TransLōc

MARKETING SERVICES

Municipal OnDemand

Bay Area Transportation Authority | Traverse City, Michigan

In August 2020, BATA initiated an on-demand pilot program over a 20 sq mi area with an average of 30,000 residents to replace their legacy dial-a-ride program. BATA partnered with TransLoc's Marketing Services team to launch a rider survey with the goal of understanding the rider perception and experience. The survey was emailed, texted, and posted on their rider webpage resulting in a 47% survey response rate. After 4 weeks of data collection, TranLoc analyzed the feedback and provided results to BATA.

BATA
Bay Area Transportation Authority

CASE STUDY

GOALS

- Gain insights to how riders were accessing services and if they felt the service area met their needs
- Learn the top benefit of on-demand services for customers
- Determine if available data within the software is supported and identify areas to make improvements to service

OUTCOMES

- BATA is partnering with TransLoc's Planning & Design team to expand the on-demand service zone and hours of availability
- 70% of survey respondents are happy with the current service area
- 46% of respondents are using the TransLoc app to book their rides and 92% enjoy features available in the app

3
Vehicles

3,300
Annual rides

<12 min
Wait time

"The template of [survey] questions [provided by TransLoc] is really helpful. I love the graphics and the feedback- it's easy to view [in the survey tool]"

— Eric Linguar, Communications and Development Director, BATA

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