



# Microtransit: Addressing Current and Future Mobility Challenges

TransLoc® and  | FORD SMART MOBILITY



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# CHANGING LANDSCAPE

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# TransLoc®

- Founded in 2004
- 2009: Creators of the first mobile transit-tracking app
- June 2017: launched category called Agency-Owned Microtransit
- Acquired in January 2018 by Ford Smart Mobility, a division of Ford Motor Company for our progress and Innovations in Microtransit
- Lead industry with 40+ microtransit engagements with transit agencies including City of Wilson, NC, City of Durham, NC and Go Triangle Transit



# WHAT IS MICROTANSIT?

**Flexible, demand-response transit services**

- First Mile/Last Mile
- Route Replacement & Modification
- Underserved Areas
- Dial-a-Ride
- Weekend Route Replacement
- Food Desert





# WHY MICRORTRANSIT?

Flexible, demand-response transit services

- Increased Ridership
- Social and Community Value
- Environmental Impact
- Improved Efficiency



# WHAT IS AGENCY-OWNED MICROTRANSIT?

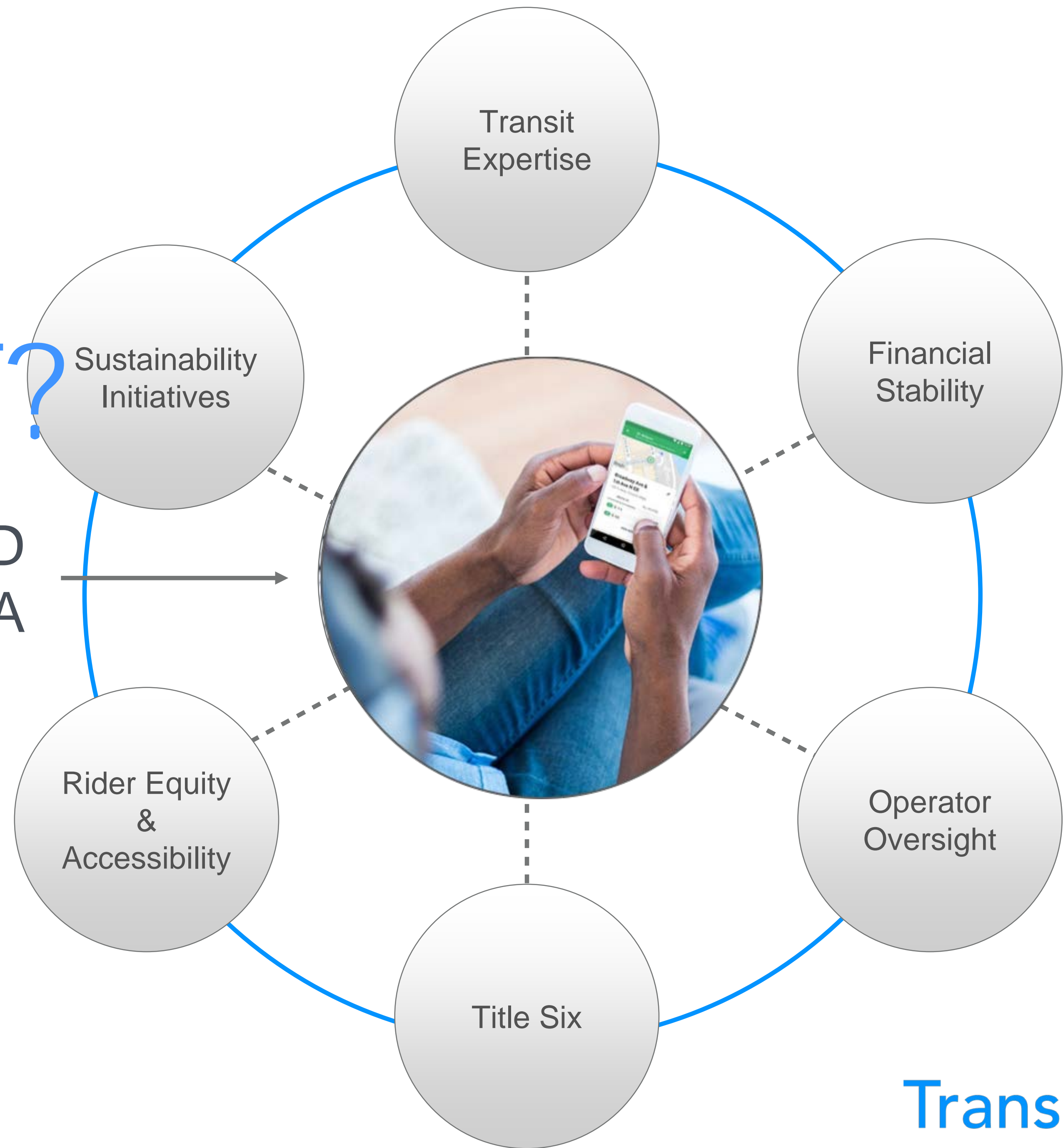
Flexible on-demand services owned and operated by transit agencies





# WHY AGENCY-OWNED MICROTRANSIT?

PASSENGER AND  
RIDERSHIP DATA





# CITY OF WILSON





# HOW THE SYSTEM WORKS

## Automatic Dispatching with Ride Grouping





# HOW TO IMPLEMENT

1

Use Case  
Consulting

2

Predictive  
Analytics

3

Implementation  
Services

4

Marketing  
Support

5

6 month  
Software Trial

6

On-going  
Support and  
Optimization