



TransLoc[®]

PARTNERING WITH TRANSLOC

The Microtransit Solution



AGENDA

- 1** Who is TransLoc?

- 2** How the System Works

- 3** Partnering with TransLoc

- 4** Pilot Success Stories

- 5** Wrap-up

A wide-angle photograph of a city street at dusk or dawn. The street is filled with cars, some of which are blurred to indicate motion. On the right side of the street, there is a modern, low-rise building with large glass windows. In the background, several tall skyscrapers are visible against a cloudy sky. A construction crane is also visible in the distance. The entire image is overlaid with a semi-transparent blue filter.

WHO IS TRANSLOC?

An Innovative Leader in Connected Mobility



FORD **SMART MOBILITY**



WHO IS TRANSLOC?

Founded in 2004. Now part of Ford Smart Mobility.

One of the most innovative companies.

Enables cutting edge management of your transportation system.

Uber-like service through on-demand ride sharing.

Our unique microtransit program helps you understand opportunities, plan your service, and launch with excellence.

TRANSLOC GIVES YOU PERKS

Partnering with TransLoc includes some of the **best benefits** in the industry



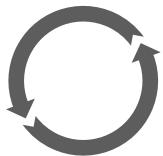
\$100K+ subsidy toward your microtransit program



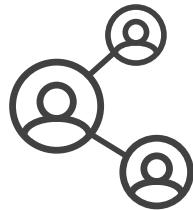
Dedicated team of solution engineers, marketing consultants, and operations specialists for your agency



Consulting & optimization planning through our **predictive data programs**



Free product enhancements; customers have received over 30 free updates in 2019 alone



Access to our **peer network** group from across the US



Access to our entire platform, including **free integration into Google Maps** through Architect

FORD SMART MOBILITY



WHAT IS MICROTRANSIT?

Agency-owned microtransit is an on-demand, rideshare service. Using a smartphone app, you can request a ride to pick you up and drop you off wherever you want to travel within the service boundaries.



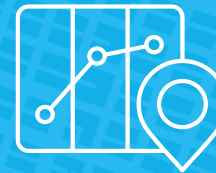
On
Demand



Curb To Curb
& Tech



Ride
Grouping



Zone
Based



Equitable

COMMON USE CASES FOR MICROTRANSIT

1

Increasing access
to transit

2

Providing transit to
unserved regions

3

Access to employment

4

Modifying outdated
Dial-A-Ride systems

5

Replacing underperforming
fixed routes

6

Off-peak service
(nights or weekends)



HOW THE SYSTEM WORKS

The TransLoc Microtransit Solution



PARTNERING WITH TRANSLOC

The TransLoc Microtransit Solution

GET STARTED IN 3 STEPS

1

Use Case Consulting

Utilize data science to deliver new insights from your current transit data.

Launch a microtransit program, based on the Simulation and use cases. We partner with you to determine the exact scope.

2

Simulation & Service Design

Expert consultants turn those insights into opportunities for your microtransit program.

Enable you to de-risk the program by forecasting how various use-cases will perform.

Consulting support for operations, marketing, etc.

3

Microtransit Go-Live

Launch in a desired area within your city.

Continuous partnership during the program to deliver software improvements and new optimizers.

THE TEAM

A dedicated team of experts for you

PROJECT MANAGEMENT



Business
Development Executive



Customer
Success Manager

IMPLEMENTATION & SUPPORT



Technical Lead



Data Scientist



Systems
Engineer



Customer
Support Lead



Marketing
Specialist

1

USE CASE CONSULTING



USE CASE CONSULTING

TransLoc conducts a **thorough needs assessment** to understand the nuances of your system



Ride Grouping



Reduce Wait Times



Accessibility



Increase Ridership



Improve Agency Brand

2 SIMULATION



SIMULATION

Simulations answer questions such as:



Route Modification

Could a circulator be replaced with demand-response service to a fixed-route stop?



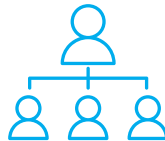
Vehicles

How many vehicles are needed during peak hours for wait times to be 10 minutes or less?



Costs

What's the cost per trip to serve twice the demand while maintaining service quality?



Underserved Areas

Which locales and how many riders can be served with how many vehicles?

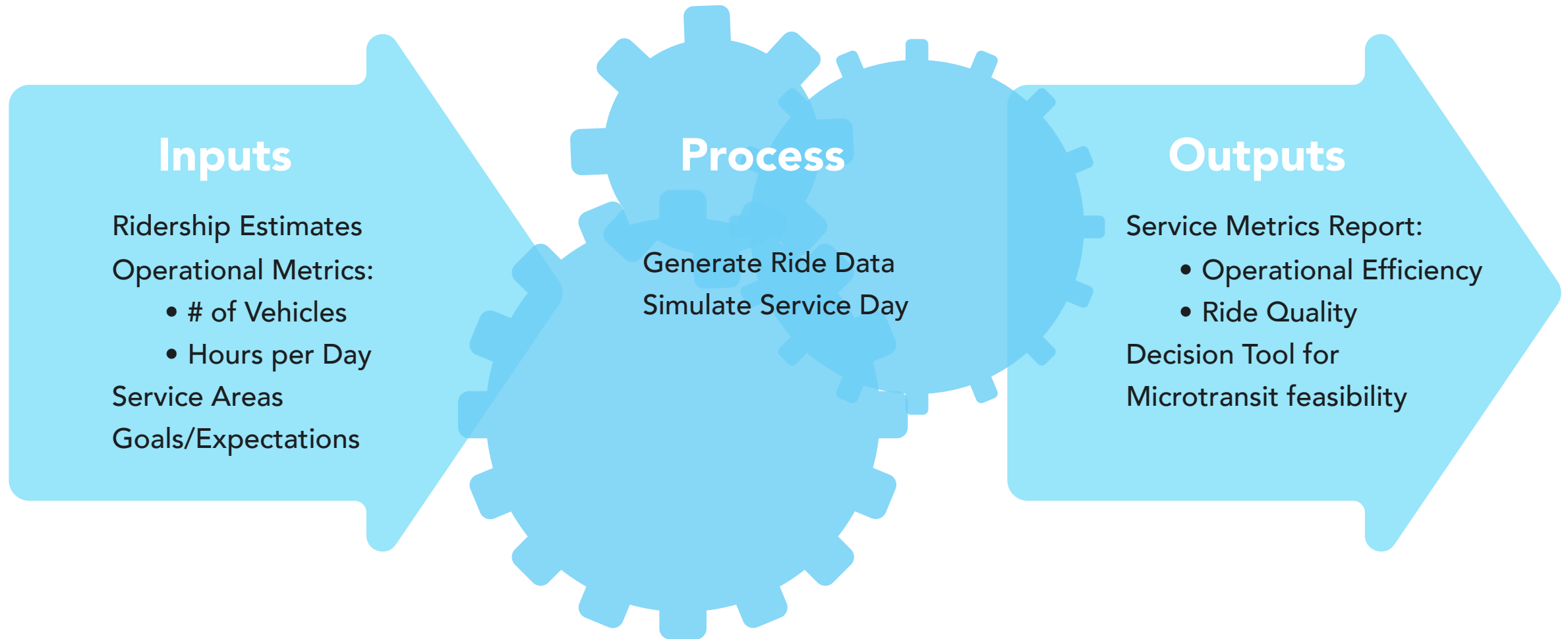


Time of Day

When is it more economical to switch to full or supplemental demand-response?

SIMULATION

Simulation mitigates risks by running experiments without putting vehicles on the ground



3

MICROTRANSIT PROGRAM GO-LIVE



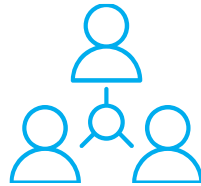
Use Case Consulting

Simulation

Program Go-Live

MICROTRANSIT PROGRAM GO-LIVE

With TransLoc, you get a comprehensive marketing solution



Internal resources
(marketing team, PR
support, etc.)



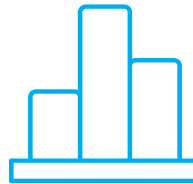
Partner marketing
insights



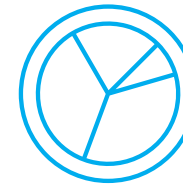
Already built branded
assets



Strategic branding &
messaging guidance



Scalable marketing
campaigns



Market
research

MICROTRANSIT PROGRAM GO-LIVE

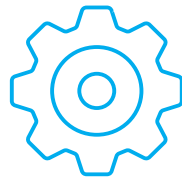
TransLoc partners with you to build and execute on your Launch Plan



Microtransit system build



Comprehensive training

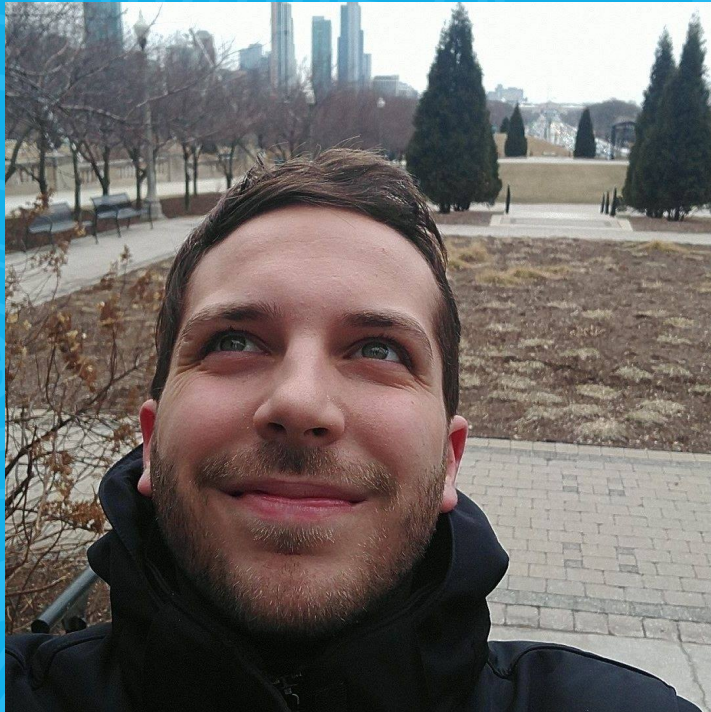


Software testing



Weekly project sync

THANK YOU



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MEET US AT THE WESTIN PEACHTREE PLAZA, ALL DAY TODAY!