**TripShot** / WashU



# WashU and TripShot

**Achieving Efficiency and Rider Satisfaction with a Unified Transportation Solution**

**Transit Modes**
Fixed Route
On Demand

## Summary

Washington University in Saint Louis was looking to enhance its campus transportation service and turned to TripShot for our comprehensive suite of products including Fixed Route, On Demand, Single Sign-On (SSO) and Points of Interest. Our cloud-based platform has improved the day-to-day operations for admins, drivers and riders by saving them time, increasing program efficiency, reducing costs and supporting a thriving campus environment.

## Problem

Before moving to TripShot, WashU had a need for a more future-facing and reliable way to manage their transit services. WashU was ready to move away from antiquated software, services that required students with a medical need to call in ride requests, and a lack of after-hour options. The need for a more reliable, efficient and future-facing transportation solution was evident as WashU sought to offer their riders something better.

> ❞ This transit service is a game changer for our campus. Our riders now benefit from remarkably accurate and reliable vehicle location information. TripShot makes it easy for us to support our riders with intuitive notifications, different transit modes and many other tools.❞
>
> **—STEPHANIE HUNTER**, MANAGER, SHUTTLE AND MOBILITY SERVICES, WASHU

**TripShot.com**

**TripShot** / WashU

## Solution

WashU launched TripShot's transportation demand management (TDM) solution including Fixed Route, On Demand, SSO integration and Points of Interest. TripShot's Implementation and Training team made implementation smooth and swift, getting services started within 8 weeks. TripShot's team also provided extensive training and support, ensuring the university could quickly optimize its operations. TripShot has allowed WashU to reallocate vehicles based on usage data, access real-time vehicle location tracking, provide riders real-time notifications, and more.

Streamlined implementation & training support

Quick launch time

Riders get True-Time® vehicle and route information

**❝** TripShot's Implementation and Training team was exceptional. TripShot's staff made sure that I was supplied with easy-to-understand training materials and was very responsive to our unique needs. This allowed us to get our new transportation technology up and running quickly.**❞**

**—STEPHANIE HUNTER,** MANAGER, SHUTTLE AND MOBILITY SERVICES, WASHU

## Results

Since implementing TripShot, WashU has significantly improved its transportation services. WashU can now efficiently manage its Fixed Route buses and On Demand services, providing a responsive and reliable transportation service that meets the needs of both students and staff. Administrators can easily use Notifications to communicate route changes in the event of construction or inclement weather, reducing confusion and supporting rider satisfaction. Thanks to these improvements, the university has experienced increased ridership and a more positive commuting experience.

## 67%
increase of
**On Demand** ridership
*(2023 to 2024)*

## 40%
increase of
**Fixed Route** ridership
*(2023 to 2024)*

**TripShot.com**