

Yolo County Transportation District

Using TripShot's robust data generation to streamline and expand services across the region

Summary

The Yolo County Transportation District (YCTD) operates Yolobus, a service delivering local and intercity bus transit in Yolo County and neighboring areas, including Sacramento, Davis, Winters, Woodland, and other communities. YCTD services connect with several other public transit agencies, requiring a mobility technology solution that accommodates data sharing and responds to the growing needs of mobility management and mobility as a service (MaaS) in the public transit industry. Powering several of YCTD's transit operations, TripShot allows for a seamless mobility experience for riders, drivers and transit managers.

Problem

YCTD planned a demonstration pilot project for an on-demand microtransit service that includes reservation-based and complementary paratransit for riders. This required a tight timeline and a technology-first solution where data is owned by the agency and shareable natively or through integrations and APIs. As a smaller operator, YCTD was pursuing technology improvements and data sharing step-by-step, finding value in TripShot's flexibility.



Transit Mode

Fixed Route
On Demand
Reservations
Paratransit

5-10 vehicles
in operation

Advancing Mobility Management

Jointly operating with other agencies & connecting to new modes

“ The notifications, ability to see the location of vehicles, ability to track vehicle arrivals and more has been helpful for promoting customer-centric service and customer awareness.”

—JOSE PEREZ,
DEPUTY DIRECTOR,
OPERATIONS,
PLANNING, SPECIAL
PROJECTS, YCTD

Solution

YCTD ultimately selected TripShot as the technology partner for the microtransit demonstration pilot. TripShot was selected because of the ability to integrate with YCTD's existing infrastructure network, its short project launch time compared to other vendors and its accommodation of YCTD's data sharing goals.

Another mode that benefits from TripShot's open GTFS-RT data is the Causeway Connection. Operated jointly with SacRT, this fixed route service connects Sacramento and Davis using 100% zero-emission electric-battery buses and a real-time bus tracker using transit apps with data pushed from TripShot. TripShot's solution provides universal information and promotes a seamless service without YCTD having to develop a new custom app. The nonproprietary nature of data generated in TripShot, without additional fees or add-ons, was key for YCTD.



Automatic reporting features



Expanding microtransit zones



Plans to integrate fare payments



Clean data in YCTD's control

85%
increase in
On Demand Rides



249%
increase in
Fixed Route Rides

Results

TripShot's technology solution has improved mobility across communities in and around Yolo County. YCTD and TripShot are delivering increased flexibility for all transit riders, allowing for microtransit service to be requested right in the app and fixed route to be operated jointly, advancing mobility management in the region.