UniteGPS
THE POWER OF KNOWING

Twin Transit saves time and improves driver and rider experiences with an on-demand ride app from UniteGPS.

> " UniteGPS's route planning software is so simple—you just click and design the route. It's just three clicks to get to anywhere you need to go. "

Lesley Jackson
Operations Supervisor
Twin Transit

Situation

Twin Transit, a small bus agency serving Lewis County in Washington state, had a highly manual process for tracking passengers and planning routes.

This manual process meant Twin Transit relied heavily on inexact observations provided by the drivers to plan routes and make decisions.

"It's hard to plan based on a driver saying, 'There are a lot of riders here,'" said Lesley Jackson, Operations Supervisor at Twin Transit.

Furthermore, Twin Transit's bus passengers had no access to real-time information on buses and routes. "We didn't have exact data, and our data wasn't real time," said Lesley.

Twin Transit wanted a solution to help plan better routes and make it easy for passengers to find the right bus.

Solution

Twin Transit partnered with UniteGPS to quickly create a custom on-demand ride app.

This app—created by UniteGPS in a matter of days—provides passengers a way to view different routes and incoming buses in real time. It also gives Twin Transit a clear understanding of the peak hours and high-traffic stops.

"The drivers handle their in-route boarding with UniteGPS, which provides us the data of how many people are using certain stops and what times," said Lesley. "We realized there are hours where everyone uses our services, and then dead hours where we were running buses for one person. UniteGPS gave us specific details about how to be more efficient."
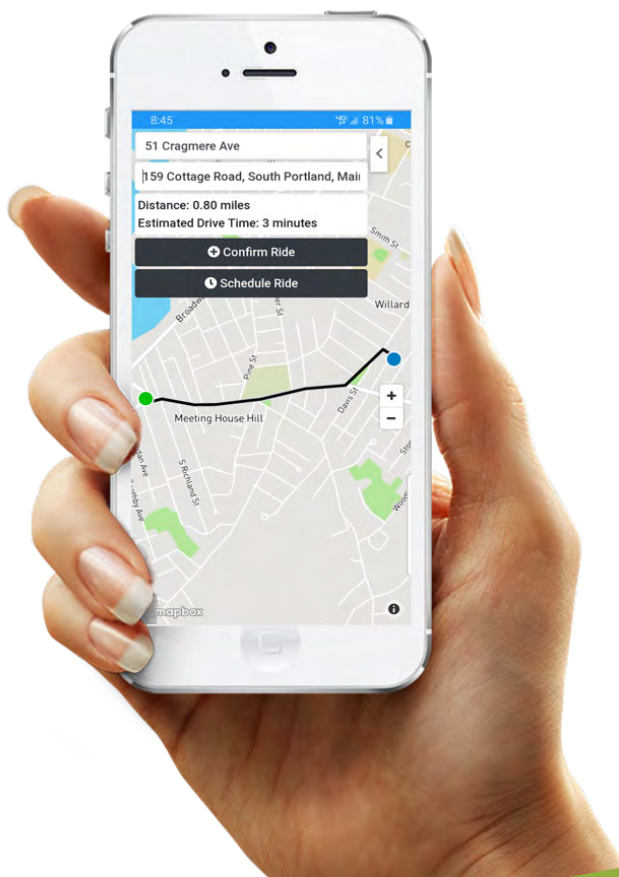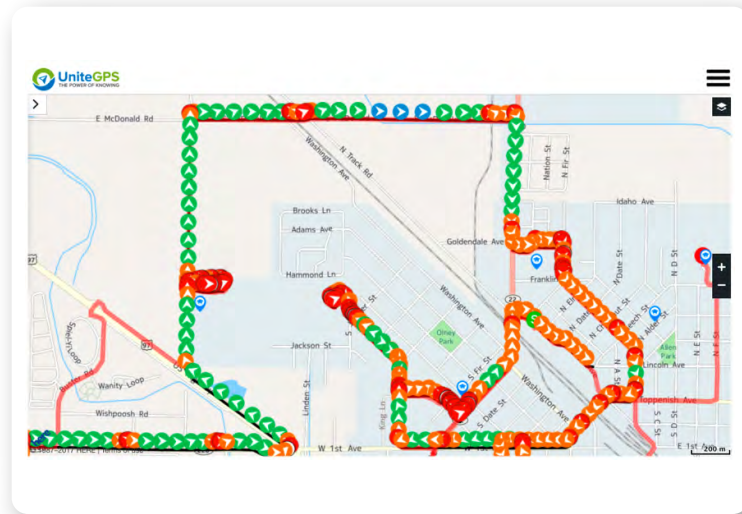
Thanks to UniteGPS's app, Twin Transit is able to easily access, plan, and modify their routes and schedules.

"[To plan a route,] we used to actually do it in a car with a tracker, and any wrong turn, you'd have to start over," said Lesley. "With UniteGPS route planning software, we literally just go into the program and—with a few clicks—make routes based on the address."

Results

- **Efficient Route Planning—**"UniteGPS's route planning software is so simple—you just click and design the route," said Lesley. "It's just three clicks to get to anywhere you need to go."

- **Time Savings—**Lesley estimates there were four people working for two hours every day, manually counting riders, auditing the paper, and inputting the data. Now, the custom app created by UniteGPS handles all those tasks automatically.

- **Reduction in Inbound Calls—**Thanks to the public-facing mobile application, passengers are able to tell where buses are in real time, which significantly reduces inbound calls.

Coronavirus Spotlight

All of Twin Transit's regular routes changed during the COVID-19 pandemic. Thanks to UniteGPS's software, Twin Transit was able to update the routes "in a matter of two days," said Lesley.

To further assist the community during the pandemic, Twin Transit started a meal-delivery program for seniors in Lewis County. The routes of the meal-delivery program change every day with the addition of new stops. With UniteGPS, Twin Transit is able to easily accommodate these changes on the fly. "We just get in there, update the stops, and the route is planned," said Lesley.