

Shreveport Delivers 95% On-Time Performance and High Customer Satisfaction with Commingled On-Demand Transit Service

For nearly a decade, Shreveport Area Transit System (SporTran) used legacy software to operate an ADA paratransit program that served Shreveport and Bossier City in Louisiana. Throughout that time, the agency procured new vehicles to accommodate increasing service demand from both communities. In order to serve their growing customer base and ensure high vehicle utilization, SporTran wanted to explore commingling on-demand paratransit and microtransit services.

The agency transitioned from their previous provider to a second legacy software vendor but over the three-year contract, discovered the software did not have the capabilities to efficiently commingle on-demand paratransit and microtransit sharing one vehicle fleet. Due to poor service delivery, SporTran's high standard of customer service and satisfaction were significantly impacted.

When the next procurement opportunity came around, the agency engaged in a comprehensive evaluation process to secure a long-term partner that could meet their commingling requirements. With agreement from stakeholders across the organization, SporTran selected RideCo as their new partner.

PROBLEM

Multiple legacy software vendors could not meet agency's commingling service requirements

KEY CHALLENGES



Inefficient manual booking, scheduling, and dispatching



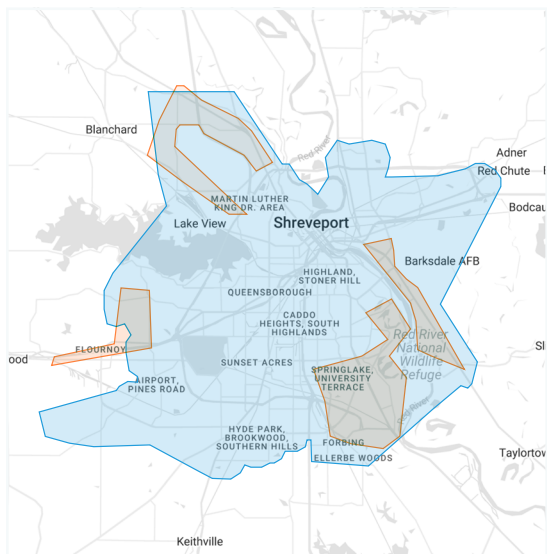
Poor vehicle utilization



Large fluctuations in trip demand throughout the day



Service delivery impacted customer service levels



LEGEND:

- Paratransit zone
- Microtransit zone

The RideCo Solution

Using RideCo's on-demand transit platform, SporTran is efficiently commingling their paratransit and microtransit services. The dynamic capabilities of RideCo's platform enable the agency to offer customers timely trip options within different service perimeters, such as door-to-door or stop-to-stop service, based on their user type—ensuring that the appropriate level of service is provided to each customer. Automated booking, scheduling, and dispatching further streamline operations, **leveraging continuous optimization to increase vehicle utilization and overall service performance.**

In addition to transforming service delivery with an **average 95% on-time performance**, SporTran OnDemand customers have a more convenient booking process with multiple options to book their trips using the Passenger App on their smartphone, the web booking portal, or through the call center. From end to end, the passenger experience has improved, resulting in high customer satisfaction with an **average 4.8/5 star trip rating.**

SERVICE ZONE STATISTICS

190 sq. mi. service area
~275,000 population

FLEET IMPLEMENTATION

35 vehicles
 Vehicle type: Ford Transit, Dodge Caravan and Charger, and Chevy Malibu



View next page to [see more service results](#) from SporTran's commingled paratransit and microtransit service.

Service Results

Since relaunching SporTran OnDemand, the agency has seen a **significant increase in operational efficiency, resulting in a complete transformation of how SporTran delivers their commingled paratransit and microtransit service.** RideCo and SporTran continue to work closely together as the service evolves, adjusting service perimeters and schedules to achieve performance outcomes that meet the agency's overall goals, as well as the unique needs of the Shreveport and Bossier City communities.

288 average passengers per weekday **95%** average on-time performance

14 min. average headway **4.8/5** average star trip rating

LEGACY PROVIDERS	RIDECO
Poor vehicle utilization with manual seat configuration	Improved utilization with automated seat configuration optimization
Challenges servicing paratransit trips during hours with high demand	Increased service capacity with data-informed schedule adjustments
Ineffective data tracking and utilization	Empowered decision making with comprehensive data and reporting

SPORTRAN | Shreveport and Bossier City, LA

“When it came to selecting a third partner, we engaged our team—which consists of more than just executive management and supervisors. We brought dispatchers, operators, and even the union to the table to understand the challenges and what we needed as an agency to address them. **With RideCo’s software, we have successfully done that and are able to provide a level of service that is adequate for our customers here in the Shreveport-Bossier City market.**”

— Dinero’ Washington, Chief Executive Officer, SporTran

Through RideCo’s on-demand transit platform, SporTran is efficiently delivering an innovative mobility solution that enables the agency to prioritize their customers.



“The SporTran OnDemand app is great! I like being able to schedule rides and see exactly when the ride is going to pull up. I like all the notifications I get about my rides now. The drivers have always been exceptional and helpful. I’m thankful to be able to depend on rides when needed.”

— Connie, SporTran OnDemand Rider