

### CONTACT INFORMATION



Brian Lowe  
Director of Transportation  
blowe1@tulane.com  
(504) 341-7433



### FLEET BREAKDOWN

Vehicles for Tulane


### PRE-DOUBLEMAP OVERVIEW


Prior to TapRide's services, Tulane University's police department provided a late night service for its students. After a substantial amount of requests, Tulane was looking for ways to expand its hours of service into the day. To assist the transition to a daytime safe ride program, the university also wanted a software system that could automatically create routes from ride request information which would substitute the requirement for drivers to input rides manually.

Tulane University's primary goal was to implement the TapRide software to increase the availability of the safe ride program to the students. TapRide's auto assignment algorithm and analytic reports allow for Tulane's safe ride system expand its hours without have to increase the total amount of vehicles the university utilizes.

### SERVICES OFFERED

  
PUSH  
NOTIFICATION

  
RIDE  
MATCHING

  
RIDE  
HISTORY

  
CUSTOMIZATION

  
SINGLE-SIGN-ON

### POST-DOUBLEMAP RESULT

The TapRide software expanded the hours of the Tulane safe ride system by implementing the auto assignment algorithm and analytic reports. The auto assignment algorithm creates a route for the driver without the need of a dispatcher. It is also programmed to pick up multiple riders if ride requests located on the same route have a similar drop off destination. Analytics reports incorporated with Tulane helped the university view high traffic areas of ride requests for both pick up and drop offs. The data gathered from these popular districts allowed Tulane to tell drivers to frequent these zones.

TapRide's reports have gathered that Tulane University now **AVERAGES 200-300 RIDE REQUESTS PER NIGHT AND A 10% INCREASE IN COMPLETED RIDE REQUESTS** since the implementation in 2014.