

Memorandum

To: CHAIR AND COMMISSIONERS

CTC Meeting: October 17-18, 2024

From: TANISHA TAYLOR, Executive Director

Reference Number: 4.14, Information

Prepared By: Destiny Preston
Assistant Deputy Director

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Subject: Innovations in Transportation: Via-Software and Operations for Flexible Public Transit

Summary:

Megan Richer, Director of Public Policy at Via, will provide an overview of the company's work to enhance transit through their digital infrastructure. Ms. Richer will highlight the company's innovative efforts to provide software and operations to create convenient, cost-effective, and equitable public transit, as well as showcase examples of government partnerships.

Background:

Via builds software solutions and operates services for government entities and private organizations to plan, optimize, and operate their transit systems efficiently and equitably. Via's technology supports mobility by enhancing a variety of transit networks, working with more than 700 agencies, cities, and rural communities in 40 countries globally to increase access to jobs, reduce emissions, and drive significantly higher use of public transit. Equity, sustainability, and collaboration are values that inform Via's programs. There are numerous components to Via's digital infrastructure, including applications for drivers, riders, and dispatchers designed to work together to improve efficiency and tracking for users. Via offers several products including planning and scheduling services, public transportation services, and software for microtransit, paratransit, and health transportation. To learn more, visit:

www.ridewithvia.com