



California
Transportation
Commission

Innovations in Transportation

Via: Software and Operations for
Flexible Public Transit



October 2024
Megan Richer, Director of Public Policy

Via is the world's leading provider of advanced public mobility solutions

750+

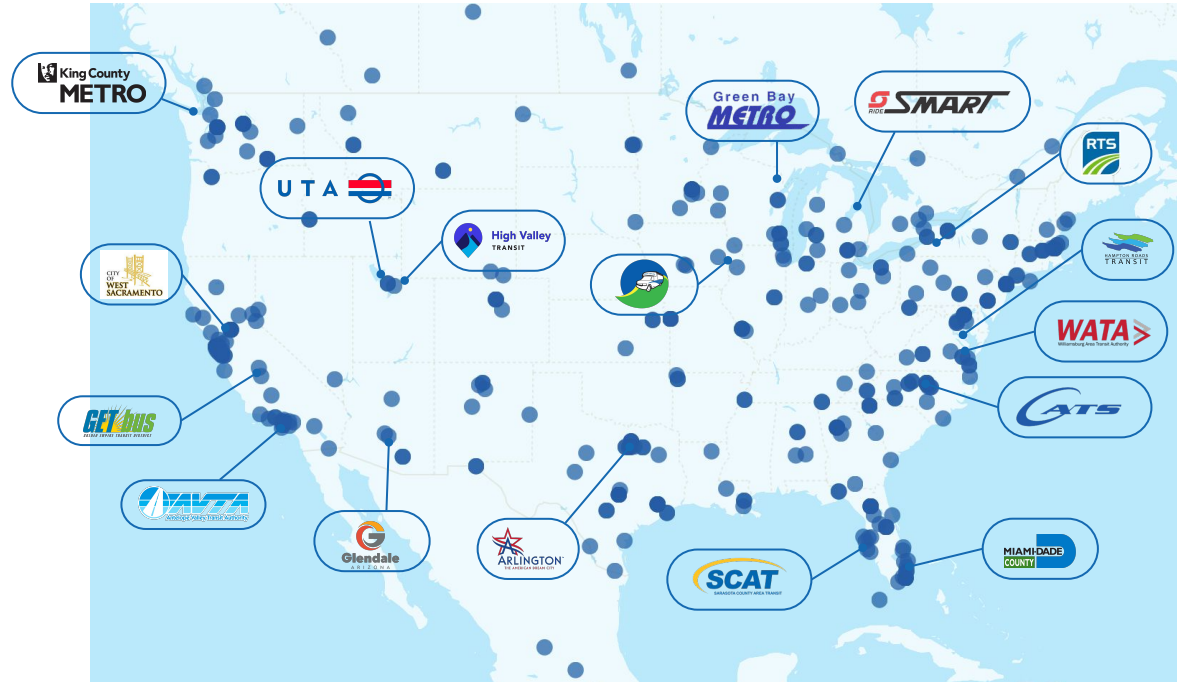
Partners

40

Countries

130M

Rides Served



We partner with dozens of cities and transit agencies across California

50+

Partners

4M+

Rides served

40+

Local employees



Transit networks across the world are evolving from siloed operations into dynamic, integrated networks



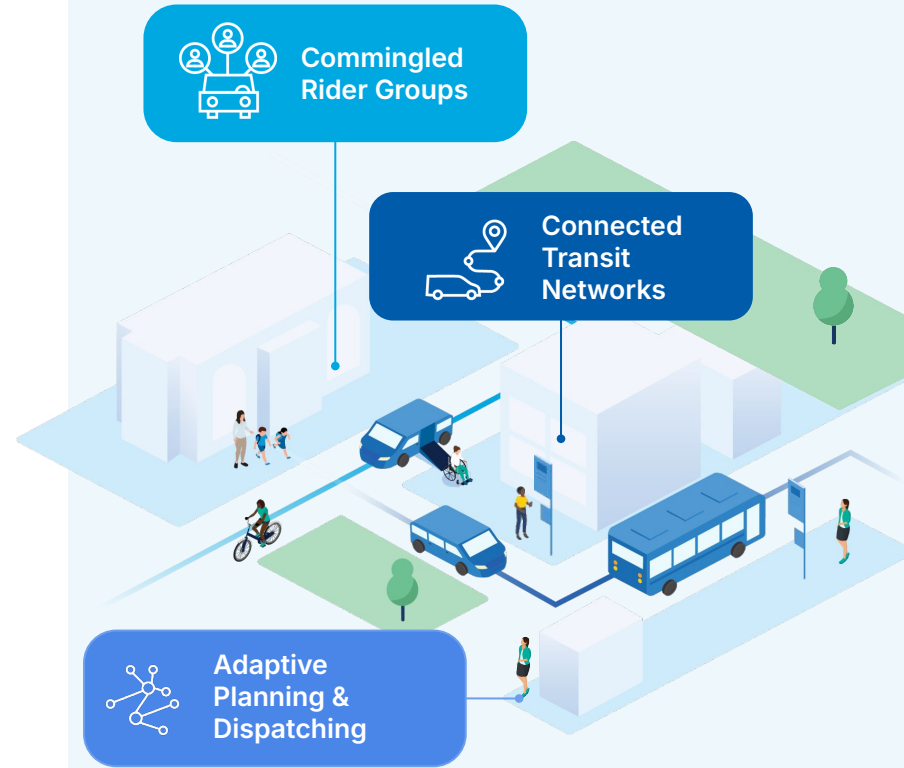
Microtransit



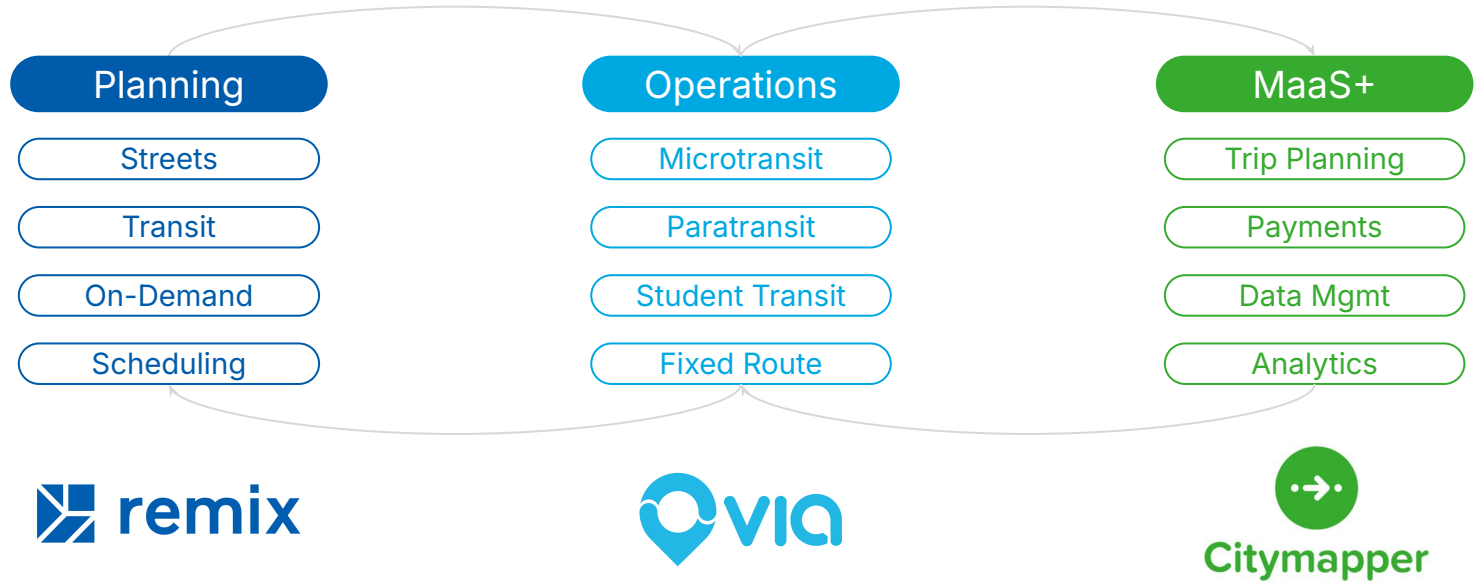
Paratransit



Fixed route

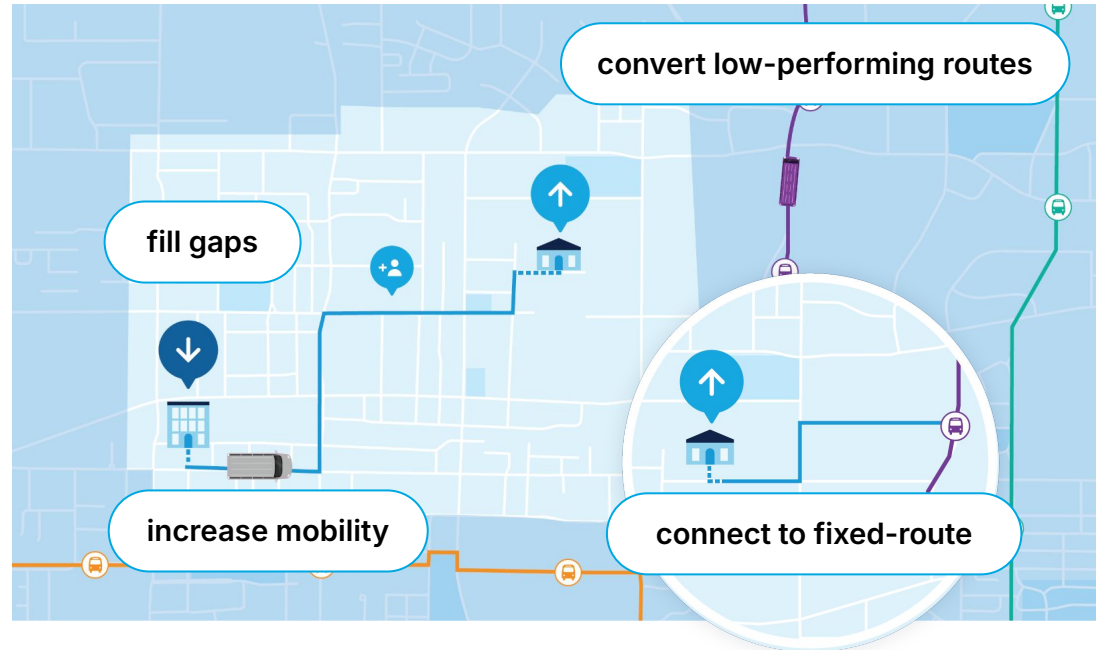


One unified platform to power end-to-end planning, operations, and optimization across transit modes for cities and agencies

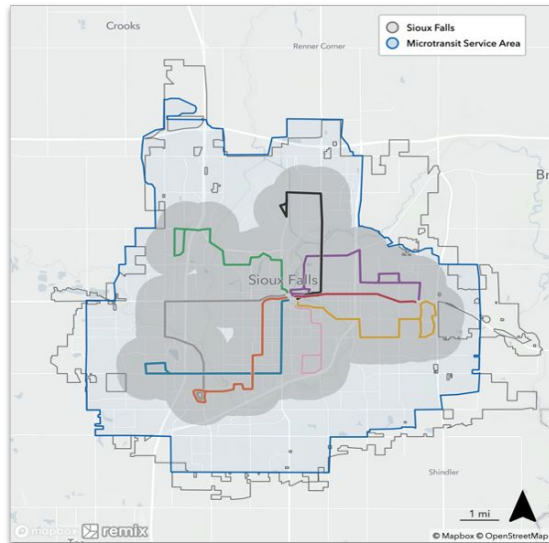
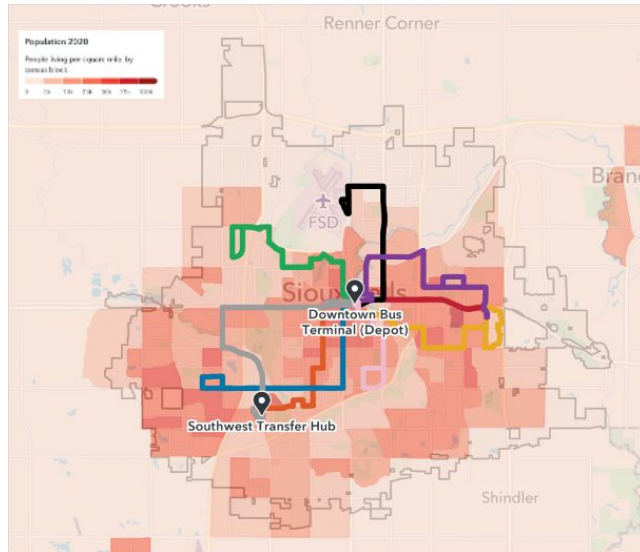


How municipalities use microtransit

- 1 Fill gaps in existing transit networks**
to enable access to jobs, hospitals, and other key POIs.
- 2 Connect to fixed-routes**
to *affordably* expand coverage and increase ridership on existing transit options.
- 3 Convert underperforming fixed routes**
into on-demand services to reduce average cost per-trip.
- 4 Increase flexible mobility options**
for seniors or disabled riders



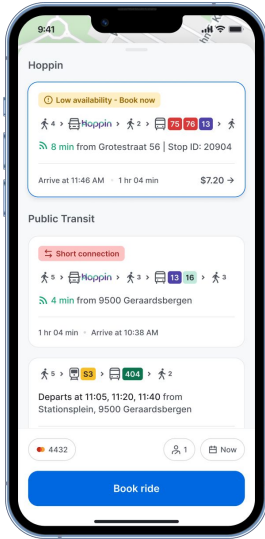
We are increasingly optimizing entire transit networks across fixed-route, microtransit, and paratransit



3 months post launch

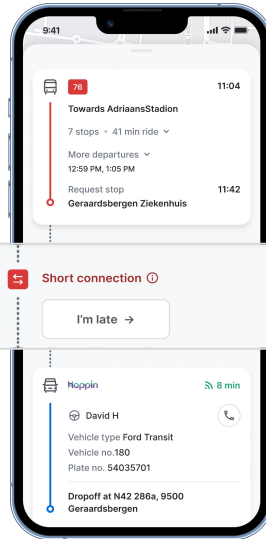
- 6% Fixed-route ridership
- 20% Paratransit efficiency
- 25% Microtransit ridership

Via's integrated rider platform makes it easy for agencies to encourage full use of the transit network and boost ridership



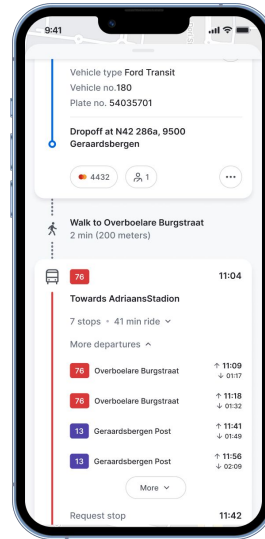
Multimodal

Rider App provides single entry point for all modes, so riders can compare options in one place



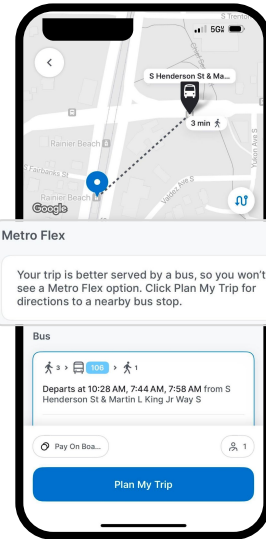
Intermodal

Multi-leg trips connect microtransit with fixed route, guiding riders every step of the way



Fixed Route Schedules

Fixed route hubs highlighted in app, with dynamic schedules easily accessible



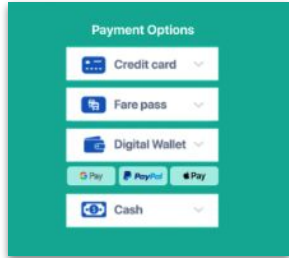
Mode Preference

ViaAlgo curates which modes are proposed for a given trip to optimize rider experience and efficiency

This feature allows agencies to direct microtransit requests to fixed route instead

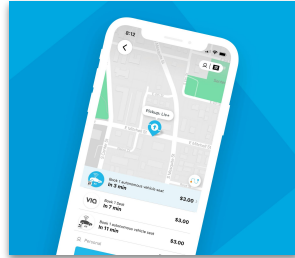
What type of transportation is most useful for communities

Affordable



Is attractive to riders across a variety of incomes

Reliable



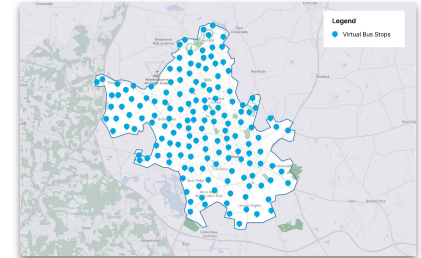
Provides predictable service that riders can plan around

Accessible



Accommodates riders of all mobility needs

Flexible



Quickly adapts to changes in where and when riders need trips

Via incorporates accessibility features that promote equity



Accessible Vehicles

Mixed fleet that includes WAV vehicle(s) to accommodate a range of rider preferences



Customized Service

Door-to-door pickups & drop-offs for mobility limited riders



Phone Booking

Simple phone booking process for those without web or smartphone access



Payment options

Prepaid debit cards, vouchers & cash payment options for unbanked users

Disability groups advocate for microtransit to advance equity

“Traditional accessible transportation options...have not equitably served the mobility needs of people with disabilities, seniors, and underserved populations...

...data suggests on-demand transit technology can be a key tool for advancing equity...

...the moment has come to harness innovations in transportation...by: (1) **Increasing investment in on-demand microtransit...**”



May 24, 2021

The Honorable Pete Buttigieg
Secretary of Transportation
U.S. Department of Transportation
1200 New Jersey Avenue, SE
Washington, DC 20590

Dear Secretary Buttigieg:

As a nation, we face significant challenges to achieve accessible, equitable transportation among diverse populations. The 26 percent of American adults with a disability have limited transportation options, impacting their access to healthcare, education, jobs, and their ability to contribute to our economy and communities. The results are stark: unemployment and poverty levels are twice as high for those with disabilities as those without. The need for solutions is only growing more urgent, as the U.S. wheelchair-using population is expected to grow 120% by 2022, and the elderly population is projected to reach record levels by 2030.

Traditional accessible transportation options such as rail, bus, paratransit, and retrofitted vehicles have not equitably served the mobility needs of people with disabilities, seniors, and underserved populations. Most existing options are rife with extensive advance planning requirements, inaccessible related infrastructure, and long and wasteful wait times as well as trips — all at significant cost. Nor have they kept pace with technological advances.

New technologies are clearly improving transportation services and [data suggests on-demand transit technology can be a key tool for advancing equity!](#) On-demand services with sophisticated routing and dispatch capabilities have improved efficiency and reduced costs for

Via works closely with our partners to create transit services that meet the community's needs and the State's goals



Calexico On Demand

Funded by CMO + SB125

72%

of riders have a household income <\$25k

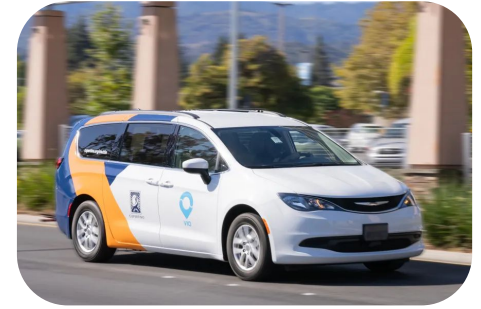


Richmond Moves

Funded by CMO + TIRCP

30%

of trips connect to BART or Richmond Ferry stations



Cupertino's SV Hopper

Funded by TIRCP

85%

of riders would have travelled by private car without the service

Our transit solutions are often used by riders who rely on us to provide efficient, affordable mobility options

Affordable



80% of riders make less than \$50k per year



70% of riders don't own a personal vehicle

Equitable



50% of riders identify as people of color



30% of riders have a disability that affects their use of transit

Reliable



60% of riders use our solutions to get to work



30% of riders use our services to connect to other transit options

California funds microtransit to reach its goals to improve air quality and increase accessibility, equity, and transit ridership

1 Clean Mobility Options (CMO), Sustainable Transportation Equity Program (STEP), and Clean Mobility in Schools (CMIS)



2 Transit and Intercity Rail Capital Program (TIRCP)



3 SB125 Transit Program

4 SB1 Programs: Solutions for Congested Corridors (SCCP) and Local Partnerships Program (LPP)





Thank you.