Powering the world’s most efficient shared rides in partnership with public transit

SacOG TCC Meeting
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Agenda

**Introductions**
Microtransit & short Via overview

**Our Transit Partners**
Challenges & solutions for different use cases

**Working with Via**
Launching a successful microtransit operation

**Q&A**
Interactive discussion
EVOLUTION

1900
20M horse carriages

1930
15M Model T cars
3K horse carriages

2000
1.2B private cars
9M buses

2018
~1B global ridehail users

2025
On-demand shared, electric, autonomous
Our Mission

To power the world’s most efficient, convenient, affordable shared rides for cities, transit agencies, and private operators.
The most efficient network of Virtual Bustops
Microtransit complements transit operations with diverse use cases

- Grow ridership
- Transit deserts
- First- / Last-mile
- Expand access
- Corporate transit
- Paratransit / Dial-a-Ride / NEMT
- School Transportation
- University shuttles
Via’s Global Presence: Via, ViaVan, and Partner services

- **80+** Deployments
- **20+** Countries
- **2m+** Rides/month
- **250+** Engineers

*Launching soon*
SOFTWARE AS A SERVICE (SAAS)

TRANSPORTATION AS A SERVICE (TAAS)

TWO PARTNERSHIP MODELS
Broad range of partners for Via’s SaaS and TaaS solutions

Public transit contractors and operators

Cities and transit authorities

College and corporate transit
Technology Overview
Enable your agency to modernize and meet shifting rider expectations

Rider Registration
Used to create and register paratransit riders and book trips

Rider/Caregiver App
Used by the rider or their caregiver to schedule a ride

Fleet Control Center
A shift management system to plan & test routes, scheduling driver shifts and breaks

Real-Time Monitoring
Manage second-by-second operations with a real-time view of the service
Customizable Options

Payments

In App and On Board Payment Options

- Credit/debit cards
- District Passes
- Cashless alternatives

Customizable Fare structures:

- Accept multiple fare prices and structures (e.g., flat, distance-tiered, metered, geo-based)
- Differentiate fares by individuals
- Incentivize travel between certain destinations
- Use promo codes, ride credit, subscription passes
- Able to integrate with third-party fare systems

Reporting

Robust Reports: Via understands the value of data for transit providers. You have access to robust reports catered to all needs; from monthly executive summaries to day-to-day ridership reports.

Comply with regulators: pre-built reports required for FTA/NTD reporting and any other regulation entity.
Our Partners

Case Studies and Use Cases
West Sacramento On-Demand
Mobility and safety for the community

- Launched May 2018
- Complementing planning and redevelopment priorities by converting residents to active, car-free lifestyles
- Accessibility for unbanked and those w/disabilities including WAV’s
- New FMLM to public bus: transfer voucher with Yolo Bus
- Expanded hours of service and # of vehicles since launch

Rider 6-Month survey results:
- 66% of respondents felt safer getting around town
- 59% had a greater rate of independence (youth and seniors especially)
- 50% are using the service over Uber/Lyft

108,000 run-rate annual ridership
20% senior ridership

10 min average ETA
4.9 avg rider rating (out of 5)
Keoride, Northern Beaches & Macquarie Park
FMLM to BRT Sydney, Australia

• Launched as part of Transport for New South Wales’ On Demand Public Transport Program in May 2018.
• Keoride and Via operate microtransit across two distinct zones, with up to 20 vehicles total (8-10 in Northern Beaches).
• Mix of use cases including first-and last-mile connections to BRT stops; intrazone commute; residential discretionary travel.
• Over 95% positive customer feedback; 96% of customers say Keoride is a better travel option than their private car.
• 2018 Smart City Project award for “unrivalled ability to provide a faster and more personalized travel experience for the local community”
• Integrated into TfNSW journey planner
• Opal Connect - planned integration to fixed bus
King County Metro
FMLM for Seattle commuters

- Launched in **April 2019**, experiencing rapid growth since launch
- First/Last mile service connecting commuters to 5 Tukwila light rail train stations
- Partnership with Sound Transit and the City of Seattle; part of the **FTA MoD Sandbox Program**
- Integration with **ORCA fare system** to facilitate seamless adoption and ride experience for existing public transit riders

- **6,000 +** rides in first month of service
- **235,000** run-rate annual ridership
- **6-8** min average wait time
Service launched April 15, '19 already completing thousands of rides per week

Operated in partnership with Dan Transportation, aims to alleviate congestion and reach underserved areas

Launched in partnership with Ministry of Transport

Currently 67 Mercedes Sprinter vans, expanding to 100+ vehicles in June.

Fares are between $3.50 - $4.20 for a single ride, depending on time of day.

Vehicles fitted with in-ride information screens with upcoming drop off and route information
Working with Via
Running a successful microtransit operation
Next Steps | Working together

01 Service Design
- Geography
- Use Cases

02 Service Simulation
- Vehicle count
- Service metrics

03 Procurement
- Pilot
- Public Bid

04 Launch
- Avg. 12 weeks
Thank you!
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