



# Building public transit for the future

Microtransit to expand flexible, equitable  
public transportation in New Jersey

January 9, 2023

## Agenda

1. Introductions
2. Via overview
3. Intro to microtransit
4. Jersey City and other case studies
5. Innovative mobility funding
6. Questions & discussion



# Introductions

# Introductions



**Eric Gardiner**  
Partnerships



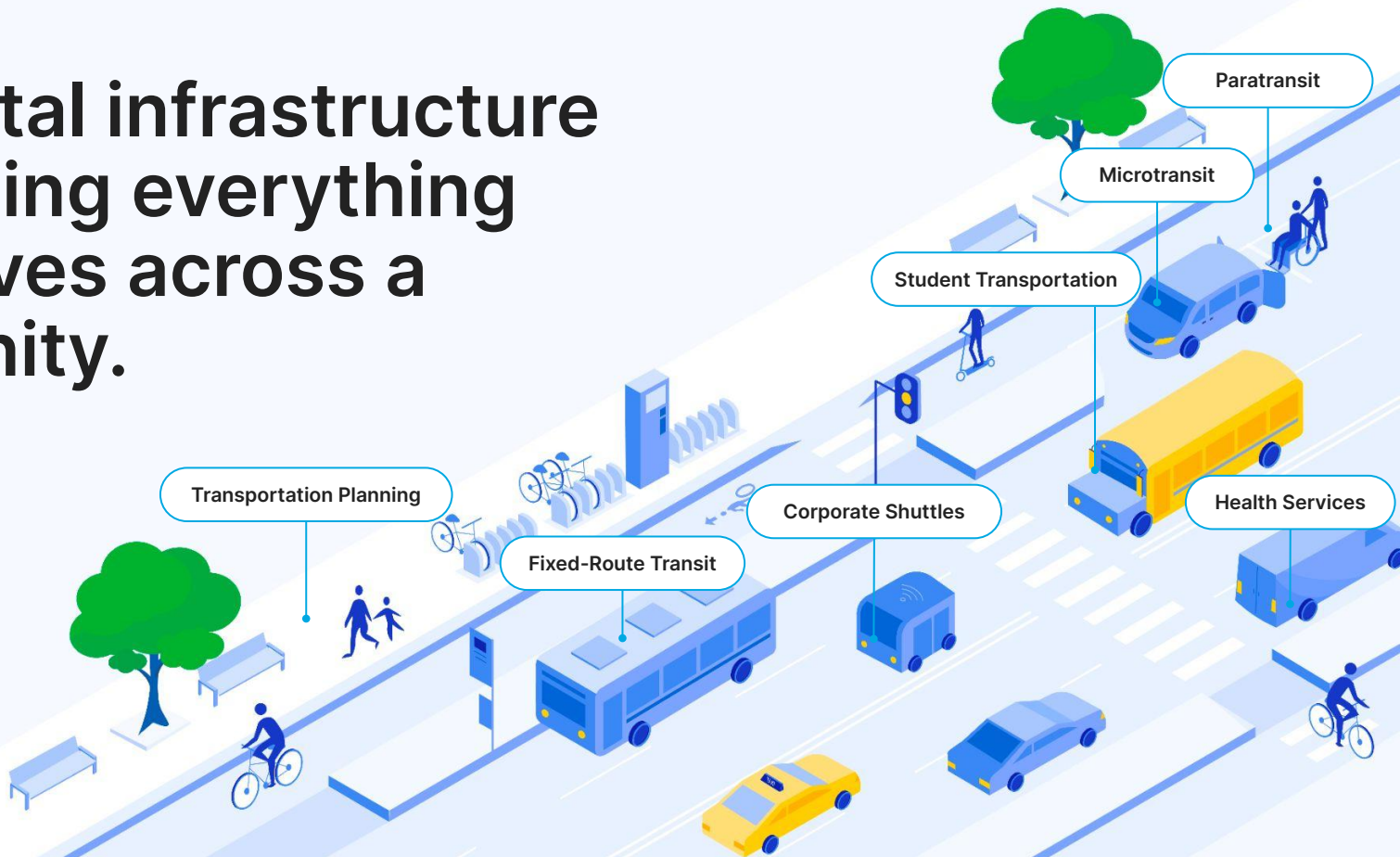
**Arjun Janakiram**  
Policy/Funding



# Via Overview

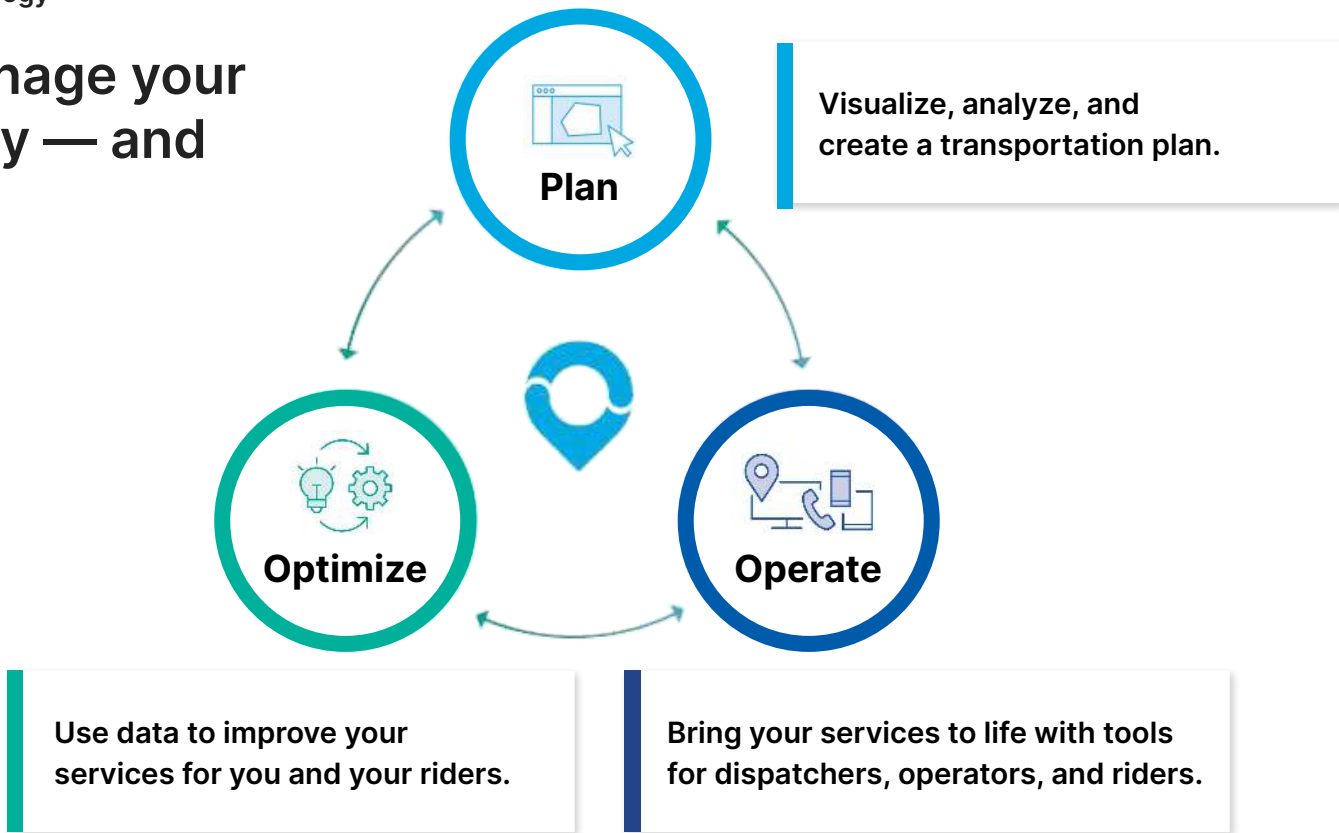


# The digital infrastructure connecting everything that moves across a community.



July 2022

# Build and manage your network today — and tomorrow.



What we do

## Via provides fully-integrated solutions for every aspect of public mobility.



### Microtransit

Highly dynamic, flexible, demand-responsive transportation.



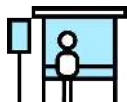
### Paratransit & NEMT

Efficient and modernized ADA-compliant and medical services.



### Transportation Planning

Services and software to envision stronger networks and streets.



### Fixed-route Public Transit

A tech-enabled, integrated approach to fixed route management.



### School Buses

Student transportation with a focus on efficiency, safety and visibility.



### Campus Shuttles

Customized transportation to fit employer and university needs.



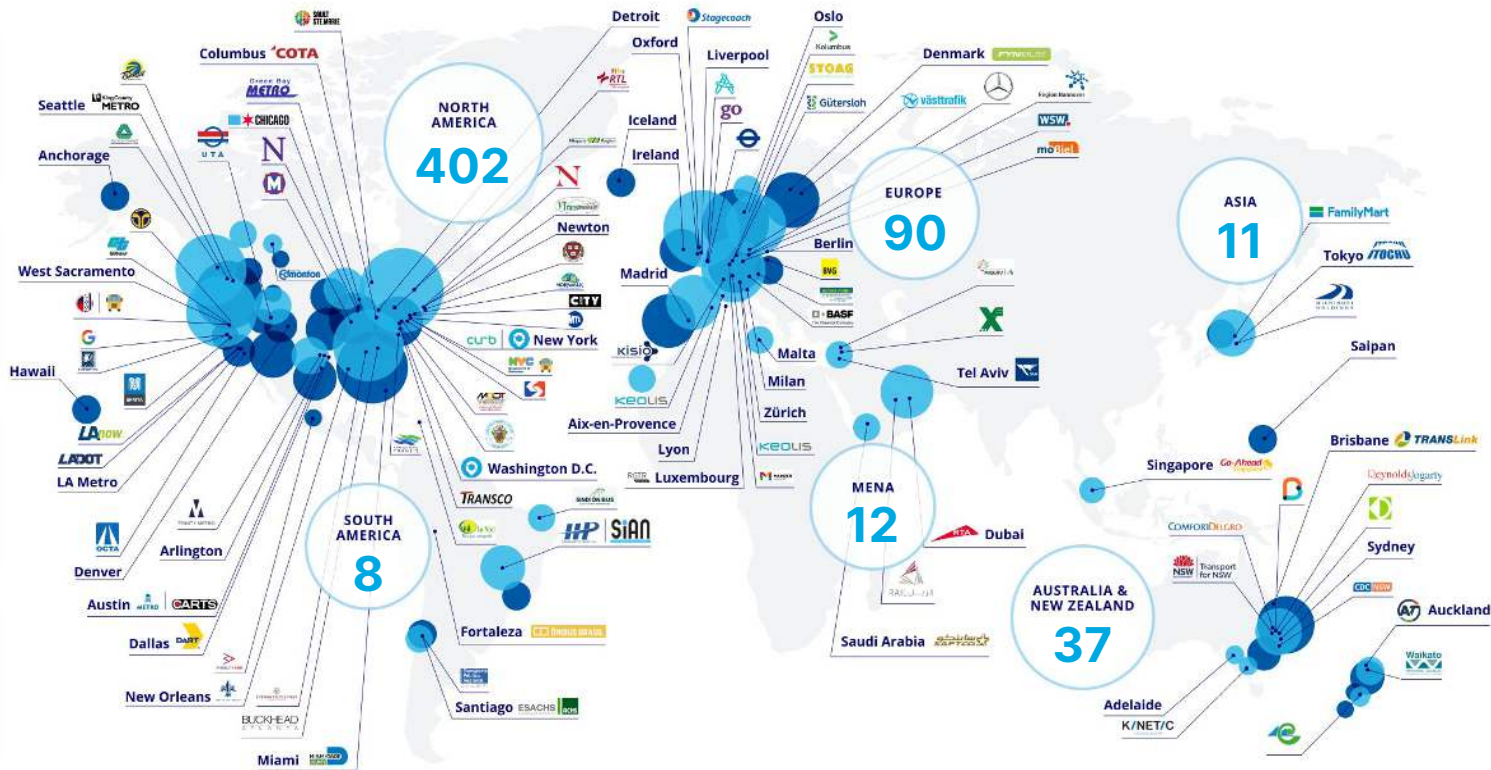
# Via is the world's leading provider of advanced public mobility solutions

**600+**  
Partnerships

**40+**  
Countries

**400+**  
Engineers

115M+ rides





# Intro to Microtransit

## Microtransit

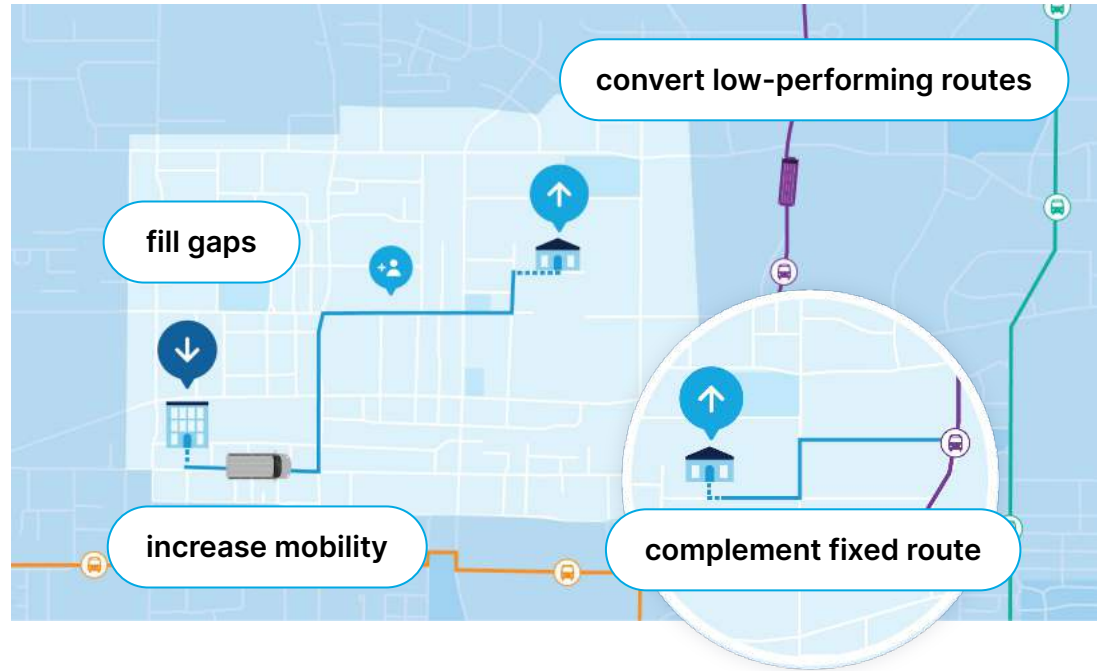
# What is Microtransit?

Microtransit (sometimes called “on-demand transit”) is tech-enabled transportation where routing algorithms use real-time, on-the-ground information to group passengers into **shared rides**.



## How to use microtransit.

- 1 **Fill gaps** where the fixed-route network is limited.
- 2 **Complement** fixed-route with first and last-mile solutions.
- 3 **Convert underperforming fixed routes** into on-demand services.
- 4 **Increase mobility** for seniors or disabled riders.



## Different models for different partners.

### Technology:



### Software-as-a-Service

Licensing Via's microtransit software to transit agencies and operators who prefer to use their own vehicles and drivers.

### Turnkey:

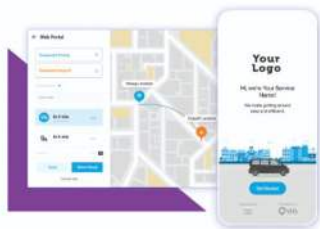


### Software + Operations

Turnkey solution operated by Via on behalf of our partners that includes technology, drivers, vehicles, and service management.

## The Via Solution

Everything you need to deliver efficient, successful service.



Rider Booking Tools  
(App, Phone, Desktop)



Via Operations Center



Driver App



Planning Tools (Remix)

## Dedicated Partner Success Manager & Access to Expert Advisory Services



Data Migration



24/7 Technical  
Support



Training & Change  
Management



Marketing & Rider  
Acquisition Consulting



Partner  
Success  
Manager



Ongoing Operations  
Consulting



Revenue-Generation  
Support



Service Design  
Consulting



The Via solution.

## Turnkey on-demand service.



Service design + community engagement



Vehicle sourcing



Service operations



Driver acquisition + onboarding



Dispatch + customer service



Configured rider app, web portal,  
driver app

**35+ services in 26  
cities.**



# Jersey City and Other Partners



# Jersey City, NJ



SERVICE  
ZONE

15 square miles



FLEET  
SIZE

44 Mercedes vans (6 WAV)  
2 electric vehicles



HOURS OF  
SERVICE

6am-10pm Weekdays  
8am-10pm Saturdays



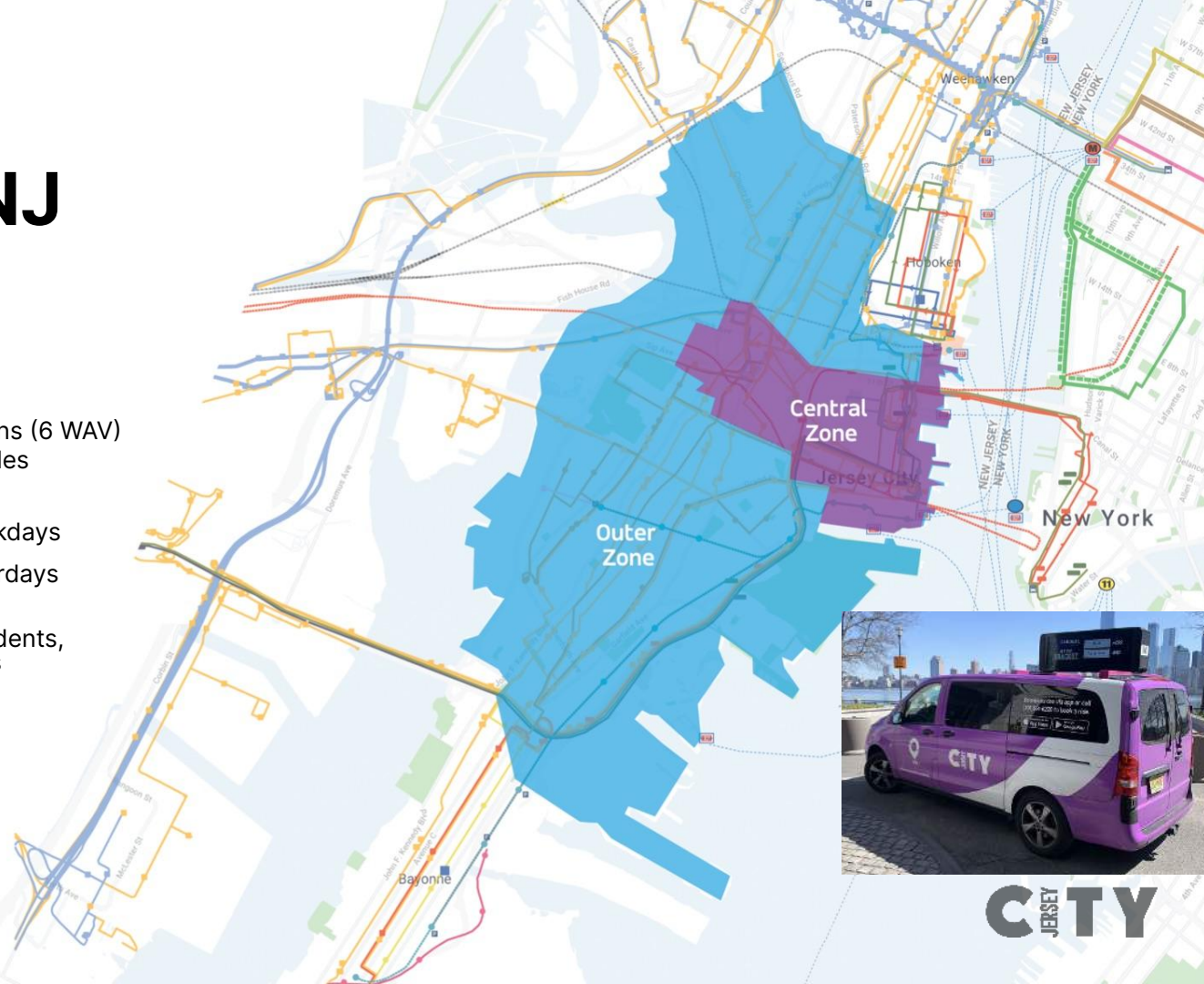
RIDERS

Commuters, residents,  
seniors, students

4.7  
out of 5  
average  
rating

6  
out of 10  
trips connect  
to transit

70%  
of rides  
are shared



**CITY**

## OVERVIEW

**1.25 mm** **57k**

Rides completed<sup>1</sup> Rides / month

**305,790**

Miles of "SOV" driving  
avoided in Q3 2022 alone

1. Since launch in Feb 2020.

 Proprietary & Confidential.

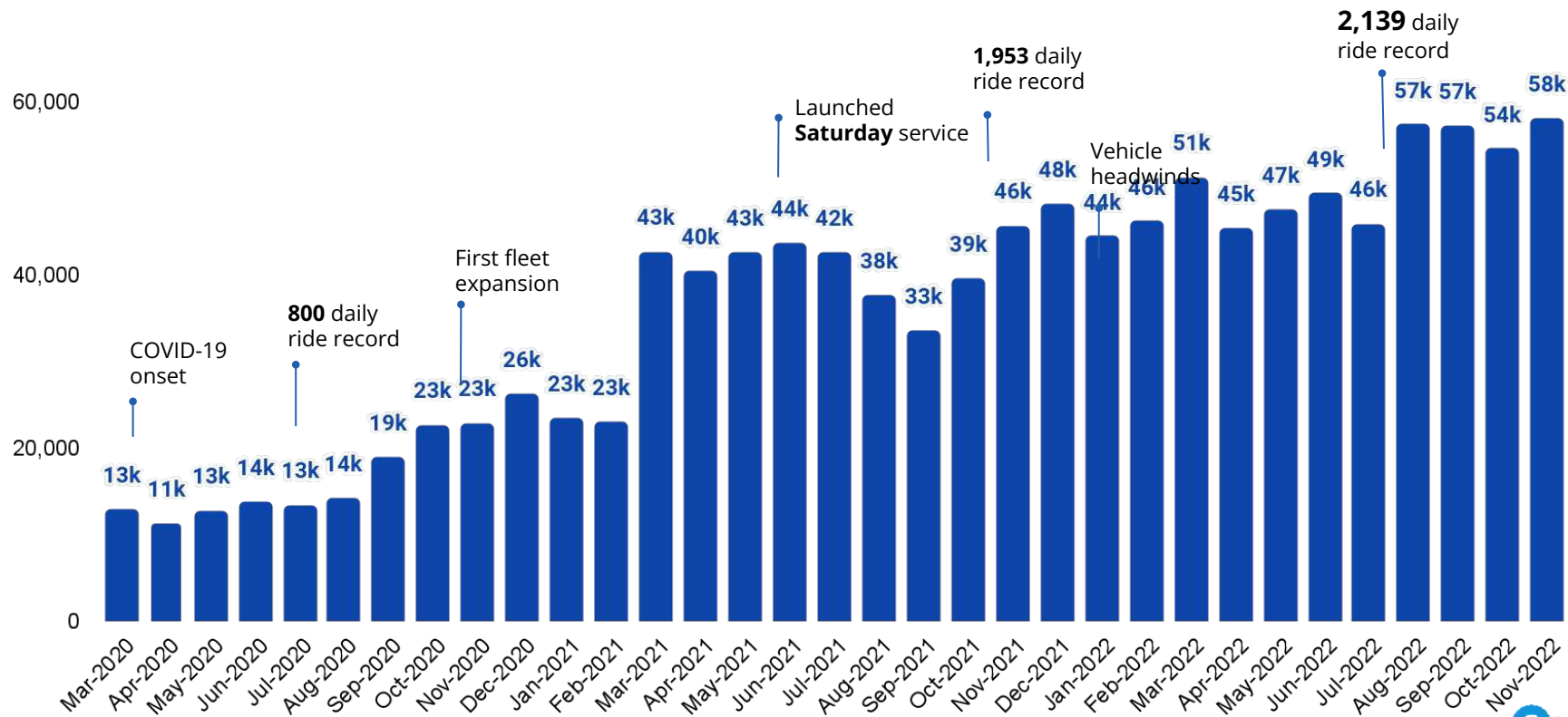


**"Thank you so much for making  
Via possible...life would've been  
much harder for me to commute  
to work back and forth."**

**- Jersey City Rider**



# Via Jersey City continues to show impressive ridership growth since its launch.



“ Via Jersey City is breaking ridership records and connecting the exact communities we targeted with more **affordable service to close transit gaps, increased access to jobs and education**, improved connectivity. The data shows our low income and diverse populations are benefiting most.”

Steven Fulop, Jersey City Mayor

## Via Jersey City riders\* cross all walks of life...

51%

Of responding riders report annual household income **below \$50k**

58%

Of responding riders identify as **women**

88%

Of responding riders identify as **minorities**

68%

Of responding riders are **under the age of 35**

"[The service] is very convenient and makes late night travel safer for women"

"This allows my kids to get to/from practice and saves me money getting to various locations for work."

"Via JC not only helps us to get to work, but also to government buildings and doctors offices where parking is difficult"





## ...and they LOVE the service!

92%

Would be disappointed if they could no longer use Via JC

And, on average, they rate their rides **4.7/5 stars**

76%

Say affordability is their main reason for riding

While almost **80% of riders** say the **money they saved** riding the service is one of its biggest benefits.

45%

Riders who use the service to connect to transit

The Jersey City service has been a **complement to public transit** helping riders access the places they need for work, commerce and leisure

"There is no public transportation available between my home and my job. If it wasn't for Via I would have to walk over a mile at night from work to my home."

"I struggle with health issues and not having a car. This has been a game changer for my whole life."

## Forbes

WATCH 6:22 | Nov 03, 2023, 01:04pm EDT

### Via Is The \$2.9 Billion Dollar Company Reshaping City Transportation



### New Jersey city touts success of on-demand bus service for underserved



### Intelligent Transportation Society of N.J. names Jersey City's Via project of the year



### VIA so popular that Jersey City is expanding service to weekends, mayor says

## Bloomberg

### How Jersey City Got to Zero Traffic Deaths on Its Streets

This town outside of New York City scored the biggest traffic safety success story of 2022. Here's how they did it.

“Via’s arrival in the city’s mobility ecosystem also helped on the traffic safety front, by getting some drivers off the roads — transit trips are vastly safer than car trips in the US.”



### MICROTRANSIT CHANGING THE LANDSCAPE

App-based Rides Get Into the Public Transit Game



### Jersey City recognized for NJ's first city-funded microtransit service



### Via trips are up along with gas prices, but the cost to riders holds steady



### Via Transportation Provides Affordable Rides in Jersey City



### Cities turn to microtransit to fill gaps in public transportation





# Innovative Mobility Funding



# New grant programs provide opportunities to innovate transit

## Carbon Reduction Program

**\$1.28 billion** per year includes “on-demand transportation service technologies”

**\$13.5 million** for North Jersey

## Congestion Relief Program

**\$50 million** per year includes “on-demand microtransit”

## Rural Transportation Program

**\$300-\$500 million** per year includes “an integrated mobility management system” and “on-demand mobility services”

## Advanced Technologies Program

**\$60 million** per year includes “on-demand transportation service”