



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

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Eric Gardiner
Partnerships



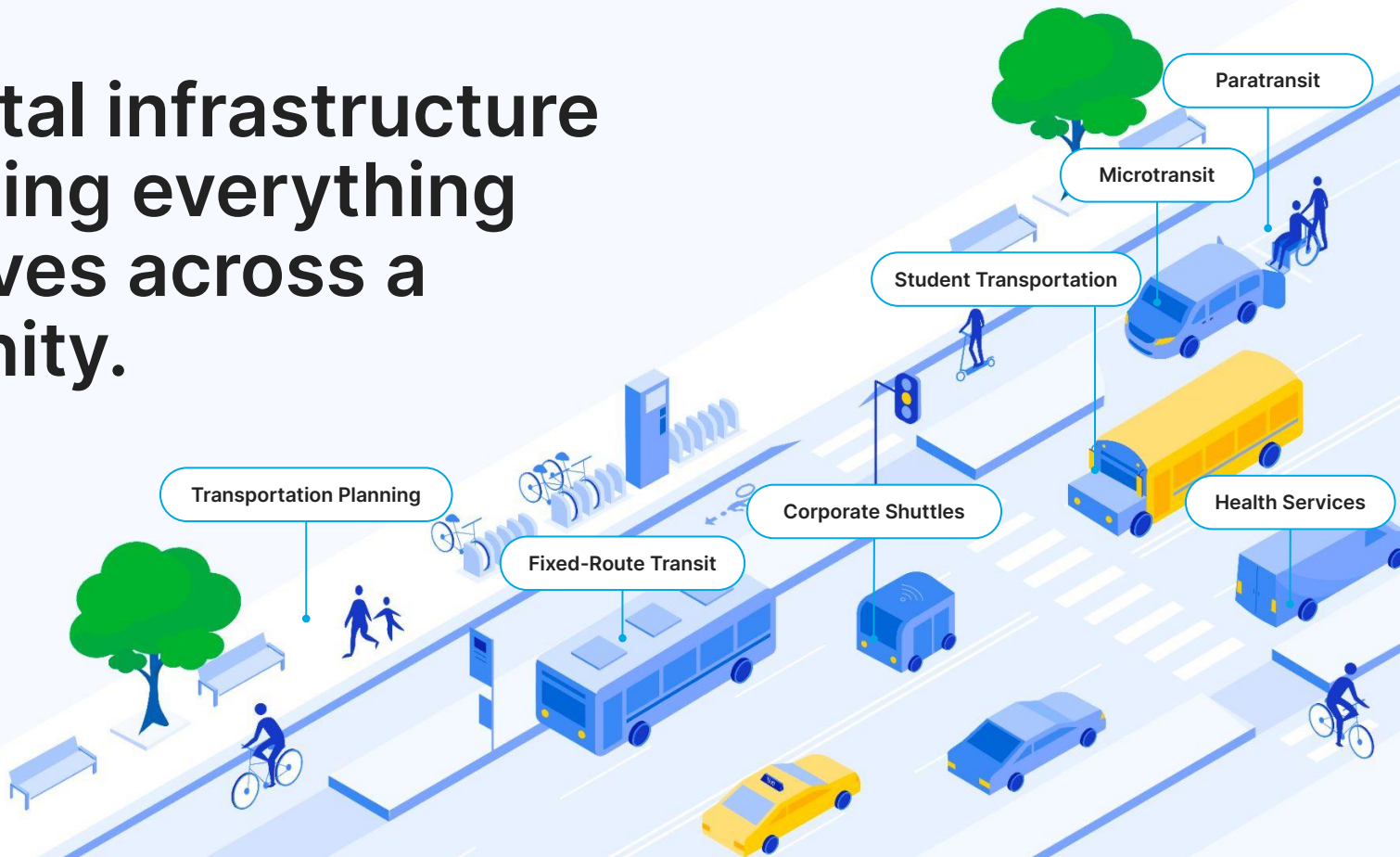
Arjun Janakiram
Policy/Funding



Via Overview

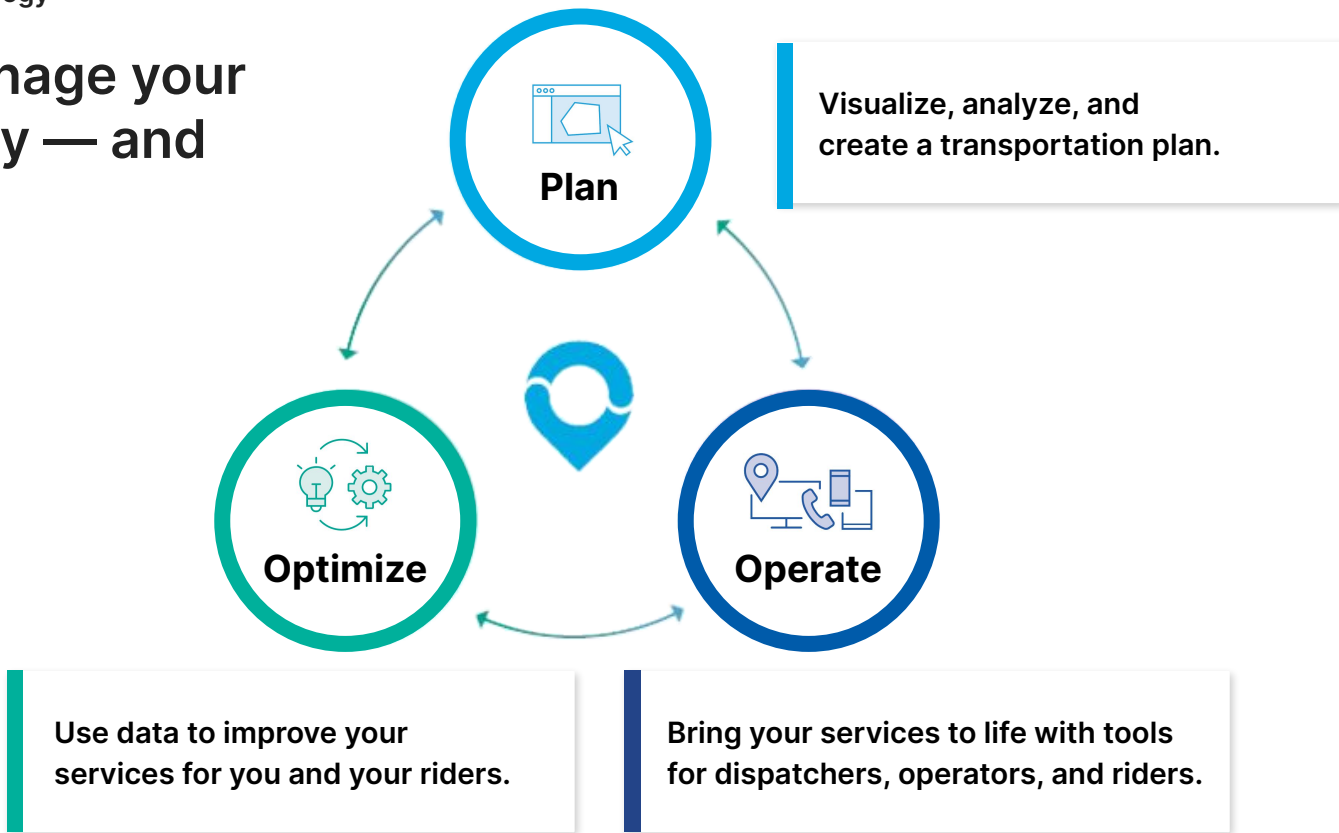


The digital infrastructure connecting everything that moves across a community.



July 2022

Build and manage your network today — and tomorrow.



What we do

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



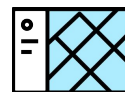
Microtransit

Highly dynamic, flexible, demand-responsive transportation.



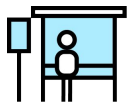
Paratransit & NEMT

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.

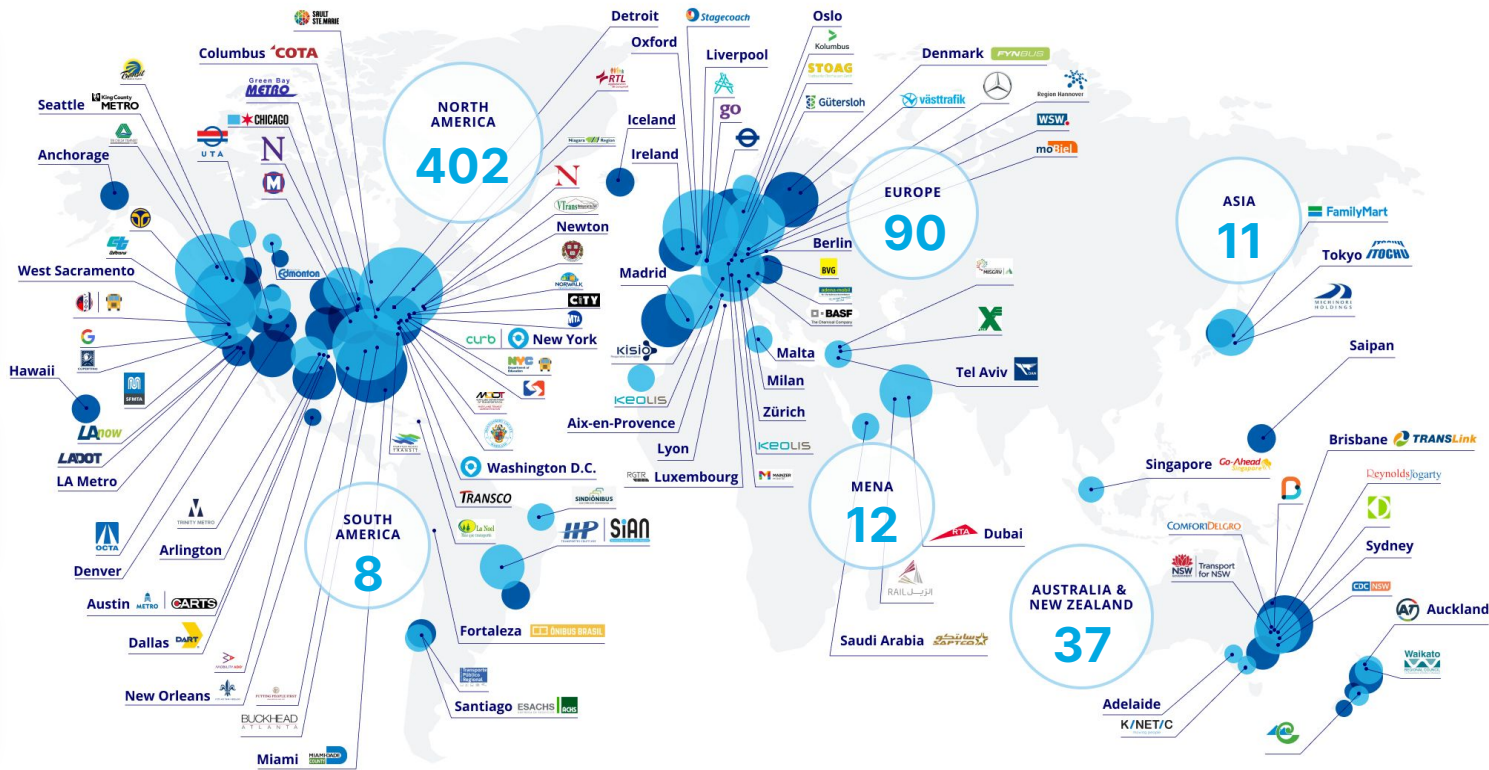
Via is the world's leading provider of advanced public mobility solutions

600+
Partnerships

40+
Countries

400+
Engineers

115M+ rides





Intro to Microtransit

Microtransit

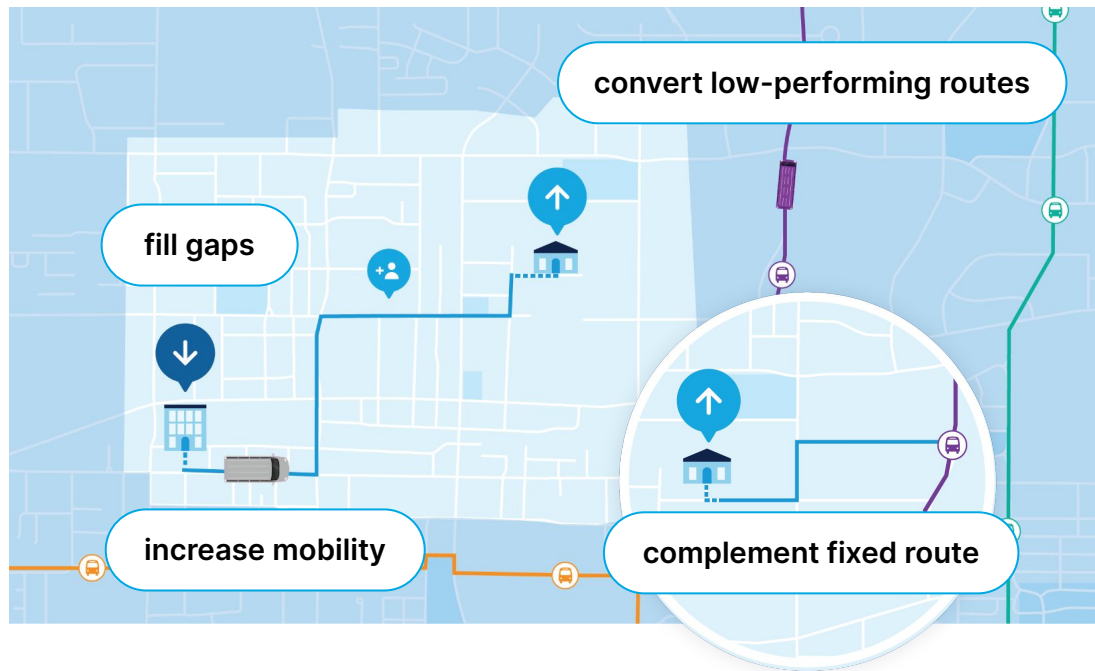
What is Microtransit?

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**.



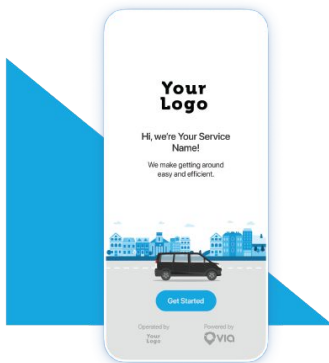
How to use microtransit.

- 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.

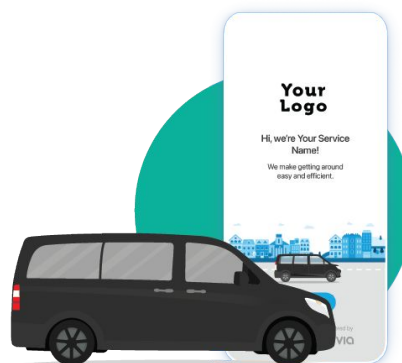
Technology:



Software-as-a-Service

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

Turnkey:

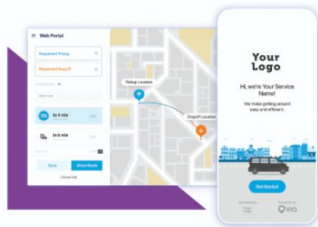


Software + Operations

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

The Via Solution

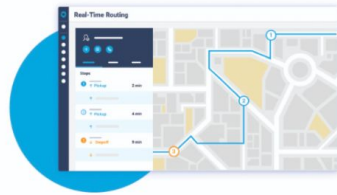
Everything you need to deliver efficient, successful service.



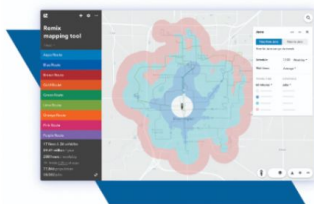
Rider Booking Tools
(App, Phone, Desktop)



Driver App



Via Operations Center



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



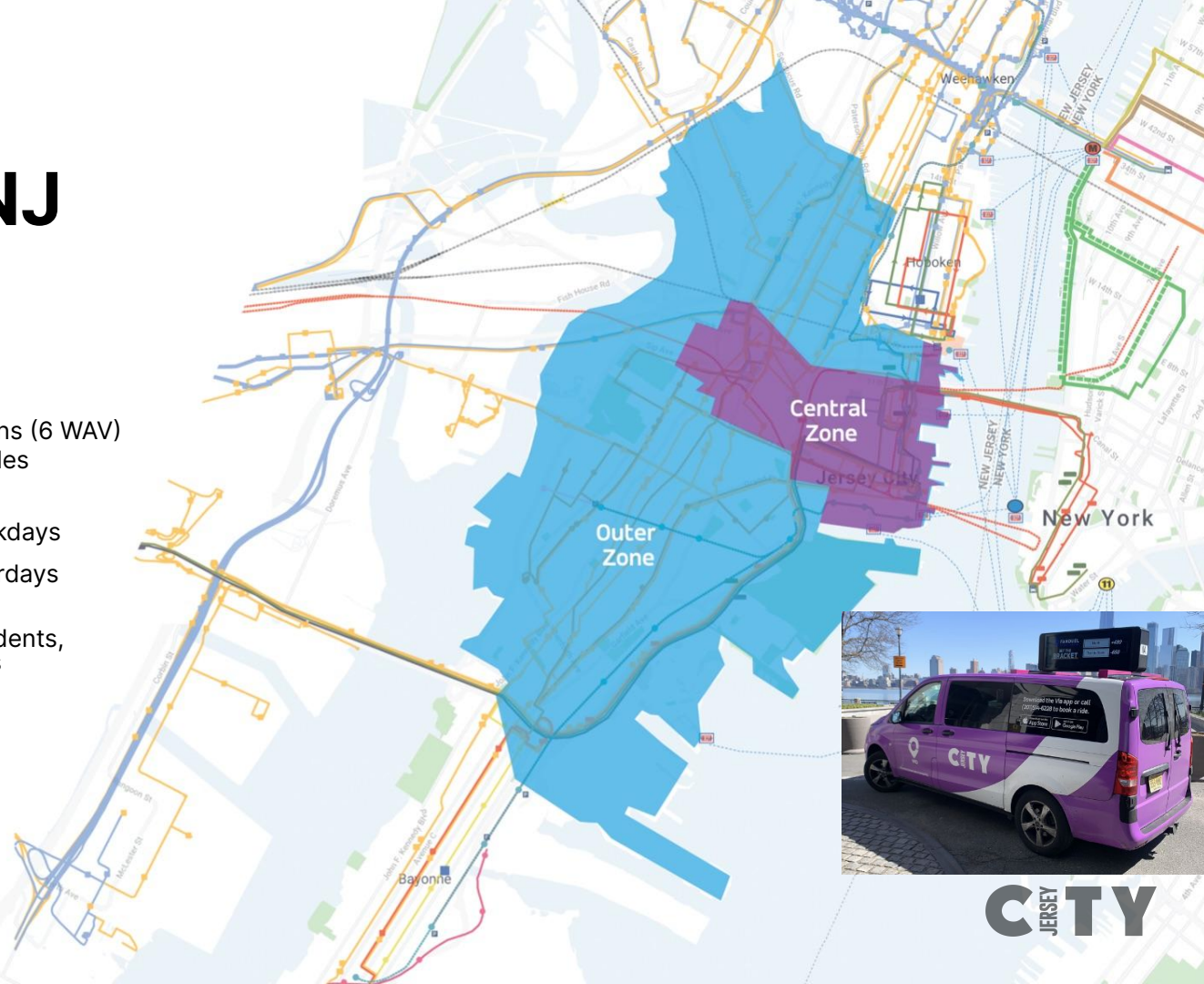
RIDERS

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

Rides completed¹

57k

Rides / month

305,790

Miles of "SOV" driving
avoided in Q3 2022 alone

1. Since launch in Feb 2020.

 Proprietary & Confidential.

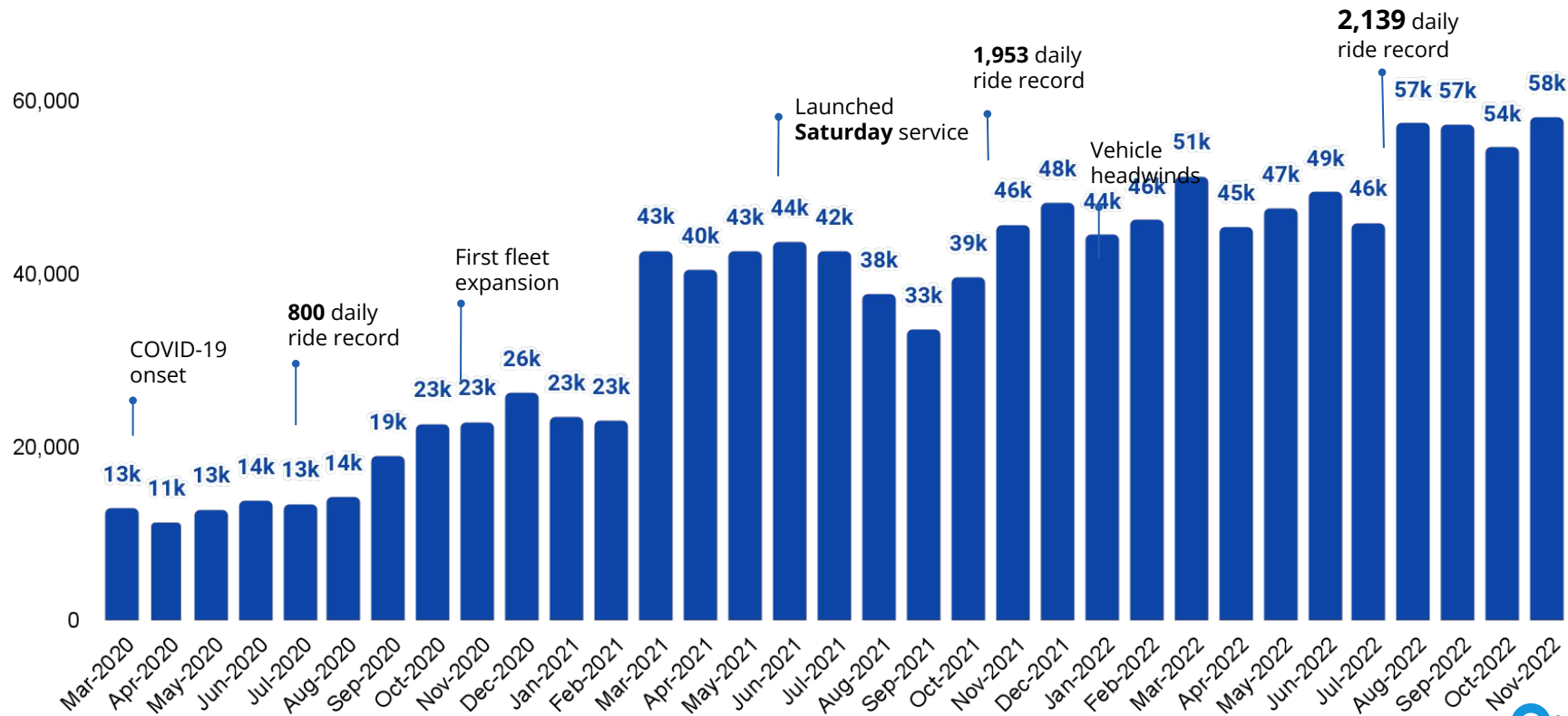


**"Thank you so much for making
Via possible...life would've been
much harder for me to commute
to work back and forth."**

- 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 5:22 | Nov 03, 2021, 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”