

MICROTRANSIT

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Environmental Quality & Public Works Committee
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Addendum (Mobility On-Demand Action Plan - Lextran)

Why is Public Transit Important?

Investments in transit benefits cities and communities



Every **\$1** invested in public transportation generates **\$5** in economic returns



A household can save nearly **\$13,000** by taking public transportation and living with one less car



Home values were up to **24%** higher near public transportation than in other areas



Traveling by public transportation is **10x** safer per mile than traveling by automobile

Source: <https://www.apta.com/news-publications/public-transportation-facts/>

Investments in transit benefits cities and communities



A **1%** decrease in unemployment boosts economic output by **2%**^{1...}

But up to **30%** of potential workers lack reliable transportation²



Poor health reduces potential economic output by **15%**^{3...}

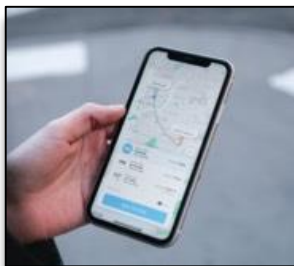
However, **1 in 5** Americans without access to transportation go without medical care⁴

1. <https://www.businessinsider.com/personal-finance/okuns-law>
2. <https://www.wspa.com/news/state-news/report-lack-of-transportation-main-barrier-for-those-looking-for-jobs-in-rural-sc/>
3. <https://www.mckinsey.com/industries/healthcare/our-insights/how-prioritizing-health-could-help-rebuild-economies>
4. <https://www.rwjf.org/en/insights/our-research/2023/04/more-than-one-in-five-adults-with-limited-public-transit-access-for-go-healthcare-because-of-transportation-barriers.html>

The digital transportation revolution currently underway is driven by powerful national trends

Transportation is at the rider's fingertips

8B+ US
ride-hailing
trips in 2021



Ridership isn't king anymore

For the first time in history, APTA CEOs ranked Customer Experience as #1 in the top list of agency concerns

(ridership is #2)



The federal government wants to drive a reduction in GHGs

27% of GHG emissions in the US in 2020 were caused by transportation



The moment is now to capture new riders

Gas prices are up. Congestion is returning to pre-COVID levels



Introduction to Microtransit

What is microtransit?

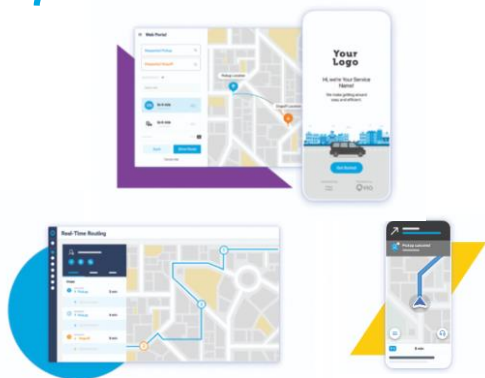
Microtransit (sometimes called “on-demand transit”) is public transportation that captures trip requests and groups passengers into shared rides, in real-time.

- **Anyone can use the service**
- **Fleet of vehicles ‘roam’ a defined ‘zone’**
- **Pickup wait usually 10 - 25 minutes**
- **Can travel anywhere within the zone**
- **Riders typically pay a regular bus fare**
- **You must make a booking to travel**



How microtransit is deployed by Cities

"Turnkey" Partnership



On-Demand Technology

Software Only Partnership



Branded Vehicle Fleet



Drivers, Operations, and Support Teams

Community Impact

Microtransit helps residents access the services they need, keeping them healthy, happy, and productive



Cover more neighborhoods



Improve access to health care



Attract employers & retain workers



Reduce traffic & improve quality of life



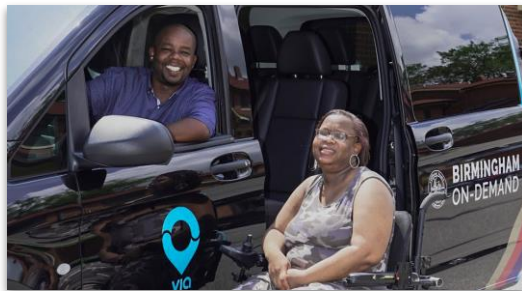
Via works closely with our partners to create transit services that meet the community's needs



Memphis, TN

73%

of riders do not own a personal vehicle



Birmingham, AL

80%

more jobs accessible within a 30 minute ride



Chandler, AZ

54%

of trips are to and from schools

Via's 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

Via's partnerships help change the public perception of transit



NATIONAL

This small city ditched its buses. Its public Uber-like service has been a big hit

July 19, 2022 · 11:02 AM ET

NICK DE LA CANAL



Bloomberg

CITYLAB

CityLab | Transportation

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.

By John Surico

December 28, 2022 at 8:00 AM EST



"We can have great jobs, great employment opportunities - but if you don't have ways to get there, it doesn't matter. And I love this initiative because it's innovative."

- Rep. Garrett Graves on the launch of our Baton Rouge/CATS service

Mayors on microtransit



“Via Jersey City is breaking ridership records and **connecting the exact communities we targeted with more affordable service to close transit gaps.**”

- Steven Fulop, Mayor of Jersey City, NJ



“This new first-last mile connection will help ensure that South Seattle residents **have more options for safely and quickly getting to key transit hubs.**”

- Jenny A. Durkan, Former Mayor of Seattle, Washington



“

We have hit on something that is tremendously successful that is getting the ridership we’ve all been hoping for—at a fraction of the costs of traditional transportation.”

— Jeff Williams, Former Mayor of Arlington, TX

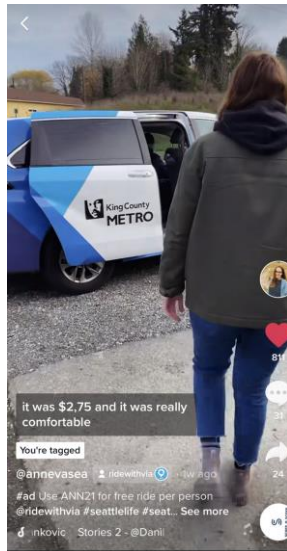
Microtransit solutions are valuable to diverse communities



The Rider Experience

Directly engaging with community members is critical to success

Growth Marketing



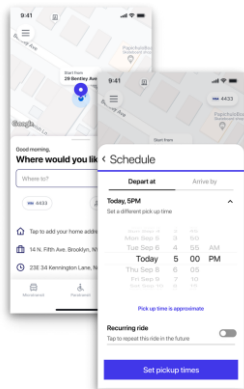
Targeted Messaging



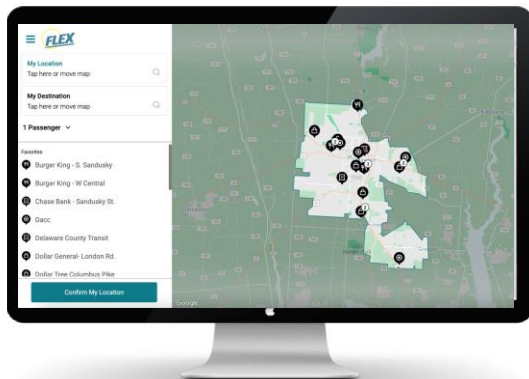
Rider Engagement



Riders are able to book and track trips through a variety of methods



Smartphone App



Web Application

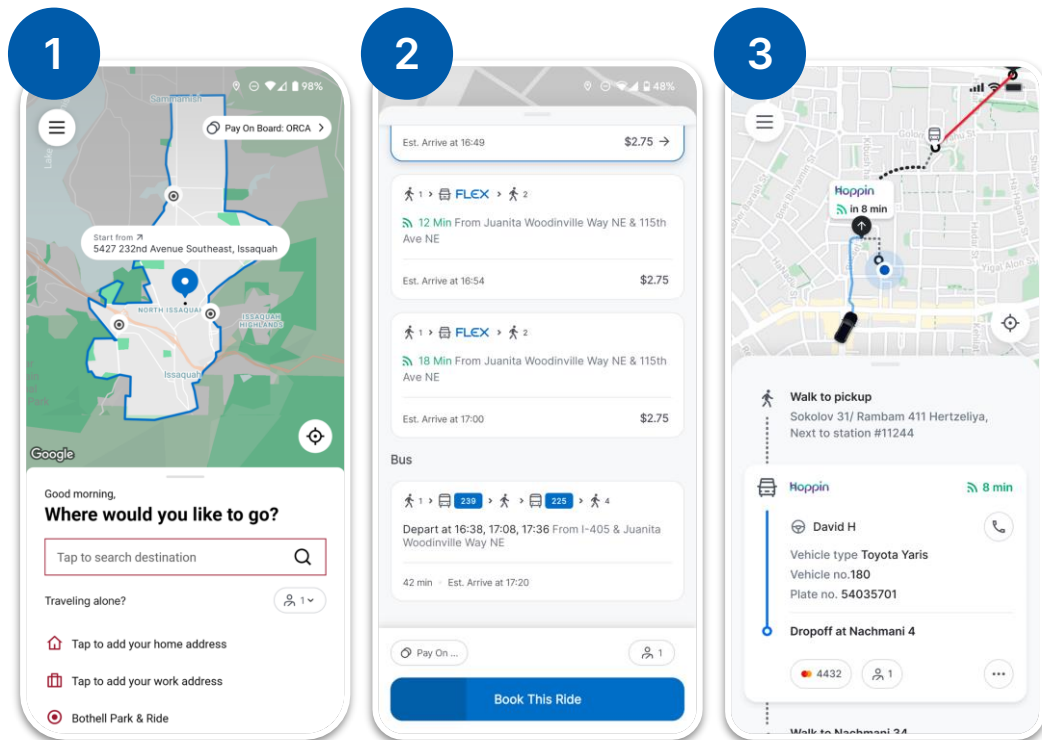


Call-in Bookings

The Via Rider app offers an intuitive and easy-to-navigate way for riders to book and track trips on an on-demand service

Booking a ride is simple and only takes a few seconds:

1. Select origin and destination
1. View available trip options and details, and select preferred option
1. Receive instructions and track the vehicle before and during the ride



While most riders will be directed to an efficient Virtual Bus Stop, riders with mobility challenges can receive curb-to-curb service



Via's technology and support services are designed to ensure every rider can access and thrive in the transit network



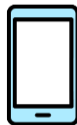
Wheelchair accessible
vehicles



Options for unbanked
riders



Call-in bookings



Web accessible rider tools
(e.g., WCAG 2.1 AA)



Multilingual rider app



Multi-channel
communications

Microtransit Success Stories

CASE STUDY



250+

average trips per day

15

minute average wait time

1.8x

average daily trips per rider

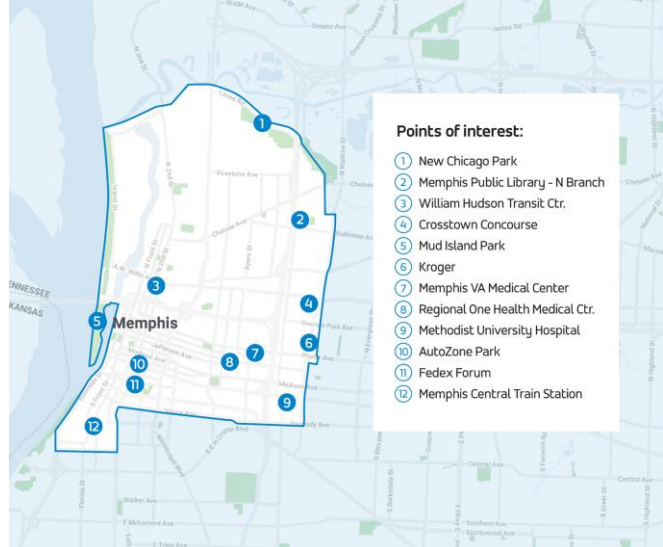
Memphis Area Transit Authority: Memphis, Tenn.

Problem:

Poor access to jobs in downtown Memphis and the medical district, paired with inaccessible parking surrounding this area

Solution:

- Replaced an underperforming fixed route shuttle and added an on-demand, flexible and affordable transportation option for the underserved Memphis area
- Made it easier to reach the Medical District without a private vehicle
- Alleviates the city's need to build additional transit infrastructure by allowing riders to connect to existing underutilized transit options



“

Whether you are a commuter, resident, patient, or student the new Groove On-Demand provides a low cost shared-transit opportunity.”

— Lauren Crabtree, Transportation Program Manager of the Downtown Memphis Commission



Geography:
Urban



Use case:
First-and-last mile,
commuting



Fleet:
4 vehicles, including 2
WAVs

**83%**

of fixed routes connect
to the on-demand service

15x

increase in
ridership over 4
years (219k+ rides)

14x

Increase in service
coverage

COTA: Greater Columbus, OH.

Problem:

Transit coverage loss of several fixed-route bus lines due to pandemic-related drop in ridership

Solution:

- In partnership with Via, COTA launched its first microtransit service in July 2019. Since then, they have introduced three additional zones.
- Riders can connect to 19 different fixed routes
- Riders can book rides through a mobile application or by phone, and rides are free if making a connection to a fixed route service.
- Ninety six percent of COTA Plus riders have rated the service 5 out of 5 stars.

**“**

We know our community will move differently. We will need to adapt as things...evolve.”

— COTA CEO Joanna Pinkerton



Geography:
Suburban



Use case:
Commuting, first-and-last-mile



Fleet:
7-8 Vans



79%

Increased access to jobs and hospital within 30 min

24%

of riders earn less than \$25k per year

54%

of riders report using the service to access essential errands



Geography:
Suburban



Use case:
commuting, accessibility



Fleet:
7 vehicles including WAVs










Funding a Microtransit Program

Funding Support

Via helps our partners identify and access funding sources for turnkey services



Examples of how microtransit services are funded

Via Partner		Service Size	Federal Formula Funds	Federal Grant	State Grants	Local Funds	Public - Private Partnership
	City of Wilson, NC	31 mi ²	✓	✓		✓	
	City of Valdosta, GA	49 mi ²	✓			✓	
	City of Jersey City, NJ	17 mi ²				✓	✓
	City of Richmond, CA	4 mi ²			✓	✓	
	City of Arlington, TX	101 mi ²	✓	✓		✓	
	Worcester Regional Transit Authority (Worcester, MA)	26 mi ²			✓	✓	
	High Valley Transit (Summit County, UT)	63 mi ²				✓	
	City of Memphis, TN	29 mi ²					✓
	King County Metro (Seattle, WA)	26 mi ²	✓	✓		✓	

Via leverages our industry experience and connections to help partners turn pilots into long-term, sustainably-funded services

**Grant Writing
Support**



\$2.2M

**in funding
awarded**

**Federal Funding
& Advocacy**



\$1.3M

**in earmarked
federal funding**

**Institutional
Sponsorships**



\$150k

**contributed by
local university**

**Community
Funding**



\$500k

**in start-up funding
from the Birmingham
Community
Foundation**

Via collaborates with local employers to secure funding for programs that improve workforce mobility



Atlanta, GA

Funded by local businesses, with additional revenue from in-app advertising and promotions



Memphis, TN






Co-funded by the Downtown Memphis Commission & the Memphis Medical District



Valdosta, GA

Established partnerships with local businesses to cover the cost of rides for their employees

Ultimately, microtransit can be funded sustainably through a variety of unique means based on local dynamics

-  Fare revenue / advertising
-  Federal competitive grants
-  State / local competitive grants
-  Local dollars (taxes, general fund, etc.)
-  Federal formula dollars (5307 for urban areas, 5311 for rural areas, and 5310 for ADA accessible services)

