Introduction to Via & Microtransit for Sudbury

Hosted by

Sep 7

Via Presentation for the Town of Sudbury

Building Innovative Mobility for the Future

Proprietary & Confidential.

Agenda.

1. Via Background
2. Microtransit
3. Via in Massachusetts and Beyond
4. Via in Sudbury

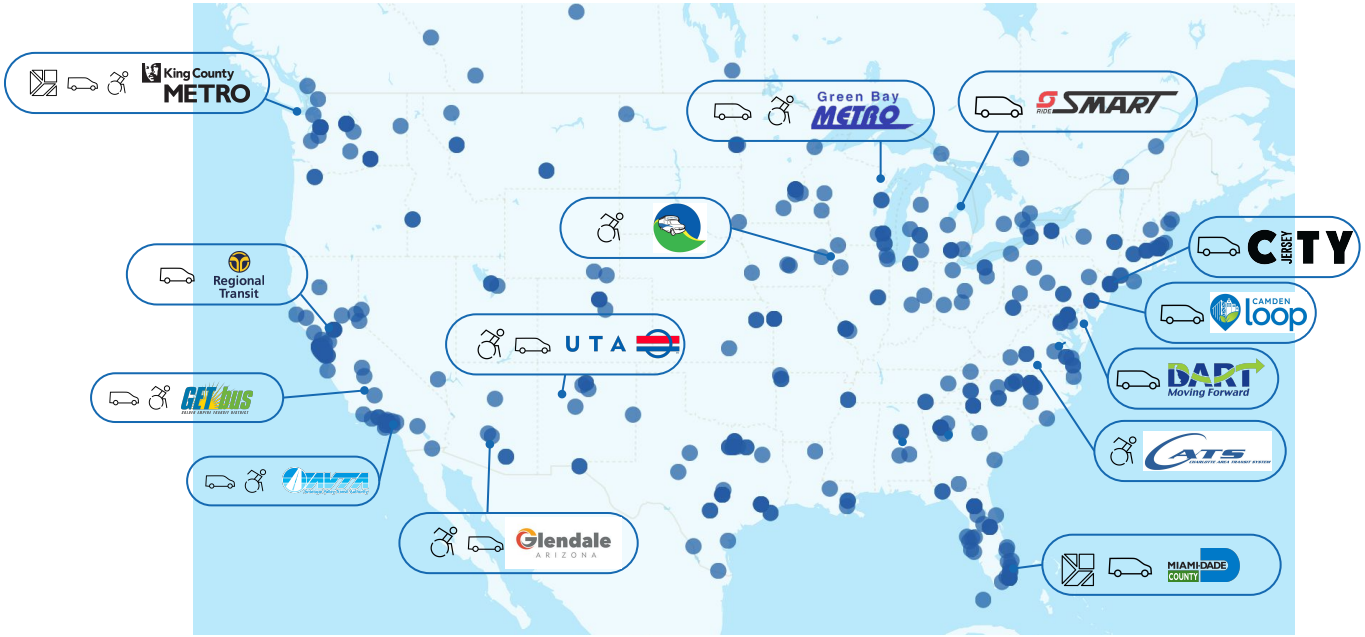
Via Background

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

650
Partners

40
Countries

120M
Rides served



We have deep ties in the Northeast and MA

40+

Partners

6.5M+

Rides

250+

Employees in the region

HQ located 4 hrs away

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

Microtransit

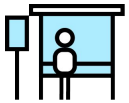
Highly dynamic, flexible, demand-responsive transportation.

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.

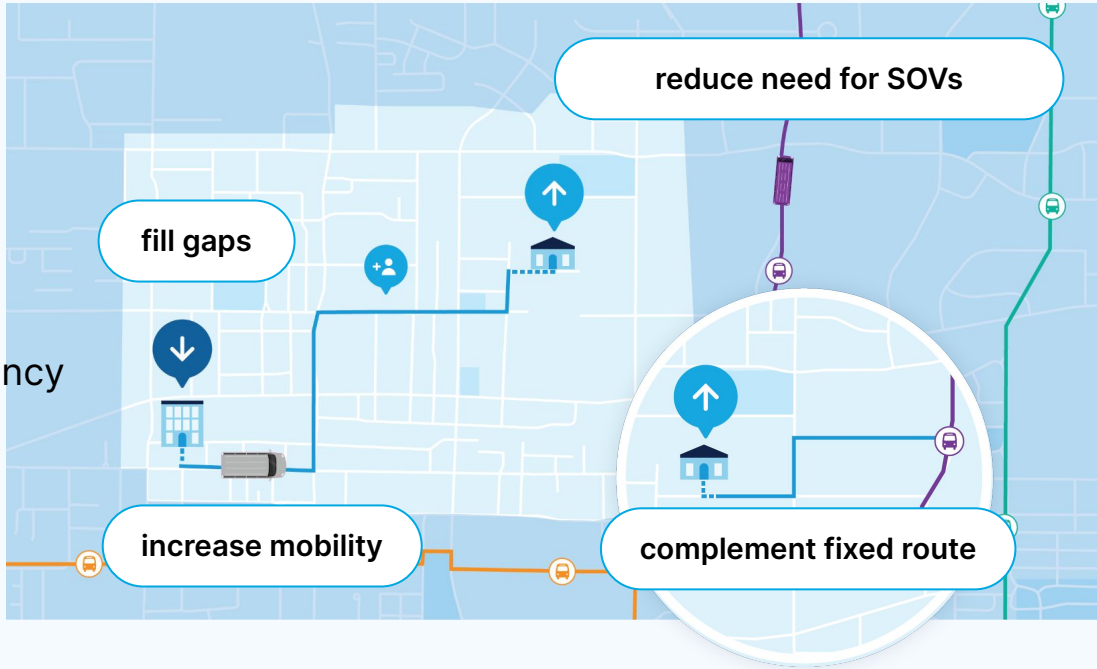
Campus Shuttles

Customized transportation to fit employer and university needs.

Via Solutions - Microtransit

How Via's technology works: Smart Rides with Virtual Stops to Solve Existing Transit Inefficiencies

1. **Fill gaps** where existing transit network is limited.
2. **Complement** MWRTA and nearby MBTA service with first and last-mile connections.
3. **Reduce the need** for Single Occupancy Vehicles in the Town.
4. **Increase mobility** for seniors and disabled riders.



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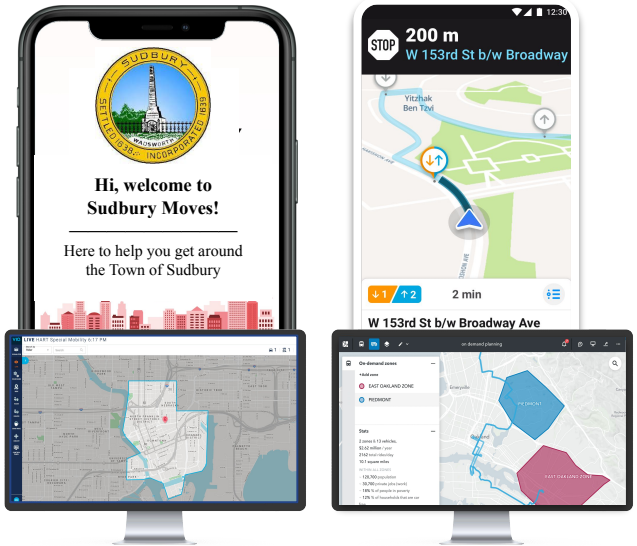
A fully inclusive software, operations, and marketing solution, customized for Sudbury

Microtransit software for Sudbury



Turnkey solution also includes:

- Always-on rider and partner support
- Vehicle sourcing and maintenance
- Day-to-day service operations
- Driver acquisition + onboarding
- Dispatch + customer service

Accessibility and equity built in to technology and operations.

Accessible Rider App

Rider app meets WCAG 2.1 AA and ADA requirements

Web & Phone Booking

Phone booking & self service web tools for riders who do not have a smartphone

Multilingual Rider App

Rider app (and customer support) can be offered in the native language of key rider groups

Multiple Payment Options

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

Wheelchair Accessible Vehicles

Accessible rides and curb to curb service automatically dispatched to riders who need them

Rider Choice

Providing riders all available options to travel to and from their origin and destination

Our model provides an exceptional customer experience

High quality drivers trained to transport seniors

Thoroughly vetted (background checks, drug & alcohol testing)

Customer service training and relentless focus on performance

Fleet tailored to your needs

Branded vehicles, fully equipped with WAVs

Flexible model designed to efficiently match demand

Highly efficient driver operations

Able to maintain high driver availability in tight labor market

Recruited over 100,000 drivers, doubled driver supply in past year

Grand Prairie TEXAS

"Lakeatha is dedicated to helping her passengers with great courtesy. She is always willing to help and goes the extra mile to help us seniors."

MIAMI-DADE COUNTY

"He is an awesome driver. He treats me with respect, and you can tell he loves what he does. **With a walker, he helped me do everything.** I feel safe knowing that people like him are still in the world."

metro

"She went above and beyond to ensure I made it to the proper stop. **She even helped guide me to enter the building** as I am blind and could not see my way to the door. I appreciate it so much!"

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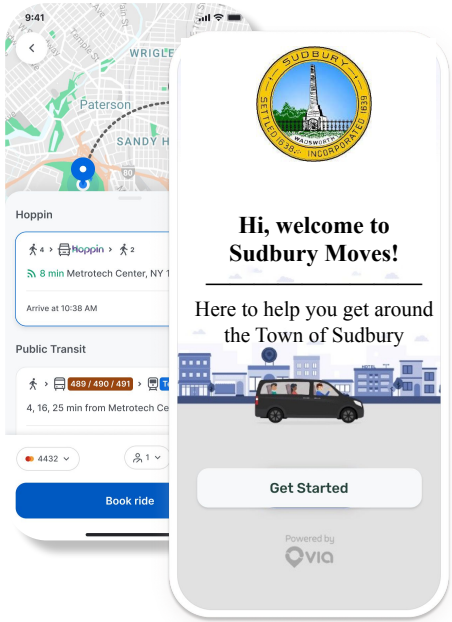
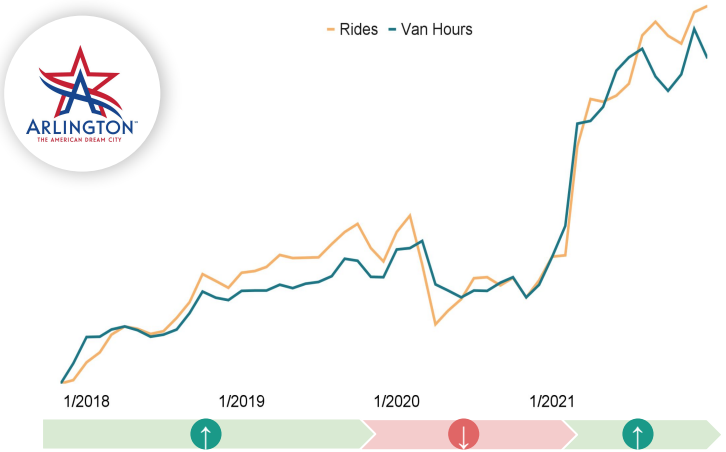
Via's best in class technology provides a delightful experience to riders and exceptional service efficiency





- Intuitive rider app designed for accessibility
- Efficient ride-booking over the phone

- Proprietary algorithms and machine-learning technology to achieve high levels of ride sharing
- Flexible model enables rapid supply-demand matching

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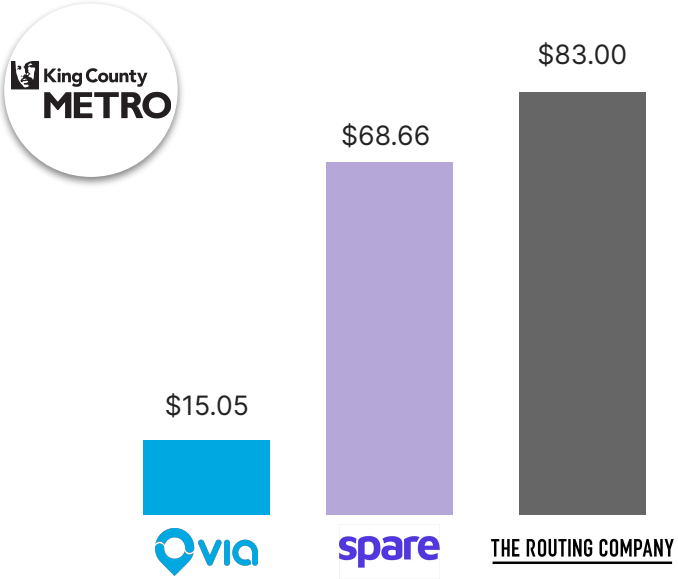
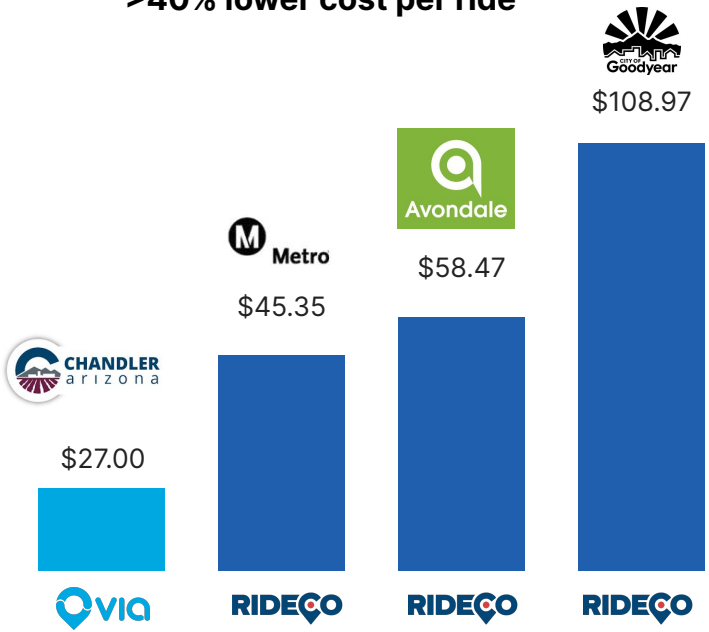
Via's solution is proven as the most cost effective in the market

>4x lower cost per ride



Source: Seattle Transit Advisory Board. KCM presenting 2022 stats on January 25th 2023.

>40% lower cost per ride



Sarasota County: $13/ride

Miami-Dade: $18/ride

Source: 2023 Arizona Transit Association presentation by Chandler, Avondale, Goodyear transit managers. LA Metro data, 2023 board meeting.

Our experience as operators drives our most impactful software features

Hampton Roads Transit, Norfolk, VA

Overhauled our rider application for pre-scheduled and paratransit riders with feedback from hundreds of riders in focus groups

CORTRAN, Roanoke County, VA

Mapping and routing adjustments made to improve OTP and aggregation in rural environments

City of Newton, Mass.

Co-mingled first/last mile service with a seniors-only service and added dedicated support for seniors, as well as interpreters

MATA IndyGo
MEMPHIS AREA TRANSIT AUTHORITY

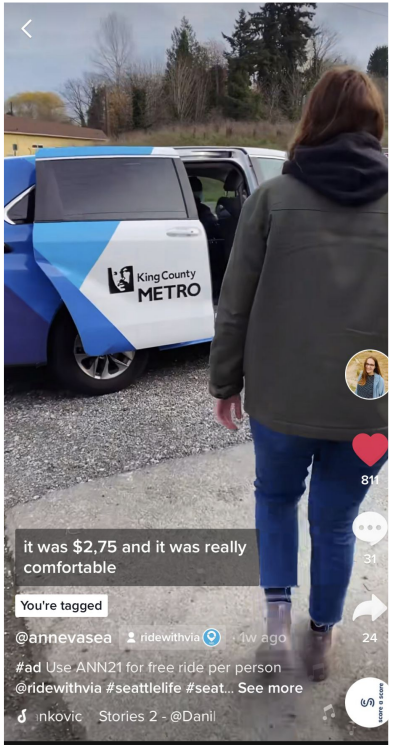
CATS
CAPITAL AREA TRANSIT SYSTEM
Connecting you to what matters.

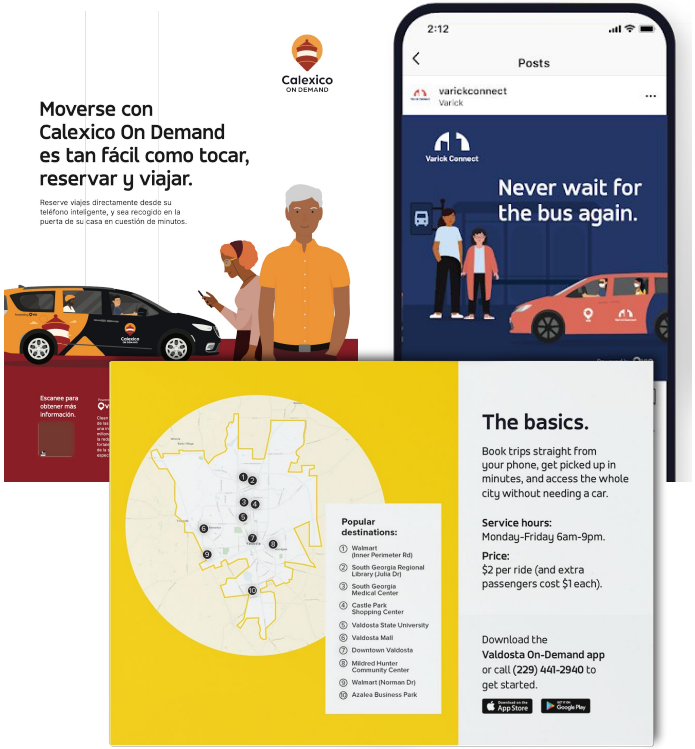
WRTA
Worcester Regional Transit Authority

BJCTA

MIAMI-DADE COUNTY TRANSIT

We would work with you to develop a brand, marketing, community engagement and PR strategy that fits Sudbury's needs





Via in Massachusetts and Beyond

CASE STUDY

Green Mountain Transit, Montpelier, VT

Green Mountain Transit

10.6
minute average ride duration

3.9
average weekly trips per rider

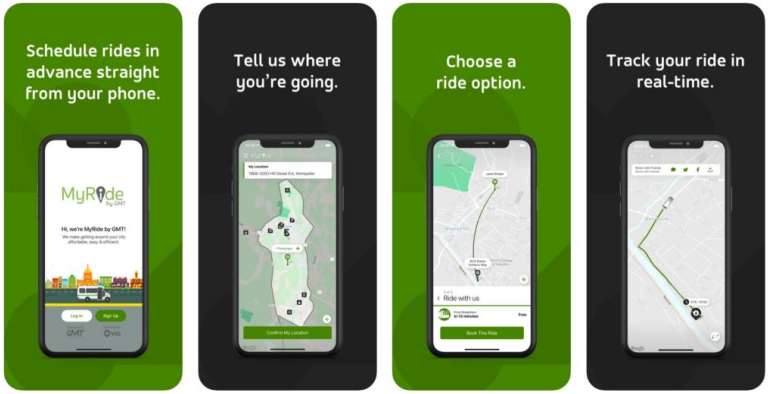
11.6
tons of CO2 reduced

Problem:

Underperforming fixed-routes provided limited access for riders outside of Montpelier

Solution:

- Replaced 3 low ridership routes with an entirely dynamic microtransit service
- Pre-booked rides allow riders to book ahead of time, with confidence
- Riders can schedule NEMT rides & partner is reimbursed for the trip
- Integration with fixed route bus schedules and Transit App allow riders to plan across modes
- Top destinations include grocery stores, schools, and the Montpelier Transit Center



"It provides flexible service on a flexible schedule…if there is nobody on the bus, our bus will wait for the next person to catch a ride. We are not driving around empty because we have a schedule that says we have to."

— John Moore, General Manager GMT

Geography: Suburban/rural

Use case: Underperforming fixed routes, NEMT

Fleet: 6 cutaways

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Via is embedded within multiple communities across Massachusetts

Cities

RTAs

Universities

*Note: soft target set in partnership with the city.

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Via has extensive experience designing and operating successful services across Massachusetts and the world

City of Salem, MA

- Service throughout the city with connections to the MBTA network. Discounted rides for seniors.
- **120K+ rides completed to date**

Worcester Metropolitan Area

- Began in Westborough and recently expanded to nearby Shrewsbury
- **High utilization of 4.0+ passengers per driver hour during peaks**

Newton, MA

- Replaced a dial-a-ride service for seniors in 2019 and expanded to general population / commuters in 2022
- **>400% increase in ridership over prior service**

Salem Skipper, Salem (MA)

First/Last Mile and General Mobility

104K
rides completed to date

17
min average wait time

3.6
utilization (rides/vehicle hour)

1.8k
rides per week and growing

Problem
Well connected to Boston by bus and rail, but minimal fixed-route transit options available for travel within the city of Salem

Solution
- Provides public transport throughout the City and car-free access to commuter links (rail and bus) to Boston
- Minimizes reliance on single occupancy vehicles to to get to commuter transit, shopping, and other downtown destinations
- Rides cost $2 each ($1 for senior citizens, students, and people with disabilities); $3 for evening service
- Operates M-Th 7am-10pm, F 7am - 12am, Sat 10am-12am, Sun 10am - 8pm

Geography
Suburban

Use case
First-and-last mile, minimal fixed routes

Fleet
4 vans

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Worcester Regional Transit Authority

Commuting, Healthcare, first and last-mile

30%
decrease in cost per ride as compared to community shuttle

40k
rides served since launch

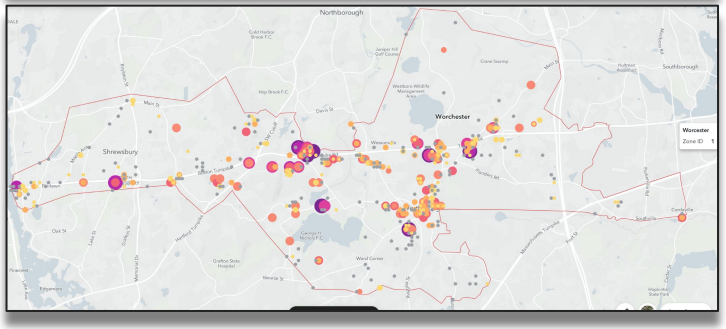
4.9
average rider rating

Problem

Existing community shuttle had poor ridership and did not reach newer destinations that citizens needed transit access to

Solution

- Introduced an on-demand system that provides trips in Westborough, and then expanded to Shrewsbury
- Provides access to two MBTA commuter rail stations , schools, grocery stores, and healthcare centers across Westborough and Shrewsbury



Geography
Suburban

Use case
Commuting,
first/last mile connections

Fleet
4 vehicles

Wilson, North Carolina.

General Mobility, Commuting

150%
increase in service coverage

52%
of riders report using the service to get to work

3.8
average trips per vehicle hour

Problem

As Wilson's economic center shifts and takes new jobs with it, the city's decades-old fixed route system no longer serves transit riders.

Solution

- Replaced fixed-routes with an entirely on-demand service
- Using the same budget, expanded transit coverage from 40% of the city to 100%, greatly improving access to job sites and health care facilities
- Served riders who are unbanked and/or without access to smartphones by accepting payment through prepaid vouchers and offering both online and phone booking

"I don't have a car nor the income to comfortably afford that extra expense right now, this is the way I get to and from work. Also other places such as doctors appointments.."

— Surveyed Wilson, NC Rider

Geography
Rural

Use case
Commuting, general transportation

Fleet
16 vehicles

Valdosta on Demand: Valdosta, Georgia.

Transit Desert, Urban/suburban mobility

Problem:

Growing city with no public transportation wanted to create a transit system, but did not have the population or density to justify fixed-route buses

20%
of city's population has created an account

45k+
trips taken since launch

44%
of trips are used to commute to and from work

Solution:

- Secured FTA 5307 funding to launch Valdosta on Demand to serve as city-wide public transportation
- Provides pre-booking (30% of trips) and on-demand services
- Explosive growth, with over 14k requests per month
- Local nonprofits fund vouchers that provide free rides to at-risk members of the community

"We're really excited, I think this is something from the beginning we hoped it would get used, and we constantly said we needed the ridership there to keep it and sustain it and I think our community has really stepped up and used it and saw the need for it."

— Ashlyn Johnson, City Spokesperson

Geography: Rural

Use case: Urban mobility; transit desert

Fleet: 7 vehicles

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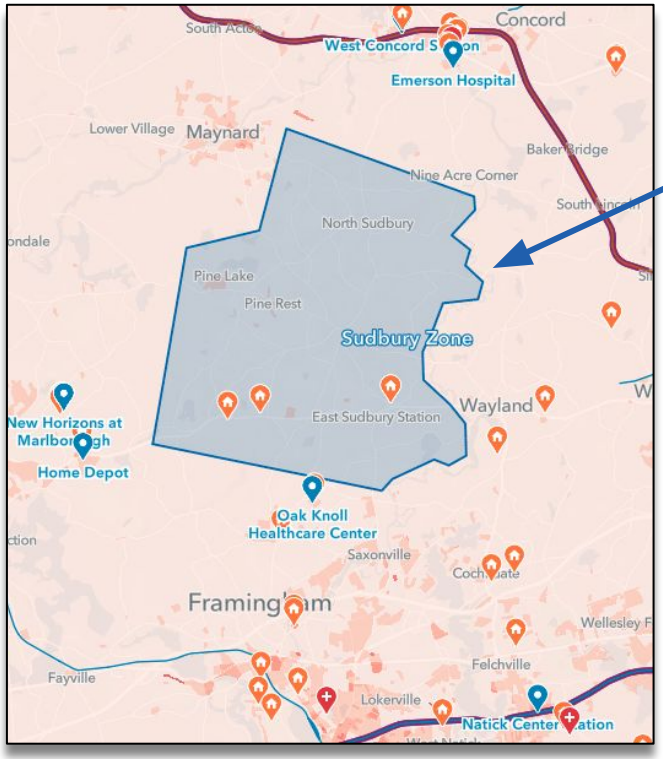
Via in Sudbury

Preliminary vision of microtransit in Sudbury

Zone + POI-based service design



Service Design Estimates

Proposed vehicle count: ~3-4 including 1 WAV

All rides must start or end within Sudbury

Points of Interest:

- **West Concord Station**
- **Natick Center Station**
- **Emerson Hospital**
- **Oak Knoll Healthcare Center**
- **New Horizons at Marlborough**
- **Home Depot**
- **Where else?**

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Appendix

We provide support to help our partners turn pilots into long-term, sustainably funded services

1 Grant Support

Collaborate on federal, state, and local grants to sustain and expand the service. Our grants team has helped to secure over $25m in funding for our partners.

2 Government Advocacy

Our dedicated policy team raises awareness for our services by educating senators and representatives about the merits of microtransit programs.

3 Institutional Sponsorships

Partner with local institutions – such as corporations, higher education, and medical centers – to unlock additional funding sources.

4 Advertising

Via Media Solutions can help the Town realize annual advertising revenue.

CITY OF CUPERTINO

$7.5M in funding awarded

Valdosta ON-DEMAND

$1.3M in federal funding earmarked for service

Salem SKIPPER

$120,000+ contributed by local university

Thank you.

Jake Bortz
jacob.bortz@ridewithvia.com