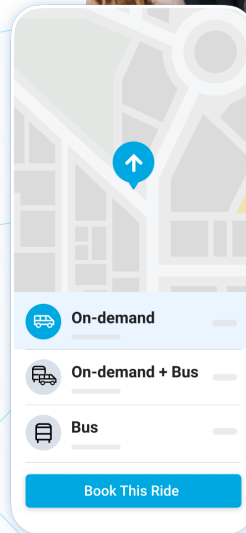
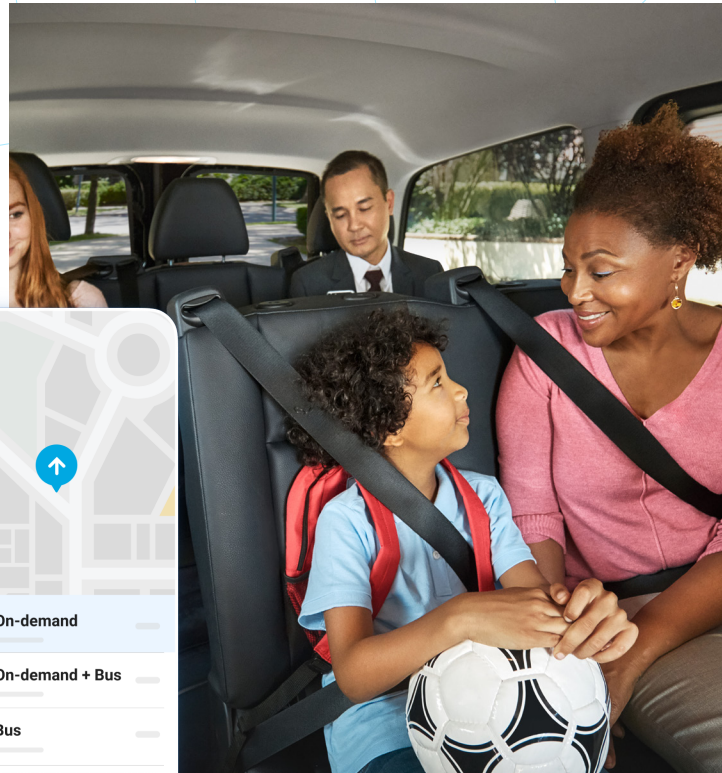




Reimagining how the world moves with flexible mobility.



What is microtransit?

Microtransit programs are a highly configurable part of a transit system, designed to meet a community’s unique and changing needs. They often serve as a complement and supplement to fixed routes.

In practice, microtransit is tech-enabled shared transportation where routing algorithms use real-time, on-the-ground information to group passengers into shared rides. Routes are dynamic; “schedules” shift based on rider demand; and vehicles range in size from vans to shuttles, or buses, depending on what’s needed for the system.

Riders are picked up and dropped off in an endless stream, creating an extremely efficient ride that’s environmentally friendly, financially smart, and designed for a community’s specific needs, including meeting access and equity goals.

How do I know if microtransit is a good fit for my city/agency?

As the world changes on a daily basis, microtransit is able to change alongside it. **A microtransit solution can help:**



Fill in transit deserts



Provide efficient first/last-mile connections



Work through driver shortages



Accommodate riders with special needs



Support fixed route ridership



Reduce single-occupancy vehicles



The Via value.

Via can provide the software and services to help you plan, operate, and optimize a microtransit solution for your community.

Our partners see value through:

Lower trip costs.



Go-Coach
Sevenoaks, United Kingdom

When Go-Coach experienced a 90% drop in ridership during the pandemic, the agency needed to quickly reimagine their system to **reduce costs** but still provide safe and reliable service.

With microtransit, the agency provided essential transit services while still seeing an 80% decrease in the number of buses used.

Increased ridership.



King County Metro
Seattle, Washington

King County Metro has ambitious plans to expand their Link light rail service, but these plans cannot succeed without improving access to stations.

The Via to Transit microtransit service **connects riders to the fixed-route network** and has provided over 350k first-last-mile rides since launch.

Reduced wait times.



COTA
Columbus, Ohio

COTA leveraged Via's microtransit technology to increase transit coverage and ridership. Along the way, they **improved quality of service** by more than 100%.

Wait times for on-demand transit is down to 12 minutes, a significant improvement from a previous average wait time of 30 minutes.

About Via

Via offers microtransit, paratransit, and transportation planning solutions that help you transform your transportation network to improve quality of life, reduce environmental impact, and achieve more equitable outcomes by expanding access.

Reach out to learn more about Via's microtransit and paratransit solutions partnerships@ridewithvia.com