



Via

Via Transportation, Inc. (“Via) partners with cities and transit agencies to operate shared mobility services, including microtransit, paratransit, and corporate shuttles. Founded in 2012, Via is headquartered in San Francisco, London, Berlin, and Tel Aviv.

Mobility Services

- On-demand microtransit
- Turn-key transit solutions
- Electric and autonomous vehicle services

Website

- <https://ridewithvia.com/>

Contact

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References

- City of West Sacramento, CA
- Sacramento Regional Transit District, CA
- Shasta Regional Transportation Agency, CA

Experience



Via powers efficient, environmentally sustainable shared mobility services in city centers, suburbs, and rural communities around the world. Extensive operational experience, including electric and autonomous fleets, informs Via’s best-in-class routing and passenger-aggregation algorithms. Via works with 600+ transit provider partners in 40 countries and 40 U.S. states.

Via is committed to promoting equity by facilitating mobility for all. Via offers safe, affordable, accessible, and environmentally sustainable services that increase access to jobs, healthcare, education opportunities, and essential

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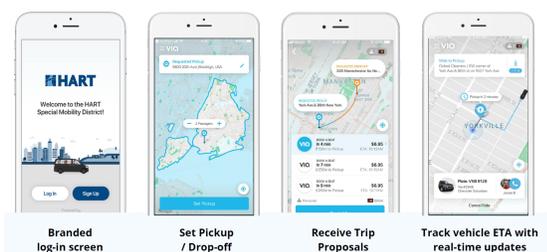
services. In 2020, Via launched a Diversity & Inclusion taskforce to explore offerings to enhance equity and achieve environmental justice.

Services

Via helps transit agencies, city governments, corporations, and universities build innovative transit systems from the ground up. Via offers a turnkey solution integrating zero-emissions transit services for microtransit programs. Via ensures seamless coordination between vetted third parties, including vehicle suppliers and maintenance services, and provide its full suite of technology including:

- Via's algorithms analyze all trip requests, assign riders to the best-suited vehicle for their needs and group passengers heading in the same direction.
- Via Operation Center, an interface for monitoring live service operations, managing phone bookings, and communicating with drivers and riders.
- Via's Rider App and a Rider Web Portal allowing customers to book on-demand and pre-scheduled rides, track their vehicles in real-time, pay for trips, and troubleshoot any issues.
- Via's Driver App provides turn-by-turn directions to pickup and dropoff points. Drivers start and end their shifts and schedule breaks within the app, and can contact live support if needed.
- Via's system integrates payment systems, link trip planning applications, and streamline service management across multiple modes.

Equity



Engagement

Via has a team dedicated to community engagement, who work with populations underserved by transit to educate them on new transit service options, facilitate focus groups and community meetings, and consult with local advocacy groups.

Language

Via's tools are available by default in several languages, and can be translated into any other language required. Via can provide alternate-language phone booking.

Unbanked

Via allows users to download the app and pay for service directly through the app using a credit card or other stored value card. Via can implement a

voucher system through which riders can sign up using pre-purchased ride credit.

Access without Smartphone

Via allows a dispatcher to book rides on behalf of riders through phone calls. Via's customer service staff assists riders of all technical abilities and access levels.

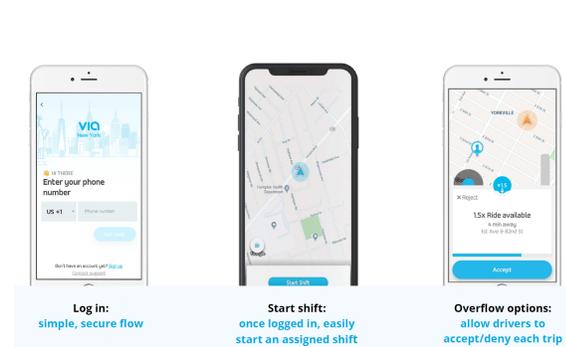
Driver License

Via does not require that riders have a driver's license to use its services.

Accessibility

Via operates highly accessible transit systems, including several ADA paratransit services across the United States. In all services, Via ensures riders are matched with appropriate vehicles and that drivers are aware of riders' individual needs.

Financial



Cost

For turnkey service including technology and operations, Via typically charges an upfront installation fee followed by ongoing billing on a per-vehicle-hour basis. This rate includes all service operations, driver pay, vehicles, ongoing technical and operational support, service marketing, and access to Via's full suite of

technology. Via's pricing model is flexible, and can accommodate agencies looking to prioritize capital or operational spend, or paying for services out of grant programs with particular requirements, such as the CMO Program.

Pricing

Via's software platform can be configured to apply different fare structures such as transfers and concession fares.

- Via can charge different fares for different types of customers, enabling validation by requiring riders to show an ID, a customer code, or ViaPasses.
- Via can charge different fares by geography, including differentiated fares by origin or destination, by journey path, or by transfer fares.
- Via has an advanced pricing engine enabling dynamic pricing structures responding to real-time road conditions and changing levels of demand.

Via can integrate its software with various fare payment technology systems to enable multimodal payments for riders.

Revenue

Via's partners may retain all farebox revenue if they choose. Via can offer a "farebox recovery discount" pricing model, in which Via charges a discounted rate per vehicle-hour and retains the fare revenue collected from riders as a part of their payment. This model requires Via to share some performance risk as it only recoup its costs if utilization (rides per vehicle-hour) meets its predicted efficiency estimates.

Via can work with partners to generate additional service revenue through advertising. In-app advertising can generate ancillary revenue for mobility providers by connecting users to relevant local businesses and tourism sites. This form of advertising could include traditional banner ads or native ads that blend into the rider app, minimizing negative impacts on the user experience. Via's platform could be configured to recommend relevant offers along the ride, leveraging location data.

Financial Sustainability

Via helps its partners scope service parameters to maximize financial viability. Via's deployment experts work closely with partners to help meet their goals and budget, and to ensure service configurations and parameters are fine-tuned for optimal performance, measured by well-defined key performance indicators.

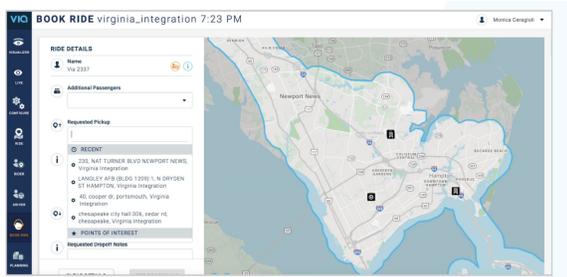
Via has experience helping agencies supplement farebox revenue with federal, state, and local competitive grants, as well as private funding from major employers, retail and entertainment districts, universities, and other local institutions.

Regarding Electric Vehicle Supply Equipment (EVSE):

- Via will design the service to make efficient use of EVSE (including existing infrastructure, wherever possible).
- Via's proprietary algorithm optimizes the geo-spatial distribution of battery charge to facilitate efficient e-fleet operations.
- Via can provide the capital to purchase and install charging infrastructure, and arrange for long-term financing to spread the costs of the infrastructure over many years.

Data

Via provides partners access to data and comprehensive reporting for analysis and planning transit service. Through the data analysis tool Tableau, partners have the ability to aggregate, filter, and download data in various formats. Via sends partners Daily; Weekly; Service; and Rides standard reports.



Via collects data on and information on individual users (including riders and drivers) to operate its services. Via uses encryption technologies to protect data stored on its corporate and production servers. Via's encryption technologies are key to protect sensitive client information in our databases, especially health data.

Via data centers are hosted offsite by Amazon Web Services. Via uses Snowflake as its analytical data warehouse. Via follows its Information Security Management System, which establishes guidelines for protecting the privacy of non-public information, safeguarding the accuracy of all data, and maintaining the availability of systems that are vital to the operations of Via and its partners.