



Via

Via Transportation, Inc. ("Via) partners with cities and transit agencies to provide cloud-based software for planning and operating shared mobility services, including microtransit, paratransit, and corporate shuttles. Founded in 2012, Via is headquartered in New York City, with offices in San Francisco, London, Berlin, and Tel Aviv.

Software Services

- Shared mobility
- Software-as-a-Service
- Paratransit and demand-response software
- Transit planning software
- Data analytics and reporting

Website

- <https://ridewithvia.com/>

Contact

- Krista Glotzbach, Partnerships, krista.glotzbach@ridewithvia.com

References

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

Experience



Via's technology forms the digital infrastructure for shared mobility services in city centers, suburbs, and rural communities around the world. Via offers the first end-to-end TransitTech solution to plan, operate, and optimize microtransit, paratransit, corporate shuttles, non-emergency medical transport, and fixed-route transit. Via works

with 600+ transit provider patterns 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 services. In 2020, Via launched a Diversity & Inclusion taskforce to explore offerings to enhance equity and achieve environmental justice.

Services

Via provides comprehensive transit planning and operations software on a cloud-based, Software-as-a-Service model. Transit agencies, municipal governments, universities, and corporations partner with Via to offer transit services that operate cost-effectively, deliver high quality of service, are accessible to all riders, and can be adapted to local community needs.

To help transit providers plan and evaluate services, Via offers Remix transit planning and scheduling software:

1. Remix Transit helps transit providers plan new services, update existing routes, and collaborate with multiple stakeholders within an intuitive map-based interface. Remix Transit helps users visualize demographic and other transit-relevant data to explore options for fixed-route and on-demand services.
2. Remix Scheduling lets transit providers import their planning projects into a powerful blocking, runcutting, and rostering engine. Simple enough for any staff member to use, Remix Scheduling also imports, verifies, and exports compliant GTFS feeds.

To help transit providers operate transit services, Via offers software to power microtransit, paratransit, corporate and university shuttles, fixed-route services, and school buses:

1. 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.
2. The Via Operations Center is an intuitive interface that helps agency staff monitor live service operations, manage phone bookings, and communicate with drivers and riders.
3. Via's Rider App and Rider Web Portal allow customers to book on-demand and pre-scheduled rides, track their vehicles in real-time, pay for trips, and troubleshoot any issues.
4. Via's driver App provides turn-by-turn directions to pickup and dropoff points, and communicates special rider needs. Drivers start and end their shifts and schedule breaks within the app, and can contact live support if needed.

5. Via's system integrates payment systems, link trip planning applications, and streamline service management across multiple models.
6. Via leverages sophisticated analytic tools, data visualizations, and Remix Transit analyses to share operational data with their partners.

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 also provide alternate-language phone booking.

Unbanked

Though most Via riders pay for trips using a credit card or other stored value card, Via can implement a voucher system through which riders can sign up using credit pre-purchased at transit offices or community centers. The Via App can also instruct drivers to collect cash.

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.

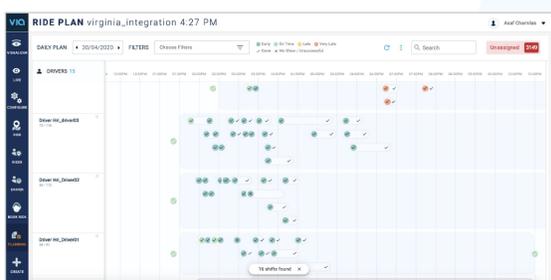
Driver License

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

Accessibility

Via's software facilitates highly accessible transit systems, and powers several ADA paratransit services across the United States. In all services, Via ensures that riders are matched with vehicles that can meet their needs, and drivers are aware of riders' individual needs.

Financial



Cost

Via's costs vary depending on the product (Remix Planning and Scheduling vs. Via operations software) as well as an agency's size and the size of its fleet. For operations software, Via typically charges partners an upfront fee for software configuration followed by monthly per-vehicle charges. In

addition to software access, these ongoing charges cover automatic product upgrades, operations and growth support, and analytics and reporting. Via's pricing model is flexible and can accommodate agencies looking to prioritize capital or operational spend. Via also offers premium add-on services tailored to their partners' specific needs such as service design consulting and rider growth marketing.

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

Agency and municipal partners can decide whether to retain farebox revenue or use it to pay ongoing software costs.

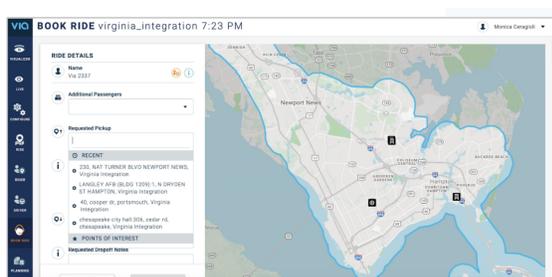
Via can also work with partners to generate additional revenue through advertising. In-app advertising can generate ancillary revenue for mobility providers by connecting users to relevant local businesses and tourism sites. This form of advertising could include traditional banner ads or native ads 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.

Data



As a software provider, data is co-owned by Via and the partner.

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.

Via's partners have the ability to aggregate, filter, and download data in various formats. Via sends its partners many standard reports, and can create custom reports to help partners investigate specific areas of interest.