



Via believes in a world  
where everyone has  
access to efficient,  
affordable mobility





# WCCTC + Via Presentation

27 June 2025

## Agenda

1. Via Intro
2. Via's Turnkey Approach
3. Richmond Case Study

## Introduction

With 750 partners worldwide and 100+ services directly operated by Via, we're highly experienced providers of technology-enabled transit



Trusted by cities and transit agencies large and small:

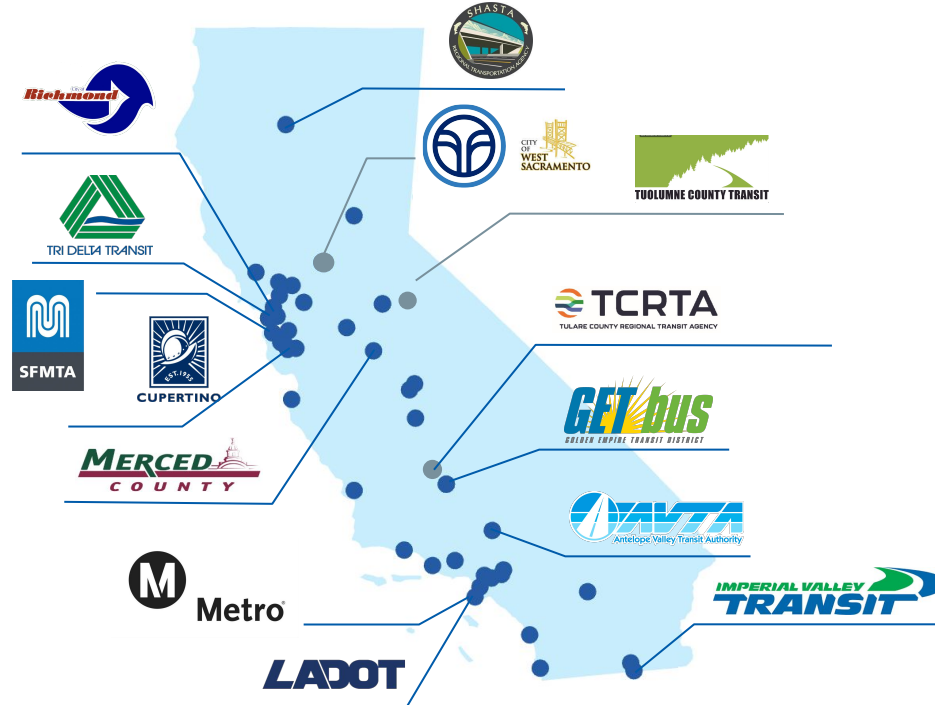




## Introduction

# We partner with dozens of cities and transit agencies across California

- ~**250** team members based in California
- More than **80** major public transit agencies, cities, universities, and corporate partners
- **8M+** rides delivered, with an average ride rating of 4.8/5
- Partnerships with state-level agencies, including Caltrans, CALSTART, and California Air Resources Board



# We have extensive experience as paratransit software providers and operators

## Paratransit Software Provider

- 6 Million Paratransit Trips per Year run on Via software
- 50+ software replacements (including Trapeze)
- 400+ software engineers supporting

## Operations & Maintenance Turnkey Contracts



## Paratransit Overflow Operations



## Introduction

**We're delivering meaningful improvements to public transportation accessibility and cost efficiency across California**



**30%**

Of all trips connect to BART or Caltrain stations



**~\$20**

Cost per ride



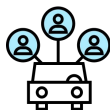
**\$8.5M**

Received through CA state grants

# Trinity Metro and Via are building a fully integrated “smart” network



Significant expansion of current microtransit service



Cost-effective commingling



Providing valuable alternatives to para riders



First- last- mile connection to fixed route



**20%+** reduction in rider calls

**84%** reduction in trips >90 minutes duration

**32%** reduction in avg. passenger complaints

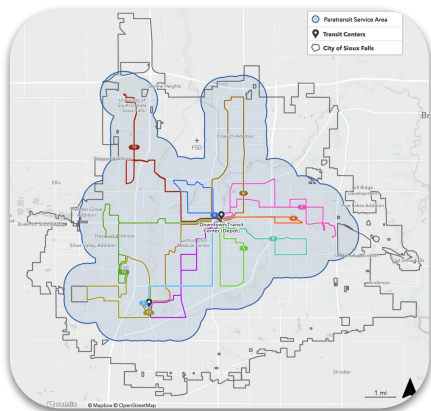
*"Having someone in the community who was willing to come sit with us and help us through challenges has been a blessing. We couldn't do it without Gina, Nicole and others coming to our facility and being dedicated to our clients."*

*Rose Valle, Manager of the Trinity River Adult Day Care*

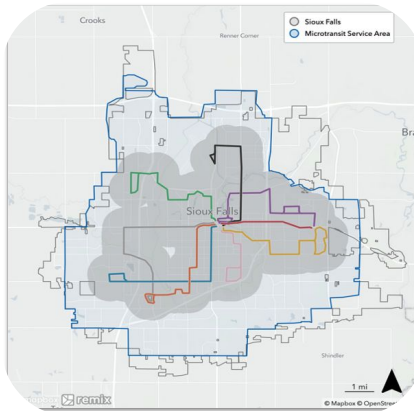
## Introduction

Sioux Falls, SD is building a fully integrated “smart” network, supported by Via’s technology and operations

SAM Network Prior to Via



SAM Redesign



**+53%**

Demand response efficiency



**+10%**

Yoy network ridership growth



**-13%**

Network cost/ride

*“There’s actual public excitement around public transit, and that’s just not happened in Sioux Falls, South Dakota, before. People are rethinking public transit as a mode of transportation in our community, when maybe they had written it off previously.”*

- Sioux Falls **Mayor Paul TenHaken**

## Agenda

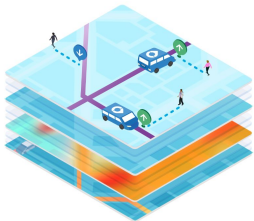
1. Via Intro
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## Via's Turnkey Approach

**A fully integrated solution: technology, operations, customer support & marketing from a single provider.**

**Best-in-class software**



**Local operations focused on efficiency, safety & compliance**



**Single, unified solution tailored for partners**



**White-glove customer service**



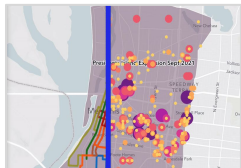
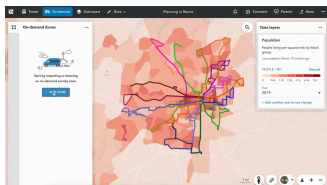
**Marketing & community engagement support**



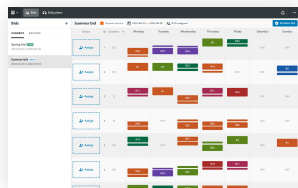
## Via's Turnkey Approach

**Our end-to-end platform provides a one-stop-shop for public transit agencies across the lifecycle of their network**

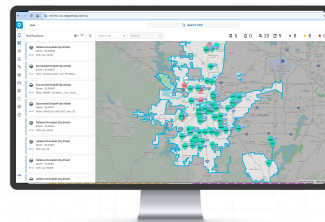
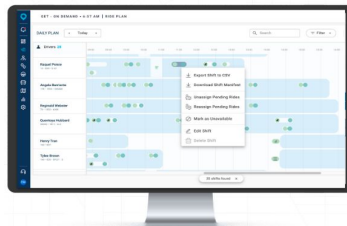
### Planning



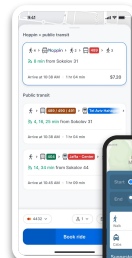
### Scheduling



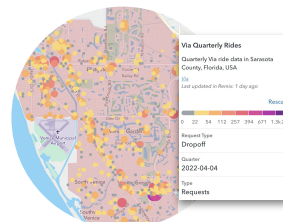
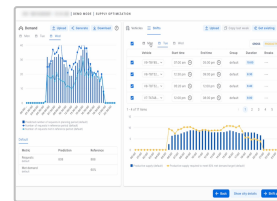
### Microtransit & Paratransit



### Journey Planning



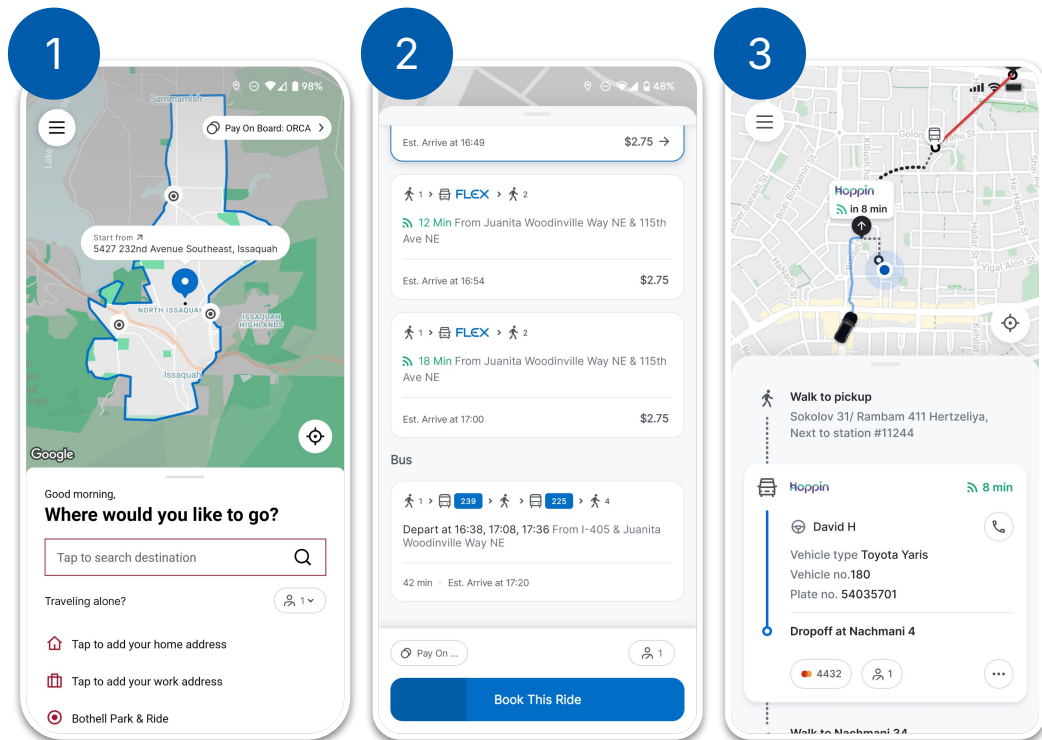
### Data & Analytics



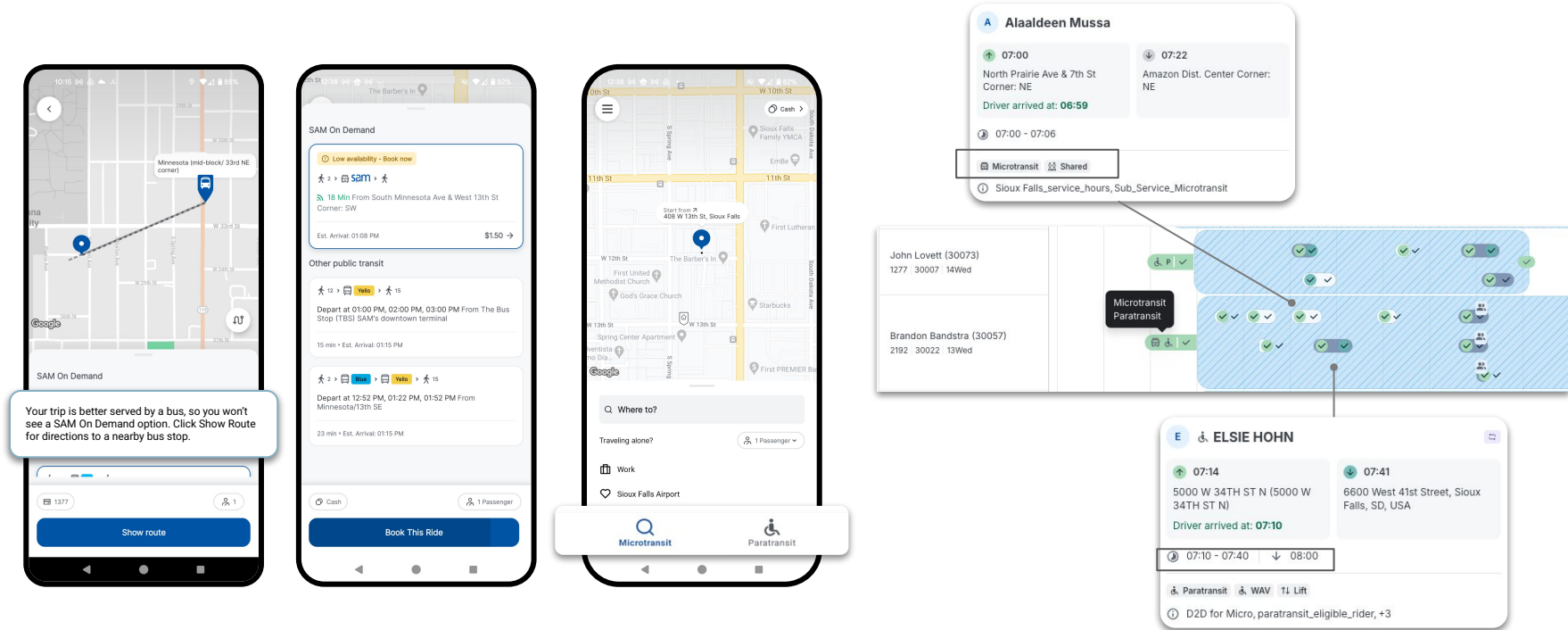
# The Via rider app offers an intuitive and easy-to-navigate way for riders to book and track trips on an on-demand service.

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

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

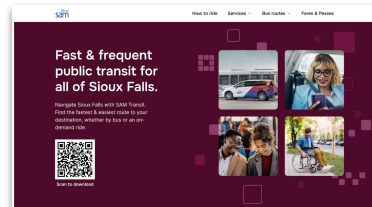
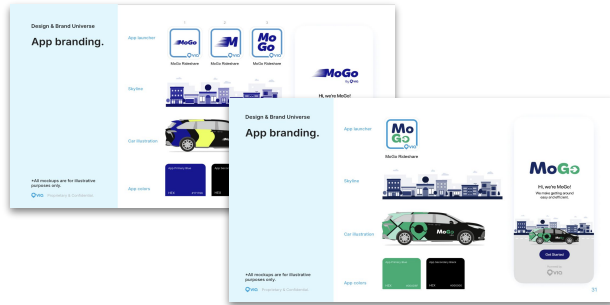


# Integrated transit capabilities, and allowed for commingling across services

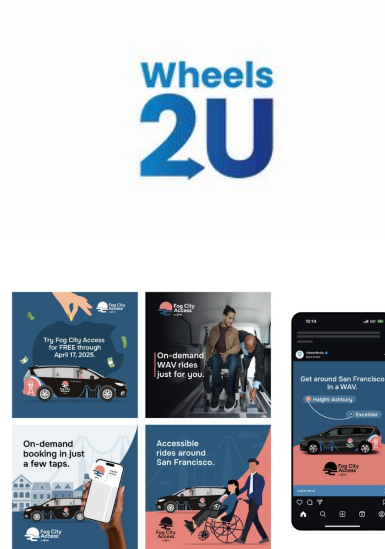


# Full service in-house branding, marketing, and PR team highly specialized in growing “choice” transit ridership

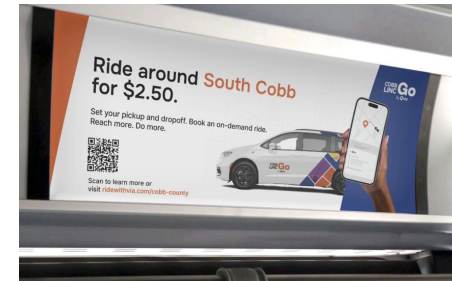
Custom agency branding, asset creation, web design/hosting



Bespoke digital ad campaigns optimized with performance marketing



OOH, press events, community engagement and support



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## Case Study

# Richmond Moves

*Richmond, CA*

### April 2022:

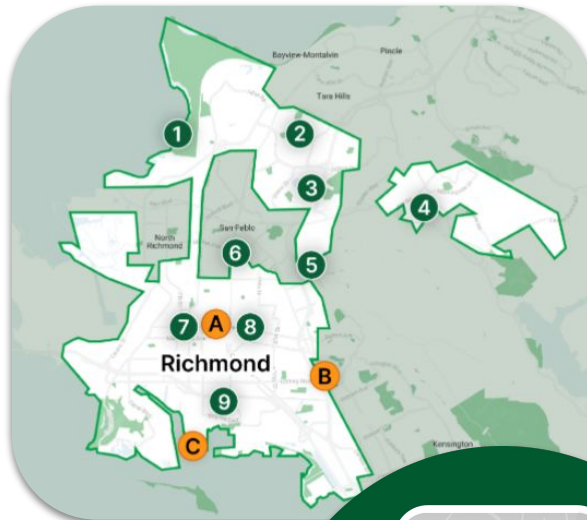
- Richmond Moves launches through \$1M Clean Mobility Options (CMO) grant. Service focused on intra-city transit in downtown Richmond, with connections to key transit hubs

### April 2023:

- Richmond Moves expands nearly citywide and fully electrifies due to \$3.1M TIRCP grant. Electrification + surge in ridership reduces emissions by 78%

### May 2025:

- Additional \$300K of CMO funding approved for Richmond Moves, allowing official citywide expansion



# 150K

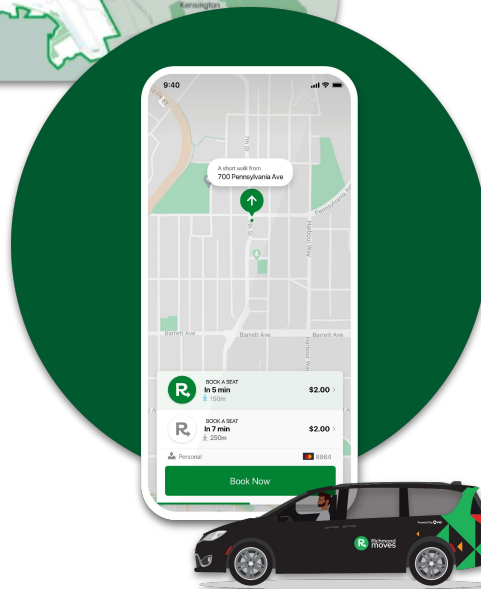
Rides served since launch

# 30%

of trips connect to other public transit destinations such as train (BART) and ferry

# 50%

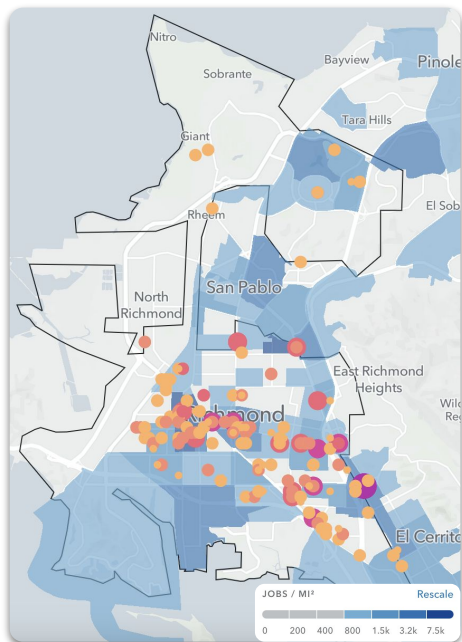
of rides replace trips previously served in single occupancy vehicles



# Richmond Moves makes a real difference to the lives residents

## Connecting your residents with jobs

Ride locations overlaid with jobs per square mile



## Delivering a critical service for riders

Rider survey examples

*As I get older independence is important and being able to get a ride makes me feel more independent.*

*This is such an important service... when I have to use the bus to get to work it adds hours to my day and with my limited mobility it's hard to get those last few blocks.*

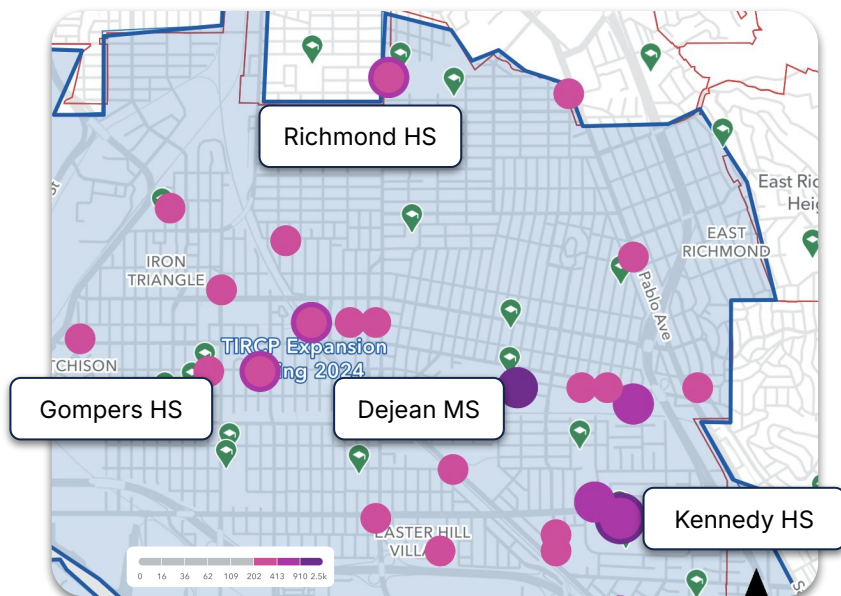
*I really enjoy the flexibility and affordability Richmond Moves provides.*

*It is a very reliable and enjoyable and affordable service!*


## ...and provides safe transit for students, freeing up time for working parents

### Connecting to schools

Most popular ride PU/DOs overlaid with school locations



**50%+**  
of trips by students

“Awesome personality, my kids made it home safe. Job well ”

## Case Study

# Riders value the affordability and convenience of our Richmond Moves

36%

of respondents report an annual household income **below \$50K**

94%

of respondents would be **Very or Somewhat Disappointed** if they couldn't use this service

9%

of respondents **would take single occupancy vehicles** if we weren't an option

60%

of respondents **do not have access to a personal car**

31%

of respondents use this service to get to **work or school**

72%

of respondents say they **save money** by using this service



Thank you!