



CASE STUDY



Via Los Angeles

A technology solution to connect underserved populations with the greater transit network.

PARTNER

Los Angeles County Metropolitan Transportation Authority (LA Metro)

LOCATION

Los Angeles, CA

LAUNCH

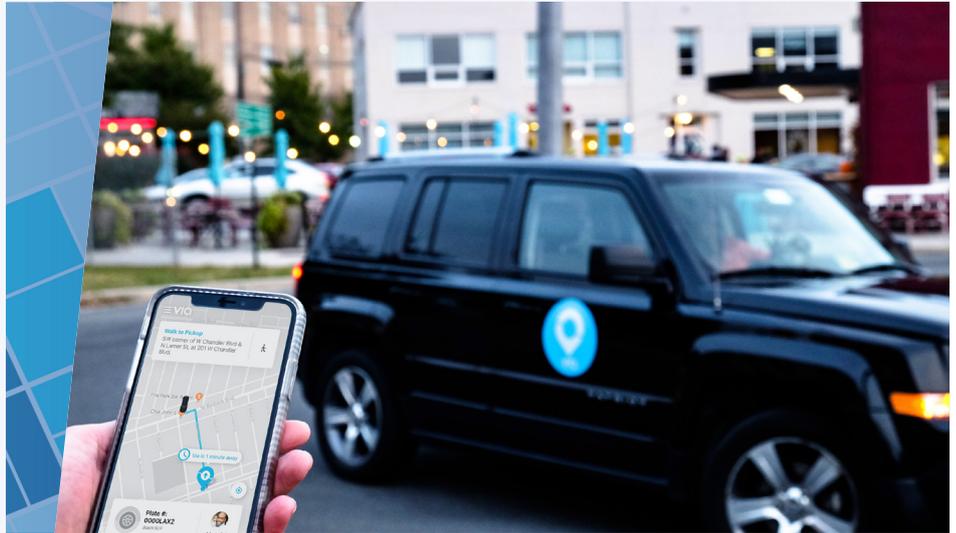
January 2019

CHALLENGE

Attract riders with little or no experience with on-demand transit and increase their fixed route access

USE CASE

Provide a completely equitable on-demand ridesharing option



Overview

At the LA CoMotion Conference in November 2017, Via and LA Metro announced a partnership to bring affordable, equitable, and accessible connections to transit. The project is funded in part by the largest federal grant of its kind – a \$1.35 million grant from the Federal Transit Administration (FTA) for advanced concepts in shared mobility: the Mobility-on-Demand ‘Sandbox’ program. The Sandbox program is part of a larger effort at the FTA to support transit agencies and communities to integrate new mobility tools like smart phone apps, bike- and car-sharing, and demand-responsive bus and van services.

100%

OF RIDES CONNECT TO OR FROM FIXED ROUTE TRANSIT

Under the new program, all rides must originate or terminate at one of three Metro stations.

“One of the goals is to increase the adoption, which is hand-in-hand with increasing adoption of the public transportation system in LA.”

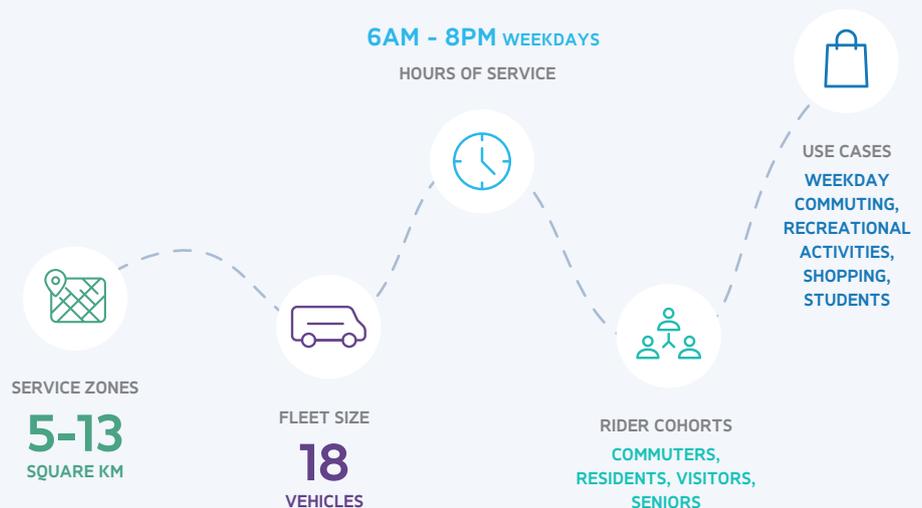
– Chris Snyder,
Senior Vice President
of Expansion, Via

“The whole idea of this is to make sure this is open to communities that don’t have great access to [ride-share services] right now.”

– Joshua Schank,
Chief Innovation
Officer, LA Metro

Solution

In January 2019, Via launched service in LA after working with Metro’s Office of Extraordinary Innovation to jointly determine the service area and parameters based on the overarching project goal: to provide an equitable first- and last-mile service in areas previously underserved by traditional transit connections. Ultimately, Via and Metro decided to launch a first- and last-mile service that would connect riders to three rail transit stations -- North Hollywood, El Monte, and Artesia -- using local independent contractor drivers. Using the Via app, passengers book a seat in a shared, dynamically-routed vehicle with a Via magnet on the side for easy identification. Customers can pay using their TAP card or credit/debit card, book by phone, and request wheelchair-accessible vehicles, which are blended into Via’s fleet. Riders pay a low flat fare per ride. TAP card holders pay \$1.75 per ride, and LIFE (Low Income Fare is Easy) participants ride for free. All other riders pay \$3.75 per ride.



Results

Via has provided a fully accessible and affordable connection to Metro’s growing system to those living and traveling to the three service zones, which, prior to Via, were underserved by transit. Since the first full month of service, ridership has more than doubled and continues to grow; in June alone, over 1,000 new accounts were created. We expect this trend to continue as we continue to work closely with Metro to educate, attract, and retain riders.