



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





# Building public transit for the future.

Microtransit in Lorain County

April 15, 2024

## Agenda

1. Microtransit Overview
2. Microtransit Rider Experience
3. Service Design

## Investments in transit benefits communities



Every **\$1** invested in public transportation generates **\$5** in economic returns



A household can save **~\$13,000** by taking public transportation



Home values are up **24%** near public transportation compared to other areas



Traveling by public transit is **10x** safer per mile than traveling by automobile

Source: <https://www.apta.com/news-publications/public-transportation-facts/>

## What is microtransit?

Microtransit is **on-demand** public transportation that uses technology to create dynamically routed mobility.

### Unlike many traditional rideshare services...

- Rides are more often than not shared
- Accessible for all types of riders
- Dedicated fleet of branded vehicles
- FTA compliant drivers
- Fare is similar to public transit





## Microtransit Overview

Microtransit helps residents access the services they need, keeping them healthy, happy, and productive



Attract employers & retain workers



Improve access to health care



Cover more neighborhoods, improve equity



Reduce traffic & improve quality of life and safety



# Via is powering and operating microtransit and other public mobility across Ohio



10+ launches in last year  
600k rides



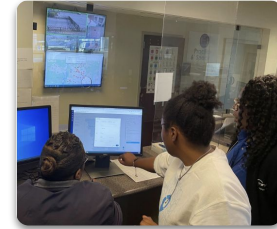
# We will provide operations cover all aspects of running a successful microtransit service in Lorain County



Driver vetting, hiring, training, and retention



Vehicle acquisition, branding, and maintenance



Live service monitoring and management



Rider marketing & community engagement



Customer service



Funding & grant support



# Lorain County's microtransit service will focus on building locally



We look forward to working with Lorain County to build a service that meets the community's needs



**Wilson, NC**

**52%**  
of trips are to  
and from work



**Birmingham, AL**

**80%**  
more jobs accessible  
within a 30 minute ride



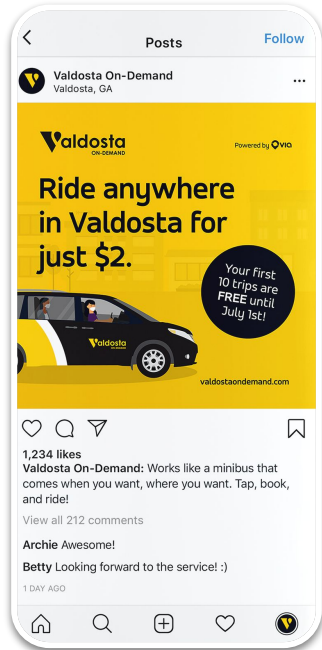
**Chandler, AZ**

**54%**  
of trips are to  
and from schools

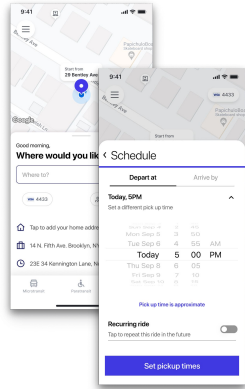
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# Directly engaging with Elyria and Lorain community members will be critical to success



Riders can book trips through a smartphone app or phone call

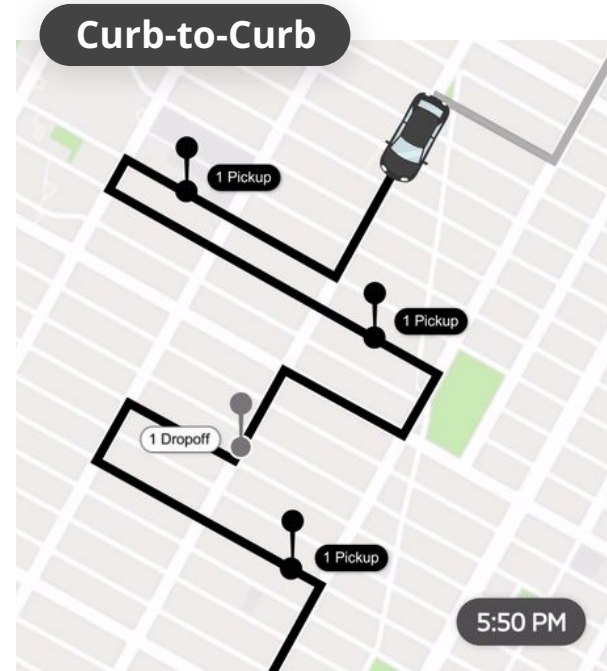


**Smartphone App**



**Call-in Bookings**

Most riders are directed to Virtual Bus Stops, while certain riders with mobility challenges receive curb-to-curb service





## Rider Experience

Via's technology and support services are designed to ensure every rider can access and thrive in the transit network



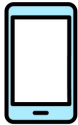
Wheelchair accessible vehicles



Options for unbanked riders



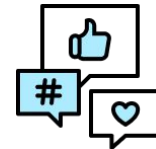
Call-in bookings



Web accessible rider tools  
(e.g., WCAG 2.1 AA)



Multilingual rider app

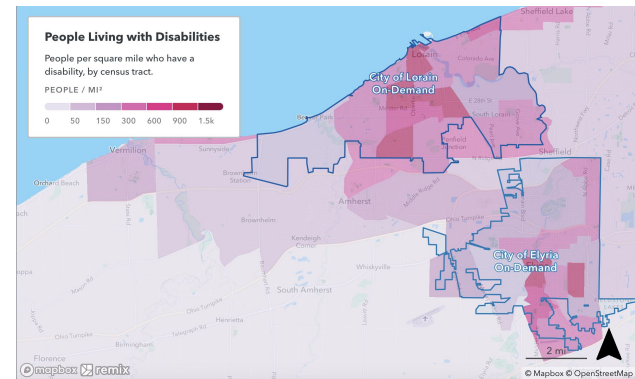
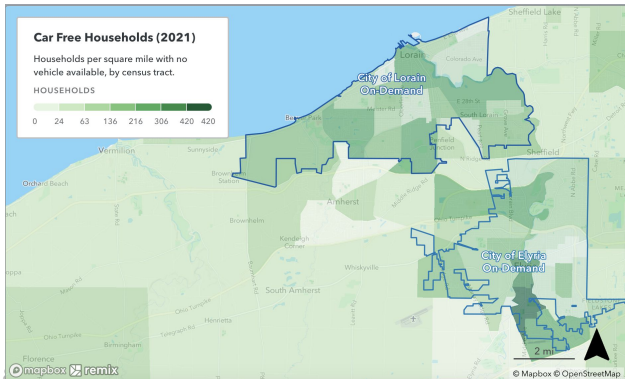
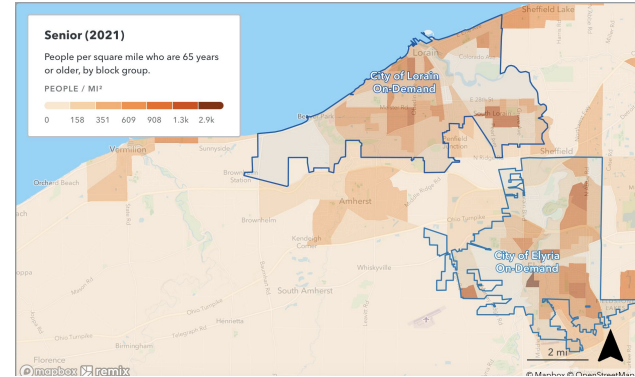
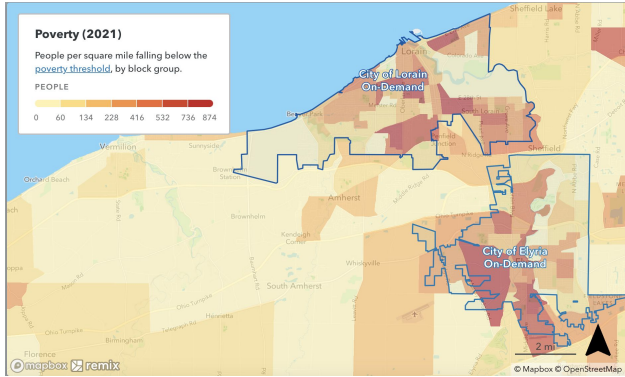


Multi-channel communications





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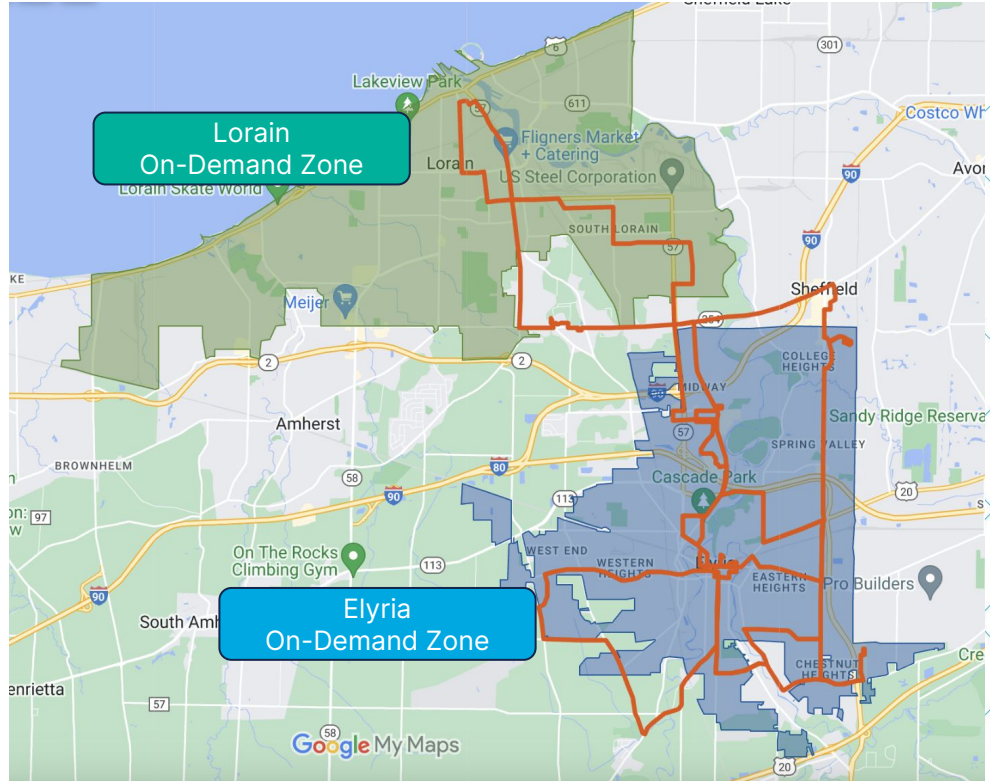
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# Designing a service that meets the needs of a diverse community



# Service Parameters: Elyria and Lorain

 <b>Booking model</b>	On-Demand
 <b>Vehicle type</b>	6-passenger vans
 <b>Service hours</b>	6:30am - 6:30pm
 <b>Target Wait Time</b>	15-20 minutes





**Thank you.**

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