



Powering On-Demand Shared Rides in Arlington

www.arlingontx.gov/via

Why Rideshare?



- **Supports several City Council Priorities: Put Technology To Work, Enhance Regional Mobility, Champion Great Neighborhoods, Invest in our Economy**
- **Aligns with Transportation Advisory Committee recommendations**
- **Technology-based, Flexible, Scalable**
- **Personalized transportation experience**
- **Offers safety elements for customers**
- **Cost-effective compared to other transportation options**
- **Direction market is moving**

About the Pilot



- **1 year pilot project**
- **Up to four one year renewals with Council approval**
- **\$922,500 (\$322,500 City / \$600,000 FTA)**
- **Service revenue used to grow project**
- **Contracted, turnkey operation with Via**
- **Comprehensive customer service and a local presence**
- **Data sharing to inform future transportation planning decisions**

Why Via?



21M+
rides since
launch in 2013

1M+
members across
NYC, Chicago, DC

1.5M
rides per month

**Licensing
partnerships**
with major global
operators

Significant
Venture Capital Funding

3x
Via efficiency vs ride-
hailing and taxis

Global on-demand transit operating experience



Arlington: 1st Owned/Operated Public Partnership

Service Details



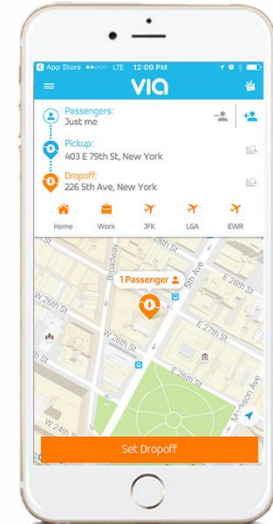
Monday through Saturday

6am – 9pm Monday-Friday; 9am-9pm Saturday

\$3 per trip per person flat fee

Pick ups/drop offs within short walking distance (1-2 blocks)

Rides show up in ~12 minutes. Or sooner!



10 six-passenger Mercedes Metris vans

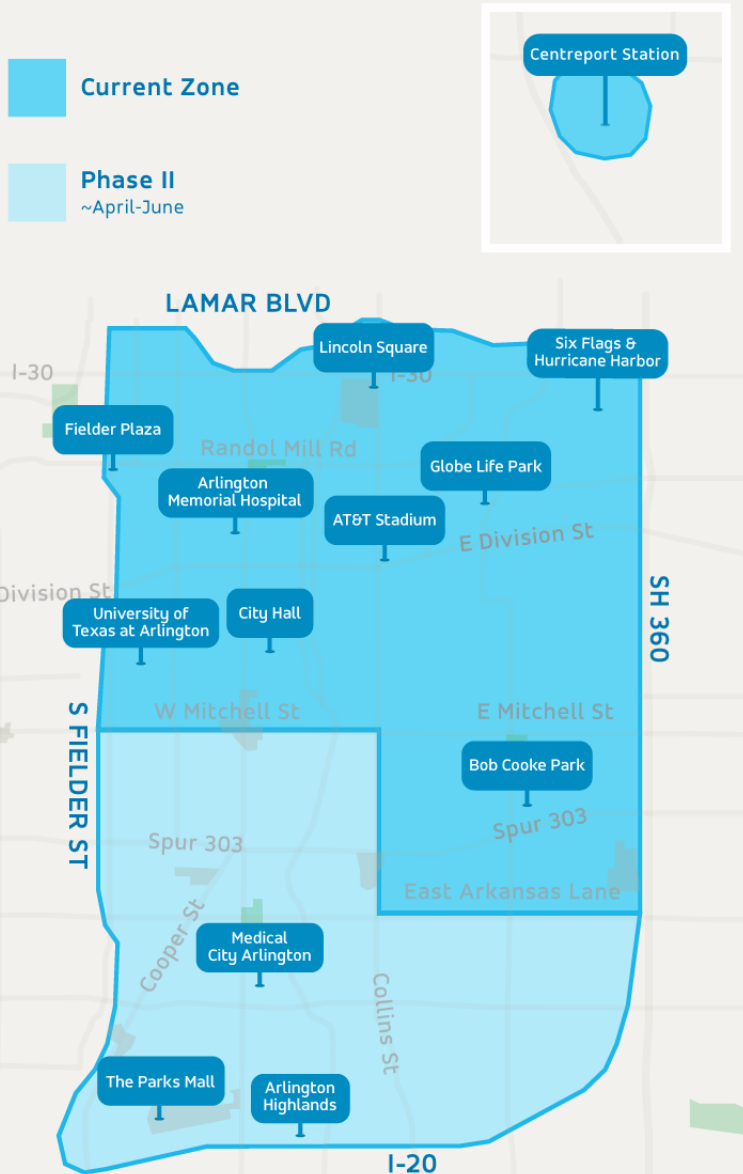
Accessible vehicles available

Reserve rides through Via app

Alternative dial-in booking (817-784-7382)



Phased Approach



No fixed schedules or routes.

On-demand pick-up/drop-off anywhere in the service area.

6am-9pm M-F, 9am-9pm Sat

Current Zone

- Northern boundary: Lamar Blvd
- Western boundary: S. Fielder St.
- Southern boundary: W. Mitchell St between Fielder and Collins; E. Arkansas between Collins and SH 360
- Eastern boundary: SH 360

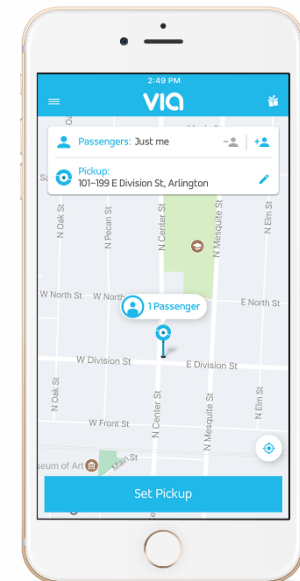
Phase II (Summer)

- Expansion south to Parks Mall/Highlands shopping areas
- Continued evaluation of demand patterns & extension of operating hours as warranted

Downloading the App



- Download the free Via app in the App Store or Google Play Store
- Choose “Via – affordable ride-sharing”
- Set up an account using your credit card
- If no credit card, use cash to purchase a pre-paid credit card at a local store
- If no smartphone, call Via to set-up an account at 817-784-7382

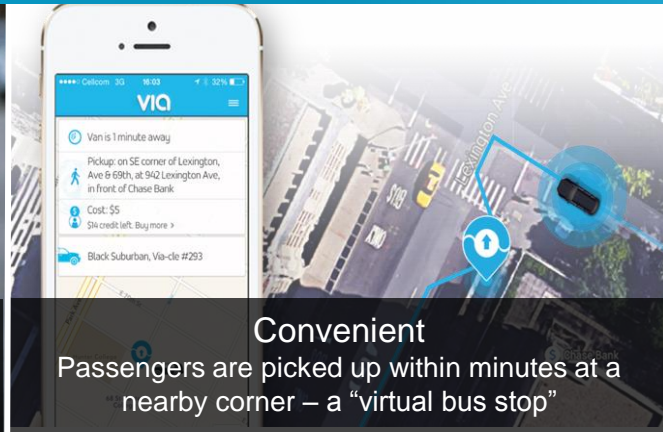


How Does It Work?



On-demand

Passengers book using a smartphone app



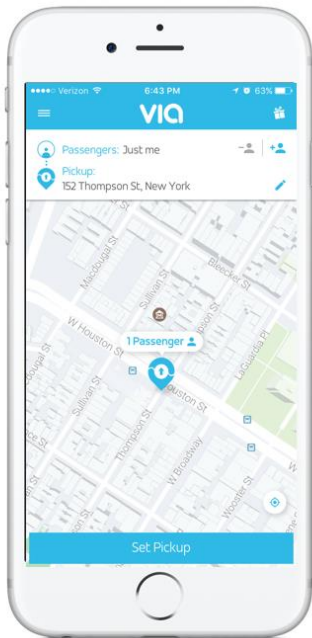
Convenient

Passengers are picked up within minutes at a nearby corner – a “virtual bus stop”

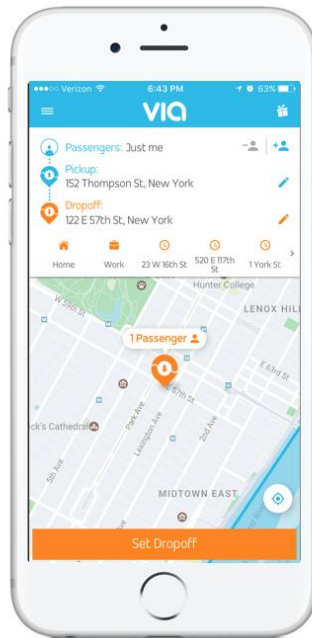


Shared

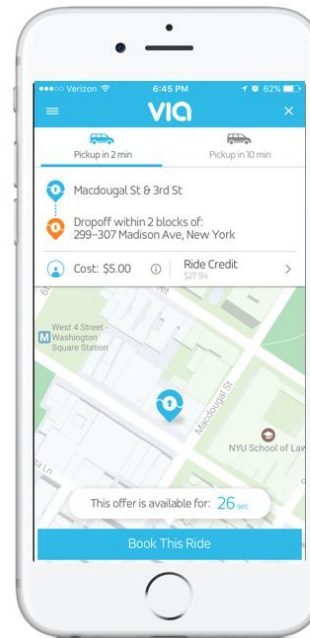
Passengers are seamlessly matched with others heading in the same direction



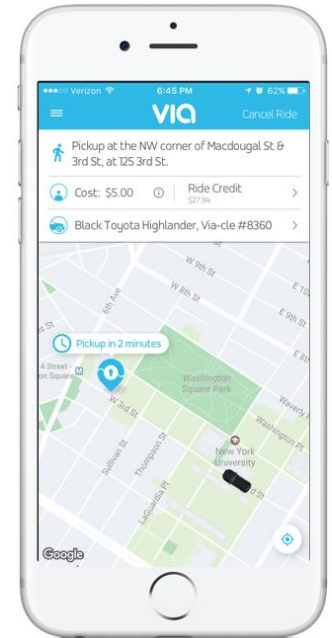
Select Pickup



Select Drop-off



Confirm Offer



Walk to Pickup Corner

Information and FAQ's @ www.arlingtontx.gov/via



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