



Powering the world's most efficient shared rides

California Transit Association's 53rd Annual Fall Expo

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T O D A Y

Transportation is facing
unprecedented transformation

EVOLUTION

1900
20M horse
carriages



1930
15M
Model T
cars
3K horse
carriages



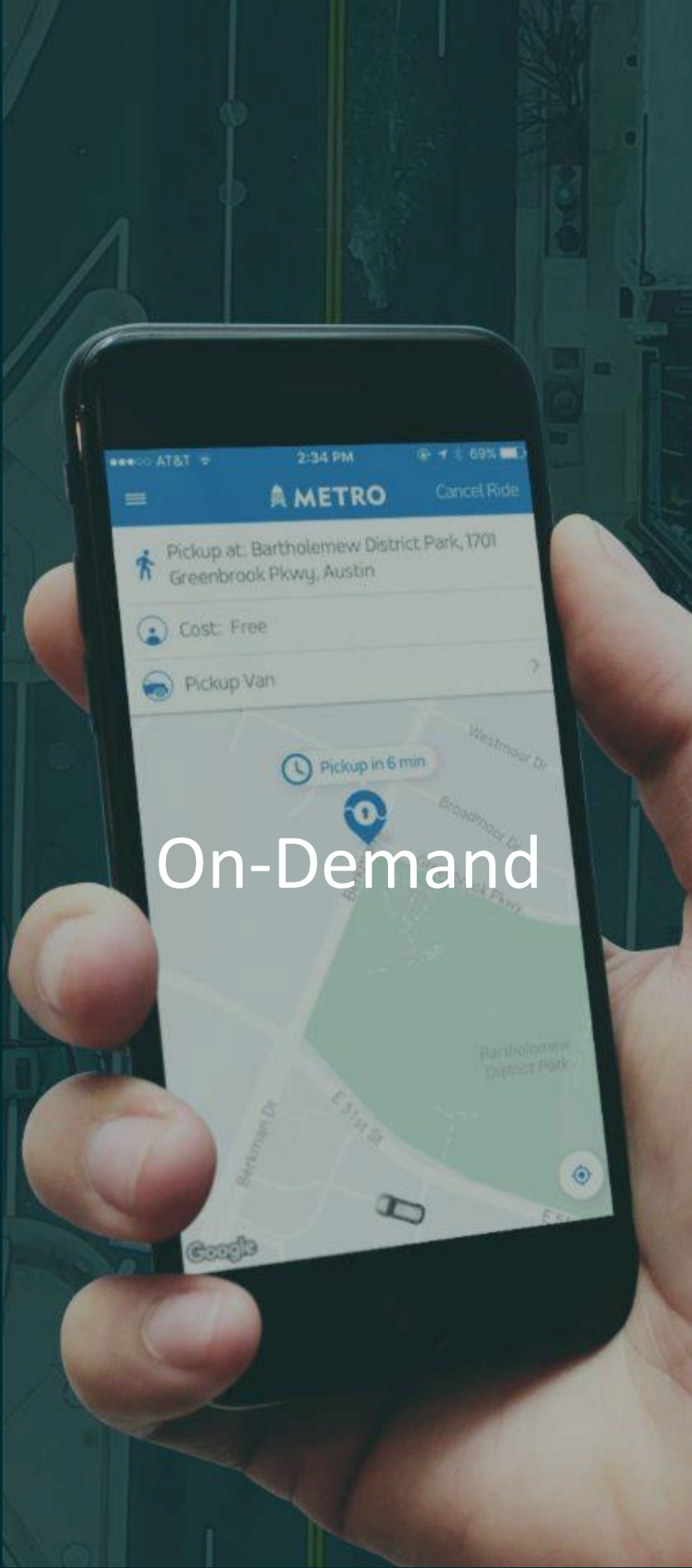
2000
1.2B
private
cars
9M buses

2017
769M
Global ridehail
users



2025
On-demand,
electric,
autonomous, and
shared





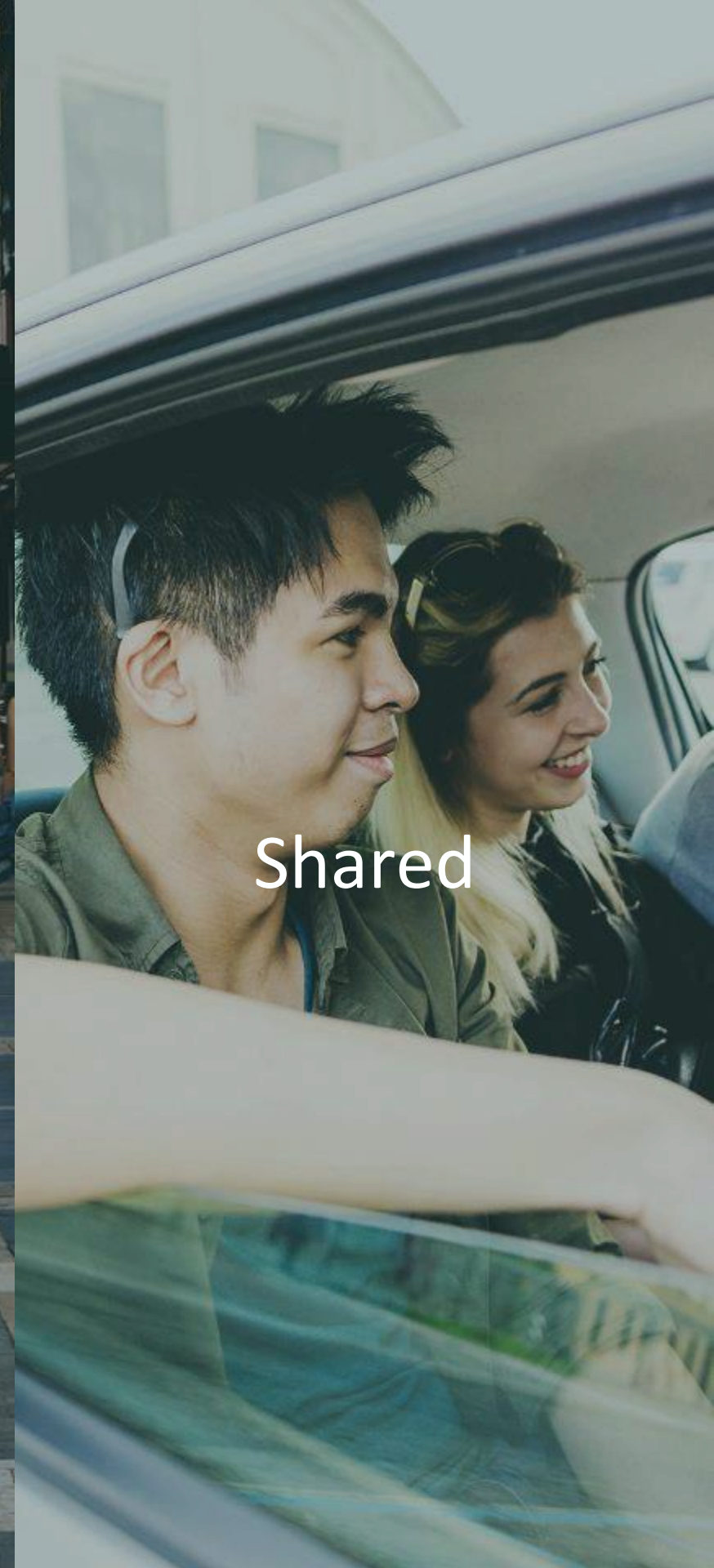
On-Demand



Electric



Autonomous



Shared



OUR MISSION

To power the world's most efficient shared rides for cities, transit agencies, and private operators.

Via is the world's first on-demand transit system operating at global scale

40M

Shared rides since launch (2013)

\$400M

Venture funding

2M+

rides per month

1M+

Members in NYC, DC, Chicago, Amsterdam, and London

3x

Via efficiency vs competition

150+

Total # of Engineers



Via's Global Presence

Via, ViaVan, and Partner services



*Coming soon

Via provides a range of on-demand mobility offerings

Transportation as a Service (TaaS)

Turnkey solution that includes technology plus drivers, vehicles, and operations management



Software as a Service (SaaS)

Tools and support for agencies who prefer to use their own drivers, vehicles and operators



Simulation

In-depth analysis to de-risk on-demand transit investments without deploying physical resources



Direct-to-Consumer (B2C)

Via's consumer-facing shared ride services, delivering 2 million shared rides per month



Lessons learned from partnerships with transit agencies

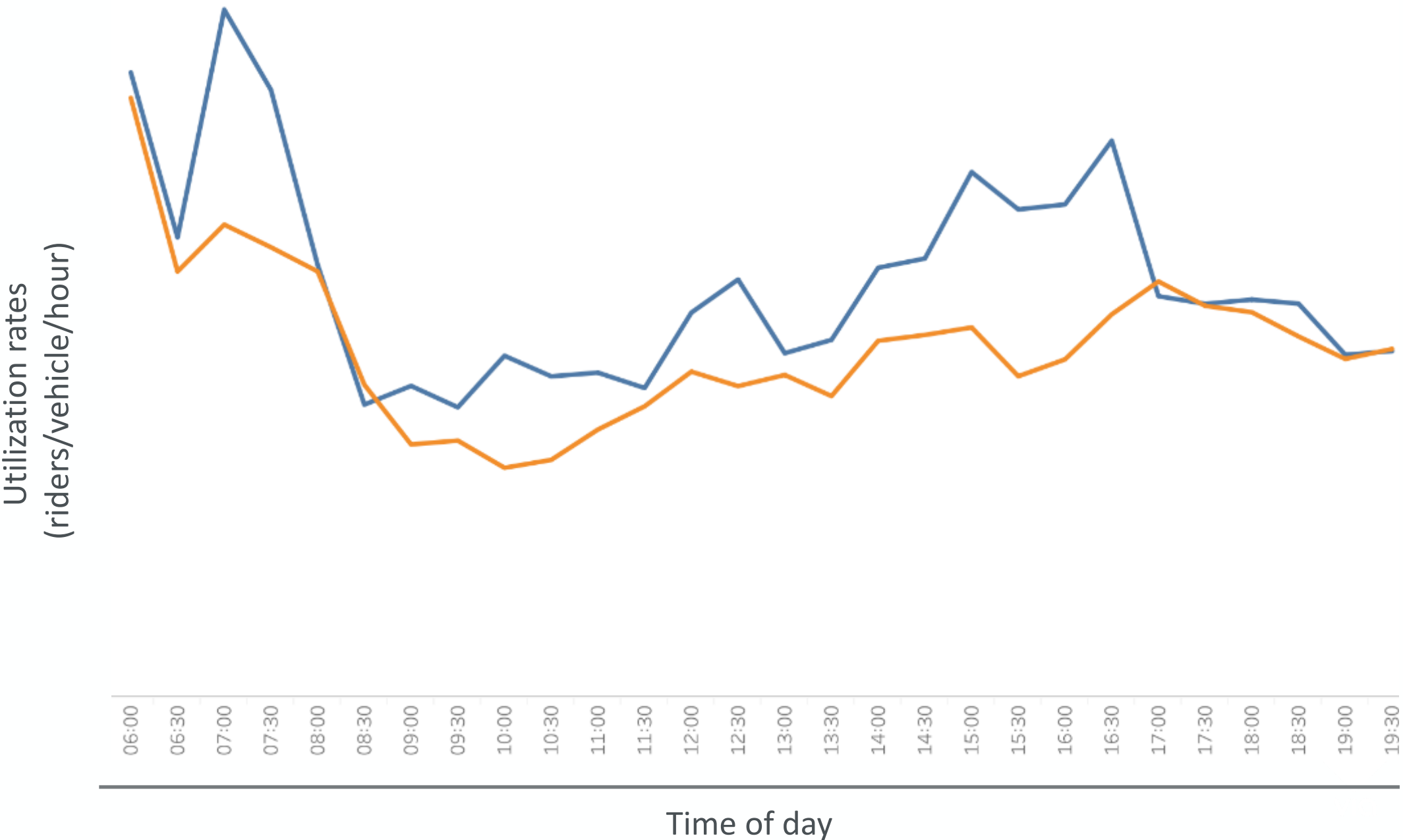
1. Data is gold. Mine it.
2. Focus on the customer
3. Startups and transit agencies can work well together, it just requires strong communication and an understanding of different operating models
4. Partnerships provide an opportunity for agencies to forge new internal ties
5. Service design is more flexible than you might think!



Can on-demand shared rides work in rural areas?

- Sittingbourne, UK (Population: 60K)
- Via dense urban areas (Population: **millions**)

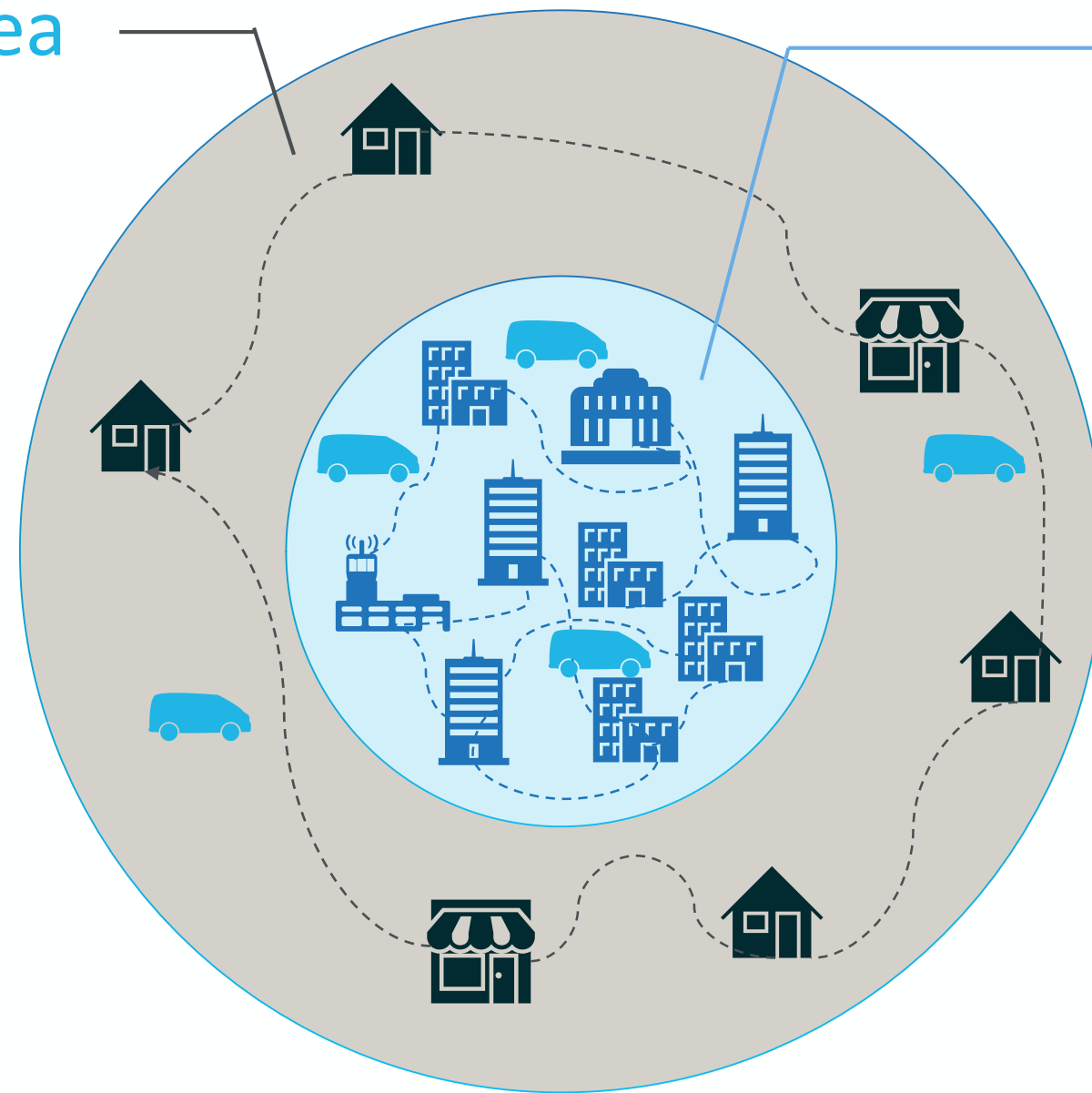
Average utilization by hour



On-demand transit can be effective in rural, suburban, or dense urban environments

Suburban, low-density area

- Complements public transport that's inconvenient and requires long walks
- Reduces single-occupancy vehicle trips
- Attracts riders without cars, elderly and families in need of reliable mobility
- Benefits vs. other alternatives leads to high vehicle utilization



Urban, high-density area

- Avoids most congested streets due to real-time dynamic routing
- Pools riders heading in the same direction (ie towards offices in the morning)
- Gets vehicles off of the roads during peak hours and can reduce overcrowding of buses and trains

Should on-demand shared rides **complement** or **substitute** public transport lines?

1 Complementing



Use cases focus on:

- Solving the first-/last-mile problem
- Improving utilization of existing high-capacity public transport modes (e.g. metro)
- Increasing modal share of shared public transportation
- Reducing single-occupancy vehicle trips and congestion

2 Substituting (parts of) public transport lines



Use cases focus on:

- Reducing costs from underutilized bus lines
- Improving flexibility (e.g. schedule, route) and convenience of the transit system
- Preparing for a shared, autonomous future
- Reducing single-occupancy vehicle trips and congestion

ON-DEMAND ADDRESSES FIXED TRANSIT CHALLENGES

Challenges of fixed-route transit



COVERAGE

Low density areas are underserved by transit



CONVENIENCE and RELIABILITY

Consumers now expect fast, quality service



CAPITAL

Infrastructure budgets are squeezed

Strengths of on-demand model

FIRST/LAST MILE

Connect riders to local transit stops

TECH-ENABLED and DYNAMIC

Appeal to younger, more demanding riders

AFFORDABLE

Pilot with limited upfront costs, and easily adapt

ENVIRONMENTAL IMPACT

Shared mobility could lead to an 80% reduction in the number of vehicles and CO₂ emissions by 2050

“

When it comes to cars, what we learned early in life still holds true—sharing makes everything better.

All the futuristic automotive technology being developed could make our cities more livable and the air more breathable—but only if we take ride sharing seriously.”