November 8, 2019

On-Demand Mobility
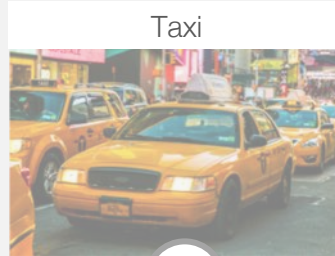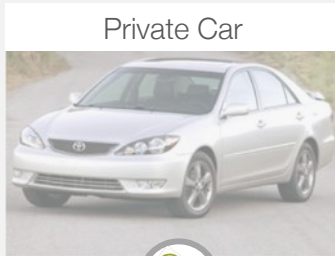# for the City of Portsmouth

Agenda

1   Introduction to Via

2   Case Studies

3   Vision for Portsmouth

4   Wrap-Up and Next Steps

Introduction to Via

The car has been the dominant mode of transport for a century…
…but we've reached a breaking point

Via was founded to address this problem

Via's mission is to build and deploy technology to improve public mobility

Private Car

Taxi

Public Transit

Car Sharing

Ride-Hailing

On-Demand Transit

Via: on-demand, dynamic, data-driven public mobility
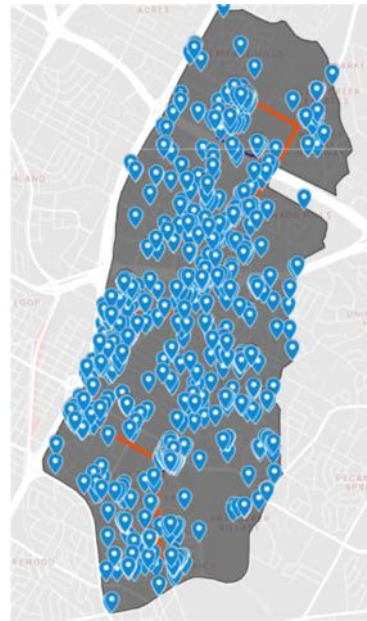
Via: on-demand, dynamic, data-driven public mobility

Via: on-demand, dynamic, data-driven public mobility

Traditional public transit

- Fixed route

- Sparse network of static physical bus stops

- Expensive, slow-moving vehicles

Via: on-demand public transit

- Dynamic routes, adapt to real-time traffic and demand

- Dense network of virtual bus stops

- Infrastructure = data

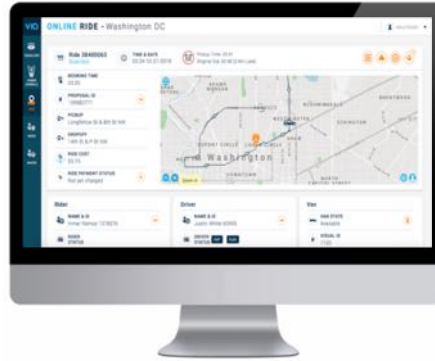- Low operating cost, rapid deployment

Best-in-class public mobility technology

- 250+ engineers & data scientists

- >70mm rides to hone algorithm

- Virtual bus stops

- AI-based predictive routing
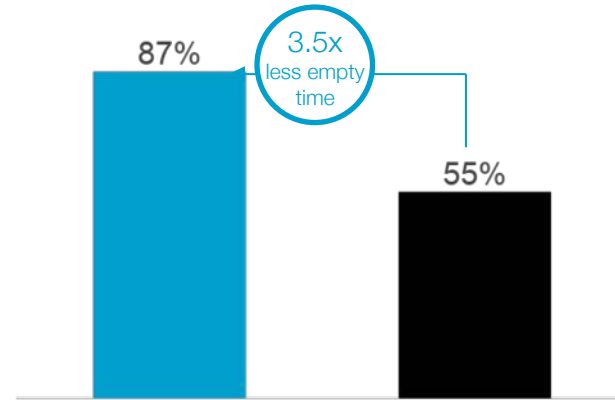
- Proprietary map technology

Real-time navigation

Powerful real-time control center

Manhattan Utilization1

87%

3.5x less empty time

55%

via

Uber lyft

(1) June 2019 TLC study.

Across deployments, Via's technology has been shown to drive significant efficiencies

Daily ridership

+347%

Rides / Day

Utilization

+72%

Utilization

ETA

-58%

ETA (1)

Cost per ride

-47%

Est. Cost / Ride

Legacy service

Via
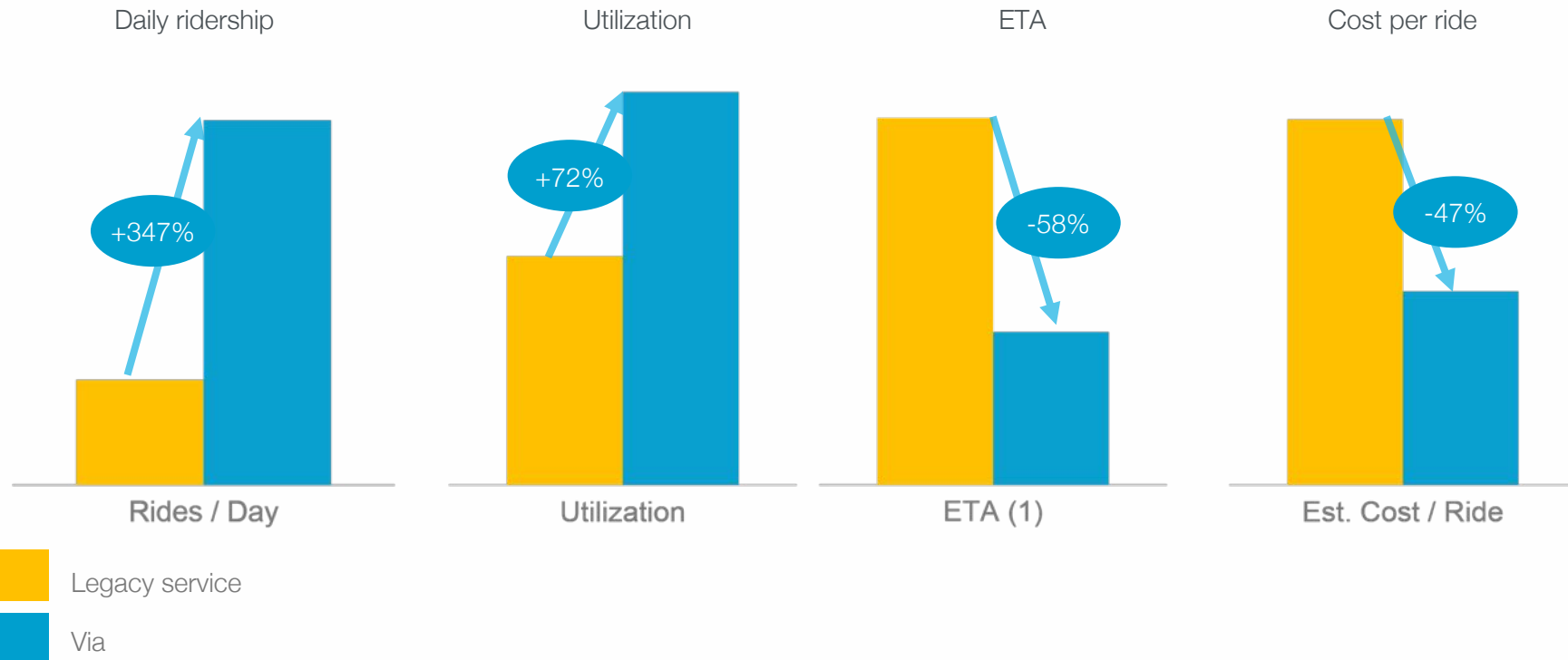
(1) Based on 60-min loop. Excludes 1-hour during AM/PM weekday peak with 30-min loop.
Note: Utilization and cost figures estimated based on best available information.

We can deploy our technology flexibly, to best serve the needs of our partners
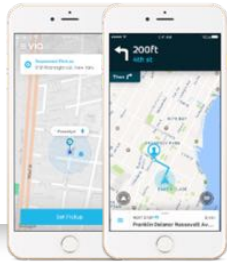

Consumer	Transit-as-a-Service (TaaS)	Software-as-a-Service (SaaS)
Two-sided marketplace for riders and drivers	Turnkey mobility solution operated by Via	Licensing to public transit agencies and operators
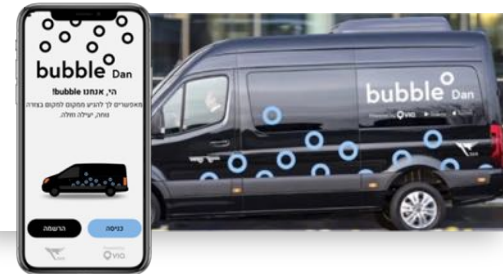
2M+
Rides per month

70M+
Rides since first launch

20+
Countries

via

Via's technology is deployed across the globe in partnership with cities, public transit authorities, and corporations

Our partners are the world's leading organizations

Municipalities

Public transit agencies

Public transit operators

Corporations, Universities, Schools

Our technology supports a broad range of public mobility services – example: school buses

Washington Unified School District

Launched school bus service in West Sacramento: Summer 2019

NYC Department of Education

Via selected to manage nation's largest school bus system (9,500 buses)

Technology Overview

Enable your agency to modernize and meet shifting rider expectations

Rider Application

Used to request rides and track vehicles in real-time, customized for Portsmouth

Operations Center

Used to manage second-by-second operations

Driver Application

Turn-by-turn directions, ride assignment and support

Data & Analytics Suite

FTA compliance reporting, daily ridership reports, custom reports and more

Data Sharing Overview

Via understands the value of data for transit providers. You have access to robust reports catered to all needs; from monthly executive summaries to day-to-day ridership reports.

It's Your Data

We understand rider psychology -- because we've completed over 50 million rides on our own on-demand service, we know what it takes to acquire and retain riders.

Comply with regulators -- with pre-built reports required for FTA/NTD reporting and any other regulation entity.
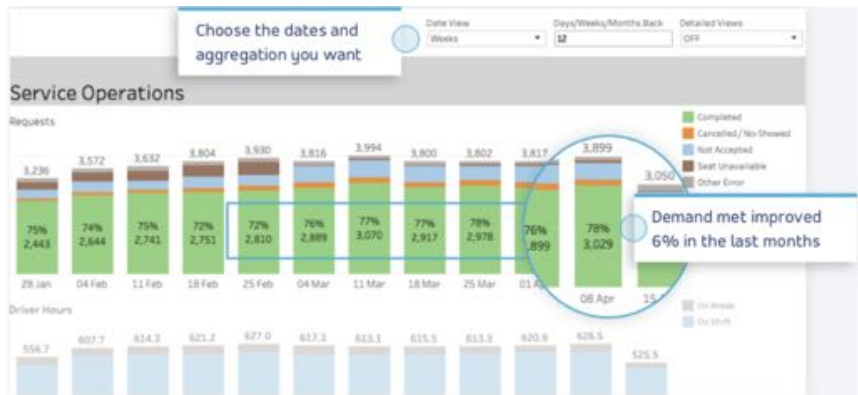
> We looked at 10 different vendors and chose Via. Via is by far the best data sharer in the industry, in particular **providing origin and destination data** and they listen and incorporate our requests for dashboard updates.

– A California City Partner of Via

Case Studies

Use Cases for Via's Technology

First/Last mile	Corporate	Paratransit	Full network	Emergency

King County METRO

Seattle, WA

First/last mile connection to 5 light rail stations in South Seattle fully integrated into the ORCA fare payment system

BASF We create chemistry

Ludwigshafen, Germany

On-demand shuttle solution for the largest integrated chemical complex in the world.

The Rapid

Grand Rapids, MI

On-demand paratransit service to qualifying passengers and their assistants in the metro area

ARLINGTON THE AMERICAN DREAM CITY

Arlington, TX

On-demand service replaced the city's previous fixed route bus service

KISIO

Paris, France

Respond to scheduled & unscheduled train interruptions with a dispatched on-demand service

Senior Mobility: Newton, MA
"NewMo"

Service Overview

- **Newton in Motion ("NewMo") is a government subsidized rideshare program that replaces the old taxi voucher program**

- **Seniors can book a ride through the Via app or can call a number to reserve (ride will be there within 5 to 30 minutes)**

- **All riders are charged $5 per ride but people with Massachusetts health benefits are charged 50 cents per ride**

- **The service operates Monday through Friday from 8 a.m. to 5 p.m. and Saturdays and Sundays from 9 a.m. to noon**

- **Passengers are transported in vans and wheelchair-accessible vehicles**

"
I want seniors to be able to stay in Newton and thrive. Reliable, safe, affordable transportation is a key to giving people options for staying involved in their community as they phase out driving. ***This is a ground-breaking program that I really think can be a game-changer.***

– Newton Mayor Ruthanne Fuller

Case Study – Arlington, Texas
## Replaced Fixed Bus Line

Video featuring Mayor Jeff Williams

Service specifications:
- End-to-end on-demand service in the US's largest city without a fixed route transit network
- Via built a flexible, customizable, and cost effective solution to optimize for CentrePort train station
- Expanded in 2018 to include door to door for seniors
- Area cities passed resolution expanding service

THE RAPID — Grand Rapids, MI

- Software as a Service deployment for an **exclusive paratransit service**

- Operated in partnership with The Rapid, aims to **use technology to eliminate core service mobility gaps**

- Reserved for **seniors, persons with disabilities and veterans** across Grand Rapids

- Launched in partnership with **Michigan Mobility Challenge funded by the Michigan DOT**

- Currently **5 WAV** vans

- Fares are **$3.50** with PCAs riding for free
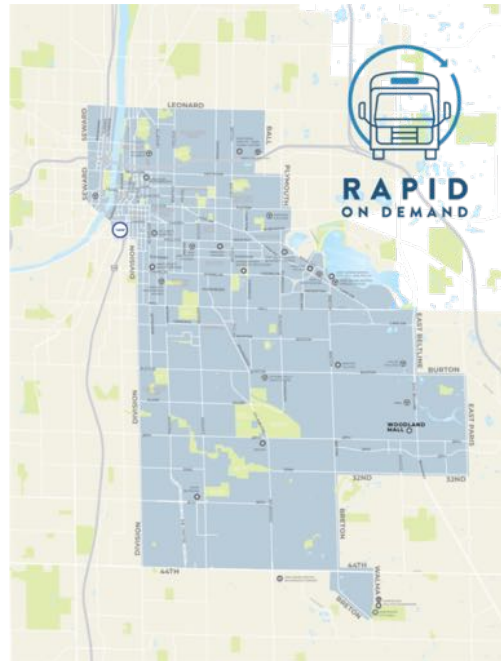
RAPID ON DEMAND

Via deploys on-demand service for The Rapid's paratransit system

Posted on August 5, 2019

Post a comment | Comments 0

Via formed a new paratransit deployment in partnership with Michigan's The Rapid. Called "Rapid On Demand," the new network is one of the first times an American transit

Requested Pickup
1875 Rosewood Avenue Southeast...

Grand Rapids

1 Passenger

Set Pickup
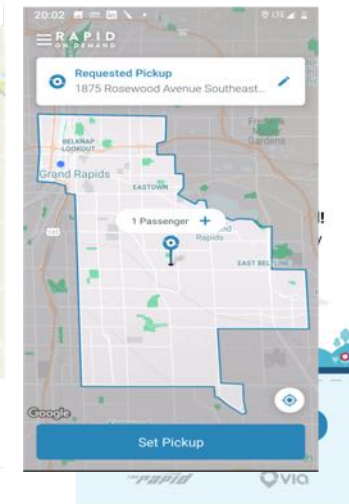
On-Demand Campus Shuttle

Harvard University

On-demand shuttle bus service located on the Harvard campus to enable students, faculty, and staff to move around efficiently at night.

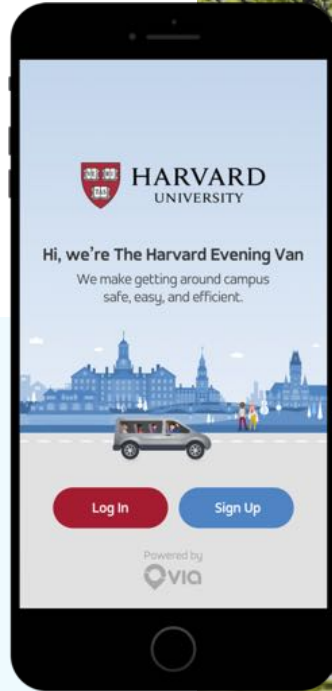|		
Launch	Summer 2018	
Number of vehicles	4	
Total trips to date	40,000	

"Reporting was always a challenge with Transloc. **With Via's integration with Tableau we get so much more data** that allows us to make sure our users are getting the type of service that they expect."

"Switching to Via gave us a **30% increase in ridership in the first month** and it hasn't stopped since."

West Sacramento On-Demand

- An end-to-end flexible transportation service, Via provides vehicle, drivers, software, data sharing and administration

- Connecting transit hubs with key community and employment destinations

- Complementing planning and redevelopment priorities by converting residents to active, car-free lifestyles

- Service customizations and marketing campaigns for limited mobility populations, including wheelchair-accessible Mercedes-Benz vehicles

  Rider 6-Month survey results:

  - 66% of respondents felt safer getting around town

  - 59% had a greater rate of independence (youth and seniors especially)

  - 50% are using the service over Uber/Lyft with reduction in VMT from riders shifting from Uber/Lyft

125,000 run-rate annual ridership	**4.5** average per-hour utilization
9 min average wait time	**4.9** avg rider rating (out of 5)

King County Metro
FMLM to 5 light rail stations

- Launched in **April 2019**, experiencing rapid growth in Month 1

- First/Last mile service connecting commuters to 5 light rail train stations

- Partnership with Sound Transit and the City of Seattle; part of the **FTA MoD Sandbox Program**

- Integration with **ORCA fare system** to facilitate seamless adoption and ride experience for existing public transit riders

Shuttle service to South Seattle and Tukwila light-rail stations

Starting April 16, travelers can now download the Via to Transit app, or call 206-258-7739, to order rides to or from five light-rail stations in South Seattle and Tukwila.

Existing Link light-rail line
☐ Station
■ Station with shuttle service
▨ Shuttle-service areas

0   2.5
MILES

Sources: Esri, Sound Transit

MARK NOWLIN / THE SEATTLE TIMES

6,000 +
rides in first month of service

170,000
run-rate annual ridership

7.5
min average wait time

Vision for Portsmouth

Service Zone and Vehicles

Size: ~16 sq. mi (Downtown ~2.5 sq. mi)

POIs: Downtown, McIntyre Federal Building, Pease Airport, C&J Busline, Hannaford

| KEY PERFORMANCE INDICATOR	DEFINITION	PORTSMOUTH SIMULATION RESULTS
Capacity	At scale, the number of rides each fleet size can accommodate.	5-vehicles: 15-25 rides / hour 10-vehicles: 40-80 rides / hour 15-vehicles: 150-195 rides / hour
Ridership	At scale, the number of rides per vehicle-hour, a measure of service efficiency.	3.0 - 13.0 rides / vehicle-hour
Average Wait Time	The average time between ride booking and pickup.	4-8 minutes
Average Trip Duration	The average time between boarding and alighting the vehicle.	7-15 minutes
Average Walking Distance	The average distance riders were asked to walk to the pickup location.	70-90 meters

SERVICE ZONE	FLEET SIZE	VEHICLE CAPACITY
2.5	**5, 10 & 15**	UP TO **7**
SQUARE MILES	VEHICLES including WAVs	PASSENGERS

Service Simulation
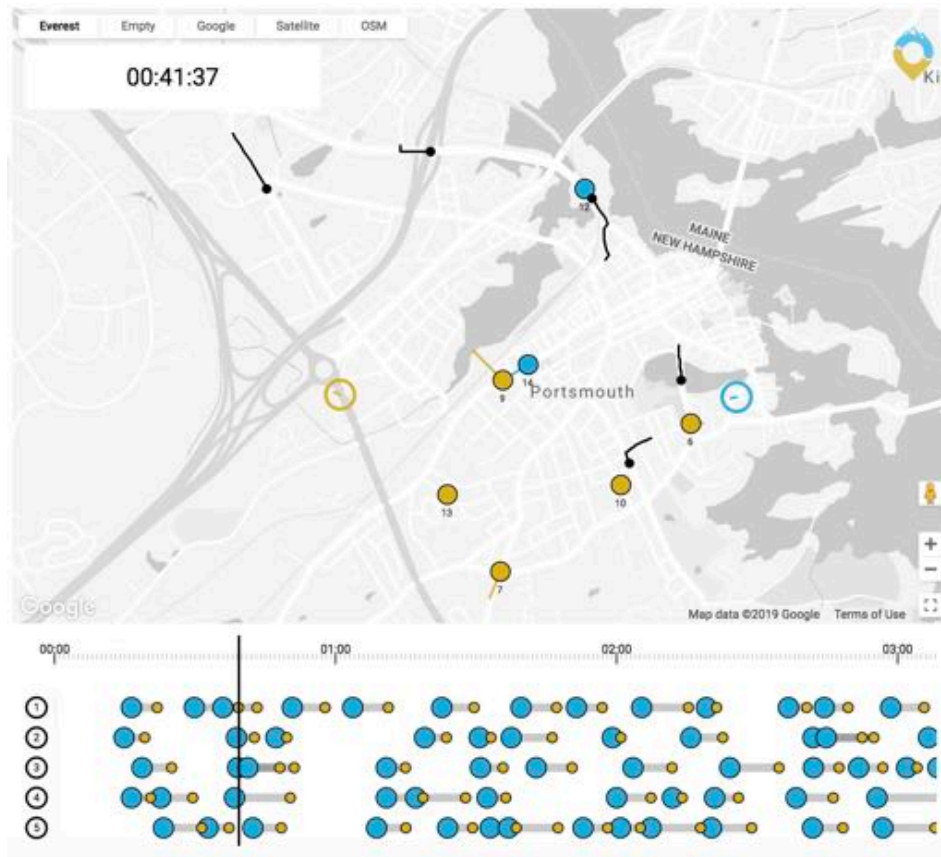
Potential Partners

Developers / Projects	Local Employers / Hotels	Transit Operators

Developers / Projects

- Kane Company – Portsmouth Federal Building project
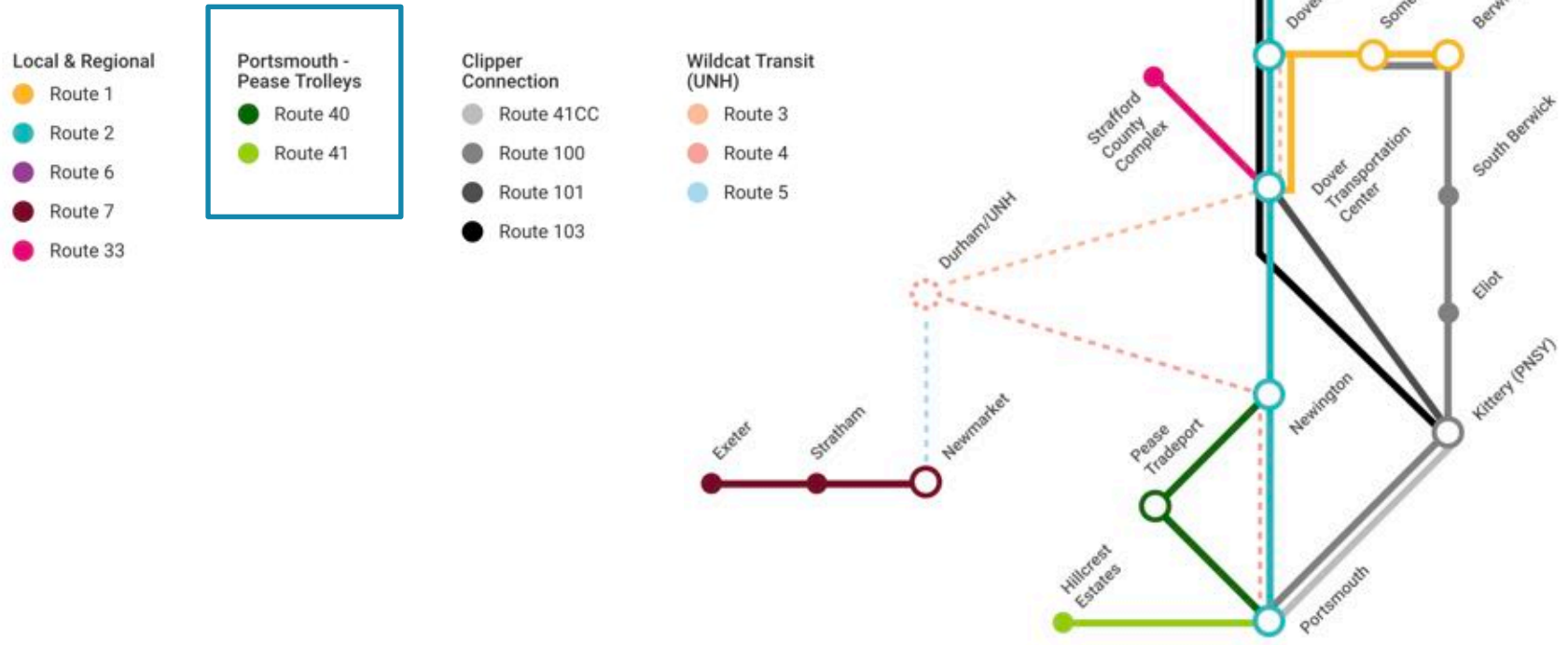- Pease Development Authority – On-prem and connecting services

Local Employers / Hotels

- Juliet Marine Systems
- Kittery Naval Shipyard
- Lonza, Novocure and Optive
- Courtyard, Sheraton, Residence Inn etc.

Transit Operators

- C&J Bus – First/last mile service to Portsmouth/Pease hub
- COAST bus – Fist/last mile to Portsmouth/Pease Tradeport

Opportunity to bolster COAST Service through First-Last Mile Feed

Local & Regional
- Route 1
- Route 2
- Route 6
- Route 7
- Route 33

Portsmouth - Pease Trolleys
- Route 40
- Route 41

Clipper Connection
- Route 41CC
- Route 100
- Route 101
- Route 103

Wildcat Transit (UNH)
- Route 3
- Route 4
- Route 5

Best-in-class operations platform

avis budget group

Vehicle Program
- World-class fleet manager
- Proactive fleet maintenance
- Advanced carshare technology

Fleet Optimization
- Fleet management
- Scheduling optimization
- Advanced planning

Driver Partner Program
- Extensive background check
- In-person training
- Guaranteed, predictable earnings

Reports and Shared Data
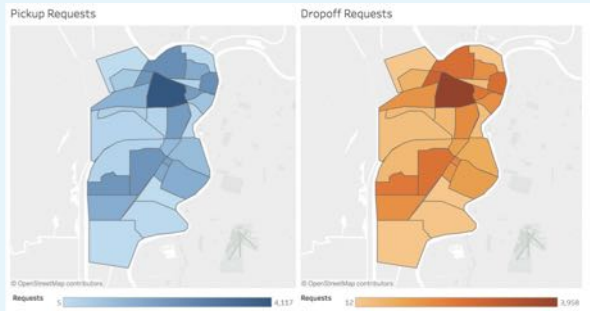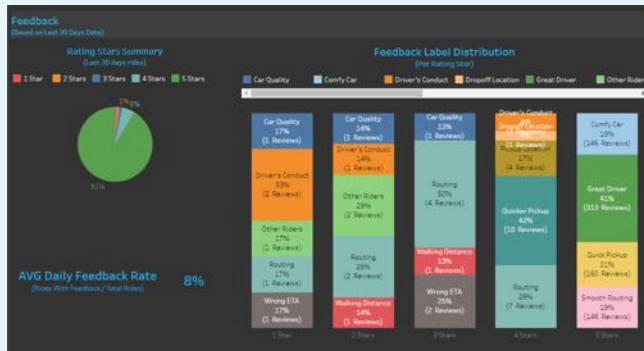
Origin / Destination Heat Maps

Customer Feedback Dashboard

And more including:

- Growth Dashboard
- Rides Table
- Daily Reports
- Bespoke reports

Via's experienced data science team will provide high-touch support and bespoke reports upon request

City Dashboard

Daily Report

Efficiency Dashboard

Via's Streamlined Launch Methodology

	GOALS	CORE TASKS
PHASE I *Scoping & Design*	***Service Strategy & Tech Input***	• Service Zones • App / Tech Input • Marketing Strategy • Operational/Fleet Strategy
PHASE II *Execution*	***Tech Development & Marketing / Operations Execution***	• App & System Development • Routing / Mapping • Marketing Execution • Operational Execution • Set up 3rd party tools
PHASE III *Testing*	***Testing & Training***	• App QA • Field Testing • Driver / Customer Support Training

Full Partner Support

Rider support

- Live support by calling or texting member service agents who can resolve cast member issues

- Email support for non-urgent issues

- Dedicated online FAQ

- Phone booking for non-smartphone users

Driver support

- Onboarding and in-person training

- Cultural sensitivity training

- Dedicated, Portsmouth based operations manager

- Live SMS / phone support

We are Committed to our Partners' Success

Regular and Fixed Meetings	Technical Support	Analytics and Consulting

- Review system performance and KPI's
- Scope new strategy and marketing initiatives for growth
- Set strategy for, key initiatives, and needs for upcoming months

- Ticketing system to address technical support
- Ex: Routing questions, pick-up/drop-off point updates, turn restrictions, etc.
- Full visibility into request and expected date for resolution/completion

- Implementation of marketing and complex growth initiatives
- Creating additional dashboards and guiding service expansion
- Business case and unit economics analysis

Thank you.