



The evolution of a microtransit partnership.

Providing equitable and efficient transportation in Green Bay.

October 2021

Panelists:



Patricia Kiewiz
Transit Director, City
of Green Bay



Matthew Deery
Partner Success &
Expansion, Via

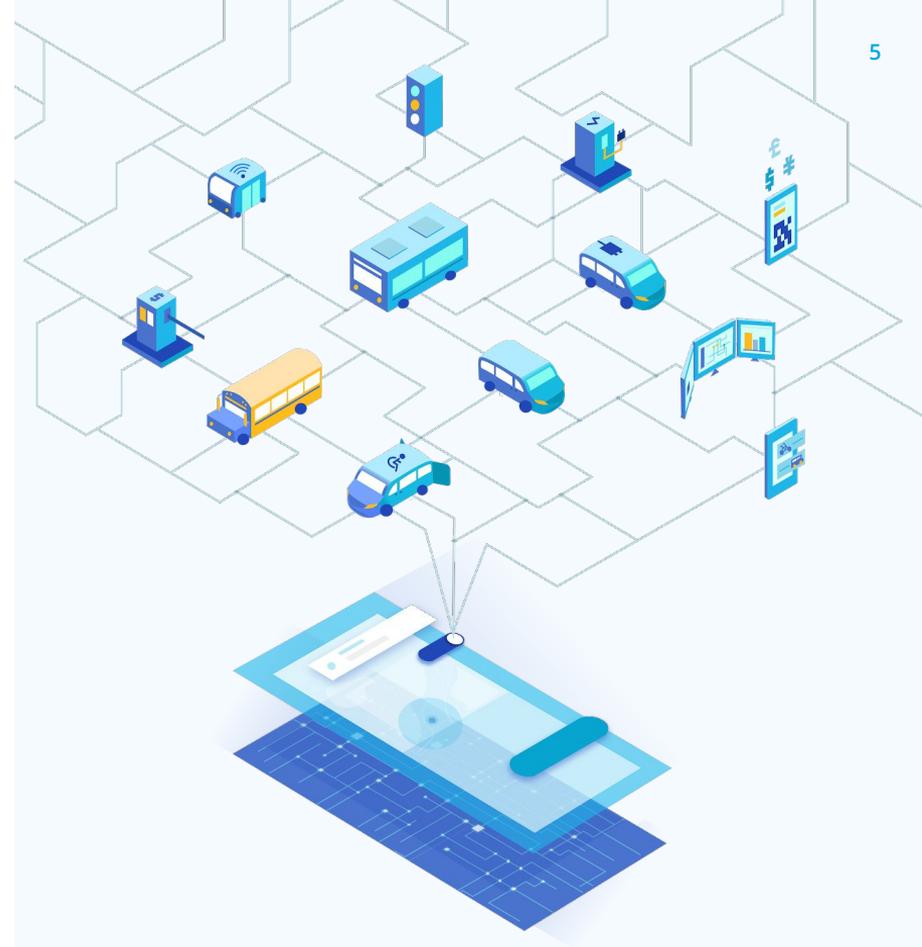
Green Bay Metro Introduction

Via Introduction

Our mission.

To build the world's most efficient, convenient, and accessible shared mobility solutions.

We strive to be the digital infrastructure powering public transit for cities, transit agencies, and private operators.



Via provides a fully-integrated solution for every aspect of public mobility.



On-demand public transit

- First-and-last-mile
- Transit deserts
- Replace underperforming bus routes



Fixed-route public transit

- Scheduling
- Capacity management



Paratransit / NEMT

- Accessible transport
- Health care



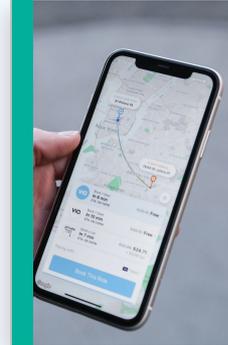
School buses

- Routing
- Bus & student tracking
- General and special Ed



Transit planning services

- Consulting services
- Network optimization
- Advanced simulations



Integrated mobility

- Multi-modal & multi-leg trip planning
- Payments/ticketing

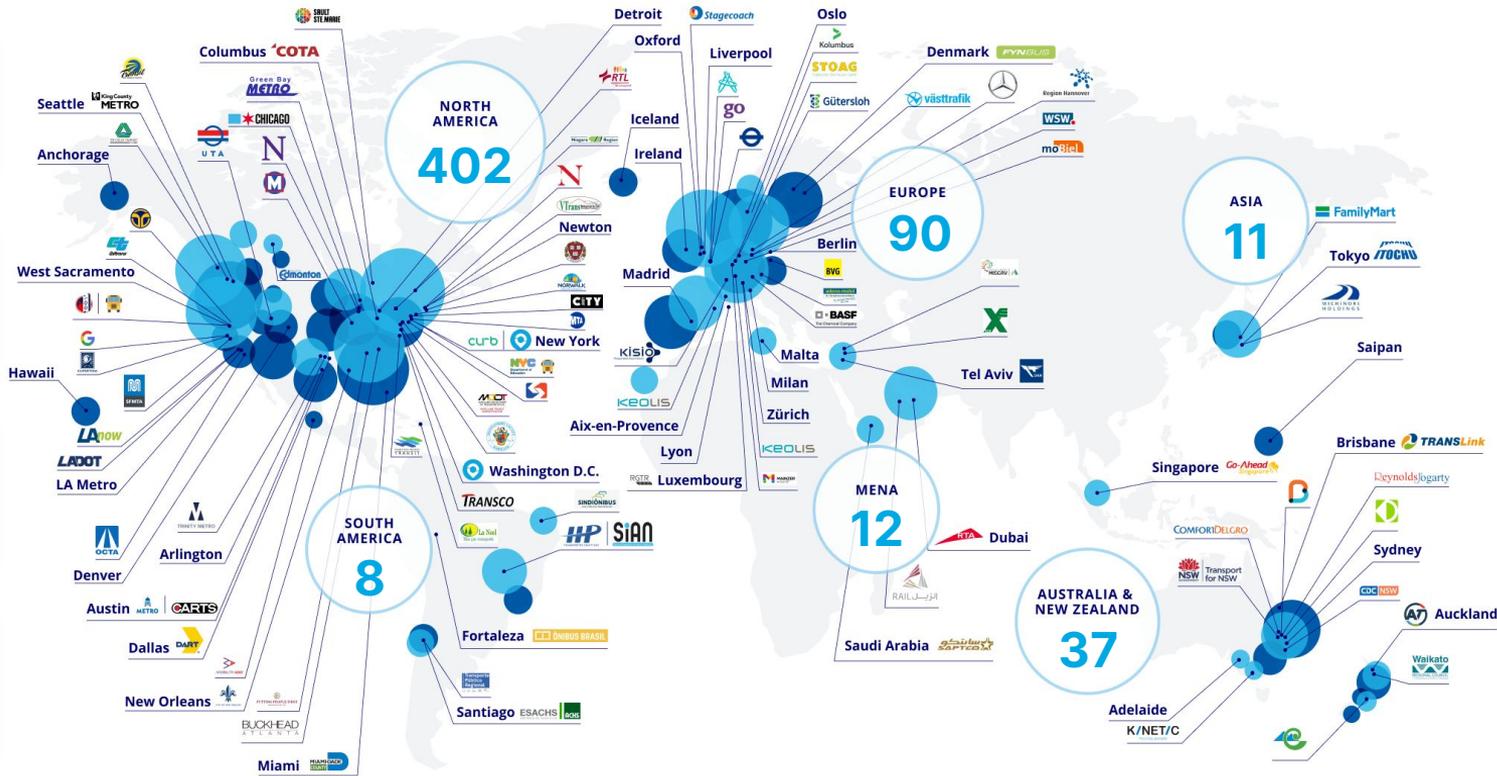
Via is the world's leading provider of advanced public mobility solutions

500+ Partnerships

40 Countries

350+ Engineers

90M rides



Our story

Our partnership evolution

- Mar 20** — Green Bay Metro first partnered with Via to provide ADA paratransit service
- Aug 20** — Launched microtransit pilot
- May 21** — Public information hearings on proposed microtransit expansion
- Jun 21** — Transit Commission approval of expansion and network redesign
- Aug 21** — Expanded microtransit zone launch in coordination with network redesign
- Future** — Additional collaboration opportunities...



Paratransit service: March 2020-present

Background:

Amidst the backdrop of the COVID-19 pandemic, Green Bay Metro and Via first partnered to provide Green Bay's ADA paratransit service. Service launched in late March 2020, with an initial fleet of 12 vehicles.

Results:

- 98% on time performance since launch, with ridership recovering to approximately 70% of pre-pandemic levels
- Introduced rider app and web booking portal to allow paratransit riders to book trips digitally for the first time
- Achieved utilization rates of 2.0+ consistently as demand has rebounded from pandemic lows



“

Via makes things extremely easy for him, and they are always very thoughtful of Luke and our family throughout the service.”

— Mother of paratransit rider

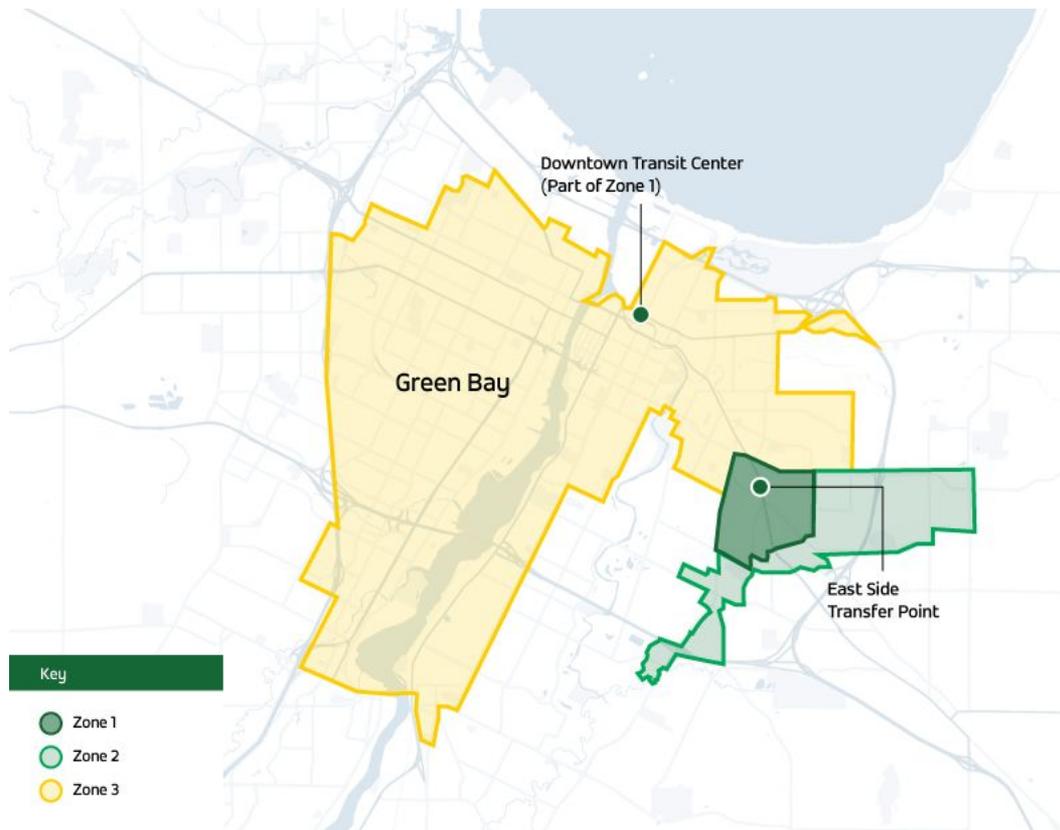
Microtransit pilot - August 2020 to August 2021

Service Design:

Daytime service operating within zones 1-2, with travel within zone 1 restricted. Night service available in all three zones.

Goals:

- Provide transit coverage in areas of reduced fixed route service
- Introduce Green Bay community to microtransit and proof of concept, set stage for more
- Efficiently leverage excess vehicle supply of paratransit fleet resulting from COVID ridership impacts



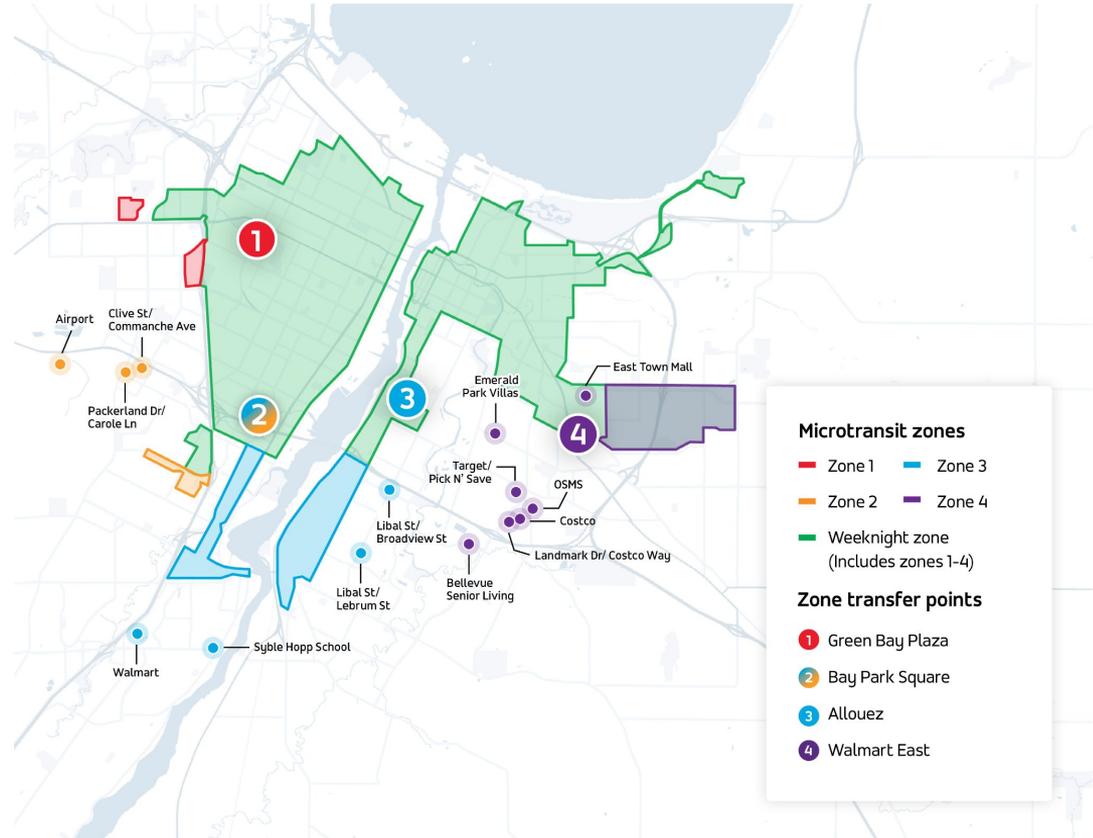
Microtransit expansion: August 2021

Service Design:

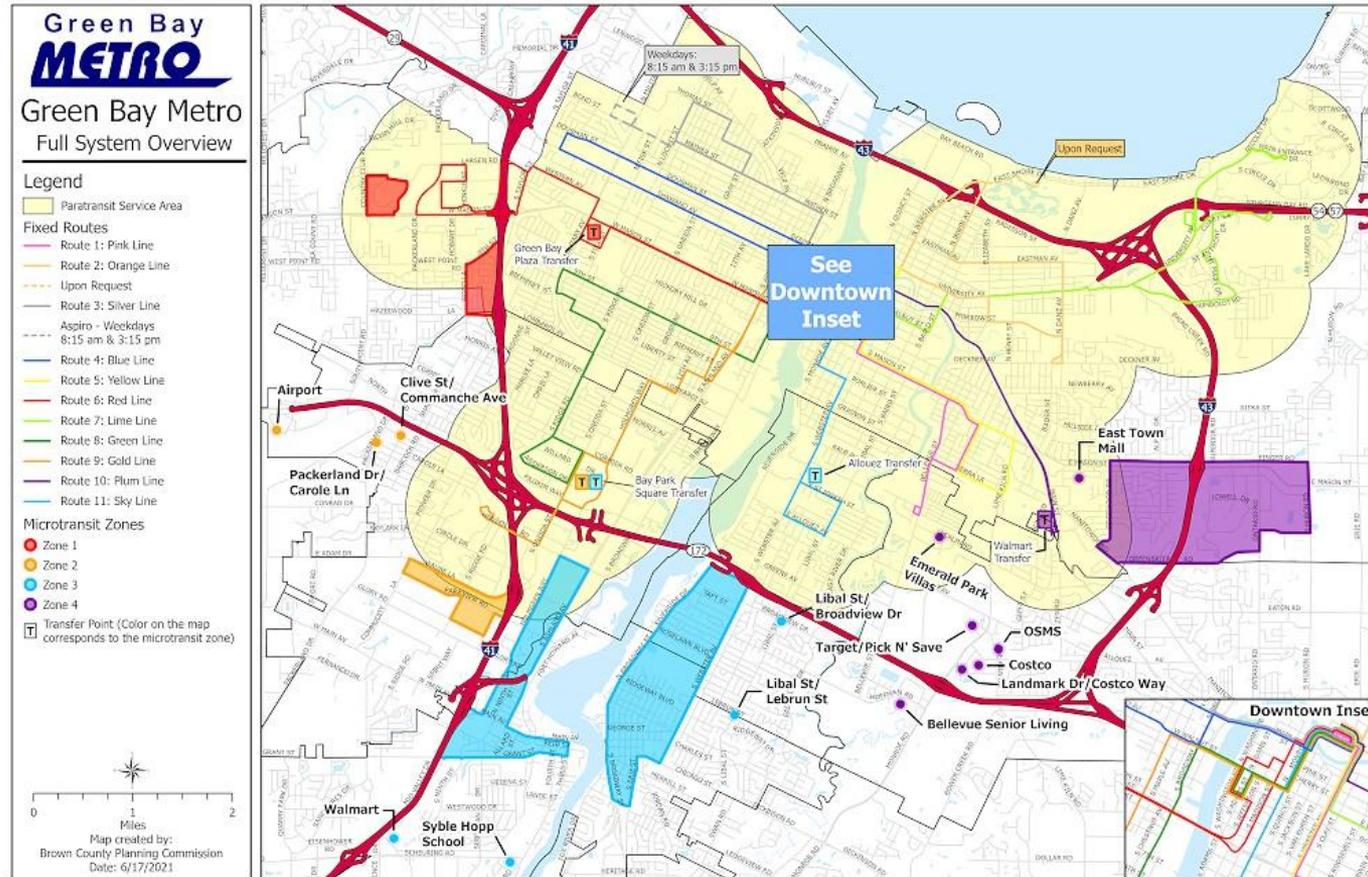
Daytime service operating in zones 1-4.
Interzone travel allowed, with travel to/from transfer points restricted to corresponding zones only. Night zone combines green zone with zones 1-4.

Goals:

- Fill in fixed route service gaps created by broader system route redesign
- Build on success of microtransit pilot to create integrated microtransit/fixed route system that provides multiple options for all riders
- Increase overall system efficiency by leveraging appropriate modes in various city areas



End state - a fully integrated system for all riders across modes



Questions?

Thank you.