



Microtransit in Westborough

Board of Selectmen | September 8th 2020

On-demand transit operators working on a global scale.

120+
partnerships

20+
countries

2m+
rides/month

350+
engineers

NORTH AMERICA

- | | | | |
|-------------------------|------------------------|-----------------------------|-----------------------|
| Austin, TX | Fort Worth, TX | Mountain View, CA* | Salt Lake City, UT |
| Arlington, TX | Grand Rapids, MI | Newton, MA | Sault Ste. Marie, ON |
| Atlanta, GA* | Green Bay, WI | Niagara, ON | Seattle, WA |
| Baldwin County, AL* | Hampton Roads, VA | New York, NY | Shasta, CA* |
| Birmingham, AL | Harvard University, MA | North Bay, ON* | St. Clair County, IL* |
| Boise, ID* | Jersey City, NJ | Northeastern University, MA | St. Louis, MO |
| Chicago, IL | Kennewick, WA | Norwalk, CT | Washington, DC |
| Columbia University, NY | Las Vegas, NV* | Northwestern University, IL | West Sacramento, CA |
| Columbus, OH | Lone Tree, CO | Orange County, CA | Wilson, NC* |
| Contra Costa, CA* | Los Angeles, CA | Pacifica, CA | Worcester, MA* |
| Cumberland County, PA* | Miami, FL* | Pasco, WA | |
| Cupertino, CA | Montgomery County, MD | Richland, WA | |
| Detroit, MI | Montreal, QC | Sacramento, CA | |

SOUTH AMERICA

- Brasília*
- Fortaleza
- Goiania
- Santiago*

*Launching soon
Via or ViaVan cities

EUROPE

- | | | | |
|------------------|--------------|----------------------|--------------|
| Amsterdam | Helsinki | Malta | Switzerland* |
| Aix-en-Provence | Leicester | Milan* | Tees Valley |
| Anglet | Liverpool | Milton Keynes | Tours |
| Berlin | London | Nancy | Wales |
| Bielefeld | Lübeck | Neumünster | Zurich* |
| Bordeaux | Ludwigshafen | Oberhausen | |
| Brandenburg | Lyon | Oslo | |
| Bremen | Madrid | Oxford | |
| East Midland | Mainz | Sevenoaks | |

MIDDLE EAST

- | | |
|-----------|------------|
| Abu Dhabi | Jeddah |
| Buraydah* | Jerusalem* |
| Doha | Misgav |
| Dubai | Tel Aviv |

ASIA

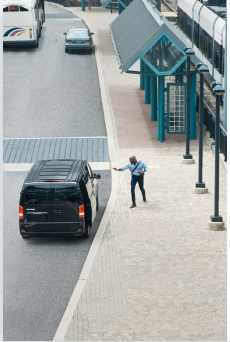
- Fukushima*
- Singapore
- Tokyo

AUSTRALIA & NEW ZEALAND

- | | |
|-----------|-----------|
| Adelaide | Newcastle |
| Auckland | Sydney |
| Canberra | Timaru |
| Hamilton* | |



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



On-demand public transit

- First-and-last-mile
- Urban/rural
- Night bus



Fixed-route public transit

- Scheduling
- Capacity management



Paratransit / NEMT

- Accessible transport
- Health care



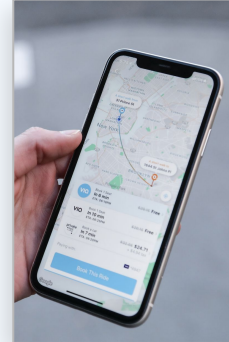
School Buses

- K-12
- General and special education



Corporate and university shuttles

- Campus
- Employee
- Airport



Integrated mobility

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

How it works: smart rides with virtual stops.



Pairs riders traveling along the same path



Matches riders with the best vehicle for that shared journey



Directs riders and drivers dynamically to the best virtual stop

Project Summary

Summary: Microtransit service to help increase mobility within Westborough, MA

Anticipated consumers: Commuters who currently rely on the community shuttle service and new riders attracted by increased convenience & coverage.

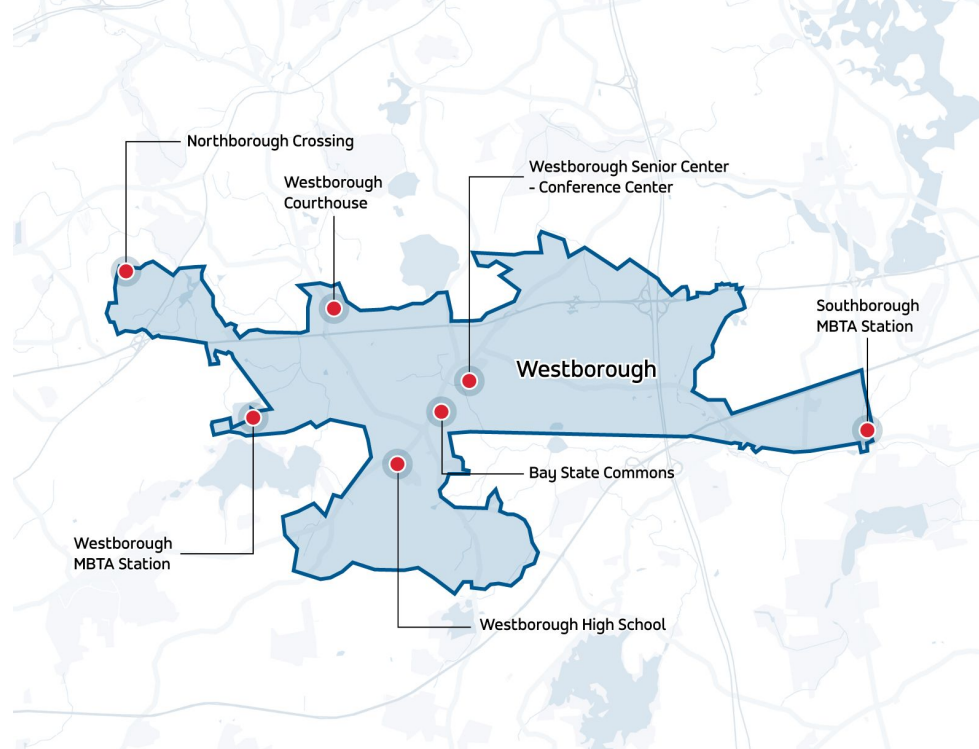
Main Goal: Provide reliable, affordable, accessible public transit in Westborough to enable access to MBTA stations, employment hubs and points of interest (e.g. Northborough Crossing, Senior center)

Planned launch: September 22, 2020

of vehicles at launch: 4 (including 1 Wheelchair Accessible Vehicle)

Service zone: Greater Westborough area including both Southborough & Westborough MBTA Stations

Service times: Mon-Fri, 7am-7pm



Service details

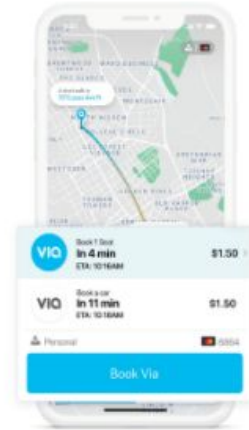
- Rides will be \$2, with rides to or from the MBTA train stations at \$1
- Rides can be booked with a pick-up address from anywhere in the zone, to a drop-off address anywhere in the zone
- Vehicles have limited capacity to ensure social distancing
- 4 vehicle fleet including 1 Wheelchair Accessible Vehicle



Marketing outreach

- First month of service all rides are free of costs
- Online campaign including Via & WRTA social media accounts
- Outreach to local entrepreneurs & shops - offering printed marketing material
- Riders can refer other riders with the Via app - earning free ride credit

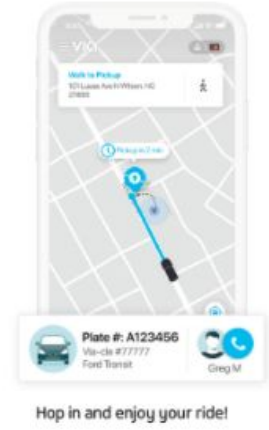
Choose the ride option that's best for you, then tap **Book Via**.



Follow the dotted line in the app to get to your exact pickup location, which may be a short walk.



We'll display your driver's name, vehicle model, and license plate number to help you locate your ride.



Hop in and enjoy your ride!