



SR 25-142 Item 3.C.

Via believes in a world  
where everyone has  
access to efficient,  
affordable mobility





CITY OF  
*Richmond* CALIFORNIA

# City of Richmond + Via

AC Transit Board Meeting Update

January 2025

## Agenda

1. Introduction
2. Richmond Moves Impact
3. Richmond Moves App

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

750

Partners

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40

Countries

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140M

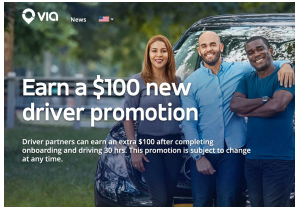
Rides Served



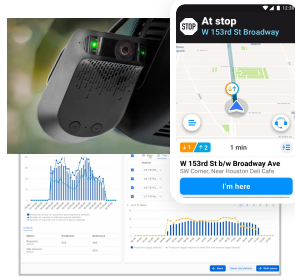
# With nearly 100 turnkey services, Via is the world's largest microtransit operator

Best-in-class driver, fleet, and safety management

Trusted by many of the country's largest agencies:



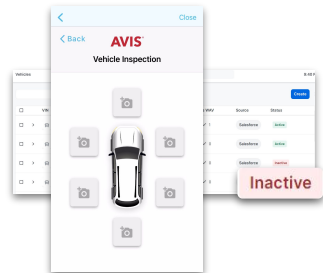
Proven driver acquisition playbook



Tech-enabled operations



Rigorous driver vetting and training

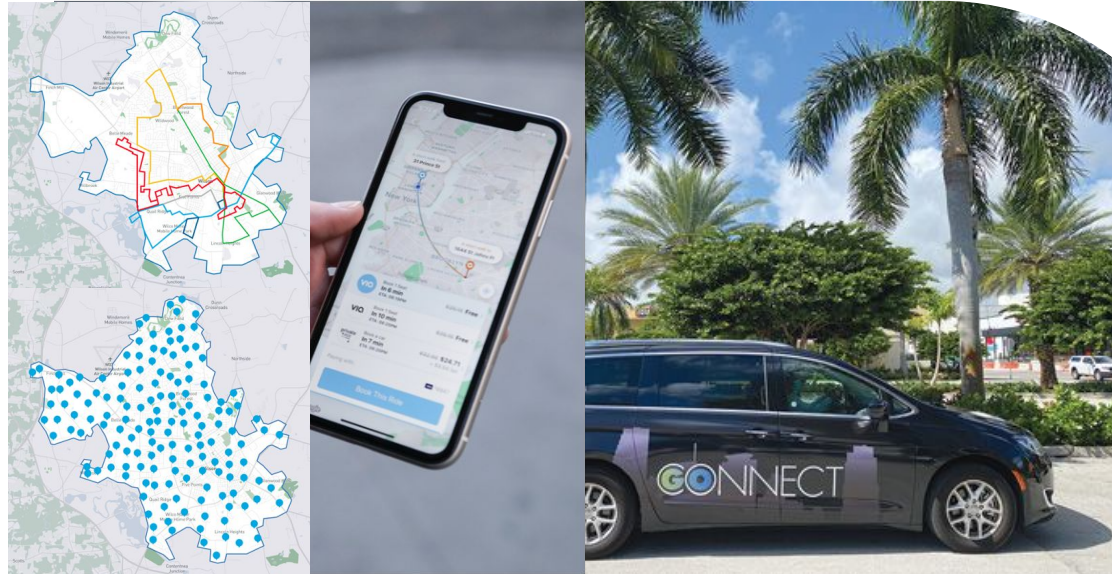


Data-driven fleet maintenance program



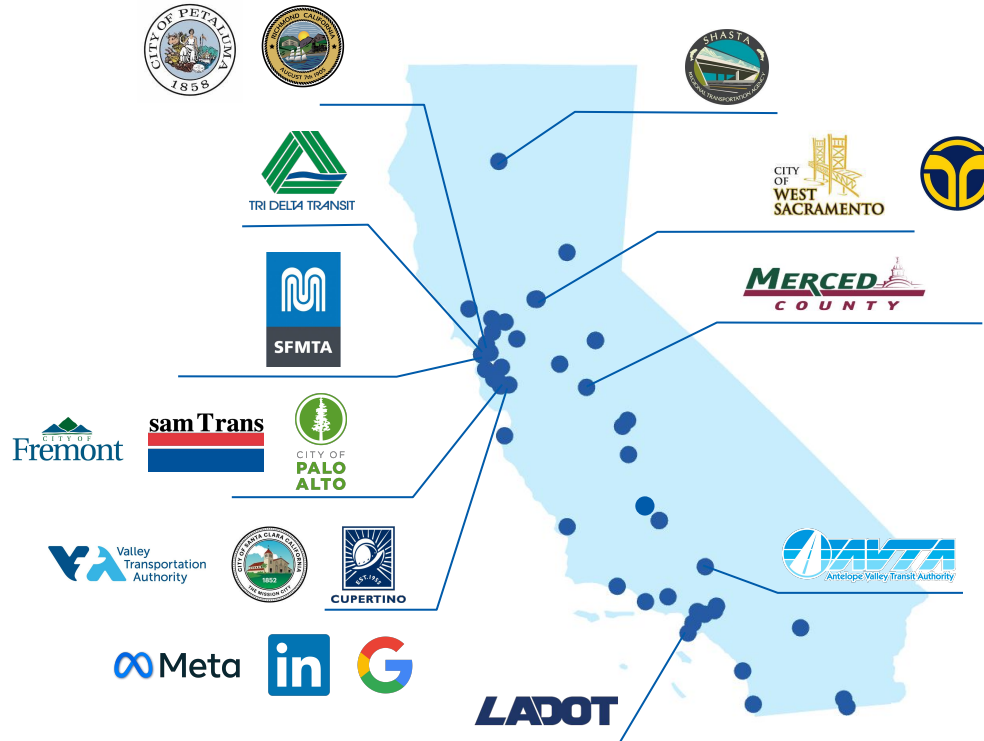
# How municipalities use on-demand microtransit

- 1 Improve access** to jobs, healthcare, and other locations
- 2 Lower cost** of delivering transit services
- 3 Create connectivity** between neighborhoods
- 4 Increase flexible mobility** options



Via background and experience

Across California, we partner with dozens of cities and transit agencies to increase access to opportunity and reduce emissions



Microtransit services in Cupertino and Palo Alto have been highly successful at boosting transit ridership and advancing city goals



**80,000**

estimated MTCO<sub>2e</sub>  
gHg reduction



**52%**

of riders would  
otherwise have taken a  
private car



*"Silicon Valley Hopper has pioneered micro-transit for Cupertino. These shuttles are not just a way to get from Point A to Point B; they increase mobility and enhance connectivity for our community and neighbors. Its popularity has already paved the way for significant expansion, geographically and environmentally."*

*- Sheila Mohan, Mayor of Cupertino*



# SFMTA Partnership: Bayview Community Shuttle

Launched November 2024



Community oriented turnkey microtransit

- 7 am-7 pm Mon-Fri
- 10 am-6 pm Weekends



Fleet of 6 Ford Transit EVs, growing to 8 in year two



Corner to corner service, door to door for passengers who require accommodations



App based service, with multilingual call center to support phone bookings and customer support



### External access points.

- |   |                                    |
|---|------------------------------------|
| <b>A</b> 22nd St Caltrain Station       | <b>C</b> 24th St BART Station      |
| <b>B</b> San Francisco General Hospital | <b>D</b> Bayshore Caltrain Station |

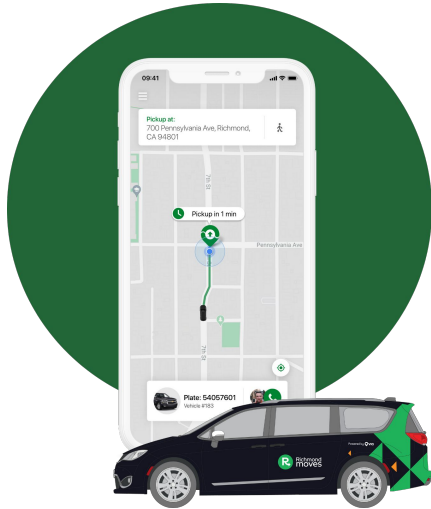
### Example destinations.

- |   |  |
|---|--|
| <b>1</b> Thurgood Marshall Academic High School | <b>4</b> Dr. George W. Davis Senior Center       |
| <b>2</b> Bayview Opera House (BVOH)             | <b>5</b> San Bruno Ave Business Corridor         |
| <b>3</b> Bayview Hunters Point YMCA             | <b>6</b> Candlestick Point State Recreation Area |

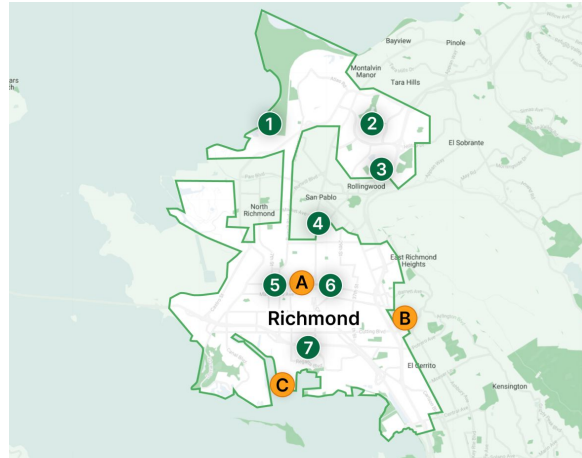
**Bayview-Hunters Point zone with "point" destinations at SF General Hospital, 24th St BART station, and Caltrain**

# Richmond Moves aims to provide reliable, affordable transportation around the city

## Rider App & Vehicles



## Service Area



## Service Basics

### Price:

\$2 per ride.  
Students & seniors ride free.

### Service hours:

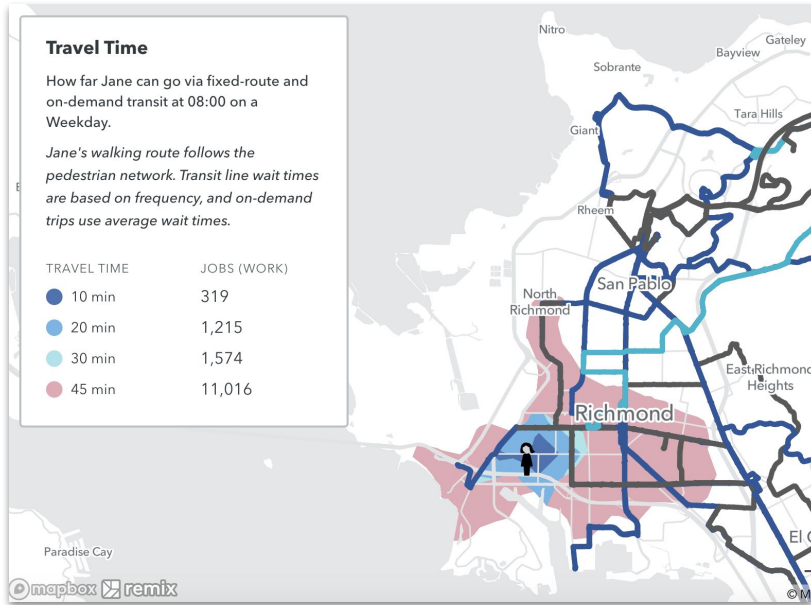
Monday to Friday 7am - 7pm

### Accessibility:

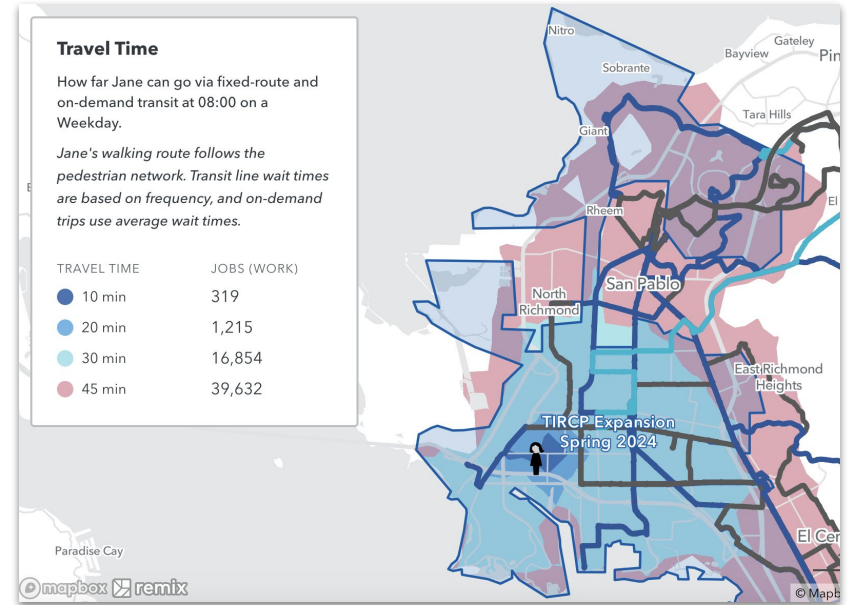
Wheelchair accessible vehicles are available.

# Richmond Moves expands transit access throughout Richmond

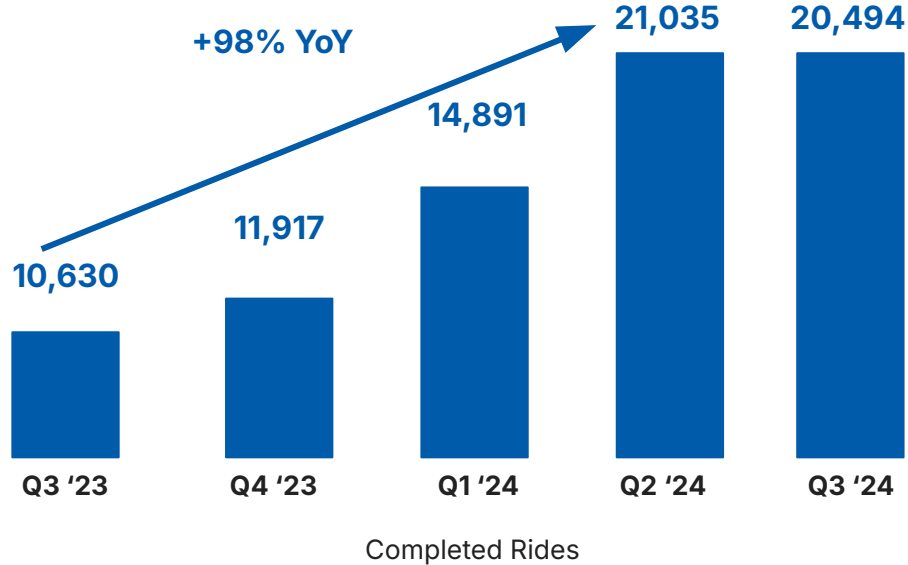
## Transit Access without Richmond Moves



## Transit Access with Richmond Moves



# The April zone expansion has contributed to drive rapid growth in Richmond Moves



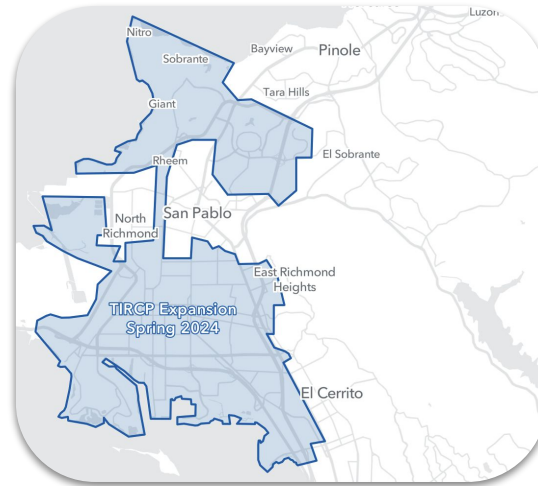
***'Richmond expands microtransit ridesharing program, sees its weekly ridership double'***



# District 4 Expansion

## New Locations

- De Anza Senior High School
- Pinole Valley High School
- Pinole Valley Park
- Murphy, Sheldon, Valley View, Ellerhorst Elementary Schools
- Wildcat Canyon Regional Park
- Additional shopping centers (Trader Joe's, Sprouts, etc.)



**Current zone**

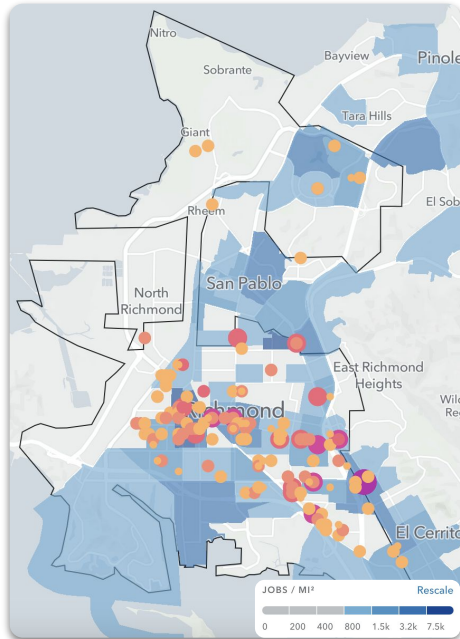


**Future zone**

# Richmond Moves makes a real difference to the lives of residents

## Connecting your residents with jobs

Ride locations overlaid with jobs per square mile



## Delivering a critical service for riders

Rider survey examples

*“As I get older independence is important and being able to get a ride makes me feel more independent.”*

*“This is such an important service... when I have to use the bus to get to work it adds hours to my day and with my limited mobility it's hard to get those last few blocks.”*

*“I really enjoy the flexibility and affordability Richmond Moves provides.”*

*“It is a very reliable and enjoyable and affordable service!”*

# Richmond Moves delivers on the city's environmental objectives

**50%**

of rides replace trips previously served in single occupancy vehicles

**-15 tons**

of CO2 emissions avoided per year

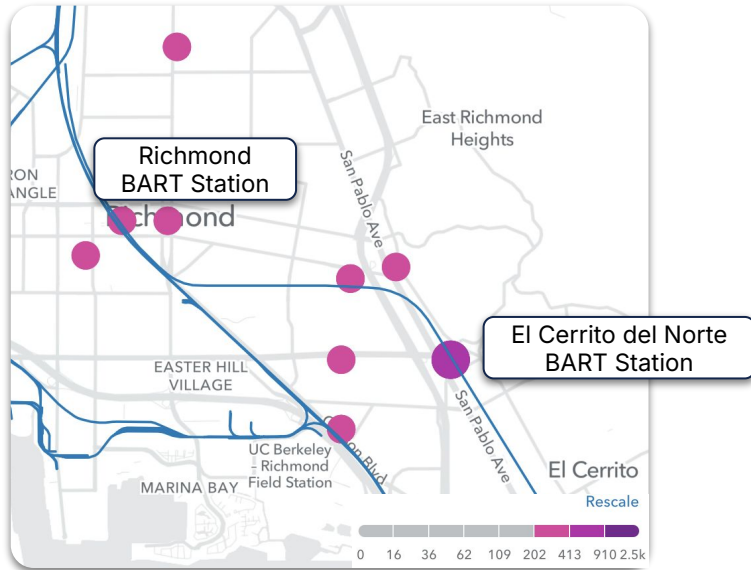
## Fully electric fleet



# Richmond Moves connects riders to other forms of public transit

## Connecting to the rail network

Most popular ride PU/DOs overlaid with rail network

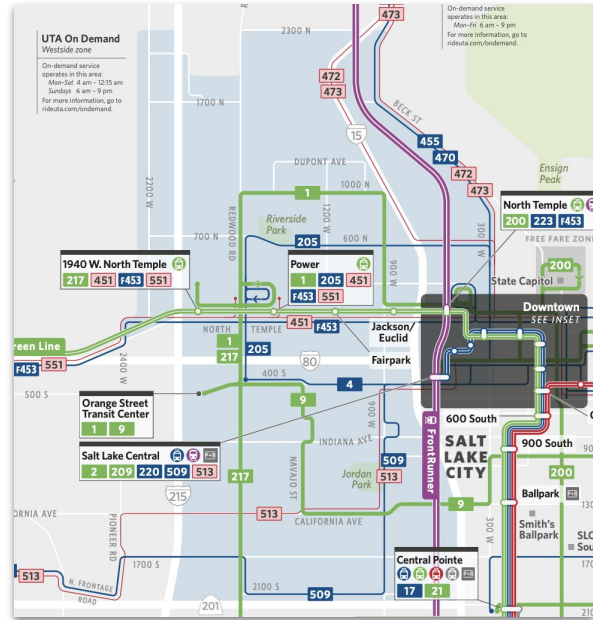


**30%**  
of trips connect to  
BART or Richmond  
Ferry stations

“I work in San Francisco and being able to get affordable ride to the Richmond ferry terminal is great thru Richmond Moves.”

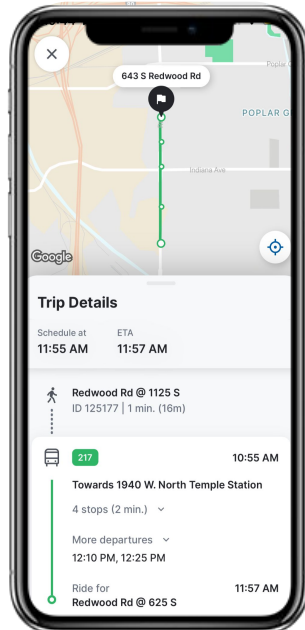


In other services, Via has seen that the introduction of microtransit has corresponded with an increase to fixed route ridership



After microtransit was introduced in Salt Lake City, ridership on overlapping **fixed route lines increased by over 24%**; Via could help conduct a similar analysis leveraging AC Transit ridership data

# Via is working to update the Richmond Moves app to better highlight AC transit options



- Via updated the Richmond Moves app to display AC transit bus options
- Via and Richmond plan to analyze how ridership overlaps with the AC transit network
- If appropriate, Via and Richmond can decide to deploy logic to hide microtransit options when a bus is available



**Thank you!**

Garrett Brinker  
Director of Partnerships, Via  
[garrett.brinker@ridewithvia.com](mailto:garrett.brinker@ridewithvia.com)