



CITY OF
Richmond CALIFORNIA

SR 24-416 Item 3.E.

Richmond Moves

Service Update



June 2024

Overview of Via, Microtransit, and Richmond Moves

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

700+

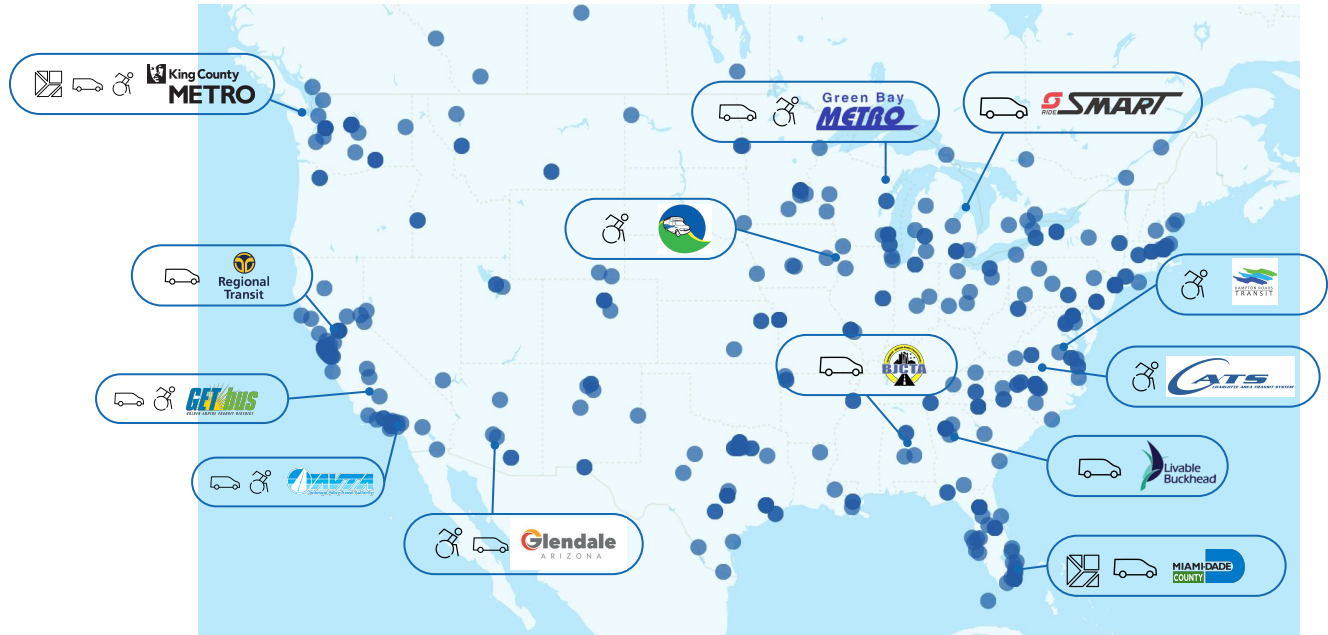
Partners

40

Countries

120M

Rides served



Via Overview

Via has a deep commitment to transit in California

50+

Partners since 2015

2.6M+

Rides

70

Local CA employees



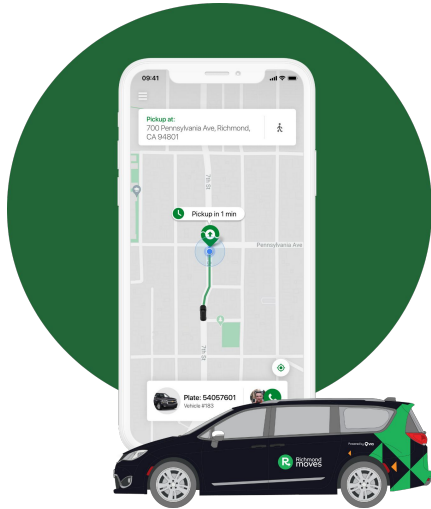
What is Microtransit?

Microtransit (sometimes called “on-demand transit”) is tech-enabled transportation where routing algorithms use real-time, on-the-ground information to group passengers into **shared rides**.

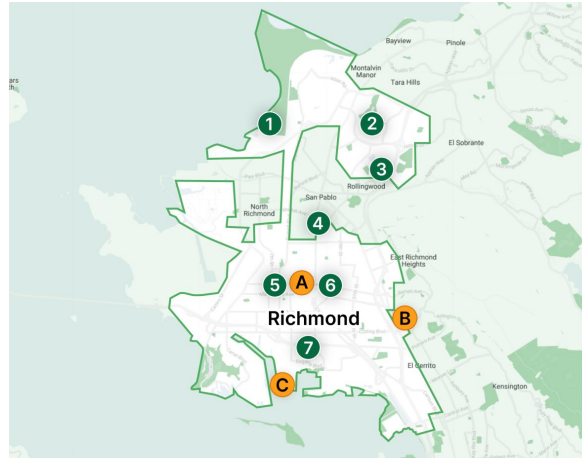


Richmond Moves aims to provide reliable, affordable transportation around the city

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.

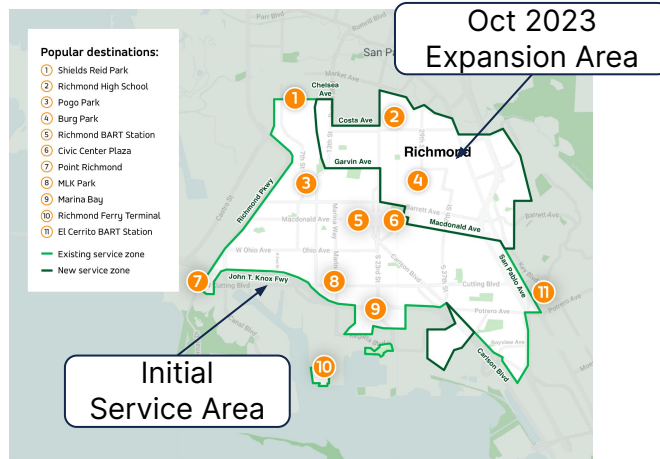
Richmond Moves has gradually expanded to cover more of the city since 2022

Initial Service Area



Funded through a Clean Mobility Options grant, using PHEVs

October 2023 Expansion



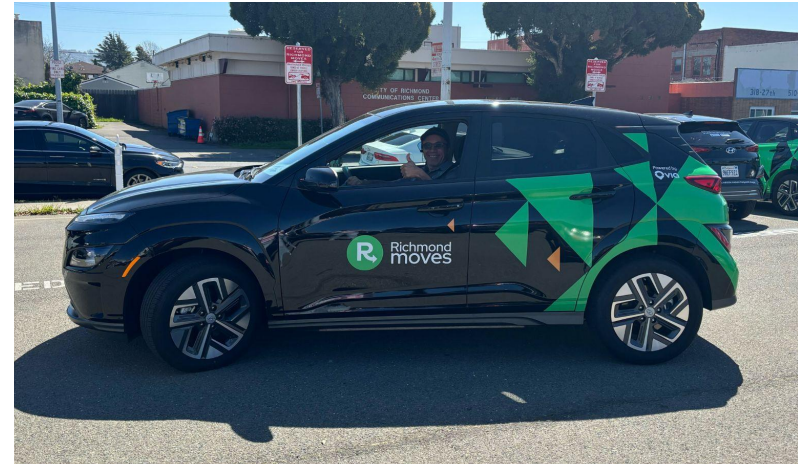
Funded through additional Clean Mobility Options funds, using PHEVs

April 2024 Expansion



Funded through a CA TIRCP grant, using ZEVs

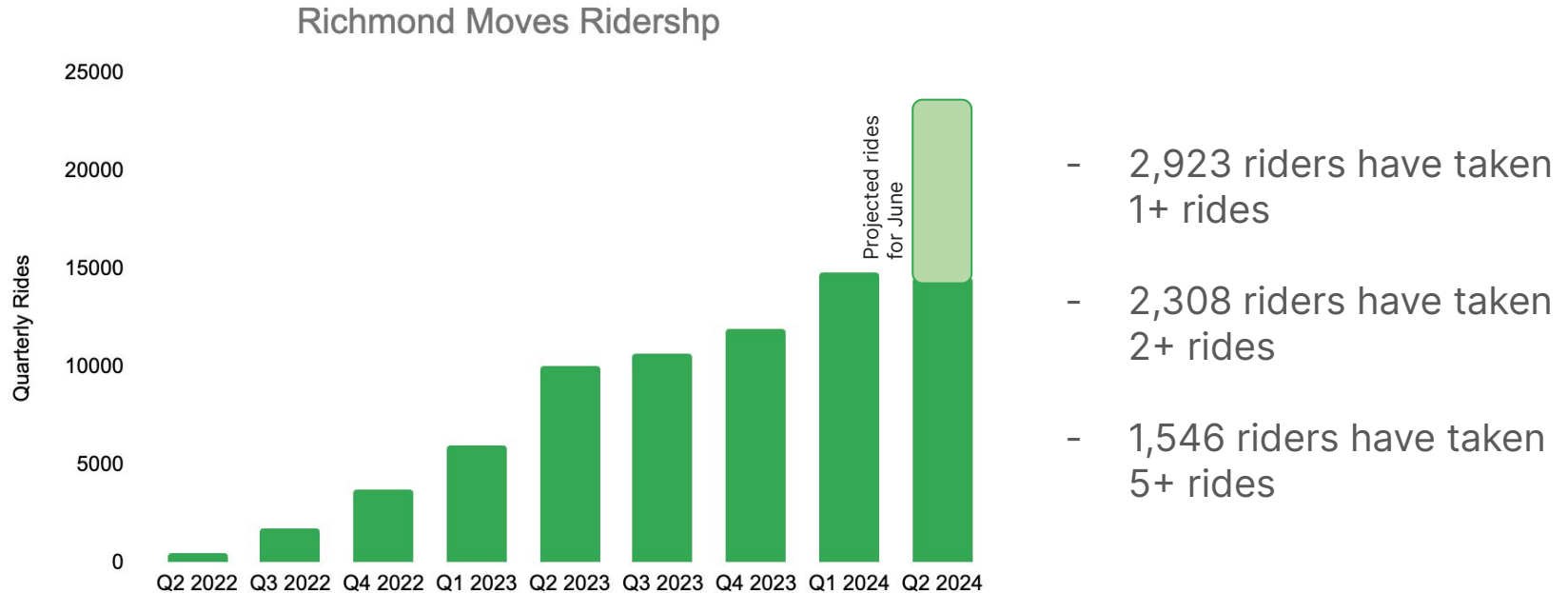
The Richmond Moves fleet is fully electric as of April 2024!



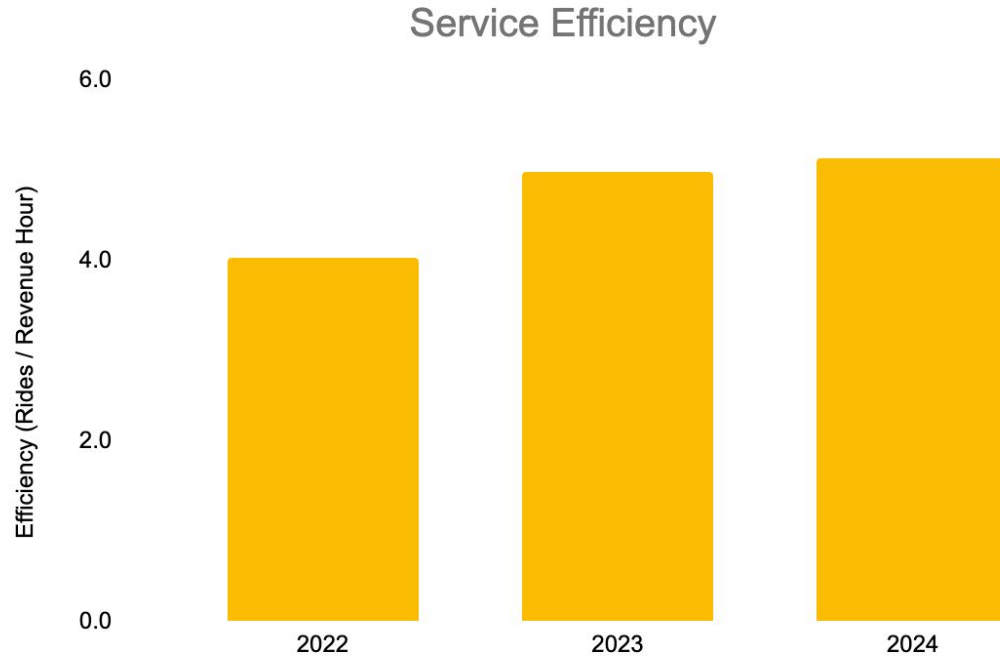
Richmond Moves Service Performance

Richmond Moves Ridership

The Richmond moves program has grown quickly, with over 74,000 rides provided since the service launched

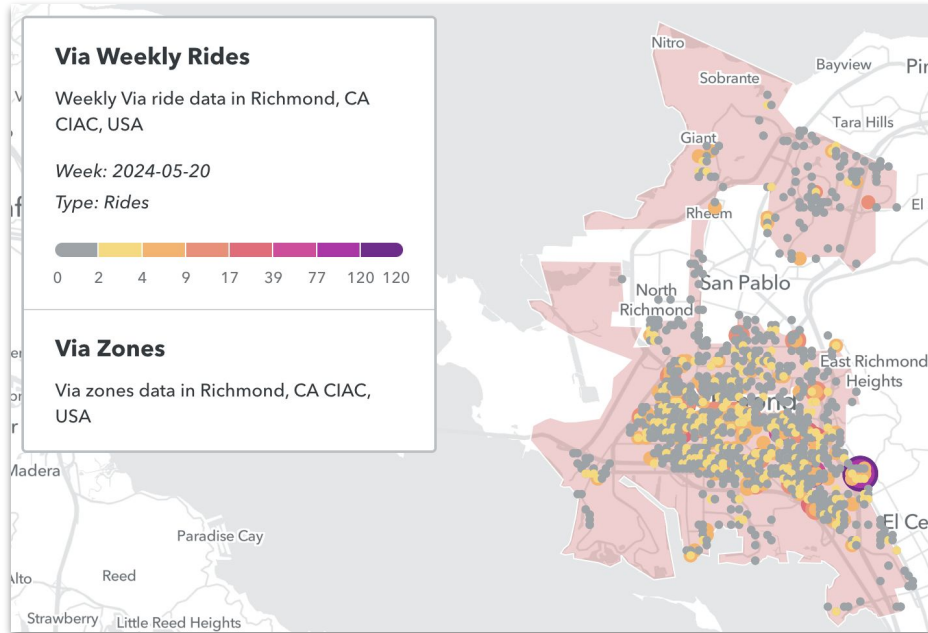


As ridership has grown, the service operated much more efficiently



Richmond Moves serves 5.1 rides per revenue hour, compared to the CA state average of 2.8 for demand response services*

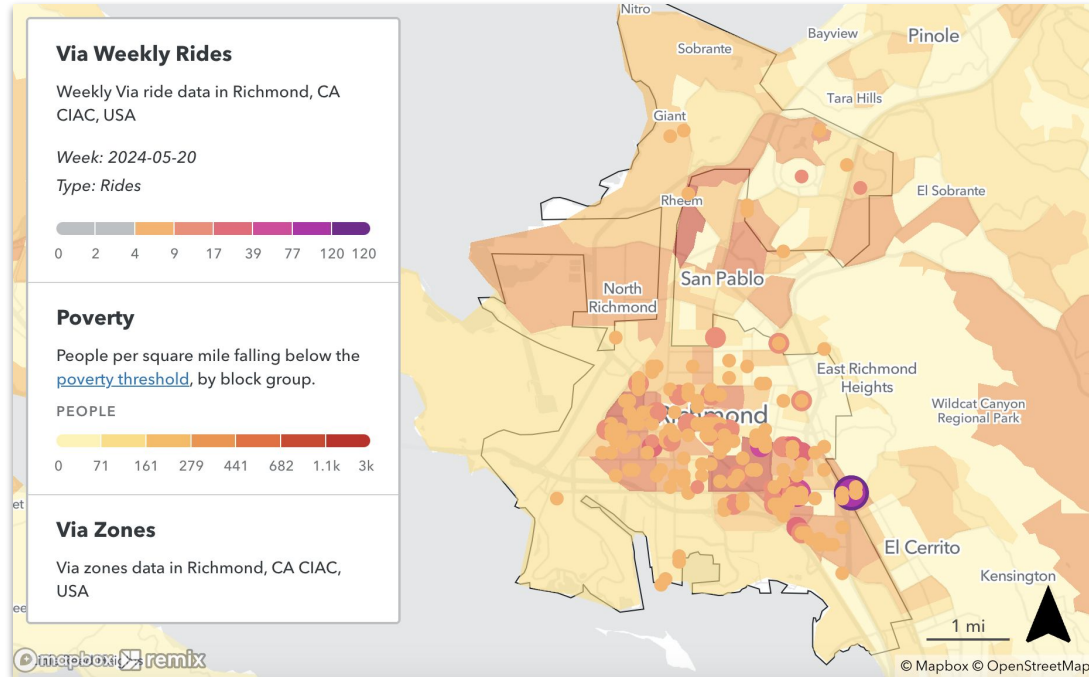
Richmond Moves ridership is well distributed throughout the zone, with transit connections and student ridership as key use cases



Top Destinations

1. El Cerrito Norte BART
2. Kennedy High
3. Lovonya Dejean Middle
4. Samuel Gompers High
5. Target
6. Richmond BART

The Richmond Moves service helps provide transportation to areas with higher poverty rates



Rider Feedback

Riders greatly value the service, rating it 4.8/5 stars on average

“ Richmond should have implemented this programs many many moons ago. ”

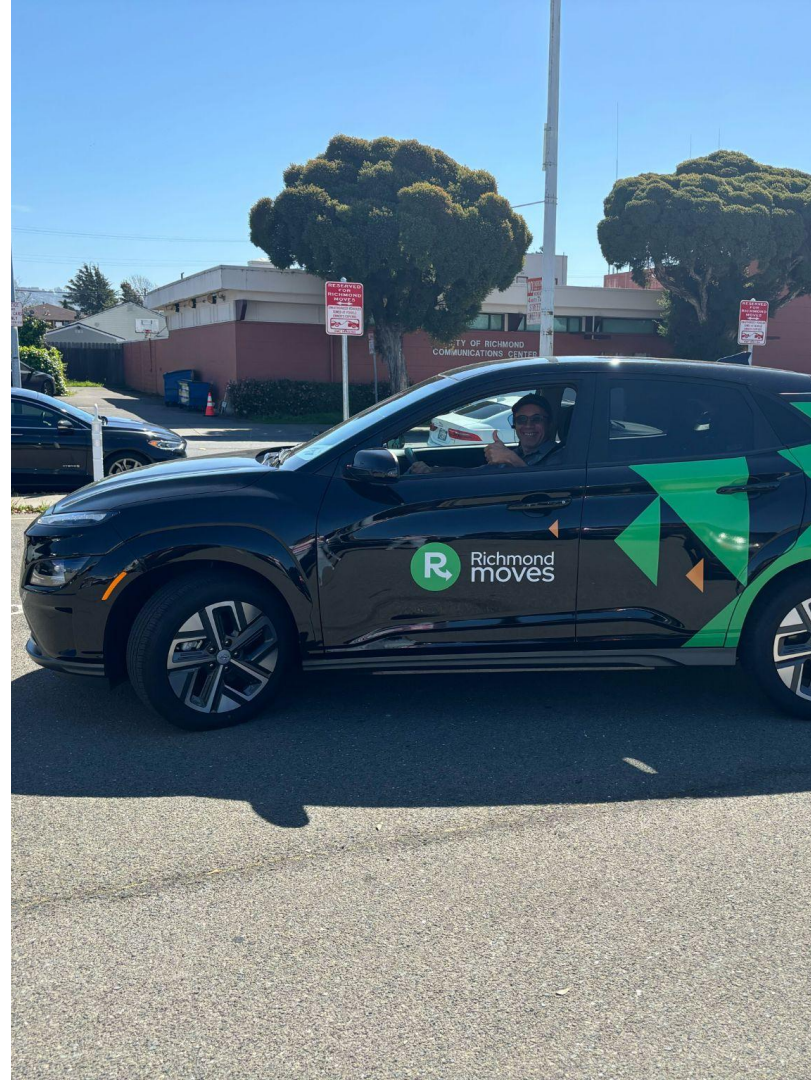
-Rider Comment from February 2023

“ Great customer service the drivers are friendly and very safe the whole family can go along ”

-Rider Comment from July 2023

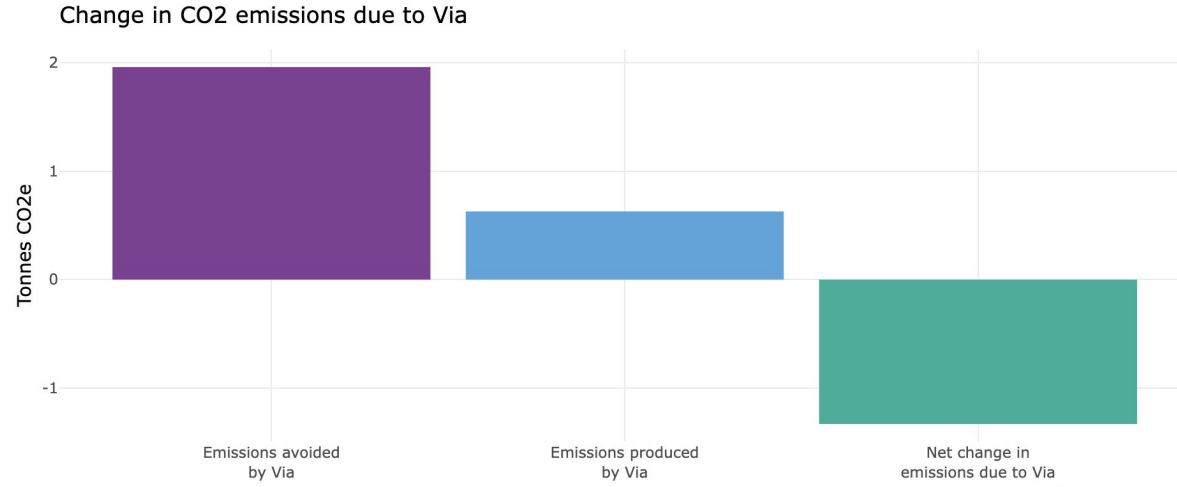
“ I found out that you are extending the service, something that everyone appreciated. ”

-Rider Comment on October 2023



By moving riders from single occupancy vehicles to shared, electric rides, the Richmond Moves service contributes to reduced GHGs

ILLUSTRATIVE: Environmental Impact Analysis: To be Conducted for Richmond Moves



Via's data science team has developed a methodology to measure the GHG impact of services, which can be run for Richmond