



Arlington On-Demand

The first city in the U.S. with a citywide on-demand transit system

PARTNER

The City of Arlington

LOCATION

Arlington, Texas

LAUNCH

December 2017

USE CASE

Providing city-wide on-demand transportation for all residents

GOAL

Reduce number of private trips, encouraging use of public transportation and providing access to all residents



In September 2017, the Arlington City Council opted to replace a low-volume fixed route bus, the Metro Arlington Xpress (“MAX”), with Via’s comprehensive microtransit solution. Before MAX, Arlington was the largest U.S. city without public transportation. Arlington’s story was a familiar one: The city government recognized a need for alternatives to driving alone in personal vehicles, yet the residents voted down measures supporting transit investment time and again, rejecting three transit ballot measures since 1979.

10X

INCREASE IN PUBLIC TRANSIT RIDERSHIP SINCE LAUNCH

400,000

FEWER VEHICLE MILES TRAVELED AS OF 2020, REDUCING CONGESTION IN THE CITY

“Our ridership has been great. Our customer satisfaction has been super. The convenience of not having to worry about either, how do you get to the bus station, or when you get off the bus, how do you get to where you want to go — it’s just been off the charts.”

– Jeff Williams,
Arlington Mayor

“It does truly feel that Via is a partner, not just a vendor that the city has hired.”

– Alicia Winkelblech,
Senior Strategic
Initiatives Officer,
City of Arlington

“It’s awesome to know I don’t need a car right now and still have [transportation] at a low cost.”

– Vincent, Arlington
On-Demand rider

Solution

In December 2017, Via launched Arlington On-Demand with 18 vehicles in a reduced zone within the city of Arlington. The service now features a fleet of 53 – soon scaling to 68 – custom-branded Mercedes Metris and Sienna vans that cover the entire city. Customers book rides using a customized app or by phone, and can pay with a credit or debit card, or with a prepaid card for unbanked users. In addition to providing point-to-point transportation across the entire city, the city is enhancing regional mobility by providing first-and-last-mile connections for riders traveling to the Dallas-Fort Worth area via the Trinity Railway Express.



SERVICE ZONE

99 SQUARE MILES



FLEET SIZE

68 VANS, INCLUDING 14 WAVS



HOURS OF SERVICE

6AM-9PM WEEKDAYS
9AM-9PM SATURDAYS



RIDERS

COMMUTERS, RESIDENTS,
VISITORS, SENIORS, STUDENTS

Results

From its transit-averse roots, Arlington has emerged as the first city to run solely on microtransit, delivering over 494,000 rides as of February 2021 with an average rider rating of 4.8 out of 5. Ridership has increased tenfold since the service launched, resulting in reduced congestion in the city by more than 400,000 vehicle miles.

As a testament to the project’s success, Arlington On-Demand has expanded every year since launch and grown to serve the entire population. Via’s flexible platform has allowed the service to quickly adapt to demand changes as a result of COVID-19, as well as incorporating measures to ensure riders’ and drivers’ safety.