



CASE STUDY

CITYBUS 2.0



# CityBus 2.0

A flexible on-demand transit solution for quick city trips.

PARTNER

HP Transportes

LOCATION

Goiânia, Brazil

LAUNCH

February 2019

CHALLENGE

Raise rider awareness for the country's first ever on-demand public transport service

USE CASE

Provide a convenient, affordable solution for inner-city trips



## Overview

In February 2019, Via and HP Transportes, a major private operator of public transit in central Brazil, partnered to launch an on-demand transit service in Goiânia, the capital city of the Brazilian state of Goiás. HP chose Goiânia — a dense city with 2.5 million residents and a robust network of fixed-route buses, as well as the highest vehicle-per-capita count in Brazil — in recognition of the demand for an efficient, affordable ridesharing option. The service provides a convenient, cost-effective, and environmentally friendly option for short inner-city trips. The service is the first-of-its-kind in Brazil.

4.9/5

AVERAGE CITYBUS 2.0 SERVICE RATING

75%

OF RIDERS SWITCHED FROM PRIVATE CARS

## Solution

Via and HP Transportes adapted the technology and operations to provide a high-quality service tailored for Goiânia. The service uses fifteen 15-passenger Mercedes-Benz Sprinters branded with distinctive designs.

“We consider it to be a success. It’s a new concept of collective public transport by app, for short distances, that has been well accepted by the population.”

– Indiará Ferreira,  
Executive Director,  
HP Transportes

“Excellent service ... Anyone who has ever used it, should know! Well worth it. Congratulations. They got it right this time.”

– Wederson L.,  
CityBus 2.0 Rider

“Excellent option for transport! Practical, stable and intuitive application, flexible forms of payment, very educated and attentive drivers.”

– Murilo M.,  
CityBus 2.0 Rider

## Solution (cont.)

Riders access the service through intuitive iOS and Android mobile apps. Fares start at R\$2.50 (~\$0.60 USD) and increase modestly as distance increases. The service accommodates riders of all means and abilities, supporting cash and credit card payment. HP Transportes manages all day-to-day operations of the service, while Via has provided training and consultative support on operational data analysis, promotions, and pricing for ongoing service optimization.



## Results

CityBus 2.0 has been an immediate hit in Goiânia, with 15,000 riders registering in the first week of operation. Ridership has grown steadily and the service has been well-received — 35,000 accounts have now been created, and riders rated the service an average 4.9 out of 5 stars. CityBus 2.0 has attracted thousands of new users to public transportation. More than 75% of its passengers were previously using their own car or private ridehail apps.

CityBus 2.0 has quickly gained attention from government officials, and has become the example to follow for transport innovation in Brazil. HP Transportes plans to expand the zone across Goiânia and is considering deployments in additional cities. Goiânia’s embrace of CityBus 2.0 shows how on-demand ridesharing can complement fixed-route transit systems in large, congested urban cores, and provide an attractive alternative to single-occupancy vehicles.