



CASE STUDY



West Sacramento On-Demand

A turnkey transportation solution for a city dependent on personal vehicles.

PARTNER

City of West Sacramento, California

LAUNCH

May 2018

CHALLENGE

Convince a population that is accustomed to driving alone to consider sharing their rides.

USE CASE

Provide a shared ride solution for a car-dependent city



Overview

Home to 50,000 residents, the City of West Sacramento faces many of the same mobility challenges as other small American cities. Despite their geographic proximity, West Sacramento and Sacramento are in different transit districts, and lack of coordination between the two cities' transit networks means public transit commute times can reach up to 90 minutes. Moreover, the City's pedestrian network is highly impermeable and presents a barrier to walking, even short distances. These factors and others have made single-occupancy vehicle travel the overwhelming mode of choice in the City.

Solution

Faced with these challenges, the City partnered with Via in September 2017 to design and operate an end-to-end microtransit service. With no dedicated vehicles or operators at their disposal and a relatively limited budget, Via created a flexible, externally-operated service to achieve the City's specific goals:

1 PROVIDE REGULAR, RELIABLE TRANSIT OPTIONS TO RESIDENTS, PARTICULARLY SENIORS AND THOSE FROM DISADVANTAGED COMMUNITIES

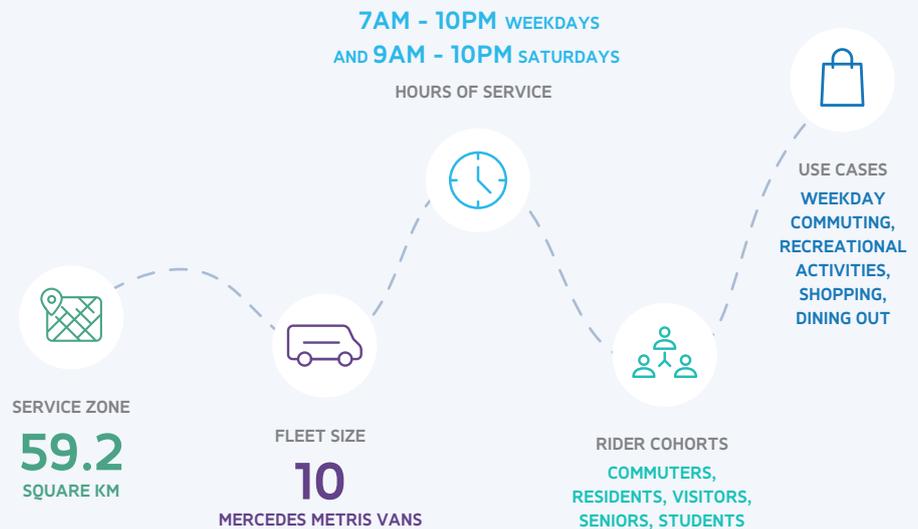
2 GATHER DATA TO INFORM THE CITY'S MOBILITY ACTION PLAN

Solution (cont.)

“Via has been an incredible partner. Working hand-in-hand with the City, Via helped us design an innovative, right-sized transit solution tailored to our community’s needs, leveraging both their advanced ride-matching technology and operational expertise.”

– Sarah Strand,
Assistant
Transportation Planner
for the City of West
Sacramento

In May 2018, Via launched a flat-fare citywide service with 10 Mercedes Metris vans that offers residents fast, convenient access to transit. We worked closely with the City to ensure that the service is accessible -- unbanked individuals can pay with cash or a dedicated stored value card, and riders have the option to request a wheelchair-accessible ride. Rides are \$3.50, or \$1.75 for seniors. Via’s service complements existing transit by providing connection to rail and bus services that link West Sacramento to downtown Sacramento and that extend to rural Yolo County.



“It’s a godsend.”

– Delores Mohler,
86-year-old West
Sacramento
On-Demand rider

Results

West Sacramento’s microtransit service has received exceptional public feedback since launch, and has provided nearly 100,000 rides. The service continues to grow in popularity and early feedback is showing the service is a key contributor to the city’s revitalization efforts.

West Sacramento – a small, but growing, city – provides an example for how progressive cities can prepare for the future. By providing regular, reliable, and equitable transit service that is sustainable and scalable, the City will also meet secondary goals including parking pressure alleviation, congestion mitigation, and reduced vehicle miles traveled/single-occupancy vehicle travel.