



Wheels2U

A technology solution for enhancing transit connections in a growing city.

PARTNER

Norwalk Transit District

LOCATION

Norwalk, CT

LAUNCH

Sept 2019

USE CASE

Improved public transit connections between key downtown locations and attractions.

GOAL

Reduce wait time to access public transit by supplementing Norwalk's fixed-route bus system.



Overview

In 2018, the Norwalk Transit District (NTD) launched “Wheels2U” – an on-demand pilot service designed to grow public transit ridership and enhance connections throughout the City of Norwalk, Connecticut. Nine months into the pilot, the NTD sought to grow ridership and make service improvements, tapping Via to replace its previous on-demand transit technology provider.

In August 2019, the NTD relaunched the service with Via’s on-demand technology platform. Building on lessons learned from the pilot, Via designed the on-demand transit solution to optimize operations and facilitate connections to destinations throughout the City. The service reflects Norwalk Transit District’s vision to enhance social mobility and economic viability while addressing growing concerns over traffic and parking congestion.

12 min

AVERAGE WAIT TIME

5.5

AVERAGE RIDERS PER VEHICLE HOUR

“This is going to be a very large win for the district... It’s going to give us a very seasoned partner with this.

– Britt Liotta,
Chief Operating
Officer, Norwalk
Transit District

“Public transit is no longer a service of need but one of choice. By using this new technology, we are able to optimize existing services. We set our focus on the future by Re-Imagining Public Transportation.”

– Dennis O’Connor,
Manager of Planning
and Marketing
at Wheels2U

Solution

“Wheels2U” relaunched in August 2019 with Via’s state-of-the-art software platform. Through an easy-to-use mobile application, riders can request trips, in real time, and track the location of their assigned vehicle. Riders without smartphones can call live phone dispatchers to have a trip booked on their behalf.

Via’s technology pools passengers headed the same direction into efficient shared rides, and dynamically routes vehicles in response to live demand patterns and traffic conditions. The service facilitates travel to key destinations in the City, such as the South Norwalk neighborhood and the Maritime Aquarium, and provides first- and last-mile connections to two Metro-North stations in the service zone.



SERVICE ZONE

3 SQUARE MILES



FLEET SIZE

4 15-PASSENGER MINI-BUSES



HOURS OF
SERVICE

Thurs - Sat 5PM-12:00AM
Sun 5:30AM-9:20PM



RIDER COHORTS

COMMUTERS, VISITORS, SHOPPERS, DINERS

Results

Since launching with Via’s technology, “Wheels2U” has provided over 8,000 trips and continues to experience strong week-over-week growth. The service transports an average of 5.5 passengers per vehicle hour while maintaining an average passenger rating of 4.7 out of 5. In addition to providing efficiency gains, Via’s solution offers comprehensive data reporting, providing the NTD with an enhanced layer of service visibility that the previous technology provider did not offer.