



CASE STUDY | bubble^o Dan

Tel Aviv's bubble

The largest subsidized on-demand public transit pilot in the world.

PARTNER

Dan Transportation

LOCATION

Tel Aviv, Israel

LAUNCH

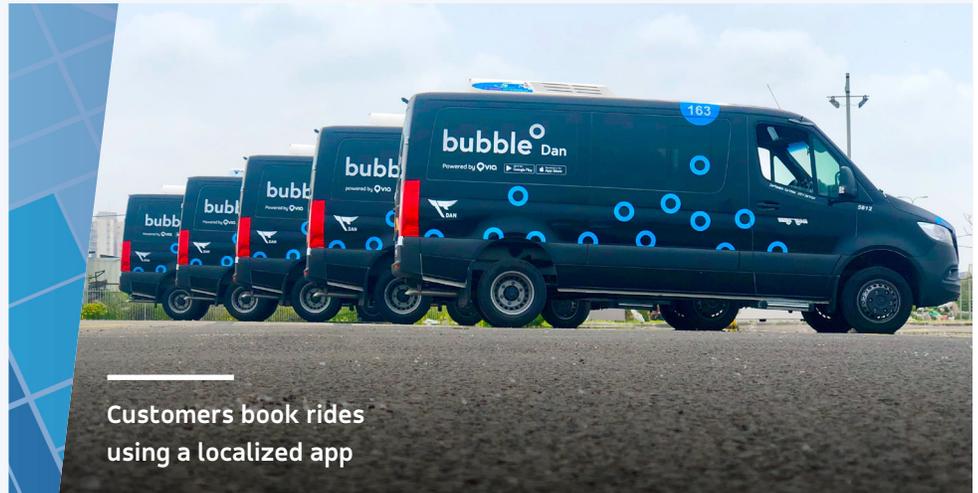
April 2019

CHALLENGE

Reducing private vehicle use

USE CASE

Provide a first-and-last mile transit solution to reduce congestion and expand transit access



Overview

In April 2019, Via partnered with leading transit operator Dan Transportation to launch bubble Dan – the largest subsidized on-demand public transportation pilot in the world. Israel's Ministries of Finance and Transportation initiated the pilot program to explore how dynamic, on-demand public transit can provide a compelling alternative to private vehicles, thus relieving the country's road congestion.

5,000

RIDES PER DAY
(AVG)

100

VEHICLES IN SERVICE
BY JULY 2019

Solution

Working closely with both Ministries and Dan, Via customized its technology for the on-demand service, which now serves a 40 square kilometer zone in Tel Aviv and the surrounding cities of Bnei Brak, Ramat Gan and Giv'atayim. Bubble allows riders to easily

“People have told us that they stopped using their cars because of bubble Dan. Driving in this area is really challenging...we have a lot of traffic jams. Some of our riders have just stopped riding in their cars because of this and they are fully using bubble Dan.”

– Itai Rogatka, General Manager, bubble Dan

“The journey itself is very pleasant. Most of the minibuses in bubble’s fleet are new and spacious. The service...is completely different from being on a crowded bus.”

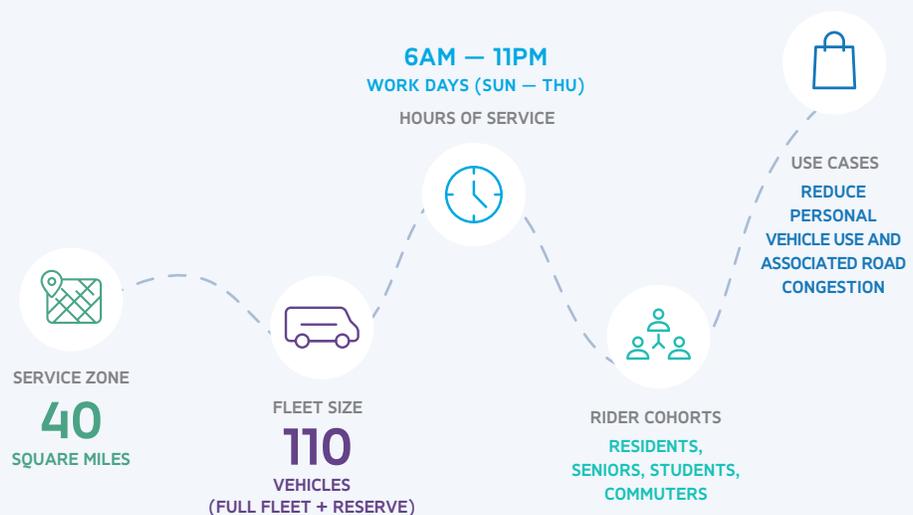
– bubble rider

book on-demand, shared rides using an iOS or Android app. Via’s proprietary routing algorithm directs riders and drivers to nearby Virtual Bus Stops for seamless pickups and dropoffs, without lengthy detours or inconvenient fixed routes.

In less than a year, bubble expanded its fleet from 40 to 100 vehicles, including Mercedes-Benz Sprinter minibuses and wheelchair accessible vehicles (WAVs). bubble’s vehicles are able to use dedicated public transportation lanes and all vans are equipped with an In-Vehicle Screen (IVS) that displays trip status to riders in real time.

But it’s the flexibility of on-demand technology that makes bubble so distinctive. During each new wave of the COVID-19 pandemic in Israel, bubble dynamically adapted its services to transport essential workers in and around Tel Aviv. Operators implemented new safety measures, such as limiting vehicle capacity to ensure social distancing, and added five new cities and all of the main hospitals in central Israel to the service zone.

At the beginning of 2020, bubble launched its “bubble for Business” service, giving companies a way to ensure their employees can get to work efficiently and safely, without contributing to rush hour traffic.



Results

Bubble was an immediate hit, recording 1,000 rides within the first 34 hours of operation. The service now provides nearly 5,000 rides per day, returning to pre-COVID daily volumes. In Q3 2020, the service reached a milestone of 1,000,000 rides served. Riders have praised the mobile app’s intuitive interface and the convenience of the on-demand service. Due to bubble’s success, neighboring cities are clamoring for the service to expand.