



An on-demand public transit solution to supplement limited fixed route service.

Via Jersey City



PARTNER

Jersey City, NJ

LOCATION

Jersey City, NJ

LAUNCH

February 2020

USE CASE

First-and-last-mile transit for underserved neighborhoods

GOAL

City-controlled, comprehensive public transit for commuting and other trips

Overview

After the regional transit authority canceled key bus routes in two neighborhoods already underserved by fixed route transit, Jersey City took its transportation needs into its own hands. Via worked closely with Mayor Steven Fulop’s team, ward leaders, and city transit planners to design and implement Via Jersey City to improve mobility and complement existing transit. The addition of an on-demand transportation option improved accessibility for all riders while providing greater connectivity to light rails and major downtown employment centers.

6 OUT OF **10**
DESTINATIONS
ARE CONNECTIONS
TO TRANSIT

70%
OF RIDES
ARE SHARED

“Via Jersey City is breaking ridership records and connecting the exact communities we targeted with more affordable service to close transit gaps, increased access to jobs and education, improved connectivity. The data shows our low income and diverse populations are benefiting most.”

— Steven Fulop,
Jersey City Mayor

“My boyfriend and I were spending upwards of \$275 a week on ride-hailing services... Via has changed it all, and spending only \$10 a week on commuting has been life-changing. I had been looking to buy a car for a while, but now I see no need.”

— Via Jersey City Rider

Solution

Via Jersey City launched in February 2020 with a fleet that included electric vehicles, embodying Via and the City’s shared commitment to sustainable transport. With a fare of \$2 – comparable to the city bus – Via Jersey City fits seamlessly into the existing transit ecosystem, affordably improving City residents’ access to PATH and NJ Transit stations. Recognizing that the City’s central wards are already well-served by transit, Via designed an innovative service model: riders may book trips to or from these wards, but not within them. This model helps limit the replication of trips that can be served by PATH, light rail, and existing bus routes, ensuring that Via Jersey City complements – rather than competes with – existing options. In September 2020, the service expanded by almost doubling its fleet size to address the growth in demand and social distancing requirements amid the global pandemic.



SERVICE ZONE

15 SQUARE MILES



FLEET SIZE

24 MERCEDES METRIS VANS (6 WAV)
2 KIA NIRO ELECTRIC SUVS



HOURS OF SERVICE

6AM-10PM WEEKDAYS



RIDER COHORTS

COMMUTERS, RESIDENTS,
SENIORS, STUDENTS

Results

Via Jersey City is Via’s fastest-growing U.S. service, serving an average of 1,200 rides a day and 6,000 per week. With more than 9K unique riders served, the service has benefited communities of lower income the most, with half of the riders identifying their annual income being below \$50,000 and 27% being below \$27,000. Sixty-two percent of riders use the service to commute. Already, Via Jersey City has attracted significant attention as an innovative and cost-effective strategy for improving access to regional networks in transit-poor areas. In the last quarter of 2020, the service had saved an estimated 2,452 gallons of gasoline during the quarter, more than 48,000 pounds of carbon dioxide, and reduced travel by 53,946 miles.