



Supporting suburban communities with affordable and accessible transportation.

GBM Paratransit and On-Demand

PARTNER

Green Bay Metro

LOCATION

Green Bay, WI

LAUNCH

April 2020

USE CASE

Provide an ADA-compliant paratransit service and leverage fleet for microtransit to replace an underperforming fixed line route.

GOAL

Complement and extend the city's transit infrastructure with affordable, efficient, and accessible shared rides.



Overview

Moving around town proved difficult for paratransit riders in Green Bay, with poor visibility into their booked rides, unreliable scheduling, and unknown vehicle location. This trio of challenges took away flexibility for riders and caregivers while adding an extra layer of complexity for them to use (and enjoy) public transportation.

Beyond paratransit, Green Bay hoped to increase public transit coverage and replace underperforming fixed routes with a convenient and affordable solution tailored to the needs of residents.

98%

AVERAGE ON-TIME PERFORMANCE.

0

MISSED PARATRANSIT TRIPS SINCE LAUNCH.

“Green Bay Metro continues to innovate to meet the needs of our transit riders. I look forward to the continued evolution and expansion of GBM On-Demand in the coming months and years, as we strive to find ways to meet the mobility needs of all community residents with 21st century technologies.”

– Eric Genrich,
Mayor, Green Bay

“Via makes things extremely easy for him, and they are always very thoughtful of Luke and our family throughout the service.”

– Mother of
paratransit rider

Solution

In April 2020, Via partnered with Green Bay Metro to launch a turnkey paratransit service, replacing a previous operator and assuming full operation of Green Bay’s paratransit system – providing the technology, day-to-day management, vehicles, drivers, and customer support.

Building on the success of the ADA paratransit service, Via and Green Bay Metro introduced general public on-demand microtransit service in August 2020.

Riders of both services can book with a mobile app or by phone. Dispatchers and operators use the same, fully integrated backend system for both modes of transportation, creating a seamless experience.

 SERVICE ZONE	70 SQUARE MILES
 FLEET SIZE	12 VEHICLES (SHARED FLEET)
 HOURS OF SERVICE	5:45AM–7:45PM WEEKDAYS 8:45AM–3:45PM SATURDAYS
 RIDER COHORTS	ADA-APPROVED RIDERS, COMMUTERS, SENIORS COMMUTERS, STUDENTS, VISITORS, SENIORS

Results

Since launch, GBM Paratransit has significantly improved mobility for paratransit riders. More than 20% of bookings are done in-app or through the web portal – a feature not offered by the previous provider – allowing for real-time updates and visibility into vehicle locations and arrival times. Via’s 98% on-time percentage is an improvement from the previous operator.

Similarly, GBM On-Demand has shown success and wide adoption with a 2.5X increase in ridership in the last quarter of 2020. Overall Via’s partnership with Green Bay Metro demonstrates how efficient leveraging the same resources for different transit modes can be.