



CASE STUDY



The largest microtransit service in North America

SmaRT Ride

PARTNER Sacramento Regional Transit District (SacRT)

LOCATION Sacramento, Calif

LAUNCH January 2020

USE CASE Comprehensive public transit for commuting and other trips

GOAL Scale service zone and ridership while increasing efficiency



Overview

In January 2020, the Sacramento Regional Transit District (SacRT) partnered with Via to re-launch and expand their SmaRT Ride Microtransit Service, an on-demand transit service for Sacramento residents. Sacramento Transportation Authority (STA) awarded SacRT a \$12 million grant to help expand microtransit to communities throughout the region. SmaRT Ride was previously powered by Transloc across two zones. With nine zones, SmaRT Ride is now the largest microtransit system in the United States.

5/5

AVERAGE CUSTOMER RATING

28%

OF TRIPS CONNECT TO OTHER MODES OF PUBLIC TRANSPORTATION

“We are excited to be able to provide this innovative mobility option to more communities...this expansion is a huge milestone for SacRT as we continue to explore new transit options and improve access and mobility for our riders.”

— SacRT GM and CEO Henry Li

“Finally we have a cheaper alternative to get around downtown Sacramento.”

— Mayur P., SmaRT rider

“I absolutely love SmaRT Ride! My whole family uses it daily.”

— Amy K., SmaRT rider

Solution

Via and SacRT launched an expanded service — growing the service from two zones to nine — using Via’s microtransit technology and significantly increasing access to SmaRT Ride across the Sacramento metropolitan area. The fleet includes 43 shuttle buses, equipped to accommodate people with disabilities. Riders can book a ride through the SmaRT Ride app (iOS and Android) or by phone. The cost to ride is only \$2.50 per trip, \$1.25 for those eligible for discount fare (seniors and persons with disabilities) or free for youth with the RydeFreeRT sticker or pass. Riders can also use their SacRT monthly pass. Groups of five or more are free; all riders must travel in a group of five or more from the same pick-up location to the same destination.

With Via, SacRT provides residents an unparalleled level of access to more convenient and comfortable public transportation, with SmaRT Ride also acting as a link to existing transit hubs. SmaRT Ride provides curb-to-curb service in two zones and corner-to-corner service in six zones.



SERVICE ZONE

~116 SQUARE MILES ACROSS NINE ZONES



FLEET SIZE

42 VEHICLES (9 EVS)



HOURS OF SERVICE

7AM-7PM MONDAY TO FRIDAY
(TWO ZONES RUN FROM 6AM-10PM)



RIDERS

COMMUTERS, RESIDENTS,
VISITORS, SENIORS, STUDENTS

Results

Since launch, the service has provided more than 120,000 rides and maintained a 4.8 out of five star rating from customers. In addition to impressive ridership throughout the COVID-19 pandemic, Via has worked with SacRT to adapt service to challenges posed by the public health crisis — expanding to three new zones to provide improved access to food and other essential goods and services.