



Via Metro STL

An on-demand transportation service for areas of St. Louis, Mo., with limited fixed route service.

PARTNER
Bi-State Development - Metro

LOCATION
St. Louis, Mo.

LAUNCH
June 2020

USE CASE
Suburban mobility; first-and-last mile trips.

GOAL
Provide convenient and efficient mobility in harder to serve areas within the City.



Overview

In June 2020, Metro Transit, the public transit provider for St. Louis, Mo, partnered with Via to design, launch, and operate a microtransit service for residents and commuters in two distinct zones. The project forms part of the City’s efforts to increase public transit ridership, improve accessibility, and limit the need for private vehicle use throughout the region.

75%

OF RIDERS BEGIN OR END THEIR TRIP AT A LIGHT RAIL STATION

15%

OF RIDERS COMMUTE TO JOBS IN AN AREA WITH NO RELIABLE TRANSIT SERVICE BEFORE VIA

“The mobility needs of the St. Louis region are constantly evolving. Innovative on-demand and microtransit options like Via Metro STL allow us to grow and adapt to better meet the changing needs of our customers.”

— Jessica Medford-Miller,
Executive Director
of Metro Transit

Solution

In June 2020, Via launched “Via Metro STL,” an on-demand transit service in two areas within the city. In the South zone, Via Metro STL encourages transit use by providing seamless connections to Metro’s broader network. In the North zone, Via Metro STL provides overnight service for shift workers who need rides during hours with limited fixed-route service. Together, Via Metro STL’s two zones demonstrate microtransit’s ability to address a wide range of mobility needs, even within a single city.



SERVICE ZONE

24 SQUARE MILES (NORTH) AND 17 SQUARE MILES (SOUTH)



FLEET SIZE

12 VEHICLES (INCLUDING 2 WAVS)



HOURS OF SERVICE

SEVEN DAYS A WEEK; 5AM-10PM (SOUTH)
AND 10:30PM-5:30AM (NORTH)



RIDER COHORTS

COMMUTERS AND RESIDENTS OF SUBURBAN
COMMUNITIES THAT HAD NO PRIOR TRANSIT

Results

Since launch, Via Metro STL has completed 13,000+ rides, with an outstanding average rider rating of 4.8/5. It’s proven to be nimble, too – throughout the COVID-19 pandemic, Via Metro STL quickly adopted health and safety measures and seamlessly absorbed ridership from fixed-route bus lines that were suspended by Metro STL. The service is a clear boon to public transit in the city, as 75% of its rides connect to existing transit modes. Additionally, more than 15% of riders use the service to commute overnight, unlocking employment opportunities across the city.