



# Birmingham On-Demand

A turnkey solution for a population underserved by transit.

PARTNER

City of Birmingham and the Community Foundation for Greater Birmingham

LOCATION

Birmingham, AL

LAUNCH

December 2019

USE CASE

Flexible and convenient transportation in a historical transit desert.

GOAL

Provide an equitable on-demand transportation option.



## Overview

According to the Brookings Institute, Birmingham residents without cars can reach 50 times fewer jobs within a 40-minute commute than those with cars. Large pockets of the city have been historically underserved by public transit, which has limited economic mobility and access to critical resources in a population where 42% of residents have an annual household income below \$25k and 17% have long-term physical or mental impairments.

# 79%

INCREASED ACCESS TO  
JOBS AND HOSPITALS  
WITHIN 30 MIN.

# 85%

INCREASED ACCESS TO  
SCHOOLS WITHIN 30 MIN.

“It is something that is extremely convenient and affordable and helps bridge a gap for folks.”

– Darril O’Quinn,  
City Councilor

“I love the fact I can book them (rides) when I need them. It gives me another level of independence”

– Birmingham  
On-Demand rider

## Solution

In December 2019, Via launched Birmingham On-Demand, in partnership with the City of Birmingham and the Foundation for a Greater Birmingham. The new service provides the city with affordable on-demand, shared transit, with a focus on communities most in need.

Riders can book on-demand trip, through standard or wheelchair-accessible vehicles, using a mobile application or by phone. The service provides flexibility in payment options to accommodate unbanked riders.



SERVICE ZONE

8.5 SQUARE MILES



FLEET SIZE

6 VEHICLES



HOURS OF SERVICE

6AM-8PM WEEKDAYS  
10AM-8PM SATURDAYS



RIDER COHORTS

COMMUTERS, STUDENTS, VISITORS, SENIORS

## Results

Birmingham On-Demand has significantly increased access to jobs, medical care, and education within a 30-minute commute. Wait times average at 7 minutes with on-time performance of 96%. Since launch and throughout the COVID-19 pandemic, the service has provided critical connections to essential destinations such as grocery stores and health care facilities. The service also functions as a complement to existing transit – Birmingham Intermodal Facility, the city’s transportation hub, is one of the top destinations. Birmingham On-Demand has proven to be a valuable solution that’s made transit affordable and accessible to all, and that has increased mobility and quality of life around the city.