



VIA



**ARLINGTON
ON-DEMAND**

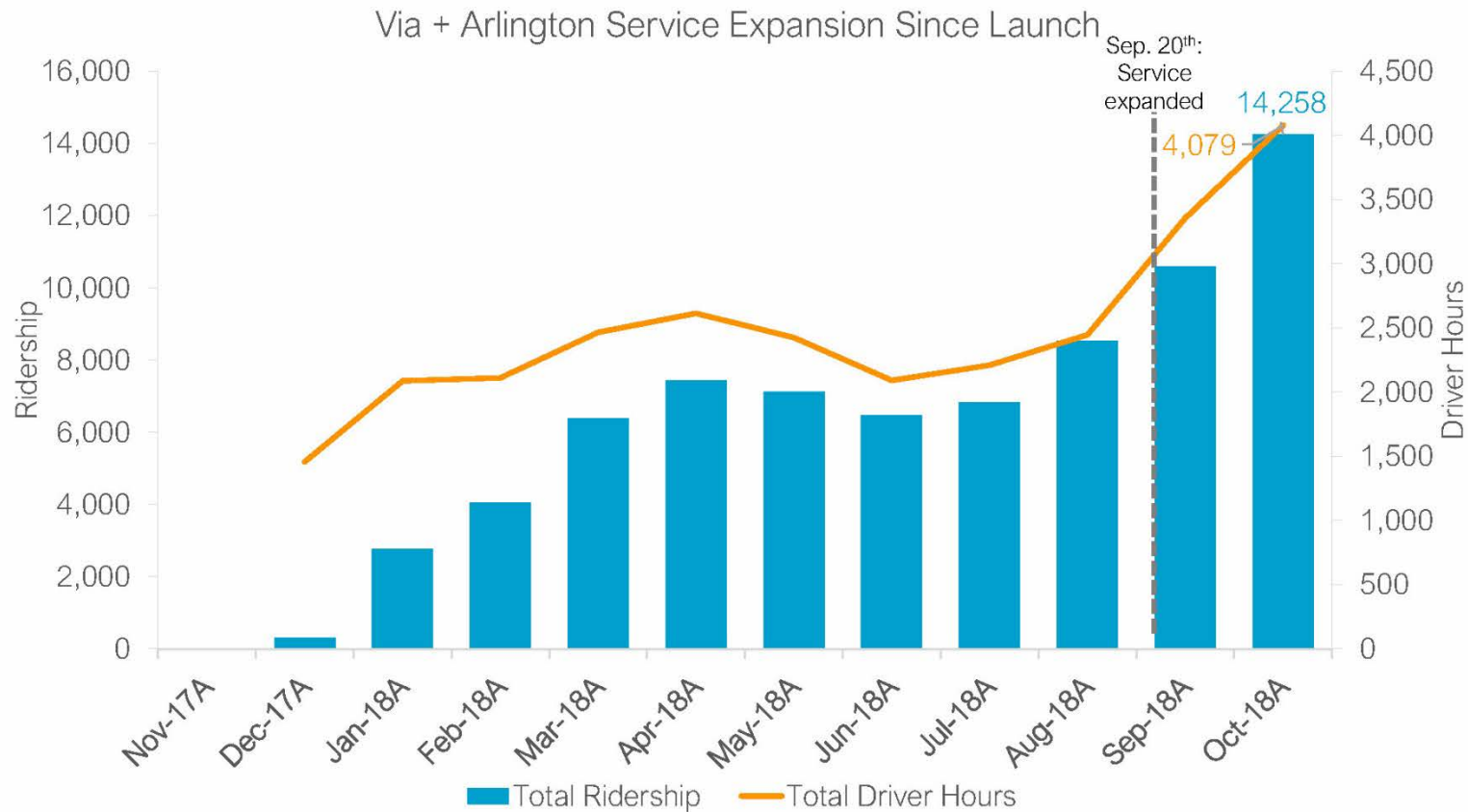
Year 2 Contract Renewal

November 2018

Via Service: Growth in Demand



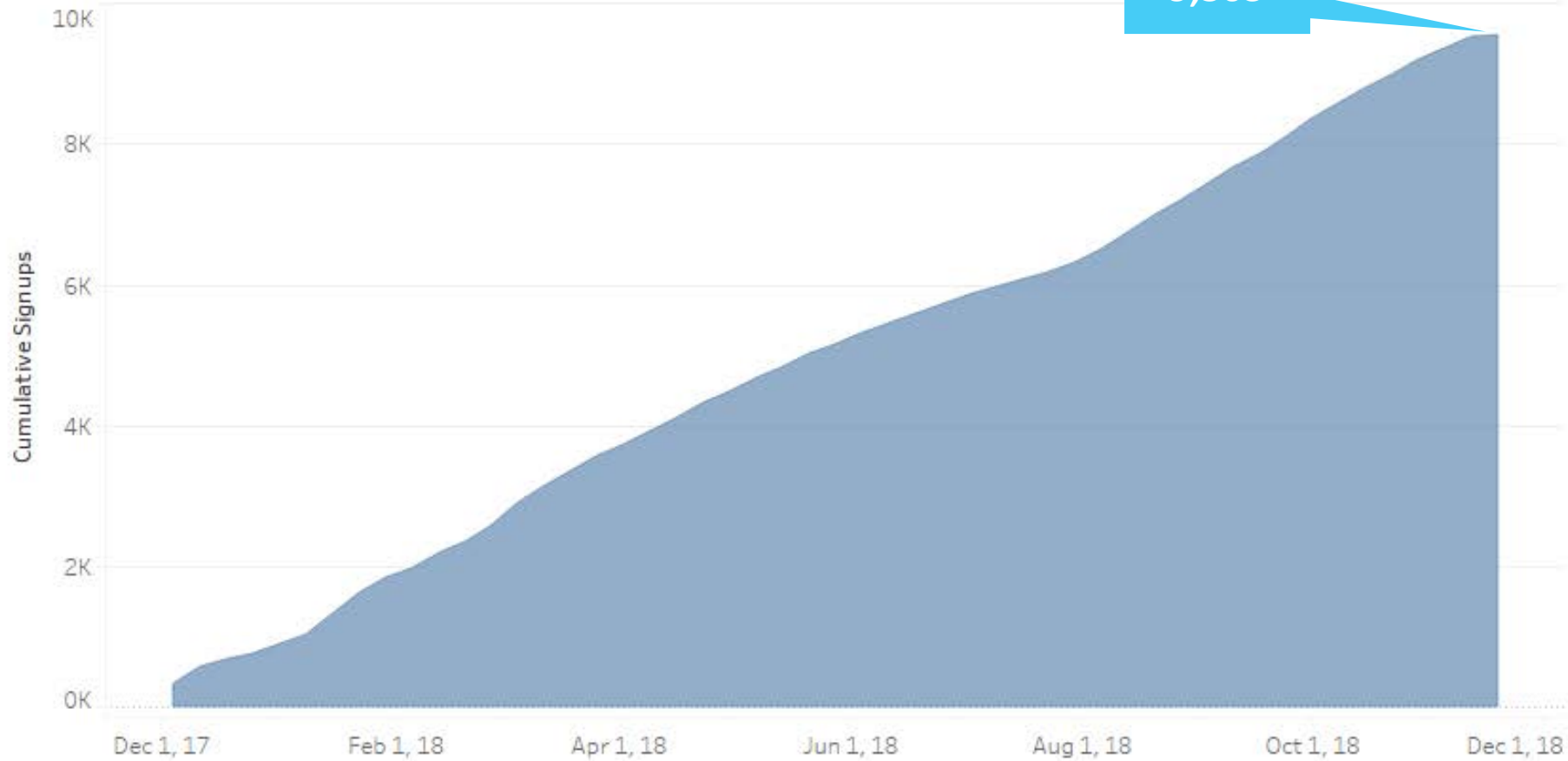
Arlington on-demand shuttle service has expanded rapidly since December 2017 launch and is poised for future growth



Via Service: User Accounts

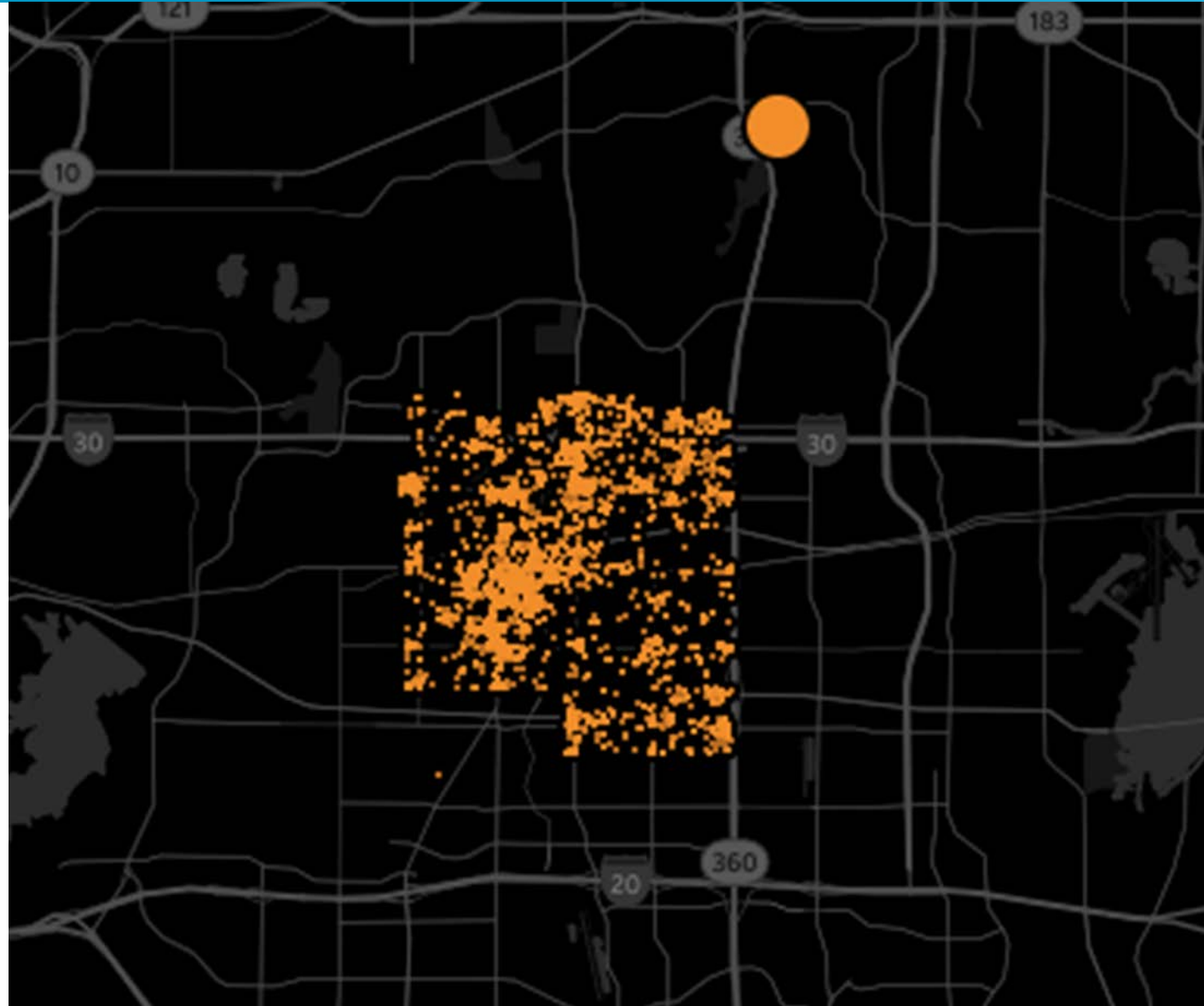


Cumulative Signups

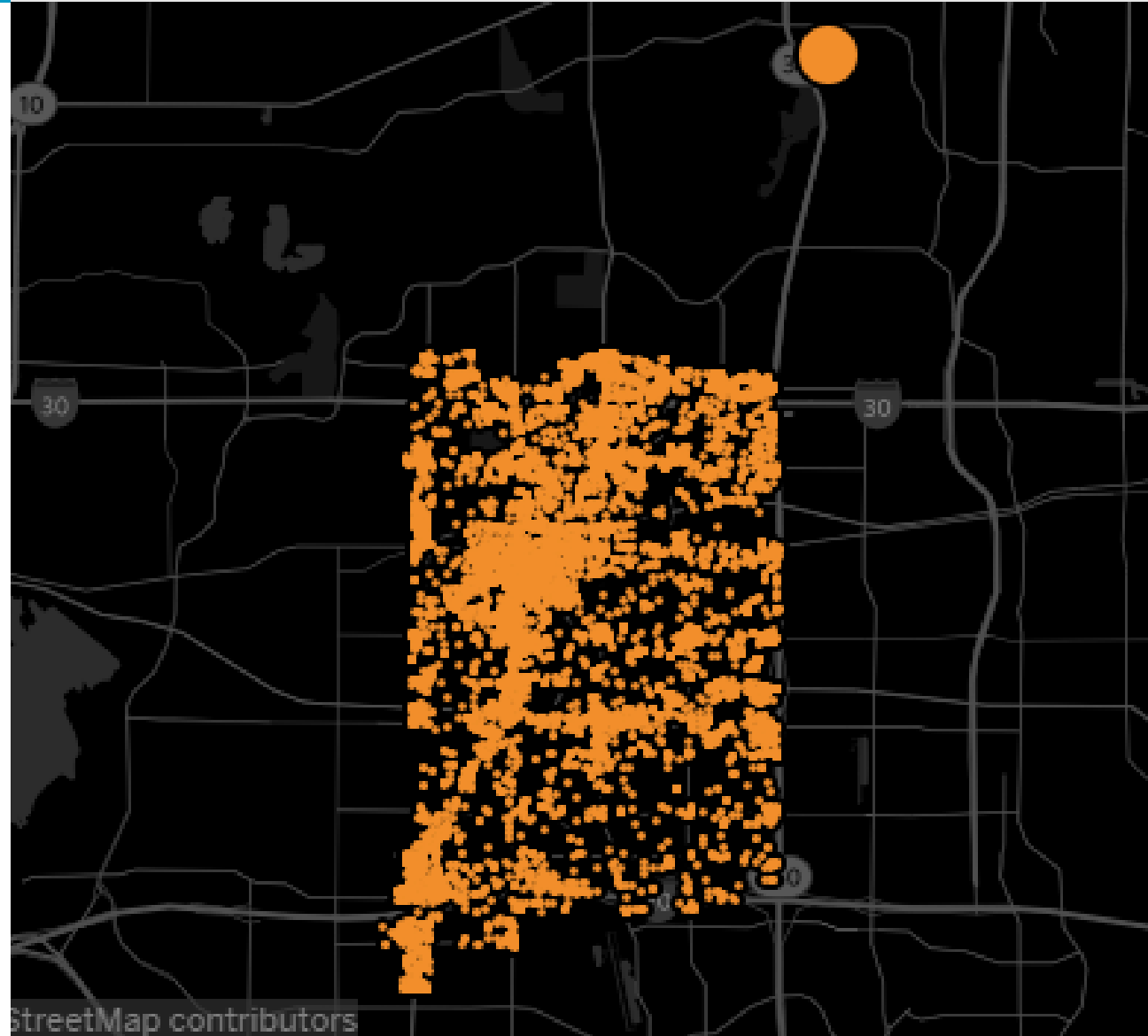


Date
12/1/2017 to 11/19/20..

Via Drop-Off Requests – Before Service Area Expansion



Via Drop-Off Requests – After Service Area Expansion



- Proposed Estimated Cost: \$2,102,317
 - City Funding: \$995,000 (approved in FY19 Budget)
 - Federal Transit Administration Funding: \$807,375
 - 100% of Fare Revenue returns to service: estimated at \$299,942
 - If other grants or private donations are obtained during the year, those may be added to expand the service up to a total Year 2 amount of \$2,617,375

- Year 2 funding provides:
 - A minimum of 2 additional Mercedes Metris vans, bringing fleet to 15
 - An expanded service boundary east of SH 360
 - Approximately 40,000 more driver hours than in Year 1 to serve unmet demand in the service area (60,000+ driver hours in Year 2 vs. 20,000 driver hours in Year 1)

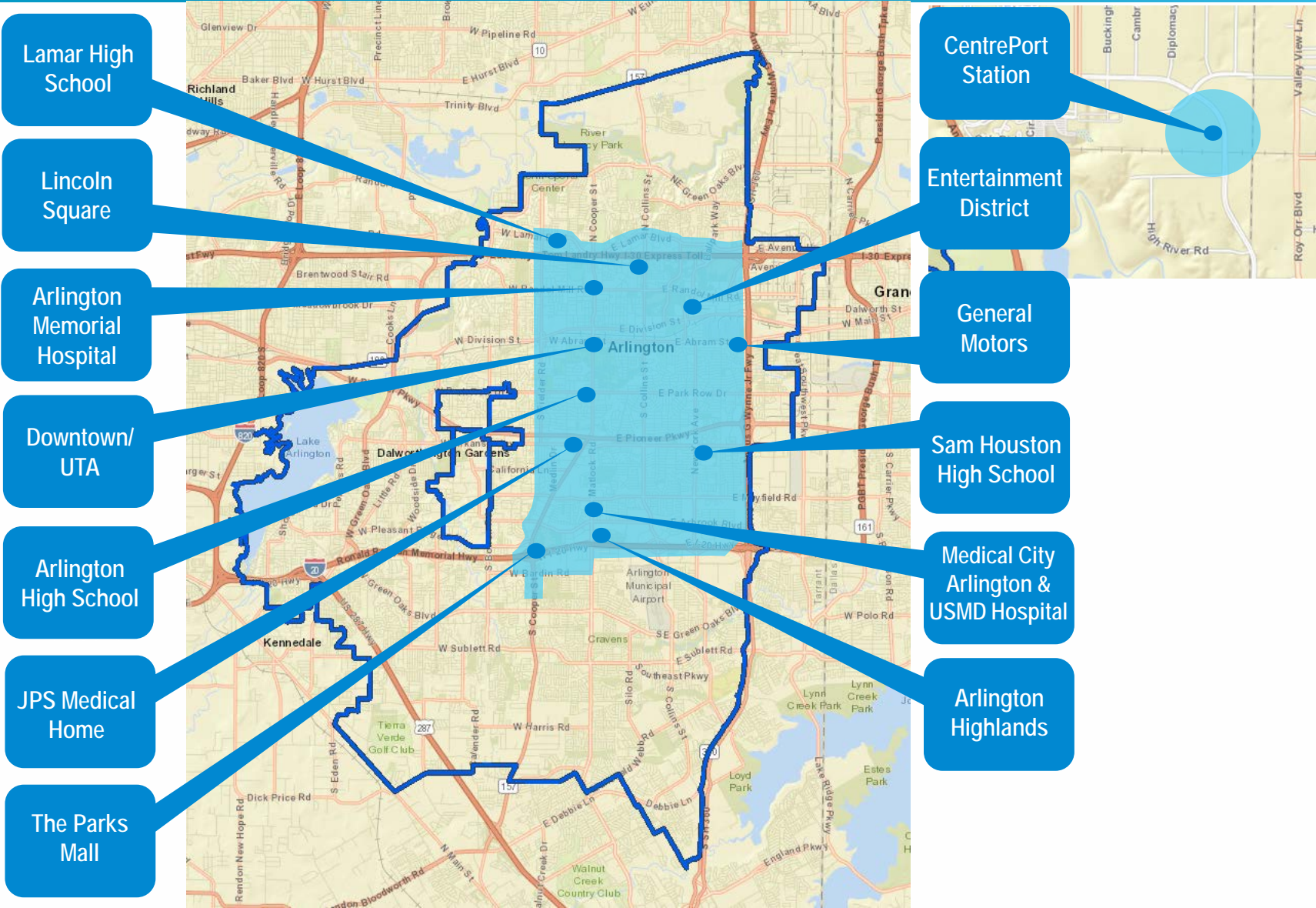
Via Contract: Year 2



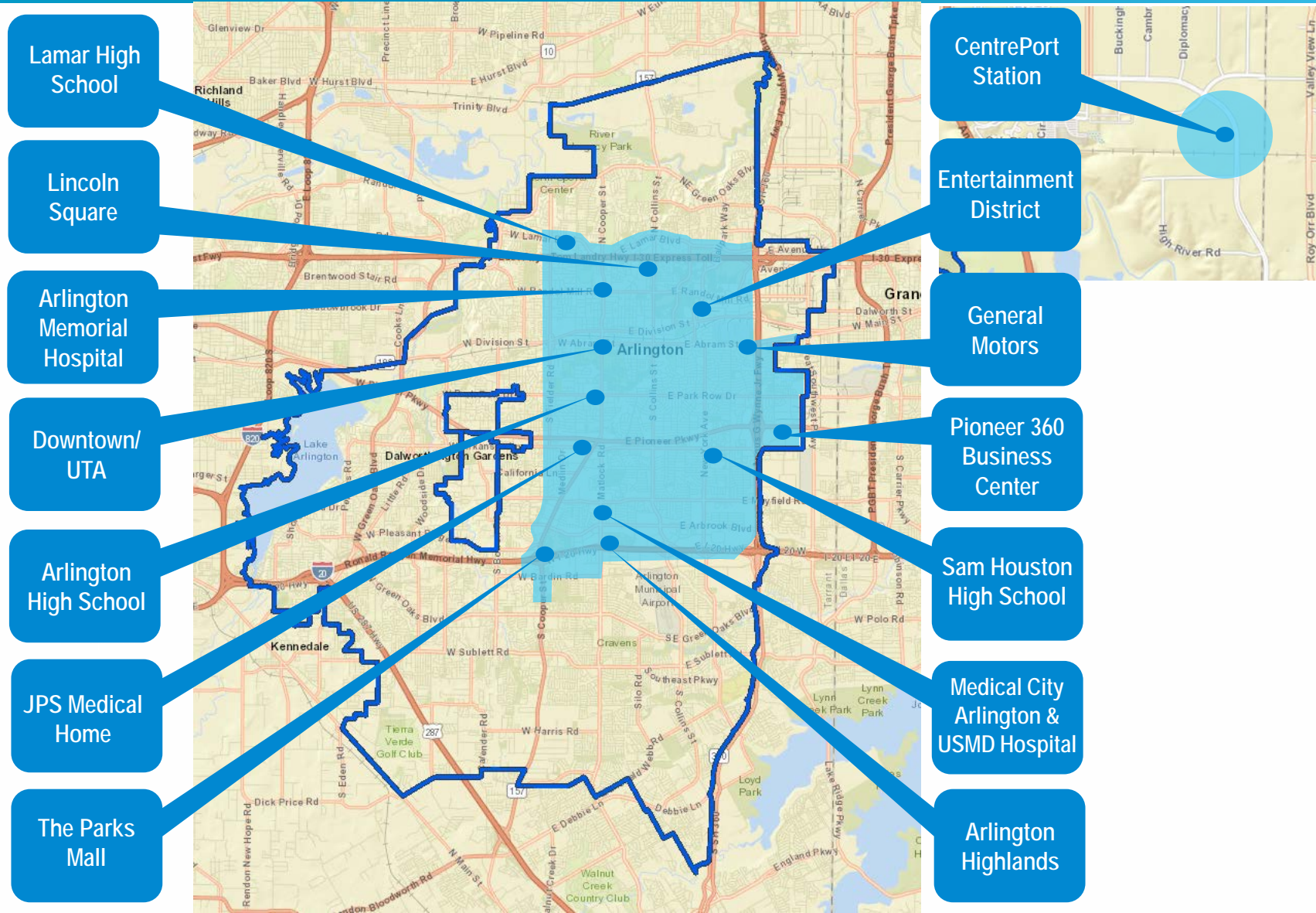
Type of Service	Cost Per Driver-Hour of Service
Traditional Demand-Response Service	\$63.15*
Via On-Demand Rideshare Service	\$31.25 (Year 2 Proposed Cost)

*Source: National Transit Database, 2017

Current Service Area Map – November 2018



Proposed New Service Area Map – Year 2 Via Service



As funding allows for growth, considerations include:

- Maintaining orderly growth
- Systematic absorption of demand
- Stabilization periods to assess supply and demand dynamics
- Possibility of demand management through pricing



Questions and Discussion