Driving Connectivity & Commerce with Via (MetroConnect)

January, 2024

Agenda

1. Via Overview

2. MetroConnect Overview

3. MetroConnect in Coral Gables

4. How MetroConnect Can

   Support Coral Gables

Sebastian Loria
Florida Partnerships Lead
for Via

via Proprietary & Confidential.

Via is a microtransit pioneer and has spent the past decade reinventing community transit

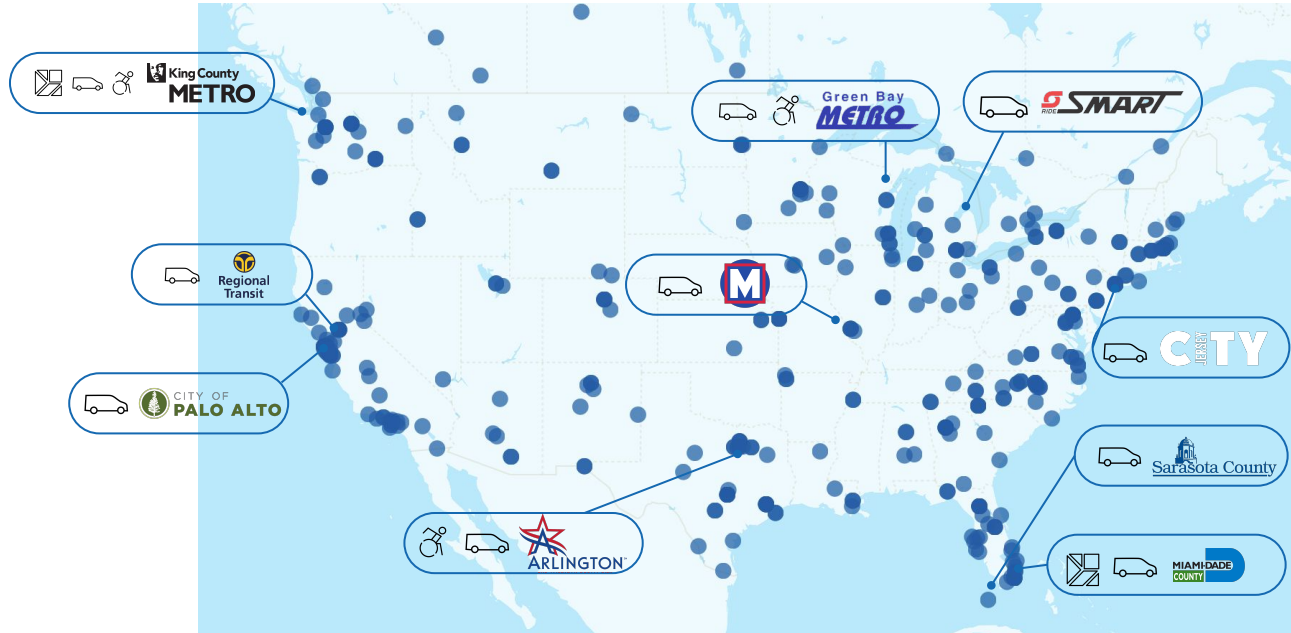# We are the world's leading provider of public mobility solutions

700+

Partners

40

Countries

125M+

Rides served

Via's services drive meaningful impact for communities across Florida

4x ↓
Reduction in wait times

2x ↑
Ridership increase after replacing the previous microtransit provider

We have built a highly successful microtransit service with Miami-Dade County since 2020

11
interconnected zones

60K+
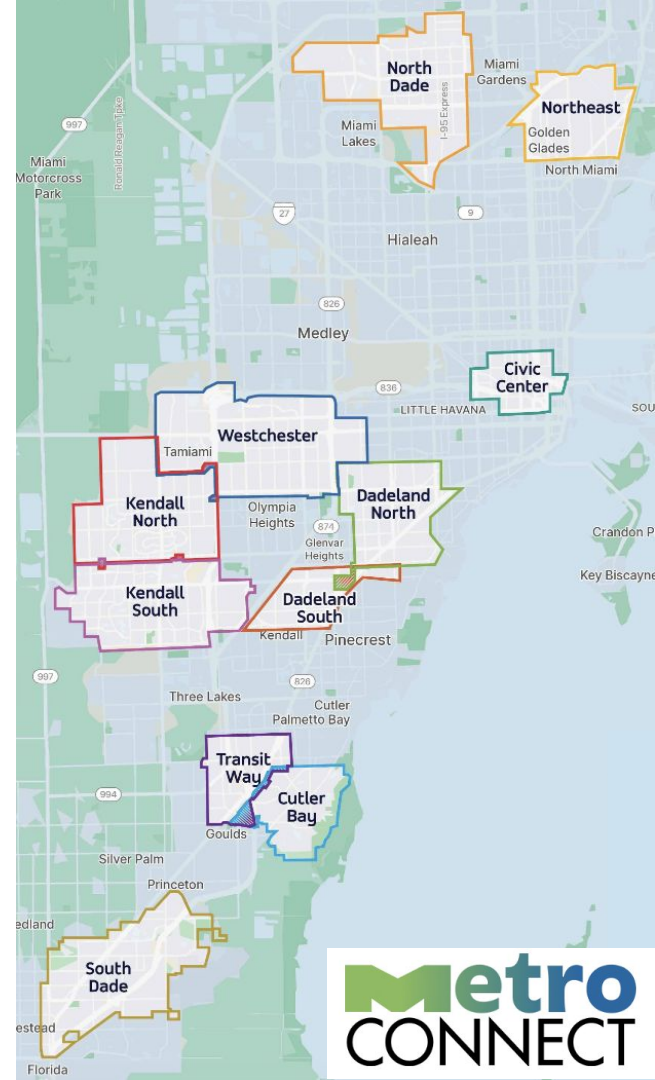registered riders

280K+
trips since launch and growing rapidly

1M+
potential *new riders* connected by MetroConnect

Ovia Proprietary & Confidential.

Metro CONNECT

Via believes that providing service to all riders is essential

We provide access to an on demand **Wheelchair Accessible Vehicle (WAV)** for riders in each MetroConnect zone

We are the leading provider of
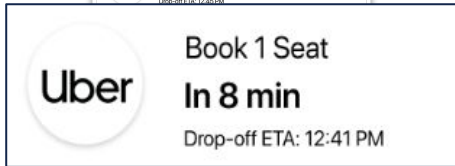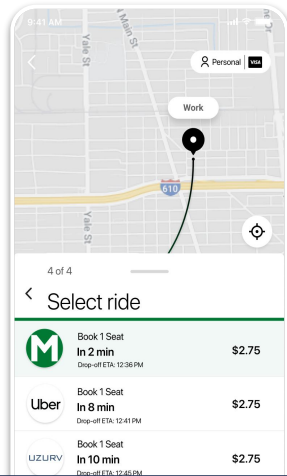on-demand autonomous public transit

MetroConnect is home to the
**largest on-demand AV public
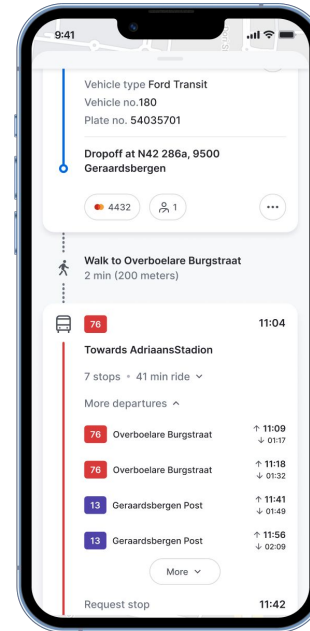microtransit fleet** in the USA

MetroConnect offers the best microtransit alongside the power of Uber

New technology in the MetroConnect app will bring even more riders to Coral Gables
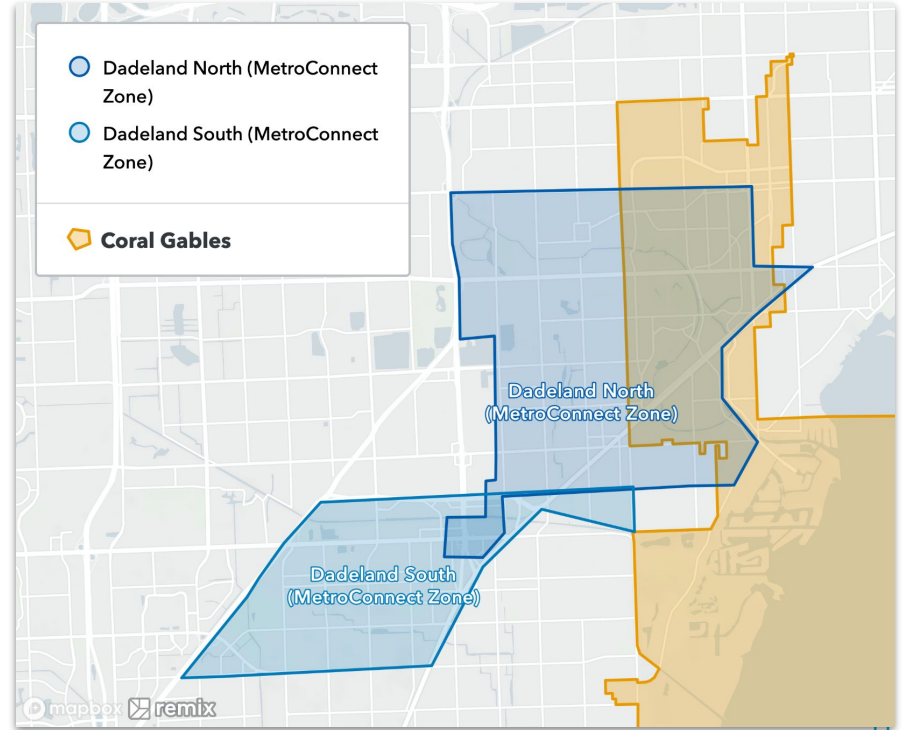

Uber trips
for riders will be available on MetroConnect starting Q2 2024

Integrated transit
across the entire system increases the number of riders able to reach Coral Gables

MetroConnect, which recently expanded to serve more of Coral Gables, has been thriving in and around the city since 2020

○ Dadeland North (MetroConnect Zone)

○ Dadeland South (MetroConnect Zone)

⬡ **Coral Gables**

Dadeland North (MetroConnect Zone)

Dadeland South (MetroConnect Zone)

We provide comfortable, predictable, and quick service in and around Coral Gables
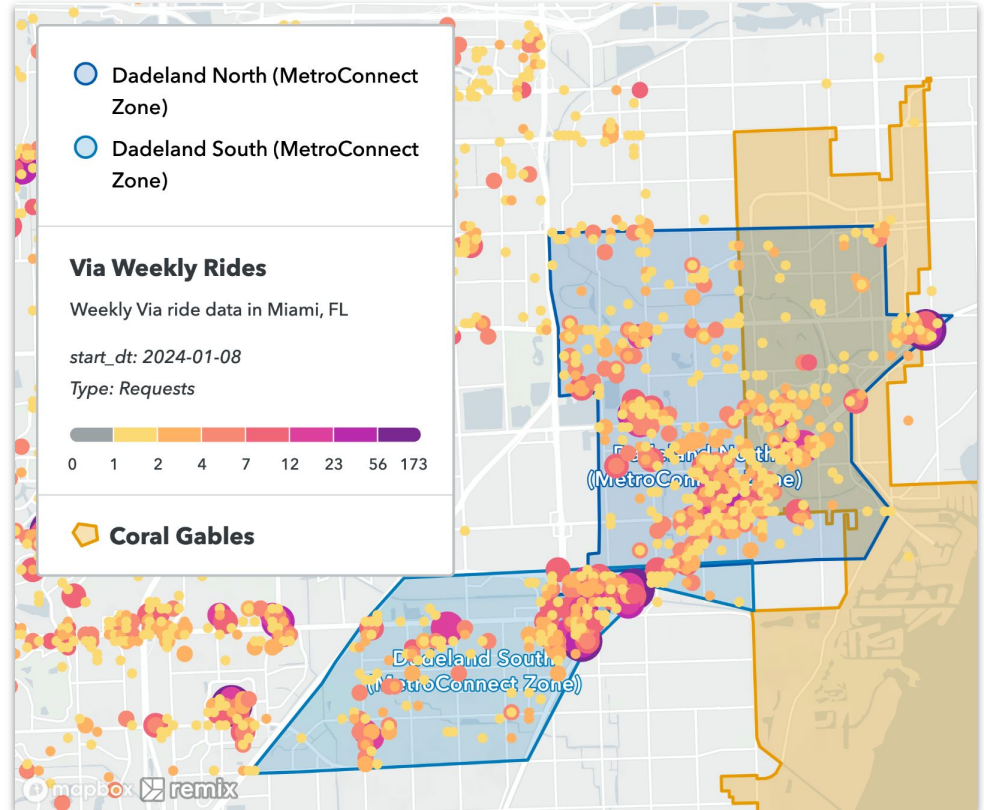
4K+
rides per month across the two zones & growing

14
minute average wait times for a ride

52%
increase in Dadeland North ridership since Oct. 1 expansion

⭕ Dadeland North (MetroConnect Zone)

⭕ Dadeland South (MetroConnect Zone)

Via Weekly Rides

Weekly Via ride data in Miami, FL

start_dt: 2024-01-08
Type: Requests

0   1   2   4   7   12   23   56   173

⬡ **Coral Gables**

Dadeland North (MetroConnect Zone)

Dadeland South (MetroConnect Zone)

mapbox ⬡ remix

Cities can partner with MetroConnect to provide better transit services for their residents & visitors

Expand to serve more of Coral Gables

+

Add vehicles dedicated to Coral Gables

+

Offer Uber alongside Coral Gables' trolleys

Cities can partner with MetroConnect to provide better transit services for their residents & visitors
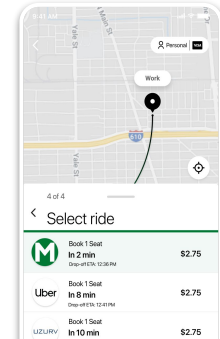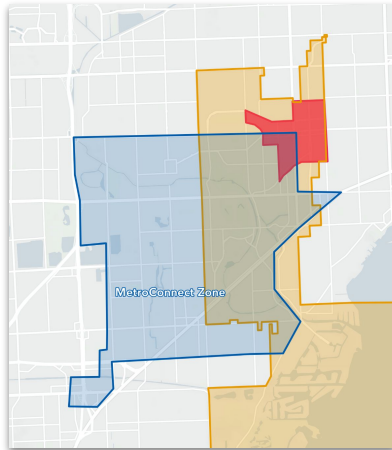
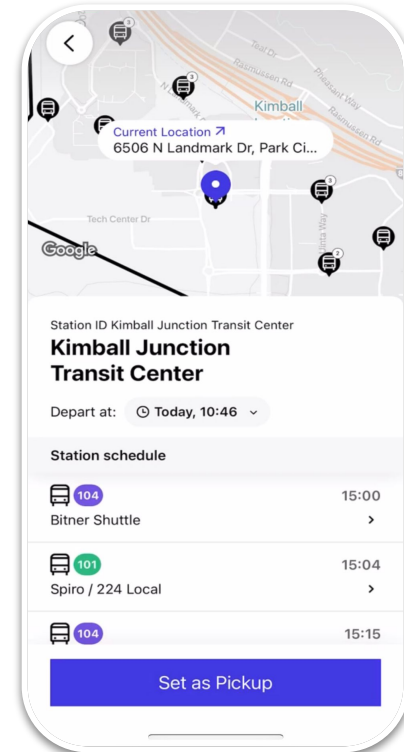| Expand to serve more of Coral Gables | **+** | Add vehicles dedicated to Coral Gables | **+** | Offer Uber alongside Coral Gables' trolleys |
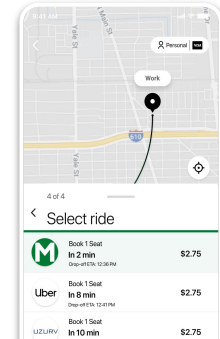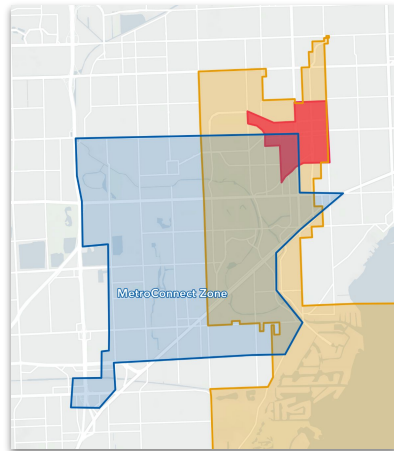
Book 1 Seat
In 8 min
Drop-off ETA: 12:41 PM

Coral Gables trolleys can appear alongside MetroConnect & Uber rides in the Rider App

Analysis of a neighboring city shows that MetroConnect can deliver better service quality and more ridership than their current provider
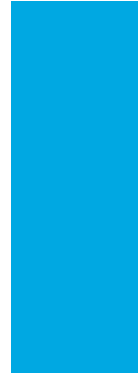

A safe and comfortable ride

11 min

Significantly shorter wait times

2x monthly trips in neighboring city

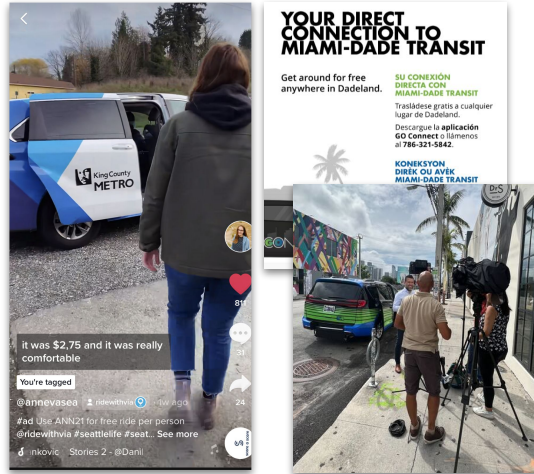**Significant increase in ridership and decrease in cost per ride**

91K

Large increase in riders in zone

We are committed to supporting our Partners every step of the way

A dedicated local team

Tailored marketing and Economic Development Plan

Rider engagement through Community Engagement teams

We would love to meet your residents!

Our team recently hosted a bilingual educational session for 20+ residents at a nearby senior apartment complex.

- Via helps **build service awareness** and **set up accounts** for residents.

- Via helps ensure all riders are connected, comfortable, and **able to access businesses** in the area.

Thank you.

For more information, please contact Sebastian Loria (sebastian.loria@ridewithvia.com).

Dadeland North: Top POI Analysis

We analyzed 18,133 MetroConnect ride requests in the Dadeland North Zone (Oct '23 - Jan '24). These requests were within 100 meters of the following top POIs:

Transit

47% of rides connected to transit stations

Education

26% of rides connected to schools (14%), university (10%), libraries (2%)

Healthcare

11% of rides connected to hospitals/clinics (7%), pharmacy (2%), doctors (2%)