



Reinventing dial-a-ride with

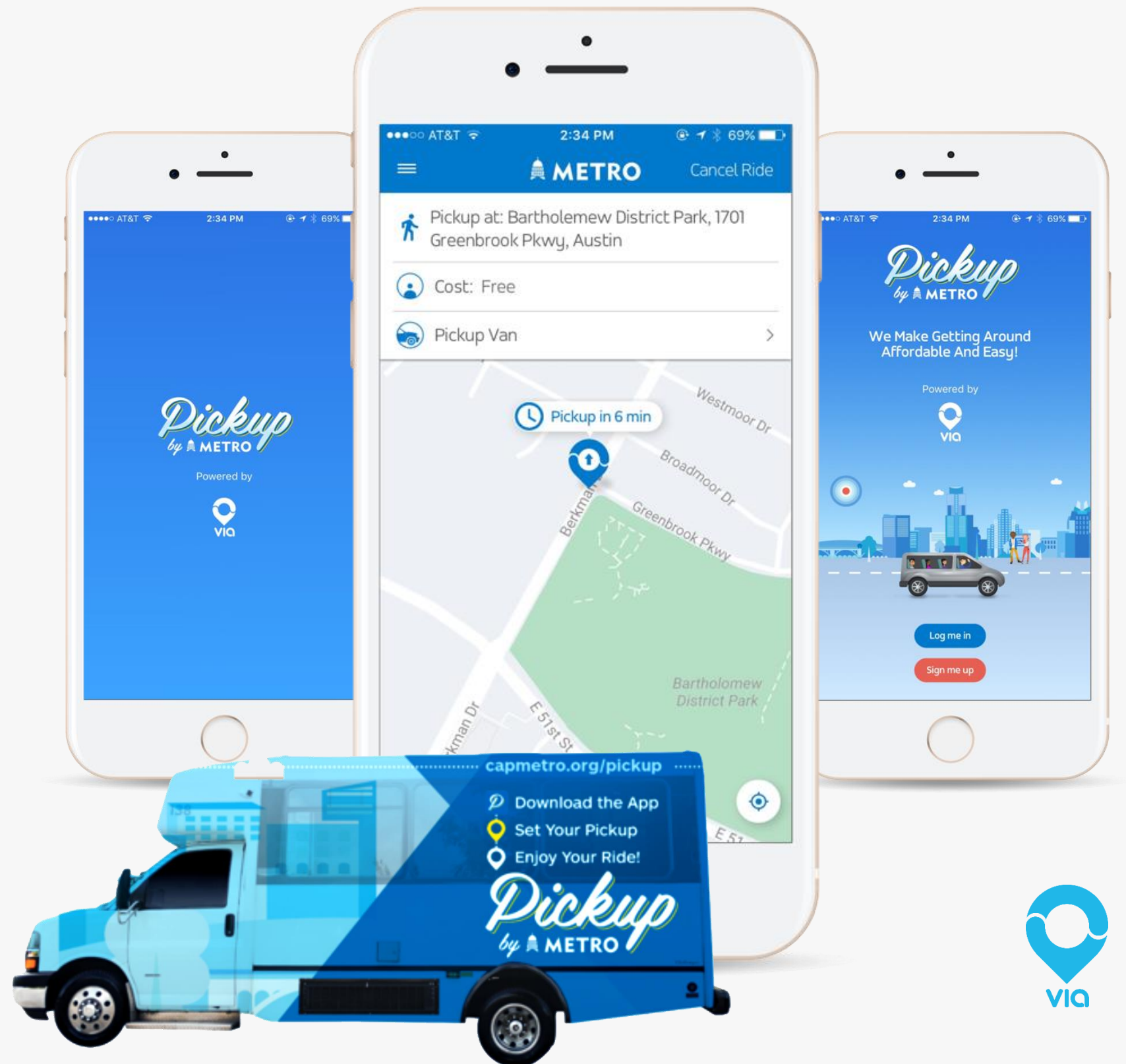


METRO

Louis Pappas | louis@ridewithvia.com



- New, 'Pickup' brand
- Existing agency vehicles, operators, & dispatchers
- Customized Via rider app
- Localized algorithmic parameters
- Still no fixed routes!





Building experience with **public transit**

Via before Pickup:

NYC DAIMLER
Keolis

CHI ARRIVA

DC Verifone®

Via today:

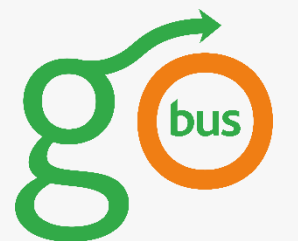
NYC DAIMLER
Keolis

CHI ARRIVA

DC Verifone®
Land Transport Authority

LON

AMS BVG



 **METRO** Lesson 1

Scaling an on-demand service is different as a TNC than as a public transit agency

- Digital marketing tools
- Referral incentives
- Retention & reactivation





METRO Lesson 2

Good training is especially important for both riders and operators

- Trust the routing!
- Training new technology users





METRO

Lesson 3

Strong teams are key to fostering the inevitable iteration & refinement process



Download The App
Set Your Pickup
Enjoy Your Ride!
Pickup
by METRO

Thank you!

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