

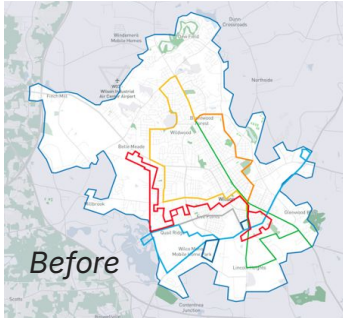


City of Arlington - Innovative Transportation

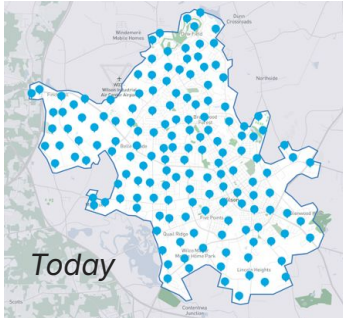
Mayor Jim Ross - City of Arlington, TX

Bill Symon - Director - Via Transportation

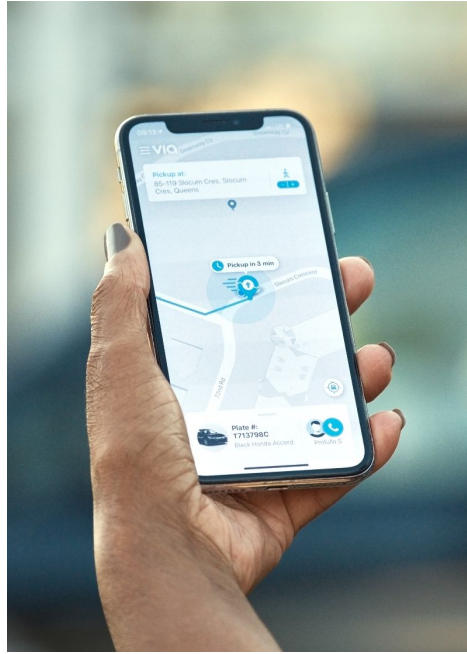
Conference of Mayors
June 21, 2025



Before



Today



Riders are low-income, diverse, and rely on us.

- **80%** make less than \$50k per year.
- **70%** don't own cars.
- **60%** use our services to get to work or school.

 VIA Proprietary & Confidential.



Arlington On Demand is used by people that need it most



75%

Of riders have a household income below <\$50k



74%

Of riders don't have a car



66%

Of riders use us to commute



ENTERTAINMENT

Taylor Swift becomes 1st artist to play 3 days at AT&T Stadium in Arlington, sets attendance record

by: [Abigail Jones](#)

Posted: Apr 4, 2023 / 10:37 AM CDT

Updated: Apr 4, 2023 / 10:44 AM CDT

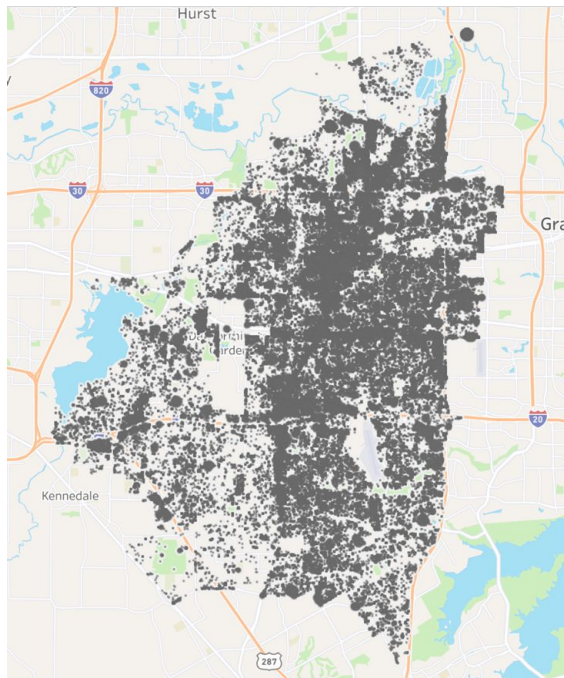




Enhanced access to destinations across the entire City and regional connections

- Rides given: 3.1 Million+
- Total unique riders: 90,000+

Drop-Off Locations





Looking ahead: Innovation

- Arlington Express (Dynamic Direct Route)
- Handitran
- Exploring EV Grants



Section break

Previous materials

Via Arlington: Arlington, TX

Problem

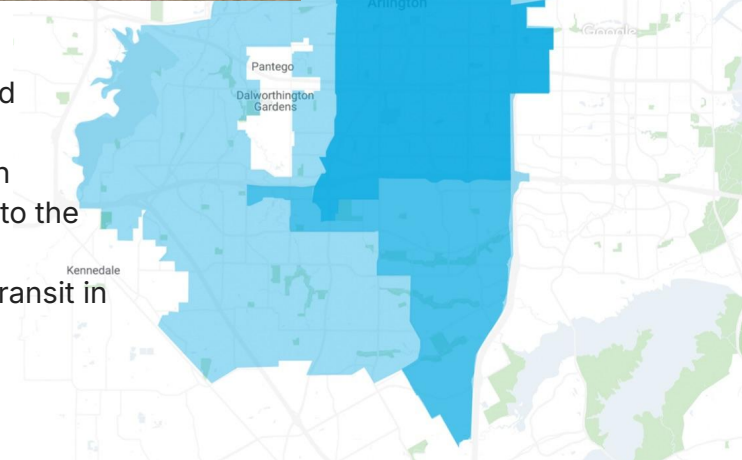
Limited fixed-route transit (one bus line) serving the entire city of 400,000

Solution

- Replaced limited fixed-route service with a dynamically-routed on-demand service in December 2017
- Expanded every year since launch, now serving the entire city of Arlington
- Included the CentrePort Transit Station through which riders can connect to the Dallas-Fort Worth area and the airport
- Integrated AVs into fleet, allowing riders to book manned or autonomous transit in certain locations

Solution

- 10x increase in public transit ridership since launch
- Provides connections to 140,000 jobs that were previously only accessible by private vehicle
- 15 min average wait time across a ~100 square mile service zone



ARLINGTON
ON-DEMAND



Geography
Urban



Use case
Urban mobility



Fleet
74 vans (14 WAVs)

"The convenience of not having to worry about either, how do you get to the bus station, or when you get off the bus, how do you get to where you want to go — it's just been off the charts."

— Jeff Williams, Former Arlington Mayor

Case study

Arlington On-demand.

	Service zone	~100 square miles
	Fleet size	68 vehicles
	Hours of service	6am - 9pm Weekdays 9am - 9pm Saturdays
	Riders	Commuters, residents, visitors, seniors, students

90%
of riders are repeat riders

550k
rides Served

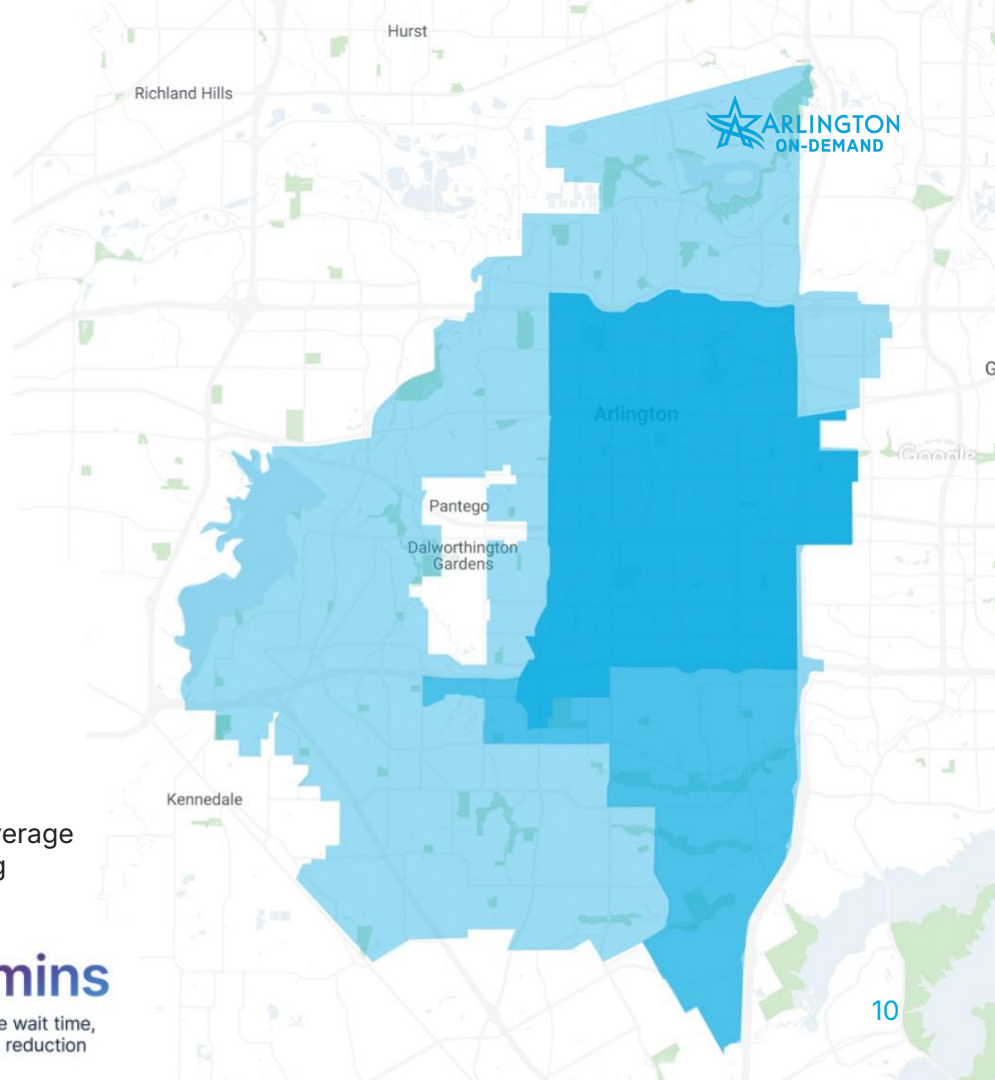
61%
of riders identify as people of color

4.8
out of 5 average rider rating

88%
of riders make < \$50K / year

61%
of riders identify as people of color

11 mins
average wait time, a 63% reduction



Arlington On-demand.

Prior to working with Via, the City of Arlington offered the Metro ArlingtonXpress (MAX) fixed route line operated by DART.

While the service operated for four years, with ~300 rides/day, the coverage was limited and offered virtually no connections within the city.

Arlington felt there was a better way to provide transportation to its residents, increase coverage, and felt it was time to try something new and innovative.

