



Google It:



Microtransit Pilot Via2G and the Future of Commuting

THURSDAY
JULY 22
10-10:30A.M.
(PT)

Register now at <https://tinyurl.com/Via2G>



Finding alternatives to solo driving can help reduce congestion, improve air quality, and reduce parking demand.

In October 2019, Google contracted the company Via to launch a new on-demand microtransit commute option called Via2G. This webinar discusses three months of pilot operations to understand the trends, challenges, and successes of microtransit commuting. The Via2G program enjoyed increasing popularity over time, providing more than 7,500 rides to nearly 900 Google employees. Most trips were relatively short, suggesting the program complemented peoples' existing commute modes.

Findings suggest future program iterations should seek ways to minimize deadheading, focus future programming and outreach on employees who always drive and/or complete errands on the commute trip, and extend program hours.



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