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***** Media Advisory *****

Jersey City and Via Launch First On-demand Public Bus Service in New Jersey

JERSEY CITY – Mayor Steven M. Fulop and **Via** announce today's launch of New Jersey's first on-demand transit system. The city-run bus routes will greatly enhance transportation options for residents, with increased connectivity targeting transit deserts in the north and southwest sections of Jersey City. The city sought out Via to help solve mass transit woes, plagued with delays and skyrocketing fares. Via is the world's leading provider and developer of on-demand public mobility solutions, and starting today, Jersey City residents, visitors, and commuters will be able to use the Via app to hail a shared ride directly from their smartphone. The service will complement and extend the existing public transit infrastructure, providing better connections between residential neighborhoods, business districts, government facilities, PATH stations, and ferry and light rail stops in the north and south regions of the city.

***PLEASE NOTE:** In March, Jersey City officials will join Via executives for an official press conference to outline details surrounding the system's launch and implementation.

WHERE: Service Zone (Outer Zone + Central Zone). Please see attached map.

WHEN: Via's Jersey City service will be live on February 25, 2020.

HOW IT WORKS: Using the Via mobile app, or a dedicated phone line for users without access to a smartphone, passengers will select a pickup and drop-off location within the service zone and confirm their ride.

Once a ride is booked, Via's advanced technology matches multiple passengers headed in the same direction into one of 15 high-capacity vehicles, and directs passengers to a nearby corner, or "virtual bus stop". Via's technology routes vehicles in real-time, minimizing detours through the use of virtual bus stops to reduce congestion and emissions, while providing a highly-efficient rider experience.

At launch, all rides throughout the entire service zone will have special pricing of \$1.00 per ride. Starting on March 21, standard pricing will be introduced. Riders can book a ride to-or-from the Central Zone, including Downtown and Journal Square at a flat rate of \$2.00. Riders can book a ride anywhere within the outer service zone starting at \$2.00, plus \$0.50 per mile. The service will operate Monday through Friday from 6 a.m. to 10 p.m. Riders can request a wheelchair accessible vehicle in app or on the phone.

All media inquiries should be directed to Kimberly Scalcione, Press Secretary to Mayor Steven M. Fulop at KScalcione@jcnj.org or 201-376-0699. ////