

Mayor Genrich and Director Kiewiz Will Announce New Microtransit Service

Written by Green Bay Mayor's Office Press

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Green Bay Metro Transit On-Demand service announcement scheduled for August 17 at Transit Center.

Green Bay, WI – Green Bay Metro and Via, a leader in public mobility solutions, will launch a new service on August 17, called “GBM On-Demand.” This new service will complement and extend the City’s existing transit infrastructure with affordable, efficient and convenient shared rides to key transit hubs, and designated commercial and medical destinations. GBM On-Demand marks the first Microtransit service in the state of Wisconsin, offering riders a glimpse into the next generation of public transportation.

There will be a press conference on at 11:00 am on August 17th in the Green Bay Metro Conference Room, 901 University.

Using the mobile app created by Via, GBM On-Demand will connect multiple passengers traveling in the same direction. There is also a telephone number for residents without access to smartphones. GBM On-Demand benefits riders by allowing real-time booking and flexible travel around three service zones across the city. The service also includes wheelchair-accessible vehicles, maintaining access for all Green Bay area residents.

This dynamic shared-transit solution is the same price as a traditional Green Bay Metro bus ticket. Riders can pay for a GBM On-Demand ticket directly through the app with a credit card, use a Green Bay Metro ticket, or provide a weekly or monthly pass. Rides can be booked between zones 1 and 2, and within zone 2 during daytime service hours, which run from 5:45 a.m. - 7:45 p.m. Monday to Friday, and 8:45 a.m. - 3:45 p.m. on Saturday.

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Mayor Eric Genrich states that, "Green Bay Metro, under Director Kiewiz's forward-looking leadership, continues to innovate to meet the needs of our transit riders. The launch of GBM On-Demand is just the latest example. I look forward to the continued evolution and expansion of GBM On-Demand in the coming months and years, as we strive to find ways to meet the mobility needs of all community residents with 21st century technologies."

In line with public health guidelines, riders will be provided with in-app wellness checks and reminders before booking. The Microtransit vehicle's capacity will be limited to allow for social distancing. Cough guards will be placed between passengers and the driver.

The second phase of GBM On-Demand's launch begins on August 24 with late night service. GBM On-Demand late-night service fills public transit gaps. Traditional public transit routes are usually more limited. GBM On-Demand will extend rides to all locations within zones 1, 2, and 3 during the evening hours of 7:45 p.m. to 9:45 p.m. Monday to Friday.

About Via and Green Bay Metro:

GBM On-Demand represents the next phase of the relationship between Green Bay Metro and Via to expand equitable access to public transit in the Green Bay area. In March 2020, the partners launched a paratransit service with improved booking windows and shorter travel times, providing new flexibility and freedom for residents in need of wheelchair-accessible vehicles. Via is re-engineering public transit, from a regulated system of rigid routes and schedules to a fully dynamic, on-demand network. First launched in New York City in September 2013, Via's technology is also deployed worldwide through dozens of partner projects with public transportation agencies, private transit operators, taxi fleets, private companies, and universities. Via seamlessly integrates public transit infrastructure with cutting-edge on-demand mobility. For more information, visit www.platform.ridewithvia.com.