



STEVEN M. FULOP
MAYOR OF JERSEY CITY

CITY OF JERSEY CITY
OFFICE OF THE MAYOR

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302
P: 201 547 5500 | F: 201 547 5442



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Contact: Kimberly Scalcione
Press Secretary
KScalcione@jcnj.org

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Jersey City’s Via Microtransit Awarded 2022 Outstanding Project/Program of the Year for Closing Transit Gaps in Low- and Moderate-Income Communities

Competitive Award Based on Innovation, Demonstrated Need, Social and Economic Sustainability, and Long-term Value

JERSEY CITY — Mayor Steven M. Fulop is proud to announce Jersey City’s successful on-demand microtransit service, **Via**, is named the *2022 Outstanding Program of the Year by the Intelligent Transportation Society of New Jersey (ITSNJ)*, which recognizes the advancement of intelligent technologies to improve surface transportation efficiency, safety, and mobility.

The selection is being awarded to Jersey City’s Via program based on the following criteria:

- Social and economic sustainability
- Uniqueness/originality of innovation
- Demonstrated need
- Future value



“We sought to improve mobility with an affordable and reliable transportation system, and as a result, low-to moderate-income residents now have access to 35 percent more jobs, schools, and hospitals within 30 minutes than before Via Jersey City existed,” said **Mayor Fulop**. “We’re grateful ITSNJ recognizes our efforts with this competitive award, and we remain committed to finding innovative solutions that break down the systemic barriers disproportionately affecting our urban areas most.”

Recent data has proven that most Jersey City Via trips are considered “essential,” with *61 percent of riders reporting they primarily use the service to get to work, school, and doctor/healthcare appointments*. Additionally, the most common pick-up and drop-off points include Jersey City’s public transit hubs that connect with New York City and neighboring Hudson County cities.

Since launching in February 2020 as the state’s first on-demand public transportation service, *Via Jersey City has surpassed 1 million rides and serves more than 57,000 riders per month.* The service was introduced with the goal of extending the reach of Jersey City's existing mass transit through efficient, tech-enabled shared rides to serve areas formerly considered “transit deserts.”

Via Jersey City continues to receive national as a national blueprint for how city-funded microtransit programs can expand access to public mobility.

“Each year, ITSNJ presents awards for outstanding projects that advance the use of Intelligent Transportation Systems in New Jersey,” said **Jennifer Marandino, ITSNJ Awards Committee Chair.** “ITSNJ is proud to recognize the City of Jersey City’s successful Via on-demand microtransit program, especially given the theme of this year’s annual meeting: Transportation Equity Through Technology. The project helps provide an important linkage for the local community, providing accessible and affordable transit options.”

The flexible transportation model, which is powered by software from Via, the leader in TransitTech, allows any rider in the city’s service zone to book an on-demand ride through the Via app or by calling 201-514-6637.

For more information on Via Jersey City, [please visit the website here.](#)

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About Via

Founded in 2012, Via pioneered the TransitTech category by using new technologies to develop public mobility systems — optimizing networks of buses, shuttles, wheelchair accessible vehicles, school buses, autonomous vehicles, and electric vehicles around the globe. Building the world’s most efficient, equitable, and sustainable transportation network for all riders — including those with limited mobility, those without smartphones, and unbanked populations — Via works with its partners to lower the costs of public transit while providing transportation options that rival the convenience of a personal car while reducing the environmental impact. At the intersection of transportation and technology, Via is a visionary market leader that combines software innovation with sophisticated service design and operational expertise to fundamentally improve the way the world moves, providing technology in 600 communities and more than 35 countries and counting.

All media inquiries should be directed to Kimberly Scalcione at kscalcione@jcnj.org.