



NEWS RELEASE

City of Mobile Leverages Via to Immediately Improve Network Reliability Without Raising Costs

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MOBILE, Ala.--(BUSINESS WIRE)-- In its first few months since replacing their entire transit network with Via's mobility platform, the City of Mobile is pleased to report major improvements to bus reliability, driver staffing, and day-to-day operations — all without increasing the City's budget.

Prior to introducing Via, Wave Transit relied on a piecemeal system of legacy software making it difficult for agency staff to perform their jobs and providing a lack of visibility into network performance. The City sought a partner who could help them completely transform their day-to-day operations and modernize their entire network.

Early improvements include:

- **Accelerated driver hiring and robust retention:** Via's integrated recruitment & onboarding software consistently ensures no staffing shortages. The system leverages programmatic marketing to source candidates and an automated compliance system for background checks, FTA D&A testing, and training and license compliance. A digital bid claim process fully integrated with Via's scheduling software to make onboarding new drivers fast and seamless. This new system allowed Wave Transit to increase driver staffing levels by more than 20%, closing critical staffing shortages.
- **Improved fixed-route reliability:** Previously, a combination of driver staffing shortages and lack of transparency led to 20% of scheduled buses failing to run as planned. These service gaps left many bus-dependent residents without a reliable way to travel. Via's technology allows the agency to track and manage real-time network performance, identifying scheduling gaps and ensuring delivery of 100% of planned coverage.
- **Faster trip management:** Via's software has reduced the amount of time that bus dispatchers spend scheduling trips by 75%, freeing up internal resources to focus on rider experience and enhancing service.

These strides mark the first phase of reimagining Mobile's transit system and rebuilding rider trust,

advancing the City of Mobile and Via's broader "Transit Future" vision.

The next phase will introduce a comprehensive network redesign informed by data analysis, professional research, and community input. In early March, Via will also launch a public survey inviting residents to help select new branding for Mobile's transit network.

"Reimagining Mobile's public transit system has been a top priority for me, and the improvements Via has already made show what's possible with better technology and smarter operations. I'm excited to have them as a partner as we work to create a modern, rider-focused transit system that works for all Mobilians," said **Mayor Spiro Cheriogotis**.

"As strong stewards of public funds, our priority is ensuring Mobile's transit system delivers reliable, data-driven, and rider-centric transit service while maximizing every dollar invested," said **Alex Lavoie, co-Chief Operating Officer at Via**. "We're proud of the progress already underway and look forward to continuing to build a world class transit system right here in Mobile."

About Via

Via is the technology backbone of a modern transportation network. We transform public transportation systems into dynamic networks, based on data and demand. Cities and transit agencies around the world adopt Via's suite of software and technology-enabled services to replace fragmented legacy systems and consolidate operations. As a result, Via lowers the cost of providing transit, improves the passenger experience, and brings more riders on board. Today, the Via platform is utilized by hundreds of cities across more than 30 countries to create public transportation systems that connect people with jobs, healthcare, and education.

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Source: Via Transportation, Inc.