



Case Study

# A large transit agency expands regional mobility with microtransit.

King County Metro unites 3 pilot programs to improve first- and last-mile connections to fixed route.



24%

ridership increase in the three zones previously operated by other providers



464,000

residents in Metro Flex zones who otherwise couldn't reach frequent transit



147%

increase in wheelchair rides from April 2023 to March 2024

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It's critical we move riders where they need to get to, when they need to travel. Metro's popular on-demand services have proven their value over the past several years, and we are delighted to bring them together under one program.

-Michelle Allison,  
**General Manager**

**Location:**  
Seattle, WA

**Geography:**  
Suburban

**Use case:**  
First-last mile & general mobility

## The bottom line.

In early 2023, King County Metro renewed and expanded Metro Flex — an on-demand, shared service designed to expand mobility access and facilitate transit connections across the greater Seattle area. Using Via's turnkey transit solution, Metro consolidated 3 separate microtransit programs into one service that provides a unified and accessible way to book rides.

## Tell me more.

Before early 2023, Via powered one of Metro's three microtransit pilots called Via to Transit, which grew to deliver over 20k rides/month with an average wait time below 10 min. As a result of the pilot's success, KCM awarded Via an expanded contract to run the unified Metro Flex service that covers nearly 100 mi<sup>2</sup>.

In March 2024, Metro Flex served over 2,900 unique riders and delivered nearly 30,000 rides — a 20% jump in ridership compared to March 2023.