Plano City of Excellence | Memorandum

Date: April 6, 2026

To: Mark Israelson, City Manager
Jack Carr, Deputy City Manager

From: Curtis Howard, Assistant City Manager

Subject: Via Transportation Program

Overview

The City of Plano has contracted with Via Transportation, Inc. ("Via") to implement an initial six-month program for a demand-response transportation service. This service will operate within the city limits and extend up to a 1.5-mile buffer beyond the city boundaries. Via will provide a technology-enabled transportation system, operational support, and related services to launch and manage two transit programs:

- a citywide senior on-demand service for residents age 65 and older, and
- a Legacy West circulator service consisting of fixed routes within key districts.

Scope of Services

Via's transportation program will include a cloud-based dynamic routing and ride aggregation platform, along with mobile applications for both riders and drivers. To ensure accessibility, a call-in booking option will be available for users without smartphones. Via will also be responsible for driver recruitment and management, customer service support, marketing and outreach campaigns, and providing data reporting and analytics.

Duration

The initial term of the program is six months from launch, with one optional six-month extension under the same terms. The contract may also be extended for up to three additional twelve-month terms.

Cost and Financial Structure

The total Not-to-Exceed (NTE) cost is $3.95 million for this 6-month program. The breakdown of the costs include:

	Estimated 6-month Cost	One-Time Upfront Costs[1]	Operational Costs	Hourly Rate	Estimated Total Vehicle Hours (6-months)
Legacy West Circulator	**$1.27M**	**$155k**	**$1.12M**	**$80.00**	**13,949**
Senior On Demand Service	**$1.51M**	**$210k**	**$1.30M**	**$56.21**	**23,070**
Total	**$2.78M**	**$365k**	**$2.41M**		

(1) Includes technology installation fee and estimated costs for WAV retrofits, in-vehicle hardware, and vehicle wraps (to be treated as a pass-through).
* For TNC overflow, estimated hourly rate of $44.45 is expected. However, actual TNC overflow costs would be passed through on a per-trip basis.

The upfront cost is approximately $365,000 and includes technology installation, vehicle branding (wraps), wheelchair-accessible vehicle (WAV) retrofits, and in-vehicle hardware.

The monthly cost is $80/hour per vehicle for the Legacy West Circulator and $56.21/hour per vehicle for the senior ride program. The circulator will have a minimum monthly cost of $31,000 and the senior ride service will have a $89,000 monthly minimum. All fare revenue generated will be paid to the City (net of processing fees).

Service Design and Operations

The Senior Rides program will provide curb-to-curb transportation for Plano residents aged 65 and older. Residents who require more specialized services will continue to have access to Dallas Area Rapid Transit (DART) paratransit services. The service area will cover approximately 72.1 square miles citywide, with an additional 1.5-mile buffer beyond the city limits. Initially, the service will operate seven days a week from 6:30 a.m. to 10:00 p.m., with the flexibility to adjust hours based on demand.

The circulator service is tentatively planned to include two routes connecting business campuses with the Legacy West and Shops at Legacy districts. The city will collaborate with the Legacy Transit Management Association and corporate partners to finalize service hours, routes, and stop locations.

The program will operate a fleet of up to 30 vehicles, including nine wheelchair-accessible vehicles.

Both programs will feature a 30-day fare-free introductory period. After this period, the recommended base fare will be $3.00 per ride, with flexibility to adjust pricing based on distance, time of day, and passenger type and count.

Governance and Staffing

Both the City and Via will assign dedicated project managers to oversee implementation and operations. Via will be responsible for driver recruitment and background checks, regulatory compliance, and maintaining an adequate supply of drivers to meet service demand.

Marketing and Public Outreach

A joint marketing strategy will be implemented by the City and Via, including branding, promotional materials, community outreach, and a coordinated launch event with media engagement. All marketing costs are included in the contract.

Conclusion

This program offers a flexible, technology-driven transit solution designed to improve mobility, particularly for seniors, while allowing the city to evaluate program effectiveness and service demand. The agreement provides options for future expansion while maintaining a defined cost ceiling during the initial program period.