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For Immediate Release

New On-Demand Public Transportation Service “Go2 by MATS” to Launch in Muskegon

MATS and the Muskegon County Board of Commissioners see role for Via’s flexible technology to expand mobility in the Muskegon Metro Area



June 21, 2021 (MUSKEGON) — The Muskegon Area Transit System (MATS) and the Muskegon County Board of Commissioners will launch Go2, a dynamically-routed on-demand public micro transit service on June 23, 2021. In partnership with Via, the leader in TransitTech, Go2 will expand access to affordable, efficient, and convenient public transportation for all riders in the Metro Muskegon Area.



Popular destinations:

- ① Pere Marquette Park Beach
- ② Veteran’s Administration (VA) Clinic
- ③ Muskegon Farmer’s Market
- ④ Meijer
- ⑤ Walmart
- ⑥ Aldi
- ⑦ Mercy Hospital
- ⑧ Dept of Human Services (DHS) and Hackley Community Care
- ⑨ Muskegon Family Care
- ⑩ Muskegon Community College
- ⑪ Lakeshore Marketplace

Riders in the Go2 service zone, currently comprised of the Cities of Muskegon, Norton Shores, Roosevelt Park, and Muskegon Heights, will be able to use their smart device to book a shared ride for local trips. Go2 creates a responsive and seamless transit solution for the community and furthers MATS’ efforts to provide transportation services to local municipalities in the Muskegon Metro Area. Through the Go2 program, residents can access an innovative and cost-effective transit solution that meets their individual needs. The program is replacing some previous local fixed-route bus service and adding new service with a dynamic, on-demand solution.

“Go2 represents an opportunity for technology and public transit to work together to expand access to efficient, convenient and affordable mobility solutions without the need for a private vehicle,” said Via CEO and co-founder Daniel Ramot. “We are proud to work with Muskegon Area Transit System to demonstrate how flexible, digital solutions can create and extend public transit infrastructure to support Muskegon Metro Area communities in a new way.”

By downloading and using the “Go2 by MATS” mobile app, or by calling 231-227-3550 for riders without access to a smartphone, passengers will select a pickup and drop-off location within the service zone and confirm their ride. Once a ride is booked, Via’s advanced algorithms create quick and efficient trips by matching passengers and vehicles together in real time, and directing riders to a nearby “virtual bus stop” for pick up and drop off. The service will offer wheelchair-accessible vehicle service for those with limited mobility. Via’s technology routes vehicles in real-time, minimizing detours by using virtual bus stops to reduce congestion and emissions, while providing a highly-efficient rider experience.

In line with TSA guidelines at launch, riders on this public transportation service are required to wear masks. The vehicles will be cleaned thoroughly and frequently.

“With the launch of Go2, residents and visitors in the Muskegon area will have access to transportation on demand. While MATS will continue to provide a route network that provides a low cost option for many, this new ride-hailing service will allow us to send a vehicle to you when you want and where you want within the service area. This restores service in an affordable way to areas where hourly routes are not feasible and opens up a new opportunity for many riders. We are excited to add value to our public transportation offerings and look forward to the excellent service that our partner, Via, will deliver,” says Transit Systems Manager James Koens.

Go2 service is available Monday to Friday from 5 a.m. to Midnight, and Saturday from 9 a.m. to 5 p.m. The fare for same-day booked trips will be \$4.00 standard and \$2.00 for Reduced-Fare and Senior Riders in the participating Cities of Muskegon, Norton Shores, and Roosevelt Park. Premium services, such as pre-booked trips and trips to/from the City of Muskegon Heights will be \$8.00.

The service is Via’s third in Michigan, including its on-demand services in Southeast Michigan and Detroit. Via has been tapped by cities and transportation operators around the world to help re-engineer public transit from a regulated system of rigid routes and schedules to a fully dynamic network. Via now has more than 150 launched partnerships in more than 20 countries.

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About MATS:

MATS is a department of the County of Muskegon, serving as the public transportation provider in the area. In addition to its new Go2 micro transit service, MATS provides fixed-route public transportation on seven routes in the Muskegon Metro Area, Michigan. Service is available from 7:00 a.m. to 5:40, Monday-Friday. MATS also provides pre-scheduled ADA Complementary Paratransit services for eligible and certified persons with a disability that are functionally unable to use the route network. For more information on MATS, visit matsbus.com.

About Via:

Founded in 2012, Via pioneered the TransitTech category by using new technologies to power public mobility systems, optimizing networks of dynamic shuttles, buses, wheelchair accessible vehicles, school buses, and autonomous 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 cost of public transit and provide accessible options that rival the convenience of a personal car at a much reduced 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, with 150 global partners on six continents, and counting.