



Microtransit: Connect Torrance

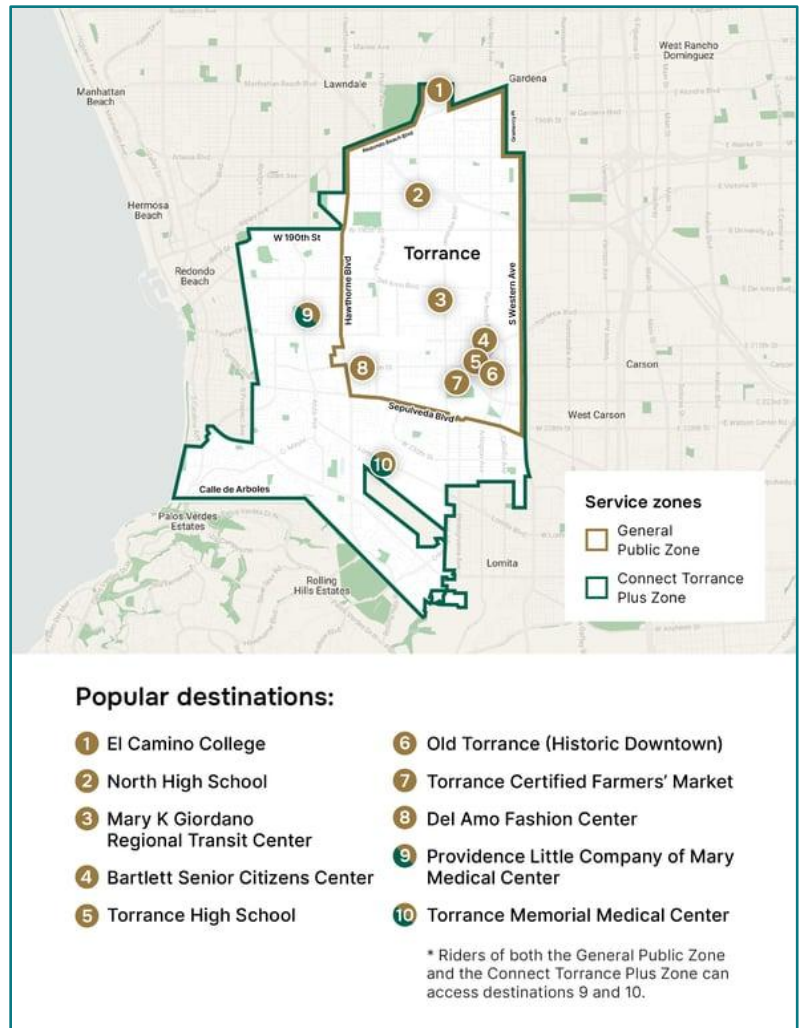
Location	Service
Torrance, CA	On-demand microtransit
Model	Grant Applicant
Operated by Via Transportation, Inc	City of Torrance/ Torrance Transit System

Introduction

Connect Torrance launched in December 2024 as an on-demand, curb-to-curb microtransit service that uses the Via Transportation, Inc technology to dynamically match riders traveling in similar directions in a pre-defined service zone. Connect Torrance provides an alternative to private vehicle travel and complements Torrance Transit's fixed-route network. The selected service area connects residents with major employment, commercial, educational, healthcare, and recreational destinations.

What are the Details?

- Connect Torrance operates under two service zones.
 - The General Public Zone is open to everyone and costs \$5 for a single rider. Each additional General Public rider sharing the same ride costs \$2.50.
 - The Connect Torrance "Plus" Zone is a larger service area that serves Torrance Community Transit Program (TCTP) riders who are Torrance residents 65+ and residents with disabilities. Rides cost \$3. Each additional "Plus" rider sharing the same ride costs \$1.50. Riders must contact Torrance Transit to apply for TCTP.
- Service hours are Monday to Friday 6am to 9pm, with special events extended hours from 7pm to 12am. Saturday and Sunday service hours are from 9am to 9pm, with special events extended hours from 5pm to 10pm.
- Wheelchair accessible vehicles are available upon request in the app or by phone.





How was the Project Funded?

With grant writing help from Via and CALSTART, the initial pilot was funded through LA Metro's Measure M Visionary Seed Funds, Measure R Transit Program funding administered by the South Bay Cities Council of Governments, and the Torrance Transit operating budget.

Building on the pilot's success, the City of Torrance was awarded \$4 million in Surface Transportation Block Grant (STBG) and Congestion Mitigation and Air Quality (CMAQ) funding for Federal Fiscal Years 2026 and 2027. This demonstrates that an initial investment from local and regional sources can help establish a strong track record to position a service to compete successfully for federal funding.

What are the Key Results?

Connect Torrance monthly ridership doubled between January and May 2025 and reported a 4.9/5 average rider satisfaction rating. The average pickup time was 9.5 minutes and the increase in ridership led to declining cost per ride and per mile. Top destinations included El Camino College, Del Amo Fashion Center, Torrance YMCA, two major medical centers, and Discovery Park. Based on improvements in ridership and operational efficiency, the City expanded operating hours and Connect Torrance coverage zones in June 2025.

What are the Lessons Learned?

A successful microtransit pilot does not have to be funded entirely by one source. Establishing a strong local/regional funding base, partnering with a technology provider, demonstrating measurable outcomes, and then pursuing federal funding can provide a pathway from pilot to sustained and expanded service. Specific strategies from Connect Torrance that led to its success:

- Pilot service with a defined geography/zone and identify key destinations within service zone.
- Partner with a private technology provider to provide booking and dynamic-routing capabilities.
- Partner with the local transit provider for administration of fare systems and programming.
- Leverage multiple funding sources, including combining grant funding with an existing transit operating budget.
- Collect rider and operational data from the outset, including rider satisfaction.
- Use early results to justify expansion and pursue larger funding opportunities.
- Apply community feedback from pilots to refine the service and coverage.

Want to Learn More?

- [STBG & CMAQ Programs, Southern California Association of Governments](#)
- [Connect Torrance, Ride with Via](#)
- [Connect Torrance Expansion, Ride with Via News](#)
- [Connect Torrance Expansion, Torrance Advantage News](#)
- [Torrance Expands Community On-Demand Transportation Service, South Bay Cities Council of Governments](#)