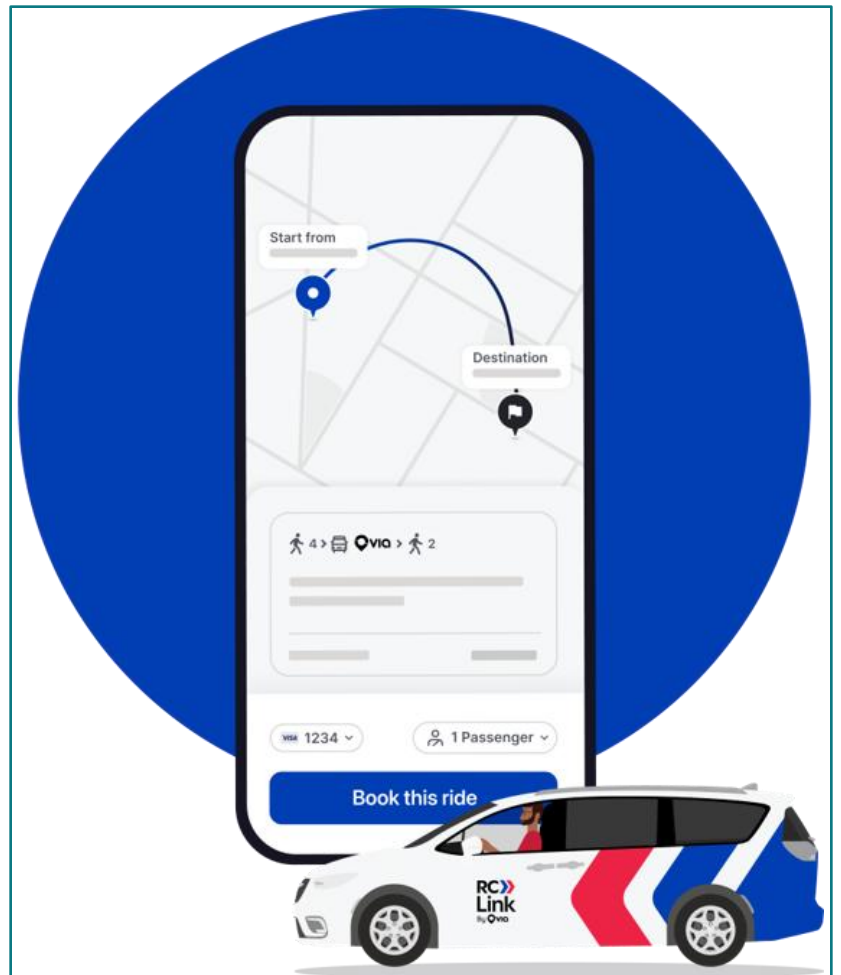


Microtransit: RC Link

Location	Service
Chelsea, MA and Revere, MA	On-demand microtransit
Model	Grant Applicant
Operated by Via Transportation, Inc	Cities of Chelsea and Revere

Introduction

RC Link is a regional, shared, on-demand microtransit service launched jointly by the cities of Chelsea and Revere, MA, in September 2025. The service is a three-year pilot project that addresses gaps in local transit coverage and improves connections in neighborhoods that have been historically underserved by transit and are far from Massachusetts Bay Transportation Authority (MBTA) Blue Line stations. Service is provided in Revere’s Point of Pines neighborhood, areas west of Broadway, and Chelsea’s industrial port area.



What are the Details?

- RC Link operates shared, corner-to-corner rides using a five-vehicle fleet.
- First two rides are free. The cost for standard fare is \$2. Cost for students, seniors, income-eligible riders, riders with disabilities, and additional riders is \$1.
- Service hours are Monday to Friday from 7am to 8pm.
- Wheelchair accessible vehicles are available.
- Riders can request trips through the RC Link mobile app or by phone.
- Via provides the technology platform and is integrated with MBTA rail and bus information to help riders plan connections with transit.



How was the Project Funded?

RC Link was funded through a combination of Massachusetts Department of Transportation (MassDOT) Regional Transit Innovation Grant funding and a Boston Region MPO Community Connections Grant. The Community Connections Grant is funded by the Congestion Mitigation and Air Quality (CMAQ) program. Funding is planned for Federal Fiscal Years 2025, 2026, and 2027.

The project represents a partnership between the two municipalities and Via, with Via providing the technology platform and service-management capabilities.

What are the Key Results?

As a pilot project, the Cities of Chelsea and Revere estimated 58 passenger trips per day, but since its launch the service has generated more than 150 rides per day. The service lists 11 top destinations which include Chelsea MBTA/Market Basket/MGH, Wonderland Blue Line and Bus Station, Chelsea Public Library, and Beth Israel Deaconess Urgent Care. Since its launch, the service expanded operating hours from 7am to 7pm, to 7am to 8pm.

What are the Lessons Learned?

RC Link illustrates the value of intermunicipal collaboration when transportation needs cross jurisdictional boundaries. The project demonstrates the benefits of partnering with a private technology provider to supply dynamic routing, rider booking, and transit-integration capabilities. Specific strategies contributed to its success:

- Pilot service with a defined geography/zone and identified key destinations within service zone.
- Partner with a private technology provider to provide booking and dynamic-routing capabilities.
- Design service around specific mobility gaps, rather than duplicating existing fixed-route transit.
- Create marketing materials in multiple languages to reach Chelsea and Revere's diverse populations.
- Integrate MBTA schedule information with application to help riders connect directly with transit.

Want to Learn More?

- [Boston MPO Transportation Improvement Program, FFYs 2025-29](#)
- [RC Link, Ride with Via](#)
- [RC Link, Ugonna Agbafé](#)
- [Chelsea, Revere Celebrate Launch of RC Link, Chelsea Record](#)
- [RC Link! \(English\), RevereTV](#)
- [RC Link! \(Arabic\), RevereTV](#)