



How Via built a 1,193-person contingent workforce with a 91% retention rate across 85 cities using HireArt



HireArt x Via

Headquartered in New York, Via is a technology company that provides digital infrastructure for public transportation. They provide end-to-end solutions to plan, optimize, and operate efficient and equitable transit systems in over 500 cities worldwide, across 5 continents. Since their founding in 2012, they've grown to over 1,000 employees, and have a valuation of 2.9 billion dollars.

Via needed a robust talent pipeline to support their growth.

The nature of Via's business — which involves partnerships and implementations with public transit authorities in cities and towns nationwide — necessitated building on-the-ground teams of talented folks quickly whenever they launched in a new location. Those teams could include Drivers, Fleet Operations, Driver Support teams, Brand Ambassadors to help get the word out with riders, Maintenance teams, and more. They needed a partner who could build reliable pipelines of talent across geographies and help them launch new cities on a weekly basis.

HireArt's product gave Via the ability to easily access talent across their varied geographic footprint, and because a standard part of their new market "launch playbook." Hiring managers can easily create jobs, and immediately receive candidates from HireArt's automated sourcing tools and network of staffing firm partners.

Via's employer of record had to be able to keep up with their rapid expansion.

Via's rapid expansion into new markets meant that they also needed an employer of record who could compliantly employ both hourly and salaried workers in all 50 states. Their internal HR and Payroll teams could not keep up with the demand to set up legal entities across all 50 states, comply with wage and hour laws and sick leave, offer benefits, and cover worker's compensation in each new market.

HireArt's EOR product eliminated a huge amount of administrative burden and automated compliance for their hourly workers across jurisdictions. This meant that Via:

- Easily extend offers to contractors and monitor their progress through onboarding.
- Was able to offer competitive benefits plans without expanding internal offerings to national policies.
- Comply with local sick leave laws without the burden falling to internal teams to learn policy and track accruals.
- Utilize HireArt's worker's compensation policies rather than set up coverage in each new launch location.
- Ensure correct local payroll tax withholding rates were withheld.

A platform that could handle complex compliance requirements.

Additionally, in certain instances, Via's Driver population also must comply with DOT & FMCSA regulations, which bring with them a number of unique compliance requirements related to pre-employment screening, medical examinations, and drug testing. Additionally, there are requirements around ongoing random drug testing, and a number of annual reporting requirements for employers in this space. This is a unique employment challenge with complex compliance requirements.

HireArt's product is uniquely suited to solving DOT compliance challenges.

- Structured and consistent onboarding allows for the gathering of all necessary DOT documentation, worker acknowledgement of drug testing policies, etc.
- Full API integration with Checkr for pre-employment medical screenings, moving vehicle record checks, and DOT compliant drug screenings.
- Chain of Custody Form (CCF) storage on personnel profile, for easy reporting during DOT audit.
- Integration via SambaSafety for ongoing driver monitoring.
- Automated DOT Card monitoring and renewals.

The screenshot displays the HireArt dashboard interface. At the top, it says 'Good morning, Jai!' next to a user profile picture. The dashboard is divided into several sections: 'Your tasks' with a 'Due by 12 pm today' section and a 'Due this week' section; a notification bar stating '11 new applications are ready to review'; a 'Recent updates' section with a notification for an 'Interview with Lauren Garcia' scheduled for Tuesday, June 13 at 1 pm; a 'Personnel' list showing names like Laszlo Garland, Jason Morris, Stacey C, and Priya Gur; and a 'New offer for Marcus Singer' form with details like 'Starting July 5', '\$31.00/hour', and background check requirements (Criminal, Drug, Moving vehicle record). A '+ Create a new offer' button is also visible.

Results:

1,193

hires as of 8/16/2022

85

cities geographies

91%

retention rate