



City of San Antonio

Agenda Memorandum

File Number:
{{item.tracking_number}}

Agenda Item Number: 4

Agenda Date: January 17, 2023

In Control: Transportation and Mobility Committee Meeting

DEPARTMENT: Transportation Department

DEPARTMENT HEAD: Tomika Monterville

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

A briefing on the VIA Link, VIA's on-demand ride sharing program

SUMMARY:

A briefing on VIA Link, VIA's on-demand ride sharing program that offers affordable public transit options to neighborhoods and cities in the VIA service area where traditional bus routes are not feasible.

BACKGROUND INFORMATION:

VIA Link is the on-demand ride-sharing program, which originated after a thorough study of the VIA services. The innovative program identified opportunities to increase ridership, enhance service efficiency and cost-effectiveness. The primary strategy of the VIA Link zones is to replace low performing routes where traditional bus routes are not feasible and to provide greater access to VIA's overall bus system. Traditional bus routes were replaced by an on-demand transit service,

like Uber or Lyft, operating on the same fare structure and prices as VIA services. Customers can request trips by calling, going online, or accessing the VIA's free VIA Link app. Customers can also rate the service up to five stars. All zones have received 4.8 or higher ratings to-date. The on-demand rideshare service is operated by professional drivers, who drive the five-passenger minivans that comply with safety and accessibility requirements.

VIA Link's first zone was launched in 2019 in Northeast San Antonio, which has since been expanded from 17 square mile zone to an 18.5-square mile zone. VIA Link continues to expand with a 16.5-square-mile zone now operating in Northwest San Antonio and a 12.5-square-mile zone operating in South San Antonio.

In 2020, VIA further refined the on-demand service under the Keep San Antonio Moving (KSAM) plan. Under the KSAM plan, the on-demand service under consideration includes the outlying suburban cities and/or areas with no transit services, areas of low-performing fixed routes, and regional centers.

ISSUE:

This item is for briefing purposes only.

FISCAL IMPACT:

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ALTERNATIVES:

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RECOMMENDATION:

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