

A photograph of two young women sitting on a bench at a transit stop. They are both smiling and looking at a smartphone held by the woman on the right. The woman on the left is wearing a green cardigan over a pink top, and the woman on the right is wearing a dark blue polka-dot long-sleeved shirt. They are both wearing red earbuds. In the background, there is a transit stop shelter with a sign that says "VIA" and "primo". The sign also displays the date "20207" and the number "103". The scene is set outdoors on a sunny day with trees and a street in the background.

IMAGINE WHERE WE CAN GO

You told us what matters most to you and VIA listened.
We're reimagining mobility to deliver a **BETTER, FASTER,
SMARTER** transit system so that you can spend more time
doing what you love. **IMAGINE THAT.**

VIA  reimagined 

MORE TIME BEING THERE, LESS TIME GETTING THERE.

VIA HAS A PLAN.

We call it VIA Reimagined and it's a whole new way to address the transportation challenges we're facing today and in our future. We listened and learned when you told us what matters most when it comes to mobility, through years of meetings, surveys and conversations with the community. And the No. 1 priority is to spend less time waiting—in traffic and at bus stops—and more time doing the things you want or need to do. That's the foundation for VIA Reimagined. It's a plan that makes it easier to choose and use public transit in San Antonio and Bexar County as our region grows and our roadways become more congested.

Did you know more than a million new people will call Bexar County home by the year 2040? And they're bringing their cars with them! While growth brings many great things—new jobs, new activities, and new ideas for our next 300 years—it also brings new challenges. We need bold and modern transit solutions, options that meet your needs and can be easily adapted for our changing region. We have a plan to make our bus system better, build a network for faster trips, and use technology that makes it all more convenient for you. **That's VIA Reimagined.**

IT'S ALL PART OF THE PLAN.

Convenient and reliable public transit is key to the success of our public transportation system. The **VIA Reimagined Plan** builds on the work of VIA's Vision 2040 Long Range Plan, designed with years of public input, to provide a backbone for a modern transportation system. with more options that work for you.

GUIDING PRINCIPLES



FREQUENT

A network where all fixed-route core service will operate at a frequency of 20 minutes or better.



SIMPLE

A network people understand and can navigate whether they have lived in San Antonio their whole life or are visiting for a day.



DIRECT

A network with single-seat ride connections to major activity centers.



CONVENIENT

A network where routes and services connect people to key destinations throughout San Antonio and beyond the urban core.

DOING MORE OF WHAT WORKS FOR YOU. IMAGINE THAT.

VIA Reimagined is the 10-year plan to bring our community closer to the adopted Vision 2040 Long Range Plan that will position VIA as the leading regional mobility provider.



BETTER BUS SYSTEM

Major systemwide improvements to the bus network:

- More frequent service
- More Express and Crosstown routes
- More late-night and weekend service
- More access to jobs and population centers



ADVANCED RAPID TRANSIT NETWORK

Six high-frequency corridors that cut down on commute times and connect major destinations and employment centers:

- Dedicated lanes to keep transit moving
- Modern vehicles running every 10 minutes or better
- Transit signal priority to get buses through traffic quicker
- All-door boarding



SMART TRANSIT

Using technology in transit to improve the customer experience.

- Innovation that makes VIA service flexible and easy to use
- Real-time “next bus” information
- VIA Link to book on-demand trips with our free app
- Connecting with first-mile/last-mile partners like bikes, scooters and ride-share
- Easy options to buy fares before boarding

REVISED 10/29/19

BENEFITS AND OUTCOMES BY 2030

68%

of riders will have access to service that is 12 minutes or better, that's 24% more existing riders.

86%

more people will be within a 10-minute walk of a transit service.

47%

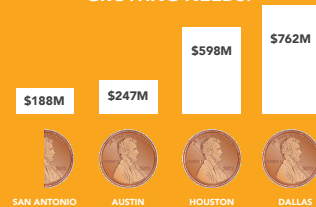
more jobs will have access to transit service that is within a 10-minute walk.



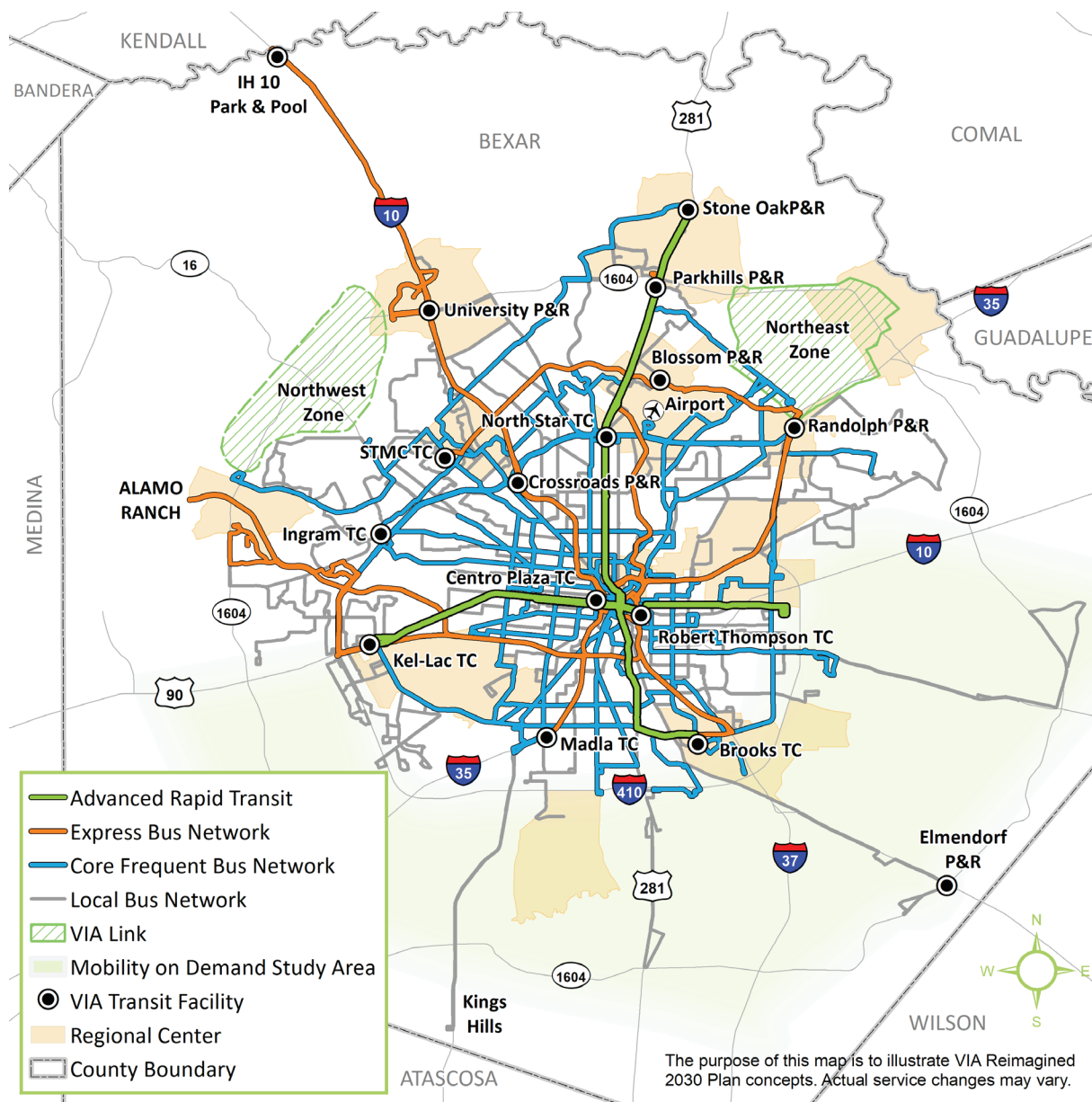
WHEN OPPORTUNITY KNOCKS,
YOU'LL BE THERE TO ANSWER.

A bold new transit plan requires a strong commitment to invest in our future. Taking action today ensures VIA is strong and ready for tomorrow. **IMAGINE THAT.**

**VIA IS THE LEAST FUNDED OF ANY
MAJOR TEXAS TRANSIT SYSTEM.
MORE RESOURCES WILL HELP US MEET
GROWING NEEDS.**



VIA reimagined 2030



The purpose of this map is to illustrate VIA Reimagined 2030 Plan concepts. Actual service changes may vary.

LEARN MORE  reimagined@viainfo.net