VIA▶ Ridership Report

The transit industry defines ridership as the number of passengers who board public transportation vehicles—called unlinked passenger trips. Ridership measures transit utilization at the system, route, mode and service type level.

A passenger is counted each time when boarding a vehicle no matter how many vehicles are used to travel from trip origin to destination. Riders are counted whether a fare is paid or not. For example, a rider not required to pay a fare such as a personal care attendant or a young child is counted in the ridership totals.

Factors that Affect Fixed-Route Ridership

The following provides some of the major factors that effect a travelers decision to ride fixed-route transit:

- **Frequency**—What is the waiting time between buses? Can I walk to the bus stop and expect a vehicle to arrive within a short time?
- **Connections and accessibility**—How well does the system network across the service area? Will I be able to easily connect to other routes in a timely manner? Is there a safe, connected, accessible sidewalk available?
- **Travel time**—How long will it take to get there (including the time I have to wait)? How does the travel time compare to other modes of travel options available to me?
- **Travel cost**—What does the service cost compared to other travel mode options?
- **Service area coverage**—Where does service go? Does the service go where there are lots of people and places? Are people able to access transit easily?
- **Reliability**—Is the service on-time? How likely is the bus to arrive at the time scheduled?
- **Span of service**—What is the duration of the service? Will I be able to go when I want and get back when I want?
- **Comfort, safety and other amenities**—How comfortable is the ride (seating, cleanliness)? Are there safe places to wait that are well lit? Is there access to WiFi and other services?

VIA Fixed-route and Vanpool Ridership Goals

VIA's goals for fixed-route and vanpool service ridership are to increase ridership by retaining existing customers and attracting new riders.

Factors that Effect ADA Complementary Paratransit Ridership

VIAtrans is provided for people whose disability prevents them from riding the fixed route services as defined by the Americans with Disabilities Act of 1990 (ADA). Ridership is heavily effected by the ADA service requirements. ADA complementary paratransit requirements are as follows:

- **Eligibility**—ADA complementary paratransit is for:
    - People whose disability prevents them from using the fixed route service
    - People who can use the fixed route but the fixed route vehicle, or the bus stop is inaccessible
    - People whose disability prevents them from traveling to or from the bus stop or station due to ostabcles that impede them
- **Travel cost**—ADA provides that the fare for paratransit cannot exceed twice (2 times) the non-discounted adult fare for a similar trip at the same time of day on the regular fixed-route system. A personal care attendant (someone who provides assistance to the ADA eligible rider) shall not be charged a fare. The fare for a companion is the same as for the ADA eligible paratransit rider. VIAtrans fare is $2.00. VIA's non-discounted adult fixed-route fare is $1.30.
- **Service area and span of service**—ADA regulations require transit agencies that operate fixed-route transit to also provide ADA complementary paratransit service within the same service area as the local fixed-routes. Service area generally includes a 3/4 –mile corridor on either side of local bus routes and around transit centers. ADA regulations also require transit agencies to provide complementary paratransit the same hours and days of service (span of service) as the local fixed-routes.
- **Advanced reservation**—ADA states that complementary paratransit service must be scheduled at least one (1) day in advance. Real-time/ same day scheduling is permitted but not required. ADA allows a premium (higher) fare to be charged for same day trips.
- **Reliability and capacity**—Transit agencies must not have an operational pattern or practice that limits the availability of complementary paratransit service to ADA eligible customers. Transit agencies must serve requests for all trip purposes. Transit agencies must operate without a substantial number of untimely pick-ups, missed trips, excessive trip-lengths, and excessive telephone hold times.

VIA ADA Complementary Paratransit Ridership Goals

VIA's goal for ADA complementary paratransit ridership is to balance service quality with service sustainability, ensuring that all trip requests are provided for qualified individuals.

How many boardings were on VIA bus and paratransit services year-to-date? How does ridership compare to the prior year?

Total Boardings Year-to-Date - **Bus & Paratransit**

31.4 Million

Includes special events and excludes charter service (if any)

Boardings by Month - **Bus Service**
Year-over-Year Figures - FY 2016 & FY 2017

Year-to-Date: -5.0%
Current Month: -4.3%
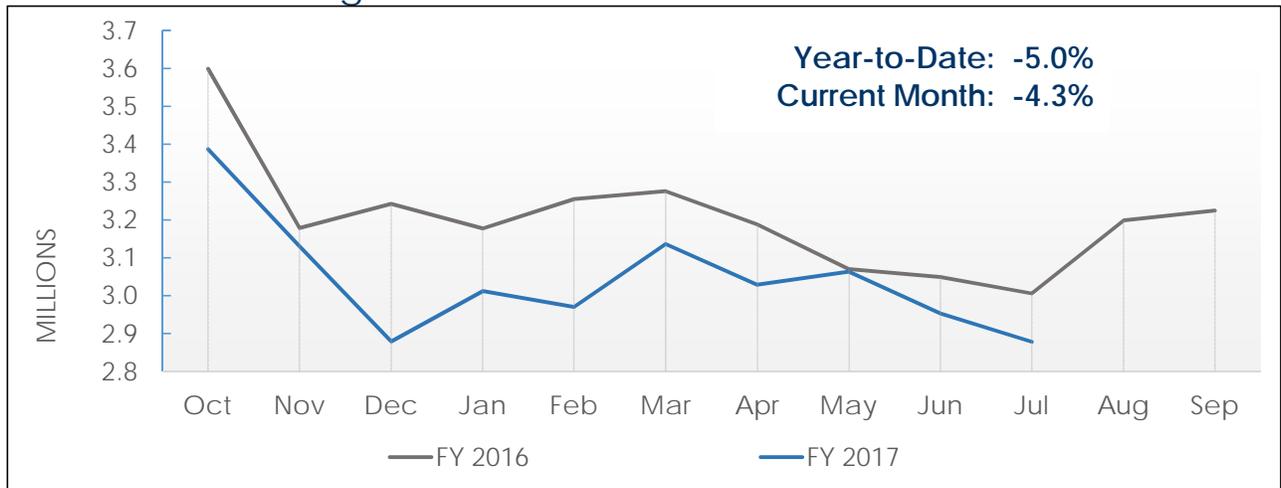
Includes special events and excludes charter service (if any)

Boardings by Month - **Paratransit Service**
Year-over-Year Figures - FY 2016 & FY 2017

Year-to-Date: +3.3%
Current Month: -0.5%
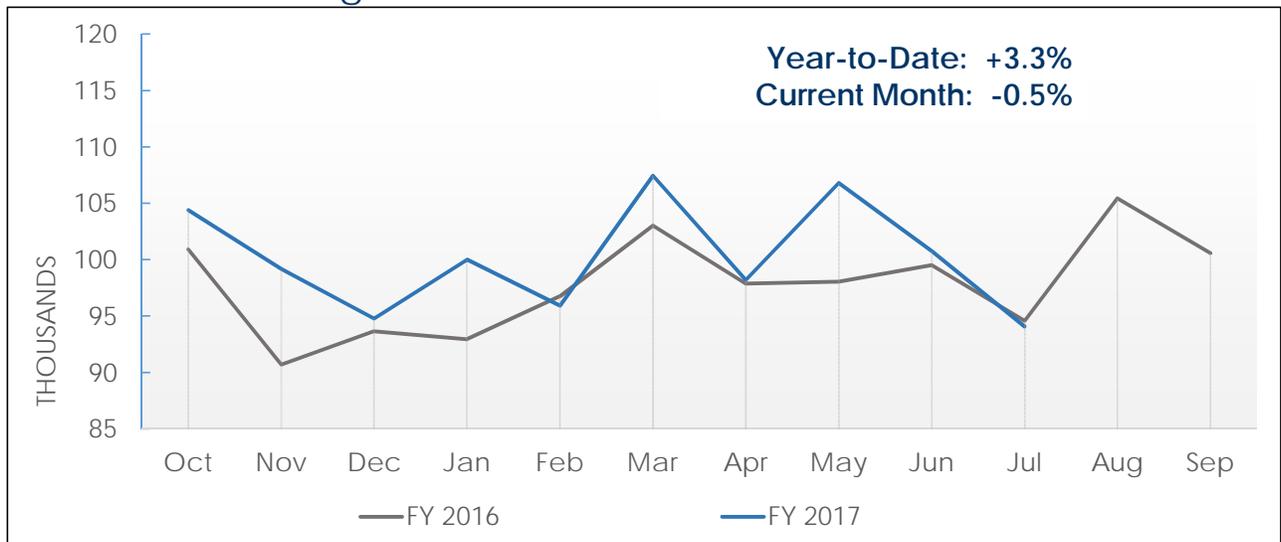
Includes taxicab

Average Weekday Ridership
July 2017

How many boardings were on VIA bus and paratransit services during an average weekday?

Average Weekday Bus Boardings

105,993 /per day

Average Weekday Bus Boardings

Year-to-Date: -5.1%
Current Month: -3.7%

2016 2017
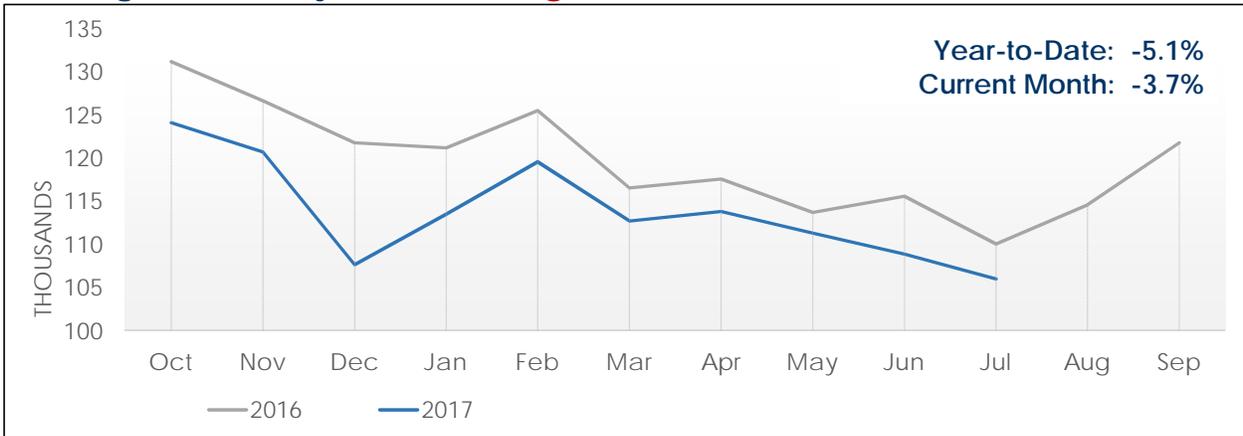
Average Weekday Paratransit Boardings

4,161 /day

Average Weekday Paratransit Boardings

Year-to-Date: +3.5%
Current Month: +0.6%

2016 2017

Includes taxicab

How does ridership compare to the prior year by route and service type?

Service Type	Route		Route Name	YTD October 2015 to July 2016	YTD October 2016 to July 2017	Difference	% Diff.
Primo	100		PRIMO FRED RD	1,643,009	1,495,021	(147,988)	-9%
Primo	101	**	PRIMO UTSA LEON VALLEY	-	172,702	172,702	100%
Local	2		BLANCO	881,404	825,026	(56,378)	-6%
Local	3	***	SAN PEDRO SKIP	505,543	572,417	66,874	13%
Local	4	***	SAN PEDRO	873,904	741,683	(132,221)	-15%
Local	5		McCULLOUGH	392,497	349,919	(42,578)	-11%
Local	8		N ST MARYS	352,227	327,093	(25,134)	-7%
Local	9		BROADWAY	374,991	362,485	(12,506)	-3%
Local	10		NACO/BROADWAY	387,284	375,951	(11,333)	-3%
Local	14	***	PERRIN BEITEL	826,735	688,030	(138,705)	-17%
Local	20	***	NEW BRAUNFELS	1,139,734	1,037,067	(102,667)	-9%
Local	21		KIRBY / CONVERSE	403,976	403,976	-	0%
Local	22		HAYS	317,762	276,823	(40,939)	-13%
Local	24		EAST HOUSTON	479,869	444,454	(35,415)	-7%
Local	25		E. COMMERCE	491,625	507,828	16,203	3%
Local	26		MARTIN LUTHER KING	433,169	409,785	(23,384)	-5%
Local	28	***	PORTER	531,101	482,111	(48,990)	-9%
Local	30		RIGSBY	355,475	354,038	(1,437)	0%
Local	32		STEVES AVE.	334,012	294,969	(39,043)	-12%
Local	34		SOUTH ST.MARY'S	574,305	571,549	(2,756)	0%
Local	36		S.PRESA	266,545	234,490	(32,055)	-12%
Local	42		ROOSEVELT	377,013	368,017	(8,996)	-2%
Local	43		SOUTH FLORES	354,856	324,660	(30,196)	-9%
Local	44		PLEASANTON RD.	418,500	407,930	(10,570)	-3%
Local	46	***	COMMERCIAL	163,051	147,242	(15,809)	-10%
Local	51		NOGALITOS	435,677	406,489	(29,188)	-7%
Local	54		SOUTH ALAMO	85,916	54,178	(31,738)	-37%
Local	62	***	KIRK	151,992	153,259	1,267	1%
Local	66	***	CERALVO	397,450	364,940	(32,510)	-8%
Local	67		LAREDO	180,311	153,601	(26,710)	-15%
Local	68		GUADALUPE	696,000	687,983	(8,017)	-1%
Local	70		CESAR CHAVEZ	50,804	49,935	(869)	-2%
Local	75		W. COMMERCE	787,138	753,002	(34,136)	-4%
Local	76	***	WEST COMMERCE	824,856	726,766	(98,090)	-12%
Local	77		MARTIN	189,943	180,938	(9,005)	-5%
Local	79		RUIZ	388,987	394,023	5,036	1%
Local	82		CULEBRA	628,113	580,081	(48,032)	-8%
Local	88		BANDERA	578,158	561,989	(16,169)	-3%
Local	89	***	POPLAR	284,704	296,735	12,031	4%
Local	90		WOODLAWN	371,103	343,535	(27,568)	-7%
Local	95		FREDERICKSBURG RD	342,994	310,051	(32,943)	-10%
Local	96		VANCE JACKSON	690,941	643,524	(47,417)	-7%
Local	97		WEST AVE	475,981	467,164	(8,817)	-2%
Local	502		THOUSAND OAKS	320,252	303,856	(16,396)	-5%
Local	505		BASSE	219,503	176,958	(42,545)	-19%
Local	509		HILDEBRAND	201,445	196,328	(5,117)	-3%
Local	515		SOUTHCROSS	248,942	237,748	(11,194)	-4%
Local	520		ZARZAMORA	1,846,309	1,759,427	(86,882)	-5%
Local	522		BABCOCK	260,973	254,898	(6,075)	-2%
Local	524		GENERAL McMULLEN	752,485	718,921	(33,564)	-4%
Local	534		WURZBACH	662,759	634,775	(27,984)	-4%
Local	550		LOOPER	1,057,128	1,018,720	(38,408)	-4%
Local	551		LOOPER	1,068,953	1,045,230	(23,723)	-2%
Local	602		NORTH STAR/ MED. CTR	280,054	260,789	(19,265)	-7%
Local	603		MEDICAL CENTER/UTSA	235,732	220,911	(14,821)	-6%
Local	604		MEDICAL CENTER/UNIV. HGTS.	133,297	141,649	8,352	6%
Local	605		UTSA/MAINLAND	52,128	59,567	7,439	14%
Local	606		MED. CENTER/ALAMO RANCH	140,784	131,370	(9,414)	-7%
Local	607		MED. CENTER / INGRAM	103,600	96,997	(6,603)	-6%

Service Type	Route		Route Name	YTD October 2015 to July 2016	YTD October 2016 to July 2017	Difference	% Diff.
Local	609		INGRAM/MAINLAND	92,699	79,036	(13,663)	-15%
Local	610		INGRAM/NW CROSSING	151,814	140,810	(11,004)	-7%
Local	611		VALLEY-HI / KEL-LAC	108,000	105,882	(2,118)	-2%
Local	612		KEL-LAC/WESTLAKES	86,006	76,832	(9,174)	-11%
Local	613		HERITAGE NW / KEL-LAC	191,862	167,810	(24,052)	-13%
Local	614		HIDDEN COVE / KEL-LAC	86,206	77,647	(8,559)	-10%
Local	615		KEL-LAC / HERITAGE PARK	171,922	162,224	(9,698)	-6%
Local	616		SKY HARBOUR/KEL-LAC	143,344	163,759	20,415	14%
Local	617		KEL-LAC / RAINBOW HILLS	127,478	131,497	4,019	3%
Local	618		INGRAM/WESTLAKES	88,308	86,808	(1,500)	-2%
Local	619		KEL-LAC / INDIAN CREEK	87,857	106,081	18,224	21%
Local	620		INGRAM/NWVISTAS	122,685	119,431	(3,254)	-3%
Local	629	**	INDUSTRY PARK	-	69,890	69,890	100%
Local	630	***	RANDOLPH/KIRBY/SUNRISE	224,996	86,926	(138,070)	-61%
Local	631	**	SUNRISE/SUMMERFEST	-	52,148	52,148	100%
Local	632	***	RANDOLPH/VENTURA	284,227	312,146	27,919	10%
Local	640		VALLEY FORGE	50,300	47,668	(2,632)	-5%
Local	641		KNOLLCREEK	48,374	53,164	4,790	10%
Local	642		NACOGDOCHES	99,315	83,752	(15,563)	-16%
Local	647		NORTH STAR / H. WURZBACH	105,092	90,229	(14,863)	-14%
Local	648		NORTH STAR / STONE OAK PKWY	121,087	121,537	450	0%
Local	651		DECO DISTRICT / CASTLE HILLS	154,574	153,491	(1,083)	-1%
Local	660		NWVISTAS/UNIVESITY P&R	81,742	80,464	(1,278)	-2%
Circulator	7	*	SIGHTSEER SPECIAL	29,722	-	(29,722)	-100%
Circulator	301	***	VIVA CENTRO	217,643	139,901	(77,742)	-36%
Circulator	305	*	BLUE TROLLEY	61,135	-	(61,135)	-100%
Circulator	333	*	E OR ENTERTAINMENT	5,393	-	(5,393)	-100%
Circulator	11	**	VIVA CULTURE	19,623	93,973	74,350	379%
Circulator	40	**	VIVA MISSIONS	7,021	45,720	38,699	551%
Commuter	6		US 281	72,727	68,836	(3,891)	-5%
Commuter	48		IH-35 SOUTH	8,463	7,521	(942)	-11%
Commuter	93		IH-10 CROSSROADS / UTSA	143,786	143,041	(745)	-1%
Commuter	16		JBSA FT. SAM HOUSTON / USO	11,850	7,155	(4,695)	-40%
Commuter	17		IH-35	271,818	278,339	6,521	2%
Commuter	64	***	US 90	227,616	232,029	4,413	2%
Commuter	65	****	JBSA LACKLAND AFB/USO	17,330	11,081	(6,249)	-36%
Commuter	94		IH-10 / FIESTA TEXAS	178,240	172,553	(5,687)	-3%
Scheduled Fixed-Route Bus				**31,924,254**	**30,330,984**	**(1,593,270)**	**-5%**
VIAtrans			VIAtrans Vans	413,556	444,929	31,373	8%
VIAtrans			Purchased Service	482,183	470,018	(12,165)	-3%
VIAtrans			Will Call Taxi	11,342	12,704	1,362	12%
VIAtrans			Taxi Subsidy	60,975	73,904	12,929	21%
Total VIAtrans Paratransit				**968,056**	**1,001,555**	**33,499**	**3%**
Total Scheduled Fixed-Route and Paratransit				**32,892,310**	**31,332,539**	**(1,559,771)**	**-5%**

Factors impacting ridership difference include:

*Discontinued route

**New route

***Significant change in route configuration

****Weekend only route

Summary

	YTD October 2015 to July 2016	YTD October 2016 to July 2017	Difference	% Diff.
Primo	1,643,009	1,667,723	24,714	2%
Local	29,008,878	27,463,112	(1,545,766)	-5%
Downtown Circulator	340,537	279,594	(60,943)	-18%
Commuter - Express	931,830	920,555	(11,275)	-1%
Total Scheduled Fixed-Route Bus	31,924,254	30,330,984	(1,593,270)	-5%
Total Special Event Fixed-Route Bus	114,593	104,870	(9,723)	-8%
Total VIAtrans Paratransit (includes taxi)	968,056	1,001,555	33,499	3%
Total Fixed-Route and Paratransit	**32,892,310**	**31,332,539**	**(1,559,771)**	**-5%**
Total Vanpool	405,053	408,523	3,470	1%
System-Wide Total	**33,297,363**	**31,741,062**	**(1,556,301)**	**-5%**