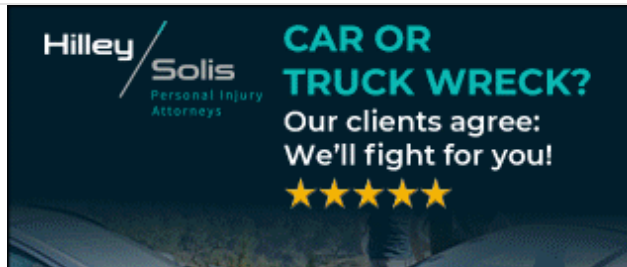


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VIA focused on improving service with frequency and growing ridership

The public transit agency is increasing frequency on five routes, and it's planning for more in the months and years to come, its CEO reports.

By **Jon Gary Herrera**, *For the Express-News*

April 13, 2025

 Gift Article



A VIA Metropolitan Transit bus travels southbound on San Pedro Avenue in October in San Antonio's

Sam Owens/San Antonio Express-News

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VIA focused on improving service with frequency and growing ridership

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In public transportation, frequency is key.

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Studies have shown what we know: The higher the frequency of service — how often a bus comes along — the higher the percentage of residents who would be interested in using public transit. The more often a bus arrives, the less time you spend traveling.

That's why I'm proud to share that VIA Metropolitan Transit is increasing frequency on five routes, and we're planning for more in the months and years to come. In the coming years, our frequency across the system will be 30 minutes or better.

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Better frequency is the No. 1 ask from our customers. It means that they can more easily get to work and school, to medical appointments and church, to the grocery

store and events, and to all the other places that are important in their daily lives.

Better frequency and less travel time is also good for businesses, employers and the local economy. When we make it easier for the workforce to get from point A to point B, they're able to travel to more places, the size of the potential workforce grows and the economy expands.

Since starting as president and CEO of VIA in January, I have focused the agency's efforts on increasing ridership and have set a goal of adding 25 million additional trips. In 2021, we provided 24.2 million ridership trips. Each year since, we've gained back customers. In 2024, they took 30.8 million trips.

We recognize that our community's travel patterns continue to change, and we are adjusting our system to accommodate. That includes delivering the Advanced Rapid Transit Green and Silver Lines, continuing to grow our VIA Link ride-share service and increasing frequency across our system — all things San Antonians said they wanted in 2020 when they voted overwhelmingly to direct more sales tax revenue to VIA starting in January 2026.



We're making strong headway on all those goals, a key component of which is hiring.

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To provide the service that San Antonians want, we need more bus operators. And so along with the work we're doing to increase ridership, we're also focused on our recruitment efforts. I've set a goal for VIA to add scores of new operators by the end of the year so we can continue to increase frequency.

We know that higher frequency drives more interest in transit. When public transportation becomes so accessible that you don't have to think about it, it becomes a viable option for more people.

Our job, as I see it, is to deliver a transit system that attracts many San Antonians to use it. Whether it's for work, school or park-and-ride during Fiesta, we offer the mobility choices that are backed by the best customer service in the industry.

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Our employees are the heart of VIA. They work incredibly hard every single day to ensure that our customers have the best possible experience every time they board a VIA vehicle.

That's why VIA is evolving — why we're working on the region's first Advanced Rapid Transit corridor, which will have 10- to 15-minute frequency; why we're growing our VIA Link ride-share service; and why we're working to improve frequency across our 1,210 square miles of service area to 30 minutes or better.

As I look ahead, I'm excited for what our city is becoming, how VIA is evolving to meet our community's needs and where we're all going, together.

Jon Gary Herrera is president and CEO of VIA Metropolitan Transit.

April 13, 2025

Jon Gary Herrera

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