

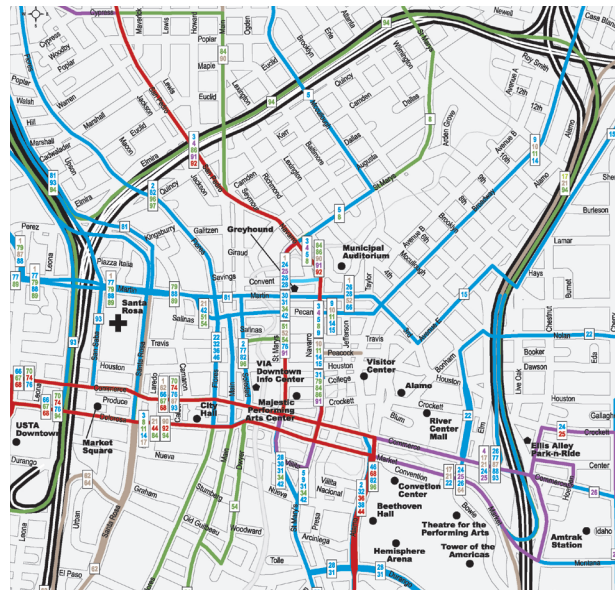
VIA Comprehensive Service Plan

This two-year Nelson\Nygaard project completely redesigned the transit network in the nation's 10th largest city, enabling it to attract a broader base of ridership without increasing operating costs or stranding existing riders. In addition to the usual data collection tasks, the study included an extensive process of consensus-building with the Board, key stakeholders, and finally the public. For example, the Board was initially presented with nine service design scenarios, reflecting nine possible permutations of financial options and alternative service design goals. Two of these options – illustrating different possible tradeoffs between the goal of productivity and the goal of coverage – were taken to the public in an initial outreach phase, so that citizens had an opportunity to comment on alternatives before one was selected.

The recommended network consolidated many radial routes to create the beginnings of a high-frequency grid network for dense inner-city areas. In the vast suburban area, the design expanded timed-transfer operations, recommended several new transit centers, and introduced demand-responsive “flex routes” to retain coverage where demand is low but coverage was desired by the Board. The plan also recommended Bus Rapid Transit in the Fredericksburg Road corridor as a near-term priority.

The first phase of the plan, implemented in August 2003, retains service to within one-quarter mile of 99% of existing riders, while increasing the extent of service that runs every 15 minutes all day from 10 route-miles to over 150.

Finally, the study interacted closely with a downtown circulation study, and included ideas that streamline the flow of buses through San Antonio's vibrant, tourist-oriented downtown, while reducing overcrowding at downtown stops.



Project Duration: 2001–2003

Total Budget: \$450,000

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