



San Antonio, Texas



San Antonio's VIA Link Microtransit Service Reduces Cost per Passenger by 36%

With few transportation options in the low-density suburban area, residents living throughout Northeast San Antonio had limited access to major transit hubs using three existing fixed-route buses with a small catchment area and high headways. To improve access with a more efficient and cost-effective solution, VIA Metropolitan Transit partnered with RideCo to replace all three routes with the VIA Link microtransit service.

PROBLEM

Fixed-route buses had a small catchment area and high headways, underserving residents living throughout low-density suburban area

KEY CHALLENGES



Low-density suburban area: 19 sq. mi.



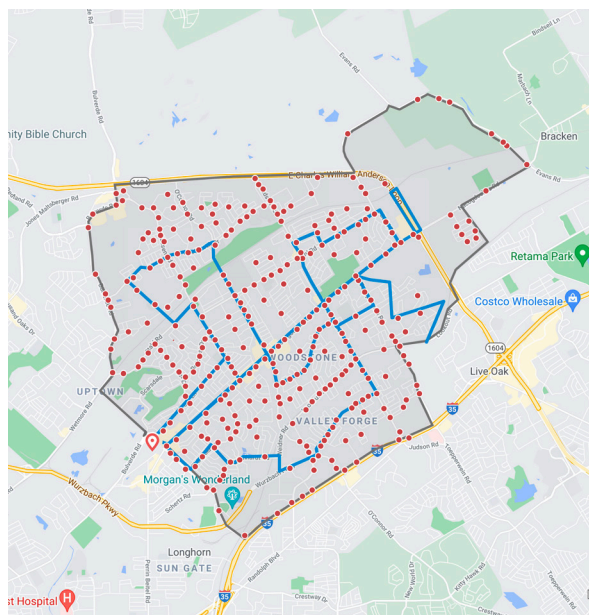
Small fixed-route catchment area and high headways



Bus productivity at <15 boardings PVH



Limited access to transit hubs



LEGEND:

- Service area
- Old bus routes
- Flex Stops
- 📍 Transit hubs

The RideCo Solution

RideCo provides innovative on-demand transit technology that powers the VIA Link microtransit service. Within the Naco Pass zone, VIA Link serves Northeast San Antonio residents on short local trips and daily commutes to work by connecting them to major transit hubs.

IMPLEMENTATION

12 5-seat vans

425+ Flex Stops

▶ ADA-compliant and bike-rack equipped

▶ Offering pick ups and drop offs

SERVICE ZONE STATS

19 sq. mi.
service area

80K / 25K
population / jobs

FLEET PARTNER

zTrip



View next page to see how RideCo **reduced cost per passenger by 36%** and delivered industry-leading vehicle productivity.

Service Results

VIA Link became one of the fastest-growing microtransit services in the United States, surpassing its goals within less than four months of launching in May 2019. Since then, VIA Link has proven to be an efficient transportation option for residents living throughout Northeast San Antonio—all while reducing cost per passenger and achieving industry-leading vehicle productivity.

5.0

weekday passengers per vehicle hour

▶ 30%+ higher than the competition

650

average passengers per weekday

▶ 100+ increase in weekday passengers

12 min.

average headway

▶ previously 60 min. headway

70%

average shared rides

15+

average rides per passenger per month

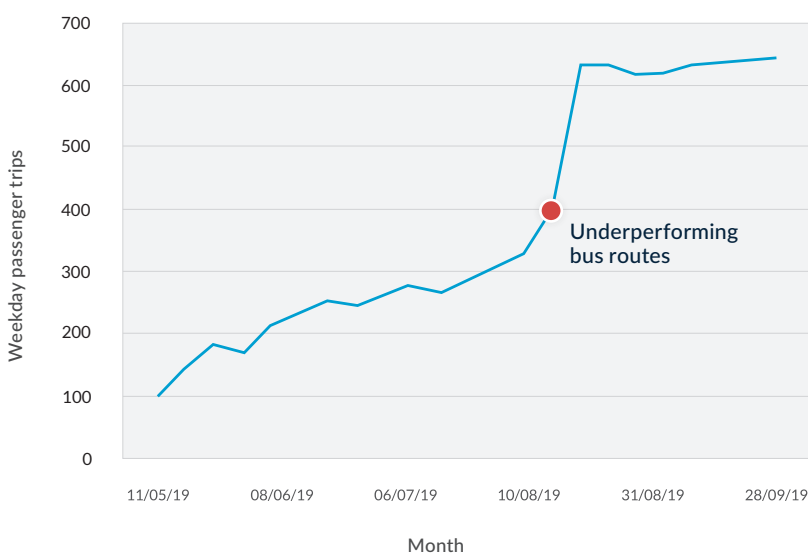
4.7/5

average ride rating

BEFORE	AFTER
600+ ft. walking distance	<260 ft. walking distance
\$11 cost per passenger	\$7 cost per passenger 36% reduction
Limited access to transit hub	40% connectivity to transit hub

RideCo's on-demand transit technology delivers industry-leading vehicle productivity and optimizes cost efficiency for agencies.

▼ Weekday passenger trips 5 months into launching service



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“RideCo's on-demand transit has proven to be a true game-changer. The service has been tremendously successful as a flexible travel option that helps us become more efficient and provides connections to the places our customers go.”

— Jeffrey C. Arndt

President and CEO, VIA Metropolitan Transit



Learn how your agency can reduce cost per passenger and increase vehicle productivity by contacting letschat@rideco.com or visiting rideco.com.