

Rider Awareness Campaign: Never Run Alongside A Moving Bus

VIA is reaching to its riders with an awareness campaign to publicize the dangers of running alongside or toward a moving bus.

In short: Don't do it.

A bus is a big vehicle, and a running alongside the bus as it is approaching or pulling away from a stop is dangerous. The bus operator may not be able to see you running alongside, and you could trip or slip on the curb and fall into the path of the bus or other traffic. If you miss a bus, VIA encourages you to wait for the next scheduled trip.

In addition, VIA bus operators have been instructed not to stop for passengers inside the driveways of transit centers and park and rides. They are also discouraged from stopping for passengers running toward the vehicle outside of transit facilities once the bus has departed the stop. These measures are being taken to make the ride safer for all of VIA's customers.

Fast Transit Facts

- VIA operates eight park and ride facilities and five transit centers.
- All of VIA's service vehicles (except streetcars) are equipped with bicycle racks.
- VIA receives all of its electricity from CPS Energy's Windtricity program.

How To Reach Us:



P.O. Box 12489
800 W. Myrtle
San Antonio TX 78212

Main Administrative Office	362-2000	
Customer Service and Information	362-2020	362-2019 (TDD)
VIAtrans Scheduling and Information	362-5050	362-5060 (TDD)

VIA Metropolitan Transit was created according to Ch. 451 of the Texas Transportation Code to provide public transportation services for the citizens of Bexar County. VIA has prepared this Rider Reader to keep you informed of VIA services. We welcome any comments or questions regarding this publication or VIA -- your transit company.

BRT Ready To Become VIA Primo



by the new South Texas Medical Center Transit Center and the proposed West Side Multimodal Transit Center, and eight dedicated stations will be built along the corridor to enhance and complement the surrounding communities.

VIA had submitted an environmental assessment document for the project to the federal government for approval, and the FTA issued a "finding of no significant impact." Such a ruling means that any associated construction or property needs with the project will not have a significant effect on the local environment, and now VIA can move forward with final design steps and real estate acquisitions.

As currently planned, construction on San Antonio's first BRT line should begin in August 2011, and VIA hopes to have service begin in late 2012.



The Federal Transit Administration, or FTA, gave a boost to VIA's proposed bus rapid transit line when it ruled favorably on the environmental documents for the project.

Also known as VIA Primo, the bus rapid transit (BRT) line will replace limited stop service on the busiest transit corridor in the San Antonio area, Fredericksburg Road. The line will connect the downtown area with the South Texas Medical Center, and it will include standard BRT features and technologies such as transit signal priority, increased service frequencies, real-time bus information, enhanced station amenities, and smart fare collection. The ends of the line will be anchored

Video Winner Found Inspiration In Family

The winner of VIA's My Ride video contest did not have to look long for her inspiration. She found it close to home in her own family.

Nikki Young produced the video called "My Ride, My Time," which was one of 28 entries received by VIA for the contest. Young's video showcases the daily rides of Noe Perez, a server at The Cheesecake Factory in North Star Mall who also happens to be married to Young's second cousin.

Young, who is the president of a video production company called PrimaDonna Productions, was attending a birthday party for a family member when she bumped into Perez and began discussing the contest with him. Perez is a long-time bus rider, and in the course of their conversation she decided to make a video about him and why he rides public transportation.

"Some people view riding the bus as something to settle for, especially if they don't own or can't afford a car," said Young. "Noe Perez is a shining example of why riding the bus actually could (and maybe should) be the primary choice!"

VIA's My Ride contest was the agency's first video competition. The contest was held over the summer with entries being accepted from the beginning of July through September 23. Online voting and the judging process began the next day, and the winner was announced October 6, 2010.



Rider Reader

Winter 2011



VIA Employees Help Spread Holiday Cheer

Wi-Fi Available at VIA Information Centers



To enhance the community's environment and quality of life by providing regional and customer-oriented public transportation that is dependable, cost effective, and enticing to more riders.

VIA EMPLOYEES HELP SPREAD HOLIDAY CHEER

VIA workers have been using their own money to spread holiday tidings across the San Antonio since 1995. That's the year they first started the Blue Jeans for Needy Families program.

The program is a volunteer effort that encourages employees to wear jeans on Fridays in exchange for a one-dollar donation to the Blue Jeans fund. The proceeds generated by the employees are then used to benefit many charities in the greater metropolitan area through such annual activities as an Easter basket delivery and a back-to-school shopping trip for disadvantaged children. But the first successful venture to develop out of the Blue Jeans program was the delivery of holiday gift bags.

In December 1995, donations to the Blue Jeans fund were used to purchase food gift certificates for 12 families across the city. The United Way of San Antonio and Bexar County provided the family profiles to the VIA liaison, and representatives from all departments at the agency also collected non-perishable foods, clothing, toys, and other gifts. Then the VIA employees delivered the bags of goods to the families identified by the United Way.

Since then VIA employees have expanded their outreach during the holiday season, and through the years the Blue Jeans fund has been used to provide gift bags and cards to hundreds of needy children, disabled adults, hospitalized veterans, and single parents.

In addition to the gifts passed out around Christmastime, the Blue Jeans fund also pays for the annual Easter Basket project. Each spring, VIA employees donate eggs, candy, stuffed animals and other items appropriate for Easter baskets. The employees then assemble the baskets and pass them out to children in need of assistance.

VIA employees also help children when it is time to go back to school. Each summer, VIA joins with Communities in Schools, an educational empowerment organization, to select local children that need help obtaining school supplies. The chosen children are taken to a local Target store by VIA employees, who then assist them in buying school supplies that are paid for by the program.

Through the Blue Jeans for Needy Families program, VIA employees can assist charities in the greater metropolitan area. The workers themselves benefit from improved morale resulting from good deeds, and VIA itself gains a good reputation in the community. All this is had for the price of a one-dollar donation each Friday.



LOS EMPLEADOS DE VIA AYUDAN A DIFUNDIR LA ALEGRÍA DE LAS FIESTAS DE TEMPORADA

Con su propio dinero, los trabajadores de VIA han difundido la alegría de las fiestas de temporada en todo San Antonio desde 1995. Ése fue el año en que fundaron el programa Blue Jeans for Needy Families (Pantalones de mezclilla para las familias necesitadas).

El programa voluntario consiste en invitar a los empleados a que se pongan sus pantalones de mezclilla todos los viernes a cambio de un donativo de un dólar destinado a la fundación Blue Jeans. Los réditos generados por los empleados se utilizan posteriormente para el provecho de distintas organizaciones de beneficencia ubicadas en el área metropolitana, a través de actividades anuales que incluyen la entrega de una canasta de Pascuas, así como llevar a niños de condición económica muy baja a comprar los materiales para el regreso a la escuela. Sin embargo, el primer emprendimiento exitoso que se desarrolló del programa Blue Jeans, fue la entrega de bolsas de regalos para las fiestas de temporada.

En diciembre de 1995, los donativos realizados a la fundación Blue Jeans se utilizaron para comprar certificados de regalo para alimentos destinados a 12 familias de la localidad. La fundación United Way de San Antonio y el Condado de Bexar, proporcionaron los perfiles de las familias al intermediario de VIA y los representantes de todos los departamentos de la agencia también reunieron alimentos no perecederos, ropa, juguetes y otros regalos. Después, los empleados de VIA entregaron las bolsas con artículos a las familias identificadas por United Way.

Desde entonces, los empleados de VIA han prestado su ayuda durante la temporada de fiestas y a través de los años la fundación Blue Jeans ha proporcionado bolsas de regalos y tarjetas a cientos de niños necesitados, adultos discapacitados, veteranos hospitalizados y padres solteros.

Además de los regalos que se reparten para la época navideña, la fundación Blue Jeans también respalda económicamente el proyecto anual Easter Basket (Canasta de Pascua). Cada primavera, los empleados de VIA donan huevos, dulces, muñecos de peluche y otros artículos propios de las canastas de Pascua. Los empleados después preparan las canastas y las entregan a los niños necesitados.

Los empleados de VIA también brindan ayuda a los niños al momento del regreso a clases. Cada verano, VIA se reúne con Communities in Schools (Comunidades escolares), una organización educativa autónoma, con el fin de seleccionar niños de la localidad que necesitan ayuda para obtener artículos escolares. Los empleados de VIA llevan a los niños elegidos a una tienda local Target, y les ayudan a comprar los artículos escolares que el programa se encarga de pagar.

A través del programa Blue Jeans for Needy Families, los empleados de VIA pueden ayudar a organizaciones de beneficencia en el área metropolitana. Los mismos trabajadores se benefician del espíritu positivo que resulta de las buenas obras y VIA gana una sólida reputación en la comunidad. Y todo esto se logra con sólo hacer un donativo de un dólar cada viernes.



Wi-Fi Available at VIA Information Centers



VIA Metropolitan Transit has installed high-speed wireless Internet connections at all of the agency's information centers. These technological upgrades have been put in place to make the wait for the bus more comfortable and more convenient for riders throughout the service area.

Wi-Fi connections are now available to anyone who visits a VIA information center and uses a portable computer or any other device that is capable of accessing the Internet. Up to 23 users can simultaneously access the connections, which have been set for both 3G and 4G networks to provide the best and widest coverage possible.

The Wi-Fi connections are now active at the following locations:

Crossroads Park and Ride
Randolph Park and Ride
Kel-Lac Transit Center
Ingram Transit Center
South Texas Medical Center Transit Center
Downtown Information Center
Charles B. Shannon Information Center
(Ellis Alley Park and Ride)
North Star Transit Center
Frank Madla Transit Center

VIA also installed Wi-Fi connections on all 30 of the agency's new hybrid buses. These buses went into service on VIA's express routes in August 2010.

Holiday Reminders:

Christmas Eve

Friday, December 24, 2010
Buses on "Saturday" schedule

Christmas Day

Saturday, December 25, 2010
Buses on "Sunday" schedule

New Year's Eve

Friday, December 31, 2010
Buses on "Saturday" schedule

New Year's Day

Saturday, January 1, 2011
Buses on "Sunday" schedule

Martin Luther King Day

Monday, January 17, 2011
Buses on "Saturday" schedule