Monthly Ridership: Trips/Day

- December 2017 (Dec-17): 19.9
- January 2018 (Jan-18): 106.8
- February 2018 (Feb-18): 248.8
- March 2018 (Mar-18): 263.6
- April 2018 (Apr-18): 296.8
- May 2018 (May-18): 316.1
- June 2018 (Jun-18): 441.5
- July 2018 (Jul-18): 528.0
- August 2018 (Aug-18): 555.5
- September 2018 (Sep-18): 520.1
- October 2018 (Oct-18): 554.8
- November 2018 (Nov-18): 610.2
- December 2018 (Dec-18): 582.8
- January 2019 (Jan-19): 643.9
- February 2019 (Feb-19): 604.3
- March 2019 (Mar-19): 654.6
- April 2019 (Apr-19): 602.6
- May 2019 (May-19): 604.3
- June 2019 (Jun-19): 654.6
Via Pick-Up Locations
Current Service Area Map

- Lamar High School
- Lincoln Square
- Arlington Memorial Hospital
- Downtown/UTA
- Arlington High School
- JPS Medical Home
- The Parks Mall
- CentrePort Station
- Entertainment District
- General Motors
- Sam Houston High School
- Medical City Arlington & USMD Hospital
- Arlington Highlands
Via Ridership Survey Results

Survey conducted May – June 2019

536 surveys completed
Via Ridership Survey Results

Via Ridership by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>% Male</th>
<th>% Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 or younger</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>18-24</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>25-34</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>35-44</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>45-54</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>55-64</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>65 or older</td>
<td>12%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Via Ridership Survey Results

Via Ridership by Annual Income

<table>
<thead>
<tr>
<th>Annual Income</th>
<th>Percentage of Riders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $150,000</td>
<td>9%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>8%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>7%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>17%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>12%</td>
</tr>
<tr>
<td>$20,000 - $34,999</td>
<td>21%</td>
</tr>
<tr>
<td>Less than $20,000</td>
<td>25%</td>
</tr>
</tbody>
</table>
Via Ridership Survey Results

Via Ridership by Work Status

- Employed Full-time: 50%
- Employed Part-time: 12%
- Retired: 12%
- Student: 15%
- Other: 11%
- Unemployed (looking for work): 6%
- Unemployed (not looking for work): 3%
- Unable to work: 2%
Via Ridership Survey Results

Overall Experience Rating

- Excellent: 28%
- Good: 35%
- Needs Improvement: 27%
- Poor: 10%
Via Ridership Survey Results

Destinations of Via Riders

- Work: 37%
- School: 16%
- Social: 32%
- Shopping/Dining: 35%
- Medical/Dental: 21%
- Personal Business: 46%
Via Ridership Survey Results

How often riders use Via on a weekly basis

- 5 times per week: 14%
- 3-4 times per week: 9%
- 1-2 times per week: 14%
- Less than once per week: 63%
Via Ridership Survey Results

Transportation Mode Used Before Via

- MAX Bus: 7%
- Walk/Wheelchair/Bicycle: 6%
- Taxi/Uber/Lyft: 31%
- Carpool/Ride with a friend: 9%
- Drive alone: 27%
- Did not make the trip: 9%
Via Ridership Survey Results

Handitran Use Among Via Riders

- Yes, more than once per week: 2%
- Yes, less than once per week: 4%
- No - eligible, but do not use Handitran: 13%
- No - not elderly or disabled: 81%
Via Ridership Survey Results

Car Ownership Among Via Riders

- Owns a Car: 57%
- Does Not Own a Car: 43%
Questions and Discussion