



Welcome Attendees of the 2017 APTA Fare Collection & Revenue Management and TransITech Conferences

On behalf of VIA Metropolitan Transit, it is our pleasure to welcome you to San Antonio, Texas to attend the annual APTA Fare Collection & Revenue Management and TransITech Conferences on April 3 - 5, at the Marriott Rivercenter. We look forward to the collaborative efforts of transit leaders and trailblazers from across the industry, as they explore the current state of fare collection operations, revenue management, and transit technology innovation management.

Here at VIA, we value the significance of efficient fare collection systems along with innovative transit technology and the impact their evolution has on an agency and the transit industry as a whole. VIA is committed to expanding its fare collection and transit technologies in order to enhance regional multimodal transportation options that connect the community to opportunity, support economic vitality and enhance the quality of life throughout the Greater San Antonio Region. Recently named as the 2016 Outstanding Metropolitan Transit System by the Texas Transit Association, VIA continues to be recognized for recent key achievements and future initiatives to introduce new technologies, services and amenities aimed at improving the customer experience, some of which include:

- VIA is the first major transit system in the nation to implement free 4G LTE WiFi service on every revenue vehicle and at every facility system wide.
- VIA promotes the use of route and vehicle data through GTFS and GTFS real-time feeds. We have partnered with several third-party applications that provide easy-to-use planning and schedule data for our customers. VIA's data is accessible through Moovit, TripGo, Transit, IOS Maps, Google Maps, and the official VIA mobile app "Go VIA VIA," which is slated for a redesign in early 2017.
- As a part of a larger effort to streamline its Fare Collection System, VIA launched a new electronic fare collection system and mobile ticketing system, to include ticket vending machines, which offer increased flexibility and accessibility to the customer. VIA is scheduled to introduce a new smart card product, VIA goCard, that will allow patrons to quickly board and purchase a fare directly on the vehicle.
- VIA opened Centro Plaza at VIA Villa, a state-of-the-art transit hub in the historic West Side of San Antonio, that is an essential component of a larger, regional vision to offer an enhanced rider experience. Centro Plaza at VIA Villa provides digital next-bus arrival signs, climate controlled waiting areas, and a larger sustainability-conscious footprint that has garnered the project several environmental honors.

We thank you for participating in this year's conference and encourage you to enjoy the vibrant culture, rich history and contemporary development that make San Antonio "A City on the Rise!" There is no better way to explore the beauty and charm of a city than by convenient and accessible public transportation. We invite you to experience VIA's new VIVA services that connects riders with our distinguished Spanish Colonial Missions World Heritage Site, classic and contemporary art, and popular dining and entertainment spots. Three distinct routes - VIVA culture, VIVA missions, and VIVA centro - were inspired by places that celebrate San Antonio and provide opportunities for riders to learn and discover in the heart of the city. Be sure to visit VIAinfo.net/VIVA to plan a VIVA trip during your stay in San Antonio.

Again, thank you for joining us in San Antonio and attending the 2017 APTA Fare Collection & Revenue Management and TransITech Conferences. We are honored to be hosting this year's conference and are excited for the invigorating and innovative days to come.

Best wishes for a successful conference and a delightful stay in San Antonio!



Hope Andrade
Chair
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