

A green highway sign with a white border. The title "Why Is VIA Choosing BRT?" is centered at the top in white. Below the title is a list of reasons, each preceded by a yellow double arrow (»). The background of the sign features a photograph of a white and blue BRT vehicle. The list of reasons is as follows:

- » The Voters Have Spoken
 - » Light rail referendum defeated in 2000
- » Fits the Budget
 - » VIA collects only 5/8 cent sales tax from a smaller tax base than Dallas or Houston
- » Fits the Community
 - » Basic approach- start with BRT in one corridor, prove the value, build upon success



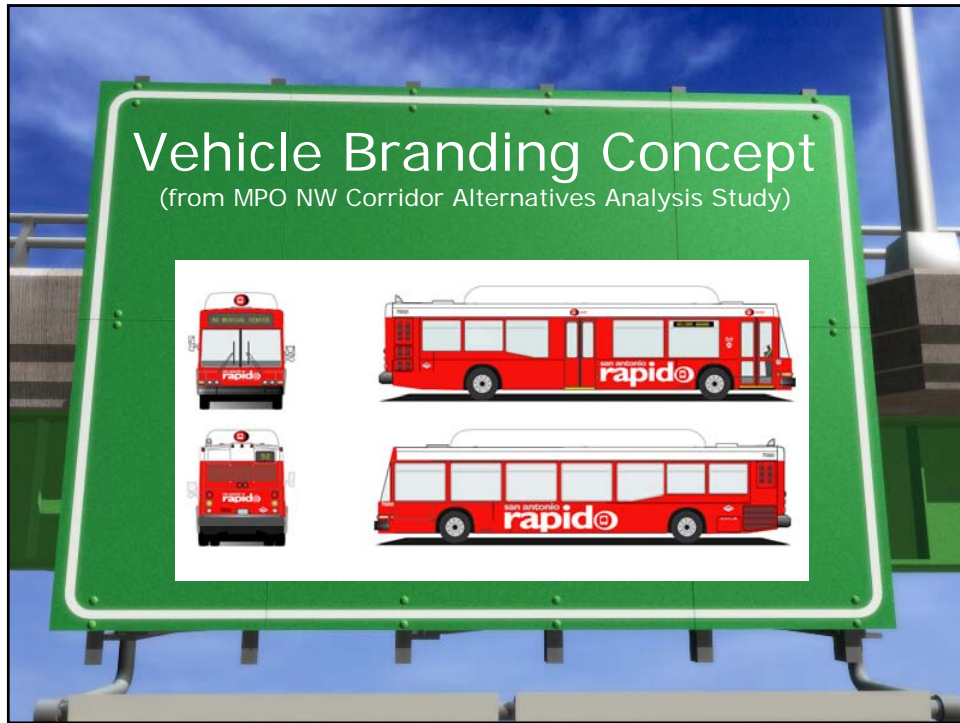
What is VIA's Project?

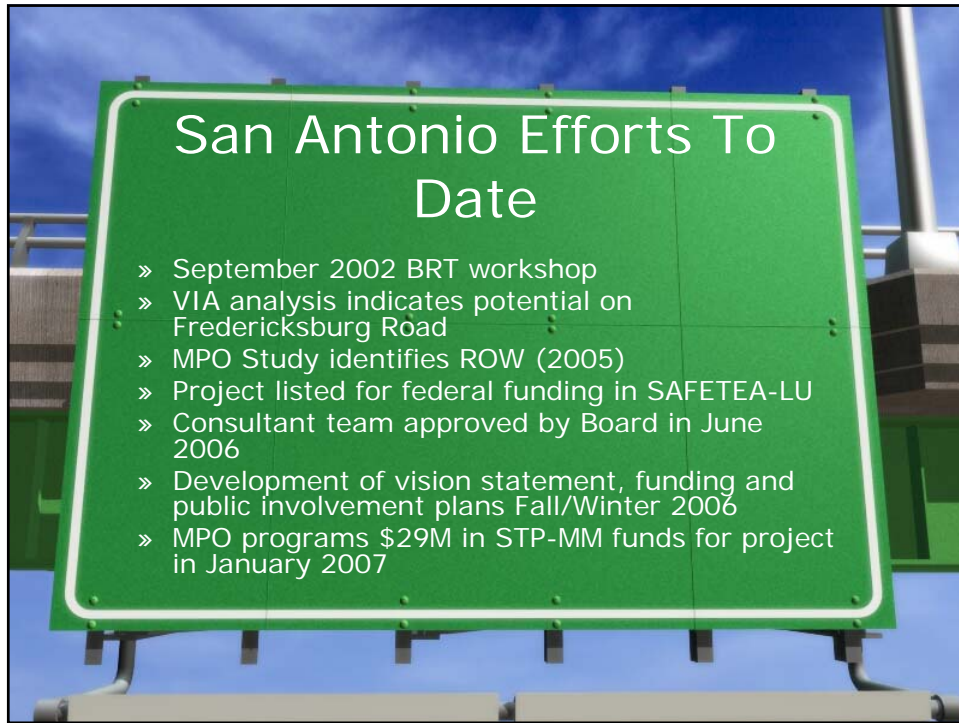
- » Almost 10-mile corridor
- » Connects two largest employment centers in the region (Downtown and Medical Center)
- » Fredericksburg Road is primary arterial with more than 10,000 transit boardings per day
- » Conceptual design is 50% exclusive ROW, 50% mixed-traffic
- » Current Cost Estimate: \$95M
- » Timeline: Initial Service Operational by 2012

Station Concept

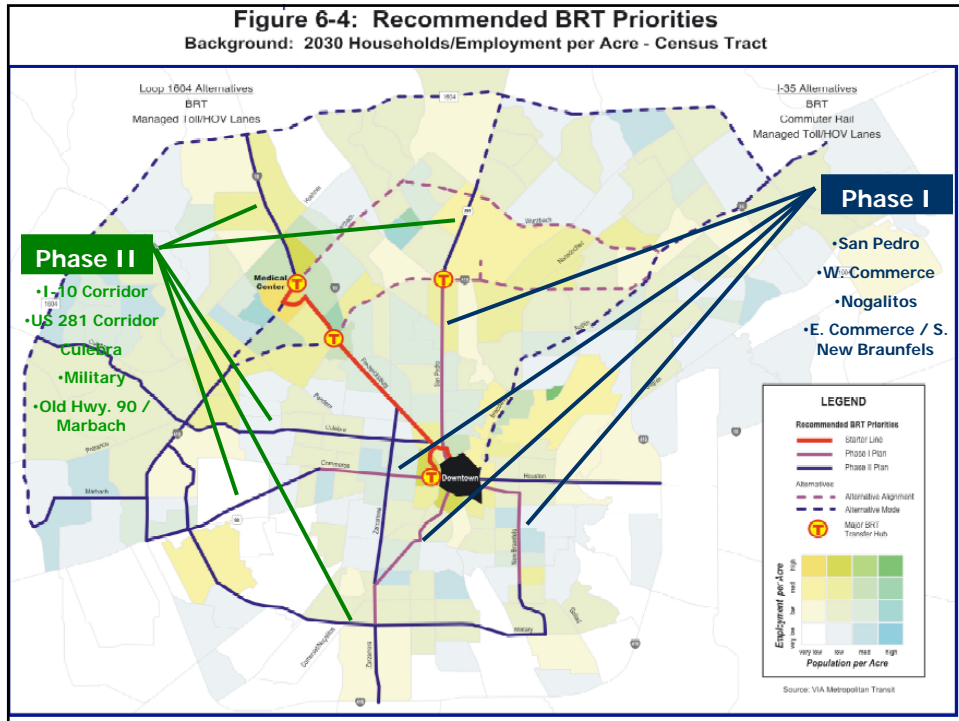
(from MPO NW Corridor Alternatives Analysis Study)

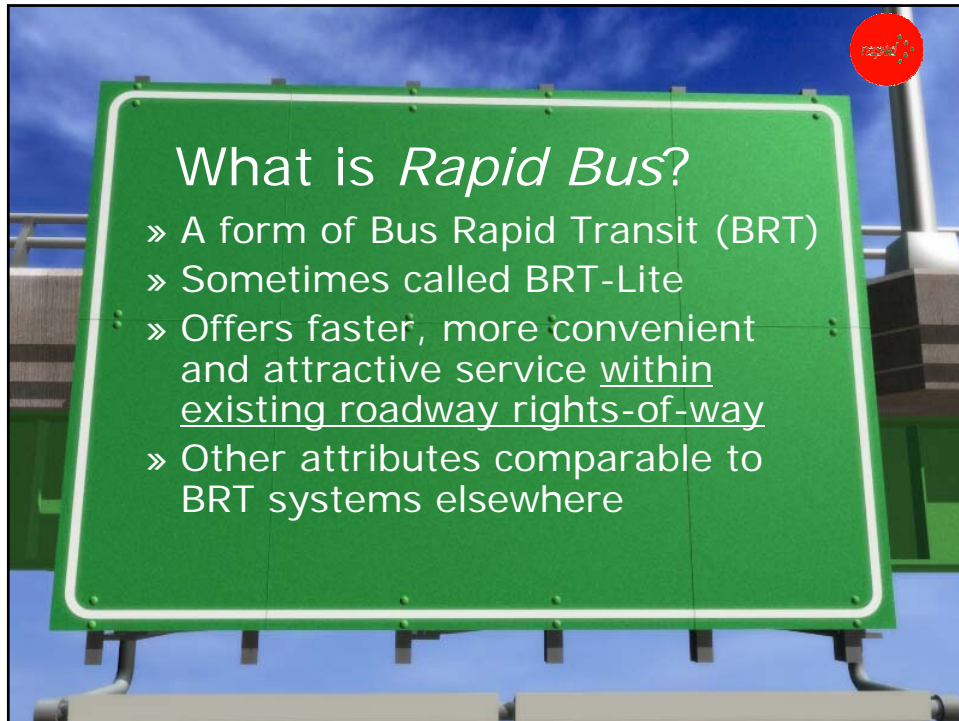


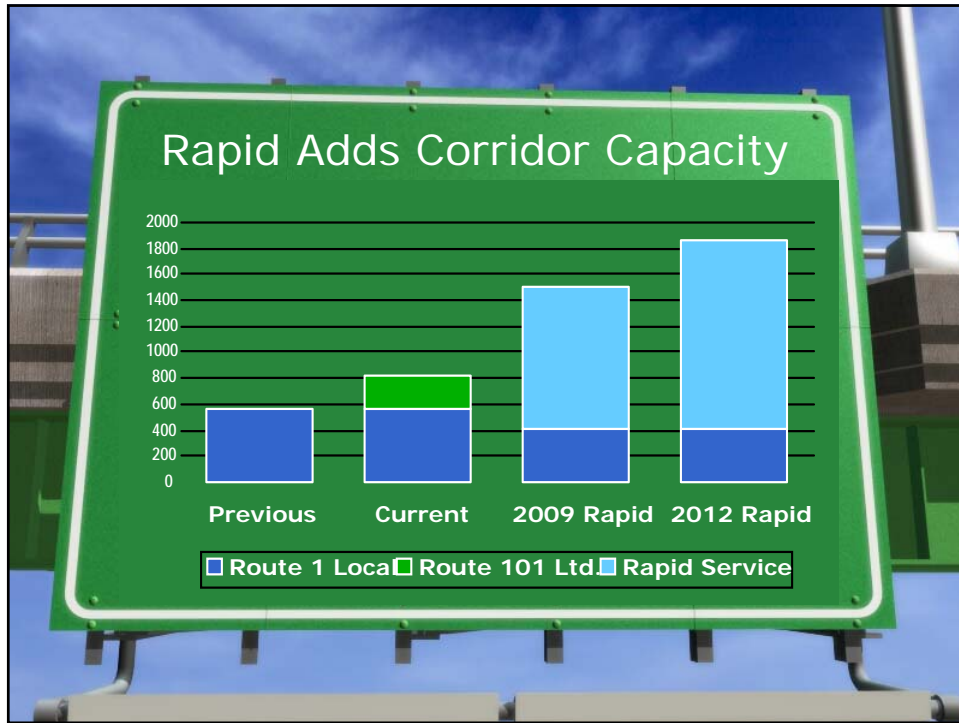


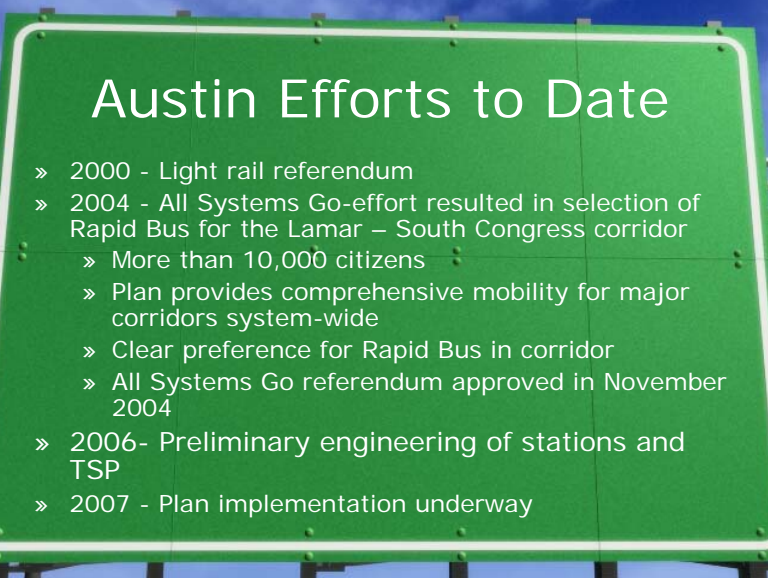












Austin Efforts to Date

- » 2000 - Light rail referendum
- » 2004 - All Systems Go-effort resulted in selection of Rapid Bus for the Lamar – South Congress corridor
 - » More than 10,000 citizens
 - » Plan provides comprehensive mobility for major corridors system-wide
 - » Clear preference for Rapid Bus in corridor
 - » All Systems Go referendum approved in November 2004
- » 2006- Preliminary engineering of stations and TSP
- » 2007 - Plan implementation underway

