

# KICK-OFF EVENT SUMMARY REPORT



## SUBMITTED TO:

City of San Antonio  
Transportation & Capital  
Improvements Department

## SUBMITTED BY:

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<b>INTRODUCTION .....</b>	<b>2</b>
<b>OUTREACH.....</b>	<b>3</b>
E-Blast .....	3
Advertisements .....	3
Social Media.....	4
Media Relations.....	8
Flyer Distribution.....	8
Attendance .....	9
<b>OPEN HOUSE SUMMARY.....</b>	<b>10</b>
SA Tomorrow Station .....	10
The Comprehensive Plan .....	11
The Multimodal Transportation Plan.....	11
The Sustainability Plan .....	12
<b>TRANSPORTATION PICTURE FRAME .....</b>	<b>13</b>
<b>TOP 3 CORRIDORS EXERCISE .....</b>	<b>15</b>
<b>STRING EXERCISE .....</b>	<b>16</b>
<b>TRANSPORTATION COLORING AREA.....</b>	<b>18</b>
<b>NEXT STEPS .....</b>	<b>19</b>

Appendix A: Outreach Notices

Appendix B: Sign-in Sheets

Appendix C: Handouts

Appendix C: Transportation Exhibits

Appendix D: Picture Frame Photos

Appendix E: Transportation Corridor Forms

Appendix F: Transportation Coloring Area Sheets



## INTRODUCTION

In early 2015, the City of San Antonio publically launched their SA Tomorrow initiative. SA Tomorrow is an innovative, three-pronged planning effort to guide the City toward smart, sustainable growth through a Comprehensive Plan, a Sustainability Plan, and a Multimodal Transportation Plan. It will address issues of importance to the entire community including transportation, jobs, housing and the environment.

Parsons Brinckerhoff was hired to develop the Multimodal Transportation Plan. Given that the public will play a key part in the effort, the Parsons Brinckerhoff-led team that includes Ximenes & Associates, Inc. developed a robust public outreach effort that included a community-wide kick-off event. This report provides a summary of the overall kick-off event as well as specific information regarding the Multimodal Transportation Plan component of the kick-off event.

Figure 1 – Multimodal Transportation Plan Kick-Off Event Station



This event was the first in a series of public engagement opportunities regarding the SA Tomorrow planning initiative. The purpose of the kick-off event was to provide the public with a basic understanding of the SA Tomorrow effort, generate interest in continued involvement in the process, introduce each of the three planning initiatives, collect input on the community's values, transportation habits and desires. The information collected will inform the development of transportation policies, corridor concepts, and project- priorities.



## OUTREACH

The kick-off event was held Saturday, April 11, 2015, from 10:00 a.m. to 3:00 p.m. at the Alamo Convocation Center located at 110 Tuleta Drive (78212). Outreach and public notification were conducted by a variety of methods. Ximenes & Associates, the public involvement consultant for the Comprehensive Plan and the Transportation Plan, took the lead with support from Parsons Brinckerhoff and a variety of third-party organizations.

## E-BLAST

Electronic notices (emails) were sent to Ximenes & Associates' public outreach database as well as the City's neighborhood and homeowner association database, databases of professional organizations, local colleges and universities, and of several City Council members. The meeting notice was also published in several e-newsletters including the Alamo Area Metropolitan Planning Organization, and Women's Transportation Seminar.

Table 1 – E-blast Noticing

Date	# of Recipients	Opens	Clicks
3/3/15	3,830	706	109
3/20/15	3,887	1,011	107
4/7/15	3,866	1,011	165
4/11/15	3,862	813	42

## ADVERTISEMENTS

In addition to free outreach tools, the City of San Antonio published advertisements in English and Spanish in key publications throughout the city. The following table shows the publication name and dates the ads were published. Copies of the advertisements can be seen in Appendix A.

Table 2 – Paid Advertisements

Date	Publication	Size	Impressions
4/2-11/15	The Rivard Report	Leaderboard 728x90 pixels	1,470/day
4/2-11/15	The Rivard Report	Banner 728x90 pixels	1,872/day
4/2-11/15	The Rivard Report	Medium Rectangle 300x500 pixels	1,491/day
4/2-11/15	The Rivard Report	Wide Skyscraper 300x500 pixels	1,822/day
4/5/15	La Prensa	5.717" x 5.25", 4-color, Sunday Broadsheet	Unknown
4/3-11/15	MySA.com	Home page ad	1,000/day
4/3-11/15	MySA.com	Specific section ad	1,000/day
4/3-11/15	MySA.com	Run of site ad	1,000/day
4/6-11/15	Facebook.com	Sponsored post for seven days	68,000 total
4/8-14/15	The San Antonio Current	4.25" x 5.5"	Unknown



Figure 2 – Web Banner Ad



## SOCIAL MEDIA

Social media is an important part of the public engagement program for the Multimodal Transportation Plan. Public involvement team members update a Facebook and Twitter site daily and use it as a means of pushing out information but also to engage with stakeholders. Following is the summary of Facebook engagement in the weeks between the press conference and the event.

Table 3 – Facebook New Likes

Date	Lifetime Total Likes (cumulative)	Daily New Likes
3/25/15	776	11
3/26/15	795	20
3/27/15	801	6
3/28/15	814	13
3/29/15	814	1
3/30/15	819	5
3/31/15	826	9
4/1/15	838	15
4/2/15	839	1
4/3/15	839	0
4/4/15	841	2
4/5/15	841	0
4/6/15	850	9
4/7/15	857	7
4/8/15	865	8
4/9/15	886	21
4/10/15	909	24
4/11/15	929	20
Total New Likes in Weeks Leading Up to Event		172



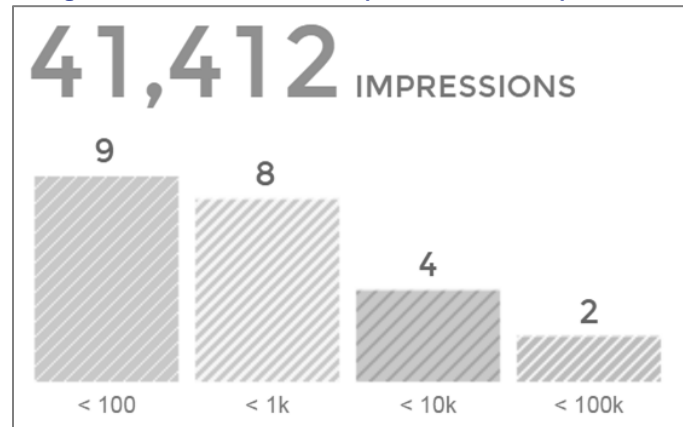
Date	Daily Page Engaged Users	Daily Total Reach	Daily Total Impressions
	Daily: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)	Daily: The number of people who have seen any content associated with your Page. (Unique Users)	Daily: The number of impressions seen of any content associated with your Page. (Total Count)
3/25/15	95	1,089	3,129
3/26/15	52	609	1,488
3/27/15	28	607	1,245
3/28/15	44	1,830	2,421
3/29/15	69	652	1,794
3/30/15	93	545	1,813
3/31/15	121	757	2,211
4/1/15	84	492	1,523
4/2/15	20	237	555
4/3/15	20	120	377
4/4/15	11	128	226
4/5/15	13	157	364
4/6/15	37	343	1,057
4/7/15	54	789	2,015
4/8/15	73	3,428	4,855
4/9/15	148	5,371	7,186
4/10/15	167	7,827	9,222
4/11/15	137	3,795	6,251
<b>Totals</b>	<b>1,266</b>	<b>28,776</b>	<b>47,732</b>

Twitter (@SATomorrow2040) boasted 771 followers by the day of the event and received 135 user mentions and 90 re-tweets between the press conference and April 11th. To date (data not available by ranges) the SA Tomorrow Twitter account has reached 37,073 Twitter accounts for a total of 41,412 impressions.





Figure 3 - Number of Tweets Sent by Users with that Many Followers



The Multimodal Transportation Plan public involvement team also used social media to post information on the sites of other agencies and organizations. The following table indicates the potential reach of this sharing process.

Table 4 – Potential Reach of Flyers Posted on Facebook Sites of Others

Page	# of Likes
Alamo CyclePlex	3,443
Art Pace San Antonio	11,927
Bexar County	2,369
Carpe Diem - San Antonio	2,692
Carver Community Cultural Center	2,004
Centro Cultural San Antonio	3,595
Children's Hospital of San Antonio	3,563
Collins Garden Park Farmer's Market	229
Downtown San Antonio	23,802
EatSmart San Antonio	698
FitCitySA.com	3,024
Girl's Inc.	135
Hays Street Bridge	1,596
Hemisfair	7,775
I Bike San Antonio	745
Martinez Street Women's Center	1,648
MOVE San Antonio	1,103
REI San Antonio	2,429
SA Live	13,287
SA2020	6,027



Page	# of Likes
San Anto Cultural Arts	6,273
San Antonio Bike Shop	800
San Antonio Bikes	2,273
San Antonio Botanical Garden	14,186
San Antonio Busy Kids	1,966
San Antonio Children's Museum	15,831
San Antonio College	18,430
San Antonio Education Partnership	27
San Antonio Museum of Art	25,166
San Antonio Pets Alive	34,370
San Antonio Rampage	75,661
San Antonio Riverwalk	227,862
San Antonio Symphony	7,209
San Antonio Texas Legacy	4,699
San Antonio Urban Wildlife - Texas Parks and Wildlife	837
San Antonio Youth Literacy	886
San Antonio Zoo	28,115
Say Si	5,322
St. Mary's University	16,053
Student Aid San Antonio	734
Students for Environmental Awareness	88
Sunset Station	5,768
SUPSATX	862
Texas Public Radio	9,993
Texas Young Professionals - San Antonio	1,990
The Aztec Theatre	3,261
The Rivard Report	8,479
<b>POTENTIAL REACH</b>	<b>609,232</b>





## MEDIA RELATIONS



A formal press conference was held on March 25, 2015 to announce the event. Five media outlets carried the story while seven media outlets provided coverage at the press conference. Approximately 57 people were in attendance, including speakers, staff, media, and other guests. Advisories were sent to 73 media emails on March 20, 2015 and again March 24, 2015. Reminder calls were made March 24, 2015. Media kits were developed and distributed via jump drives (15 were available, 11 were distributed). The following media organizations were represented: KABB and WOAI, KTSA, KSAT, Time Warner Cable News, Express News, Rivard Report, La Prensa, WOAI radio. Univision and Telemundo both arrived after the press conference finished. Following is a list of the coverage produced by this event.

Table 5 – Press Conference News Coverage

News Entity	Date Published
WOAI-Radio	March 25, 2015
KSAT-12	March 25, 2015
TWC News	March 25, 2015
The Rivard Report	March 26, 2015
Express-News/MYSA	March 25, 2015
WOAI News 4	March 25, 2015

The April 11th event was covered by Texas Public Radio, the Rivard Report, San Antonio Express-News/MYSA, Time Warner Cable News, WOAI News/KABB, KSAT 12 News, Univision, NowCastSA, and City of San Antonio videographers and photographers. Following is the media produced by this coverage.

Table 6 – Kick-Off News Coverage

News Entity	Date Published
KSAT-12	April 11, 2015
MYSA Online Teaser/Blurb	April 11, 2015
FOX 29	April 11, 2015
WOAI-TV	April 11, 2015
San Antonio Express-News	April 12, 2015
The Rivard Report	April 12, 2015
La Prensa	April 12, 2015

## FLYER DISTRIBUTION

A quarter-page bilingual notice was distributed to local libraries, various organizations, as well as retail, restaurant, and service establishments throughout the city. These notices were also delivered to all four



Pre-K SA locations for distribution to respective families. City staff and council members were also provided notices to distribute. Over 10,000 notices were printed and distributed.

Figure 4 – Kick-Off Flyer



## ATTENDANCE

Approximately 446 members of the public registered their attendance at the meeting. There were 22 City of San Antonio representatives and 23 representatives from the consultant teams staffing the meeting (not included in attendance count). Mayor Ivy Taylor, Councilman Ron Nirenberg, Councilman Joe Krier, Councilwoman Shirley Gonzales, and Councilman Roberto Treviño attended. Tri-Chairs Darryl Byrd and Afamia Nakalt attended along with Vic Boyer, SAMCo and Mayoral Candidate, Leticia Van De Putte. Participating partner organizations included Texas Department of Transportation, Alamo Area Metropolitan Planning Organization, Alamo Area Council of Governments, SA 2020, FrankenBike, and VIA Metropolitan Transit.



## OPEN HOUSE SUMMARY

The meeting was conducted in an open house format allowing attendees to come and go during the established time. The open house had four main inside areas – SA Tomorrow, The Comprehensive Plan, The Multimodal Transportation Plan, and the Sustainability Plan – and two outdoor areas that included the FrankenBike Meet-Up and VIA's Primo Bus Tour. Each area provided information on the respective initiative and participating partners planning efforts. The following highlights the various stations in each area and the activities and exhibits offered.

## SA TOMORROW STATION



- SA Tomorrow Video introducing the overall effort
- SA2020 led map exercise asked participants to indicate where they live and which SA2020 area is most important. Exhibits showed the SA2020 Cause Areas and Dividends alongside SA Tomorrow information.
- SA Tomorrow survey station posed questions about all three plans.
- SA Tomorrow photo frame station asked participants to share their values and desires. Photos were posted on the wall for all to see. The following represents each of the three plans:
  - Comprehensive Plan - I [heart] my neighborhood because...
  - Sustainability Plan - A sustainable San Antonio is/has....
  - Multimodal Transportation Plan - My transportation wish for our city is...





## THE COMPREHENSIVE PLAN



- Looping presentation and fact sheet explaining the plan and the various components.
- Computer station encouraging participants to fill out the online survey.
- Free expression and drawing wall – *Show and Tell Us the Most Beautiful Neighborhood You Can Imagine.*

## THE MULTIMODAL TRANSPORTATION PLAN



- Tell us your top three – Participants were asked to review the corridors being considered for further study and were asked to pick the top three.
- What is your daily commute? – Participants used colored push pins and colored string to show where their daily commute takes them, what is the purpose and by what modes do they travel.
- What will transportation look like in the future? – Participants were asked to illustrate how they imagined future transportation modes.
- VIA Metropolitan Transit – Street Mix-up – participants were asked to choose and place pieces representing elements of a Complete Street to make up their preferred street.



- Alamo Area Metropolitan Planning Organization – provided safety information regarding bike and pedestrian issues.

## THE SUSTAINABILITY PLAN



- Donate a question about Sustainability – Participants were asked to provide questions to get information on sustainability and why it is important.
- Make your own Fiesta medal – Participants were provided recycled materials to create their own medal and understand how “waste” can be reused.
- Sustainability in Action – Attendees were provided information on how to be more sustainable on an everyday basis. The City and AACOG distributed information and provided demonstrations on sustainable practices as well as information from CPS, SAWS, and B-Cycle.
- Mindmixer Sign-Up – Attendees were encouraged to sign-up for the idea-sharing interactive website.



## TRANSPORTATION PICTURE FRAME

As part of this activity, participants were asked to respond to “My transportation wish for our city is...” on a white board while staff took their picture using a large frame. The event produced 41 photo frame comments. These comments are transcribed below and summarized by the word cloud in Figure 5. The word cloud illustrates categories of responses using size to represent the greatest portion of responses.

Figure 5 – Summary of Top Issues Identified Via Picture Frames



### My transportation wish for our city is...

1. protected bicycle lanes everywhere
2. better public transportation at times that make not having a car possible
3. more better ways to commute to UTSA
4. Light rail and attractive housing options in all parts of the city
5. Better safer bike lanes
6. More bicycle lanes
7. Happy coexistence among bicyclists, cars pedestrians
8. Light rail
9. Rail to Austin, light rail, light rail, light rail, light rail
10. More bike lanes
11. Light rail
12. BRT along San Pedro
13. When out of service have the next soon not to stay too long
14. Buses take less time to get me
15. Trains
16. Hovercars
17. Via Buses
18. Bike lanes
19. More VIA bus stops and bike lanes
20. Solar freakin roadways
21. More eco-friendly transportation



22. More complete streets
23. More people riding bikes
24. We love bicycles
25. 20 minute commute Evans and 281 to downtown
26. My wish for transportation is for cars to leave the ground
27. More bicycle lanes
28. More options besides car or bus
29. More bicycle lanes
30. To implement a high speed train
31. Protected bike lanes
32. SA is the top 10 bicycle friendly cities in the US
33. More primo routes, rail to Austin through both airports, connected bike paths
34. To be more walkable
35. More bike lanes
36. More cycling lanes
37. Motorcycle/scooter parking in downtown and surrounding neighborhoods
38. River taxi for the residents
39. More bike trails
40. More sidewalks
41. More walking and bike paths to connect all areas. No bike trails that lead to nowhere.

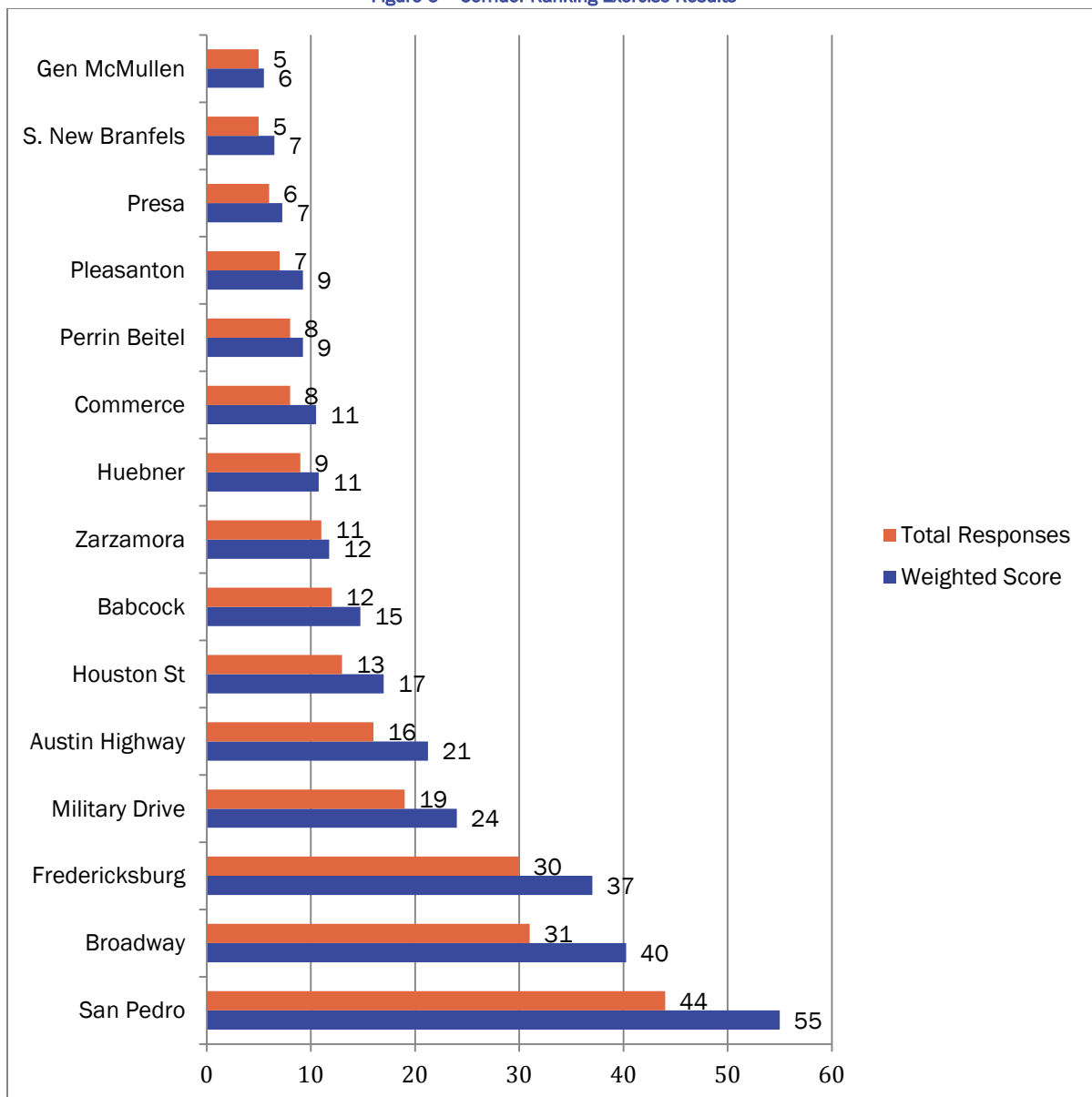




## TOP 3 CORRIDORS EXERCISE

Participants were asked to provide input into the corridor selection process for the Multimodal Transportation Plan. The study team presented potential transportation corridors for consideration for further study and participants were asked to rank their top three. The following table indicates a clear preference for San Pedro, Broadway and Fredericksburg Road as key corridors for further evaluation. The complete weighted ranking is shown below.

Figure 6 – Corridor Ranking Exercise Results



## STRING EXERCISE

The purpose of the string exercise was to develop a pictorial representation of where people live, work, go to school and how they travel during their daily trip around the city. The results showed white pins representing participants' homes scattered throughout the city, and red pins representing employment located primarily in downtown San Antonio and along the Loop 410 corridor.

It was also interesting to note that some people were still willing to drive long distances to and from work and that congestion has not yet deterred people from making such long commutes. Two maps were provided for this exercise. The final versions of each are shown in the photos below. Information collected as part of this exercise is summarized in Figure 7.

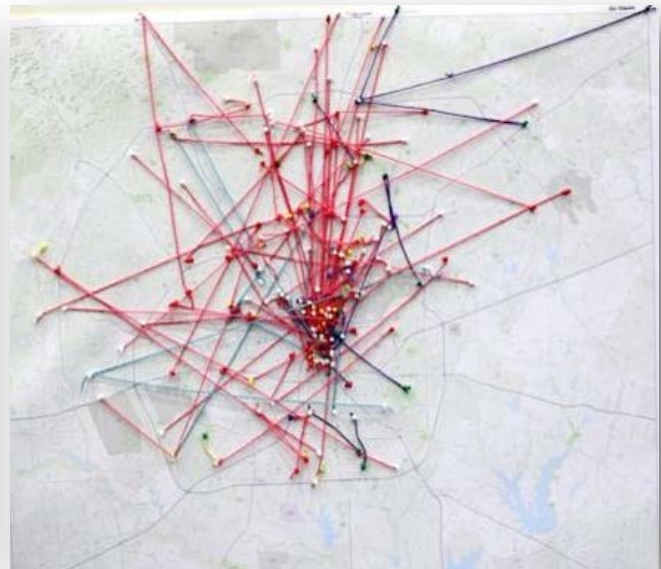


Figure 7 – String Exercise Results

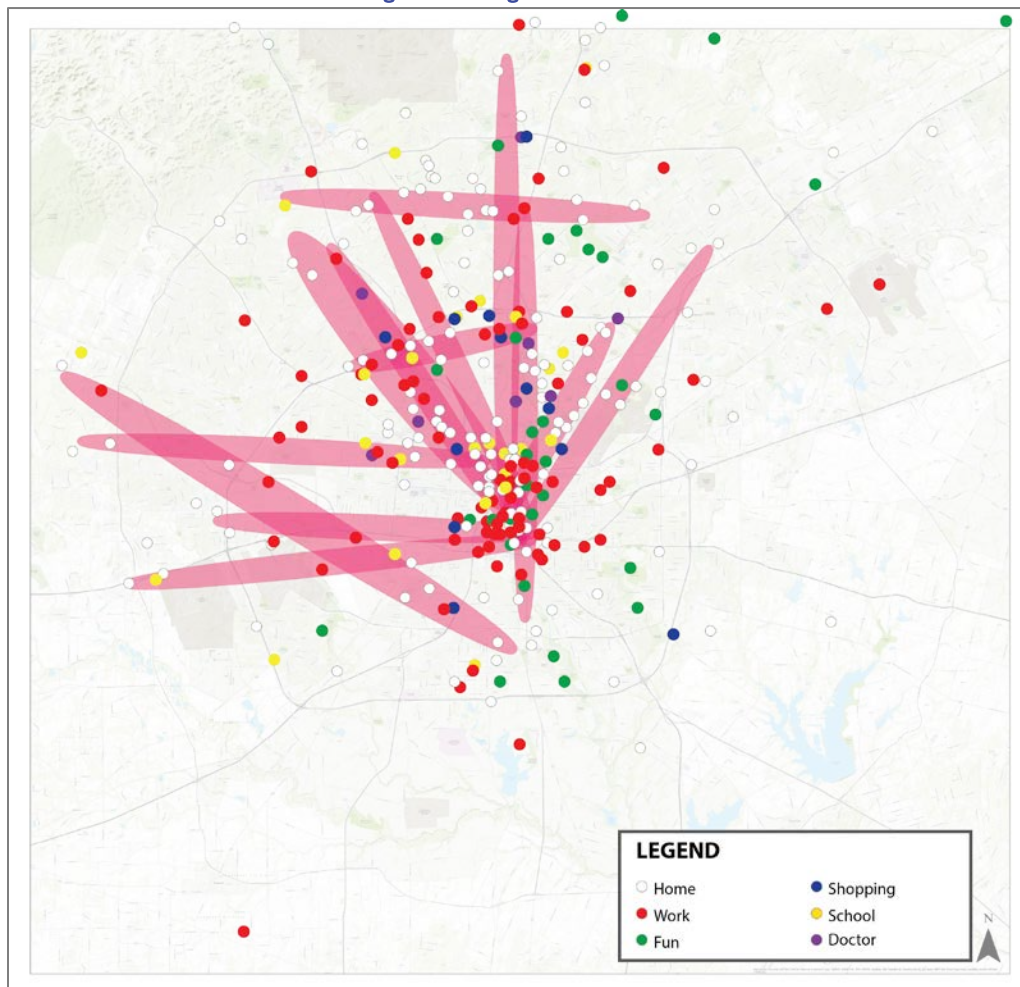


Table 7 – String Exercise Dot Summary

Color	Dot Category	Quantity
White	Home	156
Red	Work	88
Yellow	School	26
Blue	Shopping	12
Green	Fun	33
Purple	Doctor	8
Pink	Change Travel Mode	3





## TRANSPORTATION COLORING AREA

Kids of all ages were asked to draw how they expected to move around the city in the future. Drawings were collected on 8.5 x 11 inch plain white paper and posted on a sticky wall for all to see. Staff collected 108 drawings. These are pictured below and summarized by the word cloud in Figure 8.

Figure 8 – Transportation Coloring Area Results



Figure 9 – Transportation Coloring Station



## NEXT STEPS

Information collected at the kick-off event will be used to establish the community's perceptions of the current transportation system and confirm the information in the existing conditions report for the Multimodal Transportation Plan, assist with the development of the Transportation Policy Paper, and provide input to the corridor selection process for further evaluation as part of the Multimodal Transportation Plan. The next steps will include publishing the Existing Conditions Report, Transportation Policy Paper, and this Kick-Off Event Summary. The next public workshop is planned for October 2015. Additional opportunities to participate between now and then will include online meetings and surveys. The public involvement team will also be attending numerous "Go-to-Them" meetings and making presentations throughout the community to ensure everyone is aware of the planning process and knows how and when to get involved.

