

# WHAT WE HEARD

## SECTION 4

## WHAT WE HEARD

### A Plan Shaped by San Antonians

#### Overview

The SA Tomorrow Multimodal Transportation Plan is the product of widespread and diverse public input. Thousands of San Antonio citizens participated in the SA Tomorrow and transportation planning process, offering their ideas and sharing their priorities for our City's transportation future. Moreover, hundreds of thousands learned about the larger SA Tomorrow program and the City of San Antonio's commitment to a comprehensive, citizen-driven planning approach to the integration of land use, transportation and sustainability.

The goals of the public engagement effort were to:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;
- » Maintain an open and transparent process;

- » Provide information to the public to assist them in understanding the growth-related issues and challenges facing the region along with the effectiveness of innovative strategies and technologies that could address them;
- » Engage a broad range of stakeholders in the process including:
  - » Those who have and have not previously participated in similar efforts,
  - » A diverse geographic representation of the City,
  - » Groups representing traditionally underserved populations, including young people;
- » Maximize the use of technology to reach an exponentially larger pool of participants;
- » Provide multiple and easily accessible opportunities for the public to get involved, including opportunities that do not require attending a City-hosted meeting;
- » Collect meaningful input from the public and provide feedback on how input is being used;
- » Provide information in English and Spanish that uses plain wording that is easy to understand; and,
- » Build understanding and support for the final plan through a participatory process where members of the public are involved in every

phase of plan development.

#### Communication Partners

Communication of events, media pieces, informational materials, best practices, and project updates was expanded greatly by partnering with other transportation agencies and organizations. The following agencies helped to spread the word about public participation opportunities throughout the SA Tomorrow planning process by advertising events and materials to their membership.

- » Alamo Area Metropolitan Planning Organization
- » American Council of Engineering Companies
- » American Institute of Architects
- » American Planning Association
- » CENTRO
- » San Antonio Mobility Coalition
- » South Texas Institute of Transportation Engineers
- » Texas Department of Transportation (TxDOT)
- » Texas Public Works Association
- » VIA Metropolitan Transit
- » Women's Transportation Seminar

## What we Heard: Major Themes

More than 15,000 thousand people engaged in the planning process for the SA Tomorrow Multimodal Transportation Plan, offering insights into their daily travel choices and their vision of mobility in the future. The City of San Antonio gathered input through a variety of different events and input mechanisms described later in this chapter.

The City, in partnership with other local and regional public agencies, engaged a diverse range of residents, business owners, civic leaders, transit users, and youth through a variety of high-tech and grass-roots methods. The City committed to carrying the public engagement and outreach throughout the life of the project, resulting in an extensive outreach effort that incorporated varied approaches and methods to maintain interest, extend reach, inform and distribute information.

Major themes of the public information and engagement process were:

Creating Awareness

Gathering Input

Understanding Priorities

## Creating Awareness

The City used a variety of public information and engagement techniques to inform stakeholders about the SA Tomorrow planning process and ways in which they might participate.



City Leaders in Attendance at the Press Conference include (from left to right front row): Peter Zanoni, Ron Nirenberg, Dr. Afamia Alnakat (UTSA), John Dugan, Jeff Arndt (VIA), Terry Bellamy and Doug Melnik



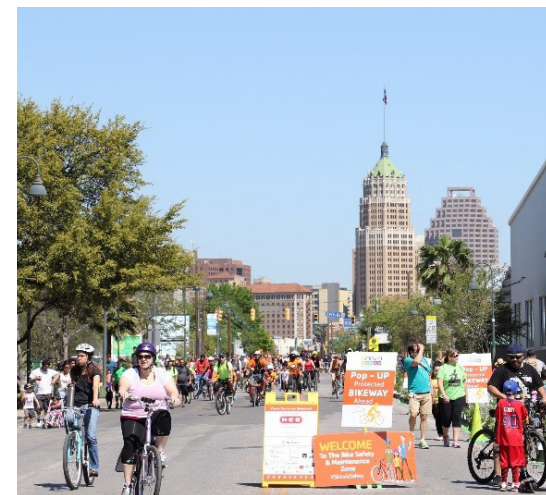
Mayor Ivy Taylor addresses the media and the crowd in attendance at the Press Conference to launch SA Tomorrow and announce the upcoming Kick-Off Meeting.

## Kick-Off Press Conference

A formal, well-planned, advertised announcement of the City’s SA Tomorrow initiative occurred on March 25, 2015, when the City of San Antonio held a press conference to announce the kickoff of the three-part SA Tomorrow planning initiative.

Elected officials, citizens, and representatives from other transportation partner agencies attended the event, which was covered by most major news outlets in the region including Spanish-language outlets. Media kits were prepared and distributed via jump drives. Participating media organizations included WOAI Radio, KSAT-12, TWC News, The Rivard Report, Express-News/MySA, and WOAI News 4.

City leaders communicated the goals of the SA Tomorrow program and explained how citizens could participate in the planning process, both in person and online. They invited the public to shape



the planning process by taking an initial online survey.

### Major Goals Addressed

The press conference served to meet the following public engagement goals:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;

## Síclovia

The biannual Síclovia event in Spring 2015 was an opportunity for the City to introduce SA Tomorrow and the three plans being undertaken concurrently, at the outset of the planning process. Síclovia is held on the weekend twice a year and is typically well-attended by families.

The City invited Siclovia attendees to participate in a number of activities and

## WHAT IS SÍCLOVÍA

Síclovia is an opportunity to ride, walk, jog, and play on designated major city streets without any traffic. A route is selected and the streets are closed to vehicle traffic. The result is a free family-friendly safe event for about 5 hours on Sundays.

collect information about SA Tomorrow. One hundred of the 55,000 attendees at Síclovia chose to provide input on what a million more people in San Antonio would mean for our community. They were invited to pose for a photo while holding a frame that included their handwritten response to the question. This activity generated a lot of interest and fun and appealed to the families and groups that attended the popular Síclovia event. Below is a “word cloud” visually displaying the comments recorded



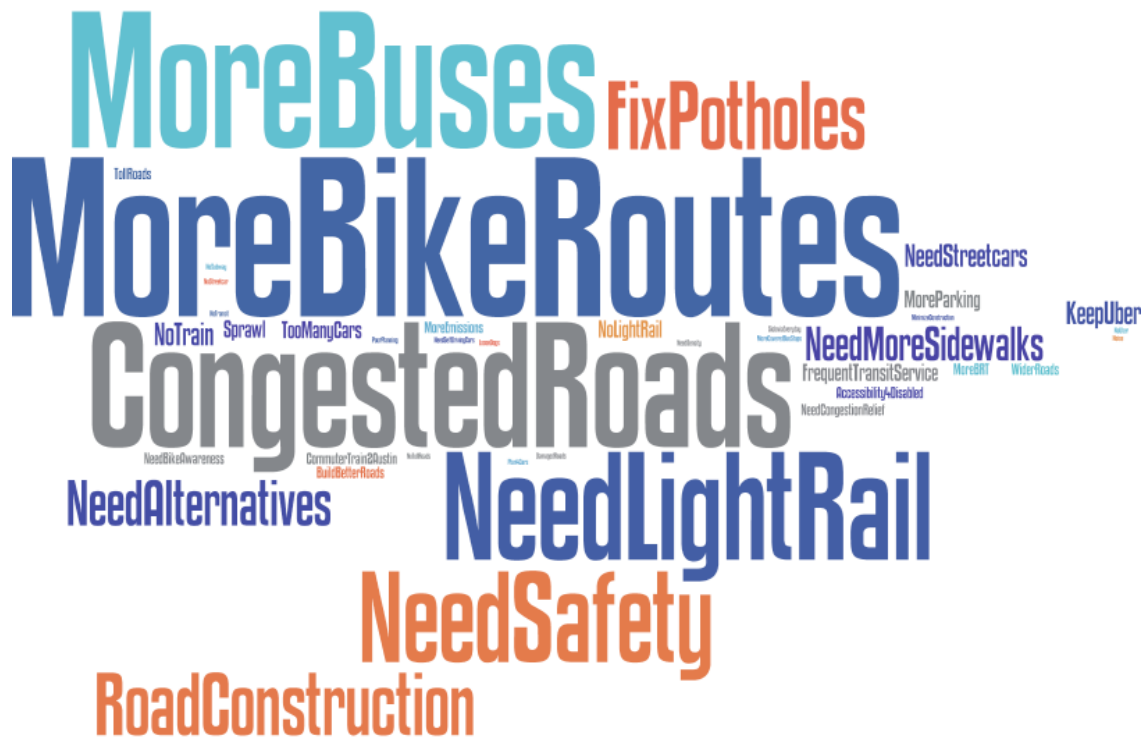
during this activity. The larger sized words represent the frequency of similar comments. Traffic and congestion concerns were a very frequent response.

In addition to the picture frame exercise, over 200 Síclovía attendees participated when invited to write down a response to the question, “What do you believe is the biggest transportation challenge facing our community?”. The responses were posted on a wall at the event, allowing others to read the responses and generating a considerable amount

of interest and discussion about transportation and the City’s plan. To the left is a “word cloud” visually displaying all of the posted responses. The larger words represent the frequency of similar responses. Our biggest challenges appear to be needing more bike routes, needing more buses, addressing congested roads, needing light rail and addressing safety.



Figure 1 – Word cloud Síclovía poll responses: What Would a Million More People Mean for San Antonio?



**Major Goals Addressed**

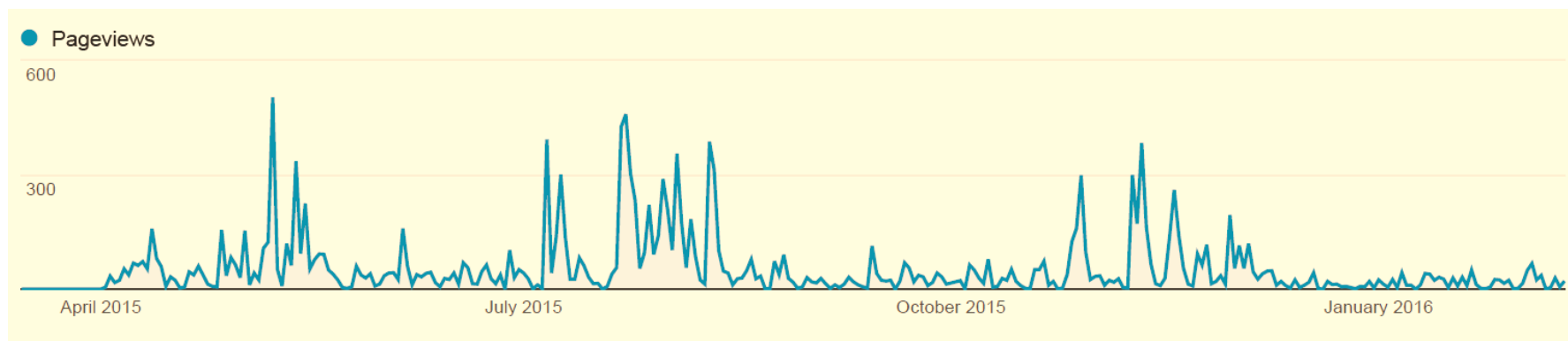
This was a hugely successful event because it addressed the following goals:

- » Create public awareness – this was an opportunity to introduce the SA Tomorrow brand and discuss the multimodal transportation plan.
- » Engage a broad range of stakeholders:
  - » A diverse geographic representation of the City – the map below shows the distribution of participants in one of the activities. The map indicates a good geographic representation which was probably due to the mass appeal of the **Síclovia** event.
  - » Groups representing traditionally underserved populations, including young people – the event

was well-attended by families and people of all ages. All age groups were invited to participate in both activities.

- » Provide multiple and easily accessible opportunities for the public to get involved, including opportunities that do not require attending a City-hosted meeting – leveraging an existing popular community event did not require people to make a special trip during an inconvenient time.
- » Collect meaningful input from the public and provide feedback on how input is being used – meaningful input was collected. This was our first indication that the community was interested in alternative modes of transportation, including light rail.





Graph showing frequency of pageviews of the transportation plan section of the SA Tomorrow website. The peaks typically align with outreach efforts associated with email blasts and media releases, usually announcing upcoming events.

## Project Website

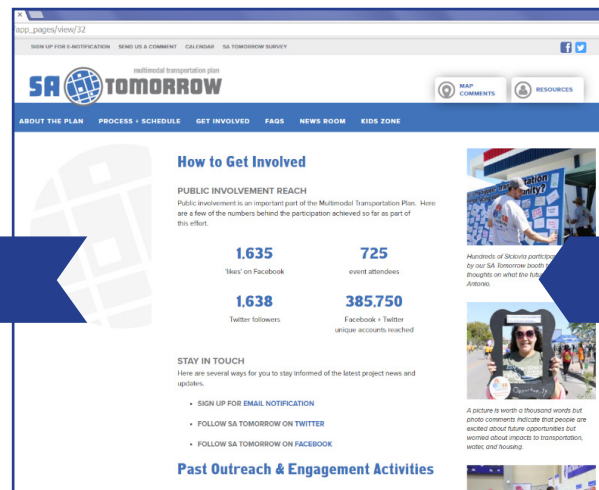
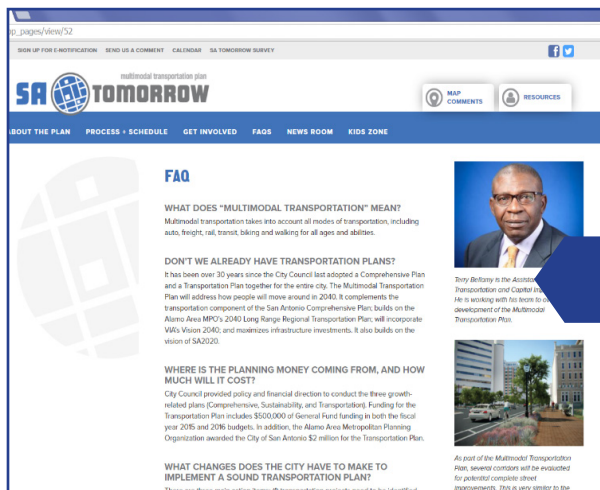
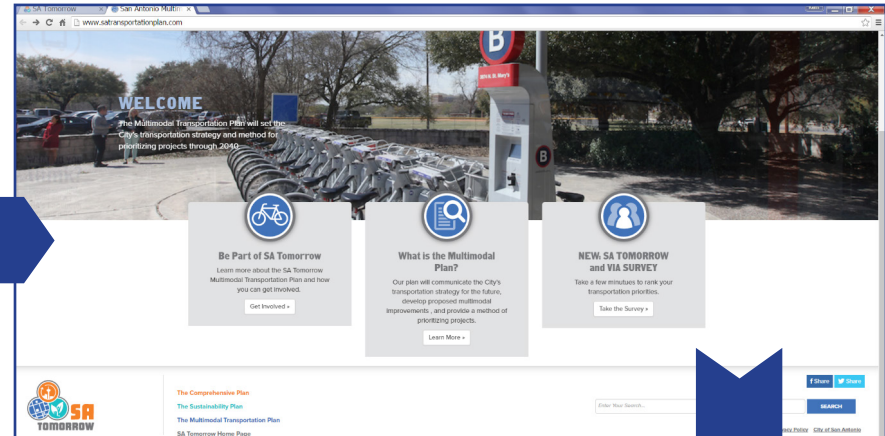
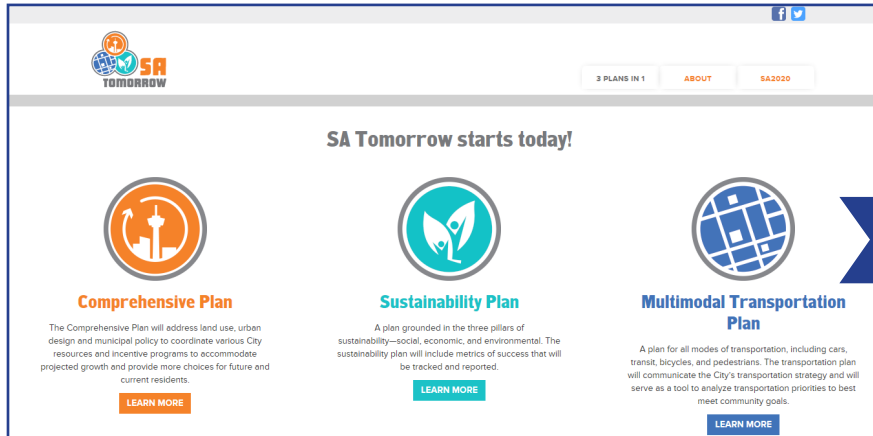
The City of San Antonio created a family of informative and engaging websites for SA Tomorrow and each of its three component plans. The website for the Multimodal Transportation Plan featured online engagement tools, public information resources, and access to online virtual town hall meetings. The project website offered continuous access to project information at the convenience of the visitor. It also provided connections to social media platforms and invited visitors to sign up for email notifications.

The Multimodal Transportation Plan pages gave a summary of each of the public events and provided visitors

the opportunity to review the meeting materials and comment. The City developed a series of public information materials to inform stakeholders about the planning process. The City produced fact sheets, infographics, videos, and visualizations in English and Spanish throughout the planning process. All of these were posted on the project website as they became available. Videos prepared for the project have been shared on the website as well as a listing of all of the events that were held and related media articles.

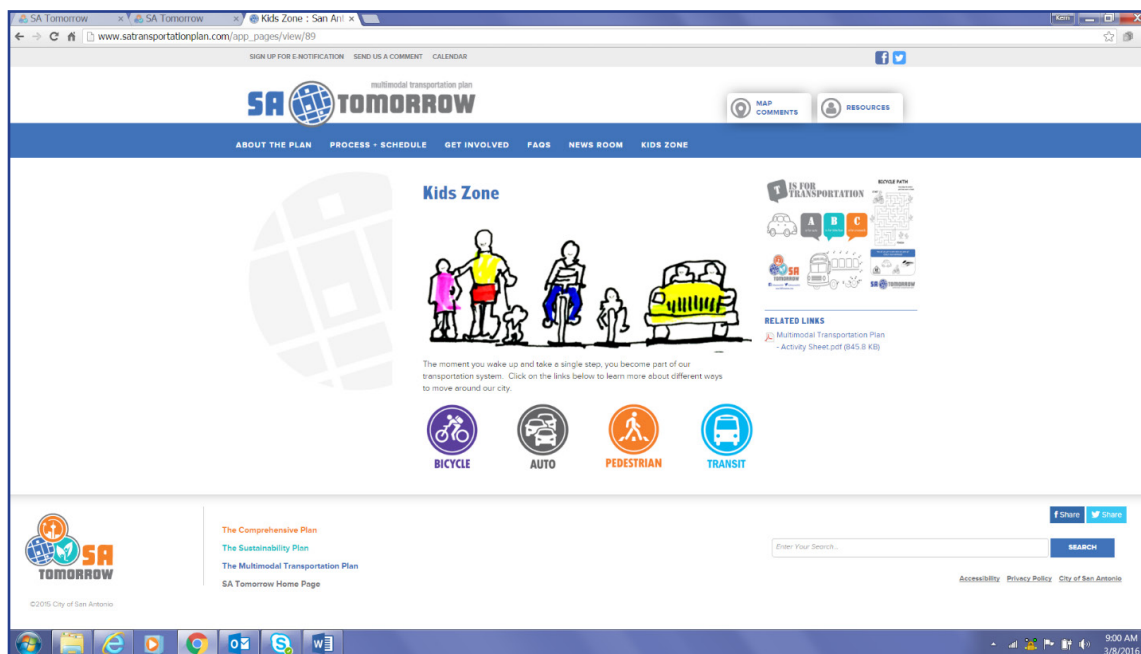
## CONTINUOUS COMMUNICATION!

The Multimodal Transportation Plan pages of the SA Tomorrow website received over 17,500 page views from March 2015 through February 2016. Spikes of activity coincided with events and email blasts of public engagement materials as shown in the Pageviews graphic. Continuous activity occurred even between events.



The SA Tomorrow website, at [www.SATomorrow.com](http://www.SATomorrow.com), contains an area dedicated to the Multimodal Transportation Plan. Once visitors enter this section of the website they have access to substantial amounts of information. Exhibits, videos, fact sheets and power point presentations are included, as well as links that lead to additional related transportation information.





Special attention was given to engage our younger residents by developing a Kid Zone page containing fun facts and games that educate about transportation. The project website was continuously updated throughout the project process, making it a very effective tool for outreach and for keeping the public informed about the project.

### Major Goals Addressed

The project website served to meet all of the public engagement goals:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;
- » Maintain an open and transparent process;
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- » Engage a broad range of stakeholders in the process including:
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- » Build understanding and support for the final plan through a participatory process where members of the public are involved in every phase of plan development.

## Public Outreach Presentations or “Go To Them” Meetings

The SA Tomorrow Multimodal Transportation Plan team presented to over 150 groups and organizations as part of the overall public involvement effort. Some of those organizations included:

- » Active Living Council
- » Alamo Area Metropolitan Planning Organization
- » Alex Briseno Leadership Academy
- » American Institute of Architects
- » Bexar Regional Watershed Mgmt. and Improvement WIAC Meeting
- » Disability Access Advisory Committee
- » District 8 Neighborhood Associations Meeting
- » Greater San Antonio Builders Assoc.
- » Institute of Transportation Engineers District Meeting
- » Leadership SA Infrastructure Meeting
- » North San Antonio Chamber of Commerce
- » Northeast Rotary Club
- » Neighborhood Resource Center Annual Neighborhood Conference

- » Northeast Comprehensive Senior Center
- » Rotary Club Airport
- » Rotary Club of San Antonio South
- » San Antonio Board of Realtors
- » San Antonio Greater Chamber of Commerce
- » San Antonio Hispanic Chamber of Commerce
- » San Antonio Manufacturers Association
- » San Antonio Transportation Society
- » San Antonio Youth Commission
- » South San Antonio Chamber of Commerce
- » Texas A&M Alumni Club
- » UTSA ITE Student Chapter
- » VIA Transit Meet Up
- » VIA Transit Board Workshop
- » Women’s Transportation Seminar
- » Women’s Wrench Night

All ages were engaged. Meetings were held at 12 senior centers, 28 schools and 12 universities.



### Major Goals Addressed

The goals of the public engagement effort that the Community Events and “Go to Them Meetings” achieved include:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;
- » Provide information to the public to assist them in understanding the growth-related issues and challenges facing the region along with the effectiveness of innovative strategies and technologies that could address them;
- » Engage a broad range of stakeholders in the process including:
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## Fact Sheets

One of the tools used to inform the public throughout the project process was the development of fact sheets. Descriptions of recent events, project milestones, frequently asked questions, results of public input, exhibits and photos were included in each of the fact sheets produced at different points in the project. To-date, the Multimodal Transportation Plan has produced and distributed 5 fact sheets: the introductory SA Tomorrow fact sheet, Spring 2015, Summer 2015, Fall 2015 and Winter/ Spring 2016. The fact sheets were made available electronically on the website as well as distributed at community events and meetings.

### Major Goals Addressed

The Fact Sheets served to meet the following public engagement goals:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;

- » Maintain an open and transparent process;
- » Provide information to the public to assist them in understanding the growth-related issues and challenges facing the region along with the effectiveness of innovative strategies and technologies that could address them;
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**Fall 2015**  
**Multimodal Transportation Plan Fact Sheet**

**THE PLAN**  
 At the heart of the Multimodal Transportation Plan is a vision of how to create a sustainable transportation system for the City that provides and supports all modes of transportation, including the use of bicycles, transit, walking, and driving. The plan will include transportation modes, transportation plans from multiple agencies, and will be developed in partnership with the City and other transportation agencies. To develop the plan, the study team has been working on three main tasks: conduct research, evaluation of the existing transportation system, and development of a plan of transportation. The fact sheet provides a clear overview of the status of each of these key tasks.

**CORRIDORS**  
 The Multimodal Transportation Plan features 12 corridors that provide an opportunity to show how multimodal systems can be incorporated in real locations. For the purpose of this plan, a "corridor" is a roadway that is used by multiple modes of transportation, street which housing, retail, entertainment, and/or commercial development exists. The corridors have been selected based on analysis, thoughtful planning, and community input. The initial corridor program, developed with the City of San Antonio and various local and state agencies, has the simple objective of creating corridors that can be further studied to provide solutions that may be applied to other corridors within the city.

Multiple improvement options are being explored for each corridor. The fact sheet will present all of the options, including recommendations for key concepts, a future public hearing, during which feedback from the public will be encouraged and all aspects of proposed improvements.

- Applewhite Road
- Bexley Road
- Canyon Road
- East US Highway 90
- East Loop South/Highway 1604 Road
- Fredericks Road
- Guadalupe Road
- Hensel Street
- King Highway
- Military Highway
- Park Road

City of San Antonio Department of Transportation and Capital Improvements  
 144 West Commerce St. | San Antonio, TX 78205-3803 | 210.207.8977 | info@sa-tomorrow.com

**Summer 2015**  
**Multimodal Transportation Plan Fact Sheet**

**About the Plan**  
 By 2040, San Antonio is expected to grow by more than 1 million people, almost doubling the current population. This growth will bring new jobs, additional vehicles, and new housing, which will require a well thought-out multimodal transportation plan.



led by the City of San Antonio, the Multimodal Transportation Plan effort will be led by the City's partner agencies, and the San Antonio community. It is a city-wide planning effort to identify and prioritize future transportation needs for San Antonio. The process involves a lot of stakeholder input, including public input, and it is a process that will involve transportation, including public input, meetings, surveys, and other strategies. The fact sheet provides an overview of the plan's goals, objectives, and key findings.

**WHAT WE HEARD**

- Transportation choices such as more transit, light rail, and better public transit.
- Improved or new and reduced congestion through alternative transportation such as cycling and walking.
- Better access to jobs and schools, particularly for children and people with disabilities.

**WHY SHOULD I CARE ABOUT THE MULTIMODAL TRANSPORTATION PLAN?**

- It will help you understand and plan for the future. A clear vision of the city's future transportation needs will help you to understand the impact of the city's growth and to plan for the future.
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City of San Antonio Department of Planning and Community Development  
 144 West Commerce St. | San Antonio, TX 78205-3803 | 210.207.8977 | info@sa-tomorrow.com

**Spring 2015**  
**Multimodal Transportation Plan**

**About the Plan**  
 Led by the City of San Antonio, the Multimodal Transportation Plan is a city-wide planning effort to identify and prioritize future transportation needs for San Antonio through the year 2040.

**WHO**  
 Led by the City of San Antonio, the Multimodal Transportation Plan is a city-wide planning effort to identify and prioritize future transportation needs for San Antonio through the year 2040.

**WHAT**  
 The Multimodal Transportation Plan is a city-wide planning effort to identify and prioritize future transportation needs for San Antonio through the year 2040.

**WHERE**  
 The plan will cover all of San Antonio and the regional area.

**WHEN**  
 The plan is currently in development and will be completed by the end of 2015.


**WHY**  
 San Antonio is expected to grow by more than 1,000,000 people by 2040, which will require a well thought-out multimodal transportation plan.

**HOW**  
 The plan will be developed through a series of public hearings, surveys, and other strategies.

**WHY SHOULD I CARE ABOUT THE MULTIMODAL TRANSPORTATION PLAN?**

The growth of San Antonio will affect you, your family, and future generations.

- By 2040, San Antonio is expected to grow by another 1,000,000 people, almost doubling the current population. This growth will bring new jobs, additional vehicles, and new housing, which will require a well thought-out multimodal transportation plan.
- With a population of 1,000,000, San Antonio will be one of the largest cities in the world. This growth will require a well thought-out multimodal transportation plan.



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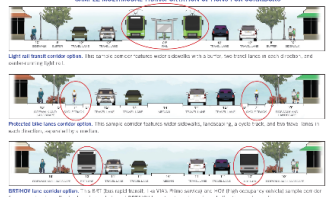
**Winter/Spring 2016**  
**Multimodal Transportation Plan Fact Sheet**

**THE PLAN**  
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**WHAT WE HEARD**

- New Transportation Plan: The plan will include a new transportation plan that will be developed in partnership with the City and other transportation agencies.
- Project Funding: The plan will include a new funding strategy that will be developed in partnership with the City and other transportation agencies.
- Corridors: The plan will include a new list of corridors that will be developed in partnership with the City and other transportation agencies.

**SAMPLE MULTIMODAL TRANSPORTATION OPTIONS FOR CORRIDORS**



City of San Antonio Department of Planning and Community Development  
 144 West Commerce St. | San Antonio, TX 78205-3803 | 210.207.8977 | info@sa-tomorrow.com

**Spring 2015**  
**SA Tomorrow**

**About SA Tomorrow**  
 SA Tomorrow is a city-wide planning effort to identify and prioritize future transportation needs for San Antonio through the year 2040.

**WHO**  
 SA Tomorrow is a city-wide planning effort to identify and prioritize future transportation needs for San Antonio through the year 2040.

**WHAT**  
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**WHY SHOULD I CARE ABOUT THE MULTIMODAL TRANSPORTATION PLAN?**

The growth of San Antonio will affect you, your family, and future generations.

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## Social Media

Social media was a major part of the SA Tomorrow public engagement program. The City reached hundreds of thousands of stakeholders through Facebook, Instagram, YouTube and Twitter. Social media posts featured content specifically focused on the Multimodal Transportation Plan and topical transportation planning issues, informational articles, and advertisements of meetings, events and surveys. The continuous circulation of information on social media platforms reached many residents via their electronic device.

### Sample Social Media Metrics:

#### Facebook.com/SATomorrow2040

- » 1,825 Likes
- » 10,618 People Engaged
- » 302,353 Total Impressions
- » 388,908 People Reached

#### Twitter@SATomorrow2040

- » 1,980 Followers
- » 1,132 User Mentions
- » 608 Retweets
- » 302,872 Tweet Impressions

#### YouTube/SATomorrow

- » 8 videos
- » 6 subscribers
- » 558 views

### Instagram: @SATomorrow2040

- » 280 followers
- » 74 posts
- » 170 tags

### Major Goals Addressed

The social media outreach served to meet the following public engagement goals:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;
- » Maintain an open and transparent process;
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- » Collect meaningful input from the public and provide feedback on how input is being used;

### Top mention earned 28 engagements



**Jeff Reininger**

@jeffreiner - Oct 1

My night run was a little safer tonight thanks to this light-up armband from

@SATomorrow2040 #visionzero  
#getmoving pic.twitter.com/yToWnY47iv



1 2

[View Tweet](#)



**SATomorrow**

February 22 at 8:42 AM ·

Bike Superhighway? Checkout what Dallas and Fort Worth are planning together. "Urban planners and city agencies are calling it the 'superhighway of bicycles.' Sixty-four miles in all, the trail will run mostly along the Trinity River -- from existing bike paths in downtown Fort Worth through Arlington, then in a loop through Irving and Grand Prairie and finishing off on the new Trinity Skyline Trail in Downtown Dallas."



A 64-Mile Bike 'Superhighway' Will Connect Fort Worth To Dallas  
keranews.org

[Comments](#)

[Done](#)

56



**Rick Canfield**

Way to go DFW, first a metro rail, and now this

February 22 at 2:22 PM · Like · Reply



**Guy Hamilton**

That would be nice if San Antonio could do more of this .

February 22 at 5:02 PM · Like · 1 · Reply

## Gathering Input

The City of San Antonio used a variety of methods to gather ideas and opinions from a wide range of residents, business owners and civic organizations. Following are highlights of the major activities.

### Kick-Off Community Event

The City of San Antonio held a family-friendly kick-off event for SA Tomorrow on Saturday, April 11, 2015, from 10 AM to 3 PM, at the Alamo Convocation Center. The event kicked-off the SA Tomorrow initiative and was planned and organized by the Multimodal Transportation Plan. The Kick-Off Event featured activities and information for each of the three plans: the Comprehensive Plan, the Multimodal Transportation Plan and the Sustainability Plan and included representation from partner agencies including VIA Metropolitan Transit, SA2020, TXDOT, Alamo Area Council of Governments (AACOG), FrankenBike, and the Alamo Area MPO. It was the first



major event in the robust public outreach effort developed for the Multimodal Transportation Plan. The purpose of the Kick-Off event was to provide the public with a basic understanding of SA Tomorrow, 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 helped inform the development of transportation policies, corridor concepts, and project priorities.









Extensive social media outreach and email blasts were also used to make residents aware of the event. A total of 4 separate email blasts beginning in early March 2015, were sent to over 15,000 recipients combined. Advertisements were placed in English and Spanish in La Prensa, The Rivard Report, MySA.com, The San Antonio Current and on Facebook. The Kick-Off event was covered by KSAT-12, MySA, Fox 29, WOAI-TV, San Antonio Express News, The Rivard Report, and La Prensa.

Special printed materials advertising the Kick-Off Community Event were prepared in English and Spanish and distributed to libraries around the city, to the 4 Pre-KSA locations, as well as various organizations, and retail and restaurant establishments.

In addition, the printed materials were distributed by each City Councilmember’s office. Over 10,000 notices were printed and distributed throughout the city in advance of the event.

The goals of the kick-off event were to:

- » Initiate conversation about SA Tomorrow
- » Reiterate theme “preparing for growth”
- » Provide basic information about each of the three SA Tomorrow plans
- » Begin to inform community about best practices
- » Let people know how they can get involved
- » Collect initial comments, suggestions, ideas

More than 445 people participated in this free, bi-lingual event. The forum was designed to give the public an opportunity to join the conversation about transportation needs and share their visions for 2040. The meeting was conducted in an open-house

format allowing attendees to come and go during the established time. Four main areas inside the center featured SA Tomorrow, The Comprehensive Plan, The Multimodal Transportation Plan, and the Sustainability Plan. Two outdoor areas included a FrankenBike meet up and a tour of VIA’s Primo Bus. Participants were given “passports” and asked to visit each station and receive a stamp in their passport. Once completed, they could turn in their passport to participate in a drawing for prizes.



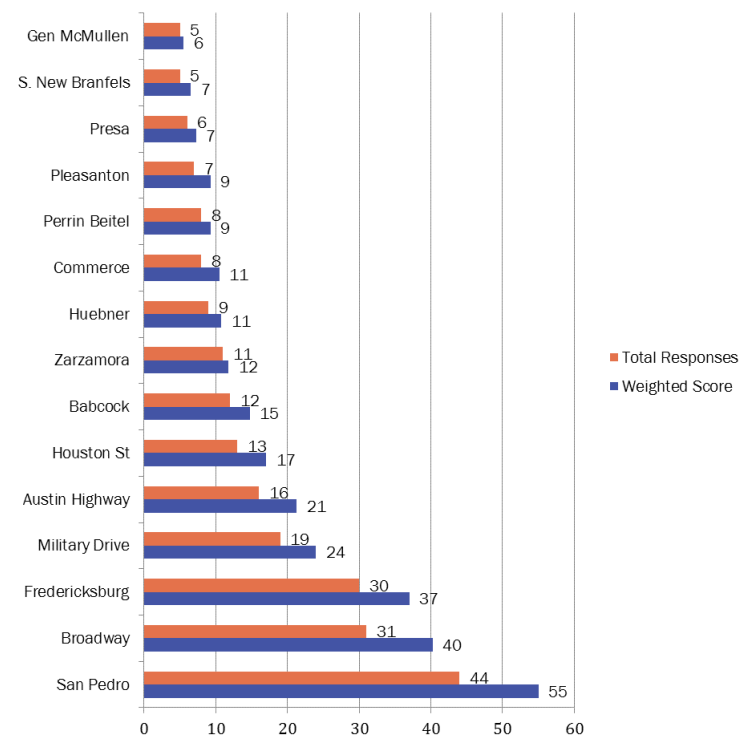


Activities offered by the Multimodal Transportation Plan included “Tell us Your Top Three”, “What is Your Transportation Wish for the City?”, “What is Your Daily Commute?”, and “What will Transportation Look Like in the Future”.

**Tell Us Your Top Three**

Participants were shown a map of 20 highlighted corridors being considered for further study in the plan.

They were asked to list their top 3 on the back of their “passport”. The top 3 corridors selected were San Pedro, Broadway and Fredericksburg Road, followed by Military Drive, Austin Highway, Houston Street, Babcock Road, and Zarzamora.



## Tell Us Your Top 3 Corridors

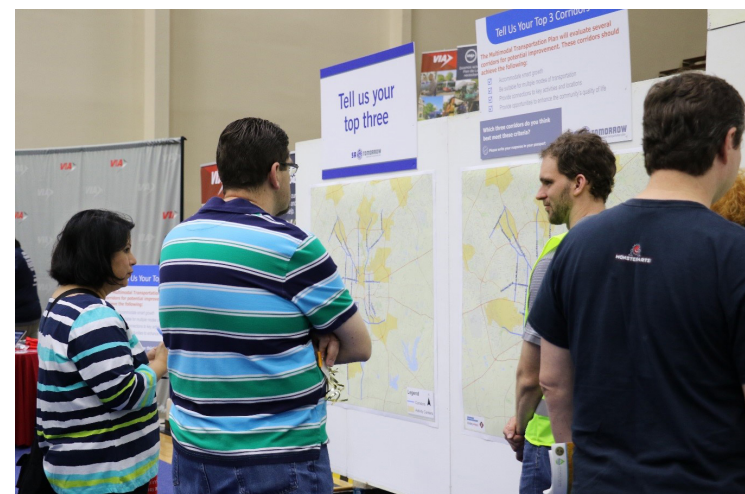
The Multimodal Transportation Plan will evaluate several corridors for potential improvement. These corridors should achieve the following:

- Accommodate smart growth
- Be suitable for multiple modes of transportation
- Provide connections to key activities and locations
- Provide opportunities to enhance the community's quality of life

**Which three corridors do you think best meet these criteria?**

Please write your response in your passport

**SA TOMORROW**  
multimodal transportation plan



### What is Your Daily Commute?

The purpose of this 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 north 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 choices to live where they are required to drive farther and spend more time commuting daily.

Participants were asked to choose the color of string that represented the mode of transportation used for the trip. Looking at the maps, it is clear that a very large portion of trips are made by car (pink string) while a much smaller portion is by transit (blue string) and an even smaller portion by bike (purple string).

### Choose Your Move

- 1** Put a tack in the map to show us where your trip starts.   
Could be your work trip, dropping kids off, shopping, etc.
- 2** Put a tack in the map to show us where your trip ends.
- 3** Use the string to identify what mode of travel you typically use to make this trip.
- 4** **Is your trip shared between several travel modes?** Use clear pins and multiple colors of string to show us how you travel by different means to get from A to B.

**Where I Go...**

- HOME
- WORK
- SCHOOL
- SHOPPING
- FUN
- CHANGE TRAVEL MODE

**How I Get There...**

- DRIVE
- TRANSIT
- WALK
- BICYCLE

**Thank you!**

  
AUTO

  
PEDESTRIAN

  
BICYCLE

  
EXPRESS

  
DIAL-A-RIDE

  
URBAN RAIL

**SA TOMORROW**  
San Antonio Metropolitan Transportation Authority

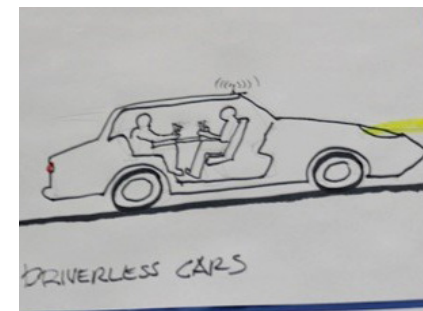
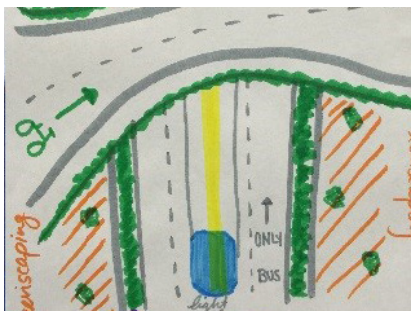






**What Will Transportation Look Like in the Future?**

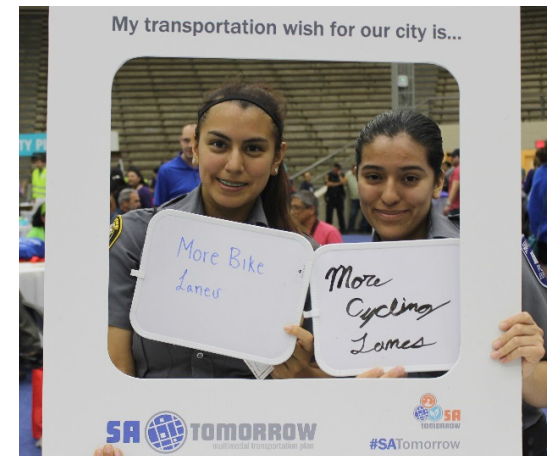
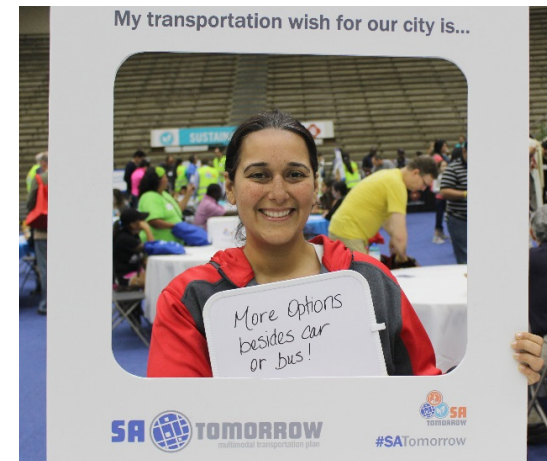
Kids of all ages were asked to draw how they expected to move around the city in year 2040. A drawing station with tables, chairs, markers and plain white paper were made available. Completed drawings were collected and posted on a self-adhesive wall for all to see. Over 100 drawings were completed and posted. The topics of the drawings were used to form a word cloud showing the frequency of different pictures. The largest words represent the greatest number of drawings with similar transportation topics.



MoreWalkability  
 SaferCycling MoreBikes  
 MoreBRT Hovercars  
 BetterPublicTransit  
 LightRail

**My Transportation Wish For Our City Is...**

A large photo frame was created with the unfinished statement “My Transportation Wish for our City is ...”. Participants were invited to take a photo by framing themselves and holding a white board with their answer to the statement. Over 40 photos were taken with individual’s comments. Each comment was recorded and used to create a word cloud where the largest words represent the greatest frequency of similar statements.





### Major Goals Addressed

The goals met by the Kick-Off Community Event include:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;
- » Provide information to the public to assist them in understanding the growth-related issues and challenges facing the region along with the effectiveness of innovative strategies and technologies that could address them;
- » Engage a broad range of stakeholders in the process including:
  - » Those who have and have not previously participated in similar efforts,
  - » A diverse geographic representation of the City,
  - » Groups representing traditionally underserved populations, including young people;
- » Maximize the use of technology to reach an exponentially larger pool of participants;
- » Collect meaningful input from the public and provide feedback on how input is being used;
- » Provide information in English and Spanish that uses plain wording that is easy to understand; and,

- » Build understanding and support for the final plan through a participatory process where members of the public are involved in every phase of plan development.



## Public Open Houses

The project team took the show on the road during a series of open house meetings held at various libraries and community centers throughout Summer 2015. Participants were provided 14 opportunities to attend an open house at one of seven locations across the city over their lunch hour or after work.

The open houses offered an opportunity to provide input that the project team then used to develop strategies to promote safety, manage congestion, preserve the existing system, ensure system reliability, and maintain our city's quality of life. In addition, the in-person open house was complemented by a virtual open house hosted on the SA Tomorrow Transportation Plan website. The virtual open house was online and open from July 23 through August 11.

The outreach conducted for the open house meetings was both electronic and direct. Electronic outreach included 8

direct email notices, third party email notices, and social media. Direct outreach included information posted and notice cards placed at various locations as well as distributed by hand. The meetings were also advertised on the SA Tomorrow project website.

The project team also used traditional media to inform the public. The open house meetings received media coverage leading into the first meeting date due to a press release, *Biking, Walking, Gaining Traction*, distributed on July 15, 2015.

Participants at the open house events were shown a short project video, invited to view several infographic exhibits and to visit 5 different activity stations.

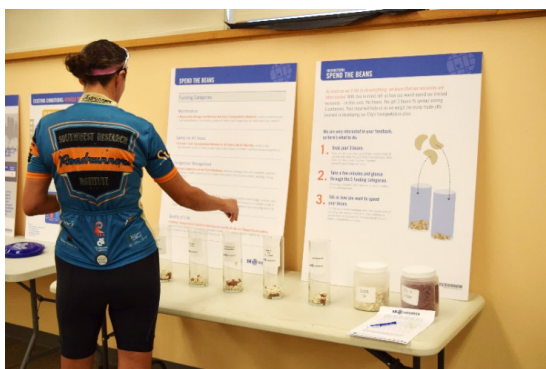
The information and engagement stations:

- » Provided background on the Multimodal Transportation Plan effort;
- » Introduced the preliminary goals and objectives currently outlined as part of the plan;
- » Reinforced the reality of limited resources;



- » Solicited ideas for increasing transportation funding;
- » Gathered input on what modes should have priority depending on the context (urban, suburban, etc.)
- » Presented and collected feedback and input on corridors selected for further study.

Over 200 participants attended the open house meetings and were offered the opportunity to provide input via 5 activities described below.



### Activity 1: Making Decisions that Move us Forward

Participants were asked to place their three beans in one or more of five jars to express their interest in the different themes presented to them. This activity measured how important each of the themes was to the participants in

terms of where the city should place funding priority. The five themes were: Maintenance, Safety, Congestion Management, Reliability and Quality of Life.

The overall results indicated that residents would like the City to focus investment on Managing Congestion. However, this response was only slightly higher than Quality of Life investments and Safety investments.

### Activity 2: Achieving Our Transportation Goals

This activity asked people to weigh in on the goals that were established as part of the Comprehensive Plan and to indicate which strategies for each goal they preferred above others by indicating their level of Like or Dislike for each strategy. The goals and strategies participants were invited to weigh in on were:



### Goal 1: Manage Congestion on the City's Roadways

- » Add more vehicle capacity
- » Add more transit service and increase use of service
- » Add more and better bicycle and pedestrian facilities
- » Connect land use and transportation
- » Reduce single-occupancy vehicle travel

### Goal 2: Provide a Safe Transportation Network for All Users and All Abilities

- » Improve quality of transit, bike and pedestrian
- » Prioritize improvements at high pedestrian and bicycle activity areas



- » Invest in locations with high crash frequencies
- » Expand education, encouragement and enforcement

**Goal 3: Provide Reliable Travel Throughout the City**

- » Expand real-time travel info
- » Prioritize transit
- » Create parking and multimodal centers
- » Enhance management and monitoring of the network
- » Enhance freight movement

**Goal 4: Responsibly Manage and Maintain the City's Transportation Network**

- » Accelerate the rate of infrastructure repair and rehabilitation
- » Prioritize investment of transportation funds
- » Make big repairs first
- » Conduct system-wide repairs on a smaller scale

**Goal 5: Develop Transportation Solutions that Support our Communities and Improve Quality of Life**

- » Improve stormwater treatment
- » Improve public spaces

- » Expand biking, walking, and transit use to improve health and livability
- » Focus on air quality



The overall results of Activity 2 by each goal theme are shown below:

Goal 1: Manage Congestion – people want the City to provide more and better bicycle and pedestrian facilities first (24%) and then provide more and more frequent transit service (21%). The most disliked strategy was adding more vehicle capacity (46%).

Goal 2: Provide a Safety Transportation Network for All Users and All Abilities- Generally respondents chose improving transit, bike and pedestrian safety (30%) and making safety improvements at high pedestrian and bicycle activity areas (25%) as the most liked strategies to meet this goal. The least supported strategy was expanding education, encouragement and enforcement to improve safety (31%).

Goal 3: Provide Reliable Travel Throughout the City – In terms of strategies to improve reliability on our system, people most liked improving

transit reliability through signal priority, transit only lanes, and better transit stops (25%). The least liked strategy was enhancing freight movement at 25%.

Goal 4: Responsibly Manage and Maintain the City's Transportation Network – Most people showed a preference for speeding up repairs by setting aside more of our overall transportation funds for maintenance (32%). Next in line was prioritizing funds for the most beneficial and important transportation improvement projects (26%). The least liked strategy to maintain our system was Big Repairs First (41%) or complete the more extensive rehabilitation on fewer roads and bridges first.

Goal 5: Develop Transportation Solutions that Support our Communities and Improve Quality of Life – people preferred the strategy of improving stormwater treatment (28%). An interesting result showed that expanding biking, walking and transit use to improve health and livability was the second most preferred

strategy (26%), however; this strategy was most disliked as well (36%).

### Activity 3: Expanding Our Resources

This activity sought feedback from the public on the funding challenge being anticipated to support many of the multimodal solutions being proposed by the plan. Specific ideas on how we can increase funding for transportation improvements were provided and participants were asked to indicate which ones they liked and which ones they disliked. The funding options included the following:

1. Increase general taxes citywide
2. Create special tax districts
3. Create tax increment financing
4. Develop additional transportation system user fees
5. Increase the value of the bond and/or increase the frequency of the bond program
6. Create a transportation enterprise or a transportation utility fund

The results of this activity showed that participants were most interested in increasing the amount and/or frequency of the City's current Bond Program (22%). Second to this funding option was assigning special tax districts to collect additional revenues (19%). The least liked funding options were increasing general taxes citywide (28%) followed by enacting additional transportation system user fees (22%).





**Activity 4: Building Our System, Respecting Our Neighborhoods**

This activity asked participants to weigh in on which transportation modes should be emphasized on different types of streets that serve different types of places. Sometimes space is limited requiring decisions to be made about the quality of accommodation that is possible. Participants were asked to indicate which modes should receive the highest emphasis from 1, most important, to 5, least important for examples of roadways located within different types of areas in the city.

Generally, people chose pedestrians as the most important mode to accommodate and provide for in all categories of context except for Rural. Not surprisingly cars and trucks were ranked as the highest priority in rural areas. Transit provided by buses was ranked second highest on urban commercial/mixed use roadways



and cars and trucks were given the least importance. Rail transit was not ranking highly for any of the contexts and was actually given the lowest ranking for 4 of the 5.

**Activity 5: Corridors Being Considered, Did We Miss Any?**

A corridor map was displayed showing the current corridors being considered for study as part of the Multimodal Transportation Plan and the regional activity centers. Participants were invited

to suggest additional corridors for study and/or provide any comments about the corridors shown or suggested. Additional streets suggested by attendees included the following:

- 1. Potranco (2)
- 2. Huebner (2)
- 3. Prue/Tezel (2)
- 4. NW Military
- 5. Nogalitos
- 6. Flores
- 7. Wurzbach Parkway

Context	Mode				
	Cars and Trucks	Pedestrians	Bicycles	Bus ITransit	Rail Transit
Urban Commercial/Mixed-Use	5	1	3	2	4
Urban Neighborhood	4	1	2	3	5
Suburban Commercial/Mixed-Use	2	1	4	3	5
Suburban Neighborhood	3	1	2	4	5
Rural	1	3	2	4	5



### Infographics Station

Infographic boards were prepared and shown at the open house meetings to share information in an engaging way on a number of different topics related to transportation. The infographic boards are shown on the following page.

### Major Goals Addressed

The public engagement goals that the Open House Series met include:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;
- » Maintain an open and transparent process;
- » Provide information to the public to assist them in understanding the growth-related issues and challenges facing the region along with the effectiveness of innovative strategies and technologies that could address them;
- » Engage a broad range of stakeholders in the process including:
  - » Those who have and have not previously participated in similar efforts,
  - » A diverse geographic representation of the City,
  - » Groups representing traditionally underserved populations, including young people;

- » Maximize the use of technology to reach an exponentially larger pool of participants;
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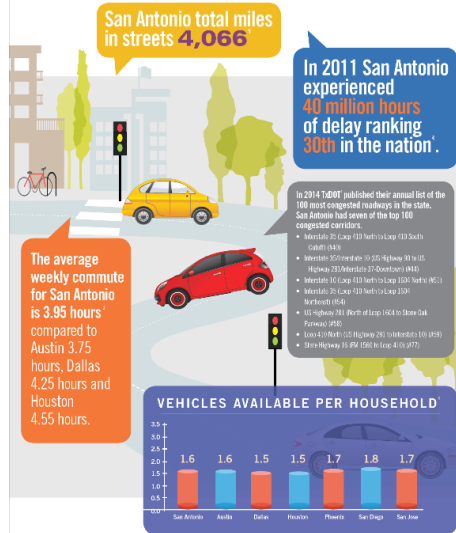
EXISTING CONDITIONS: BICYCLING



Sources: MPO Mobility 2040 Report  
 \*Bicycle 2011-2014  
 †Bicyclist Count



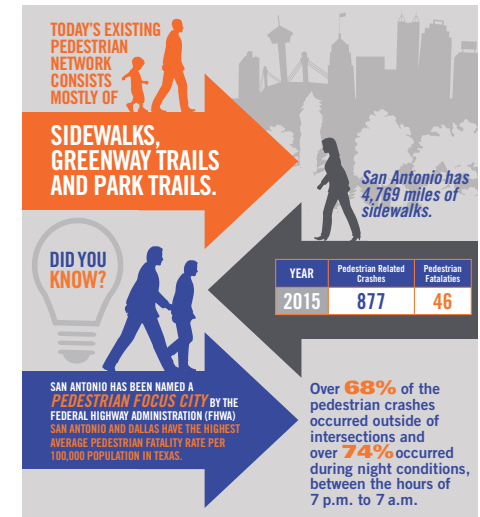
EXISTING CONDITIONS: VEHICLE TRAVEL



Sources:  
 \* City of San Antonio - centerline miles  
 † 2015 Economic Brief  
 \* TTI 2012 Mobility Report  
 † MPO Mobility 2040 Report  
 † 2010-2012 ACS



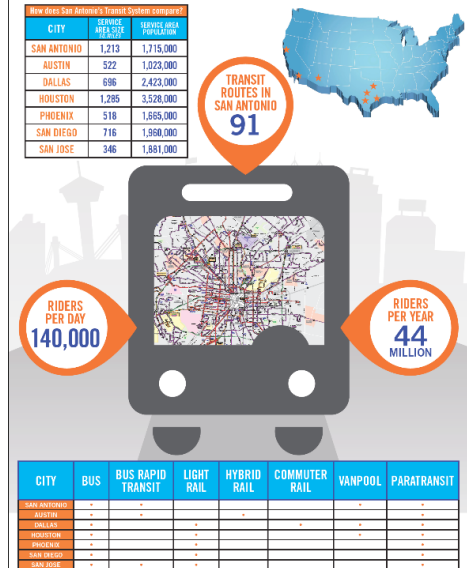
EXISTING CONDITIONS: WALKING



Sources: COSA Comprehensive Plan Existing Conditions Report, MPO Mobility 2040 Report



EXISTING CONDITIONS: TRANSIT



Sources: COSA Comprehensive Plan Existing Conditions Report, MPO Mobility 2040 Report



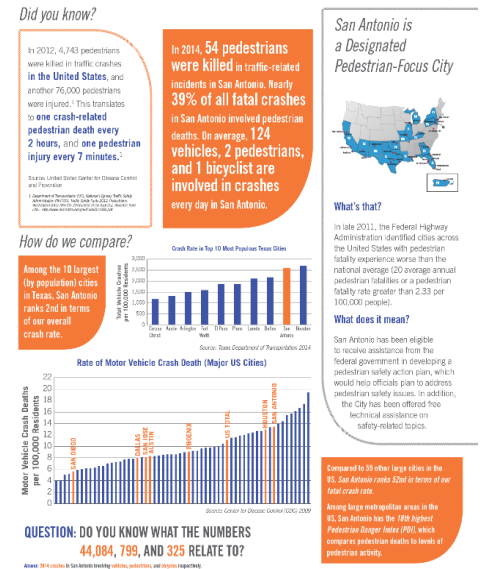
EXISTING CONDITIONS: RAIL/FREIGHT



Sources: COSA Comprehensive Plan Existing Conditions Report, MPO Mobility 2040



SAFETY AND OUR CITY



Sources: MPO Mobility 2040 Report, MPO Mobility 2040 Report



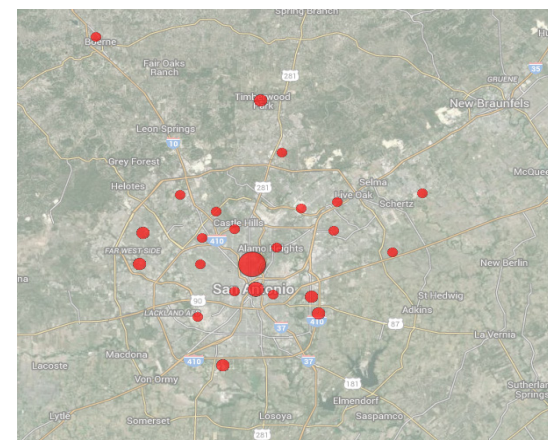


## August 2015 Online “Transportation Matters” Webinar

The City conducted a Transportation Matters webinar on August 11, 2015. The online forum offered an opportunity for citizens to ask questions and provide input about future transportation challenges, choices, and funding options. The webinar wrapped up the series of open houses regarding the City’s Multimodal Transportation Plan. Participants registered in advance and had the opportunity to propose questions to a panel of transportation experts. The panel included the following (shown from left to right in the photograph):

- » Kerri Collins, Vice President, Transportation Planning/Engineering, WSP | Parsons Brinckerhoff;
- » Terry Bellamy, Assistant Director, City of San Antonio Transportation and Capital Improvements;
- » Ray Lopez, City Councilman, District 6, City of San Antonio; and,
- » Trish Wallace, Manager, Regional & Transportation Planning, City of San Antonio.

The online webinar had participation from approximately 35 attendees from around the city. A distribution of attendees by zipcode is shown in the adjacent map. A total of 19 questions were proposed to the panelists during the two hour webinar broadcast from 6 to 8 PM. The questions included topics related to congestion, transit use and value, pedestrian safety and how to convince people to shift from cars to other modes.



Social media was used to advertise and support this event. The information was shared through Facebook resulting in over 36,000 in reach from shared posts. There were 85 tweets via @SATomorrow2040 on Twitter creating 33 retweets and over 6,500 impressions. The interactive ability of this format helped to connect the audience with the panelists in real-time.



## Virtual Town Hall Meeting

The City of San Antonio held a virtual town hall meeting on Monday, November 30, 2015, from 6 to 7 p.m. The online town hall forum provided an opportunity for citizens to discuss transportation issues and the Multimodal Transportation Plan. People were able to participate via the internet or from one of four viewing sites around the city. The four hosted viewing sites were:

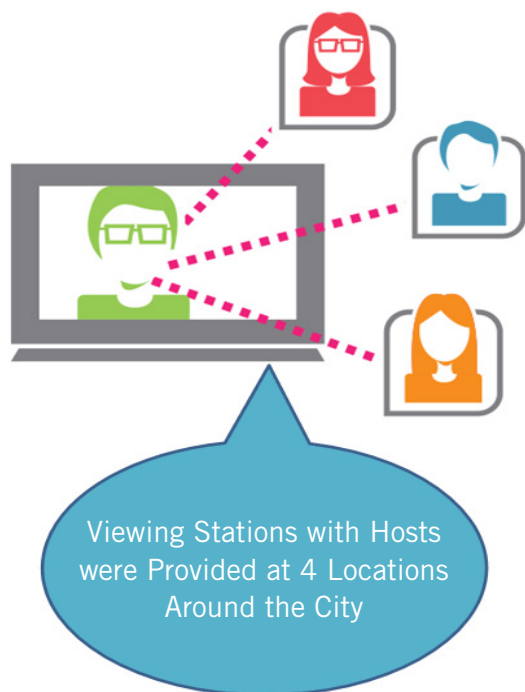
- » St. Philip's College Heritage Room – 1801 Martin Luther King (VIA route 26)
- » Johnston Branch Library Meeting Room – 6307 Sun Valley (VIA route 611)
- » Pan American Library Meeting Room – 1122 W. Pyron Avenue (VIA route 46)
- » VIA Board Room – 800 W. Myrtle (VIA route 20)

While the virtual town hall is an online forum, the availability of viewing sites allowed people all over the City to be part of the event even if they do not have internet access. The virtual town hall was set up on a screen at these locations

and participants were able to interact with the moderator. There were 56 online viewers and participants and 24 additional participants who attended one of the four viewing centers set up around the city for a total of 80 participants. Half of the participants were new to an SA Tomorrow event, demonstrating that the event appealed to those who had not participated previously. Questions were submitted online as the meeting progressed and the moderator, Jeff Coyle, City of San Antonio, Director of Intergovernmental Affairs, proposed the questions to the panel following introductions.



Questions submitted that were unable to be answered due to time limitations were later answered by the TCI staff and consultant team. There were 14 unanswered questions that were later posted online on the project website.



Some examples of questions include *“Will there be progress on protected on bike lanes?”*, *“I agree about improving transit infrastructure but it seems the fundamental problem is land use, what land use changes are being considered?”*, *“Can we admit that we cannot pay for transportation? Why do we subsidize driving so much?”*.

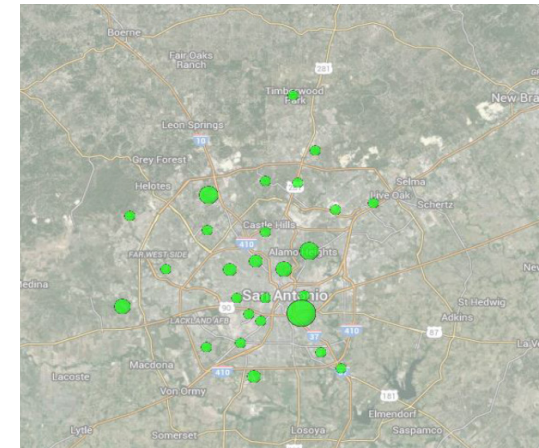
#### Major Goals Addressed

The goals of public engagement met by the online “Let’s Talk Transportation” Virtual Town Hall meeting include:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;
- » Provide information to the public to assist them in understanding the growth-related issues and challenges facing the region along with the effectiveness of innovative strategies and technologies that could address them;

- » Engage a broad range of stakeholders in the process including:
  - » Those who have and have not previously participated in similar efforts,
  - » A diverse geographic representation of the City,
  - » Groups representing traditionally underserved populations, including young people;
- » Maximize the use of technology to reach an exponentially larger pool of participants;
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- » Build understanding and support for the final plan through a participatory process where members of the public are involved in every phase of plan development.





### Additional Community Outreach Events

The City of San Antonio took information to the community by hosting information booths and tables at major community events including:

#### Summer 2015 Folklife Festival

131 comments collected, 115 email addresses provided, over 400 people participated in the “Spend the Beans” Activity. The event attracted families and individuals from around the city. The geographic distribution by zipcode of participants who provided email addresses is shown in the map.

### Other Events Include:

- » Senior Day in the Park
- » Family Fall Weekend at Trinity University
- » National Night Out
- » GIS Day
- » Health & Built Environment Conference

Resource Allocation	Bean Count	%
Repairs to roads, sidewalks, bridges etc.	262	22%
Safety for all users	164	14%
Enhance existing system	123	10%
New and more travel options	249	21%
Smarter tech-based system	146	12%
Cleaner and Greener transportation system	268	22%
<b>TOTAL</b>	<b>1,212</b>	<b>100%</b>





Focus Group	Date	Time	Location	Attendees
Pedestrian Walkability	December 7, 2015	6pm to 7:30pm	Westfall Branch Library	11
Chambers of Commerce	December 9, 2015	10:30am to 12 noon	VIA Administrative Board Room	7
Bicycling	December 9, 2015	6pm to 7:30pm	Central Library	10
Development	December 11, 2015	10:30am to 12 noon	VIA Administrative Board Room	7
Suburban Cities	December 11, 2015	2:30pm to 4:30pm	VIA Administrative Board Room	6
<b>TOTAL</b>				<b>41</b>

### Focus Groups

Focus groups were conducted across five different issue areas including development, walkability, bicycling, suburban cities, and chambers of commerce. The focus group meetings were intended to solicit input on key transportation issues and to encourage support from members of each group. It was anticipated that the small-scale meetings of groups formed around a specific focus area would elicit candid and insightful remarks from the participants. It was also hoped that after learning more about the Multimodal Transportation Plan, focus group members would become supporters or possibly champions of the initiative. Lists of invitees were developed and invitations were sent out with time, date, and location of each meeting. The meetings were held in December during times that were convenient for each group. Information about the SA Tomorrow Multimodal Plan was shared and each focus group was asked a number of questions.

Some of the thought-provoking comments that were received are shown in the table to the right page along with the associated focus group.

Pedestrian Walkability	Chambers of Commerce	Bicycline	Development	Suburban Cities
Need educational programs for drivers and pedestrians.	Would like to see progressive transportation solutions like streetcar, light rail and a new airport.	Even if we educated everyone it would not be enough. We need barrier-separated facilities.	We need to decide what we want to look like as a city.	Need long term solutions like transit HOV, and rail.
Developers should be required to include sidewalks or infrastructure, even in suburban and rural areas.	We need enhanced connectivity and multimodal transportation options.	There are a lot more people on bikes today compared with 10 years ago.	People will develop and live where they are subsidized the most.	The Multimodal Transportation Plan needs to be easily defensible.
We should design roadways around a safe speed for pedestrians.	What do we want to be when we grow up?	We need solutions for bike safety at intersections like bike boxes.	As long as we have mortgage interested reduction and free roads, development will be driven to the outskirts.	Need an HOV lane on IH 10.

### Major Goals Addressed

The goals of the public engagement effort achieved by conducting focus group meetings include:

- » Engage a broad range of stakeholders in the process including:
  - » Those who have and have not previously participated in similar efforts,
  - » A diverse geographic representation of the City,
  - » Groups representing traditionally underserved populations, including young people;
- » Provide multiple and easily accessible opportunities for the public to get involved, including opportunities that do not require attending a City-hosted meeting;
- » Collect meaningful input from the public and provide feedback on how input is being used;
- » Build understanding and support for the final plan through a participatory process where members of the public are involved in every phase of plan development.



## Understanding Priorities

The City of San Antonio engaged with and listened to thousands of San Antonio residents to understand their vision for the future and their priorities for transportation-related improvements. The team used a variety of methods to gauge public opinion and to solicit input.

### Initial Online Survey

The City of San Antonio conducted an initial online survey asking residents to share their opinions on transportation priorities and other quality of life issues. The survey was just one of the tools used to engage people and gather early input.

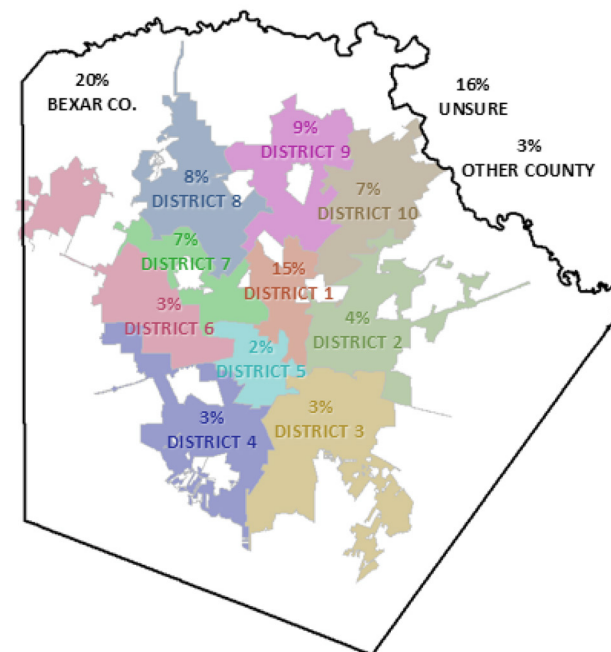
The online survey included questions regarding the Multimodal Transportation Plan, the Comprehensive Plan and the Sustainability Plan.

The survey was available online in both English and Spanish. The survey was conducted from April 11 to June 1, 2015, took an average of only 5 minutes

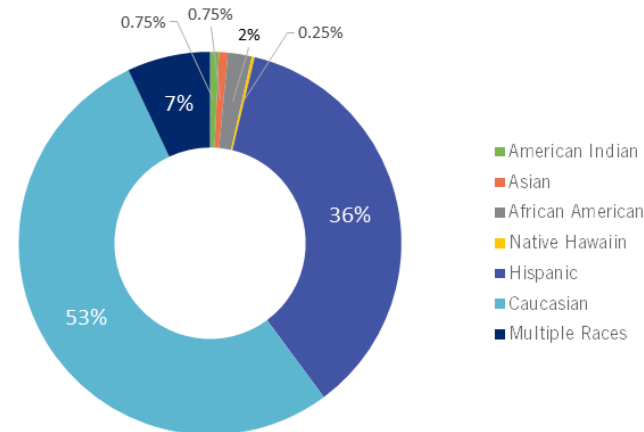
to complete and garnered 3,361 responses. Nearly 80 percent of respondents completed the survey in its entirety. Printed materials in the form of “palmcards” and book marks were created in both Spanish and English and were widely distributed to advertise the survey.

### Survey Summary

Nearly a quarter of the survey respondents were not residents of San Antonio. Approximately 15% represented City Council District 1. The map showing distribution by City Council District confirms representation for all areas of the City.



Survey Respondents by Ethnicity/Race





**The best way to predict the future is to CREATE IT.** —Abraham Lincoln

How will you get around in 2040?

**SA TOMORROW**  
multimodal transportation plan

[www.SATransportationPlan.com](http://www.SATransportationPlan.com)

The Multimodal Transportation Plan will set the City's transportation strategy through 2040 to help accommodate an additional 1 million people.

Take our survey on-line today!  
[www.surveymonkey.com/s/SATomorrowSurvey](http://www.surveymonkey.com/s/SATomorrowSurvey)

QR code: /SATomorrowSurvey  
Facebook: /SATomorrow2040  
Twitter: @SATomorrow2040

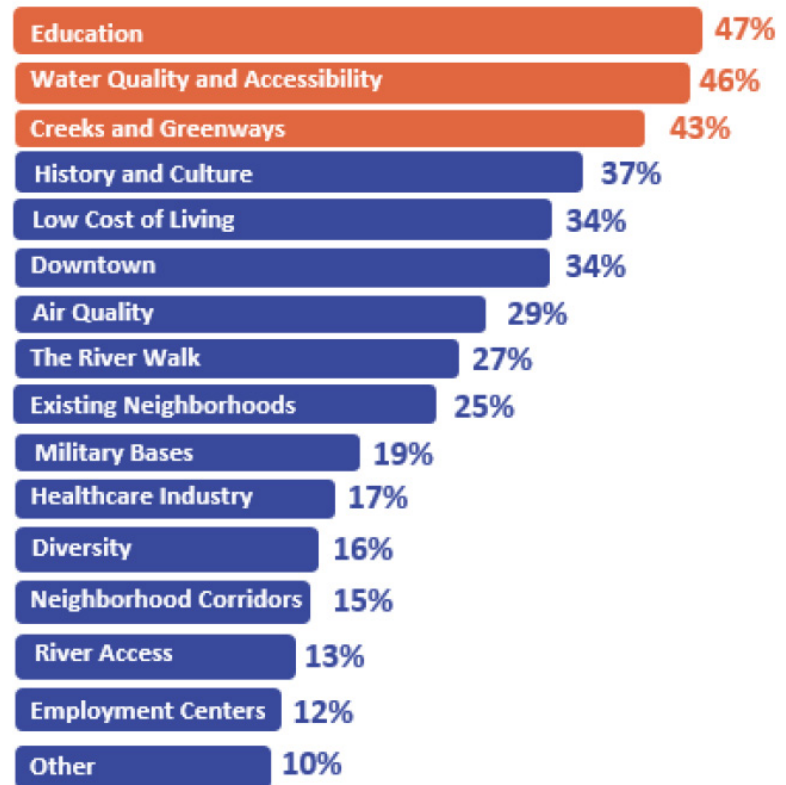
**Aspects of the City: What do you think are the most important aspects of San Antonio that exist today that need to be protected and/or enhanced for the future?**

A total of sixteen different options were offered for respondents to pick from, but they were limited to select only their top 3. Generally, the over 2,900 respondents to this question felt that education, water quality/accessibility and our creeks and greenways are the three most important aspects of our City and need to be protected. Below is a summary of the questions asked, and the results tabulated.

The survey responses confirmed representation from a variety of racial and ethnic categories. Over half of the respondents identified as Caucasian and 35% identified Latino or Hispanic. A large portion (80%) of survey respondents were from the age groups: 25 to 34 years (29%), 35 to 50 years (28%) and 51 to 64 years (23%).

**WHAT ARE THE 3 MOST IMPORTANT ASPECTS OF THE CITY?**

that need to be protected and/or enhanced for the future



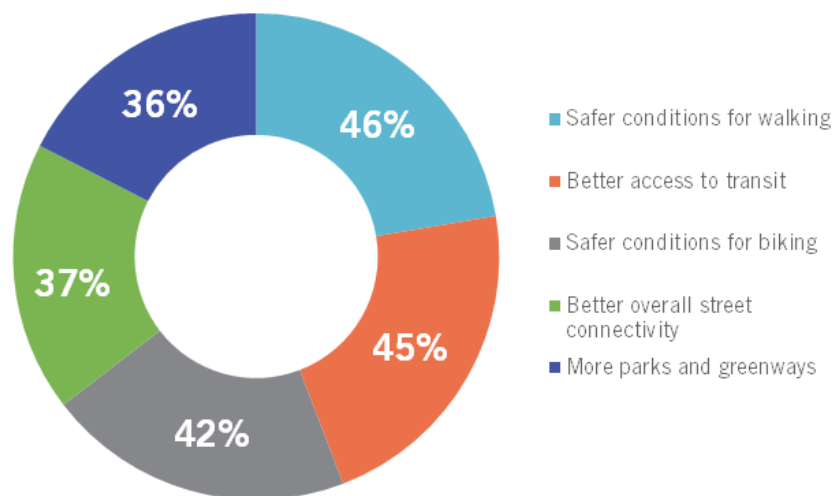
**Quality of Life: Thinking of where you live, what would make it easier to live, work and play in one place or area of town?**

There were 12 choices and participants were given the option of selecting all 12 if they applied. Over 2,800 people responded to this question. Nearly half of the over 2,800 respondents selected the following top 5 items that would make it easier to live, work and play in one place:

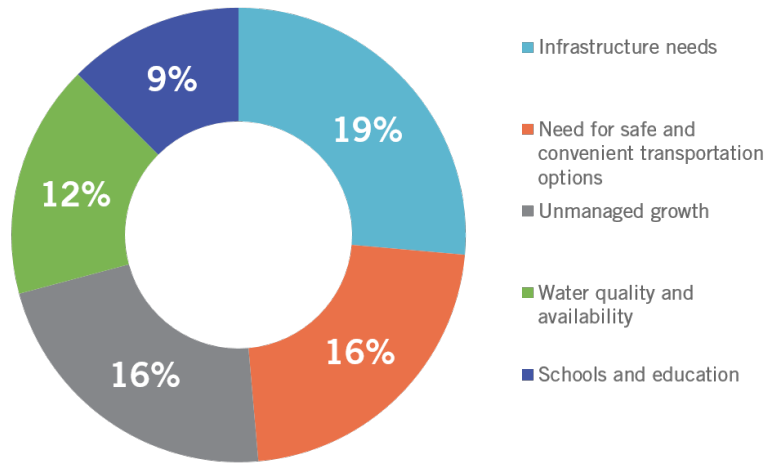
1. Safer conditions for walking
2. Better access to transit
3. Safer conditions for biking
4. Better overall street connectivity
5. More parks and greenways

The item selected most often, by most respondents was “Safer conditions for walking.”

Top 5 Reasons: Selected by % of Respondents



Top 5 Challenges Selected

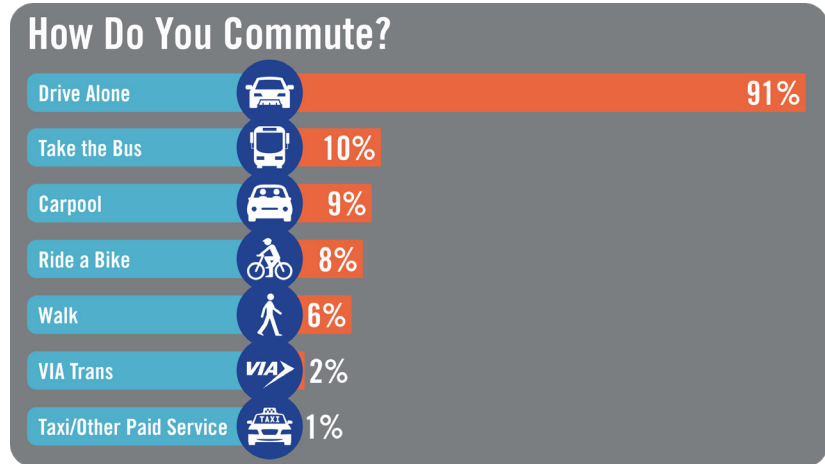


**Challenges to be Addressed: What is the biggest challenge (existing or potential) to be addressed in the Comprehensive Plan and the larger SA Tomorrow effort?**

Participants were asked to select only one of 13 options. The top five challenges included infrastructure needs, the need for safe and convenient transportation options, unmanaged growth, water quality and availability, and schools and education. Perhaps surprisingly, affordable housing and air quality were among those challenges selected by the least respondents.

**Commuting: How do you commute to work or school?**

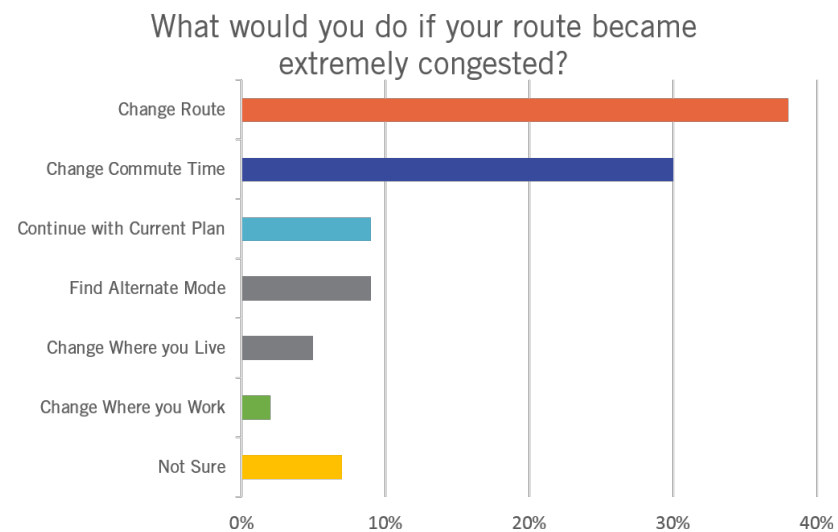
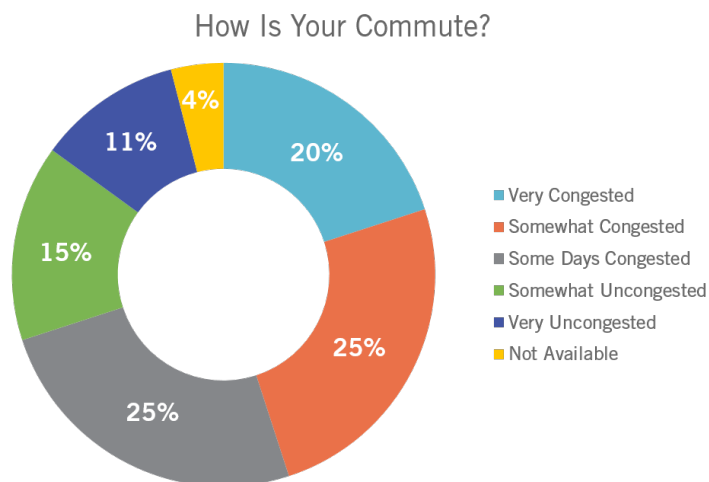
Respondents were invited to select all answers that applied to their commute. There were seven choices. Over 2,700 people responded to this question. Not surprisingly, 91% of the people indicated that all or part of their commute was via single occupant vehicle. Taking the bus for all or part of the trip was selected by 10% of the respondents. Active transportation options, biking and walking, was selected by 8% of the respondents. If we add up all other options to driving alone, they represent 36% of the people who responded to this question.





**Congestion: Describe your commute to work or school.**

Respondents were invited to choose one answer from 6 possible responses that describe the level of congestion that is experienced during the typical commute to work or school. Approximately 45% of the respondents indicated that their commute had either a lot of congestion or some congestion. The response to this question provides us with a snapshot of our current congestion level on our road network. Almost 30% of the respondents indicated that they really do not deal with congestion during their commute. We have not yet reached the levels of congestion throughout the city that would result in a much greater percentage of responses indicating a congested commute.



**Congestion Reaction: Respondents were asked if the route you most frequently take to work or school is or were to become extremely congested, which of the following actions would you most likely take?**

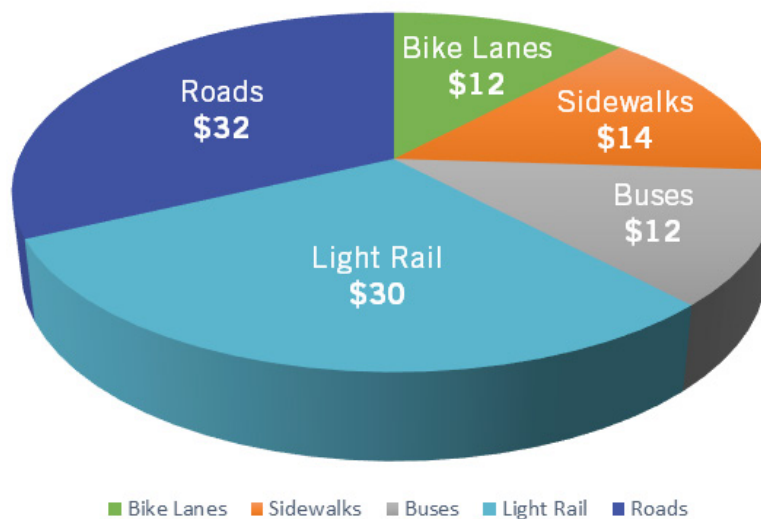
There were seven choices and respondents were asked to select only one. Over 2,700 people answered this question in the survey. The most common response that people chose was to change their route (39%). Second to changing their route, 30% of the respondents indicated they would change the time of their commute. There was a sharp drop off after the top 2 choices. Less than 10% would decide not to change anything and a small percentage would try to find an alternate mode of travel. Only 2% would consider changing where they work and 5% would consider changing where they live. These results could be interpreted to mean that congestion only slightly influences where people choose to live and work. However, almost a third of the respondents indicating they would consider choosing to travel at a different time of day. This result could indicate that encouraging flextime among employers would have a positive impact on managing congestion by reducing demand.

**Modes of Transportation: If you had \$100, how would you spend it among the following options?**

Five choices were provided and 1 to 5 could be selected, but the choices had to add up to \$100. For example, people could choose only one option, indicating that they would spend all of their \$100 on that one element. Over 2,700 people answered this question. The purpose of this question was to find out which options people felt should be funded and which should be given priority. The choices were bike lanes, sidewalks, buses, light rail and roads. It is not surprising that most people would spend the greatest portion of their \$100 dollars on roads (\$32) but what is somewhat surprising is that this isn't the clear majority of their funds. Instead, we are seeing responses that indicate people wish to spend money elsewhere as well as on roads. People spent 32% on roads and in a close second, 30% on light rail. Sidewalks were given 14% of the funds and bike lanes were chosen for 12% of the funds which

tied with buses. Based on these results, active transportation modes would receive almost as much funding, at 26%, as the top two choices.

**How would you spend \$100?**



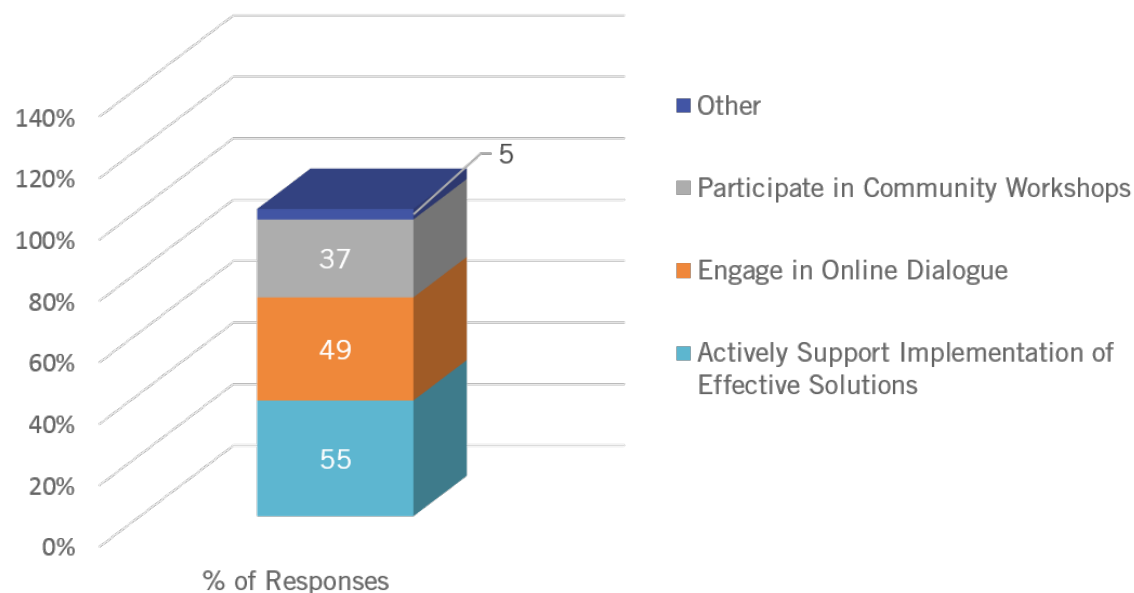
**Addressing Population Growth: In what way would you primarily be interested in helping address the challenges facing our community as our population grows to include over 1 million additional people?**

Three options were provided for answering this question and respondents could choose as many as they wished. In addition, participants were invited to write in their own response to this question. This question was answered by almost 2,500 people. The three response options provided were:

1. Actively support the implementation of effective solutions,
2. Engage in online dialogue to develop solutions,
3. Participate in community workshops.

More than half of the respondents (55%) indicated that they would “actively support the implementation of effective solutions.” Nearly half (49%), revealed that they would “engage in online dialogue to develop solutions.” And 37% said they would be willing to participate in community workshops.

### How would you help?





SUSTAINABILITY PLAN / COMPREHENSIVE PLAN



The protection of our natural resources and addressing land use and sprawl were second only to transportation in terms of needing the most attention.

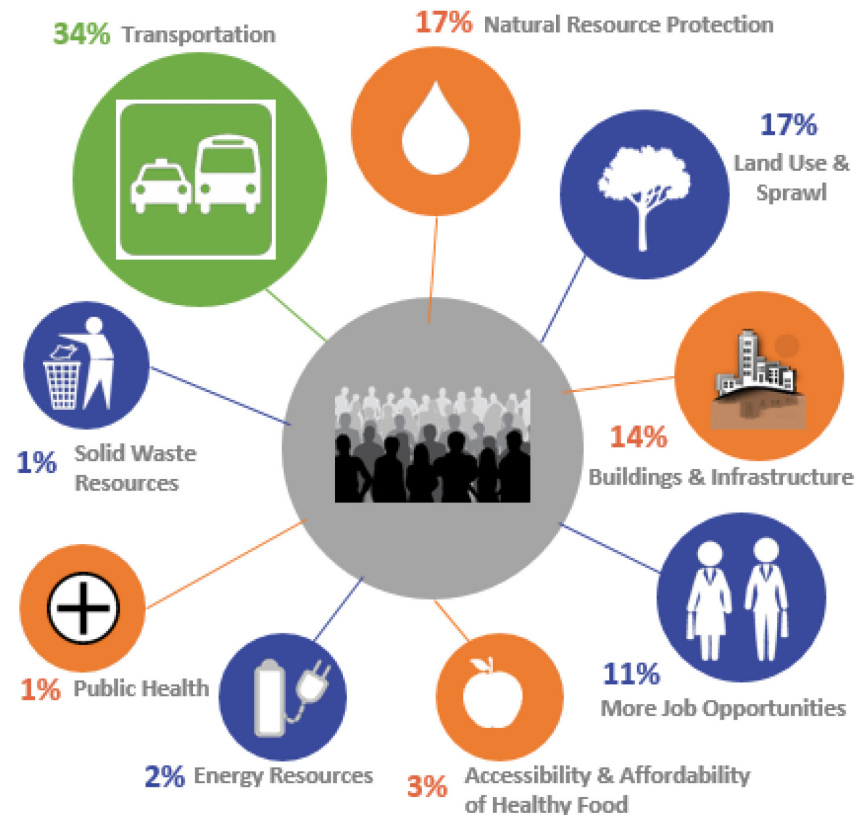
**Preparing for Population Growth: Of the following, which do you believe is an area that San Antonio needs to do the MOST work to be ready for 1 million more people?**

Respondents were offered 9 options and had to choose only one. The 9 choices were the following:

1. Transportation
2. Natural resource protection (including air and water)
3. Land use and sprawl
4. Building & infrastructure
5. Job opportunities
6. Accessibility & affordability of healthy food
7. Energy resources
8. Public health
9. Solid waste resources

Of the nine choices, respondents identified Transportation on top, followed by Natural Resource Protection and addressing Land Use & Sprawl. Over 2,500 people answered this question and more than a third (34%) felt that Transportation is the area that San Antonio most needs to focus on! There were 122 comments provided for this question. Of those, 51 focused on transportation issues.

**WHICH AREA IN SAN ANTONIO NEEDS THE MOST WORK?** to be ready for 1 million more people



## Characteristics of a Sustainable City by Importance



**Sustainability:** Please rank the following characteristics of a sustainable city in the order of importance to you with 1 indicating the most important characteristic and 6 indicating the least important characteristic.

Respondents were given 6 choices that had to be ranked. They included: healthy air and water resources, thriving economy, inclusivity and fairness, walkable community, climate change preparedness and resiliency, and bike friendly. Over 2,600 people responded to this question. The rankings based on the weight average of the rankings are as follows.

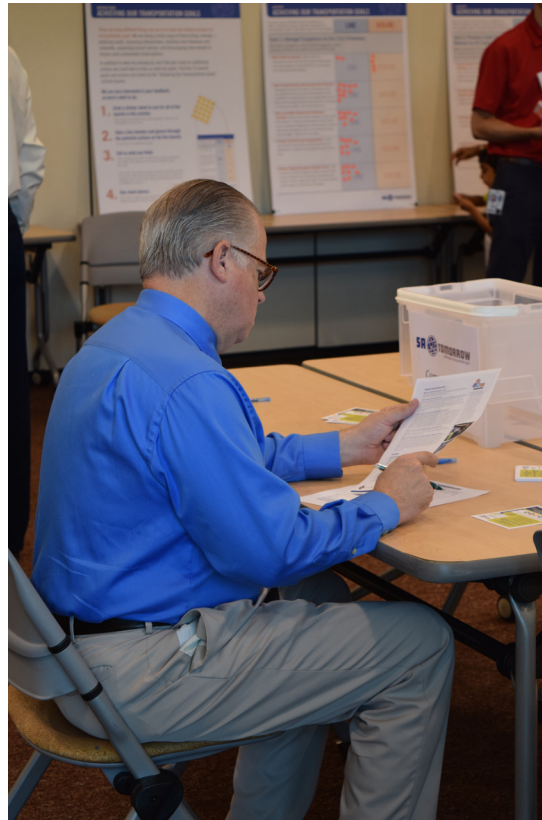
**SUSTAINABILITY PLAN** 

The protection of our natural resources and addressing land use and sprawl were second only to transportation in terms of needing the most attention.

### Major Goals Addressed

The public engagement goals met by the Online Survey 1 include:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;
- » Engage a broad range of stakeholders in the process including:
  - » Those who have and have not previously participated in similar efforts,
  - » A diverse geographic representation of the City,
  - » Groups representing traditionally underserved populations, including young people;
- » Maximize the use of technology to reach an exponentially larger pool of participants;
- » Provide multiple and easily accessible opportunities for the public to get involved, including opportunities that do not require attending a City-hosted meeting;
- » Collect meaningful input from the public and provide feedback on how input is being used;
- » Provide information in English and Spanish that uses plain wording that is easy to understand; and,
- » Build understanding and support for the final plan through a participatory process where members of the public are involved in every phase of plan development.





## Online Bike Survey 2

The City conducted a specific survey of bicycle riders in San Antonio in fall 2015. The survey asked respondents to give input on their bicycle riding habits including frequency, purpose, preferred types of bicycle infrastructure, safety, ways to encourage more riding, and car drivers' and bicycle riders' behaviors toward one another. It also asks people to describe issues that prevent them from riding, such as stray dogs, concerns about crime, safety issues, lack of bicycle infrastructure and connectivity, poor lighting, bike parking problems, weather, health, and even seasonal changes.

More than 2,600 responses were received. Seventy two percent of respondents said they ride their bike weekly or more frequently. A greater portion of respondents indicated they had no preference about where they ride compared with a regional survey conducted by the Alamo Area MPO in 2010. The respondents to the 2015 Bike Survey indicated that it was very

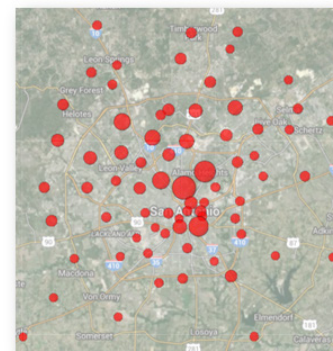
important for the City to improve bike facilities at a much greater percentage (83%) compared with the 2010 Survey results (57%).

The study team will use information received via the survey to develop the bicycle component of the Multimodal Transportation Plan. The City's Transportation & Capital Improvements (TCI) department will also use the data to prepare a 2016 update to the Bicycle Master Plan.

Some key findings from the survey results include:

- » 72% said they rode a bike at least weekly
- » Almost half of the respondents began bicycling within the past 10 years
- » Safer facilities will encourage more people to ride. The survey found that most riders (60%) prefer to use a protected bike facility.

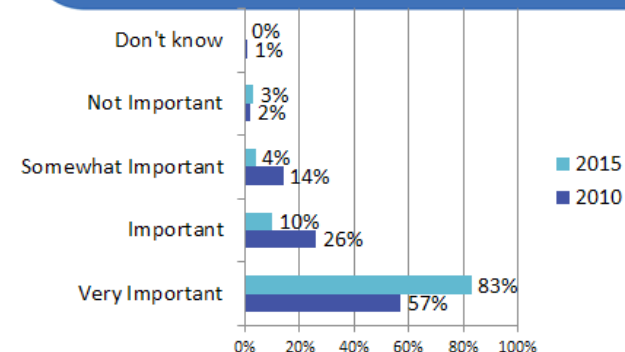
### Online Bike Survey: 10/28 thru 12/2/15



2,640 Responses



### Overall, how important is it to improve bike facilities in San Antonio area?



Compared to 2010 San Antonio Regional Bicycling Travel Patterns Survey conducted by ETC Institute for the Alamo Area MPO



### Major Goals Addressed

The goals of the public engagement effort associated with the Online Bike Survey 2 that were met include:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;
- » Engage a broad range of stakeholders in the process including:
  - » Those who have and have not previously participated in similar efforts,
  - » A diverse geographic representation of the City,
  - » Groups representing traditionally underserved populations, including young people;
- » Maximize the use of technology to reach an exponentially larger pool of participants;
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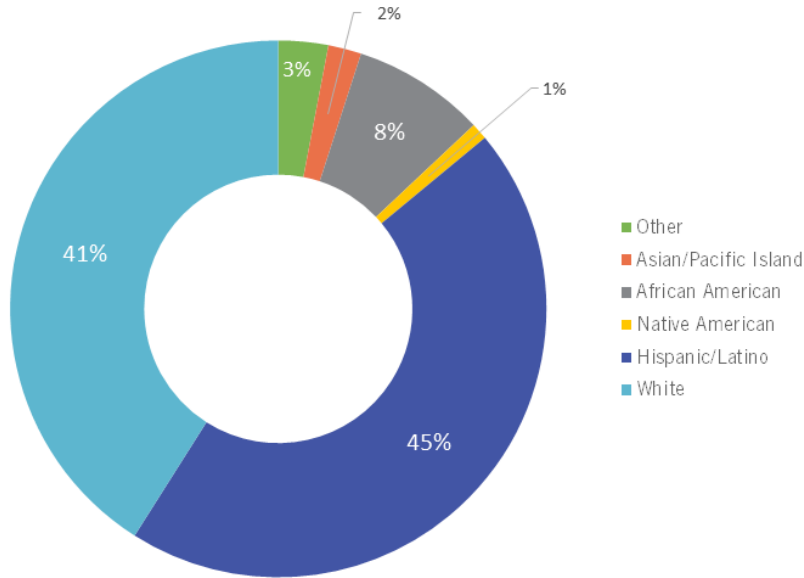
### Online Survey 3: Joint SA Tomorrow Transportation Plan & VIA Vision 2040

SA Tomorrow partnered with VIA to conduct a transportation-focused survey that asked participants to weigh in on a number of items that will be addressed in VIA’s Vision 2040 Plan and the City of San Antonio’s Multimodal Transportation Plan. Six of the eight questions in the survey were proposed by the City. In addition to the six transportation questions, the survey requested participants to respond to demographic questions. The survey was provided in both English and Spanish and could be taken electronically online or manually.

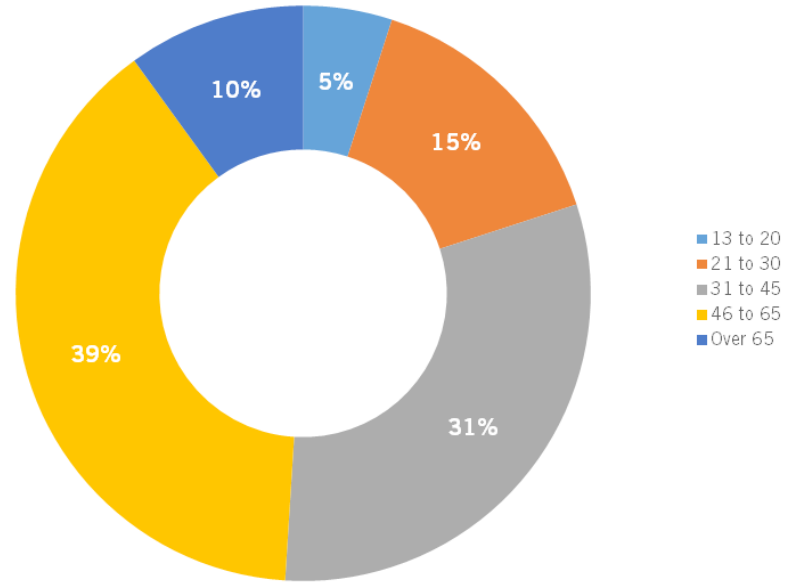




Ethnicity of Survey Respondents



Respondents by Age Group



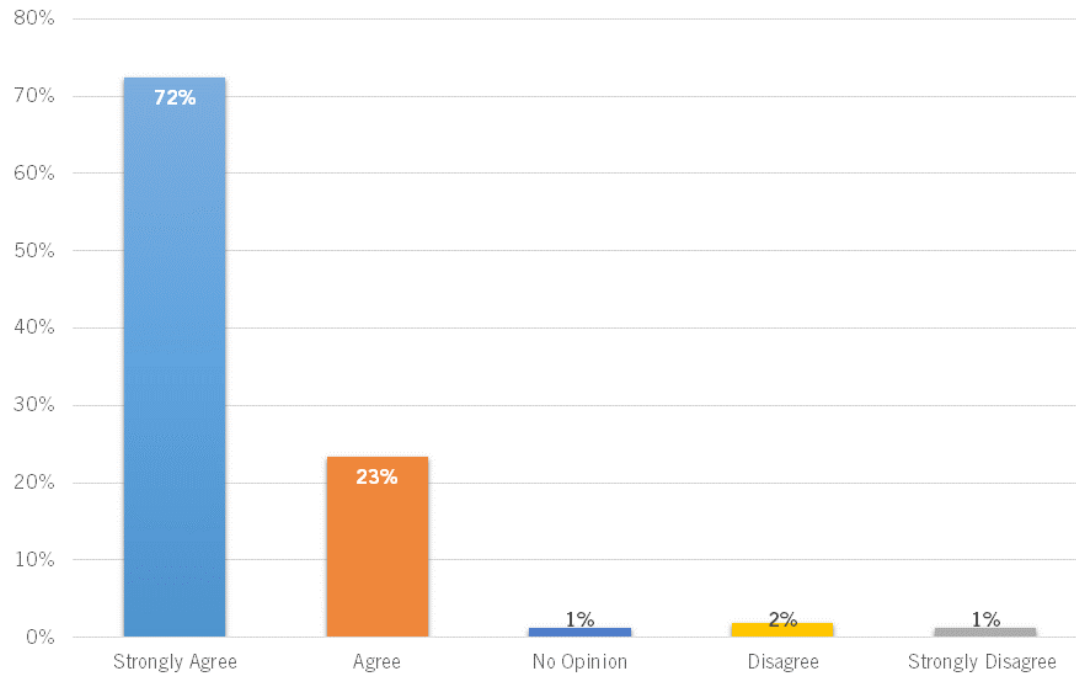
The demographic information of the over 3,500 survey responders is a good representation of census data for the City of San Antonio.

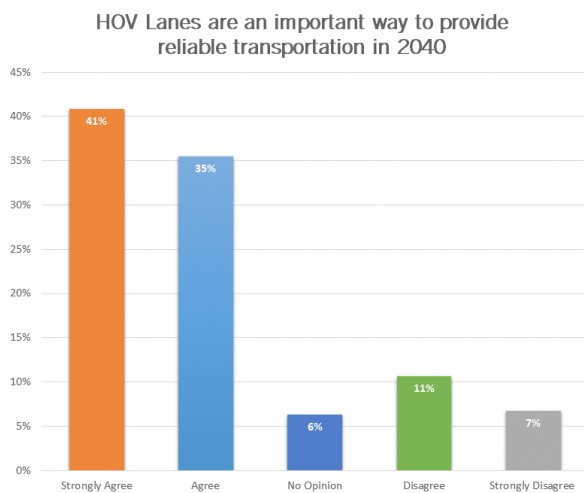
Some of the key findings from the survey are shown below:

**Question 1:** *As our region grows, adding an anticipated 1 Million new residents, providing adequate and appropriate accommodation for all transportation users on all streets is important.*

*Almost all of the respondents (96%) felt that providing options for all users is important. This supports the implementation of complete streets and offering transportation choices.*

We must provide adequate accommodation for all users



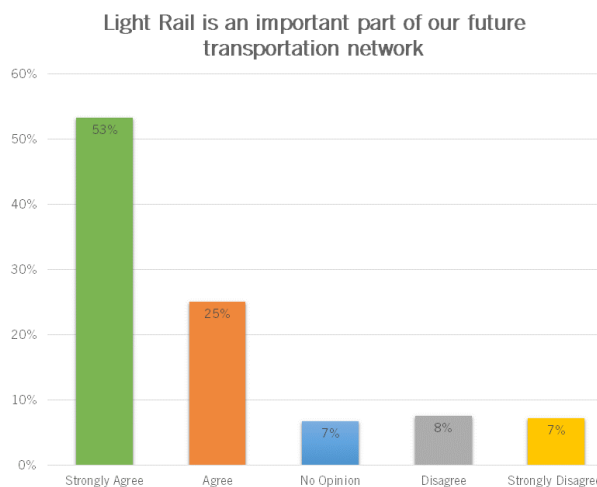


**Question 2:** In 2040, HOV (High Occupancy Vehicle) lanes are an important part of offering people reliable and predictable travel on San Antonio's major roadways.

*Despite hearing some in the community express concern about implementing HOV lanes in San Antonio, 76% of the people responding to this question consider them to be an important part of our transportation system in the future.*

**Question 3:** In 2040, Light Rail is an important part of the Greater San Antonio Region's overall transportation network.

*Similar to HOV lanes, light rail has been discussed in San Antonio and has failed to gain support in the past. However, the people who responded to this question felt strongly that light rail should be an important part of our future transportation system.*



In addition to the questions about, we also asked people to rate the types of maintenance that they feel is the most important. They were given options that included paving streets, updating pavement markings, improving street lighting, signal timing, pavement repairs, sidewalks, signs and street sweeping. The top 3 picks were paving streets, updating pavement markings and improving street lighting.

### Major Goals Addressed

The goals of the public engagement effort associated with the Online Survey 3 that were met include:

- » Create public awareness of SA Tomorrow and generate and retain excitement in the planning process;
- » Engage a broad range of stakeholders in the process including:
  - » Those who have and have not previously participated in similar efforts,

- » A diverse geographic representation of the City,
- » Groups representing traditionally underserved populations, including young people;
- » Maximize the use of technology to reach an exponentially larger pool of participants;
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## Conclusion

A diverse range of San Antonio citizens participated in the comprehensive, year-long planning process that resulted in the Multimodal Transportation Plan and its companion plans under the larger SA Tomorrow planning effort. Their ideas and comments were used to shape the recommendations contained in this plan. Figure X contains a conservative snapshot estimate of public participation in the planning process.

The SA Tomorrow Multimodal Transportation Plan has reached an unprecedented amount of people. The extent of the investment made to provide a continuous, comprehensive and robust outreach and engagement effort has surpassed levels seen in previous City projects. More than 15,000 people were reached through the public engagement efforts that extended well beyond traditional approaches. Numerous platforms and methods were utilized in

order to connect with “hard-to-reach” sectors of the community. Barriers to participation were removed by providing online events and opportunities to provide input via the project website and real-time online webinars as well as by conducting “Go-to-Them” meetings at already-planned events throughout the City.

### EXTENSIVE REACH!

The public engagement process reached over 150,000 people at more than 150 events and meetings.

## Outreach Metrics

### ONLINE PARTICIPATION

**385,750**  
FACEBOOK + TWITTER  
ACCOUNTS REACHED

**7,000+**   
COMPLETED  
TRANSPORTATION  
ONLINE SURVEYS

### PUBLIC PARTICIPATION

**150+**   
COMMUNITY  
PRESENTATIONS + EVENTS

### MEDIA COVERAGE

 **OVER**  
**\$120K**  
IN EARNED MEDIA  
COVERAGE