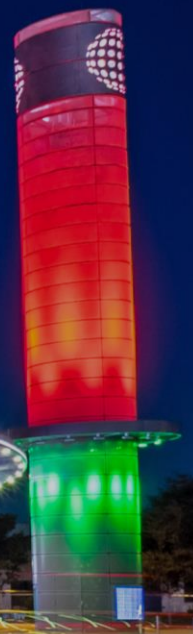




VIA CENTRO PLAZA



# VISION 2040 DRAFT PLAN

Metroquest Webinar  
November 10, 2016

123 N. Medina | San Antonio, TX 78207

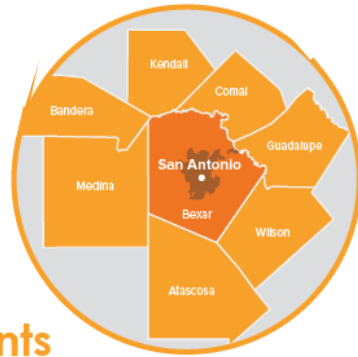




# Understanding the Need

The region  
will add

**1.6**  
million  
new residents



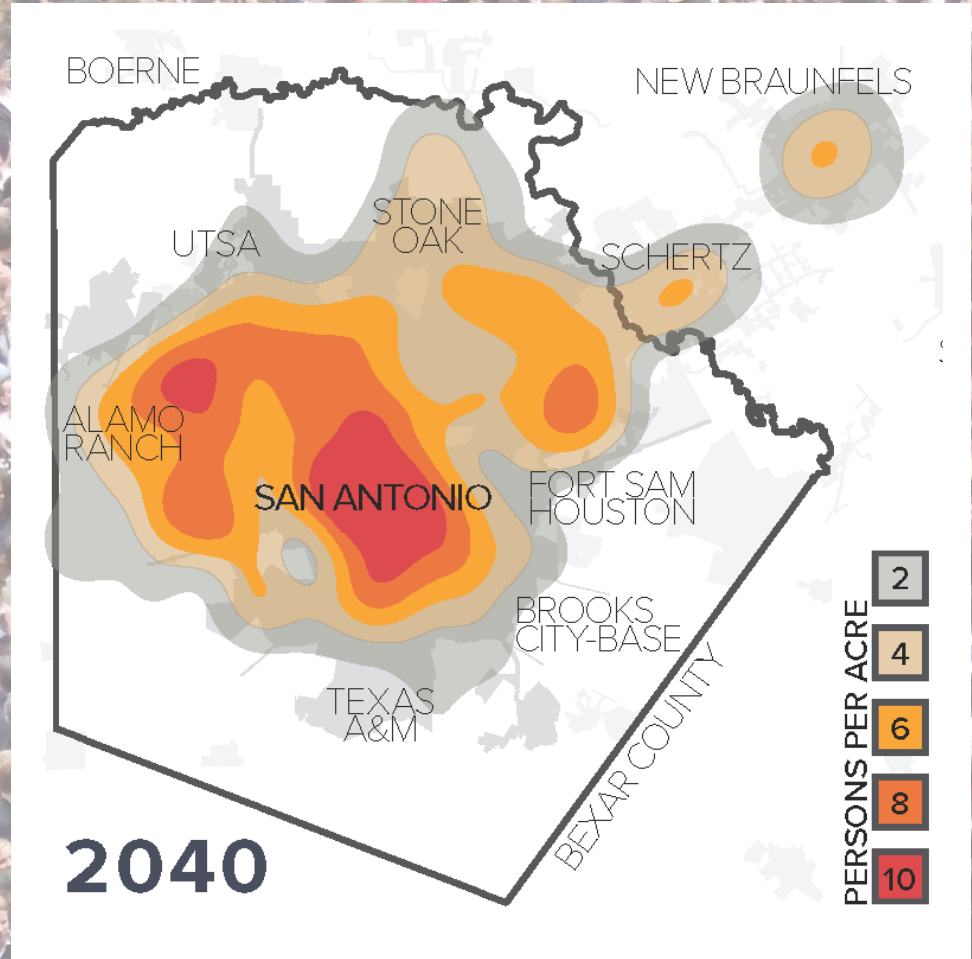
between 2010 and 2040,  
equivalent to  
**146 new residents**  
arriving each day.



**838,000+**  
additional  
jobs



**1.3 million+**  
additional  
cars



# Understanding the Need

As the region grows,  
moving vehicles will become  
**more challenging.**

By 2040, the average person  
will spend **more**  
**time driving.**

2010 **50 minutes** per day

2040 **91 minutes** per day



By 2040, average  
**travel speed** will  
**decrease.**

2010 **29 mph**

2040 **19 mph**



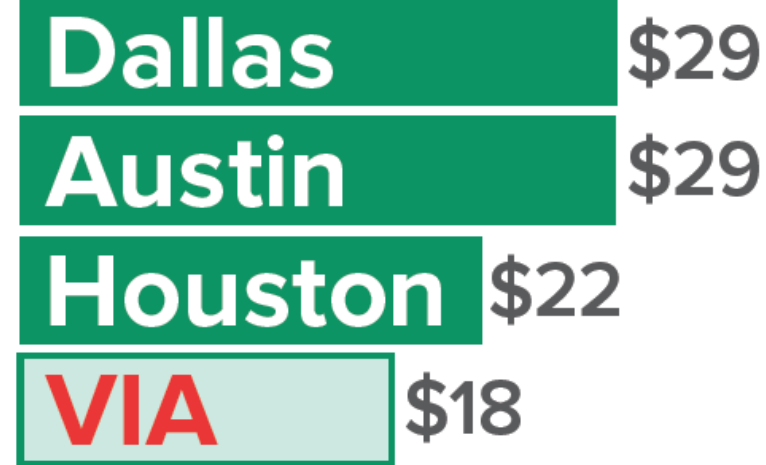
This will affect the  
ability of residents  
to reach **key destinations.**





# Understanding the Need

## Federal Funding Per Capita



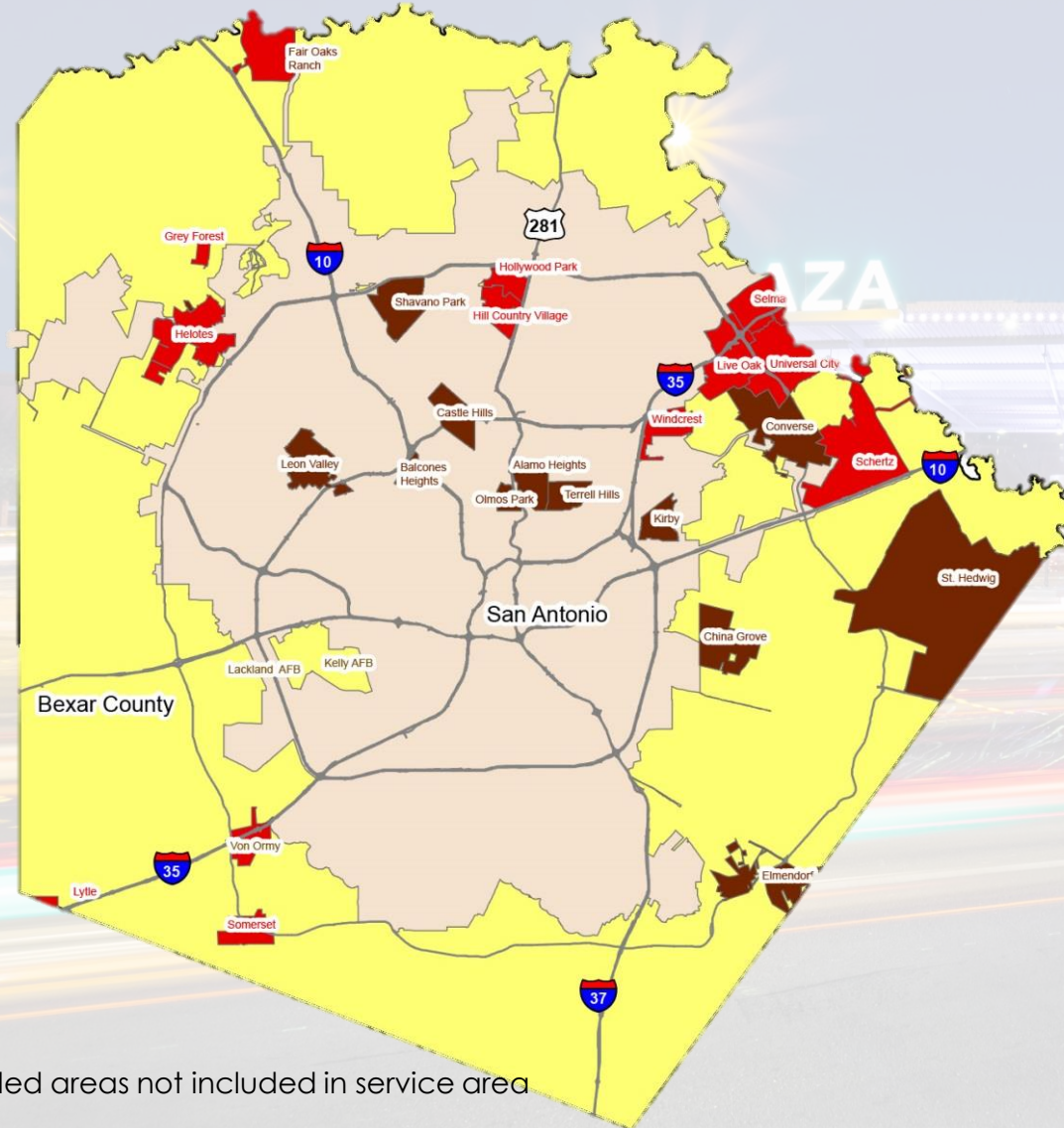
On average **per year**, the transit agencies in **Dallas, Austin and Houston** **collect** approximately **\$27 per person** in Federal funding. **VIA** collects **1/3 less per person**.

## Sales Tax Per Capita



VIA collects **considerably less** **sales tax** per person, per year than transit agencies in **Dallas, Austin and Houston**.





14 Member Cities

1,213 Sq. Mile Service Area

1,785,704 Population

8 Park & Rides

6 Transit Centers

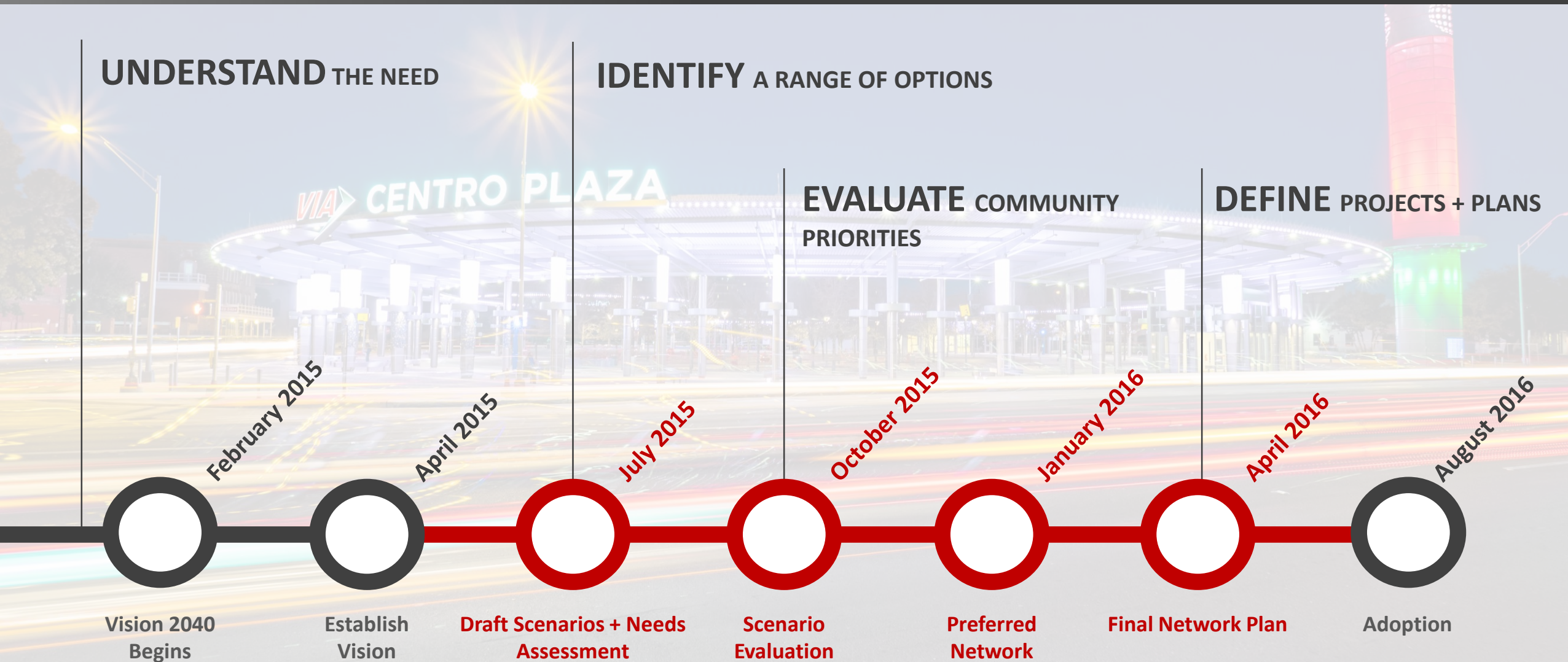
450 Buses

92 Routes

7,200 Bus Stops

41M Passenger Trips in 2015

# Vision 2040 Key Milestones





# VIA Vision 2040 Long Range Plan – Meaningful Engagement

“Need more buses on every route.”

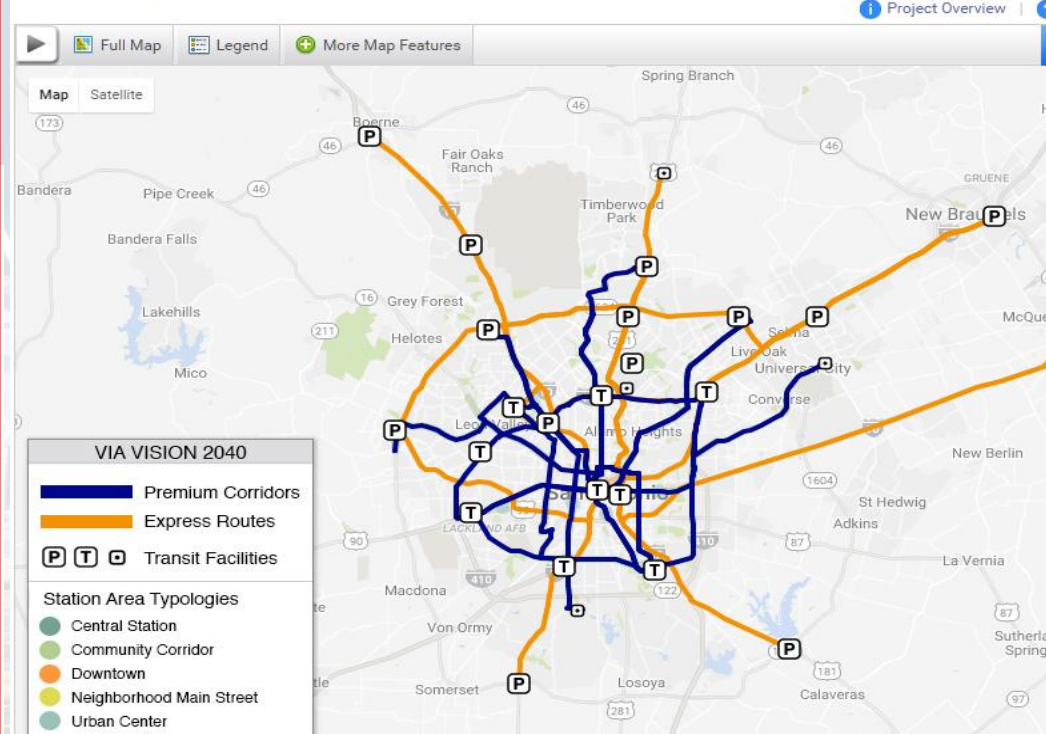
“Buses need to operate later!”



“We need light rail!!”

“Need to make once an hour routes once every half hour.”

VIA Vision 2040 Interactive Map



Over

11,000

total comments,  
surveys, and emails

1,040

Email List  
Subscribers





# Meaningful Engagement





# Meaningful Engagement

VIA Vision 2040 - Long Range Plan

Progress

Transportation Choices What is Important to You?

Project Background

WELCOME

PRIORITIES

- Enhanced Local Bus Routes
- Rail Transit**
- Safe Routes to Transit

Drag and drop your top 3 priorities  
↑ above this line ↑

Primo Bus Service

More Amenities for Passengers


Carpooling

Expanded Service Area

Transit Priority Lanes

Suggest Another Priority

Rail Transit



Rail transit would run along heavily used routes and connect people to employment, education, retail, and entertainment.

Comment

Next

3 SURVEY

4 MAPPING

5 STAY INVOLVED

**COMMUNITY SURVEY**

VIA VISION 2040

VIA Metropolitan Transit provides public transportation services throughout the San Antonio region. Providing more than 44 million rides last year, VIA extends to 13 different cities and covers a service area of more than 1,220 square miles. Vision 2040, VIA's Long Range Plan Update, is a blueprint for public transportation for the region in the next 25 years.

**www.vision2040survey.com**

Help us plan for the future mobility needs of people living in the San Antonio region. VIA Metropolitan Transit wants to know what is most important to you. Let your voice be heard!

Make Your Voice Count!

Your comments will help make sure VIA Vision 2040 meets the needs of people in the San Antonio region. Please share this survey with friends and encourage them to get involved.

#VIAVision

VIA

**ENCUESTA COMUNITARIA**

VIA VISION 2040

VIA Metropolitan Transit provee servicios de transporte público en la región de San Antonio. Con más de 44 millones de recorridos al año, VIA se extiende a 13 diferentes ciudades y cubre un área de servicio de más de 1,220 millas cuadradas. Vision 2040, el Plan a Largo Plazo de Actualización de VIA, es un plan de acción para el transporte público para la región en los próximos 25 años.

**www.vision2040survey.com**

Ayúdenos a planear para las necesidades de movilidad futuras de quienes viven y trabajan en la región de San Antonio. VIA Metropolitan Transit quiere saber qué le importa más a usted y a su comunidad. ¡Esta es su oportunidad para que su voz sea escuchada!

¡Haga que Su Voz Cuenté!

Sus comentarios ayudarán a asegurar que VIA Vision 2040 satisfaga las necesidades de la gente de la región de San Antonio. Por favor comparta esta encuesta con sus amigos e invítelos a que se involucren.

#VIAVision

VIA

VIA Vision 2040.com  
Entérese acerca del proyecto, reciba las últimas noticias, haga comentarios y suscríbase a las actualizaciones.

**CREANDO OPCIONES DE TRANSPORTE JUNTOS PARA EL MAÑANA**

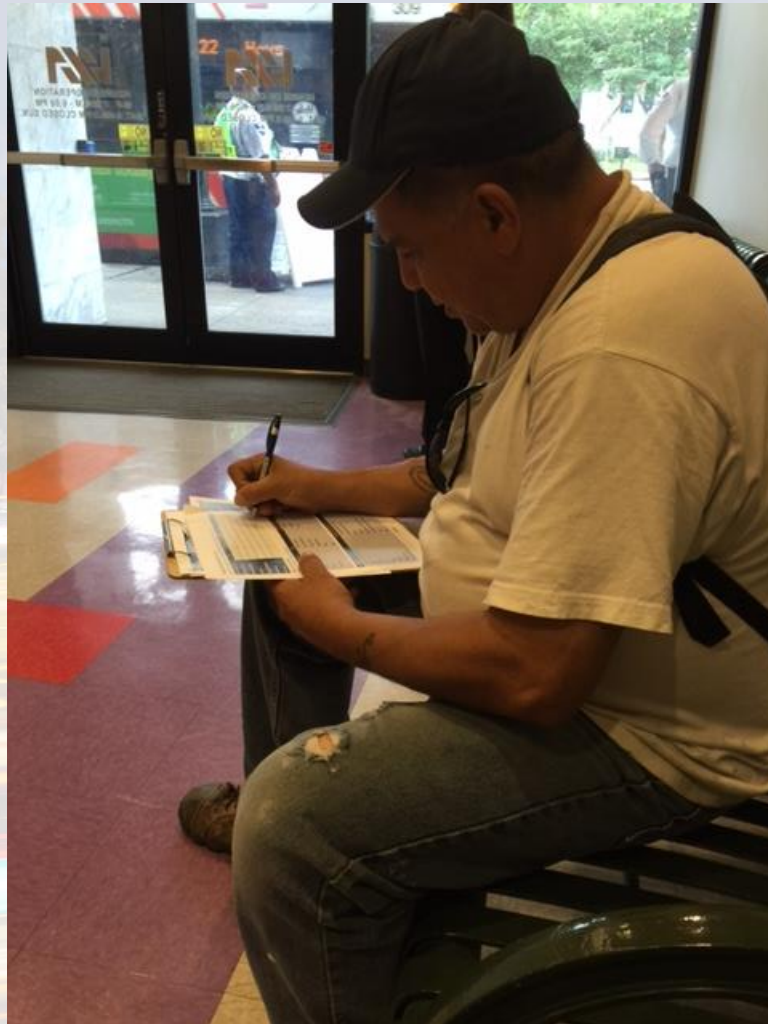


# Meaningful Engagement





# Meaningful Engagement



VIA VISION 2040 COMMUNITY SURVEY

You told us that

## Frequency and Reliability,

are the **most important** features of VIA service.

What changes would you like to see to help increase frequency and reliability?

<b>Stop Spacing (Choose 1)</b> - Having bus stops spaced further apart can help decrease travel times and ensure that buses arrive according to schedule; however, riders may have to walk further to reach a stop. <input type="checkbox"/> I would be willing to walk a little further to reach a bus stop where the bus arrives frequently. <input type="checkbox"/> It is important to me that stops are as close as possible to my home or destination, even if it means waiting a little longer for the bus.	<b>Dedicated Lanes (Choose 1)</b> - Transit and other high-occupancy vehicles could have increased reliability if they were given dedicated lanes when highways and roadways are improved. <input type="checkbox"/> Transit vehicles should have their own lane wherever possible. <input type="checkbox"/> Transit vehicles should have their own lane in congested areas like on freeways, busy intersections, or downtown; or during rush hour. <input type="checkbox"/> Transit vehicles should always share the road with other vehicles.	<b>Frequent Routes (Choose 1)</b> - Transit service requires transit vehicles, how they improve frequency, limited number of vehicles, how they improve frequency. <input type="checkbox"/> VIA should provide high frequency; (buses every 15 minutes or less). <input type="checkbox"/> VIA should increase frequency on (buses at least 15 minutes) along routes.
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Notes

2 | VISION2040SURVEY.COM

VIA VISION 2040 ENCUESTA A LA COMUNIDAD VIAVision2040.com

Usted nos dijo que:

## Frecuencia y Confiabilidad,

Son las características **más importantes** de VIA.

¿Qué cambios le gustaría ver para ayudar a aumentar la frecuencia y confiabilidad?

<b>Distancia entre paradas (Elija uno)</b> - Tener paradas de autobuses más espaciadas puede ayudar a disminuir los tiempos de viaje y asegurar que los autobuses lleguen de acuerdo a lo programado; sin embargo, los usuarios pueden tener que caminar más para llegar a una parada. <input type="checkbox"/> Yo estaría dispuesto a caminar un poco más para llegar a una parada de autobuses en la que el autobús llegue con frecuencia. <input type="checkbox"/> Es importante para mí que las paradas estén lo más cerca posible de mi casa o de mi destino, incluso si eso significa esperar un poco más para el autobús.	<b>Carriles exclusivos (Elija uno)</b> - El transporte público y otros vehículos de alta ocupación podrían tener una mayor fiabilidad si se les dedicaran carriles especiales cuando se mejoran las carreteras y caminos. <input type="checkbox"/> Los vehículos de transporte público deben tener su propio carril cuando sea posible. <input type="checkbox"/> Los vehículos de transporte público deben tener su propio carril en zonas congestionadas como en las autopistas, intersecciones muy transitadas, o el centro; o durante la hora pico. <input type="checkbox"/> Los vehículos de transporte público siempre deben compartir el camino con otros vehículos.	<b>Rutas frecuentes (Elija uno)</b> - Servicio más frecuente requiere más vehículos de tránsito. Dado el número limitado de vehículos adicionales, ¿cómo debería VIA mejorar la frecuencia? <input type="checkbox"/> VIA debería proporcionar servicios de muy alta frecuencia (autobuses cada 10 minutos) como Primo a lo largo de las rutas más transitadas. <input type="checkbox"/> VIA debe aumentar la frecuencia un poco (autobuses por lo menos cada 30 minutos) a lo largo de la mayoría o todas las rutas.
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Notas

2 | VISION2040SURVEY.COM



# Meaningful Engagement



**VISION 2040**

COMMUNITY SURVEY

**VIA Vision 2040**  
[satomorrow.com](http://satomorrow.com)

**VISION 2040**

ENCUESTA DE LA COMUNIDAD

**VIA Vision 2040**  
[satomorrow.com](http://satomorrow.com)

**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.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ No opinion

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

- ☐ Strongly Agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ No opinion

**1** Mientras nuestra región crece, con la anticipación de la adición de 1 millón de residentes, es importante proveer servicios adecuados y apropiados para todos los usuarios del transporte en las calles.

- ☐ Muy de acuerdo
- ☐ De acuerdo
- ☐ Ligeramente en desacuerdo
- ☐ En desacuerdo
- ☐ Muy en desacuerdo

**2** En 2040, carriles para vehículos de alta ocupación (HOV) es importante para ofrecerles viajes confiables y predecibles a las personas en carreteras principales de San Antonio.

- ☐ Muy de acuerdo
- ☐ De acuerdo
- ☐ Ligeramente en desacuerdo
- ☐ En desacuerdo
- ☐ Muy en desacuerdo

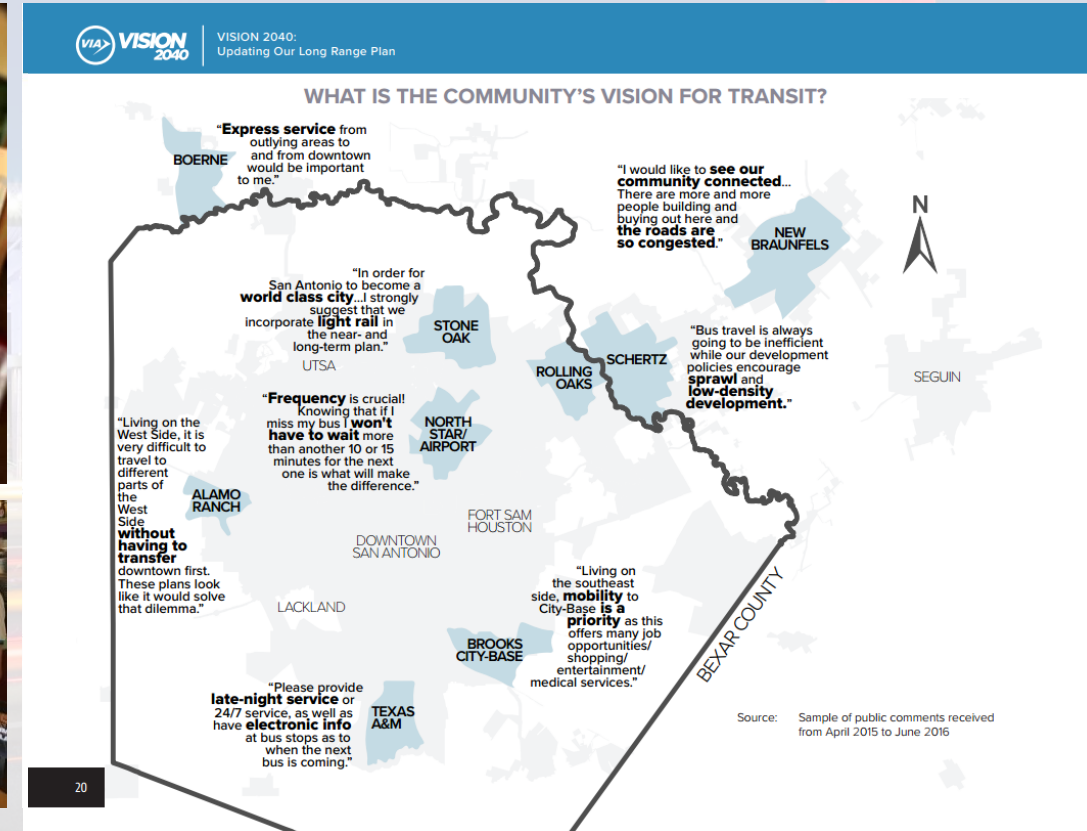
**3** En 2040, el tren ligero es una parte importante para las redes de transporte en la región mayor de San Antonio.

- ☐ Muy de acuerdo
- ☐ De acuerdo
- ☐ Ligeramente en desacuerdo
- ☐ En desacuerdo
- ☐ Muy en desacuerdo

2 | [VISION2040.SURVEY.COM](http://VISION2040.SURVEY.COM)

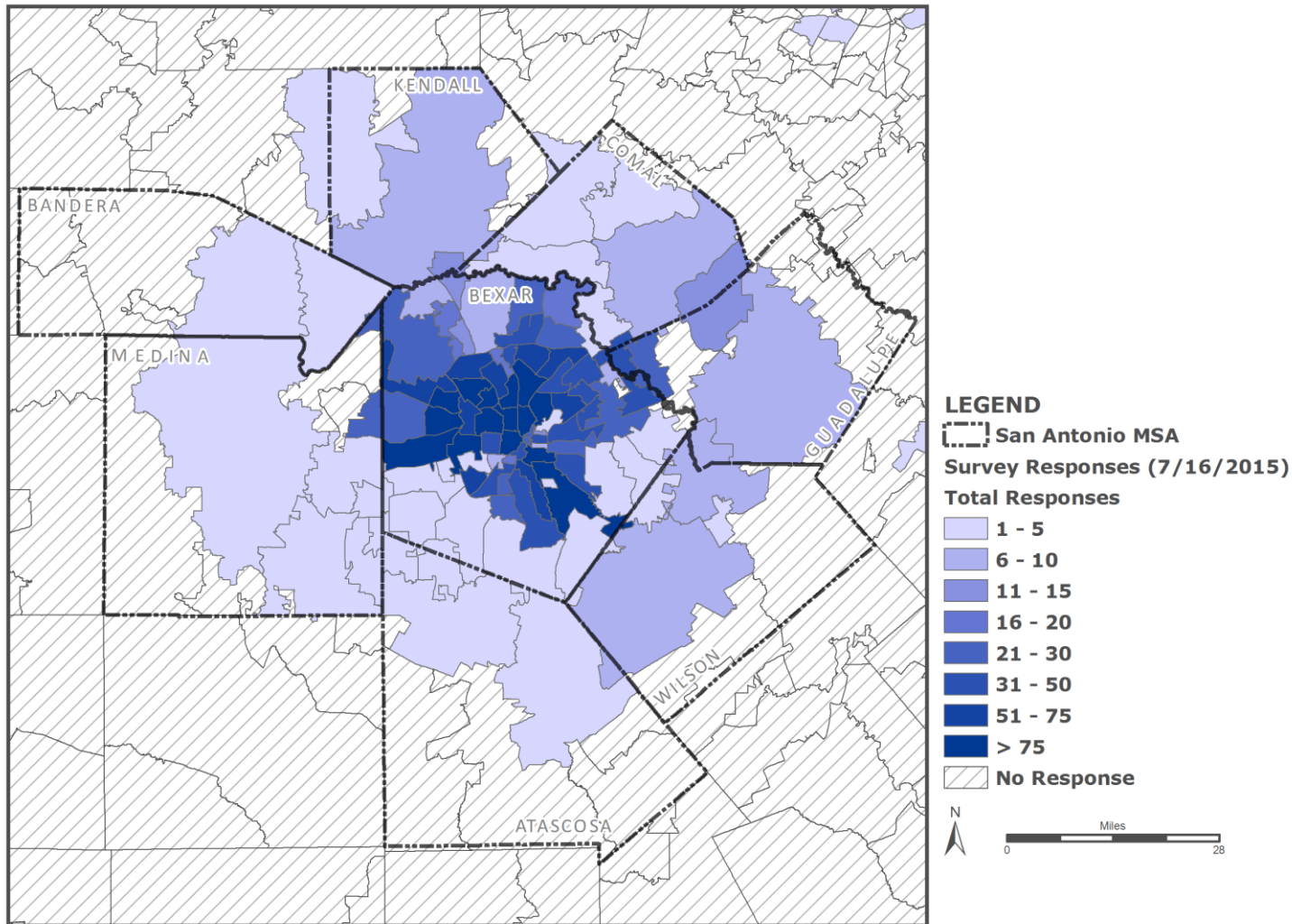


# Meaningful Engagement



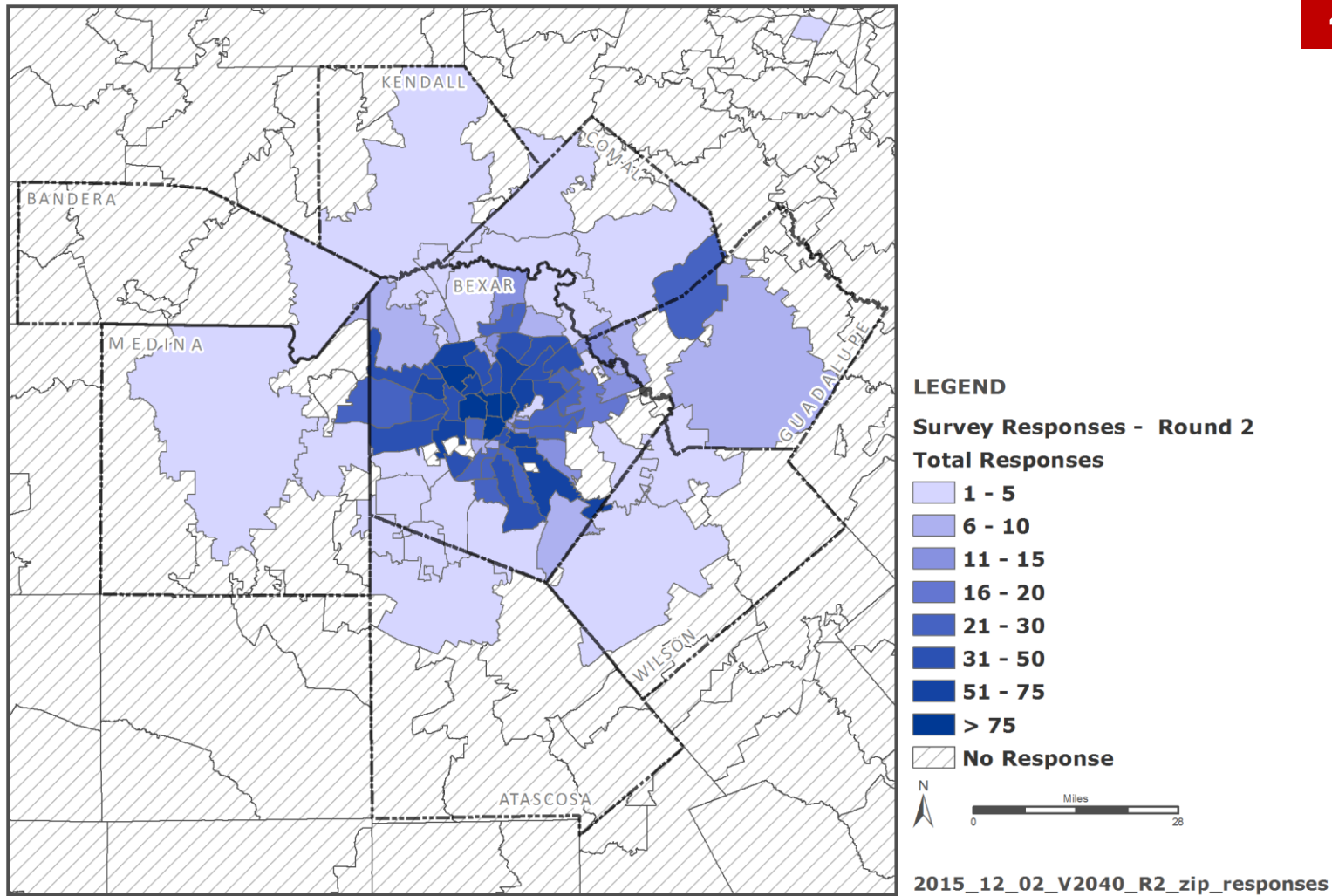
20

## 1 Understand the Need

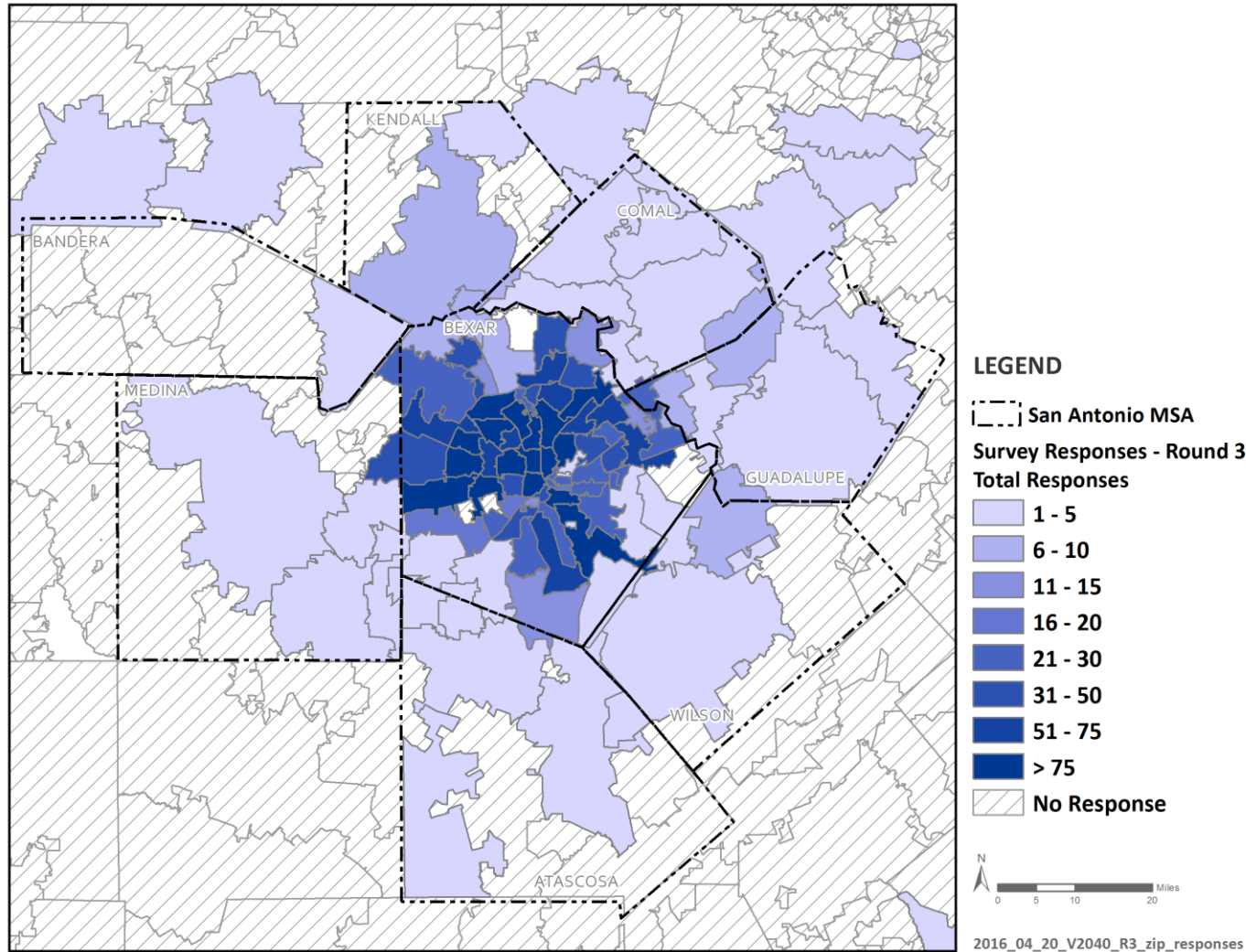




## 2 Identify a Range of Options

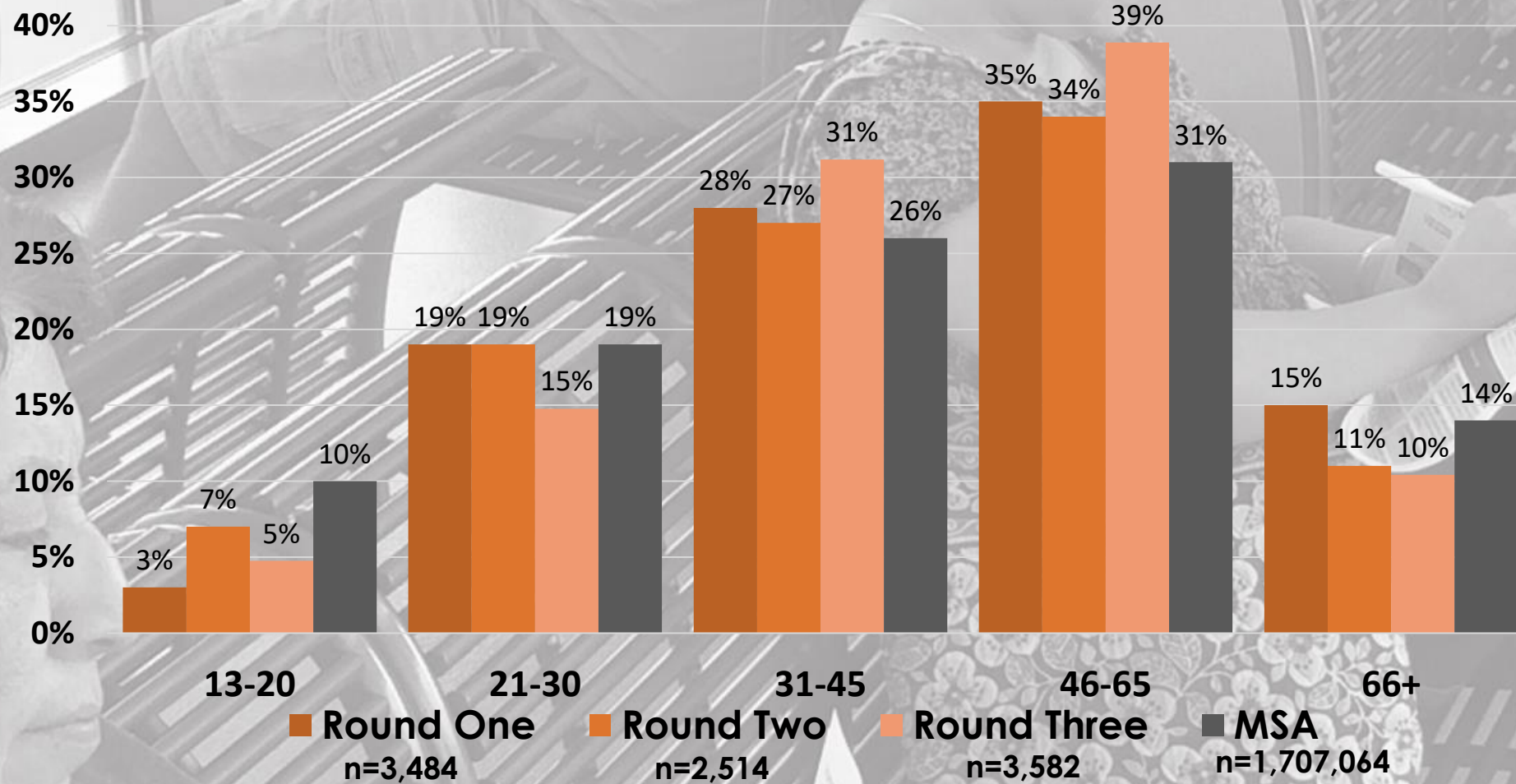


## 3 Evaluate Community Options



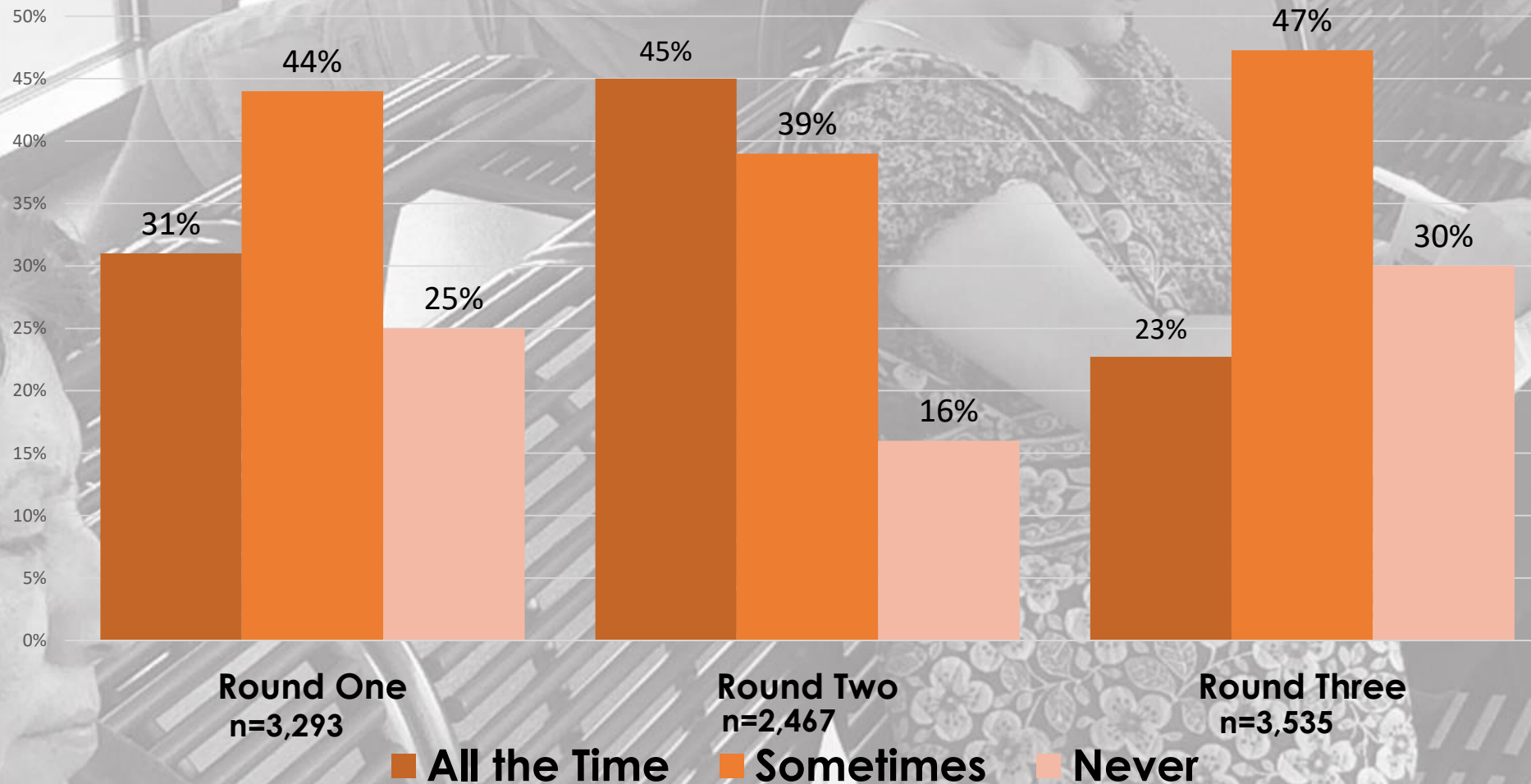


## Age of Respondents vs MSA Population





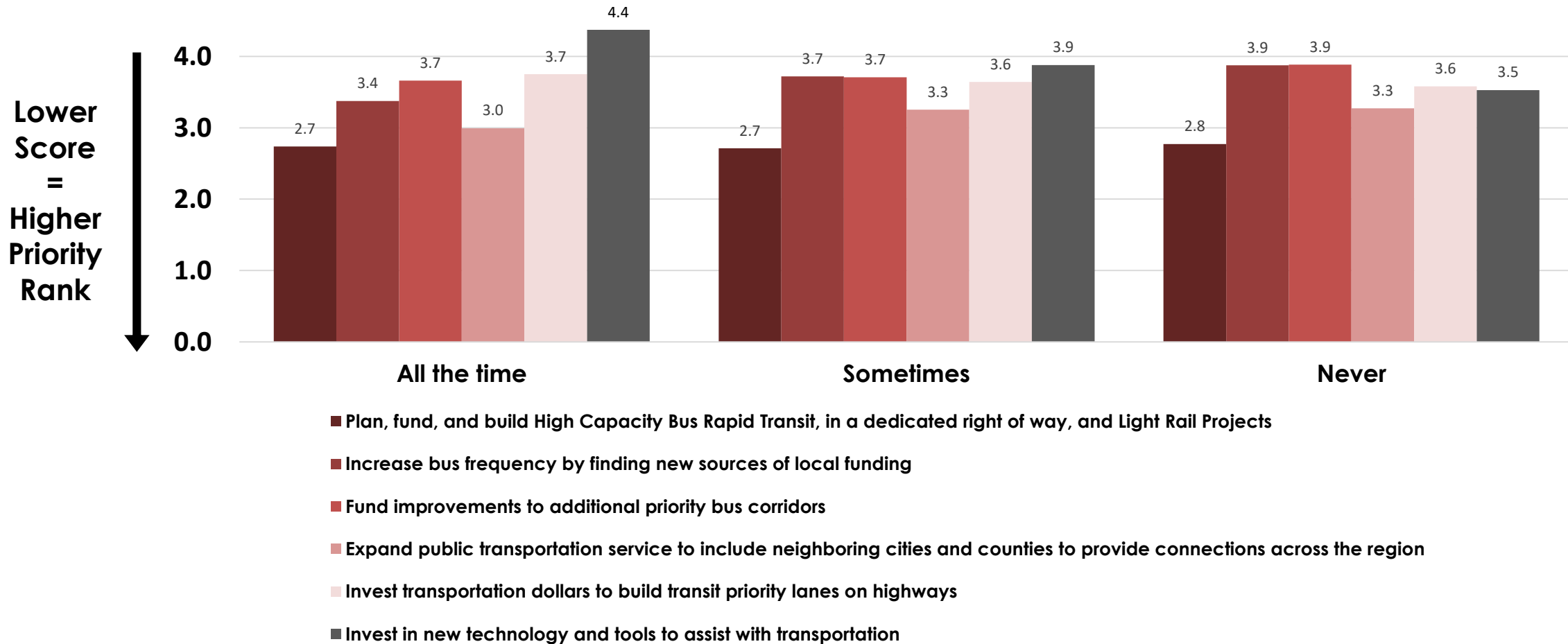
**Q: How often do you use VIA Metropolitan Transit?**





# Understanding the Need

## Strategy Prioritization by how Frequently Respondents Ride VIA Transit





## 01 BETTER BUS SYSTEM



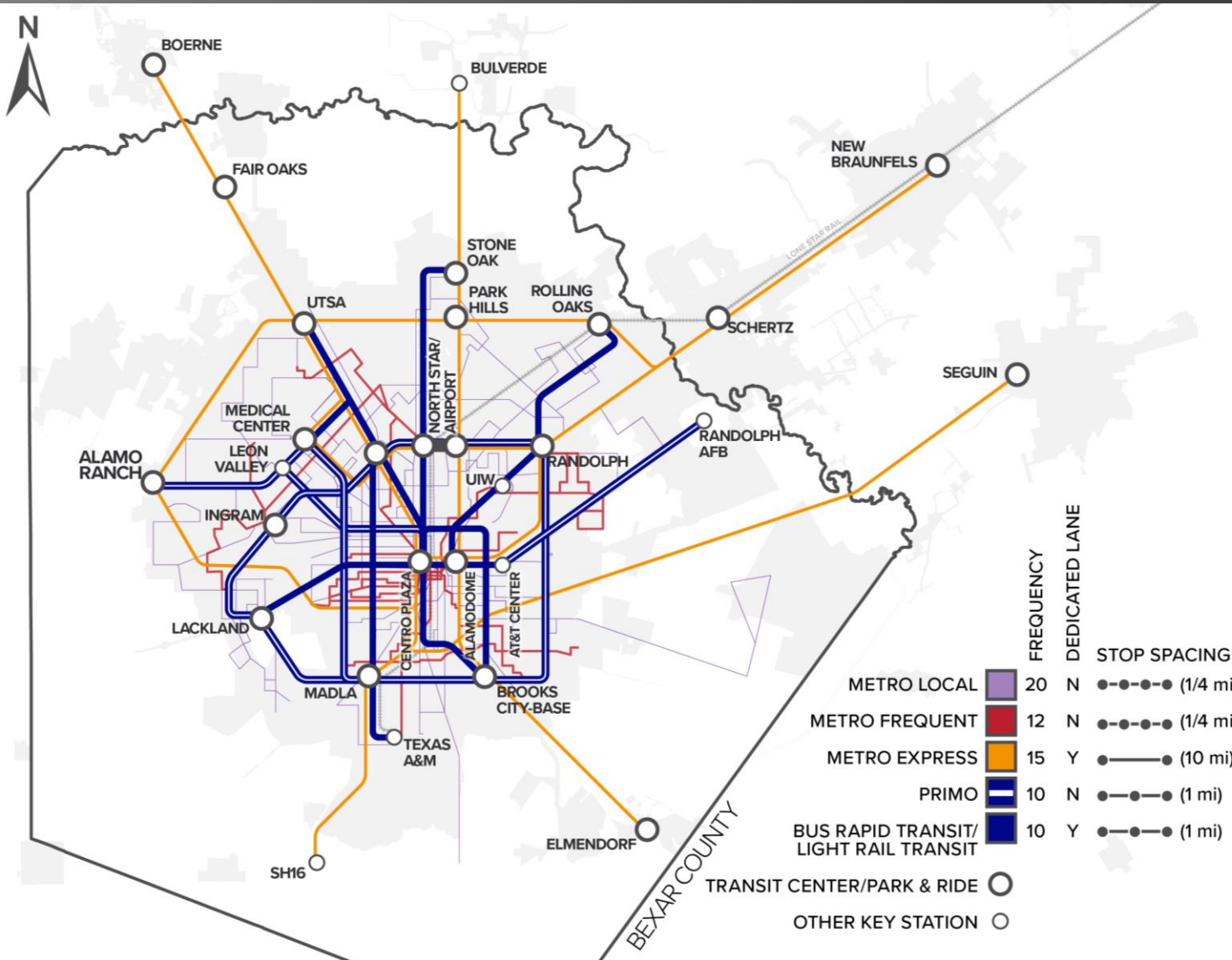
## 02 RAPID TRANSIT NETWORK



## 03 INNOVATIVE SOLUTIONS



# Vision 2040 Long Range Plan – By the Numbers



FREQUENT NETWORK

41

routes with vehicles arriving every 15 minutes

1.76M

people within ½ mile frequent service

DIRECT REGIONAL CONNECTIONS WITH

11

Express Routes

7

Bus Rapid Transit/Light Rail Transit Corridors

5

Primo Routes

LONGER HOURS OF SERVICE



# Engagement Lessons Learned



Make it fun

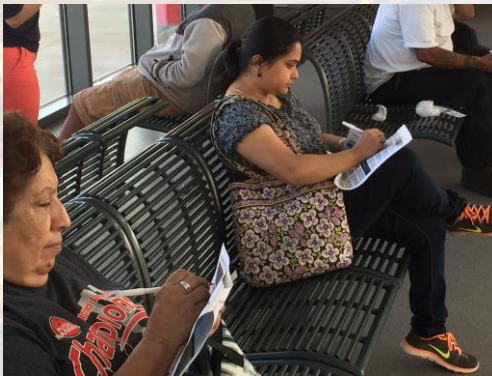
GET  
COMPETITIVE

GO

TO

Know your  
community

THEM





# Paradigm Shift in Public Outreach

Static 2D Approach

VS.

Interactive 3D Approach



Notification  
Communication Tools  
Meetings  
Reports/Documentation



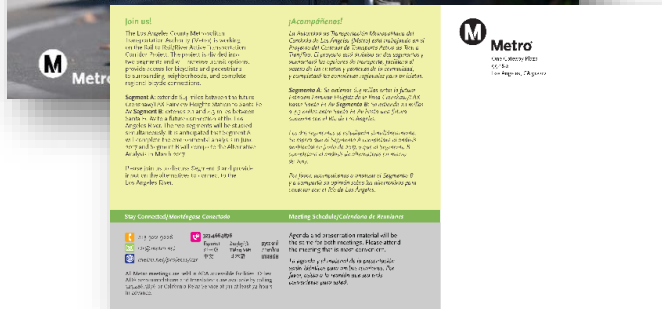
## Static 2D Approach

VS.

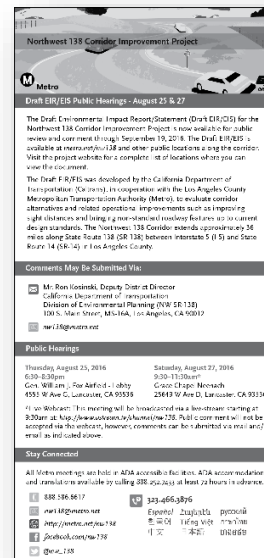
## Interactive 3D Approach



Direct Mail Postcard



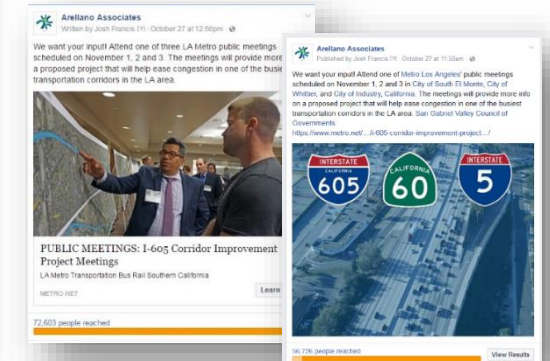
Newspaper Ads



E-Blast



Facebook Ad and Boost Post



### Case Study:

Metro Rail to River Project  
\$16,000 for direct mail  
\$1,500 for newspaper ads  
20 people attended

### Case Study:

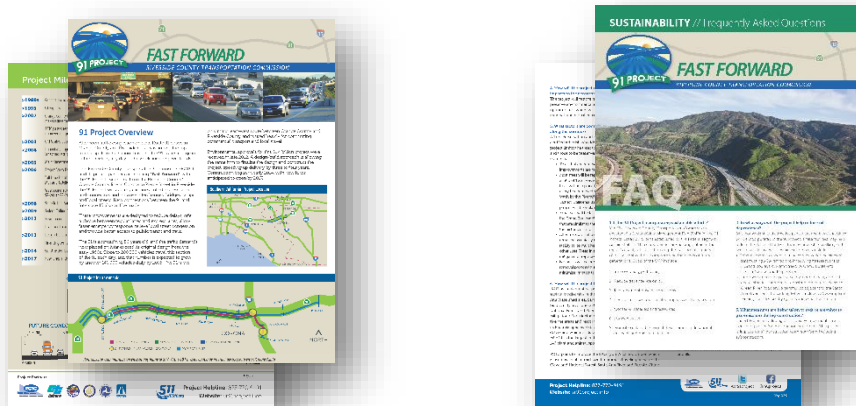
Metro 605/5/60 Freeway Corridor Improvements  
E-blast sent to 500+/- people  
\$300 for FB boost post = 56,726 reach  
\$700 for FB Ad = 71,850 reach  
30 people average attendance  
450% increase in website traffic  
2,424 link clicks  
54 FB comments posted



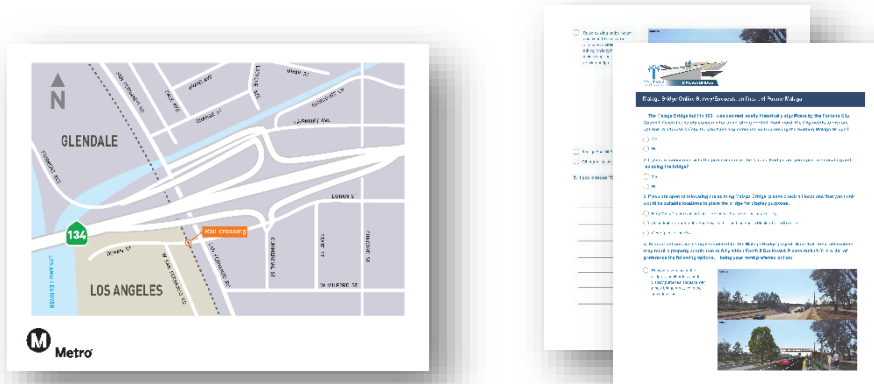
## Static 2D Approach

VS.

## Interactive 3D Approach



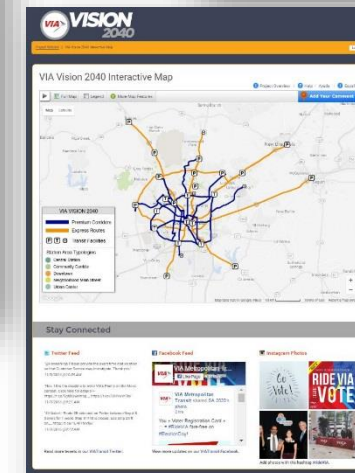
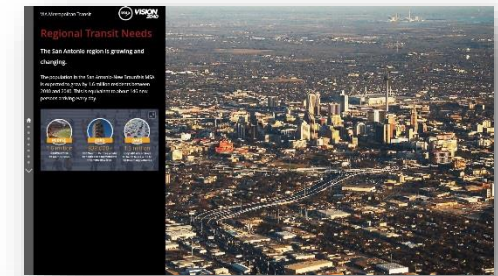
Typical Hardcopy Materials



### Infographics



### Arc Story



GeoSocial Interactive Map

### Metro Quest



## Static 2D Approach

VS.

## Interactive 3D Approach



Typical Hybrid Public Meeting



Kiosks w/ Live Web Feed



Live Interactive Displays



Live Webcast



Instant Polling

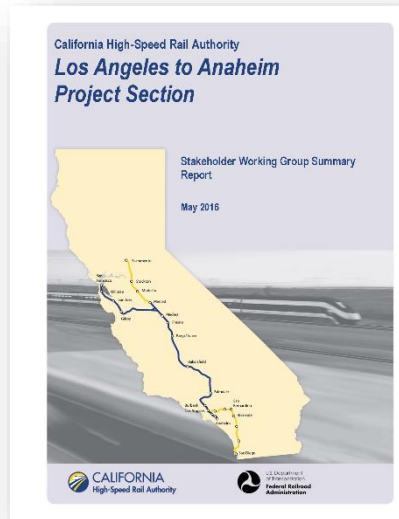


# Reporting/Documentation

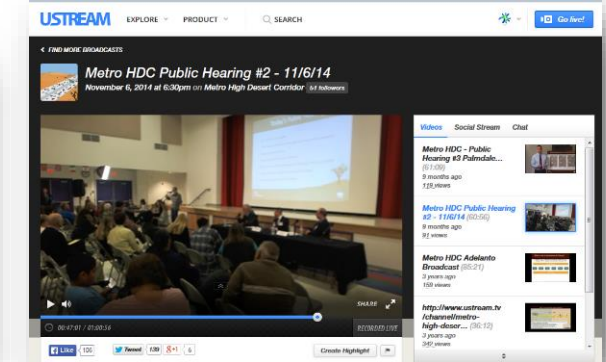
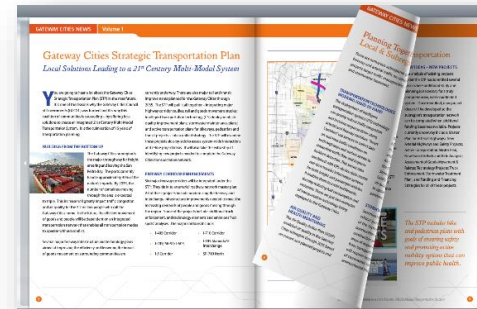
## Static 2D Approach

## VS. Interactive 3D Approach

### Hardcopy Reports



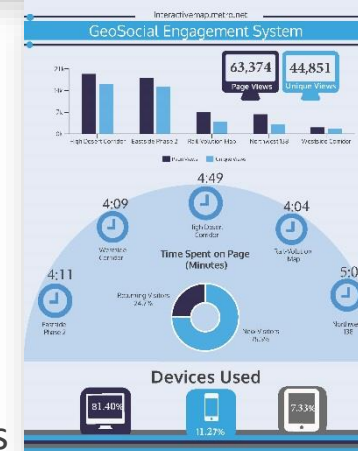
### Online Publishing



### Post Meeting Recording Online



### Google Analytics



### Interactive Dashboard



Thank You

