



CONNECTING PEOPLE TO JOBS AND ECONOMIC OPPORTUNITY



KEEP SA MOVING

VIA'S PLAN TO IMPROVE TRANSIT OPTIONS FOR SAN ANTONIO

KEEPSAMOVING.COM

VIA METROPOLITAN TRANSIT: ABOUT OUR SERVICES

VIA is a metropolitan transit authority created according to Article 1118x of the Texas civil statutes (superseded by Chapter 451 Texas Transportation Code) to provide public transportation services within the designated boundaries.



EXPRESS SERVICE

Long-distance routes with point-to-point connections

VIA PRIMO

Three high-frequency corridors with fewer stops and faster service

VIAtans

On-demand paratransit service for riders with disabilities

VIAWORKS & VIA VANPOOL

Commute options and discounts for employees and employers

VIA LINK

Transit on-demand to connect suburban communities

HOV LANES COMING FALL 2020

Bypass traffic in regular lanes 24 hours a day, seven days a week

PASS PROGRAM DISCOUNTS

Student Semester Pass, U-Pass, Fare Assistance Programs, and more

SPECIAL-EVENT SERVICE

\$5 round-trip ride to major events

THE **VIA** PLAN TO

KEEP SA MOVING

VIA DELIVERS TENS OF MILLIONS OF PASSENGER TRIPS A YEAR AND SINCE 1978 HAS CONNECTED PEOPLE TO JOBS AND THE ECONOMY

An equitable and accessible transportation network is part of a city's economy. Public transportation puts opportunity within reach.

Keep SA Moving maintains essential services that VIA provides today and presents a plan that improves future access to the system.



SUPPORT THE GROWTH OF OUR ECONOMY AND POPULATION



PROVIDE ACCESS TO JOBS



ADDRESS SERVICE INEQUITY THAT COULD RESULT FROM UNDERFUNDING TRANSIT

WHAT IS THE PLAN?

VIA has been working closely with the public, the City of San Antonio and Bexar County to identify improvements that help our region. The plan to **Keep SA Moving** is designed to improve the transit system by expanding trip options, investing in capital projects, exploring new technology, and putting resources where they are needed.

The plan will appear on the Nov. 3, 2020 ballot as Advanced Transportation District Proposition A.

TELL US WHAT YOU THINK AT [KEEPSAMOVING.COM](https://keepsamoving.com)

We want to hear from you. Go online and sign up to receive notifications to participate in a tele-town hall conversation.

Note: The Keep SA Moving plan is not final and continued community participation is a vital part of VIA's implementation process.



IMPROVE THE TRANSIT SYSTEM

- Expand the bus system
- Create a more direct network for new and experienced riders
- Implement more frequent service on busiest corridors
- Add more evening, late-night and weekend service



EXPAND THE MOBILITY OPTIONS

- Improve coverage throughout the system
- Enhance access for individuals with disabilities or mobility challenges
- Develop more partnerships for connection, shared and accessible services



FOCUS ON CAPITAL AND TECHNOLOGY

- Develop capital projects to improve the customer experience
- Improve convenience with technology, including phone apps and real-time information systems
- Prepare for Advanced Rapid Transit, or ART
- Attract federal investments

PLAN GOALS AND OBJECTIVES



CONNECT MORE PEOPLE TO JOBS AND SERVICES

- Improve mobility for people by providing increased access to places of employment, business, education, services and recreation.



DECREASE TRAVEL TIME AND INCREASE FREQUENCY

- VIA will work to decrease wait time, provide quicker transfers, and faster trips by expanding Mobility-on-Demand services, by exploring efficiencies within the existing transit network, and offering more convenient first/last mile connections.
- Invest in facilities to park, start your trip, and transfer to prepare for Advance Rapid Transit, or (ART), services.
- Reduce travel time and traffic congestion for commuters by using HOV lanes for transit and vanpool.



INVEST IN IDEAS THAT WILL MAKE TRANSIT EASIER

- Develop a fully integrated app to plan for connections before, during, and after a trip.
- Expand payment options and providing real-time customer feedback.



EQUITY

Improving coverage is expected to provide more equitable service for essential workers and essential trips. Developing capital projects will also improve the system.



INVESTMENTS

Making investments means financial decisions. Placing resources — like buses and service hours — where they are needed most.



INNOVATIONS

Technology is one way innovative solutions improve transit. Incorporating different models, such as Link on-demand service, is intended to allow for diverse mobility needs.



INTEGRATION

Convenience is a goal of the plan for transit riders. Tools and resources that centralize payment and planning options are part of the plan.

SHORT-TERM PRIORITIES

WHAT WILL VIA FOCUS ON PRIOR TO RECEIVING POTENTIAL FUTURE FUNDING IN 2026? IN THE SHORT TERM, WE WILL PRIORITIZE ADJUSTING BUS SERVICES TO MEET DEMAND AND BETTER CONNECT PEOPLE TO JOBS AND SERVICES.

1 – 4 YEARS

NOW THROUGH 2024



CONNECT MORE PEOPLE TO JOBS

- Introduce Mobility on Demand services such as VIA Link to better serve customers living in Northwest San Antonio and Sandy Oaks



MAKE SYSTEM ADJUSTMENTS

- Consolidate overlapping bus service
- Adjust bus services to meet consumer demand along lower and higher ridership routes
- Simplify route designs to help vehicles move more efficiently



MAINTAIN VIAtrans SERVICES

- Make sure that seniors and customers who can't use regular bus service because of a disability continue to receive VIAtrans service at current levels.

LONG-TERM PRIORITIES

**LONG-TERM PRIORITIES START BEFORE FUNDING BEGINS ON JAN. 1, 2026,
PENDING VOTER APPROVAL**

5 – 10 YEARS

2025 THROUGH 2030



IMPROVE THE TRANSIT SYSTEM

- Upgrade bus service so that vehicles arrive at least every 30 minutes during peak traffic periods across the system
- Improve travel speed
- Expand hours of operation
- Provide improved service 7 days a week
- Improve reliability so that services arrive and depart on time



EXPAND THE MOBILITY OPTIONS

- Expand Mobility on Demand services such as VIA Link to more areas that aren't suited for traditional bus service
- Partner with private-sector transportation organizations, such as ride-share companies, to connect people within a mile radius of a transit stop or station
- Implement HOV lanes
- Plan and develop an Advanced Rapid Transit (ART) network
- Implement service innovations for accessibility



FOCUS ON CAPITAL AND TECHNOLOGY

- Integrate multi-modal trip planning and payment options
- Develop flexible payment choices
- Implement real-time customer feedback
- Improve the overall online trip-planning customer experience



HOW COMMUNITY INPUT HAS SHAPED THE KEEP SA MOVING PLAN

YOUR FEEDBACK HELPED US BUILD A NEW STRATEGY

San Antonio and Bexar County residents shared their mobility needs and priorities for better transit options to craft **Vision 2040**, VIA's long-range strategic plan developed to guide us through the next 20 years of rapid growth and change. From that work, we built an implementation plan to improve transit across our region.

With the **VIA Reimagined** plan in 2019, VIA continued extensive outreach to gain insight and feedback.

When COVID-19 became a global pandemic and struck our area, we knew we needed to revise our plans. We quickly adjusted routes and schedules in response to changing demands and conditions. The key concepts from the **Vision 2040** and **VIA Reimagined** plans became the cornerstones for **Keep SA Moving**, which also implements strategies to address our changing community.

4 GUIDING ELEMENTS OF VIA'S LONG-RANGE PLAN

FREQUENT: A network where core network bus service will operate with better frequency and speed

DIRECT: A network with direct connections to major activity centers

SIMPLE: A network that is easy to understand and simple to use

CONVENIENT: A network where routes and services connect people to key destinations

The **Keep SA Moving** plan is also part of VIA's long-range plan.



2 YEARS OF PUBLIC OUTREACH



6,000+ COMMENTS RECEIVED



50,000+ INDIVIDUALS PARTICIPATED



10,100+ SURVEYS COMPLETED



25,000+ IMPRESSIONS MADE



275 EVENTS HELD

CONNECTING PEOPLE TO JOBS

MANY ESSENTIAL WORKERS RELY ON VIA

The majority of our service connects people to jobs, making VIA key to supporting the local workforce and the economy. Some people need transit to get to work, school, medical appointments and local businesses. The **Keep SA Moving** plan is designed to improve the transit and mobility network to contribute to the economy and connect people to jobs.



THE AVERAGE VIA RIDER:

- Is employed full-time
- Uses VIA 5-7 days as week
- Works at least one weekend day
- Doesn't have a vehicle in the household
- Lives below the federal poverty line (a household income under \$25,000 annually)

Source: 'Who is the Rider' 2019 Survey



TOP OCCUPATIONS OF TRANSIT COMMUTERS:

1. Education/Health Services
2. Leisure/Hospitality
3. Wholesale/Retail
4. Construction
5. Manufacturing

Source: The Washington Post citing U.S. Bureau of Labor Statistics, May 15, 2020



VIA RIDERS ARE PART OF THE LOCAL WORKFORCE



MANY CANNOT WORK FROM HOME



RIDERS ARE ESSENTIAL TO THE ECONOMY - VIA IS ESSENTIAL TO THEM

INVESTMENT IN TRANSIT COULD ALSO ADDRESS CONGESTION

CENSUS: POPULATION GROWTH EXPECTED

Since 1970, the Bexar County population has grown steadily. In the next 20 years Bexar County is expected to add an estimated 1.6 million new residents. As the population ages, services such as VIAtrans and VIA Link could be needed to maintain mobility for the senior and disabled communities.



SA RANKS SECOND NATIONALLY IN GROWTH
adding almost 21,000 residents between 2017 and 2018.



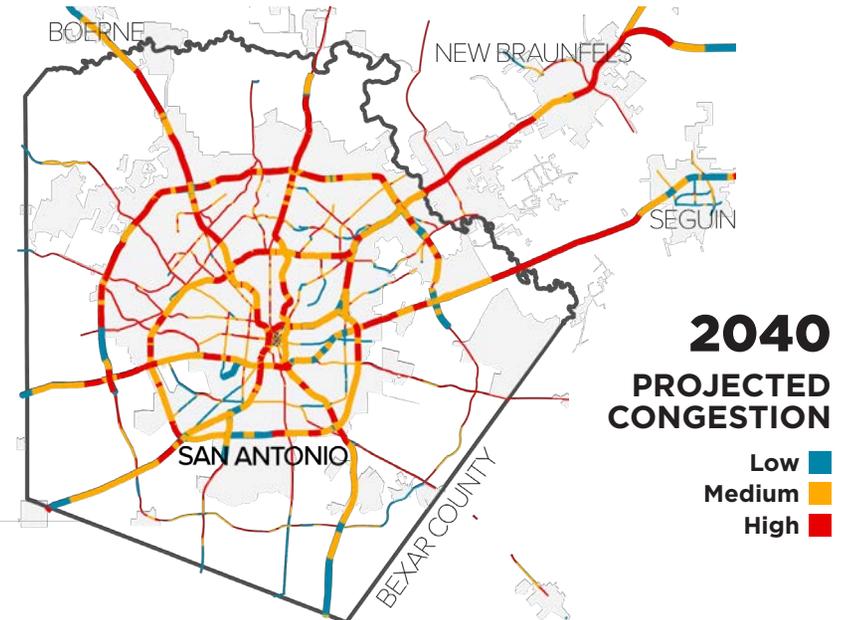
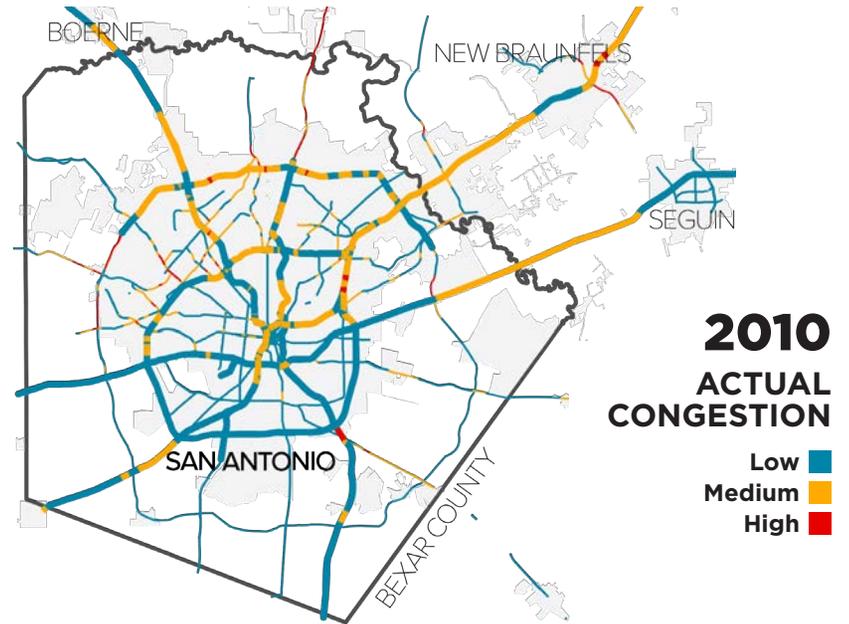
3 MILLION+ RESIDENTS
are expected to be living in San Antonio by the year 2040.



82% INCREASE IN TRAVEL TIME IS EXPECTED
by 2040 if population increases continue as predicted.

Congestion Model Sources: Alamo Area Metropolitan Planning Organization, TxDOT Statewide Analysis.

ROADWAY CONGESTION

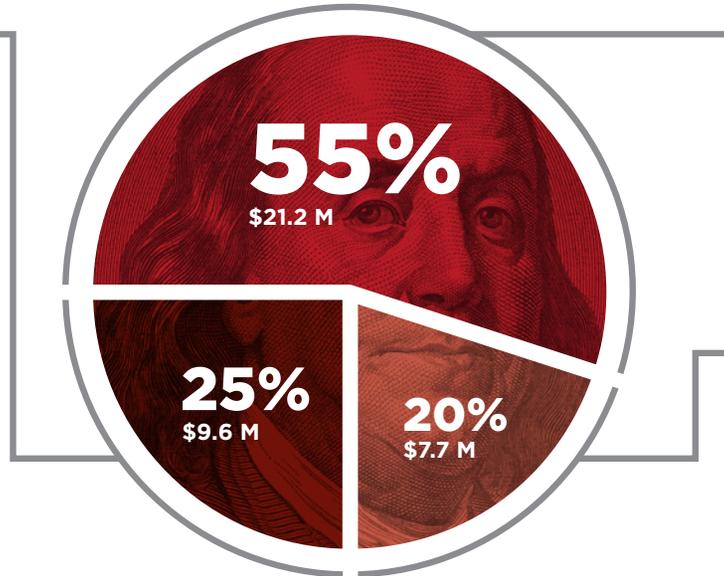


PROPOSED ANNUAL INVESTMENT

HOW THE ESTIMATED \$38.5 MILLION WOULD BE INVESTED TO KEEP SA MOVING

MAINTENANCE AND FACILITIES SUPPORT

Local funds would be leveraged with federal dollars to build a new maintenance facility and develop new passenger mobility hubs that help Mobility on Demand customers connect to other modes of transportation. Operations and maintenance costs would also be supported.



IMPROVE TRANSIT OPTIONS

New investments in transit improvements include developing and expanding innovative alternatives to traditional transit, such as Mobility on Demand, or MOD. This ride-sharing service can be conveniently booked with an app. Investments would also be made to improve accessible paratransit services, upgrade fare-collection systems and launch an integrated transit app.

ADVANCED RAPID TRANSIT OPERATIONS

This portion would provide for costs to support the operation of an Advanced Rapid Transit, or ART, starter line and other related improvements. An investment would be set aside for ART construction contingencies and to leverage federal dollars for ART construction.

All revenue totals are estimates

WHAT THE KEEP SA MOVING PLAN COULD MEAN FOR THE COMMUNITY



POTENTIAL BENEFITS OF IMPROVING TRANSIT

- Support growing population
- Connect more people to jobs
- Connect employers to a larger potential workforce
- Support workforce training
- Improve transit by expanding reach, increasing speed and reducing travel time
- Maintain opportunities for vulnerable population, including elderly and people with disabilities
- Help explore new opportunities to secure federal funding



POTENTIAL BENEFITS OF AN INTEGRATED APP

- Help plan trips and pay for connections and other services
- Develop real-time response capability for customer-service inquiries
- Display real-time updates on ride status and estimated time of arrival
- Make boarding faster and safer



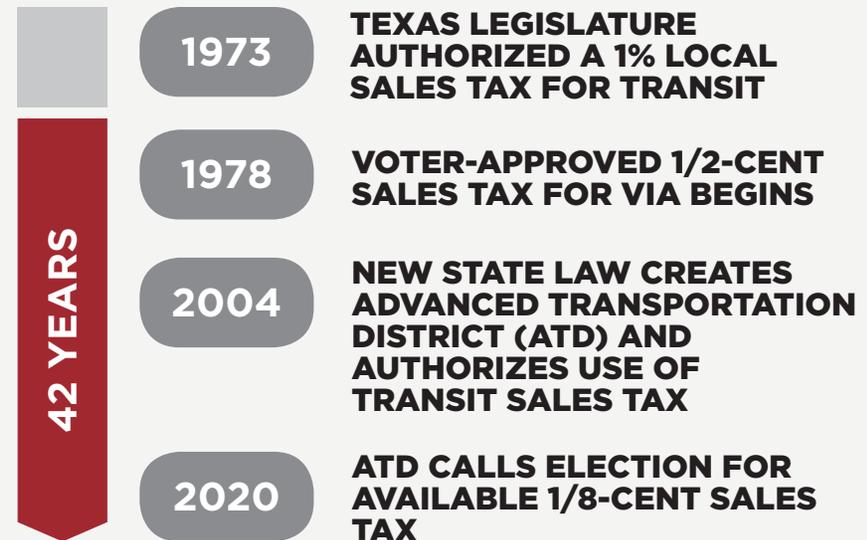
THE HISTORY OF TRANSIT FUNDING

SAN ANTONIO, IN COMPARISON TO OTHER MAJOR TRANSIT AGENCIES IN TEXAS

In 1977, San Antonio voters approved a referendum to assess a half-cent sales tax for VIA of an available full cent authorized by the Texas Legislature for public transit. In the following years, voters in Austin, Dallas and Houston all approved sales-tax initiatives using the full penny authorized by the Legislature.

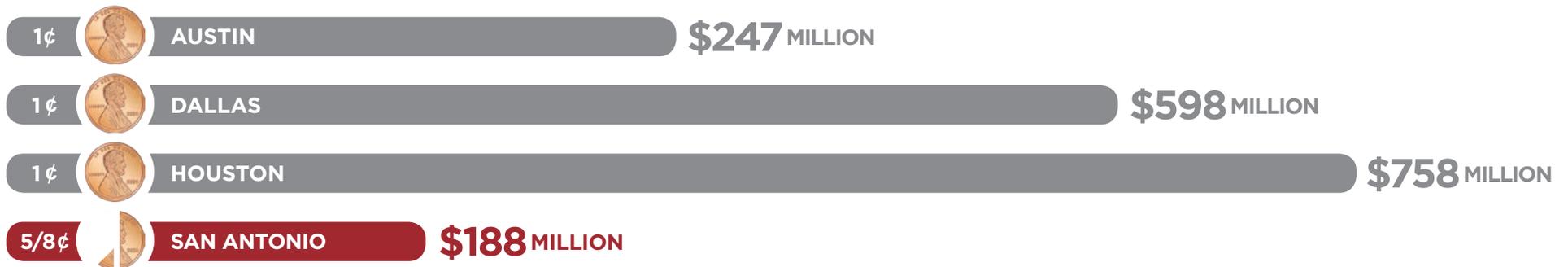
On Nov. 2, 2004, voters in San Antonio approved the formation of the Advanced Transportation District, or ATD. This district uses an additional 1/4-cent of the full sales tax penny to fund transportation improvement projects carried out by VIA, the City of San Antonio, and the Texas Department of Transportation, or TxDOT. VIA receives half of the ATD revenues to enhance local public transportation services, and the other half is split between the City and TxDOT for improving streets, highways, and related transportation infrastructure.

TIMELINE OF VIA SALES TAX FUNDING



SALES TAX COMPARISON FOR OTHER MAJOR TRANSIT AGENCIES IN TEXAS

TOTAL SALES TAX DOLLARS COLLECTED FOR TRANSIT IN 2018



TOTAL SALES TAX DOLLARS COLLECTED FOR TRANSIT PER CAPITA IN 2018



Source: Texas 2018 Sales Tax Receipts

HOW THE PENNY AUTHORIZED FOR TRANSIT IS DIVIDED IN SAN ANTONIO

THE EXISTING 1/8-CENT SALES TAX IS EXPIRING, AND CONTINUED COLLECTION REQUIRES VOTER APPROVAL

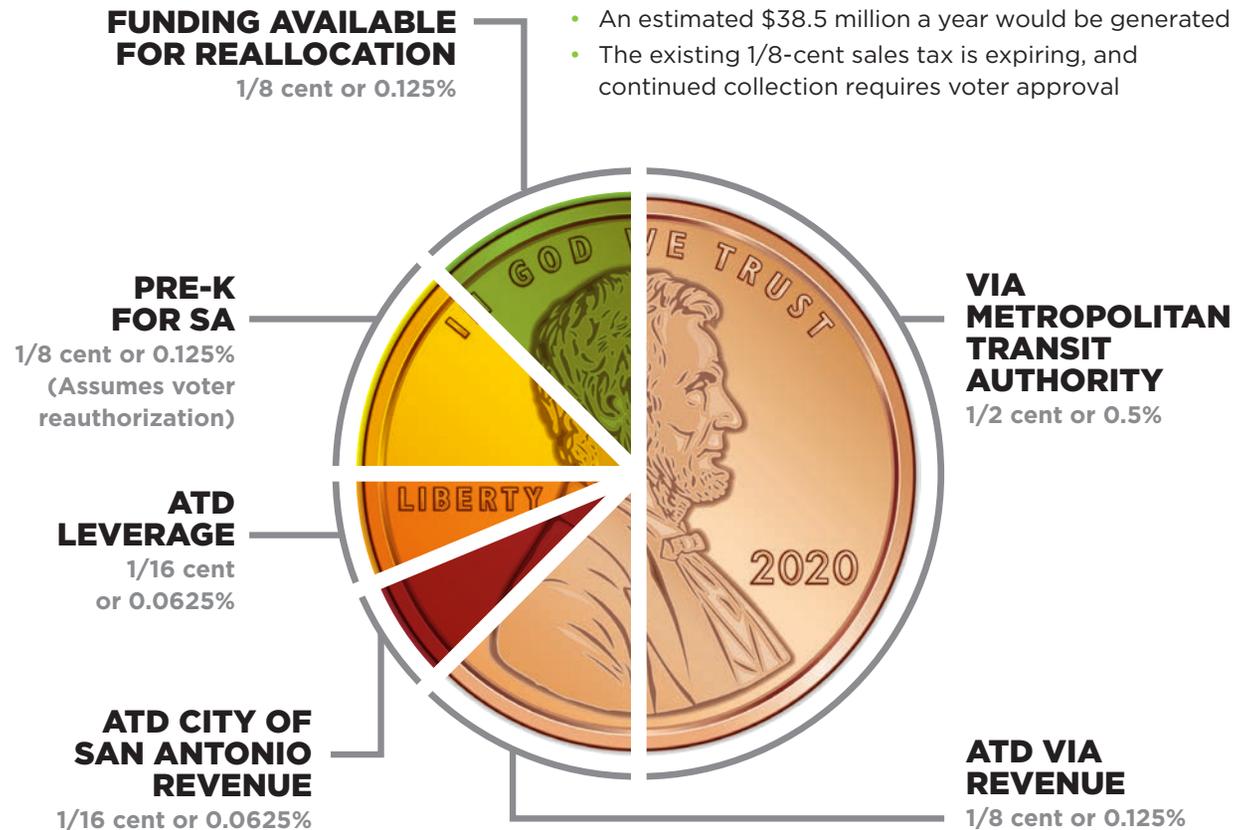
In November, there is a measure on the ballot to allocate an existing 1/8-cent sales tax in perpetuity to public transit starting in 2026.

Under the measure, the funding would be reallocated from an existing 1/8-cent sales tax levy that is expected to reach its voter-approved limit of \$180 million in the summer of 2021, freeing it up for other uses. If approved by voters, the funds would become available for use by VIA beginning on Jan. 1, 2026.

Under an agreement between officials from the City of San Antonio and VIA Metropolitan Transit, the funding would be used first on a 4-year workforce development program that also needs voter approval. Funding for the workforce-development program, if approved by voters, would begin in 2021 and expire at the end of 2025.

Beginning in 2026, the reallocated 1/8-cent sales tax will generate an estimated \$38.5 million annually for transit uses in San Antonio and Bexar County. Currently, ATD sales tax is split as shown.

PENNY SALES TAX ALLOCATION



VOTER
REGISTRATION
DEADLINE

**OCT. 5,
2020**

EARLY VOTING

**OCT. 13-30,
2020**

ELECTION DAY

**NOV. 3,
2020**



Voters in the City of San Antonio will be asked to cast ballots in the **Nov. 3** general election on a public referendum to authorize the reallocation of an existing 1/8-cent sales tax to provide a dedicated funding source for VIA Metropolitan Transit's Advanced Transportation District. The referendum was developed in coordination with the City of San Antonio, which is also placing a referendum on the same ballot that would use funding from the same sales tax increment.

If both are approved by voters, the tax revenue would fund a City workforce development program through **2025**, and VIA would begin receiving the funding on **Jan. 1, 2026**.

PROPOSED SALES TAX REINVESTMENT TIMELINE



CURRENT FUNDING INVESTMENT

NOVEMBER 3 2020

Public vote to be held for VIA funding and workforce development programs.

WORKFORCE DEVELOPMENT PROGRAM REINVESTMENT

SUMMER 2021

Pending voter approval, workforce development program begins.

VIA FUNDING REINVESTMENT

DECEMBER 31, 2025

Funding from the sales tax for the workforce development program would end.

JANUARY 1, 2026

If approved by voters, VIA would begin collecting revenue from the 1/8-cent sales tax.

PROPOSITION A - ADVANCED TRANSPORTATION DISTRICT

(Previously Created with Voter Approval by VIA Metropolitan Transit Authority)

To provide enhanced public transportation and public transportation mobility options, the Advanced Transportation District (“District”) will utilize a one-eighth of one percent (1/8 of 1¢) sales and use tax. The one-eighth of one percent (1/8 of 1¢) sales and use tax proceeds shall be used for advanced public transportation services, operations, passenger amenities, equipment and other innovative, advanced public transportation purposes or public transportation mobility enhancement purposes.

The District’s local sales and use tax will increase by a rate of one-eighth of one percent (1/8 of 1¢) to a rate of three-eighths of one percent (3/8 of 1¢), with such increase to begin on January 1, 2026. This is a reallocation of an existing sales and use tax resulting in no net tax increase.

BALLOT LANGUAGE

“The increase by one-eighth of one percent (1/8 of 1¢) of the local sales and use tax rate to three-eighths of one percent (3/8 of 1¢) to begin on January 1, 2026.”

LEARN MORE at KEEPSAMOVING.COM

VIA'S PLAN TO IMPROVE TRANSIT OPTIONS FOR SAN ANTONIO

- ✓ PARTICIPATE IN A TELE-TOWN HALL
- ✓ SIGN UP TO RECEIVE NOTIFICATIONS
- ✓ CHECK OUT PLAN PRESENTATIONS
- ✓ GET THE LATEST INFORMATION

CONNECTING PEOPLE TO JOBS
AND ECONOMIC OPPORTUNITY

