



VIA VIVA PASSPORT PROGRAM FREQUENTLY ASKED QUESTIONS

VIA Metropolitan Transit's **VIVA Passport Program** packages the many exciting options for visitors to explore the heart of San Antonio with information and incentives to draw new and existing customers to our partner destinations. VIVA provides the link to locations and events in the city's cultural corridors. Our partners help complete the VIVA experience.

1. What is VIA VIVA?

VIA debuted its VIVA service routes in the summer of 2016 to offer a convenient and affordable transit option for riders to connect with historic places, classic and contemporary art, popular dining and entertainment spots, and opportunities to learn and discover. The convenient bus service offers three distinct routes designed to connect with some of the city's most-visited attractions and events with dedicated service, frequent trips, and extended hours.

VIVA culture (route 11) connects you with museums, parks, theaters, art galleries, the Pearl complex, and the San Antonio Zoo. **VIVA missions (40)** takes you from the Alamo to the historic San Antonio Missions World Heritage Site. **VIVA centro (301)** travels through the bustling city center from VIA's Centro Plaza, into Downtown, to the Convention Center and Sunset Station. **Visit VIAinfo.net/VIVA for a complete list of destinations and service hours.**

With a \$2.75 Day Pass customers can **VIVA** through the heart of San Antonio, straight to you.

2. What is the VIVA Passport Program?

The VIVA Passport is your ticket to explore the heart of San Antonio with convenient and affordable bus service from VIA. The Passport booklet will be available aboard VIVA buses and at partner locations, and includes valuable offers from destinations along all three VIVA routes, along with helpful information and suggestions to plan a trip or a whole day of exploration.

3. Which partners can participate in the Passport Program?

Partners with venues, storefronts or events along any of the three VIVA routes are invited to participate in the Passport Program.

4. When is the deadline to sign up?

Please see the advertising deadlines listed for each Passport edition on the previous page. You can also visit us online at VIAinfo.net/VIVAPartners for updated information. Space is limited. Partners will be selected on a first-come, first-serve basis.

5. How often will the booklet be updated?

VIA VIVA Passport Schedule

SEASON	ISSUE	EFFECTIVE DATES
Winter/Spring 2019	1	Jan. 15 to Mar. 31, 2019
Spring – Fiesta 2019	2	Apr. 1 to June 30, 2019
Summer 2019	3	July 1 to Sept. 30, 2019
VIVA Holidays 2019	4	Oct. 1 to Dec. 31, 2019

*Added-value offers must remain valid for the duration of the Passport's effective dates.

6. How will the program be promoted?

VIA's "Let's VIVA! Explore the Heart of San Antonio" campaign and its program elements are promoted to residents and visitors through various platforms, including paid and owned media (digital and social media), event and email marketing, direct mail, through VIA assets (buses and transit centers) and with partner collaborations. Partners are encouraged to promote the Passport and special offers contained within it via their own media and marketing efforts.

7. What do VIVA partners contribute?

Participating partners are asked to identify an added-value offer for the VIVA experience. Examples of an added-value offer include discounts, coupons, free items, experiences or first-look opportunities for VIVA riders. The idea is to encourage VIVA ridership to drive traffic to your destination.

Partners are asked to provide necessary graphics and copy to be included in your "ad" space, per the booklet specs and guidelines.

Upon agreement to participate, partners will receive promotion materials for the Passport booklet, including a window decal identifying your location as VIVA Passport Destination, 11 x 17 posters, table tents and a brochure-display unit. VIA will provide a supply of Passport booklets and VIVA promotional brochures as well as a VIVA Marketing Toolkit to help promote the Passport booklet through paid and owned media assets. VIA will conduct periodic audits to support and ensure partner promotion compliance.

8. Where will the Passport be distributed?

The VIVA Passport will be distributed at all participating partner locations, aboard VIVA buses, at VIA Customer Information Centers and Transit Centers.

9. Will the Passport be offered in a digital format?

VIVA is exploring options to provide a digital VIVA Passport.

