



CONNECTING PEOPLE, JOBS AND THE ECONOMY.



KEEP SA MOVING

VIA'S COMMUNITY-DRIVEN PLAN TO ENSURE ESSENTIAL TRANSIT SERVICES FOR SAN ANTONIO.

[KEEPSAMOVING.COM](https://keepsamoving.com)



KEEP

**“ THE WORLD
HAS CHANGED.
OUR CITY HAS CHANGED.
OUR NEED TO GET FROM
POINT-A TO POINT-B
HAS NOT.**

JEFFREY C. ARNDT

VIA President and
Chief Executive Officer

THE **VIA** PLAN TO

SA MOVING

VIA DELIVERS TENS OF MILLIONS OF PASSENGER TRIPS A YEAR AND FOR MORE THAN 40 YEARS HAS BEEN TRUSTED TO FULFILL A CRITICAL ROLE CONNECTING OUR COMMUNITY TO PEOPLE, JOBS AND THE ECONOMY

A vital ingredient to recovery is a strong, accessible, and equitable transportation network. During this critical time, VIA wants to ensure that all workers in San Antonio have the ability to get to their jobs that keep our community and our economy running.

Our challenge to **Keep SA Moving** includes preserving the lifeline that VIA provides while creating opportunities for upward mobility with actual mobility. We are approaching this challenge by redesigning the system so it can catch up and then keep up with the growth of our region.



SUPPORT THE GROWTH OF THE SAN ANTONIO ECONOMY



MAINTAIN ESSENTIAL SERVICE



ADDRESS HISTORIC FUNDING INEQUITY



DO MORE WITH LESS

PLAN OVERVIEW: WHAT WE WILL DO

SHIFTING FOCUS

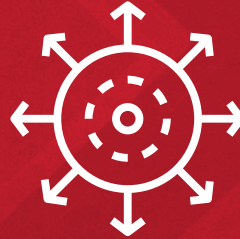
Since the start of the pandemic, we have shifted focus to recast our plans to ensure we're doing everything we can to help the community recover and thrive again. The **Keep SA Moving** plan focuses on rebalancing the system, expanding mobility options, and focusing on capital and technology.

VIA has been working closely with the city of San Antonio to identify ways to help our city recover by reallocating the one-eighth cent sales tax to fund a city-wide workforce development and education program with the understanding that by January 2026, those revenues would be available to fund VIA's programs through the Advanced Transportation District. These actions will require voter approval in a referendum to be included in November 3, 2020 election and if approved, would result in no net tax increase.



REBALANCE THE SYSTEM

- Enhance bus system to connect people to places of interest.
- Improve on-demand, late-night response services.
- Create a simpler and more direct network for all riders — new or experienced.



EXPAND MOBILITY OPTIONS

- Develop more partnerships for connection, shared mobility, and accessible services as well as non-medical emergency transport providers.
- Enhance access for individuals in our community with disabilities.



FOCUS ON CAPITOL AND TECHNOLOGY

- Develop capital and technology projects to provide a better customer experience.
- Focus on planning to make Advanced Rapid Transit shovel-ready.

PLAN GOALS AND OBJECTIVES: HOW WE WILL GET THERE



ENHANCE MOBILITY FOR ECONOMIC OPPORTUNITIES

- Add high-frequency corridors
- Improve travel speed
- Expand hours and days of operation
- Consolidate overlapping services



ADJUST SERVICE LEVELS AND INTRODUCE HIGH-QUALITY OPTIONS

- Improve Mobility on Demand coverage
- Provide First/Last Mile solutions (TNC, Automated vehicles)
- Explore Rapid Transit (HOV lanes and Advanced Rapid Transit)
- Implement Accessible Service innovations



IMPROVE CUSTOMER EXPERIENCE THROUGH INNOVATION

- Integrate multimodal trip planning/payment options
- Unveil flexible payment choices
- Provide access to real-time customer feedback



IMPROVE EQUITY

Ensure essential workers and populations with the most need have access to service.



INVEST IN THE TOP CORRIDORS

Expanding the frequent core network will raise overall system performance and grow ridership.



RETHINK LOWER PERFORMING SERVICE

Realign service to market demand, consolidate duplicative service, and replace with Mobility on Demand.



CONTINUE TO ADVANCE VIA LINK

Develop new Mobility on Demand zones and replace and expand Late Night services.

TRANSIT IS AN ESSENTIAL ELEMENT OF SA ECONOMIC RECOVERY PLAN



**Commentary
By HOPE
ANDRADE**

VIA Board Chair

Times of great changes create opportunities to collaborate and improve. And while we may not always be able to predict the changes that come, success depends on the ability to adapt.

For years, VIA has prepared for major shifts in our population size, workforce, traffic flow, and technology. Despite being the most underfunded transit system in Texas, we planned and created options to help navigate known factors that would demand more resources and

greater innovation. Then COVID-19 hit. The changes we are experiencing are like none we could have predicted.

VIA acted quickly to keep our wheels in motion and provide essential service in a safe environment. The COVID-19 crisis has shined a light on how important public transit is to our neighbors, families, workers, and businesses. Even if you don't ride VIA, companies and services you use locally rely on VIA to get their employees to work. For you, and everyone we serve, VIA needs viable, dedicated funding and resources to implement an innovative transit plan named for exactly what it's designed to do: **Keep SA Moving.**

The **Keep SA Moving** plan incorporates priorities identified by hundreds of meetings and thousands of public comments. It adds a sharper focus on core service that supports economic mobility with actual mobility, creates right-sized solutions for more efficient service, and takes public health and safety into account.

“

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Working together with the City of San Antonio and Bexar County, VIA has identified a way to fund recovery efforts now and ensure future funding for transit – with no new taxes. With voter approval of an additional 1/8-cent share of existing sales tax funding, we will finally secure a viable source of funding that was intended for transit. The plan is to return transit dollars to transit use for our city to have an adequate, innovative transit system it deserves. The City of San Antonio is developing a recovery plan focused on economic mobility which includes workforce training, expansion of internet services direct payments to small business and housing assistance. Transit is the backbone of our local economy and will be most critical to its recovery in the years to come.

With this funding, our community has an opportunity to ensure that essential public transportation in San Antonio is supported by a long-term, viable funding source that will help reverse over 40 years of underinvestment in this critical community need. The plan builds on a strong foundation and moves us forward in new and exciting ways, using innovation, partnerships and smart investments. It preserves the lifeline that transit provides today and prepares us for a more mobile future. It begins to address the historic inequities that underfunding transit has created in our city and puts opportunity within everyone's reach, to uplift our community

Review this summary document to learn more. Visit KeepSAMoving.com to dive deeper to learn how it affects you and how you can stay informed and get involved.

We want to hear from you. Let's Keep SA Moving together.



COMMUNITY INPUT HAS SHAPED THE KEEP SA MOVING PLAN

OUTREACH, FEEDBACK INTEGRAL TO NEW STRATEGY

San Antonio and Bexar County residents shared their needs and priorities for better transit options to craft Vision 2040, our long-range strategic plan developed to guide us through the next 20 years of rapid growth and change. From that work came VIA Reimagined, our bold implementation plan.

We unveiled the VIA Reimagined plan in the spring of 2019 and completed extensive outreach to continue feedback. By March of this year, we were tracking four straight months of ridership growth and had introduced our first mobility-on-demand service, VIA Link.

When COVID-19 hit, we knew we needed to change course. We moved quickly to adjust routes and schedules in response to changing demands and conditions. The ideas developed from the Vision 2040 and VIA Reimagined Plans became the cornerstone for the **Keep SA Moving** plan while also taking into consideration strategies to deal with our new reality.

FOUR GUIDING ELEMENTS OF VIA REIMAGINED PLAN

FREQUENT: A network where core network bus service will operate at a frequency of 20 minutes or better.

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.



2 YEARS OF PUBLIC OUTREACH



50,000+ INDIVIDUALS PARTICIPATED



25,000+ IMPRESSIONS MADE



6,000+ COMMENTS RECEIVED



10,100+ SURVEYS COMPLETED



275 EVENTS WERE HELD

WHY OUR FOCUS IS CONNECTING PEOPLE TO JOBS

COVID REVEALED HOW VIA IS AN ECONOMIC LIFELINE FOR ESSENTIAL WORKERS

People have always needed transit to get to work, school, medical appointments, and support local businesses. Because San Antonio riders continued to use VIA during the shutdown at almost double the national average, this tells us that VIA is an essential lifeline for San Antonio workers who are critical to rebuilding our economy.

The Keep SA Moving plan is designed to improve the transit and mobility network that helps drive our economy and better connect our workers to jobs.



THE AVERAGE VIA RIDER:

- 72% are employed (usually full-time)
- Utilizes VIA 5-7 days as week
- Works at least 1 weekend day
- 58% have no motor vehicle in the household
- 67% are below Federal Poverty Threshold (<\$25,000 a year)

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 POWER LOCAL WORKFORCE.



MOST CANNOT WORK FROM HOME.



THEY ARE ESSENTIAL TO THE ECONOMY. VIA IS ESSENTIAL TO THEM.

“ IF PEOPLE CAN'T MOVE ... THEN ECONOMIC OPPORTUNITY AND QUALITY OF LIFE DETERIORATE. TO MOVE IS TO THRIVE. TO BE STUCK IS TO LACK OPPORTUNITY.”

ROSABETH MOSS KANTER | Harvard Professor, Business Scholar and Author

HOW PLAN BENEFITS COMMUNITY

San Antonio's economy needs better mobility for people who use transit. These are individuals who work in doctor's offices and pharmacies, restaurants and food stores, protecting utilities and on construction sites. These are the people who power our economy so we can have access to care services, food, and essential supplies. Their jobs require them to show up. Working from home isn't an option. That's why VIA is making sure the benefits of the **Keep SA Moving** plan will make it easier for them get there.



TRANSPORTATION
is the second highest
expense after housing



VULNERABLE COMMUNITIES
are disproportionately
affected by lacking/
quality of access



BENEFITS OF ADJUSTING SERVICE LEVELS AND INTRODUCING HIGH-QUALITY OPTIONS

- Less wait time, quicker transfers and faster trips
- 92% of jobs will have access within a half mile of transit with better Mobility on Demand,
- Prioritizing Advanced Rapid Transit, off-peak, late-night, evening and weekend service on the 8 corridors where 40% of current boardings are concentrated will increase interest for non-transit riders while improving the services for current riders
- Multi-modal commuters will have more convenient “first/last mile” connections
- With improved Mobility on Demand, 84% of the San Antonio population will now have access within a half mile of transit
- Smaller vehicles for neighborhood service
- Better places to park, catch the ride, and transfer
- Non-tolled, high occupancy vehicle (HOV) lanes to reduce congestion for all drivers



BENEFITS OF IMPROVING THE CUSTOMER EXPERIENCE THROUGH INNOVATION

- Using innovative technology will improve the full planning, travel, and feedback experience for everyone including customers with disabilities
- Our fully integrated app will help plan connections before, during, and after VIA trips
- Updates will make payments easier for everyone



SA RANKS SECOND NATIONALLY IN GROWTH
behind Phoenix, AZ adding 20,824 residents between 2017 and 2018.



1 MILLION+ NEW RESIDENTS
are expected to be living in SA by the year 2040



THERE WILL BE A 82% INCREASE IN TRAVEL TIME
by 2040 if population increases continue as predicted

SECURE FUNDING NEEDED TO KEEP UP WITH GROWTH, CONGESTION

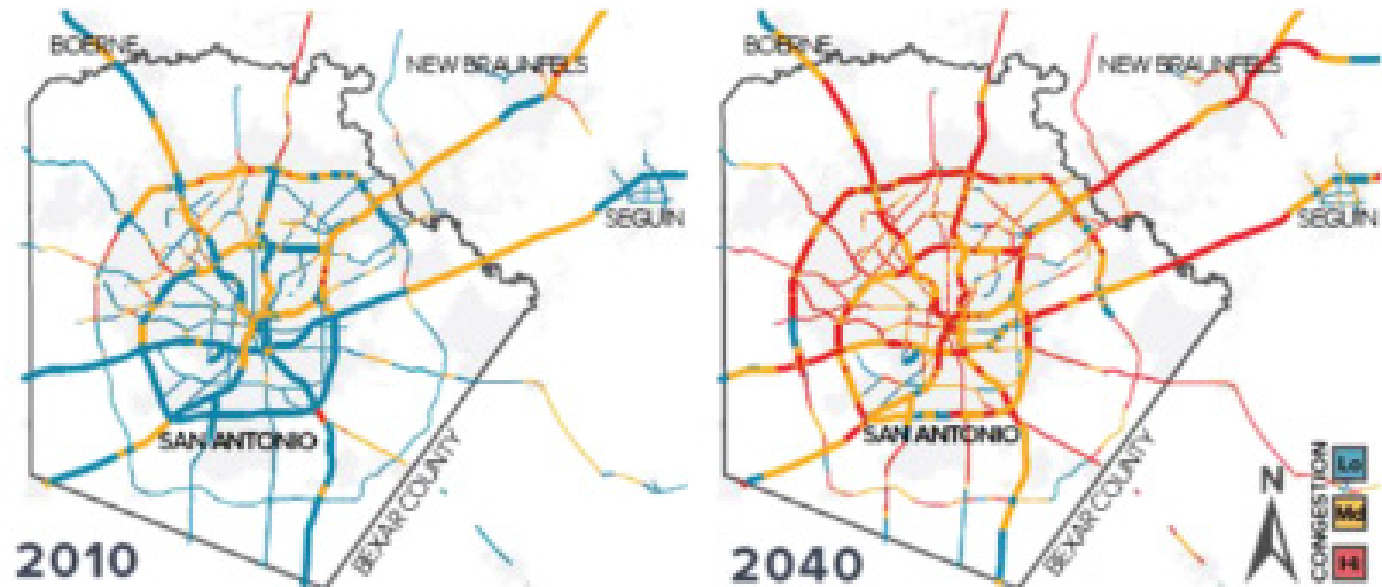
OUR RISING POPULATION

Since 1970, the Bexar County population has grown steadily with no signs of slowing. In the next 20 years, we're expected to welcome an estimated 1.6 million residents to the Greater San Antonio area. And as our population ages, services like VIAtrans and VIA Link will be essential to maintain mobility for seniors and disabled communities.

IMPACTS OF COVID

The COVID crisis changed, perhaps forever, the way we connect to the people and places that matter most. Our mission in this moment is not to compete for riders or make major changes to our core role. More secure funding would keep our wheels in motion and the lifeline intact in the face of unprecedented financial losses and social changes on the road to recovery.

ROADWAY CONGESTION



Source: AAMPO, TxDOT Statewide Analysis Model 2014



HISTORY OF VIA'S SECURE FUNDING

PUBLIC TRANSPORTATION IN SAN ANTONIO RECEIVES HALF THE SALES TAX FUNDING OF OTHER MAJOR CITIES IN THE STATE OF TEXAS

In 1973 the Texas legislature enabled major metropolitan cities to assess a one-cent sales and use tax to fund public transportation. In 1977 the citizens of Bexar County voted to use just half of the sales tax penny to fund VIA, while the voters in the cities of Austin, Dallas and Houston approved use of the full cent to fund their transit systems.

On November 2, 2004, voters in San Antonio approved the formation of the Advanced Transportation District, or ATD. This district uses a quarter-cent of the 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.

Dedicating an additional 1/8 cent from the sales tax penny to public transit would allow VIA to catch up to current growth and help us implement the **Keep SA Moving** vision that will provide better solutions for tomorrow.

VIA SALES TAX FUNDING TIMELINE

43 YEARS

1973

TEXAS LEGISLATURE AUTHORIZED UP TO 1% LOCAL SALES TAX FOR TRANSIT

1977

VOTERS ASKED TO APPROVE 1/2 CENT SALES TAX FOR VIA

2004

NEW STATE LAW PROVIDES 1/4 CENT SALES TAX FOR CREATION/FUNDING OF VIA BOARD

2020

ATD ANNOUNCES INTENTION TO CALL ELECTION FOR AVAILABLE 1/8 CENT SALES TAX

UNDERSTANDING UNDERFUNDING, IMPACT OF LOCAL DOLLARS

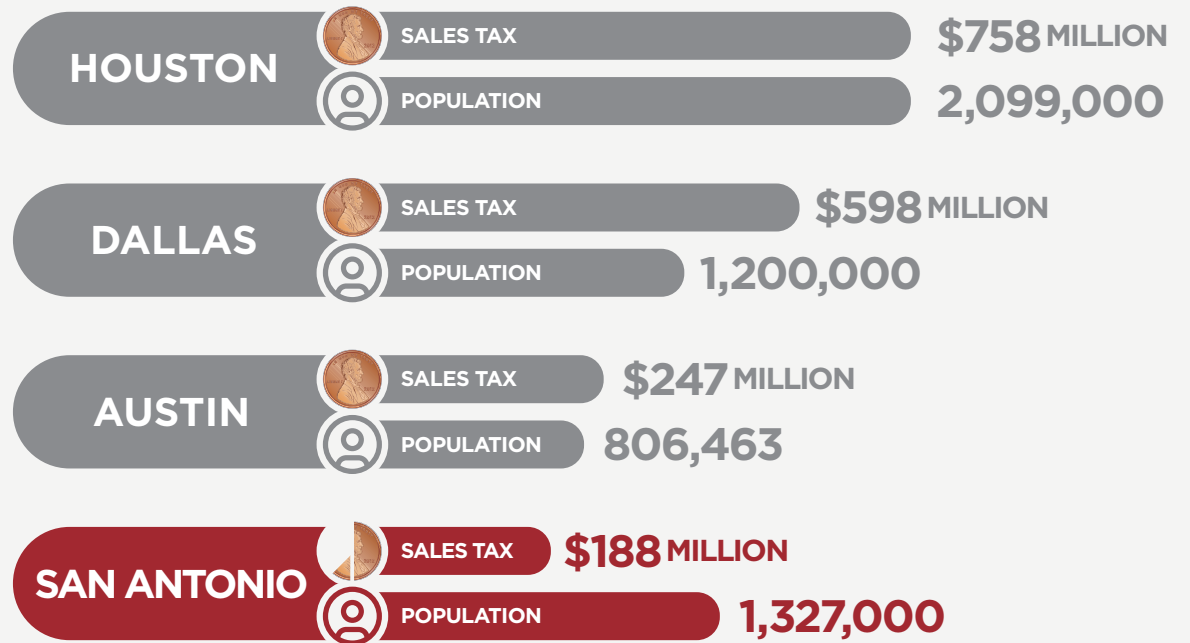
SYMPTOMS CREATED BY TRANSIT UNDERFUNDING

As the pandemic lingers, American Public Transportation Association experts say it is low-income residents, people of color and essential workers who are bearing the brunt. Minority residents account for 60 percent of all public transit riders nationwide. Underfunding transit locally has limited access for people and jobs, resulted in an experience that includes long wait and trip times, and has disproportionately affected our already vulnerable communities.

MOST FEDERAL DOLLARS REQUIRE LOCAL FUNDS FIRST

As our community grows the sales tax is reaching the limits of what it can do. We have looked for various resources to expand our funding beyond sales tax. However, many federal funding programs are tied to the size of the dedicated local source when qualifying for a federal match. While the City of San Antonio and Bexar County have in recent years partnered with VIA to supplement our capital and operating costs, **a new permanent, dedicated source of funding would allow VIA the opportunity to strategically manage its budget for current and future transit needs as well as leverage local dollars to match federal funding.**

VIA IS THE MOST UNDER-FUNDED MAJOR TRANSIT AGENCY IN TAXES DESPITE POPULATION TOTALS



SOURCE: 2010 U.S. Census, San Antonio population number does not include all of Bexar County

HOW THE FULL-PENNY FROM SALES TAX IS DIVIDED UP FOR USE

1/8 CENT FUNDING FOR EAPP EXPECTED TO REACH LIMIT BY APRIL 2021

San Antonio voters approved use of the remaining sales tax capacity from the full-penny to fund San Antonio's Pre-K for SA program and the Edwards Aquifer Protection Program (EAPP) that protects our groundwater and provides funding for park trails.

In November, the city will ask voters to consider a referendum to extend the one-eighth cent sales tax for the Pre-K for SA program. The 1/8 cent that currently funds Edwards Aquifer Protection Program as well as Linear Creekway Parks is expected to reach its voter-approved limit of \$180 million by April 2021, freeing it up for other uses. This would make the estimated \$36-40 million it generates annually available to be reallocated for other purposes.

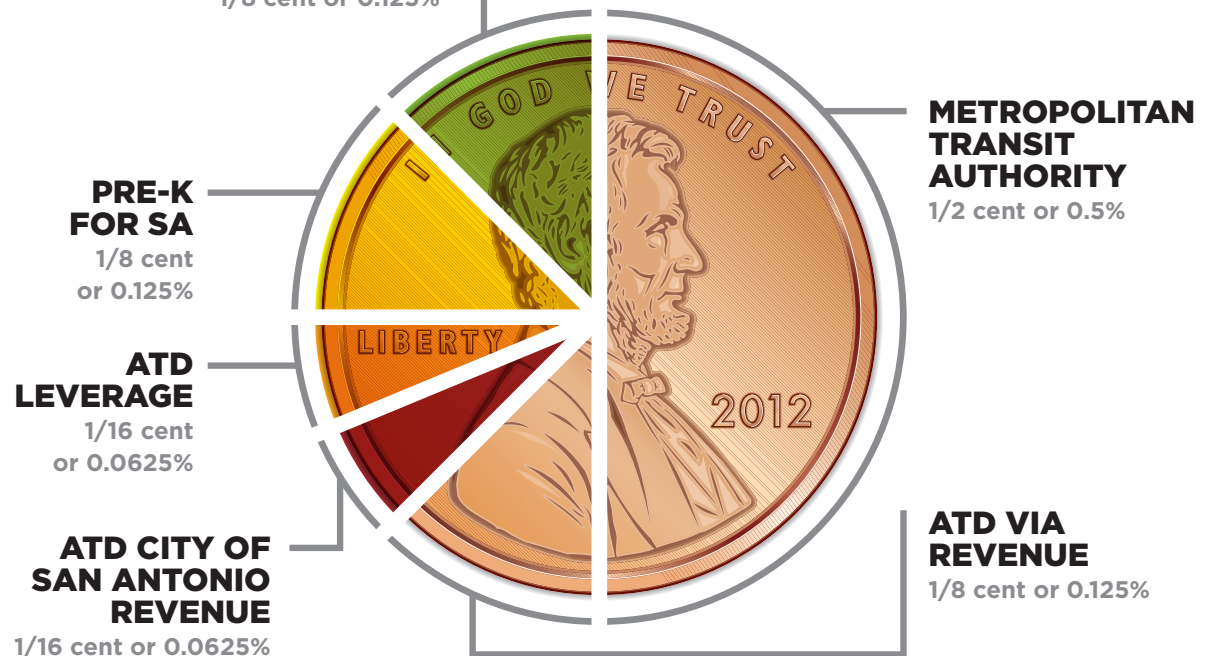
Under an agreement between the Mayor and VIA Metropolitan Transit officials, the city would use the 1/8 cent sales tax, collecting roughly \$154 million over four years, on a workforce development program before it would be redirected to VIA as secure funding to implement the **Keep SA Moving** vision in 2025.

PENNY SALES TAX ALLOCATION

EDWARDS AQUIFER PROTECTION PROGRAM / LINEAR CREEKWAY PARKS
1/8 cent or 0.125%

VOTER-APPROVED LIMIT APPROACHING


- Funding will be available in summer 2021
- An estimated \$36-40 million a year is generated
- Redistribution of funds will require voter approval



PLAN SUMMARY: MOVING FORWARD TOGETHER

 <ul style="list-style-type: none"> + Connect more people to jobs + Connect employers to larger workforce + Support workforce training + Keep SA economically competitive with other Texas cities 	 <ul style="list-style-type: none"> + Support the growing population + Support workforce training + Maintain opportunities for vulnerable population, including elderly and people with disabilities 	 <ul style="list-style-type: none"> + Support the growing population + Support workforce training + Maintain opportunities for vulnerable population, including elderly and people with disabilities
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TIMELINE FOR PROPOSED SALES TAX REDISTRIBUTION

 <p>EAPP / LINEAR CREEKWAY</p> <p>NOVEMBER 2020 Public vote on Community Recovery Plans: Short-Term Workforce Recovery and Long-Term ATD/VIA Investment.</p>	<p>WORKFORCE RECOVERY PLAN</p> <p>SUMMER 2021 Pending voter approval, when EAPP reaches voter-approved funding limit, Workforce Recovery allocation begins.</p>	<p>ATD/VIA</p> <p>DECEMBER 2025 Pending voter approval, at the end of the Workforce Recovery allocation, ATD/VIA will receive 1/8 cent sales tax allocation.</p> <p>JANUARY 2026 Tax generated enables Keep SA Moving innovation and expansion to occur.</p>
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NOTICE OF PUBLIC VOTE: NOVEMBER 3, 2020

On November 3, citizens residing in the City of San Antonio will be asked to vote on a public referendum to authorize the reallocation of a 1/8 of a cent of existing sales tax in San Antonio to provide a dedicated funding source for VIA Metropolitan Transit, following allocation of that tax by the city to implement recovery efforts following the Coronavirus pandemic.

PROPOSITION A - ADVANCED TRANSPORTATION DISTRICT

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

DESCRIPTOR LANGUAGE

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](https://keepsamoving.com)

WE ARE WORKING CLOSELY WITH YOU, OUR COMMUNITY,
TO ENSURE SAN ANTONIO HAS A MORE MOBILE FUTURE.

- ✓ PARTICIPATE IN A TELE-TOWN HALL
- ✓ TAKE OUR COMMUNITY SURVEY
- ✓ SCHEDULE AND PLAN TRIPS
- ✓ GET THE LATEST UPDATES

CONNECTING PEOPLE, JOBS AND THE ECONOMY.

