SA Tomorrow Open House Kick-Off
Summary: Comprehensive Plan

April 11, 2015
10 a.m. – 3 p.m.
SAISD Convocation Center

Prepared by
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Purpose and Outreach

This event was the first in a series of public engagement opportunities regarding the SA Tomorrow planning initiative. SA Tomorrow is the umbrella title for the City of San Antonio’s three-pronged planning effort. The three plans that make up SA Tomorrow are 1) The Comprehensive Plan, 2) The Sustainability Plan, and 3) The Strategic Multimodal Transportation Plan. The purpose of this first open house was to provide the public with a basic understanding of the SA Tomorrow effort, introduce each of the three planning initiatives, collect input on the community’s values, transportation habits and desires, and perspectives on sustainability. The information collected will inform the planning teams as they develop the initial policies and planning documents. Moving forward, the plans will continue with stakeholder committee engagement, public meetings and workshops throughout the city, and online engagement opportunities. The SA Tomorrow effort will culminate into the development, and ultimately City Council adoption, of the three plans.

Outreach and public notification was conducted by a variety of methods. Ximenes & Associates, the public involvement consultant for the Comprehensive Plan and the Transportation Plan, took the lead with support from a variety of third-party organizations. A quarter-page bilingual notice was distributed to local libraries, various organizations, as well as retail, restaurant, and service establishments throughout the city. These notices were also delivered to all four Pre-K SA locations for distribution to respective families. City staff and council members were also provided notices to distribute. Electronic notices (emails) were sent to Ximenes & Associates’ public outreach database as well as the City’s neighborhood and homeowner association database, professional organizations, local colleges and universities, and several City Council members and the Alamo Area Metropolitan Planning Organization published it in their e-newsletters. Media efforts included banner ads on RivardReport.com, MySA.com, and the Express-News.com, with print ads in La Prensa (Spanish print media) and the San Antonio Current. Social media outreach included posts to the SA Tomorrow Twitter and Facebook pages and Facebook ads were purchased.

A formal press conference was held on March 25, 2015 to announce the event. Five media outlets carried the story. At the event, seven media outlets provided coverage. (Please see Appendix A for a complete media and outreach summary.)

Attendance

Approximately 371 members of the public registered their attendance at the meeting. There were 22 City of San Antonio representatives and 23 representatives from the consultant teams staffing the meeting. Mayor Ivy Taylor, Councilman Ron Nirenberg, Councilman Joe Krier, Councilwoman Shirley Gonzales, and Councilman Roberto Treviño attended. Participating partner organizations included Texas Department of Transportation, Alamo Area Metropolitan Planning Organization, Alamo Area Council of Governments, SA 2020, FrankenBike, and VIA Metropolitan

SA Tomorrow Kick-off Summary Report- Comprehensive Plan

1.
Open House Summary
The meeting was formatted in an open house fashion. The open house had four main areas inside – SA Tomorrow, The Comprehensive Plan, The Transportation Plan, and the Sustainability Plan – and two outdoor areas that included the FrakenBike Meet-Up and VIA’s Primo Bus Tour. Each area provided information on the respective initiative and participating partners planning efforts.

Highlights of the Various Stations at the Event
SA Tomorrow
• Video introducing the overall effort
• SA2020 led a map exercise asking participants to indicate where they live and which SA2020 area is most important. Exhibits showed the SA2020 Cause Areas and Dividends alongside SA Tomorrow information.
• SA Tomorrow survey station posed questions about all three plans.
• SA Tomorrow photo frame station asked participants to share their values and desires. Photos were posted on the wall for all to see. The following represents each of the three plans:
  o I love my neighborhood because... (Comprehensive Plan)
  o A sustainable San Antonio is/has.... (Sustainability Plan)
  o My transportation wish for our city is... (Strategic Multimodal Transportation Plan)

The Transportation Plan
• Tell us your top three – Participants were asked to review the corridors being studied for future development and asked to pick their top three.
• What is your daily commute? – Participants used colored pushpins and string to show where their daily commute takes them and by what modes.
• What will transportation look like in the future? – Participants were asked to illustrate how they imagined future transportation modes.

The Sustainability Plan
• Donate a question about Sustainability – Participants were asked to provide questions to get information on sustainability and why it is important.
• Make your own Fiesta medal – Participants were provided recycled materials to create their own medal and understand how “waste” can be reused.
• Sustainability in Action – Attendees were provided information on how to be more sustainable on an everyday basis. The City and the Alamo Area Council of Governments (AACOG) distributed information and provided demonstrations on sustainable practices as well as information from CPS Energy, the San Antonio Water System (SAWS), and B-Cycle.
• Mindmixer Sign-Up – Attendees were encouraged to sign-up for the idea-sharing interactive website.
The Comprehensive Plan

• Looping presentation and fact sheet explaining the plan and the various components.
• Free expression and drawing wall – “Show and Tell Us the Most Beautiful Neighborhood You Can Imagine.”

A “passport” was used to encourage people to visit each of the stations. At each station they received a stamp on the passport. A completed passport was submitted making them eligible for prizes.

Outcomes for the Comprehensive Plan

I love my neighborhood because...

Participants at the kick-off event had the opportunity to say what they liked about their neighborhoods by stating their idea on the frame of a photo that included them. There were 43 responses. The responses can be grouped into several categories as indicated below. The things they like about their neighborhood are:

• Their neighbors
• The ability to walk to places they want to go
• Easy access to parks and greenspaces
• Special events and locations are nearby
• It’s quiet and peaceful
• The charm of the neighborhood- these included the architecture, its historic nature and the uniqueness of the homes
• Access to transportation- these included access to major transportation corridors as well as to mass transit
• Having other children to play with in the neighborhood
• Schools are nearby
• Miscellaneous items included having a big neighborhood and having public officials who put children first

(Please see Appendix B for all the comments in each of the groupings above.)

**Drawings of the Elements of the Comprehensive Plan- “Show and Tell Us the Most Beautiful Neighborhood You Can Imagine.”**
Participants were asked to illustrate what they wanted neighborhoods to be like in the future by drawing pictures of their ideas on the chart paper. The Comprehensive Plan consultants captured some of the ideas and participants also drew their thoughts directly on the paper.
Some of the themes easily visible on the drawings were:

- People 1st-related statements and drawings indicated they did not want islands of isolation; they did want more social interaction; emphasis should be on watching out for one another; more front porches (presumably for more social interaction); coffee shops and restaurants
- Preserve the trees- several comments related to having lots of trees
- Better air and water quality
- More sustainable energy sources- solar energy; upgrades to energy efficient infrastructure; local rebates for electric vehicles
- Stay healthy
- More parks, including dog parks
- Houses around “parklets”
- Youth sports and other sports activities
- Diversity of commercial opportunities, housing and education
- Quality jobs
- Food that is locally grown; mobile groceries; home-grown foods
- Be able to live, work, play conveniently
- Schools as part of the neighborhood
- Functional connectivity between San Antonio, Houston and Austin
- Transportation including bikes, river taxis and streetcar

(Please see Appendix C for photos of the wall drawings.)
Online Survey
An online survey was introduced at the event, but it is still open so the results will be available at a later date.

Next Steps
A series of meetings with the community and Comprehensive Plan committees will provide additional input and feedback to the plan.
Appendix A - Media and Outreach
MEDIA AND OUTREACH FOR THE KICK-OFF EVENT

E-blast Notifications

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SA TOMORROW
KICK-OFF EVENT!

FREE & OPEN TO THE PUBLIC!

- Come to the kick-off and become part of the SA Tomorrow team!
- Mini workshops and surveys, kids’ activities, and safety demonstrations
- Family entertainment, giveaways, and door prizes including fitness devices, bike helmets, and more

Did you know San Antonio is expected to grow by another 1,000,000 people by 2040? What does that mean to you? Come to the kick-off and be part of the conversation as we discuss housing, jobs, transportation, and more.

SA Tomorrow is an innovative, three-pronged planning effort to guide the city toward smart, sustainable growth. The City of San Antonio will be leading the effort, with support from partnering agencies, and we want you on the team.

- The Comprehensive Plan – how would you like the city to look in 25 years?
- The Sustainability Plan – how will we manage economic, environmental, and social resources?
- The Multimodal Transportation Plan – how will we get around the city in 2040?

WHERE
SAISD Alamo Convocation Center
110 Tuleta
San Antonio, TX 78212
VIA Routes 7 and 8
Free parking for autos and bikes

WHEN
Saturday • April 11, 2015
10:00 am – 3:00 pm

SATomorrow.com
/SATomorrow2040
@SATomorrow2040

For more information:
210-354-2925
¡EVENTO DE INAUGURACIÓN!

¡GRATIS Y ABIERTO AL PÚBLICO!

- ¡Venga a la inauguración y sea parte del equipo SA Tomorrow!
- Va a ver pláticas, encuestas, actividades para los niños y demostraciones de seguridad.
- Entretenimiento familiar, obsequios y premios con su boleto de entrada, incluyendo aparatos para ejercitarse, cascos para bicicleta, y mucho más.

¿Sabía usted que se espera que San Antonio crezca y tenga millón más de personas para 2040? ¿Qué significa eso para usted? Venga a la inauguración y participe en la conversación sobre la vivienda, el empleo, el transporte y más.

SA Tomorrow, es un esfuerzo de la Ciudad de San Antonio para planear el crecimiento de la ciudad de una manera inteligente y sostenible. La Ciudad de San Antonio estará al frente de este esfuerzo, con el apoyo de agencias asociadas y queremos que usted sea parte del equipo.

**El Plan Comprensivo** – ¿cómo desea usted que sea San Antonio en 25 años?

**El Plan de Sostenibilidad** – ¿cómo vamos a administrar los recursos económicos, ambientales y sociales?

**El Plan Multimodal de Transporte** – ¿cómo viajaremos por la ciudad en 2040?

DONDE
Centro de Convocatoria
Álamo de SAISD
110 Tuleta
San Antonio, TX 78212

Rutas de VIA 7 y 8
Estacionamiento gratis para autos y bicicletas

CUANDO
El sábado, 11 de abril de 2015
10:00 am – 3:00 pm

SATomorrow.com

/SATomorrow2040
@SATomorrow2040

Para más información:
210-354-2925
Paid Advertisements

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<th>Date</th>
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Press Conference News Coverage - March 25, 2015

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## Kick-off Event News Coverage

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<td><em>La Prensa</em></td>
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</table>
Appendix B- Passport
Prize drawings will occur every hour. Please fill out all fields below so that we can contact you if you win a prize.

Name

Email

Phone

Zip Code

San Antonio, Texas
April 11, 2015

SATOMORROW STARTS TODAY!

/SATomorrow2040  @SATomorrow2040
www.SATomorrow.com
Welcome, registration, and orientation
- Sign-in and register for email list
- Receive event passport and overview
- SA Tomorrow intro video

SA2020: Setting the Stage
- SA2020 Vision Statements & SA Tomorrow
- Identify Your Top 3 SA2020 Priority Areas
- Tell us where you live

SA Tomorrow
- Photo Booth
- Make Your Own Fiesta Medal
- Share Your Thoughts
- Rest Area

What is a Comprehensive Plan? What does it mean to San Antonio?
Show and tell us about the most beautiful neighborhood you can imagine

What are your questions about Sustainability?
MindMixer Sign-Up: Get involved in the planning process!
Sustainability In Action: Learn about sustainability rebates and programs in San Antonio

Rank your top 3 corridors
Tell us about your daily commute
Draw your transportation future
Visit our partners!
How to **WIN PRIZES** with your passport!

1. Visit each of the SA Tomorrow stations.
2. Participate in the activities and get your passport stamped.
3. Turn in your passport with stamps in all the dotted circles to qualify.
4. It's that simple!

---

**Rank Your Top 3 Corridors**

1. 
2. 
3. 

---

**Rank Your Top 3 Corridors**

1. 
2. 
3. 

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How to **WIN PRIZES** with your passport!

1. Visit each of the SA Tomorrow stations.
2. Participate in the activities and get your passport stamped.
3. Turn in your passport with stamps in all the dotted circles to qualify.
4. It's that simple!
Thanks to our partners for joining us in this effort!
Appendix C- I  ❤️ my neighborhood because...
SELECT PHOTOS OF "I love my neighborhood because..."

I love my neighborhood because...

- You are close to other people.
- We have parks up.
I love my neighborhood because...

I can walk to my school!

I love my neighborhood because...

Many trees.
I love my neighborhood because...

We have an awesome community garden! 😊

I love my neighborhood because...

It has Old Character and Charm.
Because every house is unique.
I love my neighborhood because...

1. My neighbors are the best!
2. I can walk to my HEB, my favorite places to eat and the park
3. Good neighbors and access to Greenway Trails and Hardberger Park
4. I live by the Missions and Mission Reach, which are getting more attention now.
5. It's quiet and peaceful
6. It is diverse
7. It's quiet
8. The people know each other
9. It's super big
10. Everybody nice
11. It is near fiesta
12. Denman park, primo, lots of ethnic of restaurants and grocery stores
13. It's walkable and always active
14. There are lots of kids to play with, we have a little park at the end of the street, we have fun get together and functions
15. It's historic
16. It's close to downtown, I can walk to restaurants and shopping, we are close to museums and parks
17. It is centrally located to 410, 35 & 281; it is full of charm, great architecture
18. Public officials put children first
19. VIA
20. Make new friends
22. Everyone has the chance to share their ideas
23. Kids to play with me
24. I like my school
25. We have parks
26. Because you are close to other people/friends, walking distance
27. Because it is a friendly place
28. I can walk to the park and ride PRIMO
29. I can walk to my school
30. My friends
31. Museum and mission reaches
32. Puffy tacos
33. River Walk
34. Running on the river
35. Many trees
36. My neighbors help save the stray street dogs of San Antonio
37. It has old character and charm
38. I feel safe when I ride my bike to the park
39. It's near my school
40. Because of my neighbors
41. I love McAllister Park
42. We have an awesome community garden
43. Because every house is unique
Appendix D- Photos of the Wall Drawings
PHOTOS OF THE WALL DRAWINGS- “Show and Tell Us the Most Beautiful Neighborhood You Can Imagine.”