

# NEW BRAUNFELS TRANSIT CONNECTION STUDY

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## Stakeholder Meeting No. 2

Nov. 17, 2025

9:00 – 11:00 am

Microsoft Teams

# Virtual Meeting Guidelines



NOW SPEAKING:

**Elizabeth Story**

Virtual Meeting Facilitator

Public Involvement Consultant Lead



## Before We Begin...

### Please

- Disable any AI notetaking or transcription tools
- Mute when not speaking
- Utilize chat for questions and comments
- Share your name and organization in chat

# Welcome and Introductions



NOW SPEAKING:

**Elizabeth Dupont**  
City of New Braunfels



**Welcome**

## **Study Team**

**Elizabeth Dupont**

New Braunfels

**Tim Simon**

AECOM

**Elizabeth Story**

Poznecki-Camarillo, LLC

**Sonia Jimenez**

AAMPO

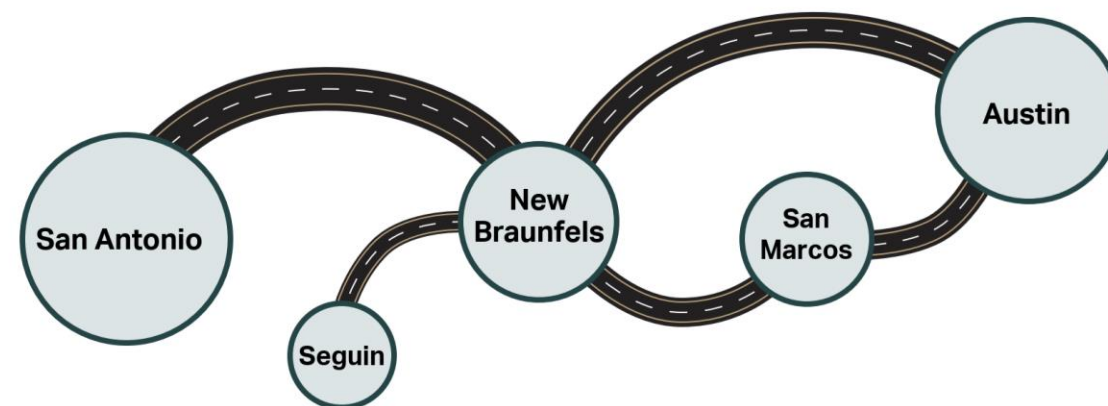
# What is the Transit Connection Study?

## STUDY GOALS

- Identify regional transit needs
- Coordinate service goals among regional providers
- Develop transit solutions aligned with travel demand

## The study will be:

- A guiding document for the City of New Braunfels transit system to connect to surrounding communities
- An identification of short and long-term transit improvements to connect communities



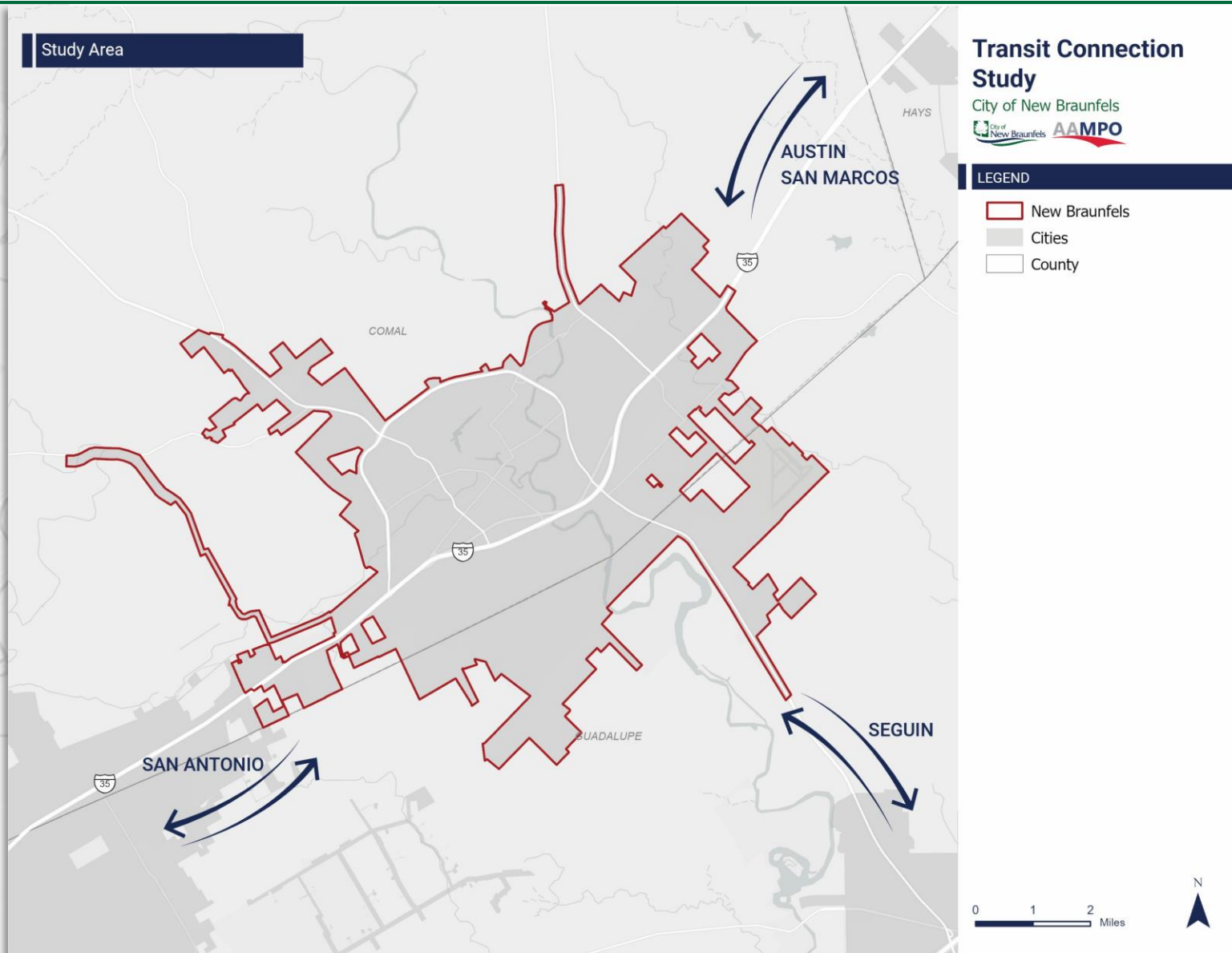
## What is the Study Area?

### CITIES

- New Braunfels
- Seguin
- San Marcos
- San Antonio
- Austin

### COUNTIES

- Comal
- Guadalupe
- Bexar
- Hays
- Travis



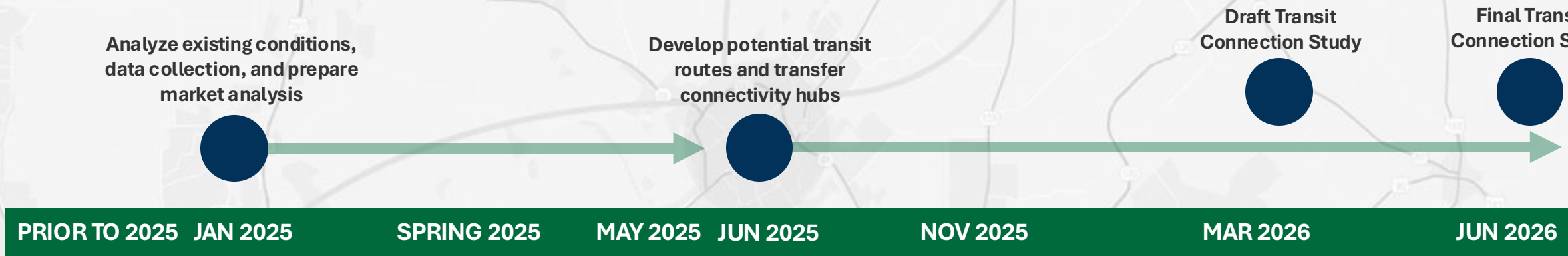


## What we heard from you

### Recap from May 2025:

- **Primary Purpose of Regional Transit**
  - Work, medical, personal, leisure & shopping
  - Other – higher education
- **Most Important Transit Factors**
  - Reliability, frequency, travel time
  - Also emphasized – healthcare
- **Key Challenges to Regional Travel**
  - Limited options, traffic congestion, construction, funding & coordination gaps, low frequency, inadequate infrastructure
- **Emerging Initiatives & Influences**
  - Construction, legislative changes, technology opportunities, funding constraints, task forces, advanced rapid transit proposals
- **Key Discussion Themes**
  - Funding & partnerships, coordination opportunities, implementation & logistics, stakeholder support

# Timeline



- Related Studies**
- 2018:** Envision New Braunfels Comprehensive Plan
- 2021:** NB Hike and Bike Trail Plan
- 2021:** NB Downtown Action Plan
- 2021:** NB Transit Study
- 2023:** NB Transit Development Plan

Stakeholder Outreach

Stakeholder Outreach

**WE ARE HERE**

Stakeholder Outreach

Stakeholder Outreach

Preliminary – Subject to Change

## Today's Purpose



NOW SPEAKING:

**Tim Simon**

Consultant Project Manager



## Purpose of Today's Meeting

- **Update you on the progress of the New Braunfels Transit Connection Study**
  - Recap Travel Market Analysis
  - Introduce Draft Corridor Concepts
  - Provide an overview of corridor prioritization process
- **Listen to your concerns** and ensure the study reflects the needs of everyone it is meant to serve
- **Discuss next steps**

# Study Updates



NOW SPEAKING:

**Tim Simon**

Consultant Project Manager

# Existing Conditions Analysis



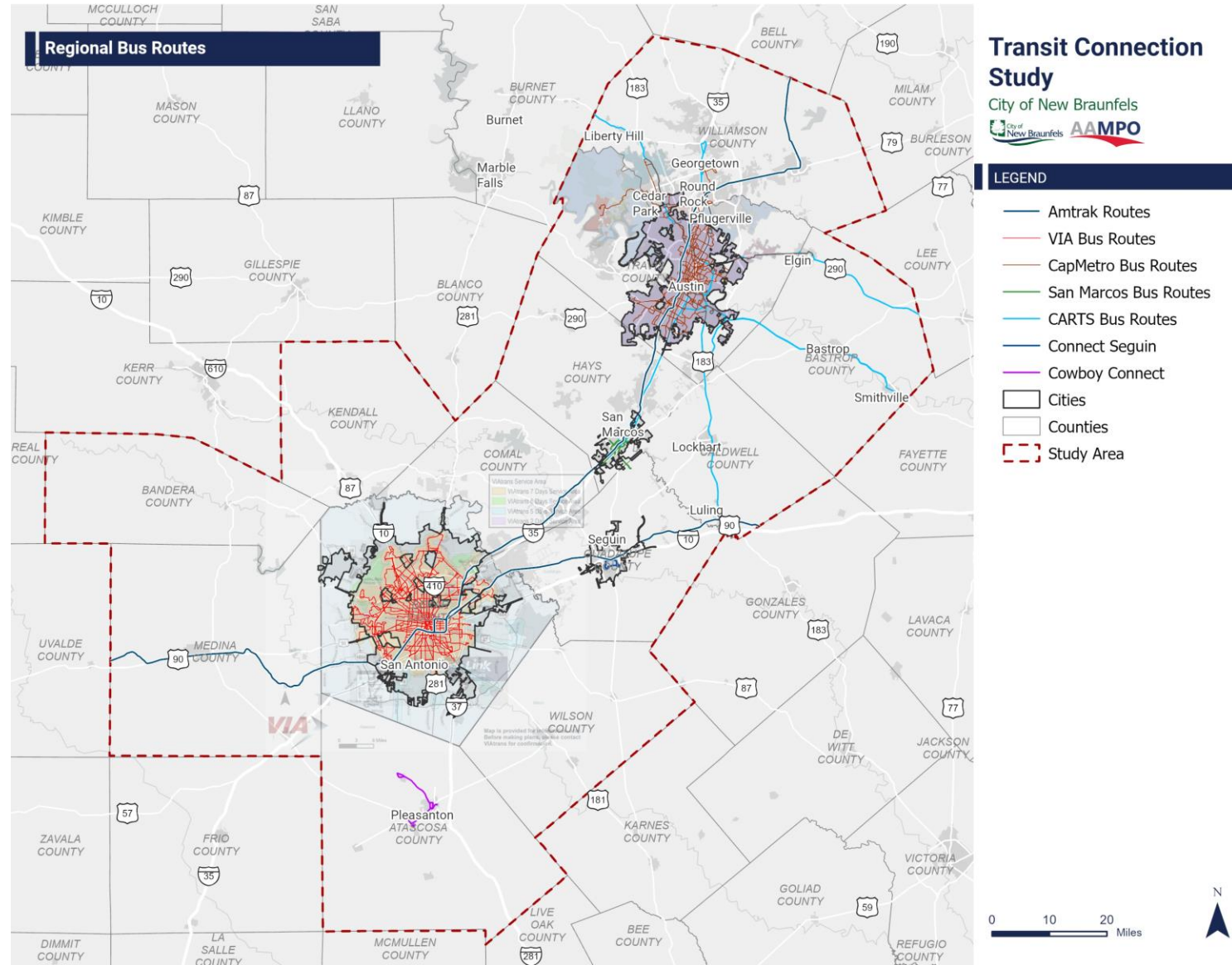
NOW SPEAKING:

**Tim Simon**

Consultant Project Manager

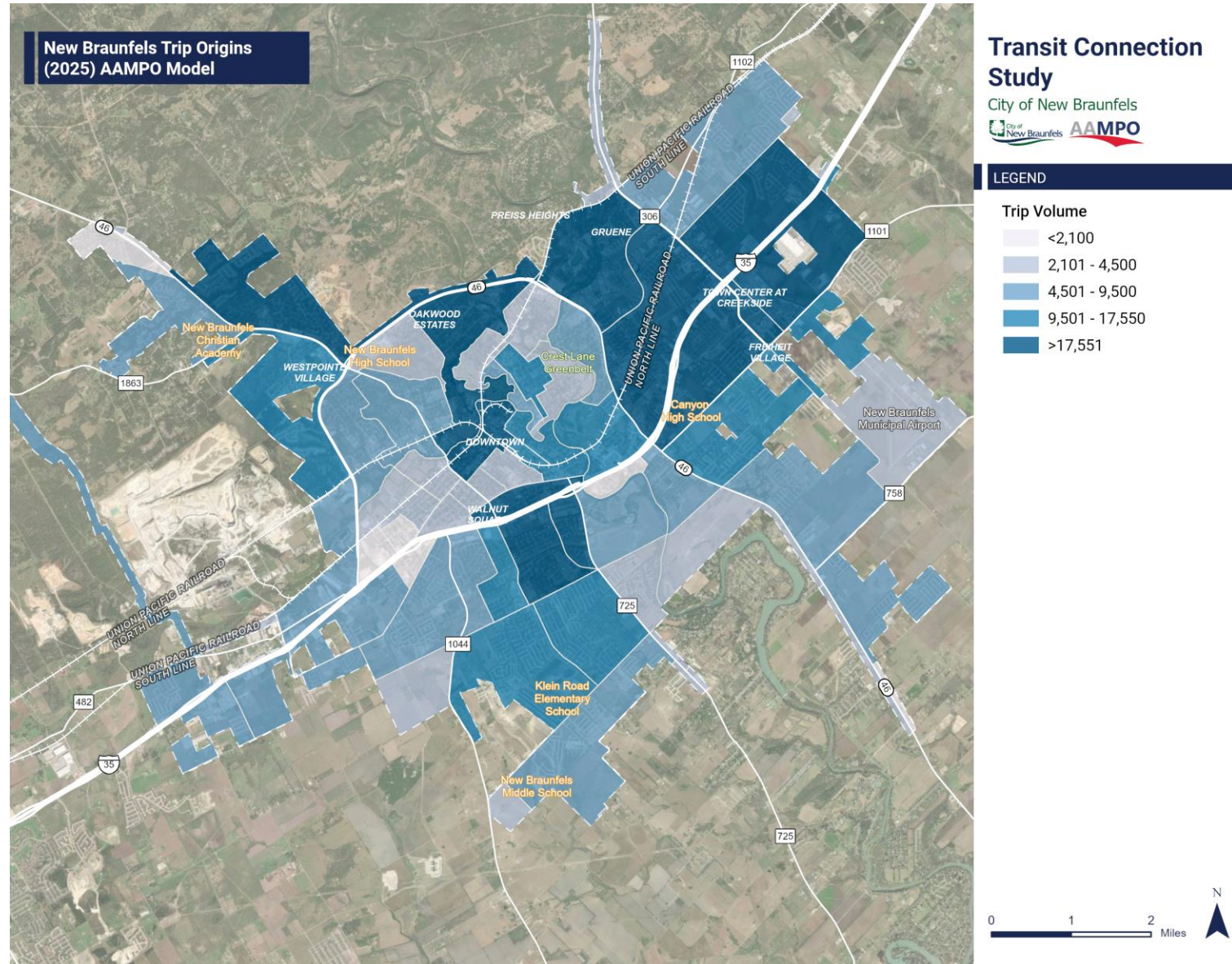
# Current Transit Landscape

- Six primary providers:
  - ART, CARTS, CapMetro, VIA, San Marcos Transit, and Texas State Bobcat Shuttle
  
- Major destinations: Austin and San Antonio metros, San Marcos outlets, Texas State University, and medical centers



# Travel Market Analysis

- **Current Travel Patterns**
  - Highest trip volumes: Along I-35 and east of SH 46
  - Top regional trip pairs: San Antonio (13K daily trips), San Marcos (8K daily trips)
- **2025 and 2050 Projections**
  - Growth east of SH 46 and along I-35 as city expands
  - Future trip activity expected to intensify around downtown and new development areas



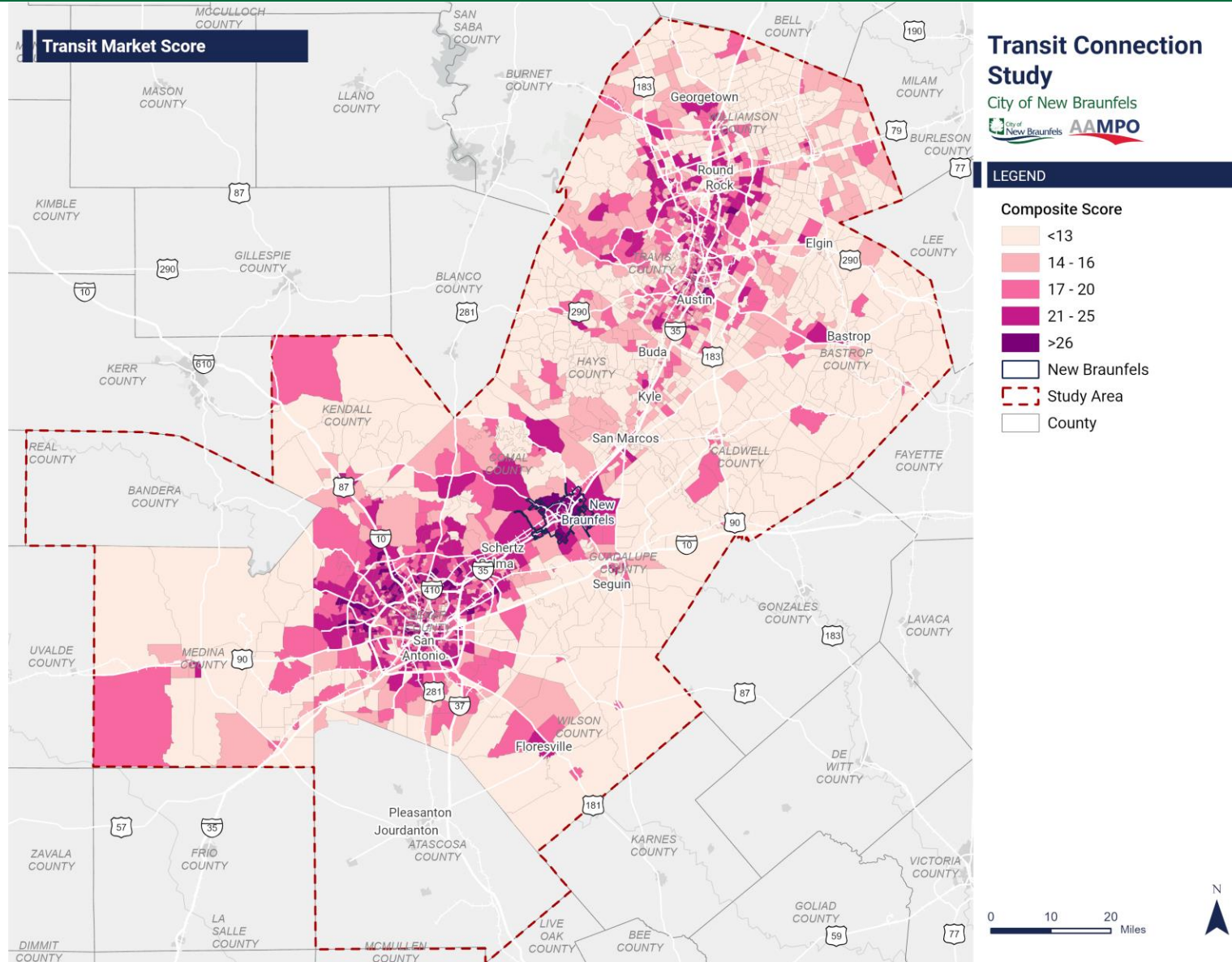
# Transit Market Score

## ● Purpose

To highlight the areas with the strongest potential for successful transit service and guide future investment decisions.

## ● Inputs Considered

- Demographics and Equity
- Land Use and Density
- Travel Patterns - Replica and AAMPO models (2025 and 2050)
- Existing Transit Access



# Potential Corridor Concepts

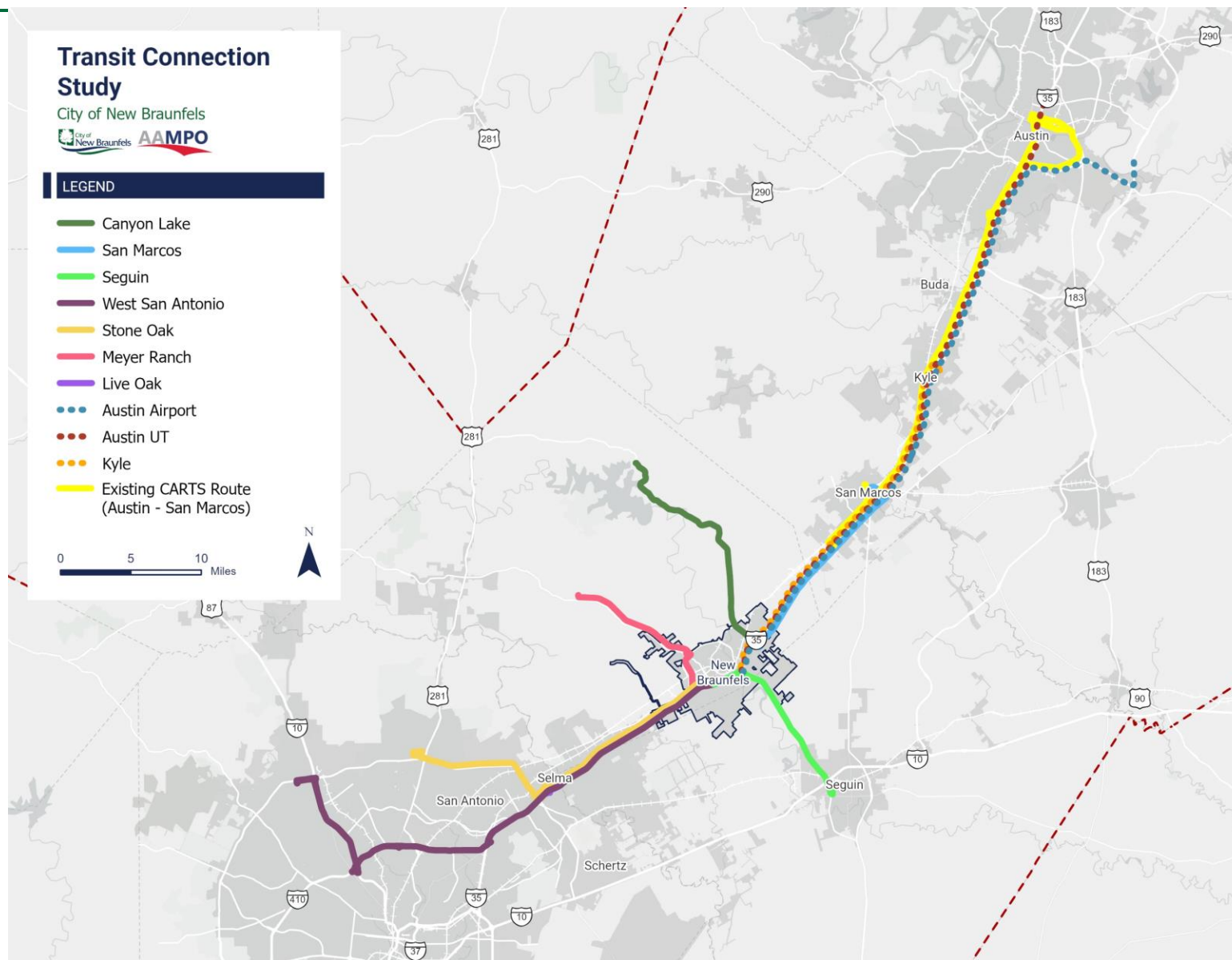


NOW SPEAKING:

**Tim Simon**

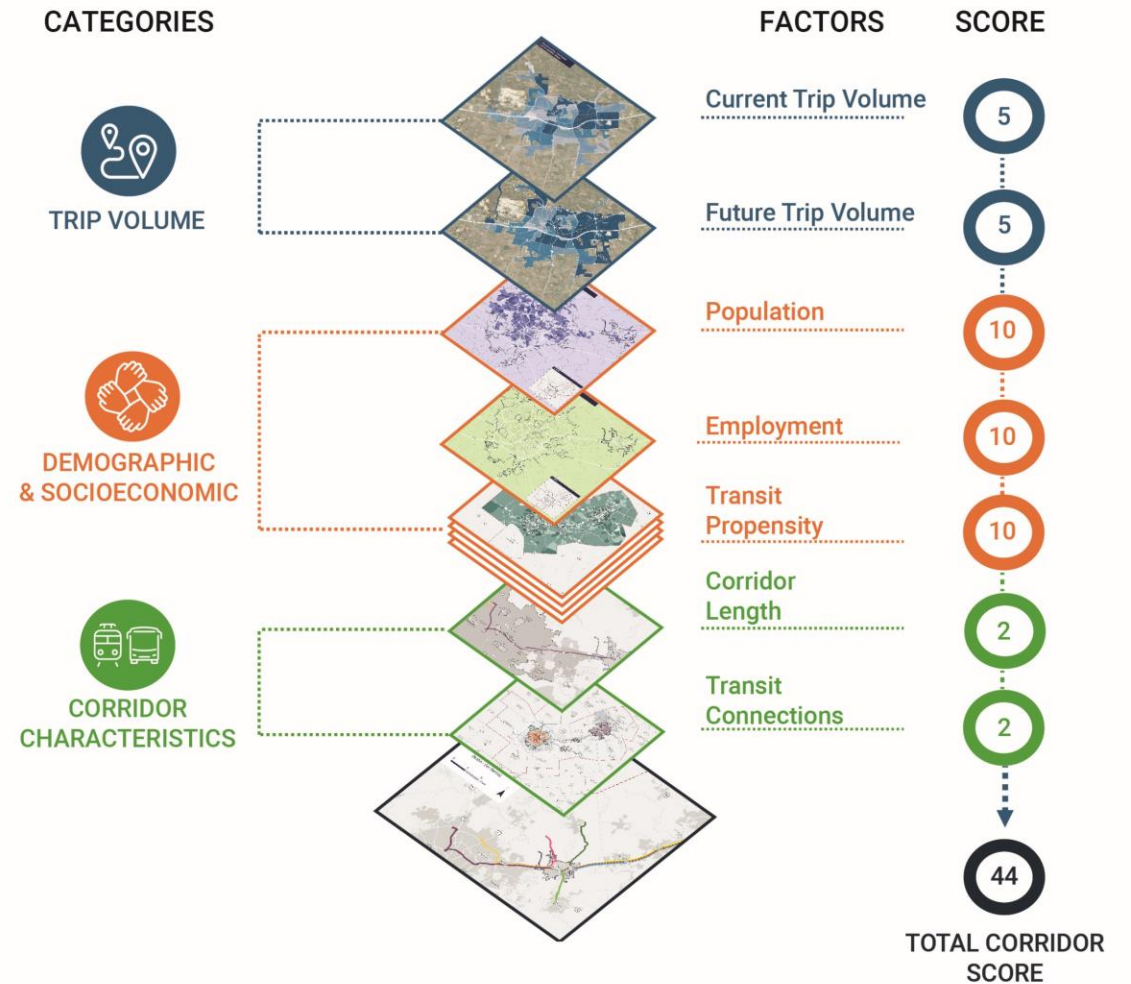
Consultant Project Manager

# Potential Corridor Concepts



# Corridor Scoring Approach

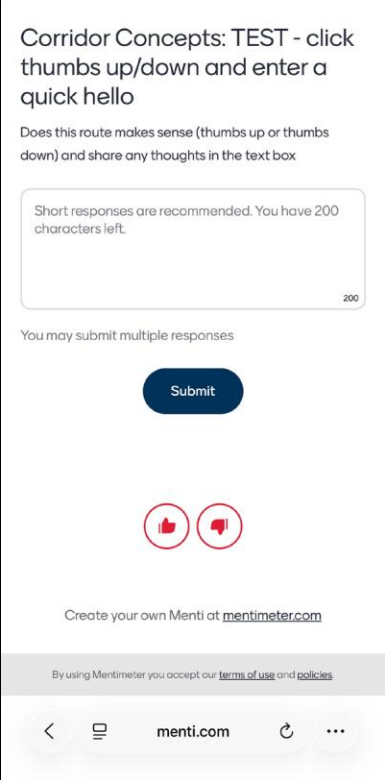
## Scoring Methodology



Share  
Your  
Feedback

## Using Mentimeter

- On your [smartphone or laptop](#) go to [www.menti.com](http://www.menti.com)
- Enter the code: 8793 7549 (no spaces needed)
- Smartphone should look similar to this image →
- Computer will have the thumbs up/down in bottom right corner
- Tim will share a corridor concept
- Click the thumbs up or down and share any feedback



Corridor Concepts: TEST - click thumbs up/down and enter a quick hello

Does this route makes sense (thumbs up or thumbs down) and share any thoughts in the text box

Short responses are recommended. You have 200 characters left.

You may submit multiple responses

Submit

👍 👎

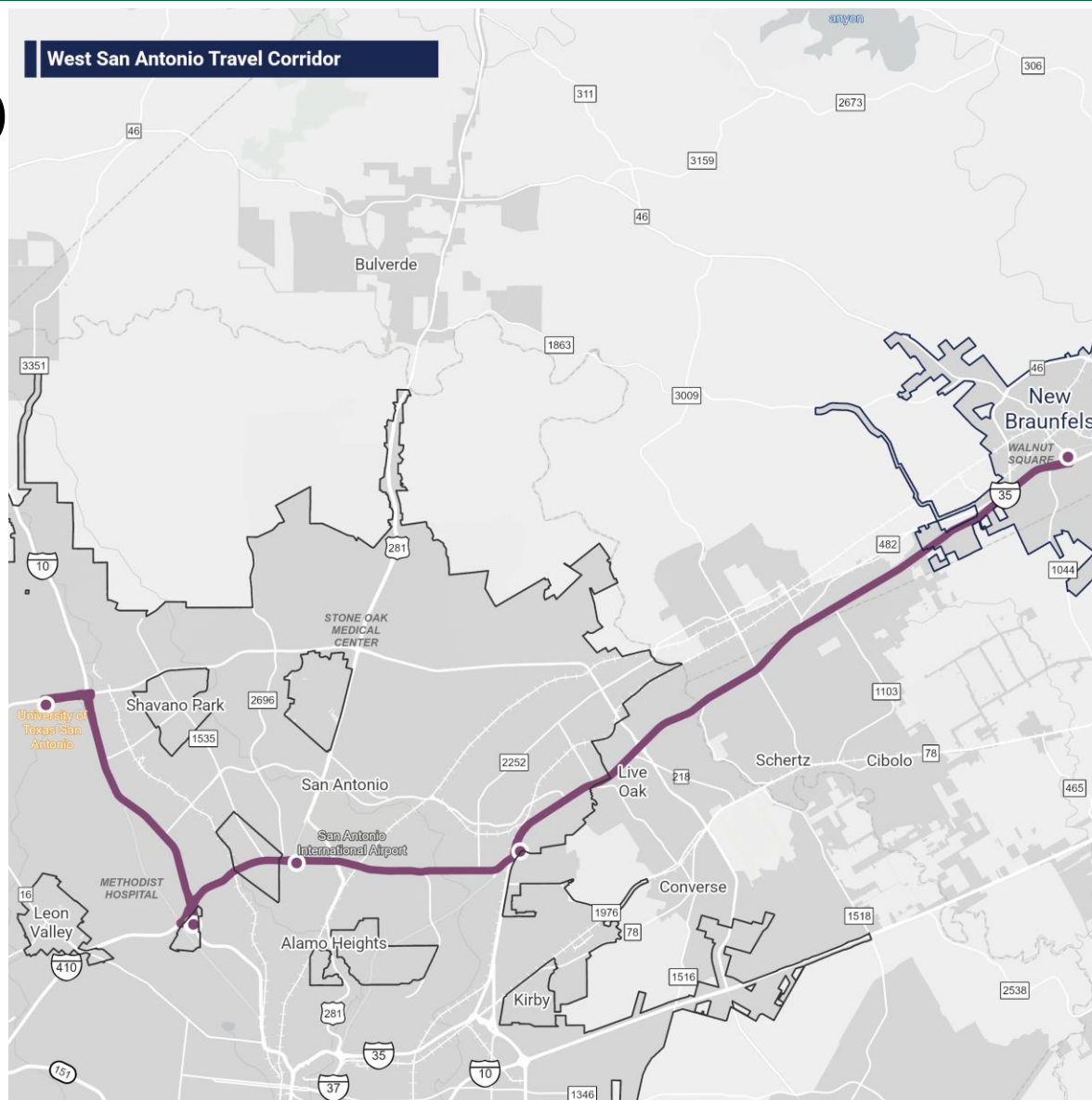
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menti.com

# 1 WEST SAN ANTONIO

- **Distance:** 82.76 miles
- **Preliminary Stops:**
  - Randolph Transit Center
  - North Star Transit Center
  - Crossroads Park & Ride
  - University of Texas at San Antonio
- Connects the San Antonio airport, key transit centers, and Park & Rides through which the VIA transit network can be accessed, as well as the University of Texas at San Antonio



## Transit Connection Study

City of New Braunfels  
AAMPO

### LEGEND

- West San Antonio
- West San Antonio Stops
- New Braunfels

Costing Mileage	0.0 / 2
Trip Volume	0.0 / 10
Population & Employment	20.0 / 20
Transit Propensity	7.3 / 10
Transit Connections	2.0 / 2
<b>Total Score</b>	<b>29.3 / 44</b>
<b>Rank - 1/7</b>	

Scoring Scale  
Low High



# 2 STONE OAK

- **RT Distance:** 53.74 miles
- New Braunfels to Northeast San Antonio
- **Preliminary Stops:**
  - The Forum at Olympia Parkway
  - Stone Oak Medical Center
- Connects the emerging key medical center in Northeast San Antonio, employment centers in Live Oak, and Schertz.



## Transit Connection Study

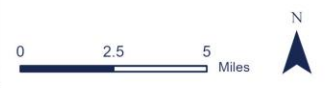
City of New Braunfels  
AAMPO

### LEGEND

- Stone Oak
- Stone Oak Stops
- New Braunfels

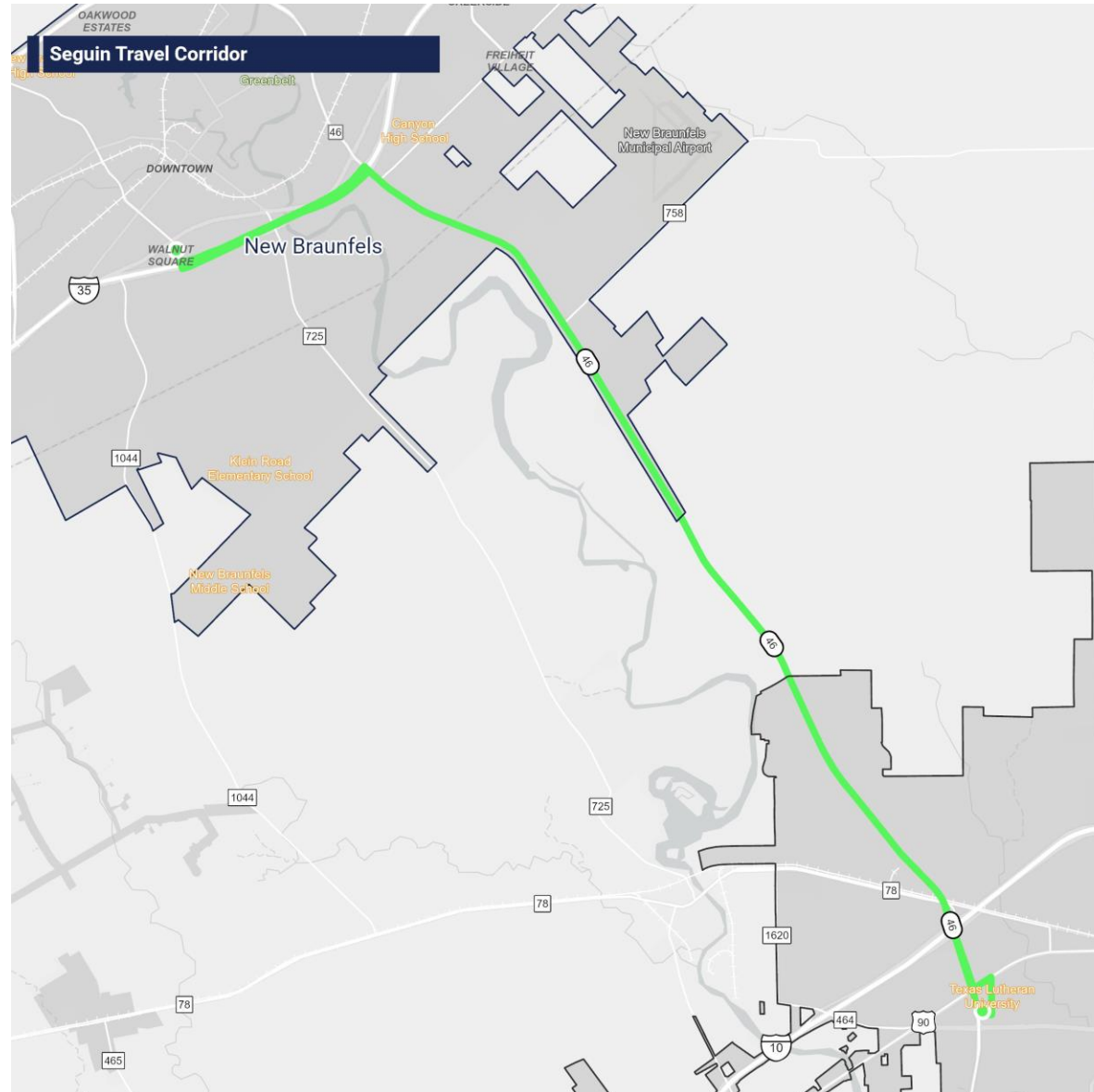
Costing Mileage	1.1 / 2
Trip Volume	10.0 / 10
Population & Employment	9.5 / 20
Transit Propensity	3.8 / 10
Transit Connections	0.3 / 2
<b>Total Score</b>	<b>24.6 / 44</b>
<b>Rank - 2/7</b>	

Scoring Scale  
Low High



# 3 SEGUIN

- **Distance:** 13.8 miles
- **Preliminary Stops:**
  - Walnut Shopping Center
  - Texas Lutheran University
- Connects the Texas Lutheran University and key employers such as Caterpillar
- Connects to the 'Connect Seguin' ART route.



## Transit Connection Study



### LEGEND

- Seguin
- Seguin Stops
- New Braunfels

Costing Mileage	2.0 / 2
Trip Volume	7.1 / 10
Population & Employment	6.9 / 20
Transit Propensity	2.4 / 10
Transit Connections	0.0 / 2
<b>Total Score</b>	<b>18.4 / 44</b>

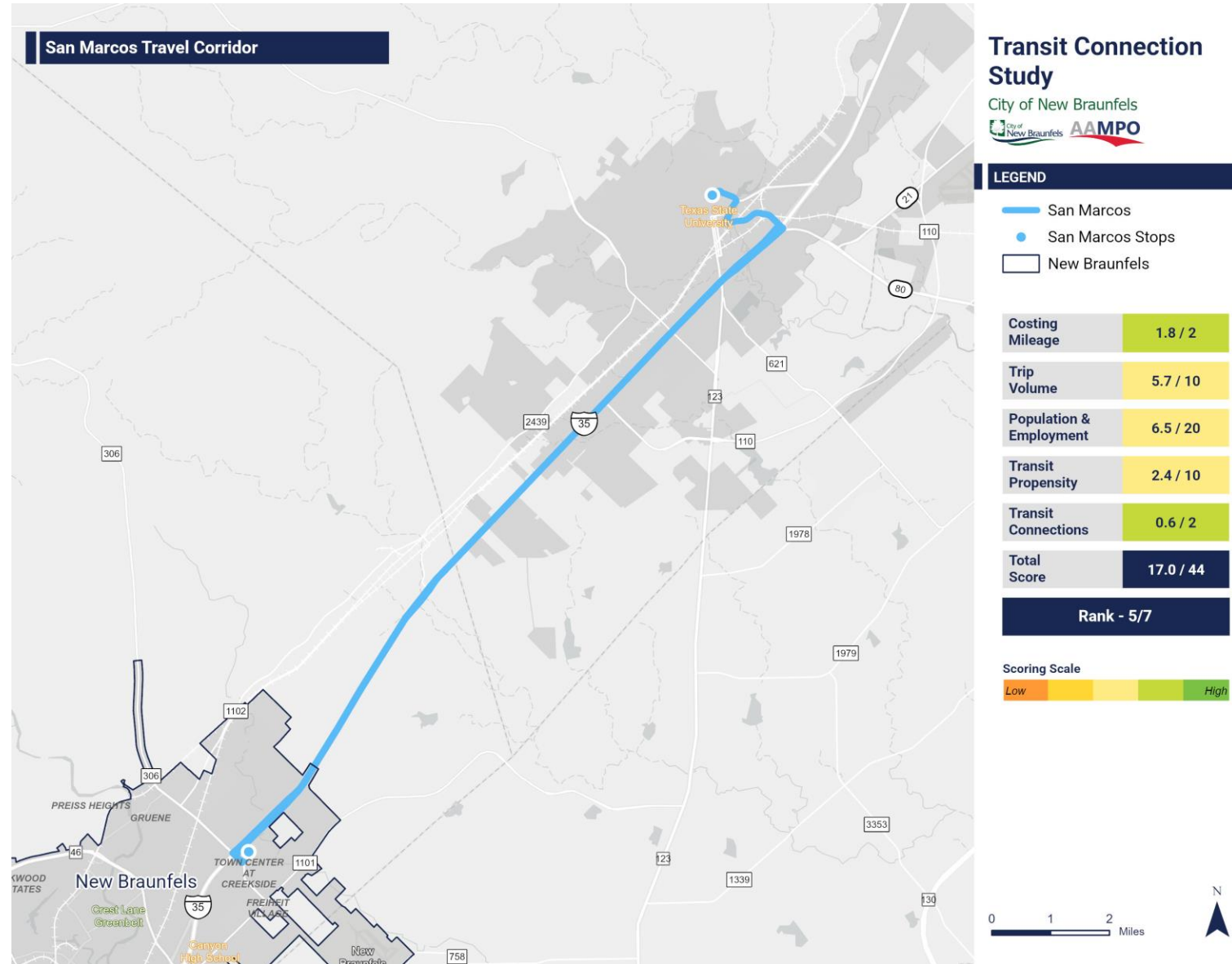
**Rank - 3/7**





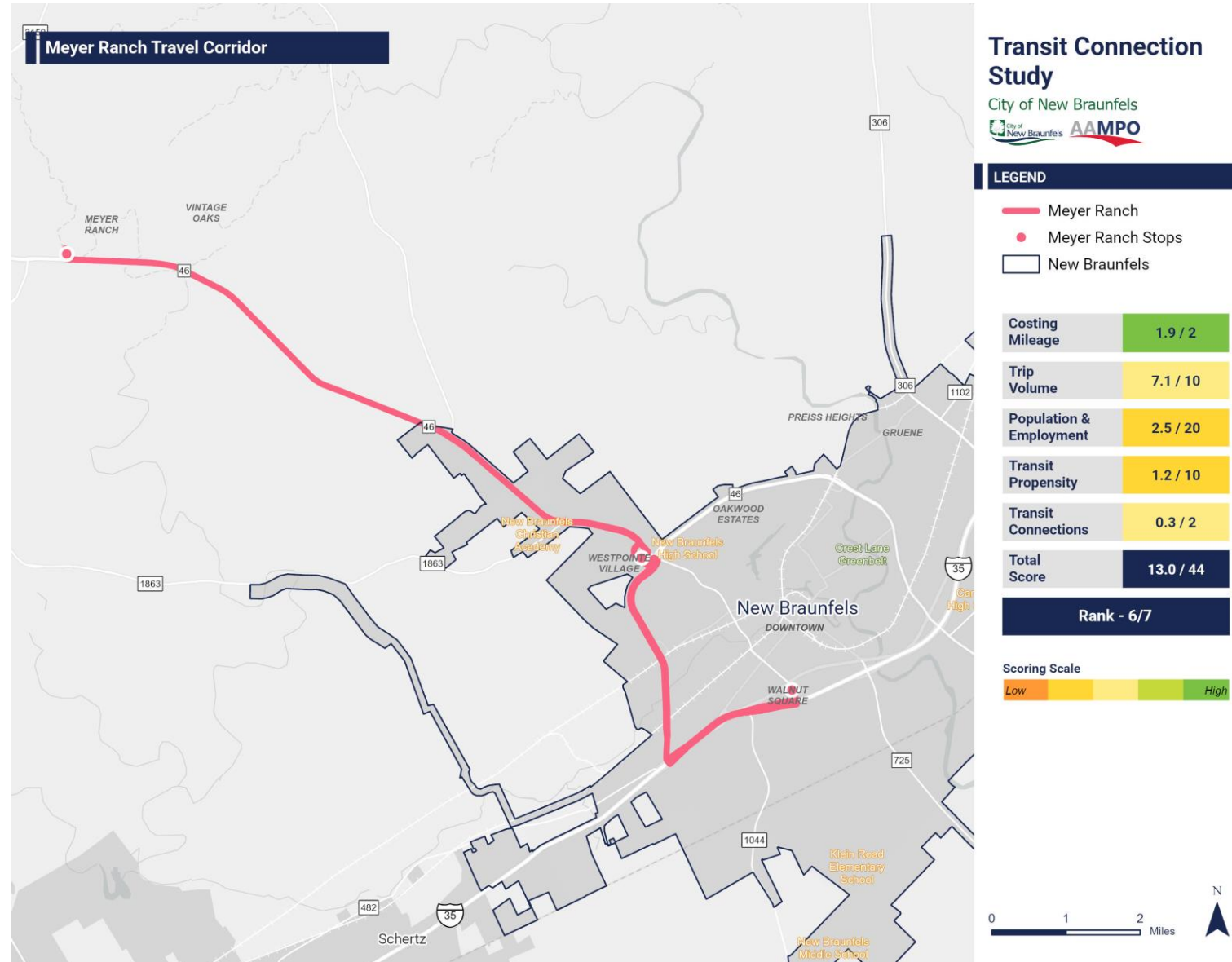
## 5 SAN MARCOS

- **Distance:** 33.67 miles
- **Preliminary Stops:**
  - Town Center at Creekside
  - Texas State University
- Connects to the Texas State University, which is also a key employer



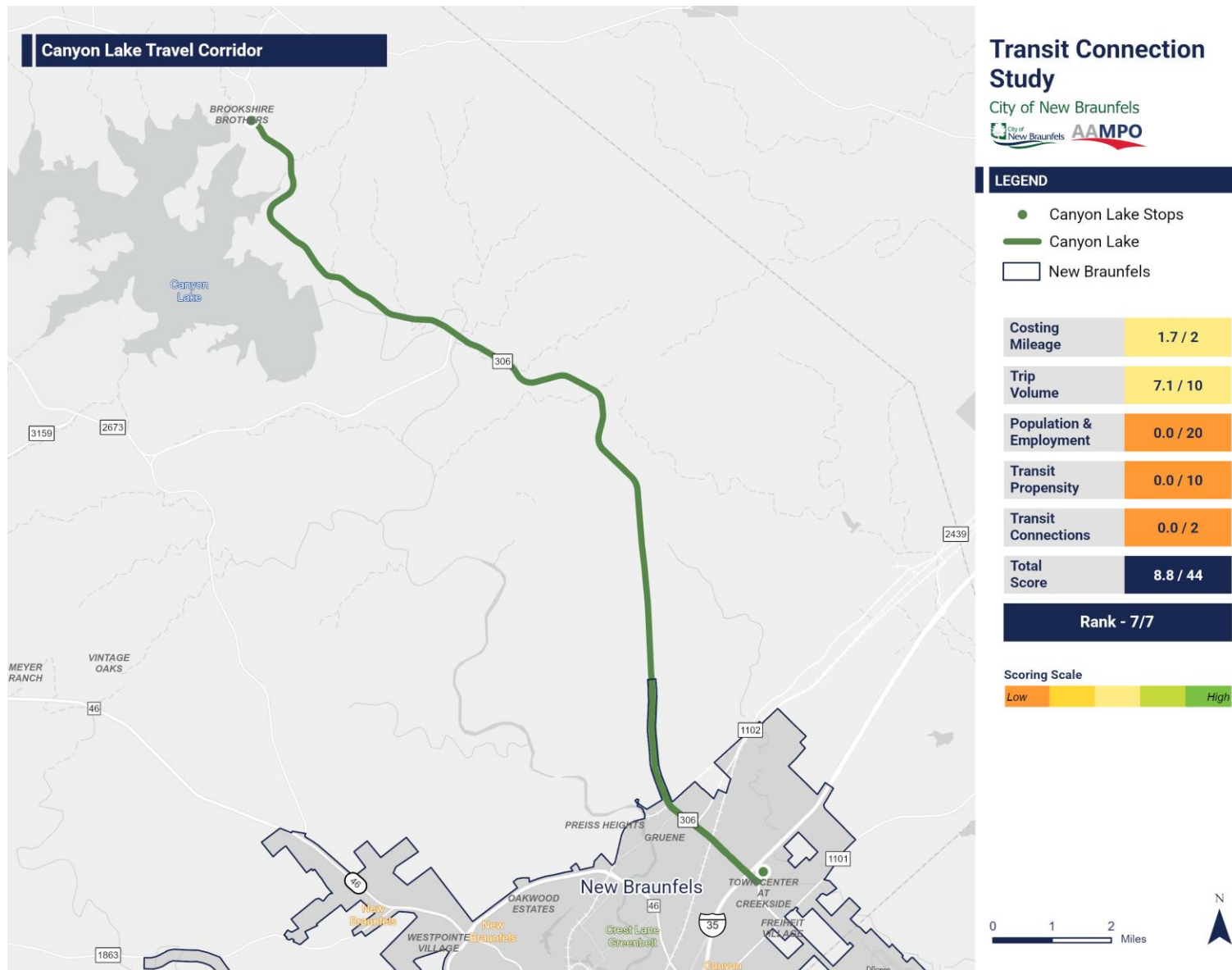
# 6 MEYER RANCH

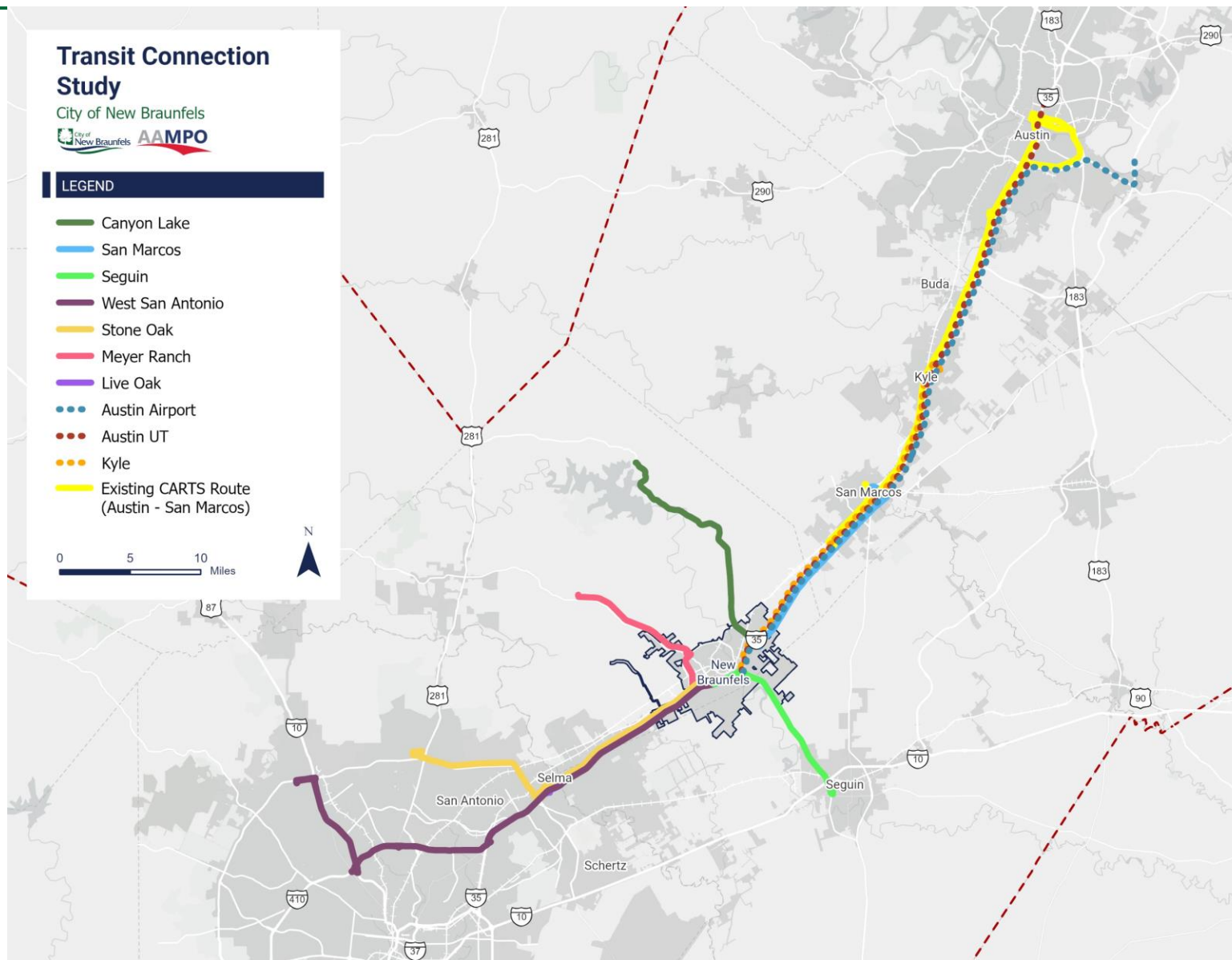
- **Distance:** 24.88 miles
- **Preliminary Stops:**
  - Walnut Shopping Center
  - Westpointe Village
  - Meyer Ranch
- Connects key residential areas outside New Braunfels as well as the Westpointe Village Shopping Center



## 7 CANYON LAKE

- **Distance:** 36.77 miles
- **Preliminary Stops:**
  - Town Center at Creekside
  - Brookshire Brothers
- Connects communities around the Canyon Lake





## Corridor Ranking

**Rank the corridors in Mentimeter.**  
Your rankings will help us understand which concepts you believe offer the strongest potential.

## Next Steps



NOW SPEAKING:

**Elizabeth Story**

Virtual Meeting Facilitator

Public Involvement Consultant Lead

## How to Access Today's Info

[Visit: \(scan the QR Code\)  
alamoareampo.org/nb-transit-connect](https://alamoareampo.org/nb-transit-connect)

- Review deliverables from the Existing Conditions Analysis
- View the Interactive Remix map and review the draft corridors discussed today
- [Provide further feedback](mailto:estory@pozcam.com) by emailing us at:  
[estory@pozcam.com](mailto:estory@pozcam.com)

**PLEASE SUBMIT YOUR  
COMMENTS BY  
MONDAY, DEC. 15, 2025**





## Next Steps

- **Receive your input from today's meeting until Dec. 15, 2025**
- **Consider, document, and address your input**
- **Collect and analyze additional data**
- **Develop draft transit recommendations**
- **Hold an in-person stakeholder meeting to discuss draft transit recommendations**

# Questions & Answers



NOW SPEAKING:

**Elizabeth Story**

Virtual Meeting Facilitator

Public Involvement Consultant Lead

**Q&A**

**Write your question  
or comment in  
chat or raise your  
hand and we will  
call on you!**



**Thank You!**

## How to reach the team:

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**Tim Simon**

AECOM

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# Mentimeter Results

## Corridor Concept 1: West San Antonio

26 / 37 19

- Connect to the VIA metro system
- yes
- What does trip volume of 0.0/10 mean?
- Connect to VIA metro and other transit systems
- thumbs up
- Think I would be beneficial to provide that direct connection to the airport.
- Interesting route, what would the proposed frequency be?
- Proposal looks good but North Star Transit center is out of capacity
- Makes sense, but what is the frequency?
- This certainly fills a need - but I am concerned this is data driven not people driven - what will this cost people, how accessible is it, how do people stuck in their homes use sidewalks to get to it
- assume there has been consideration for the upcoming San Pedro Green line.
- Will TxDot allow buses to drive in toll or HOV lanes for free?
- Long route
- You are looking at people with cars and access to a car - is this where low income families are needing access - did you ask them?
- Connection to Audie Murphy hospital
- Proposed frequency since a primary stop is the Med Center?
- Is the San Antonio portion duplicative of Via Service?
- We are professionals with cars- that is not the grandma forgotten in her home or foster youth
- You can't look at markets being served if you haven't spoken to the people without cars!

# Mentimeter Results

## Corridor Concept 2: Stone Oak

23 / 37 15

Good route, much needed

What is the planned bus type?

Where is the end of line for the Stone Oak location?

What is parking capacity at Walnut Square?

Connection to the VA Clinic is a need in the area.

Did you ask low income families with out a car if this is a need? This is just people with cars currently not people stuck in their homes

yes to commercial destinatiois

What is the planned bus type?

Access to SA medical services is a great service for the aging New Braunfels population.

Looks like that would connect the highest and best use in those area

Will TxDot allow buses in HOV/managed lanes for free

Frequency and what is the plan for further dispersement to other destinations in the City?

I think all of these would be better displayed with a frequency or proposed schedule, or at least days of the week of operation.

Is there an oppotunity to connect to VIA's Northeast Park and Pool lot that is near Schwab Road?

this connection may be a great place to start - but it really only connects the west end of Seguin - the east end of Seguin is where the amenities are experiencing growth.

# Mentimeter Results

## Corridor Concept 3: Seguin

20 / 37 11

- For all routes, frequency matters. What is the proposed frequency?
- don't expect ridership demand on this route
- Consider TxDOT's SH 46 study.
- potential stop to the new texas state technical college
- Hours?
- Makes connections throughout SA from VIA - so great choice.

- This is an important route for Seguin and TLU
- Looks good. Is it an express route?
- Good route
- What will pick up and drop off times look like? Good concept - but cost, accessibility, trip/ journey time are all existing issues
- How are you addressing curb to curb or door to door needs?

# Mentimeter Results

## Corridor Concept 4: Live Oak

15 / 37 10

Services period during the day?

is this also part of the CoSA NW connection?

Straight shot

Time of day matters

Good to connect to the VIA system, believe there is a medical complex in the area that would make a better final destination than VIA

This trip volume seems low. What was it based on?

Who is this serving? Which vulnerable people is this helping?

It is a big route, so frequency and service timing is important

I think this is the strongest San Antonio route I've seen. Keeping the interurban portion as short a possible, unless you are connecting to a downtown area or other ultra high job concentration.

Has any type survey been conducted to determine what the demand to the college may be?

# Mentimeter Results

## Corridor Concept 5: San Marcos

18 / 37 17

- Great connection.
- May be more reliable than the others
- This one feels the most feasible
- Is the distance calculation based on round trip?
- Funding here is a challenge with crossing MPO lines.
- Would need to stop at the outlets, key employment center and destination
- This route should be run on Aquarena Dr. not Hopkins to utilize the bridge to avoid RR crossings.
- I35 plays a part in all of this. Good connection
- Good route for students and staff. It needs to be an express route
- This route should also stop at the San Marcos Transit center which is also an Amtrak stop.
- Consider this service being eligible for a student fare. Marketing is very important, as well as time of day for service. Are you looking at weekday or also including weekend?
- This route would also connect to the CARTS interurban network.
- Should stop at the outlets, major employment center
- I am really struggling to understand the top down approach. Funding, cost to rider, accessibility, people first needs, low income families, equity... These are people who go have jobs and have a car
- This doesn't seem to be a regional connection.
- How do people get to the starting point?
- At what point will riders and the whole community have input? Demographics and ideas about sidewalks and connections are good, but boots on the ground realities will impact cost.

# Mentimeter Results

## Corridor Concept 6: Meyer Ranch

16 / 37 14

Much needed within NB

Maybe more of a rural deviated fixed route

Compared to the other routes, this one seems a low priority.

looks good

How much connection with existing services does this have?

Definitely seems like a long-term option depending on development and need. Not sure about the need now.

What is the sidewalk infrastructure that supports this?

Not sure what transit population is this serving.

Is this door to door? Curb to curb? Where will the stops be?

Who would be the ridership on this route?

The metrics demonstrating this requirement not quite understood.

Doesn't ART serve out there?

Where are you getting demographics? uS census? ..... Uh oh

They do

# Mentimeter Results

## Corridor Concept 7: Canyon Lake

14 / 37 12

Again, this should be a rural deviated fixed route

That would be a time-consuming trip; dedicated fleet for sure.

Where are pick up points?

low transit propensity.

Has there been a demand for this?

Have you coordinated with ART???

Is there a need for access to healthcare and other medical? Will this provide an option for community members.

As it is low on transit propensity and has no employment to attract riders, so this route might not have any demand

Is there demand for transit in this area? This area seems like it would struggle to generate ridership, given that it so exurban and low density.

How do elderly or disabled persons access this? They would have to drive to get to the pick up? Confused.

This route (all proposed) what is a reasonable projection in time for the services to take effect. Major construction along the routes (i.e. IH-35) would be problematic. Ride time and nature.

Using the trip volume data, do many trips originate around Canyon Lake?

# Mentimeter Results

