

**FIREANT**

*studio*

*an interactive company*

**SANDAG ENVISION 2050  
CASE STUDY**

## SUMMARY

---

**San Diego Association of Governments (SANDAG)** needed community input to help guide its prioritization of initiatives for the 2050 Regional Transportation Plan. **SANDAG** turned to **FIREANT STUDIO** to create an interactive experience that enabled a sophisticated and statistically reliable level of community input with an easy-to-use online visualization and planning tool.

---



## CHALLENGE

As the regional planning agency for transportation, **SANDAG** allocates millions of dollars each year in local, state, and federal funds for the region's transportation network. **SANDAG** develops the Regional Transportation Plan to implement a long-range vision for buses, the Trolley, rail, highways, major streets, bicycle travel, walking, goods movement, and airport services.

**SANDAG** wanted to simplify the overwhelming and potentially confusing content related to the Regional Transportation Plan and offer it to residents as both a learning tool and a reliable source of real voting data to help guide policymakers during the decision-making process.



## SOLUTION

**FIREANT** worked closely with the **San Diego Association of Governments** to:

- Visually refresh their existing branding and create custom icons to help clarify information about the project
- Simplify content for easier comprehension among community members and deliver via customized XML framework
- Design and implement an interactive Flash tool that offered drag-and-drop prioritization, interactive mapping, 3D modeling and other visual aids to educate residents about the effects their decisions would have on the plan—and their community at large
- Explore and model various scenarios, get answers to contextually-relevant Frequently Asked Questions and then vote or rank their own submissions as well as those of their neighbors
- Give website administrators the ability to log in and download customized reports that captured user and community input



## RESULTS

---

**SANDAG** recently completed its overall survey effort (including the online portion delivered by **FIREANT**) to provide input into the 2050 Regional Transportation Plan (RTP). You can see the results for yourself in the 2050 Regional Transportation Plan Public Opinion Survey Report.

*[[http://www.sandag.org/uploads/projectid/projectid\\_349\\_11730.pdf](http://www.sandag.org/uploads/projectid/projectid_349_11730.pdf)]*

---

