



Summer Engagement Report

Executive Summary



Engagement Overview

Background and Purpose

CapMetro, the regional public transportation provider since 1985, keeps Central Texas moving by connecting residents to jobs, services, friends, family and opportunities daily. With over 31 million boardings each year, CapMetro works daily to provide residents, commuters and visitors with the best possible transit options to match their busy everyday lives. Transit Plan 2035 is CapMetro's blueprint for the future of public transportation in Central Texas. Through a comprehensive evaluation of the current transit system and community feedback, the final plan will outline strategies to update transit services, upgrade infrastructure and better meet the community's needs over the next five to ten years. To create a plan that truly reflects what people want and need, the project team has put the community front and center with an engagement process that's equitable, inclusive, accessible and actionable, prioritizing feedback from transit-dependent communities and strengthening relationships with both riders and non-riders.

Transit Plan 2035 Goals

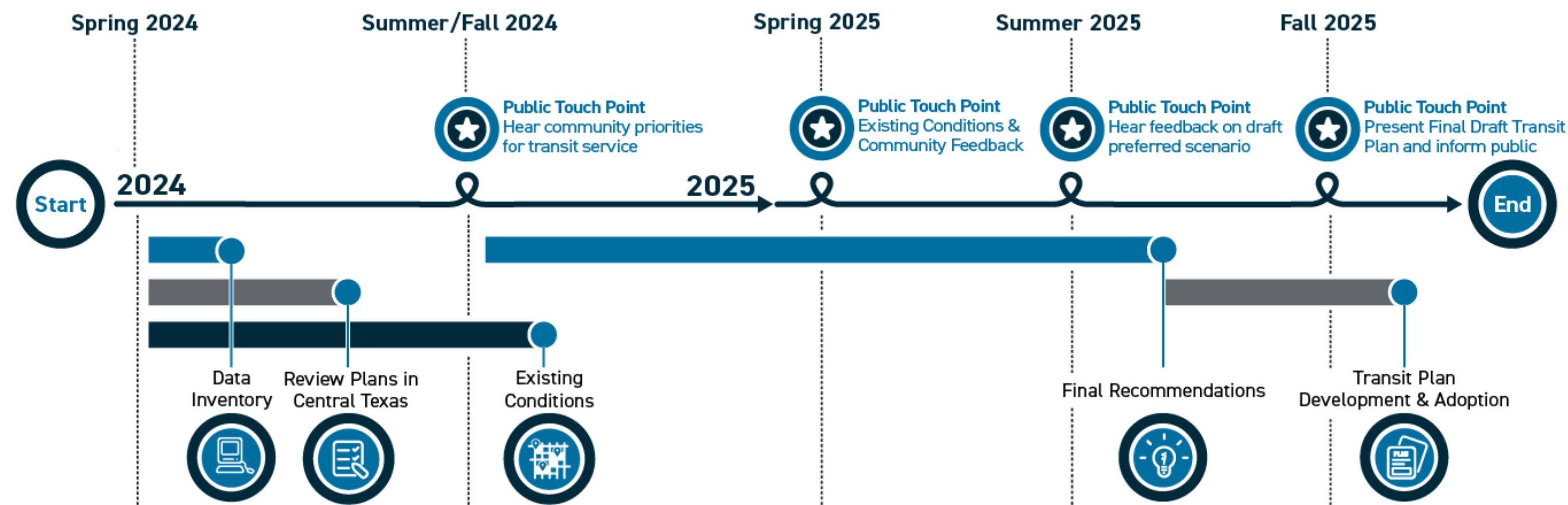
-  **Hear community priorities and vision for transit service.**
-  **Identify transit constraints and opportunities.**
-  **Discuss tradeoffs associated with transit planning.**



Transit Plan 2035 engagement has four rounds, each tied to key engagement aims: understanding the community's transit vision, informing the community on initial engagement and existing conditions findings, gathering feedback on the draft network service map and adjusting the final plan to best meet the community's needs. In the Summer Engagement Round, CapMetro invited public feedback from August 6 to August 31, 2025, during the open comment period.

Engagement Timeline

The figure below displays the timeline of the engagement program and how it connects with the technical work of the plan.



Transit Plan Goals



1 Create a community and data-driven plan that prioritizes those with the highest need



2 Balance transit needs with available resources and funding throughout the region



3 Design a multi-modal transit network that connects people to jobs, activity centers, and services

CapMetro developed a Community and Internal Involvement Plan (CIIP) in Spring 2024 which reflects the agency's core values and engagement policies and processes related to inclusivity and accessibility. The CIIP was designed to guide each round of the Engagement Program and is a living document that will be adjusted as needed throughout the transit plan schedule. The Summer Round of engagement was designed to directly involve the community in providing feedback on the draft network to ensure recommendations included in the final plan for Board adoption fully met community needs.

Engagement Program Goals

- 1** Comprehensive & Actionable Feedback
- 2** Equity, Inclusion & Accessibility
- 3** Targeted & Inclusive Outreach
- 4** Community Connection, Trust & Transparency
- 5** Efficient & Scalable Engagement



Summer Engagement Round Strategies

The Summer Round of the Engagement Program was driven by a variety of agency best practices and built upon CapMetro's Round 1 efforts. The CapMetro engagement team and planners devised a multifaceted strategy to meet the community where they are and ensure visibility through diverse channels. The team translated materials into multiple languages including Spanish, Burmese and others upon request, concerted engagement efforts with ASL, people with blindness, access advocates, and with print media, community conversations, social media, English and Spanish Focus Groups, a Live English and Spanish Virtual Open House, interactive online tools and recorded videos available in English and Spanish. The goal was to increase awareness of Transit Plan 2035's efforts and gather meaningful feedback from the community on the draft network. The focus was on areas most impacted by the draft recommendations. The image below displays engagement strategies used by the project team during this round of engagement. Full descriptions of these strategies are available in the Transit Plan 2035 CIIP.

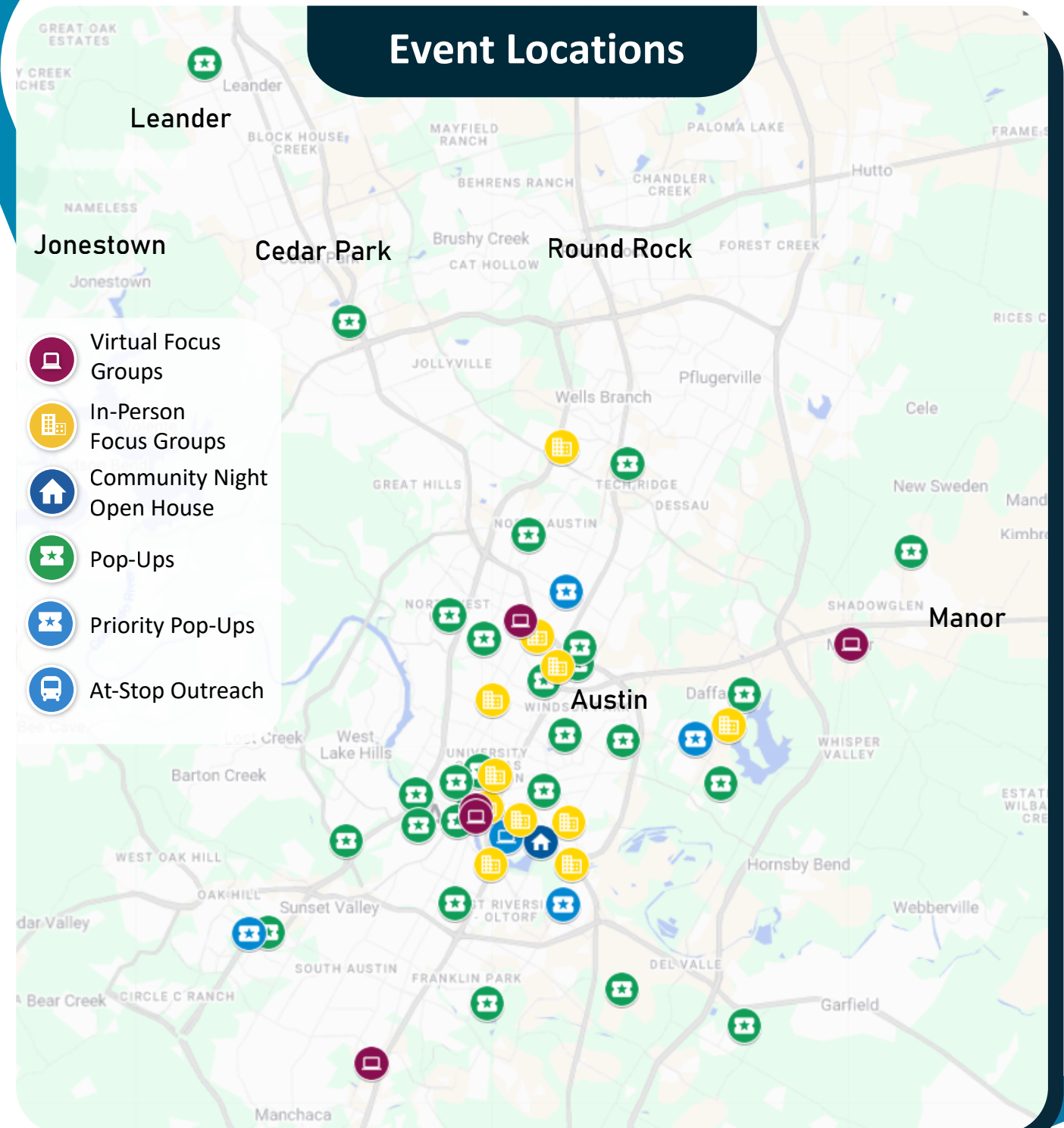


Where did we go?

- CapMetro built off community assessment findings to continue to engage underserved and historically underrepresented communities based on demographic and socioeconomic data for the Central Texas region.
- CapMetro also considered which communities were most impacted by draft recommendations when selecting event locations.
- The engagement team conducted virtual events to ensure those who could not attend planned in-person events had a chance to be heard.



Event Locations



Focused and Deliberate Feedback

- CapMetro enlisted Community Connectors to identify organizations, community groups and advocates who would host Focus Groups and Priority Pop-Ups.
- The Transit Plan 2035 team broke down the service area into geographies — Northwest, Northeast, Southeast, Southwest and Central — and deployed strategy to meet communities where they are.
- CapMetro conducted Focus Groups to have conversations with potentially affected areas, historically underrepresented communities and reach customers to get high-impact, focused and deliberate feedback on recommendations.



Focus Groups

Texas Office for Refugees Focus Group

Indian American Senior Citizen's Association at Vadtaldham Focus Group

PODER / Montopolis Neighborhood Association / Montopolis Neighborhood Planning Contact Team Focus Group

Community Connectors Focus Group

Criss Cole Rehabilitation Center Focus Group

iMoms Focus Group

Folks with Disabilities (ADAPT) Focus Group

Capitol Studios Downtown Focus Group

UT Shuttle Bus Committee Focus Group

Foundation Communities Spring Terrace Focus Group

Decker Community Focus Group

Manor Focus Group (Virtual)

Downtown / Central Austin Focus Group (Virtual)

North/Northwest Focus Group (Virtual)

Spanish General Study Area Focus Group (Virtual)

South Austin/Southpark Meadows Focus Group (Virtual)

Summer Engagement Round At-a-Glance



MEETINGS & GROUP SESSIONS

FOCUS GROUPS

15  Focus Group Sessions

213  Focus Group Attendees

OPEN HOUSE & VIRTUAL WEBINAR

 1 Open House  1 Virtual Open House

140  Attendees



COMMUNITY CONNECTORS

COMMUNITY CONNECTORS

160+  Hours Spent in the Community

47  Events Organized & Attended

 1.3k+ Community Members Reached



COMMUNITY EVENTS

POP-UP EVENTS

 34 Pop-Up Events

1,000  People Engaged

AT-STOP OUTREACH

 16 Hours Spent at Bus Stops

200  Customers Shared Live Feedback



WEBPAGE & EMAILS

WEBSITE

18k+  Total Views

10k+  Total Participants

OUTREACH BY EMAIL

 32k+ Total Recipients

CAPMETRO ALERTS

 103k+ Total Recipients

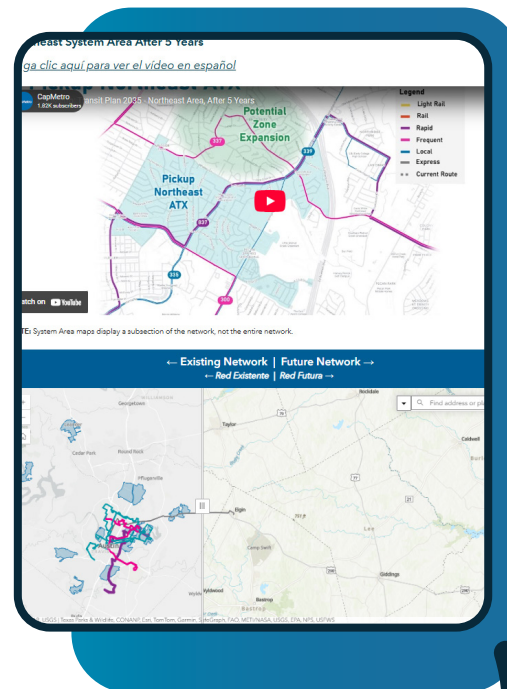
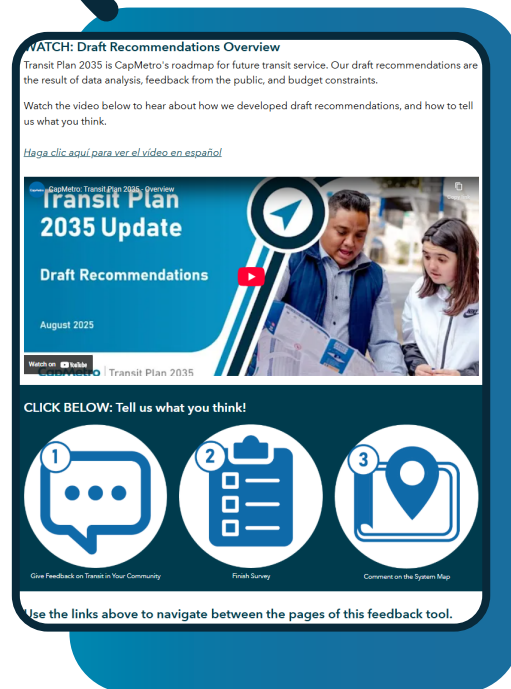


Summer Engagement Round Findings

How we Documented Feedback

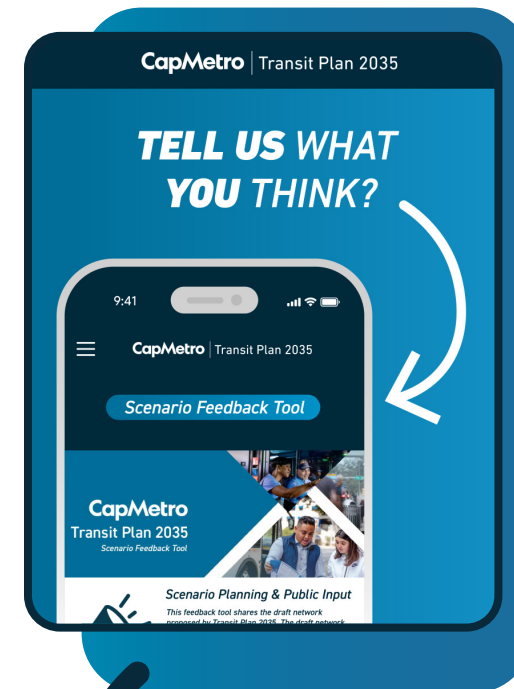


A feedback tool, containing background information via text, video and web maps, was created to help the community understand proposed changes. The tool was available in other languages, and videos were available in both English and Spanish.



Within the tool, the public could access survey questions and an interactive comment map to provide feedback. Paper surveys were also provided and translated upon request.

Comments received at in-person events were also recorded and considered when revising the draft network.



The feedback tool was promoted through in-person and virtual events, as well as social media.

How we Reviewed Feedback

To better understand the feedback received across engagement methods, all comments were categorized by area and/or service and scored to understand general sentiment. Each comment fell into one of the following sentiment categorizations:



Very Negative: Recommendation was seen as inadequate and/or negatively impacting the respondent.

Somewhat Negative: Recommendation was identified as being unfavorable and/or needing improvement.

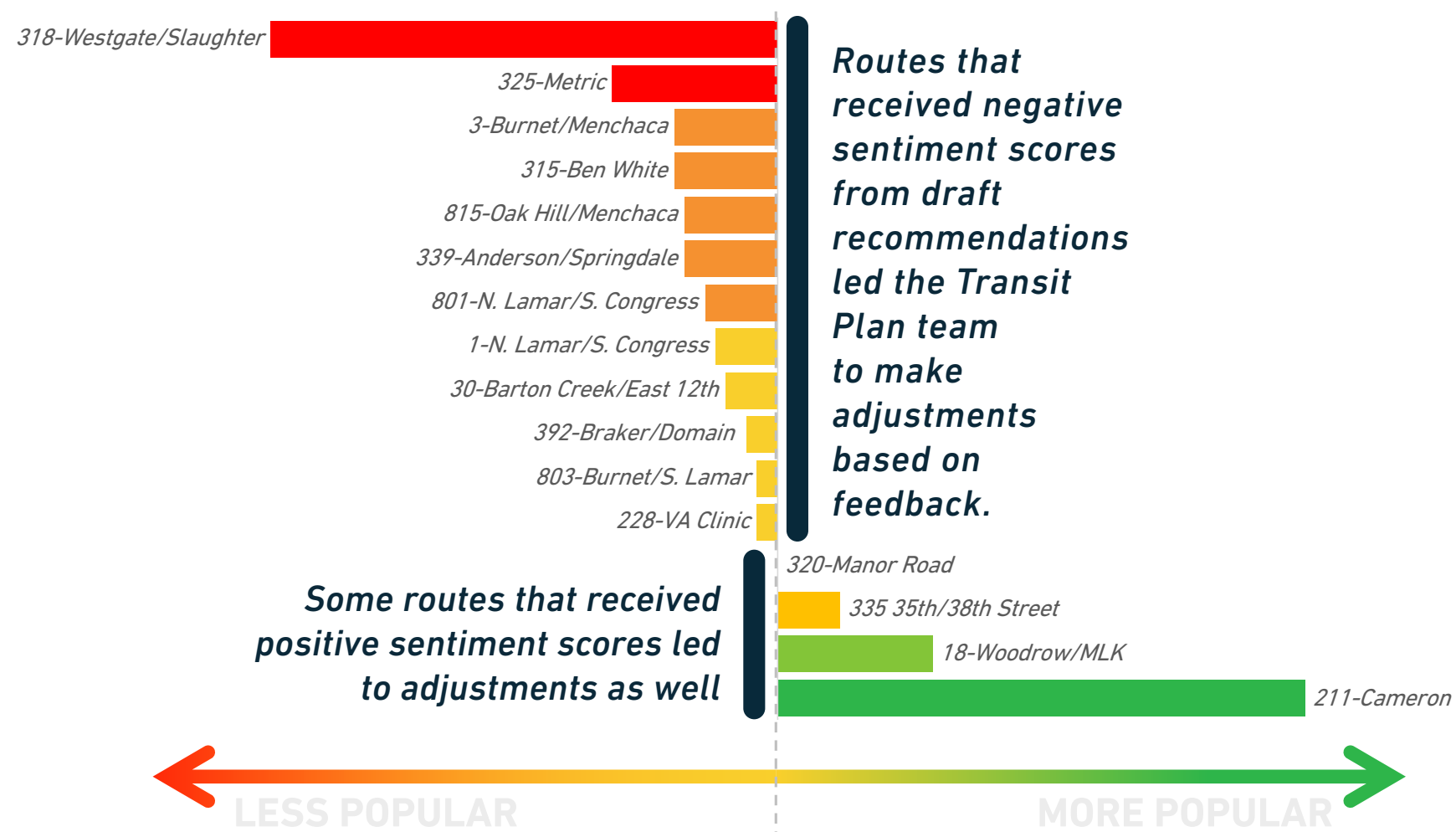
Neutral: Neither support nor disapproval for the recommendation.

Somewhat Positive: Recommendation was viewed positively, with additional feedback provided.

Very Positive: Complete support, noting the positive impact(s) the recommendation had on the respondent.

Each comment categorization was designated a numerical value, which was used to create a sentiment score. This score is the sum of all the numerical values of each comment related to a route or area. Sentiment scores were then used to identify which recommendations were frequently supported and which were criticized. Specific feedback on criticized recommendations was investigated and used to adjust the draft network. However, some routes with positive sentiment scores were also adjusted based on valid community feedback.

The chart below displays a sample of routes that were revised based on **community feedback**. Generally, negative sentiment scores led to revisions to recommendations, however, in select cases positive sentiment scores identified opportunities for further enhancement. For example, the Route 211 Cameron draft recommendation received very positive feedback. In their responses, community members noted that the route would also benefit from a southern extension. Upon observing this specific feedback, the team conducted further analysis that led to a final recommendation for an extension south to ACC Highland.



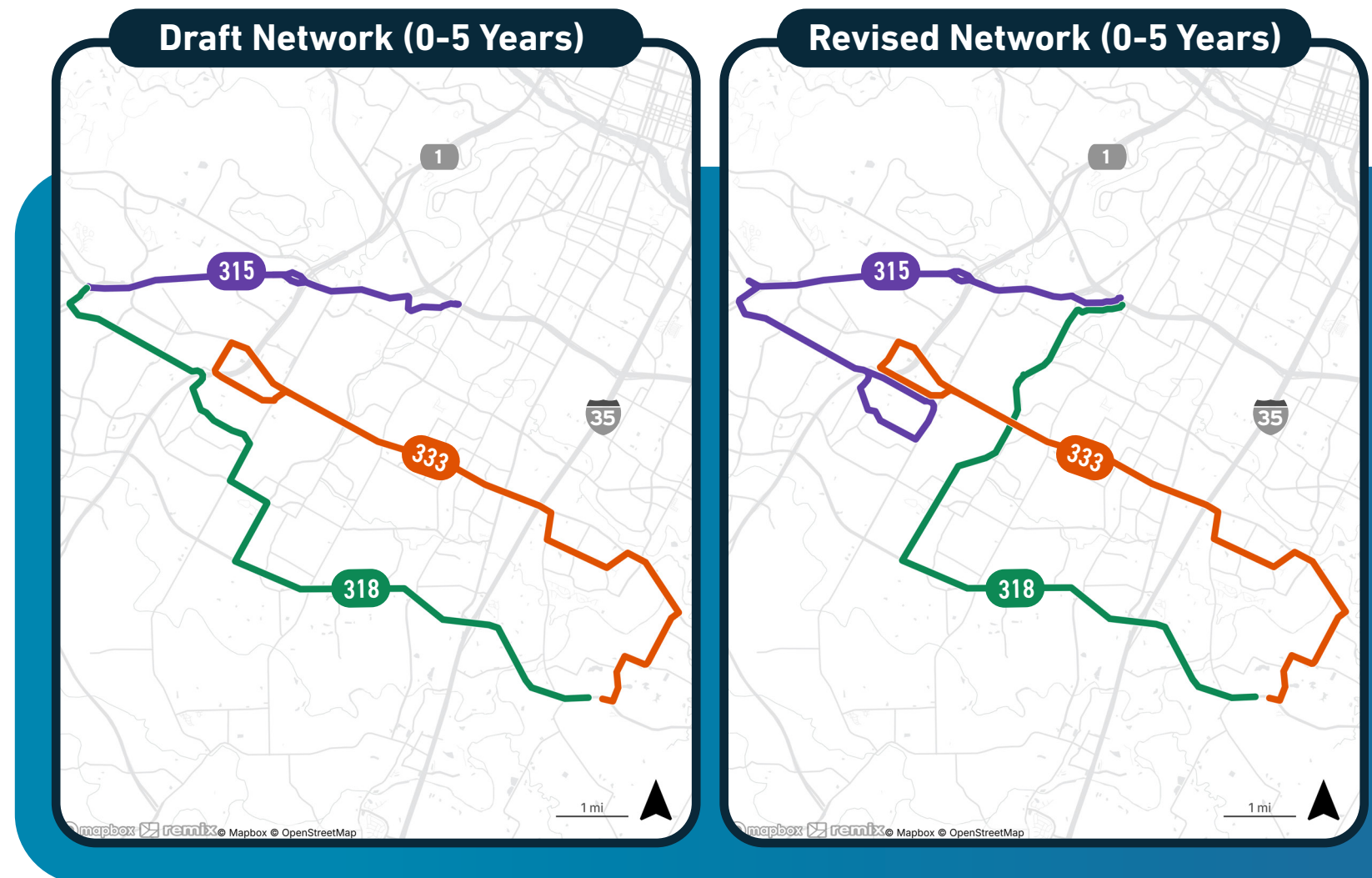
How we Incorporated Feedback

Example of Adjustments made to Routes 315 and 318

How Feedback Informed Change

- ✓ Community members voiced concern over removing service from West Gate Boulevard and removing service from major activity centers in the area.
- ✓ Upon further review, Route 318 was aligned back to West Gate Boulevard.
- ✓ Route 315 was revised to maintain Woodstone Village coverage.

40% of the draft recommendations presented in the Summer Engagement Round were revised based on community feedback.



Westgate [sic] Boulevard is an important arterial in this neighborhood and altering the 318 so it doesn't run from Slaughter up to the Westgate Shopping Center will make life more difficult for transit users in this area.



Key Takeaways

Overall, the draft network was well received

- Over 60% of comments received during this round were either neutral or positive.
- Positive responses were attributed to recommendations that increased frequency and extended service (like Route 310 Barton Creek/Parker) and realigned routes to create better east/west coverage (like Route 326 Rundberg). Respondents were also highly supportive of increasing service to the airport (like Route 350 Airport Blvd.).

However, there were some recommendations perceived negatively

- Respondents highlighted issues with discontinued served and missed coverage opportunities, especially in Southwest and Northeast Austin.
- Many comments emphasized a desire for increased frequency and hours of operation, especially for high-ridership Local routes.
- Recommendations proposed to better integrate with Austin Light Rail emphasized the community's concern over increased transfers in the future.

In-person feedback was generally more positive

- Respondents were usually more supportive of proposed changes when given time to interact and ask specific questions to CapMetro staff.
- At all in-person events, CapMetro provided the community with information providing context on the fiscal landscape, approach to phasing and route-level changes that helped community members better understand why changes were being proposed.
- Focus groups provided the opportunity for in-depth conversations on targeted areas of the system that led to several network revisions.

The community still has safety and customer experience at the top of mind

- While this round focused on obtaining feedback on recommendations to revise the draft network, the community provided valuable feedback related to safety and customer experience which was recorded and routed to the appropriate departments. While these topics are not the focus of Transit Plan 2035, they are a priority for CapMetro.
- The public emphasized the importance of accessible stops with safe walking routes and bus stop improvements, such as increased lighting, to increase safety.
- Respondents noted that late, canceled or inconsistent service makes time-sensitive travel difficult. They also requested updates to schedules to better align bus and rail services for easier transfers.





I Conclusion

Lessons Learned



In-person engagement and time spent with the public are essential for collecting strong feedback. Approaching diverse communities with a variety of media and strategies helps CapMetro to have conversations to help ensure that our community's needs are understood and grounded in reality. Examples of these media and strategies are videos, flipbooks and interactive maps and surveys, all available in English, Spanish and other languages upon request.



While CapMetro can't include everything in this plan due to financial realities, it's important to record everything we hear. This information on community wants and needs will benefit other ongoing and future plans and efforts.



Explaining complex concepts requires using all the tools in our toolbox. CapMetro carried out a multimedia program that included online interactive tools, printed materials, multilingual in-person conversations, instructional videos and events targeted to specific neighborhoods.



A careful review of public comments helped the Transit Plan 2035 team refine its recommendations. By examining both positive and negative feedback, the team was able to adjust the plan to better reflect community needs.



Spending extra time tailoring focus group conversations and presentations was worth it. It helped us gather detailed, actionable feedback that directly informed specific improvements to the final network.



Next Steps

- 📍 Analyze findings from Summer engagement to finalize recommendations.
- 📍 Present to the Board in October for plan adoption.
- 📍 Finalize the implementation plan for incorporation into future CapMetro service change processes, which typically occur 3 times per year.



Thank You for Shaping the Future of Transit

Your input has been invaluable in helping us understand our community's needs and priorities for Transit Plan 2035. By sharing your thoughts, you've helped lay the foundation for a transit plan that can help grow access in our region and a transit system that can better serve everyone.