

Capital Metropolitan Transportation Authority

Customer Satisfaction Advisory Committee (CSAC)

Wednesday, December 13, 2023.

6:00 PM

Virtual Presentation

CapMetro Employees: Penelope Ackling, Brian Alejandro, Peter Breton, Anna Lan, Edna Parra, Patricia Vidaurri.

Committee Members: Arlo Brandt, Ryan Johnson, Fangda Lu, Ephraim Taylor, Diana Wheeler.

Guests: Ruven Brooks.

Welcome / Introductions / Call to Order

Chair Taylor

Public Communications

Peter Breton shares an update on the CapMetro services that will be provided for New Years Eve.

Approval of the minutes – Motion to approve by Ryan Johnson / 2nd by Ephraim Taylor – passes unanimously.

ETOD Update

Anna Lan, Manager of Transit Oriented Development

Penelope Ackling, Community Engagement Coordinator

Anna Lan and **Penelope Ackling** give updates regarding the ETOD program, including the most recent engagement phase and next steps for the program.

Ryan Johnson asks about the integration of light rail in the North Lamar Transit Center (NLTC) Vision Plan, and specifically if CapMetro will move forward with the plan without light rail being integrated. **Anna Lan** explains that NLTC will be built as a bus TOD, which gives greater flexibility in terms of resources, community input, and additional opportunities.

Ephraim Taylor asks about the design of the NLTC TOD and anything being done to handle eventual light rail. **Anna Lan** says they are starting the design with the understanding that the transit center is multimodal, and that they are coordinating with ATP and working on a multi-phase development .

Ephraim Taylor asks how CapMetro is weighting responses from the community when there's a good chance that the outreach isn't fully representative of the community or the ridership.

Penelope Ackling and **Anna Lan** explain their public outreach in more detail, noting specific outreach at the transit centers and local business notification.

Ephraim Taylor asks what success looks like for CapMetro, and **Anna Lan** explains two main goals: building the facility itself, and (once the facility is built) that the people who are living and working there are similar to or come from the surrounding community.

Ruven Brooks says CapMetro shouldn't be apologetic about building bus-focused facilities, as even once light rail is built out, more people will be using the bus than the light rail.

Enterprise Data Analytics

Pat Vidaurri, Director of Performance & Strategic Initiatives

Patricia Vidaurri overviews the Enterprise Data Analytics Platform, including the most recent phase of development, which includes transparent finance information.

Fangda Lu asks if MetroBike and MetroRideShare data will be integrated into the dashboard, and **Patricia Vidaurri** explains that data from those programs will be integrated as a part of Phase C.

Officer Elections

Facilitated by Staff Liaison

Ryan Johnson nominates **Ephraim Taylor** for the position of Chair, and he accepts.

Ephraim Taylor is elected as Chair unanimously.

No nominations are set forth for the position of Vice-Chair. Nominations for this position will resume at the next regularly scheduled meeting.

Meeting adjourned at 7:12 PM