

CapMetro

**Customer Satisfaction
Advisory Committee**

June 2026



Public Involvement and Community Engagement

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What is ___ for CapMetro?

Community Engagement

an intentional, strategic effort to:

- connect with groups in the Central Texas region
- understand the matters affecting them
- and foster the community's understanding of CapMetro.

Public Involvement

Public involvement, also known as public participation, is the process of engaging communities in the decision-making process.

Partnerships

Strategic partnerships allow CapMetro to consistently engage with community partners, furthering our reach with their networks, clients, and communities.

Strategic Partnerships & Programming

Strategic partnerships vary in size and scope:

- Chambers of Commerce
- ATX Kids Club
- ADAPT of Central Texas
- Foundation Communities

Programs align strongly with our strategic priorities and create shared value for our partners:

CapMetro Art / CapMetro Cares / Art on the Bus

Program Showcase: Art on the Bus - AISD



Program Showcase: Art on the Bus - LISD



Program Showcase: Art on the Bus - MISD



Program Showcase: Art on the Bus - DVISD



How Partnerships & Public Involvement Align

Relationships are foundational to public involvement, and strategic partnerships help us build relationships with groups by engaging the community that that group serves.

In essence, strategic partnerships allow us to magnify our impact of public involvement projects by leveraging relationships.

Public Involvement (PI)

Scope of PI Work

- Usually project based
- Goals can range by project
- Planning and coordinating of PI activities
- Management of overlapping projects
- Communicating with the public

Activities in Public Involvement

- Conducting outreach in the community
- Creating and managing feedback opportunities
- Crafting responses to feedback
- Coordinating the planning and execution of public involvement plans (PIPs)

Public Involvement Plans (PIPs)

- Living documents
- Defines goals and scope of project
- Identifies the stakeholders impacted
- Outlines planned efforts
- Establishes timeline

Activities in Public Involvement

- **Coordinating the Planning and Execution of PIPs**
 - Includes outreach, feedback management, etc.
- **Conducting Outreach in the Community**
 - Tabling at community events
 - At-stop and on-board outreach
 - Blockwalking and directed outreach
- **Creating and Managing Feedback Opportunities**
 - Public meetings
 - Focus groups
 - Online comment boxes
- **Compiling and Summarizing Feedback**

Community Engagement as an Agency



CapMetro

Thank you!