

CapMetro

Customer Satisfaction Advisory Committee

May 2025



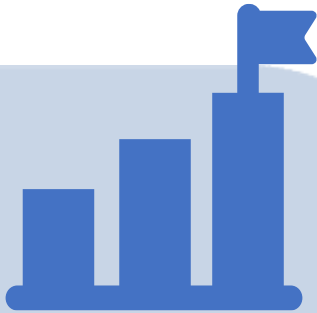
Strategic Plan 2035 Update

Patricia Vidaurri, Director of Performance and Strategic Initiatives

Refresher: What is the Five-Year Strategic Plan?



Provides CapMetro organizational **strategic direction** over the next five years.



Identifies and aligns actions, plans, programs, and services to carry out **the agency's mission**.



Effectively communicates the agency's vision and goals for the future both internally and externally.

Will include recommendations for tracking progress and reporting on performance.

Timeline and Progress



Plan Components & Terminology

STRATEGIC FRAMEWORK

CapMetro's Mission, Vision,
Core Values, Strategic Goals,
and Strategic Objectives

Fundamental to the organization; can be refreshed from time to time but does not change frequently.

CRITICAL RESULTS

Results that must be
CapMetro's priority to achieve
over the next five years

Tailored to the immediate needs of CapMetro's customers and the region today.

ACTIONS

Actions CapMetro must
take over the next five
years to achieve the
Critical Results.

Specific enough to be assigned and operationalized.

Critical Results to Guide CapMetro for the Next 5+ Years



Enhance service quality through security and reliability improvements.

New!



Increase ridership per capita in the region.



Ensure fiscal responsibility guides all the organization's activities.



Work to make CapMetro a recognized and integral component of transportation in the region.

Draft Actions

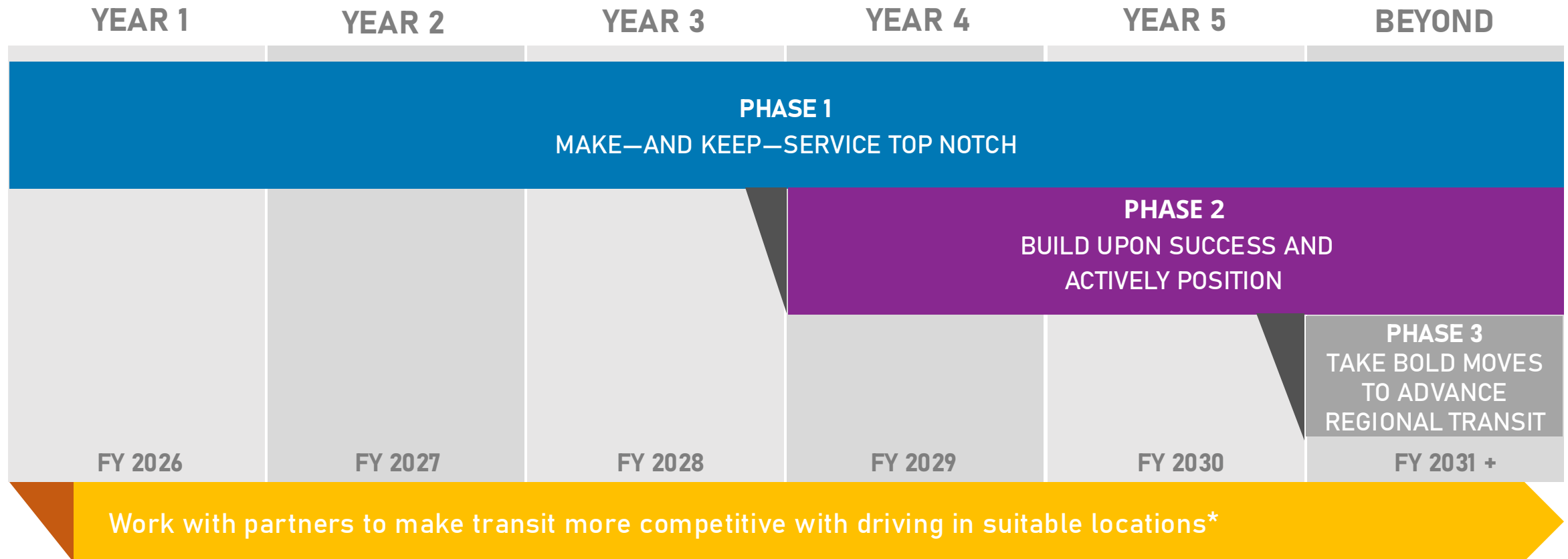
CRITICAL RESULTS

1. Enhance service quality through security and reliability improvements.
2. Increase ridership per capita in the region.
3. Ensure fiscal responsibility guides all the organization's activities.
4. Work to make CapMetro a recognized and integral component of transportation in the region.

Action A	Action B	Action C	Action D	Action E
Action F	Action G	Action H	Action I	Action J
Action K	Action L	Action M	Action N	Action O
	Action P	Action Q	Action R	

Each Action is assigned to one lead department and has milestones, each with their own timeline, throughout the five-year period.

Preparing CapMetro for the Region's Growing Transit Needs

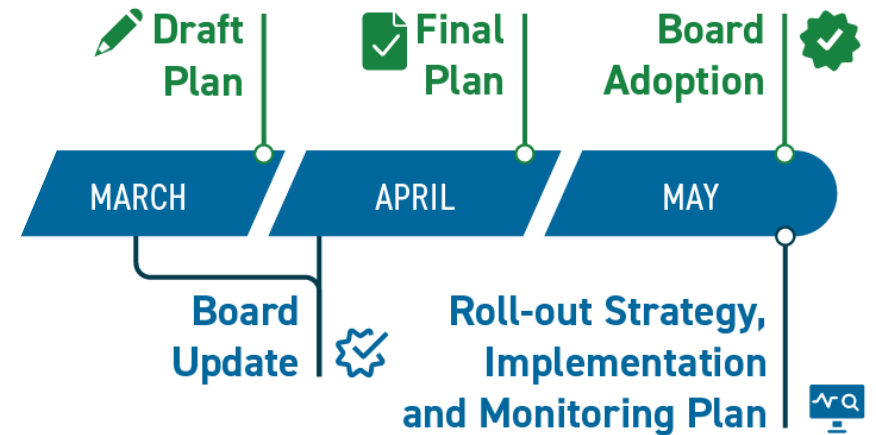


** Through a combination of transit-oriented development and service and infrastructure enhancements enabled by new funding sources and greater incentives to use transit.*

Next Steps

Review with Advisory Committees

- **May 7** – Access
- **May 14** – Customer Satisfaction
- **Implementation and Roll-Out Strategy** – to ensure communication throughout the organization – by end of May.



Strategic Goals (1 & 2) and Strategic Objectives

Strategic Goals	Strategic Objectives
Customer Provide a convenient, desirable, and accessible option for mobility in the region and its communities.	<ul style="list-style-type: none">A. Provide a reliable and safe transit service.B. Continue to improve the customer experience.C. Ensure the system is accessible for everyone in the region.
Community Demonstrate our value to a growing region by collaborating with partners and communities.	<ul style="list-style-type: none">D. Support sustainable growth through improved access to jobs, services and opportunities.E. Continue to improve the environment by transforming into a fully carbon-neutral transit agency by 2040.F. Engage the community, customers and stakeholders in a constant process to reflect their input in the transit system and respond to immediate needs.G. Foster community conversations to improve regional mobility.

Strategic Goals (3 & 4) and Strategic Objectives

Strategic Goals	Strategic Objectives
Workforce Invest in a productive and valued workforce.	<ul style="list-style-type: none">H. Recruit, hire and develop an engaged workforce from a diverse talent community.I. Foster an inclusive, collaborative culture that develops a diverse and engaged workforce.J. Expand and develop a highly skilled workforce to meet the changing needs of the agency and community.
Organizational Effectiveness Deliver responsibly and sustainably on the mission.	<ul style="list-style-type: none">K. Be a fiscally responsible and transparent steward of public funds.L. Advance the culture of safety throughout the organization.M. Balance investments while prioritizing a state of good repair.



Transit Plan 2035 Update

Kaity Cromwell, Planner, Regional Transit and Mobility

Today's Agenda

Transit Plan 2035 Overview

Existing Conditions Overview

Community Feedback Overview

Q&A



What is a Transit Plan?



Transit Plan 2035 is our **vision** and **roadmap** for the CapMetro System over the next 5 to 10 years.



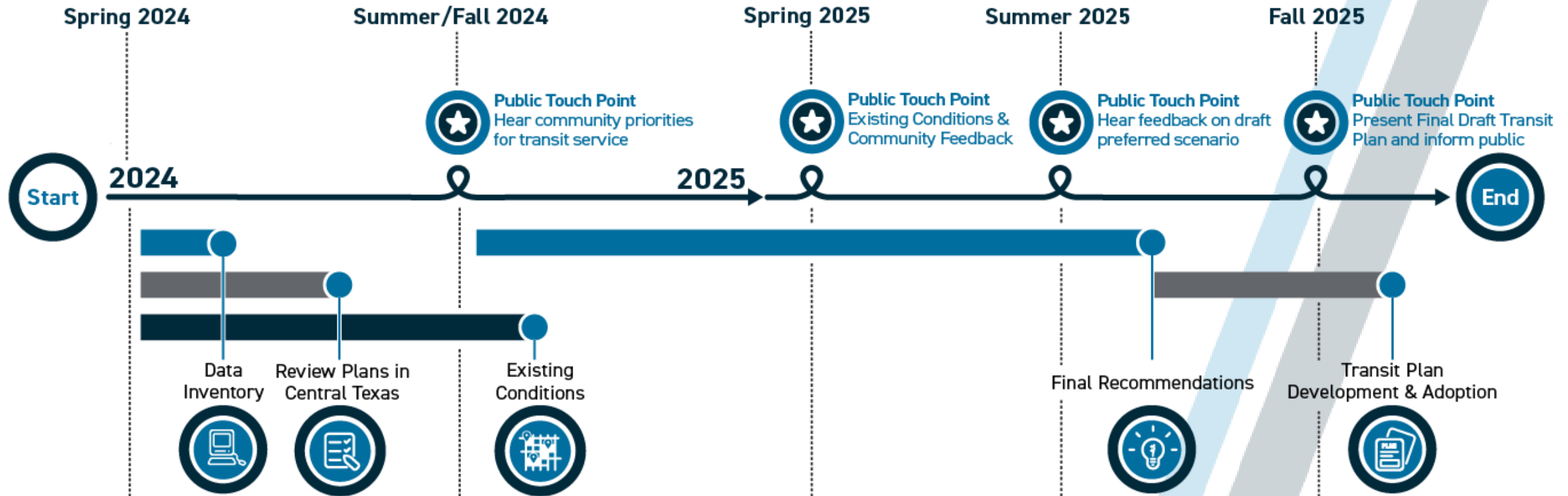
We typically update our transit plan every 5 years

- Last updated in 2015 with a scheduled 2020 update
- Connections 2025 Service Plan → Cap Remap



We want to work with the community, and stakeholders to **co-create** a **guiding document** for Central Texas' transit system.

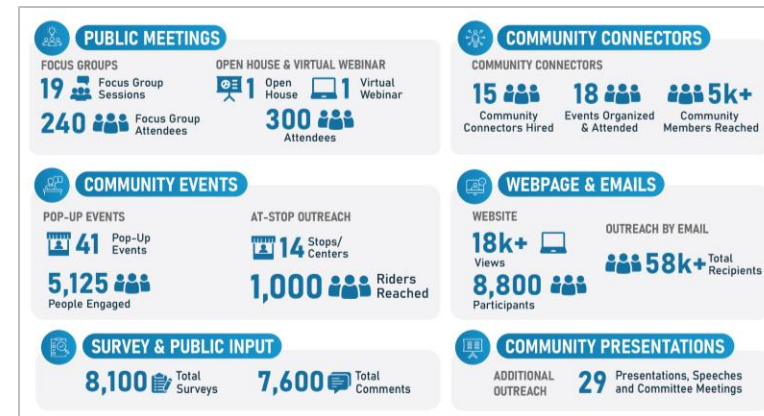
Project Timeline



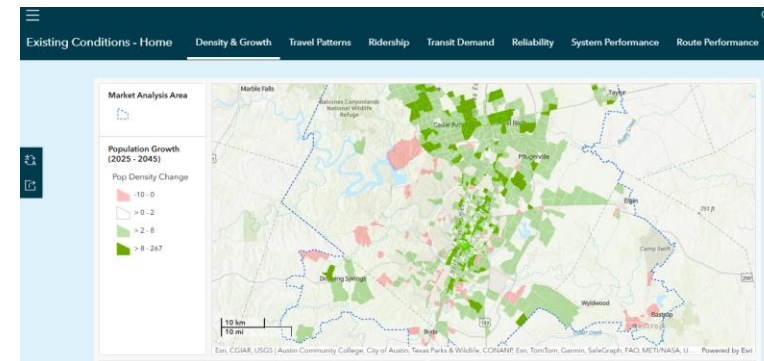
Next Steps: Service Scenario Development

The combination of community outreach feedback, travel patterns, operations, and market data will be used to help us identify changes to the network.

Community Outreach Round 1 Engagement Summary (Public)



Market Analysis Existing Conditions Virtual Report (Public)



Existing Conditions Components

Study Area & Regional Trends

Analyzing study area and provides an overview of demographic / socioeconomic and travel trends in Central Texas.

Market Analysis

Assessing current transit market by identifying locations that support transit, new activity centers and existing gaps in service.

Service Analysis

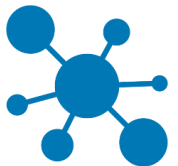
Evaluating existing CapMetro service performance trends and analyses at the system, service type and route-levels.

Analysis Areas



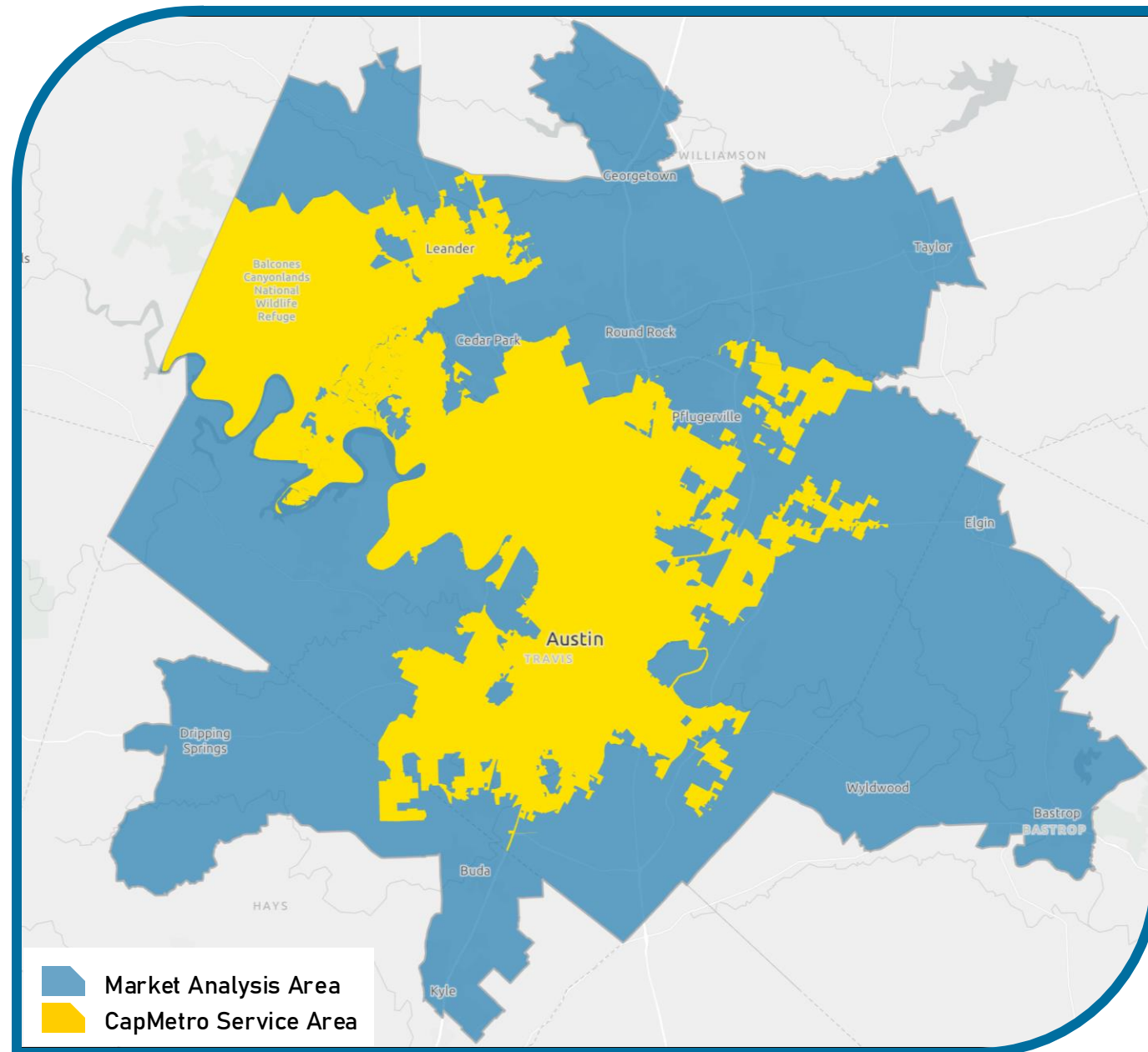
CapMetro Service Area

Area where CapMetro currently operates and is authorized to provide transit service



Market Analysis Area

Analysis area inclusive of CapMetro's Service Area and neighboring communities to help understand how people are traveling in the greater region and where transit demand is growing



Population and Employment Today

Significant density concentrations:

- US 183 (West of I-35) & I-35 corridors
- Riverside Dr.
- UT/West Campus
- Lamar Blvd. corridor
- Isolated density pockets in Exurbs

2022 Market Area Totals

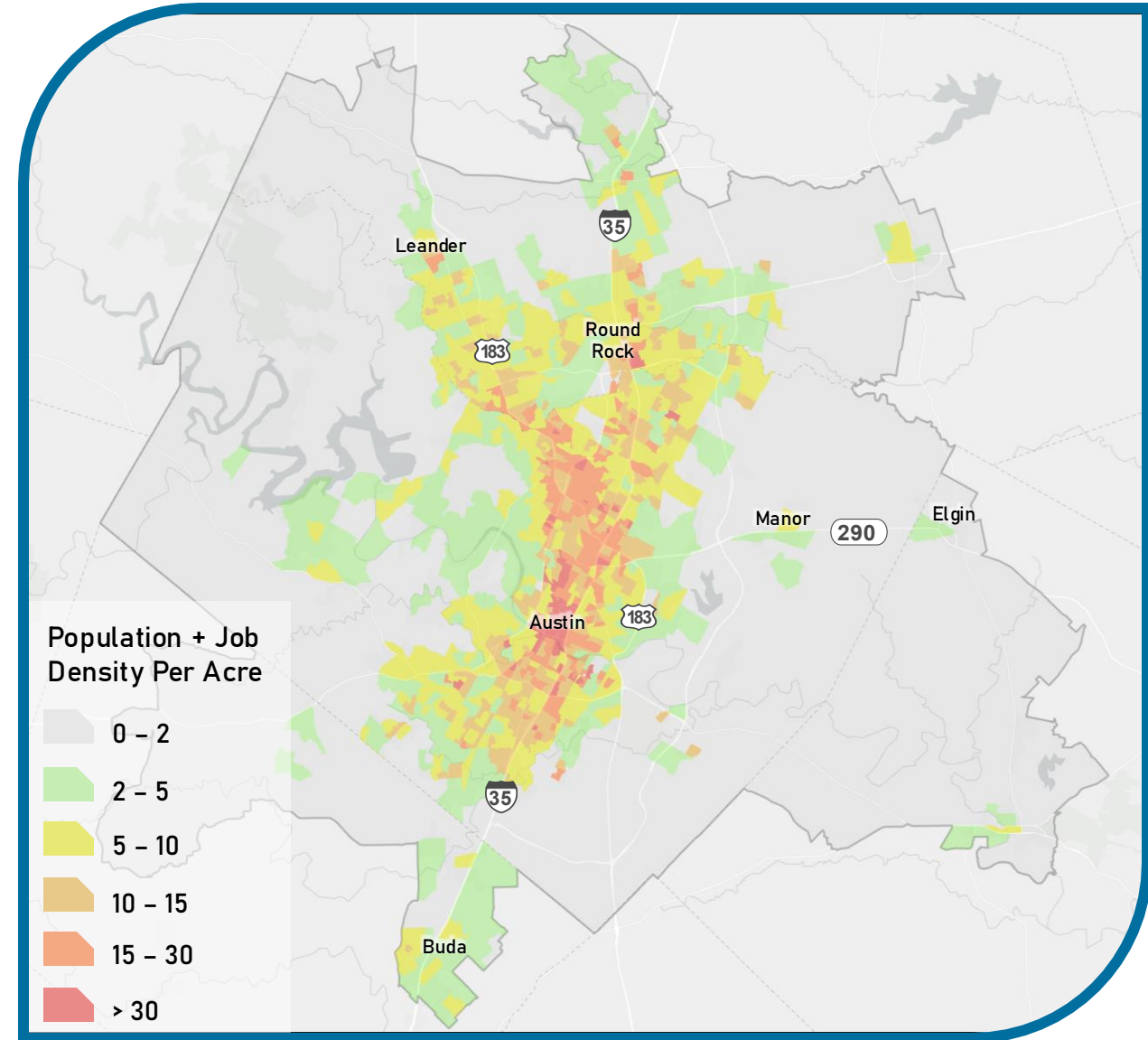
Population

2,039,932

Jobs

1,065,956

*Source: 2022 ACS 5-year Estimates (Population),
2022 LEHD LODES (Jobs)*

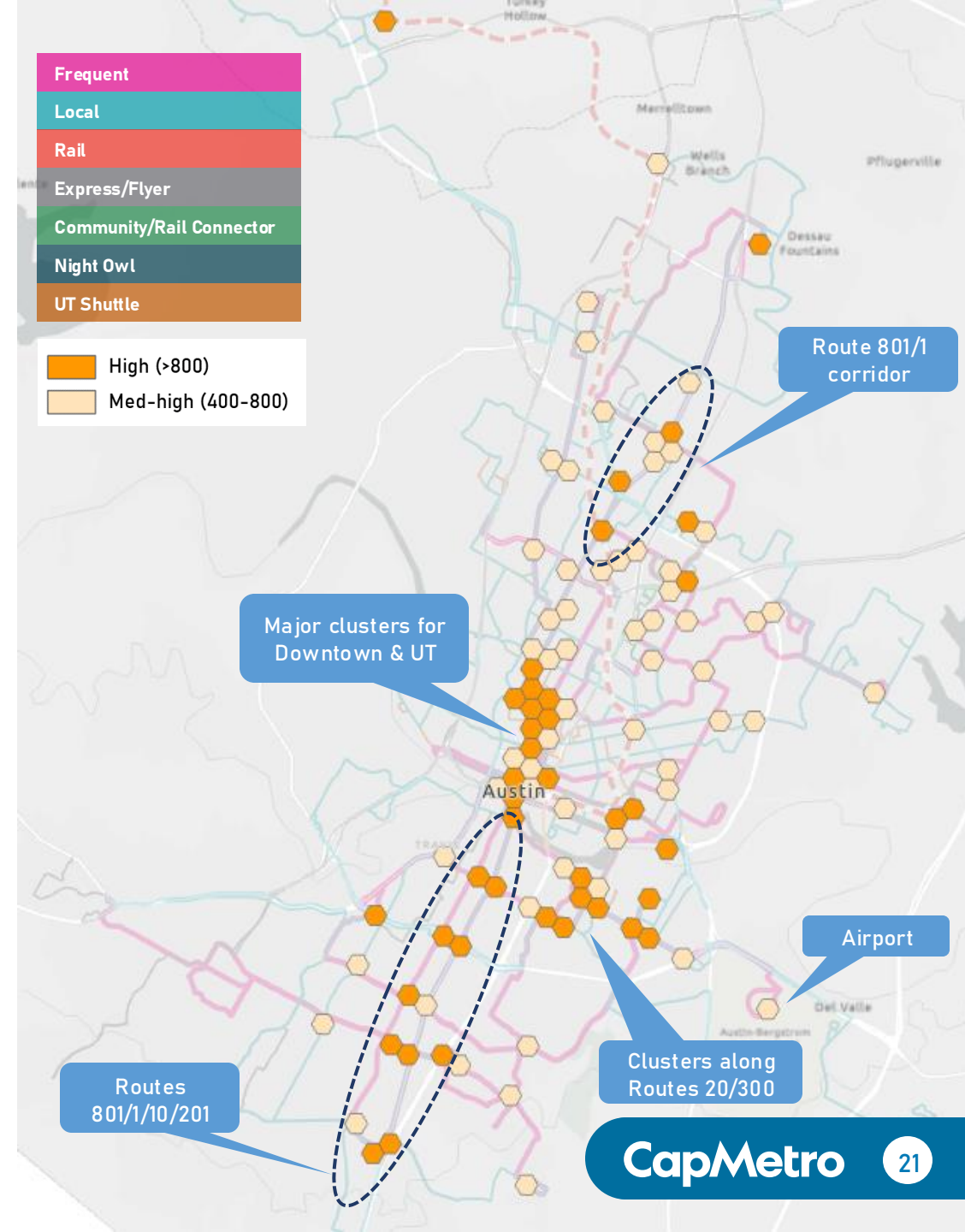


*Source: 2022 ACS 5-year Estimates (Population),
2022 LEHD LODES (Jobs)*

Where Is Ridership Concentrated?

Major generators of ridership are in Downtown Austin, around UT, major north/south corridors, and southeast of Downtown.

- Ridership activity is heavily concentrated along frequent routes/connections, UT shuttles, and the Red Line.



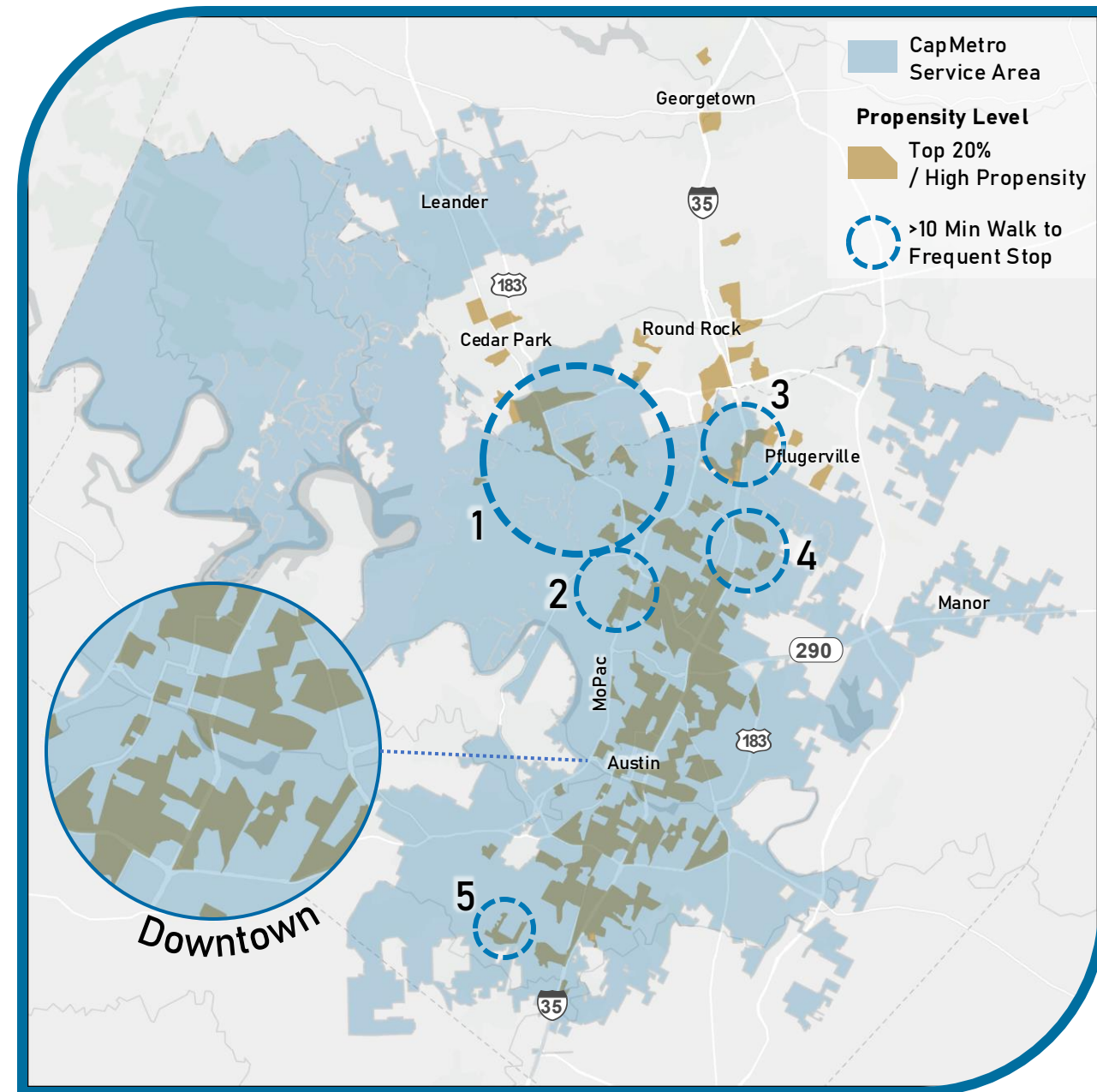
Transit Propensity

What is the Transit Propensity Index?

Identifies areas with high demand for transit service by combining and scoring ridership and equity metrics.

Underserved High Propensity Clusters (circled on map):

1. US 183 corridor (West of MoPac)
2. N. MoPac & US 183
3. Windemere
4. Walnut Creek at I-35
5. Slaughter Lane





Community Feedback Overview



Community Visioning – By the Numbers



PUBLIC MEETINGS

FOCUS GROUPS

19  Focus Group Sessions

240  Focus Group Attendees

OPEN HOUSE & VIRTUAL WEBINAR

1  Open House **1**  Virtual Webinar

300  Attendees



COMMUNITY CONNECTORS

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15  Community Connectors Hired

18  Events Organized & Attended

5k+  Community Members Reached



COMMUNITY EVENTS

POP-UP EVENTS

41  Pop-Up Events

5,125  People Engaged

AT-STOP OUTREACH

14  Stops/Centers

1,000  Riders Reached



WEBPAGE & EMAILS

WEBSITE

18k+  Views

8,800  Participants

OUTREACH BY EMAIL

58k+  Total Recipients



SURVEY & PUBLIC INPUT

8,100  Total Surveys

7,600  Total Comments



COMMUNITY PRESENTATIONS

ADDITIONAL OUTREACH

29 Presentations, Speeches and Committee Meetings

Where Did We Go?



CapMetro

Who Did We Hear From in the Survey?

Considering race and ethnicity in Transit Plan 2035 is important for ensuring equity, inclusivity and effectiveness in meeting the needs of diverse communities across Central Texas.

52%



of respondents
identified as minorities.

51%



of respondents
identified as female.

52%



of respondents
identified as low income.

7%



of respondents identified as
Low English Proficiency (LEP)

7%



of respondents
Identified as experiencing
housing insecurity.

16%



of respondents
identified as having a disability.

26%



of respondents
identified as not having a
personal automobile.

Next Steps: Community Involvement

June – Continue to develop a draft service scenario

Later this summer – Share draft service scenario and launch second round of feedback



Questions

**Sign up for communications/
view reports:**
www.capmetro.org/transitplan2035

For Questions Email:
transitplan2035@capmetro.org

CapMetro

Thank you!