Customer Satisfaction Advisory Committee

October 2023
HKS, UNStudio, and Gehl (HUG) Update from ATP

Peter Mullan, EVP of Architecture & Urban Design at ATP
Yannis Banks, Community Engagement Manager at ATP
Program Implementation & Integrated Approach Work Efforts
Program Implementation & Integrated Approach Work Efforts

**Design:**
- Development of Base Design
- Summer

**NEPA**
- Notice of Intent
  - Winter
- Draft EIS/Circulate to Public
  - Fall
- Final EIS/Record of Decision
  - Fall

**CIG**
- Complete Project Development
  - Winter

Timeline:
- 2023
- 2024
- 2025
- 2026
How do we create a human centered design?

1. Research
2. User Needs
3. Design Principles
4. Design
Local Context Research

- Urban Form
- Culture/History
- Landscape
- Sustainability
- Materials
- Wayfinding

10.04.2023
Site + User Research

Mapping User Mobility Patterns

Public Realm Analysis

Cognitive Mapping of the Transit Experience

Vision Workshops + Engagements on the Go
Mapping User Mobility Patterns

Tools Used:
1. Gehl Public Life app
2. Gehl Eye Level City App
3. Printed maps, pen, paper
Public Realm Analysis

Tools Used:
1. Gehl Public Life app
2. Gehl Sidewalk and Facade Quality app
3. NIOSH Sound Level Meter
4. Light Meter LM-3000
Cognitive Mapping of the Transit Experience
### Workshops, Focus Groups + Engagement on the Go

<table>
<thead>
<tr>
<th>Engagements on the Go</th>
<th>Focus Groups</th>
<th>Vision Workshops</th>
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</thead>
<tbody>
<tr>
<td><strong>Blind &amp; Low Vision</strong></td>
<td><strong>Safe Routes to School</strong></td>
<td><strong>Deaf &amp; Hard of Hearing</strong></td>
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<tr>
<td>June 21, led by Scott Meyer, Texas Department of Assistive and Rehabilitative Services</td>
<td>June 23, led by Coleen Gentles, Safe Routes to School</td>
<td>June 22, led by Stacy Landry, Travis County Services for Deaf and Hard of Hearing</td>
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<tr>
<td><strong>Deaf &amp; Hard of Hearing</strong></td>
<td><strong>CapMetro Art Program &amp; Artist</strong></td>
<td><strong>Reps from</strong></td>
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<td>June 22, led by Stacy Landry, Travis County Services for Deaf and Hard of Hearing</td>
<td>June 22 led by Melissa Ortiz and J Muzacz (McKalla Station Artist)</td>
<td>The City of Austin, Austin Downtown Alliance, CapMetro, ATP EAC, ATP PSEC, ATP Board, CAC, SWSG</td>
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</tbody>
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Priority User Needs

Community
- Social Connection
- Connection to Place
- Belonging

Comfort
- Clear Navigation
- Connection to Nature
- Convenience
- Comfort from Noise
- Walkability

Safety + Security
- Ease of Access
- Predictability
- Thermal safety
- Choice
- Comfort from Noise
- Walkability
How do we ensure these user needs and our design principles resonate with Austinites?

Community engagement
Fall 2023

Workshops
Facilitated conversations with interactive exercises to discuss topics that will inform design

Experience based Engagement
Leveraging community partnerships to expand reach to more communities and connect with people in more creative and engaging ways

Digital Tools
Engaging people in new ways to increase reach and inspire new riders
THANK YOU
FY2024 Strategic Plan Update

Nina Loehr; Program Manager, Executive Staff
# Fiscal Year 2024 Strategic Plan

## CORE VALUES
Safety, Equity, Innovation, Transparency & Sustainability

## MISSION
To empower, enhance, and serve the region and its communities through the responsible delivery of high-quality public transportation.

## VISION
CapMetro is integral to the region and its communities, providing connectivity, fostering economic activity, and ensuring safe, environmentally sustainable, and equitable access to opportunity.

## GOALS

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<thead>
<tr>
<th>Objectives</th>
<th>Customer</th>
<th>Community</th>
<th>Workforce</th>
<th>Organizational Effectiveness</th>
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<tbody>
<tr>
<td>A</td>
<td>Provide a reliable and safe transit service.</td>
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<td>B</td>
<td>Continue to improve the customer experience.</td>
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<td>C</td>
<td>Ensure the system is accessible for everyone in the region.</td>
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<td>Support sustainable growth through improved access to jobs, services, and opportunities.</td>
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<td>Continue to improve the environment by transforming into a fully carbon-neutral transit agency by 2040.</td>
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<td>F</td>
<td>Engage the community, customers, and stakeholders in a constant process to reflect their input in the transit system and respond to immediate needs.</td>
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<td>Foster community conversations to improve regional mobility.</td>
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<td>Recruit, hire, and develop an engaged workforce from a diverse talent community.</td>
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<td>Foster an inclusive collaborative culture that develops a diverse and engaged workforce.</td>
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<td>Expand and develop a highly skilled workforce to meet the changing needs of the agency and community.</td>
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<td>Be a fiscally responsible and transparent steward of public funds.</td>
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<td>Advance the culture of safety throughout the organization.</td>
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<td>M</td>
<td>Balance investments while prioritizing a state of good repair.</td>
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Thank you!