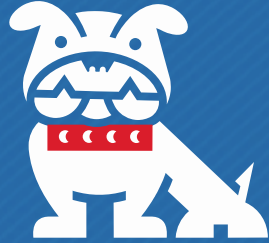


# CapMetro

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## **Project Connect 2020 Education Initiative Executive Campaign Report**

**February 2021**



## SHERRY MATTHEWS GROUP

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**“There are some terrific agencies that sell cheeseburgers, spark plugs, and chewing gum. That’s not who we are. Whether it’s for the environment, health, education, transportation, humanitarian aid, or wildlife preservation, we are advocates for positive change. This isn’t a division of our company. This is our company.” – SMG**

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# Highlights

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# Highlights

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Dedication and seamless teamwork across CapMetro, the PMOR and Sherry Matthews Group led to a successful transit referendum and great work.

- Austin voters approved Proposition A—by nearly 58%—to help fund the \$7.1B Project Connect Plan.
- The campaign generated \$3,164,086 in earned media publicity value for Project Connect and an additional \$739,144 added value for paid media.
- Combined earned and paid media impressions totaled 482,125,527.
- Post-survey results showed nearly 71% awareness that there was a new plan to improve public transit.
- The campaign generated 57% awareness of name recognition of Project Connect.

# CapMetro

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## Pre-Campaign Work



# Project Connect Community Office

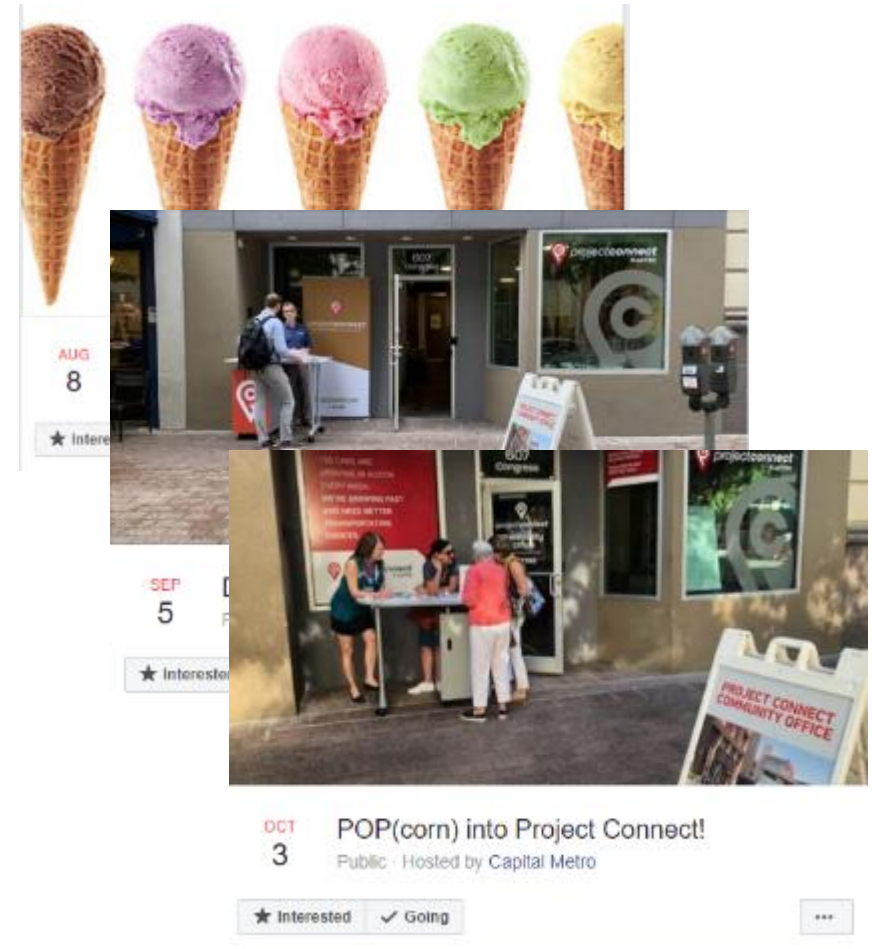


*The Project Connect Community Office, located in downtown Austin, opened in February 2019. The location sees lots of foot traffic and finds ways to bring people in to engage and learn more.*



# Tacos, Treats, Games - Pitching the long-term vision

*Taco Thursdays and Sweet Treat Transit Breaks offer free food, coffee and snacks to encourage people to come in and learn about the Project Connect plan.*





# PARK(ing) Day at Project Connect



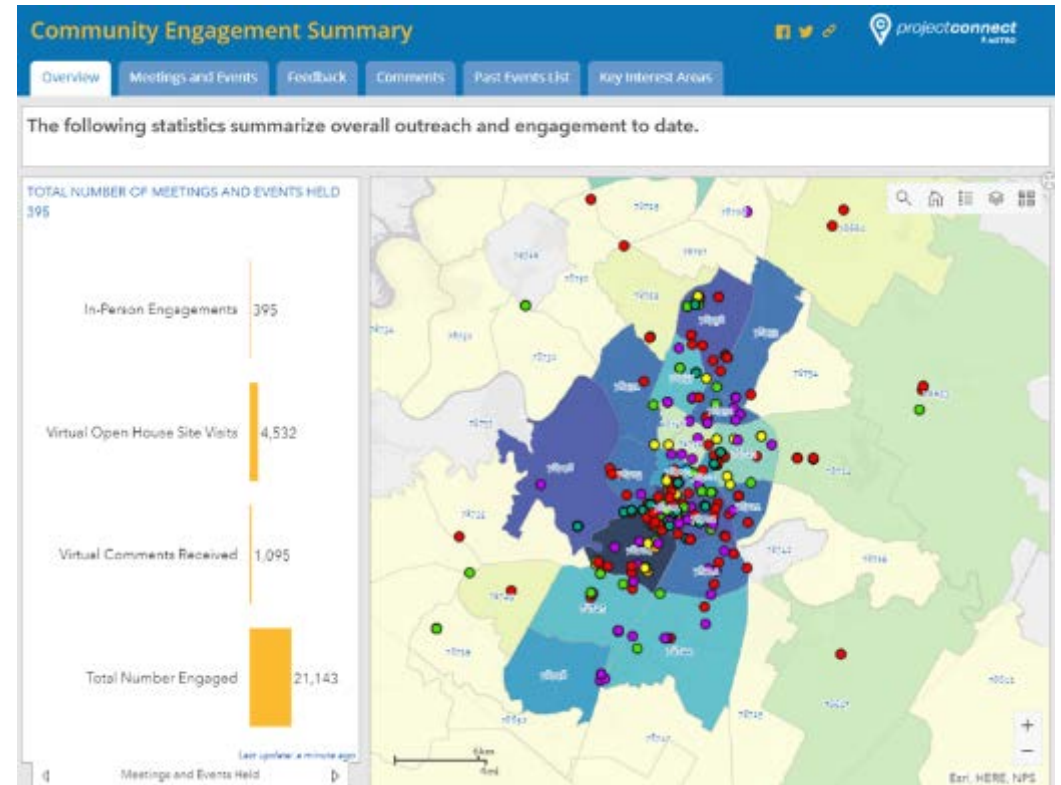
*We participated in International PARK(ing) Day, Sept. 20, by transforming the two parking spots in front of the Project Connect Community Office into a playground inviting downtown office workers to Project Connect 4, bean bag toss and dialogue about our long-term vision plan.*



# Event Activations



*Project Connect goes beyond the office and out into the community, reaching events throughout the Central Texas region, connecting with more than 21,000 people to date.*





# ProjectConnect.com – inviting engagement, education



*ProjectConnect.com houses educational resources to learn more about Transitways, Mobility Hubs, the Bus Network, Commuter Rail and other features of the plan. In addition, users can engage in our Virtual Open Houses to provide feedback on specific proposed lines and other elements of the plan.*

## NAVY LINE PLEASANT VALLEY CORRIDOR



How likely might you be to ride a MetroRapid bus in this corridor? \*

Choose one.

Highly likely    Likely    Neutral/unsure    Unlikely    Very unlikely

Likelihood \*

# Paid Media – Radio, Social and Print: Jan – Dec 2019

Capital Metro/Project Connect Paid Media Flowchart		2019																																											
		March				April					May					June				July					August				September				October				November								
Demo: A18+	Market: Austin	4	11	18	28	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25					
<b>RADIO</b>																																													
KUT/KUTX																																													
KOOP																																													
KAZI																																													
<b>DIGITAL</b>																																													
Facebook/Instagram																																													
Twitter																																													
Email																																													
<b>PRINT</b>																																													
Community Impact - Print edition ( NW Austin, SW Austin, Central) - 1/2P4C																																													
Community Impact - Digital ( NW Austin, SW Austin, Central)																																													
Austin American-Statesman - 1/4P 4C																																													
Austin Chronicle - 1/2P4C																																													
The Villager - 1/4P 4C																																													
NOKOA - 1/4P 4C																																													
La Prensa - 1/4P4C (Spanish)																																													
El Mundo - 1/4 page (Spanish)																																													



# Paid Media – Radio, Social and Print: Jan – June 2020

Capital Metro/Project Connect Paid Media Flowchart

Demo: A18+	2020																								
	January				February				March				April				May				June				
Market: Austin	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
<b>RADIO</b>																									
KUT/KUTX																									
KOOP																									
KAZI																									
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Facebook/Instagram																									
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Austin American-Statesman - 1/4P4C																									
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The Villager - 1/4P 4C																									
La Prensa - 1/4P4C (Spanish)																									
El Mundo - 1/4 page (Spanish)																									





# Campaign Approach

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# Campaign Goal and Strategy

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Implement a broad public education effort to build awareness of Project Connect.

**Target:** City of Austin and Capital Metro service area residents age 18+

## Strategy

- Communicate Capital Metro's Project Connect as a vital part of the solution for traffic issues.
- Educate the public on plan details and benefits.
- Reach audiences through multiple touchpoints: a 360 approach.
- Engage online, offline, outreach, paid and earned media.



# Research Summary

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**17 focus groups** (2019/early 2020) to develop initial messaging, maps, imagery and creative. Groups included a mix of ethnicities, African-American only, and Spanish-language with riders and non-riders.

**Temperature Check.** SurveyMonkey platform and Lucid sample providers. Programmed, managed and analyzed during May 2020 to evaluate attitudes and perception during COVID-19. Total sample: N = 407.

**5 virtual creative focus groups** in June 2020 with a mix of ethnicities, African-American only and Spanish-language. All groups conducted with non-riders.

# Research Results

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- Big cities have big transit systems. Austin is a big city. We must act now!
- Credibility and support grew as the plan grew.
- Project Connect is a bold plan. It will help Austin reach its potential.
- Rail and underground are the most exciting elements of the plan.
- Coverage of all of Austin is a huge benefit. The plan is credible.
- Post-COVID-19, traffic remains one of our biggest challenges.

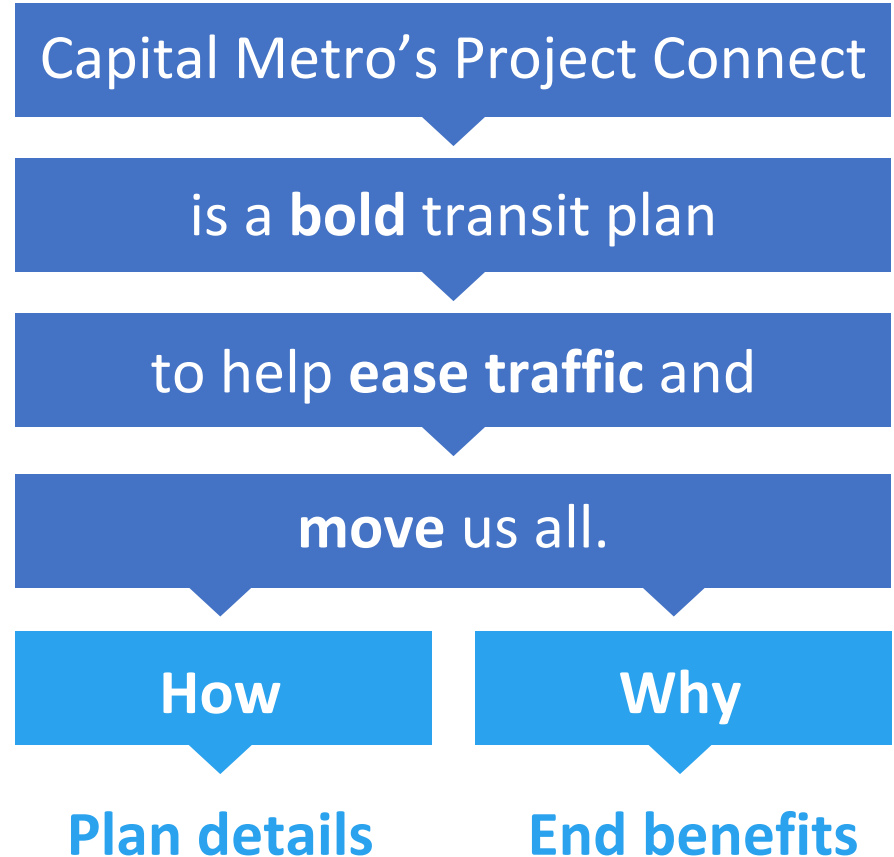


# Message Hierarchy

Our goal was to change the conversation around our region's traffic issues.

The tone reinforced the Project Connect brand:

- Trustworthy
- Forward-thinking
- Authentic
- Transparent
- Solutions-oriented
- Responsible
- Inclusive



# Key Messages

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- Equity: the plan provides access to everyone.
- Plan is comprehensive: thorough coverage for our communities.
- Environment; zero-emissions, all-electric.
- Key features of the plan (rail, tunnel, airport, bus, etc.).
- Growth and congestion.
- Investment, economy and job creation.
- Livability/quality of life.



# Phased Approach

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## **Pre-COVID – January to March**

- Initial campaign development, research and awareness.
- Announcement of the LPA.

## **Phase 1 – May to August**

- Build awareness and excitement of the bold transit plan to garner community support.
- Research, creative development, public relations, social media and paid media launch.
- Approval of LPA and approval to move forward with bond election.

## **Phase 2 – August to November**

- Educate and build awareness of the plan and its components.
- November 3 election for Proposition A.

# Campaign Elements

- Research
- Message development
- Creative development
- Media relations
- Social media content development (static, animation, video)
- Website design, copy, and consultation
- Social media monitoring
- Brochure
- Speakers Bureau presentation
- Fact sheets
- Paid Media
  - Facebook/Instagram/Twitter
  - Digital media (multiple platforms)
  - TV/OTT
  - Email
  - Radio/Pandora Radio
  - Print
  - Transit (added value)
  - Out-of-home billboards
  - Out-of-home convenience stores
  - IMG/UT Sports
  - BCycle/Bike Share
  - Theater @ Home (CTT/CPV)

# Paid Media: Multiple Platforms



## TV/OTT

51.15M impressions (TV)  
724,437 impressions (OTT)



## Social

14.9M impressions



## Digital Media

71.9M impressions



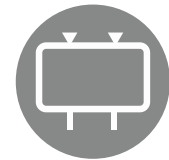
## Email

237,102 impressions



## Radio/Pandora

48M impressions (Radio)  
2.7M impressions (Pandora)



## Outdoor

71M impressions



## Transit

8M impressions



## BCycle

3M impressions



## Print

1.32M impressions



## Theater @ Home

(CTV/OTT/Video)  
1.27M impressions



## IMG/UT

1.5M impressions



## C-Store

2.77M impressions



# Media Matrix – 262+ Million Impressions

MEDIA	LIVE DATES	BENEFITS	KEY MESSAGES
<b>Television: x Linear</b> Impressions: 51,154,000 14 weeks	7/20-8/30 (off i r 7) 9/7-11/3	<ul style="list-style-type: none"> <li>Broadcast, cable, and Spanish-language</li> <li>Dominant, persuasive medium for building awareness and education</li> <li>Broad reach among target 18+.</li> <li>Select programs, such as news and others</li> <li>English and Spanish</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan designed for all of Austin</li> <li>Environment: all-electric</li> </ul>
<b>Television: OTT (Over-the-Top)</b> Impressions: 724,437 14 weeks	7/20-8/30 (off i r 7) 9/7-11/3	<ul style="list-style-type: none"> <li>Over-the-internet bypasses cable, broadcast and satellite for online viewing of content</li> <li>Impressions served to connected TV devices such as Roku, Apple TV and Sling</li> <li>Reaches entire target (18+), but increases reach among young adults ages 18-34</li> <li>Impressions served to smart devices such as smartphones and tablets</li> <li>English and Spanish</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan: Coverage for all</li> <li>Environment: all-electric</li> </ul>
<b>Social Media</b> (Facebook, IG, Twitter) Impressions: 14.9M 5 months + 2 weeks	Facebook: 3/7-3/13, 5/18-5/31, 7/2-11/30 (off i r 7-7/7, 7/14-7/15, 7/23-7/27, 7/30, 8/7-8/13, 11/4-11/17) Twitter: 3/7-3/13, 7/7-11/3 (off i r 7-7/7, 7/30-8/13)	<ul style="list-style-type: none"> <li>High reach and frequency</li> <li>Engage, educate, reinforce</li> <li>Target specific age demographics and geography</li> <li>60+ posts; mix of static curated, animation, Facebook live, testimonial videos</li> <li>Leverage influencers</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan designed for all of Austin</li> <li>Equity and affordability</li> <li>Environment: all-electric</li> <li>Growth and congestion</li> <li>Liveability/quality of life</li> </ul>
<b>Digital Media</b> (Google Search, Banner, Text, Mobile Geo-fencing, AAS, CultureMap, YouTube/Discovery Ads) Impressions: 71.9M 4 months	Google Search – 3/10-3/13, 7/1-11/3 (off i r 7-8/8) Google Banner, Text 7/1-10/23 (off i r 7-8/13) Mobile Geofencing 7/1-11/3 (off i r 7-8/16) Location Specific Messages ran 10/12-11/3a AAS 7/1-11/3 (off i r 7-8/13) CultureMap 7/6-9/30 Discovery Ads/YouTube 7/8-11/3 (off i r 7-8/13, 10/1-10/11)	<ul style="list-style-type: none"> <li>Mobile – reach broad audience with plan specific information; English and Spanish.</li> <li>Mobile/Geofence – provide relevant information about the plan to the Capital Metro service area and geographic information about different areas.</li> <li>Austin <i>Are r i can-Statesman</i>—reaching people who are interested in local Austin issues.</li> <li>CultureMap—impactful ads, editorials, social, email and more.</li> <li>Google Paid Search, text and ads—ads and search terms reflect the campaign’s website content and people looking for information on Project Connect; can be optimized to people taking specific action on the website; display ads provide extensive reach into the local market.</li> <li>YouTube—people engaging with news and searching for Project Connect.</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan designed for all of Austin</li> <li>Environment: all-electric</li> <li>Equity and affordability</li> <li>Growth and congestion</li> </ul>

# Media Matrix (cont.)

MEDIA	LIVE DATES	BENEFITS	KEY MESSAGES
<b>Email</b> Impressions: 237,102 6x	Monthly Jul, Sep, Oct, Nov	<ul style="list-style-type: none"> <li>Highly measurable and effective</li> <li>Campaign messages remain top of mind</li> <li>Resends email with different subject headline to those unopened</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan designed for all of Austin</li> <li>Equity and affordability</li> <li>Environment: all-electric</li> <li>Growth and congestion</li> <li>Economy and jobs</li> </ul>
<b>Radio</b> Impressions: 47,965,000 15 weeks	7/13-8/30 (off air 8/7) 9/7-11/3	<ul style="list-style-type: none"> <li>Mobile, captive audience: targets drivers</li> <li>High-frequency</li> <li>AM/PM + traffic drive times</li> <li>Top-ranked stations, including news</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan designed for all of Austin</li> <li>Accessibility and equity</li> <li>Environment: all-electric</li> </ul>
<b>Pandora Digital Radio</b> Impressions: 2.7M 4 months	7/6-11/3 (off air 8/7-8/16)	<ul style="list-style-type: none"> <li>Target over-indexes on streaming usage</li> <li>Ads run on mobile devices</li> <li>Includes podcasts and news channels</li> <li>English and Spanish</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan designed for all of Austin</li> <li>Environment: all-electric</li> </ul>
<b>Billboards</b> Impressions: 36.6M 20 weeks	4/20-5/24 8/24-9/27 10/5-11/1	<ul style="list-style-type: none"> <li>High-profile locations on heavily traveled roadways</li> <li>Broad reach, targets drivers</li> <li>24/7 coverage</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan</li> </ul>
<b>Theater @ Home (CTV/OTT/Video)</b> Impressions: 1.27M 8 weeks	7/20-8/2 8/10-9/20	<ul style="list-style-type: none"> <li>CTV database compiled of movie-goer audience</li> <li>Uses platforms such as Noovie.com, Fantasy Movie League, etc.</li> <li>Mobile, desktop, TV streaming</li> <li>Includes additional OTT</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan designed for all of Austin</li> <li>Environment: all-electric</li> </ul>
<b>BCycle Bike Ads</b> Impressions: 2,970,000 20 weeks	7/6-11/22	<ul style="list-style-type: none"> <li>Outdoor right-of-way downtown street advertising</li> <li>Reach audiences searching for first mile/last mile solutions</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan designed for all of Austin</li> </ul>

# Media Matrix (cont.)

MEDIA	LIVE DATES	BENEFITS	KEY MESSAGES
<b>Convenience Store 1-Sheet Posters</b> Impressions: 2,775,800 8 weeks	9/7-11/1	<ul style="list-style-type: none"> <li>Reaches audience while they are often getting gas</li> <li>Targets drivers</li> <li>Located within the City of Austin</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan</li> </ul>
<b>Transit</b> Impressions: 8M 19 weeks	7/27-11/30	<ul style="list-style-type: none"> <li>Reinforces benefit of transit</li> <li>Added value</li> <li>Mix of bus wraps, interior and exterior ads</li> <li>English and Spanish</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan designed for all of Austin</li> <li>Environment: all-electric</li> </ul>
<b>Print</b> (CI, CI Inserts, AAS, Chronicle, La Prensa, Villager, Asian publications) Impressions: 1,382,440 4-7x per publication	Varies from July-Nov	<ul style="list-style-type: none"> <li>Provides more in-depth content for education readers</li> <li>Longer shelf life</li> <li>Opportunities for editorial support</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan designed for all of Austin</li> <li>Equity and affordability</li> <li>Environment: all-electric</li> <li>Growth and congestion</li> <li>Economy and jobs</li> </ul>
<b>UT Sports/IMG</b> Impressions: 1.5M	3/6-3/12 8/10-11/3	<ul style="list-style-type: none"> <li>Partnership reaching Austin's beloved Longhorns</li> <li>Basketball/Baseball (pre-COVID)</li> <li>Football, football season guide</li> <li>Digital media</li> <li>I35 Erwin Center signage</li> </ul>	<ul style="list-style-type: none"> <li>Key features of the plan</li> <li>Comprehensive transit plan designed for all of Austin</li> </ul>
<b>262.6M IMPRESSIONS</b>			



# Media Timeline

Capital Metro/Project Connect Media Flowchart		2020																																										
		March					April					May					June					July					August					September					October					November		
Demo: A18+	Market: Austin	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30			
<b>TELEVISION</b>																																												
265 GRPs/Week, :30/:15 spots, English/Spanish, 6 weeks																																												
250 GRPs/Week, 30/:15 spots, English/Spanish, 8 weeks (11/3 end date)																																												
OTT (over-the-top streaming), :30/:15 spots, 14 weeks (11/3 end date)																																												
<b>RADIO</b>																																												
200 GRPs/Week, :30 spots & Traffic Sponsorships :15 spot, English/Spanish, 15 weeks (11/3 end date)																																												
<b>OUT-OF-HOME</b>																																												
Bulletins, 2 locations, 4 weeks																																												
Bulletins, 4 locations, 4 weeks																																												
Bulletin, 1 location, 4 weeks																																												
Bulletins, 8 locations, 4 weeks																																												
Bulletins, 7 locations, 4 weeks																																												
OTT/CTV/Cross Platform Video (in lieu of in-theater), :30 spots English/Spanish, 8 weeks																																												
Austin BCycle, 100 bikes, 20 weeks																																												
1-Sheet Convenience Store Posters, 58 locations, 8 weeks																																												
Transit - added value, Kings/Queens/Tails/Placards, 19 weeks																																												
Transit - added value, (3) Full Bus Wraps, 16 weeks																																												
Transit - added value, Electric Fleet, 15 weeks																																												



# Pre-COVID Communications



# Campaign Elements

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- Media relations
- Plan development
- Focus groups
- Message development
- Creative development
- Social media content development (static, animation, video)
- Website design, copy, and consultation
- Social media monitoring
- Paid media

# Paid Media

---

The first two weeks of March—prior to the onset of the pandemic—media included:

- Google Paid Search
- Facebook/Instagram
- Twitter
- IMG/UT Sports—basketball and baseball

# Social Creative and Results

## Facebook

- Reach: 939,388
- Engagement: 3,132
- Engagement Rate: 0.33%

## Instagram

- Engagement: 754

## Twitter

- Reach: 241,533
- Engagement: 22,304
- Engagement Rate: 9.23%

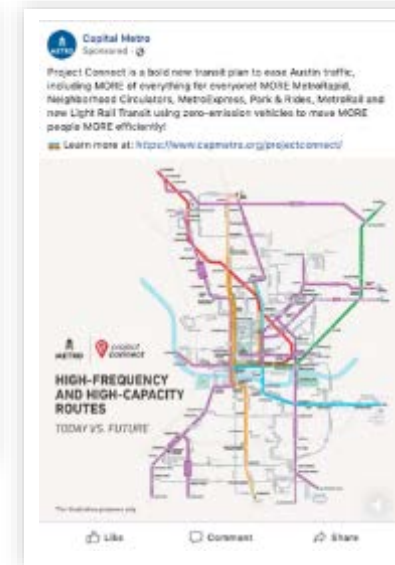
March 6



March 6



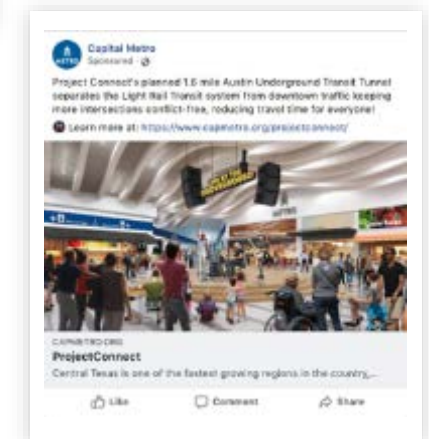
March 10



March 11



March 12

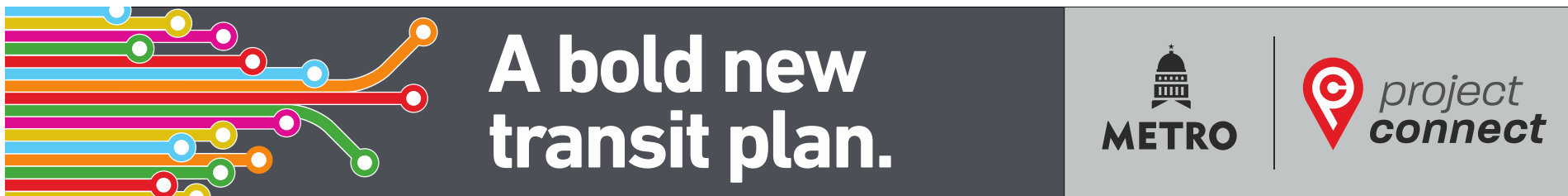




# Pre-COVID Creative – IMG/UT Sports



Frank Erwin Balcony Rail Signage









Baseball Digital Signage


# Website Homepage



The screenshot shows the homepage for METRO's Project Connect. At the top left is the METRO logo and 'projectconnect' with a location pin icon. To the right are navigation links: 'Ways to Move', 'Good for ATX', and 'Get Involved'. A large graphic on the left consists of colorful lines representing transit routes, ending in circular nodes. The main headline reads 'A Bold New Transit Plan.' Below this is a dark banner with the text 'It's Go Time!'. A paragraph of text describes the project as a bold plan for Austin, highlighting its all-electric, zero-emission nature. Below the text are two buttons: 'System Plan Recommendation' and 'Technical Documents'. Further down, the section is titled 'THE PROJECT CONNECT VISION' and 'MAJOR FEATURES'. A sub-paragraph states that the project could expand transit capacity and offer more choices, linking people, neighborhoods, and employers. At the bottom, there are three feature cards, each with an icon and a description:

- Light Rail Orange and Blue Lines moving 50% more people in dedicated transit lanes – free from traffic.** (Icon: Light rail train)
- Bus Rapid Transit Gold Line operating in dedicated transit lanes, improving access to and from Central Austin.** (Icon: Bus)
- Downtown Transit Tunnel Connecting the Orange and Blue lines underground, with stations serving the Gold Line too.** (Icon: Tunnel entrance)

# Website Homepage

 <p>Light Rail Orange and Blue Lines moving 50% more people in dedicated transit lanes – free from traffic.</p>	 <p>Bus Rapid Transit Gold Line operating in dedicated transit lanes, improving access to and from Central Austin.</p>	 <p>Downtown Transit Tunnel Connecting the Orange and Blue lines underground, with stations serving the Gold Line too.</p>
 <p>Better Bus Service Operating with zero-emission electric vehicles, plus tailored service within certain neighborhoods.</p>	 <p>Park &amp; Rides Adding 14 new hubs throughout the region with improved connections and new amenities.</p>	 <p>Commuter Rail Red Line with expanded capacity and a new Green Line serving communities east of downtown.</p>

 Austin is the 11th largest city in the country. We're a growing region with 150 cars arriving every week and 4,500 people every month. At this rate, our population will double by 2040. Our roads can't grow that fast. Like other big cities, we need a strong public transit system that accommodates growth and supports our quality of life. That's how we protect what we love about Austin and what makes it a great place to live.

 <p>The System Plan Map <a href="#">View the map →</a></p>	 <p>Project Connect Regional Perspective <a href="#">View the map →</a></p>
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# Rationale for Pausing Campaign

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The campaign paused on March 13 at the onset of the COVID-19 pandemic. During this time, it was not appropriate to continue public education on Project Connect and not recognize the effect COVID-19 was having on the community. CapMetro needed to build trust with the community, commit to a new standard of public safety, dedicate its services to the essential workers who require its transportation, and provide food and other services to its access customers and others who could not leave their homes.

In May, CapMetro re-evaluated the effort through research and earned media to determine that yes, even during COVID, the transportation issues could not wait. It was still time for Project Connect.



# Austin Stay Resilient Billboard



# Austin Stay Resilient Billboard – Locations

1. I-35 N S/O Concordia Ave E/S
2. Lamar Blvd S N/O Bluebonnet Ln W/S
3. US 183 @ ANDERSON SQUARE W/S
4. HWY 290E E/O HWY 183
5. I-35 S N/O OLTORF W/S
6. Ben White Blvd (SR 71) E/O Woodward St S/S

**Total Impressions: 10,243,384**

# Phase 1 Communications

March – August 7, 2020

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# Campaign Elements

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- Virtual focus groups and online survey
- Message and creative development
- Media relations
- Paid media
- Social media content development (static, animation, video)
- Email (paid and organic)
- Website design, copy and consultation
- Website optimization
- Social media monitoring
- Brochure and other collateral
- Speakers Bureau presentation(s)
- Fact sheets



# Paid Media

Phase 1 paid media approach: build excitement, awareness and education of a bold transit plan.

Media included:

- Facebook/Instagram/Twitter
- Digital media (multiple platforms)
- TV/OTT
- Email
- Radio/Pandora Radio
- Print
- Transit (added value)
- IMG/UT Sports (I35 Marquee only)
- BCycle/Bike Share
- Theater @ Home (CTT/CPV)

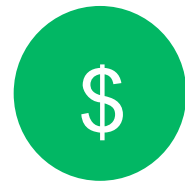
# Media Matrix – Phase 1

MEDIUM	FLIGHT DATES	ESTIMATED IMPRESSIONS	REACH, FREQUENCY, GRPS
Television	7/20 - 8/6	11,677,000	"Reach: 81.8% Freq: 9.7 GRPs: 798.0"
Television	N/A	N/A	N/A
OTT	7/20 - 8/6	141,813	N/A
Radio	7/13 - 8/6	12,750,000	Reach: 77.3% Freq: 9.7 GRPs: 729.9
Radio	N/A	N/A	N/A
OTT/CTV/CPV (theater)	7/20 - 8/2	318,788	N/A
OOH Bulletin	4/20 - 5/24	10,243,384	N/A
AustinB Gy cle	7/6 - 8/6	440,000	N/A
1-Sheet C-Store Posters	N/A	N/A	N/A
Social Media - Facebook	3/7 - 3/13 5/18 - 5/31 7/2 - 7/4 7/8 - 7/13 7/16 - 7/22 7/28 - 7/29 8/1 - 8/6	5,165,963	N/A
Social Media - Twitter	3/7 - 3/13 7/7 - 7/22 7/28 - 7/29	937,827	N/A

# Media Matrix – Phase 1 (cont.)

MEDIUM	FLIGHT DATES	ESTIMATED IMPRESSIONS	REACH, FREQUENCY, GRPS
<b>Digital Media - Google Paid Search</b>	3/10 – 3/13 7/1 – 8/6	21,937	N/A
Digital Media - Google Banner, Text	7/1 - 8/6	6,050,272	N/A
<b>Digital Media - Mobile Geofencing</b>	7/1 - 8/6	4,585,687	N/A
Digital Media - AAS	7/1 - 8/6	1,221,740	N/A
<b>Digital Media - CultureMap</b>	7/6 - 8/6	512,708	N/A
Digital Media - Discovery Ads/YouTube	7/8 - 8/6	8,206,943	N/A
<b>Email</b>	July	32,820	N/A
Pandora Digital Radio	7/6 - 8/6	861,148	N/A
<b>Print</b>	July	291,000	N/A
IMG Sports	March	16,000	N/A
<b>Total Impressions: 63,475,030</b>			

# Paid Digital Media Campaign Summary



\$87,983  
Total Spend



27,564,225  
Impressions



\$3.19  
CPM  
Cost per thousand impressions



75,666  
Clicks



0.27%  
Click Rate



\$1.16  
CPC  
Cost per click



2,088,631  
Involvements\*



7.29%  
Involvement Rate



\$43.80  
CPI (000)  
Cost per thousand involvements

Source: "InvoLumenAd Jul. 1 – Aug. 6, 2020

Note: Totals do not include email or ad serving/tracking and reporting.

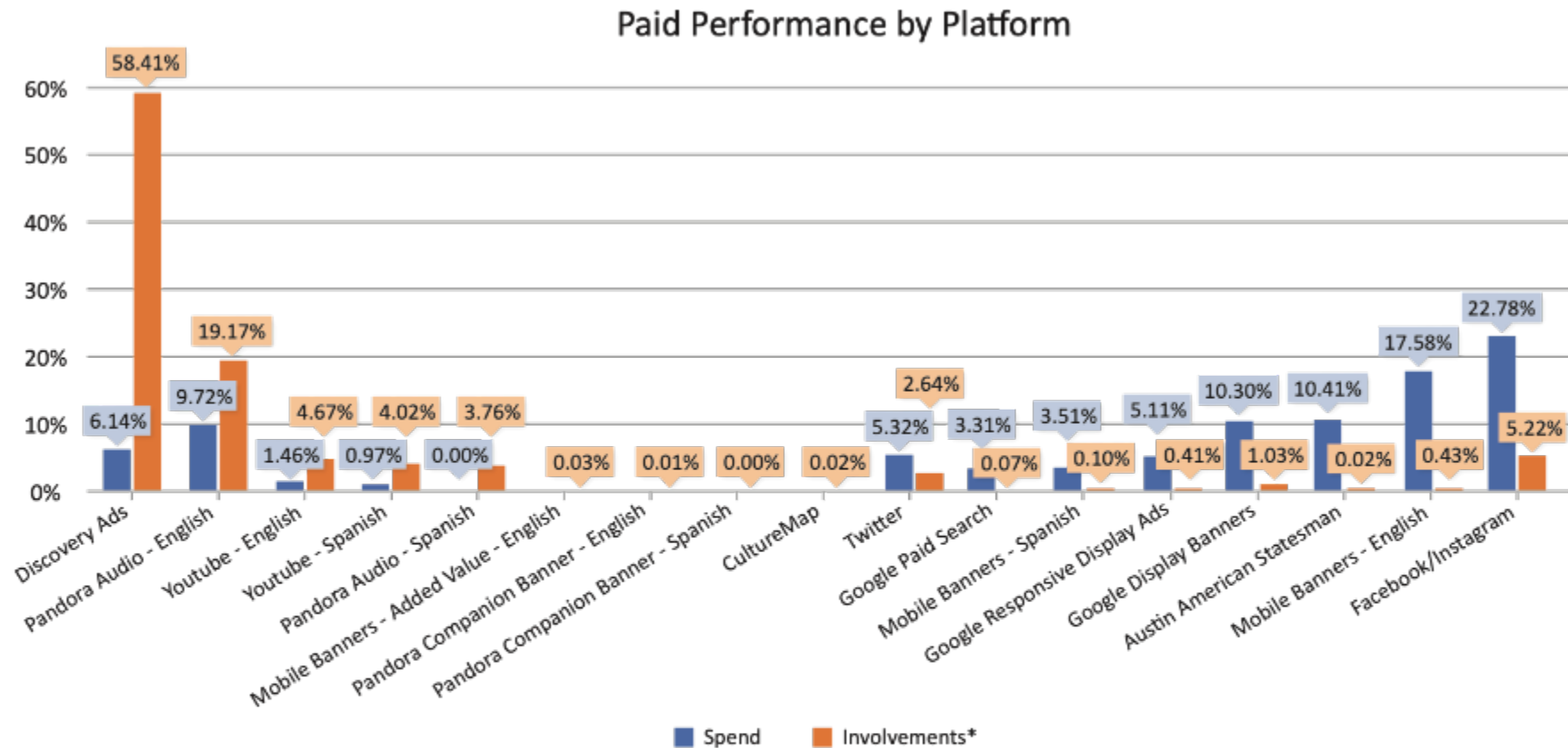
\*Involvements is a custom metric that weighs indicators of engagement to infer increased education.

"Involvements" = 50% Clicks + 100% Video Completions + 100% Active Engagements (i.e., social media post reactions, shares, saves and comments)

+ 100% Website Conversions (i.e., 60-second web visits, content downloads, newsletter sign-ups, contact form submissions, virtual meeting request submissions)



# Discovery Ads Best Spend-to-Involvement Ratio



Source: LumenAd Jul. 1 – Aug. 6, 2020

\*Involvements is a custom metric that weighs indicators of engagement to infer increased education.

"Involvements" = 50% Clicks + 100% Video Completions + 100% Active Engagements (i.e., social media post reactions, shares, saves and comments)

+ 100% Website Conversions (i.e., 60-second web visits, content downloads, newsletter sign-ups, contact form submissions, virtual meeting request submissions)

# Social Media – Approach and Summary

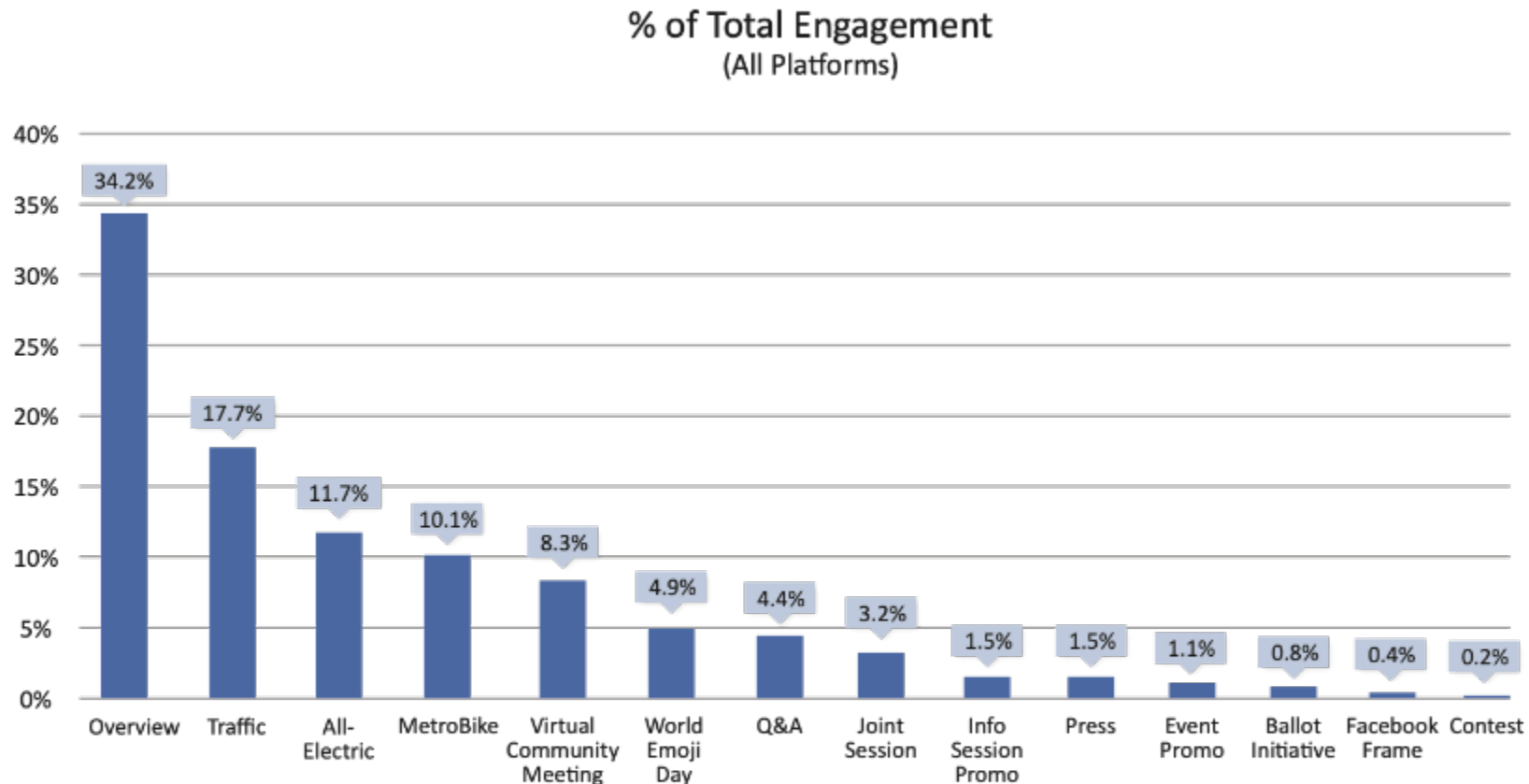
## Approach

Reactivated on July 1, social media messaging sought to reintroduce Project Connect in order to gain reach and familiarity with our Austin audience.

## Summary

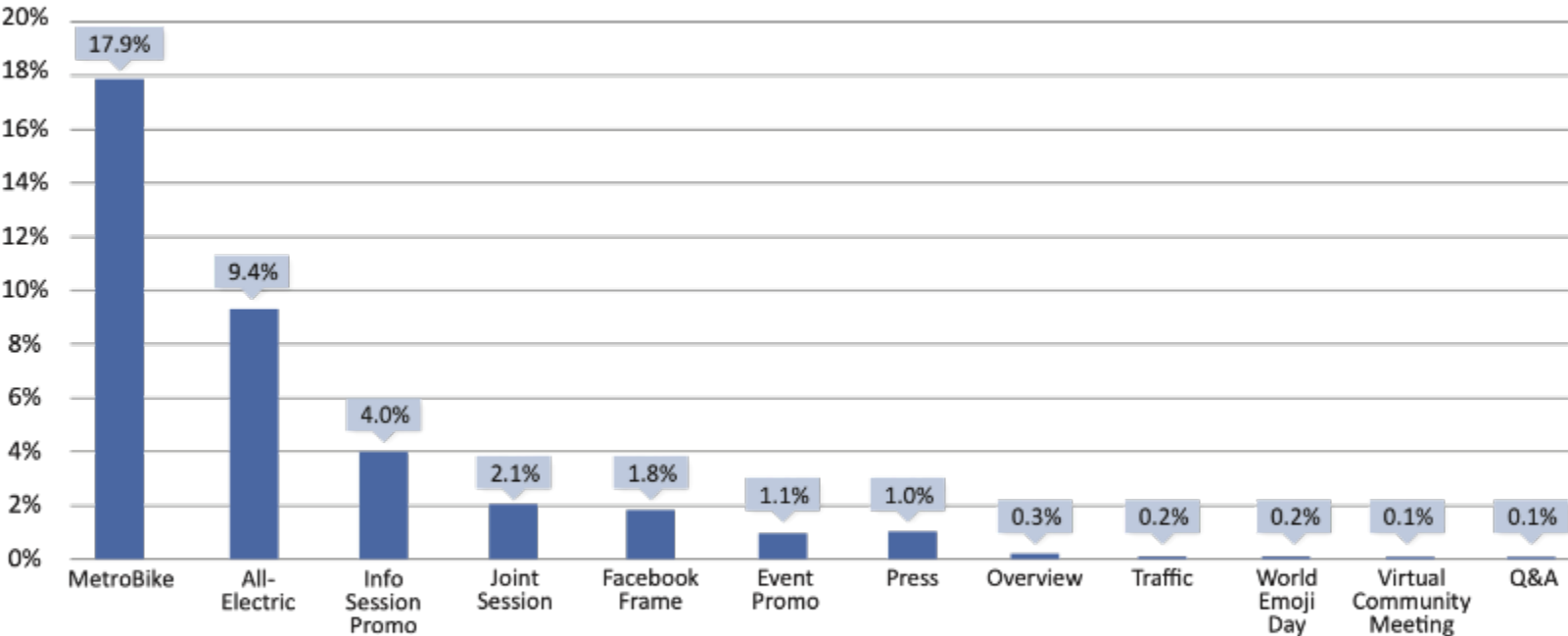
Following a months-long hiatus from posting due to COVID, Project Connect was reintroduced via social media by providing overview content and capitalizing on relevant events such as #WorldEmojiDay or the start of summer. Meanwhile, posts were boosted with the goal of achieving reach among Austin residents.

# Initial Overview Posts Draw Largest Engagement



# Video and Lighthearted Posts Resonate with Audience

Engagement Rate by Topic  
(Facebook and Instagram)





# IG and Twitter Spearhead Social Reintroduction

## Facebook

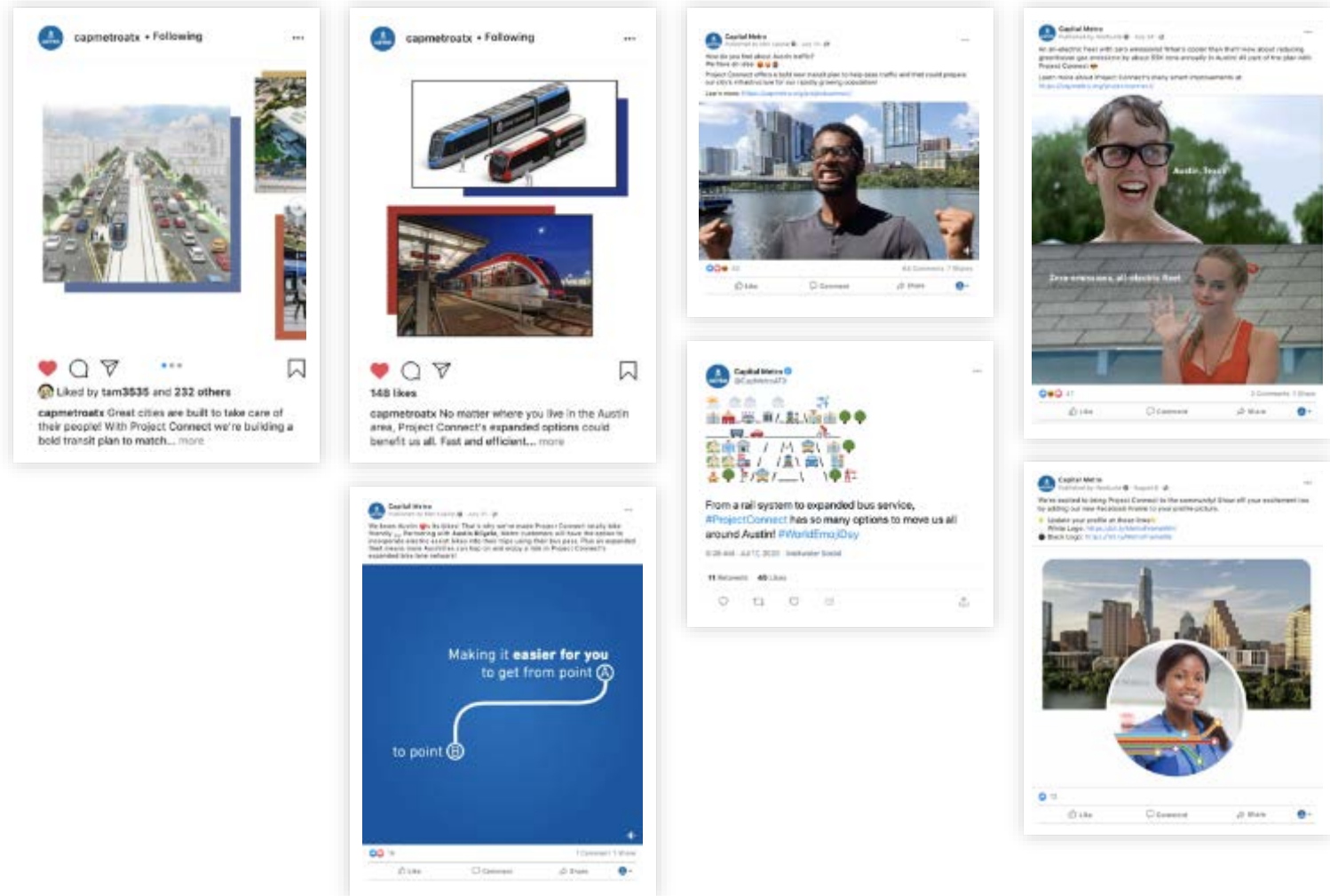
- Reach: 762,802
- Engagement: 579
- Engagement Rate: 0.08% (Industry Avg. 0.09%\*)

## Instagram

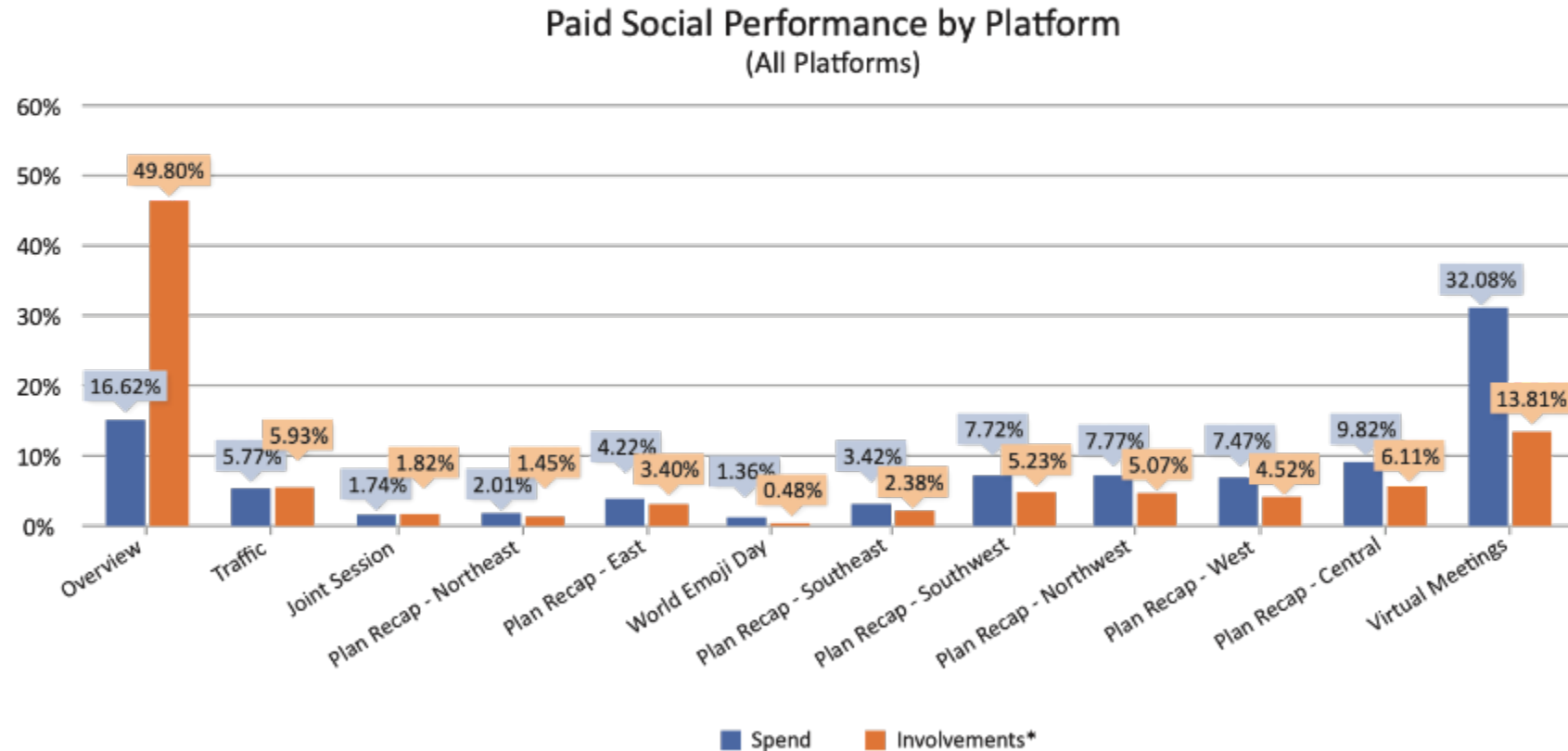
- Reach: 11,823
- Engagement: 1,435
- Engagement Rate: 12.1% (Industry Avg. 1.22%\*)

## Twitter

- Engagement: 1,083



# Overview and Traffic Topics Most Efficient Ad Boosts



Source: LumenAd Jul. 1 – Aug. 6, 2020

\*Involvements is a custom metric that weighs indicators of engagement to infer increased education.

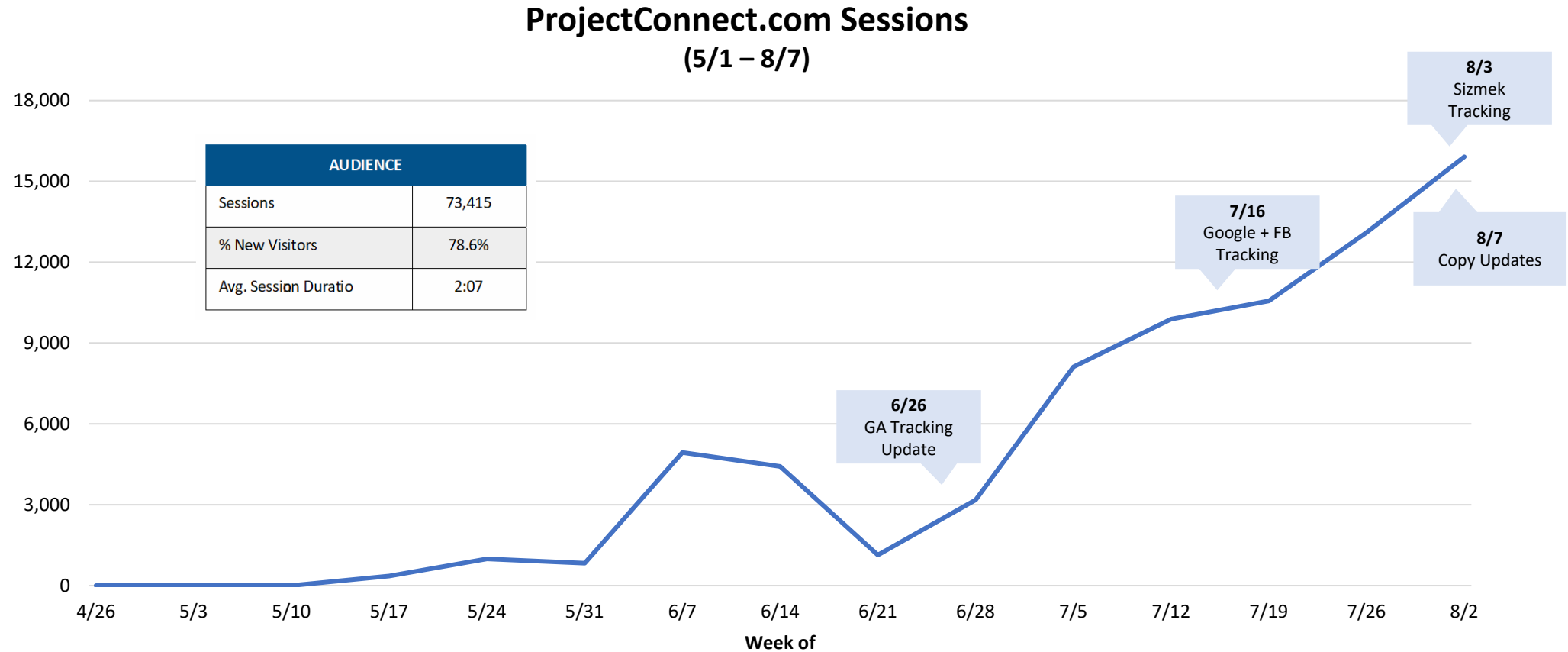
“Involvements” = 50% Clicks + 100% Video Completions + 100% Active Engagements (i.e., social media post reactions, shares, saves and comments)

+ 100% Website Conversions (i.e., 60-second web visits, content downloads, newsletter sign-ups, contact form submissions, virtual meeting request submissions)

# Web Updates Emphasize Media Campaign Tracking

DATE	TYPE	OPTIMIZATION	DETAILS
6/26	Tracking	PCON GA Tracking	<b>Google Analytic:</b> <ul style="list-style-type: none"> <li>• 60 Sec Visit</li> <li>• VOH visit / partica tio</li> <li>• Newsletter Sign-Ups</li> <li>• PDF Downloads</li> </ul>
7/16	Tracking	Google + FB Tracking	Set Up Google + FB Conversions for: <ul style="list-style-type: none"> <li>• 60 sec visit</li> <li>• Newsletter Sign-Ups</li> <li>• PDF Downloads</li> </ul>
8/3	Tracking	Sizmek Tracking	<b>Set Up Sizmek Conversions for:</b> <ul style="list-style-type: none"> <li>• 60 sec visit</li> <li>• Newsletter Sign-Ups</li> <li>• PDF Downloads</li> </ul>
8/7	Design	Copy Updates	Copy updates made to Homepage, Initial Investment, and System Plan sections following approval of LPA and approval to move forward with bond electio

# As Media Campaign Goes Live Sessions Build



# As Media Campaign Goes Live Sessions Build

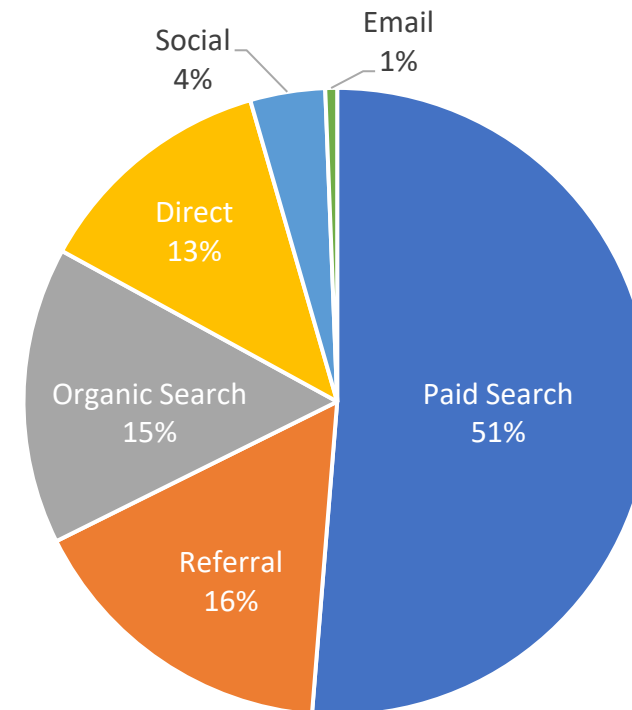
## Top Pages

PATH PAGE	PAGE VIEWS
/projectconnect/	80,473
/projectconnect/ways-to-move/lightrail/	9,477
/projectconnect/ways-to-move/commuter-rail/	3,572
/projectconnect/ways-to-move/	3,494
/projectconnect/get-involved/	3,471

## Top Events

EVENT	TOTAL
60 Second Visit	27,812
Virtual Meeting Button	1,584
System Plan Map (PDF)	1,394
Regional Perspective (PDF)	513
Newsletter Sign-Up	149

## Traffic Source (Sessions)





# Media Relations Approach

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To convey the emotions, actions and credibility that would inspire the support needed to change the way our region moves, the phased media relations approach considered the following:

- How others have done this and made it work.
- How we position Project Connect as THE solution the city of Austin will need and support.
- How we position Capital Metro as a leader and trustworthy organization.
- It's not just about what we say, it's also how we say it.
- We hear you and we are on it.
- Consider the mindset of the audience during the COVID-19 pandemic.

# Media Relations Activities

---

**Media Audit and Analysis.** Topline media audit evaluating lessons learned from cities (LA, Nashville, Phoenix, Seattle) with high profile transit initiatives/referendums.

**Messaging Workshops.** Worked closely with Capital Metro to determine communications direction and priorities. Workshop findings helped shape the updated messaging hierarchies and public relations/communications plans.

**Messaging Hierarchy.** Thematic narrative underscoring Project Connect's guiding principles and values reflected in research findings (environment, improved traffic, equity, connectivity, affordability, safety, etc.). Messaging updates reflected City Council approvals, COVID-19, Black Lives Matter/racial inequity and misinformation on behalf of organizations opposed to Project Connect.

**Crisis/Rapid Response Communications.** Crisis communications messaging and tactics were developed and considered in overall messaging approach.

# Media Relations Activities (cont.)

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**Ongoing Public Communication Plan Updates.** Remained flexible and updated public relations/communications plan to reflect revised strategies and tactics.

**Spokesperson Matrix and Speakers Bureau.** Identified spokespeople for specific topics and developed an evolving suite of materials for public education and communication.

**Media Outreach Strategy and Support.** Developed talking points, messaging themes, media alerts, press releases, topic-specific op-eds, as well as speaker remarks for March, July and August joint sessions/City Council meetings. Provided strategic guidance in outreach tactics.

**May Virtual Community Meetings and Open House.** Provided strategic guidance and messaging support for self-guided Open House as well as Virtual Community Meetings series (including moderation).

# Media Relations Activities (cont.)

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**Editorial Calendar and Story Bank.** Developed story ideas and concepts reflecting evolving political, social and public health landscape. Story ideas remained mindful of ever-changing environment, while staying focused on the regional benefits of an expanded and comprehensive transit system.

**35th Birthday/Anniversary.** Provided strategic guidance and messaging support honoring milestone.

**Deskside Meetings.** Working closely with Capital Metro, the team developed a variety of story ideas and concepts to engage media proactively to gauge interest in coverage.

**Media Recaps.** Provided recaps of media coverage during Phase 1 to evaluate lessons learned and best practices.

# Media Relations Coverage: March 1 – August 7

## RECAP

**Total Stories:** 263

**Total Impressions:** 115,860,528

**Total Publicity Value:** \$1,172,641

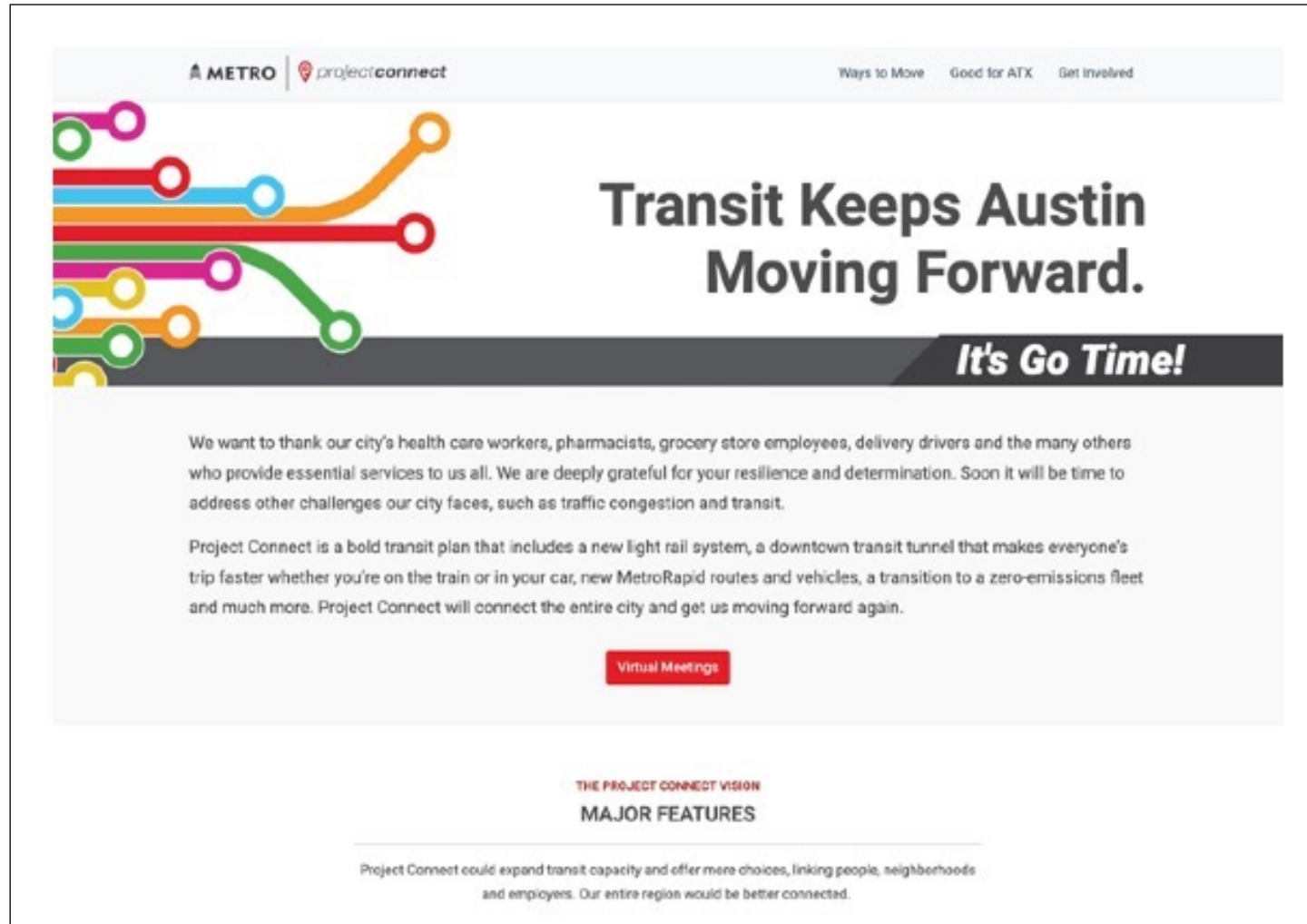
### Reported Initiatives:

- Initial Plan Announcement – 2
- March 9 Joint Session – 76
- COVID-19 – 10
- Plan Updates – 28
- Community Meetings – 27
- June 10 LPA Joint Session – 54
- Opposition – 6
- Funding – 9
- 35th Birthday – 1
- July 22 Joint Community Meeting – 16
- July 27 Joint Session – 24
- Aug. 7 Ballot Decision – 10





# Website – Homepage



The screenshot shows the homepage of the METRO Project Connect website. At the top left is the METRO logo and the Project Connect logo. To the right are navigation links: "Ways to Move", "Good for ATX", and "Get Involved". On the left side, there is a colorful graphic of stylized transit lines in various colors (green, blue, red, orange, purple) with circular nodes. The main headline reads "Transit Keeps Austin Moving Forward." Below this is a dark grey banner with the text "It's Go Time!". The main content area contains two paragraphs of text. The first paragraph thanks essential workers and mentions future challenges like traffic congestion. The second paragraph describes the Project Connect plan, including a light rail system, a downtown transit tunnel, new MetroRapid routes, and a zero-emissions fleet. Below the text is a red button labeled "Virtual Meetings". At the bottom, there are sections for "THE PROJECT CONNECT VISION" and "MAJOR FEATURES", with a small paragraph of text under the latter.

A METRO | projectconnect

Ways to Move Good for ATX Get Involved

## Transit Keeps Austin Moving Forward.

*It's Go Time!*

We want to thank our city's health care workers, pharmacists, grocery store employees, delivery drivers and the many others who provide essential services to us all. We are deeply grateful for your resilience and determination. Soon it will be time to address other challenges our city faces, such as traffic congestion and transit.

Project Connect is a bold transit plan that includes a new light rail system, a downtown transit tunnel that makes everyone's trip faster whether you're on the train or in your car, new MetroRapid routes and vehicles, a transition to a zero-emissions fleet and much more. Project Connect will connect the entire city and get us moving forward again.

[Virtual Meetings](#)

THE PROJECT CONNECT VISION







MAJOR FEATURES


Project Connect could expand transit capacity and offer more choices, linking people, neighborhoods and employers. Our entire region would be better connected.

# Website – Homepage

**THE PROJECT CONNECT VISION**  
**MAJOR FEATURES**

Project Connect could expand transit capacity and offer more choices, linking people, neighborhoods and employees. Our entire region would be better connected.

 <b>Light Rail</b> Three Light Rail lines moving free from traffic connecting north and south Austin, South Congress, the Airport and downtown.	 <b>Downtown Transit Tunnel</b> The Downtown Transit Tunnel connects Light Rail underground with stations and amenities, enhanced safety and easier connections.	 <b>Commuter Rail</b> Red Line with expanded capacity and a new Green Line serving communities east of downtown.
 <b>Better Bus Service</b> Operating with zero-emission electric vehicles, plus tailored service within certain neighborhoods.	 <b>Park &amp; Rides</b> Adding 24 new hubs throughout the region with improved connections and new amenities.	 <b>Customer Technology</b> Everything you need to plan, pay and go.

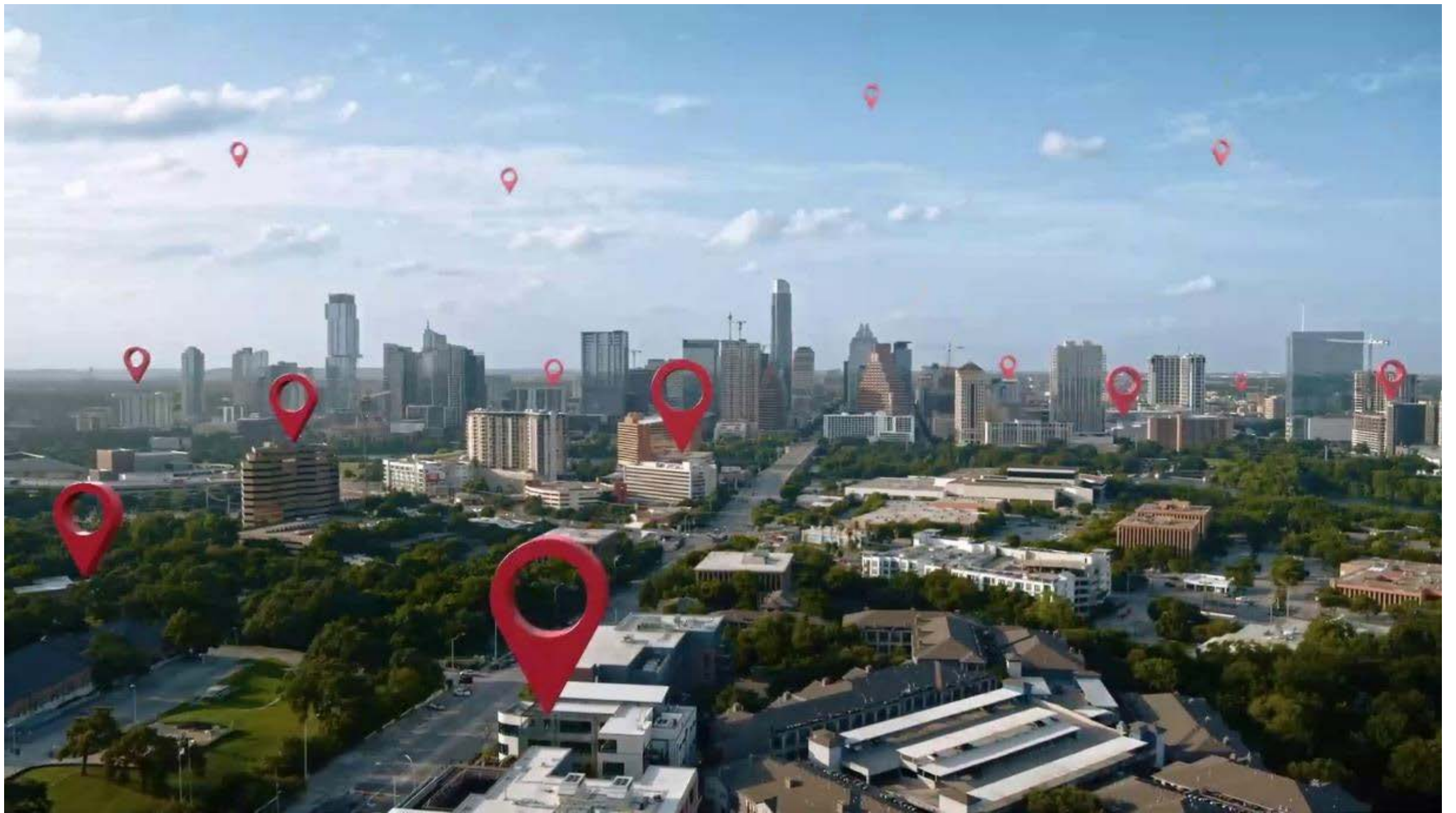
 Austin is the 11th largest city in the country. We're a growing region with 155 cars arriving every week and 4,500 people every month. At this rate, our population will double by 2040. Our roads can't grow that fast. Like other big cities, we need a strong public transit system that accommodates growth and supports our quality of life. That's how we protect what we love about Austin and what makes it a great place to live.

# Creative – TV/English

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Phase 1 TV English spots are on the following slides:

- [:30 Moving All of Us Around Austin. Project Connect by Capital Metro.](#)
- [:15 Zero Emissions for Cleaner Air in Austin. Project Connect by Capital Metro.](#)
- [:15 Travel by Rail to the Austin Airport. Project Connect by Capital Metro.](#)



# Creative – TV/Spanish

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Phase 1 TV Spanish spots are on the following slides:

- [:30 Trasladando a todos por Austin. Project Connect de Capital Metro.](#)
- [:15 Cero emisiones para un aire más limpio en Austin. Project Connect de Capital Metro.](#)
- [:15 Viaje el tren al aeropuerto de Austin. Project Connect de Capital Metro.](#)



# Creative – BCycle/Bikeshare (July – November)



**Total Impressions: 440,000**  
100 Bikes

# Creative – Digital Ads/Google Paid Search

Ad · [www.capmetro.org/ProjectConnect](http://www.capmetro.org/ProjectConnect) ▾

## CapitalMetro's Project Connect | A Plan to Help Ease Traffic

Learn About Proposed New Light Rail, Downtown Tunnel, Routes, Circulators + Park & Rides. It's Go Time to Connect North & South Austin. It's Go Time for Project Connect. Light Rail, Tunnel & More. All-Electric Busses. Designed for Austin. More Transit Options.

[View Initial Investment](#)

[Check Out the System Plan](#)

[Contact Capital Metro](#)

[Stay Informed](#)

Ad · [www.capmetro.org/ProjectConnect](http://www.capmetro.org/ProjectConnect) ▾

## Connect North & South Austin | A Bold New Transit Plan

It's Go Time for a Better-Connected Austin Transit Plan. It's Go Time for Project Connect. New Light Rail Transit, Tunnel & Routes to Move More People More Efficiently. Learn More. Light Rail, Tunnel & More. All-Electric Busses. Designed for Austin. More Transit Options.

[View Initial Investment](#)

[Check Out the System Plan](#)

[Contact Capital Metro](#)

[Stay Informed](#)

Ad · [www.capmetro.org/ProjectConnect](http://www.capmetro.org/ProjectConnect) ▾

## Austin Transportation Plan | Help Ease Austin Traffic

It's Go Time for a Bold Austin Transportation Plan. It's Go Time for Project Connect. New Light Rail, Tunnel & Routes to Move More People More Efficiently. Learn More Today. Light Rail, Tunnel & More. All-Electric Busses. Designed for Austin. More Transit Options.

[View Initial Investment](#)

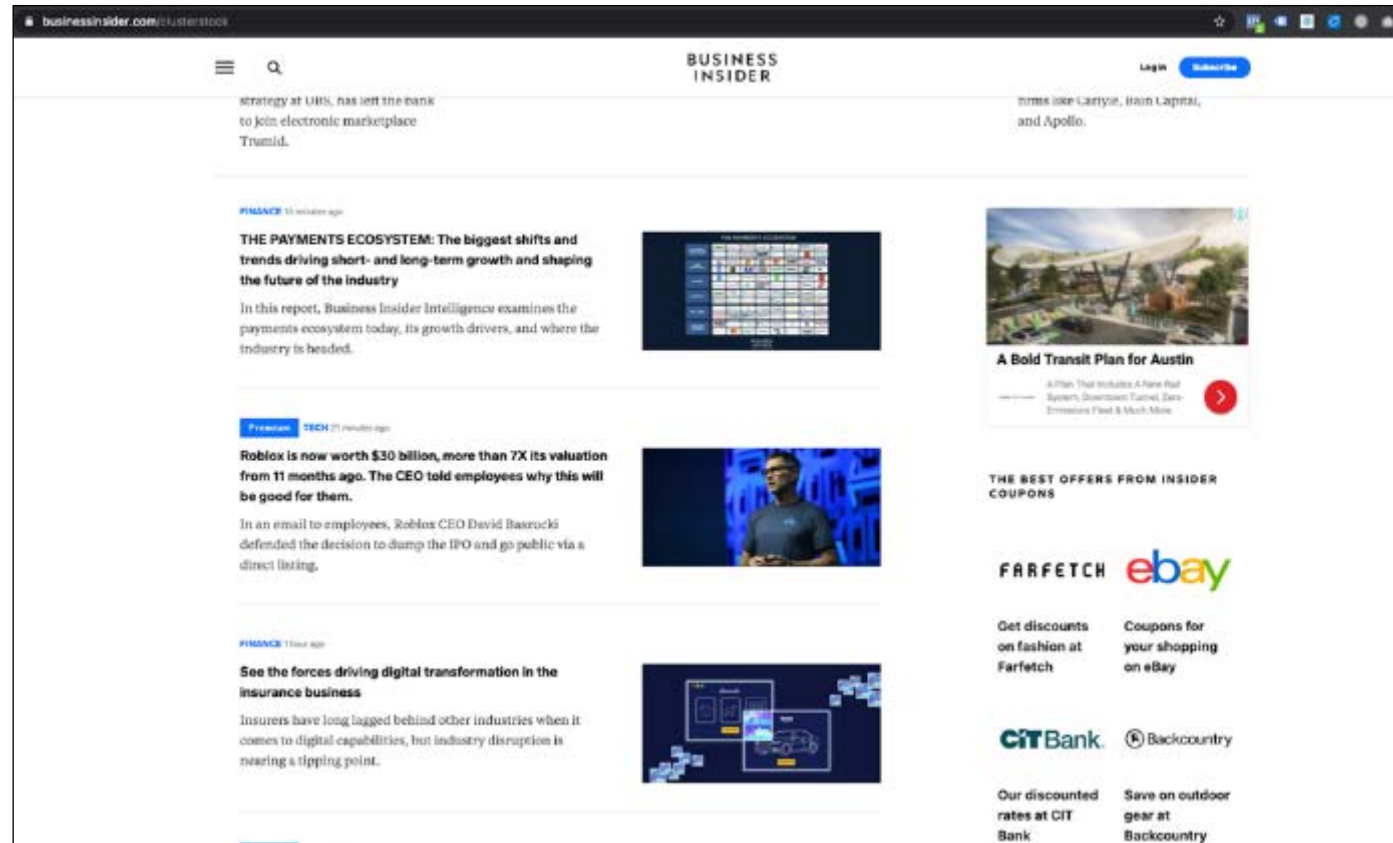
[Check Out the System Plan](#)

[Contact Capital Metro](#)

[Stay Informed](#)

Sample ads.

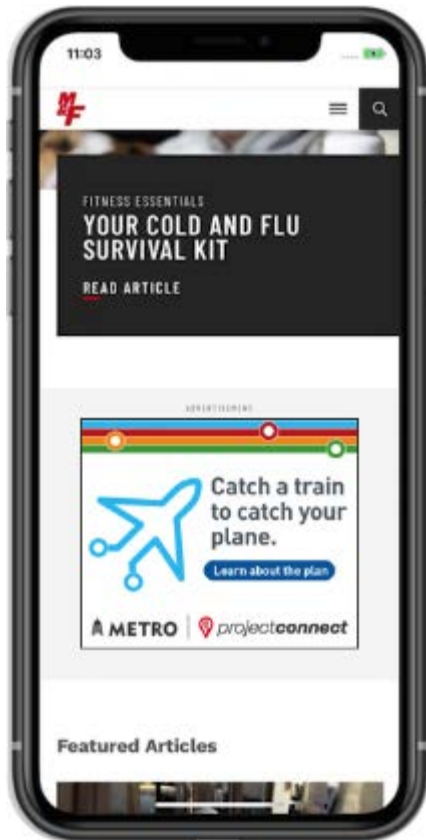
# Creative – Digital Ads/Google Responsive Display



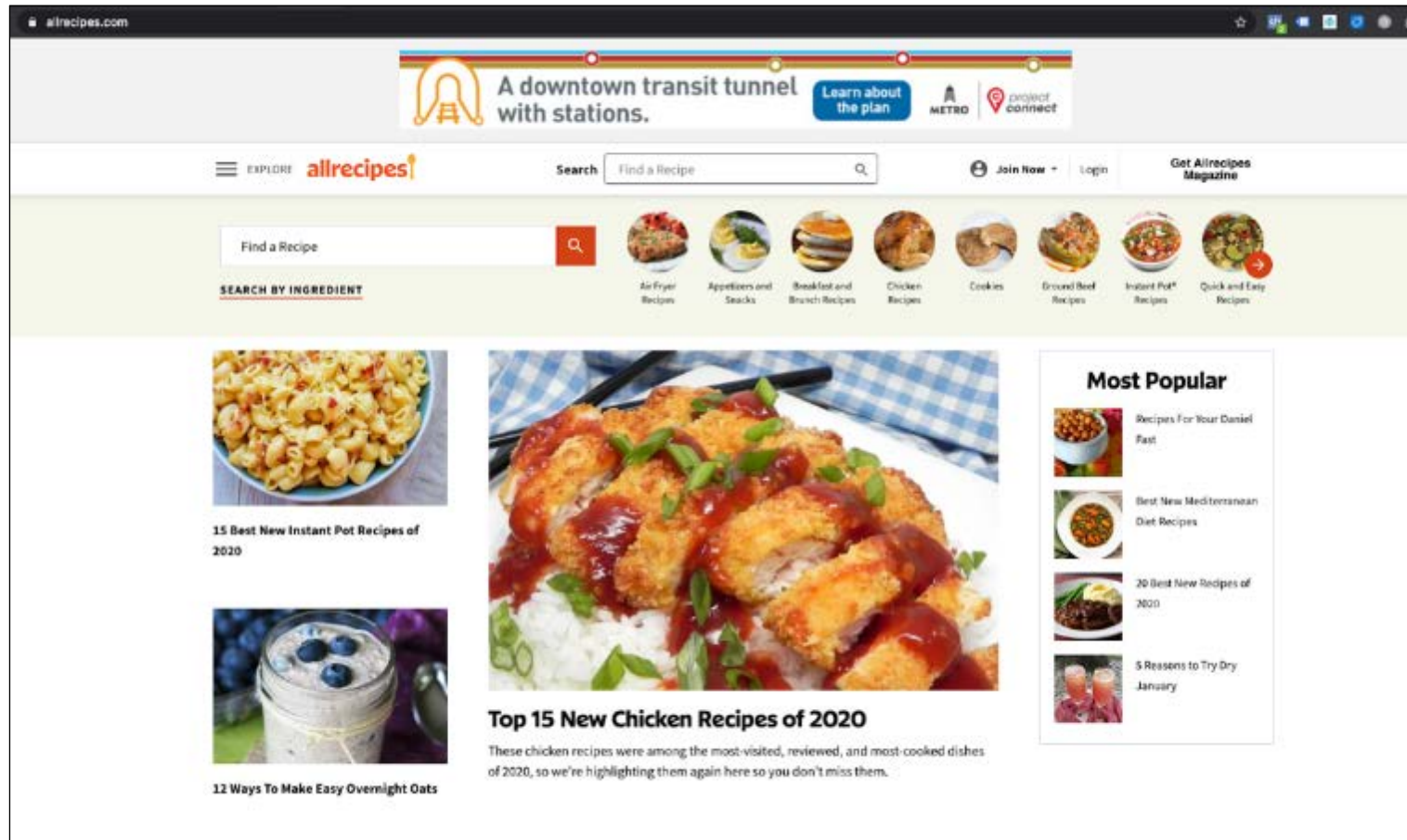
Sample ads.



# Creative – Digital Ads/Google Display



# Creative – Digital Ads/Google Display





# Creative – Digital Ads/Google Display

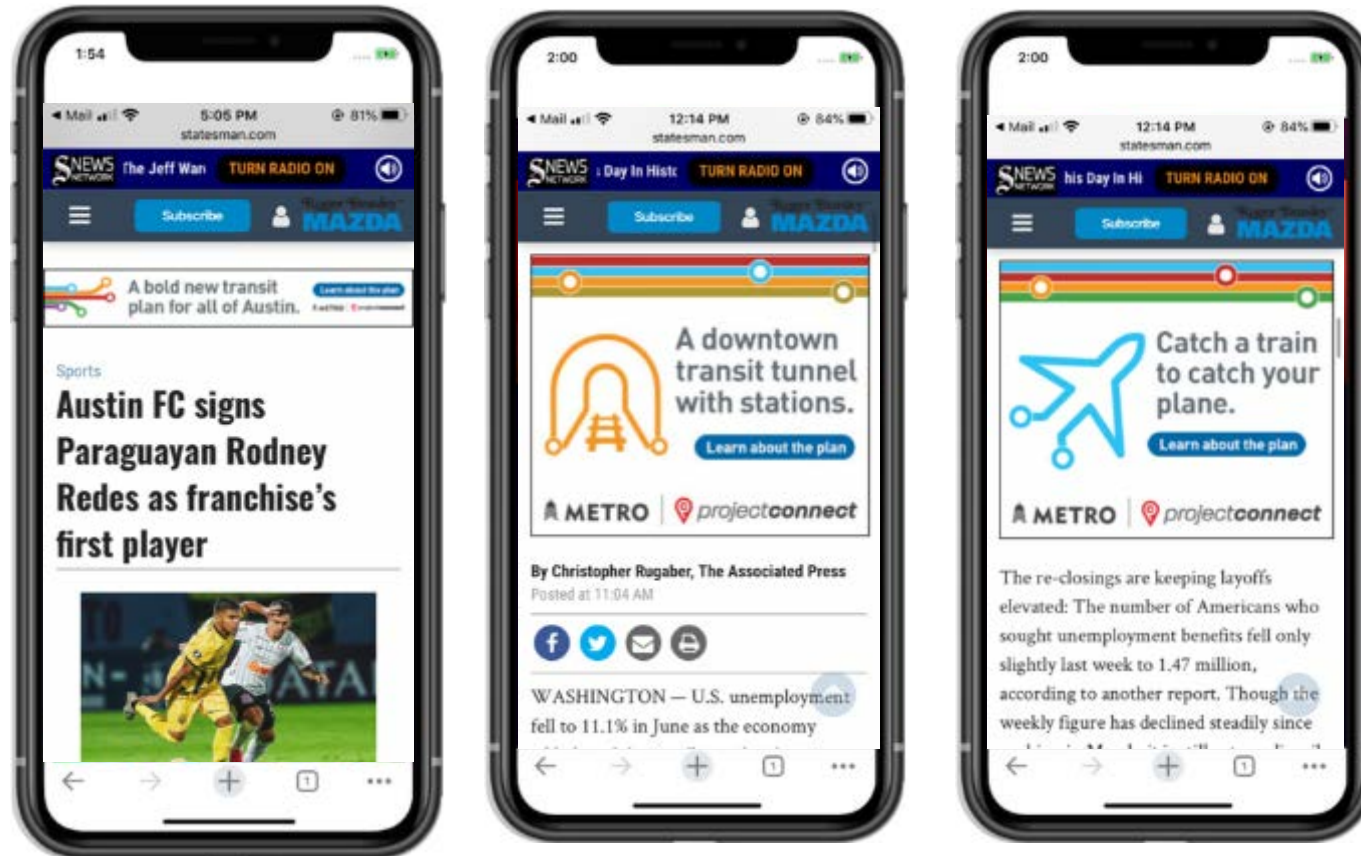
The screenshot displays the Business Insider website interface. At the top, the navigation bar includes the Business Insider logo, a search icon, and a 'Subscribe' button. The main content area is divided into several sections:

- Top Left:** A snippet of an article titled "strategy at UBS, has left the bank to join electronic marketplace Trumid."
- Top Right:** A snippet of an article titled "firms like Carlyle, Bain Capital, and Apollo."
- Finance Section:** A featured article titled "THE PAYMENTS ECOSYSTEM: The biggest shifts and trends driving short- and long-term growth and shaping the future of the industry." It includes a sub-headline "FINANCE 14 minutes ago" and a thumbnail image of a data visualization.
- Tech Section:** A featured article titled "Roblox is now worth \$30 billion, more than 7X its valuation from 11 months ago. The CEO told employees why this will be good for them." It includes a sub-headline "Premium TECH 21 minutes ago" and a thumbnail image of David Baszucki.
- Finance Section:** A featured article titled "See the forces driving digital transformation in the insurance business." It includes a sub-headline "FINANCE 1 hour ago" and a thumbnail image of a digital interface.

On the right side of the page, there is a vertical stack of digital advertisements:

- Top Ad:** A colorful banner with a train icon and the text "Catch a train to catch your plane." with a "Learn about the plan" button.
- Metro Ad:** A banner for "METRO | projectconnect" with a location pin icon.
- Coupons Ad:** A section titled "THE BEST OFFERS FROM INSIDER COUPONS" featuring logos for "FARFETCH" and "ebay". Below the logos, it says "Get discounts on fashion at Farfetch" and "Coupons for your shopping on eBay".
- Cit Bank Ad:** A banner for "CIT Bank" and "Backcountry". Below the logos, it says "Our discounted rates at CIT Bank" and "Save on outdoor gear at Backcountry".

# Creative – Digital Ads/statesman.com



# Creative – Digital Ads/statesman.com

The screenshot shows the Statesman website homepage. At the top, the logo "Statesman" is on the left, and navigation links "Subscribe Now" and "Silence is not an option. How to be an A-My" are on the right. Below the logo, there are several small news snippets: "New Single Peak only for \$1.25 National Foods Ltd.", "Texas coronavirus cases cross 200,000 mark", "Cedar Park police recover trace of stolen items that could solve old cases", and "Austin FC is franchise's". A prominent black banner with yellow text reads "CORONAVIRUS IN AUSTIN 4:23 PM Travis County: 548 new coronavirus cases, 1 new death, 59 more in hospital". Below this is a colorful graphic for a transit plan with the text "A bold new transit plan for all of Austin." and a "Learn about the plan" button. The main headline is "ICUs could be overrun in 10 days amid coronavirus spike, Austin mayor says". Below the headline are two video thumbnails: one of a baby's face and another of a person in a protective suit and mask with the text "Austin aims for 50,000 coronavirus tests per month". At the bottom left, there is a "MOST POPULAR" section.

The screenshot shows a digital advertisement for METRO. At the top, there is a colorful graphic with a train icon and the text "Catch a train to catch your plane." and "Learn about the plan" button. Below this is the headline "Texas coronavirus cases cross 200,000 mark". The ad is divided into two columns. The left column features a "Now Selling" section with a photo of a house and the text "CAMPION HILLS / COUNTRY CLUB SECTION" and "BUTTSVILLE HOMES". Below this is a video thumbnail for "KEN HERMAN AS I SEE IT". The right column features a large photo of Governor Greg Abbott wearing a blue surgical face mask and adjusting it with his hands.

# Creative – Promoted Article/CultureMap

The screenshot shows a CultureMap article page. At the top, there's a navigation bar with categories like RESTAURANTS + BARS, ENTERTAINMENT, ARTS, SOCIETY, CITY GUIDE, EVENTS, and SUBSCRIBE. Below that, a secondary bar lists CITY LIFE, FASHION + BEAUTY, REAL ESTATE, HOME + DESIGN, INNOVATION, TRAVEL, CHARITY GUIDE, and TASTEMAKER AWARDS. The main header features the 'Austin Connections Editorial Special Series' logo. The article title is 'Everything you need to know about Austin's new Project Connect transit plan' by CultureMap Crews, dated Jul 31, 2020, 12:00 pm. A video player is embedded in the article, showing a street scene with a circular arrow icon. Below the video, the text begins with 'Already the 11th largest city in the country, Austin is adding about 4,500 more people each month and is expected to double its population by 2040. And with all those residents come their cars — about 155 are joining the ATX roads each week.' To the right of the article, there's a 'LATEST NEWS' section with a 'MOST POPULAR' tab, listing several news items. Below that is a 'CULTUREMAP EMAILS ARE AWESOME' sign-up form with a 'SIGN ME UP' button. At the bottom right, there's a 'WHERE TO EAT' section with two items: '3/2 Where to eat: 8 tried-and-true Austin restaurants for classic cuisine' and '1/17 Where to eat in Austin now: 7 delicious restaurants for healthy'.

**Project Connect's new transit plan**

includes a new rail system; new MetroRapid bus routes and vehicles; the transition to a zero-emissions, all-electric fleet; a downtown transit tunnel that makes everyone's trip faster (whether you're on the train or in your car); and much more.

It will connect the entire city, bring — and attract — opportunities to the area, improve the environment, and get Austin moving forward again.

Here's a look at what Project Connect could do for Austin and its residents:

**Accessibility**  
Millions of people — from Leander to Austin-Bergstrom International Airport, Oak Hill to Colony Park — would enjoy expanded and improved services. A new rail system would connect Austin's north, south, and east neighborhoods, moving everyone more reliably in a faster, safer way. That's nearly 36 miles and more than 40 stations, including a downtown transit tunnel designed to ensure street-level traffic moves without interruption.

**Environmental impact**  
Capital Metro's current fleet is transitioning to all-electric with zero emissions. This majorly cuts down on greenhouse gases, improves air quality, and reduces strain on Austin's ecological environment. The addition of 24 new Park & Ride hubs would also help clear the streets of single-occupant vehicles while improving the overall travel experience for riders.

**Economic advantages**  
Even if you don't personally use public transportation, we all need it. Major cities experiencing growth and affordability issues — think Seattle, Montreal, Denver, Boston, Seattle, New York City, and Los Angeles — depend on rail to serve as an equitable transit option. The Project Connect plan also includes anti-displacement strategies to ensure residents and local businesses are taken care of. Investing in transit helps protect what everyone loves about Central Texas and improves quality of life now and into the future.

Stay informed about Capital Metro's Project Connect by [visiting its website](#), which lists upcoming meetings and announcements regarding the plan's future.

Article promoted on July 31, 2020

<https://austin.culturemap.com/series/austin-connections/>



# Creative – Editorial Series/Culture Map



<https://austin.culturemap.com/series/austin-connections/>



# Creative – Editorial Series/Culture Map

**Austin Connections**  
Editorial Special Series


Home » City Life

MOVIN' ON UP

## Austin's tech reputation could heat up following COVID-19 pandemic

By [John Egan](#) Jul 17, 2020, 1:51 pm

[f](#) 127 [t](#) 6 [e](#)



Austin's tech sector may actually might get a boost after the pandemic. Photo courtesy of [Shapla Ah/Adobe](#)

**Austin Connections**  
Editorial Special Series

Home » City Life

DEMOGRAPHIC MILESTONE

## Austin officially pops onto list of U.S. cities with 1 million residents or more

By [John Egan](#) Aug 4, 2020, 1:29 pm

[f](#) 967 [t](#) 15 [e](#)



Austin is now one of four cities in Texas with 1 million or more residents. [francisreporter/Getty Images](#)

**Austin Connections**  
Editorial Special Series

Home » City Life

NEIGHBORHOOD NEWS

## 3 more Austin neighborhoods transform busy streets into walkable boulevards

By [Katie Friel](#) Jul 28, 2020, 10:47 am

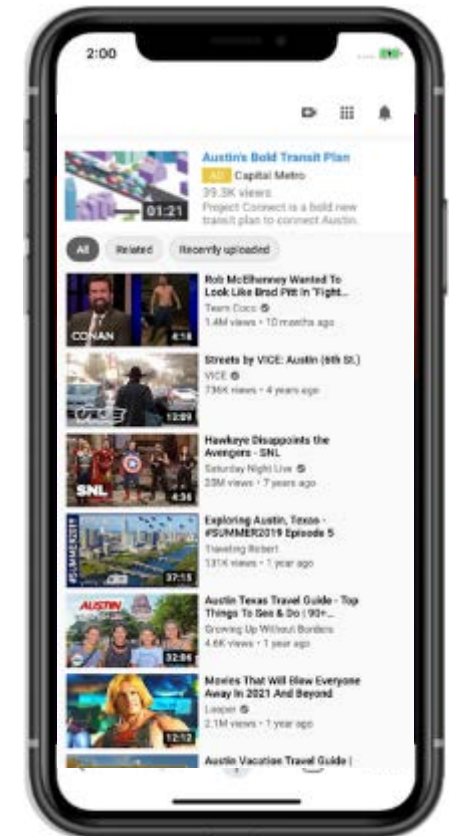
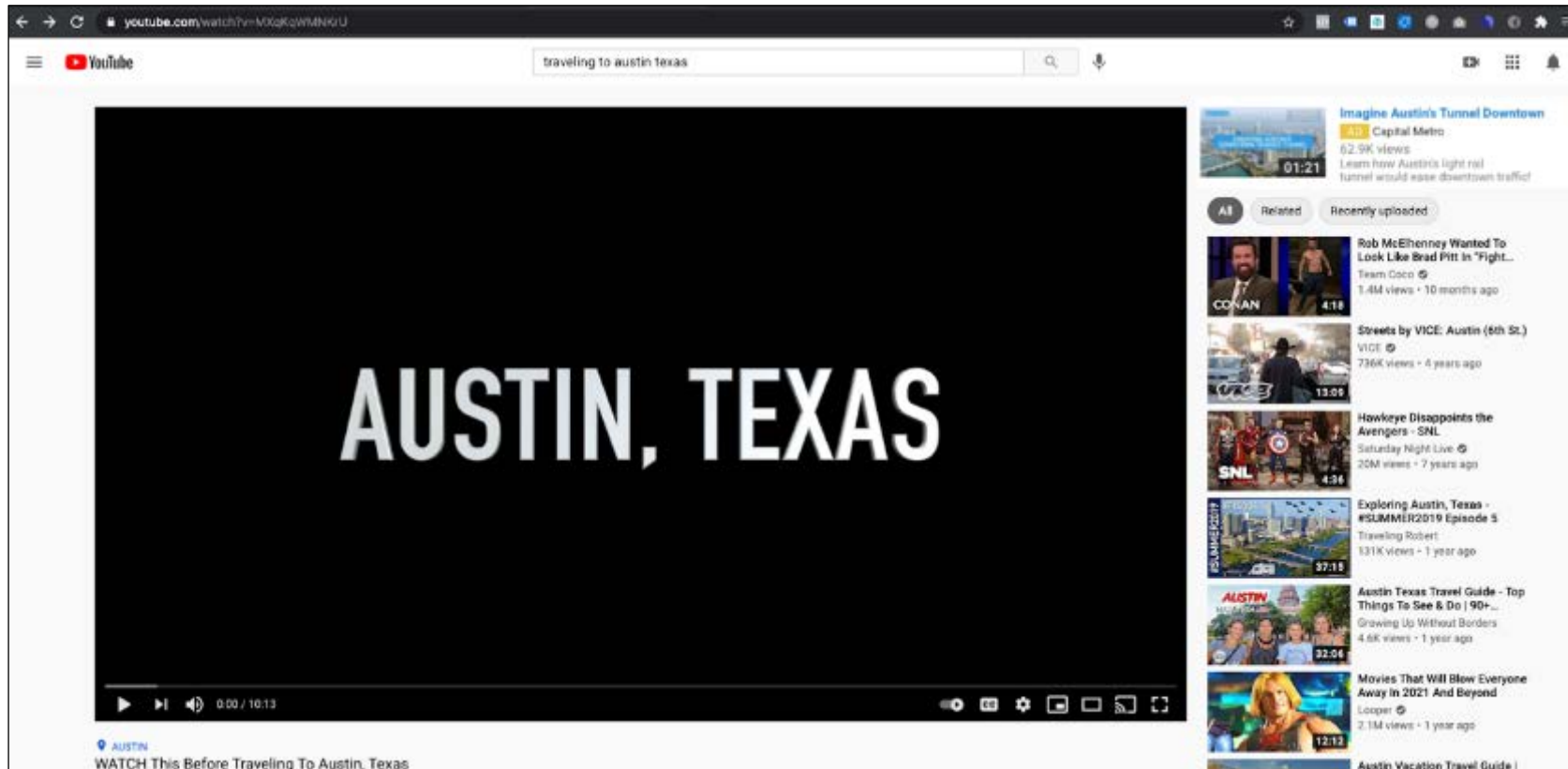
[f](#) 64 [t](#) 0 [e](#)



Austin now has six Healthy Streets. Photo courtesy of [City of Austin](#)

<https://austin.culturemap.com/series/austin-connections/>

# Creative – Digital Media/YouTube Discovery



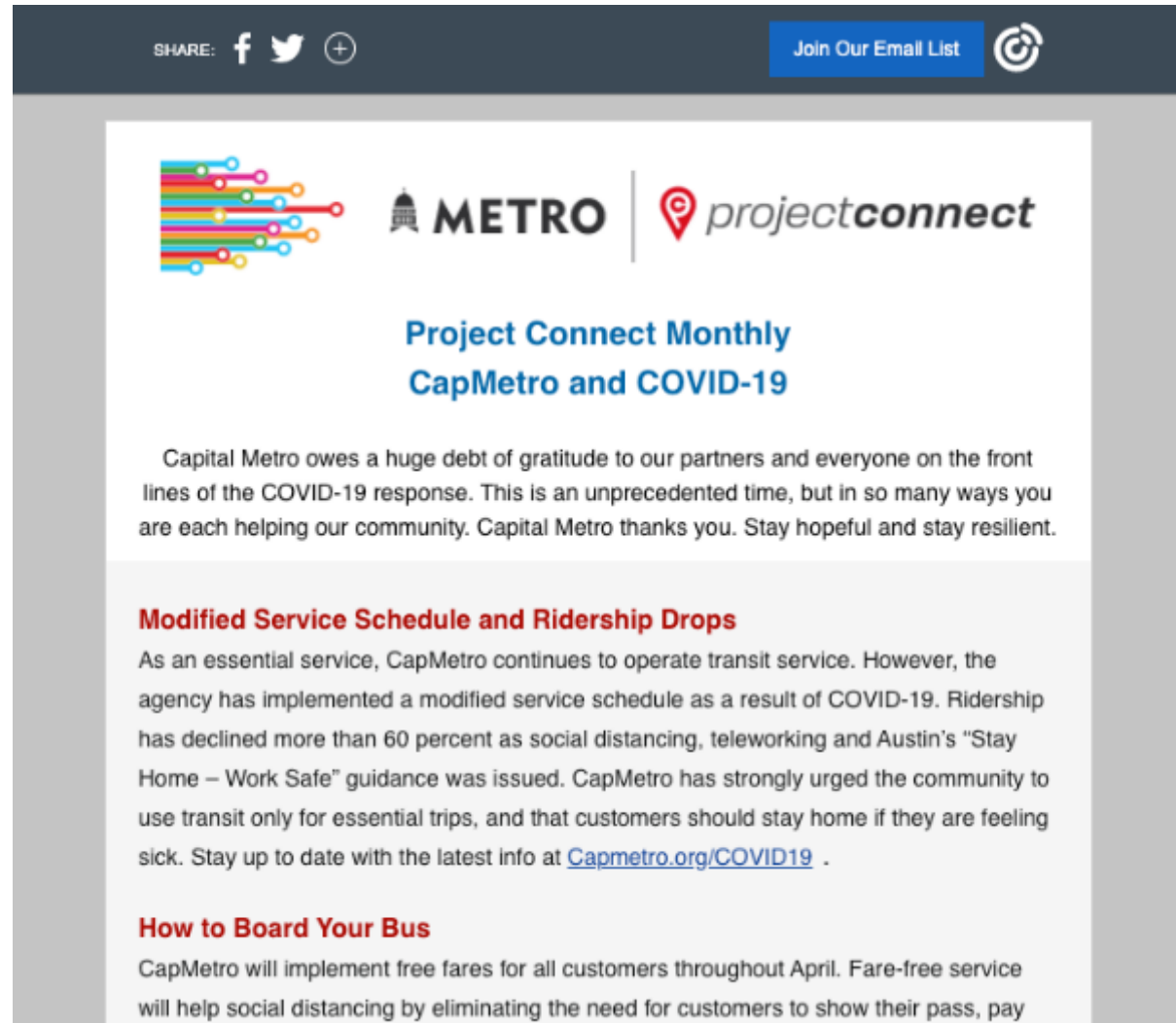
# Creative – Digital Media/YouTube

The screenshot shows a YouTube video player for the video "Austin Vacation Travel Guide | Expedia". The video content displays a modern glass skyscraper and a transit station with people walking. The video player includes a progress bar and a "Skip Ad" button. Below the video, the title "Austin Vacation Travel Guide | Expedia" is shown along with 640,271 views and a date of Aug 20, 2013. The channel name "Expedia" and its subscriber count "948K subscribers" are also visible. To the right of the video player is a sidebar of related travel guides, including "Vancouver Vacation Travel Guide", "Florida Keys Vacation Travel Guide", "San Francisco Vacation Travel Guide", "Oregon Coast Road Trip Vacation Travel Guide", "New York City Vacation Travel Guide", "Memphis Vacation Travel Guide", "Sequoia and Kings Canyon National Parks Vacation Travel...", and "Vancouver Island Vacation Travel Guide".







# Creative – April 1 Email (Organic)




Net delivered: 4,155  
Total opens: 550  
Open rate: 13.2%  
Clicks: 11  
CTR: 2%



The screenshot shows the top portion of an email. At the top, there is a dark blue header bar containing social media share icons (Facebook, Twitter, and a plus sign) on the left, a blue button labeled "Join Our Email List" in the center, and a circular refresh icon on the right. Below the header, the main content area features a white background with a colorful graphic of horizontal lines and dots on the left. To the right of this graphic are the logos for "METRO" (with a building icon) and "projectconnect" (with a location pin icon). The title "Project Connect Monthly CapMetro and COVID-19" is centered below the logos. The main body of the email contains a paragraph of text, a section header "Modified Service Schedule and Ridership Drops", and another section header "How to Board Your Bus".

SHARE:   

[Join Our Email List](#) 

  | 

## Project Connect Monthly CapMetro and COVID-19

Capital Metro owes a huge debt of gratitude to our partners and everyone on the front lines of the COVID-19 response. This is an unprecedented time, but in so many ways you are each helping our community. Capital Metro thanks you. Stay hopeful and stay resilient.

### Modified Service Schedule and Ridership Drops

As an essential service, CapMetro continues to operate transit service. However, the agency has implemented a modified service schedule as a result of COVID-19. Ridership has declined more than 60 percent as social distancing, teleworking and Austin's "Stay Home – Work Safe" guidance was issued. CapMetro has strongly urged the community to use transit only for essential trips, and that customers should stay home if they are feeling sick. Stay up to date with the latest info at [Capmetro.org/COVID19](https://Capmetro.org/COVID19) .

### How to Board Your Bus

CapMetro will implement free fares for all customers throughout April. Fare-free service will help social distancing by eliminating the need for customers to show their pass, pay

# Creative – April 1 Email (Organic)


Net delivered: 4,155  
Total opens: 550  
Open rate: 13.2%  
Clicks: 11  
CTR: 2%

For more information, please visit [ProjectConnect.com](http://ProjectConnect.com) .

**Funding and Governance**




Capital Metro is expected to receive federal funding to cover 40 percent of the estimated costs of Project Connect, contingent upon a local, long-term investment of \$5.6 billion. CapMetro will partner with the City of Austin to form a new joint venture to manage those resources and oversee the construction and implementation of the project.

For more detailed information, please visit [ProjectConnect.com](http://ProjectConnect.com) , watch a recording of the [Joint Work Session](#) , and/or read the [transcript](#) .



Visit [ProjectConnect.com](http://ProjectConnect.com) for more information

*Follow us on social media*

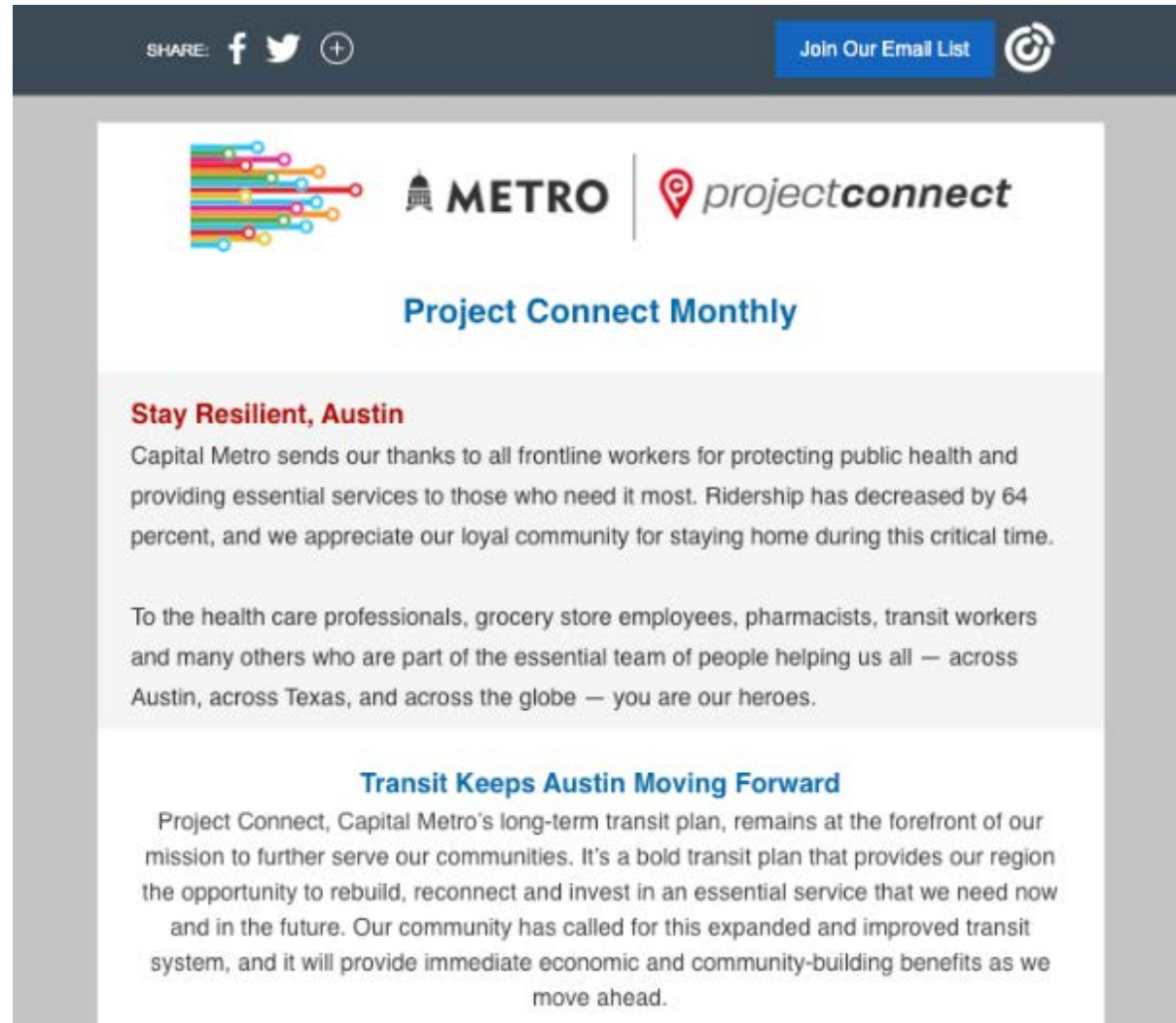
Visit the Project Connect Community Office  
607 Congress Avenue, 78701 Austin TX  
Stop by any time between 9 a.m. and 4 p.m.

© Copyright 2012-2020 Capital Metropolitan Transportation Authority



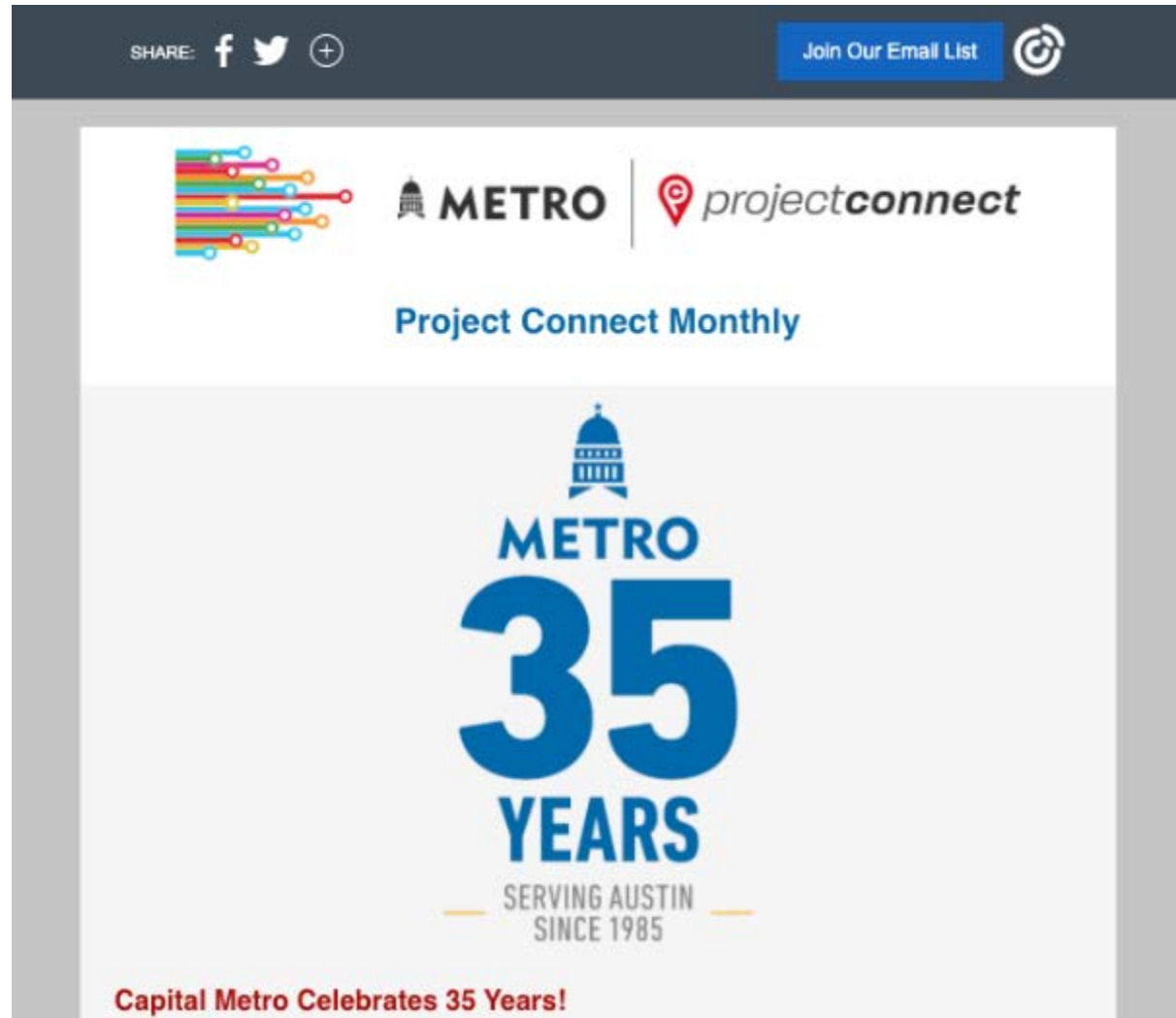
# Creative – May 7 Email (Organic)

Net delivered: 4,094  
Total opens: 1,039  
Open rate: 25.4%  
Total clicks: 92  
CTR: 8.9%



# Creative – July 17 Email (Organic)

Net delivered: 7,136  
Total opens: 1,317  
Open rate: 32.3%  
Total clicks: 54  
CTR: 4.2%



# Creative – July Email Paid

## First Deployment/July 17:

Net delivered: 79,622

Total opens: 19,973

Open rate: 25.39%

Total clicks: 1,002

CTR: 1.3%

## Re-Message/July 21:

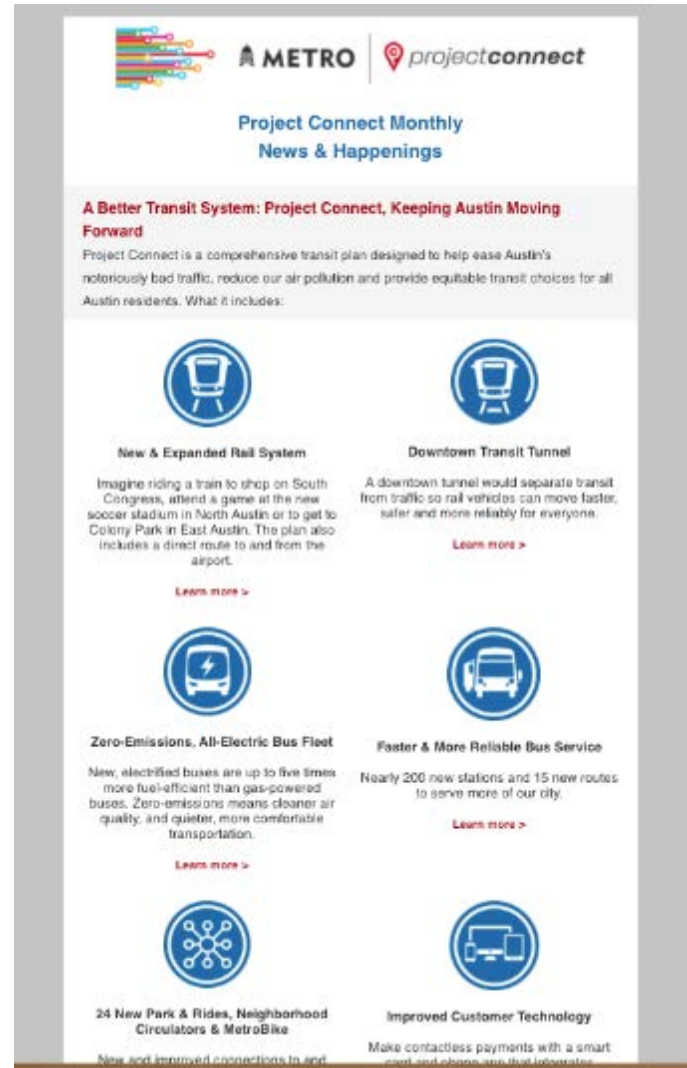
Net delivered: 54,793

Total opens: 12,847

Open rate: 23.68%

Total clicks: 530

CTR: 1.05%



# Creative – Print/Plan Overview



## Project Connect from Capital Metro. The bold transit plan to help ease traffic.

**Project Connect** is a comprehensive plan for all of Austin with a rail system that travels under downtown, an all-electric fleet to help keep the air clean and expanded, faster bus service.

 **Rail will improve the way we move around Austin.**  
Imagine riding it to shop on South Congress, attend a game at the new soccer stadium in North Austin and visit Colony Park in East Austin. Plus, there would be a direct route to and from the airport.

 **A tunnel with underground rail stations.**  
The downtown tunnel separates transit from traffic so rail vehicles can move faster, safer and more reliably for everyone.

 **New, faster routes and more options.**  
Increased service means more routes and more connections, while additional Park & Rides will help with faster commutes. Together that means better access for people all over Austin.

 **Take part in a virtual community meeting on July 22 to learn more.**  
Visit [projectconnect.com](http://projectconnect.com).

  *It's go time.*

## Statesman – English

This ad was also published in The Villager, Austin Chronicle, and Community Impact.

# Creative – Print/Plan Overview



**Project Connect de Capital Metro. El extenso plan de transporte público para ayudar a aliviar el tráfico.**

**Project Connect** es un plan extenso para todo Austin con un nuevo sistema de tren que viaja por debajo del downtown, una flota completamente eléctrica para ayudar a mantener el aire limpio y más rutas de autobús con servicio más rápido.

 **El tren mejorará la manera en que nos movemos en Austin.**  
Imagina tomarlo para ir de compras a South Congress, para asistir a un partido de fútbol en el nuevo estadio en el norte de Austin y visitar Colony Park en el este de Austin. Incluso hay una ruta directa de ida y vuelta al aeropuerto.

 **Un túnel con estaciones de tren subterráneas.**  
El túnel del downtown separa el transporte público del tráfico regular, permitiéndole al tren moverse de una manera más rápida, segura y confiable para todos.

 **Rutas nuevas, más rápidas y más opciones.**  
Un aumento en el servicio proveerá más rutas y más conexiones, con centros Park & Rides que ayudarán a que los viajes al trabajo sean más rápidos. En conjunto, esto significa mejor acceso para todas las personas en todo Austin.

**Participa este mes en una junta virtual para la comunidad para conocer más. Visita [projectconnect.com](http://projectconnect.com).**

 **METRO** |  [projectconnect.com](http://projectconnect.com)  
*Es hora de un plan.*

El Mundo

This ad was also published in La Prensa.



# Creative – Print/Plan Overview



## 교통으로 계속 나아가는 오스틴

커넥트 프로젝트(Project Connect)는 오늘 사람들을 이동시키기 위한 선명한 비전이자 내일을 위한 계획입니다. 여기에는 다음이 포함됩니다:

- 4개의 신규 노선
- 무공해 차량
- 24곳의 신규 대중교통 연계 지점
- 시내 통과 터널
- 15개의 더 빠른 신규 버스 노선
- 더 나은 버스 서비스
- 개선된 고객 기술

편하게 자택에서 온라인으로 계획을 확인하고 projectconnect.com으로 피드백을 보내주세요

METRO | projectconnect.com  
출발할 시간입니다



## News Korea – Korean

Additional Asian publications included Texas Capital News (Chinese), Austin South Asian (English), Epoch Times (Chinese), Tre (Vietnamese).

# Creative – Print/Double-Truck



Austin Chronicle

# Creative – Print/Rail



## New rail and more options to move us all.



Project Connect from Capital Metro is a comprehensive transit plan with a rail system that travels under downtown so everyone can move faster, safer and more reliably. Imagine riding it to the game, direct to the airport or to the South Congress district.

With an all-electric fleet, Project Connect would help keep Austin's air clean and provide expanded, faster bus service to move us all.

**Visit [ProjectConnect.com](http://ProjectConnect.com) to learn more.**





# Creative – Print/Rail



## 신규 철도 및 더 많은 교통 옵션

프로젝트 커넥트(Project Connect)는 캐피탈메트로(Capital Metro)에서 시작된 종합 교통 플랜입니다. 시내 지하를 통과하는 철도 시스템 —교통과 분리—으로 축구 경기장이 열리는 오스틴 FC 스타디움 공항 직통 또는 사우스콩그레스 지역까지 승객 여러분을 모십니다.

이 플랜에는 완전 전기 버스, 36마일의 신규 메트로라피드(MetroRapid) 버스 노선 및 9곳의 신규 대중교통 연계 지점을 포함하고 있습니다.

**ProjectConnect.com**에서 더 자세한 내용을 알아보세요.

 **METRO** |  **projectconnect**


News Korea  
Asian publications included  
Tre and Epoch Times.

# Creative – IMG/UT Sports – Marquee







# Creative – Transit Queens



**Catch a train to  
catch your plane.**

 **METRO** |  *projectconnect.com*



**Toma un tren para  
tomar un avión.**

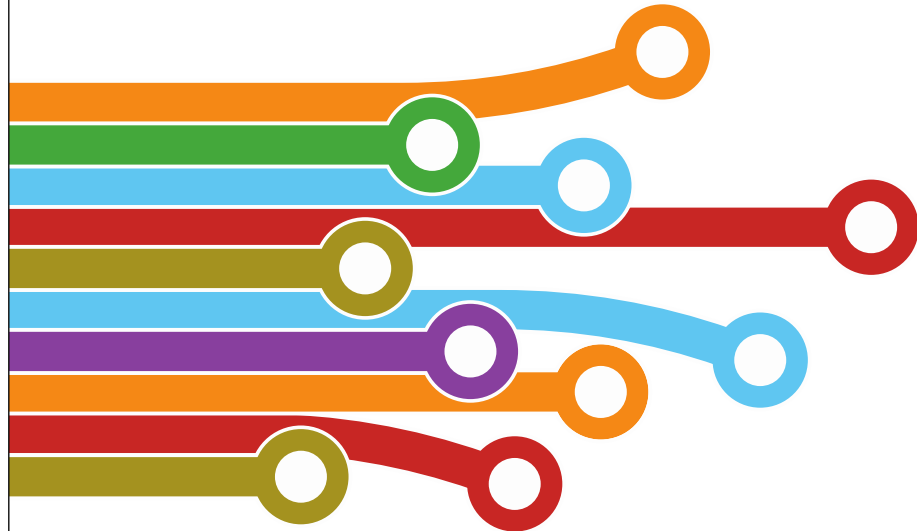
 **METRO** |  *projectconnect.com*

# Creative – Transit



# Creative – Transit Interior Placard

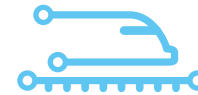
## A transit plan with more options for Austin.



**Project Connect** is Capital Metro's comprehensive transit plan. It features an all-electric fleet, expanded MetroRapid and MetroExpress routes, more connections, circulators, and new rail through the city that includes a downtown tunnel with stations and a direct route to the airport.



**New  
Connections**



**Light  
Rail**



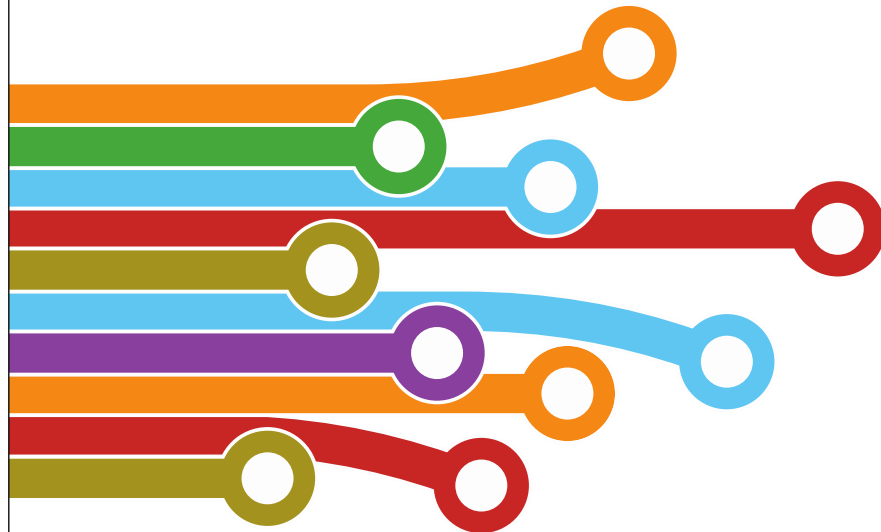
**Transit  
Tunnel**

 **METRO**

 [projectconnect.com](https://projectconnect.com)

# Creative – Transit Interior Placard

## Un plan de transporte público con más opciones para Austin.



**Project Connect** es el plan integral de transporte público de Capital Metro. Tiene una flota completamente eléctrica, rutas expandidas de MetroRapid y MetroExpress, más conexiones, circuladores y un tren nuevo que atraviesa la ciudad que incluye un túnel en downtown con estaciones y una ruta directa al aeropuerto.



Nuevas conexiones



Tren



Túnel para transporte público



**METRO**

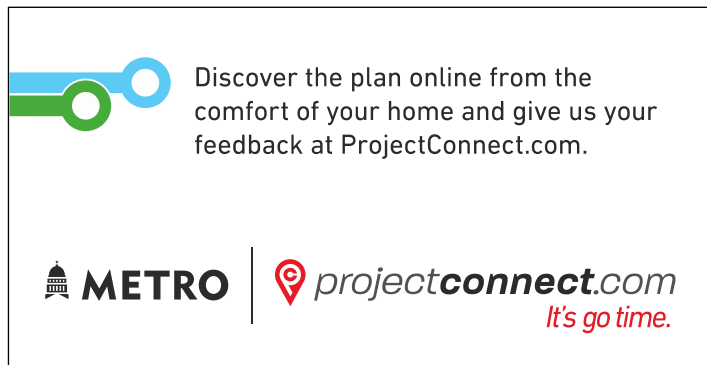


[projectconnect.com](https://projectconnect.com)

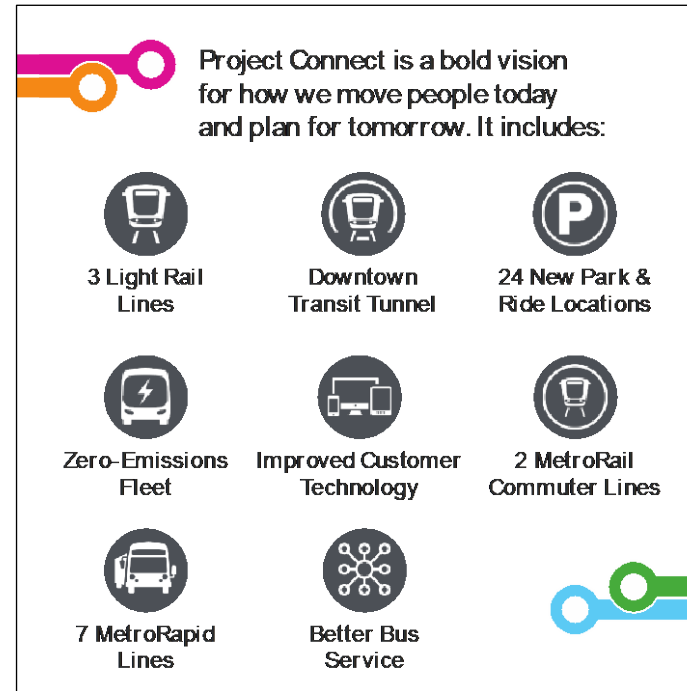
# Creative – Wallet Card



Front



Back



Inside



# Creative – Giveaway Bag Design



# Creative – Icon Suite



# Phase 2 Communications

August 10 – November 3, 2020

---

# Campaign Elements

---

- Message and creative development
- Media relations
- Paid media
- Social media content development (static, animation, video)
- Social media monitoring
- Brochure and other collateral
- Website design, copy, and consultation
- Speakers Bureau presentation(s)
- Fact sheets

# Paid Media

---

Phase 2 paid media approach: build awareness and educate audience on the elements of the comprehensive transit plan designed for all of Austin. Media included:

- Facebook/Instagram/Twitter
- Digital media (multiple platforms) and location-based mobile
- TV/OTT
- Email
- Radio/Pandora radio
- Print

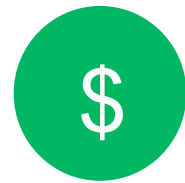


# Paid Media (cont.)

---

- Transit (added value)
- Out-of-home billboards and convenience store 1-sheet posters
- IMG/UT Sports (I35 marquee, football, volleyball, digital media)
- BCycle/bike share
- Theater @ Home (CTT/CPV)

# Paid Digital Media Campaign Summary



\$255,716  
Total Spend



61,909,904  
Impressions



\$4.13  
CPM  
Cost per thousand impressions



195,517  
Clicks



0.32%  
Click Rate



\$1.31  
CPC  
Cost per click



3,993,143  
Involvements\*



6.45%  
Involvement Rate



\$64.04  
CPI (000)  
Cost per thousand involvements

Source: LumenAd Jul. 1 – Aug. 6, 2020

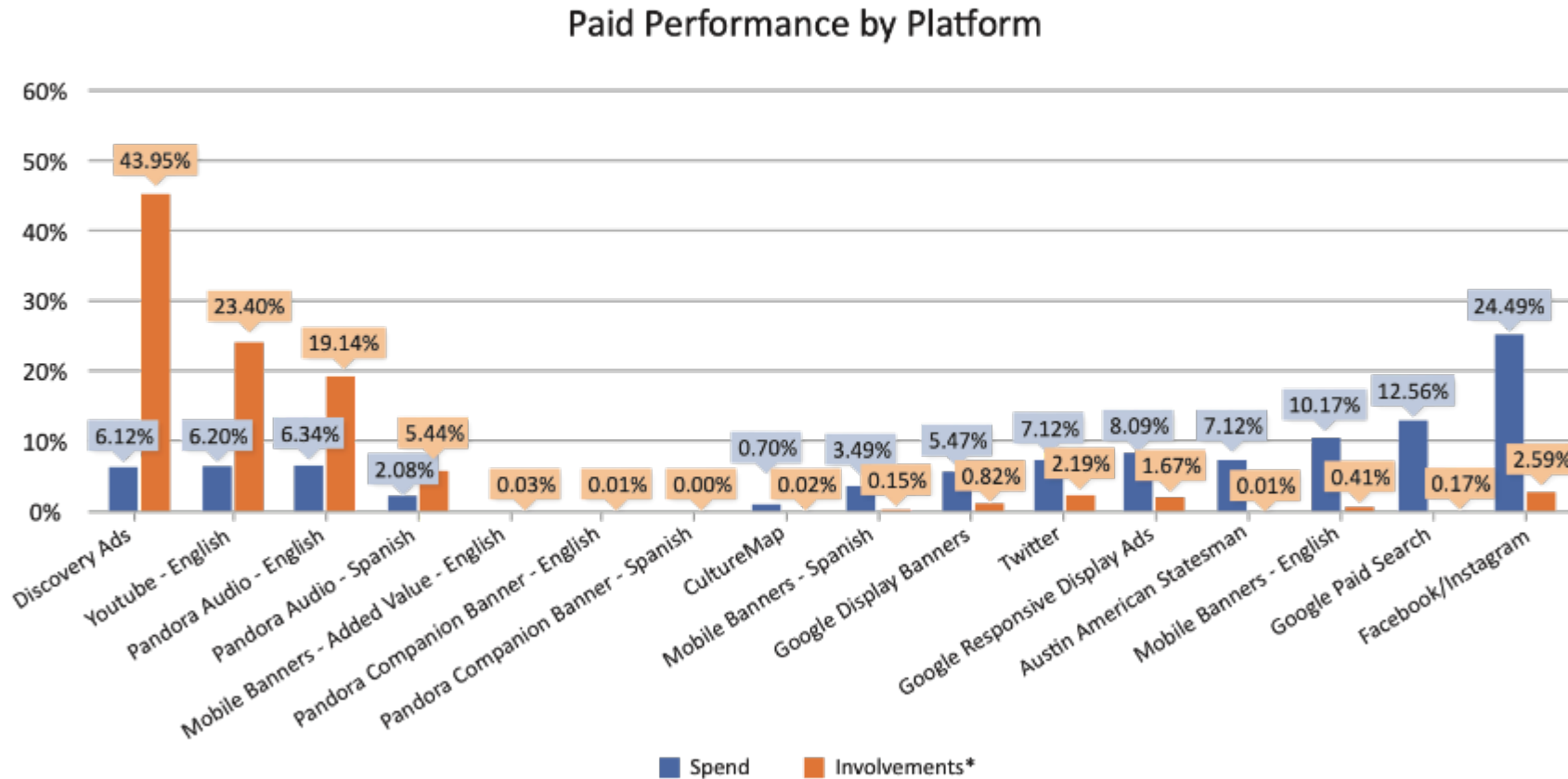
Note: Totals do not include email or ad serving/tracking and reporting.

\*Involvements is a custom metric that weighs indicators of engagement to infer increased education.

"Involvements" = 50% Clicks + 100% Video Completions + 100% Active Engagements (i.e., social media post reactions, shares, saves and comments)

+ 100% Website Conversions (i.e., 60-second web visits, content downloads, newsletter sign-ups, contact form submissions, virtual meeting request submissions)

# Discovery Ads Continue Efficient Return



Source: LumenAd Aug. 7 – Nov. 30, 2020

\*Involvements is a custom metric that weighs indicators of engagement to infer increased education.

"Involvements" = 50% Clicks + 100% Video Completions + 100% Active Engagements (i.e., social media post reactions, shares, saves and comments)

+ 100% Website Conversions (i.e., 60-second web visits, content downloads, newsletter sign-ups, contact form submissions, virtual meeting request submissions)

# Social Media

## Approach

- Social media sought to educate Austinites about Project Connect, its components and features by using informative, engaging content and driving users to the Project Connect website to learn more.

## Summary

- Using a combination of organic and paid tactics, social content was developed with an emphasis on video and motion to catch users' attention and prompt engagement (like, comment, share). In addition, the paid campaign was optimized to drive audience members to click, visit the Project Connect website, and remain for 60 seconds or more as they interacted with content on the site.

For the final two weeks, the campaign was further optimized to broaden the audience by prioritizing people who had not yet engaged with the campaign via social media and limiting the frequency with which individuals saw an ad.

# Video Emphasis Boosts Overall Engagement

## Facebook

- Reach: 1,382,290
- Engagement: 6,053
- Engagement Rate: 0.44%  
(Industry Avg. 0.09%\*)

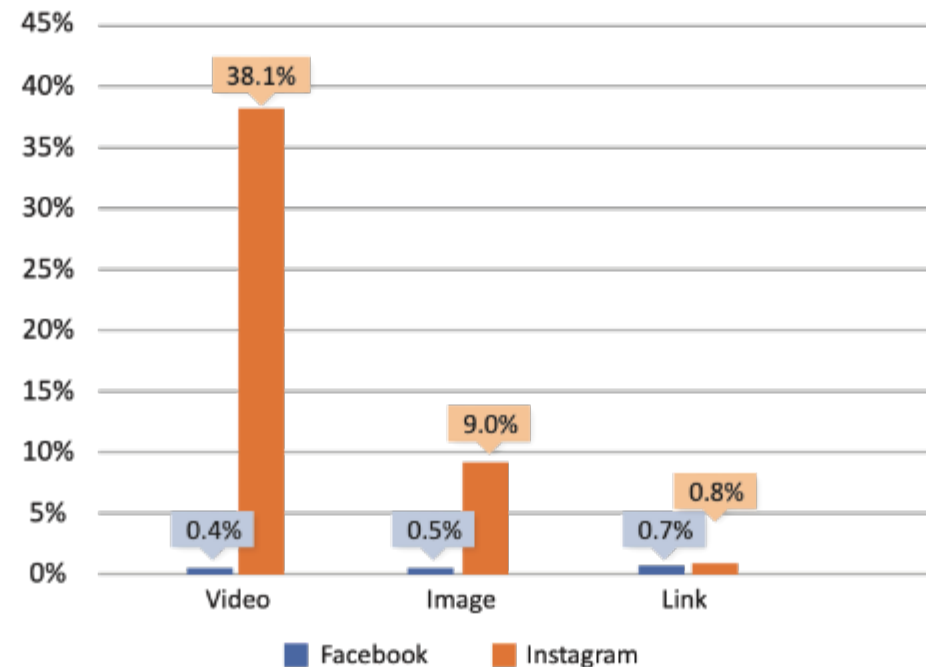
## Instagram

- Reach: 36,396
- Engagement: 5,924
- Engagement Rate: 16.3%  
(Industry Avg. 1.22%\*)

## Twitter

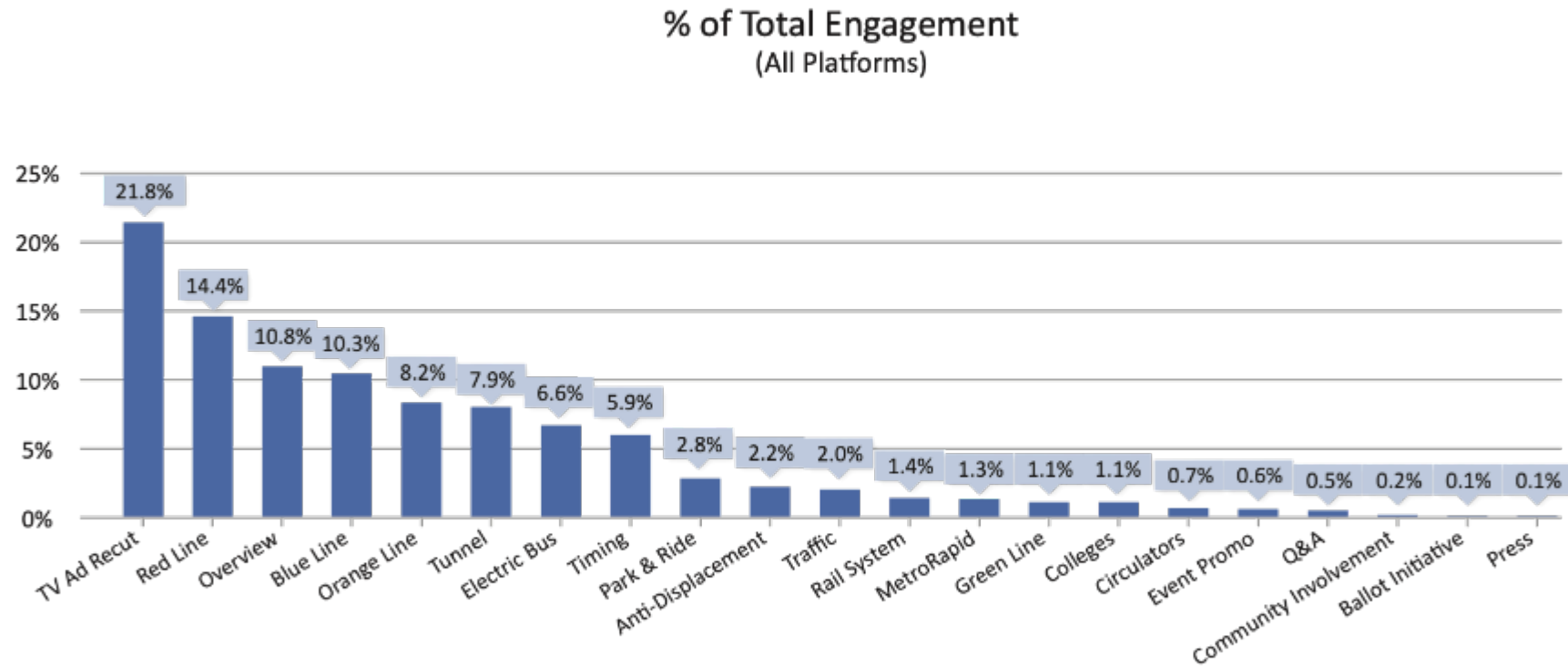
- Engagement: 1,870

Engagement Rate by Content Type



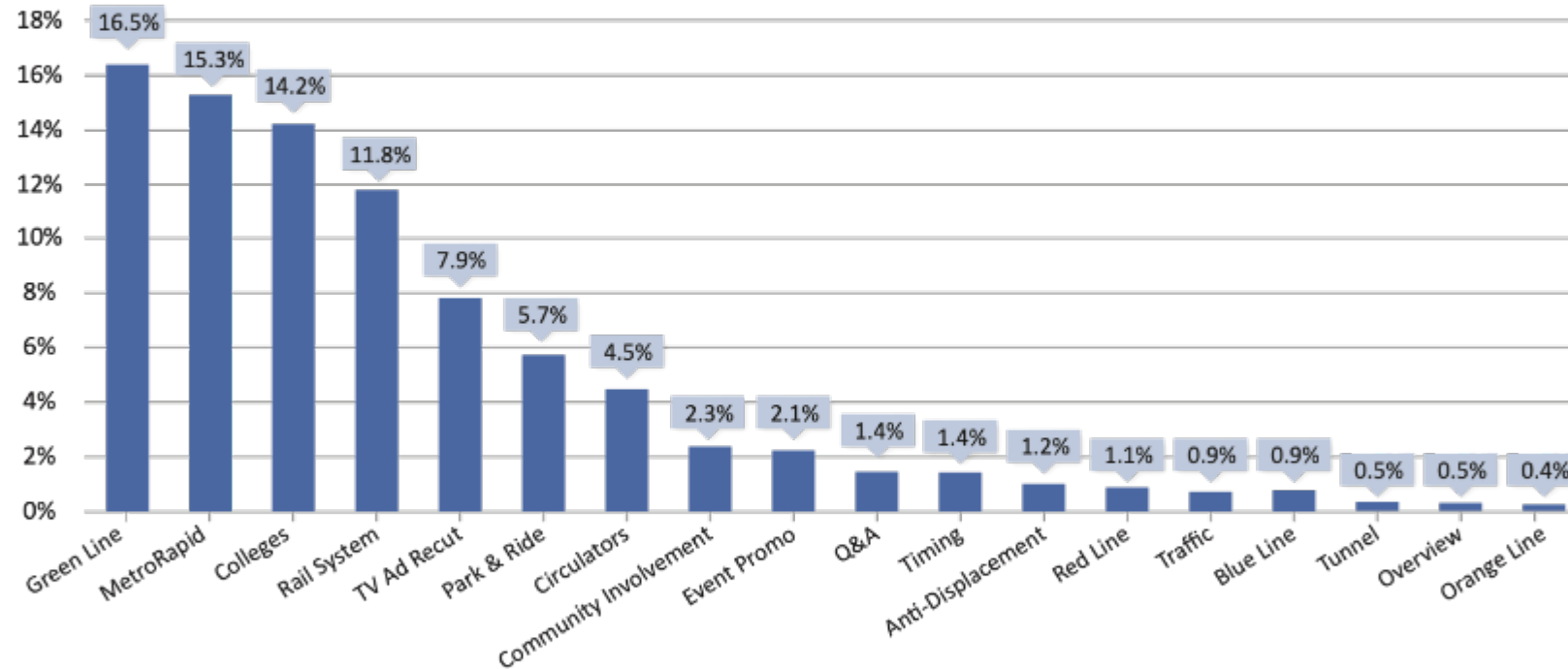


# Big Plan Features Draw Most Engagement



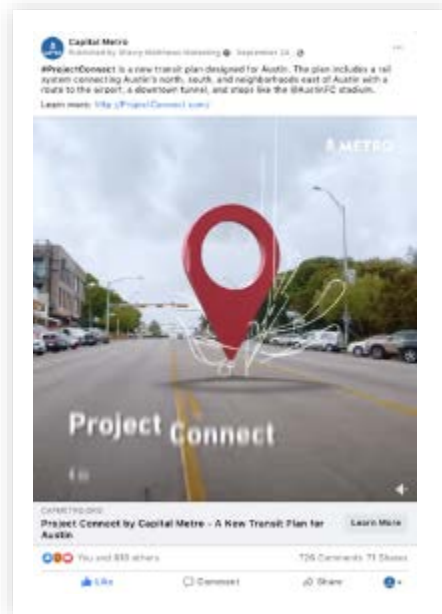
# Geo-Specific Features Build High Engagement Rates

Engagement Rate by Topic  
(Facebook and Instagram)



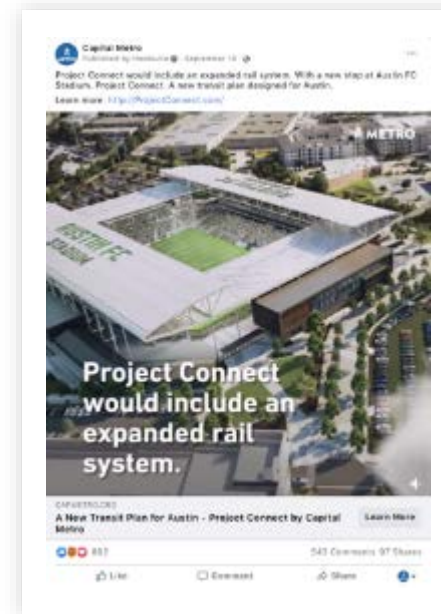
# Social Media – Post Topics

## TV Ad Recut



Total Engagement: 3,004  
 Engagement Rate: 7.9%

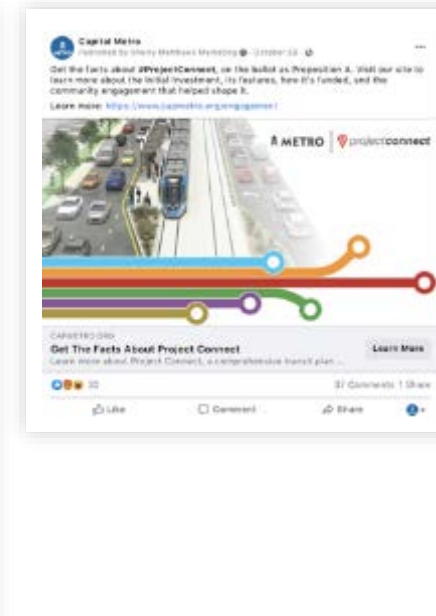
## Red Line



Total Engagement: 1,990  
 Engagement Rate: 1.1%

# Social Media – Post Topics

## Overview



Total Engagement: 1,497  
Engagement Rate: 0.5%

# Social Media – Post Topics

## Blue Line



Total Engagement: 1,425  
 Engagement Rate: 0.9%

## Orange Line



Total Engagement: 1,130  
 Engagement Rate: 0.4%



# Social Media – Post Topics

## Tunnel



Total Engagement: 1,097  
Engagement Rate: 0.5%

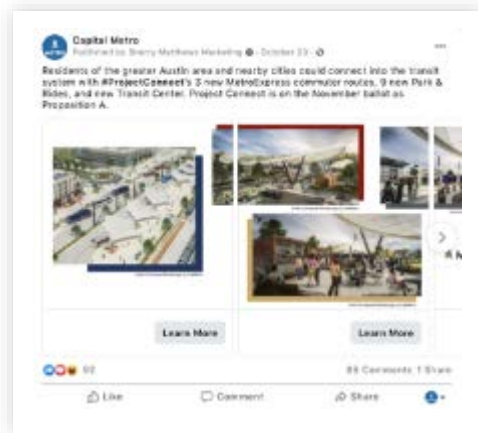
## Timing



Total Engagement: 813  
Engagement Rate: 1.4%

# Social Media – Post Topics

## Park & Ride



Total Engagement: 387  
Engagement Rate: 5.7%

## Anti-Displacement



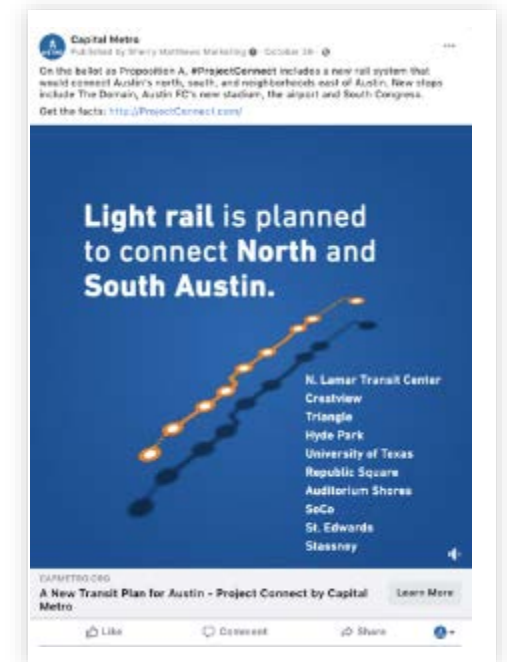
Total Engagement: 304  
Engagement Rate: 1.2%

## Traffic



Total Engagement: 282  
Engagement Rate: 0.9%

## Rail System



Total Engagement: 195  
Engagement Rate: 11.8%

# Social Media – Post Topics

## MetroRapid



Total Engagement: 173  
Engagement Rate: 15.3%

## Green Line



Total Engagement: 151  
Engagement Rate: 16.5%

## College Connection



Total Engagement: 145  
Engagement Rate: 14.2%

## Circulators



Total Engagement: 93  
Engagement Rate: 4.5%

# Social Media – Post Topics

## Event Promo



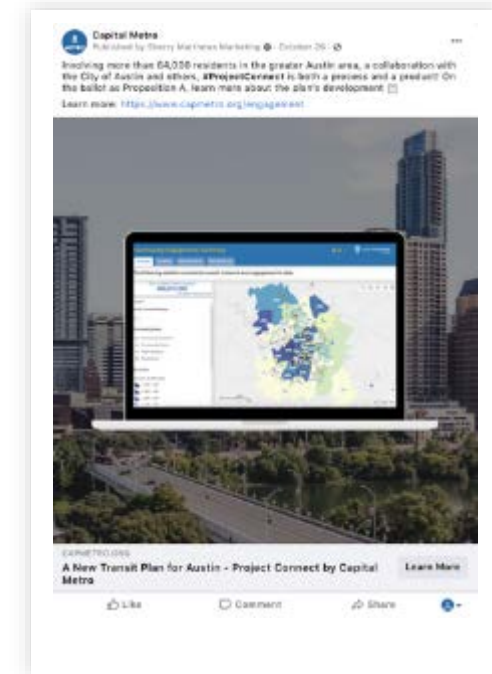
Total Engagement: 84  
Engagement Rate: 2.1%

## Q&A



Total Engagement: 66  
Engagement Rate: 1.4%

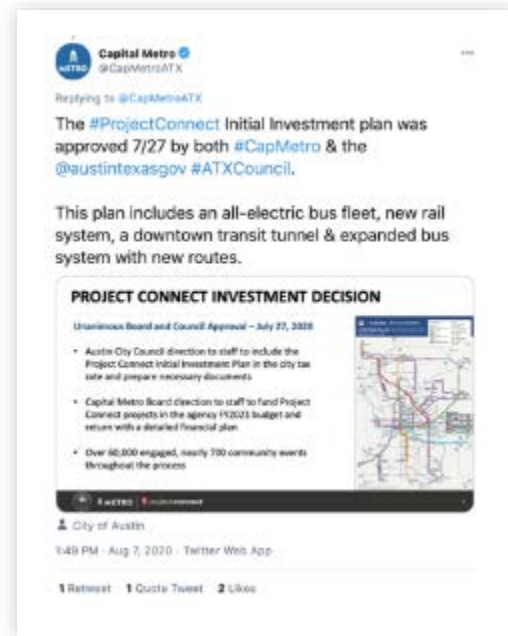
## Community Involvement



Total Engagement: 24  
Engagement Rate: 2.3%

# Social Media – Post Topics

## Ballot Initiative



Total Engagement: 18  
\*Twitter Only

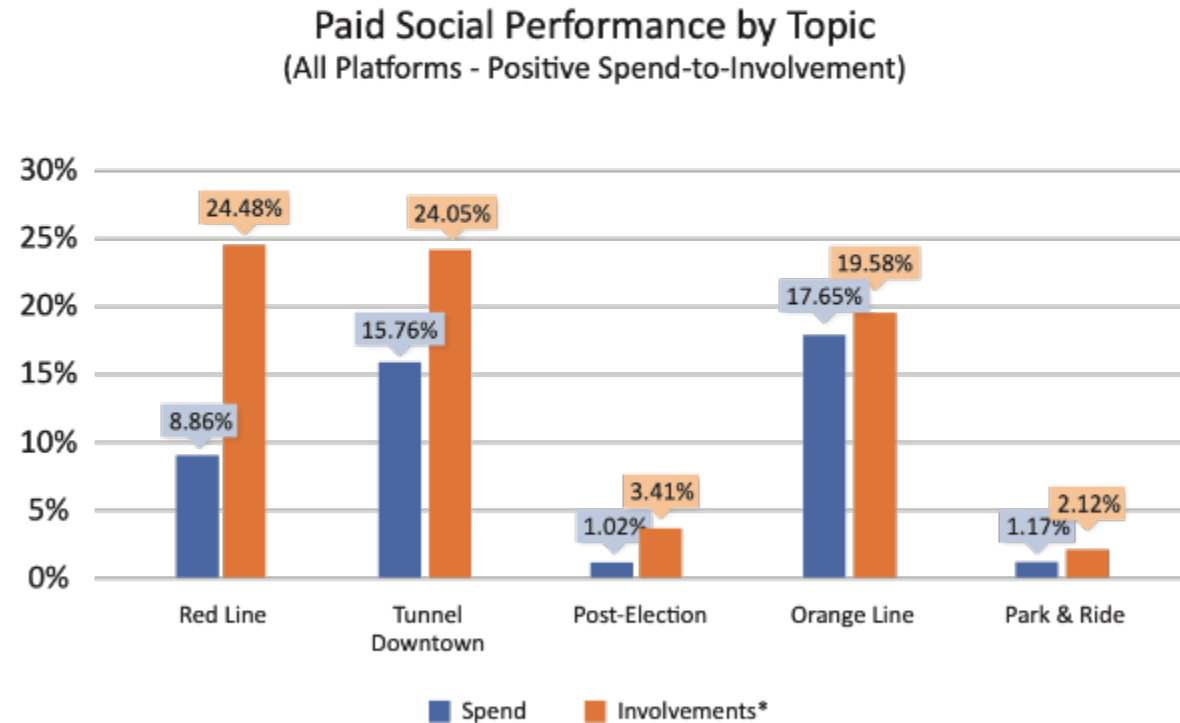
## Press



Total Engagement: 16  
\*Twitter Only



# Paid Social Audiences Drawn by Rail-Focused Topics



Source: LumenAd Aug. 7 – Nov. 30, 2020

\*Involvements is a custom metric that weighs indicators of engagement to infer increased education.

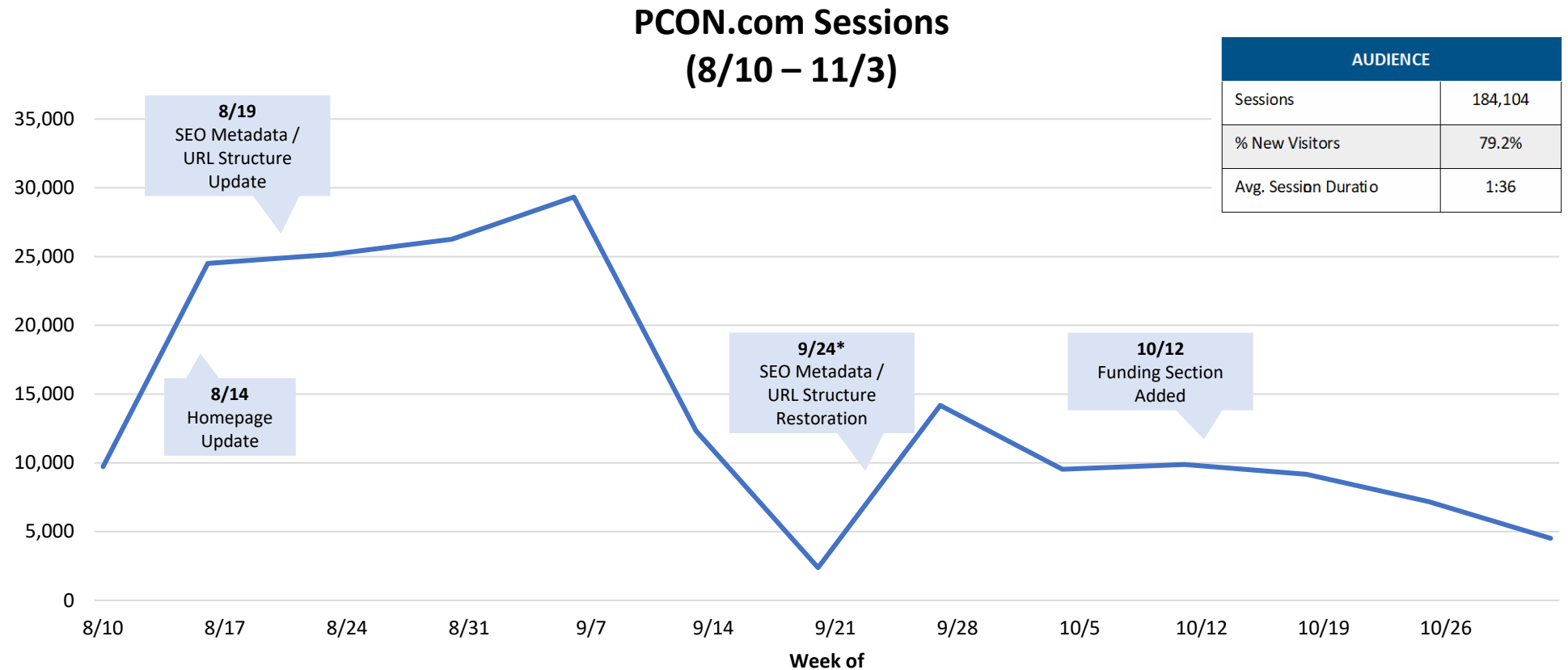
"Involvements" = 50% Clicks + 100% Video Completions + 100% Active Engagements (i.e., social media post reactions, shares, saves and comments)

+ 100% Website Conversions (i.e., 60-second web visits, content downloads, newsletter sign-ups, contact form submissions, virtual meeting request submissions)

# Phase 2 Updates Enrich Website SEO

DATE	TYPE	OPTIMIZATION	DETAILS
8/14	Design	Homepage Update	<ul style="list-style-type: none"> <li>• “A New Transit Plan” video embedded</li> <li>• Updated copy on homepage</li> </ul>
8/19	SEO	SEO Metadata / URL Structure Update	<ul style="list-style-type: none"> <li>• Revised hierarchical site structure to enable more efficient search engine crawling</li> <li>• Updated url structure to incorporate high value keywords</li> <li>• Rewrote site title tags to include high value keywords</li> <li>• Created unique meta descriptions for each page</li> </ul>
9/24	SEO	SEO Metadata / URL Structure Update	Restoration of 8/19 update
10/12	Design	Funding Section	Funding section of RON website added detailing additional tax information

# Sessions Rise as SEO Metadata Is Updated



*\*Drop in sessions is due to the migration to SiteFinity and lack of SETO metadata. Note the sessions begin to improve, but never fully restored.*

# Homepage Content of Primary Interest

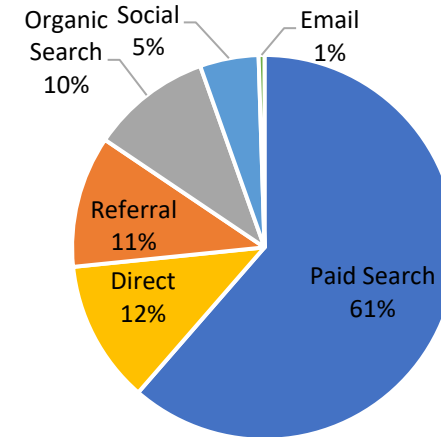
## Top Pages

PATH PAGE	PAGE VIEWS
/project-connect	183,044
/project-connect/initia-in vestment	35,511
/project-connect/system-plan	10,479
/project-connect/system-plan/austin rail-system	7,228
/project-connect/contact-us	2,002

## Top Events

EVENT	TOTAL
60 Second Visit	53,509
PDF Download (Maps + Renderings)	32,672
"A New Transit Plan" Video Play	3,922
Virtual Meetin	465
Newsletter Sign-Up	158

## Traffic Source (Sessions)



SOURCE	PHASE 1	PHASE 2	% CHANGE
Paid Search	37,650	113,033	200%
Direct	9,220	22,066	139%
Referral	12,022	20,360	69%
Organic Search	11,241	18,653	66%
Social	2,834	9,082	220%
Email	448	907	102%

# Media Relations Activities

---

**Strategic Media Outreach.** After the August 7 ballot decision, the public relations team switched from proactive storytelling to responsive media relations.

**Messaging Hierarchy and Talking Points.** Updated all messages to reflect legal requirements of public communication/education.

**Electric Bus Reveal.** Working closely with CapMetro, coordinated the virtual event showcasing the new electric buses and included an electric-bus-shaped cookie dropoff to Dell's Children's Hospital for staff. Developed media outreach materials and talking points/remarks for CapMetro leadership and elected officials.



# Media Relations Activities (cont.)

---

**Downtown Station Grand Opening.** Developed strategy, story ideas, testimonials, media outreach materials, speaker remarks/talking points, on-site event management, and video production/editing to celebrate and honor milestone grand opening.

**Post-Election Communications.** Provided strategic support and developed all media outreach and internal communications materials for various post-election outcomes (e.g., yes, no, TBD, social unrest, etc.).

**Media Recaps.** Provided recaps of media coverage during Phase 2 to evaluate lessons learned and best practices.

# Media Relations Coverage: August 10 – November 3

## RECAP

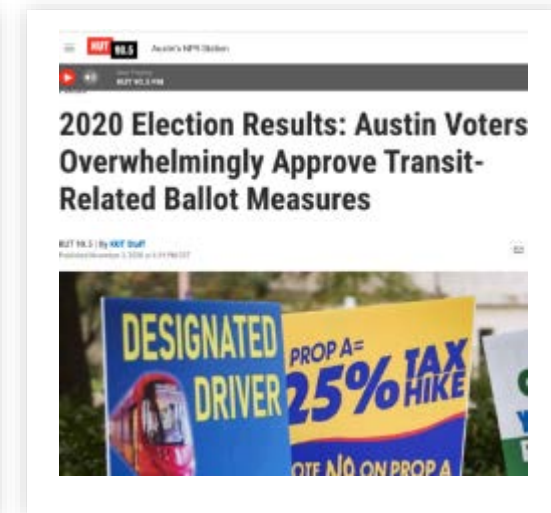
Total Stories: 279

Total Impressions: 121,526,593

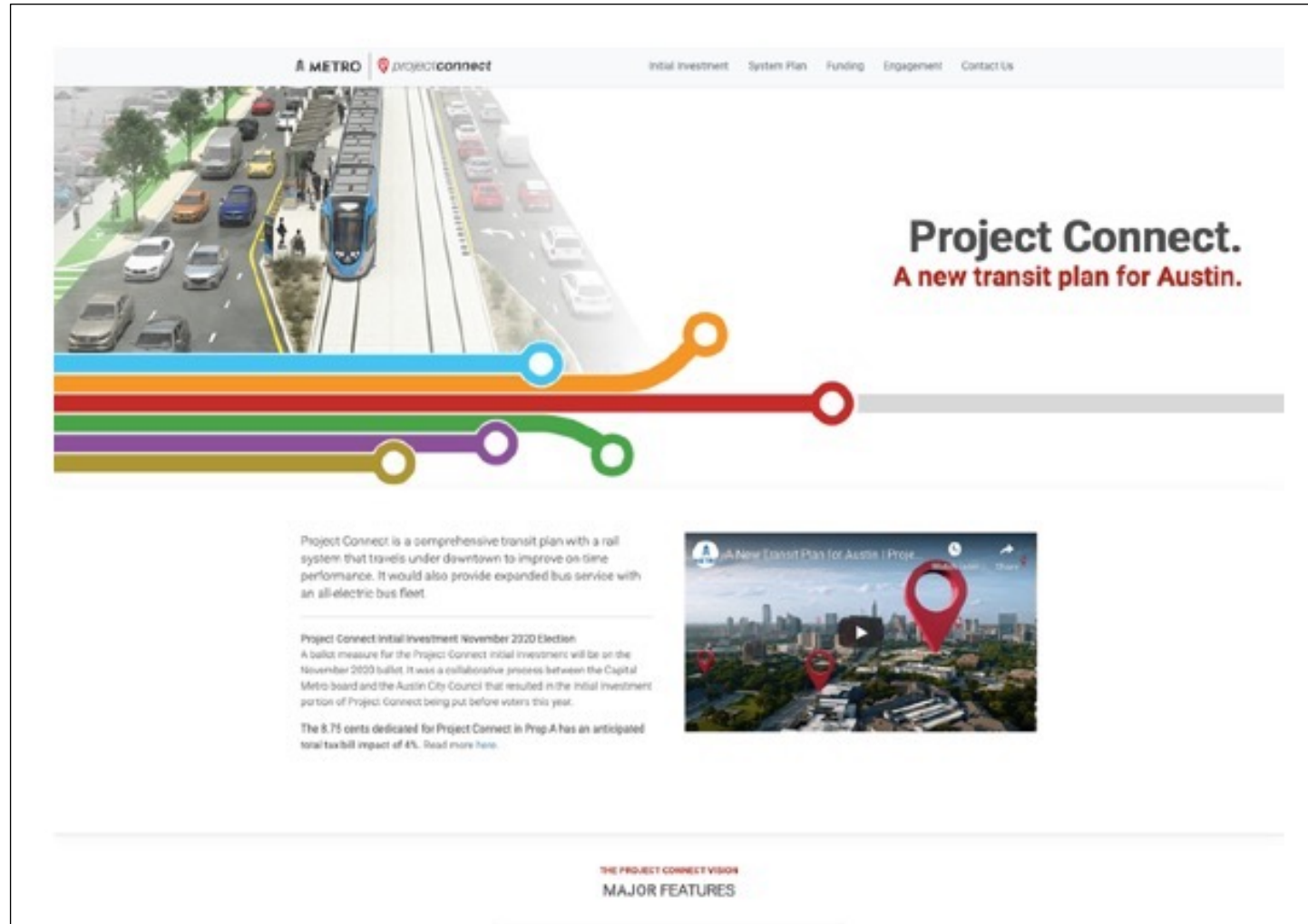
Total Publicity Value: \$1,152,396

Reported Initiatives:

- Aug. 7 Ballot Decision - 24
- Opposition – 16
- Plan Updates – 111
- Electric Bus Reveal – 33
- Electric Bus Yard Opening – 10
- DT Station Opening – 44
- Election – 41







# Website – Homepage



# Website – Homepage

**THE PROJECT CONNECT VISION**  
**MAJOR FEATURES**

Project Connect would expand transit capacity and would offer more options, linking people, neighborhoods and employers. Major features of the Initial Investment include:

-  A new rail system would serve North and South Austin, the airport, downtown and Colony Park.
-  A transit tunnel downtown would separate rail from traffic to improve on-time performance.
-  Expanded bus service within all-electric bus fleet, new routes and on-demand shuttles within certain neighborhoods.
-  Nine new Park & Rides.

**INITIAL INVESTMENT MAP**

[View the map >](#)

**Contact Us**  
For more information, request a meeting or sign up for our newsletter.

[Contact Us](#)

The screenshot displays a clean, modern website layout. At the top, the title 'THE PROJECT CONNECT VISION' is followed by a sub-header 'MAJOR FEATURES'. A brief introductory paragraph explains the project's goal to expand transit capacity and link communities. Below this, four feature cards are presented, each with a distinct icon and a short description. The icons represent a train, a tunnel, a bus, and a person. The bottom section features a map titled 'INITIAL INVESTMENT MAP' with a 'View the map >' link. The footer area includes a 'Contact Us' heading, a short paragraph about requesting meetings or newsletters, and a prominent blue 'Contact Us' button. The background of the bottom section shows a diverse group of hands raised, symbolizing community and participation.

# Website – Initial Investment

**Project Connect Initial Investment**

**SYSTEM EXPANSION**  
The Initial Investment is based on the Project Connect System Plan and includes an all-electric bus fleet, a new rail system, a downtown transit tunnel and an expanded bus systems with more routes.

**INITIAL INVESTMENT MAP**  
[View the map](#)

**About the "Initial Investment"**  
A ballot measure for the Project Connect Initial Investment will be on the November 2023 ballot.

It was a collaborative process between the Capital Metro board and the Austin City Council that resulted in the initial investment portion of Project Connect being put before voters this year. Leading up to the November election, the governing bodies took the following actions:

- August 13: The Austin City Council voted to include Project Connect's Initial Investment on the November ballot. The vote approved an ordinance ordering an election to authorize and fund the Project Connect Initial Investment of \$7.1 billion.
- August 7: The Initial Investment proposal was adopted by the Capital Metro Board and approved by the Austin City Council. It includes a portion of the System Plan, which will advance through development and be considered for both local and federal funding. Not all of the System Plan's elements are included in the Initial Investment.
- June 10: The Project Connect System Plan was adopted by the Capital Metro Board and approved by the Austin City Council.

**A New and Expanded Rail System**



# Website – Initial Investment

- August 13: The Austin City Council voted to include Project Connect's initial investment on the November ballot. The vote approved an ordinance ordering an election to authorize and fund the Project Connect initial investment of \$7.1 billion.
- August 7: The initial investment proposal was adopted by the Capital Metro Board and approved by the Austin City Council. It includes a portion of the System Plan, which will advance through development and be considered for both local and federal funding. Not all of the System Plan's elements are included in the initial investment.
- June 10: The Project Connect System Plan was adopted by the Capital Metro Board and approved by the Austin City Council.

## A New and Expanded Rail System

The initial investment includes 27 miles of rail service and 31 stations.



Aerial conceptual rendering for illustration only.

[View full sized](#)

**ORANGE LINE:** Light rail is planned to connect North and South Austin. The initial investment would begin at North Lamar and U.S. 183 and extend to Stassney Lane. Destinations include:

- North Lamar Transit Center
- Crestview
- UT
- Republic Square
- Auditorium Shores
- The SoCo District

**BLUE LINE:** Light rail is planned to offer service to the airport. Operating from North Lamar and U.S. 183 to downtown and direct to the airport. Destinations include:

- Austin Bergstrom International Airport
- Lakeshore Drive
- Convention Center
- Rainey Street
- UT
- Crestview
- North Lamar Transit Center

**GREEN LINE:** New commuter rail service would connect downtown to East Austin's Colony Park. Destinations include:

- East Austin
- Springdale
- U.S. 183
- Colony Park

**RED LINE:** Expanded commuter rail service with new stations serving The Domain and Austin FC's stadium at McKalla Place. Destinations include:

- Leander
- The Domain
- McKalla Place
- Crestview
- ACC Highland
- MLX
- Satilla
- Downtown

## A Downtown Transit Tunnel

Light rail would travel underground downtown. Operating rail service beneath the streets increases the system's on-time performance and is safer than operating at street level.



Aerial conceptual rendering for illustration only.

# Creative – TV/English

---

Phase 2 TV English spots are on the following slides:

- :30 A New Transit Plan for Austin. Project Connect by Capital Metro.
- :15 A Transit Plan with All-Electric Buses. Project Connect by Capital Metro.
- :15 Travel by Rail to the Austin Airport. Project Connect by Capital Metro.
- :15 New Routes & Expanded Bus Service. Project Connect by Capital Metro.
- :15 A Transit Plan Designed to Connect Austin. Project Connect by Capital Metro.

# Creative – TV/Spanish

---

Phase 2 TV Spanish spots are on the following slides:

- :30 Un nuevo plan de transporte público para Austin. Project Connect de Capital Metro.
- :15 Un plan de transporte público con autobuses todo eléctricos. Project Connect de Capital Metro.
- :15 Viaje en tren al aeropuerto de Austin. Project Connect de Capital Metro.
- :15 Un plan con rutas nuevas y servicio expandido. Project Connect de Capital Metro.
- :15 Un nuevo plan de transporte público. Project Connect de Capital Metro.

# Creative – Radio/August and September



A new transit plan designed for Austin. :30 English



A new transit plan with new rail designed for Austin. :15 English



Hay un nuevo plan de transporte público diseñado para Austin. :30 Spanish



Hay un nuevo plan de transporte público con nuevas líneas de tren diseñado para Austin. :15 Spanish

# Creative – Radio :15/October



Project Connect will be on the November 3 ballot. :30 English



Project Connect will be on the November 3 ballot. :15 English



Las elecciones el 3 de noviembre incluirán a Project Connect. :30 Spanish



Las elecciones el 3 de noviembre incluirán a Project Connect. :15 Spanish



# Creative – BCycle/Bikeshare (July – November)



**Total Impressions: 440,000**  
100 Bikes

# Creative – Outdoor Bulletins



A transit plan with  
3 new rail lines.

 **METRO** |  *projectconnect.com*



Location:  
Lamar Blvd N/O 12th Street E/S

# Creative – Outdoor Bulletins/September

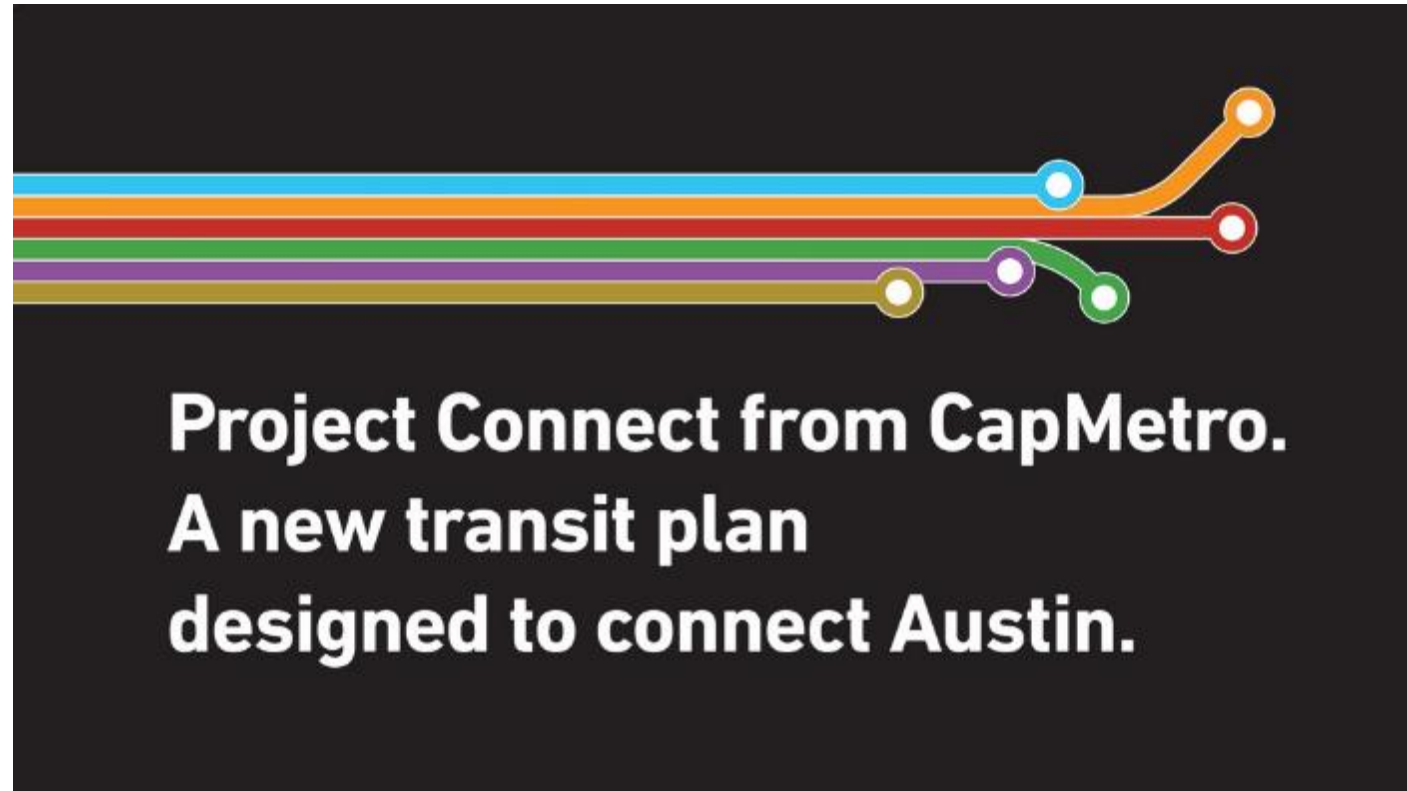


# Creative – Outdoor Bulletins/October





# Creative – Paramount Series/Pre-Film Slides



# Creative – Paramount Series/Pre-Film Slides



**A direct rail line to the airport.**



# Creative – Paramount Series/Pre-Film Slides



**3 new rail lines and a downtown tunnel.**

# Creative – Paramount Series/Pre-Film Slides



Artist conceptual rendering for illustration only

**An all-electric bus fleet with  
new routes and more connections.**

# Creative – OOH C-Store (1-Sheet Posters)



A transit plan with a direct route to the airport.

Visit [ProjectConnect.com](http://ProjectConnect.com) to learn more.  
METRO | projectconnect



A transit plan with 3 new rail lines and a tunnel downtown.

Visit [ProjectConnect.com](http://ProjectConnect.com) to learn more.  
METRO | projectconnect

# Creative – Transit MetroRail Wrap

Project Connect. A transit plan designed for Austin.



More rail, more buses, more transportation options.



Project Connect. A transit plan designed for Austin.



More rail, more buses, more transportation options.



# Creative – Transit Bus Wrap






# Creative – Transit Bus Wrap








# Creative – Transit Kings





**3 new rail lines and more transportation options for Austin.**

 **METRO** |  *projectconnect.com*

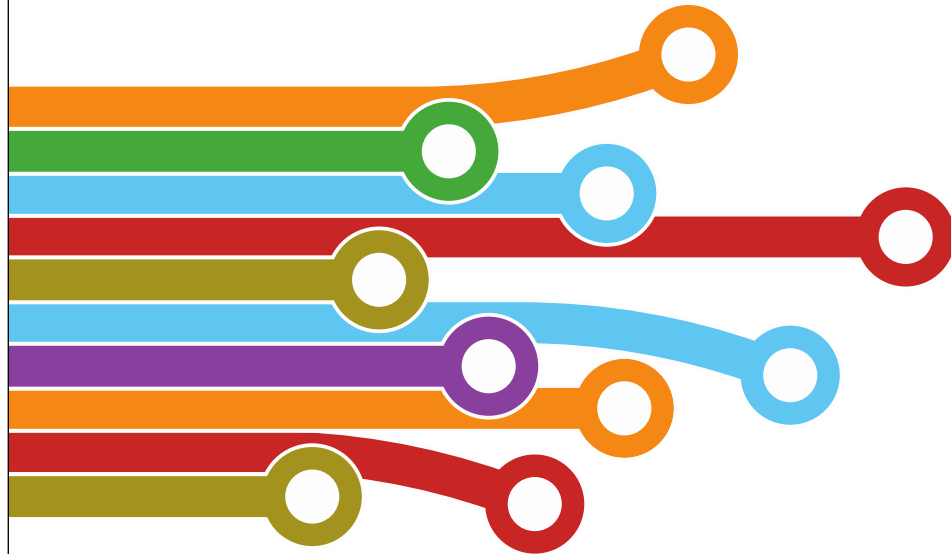


**Tres líneas nuevas de tren y más opciones de transporte para Austin.**

 **METRO** |  *projectconnect.com*

# Creative – Transit Interior Placard

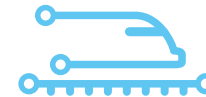
## A transit plan with more options for Austin.



**Project Connect** is Capital Metro's comprehensive transit plan. It features an all-electric fleet, expanded MetroRapid and MetroExpress routes, more connections, circulators, and new rail through the city that includes a downtown tunnel with stations and a direct route to the airport.



**New  
Connections**



**Light  
Rail**



**Transit  
Tunnel**



**METRO**



[projectconnect.com](http://projectconnect.com)

# Creative – Transit Interior Placard

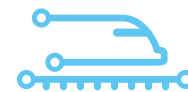
## Un plan de transporte público con más opciones para Austin.



**Project Connect** es el plan integral de transporte público de Capital Metro. Tiene una flota completamente eléctrica, rutas expandidas de MetroRapid y MetroExpress, más conexiones, circuladores y un tren nuevo que atraviesa la ciudad que incluye un túnel en downtown con estaciones y una ruta directa al aeropuerto.



**Nuevas conexiones**



**Tren**



**Túnel para transporte público**

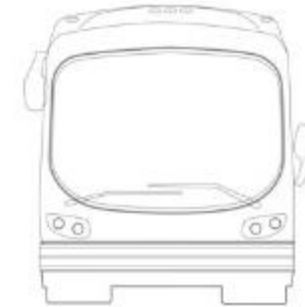


**METRO**

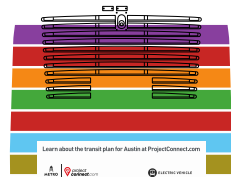


[projectconnect.com](https://projectconnect.com)

# Creative – Transit Electric Fleet Bus Wrap



# Creative – Transit Electric Fleet Bus Wrap



# Creative – Transit (POP)





# Creative – Transit (POP)



# Creative – Transit Electric Fleet Interior Placards



**Project Connect from Capital Metro is a comprehensive transit plan.**



# Creative – Digital Media/Google Paid Search

Ad · www.capmetro.org ▾

## Capital Metro Rail Austin | New & Expanded Austin Rail

Project Connect's Initial Investment Includes New Metro Rail Lines & Stations. Learn More. Learn About Proposed New All-Electric Buses, Light Rail, Commuter Rail Lines & Stations. Light Rail, Tunnel & More. All-Electric Busses. Designed for Austin. More Transit Options.

[View Initial Investment](#)                      [Check Out the System Plan](#)

[Contact Capital Metro](#)                      [Stay Informed](#)

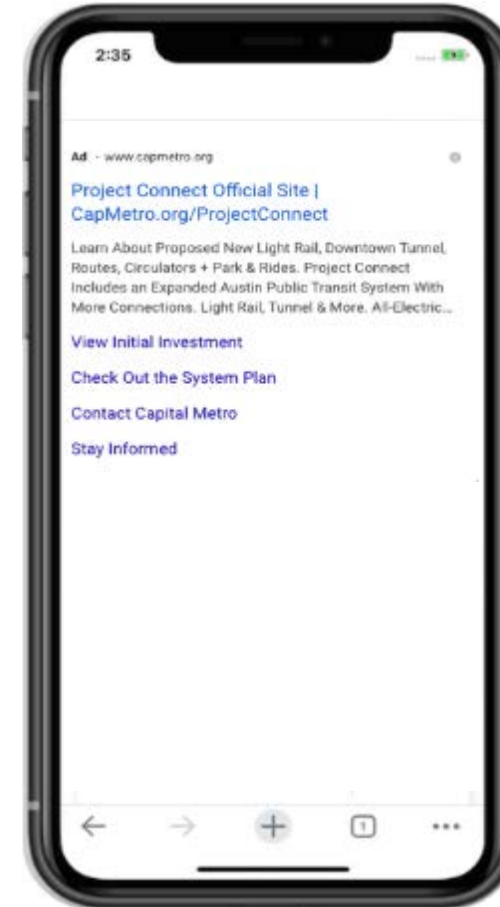
Ad · www.capmetro.org ▾

## Project Connect Official Site | CapMetro.org/ProjectConnect

Learn About Proposed New Light Rail, Downtown Tunnel, Routes, Circulators + Park & Rides. Project Connect Includes an Expanded Austin Public Transit System With More Connections. Light Rail, Tunnel & More. All-Electric Busses. Designed for Austin. More Transit Options.

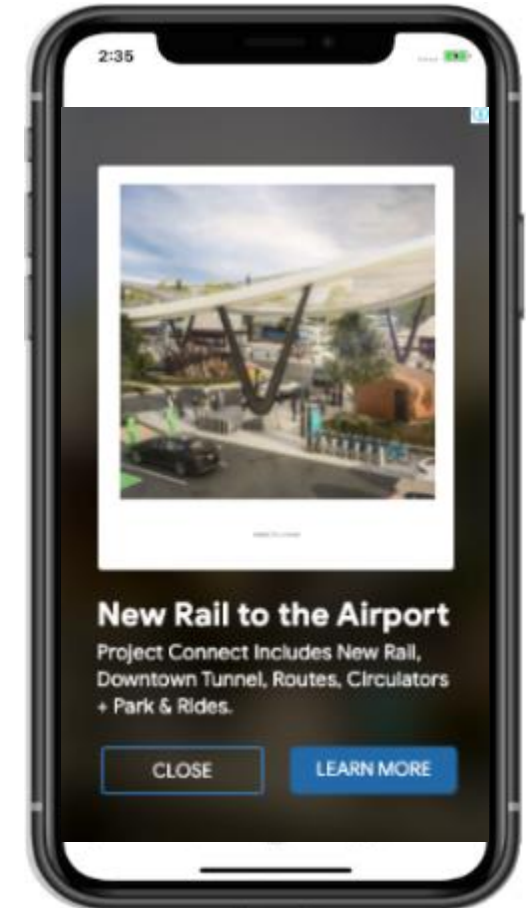
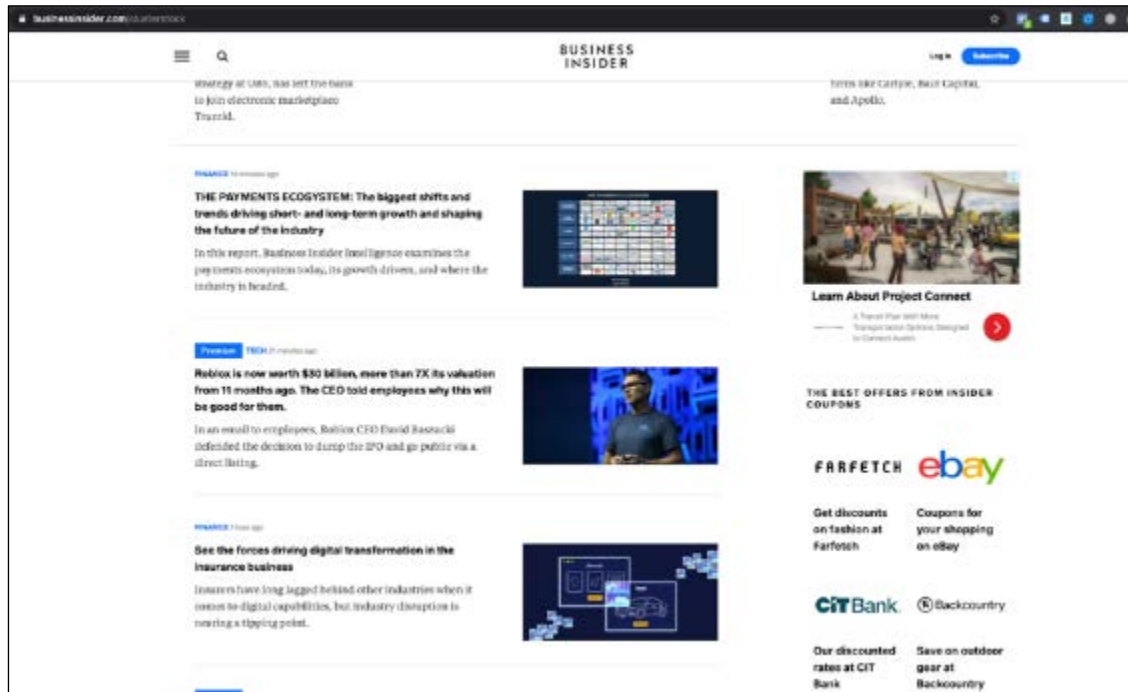
[View Initial Investment](#)                      [Check Out the System Plan](#)

[Contact Capital Metro](#)                      [Stay Informed](#)

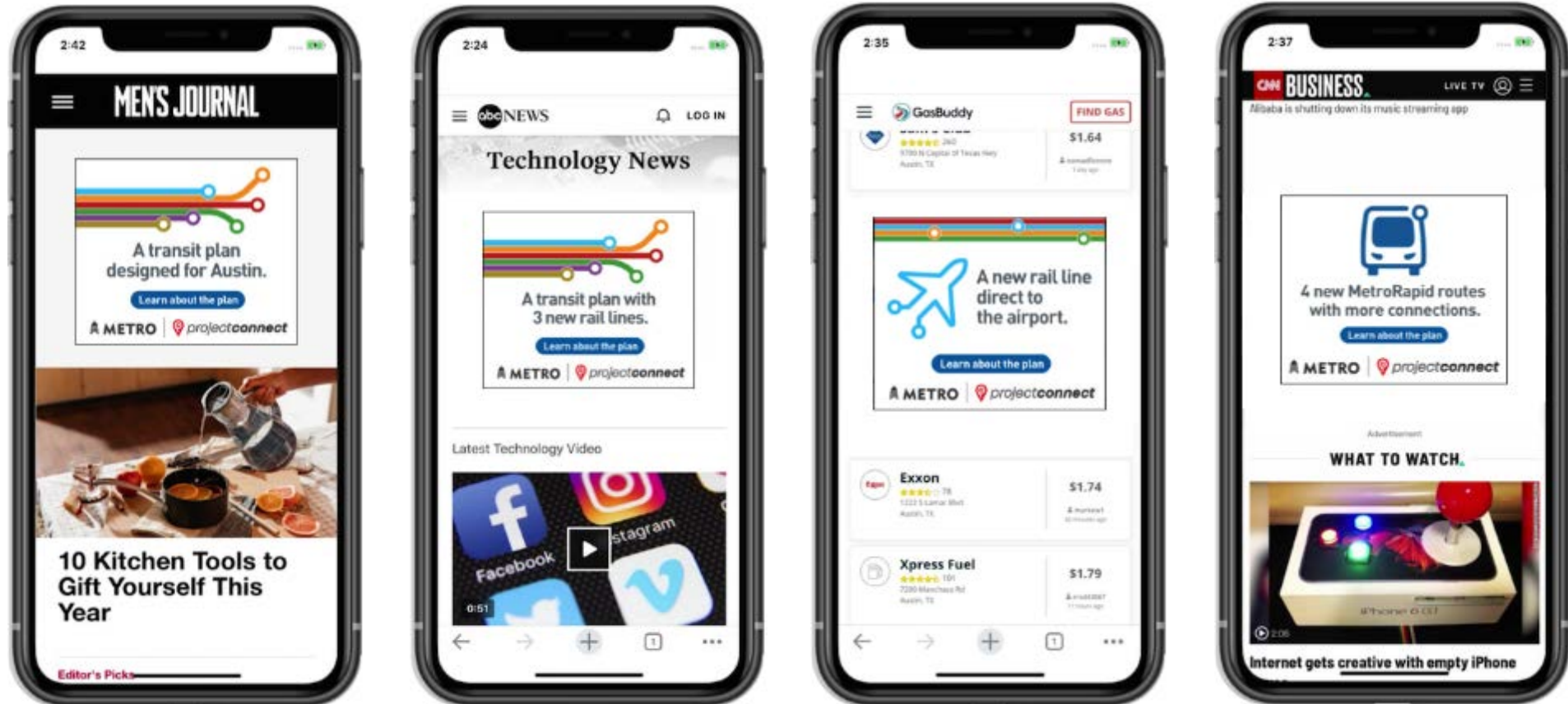




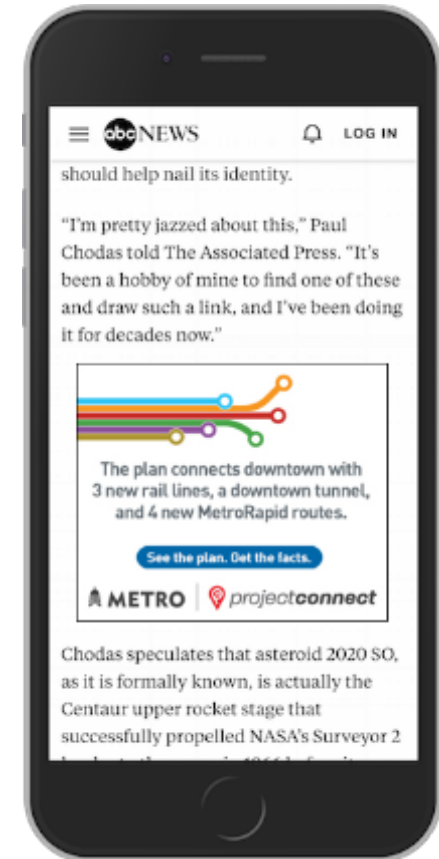
# Creative – Digital Ads/Google Responsive Display



# Creative – Digital Banner Ads



# Creative – Digital Banner Ads/Geo-Specific





# Creative – Promoted Article/CultureMap

  **Austin Connections**  
Editorial Special Series

This promoted article was produced and paid for by CapitalMetro.

[Home](#) • [City Life](#)

PROJECT CONNECT

## Project Connect to appear on Austin's November ballot

By CapMetro Sep 4, 2020, 1:30 pm

 91  2 



**T**his November, the Initial Investment for **Project Connect** will be on the ballot, giving Austin residents the opportunity to weigh in on Capital Metro's plan for the future of Austin's transit system.



Architect's art to weigh in on Project Connect. Rendering for conceptual purposes only and courtesy of CapMetro.

At a joint session held August 7, the Austin City Council advanced the Initial Investment of Project Connect to November's election. The \$7.1 billion investment is intended as the next step toward implementing the Project Connect System Plan.

A quick snapshot of Project Connect's Initial Investment:

A new rail system connecting Austin's neighborhoods in the north, south, and east with new stops and stations including The Domain, UT, Austin FC stadium, the airport, Colony Park, and the South Congress district. That's 27 miles and 31 stations, including a downtown tunnel that would separate rail from traffic designed to improve on-time performance.

Routes would include:

- **Orange Line:** Light Rail connecting north and south Austin, beginning at North Lamar and U.S. 183 and extending to Stassney Lane.
- **Blue Line:** Light Rail offering new service to the airport, beginning at North Lamar and U.S. 183, through downtown and directly to the airport.
- **Green Line:** New commuter rail service connecting downtown to East Austin's Colony Park.
- **Red Line:** Expanded commuter rail service with new stations serving The Domain and Austin FC's soccer stadium at McKalla Place.

High-frequency MetroRapid bus service with priority treatments and three new routes covering nearly 36 miles and 65 stations.

- The Gold Line would begin as a MetroRapid bus service with an additional 10 new stations and could be converted to Light Rail as part of the System Plan.
- Three new MetroExpress commuter routes, nine new Park & Rides, one new transit center, and all-electric MetroBike rental options at transit centers.
- 15 new neighborhood Circulator Zones with on-demand pick-up.

The \$7.1 billion Initial Investment also includes \$300 million for anti-displacement efforts, including transit-oriented developments and affordable housing along Project Connect routes.

---

*Project Connect is a transit plan designed for the entire Austin region.*

Article promoted on  
September 4, 2020.

# Creative – Editorial Series/CultureMap

METRO project connect.com presents **Austin Connections** Editorial Special Series


Home » Real Estate

REVITALIZING A COLONY

## Mueller developer on track to transform Northeast Austin neighborhood

By John Egan Aug 17, 2020, 1:01 pm

f 152 t 10 e



Colony Park will be the biggest redevelopment of city-owned land since the Catellus-led Mueller development. Courtesy rendering

METRO project connect.com presents **Austin Connections** Editorial Special Series

Home » Real Estate

ALL ABOARD!

## New \$24 million light-rail station speeds into Austin's 'second downtown'

By John Egan Aug 26, 2020, 9:00 am

f 106 t 5 e



ENLARGE SLIDESHOW

The new station should be operational by 2022. Rendering courtesy of Brandywine Realty Trust

METRO project connect.com presents **Austin Connections** Editorial Special Series

Home » Innovation

RANKING IT

## Austin crowned among world's top cities of the future in new report

By Natalie Harms, InnovationMap Aug 28, 2020, 8:58 am

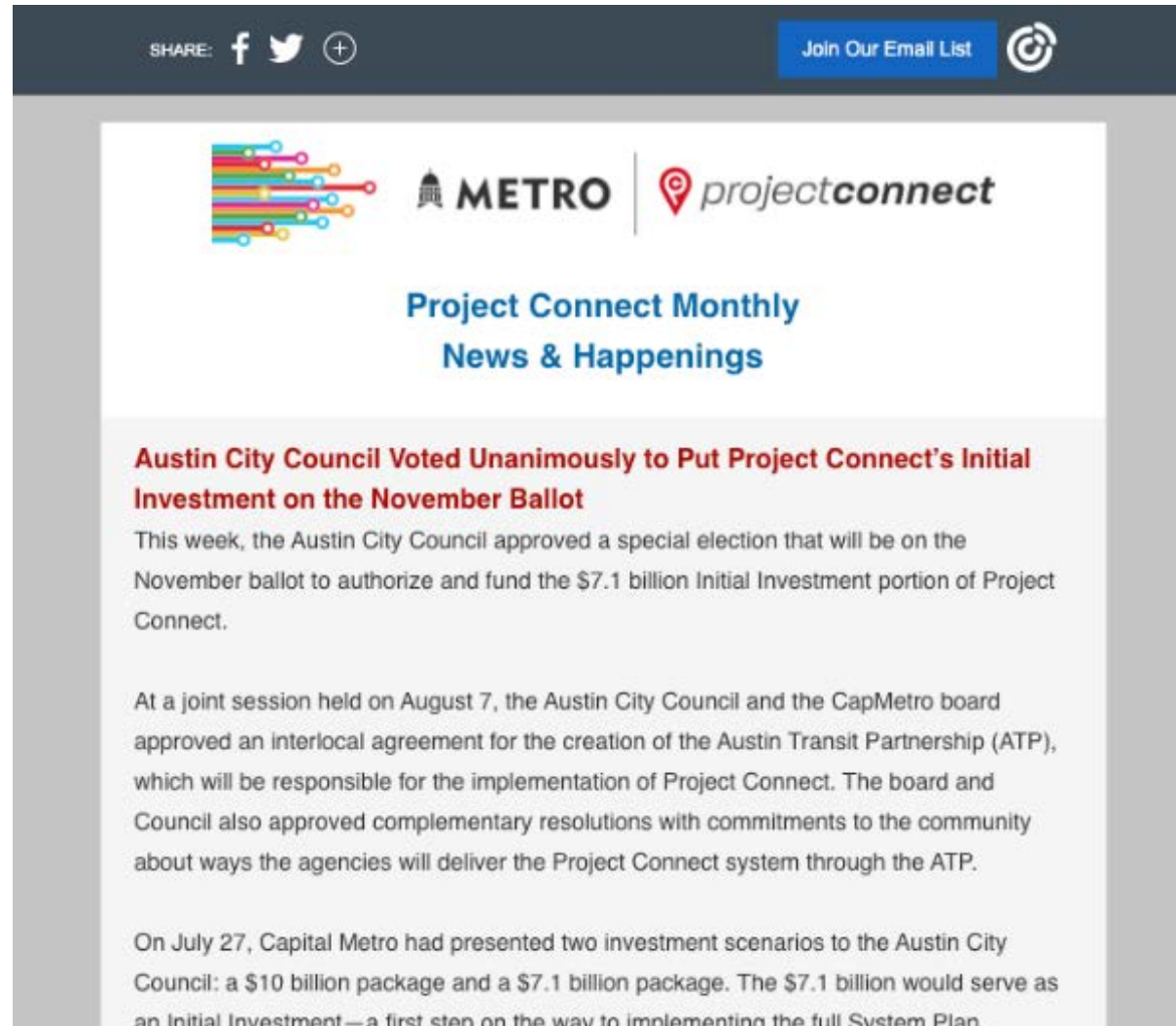
f 193 t 7 e



Austin, Houston, and Dallas all land on this list. Nicholas McCombe/Getty Images

# Creative – August 14 Email (Organic)

Net delivered: 6,787  
Total opens: 1,434  
Open rate: 35.9%  
Clicks: 123  
CTR: 8.6%






# Creative – August 14 Email (Organic)


Net delivered: 6,787  
Total opens: 1,434  
Open rate: 35.9%  
Clicks: 123  
CTR: 8.6%

**The initial investment portion of Project Connect includes Anti-Displacement Measures**




Project Connect's Initial Investment includes \$300 million for anti-displacement measures. A portion of the funding would invest in transit-oriented developments and affordable housing along Project Connect routes.

 **For more information**

Visit [ProjectConnect.com](http://ProjectConnect.com) for more details on the Project Connect Initial Investment and the System Plan.

  
[Visit ProjectConnect.com](http://ProjectConnect.com)

*Follow us on social media*

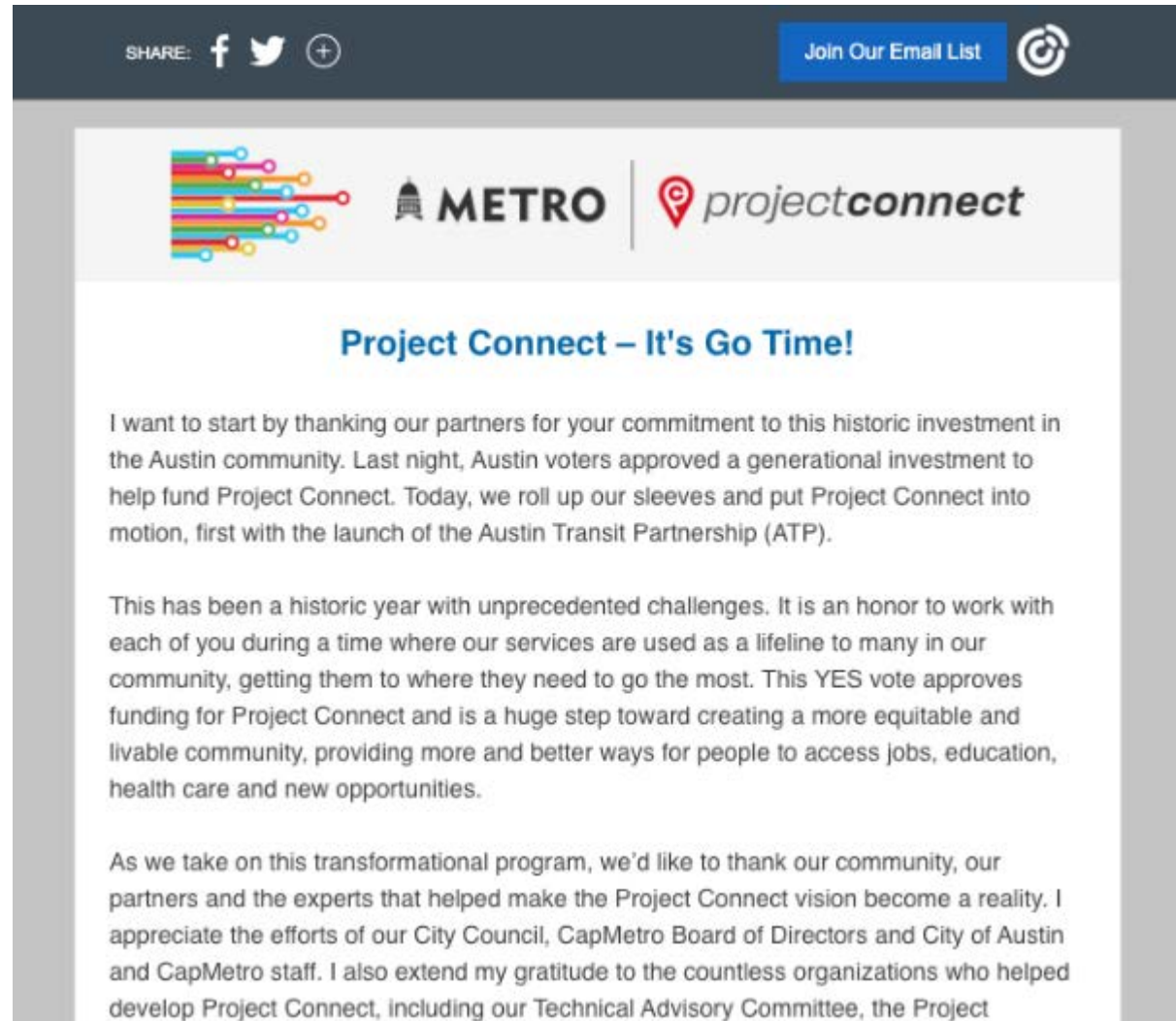
  

Project Connect Community Office  
607 Congress Avenue, 78701 Austin TX  
[Privacy Policy](#)

© Copyright 2012-2020 Capital Metropolitan Transportation Authority

# Creative – November 4 Email (Organic)

Net delivered: 4,124  
Total opens: 974  
Open rate: 23.6%  
Clicks: 25  
CTR: 2.6%





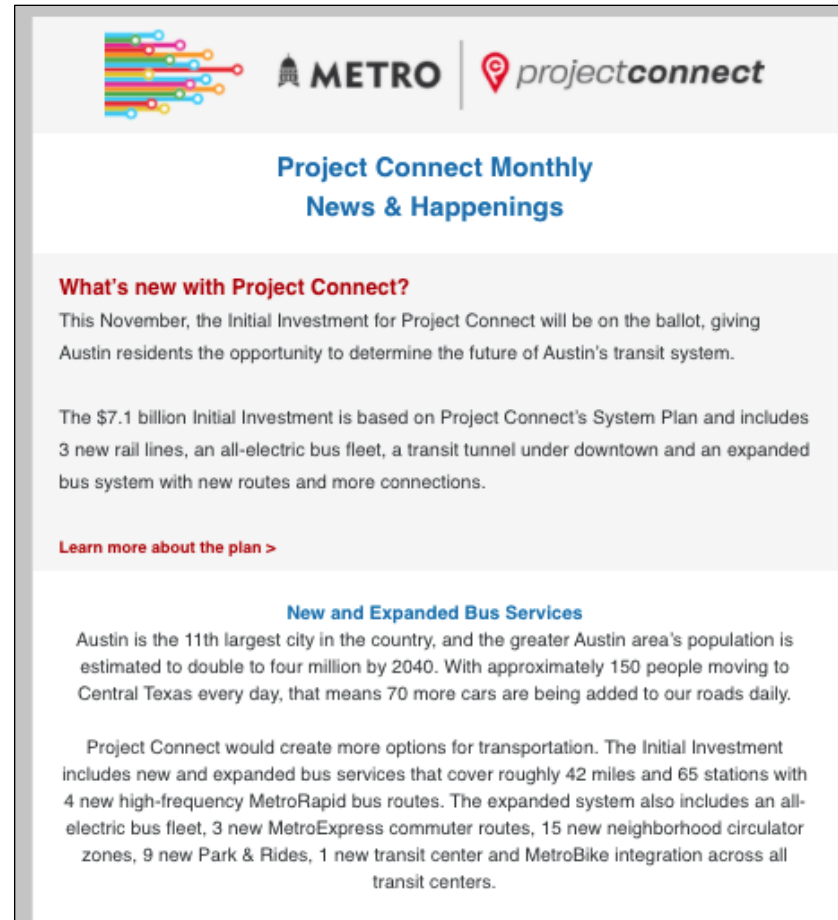
# Creative – September Email Paid

## First Deployment/Sept 29:

Net delivered: 305,099  
Total opens: 81,723  
Open rate: 26.79%  
Total clicks: 3,085  
CTR: 1.01%

## Re-Message/Oct 2:

Net delivered: 245,788  
Total opens: 62,279  
Open rate: 25.34%  
Total clicks: 3,407  
CTR: 1.39%



The image shows the top portion of an email. At the top left is a colorful logo of connected nodes. To its right are the METRO logo and the projectconnect logo. Below this is the title "Project Connect Monthly News & Happenings". The main content area has a light gray background and contains the following text:

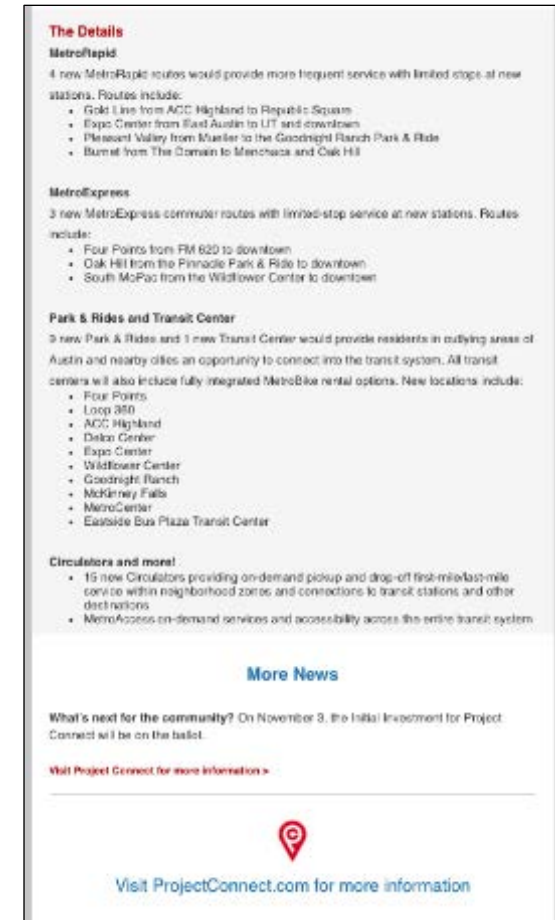
**What's new with Project Connect?**  
This November, the Initial Investment for Project Connect will be on the ballot, giving Austin residents the opportunity to determine the future of Austin's transit system.

The \$7.1 billion Initial Investment is based on Project Connect's System Plan and includes 3 new rail lines, an all-electric bus fleet, a transit tunnel under downtown and an expanded bus system with new routes and more connections.

[Learn more about the plan >](#)

**New and Expanded Bus Services**  
Austin is the 11th largest city in the country, and the greater Austin area's population is estimated to double to four million by 2040. With approximately 150 people moving to Central Texas every day, that means 70 more cars are being added to our roads daily.

Project Connect would create more options for transportation. The Initial Investment includes new and expanded bus services that cover roughly 42 miles and 65 stations with 4 new high-frequency MetroRapid bus routes. The expanded system also includes an all-electric bus fleet, 3 new MetroExpress commuter routes, 15 new neighborhood circulator zones, 9 new Park & Rides, 1 new transit center and MetroBike integration across all transit centers.



The image shows the "The Details" section of the email. It lists various transit services and their routes:

**The Details**

**MetroRapid**  
4 new MetroRapid routes would provide more frequent service with limited stops at new stations. Routes include:

- Gold Line from ACC Highland to Republic Square
- Expo Center from East Austin to UT and downtown
- Pleasant Valley from Mueller to the Goodright Ranch Park & Ride
- Burnet from The Domain to Menchaca and Oak Hill

**MetroExpress**  
3 new MetroExpress commuter routes with limited-stop service at new stations. Routes include:

- Four Points from FM 820 to downtown
- Oak Hill from the Pinnacle Park & Ride to downtown
- South MoPac from the Wildflower Center to downtown

**Park & Rides and Transit Center**  
9 new Park & Rides and 1 new Transit Center would provide residents in outlying areas of Austin and nearby cities an opportunity to connect into the transit system. All transit centers will also include fully integrated MetroBike rental options. New locations include:

- Four Points
- Loop 380
- ACC Highland
- Delta Center
- Expo Center
- Wildflower Center
- Goodright Ranch
- McKinney Falls
- MetroCenter
- Eastside Bus Plaza Transit Center


**Circulators and more!**

- 15 new Circulators providing on-demand pickup and drop-off first-mile/last-mile service within neighborhood zones and connections to transit stations and other destinations
- MetroAccess on-demand services and accessibility across the entire transit system

**More News**

What's next for the community? On November 8, the Initial Investment for Project Connect will be on the ballot.

[Visit Project Connect for more information >](#)

  
Visit [ProjectConnect.com](http://ProjectConnect.com) for more information

# Creative – Print/Rail



**New rail and more transportation options.**

Project Connect from Capital Metro is a comprehensive transit plan. It includes a rail system that travels under downtown—separate from traffic—that could take passengers to a soccer game at the Austin FC Stadium, direct to the airport or to the South Congress district.

The plan includes all-electric buses, 36 miles of new MetroRapid bus service, and nine new Park & Rides.

Visit [ProjectConnect.com](http://ProjectConnect.com) to learn more.

## The Villager

This ad was also published in the Austin Chronicle.

# Creative – Print/Rail



**Nuevos vehículos sobre rieles y más opciones de transporte.**

Project Connect de Capital Metro es un plan de transporte público integral. Incluye un sistema de trenes que se desplaza debajo del downtown—en forma separada del tránsito regular—que podría

El plan incluye autobuses completamente eléctricos, 36 millas de un nuevo sistema de autobuses MetroRapid y nueve conexiones a Park & Rides nuevos.

Para obtener más información, visite [ProjectConnect.com](http://ProjectConnect.com).

La Prensa  
Spanish version also published  
in El Mundo.

# Creative – IMG/UT Sports – Football Season Guide

**WE ARE  
PREPARED.  
WE ARE  
READY.  
WE ARE ALL  
IN THIS  
TOGETHER.**

**StDavid's  
HEALTHCARE**  
AN OFFICIAL HEALTHCARE PROVIDER OF TEXAS ATHLETICS  
stdavids.com

**New rail and more  
transportation options.**

Project Connect from Capital Metro is a comprehensive transit plan. It includes a rail system that travels under downtown—separate from traffic—that could take passengers to The Domain in North Austin, direct to the airport or to the South Congress district.

The plan includes all-electric buses, 36 miles of new MetroRapid bus service, and nine new Park & Rides.

Visit [ProjectConnect.com](http://ProjectConnect.com) to learn more.

**METRO** | [projectconnect](http://projectconnect)

# Creative – IMG/UT Sports – Volleyball



Frank Erwin Center 360 LED signage



# Creative – Bus Rack Card

## Project Connect. The comprehensive transit plan designed for Austin.



**Project Connect** is a transit plan that includes a new rail system that travels under downtown, all-electric buses and expanded bus service.



### 3 new rail lines.

Rail could take passengers to the South Congress district, a soccer game at the Austin FC Stadium, East Austin's Colony Park, or direct to the airport.



### Move through downtown with an underground tunnel.

Downtown underground rail would be separate from traffic and is designed to improve the system's on-time performance.



### New bus routes and more connections.

9 new Park & Rides, 4 new MetroRapid routes, 3 new MetroExpress routes and 15 new Circulator zones within certain neighborhoods.

Visit [ProjectConnect.com](http://ProjectConnect.com)

[projectconnect.com](http://projectconnect.com)

## Project Connect. El plan integral de transporte público diseñado para Austin.



**Project Connect** es un plan de transporte público que incluye un nuevo sistema de tren que viaja por debajo del downtown, autobuses completamente eléctricos y servicio expandido de autobús.



### Tres líneas nuevas de tren.

El tren puede llevar a los pasajeros al distrito de South Congress, a un juego de fútbol en el Estadio del Austin FC, a Colony Park en el este de Austin o directo al aeropuerto.



### Muévete por el downtown con un túnel subterráneo.

El tren subterráneo operaría por debajo del downtown de manera separada del tráfico regular y está diseñado para mejorar la puntualidad del sistema.



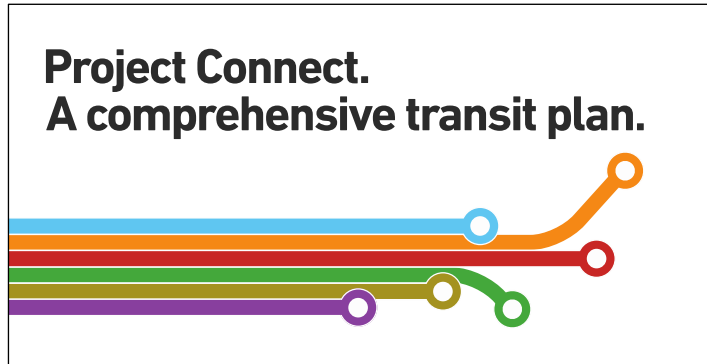
### Nuevas rutas de autobús y más conexiones.

9 Park & Rides nuevos, 4 rutas nuevas MetroRapid, 3 rutas nuevas MetroExpress y 15 zonas nuevas de Circuladores dentro de ciertos vecindarios.

Visita [ProjectConnect.com](http://ProjectConnect.com)

[projectconnect.com](http://projectconnect.com)

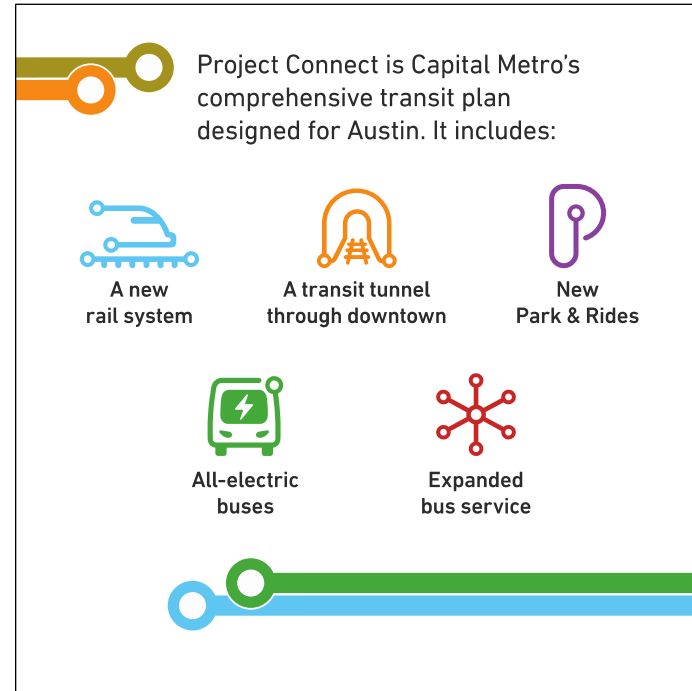
# Creative – Wallet Card



Front



Back



Inside

# Creative – Flyer



Front



Back

### Project Connect Initial Investment Plan

- New Rail System**  
 Serving Austin's north, south and neighborhoods east of Austin with routes to the airport, downtown, Austin FC's Stadium, The Domain and Colony Park. 27 miles, 38 stations.
  - LIGHT RAIL LINE
  - COMMUTER RAIL
  - AUSTIN LINE
  - RED LINE
  - GREEN LINE
- Downtown Transit Tunnel**  
 Designed to improve on-time performance.
- Expanded Bus Service**  
 4 new MetroRapid routes, high-frequency bus service with priority treatments. 36 miles, 48 stations.
  - METRO RAPID
  - METRO EXPRESS
- 9 New Park & Rides and 1 New Transit Center**  
 Residents of outlying parts of Austin and nearby cities could connect into the transit system.
- All-Electric Bus Fleet**
- 15 new neighborhood Circulator Zones with on-demand pickup**
- MetroBike Integration**  
 All-electric bike fleet available for rent at transit hubs.
- MetroAccess**  
 On-demand services and system-wide accessibility.
- Maintenance Facilities**

Inside

# Creative – Digital Flyer



## New rail and more transportation options.

Project Connect from Capital Metro is a comprehensive transit plan. It includes a rail system that travels under downtown—separate from traffic—that could take passengers to communities in North, South and East Austin.

The plan includes all-electric buses, 36 miles of new MetroRapid bus service and 9 new Park & Rides.

Visit [ProjectConnect.com](http://ProjectConnect.com) to learn more.

**A METRO** | **projectconnect**

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### Project Connect Initial Investment Plan

 <h4>New Rail System</h4> <p>Serving Austin's north, south and northeast based of Austin with routes to the airport, downtown, Austin FC's Stadium, The Domain and Colony Park, 29 miles, 31 stations</p> 	 <h4>All-Electric Bus Fleet</h4>
 <h4>Downtown Transit Tunnel</h4> <p>Designed to improve on-time performance.</p>	 <h4>15 new neighborhood Circulator Zones with on-demand pickup.</h4>
 <h4>Expanded Bus Service</h4> <p>4 new MetroRapid routes: high-frequency bus service with priority treatments, 24 miles, 65 stations</p> <p>10 new stations, with planned conversion to Light Rail</p> <p>3 new MetroExpress commuter routes</p> 	 <h4>MetroBike Integration</h4> <p>All-electric bike fleet available for rent at transit hubs.</p>
 <h4>9 New Park &amp; Rides and 1 New Transit Center</h4> <p>Residents of outlying parts of Austin and nearby cities could connect into the transit system.</p>	 <h4>MetroAccess</h4> <p>On-demand services and system-wide accessibility.</p>
	 <h4>Maintenance Facilities</h4>

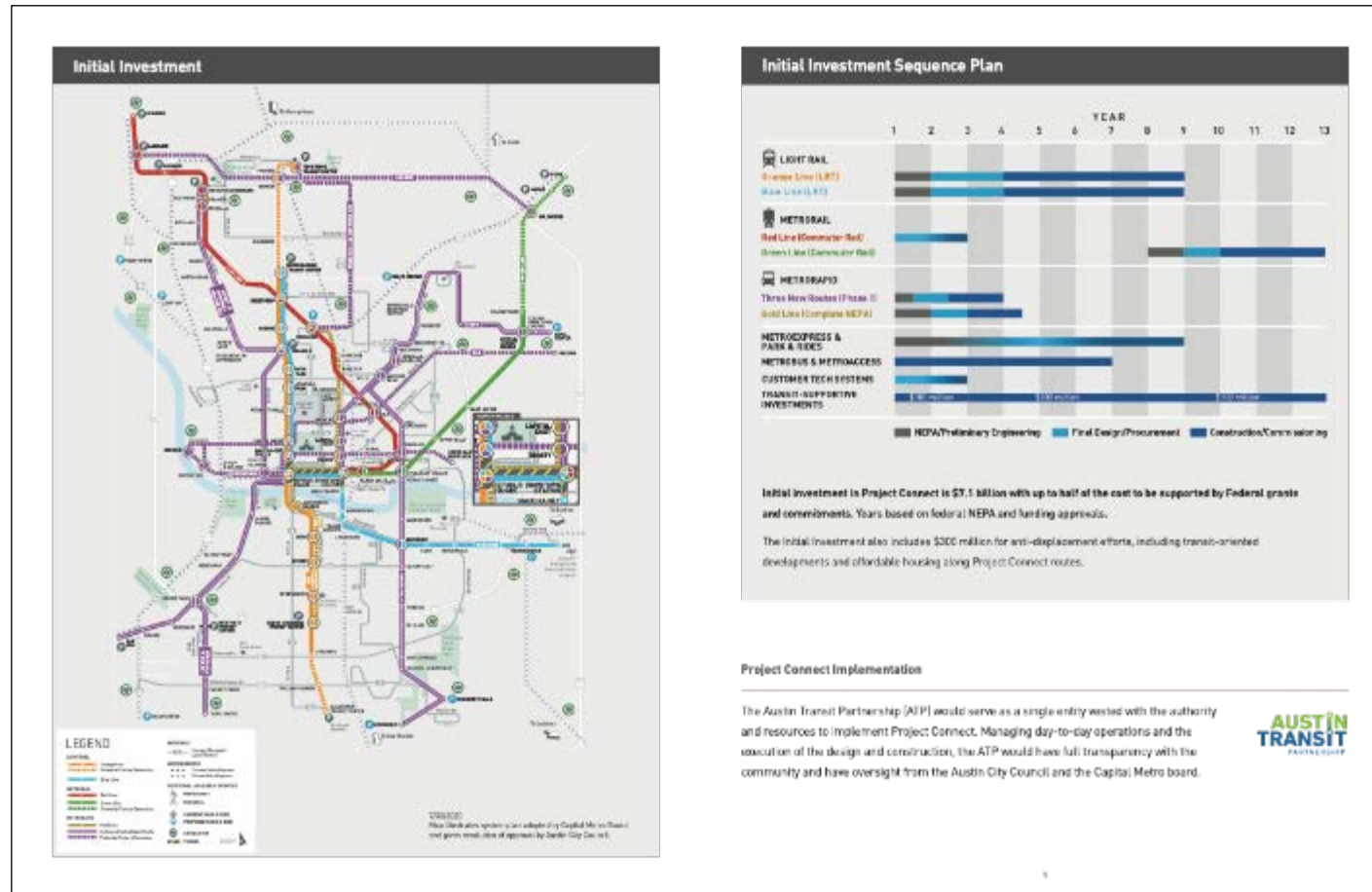
# Creative – Brochure



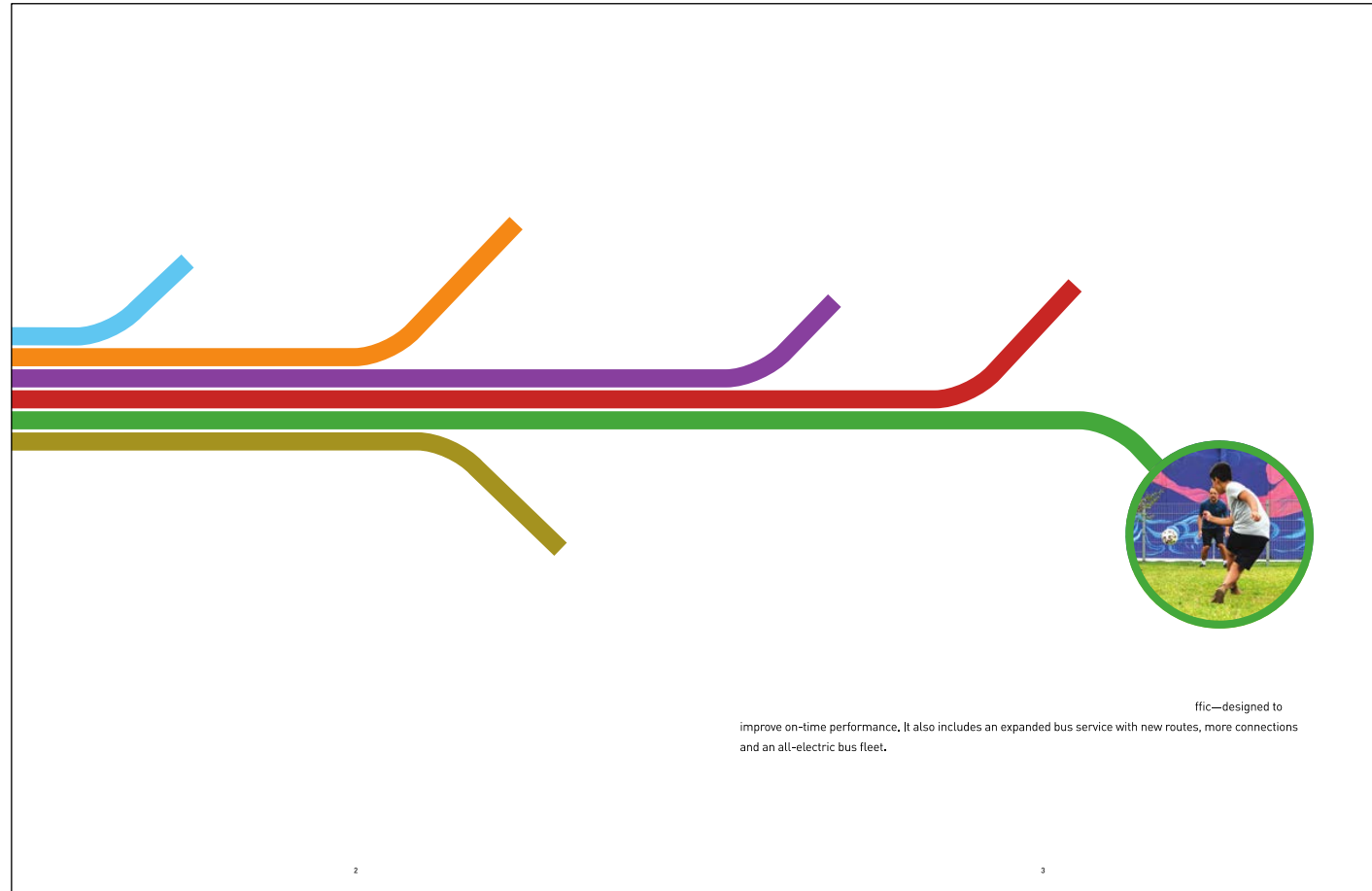
Cover



# Creative – Brochure



# Creative – Brochure



# Creative – Print/Ballot Overview

## Project Connect from Capital Metro will appear on the November 2020 ballot.



It's the comprehensive transit plan designed for the Austin area. The Initial Investment includes:



3 new rail lines



All-electric bus fleet



9 new Park & Ride locations



Transit tunnel under downtown



4 new MetroRapid routes



3 new MetroExpress routes



15 new Circulator Zones

The Initial Investment also includes \$300 million to finance transit-supportive anti-displacement strategies related to Project Connect, which includes neighborhood supportive affordable housing investments along transit corridors.

Visit [ProjectConnect.com](https://ProjectConnect.com) to see the plan and get the facts.



Austin Chronicle

Ads also published in the Statesman, Community Impact and The Villager.

# Creative – Print/Ballot Overview



**Project Connect de Capital Metro aparecerá en la papeleta electoral en noviembre de 2020.**

Es el plan integral de transporte público diseñado para el área de Austin. La inversión inicial incluye:

						
3 líneas nuevas de tren	Flota de autobuses completamente eléctrica	9 Park & Rides nuevos	Túnel de transporte público por debajo del downtown	4 rutas nuevas MetroRapid	3 rutas nuevas MetroExpress	15 zonas nuevas de circuladores

La inversión inicial también incluye \$300 millones para financiar estrategias anti-desplazamiento que apoyan el transporte público relacionadas con Project Connect, que incluyen inversiones de vivienda económica en los vecindarios a lo largo de los corredores de transporte público.

Visita [ProjectConnect.com](http://ProjectConnect.com) para ver el plan y los datos.

Concepto artístico solo para efectos ilustrativos

La Prensa  
Spanish version also  
published in El Mundo.

# Creative – Print/Ballot Overview



**來自 Capital Metro 的 Project Connect 將出現在 2020 年 11 月的選票上。**

這是為奧斯丁地區設計的綜合交通計劃。初始投資包括：

- 3 條新鐵路線
- 全電動公交車隊
- 9 個新的 Park & Ride (停車換乘) 地點
- 市中心地下交通隧道
- 4 條新的 MetroRapid 路線
- 3 條新的 MetroExpress 路線
- 15 個新的交通循環區

初始投資還包括 3 億美元，用於資助與 Project Connect 相關的支持交通、避免搬遷的策略，其中包括在交通走廊沿線投資支持當地社區的經濟適用房。

請造訪 [ProjectConnect.com](http://ProjectConnect.com) 查看計劃並瞭解事實。

METRO | [projectconnect](http://projectconnect.com)

藝術概念繪圖，僅供說明之用

Epoch Times (Chinese)  
Asian ads also published in Texas  
Capital News, Austin South Asian  
(English), and News Korea.



# Creative – Print/Ballot Overview (Round 2)




**Project Connect from Capital Metro is on the November ballot as Proposition A.**

It's the comprehensive transit plan designed for the Austin area. The Initial Investment includes:

- 3 new rail lines
- All-electric bus fleet
- 9 new Park & Ride locations
- Transit tunnel under downtown
- 4 new MetroRapid routes
- 3 new MetroExpress routes
- 15 new Circulator Zones

The proposed investment also includes \$300 million to support anti-displacement efforts, including affordable housing along Project Connect routes.

Visit [ProjectConnect.com](https://ProjectConnect.com) to see the plan and get the facts.

Artist conceptual rendering for illustration only

The Villager  
Ads also published in the Statesman  
and Austin Chronicle.

# Creative – Print/Ballot Overview (Round 2)



**Project Connect de Capital Metro está en la papeleta electoral de noviembre como Proposición A.**

Es el plan integral de transporte público diseñado para el área de Austin. La inversión inicial incluye:

						
3 líneas nuevas de tren	Flota de autobuses completamente eléctrica	9 Park & Rides nuevos	Túnel de transporte público por debajo del downtown	4 rutas nuevas MetroRapid	3 rutas nuevas MetroExpress	15 zonas nuevas de circuladores

La inversión propuesta también incluye \$300 millones para apoyar esfuerzos anti-desplazamiento, incluyendo viviendas económicas a lo largo de las rutas de Project Connect.

Visita [ProjectConnect.com](http://ProjectConnect.com) para ver el plan y los datos.

Concepto artístico solo para efectos ilustrativos

**El Mundo**  
Spanish version also  
published in La Prensa.

# Post-Election Communications

# Campaign Elements

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- Message and creative development
- Media relations
- Paid media
- Social media content development (static, animation, video)
- Social media monitoring
- Brochure and other collateral
- Website design, copy, and consultation
- Speakers Bureau presentation(s)
- Fact sheets

# Paid Media

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Post-election media included:

- Facebook/Instagram/Twitter
- Email
- Print
- Transit (added value)
- Out-of-home billboards (overrides/added value)
- Radio liners



# Research – Online “Temperature Check” Survey

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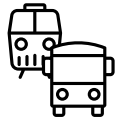
- Online survey using SurveyMonkey platform and Lucid sample providers
- Programmed, managed and analyzed
- Total sample: N = 401
- Fielded November 6–17

# Online “Temperature Check” Survey – Summary

**71%**

## Awareness of a Transit Plan

*Do you remember seeing any information (TV, radio, news articles advertisements, etc.) for a plan to improve public transportation in the Austin area?*



**57%**

## Awareness of a Project Connect

*Have you ever seen or heard of a transportation plan called Project Connect?*



**80%**

## Positive View of Capital Metro

*What is your impression of Capital Metro?*



# Online “Temperature Check” Survey – (cont.)



**89% reported: Austin needs a big city public transit system to live up to out potential**

**87% reported: As the 11<sup>th</sup> largest city in the US, it is important to have public transportation similar to other large cities**

**#2 IMPORTANCE – ADDRESS TRAFFIC CONGESTION**  
**Which of the following are important issues for quality of life in Austin?**

# Online “Temperature Check” Survey – (cont.)

## Why “No” to Proposition A?



No to tax increase



Tax increase too high



Project Connect  
might go over budget  
and take too long

# Social Media Celebrates Election Win

## Facebook

- Reach: 50,481
- Engagement: 638
- Engagement Rate: 1.3%  
(Industry Avg. 0.09%\*)

## Instagram

- Reach: 6,216
- Engagement: 3,731
- Engagement Rate: 60%  
(Industry Avg. 1.22%\*)

## Twitter

- Engagement: 811





# Media Relations Activities

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**Updated Messaging:** Updated media messaging to reflect Project Connect approval, including Austin Transit Partnership (ATP) and upcoming media-facing events; for example, ATP launch, Board meetings and joint sessions, etc.

# Media Relations Coverage: November 4 – 30

## RECAP

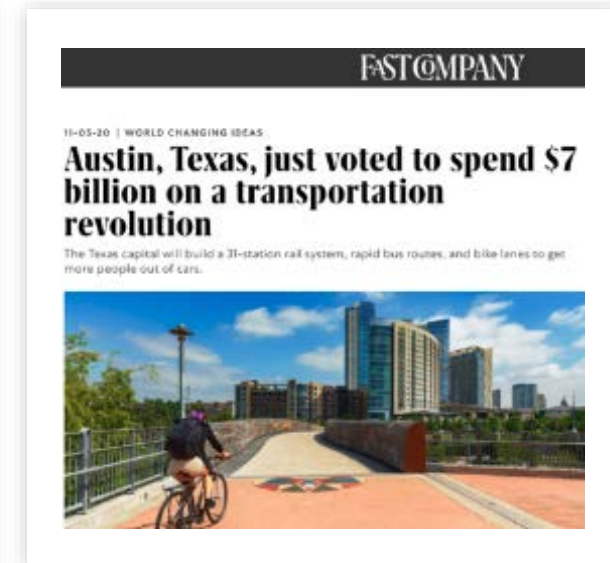
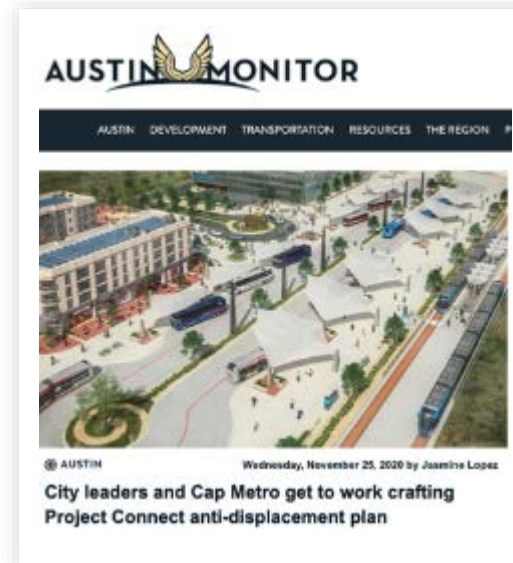
Total Stories: 175

Total Impressions: 80,222,406

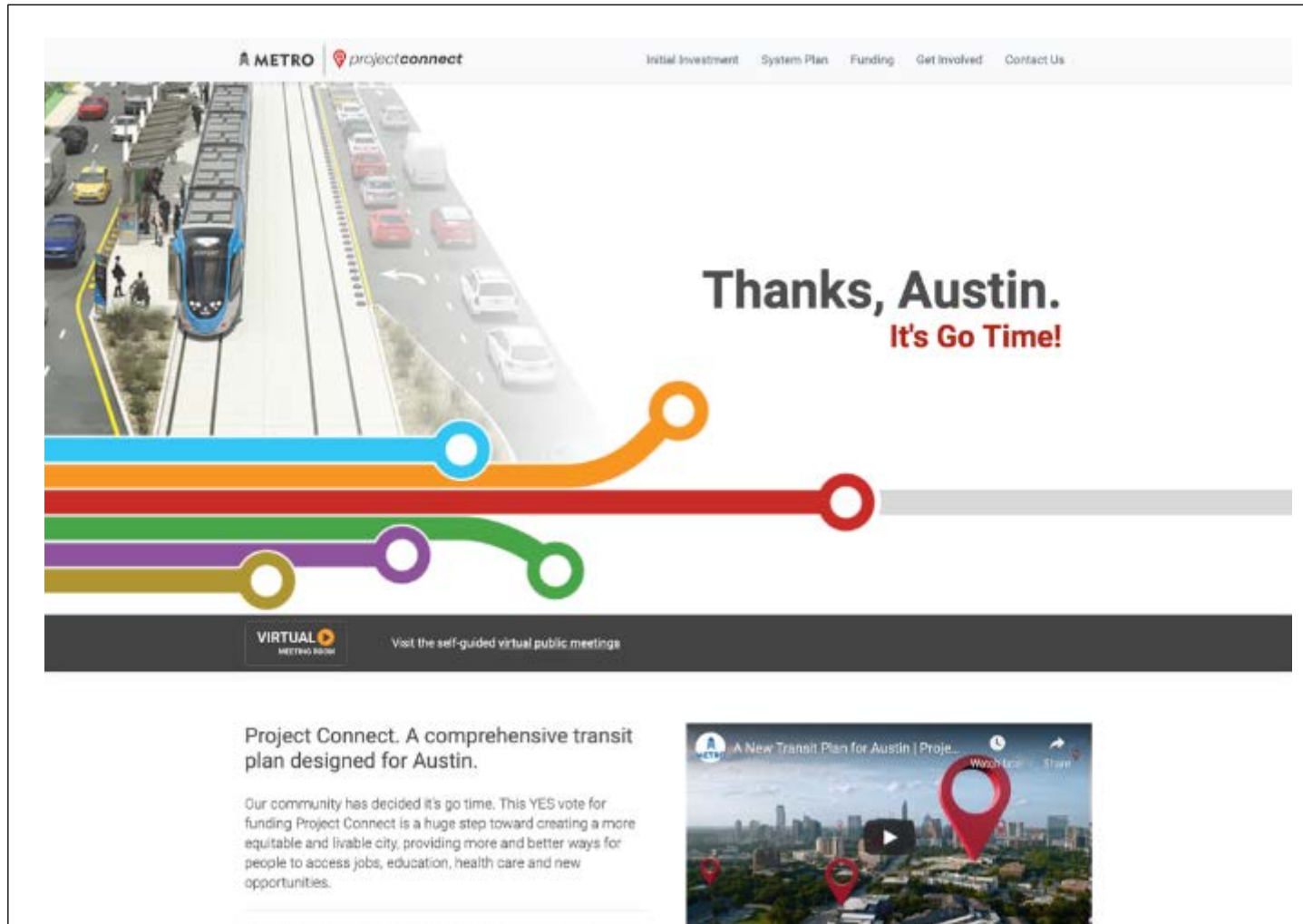
Total Publicity Value: \$839,049

Reported Initiatives:

- Plan Updates – 5
- Election – 138
- Pilot Fare-Capping Program – 3
- Nov. 23 Board Meeting – 29




# Website – Homepage



The screenshot shows the homepage of the METRO Project Connect website. At the top left is the METRO logo and 'projectconnect'. To the right is a navigation menu with links for 'Initial Investment', 'System Plan', 'Funding', 'Get Involved', and 'Contact Us'. The main visual is a large image of a blue tram on tracks next to a road with cars. Overlaid on the right side of this image is the text 'Thanks, Austin. It's Go Time!' in a bold, sans-serif font. Below the tram image are several colorful, stylized lines representing transit routes in blue, orange, red, green, purple, and yellow. At the bottom left of the main image area is a dark grey button with the text 'VIRTUAL METRO ROOM' and 'Visit the self-guided virtual public meetings'. Below this is a section with the heading 'Project Connect. A comprehensive transit plan designed for Austin.' followed by a paragraph: 'Our community has decided it's go time. This YES vote for funding Project Connect is a huge step toward creating a more equitable and livable city, providing more and better ways for people to access jobs, education, health care and new opportunities.' To the right of this text is a video player thumbnail showing an aerial view of Austin with red location pins and a play button icon.

# Website – Initial Investment



**A METRO** | **projectconnect** | Initial Investment | System Plan | Funding | Engagement | Contact Us

## Project Connect Initial Investment

**SYSTEM EXPANSION**  
The Initial Investment is based on the Project Connect System Plan and includes an all-electric bus fleet, a new rail system, a downtown transit tunnel and an expanded bus system with more routes.

**INITIAL INVESTMENT MAP**  
[View the map >](#)

### About the "Initial Investment"

A ballot measure for the Project Connect Initial Investment will be on the November 2023 ballot.

It was a collaborative process between the Capital Metro board and the Austin City Council that resulted in the Initial Investment portion of Project Connect being put before voters this year. Leading up to the November election, the governing bodies took the following actions:

- August 13: The Austin City Council voted to include Project Connect's Initial Investment on the November ballot. The vote approved an ordinance ordering an election to authorize and fund the Project Connect Initial Investment of \$7.1 billion.
- August 7: The Initial Investment proposal was adopted by the Capital Metro Board and approved by the Austin City Council. It includes a portion of the System Plan, which will advance through development and be considered for both local and federal funding. Not all of the System Plan's elements are included in the Initial Investment.
- June 10: The Project Connect System Plan was adopted by the Capital Metro Board and approved by the Austin City Council.

**A New and Expanded Rail System**

# Creative – Print



**It's go time!**

Proposition A has passed, and that means it's time to move forward with Project Connect — the comprehensive transit plan designed for Austin.

**More ways to move.** New transit services will create a more livable, equitable and environmentally responsible city.

**New technology.** Improvements include an all-electric bus fleet, contactless fare payments, account-based fare capping and other smart city integrations to the CapMetro app.

**Economic development.** Thousands of jobs will be created; every dollar invested in public transportation generates \$4 in return.

**Thank you, Austin!**

## Statesman

Ads also published in the Austin Chronicle, Community Impact and The Villager.



**¡Es hora de un plan!**

La Proposición A fue aprobada y eso significa que es hora de seguir adelante con Project Connect, el plan integral de transporte público diseñado para Austin.

**Más maneras de moverse.** Los nuevos servicios de transporte público crearán una ciudad más habitable, equitativa y responsable con el medio ambiente.

**Nueva tecnología.** Las mejoras incluyen una flota completamente eléctrica, pagos de boletos sin contacto, límites en los precios según el tipo de cuenta y otras integraciones de ciudad inteligente a la aplicación de CapMetro.

**Desarrollo económico.** Se crearán miles de empleos; cada dólar invertido en transporte público genera \$4 de retorno.

**¡Gracias, Austin!**

## El Mundo

Spanish ad also published in La Prensa.



# Creative – Print



## 출발할 시간입니다

법률 개정안A가 통과되었으며 이제 오스틴지역을 위해 설계된 종합 교통 플랜, 프로젝트커넥트 (Project Connect)와 함께 미래를 향해 나아갈 시간입니다

**더욱 다양한 교통수단** 새로운 교통 서비스를 통해 살기 좋고 공평하며 환경에 대한 책임을 다하는 완성됩니다.

**새로운 기술** 개선 사항으로는 완전 전기 버스 차량, 비접촉 요금 지불 방식, 계정 기반 요금 상한제 및 CapMetro 앱을 통한 기타 스마트 도시 통합 등이 포함됩니다

**경제적 발전** 수천 개의 일자리가 생성되며 대중교통에 투자된 자금을 통해 4배의 수익을 창출하게 됩니다.

감사합니다 오스틴!

News Korea (Korean)  
Asian ads also published in  
Epoch Times and Tre.



# Recommendations

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# Be Proactive

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- 1. Ongoing social media.** Keep residents informed with Project Connect updates and milestones through a mix of organic and paid social media.
- 2. Educate through paid media when there is a story to tell.** Leverage paid media for milestones and major updates with the plan. Consider outlets such as print, radio liners and other partnerships.
- 3. Maintain transparency.** Keep media updated with regular media alerts or notifications surrounding Board meetings, joint sessions, anti-displacement efforts, January Virtual Open House, the Austin Transit Partnership and Project Connect progress.

# Be Proactive (cont.)

- 4. Lessons learned and best practices.** Use topline media audit/analysis and media recaps to guide future strategies and tactics to avoid potential pitfalls and to inspire story ideas.
- 5. Deskside meetings.** Continue to check in with meeting contacts to maintain momentum and gauge interest in future story ideas (including upcoming media roundtable).
- 6. Value of transit.** Pitch community-focused stories highlighting testimonials, meal delivery milestones, COVID-19/public safety protocols and practices that underscore the critical role Capital Metro has as a lifeline to Austin, especially for residents who rely on transit the most.

# Be Proactive (cont.)

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- 7. Media roundtable.** Invite members of the media (including deskside meeting attendees) to educational opportunity with CapMetro leaders and elected officials.
- 8. Messaging and issues management workshop.** Stay ahead of the curve and refresh messaging and approach to 2021—it's a new day!
- 9. National pitching.** Continue to engage with national media (and develop new contacts/relationships) to highlight Austin and Capital Metro's historical milestone.



# CapMetro

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**THANK YOU!**