



METRO*RAPID*

UPDATE

FEBRUARY 11, 2014



METRO

MetroRapid Start-Up

Grand Opening

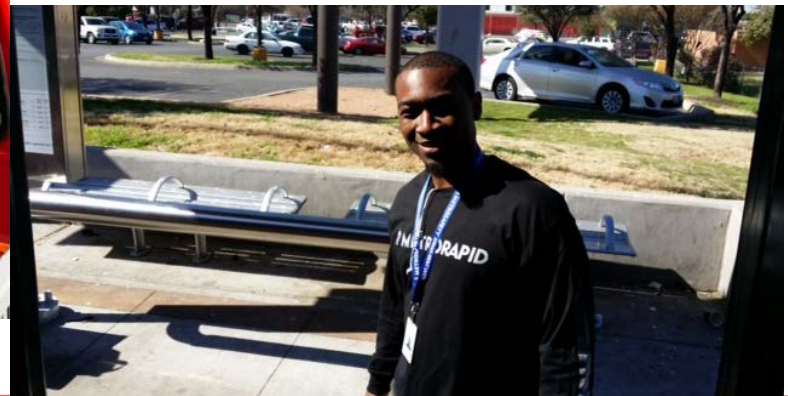
- Republic Square
 - Federal Transit Administration
 - Local Elected Officials
 - City and County Staff
 - Extensive media coverage



MetroRapid Start-Up

January 26, 2014 (Sunday) Start of Service

- **Passenger Support (January 26 – 29)**
 - Capital Metro Staff & Ambassadors at Key Stations & On-Board vehicles



MetroRapid Start-Up

- **Service Frequency**
 - Peak: 10 – 12 minutes
 - Off Peak: 12 - 20 minutes
 - Evenings / Weekends:
 - 20 – 30 minutes
- **Frequency based service**
 - GPS enabled
 - Computer aided dispatch
- **Transit Priority Lane**
 - Guadalupe / Lavaca: 3rd – 17th
 - Operators and autos adjusting to lanes



MetroRapid Start-Up

Technology System performance

- **Mobile Ticketing / onboard validators**
 - App downloaded more than 6,400 times (thru 2/7)
 - Over 16,600 mobile tickets purchased
 - Customer ratings from 3.2 to 4 stars
- **Transit Signal Priority**
 - Extended green was granted when vehicles running behind schedule
- **Dynamic Message Signs**
 - Continued fine tuning predicted arrival
- **Customer Wi-Fi**



MetroRapid Start-Up

- **Customers:**
 - Excited about new service, vehicles
 - Learning new system, connections
 - Learning new fare structure
 - Learning to adjust to frequency based service vs. schedule based
- **Operators**
 - Working to optimize frequency based service (vs. schedule)
 - Gaining experience with technology components
 - Helping customers understand fare structure
 - Dealing with traffic conditions, Transit Priority Lane



Communications - TV

- **TV (Jan 24 – 28):**
 - 183 TV news hits specifically about MetroRapid
 - Local Market Viewership:
 - 2,037,225



KXAN



Communications – print media

Here Comes MetroRapid

Austin Chronicle

MetroRapid Service and Priority Lanes

Texas Cable News

First MetroRapid launches Jan. 26

Community Impact

MetroRapid Service Begins Sunday

Austin Business Journal

Capital Metro's High-Capacity, High-Tech Buses Start Service

Time Warner News

Cap Metro CEO: Make MetroRapid buses your second office

Austin Business Journal



Communications – print media

A New Way to Get Around Town; MetroRapid Launches *KXAN*

Capital Metro is Improving Services, but More is Needed *Austin American-Statesman*

What's a Bendy Bus? *Austin Chronicle*

New Bus Service Begins Saturday *Time Warner News*

The new Metro-Rapid service begins *KLBJ-AM*

Capital Metro Rolls Out MetroRapid, New Fares *KXAN*

MetroRapid Gets First Run in Rush Hour Traffic *KEYE*

Hi-Tech MetroRapid Buses Make Weekend Debut *KTBC*

Downtown Austin Traffic: Transit in Transition *Austin American-Statesman*

Bytemark Launches First Citywide Mobile Ticketing Application in Austin *Mass Transit Magazine*

MetroRapid Launch *KTBC*

MetroRapid Buses Begin Running Today *Time Warner News*

MetroRapid Rolls Out *KEYE*



Communications – Social Media

*This bus literally cuts my travel time in half
from an hour an 20 min to under 45 min
#metrorapid thanks @CapMetroATX*

*Riding the new metro #Rapid and I got to say
that it's pretty amazing. Nice going
@CapMetroATX*

*Eeee!!! I've never been so excited to ride the
bus ☐#MetroRapidd arrives today!!*

*50 road closures. 50 accidents an hour and the
#metrorapid was on schedule this morning.
@CapMetroATX Woo!*



Route 803

- **Domain to Westgate Route**
 - Construction underway
 - Vehicles in production
- **Launch scheduled for Fall 2014**

