



 **METRO**  
**Cap Remap**

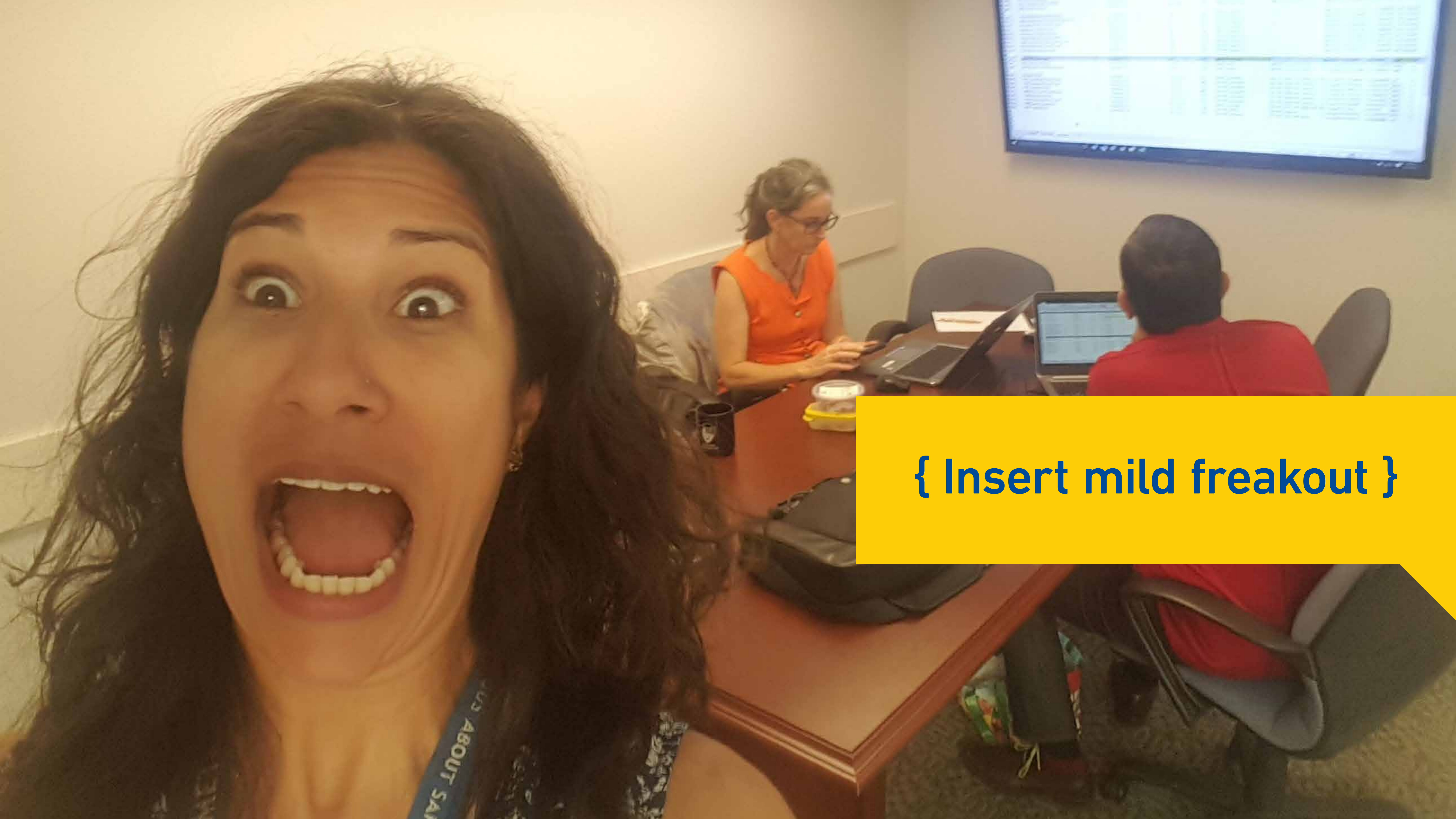
*More frequent +  
More reliable +  
Better Connected*

## **WHAT'S HAPPENING?**

**“We’re changing more than  
half of our routes.”**

*– CapMetro’s (Evil) Planners*





**{ Insert mild freakout }**



# What had to be done

- Educate staff and customers on the changes
- Create and update signage
- Draw new route maps
- Design brochures
- Create Web sub-site
- Advertisement Designs
- Presentation Boards
- Work with/direct outside contractors
- Create Promotional Items
- Talk to customers face-to-face

**Bonus:** Implement new branding wherever possible.

# In Numbers

**3,000+**

Unique Temporary Signs Created

**1,800**

Redesigned Permanent Signs Installed

**68**

Individual Route Maps Produced

**3X**

More Local Frequent Routes Added

**22,000**

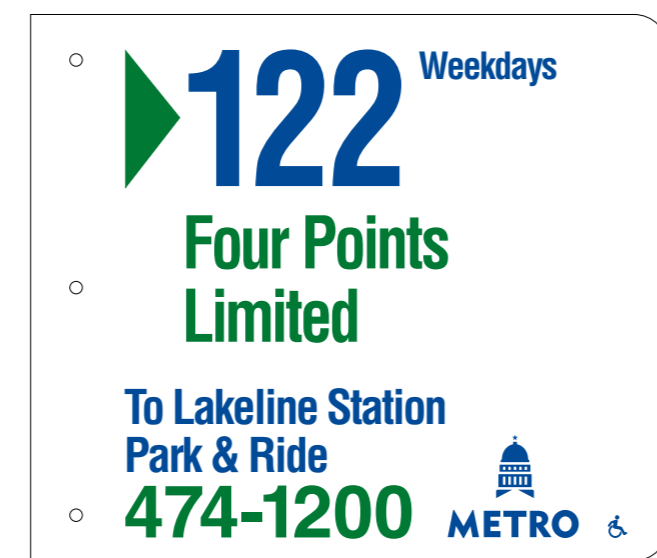
Customer Service Calls on launch week

**75,000**

Unique Page Views (In April 2018 alone)

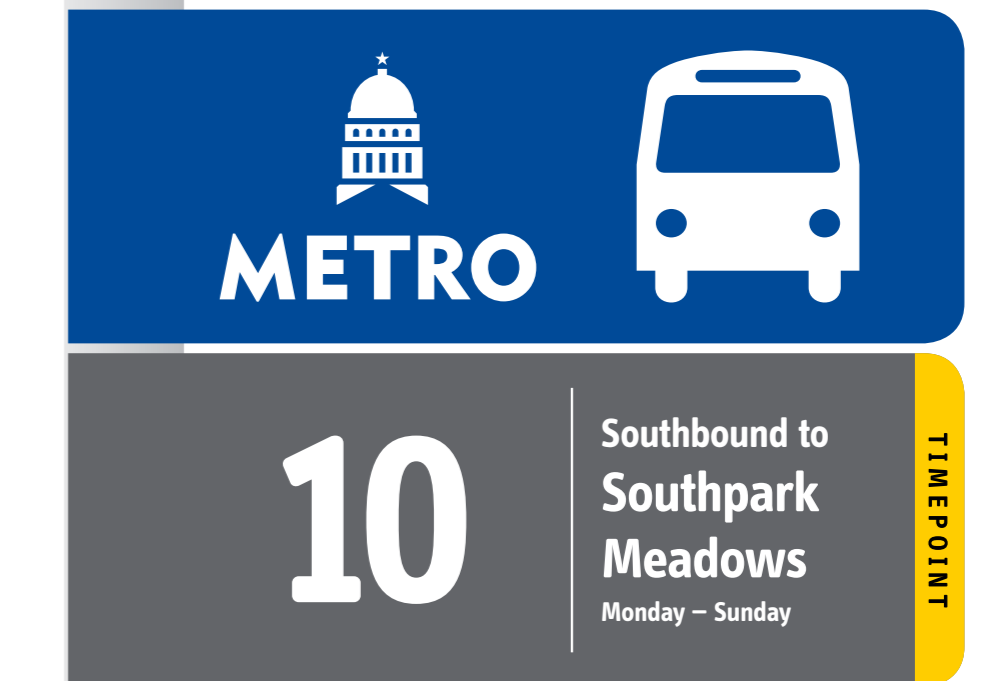
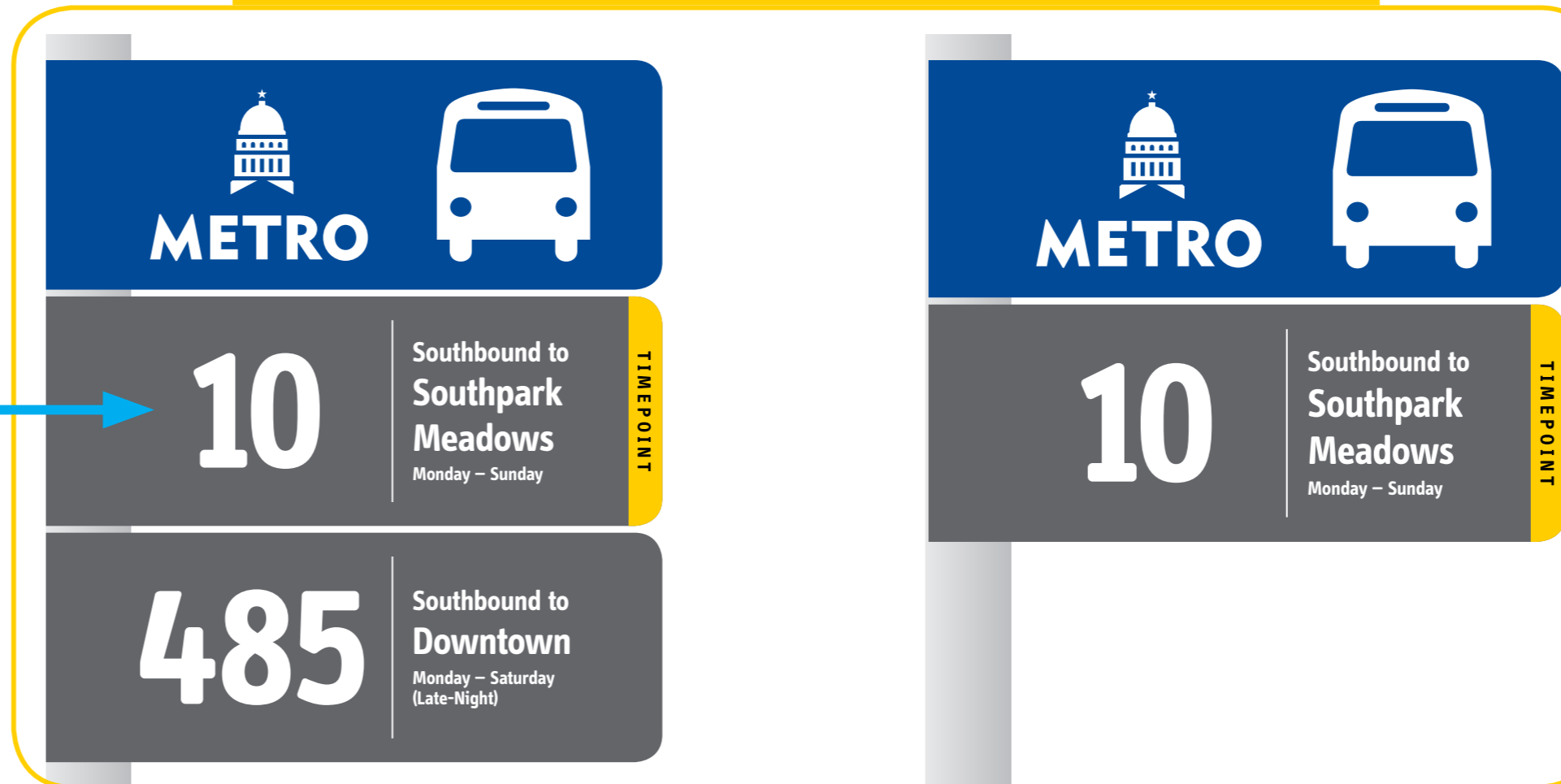
**341**

Information Display Units (IDUs) produced to be posted at-stations

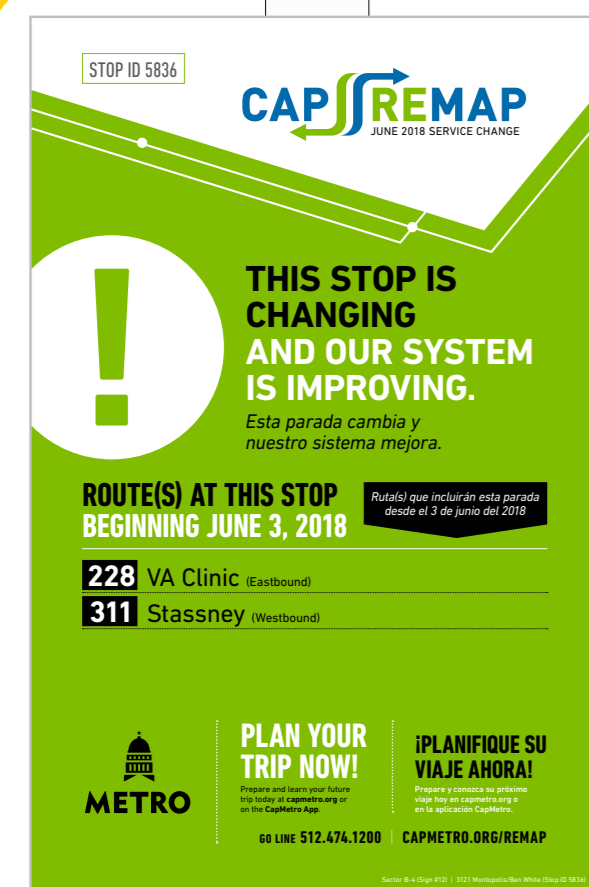


The routes that will serve the stop beginning June 3 are shown here.

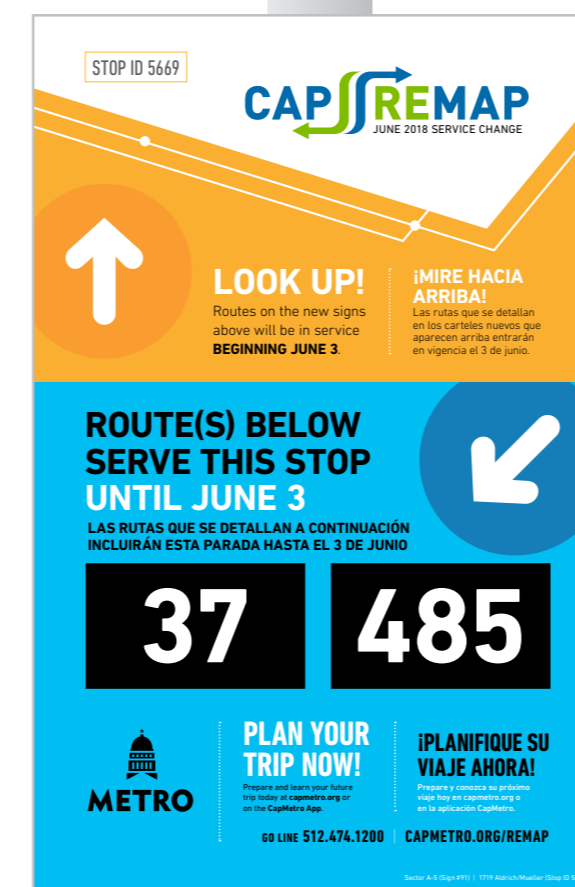
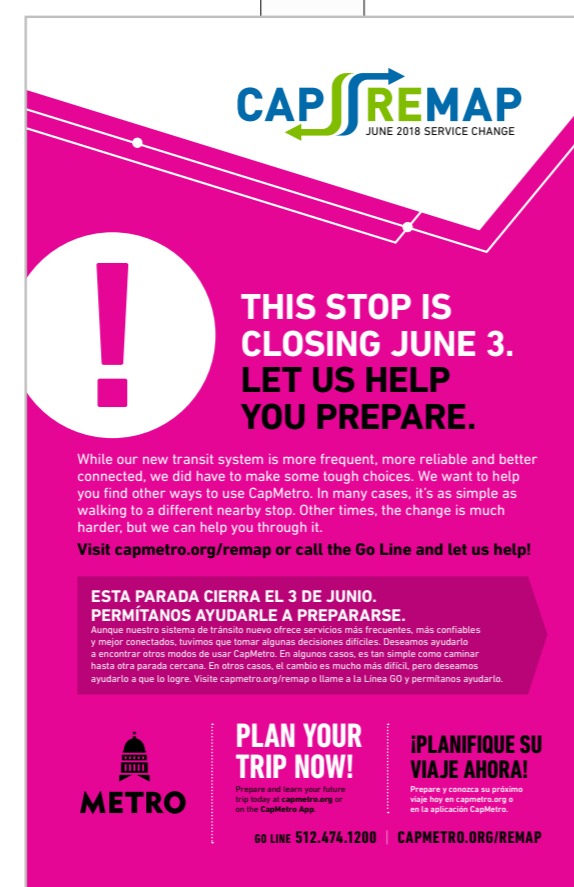
### New Permanent Signs



### Temporary Notification Signs



The routes that will serve the stop beginning June 3 are listed here.

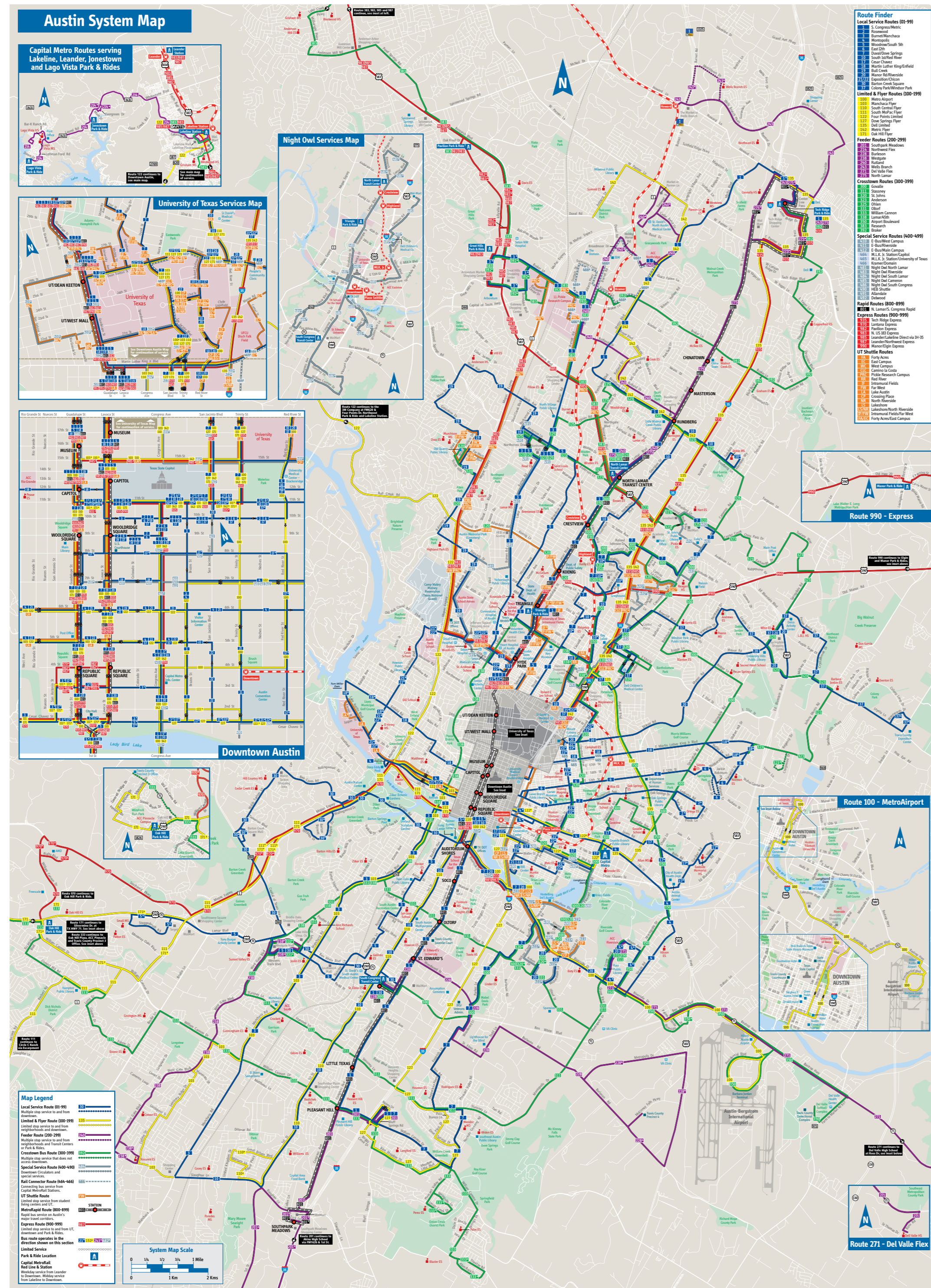


Our new permanent bus stop signage has improvements to the information displayed at most stops. This includes:

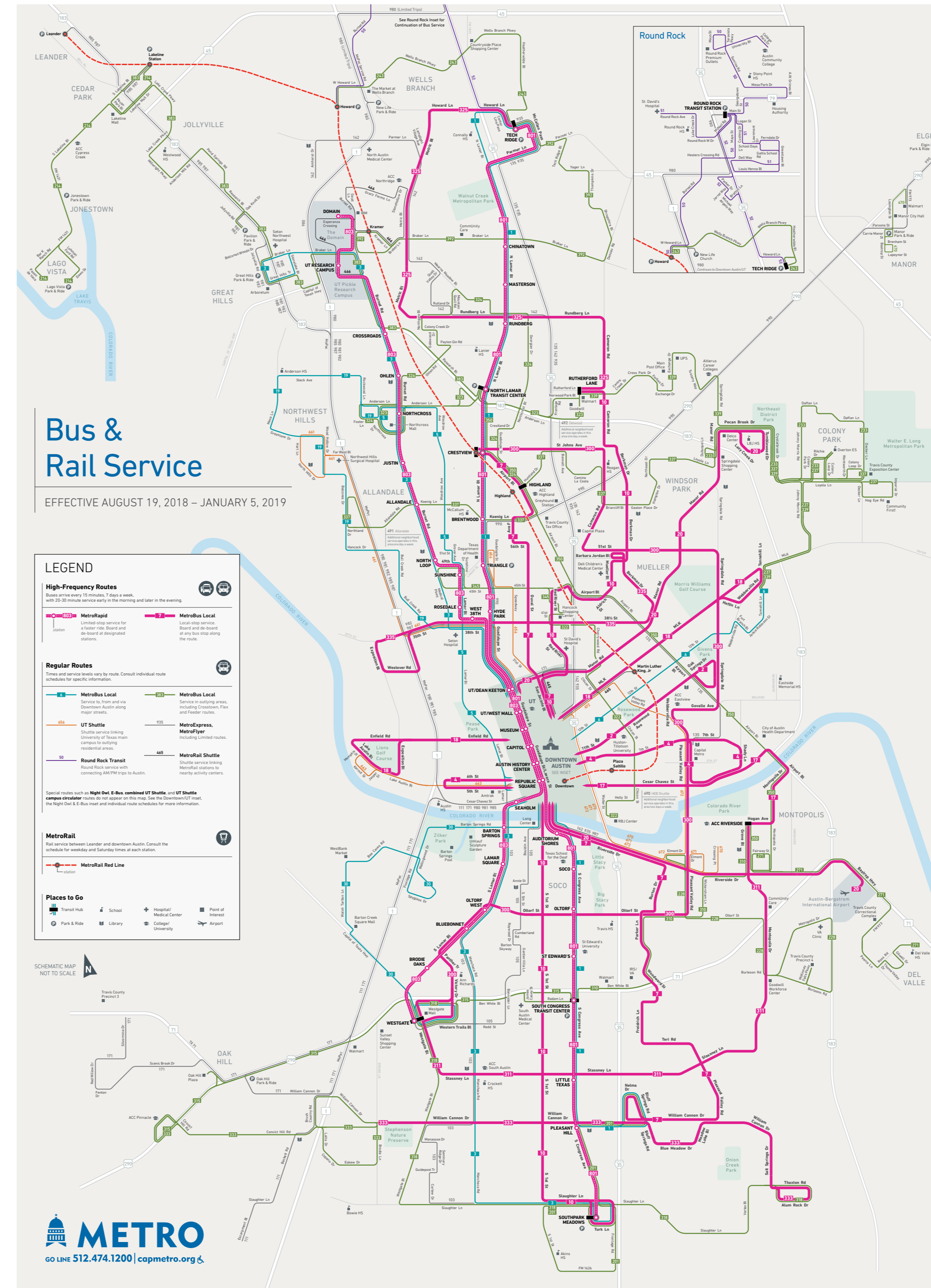
1. Route number
2. Route direction, ending destination & days of operation
3. Timepoint indicator: A yellow label will identify stops that serve as timepoints, which are stops along the route that must be met at specific times to keep bus routes on schedule. Bus operators cannot leave a timepoint before the scheduled departure time.



OLD



NEW



SYSTEM MAP COMPARISON





OLD

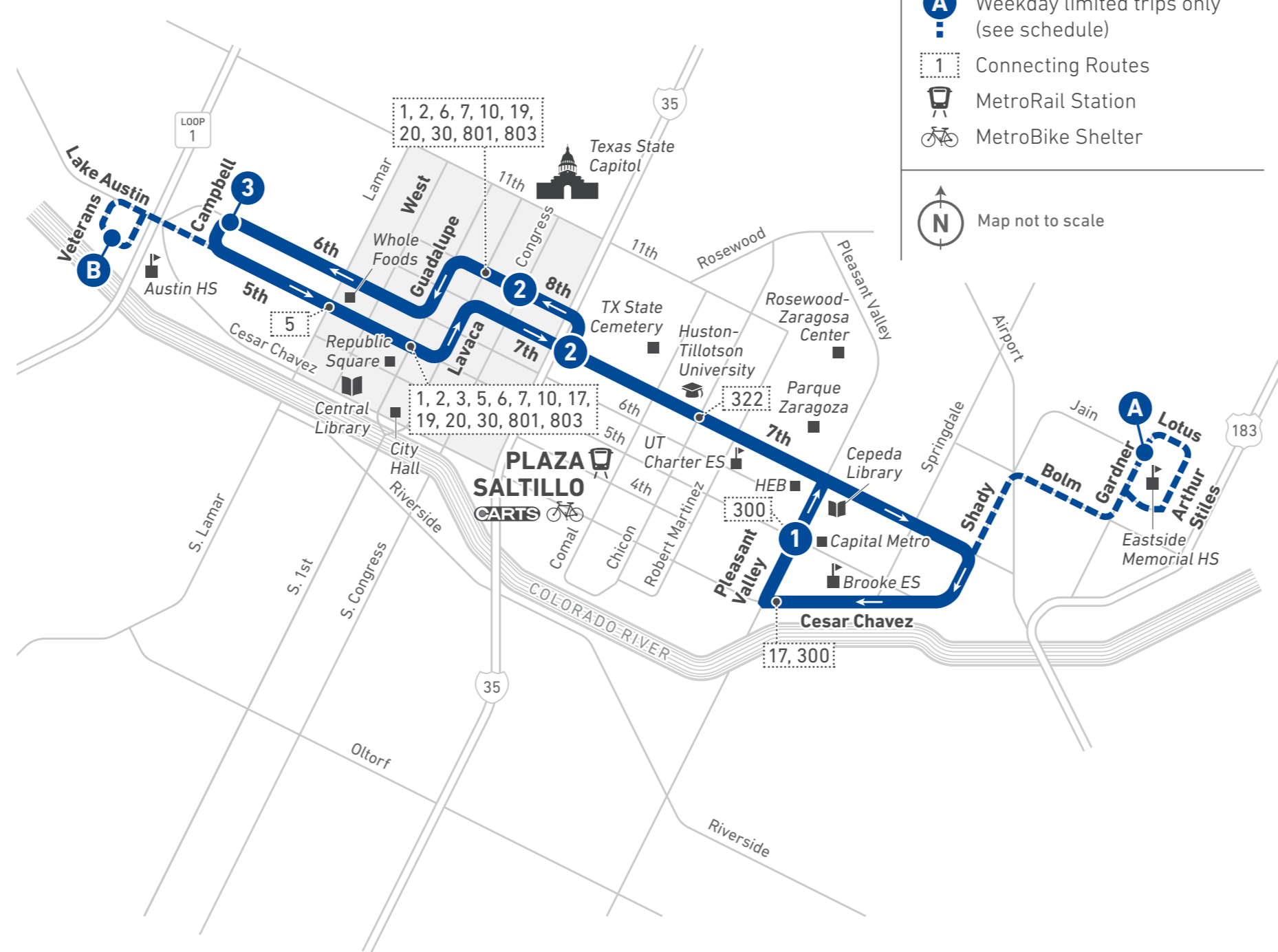
**21/22**

**21 WEEKDAYS/CLOCKWISE**

21 WEEKDAYS/CLOCKWISE	22 WEEKDAYS/COUNTERCLOCKWISE
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

Effective August 22, 2010-January 15, 2011 | 75

# 4 7th Street (HIGH-FREQUENCY ROUTE)



Scan the QR code to see an online version of this route map.

### DESTINATIONS

- Eastside Memorial High School
- Capital Metro
- Brooke Elementary School
- Cepeda Library
- HEB
- Parque Zaragoza
- Rosewood-Zaragoza Center
- UT Charter Elementary School
- Huston-Tillotson University
- Texas State Cemetery
- Texas State Capitol
- Austin High School
- Downtown Austin
- Whole Foods
- Republic Square
- Central Library
- City Hall

### NOTES

School trips operate at limited times on weekdays only (see schedule).

GO Line 512-474-1200 | capmetro.org | Effective August 19, 2018 – January 5, 2019 | Destinations

P.M. TIMES ARE IN BOLD / LOS HORARIOS PM SE INDICAN EN LETRAS OSCURAS SCHOOL TRIP / VIAJE DE ESTUDIOS

### 4 WEEKDAYS/WESTBOUND

A	1	2	3	B	B	3	2	A	1
Gardner at Jain	Pleasant Valley at 5th	8th at Congress	Campbell at 6th	Veterans at Atlanta	Veterans at Atlanta	Campbell at 6th	7th at L-35	Gardner at Jain	Pleasant Valley at 5th
—	5:05	5:17	5:25	—	—	5:00	5:11	—	5:26
—	5:35	5:47	5:55	—	—	5:30	5:41	—	5:56
—	6:05	6:17	6:25	—	—	6:00	6:11	—	6:26
—	6:18	6:31	6:40	—	—	6:15	6:26	—	6:41
—	6:33	6:46	6:55	—	—	6:30	6:43	—	6:59
—	6:48	7:01	7:10	—	—	6:45	6:58	—	7:14
—	7:03	7:16	7:25	—	—	7:00	7:13	—	7:29
—	7:18	7:31	7:40	—	—	7:15	7:28	—	7:44
—	7:33	7:46	7:55	—	—	7:30	7:43	—	7:59
—	7:48	8:01	8:10	—	—	7:45	7:58	—	8:14
—	8:03	8:16	8:25	—	—	8:00	8:13	—	8:29
—	8:18	8:31	—	8:43	—	8:15	8:28	8:47	—
—	8:33	8:46	8:55	—	—	8:30	8:43	—	8:59
—	8:48	9:01	9:10	—	8:43	—	9:04	—	9:20
—	9:03	9:16	9:25	—	—	9:00	9:13	—	9:29
9:01	9:19	9:31	9:40	—	—	9:15	9:28	—	9:44
—	9:34	9:46	9:55	—	—	9:30	9:44	—	9:59
—	9:49	10:01	10:10	—	—	9:45	9:59	—	10:14
—	10:04	10:16	10:25	—	—	10:00	10:14	—	10:29
—	10:19	10:31	10:40	—	—	10:15	10:29	—	10:44
—	10:34	10:46	10:55	—	—	10:30	10:44	—	10:59
—	10:49	11:01	11:10	—	—	10:45	10:59	—	11:14
—	11:04	11:16	11:25	—	—	11:00	11:14	—	11:29
—	11:19	11:31	11:40	—	—	11:15	11:29	—	11:44
—	11:34	11:46	11:55	—	—	11:30	11:44	—	11:59
—	11:49	12:01	12:10	—	—	11:45	11:59	—	12:14
—	12:04	12:16	12:25	—	—	12:00	12:14	—	12:29
—	12:19	12:31	12:40	—	—	12:15	12:29	—	12:44
—	12:34	12:46	12:55	—	—	12:30	12:44	—	12:59
—	12:49	1:01	1:10	—	—	12:45	12:59	—	1:14
—	1:04	1:16	1:25	—	—	1:00	1:14	—	1:29
—	1:19	1:31	1:40	—	—	1:15	1:29	—	1:44
—	1:34	1:46	1:55	—	—	1:30	1:44	—	1:59
—	1:49	2:01	2:10	—	—	1:45	1:59	—	2:14
—	2:04	2:16	2:25	—	—	2:00	2:14	—	2:29
—	2:19	2:31	2:40	—	—	2:15	2:29	—	2:44
—	2:34	2:46	2:55	—	—	2:30	2:44	—	2:59
—	2:48	3:01	3:10	—	—	2:45	2:59	—	3:14
—	3:03	3:16	3:25	—	—	3:00	3:14	—	3:33
—	3:18	3:31	3:40	—	—	3:15	3:32	—	3:48
—	3:33	3:46	3:55	—	—	3:30	3:47	—	4:03
—	3:48	4:01	4:10	—	—	3:45	4:02	—	4:18
—	4:03	4:16	4:25	—	—	4:00	4:17	4:36	—
—	4:18	4:30	—	4:42	—	4:15	4:32	—	4:48
—	4:33	4:46	4:55	—	—	4:30	4:47	—	5:03
—	4:53	5:06	5:15	—	—	—	5:07	—	5:23
4:46	5:04	5:16	5:25	—	—	—	5:22	—	5:38
—	5:23	5:36	5:45	—	—	5:20	5:37	—	5:53
—	5:38	5:51	6:00	—	—	5:35	5:52	—	6:08
—	5:53	6:06	6:15	—	—	5:50	6:07	—	6:23
—	6:09	6:21	6:30	—	—	6:05	6:22	—	6:38
—	6:24	6:36	6:45	—	—	6:20	6:37	—	6:53
—	6:39	6:51	7:00	—	—	6:35	6:49	—	7:04
—	6:54	7:06	7:15	—	—	6:50	7:04	—	7:19
—	7:09	7:21	7:30	—	—	7:05	7:19	—	7:34
—	7:24	7:36	7:45	—	—	7:20	7:34	—	7:49
—	7:41	7:52	8:00	—	—	7:35	7:49	—	8:04
—	7:56	8:07	8:15	—	G	7:50	8:04	—	8:19
—	8:11	8:22	8:30	—	—	8:05	8:19	—	8:34
—	8:41	8:52	9:00	—	—	8:35	8:49	—	9:04
—	9:11	9:22	9:30	—	—	9:05	9:19	—	9:34
—	9:41	9:52	10:00	—	—	9:35	9:49	—	10:04
—	10:11	10:22	10:30	—	—	10:05	10:19	—	10:34
—	10:41	10:52	11:00	—	—	10:35	10:49	—	11:04
—	11:11	11:22	11:30	—	—	11:05	11:19	—	11:34
—	11:41	11:52	12:00	—	—	11:35	11:49	—	12:04
—	12:11	12:22	12:30	—	G	12:05	12:19	—	12:34

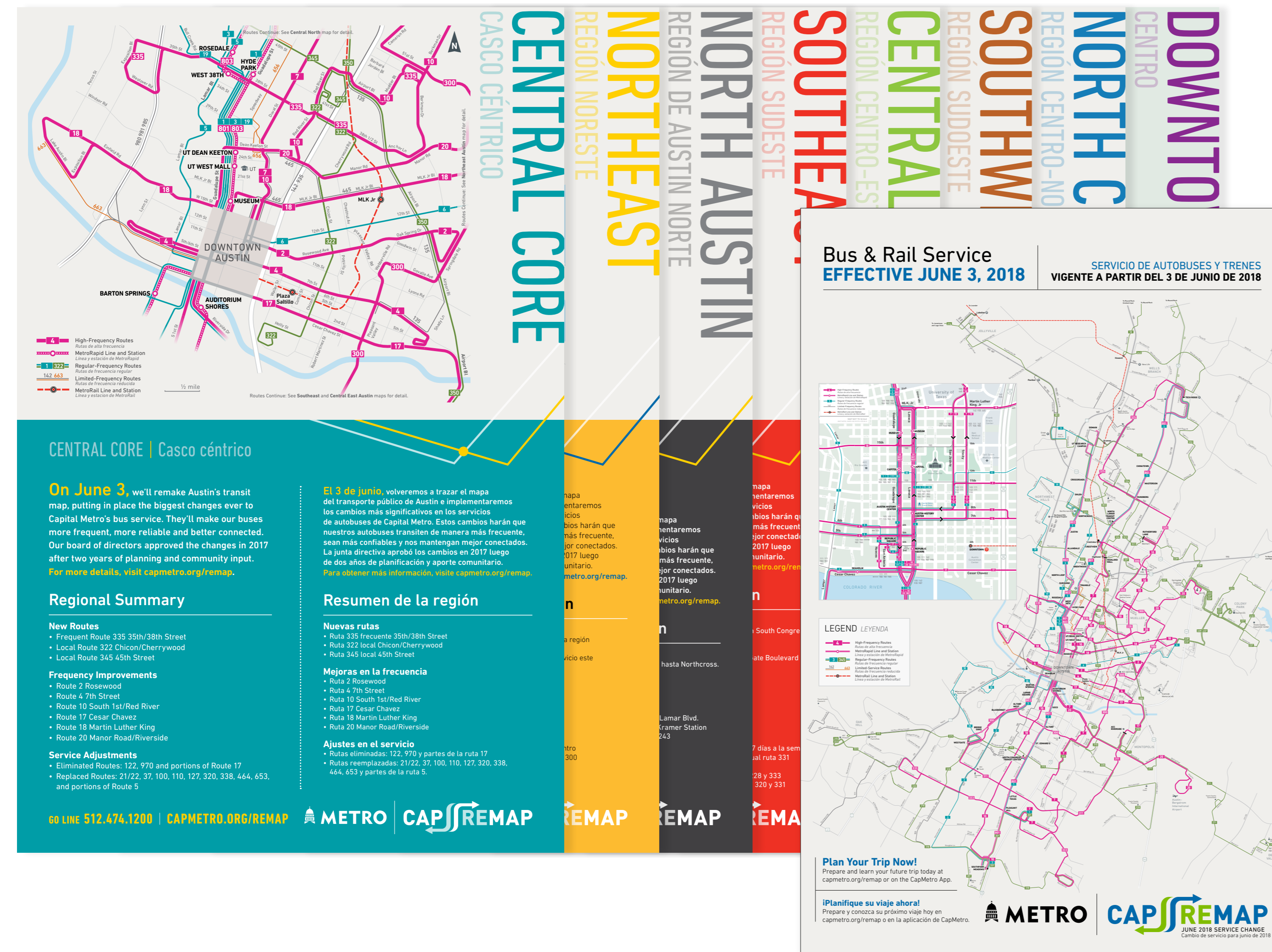
Destinations | Effective August 19, 2018 – January 5, 2019 | capmetro.org | GO Line 512-474-1200

NEW





# Tear-off Tablet Regional Maps



Full system map printed on opposite side of each regional map tear-off sheet.

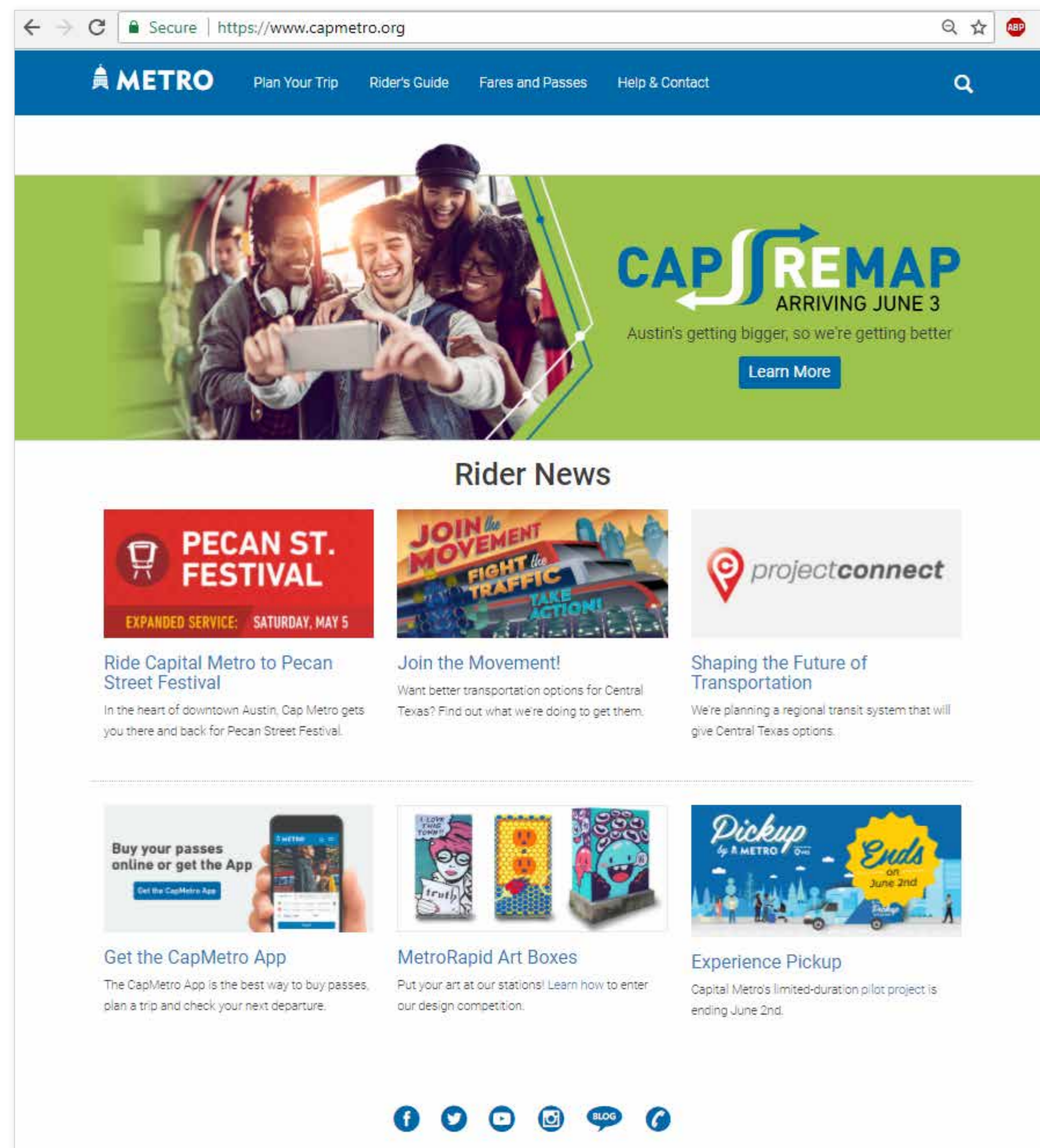
# Overview Brochure



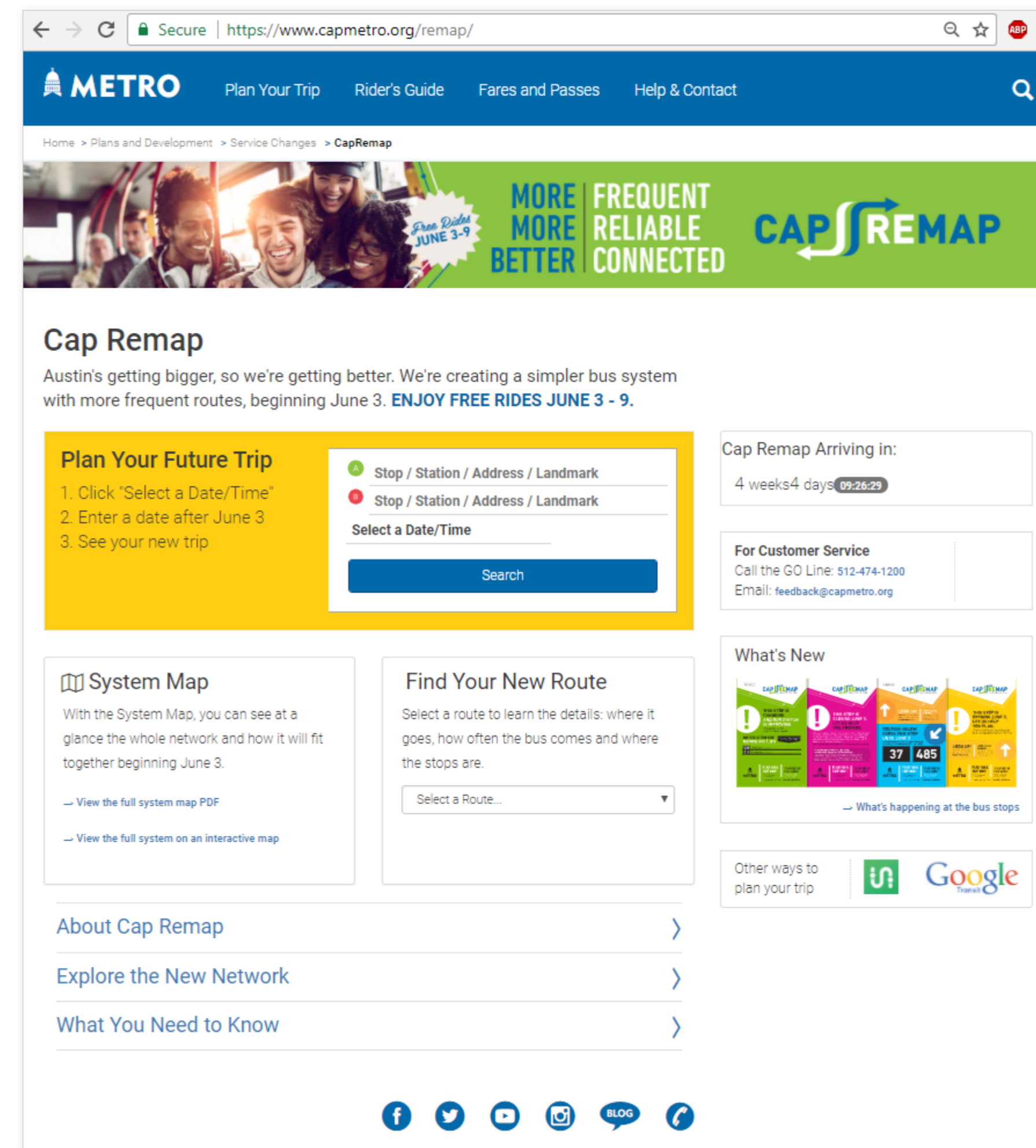
English & Spanish languages covered in single 38-page brochure that was distributed through bus brochure racks & face-to-face conversations.



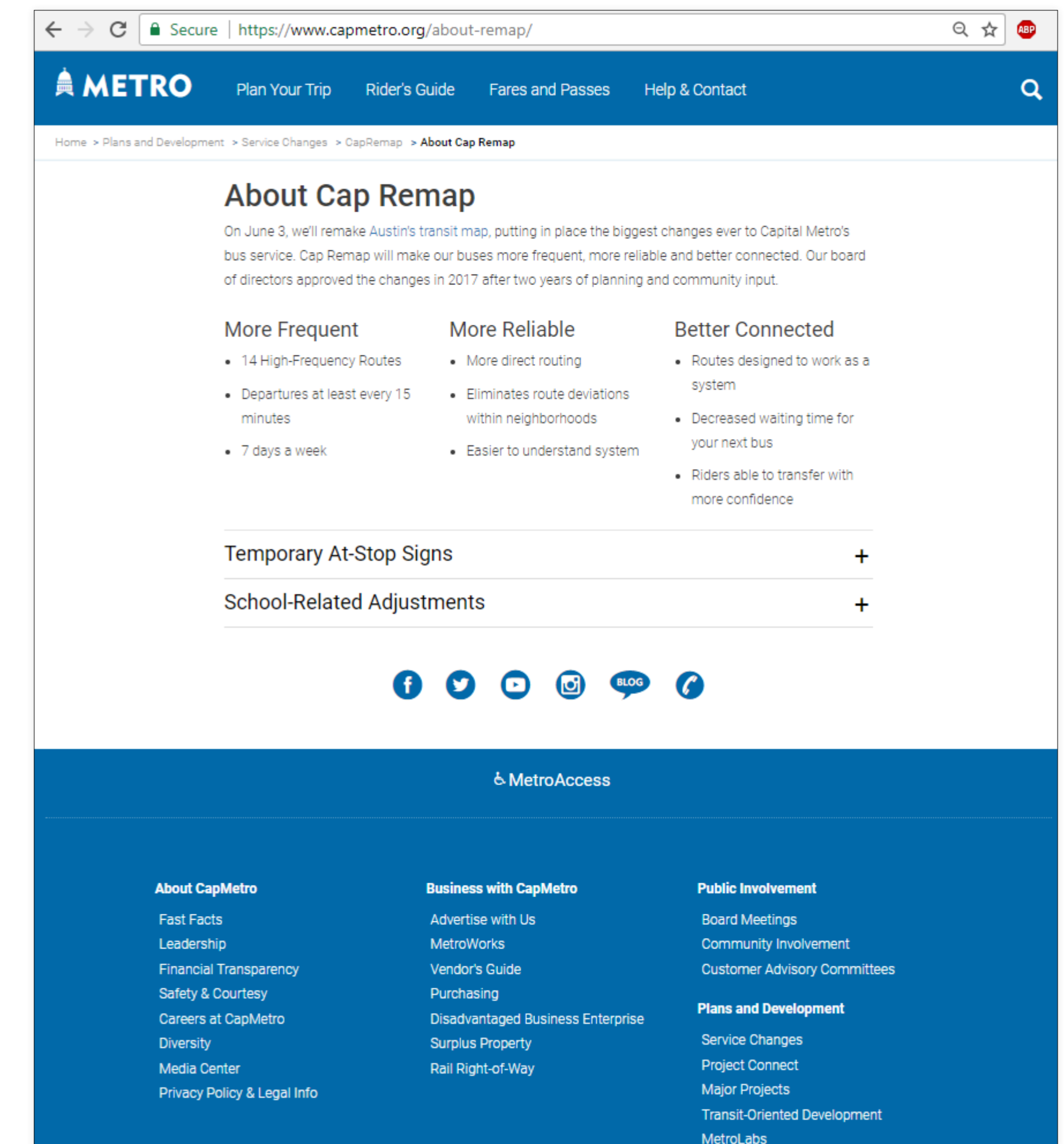
# Home Page



# Cap Remap Home Page



# Cap Remap Subpage

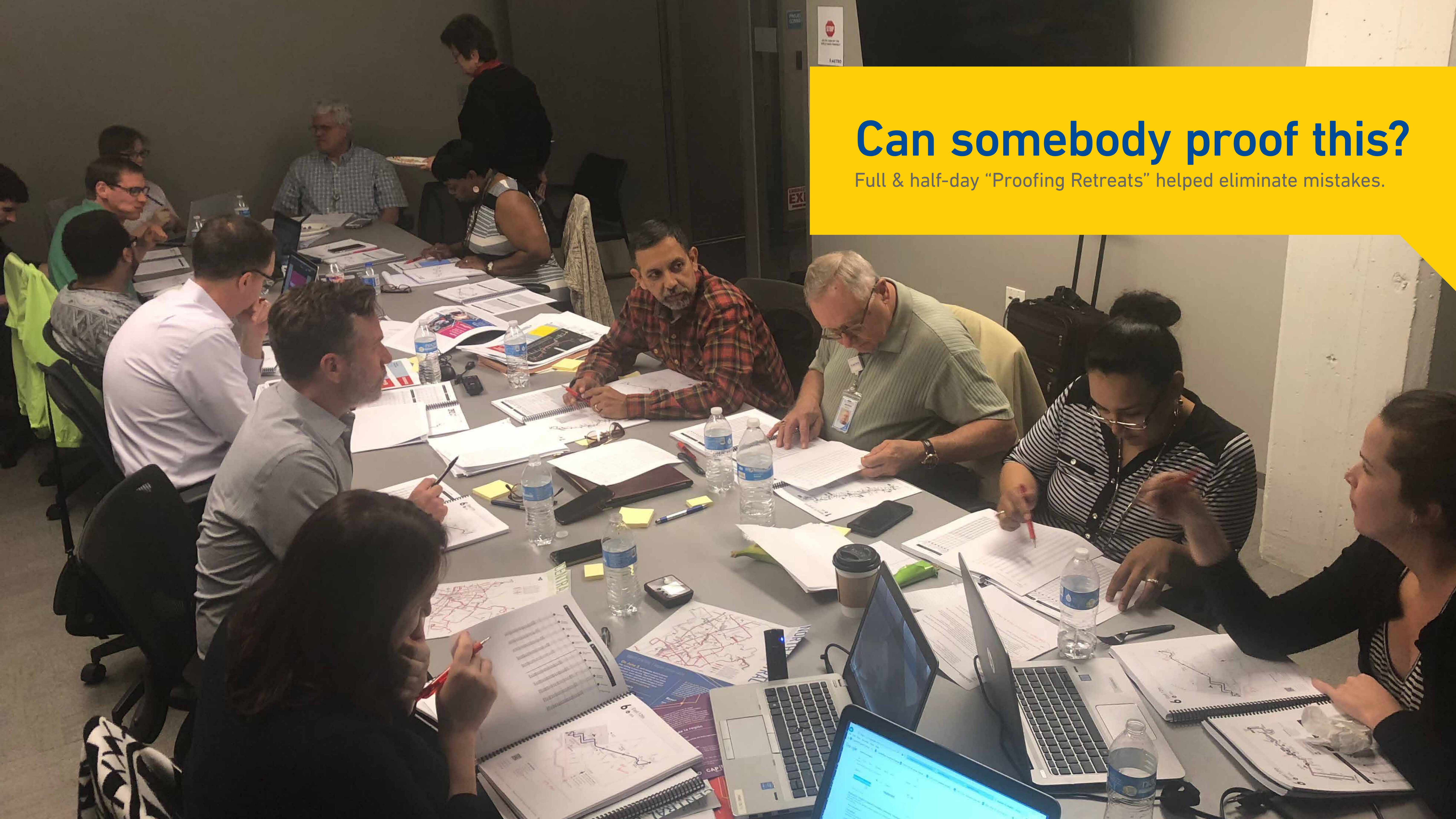


Allowed customers to plan their trip months ahead of change, to see their individual routes/stops or the entire system in interactive or PDF format.



# Can somebody proof this?

Full & half-day "Proofing Retreats" helped eliminate mistakes.







# Cap Remap Process





# Results

Increased system-wide ridership throughout first 3 months

- **2.8%** increase June '17 → June '18
- **5.9%** increase July '17 → July '18
- **9.5%** increase August '17 → August '18