

Project Connect

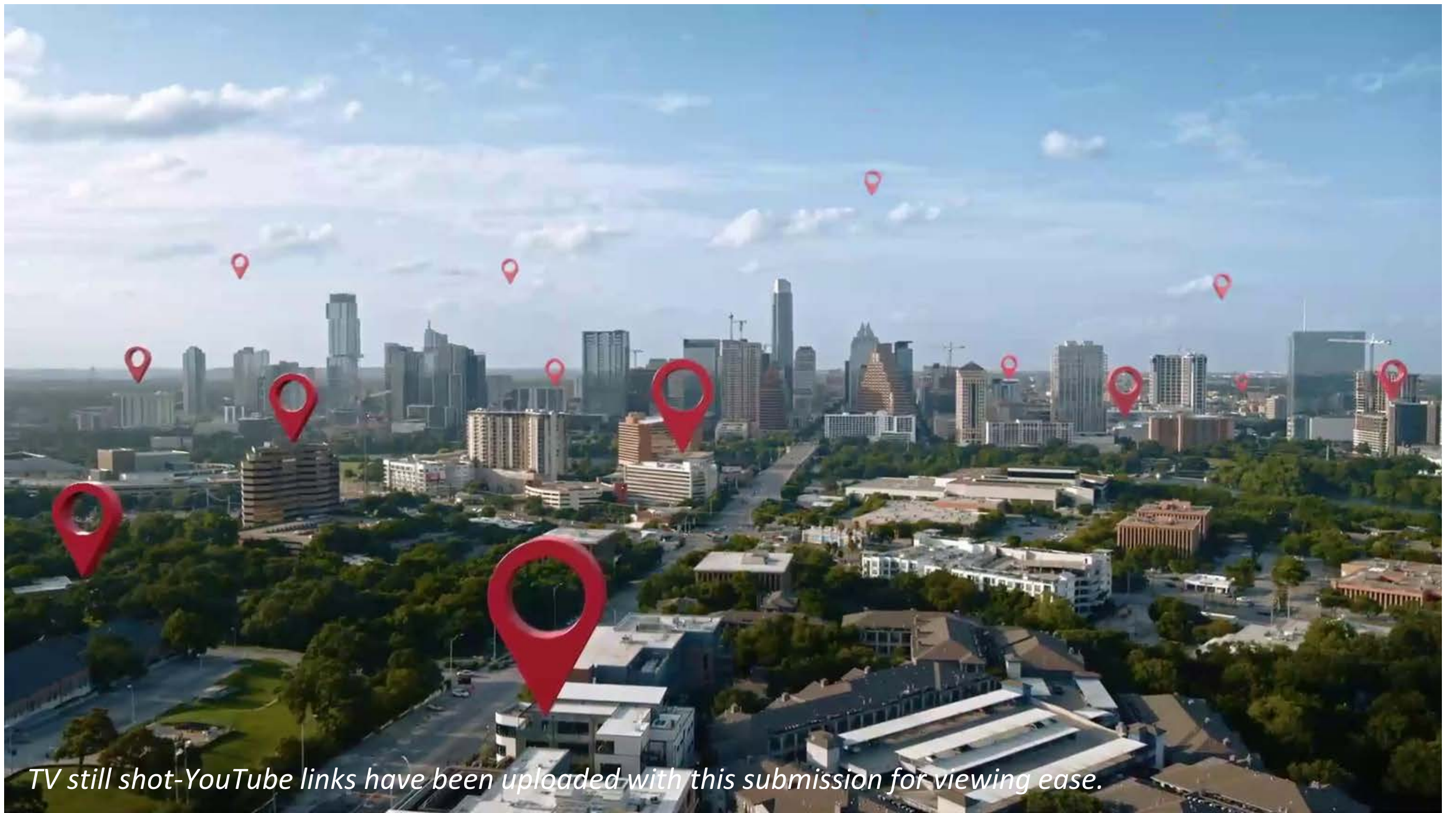


Creative – TV/English

Phase 1 TV English spots are on the following pages:

- :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.

Note: YouTube links have been uploaded with this submission for viewing ease.



TV still shot-YouTube links have been uploaded with this submission for viewing ease.

Creative – Radio English/Spanish

English:

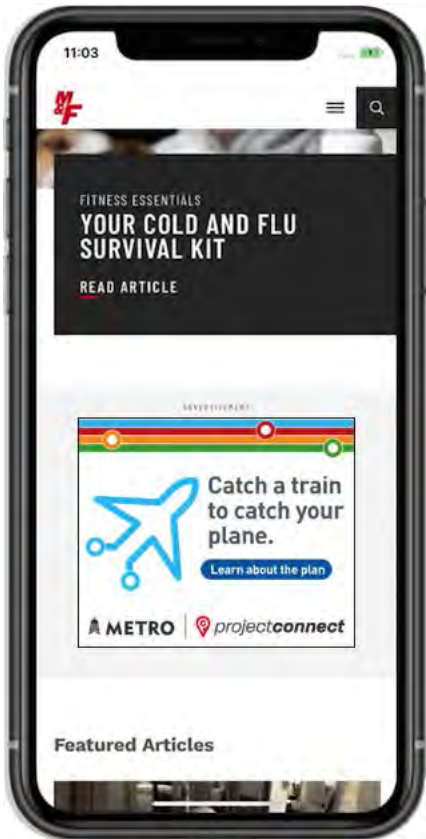
Project Connect from Capital Metro is a bold transit plan to help ease traffic and connect us all. It includes a new rail system with a downtown tunnel and a direct route to the airport. And there's expanded and faster bus service. Learn more at ProjectConnect.com.

Spanish:

Project Connect de Capital Metro es un plan extenso de transporte público para aliviar el tráfico y conectarnos a todos. Incluye un nuevo sistema de tren ligero con un túnel por el centro y una ruta directa al aeropuerto. Y tiene más rutas de autobuses con servicio más rápido.

Aprende más en ProjectConnect.com.

Creative – Digital Ads/Google Display



Creative – Digital Ads/CultureMap

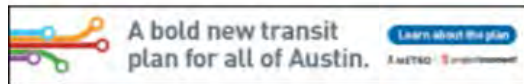
The screenshot displays the CultureMap Austin website interface. At the top left, there is a "CITIES" dropdown menu and the "culturemap AUSTIN" logo. To the right, a banner features a colorful graphic of three lines with circles at their ends, accompanied by the text "New rail lines throughout the city." and a "Learn about the plan" button. Further right are logos for "METRO" and "project connect".

Below the banner is a horizontal navigation menu with categories: RESTAURANTS + BARS, ENTERTAINMENT, ARTS, SOCIETY, CITY GUIDE, EVENTS, SUBSCRIBE, and social media icons for Facebook and Twitter. A secondary menu below that includes: CITY LIFE, FASHION + BEAUTY, REAL ESTATE, HOME + DESIGN, INNOVATION, TRAVEL, CHARITY GUIDE, and TASTEMAKER AWARDS.

The main content area is split into two columns. The left column features a large photograph of the Gruene Hall building at dusk, with a water tower in the background. The text "GRUENE Hall" is visible on the building. Below the photo, the text reads "RIVERFRONT RESPITE" and "Luxury river-front development springs into historic Hill Country".

The right column contains a digital advertisement with a colorful header bar. It features a large blue outline of an airplane with circuit-like lines extending from its tail. Below the graphic, the text reads "Catch a train to catch your plane".

Creative – Digital Ads/Austin American Statesman



Sports

Austin FC signs Paraguayan Rodney Redes as franchise's first player

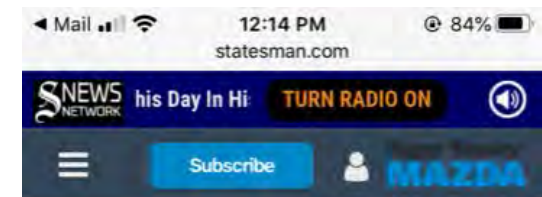


By Christopher Rugaber, The Associated Press

Posted at 11:04 AM



WASHINGTON — U.S. unemployment fell to 11.1% in June as the economy



The re-closings are keeping layoffs elevated: The number of Americans who sought unemployment benefits fell only slightly last week to 1.47 million, according to another report. Though the weekly figure has declined steadily since

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.

  *It's go time.*

Statesman – English

*(This ad was also published in
The Villager, Austin Chronicle, and
Community Impact)*

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.



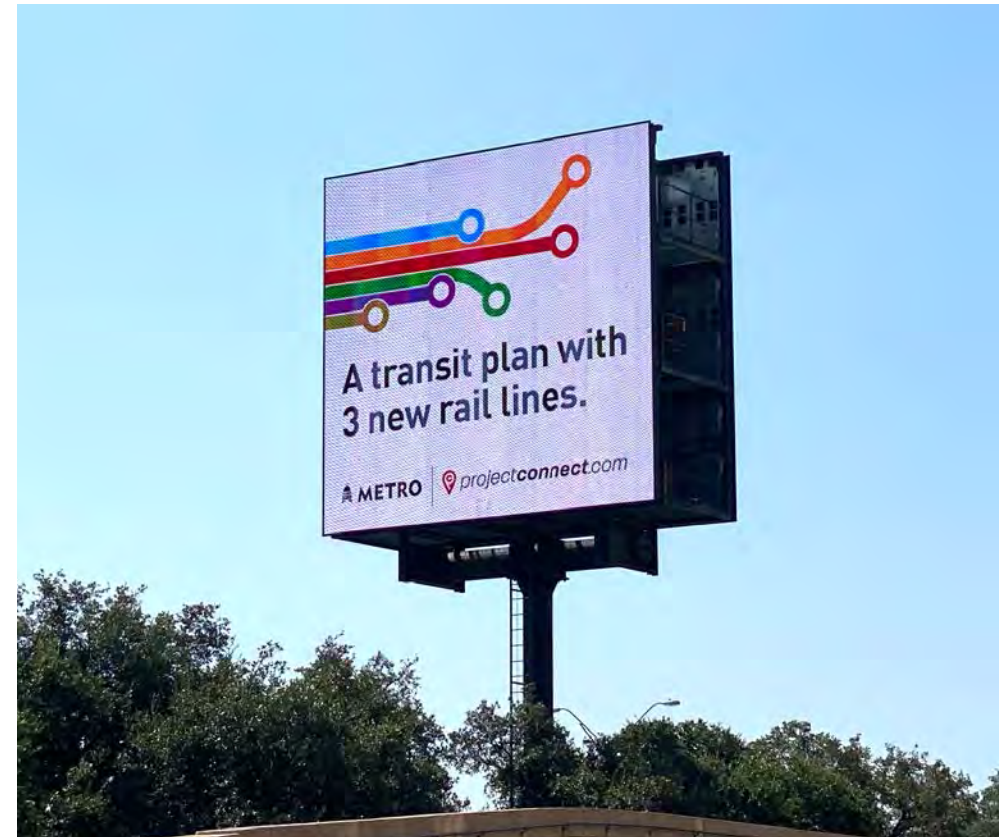
Project Connect from Capital Metro is a comprehensive transit plan with a rail system that travels under downtown so everyone can move faster, safer and more reliably. Imagine riding it to the game, direct to the airport or to the South Congress district.

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 to learn more.

 **METRO** |  *projectconnect*

Creative – IMG/UT Sports – Marquee



Creative – Transit



Creative – Transit Interior Placard

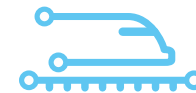
Un plan de transporte público con más opciones para Austin.



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

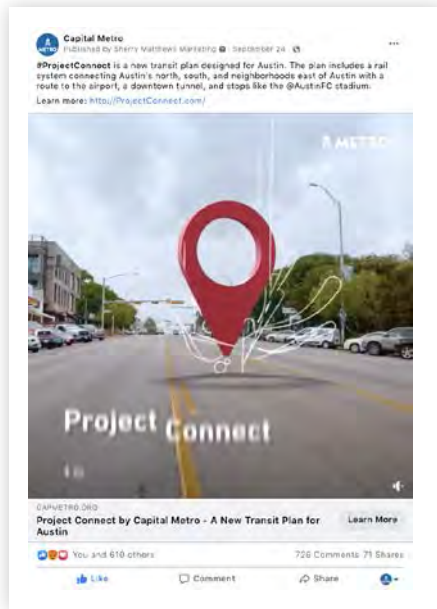


projectconnect.com



Social Media – Post Topics

TV Ad Recut



Total Engagement: 3004
Engagement Rate: 7.9%

Red Line



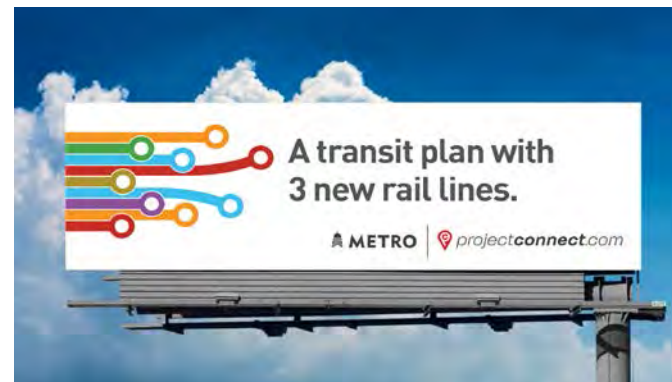
Total Engagement: 1,990
Engagement Rate: 1.1%

Creative – 00H



A transit plan with
3 new rail lines.

 **METRO** |  *projectconnect.com*

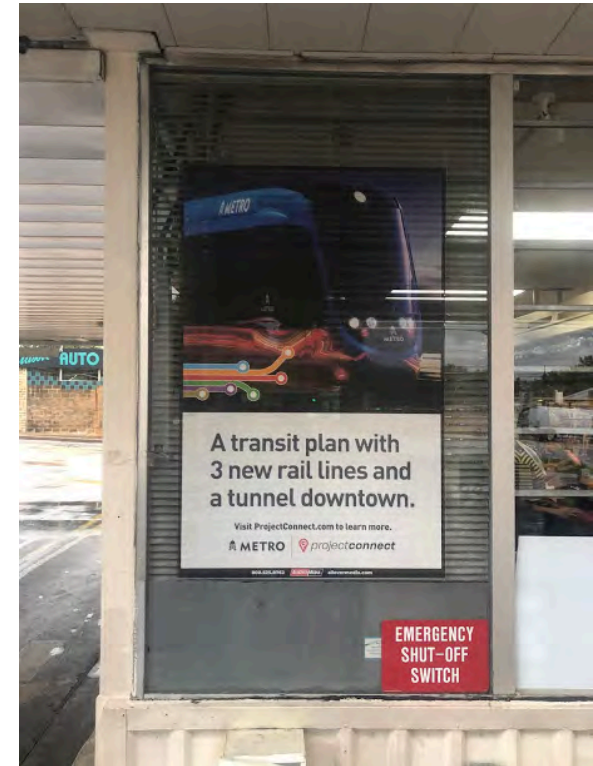
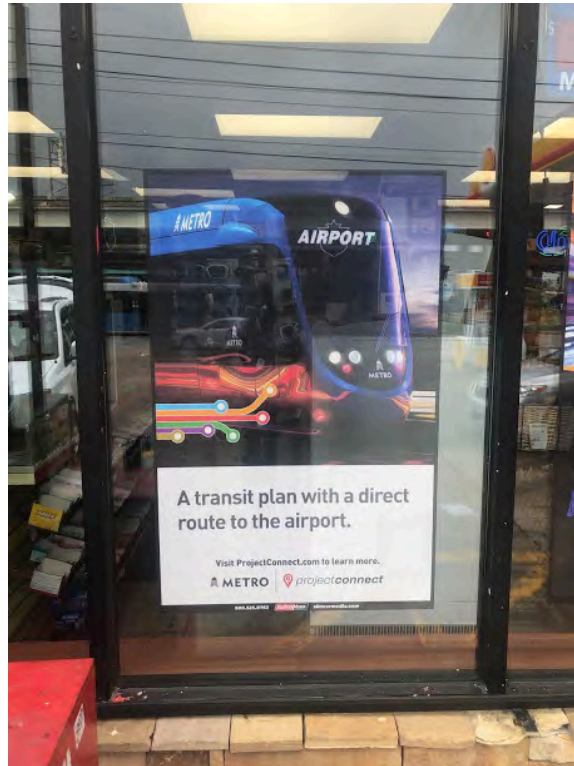


Located at
12th and Lamar

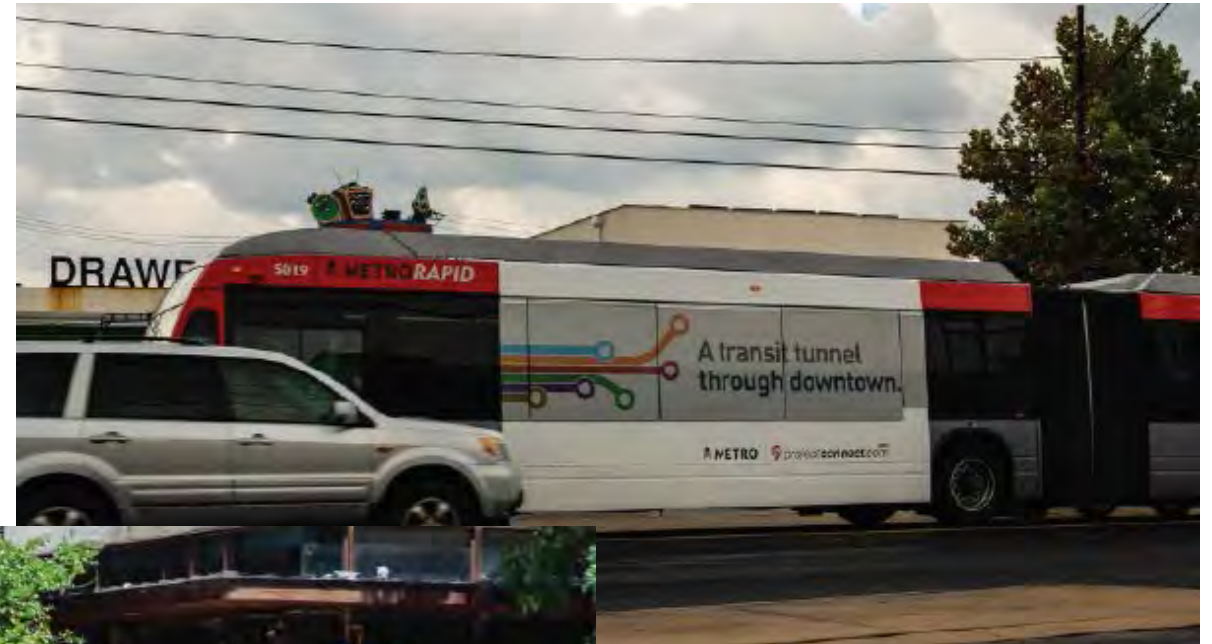
Creative – OOH/October



Creative – OOH C-Store (POP)



Creative – Transit (POP)



Creative – Print/Tunnel



3 tuyến đường sắt mới và một đường hầm ở trung tâm thành phố.

Project Connect từ Capital Metro là một kế hoạch vận chuyển toàn diện. Kế hoạch bao gồm hệ thống đường sắt đi lại ở dưới trung tâm thành phố—tách biệt khỏi giao thông—được thiết kế để làm tăng hiệu suất đúng giờ của hệ thống.

Kế hoạch bao gồm 3 tuyến đường sắt mới, xe buýt chạy hoàn toàn bằng điện, 36 dặm dịch vụ xe buýt MetroRapid mới, và chín Bãi Đậu Xe mới Gần Các Trạm Giao Thông Công Cộng (Park & Rides).

Truy cập ProjectConnect.com để tìm hiểu thêm.  

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

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.

La Prens (Spanish version also published in El Mundo.)

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 para ver el plan y los datos.

Concepto artístico sólo para efectos ilustrativos

La Prensa
(Spanish version also published in El Mundo.)

Creative – Digital Flyer



Initial conceptual rendering for illustrative purposes

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

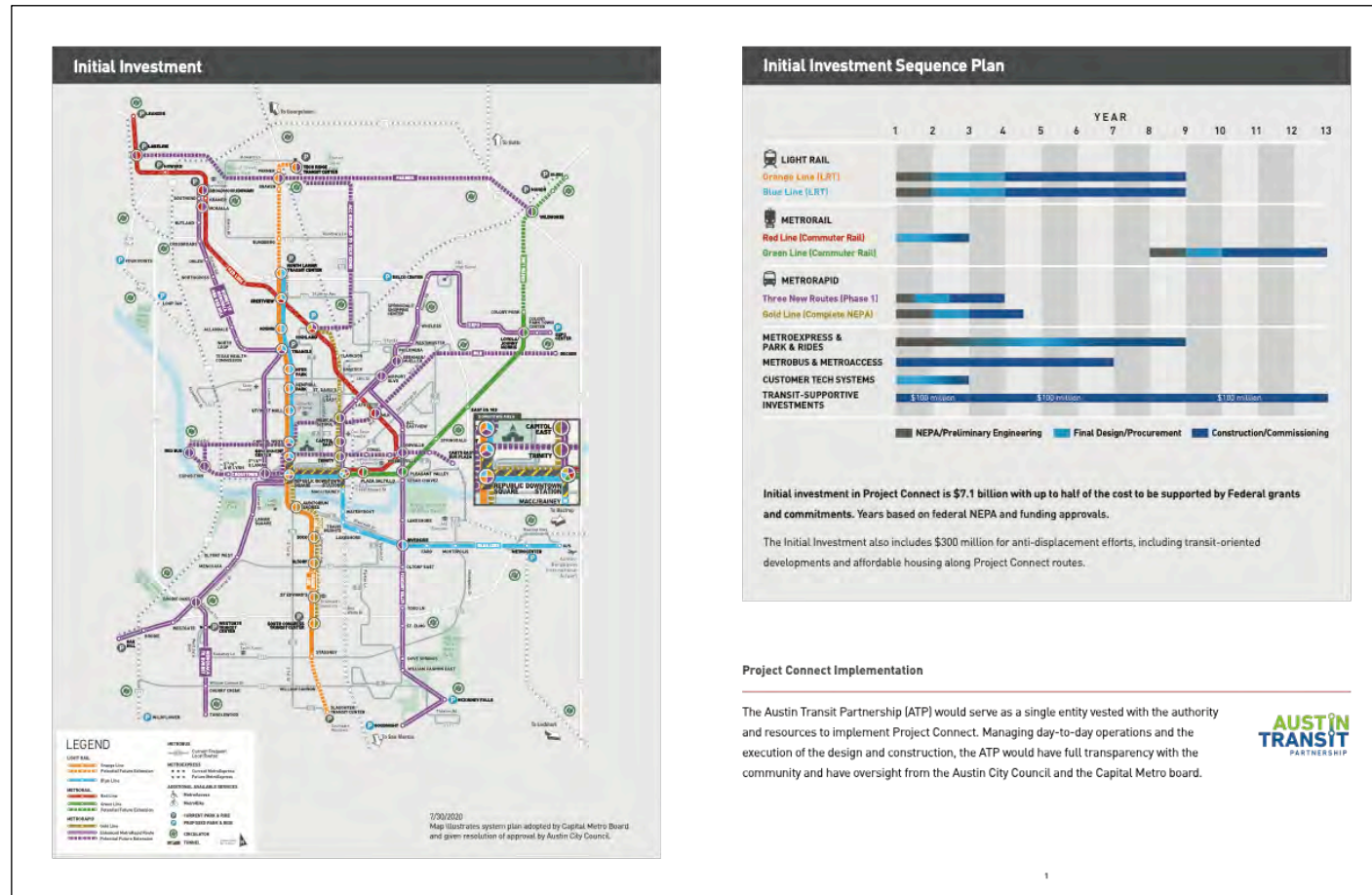
Visit ProjectConnect.com to learn more.

METRO | projectconnect

Project Connect Initial Investment Plan

 New Rail System	<p>LIGHT RAIL  ORANGE LINE  BLUE LINE</p> <p>COMMUTER RAIL  RED LINE  GREEN LINE</p>	 All-Electric Bus Fleet
<p>Serving Austin's north, south and neighborhood seats of Austin with routes to the airport, downtown, Austin FC's Stadium, The Domain and Colony Park, 27 miles, 31 stations</p>		 15 new neighborhood Circulator Zones with on-demand pickup
 Downtown Transit Tunnel		 MetroBike Integration All-electric bike fleet available for rent at transit hubs
<p>Designed to improve on-time performance.</p>		 MetroAccess On-demand services and system-wide accessibility
 Expanded Bus Service		 Maintenance Facilities
<p>4 new MetroRapid routes; high-frequency bus service with priority treatments, 36 miles, 65 stations</p> <p>10 new stations, with planned conversion to Light Rail</p> <p>3 new MetroExpress commuter routes</p>		
 9 New Park & Rides and 1 New Transit Center		
<p>Residents of outlying parts of Austin and nearby cities could connect into the transit system.</p>		

Creative – Brochure



Media Relations Coverage: March 1 – Aug 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



Media Relations Coverage: Aug. 10 – Nov 3.

RECAP

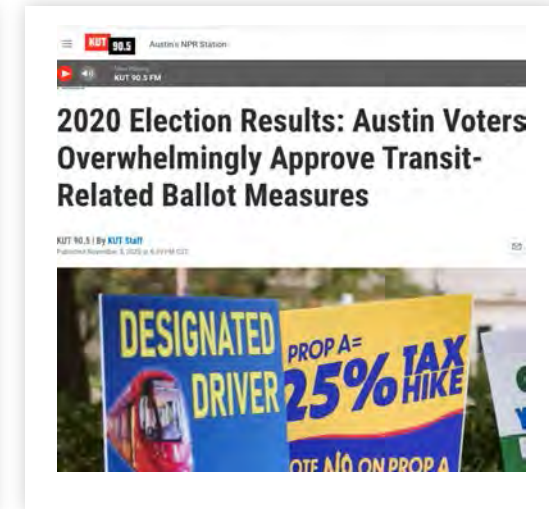
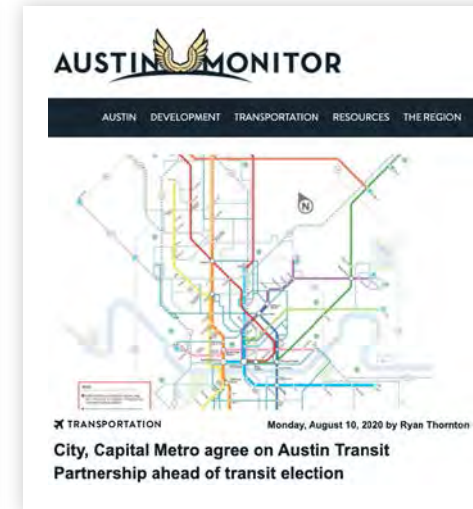
Total Stories: 279

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



Media Relations Coverage: November 4 – 30

RECAP

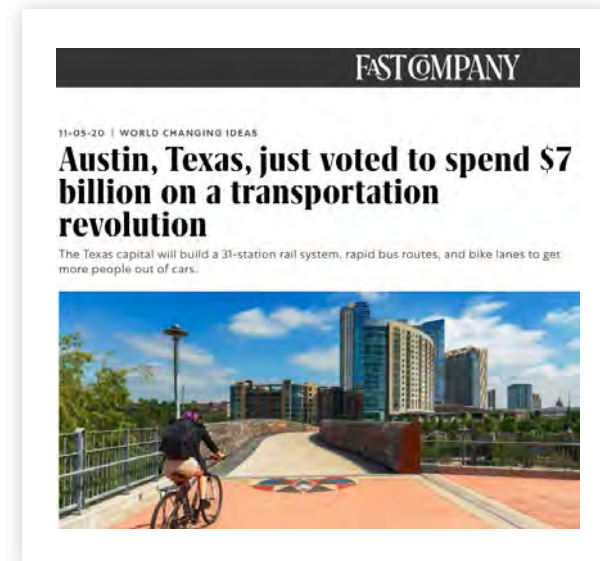
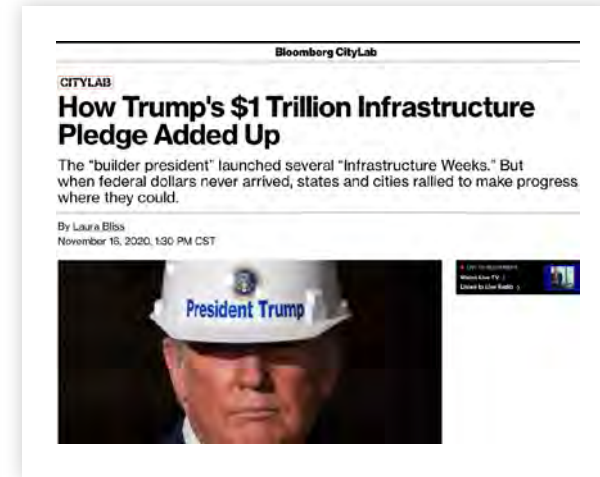
Total Stories: 175

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



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

Capital Metro
Published by Met Capital - March 6

We're excited to share our recommendation to expand and improve transit in Austin. Check out these renderings of our bold transit plan, #ProjectConnect.

Whether you take transit or drive a car, more transit options will benefit us all. Project Connect includes MORE of everything; 7 more #MetroRapid routes, Circulators citywide, more and expanded #MetroExpress, 14 new Park & Rides, improved and expanded #MetroRail and dedicated transit-only lanes for Light Rail and Bus Rapid Transit vehicles to operate free from traffic. With more choices, more frequency and enhancements to current service, Project Connect offers better connections to our region and protects Austin's quality of life.

This plan was shaped by two years of community outreach, during which we engaged nearly 40,000 residents. It's time to create more options for moving through our growing city. Visit [CapMetro.org/projectconnect](https://www.capmetro.org/projectconnect) for more info. #ItsGoTime

138,746 People Reached | 5,830 Engagements | Boost Post

304 Reactions | 37 Comments | 73 Shares

March 6

Capital Metro
Published by Met Capital - March 6

How about it, Austin? #ItsGoTime

KVUE.COM
Proposed CapMetro project includes subway system in Downtown Austin

242,421 People Reached | 6,720 Engagements | Boost Post

1.1k Reactions | 118 Comments | 235 Shares

March 10

Capital Metro
Sponsored

Project Connect is a bold new transit plan to ease Austin traffic, including MORE of everything for everyone! MORE MetroRapid, Neighborhood Circulators, MetroExpress, Park & Rides, MetroRail and new Light Rail Transit using zero-emission vehicles to move MORE people MORE efficiently!

Learn more at: <https://www.capmetro.org/projectconnect/>

HIGH-FREQUENCY AND HIGH-CAPACITY ROUTES
TODAY VS. FUTURE

Like Comment Share

March 11

Capital Metro
Sponsored

Tired of traffic? There's a plan! Project Connect is a bold new transit plan to connect North and South Austin with a proposed Light Rail Transit system to move more people out of car traffic, faster, safer, and more reliably.

Learn more at: <https://www.capmetro.org/projectconnect/>

CAPMETRO.ORG
ProjectConnect
Central Texas is one of the fastest growing regions in the country...

Like Comment Share

March 12

Capital Metro
Sponsored

Project Connect's planned 1.6 mile Austin Underground Transit Tunnel separates the Light Rail Transit system from downtown traffic keeping more intersections conflict-free, reducing travel time for everyone!

Learn more at: <https://www.capmetro.org/projectconnect/>

CAPMETRO.ORG
ProjectConnect
Central Texas is one of the fastest growing regions in the country...

Like Comment Share

Social Media Celebrates Election Win

Facebook

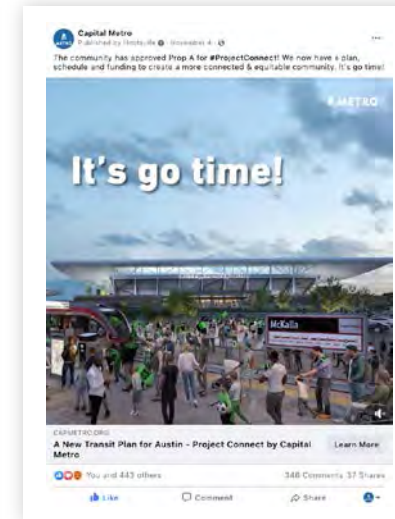
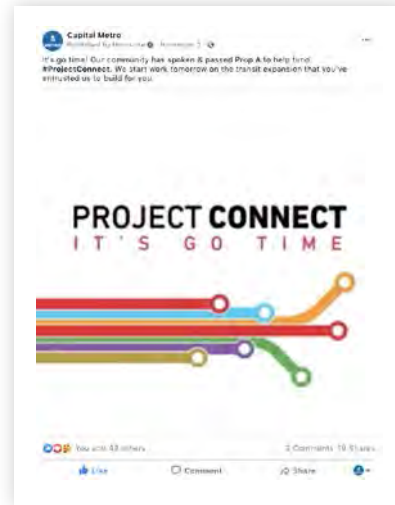
- Reach: 50,481
- Engagement: 638
- Engagement Rate: 1.3%
(Industry Avg. 0.09%*)

Instagram

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

Twitter

- Engagement: 811





METRO

THANK YOU!