CapMetro

McKalla Station Launch

Best Marketing and Communications Educational Initiative

APTA AdWheels 2025


Red
McKalla
201

Overview

Watch: Capital Projects Recap Video

The McKalla Station campaign targeted soccer fans, CapMetro Rail riders, and North Burnet residents, focusing on adults 24+ interested in soccer and Austin's expanding transit options.

Efforts included Spanish-language influencer campaigns and localized content to engage diverse audiences.

Opening Ceremony

The opening of McKalla station was designed to strengthen transit connectivity in the North Burnet neighborhood by providing new links between housing and employment opportunities, increasing Red Line service, and improving access to popular destinations like the Domain and local businesses.

Opening Ceremony

Our team addressed key factors such as operational readiness, safety enhancements, the timing and approach of the ribbon-cutting ceremony, and the importance of fostering community involvement.

Opening Ceremony

The grand opening garnered significant attention, supported by 144 media stories and influencer content achieving an average engagement rate of 1.1%.

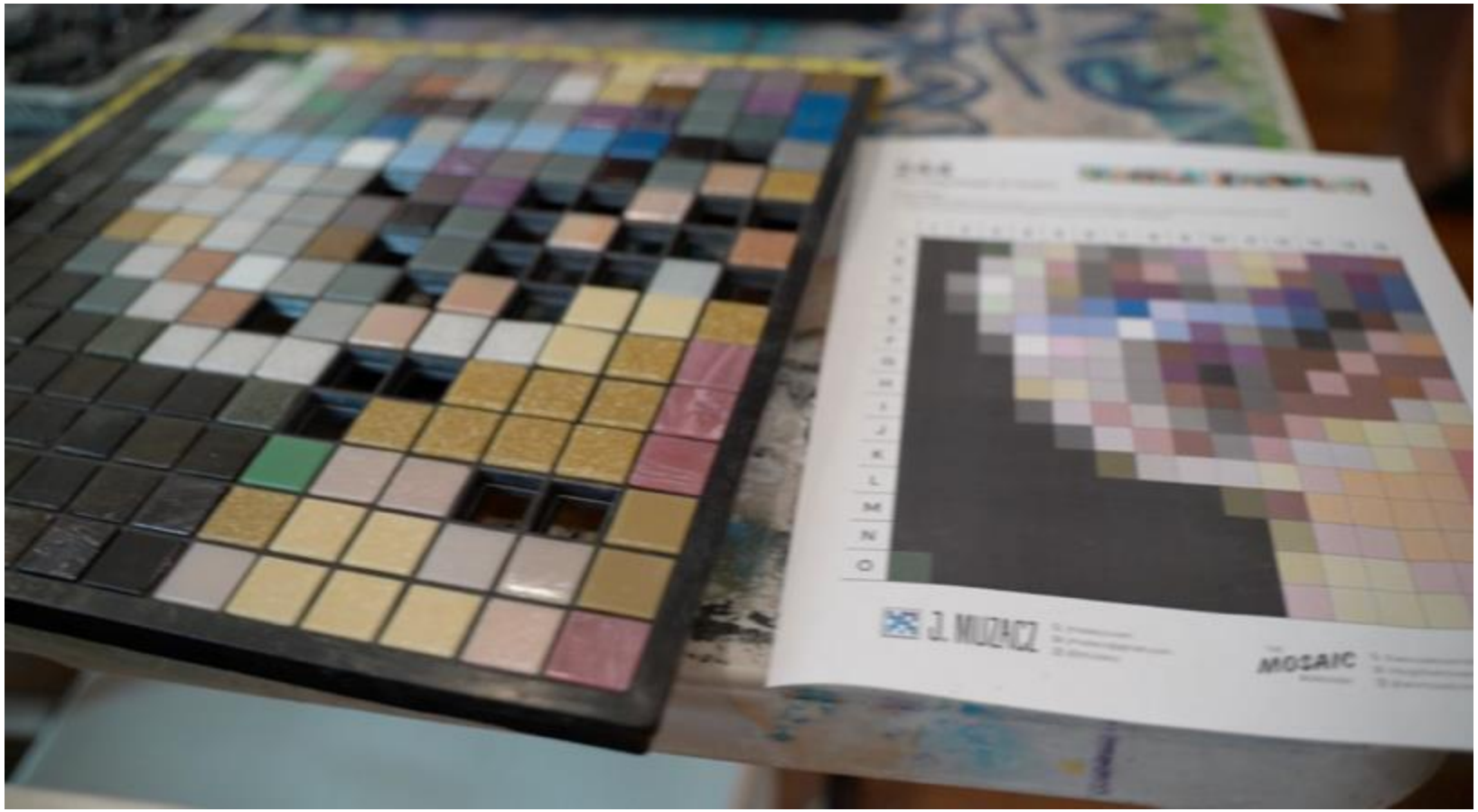
Branded Merchandise

The McKalla Station launch strategy built excitement with an opening ceremony, free rides, and community activities.
A promotional campaign featuring digital ads, social media, videos, mailers, and a custom mural highlighted the station's benefits, with branded merchandise extending engagement post-event.

Branded Merchandise

Mural

Mural



Watch: McKalla Mural Workshop

Mural

Mural

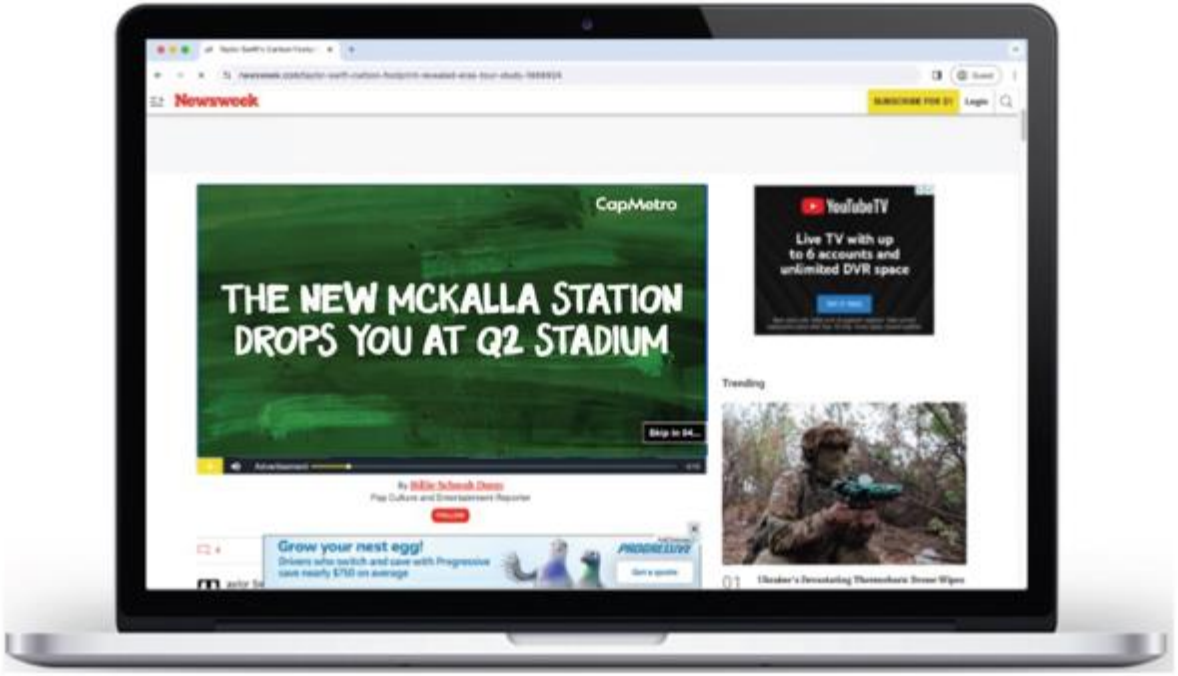
Watch: McKalla Mural Reveal

Online Video (English and Spanish)

Watch: McKalla Station Now Open at Q2 Stadium

Paid media efforts were equally successful, generating 835.5 million impressions, 384,873 completed video views, 25,509 clicks, and 258,186 total engagements—all achieved with a $26,298 ad spend at a $1.03 cost per click.

Online Video (English and Spanish)



Digital Billboard at Austin FC

Stadium/Station Signage

Handrail Signs Front

Handrail Signs Backs

Way-finding Signs

Train Break-Through Banner

Captain Morgan Club Banner

Print


THE WAIT IS FINALLY OVER!
¿LISTOS ATX?
PLEASE JOIN US!
You're invited to celebrate the Grand Opening of the new CapMetro Rail McKalla Station!
Located at Q2 Stadium in North Austin, McKalla Station will provide more transit options and connections for the growing North Burnet area, and provide safe and reliable rail transit to soccer matches and daily customers alike!
WE HOPE TO SEE YOU THERE!
COME CELEBRATE THE OPENING OF THE NEW MCKALLA RAIL STATION!
Saturday, February 24
10 –11 a.m.
Q2 Stadium
10414 McKalla Place
Austin, TX 78758
HOW TO GET THERE
CapMetro Rail is NOT an option to get to the event (ironic, we know!). The ceremony takes place before CapMetro Rail services start to have the safest environment for the ceremonial banner breaking and celebration!
Please consider taking the CapMetro Rapid 803 or there will be on-site parking available at the North and East Lots at Q2 Stadium.
projectconnect
FUNDED INVESTMENT
AUSTIN TRANSIT PARTNERSHIP
CapMetro
Q2 STADIUM

Print


CapMetro Rail
MCKALLA STATION
THE PROJECT
McKalla Station is a new regional rail transit station constructed as part of Project Connect and will now provide increased mobility and transit options for the North Burnet area. The station will be located adjacent to Q2 Stadium, Austin's Major League Soccer stadium, near Delta Drive on the CapMetro Rail Red Line between Braker Lane and Rutland Drive.
KEY INFORMATION
The need for McKalla Station is driven by robust business and residential development adjacent to the site, plus the increased ridership due to events at Q2 Stadium.
McKalla Station will offer:
Direct, convenient, and safe public transportation to sporting events and other events at Q2 Stadium.
Improved connectivity to housing, employment, and activities in the North Burnet neighborhood.
Connection to bicycle and pedestrian paths and space for future CapMetro Bike expansion.
McKalla Station will address the following needs:
Support growth and connectivity in the North Burnet neighborhood and beyond.
Provide a better transit option linking affordable housing and jobs near McKalla Station.
Provide increased Red Line service.
Increase transit access to high-activity destinations such as the Domain, restaurants, breweries, and other businesses in the surrounding area.
BROADMOOR
KRAMER
*Will be decommissioned upon completion of the Broadmoor Station.
Q2 Stadium
MCKALLA
J.J. Pickle Research Campus
LEGEND
Red Line
Station
MCKALLA STATION LOCATION
February 2024
Station location & names subject to change
Artist conceptual rendering
projectconnect
AUSTIN TRANSIT PARTNERSHIP
CapMetro
Q2 STADIUM


THE WAIT IS FINALLY OVER!
¿LISTOS ATX?
A NEW CAPMETRO RAIL STATION IS OPENING AT Q2 STADIUM!
The all-new McKalla Station will provide easier service to events!
capmetro.org/planner
USE THE CAPMETRO TRIP PLANNER TO GET YOU THERE!
projectconnect
FUNDED INVESTMENT
AUSTIN TRANSIT PARTNERSHIP
CapMetro
Q2 STADIUM

Print


projectconnect
FUNDED INVESTMENT
RESERVED
PARKING


P
McKALLA
STATION
PARKING PASS
CapMetro

CapMetro Rail Wrap

48 VINYL PANELS
28 PERF WINDOWS
4 DOOR WINDOWS

Tube 1 contains
SD1 FRONT VINYL 12 PNLS

Tube 2 contains
SD1 REAR VINYL 12 PNLS

Tube 3 contains
SD2 REAR VINYL 12 PNLS

Tube 4 contains
SD2 FRONT VINYL 12 PNLS

Tube 5 contains
SD1 ALL PERF

Tube 6 contains
SD2 ALL PERF

CAP METRO RAIL 100-200 SERIES - FULL WRAP

METRORAIL

Before submitting art, make sure of the following:
- All graphics must be placed inside the ART layer.
- Ensure artwork extends to the Bleed/Trim line.
- Provide all necessary fonts and links.

Document Color Mode: CMYK
Optimum DPI: 1000 DPI @ 1:20 scale (50 DPI @ full-size)
Please be advised, vinyl wraps may shift up to 4" during installation.
Last Modified: 11/08/23

VINYL

Side 1 Front	146" h x 586" w
Side 1 Rear	146" h x 586" w
Side 2 Rear	146" h x 586" w
Side 2 Front	146" h x 586" w

PERFORATED

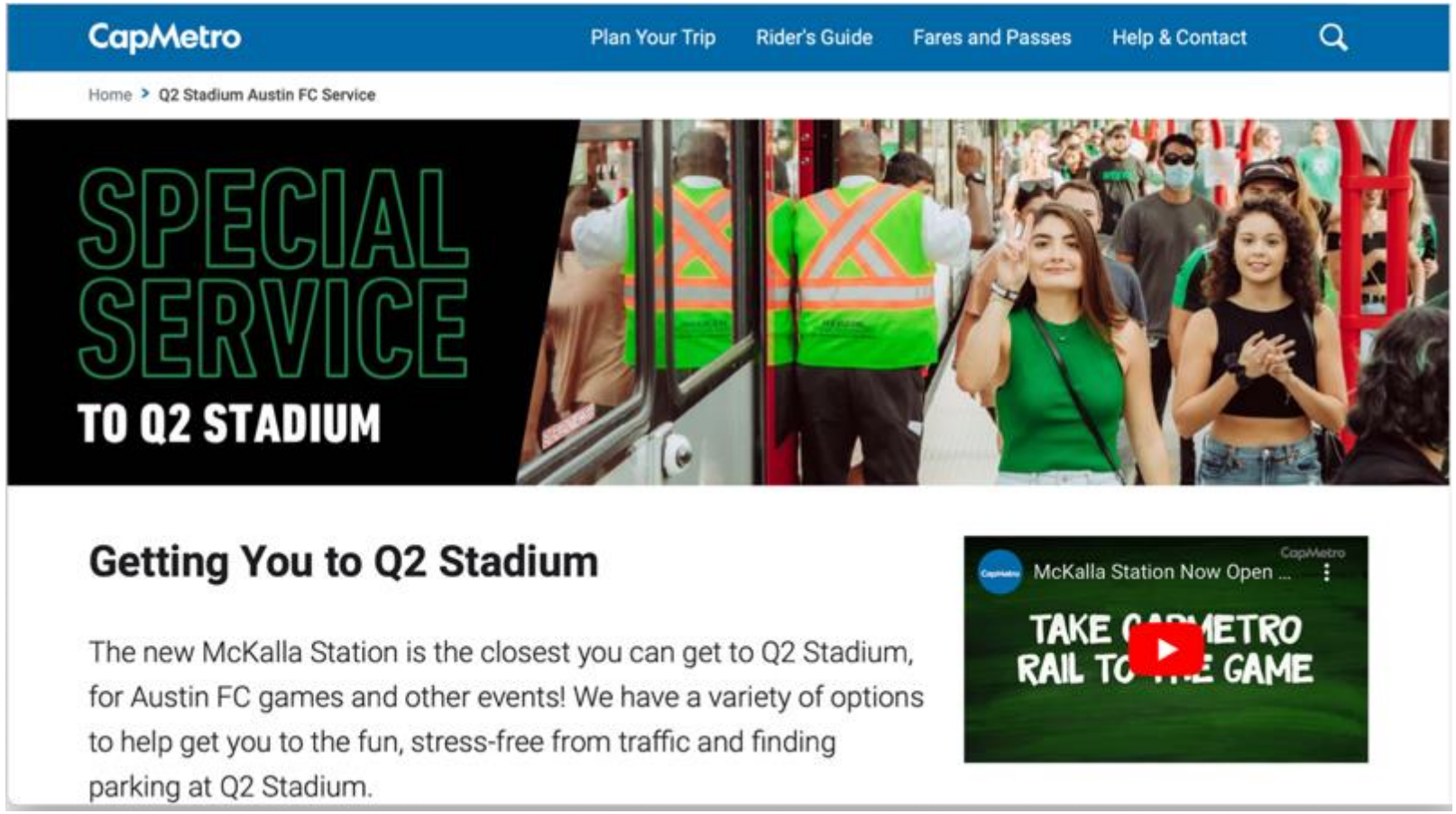
Side 1 Front Individual Windows:	Side 1 Rear Individual Windows:	Side 2 Rear Individual Windows:	Side 2 Front Individual Windows:
W1 53"h x 60" w	W1 53"h x 60" w	W1 53"h x 60" w	W1 53"h x 60" w
W2 53"h x 60" w	W2 53"h x 60" w	W2 53"h x 60" w	W2 53"h x 60" w
DOOR 58"h x 46" w	W3 53"h x 60" w	DOOR 58"h x 46" w	W3 53"h x 60" w
W3 45"h x 60" w	W4 53"h x 60" w	W3 45"h x 60" w	W4 53"h x 60" w
W4 53"h x 60" w	W5 45"h x 60" w	W4 53"h x 60" w	W5 45"h x 60" w
W5 53"h x 60" w	DOOR 58"h x 46" w	W5 53"h x 60" w	DOOR 58"h x 46" w
W6 53"h x 60" w	W6 53"h x 60" w	W6 53"h x 60" w	W6 53"h x 60" w
W7 53"h x 60" w	W7 53"h x 60" w	W7 53"h x 60" w	W7 53"h x 60" w

1:20 SCALE

- Bleed/Trim Area
- No Graphics Allowed
- No Critical Copy/Small Text

CapMetro Rail Wrap

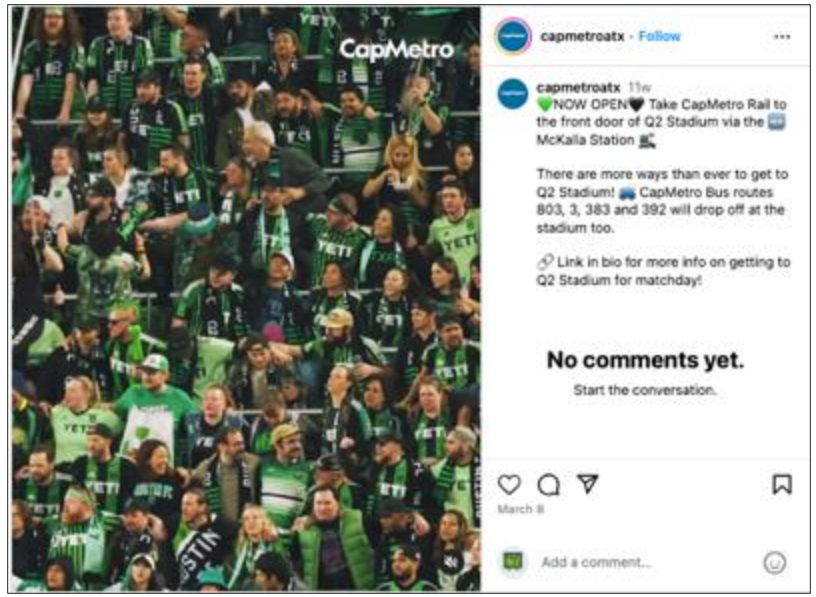
Landing Page

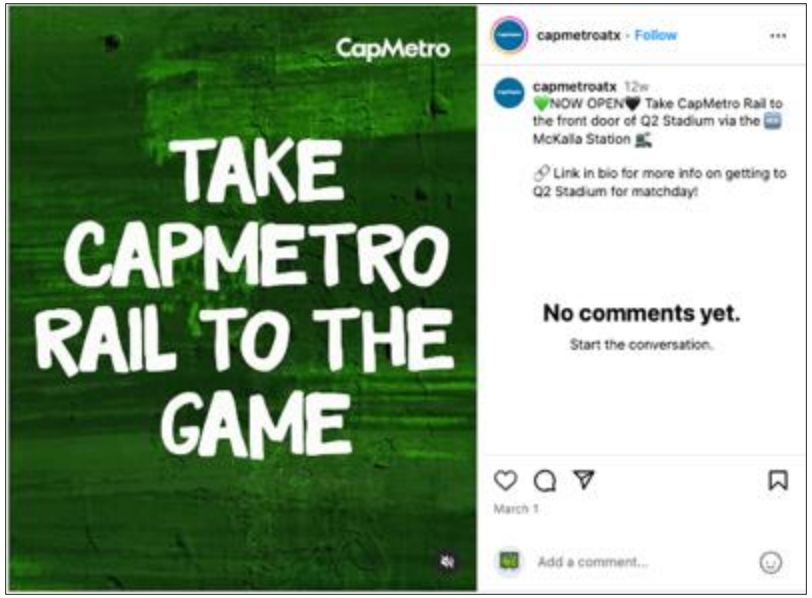


The McKalla Station campaign exceeded expectations by delivering impressive results across multiple metrics.

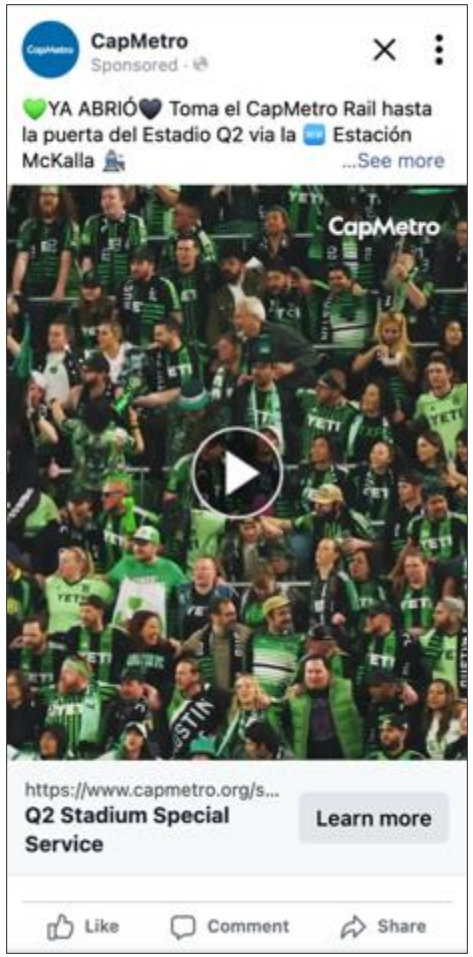
Ridership surged by 66% year-over-year in February and 7% in March, highlighting the station's immediate impact on transit use.

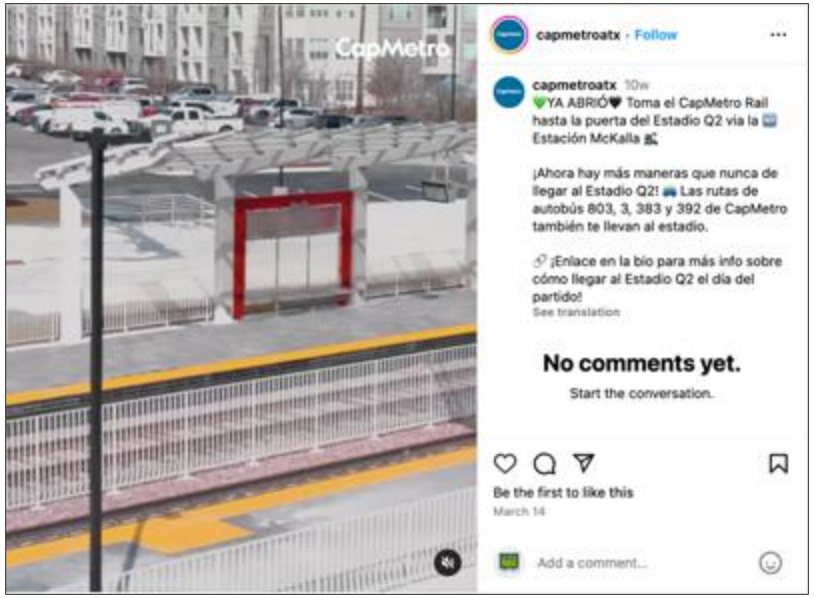
Facebook/Instagram English



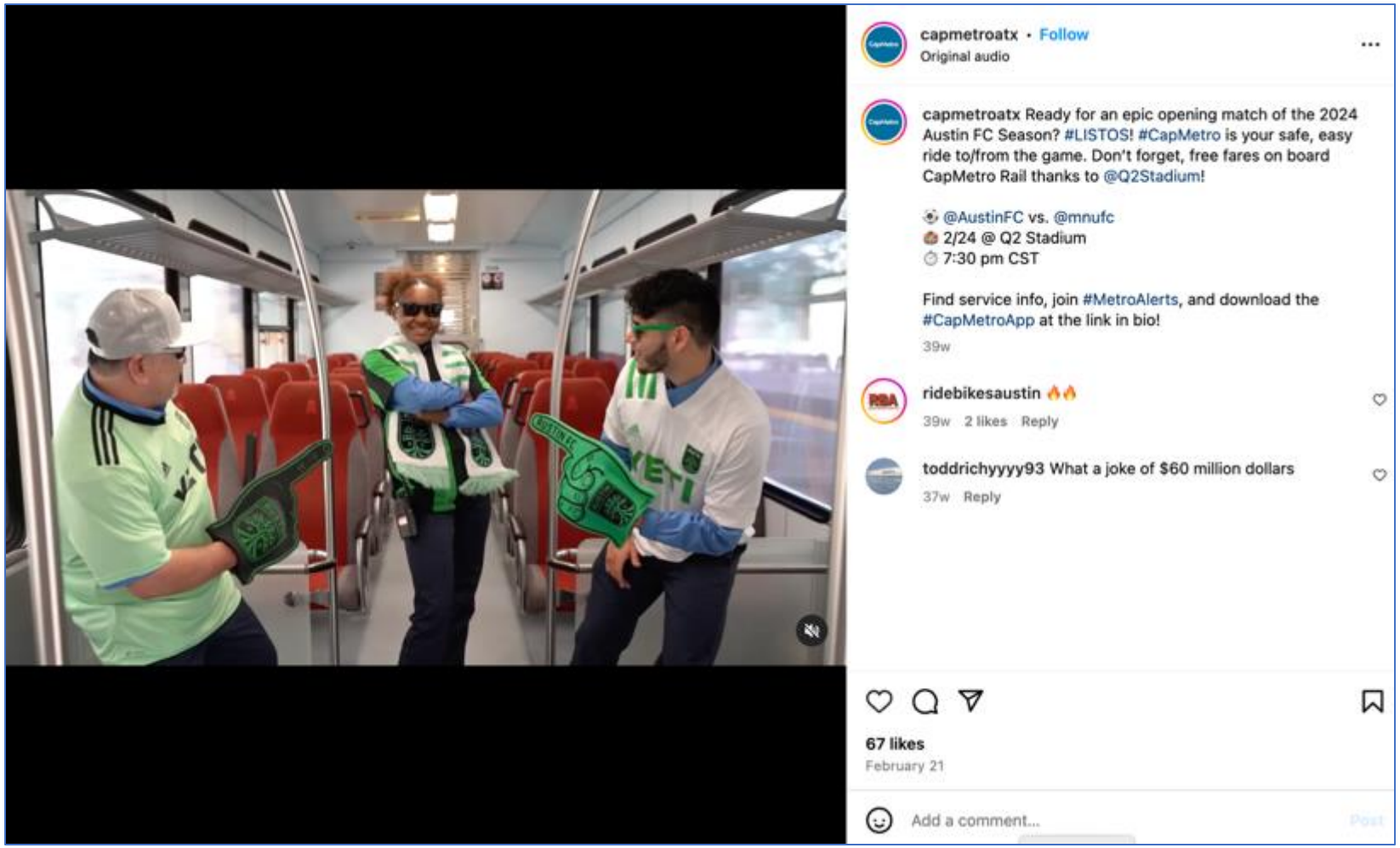


Facebook/Instagram Spanish

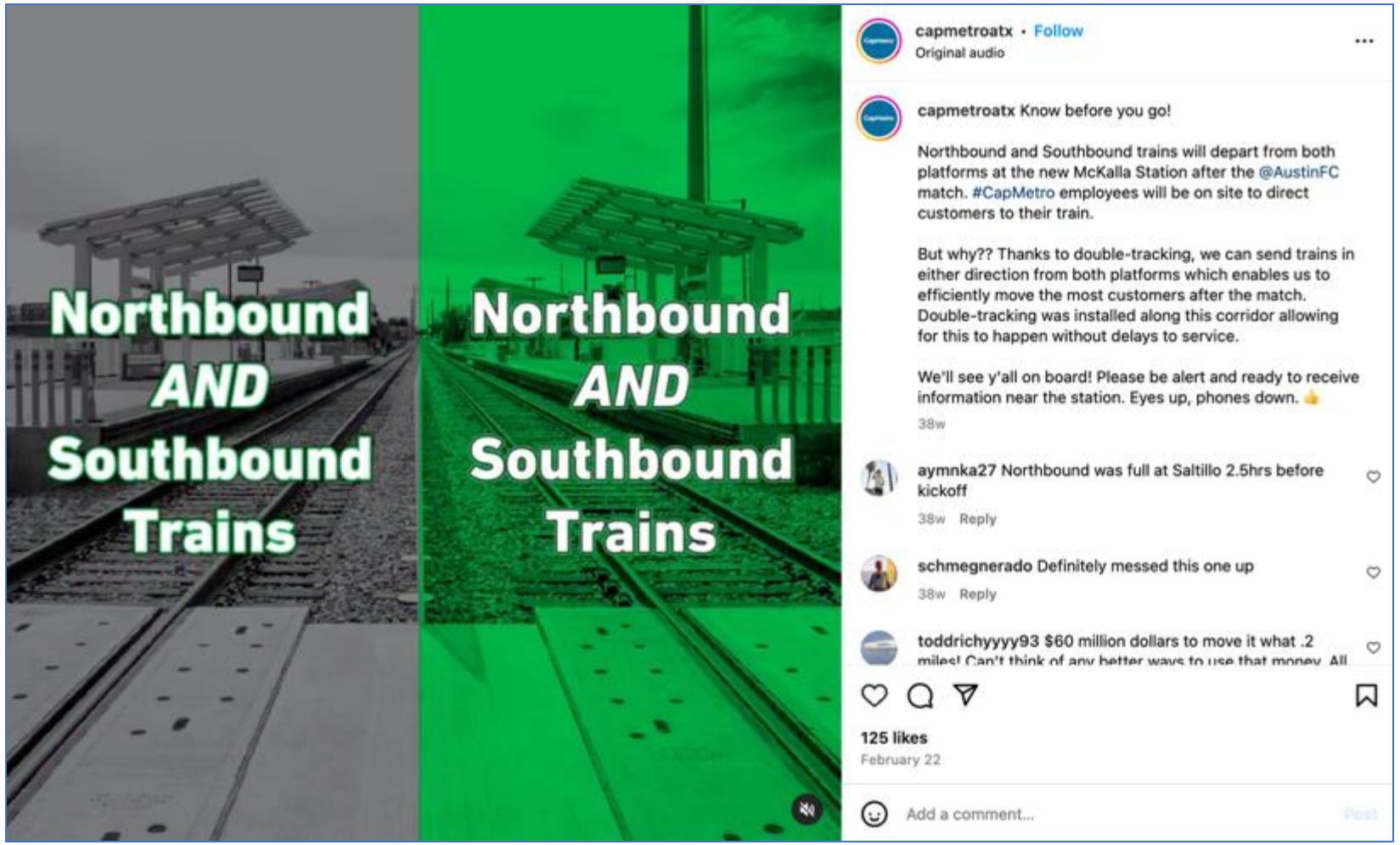




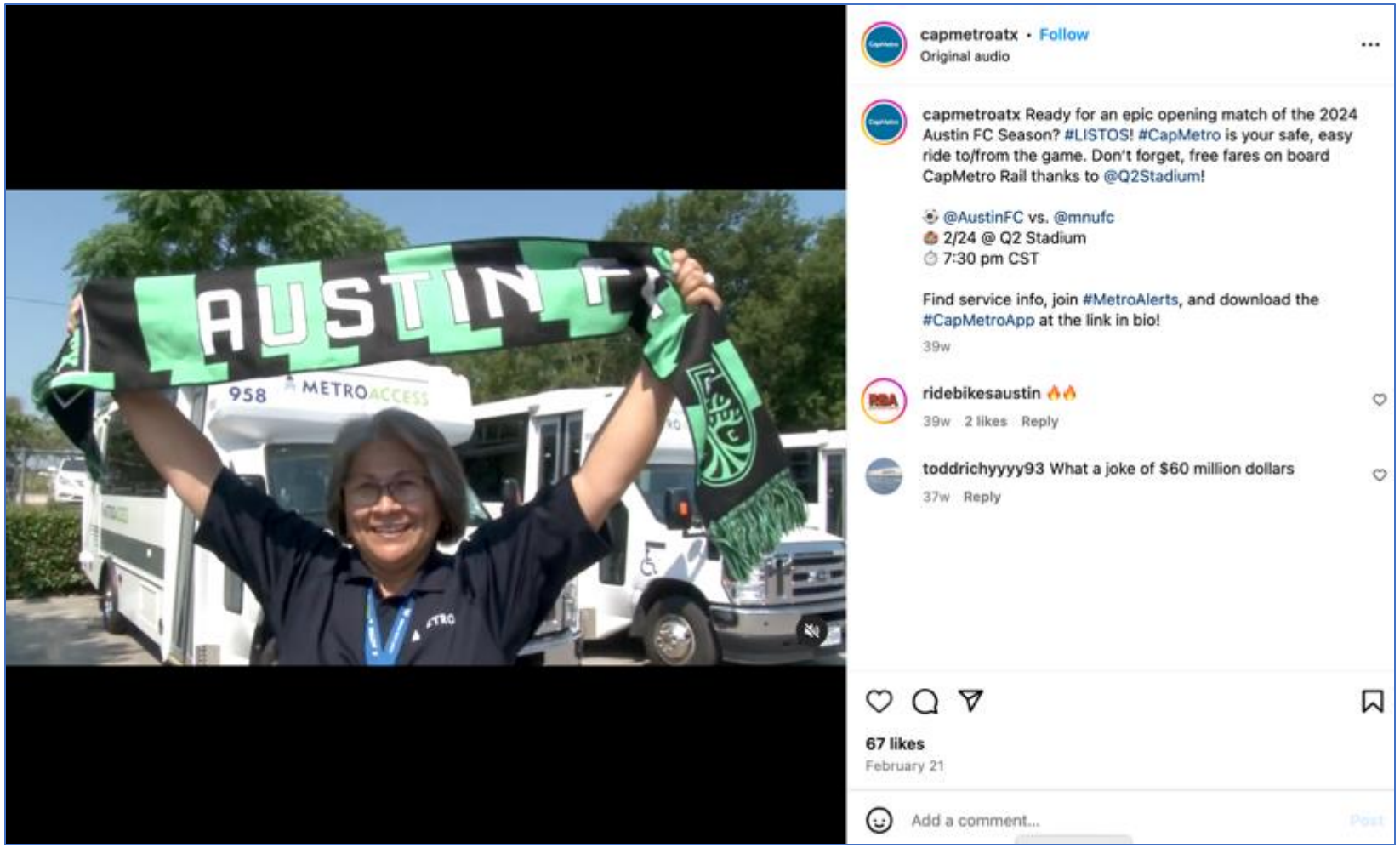
Instagram


capmetroatx · Follow
Original audio
capmetroatx Ready for an epic opening match of the 2024 Austin FC Season? #LISTOS! #CapMetro is your safe, easy ride to/from the game. Don't forget, free fares on board CapMetro Rail thanks to @Q2Stadium!
@AustinFC vs. @mnufc
2/24 @ Q2 Stadium
7:30 pm CST
Find service info, join #MetroAlerts, and download the #CapMetroApp at the link in bio!
39w
ridebikesaustin 🔥🔥
39w 2 likes Reply
toddrichyyyy93 What a joke of $60 million dollars
37w Reply
67 likes
February 21
Add a comment...
Post

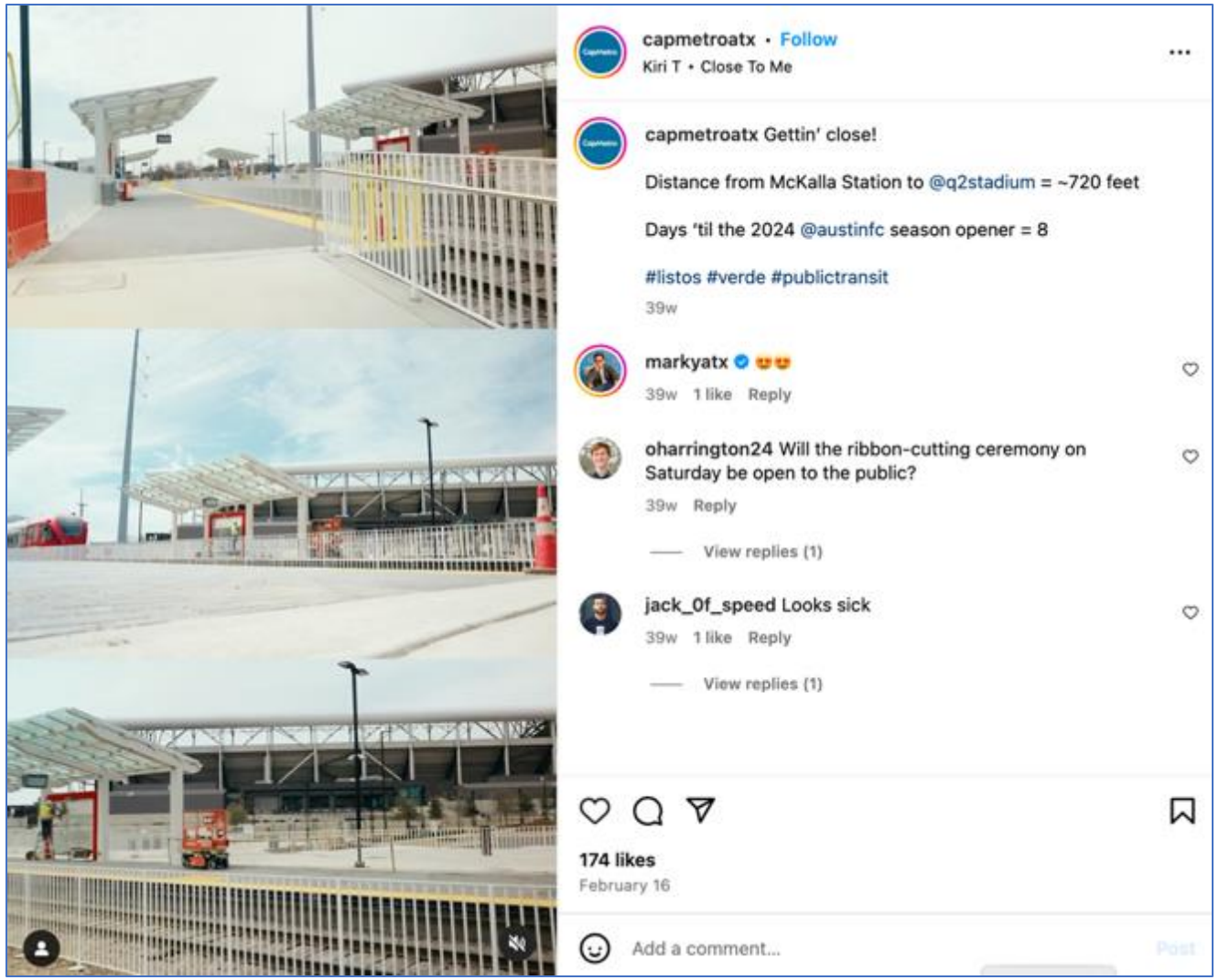
Instagram


Northbound
AND
Southbound
Trains
Northbound
AND
Southbound
Trains
capmetroatx • Follow
Original audio
capmetroatx Know before you go!
Northbound and Southbound trains will depart from both platforms at the new McKalla Station after the @AustinFC match. #CapMetro employees will be on site to direct customers to their train.
But why?? Thanks to double-tracking, we can send trains in either direction from both platforms which enables us to efficiently move the most customers after the match. Double-tracking was installed along this corridor allowing for this to happen without delays to service.
We'll see y'all on board! Please be alert and ready to receive information near the station. Eyes up, phones down.
38w
aymnka27 Northbound was full at Saltillo 2.5hrs before kickoff
38w Reply
schmegnerado Definitely messed this one up
38w Reply
toddrichyyyy93 $60 million dollars to move it what .2
125 likes
February 22
Add a comment...

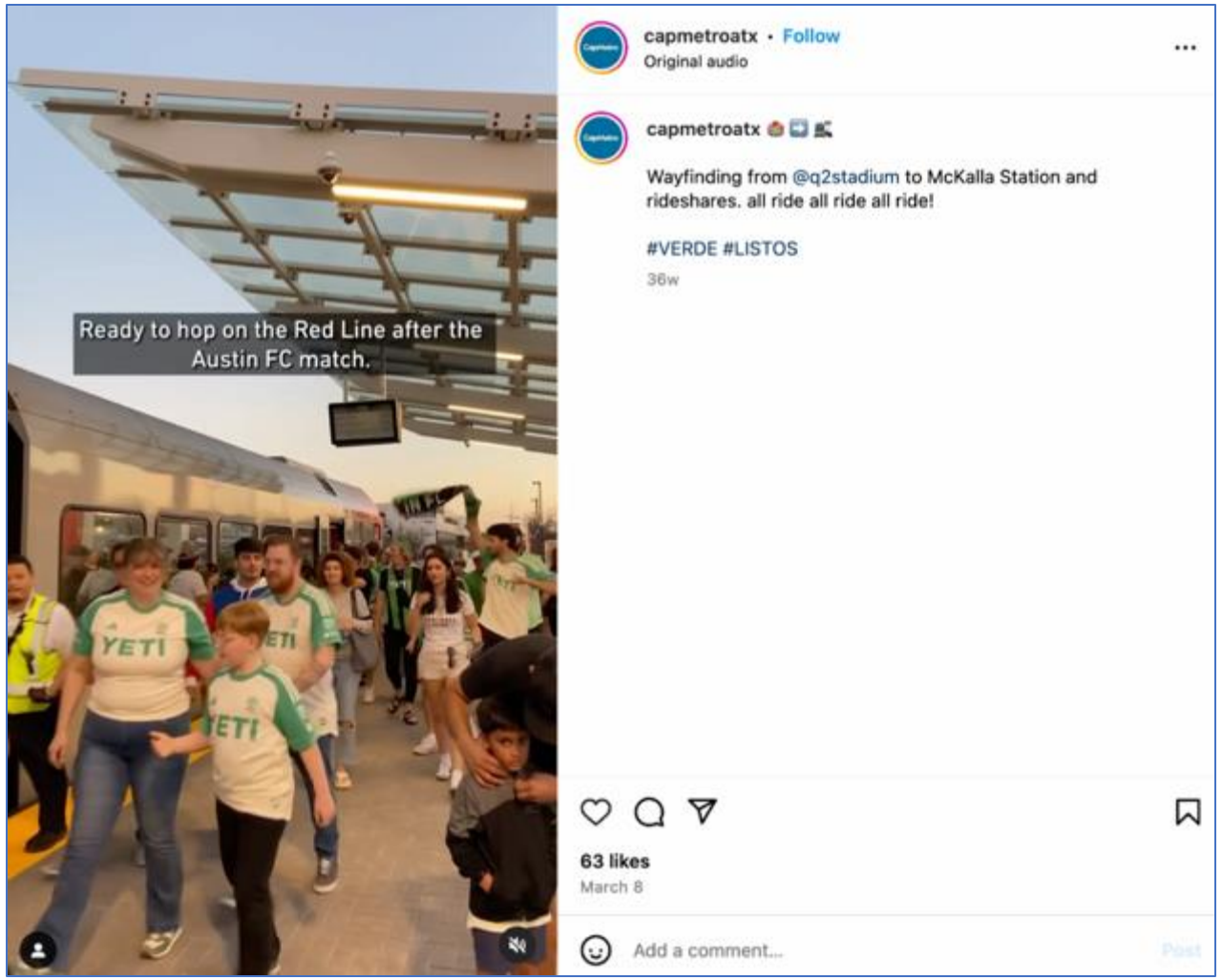
Instagram


AUSTIN
958
METROACCESS
capmetroatx • Follow
Original audio
capmetroatx Ready for an epic opening match of the 2024 Austin FC Season? #LISTOS! #CapMetro is your safe, easy ride to/from the game. Don't forget, free fares on board CapMetro Rail thanks to @Q2Stadium!
@AustinFC vs. @mnufc
2/24 @ Q2 Stadium
7:30 pm CST
Find service info, join #MetroAlerts, and download the #CapMetroApp at the link in bio!
39w
ridebikesaustin 🔥🔥
39w 2 likes Reply
toddrichyyyy93 What a joke of $60 million dollars
37w Reply
67 likes
February 21
Add a comment...
Post

Instagram


capmetroatx • Follow
Kiri T • Close To Me
capmetroatx Gettin' close!
Distance from McKalla Station to @q2stadium = ~720 feet
Days 'til the 2024 @austinfc season opener = 8
#listos #verde #publictransit
39w
markyatx
39w 1 like Reply
oharrington24 Will the ribbon-cutting ceremony on Saturday be open to the public?
39w Reply
View replies (1)
jack_0f_speed Looks sick
39w 1 like Reply
View replies (1)
174 likes
February 16
Add a comment...
Post

Instagram



Watch: Instagram Video – Hop on the Red Line

Instagram


THE WAIT IS FINALLY OVER!
¿LISTOS ATX?
THE NEW MCKALLA RAIL STATION IS OPENING AT Q2 STADIUM!
projectconnect
AUSTIN TRANSIT
CapMetro
Q2

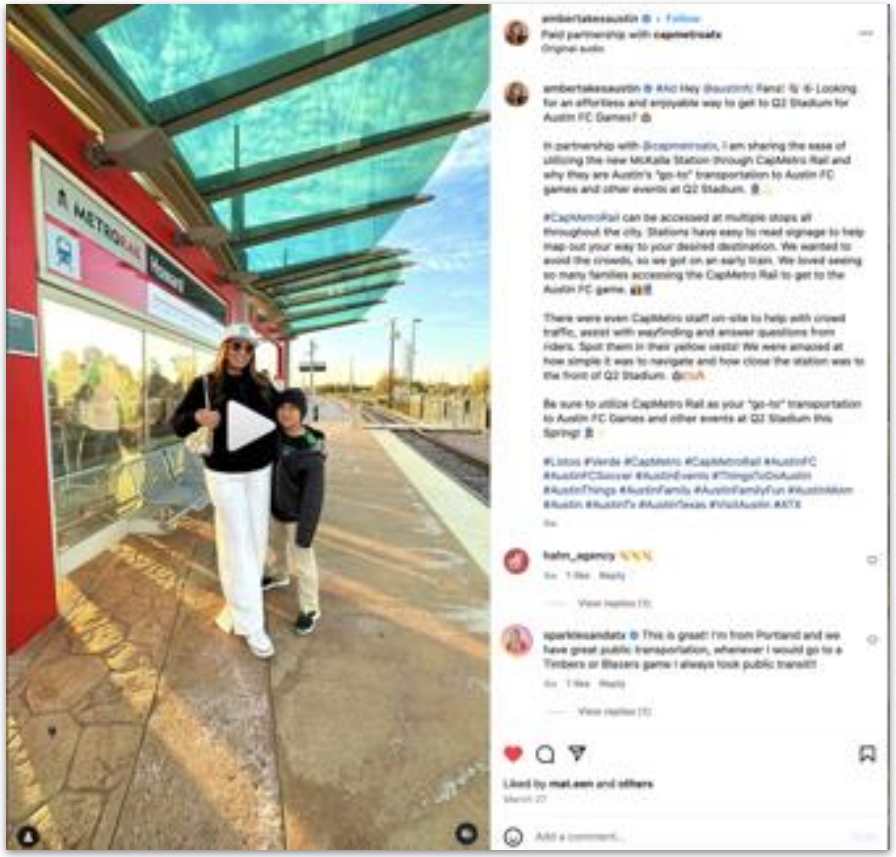

THE WAIT IS FINALLY OVER!
¿LISTOS ATX?
THE NEW MCKALLA RAIL STATION IS OPENING AT Q2 STADIUM!
projectconnect
AUSTIN TRANSIT
CapMetro
Q2

Smart Audio (Terrestial Radio)

15-second English

15-second Spanish

Influencer Posts



Amber Martinez Vasquez

Mayela Garcia

Influencer Post Metrics

Content Creator	Content Type(s)	Engagement Rate**	Clicks	Total Engagements	Cost Per Engagement	Impressions
@ambertakesaustin	Reel	1.39%	484	3,752	$0.44	131,646
@mayelasjourney	Reel	0.81%	257	1,767	$1.33	78,987
	TOTAL	Avg. 1.10%	741	5,519	$0.88	137,014

NOTE: These metrics represent combined metrics for both organic and paid promotions.

** Engagement rate calculated through engagements per impressions.

Influencer Results

- The average engagement rate for this campaign was 1.10%, which exceeded expectations.
  - As comparison, the CapMetro 2023 fall ridership influencer campaign had an average engagement rate of 0.50%.
- The campaign garnered 210,633 impressions in total, with an average cost per engagement (CPE) of $0.88, which falls within the average for these types of campaigns.*

* *According to Aspire, the average CPE for influencers on Instagram can range from $0.59 to $1.43 depending on the follower count of the influencer, so this number is right on par.*

Influencer Results

210,633

Total Impressions

1.10%

Average Campaign Engagement Rate

741

Total Clicks

$0.88

Average Cost Per Engagement

NOTE: These metrics represent combined metrics for both organic and paid promotions.

Digital Buy Performance (FB, IG, Online Video, Streaming Audio)

$26,298
Total Spending

1,848,062
Impressions

25,509
Clicks

$1.03
CPC

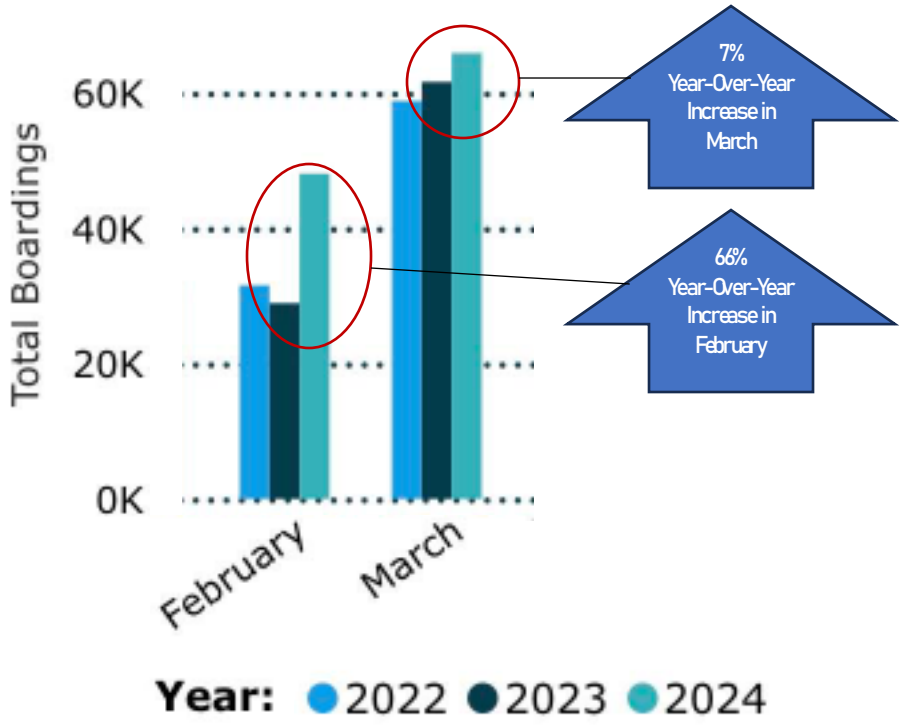
258,186
Involvements

$101.86
CPI (000)

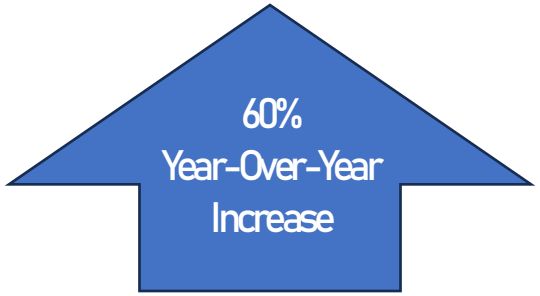
Cost per 1,000 Involvements
(Completed Views: 384,873)

Rail Ridership Results: Year-Over-Year Comparison

CapMetro Rail Boardings by Month – Overall System



Rail Boardings to Austin FC's First Four Matches



During campaign period 2/24 – 3/30