CapMetro

Transit Land: Community Engagement Board Game

Best Marketing and Communications Educational Initiative

Print Media

APTA AdWheels 2025


Rules of the game
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COA-

Background

CapMetro was preparing for its first round of community engagement for Transit Plan 2035, the agency's first post-pandemic transit plan. Faced with resource constraints and trade-offs, the agency sought an innovative way to engage the public and convey these challenges.

The Planning and Marketing teams collaborated to make Transit Land, a board game that turned complex transit decisions into a fun, interactive experience.

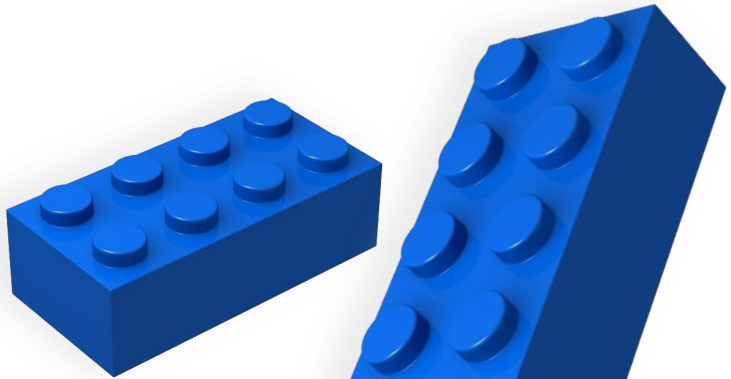
Objective

The objective of developing the Transit Land game was to create an engaging and user-friendly educational tool that aligns with the community engagement goals of Transit Plan 2035. These goals include:

- Hearing community priorities and vision for transit service.
- Identifying transit constraints and opportunities
- Discussing tradeoffs associated with transit planning

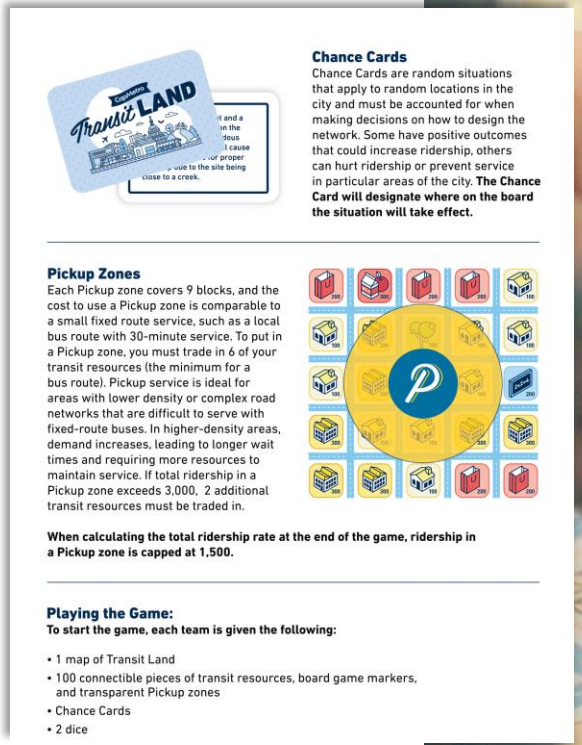
Transit Land Basic Rules

- 1-6 players work together to build the highest ridership transit network while working with limited resources.
- Game pieces are used to build transit lines within the game board. 100 blocks given per game.
- Each square on the board outlines various land use options and ridership points.
- Stacked blocks increase frequency and multiply points.



Rolling the Dice

- Chance cards provided random situations players had to address. Some required rolling dice.
- Players could opt to use their blocks for Pickup Zones, CapMetro's on-demand micromobility service. This had the added benefit of educating players that this service existed in CapMetro's portfolio.



Transit Land in Action

Transit Land became a key component in the engagement phase by having participants design their own transit network while educating them on tradeoffs and considerations. Community members played Transit Land at nearly 60 events including:

- 10 Focus Groups with a total 240 participants
- 44 Pop-Up Events
- Community Night Open House
- Stakeholder Workshop
- CapMetro Board Workshop

Takeaways

Transit Land proved to be a successful tool for the team to engage with the public while:

- Helping CapMetro's engagement team spark open discussions on trade-offs and improvements for CapMetro's system
- Allowing participants to share insights on what makes transit better. Which ultimately led to valuable input as the CapMetro team continues developing its Transit Plan 2035.