

**Capital Metropolitan Transportation Authority**

**Access Advisory Committee**

**Wednesday, November 3, 2021**

**5:30 PM – 7:30 PM**

**Attendees**

**Committee Members:** Andrew Bernet, Audrea Diaz, Christopher Westbrook, Estrella Barrera, Glenda Born, James Bush, Mike Gorse, Paul Hunt, Raul Vela, Chris Prentice

**CapMetro Staff:** Brian Carter, Chad Ballentine, Edna Parra, Jocelyn Vokes, Julie Lampkin, Suzie Edrington, Tevin Lionel, Yannis Banks

**5:30 PM**

**Welcome / Introductions / Call to Order**

*Chair Chris Prentice*

**Public Communications**

**Audrea Diaz:** On Halloween late night rides for MetroAccess. How was this communicated by Metro? Does anyone have data on far the communication went?

**Julie Lampkin:** No, I didn't get to check with my team on Tuesday if the posters went out on the vehicles. But I'll get with my team on that.

**Audrea Diaz:** I just wanted to bring it up so everyone is on the same page for next year and we know who needs a late-night ride or not.

**Audrea Diaz:** The Diversity, Equity, and Inclusion Committee; Ms. Diaz stated that she won't be able to be on the committee anymore; the others in the committee don't understand the importance of MetroAccess.

**Chris Prentice:** We appreciate your service on that committee. Glenda, are you willing to assume the position on the Diversity, Equity and Inclusion Committee?

**Glenda Born:** I've just been assigned to another committee council. I'd like to defer to someone else to take over that position for the Diversity, Equity and Inclusion Committee.

**Chris Prentice:** Mike Gorse, would you be interested in joining the Diversity, Equity and Inclusion Committee in place of Audrea?

**Chris Prentice:** This is the third committee of CapMetro, there's CSAC, Access and Diversity, Equity and Inclusion. It's the newest committee. I believe they meet once a month.

**Edna Parra:** No, they meet quarterly. They meet in the middle of the day and they meet virtually right now. And if no one wants to make a decision right now, I can speak to Jacqueline Evans, the Director of Diversity, Equity and Inclusion, and get information and send it out to the group. We could actually make a decision in December, her next meeting is in January, though I'd need clarification on that date.

**Audrea Diaz:** I'd like to say personally, that the rhetoric used by the committee members was very damaging to my health as a disabled person. I'd like the committee to be aware of that. I am here because I value MetroAccess and its value to the community.

**Mike Gorse:** To answer the question, I'll consider it. If we don't need to decide right away, we could do it next month. We also have more committee assignment later on in the agenda.

**Glenda Born:** Two things. Firstly, I'd like the staff to remind the drivers, would be to let people out on curbside. In general passengers should be let out on curbside. Secondly, for Drivers who are door to door, remind them of their responsibilities and that they are door to door. Some drivers are not adhering to these duties.

**Chad Ballentine:** That's a great contribution. We do need to remind drivers to follow through with safety and assistance responsibilities.

**Paul Hunt:** There are a lot of time where people are not reserving that there will be a dog on board. And that it is getting people into onboard violations. And on another note, there's a problem with wayfinding. Drivers who are unfamiliar with the area are getting lost and cannot find my home.

**Julie Lampkin:** That's definitely an issue, we'll look into how we can rectify that, by updating geo-codes and location data.

**Glenda Born:** I was on the way to the dentist, and I got a call, that the dentist wasn't going to be there. I was in the Access vehicle and the driver was able to call dispatch and being able to work with his change of plans and get me home accordingly. I'd like to compliment that action and the exceptional service being offered for passengers. This was during peak time, and they were still able to work with me.

## Approval Of The Minutes

### Capital Metro Brand Refresh

**Brian Carter** – *Executive Vice President, Chief Experience & Engagement Officer*

#### Why Are We Doing This Now?

- The Agency and the region are changing. We are at a pivotal moment as Austin becomes a true metropolis.
- As our organization evolves and new services and infrastructure are developed, so too should our brand.
- The current brand identity does not reflect the dynamism of the Agency or the region.
- New items like vehicles, stations, and uniforms are being procured soon, so now is an opportune time to apply a brand refresh.
- It's the perfect time to pivot toward the future.

**Brian Carter:** Capital Metro portrays a very specific area. The Capital. We want to make sure that as we grow our service area, that we can make relevant messages to them, that is married to a specific geographic location.

#### Brand Refresh Timeline

- **November 2020** – Project Connect Passes
- **March 2021** – Project Kick-off
  - Peer review study
  - Stakeholder interviews
  - Brand perception survey administers
- **May 2021** – Brand refresh project overview for CapMetro Board
- **June 2021** – 2021 Brand perception survey conducted
- **September 2021** – Brand perception survey results presented to CapMetro board
- **Oct/Nov 2021** – Brand refresh concepts presented to CapMetro Board, CSAC and Access committees
- **Nov/Dec 2021** – Brand refresh further refinements
- **January 2022** – New Branding added to uniform procurement
- **March 2022** – New branding elements begin appearing on website and social medias

#### Spring 2021 Brand Refresh Research

##### CapMetro should be seen as:

- Essential to our customers
- Relevant to the community
- Innovative
- Inclusive
- Accessible
- Major Player
- Dynamic and adaptable
- Exciting

- Future facing

### Peer Audit

Some leverage Metro overtly; mostly wordmarks with logos or single graphic devises:



Dallas Area Rapid Transit



Rapid Transit Denver



Phoenix Valley Metro



Tri Met (Portland)



MARTA (Atlanta)



LA Metro (Los Angeles)

**Brian Carter:** We don't want to copy another city's logo. Austin is a very specific community with a unique transit culture that is growing, but we're not as established as these other cities. So, our brand needs to evolve as we grow in the Austin area.

**Glenda Born:** Something I'd like to add to the list of what CapMetro is, Connector. I believe CapMetro connects people.

**Brian Carter:** That's a good point to add, thank you.

**Audrea Diaz:** I've learned how to use the Access services in cities like Houston and San Antonio, and something I've learned in correlation with those services is they offer same day service. Another thing I'd like to advocate for is late-night night life. So something I'd like to bring to light is how would we expand the late night service in the future.

**Brian Carter:** That's a great point. It's part of our identity and our identity should be reflecting our service. Our service has been changing and as our city grows, late night service needs to grow too. We need to live up to what our brand says.

### Peer Organization Audit

**MARTA:** simple wordmark + ownable color palette + simple graphic device that scales up and down with need.

**Net:** audience readily associates elements of the system; flexibility is key.

**Brian Carter:** MARTA is relatively new within the city of Atlanta, but had established a recognizable color palette and logo device that is recognizable within the city.



**The T:** Shorthand symbol acts as unifier where formal name won't work. Net: Audience readily associates elements of the system.

**Brian Carter:** The Massachusetts Bay Transportation Authority uses a "T" logo mark to signify where transit stops and amenities are. This is a recognizable element within the city that can easily convey that this is a transit post. From the subway to buses to stations the "T" displays the transit service.



# Massachusetts Bay Transportation Authority

## Commercial Organization Audit

**jetBlue:** Conjugate wordmark + limited color palette + pattern variance + voice. Net: Audience readily associates elements of the system; flexibility is key.

**Brian Carter:** jetBlue uses different patterns on the vertical stabilizers or tails of the aircraft but you can see there is consistency within them. "jetBlue" is in the same position and is consistent with its size and font, while the background takes on different patterns within the same blue color palette the brand is known for.



## Brand Design Criteria

- Flexible design vocabulary for longevity as CapMetro evolves
- Timeless wordmark as foundation; evolved from current

- Reserve icons and symbols for wayfinding to improve accessibility and inclusivity
- Strong base brand color palette with opportunity for accents
- Ownable graphic forms
- Expansive pattern palette to provide flexibility + community relevance
- Communicate the energy and vitality of CapMetro and the community
- System needs to scale from facilities, wayfinding and fleet to uniform and pixels

**Brian Carter:** We want to increase recognizability within the area by creating a logo wordmark, where our logo is our name. When people see our colors, our logo, our brand they know they are being service by CapMetro.

### Wordmark

Own your name; retain legacy batwing M; modernize typeface: precise, reliable friendly



### Color Palette

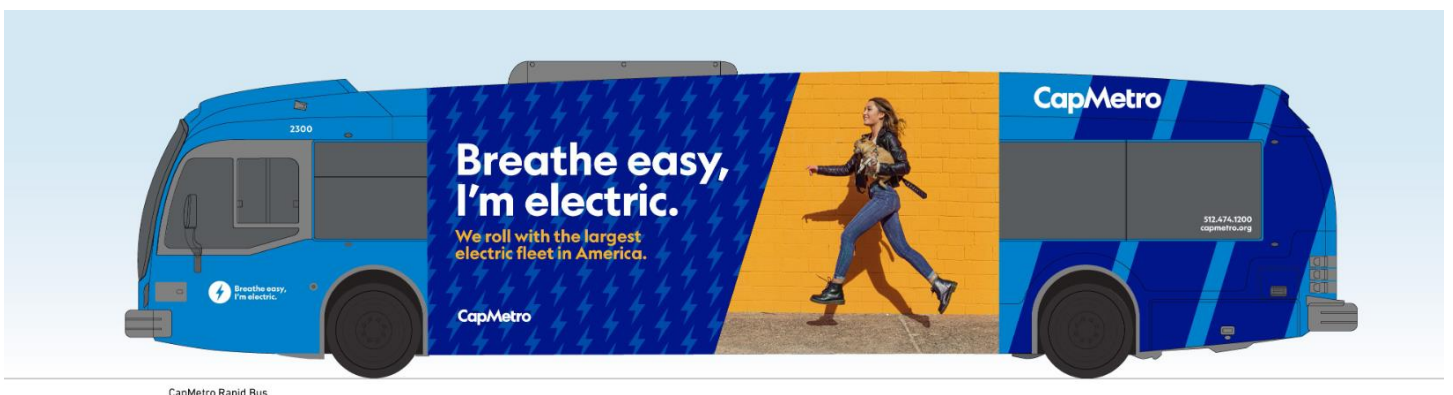
Ownable and limited; CapMetro bus blue + punchy electric blue + white Reserve other colors such as yellow and red for use in wayfinding and service or route IDs



### Symbol

Use batwing M as universal symbol to help users connect the dots of our system.

Brian Carter: The same way that a parking "P" or a hospital "H" on a sign is instantly recognizable, we'd like to have the "M" to mean something to people around the city and they know instantly that this is an area served by CapMetro



CapMetro Rapid Bus

**Estrella Barrera:** This is a mock up of the bus correct?

**Brian Carter:** Yes.

**Estrella Barrera:** The part that caught my eyes was, is this a picture of a woman on the bus?

**Brian Carter:** Yes.

**Estrella Barrera:** Is it a white woman? And perhaps we are to capture people, we should have more diversity?

**Brian Carter:** You are correct, that we would want to show off diversity.

**Glenda Born:** Be careful of business on the design on the side of the bus. People with low vision might not be able to make out what it says.

**Brian Carter:** Before approving these images, it would be great to present them to focus groups to review how accessible the images are.

### **Strategic and Creative Next Steps**

- Meet with Access, DEI Council, and CSAC for input
- Complete study of future use of color, symbols, and naming conventions through the system
- Complete study of livery for all existing and known future vehicles
- Complete study of signage applications for current and future use
- Analyze and coordinate with Operations on timing of vehicle interoperability plan

**Estrella Barrera:** Are you also including MetroAccess vehicles in the brand refresh?

**Brian Carter:** Yes, I have shown concepts on the MetroAccess vehicles within this presentation.

### **2022 Access Committee Work Plan**

*Edna Parra; Community Engagement & Outreach Manager*

### **Suggested 2022 Agenda Topics**

- Demand Response Technology
- Eligibility
- Project Connect Update every month

Email Edna Parra for spreadsheet on the Work Plans for the Access Committee: [edna.parra@capmetro.org](mailto:edna.parra@capmetro.org)

### **Access Nomination for the Project Connect Customer Advisory Committee**

*Otmar Foehner, Access Committee Member*

We discussed that there were two committees that needed representation from the Access committee – Diversity, Equity, and Inclusion Committee and the Customer Advisory Committee.

Edna will send information on commitment, dates,

**Thank you Chair Chris Prentice and Discussion on upcoming officer elections**

***Next Meeting December 1, 2021***