



Hispanic Austin Leadership  
Environmental Sustainability Team 2020  
Final Project Report

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## Executive Summary

The 2020 Hispanic Austin Leadership Environmental Sustainability Team was driven to create a sustainable model for marketing and tools for community engagement geared toward the Hispanic community around public transportation. Transportation is a major factor in our country's climate-damaging emissions and the Hispanic community is 34% of the Travis County population.

With these two factors in mind, the project team created Súbete Austin, a project with the following goals:

- Develop awareness of the environmental benefits of using public transportation vs driving alone.
- Increase participation in activities such as Transit Adventures and registration for free digital passes within the Hispanic community.
- Build relationships with the Hispanic community and start the conversation about public transportation with these groups.
- Provide Capital Metro with marketing recommendations and tools to form a base of a sustainable model for community engagement on public transportation within the Hispanic community.

The Súbete Austin project team conducted grassroots outreach at resource fairs, on TV, on Spanish-speaking social media and through community collaborations. A partnership was formed with Amhiga Hispana to deliver a transportation workshop focused on the environmental impact of driving alone, and a Transit Adventure was hosted in Spanish - for the first time! The key finding from that partnership and experience, was that many of the participants had never ridden a bus before in Austin!

The Súbete Austin project team surveyed the Hispanic community about their level of familiarity with public transportation options in Austin. This survey helped inform how the community learns about events. It also allowed the opportunity to connect the community with Capital Metro's current system, future plans, and the environmental benefits of using public transportation.

Based on survey feedback, Súbete Austin learned the following about the participants:

- 45% listed "Doing My Part for the Environment" as a key consideration in using public transportation.
- Other key driving factors conducive to the use of public transportation include: convenience of bus location, availability (frequency of stop), time and cost savings.
- 84% had never heard about Capital Metro's Transit Adventure program.
- 60% travel alone on a daily basis.
- 64% reported they had used public transportation "more than a year ago" or "never"
- The top 4 outreach platforms: Facebook, word of mouth, radio, and Eventbrite.

The positive feedback received from the community solidifies our conclusion: the Hispanic community is receptive to learning about the environmental benefits of using public transportation. The key is sustaining a model of community engagement that is community-based and culturally relevant. The project team applauds Capital Metro's efforts for committing to outreach to the Hispanic community and promises to be a thought partner both in the immediate future and long term through: The immediate delivery of 1) this report 2) Spanish powerpoint for community outreach 3) the list of Hispanic-based organizations that have expressed an interest in collaborating and 4) Transportation 101 curriculum translated to Spanish. Long term, the Súbete Austin team will continue to partner with Capital Metro to champion public transportation, community engagement in Project Connect and environmental sustainability as a whole.

## Background

### Why Public Transportation?

Transportation is the largest carbon footprint in the United States.<sup>1</sup> The Center for Climate and Energy Solutions found that “the personal automobile is the single greatest polluter because emissions from millions of vehicles on the road add up”. To reduce greenhouse gas emissions, our community needs to explore other transportation options to get to their destinations. Using public transportation can lead to environmental benefits and improve air quality in our city.

If your commute is 20-miles round trip, the switch to public transportation could lower your carbon footprint by 4,800 pounds annually

According to the Community Advancement Network<sup>2</sup> “Clean air is key to ensure quality of life for all residents of Central Texas. Travis County had 9 days when air quality was unhealthy in 2018” The Austin Community Climate Plan<sup>3</sup> details action steps that will reduce carbon emissions including transportation choices that encourage people to use alternative transportation options rather than driving alone everywhere. “If your commute is 20-miles round trip, the switch to public transportation could lower your carbon footprint by 4,800 pounds annually”<sup>4</sup>

The Austin Strategic Mobility Plan<sup>5</sup> outlines a target goal proposed by the City of Austin to achieve a 50/50 mode share by the year 2039 where 50% of the city's population drive

<sup>1</sup> Center for Climate and Energy Solutions “[Reducing Your Transportation Footprint](#)”

<sup>2</sup> Carlos Soto [Community Advancement Network Dashboard 2019](#)

<sup>3</sup> [Austin Community Climate Plan](#)

<sup>4</sup> Center for Climate and Energy Solutions “[Reducing Your Transportation Footprint](#)”

<sup>5</sup> [Austin Strategic Mobility Plan](#)

alone, while the other 50% commute by more sustainable transportation options including transit, riding a bicycle, walking, carpooling and teleworking.

Findings from the Community Advancement Network<sup>6</sup> demonstrate that 74% of people in Travis County drive alone to work. While the county had hoped to reduce single drivers to 70% by this year, a 5-year trend demonstrated that the county is not on track to reach this target.

Demographic statistics from the same source report 34% of Travis County residents are Hispanic. Currently, 47% of the population of children in Travis County are Hispanic. For the sake of this project, it is important to note the population of Hispanic children as they make up a large portion of the county's future workforce and commuters. As a result, it is important to educate the Hispanic population with community-based outreach and family-friendly initiatives to ensure a generational shift in transportation habits and environmental quality. If efforts are made to educate this important sector of the community regarding: transportation choices and the benefits of using public transportation (including air quality and affordability) the county can hope to move the needle in an effort to reduce congestion.

## Raising awareness within the Hispanic Community

The public sector faces some challenges when raising awareness within the Hispanic community and ensuring resources are accessible. These challenges include:

- **Perceived social stigma:** In candid conversation with local community members, we discovered that there exists a perceived social stigma of the use of public transportation. Many community members are from Latin American countries where 1) owning a car is a sign of success and 2) the use of public transportation is reserved for individuals or communities who have no choice (i.e. financial means) to afford anything but riding the bus. Due to this stigma, people avoid choosing transit, to avoid being labeled.
- **Language and Cultural Barriers:** In addition to the cultural barrier listed above, Hispanic communities face additional language barriers which prevent the use of public transportation. With technological advancement such as smartphones and apps, many apps are offered in English only and are not user-friendly for speakers of other languages, including Spanish. One important item we discovered is the CapMetro app is currently only offered in English.
- **Lack of Awareness:** The United States Environmental Protection Agency offers online tools that help assess the benefits of choosing your home location based on neighborhood characteristics such as walkability, access to public transportation. When this information is only offered in English, it does not reach the Hispanic community. When the lack of awareness regarding ease of public access is combined with

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<sup>6</sup> Carlos Soto [Community Advancement Network Dashboard 2019](#)

decreased housing affordability in the city, we find that Spanish-speaking families find it beneficial to move toward affordable housing, outside the city limits, without taking the transportation costs into account.<sup>7</sup>

- **Marketing and Engagement:** Free opportunities exist for the Travis County community to try transit. However, because the communication of these opportunities is not offered in Spanish or on Spanish-speaking platforms, it is not reaching the Hispanic community. While similar marketing and engagement strategies can be used, tactics must be tailored to reach the intended audience. For public transportation, this could be the destination being promoted, where an event is being promoted online, or which organization is doing the promotion.

## Capital Metro's Role in Addressing Public Transportation Choices

### Transit Adventures

Capital Metropolitan Transportation Authority (Cap Metro) is a public transportation provider located in Austin, Texas. In response to the need for more choice riders (i.e. riders who choose public transportation, in spite of the availability of other, less environmentally-friendly options) Cap Metro offers their Transit Adventure<sup>8</sup> program by hosting social outings using public transportation options that are led by a Cap Metro staff member. The goal of this program is for people to try transit for the first time, teach people how to use it in a fun way, thus increasing ridership.

### Project Connect and Accessibility

As the population of the greater Austin area continues to grow, Cap Metro recognizes the need to make transit more accessible. Cap Metro is planning a regional transit system that will give central Texans better mobility options. Project Connect<sup>9</sup> is a plan that could benefit all Central Texas, whether you ride transit or just drive. A modern transit system is a vital part of the solution to ease traffic and give residents more options to get where they are going.

### Environmental Sustainability

Every week 155 cars arrive in the greater Austin area, this has a compounding negative effect on the environment. To address this issue, Cap Metro is moving toward an all-electric fleet to help Central Texas become a cleaner, healthier place by powering their buses with zero-emission and renewable energy sources.

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<sup>7</sup> Carlos Soto [Community Advancement Network Dashboard 2019](#)

<sup>8</sup> CapMetro [Try Transit](#)

<sup>9</sup> Cap Metro [Project Connect](#)

The following benefits of electric buses demonstrate how Capital Metro will make a positive impact in our future<sup>10</sup> :

- **Produce zero emissions:** No harmful smog forming exhaust, no air pollution, no tailpipes -all keeping our skies clear, our water clean, the earth green.
- **Cleaner from beginning to end:** They are cleaner at the source because powered by renewable electricity from the sun and wind, not fossil fuels. This is made possible through a partnership with the Austin Energy Green Choice electricity.
- **Reduce noise pollution:** They are significantly quieter inside when riding and out; for people, birds, dogs, squirrels, racoons. One will not hear the motor running.
- **Produce less heat:** Standing near a bus will be cooler and more comfortable.
- **Produce less waste:** Electric buses use almost zero oil, fluids and coolants, lessening waste products to dispose and fewer chances for spills that pollute local waterways.

## Project Design

### Project Ideation

To address the need for increased participation in public transportation, the project team sought to develop a model for the Transit Adventure program that includes recommendations for marketing and community engagement in partnership with Capital Metro.

Given the issues around public transportation, language barriers, stigma around transit, and access to information, the project team designed a marketing and community engagement approach with the following goals in mind:

1. Identify Hispanic community groups who are interested in partnering for with us for this project to host a workshop or transit trip
2. Educate organizational members about the environmental impact of driving alone vs using public transportation
3. Identify marketing and communication strategies for future transit connected events, resulting in a marketing plan recommendation to Cap Metro
4. Identify motivational factors for using public transportation
5. Identify zip codes where people are starting their trips

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<sup>10</sup> Rob Borowski, Sustainability Officer for Capital Metro, Interview

As a group, the project team decided to move forward with the concept of public transportation workshops in Spanish, participating in community resource fairs, and offering Spanish-led transit trips. Each component focused on the following:

- **Public Transportation Workshops:** These workshops allowed for a powerpoint presentation in Spanish, where attendees learned about how public transportation has less of an environmental impact than driving alone and is more affordable than owning a car. These sessions also allowed for the opportunity to educate around Cap Metro services and plans for the future of public transportation. Each presentation also allowed for an interactive question and answers session, which yielded qualitative responses that helped inform our community engagement recommendations. Two additional deliverables yielded from this:
  - **Transporte Público** - Spanish Powerpoint Presentation for Community Engagement by Capital Metro or other transportation advocates
  - **Transportation 101 en español** - The basic “how to” guide developed by Capital Metro, has been translated to Spanish. This is intended to supplement curriculum for adult education groups in Austin as Spanish-speaking learners delve into the basics of getting around town.
  
- **Transit Adventures:** Participants signed up for a Spanish-led social outing on public transportation. In the comfort of being with a group of friends in the context of going on a social outing, participants learned how to use public transportation. Macro concepts that were taught included: the environmental benefits of using public transportation, affordability, and connections to the inner city. However, more immediately impactful was the teaching of applicable concepts including: how to use a bus pass, plan a trip, check when the next bus is arriving. All of this worked together to reduce uncertainties related to trying transit for the first time.
  
- **Community Resource Fairs:** The project team participated in community resource fairs to conduct surveys and raise awareness of the environmental impact of using public transportation. Community resources fairs were selected on the following criteria:
  - A. Intended to draw the Hispanic community and/or
  - B. Have an environmental focus

## Partnership with Capital Metro

Súbete Austin created a formal partnership with Capital Metro, the leader in Central Texas for public transportation. Through interviews with Community Engagement Coordinator, Lonny Stern and Sustainability Officer, Rob Borowski, needs were identified where Súbete Austin could step in and support. Lonny Stern served as the primary point of contact for the transit trips, project idea and direction. Rob Borowski served as the primary source regarding the environmental impact of the project.

# Implementation

## Identifying Community Partners

The Súbete Austin team identified local community organizations and associations with a predominant Hispanic/Latino membership or with a mission focused on serving the Hispanic/Latino community. Each team member provided a list of affiliated organizations along with contact information. Once the list was compiled, each organization was contacted with educational information about the Súbete Austin initiative and asked if they would like to learn more about the project and if they would like to participate in a Transit Adventure or workshop. Activities were then scheduled accordingly.

Through these conversations the team identified an untapped interest in the Transit Adventure program among the identified organizations. The main limiting factor of prior participation by these organizations can mostly be attributed to limited previous knowledge of the program. One key driving force in gaining buy-in from the organizations was consistent messaging of the adventure as a collaboration between the organization and the program.

## Survey Content

The Súbete Austin created a survey to gauge the Hispanic community's level of familiarity with public transportation options in Austin and to better understand how the community receives information about community events. A series of questions were developed to understand how the community learns about events and uses public transportation. This survey provided an opportunity to obtain real-time data to better inform our project recommendations.

## Accessibility

With a Hispanic/Latino audience in mind, the SúbeteAustin project team ensured the survey was available in Spanish. This was especially helpful with reaching the immigrant population, the key demographic for our project outreach. The survey format was made available both online and in printed forms. The printed surveys were beneficial in our grassroots outreach strategy at in-person events.

## Survey Distribution

The project team distributed the English and Spanish survey online, utilizing social media platforms. The survey link was posted in relevant Facebook groups along with an incentive to participate. Furthermore, the Súbete Austin team raffled a \$50 gift card for completing the survey.

The project team sought to distribute the surveys in-person to allow for conversations around the environmental impact of using public transportation. The team participated in community resource fairs and events to conduct surveys. Community resources fairs were selected on the following criteria:

- a. Intended to draw the Hispanic community and/or
- b. Have an environmental focus

## Presentation Format

These workshops allowed for a powerpoint presentation in Spanish, where attendees learned about how public transportation is better for the environment than driving alone and is more affordable than owning a car. These sessions also allowed for the opportunity to educate around Cap Metro services and plans for the future of public transportation. Each presentation allowed for an interactive question and answers session, which yielded qualitative responses that helped inform our community engagement recommendations.

## Marketing and Promotion

Súbete Austin employed a variety of marketing tactics to promote our initiative and provide important information about the environmental impact of utilizing public transit. A variety of engagement methods were employed, including online, social media, in-person, and television segments.

Online	In-Person Events	TV
<ul style="list-style-type: none"><li>● Designed two logos</li><li>● Created Facebook Page</li><li>● Promoted survey in the GAHCC newsletter</li><li>● Promoted Amhiga Hispana transit adventure</li></ul>	<ul style="list-style-type: none"><li>● Participated in Eco Day at Central Library</li><li>● Participated in Con Mi MADRE College Fair</li><li>● Hosted Transit Adventure with Amhiga Hispana</li><li>● Promoted survey at the HOWTO mixer</li></ul>	<ul style="list-style-type: none"><li>● Participated in the Hispanic Today Live TV Show</li></ul>



**Logos** The image on the left was the original Súbete Austin logo. This may be used by Capital Metro to promote bus service. The image on the right is designed to be more inclusive of environmental sustainability through a variety of transportation options.

## Outcomes and Impact

### HOWTO Mixer - Survey

Súbete Austin participated in the Greater Austin Hispanic Chamber of Commerce - HOWTO Mixer on Thursday, January 23rd. Súbete Austin conducted 50 surveys to learn about participants' mobility trends.



**Pictured above:** Vanessa Fuentes and Nino Miranda worked the HOWTO Mixer crowd to survey 50 people about their transportation habits.

## Akins High School - Survey



Pictured above: Melissa Ortiz and Mary Lou Lugo survey attendees about their transportation habits.

Súbete Austin participated in Akins High School's College Readiness Fair on Saturday, February 1st. Súbete Austin conducted 25 surveys to learn about participants' mobility trends.

## Amhiga Hispana - Transit Adventure

Súbete Austin conducted a Transit Adventure and Public Transportation Workshop with Amhiga Hispana. Amhiga Hispana is a local non-profit organization that seeks to empower and develop Spanish speaking, immigrant women.

During this interactive session, information was presented on the environmental impact of driving automobiles and how Austinites' can save money on transportation related costs and help reduce one's carbon footprint by using public transit. Amhiga Hispana members were asked to provide feedback around the utilization of public transit. It was during this portion of the presentation that qualitative responses were gathered to supplement survey results.



Amhiga Hispana

February 14 · 🌐



Hola mujeres maravillosas el día de mañana a las 12:30 pm al terminar el taller tendremos la visita de uno de los grupos que están cursando el programa "Hispanic Austin Leadership" de la Cámara de Comercio Hispana de Austin. Ellos como parte de su graduación del programa están desarrollando un proyecto para mejorar nuestro sistema de transporte. Su proyecto se llama "Súbete Austin" y terminando su presentación nos invitan a las que quieran ir a hacer un recorrido en transporte público e ir todas juntas al restaurant "Cheese Cake Factory", el cual está súper cerca del lugar dónde será nuestro taller, a las que vayan al recorrido les invitarán un cafecito y una rebanada de cheesecake.

¡Vamos a pasear juntas un ratito y apoyemos a estos jóvenes líderes de austin en su proyecto!

**Pictured above:** A Facebook post demonstrates Amhiga Hispana's invitation to their members to support Súbete Austin, a project of the Greater Austin Hispanic Chamber of Commerce Hispanic Austin Leadership.



**Pictured above:** Members of Amhiga Hispana look on as Melissa Ortiz demonstrates the Capital Metro App.

Immediately following the presentation, Amhiga Hispana members were invited to a Transit Adventure to The Cheesecake Factory - they accepted and embarked on the adventure with the Súbete Austin team. This involved handing out one-day bus passes and walking with them to the nearest bus stop. At the bus stop, participants learned how to plan a trip on their smartphone.

When the bus arrived, the team led the way and ensured everyone successfully swiped their day pass and found a seat on the bus.

The group took the bus to the Cheesecake Factory in the Arboretum to do a recap. There, the Súbete Austin team used this opportunity to have informal conversations with Amhiga Hispana participants over a bite of cheesecake and coffee! This hands-on approach proved to be a great method to better understand the barriers the Hispanic community faces with learning about Transit Adventures and utilizing public transit. This bus trip alone, removed 15 cars off the road!



**Pictured above:** Group selfie with Vanessa Fuentes! The group is all smiles after successfully boarding the bus.

Through additional conversation, the team was able to glean the following information from the attendees:

- 1) Group learning in a classroom followed by practical application with a group of friends, classmates, or family members is highly effective.
- 2) Event information is preferred through Facebook and word of mouth.
- 3) The importance of television: attendees stated they attend events that are featured on Univision and Telemundo.
- 4) It is important that the information be delivered in Spanish and by someone who authentically reflects their culture.
- 5) Culturally-speaking, to better connect with community, Transit Adventures may become a half or all-day event. The Súbete Austin team visited with the participants for several hours and upon departure, the attendees successfully participated in a return trip for extra guided practice.
- 6) The practicality of use was mentioned. Participants suggested that routes that go downtown are not necessarily appealing, but rather featuring routes that go to places such as Austin Community College were preferred.

“If the information is for me, then I want someone who looks like me and speaks my language to deliver it.”



**Pictured above:** Celebrating a successful Transit Adventure with Amhiga Hispana at the Cheesecake Factory.

**Special note:** With the outbreak of COVID-19, the Súbete Austin team’s in-person outreach and case studies were limited. The team is very grateful to Amhiga Hispana for promoting our workshop and for providing us an authentic experience and genuine feedback through this informative case study.

## Con Mi Madre - Resource Fair



Pictured above: Jocelyn Vokes and Mary Lou Lugo meet with attendees about considering different transportation options.

Súbete Austin participated in Con Mi Madre's College Resource Fair on Saturday, February 22nd. Con Mi Madre Con Mi MADRE is a two-generation organization that empowers young Latinas and their mothers through education and support services that increase preparedness, participation, and success in post-secondary education. The Súbete Austin team gave a presentation to approximately 100 attendees and had a table at the resource fair to conduct surveys to learn about participants' mobility trends. Through this partnership, Súbete Austin raised awareness of free transportation options that are available to future UT and ACC students through a partnership with Cap Metro. The purpose of this was to start talking about future transportation options and influence their decision to reduce future carbon footprint when possible.

## Eco Day at the Central Library - Resource Fair

Súbete Austin participated in the Austin Public Library's Eco Day. Eco Day was designed for families to learn about sustainability and "green" ways of living.



Along with presentations from local eco organizations, Súbete Austin participated in the eco-resource fair where community members learned about local green organizations and movements. Súbete Austin educated 30 attendees on the environmental impact of using public transportation as a way to reduce the carbon footprint of each individual.



Pictured above: Melissa Ortiz, Nino Miranda and Vanessa Fuentes interact with attendees at Austin Public Library's Eco Day.

## El Buen Samaritano - Transit Adventure

Súbete Austin met with El Buen Samaritano staff to learn about their Adult Education classes. El Buen Samaritano is dedicated to building healthy, resilient and vibrant communities by addressing the physical, social and emotional wellbeing of families.

A presentation and transit adventure was scheduled for two of their English as a Second Language classes for Tuesday, March 24th and Thursday, March 26th. Approximately 40 students were to engage in the “How to Get Around” curriculum and participate in a transit adventure. El Buen Samaritano is an example of a community group that could benefit from the *Transit 101 en español* curriculum supplement.



Unfortunately, this session was canceled following the City of Austin’s guidelines regarding COVID-19 Shelter in Place. Súbete Austin recommends a future partnership between Capital Metro + El Buen Samaritano moving forward to be part of their How to Get Around curriculum.

## ABC Kite Festival - Free Digital Ticket Promotion

One of the challenges Súbete Austin was trying to solve is how to get the Hispanic community to sign up for free digital bus passes when offered by Capital Metro. At the onset of the project, Capital Metro expressed that they used the Eventbrite ticket platform. However, the platform was only offered in English. With approval from Capital Metro, Súbete Austin created a Spanish version Eventbrite ticket being offered to travel to the ABC Kite Festival.



**Of note:** Through interviews and collaboration with Austin nonprofits, Súbete Austin identified the issue may be the platform through which free digital passes are currently offered. Capital Metro offers signups through Eventbrite. The following barriers were identified with this system.

- 1) It was only offered in English
- 2) Eventbrite requires the user to create an account in order to sign up.

Súbete Austin created a sign up on Google Forms to remove the barrier of needing to sign up for an account. The project team reached out to Hispanic community partners to ask if they could share the sign up on their social media. The link was shareable on Facebook and language was created to make it easy for community partners to share. This way their social media followers would learn of the opportunity as this was the audience of interest.

We recommend Capital Metro reach out to the community partners (provided in the “Next Steps” section of this portfolio) when a free digital pass is offered in the future and provide a Google sign up. The communication should be in Spanish.

Account information is provided below for future use by Capital Metro as desired:

Account Name: Subete Austin (First, Last)

Email: SubeteAustin@gmail.com

Password: Subeteaustin1!

Con Mi Madre recommended the use of Google Forms for sign-ups - for its user friendliness including the option to forego signing up for an account.

Unfortunately, this event was also canceled following the City of Austin’s guidelines regarding COVID-19 Shelter in Place.

## **Meeting with Society of Hispanic Professional Engineers (SHPE)**

Súbete Austin held a virtual meeting with the Society of Hispanic Professional Engineers to learn about their interest in partnering with Capital Metro. SHPE’s members are interested in hosting a transit adventure on the red line in fall 2020.

Additionally, members are interested in being involved with the technical part of Project Connect, Capital Metro’s long-term plan for regional transportation. This meeting was conducted over Zoom to adjust to the COVID19 social distancing guidelines.

## Celebrating the end of the Survey

It is important to thank and celebrate all communities for their engagement on such important issues.

In order to entice the community to participate in a survey, Súbete Austin entered all survey participants into a raffle for a \$50 gift card. Of the more than 200 participants in the survey, we had one lucky winner. To comply with social distancing measures, the announcement was made online and the funds were sent via Venmo.



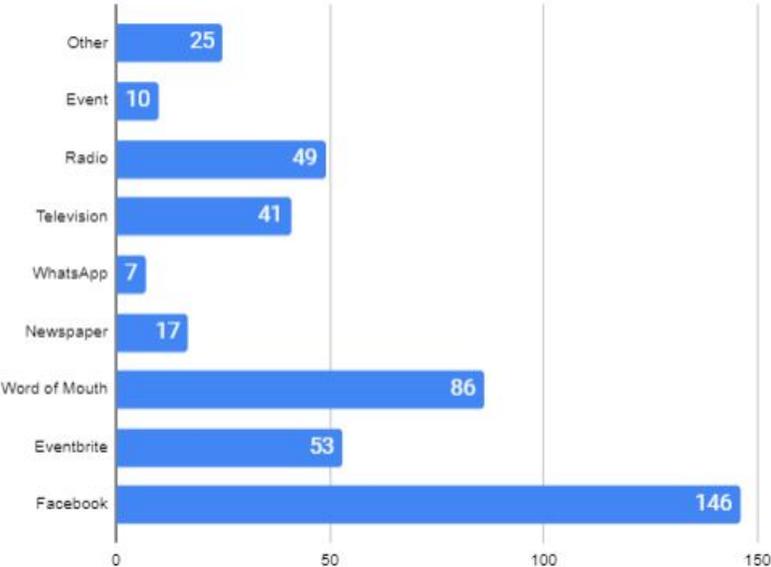
**Pictured above:** Social media celebration. Diana Salas was the lucky participant (of more than 200 surveyed) to win the gift card.

# Key Findings and Recommendations

Súbete Austin conducted a brief survey to learn about the typical riding habits of the Latino community. Overall engagement through the survey amounted to 224 respondents with over 85% (191 respondents) identifying as Latino.

Please note: In order to demonstrate the impact on the Latino community, any survey participant who identified as non-Latino was omitted from this analysis.

## 1) How do you hear about events? Check all that apply.



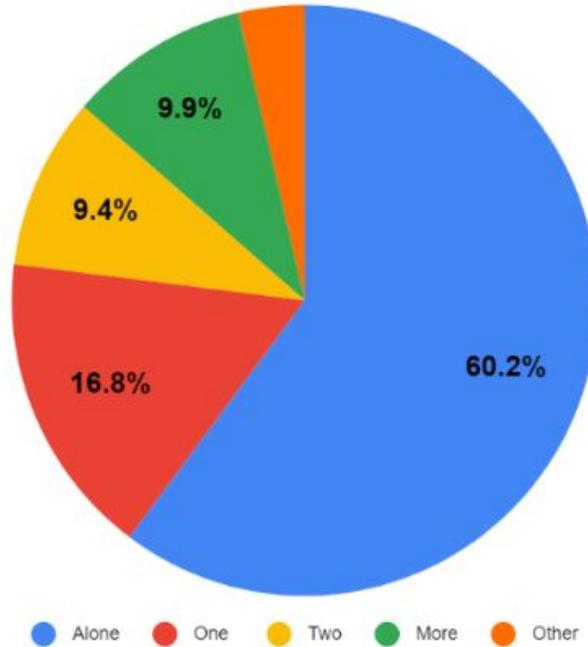
Participants stated that, by far, Facebook is the highest reported source of information. This statistic informed Súbete Austin’s recommendation to Capital Metro to have Kite Festival registration promoted via the popular social media platform.

The recommendation to reach out to community groups came as a result of “Word of Mouth” coming in second place in this survey. When community groups are approached with new information, Capital Metro benefits by creating a “buzz” and, as a result, a collective impact.

Additionally, the qualitative data gathered with the Amhiga Hispana group stated that television should not be undermined - Univision and Telemundo are still very highly trusted sources of information in the Latino community in the greater Austin area.

The Súbete Austin team set out to see how many survey participants drive alone. Because this project is designed to take drivers off the road, the team determined to define ride-sharing by the amount of vehicles that carry two people or more over the age of 16, the legal unsupervised driving age in Texas. More than 60% of survey respondents, or 191 people, reported they drive alone.

**2) How many people (age 16+) do you commute with daily?**

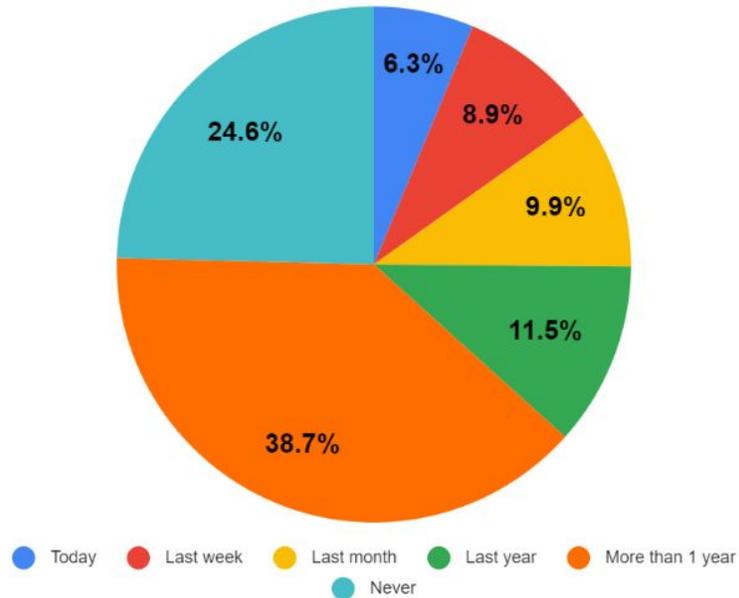


One of the images in the public transportation presentation at Amhiga Hispana that resonated with participants, was a visual representation of what it looks like to take 70 cars off the road



**Pictured above: 70 people a day. By Bus. By Bike. By Car.**

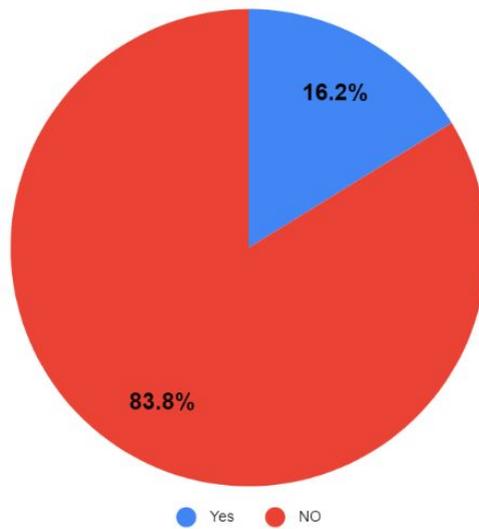
**3) When was the last time you used public transportation in Austin**



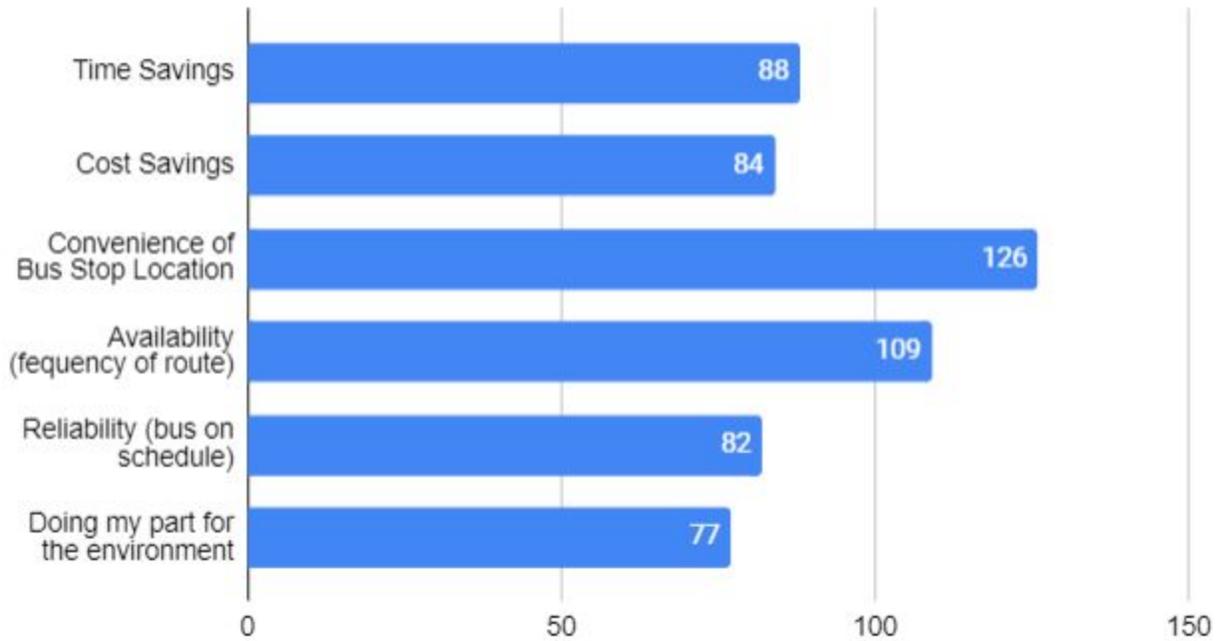
The Súbete Austin team learned that over 63%, or 121 of 191 respondents, had either never used public transportation in Austin or it had been more than a year ago. When factoring the response code “Last Year” the team found an astonishing 75% of Latino respondents do not consider public transportation as an option for getting around town.

**4) Have you heard about Capital Metro’s Transit Adventure program?**

This question was key to the project as Capital Metro had stated that they had no traction with the Spanish-speaking community in Transit Adventures. Upon investigation, more than 83% of Hispanic respondents reported they had not heard of the program.



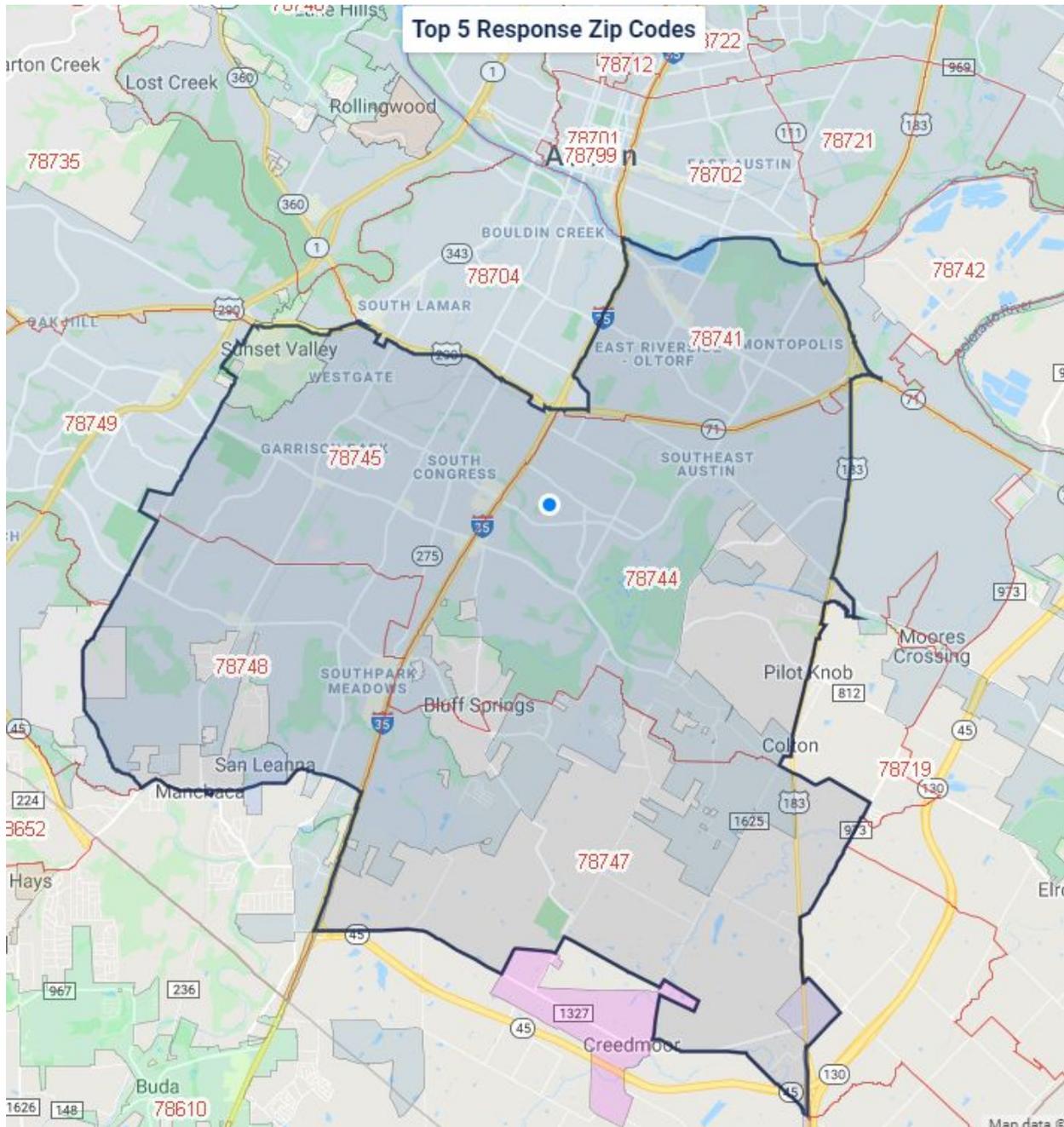
**5) What would entice you to use public transportation regularly? (Check all that apply)**



Respondents were asked to select what would motivate them to use public transportation on a regular basis. The majority of respondents selected that the “Convenience of the Bus Stop Location” and the “Availability (Frequency of Route)” would encourage them to use it more. This led the Súbete Austin team to a new theory to be explored:

If demonstrating the use of public transportation in community settings (such as Transit Adventures) then it would follow that as more people grow comfortable with their use of public transportation, more people would champion movements such as Project Connect to make public transportation options more readily available throughout the city.

## Respondent Zip Codes



Survey responses captured 52 zip codes from the Greater Austin Metropolitan Area. Of those responses the highest concentration of responses came from five zip codes which included: 78741, 78744, 78745, 78747, and 78748. These zip codes are highlighted in blue on the map. The zip codes represented here are among some of those with the highest concentrations of Hispanic/Latinos in Austin and its extraterritorial jurisdiction. Four of the five zip codes each have a Hispanic/Latino population of over 40%, with the fifth having a Hispanic/Latino population of 35.5%. The 78744 zip code which had the highest response total to the survey has a Hispanic/Latino population of over 75%.

## Recommendations

Through extensive quantitative and qualitative research, Súbete Austin concluded the following:

- 1) **Public Transportation Use:** The Latino community (and, therefore, Austin as a whole) can benefit greatly from use of public transportation and ample opportunities are available to do so.
- 2) **Outreach:** Only 16% of the Hispanic population surveyed had heard of Transit Adventures. This demonstrates there are areas missed in reaching the community.
- 3) **Marketing:** Currently, events are publicized in English through Facebook which redirects to the planning site, Eventbrite. When events are not advertised in Spanish and the planning site (while convenient for tech-savvy English speakers) presents additional barriers to entry - there is little knowledge being passed on to the Spanish-speaking community.
- 4) **Promotional Videos:** Súbete Austin received feedback from participants that videos should feature people who look like them to promote the free ride. One participant stated, "If you are trying to motivate construction workers to use public transportation, have a construction team member speak in the video."
- 5) **Recruitment:** Súbete Austin recommends hiring more Spanish speaking bus operators. This was based on feedback from the qualitative research where participants stated "One of the reasons I am hesitant to use public transportation is because I can't ask a simple question, 'will this bus take me to (insert destination)?"
- 6) **Professional Development:** As part of professional development, bus operators could be provided with Spanish language training, or at the very minimum, a manual with frequently asked questions and how to answer them in Spanish.
- 7) **Accessibility:** For accessibility, Súbete Austin recommends the Capital Metro app to be available in Spanish to make it user friendly for the Hispanic community.

## Budget

Thanks to our generous sponsors and in-kind donors, we were able to keep this program free of cost for our community. Below is the budget for this program.

### Revenue

Sponsor		Amount	Purpose
Capital Metro		\$500.00	To be used for food and beverage for program participants

### Expenses

Item	Vendor	Amount	Purpose
Food and Beverage	Cheesecake Factory	\$164.62	Purchased food for Súbete Austin transit participants

### In-Kind Donations

In Kind Item	Donor	Value	Purpose
Bus Passes	Capital Metro	\$150.00	Provided free buses passes to Sbete Austin transit participants
Creative	Kathy Schwartz	\$300.00	Logo
Project Binders	Minute Man Press	\$235.00	10 project binders
Signage	Minute Man Press	\$56.00	Used for tabling purposes
Raffle	HAL Environmental Team	\$50.00	To encourage people to take survey for the change to win \$50 gift card to HEB
Facebook Ads	Nino Miranda	\$15.00	Purchased promotional ads to push out surveys.
Tablecloth	Vokes Family	\$35.00	Used for tabling.

## Next Steps

Following is a list of organizations who have shown interest in learning about the benefits of public transportation, going on a transit adventure and/or promoting free digital passes to their members when available. Súbete Austin team recommends Capital Metro continue outreach efforts with these groups to further engage the Hispanic community. For a full list of the organizations, including the mission of each organization and contact information, please see the Appendix.

Amhiga Hispana  
Association of Latino Professionals in  
Finance and Accounting  
Business Exchange Network in Spanish  
Con Mi Madre  
Economic Business Growth Incubator  
El Buen Samaritano  
Hispanic Alumni Network/Texas Exes  
Hispanic Bar Association  
Hispanic Women's Network of Texas

Las Comadres  
National Association of Hispanic Real  
Estate Professionals  
Prospanica  
Society of Hispanic Professional Engineers  
The Greater Austin Hispanic Chamber of  
Commerce  
Young Hispanic Professional Austin  
Association

## Acknowledgments

### Community Partners

ABC Kite Festival  
Amhiga Hispana  
Amhiga Hispana Executive Director Liliana Beverido  
Austin Independent School District  
Capital Metro  
Con Mi Madre  
El Buen Samaritano  
City of Austin Public Library  
Hispanic Today Live TV host, Peggy Vasquez  
Minute Man Press

### Sponsors and Donors

Capital Metro  
Logo Design by Kathy Swartz  
Minuteman Press Austin  
Súbete Austin Team Members

## With Special Thanks



## Meet the Team

### Nino Miranda - Project Manager



Nino Miranda is an Education Project Coordinator for the Texas Association working with county elected officials throughout the state of Texas. Additionally, he serves as Co-Director of MexAmeriCon whose mission is to celebrate the heroes and storytelling of the beautiful Latino community, no matter what form or medium that may take. The organization's programming celebrates community, culture, and comics. As a lifelong Austinite and graduate of The University of Texas at Austin, he enjoys Longhorn football, time with family, fitness, and the arts.

### Jocelyn Vokes - Project Administrator



Jocelyn Vokes is Special Assistant to the Superintendent at Austin Independent School District. Her prior experience has lent to her successful role as chief advisor for Austin's schools. Some of her experience includes teaching English as a Second Language in traditional and non-traditional settings in the United States and abroad and implementing community programs for the Department of Education. Jocelyn believes in meeting people where they are through strength-based communication to help uncover the gifts and expertise all individuals possess for a collective contribution and impact.

### **Vanessa Fuentes - Marketing Leader**



As a first-generation college graduate from The University of Texas at Austin, Vanessa Fuentes most recently served as an advocacy strategist for the American Heart Association, where she has mobilized hundreds of advocates across the Southwest region of the country to advocate for improved access to healthy food, demand quality health care, and reduce health disparities. Your zip code shouldn't determine your health or how long you live. That's why Vanessa is focused on addressing health equity in Austin as a community advocate.

### **Melissa Ortiz - Finance Leader**



Melissa Ortiz is the Community Engagement Team Coordinator for Capital Metro Transportation Authority. She is a native Austinite and has 13+ years of experience in corporate social responsibility, strategic engagement, and communication. Melissa works towards being a purpose-driven leader with a passion for storytelling, partnership building and social impact. Balancing professional and home life, she finds happiness in spending time with her husband, daughter and preparing for the soon arrival of their second daughter.

### **Mary Lou Lugo - Information Leader**



Mary Lou Lugo is currently the Sr. Executive Assistant to the President and CEO of the Greater Austin Hispanic Chamber of Commerce, Luis A. Rodriguez. She has lived in Austin all her life. She has two sons, Jason who is an entrepreneur and Jonathan who resides in San Francisco working for Lotus Biscoff the maker of the famous Biscoff cookie. In her spare time, she loves spending time with her grandson Jaxon and traveling.



*“HAL is a place where you meet, hear from and collaborate with leaders across Austin. The projects that are developed by the HAL cohort bring together bright individuals in different industries to employ outside-of-the-box solution-oriented thinking to make Austin a better place.”*

*- Jocelyn Vokes, HAL Class of 2020*

*“The Hispanic Austin Leadership program is a premier leadership development experience for individuals seeking to hone their leadership, networking, and policy skills. This program brings together an array of community leaders, thought leaders, and policy experts to share knowledge and expertise on issues facing the Hispanic community in Austin. It has helped me grow professionally and personally, and I’m grateful for this opportunity.”*

*-Vanessa Fuentes, HAL Class of 2020*

*“Hispanic Austin Leadership instilled in me that leadership begins with learning. I learned from my team as well as surrounding community leaders. This HAL cohort experienced the greatest challenge of all with the unprecedented COVID- 19 but the leadership qualities of resilience and perseverance prevailed.”*

*- Mary Lou Lugo, HAL Class of 2020*

*“As a first-generation college graduate, I’m always striving for ways to learn from my community leaders, understand the challenges faced by the Hispanic community and how I can make a difference. The Hispanic Austin Leadership program has given me the opportunity to meet successful business and community leaders and work alongside caring professionals. I feel lucky to be part of such an amazing project team and cohort.”*

*-Melissa Ortiz, HAL Class of 2020*

*“Hispanic Austin Leadership has afforded me a unique opportunity to grow and further develop my leadership competencies along such a talented cohort of individuals. The opportunity to collaborate with individuals from such a wide array of professional fields to accomplish a common goal is truly enriching. My eyes have been further opened to the possibilities with such a rich network to turn to.”*

*-Nino Miranda, HAL Class of 2020*

# Appendix

## Public Transportation Survey / Encuesta - Transporte Público

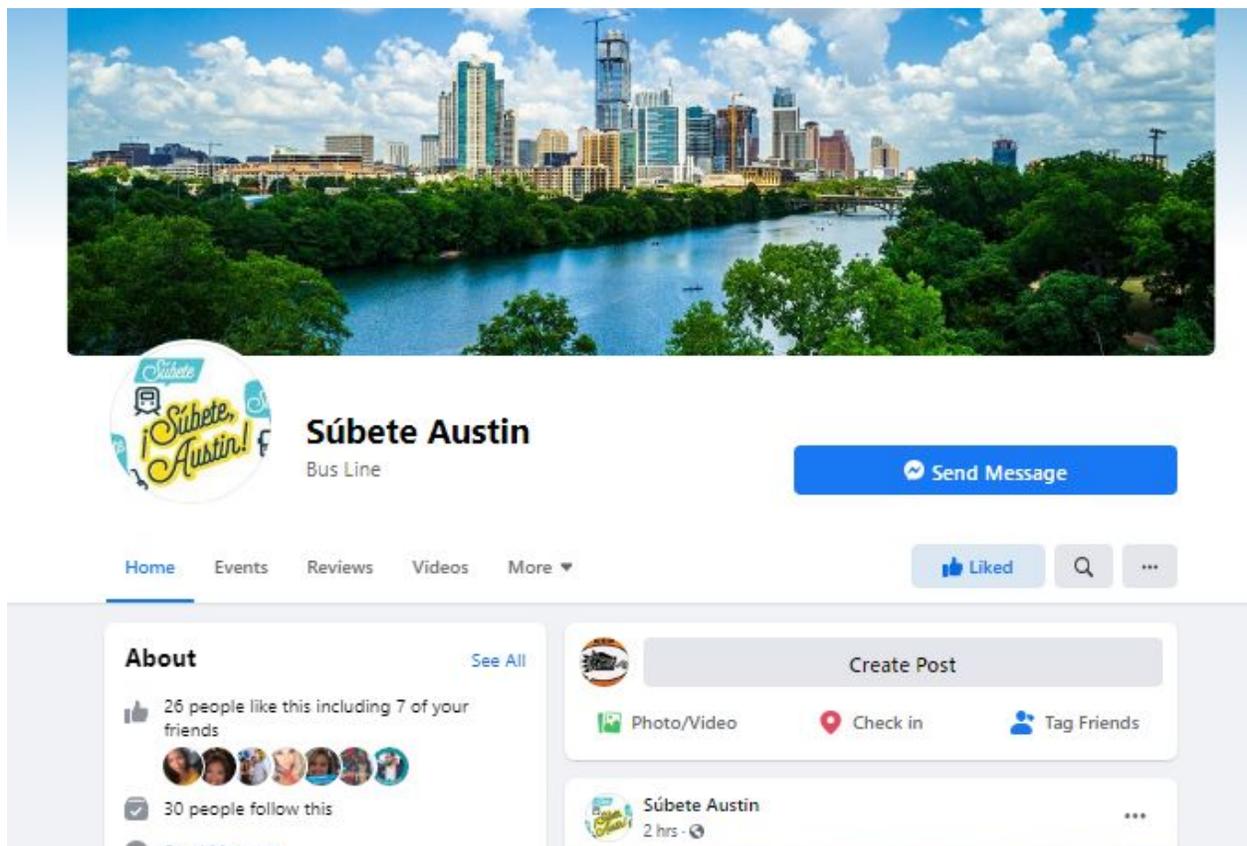
The team made the following survey available in [Spanish](#) and [English](#).

### Questions

1. **How do you hear about events? Check all that apply. | ¿Cómo se entera de eventos? Marque todo lo que corresponda.**
  - a. Facebook
  - b. Eventbrite
  - c. Newspaper (Periódico)
  - d. Word of Mouth (Por medio de mis conocidos)
  - e. Television (Televisión)
  - f. Radio
  - g. Whatsapp
  - h. Event
  - i. Other (Algún otro método)
  
2. **How many people (age 16+) do you commute with daily? | ¿Con cuántas personas (de 16 años o más) viaja diariamente?**
  - a. Drive alone (Manejo solo/a)
  - b. 1
  - c. 2
  - d. More (Más)
  - e. Other (Otra opción)
  
3. **When was the last time you used public transportation in Austin? | ¿Cuándo fue la última vez que usó el transporte público en Austin?**
  - a. Today (Hoy)
  - b. Last week (La semana pasada)
  - c. Last month (El mes pasado)
  - d. In the past year (Durante este año)
  - e. More than a year ago (Hace más de un año)
  - f. Never (Nunca)
  
4. **What would entice you to use public transportation regularly? Check all that apply. | ¿Qué le incitará a usar el transporte público regularmente? Marque todo lo que corresponda.**
  - a. Convenience of bus stop location (Conveniencia de la ubicación de la parada de autobús)
  - b. Cost savings (Ahorro de costes)
  - c. Availability (frequency of route) (Disponibilidad (frecuencia de ruta))
  - d. Time savings (Ahorro de tiempo)
  - e. Doing my part for the environment (Haciendo mi parte por el medio ambiente)
  - f. Reliability (bus on schedule) (Fiabilidad (autobús según horario))
  - g. Other (Otra opción)

5. **Have you heard about Cap Metro's Transit Adventure program? | ¿Ha oído hablar sobre el programa de Cap Metro "Transit Adventure"?**
  - a. Yes (Sí)
  - b. No
  
6. **What is your zip code? | ¿Cuál es su código postal?**
  - a. Open response
  
7. **Can we contact you with more information? (Please provide email and/or phone for your chance to win a \$50 HEB gift card.) | ¿Podemos contactarte? (Proporcione su correo electrónico o número de teléfono para entrar a la rifa de la tarjeta de \$50 para HEB.)**
  - a. Open response
  
8. **Do you identify as Hispanic/Latino? | ¿Te identificas como hispano / latino?**
  - a. Yes (Sí)
  - b. No

Facebook page - [@SubeteAustin](#)



## Transportation 101 - Capital Metro

### Public Transportation

#### Objectives

The clients will recognize how to plan their trip when they use the bus.

The client will recognize how to use the bus.

The client will identify how to buy tickets.



#### Riding Metro Bus

- **Plan Your Trip**
  - **Use our easy online tools**
    - Get a custom itinerary in seconds with our [Trip Planner](#) or [Google Transit](#).
  - **Try our maps**
    - All our [routes](#) can be found in convenient Capital Metro maps, available on most buses, on the new [CapMetro App](#), at the [transit store](#), at transit centers, and in various supermarkets and libraries.
  - **Give us a call**
    - All our GO Line representatives are travel pros. Call (512) 474-1200 and let us know where you are, where you want to go and when you'd like to get there.
- **Taking the Bus**
  - All our bus stops are labeled with a unique ID# and the route numbers that serve that bus stop. You'll find instructions at every stop to show you how to use the bus stop ID# and a cell phone to find out when the next several buses are scheduled to arrive.
  - Buses also display route numbers, names and final destinations in lighted signs above the windshield.
  - If you'd like the bus operator to stop for you, just stand up and give a friendly wave as the bus approaches. Be sure to stay on the curb, though!
  - Please catch your bus at any official Capital Metro bus stop while the route is on detour, alert your bus operator by waving as the vehicle approaches and prior to boarding, confirm route name and number by checking the digital marquee.

## Once Inside the Bus

- Pay your fare

We accept exact change or you can use one of our convenient [passes](#). Just drop your coins in the fare box, insert your bills, or swipe your pass and you're good to go. If you'd like a Day Pass, have a quick question or need extra assistance, your bus operator will be happy to help.

Paying your fare with our new app is easy. Simply pull up your pass prior to boarding and activate. The bus operator will visually inspect your pass by asking you to tap on the mobile device screen, showing the color change.

- Find the best seat in the house.

You can sit anywhere you'd like, however keep in mind that the front seats are reserved for seniors and people with disabilities. It's also okay to stand in the aisle behind the yellow line, if you prefer. Remember, some local buses make frequent stops, so be sure to practice proper safety!

- Ready to leave?

When your stop approaches, pull the stop cord located across the windows or press the "Stop" button on the aisle poles. Easy. Oh, and don't forget your stuff!

## **Metro Rapid**

Metro Rapid is a unique addition to Capital Metro's services, offering new and enhanced vehicles and amenities, and greater frequency. Learn the ins-and-outs of riding Route 801 and Route 803 with this helpful rider's guide that tells you everything you need to know before getting on board.

### **Priority Service**

Your time is important to us. Metro Rapid offers a longer span of service, more frequent arrivals and other technologies to make sure your trip is as quick and on-time as possible. Onboard signal priority technology holds traffic lights green a little longer when a vehicle is running behind schedule, and dedicated traffic lanes through the busy downtown core work together to keep you moving.

### **Mobile Ticketing and Tracking**

Your smartphone is your ticket to ride with Capital Metro's new mobile app. Available on most smart devices, the app offers you real-time\* arrival information, trip planning, auto locate features to find the stop or station closest to you, and other great features to make riding easy. After purchasing your pass, your phone becomes your ticket, allowing you to board vehicles at any of the three entrances. Called the CapMetro App, it can be downloaded through the Apple App Store, Google Play and Windows Phone Store.

### **Unique and Comfortable Stations**

Designed just for Metro Rapid, the new stations feature electronic displays that provide real-time\* arrival information of the next vehicle, canopies to protect you from the sun and rain, lighting for safety and seating.

### **Fewer Stops, More Often**

With Metro Rapid, you'll never wait too long, because with fewer stops, vehicles arrive more often. Frequency during weekday peak hours is every 12-15 minutes and every 15-20 minutes at other times. On weekends, vehicles run every 20-30 minutes.

### **Free WIFI**

Need to send an email or check the latest sports score? No problem. Wi-Fi onboard every vehicle lets you be more productive. So, sit back and relax while you watch a video, update your social media status, scan the news, or any number of online activities.

### **Metro Rail**

Metro Rail offers comfortable and reliable passenger service Monday through Friday between the City of Leander and downtown Austin, and from Lakeline to downtown on Saturday. We have nine convenient stations and three Park & Ride facilities, in addition to many Metro Bus coordinated routes to make taking the train fun and easy! Whether you're commuting to work, heading to school, seeing the sights or just out for a night on the town, Metro Rail can take you there.

### **Questions to Promote Discussion:**

Are the following statements (True) or (False):

I can use (Trip planner) and (Google Transit) to plan my trip.

It is permitted for the passenger to eat inside the bus.

I can purchase bus tickets online.

All Kids Ride Free

## Transportation 101 - En Español.

# Transporte público

### Objetivos

Los clientes reconocerán cómo planificar su viaje cuando usen el autobús.

El cliente reconocerá cómo usar el autobús.

El cliente identificará cómo comprar boletos.



### Viajando por Metro Bus

- **Planifique su viaje**
  - **Utilice nuestros recursos en línea**
    - Obtén un itinerario personalizado en segundos con nuestro [Planificador de Viajes](#) o [Google Transit](#).
  - **Utilice nuestros mapas**
    - Todas las [rutas](#) se encuentran en los mapas de Capital Metro, disponible en la mayoría de los autobuses, en la nueva aplicación [CapMetro](#), en la [tienda de tránsito](#), en los centros de tránsito, y en varios supermercados y bibliotecas.
  - **Llamanos**
    - Todos nuestros representantes de la línea GO son expertos en los viajes. Llame al (512) 474-1200 y déjanos saber su ubicación, a donde desea viajar y para cuando tiene que estar allí.
- **Tomando el autobús**
  - Todas nuestras paradas de autobús tienen un número de identificación y los números de ruta que llegan a esa parada. Encontrará instrucciones en cada parada que demuestran cómo usar el número de identificación y un celular para averiguar cuándo los próximos autobuses están programados llegar a esa parada.
  - Los autobuses también tienen los números de ruta, nombres y el destino final en letreros luminosos sobre el parabrisas.
  - Si desea que el operador del autobús se detenga por usted, simplemente levántese y haga un gesto amistoso cuando se acerque el autobús. ¡Pero asegúrese de permanecer en la banqueta!
  - Tome su autobús en cualquier parada de autobús oficial de Capital Metro mientras la ruta está en desvío, avise a su operador de autobús con un gesto

mientras se acerca el vehículo y antes de abordar, confirme el nombre y el número de la ruta marcando la marquesina digital.

Una vez dentro del autobús

- Pague su tarifa

Aceptamos cambio exacto o puede usar uno de nuestros [pases](#) convenientes. Simplemente deje caer sus monedas en el cuadro de tarifas, inserte sus billetes o pase su tarjeta de abordar y listo. Si desea comprar un pase de un día, tiene una pregunta sencilla o necesita asistencia adicional, su operador de autobús estará atento para ayudar.

Pagar su tarifa con nuestra nueva aplicación es fácil. Simplemente levante su pase antes de abordar y actívelo. El operador del autobús revisará su pase pidiéndole que toque la pantalla del dispositivo móvil, mostrando el cambio de color.

- Encuentre el mejor asiento.

Puede sentarse en cualquier lugar que desee, sin embargo, tenga en cuenta que los asientos delanteros están reservados para personas mayores y personas con discapacidad. También está bien pararse en el pasillo detrás de la línea amarilla, si lo prefiere. Recuerde, algunos autobuses locales hacen paradas frecuentes, ¡así que asegúrese de practicar la seguridad adecuada!

- ¿Listo para salir?

Cuando se acerque su parada, tire del cable de detención ubicado a través de las ventanas o presione el botón "Stop" en los postes del pasillo. Sencillo. ¡Ah, y no olvide sus objetos personales!

## **Metro Rapid**

Metro Rapid es una adición única a los servicios de Capital Metro, que ofrece vehículos y servicios nuevos y mejorados, y una mayor frecuencia de servicio. Conozca la ruta 801 y la ruta 803 con esta útil guía para conductores que le dice todo lo que necesita saber antes de abordar.

## **Servicio prioritario**

Su tiempo es valioso para nosotros. Metro Rapid ofrece un servicio más extenso, llegadas más frecuentes y otras tecnologías para garantizar que su viaje sea lo más rápido y puntual posible. Cuando un vehículo viene atrasado, la tecnología de prioridad de señal mantiene los semáforos en verde un rato más, y los carriles de tráfico dedicados en el centro de la ciudad funcionan para mantenerlo en movimiento.

## **Los boletos electrónicos y seguimiento**

Su celular es su boleto para viajar con la nueva aplicación móvil de Capital Metro. Disponible en la mayoría de los dispositivos inteligentes, la aplicación le ofrece información de llegada en tiempo real, planificación de viaje, funciones de localización automática para encontrar la parada o estación más cercana y otras excelentes

funciones para facilitar su viaje. Después de comprar su pase, su celular se convierte en su boleto, lo que le permite abordar en cualquiera de las tres entradas. La aplicación CapMetro, se puede descargar a través de Apple App Store, Google Play y Windows Phone Store.

### **Estaciones únicas y cómodas**

Diseñadas específicamente para Metro Rapid, las nuevas estaciones cuentan con pantallas electrónicas que brindan información de llegada en tiempo real del próximo vehículo, todos ofrecen protección contra el sol y la lluvia, luces para su seguridad y asientos.

### **Menos paradas, más frecuente**

Con Metro Rapid, nunca esperará demasiado, porque con menos paradas, los vehículos llegan con más frecuencia. Durante las horas pico entre semana, los autobuses llegan cada 12-15 minutos y en horas no pico cada 15-20 minutos. Los fines de semana, los autobuses circulan cada 20-30 minutos.

### **Wi-Fi gratis**

¿Necesita enviar un correo electrónico o revisar el puntaje de algún deporte? No hay problema. El Wi-Fi a bordo de cada vehículo le permite ser más productivo. Por lo tanto, siéntese y relájese disfrute de un video, actualice su estado en las redes sociales, lee las noticias o disfruta de cantidades de actividades por internet.

### **Metro Rail**

Metro Rail ofrece un servicio de pasajeros cómodo y confiable de lunes a viernes entre la ciudad de Leander y el centro de Austin, y desde Lakeline hasta el centro el sábado. Tenemos nueve estaciones convenientes y tres instalaciones Park & Ride, además de muchas rutas coordinadas de Metro Bus para que el tren sea divertido y fácil. Ya sea que viaje al trabajo, la escuela, de paseo a lugares de interés o simplemente para disfrutar de una noche en la ciudad, MetroRail puede llevarlo allí.

### **Preguntas para promover la conversación:**

Son las siguientes afirmaciones (verdaderas) o (falsas):

- ¿Puedo usar (Trip planner) y (Google Transit) para planear mi viaje?
- ¿Está permitido comer dentro del autobús?
- ¿Puedo comprar boletos de autobús en línea?
- ¿Todos los niños viajan gratis?

Organization	Contact	Email	Interest	Mission
Amhiga Hispana	Liliana Beverido	<a href="mailto:lilibeberido@gmail.com">lilibeberido@gmail.com</a>	Transit Adventure/Presentation	Amhiga Hispana is a nonprofit organization born in Austin Texas that aims to empower and develop Spanish speaking women. We focus on the seven areas of holistic human development which include civic engagement, physical activity, emotional, spiritual, financial and intellectual development, and social networking.
Association of Latino Professionals In Finance and Accounting (ALPHA)	David Pena	<a href="mailto:david.pena@national.alpha.org">david.pena@national.alpha.org</a>	This organization did not respond to initial outreach completed by Súbete Austin. We do recommend followup by Capital Metro.	To empower and develop Latino men and women as leaders of character for the nation, in every sector of the global economy.
Business Exchange Network in Spanish	Ryan Melendez/Ricky Aviles	<a href="mailto:rmelendez@bbandt.com">rmelendez@bbandt.com</a>	This organization did not respond to initial outreach completed by Súbete Austin. We do recommend followup by Capital Metro.	BXN is a professional group that was formed to establish solid relationships and friendships. We do this by having fun at business and social networking events. Through these relationships, BXN is dedicated to helping each other grow one another's business by passing referrals within our expanding network.
Con Mi Madre	Karen Gonzalez	<a href="mailto:Karen@conmimadre.org">Karen@conmimadre.org</a>	Transit Adventure / Willing to promote free digital passes on facebook/ Learn about benefits of public transportation	To empower young Latinas and their mothers through educational and support services that increase preparedness, participation, and success in post-secondary education.
Economic Business Growth Incubator (EGBI)	Barbara Boeta	<a href="mailto:barbra.boeta@egbi.com">barbra.boeta@egbi.com</a>	Transit Adventure	We provide services to at risk youth in under-served communities to transform their entrepreneurial concepts into sustainable businesses that are drivers of economic growth.
El Buen Samaritano	Roxana Fuentes/ Isabel Bernal	<a href="mailto:rfuentes@elbuen.org">rfuentes@elbuen.org</a> / <a href="mailto:ibernal@elbuen.org">ibernal@elbuen.org</a>	Transit Adventure / Willing to promote free digital passes on facebook/ Learn about benefits of public transportation	Building healthy, resilient and vibrant communities by addressing the physical, social and emotional wellbeing of families.
Hispanic Alumni Network/Texas Exes	Casilda Clarich	<a href="mailto:casi@utexas.edu">casi@utexas.edu</a>	Transit Adventure	The mission of the Hispanic Alumni Network (HAN) is to connect Hispanic alumni, the Texas Exes and the Hispanic community on-campus. HAN provides advice and counsel regarding Hispanic alumni affairs to the Board of Directors and the President of the Texas Exes.
Hispanic Bar Association (HBAA)	Eliana Maruni	<a href="mailto:eliana@marurilaw.com">eliana@marurilaw.com</a>	This organization did not respond to initial outreach completed by Súbete Austin. We do recommend followup by Capital Metro.	To foster and encourage the involvement and interest of the Hispanic-American legal professional community in civic, professional, social, educational, charitable, governmental, and non-partisan political issues with a goal toward the betterment and enhancement of all members of the organization and the Austin area.
Hispanic Women's Network of Texas (HWNT)	Jessica Coronado	<a href="mailto:jessica.hwnt@gmail.com">jessica.hwnt@gmail.com</a>	Transit Adventure	HWNT's purpose is to promote the advancement of women in public, corporate and civic life through education, personal and professional development.
Las Comadres	Nora Comstock	<a href="mailto:nora.comstock@gmail.com">nora.comstock@gmail.com</a>	This organization did not respond to initial outreach completed by Súbete Austin. We do recommend followup by Capital Metro.	An informal internet-based group that meets monthly in many US cities to build connections and community with other Latinas.
National Association of Hispanic Real Estate Professionals (NAHREP)	Lise Lucci	<a href="mailto:lisereneLUCCI@gmail.com">lisereneLUCCI@gmail.com</a>	Transit Adventure	To advance sustainable Hispanic homeownership.
Prospanica	Andrew Castillo	<a href="mailto:drew@drewcastillo.com">drew@drewcastillo.com</a>	This organization did not respond to initial outreach completed by Súbete Austin. We do recommend followup by Capital Metro.	A non-profit organization dedicated to empowering the Hispanic community to achieve their full educational, economic, and social potential.
Society of Hispanic Professional Engineers	Omar Gomez	<a href="mailto:oogomez89@gmail.com">oogomez89@gmail.com</a>	Transit Adventure/ Willing to promote free digital passes on facebook/ Learn about benefits of public transportation	SHPEs mission is to changes lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support, and development.
The Greater Austin Hispanic Chamber of Commerce (GAHCC)	Luis Rodriguez/ Novert Morales	<a href="mailto:luisr@gahcc.org">luisr@gahcc.org</a>	Transit Adventure	To be the leading resource and advocate for the Hispanic business community.
Young Hispanic Professional Austin Association (YHPAA)	Shelly Cruz	<a href="mailto:scruz6436@gmail.com">scruz6436@gmail.com</a>	Transit Adventure	Our mission is to provide leadership and professional development opportunities for young Latino professionals to empower and connect with the Greater Austin community. We support and encourage higher education through scholarships and mentorship programs while providing resources to members for professional, community, and personal development.

# Transporte Público

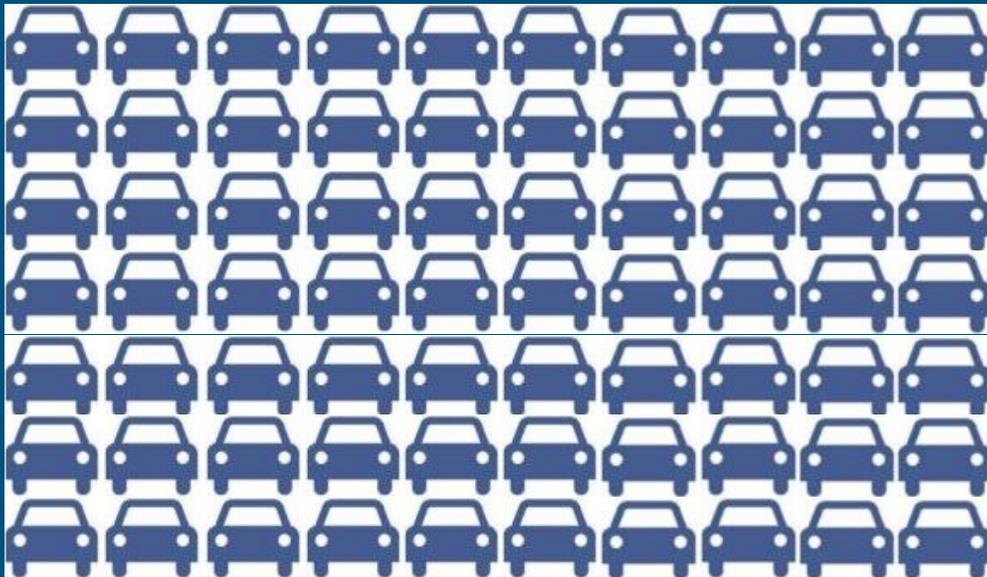
Programa de Liderazgo Hispano en Austin  
Grupo de Sostenibilidad del Medio Ambiente



# 66 horas.

El promedio de tiempo desperdiciado  
en tráfico en el año 2015.  
28 horas más que el año 2012

Austin es una de las 5 ciudades mas  
congestionadas en EEUU

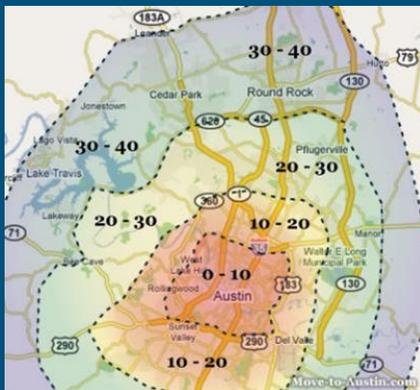


Si usted piensa que el tráfico es terrible AHORA...  
¡Se agregan 70 carros mas en Austin cada día!

## ¿Cómo podemos reducir la congestión?



70 personas al día:  
En autobus. En bicicleta. En carro.



¿Usted sabia? 16 millas  
(26 km) es el promedio  
de lo que viajamos para  
llegar al trabajo.

Calcule su viaje

Si usted dejaría de manejar 2 veces por semana se podría ahorrar...

\$18/día  
\$36/semana  
\$144/al mes  
\$1,728/año

Si usted dejaría de usar su carro 4 veces por semana se podría ahorrar...  
**\$3,456 al año**

# SE AHORRA

**Nearly \$4,000**  
in 1 year

**In 5 years that's \$20K**

**What**  
would you  
do with  
that much  
savings?

**\$0 DEBT**

The infographic features a vertical stack of icons on the right: a house, a graduation cap, a stack of money with '\$0 DEBT' written below it, and a person icon. On the left, there are stacks of green banknotes labeled '1 \$K'.



El promedio de CO<sub>2</sub> emitido por persona *cada año*



Viajar **2x semana** sin carro = **reduce**  
**emisiones 10%**

# Autobús eléctrico



# ¡Súbete Austin!



¡Le invitamos!

# ¿Dónde se compra boletos?

	SINGLE RIDE	REGULAR FARE	REDUCED FARE
<b>LOCAL</b>		\$1.25	60¢
	1 Day	\$2.50	\$1.25
	7 Day	\$11.25	NOT AVAILABLE
	31 Day	\$41.25	\$20.60
	<ul style="list-style-type: none"> <li>BUS ROUTES 1-99, 200-490</li> <li>UT SHUTTLES</li> <li>METRORAPID</li> <li>FLYER ROUTES 100-199</li> </ul>		
<b>COMMUTER</b>		\$3.50	\$1.75
	1 Day	\$7.00	\$3.50
	7 Day	\$27.50	NOT AVAILABLE
	31 Day	\$96.25	\$48.10
	<ul style="list-style-type: none"> <li>METRORAIL</li> <li>METROEXPRESS 935-990</li> <li>ALL LOCAL SERVICES</li> </ul>		
<b>ACCESS</b>		\$1.75	NOT AVAILABLE
	10-Ride Booklet	\$17.50	NOT AVAILABLE
	Monthly	\$46.50	NOT AVAILABLE



En el camión



En la tienda de tránsito (9th & Lavaca)



Estaciones de tren ligero



En línea: [capmetro.org](http://capmetro.org)



Aplicación CapMetro

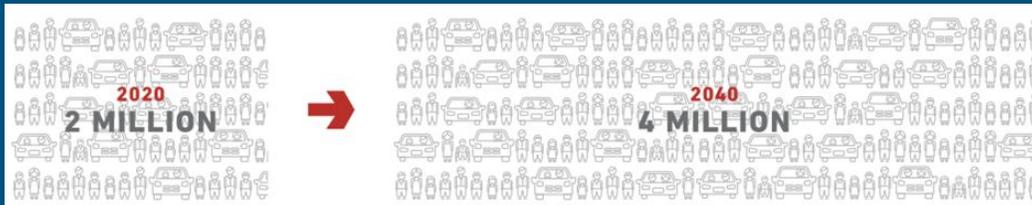


Supermercados



# Un desafío creciente

## Población de Austin

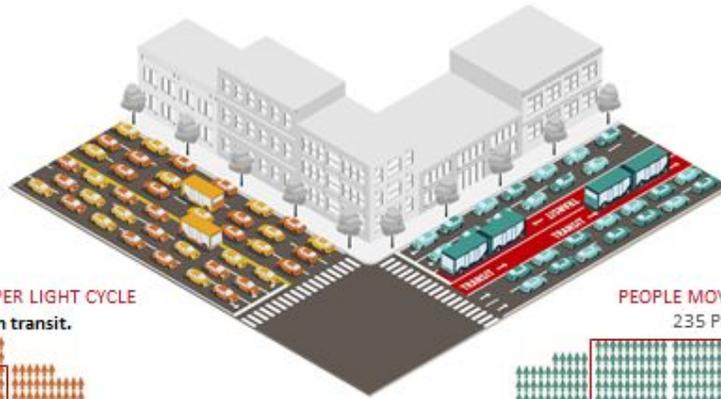


### LONG TERM VISION PLAN



# It's A Matter of Geometry

TRANSITWAYS



PEOPLE MOVED PER LIGHT CYCLE  
126 People - 80 in transit.



PEOPLE MOVED PER LIGHT CYCLE  
235 People - 204 in transit.



## ¡Súbete, Austin!

Presentado por el grupo de sostenibilidad del medio ambiente  
Programa de Liderazgo Hispano en Austin