

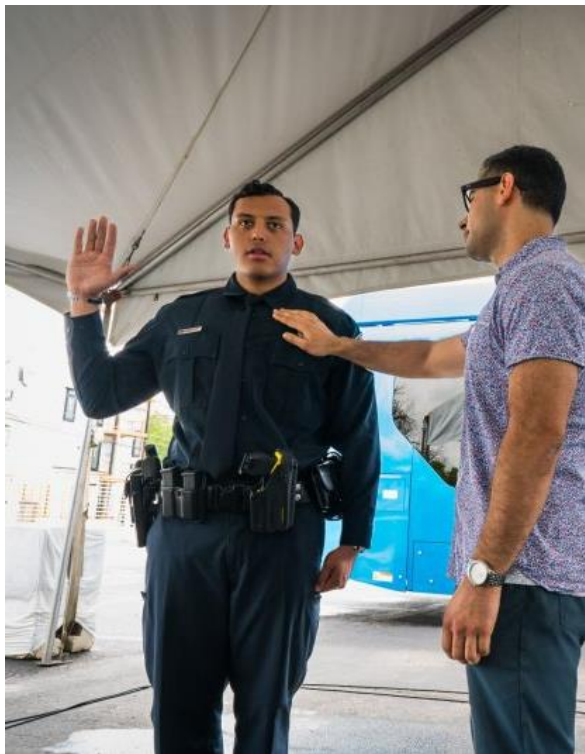
President's Report

April 2026



CapMetro in the Community

Frontline Graduation



Mobility Committee Ride





Strategic Plan 2030

Update

Our Critical Results for the Next Five Years



Reliable and Secure Service

Enhance service quality through reliability and security improvements



Increased Ridership

Increase ridership in the region



Fiscal Responsibility

Ensure fiscal responsibility guides all the organization's activities



Regional Significance

Work to make CapMetro a significant and integral component of transportation in the region

Customer Experience Hub

Strategic Plan 2030 | April 2026 Progress Update

What We Did

- Transitioned from Customer Satisfaction Survey to a CX Survey model in 2024
- Conducted qualitative research to identify rider pain points
- Identified three priority improvement areas: frequency/reliability, rule & fare enforcement, and the CapMetro App
- Launched public CX Hub at capmetro.org/cxhub sharing action plans and progress transparently
- Added new annual Pickup and Access surveys for 2026; all surveys currently underway

Streamline Customer & Community Feedback

Strategic Plan 2030 | April 2026 Progress Update

A – CRM Capabilities

On Track

Salesforce Service Cloud fully deployed for Customer Care. Email-to-Case in testing. 10+ additional CRM tools identified across departments.

B – Response Process

In Progress

Intake, triage, and response workflows defined within Customer Care. Cross-department standardization planned as CRM strategy is finalized.

C – Staff Guidance

Foundation Set

Guidance established for Customer Care, providing a strong foundation to expand across additional systems and departments.

D – Monitoring

Not Started

Reporting capabilities available in Salesforce. Baseline metrics and monitoring framework still to be defined.

Next: Align on CRM strategy (consolidate vs. integrate) | Deploy AI reporting | Cross-department process & guidance | Define baseline metrics



Customer Care

Total Contacts

14,695

Call Volume

12,805

Total Contact Volume

Up ~11.0%

Call Volume Driven By:

- Tap-to-Pay
- Ending Physical Cards
- Austin Events – SXSW, VP Visit, Austin FC Matches, Demonstrations



CEO Outreach & Engagement

Key Activities This Month



Thank You!

April 2026