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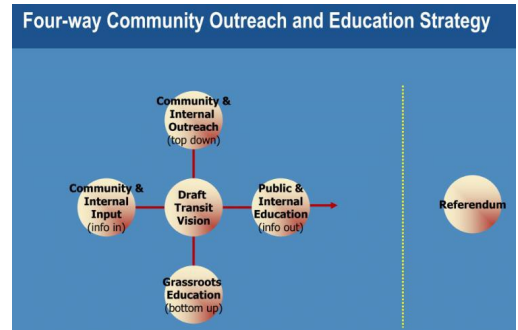
CASE STUDY: Capital Metro All Systems Go Campaign

CHALLENGE

Engage the greater Austin community to support Austin's first commuter rail line project.

SOLUTION

Rick L'Amie led a comprehensive, bilingual, eight-month public education and outreach campaign for Capital Metropolitan Transportation Authority in conjunction with an Environmental Assessment for Austin's first commuter rail line – an 11-mile corridor built on existing freight tracks. Using a four-pronged approach of grassroots support, public outreach, community input and public education, the campaign included paid and earned print, radio, TV and digital media, videos, website, social media, direct mail and more than 100 workshops, original campaign jingles from local musicians, open houses and meetings across the community.



RESULTS

A referendum for the project passed with 62% of the vote. The effort helped improved Capital Metro's reputation as transportation leader for the region. The innovative campaign earned the prestigious AdWheel Grand Award from the American Public Transportation Association.

