

CapTech and Public Transit

Serving Riders Through Transformation



Driving Innovation in Transportation

Transit agencies across the United States are experiencing reduced ridership and shifts in commuter behavior and expectations. Agencies are responding to these challenges by embarking on long overdue transformation journeys – reimagining their brands, incorporating innovative technologies, focusing on environmental impact, and attracting new categories of riders.

CapTech partners with transit agencies to provide solutions to their most urgent challenges. Our solutions include change and creative analysis support to ensure a successful implementation in an agency environment. We align with each agency's vision, developing strategies that strengthen their brand, achieve sustainability goals, and attract new riders.

Public Services Expertise

1. Strategy Assessment and Transformation
2. Citizen Experience
3. Data and Analytics
4. Solution Development and Integration
5. Branded Digital Experiences
6. Custom Application Development
7. Change Acceleration

Transportation Expertise

1. Public Transit
2. Departments of Motor Vehicles
3. Transportation Strategy and Analytics
4. Sustainability

Specialty Services



Enhanced Citizen Experience

We simplify and re-orient technology to effectively build trust and meet expectations across communities.

- Gain insights to better understand rider and non-rider behavior.
- Simplify processes, rules, and applications for easier journey planning.
- Design interactions around how citizens and stakeholders utilize services.



Strategy Assessment and Transformation

We provide our clients with digital technologies and modern solutions that better serve customers and employees.

- Develop strategies that improve experience and achieve long-term goals.
- Accelerate change with intention.
- Create a culture that organizes around outcomes.
- Design forward-thinking strategies that adapt, build, and evolve with technology.



Agencies as a Brand

We provide transit agencies with user-friendly, branded web and mobile customer experiences that invite locals and visitors to engage meaningfully and choose public transportation.

- Rebuild brand identity, giving agencies a distinct look and feel to drive emotional connections.
- Engage citizens more meaningfully and increase customer loyalty.
- Provide a digital experience that matches how well agencies know the people in their communities.

Client Success Spotlight



Since the start of the pandemic, public transportation organizations have seen a decrease in ridership. The Southeastern Pennsylvania Transportation Authority (SEPTA) engaged CapTech to reimagine its mobile app to create a seamless, user-friendly digital experience intended to increase customer satisfaction and attract new riders. The team conducted citizen experience research and used the findings to inform the development of a mobile app.

The next mobile app:

- Improves success rates for completing tasks that are most important to riders, like schedule information, service alerts, safety reporting, and fare payments.
- Utilizes GPS technology to pinpoint users' exact location, enabling quick identification of the nearest transportation stations or stops.
- Uses a Mobility as a Service (MaaS) framework to integrate trip planning, real-time data, and payment features into a single digital platform.
- Provides a fully customized and branded experience that allows users to customize their preferences, favorite routes, and notification options.
- Incorporates SEPTA Metro language and design for an integrated physical and digital experience.

Let's do next together.

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For over 20 years, CapTech has been a trusted partner of state government agencies and public sector entities. From small-scale strategic assessments to large-scale systems modernization efforts, our consultants have successfully delivered for over 45 state government agencies. We have seen first-hand the power technology has to transform the public sector, for citizens and employees alike.

CapTech®

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