PLANNING, OPERATIONS AND MARKETING COMMITTEE WORKING SESSION
MONDAY MAY 13, 2019 4:00 P.M.
OR IMMEDIATELY FOLLOWING THE COMPLETION OF THE COMMUTER RAIL COMMITTEE MEETING
PLANNING, OPERATIONS & MARKETING COMMITTEE
WORKING SESSION
MONDAY MAY 13, 2019 4:00 P.M.
OR IMMEDIATELY FOLLOWING THE COMPLETION OF THE COMMUTER RAIL COMMITTEE MEETING

Fort Worth Central Station
Downtown Fort Worth
1001 Jones Street, 2nd Floor Community Room
Fort Worth, Texas 76102

Committee Members:
Ray Taylor – Chairman
Teresa Ayala
Jeff Davis
Alan Hooks
Jeff King

Staff Support:
Linda Thornton, Marketing/Communications
Detra Whitmore, Administration
Carrie Weir, Facilities

A. CALL TO ORDER

B. UPDATES

1. April 2019 Marketing & Communications Report
   Linda Thornton
2. Transit Updates / Initiatives
   Detra Whitmore

C. ACTION ITEMS

1. POM2019-23 Facility Re-Keying Services
   Carrie Weir

D. OTHER BUSINESS

E. NEXT MEETING
   MONDAY, JUNE 17, 2019 @ 4:00 pm

F. ADJOURN

This facility is wheelchair accessible.
For accommodations for hearing or sight interpretive services, please contact Kelli Shields 48 hours in advance at 817.215.8972.
PLANNING, OPERATIONS & MARKETING COMMITTEE
INFORMATION ITEM

Item: April 2019 Marketing & Communications Report

Meeting Date: May 135, 2019

Linda Thornton, Vice President, Marketing & Communications will give an update on Marketing & Communications.
MARKETING CAMPAIGN LAUNCH: TEXRAIL #SEESPIKE AD CAMPAIGN
GOAL: RAISE AWARENESS OF 65 PERCENT OF TARRANT COUNTY RESIDENTS OF THE INCREASE IN FREQUENCY OF TEXRAIL SCHEDULE IN JULY 2019
GOAL: ACHIEVE DAILY AVERAGE OF 3,000 RIDES BY END OF 3Q

More than 200,000 customers have ridden TEXRail, averaging ~1,900 daily rides from Jan. 10 through April 25, 2019. While we didn’t achieve our goal of an average daily ridership of 3,000 by end of Q1, we identified the top four boarding stations, Fort Worth T&P Station, Fort Worth Central Station, Grapevine/Main Street Station, and DFW Airport Terminal B Station, and these stations continue to show consistent ridership and boardings.

The #seespike campaign has two primary goals:
- Raise awareness of the upcoming increase in frequency and change behavior to adopt usage of the rail line, increasing average daily ridership.
- The campaign will consist of targeted social media ads to raise interest in learning more about the train’s technologies and history, through photos and video aligned with the 150th anniversary of the Golden Spike and Stadler’s grand opening. The culmination will be the train’s appearance in Fort Worth. We will promote giveaways through a #seespike contest to promote local engagement, and we’re also aligning public relations efforts to ensure awareness.

UPDATE: TEXRAIL #TIMETOTRAIN CAMPAIGN

The TEXRail #TimeToTrain campaign earned a platinum Hermes Creative Award. This international competition honors creativity and is administered and judged by the Association of Marketing and Communication Professionals. Entries receiving scores between 90-100 points earn platinum, entries with 80-89 points earn gold and entries scoring from 70-79 receive honorable mention recognition. The top 15 percent of 6,000 entries earn platinum recognition.
UPDATE: TRINITY METRONOMICS
GOAL: ACHIEVE 40 PERCENT OPEN RATE BY JUNE 2019

In April, 445 stakeholders received Trinity Metronomics. This edition featured the new TRE Link, which Trinity Metro is providing in partnership with DFW International Airport and Dallas Area Rapid Transit (DART).

Unique opens increased slightly in April with an open rate of ~26 percent vs. 24 percent in March. The click through rate (CTR) increased to ~10 percent from ~9 percent.

UPDATE: GOVDELEIVERY SUBSCRIBER BASE
GOAL 1: INCREASE SUBSCRIBER BASE FROM 3,030 TO 6,060 BY JULY 31, 2019, FOR A 50 PERCENT INCREASE – GOAL MET IN DECEMBER 2018
GOAL 2: INCREASE SUBSCRIBER BASE FROM 6,060 TO 12,120 BY JULY 31, 2019, FOR A 50 PERCENT INCREASE

In April, 10 messages resulted in more than 61,000 views from 11,964 subscribers. Our average email open rate was 25 percent, (compared to the national average open rate of 18 percent), and our average click through rate (CTR) was 2.4 percent compared to the national average CTR for transportation of 2 percent.*

*According to Data & Marketing Association’s Email Benchmarking Report 2018

UPDATE: CITY OF FORT WORTH TRANSIT STUDY
GOAL: ACTIVELY PARTICIPATE AND ASSIST WITH OUTREACH IN THE CITY OF FORT WORTH’S STUDY, WHICH WILL DETERMINE TRANSIT OPTIONS FOR THE CITY

Trinity Metro is partnering with the City of Fort Worth to promote the city’s transit study, led by consultant NelsonNygaard. We will be wrapping the project bus with the design you see below, which will be equipped with survey laptops. Along with this community outreach, the city has also launched a website, www.transitmovesfortworth.com. Information and dates for public meetings are posted here.
UPDATE: DASH INVESTOR “MEET AND GREET”
GOAL 1: POSITIVELY INFLUENCE THE INVESTORS ABOUT THE DASH SERVICE
GOAL 2: INFORM MEDIA OF EXTENSIVE TESTING OF DASH BUSES IN THE NEXT FOUR MONTHS
GOAL 3: ATTRACT TWO NEW COMMUNITY INVESTORS FOR THE PREMIUM SERVICE

Trinity Metro will take delivery of four electric buses in May and June 2019. Funds were contributed for the buses by the Regional Transportation Council, and grass roots fundraising efforts will contribute to about 25 percent of the operating costs of the buses. This premium service will connect Fort Worth’s cultural district with the downtown area.

Trinity Metro will host a “meet and greet” and sneak preview for Dash investors, as an expression of appreciation. Subject matter experts from New Flyer will attend, and we will take this opportunity to inform the media about extensive test runs prior to service launch, which will be Sept. 22, 2019.

Tests runs and plans for the launch event will begin in June 2019.

UPDATE: MAIN STREET ARTS FESTIVAL CAMPAIGN. SEE ART THE RAIL WAY. SEE ART THE WHEEL WAY. SEE ART THE WHOLE WAY.
GOAL 1: 700,000 IMPRESSIONS – 742,614 IMPRESSIONS, GOAL EXCEEDED
GOAL 2: INCREASE FOLLOWERS ON INSTAGRAM BY 10 PERCENT – ADDED 141 NEW FOLLOWERS FOR A 10 PERCENT INCREASE, GOAL ACHIEVED
GOAL 3: INCREASE SYSTEM RIDERSHIP BY 10 PERCENT DURING THE FESTIVAL - RIDERSHIP INCREASED 9.1 PERCENT – GOAL NOT ACHIEVED
GOAL 4: BENCHMARK SOCIAL MEDIA ENGAGEMENT FOR MSAF POSTS

During the Main Street Fort Worth Arts Festival 2019, Trinity Metro created a new experience along 9th Street for festival goers using public transportation from Fort Worth Central Station. With two blocks of banners, colors and fun activities, we created a gateway to the festival for customers arriving at Fort Worth Central Station via TEXRail, TRE or fixed route buses. Bright signage identified the way to the festival and, along the route, customers could participate in one of four activity stations: Selfie Central, Fly Zone, Creation Station and Scratch Art Stop. This will be a three-year campaign, which shaves production costs by two thirds from previous years.
COMMUNICATIONS

PAID MEDIA: GET ON BOARD DAY CAMPAIGN
GOAL: POSITIVELY INFLUENCE NORTH TEXANS TO TRY TRANSIT FOR ONE DAY

Sponsored by the American Public Transportation Association (APTA), Trinity Metro joined with DART and Denton County Transportation Authority (DCTA) to promote public transit on April 25. Trinity Metro purchased an ad in the Sunday, April 21 edition of the Fort Worth Star Telegram and paid to feature ads on their website, which garnered 325,000 impressions.

Ridership on this date for Trinity Metro increased from 21,775 to 24,417.

EARNED MEDIA
TEXRail was featured in El Lider USA: Fort Worth’s Cook Children’s Medical Center, North Tarrant Express and TEXRail Commuter Rail named among the best construction projects of 2018.

Jon-Erik “AJ” Arjanen was featured in several publications:

Progressive Railroading: Trinity Metro appoints Arjanen rail COO.

Mass Transit: Trinity Metro names vice president and COO for rail.

Dallas Innovates: Trinity Metro taps Arjanen as VP, chief operating officer for rail.

Fort Worth Business Press: Trinity Metro names vice president & COO for rail.

The TRE Link was featured in Progressive Railroading: Trinity Railway Express creates bus link to DFW Airport.

Wayne Gensler, vice president and chief operating officer of bus and paratransit, was quoted in a story on WBAP news radio: New TRE bus service takes passengers from CentrePort stop to DFW Airport.

The TRE Link was featured on NBC 5: New shuttle service connects travelers to DFW Airport.

The TRE Link was featured in a Fort Worth Business Press article: Trinity Metro rolling out new shuttle to DFW Airport.

A Progressive Railroading article mentioned TEXRail: Passenger-rail systems step up the pace to replace their aging fleets.
TEXRail was mentioned in a Progressive Railroading article: [DART selects Jacobs as design consultant for Cotton Belt rail project](#).

TEXRail and public transportation were featured in a Star-Telegram article about council candidates: [Meet the candidates for Fort Worth City Council District 5](#).

TEXRail was mentioned in a Fort Worth Star-Telegram article: [Hickenlooper brings message of regional growth to Fort Worth](#).

A Fort Worth Business Press article mentioned TEXRail as a Trailblazer award winner: [Downtown Fort Worth annual meeting features awards, Democratic presidential hopeful](#).

TEXRail, Trinity Railway Express and Trinity Metro buses were featured in a Fort Worth Business Press article as options for traveling to the downtown festival: [Tips to make Main Street Arts Festival even more fun!](#).

TEXRail was included in a WFAA story about families traveling to the NCAA basketball tournament: [“We were coming no matter what”: The North Texas families with sons in the Final Four](#).

WBAP mentioned Trinity Railway Express in a story about the renaming of a station: [Dallas Union Station becomes Eddie Bernice Johnson Union Station](#).

President Bob Baulsir was quoted in a Fort Worth Business Press article: [Council report: Trinity Metro transit initiatives report presented](#).

Trinity Metro was mentioned in TCU 360, the university’s student publication: [Mayoral candidates talk transportation, education, discrimination in Fort Worth](#).

**SOCIAL MEDIA**

Facebook garnered more than 180 new followers in the last four weeks, an increase of more than 85 percent compared to March 2019. Impressions totaled more than 92,000 and engagement was down slightly.

On Twitter, impressions for April totaled more than 87,600, an increase of 62 percent from previous month.

**OWNED MEDIA: RIDETRINITYMETRO.ORG**

During April, website traffic showed a 9-percent decrease to 37,440 visitors. Of our website visitors, ~58 percent reached us on mobile devices, ~35 percent used a desktop computer, and ~6 percent accessed our site with a tablet.

In preparation for redesigning the Trinity Metro website, we organized a user focus group to test specific parts of the website and to gain insight into issues visitors may encounter. The focus group also provided feedback about which tools are easy to access and what they liked about the website. To further our research, a survey will begin on May 15 to collect additional data.

**OUTREACH**

**COMMUNITY OUTREACH**

The team presented Transit 101 to various neighborhood associations during April, including:
- African American Health Expo (150)
- Alexandra Meadows Homeowners Association (10)
• American Association of University Women (32)
• Ben E. Keith EasyRide + Transit 101 (10)
• City of Fort Worth Community Engagement Team Transit Update
• North Side Neighborhood Association Transit 101 (16)
• Woman’s Club of Fort Worth Transit 101 (26)
• Workforce Solutions Hospitality Job Fair (101 job seekers with 17 employers)

Additionally, we exhibited at the TCC Southeast campus Arbor Day celebration to promote environmental benefits of riding public transit.

TRINITY METRO

Operation Lifesaver: May 2018 - May 2019

Fort Worth
Grapevine
NRH
Haltom City
Colleyville
Hurst

Trinity Metro has educated 3,671 people about rail safety in a 1-year span.

EASYRIDE | B2B OUTREACH

The team welcomes Cequila Greer as our new sales and business outreach manager. Greer comes to us from the American Heart Association, where she successfully deployed behavioral change campaigns. For us, she will take charge of our corporate sales program, with the goal of expanding participation in the program.

Initial EasyRide onboarding will occur in May with new participating organizations, the City of Grapevine and DFW Airport.

Approved by:

LINDA LD THORNTON, VR MARKETING/COMMUNICATIONS

DATE
5/7/19
PRESIDENT | CEO
ACTION ITEM
PLANNING, OPERATIONS & MARKETING COMMITTEE

ACTION ITEM

Item Number: POM2019-23  Meeting Date: May 13, 2019
Item Title: Facility Re-Keying Services

BACKGROUND

Currently, Trinity Metro’s facilities have over 450 doors with a variety of locking equipment, including key cores, key boxes, door closing equipment and master keys. The majority of the door locking equipment was manufactured by Schlage and was installed in 1996 and 2001. As Trinity Metro has grown, the hierarchy of master and sub-master keys and key cores have become outdated and ineffective when controlling the security risks for duplicate keys, the software on the key boxes is outdated and the key boxes are not large enough.

This project will establish a contract with a supplier who can provide comprehensive key control software, provide new key boxes and install new key cores. The supplier will also assist Trinity Metro with developing a key control system to provide appropriate door access that will also reduce the risk of losing or duplicating keys.

The facility locations considered for updating the door locking equipment include:

1. Herschel R. Payne Complex (HRP) (1600 East Lancaster, Fort Worth, TX 76102)
2. Building Maintenance (1601 East El Paso, Fort Worth, TX 76102)
3. Bus Shop (1601 East El Paso, Fort Worth, TX 76102)
4. Body/Small Vehicle Shop (1601 East El Paso, Fort Worth TX 76102)
5. Guard Shack (1601 East El Paso, Fort Worth TX 76102)
6. Shelter cleaner closet, 1600 East Lancaster Avenue, Fort Worth, TX 76102)
7. Pine Street (2304 Pine Street, Fort Worth, TX 76102)
8. Fort Worth Central Station (1001 Jones Street, Fort Worth, TX 76102)
9. Texas & Pacific Building and Tunnel (221 West Lancaster Avenue, Fort Worth, TX 76102)
10. 801 Grove Street (801 Grove Street, Fort Worth, TX 76102)
11. TEXRail Equipment Maintenance Facility (3801 TEXRail Drive, Fort Worth, TX 76137) – (Optional location)

PROCUREMENT

In accordance with Trinity Metro’s Procurement Policy, a Request for Proposal (RFP19-T024) for the sourcing, installation, and maintenance of a security key system, software, security key boxes, and door locking equipment was issued and advertised on the Trinity Metro’s website on January 16, 2019.
Three firms submitted proposals that were responsive, responsible, and in compliance with the proposal requirements. Firms submitting proposals included Alpha Lock Security, Michael's Keys, Inc. and Martin Locksmith, Inc.

An evaluation committee of Trinity Metro staff reviewed the proposals and interviewed each of the firms for industry qualification and experience (20 points), qualifications and experience of personnel (30 points), products offered (20 points), DBE participation (10 points) and pricing (20 points).

The committee rated Michael's Keys Inc. as the best value with higher evaluation points in the selection categories.

Trinity Metro's Procurement Department has followed procurement policy with the Request for Proposal and is compliant with all applicable federal, state, and Trinity Metro procurement requirements.

**DBE**

A Disadvantaged Business Enterprise (DBE) Goal of 10% was established for this solicitation. Michael's Keys, Inc. will be performing this work without the use of subcontractors. Additionally, Michael's Keys is a State of Texas certified woman-owned Historically Underutilized Business (HUB).

**FINANCING**

Funds are available in Trinity Metro's FY2019 Capital Budget to finance this capital project

**RECOMMENDATION**

We request that the Planning, Operations and Marketing Committee recommend to Trinity Metro's Board of Directors to authorize the President/Chief Executive Officer to enter into a three-year contract with two one-year extensions with Michael's Keys Inc. for a total contract not-to-exceed amount of $90,000.

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Approved by:  

Carrie Weir  
05/07/2019  

CARRIE WEIR, DIRECTOR OF FACILITIES  
DATE  
PRESIDENT/CEO

TRINITY METRO