

PLANNING, OPERATIONS & MARKETING COMMITTEE

WORKING SESSION

MONDAY FEBRUARY 10, 2020 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:

Nick Genua - Chairman
Teresa Ayala
Stephen Baldwin
Charles Edmonds
Alan Hooks
Ray Taylor

Staff Support:

Melissa Chrisman, Marketing/Communications
Wayne Gensler, Operations
Kiran Vemuri, Planning
Detra Whitmore, Customer Relations
Phil Dupler, Planning

A. CALL TO ORDER

Nick Genua

B. UPDATES

1. Operations Report
2. Ridership Report
3. Customer Relations Report
4. Marketing Report

Wayne Gensler
Kiran Vemuri
Detra Whitmore
Melissa Chrisman

C. ACTION ITEMS

- | | | |
|---------------|---|------------------|
| 1. POM2020-08 | Advertising Policy and Guidelines | Melissa Chrisman |
| 2. POM2020-09 | Dallas/Fort Worth Airport (DFW) Advertising for TEXRail | Melissa Chrisman |
| 3. POM2020-10 | Bus Rapid Transit – Concept Development and Sketch Planning | Kiran Vemuri |
| 4. POM2020-11 | Title VI Program and Report | Phil Dupler |

D. OTHER BUSINESS

E. NEXT MEETING

MONDAY, MARCH 16, 2020

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.