PLANNING, OPERATIONS AND MARKETING COMMITTEE WORKING SESSION
MONDAY FEBRUARY 10, 2020 4:00 P.M.
OR IMMEDIATELY FOLLOWING THE COMPLETION OF THE COMMUTER RAIL COMMITTEE MEETING
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

B. UPDATES

1. Operations Report
   Wayne Gensler

2. Ridership Report
   Kiran Vemuri

3. Customer Relations Report
   Detra Whitmore

4. Marketing Report
   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.

TRINITY METRO™
Wayne Gensler, Chief Operating Officer / Vice President of Bus and Paratransit, will present an update on Operations.
Operations Report
December 2019

Wayne Gensler
Chief Operating Officer/Vice President of Bus and Paratransit
February 10, 2020
On-Time Performance

<table>
<thead>
<tr>
<th>Month</th>
<th>Fixed Route</th>
<th>ACCESS</th>
<th>Goal-88%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 18</td>
<td>91%</td>
<td>83%</td>
<td>60%</td>
</tr>
<tr>
<td>Jan 19</td>
<td>97%</td>
<td>84%</td>
<td>70%</td>
</tr>
<tr>
<td>Feb 19</td>
<td>96%</td>
<td>85%</td>
<td>80%</td>
</tr>
<tr>
<td>Mar 19</td>
<td>96%</td>
<td>86%</td>
<td>90%</td>
</tr>
<tr>
<td>Apr 19</td>
<td>92%</td>
<td>86%</td>
<td>90%</td>
</tr>
<tr>
<td>May 19</td>
<td>96%</td>
<td>87%</td>
<td>90%</td>
</tr>
<tr>
<td>Jun 19</td>
<td>92%</td>
<td>86%</td>
<td>90%</td>
</tr>
<tr>
<td>Jul 19</td>
<td>92%</td>
<td>86%</td>
<td>90%</td>
</tr>
<tr>
<td>Aug 19</td>
<td>92%</td>
<td>82%</td>
<td>90%</td>
</tr>
<tr>
<td>Sep 19</td>
<td>92%</td>
<td>81%</td>
<td>90%</td>
</tr>
<tr>
<td>Oct 19</td>
<td>92%</td>
<td>76%</td>
<td>90%</td>
</tr>
<tr>
<td>Nov 19</td>
<td>90%</td>
<td>82%</td>
<td>90%</td>
</tr>
<tr>
<td>Dec 19</td>
<td>88%</td>
<td>85%</td>
<td>90%</td>
</tr>
</tbody>
</table>

Higher is better
Miles Between Road Calls

- Fixed Route
- ACCESS
- Fixed Route Goal--10,200
- ACCESS Goal--12,000

Higher is better
Preventable Major Collisions per 100K Miles

Lower is better

Dec 18  Jan 19  Feb 19  Mar 19  Apr 19  May 19  Jun 19  Jul 19  Aug 19  Sep 19  Oct 19  Nov 19  Dec 19

Fixed Route  ACCESS  Goal--0.40  Goal--0.15
Preventable Collisions per 100K Miles
Non-Preventable Events per 100K Miles

[Bar chart showing non-preventable events per month from December 2018 to December 2019. The chart shows the events on the y-axis and the months on the x-axis. Two categories are displayed: Fixed Route and ACCESS. The data points range from 0.00 to 10.11 events per 100K miles.]
Kiran Vemuri, Senior Director of Planning, will present the Ridership Report.
Ridership Report
December 2019

Kiran Vemuri
Senior Director of Planning
February 10, 2020
Ridership Report—Systemwide

FY19 YTD Ridership: 1,890,552
FY20 YTD Ridership: 2,109,775

<table>
<thead>
<tr>
<th>Weekdays</th>
<th>Dec 2018</th>
<th>Dec 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Saturday</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Sunday</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>
Ridership—Fixed Route

Dec 2018 Dec 2019
Weekdays 21 22
Saturday 5 4
Sunday 5 5

FY19 YTD Ridership: 1,246,551  
FY20 YTD Ridership: 1,286,021
TRE Monthly Ridership

<table>
<thead>
<tr>
<th></th>
<th>Dec 2018</th>
<th>Dec 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekdays</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Saturday</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Sunday</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

FY19 YTD Ridership: 497,372
FY20 YTD Ridership: 524,275
TEXRail Ridership

Feb -19: 32,998
Mar -19: 39,031
Apr -19: 33,589
May -19: 35,878
Jun -19: 39,154
Jul -19: 41,943
Aug -19: 42,637
Sep -19: 43,757
Oct -19: 44,741
Nov -19: 51,217
Dec -19: 55,000
Ridership—ACCESS

<table>
<thead>
<tr>
<th>Weekdays</th>
<th>Dec 2018</th>
<th>Dec 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Saturday</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Sunday</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

FY19 YTD Ridership: 89,738
FY20 YTD Ridership: 84,609
Ridership—Other Services

FY19 YTD Ridership: 56,914
FY20 YTD Ridership: 76,969
Revenue—Fixed Route

FY19 YTD Revenue: $1,773,154
FY20 YTD Revenue: $1,610,636
Revenue—ACCESS

FY19 YTD Revenue: $294,777
FY20 YTD Revenue: $290,929

Weekdays | Dec 2018 | Dec 2019
---|---|---
21 | 22
Saturday | 5 | 4
Sunday | 5 | 5
## Summary

<table>
<thead>
<tr>
<th></th>
<th>Bus</th>
<th>ACCESS</th>
<th>TRE</th>
<th>TEXRail</th>
<th>System-Wide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recovery Ratio YTD</td>
<td>15.11%</td>
<td>8.71%</td>
<td>14.60%</td>
<td>2.09%</td>
<td>11.29%</td>
</tr>
<tr>
<td>Average Fare per</td>
<td>$1.25</td>
<td>$3.41</td>
<td>$2.78</td>
<td>$0.78</td>
<td>$1.52</td>
</tr>
<tr>
<td>Boarding YTD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Detra Whitmore, Vice President of Customer Experience, will present an update on Customer Relations.
Customer Relations Report
January 2020

Detra Whitmore
Vice President of Customer Experience
February 10, 2020
By The Numbers

CUSTOMER CARE CALLS

BY THE NUMBERS

FY2018
FY2019
FY2020

TRINITY METRO

19
Customer Satisfaction

Top Customer Commendations

- Helpful Driver – Fixed Route
- Helpful Rep – Customer Care
- Kind Driver - ACCESS
- Helpful Driver – ACCESS

Commendations

- November: 3 Customer Care, 1 ACCESS, 1 Fixed Route
- December: 2 Customer Care, 5 ACCESS, 2 Fixed Route
- January: 2 Customer Care, 2 ACCESS, 4 Fixed Route
Customer Satisfaction

Top Customer Complaints

- Late Bus
- Passed by passenger at stop
- Late ACCESS pick ups
- Rude Driver – Fixed Route

Complaints

- November
  - TEXRail: 1
  - ACCESS: 29
  - Fixed Route: 91

- December
  - TEXRail: 0
  - ACCESS: 23
  - Fixed Route: 53

- January
  - TEXRail: 1
  - ACCESS: 57
  - Fixed Route: 77

332 +16
Customer Relations

ADOPT-A-STOP INITIATIVE

Adopted Stops

FY2017: 12
FY2018: 22
FY2019: 21
FY2020: 15

Goal: +3

TRINITY METRO™
Customer Relations

ONBOARD SURVEYS - January

Are the drivers helpful and professional?

- Very Dissatisfied: 2.6%, 3%
- Dissatisfied: 10.8%, 11%
- Neutral: 38.7%, 39%
- Satisfied: 5.5%, 5%
- Very Satisfied: 45.3%, 45%

Are bus stops/stations conveniently located near your home or destination?

- Very Dissatisfied: 1.2%, 1%
- Dissatisfied: 3.8%, 4%
- Neutral: 34.9%, 35%
- Satisfied: 56.7%, 57%
- Very Satisfied: 3.5%, 3%

Does your bus operate on days/times that you need it?

- Very Dissatisfied: 5.5%, 5%
- Dissatisfied: 1.2%, 1%
- Neutral: 28.9%, 29%
- Satisfied: 59.5%, 59%
- Very Satisfied: 5.3%, 5%

How likely are you to recommend transit to a friend or family?

- Very Dissatisfied: 1.5%, 1%
- Dissatisfied: 5.5%, 5%
- Neutral: 37.8%, 38%
- Satisfied: 54.1%, 54%
- Very Satisfied: 1.2%, 1%

Goal
4 Routes per Month

345 Surveys Completed
Routes: 6, 21, 25, 26
Customer Relations

Goal
4 Routes per Month

ONBOARD SURVEYS- January (cont’d)

If there are route changes, how easy is it to get information?

- Very Dissatisfied: 3.5, 3%
- Dissatisfied: 10.5, 10%
- Neutral: 44.8, 45%
- Satisfied: 35.8, 36%
- Very Satisfied: 5.5, 5%

Do you usually arrive at your destination on time?

- Very Dissatisfied: 2.6, 3%
- Dissatisfied: 2.9, 3%
- Neutral: 10.8, 11%
- Satisfied: 48.8, 49%
- Very Satisfied: 34.9, 35%

Do you feel comfortable and safe at the bus stop?

- Very Dissatisfied: 3.5, 4%
- Dissatisfied: 3.2, 3%
- Neutral: 42.4, 42%
- Satisfied: 40.7, 41%
- Very Satisfied: 10.2, 10%

Is it easy to get information about bus service?

- Very Dissatisfied: 3.2, 3%
- Dissatisfied: 4.1, 4%
- Neutral: 7.8, 8%
- Satisfied: 48.8, 49%
- Very Satisfied: 36, 36%
PLANNING, OPERATIONS & MARKETING COMMITTEE
INFORMATION ITEM

**Item:** January 2020 Marketing & Communications  
**Meeting Date:** February 10, 2020

Melissa Chrisman, Vice President of Marketing & Communications, will present an update on Marketing & Communications.
## PLANNING, OPERATIONS & MARKETING COMMITTEE
### INFORMATION ITEM

**Item Number:** Marketing & Communications Update  
**Meeting Date:** February 10 2020

### PAID MEDIA – NEW

<table>
<thead>
<tr>
<th>CAMPAIGN NAME:</th>
<th>DASH TO DICKIES ARENA/FORT WORTH STOCK SHOW &amp; RODEO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TIMEFRAME:</strong></td>
<td>JANUARY 2020 – FEBRUARY 2020</td>
</tr>
<tr>
<td><strong>RIDERSHIP GOAL 1:</strong></td>
<td>200 AVERAGE DAILY RIDES DURING THE FWSSR</td>
</tr>
<tr>
<td><strong>BENCHMARK:</strong></td>
<td>171 AVERAGE DAILY RIDES IN DECEMBER 2019</td>
</tr>
<tr>
<td><strong>RESULTS TO DATE:</strong></td>
<td>258 AVERAGE DAILY RIDES FROM JAN. 17 TO JAN. 29</td>
</tr>
<tr>
<td><strong>GOAL EXCEEDED IN THE FIRST 11 DAYS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>RIDERSHIP GOAL 2:</strong></td>
<td>300 RIDES FOR THE COWBOYS OF COLOR RODEO</td>
</tr>
<tr>
<td><strong>BENCHMARK:</strong></td>
<td>171 AVERAGE DAILY RIDES IN DECEMBER 2019</td>
</tr>
<tr>
<td><strong>RESULTS FINAL:</strong></td>
<td>399 RIDES ON JAN. 20, THE DATE OF THE RODEO</td>
</tr>
<tr>
<td><strong>GOAL EXCEEDED BY 99 RIDES</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TACTICS:</strong></td>
<td>PRINT, PAID SOCIAL, EMAIL MARKETING</td>
</tr>
</tbody>
</table>

Dash to the Fort Worth Stock Show & Rodeo video ad results:  
849 ad engagements, 1,302 ad clicks, 5,623 ad impressions, 8,640 ad reach.

Cowboys of Color Rodeo ad results: 11,884 ad  
engagements, 378 ad clicks, 43,353 ad  
impressions, 22,776 ad reach.
### PAID MEDIA – NEW

**CAMPAIGN NAME:** NEW YEAR’S RESOLUTIONS/TRY SOMETHING NEW

<table>
<thead>
<tr>
<th>TIMEFRAME:</th>
<th>JANUARY 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>RIDERSHIP GOAL:</td>
<td>708,849 SYSTEMWIDE RIDES IN JANUARY 2020</td>
</tr>
<tr>
<td>BENCHMARK:</td>
<td>708,849 SYSTEMWIDE RIDES IN JANUARY 2019</td>
</tr>
<tr>
<td>RESULTS TO DATE:</td>
<td>663,659 SYSTEMWIDE RIDES TO DATE IN JANUARY 2020</td>
</tr>
<tr>
<td>SECONDARY GOAL:</td>
<td>500 AD ENGAGEMENTS, 1,000 AD CLICKS, 10,000 AD IMPRESSIONS</td>
</tr>
<tr>
<td>RESULTS FINAL:</td>
<td>68,641 AD ENGAGEMENTS, 1,385 AD CLICKS, 212,948 AD IMPRESSIONS</td>
</tr>
</tbody>
</table>

**GOALS EXCEEDED**

**TACTICS:** PAID SOCIAL MEDIA

---

**Intro Post ad results:** 63,459 ad engagements, 109,439 ad reach, 187,083 ad impressions, 1,167 ad clicks.

**The Dash Still ad Results:** 18 ad engagements, 144 ad reach, 173 ad impressions, 17 ad clicks.
# PAID MEDIA – UPDATE

<table>
<thead>
<tr>
<th>CAMPAIGN NAME:</th>
<th>MERCANTILE ZIPZONE/PUBLIC TRANSPORTATION GOES LUXE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIMEFRAME:</td>
<td>DECEMBER 2019 – MARCH 2020</td>
</tr>
<tr>
<td>RIDERSHIP GOAL:</td>
<td>48 AVERAGE DAILY RIDES BY MARCH 2020</td>
</tr>
<tr>
<td>BENCHMARK:</td>
<td>36 AVERAGE DAILY RIDES IN NOVEMBER 2019</td>
</tr>
<tr>
<td>RESULTS TO DATE:</td>
<td>25 AVERAGE DAILY RIDES IN JANUARY 2020 (AS OF JAN. 24)</td>
</tr>
<tr>
<td>SECONDARY GOAL:</td>
<td>4,000 TOTAL MOBILE APP DOWNLOADS BY MARCH 2020</td>
</tr>
<tr>
<td>RESULTS TO DATE:</td>
<td>2,958 TOTAL MOBILE APP DOWNLOADS (AS OF JAN. 24)</td>
</tr>
<tr>
<td>TACTICS:</td>
<td>DIRECT MAIL, FACEBOOK, CONVENIENCE STORE, TARGETED DIGITAL</td>
</tr>
</tbody>
</table>

Estimated 190,680 impressions between ads at two stations.

Email marketing delivered to 171,320 accounts.
The Dash was mentioned in a City of Fort Worth website article: Going to the Stock Show? Here are the best ways to get there.

TEXRail was mentioned in a story on NBC 5: Meetings set for Cotton Belt line connecting North Texas counties.

The City of Fort Worth website featured an article about an upcoming training session: Learn how to make your move at Transit 101.

The Dash was mentioned as a rodeo transportation option in a Fort Worth Star-Telegram article: Fort Worth Stock Show guide: What you need to know, from parking to rodeo schedules.

Jon-Erik “AJ” Arjanen, vice president and chief operating officer for rail, was quoted in a Mass Transit article: TEXRail’s one-year anniversary: More than half a million rides and miles have been traveled on TEXRail since Jan. 10, 2019.

Jon-Erik Arjanen was also quoted in an article on the City of Fort Worth website: TEXRail celebrates on-year anniversary.

Jon-Erik “AJ” Arjanen, vice president and chief operating officer for rail, was quoted in a Progressive Railroading article:

TEXRail logs 500,000 riders in first year.

TEXRail was featured in Civil Engineering: The Magazine of the American Society of Civil Engineers: Downtown to DFW.
Jon-Erik Arjanen, vice president and chief operating officer for rail, was quoted in a Global Railway Review article: TEXRail celebrates half a million journeys during first year of operation.

Jon-Erik Arjanen, vice president and chief operating officer for rail, was quoted in a Community Impact Newspaper article: TEXRail ridership increases as trains mark first anniversary.

TEXRail was mentioned in a Fort Worth Star-Telegram article: North Richland Hills residents worry about losing trees if new homes are built.

Jon-Erik “AJ” Arjanen, vice president and chief operating officer for rail, was quoted in a Fort Worth Star-Telegram article: It’s been a year since TEXRail launched. Why aren’t more commuters riding the trains?

Jon-Erik Arjanen, vice president and chief operating officer for rail, was quoted in a Fort Worth Business Press article: TEXRail celebrates one year of service.

Sandip Sen, planning manager for service implementation, was quoted in a Fort Worth Star-Telegram article: This bus service is expanding to allow more people to get to school, jobs and shopping.

Trinity Metro was mentioned in an editorial about public transportation in The Marshall News Messenger: Another View.

A Fort Worth Business Press article mentioned a Trinity Metro bus route for attending an upcoming event: Tarrant County Public Choice Schools Fair.

Jon-Erik “AJ” Arjanen, vice president and chief operating officer for rail, was interviewed in a news story on NBC 5: TEXRail celebrates first year of service.
SHARED MEDIA

SHARED MEDIA RESULTS

JANUARY SUMMARY: SOCIAL MEDIA

| TOTAL ENGAGEMENTS: | 10,238 |
| TOTAL MESSAGES SENT: | 100 |
| TOTAL FOLLOWERS GAINED: | 779 |
| TOTAL IMPRESSIONS: | 149,068 |

<table>
<thead>
<tr>
<th>Network</th>
<th>Engagements</th>
<th>Clicks</th>
<th>Page Likes</th>
<th>Comments</th>
<th>Shares</th>
<th>Reactions</th>
<th>Impressions</th>
<th>Average Daily Users Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>7,831</td>
<td>5,167</td>
<td>11,203</td>
<td>282</td>
<td>297</td>
<td>1,905</td>
<td>54,174</td>
<td>52,578</td>
</tr>
<tr>
<td></td>
<td>↓ 75% YOY</td>
<td>↓ 74% YOY</td>
<td>↑ 82.34% MOM</td>
<td>↑ 13.8% MOM</td>
<td>↓ 79% YOY</td>
<td>↓ 100% MOM</td>
<td>↓ 81.4% YOY</td>
<td>↓ 120% MOM</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,741</td>
<td>164</td>
<td>8</td>
<td>67</td>
<td>347</td>
<td>81,631</td>
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<td>Twitter</td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td>↑ 76% YOY</td>
<td>↑ 43% YOY</td>
<td>↑ 78% YOY</td>
<td>↑ 20% MOM</td>
<td>↑ 80% YOY</td>
<td>↑ 118% MOM</td>
<td>↑ 63% YOY</td>
<td>↑ 136.7% MOM</td>
</tr>
<tr>
<td>Instagram</td>
<td>866</td>
<td>827</td>
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<td>24</td>
<td>13,263</td>
<td>11,942</td>
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<td></td>
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<tr>
<td></td>
<td>↑ 206% MOM</td>
<td>↑ 266.6% MOM</td>
<td>↑ 400% MOM</td>
<td>↑ 380% MOM</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Facebook results: 30 ad engagements, 936 ad reach, 924 ad impressions, 12 ad clicks.
Instagram results: 23 ad engagements, 464 ad reach, 500 ad impressions, 6 ad clicks.
Twitter results: 31 ad engagements, 2,223 ad impressions, 3 ad clicks.

Facebook results: 30 ad engagements, 936 ad reach, 924 ad impressions, 12 ad clicks.
Instagram results: 23 ad engagements, 464 ad reach, 500 ad impressions, 6 ad clicks.
Twitter results: 31 ad engagements, 2,223 ad impressions, 3 ad clicks.
OWNED MEDIA

OWNED MEDIA RESULTS

<table>
<thead>
<tr>
<th>BULLETINS SENT:</th>
<th>16</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL RECIPIENTS:</td>
<td>63,228</td>
</tr>
<tr>
<td>EMAIL OPENS:</td>
<td>13,166</td>
</tr>
<tr>
<td>EMAIL OPEN RATE:</td>
<td>24%</td>
</tr>
<tr>
<td>UNIQUE LINK CLICKS:</td>
<td>1,607</td>
</tr>
</tbody>
</table>

JANUARY SUMMARY: GOVDELIVERY EMAIL MARKETING

Free Rides for TCC Students results: 372 email opens, 16% open rate, 13 link clicks, 1% click rate.

TCC Students How to Get Your Ticket results: 306 email opens, 15% open rate, 14 link clicks, 1% click rate.

Travel between TCC Campuses results: 290 email opens, 15% open rate, 12 link clicks, 1% click rate.

TCC EASYRIDE 101 results: 331 email opens, 17% open rate, 10 link clicks, 1% click rate.
COMING SOON: NEW WEBSITE

The communications and web development team will soon be rolling out a new website to provide a better user experience for customers. With a goal of targeting the primary needs of riders, the site focuses on the topics that are most often searched for – trip planning, bus information and train schedules.

The researching, planning and development began in 2019 with focus groups and surveys to collect feedback from customers and non-riders. In conjunction with those efforts, an internal group studied transit websites and made recommendations to refocus the site based on website traffic, current trends and external feedback. For several months, Web Developer Darren Ladner has been building and testing the new website for both mobile and desktop user experience along with ADA compliance. The result will be a fresh approach designed to engage users and simplify their options for finding the information they need.

COMMUNITY OUTREACH

Recent Operation Lifesaver presentations:

- Andrew “Doc” Session Community Center After School Program – 25 participants

![Operation Lifesaver January 2019 - January 2020](image)

<table>
<thead>
<tr>
<th>COMMUNITY OUTREACH</th>
<th>JANUARY SUMMARY – OUTREACH EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN. 17, 2020</td>
<td>WORKFORCE SOLUTIONS TRANSIT 101</td>
</tr>
<tr>
<td>JAN. 21, 2020</td>
<td>WORKFORCE SOLUTIONS TRANSIT 101</td>
</tr>
<tr>
<td>JAN. 22, 2020</td>
<td>CULTURAL DISTRICT ALLIANCE MONTHLY MIXER</td>
</tr>
<tr>
<td>JAN. 27, 2020</td>
<td>WORKFORCE SOLUTIONS TRANSIT 101</td>
</tr>
<tr>
<td>JAN. 29, 2020</td>
<td>COMMUNITY TRANSIT 101 AT FORT WORTH CENTRAL STATION</td>
</tr>
</tbody>
</table>
TRINITY METRO EASYRIDE

New EASYRIDE partner organizations in January:
- Rogue Architects
- XpresSpa

City of Fort Worth cards issued as of Jan. 28: 330

<table>
<thead>
<tr>
<th>Total EASYRIDE organizations as of Jan. 28, 2020</th>
<th>Total EASYRIDE registered participants as of Jan. 28, 2020</th>
<th>Monthly EASYRIDE revenue as of Jan. 23, 2020 (includes online and in-person sales)</th>
</tr>
</thead>
<tbody>
<tr>
<td>67 (+2)</td>
<td>860 (+292)</td>
<td>$25,270</td>
</tr>
</tbody>
</table>

*includes city of Fort Worth
*does not include TCC
ACTION ITEMS
PLANNING, OPERATIONS & MARKETING COMMITTEE
ACTION ITEM

Item Number: POM2020-08
Item Title: Advertising Policy and Guidelines
Meeting Date: February 10, 2020

BACKGROUND

Sales of advertisements on Trinity Metro’s fixed route bus fleet, paratransit bus fleet, bus stop benches and transit facilities provide an opportunity for businesses and organizations to utilize Trinity Metro’s assets to reach potential audiences in Tarrant County. Trinity Metro historically has contracted a third-party vendor to sell, produce, install and manage these advertisements, and Trinity Metro’s advertising guidelines regulate appropriate subject matter. The existing policy was approved on Dec. 15, 2010, and should be updated as noted below.

ADVERTISING POLICY AND GUIDELINES

Advertisements on/in buses, bus benches, Trinity Railway Express (TRE) trains and stations, Trinity Metro TEXRail stations, bus park-and-ride and transfer facilities, and all other Trinity Metro property shall be of reputable character and conform to community standards of decency and acceptability, as determined by Trinity Metro’s policy. Advertisements shall follow these guidelines:

- All commercial advertising must be truthful. False, deceptive or misleading commercial advertising is not permitted.
- Advertising must comply with all applicable laws and regulations.
- Advertising containing text and/or art that is legally obscene or sexually explicit is not permitted. Words and/or art that portrays violent acts or other graphic violence, including the depiction of bodies, body parts, and fetuses that are in states of mutilation, dismemberment, disfigurement, and/or decomposition is not permitted.
- Advertisements advocating or proposing transactions that would constitute unlawful discrimination, or that would be illegal for any other reason, are not permitted. Advertisements that are directed to inciting or producing imminent lawless or discriminatory action and that are likely to incite or produce such action are not permitted.
- Advertisements containing profanity (or implied profanity), defamatory or inflammatory statements directed at any individual or group, including but not limited to statements referencing a race, color, sex, age, religion, disability, national origin, ancestry, sexual orientation, marital or parental status, or military discharge status, are not permitted.
- Theist, anti-theist, faith-based, and/or religious and anti-religious messages, witchcraft, voodoo, cult, or other spiritual or anti-spiritual promotions, regardless of viewpoint, are not permitted.
- Defamatory messages, hate speech and/or language that targets or berates individuals or specific groups are not permitted.
- Illustrations or references that encourage persons to refrain from using safety precautions are not permitted.

- Advertising for tobacco and/or alcoholic beverage products or products that promote smoking or drinking is not permitted. This also prohibits advertising CBD oil products and services.

- Advertising supporting or opposing a political candidate, issue or cause is prohibited.

- No implied or declared endorsement of any product or service by Trinity Metro is permitted.

- Trinity Metro will not allow advertising that casts public transportation in a negative light, is otherwise contrary to Connect Transit's mission statement, or that might result in public criticism of transportation advertising.

- Advertising promoting contests should ensure the contest is being conducted with fairness to all entrants and complies with all applicable laws and regulations.

- Commercial advertising offering premiums or gifts must not misstate their value.

- Advertisements promoting contests must comply with all applicable laws and regulations. The contest sponsor must indemnify Trinity Metro from any claim or legal action involving any contest advertisement placed in the Trinity Metro system.

Trinity Metro shall be the sole judge of the suitability of all advertisements and products advertised. If Trinity Metro disapproves of an advertisement, the advertising contractor must remove it within 24 hours of written request from Trinity Metro. All advertising content shall be pre-approved by Trinity Metro.

The advertising contractor shall honor and follow any future policies governing advertising content that the Board of Directors may adopt. Any existing advertisement conflicting with the newly adopted advertising policy by Trinity Metro’s Board of Directors shall be reviewed immediately and removed within 24 hours of written notice.

**RECOMMENDATION**

We request that the Planning, Operations & Marketing Committee recommend to Trinity Metro Board of Directors to authorize the approval of the Trinity Metro Advertising Policy and Guidelines.

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Approved by:

**Melissa Chrisman**
Vice President
Marketing and Communications

2/4/2020

**Wayne Gensler**
Chief Operating Officer/VP
Of Bus and Paratransit

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PLANNING, OPERATIONS & MARKETING COMMITTEE
ACTION ITEM

Item Number: POM2020-09
Item Title: Dallas/Fort Worth International Airport (DFW) Advertising for TEXRail

Meeting Date: February 10, 2020

BACKGROUND

On Jan. 10, 2019, Trinity Metro TEXRail began service between downtown Fort Worth and Dallas Fort Worth (DFW) International Airport's Terminal B. To increase ridership, there is an ongoing need to promote the commuter rail service, particularly at DFW International Airport, where there is a large percentage of potential customers including travelers and airport employees.

In an awareness survey conducted in October and November 2019, 22% of respondents remember seeing marketing about Trinity Metro TEXRail at DFW International Airport. This was the highest response rate out of the available responses confirming that advertising within the airport terminals is an effective way to reach people.

After researching the various options available for advertising at DFW International Airport, it was determined that the digital arrival network screens offer the most flexibility and the most exposure to promote Trinity Metro TEXRail. JCDecaux is the agency that manages advertising opportunities at DFW International Airport. In an agreement with them, Trinity Metro is able to purchase 10-second advertisements across 60 screens in the baggage claim areas in all terminals. The proposed timeline for this agreement is March through August, when estimated airport traffic is 39,512,647. For 60 screens at all terminals, the total agreement cost is $72,000 for 24 weeks of advertising.

PROCUREMENT

This is a sole source procurement with JCDecaux as it is the only agency to offer advertising sales on the terminal displays. Access to the arrival network is only available to purchase from this provider.

FINANCING

Funds are available in the marketing department's FY20 operating budget.

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 purchase advertising at DFW International Airport from JCDecaux for the total purchase amount of $72,000.

Approved by:

MELISSA CHRISMAN, VICE PRESIDENT
MARKETING AND COMMUNICATIONS

WAYNE GENSLER, CHIEF
OPERATING OFFICER/VP
OF BUS AND PARATRANSIT

TRINITY METRO

36
PLANNING, OPERATIONS & MARKETING COMMITTEE

ACTION ITEM

<table>
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<tr>
<th>Item Number:</th>
<th>POM2020-10</th>
<th>Meeting Date:</th>
<th>February 10, 2020</th>
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<tbody>
<tr>
<td>Item Title:</td>
<td>Bus Rapid Transit Concept Development and Sketch Planning</td>
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BACKGROUND

The East Lancaster corridor is the highest ridership corridor in the Trinity Metro network. This corridor is suitable for implementing a state-of-the-art Bus Rapid Transit system because of high ridership, availability of right-of-way and an opportunity to advance urban design integration and implement latest transit technologies. The project will be developed in a highly collaborative environment between the City of Fort Worth, Trinity Metro, TxDOT, NCTCOG, FTA and FHWA.

This Board Action request would authorize Trinity Metro’s President/Chief Executive Officer to issue Task Order Number 9 to Simon Engineering and Consulting, Inc., who will partner with its sub consultant careyBRT, a consulting firm specializing in Bus Rapid Transit Development, to lead and provide planning expertise on the Concept Development and Sketch Planning.

PROCUREMENT

In June 2018, Trinity Metro’s Board of Directors approved contracts with six (6) Indefinite Delivery Indefinite Quantity (IDIQ) firms to provide professional engineering services including planning, design and construction management services for Trinity Metro.

Simon Engineering Contract No. 18-016F is one of the six (6) IDIQ firms approved by BA 2018-50. Task Order Number 9 will be issued to Simon Engineering & Consulting, Inc. to provide professional planning and engineering services for Concept Development and Sketch Planning for the BRT project.

FINANCING

The cost for this Task Order was not originally in the FY2020 Capital budget. There are adequate funds to support this Task Order in the FY2020 Capital Budget.

DBE UTILIZATION

Simon Engineering IDIQ Contract No. 18-016F, has an overall DBE goal of 30%. Their self-performance, as a DBE firm on this Task Order, will contribute to meeting their overall contract goal.
RECOMMENDATION

We request the Planning, Operations & Marketing Committee recommend to Trinity Metro Board of Directors to authorize the President/Chief/Executive Officer to issue Task Order Number 9, with Simon Engineering & Consulting Inc., (Contract No. 18-016F) in the amount of $221,646 and a 10% ($22,165) contingency for unforeseen expenses, for a total estimated amount of $243,811.

Approved by:

KIRAN VEMURI, SENIOR DIRECTOR OF PLANNING  2/3/2020

WAYNE GENSLER, CHIEF OPERATING OFFICER/VP OF BUS AND PARATRANSIT
PLANNING, OPERATIONS & MARKETING COMMITTEE
ACTION ITEM

Item Number: POM2020-11  Meeting Date: February 10, 2020
Item Title: 2020 Title VI Program & Report

BACKGROUND

Transit agencies receiving federal funds must submit a Title VI report every three years to comply with requirements of the Federal Transit Administration (FTA), the Civil Rights Act of 1964 and subsequent regulations. Review and approval of the report by the governing entity responsible for policy decisions is an FTA requirement, included in Circular FTA C 4702.1B. The purpose of the regulation is to ensure that Trinity Metro will:

a. Ensure that the level and quality of public transportation service is provided in a nondiscriminatory manner
b. Promote full and fair participation in public transportation decision-making without regard to race, color, or national origin
c. Ensure meaningful access to transit-related programs and activities by persons with limited English proficiency

This program covers discrimination in service planning, scheduling, customer service and operations. Discrimination in other business areas such as purchasing and hiring practices or disabilities are covered and reported under other regulations.

The Trinity Metro 2020 Title VI Program and Report has been provided to the Board of Directors for review. This document contains the Title VI program for the upcoming period 2020 - 2022. It outlines Trinity Metro’s commitment to civil rights, describes policies and actions to be taken by the agency to ensure the equitable distribution of services, includes Title VI discrimination complaint and investigation procedures, a public participation plan and a language assistance plan.

This document also contains a report assessing Title VI performance for the period 2017 through 2019. It references the existing Service Standards (approved BA2020-25) and contains a thorough analysis of those standards with regard to the equity of service provided to minorities and low-income persons vs. non-minority and non-low income persons. There are no service disparities found that would require mitigation.

FINANCING

There is no direct cost incurred through adoption of the 2020 Title VI Report.
RECOMMENDATION

We request that the Planning, Operations & Marketing Committee recommend to Trinity Metro Board of Directors to authorize the President/Chief Executive Officer to adopt and approve the 2020 Title VI Program and Report and to submit the report to the Federal Transit Administration on or before the due date of April 1, 2020.

Approved by:

PHIL DUPLER, DIRECTOR OF PLANNING

DATE

2/4/2020

KIRAN VEMURI,
SENIOR DIRECTOR
OF PLANNING