COMMITTEE INFORMATION PACKET

JUNE 21, 2021 2:15 PM

COMMITTEE INFORMATION AGENDA

(via Virtual Meeting)

MONDAY, JUNE 21, 2021 2:15 P.M.

Special Notice Regarding this Meeting:

Due to the COVID-19 (Coronavirus) pandemic, Tarrant County Public Health Recommendations issued on March 13, 2020, "strongly" recommended "organizers of events of any size in which people will be in close contact to cancel or postpone such events. *[emphasis added]*" In response, the Trinity Metro Board will meet by virtual meeting in strict adherence with applicable law, including in accordance with the suspension of certain requirements of the Open Meetings Act made by Governor Abbott on March 16, 2020, to permit open meetings to occur in a fully virtual setting.

The public is invited to participate in this virtual meeting by dialing the following toll-free teleconference bridge number:

Microsoft Teams meeting

Join on your computer or mobile app

Click here to join the meeting

Or call in (audio only)

+1 321-754-9506,,45795200# United States, Orlando

Phone Conference ID: 457 952 00#

Find a local number | Reset PIN

Each part of the virtual meeting is required to be open to the public will be audible to all participants on the call and recorded, and two-way communication will be maintained throughout the entire meeting, although there is not an opportunity or agenda for public comments in the committee meetings.
Any individual who wishes to speak must first identify himself or herself. To optimize audibility, all participants are urged to mute their phones and turn off their cameras unless and until speaking.

COMMITTEE INFORMATION AGENDA

(via Virtual Meeting)

MONDAY, JUNE 21, 2021, 2:15 P.M.

A. CALL TO ORDER

B. ROLL CALL

C. TRANSIT ORIENTED DEVELOPMENT COMMITTEE PRESENTATION

1. East Lancaster Transit Oriented Development – Brad Lonberger, Senior Project Manager, Kimley-Horn

D. COMMUTER RAIL COMMITTEE ACTION ITEMS

1. CRC2021-12 Continued Program Management Services for TEXRail – Jon-Erik Arjanen

E. PLANNING/OPERATIONS/MARKETING COMMITTEE ACTION ITEMS

1. POM2021-25 Concrete Services – Carrie Weir
2. POM2021-26 Extension of Trillium Contract – Carrie Weir
3. POM2021-27 Mercantile Partners Shared Ride Fare Amendment 1 – Rodney Woods

F. FINANCE & AUDIT COMMITTEE ACTION ITEMS

1. FAC2021-21 Section 5310 Paratransit Service Provider – Carla Forman

G. COMMITTEE INFORMATION REPORTS

1. Commuter Rail
   - i. TEXRail Ridership Report – Jon-Erik Arjanen
   - ii. Trinity Railway Express Report – Jon-Erik Arjanen
2. Planning / Operations / Marketing
   - i. Operations Report – Wayne Gensler
   - ii. Ridership Report – Wayne Gensler
   - iii. Marketing & Communications Report – Melissa Chrisman
   - iv. Customer Relations Report – Detra Whitmore

3. **Finance & Audit**

    i. **Balance Sheet – Fred Crosley**
    ii. **Statement of Revenue and Expenses – Fred Crosley**

4. **Transit Oriented Development – Tito Rodiguez**

THERE WILL BE NO REGULARLY SCHEDULED JULY 2021 COMMITTEE MEETINGS.
PLEASE CHECK WEBSITE FOR UPDATES.

NEXT MEETING IS SCHEDULED FOR AUGUST 23, 2021.
PLEASE CHECK WEBSITE FOR DETAILS.

COMMUTER RAIL COMMITTEE

ACTION ITEMS

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COMMUTER RAIL COMMITTEE
ACTION ITEM

Item Number: CRC2021-12 **Meeting Date:** June 21, 2021
Item Title: Continued Program Management Services for TEXRail

BACKGROUND

The TEXRail Program Management Consultant CH2M (PMC) provided program management services for the TEXRail project. Although the original contract ended on September 30, 2019, Trinity Metro needed to continue utilizing the TEXRail individuals/firms that were part of the PMC team providing oversight for these required contracts through 2020 and into 2021. Jacobs Engineering Group, Inc. has now acquired CH2M, and Jacobs Engineering Group, Inc. is one of the selected firms for the Indefinite Delivery/Indefinite Quantiy (IDIQ) contract. Trinity Metro seeks to extend a task order under the IDIQ contract based on cost plus a fixed fee to retain the services of the following firms from the PMC team through tentatively July 2021.

- Rail Vehicle Support Services through July 2021 – Jacobs Engineering Group, Inc., for $60,819.49
- Positive Train Control (PTC) System Integrator, January 2021 to April 2021– JGA Railway Operations Services, work performed, for $57,937.71
- Safety Certification Support Services – Jacobs Engineering Group, Inc., for $17,809.54

PROCUREMENT

In June 2018, Trinity Metro's Board of Directors approved contracts with six (6) IDIQ consultants to provide professional engineering services, including planning, design, and construction management to Trinity Metro.

Task Order Number 4 was issued to Jacobs Engineering Group, Inc. to perform these services for $917,372.72 for work to be completed by December 2020. Additional work into 2021 was required as related to PTC, Rail Vehicle Support, and Design Verification and Safety Certification through the FTA. We recommended that Task Order Number 4 be extended for $178,841.46 for continued support for completing the TEXRail Program, from January 2021 through July 2021.

FINANCING

Funding for the continued Program Management services for TEXRail will be funded from the TEXRail Program Contingency.

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RECOMMENDATION

We request the Commuter Rail Committee recommend to Trinity Metro Board of Directors to authorize the President/Chief Executive Officer to extend Task Order Number 4, with Jacobs Engineering Group, Inc., in the amount of $178,841.46 for continued program management services for the TEXRail Project.

Approved by:

DocuSigned by: Jon-Erik Arjanen D83D42710B564E1...	Jun-16-2021	DocuSigned by: Bob Baulsir 7E727C86F4A54DA...
JON-ERIK ARJANEN, VP/CHIEF OPERATING OFFICER RAIL	**DATE**	**PRESIDENT/CEO**

TRINITY METRO℠

PLANNING/OPERATIONS/ MARKETING COMMITTEE

ACTION ITEMS

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PLANNING, OPERATIONS & MARKETING COMMITTEE ACTION ITEM

Item Number: POM2021-25 **Meeting Date:** June 21, 2021
Item Title: Concrete Services

BACKGROUND

Trinity Metro requires concrete repairs to its bus and parking lots on an as-needed basis. These repairs must meet the requirements of the existing elements at each location. In addition to repair services, the Fort Worth Bike Sharing Program requires installing bicycle station concrete pads over the next three years. This contract will allow both the Facilities Maintenance Department and the Fort Worth Bike Sharing Program to address their specific concrete needs in a timely manner and at a lower cost.

PROCUREMENT

Trinity Metro's Procurement Department has followed procurement policy and procedures and cmplies with all applicable Federal, State, and Trinity Metro procurement requirements.

FINANCING

Funds are included in Trinity Metro's FY2021 Operating Budget through the permitted reassignment of approved funding levels from timing differences or project cost variations for operating expenditures. Consequently, approval of this Action Item should not result in a net modification of funding levels for operating expenditures in FY2021. Funds for future years of the contract will be considered in the proposed operating budgets for those years.

RECOMMENDATION

We request the Planning, Operations, and Marketing Committee recommend to Trinity Metro Board of Directors to authorize the President/Chief Executive Officer to execute a three-year contract with two one-year renewal options with Thomas 11 Development, LLC to provide concrete services for $1,355,000.00 with a 5% contingency of $67,750.00 for a total amount of $1,422,750.00

Approved by:

DocuSigned by: Carrie Weir 0E2362F57CA247F...	Jun-14-2021	DocuSigned by: Wayne Gensler B9511E4A5A7B443...
CARRIE WEIR, DIRECTOR OF FACILITIES	**DATE**	**WAYNE GENSLER, VP/CHIEF OPERATING OFFICER BUS AND PARATRANSIT**

TRINITY METRO℠

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PLANNING, OPERATIONS & MARKETING COMMITTEE ACTION ITEM

Item Number: POM2021-26 **Meeting Date:** June 21, 2021
Item Title: Extension of Trillium Contract

BACKGROUND

Trinity Metro's compressed natural gas (CNG) fueling station is operated and maintained by a third-party contractor. The current CNG fueling station Operation and Maintenance contract No. 11-028 is with Trillium USA, LLC (Trillium). Trillium began Operation and Maintenance service of the CNG fueling station in 2011. Over the last ten (10) years contract term, the fueling station has gone through multiple upgrades, including converting from a gas-operated compression system to a fully electric compression system. The current contract is scheduled to expire on August 28, 2021. This request is to extend the current Trillium Contract No. 11-028 for one additional year.

The current rate is based on the compression pricing of 0.950 per MMBTU. The one-year extension would be billed at 0.979 per MMBTU. Currently, Trinity Metro utilizes roughly 22,000 MMBTU's of compressed natural gas per month. Therefore, this one-year extension would have an approximate value of $258,456.00.

PROCUREMENT

Trinity Metro's Procurement Department has followed procurement policy and procedures and complies with all applicable Federal, State, and Trinity Metro procurement requirements.

FINANCING

There are funds in Trinity Metro's FY2021 Operating Budget to finance the cost of these services. Funds for future years will be considered in their respective proposed budgets.

RECOMMENDATION

We request the Planning, Operations, and Marketing Committee recommend to Trinity Metro Board of Directors to authorize the President/Chief Executive Officer to execute a one-year extension with Trillium for the Operation and Maintenance of the Compressed Natural Gas Fueling Station at a fixed rate of 0.979 per MMBTU for an amount of $258,456.00 plus a 10% contingency of $25,845.60, for a total of $284,301.60.

Approved by:

DocuSigned by: Carrie Weir 0E2362F57CA247F...	Jun-14-2021	DocuSigned by: Wayne Gensler B9511E4A5A7B443...
CARRIER WEIR, DIRECTOR OF FACILITIES	**DATE**	**WAYNE GENSLER, VP/CHIEF OPERATING OFFICER BUS AND PARATRANSIT**

TRINITY METRO℠

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PLANNING, OPERATIONS & MARKETING COMMITTEE ACTION ITEM

Item Number: POM2021-27 **Meeting Date:** June 21, 2021

Item Title: Mercantile Partners Shared Ride Fare Amendment 1

BACKGROUND

On December 17, 2018, Trinity Metro Board of Directors approved BA2019-26 Pilot On-Demand Ride Share Services Program with River North Transit, LLC (VIA) and Circuit Inc. (formally known as TFR Transit), as contractors to provide on-demand rideshare service, implementing a combined not-to-exceed amount of 10 million dollars for up to five one-year term agreements.

On March 25, 2019, Trinity Metro Board of Directors approved BA2019-44 for the Mercantile ZIPZONE On-Demand Service providing first-mile/last-mile connection servicing the TEXRail Station at Mercantile Center. Thereby supporting our core focus of delivering seamless transportation service in an area that creates approximately 18,000 jobs for the citizens of Fort Worth.

On June 24, 2019, Trinity Metro Board of Directors approved BA2019-59 establishing a two-year agreement with Mercantile Partners L.P. for subsidy support of the prosed $3.00 fare associated with this premium service within the outlined area of Mercantile Center Business Park.

CURRENT STATUS

Trinity Metro Planning, Operations, and Marketing Departments continue to develop support for core services, serve employers and workforce needs, and increase ridership by improving access to convenient services within this area.

As part, Mercantile Partners, L.P. have agreed to amend Memorandum of Understanding No. 006, extending their agreement for another two-yearS continuing to bring validity to the program and establish continuity of services within the area.

FINANCING

Mercantile Partners L.P. will provide a subsidy of $2.00 per ride originating or terminating in the outlined Mercantile Partners zone. The passenger will be responsible for $1.00 per ride to meet the premium fare of $3.00 per ride per passenger.

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RECOMMENDATION

The Planning, Operations, and Marketing Committee request Trinity Metro Board of Directors to authorize the President/Chief Executive Officer to approve the extension of Mercantile Partners L.P. continuation to provide a subsidy of $2.00 per ride as outlined in MOU-006.

Approved by:

DocuSigned by:
Rodney Woods
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Jun-14-2021

DocuSigned by:
Wayne Gensler
B9511E4A5A7B443...

RODNEY WOODS, EMERGING MOBILITY MANAGER

DATE

WAYNE GENSLER, VP/CHIEF OPERATING OFFICER BUS AND PARATRANSIT

TRINITY METRO℠

FINANCE & AUDIT COMMITTEE

ACTION ITEMS

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FINANCE AND AUDIT COMMITTEE
ACTION ITEM

Item Number: FAC2021-21 **Meeting Date:** June 21, 2021
Item Title: Section 5310 Paratransit Service Provider

BACKGROUND

The Federal Transit Administration (FTA) provides funding under the Section 5310 grant program of Title 49 of the United States Code. The goal of the Section 5310 program is to provide transportation for elderly and disabled persons residing in cities that do not have public transportation available to them. Trinity Metro has received these grant funds and contracted with Catholic Charities Fort Worth to provide the service since 2011. The existing contract with Catholic Charities Fort Worth expires in August 2021.

Trinity Metro's Section 5310 program is called Tarrant County Transportation Service (TCTS). There are currently eleven cities that participate financially in TCTS. Their financial participation, along with the Section 5310 grant funds, pays for the service. No local FWTA funds are used for this service.

REQUEST FOR PROPOSAL

In accordance with the FWTA Procurement Policy, Request for Proposals (RFP 21-T022) for para-transit service for the TCTS program was released and advertised on Trinity Metro's website and the Bonfire Portal on May 10, 2021. RFP packets were downloaded by 15 organizations and firms. The proposal submission due date was May 26, 2021.

One proposal was received from Catholic Charities, the current service provider.

An evaluation team of Trinity Metro employees evaluated the proposal based on specific criteria and determined it to be compliant. Their costs per one-way trip for years one through five are:

Year 1:	$45.00
Year 2:	$46.35
Year 3:	$47.74
Year 4 :	$49.17
Year 5:	$50.65

A cost analysis was conducted to ensure their pricing was fair and reasonable.

The Section 5310 grant is typically $200,000 each year.

FINANCING

Funds are available through the Federal Transit Administration 5310 grant. The local match is paid by participating cities. Trinity Metro receives an administration fee for managing the program.

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PROCUREMENT

Trinity Metro's Procurement Department has followed procurement policy with the Request for Proposals and is in compliance with all applicable Federal, State, and the Trinity Metro procurement requirements.

A Disadvantaged Business Enterprise (DBE) Goal of 5% was established for this solicitation. Catholic Charities Fort Worth will be utilizing their own in-house workforce and volunteers to perform this paratransit service. Additionally, Catholic Charities Fort Worth uses a DBE firm to perform preventive maintenance, auto body repair and tire repair and replacement for its fleet vehicles. A portion of that work is related to the vehicles that would be used for this paratransit service.

RECOMMENDATION

We request the Finance & Audit Committee recommend to Trinity Metro Board of Directors to authorize the President/Chief Executive Officer to enter into a five-year contract with Catholic Charities Fort Worth to provide Section 5310 Transportation Services (i.e. TCTS) subject to annual grant funds availability.

Approved by:

DocuSigned by: Carla Forman 9B7C6B6145DF4B5...	Jun-14-2021	DocuSigned by: Wayne Gensler B9511E4A5A7B443...
CARLA FORMAN, DIRECTOR OF PARATRANSIT AND CONTRACTED SERVICES	**DATE**	**WAYNE GENSLER, VP/CHIEF OPERATING OFFICER BUS AND PARATRANSIT**

COMMITTEE REPORTS

COMMUTER RAIL COMMITTEE
INFORMATION ITEM

Item: TEXRail and Trinity Railway Express (TRE) Update **Meeting Date:** June 21, 2021

Jon Erik Arjanen, Chief Operating Officer / Vice President of Rail, will present an update on TEXRail and Trinity Railway Express (TRE).

TEXRail Report

April 2021

Jon-Erik "AJ" Arjanen
COO/VP of Rail

June 2021

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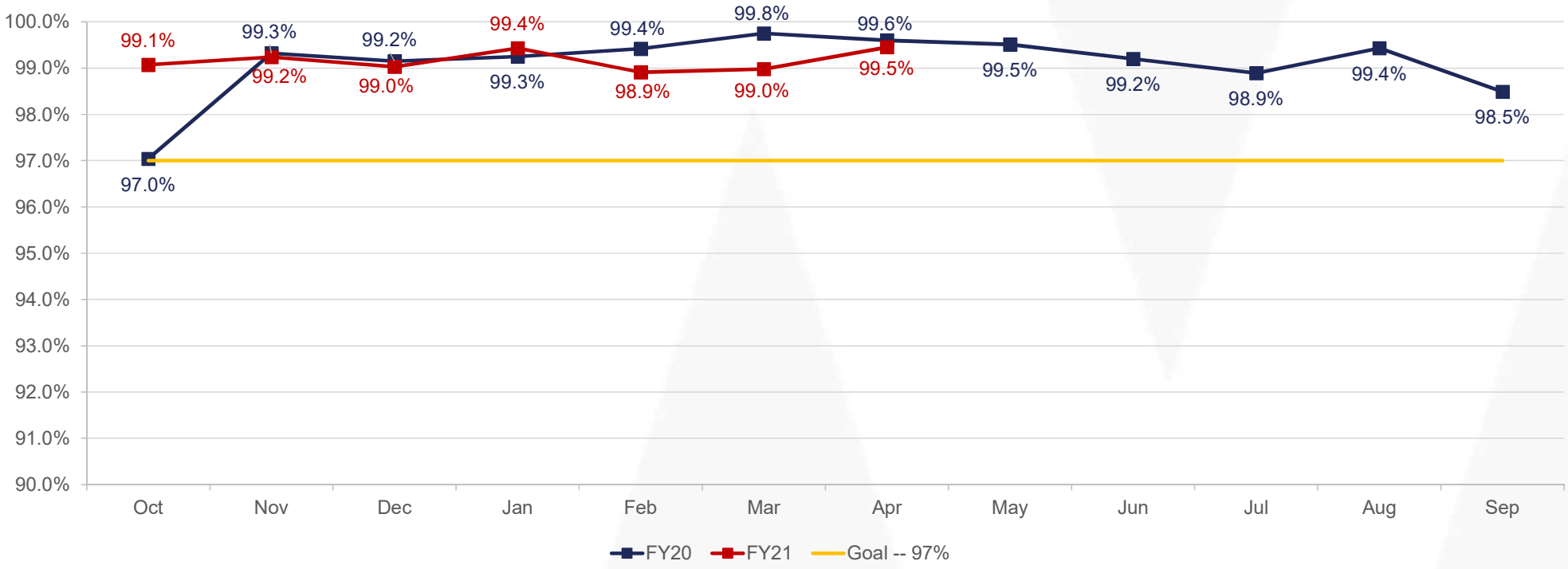
TEXRail Safety

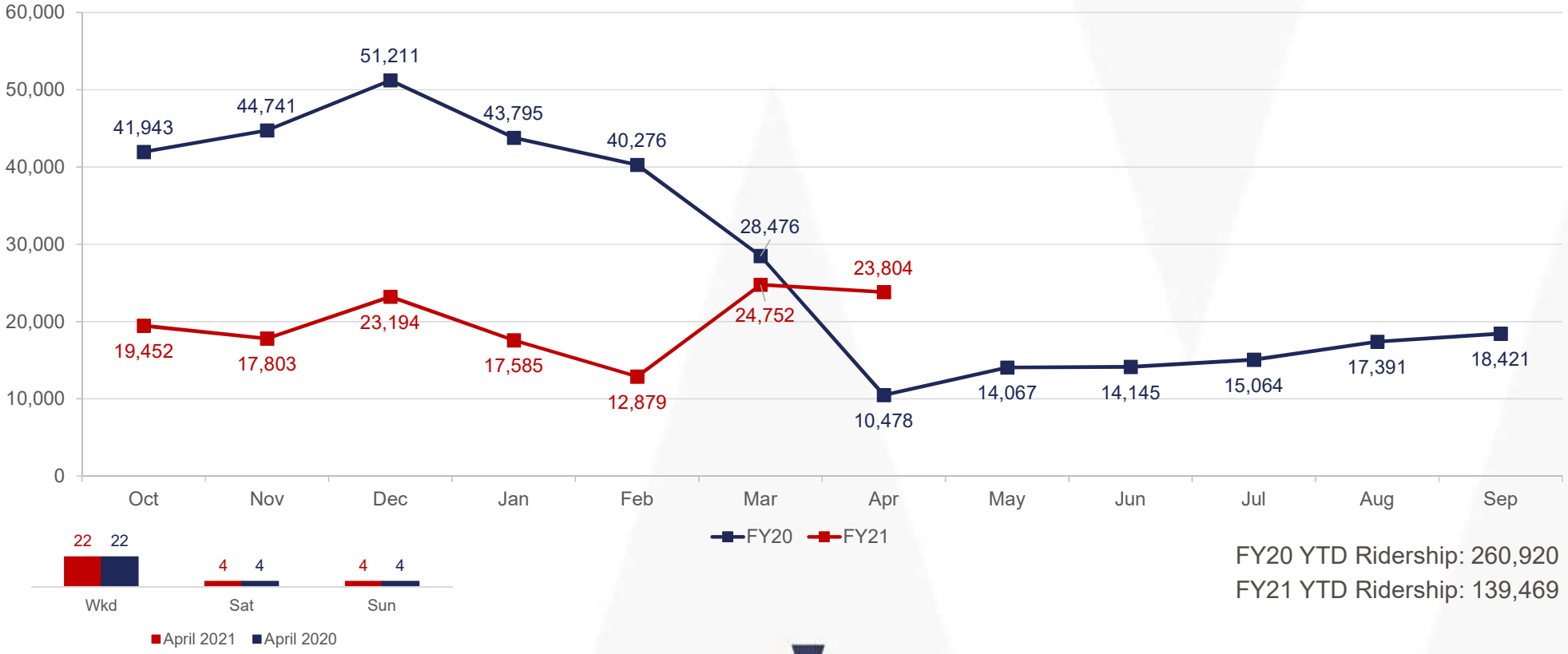
Days without a lost time injury:

- Transportation/Maintenance of Equipment - 1,206
- Maintenance of Way/Signal - 276

TEXRail On-Time Performance

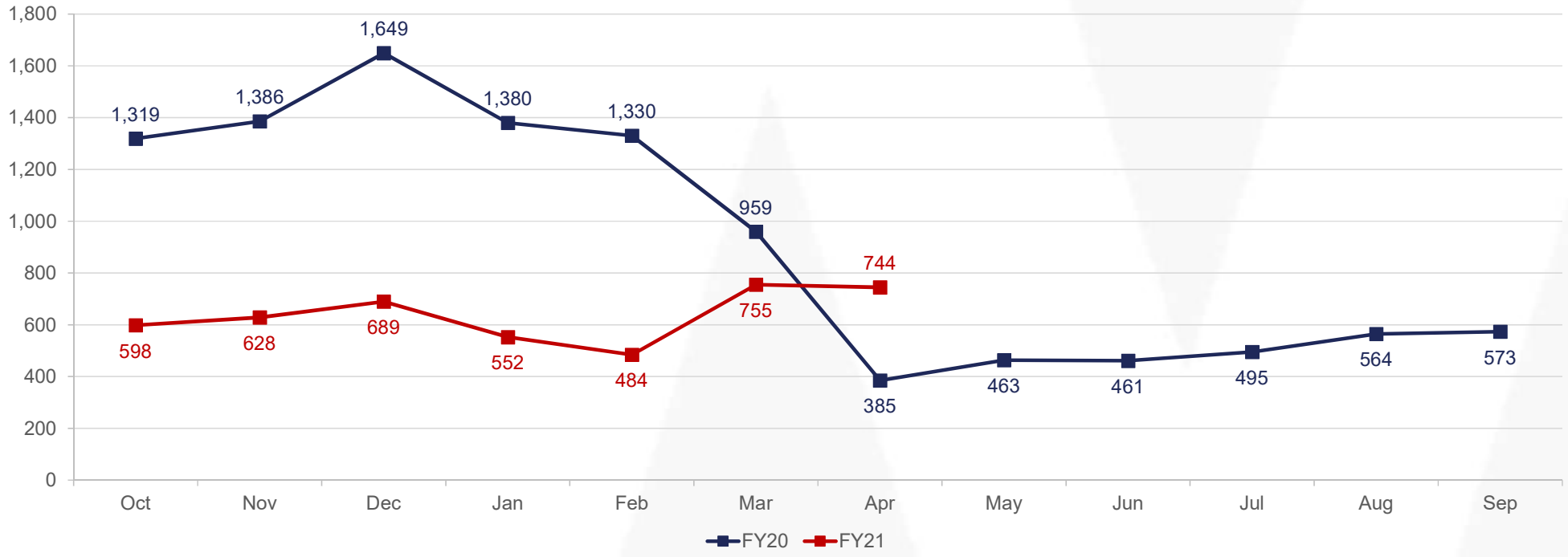


TEXRail Monthly Ridership



FY20 YTD Ridership: 260,920
FY21 YTD Ridership: 139,469

TEXRail Average Weekday Ridership



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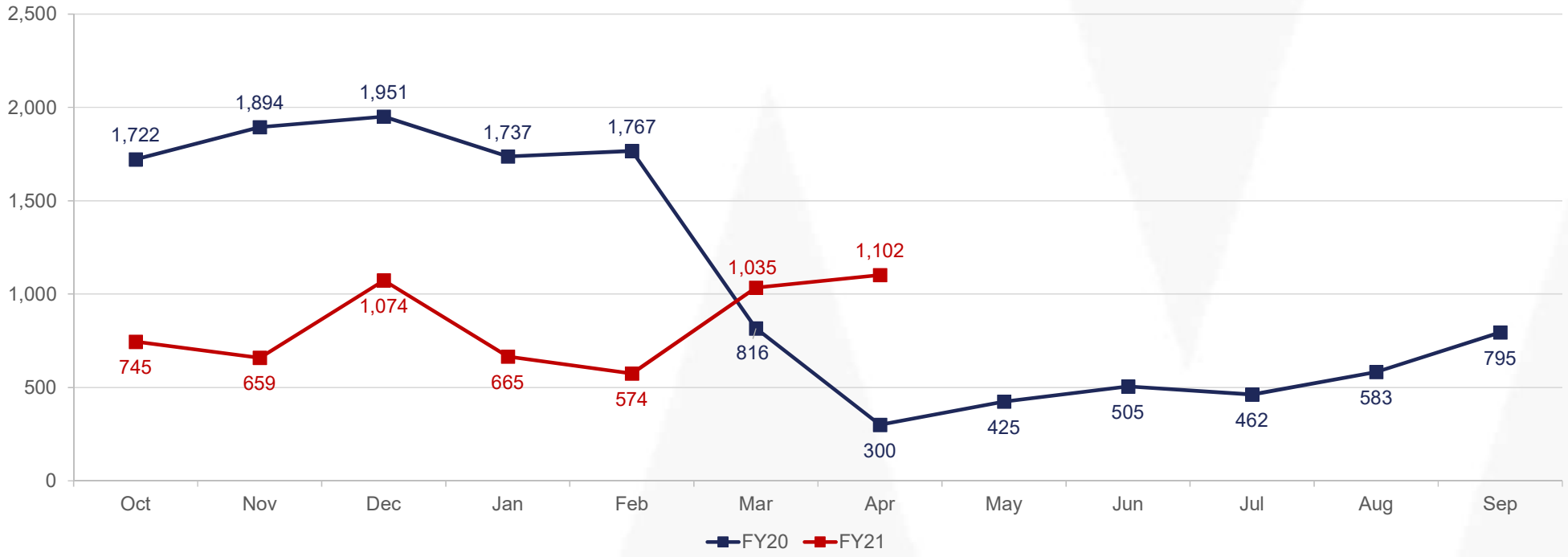
TEXRail Average Saturday Ridership



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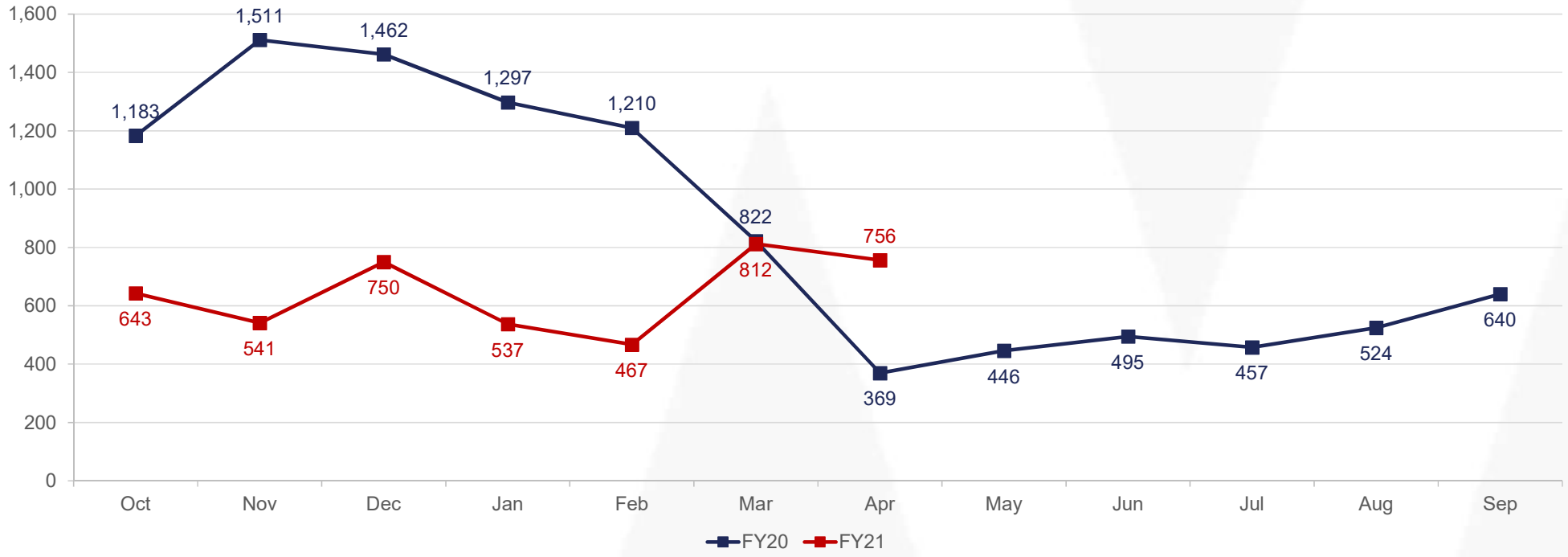
TEXRail Average Sunday Ridership



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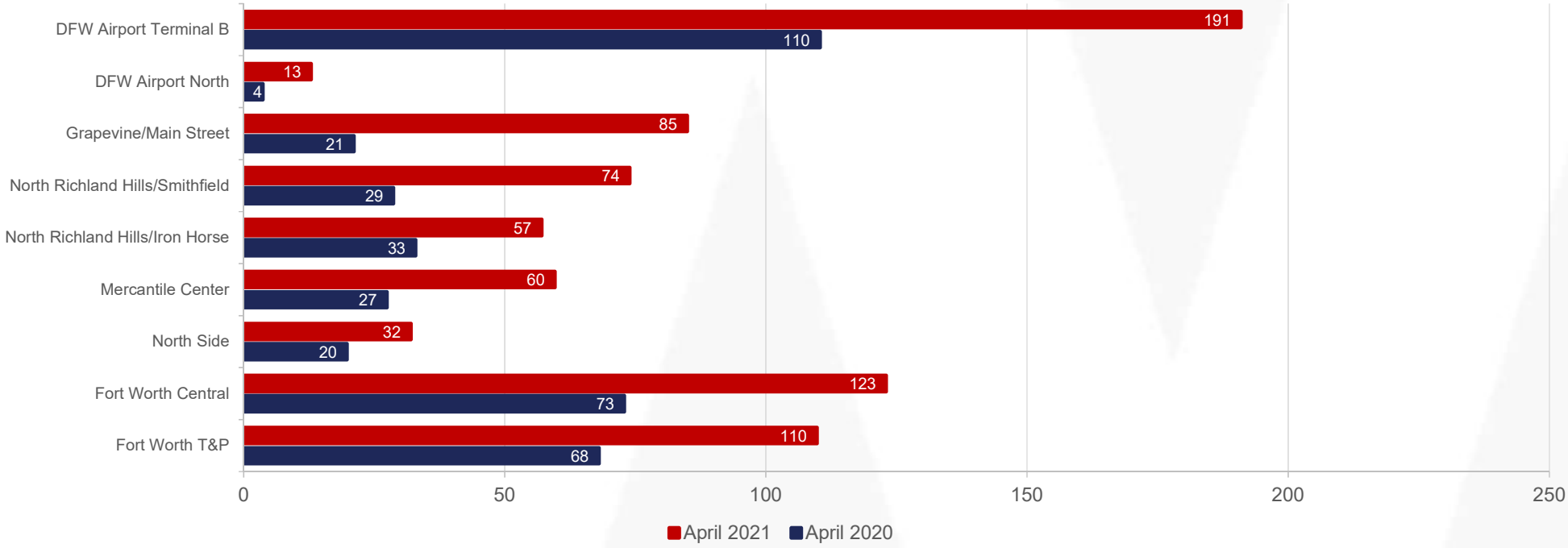
TEXRail Average Weekday Ridership



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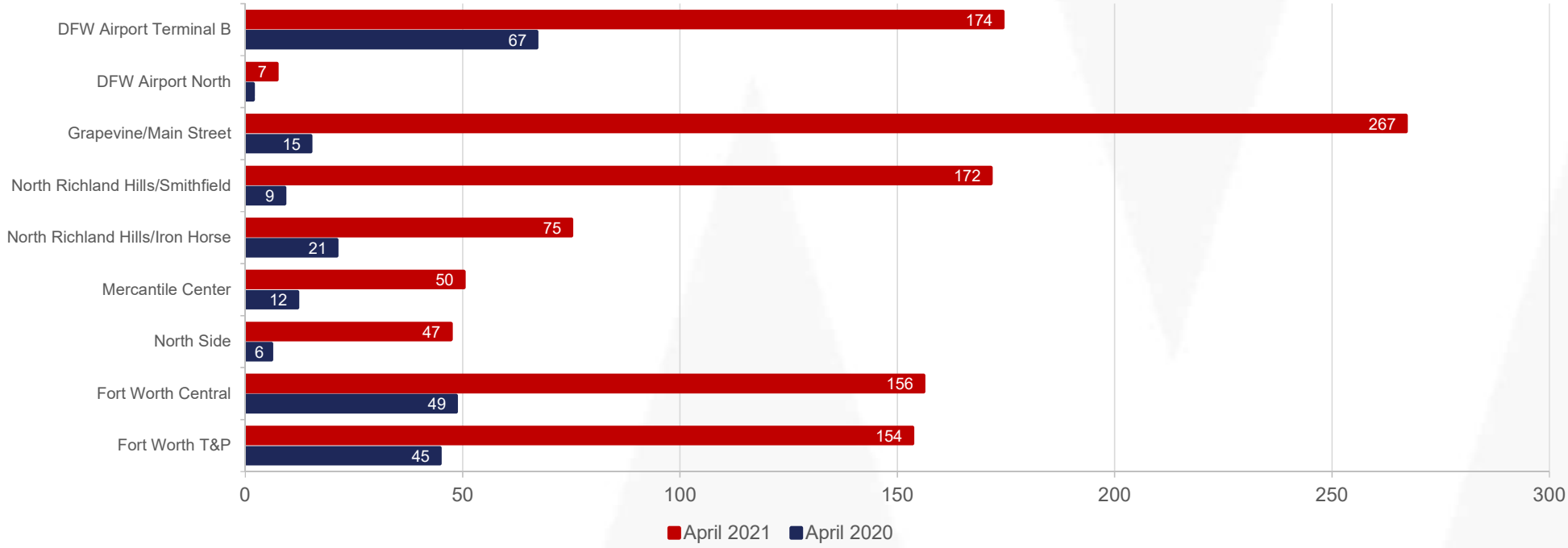
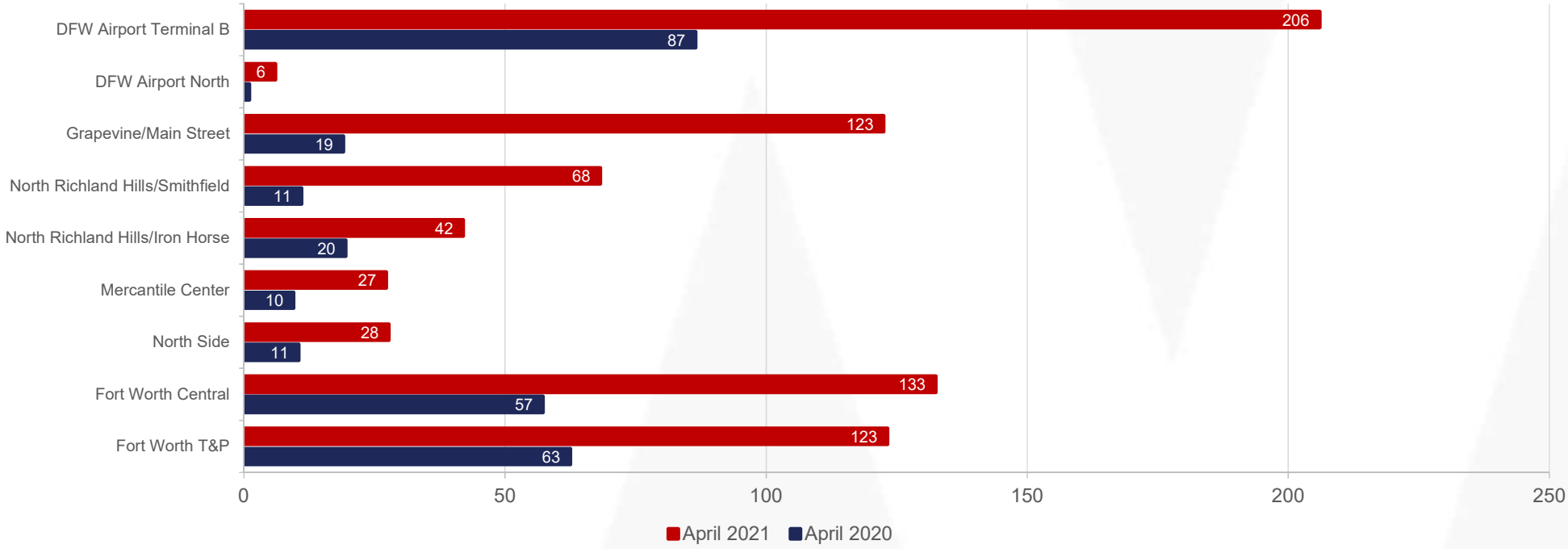
TEXRail Average Saturday Ridership



TEXRail Average Sunday Ridership



TRE Report

April 2021

Jon-Erik "AJ" Arjanen
COO/VP of Rail

June 2021

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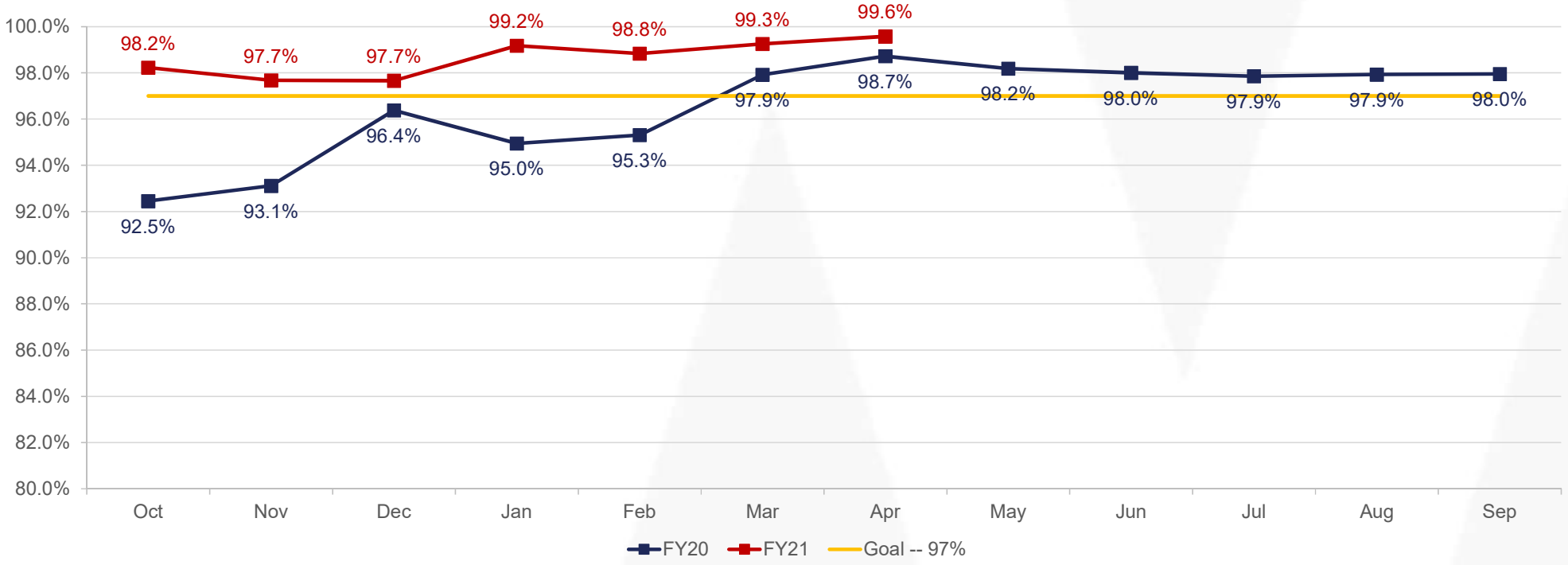
TRE Safety

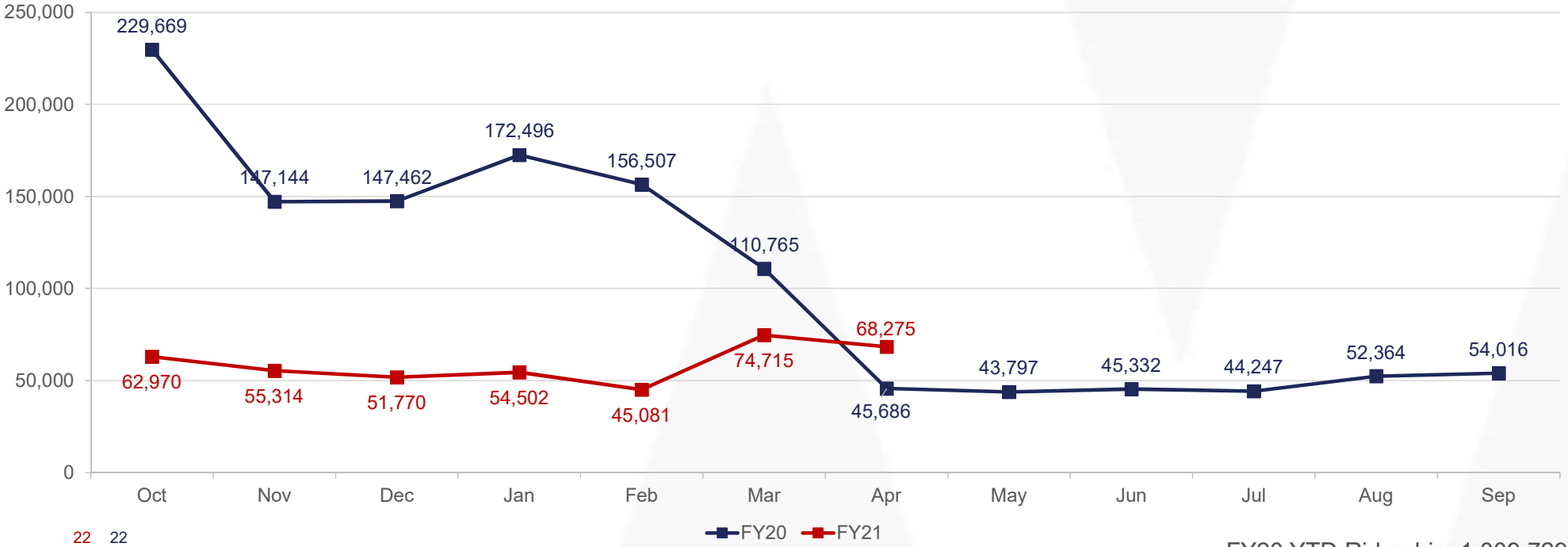
Days without a lost time injury:

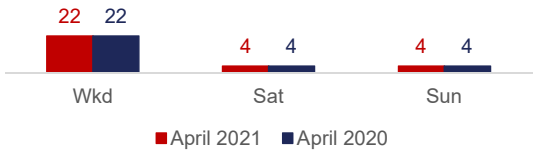
- Transportation/Maintenance of Equipment - 57
- Maintenance of Way/Signal - 184

TRE On-Time Performance



TRE Monthly Ridership





FY20 YTD Ridership: 1,009,729
FY21 YTD Ridership: 412,627

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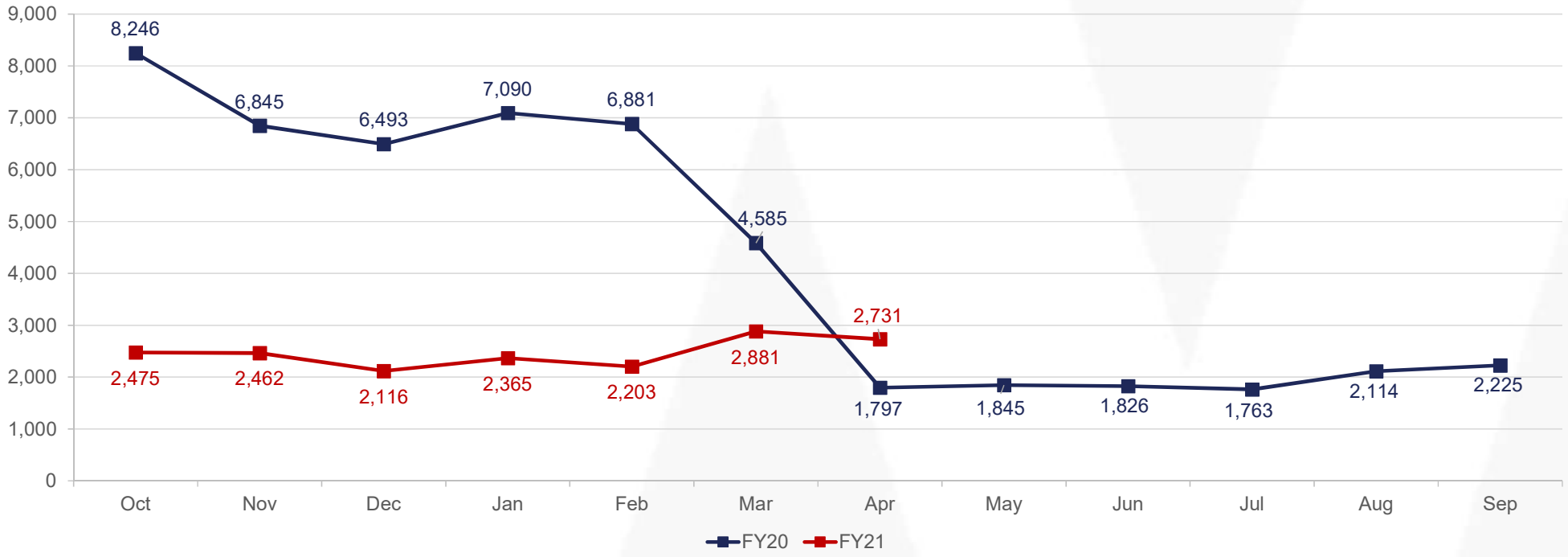
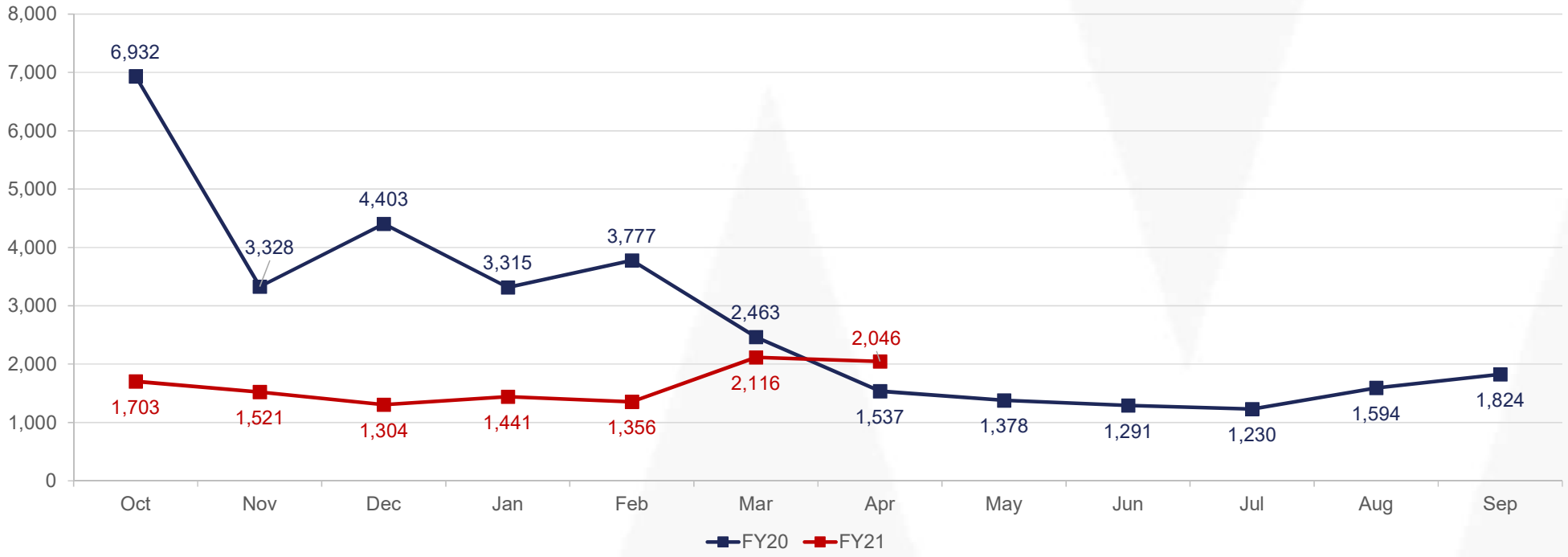
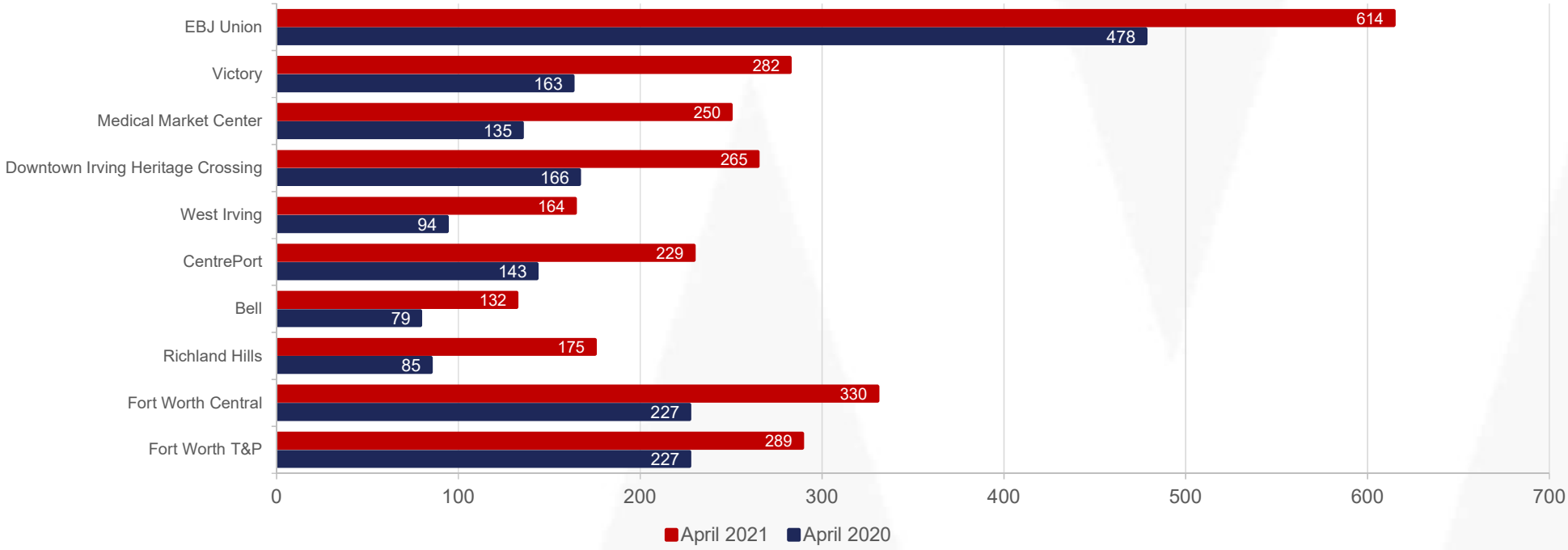
TRE Average Weekday Ridership



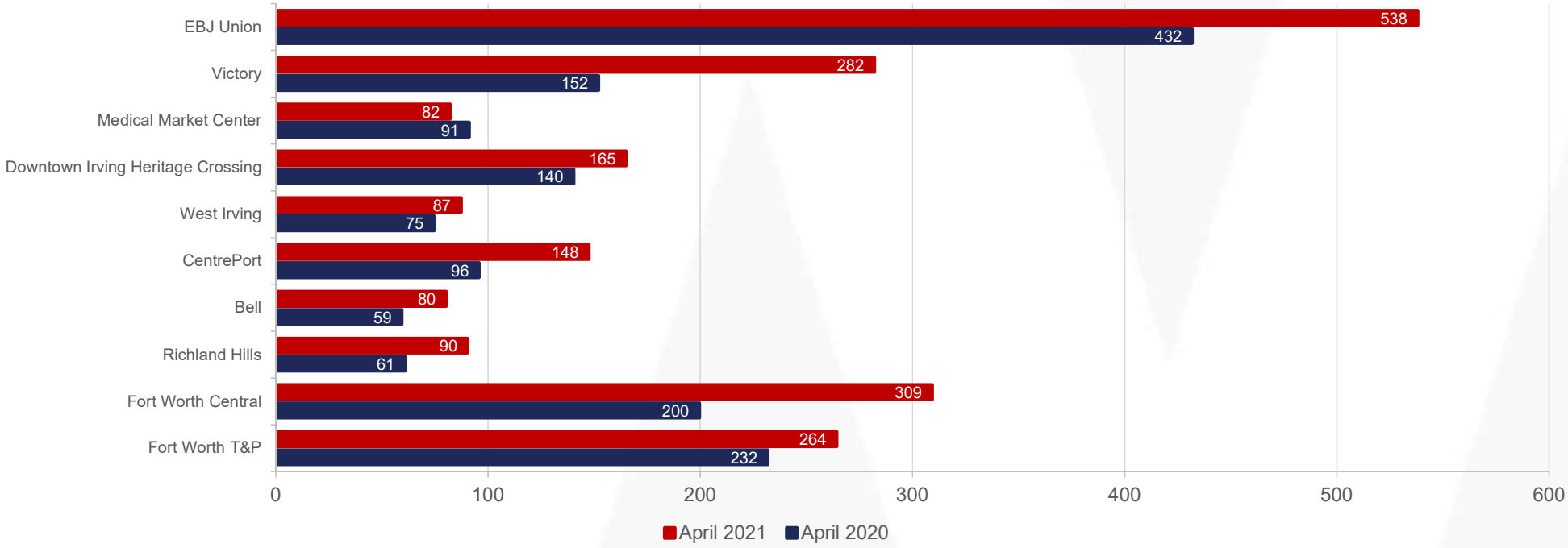
TRE Average Saturday Ridership



TRE Average Weekday Ridership



TRE Average Saturday Ridership



PLANNING, OPERATIONS & MARKETING COMMITTEE
INFORMATION ITEM

Item: Operations Update **Meeting Date:** June 21, 2021

Wayne Gensler, Chief Operating Officer / Vice President of Bus and Paratransit, will present an update on Operations.

Operations Report

April 2021

Wayne Gensler
COO/VP of Bus and Paratransit

June 2021

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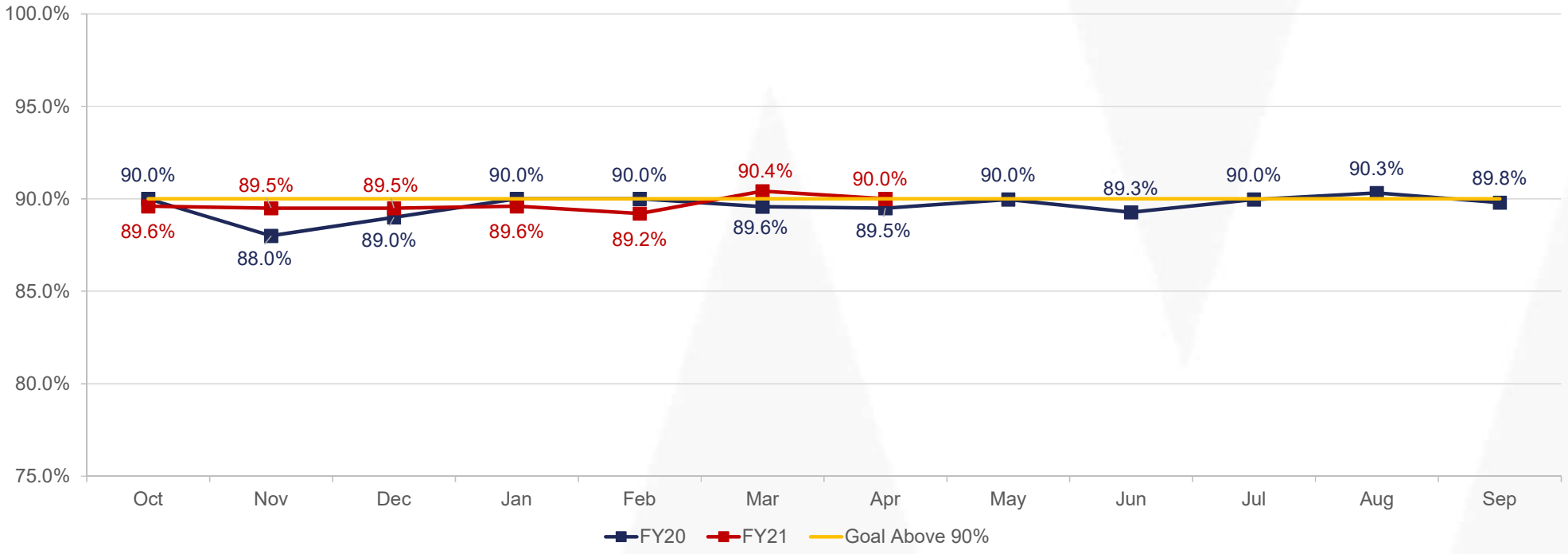
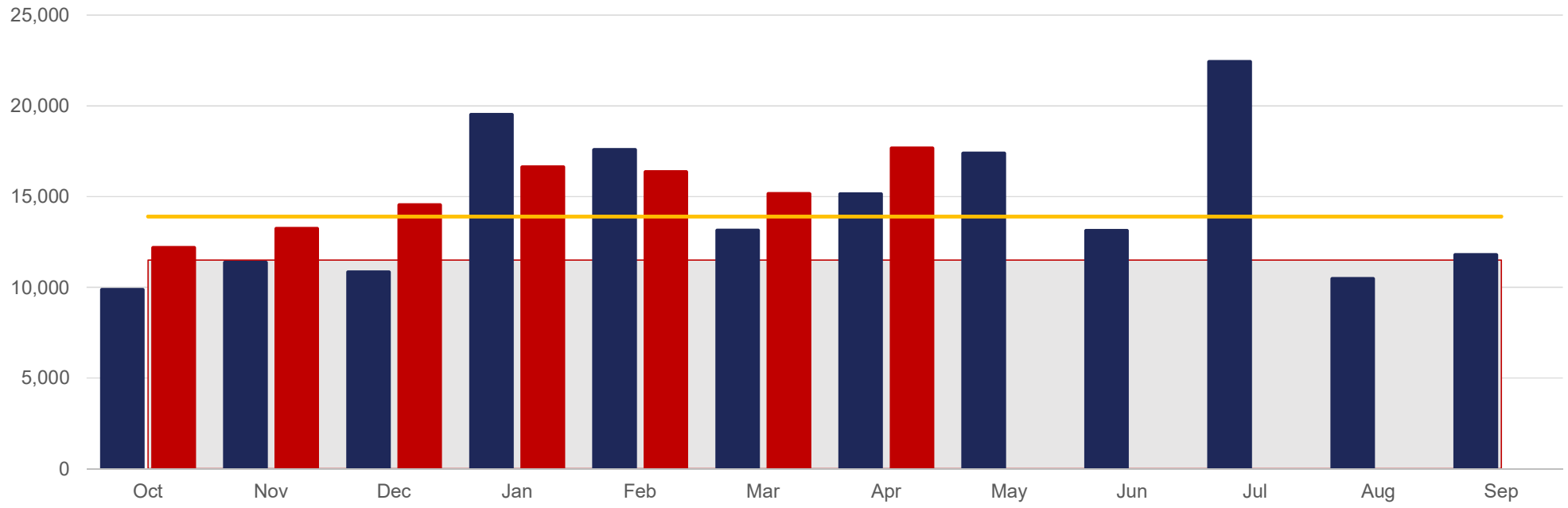
Fixed Route

On-Time Performance



Fixed Route

Miles Between Road Calls



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY20	9,858	11,364	10,828	19,522	17,580	13,134	15,141	17,390	13,128	22,422	10,466	11,791
FY21	12,172	13,233	14,534	16,631	16,352	15,145	17,660					

Goal Above 13,900

Minimum 11,500

Below Minimum

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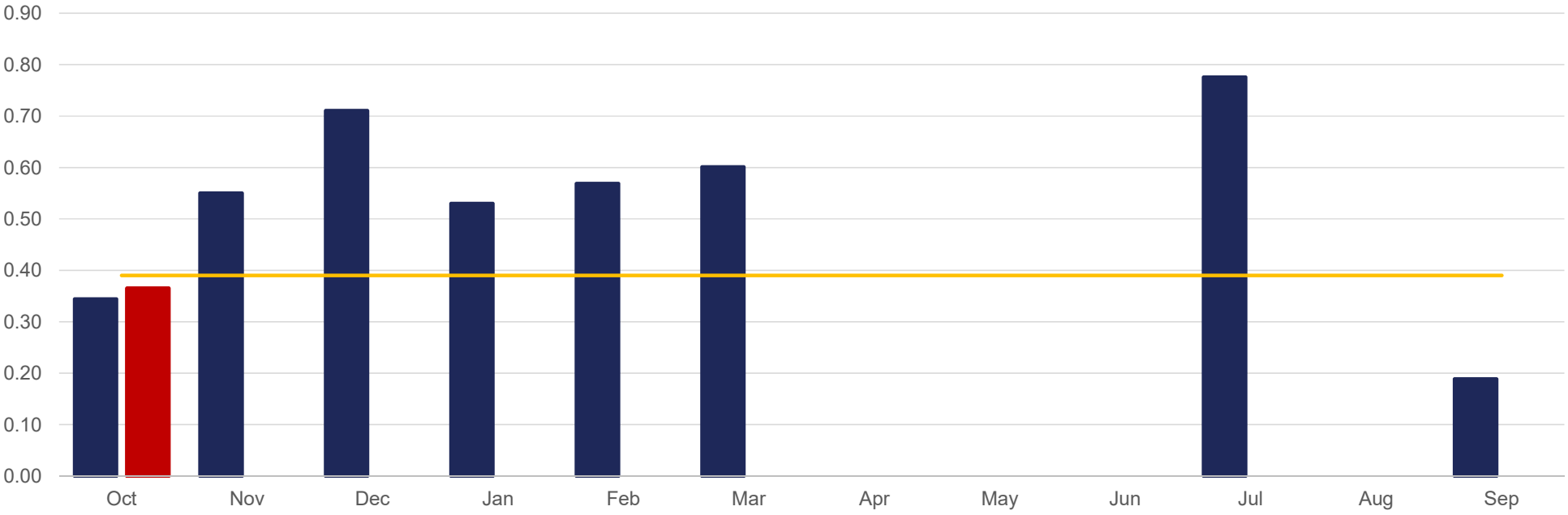
Fixed Route

Preventable Major Collisions per 100K Miles



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY20	0.34	0.55	0.71	0.53	0.57	0.60	0.00	0.00	0.00	0.78	0.00	0.19
FY21	0.37	0.00	0.00	0.00	0.00	0.00	0.00					

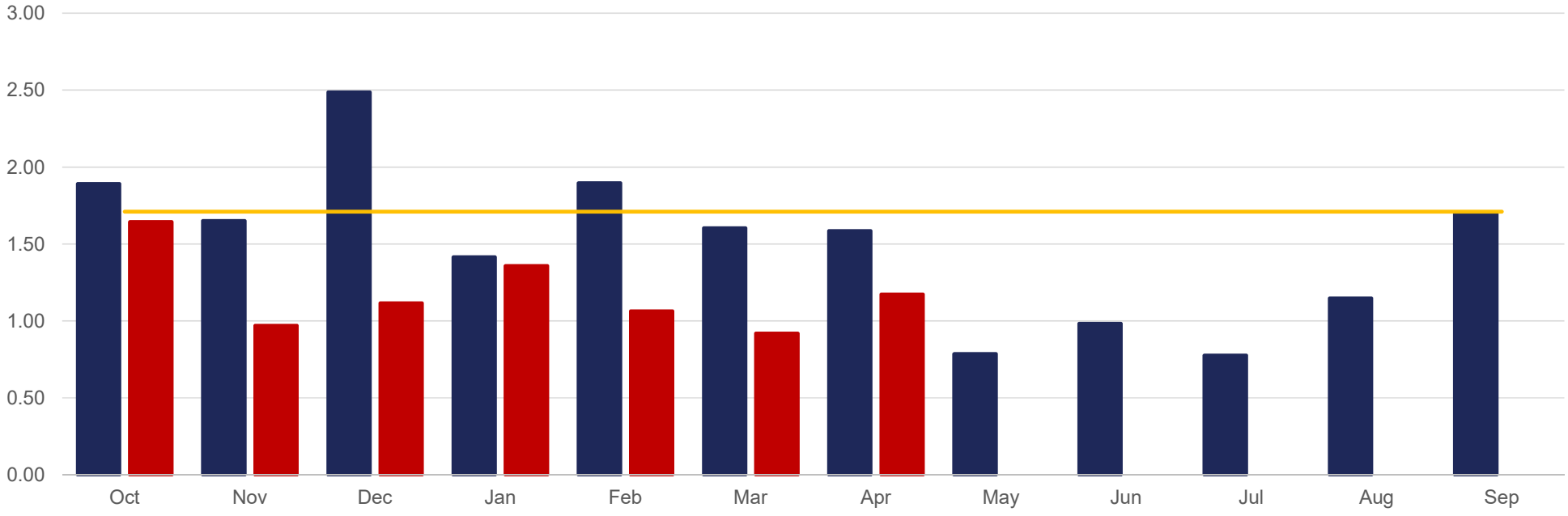
Goal Below 0.39

No Collisions

TRINITY METRO℠

Fixed Route

Preventable Collisions per 100K Miles



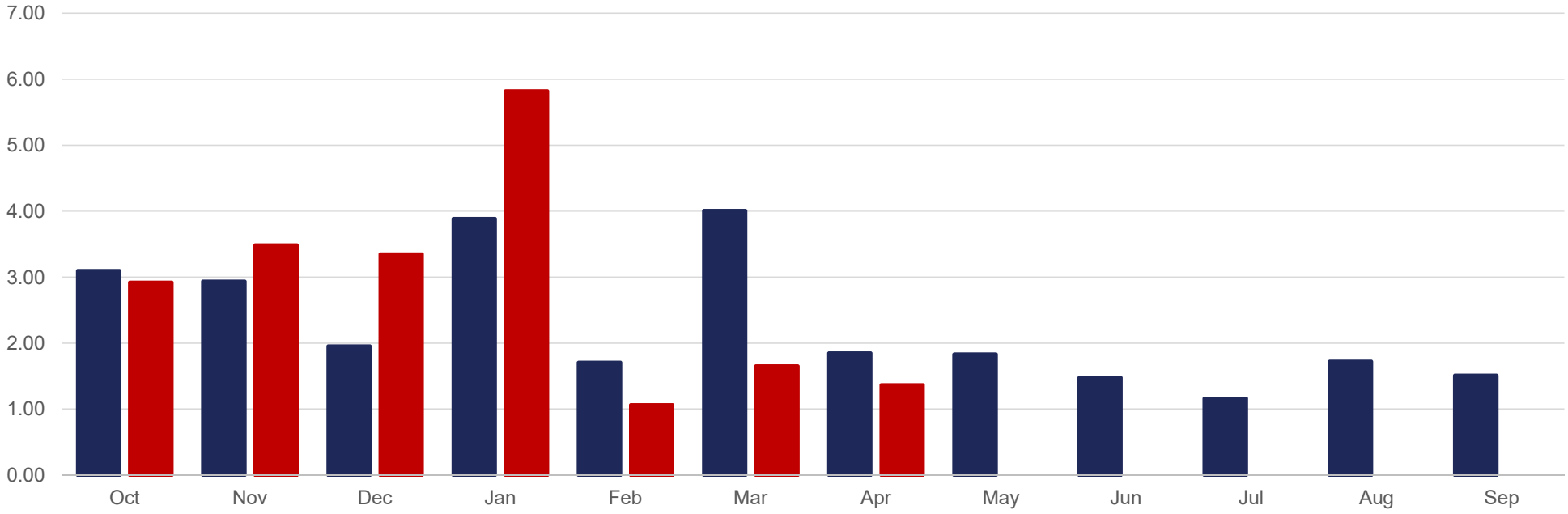
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY20	1.89	1.65	2.49	1.41	1.90	1.60	1.59	0.78	0.98	0.78	1.15	1.70
FY21	1.64	0.97	1.12	1.36	1.06	0.92	1.17					

Goal Below 1.71

TRINITY METRO℠

Fixed Route

Non-Preventable Collisions per 100K Miles

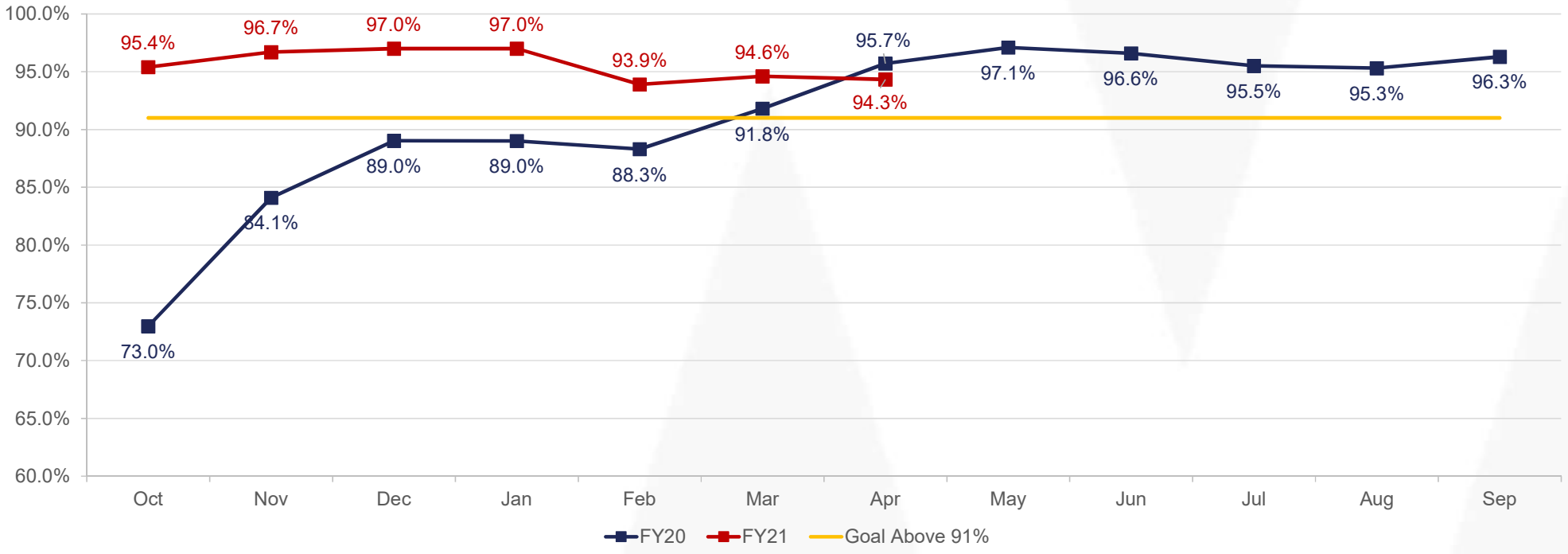


	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY20	3.09	2.93	1.95	3.89	1.71	4.01	1.85	1.83	1.47	1.16	1.72	1.51
FY21	2.92	3.49	3.35	5.82	1.06	1.65	1.37					

TRINITY METRO℠

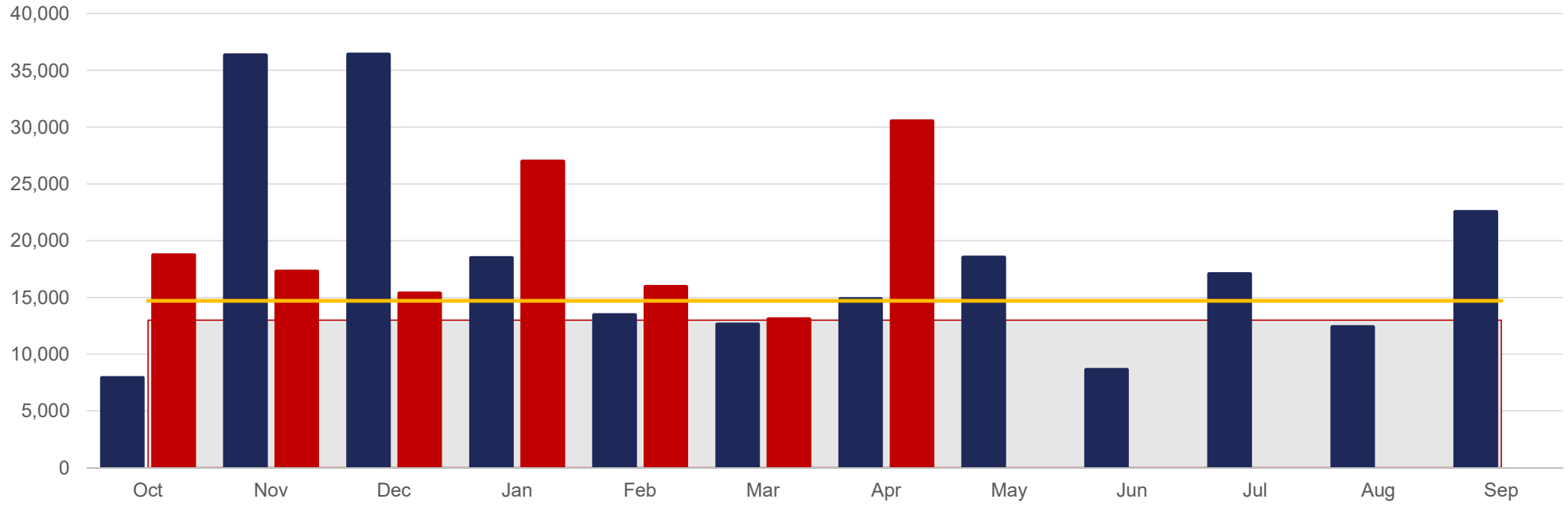
ACCESS InHouse

On-Time Performance



ACCESS InHouse

Miles Between Road Calls



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY20	7,929	36,318	36,396	18,480	13,457	12,628	14,863	18,527	8,620	17,052	12,383	22,532
FY21	18,722	17,291	15,348	26,984	15,936	13,083	30,526					

Goal Above 14,700

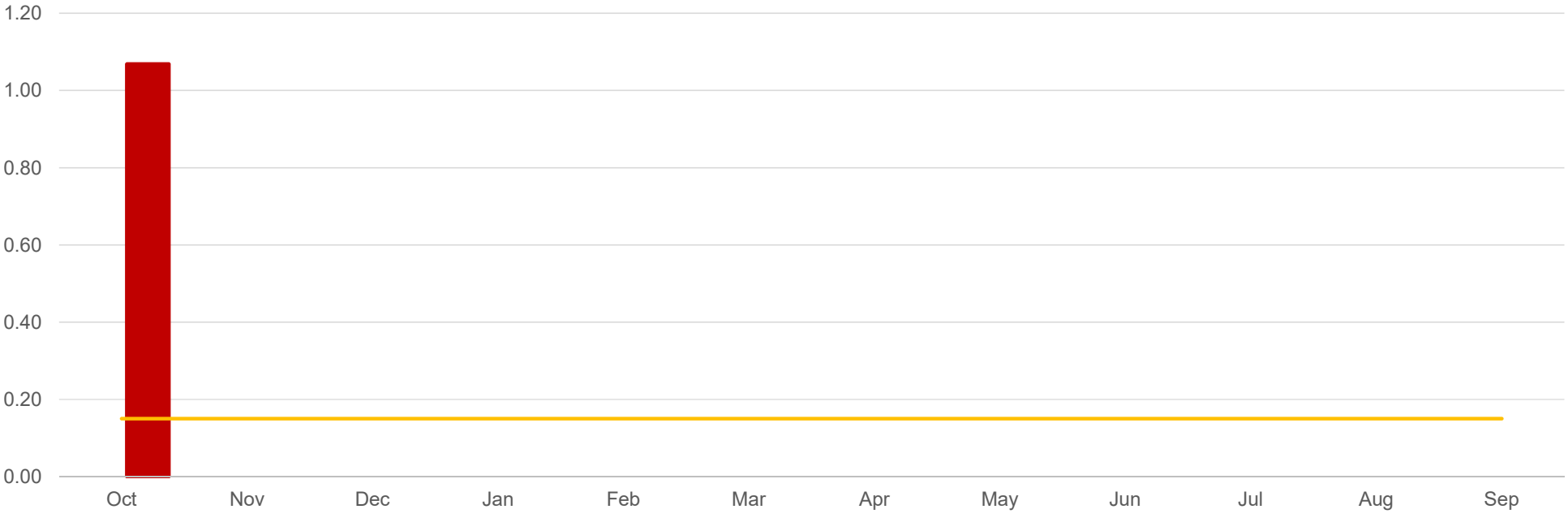
Minimum 13,000

Below Minimum

TRINITY METRO℠

ACCESS InHouse

Preventable Major Collisions per 100K Miles



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FY21	1.07	0.00	0.00	0.00	0.00	0.00	0.00					

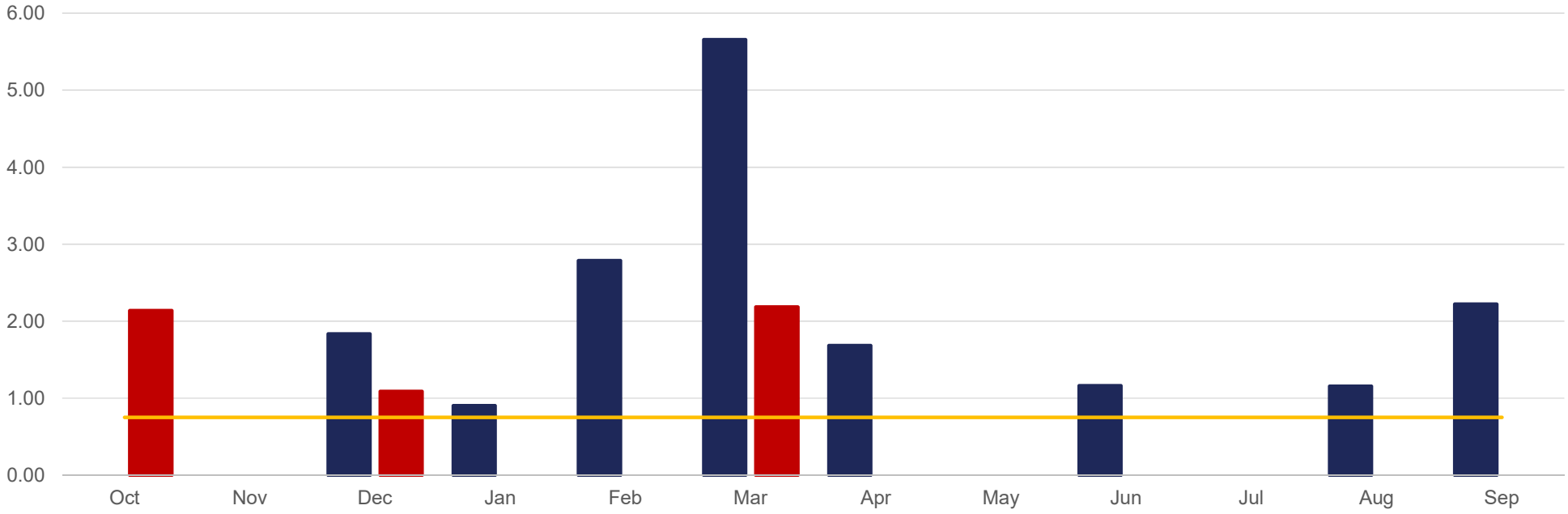
Goal Below 0.15

No Collisions

TRINITY METRO℠

ACCESS InHouse

Preventable Collisions per 100K Miles



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY20	0.00	0.00	1.83	0.90	2.79	5.66	1.68	0.00	1.16	0.00	1.15	2.22
FY21	2.14	0.00	1.09	0.00	0.00	2.18	0.00					

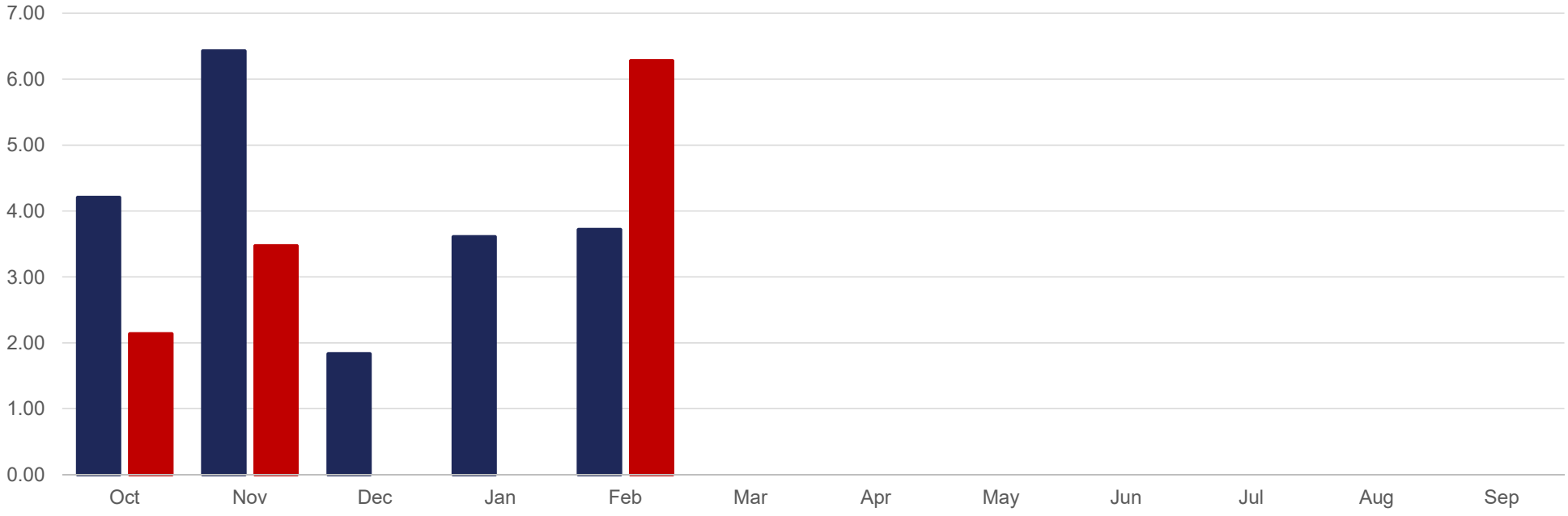
Goal Below 0.75

No Collisions

TRINITY METRO℠

ACCESS InHouse

Non-Preventable Collisions per 100K Miles



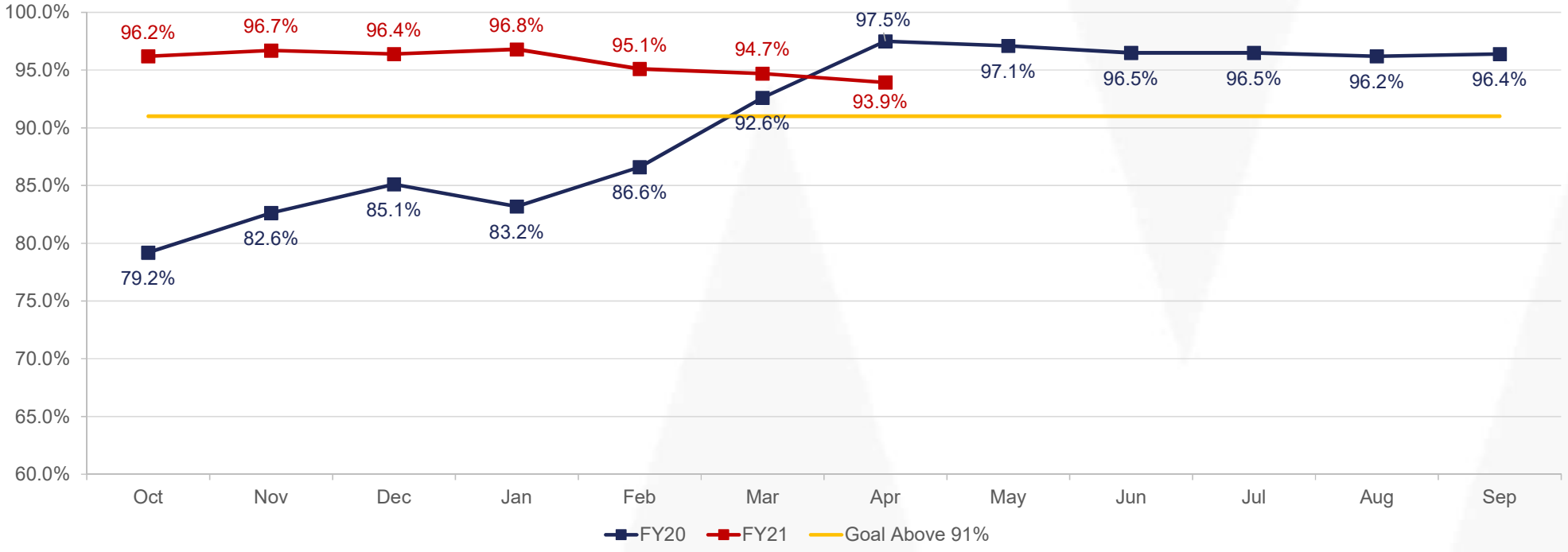
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY20	4.20	6.42	1.83	3.61	3.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FY21	2.14	3.47	0.00	0.00	6.28	0.00	0.00					

No Collisions

TRINITY METRO℠

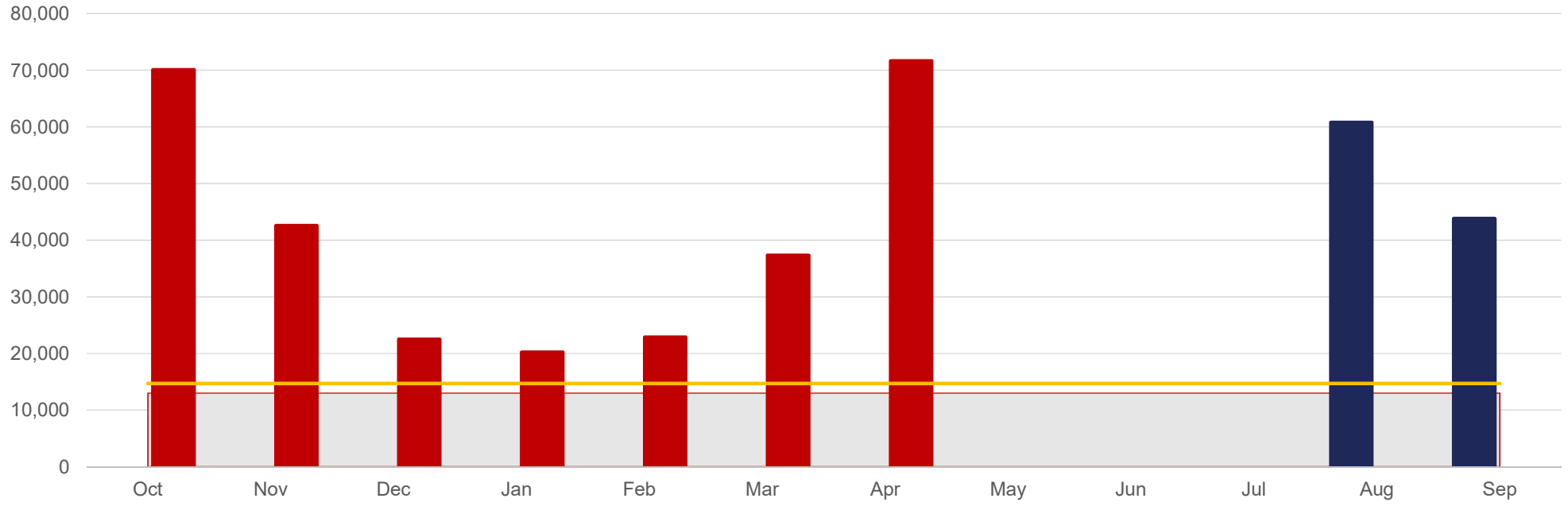
ACCESS Contract

On-Time Performance



ACCESS Contract

Miles Between Road Calls



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY20	No RCs	No RCs	No RCs	No RCs	No RCs	No RCs	No RCs	No RCs	No RCs	No RCs	60,781	43,803
FY21	70,075	42,583	22,532	20,232	22,881	37,327	71,642					

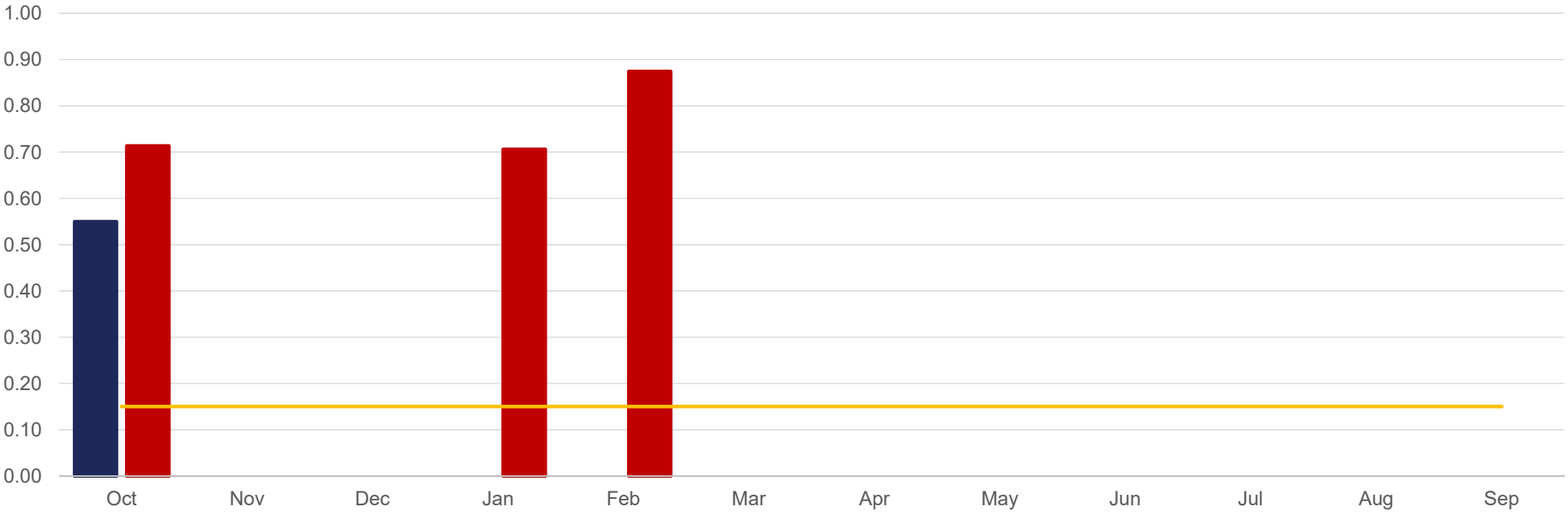
Goal Above 14,700

Minimum 13,000

TRINITY METRO℠

ACCESS Contract

Preventable Major Collisions per 100K Miles



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY20	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FY21	0.71	0.00	0.00	0.71	0.87	0.00	0.00					

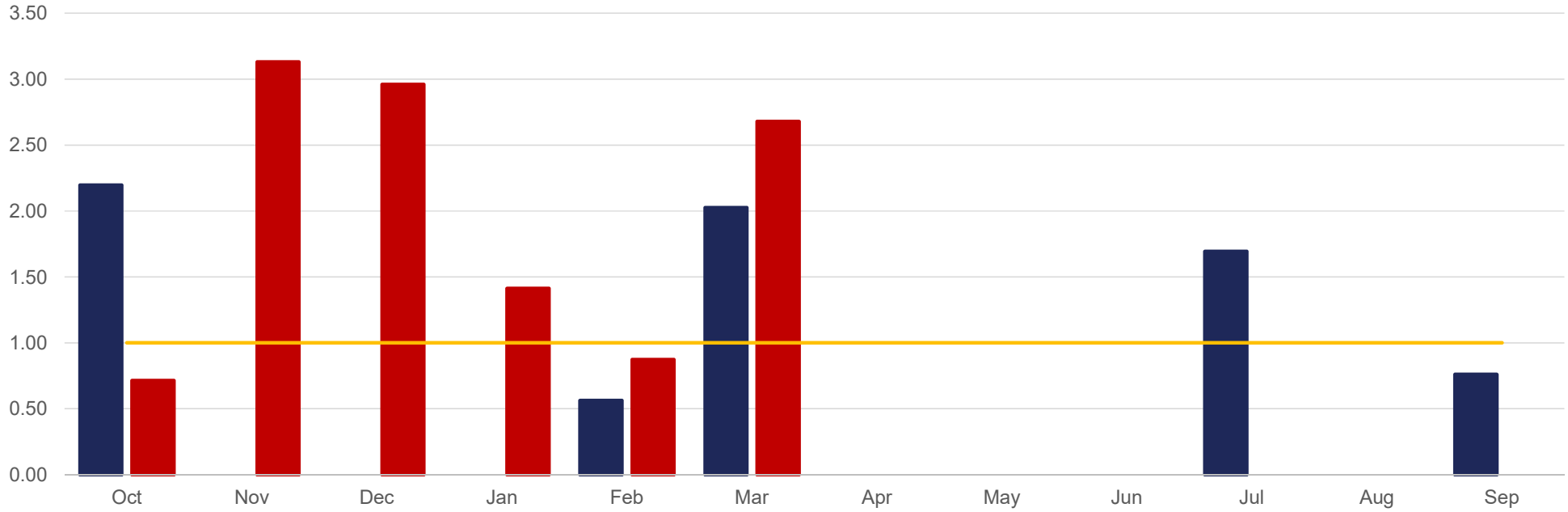
Goal Below 0.15

No Collisions

TRINITY METRO℠

ACCESS Contract

Preventable Collisions per 100K Miles



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY20	2.20	0.00	0.00	0.00	0.56	2.02	0.00	0.00	0.00	1.69	0.00	0.76
FY21	0.71	3.13	2.96	1.41	0.87	2.68	0.00					

Goal Below 1.00

No Collisions

TRINITY METRO℠

PLANNING, OPERATIONS & MARKETING COMMITTEE
INFORMATION ITEM

Item: Ridership Report **Meeting Date:** June 21, 2021

Wayne Gensler, Chief Operating Officer / Vice President of Bus and Paratransit, will present the Ridership Report.

Ridership Report

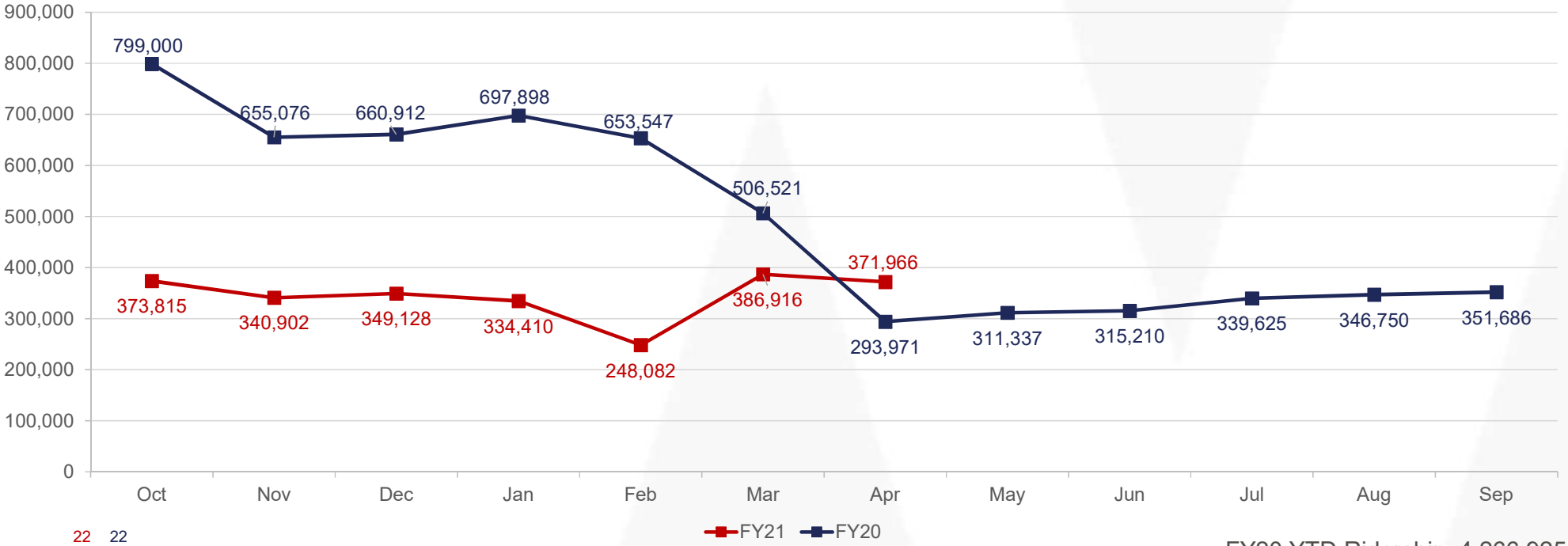
April 2021

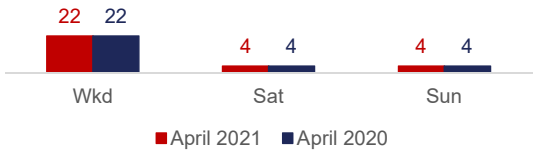
Wayne Gensler
COO/VP of Bus and Paratransit

June 2021

TRINITY METRO℠

System-wide Monthly Ridership

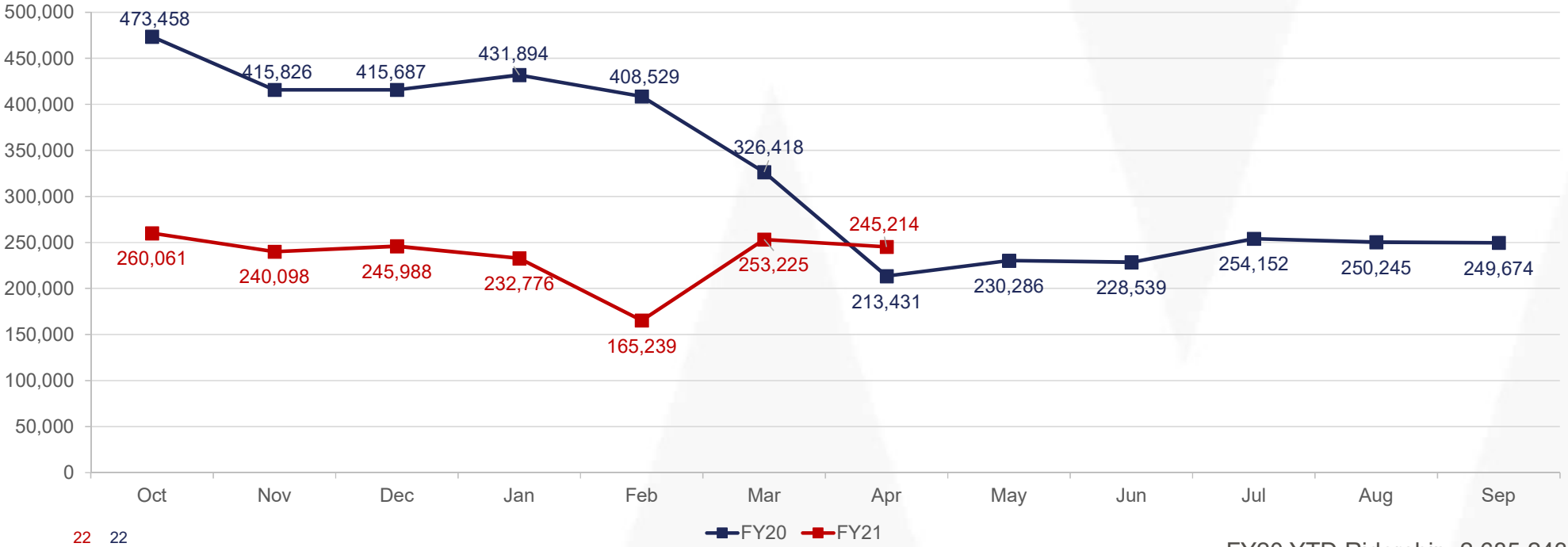


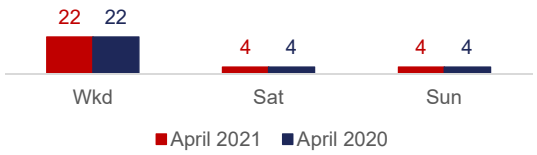


FY20 YTD Ridership: 4,266,925
FY21 YTD Ridership: 2,405,219

TRINITY METRO℠

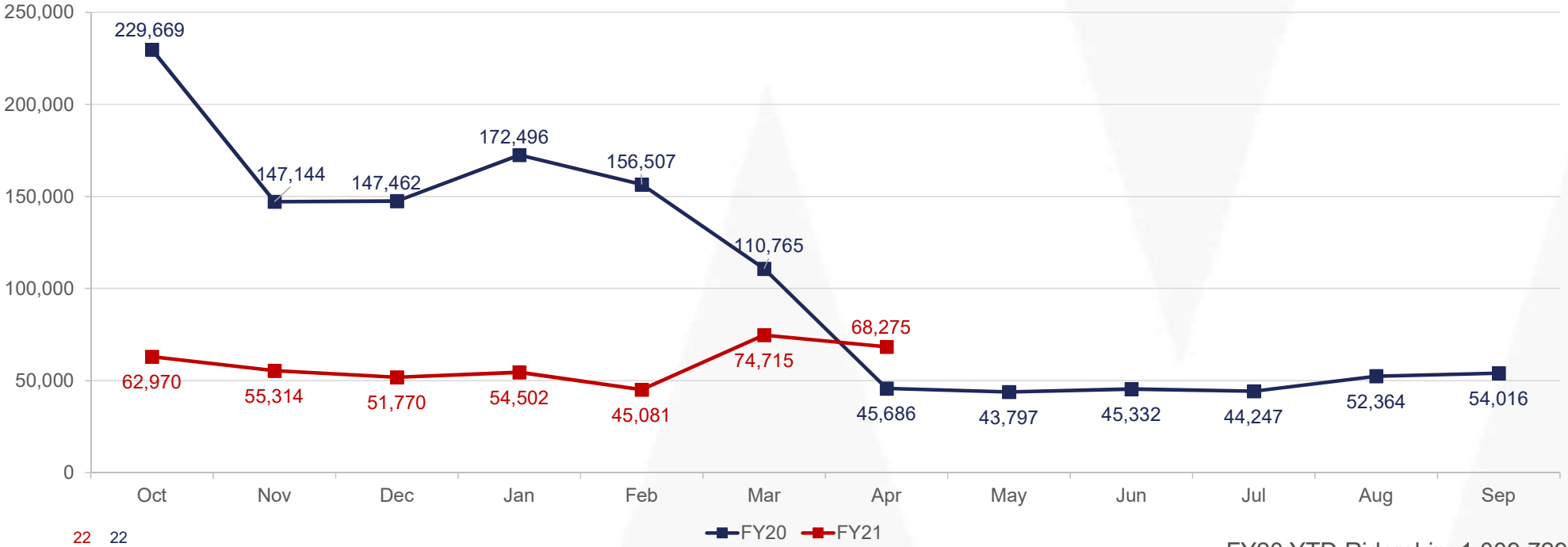
Fixed Route Monthly Ridership

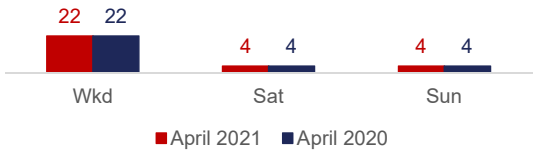




FY20 YTD Ridership: 2,685,243
FY21 YTD Ridership: 1,642,601

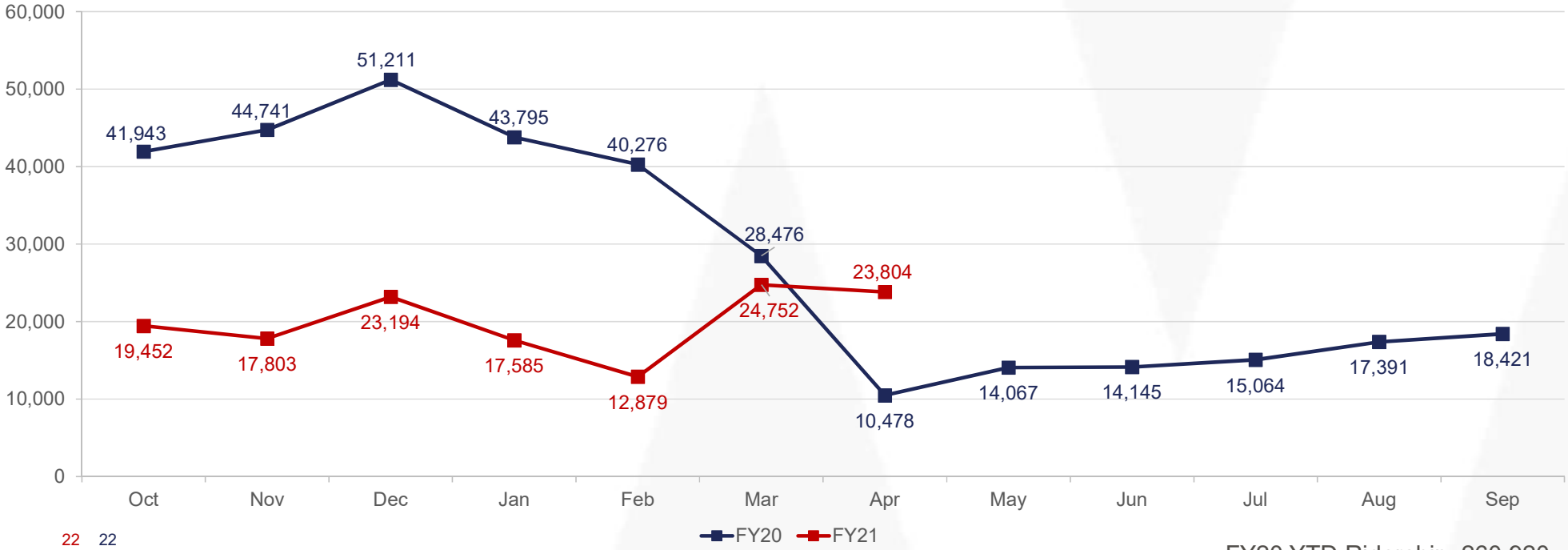
TRE Monthly Ridership

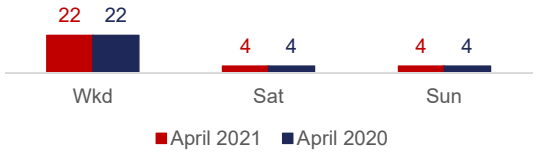




FY20 YTD Ridership: 1,009,729
FY21 YTD Ridership: 412,627

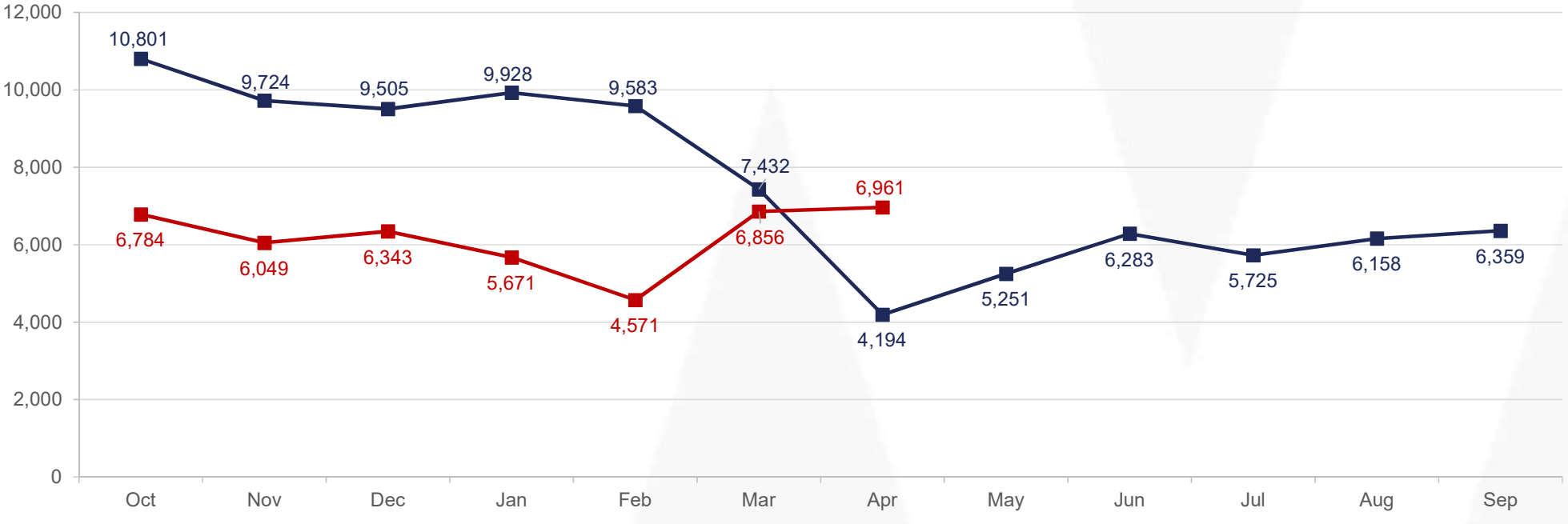
TEXRail Monthly Ridership

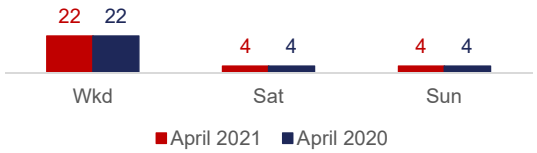




FY20 YTD Ridership: 260,920
FY21 YTD Ridership: 139,469

ACCESS InHouse Monthly Ridership





FY20 YTD Ridership: 61,167
FY21 YTD Ridership: 43,235

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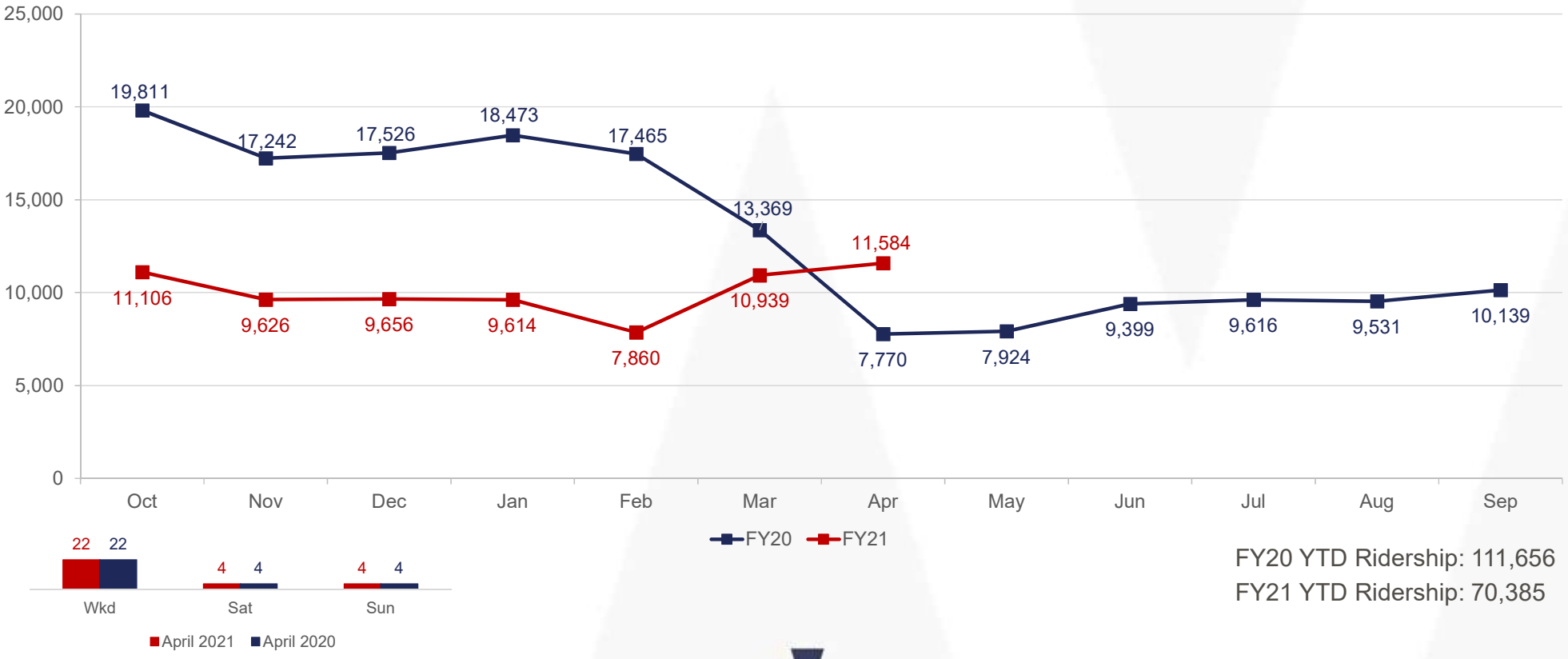
ACCESS Contract Monthly Ridership



FY20 YTD Ridership: 111,656

FY21 YTD Ridership: 70,385

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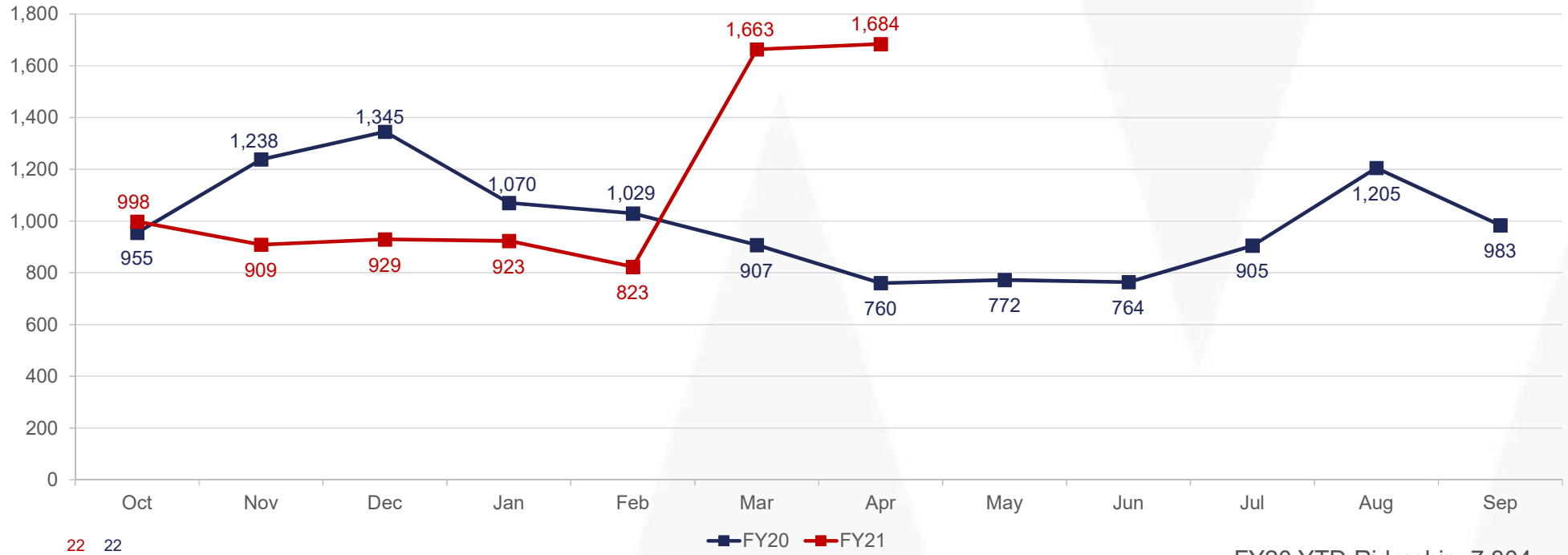
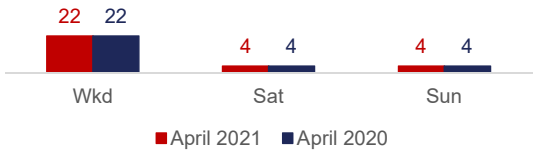
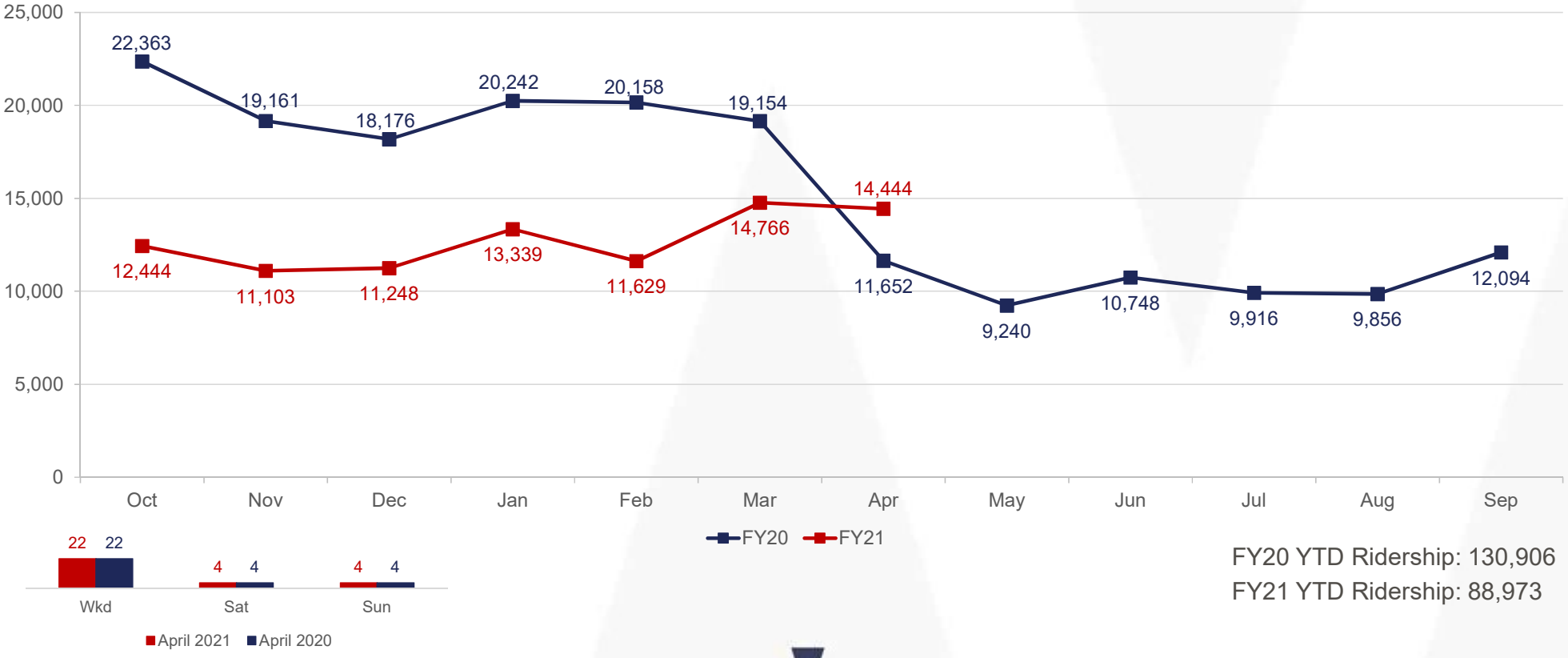
ZipZone Monthly Ridership





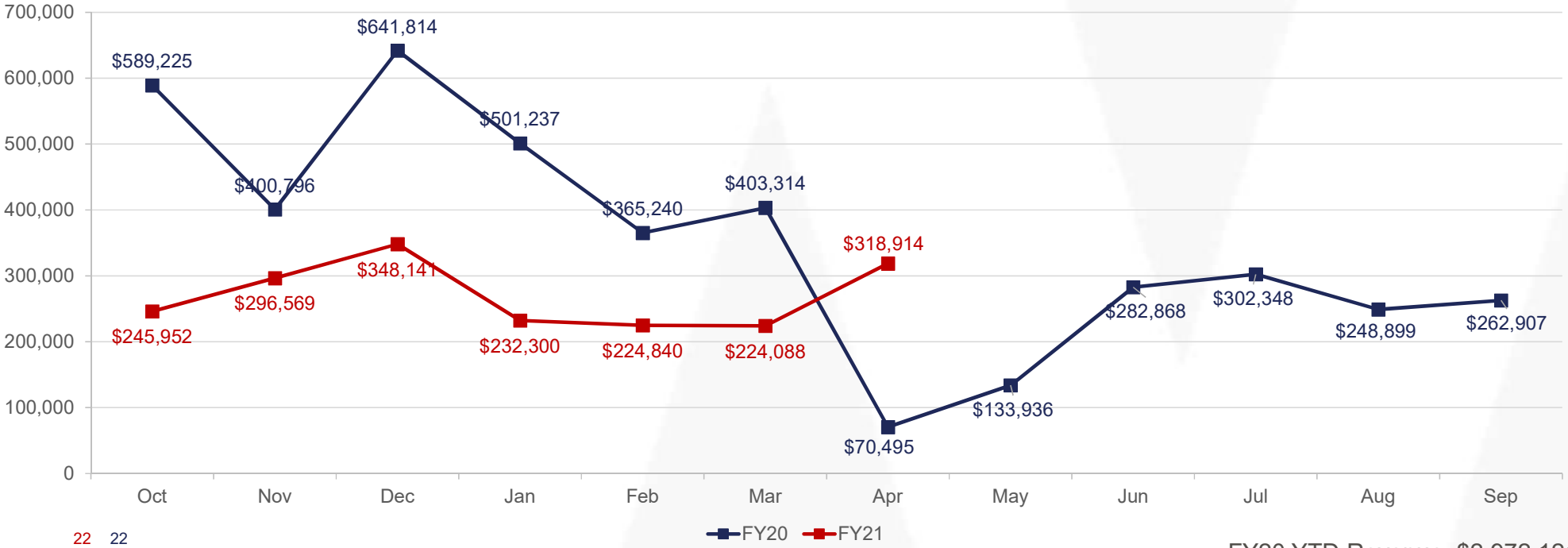
FY20 YTD Ridership: 7,304
FY21 YTD Ridership: 7,929

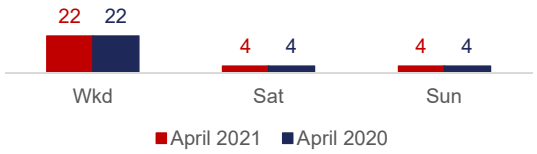
Other Services Monthly Ridership



FY20 YTD Ridership: 130,906
FY21 YTD Ridership: 88,973

Fixed Route Revenue





FY20 YTD Revenue: $2,972,121
FY21 YTD Revenue: $1,890,803

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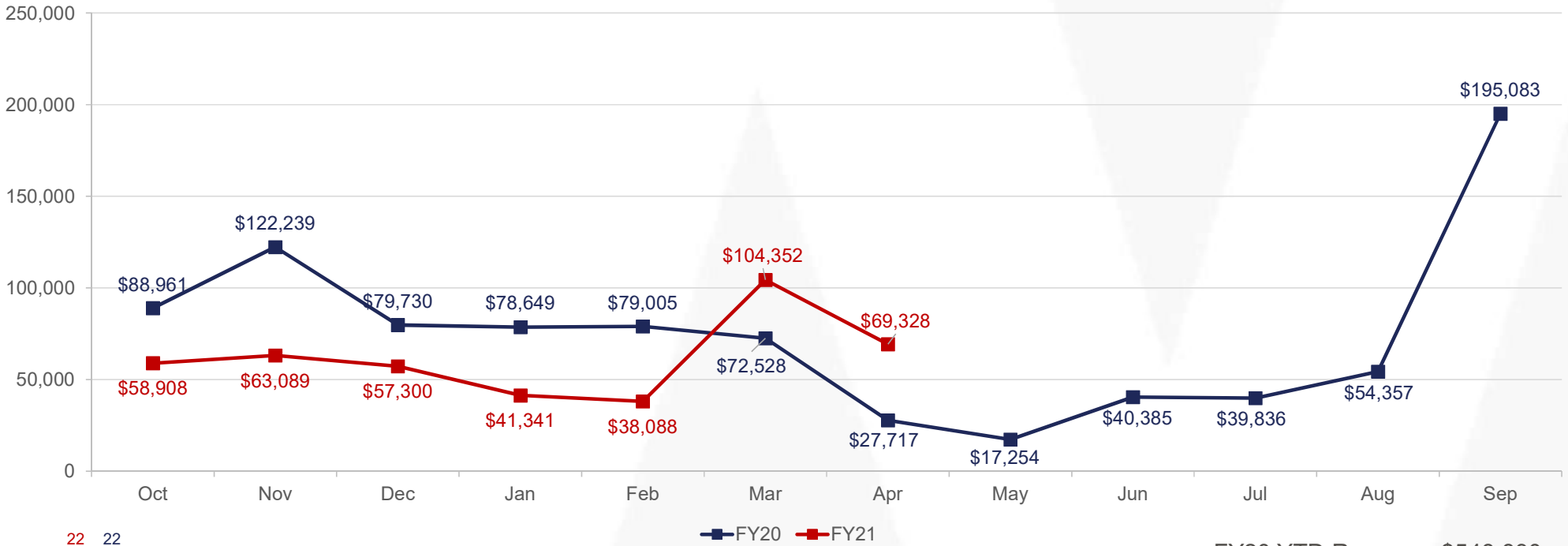
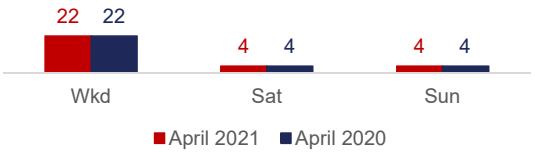
ACCESS Revenue





FY20 YTD Revenue: $548,830

FY21 YTD Revenue: $432,405

Summary

April 2021	Bus	ACCESS	TRE	TEXRail	System Wide
Recovery Ratio	12.15%	8.25%	4.53%	1.16%	6.42%
Average Fare per Boarding	$1.30	$3.74	$0.90	$1.29	$1.35

FY2021 - FYTD	Bus	ACCESS	TRE	TEXRail	System Wide
Recovery Ratio	7.00%	5.20%	2.64%	1.06%	4.50%
Average Fare per Boarding	$1.15	$3.81	$0.63	$1.22	$1.19

TRINITY METRO℠

COVID Service Highlights – May 2021

	May
Trips to Medical District on Fixed Route Service	10,673
Medical and Grocery Trips on Paratransit Service	8,940
Dialysis Trips on Paratransit Service	6,296
Work Trips on ZIPZONES	1,809
Job Seekers	4,297
Vaccine Rides Fort Worth	90

PLANNING, OPERATIONS & MARKETING COMMITTEE
INFORMATION ITEM

Item: Marketing & Communications Report **Meeting Date:** June 21, 2021

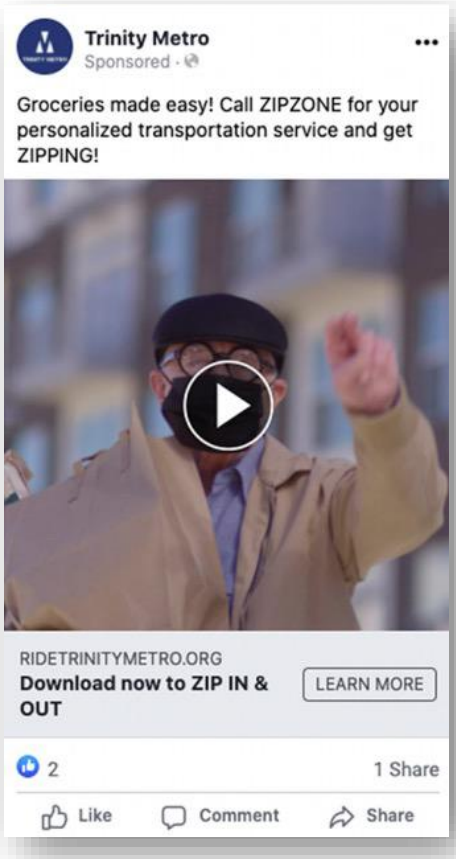
Melissa Chrisman, Vice President of Marketing & Communications, will present an update on Marketing & Communications.

PLANNING, OPERATIONS & MARKETING COMMITTEE INFORMATION ITEM

Item Number: Marketing & Communications Update **Meeting Date:** June 21, 2021

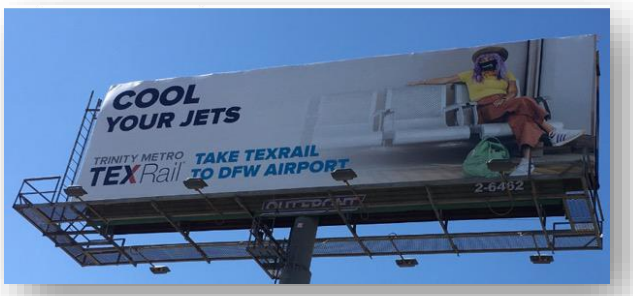
PAID MEDIA – UPDATE

CAMPAIGN NAME:	**ZIPZONE RIDERSHIP - ZIP AROUND YOUR ZONE**
TIMEFRAME:	APRIL 2021
CAMPAIGN RESULTS:	713,409 AD VIEWS, 3,880 AD CLICKS
RIDERSHIP GOAL:	2,151 RIDES IN ZIPZONES IN APRIL
RESULTS FINAL:	1,684 RIDES IN ZIPZONES IN APRIL **(GOAL NOT MET)**
TACTICS:	PAID SOCIAL MEDIA, PAID ONLINE DISPLAY



PAID MEDIA – UPDATE

CAMPAIGN NAME:	**TEXRAIL RIDERSHIP - MAKE YOUR MOVE**
TIMEFRAME:	APRIL 2021
CAMPAIGN RESULTS:	9,772,472 AD VIEWS, 6,613 AD CLICKS
RIDERSHIP GOAL:	21,976 RIDES ON TRINITY METRO TEXRAIL IN APRIL
RESULTS FINAL:	23,804 RIDES ON TRINITY METRO TEXRAIL IN APRIL **(GOAL EXCEEDED)**
TACTICS:	CABLE TV, STREAMING SERVICES, PAID SOCIAL, PAID ONLINE DISPLAY, BILLBOARDS, PRINT



EARNED MEDIA – APRIL RESULTS

NATIONAL/INTERNATIONAL

TEXRail was featured in a Mass Transit Magazine article: **Living along the TEXRail line, housing booms on commuter line in Dallas-Fort Worth**.

Metro Magazine included Trinity Metro in an article: **DART and Trinity Metro rail lines to connect at DFW Airport following resolution**.

Trinity Metro was mentioned in a Railway Age article: **DART Silver Line, TEXRail: "Meet you at B in '23."**

Trinity Metro was featured in a Progressive Railroading article: **DART approves payment to Trinity Metro for DFW Airport connection**.

Trinity Metro was mentioned in a Railway Gazette International article: **Silver Line access to Dallas/Fort Worth airport agreed**.

TEXRail was mentioned in a Trains Magazine article: **Grapevine, Texas, opens "Main Station" with rail facility, hotel and other features**.

Board Chairman Jeff Davis was quoted in a Mass Transit article: **Fort Worth's TEXRail line and DART's Silver Line will connect at DFW Airport**.

TEXRail was mentioned in Yahoo News: **Hundreds celebrate "dawn of new era" with grand opening of Grapevine Main Station**.

Board Chairman Jeff Davis was quoted in an Aviation Pros article**: Fort Worth's TEXRail line and DART's Silver Line will connect at DFW Airport**.

LOCAL/REGIONAL

TEXRail was featured on the front page of the Fort Worth Star-Telegram: **Housing is booming along TEXRail commuter line**. The article was accompanied by an online video: **"It's a hidden gem." Living and commuting on the TEXRail line**.

TEXRail was included in a Fort Worth Business Press article: **Grapevine Main Station, a $114 million public-private partnership, opens April 24**.

Culture Map Fort Worth included TEXRail in an article: **Trains are now rolling at new commuter rail stop in historic Grapevine**.

TEXRail was featured in The Gilmer Mirror: **Grand opening of historic Grapevine's majestic Grapevine Main Station**.

TEXRail was mentioned in a Fort Worth Star-Telegram article: **Hundreds celebrate "dawn of new era" with grand opening of Grapevine Main Station**.

Culture Map Dallas included TEXRail: **Trains are now rolling at historic Grapevine's new commuter rail stop**.

TEXRail was mentioned in a Fort Worth Star-Telegram article: **"We can't worship the automobile forever." Grapevine celebrates its grand train station**.

Free rides to vaccination sites were featured in an Al Dia Dallas article: **Fort Worth: Trinity Metro ofrece transporte gratis a centros de vacunacion contra covid-19**.

Jon-Erik "AJ" Arjanen, vice president and COO for Rail, was interviewed on WBAP news radio: **Trinity Metro has reached an agreement to allow DART to run Silver Line into TEXRail's airport station**.

Trinity Metro was featured in a Centre for Aviation article: **Trinity Metro approves TEXRail-DART rail extension through Dallas Fort Worth International**.

Board Chairman Jeff Davis was quoted in a Fort Worth Star-Telegram article: **Fort Worth's TEXRail line and DART's Silver Line will connect at DFW Airport**.

TEXRail was featured in the Fort Worth Business Press: **Learn about planned new southside station for TEXRail**.

SHARED MEDIA – APRIL RESULTS

NETWORK	ENGAGEMENTS	CLICKS	PAGE LIKES	COMMENTS	SHARES	REACTIONS	IMPRESSIONS	USERS REACHED
Facebook	2,866	1,909	12,194	100	105	752	54,463	41,157
MOM Change	-57%	-49%	0%	-77%	-63%	-64%	-61%	-61%
YOY Change	-57%	-61%	4%	-44%	-64%	-36%	-68%	-57%

NETWORK	ENGAGEMENTS	ENGAGEMENT RATE	LINK CLICKS	MENTIONS	RETWEETS	LIKES	IMPRESSIONS
Twitter	1,095	2%	214	11	65	165	45,463
MOM Change	0%	0%	0%	0%	0%	0%	0%
YOY Change	-45%	75%	0%	-54%	-29%	-23%	-72%

NETWORK	ENGAGEMENTS	ENGAGEMENT RATE	LIKES	COMMENTS	SAVES	IMPRESSIONS	REACH
Instagram	740	31%	695	11	34	10,557	263
MOM Change	0%	0%	0%	0%	0%	0%	0%
YOY Change	59%	21%	60%	-15%	113%	-42%	-97%

OWNED MEDIA – APRIL RESULTS

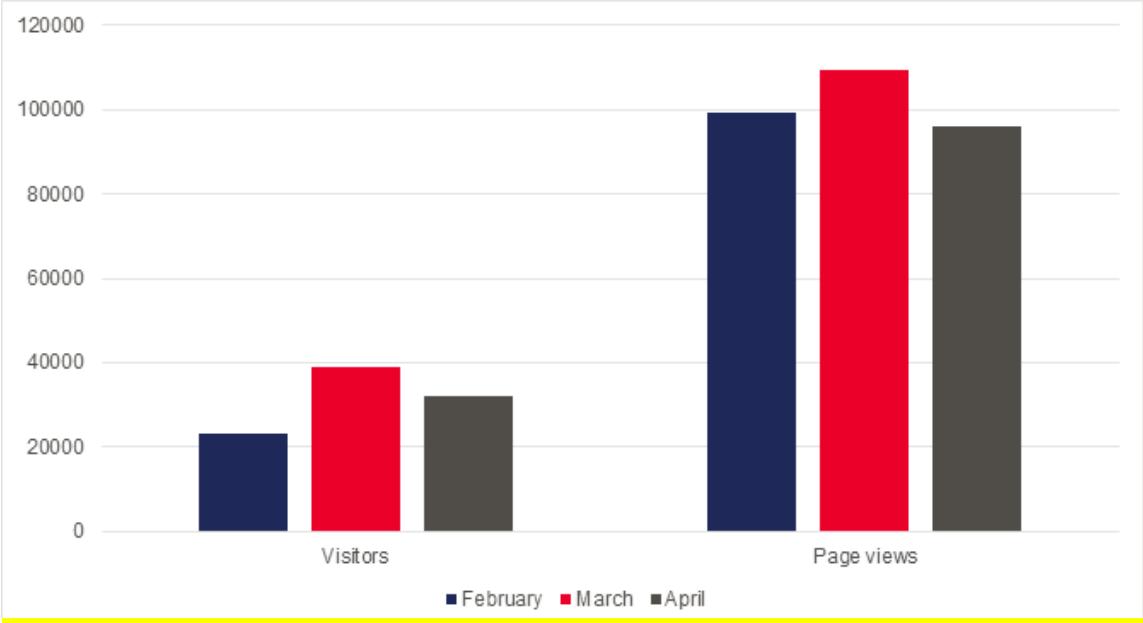
OWNED MEDIA RESULTS **SUMMARY: BLOG/MAKE YOUR MOVE**

TOP PERFORMING BLOG POSTS

- **Black-Owned Businesses You Can Support in Fort Worth** | 182 Page Views, 113 Sessions
- **Transit 101: TEXRail at DFW Airport** | 95 Page Views
- **Parking at TEXRail Stations** | 111 Page Views, 57 Sessions
- **ZIPZONE 101** | 93 Page Views, 57 Sessions
- **Dash and Discover The Modern Art Museum of Fort Worth** | 76 Page Views, 50 Sessions

PAGE VIEWS	AVERAGE TIME ON PAGE	SESSIONS	% NEW SESSIONS	NEW USERS	PAGES PER SESSION	AVERAGE SESSION DURATION
18,23	00:02:05	1,066	75%	788	1.68	00:01:56

OWNED MEDIA RESULTS	SUMMARY: GOVDELIVERY EMAIL/TEXT MARKETING
BULLETINS SENT:	33 (57 IN MARCH)
TOTAL RECIPIENTS:	157,282 (220,464 IN MARCH)
EMAIL OPENS:	20,856 (29,436 IN MARCH)
EMAIL OPEN RATE:	15% (16% IN MARCH)
LINK CLICKS:	1,763 (1,859 IN MARCH)
TOTAL SUBSCRIBERS	25,268 (25,112 IN MARCH)
TOTAL SUBSCRIPTIONS	172,415 (170,650 IN MARCH)



Top 5 most-visited pages on the website

1. TEXRail schedules
2. Homepage
3. Bus routes & schedules
4. Tickets
5. ZIPZONE

TRINITY METRO EASYRIDE – APRIL RESULTS

Total EASYRIDE organizations	**Total EASYRIDE participants**	**Monthly EASYRIDE revenue** (includes online and in-person sales)
72 (+/-0)	**1,641 (+12)*** *Includes 1,018 City of Fort Worth employees. Does not include the 42K+ TCC students who ride with their student I.D.	$5,670 (+$1,530) + $558 City of Fort Worth (+$17) $1,061 TCC (-$30)

CITY OF FORT WORTH RIDERSHIP = 498 TRIPS
TARRANT COUNTY COLLEGE RIDERSHIP = 854 TRIPS

EASYRIDE ticket type	**Total EASYRIDE sales by ticket type**	**Total EASYRIDE revenue by ticket type**
Local Monthly	70 (+16)	$4,320 (+$1,080)
Regional Monthly	0	$0
Local Annual	3 (+1)	$1,350 (+$450)
Regional Annual	0	$0

PLANNING, OPERATIONS & MARKETING COMMITTEE
INFORMATION ITEM

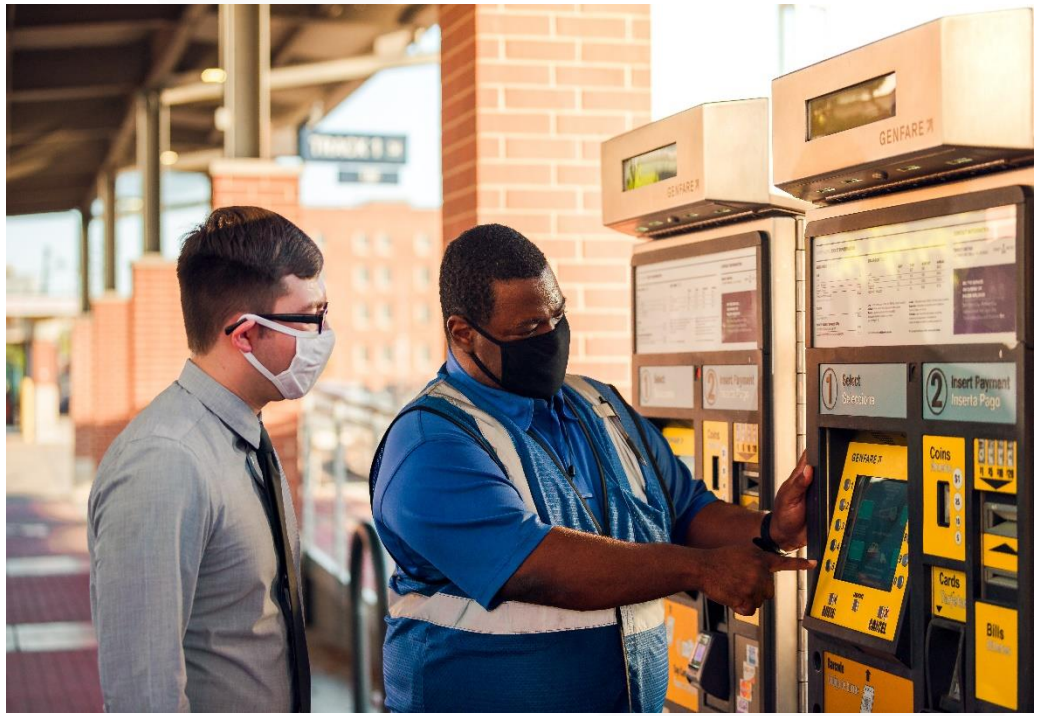
Item: Customer Relations Report **Meeting Date:** June 21, 2021

Detra Whitmore, Vice President of Customer Experience, will present an update on Customer Relations.

Customer Relations Report

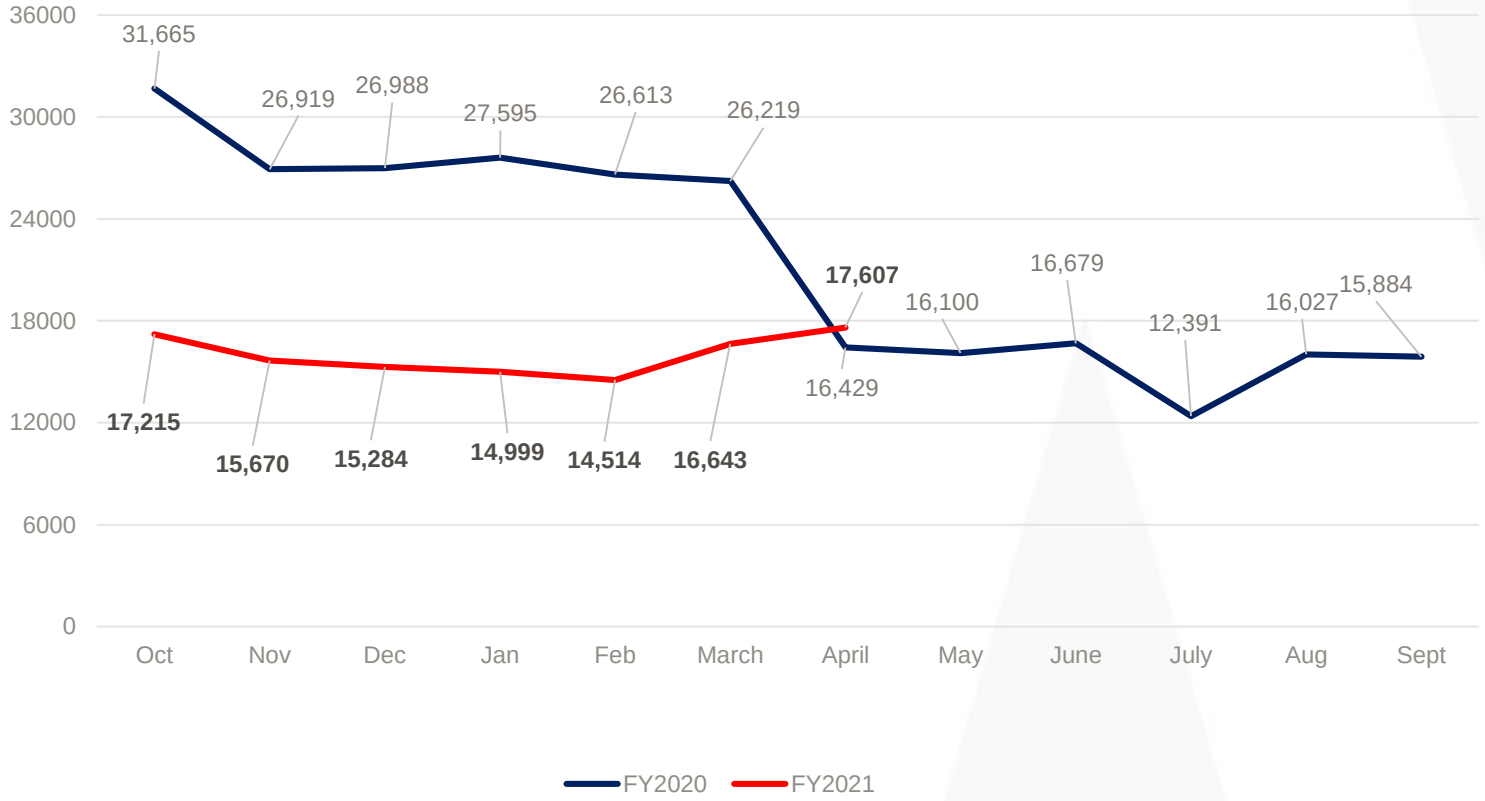
June 2021

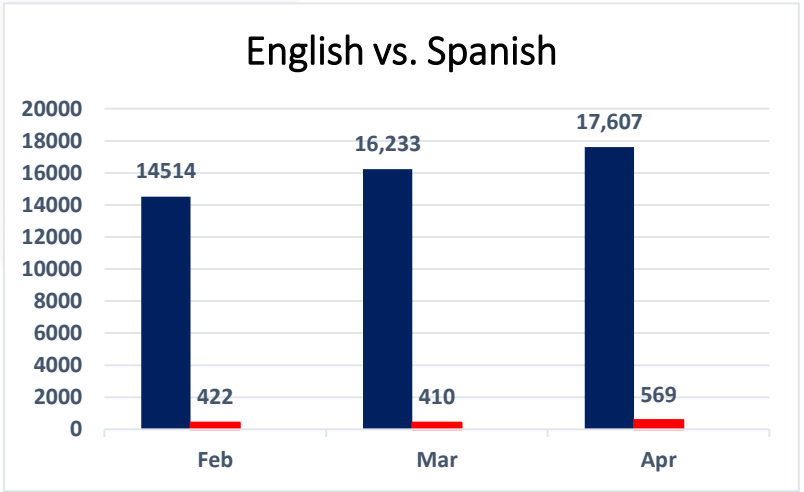
Detra Whitmore
Vice President of Customer Experience

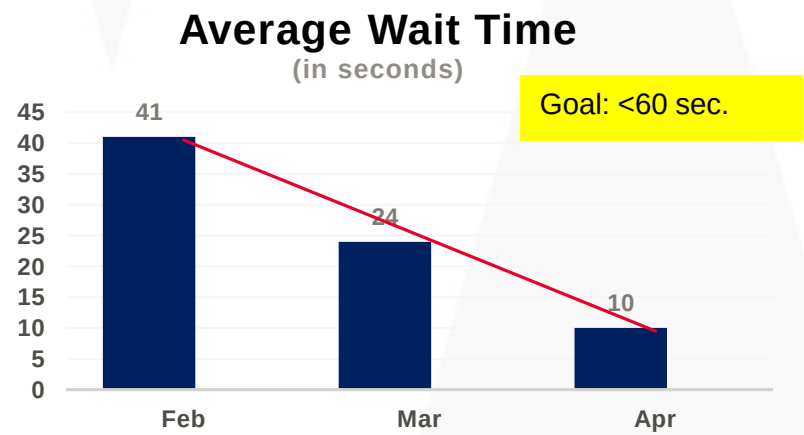


TRINITY METRO℠

Customer Care Calls







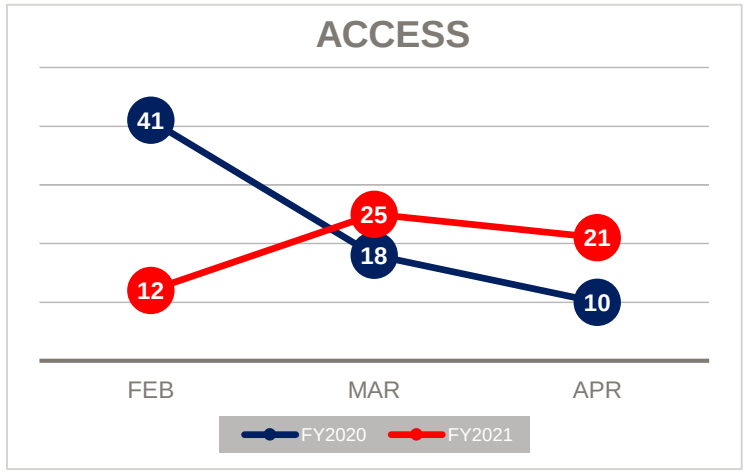
Calls Answered with no Wait Time 67.46%

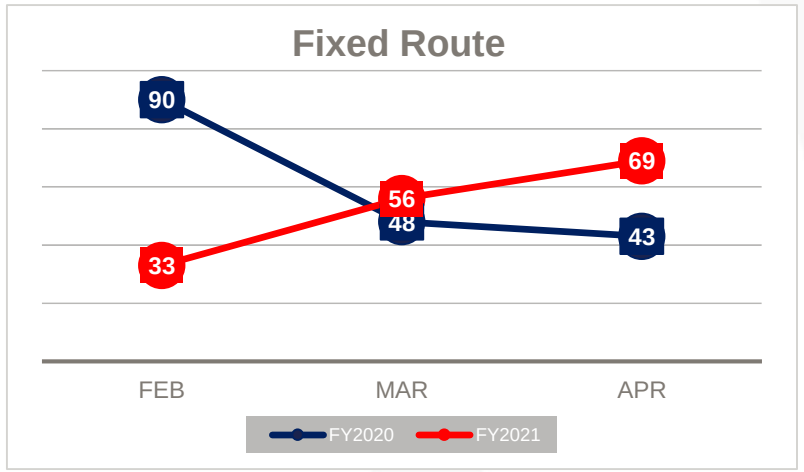
Lost and Found Calls 209

ZIPZONE 10

TRINITY METRO℠

Customer Expectations

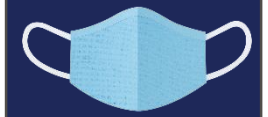




Transit ENVOYs in ACTION APRIL FY2021

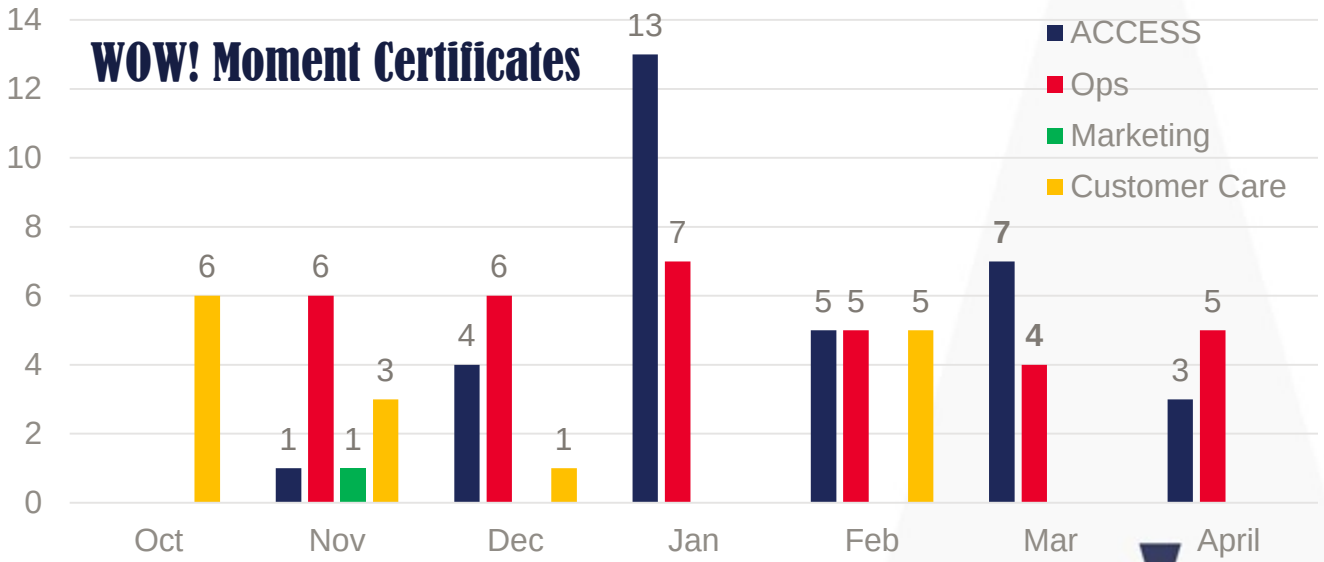
- 733 Customer Contacts

- 611 Masks Distributed



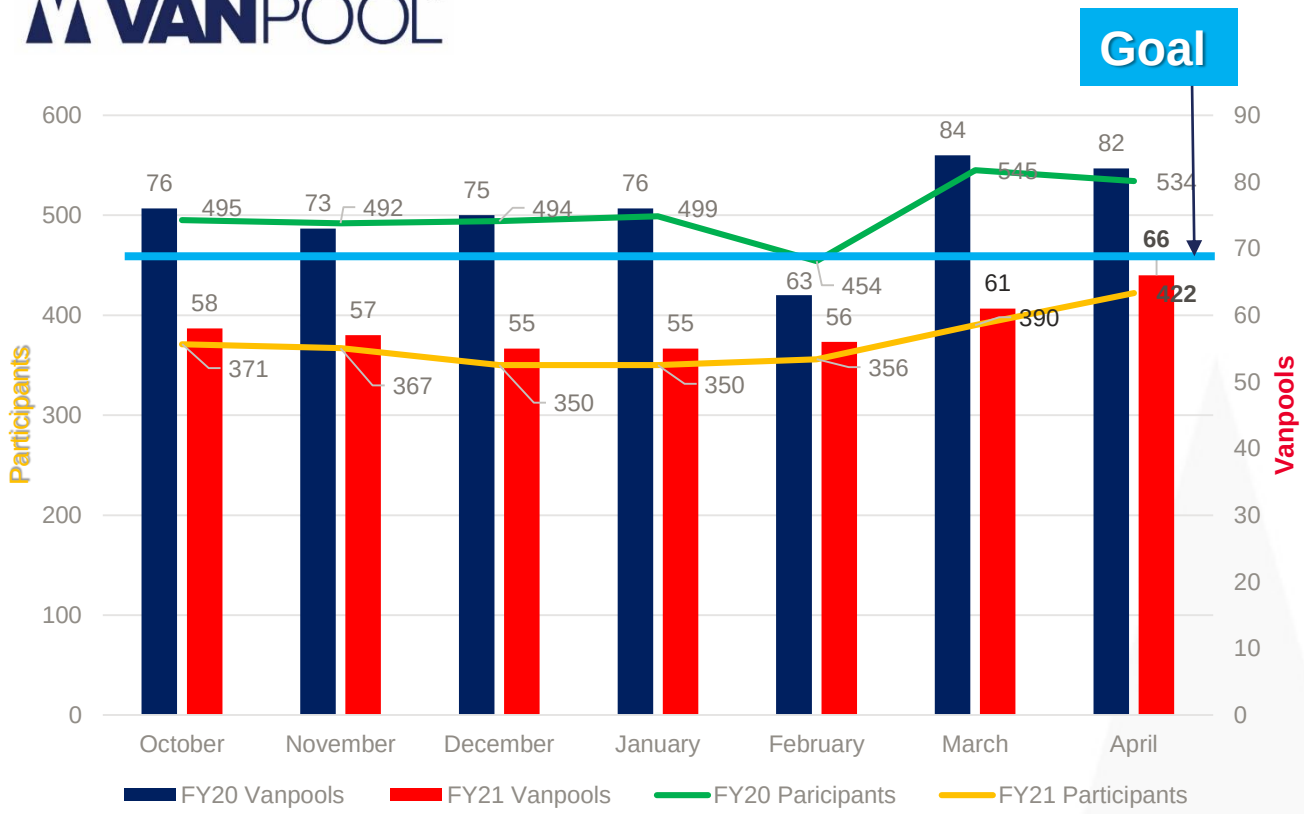
- 3 Travel Training Sessions
- 4 Ride Alongs

Transit ENVOYs, Evelia Zalazar and Mia Horne travel trained 25 seniors from New Mount Rose Baptist Church, on TEXRail from downtown Fort Worth to Grapevine.

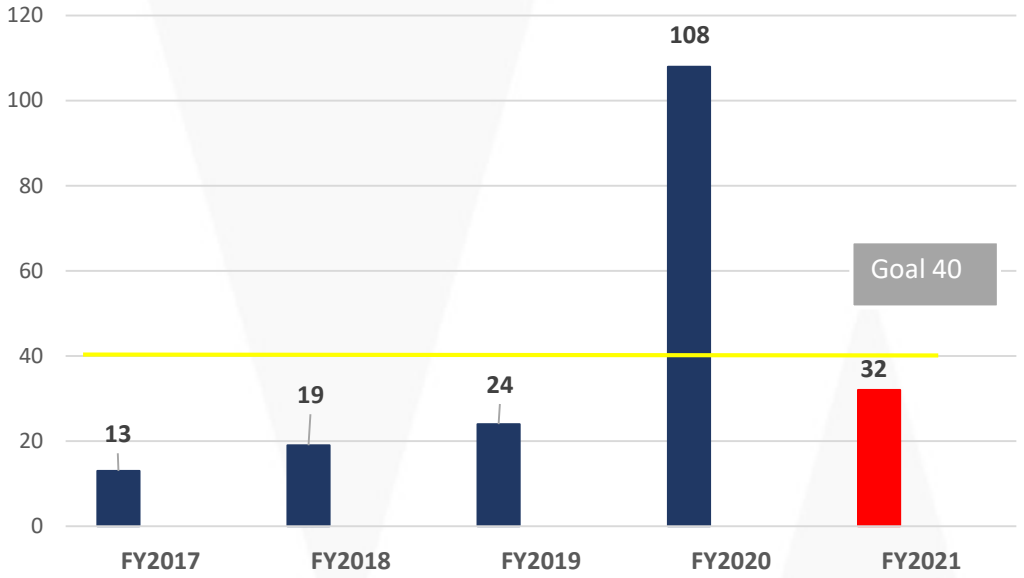


TRINITY METRO℠

TRINITY METRO VANPOOL℠



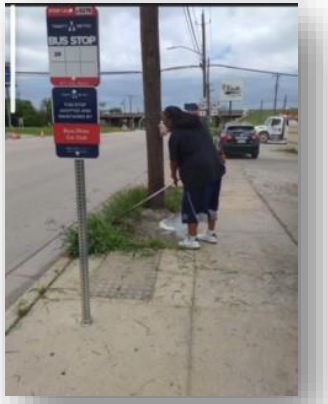
TRINITY METRO ADOPT-A-STOP



Clean, litter free bus stops improve the communities' appearance and increases ridership. Transit customers feel the sense of safety and security while waiting for the bus. The community has really stepped up to support our adopt a stop program.

Top Employers with Vanpool Participation

- ✓ V.A. Hospital – 15
- ✓ Bell Helicopter – 14
- ✓ Bureau of Prisons – 10
- ✓ Lockeed Martin – 10
- ✓ AAFES –5
- ✓ Newest Employer: Sabre - 4



TRINITY METRO℠

FINANCE & AUDIT COMMITTEE
INFORMATION ITEM

Item: Finance Update **Meeting Date:** June 21, 2021

Fred Crosley, Chief Financial Officer/ Vice President, will present an update on Finance.

Fort Worth Transportation Authority

Balance Sheet

	As of April 30, 2021
	(Unaudited)
CURRENT ASSETS	
Cash restricted for Operations	$3,227,757
Cash restricted for Rail Vehicles	795,396
Unrestricted cash and cash equivalents	61,595,912
Receivables	20,467,651
Inventory	2,376,131
Prepaid	3,304,988
Total Current Assets	91,767,837
FIXED ASSETS	
Work in Progress	23,278,469
Land	156,770,450
Buildings	152,273,956
Building Improvements	4,252,901
Machinery and Equipment	374,466,216
Improvements other than Buildings	764,632,378
Intangible Assets	18,897,291
	1,494,571,660
Less: Accumulated Depreciation & Amortization	(327,956,010)
Total Fixed Assets	1,166,615,650
TOTAL ASSETS	**$1,258,383,487**
LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES	
Accounts Payable and Accrued Liabilities	$16,272,687
Payroll Liabilities	3,868,352
Unearned Revenue	22,681,409
Unearned Grant Revenue	795,396
Current portion of LT Payable to State	953,592
Current portion of LT TEXRail Loan	60,000,000
Current portion of LT Due Grapevine	160,291
Total Current Liabilities	104,731,728
LONG TERM LIABILITIES	
Long Term Payable to State	7,512,334
Long Term Payable to City of Grapevine	3,428,049
Total Long Term Liabilities	10,940,383
TOTAL LIABILITIES	**$115,672,111**
NET POSITION	
Net Investment in Capital Assets	$1,086,949,228
Operating Reserve	3,227,757
Escrow Reserve	2,000,000
Unrestricted	50,534,390
TOTAL NET POSITION	**$1,142,711,375**

Fort Worth Transportation Authority

Statement of Revenues and Expenses

Fiscal Year to Date April 30, 2021

(Unaudited)

	Actual	Budget	Variance
Operating Revenue			
Fares			
Multi Modal Fares (Note 1)	$2,192,218	$3,553,434	($1,361,215)
ACCESS Fares	432,405	501,240	(68,835)
Easy Ride & Corporate (Note 2)	129,741	278,016	(148,275)
Other Revenue			
Sales Tax (Note 3)	44,051,790	33,412,965	10,638,825
Fort Worth Bike Share	101,863	243,457	(141,594)
Advertising	318,809	291,667	27,142
Rental Income	299,311	389,262	(89,952)
Other	728,424	664,570	63,854
Total Operating Revenue:	48,254,562	39,334,611	8,919,951
Federal/State/Local Income:			
Operating Assistance Grants (Note 4)	10,789,272	15,399,890	(4,610,618)
Grapevine Contribution (Note 5)	4,403,389	3,703,348	700,041
Contributions from Partners	903,005	1,272,327	(369,322)
Total Assistance Income	16,095,666	20,375,565	(4,279,898)
Total Revenue	**$64,350,228**	**$59,710,176**	**$4,640,053**
Operating Expenses			
Fixed Route Operations			
Salaries & Fringe Benefits	$15,525,852	$15,831,883	($306,031)
Services	623,104	369,778	253,326
Purchased Transportation (Note 6)	1,023,947	1,846,998	($823,052)
Other	2,328,741	1,990,411	$338,330
Total Fixed Route Operations	19,501,644	20,039,071	(537,427)
ACCESS Operations			
Salaries & Fringe Benefits	3,100,549	3,292,511	(191,962)
Services	2,540,823	2,385,672	155,151
Other	497,105	446,811	50,294
Total ACCESS Operations	6,138,477	6,124,994	13,483
TRE Operations			
Salaries & Fringe Benefits	70,963	60,386	10,577
Services (Note 7)	8,351,976	9,318,039	(966,063)
Other	12,554	1,225	11,329
Total TRE Operations	8,435,494	9,379,650	(944,156)
TEXRail Operations			
Salaries & Fringe Benefits	229,364	244,494	(15,130)
Services	9,960,646	11,071,745	(1,111,099)
Other (Note 8)	4,594,322	5,699,742	(1,105,420)
Total TEXRail Operations	14,784,331	17,015,980	(2,231,649)
Bike Share Operations			
Salaries & Fringe Benefits	127,945	241,518	(113,573)
Services	77,958	57,038	20,919
Other	31,378	107,604	(76,226)
Total Bike Share Operations	237,281	406,161	(168,880)
General & Administrative			
Salaries, Wages & Fringe Benefits (Note 9)	7,304,149	8,204,407	(900,257)
Other Professional Services	4,110,417	4,658,567	(548,150)
Vehicle & Facilities Maintenance	1,225,289	1,061,265	164,023
Software/Systems Maintenance	1,140,265	1,455,569	(315,305)
Other General & Administrative	1,845,246	2,559,949	(714,703)
Total General & Administrative	15,625,365	17,939,757	(2,314,392)
Total Operating Expenses:	**$64,722,593**	**$70,905,613**	**($6,183,021)**
Operating Income / (Deficit)	($372,364)	($11,195,437)	$10,823,074
Capital Grants (Note 10)	28,452,525	36,826,302	(8,373,777)
Investment Income	45,556	46,667	(1,111)
Depreciation	(28,293,893)	(29,690,660)	1,396,767
Interest expense	(17,678)	39,696	(57,375)
Net Income / (Deficit)	**($185,854)**	**($3,973,432)**	**$3,787,579**

Fort Worth Transportation Authority

Notes to Financial Presentations

Comparisons of Actual Results to FY21 Budgeted Amounts

($ 000's)

Note 1 **Multi Modal Fares**

35% less ridership to budget and a $.05 reduction in average price to budget.

Note 2 **Easy Ride & Corporate**

$	105	Unfavorable subscription variances, including from Visit FW, Sundance Square, Downtown FW
$	43	Unfavorable variance between annual passes anticipated compared to actually purchased

Note 3 **Sales Tax**

$	43,859	Actual collectons from October through March
$	6,393	Accrual for April
$	(6,200)	Overpayment from the State
	27.5%	March Collection variance
	4.4%	YTD Collections variance

Note 4 **Operating Assistance Grants**

The variance is substantially due to the recognition of revenue from the CARES Act in FY20 over that anticipated in the budgeting process.

Note 5 **Grapevine Contribution**

$	2,989	Actual Collections from October through February
$	1,415	Accrual for March and April
	-30.5%	February Collection Variance
	26.0%	YTD Collections variance

Note 6 **Fixed Route Operations - Purchased Transportation**

The variance is substantially due to the activities of all ZIPZONES.

Note 7 **TRE Operations - Services**

Lower than budgeted PTC costs and less costs paid to Herzog amounted to 55% and 25% of the variance with budget to date.

Note 8 **TEXRail Operations - Other**

Insurance costs related to the contract with FW&W have not been incurred which accounted for 80% of the variance with budget to date.

Note 9 **General & Administrative - Salaries, Wages & Fringe Benefits**

Budget salary increases were not awarded for FY21 which substantially accounted for the variance when coupled with open positions.

Note 10 **Capital Grants**

Timing differences with the expenditure of funds for projects.