PLANNING, OPERATIONS AND MARKETING COMMITTEE WORKING SESSION

MONDAY JANUARY 10, 2022 4:00 P.M.

OR IMMEDIATELY FOLLOWING THE COMPLETION OF THE COMMUTER RAIL COMMITTEE MEETING
PLANNING, OPERATIONS & MARKETING COMMITTEE
WORKING SESSION

MONDAY JANUARY 10, 2022 4:00 P.M.
OR IMMEDIATELY FOLLOWING THE COMPLETION OF THE COMMUTER RAIL COMMITTEE MEETING

801 GROVE STREET
Downtown Fort Worth
801 Grove Street, Ground Floor
Fort Worth, Texas 76102

Committee Members:
Chris Nettles - Chairman
Michael Crain
Charles Edmonds
Alan Hooks
Sharla Horton-Williams
Ben Robertson
Tito Rodriguez
Paul Slechta

Staff Support:
Wayne Gensler, Operations
Chad Edmonds, Planning
Melissa Chrisman, Marketing/Communications
Detra Whitmore, Customer Relations

A. CALL TO ORDER

B. UPDATES
1. Operations Report
   Wayne Gensler
2. Ridership Report
   Chad Edwards
3. Marketing & Communications Report
   Melissa Chrisman
4. Customer Relations Report
   Detra Whitmore

C. ACTION ITEMS
1. POM2022-10 APTA Racial Equity Commitment
   Detra Whitmore
   Two Year Pilot
2. POM2022-11 Remix Route Planning Software
   Chad Edwards
3. POM2022-12 Extension of ILA 078 First Mile/Last Mile Service in Alliance
   Chad Edwards

D. OTHER BUSINESS

E. NEXT MEETING MONDAY, FEBRUARY 14, 2022

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.
Wayne Gensler, Chief Operating Officer and Vice President of Bus and Paratransit, will present an update on Operations.
Operations Report
November 2021

Wayne Gensler
COO/VP of Bus and Paratransit
January 2022
Fixed Route

On-Time Performance

89.6% 89.5% 89.5% 89.6% 89.2% 90.4% 90.0% 90.2% 89.8% 89.8% 89.4% 90.3%

Trinity Metro
### Fixed Route BUS

<table>
<thead>
<tr>
<th></th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY21</td>
<td>12,172</td>
<td>13,233</td>
<td>14,534</td>
<td>16,631</td>
<td>15,145</td>
<td>17,660</td>
<td>11,528</td>
<td>14,218</td>
<td>9,181</td>
<td>10,342</td>
<td>12,012</td>
<td></td>
</tr>
<tr>
<td>FY22</td>
<td>11,865</td>
<td>10,868</td>
<td></td>
<td>15,145</td>
<td>17,660</td>
<td>11,528</td>
<td>14,218</td>
<td>9,181</td>
<td>10,342</td>
<td>12,012</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Goal Above**: 13,900
- **Minimum**: 11,500
- **Below Minimum**

---

**Miles Between Road Calls**

- Oct: 12,172
- Nov: 13,233
- Dec: 14,534
- Jan: 16,631
- Feb: 15,145
- Mar: 17,660
- Apr: 11,528
- May: 14,218
- Jun: 9,181
- Jul: 10,342
- Aug: 12,012
- Sep: 10,868

---

*TRINITY METRO*
Fixed Route

Preventable Major Collisions per 100K Miles

<table>
<thead>
<tr>
<th></th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY21</td>
<td>0.37</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>FY22</td>
<td>0.00</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
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</table>

Goal Below 0.39

No Collisions
### Fixed Route

#### Preventable Collisions per 100K Miles

<table>
<thead>
<tr>
<th>Month</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>1.64</td>
<td>0.92</td>
</tr>
<tr>
<td>Nov</td>
<td>0.97</td>
<td>0.96</td>
</tr>
<tr>
<td>Dec</td>
<td>1.12</td>
<td>1.12</td>
</tr>
<tr>
<td>Jan</td>
<td>1.36</td>
<td>1.32</td>
</tr>
<tr>
<td>Feb</td>
<td>1.06</td>
<td>0.76</td>
</tr>
<tr>
<td>Mar</td>
<td>0.92</td>
<td>1.12</td>
</tr>
<tr>
<td>Apr</td>
<td>1.17</td>
<td>1.22</td>
</tr>
<tr>
<td>May</td>
<td>0.58</td>
<td>1.32</td>
</tr>
<tr>
<td>Jun</td>
<td>1.14</td>
<td>0.76</td>
</tr>
<tr>
<td>Jul</td>
<td>0.76</td>
<td>1.12</td>
</tr>
<tr>
<td>Aug</td>
<td>1.12</td>
<td>1.32</td>
</tr>
<tr>
<td>Sep</td>
<td>1.32</td>
<td>1.32</td>
</tr>
</tbody>
</table>

**Goal Below 1.71**
### Fixed Route

#### Non-Preventable Collisions per 100K Miles

<table>
<thead>
<tr>
<th>Month</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>2.92</td>
<td>2.56</td>
</tr>
<tr>
<td>Nov</td>
<td>3.49</td>
<td>1.92</td>
</tr>
<tr>
<td>Dec</td>
<td>3.35</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>5.82</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>1.06</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>1.65</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>1.37</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>0.77</td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td>1.14</td>
<td></td>
</tr>
<tr>
<td>Jul</td>
<td>1.91</td>
<td></td>
</tr>
<tr>
<td>Aug</td>
<td>2.42</td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td>2.46</td>
<td></td>
</tr>
</tbody>
</table>
ACCESS InHouse

On-Time Performance

- FY21
- FY22
- Goal Above 91%

October to September:
- October: 95.4%
- November: 96.7%
- December: 97.0%
- January: 97.0%
- February: 93.9%
- March: 94.6%
- April: 94.3%
- May: 93.6%
- June: 93.5%
- July: 92.1%
- August: 89.1%
- September: 88.8%
ACCESS InHouse

Miles Between Road Calls

<table>
<thead>
<tr>
<th>Month</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>18,722</td>
<td>24,582</td>
</tr>
<tr>
<td>Nov</td>
<td>17,291</td>
<td>25,080</td>
</tr>
<tr>
<td>Dec</td>
<td>15,348</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>26,984</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>15,936</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>13,083</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>29,488</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>14,904</td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td>29,919</td>
<td></td>
</tr>
<tr>
<td>Jul</td>
<td>16,057</td>
<td></td>
</tr>
<tr>
<td>Aug</td>
<td>13,875</td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td>7,015</td>
<td></td>
</tr>
</tbody>
</table>

Goal Above: 14,700
Minimum: 13,000
Below Minimum: 7,015
ACCESS InHouse

Preventable Major Collisions per 100K Miles

FY21: 1.07
FY22: 0.00

Goal Below 0.15
No Collisions

TRINITY METRO™
## Preventable Collisions per 100K Miles

<table>
<thead>
<tr>
<th>Month</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>2.14</td>
<td>0.00</td>
</tr>
<tr>
<td>Nov</td>
<td>0.00</td>
<td>1.00</td>
</tr>
<tr>
<td>Dec</td>
<td>1.09</td>
<td>0.00</td>
</tr>
<tr>
<td>Jan</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Feb</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Mar</td>
<td>2.18</td>
<td>2.18</td>
</tr>
<tr>
<td>Apr</td>
<td>0.00</td>
<td>2.24</td>
</tr>
<tr>
<td>May</td>
<td>1.11</td>
<td>1.04</td>
</tr>
<tr>
<td>Jun</td>
<td>1.04</td>
<td>0.00</td>
</tr>
<tr>
<td>Jul</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Aug</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Sep</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>

- **Goal Below 0.75**: No Collisions
- **FY21**: Preventable Collisions per 100K Miles
- **FY22**: Preventable Collisions per 100K Miles

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**ACCESS InHouse**
ACCESS InHouse

Non-Preventable Collisions per 100K Miles

<table>
<thead>
<tr>
<th>Month</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>2.14</td>
<td>0.00</td>
</tr>
<tr>
<td>Nov</td>
<td>3.47</td>
<td>0.00</td>
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<tr>
<td>Dec</td>
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<td>0.00</td>
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<tr>
<td>Jan</td>
<td>0.00</td>
<td>0.00</td>
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<tr>
<td>Feb</td>
<td>6.28</td>
<td>0.00</td>
</tr>
<tr>
<td>Mar</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Apr</td>
<td>0.00</td>
<td>1.12</td>
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<tr>
<td>May</td>
<td>2.23</td>
<td>3.11</td>
</tr>
<tr>
<td>Jun</td>
<td>3.11</td>
<td>1.03</td>
</tr>
<tr>
<td>Jul</td>
<td>1.03</td>
<td>4.07</td>
</tr>
<tr>
<td>Aug</td>
<td>4.07</td>
<td>0.00</td>
</tr>
<tr>
<td>Sep</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>

No Collisions
ACCESS Contract

On-Time Performance

Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep
FY21 FY22 Goal Above 91%

88.9% 88.3% 96.2% 96.7% 96.4% 96.8% 95.1% 94.7% 93.9% 94.4% 93.8% 92.5% 89.4% 90.9%
ACCESS Contract

Miles Between Road Calls

<table>
<thead>
<tr>
<th>Month</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>70,075</td>
<td>19,219</td>
</tr>
<tr>
<td>Nov</td>
<td>42,583</td>
<td>44,579</td>
</tr>
<tr>
<td>Dec</td>
<td>22,532</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>20,232</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>22,881</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>37,327</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>71,642</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>34,535</td>
<td></td>
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<tr>
<td>Jun</td>
<td>49,071</td>
<td></td>
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<tr>
<td>Jul</td>
<td>28,628</td>
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<tr>
<td>Aug</td>
<td>34,702</td>
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</tr>
<tr>
<td>Sep</td>
<td>67,733</td>
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</tr>
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</table>

Goal Above 35,000

TRINITY METRO™
ACCESS Contract

Preventable Major Collisions per 100K Miles

<table>
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<tr>
<th></th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY21</td>
<td>0.71</td>
<td>0.00</td>
<td>0.00</td>
<td>0.71</td>
<td>0.87</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>FY22</td>
<td>0.00</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
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</table>

Goal Below 0.15

No Collisions

TRINITY METRO®
## ACCESS Contract

### Preventable Collisions per 100K Miles

<table>
<thead>
<tr>
<th></th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
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<td><strong>FY21</strong></td>
<td>0.71</td>
<td>3.13</td>
<td>2.96</td>
<td>1.41</td>
<td>0.87</td>
<td>2.68</td>
<td>1.40</td>
<td>2.90</td>
<td>2.04</td>
<td>0.00</td>
<td>2.88</td>
<td>0.74</td>
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<tr>
<td><strong>FY22</strong></td>
<td>0.00</td>
<td>0.00</td>
<td>1.00</td>
<td>1.00</td>
<td>1.00</td>
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<td>1.00</td>
<td>1.00</td>
<td>1.00</td>
<td>1.00</td>
<td>1.00</td>
</tr>
</tbody>
</table>

- **Goal Below**: 1.00
- **No Collisions**
Chad Edwards, Vice President of Planning & Development, will present the Ridership Report.
Ridership Report
November 2021

Chad Edwards
VP of Planning and Development
January 2022
Fixed Route Bus Monthly Ridership

FY22 YTD Ridership: 593,278
FY21 YTD Ridership: 503,954
FY19 YTD Ridership: 865,593
FY20 YTD Ridership: 889,284
FY21 YTD Ridership: 503,954
FY22 YTD Ridership: 593,278
TRE Monthly Ridership

FY20 YTD Ridership: 376,813
FY21 YTD Ridership: 118,284
FY22 YTD Ridership: 211,417

FY19 YTD Ridership: 361,783
TEXRail Monthly Ridership

FY19 YTD Ridership: 86,684
FY20 YTD Ridership: 37,255
FY22 YTD Ridership: 82,005
ACCESS InHouse Monthly Ridership

FY19 YTD Ridership: 22,957
FY20 YTD Ridership: 20,525
FY21 YTD Ridership: 12,833
FY22 YTD Ridership: 15,760
ACCESS Contract Monthly Ridership

FY19 YTD Ridership: 39,140
FY20 YTD Ridership: 37,055
FY21 YTD Ridership: 20,732
FY22 YTD Ridership: 25,530
ZIPZONE Monthly Ridership

FY20 YTD Ridership: 2,193
FY21 YTD Ridership: 1,907
FY22 YTD Ridership: 9,911
BIKE SHARE Monthly Ridership

FY19 YTD Ridership: 5,881
FY20 YTD Ridership: 8,977
FY21 YTD Ridership: 11,165
FY22 YTD Ridership: 15,216
Other Services Monthly Ridership

Includes: Vanpool, TCTS, NETS, and Grapevine Shuttle

FY19 YTD Ridership: 39,627
FY20 YTD Ridership: 41,499
FY21 YTD Ridership: 23,521
FY22 YTD Ridership: 34,443
Fixed Route Bus Revenue

FY21 YTD Revenue: $542,521
FY22 YTD Revenue: $424,505

Most recent month’s numbers are unaudited and will be revised when final.
ACCESS Revenue

FY21 YTD Revenue: $121,997
FY22 YTD Revenue: $92,731

Most recent month's numbers are unaudited and will be revised when final.
## Summary

<table>
<thead>
<tr>
<th>November 2021</th>
<th>Bus</th>
<th>ACCESS</th>
<th>TRE</th>
<th>TEXRail</th>
<th>System Wide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recovery Ratio</td>
<td>4.97%</td>
<td>3.29%</td>
<td>3.93%</td>
<td>0.66%</td>
<td>3.52%</td>
</tr>
<tr>
<td>Average Fare per Boarding</td>
<td>$0.76</td>
<td>$2.11</td>
<td>$1.72</td>
<td>$0.36</td>
<td>$0.88</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>FY2022 - FYTD</th>
<th>Bus</th>
<th>ACCESS</th>
<th>TRE</th>
<th>TEXRail</th>
<th>System Wide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recovery Ratio</td>
<td>5.70%</td>
<td>3.96%</td>
<td>6.81%</td>
<td>0.72%</td>
<td>4.42%</td>
</tr>
<tr>
<td>Average Fare per Boarding</td>
<td>$0.72</td>
<td>$2.25</td>
<td>$2.45</td>
<td>$0.39</td>
<td>$0.96</td>
</tr>
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TRE using only Tarrant County data
## Service Highlights

<table>
<thead>
<tr>
<th>Service Category</th>
<th>Oct 2021</th>
<th>Nov 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Route - Trips to Medical District</td>
<td>11,881</td>
<td>13,505</td>
</tr>
<tr>
<td>Paratransit - Total Medical and Grocery Trips</td>
<td>9,256</td>
<td>8,645</td>
</tr>
<tr>
<td>- Dialysis Trips</td>
<td>3,261</td>
<td>2,743</td>
</tr>
<tr>
<td>- Other Medical and Grocery Trips</td>
<td>5,995</td>
<td>5,902</td>
</tr>
<tr>
<td>ZIPZONE - Total Trips</td>
<td>5,041</td>
<td>4,914</td>
</tr>
<tr>
<td>- Alliance and Mercantile Employment Zones</td>
<td>1,834</td>
<td>1,849</td>
</tr>
<tr>
<td>- Other Trips</td>
<td>3,207</td>
<td>3,065</td>
</tr>
<tr>
<td>Job Seekers</td>
<td>6,489</td>
<td>8,732</td>
</tr>
<tr>
<td>Vaccine Rides Fort Worth</td>
<td>235</td>
<td>133</td>
</tr>
</tbody>
</table>
Weekday Daily Average Ridership Relative to February 2020
PLANNING, OPERATIONS & MARKETING COMMITTEE
INFORMATION ITEM

Item: Marketing & Communications Report  
Meeting Date: January 10, 2022

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:  Jan. 10, 2022

PAID MEDIA – NEW

<table>
<thead>
<tr>
<th>CAMPAIGN NAME</th>
<th>ZIPZONE RIDERSHIP – TCU TARGETED</th>
<th>TIMEFRAME:</th>
<th>SEPT. 20 – OCT. 10, 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMPAIGN RESULTS:</td>
<td>284,551 AD VIEWS</td>
<td>RESULT(S):</td>
<td>3,481 RIDES ON SOUTHSIDE ZIPZONE DURING THE CAMPAIGN (GOAL EXCEEDED)</td>
</tr>
<tr>
<td>RIDERSHIP GOAL:</td>
<td>2,202 RIDES ON SOUTHSIDE ZIPZONE DURING THE CAMPAIGN</td>
<td>TACTICS:</td>
<td>TARGETED DIGITAL AND PAID SOCIAL MEDIA</td>
</tr>
</tbody>
</table>

PAID MEDIA – UPDATE

<table>
<thead>
<tr>
<th>CAMPAIGN NAME</th>
<th>FIXED ROUTE RIDERSHIP – A BETTER CONNECTION</th>
<th>TIMEFRAME:</th>
<th>OCT. 1 – 31, 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMPAIGN RESULTS:</td>
<td>2,615,496 AD VIEWS</td>
<td>RESULT(S):</td>
<td>304,275 RIDES ON FIXED ROUTE BUS IN OCTOBER (GOAL EXCEEDED)</td>
</tr>
<tr>
<td>RIDERSHIP GOAL:</td>
<td>289,113 RIDES ON FIXED ROUTE BUS IN OCTOBER</td>
<td>TACTICS:</td>
<td>DIGITAL, PAID SOCIAL, PRINT, STREAMING TV</td>
</tr>
</tbody>
</table>
NATIONAL/INTERNATIONAL
Trinity Metro in Railway Age: APTA recognizes safety excellence, releases post-pandemic travel report.
Progressive Railroading highlighted Trinity Metro: APTA honors transit agencies for rail safety, security, COVID response.
Trinity Metro was mentioned in a Mass Transit article: APTA honors 2021 bus and rail Safety & Security Excellence Award winners at TRANsform and EXPO in Orlando.
Jon-Erik “AJ” Arjanen, vice president and chief operating officer for rail, was quoted in a Railway Age article: For TEXRail and Amy Anderson, a first. Anderson, a TEXRail engineer, and Doug Bourne, general manager with Herzog, were also quoted.
AJ Arjanen, Amy Anderson and Doug Bourne were in Informed Infrastructure: TEXRail engineer makes history.
Amy Anderson, TEXRail engineer, was featured in a Mass Transit article: TEXRail adds first female engineer. Jon-Erik “AJ” Arjanen, vice president and COO for rail, and Doug Bourne, general manager for Herzog Transit Services, Inc., were quoted.
AJ Arjanen was in Progressive Railroading: Trinity Metro TEXRail names Anderson first female engineer.
TEXRail was mentioned in Railway-News: First Stadler FLIRT DMU destined for San Bernardino leaves factory.
TEXRail was mentioned in the AAA Explorer Texas article: Next train to Harvest Hall.
TEXRail was mentioned in a Railway Age article: SBCTA Stadler DMU out for delivery.
Trinity Metro TEXRail and Trinity Railway Express were featured in Travel Awaits: 7 epic train rides in Texas.
Board Chairman Jeff Davis was quoted in a Mass Transit article: Trinity Metro’s Bob Baulsir to retire at the end of October; Ballard named interim president and CEO.
Board Chairman Jeff Davis was quoted in a Progressive Railroading article: Trinity Metro names new interim president, CEO as Baulsir retires.
Interim President/CEO Paul Ballard was featured in a Railway Track and Structures (RT&S) article: Trinity Metro’s Bob Baulsir retiring, Board names interim president and CEO. Board Chairman Jeff Davis was quoted also.
Board Chairman Jeff Davis was quoted in a Railway Age article about Interim President/CEO Paul Ballard’s return to Trinity Metro: Transit briefs: Amtrak, Metra, MTA Metro-North, Trinity Metro.
Board Chairman Jeff Davis was quoted in a Hunt Scanlon Media article: Krauthamer & Associates selected by Trinity Metro to find new CEO.
The TRE LINK was mentioned in the Centre for Aviation article: TRE LINK to connect directly to Dallas Fort Worth International Airport from mid-November 2021.

LOCAL/REGIONAL
Amy Anderson, TEXRail’s first female engineer, was in the Fort Worth Report: TEXRail engineer makes history. News about Amy Anderson also was on the Downtown Fort Worth, Inc. site: TEXRail engineer makes history.
Amy Anderson, TEXRail’s first female engineer, was featured on WFAA 8 twice. The first segment begins at 18:08:17 and the second story starts at 16:46.
Trinity Metro’s Thanksgiving schedule was featured in Culture Map Dallas: **Dallas-Fort Worth buses and trains share the 411 on Thanksgiving hours.**

TEXRail and TRE LINK were featured in a WFAA 8 story: **Thanksgiving travel cost and alternatives.**

Trinity Metro was featured in a CBS 11 story: **Here’s how to get a free ride to the polls on Election Day.**

Trinity Metro and the future Trinity Lakes Station were mentioned in a Fort Worth Report article: **Council Member Gyna Bivens spotlights development in East Fort Worth.**

The TRE LINK was featured on the City of Fort Worth website: **TRE LINK to serve Terminal B at DFW Airport.**

Trinity Metro was mentioned in a Fort Worth Star-Telegram article: **Here’s the next step in Fort Worth’s efforts to revitalize the Las Vegas Trail area.**

Trinity Metro was on the City of Fort Worth website: **Trinity Metro promotional fares extended through Dec. 31.**

Board Chairman Jeff Davis was quoted in an article on the City of Fort Worth website: **Trinity Metro’s Bob Baulsir retiring; board names interim president.**

Jeff Davis was quoted in a Patch article: **Trinity Metro’s Bob Baulsir retiring; board names interim president.**

Fort Worth Bike Sharing was mentioned in a Fort Worth Business Press article: **Fort Worth is moving plant-forward and community focused.**

Board Chairman Jeff Davis was quoted in a Fort Worth Business Press article: **Trinity Metro CEO to retire; Ballard named interim CEO.**

Trinity Metro was mentioned on KERA: **Need a ride to vote? North Texas public transit agencies can help.**

Free rides for voting were featured on WFAA: **Need a ride? North Texas public transportation agencies to provide free rides for 2021 election season.**

Al Dia Dallas published a story about free rides for voting: **¿Va a votar? Transporte gratis con el DART.**

Trinity Metro was noted in a City of Fort Worth article: **Volunteers ready for Saturday’s Bus Stop Cleanup Day.**

The event was also featured in a Patch article: **Volunteers ready for Saturday’s Bus Stop Cleanup Day.**

Trinity Metro and Tarrant County’s partnership was featured on WBAP news radio: **Tarrant County offering free rides amid early voting, Nov. 2 Election Day.**

Wayne Gensler, vice president and chief operating officer for bus and paratransit, was quoted in Fort Worth Report article: **Tarrant County offers free rides for early voting, Election Day.**

Free rides for voting was also featured in:
- Fort Worth Business Press: **Trinity Metro free rides to the polls.**
- The Shorthorn: **Early voting for Texas, Tarrant County elections to run through Oct. 29.**
- City of Fort Worth: **Trinity Metro, Tarrant County partner on free rides to the polls.**

Jennifer Grissom, director of Fort Worth Bike Sharing, was quoted in a TCU 360 article: **TCU adds Fort Worth Bike Sharing kiosks to expand campus transportation options.**

Wayne Gensler, vice president and chief operating officer for bus and paratransit, was quoted in a story on NBC 5: **Partnership will offer free rides to voting polls in Tarrant County.**

Trinity Metro’s partnership with Tarrant County to offer free rides voting was featured on **Fox 4’s Good Day** and **KRLD news radio.**
Wayne Gensler, vice president and chief operating officer for bus and paratransit, was interviewed in a KRLD news radio story: **TRE LINK improves service to DFW Airport.**

Trinity Metro was featured in a Culture Map Fort Worth article: **Trinity Metro adds hugely helpful new connection from Fort Worth to airport.**

Molly the Trolley’s return to service was featured in the Downtown Fort Worth Inc. newsletter: **Molly is making a comeback Oct. 10.**

Trinity Metro’s bus system redesign was featured in Fort Worth Magazine: **10 things to know this month.**

Molly the Trolley was featured in a story on NBC 5: **Molly the Trolley makes a comeback.**

Molly was also featured on the City of Fort Worth website: **Molly the Trolley makes a comeback Oct. 10.**

Trinity Metro was mentioned in a D Magazine article: **Underground space in urban planning: Creating opportunities for a more resilient future.**

TEXRail was mentioned in an article in The Gilmer Mirror: **2021 Texas Tree Awards announced.**

**WEDDING BELLS AT BELL STATION**
The couple who were wed at the Trinity Railway Express platform over the weekend were featured in People Magazine: **Man and woman get married at the Texas Railroad Platform where they met six years ago: “The Best Day.”**

The TRE wedding couple was featured in Yahoo news: **Man and woman get married at Texas rail platform where they met six years ago: “The Best Day.”**

The TRE wedding couple's story was published on a New Zealand site, Stuff: **The U.S. couple who wed at the train station where they met.**

Yahoo New Zealand also published the store: **Man and woman get married on Texas railroad platform where they met six years ago: “The Best Day.”**

The story about the Trinity Railway Express commuter romance was featured on News Nation USA: **Love on the tracks leads to proposal on the platform.**

NBC 5 featured a story about a couple who met and fell in love at the Trinity Railway Express Bell Station: **Love on the tracks leads to proposal on the platform.**

The Trinity Railway Express commuter romance was featured on NBC 5 twice **Sunday morning.** The original story, **Love on the tracks leads to proposal on the platform,** aired twice Friday morning and again during the 4 p.m. newscast Friday. Images from the story were used throughout the weekend in commercials to promote the Wake up to Something Good morning segment.

The TRE love story was also featured Saturday on WBAP news radio: **Love-struck at Bell station.**

The couple who were married on the TRE platform were featured in a Fort Worth Report article: **Love-struck at Bell platform: Commuter romance leads to marriage.**

The couple who met and wed at the Trinity Railway Express Bell Station were featured in Tarrant County Commissioner Gary Fickes’ e-newsletter: **A Bright Spot in Your Day: Love-struck at Bell Platform.**

**EARNED MEDIA RESULTS**

<table>
<thead>
<tr>
<th></th>
<th>OCTOBER SUMMARY</th>
<th>NOVEMBER SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA COST EQUIVALENT</td>
<td>$24,316,407</td>
<td>$373,355</td>
</tr>
<tr>
<td>EARNED MEDIA VIEWS</td>
<td>357,929,200</td>
<td>12,087,638</td>
</tr>
</tbody>
</table>
### SHARED MEDIA – NOVEMBER RESULTS

<table>
<thead>
<tr>
<th>SHARED MEDIA RESULTS</th>
<th>SUMMARY: ACCOUNT FOLLOWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK:</td>
<td>15,200</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>2,600</td>
</tr>
<tr>
<td>TWITTER</td>
<td>3,974</td>
</tr>
<tr>
<td>NEXTDOOR</td>
<td>260,449</td>
</tr>
</tbody>
</table>

**MOST ENGAGED CONTENT:**
- 2,900 users reached, 97 likes and reactions, 8 comments, 4 shares, 273 link clicks.
- 2,200 users reached, 67 likes and reactions, 11 comments, 6 shares, 113 link clicks.

### OWNED MEDIA – NOVEMBER RESULTS

<table>
<thead>
<tr>
<th>OWNED MEDIA RESULTS</th>
<th>SUMMARY: GOVDELIVERY EMAIL/TEXT MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td>BULLETINS SENT:</td>
<td>24 (-4)</td>
</tr>
<tr>
<td>TOTAL RECIPIENTS:</td>
<td>122,922 (-2,791)</td>
</tr>
<tr>
<td>EMAIL OPENS:</td>
<td>21,928 (+4,754)</td>
</tr>
<tr>
<td>EMAIL OPEN RATE:</td>
<td>21% (+5%)</td>
</tr>
<tr>
<td>LINK CLICKS:</td>
<td>610 (-672)</td>
</tr>
<tr>
<td>TOTAL SUBSCRIBERS</td>
<td>26,942 (+361)</td>
</tr>
<tr>
<td>TOTAL SUBSCRIPTIONS</td>
<td>187,514 (-13,274)</td>
</tr>
</tbody>
</table>
OWNED MEDIA RESULTS

SUMMARY: WEBSITE/RIDETRINITYMETRO.ORG

Website Traffic

<table>
<thead>
<tr>
<th></th>
<th>Total sessions</th>
<th>Sessions per user</th>
<th>Pages per session</th>
<th>Average length of session</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>55,096</td>
<td>1.67</td>
<td>2.06</td>
<td>2:40</td>
</tr>
<tr>
<td>October</td>
<td>60,570</td>
<td>1.61</td>
<td>2.05</td>
<td>2:31</td>
</tr>
<tr>
<td>September</td>
<td>71,650</td>
<td>1.57</td>
<td>2.13</td>
<td>2.40</td>
</tr>
</tbody>
</table>

TRINITY METRO EASYRIDE – NOVEMBER RESULTS

<table>
<thead>
<tr>
<th></th>
<th>Total EASYRIDE organizations</th>
<th>Total EASYRIDE participants</th>
<th>Monthly EASYRIDE revenue (includes online and in-person sales)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total EASYRIDE</td>
<td>73 (-1)</td>
<td>1,679* (+/-0)</td>
<td>$630 (-$535) + $479 City of Fort Worth (+$47) + $3,002 TCC (+$140)</td>
</tr>
<tr>
<td>organizations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>participants</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Includes 1,024 City of Fort Worth employees. Does not include the 40K+ TCC students who ride with their student I.D.

<table>
<thead>
<tr>
<th>EASYRIDE ticket type</th>
<th>Total EASYRIDE sales by ticket type</th>
<th>Total EASYRIDE revenue by ticket type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Monthly</td>
<td>21 (-7)</td>
<td>$630 (-$210)</td>
</tr>
<tr>
<td>Regional Monthly</td>
<td>0 (+/-0)</td>
<td>$0 (+/-0)</td>
</tr>
<tr>
<td>Local Annual</td>
<td>0 (-4)</td>
<td>$0 (-$325)</td>
</tr>
<tr>
<td>Regional Annual</td>
<td>0 (-4)</td>
<td>$0 (+/-0)</td>
</tr>
</tbody>
</table>
Detra Whitmore, Vice President of Customer Experience, will present an update on Customer Relations.
Customer Relations Report
January 2022

Detra Whitmore
Vice President of Customer Experience
Customer Expectations

Complaints/Concerns

![Graph showing claims over time with different categories and years]

WOW! Moments

- CARE REP: 11
- ENVOYS: 7
- FIXED ROUTE: 16
- ACCESS: 6

VALUES:
- 64 65 78 75 72 45 81 90 94 122 129 115
- 0 20 40 60 80 100 120 140

Y-AXIS: COMPLAINTS

X-AXIS: COMPLAINTS

FY2020, FY2022, Valid, FY2021

TRINITY METRO
Goal: 84
Participants: 480
Vanpools: 77

- 1,390 Customer Contacts
- 963 Masks Distributed
- 5 Travel Training Sessions
- 5,407 Schedules Distributed

- 43 teams
- 26 routes cleaned
- 137 participants
- 110 bags of trash
- 14 new stops were adopted!
- Save the date for FY22!
  October 22, 2022
ACTION ITEMS
PLANNING, OPERATIONS AND MARKETING COMMITTEE
ACTION ITEM

Item Number: POM2022-10
Item Title: APTA Racial Equity Commitment 2-Year Pilot Program
Meeting Date: January 10, 2022

BACKGROUND

Trinity Metro is committed to workplace culture and customer experience that values and promotes diversity, inclusion, equal employment opportunities, a work environment free of harassment and hostility, equitable customer treatment, and service delivery.

On March 22, 2021, Trinity Metro Board of Directors adopted the agency’s Diversity and Inclusion Statement, Resolution (R2021-09).

On May 12, 2021, Trinity Metro hosted its first Diversity and Inclusion training for all employees.

In recognition of the disparate health and economic impacts of the ongoing pandemic, the tragic deaths of George Floyd, Ahmaud Arbery, Breonna Taylor, and so many others, the importance of equality and diversity within the workplace is something that cannot be stressed enough—meeting the expected standards to comply with legislative means that companies benefit themselves and their customer and clients.

The American Public Transportation Association (APTA) is launching the Racial Equity Commitment Pilot Program as a critical component of their approved Racial Equity Action Plan.

The Commitment Program is a two-year pilot program that provides APTA members with a tangible roadmap for advancing racial equity within their organizations as part of a comprehensive diversity, equity, and inclusion framework.

The benefits to participating in the Commitment Program, the creation of positive morale among employees, the enhancement of public relations with external stakeholders gives us a direct contribution to the body of knowledge on advancing racial equity in the transit industry, networking with other APTA members, and gaining recognition of the progress made.

Upon signing, Trinity Metro will be considered a founding signatory of the Commitment Program. Our organization will adhere to the timetable of year one and year two deliverables set out in the full program description and provide an annual progress report of steps made to achieve the core principles.

Through this pilot, APTA will test the efficacy of the five core principles:

1. Strategic Priority
2. Climate Assessment
3. Demographic Data
4. Policies, Programs and Practices
5. Dedicated Resources and Engagement
RECOMMENDATION

We request the Planning, Operations, and Marketing Committee recommends that the Trinity Metro Board of Directors authorize the President/CEO to sign the Signatory Commitment Form for Trinity Metro's participation in the American Public Transportation Association (APTA) Racial Equity Commitment 2-Year Pilot Program.

Approved by:

DETRA WHITMORE, VICE PRESIDENT OF CUSTOMER EXPERIENCE

Jan-04-2022

DATE

PRESIDENT/CEO
BACKGROUND

Since 2017, Trinity Metro has been using REMIX, an Internet cloud-based route planning software solution. Being cloud-based, REMIX has facilitated interactive route planning at remote meetings and workshops. Also, Dallas Area Rapid Transit (DART) and Denton County Transportation Authority (DCTA) use REMIX and share draft route plans between agencies. In addition, REMIX provides functionality to almost instantly complete Federal Title VI service change equity analysis. This analysis is required for every significant change to ensure that service does not discriminate based on race or ethnicity and modifications do not adversely impact low-income populations while benefiting more affluent areas. Finally, REMIX streamlines the route planning process in the office, significantly reducing the amount of time necessary to draw a route on a map and generate a draft schedule. This process allows more options to be evaluated in a much shorter time, allowing staff to pursue additional objectives.

PROCUREMENT

Trinity Metro’s Procurement Department has followed its procurement policies and procedures with this single-source purchase and complies with all applicable Federal, State, and Trinity Metro procurement requirements.

FINANCING

Funds for the first year of the contract are available in Trinity Metro’s FY2022 Operating budget. Funds for future contract years will be considered in their proposed budget years.

DBE UTILIZATION

There is no subcontracting opportunity in this software licensing agreement.

RECOMMENDATION

We request the Planning, Operations and Marketing Committee recommends that the Trinity Metro Board of Directors authorize the President/CEO to enter into a three-year subscription with REMIX for an Internet cloud-based route planning solution at a subscription rate of $48,000 annually, increasing by $2,000 each year for a total of $150,000 from March 1, 2022, through February 28, 2025.
PLANNING, OPERATIONS AND MARKETING COMMITTEE

ACTION ITEM

Item Number: POM2022-12  
Item Title: Extension of ILA 078 for First/Last Mile Service in Alliance between Trinity Metro and Denton County Transportation Authority (DCTA)  
Meeting Date: January 10, 2022

BACKGROUND

In 2016, Trinity Metro's Master Plan identified first/last-mile challenges as a vital issue to address. The system lags behind the growing population’s needs and services offered in peer cities. Trinity Metro continues to develop options to support core services, serve employers and workforce needs, increase ridership by improving access to convenient service, and take advantage of emerging technologies to test the viability of on-demand shared-ride pilot programs.

On February 1, 2019, Trinity Metro's Board of Directors approved BA2019-30 for First/Last Mile service in Alliance between Trinity Metro and Denton County Transportation Authority (DCTA). On January 25, 2021, Trinity Metro's Board of Directors approved BA2021-31, which lengthened the agreement for an additional one (1) year term through January 31, 2022.

Per Article II, Item 2.2, of ILA 078, Trinity Metro wishes to extend the agreement for an additional one (1) year term through January 31, 2023, and continue this service in partnership with DCTA through their existing contract with Lyft beginning February 1, 2022.

PROCUREMENT

The Trinity Metro Procurement Department has followed its procurement policies and procedures with this single-source purchase and complies with all applicable Federal, State, and Trinity Metro procurement requirements.

FINANCING

The North Central Texas Council of Governments (NCTCOG) will continue to reimburse Trinity Metro for eligible costs from February 1, 2022, through January 31, 2023. The reimbursement includes the cost of service, marketing, administrative fees, and personnel to manage the program. The maximum funding available to Trinity Metro to continue service is $322,500.75.

There is no local match of funds required, and funds to cover the cost are included in Trinity Metro's FY2022 Operating Budget. Funds for future years of the contract will be considered in their proposed budgets years.

DBE UTILIZATION

There is no subcontracting opportunity in this software licensing agreement.
RECOMMENDATION

We request the Planning, Operations, and Marketing Committee recommends that the Trinity Metro Board of Directors authorize the President/CEO to extend Interlocal Agreement 078 for first/last mile service with Denton County Transportation Authority regarding Alliance ZIPZONE first/last-mile service for one year beginning February 1, 2022.