PLANNING, OPERATIONS AND MARKETING COMMITTEE WORKING SESSION

MONDAY MAY 16 2022 4:00 P.M.

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

MONDAY MAY 16, 2022 4:00 P.M.
OR IMMEDIATELY FOLLOWING THE COMPLETION OF THE COMMUTER RAIL COMMITTEE MEETING

801 GROVE STREET
Downtown Fort Worth
Fort Worth, Texas 76102

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

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

CALL TO ORDER

UPDATES
1. Operations Report
Wayne Gensler
2. Ridership Report
Chad Edwards
3. Marketing & Communications Report
Melissa Chrisman
   i. Market Research Report
Camille Montanez-Pulsar
4. Customer Relations Report
Detra Whitmore

INFORMATION ITEM
1. Sustainability Plan
James Wood

ACTION ITEMS
1. POM2022-16 Mobility on Demand (ZIPZONE) Service Renewal—VIA
Wayne Gensler
2. POM2022-17 E Lancaster TOD Plan Endorsement
Chad Edwards
   Jeff Whitacre, Kimley Horn

OTHER BUSINESS

NEXT MEETING  MONDAY, JUNE 20, 2022

ADJOURN
PLANNING, OPERATIONS & MARKETING COMMITTEE
INFORMATION ITEM

**Item:** Operations Update  
**Meeting Date:** May 16, 2022

Wayne Gensler, Chief Operating Officer and Vice President of Bus and Paratransit will present an update on Operations.
Operations Report
March 2022

Wayne Gensler
COO/VP of Bus and Paratransit

May 2022
Fixed Route Bus

On-Time Performance

FY2021 FY2022 Goal - 90%

TRINITY METRO
Fixed Route Bus

Non-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>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY21</td>
<td>2.92</td>
<td>3.49</td>
<td>3.35</td>
<td>5.82</td>
<td>1.06</td>
<td>1.65</td>
<td>1.37</td>
<td>0.77</td>
<td>1.14</td>
<td>1.91</td>
<td>2.42</td>
<td>2.46</td>
</tr>
<tr>
<td>FY22</td>
<td>2.56</td>
<td>1.92</td>
<td>2.20</td>
<td>4.26</td>
<td>5.48</td>
<td>2.38</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

No Collisions
ACCESS InHouse

On-Time Performance

Goal - 91%

FY2021 FY2022

TRINITY METRO
Access InHouse

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>1.05</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>1.32</td>
</tr>
<tr>
<td>Apr</td>
<td>0.00</td>
<td>3.78</td>
</tr>
<tr>
<td>May</td>
<td>2.24</td>
<td>1.11</td>
</tr>
<tr>
<td>Jun</td>
<td>1.11</td>
<td>1.04</td>
</tr>
<tr>
<td>Jul</td>
<td>1.04</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>

No Collisions

Goal Below 0.75
## 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><strong>FY21</strong></td>
<td>1.07</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><strong>FY22</strong></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>
<td>0.00</td>
</tr>
</tbody>
</table>

**No Collisions**

Goal Below 0.15
## ACCESS InHouse

### Non-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>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY21</td>
<td>2.14</td>
<td>3.47</td>
<td>0.00</td>
<td>0.00</td>
<td>6.28</td>
<td>0.00</td>
<td>0.00</td>
<td>1.12</td>
<td>2.23</td>
<td>3.11</td>
<td>1.03</td>
<td>4.07</td>
</tr>
<tr>
<td>FY22</td>
<td>0.00</td>
<td>0.00</td>
<td>3.15</td>
<td>2.38</td>
<td>5.29</td>
<td>2.84</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

No Collisions
ACCESS Contract

On-Time Performance

- FY2021
- FY2022

Goal - 91%
## 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>28,392</td>
</tr>
<tr>
<td>Jan</td>
<td>20,232</td>
<td>43,770</td>
</tr>
<tr>
<td>Feb</td>
<td>22,881</td>
<td>118,022</td>
</tr>
<tr>
<td>Mar</td>
<td>37,327</td>
<td>73,524</td>
</tr>
<tr>
<td>Apr</td>
<td>71,642</td>
<td>42,583</td>
</tr>
<tr>
<td>May</td>
<td>34,535</td>
<td>34,702</td>
</tr>
<tr>
<td>Jun</td>
<td>49,071</td>
<td>28,628</td>
</tr>
<tr>
<td>Jul</td>
<td>28,628</td>
<td>34,702</td>
</tr>
<tr>
<td>Aug</td>
<td>28,392</td>
<td>67,733</td>
</tr>
<tr>
<td>Sep</td>
<td>67,733</td>
<td>118,022</td>
</tr>
</tbody>
</table>

Below Minimum

Goal Above 35,000

Page 16
## ACCESS Contract

### 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>0.71</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>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>
</tbody>
</table>

No Collisions

Goal Below 0.15
Item: Ridership Report  
Meeting Date: May 16, 2022

Chad Edwards, Vice President of Planning & Development, will present the Ridership Report.
Ridership Report
March 2022

Chad Edwards
VP of Planning and Development

May 2022
System-wide Monthly Ridership

Number and Types of Days for March

<table>
<thead>
<tr>
<th>Wkd</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Fiscal Year Ridership to Date

- FY2019: 3,889,201
- FY2020: 3,999,251
- FY2021: 2,071,077
- FY2022: 2,704,312
Fixed Route Bus Monthly Ridership

Number and Types of Days for March

- Wkd: 23
- Sat: 4
- Sun: 4

Fiscal Year Ridership to Date
- FY2019: 2,452,998
- FY2020: 2,471,812
- FY2021: 1,406,706
- FY2022: 1,620,010
TRE Monthly Ridership

Number and Types of Days for March

Fiscal Year Ridership to Date

FY2019: 955,108
FY2020: 964,043
FY2021: 344,352
FY2022: 549,968
TEXRail Monthly Ridership

Number and Types of Days for March

<table>
<thead>
<tr>
<th>Wkd</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>23</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>23</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>23</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Fiscal Year Ridership to Date

- FY2019: 170,611
- FY2020: 250,442
- FY2021: 115,665
- FY2022: 238,772
ACCESS Contract Monthly Ridership

Number and Types of Days for March
- Wkd: 23
- Sat: 4
- Sun: 4

Fiscal Year Ridership to Date
- FY2019: 11,106
- FY2020: 13,378
- FY2021: 12,991
- FY2022: 11,407

TRINITY METRO
BIKE SHARING Monthly Ridership

Number and Types of Days for March

- Sat: FY2019 - 4, FY2020 - 4, FY2021 - 4, FY2022 - 4
- Sun: FY2019 - 4, FY2020 - 4, FY2021 - 4, FY2022 - 4

Fiscal Year Ridership to Date
- FY2019: 16,155
- FY2020: 26,316
- FY2021: 28,653
- FY2022: 39,976

TRINITY METRO
Other Services Monthly Ridership

Number and Types of Days for March

- **Wkd**: 23
- **Sat**: 4
- **Sun**: 4

Fiscal Year Ridership to Date
- **FY2019**: 117,859
- **FY2020**: 119,232
- **FY2021**: 74,381
- **FY2022**: 105,656

Includes: Vanpool, TCTS, NETS, and Grapevine Shuttle
Division of Ridership

All Services - March 2022

Service
- Fixed Route Bus
- Rail
- Other Mobility Services
- Paratransit

Rides

<table>
<thead>
<tr>
<th>Service</th>
<th>Rides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Route Bus</td>
<td>57.26%</td>
</tr>
<tr>
<td>Rail</td>
<td>29.55%</td>
</tr>
<tr>
<td>Other Mobility Services</td>
<td>8.61%</td>
</tr>
<tr>
<td>Paratransit</td>
<td>4.59%</td>
</tr>
</tbody>
</table>

All Services Detail

Divisions
- Fixed Route Bus InHouse
- TRE
- TEXRail
- VANPOOL
- ACCESS Contract
- BIKE SHARING
- ACCESS InHouse
- ZIPZONE
- Catholic Charities
- Fixed Route Bus Contract
- Grapevine Shuttle

Rides

<table>
<thead>
<tr>
<th>Divisions</th>
<th>Rides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Route Bus InHouse</td>
<td>280K</td>
</tr>
<tr>
<td>TRE</td>
<td>140K</td>
</tr>
<tr>
<td>TEXRail</td>
<td>100K</td>
</tr>
<tr>
<td>VANPOOL</td>
<td>40K</td>
</tr>
<tr>
<td>ACCESS Contract</td>
<td>20K</td>
</tr>
<tr>
<td>BIKE SHARING</td>
<td>10K</td>
</tr>
<tr>
<td>ACCESS InHouse</td>
<td>5K</td>
</tr>
<tr>
<td>ZIPZONE</td>
<td>1K</td>
</tr>
<tr>
<td>Catholic Charities</td>
<td>1K</td>
</tr>
<tr>
<td>Fixed Route Bus Contract</td>
<td>1K</td>
</tr>
<tr>
<td>Grapevine Shuttle</td>
<td>1K</td>
</tr>
</tbody>
</table>
Weekday Daily Average Ridership Relative to February 2020

-60 %
-50 %
-40 %
-30 %
-20 %
-10 %
0 %

February 2020 Avg Weekday Rides

February 2020

Trinity Metro
Capital Metro (Austin)
RTA (Corpus Christi)
Dart (Dallas)
Metro (Houston)
VIA (San Antonio)
**Fixed Route Bus Monthly Revenue**

**Number and Types of Days for March**

- **Wkd**: 23
- **Sat**: 4
- **Sun**: 4

**Fiscal Year Ridership to Date**

- **FY2019**: $3,392,414
- **FY2020**: $2,901,626
- **FY2021**: $1,571,889
- **FY2022**: $1,611,962

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

Number and Types of Days for March

Fiscal Year Ridership to Date

<table>
<thead>
<tr>
<th></th>
<th>FY2019</th>
<th>FY2020</th>
<th>FY2021</th>
<th>FY2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wkd</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sat</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sun</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Feb 2022</th>
<th>Mar 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fixed Route - Trips to Medical District</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9,336</td>
<td>13,509</td>
</tr>
<tr>
<td><strong>Paratransit - Total Medical and Grocery Trips</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dialysis Trips</td>
<td>5,322</td>
<td>6,211</td>
</tr>
<tr>
<td>Other Medical and Grocery Trips</td>
<td>2,174</td>
<td>2,705</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>7,496</td>
<td>8,916</td>
</tr>
<tr>
<td><strong>ZIPZONE - Total Trips</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alliance</td>
<td>902</td>
<td>1,203</td>
</tr>
<tr>
<td>Mercantile</td>
<td>935</td>
<td>1,268</td>
</tr>
<tr>
<td>South Tarrant</td>
<td>177</td>
<td>255</td>
</tr>
<tr>
<td>Southside</td>
<td>2,414</td>
<td>3,172</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>4,428</td>
<td>5,898</td>
</tr>
<tr>
<td><strong>Job Seekers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7,491</td>
<td>7,958</td>
</tr>
<tr>
<td><strong>Vaccine Rides Fort Worth</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>156</td>
<td>116</td>
</tr>
</tbody>
</table>
PLANNING, OPERATIONS & MARKETING COMMITTEE
INFORMATION ITEM

Item: Marketing & Communications Report               Meeting Date: May 16, 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: May 16, 2022

PAID MEDIA – NEW IN MARCH

<table>
<thead>
<tr>
<th>CAMPAIGN NAME</th>
<th>GOPASS UTILIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMPAIGN RESULTS:</td>
<td>397,455 AD VIEWS, 1,791 AD CLICKS</td>
</tr>
<tr>
<td>APP USAGE RESULTS:</td>
<td>581 DOWNLOADS ADDED IN MARCH - A 45% INCREASE FROM FEBRUARY</td>
</tr>
<tr>
<td>TACTICS:</td>
<td>PAID SOCIAL, PRE-ROLL VIDEO</td>
</tr>
</tbody>
</table>

PAID MEDIA – MARCH UPDATES

<table>
<thead>
<tr>
<th>CAMPAIGN NAME</th>
<th>TCC STUDENT RIDERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMPAIGN RESULTS:</td>
<td>14,323 AD VIEWS, 7 AD CLICKS</td>
</tr>
<tr>
<td>RIDERSHIP GOAL:</td>
<td>1,324 RIDES BY TCC STUDENTS IN MARCH</td>
</tr>
<tr>
<td>RESULTS:</td>
<td>3,852 RIDES BY TCC STUDENTS IN MARCH (GOAL EXCEEDED)</td>
</tr>
<tr>
<td>TACTICS:</td>
<td>DIGITAL NEWSLETTER ADS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CAMPAIGN NAME</th>
<th>TEXRAIL RIDERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMPAIGN RESULTS:</td>
<td>2,330,942 AD VIEWS, 10,105 AD CLICKS</td>
</tr>
<tr>
<td>RIDERSHIP GOAL:</td>
<td>34,652 RIDES ON TEXRAIL IN MARCH</td>
</tr>
<tr>
<td>RESULTS:</td>
<td>44,069 RIDES ON TEXRAIL IN MARCH (GOAL EXCEEDED)</td>
</tr>
<tr>
<td>TACTICS:</td>
<td>DIGITAL, PAID SOCIAL MEDIA, PRINT</td>
</tr>
</tbody>
</table>
EARNED MEDIA – MARCH RESULTS

NATIONAL/INTERNATIONAL

Trinity Metro (Fort Worth Transportation Authority) was included in a Railway Age article: **$2.2 billion in American Rescue Plan additional assistance grants to 35 agencies.**

Mass Transit published an article about funding provided to 70 projects in 39 states: **FTA awards $409.3 million to bus and bus facility projects.** Trinity Metro (Fort Worth Transportation Authority) is one of three recipients in Texas on the **FTA grant recipient list.**

TEXRail was mentioned in a Railway Age article: **Rail transit and COVID-19, two-year mark.** (Scroll down to “Texas and Oklahoma: Big systems back, while smaller line lacks.”)

LOCAL/REGIONAL

Vice President of Planning and Development Chad Edwards, Director of Facilities Carrie Weir and Director of Maintenance Bill Lambert were quoted in a Fort Worth Report article: **“Not functioning great, but it’s working”: $6.5 million federal grant could upgrade 26-year-old Trinity Metro bus yard.**

TEXRail was mentioned in a Railway Age article: **Rail transit and COVID-19, two-year mark.** (Scroll down to “Texas and Oklahoma: Big systems back, while smaller line lacks.”)

Trinity Railway Express was mentioned in a Railway Technology article: **Seoul Robotics and Herzog develop rail obstacle detection system.**

TEXRail was mentioned in a Community Impact Newspaper article: **New Silver Line commuter rail line to add transit options, economic benefits in Grapevine.**

Trinity Metro was featured in a Tarrant County College article: **TCC students can save on gas by riding Trinity Metro.**

TEXRail artist John Bramblitt was on WFAA 8: **Blind artist creates colorful murals for TEXRail station.**

The WFAA 8 story on the TEXRail artist was also posted on YouTube: **Blind artist creates colorful murals for TEXRail station.**

Chad Edwards, vice president of planning and development, was quoted in a Fort Worth Star-Telegram article: **Gas prices too high? Here are the public transit options in Fort Worth/Tarrant County.**

Fort Worth Bike Sharing was on the City of Fort Worth website: **Dickies Arena gets a bike-share station.**

The City of Fort Worth article mentioned Trinity Metro: **Federal mask mandate for transit users extended through April 18.**

Trinity Metro was featured in a Fort Worth Star-Telegram article: **Trinity Metro gets nearly $6.5 million from feds to shore up bus stations and repair yard.**

TEXRail was mentioned in a story on NBC 5: **Neighbors voice concerns over DART Silver Line construction.**

Chad Edwards, vice president of planning and development, was interviewed in a CBS 11 story: **As gas prices go up, public transit agencies prepare for more riders.**

President/CEO Paul Ballard, Board Chairman Jeff Davis, and Fort Worth City Council Member and Trinity Metro Board Member Michael Crain were quoted in a Fort Worth Report article: **Fort Worth jammed up in its efforts to support public transit like comparable cities.**
Trinity Metro was mentioned in a KRLD news radio story: **Local leaders say North Texas can lead president’s push for “infrastructure decade.”**

Jennifer Grissom, director of Fort Worth Bike Sharing, was quoted in a Fort Worth Report article: **As demand for bikes remains high, Fort Worth Bike Sharing prepares for future growth.**

Trinity Metro was mentioned in multiple stories about free rides for voting, including:

- CBS 11: [DART & Trinity Metro to offer free rides to the polls today.](#)
- KERA radio: [Free rides for voting.](#)
- Noticias12: [Rides are free for voting.](#)

### EARNED MEDIA RESULTS

<table>
<thead>
<tr>
<th>SUMMARY: EARNED MEDIA VALUE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA COST EQUIVALENT</td>
<td>$1,214,640</td>
</tr>
<tr>
<td>TOTAL STORIES</td>
<td>64</td>
</tr>
</tbody>
</table>

### SHARED MEDIA – FEBRUARY RESULTS

**MOST ENGAGED CONTENT:** 21,600 users reached, 122 likes and reactions, 9 comments, 14 shares, 175 link clicks.

**MOST ENGAGED CONTENT:** 5,200 users reached, 296 likes and reactions, 8 comments, 27 shares, 20 link clicks.

### SHARED MEDIA RESULTS

<table>
<thead>
<tr>
<th>SUMMARY: ACCOUNT FOLLOWERS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>15,361 (+83)</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>2,817 (+86)</td>
</tr>
<tr>
<td>TWITTER</td>
<td>4,066 (+62)</td>
</tr>
<tr>
<td>NEXTDOOR</td>
<td>269,025 (+2,581)</td>
</tr>
</tbody>
</table>
## OWNED MEDIA – MARCH RESULTS

### SUMMARY: GOVDELIVERY EMAIL/TEXT MARKETING

<table>
<thead>
<tr>
<th>BULLETINS SENT:</th>
<th>13 (-25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL RECIPIENTS:</td>
<td>55,084 (-226,318)</td>
</tr>
<tr>
<td>EMAIL OPENS:</td>
<td>12,073 (-52,761)</td>
</tr>
<tr>
<td>EMAIL OPEN RATE:</td>
<td>26% (-1)</td>
</tr>
<tr>
<td>LINK CLICKS:</td>
<td>354 (-1,136)</td>
</tr>
<tr>
<td>TOTAL SUBSCRIBERS</td>
<td>27,420 (+180)</td>
</tr>
<tr>
<td>TOTAL SUBSCRIPTIONS</td>
<td>184,280 (+1,045)</td>
</tr>
</tbody>
</table>

### SUMMARY: WEBSITE/RIDETRINITYMETRO.ORG

#### Website Traffic

- **Visitors**
  - January: 20,000
  - February: 40,000
  - March: 60,000
- **Pageviews**
  - January: 40,000
  - February: 80,000
  - March: 120,000

**Website Users: 61,336**

- **New visitor, 80%**
- **Returning visitor, 20%**

### Website Traffic Details

<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><strong>March</strong></td>
<td>78,985</td>
<td>1.47</td>
<td>1.92</td>
<td>2:08</td>
</tr>
<tr>
<td><strong>February</strong></td>
<td>59,875</td>
<td>1.62</td>
<td>2.07</td>
<td>2:26</td>
</tr>
<tr>
<td><strong>January</strong></td>
<td>51,082</td>
<td>1.58</td>
<td>2.05</td>
<td>2:26</td>
</tr>
</tbody>
</table>

### Top five most-visited pages on the website

1. TEXRail schedules
2. Homepage
3. Bus routes & schedules
4. Tickets
5. ZIPZONE
## TRINITY METRO EASYRIDE – FEBRUARY RESULTS

<table>
<thead>
<tr>
<th>Total EASYRIDE organizations</th>
<th>Monthly EASYRIDE revenue (includes online and in-person sales)</th>
</tr>
</thead>
<tbody>
<tr>
<td>75 (+2)</td>
<td>$22,868 (-$14,425) + $705 City of Fort Worth (+$270) $4,319 TCC (+$1,442)</td>
</tr>
</tbody>
</table>

<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 One-Day</td>
<td>3,895 (-4,901)</td>
<td>$14,606 (-$18,379)</td>
</tr>
<tr>
<td>Local Seven-Day</td>
<td>0 (-80)</td>
<td>$0 (-$1,500)</td>
</tr>
<tr>
<td>Local Monthly</td>
<td>123 (+91)</td>
<td>$7,380 (+$5,460)</td>
</tr>
<tr>
<td>Regional Monthly</td>
<td>3 (+1)</td>
<td>$432 (+$144)</td>
</tr>
<tr>
<td>Local Annual</td>
<td>1 (+/-0)</td>
<td>$450 (-$150)</td>
</tr>
<tr>
<td>Regional Annual</td>
<td>0 (+/-0)</td>
<td>$0 (+/-$0)</td>
</tr>
</tbody>
</table>

### CITY OF FORT WORTH RIDES

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>132</td>
<td>438</td>
<td>438</td>
</tr>
<tr>
<td>February</td>
<td>487</td>
<td>488</td>
<td>462</td>
</tr>
<tr>
<td>March</td>
<td>526</td>
<td>606</td>
<td>688</td>
</tr>
</tbody>
</table>

### TCC RIDES

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>8,665</td>
<td>10,255</td>
<td>12,853</td>
</tr>
<tr>
<td>February</td>
<td>5,646</td>
<td>3,179</td>
<td>2,030</td>
</tr>
<tr>
<td>March</td>
<td>3,823</td>
<td>3,354</td>
<td>3,530</td>
</tr>
</tbody>
</table>
Item: Customer Relations Report  

Meeting Date: May 16, 2022

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

TYPES OF CALLS
52.58% No Wait Time!
1,019 – TEXRail
303 – Bike Sharing
382 - Lost and Found
75 - ZIPZONE
Customer Expectations

Commendations

<table>
<thead>
<tr>
<th></th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY21</td>
<td>10</td>
<td>8</td>
<td>16</td>
<td>9</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td>FY22</td>
<td>10</td>
<td>5</td>
<td>12</td>
<td>26</td>
<td>34</td>
<td>18</td>
</tr>
</tbody>
</table>

Top Commendations
Professional driver
Courteous Care Rep
Clean Service
Polite Driver

Customer Complaints/Concerns

<table>
<thead>
<tr>
<th></th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Complaints</td>
<td>106</td>
<td>116</td>
<td>132</td>
<td>136</td>
<td>64</td>
<td>84</td>
</tr>
<tr>
<td>Valid Complaints</td>
<td>78</td>
<td>75</td>
<td>86</td>
<td>73</td>
<td>35</td>
<td>49</td>
</tr>
<tr>
<td>Invalid Complaints</td>
<td>28</td>
<td>41</td>
<td>46</td>
<td>63</td>
<td>29</td>
<td>35</td>
</tr>
</tbody>
</table>

Top Complaints
Customer passed by Driver
Bus did not arrive
No Show assigned
Time changed without notice
Texas Can Academies have impacted over 171,800 students lives since 1985 and Trinity Metro’s Human Resources Recruiter and the Transit ENVOYs became a part of their story. A Career Day and Job Fair was held on March 30 where we were able to speak with 59 students about transit and careers at Trinity Metro.
In the Community

March Survey
Rt 1 Hemphill, Rt 2 Camp Bowie, Rt 4 E Rosedale, Rt 5 Evans/Sierra Vista and Rt 6 8th Avenue/McCart

Do you feel comfortable and safe at the bus stop?

- Very Dissatisfied: 3.5%, 4%
- Dissatisfied: 14.9%, 15%
- Neutral: 50.4%, 50%
- Satisfied: 25.7%, 26%
- Very Satisfied: 5.5%, 6%

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

- Very Dissatisfied: 3.8%, 4%
- Dissatisfied: 2%, 2%
- Neutral: 58%, 58%
- Satisfied: 25.4%, 25%
- Very Satisfied: 10.8%, 11%

Is it easy to get information about the bus services?

- Very Dissatisfied: 6.1%, 6%
- Dissatisfied: 6.5%, 6%
- Neutral: 40.5%, 40%
- Satisfied: 25.8%, 26%
- Very Satisfied: 26%, 26%

How easy was it for you to learn the new route?

- Difficult: 20.8%, 21%
- Somewhat Difficult: 40.5%, 40%
- Neutral: 26%, 26%
- Easy: 6.5%, 6%
- Very Easy: 6.5%, 6%

JOIN THE
DIVERSITY & INCLUSION
COMMITTEE

The Diversity & Inclusion Committee is a new way that Trinity Metro will help encourage and support a welcoming workplace environment. One in which employees of all backgrounds can work together and thrive.

The D&I Committee will make sure that diversity and inclusion are central to the agency’s mission, values, and objectives. They will outline key diversity and inclusion goals and set actionable steps to achieve them.

WE NEED YOUR VOICE TO MAKE IT WORK!

IF YOU’RE INTERESTED IN VOLUNTEERING, CONTACT DETRA WHITMORE, VP OF CUSTOMER EXPERIENCE
DETRA.WHITMORE@RIDTM.ORG

TRINITY METRO
INFORMATION ITEM
Trinity Metro Sustainability Plan

James Wood, Ph.D., ENV SP
Grant Analyst
Summary

• Agency’s goals for cost savings and conservation in key areas
  • Energy and Water Conservation
  • Fleet Emissions/Electrification
  • Solid Waste Reduction/Recycling
  • Hazard Resiliency – Flooding and Extreme Weather
• Measurable goals in short-, medium-, and long-term
• Mostly achievable figures, with a few “challenge” goals
Why Write One Now?

- FTA and NCTCOG are encouraging agencies to write a plan
  - Voluntary and vague in 2022, now changing
  - Increasingly necessary for federal grant applications
- Write our own plan now, or implement their plan tomorrow
  - “A plan that works for Trinity Metro”
- Innovation and visibility in Fort Worth
- Gives needed structure to internal sustainability efforts
- Access to a new category of potential grant revenues
<table>
<thead>
<tr>
<th>Category</th>
<th>By 2025</th>
<th>By 2030</th>
<th>By 2035</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fleet Emissions</td>
<td>10 EV charging stations installed</td>
<td>25% of nonrevenue fleet converted to hybrid or electric</td>
<td>30% of nonrevenue fleet converted to hybrid or electric</td>
</tr>
<tr>
<td>Facility Energy Usage</td>
<td>Convert all facilities to LED lighting</td>
<td>Modernize HVAC systems at HRP complex</td>
<td>Derive 25% of facility electricity from roof-mounted solar panels</td>
</tr>
<tr>
<td>Water Usage</td>
<td>Initiate an agency-wide water conservation program</td>
<td>Reduce metered water usage by 20% by 2030</td>
<td>Convert 100% of landscaping to xeriscaping</td>
</tr>
<tr>
<td>Waste Reduction</td>
<td>Initiate an agency-wide recycling program</td>
<td>Transition 50% of customers to paperless fare media</td>
<td>Divert 75% of office waste to recycling</td>
</tr>
<tr>
<td>Hazard Resiliency</td>
<td>Craft an emergency response plan and a flood risk assessment for Trinity Metro assets</td>
<td>Retrofit 50% of flood-prone transit stops to improve resistance to flood events</td>
<td>Derive 25% of facility electricity from roof-mounted solar panels (same as above)</td>
</tr>
</tbody>
</table>
Fleet Emissions

- Main focus is on non-revenue fleet
  - Electric buses can be added later, if/when desired
  - Bus fleet is already CNG, counts as a “reduced emission fleet”
  - Consider buying hybrid buses rather than fully-electric?
- Goal: 10 EV charging stations by 2025
- Goal: 30% of staff fleet to hybrid by 2035

- Key Obstacle: Utility readiness/cost
  - Grants only fund “behind the meter” costs
  - TM would have to fund transformers, connections, and other utility costs
- Solution: Training, grants, and long-range expenditure planning
Facility Energy Usage

• Convert all facilities to LED lighting by 2025
  • Easily funded with 80/20 grants

• Modernize HVAC systems at HRP Complex by 2030
  • Easily funded with 80/20 grants

• Derive 25% of building energy from solar panels by 2035
  • State loan subsidies and federal grants can help with this – if wanted
  • Still the issue of site preparation and utility costs

• Key Obstacles: Site readiness and missing information for grants

• Solution: Better documentation and preparedness
  • Keep ready list of improvements, real costs, timelines
  • Perform energy audit to quantify potential energy savings
Waste Reduction / Recycling

• Initiate agency-wide recycling program by 2025
  • Costs: Recycling bins for offices, dumpster rental for each employment center
• Transition 50% of customers to paperless fare media by 2030
  • Already moving this way with GoPass
  • Can consider reloadable tap cards (sell ad space on the cards)
• Divert 75% of office waste to recycling by 2035
  • Easily do-able with a recycling program and move to paperless work
• Key Obstacle: Cost of recycling bins/dumpsters
• Solution: Make it a more visible agency priority
  • Incentivize recycling among employees
  • Consider benefits of investing in reloadable tap cards for fare media
Next Steps for Trinity Metro

• Review/revise the Plan
• Commit to Plan’s goals
• Showcase to the public as an ongoing Trinity Metro priority
• A vision that fits Fort Worth’s needs and preferences
• Fight for funding and reform to accomplish goals
• Consider a Sustainability Coordinator within Trinity Metro
ACTION ITEMS
BACKGROUND

In 2016, the Trinity Metro Master Plan identified first-mile/last-mile challenges as a vital opportunity to connect our customers to rail stations and bus routes in key areas within the Trinity Metro transportation system.

On December 17, 2018, the Trinity Metro Board of Directors approved BA2019-26 for Pilot On-Demand Ride Share Services Program to address these challenges. River North Transit, LLC (VIA) and Circuit (formally TFR Transit, Inc.) was selected as the contractors to provide the on-demand rideshare service and a combined not-to-exceed amount of $10 million for up to five one-year term agreements. On May 18, 2020, BA2020-56 was approved for a 12-month extension to base Contract No. 18-030A. In addition, BA2021-55 executed an additional 12-month extension to the base contract for On-Demand Rideshare Service (ZIPZONE).

All approved Board Actions and funds appropriated are listed below:

<table>
<thead>
<tr>
<th>Date</th>
<th>BA #</th>
<th>Task Order</th>
<th>Not to Exceed</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/25/2019</td>
<td>BA2019-44</td>
<td>1</td>
<td>$1,000,000.00</td>
<td>Mercantile ZipZone Approved</td>
</tr>
<tr>
<td>5/18/2020</td>
<td>BA2020-56</td>
<td>1</td>
<td>$2,035,000.00</td>
<td>Mercantile ZipZone (Extension 1)</td>
</tr>
<tr>
<td>5/17/2021</td>
<td>BA2021-55</td>
<td>1</td>
<td>N/A</td>
<td>Mercantile ZipZone (Extension 2) No additional funds added to continue service</td>
</tr>
<tr>
<td>3/13/2020</td>
<td>BA2020-21</td>
<td>2</td>
<td>$433,000.00</td>
<td>Crowley ZipZone (2 year service)</td>
</tr>
<tr>
<td>1/27/2020</td>
<td>BA2020-22</td>
<td>3</td>
<td>$1,690,682.00</td>
<td>Southside ZipZone Approved</td>
</tr>
<tr>
<td>5/17/2021</td>
<td>BA2021-55</td>
<td>3</td>
<td>N/A</td>
<td>Southside ZipZone (Extension 1) Mercantile ZipZone (Extension 2) No additional funds added to continue service</td>
</tr>
<tr>
<td>3/13/2020</td>
<td>BA2021-56</td>
<td>4</td>
<td>$366,666.66</td>
<td>South Tarrant ZipZone w/ City of Everman Approved</td>
</tr>
</tbody>
</table>

**Total Funds Approved to Date $5,525,348.66**

CURRENT STATUS

The Trinity Metro Operations, Planning, and Marketing Departments continue to develop options to support core services that serve employer and employees’ needs throughout Fort Worth and Tarrant County. These services have helped Trinity Metro increase ridership by improving on-demand services using emerging technologies to connect customers to our bus and rail system. Trinity Metro’s On-Demand ride-shared program (ZIPZONE) continues to enjoy robust growth. Management continues to support this program and wishes to execute service extensions within all zones as outlined in our redesigned system called "A Better Connection" (ABC).
DISADVANTAGED BUSINESS ENTERPRISE UTILIZATION

The Disadvantage Business Enterprise (DBE) Goal for this contract is 5%.

FINANCING

Funds are available in the Trinity Metro FY2022 Operating Budget, which includes a contribution from the City of Fort Worth and a partnership with Mercantile Partners Inc. With the service period overlapping both fiscal years, if required, Trinity Metro will consider any remaining amount needed for the next fiscal year in the FY2023 Operating Budget along with any applicable contributions from local partners.

RECOMMENDATION

We request the Planning, Operations, and Marketing Committee recommend that the Trinity Metro Board of Directors authorize the President/Chief Executive Officer to execute an extension to base Contract No. 18-030A and existing task orders with River North Transit (VIA) for Mobility On-Demand (ZIPZONE) services to May 31, 2023. Accordingly, revising Task Order No. 1 Mercantile On-Demand (ZIPZONE) service not-to-exceed amount of $2,500,000 and Task Order No. 3 Southside Mobility On-Demand (ZIPZONE) services not-to-exceed amount of $4,290,682.

Approved by:

WAYNE GENSLER, COO/VP OPERATIONS BUS & PARATRANSIT

DATE

PRESIDENT/CEO
1. POM2022-17  E Lancaster TOD Plan Endorsement

Chad Edwards
Jeff Whitacre, Kimley Horn
Agenda

- Plan Purpose
- Plan Elements
- Public Involvement
- Collard Street Station Example
- Implementation Plan
- Discussion
The City of Fort Worth initiated a study in 2019 called “Transit Moves Fort Worth” to increase transit’s role in the overall transportation system.

East Lancaster Avenue was identified as one of the priority corridors for development and is the highest ridership corridor in the Trinity Metro bus network.

Advancing East Lancaster is a Transit-Oriented Development (TOD) Plan evaluating potential development scenarios along the corridor that would be supportive of high-capacity transit.

The TOD Plan is a visioning exercise that will help align the City’s infrastructure investments with future private investments along the corridor.
East Lancaster Corridor

Provides access to four Urban Villages and Downtown Fort Worth

Texas A&M University School of Law

Human Services Organizations

Two Libraries

More than Ten Schools

Trinity Trails and Tandy Hills Nature Area
What is Transit-Oriented Development (TOD)?

- Places where development and transit support each other
- Growing cities, downtowns, neighborhoods, suburbs
- Compact, walkable, mixed-use communities
- Focused hubs for stores, community services, and jobs
- New housing
- Heights, activity, density linked to transportation and transit
- High quality streets, sidewalks and bike routes
- Reduced parking demand
Transit-Oriented Development Plan Elements

- Existing Conditions
- Multi-Modal Assessment
- Public Involvement
- Market Assessment
- Zoning Assessment
- TOD Best Practices
- Station Typologies and Concept Plans
- Value Capture
- Implementation Plan
Public Involvement
Public Involvement Summary

- Social Media & E-Mail
- Targeted Stakeholder
- Project Website
- Three rounds of public engagement
  - June 15th – June 17th, 2021
    - 3 virtual community meetings
  - October 27th – October 28th, 2021
    - 1 in-person open house and 1 virtual community meeting
  - March 31st, 2022
    - 1 virtual community meeting
- Virtual Developer Panel
  - November 17th, 2021
Public Involvement Summary

• What did we hear from the community?
  • Support for more diverse housing options
  • Support for preserving and producing affordability
  • Support for new and improved pedestrian and bicycle infrastructure
  • Support for more mixed-use, transit-friendly development
  • Support for improved transit service and facilities along the East Lancaster Avenue corridor

“We need to contemplate what the community aspirations are, both in terms of achieving community goals and objectives, but in a manner that certainly allows for the maximum level of integration with minimizing disruption, while also creating great places with lasting value.”
  - Stephen Stansbery

“One-half mile within transit is now considered beach front property.”
  - Debbie B. Frank

“You can either meet the market or make the market.”
  - Chris Harden
Collard Street Station Example
Station Area Types and Locations
Future Mixed Residential within station area walkshed, with potential for Urban Residential close to the station.

Smaller parcels next to existing residential are suitable for low-intensity mixed-use.

Large parcels between East Lancaster and railroad tracks are suitable for high-intensity mixed-use development.
Potential Land Uses

Conceptual Development Design

Diagrams illustrate planning principles and objectives, and are not specific designs for construction.
Diagrams illustrate planning principles and objectives, and are not specific designs for construction.
Diagrams illustrate planning principles and objectives, and are not specific designs for construction.
Implementation
Implementation Strategies (1 of 2)

Multi-Modal Mobility
- Construct **wide sidpaths** along East Lancaster.
- Close **sidewalk gaps** within one-half mile of East Lancaster.
- Explore future **bike share stations** along East Lancaster.
- Encourage development to **prioritize pedestrians**.

Market Affordability
- **Preserve affordability** through funds for preservation, City and Tenant right to purchase preservation programs, and accessory dwelling unit programs and policies.
- **Produce affordability** through affordable housing trust funds, affordable housing incentives, and transit affordability programs.
Implementation Strategies (2 of 2)

Zoning Regulations
- Amend existing mixed-use and industrial zones.
- Create new Mixed-Use Corridor (MU-C) and Mixed Residential (MR) zoning designations.
- As an interim step, zoning may be changed to the existing MU-1, MU-2, and UR zones, or the proposed MR zone, to ensure that new development supports the TOD vision.
- Consider a City-initiated form-based code zoning for all properties along East Lancaster.

TOD Best Practices
- Pursue public-private partnerships (P3s) to encourage transit-friendly development.
- Explore incentives for developers to provide public amenities and affordable housing.
- Ensure thorough community engagement and visioning prior to project implementation.

Development Strategy
- Utilize station typologies as a framework for development patterns.
- Prioritize certain TOD areas first to create momentum.
- Consider various value capture tools, such as tax increment financing (TIF) or public improvement districts (PID).
Advancing East Lancaster Phase II

Build upon the findings and recommendations identified in this plan, including:

- Design and construction for a new East Lancaster roadway and transit, including transit mode and alignment.
- Expand the study area for additional connections and new potential urban villages/growth centers.
- Develop alternatives for land use and transportation, including form-based codes.
- Coordinate with partner agencies such as TxDOT and NCTCOG.
- Develop cross sections, safety and operational improvements, and other recommendations for crossing and parallel corridors.
Thank You!

Questions?