

# 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

Chris Nettles

## UPDATES

1. Operations Report
2. Ridership Report
3. Marketing & Communications Report
  - i. Market Research Report
4. Customer Relations Report

Wayne Gensler  
Chad Edwards  
Melissa Chrisman  
Camille Montanez-Pulsar  
Detra Whitmore

## INFORMATION ITEM

1. Sustainability Plan

James Wood

## ACTION ITEMS

1. POM2022-16 Mobility on Demand (ZIPZONE)  
Service Renewal—VIA
2. POM2022-17 E Lancaster TOD Plan Endorsement

Wayne Gensler  
Chad Edwards  
Jeff Whitacre, Kimley Horn

## OTHER BUSINESS

**NEXT MEETING MONDAY, JUNE 20, 2022**

## ADJOURN

This facility is wheelchair accessible.

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