

Board of Directors Retreat

Fort Worth Chamber of Commerce

May 3, 2024



Introductions, Objectives for the Day

Rich Andreski



Agenda

Time	Activity	Lead
8:30 am	Light Breakfast	
9:00 am	Introductions, Objectives for the Day	Rich Andreski
9:10 am	Vision, Mission, and Values	Executive Leadership Team
10:00 am	BREAK	
10:15 am	Strategic Market Research	Chris Gavras
11:30 am	BREAK/WORKING LUNCH	
12:15 pm	Value Proposition Study	Chad Edwards
1:00 pm	Trinity Metro Brand Simplification	Nate Newby
1:45 pm	Wrap-up, Next Step	Rich Andreski
2:00 pm	Adjourn	

Vision, Mission, and Values

Executive Leadership Team





Values: (select 3-7)

- | | | | | |
|----------------|---------------------------|-------------------------|----------------------|--------------|
| Accountability | Respect | Teamwork | Economic Development | Persistent |
| Community | Inclusion | Partnerships | Equality | Perceptive |
| Reliability | Creativity | Honesty | Equity | Responsive |
| Customers | Innovation | Planning/Future looking | Philanthropic | Empathetic |
| People/Staff | Environment | Stability | Sympathetic | Resourceful |
| Safety | Opportunity | Frequent | Humility | Intentional |
| Service | Excellance | Focus | Fun | Competative |
| Integrity | Efficiency | Courteous/friendly | Interactive | Caring |
| Sustainability | Transparancy | Diversity | Ethical | Trustworthy |
| Responsibility | Quality | Passionate | Deliberate | Accurate |
| Collaboration | Solutions/Action oriented | Informative | Curious | Impactful |
| Strategic | Capable | Informed | Relationships | Leadership |
| Proactive | Knowledgeable | Accessible | Decency | Adaptability |
| | Cleanliness | | | |

Questions

- What do we stand for?
- What behaviors do we value over all else?
- How will we conduct our activities to achieve our mission and vision?
- How do we treat members of our own organization and community?

- How will we conduct our activities to achieve our mission and vision?

- What do we stand for -

- || Excellence
- || Innovation
- || Safety
- || Service
- || Sustainability
- || Equity
- || Ethical
- || Reliability

- What behaviors do we value over all else?

- ||| Integrity
- || Intentional Leadership
- || Caring
- || Trustworthy
- || Honest
- || Transparency

- ||| Strategic
- || Partnerships
- || Passionate
- || Empathetic
- || Impactful
- || Adaptability
- || Curious

- How do we treat members of our own organization and community?

- ||| Respect
- || Courteous/friendly
- || Accessible
- || Decency
- || Humility

- What behaviors do we value overall else?

||| Integrity

|| Intentional Leadership

Caring

Trustworthy

Honesty

Transparency

- How will we conduct our activities to achieve our mission and vision?

Strategic

Partnerships

Passionate

Empathetic

Impactful

Adaptability

Curious

- How do we treat members of our own organization and community?

||||| Respect

|| Courteous/friendly
Accessible

Decency

Humility

- What do we stand for -

|| Excellence

|| Innovation

|| Safety

Service

Sustainability

Equity

Ethical

Reliability

To be the first choice in mobility

Vision Statement

Your first thought in
First Choice in Mobility

Simplify life

The preferred choice for simple, safe, and
innovative transportation services

Your first choice in transportation decisions

Helping everyone succeed by offering premier services to connect to life

Helping people and business succeed

**The preferred choice for simple, safe, and
innovative mobility services.**

Helping everyone succeed

To provide a positive transit experience that is simple and safe

To help communities thrive by providing safe,
simple transit services

To provide an excellent experience that is simple and safe

Vision The preferred choice for simple, safe, and innovative mobility services.

Mission Connecting people to life

Values We are:

- Innovative
- Safe
- Sustainable
- Fair
- Ethical

Strategic Market Research

Chris Gavras



May 3, 2024

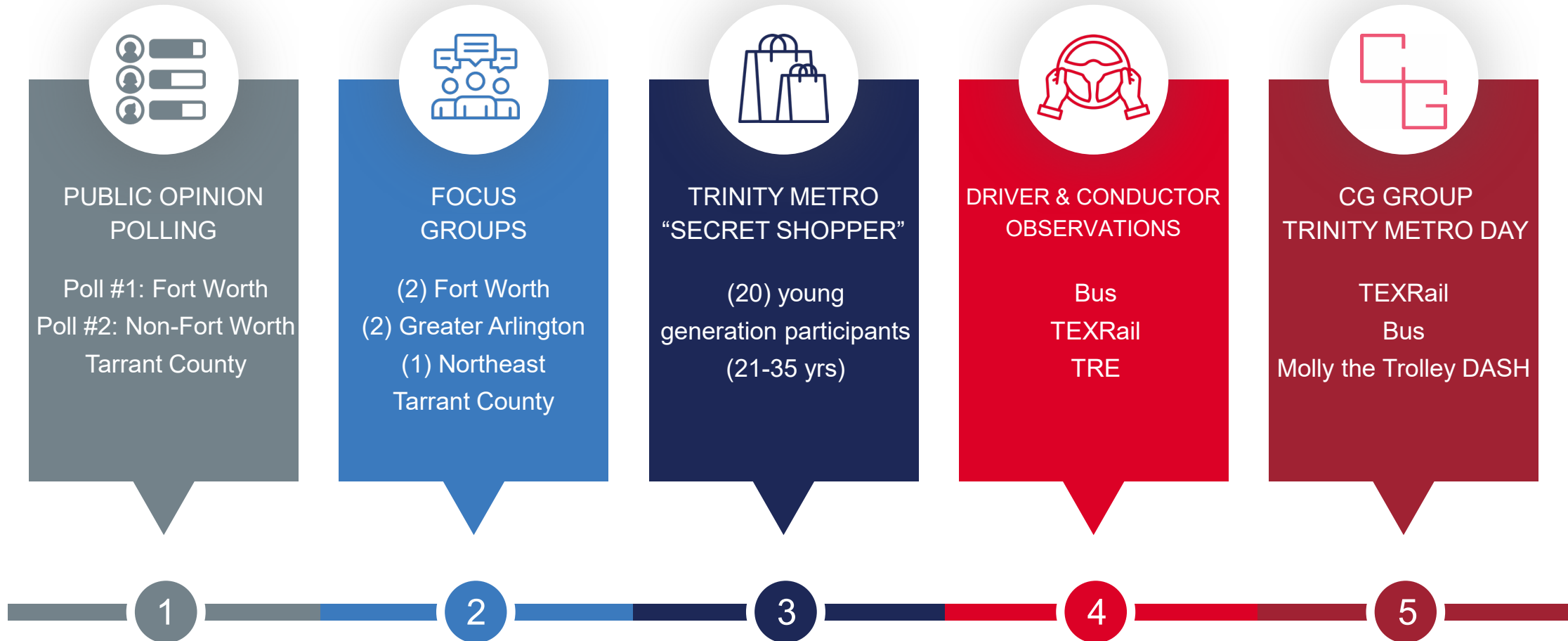
TRINITY METRO

CUSTOMER & CITIZEN OPINION RESEARCH

ON PUBLIC TRANSPORTATION & TRINITY METRO



How Research Was Conducted





When Research Was Conducted:

SEPTEMBER 2023 - APRIL 2024

Information Produced:

OVER 500 PAGES OF DATA & VERBATIM OPINIONS

FIVE KEY FINDINGS & A FEW REMINDERS

Finding #1

ALMOST NO NEGATIVE IMPRESSION OF TRINITY METRO ...
AND A LOT OF CITIZENS WITH NO IMPRESSION OF TRINITY METRO

	POSITIVE	NEGATIVE	NO OPINION
Fort Worth	45%	8%	47%
Non-Fort Worth Tarrant County	41%	4%	54%

COMPARE TO A NATIONAL TELECOMMUNICATIONS COMPANY

	POSITIVE	NEGATIVE	NO OPINION
Fort Worth	46%	37%	16%
Non-Fort Worth Tarrant County	49%	39%	12%

Verbatim Quotes About Trinity Metro

— “ —

I THINK IT IS A GOOD WAY TO GET AROUND IF YOU'RE GOING TO AN EVENT OR DALLAS.

— “ —

COST EFFECTIVE, RELIABLE, ALTERNATIVE TO DRIVING. GOOD SCHEDULING AND ON TIME RECORD.

— “ —

I DON'T KNOW ABOUT IT.

Finding #2

TRINITY METRO IS OPERATING IN A COMMUNITY WITH A
“DRIVE MYSELF” CULTURE

“Which of the following would be the main reason you have not used Trinity Metro’s TRE, TEXRail, Shuttles, Buses, or ZIPZONE?”

42% – 48% of all respondents say they “Prefer driving myself”.

— “ —————

IT’S THE TEXAS MENTALITY –
EVERYONE LIKES TO HAVE THEIR
TRUCKS AND FREEDOM.

Finding #3

WHEN CITIZENS THINK ABOUT TRINITY METRO,
THEY THINK TRAINS ... THEN BUSES

	TRAINS	BUSES
Fort Worth	51%	31%
Non-Fort Worth Tarrant County	56%	22%

USAGE IN THE PAST 12 MONTHS

	TRAINS	BUSES
Fort Worth	32%	11%
Non-Fort Worth Tarrant County	31%	7%

Verbatim Quotes About Trains

— “ —————

I JUST HAD TO GET ON THE TRAIN TO FAMILIARIZE MYSELF AND LEARN IT AND THEN I LOVED IT.

— “ —————

[TEXRAIL] SMELLS SO NICE!

— “ —————

A TRAIN LINE WOULD BE THE ONLY FORM OF PUBLIC TRANSPORTATION THAT I WOULD HAVE ANYTHING GOOD TO SAY ABOUT.

— “ —————

TRE WORKS WONDERFULLY TO COMMUTE TO DALLAS & TEXRAIL IS VERY CONVENIENT TO THE AIRPORT. THE TRAINS ARE USUALLY CLEAN AND COMFORTABLE.

— “ —————

I LOVE THAT TRAIN.

— “ —————

I HAVE NOTHING BUT GOOD EXPERIENCES THE TIMES I HAVE TAKEN THE TRAIN.

Finding #4

WHEN FORT WORTH CITIZENS THINK ABOUT RAIL (TEXRAIL & TRE)
THEY THINK ABOUT EVENTS AND DFW INTERNATIONAL AIRPORT

DFW Airport	38%
Sporting Events	35%
Concerts	29%
Work	17%
Other	23%

Verbatim Quotes About Trains & Events

— “

THAT’S WHY I ONLY USE [TRE] TO GO TO AAC BECAUSE IT GETS OFF RIGHT THERE AT THE FRONT DOOR.

— “

“MY SON GOT MARRIED SO WE PUT THE ENTIRE WEDDING PARTY ON THE TRAIN IN GRAPEVINE DOWN TO SUNDANCE SQUARE, THE STOCKYARDS. I’VE ALSO USED IT TO GO TO THE HOCKEY GAMES IN DALLAS. I LOVE THE TRAIN, DON’T HAVE TO WORRY ABOUT PARKING AT THE EVENTS.”

— “

GOING TO THE AIRPORT [ON A TRAIN] IS REALLY GREAT. YOU DONT HAVE TO RELY ON UBER OR YOUR CAR BEING AT THE AIRPORT WHICH WAS REALLY CONVENIENT.

— “

I USE [THE TRAIN] MOSTLY FOR SPECIAL EVENTS, SPORTING EVENTS ... THE STATE FAIR IS A NO BRAINER.

— “

[THE TRE] IS USUALLY PACKED WHEN YOU GO TO SPORTING EVENTS.

Finding #5

75% FAVOR “PUBLIC INVESTMENT IN PUBLIC TRAINS, BUSES, RIDE SHARING AND BIKE SHARING”

BUT ...

	FORT WORTH	NON-FW TARRANT COUNTY
Oppose using sales tax	45%	52%
Oppose using property tax	74%	77%
Oppose using car reg. fees	61%	57%
Oppose using car rental tax	36%	35%
Oppose using gas tax	70%	72%
Oppose using ride sharing tax	48%	50%
Oppose using debt financing	37%	41%

A FEW REMINDERS:

- FREE WI-FI VERY IMPORTANT
- CITIZENS WANT CONNECTION TO ADJACENT COMMUNITIES VIA RAIL
- CITIZENS WANT ROUTES (BUS, RAIL) THAT “BETTER CONNECT TO ENTERTAINMENT DISTRICTS AND LIVE EVENTS”
- THE SIMPLER THE ROUTE NAMES (COLORS, NUMBERS) THE BETTER
- A MAJORITY DO NOT ASSOCIATE TEXRAIL AND TRE WITH TRINITY METRO
- IN FORT WORTH, 81% OF USERS FIND THE GOPASS APP USEFUL, BUT 82% OF ALL RESPONDENTS AREN'T FAMILIAR WITH GOPASS

THANK YOU



TRINITY METRO



Transit Value Proposition

Chad Edwards



Transit Value Proposition Purpose



Purpose:

- Assess benefits associated with Trinity Metro Services
- Develop & document benefits
- Develop materials & communication strategy to inform and educate constituents the value Trinity Metro provides to the community

How will the Transit Value Proposition be used?



Inform/guide future Communication with community and funding partners



Enhance marketing campaigns to build community awareness and grow ridership



Inform the design and application of future services to enhance value



Advise future investment in capital and operating initiatives



Build consensus to support future transit initiatives and community partnerships



Defining Metrics & Value

Ways to measure transit benefits

- **Quantitative** – measures traced back to data that result in numbers and comparisons
- **Qualitative** – not specifically based on data sources, but measured in traits and characteristics
- **Direct** – benefits directly measured as a result of transit service provision
- **Indirect** – benefits derived by other individuals, groups, and institutions

Categories of Transit Value/Benefit



Economic



Accessibility & Mobility



Environmental & Safety

Defining Metrics & Value



➤ **Direct** – benefits directly measured as a result of transit service provision

➤ **Indirect** – benefits derived by other individuals, groups, and institutions

Economic Benefits



Every \$1 invested in Trinity Metro generates **\$3.05 in economic returns** in Tarrant County.



Economic Benefits

\$3.05

Every \$1 invested in Trinity Metro generates **\$3.05 in economic returns** in Tarrant County.

8K jobs

Every \$500 million invested in Trinity Metro supports and creates approximately **8,000 jobs**.

5.17 jobs

Every job at Trinity Metro supports and creates approximately **5.17 jobs** in Tarrant County.

\$300K

Every \$1 million in capital investment in Trinity Metro yields an additional **\$300,000 in increased business sales**.

\$950K

Every \$1 million in operating investment in Trinity Metro yields an additional **\$950,000 in increased business sales**.

\$155M

An estimated **\$155 million** of average annual public transit expenditures flow into Tarrant County, resulting in primary and secondary economic benefits, including jobs and GDP growth.

Business Productivity Benefits



Trinity Metro services increase business productivity by **\$85 million annually**.



Trinity Metro reduces service area congestion costs by over **\$67 million annually**.

Accessibility & Mobility Benefits

Accessibility & Mobility benefits accrued by:

- ✓ Tarrant Co. Residents
- ✓ Other Regional Residents
- ✓ Visitors
- ✓ Riders/Non-riders

Accessibility & Mobility benefits extended to:

- ✓ Healthcare
- ✓ Social Services
- ✓ Education
- ✓ Other Employers
- ✓ Regional Destinations

TRINITY METRO SERVES



100% of Major Hospitals & Health Centers



100% of Colleges & Universities



97% of Zero-car Households



89% of Residents



87% of Residents Living in Poverty



74% of Labor Force

Environmental & Safety Benefits

Environmental and safety benefits are driven by reduction in vehicle miles traveled (VMT) and conversion of these trip level VMT to transit service options.

Trinity Metro **reduces service area VMT by over 16 million annually** resulting in a reduction of vehicle emissions.



CO₂
Carbon Dioxide



NO_x
Nitrogen Oxides



VOC
Volatile Organic Compounds

Trinity Metro reduces annual household travel costs by

 **\$10.9M**

Trinity Metro services result in annual crash savings of over

 **\$4.5M**



Brand Simplification

Nate Newby



BRAND SIMPLIFICATION



BRAND SIMPLIFICATION



BRAND SIMPLIFICATION

Objectives

- Increase Trinity Metro brand awareness
- Eliminate sub-branding
- Improve brand visibility
- Fully implement Trinity Metro brand
- Simplify brand standards



BRAND SIMPLIFICATION

Foundations

- Trinity Metro logo
- Text lockups for services
- Trinity emblem
- Color palette



BRAND SIMPLIFICATION

Logo



TRINITY METRO[®]



BRAND SIMPLIFICATION

Services

TRINITY METRO ON-DEMAND



BRAND SIMPLIFICATION

Services

TRINITY METRO ON-DEMAND

TRINITY METRO
ON-DEMAND



BRAND SIMPLIFICATION

Services

TRINITY METRO BUS

TRINITY METRO ON-DEMAND

TRINITY METRO TEXRAIL

TRINITY METRO BIKES



BRAND SIMPLIFICATION

Services

TRINITY METRO
ON-DEMAND

TRINITY METRO
TEXRAIL

TRINITY METRO
BIKES

TRINITY METRO
BUS



BRAND SIMPLIFICATION

TRINITY METRO ON-DEMAND



BRAND SIMPLIFICATION

TRINITY METRO ON-DEMAND

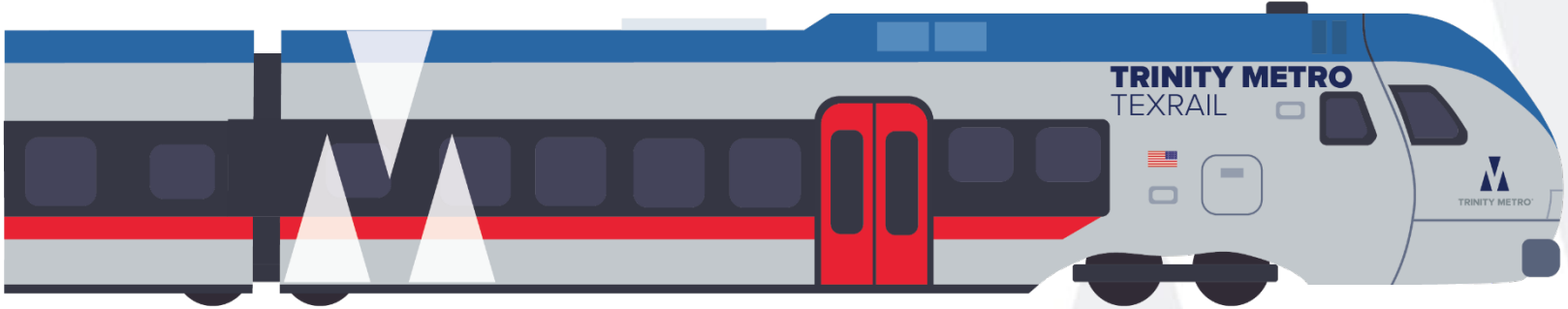


BRAND SIMPLIFICATION

Emblem



BRAND SIMPLIFICATION



BRAND SIMPLIFICATION



BRAND SIMPLIFICATION

Questions?



Wrap-up and Next Steps

Rich Andreski



Takeaways

- Vision, Mission, and Values
 - “Connecting people to life”
- Strategic Market Research
 - Broad and deep support for transit
- Value Proposition Study
 - \$1 = \$3 return
- Trinity Metro Brand Simplification
 - Make it easy for customers



Next Steps

- Public Engagement Campaign
- Mayor's Urban Rail Committee Supporting Economic Development & Tourism
- Strategic Plan Development