

Trinity Metro's Value of Transit and Public Communications Strategy

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Transit Value Proposition



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



Business Productivity & Jobs



Trinity Metro employs or supports more than **3,700 jobs** every year in Tarrant County.

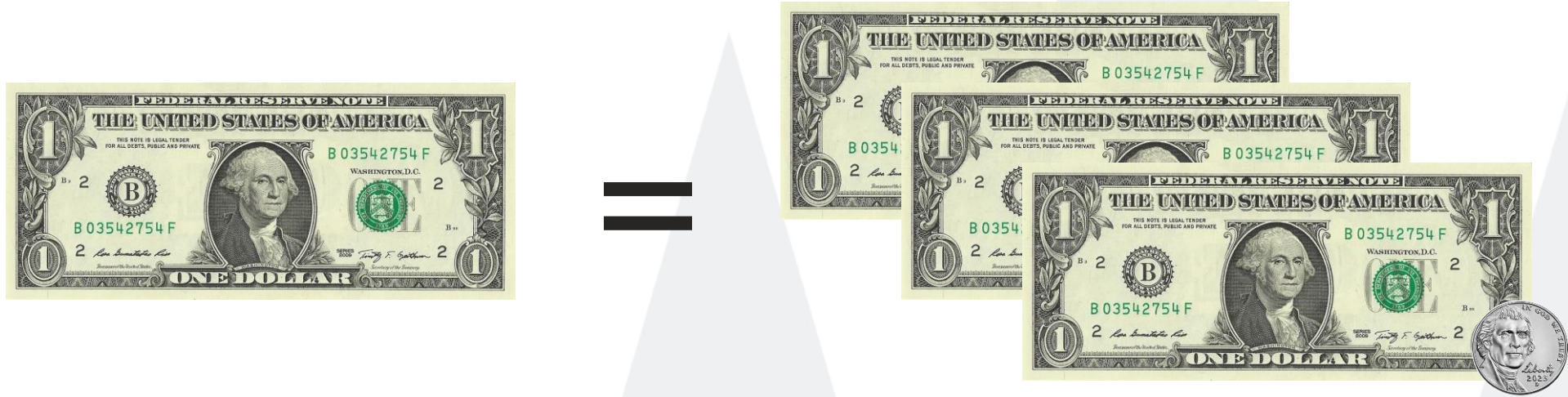


Trinity Metro services increase business output by **\$85 million annually**.



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

Economic Benefits



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

Economic Benefits

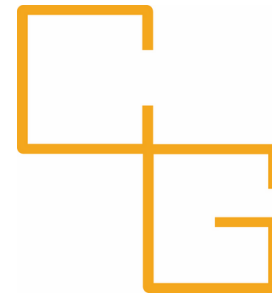


TWO SUPER BOWLS OF ECONOMIC IMPACT
\$700+ million annually for Tarrant County

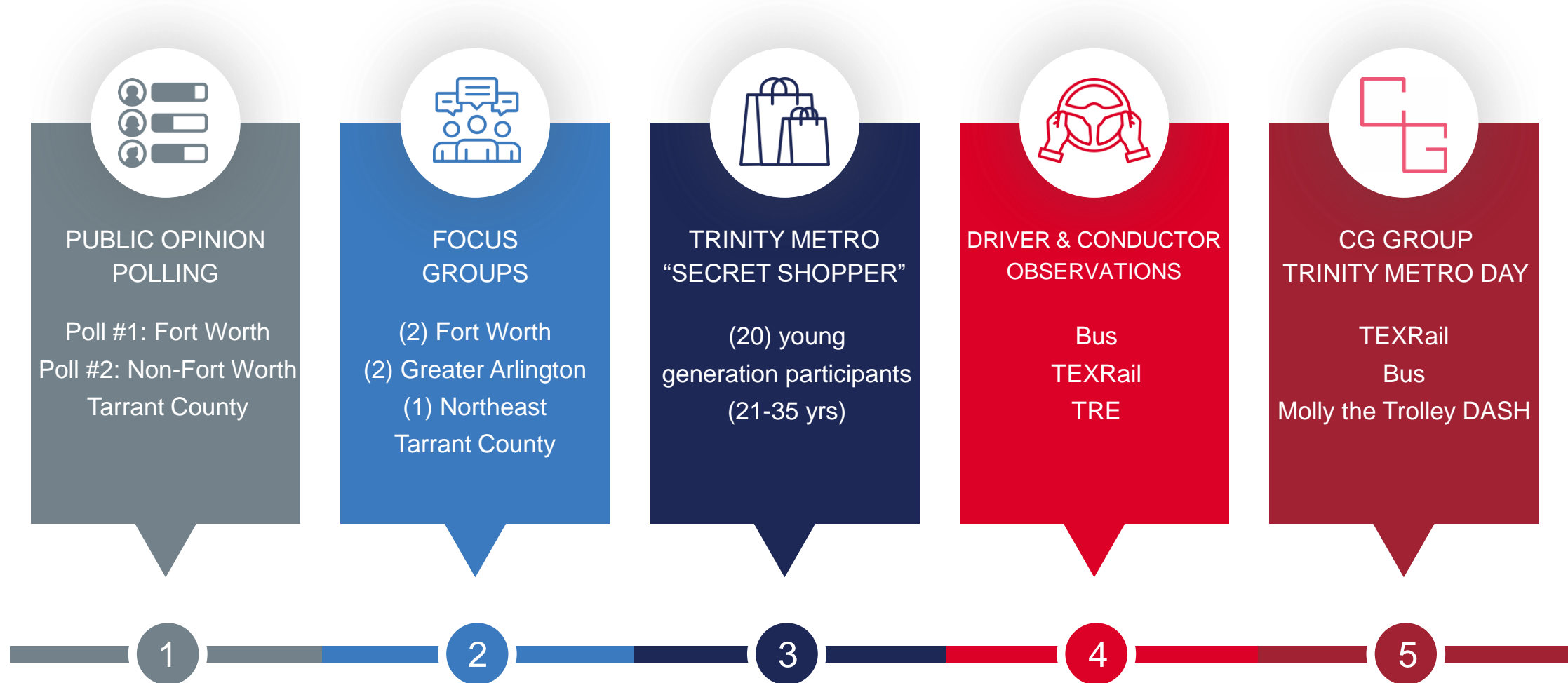
TRINITY METRO

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%

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.

— “

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

— “

“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.

— “

[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%

ENGAGE



We're listening, and we
hope you'll join us.



COMMUNITY EVENTS • JUNE 2024



IT'S YOUR
TRANSIT SERVICE

BUSES
TEXRail
ON-DEMAND
Rideshare Services
(ZIPZONE and ACCESS)
TRINITY METRO
BIKES



WE INVITE YOU

- Pre-register for any one of the June Community Events at ridetrinitymetro.org/engage and be entered in a drawing for a **3-month pass**
- Attend any of the June Community Events without pre-registering and receive a **1-day pass**

JOIN US
for some transit fun in June!

LEARN everything you've always wanted to know about your transit services.

SHARE what you need and want from your transit services.

MEET our friendly transit ambassadors and ENVOY team and schedule Transit 101 sessions with them for you and your friends.

ENTER TO WIN free transit passes, premium gifts and fun transit merchandise.

BRING your family, kids and neighbors. Our kid-friendly zone will have fun activities for all ages.



- | | |
|--|--|
| ● Saturday, June 15
11:30 a.m.-1:30 p.m.
Fort Worth T&P Station
221 W. Lancaster Ave., Fort Worth 76102
– on Route 6 or TEXRail | ● Tuesday, June 25
6-7:30 p.m.
R.D. Evans Community Center
3242 Lackland Rd., Fort Worth 76116
– on Route 2 |
| ● Thursday, June 20
6-7:30 p.m.
Fire Station Community Center
1601 Lipscomb St., Fort Worth 76104
– on Route 1 | ● Wednesday, June 26
6-7:30 p.m.
Riverside Community Center
3700 E. Belknap St., Fort Worth 76111
– on Route 11, 54 |
| ● Saturday, June 22
11:30 a.m.-1:30 p.m.
Eugene McCray Community Center
4932 Wilbarger St., Fort Worth 76119
– on Route 55 | ● Thursday, June 27
6-7:30 p.m.
Northside Community Center
1100 N.W. 18th St., Fort Worth 76164
– on Route 46 |

ridetrinitymetro.org/engage • 817-215-8600

ENGAGE

LEARN
+ SHARE

In addition to the community gatherings,
we have created an online platform where you can **SHARE** your
comments, ideas and concerns.



ridetrinitymetro.org/engage



We're listening, and we hope you'll join us.

