



# *TTA Newsletter*

*August 2015*

“Our mission is to support the needs of Texas’ public transportation systems through statewide advocacy and education.”

# **The T Appoints Chief Financial Officer and Vice President of Finance**

FORT WORTH (July 13, 2015) – Monica C. Fowler was appointed T Chief Financial Officer and Vice President of Finance on July 1, 2015. Previously she was Assistant Vice President of Finance for the T. She oversees all financial activities including budgeting, financial planning, investments, and general accounting for The T.

She was previously employed in financial management at The Denton County Transit Authority and the Burnet County Auditor's Office. Fowler holds a Bachelor of Business Administration in Accounting from Tarleton State University, graduating with honors and a Master of Business Administration from Texas A&M University.



## EZ Rider celebrates ribbon cutting of new administration building

Things are getting bigger and better for public transportation in Midland and Odessa. June has been a rewarding time for the Midland Odessa Urban Transit Districts public transportation system EZ-Rider, with the opening of a new administration building and kicking off a new and improved connecting route service “EZ-Connect” between Midland and Odessa. That includes stops at several points of interest between the growing cities, including Mission Fitness, Medical Center Hospital/VA Clinic, Parks Legado and Midland International Air and Space Port.



On June 17<sup>th</sup>, 2015, EZ-Rider celebrated the Grand Opening and Ribbon Cutting for its new 8,000 square foot administration building, located at 10300 Younger Road in Midland, TX. With the new facilities located near the airport, EZ-Rider is in position to grow into a centrally located multimodal facility that will tie together public transportation in the area.

“The maintenance and administrative facilities are the first two pieces of the three year, three piece multiphase facilities project. [...] Phase Three will culminate with the multimodal facility that will collocate intercity bus carriers, other private operators and rural bus service in our location adjacent to Midland International Air and Space Port,” MOUTD Board Chair Griselda Flores explained during the ceremony.



Attendees to the Ribbon Cutting event included Judge Tryon Lewis, Chair of TxDOT Texas Transportation Commission, TxDOT Public Transportation Coordinator Deanne Hamilton, Odessa City Manager Richard Morton and Odessa Assistant City Manager Konrad Hildebrandt and MOUTD Board Members Bill Bowen, Guy McKenzie, Barbara Graff Willie Barber, Thomas Blackstone, Mike Garner, Armando Rodriguez, Johnathan Dumire, and Sharla Hotchkiss.

Judge Lewis spoke to attendees during the event as well, “I’m going to express very much my appreciation for all of you who work so hard on this, to make transportation for people who often have no other option [...] so that they can get to their medical care providers, their jobs, they can be productive and have decent lives... make that happen for them. That’s a wonderful thing, but it takes a lot of work [...] by a lot of hardworking employees, volunteers, the board and others who volunteer. Thank you very much for that.”



# DART: Empowering Discovery

Influencing consumers to see public transit as a lifestyle choice that goes beyond their daily commute requires inspiring a sense of discovery. That is the basis of DART’s redirected marketing and communications approach.

DART collaborated with Alchemy at AMS, a Dallas-based advertising firm, on this new initiative. By leveraging traditional and digital media – as well as compelling, consistent and creative messaging – DART’s new positioning encourages people to use its rail and bus services to explore North Texas.

“We recognize that to grow our ridership, we need to influence consumers to see beyond the functional benefits of the service,” said Nevin Grinnell, DART vice president and chief marketing officer. “Having an emotional connection to our brand is essential if we want consumers to make DART an integral part of their lifestyle.”

In July, DART launched a multi-channel marketing effort that reflects the new positioning. Called “DARTable Gems,” the effort will educate the public about off-the-beaten-path venues and trendy hot spots around town via a microsite: **DART.org/DARTable**.

The “gems” comprise a list of places to explore that are easily walkable from a rail station or bus stop and which span arts, culture, sports, recreation, dining, shopping and special events.

On the microsite, visitors can discover a hip restaurant that serves the best burger in town, or a quaint shop where the owners learn your name.

They can find a tranquil park tucked away where you can throw a blanket under a shade tree while your children play, or a community concert series where you can listen to live music under the stars.

In addition to social media, the agency will use exterior bus ads, wind-screen advertising, and purchased media to promote these DARTable

destinations. On the website, you can read what others are saying as well as share your thoughts. If you have a local gem of your own to recommend, you can submit it on the website.



# Waco Transit launching special shuttle to parole office

Waco Transit is launching a new shuttle service aimed at ensuring that parolees report on time to mandatory meetings with their parole officers. The service will be offered Tuesdays and Thursdays beginning August 4th, with a van shuttling passengers from the main Waco Transit station at South Eighth Street and Mary Avenue to and from the Texas Department of Criminal Justice's Waco District Parole Office.

Waco Transit began looking into creating the parole office route this summer once it [entered into an interlocal agreement](#) establishing the McLennan County Rural Transit District. As part of the program, McLennan County residents can schedule rides to and from any destination throughout a six-county region.

The agency noticed a significant number of ride requests to the district parole office since the rural transit district started, Assistant General Manager Allen Hunter said. Before the program's creation, Waco Transit could not provide rides to the parole office because it was restricted to providing fixed bus routes within Waco's city limits. The parole office is on State Highway 6 near Speegleville.

The Waco parole office works with about 1,000 parolees who generally see a parole officer once a month, TDCJ spokesman Robert Hurst said in an email. Parolees who miss meetings or do not follow the conditions of their parole are subject to an investigation to determine whether they may face various sanctions, Hurst said in the email.



Waco Transit driver James Freeman makes a stop at the Waco District Parole Office on State Highway 6. The agency launched a new shuttle service August 4th that takes parolees directly to and from the office, eliminating transportation barriers to make mandatory parole meetings.



# What a Time to Celebrate! Capital Metro Reaches 30-Year Anniversary

Austin's transportation agency, Capital Metro, commemorated its [30th anniversary](#) at the organization's July 27<sup>th</sup> board meeting. Large, metallic gold and blue "30" balloon decorations greeted guests, many wearing t-shirts bearing the "30 Forward" theme, as they assembled in the board room. President/CEO Linda S. Watson spoke about the many strides Capital Metro has made since its launch on July 1, 1985. Watson said, "We have a lot to do to continue to evolve to meet the needs of our fast-growing community. That's why this whole celebration is called '30 Forward'....because it's about looking ahead to another 30 great years of service."

Several special guests paid tribute to Capital Metro's impressive history, including Austin Mayor Steve Adler; former Mayor Lee Leffingwell; Rep. Eddie Rodriguez, Texas House of Representatives; and several members of Austin's City Council. These state and city officials read proclamations recognizing the agency's important milestones, including providing more than 837 million bus and train rides to people in Central Texas over the last 30 years. The agency has provided over 1 million rides to seniors, members of the disabled community, and low-income transit dependent riders to help them stay mobile, active and connected through its Basic Transposition Needs Fund, established in 2012.

In recent years, Capital Metro has used technological advances to enhance the rider experience. In 2014, the agency launched one of the first mobile transit apps in the country to provide a new high-tech level of convenience allowing customers to buy passes and plan trips. This year, real-time information was introduced across the entire Capital Metro fleet, bringing new predictability and reliability to riders. Recently, the agency established a high frequency bus network that offers 15-minute departure on five popular routes, allowing people to wait less at stops and have more options.





# *Upcoming Events*

## **TTA Night Golf Classic**

**Date: October 21, 2015**

**Location: Waco, Texas**

**More details to come soon! Information will be posted on the TTA website: [TxTransit.org](http://TxTransit.org)**

## **2016 TTA**

### **State Rodeo and Conference**

**Date: April 22-26, 2015**

**Location:  
Waco, Texas**





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[charlottep@wacotx.gov](mailto:charlottep@wacotx.gov)**

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