Briefing on DART Rail 25th Anniversary
Administration Committee
May 25, 2021

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Assistant Vice President
Marketing & Advertising
Board Strategic Priorities

This Briefing supports the following Board Strategic Priorities:

1. Enhance the safety and service experience through customer-focused initiatives
4. Pursue excellence through employee engagement, diversity, development, and well-being; and
6. Enhance DART’s role as a recognized local, regional, and national transportation leader.
Agenda

- Goals
- Message
- Engagement
Goals

Commemorate the 25th Anniversary of DART Rail

Share the recognition and celebration

– Engage and acknowledge our employees
– Increase ridership; Celebrate the rider
– Encourage participation among our stakeholders

Span commemorative initiatives from June 1 through the week of June 14
MESSAGING
Message

DART Rail 25\textsuperscript{th} Anniversary!

Keeping 500 Million Riders on Track since 1996.

History of economic development in the North Texas region.
500 MILLION RIDERS

25 YEARS ON TRACK

DART RAIL
SINCE 1996
EMPLOYEE ENGAGEMENT
Employee Engagement and Recognition

Spotlight the Rail Department

- Employee and division profiles “Did you know” series
- Cascade appreciation messages from DART Rail employees to Riders
- Limited-edition memento to Rail employees with 25 years+ of service

Generate a celebratory atmosphere agency wide

- Video montage over the years
- Banners displayed at DART facilities
- Seat/desk drop of mementos and leadership message
Promotional Surprise and Delight

Lapel Pin
Rider Engagement and Promotions

Celebrate riders and show appreciation

- **During the ride**: Thank you in every car interior poster; Onboard announcements* Rider Insider interior poster; Special edition printed Rider Insider

- **At the Platform**: Thank you windscreens and Kiosks; Social media influencers #DARTRail25

- **Anytime**: Throwback Thursdays on Instagram; Social media influencers #DARTRail25; DART Daily blog, DART.org, newspapers, and publications

*To be confirmed*
Rider Engagement and Promotions

Lucky riders win 25 free days of rides

Riders share photos and posts riding DART on social media #DARTRail25

Win free passes redeemed through GoPass® app or GoPass® Tap card
STAKEHOLDER OUTREACH
Stakeholder Outreach

Engage the 13 service area cities to share achievements in their communities and celebrate our shared success!

- How has DART Rail benefited your community?
  - Queried Cities, Chambers, CVBs, Colleges and universities
  - Provide digital kits for social media sharing

- Share testimonials on the success of DART rail
  - Full-page ad The Dallas Morning News on June 14
  - Amplify weekly on DART Daily
  - Commemorative issue of InMotion
  - Targeted ads throughout June
# Calendar of Events

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<thead>
<tr>
<th>Event</th>
<th>May 24</th>
<th>May 31</th>
<th>June 7</th>
<th>June 14</th>
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<td>Social Media Influencer</td>
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<td>Social Media Posts</td>
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<td>Banners at DART buildings</td>
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<td>InMotion</td>
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<td>Rider Insider</td>
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Goals

Commemorate the 25th Anniversary of the TRE on December 30, 2021

– Engage and acknowledge TRE employees
– Increase awareness and drive ridership
– Create awareness with Key Stakeholders
– Marketing initiatives begin December 15, 2021