Briefing on the DARTzoom\textsuperscript{sm} Service Change Marketing and Communication Plan

Public Affairs and Communication Committee
September 24, 2019

Robbie Douglas
AVP Marketing & Advertising
Briefing Objective

• Briefing on DART’s Marketing and Communications support of the August 2019 service change.

• Meets DART Board Strategic Priority 1:
  – Continually improve service and safety experiences and perceptions for customers and the public.
DARTzoom\textsubscript{sm} signifies a strategic effort to redefine our transportation system, starting with our bus system, recognizing that buses are central and critical to the region's transportation network

- **Short Term** – begin the transformation by signifying changes and improvements of our bus system
- **Long Term** – complete repositioning of our bus (and rail) network, in concert with a comprehensive mobility system, that will meet the demands of this fast-growing region and customers

\textit{DARTzoom\textsubscript{sm} – Transforming the way you move.}
Goals

1. **Build awareness** of NEW DART system including the features and benefits of DARTzoom \textsuperscript{sm} improvements

2. **Change perception** of general public to favorable regarding the relevance of DART bus service

3. **Encourage frequency or more trips** of current riders as well as word of mouth from current riders
Our Audience – Bus is Lifeline

THE RELIANT COMMUTER

“DART is how I get to work and back, every day of the week. I just want it to be more consistent and reliable, and it would be great if it went more places.”

• DEMOGRAPHICS
  – Slightly skewed male
  – Age group: Mid 30s
  – Lower- to middle-income brackets ($40K income)

• LIFESTYLE
  – Primarily Dallas city resident (urban)
  – Lives walking distance to a DART stop, primary destination walking distance from a DART stop
  – Limited access to personal transportation options

• HABITS
  – Heavy transit use
  – Bus is lifeline: starts service with bus, and uses bus more often than train
  – Rides for need or to save money
  – Rides throughout the day, but primarily during commute times and weekends

THE TASK RIDER

“DART provides an affordable and convenient way for me to run errands, make my appointments and go to school. I wish DART was a little cleaner, and I really don’t enjoy being hassled by panhandlers.”

• DEMOGRAPHICS
  – Gender neutral
  – Age group: Younger, late 20s
  – Lowest income bracket of all segments ($35K), higher likelihood of unemployment

• LIFESTYLE
  – Primarily Dallas city resident (urban)
  – Lives walking or driving distance to a DART stop; primary destination is walking or driving distance from a DART stop
  – Limited access to personal transportation options

• HABITS
  – Medium transit use
  – Relies primarily on bus
  – Rides to save money, or doesn’t have own car or can’t drive
  – Uses DART throughout the day (mostly midday)
List of Enhancements

✓ Overall 66 bus routes will be enhanced/improved or **roughly 50%** of the DART bus system
  - Improved routes: 404, 409, 466, 467 and 583 (core frequent routes) as well as 52 (near high frequency) and 59 (route re-alignment to improve service hours).

✓ Improved **Express bus routes** connections in downtown Dallas work better for both inbound/outbound (6 routes carry more than 4,200 riders/day)

✓ Improved **On Time Performance** (by adjusting schedules and run times)

✓ Improved **Connections** at Transit centers and facilities

✓ **Bus stop enhancements** including fewer stops, more shelters, benches and lighting

✓ **Dedicated USB chargers** at each seat

✓ Enhanced rider safety: **Cameras onboard all buses and trains**
What do we want our Customers to Experience?

Stress Free
What do we want our Customers to Experience?

KEEP SAFE AND SOUND

...
What do we want our Customers to Experience?

EASY
MORE DIRECT BUS ROUTES

EXPANDED HOURS
MORE FREQUENCY

FEWER STOPS/
FASTER SERVICE
LESS STRESS

IMPROVED ON-TIME
ARRIVALS & DEPARTURES
SAFETY & CONVENIENCE

CAMERAS ONBOARD

USB CHARGERS ON NEW BUSES

MORE SHELTERS, BENCHES & LIGHTING
50% BUS ROUTES ENHANCED

BETTER CONNECTIONS = REDUCED WAIT TIME

Transferring bus-to-rail and bus-to-bus is NOW EVEN EASIER!
UPGRADED BUS ROUTES

These seven routes carry more than 13,500 people per day.
EXPRESS ROUTES

NOW HAVE EXPANDED COVERAGE
GIVING YOU MORE ACCESS TO JOBS

DART

let's go.
100% BUSES
ELECTRIC OR NATURAL GAS
*Does not include Paratransit vehicles or fleet

DART
let's go.

DALLAS AREA RAPID TRANSIT
MORE DIRECT BUS ROUTES

EXPANDED HOURS
MORE FREQUENCY
FEWER STOPS/
FASTER SERVICE
LESS STRESS
IMPROVED ON-TIME
ARRIVALS & DEPARTURES

50% BUS ROUTES ENHANCED

BETTER CONNECTIONS
REDUCED WAIT TIME

Transferring bus-to-rail and bus-to-bus is NOW EVEN EASIER!

EXPRESS ROUTES
NOW HAVE EXPANDED COVERAGE
GIVING YOU MORE ACCESS TO JOBS

UPGRADED BUS ROUTES
THOSE SEVEN ROUTES CARRY MORE THAN
13,500 PEOPLE PER DAY

100% BUSES
ELECTRIC OR NATURAL GAS
*Does not include Paratransit vehicles or fleet

Learn more about DARTzoom at DART.org/zoom
DARTzoom bus changes not available on all DART bus routes.
Comprehensive Engagement plan to reach key audiences

- Media
- Business
- Cities
- Social Media Influencers
- Employees
- Bus Operators
- Customers/Riders
Outreach to Riders in advance of August 12

• Outreach at Impacted Bus Routes (all days and times)
  – Riding the Bus
  – Standing at Stations
  – AM Peak Period - Walking up to customers at Park-and-Rides
  – PM Peak Period - Approach passengers who are boarding the bus

• Started July 31
• Brochures onboard/distributed
Advertising in Spanish and English

- TV
- Radio
- DART Assets
  - Rail and Bus interiors
  - Bus screens onboard
  - Corner markers downtown
  - Rail Platforms

- Community Papers and Publications
COMMERCIAL
Channels 4, 5, 8, 21 and Cable
STARTING THIS AUGUST, WE’RE TRANSFORMING THE WAY YOU MOVE
Customer Promotion

DART ZOOM
DALLAS AREA RAPID TRANSIT

Share how you MOVE

Tell us about your upgraded DARTzoom experience, and you and your DART bus operator could be prize winners!
Promotion runs August 19, 2019 – September 30, 2019

HOW IT WORKS

- Ride a DART bus route.
- Snap a photo on the bus route.
- Post your photo on Facebook, Instagram or Twitter.
- Tag your post #DARTzoom.

No purchase necessary. Eligibility to win prizes by posting a photo on social media runs from August 19, 2019 to September 30, 2019. Winners will be selected at random.
Bus Operator Engagement is critical

- July Division meetings
- Letter from Gary Thomas with a quote from Todd Plesko
- Post-Launch Interviews
- Actively stocking buses with brochures
WE’RE TRANSFORMING THE WAY YOU MOVE
Proactive Media/Communications

- Media Event
  - Featuring Gary Thomas - August 5 at Rosa Parks Plaza
- Press Release
- Website, DART Daily, Social Media Influencers
- Industry/Progress Reports

Hand Held Signs
COLLATERAL
CURRENT

RED LINE
BLUE LINE
GREEN LINE
ORANGE LINE

WEEKDAY & WEEKEND RAIL SCHEDULE

Effective: March 13, 2017

Let's go.

New

RED LINE
BLUE LINE
GREEN LINE
ORANGE LINE

WE'VE GOT A LOT OF

NEW

Effective: August 12, 2019

Rail Schedule
Fare Information
Connecting Services (Bus, Rail, GoLink)

DART.org
214-979-1111
En Español
transportaDART.org
FEEDBACK
Customer Feedback

- Express Riders
- GoLink Expansion
- Routes 27, 210 and 547
Customer Feedback

- Customers posting on FB, Instagram and Twitter

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Kristina McDaniel
Utility Clerk at Kroger

10 hrs · ☀️ ...southbound 401 bus going home from work, and my trip went smoothly!! #DARTZoom
Customer Feedback

- Customer promotion rewarding Riders and DART Bus Operators runs through Sept. 30th
Next Steps

DARTzoom Transit Transformation Strategy

- Stakeholder Engagement
- Community Participation
- Employee Alignment

Transportation Network Integration

- Mobility as a Service
- Technology Integration
- Bus Realignment
  - 2019
  - 2021
Thank You!

DART.org