Briefing on the Silver Line Communication Plan

Public Affairs and Communication Committee
September 24, 2019

Nevin Grinnell
Vice President, Chief Marketing Officer
Agenda

• Overview

• Activities
  – Government Relations and Community Affairs
  – External Relations
  – Marketing Plans

• Next Steps
Overview
Rider Segments - Overview

- The Reliant Commuter
- The Event Rider
- The Corporate Commuter
- The Task Rider
Overview

DART's critical customer facing functions work in concert to drive engagement, alignment, education and awareness across all customers and stakeholders;

• Federal, State and City
• North Texas Region
• Community - Business and Local
• Riders and proposed Riders
Government Relations and Community Affairs
Government Relations

• **Purpose** – Government Relations corresponds with federal and state DART delegation members, regional officials and the 13 service area city officials

• **Action**
  – Serves as the primary liaison to elected officials and their offices
  – Notifies cities, state and federal DART delegation members of community events and notices
  – Coordinates Executive responses to officials
Community Affairs

• Purpose
  – Facilitate discussion with the community
  – Provide an open line of communication between communities and the agency

• Action
  – Facilitate a series of meetings to:
    o Raise awareness
    o Obtain input/feedback and review options
    o Report back to confirm if consensus is achieved
    o Establish continuous communication with the community
Community Affairs – Engagement Example

- City of Dallas
  - Neighborhoods of residential adjacent properties were organized into five groups and meetings were conducted
  - The objective of the request was to seek initial feedback to permit development of options and discussion tools for use at the next meeting

<table>
<thead>
<tr>
<th>Neighborhood Group</th>
<th>Meeting 1 Date</th>
<th>Target Input Date</th>
<th>Meeting 2 Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Dallas North Tollway to Preston Rd</td>
<td>May 14, 2019</td>
<td>May 28, 2019</td>
<td>June 11, 2019</td>
</tr>
<tr>
<td>2. Preston Road to Campbell Rd</td>
<td>May 16, 2019</td>
<td>May 30, 2019</td>
<td>June 13, 2019</td>
</tr>
<tr>
<td>3. Campbell Road to Hillcrest</td>
<td>May 21, 2019</td>
<td>June 4, 2019</td>
<td>June 18, 2019</td>
</tr>
<tr>
<td>4. Hillcrest to Coit Rd</td>
<td>May 23, 2019</td>
<td>June 6, 2019</td>
<td>June 20, 2019</td>
</tr>
</tbody>
</table>

- Additional meetings scheduled as needed to implement the program
Education Outreach

A continuous effort leading up to and continuing after the opening

• **Purpose**
  – Educate about safety and riding
  – Inform on timing and progress
  – Get school communities excited!

• **Action**
  – July 2\(^{nd}\) initiated meetings with schools to plan interactions and events
  – Key events include:
    o Principal and teacher briefings
    o Back-to-School Fairs
External Relations
External Relations

• Delivers traditional, digital and social media communications to region and stakeholder audience
  – Media channels includes the DART.org website, Facebook, Twitter, NextDoor, etc.

• Serve as spokespeople for the agency programs
External Relations

38 Broadcast Media Stories
3,382,101 Impressions

124 Print Media Stories
34,950,293 Impressions
External Relations

8 DART Daily Posts
39 Social Media Posts

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**What's Next for the Silver Line?**
Published on June 27, 2019 by DART Daily

At DART, we’re always looking toward the future. Whether it’s providing new transportation options for North Texas or focusing on projects that help make it easier for everyone—to get around, connecting more of the region’s communities—our goal is clear: growing North Texas. And we’re constantly evolving to make it easier for everyone—even those who do not ride. So, as part of a vision for the future, we are continuing to invest in projects that bolster the region’s economy and growth—projects like the Cotton Belt. Recently named the Silver Line, we are excited to share more about this project and its benefits. As we look to What's Next for the Silver Line, there are a number of reasons that we are excited to share with you:

**Change Into What's Next**

Work on the project continues, but a big change is coming. On June 18, 2019, DART Directors announced that the future service running along the Cotton Belt line would be known as the Silver Line. Despite the name change, the Silver Line will continue to provide the same range of benefits to North Texas, including:

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Dallas Area Rapid Transit (Official DART page) - June 24, 2019
The DART Board of Directors approved a resolution on Tuesday, June 18, to name future service running on the Cotton Belt Commuter Rail as the Silver Line. Learn more: https://www.dart.org/news/news.asp?ID=1465

Dallas Area Rapid Transit (Official DART page) - March 19, 2019
#OurDART is determined to work with the community to make the Cotton Belt a transit solution that helps open North Texas for everyone. That's why we're holding a series of community meetings for all interested members of the public. For more information visit: http://dartsblog.dart.org/2019/03/18/cotton-belt-community-meetings-are-coming/

Dallas Area Rapid Transit (Official DART page) - June 10, 2019
Pre-construction work on Cotton Belt project has begun and #OurDART couldn't be more excited! Get all the information you need on what’s happening and how you’ll be affected.

Dallas Area Rapid Transit (Official DART page) - July 10, 2019
Join DART for a series of community meetings in July and August! To review the progress of the Cotton Belt Regional Rail Project, visit: dartsblog.dart.org/cotton-belt/

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DART is committed to providing increased transportation options for our region. Visit us online at dartsblog.dart.org and follow us on social media for the latest updates and information.
External Relations

- The Facebook ad ran from Aug 5 to 15
  - **1,022 engagements**
  - Reached a total of **21,500 people**
  - **71,601 total impressions**

- This ad focused on Facebook users who are located along the Cotton Belt Corridor from Plano to DFW Airport
Marketing
Marketing

• Goals
  – Generate awareness, education, excitement and ridership
• Action
  – 2019/2020
    o Support community affairs, education and government
    o Lead consumer facing events
      ▪ Silver Line introduction and transition plan
  – 2021/2022
    o Develop and launch customer awareness campaign to drive awareness and ridership
    o Lead Silver Line service and station opening events
    o Targeted, on-going messaging to drive ridership
Support Efforts
Support Efforts

Notice of DART Community Meetings

Cotton Belt Corridor Regional Rail Project

You are invited to participate in the project. The DART project team will outline the vision of the project. The project will involve the extension of the Cotton Belt Corridor. The project will connect the 26-mile long Cotton Belt Corridor. The project will include the following:

- Status of the project
- Design-Build
- A general overview of the project
- Identify site at the location

Reuniones consultivas

Lunes 23 de julio de 2019, 6:30 p.m.
Court Yard Theater
1508 N Ave., Plano, TX 75074

Martes 24 de julio de 2019, 6:30 p.m.
The Sound at 311
3111 Oliver
Dallas, TX 75219

Jueves 26 de julio de 2019, 6:30 p.m.
San Juanita
1917 W W, Plano, TX 75074

For Additional Information, please visit DART’s website at 214-749-2414.

Silverline
Dallas Area Rapid Transit
Groundbreaking and Luncheon
Thursday, September 19, 2019

SILVERLINE
DALLAS AREA RAPID TRANSIT
GROUNDBREAKING AND LUNCHEON
THURSDAY SEPTEMBER 19
2019

Construction areas can be very dangerous, so DART urges you to stay safe. Just follow these 10 tips:

1. Keep away from the construction site.
2. Stay out of the area.
3. Use designated pathways.
4. Be aware of your surroundings.
5. Watch for construction vehicles.
6. Avoid trespassing.
7. Follow all signs and warnings.
8. Be patient.
10. Be prepared.

Notice of DART Community Meetings

Cotton Belt Corridor Regional Rail Project

You are invited to attend a community meeting to review the progress of the Cotton Belt Corridor Regional Rail Project. The Design-Build Contractor will be on hand to outline the latest developments and answer your questions.

Community Meetings

Monday, July 22, 2019, 6:30 p.m.
Court Yard Theater
1508 N Ave., Plano, TX 75074

Tuesday, July 30, 2019, 6:30 p.m.
Cotton Belt Recreational Center - E Lindsey Room
1615 E Lindsey Rd., Carrollton, TX 75006

Thursday, Aug 8, 2019, 6:30 p.m.
The Sound at Cypress Waters - Town Hall (Second Floor)
3111 Olympic Blvd., Dallas, TX 75214

For Additional Information, please visit DART’s website or contact DART Community Engagement at 214-749-2453.
Silver Line Transition Plan
Cotton Belt Rail Program Development

Situation:
The Cotton Belt corridor has NOT been renamed, but rather, the NEW regional rail service that will travel across the regional 63-mile corridor has been officially named and branded, Silver Line by the DART Board of Directors June 2019.
Transition Plan

Stakeholders:

• Current recommended usage
  – Reference the Cotton Belt corridor, and the Silver Line branded service name together
    ○ Do not refer to the rail service as Cotton Belt
  – Example: New Silver Line Regional Rail Service along the Cotton Belt Corridor

• September 2019 following the groundbreaking
  – Transition from using “Cotton Belt” to only “Silver Line”
Transition Plan

General Public:

• Debut as the New Silver Line Regional Rail Service
• Do not reference Cotton Belt
• Use the “New” tag for six months following the station opening
References to the service

- References to the newly branded service on the corridor:
  - New Silver Line Regional Rail Service
  - New Silver Line Rail Service
  - Silver Line Rail Service
  - Silver Line Service
  - Regional Rail Service

- All can be referenced to DART
  - Example: DART’s New Silver Line Regional Rail Service

- Mandatory words or terms:
  - Silver Line
  - Rail (not train)
Groundbreaking
Groundbreaking

Plano: 9:00 – 10:00
Addison: 9:00 – 10:00
Dallas: 10:00 – 11:00
Carrollton: 10:30 – 11:30
Richardson: 10:30 – 11:30
Noon – 2:00
Campaign and Opening Activities
Rider Segments

• Target our potential customers AND their points of interaction

Live and work opportunities

Services (Hotels, restaurants, etc.)

Employment centers and corporate pass sales opportunities

Best way to get to major events.

Promote city events and access

Higher education, work opportunities and living spaces
Opening Activities

• Situation: Seven cities, Four counties, Multiple stations
  – Looking to execute multi station openings of the Silver Line
  – Community "Super Saturday" events
  – Customer appreciation events
  – Education and Outreach events
  – Business and Corporate Pass Outreach events
  – VIP Luncheon event
  – Media Day events
  – Volunteer appreciation event
  – Service Launch week "Free Ride" events
Campaign and Event Timeline

• 2021
  – 1st quarter – Discussion
    o Understand parameters and complexity
  – 2nd quarter - Brainstorming/Idea generation
  – 3rd quarter – Exploration of ideas and feasibility
  – 4th quarter – Alignment on framework

• 2022
  – 1st quarter – Development
  – 2nd quarter – Development/Execution
  – 3rd quarter – Execution
  – 4th quarter – Program Launch
Next Steps

- Solidify color and design of Silver Line to bring back to the Board
  - Work with Stadler to optimize the actual silver color, in concert with the DART blue and yellow
  - Optimize around practical design details
    - Example: angles, substrate differences, logo placements, etc.
QUESTIONS?