Approval of Name of DART Service on the Cotton Belt Commuter Rail Line

Committee-of-the-Whole
June 18, 2019

Nevin Grinnell
Vice President, Chief Marketing Officer
• Approval of a resolution authorizing the President Executive/Director to designate the DART service that will run on the Cotton Belt Commuter Rail Line as the “Silver Line”.

• Agency Goal - Serve DART's Customers by implementing steps that increase fixed-route ridership
Agenda

- Project Objective
- Discussion Path
- Board Request and Follow-ups
- Options
Project Objective

• Options to gain board alignment and approval

<table>
<thead>
<tr>
<th>Silver Line name w/ DART color scheme</th>
<th>Cotton Belt name w/ DART color scheme</th>
<th>TEXRail name w/TEXRail graphics</th>
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</thead>
<tbody>
<tr>
<td>• Consumer Tested</td>
<td>• Existing name for the train corridor</td>
<td>• Cross region naming alignment</td>
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<td>• Aligns with DART name and color</td>
<td>• Naming offensive to African Americans</td>
<td>• No brand identify to DART</td>
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<td>• Drives awareness under the DART banner</td>
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<td>• DART requirements for usage of the name not finalized – continued negotiations</td>
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Discussion Path

- February 26th - 1st presentation to the PA-C Committee
- April 10th  - City Manager’s Update
- May 22nd   - Engagement with Trinity Metro
- May 23rd   - PA-C Vice Chair Review
- May 28th   - 2nd presentation to the PA-C Committee
- May 30th   - Discussion at the TREAC Committee
- June 3rd   - PA-C Chair Review
Board Request

- Engage the City Managers
- Pursue TEXRail name with Trinity Metro
- Provide understanding of frequency and cross-corridor opportunity
- Identify additional naming options
- Understand impact of silver in collateral
- Ensure the “Silver Line” visuals display silver color
City Manager Update

• City Manager’s response:
  – Mixed results
  – Most vocal supported alignment with TEXRail
  – Some liked Silver Line
  – Interest in color/design - No consensus
TEXRail Naming Options

• Initial DART Requirements for TEXRail Naming provided by Trinity Metro
  – Requirements appeared very restrictive - i.e. advertising revenue

• Mr. Thomas/Mr. Baulsir discussions
  – Stated willingness to work together
    o Trinity Metro not looking to gain revenue from DART
    o Looking for alignment on service qualities and amenities

• Further discussions at TRE Advisory Committee (TREAC) Meeting, May 30, 2019
  – Attended by Mr. Stopfer, Mr. Slagel and Mr. Kennedy
  – The Trinity Metro Board seemed very receptive to trying to work through the details
  – Mr. Thomas and Mr. Baulsir committed to work together

• Further discussions required to pursue closing/decision on TEXRail naming use
Frequency and Alignment

- Frequency
  - TEXRail (Trinity Metro)
    - 30 minute peak/60 minute off-peak (Moving in July)
  - DART (Cotton Belt Corridor)
    - 30 minute peak/60 minute off-peak
    - Move to 20 minute peak/60 minute off-peak
- Cross corridor travel – Prohibitive without double tracking
  - TEXRail (Trinity Metro)
    - Does not have double track throughout their line
  - DART (Cotton Belt Corridor)
    - Double track East of DFW, limitations on West of DFW
Additional Naming Options

• Request to see additional naming options:
  1. Understand defining sell points
     o East/West travel
     o Relevance
     o Safe
     o Better option to driving
  2. Names under consideration
     o Hop/Hopper, Flex, Wing, DART Arrow, North TX Mainline, Zipper
     – Customer confusion how to reflect name in-line with our current mapping system and communication
  3. Any name would still most likely be associated with a color (on the map) - customers are most familiar with DART colors denoting train lines
     o Metals – Gold, Silver, Mercury
     o Precious Stones – Diamond, Ruby, Emerald
     o Additional colors that haven’t been used – Purple, Silver, Violet
Incorporating Silver Design
Incorporating Silver Design
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Recommendation

- Approval of a resolution authorizing the President Executive/Director to designate the DART service that will run on the Cotton Belt Commuter Rail Line as the “Silver Line”.
Questions