



TRINITY METRO

# Quarterly Newsletter

Volume 1 – April 2018

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Hello Trinity Metro

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## TEXRail Highlights:

Construction on Schedule,  
Two Trains Delivered

As we move toward the second quarter of 2018, excitement continues to grow over TEXRail progress. The commuter rail project is on schedule and all work will be completed by the end of the year.

In March, the second train set was delivered to Grapevine. The other six sets will be delivered throughout the year.

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A TEXRail train set delivered via freight train

## Say Goodbye to The T, Hello to Trinity Metro

If you're used to thinking of our agency as "The T," think again. The T has a new name and a new look. Now known as Trinity Metro, the agency will be rolling out its new look this spring in advertising, social media and community outreach. Trinity Metro will be used on all branding and advertising, but the agency's legal name will continue to be the Fort Worth Transportation Authority.

"Locals have known us for 33 years as 'The T,' but that name doesn't fully encompass what we do," said Trinity Metro President/CEO Paul Ballard. "Our new name and look will provide a fresh, modern approach to represent all of our services, which includes the Trinity Railway Express, buses, Molly the Trolley, TEXRail and MITS paratransit. The name also reflects our current and future expansion into other nearby cities."

The transition comes as Trinity Metro continues to implement its Transit Master Plan, which specifically calls for improved branding.

Scott Mahaffey, Trinity Metro Board Chair, said the long-anticipated name and logo are coming at the right time.

"Our board and the senior leadership have been working closely to make major improvements over the last few years," Mahaffey said. "The timing for this initiative is ideal. We are happy to see it rolled out the same year that we are completing TEXRail."

Extensive research went into the rebranding and design process – focus groups, surveys and in-person interviews with current riders and non-riders. The rebranding effort was led by J.O. Design, the marketing and design firm for Trinity Metro.

"Our firm bases everything we do on research," said Jennifer Henderson, president of J.O. "We coordinated a two-month market research project throughout Tarrant County to better understand consumer behaviors. These insights helped us redefine the brand identity to prepare for the generational growth of the organization," she said.

"The Trinity River is a natural geographical feature in North Texas that represents not only a mode of transportation, but also has historical significance as the lifeline of civilization. Commerce and residential growth still surrounds the Trinity River in Fort Worth, Denton, Dallas and beyond. Trinity Metro's logo is a symbolic trifacta (Trinity) of the community, commerce and future growth, which is why we illustrate the name using three triangles and reversing out the letter M."

## Grapevine Main Development Breaks Ground

TEXRail leadership and Trinity Metro board members were on hand for the groundbreaking for a \$105 million transit-oriented development known as Grapevine Main. The public/private project will feature a five-story rail station, a 38,000-square-foot plaza and Hotel Vin, a 121-room boutique hotel. All will be supported by a 552-space parking garage that will have 135 spaces designated for TEXRail riders.

Featuring a great hall with 40-foot ceilings, the rail station will showcase architecture reminiscent of 19th-century rail stations of America. Features include modern amenities, a market, meeting and community event spaces, and offices. The station will contain Market Hall, with a unique combination of shops, dining and beverage options.

President/CEO Paul Ballard believes the development will have great appeal for tourists who fly in from other areas.

“A mere eight minutes by rail from Dallas Fort Worth International Airport’s Terminal B, this hotel and development will become one of the best U.S. examples of what Americans look for on their European trips: a cool train to a cool town, with a great hotel just steps from the station platforms. I think visitors to Grapevine from wherever they come will find this combination very appealing.”

The Grapevine/Main Street Station for TEXRail will be completed by the end of 2018. Hotel Vin is expected to open in 2019.



Trinity Metro President/CEO Paul Ballard at the Station and Hotel Complex Ground Breaking Ceremony in Grapevine, TX



## Spreading the Word About Rail Safety

With TEXRail train testing underway, Trinity Metro staff members are busy spreading the word about rail safety. We are traveling to elementary, middle and high schools to educate students about the importance of being safe around railroad tracks.

In a recent visit to Smithfield Middle School, we talked with 500 sixth graders who were very engaged and inquisitive about the Operation Lifesaver program. We also visited Smithfield Elementary School, where we spent the afternoon talking with 450 students – from kindergarten through fifth grade. We enjoyed spending time with the children and teaching them about rail safety.

What many people don’t realize is that the area on and around railroad tracks is private property, so it’s not just dangerous; it’s also illegal to trespass on private property. Trains can run any time of day or night, so it’s important to always be aware and alert. The best way to stay safe is to stay away from railroad tracks.

Other volunteers at Operation Lifesaver are providing safety training to Grapevine school bus drivers and staff to help keep everyone safe.

If you know a school or community group that could benefit from Operation Lifesaver training, please contact Laura Hanna director of communications, at [Laura.Hanna@fwta.org](mailto:Laura.Hanna@fwta.org) or 817-215-8973.



Community Outreach Specialist Tyler Grant

## Festival Season = Community Outreach Opportunities

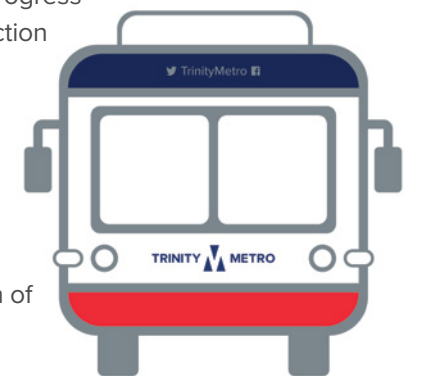
Lots of sunshine and rising temperatures mean it’s time for festival season in Fort Worth.

Trinity Metro kicked off with Cowtown Goes Green, a St. Patrick’s Day celebration in the Fort Worth Stockyards. The day’s events included armadillo races, a petting zoo, live music and a cattle drive. We had the opportunity to show our Irish with green glasses and beads while showcasing our new “selfie picture frames” that feature the rebranded social media handle of @TrinityMetro. The bus and TEXRail designs are always popular photo opportunities for visitors to post on social media.



The next big event will be the Main Street Arts Festival in downtown Fort Worth, April 19-22. An annual event, the festival features food vendors, live music, street entertainers and a wide array of juried artists.

TEXRail will be on display at the Trinity Metro booth. In addition to the banners and information, our booth will feature video showing the construction progress and the train on the test section of the rail line in Grapevine. Visitors will get to see the project’s evolution and the train in action for the first time. Trinity Metro will have the prime location by Haltom’s, at the intersection of Main and 3rd streets.



This spring, Trinity Metro is also partnering with the Fortress Festival, which is held in the Cultural District April 28-29. This year, attendees can purchase their public transportation pass while purchasing their festival tickets online. Now in its second year, the two-day music festival will feature more than 20 bands who perform on two outdoor stages. Last year’s event drew more than 9,000 attendees.

## TEXRail Highlights *continued from front*

When TEXRail is in full service, six trains will run each day and two will be kept in reserve.

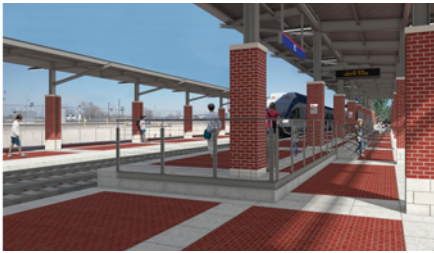
Work continues across the 27-mile corridor with more than 1,000 workers in the field. Construction includes laying rail, installing new bridges and building new rail stations.

### *TEXRail Stations*

TEXRail will have nine stations along the route, including the Texas & Pacific (T&P) Station and the Intermodal Transportation Center (ITC). The other seven stations along the route are North Side, Mercantile Center, North Richland Hills/Iron Horse, North Richland Hills/Smithfield, Grapevine/Main Street, DFW Airport North and DFW Airport Terminal B.



*Peach Yard bridge construction north of Belknap Street*



*Artist rendering of ITC Station*



*Artist rendering of DFW Airport Terminal B Station*



*Construction at DFW Airport Terminal B Station*

### *Train Amenities*

One of the best features of the diesel multiple unit trains is having a quiet car to give travelers the chance to relax, read or catch up on a project. TEXRail has a sleek and innovative design that offers a roomy and comfortable ride. Most seats have a pull-down tray and other seats are arranged around work tables. Each seat is equipped with a USB port for charging electronic devices. At the center of each train is a spacious ADA-compliant restroom.

Cyclists will enjoy taking the train because of the convenient bike hooks inside. In the original Swiss design, the hooks were used for transporting snow skis. TEXRail also features level boarding, which means easy access for bikes, wheelchairs or strollers.



*TEXRail EMF is nearing completion*

### *Equipment Maintenance Facility*

The equipment maintenance facility (EMF) is nearing completion. Soon the first two trains will be moved from Grapevine to the EMF in Fort Worth. When the third train – and subsequent ones – arrive, they will go directly to the EMF, where all TEXRail trains will be housed and maintained.