

FORT WORTH TRANSPORTATION AUTHORITY

PLANNING, OPERATIONS & MARKETING COMMITTEE WORKING SESSION

4:00 p.m., Monday, August 21, 2017

Intermodal Transportation Center (ITC)
1001 Jones Street, 2nd Floor Community Room
Fort Worth, Texas 76102

Committee Members:

Neftali Ortiz – Chairman
Dennis Dunkins
Jeff King
Jon Michael Franks
Tito Rodriguez

Staff Support:

Mike Birch, Operations
Rebecca Montgomery, Governmental Affairs
Curvie Hawkins, Planning

A. **CALL TO ORDER**

Neftali Ortiz

B. **UPDATES**

1. July 2017 Ridership Update
2. July 2017 Marketing Report
3. July 2017 Transit Master Plan Update

Mike Birch
Rebecca Montgomery
Curvie Hawkins

C. **ACTION ITEMS**

1. POM2017-12 Government & Social Media Analysis

Rebecca Montgomery

D. **OTHER BUSINESS**

E. **NEXT MEETING**

*Next meeting September 18, 2017 @ 4:00 p.m. at the Intermodal
Transportation Center (ITC)*

F. **ADJOURN**



Burnett Plaza ■ 801 Cherry Street ■ Suite 850 ■ Fort Worth, Texas 76102 ■ 817-215-8700 ■ www.fwta.org

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Melanie Kroecker at (817) 215-8621, 48 hours in advance.