

# APTA Marketing Conference Partnerships to Develop Off-Peak Ridership

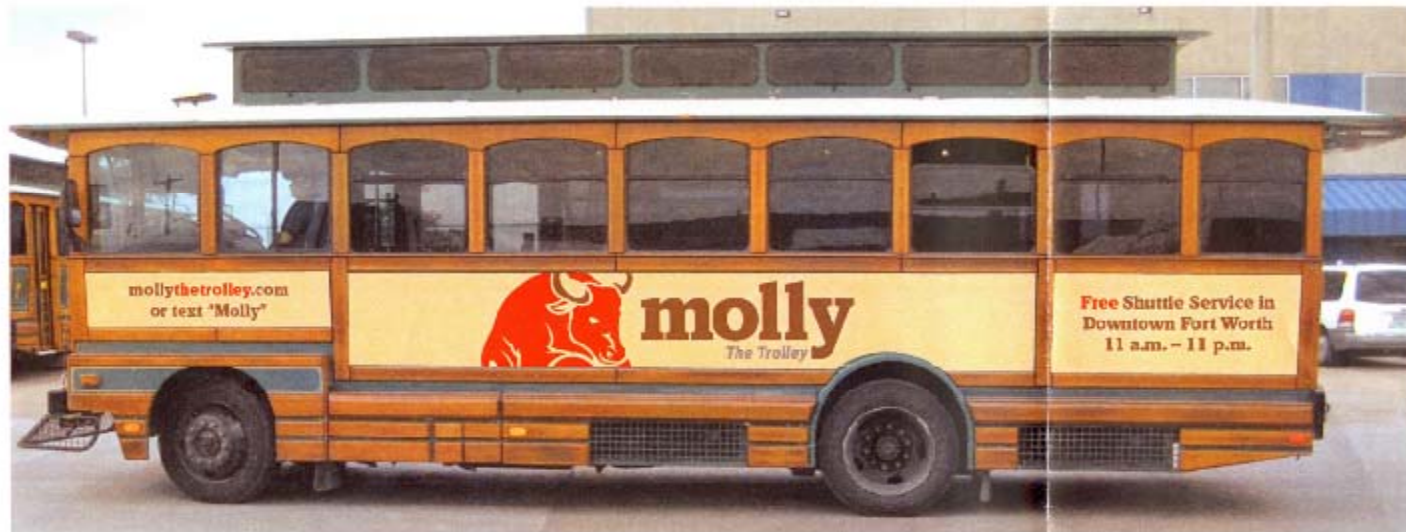
**molly The Trolley**

# Background

- First planning meeting April 29, 2009
  - Scheduled to start May 27<sup>th</sup>
  - \$ Partners: The T, DFWI, CVB, Sundance Square and Key Downtown Hotels
    - **New OMNI Convention Center Hotel**
  - Primary Target: Conventioneers
  - Secondary: Downtown residents and workers
  - Focus on off peak ridership

# Challenges

- Short lead time
- 7 trolleys in use to cover existing service:
  - Weekday lunch time shuttle 11 am – 2 pm
  - Stockyards (Sat only)
  - Maintenance Issues (+@#\$\$%^&\*!)
- Idea to use Velcro banners to brand Molly
  - Led to wrapping all and branding routes



# Marketing Tasks

- Develop Branding – Logo and art
- Trolley wrap art
- Stop Signage, Pole Banners
- Collateral materials - signage, print, digital
- Web Micro site: [www.mollythetrolley.com](http://www.mollythetrolley.com)
- Media Kick-Off Event Parade with FW Herd
- Advertising

# Service

Initial service agreement: May 27 – Aug 22

7 am – 11 pm, 7 days a week

\$70K tot cost, T share = \$15K direct + mkt \$10K

Service extended: Aug 23 to Nov 28

Extended year around Nov 29

New hours: 10 am –10pm

**Media Kickoff Event  
and Fam Tour  
with Fort Worth Herd  
May 21, 2009**

# Marketing & Communications




# Micro site and text

- [www.mollythetrolley.com](http://www.mollythetrolley.com)
- For routes and times, text “molly” to 38714

# Magazine ad

**Charles M. Russell and the Art of Counting Coup**




Copyright © Charles M. Russell 19th, 20th, 21st century editions

Now through Sept. 6, 2009. View for the first time together two of Russell's oil paintings, *Counting Coup* and *When Blackfoot and Sioux Meet*, and his sculpture, *Counting Coup*, plus his rarely seen letter recounting the story that inspired the three related works. Free admission. Open daily except major holidays. Museum Store. Tickets by appointment. [www.sidrichardsonmuseum.org](http://www.sidrichardsonmuseum.org).

*SR* SID RICHARDSON MUSEUM  
501 Main Street, Sundance Square, Fort Worth | 817.352.6134

Space Donated by The T.



**climb aboard molly**  
The Trolley

This vintage style trolley is a quick and convenient way to travel in Fort Worth. Choose from these Molly routes:

**Downtown Car Around - FREE** This route travels from the Fort Worth Convention Center to Sundance Square every 15 minutes. Service runs 7 a.m. - 11 a.m., May 27-August 22, 2009.

**Sundance Lunch Line - FREE** A great way to get to lunch, travels from west Downtown to Sundance Square.

**Stockyards Shuttle - \$1.50 one way, Saturday only.** Travels between Downtown and the Historic Stockyards.

For routes and times, text "Molly" to 36714, visit [www.mollythetrolley.com](http://www.mollythetrolley.com) or call 817.215.8600


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# Ridership

- May: 925 passengers
- June: 13,642
- July: 16,855
- Aug: 18,108
- May through Dec average 11,000 month