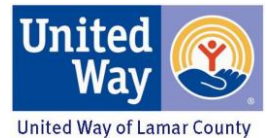
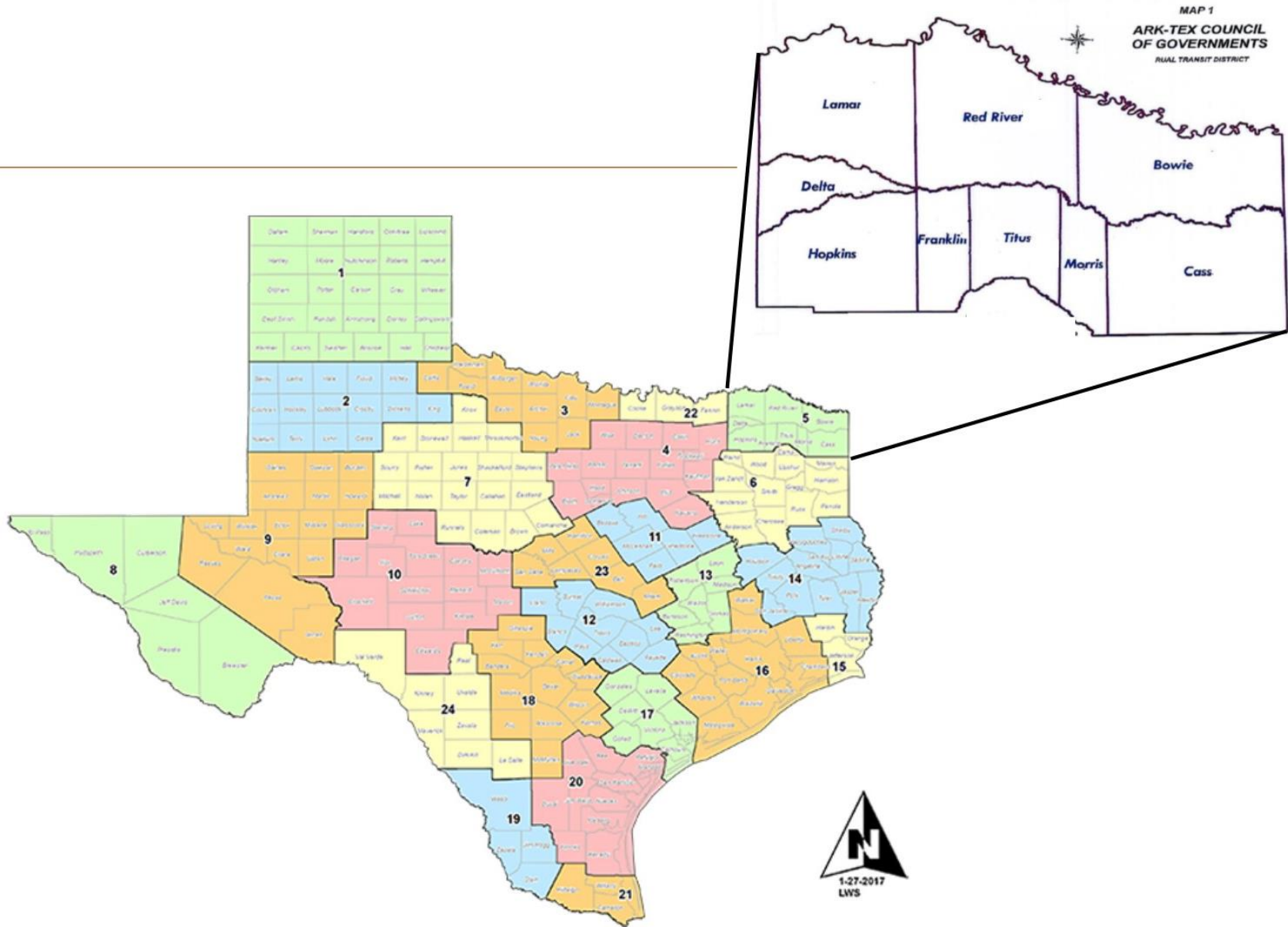


PARIS METRO

The Little Bus System that could.....





WHERE WE ARE

NE Texas Serving 9 Rural Counties



...AND IT ALL BEGAN WITH A PLAN!

Ark-Tex Regional Public Transportation-
Human Services Coordination Plan 2012

August, 2011

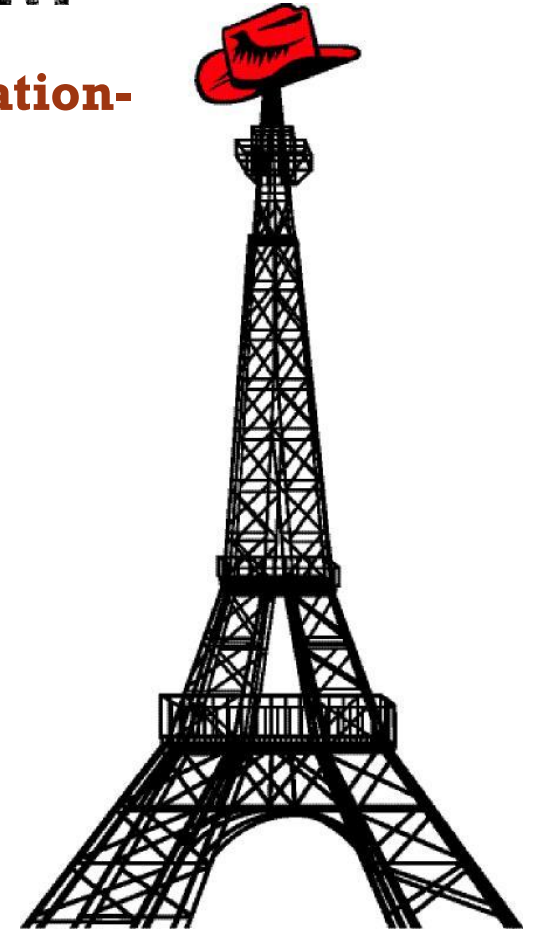
Prepared by:
Ark-Tex Council of Governments

Committee Approved

Date: 8/04/2011

A 5 Year Regional Public Transportation- Human Services Coordination Plan

- IDENTIFIED POTENTIAL FOR FIXED-ROUTE SERVICE IN PARIS, TX – *They Want it!*
- PLANNING GRANT IN 2013 TOOK IT TO THE NEXT LEVEL – *Will it Work & How Willing are They to Help???*



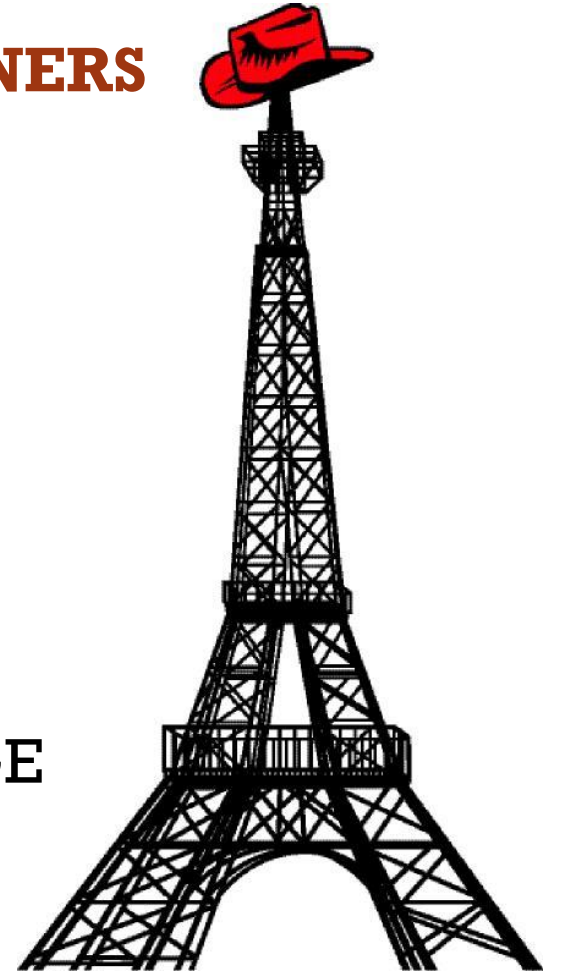
PARIS, TEXAS – JUST THE FACTS

CONDITIONS

- Population Density
 - Urbanized population: 27,000
 - 42 Square Miles, 642 Persons per square mile.
- Transit Dependent
- Auto-less households
- Senior Population (65+)
- Youth (10-17)
- Persons living below poverty level

OPPORTUNITIES/PARTNERS

- COLLEGE
- K-12 GRADE STUDENTS
- GOVERNMENT
- MEDICAL
- HUMAN SERVICES
- LOCAL RETAILERS
- CORPORATIONS / LARGE EMPLOYERS
- SPECIAL EVENTS



THE PROCESS BEGINS

- Public announcement: Planning meeting for a fixed-route transportation system.
- Shared with community partners via email.
- Meeting place was the lobby of the dispatch office. Room for 6 and more than 30 people showed up.
- We obviously had community support!
- **United Way of Lamar County assigned the role of liaison and active local partner.**



**WE THINK WE CAN WE
THINK WE CAN....**



THIS IS WHY LOCAL INVOLVEMENT IS KEY

- Met with key stakeholders and community members to determine prime destinations & finalize routes.
- Met with City of Paris – secured engineering, sign construction & installation of signs, benches, shelters \$60,000 In-Kind Services.
- Developed and distributed on-line surveys – 200 returned.
- Distributed petitions at local senior center – over 600 signatures.
- Received over 50 letters of support/commitment from local community partners.



**WE THINK WE CAN WE
THINK WE CAN....**



HOW DO WE ACTUALLY GET THIS DONE???

- Operational expenses were substantially greater than original report (12 hours vs. 8 hours) WE NEEDED MONEY
- United Way of Lamar County was committed. We leveraged that funding to secure additional support.
- Developed a flexible-tiered sponsorship/partnership program.



PARIS
METRO

Sponsorship Opportunities

Presenting “Transit System” Sponsor—\$25,000 or greater

- ◊ Signage on 2 sides of Paris Metro buses (entire side)
- ◊ Signage on 2 sides of TRAX Rural buses
- ◊ Installation of bus shelter with signage (location to be determined)
- ◊ Choice of signage on another shelter
- ◊ Signage inside all Paris Metro buses
- ◊ Recognition of sponsorship on Press Releases, at Opening Ceremony, etc.

Route Sponsor—\$15,000 to \$24,999

- ◊ Signage on 1 sides of Paris Metro buses (shared)
- ◊ Signage on 2 sides of TRAX Rural buses
- ◊ Installation of bus shelter with signage (location to be determined)
- ◊ Recognition of sponsorship on Press Releases, at Opening Ceremony, etc.

Freedom of Access Sponsor—\$5,000 to \$14,999

- ◊ Signage on 2 sides of TRAX Rural buses
- ◊ Signage inside all Paris Metro buses
- ◊ Signage on 2 bus shelters (locations to be determined)
- ◊ Recognition of sponsorship on Press Releases, at Opening Ceremony, etc.

Supporting Sponsor—\$1,000 to \$4,999

- ◊ Signage on 2 sides of TRAX Rural buses
- ◊ Signage inside all Paris Metro buses
- ◊ Signage on 1 bus shelters (location to be determined)
- ◊ Recognition of sponsorship on Press Releases, at Opening Ceremony, etc.

Patron - \$250 to \$999 For Paris families and individuals to show their support of this Quality of Life project.

- ◊ Names listed on Patron Plaque at Transit Office & inside Paris Metro Buses

Call 903-255-3553 to get involved

WE THINK WE CAN WE
THINK WE CAN....



MAKE IT A WIN – WIN!

- Who are the players and what do you have that they need???
- Think outside the Box. Help them see the vision.
- Secured funding from:
 - Paris Regional Medical Center
(plus rent free office)
 - City of Paris
 - United Way of Lamar County
 - Paris Junior College
 - Texas Oncology
 - The Results Company
 - The RAM Foundation
 - St. Joseph's Foundation
= \$175,000



**WE THINK WE CAN WE
THINK WE CAN....**



NETWORK, COMMUNICATE, CUSTOMIZE

- Community Service workers cleaned and prepared the new office. **JUST ASK!**
- Developed discounted “Student Bus” pass that could be purchased with **Pell Grant** at registration with Paris Junior College.
- Planned an official ribbon cutting with the Lamar County Chamber of Commerce, local press, dignitaries and partners.

SERVICE LAUNCHED July 2016





Only for PJC Students!
GET YOUR Semester Bus Pass TODAY !



We drive from 6:30 am. to 6:30 pm. Monday to Friday
Only **\$60** from Aug. 1st to Dec. 31st.
Unlimited USE !!

903-739-2444

Get it at the **Administration Office** OR in the **Paris Metro Office**.
locates in 240 10th St SE Bldg.5, Paris Metro TRAX OFFICE

More Information
For more information <http://atcog.org/atcog-home/transportation-program/>

 Scan it to see our Route Map--> 



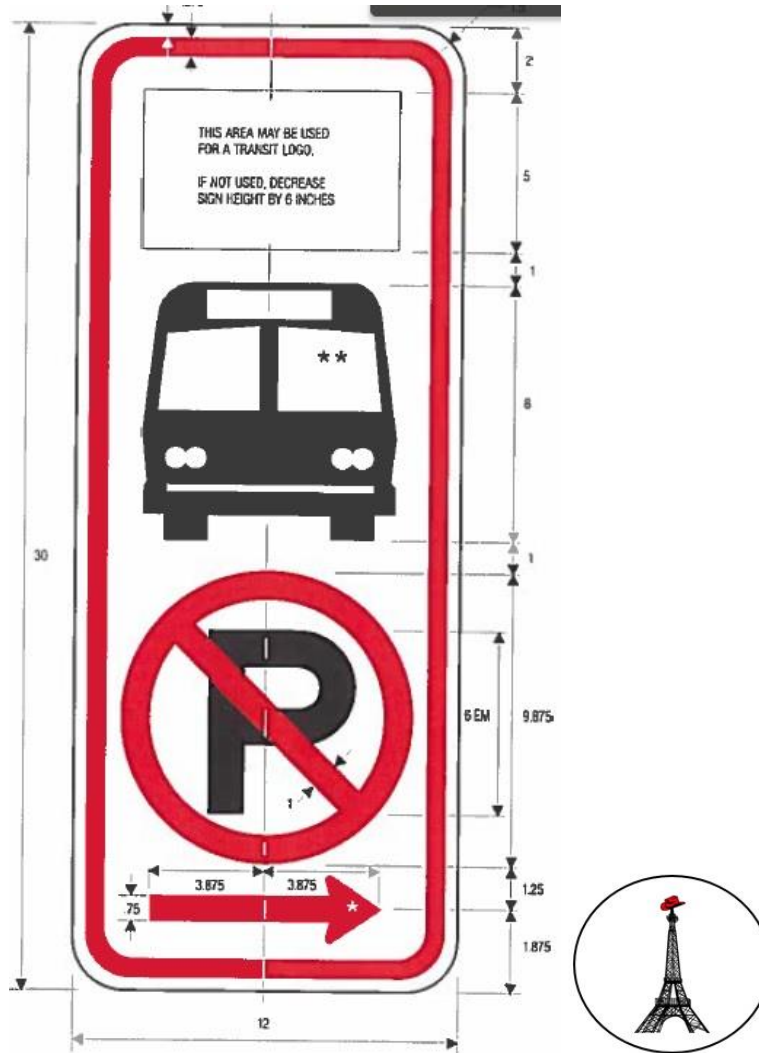
**WE THINK WE CAN WE
THINK WE CAN....**



DO NOT GIVE UP...FIND A WAY

After long approval process (thanks TxDOT), the signs were starting to be visible in the community

**WE THINK WE CAN WE
THINK WE CAN....**



WORK WITH CONTACTS YOU
HAVE TO GET THINGS DONE

THINK OUTSIDE OF THE BOX

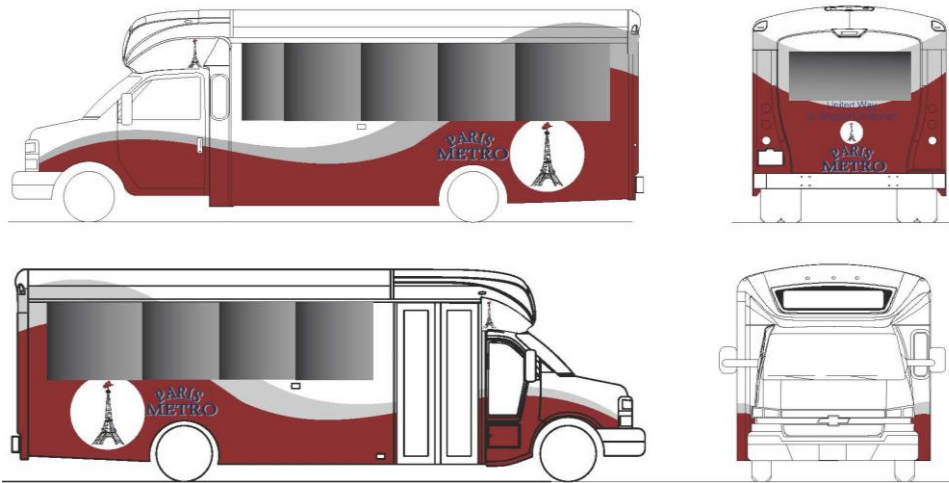
IGNORE THE NEGATIVE
FEEDBACK AND RHETORIC

KEEP PUSHING FORWARD –
IT'S ONLY WORTH IT IF IT'S
HARD.



MAKE IT OBVIOUS SOMETHING NEW IS HAPPENING

WE THINK WE CAN WE THINK WE CAN....

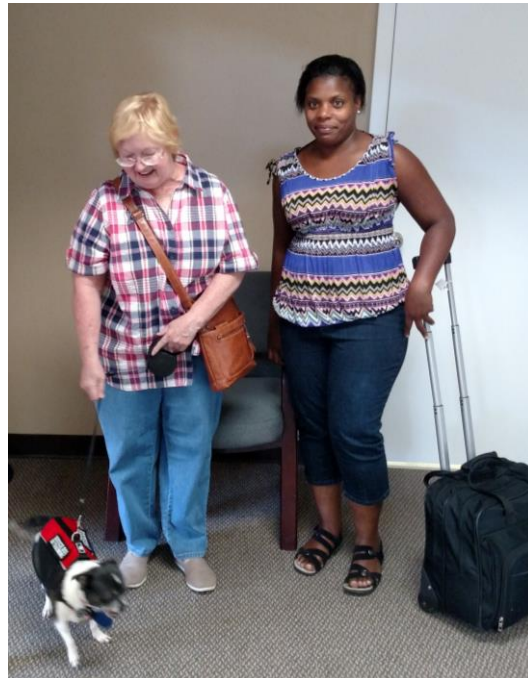


WAS IT WORTH IT???

JUST ASK THEM!!

“I continue to be amazed at the number of people getting off the bus at the campus. Also, I’ve been surprised by the number of individuals in wheelchairs that are getting off here. It appears to have opened up the world for our wheel chair bound community members.”

Dr. Pam Anglin, PIC Pres.



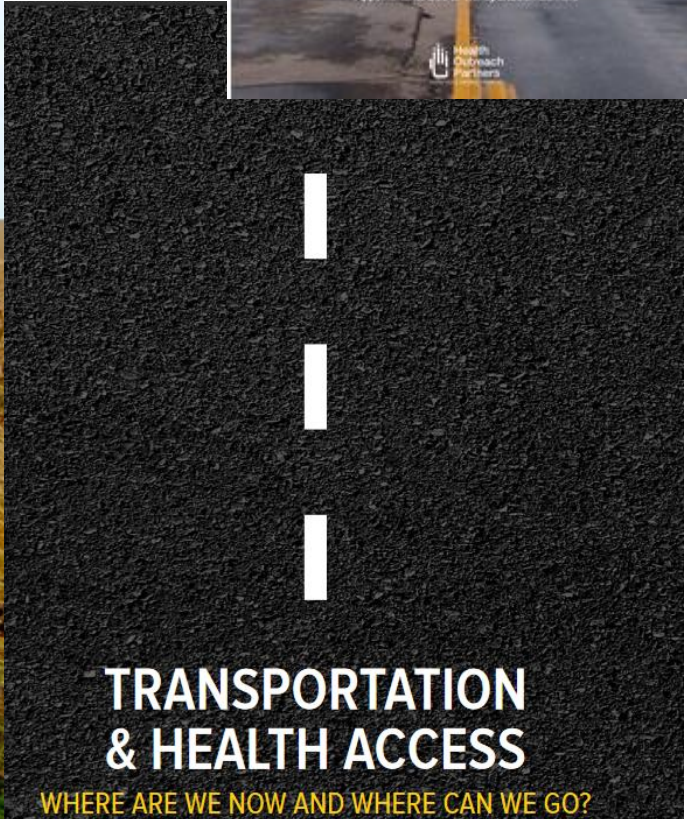
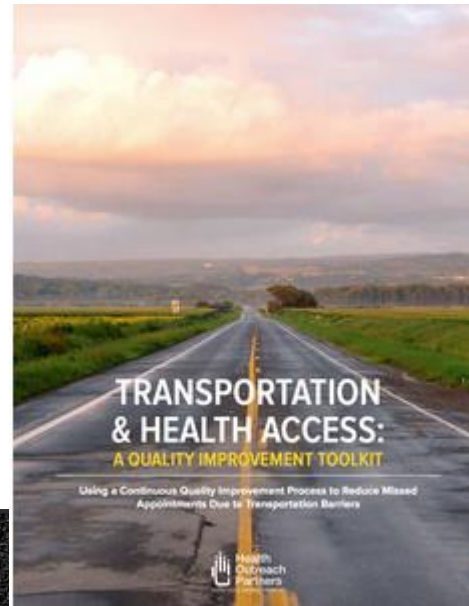
**WE KNEW WE COULD
WE KNEW WE COULD....**



**4,300+
TRIPS/MONTH
and
GROWING...
GOAL IS 6,000+**

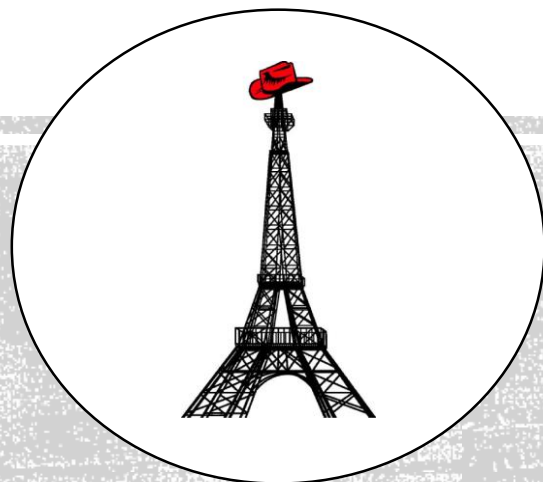


REFERENCES: RIDES TO WELLNESS



www.outreach-partners.org/wp-content/uploads/2017/06/FTA-Comm-Profiles-2.pdf





PARIS METRO

The Little Bus System that **DID**.....

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