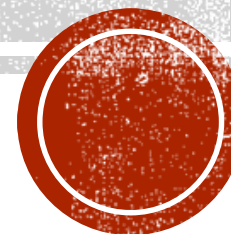


PARIS METRO

The Little Bus System that could.....



...AND IT ALL BEGAN WITH A PLAN!

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

August, 2011

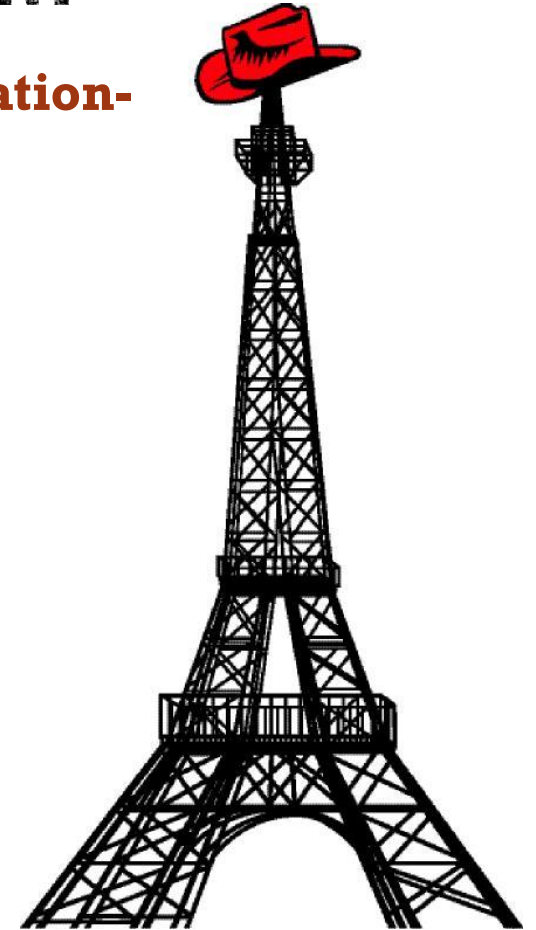
Prepared by:
Ark-Tex Council of Governments

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???*



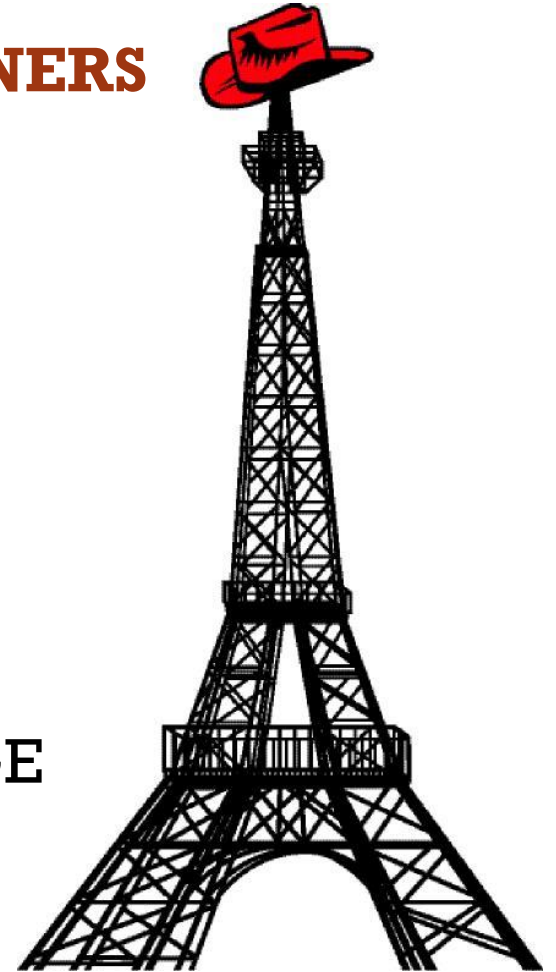
PARIS, TEXAS — JUST THE FACTS

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....**

PLAN TO IMPROVE MOBILITY
PROBLEMS - 5- YEAR

PUBLIC WORKSHOPS – 100
PEOPLE IN ATTENDANCE AT
EACH.

REPORT ISSUED JUNE, 2014,
KFH GROUP, INC. SOLIFIED
POTENTIAL.

SHARED PUBLICITY – SOCIAL
MEDIA, EMAIL & NEWSPAPER



THERE WILL ALWAYS BE SETBACKS & DELAYS

- Issues with contractor began to emerge publicly.
- Brand new Executive Director at ATCOG.
- ATCOG long-time Transportation Manager died suddenly.
- Public were told ATCOG would be taking on TRAX service and were assured the transition would be seamless.
- 911 calls from rider saying, “the phone was disconnected and she needed to get to the doctor.”
- June 2014 – Moved dispatch office into our 800 sq. ft. office space. (Talk about Bonding)!
- Toured office space at Paris Regional Medical Center (PRMC) – trying to find a home



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

STAFF CHANGES – STALLED
WORK FOR A TIME.

BEGAN SHARING “DRAFT”
REPORT WITH UWLC BOARD
AND LOCAL LEADERS

PROVIDED “FREE” OFFICE
SPACE FOR 2 DISPATCHERS AND
10 DRIVERS FOR 6 MONTHS.

SECURED PARKING FOR TRAX
BUSES WITH LOCAL BUSINESS.



THIS IS WHY LOCAL INVOLVEMENT IS KEY

- Nancy Hoehn, Transportation Coordinator, hit the ground running.
- 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.
- 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....

PARTNERED WITH CITY OF
PARIS FOR IN-KIND SERVICES
\$60,000.

DOCUMENTED EVIDENCE OF
SUPPORT FROM LOCAL NON-
PROFITS AND SERVICE
PROVIDERS.

DETERMINED NEED FOR A 12-
HOUR SERVICE.

ESTABLISHED KEY
PARTNERSHIPS FOR FUNDING
OPERATING COSTS



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....

DEVELOPED FLEXIBLE
SPONSORSHIP PROGRAM FOR
SUSTAINABILITY.

SECURED \$165,000/YEAR IN
SPONSORSHOPS WITH MULTI-
YEAR COMMITMENTS.

SECURED RENT-FREE LEASE
FOR TRANSIT CENTER
W/PARKING.

PUSHED FORWARD



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:
 - PRMC (with 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



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

**MADE PRESENTATIONS TO
ANYONE AND EVERYONE.**

**IF YOU DON'T ASK THEY CAN'T
SAY NO!**

MADE GREAT PROGRESS.



NETWORK, COMMUNICATE, CUSTOMIZE

- Partnered with Lamar County Community Service workers to clean and prepare the facility. **JUST ASK!**
- Began education and application process for seniors and disabled individuals needing para-transit service.
- 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.



 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**.
located 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....

ONGOING EDUCATION AND
COMMUNICAITON WITH LOCAL
PARTNERS TO CONNECT RIDERS.

DISCOUNTED BUS PASSESS
AVAILABLE AT PJC
REGISTRATION.

LAUNCHED “PARIS METRO” JULY
2016, WITH RIBBON CUTTING,
REFRESHMENTS AND FREE RIDE
DAY.



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

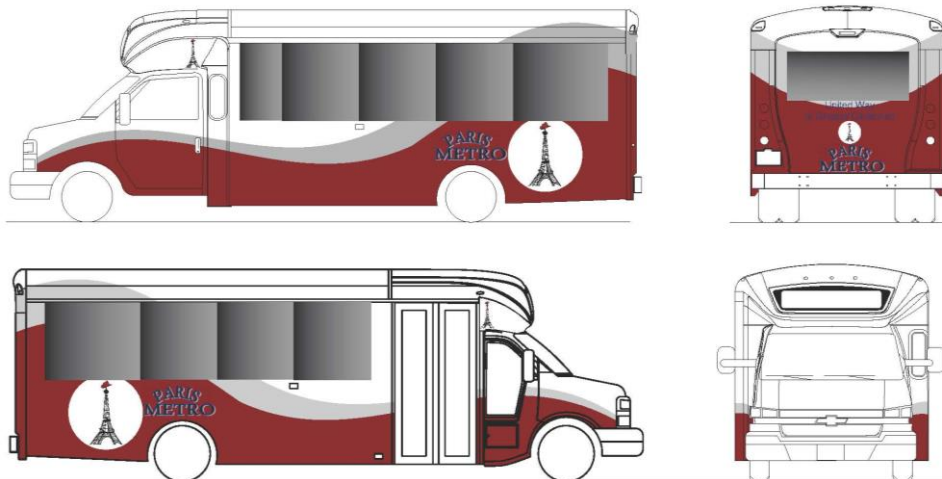
THINK OUTSIDE OF THE BOX

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....

AN OLD SPACE HAS NEW LIFE

CELEBRATE NEW PARTNERSHIPS AND RENEWED COLLABORATION

TAKE ADVANTAGE OF THE EXCITEMENT TO GARNER ADDITIONAL SUPPORT

GATHER FEEDBACK FOR NEW OPPORTUNITIES

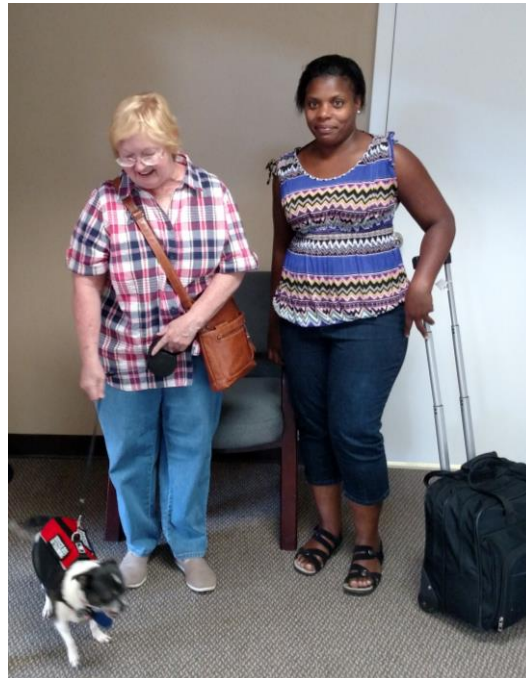


WAS IT WORTH IT???

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, PJC Pres.

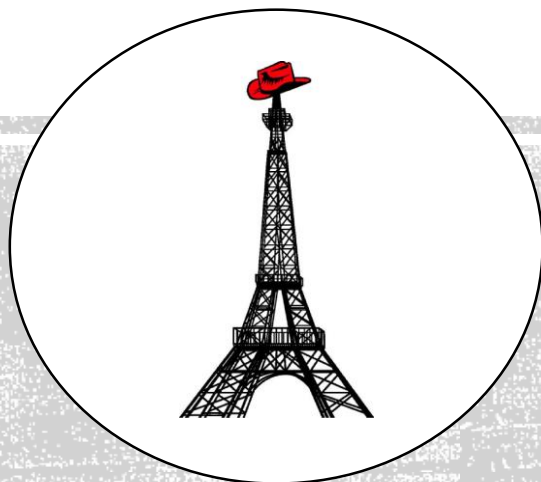


**WE KNEW WE COULD
WE KNEW WE COULD....**



**2,800+ TRIPS/MONTH
and GROWING...
GOAL IS 6,000+**





PARIS METRO

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

Nancy Hoehn, Transportation Manager
Ark-Tex Council of Governments
nhoehn@atcog.org
903-255-3553

April Carl, Executive Director
United Way of Lamar County
unitedway@suddenlinkmail.com
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