

# Agenda



## Arlington City Council Special Meeting

Arlington City Hall  
Council Briefing Room  
101 W. Abram St., 3rd Floor

**Tuesday, June 24, 2014  
1:15 PM**

**I. CALL TO ORDER**

**II. WORK SESSION**

- A. Parks and Recreation Annual Report
- B. City Brand and Website Updates
- C. 2014 Capital Bond Discussion

**III. ISSUES SESSION**

- A. Discussion of informal staff reports
  - 1. 2014 Volunteer Income Tax Assistance (VITA) Program
  - 2. Metro ArlingtonXpress (MAX) Update
- B. Discussion of committee meetings
  - 1. Municipal Policy - Handitran Overview

The lake level as of 8 a.m. Wednesday, June 18, 2014 was 548.68 feet.

- The Arlington City Hall is wheelchair accessible. For accommodations or sign interpretive services, please call 817-459-6100 no later than 24 hours in advance.
- Council meetings are broadcast live on Arlington's Government Channel and rebroadcast throughout the week at the following times:

	Afternoon meetings	Evening Meetings
Sunday	1:00 p.m.	6:00 p.m.
Wednesday	1:30 p.m.	6:30 a.m.
Saturday	6:00 p.m.	6:30 a.m.

- The Council agenda can be viewed on the City's website at [www.ArlingtonTX.gov](http://www.ArlingtonTX.gov)
- For a complete Arlington Government Channel program schedule, please visit [www.ArlingtonTX.gov/Broadcast](http://www.ArlingtonTX.gov/Broadcast)

- C. Discussion of miscellaneous items
  - 1. Appointments to boards and commissions
  - 2. Evening Agenda items
  - 3. Issues relative to City construction projects
  - 4. Future Agenda Items
  - 5. Define an Identifiable Brand Newsletter

#### IV. EXECUTIVE SESSION

Discussion of matters permitted by the following sections of **V.T.C.A., Government Code, Chapter 551**:

A. Section 551.071, **CONSULTATION WITH ATTORNEY**

- 1. Discussion of The Arlington Yacht Club Inc. (Texas) v. The City of Arlington
- 2. Discussion of Da Vinci Investment Limited Partnership v. City of Arlington, et. al. lawsuit
- 3. Discussion of New York Ave., LLC v. City of Arlington lawsuit

B. Section 551.072, **DELIBERATION REGARDING REAL PROPERTY**

- 1. *The consideration of the use of eminent domain to condemn property.*
  - a. **Stadium Drive (Abram Street to Division Street) – BSL, Inc., Project No. PWST09001**  
Condemnation Resolution. A resolution ordering condemnation of 4,664 square feet of right-of-way and 22,572 square feet of temporary construction easement rights for public use in, over and through land being situated in the Joel Blackwell Survey, Abstract No. 147, City of Arlington, Tarrant County, Texas, being out of Lot C1, Block 4, Hillview Addition, an addition to the City of Arlington as recorded in Volume 388-51, Page 41, Plat Records, Tarrant County, Texas, otherwise known as 122 Stadium Drive, City of Arlington, Tarrant County, Texas, for the public use of constructing, reconstructing, maintaining and using a permanent right-of-way and all necessary appurtenances for the Stadium Drive (Abram Street to Division Street) project.

- b. **Stadium Drive (Abram Street to Division Street) – BSL, Inc., Project No. PWST09001**  
Condemnation Resolution. A resolution ordering condemnation of 6,474 square feet of right-of-way and 20,586 square feet of temporary construction easement rights for public use in, over and through land being situated in the Joel Blackwell Survey, Abstract No. 147, City of Arlington, Tarrant County, Texas, being out of Lot D, Block 4, Hillview Addition, an addition to the City of Arlington as recorded in Volume 388-51, Page 41, Plat Records, Tarrant County, Texas, otherwise known as 118 Stadium Drive, City of Arlington, Tarrant County, Texas, for the public use of constructing, reconstructing, maintaining and using a permanent right-of-way and all necessary appurtenances for the Stadium Drive (Abram Street to Division Street) project.
- c. **Stadium Drive (Abram Street to Division Street) – BSL, Inc., Project No. PWST09001**  
Condemnation Resolution. A resolution ordering condemnation of 8,715 square feet of right-of-way and 18,345 square feet of temporary construction easement rights for public use in, over and through land being situated in the Joel Blackwell Survey, Abstract No. 147, City of Arlington, Tarrant County, Texas, being out of Lot E, Block 4, Hillview Addition, an addition to the City of Arlington as recorded in Volume 388-51, Page 41, Plat Records, Tarrant County, Texas, otherwise known as 114 Stadium Drive, City of Arlington, Tarrant County, Texas, for the public use of constructing, reconstructing, maintaining and using a permanent right-of-way and all necessary appurtenances for the Stadium Drive (Abram Street to Division Street) project.
- d. **Stadium Drive (Abram Street to Division Street) – BSL, Inc., Project No. PWST09001**  
Condemnation Resolution. A resolution ordering condemnation of 7,720 square feet of right-of-way and 11,898 square feet of temporary construction easement rights for public use in, over and through land being situated in the Joel Blackwell Survey, Abstract No. 147, City of Arlington, Tarrant County, Texas, being out of Lot F, Block 4, Hillview Addition, an addition to the City of Arlington as recorded in Volume 388-51, Page 41, Plat Records, Tarrant County, Texas, otherwise known as 110 Stadium Drive, City of Arlington, Tarrant County, Texas, for the public use of constructing, reconstructing, maintaining and using a permanent right-of-way and all necessary appurtenances for the Stadium Drive (Abram Street to Division Street) project.
- e. **Stadium Drive (Abram Street to Division Street) – BSL, Inc., Project No. PWST09001**  
Condemnation Resolution. A resolution ordering condemnation of 40 square feet of right-of-way and 67 square feet of pedestrian easement rights for public use in, over and through land being situated in the Joel Blackwell Survey, Abstract No. 147, City of Arlington, Tarrant County, Texas, being out of Lot A1, Block 4, Hillview Addition, an addition to the City of Arlington as recorded in Volume 388-27, Page 105, Plat Records, Tarrant County, Texas, otherwise known as 1717 E. Abram Street, City of Arlington, Tarrant County, Texas, for the public use of constructing, reconstructing, maintaining and using a permanent right-of-way and all necessary appurtenances for the Stadium Drive (Abram Street to Division Street) project.

2. *The consideration of other real property items.*

a. Discussion of gas leases on City Property.

b. Discussion regarding the acquisition, sale or lease of property located at 1608 N. Collins Street

c. **1608 N. Collins Street – State of Texas**

A resolution authorizing the City Manager, or his designee, to negotiate and execute the appropriate documents necessary to facilitate the purchase of fee simple property rights in approximately 18.37 acres of land, out of the G.W. Ragan Survey, Abstract No. 1288, City of Arlington, Tarrant County, Texas; otherwise known as 1608 N. Collins Street, City of Arlington, Tarrant County, Texas.

d. **1701 E. Sanford Street and 608 Stadium Drive –Contract of Sale – Ballpark Parking Partners, LLC**

A resolution authorizing the City Manager, or his designee, to execute a contract of sale and related documents with Ballpark Parking Partners, LLC, for the purchase and transfer of fee determinable property rights in approximately 17.601 acres of land, being all of Lots 1 and 2, Stonegate Addition, an addition to the City of Arlington, Texas, as recorded in Instrument No. D209186698, Plat Records, Tarrant County, Texas; otherwise known as 1701 E. Sanford Street and 608 Stadium Drive, City of Arlington, Tarrant County, Texas.

e. **Execution of a Use Agreement with Texas MMJV, Sapphire, LP**

A resolution authorizing the City Manager or his designee to execute a Use Agreement with Texas MMJV Sapphire, L.P., for the placement of a temporary construction trailer on property located at 119 Hosack Street, City of Arlington, Tarrant County, Texas.

f. **Stadium Drive (Abram Street to Division Street) – Stadium/Division Properties, Inc., Project No. PWST09001**

A resolution determining the necessity of acquiring 144 square feet of right-of-way and 1,014 square feet of temporary construction easement rights for public use in, over and through land being situated in the Joel Blackwell Survey, Abstract No. 147, City of Arlington, Tarrant County, Texas, being out of Lot 8B1 of Pilant Acres, an addition to the City of Arlington, otherwise known as 1808 E. Division Street, City of Arlington, Tarrant County, Texas, for the public use of constructing, reconstructing, maintaining and using a permanent right-of-way and all necessary appurtenances for the Stadium Drive (Abram Street to Division Street) project.

g. **Stadium Drive (Abram Street to Division Street) – BSL, Inc., Project No. PWST09001 \*Parcel 1\***

A resolution determining the necessity of acquiring 5,749 square feet of right-of-way, 68 square feet of pedestrian and 1,433 square feet of temporary construction easement rights for public use in, over and through land being situated in the Joel Blackwell Survey, Abstract No. 147, City of Arlington, Tarrant County, Texas, being out of Lot B1, Block 4, Hillview Addition, an addition to the City of Arlington as recorded in Cabinet B, Slide 2139, Plat Records, Tarrant County, otherwise known as 134 Stadium Drive, City of Arlington, Tarrant County, Texas, for the public use of constructing, reconstructing, maintaining and using a permanent right-of-way and all necessary appurtenances for the Stadium Drive (Abram Street to Division Street) project.

C. Section 551.087, **DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS**

1. Offers of Incentives to Business Prospects.

# ARLINGTON PARKS AND RECREATION

- Park & Recreation Month
- Parks & Recreation Annual Report
- CAPRA Accreditation
- NRPA Gold Medal Award Finalist

**OUT  
IS IN**



**PARK & RECREATION MONTH** **JULY 2014**



**HEALTH**



**ECONOMY**



**ENVIRONMENT**



**ECOLOGY**



# unplug & connect

JUNE 2014 • NATURALLYFUN.ORG



# NATURALLY FUN REPORT



# AWARDS

- naturallyfun.org wins two awards for **excellence in website design**
- Meadowbrook Park named a **Lone Star Legacy Park**
- Arlington designated a “**Playful City USA**” for the seventh straight year
- Arlington named “**Tree City USA**” by the Arbor Day Foundation (14 consecutive years, ninth growth award)
- Keep Arlington Beautiful wins **Keep Texas Beautiful award**



# 82,500+

Attendance at special events including Cinco de Mayo, Light Up Arlington, Daddy-Daughter Dance and EcoFest.



# 3.36M

Total number of visitors to our parks, pools and athletics facilities.



# 681

Total number of employees (181 full-time and up to 500 part-time and seasonal).



# 37,594

Total number of volunteer hours spent assisting APRD projects.



# 140,375

Annual rounds of golf played on our four City courses.



# 10,240

Total number of facility memberships, including 1,065 weight room and 396 fitness memberships.



# 6,442

APRD sports league (adult and youth) registrants.



# 400,000

Gross revenue of sponsorship contracts signed in first year of partnership with S&B Visionary.



# 21.25M

Number of online impressions to NaturallyFun.org website and APRD social media channels.



# 0

Number of people that left with an empty stomach during our “Food Truck Fridays” pilot program.

# SPECIAL EVENTS

- Significant demand
  - Potential growth area
- Growth will require some re-structuring including evaluating, limiting or eliminating some current programs



# PARKS PERFORMANCE FUND

- Performance fund cost recovery estimate is at 102% for golf fund, 104% for field enhancement fund, 79% for programs fund and 91% overall funds FY '14
- Current practice does not include allowing a reserve to support ops
- Will be reviewing options and developing recommendations for a formal park performance fund policy





# TEXAS ACCREDITED AGENCIES

- City of Austin
- City of College Station
- City of Coppell
- City of Frisco
- City of Houston
- City of Pearland
- City of Plano
- City of Round Rock



# CLASS II FINALISTS

Arlington Parks and Recreation, Texas

Bakersfield Recreation and Parks, California

Henderson Public Works, Parks and  
Recreation, Nevada

Plano Parks and Recreation, Texas

# TEXAS GOLD MEDAL RECIPIENTS

2013 - Round Rock	1987 - Plano
2008 - Grand Prairie	1985 - Dallas
2003 - Denton	1985 - Denton
2000 - N Richland Hills	1981 - San Antonio
1999 - Georgetown	1979 - Plano
1997 - Plano	1971 - Edinburg
1996 - Fort Worth	1968 - Austin

An aerial photograph of a water park. In the center, there is a large circular pool with a decorative fountain. To the right, a rectangular pool is filled with people. In the bottom left, a blue and white water slide structure is visible. Several buildings with metal roofs are scattered around the pool area. The word "QUESTIONS?" is overlaid in large white letters in the center of the image.

# QUESTIONS?

# City of Arlington

**“One City, One Brand”**

2014 Council Priority: Define an Identifiable Brand

Jay Warren, Marketing Communication Manger

June 24, 2014

# New Logo and Brand



# Brand Expressions

- Dreams Get Done
- Alive with the American Dream



# Launch Preparations

- Logo inventory
- Continued conversations with partners
- Design work
- Marketing materials
- Video presentation



# Brand Uses





P.O. Box 90231 | Arlington, Texas 76004-3231 | 817-275-3271 | [www.arlingtontx.gov](http://www.arlingtontx.gov)

**FirstName Lastname**  
Title



[www.ArlingtonTX.gov](http://www.ArlingtonTX.gov)

**Department Name**

101 W. Abram Street  
P.O. Box 90231 MS 01-0010  
Arlington, TX 76004-3231

Office: 817-459-1234  
Cell : 817-987-6543

Firstname.Lastname@arlingtontx.gov



140401  
63-0820

PO Box 90231 • 76004-3231

RETURN SERVICE REQUESTED



Featured Depts. Popular Services How Do I...?



Arlington MAX  
Sed ut perspiciatis un  
de omnis iste natus  
eor neqsiit voluptat...  
Read More >



Arlington  
Symphony  
Nemo enim ipsam vol  
ipsum odit aut fugit...  
Read More >



2014 Proposal  
Sed ut perspiciatis un  
de omnis iste natus  
eor neqsiit voluptat...  
Read More >

CALENDAR/EVENTS

Filter Calendar >

DEC 4 UTA Division for Enterprise Development  
Wednesday, December 4

DEC 7 Medical Center of Arlin Holiday Party  
Saturday, December 7

DEC 6 Texas Health Resources  
Friday, December 6

DEC 7 English Conversation ( Saturday, December 7

OTHER INFORMATION/LINKS

Rush Creek Area Info  
Click for more info>

Arlington Online Store  
Click for more info>

Save Arlington Water  
Click for more info>

Gas Drilling Information  
Click for more info>

Recovery Act  
Click for more info>

Metro Arlington Xpress  
Click for more info>

WATCH MyArlingtonTV



Lorem ipsum erspiciatis unde omnis iste natus dolor error nepil led molis sit voluptatem sit amet. Vero sed erspiciates unde omnis iste.  
Read More >

POPULAR LINKS

- Pay a utility bill
- Pay property tax
- Pay a traffic citation
- Find my towed vehicle

- File a complaint (landlord)
- Register a vehicle
- Find voting information
- Find a city attorney

- Schedule trash pick up (bulk)
- Find info on public transit
- Register/buy a gun
- More...

ARLINGTON TEXAS

OPEN ARLINGTON

- 2014 Budget Planning
- Council meeting transcripts
- Arlington and the federal gov't
- More...

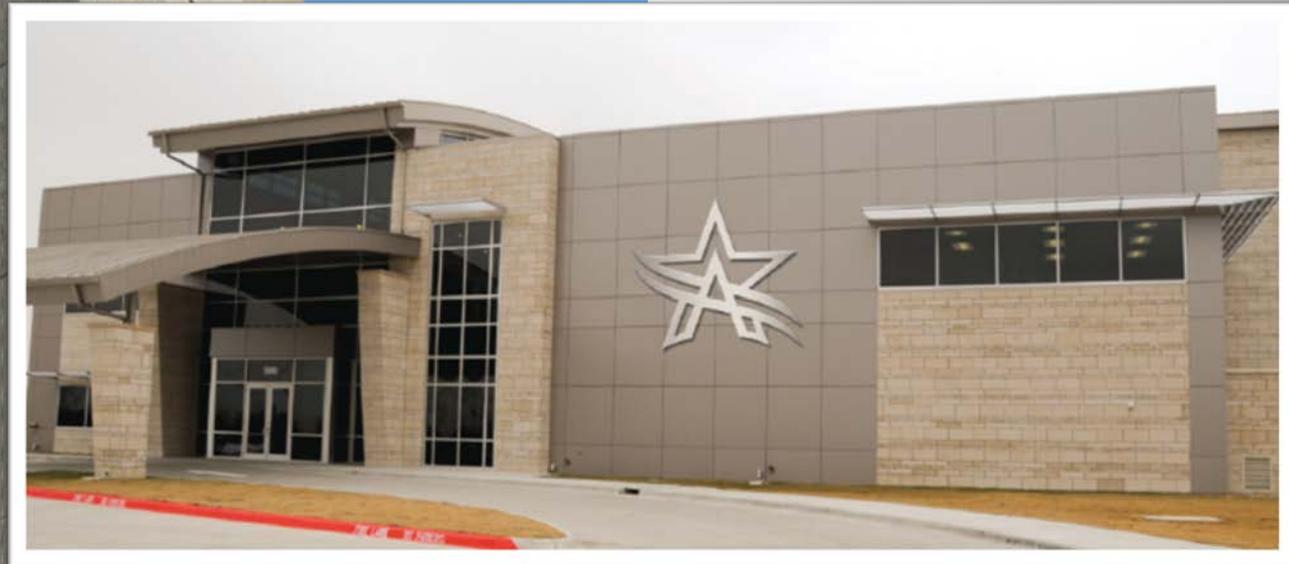


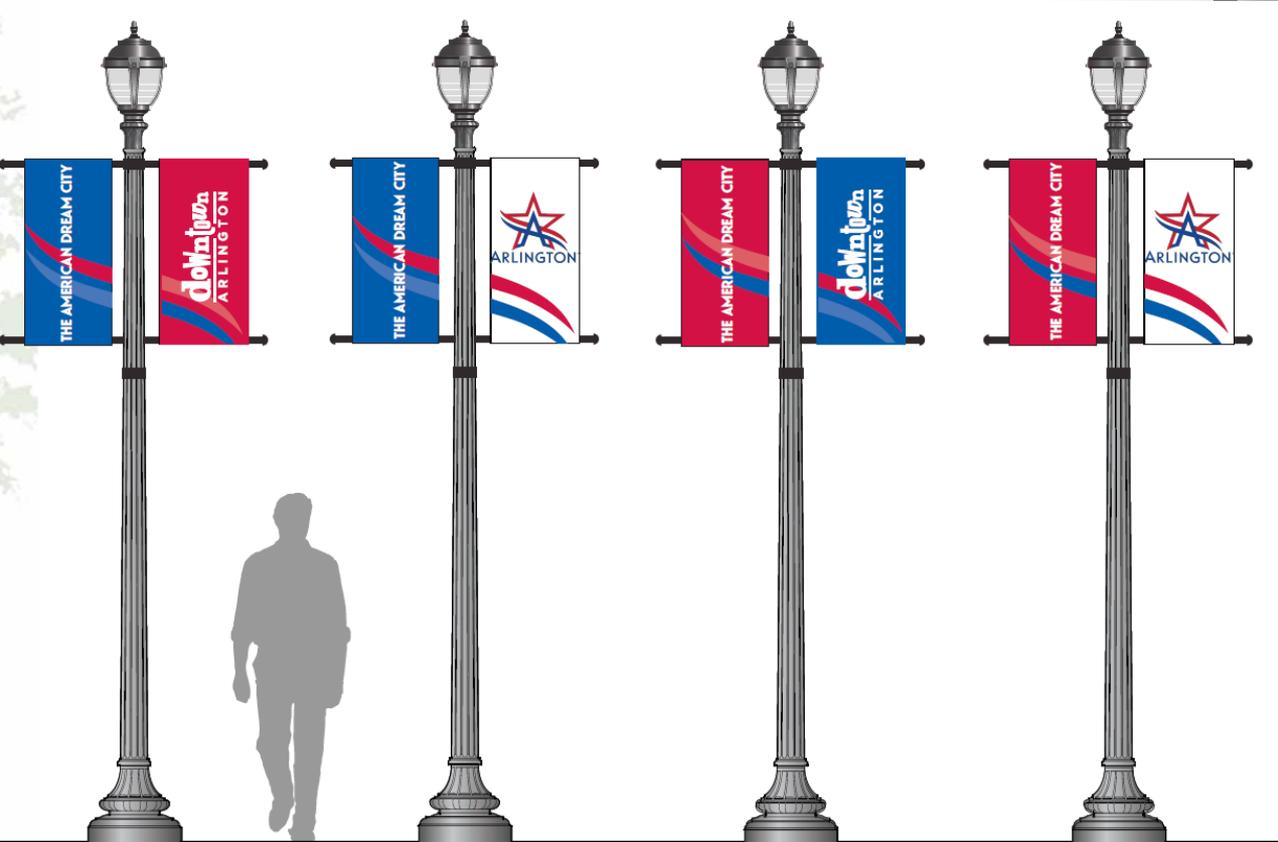


ARLINGTON  
THE AMERICAN DREAM CITY

StudioWorks  
PHOTOGRAPHY







# Questions?



# Informal Report to Mayor and Council



## 2014 Volunteer Income Tax Assistance (VITA) Program

City Council Meeting Date: 6-24-14

### ISSUE

Brief the Mayor and Council on the results of the coordinated effort to provide financial stability resources and free income tax preparation assistance to Arlington residents through the Volunteer Income Tax Assistance (VITA) Program.

### DISCUSSION

For the 2013-2014 tax season, the City of Arlington coordinated with the United Way of Tarrant County, Foundation Communities, and other organizations to provide financial stability resources and free tax preparation assistance at the following five VITA sites:

1. Shadow Brook Apartments; 2020 South Cooper Street
2. Hugh Smith Recreation Center; 1815 New York Avenue
3. Tarrant County College Southeast; 2100 Southeast Parkway
4. Arlington Human Services Center; 401 West Sanford
5. Lake Arlington Branch Library; 4000 West Green Oaks Boulevard

The services were made possible by a grant from the United Way in the amount of \$127,000, which included a sub-grant to Foundation Communities to fund a System Coordinator, VITA Site Coordinators, Bilingual Intake Specialists, computer equipment, and supplies. VITA sites opened during the week of January 20<sup>th</sup> and provided eleven weeks of free income tax preparation assistance to low- and moderate-income working families through April 15, 2014.

The table below provides a summary of the overall results in Arlington:

VITA Goal	2014	2013	% Increase
Total Number of Free Returns Completed	2,123	1,516	40%
Total Refund Amount	\$3,832,024	\$2,785,376	38%
Total Earned Income Tax Credit Refunds	\$1,552,445	\$1,054,568	47%
Total Filers Saving with Return	85	5	1600%

A total of 202 VITA volunteers contributed 5,154 volunteer hours to the program. The United Way 211 referral hotline responded to 6,332 VITA related calls. The attached United Way VITA Results Summary provides additional information about county-wide performance.

Additional volunteers are needed for next year, so recruitment will begin early. United Way will be implementing a program whereby service organizations, churches, or businesses can adopt a VITA site. The Office of Communications is also working on a public service video to promote Arlington VITA sites for the upcoming tax season. The City of Arlington will continue to work with the Financial Stability Partnership and community organizations to ensure continuity of services for next year.

### ACTION

No Action Required.

**ADDITIONAL INFORMATION**

Attached:	United Way 2014 VITA Results Summary
Under separate cover:	None
Available in the City Secretary's Office:	None

**STAFF CONTACT(S)**

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Community Development & Planning	Community Development & Planning
817-459-6527	817-459-6251
<a href="mailto:Jim.Parajon@arlingtontx.gov">Jim.Parajon@arlingtontx.gov</a>	<a href="mailto:Sheryl.Kenny@arlingtontx.gov">Sheryl.Kenny@arlingtontx.gov</a>

## 2014 VITA Results

All VITA Sites	2014	2013	% Difference
Total Number of Returns:	5,081	4,357	↑ 17%
Total Refund Amount:	\$9,932,024	\$8,702,432	↑ 14%
Total EITC Amount:	\$4,082,445	\$3,374,728	↑ 21%
Total Filers Saving with Return:	316	220	↑ 44%

5 Arlington Sites this Year	2014	2013	% Difference
Total Number of Returns:	2,123	1516	↑ 40%
Total Refund Amount:	\$ 3,832,024	\$ 2,785,376	↑ 38%
Total EITC Amount:	\$1,552,445	\$1,054,568	↑ 47%
Total Filers Saving with Return:	85	5	↑ 1600%

*Results for Northeast Tarrant County are forthcoming.*

### Additional Notes:

- 960 new EITC filers this year
- 202 volunteers contributed 5,154 hours
- 6,332 VITA calls were responded to by 2-1-1 staff

# ***Informal Report to Mayor and Council***



<b>Metro ArlingtonXpress (MAX) Update</b>
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City Council Meeting Date: 6-24-14
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## **ISSUE**

Brief the Mayor and Council on Metro ArlingtonXpress (MAX) ridership data for the August 19, 2013 through June 13, 2014 timeframe.

## **DISCUSSION**

The Metro ArlingtonXpress (MAX) two-year pilot project began service on August 19, 2013. The Pilot Project runs an express bus service between the Trinity Railway Express (TRE) CentrePort station, a stop near the Entertainment District on Collins Street and the College Park stop located at the southwest corner of UTA Blvd and South Center Street. The City has contracted with the Dallas Area Rapid Transit (DART) and the Fort Worth Transportation Authority (The T) to operate and maintain the service.

Marketing efforts have continued in an effort to inform residents and visitors about MAX as a new way to travel to and from Arlington. To date, printed materials, including 100,000 rack cards, 350 posters, 20,000 wallet cards, 5,000 quarter-page flyers and 120,000 route schedules/maps, have been distributed throughout the City. Marketing efforts have included news and outdoor media in the form of billboards, table clings, cinema ads, online news ads, print news ads, videos, radio spots, Facebook, Twitter, MyArlingtonTX.com articles and the RidetheMAX.com website. We have provided over thirty individualized presentations to a variety of audiences including, but not limited to neighborhoods, rotary clubs, senior groups and UT Arlington staff, faculty and students. We have also had a presence at approximately twenty events throughout the region such as career fairs, benefit fairs, UT Arlington orientation sessions and on-site reduced-fare photo id making opportunities.

The City also recently conducted a survey on-board the MAX bus. Two hundred fifty-eight (258) riders participated in the survey, which asked questions about the rider's specific trip(s) that day as well as their overall satisfaction with the MAX service. A brief summary is attached for Council's information.

Ridership is tracked by the number of boardings or trips per day. The attached data summarizes the average trips per day by week and month for the August 19, 2013 through June 13, 2014 timeframe as reported by DART. Data has shown a mix of riders using the service, including commuters, students, recreational riders and travelers heading to the airport.

## **ACTION**

None.

## **ADDITIONAL INFORMATION**

Attached:	On-Board Survey Results Ridership data
Under separate cover:	None
Available in the City Secretary's Office:	None

**STAFF CONTACT(S)**

James F. Parajon, AICP  
Director  
Community Development and Planning  
817-459-6527  
[Jim.Parajon@arlingtontx.gov](mailto:Jim.Parajon@arlingtontx.gov)

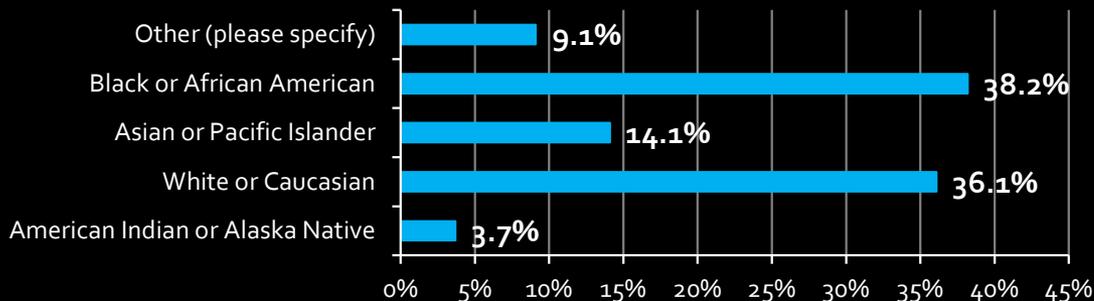
Alicia Winkelblech, AICP, CNU-A  
Planning Manager  
Community Development and Planning  
817-459-6686  
[Alicia.Winkelblech@arlingtontx.gov](mailto:Alicia.Winkelblech@arlingtontx.gov)



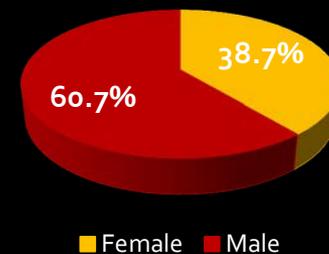
# ON-BOARD SURVEY DATA

(258 RESPONSES)

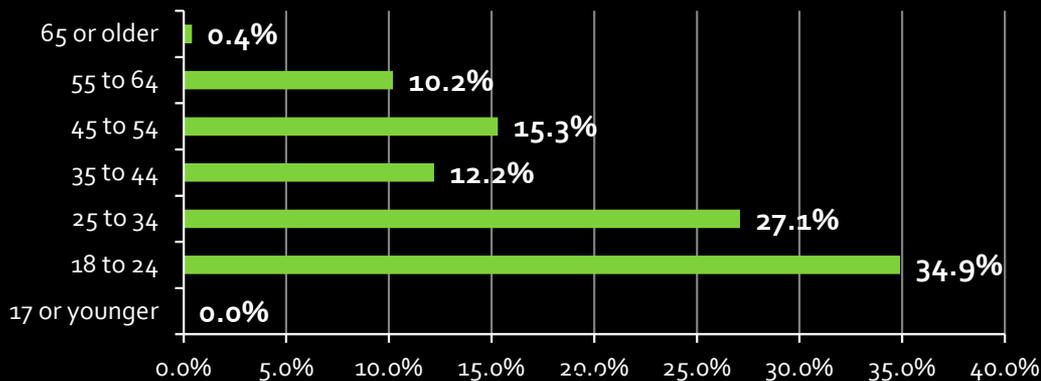
## Race



## Gender



## Age

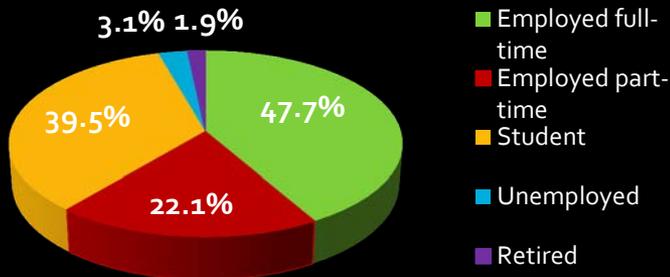




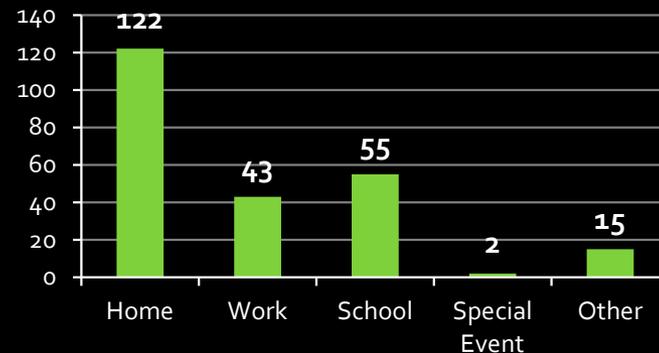
# ON-BOARD SURVEY DATA

(258 RESPONSES)

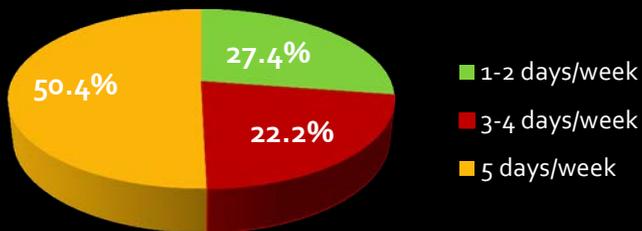
## Current Employment Status



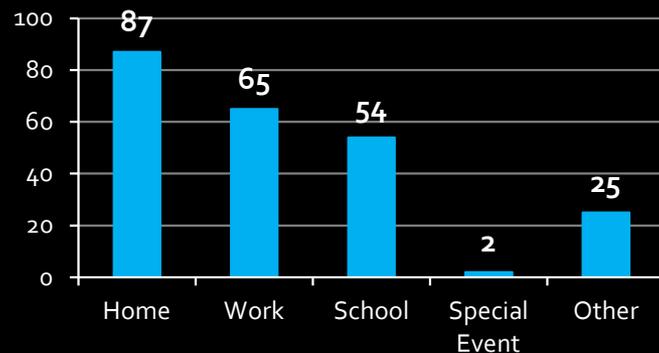
## Where did you begin this one-way trip?



## How often do you make this trip?



## Where did you end this one-way trip?



Number of Trips



# ON-BOARD SURVEY DATA

(258 RESPONSES)

What service (if added) would allow you to ride more often?

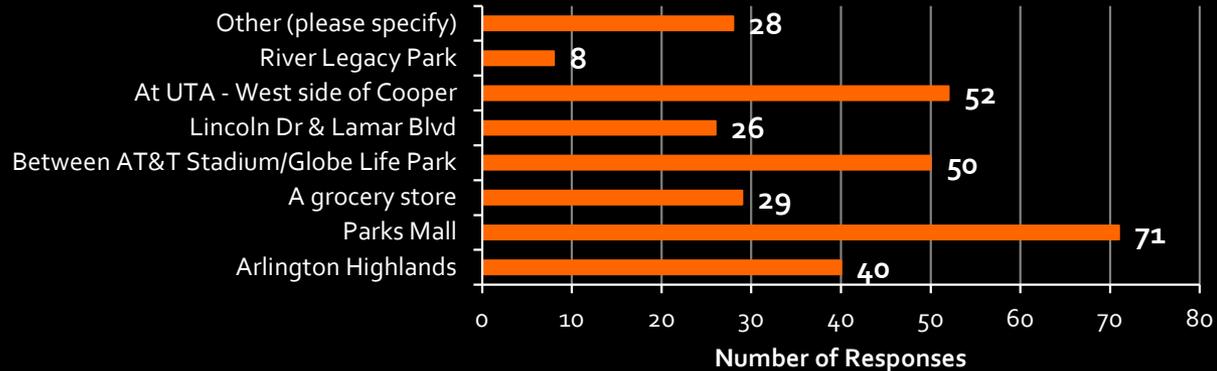


- More stops
- More frequent service
- Special event service
- Longer hours
- Saturday service
- Other (please specify)

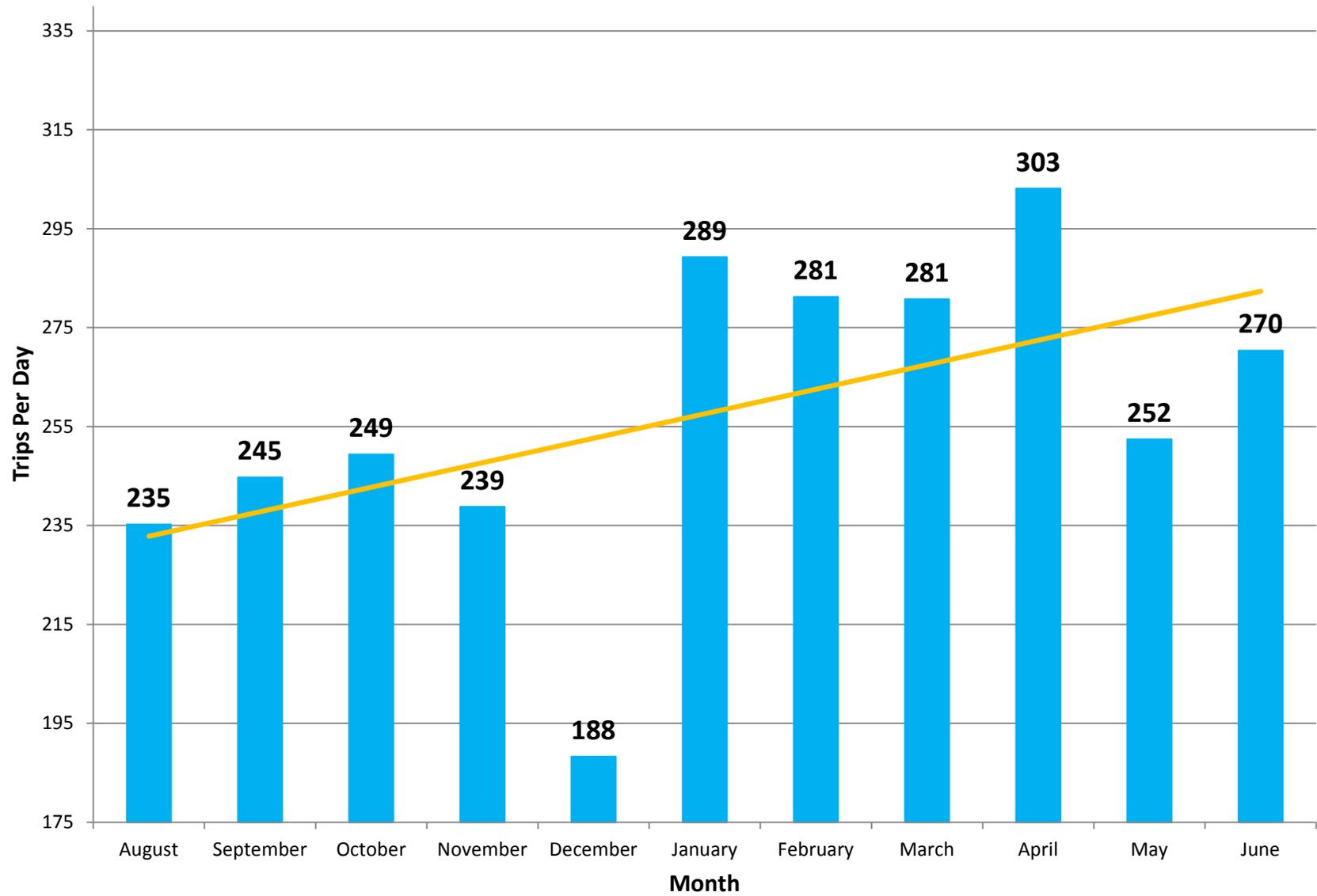
Rate your experience on MAX



Where Would You Locate an Additional Stop?

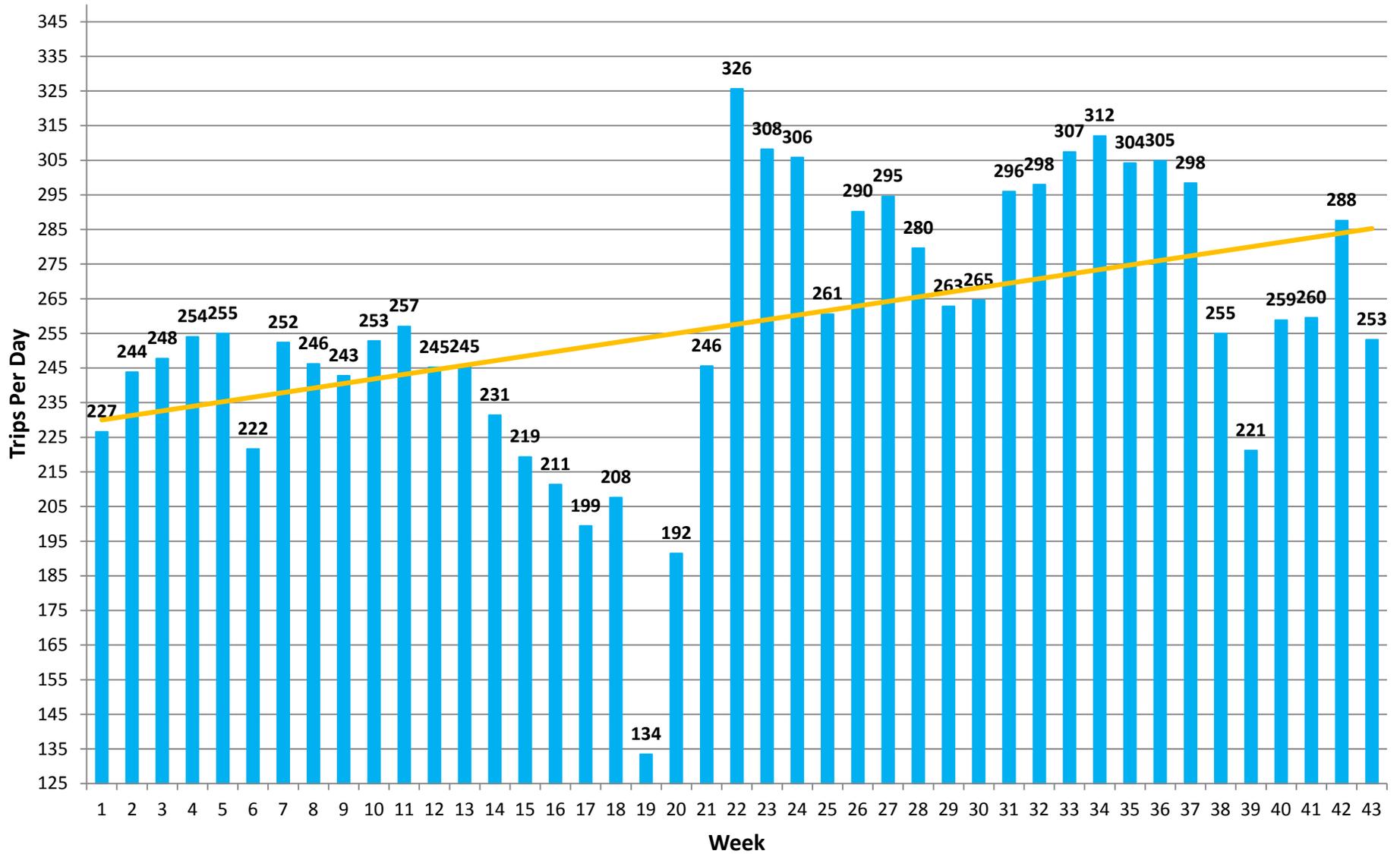


# MAX Ridership Average Trips Per Day By Month



Ridership for August 19, 2013 - June 13, 2014

## MAX Ridership Average Trips Per Day By Week



Ridership for August 19, 2013 - June 13, 2014

## COUNCIL COMMITTEE MEETING SCHEDULE

### **Tuesday, June 24, 2014**

11:30 a.m. – 12:00 p.m.

**Municipal Policy**  
*Arlington Conference Room A*  
Robert Rivera, Chair  
Kathryn Wilemon  
Michael Glaspie  
Charlie Parker

The Afternoon Council meeting will begin at 1:15 p.m.



*Office of the City Manager*

## **MUNICIPAL POLICY COMMITTEE**

CITY OF ARLINGTON  
ARLINGTON CONFERENCE ROOM A -3<sup>RD</sup> FLOOR  
101 WEST ABRAM STREET  
ARLINGTON, TEXAS

JUNE 24, 2014  
11:30 A.M.

I. **CALL TO ORDER**

II. **NEW BUSINESS**

- A. Handitran Overview 30 minutes
- B. Items and dates for future meetings

III. **ADJOURN**

# HANDITRAN

MUNICIPAL POLICY COMMITTEE - JUNE 24, 2014



ARLINGTON<sup>SM</sup>

THE AMERICAN DREAM CITY

# HANDITRAN OPERATIONS

## 1981 – Service Begins

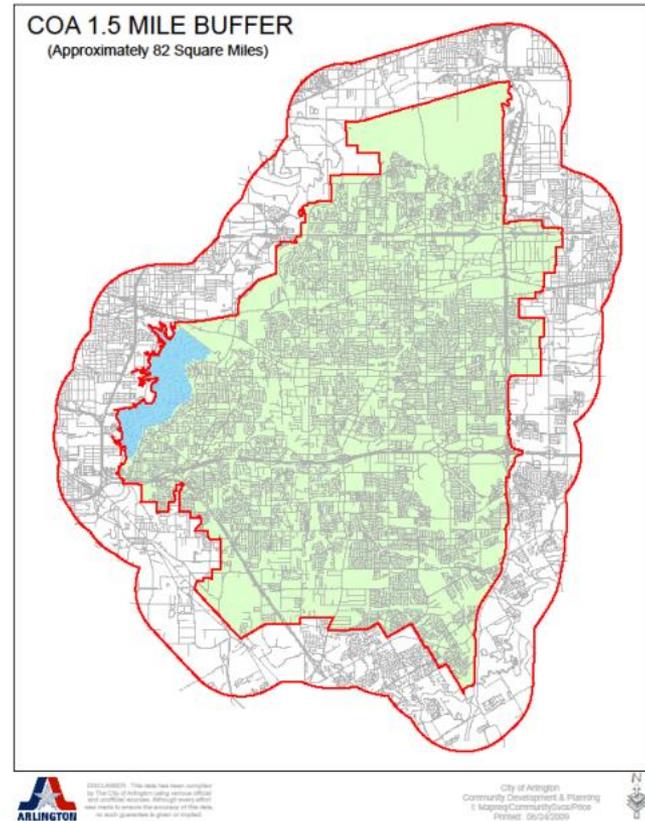
- 4 buses
- 12,000 passenger trips
- Manual scheduling and routing
- 99 square mile service area

## 2006 - Service Area Extended

- FTA required a service area extension of 1.5 miles

## 2008 – Ecolane Intelligent Transportation System

- 20 buses
- 9 taxi sedans
- 101,208 passenger trips
- Dynamic scheduling and routing



# HANDITRAN RIDERSHIP & FARES

\* 9/1/13 - 6/18//14

YEAR	TRIPS	DESTINATIONS OUTSIDE ARLINGTON	DENIAL RATE	FARE
FY00	102,476	NA	4%	\$1.50
FY01	101,533	NA	4%	\$1.50
FY02	97,154	NA	6%	\$1.50
FY03	105,581	NA	4%	\$1.75
FY04	105,284	NA	6%	\$1.75
FY05	104,902	NA	6%	\$1.75
FY06	102,629	NA	7%	\$1.75
FY07	100,545	NA	8%	\$1.75
FY08	101,208	3,332	7%	\$2.00
FY09	104,789	4,116	6%	\$2.00
FY10	118,819	4,860	4%	\$2.00
FY11	129,010	5,060	2%	\$2.00
FY12	134,116	5,451	1%	\$2.00
FY13	135,512	6,088	1%	\$2.00
FY14*	101,456	4,126	1%	\$2.00

- 20 buses
- 9 taxi sedans
- 101,456 passenger trips
  - 24,921 medical trips
  - 20,703 work trips
  - 25,852 essential personal trips
  - 24,927 recreation trips
  - 5,053 school trips

# FUNDING SOURCES

## Federal Transit Administration

- 5307 Capital Funds
- 5307 Operating Funds

## North Central Texas Council of Governments

- 5310 Operating Funds

## Texas Department of Transportation

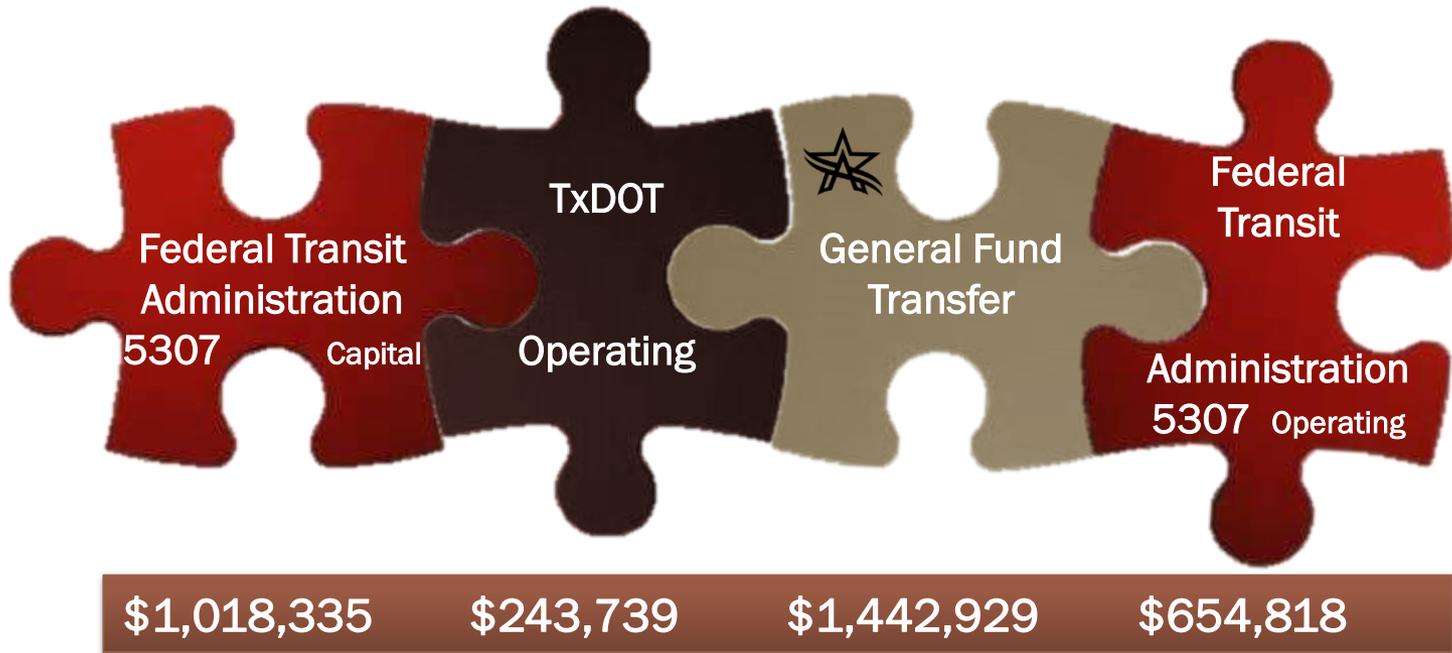
- Operating Funds

## City of Arlington General Fund Transfer

2009: one-time American Reinvestment and Recovery Grant

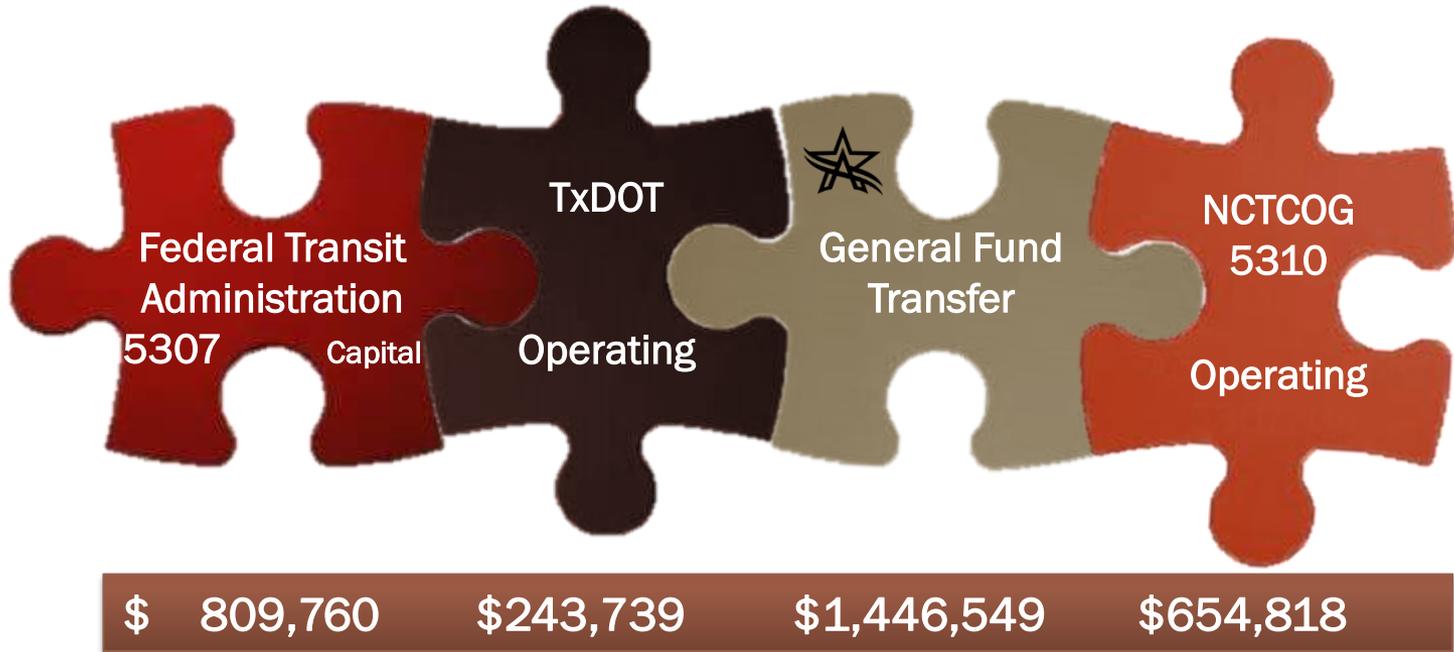
# FISCAL YEAR COMPARISON

# FY12



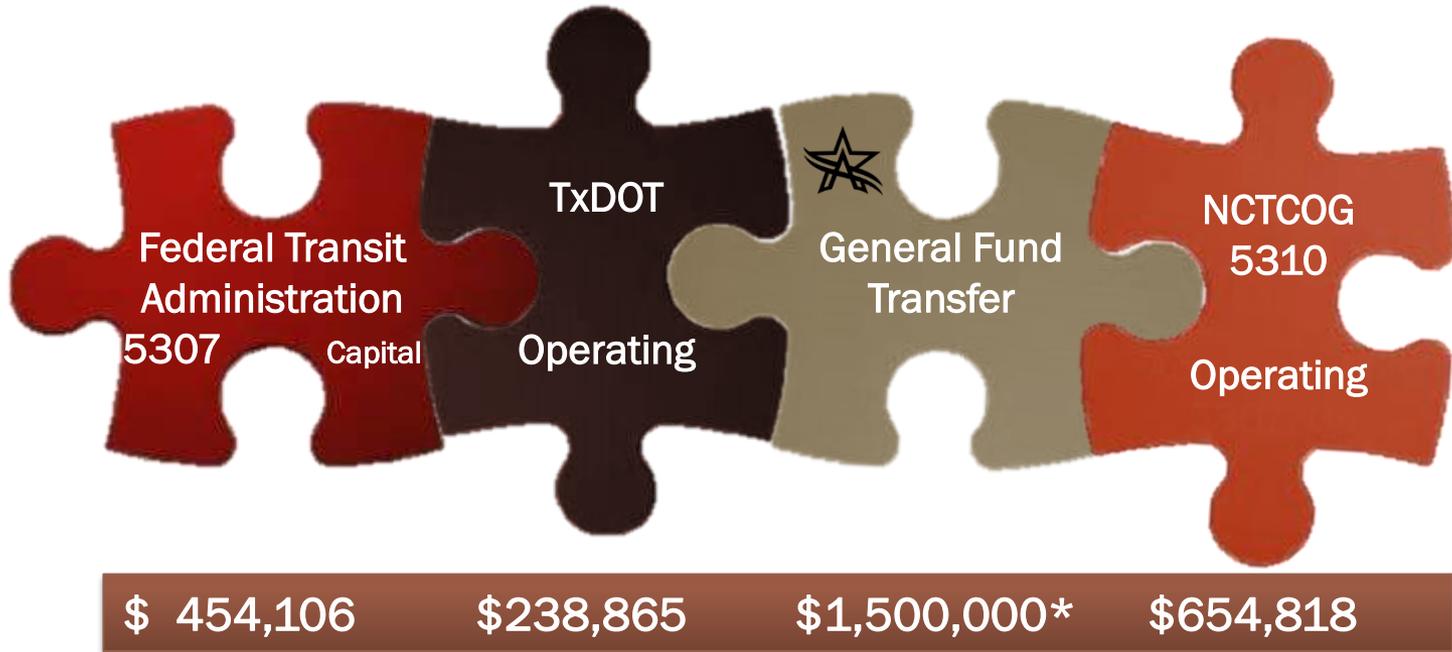
# FISCAL YEAR COMPARISON

# FY13



# FISCAL YEAR COMPARISON

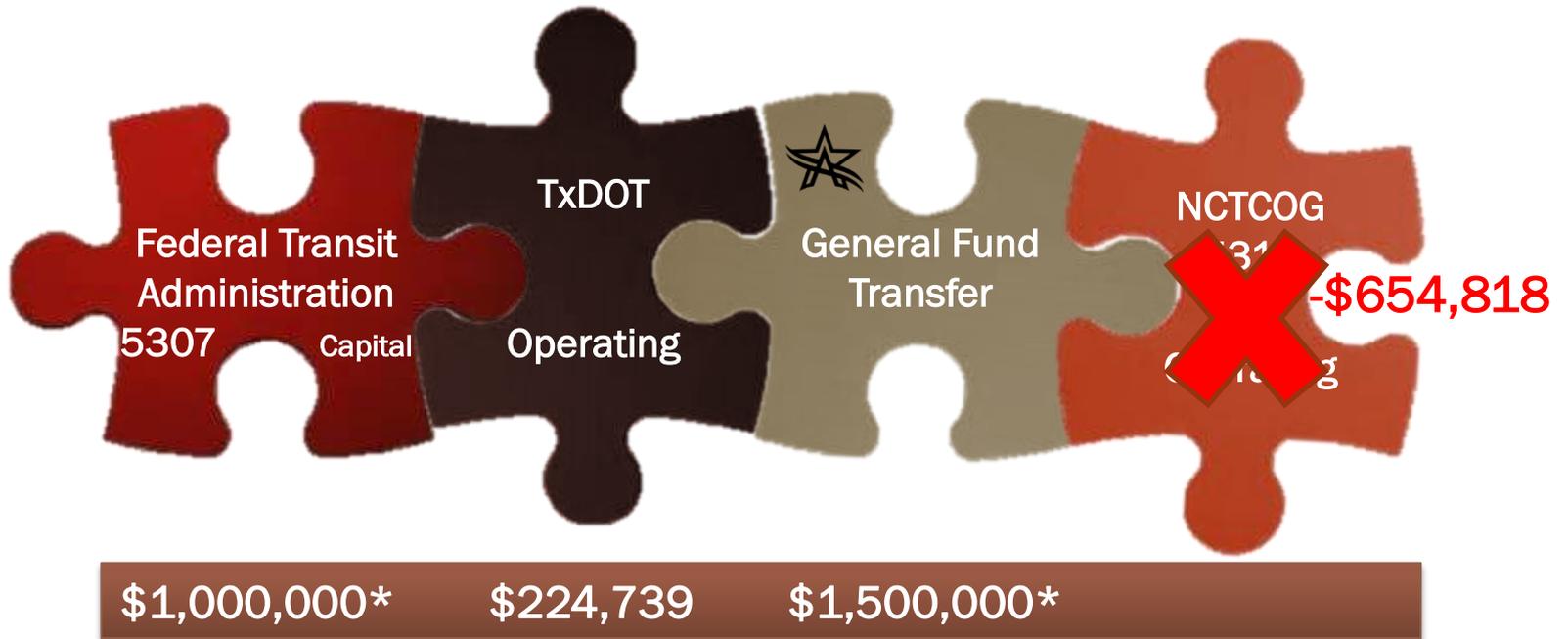
# FY14



\* Budgeted

# FISCAL YEAR COMPARISON

# FY15



\* Budgeted

# COMPARISON TO AREA SERVICES

CITY	SERVICE AREA SQ. MILES	BUSES	TAXIS	TYPE	SATURDAY	EVENING	TRIPS
Arlington	181	20	9	Van and Sedan	Yes	Yes	101,456
NETS	115	6	0	None	No	No	25,725
Grand Prairie	81	12	0	None	No	No	47,627
Mesquite	46	11	0	None	No	No	31,131

## NEXT STEPS

- Request business continuity funding for FY15
- Continue to pursue a legislative solution in the MAP 21 reauthorization
- Continue to pursue service efficiencies to reduce the cost of service
- Propose service adjustments for FY16



# PROPOSED SERVICE ADJUSTMENTS **FY16**

Option: Saturday trips eliminated – 8,369 total trips  
Evening trips reduced to 7 p.m. – 6,017 total trips

## Impact:

- Savings – \$300K approximate per-year savings
  - Staffing – 8 positions
  - Fuel & maintenance
- Service Type
  - 4,685 medical trips
  - 5,457 recreation trips
  - 2,454 work trips
  - 1,770 essential personal trips
  - 20 schools



## OTHER OPTIONS

- **Outsourcing**
- **Fare Increase**



# Questions



# DEFINE AN IDENTIFIABLE BRAND

Q3 Update FY2014



VOLUME 2, ISSUE 1

## IN THIS ISSUE

Page 1

Arlington's Branding Initiative

Page 2

Social Media Highlights

Page 3

Arlington Police Department, Parks & Recreation Department Branding Efforts

Page 4

City's Website Redesign, I Love Arlington Pic Celebrates One Year

## ARLINGTON'S BRANDING INITIATIVE

In March, the Office of Communication (OOC) and Experience Arlington presented to City Council the concept for a new brand and options for a new logo.

Community stakeholders who participated in the creative and collective process to define the City's identifiable brand agreed that Arlington is a reflection and redefinition of the American dream. This concept is based on Arlington's characteristics which best tell its story. They include our diversity, reach, educational opportunities and can-do spirit.

As part of the branding effort, the committee of stakeholders also took a look at the City's logo. The "flying A" logo with a beveled star between red and blue bands symbolizes Arlington in the center of Fort Worth and Dallas. As part of the branding process, stakeholders favored updating the logo to represent Arlington standing on its own. Still, they wanted to continue using the star as well as crimson and navy colors to maintain the American theme that has made it recognizable.

There was consensus among the City Council to move forward with the American Dream concept and a refreshed logo featuring a more prominent star and letter "A." In June, the City is launching the new brand and logo and working with partners to communicate them locally, regionally and globally. In conjunction with the launch, the OOC is also introducing the City's newly redesigned website.

The OOC is working with departments to integrate the new brand and logo into their operations. This will involve updating marketing materials in the next few months to placing the new logo on the City's assets, from vehicles to facilities, throughout the next few years.



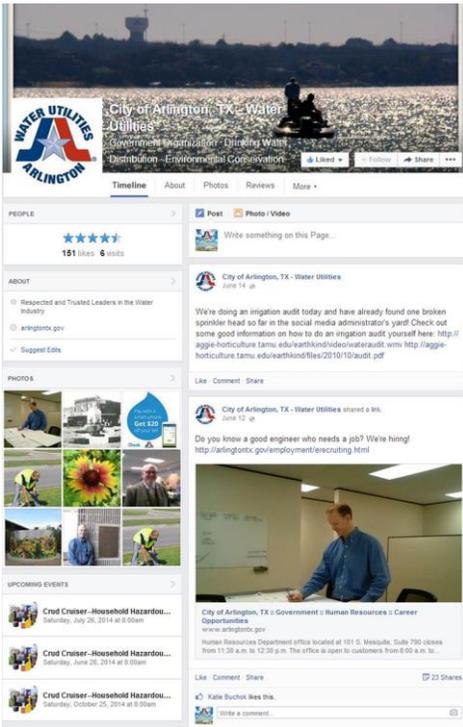
# HIGHLIGHTS

## ARLINGTON WATER UTILITIES HAS NEW SOCIAL MEDIA PRESENCE

Arlington Water Utilities has become the latest department to engage customers through social media. Launching a social media presence was a logical move for the department, which provides state-of-the-art water treatment and service to over 400,000 residents and visitors each day.

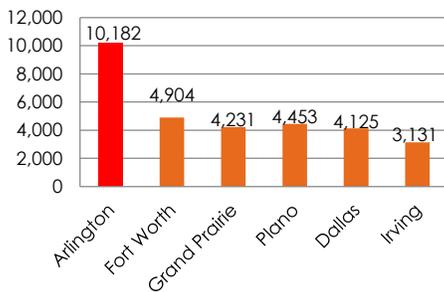
The department has been working closely with the Office of Communications to develop articles and share information, and is also monitoring and responding to online articles and conversations in order to provide accurate information and address feedback from residents and businesses.

"We are enthusiastic about opening this new avenue of communication to provide information on the outstanding work being done by Arlington Water Utilities, connect our customers with resources they need, and garner feedback which will help us to continuously improve," said Walter "Buzz" Pishkur, Director of Arlington Water Utilities.

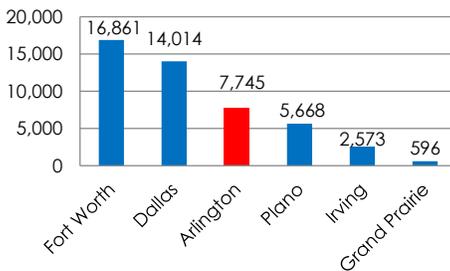


Arlington Water Utilities' new social media page.

### Area City Facebook Comparisons 5/1/14



### Area City Twitter Comparisons 5/1/14



Social media statistics as of May 1, 2015.

## CITY'S SOCIAL MEDIA PROFILE CONTINUES TO GROW

The City of Arlington's social media pages saw significant growth in followers over the past few months. For instance, the City's Facebook page had a 73% increase in "likes" from January through April. While the Police Department and Fire Department saw large gains as well, 67% and 50% respectively. The City's Facebook page remains the most "liked" page in the Metroplex, more than double of the closest city, Fort Worth.

The increase in followers on the City's page can be attributed to an increased effort to engage its followers and increase its reach. This includes new content initiatives like Throwback Thursday, where pictures of Arlington's past are shown. These images are often paired with current pictures to show the growth Arlington has seen.

We started a Group Selfie posting, capitalizing on the popularity of "selfie" pictures where people take pictures of themselves with their smart phones. We are encouraging the City's followers to take a "selfie" picture of themselves showing what they like or enjoy about the City.



City Council group "selfie" posted on Facebook and Twitter in March 2014, which led to a short feature in the newspaper.

# UPDATES

## WELCOMING FANS THE ARLINGTON WAY

Protect and serve. This phrase originated in 1955 and has been around for decades and adopted in various forms by law enforcement agencies. Arlington Police Department (APD) constantly strives to protect citizens through exceptional service to our community and commitment to tourism-based policing.

During the Final Four, "protect and serve" was highlighted through tourism-based policing in the Entertainment District. Officers are expected to do more than just provide traffic direction at stadium events. Through the Ambassador Training Program, officers are taught the Arlington way of providing individualized and personal responses to each request for assistance. This can take many forms but is most visible in the way APD staff interacts with fans and provides directions and guidance to the thousands of visitors who come out for a world-class experience.

Officers routinely walk the stands at our sports venues and theme parks while greeting visitors, handing out police officer pal stickers to kids, and offer to answer questions with friendly candor. Fans repeatedly share feedback that their day is brightened by the personal service they receive. APD will continue to leverage its tourism-based policing strategy to ensure visitors feel welcome and want to return to Arlington for future events.



*The photos above show the APD helping Final Four fans who visited Arlington to cheer on their teams. The department protects and serves residents and visitors alike on special event days and welcomes them the Arlington way – with individualized and personal service.*

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## BRAND+AID CONFERENCE A SUCCESS

Arlington and Grand Prairie Parks and Recreation Departments partnered again to organize and host the third annual Brand+Aid Marketing and Social Media Conference earlier this year. The conference boasted a diverse range of education sessions with topics ranging from branding and inbound marketing to digital trends, design and email marketing.

More than 200 people from 11 states attended the conference. Among them, Arlington employees representing Parks & Recreation, Library, Water Utilities, Community Development and Planning, and Office of Communication, as well as students in the Arlington Independent School District's marketing internship program.

Jason Genck, a parks manager for Westminster, Colorado, said that in his 20 year-experience "Brand+Aid is one of the very finest, focused conferences that [he has] ever attended. The quality of the speakers, the content, networking and learning opportunities were exceptional. The information was...immediately applicable to Westminster's operations."



*Greg Hickman of Mobile Mixed talks about mobile marketing at the third Annual Brand+Aid Marketing and Social Media Conference in January. 2014 marks the third year Arlington and Grand Prairie have partnered to organize and host the event.*

## NEW CITY WEBSITE WILL LAUNCH IN JUNE

In Phase I, Dallas-based web developer Imaginuity designed webpages for the City homepage, Police, Fire, Water Utilities, Economic Development and Community Development and Planning departments. In April, each department completed the content migration for their respective sites. The user-friendly site allows information to be accessible with just one click on each department's site. The design is modern, allowing each department to showcase its own stories, events and videos. The new City website was created in a responsive framework, meaning the website adjusts to the size of the screen it is being viewed on. As the website shrinks to a phone or tablet, it becomes mobile-friendly, allowing users to see a truncated version of the site. Next, the Office of Communication will transition other departments to the new platform.

## I LOVE ARLINGTON PIC CONTEST CELEBRATES 1 YEAR

The Office of Communication created the "I Love Arlington Pic of the Week" Facebook contest on Valentine's Day, 2013 to showcase the pride in our city, to reinforce our brand and to visually engage our fun-loving community. Each week a winner is selected and featured on Facebook, Twitter, Pinterest, MyArlingtonTx.com and our Cable Channel.

This year, to celebrate the one-year anniversary, the City displayed winning images from every week throughout the year in an exhibit at City Hall. The City also conducted an "I Love Arlington PIC OF THE YEAR" contest. Each of the images was placed in a Facebook gallery for the community to vote on. Samantha Rhiannon Sterling's photo, taken during the Light Up Arlington July 4<sup>th</sup> celebration, received the most likes and won.

The image captured our hearts and Arlington's American spirit. It has been framed and displayed on a wall in the lobby at City Hall.

The "I Love Arlington Pic of the Week" contest continues to collect and feature beautiful images of life in Arlington. To view more photos, visit <http://myarlingtontx.com/>.



To celebrate the first anniversary of the contest, an exhibit of all the winners was displayed at City Hall.



Samantha Rhiannon Sterling's photo, taken during the Light Up Arlington July 4<sup>th</sup> celebration, won the "I Love Arlington PIC OF THE YEAR" contest.