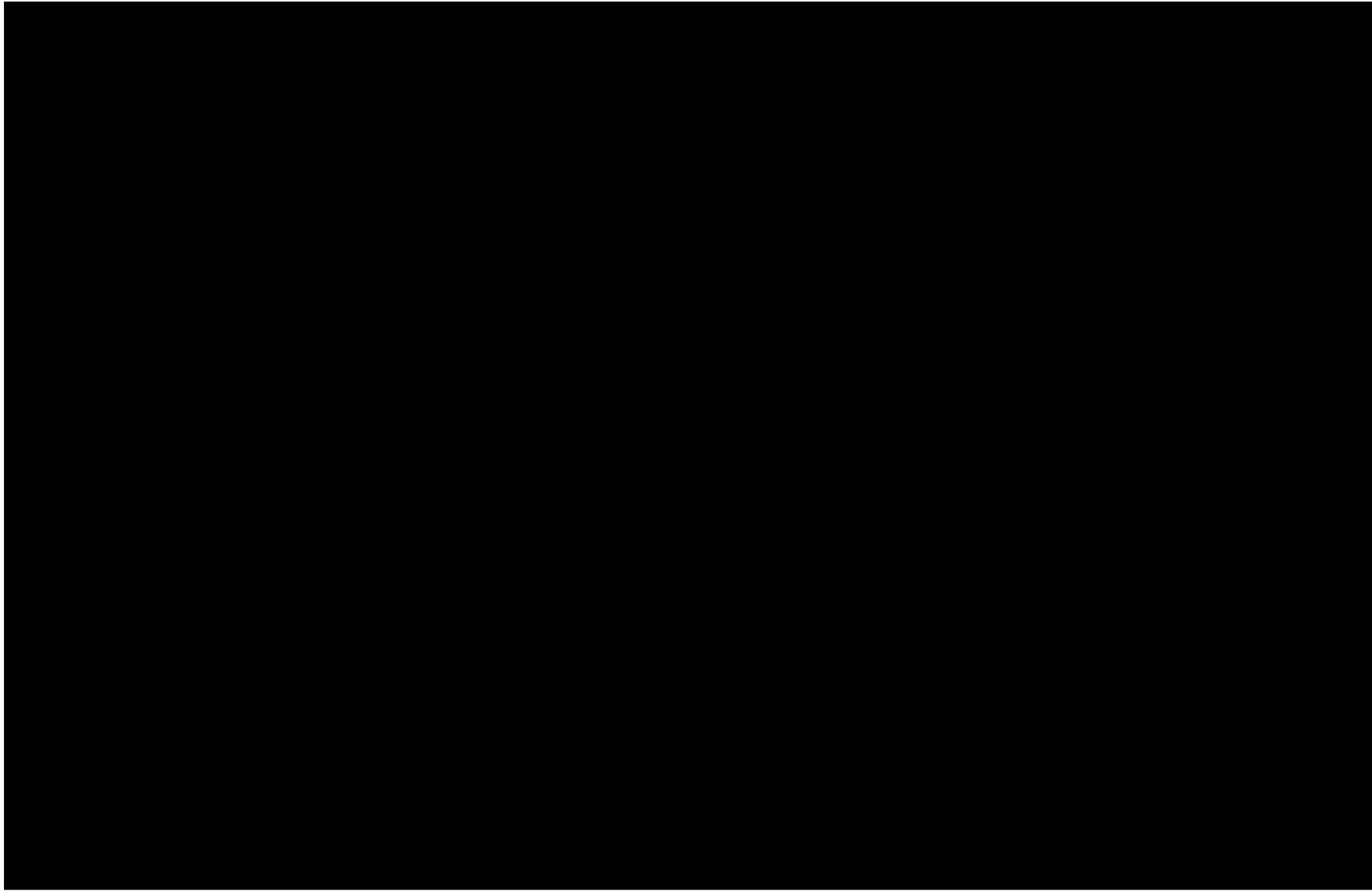




Brand Positioning

Brandi Stringer
Senior Manager, Marketing
April 29, 2019



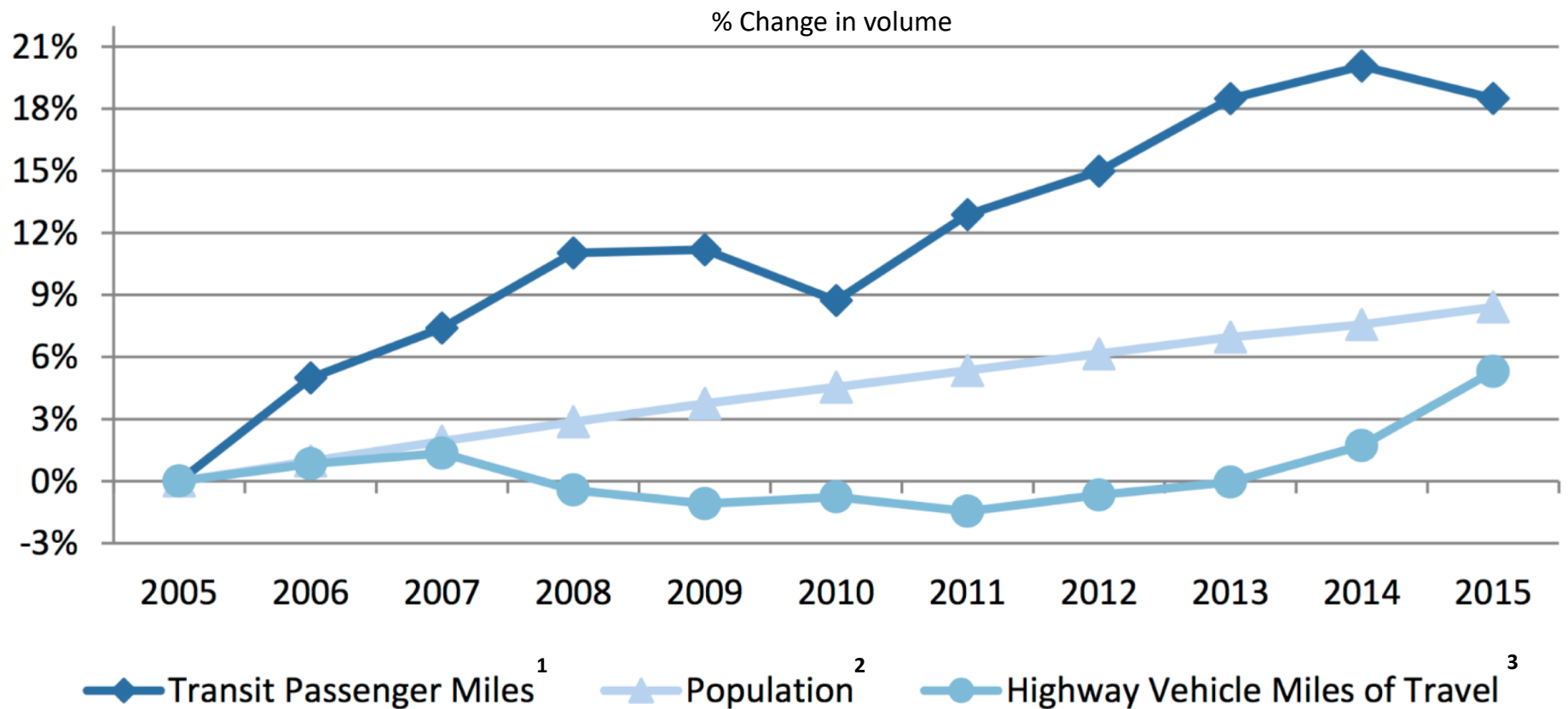


Where is Transportation Headed?

- ➔ Population is growing
- ➔ People are moving around more
- ➔ Technology gets people where they need to go



Transit Use Has Grown Faster than both Population and Highway Travel



Sources: 1. APTA 2. US Census Bureau 3. Federal Highway Administration

The Opportunity for DART



94% Awareness

but only

4% Ridership



**THE POWER OF
BRANDING**

#HungerActionMonth
NTPB.org/NAM



with
Texas
food
bank.

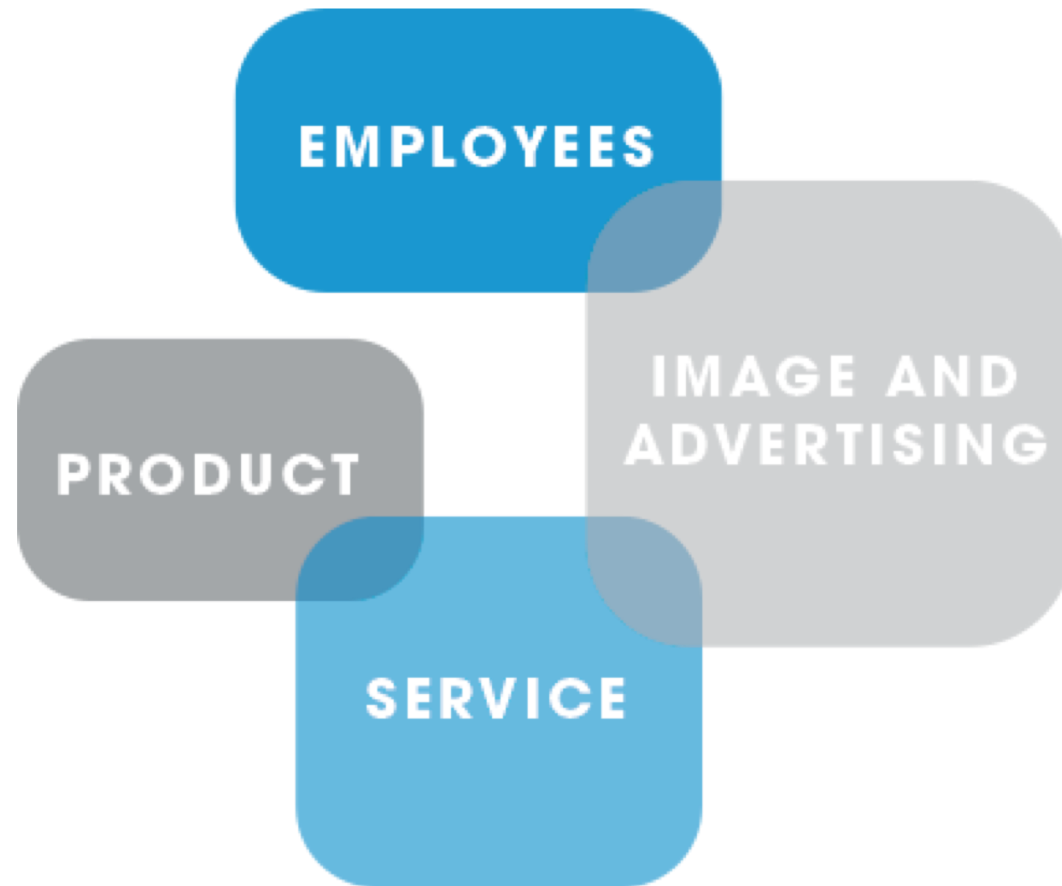
What are Some Brands You Can't Imagine Living Without?



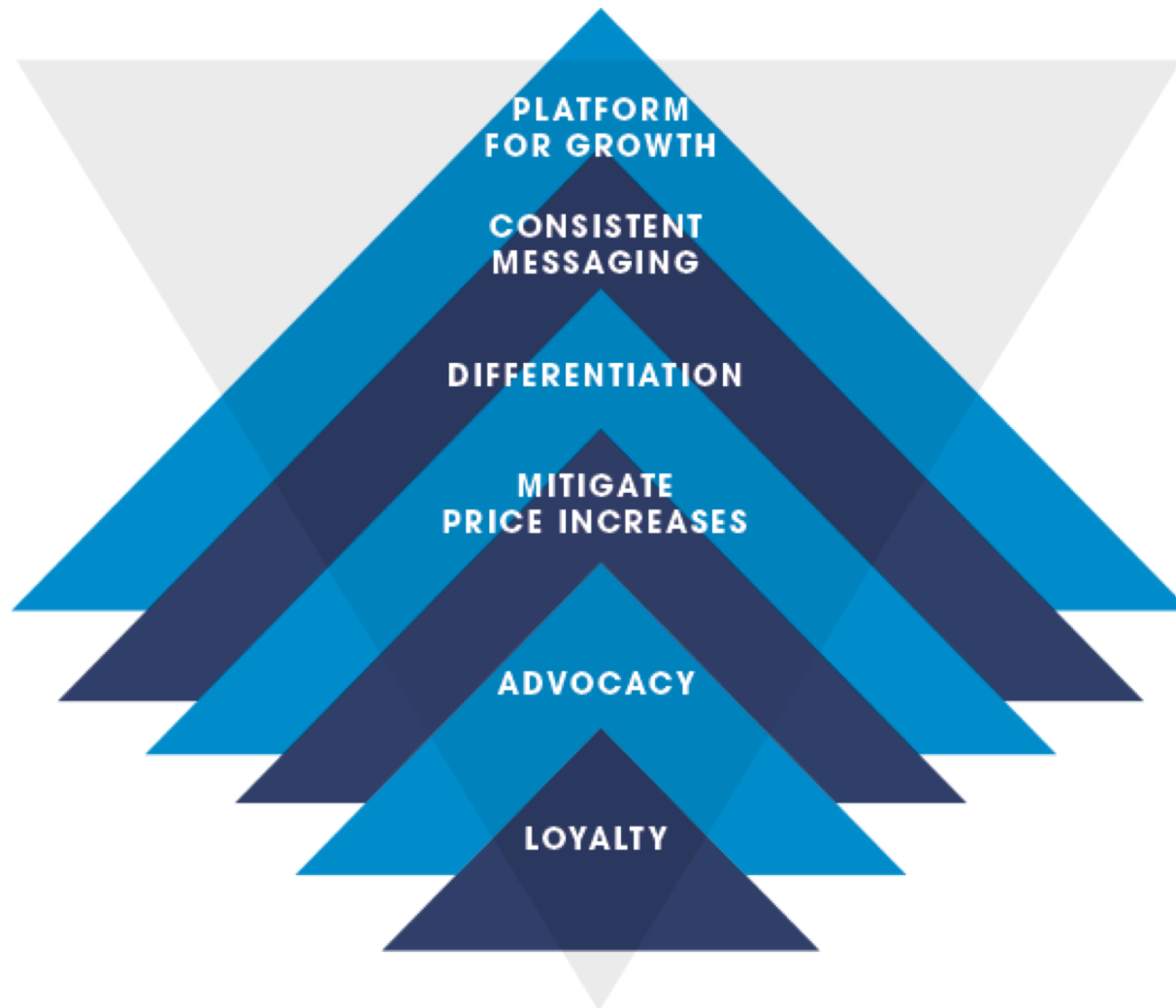
So, What Do You Think When You See...



How Our Riders View the DART Brand



Benefits of Strong Brand Positioning





INTRODUCTION TO THE DART BRAND

Our Branding Starts With Our Logo and Tagline...



let's go.



DART Brand Positioning

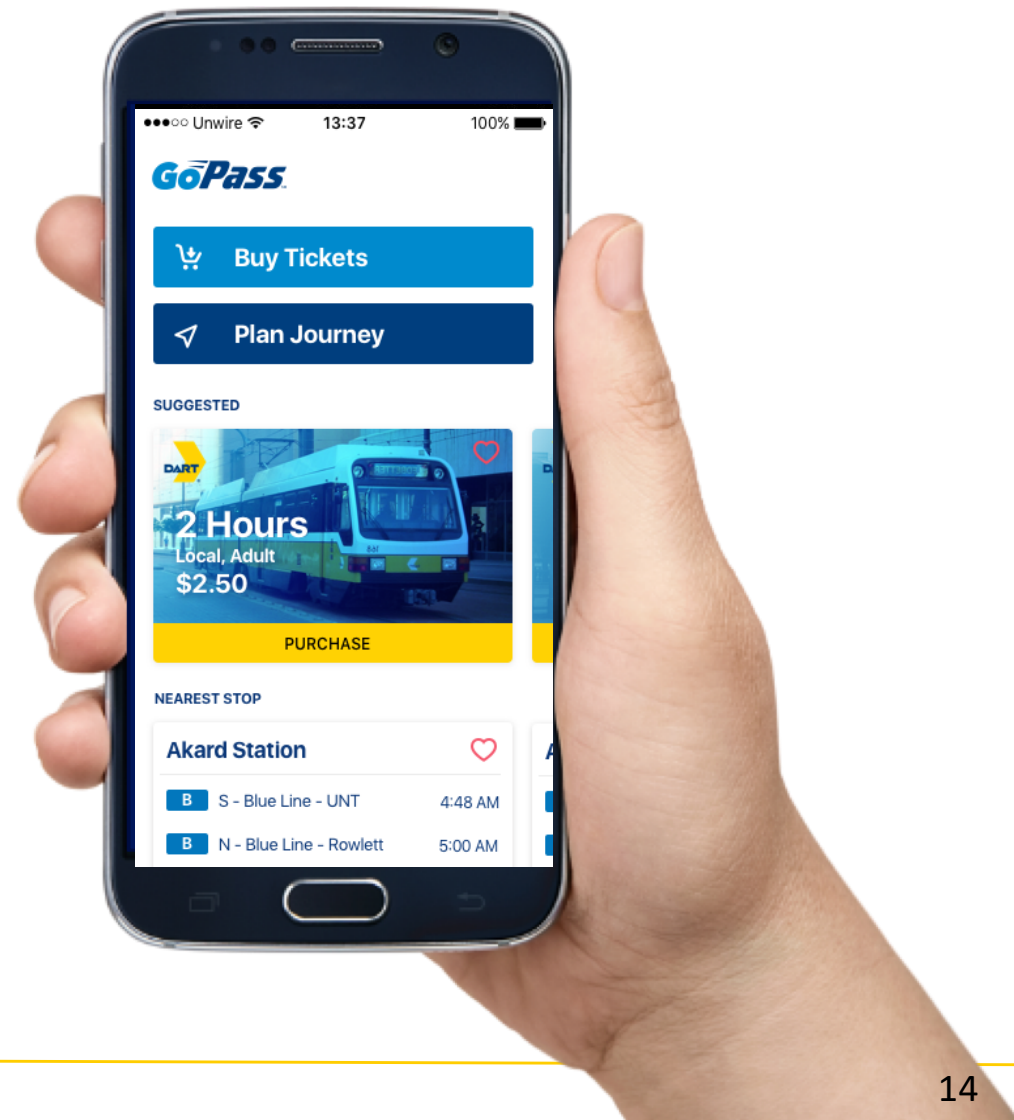
FORWARD-THINKING
PEOPLE TRUST DART
TO EMPOWER THEIR SENSE
OF DISCOVERY BECAUSE DART
IS UNIQUELY INTERCONNECTED
WITH OUR COMMUNITY.

Abbreviated version:

***DART EMPOWERS
DISCOVERY.***



DART Empowers Discovery through TECHNOLOGY



DART Empowers Discovery through CONVENIENCE

- Replaces cash
- Reloadable
- Easy to buy

GoPass TAP



A rev1

DART Empowers Discovery through NEW MOBILITY OPTIONS



DART Empowers Discovery through Customization



DART Empowers Discovery through Customization



A photograph of a city street with a yellow and white bus in the center. The street is wet and reflective. In the background, there are tall buildings and a traffic light. A yellow banner with text is visible on the right side of the image. A large yellow rectangular box is overlaid on the center of the image, containing the text 'NEW DISCOVER CAMPAIGN' in bold blue letters.

NEW DISCOVER CAMPAIGN

#HungerActionMonth

NTPB.org/NAM

with
Texas
Food
Bank

DARTable: (*adj.*)

Enabling you to make a personalized connection to a place, event or experience close to a DART station or stop.

Discover Creative

- Call to Action:
DART.org/DARTable
- Medium:
 - Print Ad
 - Interior Bus/Rail
Poster
 - Out of Home Kiosk

The advertisement is a vertical composition. The top half features a woman with curly hair, wearing a light blue denim jacket over a yellow top, black leggings, and grey boots. She is looking down at her smartphone. To her left, a digital display shows a 'dink' logo and the number '722'. Below the display, the text 'WIDEN YOUR SOCIAL SCENE.' is written in large, white, sans-serif font. In the background, a bus with 'dink' branding is visible. The bottom half of the ad is a light grey background with the DART logo and the slogan 'let's go.' on the left. On the right, there is a short paragraph of text and the website address 'DART.org/DARTable' in a yellow box.

WIDEN YOUR SOCIAL SCENE.

DART *let's go.*

From downtown to Deep Ellum to the Dallas Arts District, DART helps you discover the best of North Texas.

DART.org/DARTable

WIDEN YOUR SOCIAL SCENE.

DART *let's go.*

From downtown to Deep Ellum to the Dallas Arts District, DART helps you discover the best of North Texas.

DART.org/DARTable

TAKE OFF TO TIP-OFF.

DART *let's go.*

DART gives you front-door service to American Airlines Center and all the excitement of the Dallas Mavericks, without any of the hassle.

DART.org/DARTable

WIDEN YOUR SOCIAL SCENE.

From downtown to Deep Ellum to the Dallas Arts District, DART helps you discover the best of North Texas.

DART *let's go.* DART.org/DARTable

TAKE OFF TO TIP-OFF.

DART gives you front-door service to American Airlines Center and all the excitement of the Dallas Mavericks, without any of the hassle.

DART *let's go.* DART.org/DARTable

TURN YOUR COMMUTE INTO A CONCERT.

From the best live music to pop culture and world news, we've got you covered. Check out this month's Top 5 Most **DARTable** podcasts, and take your ears for a ride.

DART *let's go.* DART.org/DARTable

WIDEN YOUR SOCIAL SCENE.

From downtown to Deep Ellum to the Dallas Arts District, DART helps you discover the best of North Texas.

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TURN YOUR COMMUTE INTO A CONCERT.

From the best live music to pop culture and world news, we've got you covered. Check out this month's Top 5 Most **DART**ed podcasts, and take your ears for a ride.

DART *let's go.* DART.org/DARTable

GET TO SOMETHING FRESH.

Discover what's **DART**able

DART *let's go.* DART.org/DARTable

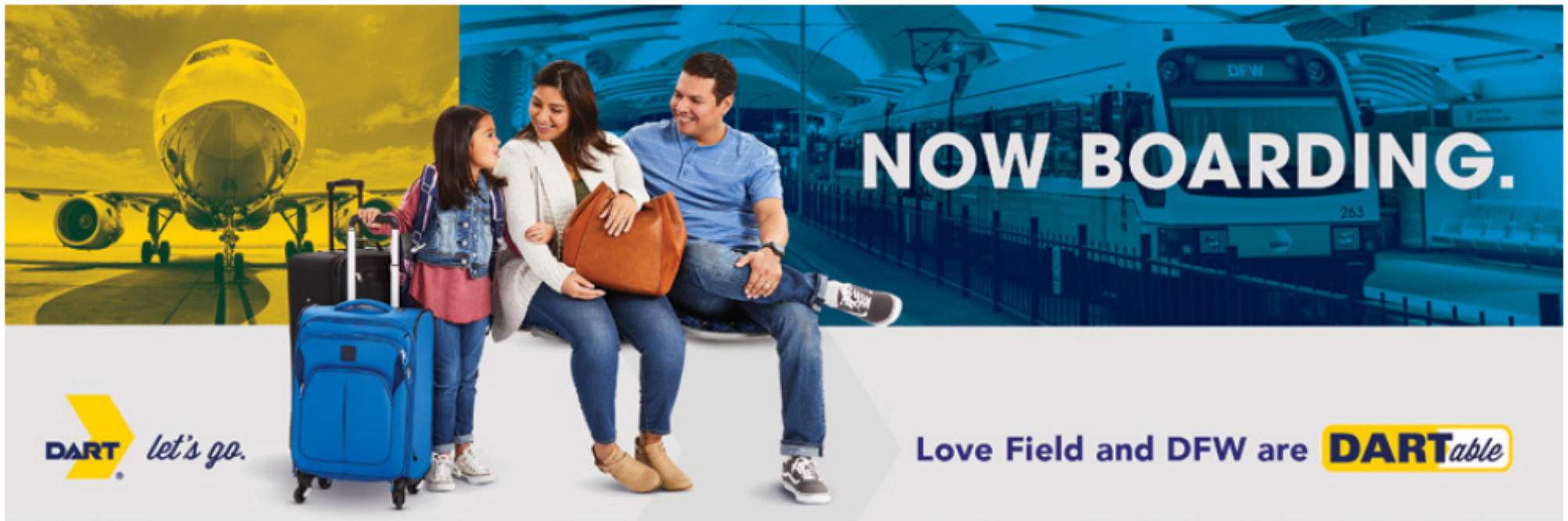
Digital Kit

- Call to Action: DART.org/DARTable
- Target audience: Business Commuters



Airport Creative

- Call to Action: DART.org/airports
- Mediums: OOH; Windscreens



NOW BOARDING.

DART *let's go.*

Love Field and DFW are **DARTable**

SPRING BREAK FASTER.

DART *let's go.*

DFW International Airport is **DARTable**

Winter Airport

- Call to Action:
Orange line and Love Link
- Mediums:
 - Windscreens
 - Infotainment

DASH AWAY ALL.

**PLAN YOUR HOLIDAY TRAVEL
AT DART.org/Airports**

Flying from DFW Airport
ORANGE LINE to DFW Airport Station

Flying from Love Field
LOVE LINK from Inwood/Love Field Station

DART *let's go.*

YOUR HOLIDAY DESTINATION IS **DARTable**

A photograph of a city street with a yellow bus in the center. The street is wet and reflective. In the background, there are tall buildings and a sign that reads "#HungerActionMonth" and "NTPB.org/NAM". The text "Additional Campaign Components" is overlaid in a yellow box.

ADDITIONAL CAMPAIGN COMPONENTS

DARTable Website

DART.org/DARTable



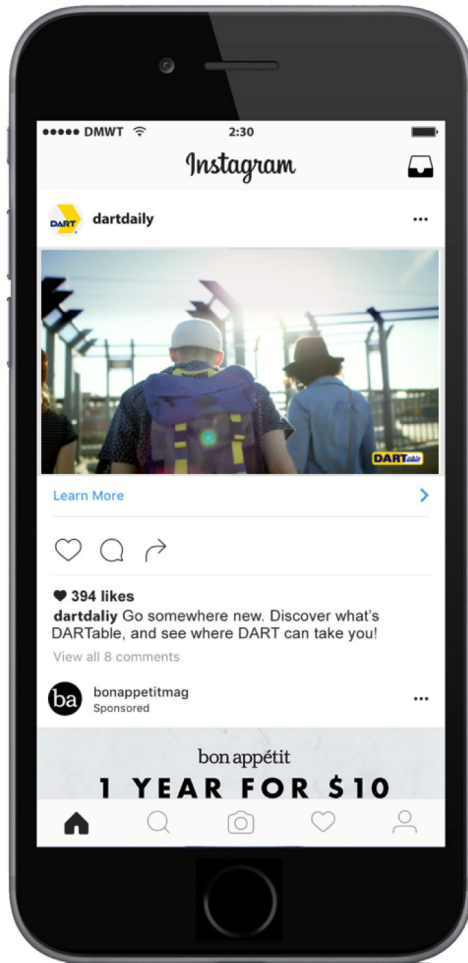
The screenshot shows the DARTable website homepage. At the top, there is a navigation bar with the DARTable logo, a search icon, and links for HOME, EXPLORE, ITINERARIES, PODCASTS, and SUBMIT A GEM. The main header features a large image of a coffee machine with a text overlay: "DARTable JAVA JOINTS Our riders' favorite places to latch onto a latte. LEARN MORE". Below this are three circular icons: a location pin, a checklist, and headphones, each with a corresponding description. The central section has a large image of a man sitting on a bench with a phone, overlaid with the text "WHATEVER YOU WANT TO SEE, DART CAN TAKE YOU THERE." and a "EXPLORE DARTABLE GEMS" button. The "DARTABLE GEMS" section displays four featured locations: Santa Fe Trestle Trail, Top Ten Records, Clothes Circuit, and AllGood Cafe, each with a small image and a "SEE ALL" button. The footer contains sections for "LATEST GEMS", "FEATURED GEMS", "CONTACT INFO" (including address, phone, and social media), and a "NEWSLETTER SIGN UP" form.

DARTable Website – Interior Pages



<https://projects.invisionapp.com/share/KQEE26OG8#/screens/272358774>

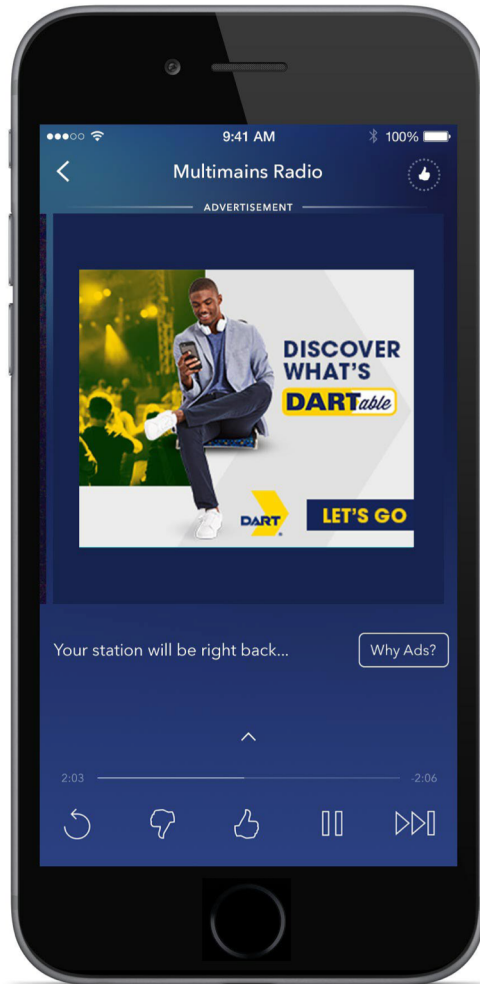
Digital Media - Social Media Video



Links to URL: DART.org/DARTable

The video displayed within social media will display the :15 video not the :30

Digital Media - PANDORA



PANDORA :15

Discover everything that's DARTable.

From Downtown Plano to the Dallas Arts District and beyond, DART connects You to your favorite places to dine, shop and explore.

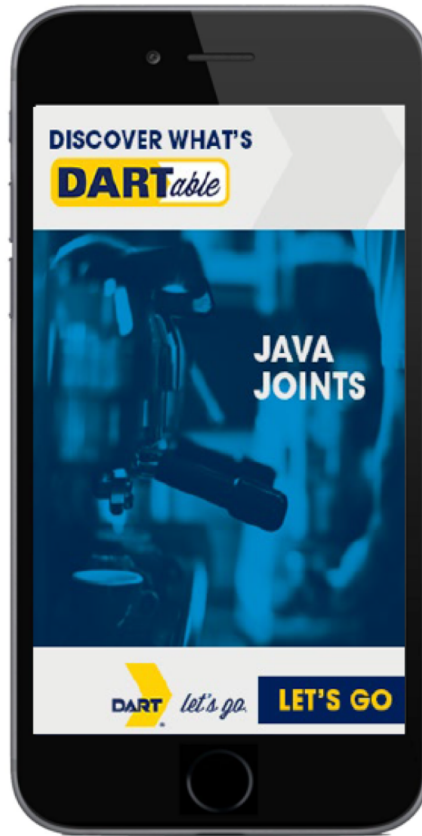
Start your journey at [DART dot org slash DARTable](http://DART.org/DARTable).



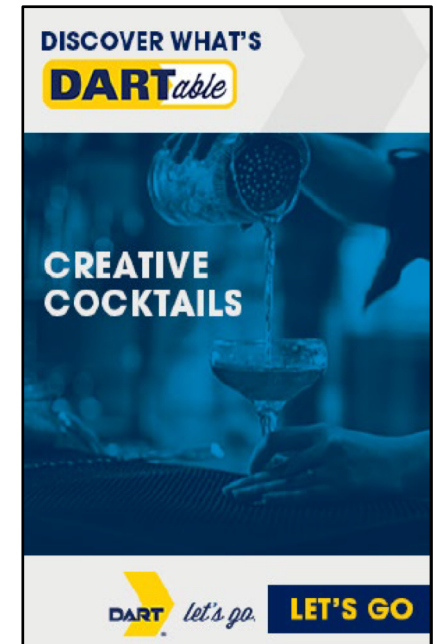
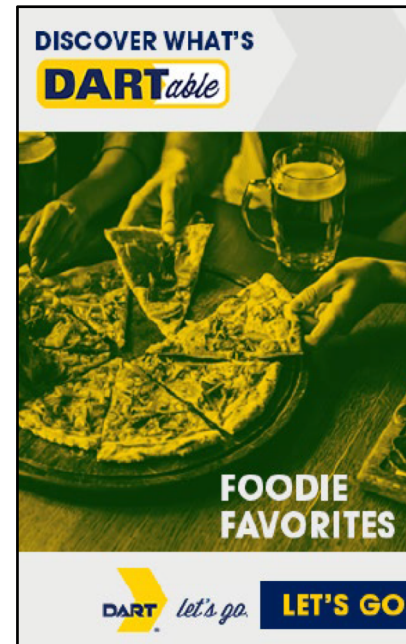
Digital Media - Mobile Ad Units



Mobile Banner



Carousel



DARTable Gem Partnership - Kits

Window Cling



Collateral



USB



Experiential – Activation Booth



A yellow and white bus with the number 41041 is parked on a city street. The bus is the central focus, with its front and side visible. The background consists of several tall, modern buildings with glass facades under a cloudy sky. The entire image has a light blue overlay, and a yellow rectangular box highlights the text in the center.

**THE ROLE WE
ALL PLAY**



Virtually Everything We Do Builds Our Brand

- DART employees
- 5 Star customer service
- GoPass events & offers
- Branded vehicles
- Continued expansion
- Rideshare options
- Smart bus stops & shelters
- Interactive maps
- Cashless payments
- Signage
- Brand campaign

“By turning employees into trusted brand ambassadors, companies bring their strongest asset... in direct contact with their customer base.”

-Forbes

Questions?

Brandi Stringer

bstringer@dart.org

214-749-2663



DART.org



Intelligent Digital Kiosks

Taty Benavidez
Supervisor Production/Distribution
April 29, 2019



Agenda

- Background
- Kiosk Details
- Maintenance

Kiosk Background

- 350 – 500 kiosks deployed, operated, and maintained by Smart City Media (SCM) and Landmark
 - 10 years at no cost to DART; with two, five-year options
 - Deployment at rail platforms and transit centers and other high-traffic passenger sites
 - DART rider and DART organization features/benefits
 - Advertising revenue-sharing
 - Funding for mobile routers for bus fleet and light rail vehicles to enable Wi-Fi
 - Deployment of telecom structures at identified stations

Engagement

Marketing must engage internal resources and be customer facing to be successful

Internal Engagement

- Work with IT to ensure program integration, and real time information
- Work with amenities for deployment
- Work with real estate to align on property locations and approvals
- Work with maintenance team to align with power and fiber connections
- Work with legal in the business set up and arrangement

Customer Facing

- Understand customer needs for directional information
- Align interface with GoPass app and website for ease of use
- Determine local merchant engagement to add value to riders
- Establish real time information to inform re: emergencies and other information
- Ensure the kiosk performs for all customers; ethnicity, disabilities, etc.



KIOSK DETAILS

Kiosk Details

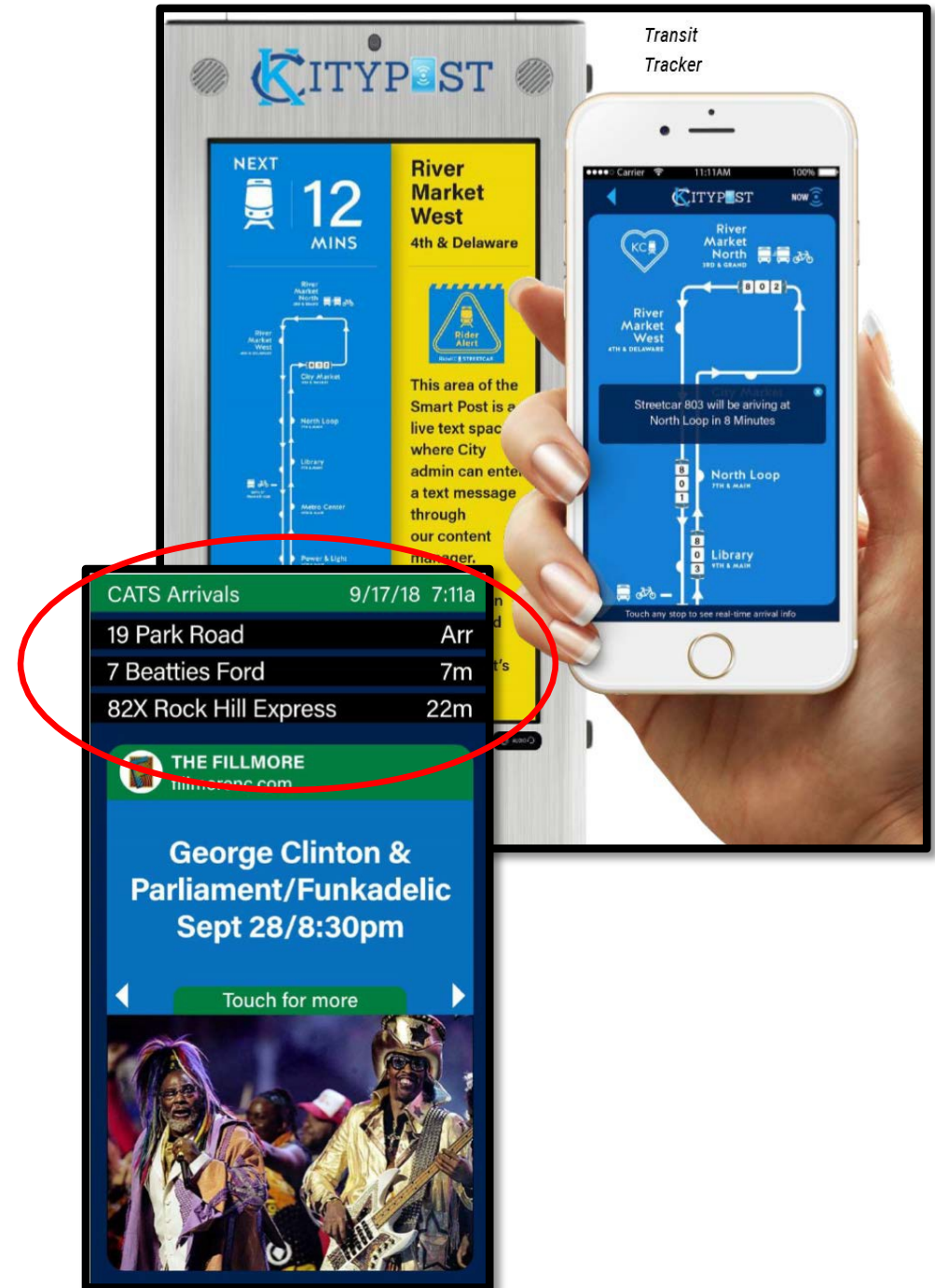
- Two-sided touch screen unit
- Dimensions
 - 8.8 feet tall
 - 3.5 feet wide
 - 55 inch screen
- Design
 - Flexible skin design
- Operations
 - Requires 4 strands of fiber for full operation



Kiosk Details

Wayfinding Options

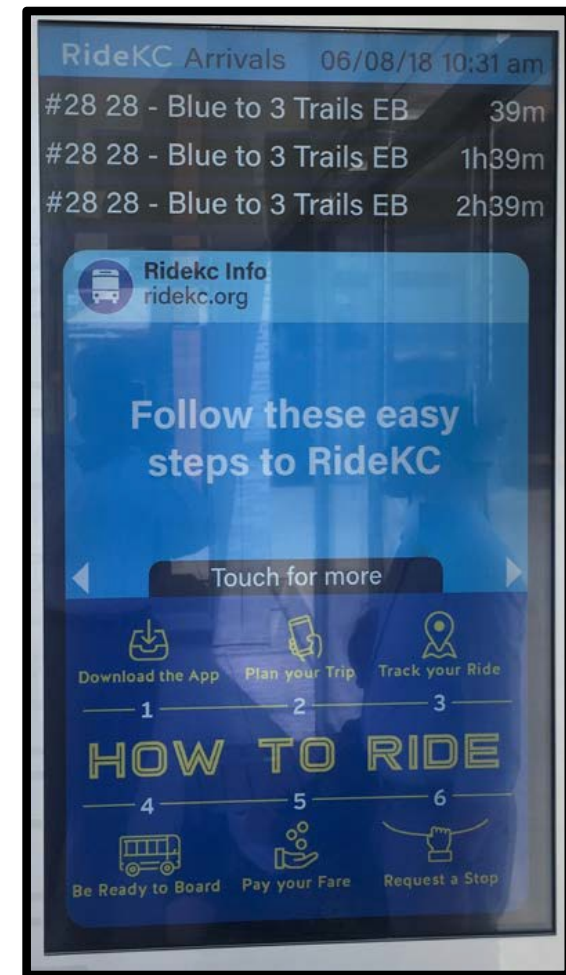
- System will tie-in to our wayfinding system
- Top portion of screen will provide schedule information
- Opportunity to email and/or text directions



Kiosk Details

DART Information

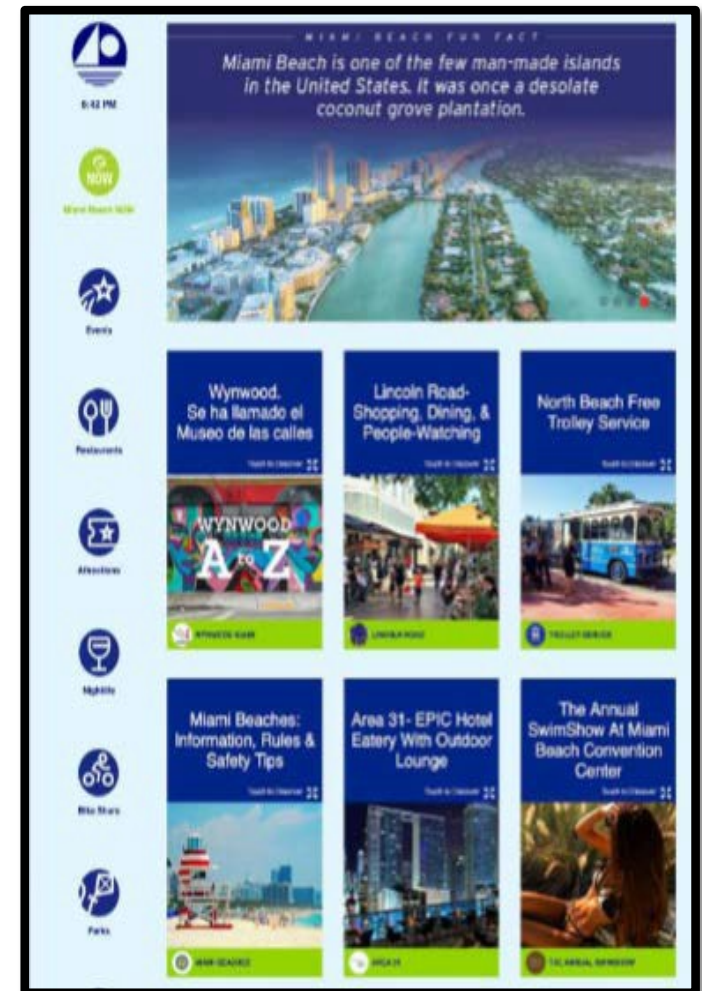
- Opportunity to communicate DART information
 - “How to ride” information
 - Code of Conduct
 - Safety and Security information
- Allows for Emergency Information overrides
 - Train/Bus Issues
 - Bus Bridges
 - Amber/Silver Alerts



Kiosk Details

Localized Information

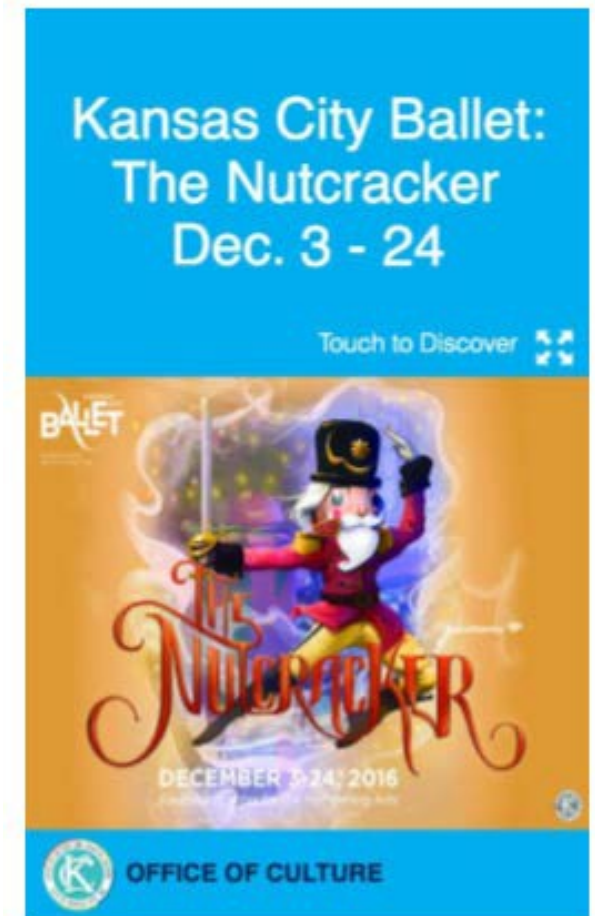
- Opportunity to post local relevant information by category
- Examples may include:
 - Nightlife & Local Hangouts
 - Parks & Recreation
 - Kids & Family
 - Sports/Fitness
 - Live Music Venues
 - Arts & Culture/Shopping
 - Markets & Fairs
 - Weather



Kiosk Details

Advertising

- Opportunity for local advertising
- Support for our local merchants
- Advertising by location of Kiosk
- On average ads play on a loop 10 seconds before it is replaced
- The content: ad ratio is about 2:1
 - 40 seconds of content to 20 seconds ads
- The loop of information is about 5 minutes



Kiosk Details

- Additional Features
 - Wi-Fi hotspot capable
 - Programmed to interface in 9 languages
 - ADA Features
 - Braille labels
 - Audio Jack, speakers and microphone
 - Induction loop for hearing aids
 - Emergency connection and communications
 - Available App and App integration
 - GoPass Tap Validator



Telecom Structure Details

- Telecom structure to generate revenue for small cell
- Opportunity to further enhance connectivity throughout the DART system
- Structures will have cameras and lighting to further enhance safety and security for DART riders



Connectivity throughout our system





MAINTENANCE

Maintenance and Updates

- SCM/Landmark will maintain and repair, if needed, all the kiosks and ensure they operate in accordance with the design and specifications
- SCM/Landmark will provide a refresh for replacement of Hardware between:
 - the 3rd year and 10th year of the term
 - between the 11th year and the 15th year
 - and again the 16th year and the 20th year
- SCM/Landmark is responsible for all software maintenance and updates

Questions?



DART.org