



# FORT WORTH TRANSPORTATION AUTHORITY

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## PLANNING, OPERATIONS & MARKETING COMMITTEE WORKING SESSION

4:00 p.m., Monday, August 21, 2017

Intermodal Transportation Center (ITC)  
1001 Jones Street, 2<sup>nd</sup> Floor Community Room  
Fort Worth, Texas 76102

### Committee Members:

Neftali Ortiz – Chairman  
Dennis Dunkins  
Jeff King  
Jon Michael Franks  
Tito Rodriguez

### Staff Support:

Mike Birch, Operations  
Rebecca Montgomery, Governmental Affairs  
Curvie Hawkins, Planning

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#### A. **CALL TO ORDER**

Neftali Ortiz

#### B. **UPDATES**

1. July 2017 Ridership Update
2. July 2017 Marketing Report
3. July 2017 Transit Master Plan Update

Mike Birch  
Rebecca Montgomery  
Curvie Hawkins

#### C. **ACTION ITEMS**

1. POM2017-12 Government & Social Media Analysis

Rebecca Montgomery

#### D. **OTHER BUSINESS**

#### E. **NEXT MEETING**

*Next meeting September 18, 2017 @ 4:00 p.m. at the Intermodal  
Transportation Center (ITC)*

#### F. **ADJOURN**



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Melanie Kroecker at (817) 215-8621, 48 hours in advance.