

# PROJECT PROFILE



## FACILITATING COMMUNITY CONVERSATIONS FOR STRATEGIC PLANNING PURPOSES, “TARRANT TRANSIT VISION” ‘11

*The T (now Trinity Metro)*

## COORDINATION OF LOCAL MARKETING INITIATIVES ‘19, ‘20, ‘21

*Via in cooperation with Trinity Metro*



In 2011, Project Partners facilitated community conversations for Trinity Metro, the public transportation agency in Fort Worth. At that time, people envisioned calling for a ride from their cell phone app - but that seemed light years away. Almost a decade later, the Trinity Metro ZIPZONE program was launched - the agency’s “first mile/last mile” solution for users of public transportation - through an on-demand rideshare service, Via. In 2019, Project Partners worked with Via to supplement their local outreach initiatives for the launch of ZIPZONE in the Mercantile area, and again in 2020 and 2021 for the launch of ZIPZONE in Crowley and the Near Southside.

“Thank you so much for your efforts to promote ZIPZONE in Crowley and Near Southside!! I know the turnaround time was quick, but your efforts were mighty and we can’t say thank you enough! Great work!”

Cequila Greer, Sales/Business Outreach Manager  
Trinity Metro

“We made the right decision when hiring Project Partners to facilitate our community conversations, a part of our strategic planning process. Lerii was a master at engaging our diverse stakeholder groups, and their detailed report of the comments has guided our follow up actions. This process was one of the most effective we have experienced in gaining input from a broad base of stakeholders.”

Nancy K. Amos, Former Sr. Vice President  
The T (now Trinity Metro)

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## NORTH TEXAS CLEAN AIR COALITION '95, '96, '01 - '11

*In cooperation with the Fort Worth Chamber of Commerce, the Dallas Regional Chamber, North Texas Commission, North Central Texas Council of Governments, The T, and DART.*

In 2007, while providing comprehensive project direction for the NTCAC board and committee and complete event management and business outreach/marketing services across the region, Project Partners was engaged to develop and manage a sponsorship program. With the board members and task force, Project Partners developed the strategy and implementation of the new sponsorship program—the sponsorship levels, benefits to those levels, the marketing materials, the processes of prospecting, cultivating, and soliciting donors and the required follow up. More than \$500,000 was pledged to the program. In 2008, while continuing to provide the project direction, event management, fundraising, and marketing/community outreach services, we provided strategic planning consulting services, budget development and implementation as well as research and application for 501c3 status. The status was granted in September 2008. Project Partners then provided comprehensive project direction and management of this small nonprofit, working with hundreds of employers in the North Texas region to do their share for cleaner air.

**“Project Partners provides expert management of all components of our small nonprofit. They make us [board members] look good.”**

Richard Maxwell, Vice President of Marketing  
The T and 2010 Chairman

**“The expertise and service you provided was extraordinary. You coached and guided us to achieve the engagement of others that we needed.”**

Cathy Altman, Partner  
Carrington, Coleman, Sloman & Blumenthal  
Former Chair of the Board

**“The Coalition would not be the success that it is today without the help of the Project Partners team.”**

Chris Klaus, Senior Program Manager  
North Central Texas Council of Governments

**“I highly recommend Project Partners. We would not have been as successful without them.”**

Nancy K. Amos, Senior Vice President,  
The T