



PERFORM WORKSHOP

NOVEMBER 29, 2017

Top Ten Challenges for STAR Transit

1. Equity: between jurisdictions; for riders
2. Evaluating growth challenges and opportunities
3. Managing the reliance on LogistiCare
4. Transitioning some services to fixed routes
5. Planning for capital funds
6. Developing a reserve
7. Don't be an enabler
8. Don't adopt every puppy
9. Don't forget depreciation
10. Correctly pricing and sizing service levels

Strategic Planning Example

October 2014 Board Approved Five Year Goals

1. Provide a two bus circulator/trolley in Mesquite, Balch Springs, Terrell, and an Ellis County city
2. Provide commuter services to DART Transit, including:
 - Rockwall to Rowlett
 - Town East Mall to Central Dallas
 - Terrell to Central Dallas
 - Kaufman to Central Dallas
 - Ellis County city to Central Dallas
3. Develop partnerships with cities seeking expanded services
4. Significantly reduce fuel expenditures through policies, practices and facilities
5. Capture, analyze, and apply the data necessary to drive decisions
6. Provide two additional Park n Rides
7. Adopt and implement a policy related to City/County memberships
8. Fully staff & compensate to mission



**It's all About
Partnerships**

Board Policy Regarding Partnerships

- All service based on a standardized hourly cost of service across all geographic areas.
- Each jurisdiction/geographic area is required to be self supporting.
- Equity for our local partners requires Regional/State/Federal subsidies and local match benefits riders in the appropriate geographic area.

Cost Per Service Hours – Policy Highlights

- **Public Partnership Service:** Regularly occurring service under a public partnership program is \$50.76 per hour for FY17; \$48.16 in FY18
- **Contract Status:** All services are dependent on an up to date agreement between the private entity, agency or jurisdiction in which service will be provided.
- **Off-sets for Governmental Entities:** Agreements for Public Partnership Service include off-sets to the operational and capital elements as are consistent with the cost savings, revenue enhancement, or reimbursement eligibility of the particular off-set.

Board Budgeting

1. STAR Transit establishes its annual cost of service and estimated Regional/State/Federal funding levels each May.
2. STAR Transit provides notice to local partners of the required local match in an annual cost of service letter.
3. Local governments inform STAR Transit in June/July/August each year regarding their local match commitment.
4. STAR Transit adopts its annual budget by late August based on local match to be provided from its local government partners.
5. This new policy/process initiated in 2016 for FY17 is based on board policy adopted in June of 2016; continued for FY18.

Annual Steps to Excellence

Board Retreat Discussions



Adopt updated 5 year goal



Adopt updated 12 month goals



Adopt annual cost of service



Adjust services as necessary based on goals, objectives, costs and local input



Adopt annual budget



Review annual audit



Review monthly and annual reports

Impact on Agency

Partnership = Accountability + Pressure + Improvement

- Reporting - each contractual partnership requires monthly reporting of trip information
- Governance – contractual partnerships have increased board representation
- Oversight – contractual partnerships have resulted in quarterly monitoring for program compliance

Impact on Agency Cont.

Partnership = Accountability + Pressure + Improvement

- Cost of Service – partnerships demand a competitive price of service.
- Competition – partnerships will create pressure to remain competitive with other transportation options
- Efficiency – Phone system, scheduling software, mapping and financial system upgrades had to be made to keep pace with new partnerships
- Communications – Need to push message to potential new riders and to partners

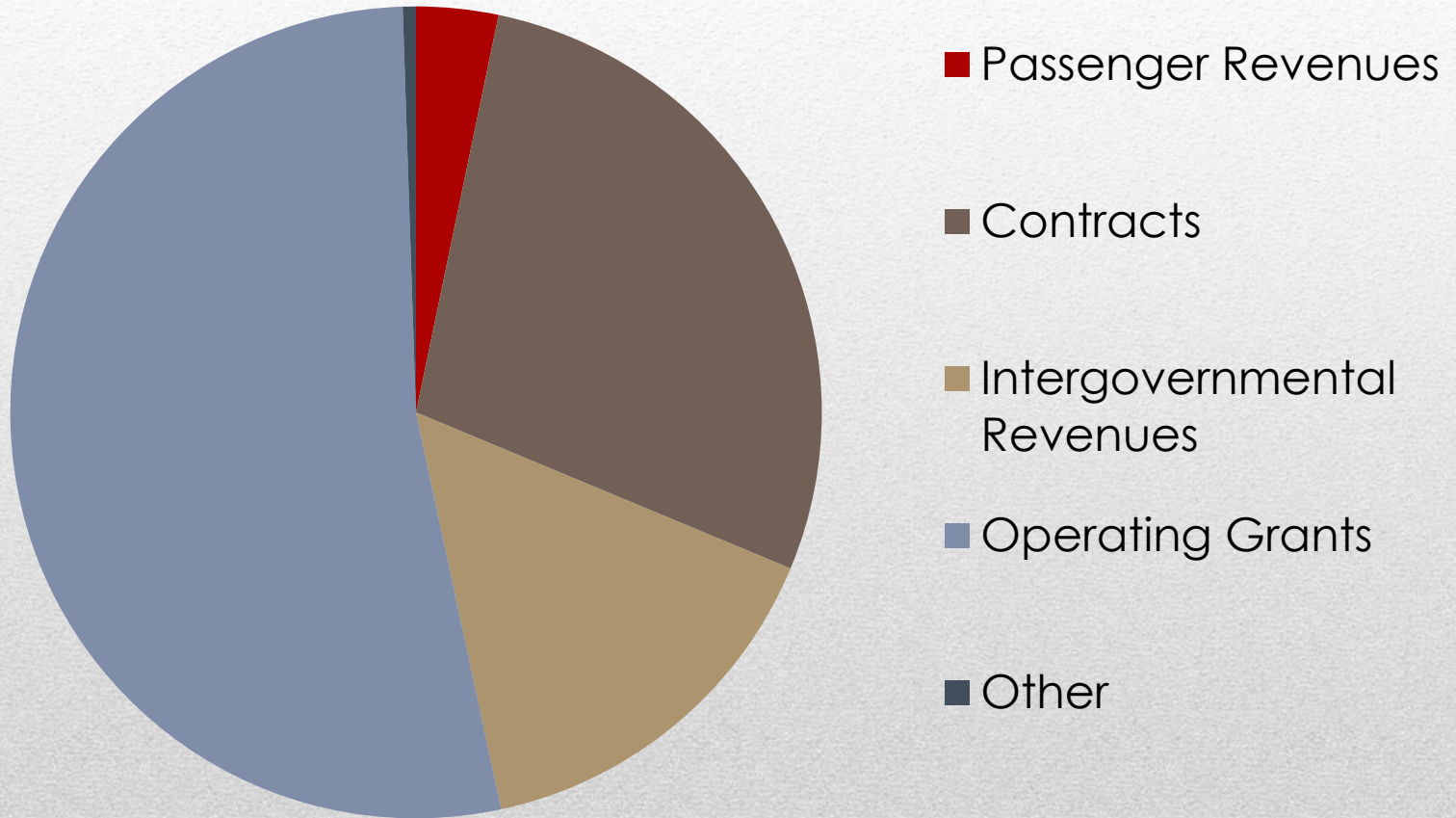
Operating Expense Growth

Fiscal Year	Total Operating Expense	Year over Year Growth %
2011	2,658,733	-
2012	2,733,905	3%
2013	3,096,043	13%
2014	3,995,794	29%
2015	5,182,199	30%
2016	5,362,812	3%
2017 Estimate	5,633,406	5%

FY2017 Projected Operating Expenses

Description	Jan YTD Actual	Feb-Aug Projection	FY2017 Projection
Salaries	1,187,130	1,927,611	3,114,741
Benefits	298,157	484,135	782,292
Retirement	8,869	53,780	62,650
Vehicle Insurance	39,148	54,807	93,955
Supplies	54,062	75,686	129,748
Fuel	214,284	329,997	544,281
Utilities	54,291	76,008	130,299
Repairs and Maintenance	49,623	76,419	126,041
Marketing	82,377	115,328	197,705
Employee Recruitment	5,616	7,863	13,479
Information Technology	82,560	115,583	198,143
Other Operating	100,030	140,041	240,071
Reserves	-	-	-
	2,176,147	3,457,259	5,633,406

STAR Transit Funding – FY16



Municipal Support

STAR Transit expects the local government to provide secure parking for vehicles and install signs/facilities at bus route on fixed routes only, not Demand Response.



STAR Transit expects the local government to provide a local match so that STAR Transit can access Regional, State and Federal Funds.



Rural Transit Districts Can Address Urban Gap Service Issues

Successful Partnerships

We've transitioned from occasional MOU's or ILA's to address single issues of concern to a philosophy of securing long-term partnerships.

Our current agreements include:

Kaufman County (includes all cities in the County), Rockwall County

Cities of Mesquite, Hutchins, Seagoville, Balch Springs, Rockwall, Royse City, Fate, Rowlett

DART/Mesquite/STAR Transit: Lawnview/Buckner DART Stations

DART/STAR Transit: Inland Port Stations

LogistiCare

Individual public and private locations

Regional Transportation Council

TXDOT

Thoughts on the Big Partner

The Basics

- DART is a great asset to DART Member Cities
- DART's capital investment is second to none
- DART should have policies that protect its tax paying members and its capital investment
- Citizens in DART's service area have access to world-class transit
- A city joining DART's service area will provide more and better service to its citizens

The Conclusion

- We talk to DART as often as possible
- We support cities choosing DART over STAR
- We believe in formalizing access agreements

Big Picture

1. New STAR Transit Inland Port Services

Job Access to South Dallas Inland Port Area (Hutchins and surrounding areas). Riders will be able to commute to jobs with late night and early morning shift start times. (Started February 13, 2017)

2. Planned STAR Transit Rapid Response

DART and STAR Transit are part of a national Pilot Study to bring high-tech response capabilities to public transit.

Inland Port areas cities will be included in this test zone.

Riders will benefit from increased response times and greater flexibility.

3. A Growing System

Residents start with access throughout the City and throughout the STAR Transit Service area.

Grow the service to neighboring cities and DART.

STAR Transit for DeSoto

Category	Amount	Notes
Service Days	250	STAR Standard
Buses Per Day	5	
Average Hours Per Bus	8	
Daily Hours	40	Mix of Services
Hourly Cost	\$50.76	FY17 Standard
Annual Operating Cost	\$507,600	Cost to STAR Transit
Off-sets	60%	“Net” Subsidy
Annual Subsidy	\$304,560	
Annual Cost to City	\$203,040	
Monthly Cost to City	\$16,920	Standard Billing

STAR Transit FY18

- ✓ Continue Focus on the Rider
- ✓ Downward Trend of Hourly Operating Costs
- ✓ Search for Partnerships with Businesses and Local Governments
- ✓ Greater System Benefits = Greater Mobility
- ✓ Our Goal: Lower Costs and Increased Ridership
- ✓ Greater use of Fixed Routes

More information

www.STARtransit.org

The screenshot shows the STAR Transit website's 'Fixed Route Trip Planner' interface. At the top, the STAR TRANSIT logo is on the left, and navigation links for 'ABOUT', 'NEED A RIDE?', 'COMMUTE TO DART', 'FIXED ROUTES', and 'CONTACT' are on the right. A 'Toll Free: 877-631-5278' link is also present. Below the navigation is a 'GENERAL DIAL-A-RIDE INFORMATION CLICK HERE' button. The main section is titled 'Fixed Route Trip Planner' and contains input fields for 'Starting Location' and 'Destination', a 'Depart at' dropdown set to '8:53 AM', and a date field set to '6/30/2017'. A 'GET DIRECTIONS' button is located to the right of the date field. Below the input fields is a map of the service area, showing routes between Mesquite, Balch Springs, Seagoville, Rockwall, and Kaufman. A 'TRANSFER TO DART' icon is visible on the left side of the map. At the bottom of the map, there are buttons for 'BALCH SPRINGS MIDTOWN EXPRESS', 'SEAGOVILLE EXPRESS', 'KAUFMAN TROLLEY', 'COMPASS', and 'MEDICAL DIAL-A-RIDE'.



[FACEBOOK.com/STARtransit](https://www.facebook.com/STARtransit)

877-631-5278