



DeSoto City Council

DeSoto Strategic Public Transportation Planning Study
February 17, 2012



Presentation Last Year Feb 2012

- Highlights of Project Research
- Study Recommendations
- Case Studies from other local communities
- Question and Answer

Feasibility Questions

1. What level of need for public transportation exists?
2. What is the current level of community support for public transportation in DeSoto?
3. What types of public transportation services will best satisfy community transportation needs?
4. Do these services have the potential to operate in a cost-effective manner?
5. Should DeSoto proceed with the development of a public transportation system?

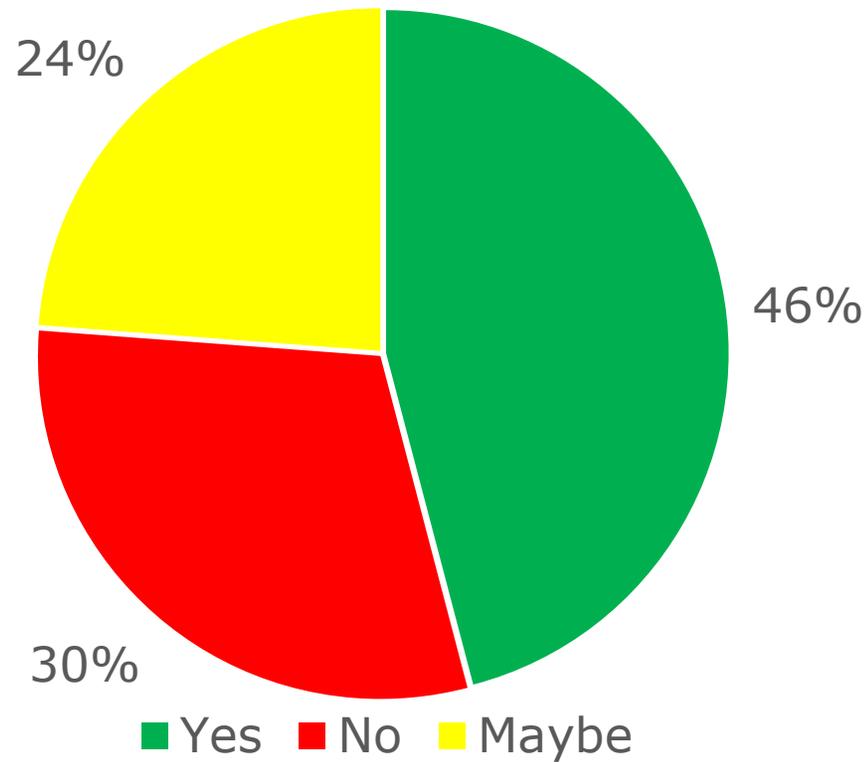
Study Process

- Compiled data from NCTCOG, the City, Previous Reports, city leaders, other transportation studies
- Engaged and asked the community to participate in a survey to gauge their thoughts
- Advertised the survey in all the public forums.
- Met with stakeholders, HOAs, senior housing, elected officials, representatives from BSW cities



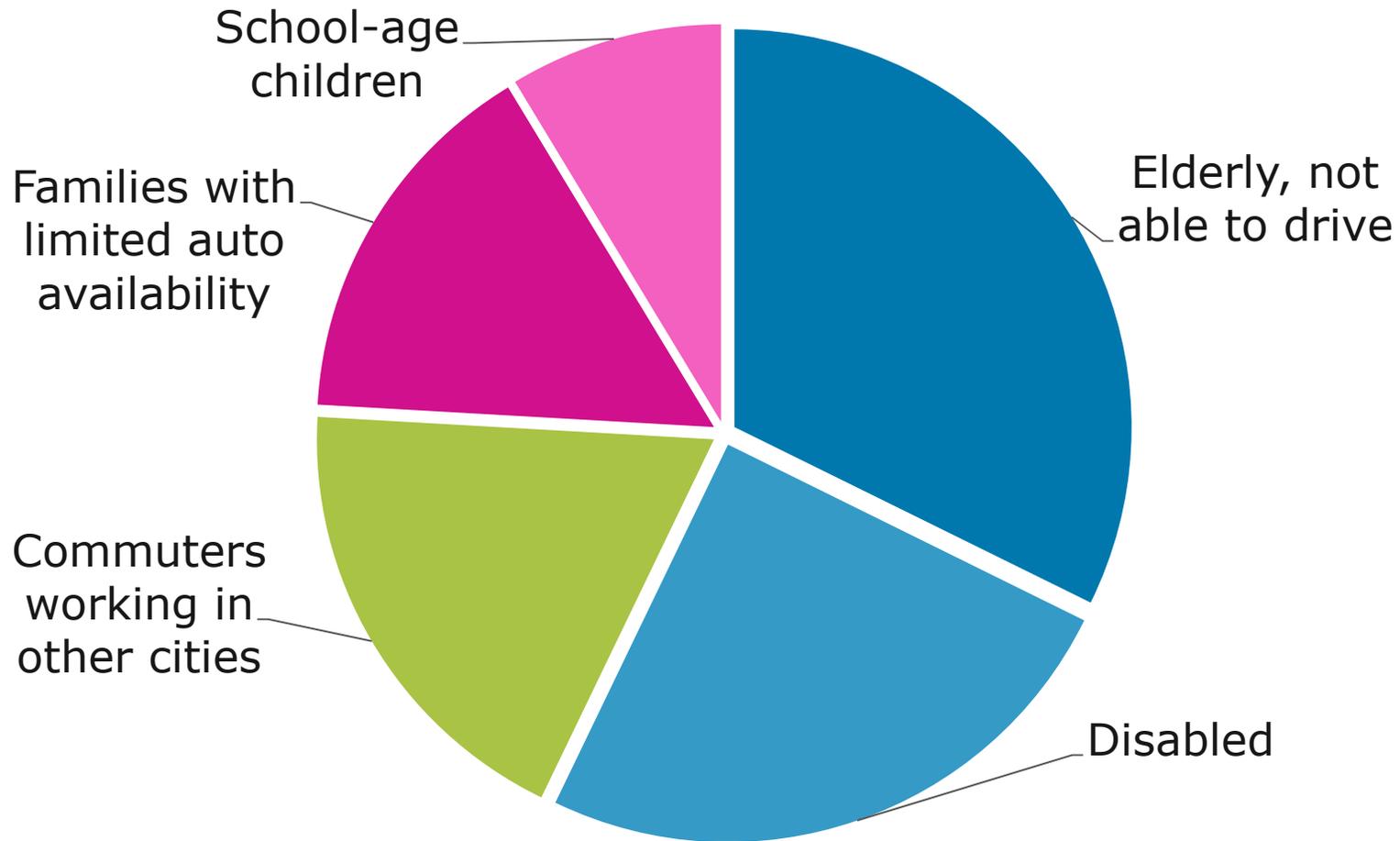
Travel Survey -- What did we learn?

If Public Transit were available would you use it?



Travel Survey (cont.) -- What did we learn?

Which people might be best served by public transportation?

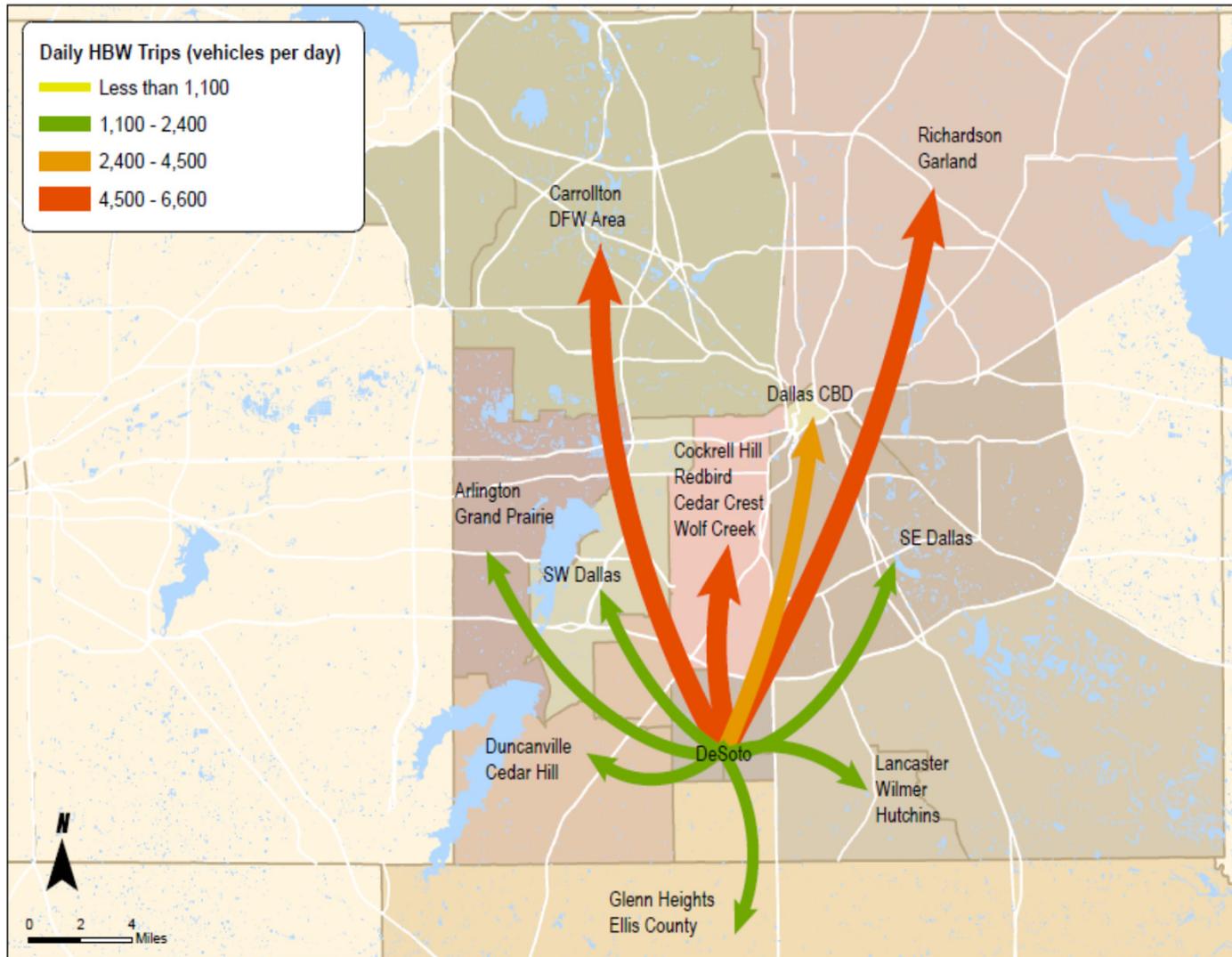


Travel Survey (cont.) -- What did we learn?

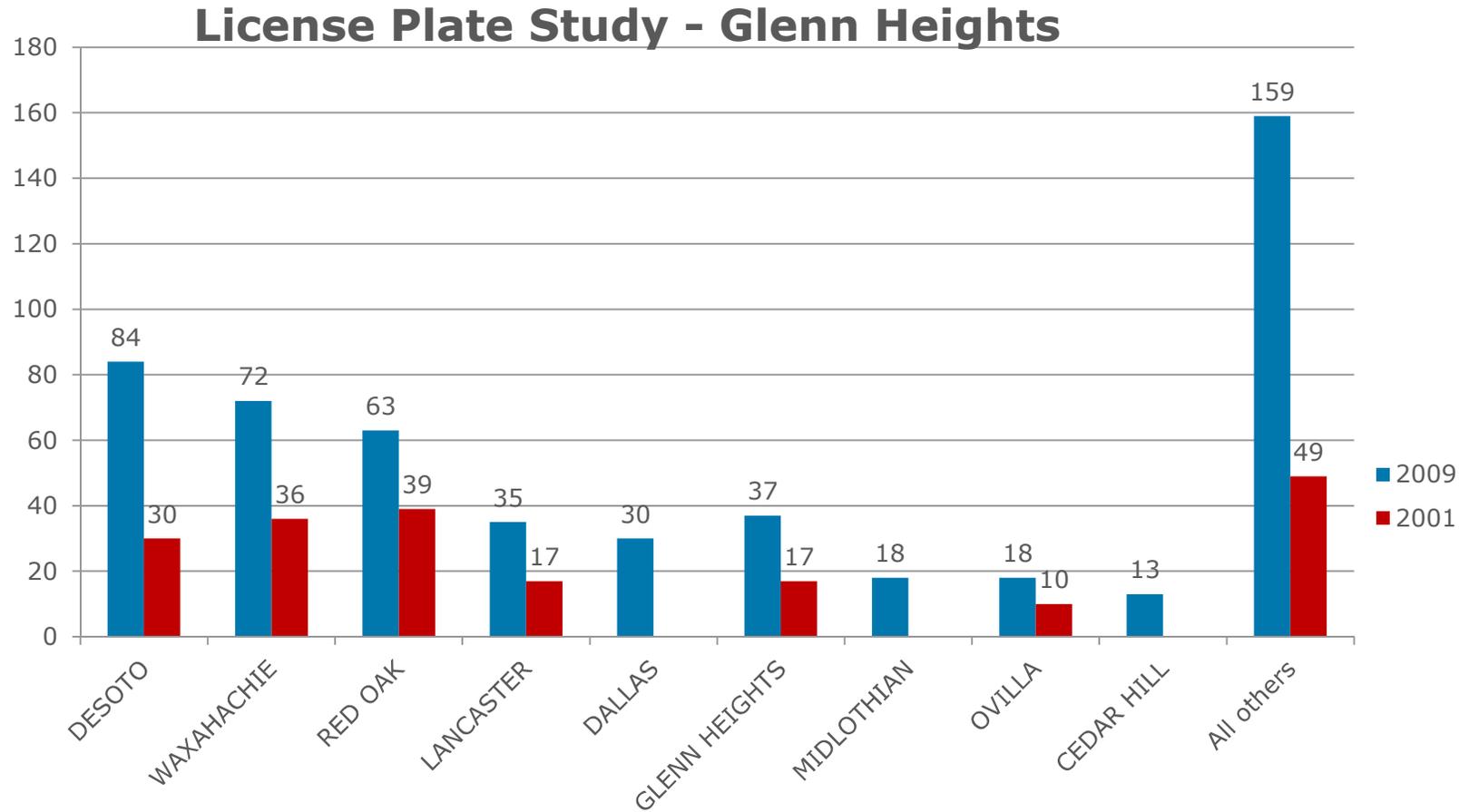
Potential Transit Travel Markets Identified:

- Regional Commuters
- Local Commuters
- Local non-work trips
- Local transport for Persons with Disabilities/Seniors
- Youth Transportation
- Airport Transportation

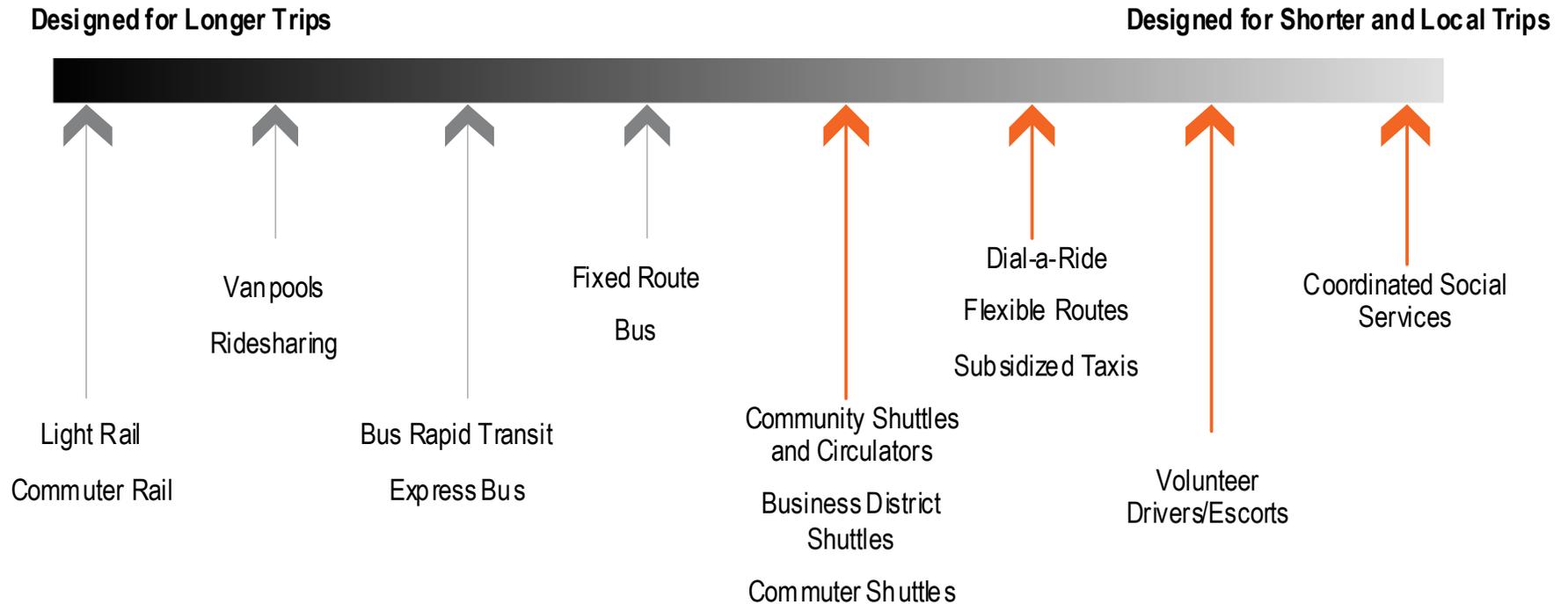
Regional Commuters



LICENSE PLATE STUDY AT GLENN HEIGHTS



Range of Public Transportation Options



Other Evaluation Criteria

- Community Support
- Ridership Potential
- Total Cost
- Cost per Rider
- Implementation Issues
- Timeframe

Conclusions

- There is a small and growing demonstrated need for public transit in DeSoto.
 - Regional Commuters
 - Seniors and people with disabilities
 - Families without access to autos
- There is a degree of support for some form of public transit in DeSoto, however;
 - Unclear what differences would exist if costs were in the equation and an actual proposal were in front of people.
 - There are people either completely opposed to or see no need for public transit in DeSoto

Conclusions (cont.)

- Types of service most likely to be provided successfully:
 - Local circulation
 - Commute alternatives with focus on regional trips, especially Downtown Dallas
- Can such services be provided cost-effectively?
 - Traditional transit – very unlikely
 - Smaller scale, community-based and supported efforts far more potential with much less cost risk
- Recommendation
 - Our recommendation, start with a small scale investment, then grow as the need and the level of community support indicate.

Phasing and Implementation

Phase 1-- Near term actions:

- Provide carpool matching assistance to DeSoto residents
- Provide vanpool matching assistance
- Initiate a taxi subsidy program
- Volunteer driver program
- Coordinate with other BSW cities
- Expand coordination with DART

Potential Phasing and Implementation (cont.)

Phase 2– Intermediate term actions:

- **Begin a startup shuttle service.**
- **Begin a DeSoto park and ride lot.**
- **Expand the city's role in coordinating local transportation.**

Potential Phasing and Implementation

Phase 3-- Longer term actions:

- Evaluate/ modify local services already operating
- Consider a more formal relationship with DART

Potential Costs

	Estimated Capital Cost	Estimated Additional Annual Operating Cost (Over Current City Budget)	Potential for Cost-Sharing with other BSW cities
Phase I			
Carpool Matching	\$0	\$10,000	Yes
Vanpool Matching	\$0	\$10,000	Yes
Taxi Subsidies	\$0	\$50,000	Yes
Volunteer Driver Program	\$0	\$20,000	Yes
DART Coordination	Up to \$40,000	Up to \$140,000	Yes
Phase II			
Startup Shuttle Service	\$600,000	\$600,000	Yes
Open Park & Ride Lot	Up to \$40,000	\$10,000	Yes
Expand the City's Role in Coordinating Local Transportation	\$0	Up to \$300,000	Yes

Case Study – Carpool Matching

- “Try Parking It”
 - Regional program operated by NCTCOG
 - A few handfuls of DeSoto residents already registered
 - Very low cost as NCTCOG service available to everyone
 - System is well utilized

- Strategy
 - leverage this existing free resource by increasing awareness within the City and making people aware it exists.

Case Study – Vanpool Matching

- Three Vanpool Programs in Region
 - All only require that one end of the trip be in their area (DCTA, DART, The “T.”)
 - Some vans already operating out of DeSoto
 - Service is self-sustaining
 - Matching accomplished through “Try Parking It”

- Strategy
 - Increase awareness of service
 - Recruit riders into empty seats for Vanpools already operating out of DeSoto
 - Offer to provide vans, or reduced fares as start-up incentive

Case Study – Taxi Subsidies

- Plano Senior Rides Program
 - Subsidized taxi fares – user covers 25% of cost – DART pays other 75%
 - 1,900 subsidized trips to 80 individuals in 2009/2010
 - Overall program cost \$50,000, \$25,000 in fare subsidy, other half is direct expenses and administrative cost.
 - Average cab fare per trip – about \$13.00

 - Strategy
 - Work with local cabs to get more vehicles staged in BSW
 - Establish budget
 - See if other BSW cities are interested.
 - Coordinate with DART/Plano to learn from their experience

Case Study – Volunteer Driver Program

- Metrocrest Cities

- Been operational for 30 years
- 30 volunteer drivers, also one full time and two part–time drivers
- Volunteers do about 30% of all trips
- 4,000 trips to 250 individuals last year.
- Annual cost – about \$80,000
- Costs shared between users, cities, TxDOT, & private donations

- Strategy
 - Visit with Senior Adult Services – Metrocrest cities
 - Establish volunteer corps
 - Assess potential to use DeSoto Senior Center vans
 - Establish coordinator/call center

Case Studies – DART Coordination

- Mesquite -- Coordination with DART
 - Relatively new DART policy to contract with non-member cities.
 - Allows non-member cities to purchase services from DART – two buses with a total annualized cost of about \$312,000 in FY 2012.
 - Mesquite, after about 10 years, now has its own service in partnership with DART.

- Strategy
 - Begin with simplicity, coordination of carpool/vanpool services
 - Set up discussion around feeder/shuttle services
 - Work with DART to assess other opportunities for coordination and funding

Case Studies – Community Shuttle Services

- Grand Connection – Grand Prairie
 - \$600,000 per year operating cost
 - 12 vehicles
 - 10 employees, 7 are drivers
 - 46,000 trips per year, mostly local some to regional medical facilities
 - Serves people age 60+ and people with disabilities
- Mesquite – MTED
 - \$650,000 per year budget
 - 11 vehicles
 - 13 employees, 11 are drivers
 - 40,000 trips per year, mostly local, some trips to regional medical facilities
 - Serves people age 60+ and people with disabilities

Case Studies – City Park and Ride Lot

- Mesquite
 - Acquired rights to use stadium parking from ISD
 - Invested \$30 to \$40,000 in improvements
 - 207 parking stalls
 - Serves as major point of departure for DART service
 - Operating and maintenance costs absorbed by City Parks and Recreation

- Strategy
 - Identify suitable location in DeSoto
 - Assess improvement, including security, and operating costs
 - Offer initially as carpool/vanpool meet up location
 - Could be location for coordinated DART service to?

Case Study – Transportation Coordination

- Community Transportation Network
 - Over 75 Metroplex communities and organizations are members
 - Organization helps members find way to eliminate mobility barriers and close gaps in service
 - Meets bi-monthly.
- Strategy
 - Attend CTN meetings to assess usefulness to DeSoto
 - Approach other BSW cities about working together
 - Consider forming joint non-profit (like Metrocrest cities) to look at ways to enhance mobility and administer a wide variety of programs.

The Arlington Experience

- Arlington Handitran
 - 117,000 passenger trips per year
- Arlington Trolley
 - Arlington Entertainment Area Management District – organized under municipal management district
- Ride2Work
 - Low income, (not eligible for Handitran) ride to work program
 - Four year pilot
- The “T” Express Bus Service
 - Partnership between city and The “T”
 - Arlington to downtown Fort Worth
 - 2008 cost was \$150,000 per year
- UTA Shuttle Services
 - UTA funded intra-campus shuttle system.
 - Also tried Trinity Rail to UTA campus shuttle for a year.

Summary of Financing/Funding Options Strengths and Weaknesses

Funding Type	Strengths	Weakness
Federal Funds	<ul style="list-style-type: none"> · Often available to assist with planning, startup, or capital acquisitions · Several different funding programs at the Federal, state and local level · Often used to leverage small amount of local funds to advance greater financing of a project. 	<ul style="list-style-type: none"> · Unknown future · Not a good source to fund on-going operations · Often complex · When funds are competitive, competition for funds is fierce. Chances are less than 30% of landing funds through a competitive process.
Sales Tax	<ul style="list-style-type: none"> · Pre-recognized form of funding for transit · Can be a dedicated source of funds for transit 	<ul style="list-style-type: none"> · City already has maximum sales tax assessed meaning the sales tax would have to be repurposed and the revenue replaced to fund the current purpose. · Requires a vote of the people · May cause issues at some future point should the city decide to join DART. · Is an unstable revenue source in times of economic downturn.
Property Tax	<ul style="list-style-type: none"> · Tap into a larger revenue base · Small additional amount may generate larger revenue for project 	<ul style="list-style-type: none"> · Citizen/political objection to additional property taxes

Funding Type	Strengths	Weakness
Municipal Management District	<ul style="list-style-type: none"> · Flexible and available source to establish a separate governance, involve private sector and fund economic development 	<ul style="list-style-type: none"> · Limited application to very specialized and specific purposes related to economic development and job creation. · May take a substantial period of time to establish · Is a separate authority which may, over time, move in a direction different than city desires.
TIF	<ul style="list-style-type: none"> · Opportunity for development of greenfields or redevelopment of brownfields with infrastructure being constructed concurrently. · Reinvestment for a specified area. 	<ul style="list-style-type: none"> · Tax base may be kept low for period of years, thus resulting in some perceived loss of tax revenue. · Only useful for capital projects that have a nexus benefit for adjacent properties
TDD	<ul style="list-style-type: none"> · Opportunity for tax dollars to be earmarked for a specific project. 	<ul style="list-style-type: none"> · Need to establish specific goals and plan for setting up the district. · Unknown application and acceptance in Texas
PPP	<ul style="list-style-type: none"> · Potential new source of funding · May reduce costs and construction schedule 	<ul style="list-style-type: none"> · Risks for the private and public sector in terms of financing and construction · Can be very complex if Federal funding is part of the mix. The requirements to share risk must be stringently proven. · Can be very complex when used to fund on-going operations.