



Board Retreat
Thursday July 29, 2021

Zoom Meeting

757 N Galloway Ave.

Mesquite, Texas 75149

A Board Retreat of STAR Transit was held at 8:30 a.m. on July 29, 2021, at 757 N. Galloway Ave, Mesquite TX and virtually via Zoom under the Texas Governmental Code, CH. 551.

(Board Retreat presentation is attached to minutes as official record)

Six (6) Primary Members and Four (4) Alternate Members of STAR Transit were present, those being:

Jerry Dittman – Place 2
Janet Nichol – Place 3
Carlton Tidwell – Place 4
Carrie Gordon – Place 5
Dan Aléman – Place 6
Dana Macalik – Place 7 (entered @ 9:10 a.m.)
Omega Hawkins – Alt. Place 1
Kimberly Garduno – Alt. Place 2
Tartisha Hill – Alt. Place 5
Mark Kerby – Alt. Place 6

Members with Excused Absences:
Mike Fruin – Alt. Place 4
Bennie Daniels – Alt. Place 7

STAR Transit personnel present:

Tommy Henricks – STAR Transit Executive Director
Kim Britton – STAR Transit Deputy Executive Director
Teresa Elliott – STAR Transit Executive Assistant serving as Recording Secretary

Guest Present:

Linda Pavlik – Pavlik and Associates
Kate Norris – Pavlik and Associates

ROUTINE BOARD MEETING ITEMS 8:30 a.m. – 8:50 a.m.

- *Welcome, Opening Remarks, Introductions*
Mr. Dittman called meeting to order at 8:30 a.m. noting a quorum was present and started the retreat off with opening remarks and direction for the Board. All in-person attendees completed introductions for those on zoom.
- *Consent Agenda*
 - Consider Approval of May 18, 2021 Board Meeting Minutes
 - Consider Approval of May 18, 2021 Certified Agenda of Executive Session
 - Consider Approval of May 2021 Financial Statements
 - Consider Approval of June 2021 Financial Statements
 - Consider Approval of Revised Policy # 16 Holidays

Mr. Dittman asked the Board if anyone would like to have an item removed for discussion by staff. There were none. Mr. Dittman asked for motion to approve all five items on the consent agenda. Mrs. Gordon made motion to approve the Consent Agenda as Presented. Mr. Aléman seconded. None opposed. Motion carried unanimously.

VISION, MISSION AND CORE VALUES 8:50 a.m. – 10:15 a.m.

- *Update Vision and Mission*
- *Develop Core Values*
- *Board Member Input and Discussion*

Mrs. Pavlik began this section of the retreat with a review of the 2016 SWOT Analysis. Mrs. Pavlik then opened up for discussion of key words that describe STAR Transit. Reviewed the current vision and mission statements of STAR Transit and reviewed what Core Values are and some examples. Round table discussions took place to create a rough draft of revised mission and vision statements; and new core values.

BREAK 10:15 a.m. – 10:30 a.m.

GROWTH AND EXPANSION 10:30 a.m. – 12:15 p.m.

- *Presentation of Southern Dallas County Transit Study; Presented by Andrew Ittigson, AECOM and Shannon Stevenson, NCTCOG.*
- *Funding and Grant Opportunities Update*
Mr. Henricks reviewed strategies for all the state agencies on funding and grant opportunities, Current balances under STAR Transit's current grants and new grant awards under contract. Mr. Henricks also reviewed the NCTCOG INFRA Grant Application to expand transit using electric buses, new/upgraded bus facilities and charging systems, and sidewalk and traffic signal improvements. The TXDOT RAISE Grant Application for a pilot program to deploy zero-emission transit vehicles.
- *STAR Transit Service Planning*
Mrs. Britton discussed STAR Transit's proposed FY22 Service Plan; Transition Fixed Routes, Expand STARNow and Transition Scheduling Software and the next steps.
- *Board Member Input and Discussion*

LUNCH 12:15 p.m. – 12:30 p.m.

GOALS AND OBJECTIVES 12:30 p.m. – 1:45 p.m.

- *Status Report of Current Goals and Objective*
- *Review of Outcomes of 2021 Staff Retreat*
- *FY 2022 Budget Planning*
- *Board Member Input and Discussion*

Mr. Henricks reviewed current goals with their status of completion. The Board completed a roundtable discussion to give staff direction on where to go with the updates to the future goals and objectives. Staff will bring back the Boards five year goals to next meeting for consideration.

BRANDING AND BOARD ENGAGEMENT 1:45 p.m. – 2:25 p.m.

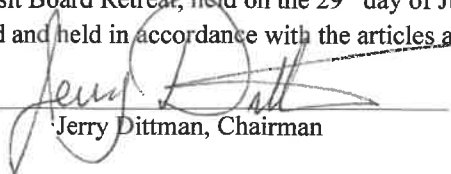
- *How to Describe the Agency*
- *Spreading the Word*

Mrs. Pavlik brought back the drafted Vision and Mission Statements along with drafted Core Values. The Board made some changes to the drafts. Mrs. Pavlik will also draft an elevator speech for the Board and Staff to use when discussing STAR Transit and staff will bring to Board for consideration once completed.

Mr. Aléman made motion to adjourn. Mrs. Gordon seconded. Meeting adjourned at 2:26 p.m.

I, Jerry Dittman of the STAR Transit Board of Directors, do hereby certify that the above and foregoing minutes are the true record of the STAR Transit Board Retreat, held on the 29th day of July 2021, wherein a quorum was present. The meeting was duly and regularly, called and held in accordance with the articles and bylaws of the Agency.

APPROVED:


Jerry Dittman, Chairman



STAR TRANSIT

Connecting you to where you want to go.

STAR Transit Board Retreat ***7.29.21***

Facilitated by: Linda Pavlik
Pavlik and Associates



STAR TRANSIT

Connecting you to where you want to go.

Routine Board Meeting Items

8:30 a.m. – 9:00 a.m.

- *Welcome*
- *Opening Remarks*
- *Introductions*

Consent Agenda

STAR TRANSIT

Connecting you to where you want to go.

All items listed under Consent Agenda are considered routine by the STAR Transit Board of Directors and will be enacted by one motion. There will be no separate discussion of these items unless a Board Member so request, in which event the item will then be removed from the Consent Agenda and the Chair will schedule it for later in the meeting.

- Consider Approval of May 18, 2021 Board Meeting Minutes
- Consider Approval of May 18, 2021 Certified Agenda of Executive Session
- Consider Approval of May 2021 Financial Statements
- Consider Approval of June 2021 Financial Statements
- Consider Approval of Revised Policy # 16 Holidays



STAR TRANSIT

Connecting you to where you want to go.

Vision and Mission

Moderated by: Linda Pavlik, Pavlik and Associates

9:00 a.m. – 10:30 a.m.

STAR TRANSIT

Connecting you to where you want to go.

What is a SWOT Analysis?

***Strengths, Weaknesses,
Opportunities and Threats***

2016 SWOT Analysis

Strengths

- Relationships with cities, partners
- Alternative to DART
- Customer service

Weaknesses

- Need to rely on DART
- Need to rely on RTC/Federal Procurements
- Staff training
- Rider analytics
- “unsure where to go next”

What is a SWOT Analysis?

STAR TRANSIT

Connecting you to where you want to go.

Opportunities

- Provide access to light rail
- “Leap frog” expansion
- Go any direction (N/S/E/W)
- Serve major businesses

Threats

- Volatility of federal funding (Medicare/Medicaid)
- Urban/rural funding conflicts
- Challenges of fast expansion
- DART

Continued on slide 5

Key Words

- How to describe STAR Transit?

STAR TRANSIT

Connecting you to where you want to go.

What is a Mission Statement?

A Mission Statement defines the company's business, its objectives and its approach to reach those objectives.

STAR Transit's Mission Statement

Provide affordable and convenient transportation to the general public for access to goods and services, with a high quality, well-trained, attractive, convenient and efficient staff, operators and fleet.

STAR TRANSIT

Connecting you to where you want to go.

What is a Vision Statement?

What is a Vision Statement?



Connecting you to where you want to go.

A vision statement is an organization's declaration of its mid-term and long-term goals, stating what the board wants to become. A vision statement acts as a goal for a company to strive toward.

STAR Transit's Vision Statement

Provide transportation to ALL individuals.

STAR TRANSIT

Connecting you to where you want to go.

What are Core Values?

What are Core Values?

STAR TRANSIT

Connecting you to where you want to go.

A company's values (also called corporate values or core values) are the set of guiding principles and fundamental beliefs that help a group of people function together as a team and work toward a common business goal. Some examples are:

Loyalty

Honesty

Trust

Ingenuity

Accountability

Simplicity

Respect

Value-centricity

Integrity

Leadership



STAR TRANSIT

Connecting you to where you want to go.

Break

10:30 a.m. – 10:45 a.m.



STAR TRANSIT

Connecting you to where you want to go.

Growth and Expansion

10:45 a.m. – 12:00 p.m.

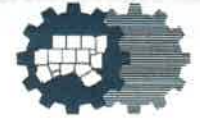


STAR TRANSIT

Connecting you to where you want to go.

Presentation of Southern Dallas County Transit Study

***Presented by: Andrew Ittigson and Shannon
Stevenson , AECOM***



North Central Texas
Council of Governments

SOUTHERN DALLAS COUNTY TRANSIT PLANNING STUDY

STAR TRANSIT BOARD MEETING

JULY 29, 2021

Cedar Hill

Duncanville

DeSoto

Lancaster

AECOM

KK
STRATEGIES

ATG
ALLIANCE
TRANSPORTATION GROUP

SOUTHERN DALLAS COUNTY
TRANSIT STUDY 

STUDY PURPOSE

- Develop a comprehensive approach for planning and strategic implementation of transit and mobility services in Southern Dallas County focused on:
 - Internal and regional connections
 - Increased transportation options and innovation
 - People and goods movement
 - Implementation strategies
 - Feasible funding options
 - Private sector participation

www.sdctransitstudy.com

What is our Study Area?

Southern Dallas County

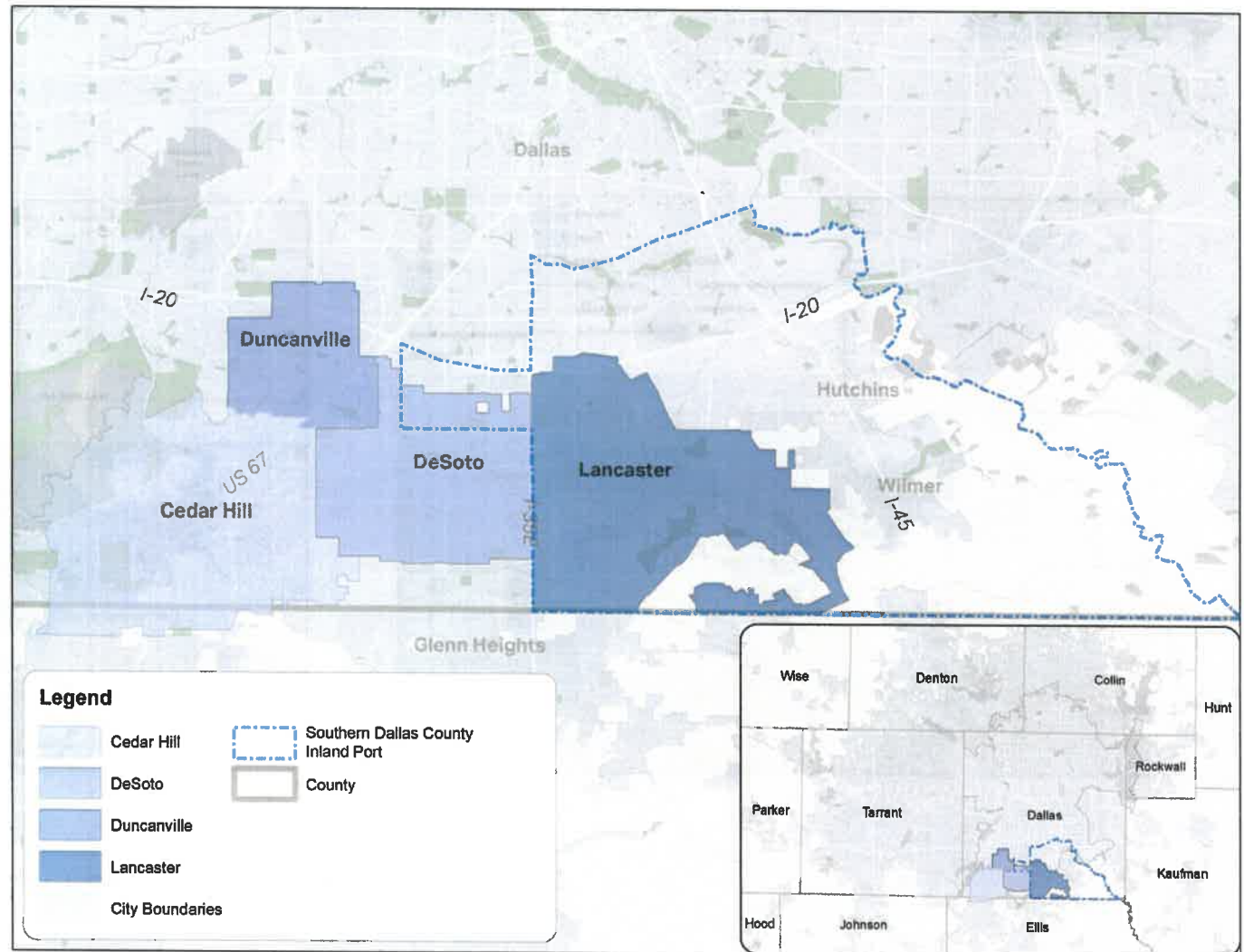
Cities:

- Cedar Hill
- DeSoto
- Duncanville
- Lancaster
- Best Southwest Cities Partners
 - Hutchins
 - Wilmer

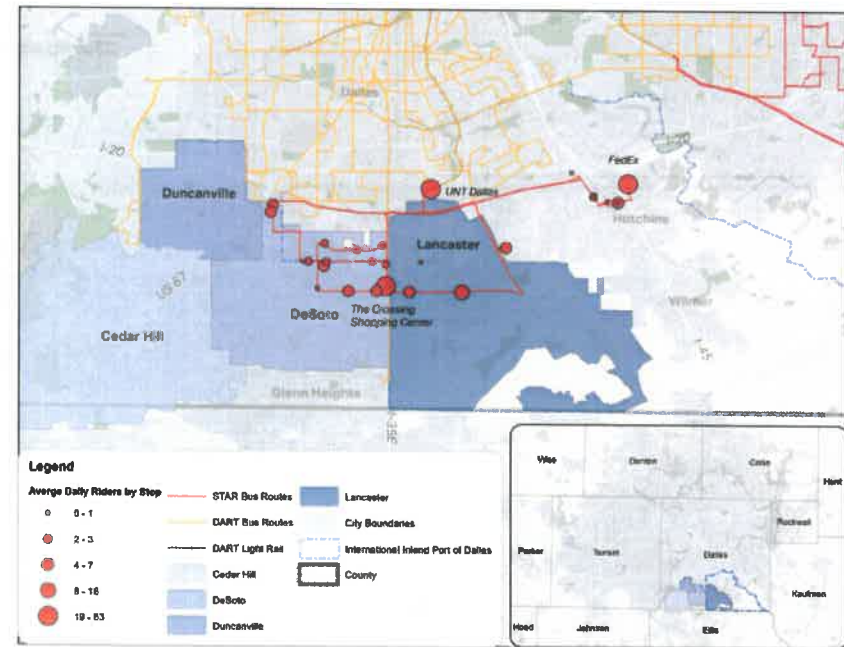
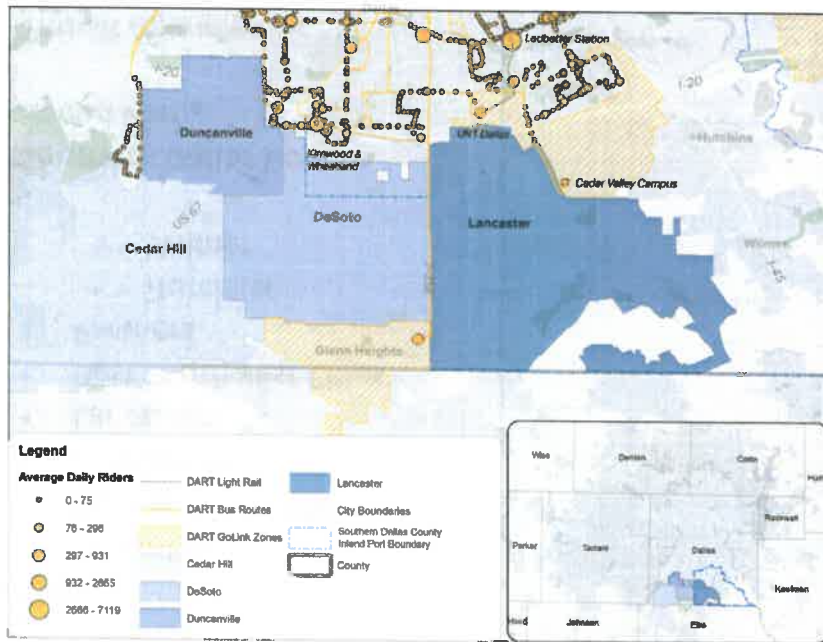
Southern Dallas County Inland Port

Transit Agencies

- DART
- STAR Transit



DART and STAR Transit Service in the Study Area



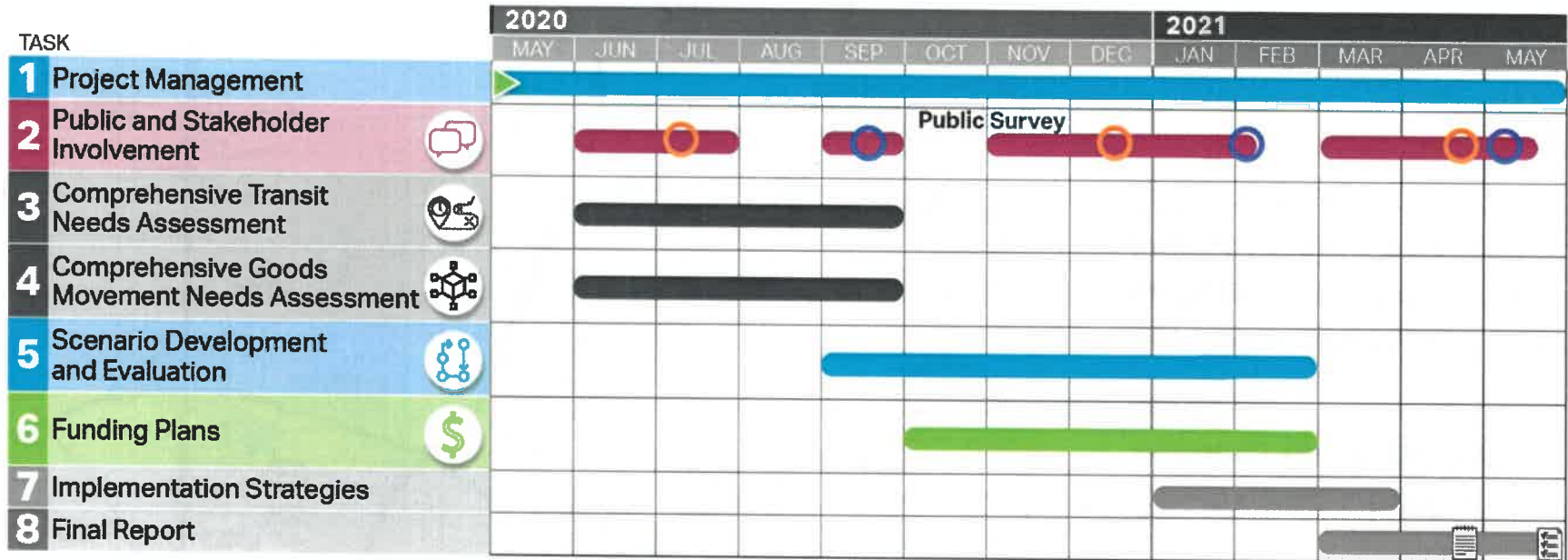
INLAND PORT TMA CONNECT GOLINK SERVICE



GoLink serves UNT Dallas Station, for connections to DART Rail and buses

- Started service on November 2, 2020
- GoLink and UberPool vehicles (curb-to-curb service)
- Serves entire Inland Port with connections to UNT-Dallas Station and the Methodist Hospital

SCHEDULE



- ▶ Kick off meeting
- Public Meeting
- Project Advisory Committee Meeting
- Draft Report
- Final Report

• Schedule extended to July 2021

PUBLIC OUTREACH

- Project Advisory Committee (PAC)
 - 45+ members
 - Staff from cities
 - Transit agencies
 - Dallas County
 - Higher education
 - Railroads (BNSF, UP)
 - Chambers of commerce
- Ongoing meetings with Inland Port TMA throughout the study
- Project website, Facebook page, online survey, meetings with each project city

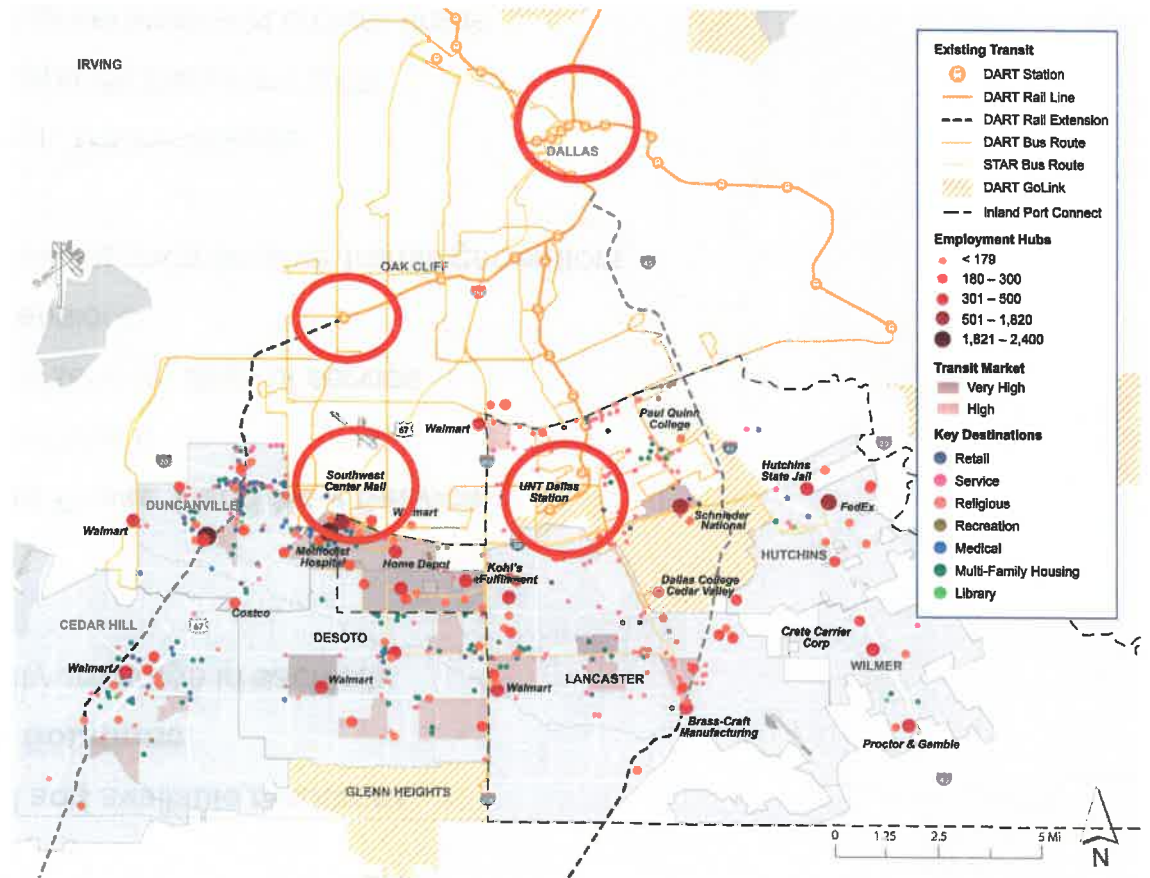
Meeting	Date	Attendees/Responses
Project Advisory Committee Meeting	July 2020	26
Public Meeting	September 2020	65
Project Advisory Committee Meeting	December 2020	35
Online Survey	December 2020	240
Public Meeting	February 2021	74
Meeting with DeSoto	March 2021	
Meeting with Cedar Hill	April 2021	
Meeting with Duncanville	April 2021	
Meeting with Lancaster	April 2021	
Project Advisory Committee Meeting	April 2021	39
Public Meeting	May 2021	50

WHAT WE HEARD

- Connect to regional transit services
 - Workforce
 - Education
 - Entertainment
- Local circulators for seniors and transit dependent population
- Bus service downtown areas
- Connections to jobs in the Inland Port area
- Transit connections to future planned rail stations

REGIONAL CONNECTIONS

- **Downtown Dallas**
 - DART buses and light rail
 - TRE
- **UNT-Dallas Station**
 - DART buses and Blue Line light rail
- **Westmoreland Station**
 - DART buses and Red Line light rail
- **Red Bird Mall Transit Center**
 - DART buses



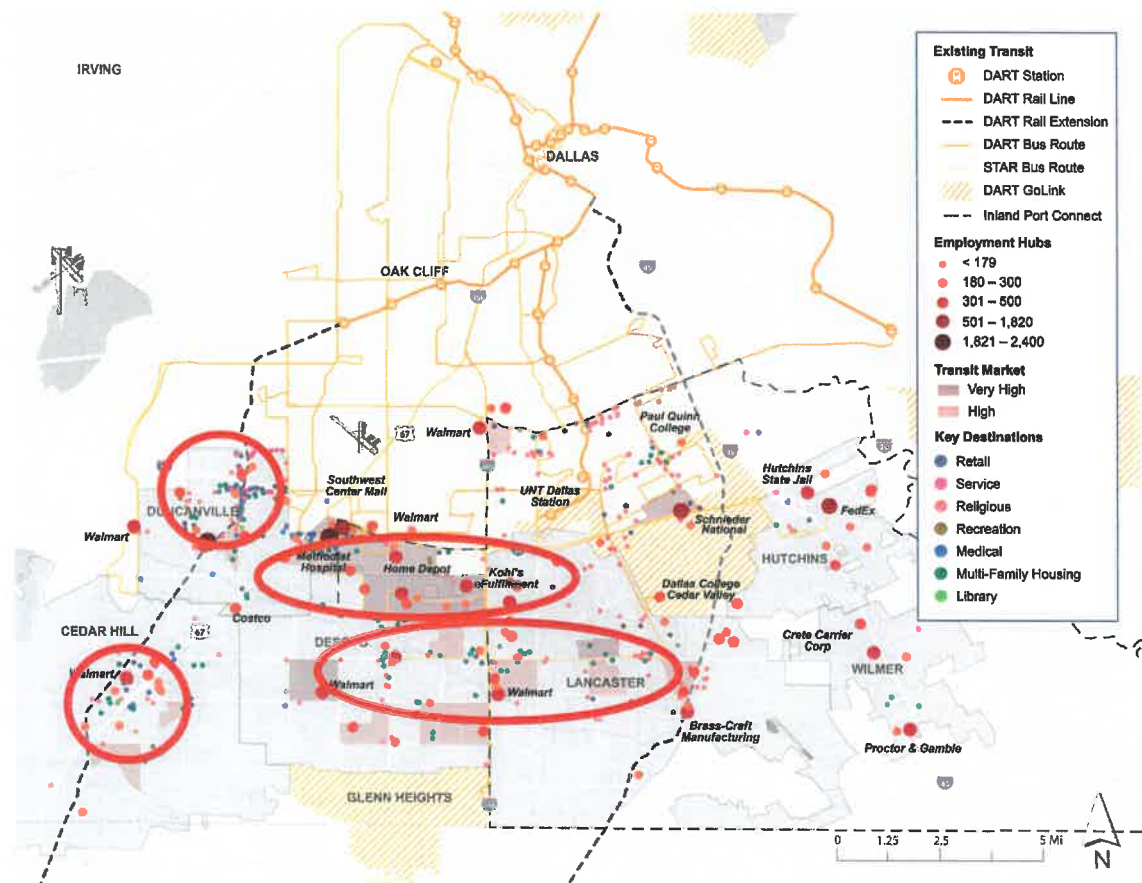
Source: NCTCOG and U.S. Census

PHASED IMPLEMENTATION OF TRANSIT

- Phased plan based on transit potential and available resources
 - **Phase 1: Years 1 – 5 Near Term Solutions**
 - Microtransit zones for mobility coverage in each city
 - Regional connections
 - **Phase 2: Years 6 – 10 Updates to Phase 1 and New Service**
 - Updates could be earlier than Year 6
 - Update frequencies, spans of service, days of service
 - Route modifications and extensions
 - New routes based on new development or other transit generators
 - **Phase 3: Years 11 – 20 Long Term Transit Needs**
 - Connections to future high-capacity transit stations
 - Connections to future transit generators and growth areas

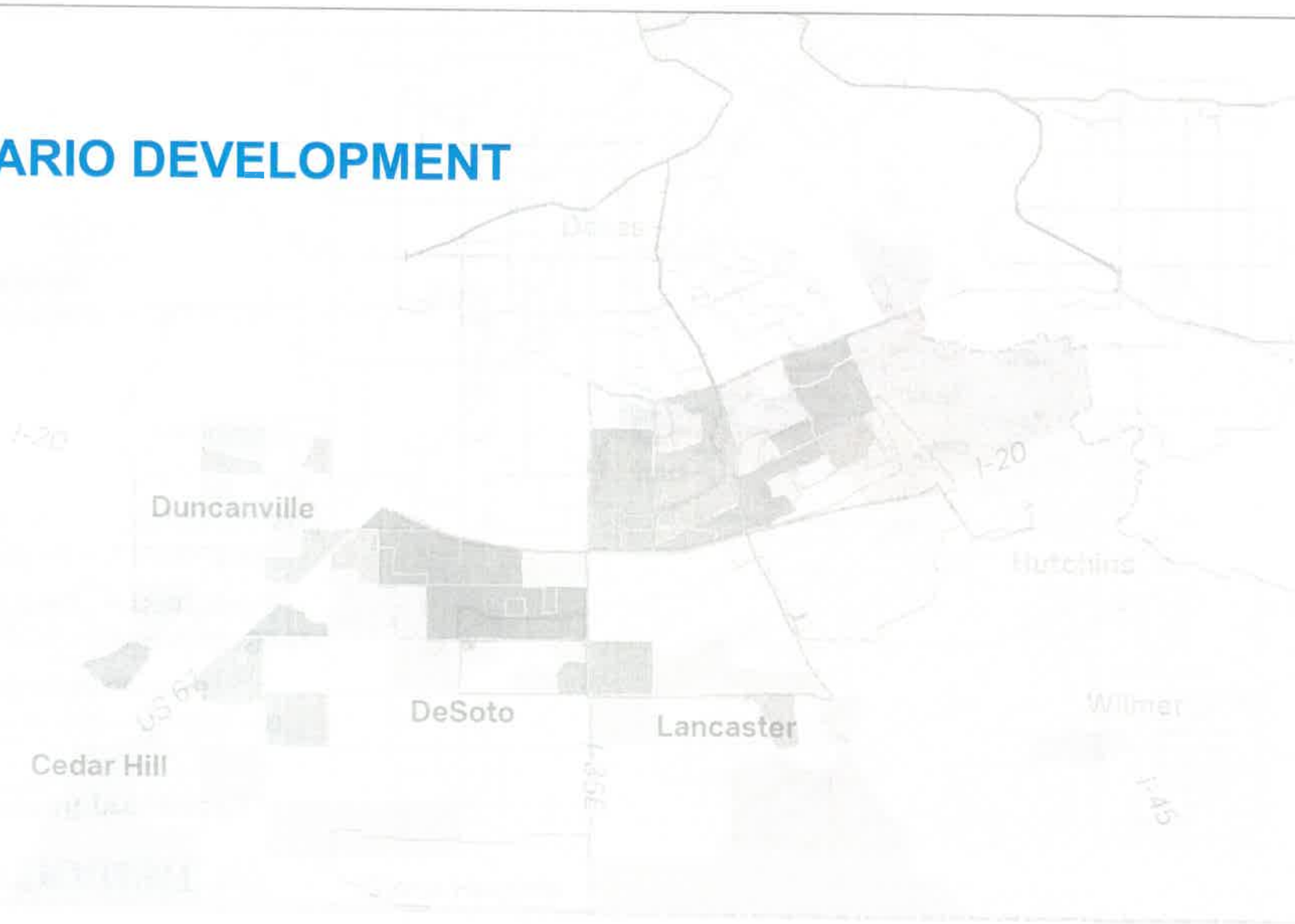
PHASE 1 TRANSIT NEEDS

- **High transit propensity areas**
 - Cedar Hill – downtown and retail centers
 - Duncanville – Main Street area and Wheatland
 - DeSoto – Distribution centers, Wintergreen and Hampton
 - Lancaster – Daniieldale and Pleasant Run corridors
- **Connections to regional transit hubs**



Source: NCTCOG and U.S. Census

SCENARIO DEVELOPMENT



Wise

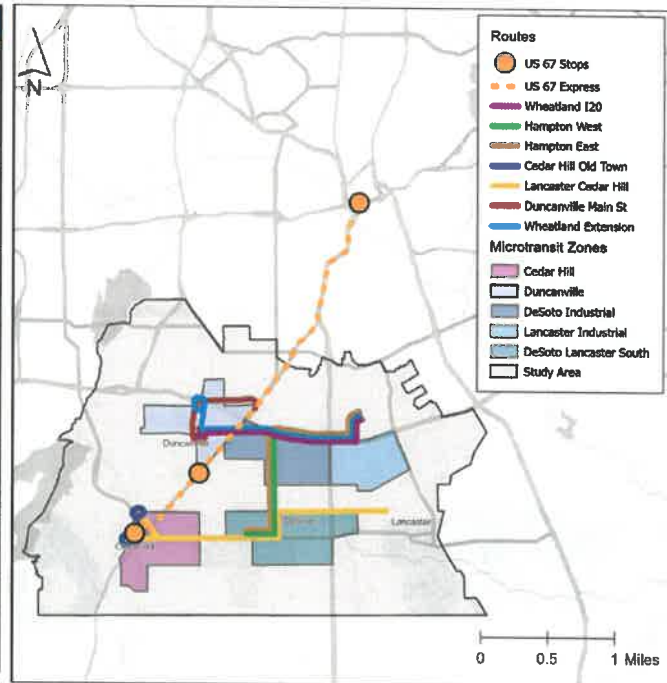
Denton

PRIORITIZATION METHODOLOGY

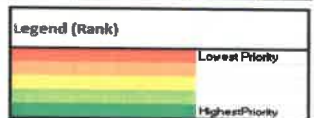


ALL PROPOSED ROUTE/ZONE PRIORITIZATION RANKINGS

PRIORITIZATION SCORES											
		Quantitative: 1 to 4 (Geometric Breaks)				Qualitative: 1 to 5 (low - high)	Qualitative: 0 to 2 (low - high)	Quantitative: 1 to 100 (low - high)			
		Weights		25%	25%	10%	20%	20%			
Name	Route or Zone	Alternative	Pop & Emp Density	Transit Dependency Index	Future Pop & Emp Density	Land Use/Key Destinations	Regional Connectivity	Prioritization Score	Rank by Service Type	RA	
Wheatland I20	Route	1	2.60	2.35	3.00	2.81	2.00	93	1	Y	
Hampton West	Route	1	2.38	2.44	3.00	2.29	1.00	43	6	N	
Duncanville Main St	Route	1	3.00	2.44	3.00	1.52	1.00	57	5	N	
Cedar Hill Old Town	Route	2	1.86	2.00	2.00	2.44	1.00	7	8	N	
Lancaster Cedar Hill	Route	2	2.43	2.17	3.00	2.43	1.00	21	7	N	
Wheatland Extension	Route	2	2.71	2.39	3.00	1.91	2.00	79	2	N	
Hampton East	Route	2	2.22	2.48	3.00	2.31	2.00	71	3	Y	
US 67	Route	1 & 2	2.50	2.17	3.00	2.00	2.00	64	4	Y	
Cedar Hill	Zone	1	2.10	1.80	3.00	2.43	2.00	50	2	Y	
DeSoto Lancaster South	Zone	1 & 2	2.14	2.18	2.00	2.50	1.00	14	5	Y	
DeSoto Industrial	Zone	1 & 2	2.40	2.33	3.00	2.71	2.00	86	1	Y	
Duncanville	Zone	1 & 2	2.70	2.36	3.00	1.94	1.00	36	3	Y	
Lancaster Industrial	Zone	1 & 2	1.90	2.40	2.00	2.37	2.00	29	4	Y	



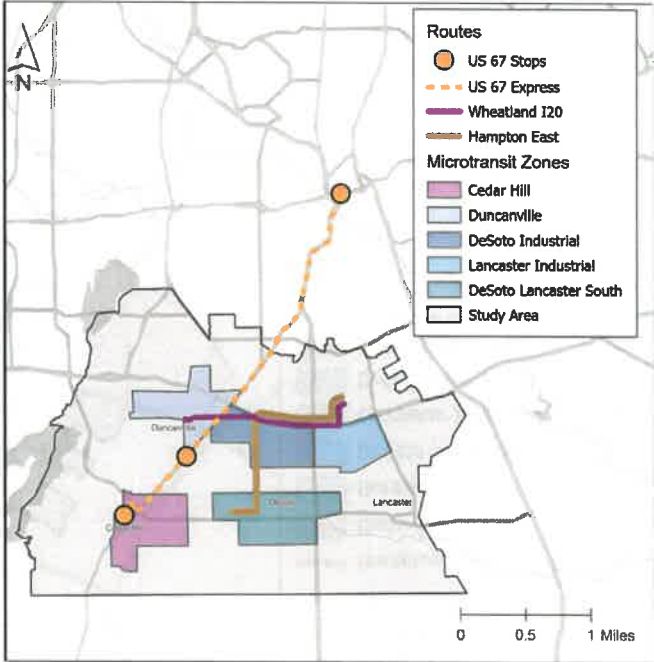
Overall Alternative Score	Average Score
Alternative 1 (Route) Score	64.23
Alternative 2 (Route) Score	48.52
Alternative 1 (Zone) Score	42.82
Alternative 2 (Zone) Score	41.03
Recommended Alt. (Route) Score	76.13
Recommended Alt. (Zone) Score	42.82



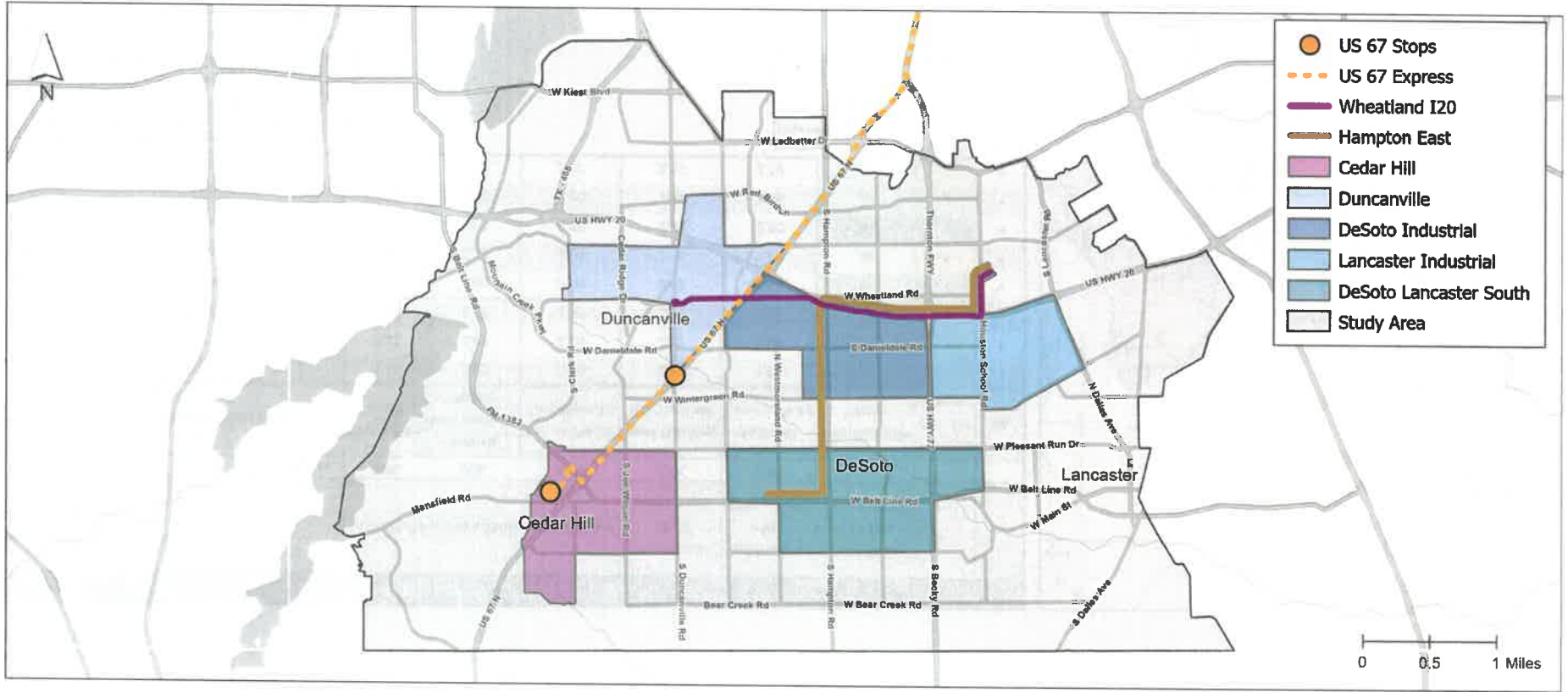
RECOMMENDED ROUTE/ZONE PRIORITIZATION SCORES

PRIORITIZATION SCORES										
Name	Route or Zone	Alternative	Quantitative: 1 to 4 (Geometric Breaks)			Qualitative: 1 to 5 (low - high)	Qualitative: 0 to 2 (low - high)	Quantitative: 1 to 100 (low - high)	Rank by Service Type	RA
			Weights	25%	25%	10%	20%	20%		
			Pop & Emp Density	Transit Dependency Index	Future Pop & Emp Density	Land Use/Key Destinations	Regional Connectivity	Prioritization Score		
Wheatland I20	Route	1	2.60	2.35	3.00	2.81	2.00	93	1	Y
Hampton East	Route	2	2.22	2.48	3.00	2.31	2.00	71	3	Y
US 67	Route	1 & 2	2.50	2.17	3.00	2.00	2.00	64	4	Y
Cedar Hill	Zone	1	2.10	1.80	3.00	2.43	2.00	50	2	Y
DeSoto Lancaster South	Zone	1 & 2	2.14	2.18	2.00	2.50	1.00	14	5	Y
DeSoto Industrial	Zone	1 & 2	2.40	2.33	3.00	2.71	2.00	86	1	Y
Duncanville	Zone	1 & 2	2.70	2.36	3.00	1.94	1.00	36	3	Y
Lancaster Industrial	Zone	1 & 2	1.90	2.40	2.00	2.37	2.00	29	4	Y








Overall Alternative Score	Average Score
Alternative 1 (Route) Score	64.23
Alternative 2 (Route) Score	48.52
Alternative 1 (Zone) Score	42.82
Alternative 2 (Zone) Score	41.03
Recommended Alt. (Route) Score	76.13
Recommended Alt. (Zone) Score	42.82



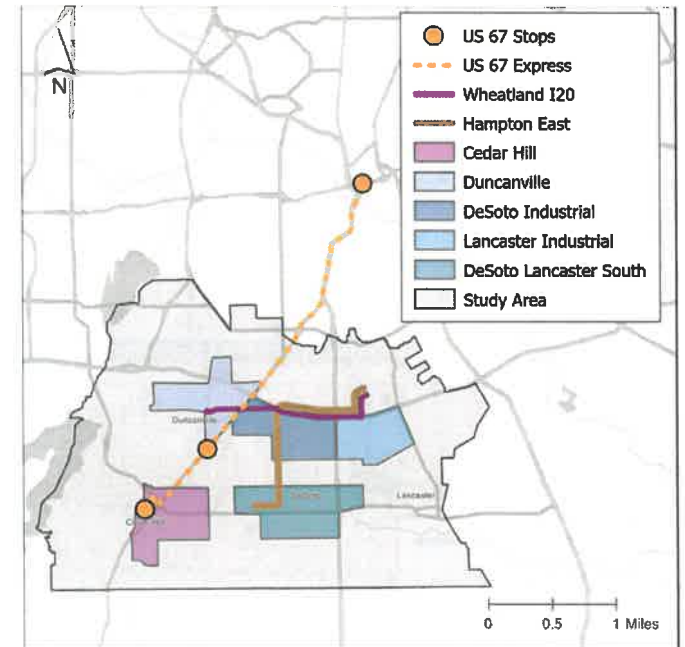
RECOMMENDED ALTERNATIVE



RECOMMENDED ALTERNATIVE TRANSIT BENEFITS

	Wheatland I20 Route	Hampton East Route	US 67 Express Route	Cedar Hill Zone	DeSoto Lancaster South Zone	DeSoto Industrial Zone	Duncanville Zone	Lancaster Industrial Zone	Total
 Existing Population	10,205	13,133	1,577	22,945	22,369	11,983	25,664	8,497	116,373
 Existing Employment	5,705	4,487	345	5,326	7,627	15,597	8,864	3,236	51,187
 Future Population	10,416	14,640	1,340	32,085	32,260	15,609	29,830	9,235	145,414
 Future Employment	12,550	8,402	3,186	17,534	12,246	22,932	22,802	5,314	104,966
 Key Destinations	37	29	4	37	38	38	102	19	304
 Transit Dependency Index	7,367	9,634	1,270	14,139	14,206	8,959	18,797	4,652	79,025
 Regional Connections	Fixed Route & HCT	Fixed Route & HCT	Fixed Route & HCT	Fixed Route & HCT	Fixed Route Only	Fixed Route & HCT	Fixed Route Only	Fixed Route & HCT	NA

*HCT = High-Capacity Transit




TIME SAVINGS EXAMPLE

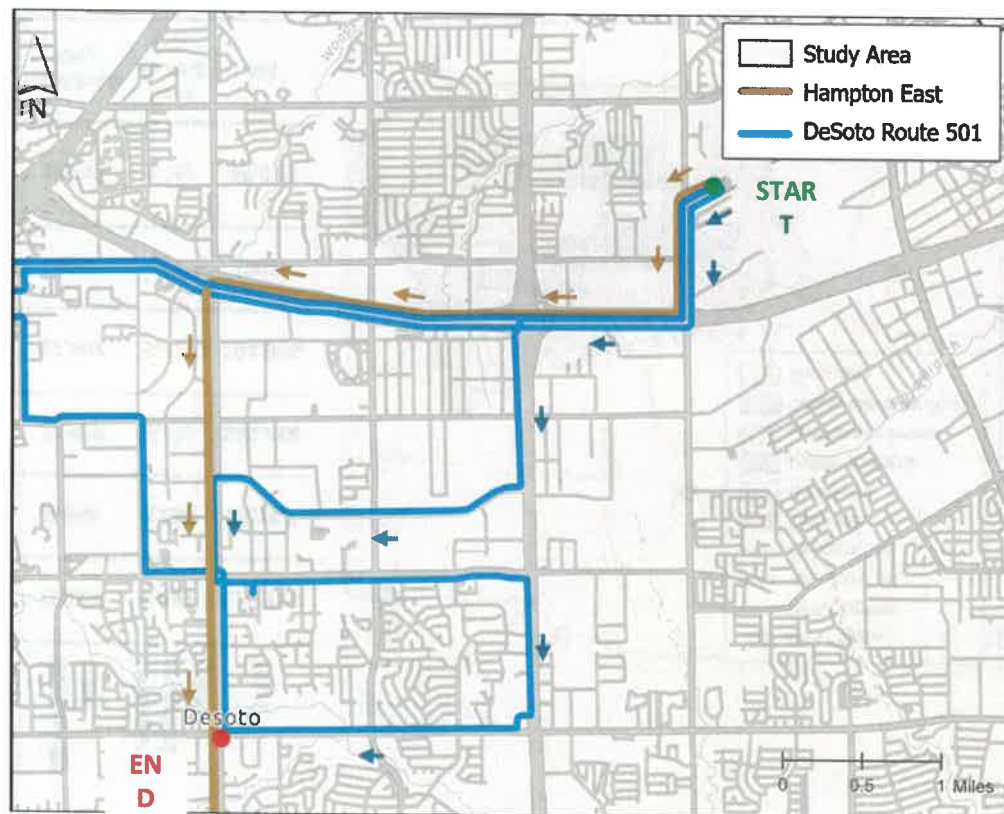
Benefits:

- Bi-Direction route design
- Decreased travel times

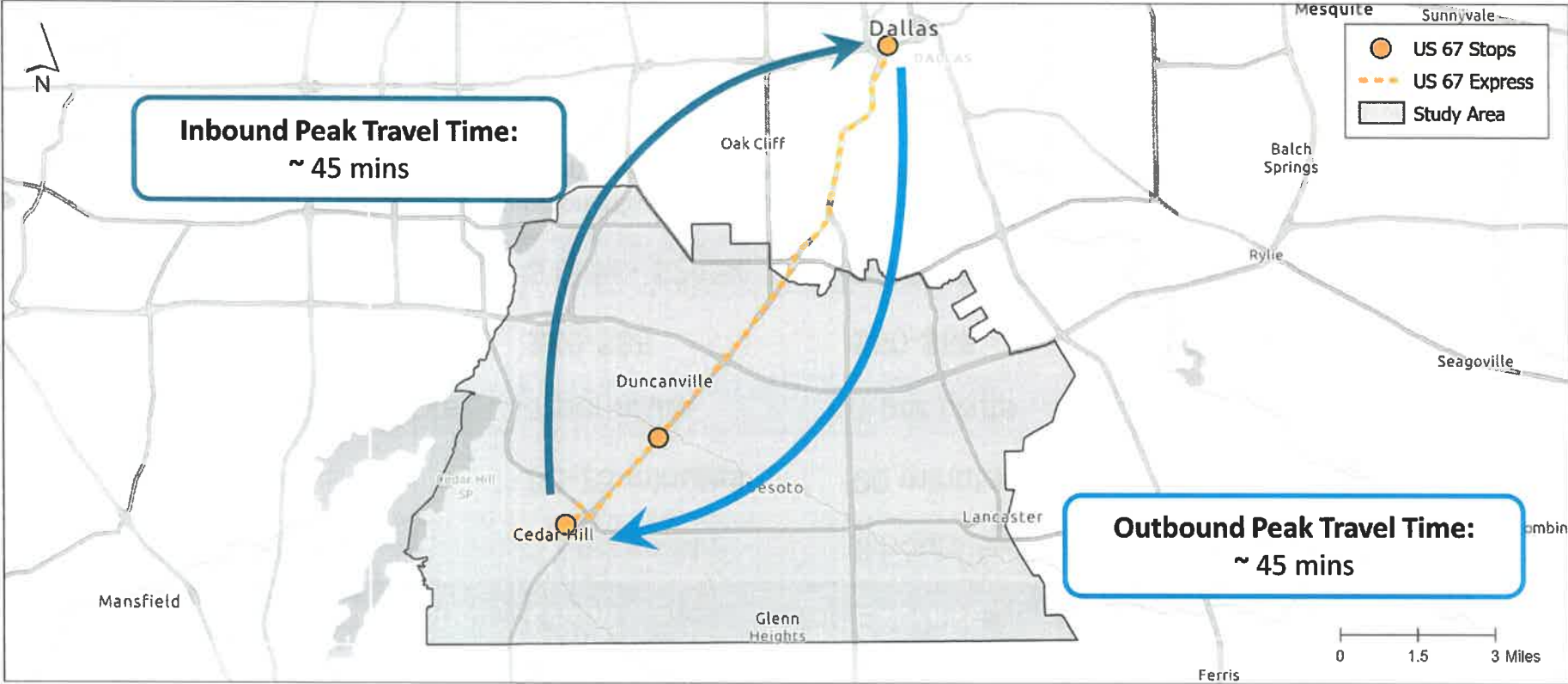
UNT Dallas Station to DeSoto City Hall/Civic Center:

	Existing	Proposed
Travel 	36 mins	11 mins
25 Minutes Saved		

* Example shown for Peak PM commute



US 67 EXPRESS ROUTE



* Peak Period refers to PM commute

PHASE 1 COSTS AND FUNDING

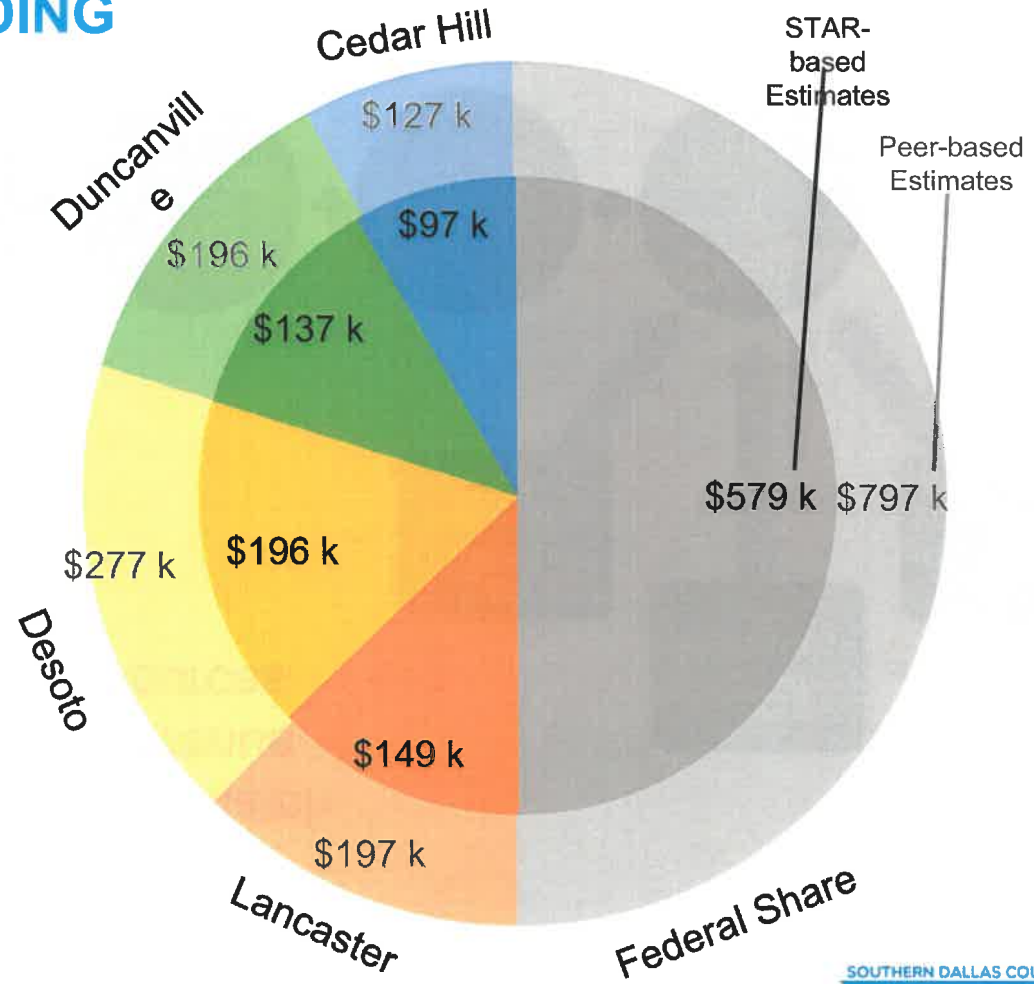
Costing Assumptions	Local	Express	Micro-transit
Span of Service	12 hours M-F	6 hours M-F	12 hours M-F
Frequency	60-75 minutes	90 minutes	On-Demand
Vehicle Requirements	1 per route	1 per route	1 per zone
Cost per revenue hour*	\$50-\$85	\$50-\$85	\$50-\$60
Cost per route/zone	\$154k - \$263k	\$77k - \$132k	\$154k - \$187k

*Unit costs per revenue hour based on information from STAR (\$50/hr, fully allocated); National Transit Database peers (\$85/hr, excludes capital and fare offsets); and SMART Micro-transit pilot study (\$60/hr, turn-key)

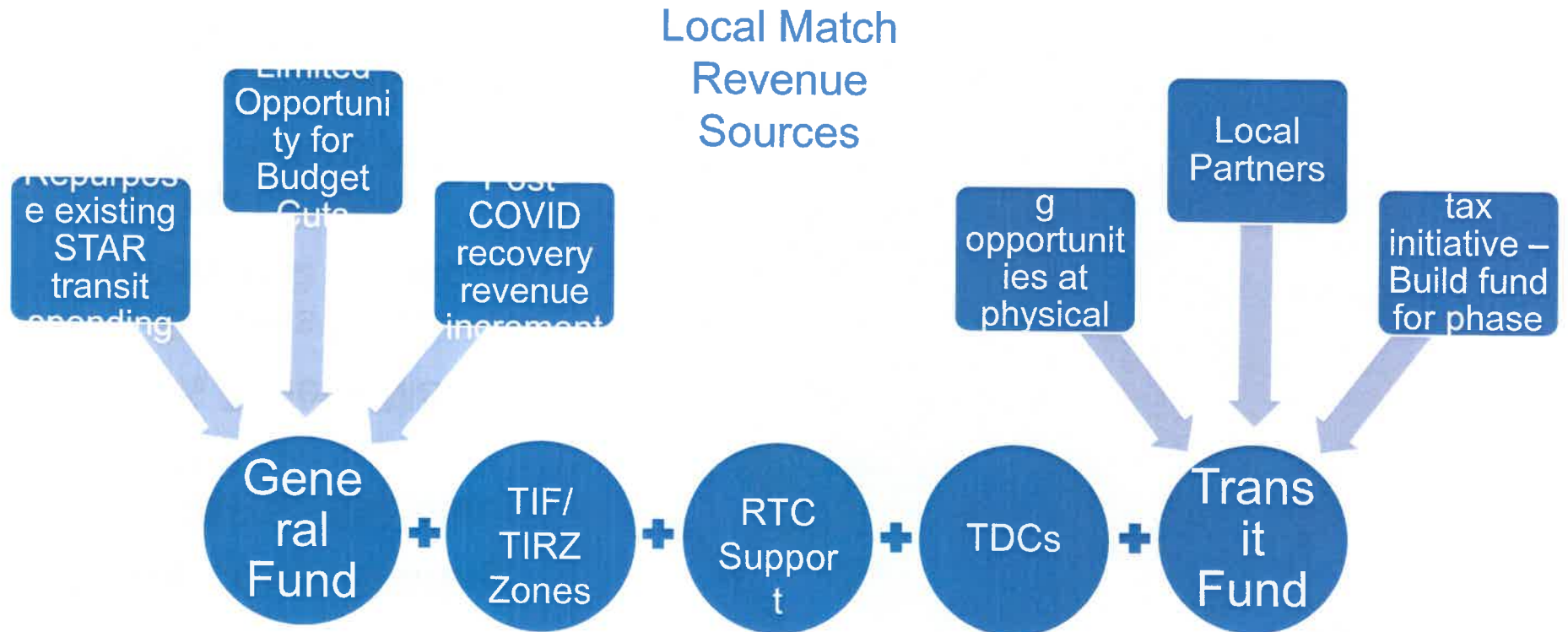
PHASE 1 COSTS AND FUNDING

Phase 1 Cost Sharing

- \$1.2M- \$1.6M total cost
- 50% Federal Match
- 1 Express Route costs split by stop
- 2 Local Routes costs split by lane mile
- 5 micro-transit zones costs split by cities served

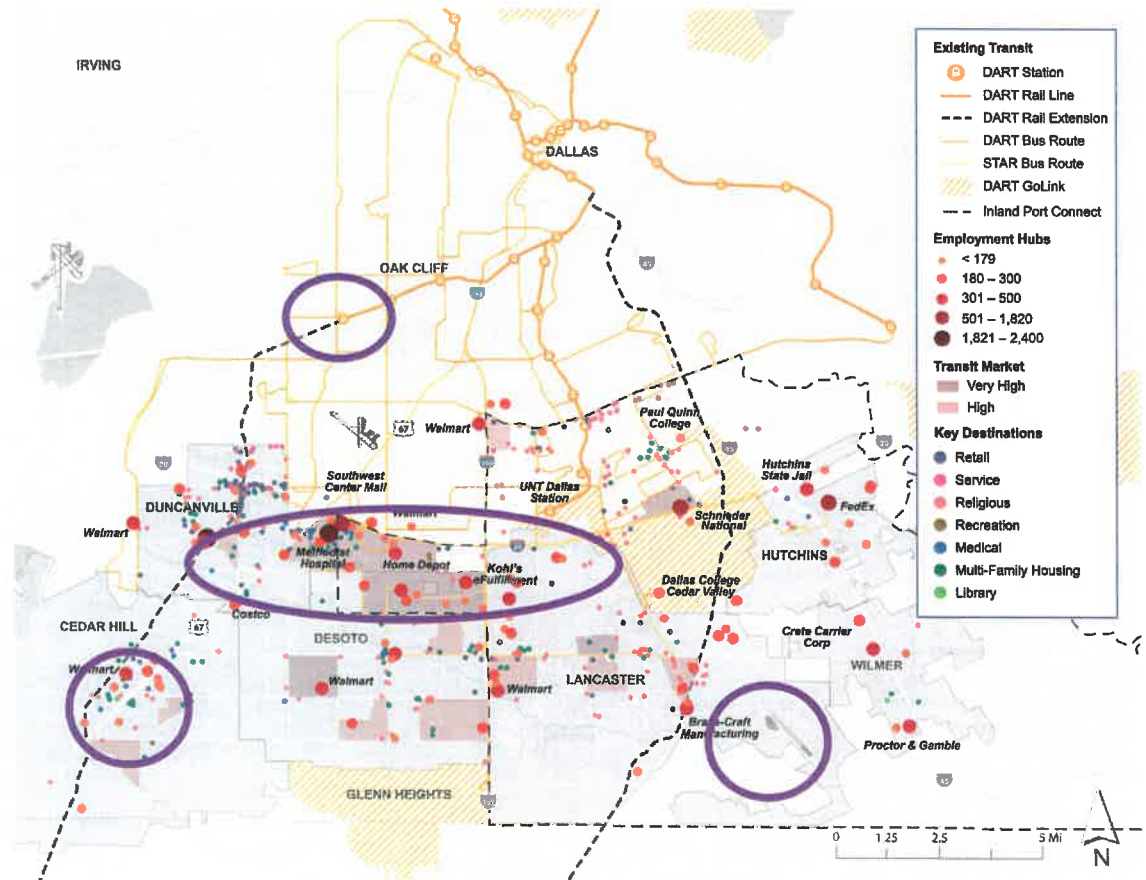


PHASE 1 COSTS AND FUNDING



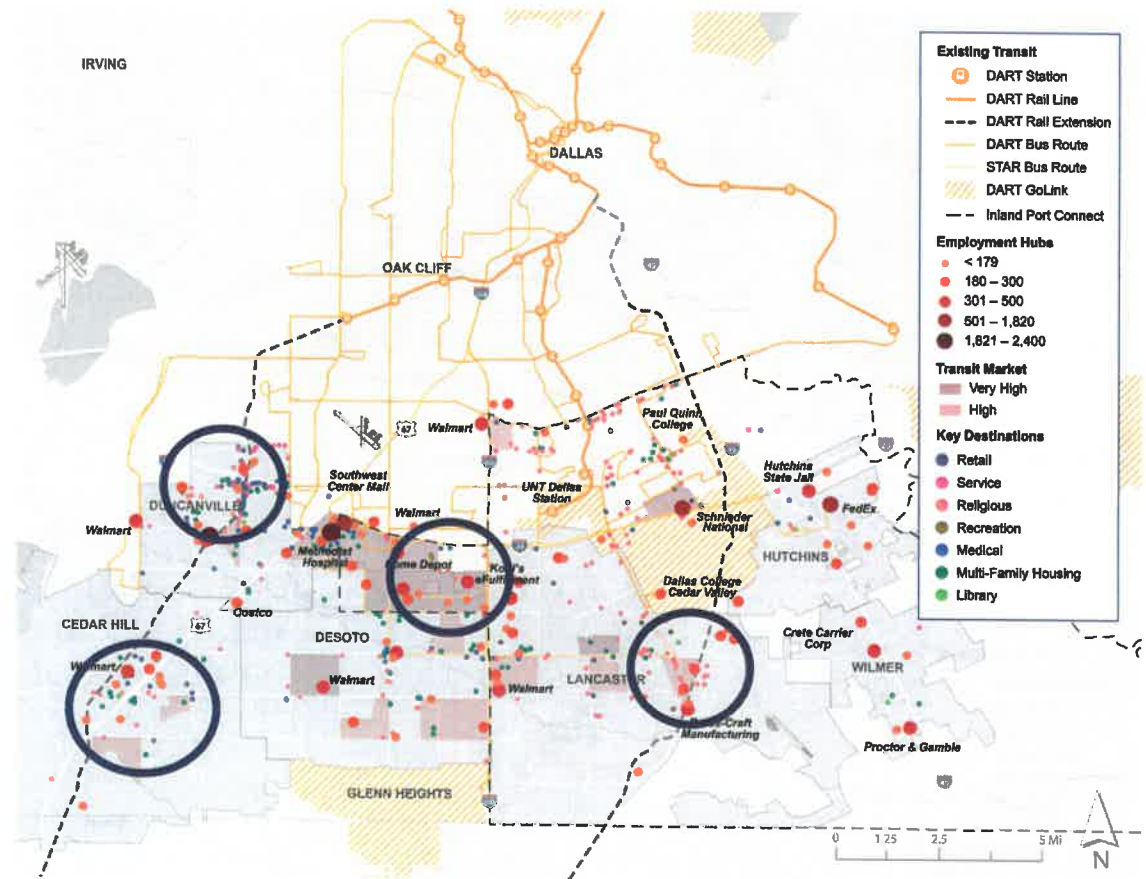
PHASE 2 TRANSIT NEEDS

- **Monitor Phase 1 services**
 - Update route frequencies
 - Adjust spans of service/days of service
 - Add extensions if needed
- **Target potential growth areas**
 - Lancaster Airport area
 - New development on the Wheatland and Danieldale Rd corridors
 - Central and southwest Cedar Hill
- **New connections to DART at Westmoreland Station**



PHASE 3 TRANSIT NEEDS

- Connections to future high-capacity transit stations and growth areas
 - Cedar Hill - downtown
 - Duncanville – Main Street
 - Lancaster – downtown
 - DeSoto – continued growth along west of I-35



NEXT STEPS

- Final plan and report
- Cities approval
- Financial and funding plan
- Coordinate with STAR Transit, DART and Inland Port TMA
- Implementation of service

CONNECT WITH THE PROJECT

- **Project Website:** www.sdctransitstudy.com
 - View project information, sign up for email updates or submit comments.
- **Project Facebook:** www.facebook.com/sdctransitstudy
 - “Like” the page to stay informed about upcoming public meetings.
- **Project Email:** sdctransitplan@gmail.com
 - Email us questions or comments.

THANK YOU!

www.sdctransitstudy.com





STAR TRANSIT

Connecting you to where you want to go.

Funding and Grant Update

STRATEGY

- Influx of federal emergency relief program funds has impacted traditional funding plans.
- Prompt expenditure of emergency relief program funds continues to be a priority.
- Traditional program dollars is necessary to ensure sustainable funding streams once emergency funds are expended in their entirety.
- First time in over a decade (maybe longer) to award a full fiscal year of federal 5311 apportionments at one time.
- Anticipate utilizing this same approach in the coming years.
- PGA time frame of 16 months with a 4-month overlap between PGAs each year to allow for an operating cushion.

CURRENT GRANTS

CARES Act

- **Current balance \$1,250,294**
- We have expended just over 61% of the funds allocated. State is at 50%
- Prioritize CARES Act funds above all other funds from a spending standpoint.
- CARES Act PGAs are scheduled to expire on December 31, 2022.

FY 2020 5311

- **Current balance \$697,945**
- PGAs are scheduled to expire December 31, 2021
- Repurpose any remaining balances of these FY 20 funds for capital.

FY 2021 State Grants

- **Current balance \$512,826**
- PGAs are scheduled to expire on August 31, 2022.

NEW AWARDS

American Rescue Plan (5311)

- ***Current balance \$104,617***
- Highly visible, and we ask every agency to prioritize ARP after CARES Act funds from a budgeting and spending standpoint.
- PGA time frame is September 1, 2021 – December 31, 2022

FY 2021 5311

- ***Current balance \$700,001***
- Initial PGA time frame is September 1, 2021 – December 31, 2022.
- Possible extension of grant deadline if necessary.
- Potential to use funds for capital projects.

FY 2022 State Grants

- ***Current balance \$403,062***
- PGA time frame is September 1, 2021 – August 31, 2022
- Remaining balances will be available for rollover in FY 2023.

TXDOT Active Grant Balances



Connecting you to where you want to go.

Line Item	Grant	Year	Grant Expiration Date	Federal Share	Federal Award	Federal Balance Remaining	Average Monthly Expenditure	Months of Available Funding	Notes
CARES Act Emergency Relief - Operating Assistance	5311	2020	12/31/2022	100%	\$1,788,145	\$1,250,294	\$134,462	9	
CRRSAA Operating	5310	2021	8/31/2022	100%	\$104,617	\$104,617	\$-	0	
State Rural Operating	State	2021	8/31/2022	100%	\$568,028	\$512,826	\$55,202	9	Expenses are being billed under CARES Act
Operating Allocation 2020	5311	2020	12/31/2021	50%	\$697,945	\$419,718	\$92,742	5	Remaining balance can be used for capital
Operating - Seniors and Individuals with Disabilities	5310	2019	8/31/2021	50%	\$96,000	\$80,033	\$5,120	16	Expenses are being billed under CARES Act. Will seek grant extension.
Operating Allocation 2021	5311	2021	12/31/2022	50%	\$700,001	\$700,001	\$67,231	10	Pending grant execution. Will seek grant extension.
State Rural Operating	State	2022	8/31/2023	100%	\$403,062	\$403,062	\$33,589	12	Pending grant execution
Fleet Replacement	5339	2020	9/30/2022	100%	\$389,676	\$159,882			Vehicles ordered, second shipment expected in Oct 2021
Fleet Replacement	5339	2020	12/31/2021	100%	\$359,714	\$119,891			Vehicles ordered, second shipment expected in Oct 2021

TXDOT Active Grant Balances



Connecting you to where you want to go.

Program	PGA			FY 2021				FY 2022				FY 2023					
	FY	Start	End	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
				<small>Sep. 2020</small> <small>Oct</small> <small>Nov</small> <small>Dec</small> <small>Jan</small> <small>Feb</small> <small>Mar</small> <small>Apr</small> <small>May</small> <small>Jun</small> <small>Jul</small> <small>Aug</small>					<small>Sep. 2021</small> <small>Oct</small> <small>Nov</small> <small>Dec</small> <small>Jan</small> <small>Feb</small> <small>Mar</small> <small>Apr</small> <small>May</small> <small>Jun</small> <small>Jul</small> <small>Aug</small>				<small>Sep. 2022</small> <small>Oct</small> <small>Nov</small> <small>Dec</small> <small>Jan</small> <small>Feb</small> <small>Mar</small> <small>Apr</small> <small>May</small> <small>Jun</small> <small>Jul</small> <small>Aug</small>				
CARES R2 5311	2021	Jan. 2021	Dec. 2022														
ARP 5311	2022	Sept. 2021*	Dec. 2022														
5311 Formula	2021	Sept. 2020	Dec. 2021														
	2022	Sept. 2021*	Dec. 2022														
	2023	Sept. 2022	Dec. 2023												→		
State Funds (Rural and Urban)	2021	Sept. 2020	Aug. 2022														
	2022	Sept. 2021*	Aug. 2022														
	2023	Sept. 2022	Aug. 2023														
5339 Formula (Rural)	2020	Jun. 2020	Jan. 2021	←													
	2023	Sept. 2022	Aug. 2023														

PGA active
Submit requests to repurpose

*Note: MGA must be executed prior to any PGAs starting Sept. 2021

NCTCOG Active Grant Balances



Connecting you to where you want to go.

Line Item	Grant	Year	Federal Share	Federal Award	Federal Balance Remaining	Average Monthly Expenditure	Months of Available Funding	Notes
CARES Act Emergency Relief - Operating Assistance	5307	2020	100%	\$4,698,957	\$2,876,634	\$74,878	38	
Operating	5307	2018 - 2020	50%	\$3,090,648	\$2,582,773	\$47,460	54	Expenses are being billed under CARES Act
Operating - JARC*	5307 - JARC	2016 - 2019	50%	\$844,000	\$531,381	\$9,383	57	Expenses are being billed under CARES Act
Mesquite Operating	5310	2019 - 2020	100%	\$970,144	\$970,144	\$40,423	24	Expenses are being billed under City of Mesquite CARES Act grant
Purchase of Service - DeSoto	5310	2016	80%	\$318,600	\$286,981	\$5,270	54	First drawdown with Dec 2021 invoice
Project Admin	5307	2019	100%	\$268,000	\$73,664	\$14,513	5	
Mobility Management	5307	2019 - 2020	100%	\$931,000	\$906,308	\$43,972	21	First drawdown with partial payment in May 2021 invoice
Preventive Maintenance	5307	2019 - 2020	100%	\$446,000	\$443,575	\$33,416	13	First drawdown with partial payment in May 2021 invoice
Hardware	5307	2014 - 2018	100%	\$243,620	\$241,189	\$1,227		
Software	5307	2017 - 2018	100%	\$287,022	\$184,061	\$5,634		
Signage	5307	2018	100%	\$30,000	\$13,401	\$2,767		

INFRA Grant Application



Connecting you to where you want to go.

Status of Federal Discretionary Grant Program Project Proposals – Not Awarded (2016-20)

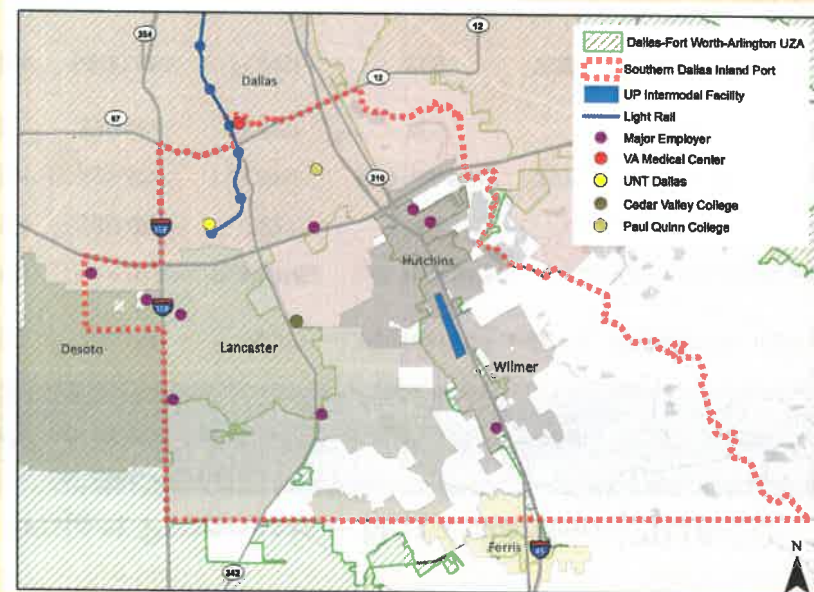
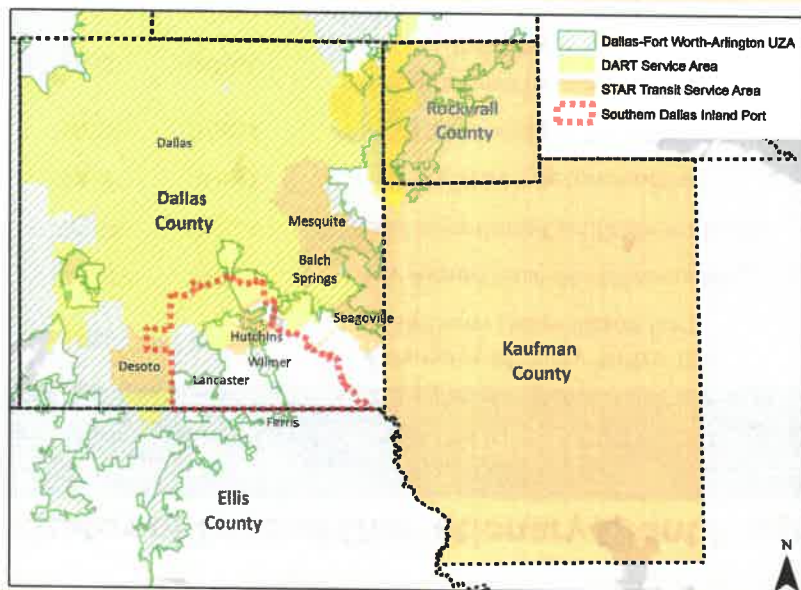
YEAR	EAST/ WEST	GRANT TYPE	PROJECT	TOTAL COST	GRANT FUNDS	UPDATED STATUS (VIA OTHER MEANS)		
						NEPA	FUNDING	DELIVERY
2020	EAST	BUILD	Enhancing Mobility Within the Southern Dallas Inland Port	\$12.0M	\$9.3M	NO	YES (partial)	COVID-19 #00X Round 3 (partial)
2020	WEST	BUILD	DFW Airport East-West Connector	\$48.9M	\$13.3M	PENDING	YES (partial)	COVID-19 #00X Round 4
2020	WEST	INFRA	N. Texas Hyperloop Certification Center	\$350.0M	\$30.0M	NO	NO	Not selected by VHO RFP
2019	EAST	BUILD	US 80/IH 635 Reconstruction	\$255.0M	\$25.0M	FONSI	YES (partial)	2021 UTP (FY 2025-30 Let Date)
2019	WEST	BUILD	SH 114 Frontage Road Gap	\$46.1M	\$25.0M	FONSI	YES	Under Construction
2019	EAST	INFRA	IH 30 Rockwall County – Lake Ray Hubbard Bridge	\$214.0M	\$100.0M	FONSI	YES	2021 UTP (FY 2021-24 Let Date)
2019	BOTH	INFRA	N. Texas Strategic National Highway System (NHS) Bridge Program	\$228.7M	\$113.1M	PENDING	YES (partial)	Partial INFRA (\$8.8M) for partial program (\$28.5M – 4 bridges)
2018	EAST	BUILD	IH 633 LBJ East	\$1.56B	\$25.0M	FONSI	YES	Under Construction
2017/8	EAST	INFRA	IH 635 LBJ East	\$1.80B	\$165.0M	FONSI	YES	Under Construction
2017/8	WEST	INFRA	IH 20 Y-Connection Upgrade	\$1.23B	\$100.0M	FONSI	YES	2021 UTP (FY 2021-24 Let Date)
2017/8	WEST	INFRA	DFW Connector N. Airport Interchange	\$122.7M	\$65.0M	FONSI	NO	Future (Mobility 2045 Plan)
2016/7	EAST	FASTLANE	IH 35E/35W Merge Interchange	\$210.2M	\$126.0M	FONSI	YES	2021 UTP (FY 2021-24 Let Date)
2016/7	WEST	FASTLANE	DFW Connector N. Airport Interchange	\$106.9M	\$64.0M	FONSI	NO	Future (Mobility 2045 Plan)
2016	EAST	TIGER	Park Lane/Vickery Meadow Complete Streets	\$20.6M	\$13.0M	PENDING	YES	Under Design (NCTCOG/City of Dallas Partnership)
2016	WEST	TIGER	East Lancaster Ave. Complete Streets	\$107.0M	\$25.0M	NO	YES (partial)	2021 UTP (FY 2021-24 Let Date)

ELECTRON

Connecting you to where you want to go.

Proposed NCTCOG Projects: South Dallas Enhanced Mobility Project

- **South Dallas Transit and Market Demand: Connecting rural residents and large employers of the International Inland Port of Dallas (IIPOD) to the DART light rail system, healthcare (VA Medical Center), and education/job training sites**



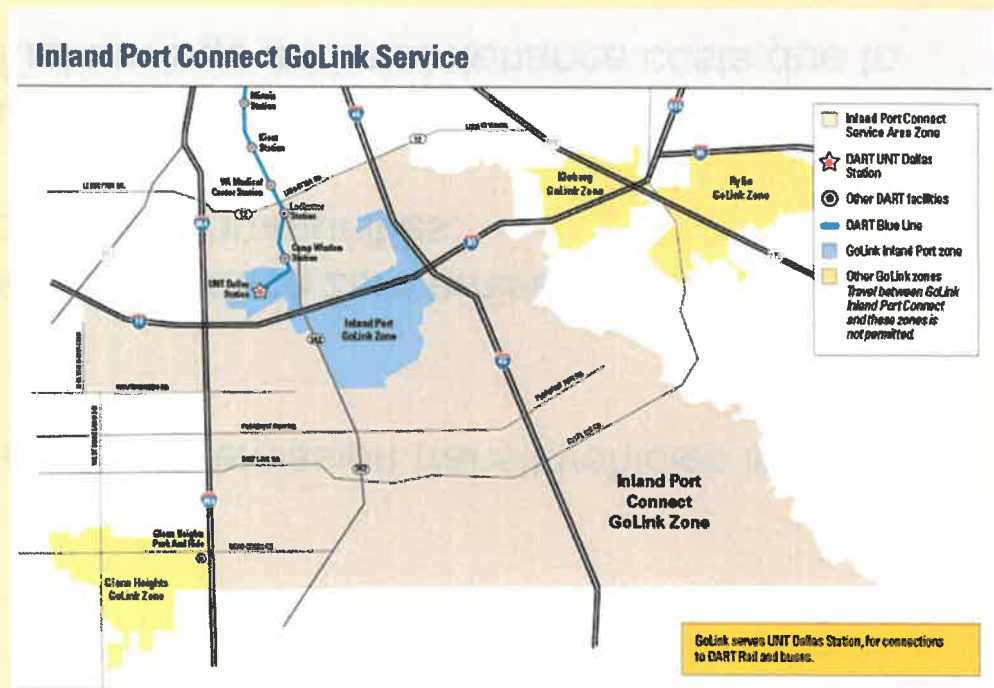
- ❑ Expanded transit using electric buses connecting to existing service
- ❑ New/upgraded bus facilities and charging systems
- ❑ Sidewalk and traffic signal improvements

INFRA Grant Application



Project	Non-Federal Funds ¹			Federal Funds ¹		Total Project Cost ¹
	Local	State	Private	Other Federal	Proposed BUILD Request	
South Dallas Enhanced Mobility Project	\$2.6 ²	\$0.1	\$0.0 ³	\$0.0	\$9.3	\$12.0
		23%			77%	

- Transit Service
 - Inland Port TMA has introduced on-demand service through a DART GoLink zone and after-hours Uber subsidy.
 - May be opportunities for further coordination with the TMA
- Sidewalk and Traffic Signal Improvements

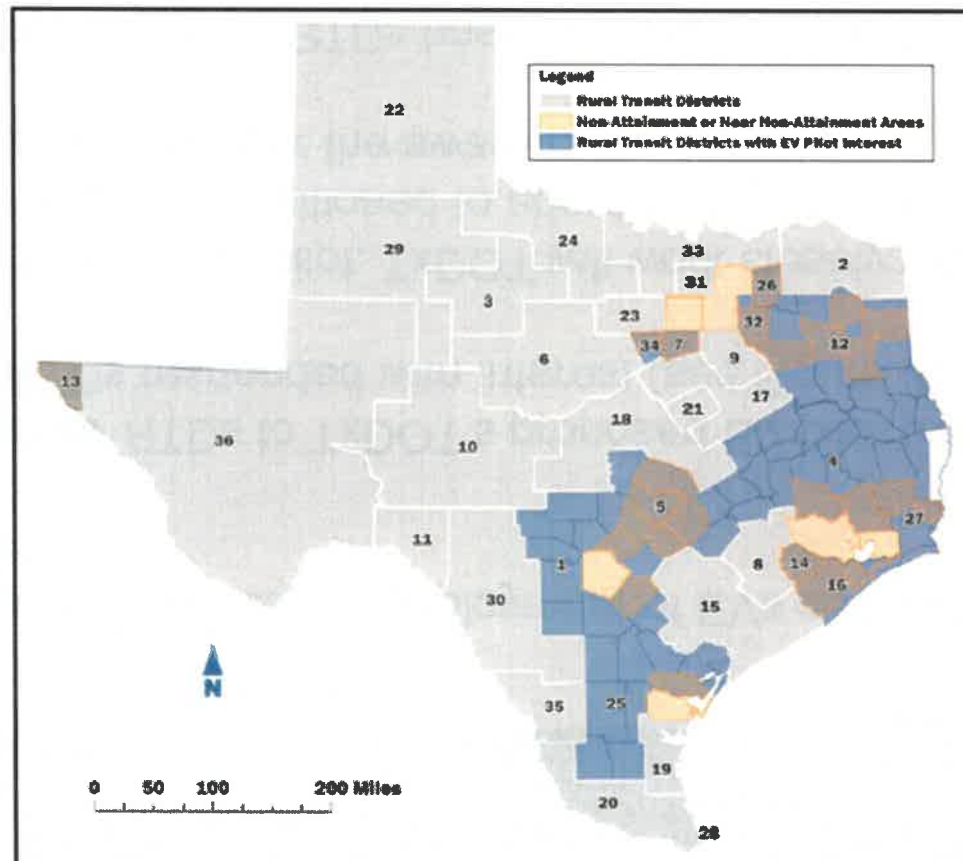


- The goal of the pilot program is to deploy zero-emission transit vehicles in RTDs with service in non-attainment areas.
- Electric buses are safe, reliable, quiet, and produce zero emissions or particulates, resulting in cleaner air for Texas communities.
- Electric buses are also highly efficient and have lower operating costs compared to diesel buses, including fuel savings and maintenance costs due to fewer moving parts.
- In addition, for Texas utility providers, electric buses can improve grid reliability and sustainability by helping to manage peak demand; most buses run during the day and charge in a garage at night during off-peak hours.

Connecting you to where you want to go.

- TxDOT is seeking RAISE grant funding to purchase 25 electric vehicles (EV) and 15 direct current (DC) fast chargers, as well as resources for training and support for drivers and transit agencies

Figure 3 | RAISE Project Potential EV Pilot Areas



- There is high demand for increased deployment of EVs across Texas' public transportation fleets.
- The response of Texas' RTDs to TxDOT's proposed EV pilot program was overwhelming; 13 RTDs responded with interest (see Figure 3).
- Given the limited scope of this pilot, TxDOT will work closely with interested RTDs to identify the agencies best positioned to adopt and deploy the new technologies into their service operations after the award is secured.
- TXDOT will evaluate interested RTDs based on technical ability to implement the project and their service boundaries relative to the targeted emissions objectives of this funding opportunity.
- RAISE funding will allow RTDs to test the operation of zero emission vehicles in their fleet, resulting in reduced exhaust emissions overall, quieter operations, reduced maintenance needs and costs, and reduced fuel costs.
- A successful EV pilot program will provide proof of concept and serve as a basis for expanding the share of EVs in fleets across the state.

The Rural Transit Asset Replacement & Modernization Project replaces fleet vehicles and constructs four new facilities at a total estimated cost of \$37,642,758, including:

- \$15,392,758 for Component 1a: replacement of 194 fleet units;
- \$6,050,000 for Component 1b: 25 electric vehicles, 15 DC fast chargers, and training and support as part of the EV pilot program

Table 5 | Total Project Cost and Funding Sources

Vehicle Replacement/EV Pilot	Total Cost	Other Federal Funds ¹	State Funds	RAISE Grant
1a - Vehicle Replacement	\$15,392,758	\$10,000,000	\$0	\$5,392,758
1b - EV Pilot Program	\$6,050,000	\$0	\$1,210,000	\$4,840,000
Subtotal	\$21,442,758	\$10,000,000	\$1,210,000	\$10,232,758



STAR TRANSIT

Connecting you to where you want to go.

FY22 STAR Transit Service Planning

7/29/21

1. Transition Fixed Routes

2. Expand STARNow

3. Transition Scheduling Software



STAR TRANSIT

Connecting you to where you want to go.

Transition Fixed Routes

Based on the findings from the Southern Dallas County Transit Planning Study, STAR Transit's experience and collected data and the city's desire for alternate transit options, we propose the following:

- Keep demand response service hours the same.
 - 20 hours per day
 - Service hours remain, M – F, 6:00am – 6:00pm

- Transition Route 501 hours to STARNow – Microtransit same day service.
 - 18 hours per day
 - Hours of availability, M – F, 6:00am – 6:00pm
 - Travel zone includes the city limits, UNT DART Station and Glenn Heights Park & Ride.

38 Total Hours Daily

Based on STAR Transit's experience and collected data and the city's desire to maximize service and budget, we propose the following:

- Transition Route 301 hours to STARNow – Microtransit same day service.
 - 12.5 hours per day
 - Hours of availability, M – F, 6:00am – 6:00pm
 - Travel zone includes city limits and the Buckner DART Station.

12.5 Total Hours Daily

Service Type: **STARnow**

Connecting you to where you want to go.

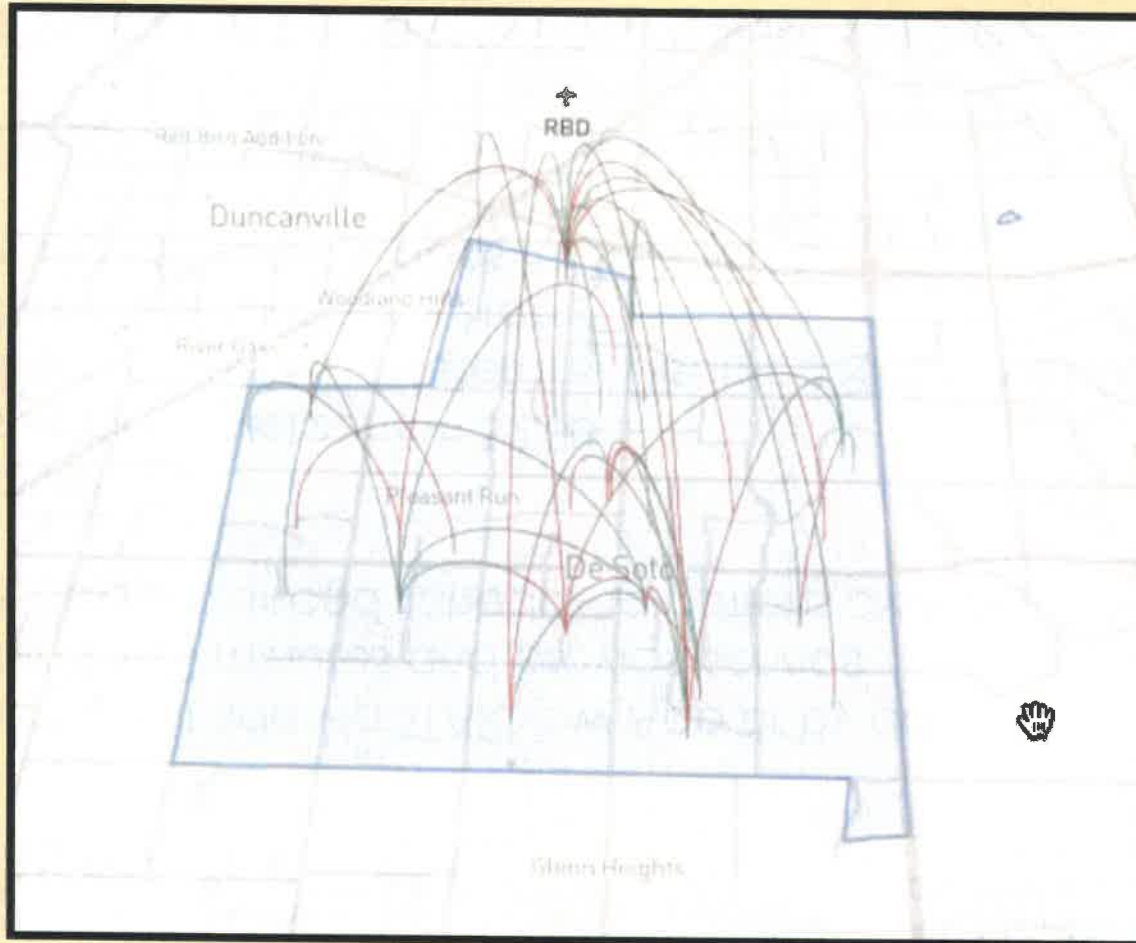
- Customer request ride via STARNow App or by calling 877-631-5278; We arrive within 15-20 minutes and provide service.
 - Same day advanced scheduling options available.
- Fare structure:
 - Rides within travel zone = \$2.00
 - Qualified Seniors 60+, Veterans, Disabled Riders = \$1.00
 - Children 12 and under = Free
 - Ability to use Promo Codes for free fares.
- Shared ride service with trip purpose freedom.
- Operated by a STAR Transit driver in a smaller vehicle.
- Passenger age requirement = 13 and above to ride unaccompanied.

Transition Fixed Route | DeSoto

STAR TRANSIT

Service Type: **STARnow**

Connecting you to where you want to go.



- ❖ Zone population = 52,456
- ❖ UNT DART Station and Glenn Heights Park & Ride would be included in the zone.

Transition Fixed Route | Seagoville

STAR TRANSIT

Service Type: **STARnow**

Connecting you to where you want to go.



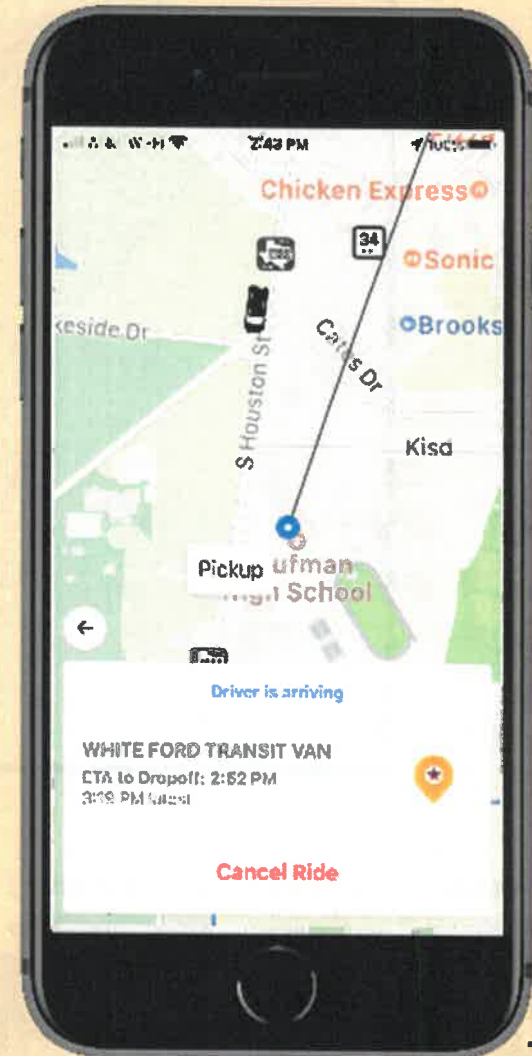
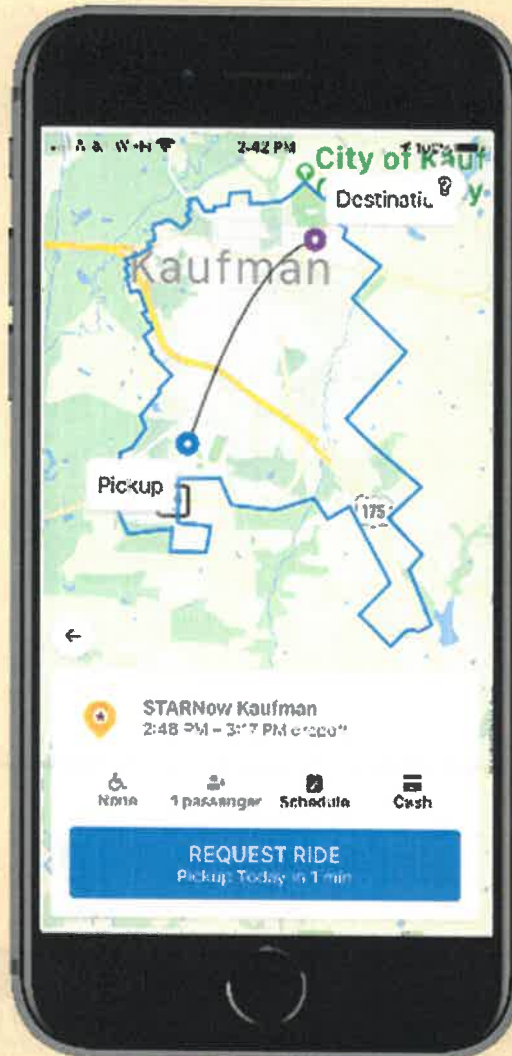
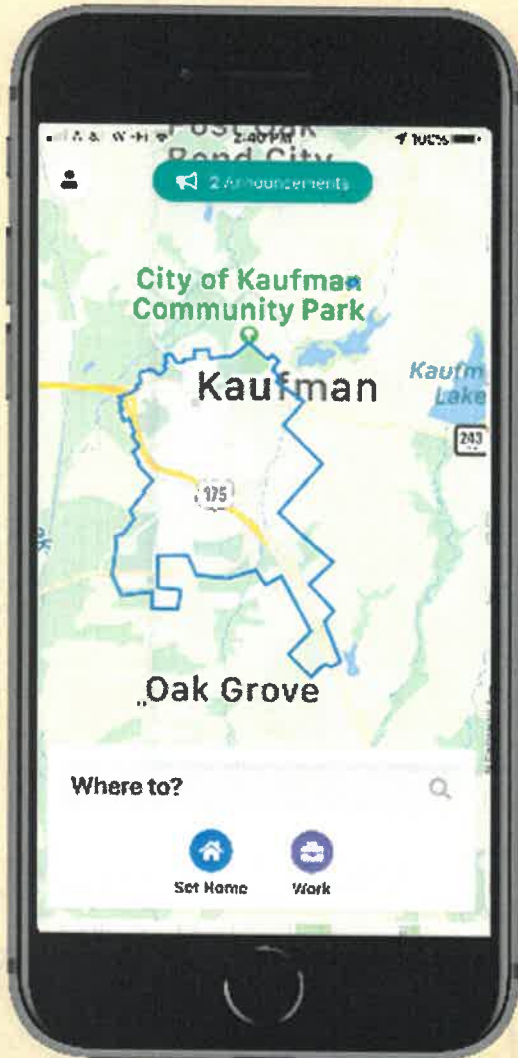
- ❖ Zone population = 16,514
- ❖ Buckner DART Station would be included in the zone.

Transition Fixed Route

STAR TRANSIT

Service Type: **STARnow**

Connecting you to where you want to go.



Example of Data Points

KPIs

Completed Boardings	Avg. Boardings Per Service Hr.	Boarding Cancellations	Boarding Cancellations (No-Show)	Cancellation Percentage	Cancellation Percentage (No Show)	Total Requests	
1160	3.18	325	52	21.89 %	3.5 %	1291	
Completed Requests	No Drivers Available Requests	Request Cancellations	Request Cancellations (No Show)	Avg. # of Requests per Rider	Avg. Travel Duration	Avg. Travel Distance	Mean Wait Time
1013	6	272	43	9.35	11.15 min	2.86 mi	33.61 min
Median Wait Time	Bookings from Admin Panel	Bookings from Rider App	Flag Down Bookings	Avg. # Riders per Request			
23.13 min	38.71 %	61.29 %	0 %	4.26			

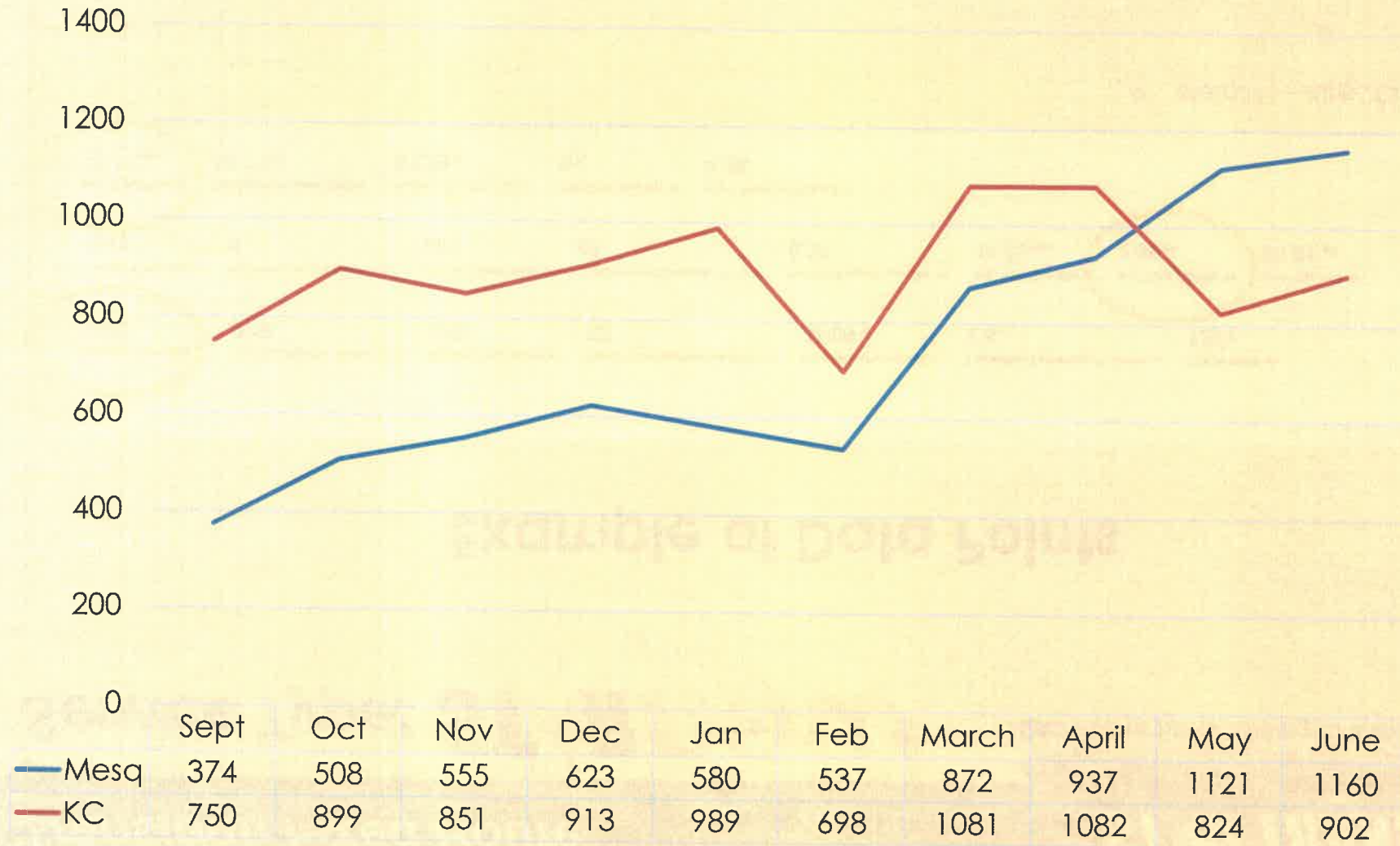
❖ Mesquite – June 2021

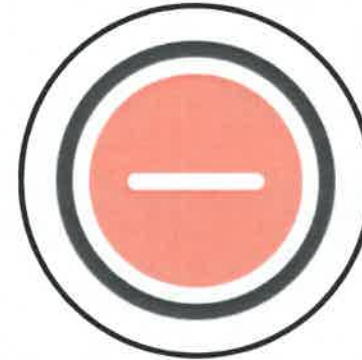
Transition Fixed Route



Connecting you to where you want to go.

FY21 STAR Now Ridership





- Curb to Curb.
- More customized service.
- Travel Zone = City Limits.
- Keeping DART Connection.
- No route limitations.
- No gaps in service.

- Less early/late commuter time.
- No free fare.

STAR TRANSIT

Connecting you to where you want to go.

Next Steps

Timeline

September/October

- Host public meeting(s)
- Update marketing materials
 - STAR Transit website
 - Revise and reprint brochures
 - Revise and reprint bus stop sign inserts
- Market service changes/STARNow

No later than January 1

- Officially launch STARNow in DeSoto and Seagoville.





STAR TRANSIT

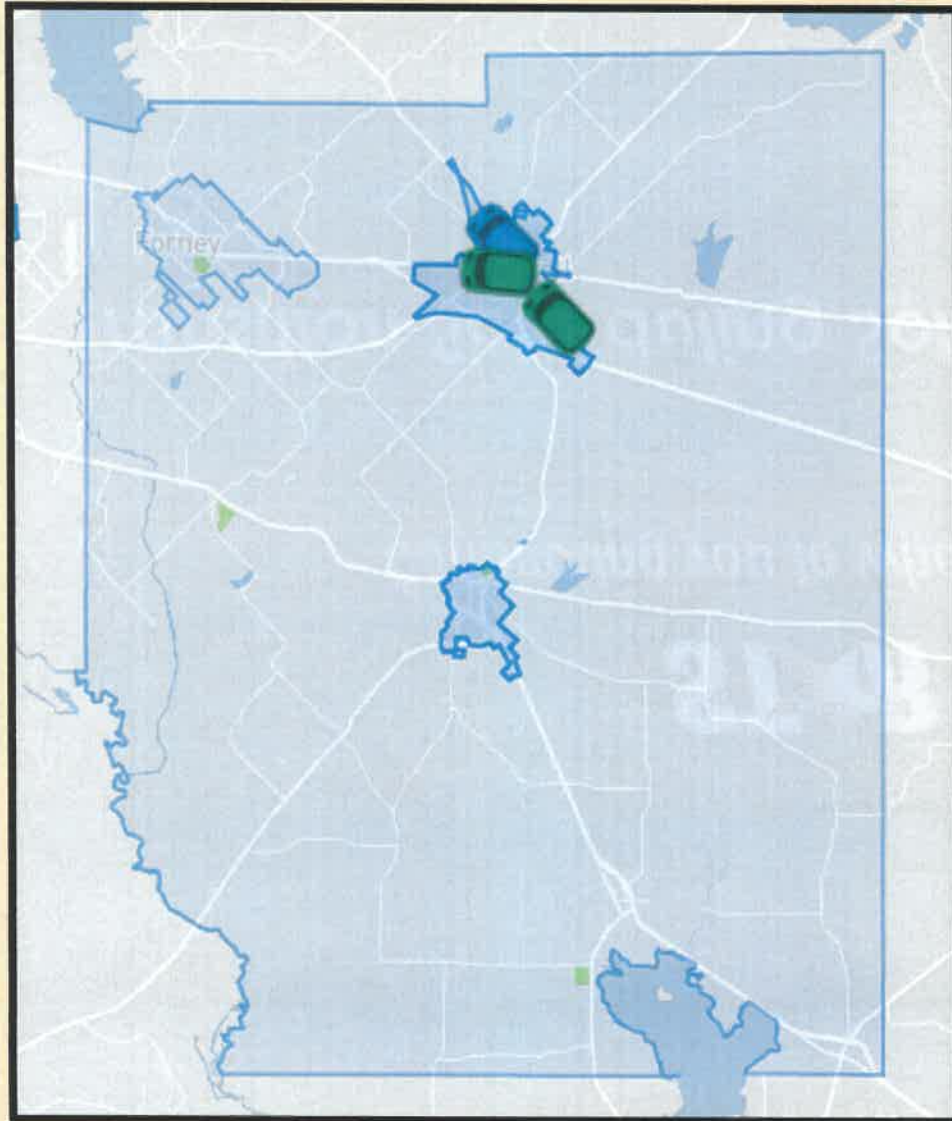
Connecting you to where you want to go.

***Expand STARNow in
Kaufman County***

Expand STARNow in Kaufman County

STAR TRANSIT

Connecting you to where you want to go.



- Add a Forney Zone
- Add a Kaufman County zone
- Pilot comingling of services in the Spare platform
 - Combine advanced booking with same day service.
 - Include Medicaid trips
 - Include reoccurring trips

STAR TRANSIT

Connecting you to where you want to go.

Transition Scheduling Software

Migrate from current TripSpark scheduling software to Spare:

- All services on one platform.
- Accommodates reporting requirements.
- Includes:
 - Medical into Dallas.
 - Title IIIB Kaufman - Rockwall, Ellis and Navarro County
 - Medicaid trips





STAR TRANSIT

Connecting you to where you want to go.

Board Member Input and Discussion



STAR TRANSIT

Connecting you to where you want to go.

Lunch

Noon – 12:30 p.m.



STAR TRANSIT

Connecting you to where you want to go.

Goals and Objectives

12:30 p.m. – 1:45 p.m.

Status Report of Current Goals & Objectives



Connecting you to where you want to go.

5 Year Goals – Progress Status

Board Approved September 15, 2020

Progress Status

Complete/Continuous

A. Measuring Performance

1 Capture, analyze, and apply the data necessary to drive decisions

- *Implemented Call Monitoring System for Call Center.*
- *Added Analytics for new scheduling system for wait times, rides per hours, etc.*
- *Increased monthly ridership report data.*
- *Monthly reviews of financial and operational data with staff and board.*

Complete

2 Set customer service metrics and employee performance metrics

- *Worked with consulting group ATG to develop customer service and performance metrics.*
- *Developed call center monthly scorecard to evaluate employee performance.*

Complete/Continuous

3 Define and enhance brand association with high customer service

- *Developed brand guidelines and standards for brand use in public.*
- *Initiated Public Relations program with Pavlik and Associates to expand brand and public awareness both locally and nationally.*

Status Report of Current Goals & Objectives



Connecting you to where you want to go.

5 Year Goals – Progress Status Board Approved September 15, 2020

B. Continuous Improvement

Complete

4 Update and improve governance processes

- Revised agencies By-Laws.
- Created 27 Standard Operating Procedures and 3 New Board Polices.
- Began Monthly Executive committee meetings for Board.

Complete

5 Improve Call Center responsiveness; establish online reservation request system; and retain Call Center Employees

- increased professionalism in the department through training, staff development and improved hiring standards.
- Reorganized roles and responsibilities to accomdate work load among staff.
- Launched mobile application trip booking and ticket purchasing.
- Reconfigured call routing in phone system to better distribute call volume amongst staff.
- Implemented call monitoring system to track performance.

In Progress

6 Increase board and staff professional development

- Contracted with Fred Pryor, Service Skills training, and NTL.
- Brought in Easter Seals to train staff in house.

Status Report of Current Goals & Objectives



Connecting you to where you want to go.

5 Year Goals – Progress Status Board Approved September 15, 2020

C. Healthy Growth

Complete

7 Grow services within the current STAR Transit geography

- Piloted fixed route service in Kaufman, Terrell, Balch Springs, Seagoville.
- Added weekend service to Balch Springs and Mesquite.
- Launched On-Demand Microtransit service in Balch Springs, Mesquite, Kaufman, and Terrell.
- Medicaid Broker SafeRides.
- Started managing and expanding Title III B program for Kaufman, Rockwall, Ellis and Navarro counties.

Complete/Continuous

8 Develop new partnerships with entities seeking service for transit favorable populations in their jurisdictions Launched Hutchins shuttle route through partnerships with FedEx, Gateway Apartments and Amazon

- Desoto
- Eastfield
- Lakepointe Church
- Inland Port TMA

In Progress

9 Increase Capital Ownership

- Completed Refueling Station.
- Added eleven transit van vehicles.
- Completed center parking lot and facilities for improvement to operations.

Complete/Continuous

10 Diversify funding streams

- Created and implemented the Advertising Program
- Created additional income with rental of the Depot property.
- Utilized TXDOT and NCTCOG grant programs.

In Progress

11 Establish a three month operating reserve

- Currently at two month reserve.

Status Report of Current Goals & Objectives



Connecting you to where you want to go.

5 Year Goals – Progress Status

Board Approved September 15, 2020

D. Emerging Trends

In Progress

Complete/Continuous

- 12 Assess organizational growth in light of population growth
- 13 Keep pace with technological changes in the delivery of transit services
 - *Added On-demand Microtransit service.*
 - *Launched a mobile application for trip booking and ticket purchasing.*
 - *Redesigned website and increased use of social media communication.*
 - *Added call/text notifications for trip confirmations and reminders.*
- 14 Create partnership direct with medical providers to assist care givers in achieving patient management goals
 - *Created Mobility Management Coordinator position to work with social workers and other managed care providers*

In Progress

Status Report of Current Goals & Objectives



Connecting you to where you want to go.

12 Month Objectives – Progress Status Board Approved September 15, 2020

Progress Status	A. Measuring Performance
Complete/Continuous	1 Include monthly reporting of performance measures in the monthly Board Packet
In Progress	2 Adopt a comprehensive Financial Policy
Complete/Continuous	3 Report to the Board on employee turnover, retention and market competitiveness
In Progress	4 Set targets based on KPI's developed from Consultant Plan
Complete	5 Implement Call Center monitoring software and set monthly performance measures
Complete	6 Implement Client Complaint Tracking Software
B. Continuous Improvement	
Complete	7 Create budget proposal for staff training; provide transit primers and educational materials at Board Meetings
Complete	8 Achieve a fund balance of \$650,000 and minimize use of line of credit
No Action	9 Encourage TXDOT/RTC/FTA to sign an mutual review agreement for procurements
Complete	10 Upgrade Security and Surveillance systems at office
Complete/Continuous	11 Implement Public Transportation Agency Safety Plan
In Progress	12 Update Procurement Policy
Complete	13 Improve interior cleaning process of vehicles using Asset Management staff and vendors

Status Report of Current Goals & Objectives



Connecting you to where you want to go.

12 Month Objectives – Progress Status Board Approved September 15, 2020

C. Healthy Growth

- Complete/Continuous 14 Participate in the Inland Port TMA; Best Southwest and other community based transit partnerships
- Complete/Continuous 15 Communicate Cost of Service and other policies with potential expansion partners
- Complete 16 Reduce percentage of denied trips from prior three year's average

D. Emerging Trends

- Complete 17 Implement mobile ticketing; Create a fare policy to include day, week and monthly pass options
- Complete 18 Implement automated call/text reminder software for riders
- In Progress 19 Establish online reservation request system

The STAR TRANSIT logo, identical to the one in the top right corner, is positioned at the top left of the main content area.

Proposed Goals for FY 2022 from Annual Staff Retreat

A. Measuring Performance

B. Continuous Improvement

- 1 Transition to new scheduling and dispatch software
- 2 Implement In-house Commercial Drivers License training program

C. Healthy Growth

- 3 Plan and design agency owned parking facility in Dallas County.

D. Emerging Trends

- 4 Solar Power Energy / Sustainable energy solutions
- 5 Live Stream on vehicles - Wifi onboard / Wifi on buses / Real Time video on buses
- 6 Assess electric vehicle and charging station options

Review Outcomes of 2021 Staff Retreat

STAR TRANSIT

Connecting you to where you want to go.

STAR TRANSIT

Proposed Objectives for FY 2022 from Annual Staff Retreat

A. Measuring Performance

- 1 Create Secret Caller/Rider Program
- 2 Improve annual performance evaluation process (electronic, self evaluate, field inspections, supervisor review)
- 3 Evaluate new accounting software
- 4 Set/Update annual performance standards based on Tranist Development Study

B. Continuous Improvement

- 5 Review and Update Record Retention Policy for Electronic Recordkeeping
- 6 Implement Quarterly Safety Drills and Training Program
- 7 Implement Agency Safety Plan next steps
- 8 IT Refresh/ Improve tracking and replacement
- 9 Operation Center Improvements - Parking Lot, Pavement and Covered Parking, etc.
- 10 Implement assignment of tablets based on vehicle instead of drivers
- 11 Improve Public Relations for the agency by working with a third party vendor
- 12 Create a comprehensive Marketing Plan.

C. Healthy Growth

- 13 Increase SafeRide Program to match prior year Medicaid trip volume, new client and ridership.

D. Emerging Trends

- 14 Implement new Uniform Program via online ordering.
- 15 Explore improvements to Fleet Maintenance Software.

- Increase Driver Pay rates
 - Drivers are currently at \$15.00 starting pay, \$16.50 for Driver 2.
 - Propose increase of \$1.00 to raise to \$16.00 and \$17.50
 - That is an increase of 6% and 6.6% for Driver pay rates.
- Transition Scheduling Software
 - Increased software expense. Expand STARNow service.
 - Will have one year of paying for two scheduling system licenses.
- Consolidate Wireless Accounts
 - Currently have accounts with A&T, Sprint, and Verizon
 - Cost savings
- Capital Projects
 - Vehicle replacement with potential EV pilot
 - Continue Operations Center improvements
 - Back-up Generator, Solar panel, Covered parking

FY 2022 Budget Initiatives

STAR TRANSIT

Connecting you to where you want to go.

- Continue to grow Reserve Account
 - Dedicate Fare Revenue to operating Reserve
 - Current balance \$675K equals 41 days of operating cash.
 - Goal of 60 days equals \$995K. Currently \$320K short.
- Set a realistic Medicaid Revenue amount
 - Change in Medicaid broker resulted in higher rates but potential for drop in trip volume.
- Transition from TXDOT CARES grant funding
 - Manage the transition in TXDOT revenue from CARES to traditional funding



STAR TRANSIT

Connecting you to where you want to go.

Board Member Input and Discussion



STAR TRANSIT

Connecting you to where you want to go.

Branding and Board Engagement

1:45 p.m. – 2:15 p.m.

- How To Describe the Agency(elevator speach)
- Spreading the Word



STAR TRANSIT

Connecting you to where you want to go.

Adjourn 2:30 p.m.