



***STAR TRANSIT***

*Connecting you to where you want to go.*

***Public Meeting:***  
***Service changes in Seagoville***

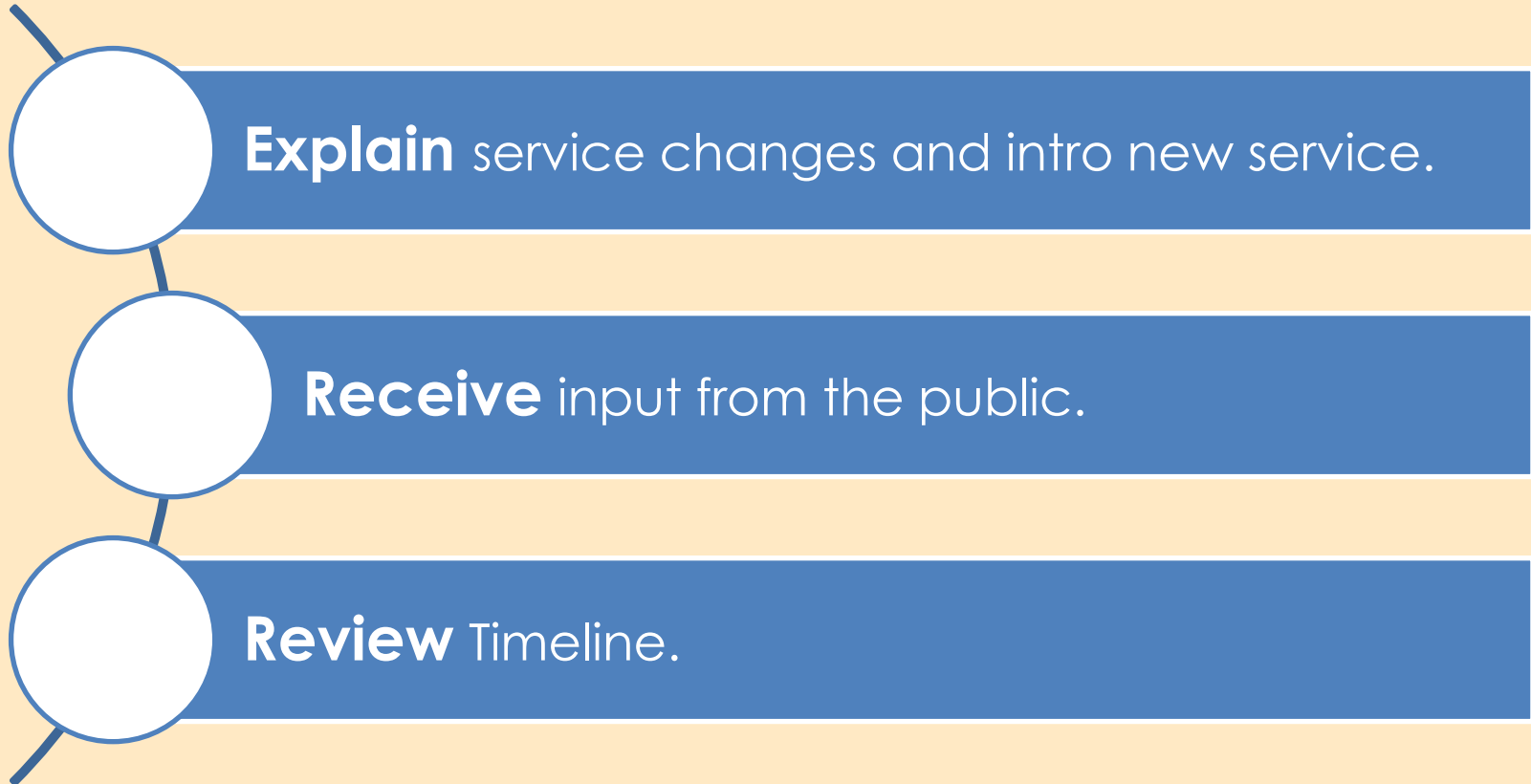
***9/16/21***

We are running today's meeting using inclusive practices. We invite everyone to use the Zoom Chat Box or Facebook Comment Section to ask questions or to make comments.

We will address/answer the questions/comments at the end of the presentation.

If you don't feel comfortable asking questions/making comments in this public setting, you may visit our website where you'll find a comment form that can be completed and returned to us.

As a note – we are recording this session.





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# *Proposed Service Changes*

## Service Type: Demand Response

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Rider Calls  
877-631-5278

Ride  
Scheduled

Bus Sent

### **Scheduling Agents are available:**

Monday – Friday  
8:00 am – 4:00 pm

### **Bus operates:**

Limited Hours, Monday – Friday

## Service Type: Demand Response

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- **For:**
  - Anyone living, playing, working in Seagoville.
  - 13 and above can ride unaccompanied.
- **Destinations:**
  - Any where in STAR Transit's service area.
  - Outside service area for medical appointments.
- **Fares:**
  - Based on direct travel distance from origin to destination.
  - Fares range from \$1.00 - \$12.00.
  - Discounted fares for qualified seniors 60+, Veterans and Disabled Riders.
  - Children 12 and under ride free.

## **Service Type:** Route 301

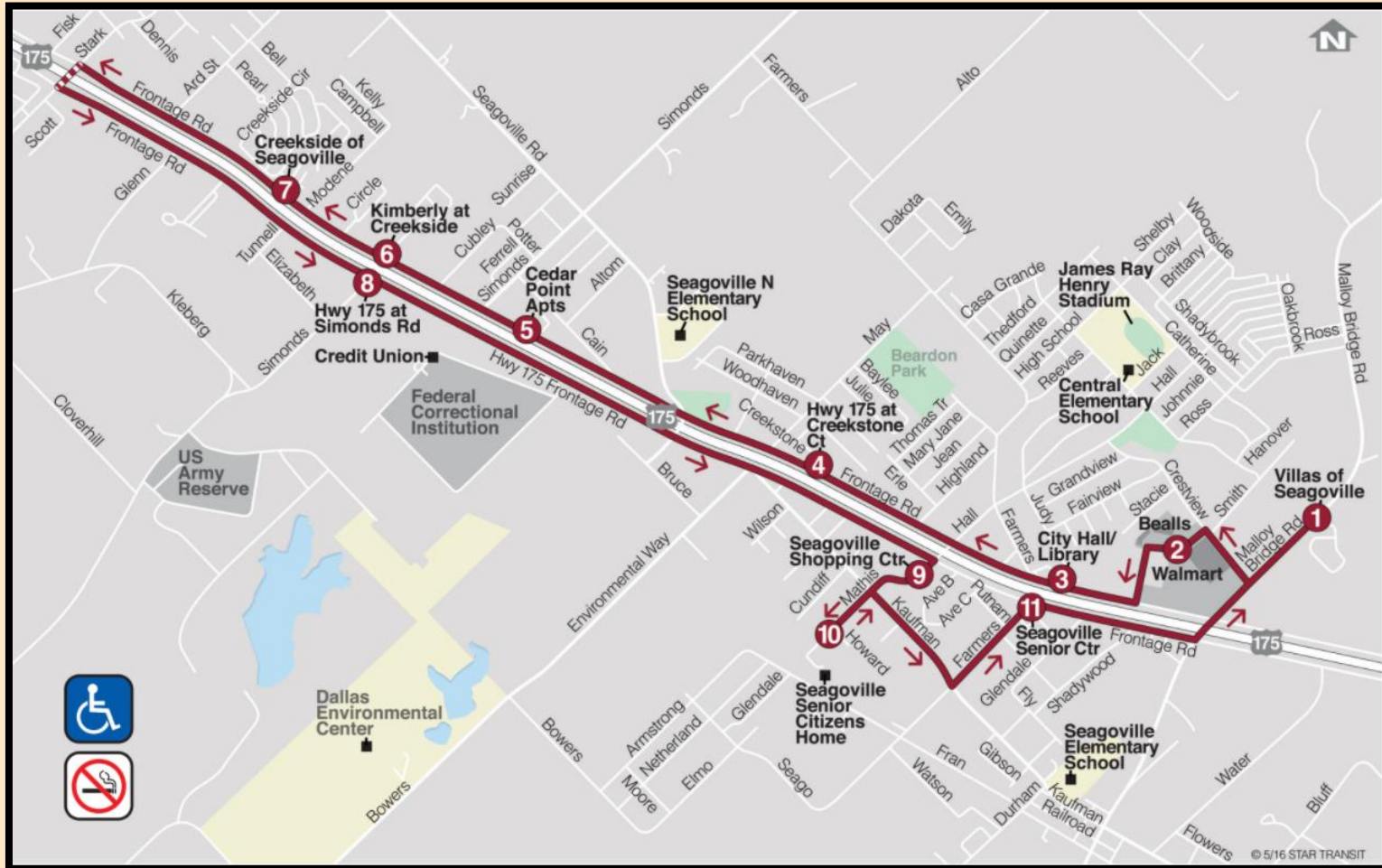
- Launched August 2016 and serves the city of Seagoville and the DART Buckner Station.
- Operates Monday – Friday, 5:30 AM - 8:29 AM, 10:45 AM - 12:30 PM, 4:05 PM – 6:45 PM.
- Fare - \$1.00 each way. Free for qualified seniors 60+, veterans, disabled riders as well as those 12 and under.

## Current Services

**STAR TRANSIT**

## Service Type: Route 301

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

- Continue Demand Response - pre-booking service.
- Cease operation of Bus Rte. 301.
- Allocate Rte. 301 hours to STARNow – same day service.

# Proposed Service Changes



## Service Type: Demand Response

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### **Scheduling Agents are available:**

Monday – Friday  
8:00 am – 4:00 pm

### **Bus operates:**

Limited Hours, Monday – Friday

## Service Type: The logo for STARnow, with "STAR" in red and "now" in yellow, featuring a stylized star icon.

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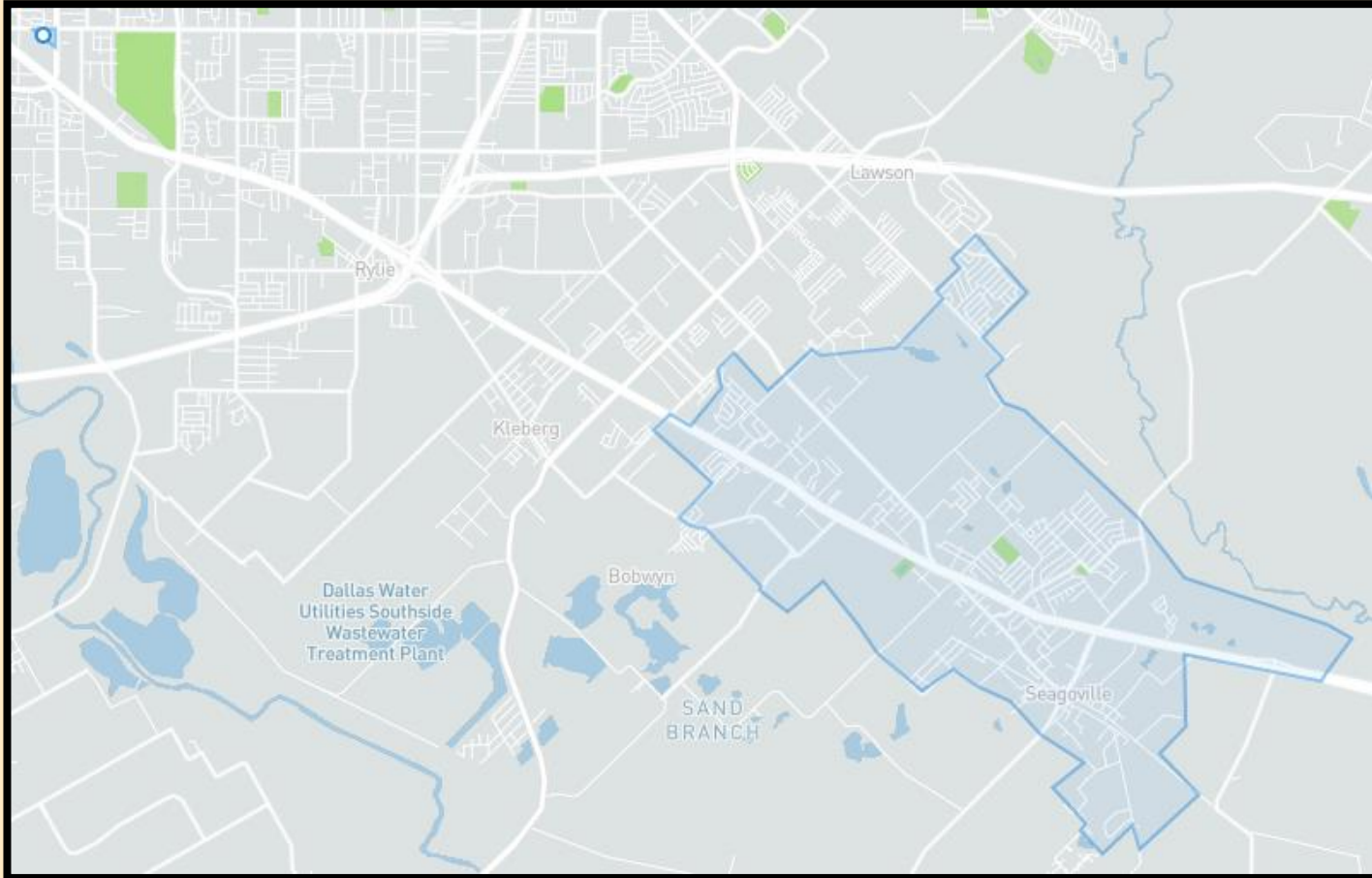
- Customer request ride via STARNow App or by calling 877-631-5278; We arrive within 15-20 minutes and provide service.
- Operates Monday – Friday, 6:00 am – 6:00 pm
- Fare structure:
  - Rides within travel zone = \$2.00
    - ❑ Qualified Seniors 60+, Veterans, Disabled Riders = \$1.00
    - ❑ Children 12 and under = Free
  - Free fares for all, 10/4 – 10/31.
- 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.

# Proposed Service Changes

**STAR TRANSIT**

Service Type: **STARnow**

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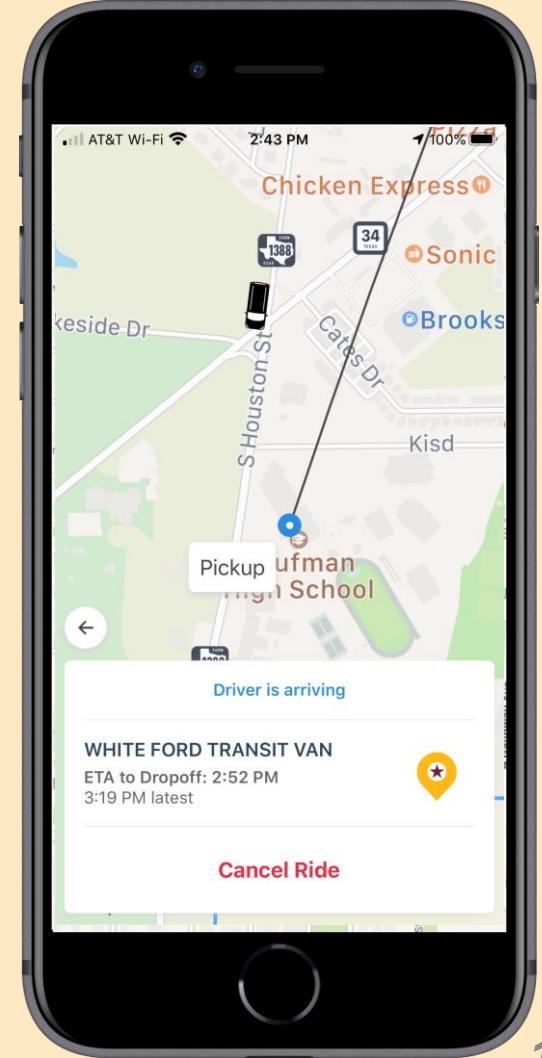
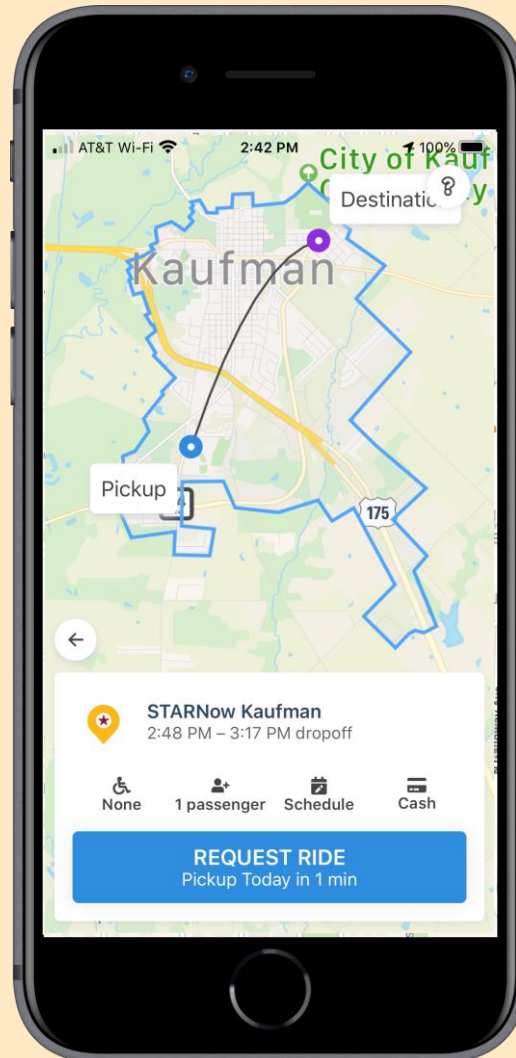
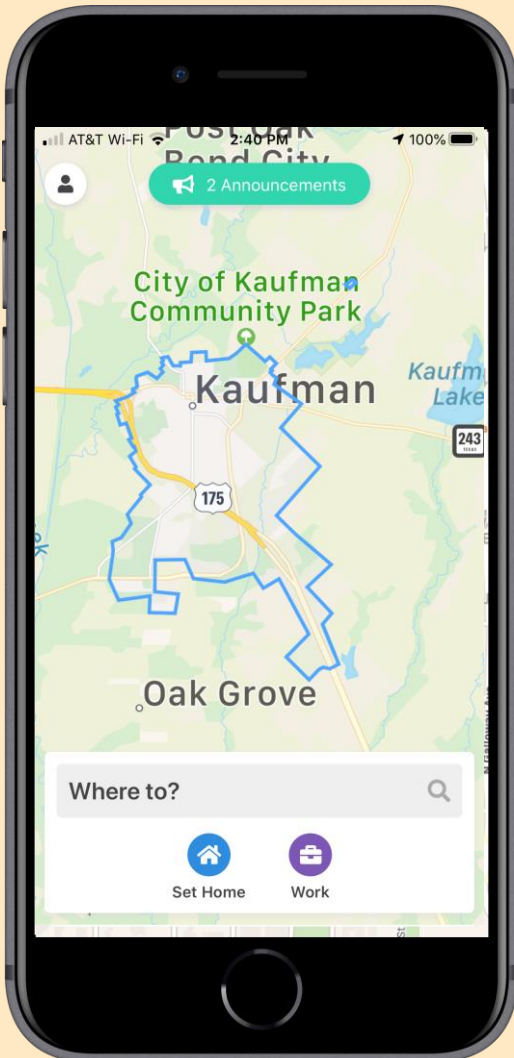
❖ Buckner DART Station is included in the zone.

# Proposed Service Changes

**STAR TRANSIT**

Service Type: **STARnow**

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## Service Type: The logo for STARnow, featuring the word "STAR" in a bold, sans-serif font with a stylized star icon, followed by the word "now" in a lowercase, sans-serif font.

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### **Benefits of using the App:**

- Rider in control of booking/canceling rides.
- SMS/Call notifications when bus is arriving.
- Follow the bus on the app so you can see the location.
- Add payment method so you don't have to worry about exact fare.
- Review past trips.

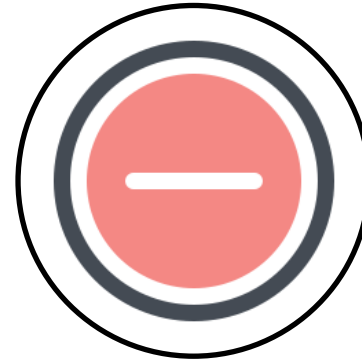
# Proposed Service Changes

**STAR TRANSIT**

Vehicle Type: **STARnow**

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- 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.



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# *Timeline*

## Timeline

### September

- 9/16 – Host public meeting(s)
- 9/30 – Public comment period closes
- Update marketing materials
- Begin marketing service changes/STARNow



### October

- 10/4/21 – Launch STARNow in Seagoville





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*Questions or  
Comments*





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***Thank You!***