



STAR TRANSIT

Connecting you to where you want to go.

Public Meeting: ***Service changes in DeSoto***

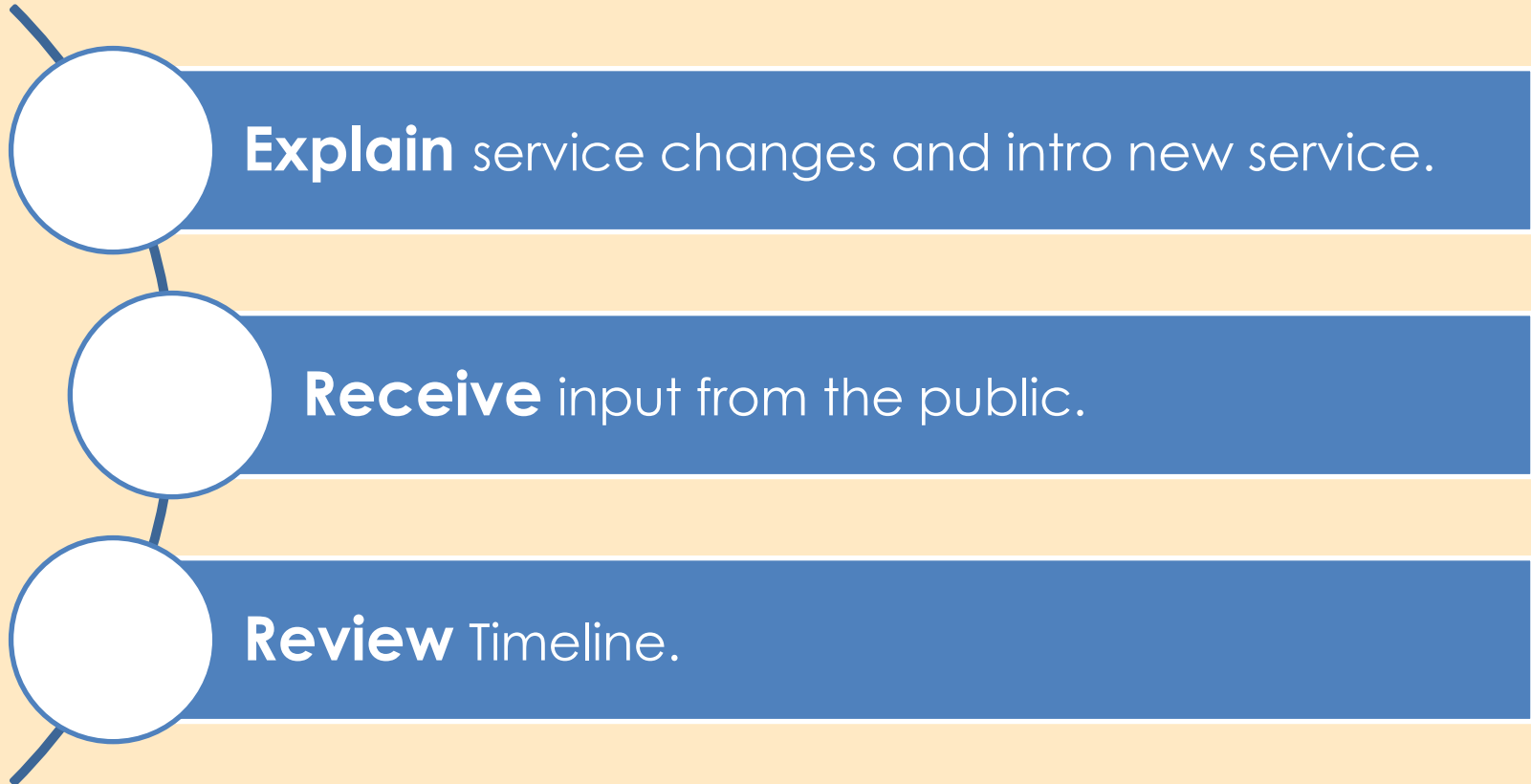
10/27/21

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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Scheduling Agents are available:

Monday – Friday
8:00 am – 4:00 pm

Bus operates:

6:00 am – 6:00 pm, Monday – Friday

Service Type: Demand Response

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- **For:**
 - Anyone living, playing, working in DeSoto.
 - 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: DeSoto Rte. 501

- **Objective:**
 - Link key destinations in DeSoto.
 - Provide AM and PM peak period service.
- **Service Hours:**
 - 4:45 am – 9:36 am, 2:45 pm – 6:36 pm
 - Monday - Friday
- **Stops:**
 - 1 Route, 15 Stops
 - Access the DART UNT Station
- **Fare:**
 - General public = \$1.00 each way
 - Qualified 60+/Veterans/Disabled Riders/U-12 = No fare
- **Hours:**
 - 38 Total Hours Daily
 - 30 – Demand Response
 - 8 – Fixed Route



Current Services

Service Type: DeSoto Rte. 501

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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 alternative transit options, we propose the following:

- Keep Demand Response Service Hours
 - 20 hours per day
 - Hours of availability remains, M – F, 6:00 am – 6:00 pm
- Cease operation of Route 501 and transition hours to STARNow – Same day service
 - 18 hours per day
 - Hours of availability, M – F, 6:00 am – 6:00 pm

38 Total Hours Daily

Proposed Service Changes



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Service Type: **STARnow**

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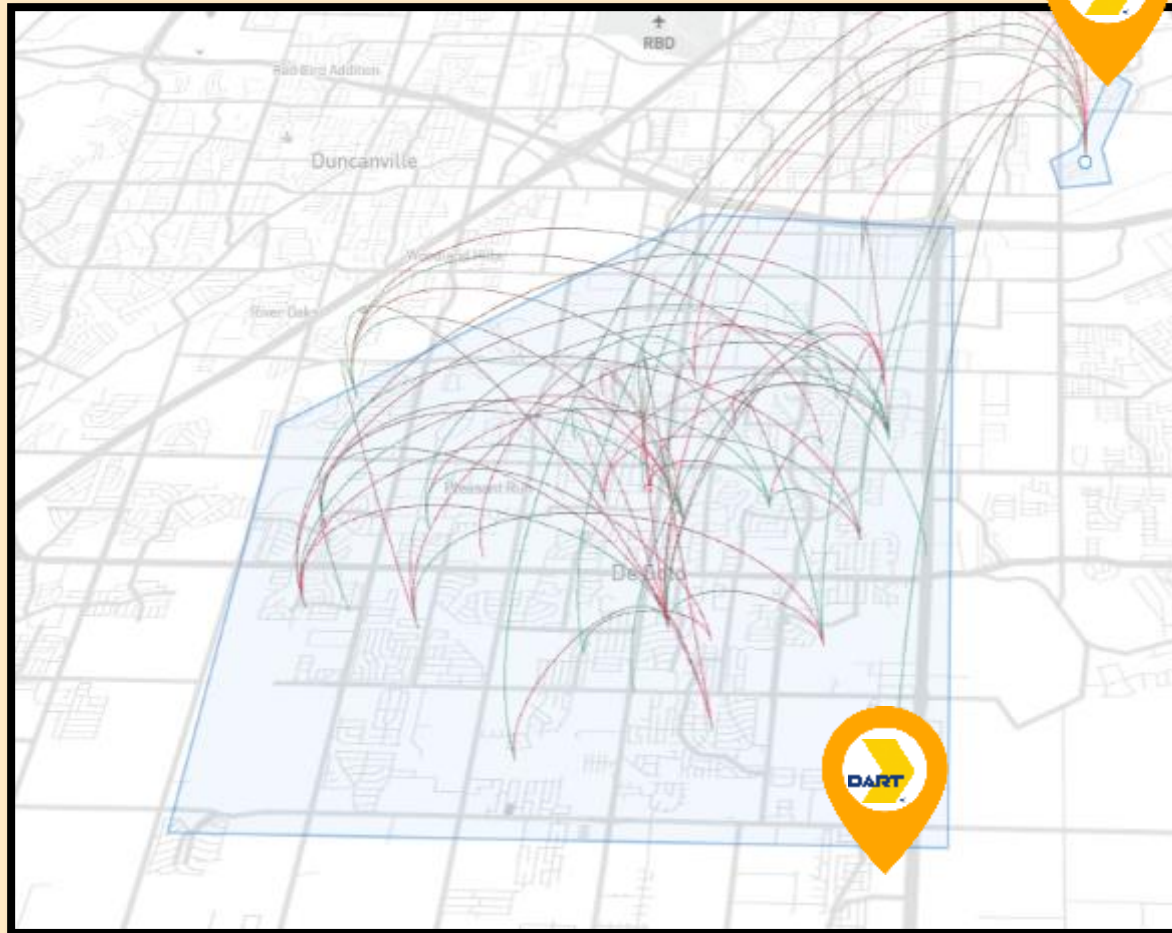
- Customer request a same day ride via STARNow App or by calling 877-631-5278; We arrive within 15-20 minutes and provide service.
- Operates Monday – Friday, 6:00 am – 6:00 pm
- Fare structure:
 - Rides within travel zone = \$2.00
 - ❑ Qualified Seniors 60+, Veterans, Disabled Riders = \$1.00
 - ❑ Children 12 and under = Free
 - Free fares for all, 12/1 – 12/31.
- 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 FY21 Service Plan

STAR TRANSIT

Service Type: **STARnow**

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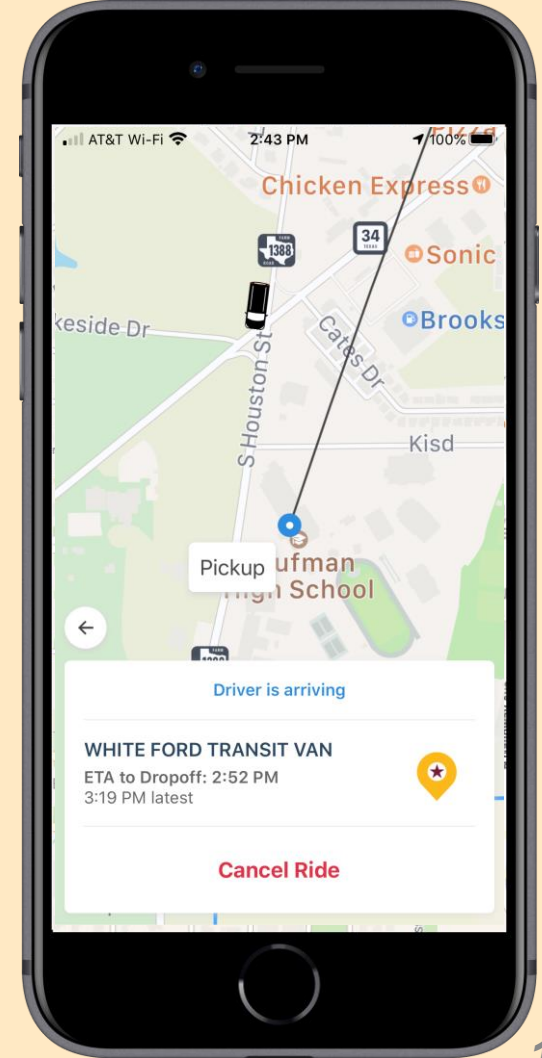
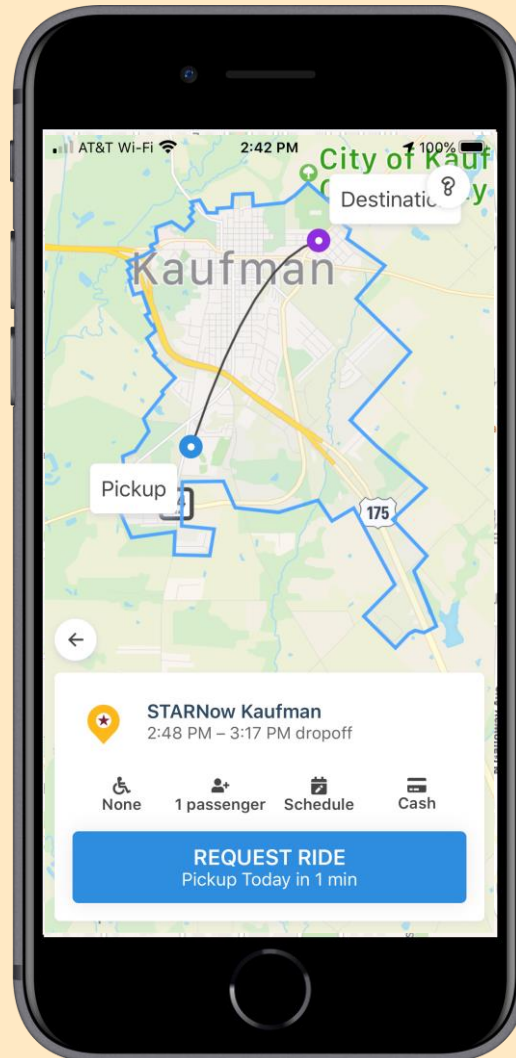
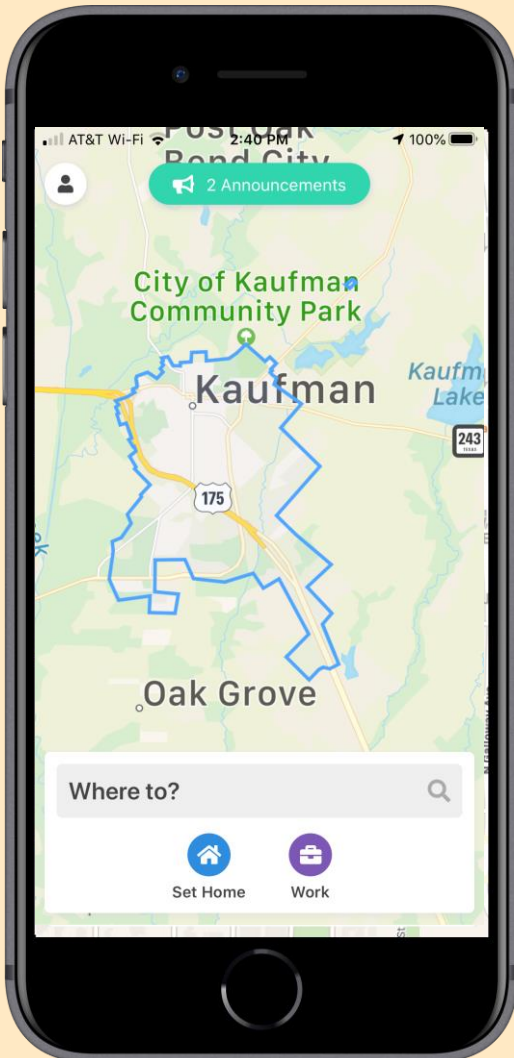
- ❖ Zone population = 52,456
- ❖ UNT DART Station and Glenn Heights Park & Ride would be included in the zone.

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.

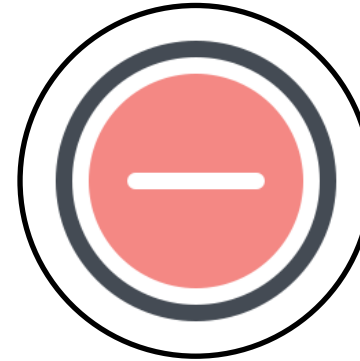
Proposed Service Changes

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

October

- 10/27 – Host public meetings

November

- 11/10 – Public comment period closes
- 11/16 – Meet with DeSoto City Council
- Update marketing materials
- Begin marketing service changes and STARNow, same day service

December

- 12/1/21 – Launch STARNow in DeSoto





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*Questions or
Comments*





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Thank You!