City Council Work Session Handouts November 11, 2013

- I. Review and Discuss DART Topics of Interest
- II. Review and Discuss the Council Goals for the 2013-2015 Council Term



Briefing to the Richardson City Council

November 11, 2013

Today's Briefing

- HOV Transition
- New Member City Policy and Contract Service
- The Cotton Belt Corridor
- The 2040 Transit System Plan
- Paid Parking
- Galatyn Shuttle Service
- TAPS
- Paratransit
- GoPass
- The North Texas Regional Passenger Rail Summit



DART-TxDOT HOV Transition

- In 2011, TxDOT announced it would take over responsibility for HOV Operations, Maintenance, and Enforcement.
- The transition is consistent with the Region's transition of the current interim HOV lanes to permanent tolled managed lanes.
- In early 2012, TxDOT, NCTCOG, and DART signed a memorandum of understanding to guide the transition.



Timeline for HOV Transition

- Oct. 1, 2012 TxDOT took over responsibility for signs maintenance, pavement striping, and sweeping.
- Oct. 1, 2013 TxDOT took over full responsibility for enforcement, maintenance, customer service, and operation of HOV lanes.
- Oct. 1, 2014 TxDOT will assume responsibility for the Barrier Transfer Vehicle contract on I-30 East.



Policy On Contract Service for Cities Outside of the DART Service Area

Policy III.07

- DART Operation to or from non-DART cities
 - Contract must cover fully allocated costs including capital
 - Payments must consider an access fee if there are more than 30 total trips per hour.
 - Requires DART Board approval of the agreement

Time Limitations on Contract Service

- 24 month contract without limitation or additional responsibility.
- By the end of 36 months of service, DART and city shall develop a service plan and 20 year financial plan splitting the cost 50/50.
- Maximum contract term is 48 months.
- Policy requires cities to conduct a successful election to join DART within the duration of the maximum contract term and retire 4a/4b debt.



The Cotton Belt Corridor

- DART closely monitored SB 1333 in the 83rd Texas Legislative Session until the bill died in the Senate Intergovernmental Relations Committee
- DART continues to assess and evaluate options to advance the project prior to the 2030 time frame
 - Staff continues to develop the technical aspects of the project
 - Staff is reviewing the financial capacity to determine if progress on the project can begin sooner
- Oct. 3, 2013 Letter from the Fort Worth T to NCTCOG requesting assistance in developing the TEX Rail project (Western portion of Cotton Belt Corridor to DFW Airport)



2030 Transit System Plan Approved October 24, 2006





Rail

Rail Line & Station (Existing/Committed)





Bus

Express Bus occoo Enhanced Bus

Rapid Bus



Managed HOV Lanes DART Participation

No DART Participation

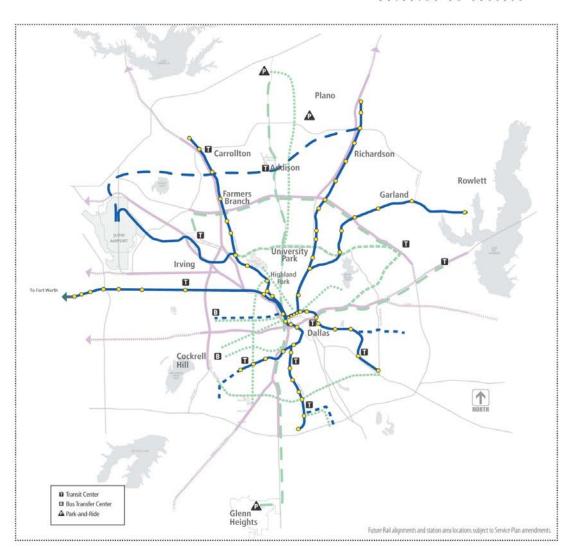


Paratransit



Systemwide Mobility

- Intelligent Transportation Systems
- *Transportation System Management
- •Travel Demand Management
- Safety and Security
- Passenger Facilities
- Bicycle/Pedestrian Integration
- System Accessibility





Approach

- 2030 Transit System Plan is the starting point
- Incorporate new demographics
- Incorporate new federal requirements
 - State of Good Repair
 - New Starts, including core capacity
- Take public comment on new "good ideas"
- Evaluate all alternatives
- Adopt program of projects and priorities



2040 Transit System Plan Next Steps

- October 28, 2013 Joint DART Board/Council Transportation Committee
- November 2013 Adopt Guiding Principles
- Initiate early tasks to support public and agency outreach in early 2014
- Regular DART Board briefings to gain feedback and update on progress
- Provide updates to DART cities



Paid Parking Demonstration

Paid Parking Demonstration Authorized

Parker Road Station--began April 2012

N. Carrollton-Frankford Station
 --began April 2012

- NW Plano Park&Ride --began August 2012

Belt Line Station
 --began December 2012

- Demonstration ends March 31, 2014 without Board action.
- On Nov. 5, 2013 DART Board considered options including:
 - Terminate the program on March 31, 2014.
 - Extend the term of demonstration until March 31, 2015
 - Expand program to additional stations

Galatyn Shuttle

- Site-specific shuttle provides last-mile access from Galatyn Park Station to nearby businesses and activities.
- Route extends north to Renner, south to Campbell, and serves destinations on both sides of US 75.
- Available weekdays during morning and afternoon peak periods, with buses operating approximately every 20 minutes.
- On 11/5/13 DART Board approved operation of this shuttle program for another three-year period.



Texoma Area Paratransit (TAPS)

TAPS was selected by Collin County,
 McKinney and Allen, to provide transportation
 services throughout the area to Parker Road
 Station

 TAPS was also selected by Collin County to provide paratransit service, replacing CCARTS, funded by RTC



Mobility Management Contract

- Proven success with new model, MV has outperformed what was done previously
- Significant cost savings to the Agency.
- MV and DART agree that the model is a success both sides have learned valuable lessons throughout the 1st year of the two year Pilot
- DART and our customers are satisfied with MV's performance, validated by:
 - PAAG members
 - Input from ADA Community Meetings
 - Over 4,000 customer satisfaction survey calls



GoPass[™] Mobile Ticketing

- On Sept. 16 DART, debuted the GoPass[™] Mobile Ticketing App.
- Passengers can use their smartphones to buy, store and activate passes.
- Can purchase several passes at once and activate them as needed, for up to 60 days.
- Contains a trip-planning tool powered by Google Transit.
- As of 11/4/2013:
 - 53,671+ downloads (already exceeds yearly goal)
 - 74,000+ tickets sold



The North Texas Regional Passenger Rail Summit

- Held on Sept. 23 at DART Headquarters
- 100+ regional leaders in attendance from a 19-country area:
 - Mayors/Council Members
 - City managers
 - County judges,
 - State and federal lawmakers
 - DART, DCTA and Fort Worth T Board and Staff
- Provided an opportunity to promote conversation, share information, stimulate ideas and discuss strategy for future transit development.
- Feedback from the event has been extremely positive



Questions





214.979.1111 www.DART.org



City of Richardson

Council Goals Process Summary 11.11.13

Driving Business Growth Through Adaptive Solutions



Agenda

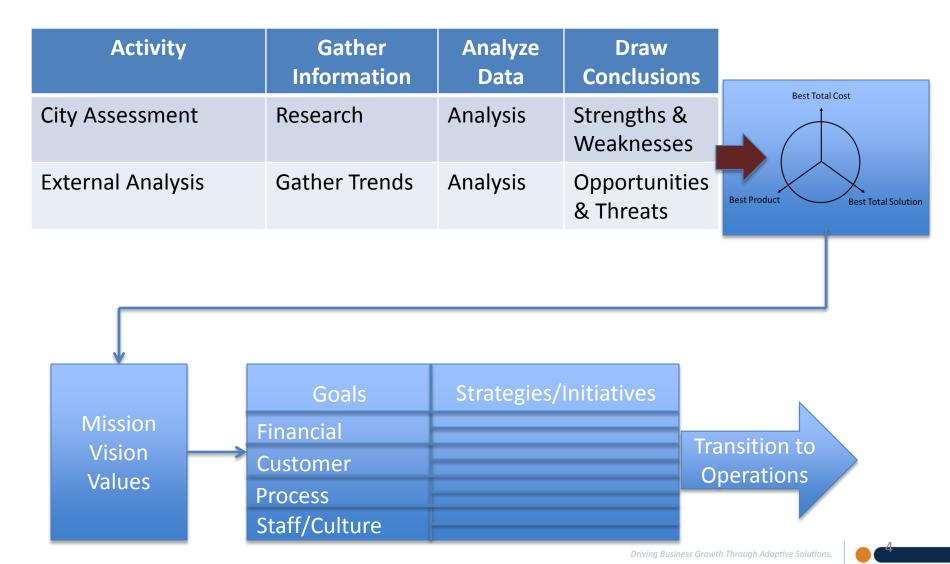
- Process
- Role and Rules
- Value Proposition
- Vision
- Goals
- Strategies
- Next Steps



COUNCIL GOALS PROCESS



Council Goals Process





ROLE OF COUNCIL

Role of Council

The role of the Council is to develop a long-term vision for the City, to develop policies necessary to achieve the Vision, and to communicate with, seek input from, and be the advocate for, residents, businesses, and other stakeholders.

The Council will provide the direction, trust, and support necessary for the City Manager to implement the operational aspects of our Vision and be positive and resourceful advocates of the City.





Rules of Engagement

At all times, and in all interactions, the Council will work to find common ground in the best interest of the stakeholders. While executing our duties, the Council will be:

- Respectful
 - Of differing ideas and opinions, and other people's time
- Thoughtful
 - We will listen thoroughly and evaluate on merit
- Professional
 - Punctual, Focused, Present, and Prepared
- Supportive
 - Of each other, our City, our decisions, and our staff
- Efficient
 - With City resources, our time, and the time of others





VALUE PROPOSITION



Value Proposition

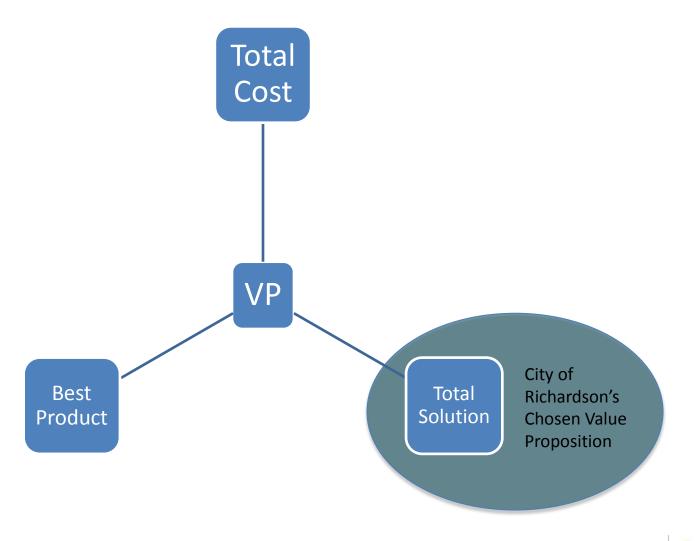
 An organization's Value Proposition is the way it chooses to deliver value to its customers. It is further defined by price, quality, services, and features that its customers expect to receive and for which they are willing to pay





Value Proposition

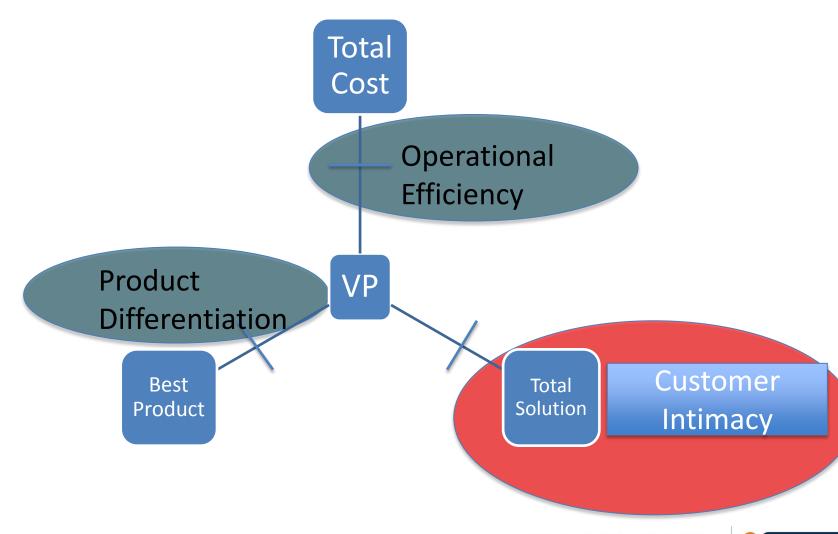
Discipline of Market Leaders (Treacy & Wiersema)







VP/VOM and Thresholds







VISION

Vision Statement

- The City of Richardson is a clean, safe, vibrant, and inclusive community in which residents, businesses, and other stakeholders enjoy a high quality of life and are proud to call "home"
 - All of our stakeholders enjoy superior, responsive city services.
 Our accessibility, and the quality and variety of our amenities, recreation opportunities, green spaces, housing options, education opportunities, retail choices, and transportation options are locally and nationally recognized
 - We have a thriving, diverse business community whose success is supported by a superior infrastructure, access to a talented, welleducated, and engaged workforce, a business-friendly environment, and easy access to the North Texas region



GOALS



Balanced Scorecard Goals – The goal is...

Perspective	Goal
Culture	For Richardson to be a place where people are proud to live, work, and engage in the community
Customer	To have stakeholders choose Richardson as the best place to invest
Financial	To increase City revenues without raising the tax rate, and to reduce costs while maintaining and enhancing city services
Internal Process	To have clear, easy to understand processes and policies that make it easy to do business with the City





STRATEGIES

Strategies

- Enhance the quality of life of our stakeholders
- Attract and retain targeted businesses
- Strengthen property values
- Implement cost reduction strategies
- Increase the sense of community
- Increase private participation and contributions
- Increase the number, quality, and variety of job opportunities throughout the City
- Increase our "Wow Factor"
- Clearly articulate, enhance, and effectively communicate our Brand
- Improve communications
- Attract, develop, and retain quality City employees
- Improve customer experience in interactions with the City
- Enhance Governance
- Appropriate use of technology
- Improve accessibility to the City
- Optimize the use of fees
- Improve documentation, processes, structure, and services

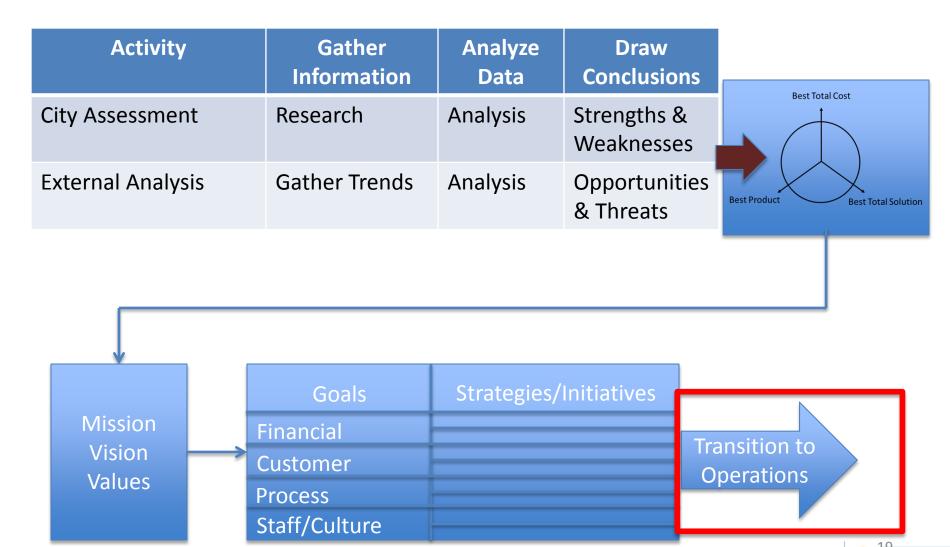




NEXT STEPS



Council Goals Process





Next Steps

- Staff to prepare draft implementation plans
- Submit to Council for modification and approval
- Implement Strategies to achieve Council Goals
- Monitor Effectiveness and Refine