



DRAFT

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CONSIDERING  
PUBLIC TRANSPORTATION  
OPTIONS AND OPPORTUNITIES

CITY OF COPPELL

Prepared by  
NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS



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## Chapter 1: Introduction

### Project Background and Elements of this Report

Staff at the city of Coppell requested assistance from the North Central Texas Council of Governments (NCTCOG) in considering near-term options for public transportation for residents and workers in Coppell. In response, NCTCOG staff prepared this report to identify factors that the city may consider when determining what public transportation services best meet the city's needs in the next few years. The report focuses on services that could meet the needs of populations without ready access to a personal vehicle, such as older adults and individuals with disabilities, as well as the potential need for employment transportation.

This chapter outlines plans and studies that have been conducted in the region and locally that address future public transportation considerations for Coppell. While the focus and timeline for implementing these plans varies, the plans and policies outlined in these documents can help Coppell ensure that current efforts to consider public transportation needs and options put the city in a position to move forward with longer term plans for public transportation when it is ready to do so.

The second chapter provides information on demographic factors, activity centers and employment travel patterns for the city of Coppell. These data points give the city background information that will help it consider the city's potential need and demand for public transportation.

The third chapter outlines information about existing transportation services in and around Coppell. Knowing who is providing transportation and the kinds of services they offer can offer the city some insight into which public transportation providers are potential partners for implementing transit services.

The public transportation toolbox in chapter four includes a range of options for public transportation service that could be appropriate for Coppell. The description of each option includes information on the need being met, the market being served, potential service parameters, existing conditions required for success, anticipated outcomes and level of service, extent to which identified needs are addressed, and other implementation considerations.

Chapter five includes a brief discussion of costs associated with public transportation and potential federal funding available to support public transit focused on populations with special needs or focused on employment transportation. However, this report's generalized information must be supplemented with discussion of actual costs with potential service providers if the city plans to move forward with implementing transit services.

Chapter six serves as the report's conclusion and outlines potential next steps for the city based on the information provided in this report.

### Relevant Plans and Studies

Several prior plans and studies have addressed potential for public transportation in Coppell over the near, mid and long term.

#### [Access North Texas \(2013\)](#)

Access North Texas is the public transit-human services coordination plan for North Central Texas and includes prioritized public transportation strategies through 2017 for each of the region's sixteen counties and for the region as a whole. Partnerships among local governments, social and human service organizations, and transportation providers are the first step to implement many approaches outlined in Access North Texas.

Strategies relevant to the city of Coppell include the following strategies for Dallas County and the region.

- Continue to identify additional gaps in service and obtain service for underserved areas and populations, including identifying additional barriers to service and selecting projects that address specific barriers such as time and day of trips, safety and accessibility (Dallas County).
- Establish policies facilitating access to regional transportation services (Dallas County).
- Establish and communicate the cost of service to potential partners and identify creative ways to secure additional local matching dollars to access federal transit funding (Region).

Access North Texas serves as a framework for improvements to transportation services for those most in need as they travel in their communities and the region.

#### [Coppell 2030 Comprehensive Master Plan \(2011\)](#)

The city of Coppell's 2030 comprehensive master plan serves as a framework and vision for preserving city integrity and guiding new development. The comprehensive master plan was adopted in 2011, and updates previous plans of Coppell Vision (April 2009) and Old Coppell Master Plan (2002). The city of Coppell is located in northwest Dallas County, and is served by the major highways of Sam Rayburn Tollway, Interstate 635, and the President George Bush Turnpike. The city withdrew from Dallas Area Rapid Transit (DART) in 1989 and currently has no general public transportation.

While the city is not a member of the DART system, the DART Transit System Plan identifies a potential future rail station to be located within the city of Coppell on the Cotton Belt rail line. Coppell's master plan identifies two transit oriented development strategies if the station is built in Coppell. Both scenarios include redevelopment with potential accommodations for bicycles and pedestrians. The city will seek a detailed study for circulators and other transit services once higher density development is in place.

The comprehensive master plan identifies transit services as an important component of an effective multimodal transportation system, and a key component to providing regional access to its residents. A large percentage of local residents work outside the city, and many local businesses rely on employees who reside outside the city; therefore, the city recognizes the importance of multimodal accommodations linking future developments.

#### [Mobility 2035 – 2013 Update](#)

In June 2013, the Regional Transportation Council approved a new long-range metropolitan transportation plan (Mobility 2035 – 2013 Update) for the Dallas-Fort Worth area. This plan was developed with public input and collaboration with regional transportation partners. As the region anticipates an influx of nearly three million people over the next 20 years, all modes of transportation will need to be enhanced just to keep pace with growth. The plan's public transportation goals include improving the availability of transportation options, supporting

efficiency measures and system enhancements targeted at congestion reduction and management, and assuring all communities are provided access to the regional transportation system and the planning process. The goals also include a focus on the natural environment, air quality, active lifestyles, livable communities and cost-effective projects and programs.

Policies are established in Mobility 2013 – 2013 Update that are relevant as Coppell considers options for public transportation. These policies focus on:

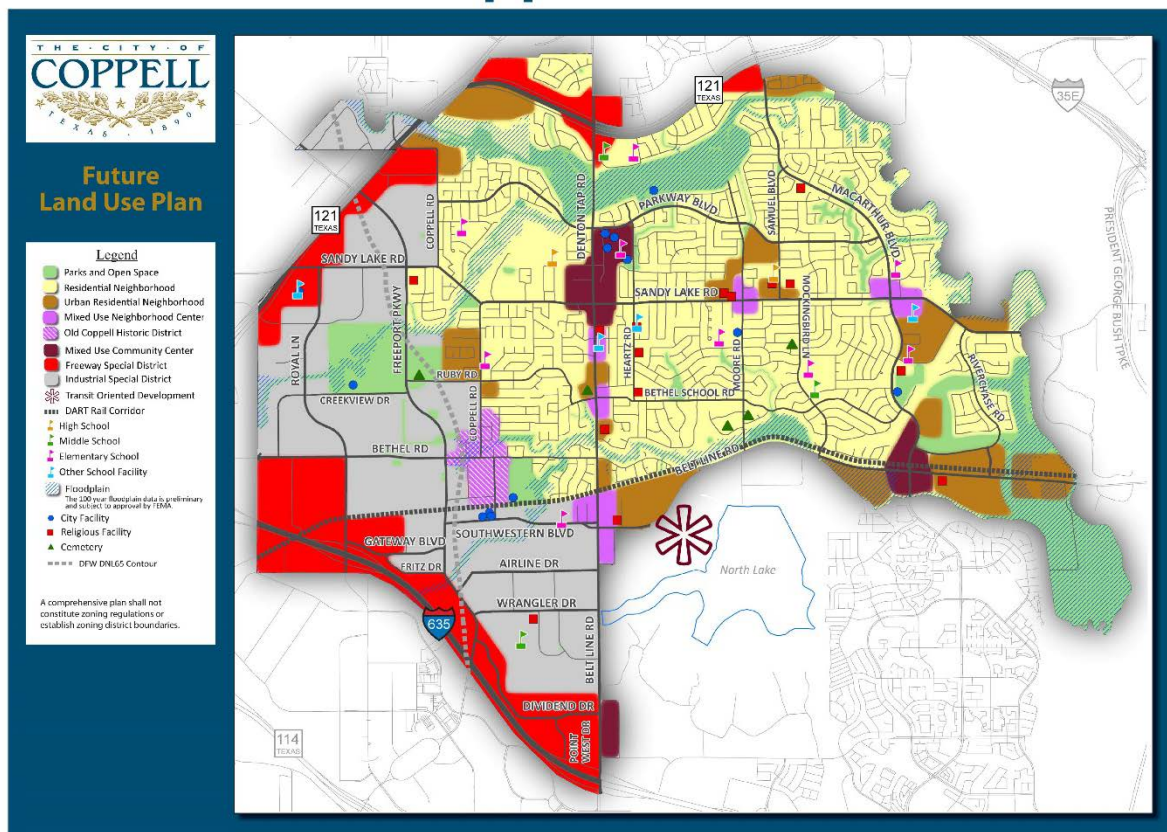
- Meeting public transportation needs with existing transportation authorities and providers through a comprehensive, coordinated, and cooperative approach to maximize existing transportation resources.
- Working with the region's existing public transit providers to ensure a seamless multimodal transit system, including elimination of gaps in service.
- Maximizing the efficient use of public transportation resources in North Central Texas including public, private-nonprofit, and private-for-profit providers of services.

The plan specifically identifies a future rail transit corridor that that may impact the city of Coppell's transportation network and public transportation options. The Cotton Belt line will provide a link from Dallas/Fort Worth International Airport (DFW Airport) east to Plano, crossing through the city of Coppell. This route will add a new means of access to the airport by rail and it links existing and planned rail transit lines, including the TEX Rail corridor that will provide service to Tarrant County cities such as Grapevine and Fort Worth. The current plan estimates the rail line opening in 2018. Future metropolitan transportation plans will refine and update timelines as needed.

## Chapter 2: Demographic Summary: Current and Future Factors Influencing Transit Demand

This section provides a summary of demographic factors that may influence the demand for transit for the city of Coppell. Coppell is landlocked between Grapevine, Lewisville, Carrollton, Irving, and Dallas. Coppell does not have an extraterritorial jurisdiction (ETJ) from which to annex new land into the city, thus, limiting the options for new development while encouraging infill development. As seen below in the Future Land Use Plan from Coppell's 2030 Comprehensive Plan, a majority of the city is designated as residential (yellow), industrial (gray), or commercial (red). Through the southern portion of the city there is a proposed Dallas Area Rapid Transit (DART) rail line, the Cotton Belt, and transit-oriented development site to be located near a future rail station.

### Coppell 2030



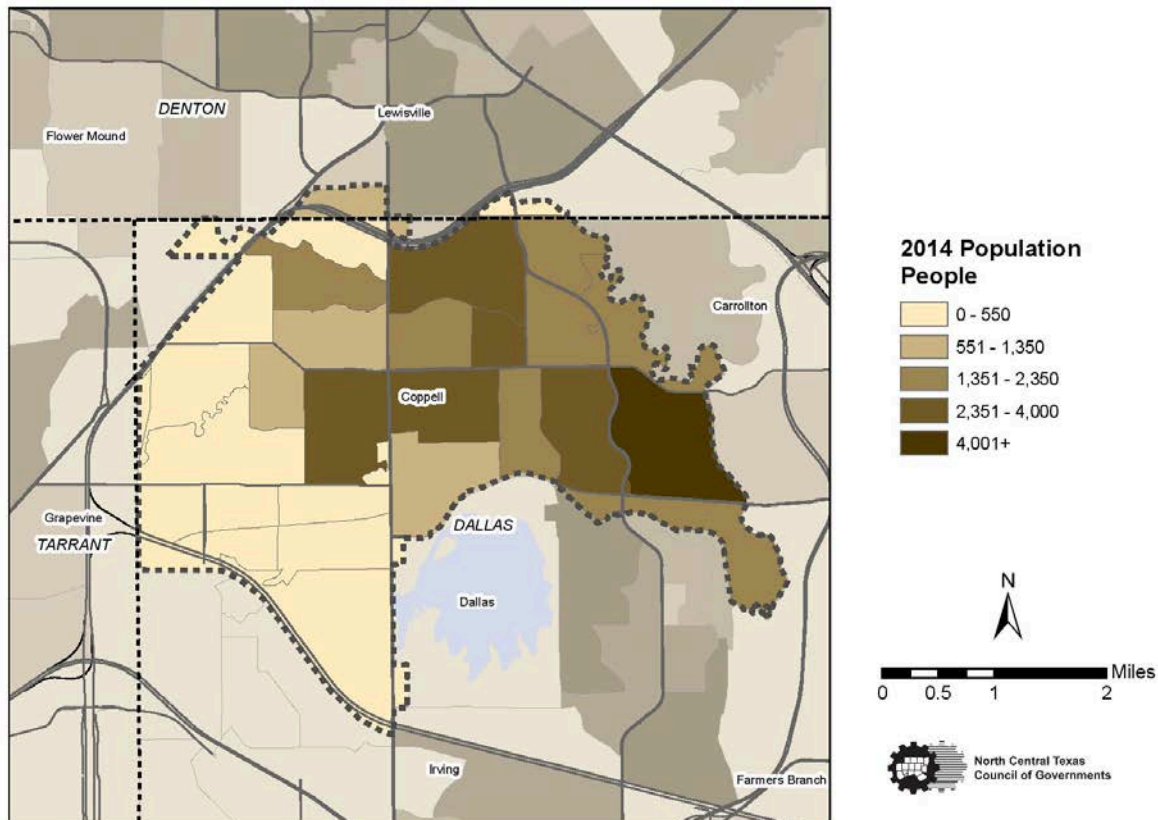
Source: Coppell 2030 – A Comprehensive Master Plan



## Population

Up until 2000, the population growth in Coppell was rapid, averaging a 192% increase between 1970 and 2000. In the last 14 years, population growth has slowed to 7.5%. A contributing factor is likely the limited area remaining for new residential development. As of the 2010 Census, Coppell's population was 38,659. The 2014 population distribution of Coppell is illustrated in the figure below. Areas not within the city are grayed out. The east side of the city is where a majority of the population resides.

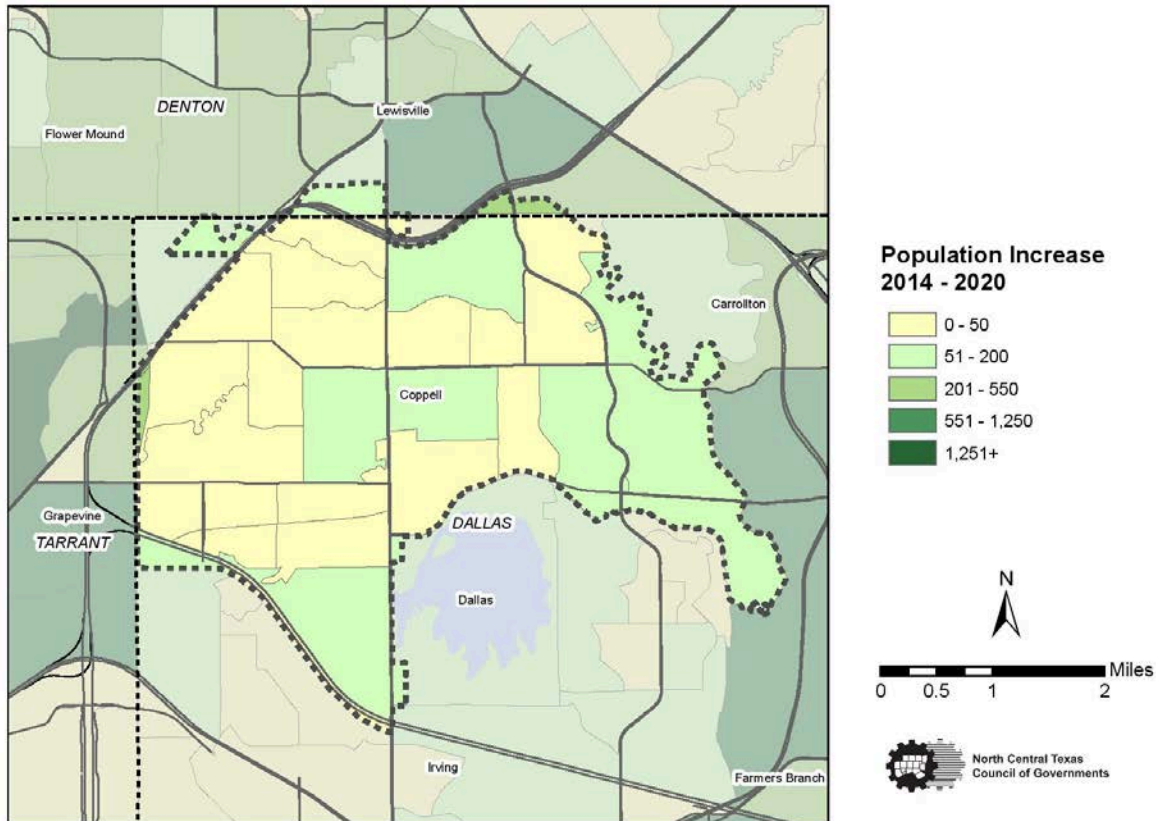
**2014 Population (by Traffic Survey Zone)**



Source: NCTCOG Population Projections

Limited growth (8.8%) is projected in the coming years within Coppell. The figure below shows the projected population change from 2014 to 2020. Growth will be most prominent on the west side of the city where urban residential and mixed-use neighborhoods are designated on the Future Land Use Plan from Coppell's 2030 Comprehensive Plan (shown at the beginning of this section).

**Projected Population Increase 2014-2020 (by Traffic Survey Zone)**

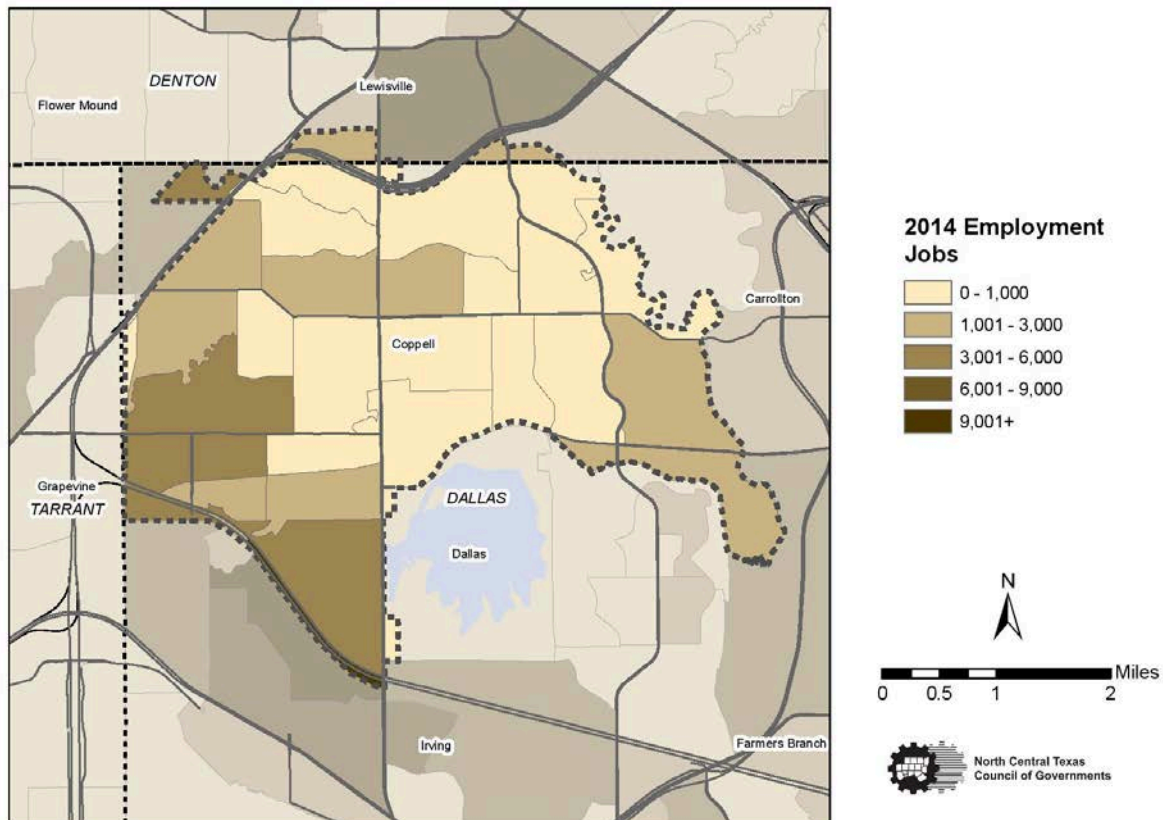


Source: NCTCOG Population Projections

## Employment

As shown in the figure below, there is a concentration of jobs in the southwestern portion of the city where a majority of the commercial and industrial zoning is located. Since the city of Coppell has a high median income (\$106,887), is located in close proximity to both Dallas and Fort Worth and is zoned heavily residential, many residents travel outside the city to get to work. The geographic distribution of employment will impact the type of public transportation best suited for the city's needs.

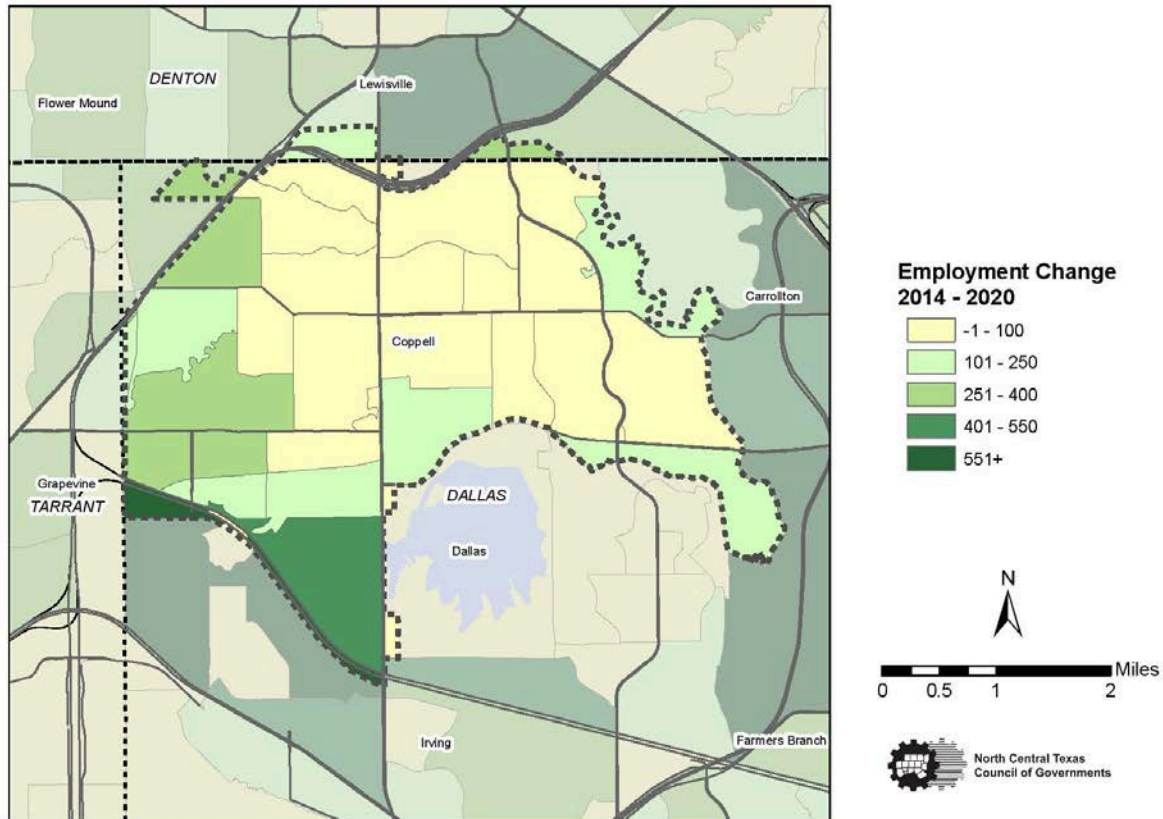
**2014 Employment (by Traffic Survey Zone)**



Source: NCTCOG Employment Projections

Notable employment growth is expected in the southwestern portion of the city where a majority of jobs are located currently. There is also significant employment growth expected just outside of the city boundaries in Lewisville, Carrollton, Farmers Branch, and Irving.

**Projected Employment Change 2014-2020 (by Traffic Survey Zone)**



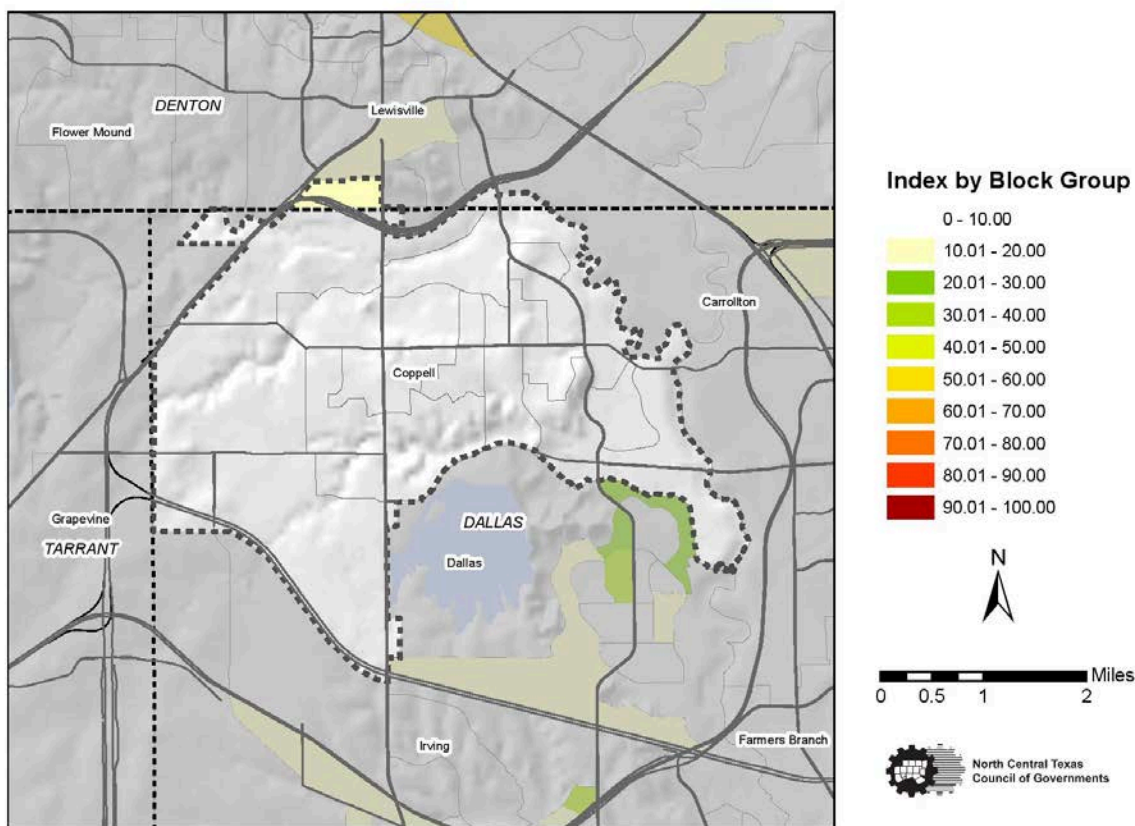
Source: NCTCOG Employment Projections



### Environmental Justice Index

The Environmental Justice Index was developed to help the North Central Texas region in its efforts to support nondiscrimination in all transportation planning programs, policies, and activities. To accomplish that, the overall population patterns of the region were evaluated and several key demographics were incorporated into an Environmental Justice Index (EJI). The regional average of a specific population per block group is established as the threshold for identifying a block group as having considerable numbers of protected populations. Any block group over the regional average is considered protected. The EJI scores three variables: persons per square mile, percent below poverty, and percent minority. Scores are assigned based on density and a comparison to the regional average; the scores are multiplied to obtain an EJI of 0 to 100. Block groups are displayed based on their EJI score in intervals of 10, from 0 to 100. Data is from the 2010 5-Year American Community Survey. The figure below shows the EJI for the study area.

**Environmental Justice Index**



Source: American Community Survey 5-Year Estimates

The northern part of Coppell, in Denton County, has protected populations, and services in and around the area should be considered in terms of their effect on protected populations, to ensure nondiscrimination in the use of federal funding for transportation.

### Other Demographic Information

An analysis of various demographic factors may help plan for the amount and type of public transportation service to be considered in the study area. The city of Coppell may consider the transportation needs of each of these population groups when determining what type of service might be appropriate for its residents.

**Selected Demographics for the City of Coppell**

Total Population	38,659
Percent Under 18	11,920 (30.4%)
Percent 65 and Older	2,087 (5.4%)
Percent Veteran (of Population 18+)	2,358 (6.1%)
Percent with a Disability (of Noninstitutionalized Population)	1,932 (5.0%)
Median Household Income	\$106,887
Percent Zero Vehicle Households	618 (1.6%)
Percent Limited English Proficiency (of Population 5+)	3,054 (7.9%)

Source: 2010 Census & 2012 American Community Survey 5-Year Estimates

The demographic factors included in the table (above) are:

*Percent Under 18:* Youth (under the age of 18) often rely heavily on local transit services because many of them are unable to or unwilling to drive themselves. However, they tend to use transit services less often than seniors because parents can often provide for their transportation needs. Nevertheless, regional and local services can be valuable for after-school transportation.

*Percent 65 and Older:* With advancing age, people tend to be less able to own and/or operate a personal vehicle. As a result, older adults typically have higher than average rates of transit usage. In general, most research suggests that the 65 and over population group uses transit largely for non-work, locally oriented trips. Many seniors depend on public transportation to take them shopping, to medical appointments and to other community destinations.

*Percent Veteran (of Population 18+):* Military veterans are another important group who use transit. Many need reliable, affordable and accessible transportation choices to get to work and school, visit family and friends, and receive medical care and community services. At the same time, a host of societal and demographic changes have led to specific mobility challenges for veterans. For example, many older World War II and Korean War veterans no longer drive, yet may require transportation for ongoing medical care.

*Percent with a Disability (of Noninstitutionalized Population):* People with disabilities often have a significant need for transportation provided by others. Many individuals with disabilities use regular general public dial-a-ride, deviated-route services and fixed route services, although others rely on Americans with Disabilities Act (ADA) paratransit service where it is available.

*Median Household Income:* Populations with lower incomes typically have high rates of transit use due to the high cost of owning and operating a private automobile.

*Percent Zero Vehicle Households:* Households that do not have access to a vehicle represent another measure of income – often a very strong indicator of households likely to use transit. These households may not have the economic means of owning a vehicle, or are unable to drive, such as some senior citizens and persons with disabilities.

*Percent Limited English Proficiency (of Population 5+):* Groups with limited English proficiency (LEP) also typically have higher rates of transit use. The lack of English proficiency may limit an individual's ability to participate in the economy, resulting in lower income. For this study, LEP was defined as individuals that speak English less than “very well.”

### **Trip Generators**

Trip generators are locations that people travel to or from (outside of the home), therefore creating demand for travel, whether by car, transit, walking or biking. For this report, the trip generators included are those that are most likely to produce transit trips. They include locations mostly within Coppell and cover retail, office, community, social service, health service, and education. Major trip generators within Coppell include locations listed below and are shown in the following map.

Retail trip generators include Grapevine Mills Mall just outside Coppell's city limits; commercial concentrations located at North Denton Tap Road and Sam Rayburn Tollway; North Denton Tap Road and Parkway Boulevard; North Denton Tap Road and East Sandy Lake Road; West Bethel Road and Freeport Parkway; and South MacArthur Boulevard and East Belt Line Road.

Office trip generators include Cici's Pizza Headquarters and Distribution, Amazon Distribution Facility, Samsung Distribution Facility, Alcatel-Lucent, Container Store Distribution Center, Mannatech, Inc., Matsushita Avionics Systems Corporation, and Craftmade International, Inc.

Community trip generators include the William T. Cozby Public Library and the Senior and Community Center.

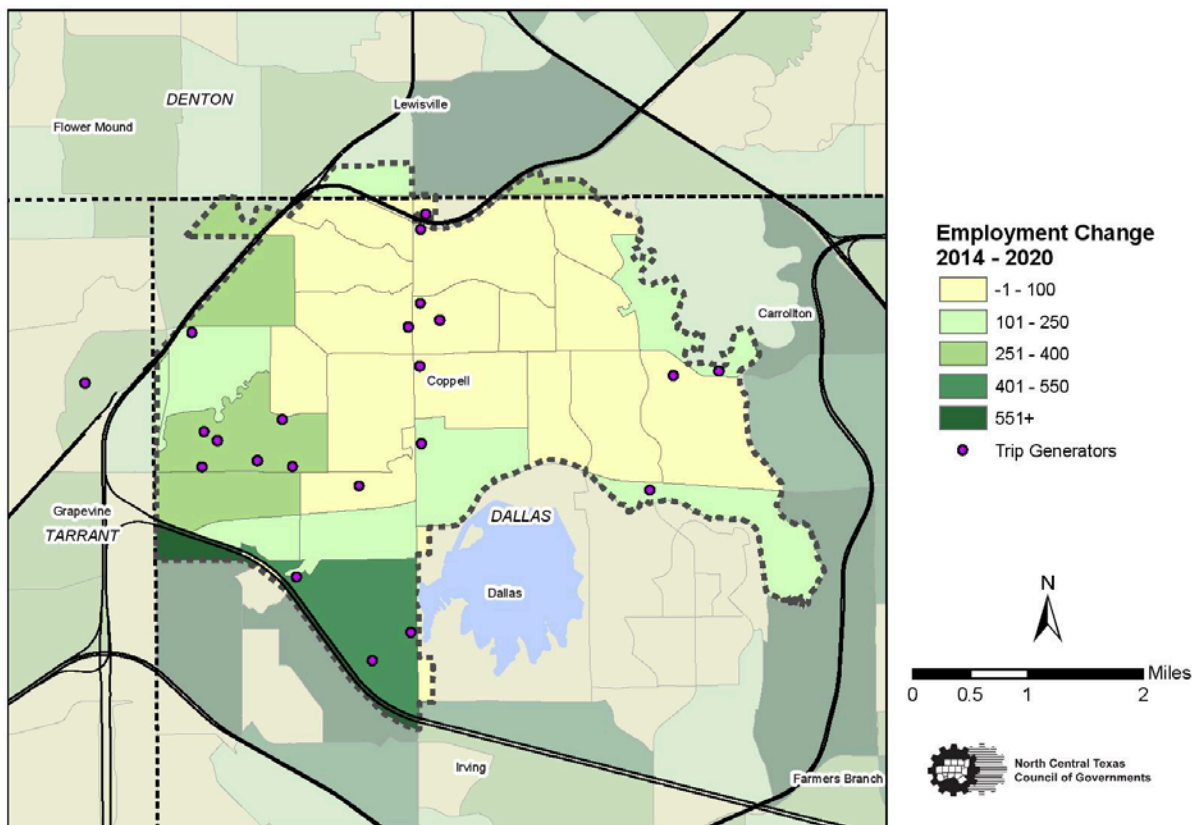
Social service trip generators include River Oaks Assisted Living & Memory Care and CHRISTUS St. Joseph Village.

Health service trip generators include Coppell Family Medical Center, Neighborhood Medical Care, and Elite Care Emergency Center.

Educational trip generators include the north campus of North Lake College.

The figure below shows that many of the major trip generators are located within areas where job growth is projected. The employers that fall in the center of the city along North Denton Tap Road are in areas that are already mostly developed.

### City of Coppell Trip Generators



Source: NCTCOG

### Employment Summary

This section provides additional demographic information about Coppell's residents, jobs, and workers related to employment transportation demand including general travel patterns for Coppell residents and workers.

### City of Coppell Employment Demographics

	Jobs	Workers
Total	22,847	21,247
Low-Income	3,037	3,431

Source: U.S. Census Bureau - Longitudinal-Employer Household Dynamics Program

There are 21,138 workers that travel into Coppell for work, 19,538 residents travel outside the city to work elsewhere, and 1,709 residents that live and work in Coppell. The types of jobs available in Coppell are: wholesale trade (18%), healthcare and social assistance (12%), finance and insurance (9%), retail trade (9%), and educational services (8%). Most low-income jobs within Coppell are accommodation and food services (23%) and retail trade (20%).

There are two concentrations of jobs within Coppell. A majority of jobs are clustered in the southwest and western side of the city where many warehouse and distribution centers are located. A second very dense concentration of jobs is located within the center of the city. Jobs

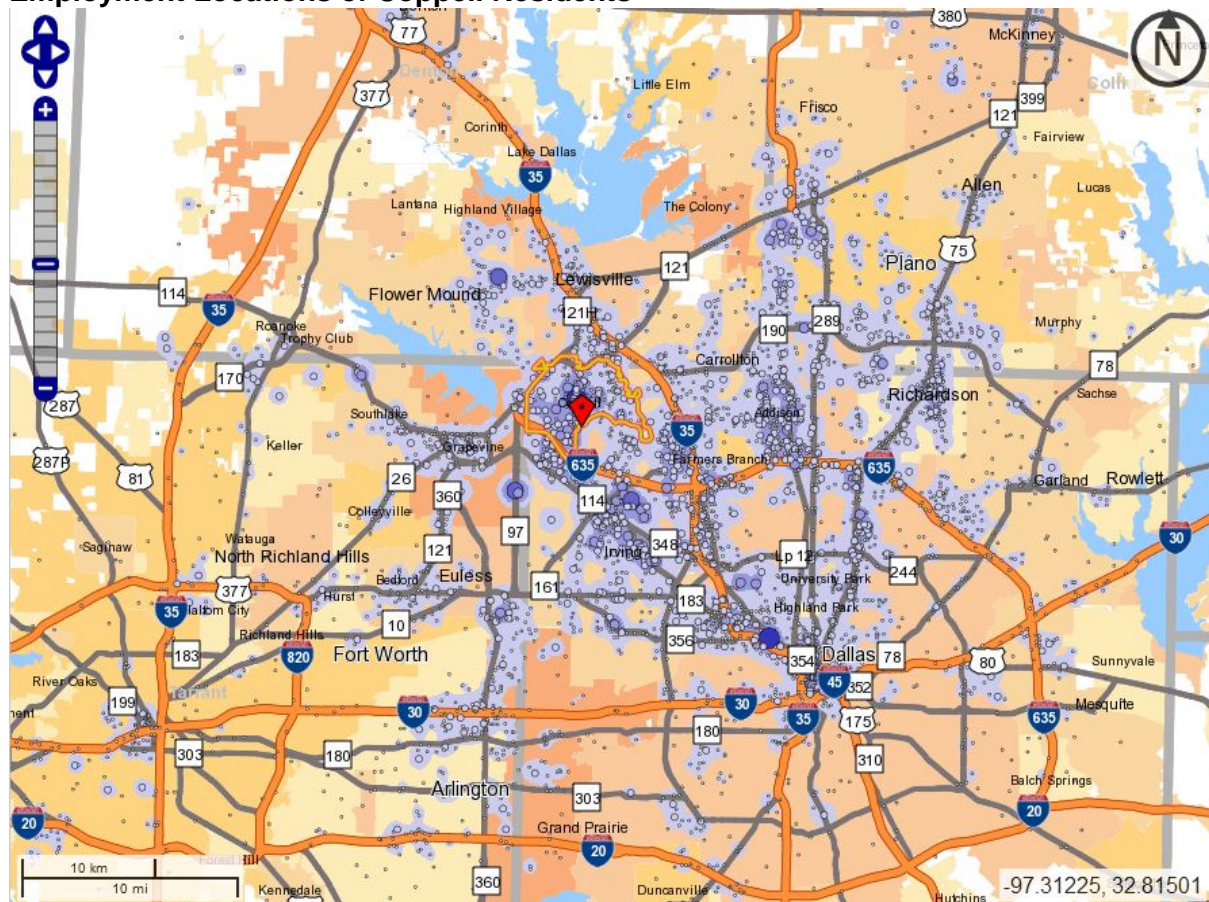


in retail stores, restaurants, doctor offices, schools, insurance agencies, automotive shops, and municipal offices are located within this area.

Residents leaving Coppell for work travel to Irving (4%), Dallas (3%), and Grapevine (3%). Specifically, workers travel most often to the following zip codes: 75063 (Coppell and Irving), 75039 (Irving), 75201 (Dallas), and 76051 (Grapevine). Low-income workers' places of work are distributed throughout Grapevine (4%), Lewisville (3%), Irving (3%), and Carrollton (2%).

The figure below shows how widely dispersed the employment destinations of Coppell residents are (employment destinations shown in purple shading). Most residents travel east or southeast for work. Work destinations for Coppell residents are so scattered across the neighboring counties that the highest percentage of residents traveling to the same city is only 4% (to Irving).

### Employment Locations of Coppell Residents



Source: U.S. Census Bureau - Longitudinal-Employer Household Dynamics Program

Employees that work in the city of Coppell but live outside of the city travel from Dallas (11.9%), Irving (7.5%), Lewisville (5.8%), and Fort Worth (5.5%). Specifically, workers most often travel from the following zip codes: 75067 (Lewisville), 75028 (Flower Mound), 75063 (Irving), and 76051 (Grapevine). While the majority of workers travel from the cities of Dallas and Fort Worth, the worker's homes are fairly dispersed.

Most of Coppell's low income workers who live outside the city travel from Dallas (14.2%), Irving (7.7%), Lewisville (4.5%), and Carrollton (3.4%). Specifically, workers most often travel from the

following zip codes: 75067 (Lewisville), 75028 (Flower Mound), 75061 (Irving), and Irving (75063). A majority of low income workers travel from Dallas, however, their homes are dispersed across the city of Dallas.

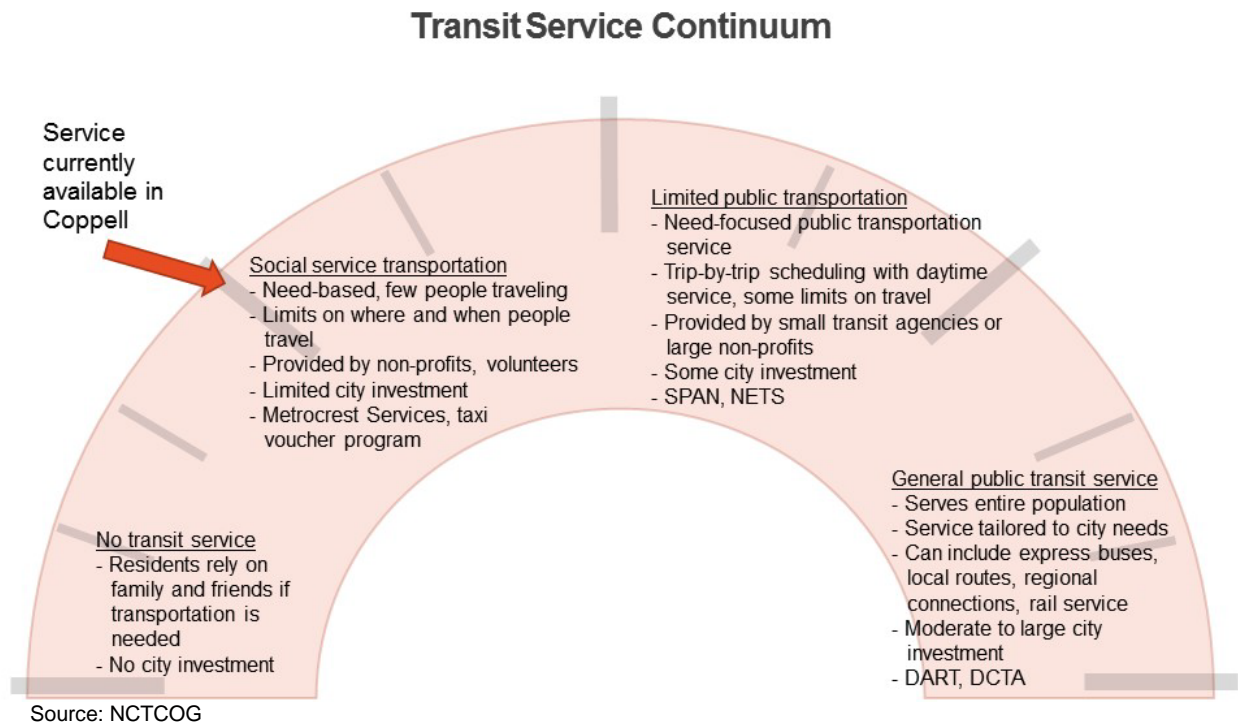
### Conclusion

The city may consider tailoring public transportation services to populations with potential demand for transit service such as older adults, individuals with disabilities and other residents with limited transportation options.

The city of Coppel is projected to see moderate employment growth in the southwestern portion of the city over the next five to six years. These new jobs will generate new trips to and within the city. In the long term, Coppel could be the site of a station along DART's Cotton Belt rail line in the southern portion of the city. In the near term, there may be opportunities to link Coppel's employment destinations to the existing regional transit network to help workers access jobs. The widely dispersed nature of Coppel residents' employment locations poses a challenge for efficient public transportation serving their employment transportation needs.

## Chapter 3: Existing Transit Services

There are several public transportation providers operating in or near Coppell. These service providers operate services that vary across a spectrum of transit characteristics that ranges in the target populations served, where and when service is operated, and how much local investment is provided. The graphic below generally summarizes the spectrum of transit services and provides a few examples of existing transit providers for each category.



Further information about nearby existing transit providers and the services they operate is provided below. The following chapter, Chapter 4, outlines a more general public transportation toolbox that includes types of public transportation service that the city may consider. Chapter 5 includes information about the costs associated with different transit service options.

### Metrocrest Services

Metrocrest Services provides a variety of services in the community, including transportation. The transportation program includes drivers from Metrocrest operating lift equipped vehicles as well as volunteers driving their own vehicles. Transportation service is provided within Addison, Carrollton, Coppell and Farmers Branch and up to 5 miles beyond the city limits (10 miles for health care purposes). Service is available for residents of these communities who are 60 or older or have a disability. The cost is \$10 each way but the fee may be reduced when there is a financial need (the average fare is \$4.00). Customers must schedule trips a week in advance. Service is available Monday through Thursday from 9 a.m. to 3 p.m. and Friday from 9 a.m. to noon.

### [Dallas Area Rapid Transit \(DART\) Bus, Rail and Vanpool](#)

DART operates transit services in 13 member cities, several of which are near Coppell, including Carrollton, Farmers Branch and Irving. DART also provides contracted services to non-member cities, including Arlington and Mesquite.

DART services include:

- Light rail throughout the service area, with nearby stations in Carrollton and Irving. The Green Line connects Carrollton to downtown Dallas and beyond and also links to the Denton County Transportation Authority's (DCTA) A-train to Lewisville and Denton. The Orange Line serves Las Colinas and Irving to downtown Dallas and north to Plano. The Orange Line will reach DFW Airport's Terminal A in August 2014.
- Trinity Railway Express commuter rail between Dallas and Fort Worth in partnership with the Fort Worth Transportation Authority (The T).
- A variety of fixed bus route services such as local, crosstown and express routes.
- Shuttles to specific sites, usually education institutions, large employment concentrations, or large healthcare facilities, when agencies contract with DART to provide the service.
- Flex routes operating in Irving and several other cities, where vans generally follow a fixed route but also accept requests for deviations within a specified area when the deviation is requested a day ahead or up to a week ahead.
- On-call service, a general public demand response service that operates within portions of Farmers Branch and other cities and that allows advance reservations for service.
- Paratransit services to eligible persons with an ADA-certifiable disability anywhere in DART's service area.
- Commuter vanpools available anywhere in Dallas, Denton, Ellis or Collin Counties. There is one DART vanpool bound for Coppell from the city of Mesquite.

### [Denton County Transportation Authority \(DCTA\) Bus, Rail and Vanpool](#)

DCTA operates transit services in 3 member cities, including Lewisville just north of Coppell.

DCTA services include:

- A-train commuter rail, a 21-mile rail system connecting Denton and Dallas Counties. DCTA has five A-train stations; two in Denton and three in Lewisville and also interfaces with DART at the Green Line Trinity Mills Station in Carrollton.
- Connect, which is local fixed route bus service, in Lewisville and Denton.
- Connect RSVP bus service, which is curb-to-curb service in Highland Village and North Lewisville.
- Campus shuttles, where higher education institutions contract for service provided by DCTA.
- Access, which is Americans with Disabilities Act (ADA) paratransit service in Denton and Lewisville as well as demand response, non-ADA service in Denton, Lewisville and Highland Village for seniors and individuals with disabilities.
- Commuter vanpools available to commuters living or working in Denton County.

### [Northeast Transportation Services \(NETS\)](#)

To the west of Coppell, NETS is a partnership of the cities of Bedford, Euless, Grapevine, Haltom City, Hurst, Keller and North Richland Hills. NETS is a door-to-door, demand response service and is available to any resident of a participating city who has a disability or is 55 years



or older. NETS may be used for medical appointments, socialization, employment, essential shopping and education purposes.

In addition to the cooperation of the seven cities, NETS has partnerships with both the The T and Catholic Charities of Fort Worth (Catholic Charities). An interlocal agreement is in place with The T to provide transit services and oversight of operations. The T contracts with Catholic Charities, a nonprofit, to operate the service and maintain the NETS vehicles. The T and Catholic Charities report monthly operating and performance statistics to the NETS Board.

Service is provided Monday through Friday from 6 a.m. to 6 p.m. and trips must begin and end within the partner cities outlined above. Trips must be scheduled 48 hours in advance and each trip costs \$1.50.

#### [Special Programs for Aging Needs \(SPAN\)](#)

North of Coppell, SPAN provides demand response transportation for older adults, individuals with disabilities and the general public in Denton County outside of DCTA's service area. SPAN's vehicles are wheelchair accessible. SPAN will also provide transportation to Dallas and Fort Worth Veterans Affairs medical centers. SPAN operates service from 7 a.m. to 6 p.m. on weekdays. SPAN also provides contracted transportation service for public, private and nonprofit agencies in the area.

#### [Fort Worth Transportation Authority \(The T\) Bus, Rail and Vanpool](#)

To the west of Coppell, The T provides public transportation to meet mobility needs in Tarrant County and for connections within the region. The T provides nearly 10 million passenger trips annually on buses, vanpools and the Trinity Railway Express (TRE), which it jointly owns and operates with DART. The T is also developing TEX Rail, a new commuter rail from downtown Fort Worth to DFW Airport, scheduled to open in 2018. The T serves Fort Worth, Richland Hills and Blue Mound with local bus routes, express buses, special bus services, rider request routes and paratransit. The T also operates over 150 vanpools. Coppell is the destination for five vanpools in The T's program (3 from Fort Worth, 1 from Watauga and 1 from Dallas).

#### [Yellow Cab Taxi Voucher Program](#)

Throughout the region, the goal of the Yellow Cab (Irving Holdings) taxi voucher program is to bridge gaps in transportation access for persons with disabilities and provide additional transportation service options for clients belonging to agencies serving and supporting individuals with disabilities. The program is structured so that agencies (including cities) can contract with Yellow Cab to provide half-price taxi vouchers for eligible customers. Trips can include, but are not limited to shopping, medical appointments, social services, recreational or social activities, employment, and rehabilitation services. Federal funding supports this program to provide public transportation services for individuals with disabilities seeking integration into the workforce and full participation in society.

Yellow Cab has a separate telephone number for the partner agency to call in order to book trips for their approved customers. Yellow Cab provides completed voucher stubs to the partner agency that note the miles travelled and the cost of the trip with each billing and the partner agency is responsible for paying 50% of the cost.

The partner agency determines eligibility of the customer prior to booking a trip with Yellow Cab and is responsible for ensuring that each trip (one-way) does not exceed 100 miles. Trips can

be made Monday through Saturday from 8:00 a.m. to 6:00 p.m., excluding holidays. Trips can be scheduled 24-48 hours in advance and are curb-to-curb.

## Chapter 4: Public Transportation Toolbox

### Introduction

Focusing on services that could meet the need for public transportation for employment purposes and the transportation needs of those that have some barrier to driving themselves where they need to go, this chapter describes eleven public transportation service alternatives that could potentially address the various mobility needs of Coppell residents.

The list of tools is as follows, and each tool is defined in this chapter:

- Volunteer Driver Program
- Subsidized Taxi Program
- Carpool
- Vanpool
- Eligibility-Based Dial-A-Ride
- General Public Dial-A-Ride
- Community Shuttle
- Point Deviation Service
- Route Deviation Service
- Feeder/Connector Service to Fixed Route
- Site-Specific Shuttle

Any service that is eventually implemented must be tailored specifically to Coppell's needs and financial commitment. The characteristics of the city and the city's identified priorities for public transportation will determine the most appropriate type of transit service for the community. The city and potential transportation service providers can work together to further define service details prior to implementation.

### Toolbox

#### Volunteer Driver Program

In this type of program, volunteer drivers use their own vehicles (or vehicles provided by an agency) to provide transportation to targeted individuals such as people with disabilities and seniors. Volunteer driver programs could sometimes include long distance trips outside of Coppell to serve specialized destinations not found in the community such as Veterans Affairs facilities.

Need being met: Increase transportation options, including potential same day service. Provide more personalized service. Service for populations that do not have access to a car or ability to drive.

Market: Seniors, people with disabilities, temporary situations (health care, job hunting).

Service parameters (frequency, operating hours etc.): Varies considerably depending on the program parameters.

Existing conditions required for success: Strong volunteer base. Well-established network for volunteer recruitment. Agency able and willing to take on labor-intensive administrative function.

Anticipated outcomes and level of service (ridership, productivity etc.): Entirely dependent on the scale of the program.

Extent to which needs are addressed: Successful programs provide highly customized service, but overall trip availability per person is likely to be limited.

Other implementation considerations: Implementation of a successful program can be long-term, with a key challenge being able to balance the number of volunteers and potential riders, and the former's availability with the times at which trips are needed.

#### Subsidized Taxi Program

A subsidized taxi program provides discounted taxi vouchers for seniors or people with disabilities, or auxiliary fleet for demand response service. The Yellow Cap Taxi Voucher Program in Chapter 3 is one example of this type of service.

Need being met: Improved same day, door to door options. Increase existing ridership.

More personalized service than some other options. Most likely to be able to provide 24/7 service.

Market: Seniors, people with disabilities, temporary situations (health care, job hunting).

Service parameters (frequency, operating hours etc.): Can vary depending on budget availability and availability of taxi fleets.

Existing conditions required for success: Sizable taxi market. Willingness of taxi companies to participate in the program given federal requirements (drug and alcohol testing, training etc).

Anticipated outcomes and level of service (ridership, productivity etc.): Level of service will vary depending upon available budget, level of subsidy, constraints such as trip limits, eligibility, etc.

Extent to which needs are addressed: The flexibility of taxi service can result in significant meeting of needs apart from the high subsidy level required.

Other implementation considerations: Given program costs, this may well serve as a lifeline service for those essential trips that cannot be provided by the other options.

#### Carpool

Carpools are defined as ridesharing among commuters using a personal vehicle. Carpools are typically used for long-distance commutes, often to destinations outside of the community.

Need being met: Transportation option where no others may exist. Reduced commuting cost compared to driving alone, especially for long commutes. Potential for significant time-savings where high-occupancy vehicle (HOV) lanes are available.

Market: Commuters, students.

Service parameters (frequency, operating hours etc.): Route and schedule developed by participants themselves.

Existing conditions required for success: Disincentives to driving alone such as long distances, heavy congestion, or tolls. HOV lanes are preferable.

Anticipated outcomes and level of service (ridership, productivity etc.): Fewer vehicles to contribute to peak-hour congestion.

Extent to which needs are addressed: Carpools are most effective for recurring work or school commutes, but are not well suited for occasional or periodic trips such as shopping or medical appointments. Carpools also depend on potential participants to have sufficiently similar commuting patterns.

Other implementation considerations: Ride-matching services can help facilitate and promote carpooling. Such services can be operated by public, private, or nonprofit organizations.

#### Vanpool

Vanpools offer ridesharing among commuters using a sponsored van. Vanpools are typically used for long-distance commutes, often to destinations outside of the community.

Need being met: Transportation option where no others may exist. Reduced commuting cost compared to driving alone, especially for long commutes. Potential for significant time-savings where HOV lanes are available.

Market: Commuters, students (age restrictions may apply).



Service parameters (frequency, operating hours etc.): Route and schedule developed by participants themselves.

Existing conditions required for success: Disincentives to driving alone such as long distances, heavy congestion, or tolls. HOV lanes are preferable.

Anticipated outcomes and level of service (ridership, productivity etc.): Fewer vehicles to contribute to peak-hour congestion.

Extent to which needs are addressed: Vanpools are most effective for recurring home-to-work trips, but are not well suited for occasional or periodic trips such as shopping or medical appointments. Vanpools also depend on potential participants to have sufficiently similar commuting patterns.

Other implementation considerations: Ride-matching services can help facilitate and promote vanpooling. Such services can be operated by public, private, or nonprofit organizations. A small administrative staff is needed to manage vanpool records, service issues, etc.

#### Eligibility-Based Dial-A-Ride

Eligibility-based dial-a-ride is a demand response service for people with disabilities, and/or seniors.

Need being met: Lifeline service for sensitive population groups where no other transit service exists.

Market: Seniors, people with disabilities.

Service parameters (frequency, operating hours etc.): Comparable to fixed route service.

Existing conditions required for success: Community support and demand among target ridership.

Anticipated outcomes and level of service (ridership, productivity etc.): Eligibility-based dial-a-ride services typically generate 2 to 3 passenger trips per vehicle revenue hour, with lower productivity in congested areas, or where long trips are provided.

Extent to which needs are addressed: Eligibility-based dial-a-ride services provide critical mobility opportunities for select population groups, but reservations must be made at least the day before the trip, and restrictions are sometimes placed on trip types and frequency of use by an individual.

Other implementation considerations: Eligibility-based dial-a-ride services typically require dedicated dispatching staff and specialized ride-matching software to operate efficiently.

#### General Public Dial-A-Ride

Demand response service can also be available for the general population.

Need being met: In lower-density environments with dispersed destinations, demand response service provides the ability to serve a large geographic area.

Market: Seniors, people with disabilities, general public (for local shopping/services).

Service parameters (frequency, operating hours etc.): Daily trip limits per passenger are usually included in the program. Hours are based on demand and funding availability.

Existing conditions required for success: Dial-a-ride service must have well-defined boundaries to ensure reasonable trip distances and travel times.

Anticipated outcomes and level of service (ridership, productivity etc.): Dial-A-ride services typically generate 2 to 3 passenger trips per vehicle revenue hour.

Extent to which needs are addressed: Dial-a-ride services provide a very basic level of mobility coverage in low-density environments, but mostly lack the ability to accommodate travel that is not planned in advance.

Other implementation considerations: Dial-a-ride services typically require dedicated dispatching staff and specialized ride-matching software to operate efficiently.

#### Community Shuttle

A community shuttle is a fixed route or demand response services that operate 1 to 3 days a week, typically to a specific location such as a supermarket or medical facility.

Need being met: Access to shopping and services on designated days for those with limited transportation options.

Market: Seniors, people with disabilities, general public (for local shopping/services).

Service parameters (frequency, operating hours etc.): Available at least one day per week. Can be operated as a fixed route or demand response service. Service hours depend on funding and ridership demand.

Existing conditions required for success: Community shuttles are often considered a life line service, so “success” must be defined by an oversight body.

Anticipated outcomes and level of service (ridership, productivity etc.): Ridership is highly dependent on the service design, which can be fixed route or demand response and range from one round-trip per day to dozens of trips per day.

Extent to which needs are addressed: Community shuttles provide life line coverage, but lack the ability to serve daily commuters.

Other implementation considerations: Community shuttles may alternate between different communities on different days. Some communities may be able to support more service days per week than others.

#### Point Deviation Service

Point deviation service operates with fixed time points but flexible routing between time points (therefore considered one of the variations of “flex” service).

Need being met: Point deviation service combines the accessibility features of demand response service with the scheduled reliability of fixed route service.

Market: General public.

Service parameters (frequency, operating hours etc.): 60-minute service or better in the peak for fixed time points. To accommodate flex pick-ups, the travel time between time points must be longer than for direct travel.

Existing conditions required for success: 2 or more persons/acre within ¼ mile of fixed time points. 0.5 or more persons per acre average in “flex” area.

Anticipated outcomes and level of service (ridership, productivity etc.): Point Deviation Service typically carries 5 to 7 passengers per revenue hour.

Extent to which needs are addressed: For trips from scheduled time points to the flex areas, riders do not need reservations. For trips from flex areas to set time points, riders would need to make reservations to be picked up directly at the curb in front of their origin. For trips entirely within flex areas, riders make reservations for curb-to-curb service. Flex services are considered to be “demand responsive” under ADA regulations, so complementary paratransit services are not necessary.

Other implementation considerations: Some transit agencies charge different fares on point deviation routes depending on if a passenger requested a “flex” trip or boarded and alighted at set time points only.

#### Route Deviation Service

Route deviation service is essentially fixed route service that allows buses to deviate a certain distance from the defined path upon request. Buses must return to the point of deviation so that no fixed stops are missed.

Need being met: Route deviation service combines the accessibility features of demand response service with the scheduled reliability of fixed route service. Route deviation service is slightly more fixed route than demand response when compared to Point Deviation Service.

Market: General public.

Service parameters (frequency, operating hours etc.): 60-minute service or better in the peak for fixed time points. To accommodate flex pick-ups, the travel time between time points must be longer than for direct travel.

Existing conditions required for success: 2 or more persons/acre within ¼ mile of the fixed route. 0.5 or more persons per acre average in “flex” area.

Anticipated outcomes and level of service (ridership, productivity etc.): Route Deviation Service typically carries 5 to 7 passengers per revenue hour.

Extent to which needs are addressed: Since deviations from the fixed route need to be limited in order to maintain schedule adherence, this mode can only meet the needs of a limited number of people with disabilities. However, it is an effective mode for serving the needs of those who can benefit from fixed route service where densities do not justify full fixed route service.

Other implementation considerations: Some transit agencies charge different fares on route deviation routes depending on if a passenger requested a deviation from the fixed route or boarded and alighted at regular bus stops only. Deviations can be at the discretion of a bus driver, depending on the on-time status of a given trip. However, exceptions can be made for people with disabilities who request deviations the day before the trip so that these can be more easily accommodated in the schedule.

#### Feeder/Connector Service to Fixed Route

This type of service is fixed route or demand response service that is designed to feed passengers from lower-density environments to nearby transit centers or fixed route bus stops.

Need being met: Feeder/connector services are designed to provide the “last mile connection” that is key to the success and functionality of a regional transit network.

Market: General public.

Service parameters (frequency, operating hours etc.): 60-minute service or better in the peak for fixed time points. To accommodate flex pick-ups, the travel time between time points must be longer than for direct travel.

Existing conditions required for success: 2 or more persons/acre within ¼ mile of the corridor served for fixed route service. 0.5 or more persons per acre average if demand response. Paratransit trip requests that are lengthy and can be more efficiently served through transfers from paratransit to fixed route.

Anticipated outcomes and level of service (ridership, productivity etc.): Depending on the service design and the type of service connecting into, feeder/connector service could be expected to carry from 2 to 10 passengers per revenue hour.

Extent to which needs are addressed: Feeder/connector service complements an existing broader transit network, allowing more passengers to access the system for a wide variety of trip types.

Other implementation considerations: Feeder/connector service schedules are usually coordinated with connecting services to ensure a seamless transition for passengers.

#### Site-Specific Shuttle

A site-specific shuttle is a jointly funded service designed to provide a “last-mile” connection to a sponsoring employer or institution from a regional transit station or hub.

Need being met: Site-specific shuttles are designed to provide the “last mile connection” to and from major employment destinations that are beyond walking distance from regional transit centers or stations.

Market: Commuters.

Service parameters (frequency, operating hours etc.): 15-minute service or better in the peak.

Existing conditions required for success: Joint funding and marketing sponsor. Transit center or station within relatively close proximity to major employment destination.

Anticipated outcomes and level of service (ridership, productivity etc.): Ridership is highly dependent on the size of the employer served.

Extent to which needs are addressed: Site-specific shuttle service complements an existing broader transit network, attracting large numbers of workers who would likely otherwise drive to work.

Other implementation considerations: Site-specific shuttles are designed around the needs of a major employer, but are open to the general public if they receive public funding.

### Conclusion

These public transportation options may be used to address transportation needs as they arise in Coppell. See Chapter 5 for more information on costs and funding. Chapter 6 provides additional information about factors the city may consider as it determines how to match transportation services to identified needs and the city's priorities.

## Chapter 5: Public Transportation Expenses and Funding

### Introduction

Short term public transportation is typically funded through a variety of local, state and federal funds and is sometimes supplemented with private or nonprofit funding sources. Because all of these funding sources are limited, communities interested in providing public transportation often partner with a transit provider that leverages multiple funding sources to support a variety of transit services. In order to access federal and state funds that are available to support public transportation, transit providers must be able to provide local funding as a match. This local funding can come from a variety of sources including city contributions, private investment, nonprofit contributions, contract revenue and some in-kind sources. The level of local commitment to public transportation determines the amount and type of transportation services available to meet demand.

### Potential Investment in Public Transportation

The city currently budgets very limited funding or no funds to support transportation services in Coppell. At this investment level, the city receives very limited transportation services. The available transportation is focused on social service-type demand, and is provided by Metrocrest Services. The current service is fairly limited in capacity and in available hours of service. The city can maintain this very low investment in public transportation to remain at the status quo.

If the city determines that additional investment in public transportation is appropriate, a low level of investment could be made to initiate new services to supplement what is currently available in the city. Lower-cost approaches that might be appropriate include a volunteer driver program or a subsidized taxi program to meet social service-type demand or promotion and support for carpooling and vanpooling for commuter demand. A volunteer driver program or subsidized taxi program would only provide a very basic safety net for some of the city's residents.

A modest investment in public transportation could support a community shuttle or a site-specific shuttle. A community shuttle would help some residents get around locally to meet basic life needs. A site-specific shuttle to employment areas concentrated in the southern part of the city could meet the demand to bridge the last few miles for workers that travel to Coppell for work on regional transit (DART bus or light rail) services. This modest investment could increase the overall availability of transportation options for residents or workers and might be a better match of the type of service to the demand than what is currently available. Additional services also provide better information about the true demand in the city, and information gathered through operating expanded transit service can provide a basis to explore additional opportunities for growth.

A stronger investment in public transportation (usually through a dedicated source of funding for transit), should the city determine this is a priority and a strong community need, could bring a more robust dial-a-ride, potentially serving more customers and providing more hours of service; a flex route, serving Coppell residents' local travel needs with both consistency and flexibility; or a feeder/connector service that would facilitate residents' access to the regional transit system.

This report focuses on the city's near-term options for public transportation. No matter what level of investment the city considers right now, over the next five years, it is not expected that

significant increases in funding would be required to expand beyond the initial implementation because it will take time for ridership to grow. Growing the city's commitment to and investment in transportation services will serve the city well as it looks to the longer-term vision for the future as laid out in the city's comprehensive plan.

For many of the potential public transportation services outlined in this report, other participating agencies could help offset the city's costs and build local commitment to the services. Potential agencies that could participate in the cost of providing service include faith-based organizations, nonprofits, and retailers for services that transport older adults and individuals with disabilities. For services that focus on transportation to jobs, employers could participate in the cost of providing service. Additional information about costs and funding is outlined in the next two sections.

### Potential Public Transportation Costs

An important question when considering public transportation is how much money is needed for capital investments, start-up for new programs and services, and for ongoing operations? The answer is complex and depends upon the priorities, type, and level of service that will be provided as well as the transit provider. For purposes of this assessment, assumptions are made about the level of effort required to implement potential strategies, as well as the initial service levels that might be implemented. Because the strategies are only conceptually defined, costs could be much lower or somewhat higher than the costs outlined in this report. Potential transit service providers will provide more detailed cost proposals and will recommend specific service parameters and types of service to operate, which will affect the overall cost. The table below provides general information about each strategy's costs, potential administrator and capital requirements. General information is also provided about potential funding sources, and more detail follows in the next section.

<b>Service Strategy</b>	<b>Estimated Annual Operating Costs</b>	<b>Administrator</b>	<b>Capital Requirements</b>	<b>Potential Funding Sources</b>
<b>Volunteer Driver Program</b>	Under \$50,000	Local government or nonprofit	None, drivers use their own vehicles	Donations; contributions from local government and faith-based organizations; other donations; in-kind services
<b>Subsidized Taxi Program</b>	Under \$50,000	Local government, transit provider, nonprofit	Standard taxis and accessible taxis	Contributions from local government, faith-based organizations, nonprofits; federal grants
<b>Carpool</b>	Under \$50,000	Local government or nonprofit	None, drivers use their own vehicles	Contributions from local government; donations from nonprofits; in-kind services
<b>Vanpool</b>	Under \$50,000	DART, The T, DCTA	Number of vans depends on program interest	Contributions from local government and employers

Source: NCTCOG and Nelson\Nygaard



Service Strategy	Estimated Annual Operating Costs	Administrator	Capital Requirements	Potential Funding Sources
<b>Community Shuttle</b>	\$100,000 to \$150,000	Transit provider, a private entity	One or more small transit buses plus spare; transit provider may have existing capacity in fleet	Contributions from local government, retailers, nonprofits, faith-based organizations; federal grants; fares
<b>Site-Specific Shuttle</b>	\$100,000 to \$150,000	Transit provider, a private entity	One or more small transit buses plus spare; transit provider may have existing capacity in fleet	Contributions from local government and employers; federal grants; fares
<b>Eligibility-Based Dial-A-Ride or General Public Dial-A-Ride</b>	Over \$200,000	Transit provider	Small transit buses plus spares; transit provider may have existing capacity in fleet	Contributions from local government; donations from nonprofits; federal grants; fares
<b>Point Deviation Service or Route Deviation Service</b>	Over \$200,000	Transit provider	Small transit buses plus spares; transit provider may have existing capacity in fleet	Contributions from local government; donations from nonprofits; federal grants; fares
<b>Feeder/Connector Service to Fixed Route</b>	Over \$200,000	Transit provider	Small transit buses plus spares; transit provider may have existing capacity in fleet	Contributions from local government; federal grants; fares

Source: NCTCOG and Nelson\Nygaard

### Understanding Potential Public Transportation Funding Sources

Without specific action plans prepared, it is difficult to identify specific funding sources to fully fund each strategy, but revenue sources that have potential applicability for the recommended strategies can be identified. Some small projects and programs may be fundable through existing funding streams that are already available to transportation providers, the city and other agencies in Coppell. However, for new projects and programs, partners will need to explore funding options and access new funds at the local, regional or federal level. With constrained revenues at all levels of government, securing funding for transportation projects and programs is very challenging, especially because of competing priorities. The funding sources described below by no means cover the full extent of available funding opportunities; they are intended to represent a sample of programs to assist in funding projects and programs that will help advance public transportation options in Coppell.

#### Federal Funding

Federal funding for public transportation in the Dallas/Fort Worth region is programmed by the Regional Transportation Council (RTC) including funds from the Federal Transit Administration (FTA) and the Federal Highway Administration (FHWA). Federal funding sources are available for one-time capital investments, pilot projects, transportation planning, and in limited cases for transportation operations with some sources intended specifically for transit dependent populations. Federal funding programs are either formula-based or discretionary. For formula-

based programs, transit providers access federal funds through an annual funding process. Discretionary programs, when funding is available, are highly competitive. Nearly all federal funds have matching requirements that can be difficult to cobble together, especially the 50% match for operating funds, when available. Without the availability of local funds to use as the required match, it is not usually possible for transit providers to leverage and maximize opportunities for federal funds.

#### *Private Sector Funding*

A growing trend in the transit industry is to establish public/private partnerships as a way to increase revenues for transit and transportation programs and services. The private sector can be broadly interpreted to include employers, merchants, retail establishments and private nonprofit organizations. Contributions could take the form of ongoing operating support or could also be used for one-time capital purchases such as passenger shelters and benches.

#### *Employer Contributions*

The role of business groups and major employers could be viewed similarly to local government in financially supporting a service and promoting it. Employers and business groups often prefer to provide funds for capital or one-time contributions rather than ongoing operating support. Paying for a passenger shelter or bench would be a valuable financial contribution from the private sector. Employers or merchants that benefit from a service may be interested in supporting it, particularly if a bus stop were located at their front door to maximize convenience for their employees or customers. Employers could also help subsidize the cost of transit tickets or passes.

#### *Service Clubs and Business Organizations*

Organizations such as the Rotary Club, Kiwanis, and Lions often pay for special projects. For transportation, they might pay for or help contribute toward the cost of a new vehicle or a bus bench or shelter near senior citizen housing. These organizations might also pay for trip reimbursement for after school or child care programs.

#### *Social Service Agencies*

Agencies whose clients benefit from the strategies identified in this report should be approached and encouraged to contribute to the services. Social service agencies could enter into agreements with a transportation provider to bill directly for service. These agencies could share in the cost of service rather than paying the entire cost. Cost sharing is an important element in pooling a variety of fund sources.

#### *Conclusion*

This chapter offers some insight into potential financial resources necessary for the identified strategies in Coppell. Transportation funding silos make it very challenging to cobble together a viable funding plan that consists of many different sources. Funding is further complicated by the various eligibility, reporting and matching requirements, suggesting that working with an agency that is knowledgeable about all sources of available funding and is able to navigate the process of procuring grants would benefit the city. Although Coppell is at its cap for sales taxes, it can use other sources to fund public transportation. The city should consider how potential services enhance local and regional mobility, and how local constituents will benefit from the new and improved services.



## Chapter 6: Conclusion and Potential Next Steps

### Evaluating Transit Need in Terms of Priorities

The first step in determining whether and how to select and implement public transportation strategies is for the city to consider its priorities in terms of addressing the need for transportation services. Working with elected officials, the public and community leaders, the city may determine that there is indeed interest in public transportation. Who is the target demographic for transit service? When might the service operate to meet the need? Where might the service travel to reach target riders? Why are people riding the bus? Having conversations to find out the answers to those questions (also summarized in the table below) will help the city establish its priorities.

#### Who?

- All residents
- Older adults
- Individuals with disabilities
- Low-income individuals

#### When?

- Rush hour
- Early morning
- Midday
- Late evening
- Overnight
- Weekday
- Weekend

#### Where?

- Within town
- Out of town
- Into town

#### Why?

- Work
- Day habilitation
- Medical, dialysis
- Education
- Shopping, nutrition, personal

With those priorities in mind, different transportation service options might be appropriate. The following table matches up transportation needs/priorities with the tools from this report that would be appropriate to meet those needs.

Summary of Needs and Tools to Address Them	Volunteer Driver Program	Subsidized Taxi Program	Carpool	Vanpool	Community Shuttle	Site-Specific Shuttle	Eligibility-Based Dial-A-Ride or General Public Dial-A-Ride	Point Deviation Service or Route Deviation Service	Feeder/Connector Service to Fixed Route
<b>Who?</b>									
All customers			•	•		•	•	•	•
Older adults	•	•			•		•	•	
Individuals with disabilities	•	•			•		•	•	
Low-income individuals	•	•			•		•	•	
<b>When?</b>									
Rush hour		•	•	•		•	•	•	•
Early morning		•							
Midday	•	•			•		•	•	
Late evening		•							
Overnight		•							
Weekday	•	•	•	•	•	•	•	•	•
Weekend		•							
<b>Where?</b>									
Within town	•	•			•		•	•	
Out of town	•	•	•	•	•				•
Into town		•	•	•		•			
<b>Why?</b>									
Work			•	•		•	•	•	•
Day habilitation							•	•	
Medical, dialysis	•	•			•		•	•	
Education			•				•	•	
Shopping, nutrition, personal		•			•		•	•	

### Criteria for Evaluating Potential Service Strategies

This section outlines an evaluation tool that can assist the city in its prioritization process. The evaluation criteria included in this tool are community support, transportation benefits, financial feasibility, and implementation feasibility. Specific criteria that may be used are explained below. Additional information may be generated during conversations with potential transportation providers that will help the city conduct this evaluation.

#### A. Community

The community evaluation criterion is based on the level of community support, whether the tool or strategy serves the greatest need, whether it serves needs of a diverse community, and if it is accepted by the target population to be served. The approach for rankings is as follows:

- High ranking - High community support and serves greatest need
- Medium ranking - Moderate community support and serves greatest need
- Low ranking - Low community support

#### B. Transportation Benefits

This evaluation criterion accounts for the number of beneficiaries, number of problems solved, and measurable solutions. The approach for rankings is as follows:

- High ranking - Large number of residents benefit, addresses multiple concerns, growth potential
- Medium ranking - Moderate number of residents benefit, addresses multiple concerns
- Low ranking - Small number of residents benefit, addresses one concern

#### C. Financial

The financial criterion accounts for the overall cost, cost per beneficiary, funding availability, and sustainability of the service (operating and capital). The approach for rankings is as follows:

- Highest ranking - Lowest cost to implement (under \$50,000), most cost effective and financially feasible
- High ranking - Low cost to implement (\$50,000 to \$100,000), cost effective and financially feasible
- Medium ranking - Medium cost to implement (\$100,000 - \$250,000), moderately cost effective and feasible
- Low ranking - High cost to implement (\$250,000 to \$1M), high cost per beneficiary (options not included in this report)
- Lowest ranking - Highest cost to implement (over \$1,000,000), highest cost per beneficiary (options not included in this report)

#### D. Implementation

This criterion considers the implementation timeframe, staging, and complexity of coordination. The approach for rankings is as follows:

- High ranking - Short term (1-2 years), or capable of being implemented in stages, potential for coordination with other services and additional funding partners increases likelihood of implementation
- Medium ranking - Medium term (3-4 years), less coordination potential
- Low ranking - Long term (5+ years), may require large upfront fixed costs, least coordination potential

### [Provider, Cost, Measuring Performance, Monitoring Service](#)

A challenge to implementing public transportation services and programs in Coppell in the near term is the low level of existing services and the limited experience that the city has with transit. Communicating with a variety of potential transit providers about the type and amount of service that is of interest to the city will help the city refine what is possible and how much of an investment is needed.

Public transportation is one of many services the city could offer, but it has generally been a low priority. Given competing needs for public safety, roads, housing, schools, economic development, etc., Coppell has elected to focus its resources on these other priorities. The strategies outlined in this report are implementable and are a good starting point both to address the unmet transportation needs in Coppell and to further define those needs. To successfully implement these strategies, locally generated funds will be needed as a tool to kick-start the project and potentially leverage other public dollars.

Even faced with a challenging funding environment and a cautious political environment, some of the preferred strategies would be relatively inexpensive to carry forward in a short period of time, and would potentially enhance the availability of effective mobility options for commuters, seniors, youth, people with disabilities, or low-income individuals in Coppell.

Monitoring system performance and designing the “right” services are important tasks for transit operators. Performance measures are the criteria by which specific achievements consistent with system objectives are determined. They provide a means to assess whether actual performance is meeting or has met adopted objectives. Selected measures should be monitored on a regular basis (month-to-month, quarterly) by transit staff, and regularly reported to the city. If standards for performance measures are not met, the city and the transit provider can work together to come up with ways to address the deficiency.

The establishment of standards should reflect the goals and objectives of a community. For transit systems that do not have an established set of service standards, it is often useful to initially set a baseline that reflects current performance, while also establishing a set of goals by which to judge future service performance measures.

Potential performance measures include:

- Passengers per revenue hour
- Passengers per revenue mile
- Farebox recovery
- Service frequency
- On-time performance
- Stop spacing
- Accidents per bus miles operated
- Trips cancelled by operator

Once the new service is in place, performance should be monitored. Monitoring the selected performance measures is important and implementing small service changes as needed to meet service expectations might be in order after a few months of observations. However, no significant changes should be made for one year except in cases of unworkable schedule, safety problems, or overloaded trips. This gives time for customers to learn about, try, and begin to use the service on a regular basis. Determining how successful a service is should be based on a review of many service performance factors over a one- to two-year period.

### **Evolving Service**

Transit services can evolve along with the communities they serve. A vanpool program that is constrained by its own success can be converted into an express bus service. Conversely, route services that fail to meet ridership goals can be transformed into demand-response service to widen the coverage area.

Short-term opportunities to pilot new services can set the stage for longer term investments in expanded local services and regional connections. Transit, as one element of comprehensive transportation network, provides an option that, based on national trends, makes Coppell more attractive for potential investment in jobs as an avenue for economic development.

## Acronyms and Abbreviations

Area Agency on Aging – AAA  
Americans with Disabilities Act – ADA  
Catholic Charities Fort Worth – Catholic Charities  
Community Development Block Grant – CDBG  
Federal Highway Administration – FHWA  
Federal Transit Administration – FTA  
Dallas/Fort Worth International Airport – DFW Airport  
Dallas Area Rapid Transit – DART  
Denton County Transportation Authority – DCTA  
Enhanced Mobility of Seniors and Individuals with Disabilities Program – Section 5310  
Environmental Justice Index – EJI  
Fort Worth Transportation Authority – The T  
High-Occupancy Vehicle – HOV  
Home and Community Based Services – HCBS  
Limited English Proficiency – LEP  
Northeast Transportation Services – NETS  
North Central Texas Council of Governments – NCTCOG  
Regional Transportation Council – RTC  
Special Programs for Aging Needs – SPAN  
Transit Access Improvement Tool – TAIT  
Transportation Development Credits – TDCs  
Trinity Railway Express – TRE  
Urbanized Area – UZA  
Urbanized Area Formula Program – Section 5307  
U.S. Department of Housing and Urban Development – HUD