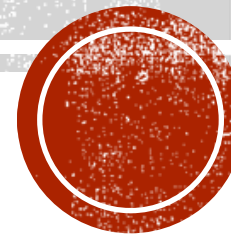


COMMUNITY PARTNERSHIPS & TAPS

Regionally Coordinated Transportation Planning and the
Red River Route Partnerships



COORDINATION AND THE RED RIVER SYSTEM

- RCT successes
 - Growth to 25 solid stakeholders in our community
 - Successful Veterans survey leading to a new VA plan
 - Education of partners to create “buy-in” to transit
- Red River System into Oklahoma & Partnerships
 - The need for new enhancements
 - New Stops = New Partners
- Discuss partnerships between TAPS and outside entities



- The Go Red River Route was funded through the Job Access/Reverse Commute Program in September 2012
- The route was originally designed to provide a safe, reliable, and efficient way for Texans to get to work and leisure destinations in Oklahoma
- In the past, stops included:
 - Midway Mall in Sherman, TX
 - Morton Street Plaza in Denison, TX
 - Choctaw Resort and Casino Durant, OK
- Stops were initially determined by need and passenger preferences

ABOUT THE GO RED RIVER ROUTE



GO RED RIVER BY THE NUMBERS

- Since its inception in December 2012, the program has proven popular with citizens of North Texas and Southern Oklahoma
 - Average ridership per month = 2,700+
 - Average ridership per month by location...
 - Choctaw = 1,900+
 - Alorica = 30+
 - SOSU = 600+
- TAPS expected demand for the service to continue to grow...
 - 6 month projection = 3,000+ riders per month on average
 - 12 month projection = 4,000+ riders per month on average



THE VISION FOR ENHANCING THE SERVICE

- Work with new partners
 - Greater connectivity for citizens
 - Increase the size of the labor pool for businesses
 - Improve mobility for all
- Prepare for anticipated demand increases
 - Accommodate changing preferences and future development
- Maintain convenience and affordability



- **Public/Private Partnership...**
 - To operate the route, TAPS estimated the be reasonable
 - Of those traveling to Durant, approximately 98% are going for work
 - Employers elsewhere regularly partner with transit agencies to provide transit benefits to their employees, but often pay full fares
 - Austin, TX
 - Atlanta, GA
 - Cleveland, OH
 - TAPS believed that by providing the service, the organization would save firms on capital and administrative costs

BUILDING PARTNERSHIPS

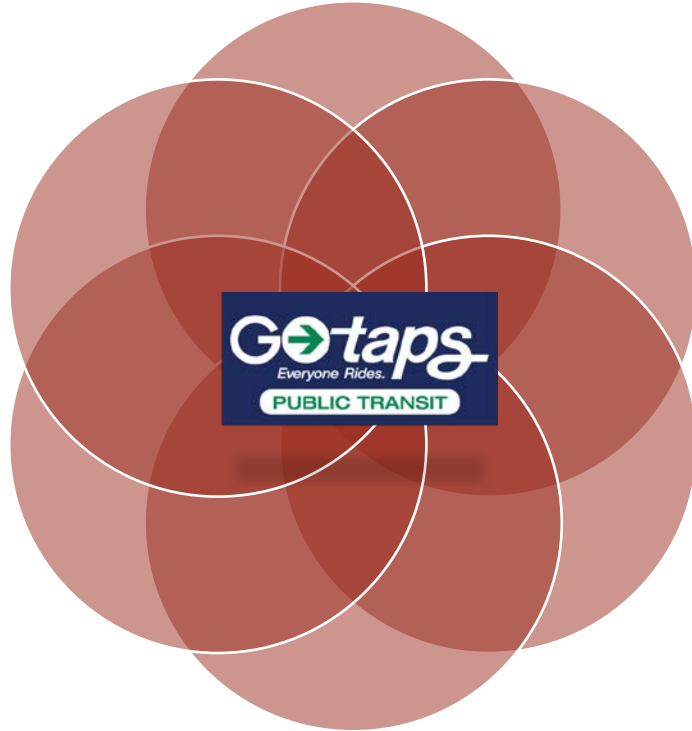


Sherman/Denison

Export Labor

City of Durant

Import Labor



Alorica

Import Labor

Choctaw Resort
& Casino

Import Labor

Wal-Mart

Import Labor

SE

Convenience &
Connectivity

BENEFITS TO PARTNERS



- Greater system connectivity
- A small city now has a fixed route system
- More partnerships involved
- Ridership tracking 50,000+ trips annually
- Local cash contributions from private partnerships has yielded over \$100,000 annually
- Local in-kind contributions approaching \$40,000
- TAPS system now reaches over 80 miles on the North-South Highway 75 corridor
- Creates sustainability to the system

X = Y

THE RESULTS



- Having a solid relationship with your partners and stakeholders is key
- Never ask for contributions until you have a relationship (Would you give money to a stranger?)
- Solid relationships last longer
- Give something in order to get something in return
- Strategies for approaching new partners



SHORING UP PARTNERSHIPS



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QUESTIONS

