

10 Strategic Steps to Success

1. Assume Vote will be City-by-City
2. Review Costs for Each Corridor and Review Sales Tax Revenue Data – Refine Mobility 2030 (if necessary)¹
3. Work with Private Sector, Local Legislative Delegation, and Transit Authorities
4. Develop Priority Service Plan with Corridor Cities
(Step #2 Above, Do Cities Want a 1% Service Plan, “Level the Playing Field”)
5. Identify Opening Day Rail Service Initiation Timeframe
6. Review Potential Funding Options (e.g., Reinvestment Zones, Previous Options)
7. Hold a Next Steps and Funding Workshop Summit
(Possible Spring/Summer 2008)
8. Utilize Newspapers, Lobbyists, etc. to Share Common Position
9. Develop Marketing Plan and Seek Non-RTC Resources
10. Private and Public Sector Coordinate With Legislative Leadership

¹For example, reduce feeder bus service from areas largely served by residential land uses.
(Approved by Regional Transportation Council: Transit Authority Partnership Subcommittee, 12/13/07)

NCTCOG BRAND NAME LOGO EXAMPLES



Rail North Texas logo
to be developed

Maximum Available Sales Tax Revenue for Non-Transit or Expanded Transit Cities

(Based on 2007 Sales Tax Revenue From Texas Comptroller of Public Accounts)

DRAFT

Transit Authority Service Area	Current Tax Percent	Transit Sales Tax Revenue Options (Adding New Transit Sales Tax to Existing Levels)				
		Scenario A	Scenario B	Scenario C	Scenario D	Scenario E
		DART	1	-	-	-
DCTA	1/2	1/2	-	-	-	-
	0	1	1/2	1/2	1/2	3/8
The T	1/2	1/2	1/2	1/2	1/2	3/8
	3/8	5/8	-	1/2	-	3/8
Non-transit cities	0	1	1	1/2	1/2	-
2007 Sales Tax (millions)		\$395	\$356	\$211	\$208	\$156

Scenario A and B – Up to 1 percent additional transit sales tax allowed

Scenario C and D – Up to 1/2 percent additional transit sales tax allowed

Scenario E – Up to 3/8 percent additional transit sales tax allowed

Does not account for price of goods adjustment or population increases.

CANDIDATE FUNDING SOURCE PRINCIPLES

	Funding Source	Available Collection Mechanism	Equitable	Adjusts to Inflation	Already Used for Transit	Used by Others	Legal or Political Issues
*	Sales Tax	√	√	√	√	X	X
*	Local Option Gas Sales Tax	√	√*	√	X	X	X
	Local Option Motor Vehicle Sales Tax	√	√*	√	X	X	X
	Local Property Tax	X	X	√	X	X	X
	Employment Tax	X	X	X	X	--	X
*	Reinvestment Zones						
*	Managed Lane Guarantees						

√ Funding source is consistent with principle

X Funding source is not consistent with principle

*If only collected outside existing transit authorities