

# HEB — TRANSIT —

## HEB Transit Progress Report: Year 1 Update

**T**ransportation is one of the most important issues facing residents of the Dallas-Fort Worth metropolitan area. Many people cannot get where they need to go because they do not have cars of their own and live too far from public transportation. To address this issue in the cities of Hurst, Euless, and Bedford, HEB Transit was created. A partnership between the North Central Texas Council of Governments (NCTCOG), United Way of Tarrant County, Workforce Solutions for Tarrant County, and numerous community partners, HEB Transit provides transportation-disadvantaged individuals free trips to work and work-related appointments. The first year (August 2006 - July 2007) of service proved to be both challenging and successful.



## Who is Using HEB Transit?

### What are people saying about the service?

"I'm one of the people who really need it for work... It's been a life saver because I couldn't walk there."

-- Sandra Beadling (far right), who recently moved to her home in Bedford and relies on HEB Transit to get to work in the morning at a nearby animal clinic.

"It's priceless. It's a real help. I just got done paying off a car and it died. It would have cost more to fix than it was worth. So I had to get rid of it. [HEB Transit] happened to be there when I needed it."

-- Peter Gandolfo (near right), who uses the system for access to the Trinity Railway Express, which he rides to his job at a Fort Worth tattoo studio.



### Who has benefited?

Tammy Dittmer was spending about \$35 a day to take a taxi to and from work before a friend told her about HEB Transit. Dittmer, however, did not want to rely on HEB Transit forever. By using the service for a few months, she was able to save enough money to buy her own car.

"People say there's not help out there, but it's out there. You just have to take the initiative and go out and find it."

Dittmer, Beadling, and Gandolfo are examples of individuals who have taken advantage of the opportunities afforded to them by HEB Transit. For a growing number of Hurst, Euless, and Bedford residents, HEB Transit has proven effective in an area short on public transportation options.

### By the Numbers (Year 1)

**How many individuals have utilized the service?**

100

**How many trips have been provided?**

1,774

**How many trips have been work-related?**

1,338

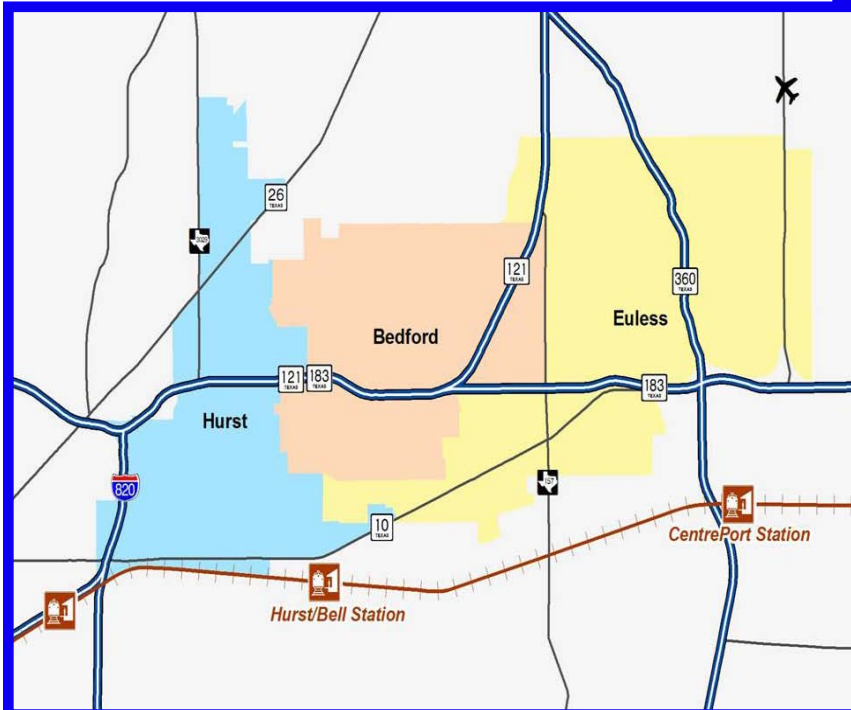
**How long has HEB Transit been in operation?**

Since August 2006

## Accomplishments

- 1,000<sup>th</sup> trip provided in April 2007
- Hours of operation extended to 6 a.m. to 6 p.m. Monday through Friday in May 2007
- Cities of Hurst, Euless, and Bedford became financial partners in the project
- Won the 2007 Texas Workforce Commission "Service to Workers" Award, which recognizes one project statewide for its coordination efforts to improve services to workers

*Betty Watson enjoys driving the HEB Transit van and interacting with people.*



HEB Transit Service Area

## Who can use the service?

The service is provided for individuals who do not qualify for existing programs such as NETS and WHEELS and have limited transportation options.

## How does the service work?

Anyone interested in riding HEB Transit must be qualified by one of the following agencies: Catholic Charities, Christian Connection, Mission Central, St. John the Apostle Catholic Church, NEED, Travelers Aid, or Workforce Solutions Mid-Cities.

Those who qualify will receive monthly passes allowing them to use the service. Customers must call to schedule trips beforehand. There is no limit to the number of trips, which are provided at no cost to the rider.

## HEB Transit Sponsors

HEB Transit would like to thank the sponsors that helped make its first year such a success. Without the help of these participants, this valuable program would not have been available to the many people who relied on it.

Capital One Bank  
Christ Memorial Community Church  
City of Bedford  
City of Euless  
City of Hurst  
Colleyville Lion's Club  
First Baptist Church, Hurst  
First United Methodist Church of Hurst  
North Central Texas Council of Governments

North East Emergency Distribution (NEED) East  
St. John the Apostle Catholic Church  
St. Michael Catholic Church/Christian Connection  
St. Paul United Methodist Church  
St. Vincent's Episcopal Cathedral Church  
United Memorial Christian Church  
United Way of Tarrant County  
Workforce Solutions for Tarrant County

## How is HEB Transit funded?

HEB Transit is funded from both local and federal sources. In 2006, approximately \$75,000 in local funds were pledged to the program. United Way, Workforce Solutions, and numerous faith-based organizations provided the funds, which were fully matched by a federal Job Access/Reverse Commute Program grant awarded by the Regional Transportation Council and administered by NCTCOG.

## Background

In early 2005, a group of volunteers, spurred by community assessment data showing transportation as the most important issue facing Tarrant County, sat down with representatives from local assistance agencies and from the cities of Hurst, Euless, and Bedford to design a program that would address the problem. The result was a partnership that ultimately brought federal transit dollars to be matched locally by \$25,000 from United Way's Crisis Relief Impact Council, Workforce Solutions funding, and donations from faith-based organizations.

American Red Cross was chosen to operate the service. On August 1, 2006, HEB Transit picked up and delivered its first rider. Since then, approximately 100 passengers have taken nearly 1,800 trips aboard HEB Transit vehicles.

Collaboration is the reason for the success of HEB Transit. The United Way Transportation Initiative Steering Committee, composed of city representatives, community leaders, and service agency personnel, was the forum for the original project design and continues to lend marketing, outreach, and fundraising expertise. The Project Review Committee, comprising of representation from NCTCOG, the United Way, Workforce Solutions, and the faith community, makes ongoing administrative and operational decisions. NCTCOG provides access to federal funding, transportation expertise, and project management.



## Looking Ahead

HEB Transit had a successful first year. However, adjustments will be made constantly to ensure the service continues to meet the needs of those who depend on it for transportation. The second year in operation began with 1,400 trips provided in the first five months. At this rate, it is projected that HEB Transit will provide about 3,500 trips in its second year - more than twice the number provided in the first year. This year, a renewed fundraising campaign is being undertaken to support HEB Transit next year and ensure it remains effective in the future. HEB Transit remains committed to its customers and partner agencies as it strives to continue providing safe and reliable service.

For more information, visit [www.nctcog.org/hebtransit](http://www.nctcog.org/hebtransit).



North Central Texas  
Council of Governments

United Way of  
Tarrant County



WORKFORCE SOLUTIONS  
FOR TARRANT COUNTY