

year four

HEB Transit annual report

Meeting transportation needs in challenging times

HEB Transit continued its mission of assisting transportation-disadvantaged customers in Hurst, Euless and Bedford with transportation in fiscal year 2010. The service began in August 2006 and has steadily increased ridership and improved efficiency since that time. In fiscal year 2010, HEB Transit provided 3,270 trips to approximately 100 riders. This surpassed the 2,783 work and work-related trips provided during the same period in 2009.

HEB Transit is a partnership involving the North Central Texas Council of Governments (NCTCOG), United Way of Tarrant County, the cities of Hurst, Euless and Bedford, and numerous faith-based agencies. The service is currently provided Monday through Friday from 6 am to 6 pm. The American Red Cross Chisholm Trail Chapter has operated HEB Transit since its inception. A federal Job Access/Reverse Commute grant awarded by the Regional Transportation Council and administered by NCTCOG reimburses half of the project's expenses. The balance is generously provided by project partners and the community.

HEB Transit experienced several significant changes in fiscal year 2010, starting with the modification of its trip policy in September 2009. The change, which only allows work and work-related trips, was made to better reflect the service's core mission of transporting people to work. After a brief dip, ridership quickly recovered and the share of work and work-related trips is now near 100 percent. In addition to the service changes, last year HEB Transit welcomed 6 Stones Mission Network in Euless as a new project partner.

coming soon

- late-night hours
- Saturday service

2011 is shaping up to be an exciting year. In August 2010, HEB Transit learned it would receive funds from Tarrant County to expand services. The funding is the result of the work of Commissioner Gary Fickes and his staff, who understand the roles HEB Transit

and similar community transportation services have in improving quality of life. HEB Transit is determining how to best utilize the funds and anticipates being able to offer expanded late-night hours and Saturday service in spring 2011.

Transportation continues to be a significant barrier to employment and self-sufficiency for many people in the area. HEB Transit remains steadfast in its mission and will continue to work with its partners, customers and the community to provide a safe and reliable transportation option for those in need.

To learn more, visit www.hebtransit.org.



North Central Texas
Council of Governments

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Cities work together to meet transportation demand

Members of the Transportation Initiative Committee gather in a room at Euless City Hall to discuss a program close to their hearts, one that provides transportation-disadvantaged people in the Mid-Cities with rides to work. Now in its fifth year, HEB Transit fills a void created by the limited availability of public transportation in Hurst, Euless and Bedford. Many people who live and work in the area don’t have access to vehicles of their own.

Without public transportation, that could mean finding a ride with someone or taking a taxi. But HEB Transit provides rides to work and employment-related activities, helping many riders stay employed and provide for their families.

On this day, the committee is reviewing ridership, funding challenges, marketing and many other issues faced by similar organizations during tough economic times.

But for those involved in HEB Transit, success is defined by more than the bottom line. The service is doing its job when it helps steer a rider to self-sufficiency.

“We have residents who call who are struggling in this economy, and it’s great to be able to provide them this service,” said Betsy Deck, a representative from the city of Euless.

Deck feels a personal connection to HEB Transit and its mission of providing people a path to self-sufficiency. It’s particularly rewarding to see people transition from using the service to get to work to buying their own cars, she said.

“That’s exactly the purpose,” Deck said. “That’s what we want to see, and it’s very fulfilling.”

Anna Holzer, a member of the Hurst City Council, said the city has an abundance of retail and other jobs, but many people without reliable transportation.



HEB Transit helps these people get to the city’s employers and allows them to hold down jobs, Holzer said.

In the future, the committee will work to identify corporations that could partner with current supporters to help the service meet the demands placed on it by growth. There are many opportunities, perhaps including some of the same businesses where riders work.

To Billie Yahne, a Bedford employee, promoting HEB Transit doesn’t seem like a job at all. She gets paid to help people find transportation to work, and that brings her tremendous satisfaction.

With continued population growth, it is likely the demand for HEB Transit will increase in coming years. As it does, the Transportation Initiative Committee will be there to help direct people who need low-cost rides to work toward the service that has helped so many lead self-sufficient lives.

“It’s a win-win for the residents and businesses in Euless,” Deck said. “So we’re all big fans of HEB Transit.”