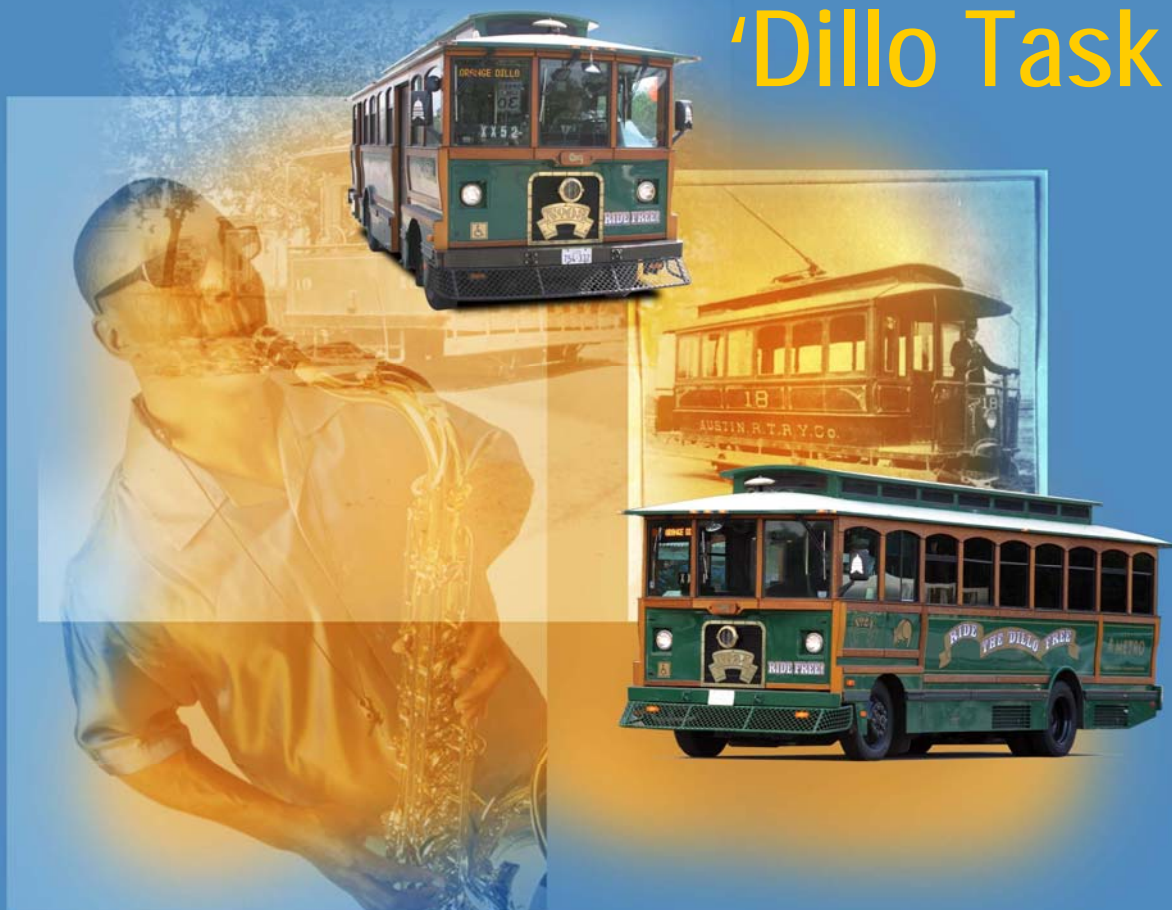


'Dillo Task Force

Greater Austin Chamber of Commerce Overview



March 12, 2008

Outline

- 'Dillo History
- Task Force Membership
- Ridership Numbers
- Service Characteristics for Austin's Market
- 'Dillo Routes Map
- Preliminary Recommendations
- What's Next?



Original Task Force

In 1999-2000, Capital Metro staff facilitated the **first 'Dillo Task Force**. Services were then developed to address specific target markets identified during the review.

Several **key target markets** for 'Dillo service in consultation with the Task Force, included:

- Circulation for Downtown Employees to/from Lunch-time Destinations
- Park & Ride Use by Downtown Employees
- Circulation for Visitors
- Circulation for Convention Center attendees to/from lunch-time destinations.

'Dillo History

- The 'Dillo system has been in operation **since the early 1970s** when first introduced by the City of Austin
- Originally, the 'Dillo was designed as a **parking intercept / circulator service**
- In its **prime**, the system served **5,800 passengers** daily
- In the late 1990s there were four 'Dillos:
86-Congress/Capitol 'Dillo; 87-ACC/Lavaca 'Dillo; 88-Old Pecan St. 'Dillo; and 89-'Dillo DASH



'Dillo History

- The **current** 'Dillo routes have been in operation for approximately **8 years**
- **Ridership** hit its peak in 2003, and has been on a **slow decline** since
- **Late night** Starlight and Moonlight 'Dillos were an addition in 2002 (eliminated in '05)
- In November 2007, a **new 'Dillo Task Force** was formed to begin restructuring the current 'Dillo system
- The **proposed restructure** is scheduled to be implemented in **August**

Task Force Membership

Organization Represented

Name

Pecan Street Owners Association

Josh Allen

Downtown Austin Alliance

Joel Sher

Transit User (Thomas Properties)

Dan Light

DANA

Jamie Lagarde

Downtown Commission

Beth Ann Sprengel

Travis County

Sandra Ramos

ACVB

Suzanne Watson

University of Texas

Bobby Stone

State of Texas

Gregg Werkenthin

City of Austin

Michael Knox

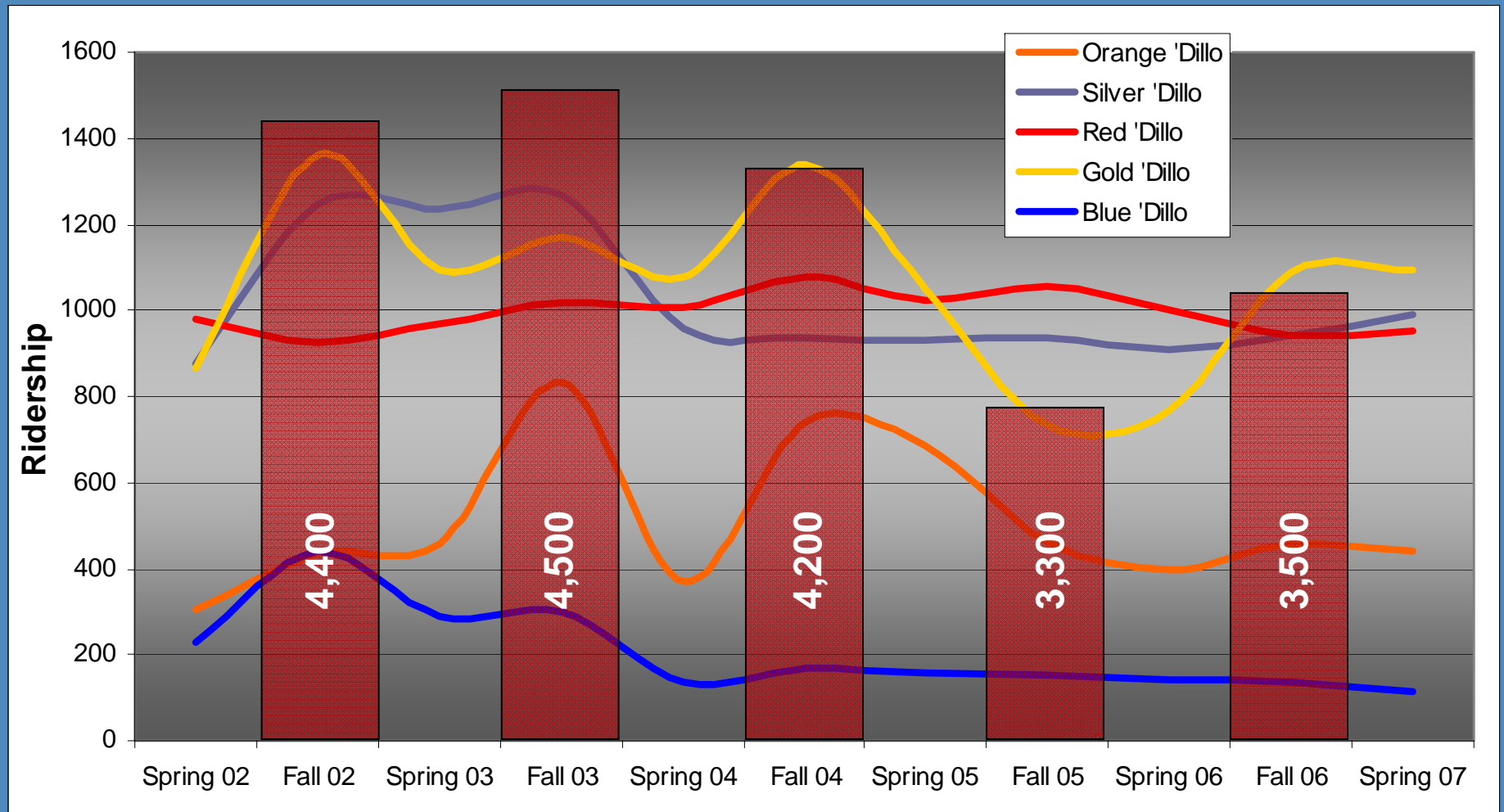
Austin Community College

Marilyn Lee

Austin Concierge

Alex Barajas

'Dillo Ridership, 2002-2007



Service Characteristics for Austin's Downtown Market

| Downtown Workers | Tourists & Visitors | Downtown Residents |
|---|---|---|
| Most Important | Most Important | Most Important |
| <ul style="list-style-type: none"> • Frequency • Information & Marketing • Service Planning (Reliability/Destinations) | <ul style="list-style-type: none"> • Information & Marketing (Branding/Signage) • Frequency • Service Planning (Routing) | <ul style="list-style-type: none"> • Destinations • Access to Retail |
| Also Important | Also Important | Also Important |
| <ul style="list-style-type: none"> • Comfort (Clean/Safe) • Cost • Ease of Use | <ul style="list-style-type: none"> • Safe & Clean • Destinations • Cost | <ul style="list-style-type: none"> • Cleanliness • Hours of Operation |

Austin's Current 'Dillo System



What Has Changed?

- Downtown is more **dynamic**; more residents, more restaurants, more destinations
- Although **park and ride** service has been offered for the last 6 years at Toomey & Austin High, **usage is down**
- Passengers prefer **“linear” routes** as opposed to “circulator” routes
- **Ample parking** is provided **within** the **downtown**, so many saw no use for the Starlight and Moonlight ‘Dillos
- Passengers now prefer **frequency over coverage**

DTF Preliminary Recommendations

- Headways on **weekday** routes should be **shorter than 10 minutes**
- **Weekend** routes should have no more than **15 minute** frequencies
- In order to maintain times and make routes more intuitive, the **number of routes should be decreased**
- **No more than two routes** should be in place at the beginning of the service change
- The two routes should be as **straightforward** as possible
- N/S route should follow **Congress Avenue**; the E/W route should follow **5th & 6th Streets**

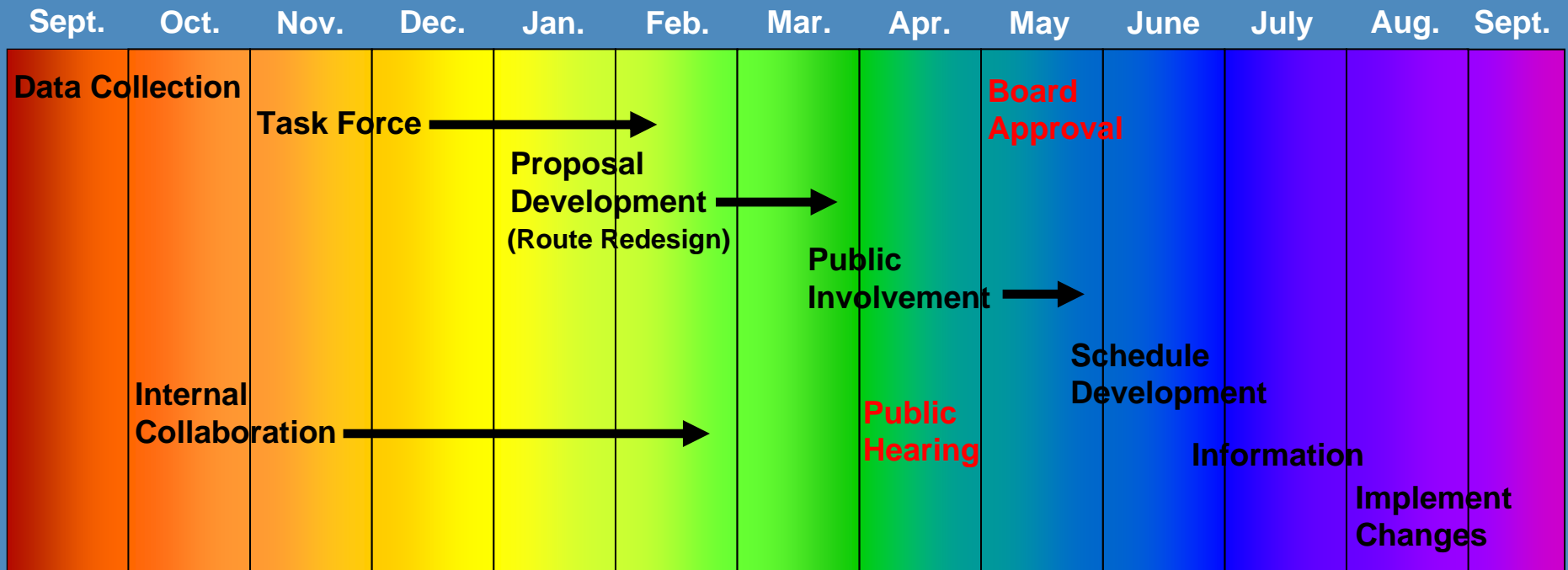
DTF Preliminary Recommendations

- **Target** markets should be **Downtown Employees**, Downtown Residents, and Tourists in that order
- **Simplify hours of operation** from 7am-7pm, Monday-Friday for all routes; 10:30am-10:30pm on weekends*
- **Implement ITS** at all 'Dillo stops downtown
- **Fares are acceptable**; however, would like an initial 6-month "preview period"
- **Vehicle type** should be changed as soon as possible
- **New naming** convention

What's Next: Timeline for 'Dillo Changes

2007

2008



The 'Dillo Task Force is currently compiling their recommendations for changes to the current system.

Discussion, Comments, Questions