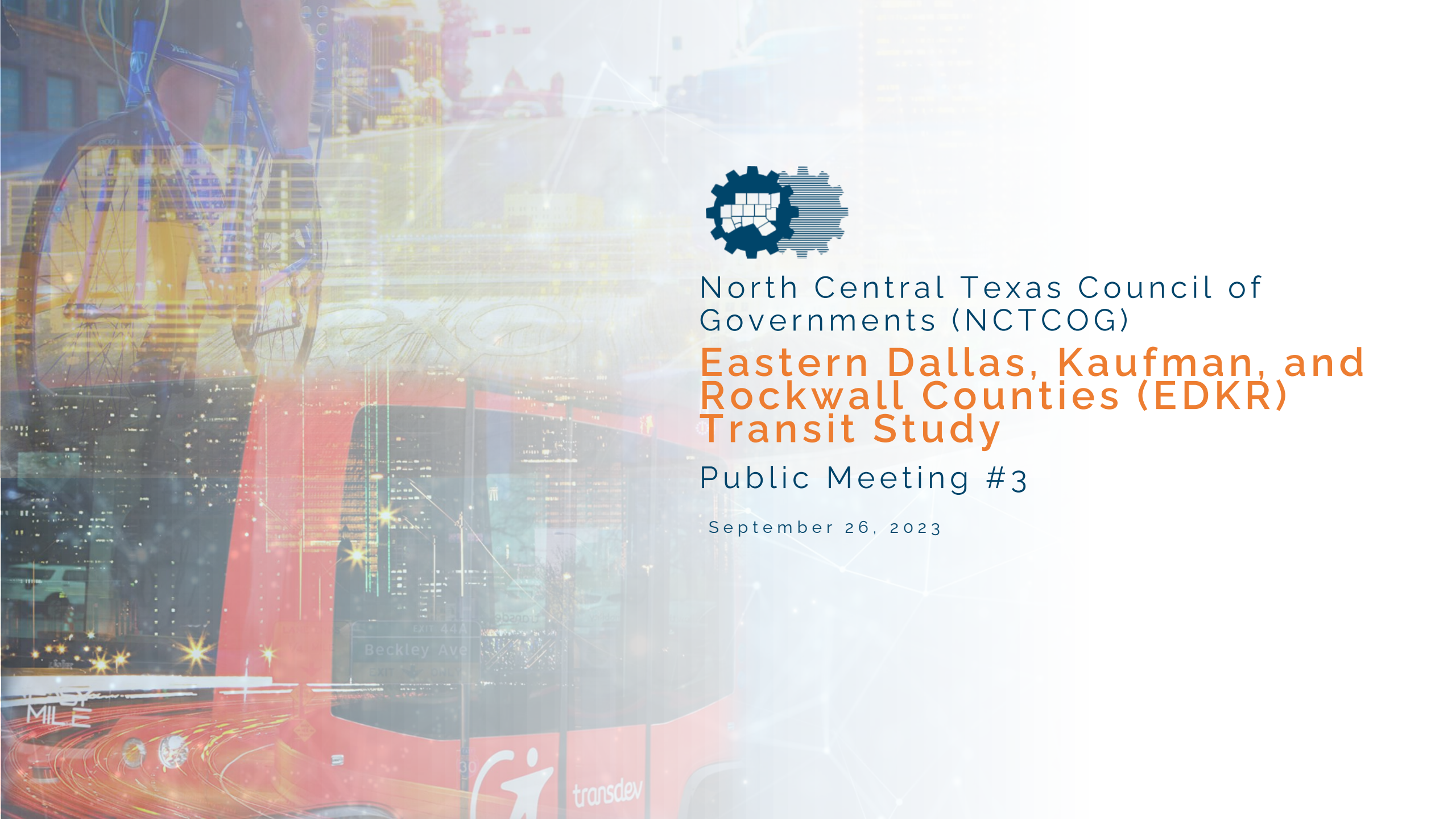North Central Texas Council of Governments (NCTCOG)

Eastern Dallas, Kaufman, and Rockwall Counties (EDKR) Transit Study

Public Meeting #3

September 26, 2023

AGENDA

🤝 Welcome and Introductions

🎯 NCTCOG Background and Study Overview

🚌 Travel Patterns Analysis

📊 Transit Market & Needs Assessment

📅 Public Engagement: Input/Facilitation

📅 Next Steps & Upcoming Schedule

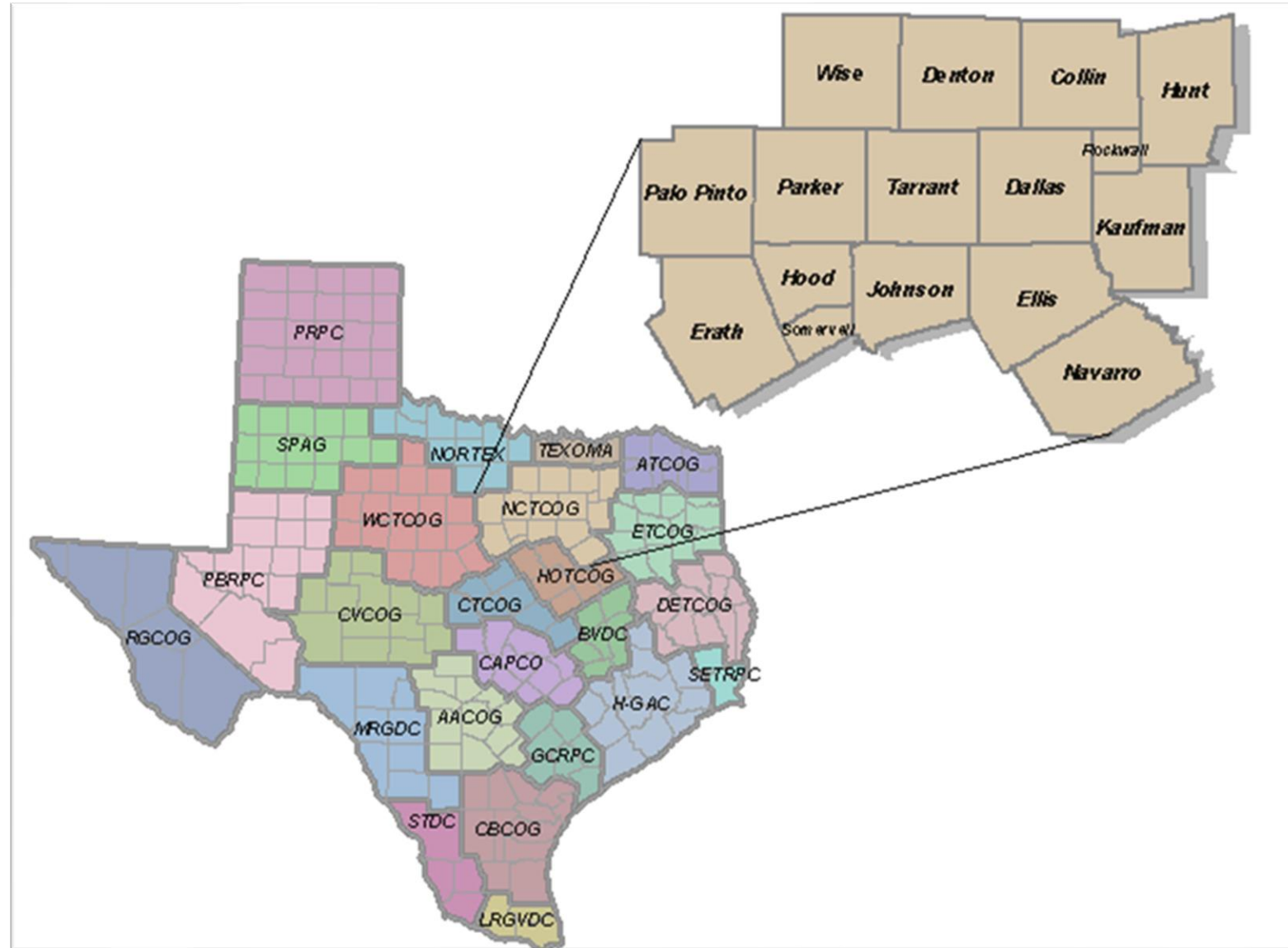# Welcome and Introductions

Introduction by:

Shannon Stevenson
Senior Program Manager
NCTCOG

What is NCTCOG?

- A voluntary association of local governments
- 238 member governments, including:
  - 16 counties
  - 169 cities
  - 22 school districts
  - 27 special districts

What does NCTCOG do?

Primary Tasks

- Strengthens individual and collective power of local governments by recognizing regional opportunities, eliminating duplication, and making joint decisions

- Assists local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development

Departments

- Aging Services
- Economic Development
- Emergency Preparedness
- Environment & Development
- NCT 9-1-1
- Public Safety
- Regional Data
- Transportation
- Workforce Solutions

North Central Texas
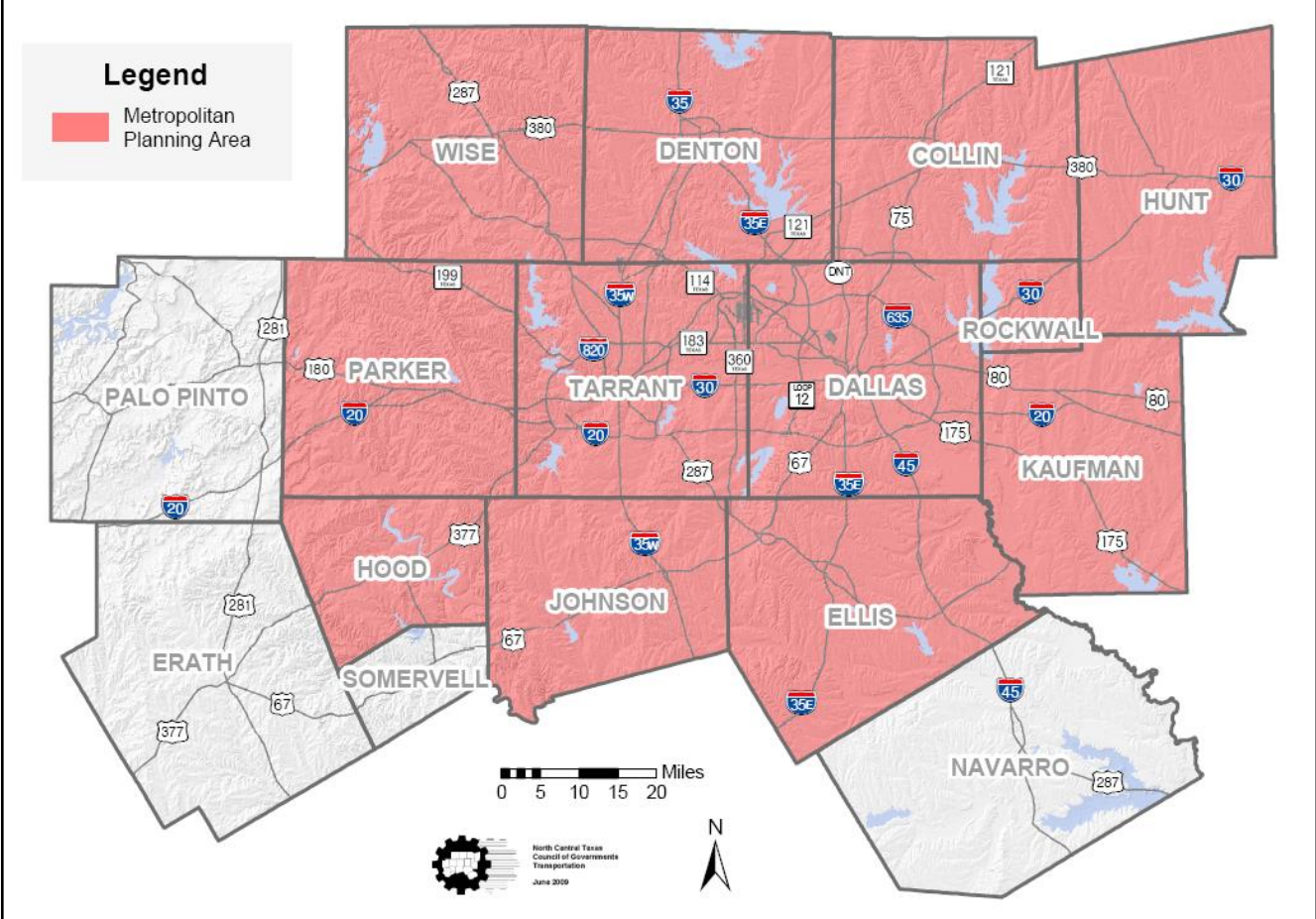Council of Governments
(NCTCOG)

Transportation
Department =
Metropolitan Planning
Organization (MPO)

Federal Transit
Administration (FTA)
Designated Recipient

Multiple Hats

Dallas-Fort Worth Metropolitan Planning Area

DFW MPO GOVERNANCE

Regional Transportation Council (RTC): Created 1974

- Serves as the MPO Policy Body
- Transportation Actions
- Effectiveness
- Equity
- Funding of "Projects and Programs"

NCTCOG Executive Board (Created 1966)

- Efficiency
- Fiduciary Agenda of Department and NCTCOG "Project and Programs"
- Comprehensive Policy Development

Metropolitan Transportation Plan (MTP) – 20-year planning horizon

Transportation Improvement Program (TIP) – 4-year planning horizon

Unified Planning Work Program (UPWP) – 2-year planning horizon

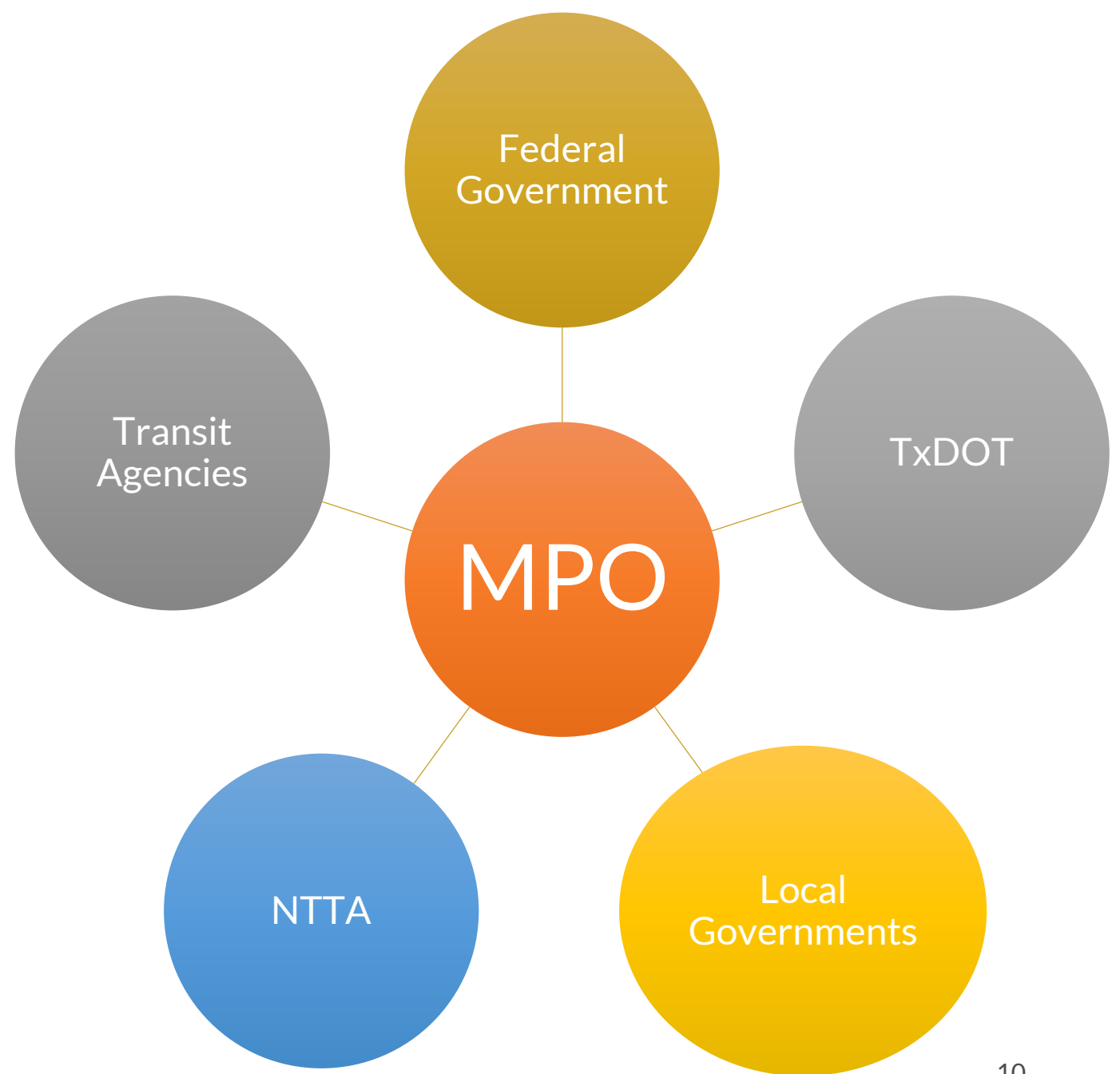Congestion Management Process (CMP) for urban population > 200,000 people

Air Quality Conformity – Clean Air Act non-attainment areas (ozone)

MPO FUNCTIONS

COORDINATION EFFORTS

BACKGROUND: TRANSIT STUDIES

Request Received from Mesquite in 2019

- ▪ Balancing Transportation Needs
- ▪ Addressing Equity
- ▪ Member/Non-Member Cities Considerations

Transit Studies Based on Common Framework

- ▪ *Four* Completed (Collin, S. Dallas, Tarrant, Denton Counties)
- ▪ *One* Underway (EDKR Counties)
- ▪ *One* Planned (Parker/Western Tarrant Counties)

Common Elements	EDKR
Internal and regional connections	✓
Strategic implementation	✓
Near-term horizon (now to 10 years)	✓
Increase transportation options and innovation	✓
Funding options	✓
Private sector involvement	✓

STUDY PURPOSE

Develop a comprehensive approach to planning and implementing transit services outside of transit authority services areas.

Implement Near-Term Strategies

Review Transportation Options

Identify Funding Options

Project Overview and Study Area

PROJECT OVERVIEW

Timeline:
- 0-5 Years, up to 10 years

Geography:
- Eastern Dallas, Kaufman, Rockwall Counties (Outside of DART service area)
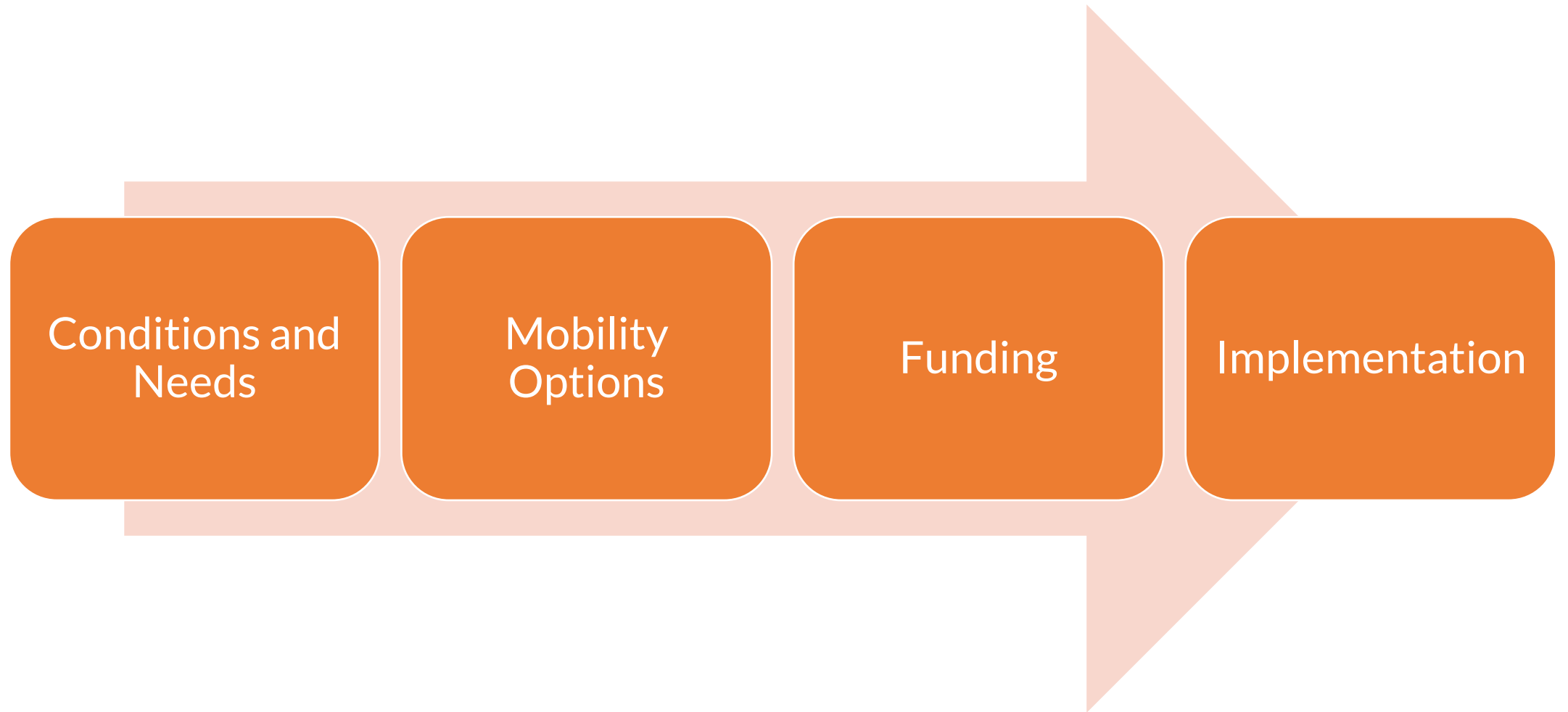
Audience:
- Municipalities and Transit Agencies

Outcomes:
- Mobility Options and next steps

PROJECT OUTCOMES

Conditions and Needs

Mobility Options

Funding

Implementation

Public Meeting #3 Objectives

Provide update on project status

Ensure communication with the Public and stakeholders

Discuss travel patterns and the transit market and needs

Lay out next steps in the project timeline

Share public survey for distribution

Highlight future opportunities to provide input and public engagement

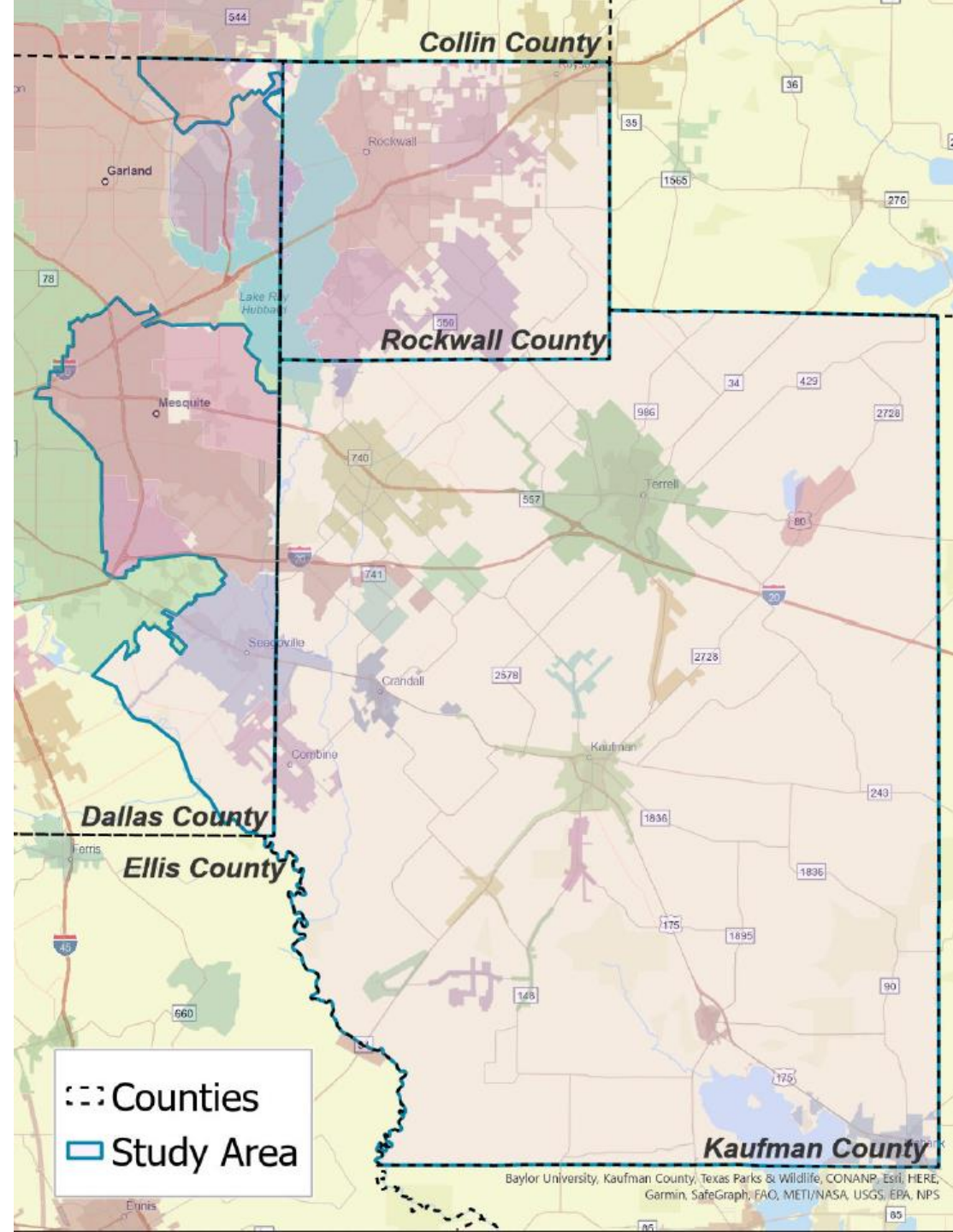# Study Area

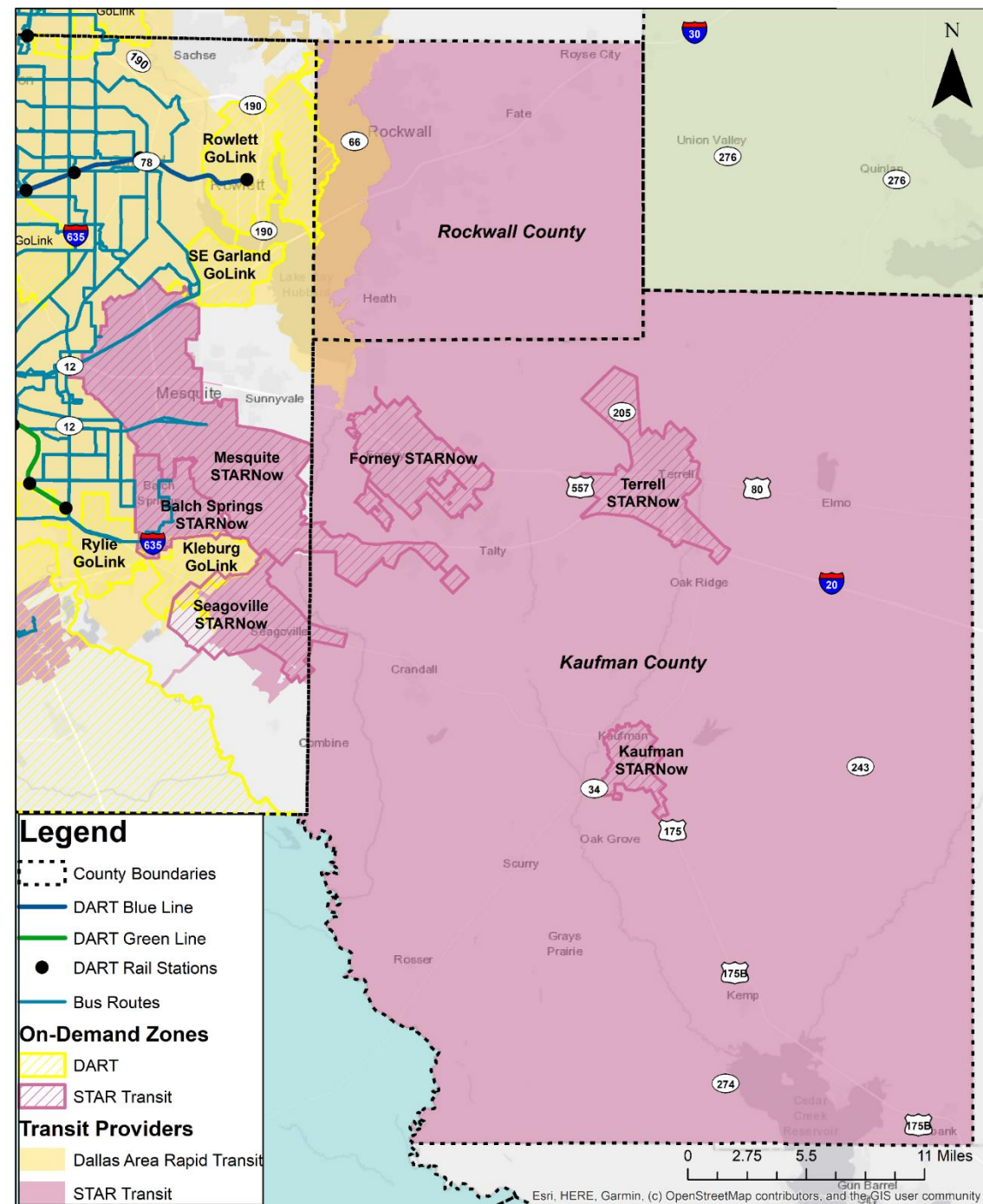## Focus Areas

Non-Member Cities
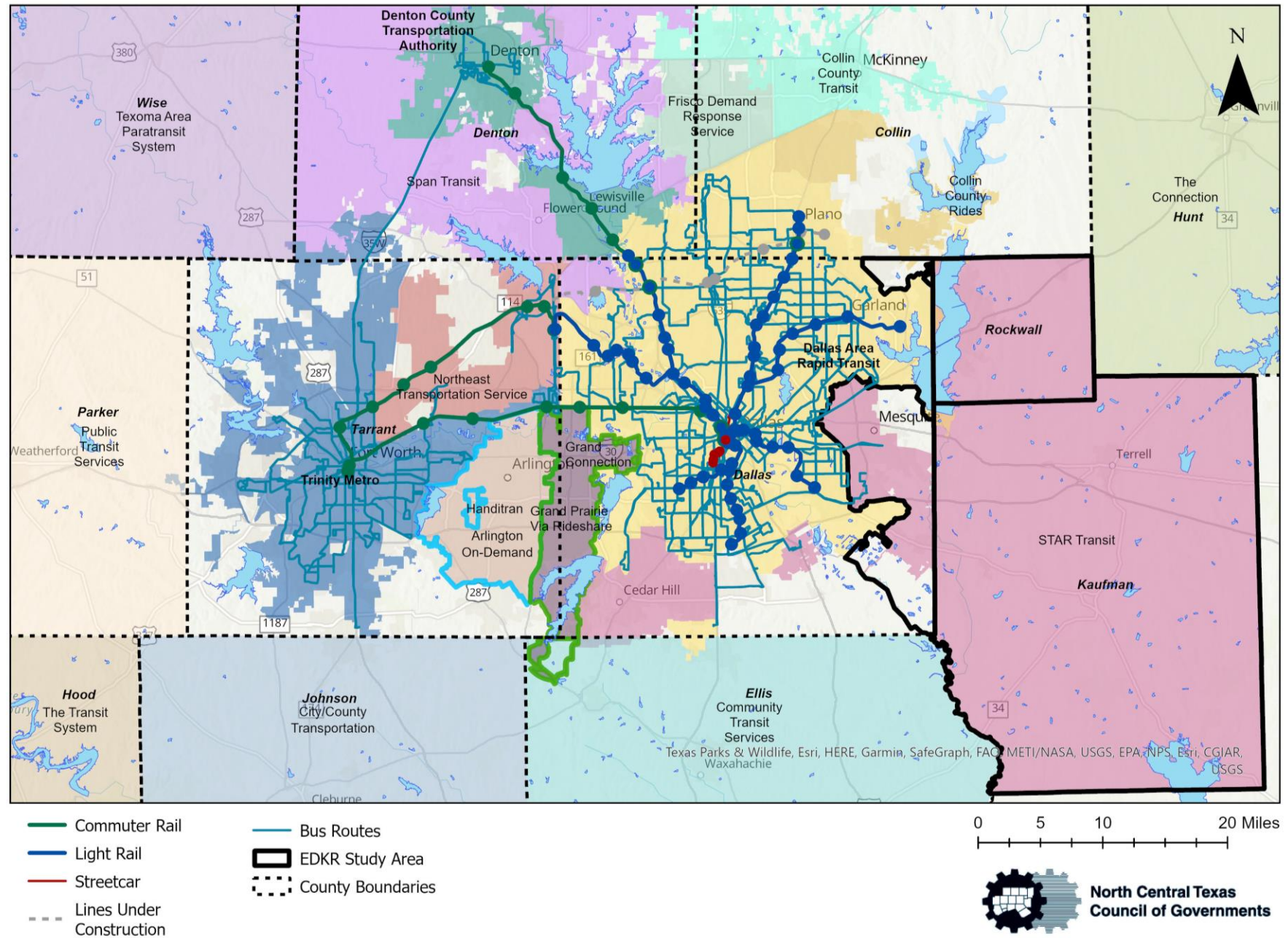
Existing Providers

DART, STAR Transit

Existing Transit Services

- Fixed-Route Bus

- Light Rail

- On-Demand Transit

- Demand Response

  - Dial-A-Ride/Paratransit offered in most of study area

Regional Transit Services

Study Area & Regional Travel Patterns

Location Based Data and Analysis Sectors

- Analysis utilizes Transit Analysis Zones (TAZ) as boundaries within the study area

- TAZ boundaries were drawn using Census Block Groups and population clusters

- Analysis utilizes anonymized Location Based Data (LBS)

- LBS data are collected by GPS applications running either in the background or foreground on smartphones, where the device user has opted to allow access to the app to track the device's geographic location. The data are anonymized so that information cannot be tracked to a particular phone number.

EDKR Study Sectors
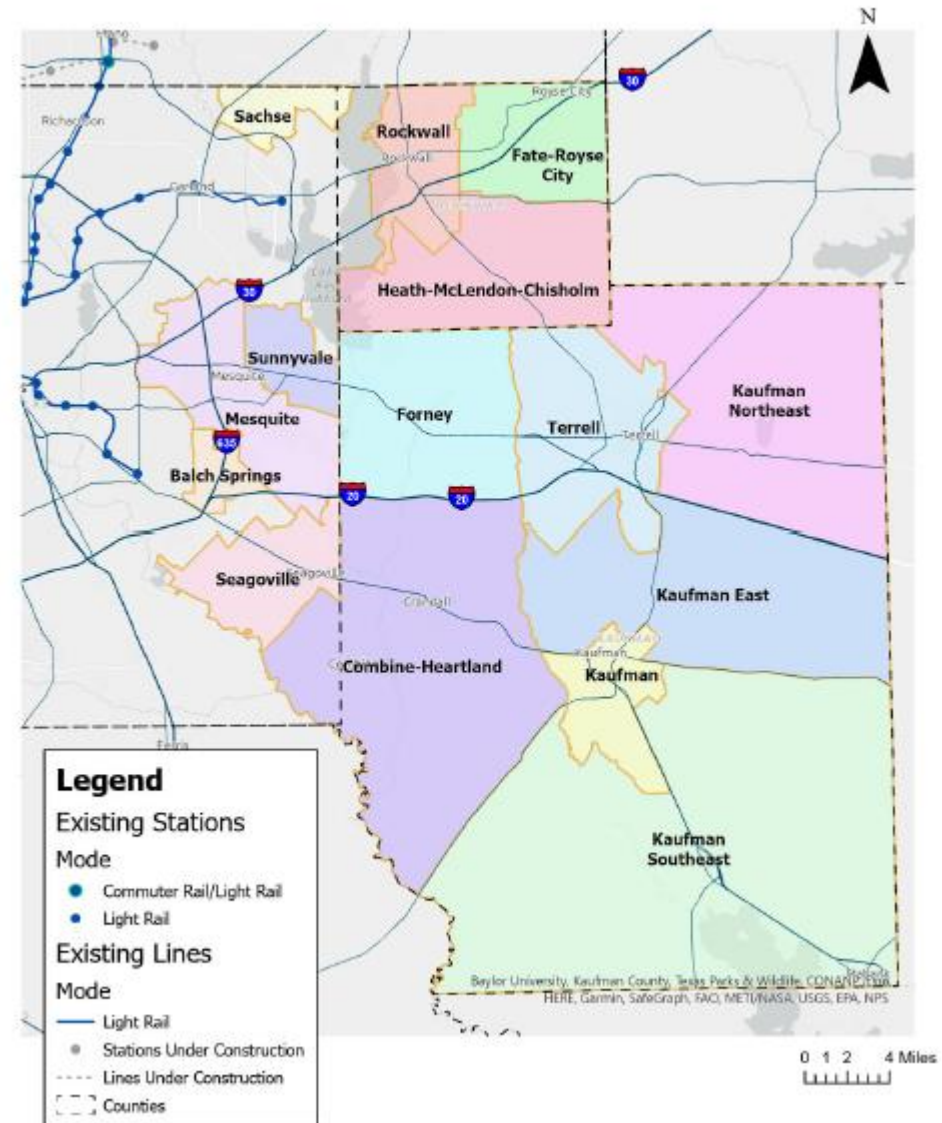
Travel Patterns Analysis Overview

Final report will include the following travel pattern analyses:

- Travel patterns by day, purpose, and distance

- Trip flows by sector

- Equity zone travel patterns

- Intercounty travel patterns

EDKR Equity Zone Block Groups

EDKR Equity Block Groups
- EDKR Block Groups

Equity Block Groups
- Low Income, Minority, & Zero Auto
- Low Income & Zero Auto
- Low Income & Minority
- Low Income & Zero Auto
- Zero Auto Households > 12%
- Low Income Population >22%
- Minority Population >63%

Baylor University, Kaufman County, Texas Parks & Wildlife, CONANP, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS
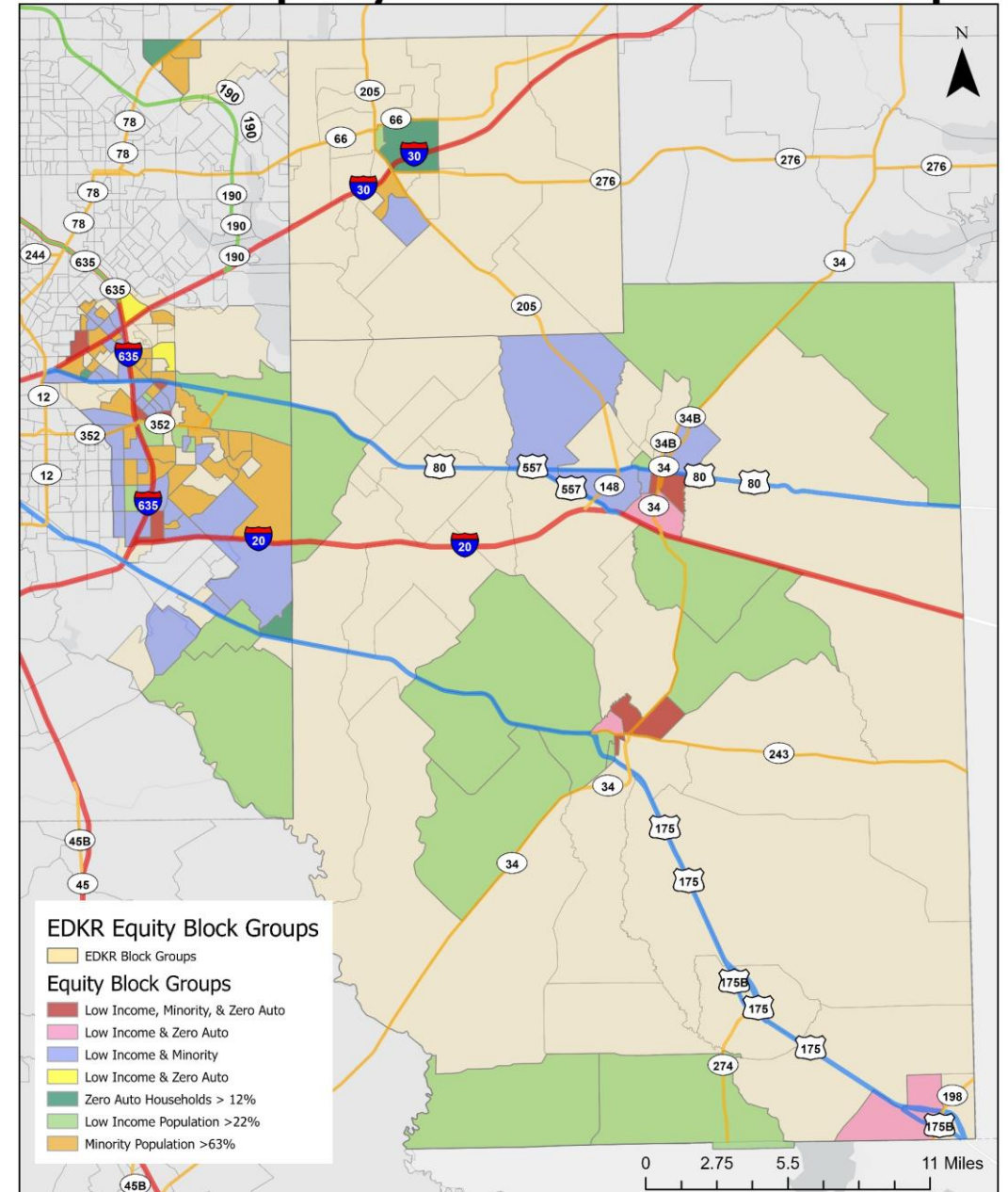
Weekday Trip Distance Distribution

- Approximately 888,000 1-7.5-mile trips occur within study area daily

- Large portion of trips are to and from the study area and are over 15 miles

Weekday Trips By Distance
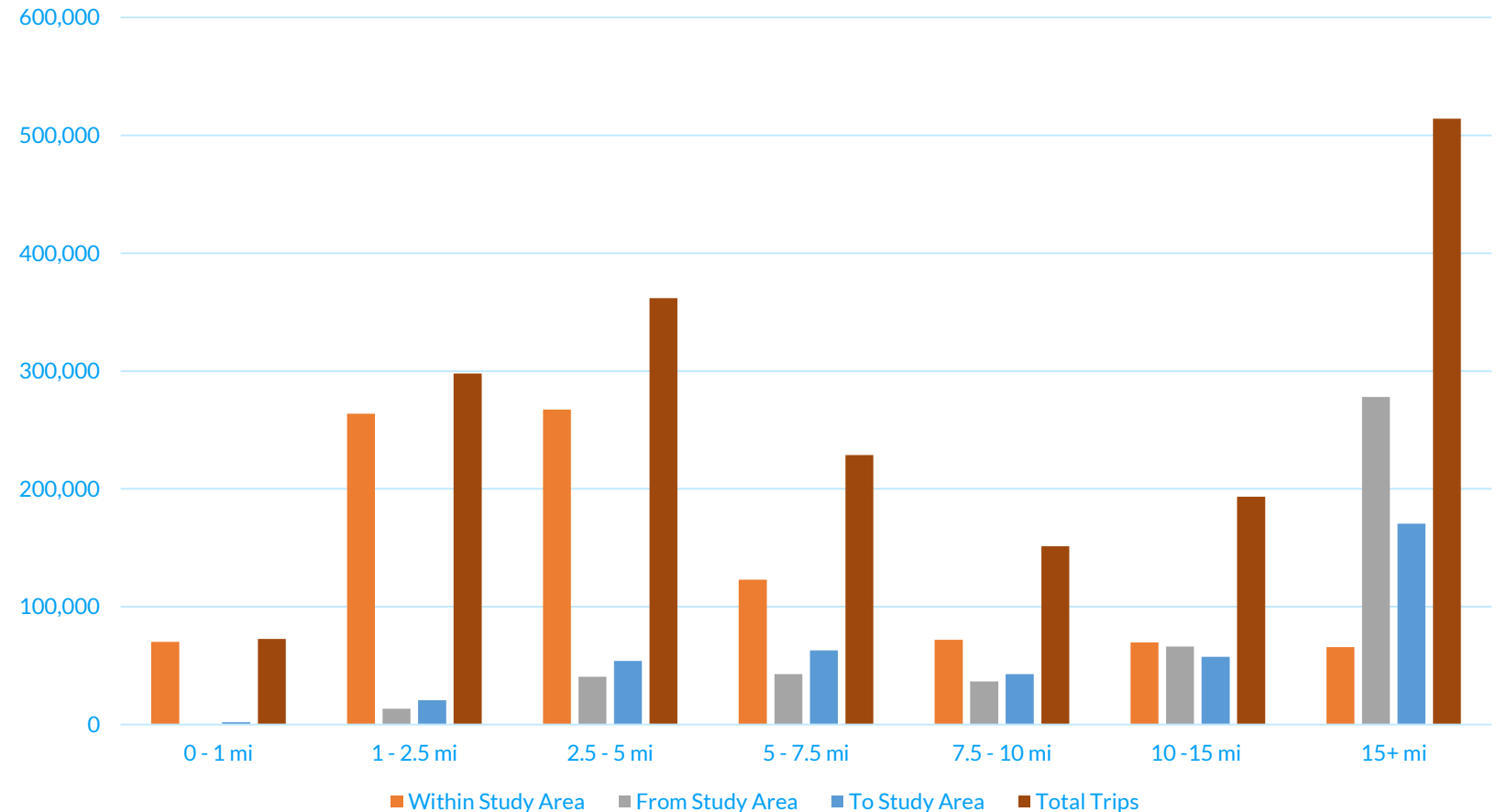
Eastern Dallas, Kaufman, and Rockwall Counties Transit Market and Needs

Transit Service Types

EDKR Transit Study Service Type	Purpose	Local Examples
Demand Response	Connects lower-density areas with no fixed-route service; Origin to destination connections	STAR Dial-a-Ride
Mobility On Demand	Connects lower-density areas; First-mile/Last-mile connections	STARNow On-demand

Transit Service Types

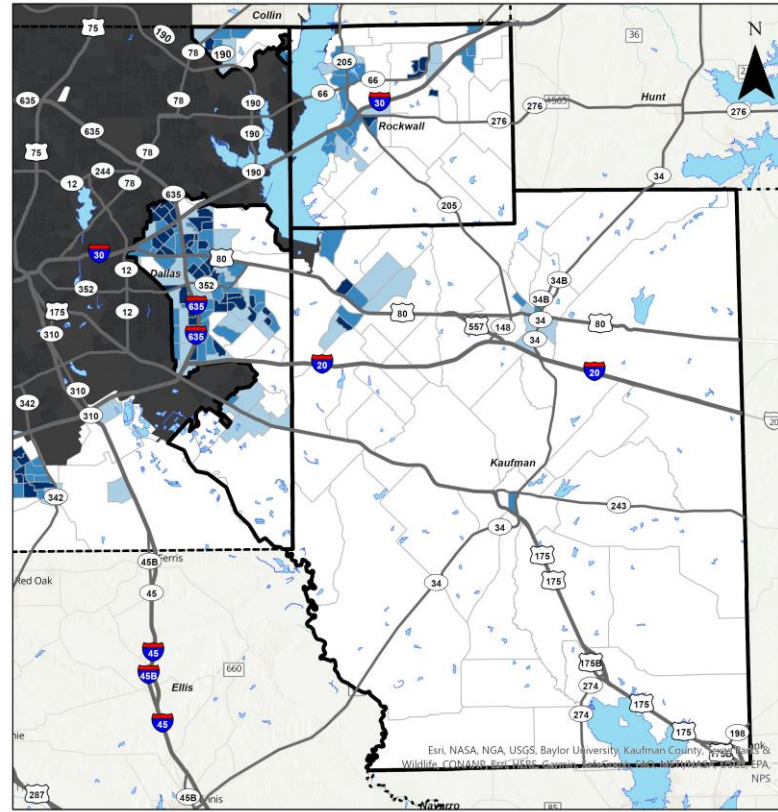| EDKR Transit Study Service Type	Purpose	Local Examples
Light Rail	Connects large distances on exclusive right of ways	DART Blue Line and Green Line
Local Fixed-route Bus	Connects medium-density areas for all trip types	STAR Route 101: Balch Springs Midtown Express
Regional Fixed-route Bus	Connects distant destinations and job centers	DART Route 383: Lake Ray Hubbard Express

Transit Market And Needs Overview

Understanding existing needs and the potential market for transit is key to developing transit solutions

Combines travel pattern data and key population attributes

Sets a foundation for further assessment of transit modes, funding, and service delivery

Population and Employment Density

Legend:
- 2 or Fewer People + Jobs Per Acre
- 2 to 4 People + Jobs Per Acre
- 4 to 8 People + Jobs Per Acre
- Over 8 People + Jobs Per Acre
- EDKR Study Area
- County Boundaries

Equity Population Density

Legend:
- 2 or Fewer People Per Acre
- 2 to 4 People Per Acre
- 4 to 8 People Per Acre
- Over 8 People Per Acre
- EDKR Study Area
- County Boundaries

North Central Texas Council of Governments
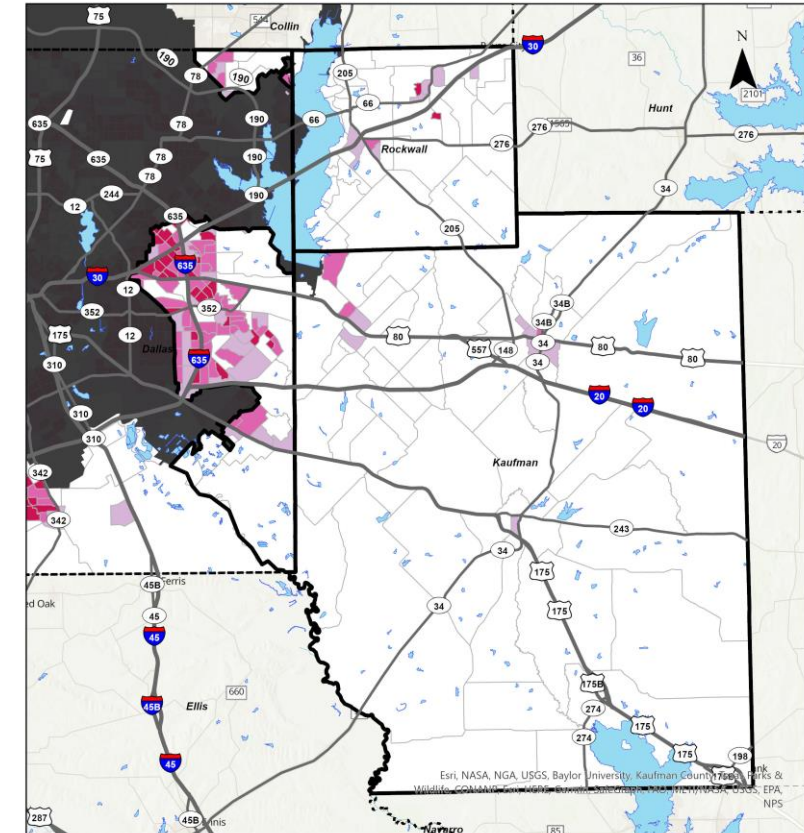
# Composite Needs Assessment

Composite Needs Assessment is generated by combining population and jobs density with equity population density

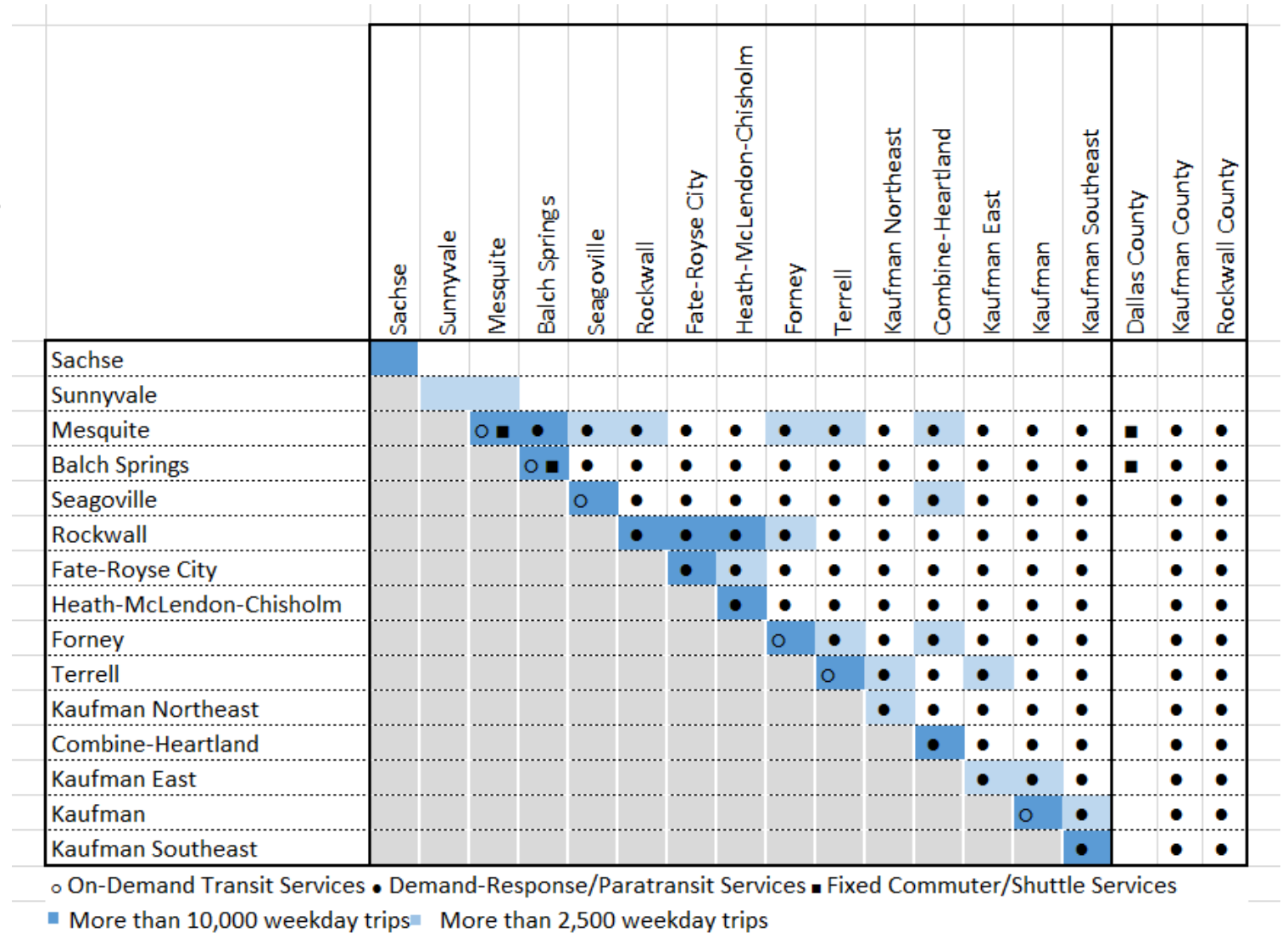Provides an indicator for the potential transit needs of an area

Highlights the existing market for transit in the overall study area and specific cities and sectors

Equity Population Density

Population and Job Density

High

Low

Low   High

0   3   6   12 Miles
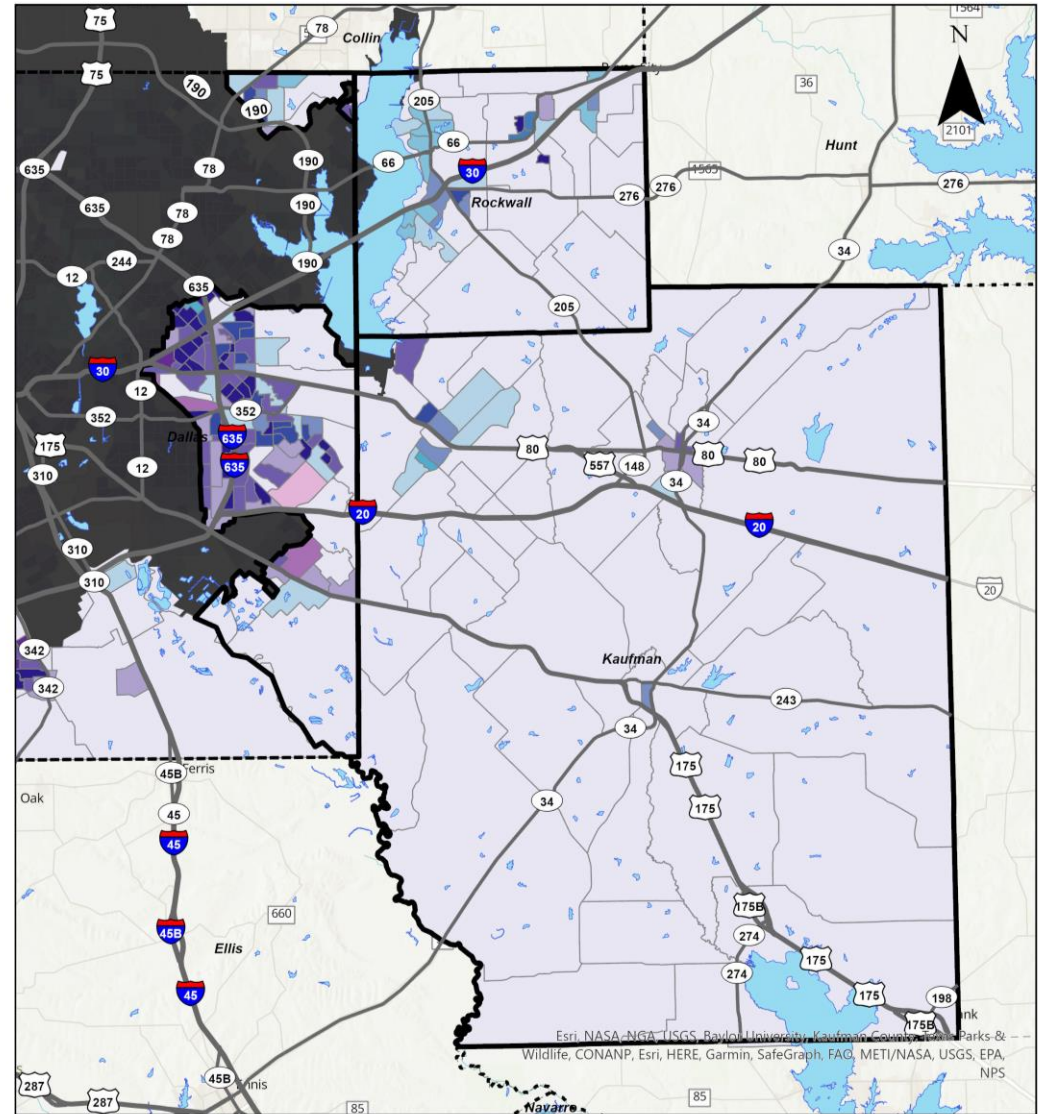
Transit Service Gaps

This chart shows the existing transit connections between the analysis sectors and highlights connections with high travel demand

Helps in identifying potential gaps in the context of travel demand

∘ On-Demand Transit Services • Demand-Response/Paratransit Services ▪ Fixed Commuter/Shuttle Services
◼ More than 10,000 weekday trips ◼ More than 2,500 weekday trips

Transit Service Gaps Map

Preliminary analysis shows gaps in both local and regional transit access

Local Transit Service Needs

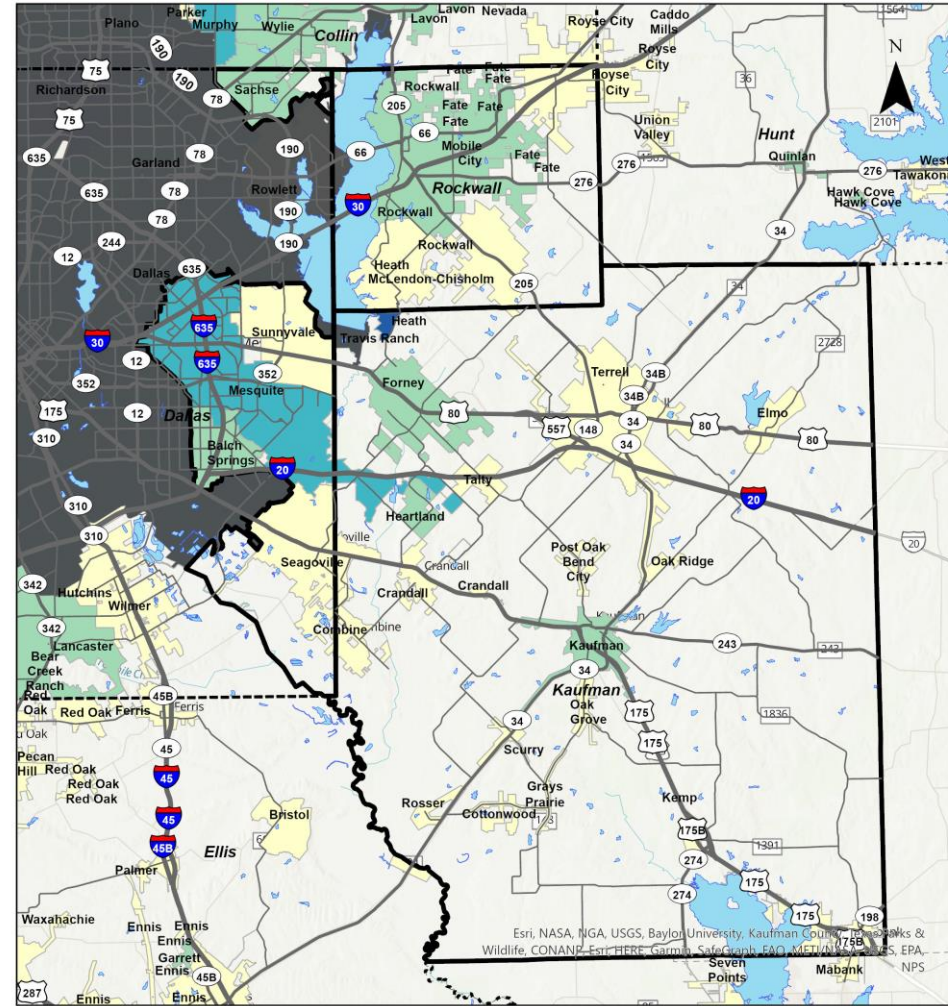Local transit needs at the city or sector level can be determined by combining these analyses

These local transit need areas can then be categorized as High, Medium, and Low Need

Along with the regional transit needs analysis, these local transit need areas will be the foundation for the scenario development process

Population and Employment Density by Municipality

Legend:
- 2 or Fewer People + Jobs Per Acre
- 2 to 6 People + Jobs per Acre
- 6 to 12 People + Jobs per Acre
- Over 12 People + Jobs per Acre
- EDKR Study Area
- County Boundaries

0 3 6 12 Miles

Public Engagement: Input/Facilitation

How You Can Help

STEP 1: Participate tonight

STEP 2: Subscribe for project update emails and to receive the final study reports @ Eastern Dallas, Kaufman, and Rockwall Counties Transit Study – PublicInput

STEP 3: Take our survey by October 13, 2023: **(Links below)**
- English: https://publicinput.com/edkrsurvey
- Spanish: https://publicinput.com/edkresp

STEP 4: Share link with others and let them know how to participate: **(QR codes below)**

English Survey

Spanish Survey

TRANSIT SURVEY
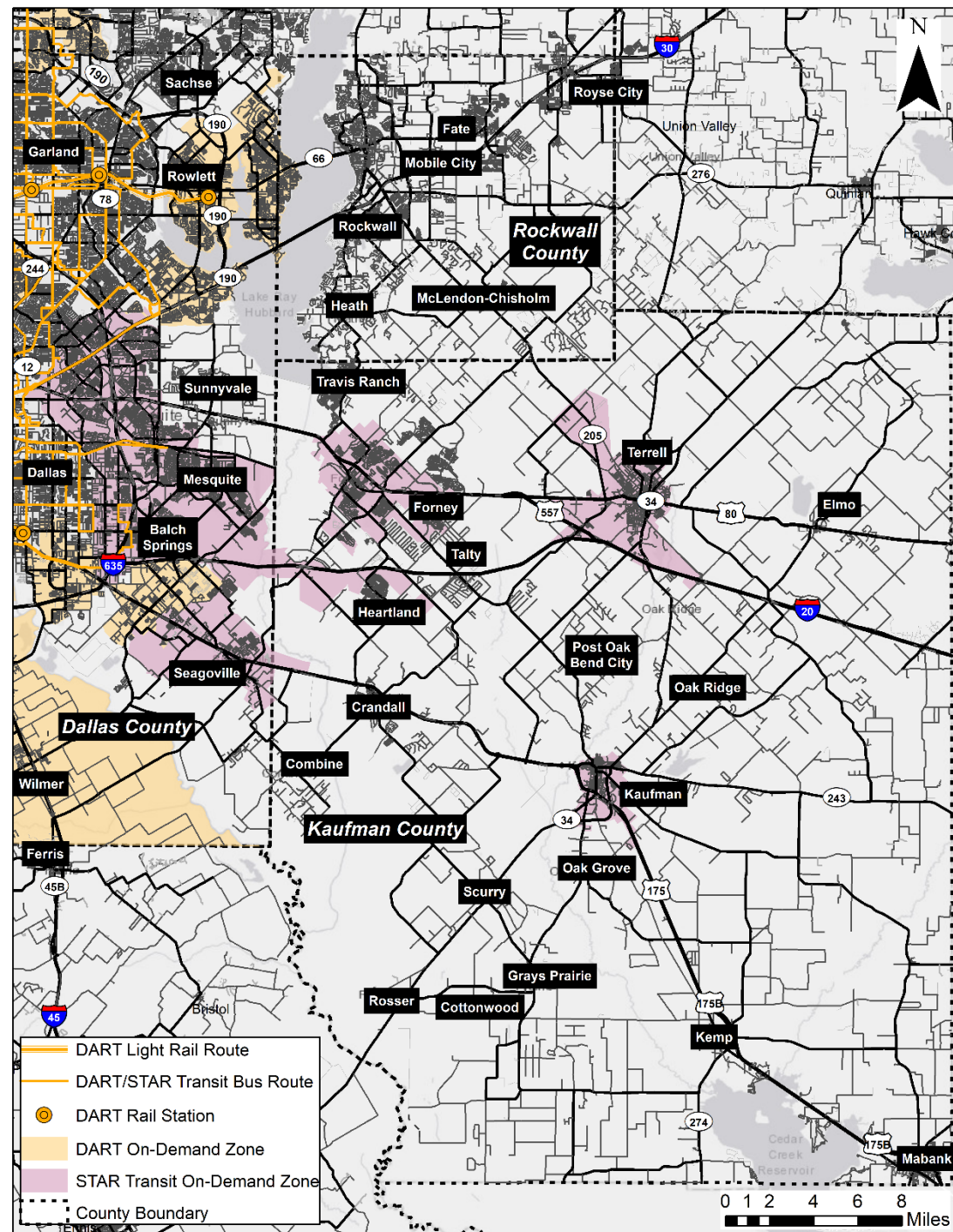EASTERN DALLAS, KAUFMAN, AND ROCKWALL COUNTIES

Input Session (30 Minutes)

INSTRUCTIONS

1. We will break out into tabletop groups.

2. Each group will have a facilitator assisting your group.

3. Five key questions will be provided to each table.

4. The facilitator will take notes, and participants are encouraged to provide markings on the map using the stickers and markers.

5. A person from each group will provide a brief report after the 30 minutes. **(time-permitting)**
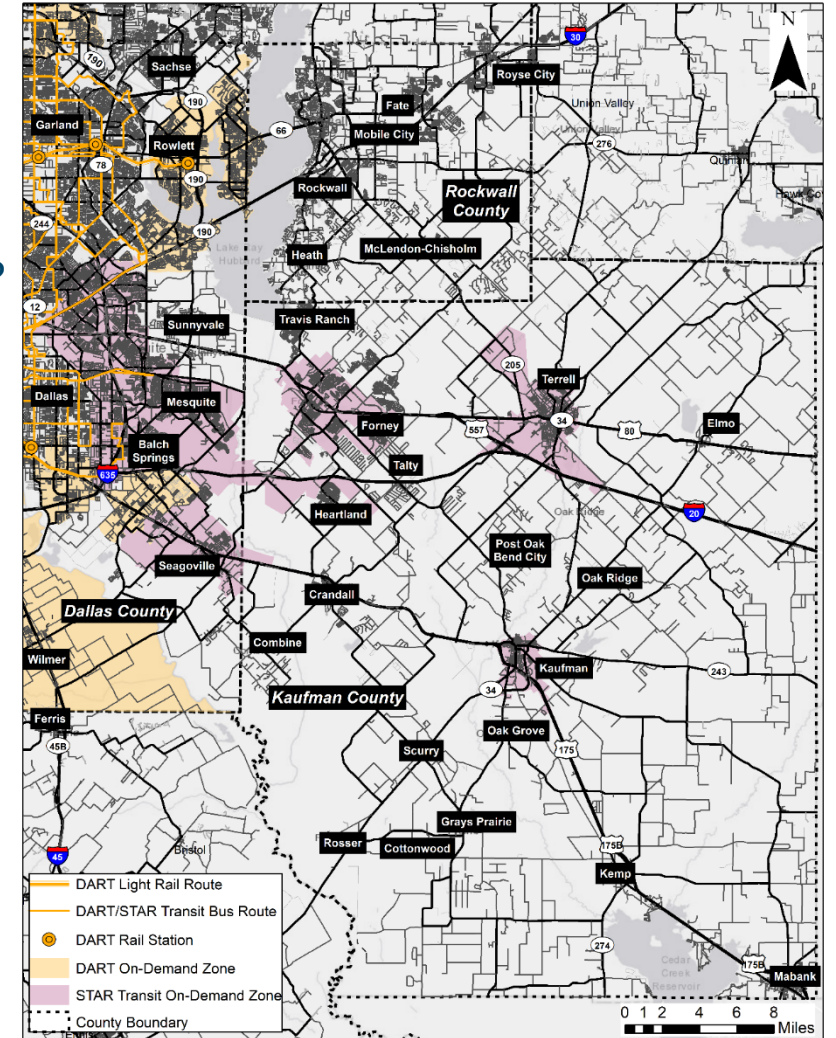
Tabletop Exercise Map

Legend:
- DART Light Rail Route
- DART/STAR Transit Bus Route
- DART Rail Station
- DART On-Demand Zone
- STAR Transit On-Demand Zone
- County Boundary

Tabletop Exercise (30 Minutes)

QUESTIONS

1. How do you usually get to work, school, or other destinations?

2. What are your biggest difficulties in traveling around the region?

3. What are some community hubs or key destinations that you frequently visit, or would like to be able to visit?

4. What would make transit easier to use for you? How can the options be improved?

5. What does our project team need to know about mobility needs in Eastern Dallas, Kaufman, and Rockwall Counties?

Next Steps and Upcoming Schedule

NEXT STEPS

Third round of Public Engagement in September

Finalize Needs Assessment Report

Develop and Evaluate Transit Investment Scenarios

Develop Funding and Implementation Strategies

Deliverable Schedule

Winter 2022

Existing Conditions

Fall 2023

Scenario Development

Late Winter 2024

Final Report

Phase 1

Phase 2

Needs Assessment

Summer 2023

Report Outs: Study Outcomes

Winter 2024
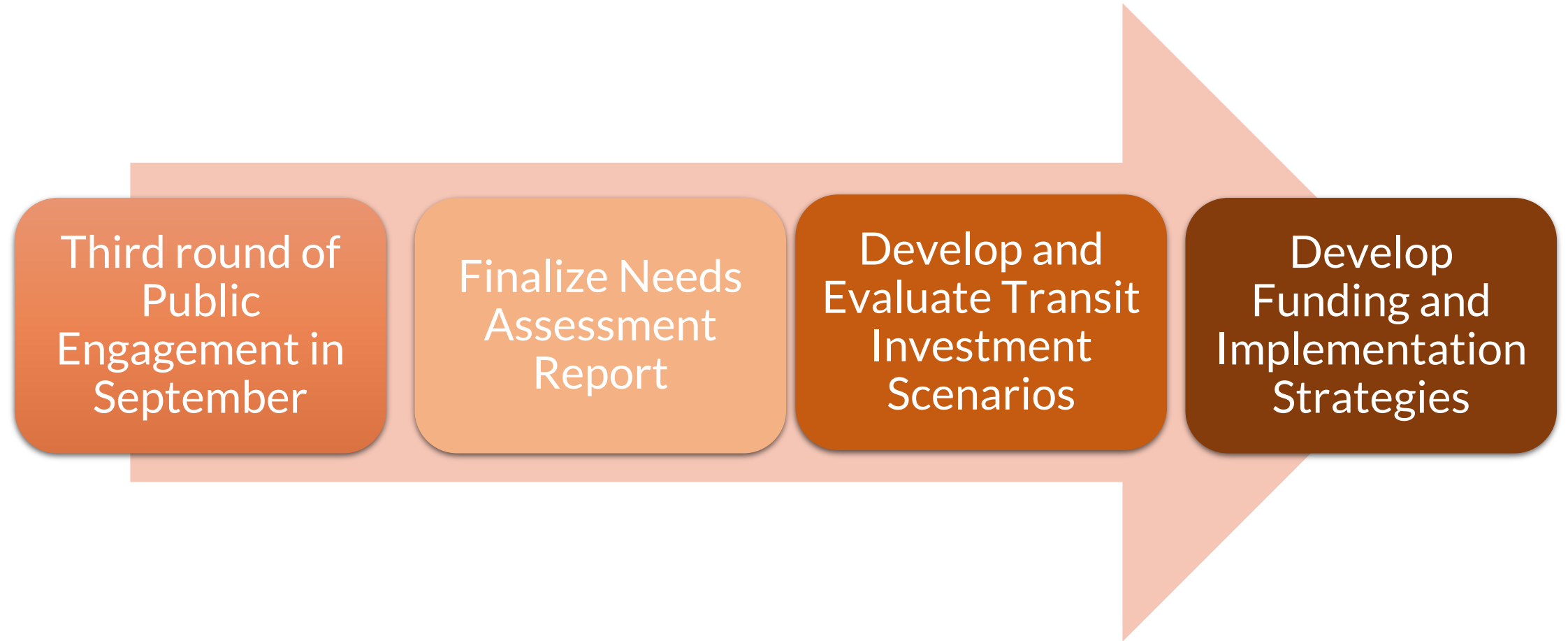
Estimated Meeting Timeline

PAC Meeting #1 (Kickoff)	• June 27th, 2022
Virtual Public Meeting	• September 19th, 2022
PAC Meeting #2	• January 19th, 2023
In-person Public Meeting #2	• February 28th, 2023 (Rockwall)
PAC Meeting #3	• September 11th, 2023
In-person Public Meeting #3	• September 26th, 2023 (Mesquite)
Project Report-outs	• February 2024
Study Complete	• March 2024

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Transit Study Websites
www.nctcog.org/transitstudies