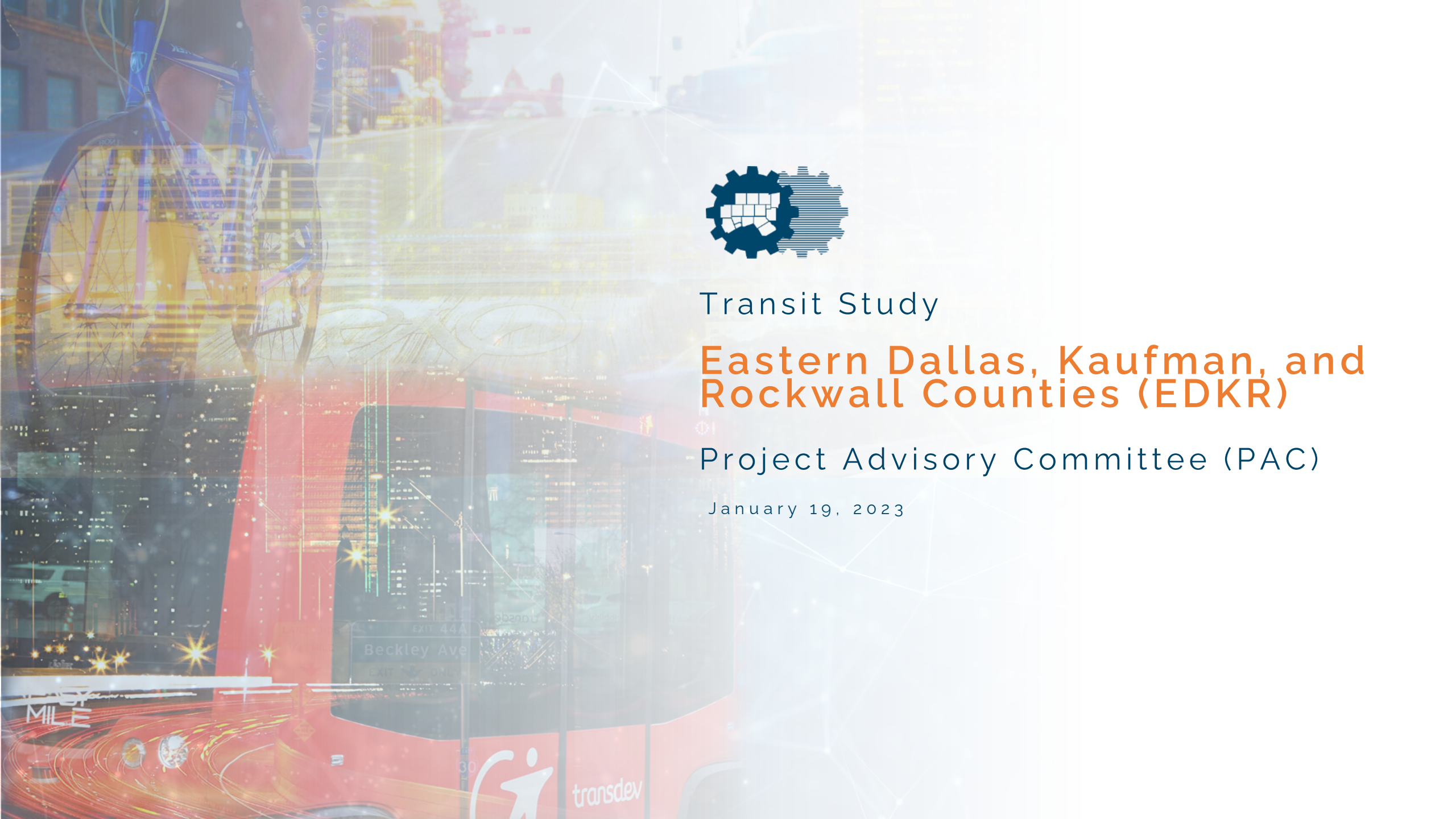


Transit Study

Eastern Dallas, Kaufman, and Rockwall Counties (EDKR)

Project Advisory Committee (PAC)

January 19, 2023



AGENDA



Welcome and Introductions



Background and Study Purpose Refresher



Project Overview and Study Area



Existing Conditions Report



Phasing & Upcoming Schedule



Next Steps



Q&A



Welcome and Introductions



Introduce yourself
in the chat:

- ✓ Name
- ✓ Affiliation
- ✓ Role



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

- *Three* Completed (Collin, S. Dallas, Tarrant Counties)
- *Two* Underway (Denton, EDKR 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	✓

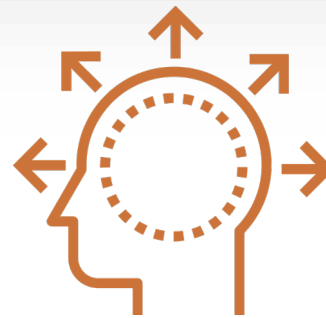


STUDY PURPOSE

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:

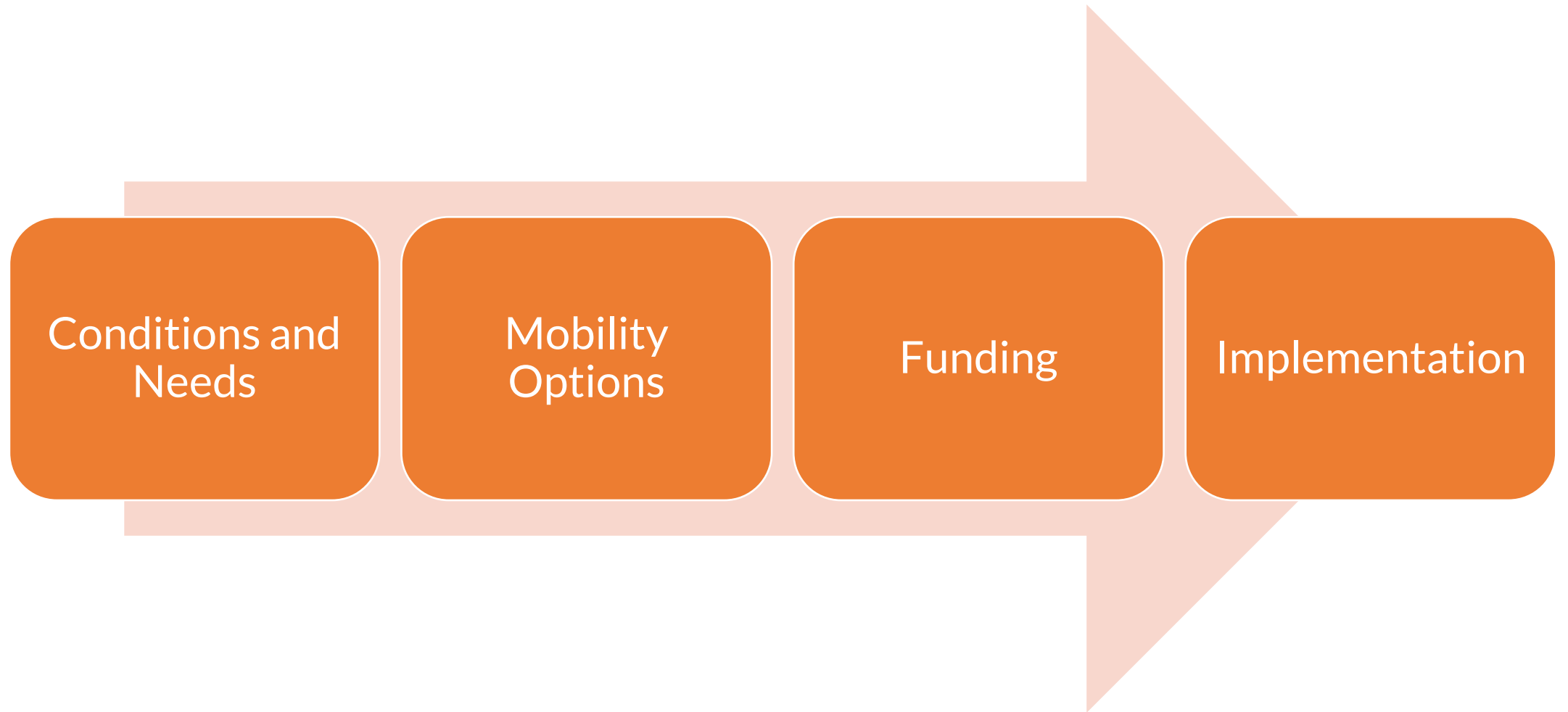
- Municipalities and Transit Agencies

Outcomes:

- Mobility Options and next steps



PROJECT OUTCOMES



PAC Meeting #2 Objectives

Provide update on project status



Ensure communication with correct stakeholders



Discuss relevant study area history, context, developments and obstacles



Lay out next steps in the project timeline



Share public survey for distribution



Highlight future opportunities to provide input and public engagement



Project 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
In-person PAC Meeting #3	• April 2023
Public Meeting #3	• May 2023
Project Report-outs	• September 2023
Study Complete	• December 2023



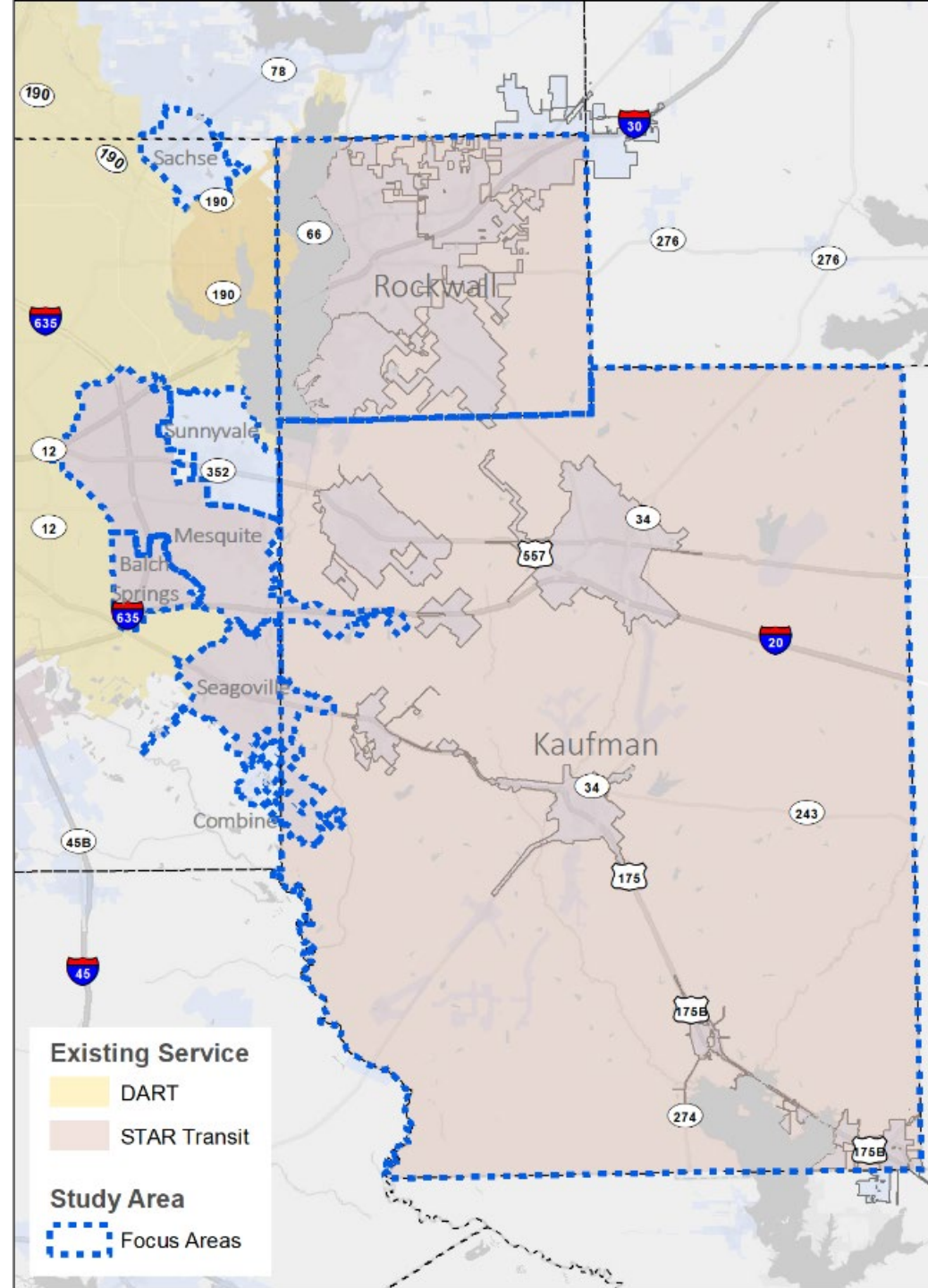
Study Area

Focus Areas

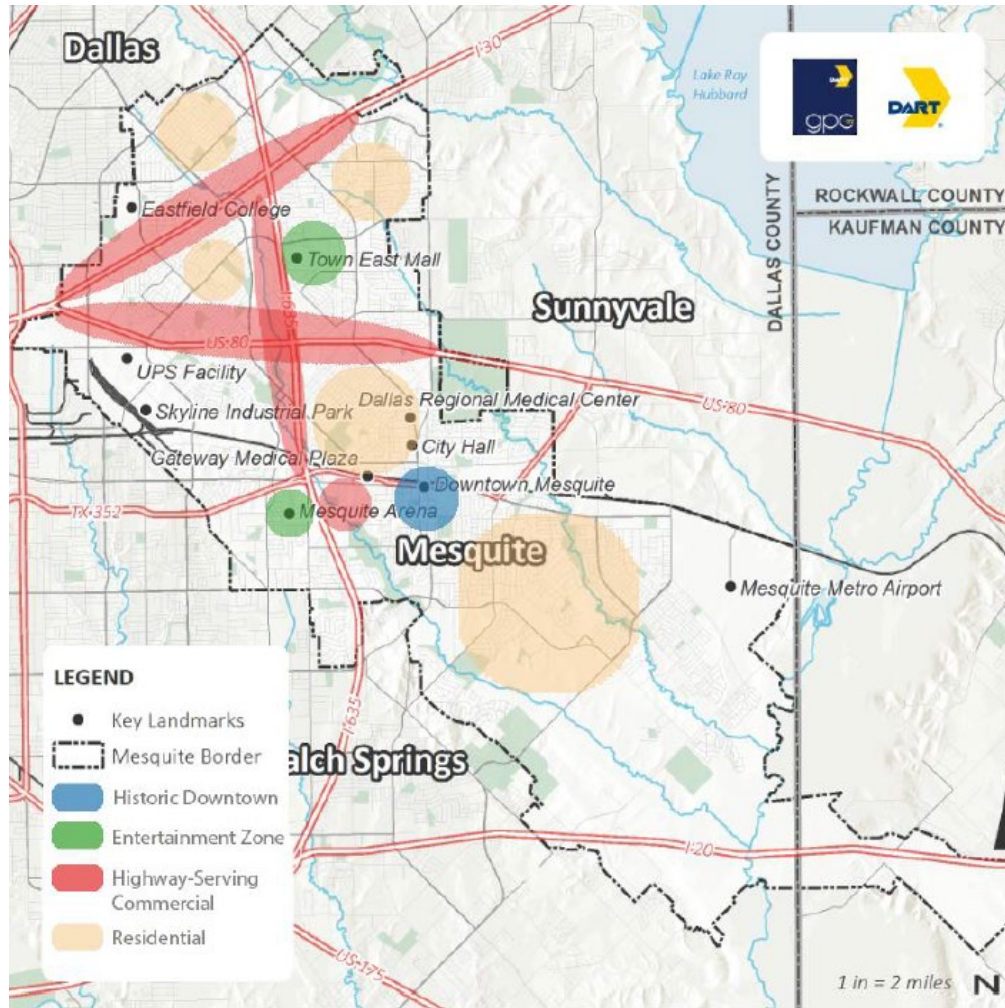
Non-Member Cities

Existing Providers

DART, STAR Transit



Planning Context



Source: DART

Major Building Block Documents

South Dallas County Transit Study

DFW Walkup Wake up Call

Mesquite Transit Service Plan

DART High-Capacity Corridor Report

Balch Springs Comp Plan

Many More...



Transit in Eastern Dallas, Kaufman, and Rockwall Counties



NCTCOG Transit Providers

Legend

METROPOLITAN PLANNING AREA BOUNDARY

COUNTY

Transit Authorities

NAME

- Dallas Area Rapid Transit
- Denton County Transportation Authority
- Trinity Metro

Via

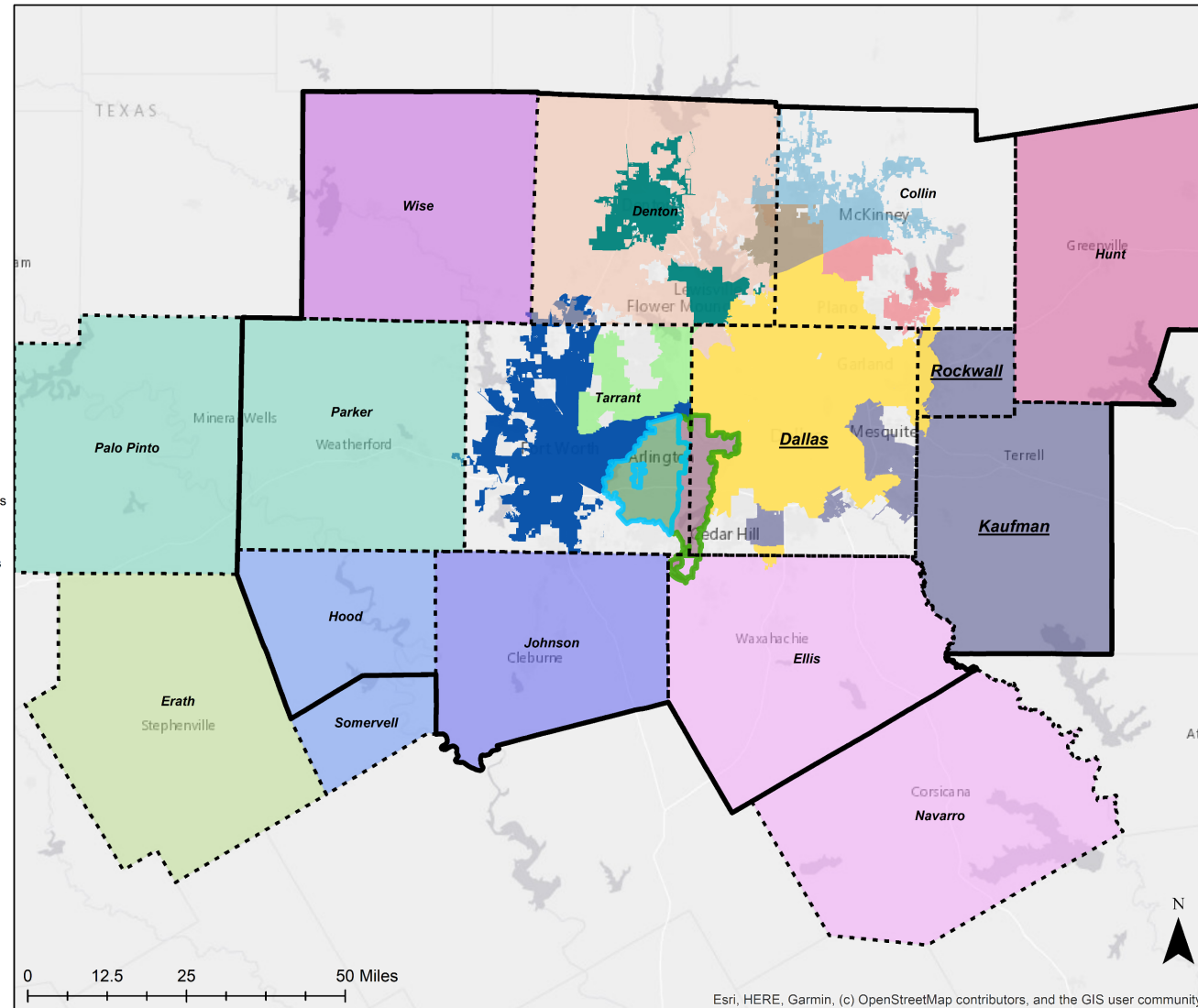
NAME

- Arlington Via Rideshare
- Grand Prairie Via Rideshare

Other Providers

NAME

- City and Rural Rides
- City/County Transportation
- Collin County Rides
- Collin County Transit
- Community Transit Services
- Frisco Demand Response Service
- Grand Connection
- Handitran
- Northeast Transportation Service
- Public Transit Services
- STAR Transit
- Span Transit
- Texoma Area Paratransit System
- The Connection
- The Transit System

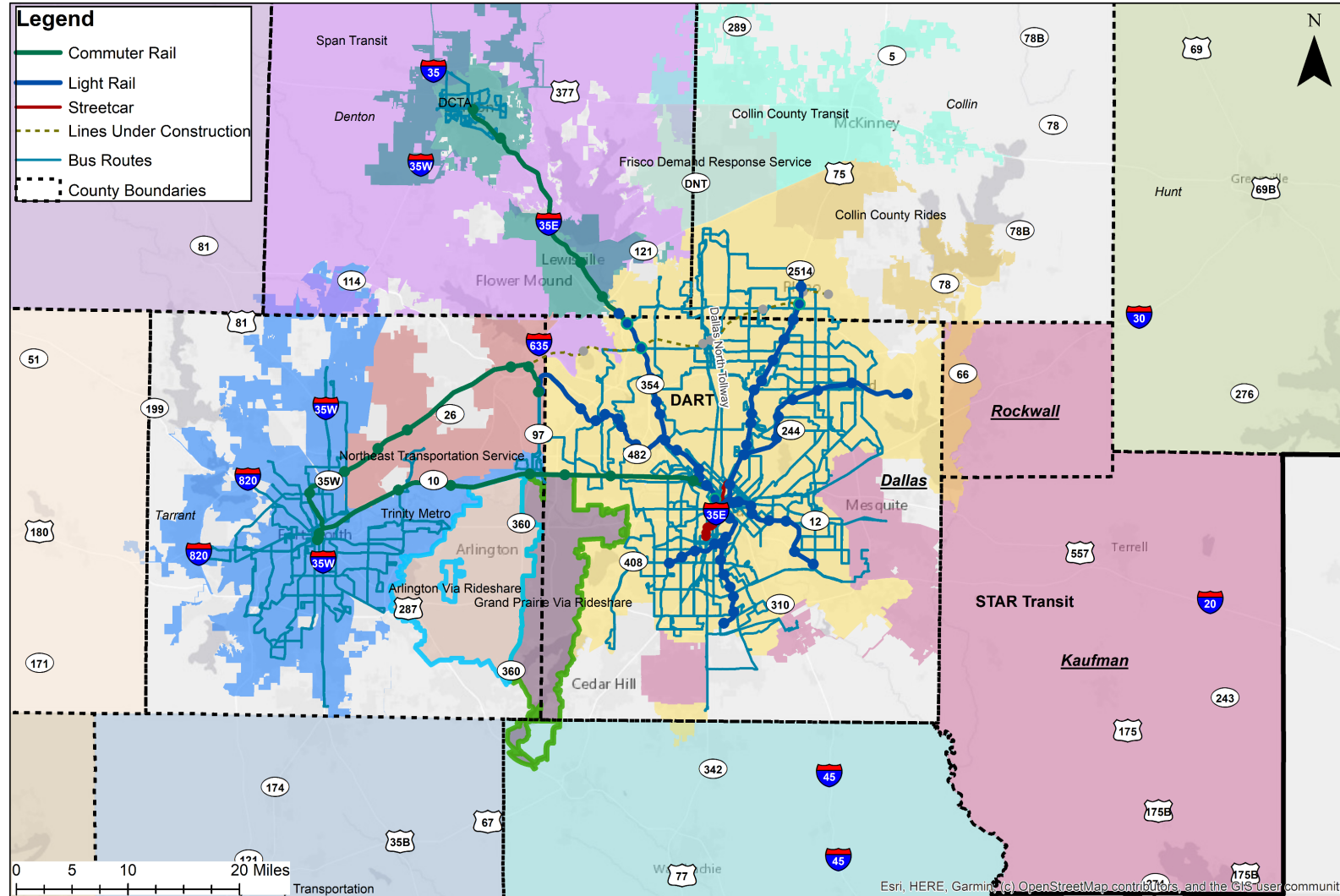


Transit Service Types

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
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

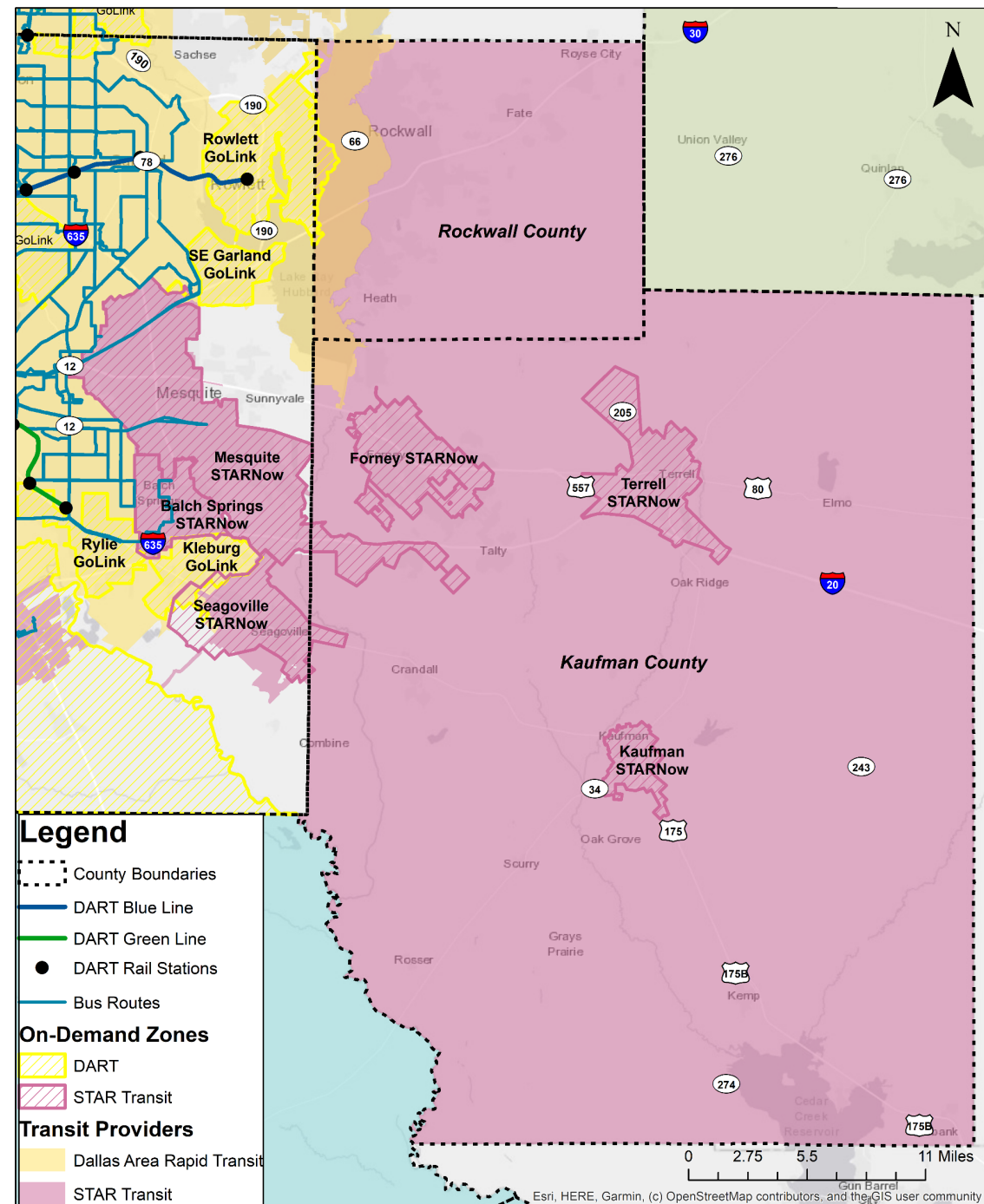


Regional Transit Services

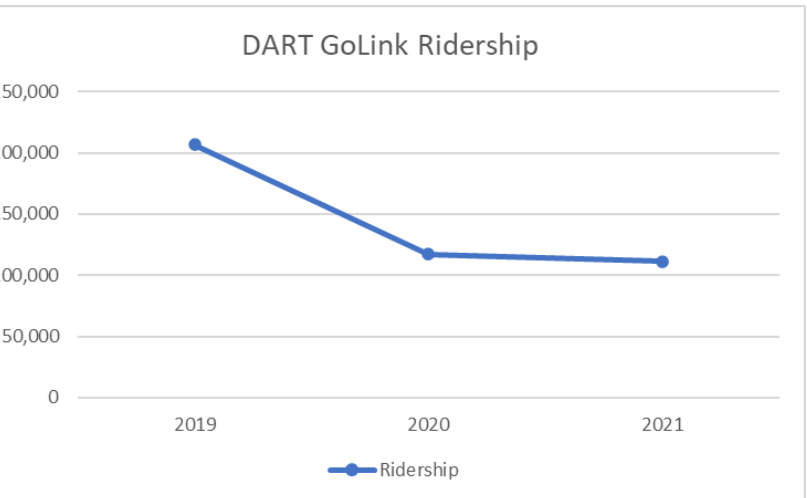
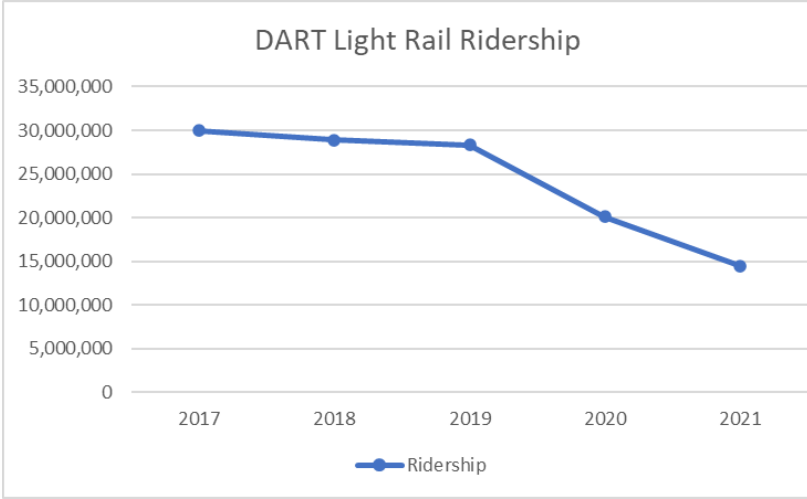
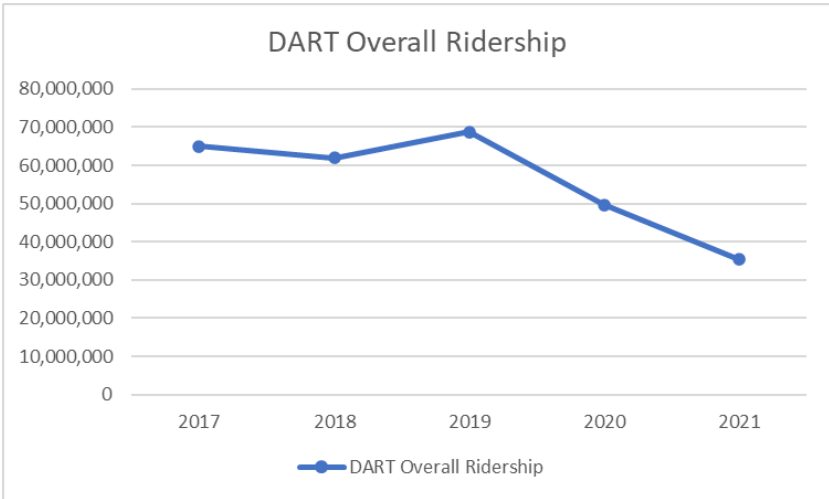
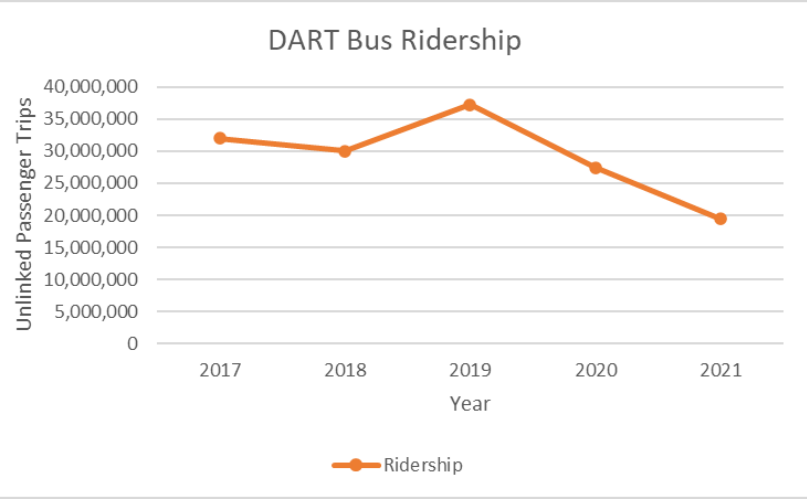


Existing Transit Services

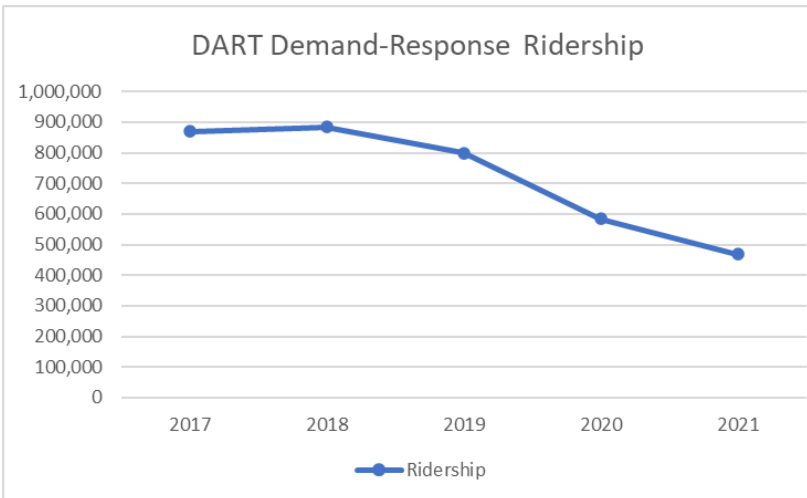
- Fixed-Route Bus
- Light Rail
- On-Demand Transit
- Demand Response
 - Dial-A-Ride/Paratransit offered in most of study area



DART Services and Ridership Data



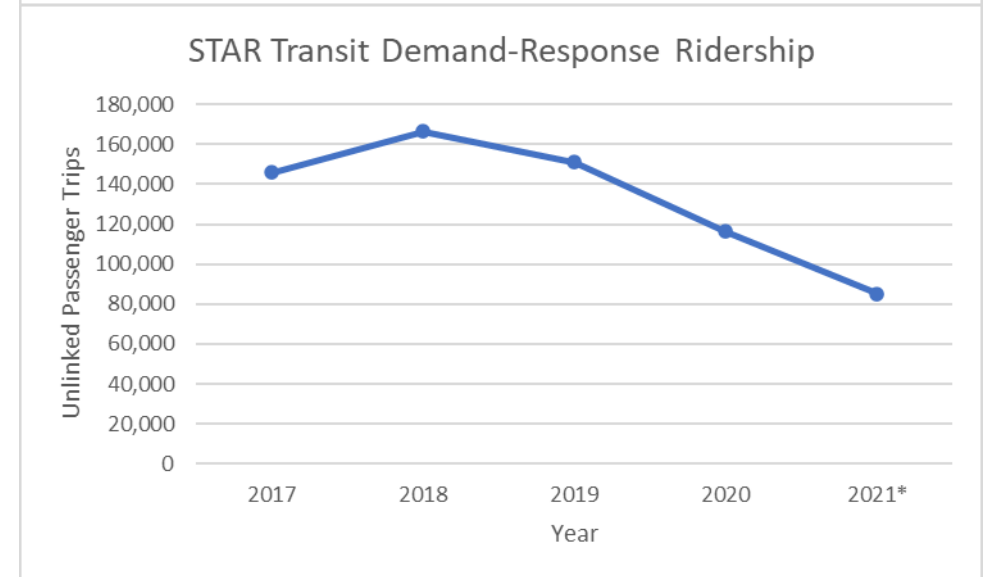
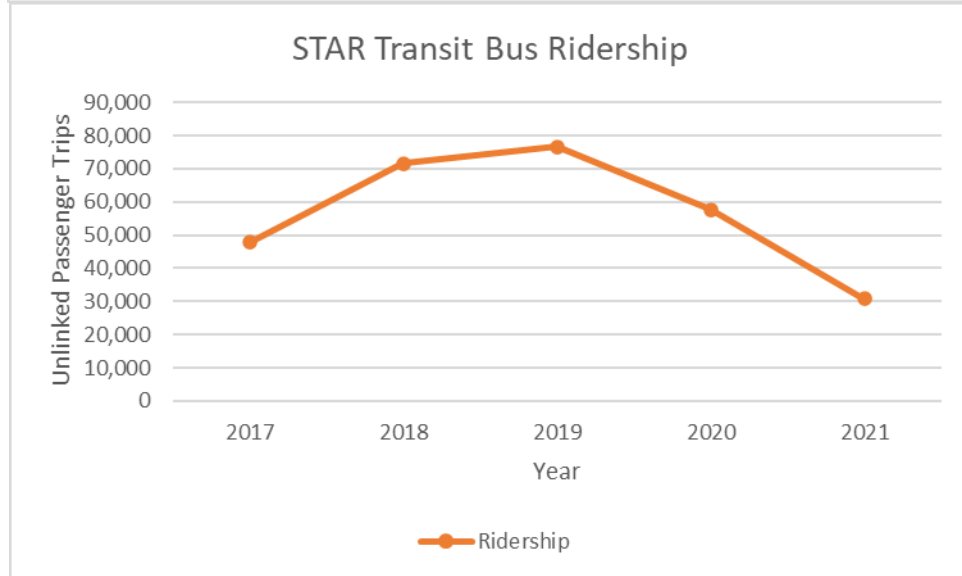
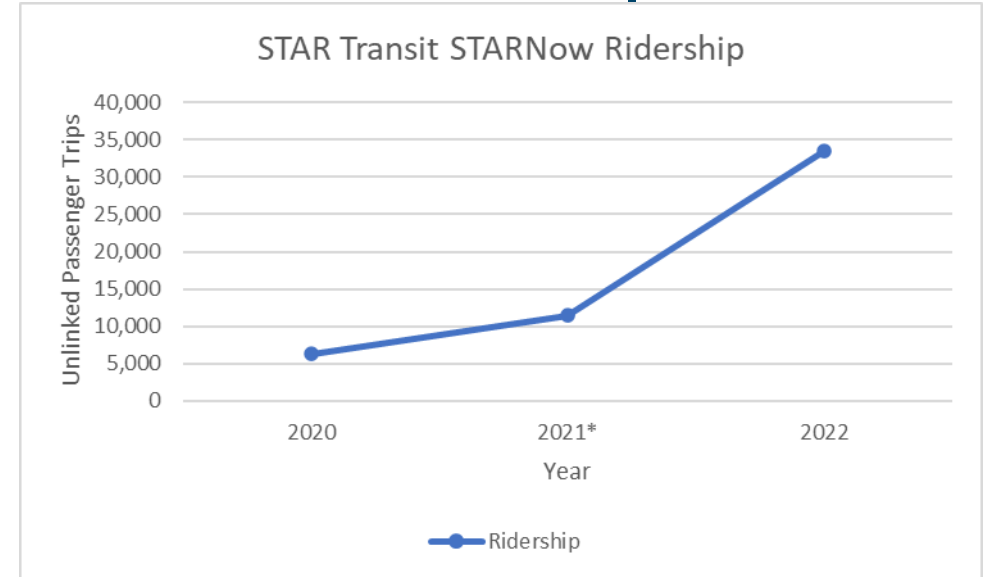
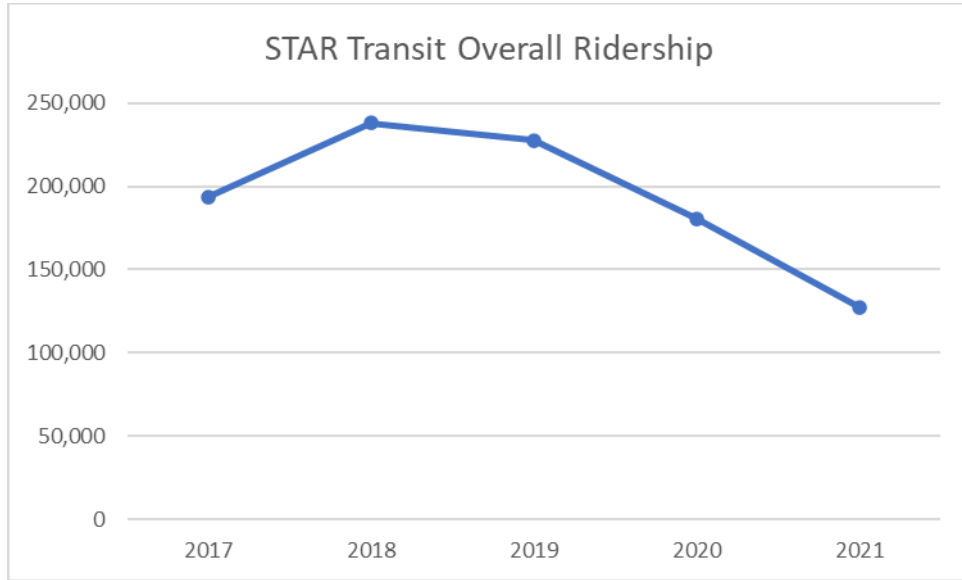
- Broad declines in overall ridership since pandemic began, but leveling off ridership for Go-Link service/On-Demand service
- On-Demand service being deployed for both last mile and broad coverage service needs in less dense communities
- Increase in 2022 ridership since launch of STARNow (next slide)



Source: National Transit Database



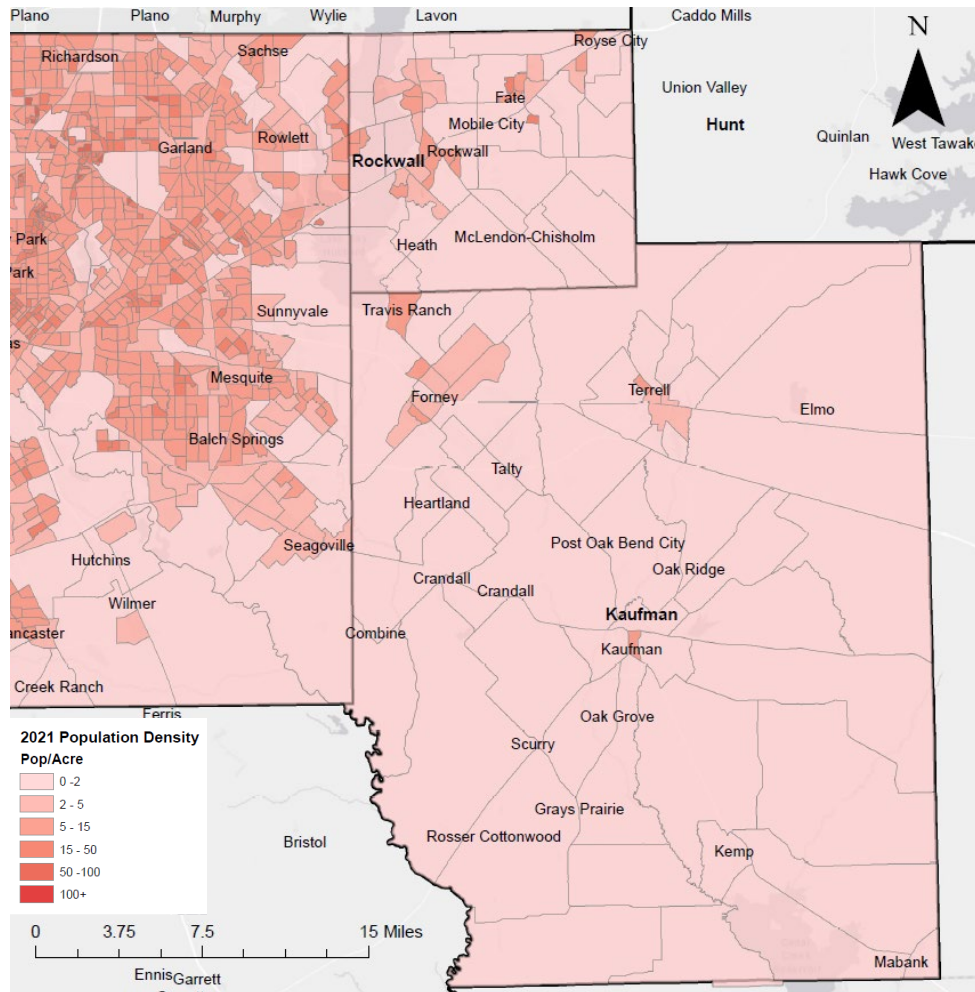
STAR Transit Services and Ridership Data



Population and Demographics in Eastern Dallas, Kaufman, and Rockwall Counties



2021 Population & Density



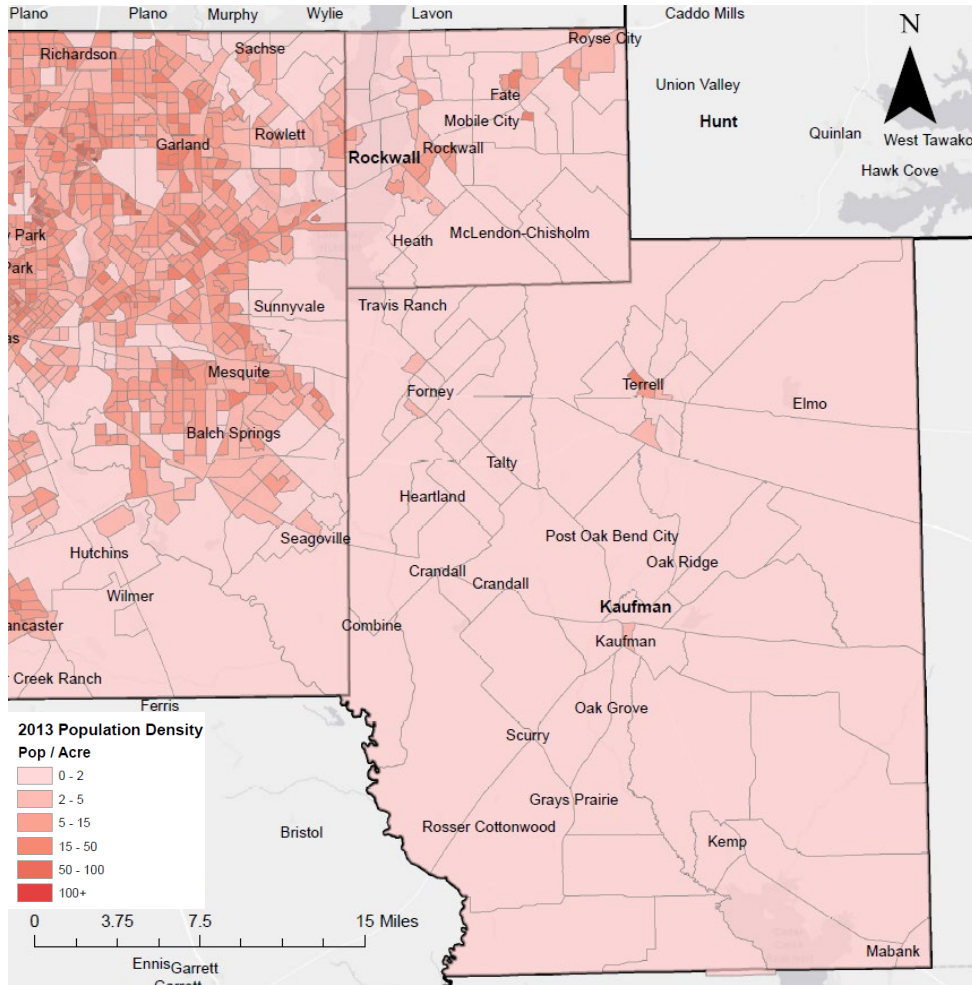
Source: American Community Survey

City Populations and Densities			
Geography	Population (2021)	Land Area (Sq. Miles)	Population Density (Pop. Per Sq. Mile)
Balch Springs	27,369	9.06	3,020.86
Mesquite	148,087	49.1	3,016.03
Sachse	26,797	9.87	2,714.99
Rockwall	46,150	29.5	1,564.41
Forney	22,770	14.9	1,528.19
Fate	17,403	11.8	1,474.83
Seagoville	18,263	18.8	971.44
Dallas-Fort Worth Region	7,759,615	8,675.30	894.5
Crandall	3,779	4.4	858.86
Heath	9,362	12.4	755
Kaufman	6,796	9.13	744.36
Royse City	13,512	19	711.16
Talty	2,420	3.41	709.68
Terrell	17,083	27.2	628.05
Kemp	1,357	2.2	616.82
Sunnyvale	7,647	16.5	463.45
Mabank	3,468	7.61	455.72
Combine	2,721	7.3	372.74
McLendon-Chisholm	3,437	12.5	274.96

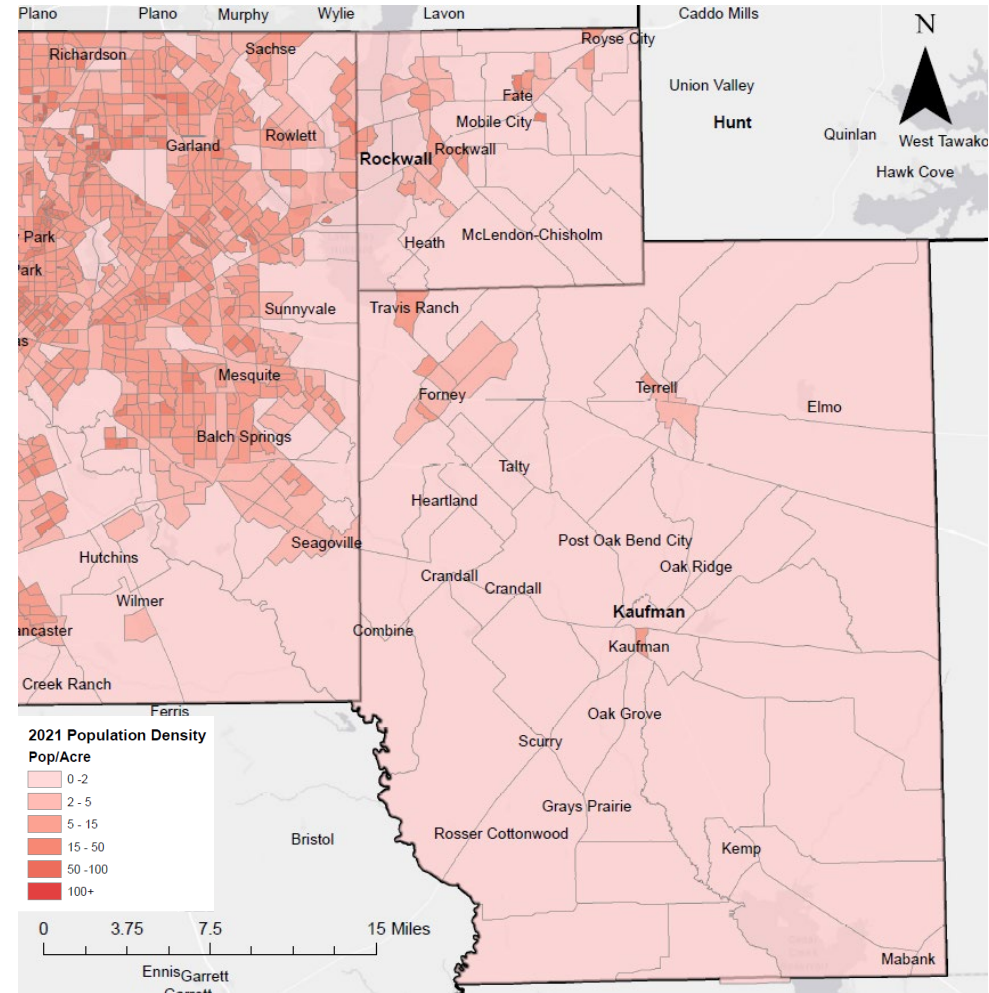
Source: American Community Survey



8-Year Population Density Changes



Source: American Community Survey



Source: American Community Survey



2010-2021 EDKR Study Area Population Change

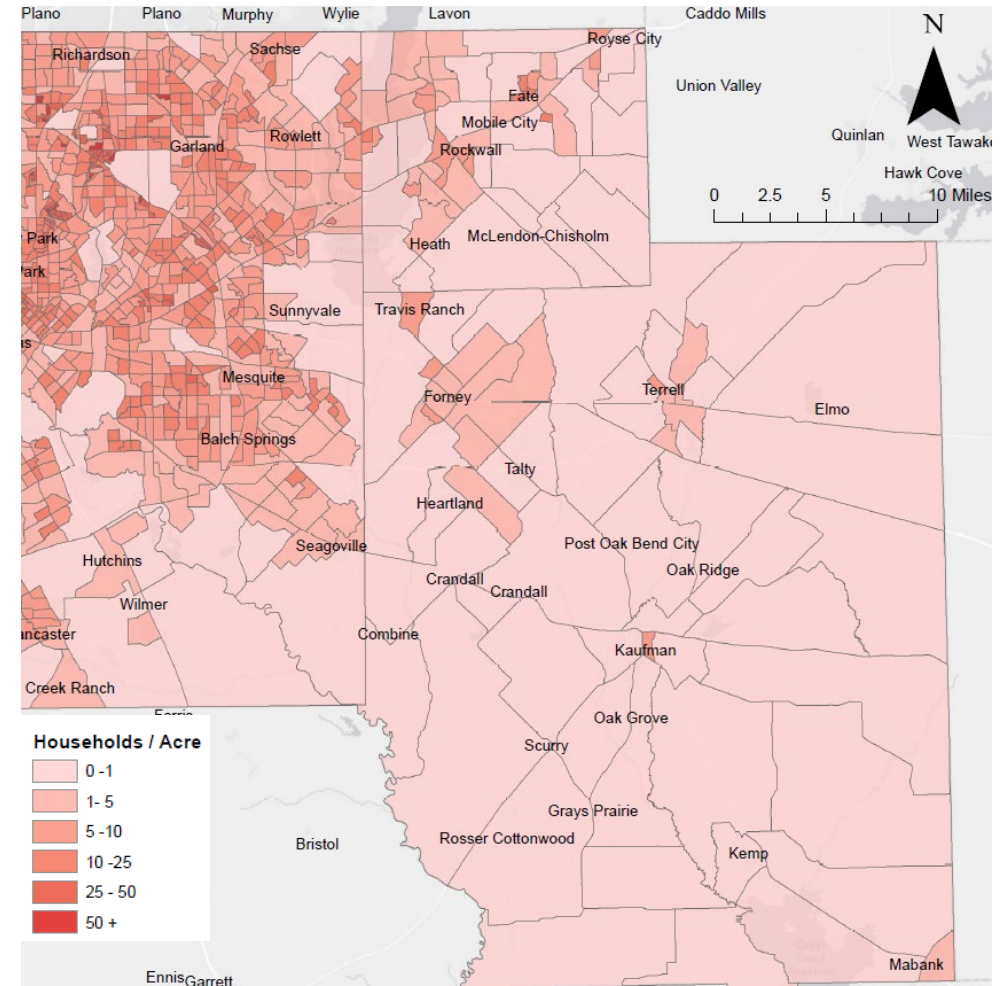
Geography	2010 Population	2021 Population	2010 - 2021 Population Change	% Change
Sunnyvale	4,647	7,647	3,000	65%
Combine	1,681	2,721	1,040	62%
Kaufman County	103,927	157,768	53,841	52%
Rockwall County	79,003	116,381	37,378	47%
Sachse	18,399	26,797	8,398	46%
Seagoville	14,047	18,263	4,216	30%
Dallas-Fort Worth Region	6,366,542	7,759,615	1,393,073	22%
Balch Springs	22,776	27,369	4,593	20%
Mesquite	140,293	148,087	7,794	6%

Source: American Community Survey



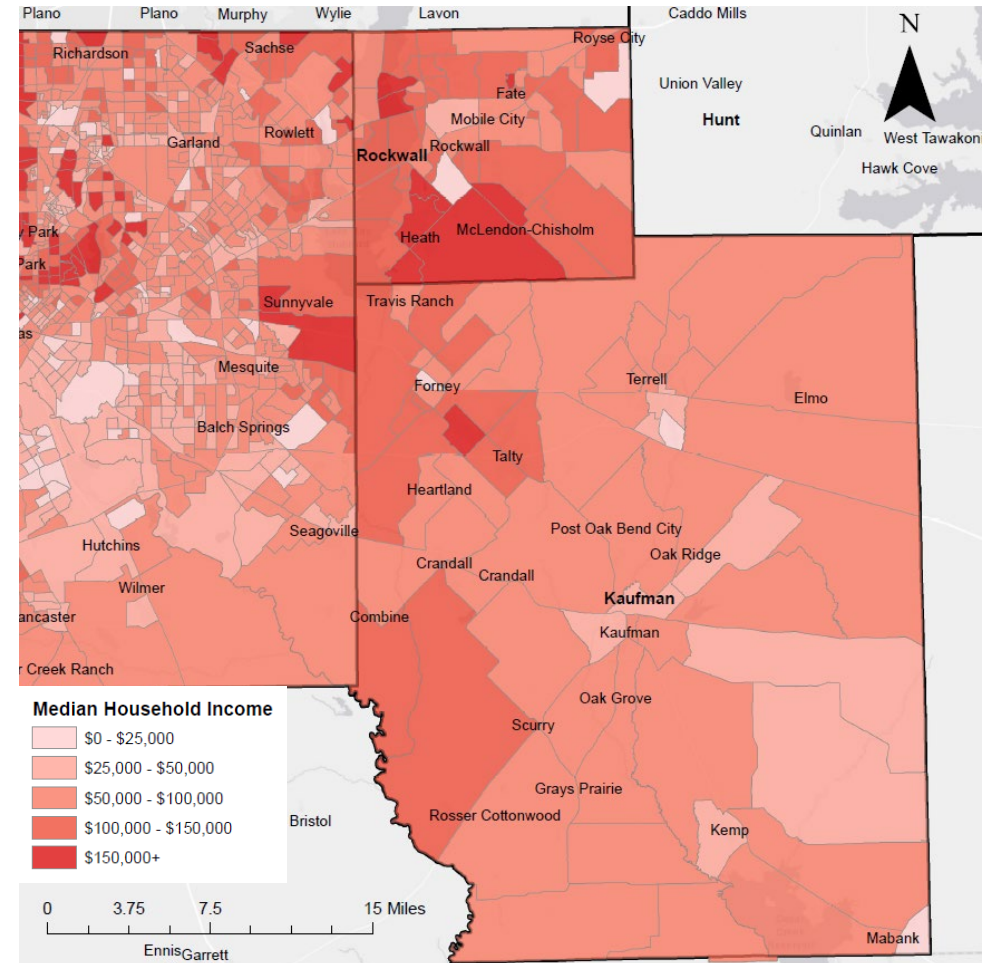
2021 Household Characteristics

2021 Average Household Size	
Balch Springs	3.55
Seagoville	3.29
Combine	3.27
Kaufman County	3.12
Sunnyvale	2.98
Rockwall County	2.94
Sachse	2.87
Mesquite	2.84
Dallas-Fort Worth Region	2.7



2021 Median Household Income

2021 Median Household Income	
Sunnyvale	\$137,656
Rockwall County	\$121,568
Sachse	\$114,593
Combine	\$82,341
Dallas-Fort Worth Region	\$75,975
Kaufman County	\$72,175
Mesquite	\$60,957
Seagoville	\$59,950
Balch Springs	\$55,817

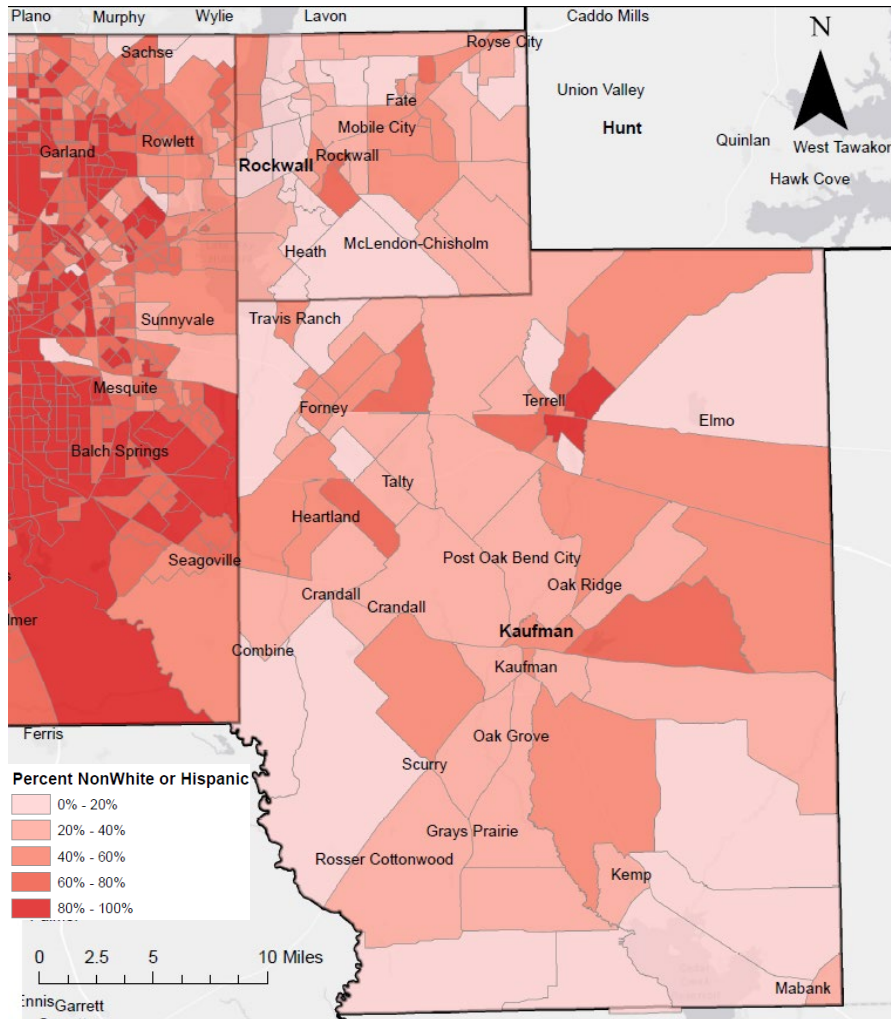


Source: American Community Survey

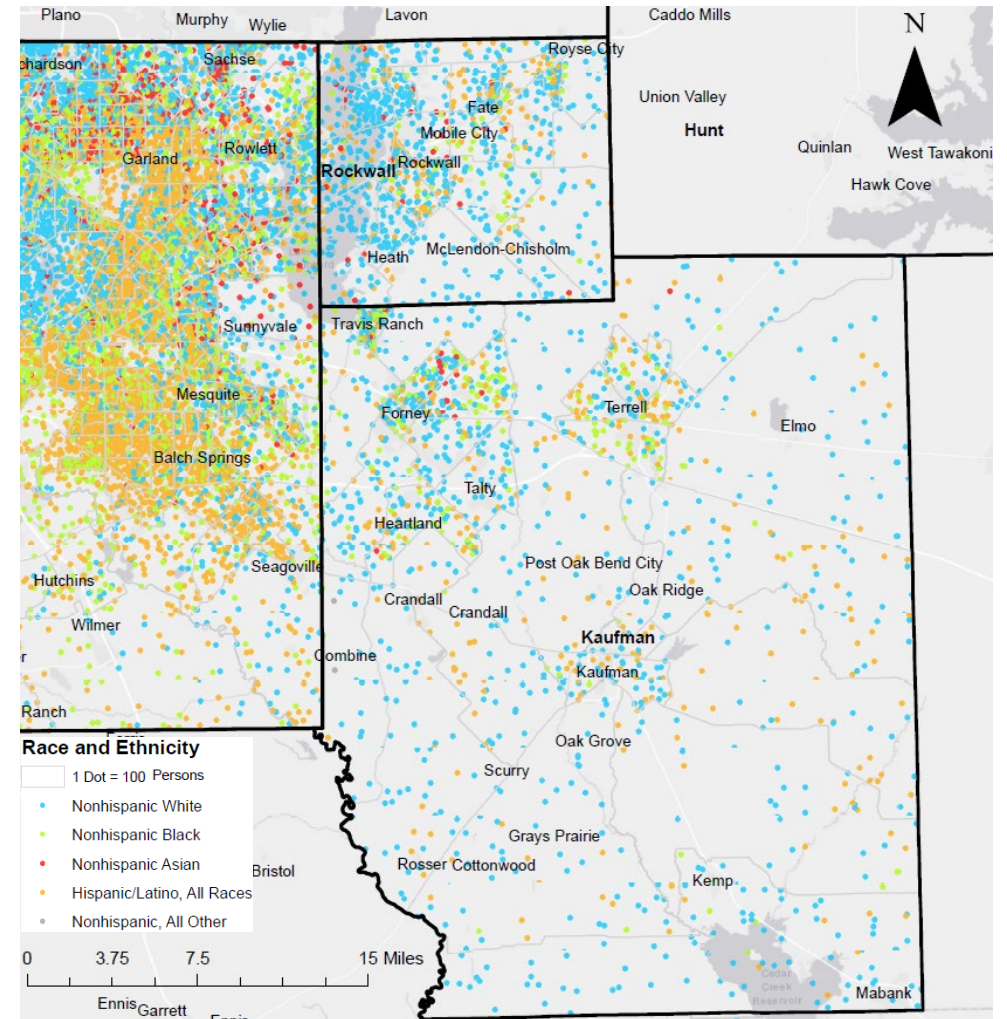
Source: American Community Survey



Equity and Other Key Populations (2021)



Source: American Community Survey

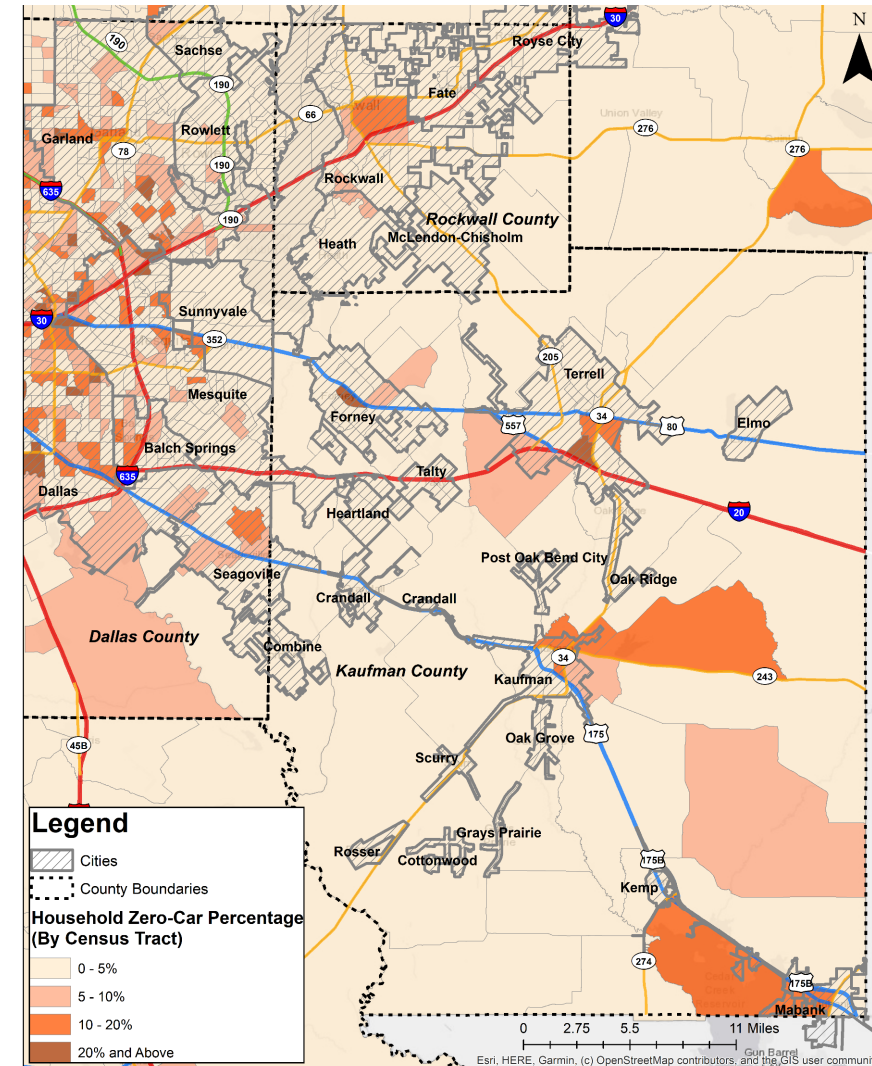


Source: American Community Survey



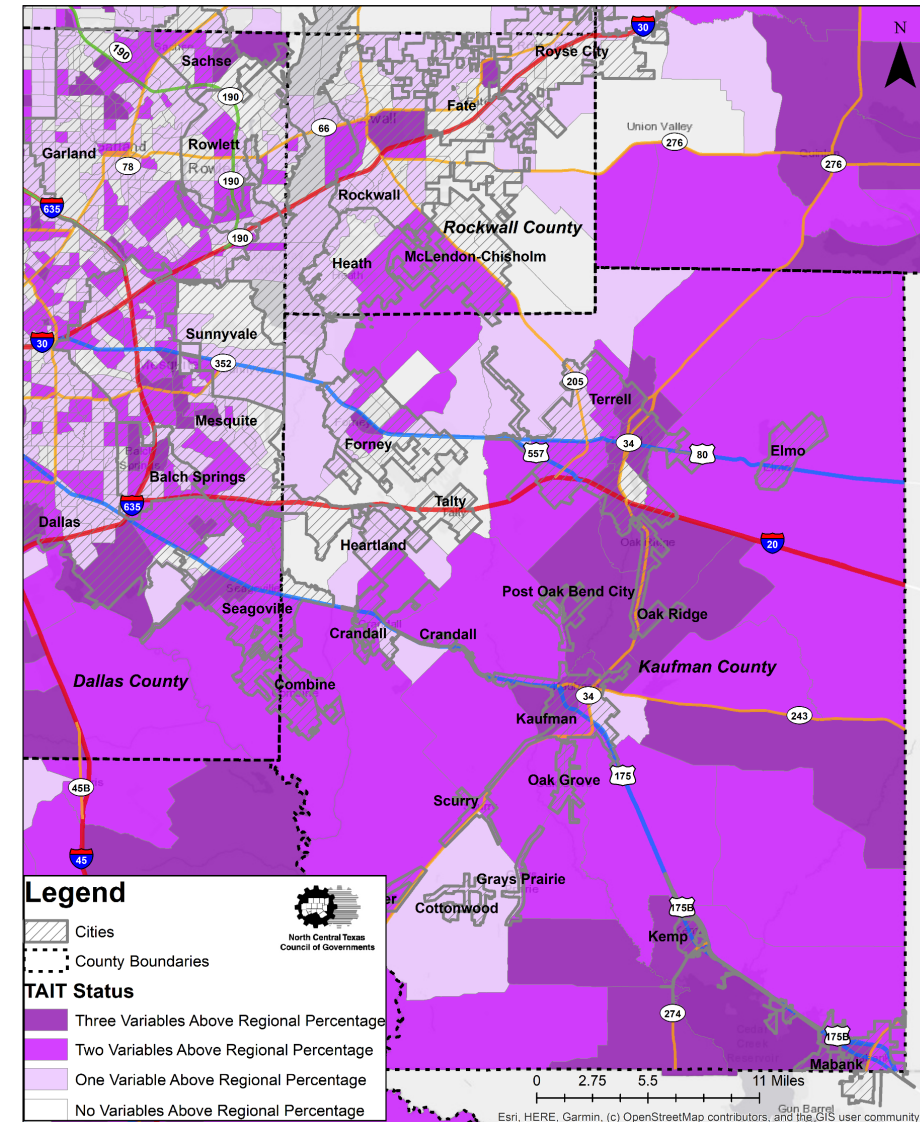
Equity and Other Key Populations (2021)

- Zero Car Households: Number of housing units that have no vehicle available
- Total number of occupied units was used to determine percentage in each census tract
- Represents a key metric in determining status in the Transit Accessibility Improvement Tool (TAIT)



Transit Accessibility Improvement Tool Status (TAIT)

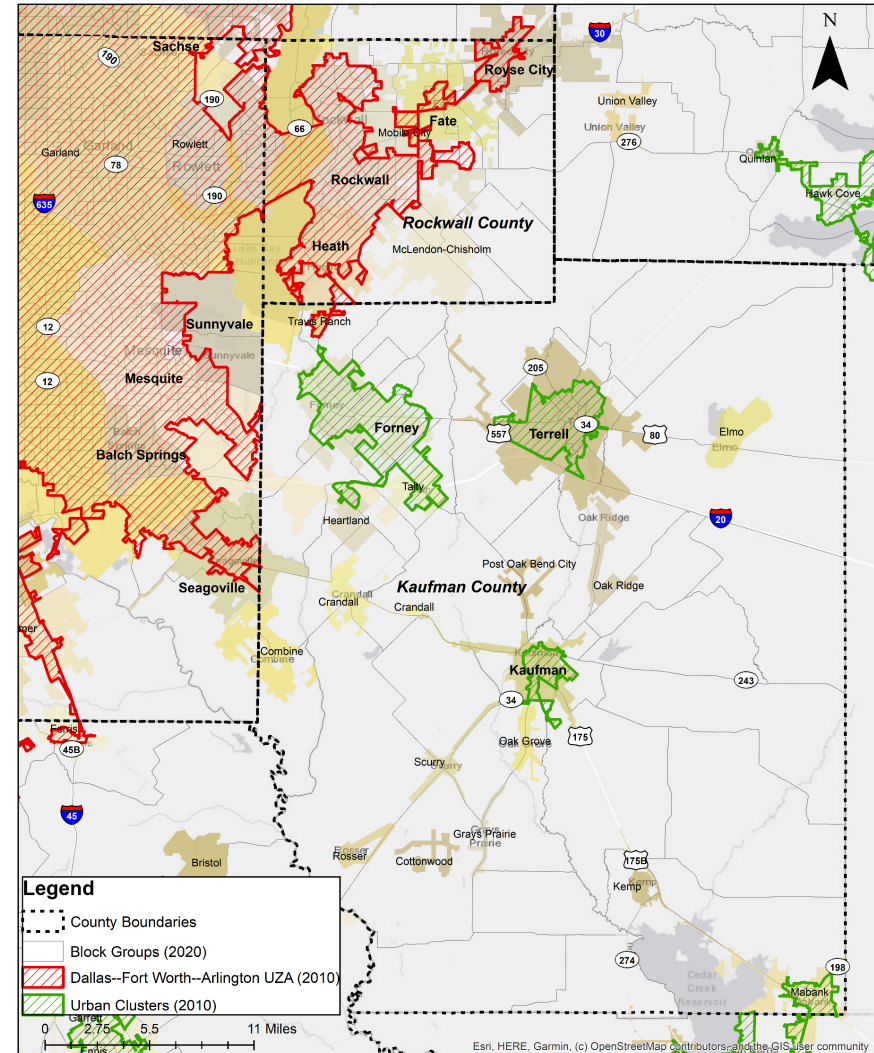
- Identifies communities who face transportation disadvantages
- May have greater potential need for public transit.
- Populations relevant to Civil rights compliance
 - Including Title VI Requirements and the NCTCOG Access North Texas plan
- Identified using Census block groups with concentrations of residents
 - Currently below poverty
 - Living with disabilities
 - Or age 65 and over



Urban and Rural Area Populations

- 28% of Kaufman County is developed as of 2015
- Urban Clusters centered around Forney, Terrell, Kaufman and Mabank
- Rockwall County nearly split 50/50 between Dallas Fort Worth Arlington UZA and Rural communities
- Updated 2020 “Urban Areas” geography information pending release January 2023

County Populations, Densities, and Developed/Rural Land Areas					
County	Population (2021)	Land Area (Sq. Miles)	Population Density (Pop. Per Sq. Mile)	County Developed Land Percentage (2015)	County Undeveloped Land Percentage (2015)
Dallas County	2,586,050	873.1	2961.92	78%	22%
Kaufman County	157,768	780.8	202.06	28%	72%
Rockwall County	116,381	780.8	914.94	52%	48%



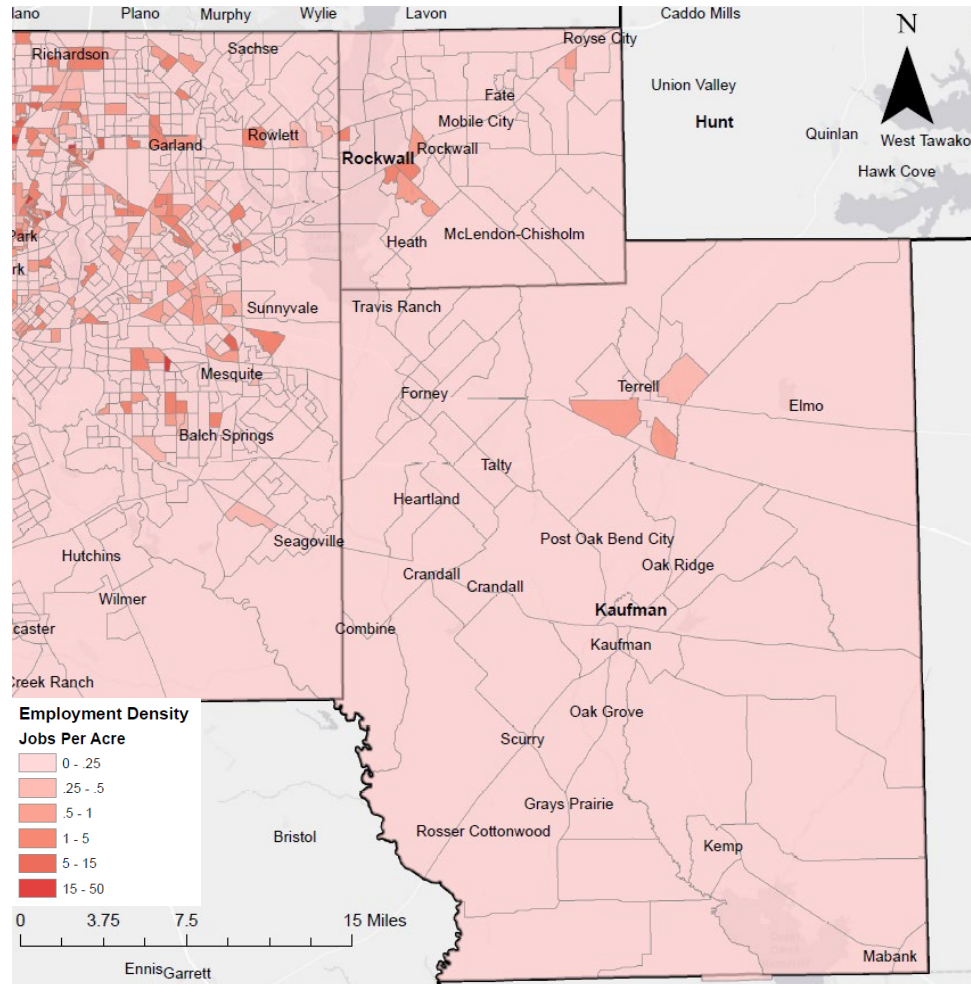
Source: US Census



Employment and the Economy in Eastern Dallas, Kaufman, and Rockwall Counties



2019 Employment Density



Employment Clusters (Block Group Level)

- Mesquite
- Balch Springs
- Rockwall (City)
- Terrell
- Royse City

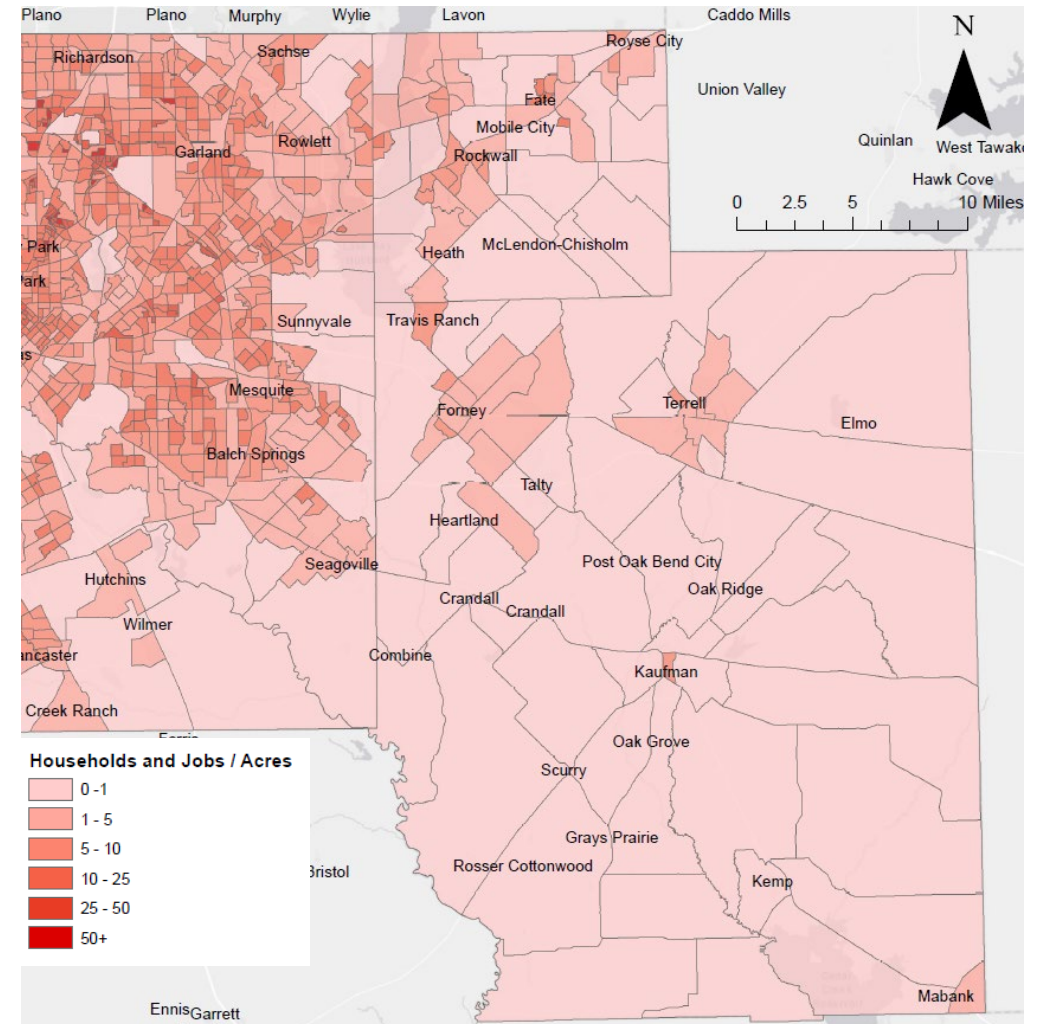
US Census; Longitudinal Employer-Household Dynamics



2019 Employment and Household Density

Other Major Activity Clusters

- Kaufman (City)
- Forney
- Seagoville
- Sunnyvale
- Mobile City
- Travis Ranch
- Mabank



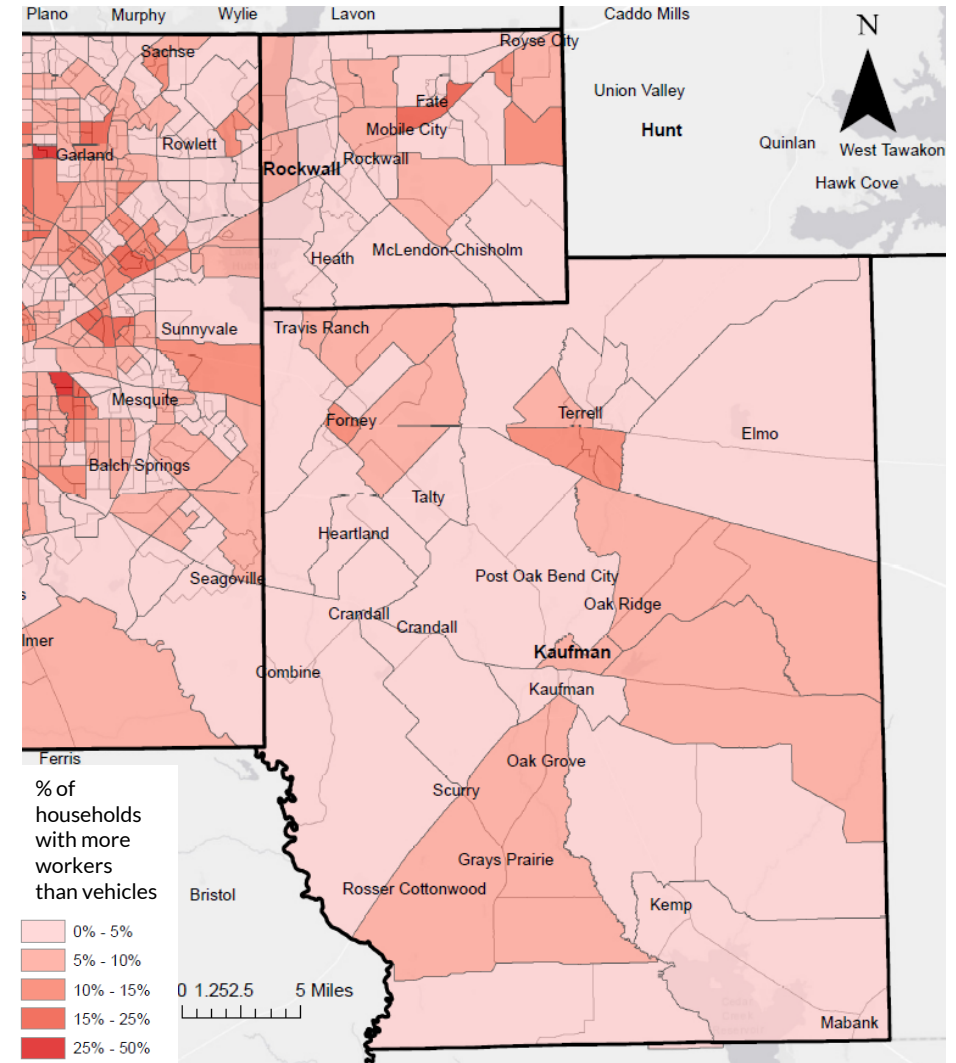
Source: US Census; Longitudinal Employer-Household Dynamics



2010 - 2021 Work From Home Trends

EDKR Study Area WFH Trends			
Percentage of workers 16 and older			
Geography	2010	2021	% Change
Dallas-Fort Worth Region	4.2%	20.7%	398.8%
Seagoville	1.6%	7.8%	373.8%
Sachse	4.6%	20.4%	345.4%
Sunnyvale	3.6%	11.3%	211.9%
Mesquite	2.1%	5.9%	180.2%
Combine	2.2%	5.9%	164.4%
Rockwall County	5.2%	12.7%	143.4%
Kaufman County	3.8%	8.5%	123.5%
Balch Springs	2.5%	4.1%	66.9%

Source: American Community Survey

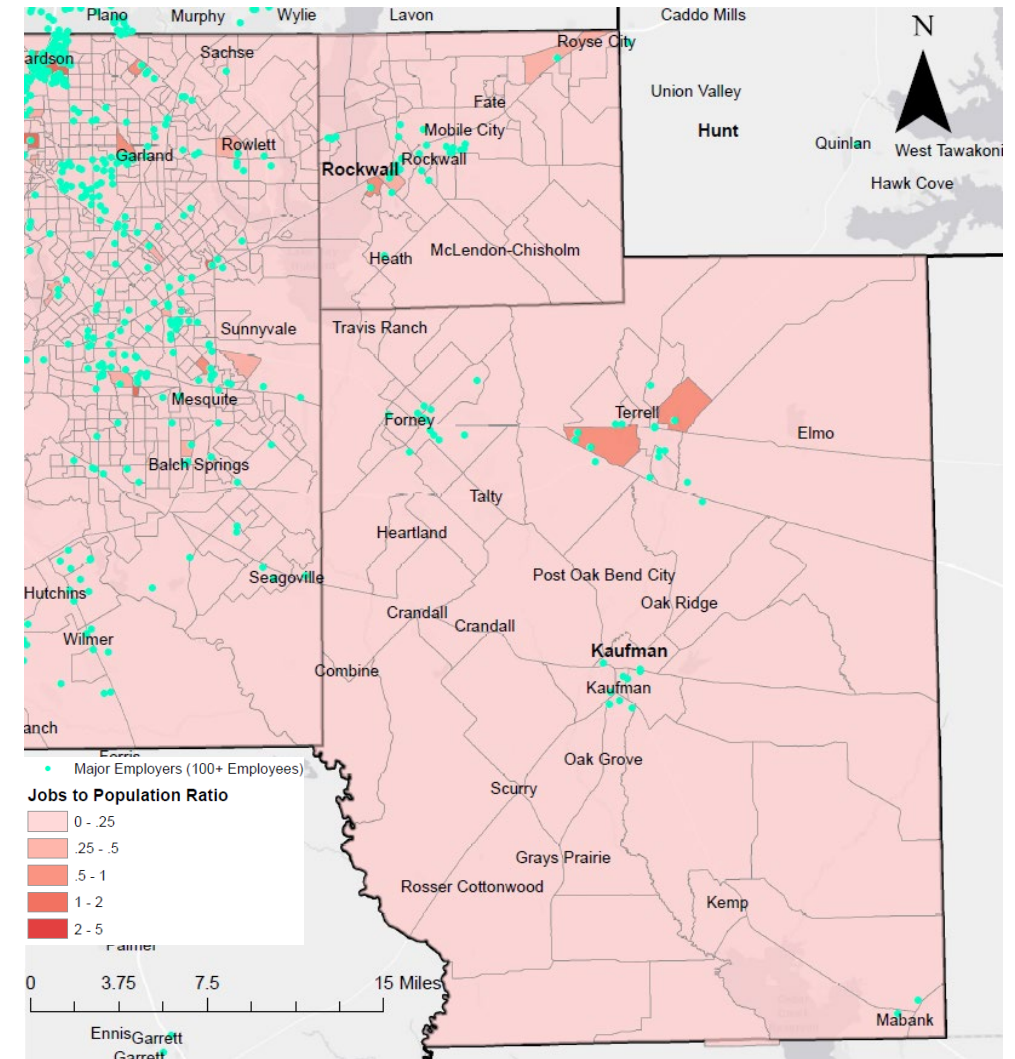


Source: American Community Survey



2019 Largest Major (Single Site) Employers

Employer (Top 15)	Location	Sector	Employees
UPS	Mesquite	Retail Trade	2670
Mesquite City Hall	Mesquite	Public Administration	1054
Oldcastle BuildingEnvelope Inc	Terrell	Manufacturing	900
Dallas District Headquarters & Area Engineer and Maintenance	Mesquite	Public Administration	850
Terrell State Hospital	Terrell	Health Care and Social Assistance	750
Dallas Regional Medical Center	Mesquite	Health Care and Social Assistance	680
American Marazzi Tile	Sunnyvale	Manufacturing	650
Madix	Terrell	Wholesale Trade	610
Walmart Distribution Center	Terrell	Wholesale Trade	500
Baylor Medical Center Lake Pointe	Rowlett	Health Care and Social Assistance	500
AutoZone Distribution Center	Terrell	Wholesale Trade	500
FedEx	Mesquite	Retail Trade	500
Amazon	Forney	Retail Trade	500
Eastfield College (DCCCD)	Mesquite	Educational Services	465
O'Reilly Auto Parts Distribution Center	Seagoville	Retail Trade	430



US Census; Longitudinal Employer-Household Dynamics



Phasing and Upcoming Schedule



PROJECT PHASING

PHASE 1



Comprehensive Needs & Market Assessment



Understand baseline conditions to inform scenario development and subsequent tasks (Phase 2)

PHASE 2



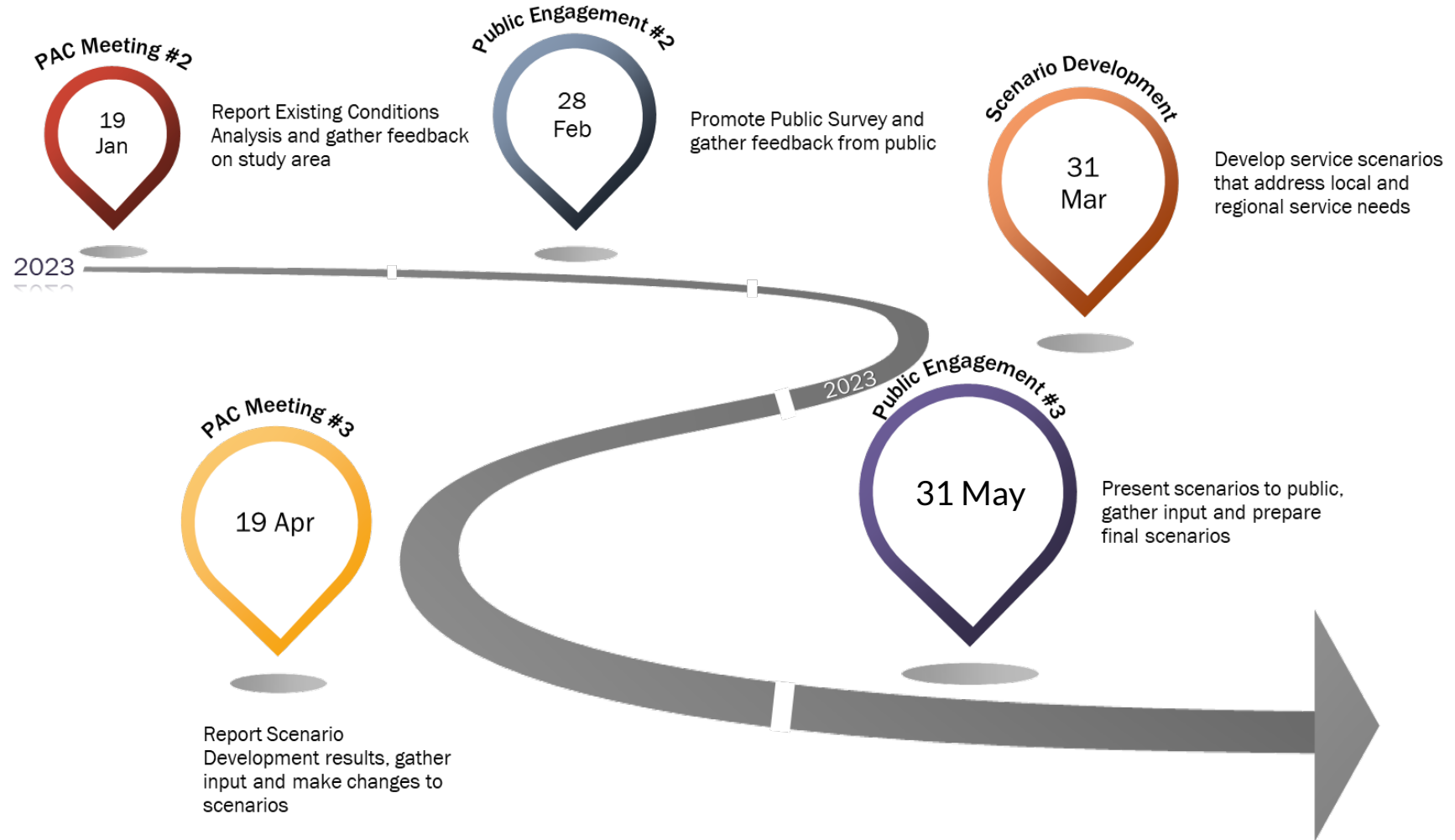
Potential Solutions & Implementation Strategies



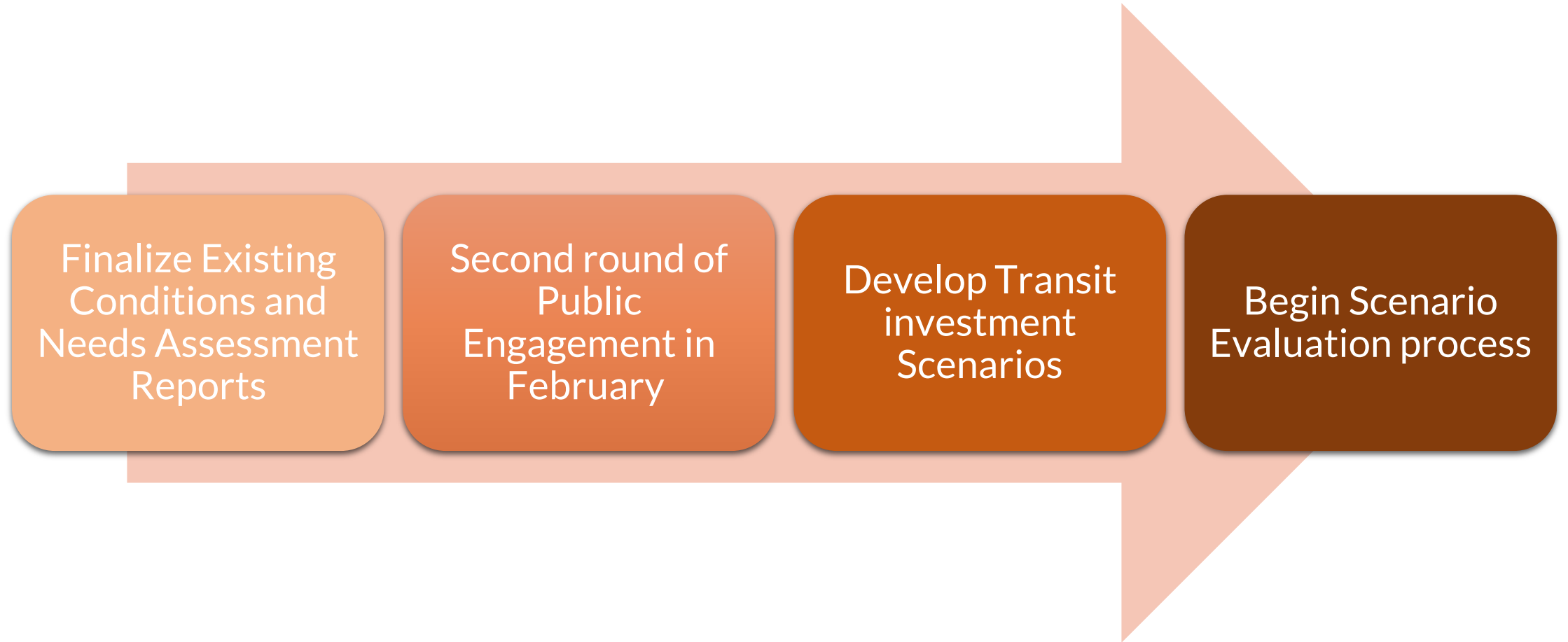
Develop potential service scenarios based on key findings identified in Phase 1



UPCOMING SCHEDULE



NEXT STEPS



Contact

Shannon Stevenson
Senior Program Manager
NCTCOG
sstevenson@nctcog.org

Andrew Pagano
Senior Transportation Planner
NCTCOG
apagano@nctcog.org

Ezra Pratt, AICP
Transportation Planner
NCTCOG
epratt@nctcog.org

Mike Makris
Transportation Planner
NCTCOG
mmakris@nctcog.org

Transit Study Websites
www.nctcog.org/transitstudies

