

# MOBILITY 2050

*The Metropolitan Transportation Plan  
for North Central Texas*

Regional Transportation Council

March 21, 2024

# About Mobility 2050

## Requirements

New plan or plan update required every four years

 Plan must look forward at least 20 years into the future

Must be financially constrained (reasonable expectation of revenue)

Must go through federal conformity determination process once adopted

## Focus Areas

New demographics

Updated travel demand model and analysis

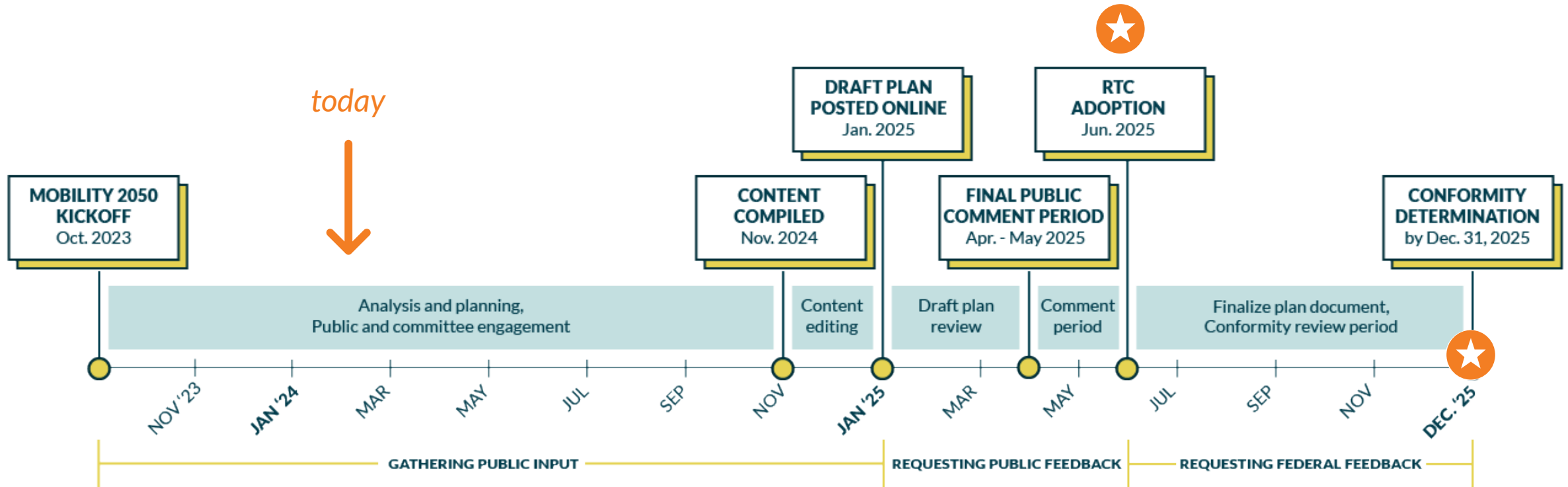
Major updates to projects, programs, and policies

New financial plan

Robust public involvement

Enhanced final product (plan document and tools)

# Timeline



Key driver for Mobility 2050 schedule:  
End of 20-year horizon for 2045 by the end of 2025

# Goals and Planning Factors

## Federal/State

### Equity considerations

Emphasized for new federal funding sources

### Performance measurement

Continues to be major part of project evaluation

## Regional

### Goals

To be affirmed by examining three key areas:

- RTC/policy priority

- Public need

- Technological advancement

# Policy Considerations

Transit 2.0

Funding partnerships

Air quality

Safety

# Public Engagement Goals

01

## OPPORTUNITY

Create public input forums, both online and in person, that provide opportunities for meaningful public input.

02

## INPUT

Encourage DFW residents to provide input throughout the development of Mobility 2050.

03

## EDUCATION

Increase awareness of the Mobility Plan, transportation funding realities, and planning efforts in the Dallas-Fort Worth region.

04

## EQUITY

Engage demographic groups traditionally underrepresented in the transportation planning process, including low-income, minority, and LEP populations.

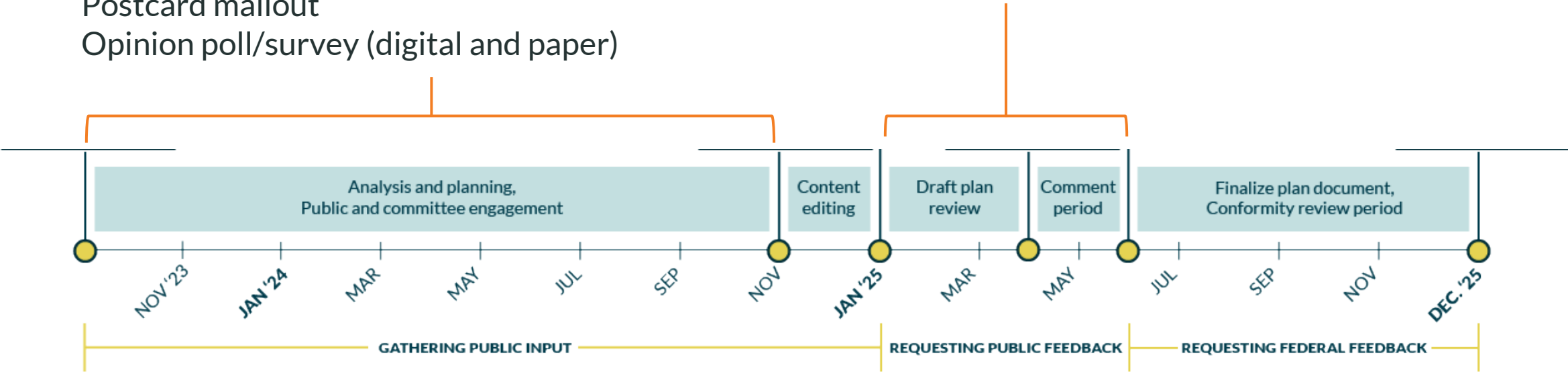
# Public Involvement Strategy

## Input Phase

- Public meetings (multiple options for participating)
- Enhanced community engagement
- Map Your Experience campaigns
- Social media and web-based outreach
- Postcard mailout
- Opinion poll/survey (digital and paper)

## Feedback Phase

- Public meetings (multiple options for participating)
- Enhanced community engagement
- Map Your Experience
- Social media and web-based outreach



# Schedule

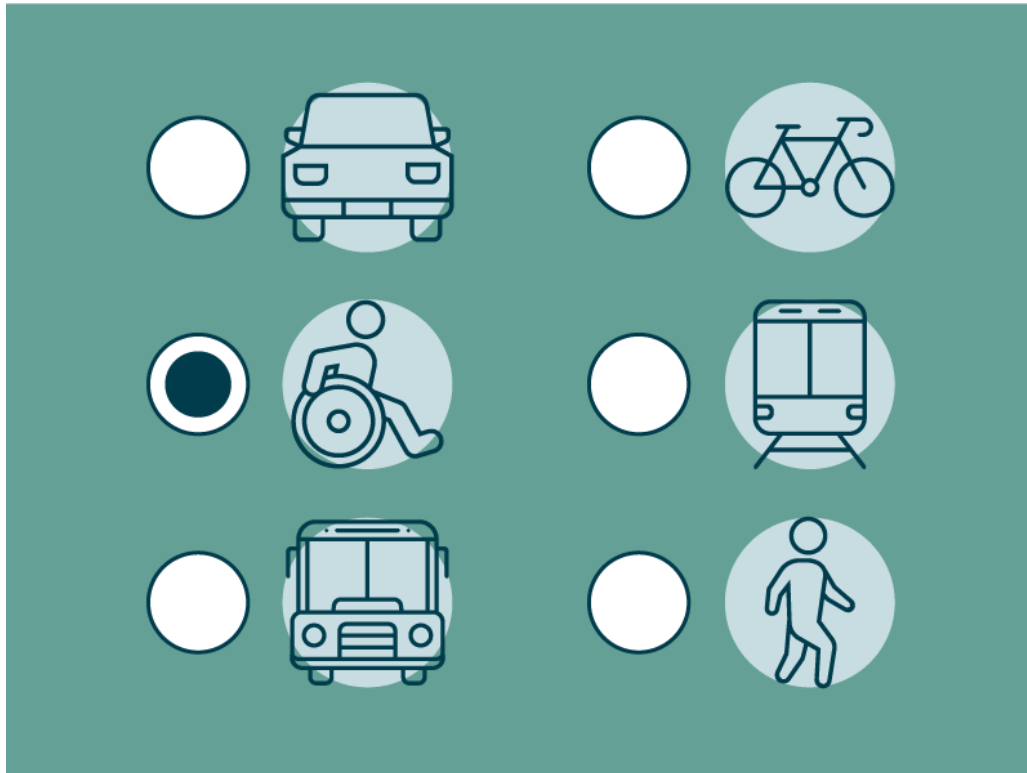
| Milestone/Activity  | Date                    |
|---|-------------------------|
| Mobility 2050 Kickoff at STTC/RTC   | February/March 2024     |
| Draft plan published  | January 2025            |
| STTC/RTC draft plan information   | January 2025 – May 2025 |
| Required public comment period (two 30 day)   | April – May 2025        |
| RTC Adoption  | June 2025               |
|  Federal Conformity Determination | December 2025           |



# Provide Input

## [www.nctcog.org/M50](http://www.nctcog.org/M50)

### Take the Survey/Opinion Poll



### Map Your Experience



# CONTACT US



Amy Johnson

Principal Planner

[ajohnson@nctcog.org](mailto:ajohnson@nctcog.org) | 817-704-5608



Brendon Wheeler, P.E., CFM

Program Manager

[bwheeler@nctcog.org](mailto:bwheeler@nctcog.org) | 682-433-0478

# What We've Heard so Far

- Support for increased transit service areas and increased frequency of service
- Transit and alternatives to driving are not keeping pace with fast growth around the region
- Perceived lack of funding for regional transit
- Safety concerns: high speeds, intersections, and school zones

# Outreach Methods

## *In-Person/Tangible*

*Direct approach for traditionally underserved groups*

- Public meetings
  - Option to stream
- Opportunities for Enhanced Community Engagement
- Postcards
- M2050 paper survey
- Committee consultation

## *Virtual*

*Blanket-the-Region approach*

- Map Your Experience
- Public Input portal
- M2050 Survey
- Media outreach
  - Social media @nctcogtrans
  - Website
  - News releases
  - NCTCOG publications posted online
- Paid advertising
  - Instagram/Facebook M2050 survey push
  - YouTube MYE video
  - Google SEO