




Transit Study


# East Dallas, Kaufman, and Rockwall Counties (EDKR)

Project Advisory Committee

June 27, 2022

# AGENDA

 Welcome and Introductions

 Background, Study Purpose

 Study Area and Existing Transit Services

 Polling session

 Phasing & Schedule

 Scope & Deliverables

 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

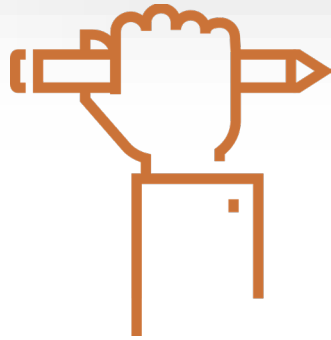
- *Three* Completed (Collin, S. Dallas, Tarrant Counties)
- *Two* Underway (Denton, EDKR Counties)

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	✓



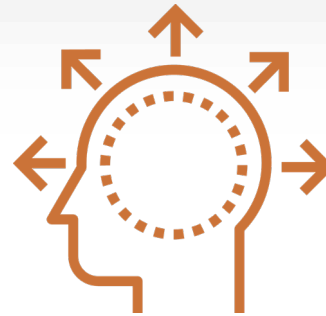
# STUDY PURPOSE

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



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**Implement Near-Term  
Strategies**



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**Review Transportation  
Options**



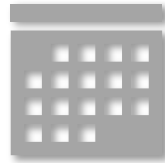
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**Identify Funding  
Options**



# PROJECT OVERVIEW

**Time:**  
0-5+ Years



**Geography:**

East Dallas,  
Kaufman, Rockwall  
Counties (outside of  
DART service area)



**Audience:**  
Municipalities

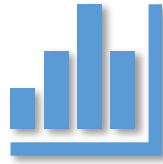


**Outcomes:**  
Mobility options  
& next steps



# PROJECT OUTCOMES

Conditions +  
Need



Mobility  
Options



Funding



Implementation





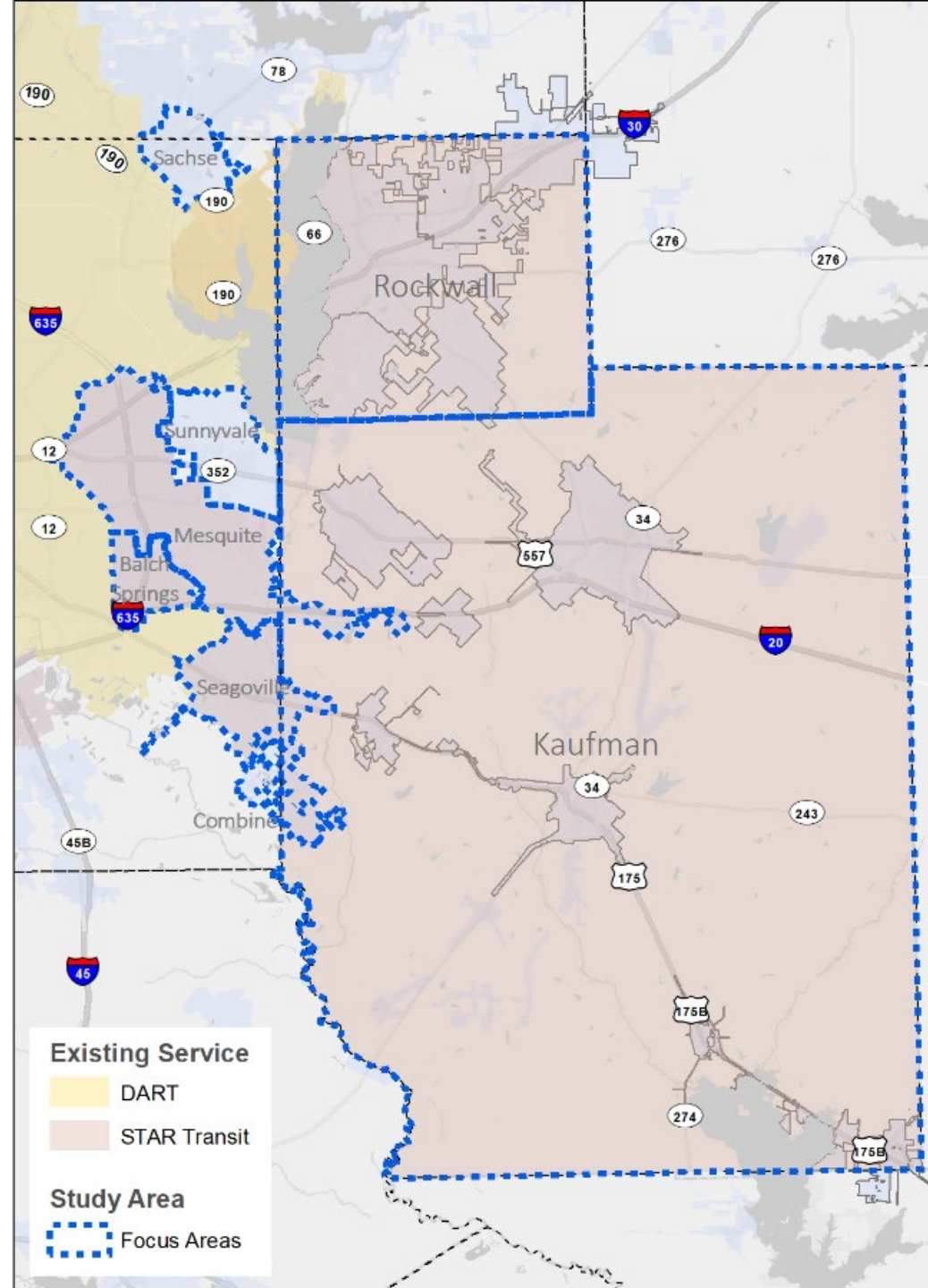
# STUDY AREA

Focus Areas

Non-Member Cities

Existing Providers

DART, STAR Transit

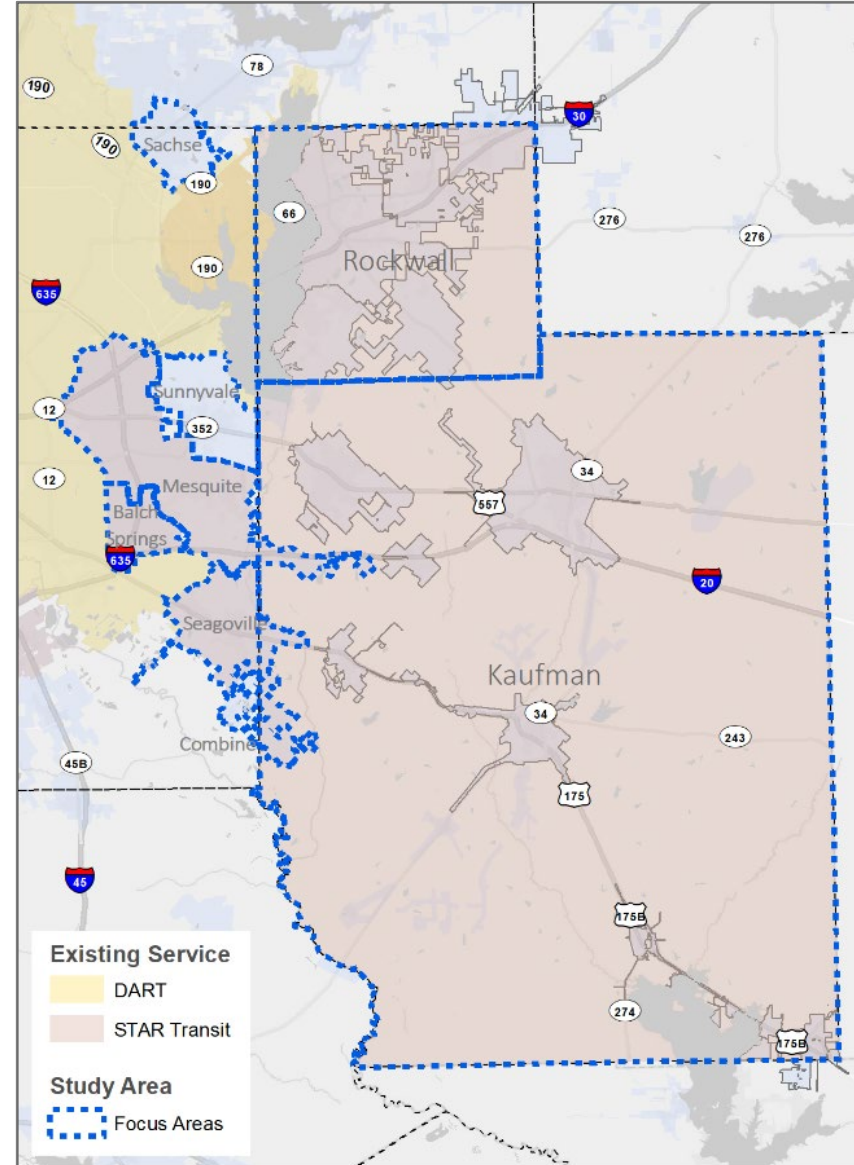




# STUDY AREA

## Building Blocks

- Mobility 2045
- Access North Texas
- Mesquite Transit Service Plan
- Other County Transit Studies
  - Tarrant
  - Collin
  - South Dallas



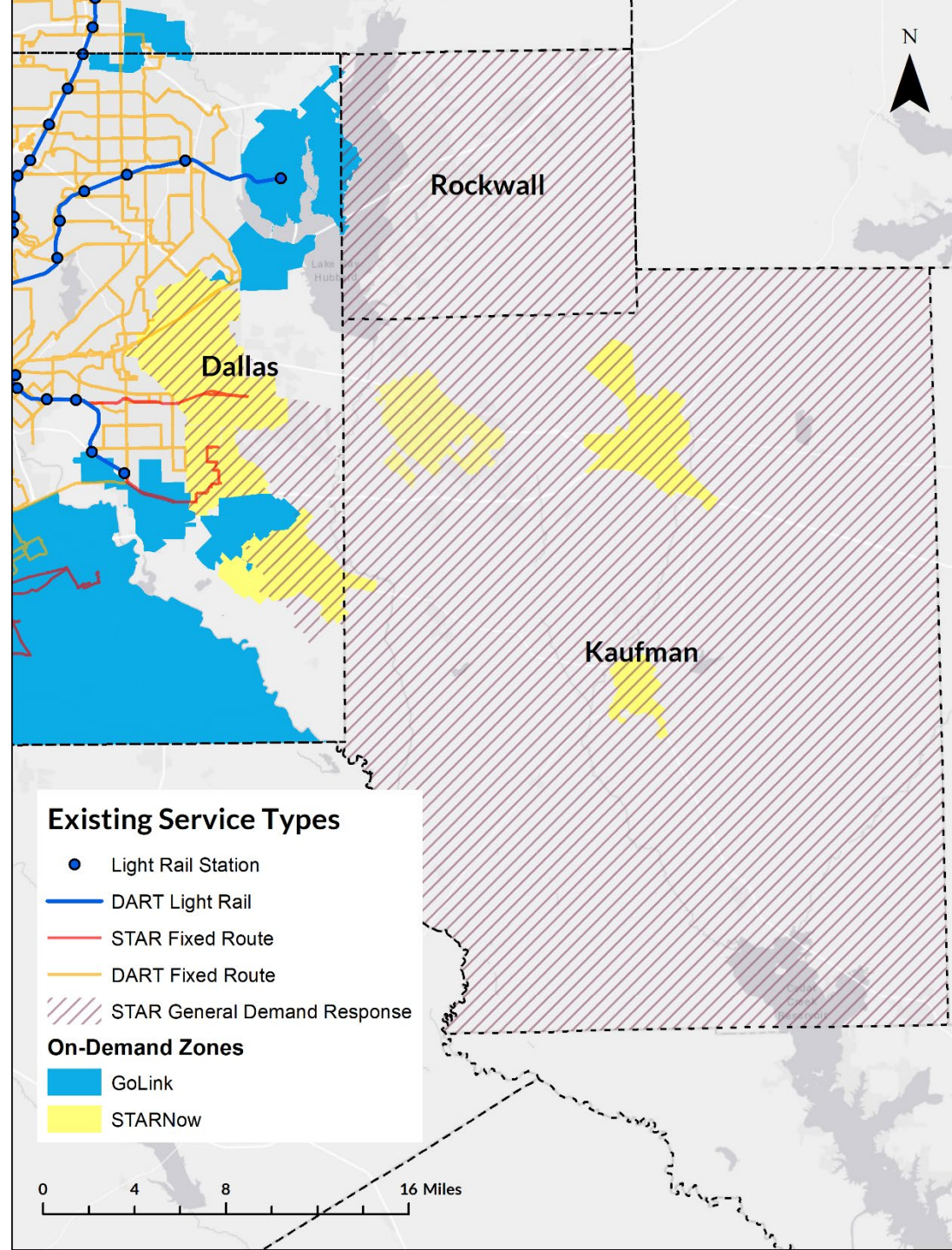
# Transit Service Types

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	STAR Now On-demand
Light Rail	Connects large distances on exclusive right of ways	DART Blue Line
Local Fixed-route Bus	Connects medium-density areas for all trip types	201 Mesquite COMPASS
Regional Fixed-route Bus	Connects distant destinations and job centers	101 Balch Springs Midtown Express



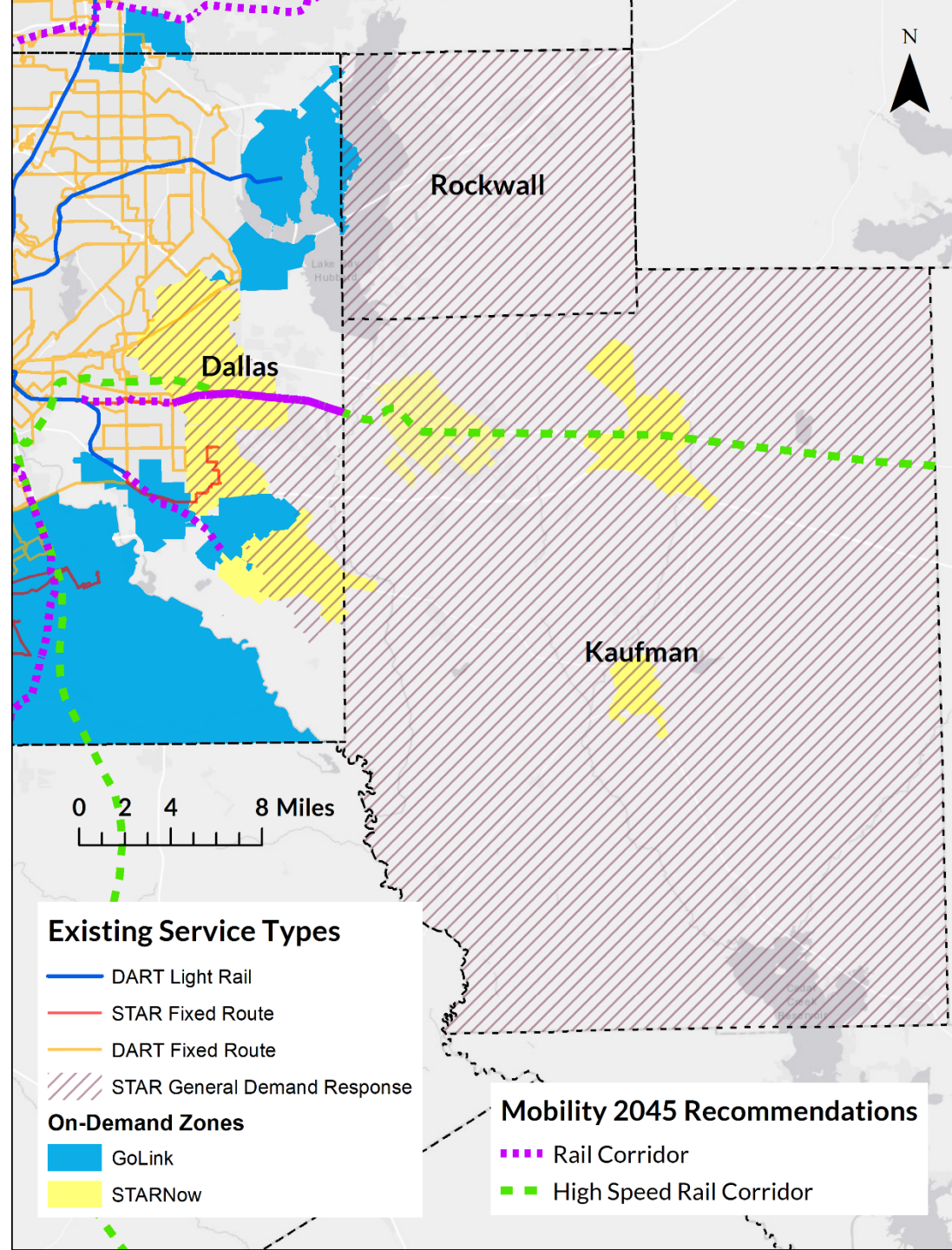
# Transit Service Types

- Light Rail
- Fixed-Route
- Demand Response
- On-Demand





# Mobility 2045 Recommendations



# Polling Session

On your computer or mobile device, visit [ttpoll.com](http://ttpoll.com) and enter **EDKRJune2022** to join the session.

- It is recommended that you use Google Chrome or Firefox
- Click “Join” – DO NOT enter contact information

For multiple choice, press the letter on your device that corresponds to the answer choice on the screen.

Once you have selected your response, your answer choice will be highlighted and recorded.

The poll will appear closed at first.



In one word, how would you describe mobility in your community?





# What mobility options have you seen in other communities that could work in yours?

- A. Bus/Bus Rapid Transit
- B. Commuter Rail
- C. On-demand Transit
- D. Other (Place answer in chat)



# General Discussion Questions

1. What are the biggest Mobility needs in your community?
2. Are there any specific groups in your community whose needs aren't being met?
3. What partnerships and support do you need to enhance mobility in your community?



# 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



# SCHEDULE

PROJECT DURATION: 18 months  
(*nine months per Phase\**)

Phase	Task	Spring 2022	Summer 2022	Fall 2022	Winter 2023	Spring 2023	Summer 2023
1	1. Project Management	D F					
	2. Public & Stakeholder Involvement	D F				D F	
	3. Existing Conditions		D F				
	4. Market/Needs Assessment			D F			
2	5. Scenario Development				D F		
	6. Funding/Finance					D F	
	7. Implementation					D F	
	8. Final Report						D F
D: Draft F: Final Deliverable							



# SCOPE & DELIVERABLES

## 1. Project Management

## 2. Public and Stakeholder Involvement

- Public/Stakeholder Engagement Plan
- Project Advisory Committee (PAC)
- Up to six PAC meetings; 3 public meetings
- Project Website
- Online Survey on Transit Needs/Preferences (Phase 1)

**Key Goal:** Ensure community needs and preferences are understood and incorporated by offering opportunity/access to participate in the study and its future implementation.



# SCOPE & DELIVERABLES

## 3. Existing Conditions (Part 1 of Comprehensive Assessment)

- Demographics, State of Transit/Shared Mobility Services
- Document Review, Planned Improvements
- Existing Conditions Report and Maps/Infographics

**Key Goal:** Develop a robust understanding of the diverse contexts and communities of E. Dallas, Kaufman, and Rockwall Counties.





# SCOPE & DELIVERABLES

## 4. Market/Needs Assessment (Part 2)

- Travel Patterns & Growth Patterns Analyses
- Gaps Analysis to Identify Potential Markets
- Market Analysis Report and Maps, Infographics

**Key Goal:** Understand the full range of mobility needs and potential for the present and future.



# SCOPE & DELIVERABLES

## 5. Scenario Development and Evaluation

- 2 - 3 Scenarios that Address Local and Regional Service Needs
- Service Cost Estimates (Annual, O&M)
- Scenario Evaluation Using Performance Metrics
- Scenario Development Report, Infographics

**Key Goal:** Develop visionary, but realistic, scenarios to build recommendations for local and regional transit connections.



# SCOPE & DELIVERABLES

## 6. Funding and Finance

- Summarize Available Public Funding Options
- Funding Gap Analysis, Strategies for Closing Gap, TOD Best Practices
- Funding Report, Infographics

**Key Goal:** Explore and set paths for innovative and sustainable funding.



# SCOPE & DELIVERABLES

## 7. Implementation Strategies

- Develop Strategies that Align w/Regional Policy Direction
- Outline Service Model Options and Tradeoffs
- Stakeholder Implementation Roles Matrix
- Implementation Report, Infographics

**Key Goal:** Develop implementation strategies that are actionable, built through consensus, and adaptable to evolving conditions and needs.



# SCOPE & DELIVERABLES

## 8. Final Report

- Compile Individual Reports into a Final Report with an executive summary, maps, and infographics

**Key Goal:** Create a report that is accessible, understandable, and will be used by planners, policymakers, and residents for years to come.



# Committee Involvement

**Collective Effort: Seeking Assistance on Various Project Elements**





# NEXT STEPS

## Phase 1:

- Begin Needs Assessment
- First round of Public Engagement

## Phase 2:

- Scenario Development
- Scenario Evaluation

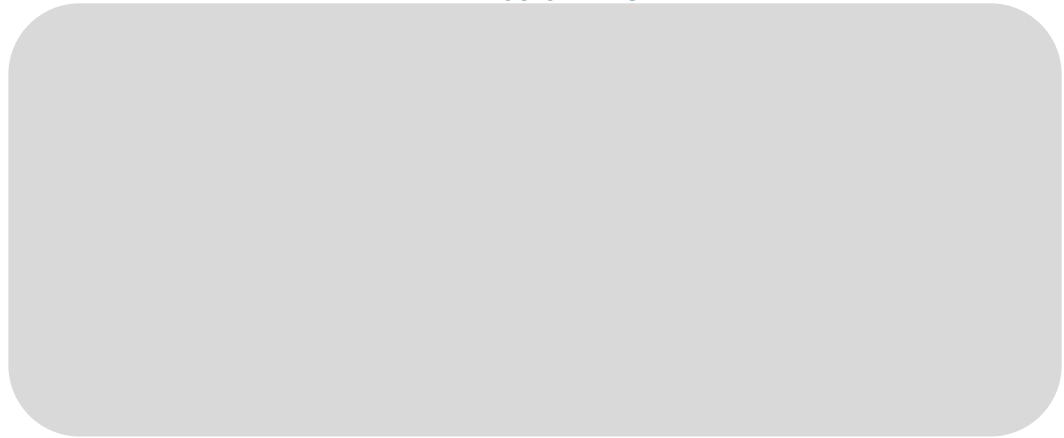


# BROADER CONSIDERATIONS

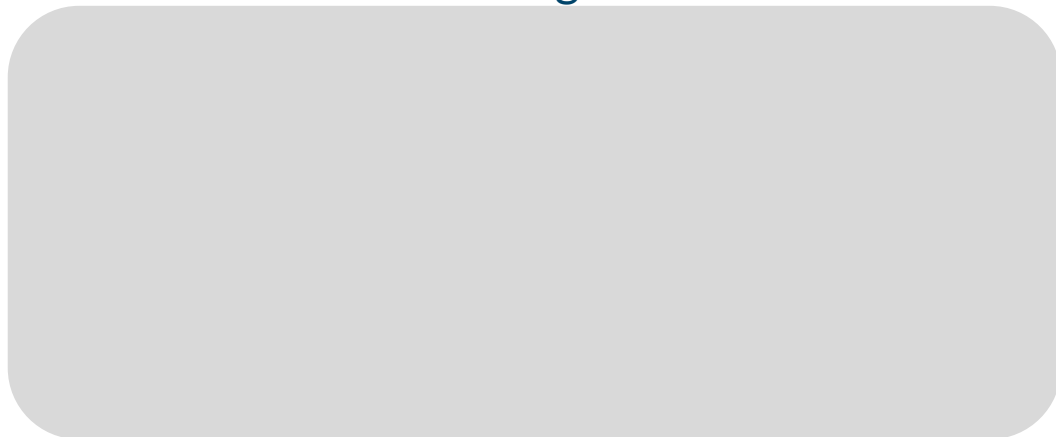
Opportunities



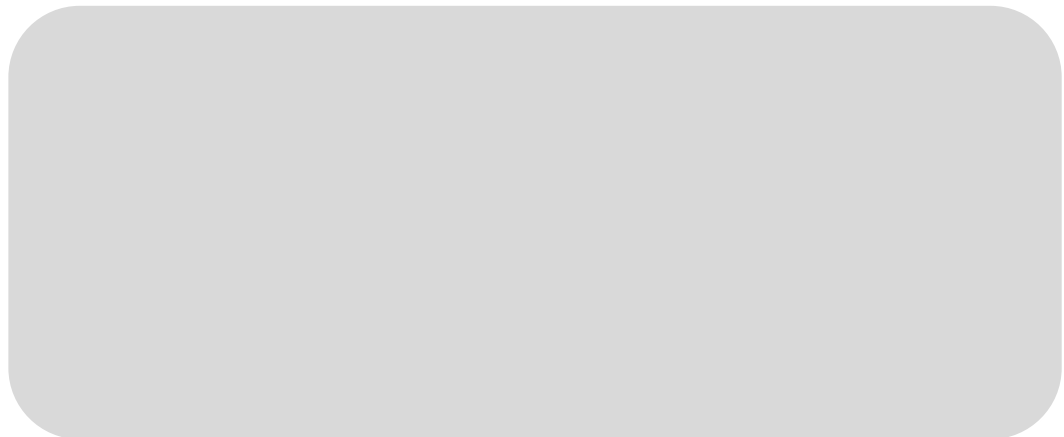
Limitations



Challenges



Other



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Transit Study Websites  
[www.nctcog.org/transitstudies](http://www.nctcog.org/transitstudies)

