



***Denton County*** 

# ***Transit Study***

Series 1 PAC Meetings

May - June 2022



North Central Texas  
Council of Governments

# Agenda & Introductions

**Welcome**

**Andrew Pagano, NCTCOG**

**Project Overview**

**Scott Boone, Project Manager**

**Introductions**

**Needs Assessment**

**Outreach Initiatives**

**Leigh Hornsby, Public Engagement**

**Scenarios**

**Jim Baker, Scenario Development Lead**

**Next Steps**

**Scott Boone, Project Manager**

**Questions + Answers**

# Agenda & Introductions

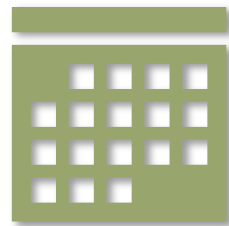
A map of the Washington, DC metropolitan area is shown in the background. The map features a grid of roads and highways. Several irregular regions are shaded in a light teal color, primarily concentrated in the central and eastern parts of the map, including areas around the city center and extending towards the right edge. The title 'Agenda & Introductions' is positioned at the top left of the map.

Introduce yourself  
in the chat:

- Name
- Affiliation
- Role

# Project Overview

**Time:**  
0–5+ Years



**Geography:**  
Denton County  
(especially outside  
of DCTA)



**Audience:**  
Municipalities

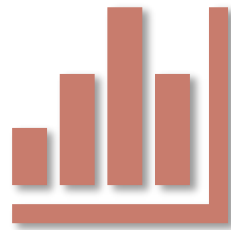


**Outcomes:**  
Mobility options  
& next steps

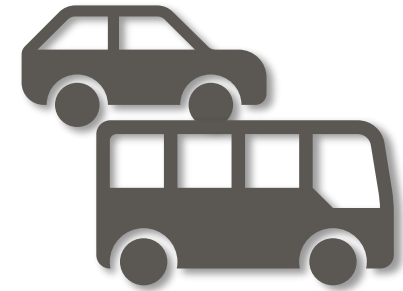


# Project Outcomes

Conditions +  
Need



Mobility  
Options



Funding



Implementation



# PAC Objectives

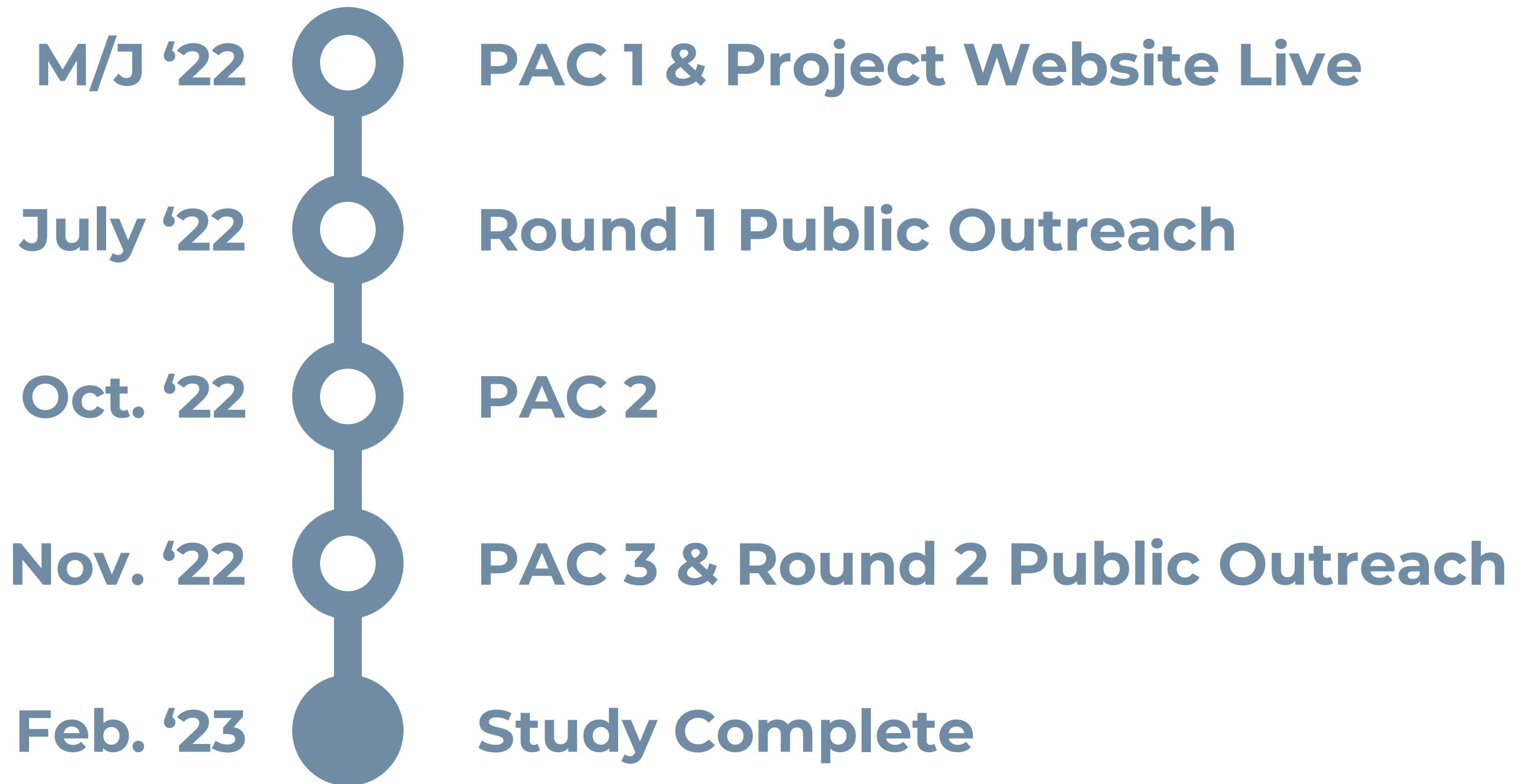
Make sure we have the **right people** in the room.

Bring to the surface any relevant **history**, areas of **investigation**, **ideas**, and **obstacles**.

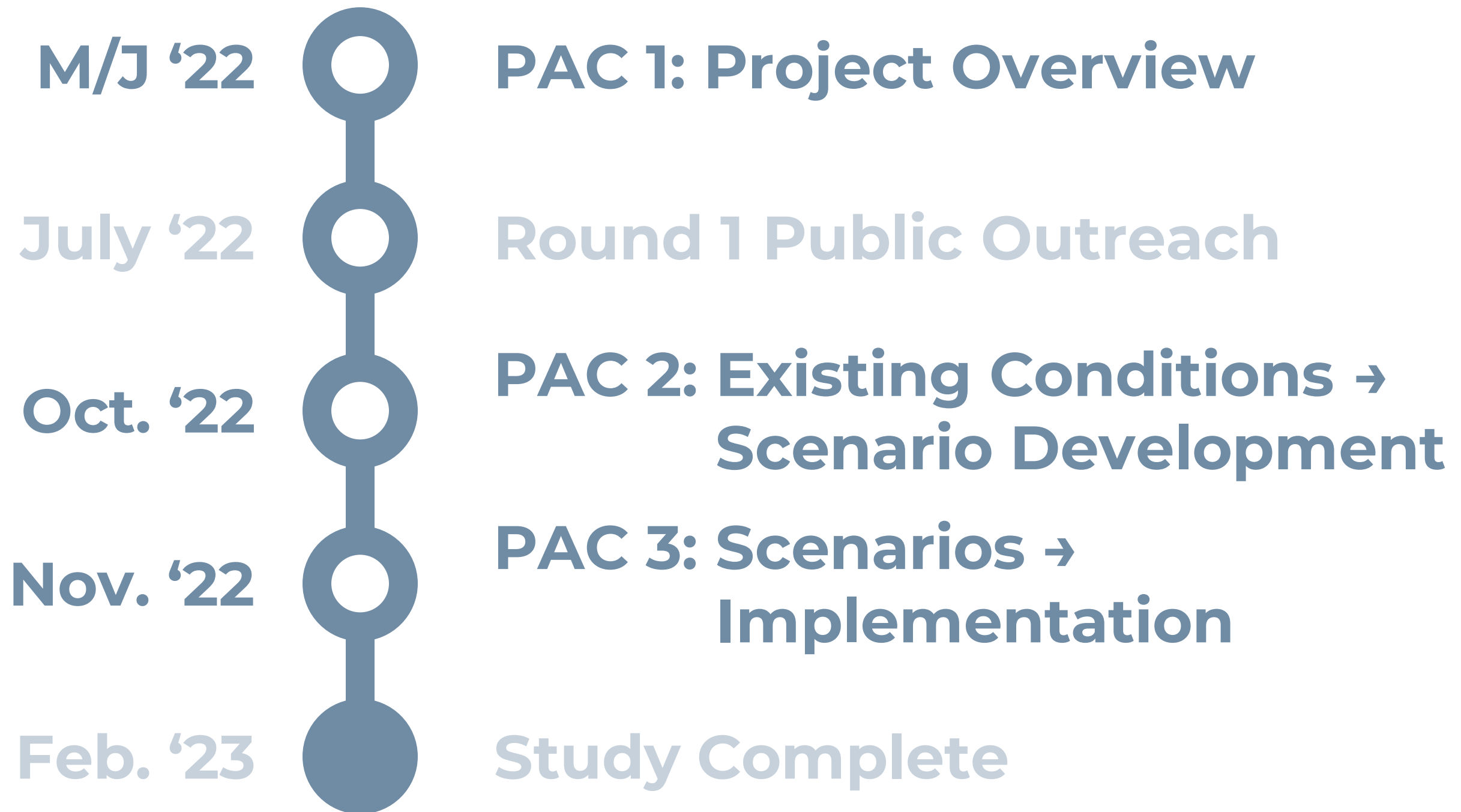
Describe **next steps** in the study.

Highlight opportunities for **future input** and engagement.

# Schedule



# Schedule: PAC



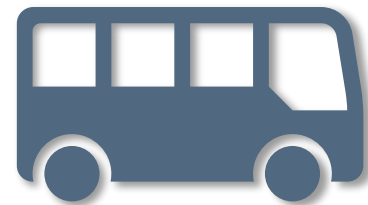


# Other PAC Activities

- Ad-hoc small group meetings
- Interviews
- Targeted reporting out

# DISCUSSION

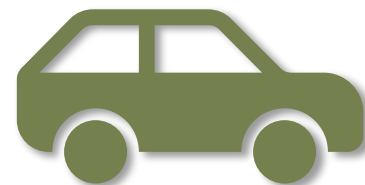
**What are the biggest  
mobility needs in your  
community?**



Are there any  
**specific groups** in your  
community whose  
needs aren't being met?



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



**What makes your  
community unique?**



**What partnerships + support  
do you need to enhance  
mobility in your community?**



**Who else** do we need to talk to in order to understand the mobility challenges in your community?





# NEEDS ASSESSMENT

# Needs Assessment

1. The Region and the Study Area
2. Travel Patterns
3. Transit Service in Denton County
4. Gap Analysis







# Denton County Transit Services

**DCTA**

*(member cities highlighted)*

**DART**

**Trinity Metro**

*UNT*

*GoZones*

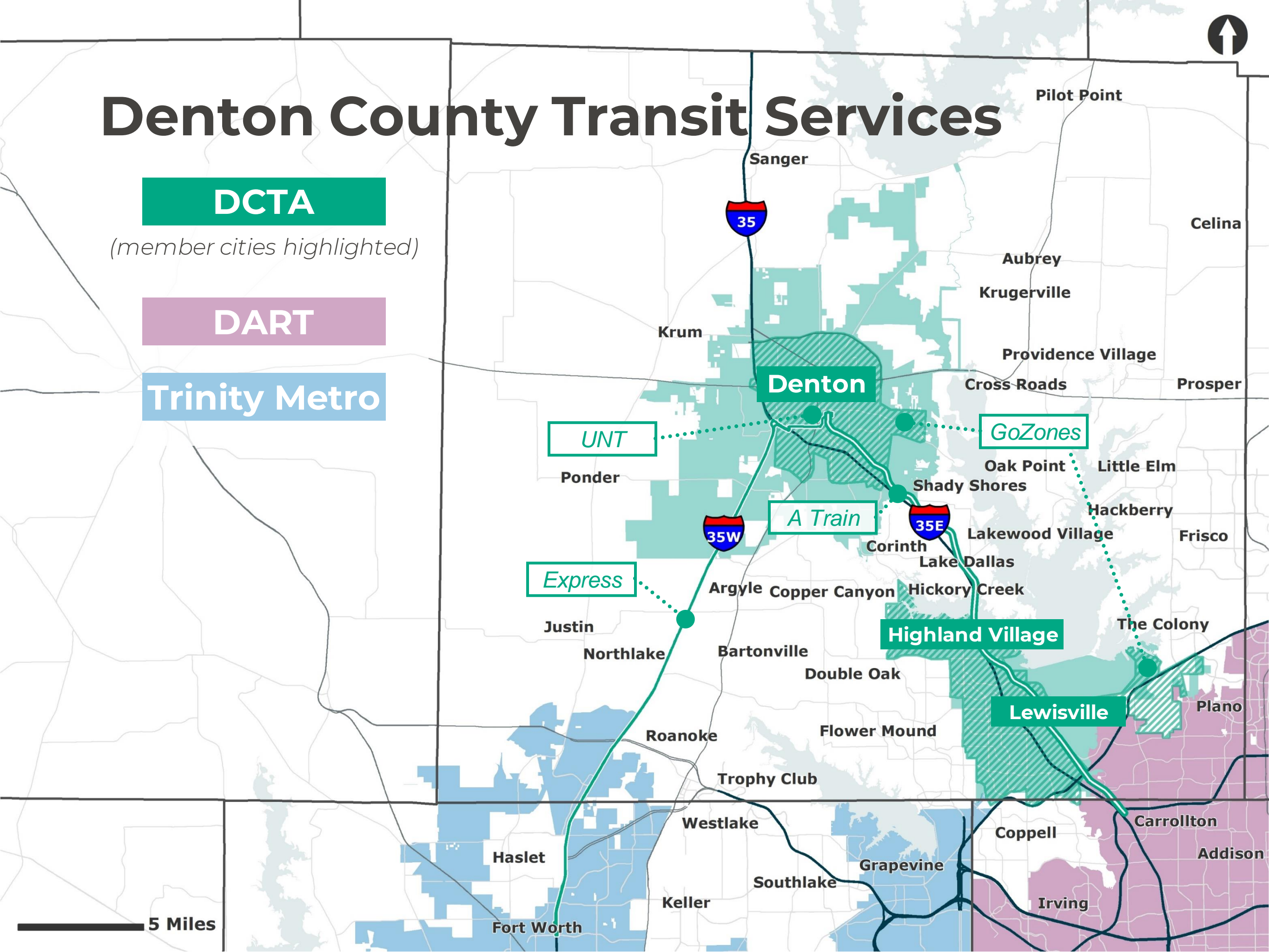
*A Train*

*Express*

**Highland Village**

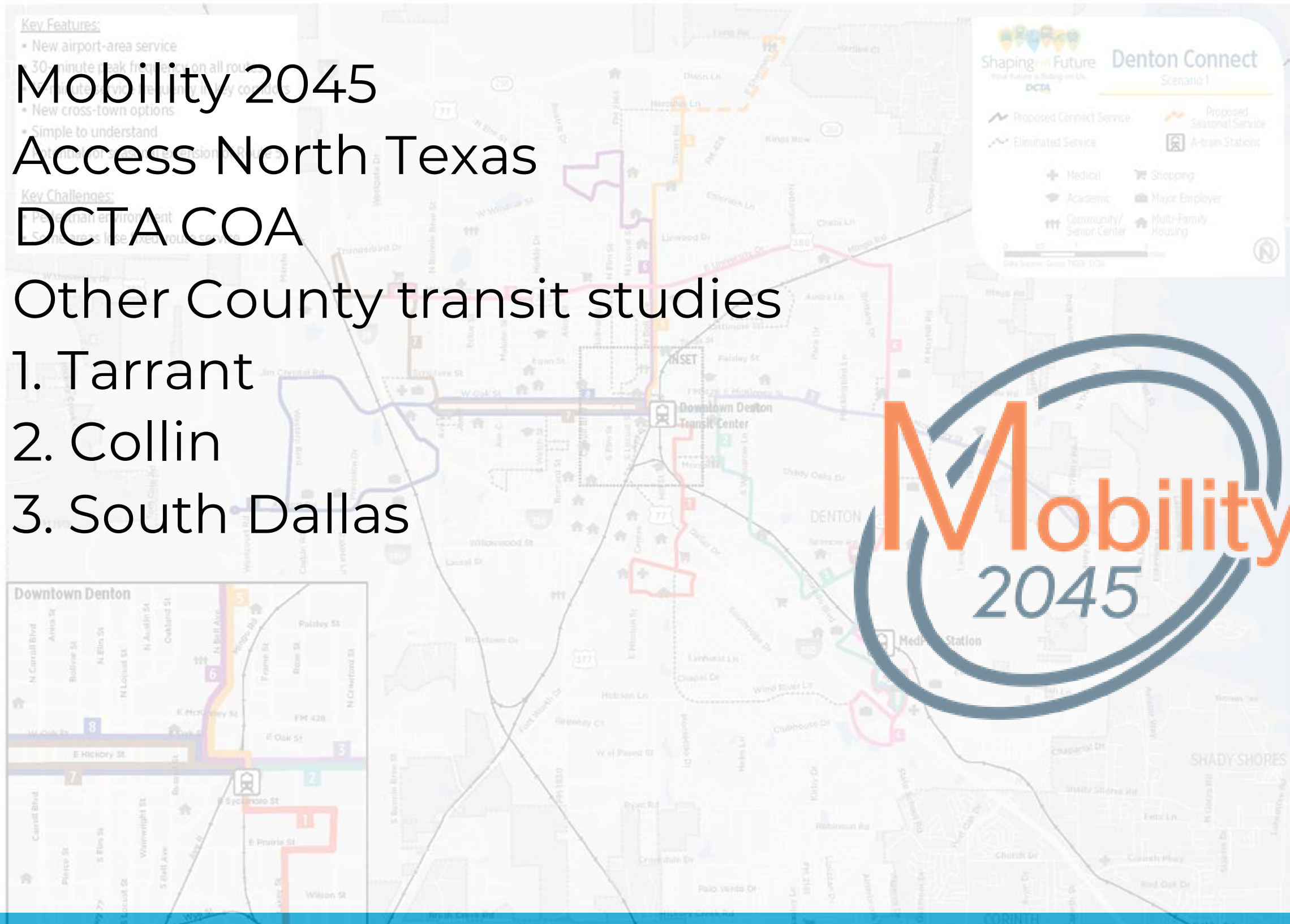
**Lewisville**

5 Miles



# Study Area – Building Blocks

1. Mobility 2045
2. Access North Texas
3. DCTA COA
4. Other County transit studies
  1. Tarrant
  2. Collin
  3. South Dallas





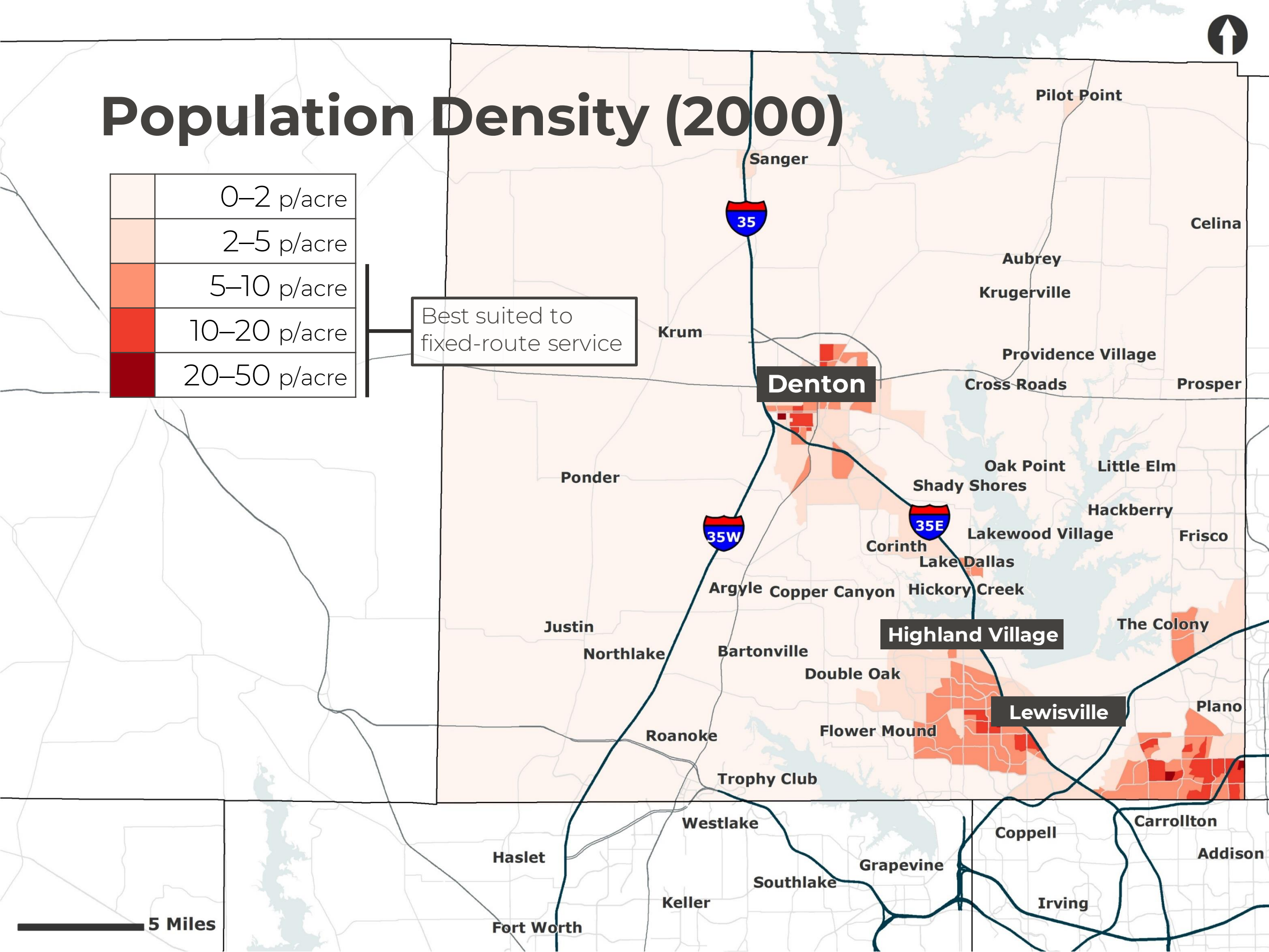


# Population Density (2000)

	0–2 p/acre
	2–5 p/acre
	5–10 p/acre
	10–20 p/acre
	20–50 p/acre

Best suited to fixed-route service

5 Miles



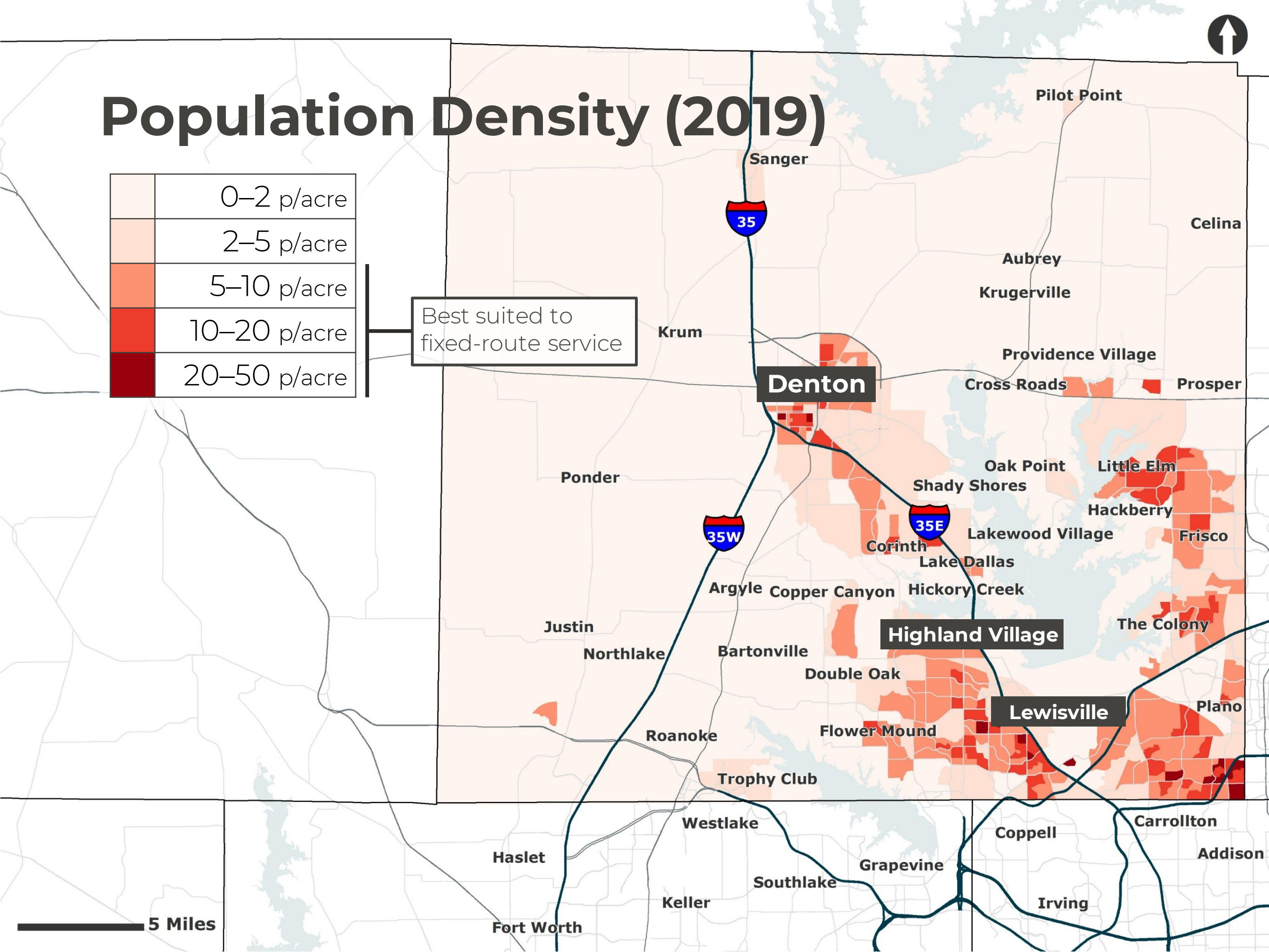


# Population Density (2019)

0–2 p/acre
2–5 p/acre
5–10 p/acre
10–20 p/acre
20–50 p/acre

Best suited to fixed-route service

5 Miles



Pilot Point

Celina

Aubrey

Krugerville

Providence Village

Cross Roads

Prosper

**Denton**

Ponder

Oak Point

Little Elm

Shady Shores

Hackberry

Frisco

35W

35E

Corinth

Lakewood Village

Lake Dallas

Argyle Copper Canyon

Hickory Creek

The Colony

**Highland Village**

Justin

Northlake

Bartonville

Double Oak

**Lewisville**

Plano

Roanoke

Flower Mound

Trophy Club

Westlake

Coppell

Carrollton

Haslet

Grapevine

Addison

Southlake

Irving

Fort Worth

Keller



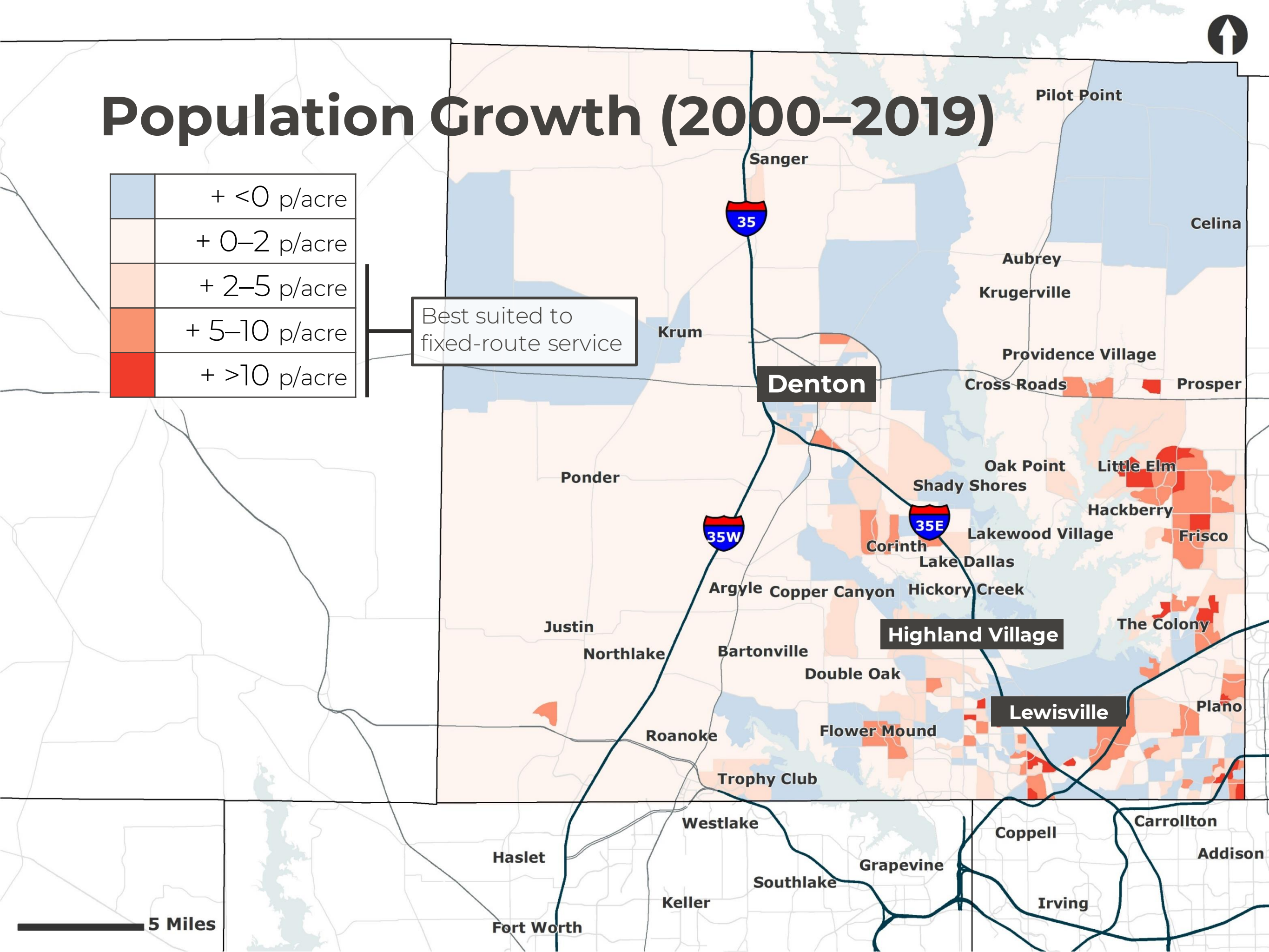


# Population Growth (2000–2019)

	+ <0 p/acre
	+ 0–2 p/acre
	+ 2–5 p/acre
	+ 5–10 p/acre
	+ >10 p/acre

Best suited to fixed-route service

5 Miles





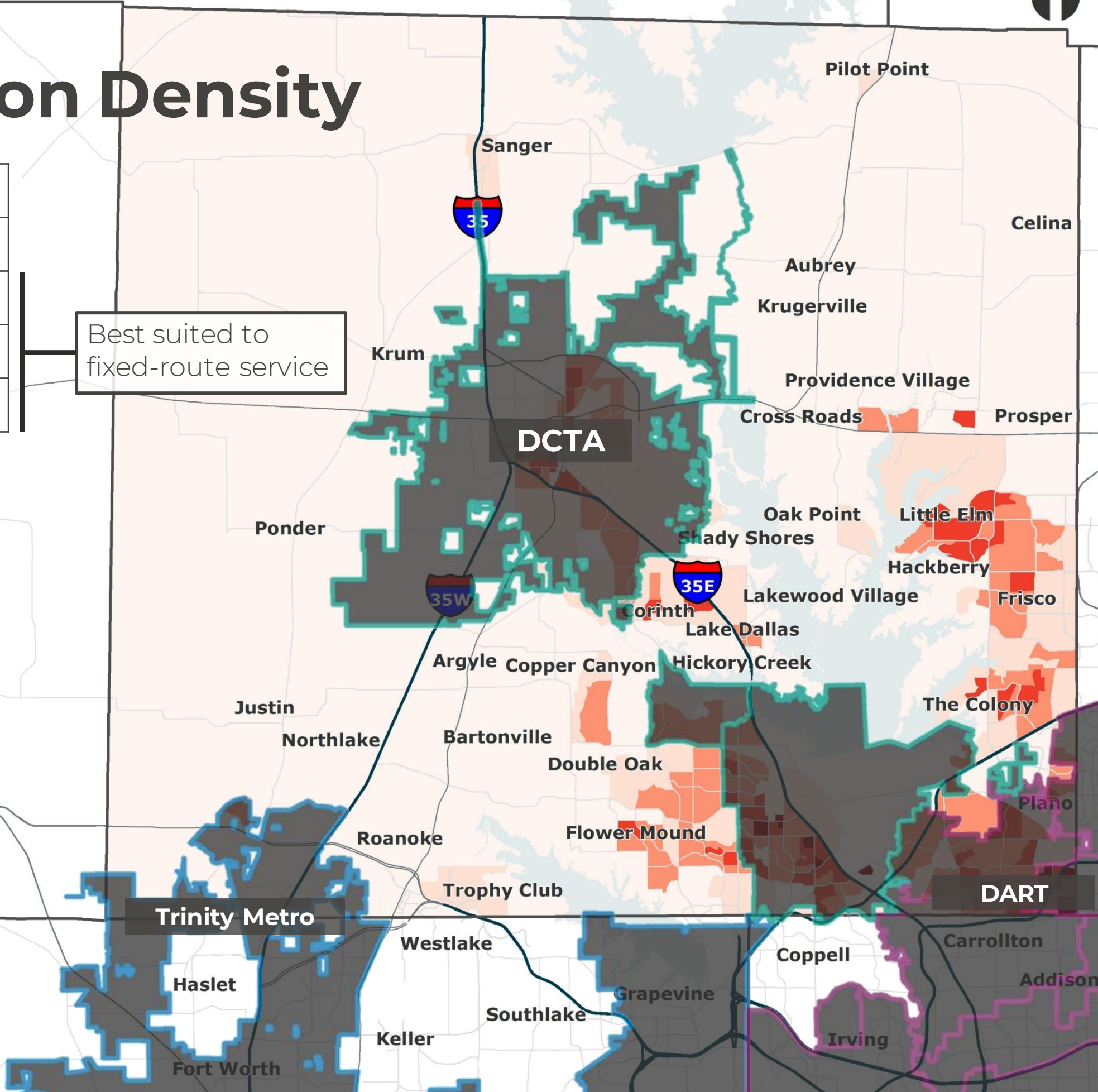


# Population Density

	0–2 p/acre
	2–5 p/acre
	5–10 p/acre
	10–20 p/acre
	20–50 p/acre

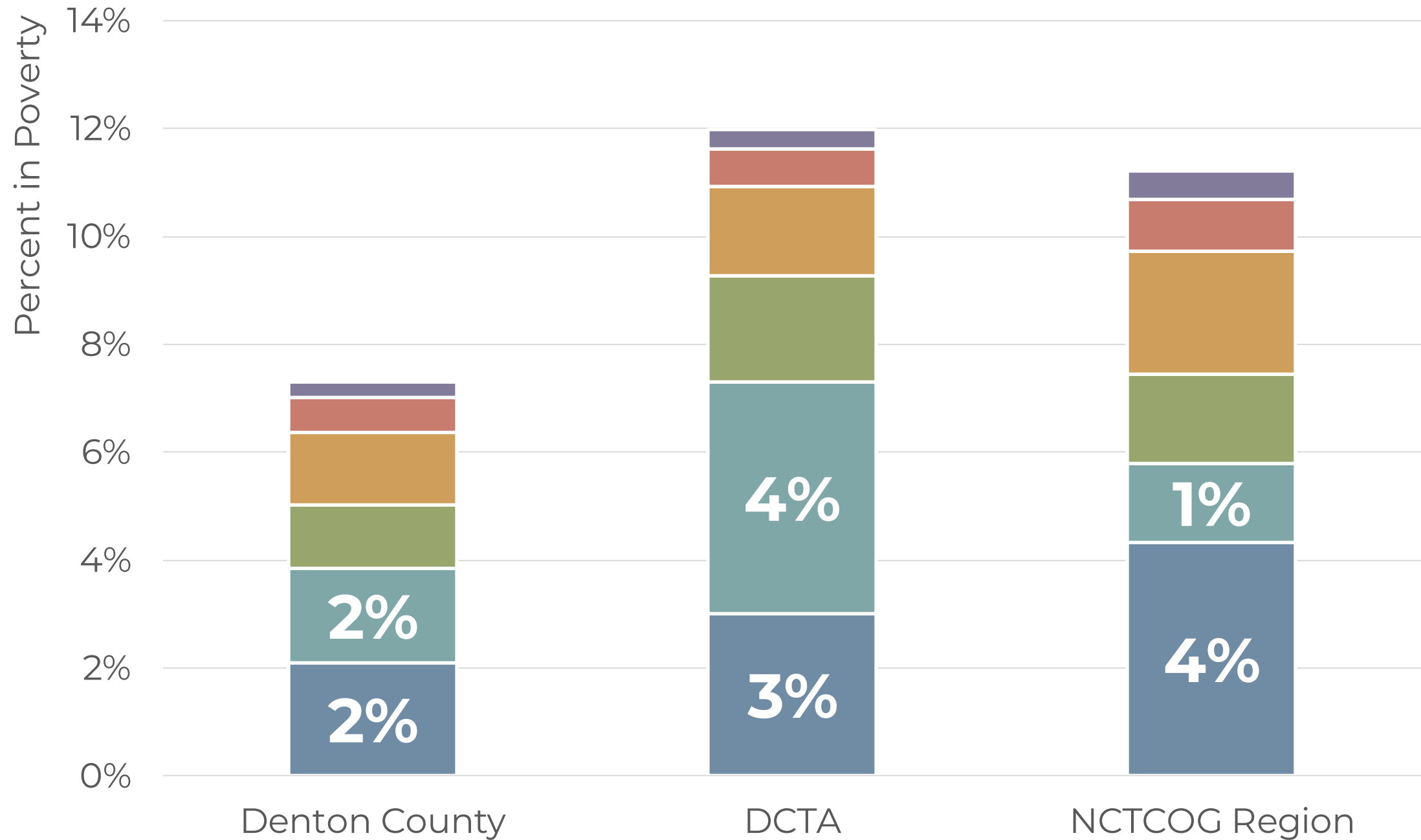
Best suited to fixed-route service

5 Miles



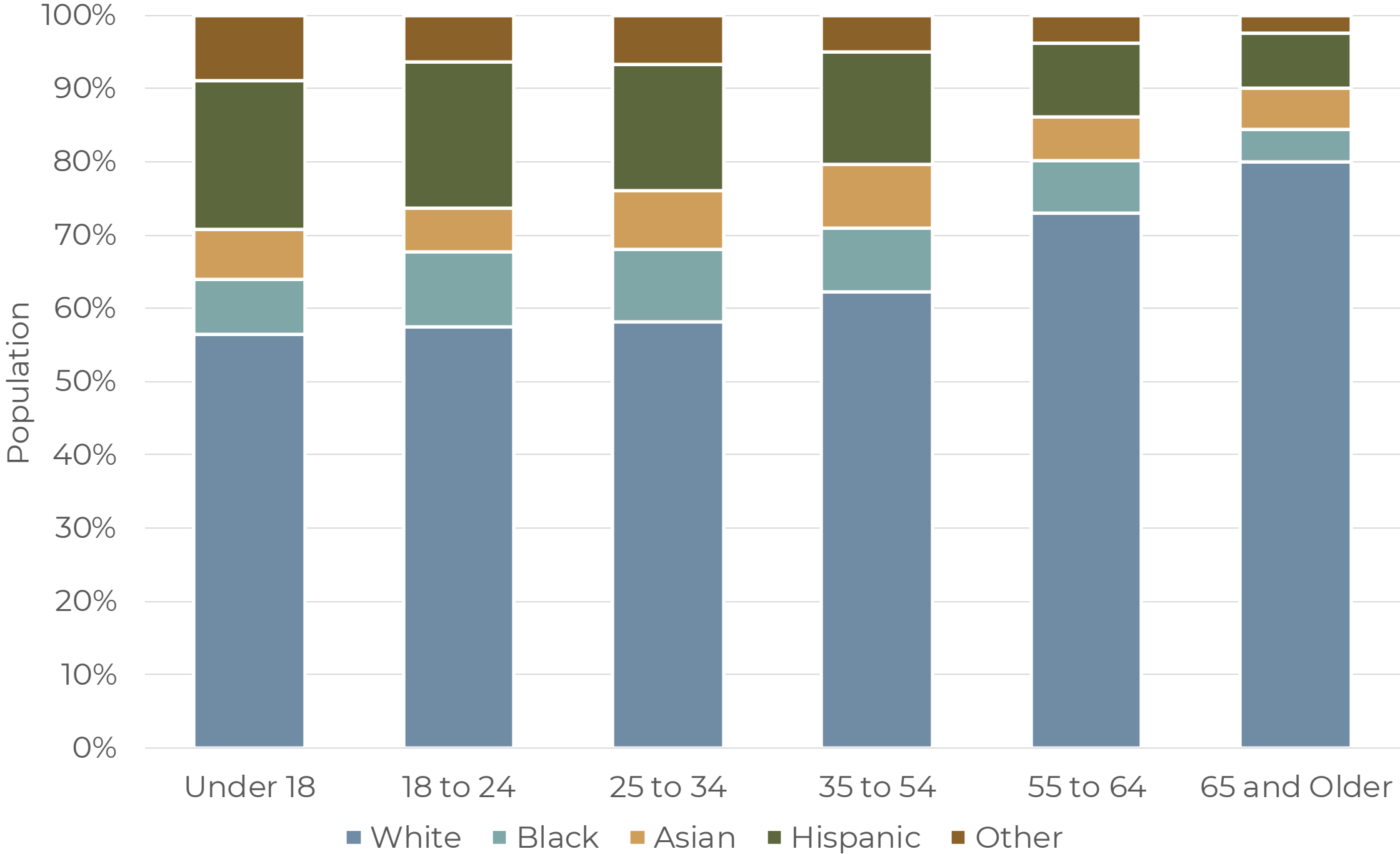


# Age by Poverty Status

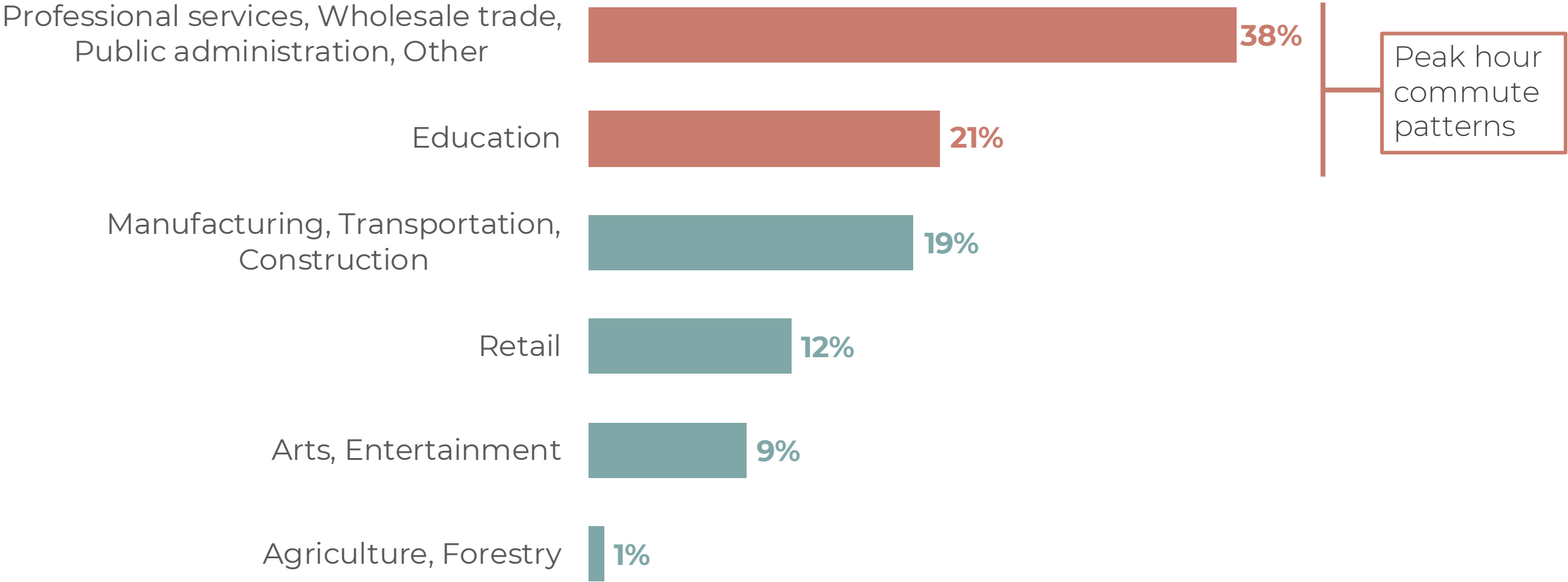


■ Under 18 ■ 18 to 24 ■ 25 to 34 ■ 35 to 54 ■ 55 to 64 ■ 65 and Older

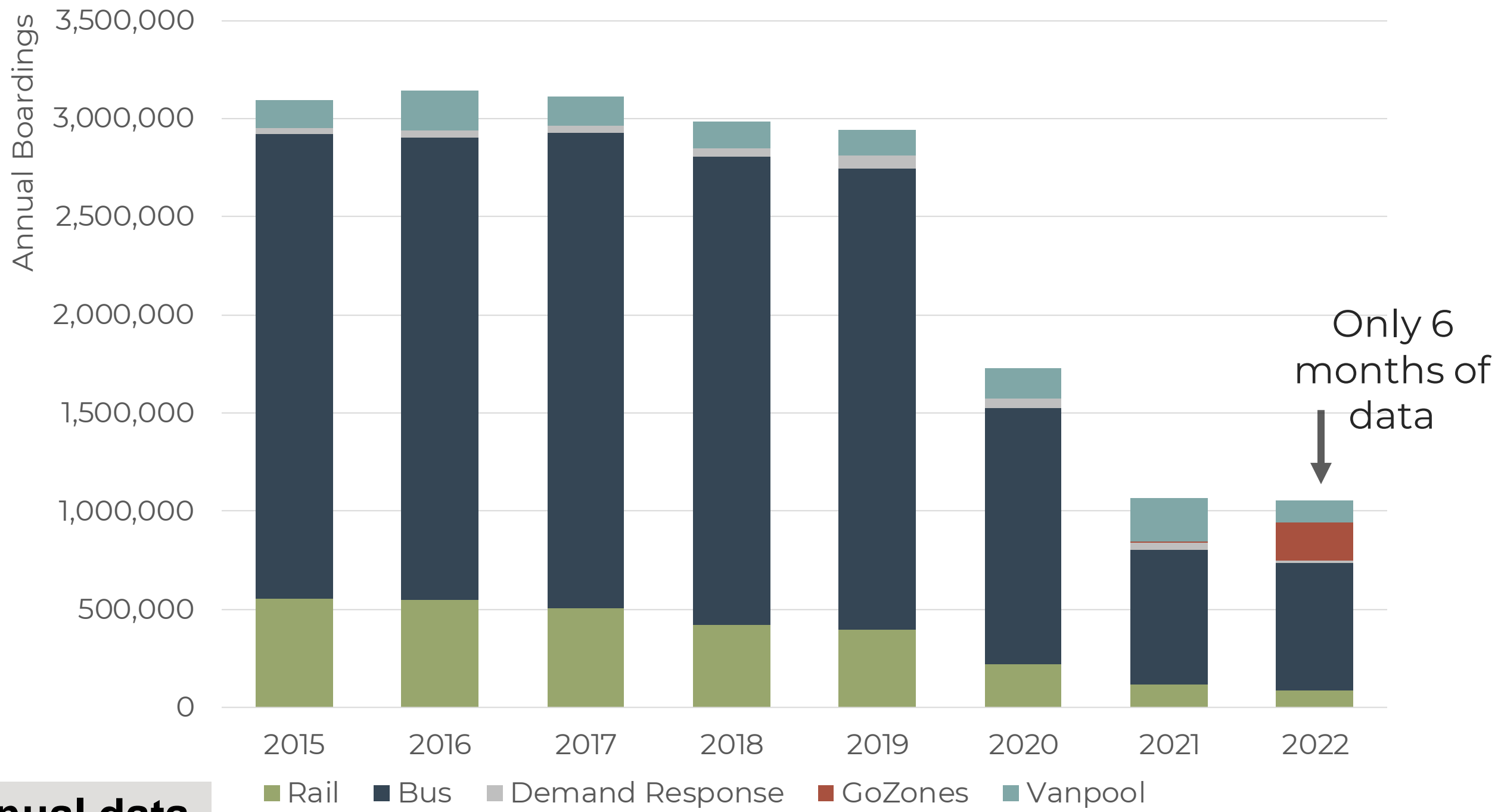
# Demographics (Race)



# Employment



# Ridership by Mode

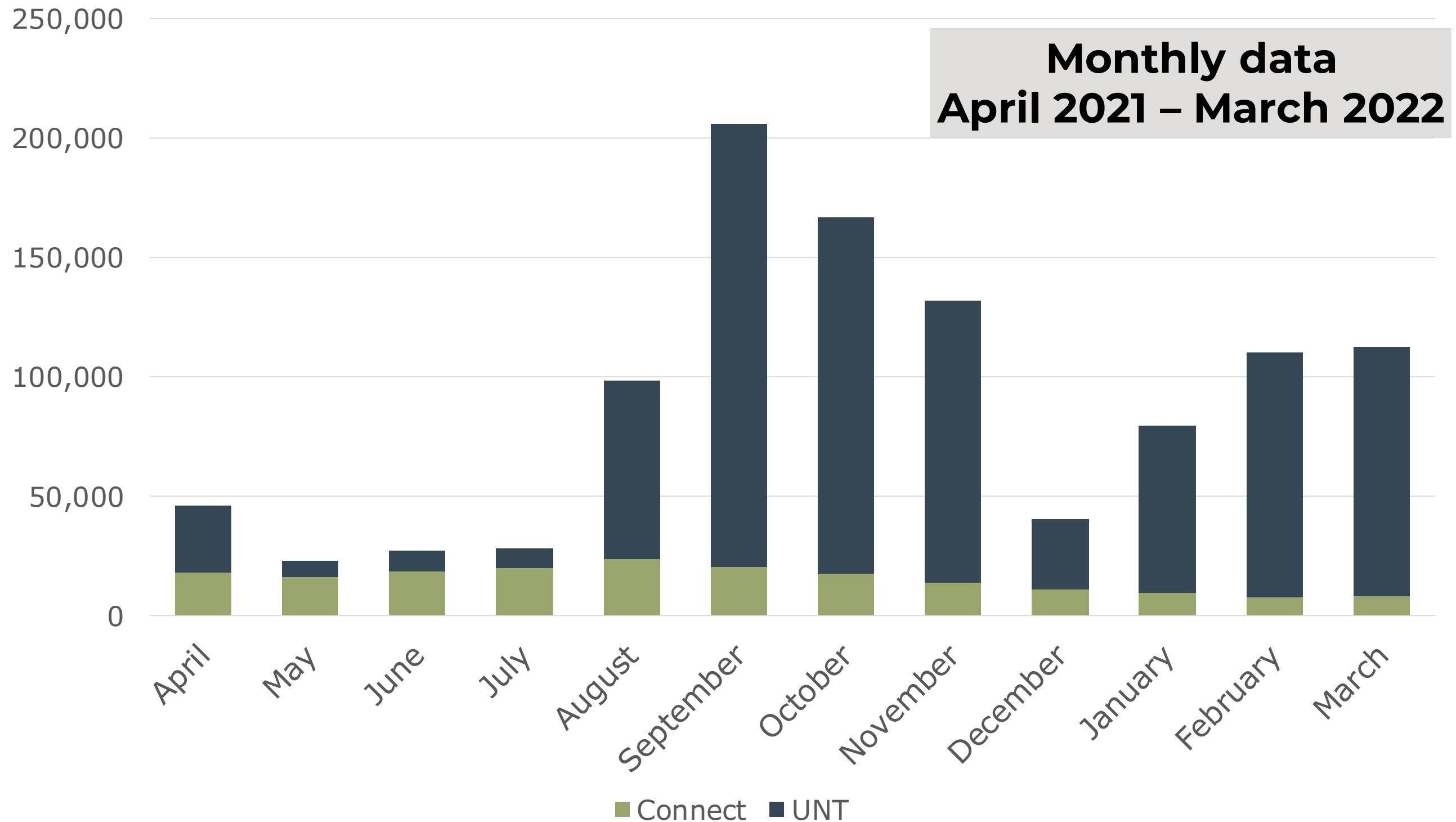


Only 6 months of data

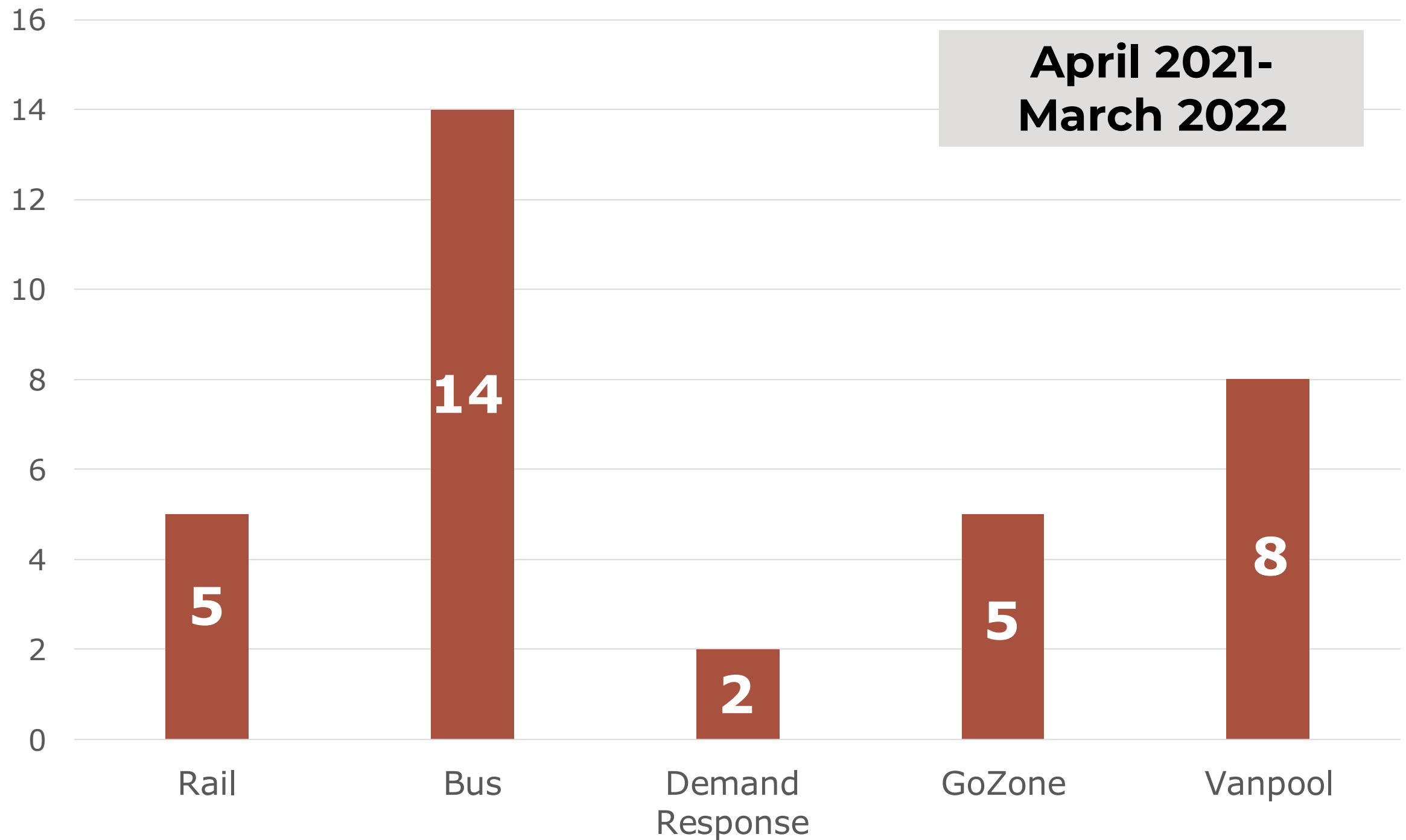


**Annual data by FFY**

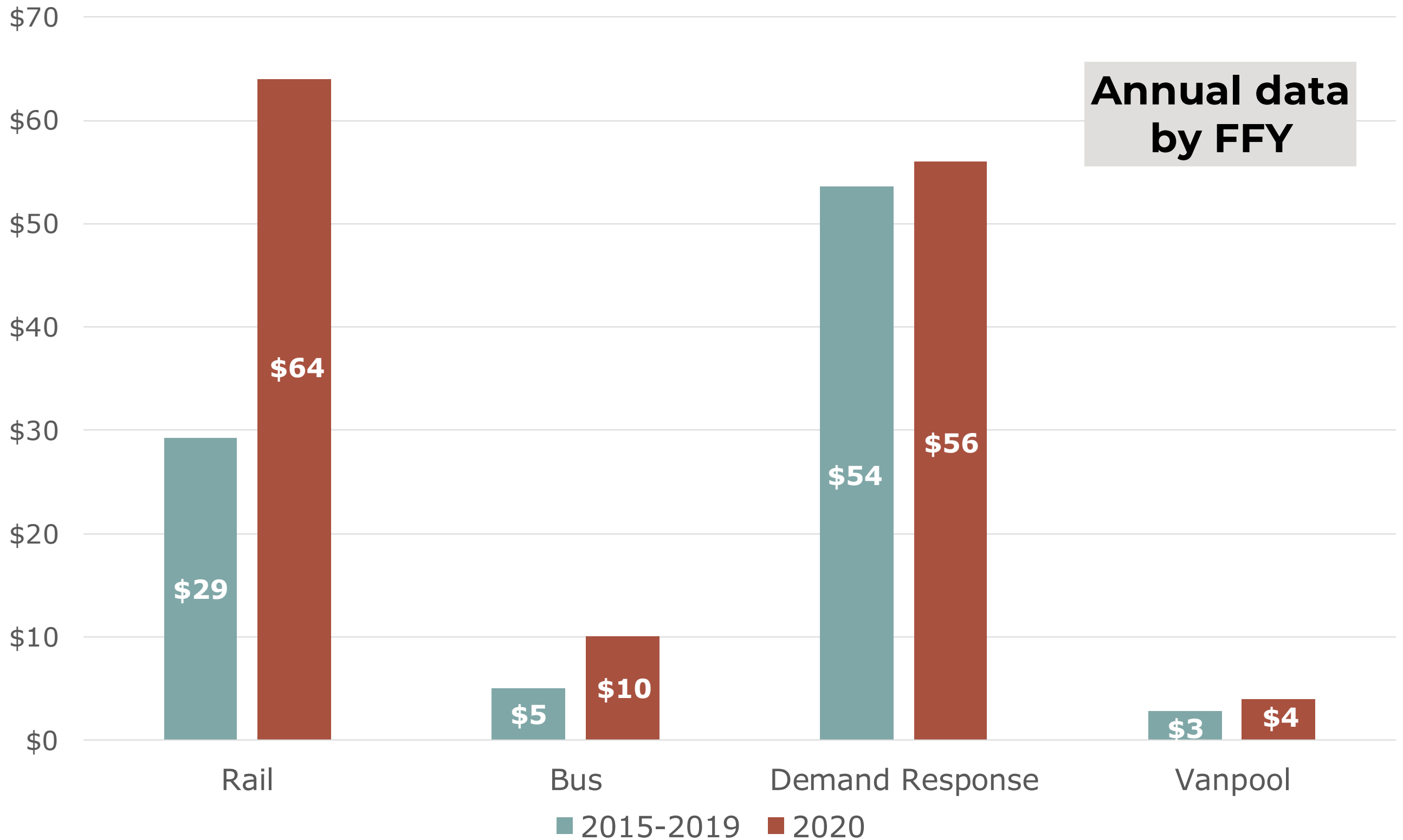
# COVID-19 & Ridership



# Boardings per Revenue Hour




# Average Cost per Trip



# GoZone

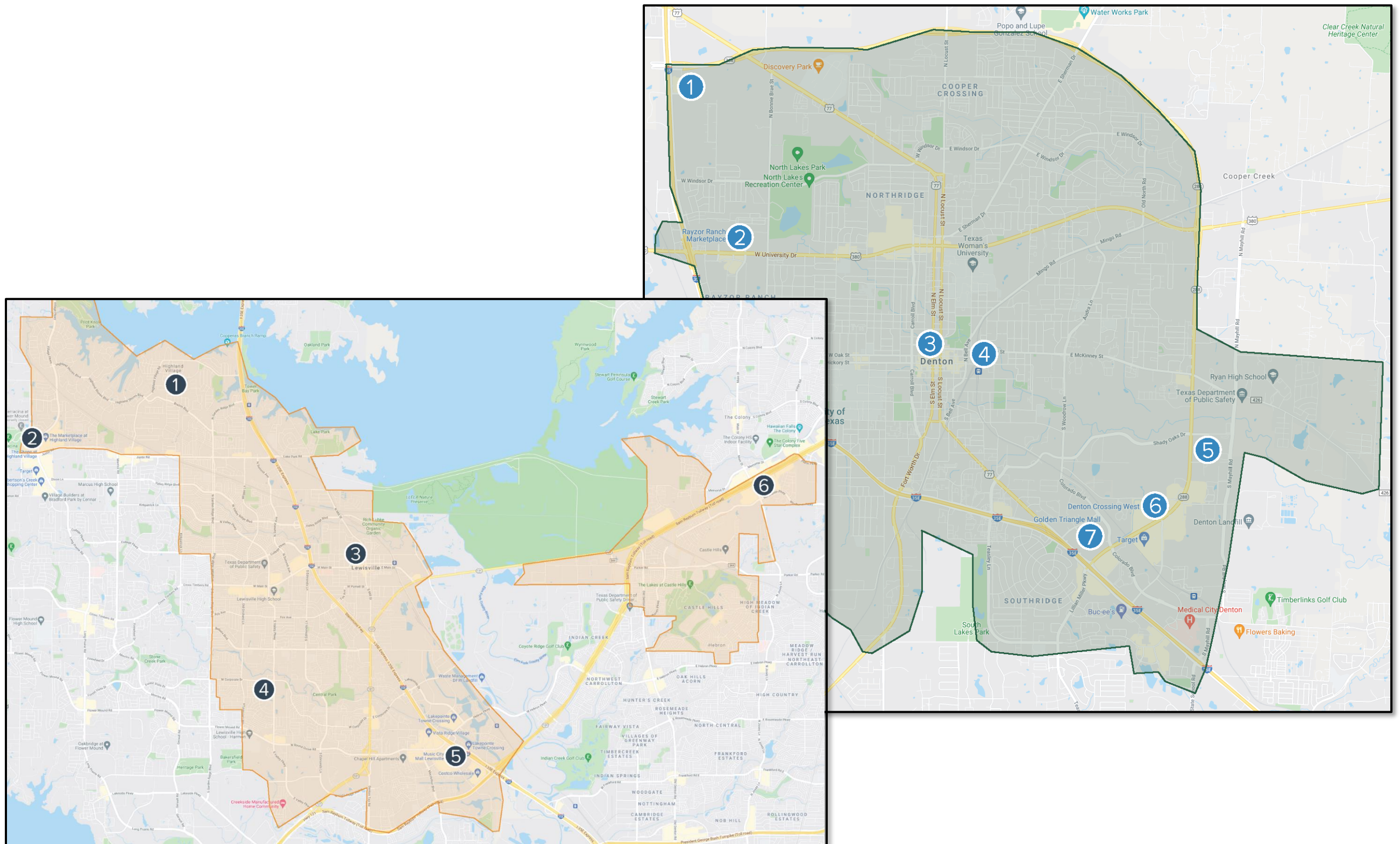


Powered by  VIA

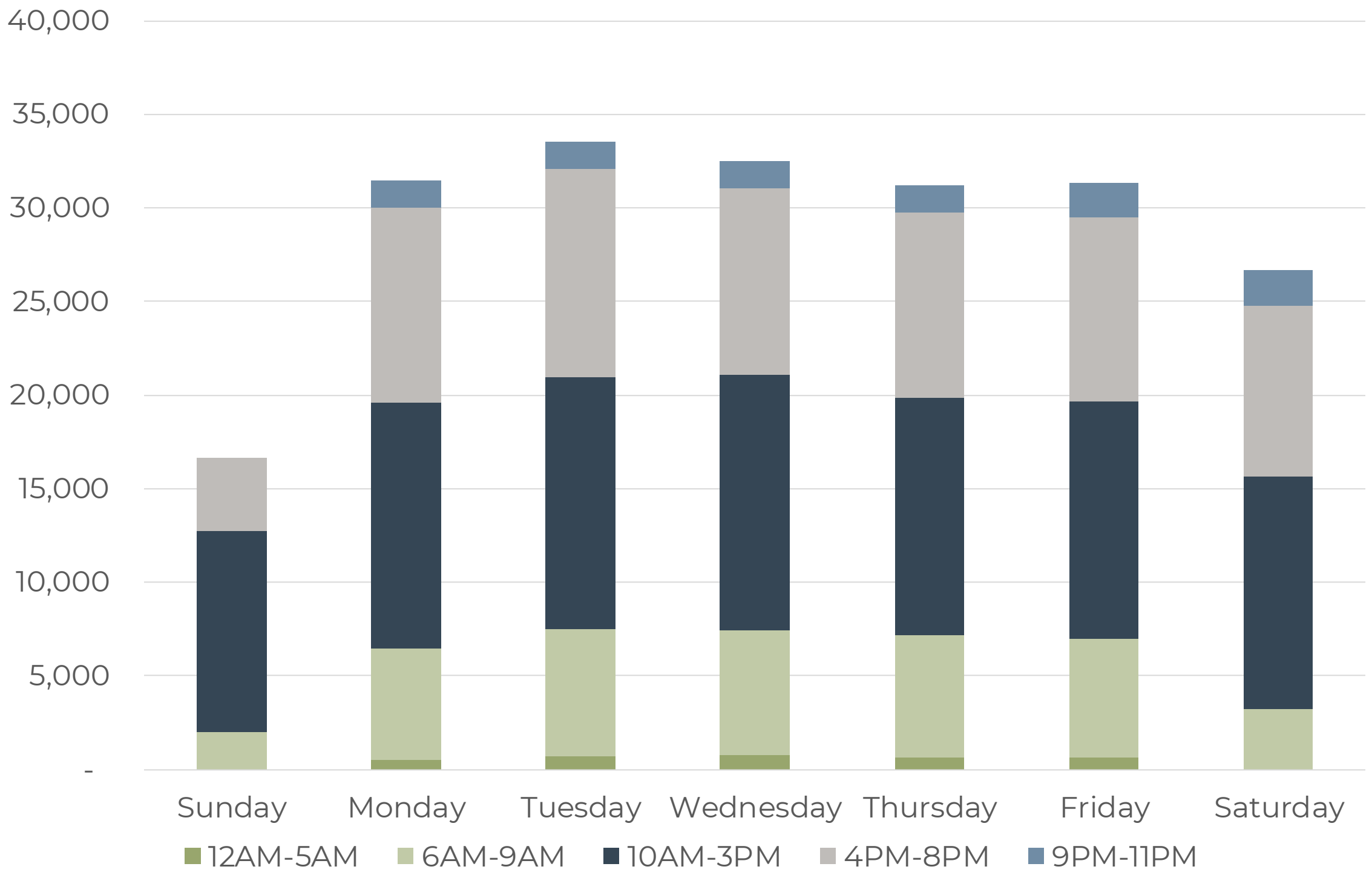
Tap, book and ride



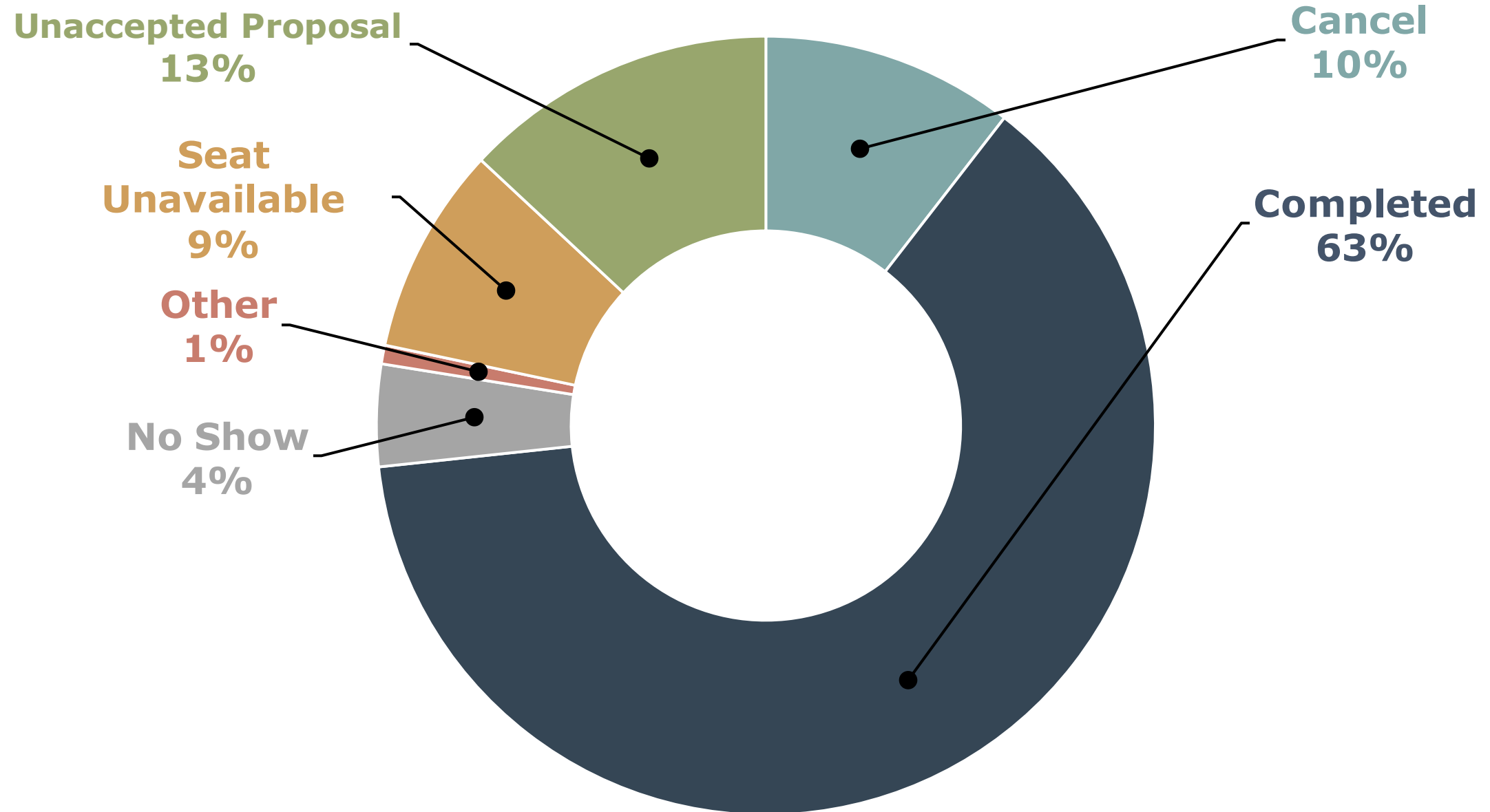
# GoZone



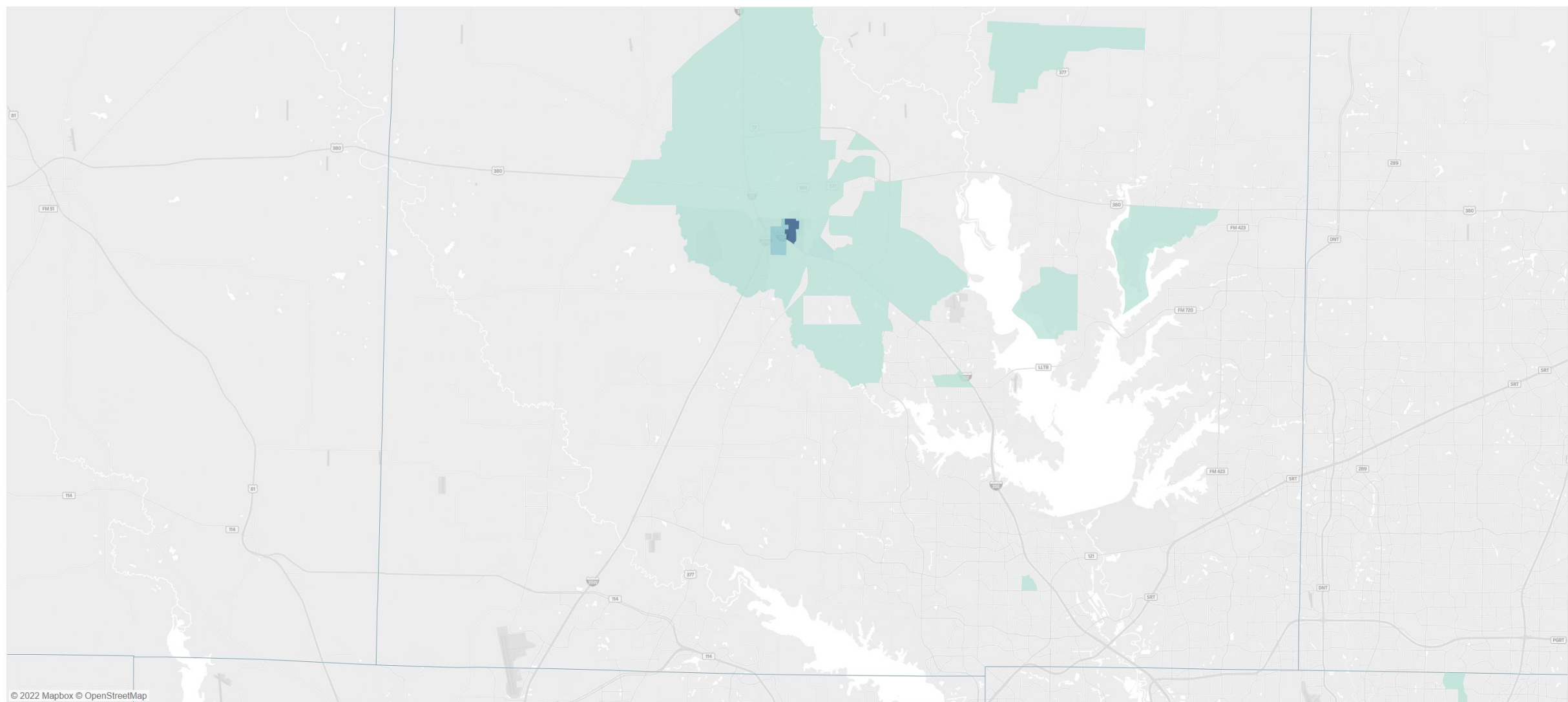
# GoZone by Time and Day of the Week



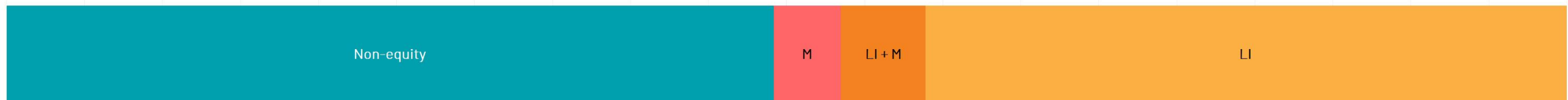
# GoZone Trip Breakdown



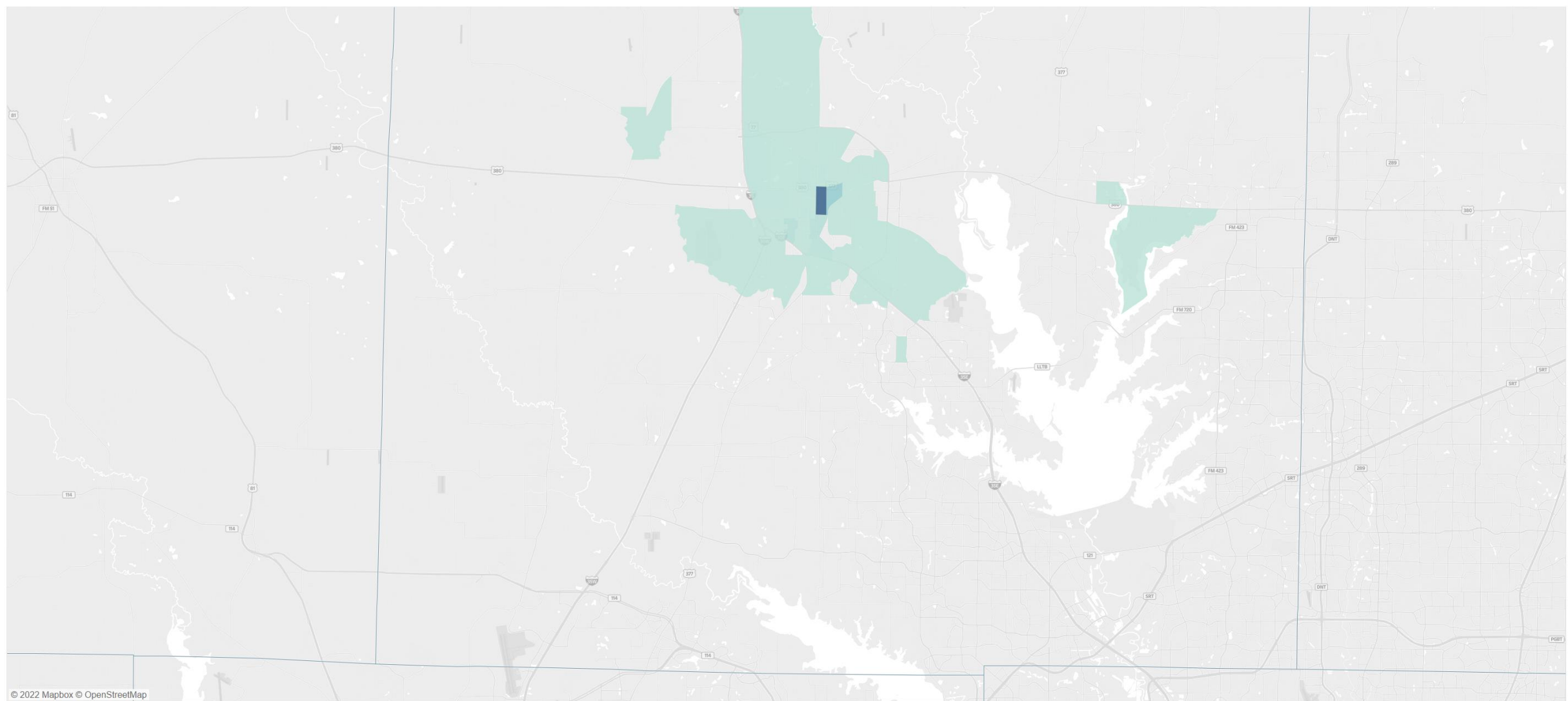
# UNT



- Destination Campus  
UNT
- Education Discount
  - All Residents
  - Students
  - Employees
  - Students + Employees
- Time Of Day  
All
- Day Type  
All
- Purpose  
All
- Geography  
All
- Daily Trips  
21 35,237
- Minimum Trips to Display  
From 20





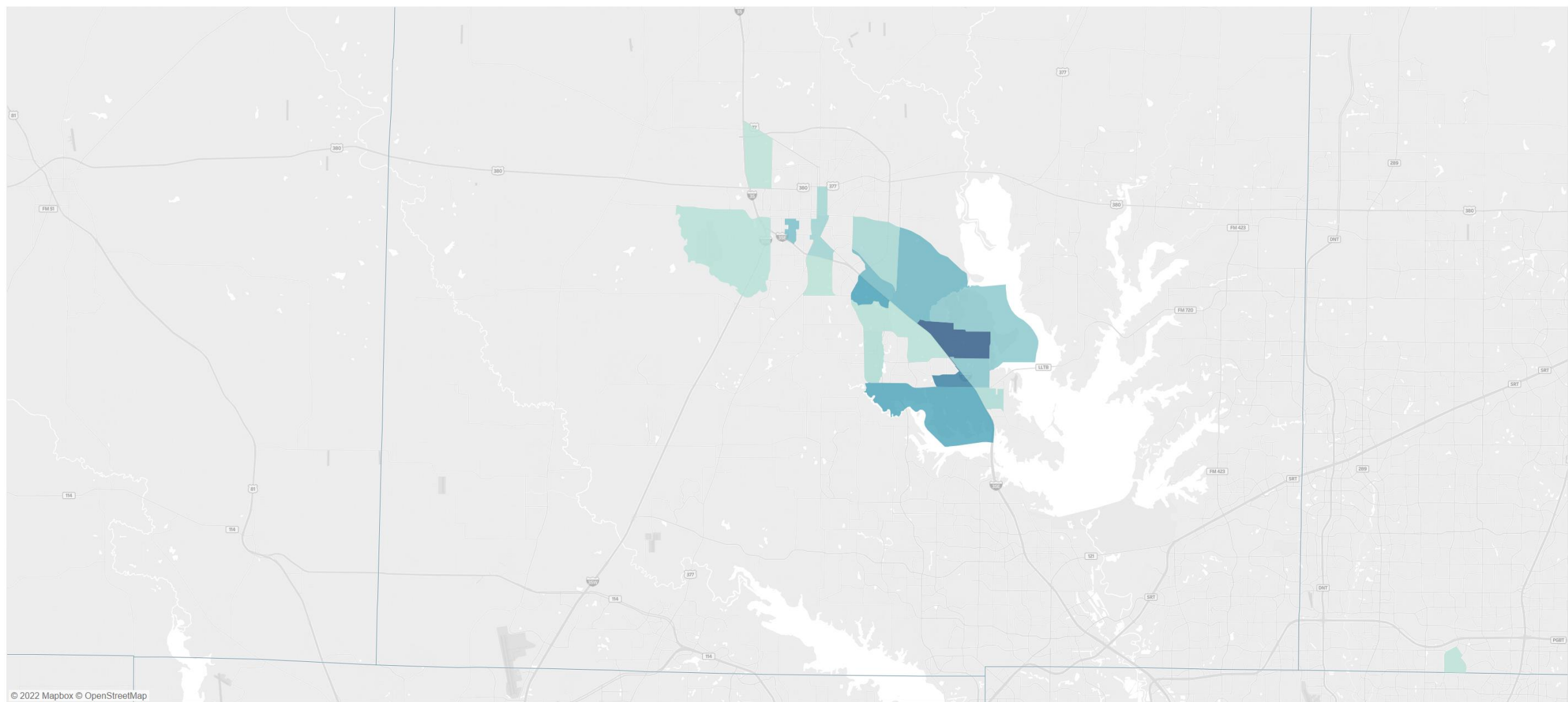


- Destination Campus TWU
- Education Discount
  - All Residents
  - Students
  - Employees
  - Students + Employees
- Time Of Day All
- Day Type All
- Purpose All
- Geography All
- Daily Trips 20 to 6,297
- Minimum Trips to Display From 20

© 2022 Mapbox © OpenStreetMap



# NCTC Corinth



- Destination Campus  
NCTC Corinth
- Education Discount
  - All Residents
  - Students
  - Employees
  - Students + Employees
- Time Of Day  
All
- Day Type  
All
- Purpose  
All
- Geography  
All
- Daily Trips  
20 209
- Minimum Trips to Display  
From 20

Non-equity

M

LI

Motorized

# Needs Assessment Next Steps

- Travel Patterns Analysis
  - Travel patterns in 19 subareas
  - Regional travel to and from Denton County
  - Time and day
  - Trip Purpose
  - Equity + Students
- Gap Analysis

# **PUBLIC ENGAGEMENT**



# Stakeholder Engagement

- Stakeholder Engagement Plan
- Branding & Materials
- Project Website
- Stakeholder Identification
- Project Advisory Committee
- Online Survey & Engagement

# Public Engagement Schedule

- May 2022 Project kick-off meeting and preliminary input
- July 2022 Phase I review and Phase II preparation
- September 2022 Phase II input
- January 2022 Wrap up Phase II
- February 2022 Final report initial review
- July 2022 Phase I (virtual): Exchange of information (Existing Conditions)
- Aug – Sep 2022 Online Survey
- October 2022 Phase 2 (virtual): Exchange of information (Supporting Scenarios)
- February 2023 Phase 3/Final Report

# Public Engagement Tools

The screenshot shows the top portion of a website. At the top left is the logo for the North Central Texas Council of Governments, which consists of a gear with a map of Texas inside it. To the right of the logo is the text "North Central Texas Council of Governments". In the top right corner, there are links for "About Us / Contact Us / Legal" and social media icons for Facebook, Twitter, YouTube, Instagram, and LinkedIn.

Below the header is a navigation menu with the following items: AGENCY ADMINISTRATION, AGING SERVICES, ECONOMIC DEVELOPMENT, EMERGENCY PREPAREDNESS, ENVIRONMENT & DEVELOPMENT, EXECUTIVE DIRECTOR, NCT 9-1-1, PUBLIC SAFETY, REGIONAL DATA, WORKFORCE SOLUTIONS, and TRANSPORTATION.

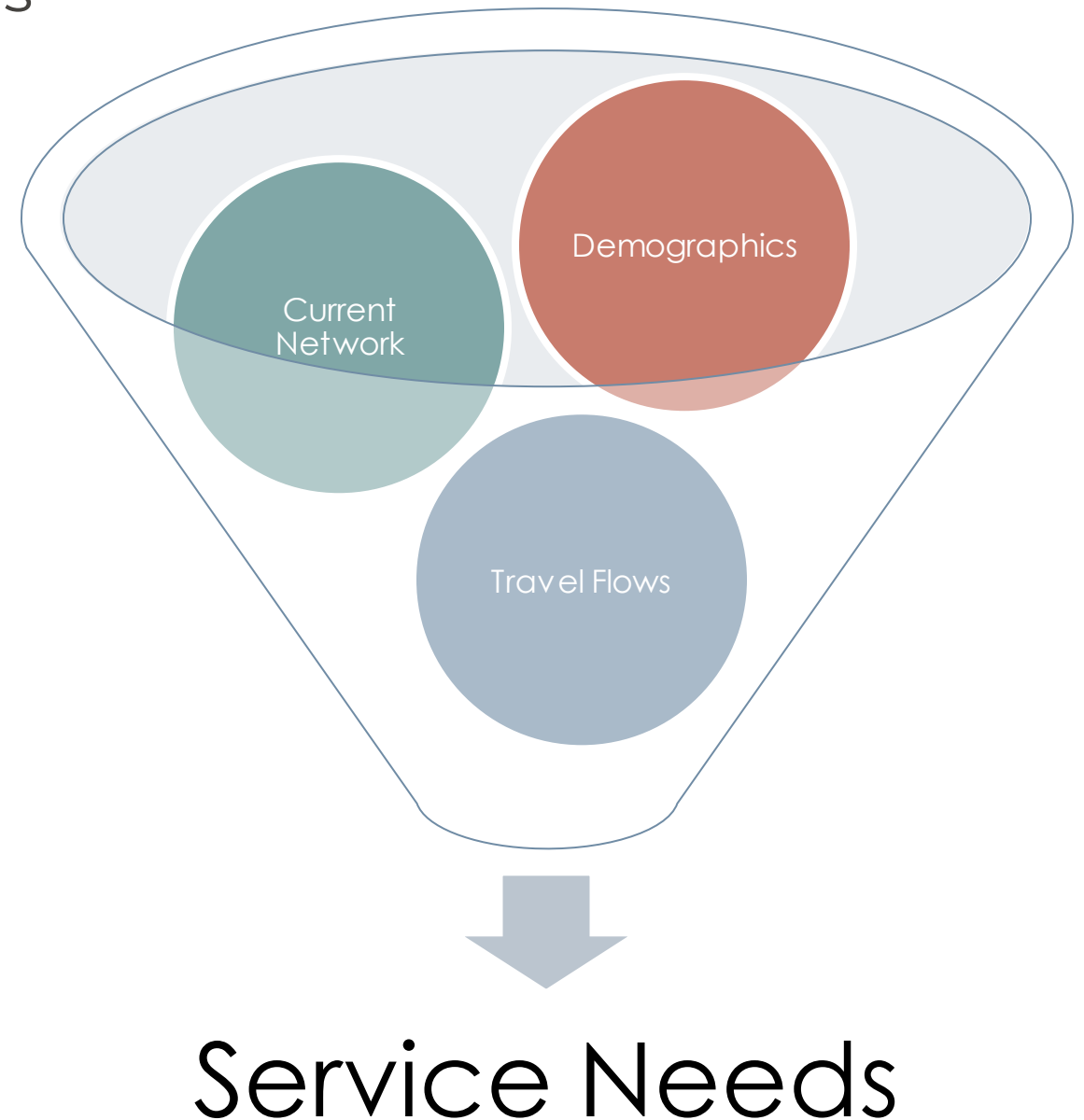
Below the navigation menu is a dark blue banner with the text "NCTCOG > Denton County Transit Study" on the left and a gear icon on the right.

The main content area features the text "Denton County" in a blue, italicized font, followed by a series of blue chevrons pointing to the right. Below this is the text "Transit Study" in a large, bold, dark blue font. In the bottom right corner of the main content area, there is a small button that says "Translate".

# SCENARIOS

# Scenario Overview

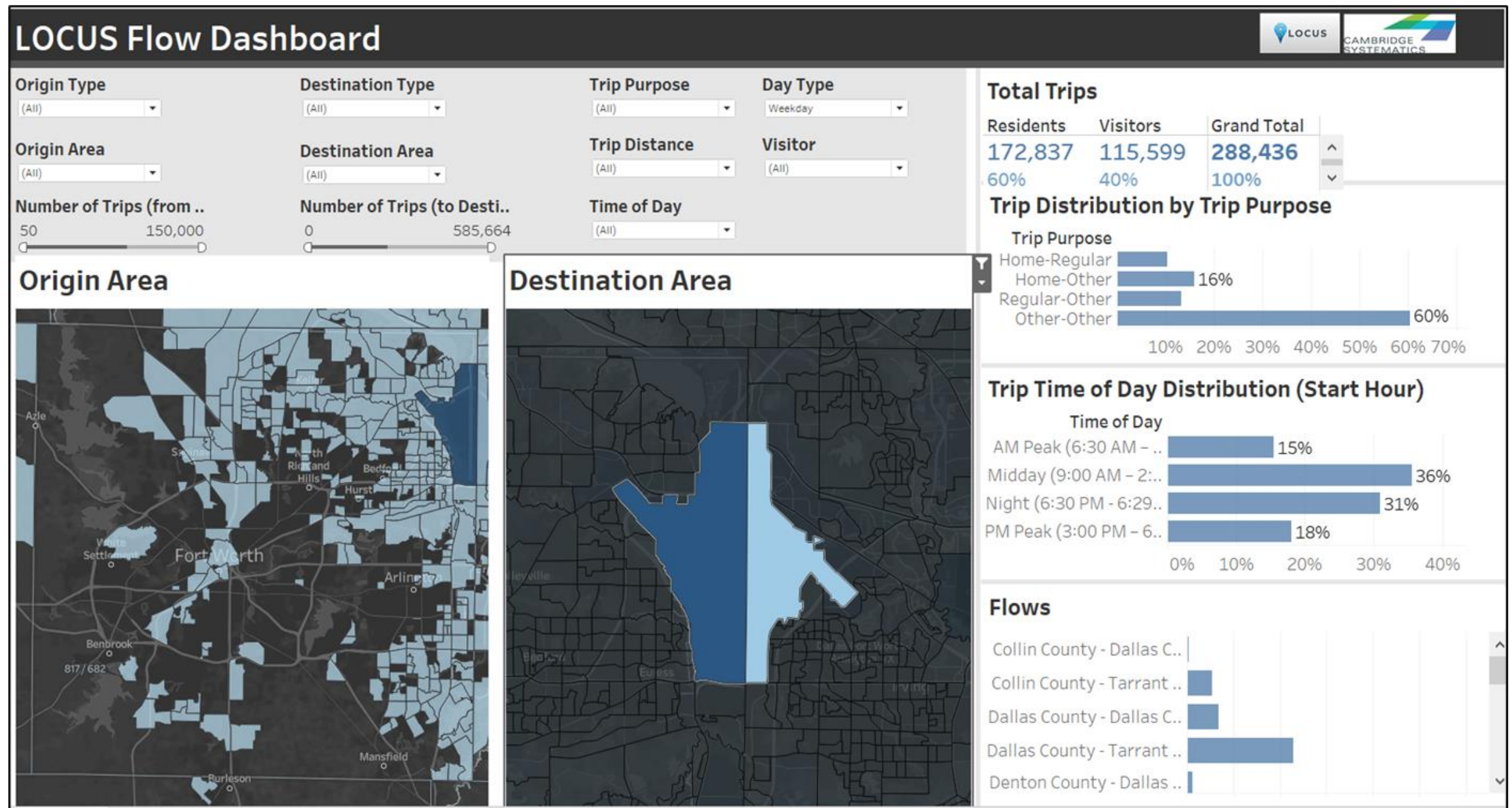
- **Purpose:** to understand trade-offs between different transit service options
- First Step: Determining **transit service needs:**
  - **Current transit network** coverage
  - **Demographic information** (existing and future population densities, employment locations, households in poverty, etc.)
  - **Travel flows:** location-based services (LBS) data



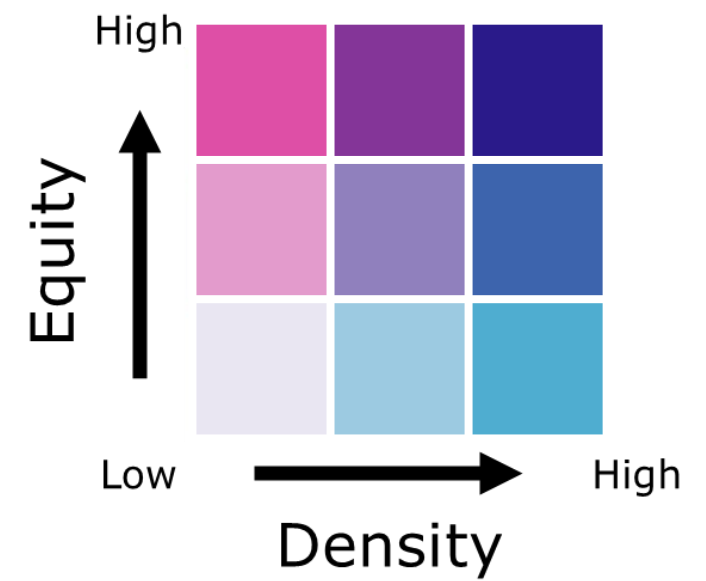
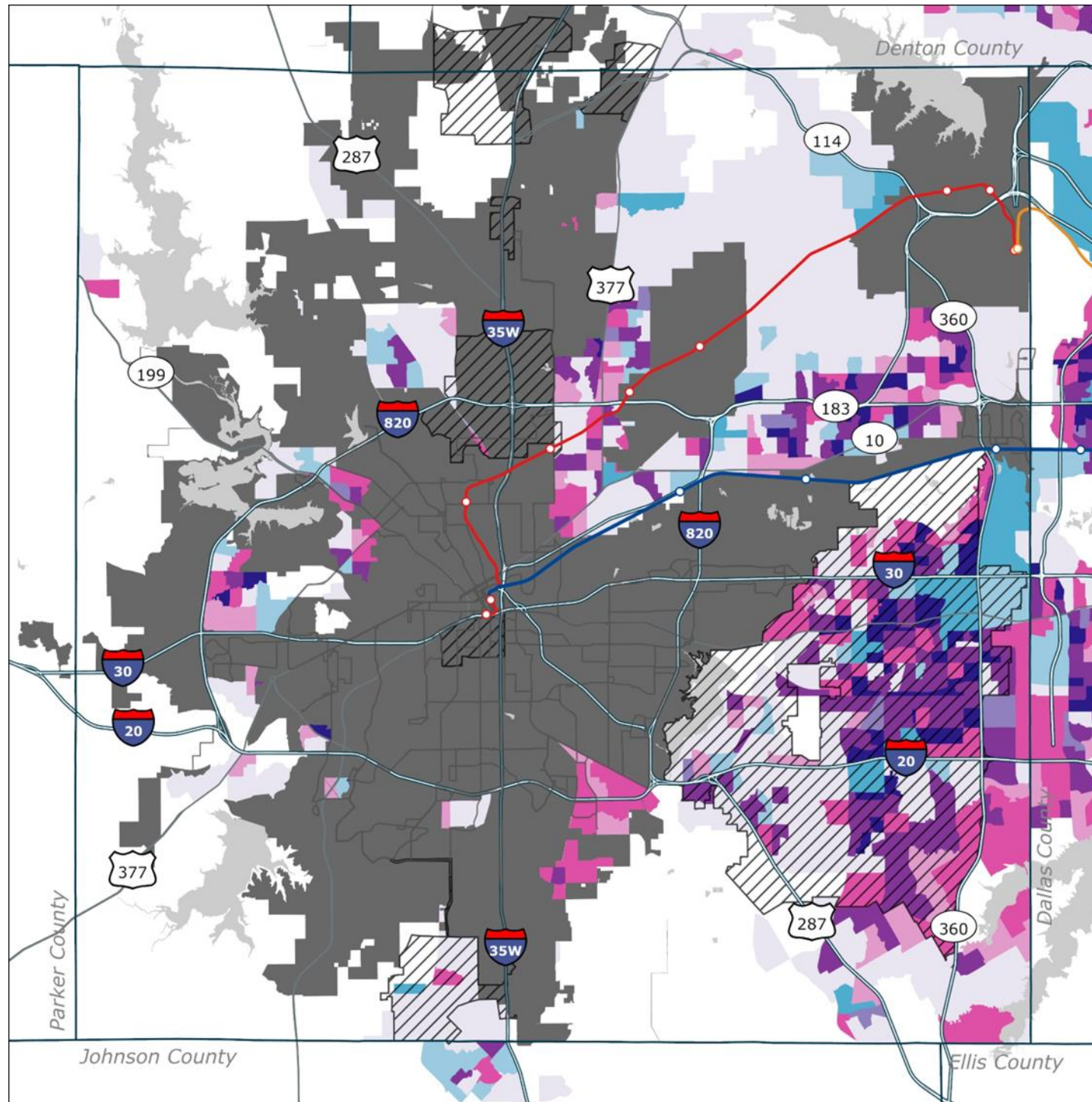




# LBS Analysis Example

## Tarrant County Trip Flows to DFW Airport



# Composite Needs Assessment Example



-  Existing MOD Zones
-  Existing Service Area



# Defining Alternative Scenarios

- Build from NCTCOG's **Mobility 2045** Plan
- Consider appropriate (or alternative) **funding levels**
- Consider variation in County **coverage**
- Consider variation in **types of transit services**  
e.g., (localized vs. Intercounty vs. regional travel)
- Consider **alternative service delivery options**  
(e.g., Vanpool, GoZone On-Demand, Lyft subsidy program)









# Transit Service Types

**Denton County  
Transit Study  
Service Type**

**Purpose**

**Local Examples**

<b>Mobility on Demand</b> 	<b>Connects lower-density areas; First-mile/Last-mile connections</b> 	<b>DCTA GoZone Lyft Partnership</b>
<b>Local Fixed-route</b> 	<b>Connects medium-density areas for all trip types</b> 	<b>Denton Connect UNT Service</b>
<b>Regional Fixed-route</b> 	<b>Connects distant destinations and job centers</b> 	<b>DCTA N. Texas XPress DCTA A-Train</b>

# Scenario Evaluation Metrics

- Population and employment accessibility
- Student, low-income and minority population accessibility
- Ridership potential
- Cost effectiveness



**NEXT STEPS**

# Next Steps

- Continue Needs Assessment
- First round of Public Engagement
- Scenario Development

# QUESTIONS & ANSWERS

# Contact

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

