

## AGENDA

**Regional Transportation Council  
Transit Subcommittee  
Thursday, January 24, 2008  
8:30 a.m. – 9:45 p.m.  
NCTCOG Transportation Council Room**

1. **Introductions**

2. **Update Regarding Work Plan Progress**

Action       Possible Action       Information

Item Summary: The committee will receive an update of the work plan approved in December 2007. Staff will present progress made since the last committee meeting and items planned for the next month.

3. **Update Regarding Sales Tax Revenue Estimates**

Action       Possible Action       Information

Item Summary: During the Regional Transit Initiative, estimates of available sales tax revenue were prepared using 2003 data. Staff has updated the estimates using 2007 data and prepared various funding level scenarios. This information will be merged with updated cost estimates when available.

4. **Evaluation of Additional Revenue Concepts**

Action       Possible Action       Information

Item Summary: The Regional Transit Initiative Finance Committee evaluated several potential funding sources in addition to the sales tax. Since that time, additional sources have been presented as options by legislators and others. The committee will receive information on additional candidate revenue sources that will be updated with current revenue estimates. Committee input will be requested on additional funding sources to be evaluated.

5. **Development of a Brand Image and Marketing Campaign**

Action       Possible Action       Information

Item Summary: Since 2002, the effort to advance seamless regional rail has been through several committees with various names. The new efforts of this committee will integrate the work of previous committees and move forward with outreach to business, legislators, and the public. The committee will receive an update of marketing efforts being planned and on a new "brand name" that is being developed to unite the region around the efforts of this committee. The proposed brand name is "Rail North Texas" to integrate with other NCTCOG initiatives.

5. **Other Business (Old or New):** This item provides an opportunity for members to bring items of interest before the group.

**Next Meeting:** To be determined.