

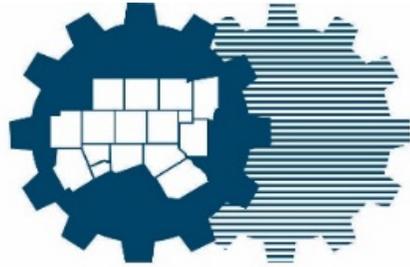
The Collin County Transit Study Project Advisory Committee meeting will begin shortly.

Please mute your microphones and enter your name and organization in the chat box.

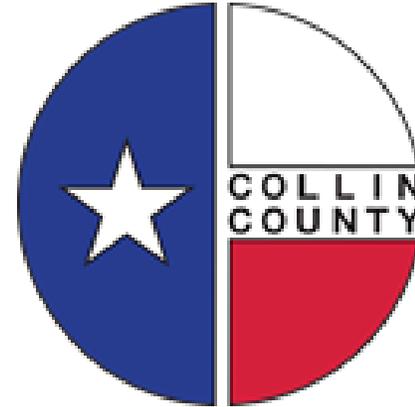


Thank you.





**North Central Texas
Council of Governments**



COLLIN COUNTY TRANSIT PLANNING STUDY

**Project Advisory Committee
7th Meeting**

February 4, 2021

Agenda

- Meeting Protocols
- Meeting Context
- Study Milestones Schedule
- Transit Service Needs and Market Analysis Technical Report
- Scenario Development
- Introducing Funding and Implementation Strategies
- Irving to Frisco Rail Corridor Update
- Questions & Open Discussion
- Next Steps

Meeting Protocols

Meeting Protocols

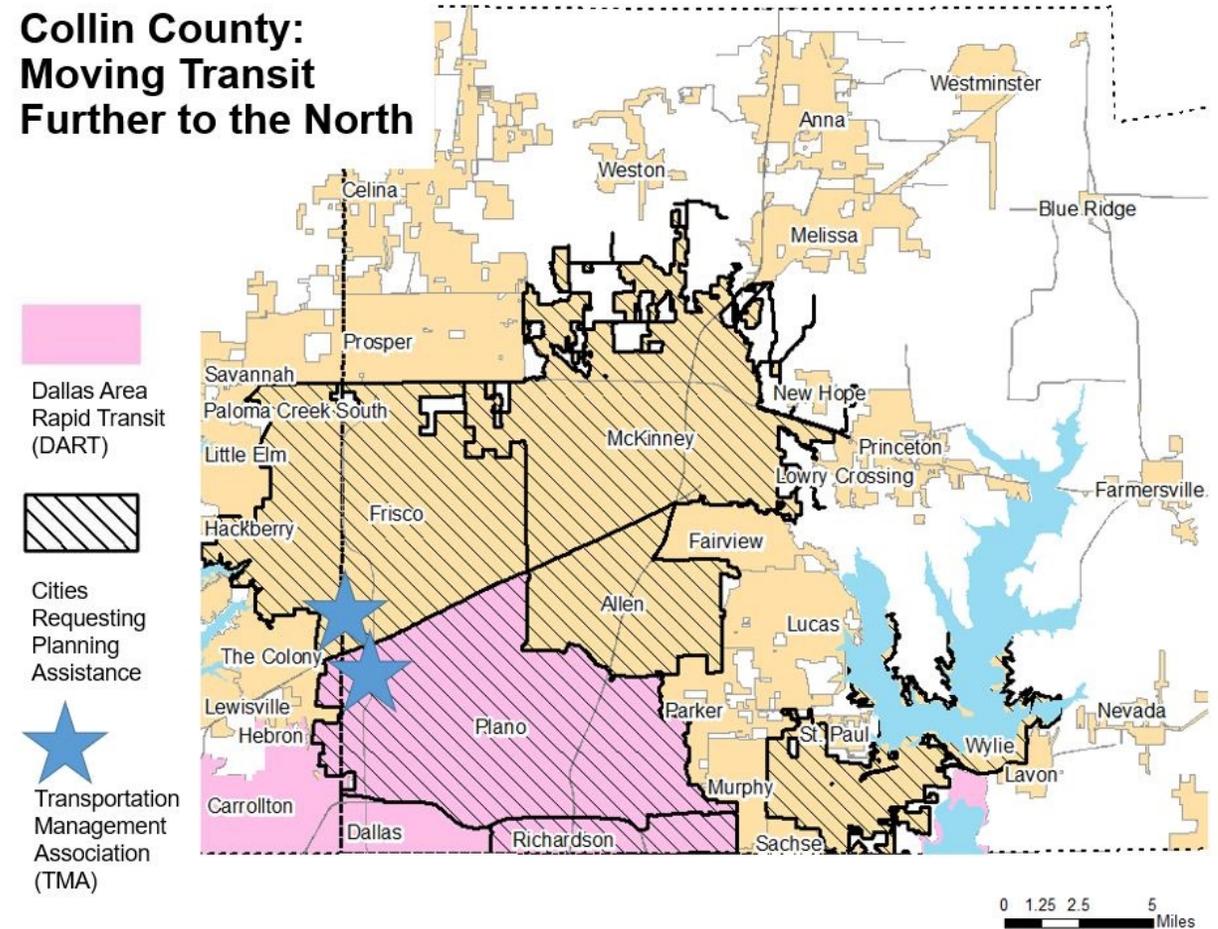
- Please keep your microphone muted unless speaking
- Please enter your name and organization into the [Chat Box](#)
- Please utilize the **Raise your hand** feature to ask a question or make a comment; you may also use the [Chat Box](#) for questions and comments



- If joining by phone, please hold your questions and comments until specified times during presentation

Meeting Context

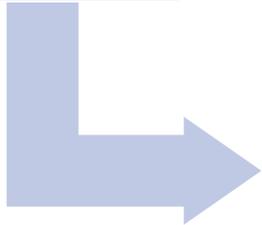
Collin County: Moving Transit Further to the North



Study Milestones Schedule

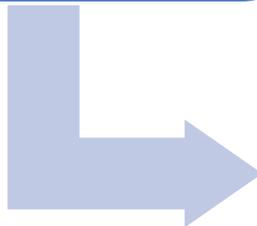
December

- Final Transit Propensity Maps
- Scenario Development (introduction)



February

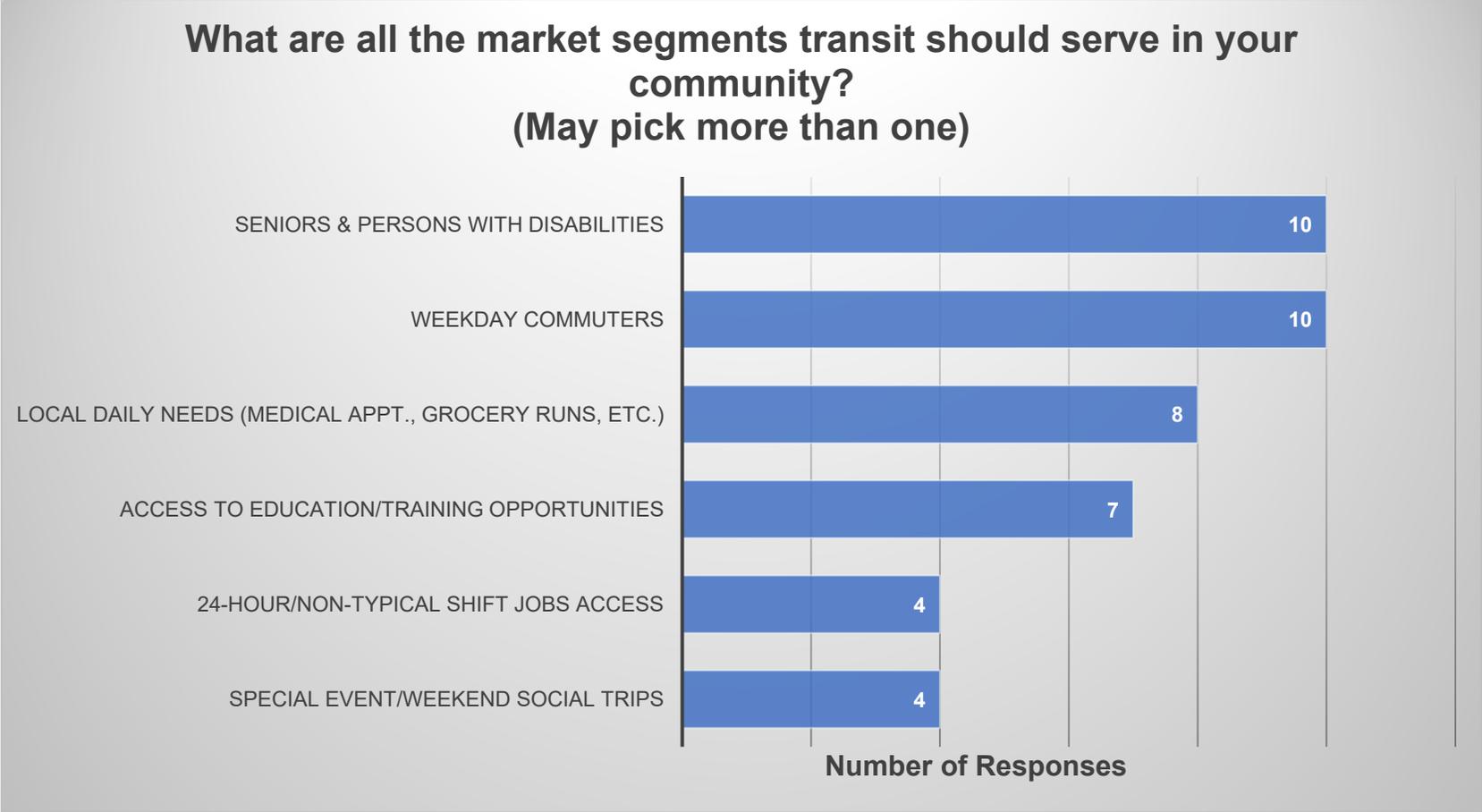
- Transit Service Needs & Market Analysis Technical Report
- Scenario Development
- Introduce Funding & Implementation Strategies



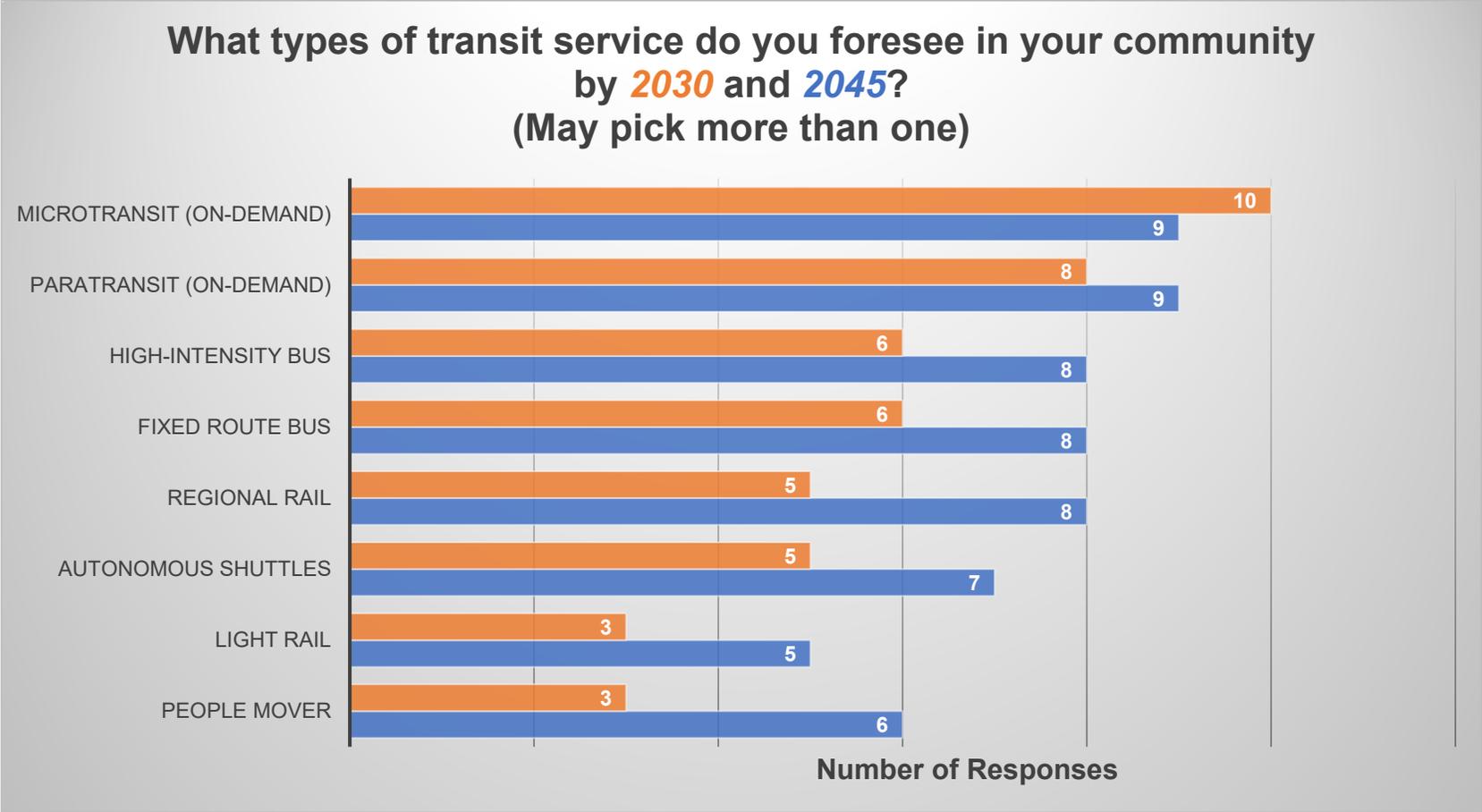
March

- Scenario Funding & Implementation Strategies
- Transit Supportive Economic Development Best Practices Report
- People Mover Locations – Feasibility Results

Advisory Committee Survey Results



Advisory Committee Survey Results



Transit Service Needs and Market Analysis Update

Objective: Identify existing and trending

- Transit markets
- Service gaps
- Underserved corridors/areas;
- First/last mile service deficiencies

Progress:

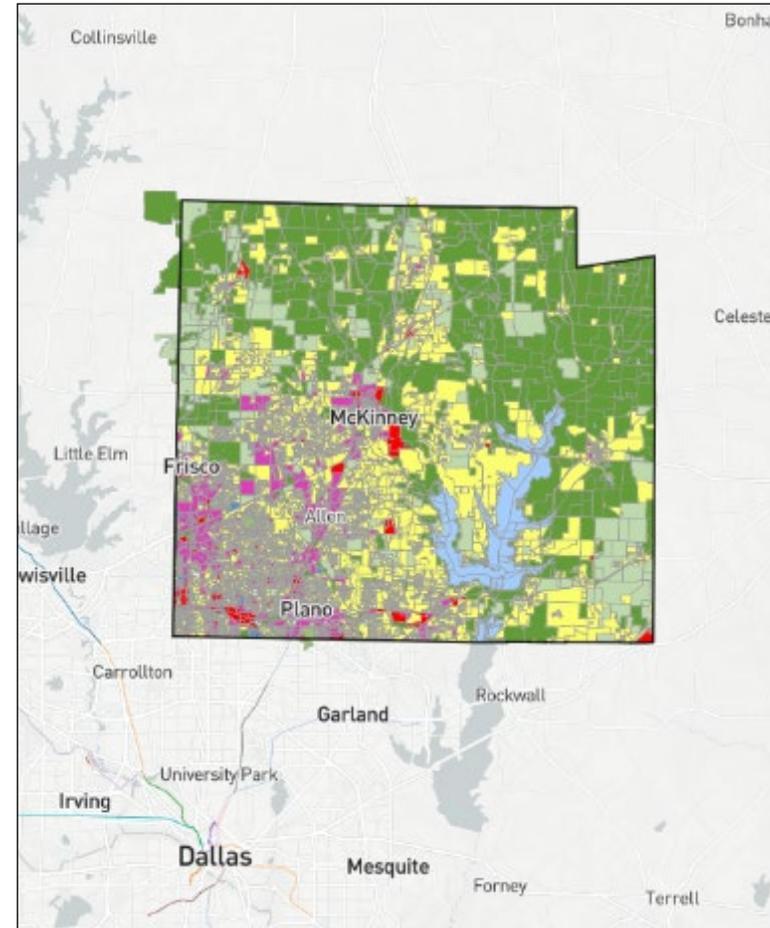
- Building off Transit Propensity analysis
- Completing draft Market Analysis and Maps of Market Conditions
- Developing Best Practices for Transit-Supportive Economic Development



Source: <http://www.houstontomorrow.org/livability/story/dallas-looking-at-transit-oriented-development-for-medical-district/>

Collin County Transit Propensity Mapping

- Purpose: To visualize where transit makes the most sense in Collin County
- Based on:
 - Who has the highest need
 - Where is the highest demand
 - Where and why people want to use transit
 - Which services match best with which transit markets



Collin County Transit Propensity Summary

Cumulative Transit Propensity Map

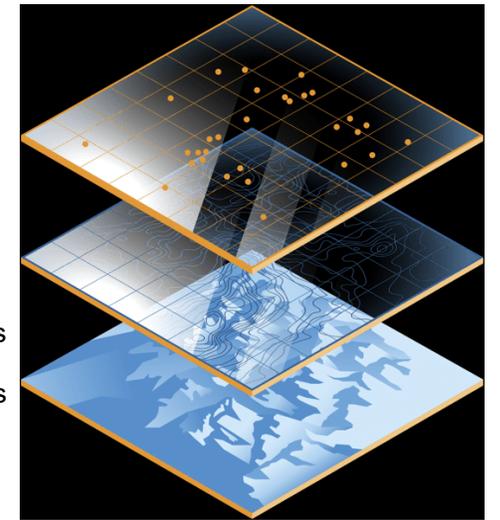
Legend

Cumulative Score



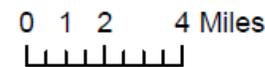
- - - Strongest Propensity Zones
- - - Emerging Propensity Zones
- - - Future Propensity Zone

Map Overlay Analysis

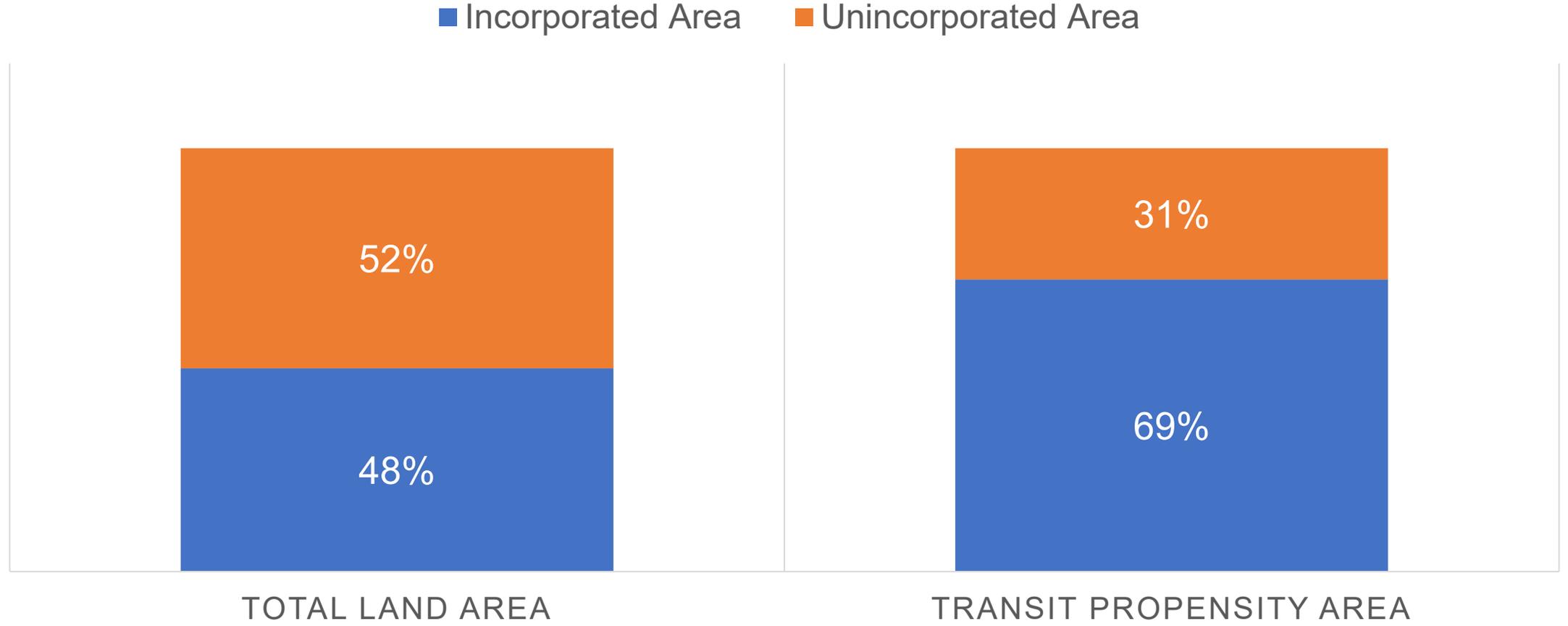


Notes:

- This map represents the cumulative transit propensity within Collin County
- Data from each of five components ("pie pieces") was layered to create a composite score

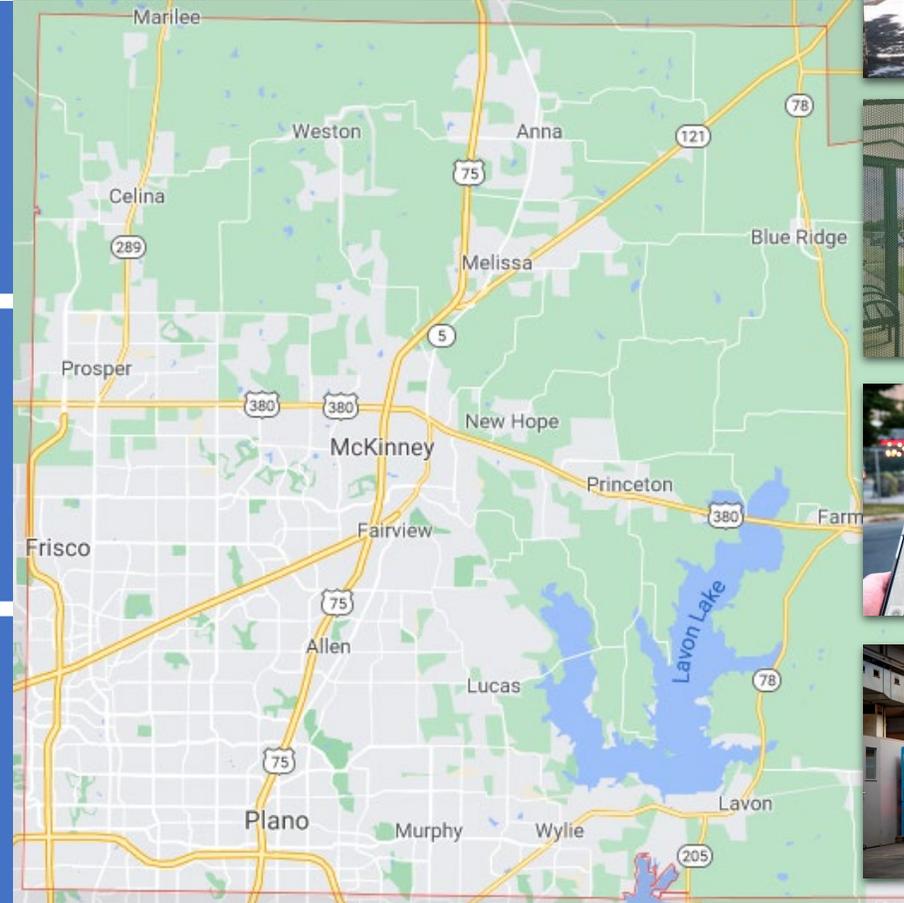


Collin County Transit Propensity

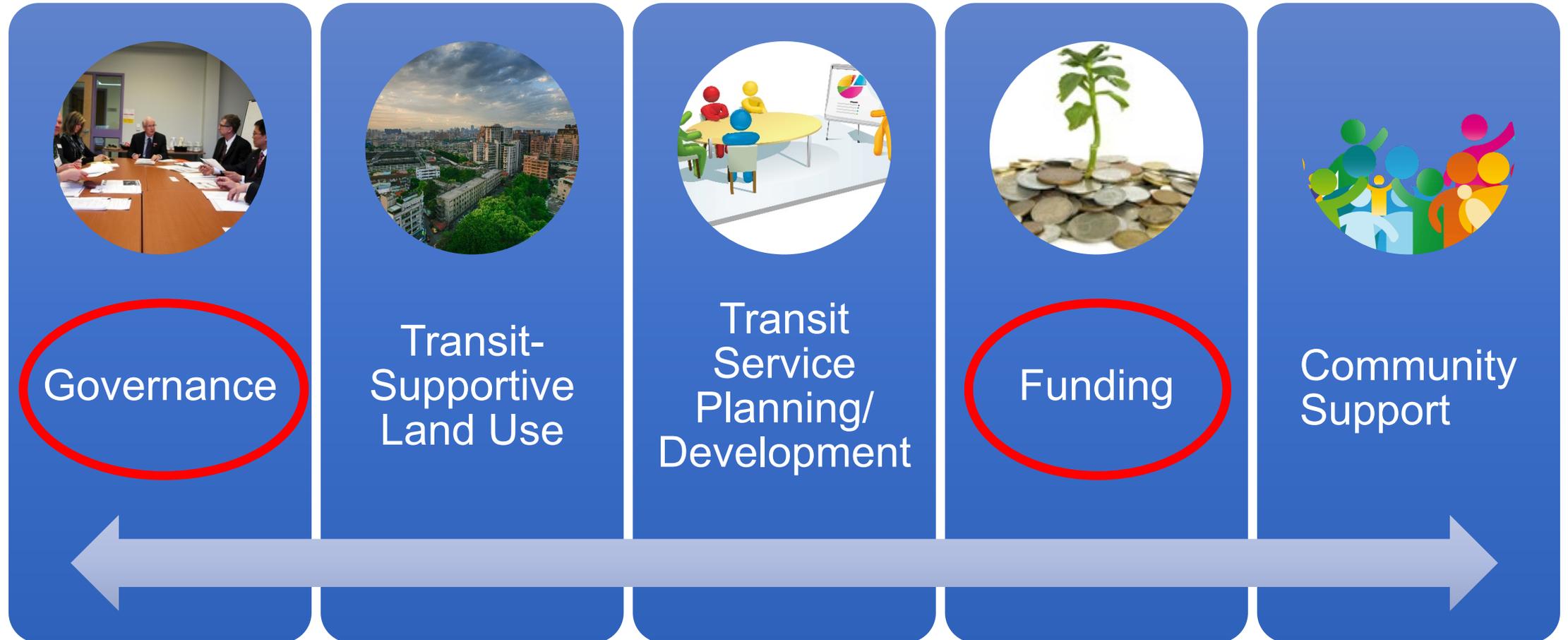


Scenario Development Overview

Objective	Identify potential future(s) for transit in Collin County
Approach	Develop and assess scenarios based on evaluation criteria
Outcome	Visualizations and other means to help stakeholders understand tradeoffs and pros/cons



Five Keys to Preparing for Transit



Scenario Development – Approach



Jurisdictional Focus

- Basic Mobility
- Emerging & High Growth
- Developed & Maturing
- DART Member Cities



Phasing Component

- Near-Term (1-5 Years)
- Mid-Term (5-10 Years)
- Long-Term (10+ Years)

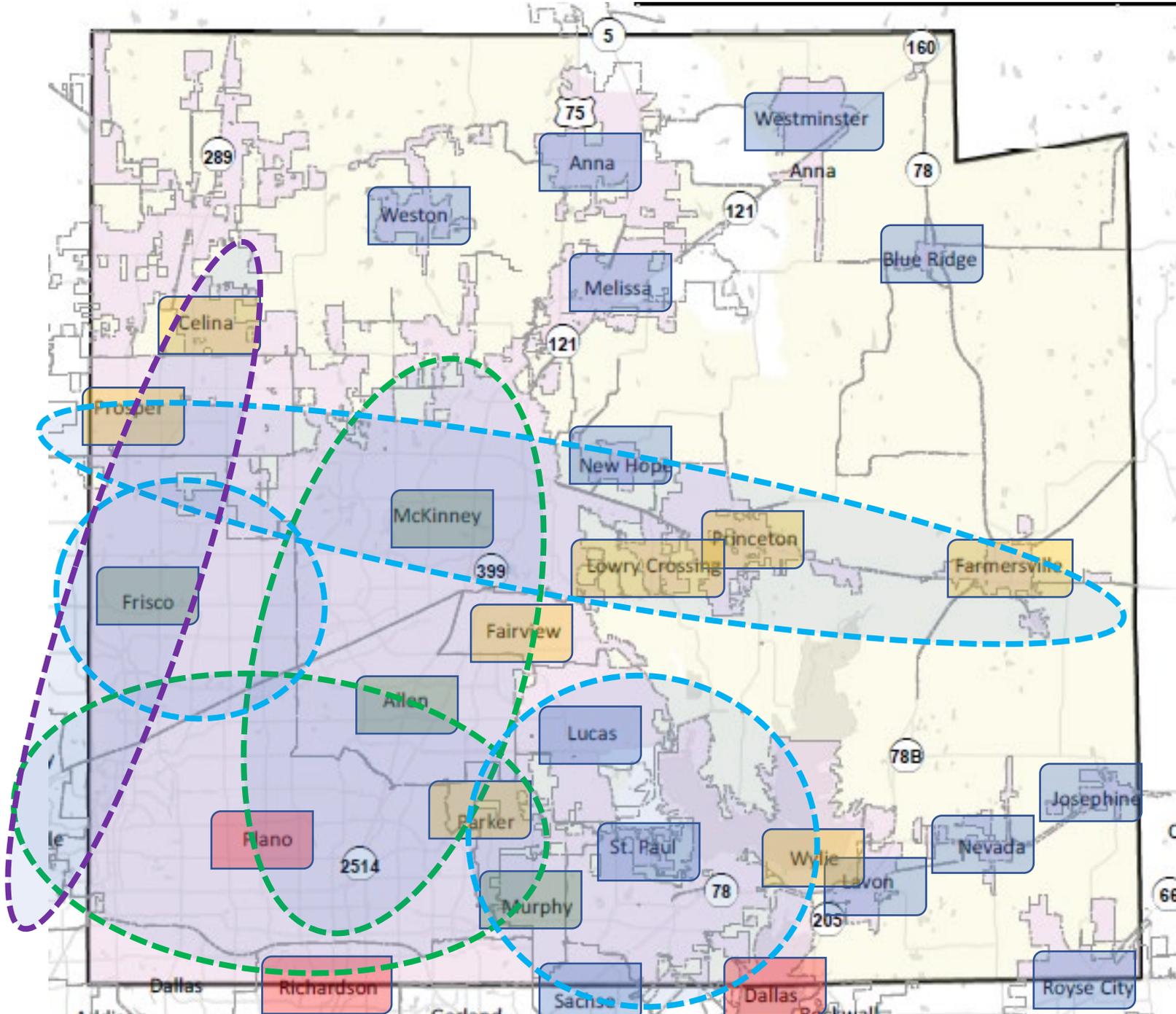


Transit Service Mix

- Fixed-Route
- Demand-Responsive
- Autonomous Shuttle
- People-Mover
- Vanpool
- High-Intensity Bus
- Regional Rail

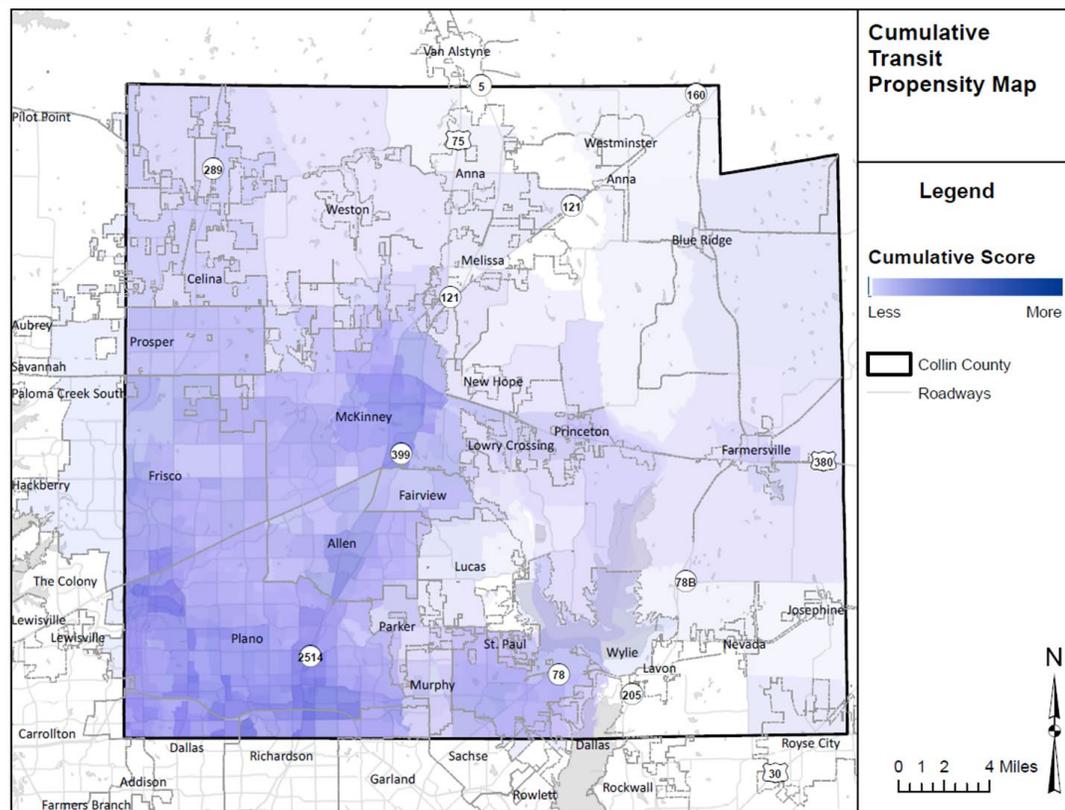
Transit Propensity Zones

- Basic Mobility
- Emerging & High Growth
- Developed & Maturing
- DART Member



NOTE: Classifications are for general guidance, individual jurisdictions may recommend changes.

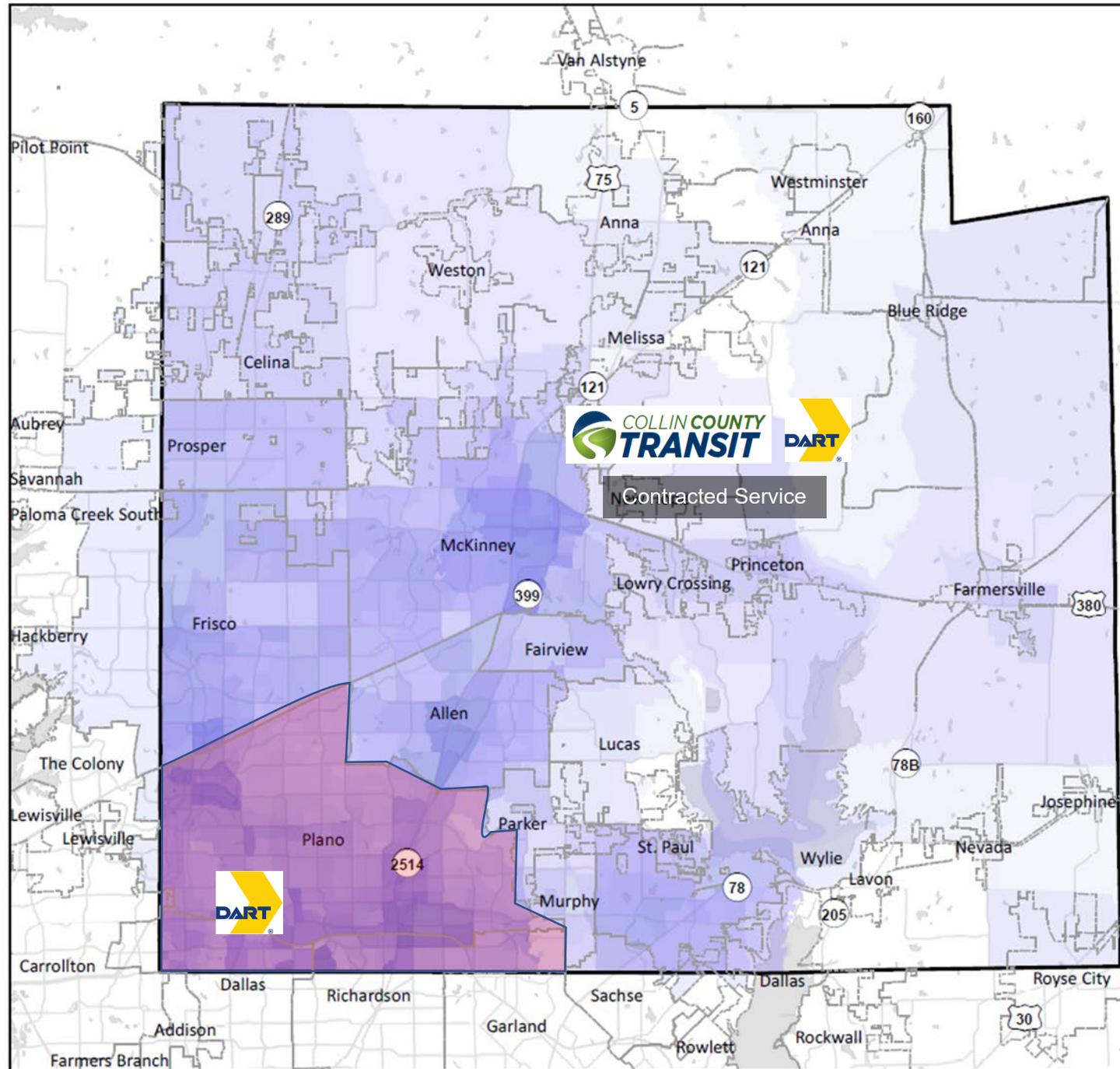
Low Transit Intensity Scenario



- Emphasis on basic mobility services
- Largely a continuation of current transit services
- Few new agreements or partnerships
- Beyond DART service area unlikely to attract new riders

Low Transit Intensity Scenario

- DART service area maintains current approach
- Collin County Transit service continues
- Balance of county gradually adds on-demand (subsidized taxi or equivalent) via contract
- Longer term transition to AV shuttles
- No new rail or high-intensity bus



Cumulative Transit Propensity Map

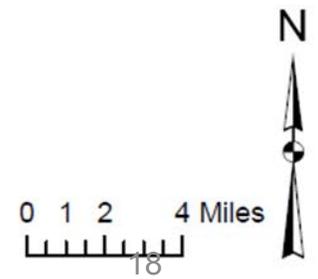
Legend

Cumulative Score

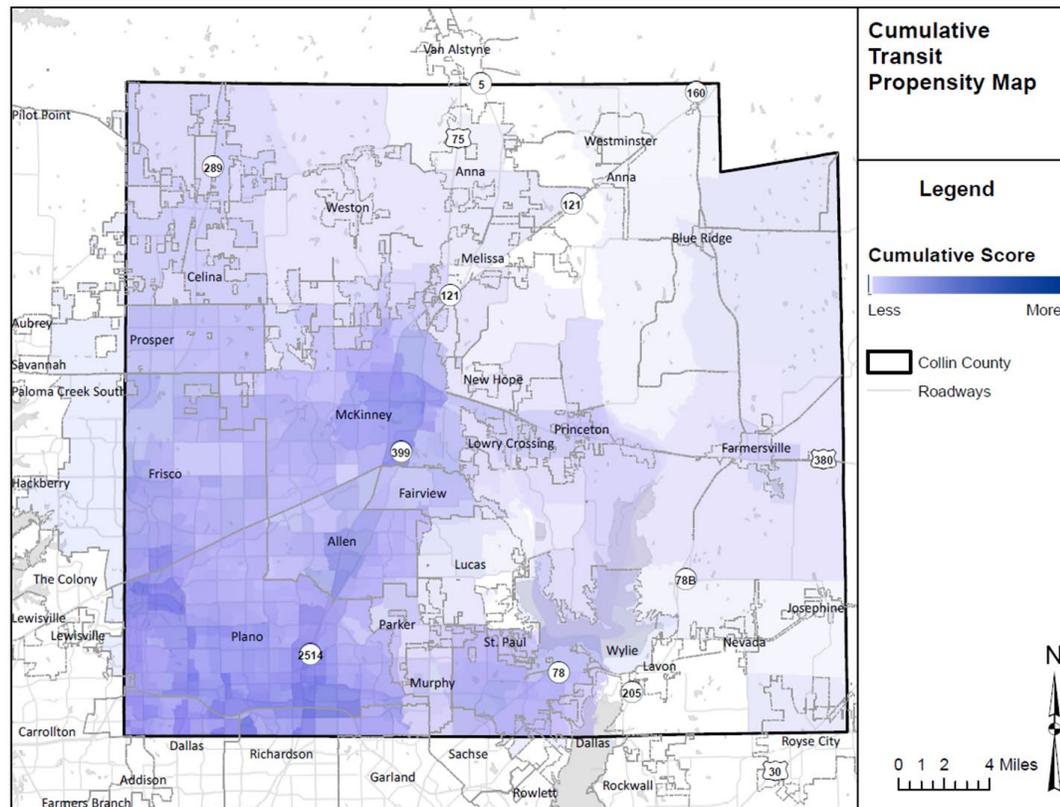
Less More

Collin County

Roadways



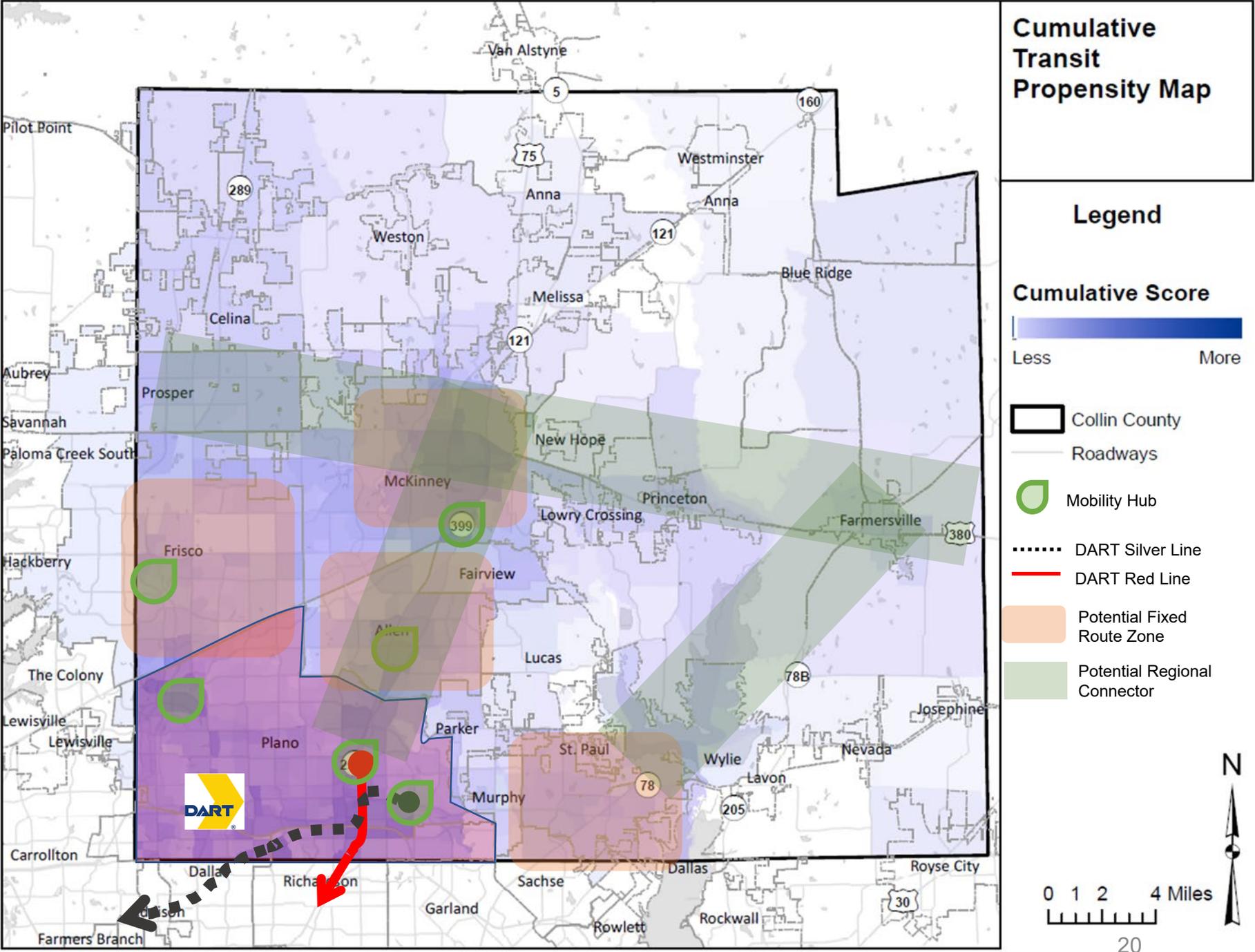
Medium Transit Intensity Scenario



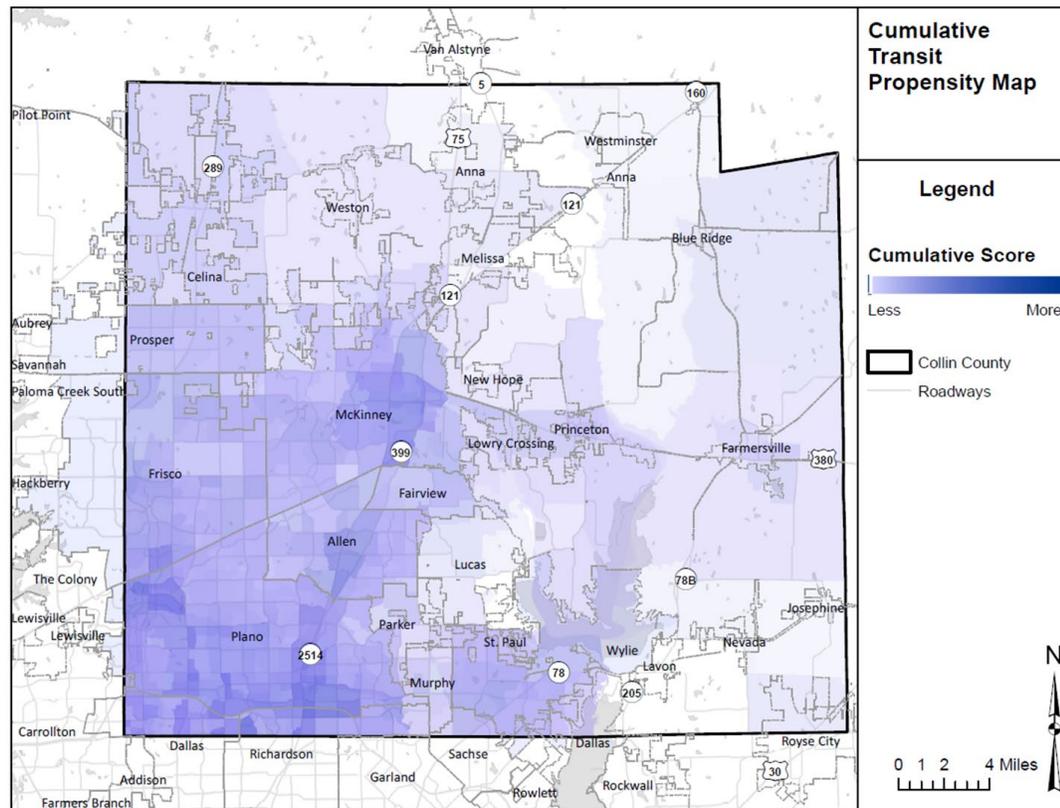
- Emphasis on areas with high transit propensity, population concentration, and activity centers
- Requires new governance and financial arrangements to implement
- Balance of meeting basic mobility needs and more robust transit in select areas
- No regional rail or high-intensity bus

Medium Transit Intensity Scenario

- Four zones with potential for fixed route transit
- Three regional corridors with potential for connector routes
- Mobility hub development to provide multimodal connectivity



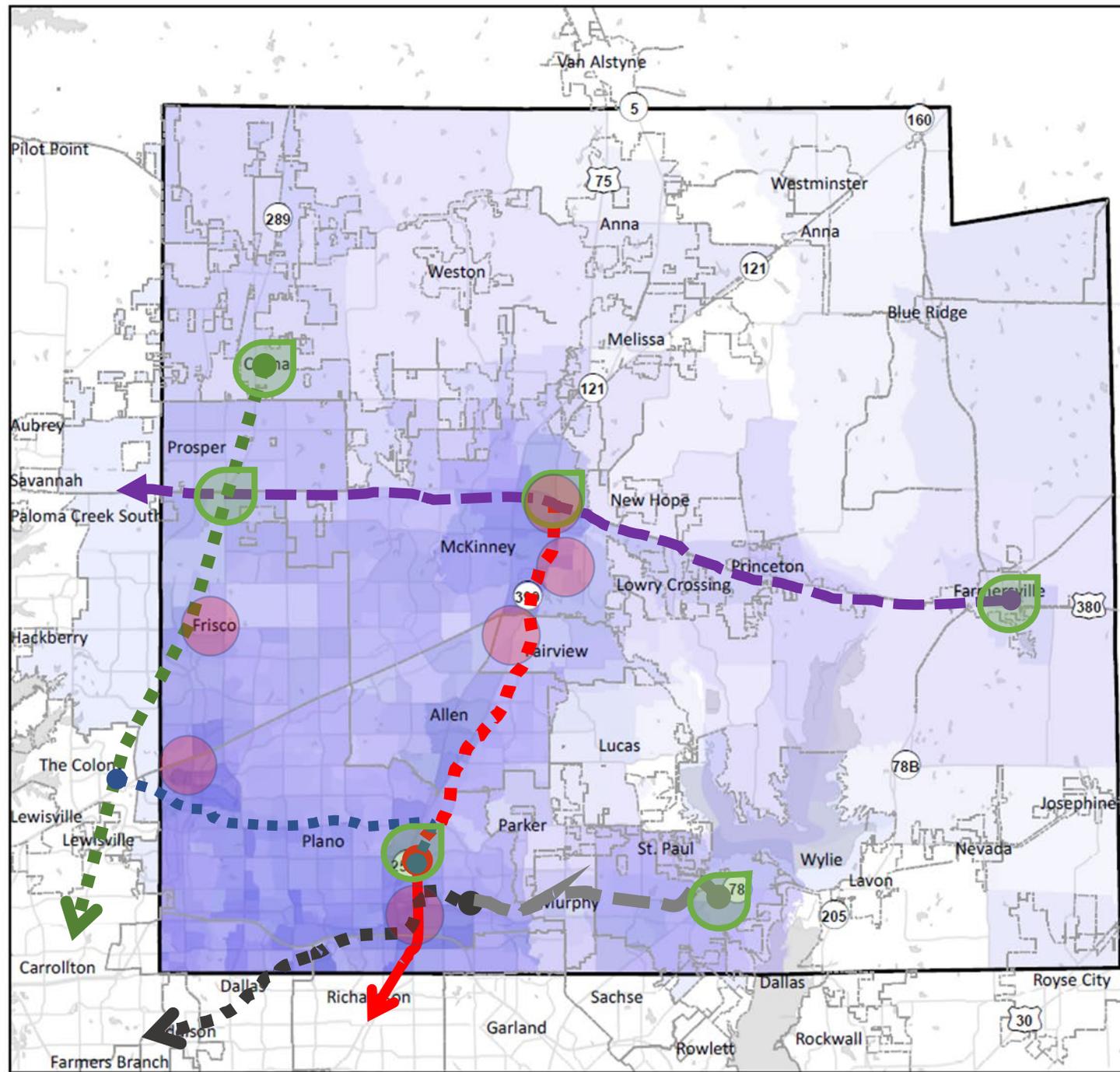
High Transit Intensity Scenario



- Substantial commitment to multimodal system built on transit ‘backbone’
- Mix of transit services and facilities with transit-supportive economic development
- Coordination of governance and funding essential ingredient (LGC, etc.)
- Supports high level of connectivity to greater DFW region

High Transit Intensity Scenario

- Development of a regional transit “backbone”
 - Regional Rail
 - High-Capacity Transit
- Multimodal hubs provide connectivity
- Additional services:
 - Local Bus
 - Micromobility
 - Express Bus
 - Vanpool
 - People Movers
- *Only alternative capable of transformative mobility shifts*



Cumulative Transit Propensity Map

Legend

Cumulative Score

Less More

- ▭ Collin County
- Roadways
- DART Red Line
- ⋯ US 380 HCT
- ⋯ Spring Creek Pkwy HCT
- ⋯ US 75 HCT
- ⋯ Irving to Frisco/Celina Regional Rail
- ⋯ DART Silver Line
- ⋯ DART Silver Line Extension
- Potential People Mover Zone
- Mobility Hub

0 1 2 4 Miles

22

Action Plan for Jurisdictions

Governance

Funding

Path to Implementation

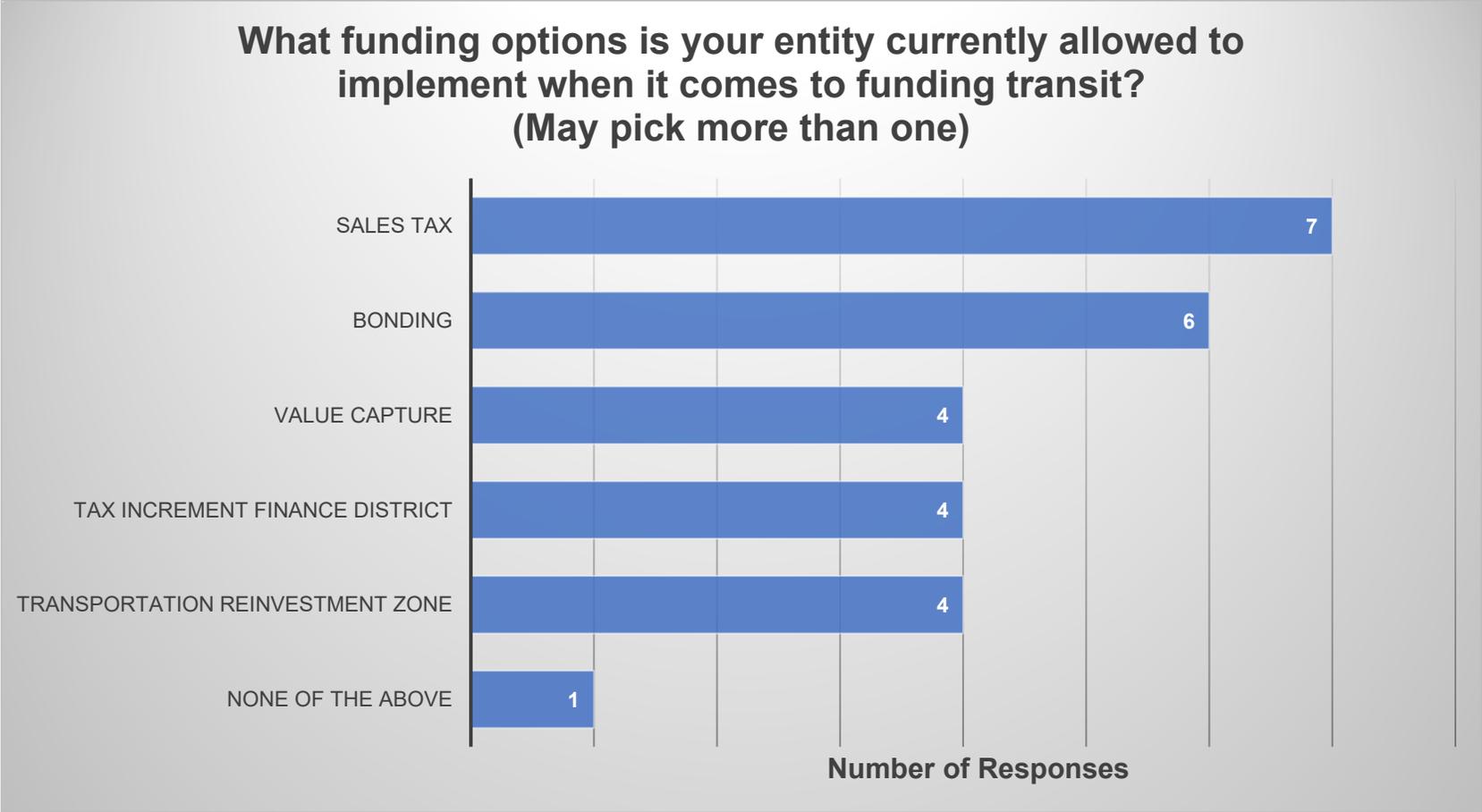
Phasing

Upcoming presentations and reports will contain 'action plans' for each type of Transit Propensity Zone

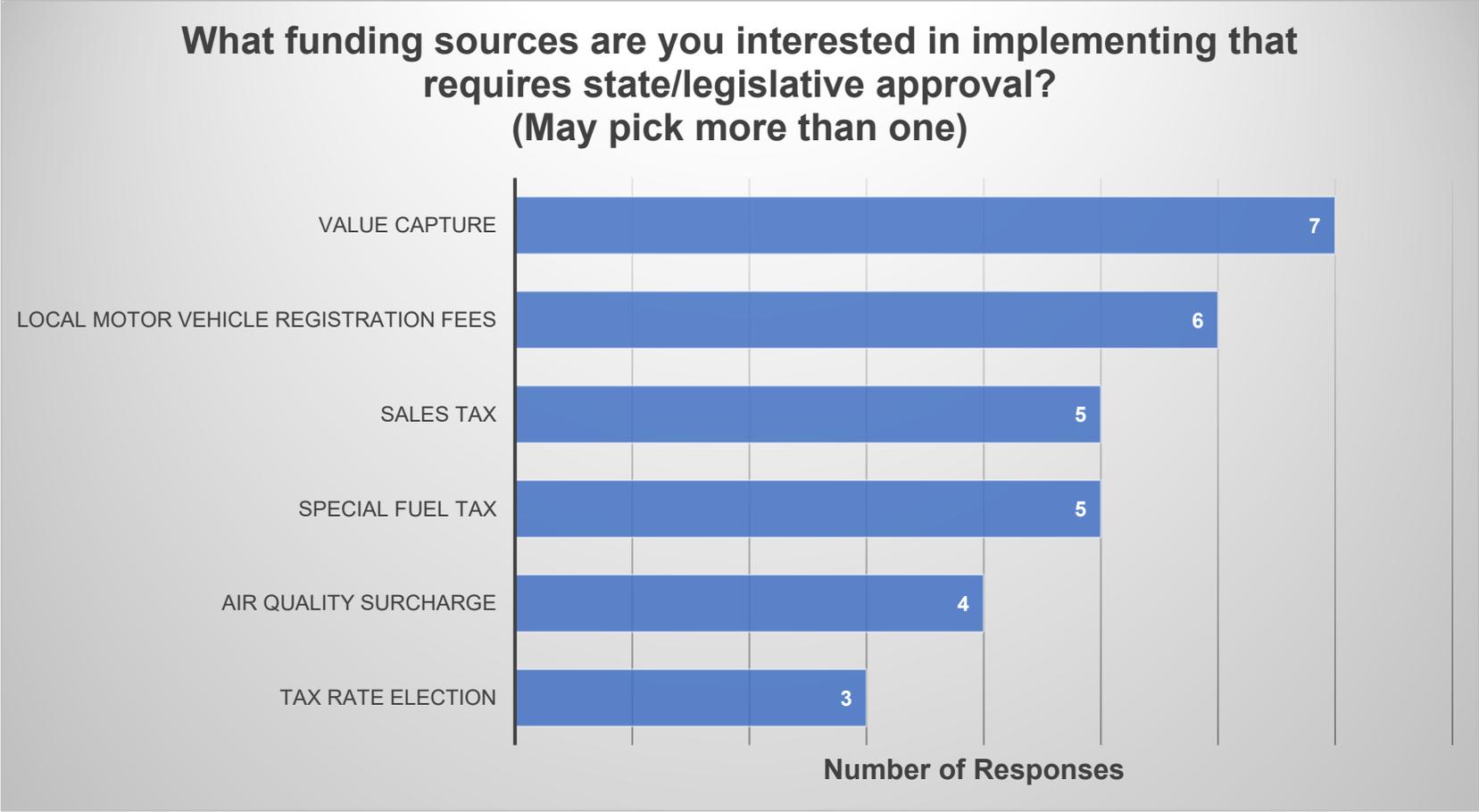
Next Steps

- Gather PAC feedback on each scenario
- Further define scenarios
 - Phasing and implementation
 - Mobility and access (% of population served, job access, etc.)
 - High-level cost estimates
 - Governance
 - Funding
- Incorporate into technical report and public-friendly formats
- Build upon work for remainder of study

Advisory Committee Survey Results



Advisory Committee Survey Results



Funding

3 Scenarios

1. Sales Tax/Federal Funding
2. Sales Tax/Venture Capital/Federal Funding
3. Combination of Options (sales tax/venture capital/local funding options)/Federal Funding



Scenario 1

- Sales Tax Revenue
 - Portion of sales tax up to limit of \$0.01
- Federal Funding
 - Assumes 50% of project

Scenario 2

- Sales Tax
 - Portion of sales tax up to limit of \$0.01
- Value Capture
- Federal Funding
 - Assumes 50% of project

Scenario 3

- Combination of options
 - Sales Tax
 - Fuel Tax
 - Tax Rate Election
 - Bonding
 - Motor Vehicle Registration Fee
- State Funding
- Federal Funding
 - Assumes 50% of project

Irving to Frisco Rail Corridor Update

- Rail Coordination Efforts with BNSF
 - Balancing supply side with demand side
- Station Screening Results – 12 Stations
 - Continued Efforts on Location of Sam Rayburn Tollway (SRT) Station
- Ridership Modeling Efforts:
 - Northern Terminus
 - Alternative Demographics at Station Locations
 - Station Phasing
 - Preferred Interlining Alternatives with TRE
- Similar Efforts
 - Public Engagement Tools
 - LBS Data
 - People Mover Locations
 - Funding Options for Legislative Request

Questions & Open Discussion

- Study Milestones Schedule
- Scenario Development
- Funding & Implementation Strategies
- Other

Next Steps

- Send out Transit Service Needs & Market Analysis Technical Report for Committee Review
- Develop Scenario Action Plans connected with Funding & Implementation Strategies
- Finalize People Mover Locations Feasibility Analysis

Next scheduled meeting is **March 4 at 10:30 am**

NCTCOG Team Contacts

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