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.
Agenda

• Meeting Protocols
• Meeting Context
• Study Milestones Schedule
• Final Existing Conditions Report
• Transit Propensity
• Committee Members Feedback on Legislative Initiatives

• Irving to Frisco Rail Corridor Update
• Questions & Open Discussion
• Next Steps
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

- Dallas Area Rapid Transit (DART)
- Cities Requesting Planning Assistance
- Transportation Management Association (TMA)
Study Milestones Schedule

September
- Existing Conditions Report
- Transit Propensity Maps
- Funding Report for Legislative Agenda

October
- Transit Propensity Maps
- Committee Member Feedback on Legislative Initiative

November
- Finalized Transit Propensity Maps
- Transit Service Needs & Market Analysis Technical Report
- Scenario Development (introduction)
Final Existing Conditions Report

Thank you for your review and comments.

Final Existing Conditions Report will be available on the project website for download.
Transit Propensity – Demographics & Land Use 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
Measures of Transit Propensity

- Five components
- Assess each and synthesize for complete picture
- Findings will inform next stage of study process
## Transit Propensity-Market Segments and Trip Purposes

### Who Rides? *
- “Reliant Commuters”
- “Task Riders”
- “Corporate Commuters”
- “Event Riders”
- Plus:
  - Former Riders
  - Future Riders

### Why Do They Ride?
- Work
- School
- Shopping/Dining
- Medical
- Social/Recreation
- Other

*Source: 2019 DART Customer Segmentation Survey*
Policy Direction

- LBS Trip Data
- Demographics & Land Use Mapping
- Regional Travel Demand Model Analysis
- Mobility Plan & other Transit Planning Studies
- Policy Direction
Mobility Plan and Other Studies

• Summarized in Existing Conditions Report
• Mapping and Analysis Underway
• Findings Anticipated at November Meeting
Regional Travel Demand Model

- Analysis Underway
- Findings Anticipated at November Meeting
Location-Based Services Trip Data

- BIG Data
- Anonymous, cell-phone based data identifying travel movements of people to, from, and within Collin County
- Not mode specific
LBS Data
Fixed-Route Findings

- Generally “Go Where the People are”
- SW Quadrant
- Major Corridors
- Activity Centers

Collin County

TSZs With >10,000 Inbound Trips/Weekday
LBS Data
Micro-Transit
Findings

- On-Demand and App-Based
- Smaller Vehicles
- Flexible Routing
- Propensity Across Large Portions of County

TSZs With >1,000 Inbound Trips/Weekday of Less than 2.5 Miles

Collin County
LBS Data
Micro-Transit Findings

- On-Demand and App-Based
- Smaller Vehicles
- Flexible Routing
- Propensity Across Large Portions of County
Demographics and Land Use

Southwest Quadrant of Collin County has Transit-Supportive Land Use

• Today
• And in 2045
Collin County
Transit Propensity Factors- Household Density (2020)

Households / Acre

Frisco
Prosper
McKinney
Allen
Plano
Murphy
Wylie
Sachse

0.0 - 1.0
1.0 - 2.0
2.0 - 5.0
5.0 - 10.0
10.0 - 24.0
Collin County
Transit Propensity Factors- Employment Density (2020)
Demographics
and Land Use

In Simple Terms:

• SW Quadrant Supports Fixed-Route Transit Today and in Future

• Balance of County: Needs-Based, On-Demand Service
Transit Propensity Measures

Next Steps

- Final results in November
- Use as basis for scenario development
- Help guide implementation strategies
<table>
<thead>
<tr>
<th>Funding Options for Legislative Consideration</th>
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<tbody>
<tr>
<td><strong>Description of Funding</strong></td>
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<tr>
<td>Bonding</td>
</tr>
<tr>
<td>Sales Tax</td>
</tr>
<tr>
<td>Tax Rate Election</td>
</tr>
<tr>
<td>Value Capture</td>
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<tr>
<td>Local Motor Vehicle Registration Fees</td>
</tr>
<tr>
<td>Special Fuel Tax</td>
</tr>
<tr>
<td>Air Quality Surcharge</td>
</tr>
<tr>
<td>Luxury Transportation Tax</td>
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</table>
Feedback from Committee

Recommendations from Committee to RTC on which Transit Funding Sources to highlight for Legislative Action
Irving to Frisco Rail Corridor Update

- Rail Coordination Efforts with BNSF
  - Balancing supply side with demand side
- Station Screening Results
- Alternative Demographics at Station Locations
- Interlining Opportunities
- Similar Efforts
  - Public Engagement Tools
  - LBS Data
  - People Mover Locations
  - Funding Options for Legislative Request
Questions & Open Discussion

• Study Milestones Schedule
• Transit Propensity Analysis
  ▪ Policy Direction
  ▪ Mobility Plan & Other Planning Studies
  ▪ Regional Travel Demand Model Analysis
  ▪ LBS Data Analysis
  ▪ Land Use & Demographics Analysis
• Funding Options for Legislative Initiative
• Other
Next Steps

• Finalize Transit Propensity Maps
• Begin Scenario Development
• Coordinate with RTC members on Legislative Initiative
• Coordinate with Advisory Committee members individually on People Mover locations

Next scheduled meeting is **November 5 at 2:30 pm**
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