Access North Texas – Dallas County

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North Central Texas Council of Governments

UNT Dallas      DART Headquarters   Richland College
Agenda

Welcome and orientation

Introduction to Access North Texas

Identify needs and resources

Re-evaluate 2013 priorities

Questions, comments, discussion

Next steps
How to Use the Keypads

Press the number on the keypad that corresponds to the answer choice on the screen.

Press with the pad of your finger – not your fingernail.

A green light will illuminate briefly when the answer is received.

The answer will show briefly on the LCD screen.

Please do not push the channel button in the bottom left.
What type of agency do you work for?

1. Local or state government
2. Transportation provider
3. Healthcare provider
4. Non-profit
5. Social service organization
6. Community advocate / community member
7. Other
North Central Texas Council of Governments

Conducts planning and supports coordination for a variety of purposes

Transportation department coordinates service and creates short-term and long-term plans
Access North Texas

Is…

A plan to coordinate public transit and human services transportation

Identifying solutions to address unmet need

Specific, short-term plan

Prioritizing recommendations for limited federal and state funding

Focused on coordinating existing services
Access North Texas

Is not...

- Unlimited funding
- A transportation service
- Detailed feasibility studies or highway planning
- Top-down requirements for service or activities
Access North Texas

Timeline and Outcomes

Kick-off, August 2016

Dallas County, Jan. 2017

County-by-County Outreach Meetings, Fall 2016 – Summer 2017

Final Plan Document, Fall 2017

Plan Implementation and Maintain Partnerships, Early 2018
Updating the Plan

- Continue to identify successfully implemented strategies
- Work with communities to identify transportation needs
- Identify, update, and prioritize solutions
- Implement projects through ongoing partnerships and coordination
Dallas County

Goal: Clearly identify short-term transportation needs and resources to plan for efficiency and coordination

Successes and challenges to transportation

Destinations accessible and inaccessible

Barriers to accessing transportation

Benefits of transportation options

Kinds of service or accommodations needed
With the agency you work for, what is the highest day-to-day transportation need?

1. Medical
2. Work
3. Nutritional / Grocery store
4. Social
5. Other

<table>
<thead>
<tr>
<th>Need</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical</td>
<td>42%</td>
</tr>
<tr>
<td>Work</td>
<td>50%</td>
</tr>
<tr>
<td>Nutritional / Grocery store</td>
<td>0%</td>
</tr>
<tr>
<td>Social</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

C-Dallas2.12
What is your primary area of concern?

1. Improve awareness of available services
2. Increase coordination between agencies
3. Fund new services
4. Enhance the user’s experience
5. Create targeted implementation plans
6. Other
What funding approach will have the biggest impact on improving access to transit?

1. Focus on getting additional federal or state investment in transit
2. Focus on getting additional local government investment in transit
3. Focus on increasing user choice
4. Focus on integrating funding sources from multiple programs (Aging, Workforce, Medicaid, etc.)
5. Other
What method could improve the awareness of available services?

1. Targeted marketing to local agencies
2. Public marketing campaign
3. A centralized location to receive information about transit
4. Materials provided in another language
5. Other
What is the biggest barrier for you when coordinating between agencies to improve public transportation?

1. Knowing where to start
2. Identifying appropriate contacts
3. Successfully contacting other agencies
4. Developing agreements between agencies
5. Other
What is the best way to enhance the user’s experience?

1. Personal instruction on the phone or in person
2. Better information about how to use transit
3. Additional assistance provided by the driver or personal attendant
4. Fewer transfers between providers for regional trips
5. Other

19% 13% 25% 38% 6%
Which technology advances are most likely to help improve transportation options for seniors, individuals with disabilities, and low-income individuals in the next five years?

1. Transportation network companies like Uber and Lyft
2. Web or smartphone apps with info on multiple providers
3. Assistive driving technology (stay-in-lane, automatic breaking)
4. Driverless cars
5. Driverless cars, buses or shuttles
6. Other
7. None – most people won’t access these options
Next Steps

Continue to identify successfully implemented strategies

Work with communities to identify transportation needs

Identify, update, and prioritize solutions

Implement projects through ongoing partnerships and coordination
Help Us Prioritize!

What are your four top priorities for Dallas County?

A. Write four different priorities and rank them, or

B. Write fewer than four priorities and use stars to tell us what’s the most important
Help Us Prioritize!

What are your four top priorities for Dallas County?

In the sections below either:
A. Write four different priorities and rank them, or
B. Write fewer than four priorities and use stars to tell us what’s most important.

Describe your priority:

1. Service Expansion (Examples: hours of operation, geography, etc.)
   - Expanded hours of operation to cover third shift in south Dallas County

2. Better connection to the Dallas VA Medical Center

3. Information Access (Examples: someone to call, website, etc.)
   - One phone number or website to learn about transit options in Dallas-Fort Worth

4. Funding (Example: a political champion, increase local contribution, integrate existing sources, etc.)
   - Additional local funds from cities and employers needed to support new transit service

   - Coordination (Examples: between agencies, new partnerships, etc.)

   - Other good ideas

   - 

   -
Please Return Your Keypad!

Thank You
Questions or Comments

Please contact:

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In January, three outreach meetings were held in Dallas County. The comments and concerns from each meeting were combined into one summary in order to illustrate all of the transit needs within Dallas County.

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   a. Welcome .............................................................................. p.1
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1. Meeting Summary
   a. Welcome
      Kelli Schlicher from the North Central Texas Council of Governments (NCTCOG) welcomed and thanked everyone for attending the each meeting.

   b. Introduction to Access North Texas
      Ms. Schlicher provided a short presentation and covered the following material at each meeting:
      - An overview of NCTCOG
      - What Access North Texas is and is not
      - The general timeline of the plan update
      - A summary of the 2013 plan

   c. Interactive Questions and Discussion
      The attendees answered several interactive questions and participated in open conversation about the public transportation needs and challenges in Dallas County. The polling questions and discussion are summarized below.
With the agency you work for, what is the highest day-to-day transportation need?
Medical trips were noted as the highest day-to-day transportation need, followed by trips to work. Attendees mentioned that transportation was particularly important for seniors because it improves their quality of life by enabling them to access preventive medical appointments. When public transit is available, it reduces no-shows for routine medical appointments. Putting off medical care when public transportation isn't available can lead to more expensive trips (i.e. ambulance trips) and reactive care typically at emergency rooms. Participants also noted that it is important for seniors to have transportation for social trips in order to avoid isolation, maintain community ties, and improve their quality of life. These trips include visiting family, friends, churches, etc. An attendee that works for a charity clinic noted that transportation is a need for insured and uninsured individuals. They have found that working with the patient to schedule a medical appointment that works with the patient's schedule as well as transit decreases the number of no-show appointments.

Work trips were also identified as a high day-to-day transportation need. For people with disabilities, work is a bridge to maintaining independence and having public transit is a key component. In areas of Dallas County where there is no public transit, there is a perception of "no car, no job." Areas of Dallas County in need of better public transportation options include: DeSoto, Duncanville, Lancaster, Cedar Hill, Hutchins, Wilmer, Mesquite, Garland, and other smaller cities that do not offer free or low-cost transit services. For zip codes 75228 and 75217, a community member noted that Dallas Area Rapid Transit (DART) is currently doing a study to determine how to provide affordable service for older adults and people with disabilities to work, medical, and local services. In Irving, a better last mile connection from the Trinity Railway Express (TRE) station would help improve access to work and medical appointments.

Lengthy trips on transit that require multiple transfers can be difficult for older adults and people with disabilities. For families that rely on transit, running routine errands and linking trips (work to childcare to the grocery store) can be difficult.

Regarding public transportation for older adults, individuals with disabilities, low-income individuals, etc., what is your primary area of concern?
First, increasing coordination between agencies was the primary area of concern. An attendee noted that communication within large agencies could be improved. Some large agencies aren't aware of all the projects they may be part of. Improving communication within these larger agencies could help ease coordination with other agencies.

Secondly, funding new services is needed to expand available, affordable transit options to areas with no or limited public transportation. More robust services are needed outside of DART’s service area. For example, in Duncanville there is a gap in service. Individuals have access to private providers but those services are not offered at an affordable rate, so Duncanville residents have trouble accessing local services. In Rowlett, expanding service beyond rail (i.e. bus service connecting residents to the station) is important to enable older adults to access medical appointments as well as other activities in the Metroplex. Currently, STAR Transit provides transportation to the DART rail station for seniors. The need for service in Rowlett may exceed what STAR Transit is currently
providing. Zip code 75228 could utilize on-call services during the day to connect residents to DART’s Green line so they can get to and from work. Beyond commuting hours, local residents could utilize the service to access neighborhood services.

An attendee noted that enhancing the user’s experience is the most important part of providing transportation, making sure they’re comfortable, safe, and reaching their destination in a timely manner. A community member mentioned that driver patience and assistance is needed to provide a high quality of service to riders. Additionally, an increase in the availability of wheelchair accessible cabs utilized by DART’s paratransit customers would improve their available transit options.

Texas Workforce Commission staff noted that having a targeted implementation plans to help connect their clients to job opportunities was their primary area of concern. This could be done by bringing a travel training program in-house to assist clients, beyond simply providing bus passes. Targeted implementation plans could identify the unique transportation needs of each neighborhood (i.e. access to rail, aging community, etc.).

Funding existing services was also mentioned as a needed to help expand affordable public transportation (particularly in south Dallas County) so individuals don’t have to lean on more expensive private providers.

An attendee mentioned that improved awareness of available services is key. Some individuals continue to drive under unsafe conditions because they aren’t aware of local services. It’s also important to improve awareness of available transit services so that funding isn’t reallocated (i.e. a use it or lose it situation).
What funding approach will have the biggest impact on improving access to transit?

A focus on integrating funding sources from multiple programs will have the biggest impact on improving access to transit. Coordinating funding was noted as necessary for implementing new services. Attendees noted that there is a necessity to maximize the funding sources that are currently available. The power of multiple groups and sources collaborating could have a larger impact on transit. For example, multiple funding sources could make services like Uber and Lyft more affordable for the rider. Additionally, integrating sources increases accountability across all agencies involved and maintains stability as funding sources come and go. When multiple groups are collaborating, there is high visibility for the programs they’re collectively supporting. Along with integrating funding, there’s an opportunity to streamline access and the eligibility process for coordinating transportation providers. For instance, a sole federal or State grant application for funding multiple transportation programs. Less red tape could make regional trips crossing county lines easier by multiple providers collaborate.

The process should be streamlined to ease coordination between agencies. The level of transportation currently available is not enough or well-coordinated. People in attendance also noted that there are opportunities for partnerships with small and nontraditional providers in unserved areas. It is also important for local governments to “buy-in” to serve their citizens. However, citizens first need to express that need for public transit to the cities. This is often done by attending city council meetings and talking to city staff. Attendees also noted that the funds spent on alternative transportation service should be examined to determine the return on investment.

Regarding increasing user choice for older adults, they may not be as tech savvy or have access to the necessary technology (computers, smartphones, etc.) to access options such as Uber and Lyft. There should be alternative methods (like a phone call) of accessing innovative transportation options. A range of services are needed to match demand and the user’s range of needs.

Additional State investment in transit is necessary to help subsidize transportation in order to make it affordable for riders with limited incomes. Additionally there is the benefit of technical assistance for transit providers with both State and federal funds.

Below is a graph depicting how all attendees answered this question.
What method could improve the awareness of available services?

Attendees identified two specific methods to improve the awareness of available services: a public marketing campaign and centralized location to receive information about transit. First, a public marketing campaign is necessary to help increase awareness of available public transportation services. This method goes beyond the “usual circles” and can enable churches, friends, neighbors, community centers, etc. to help spread the word to individuals who may utilize the service. Additionally, it is also important to diversify the way information is sent out (paper, website, social media, TV, radio, mail outs, posters, local news stations, etc.) in order to widen the reach so people hear the information when they need it.

Secondly, a centralized location for individuals to receive information about public transportation could also improve awareness. This resource would be beneficial for agencies helping their clients as well as the end user. 2-1-1 is an example of a centralized resource where individuals could receive information, but updates may be necessary for transportation info in some cities. An attendee also noted that resources should be available in multiple languages. Also, information about the range of transportation services and resources should be available. My Ride Dallas is an existing organization that is a centralized location to find information about Dallas County transportation. They do both public and targeted marketing to the area. Programs like this could be enhanced and improved so they can provide additional service to outlying counties.

Marketing should be targeted to the people who will be accessing the service. Going beyond the gatekeeper at local organizations who may help disseminate information to their clients. Targeted marketing should also be focused on ISDs and other organizations who help develop life skills. This is an opportunity to allow individuals to become acquainted to transit service over time so they know how to access it when necessary. A participant mentioned that there is a lack of information on specific geographic areas (such as Cedar Hill). Information should be targeted and tailored for each area.

An attendee noted that agencies must first know and give consistent answers about their own resources before doing any marketing, so as not to confuse the client. Below is a graph depicting how all attendees answered this question.

![Preferred Methods to Access Information](image-url)
What about coordination between agencies is the biggest barrier for you?
Discussion focused on successfully contacting other agencies, developing agreements between agencies, and knowing where to start.

Clients and organizations are sometimes in the same boat. If an organization doesn’t know where to start, it’s difficult for them to provide guidance to their clients.

An attendee noted that smaller transit agencies have the opportunity to fill gaps in service and enhance regional connections to the larger transit agencies (DART, Denton County Transportation Authority and Fort Worth Transportation Authority), but developing the agreement can be a barrier to coordination. Lastly, another attendee noted that identifying appropriate partner agencies with a similar mission was another barrier to coordination. Regarding DART’s 2040 plan, an attendee brought up the question of how do agencies develop agreements to build and support programs within the plan.

Finding the right contact within another agency to coordinate with a transportation solution isn’t always the problem. Rather, it’s crafting a transportation solution that’s outside the box based on the client’s needs that’s most challenging because the solutions are often unique. Additionally, agencies should take a step back to take a look at the bigger picture of transportation (roads, transit, etc.) and determine where funding should be focused. Also, data sharing should be considered to understand if clients are actually utilizing the transportation resources that were referred. This could be shared between the healthcare system, community organizations and transit providers.

What is the best way to enhance the user’s experience?
Attendees noted that fewer transfers between providers for regional trips is the best way to enhance the user’s experience. Indirect routing for buses that require many transfers for riders can deter ridership because it takes longer to get to their destination than driving. Additionally, transfers add time to the overall trip length which can be cumbersome for older adults or individuals with disabilities. It can be difficult to explain how to use public transit especially when transfers from one provider to another are necessary. This requires confirming a safe transfer location (either a transit stop or a business) with each transit agency and ensuring the rider is comfortable and capable of making this transfer.

A participant identified that providing better information on how to use transit, through a travel training program, to help older adults transition out of driving would be beneficial. Teaching them how to utilize public transit will enable them to continue to live more independently. Some transit providers (DART, FWTA, DCTA) have travel training programs, but individuals are nervous to use them.

Another attendee explained that additional assistance by the driver or personal attendant would be the best way to enhance the user’s experience. Things such as taking the time to provide assistance boarding, securing the seatbelt, driving the posted speed limits, not hitting curbs, and not rushing the rider were listed as examples.
A participant explained that it was all of the above. It will take a mix of approaches and coordination between agencies to improve the user’s experience. Additionally, someone noted that the best approach to enhancing the user’s experience is to create a focus group of impacted populations so that they could give direct feedback on how to enhance their experience on public transit.

**Which technology advances are most likely to help improve transportation options for seniors, individuals with disabilities, and low-income individuals in the next five years?**

A majority of attendees believed that transportation network companies (TNCs) like Uber and Lyft are most likely to help improve transportation options for these individuals over the next five years. TNCs can be preferred over other types of public transportation because it is not a shared-ride and can be more affordable. Additionally, they can increase independence of users and spontaneity that cannot be accommodated by a demand response system that requires at least 24 hours advance notice. Local transit agencies are currently piloting subcontracted services with TNCs to help fill existing gaps in the transit network and to help connect ambulatory riders to rail stations. It is also possible for TNC services to be provided at a subsidized rate.

However, it was also acknowledged that there are still some barriers and concerns that need to be addressed. These include: unknown drivers and their level of training; vehicle quality, maintenance, and accessibility; financially inaccessible to individuals without credit cards or during peak hours; un-comfortability and unfamiliarity with smartphones; inconsistency of an app’s interface after updates (particularly for individuals with low to no vision); and access for individuals without smartphones. An additional layer of regulation on TNCs could ease some of these concerns. Another participant voiced the concern that the margin of error is already high with people-based systems. So, they had additional concerns with relying on technology and smartphone apps. It was noted by one attendee that even though technology is necessary to book a trip with a TNC, it doesn't have to be the rider who owns that technology. A simplified trip request system (like Medical Alert System), simplified cell phone, or phone number for someone to call and request a TNC trip could make the system more accessible.

Driverless vehicles in the next five years could be part of a call and ride system. Perhaps rather than running on a fixed route system, it could provide connections between train stations and businesses.

A participant noted that phone updates or other assistance on ride status could help improve transportation options.

d. Priorities & Solutions

In closing, Ms. Schlicher asked participants to rank the priorities that were most important to them or indicate if new priorities have since arisen for Dallas County. The priorities for Dallas County fell into four major categories (listed most to least common): information access, funding, service expansion, and coordination. To supplement this section, a summary of all the written priorities from each meeting has been attached.
1. **Information access** – A majority of attendants believed that the following ways were the best way to access information: a website; talking to a person or having a phone number to call; or utilizing a phone application to learn about available transportation options.

2. **Funding** – Attendees agreed that the best way to fund transit services expansions and offer rider subsidies was to integrate current funding sources (Aging, Workforce, Medicaid, etc.), followed by increasing local, state, and federal sources.

3. **Service expansion** – When attendees spoke about service, they noted two different types of expansion: type of service and geography.
   a. Type of service included: on-demand, on-call, and transit agency partnerships with taxis, Uber or Lyft.
   b. Geographies included: Mesquite, Cedar Hill, all non-DART cities, and regional connections from neighboring counties.

4. **Coordination** – Attendees noted that an increase in coordination between agencies was necessary. This could include better communication between agencies and developing new partnerships to have a bigger impact on public transit.

e. **Next Steps**
   A point-person committee for Dallas County will soon be developed. The committees will discuss and further refine Dallas County transportation needs and solutions. Agencies or individuals interested in participating should contact Ms. Schlicher.

   The final plan is slated for fall 2017 and implementation will begin in early 2018. The final plan will include prioritized solutions will improve the coordination and availability of public transportation for the 16-county region.

   Contact: Kelli Schlicher, AICP, Transportation Planner, North Central Texas Council of Governments; (817) 695-9287, kschlicher@nctcog.org
   Sarah Chadderdon, AICP, Principal Transportation Planner, North Central Texas Council of Governments; (817) 695-9180, schadderdon@nctcog.org

2. **Attendee List**
   Advocate: Norman Gietzen, Annie Jones, Larry Armstrong
   2-1-1: Shunta Anderson, Daria Palacios
   American Association of Retired Persons: Sue Cossman, Clarance Falk, Tom Marking
   American Cancer Society: Jennifer Lundin, Amy Schisler
   American Federation for the Blind: Neva Fairchild
   Apple Care and Companion: Sally Unger
   Baylor Scott & White: Anna Long, Kifle Yimer, Tyson Bain
   Bucket Listers, LLC: Mindy Wilk, Cory Wilk
   Caring with Grace: Angela Thomas
   Catholic Charities of Dallas: David Woodyard, Jari Mema
   Cedar Hill Economic Development Corporation: Allison Thompson
City of Cedar Hill: Marie Watts, Valerie Rolark
City of Dallas: Chelsea St. Louis, Valencia Alexander
City of Dallas Department of Planning and Urban Design: Monique Ward
City of Dallas Office of Senior Affairs: Ana Camacho
City of Dallas Senior Affairs Commission: Cannon Flowers
City of Glenn Heights: Keegan McDonald
City of Mesquite: Lauren Simcic
City of Richardson: Dave Carter, Mark Titus
City of Rowlett: Tony Felts
Community Council of Greater Dallas: Brittney Tree, Cliff Cravens
Community for Permanent Supported Housing: Breda Catlett
Dallas Area Agency on Aging: Jerry Nichols
Dallas County: Micah Baker, Minesha Reese
D.L. Hopkins Jr. Senior Center: Rashidah Madyun
Dallas Area Rapid Transit: Kendra Bullard, Jill Anderson, Chris Hawkins
Dallas Coalition for Hunger Solutions: Wyonella Henderson-Greene
Dallas Lighthouse for the Blind, Inc.: Claudia Torres
Easter Seals North Texas: Courtney Cartwright
Forget Me Not Transportation: Braylon Borks, Chris Carter
Goodwill Industries of Dallas: Lisa Lindsey
Hope Clinic: Tena Yearly, Gary Garza
Inclusive Communities Project: Shamira Lawrence
Lancaster Economic Development Corporation: Shane Shepard
Majj Foundation: James Jones, Rodney Boyd
Maximus, Inc.: RanDarius Cooley
Metrocare Services: Tameka Cass
Metrocrest Services: Kathy Blaschke, Tracy Eubanks
MHMR of Tarrant County: Sheila Holbrook-White, Wendell Willis
Multiple Sclerosis Society Dallas: Angela White
My Possibilities: Anita Bagnall
New Visions Social Services: Terris Walker
North Central Texas Council of Governments: Sarah Chadderdon, Kelli Schlicher, Donaoto Perez, Jing Xu
Notre Dame School: Meredith Pace
Plano Senior Advisory Board: Ron Silvis
REACH of Dallas: Harvey Spears, Pamela Momon
Scenario ADS: Elizabeth Perez
Senior Source: Marisol Espinal
STAR Transit: Omega Hawkins
Texas Health and Human Services: Karen Brock
Texas Workforce Solutions: Vanessa Sharma, Anthony Pecle, Billy Bele, Derrick Dell, Dianne Haynes
United Way Metro Dallas: Jessica Galleshow
Wellness Center for Older Adults: Veronica Simes
3. Dallas County Written Priorities

Expansion of service area (explain geography, if possible)

- Fill in service area of operation either with existing providers or by making private transportation options more affordable
- More transportation options for seniors and other transportation disadvantaged people in Desoto, Duncanville, Lancaster, Cedar Hills, etc.
- More routes in low-income areas
- Expand services to non-DART cities
- Accessibility – being able to get to the transportation hubs as well as proximity
- Proving access to jobs in southern Dallas County through new routes
- Hours of operation for existing routes where the needs have grown
- Geography
- Expand DART on call to all low income areas with large senior population
- Lack of transportation in Grapevine
- Geography – More access to those locations that some people can’t get to
- Geography – areas like Mesquite need transport services
- Connecting with other counties
- More service to areas outside of defined boundaries
- More access to rural areas
- Geography – Needs to rural areas and Collin County
- Coverage of areas not serviced by the big 3 (DART, DCTA, and FWTA)
- Outlying areas (expansion)
- Additional fixed route bus service suburban areas
- Geography location having a central location
- Geography
- Accessibility
- On-demand transportation service that is safe
- On-demand service for people with special needs. The service should be safe and timely.
- Mesquite – Frisco – Allen
- On-call rides
- Geography – bordering counties of Dallas
- Early / long hours
- Service in the city of Garland
- Geography – more access to inhabited areas
- Increase ground transit options, routes, especially in areas with limited options.
- Expand commuter rail within cities versus just from CBD Dallas in / out
- Geography – Wylie – Mesquite, etc.
- Transport services for people with disabilities
- Expansion in areas where there is [illegible] transportation
- Expand into all of Dallas County - Contract with other counties/cities to provide their public transit
- The service exists, but not in our area.
- Geography - information
• Expand services to smaller cities that do not offer free or low-cost transportation services.
• When patients we service need additional non-medical related rides - like for groceries, bill paying, etc.
• Covering a larger geographic area than we are currently able to do because of funding or volunteer restrictions.
• Service expansion for communities not serviced by DART, The T, DCTA, e.g. suburbs. Quite often, residents contact their local government as it is the most accessible to them.
• Affordable, accessible and ADA correct transportation for elderly and disabled in areas where there is no service. Dart on call preferred or adjustments to requirements for paratransit.
• Geography in our service area (Cedar Hill)
• Service to every address in Dallas County.

Type of service expansion (Uber/Lyft, taxi, bus, dial-a-ride, etc.)
• Make it easier to qualify for DART paratransit
• Addressing service gaps by area and population, connectivity, and last mile
• More door-to-door service
• Partner with taxi, Uber, Lyft for shuttle services for individuals access to work, doc., etc.
• More options for Dallas commute (ex. park and ride)

Source of funding (federal, state, local, private, integration of existing funds, etc.)
• Local – State government
• Decreasing local companies pricing - “better prices”
• Local government increased funding
• Decrease local company pricing
• Get more programs subsidized so they are affordable to low-income population (especially seniors)
• More investment in transportation options / providers vs highway expansion
• More funding to directly help riders pay for trips / subsidize
• Increase State contribution in urbanized areas
• Increase local contribution
• Integrate existing sources and make it more affordable for small/non-DART communities to expand services
• Integrate sources – partnership is key. Agencies should collaborate with each other to create connectivity as well as create a fluid transition between the cities in the region
• Grants – access to more local grants for transit funding
• Increase local contribution by educating local governments on opportunities for State and Federal matches
• Increase local contribution
• Integrate existing sources
• State and local funding to fill the transportation gaps in urban areas, i.e. funding for senior riders who cannot access DART because of physical or mental limitation
- Contact local government officers for better funding
- Funding for transportation options in Grapevine (increase funding for greater transit options in Grapevine)
- Integration/Coordination/Collaboration of multiple funding sources
- Increased federal and state funding for provision of services
- Integrate existing sources, everyone needs to be on the same page
- Focus on getting additional federal and state funds for the marketing for the public
- More funding for already established services
- Expand funding to MyRide (increase funding for similar programs)
- Increase local contribution
- Integrate existing sources (funding)
- Whatever you can get! High need
- Finding additional sources (grants, etc.)
- Increase local contribution
- Integrate existing sources (funding)
- Integrate existing sources
- Increase federal funding for individuals wanting to get back to the workforce
- Combine funding sources for an overall plan for area. State, federal, and local (funding plan for region)
- Improve coordination of small and medium scale moneys to pool resources to fund service expansions and outreach
- Combining agency resources
- Enhance state and government funds
- City and state funds – Medicaid
- Vouchers
- Integration
- Agency collaboration w/government (Fed., State, local) (RC13)
- State and local funding
- Funding for agencies to hire travel trainers within the agency (RC 17) (coord/info sharing)
- Yearly funding to train individuals and groups on public transportation (coord/info sharing)
- Integrate and centralize funding sources.
- Increase contributions
- Work to consolidate funding through CDBG. That will provide the most service impact.
- Local funding + buy-in, relocate funds.
- Better use of current funds. ROI, be strategic.
- Some years this is more of a struggle than others. Sometimes challenging to cover existing needs and sometimes the desire to expand. Cost of service also comes into play.
- Fewer hoops to jump through in reporting back to agencies (19-chapter general information reports to FTA??).
- Find private funders to lower cost to seniors/people with disabilities/veterans when economic need exists.
- Private funding like high speed rail.
Hasn't DART wasted enough fed. funds. Dart needs to get out of construction phase and get into getting ridership. LA just got almost 2 billion for light rail and subway for 2024 Olympics and Chicago got 1 billion.

How to access information (by phone, internet, fliers, etc.)
• Better Mapping
• Door-to-door info marketing
• Mail, phone
• Door-to-door info marketing
• Voicemail / Mail / Phone / Text
• Marketing plan / outreach to targeted populations
• Town hall meeting, focus groups, or one-on-one over phone, more utilizations of community based organizations include but not limit to faith based organizations
• Phone app
• Someone to call
• Greater integration with local businesses (hotels, malls, etc.)
• Web / app as well as call
• Maps that clearly define areas of service as well as routes
• Website (create simple yet informative website for users – include contact information as well as service information)
• Public outreach – creating an efficient way for the public to understand what is going on or how they can access the services
• Available options to help riders access transportation in a variety of ways
• Website
• Central location to call
• Simple app to client to access transportation options for these special areas in need
• Better mapping
• Door to door for the seniors
• Better communication
• Local information currently provided to Grapevine (increase transit info in Grapevine)
• Get information out to individuals in need (Increase awareness of information to ind. with transportation challenges and provide information in multiple languages)
• Public service campaign
• Better/more accessibility to programs like North Texas Travels and MyRide
• Someone to call, set up a call center just for that service instead of so many numbers (consolidation of phone numbers for services)
• Public marketing, commercials
• Aggressive marketing
• Provide info in more languages
• Make sure information shared to all at all times (centralized notification system, website, or page)
• Websites with various county and program info
• Contacts who know about the programs
• Single point of contact
• Websites with in-depth information
- Easier access to mobile tech, specifically for blind/visually impaired
- Centralized area that handles special individuals’ situations with single directions and help
- [illegible] most efficient
- Someone to call – for services like Uber (assistance for booking)
- Accessibility (better way to access information)
- Point of contact (single point of contact)
- Coordination of agencies
- Increase consumer awareness
- Expansion of outreach through TV and print ad
- Centralized telephone number and website for transit information
- Having a central solution
- 211
- Website – touch pad
- Website / app → simplified
- Mass publicity of availability of service
- Personal contact – not a computer menu to answer phones
- Multi-lingual
- Hub for all information
- Website and call that shared live interactive info on public transport options, integrated across providers and agencies
- 211 – already in place
- Centralized website and contacts for information
- City papers or bulletins should list out new/existing resources to residents.
- Central access to transit information in at least 4 languages.
- Point of contact location where all information
- Combine a centralized location where information can be shared.
- Centralized facilities for information, numbers, website, etc.
- One main # that covers all transportation services (private + public).
- Someone to call w/out prompts.
- Information and marketing efforts should be more comprehensive. The information can be difficult for senior citizens, disabled person and their caregivers to navigate, especially for individuals who are living w/relatives or in retirement communities. There needs to be a liaison or service reps (actual people) to contact.
- Telephone access 24/7.
- Website and/or app scheduling including same day service.

Focus for accessing information (specific populations, agencies, companies, etc.)

- Increased information about opportunities that area available to local governments
- Information should be made available through social service agencies and school transition programs

Improving customer service/user’s experience

- Secure pick up / stops from local law enforcement
- Secure pick up / stops from local law enforcement
• Reliability - make sure service is on time and predictable
• Having law enforcement onto the stops, for better supervision
• Benefits counseling
• Easy to use method of scheduling
• Buses that go where I need to go without excessive transfers
• Paratransit that is timely – shorter wait and transportation times
• Less connections required. More direct access from A to B.
• 211 – more people educated on services actually available, paratransit, etc.
• On call bus service for our area.
• To qualify for paratransit service you are required to go downtown for a review by untrained individuals. To qualify for handicap parking your medical provider completes a form and the packet is issued.
• The hours of operation should be extended to 24 hours a day 7 day a week to assist
• Vouchers for seniors and handicapped.
• Work with physicians to get the approved for voucher programs.
• Use a region wide payment system so the same coupons can be used on any service provider.
• Implement a regional ID card/eligibility system that allows seamless travel between providers throughout the region.
• Create public awareness campaigns to educate the public on resources to access transportation options when a person is no longer able to drive.
• Enforce standards for drivers and increase customer service expectations so riders feel safe and well cared for when using transportation services.
• Sunday service. TRE, A TRAIN, DART Buses. Imagine if airlines, police, fire department services shut down on Sunday. I've heard from people like waitresses or health care workers that because of no Sunday service, they can't get to work.
• Different languages
• Hold public meetings, focus groups, targeted interviews to gather information on what will work best for users of public transit.

Regional connections (trips crossing city/county lines)
• Create a guide like the Get a Ride Guide for North Texas so I know what my options are for traveling to other counties in the region.

Coordinating committee (better coordination/relationships/communication between agencies)
• Better communication among parties
• Logistics
• Communication between agencies / customers
• Logistics
• Coordinating transfers, eligibility, funding across service areas
• Municipal, community and faith based organization
• Agency coordination
• Partnerships
• NCTCOG to serve as convener
• Build partnerships – partnership is key. Agencies should collaborate with each other to create connectivity as well as create a fluid transition between the cities in the region. There is a need for agencies to all be aware of community needs and collaborating where they see best fit
• Maintaining partnerships
• Agencies working toward a unified system
• Between agencies
• New partnerships
• Providers who serve similar geography and client base need to coordinate which service is most advantageous for clients
• Logistics
• On the same page among parities
• Better contact ways among both agencies
• Having a working relationship with transportation options in Grapevine
• Scheduling conflicts between DART, MV, and Yellow Cab (Increase communication and coordination)
• Cross-jurisdiction services (Collaboration)
• Communication of services (better communication)
• New partnerships
• Better coordination between agencies
• New partnerships
• Maximizing existing resources (better coordination)
•Continual coordination
• Better coordination between agencies
• New partnerships
• Coordination between agencies
• Coordination between agencies
• New partners
• Knowledge sharing across multiple organizations
• The coordination between agencies
• Better transparency amongst various social service agencies
• Collaboration between HHS agencies
• Coordination and information of local transportation services
• Work together for greater impact
• More community involvement – networking between agencies
• More working between agencies
• New partnerships
• More memorandums of agreement between agencies.
• Really important
• New partnerships with agencies.
• When information rolls out maybe come out and speak at the local city council meeting about plans and have a separate Q+A afterwards.
• Several cities are starting street cars and light rails and looking for funding.
• Amtrak seems to run nationwide with no coordination problems.
• More options to develop specific agreements between major transportation agencies and local government communities.

Other
• Logistics / timing
• Provide transportation options more affordable
• Less stigma in using public transportation / not being able to drive / asking for help
• Utilize apartment / townhome club room meeting spaces to get where the people are who need access to transportation the most
• Develop strategy for local government, i.e. city, to adopt plans of providing transportation to its vulnerable population i.e. to have both accessibility and affordability of transportation mode
• Hours of operation – hours that meet the needs of riders that are shift workers or do not necessarily work 9am – 5 pm
• Create marketing materials that highlight the return on investment that comes from putting resources toward improved transportation access for vulnerable populations
• More affordable services
• Stop use of taxi for DART (demand response and paratransit)
• Later service for special events
• Hours of operation – During varying work hours
• Put all services both large and small in one room to develop agreements for customers to have one price to go anywhere within the 16-counties
• Expanding MyRides to cover low-income but higher income than Medicaid
• Improve/increase hours in Plano area
• Individualized trans. guides
• Expand service area and hours to consider traffic driving time (adjust to account for peak traffic times)
• Research group to coordinate the different transportation agencies and their needs for public transportation
• Apartments, neighborhood associations [illegible] buddy program where residents can provide transportation to neighbors in need.
• Find elderly who are on low fixed incomes and disabled and see to it that they have transportation, social services, etc. that they can afford and access
• AirCheckTtexas - add repair to the cars of low income elderly who cannot afford to pay for the repairs.
• Support new organizations -for transportation benefits that were approved by workforce.
• Consolidate service provider for centralized services.
• Ya'll did a great job presenting the information.
• Know better your clientele.
• Funding, awareness of services, coordination of additional service needs.
• Regular updates to satellite cities about how DART is expanding/raising quality.
• Identify more stakeholders and local officials to assist in transit planning efforts.
• Keep it simple for seniors, disabled, handicapped, blind.
• 24-hour availability at affordable rates.
• Call DART Board Members and complain about service. Protect against DART information [illegible]
• Stop city of Dallas/Dart wasting money on useless oak cliff street cars.
• I've heard from [illegible] or even DART bus drivers (on their day off) can't get to destinations on Sunday.
• Tom Kirschbaum (based in Berlin) co-founder and COO of Door2Door predicts that by 2025 there will be no bus stops and fixed routes. Everything will be on-demand, door to door service. If this is true DART does not need to waste money on fancy dancy new buses.
• Provide 24 hour transportation services.
Prioritization Process

NCTCOG staff contacted stakeholders in Dallas County to follow up on the outcomes of the outreach meetings that took place in January. The following individuals, representing a variety of interests in Dallas County, participated in the prioritization of strategies to address the needs identified.

Kendra Bullard, Senior Manager Mobility Management Planning, Dallas Area Rapid Transit (DART)
Omega Hawkins, Executive Director, STAR Transit
Brittney Tree, Manager, My Ride
Neva Fairchild, National Independent Living Associate, American Foundation for the Blind
Dianne Haynes, Unit Support Technician, Texas Workforce Solutions/Vocational Rehab Services
Cannon Flowers, Senior Affairs Commissioner – District 7, City of Dallas Senior Affairs Commission
Ellen Childress, Advocate, East Dallas Seniors Coalition
Bill Ballard, Area Manager, Bubbl
Michelle Corson, CEO & Founder, On the Road Lending
Shane Shepard, Director of Economic Development, City of Lancaster
Tyson Bain, Manager Equitable Care, Baylor Health Care System
William Belz, Vocational Rehab Counselor, Texas Workforce Commission Vocational Rehabilitation
Harvey Spears, Advocate, REACH of Dallas
Cora Jackson, Family Advocacy Manager, Head Start of Greater Dallas, Inc.
James Henderson, Assistant Veteran Service Officer, Dallas County Veterans Services
Michael Kidane, Safety 1st Transportation
Dez Banks, Advocate, East Dallas Seniors Coalition
Shaylon Scott, Program Outreach Coordinator, On the Road Lending
Kelli Schlicher, Transportation Planner, North Central Texas Council of Governments

This document summarizes conversations during the prioritization process.

On May 30, 2017, several stakeholders agreed that implementing service in areas (including unincorporated parts of Dallas County) without service was a high priority. Cora Jackson with Head Start of Greater Dallas, Inc. liked the priorities focused on expanding transit to areas with little or no service; more/better direct access to job centers; and matching transit schedules to non-traditional shift schedules. Dianne
Haynes with Texas Workforce Solutions indicated that travel training continues to be a high priority and there should be multiple methods available. Travel training is currently being incorporated into the Vocational Rehab program. Kendra Bullard with DART mentioned that there are multiple types of travel training offered depending on an agency or person’s need. Additional advertising by DART may be necessary to ensure local agencies and individuals are informed about DART’s travel training services and area. Bill Ballard with Bubbl mentioned that targeted marketing to local agencies may be the best way to disseminate information. Lastly, Kendra asked if it was necessary to include DART’s current projects in the draft priorities. NCTCOG staff explained that these projects were included in case other project or technology updates became necessary in the next 4-5 years.

On June 2, 2017 Ellen Childress with the East Dallas Seniors Coalition explained how residents would like DART’s on-call service to help them get to medical appointments as well as, the grocery store and other social destinations. Zip code 75227 has the largest senior population in Dallas. Ellen identified (according to a DART report) that of these seniors, up to 20% don’t have transportation. Accessible and affordable transportation is needed. Information also needs to be disseminated in other ways than just email and Facebook. She pointed out that there needs to be a better concentration on senior populations needs. Often times what’s good for seniors is also good for others (accessibility, affordable transportation, etc.). Lastly, there are a lot of job opportunities that individuals are having trouble accessing in south Dallas (also called the Inland Port area). Additional logistics training at Eastfield College could also help support individuals looking for jobs in this area.

Prioritized strategies for Dallas County that incorporate stakeholder feedback will be included in the plan document.