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
- 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

- 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

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

#### February 4, 2021

What are all the market segments transit should serve in your community? (May pick more than one)

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seniors &amp; Persons with Disabilities</td>
<td>10</td>
</tr>
<tr>
<td>Weekday Commuters</td>
<td>10</td>
</tr>
<tr>
<td>Local Daily Needs (Medical Appt., Grocery Runs, etc.)</td>
<td>8</td>
</tr>
<tr>
<td>Access to Education/Training Opportunities</td>
<td>7</td>
</tr>
<tr>
<td>24-Hour/Non-Typical Shift Jobs Access</td>
<td>4</td>
</tr>
<tr>
<td>Special Event/Weekend Social Trips</td>
<td>4</td>
</tr>
</tbody>
</table>
What types of transit service do you foresee in your community by 2030 and 2045?
(May pick more than one)

- MICROTRANSIT (ON-DEMAND): 10 responses
- PARATRANSPORT (ON-DEMAND): 9 responses
- HIGH-INTENSITY BUS: 8 responses
- FIXED ROUTE BUS: 8 responses
- REGIONAL RAIL: 8 responses
- AUTONOMOUS SHUTTLES: 7 responses
- LIGHT RAIL: 5 responses
- PEOPLE MOVER: 6 responses

Advisory Committee Survey Results
February 4, 2021
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

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

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

<table>
<thead>
<tr>
<th>TOTAL LAND AREA</th>
<th>TRANSIT PROPENSITY AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incorporated Area</td>
<td>48%</td>
</tr>
<tr>
<td>Unincorporated Area</td>
<td>52%</td>
</tr>
<tr>
<td>Incorporated Area</td>
<td>69%</td>
</tr>
<tr>
<td>Unincorporated Area</td>
<td>31%</td>
</tr>
</tbody>
</table>
## Scenario Development Overview

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

February 4, 2021
Five Keys to Preparing for Transit

- Governance
- Transit-Supportive Land Use
- Transit Service Planning/Development
- Funding
- Community Support
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

February 4, 2021
Transit Propensity Zones

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

February 4, 2021
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
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

What funding options is your entity currently allowed to implement when it comes to funding transit? (May pick more than one)

- Sales Tax: 7 responses
- Bonding: 6 responses
- Value Capture: 4 responses
- Tax Increment Finance District: 4 responses
- Transportation Reinvestment Zone: 4 responses
- None of the Above: 1 response
Advisory Committee Survey Results

What funding sources are you interested in implementing that requires state/legislative approval? (May pick more than one)

- **VALUE CAPTURE**: 7 responses
- **LOCAL MOTOR VEHICLE REGISTRATION FEES**: 6 responses
- **SALES TAX**: 5 responses
- **SPECIAL FUEL TAX**: 5 responses
- **AIR QUALITY SURCHARGE**: 4 responses
- **TAX RATE ELECTION**: 3 responses
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

- Similar Efforts
  - Alternative Demographics at Station Locations
  - Station Phasing
  - Preferred Interlining Alternatives with TRE

- 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

**Stakeholder Engagement**

Rebekah Hernandez  
Communications Supervisor  
(682) 433-0477  
rhernandez@nctcog.org

**Project Management**

Michael Morris  
Transportation Director  
(817) 695-9241  
mmorris@nctcog.org

Kevin Feldt  
Program Manager  
(817) 704-2529  
kfeldt@nctcog.org

Brendon Wheeler  
Senior Transportation Planner  
(682) 433-0478  
bwheeler@nctcog.org

**Travel Demand**

Ying Cheng  
Principal Transportation Planner  
(817) 608-2359  
ycheng@nctcog.org

February 4, 2021