TEXOMA REGION
COORDINATED HUMAN SERVICES TRANSPORTATION PLAN

2022 - 2026

COORDINATED HUMAN SERVICES TRANSPORTATION PLAN

This document was prepared by

Texoma Council of Governments (TCOG)

In cooperation with

The Texas Department of Transportation (TxDOT)

The document was reviewed and approved by:

Texoma Council of Governments (TCOG)

on March 24, 2022

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125 E. 11th Street, Austin, TX 78701-2483

or

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Attention: Title VI Program Coordinator
East Building, 5th Floor-TCR
1200 New Jersey Ave. SE
Washington, DC 25090

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This plan has been developed by the Texoma Council of Governments (TCOG) in collaboration with Texoma Area Paratransit System, Inc. (TAPS) on behalf of the Texoma region and its local stakeholders with an interest in human service and public transportation programs. This plan was developed based on best available information and practices. The facts and accuracy of the data presented herein may change over time. The Texas Department of Transportation (TxDOT) Public Transportation Division (PTN) provided oversight to the authors and grant funds to support the planning effort.

This document was reviewed and approved by the TCOG Governance Board at their March 24, 2022 meeting. Please contact the Texoma Council of Governments by phone at (903) 813-3514; email info@tcog.com; or visit our administrative office at 1117 Gallagher Drive, Suite 470, Sherman, TX 75090 for meeting minutes. For more information about TCOG, visit www.tcog.com.

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Texoma Council of Governments

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TABLE OF CONTENTS

APPENDICES

LIST OF FIGURES

LIST OF TABLES

ACRONYM LIST

ACS...................... American Community Survey (US Census Bureau)

CCAM................... Coordinating Council on Access and Mobility

DEC...................... Decennial Census

FAST.................... Fixing America's Surface Transportation

FTA...................... Federal Transit Administration

GCMPO............... Grayson County Metropolitan Planning Organization

GIS...................... Geographic Information Systems

HSTP................... Coordinated Human Services Transportation Plan

JARC................... Job Access and Reverse Commute

LEHD.................. Longitudinal Employer-Household Dynamics (Data)

MAP-21.............. Moving Ahead for Progress in the Twenty-first Century

MPO.................... Metropolitan Planning Organization

MSA.................... Metropolitan Statistical Area

MTP.................... Metropolitan Transportation Plan

NTD.................... National Transit Database

PTP..................... Public Transportation Program (TxDOT)

SAFETEA-LU....... Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users

STIP.................... Statewide Transportation Improvement Program

TAMP.................. Transportation Asset Management Plan

TAPS................... Texoma Area Paratransit System, Inc.

TCOG.................. Texoma Council of Governments

THHS.................. Texas Department of Health and Human Services

TIP...................... Transportation Improvement Program

TTI...................... Texas (A&M) Transportation Institute

TVC..................... Texas Veterans Commission

TxDOT................ Texas Department of Transportation

UPWP................. Unified Work Program
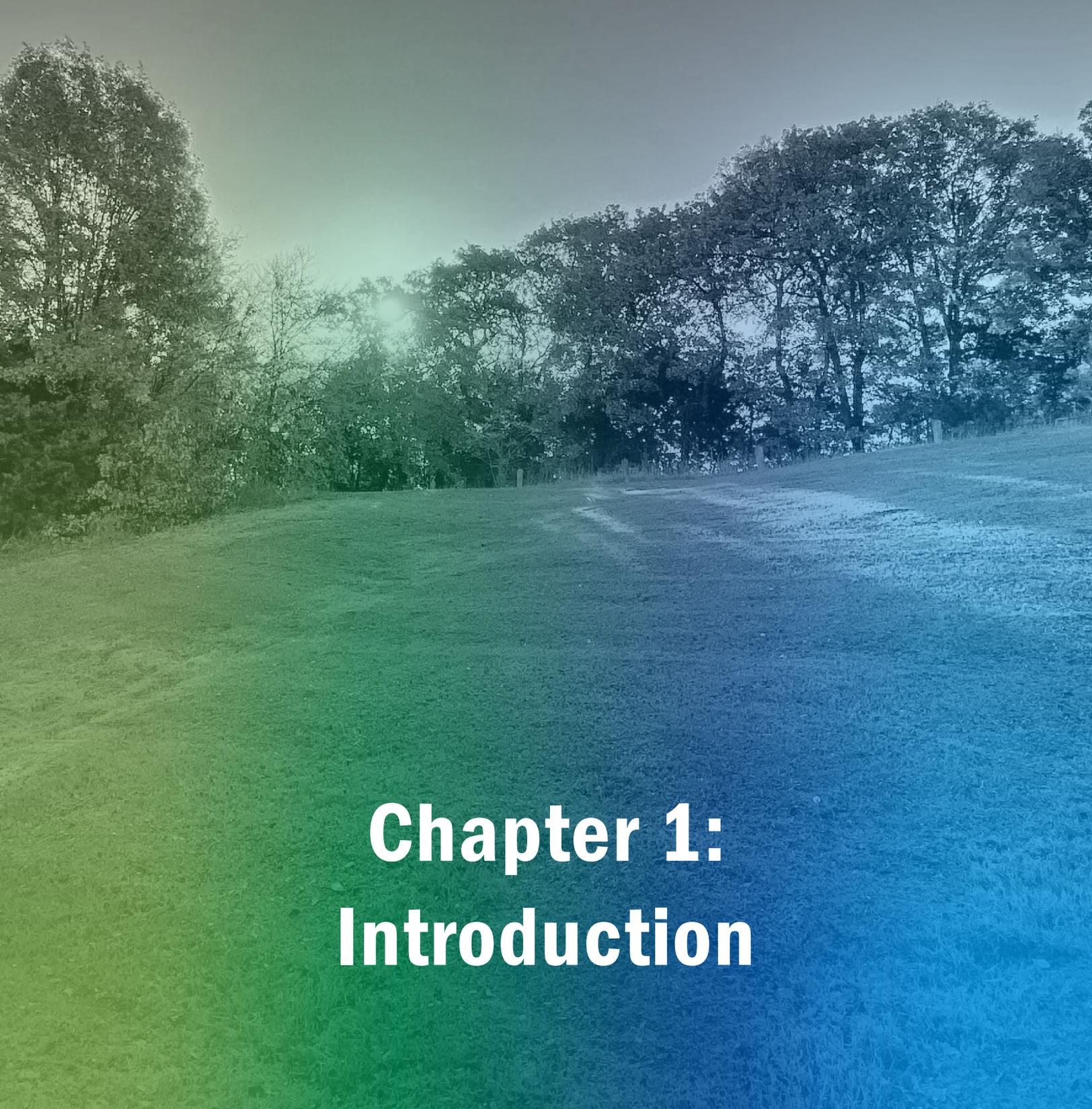
Chapter 1:
Introduction

INTRODUCTION

As the population of the United States grows and ages, transportation options are becoming increasingly important to provide mobility for those who are unable to, or uncomfortable with, driving themselves. Persons with disabilities, the elderly, and those with low incomes can be particularly impacted by a lack of transportation options available to assist them, significantly impacting their mobility. This is especially true in the Texoma region, where accessing many basic services requires driving to a grocery store, office, or medical facility. Very few residents of the region can walk to these services due to distance and/or a lack of safe walkways, and many government, health, and medical services require a trip to an adjacent county or major metro area. Unfortunately, many of the clients who need transportation to access these services are unable to do so due to the lack of a vehicle, an inability to drive themselves, a lack of funds to be able to pay for transportation at market rates, or a lack of knowledge of available services.

The purpose of regionally coordinated transportation planning is to improve transportation services for everyone who uses them in the region—including, but not limited to, people with disabilities, seniors, and individuals with lower incomes. In addition, funding reductions have caused many people to take a renewed interest in the benefits that transportation coordination offers.

The 2022-2026 Coordinated Human Services Transportation Plan (HSTP) outlined in this document is a step in creating a reliable, cost-effective, efficient transportation network in the Texoma region that utilizes the existing transportation resources throughout the region and outlines strategies for the future. The purpose of this document is to provide a five-year public transit and human services transportation plan for the Texoma region to help ensure that the network of transportation services can get people effectively and efficiently where they need to go.

The 2022-2026 HSTP for the Texoma region begins with background information, then provides detailed analysis of transportation resources and needs, identifies parallel planning processes, identifies methods for sustaining implementation, and concludes with an ongoing performance measurement.

The plan is relevant to typical transportation stakeholders, non-transportation-focused stakeholders, and individual residents of the Texoma region.

- **Typical transportation stakeholders** include operators, advocates, and organizations concerned about how to improve mobility for residents in the region. The plan provides goals and objectives on which stakeholders may focus to ensure that gaps are filled and needs of all key populations are met or improved.
- **Non-transportation-focused stakeholders** for public transportation may include organizations like large employers, healthcare facilities, and other human services agencies that are not involved in provision of transportation for their constituents. The plan highlights the diverse characteristics of transit riders and a wide variety of services, making it relevant to this category of stakeholders. Non-

transportation-focused stakeholders can identify common ground in the plan's vision and mission, making potential partnerships and mutual efficiencies possible.

- **Individual residents** of the Texoma region may study the plan to learn about current services available to them and how stakeholders are seeking to meet more of residents' needs.

While primarily a planning policy document, this coordination plan will be used to identify opportunities to coordinate existing transportation resources, as an implementation tool, and as a framework for the prioritization and selection of projects to utilize federal funding assistance to guide funds that are acquired in the future. Coordinated transportation planning will reduce duplication of effort in the region, utilize resources more efficiently, enhance services, and provide cost-effective transportation for everyone in the region.

The plan also provides an opportunity for a diverse range of stakeholders with a common interest in human service and public transportation to convene and collaborate on how best to provide transportation services for targeted populations. Specifically, the stakeholders are called upon to identify service gaps and/or barriers, identify the solutions most appropriate to meet the community's needs based on local circumstances, and prioritize these solutions for inclusion in the plan.

BACKGROUND

In 2004, President George W. Bush signed Executive Order 13330, which established the Coordinating Council on Access and Mobility (CCAM) to "promote interagency cooperation and the establishment of appropriate mechanisms to minimize duplication and overlap of federal programs and services so that transportation-disadvantaged persons have access to more transportation services."

In August 2005, Congress passed the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which included a requirement that projects selected for funding under the New Freedom (Section 5317), Enhanced Mobility of Seniors and Individuals with Disabilities (Section 5310), and Job Access and Reverse Commute (JARC – Section 5316) programs "must be derived from a locally developed, coordinated public transit-human services transportation plan" beginning in 2007.

The New Freedom program has since been consolidated into the Section 5310 program and the JARC program has been consolidated into the urban transit (Section 5307) and rural transit (Section 5311) programs. However, the requirement for Section 5310 funding recipients to certify that projects are included in a coordinated transportation plan has continued through both the Moving Ahead for Progress in the Twenty-first Century (MAP-21) Act and now the Fixing America's Surface Transportation (FAST) Act.

The FAST Act authorizes federal transportation programs for highways, highway safety, and public transportation, and requires a plan for regional coordination of public transportation and human services transportation as a precedent for a region to be eligible for several federal funding programs for public transportation.

Additionally, the Federal Transit Administration (FTA) requires that any coordinated plan be "developed and approved through a process that included participation by seniors, individuals with disabilities, representatives of public, private, and nonprofit transportation and human services providers, and other members of the public." The FTA also requires all coordinated transportation plans to include the following elements:

- An assessment of available services that identifies current transportation providers (public, private, and nonprofit);
- An assessment of transportation needs for individuals with disabilities and of the planning partners or on more sophisticated data collection efforts, and gaps in service;
- Strategies, activities, and/or projects to address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery; and
- Priorities for implementation based on resources (from multiple program sources), time, and feasibility for implementing specific strategies and/or activities identified.

Though the coordinated transportation plan requirement only applies to communities and organizations applying for Enhanced Mobility of Seniors and Individuals with Disabilities (Section 5310) program funding, FTA expects that other federally-funded programs—specifically the urban transit (Section 5307) and rural transit (Section 5311) programs—be included in the coordination planning process and coordination activities. In addition, FTA requires that projects identified for funding in a coordinated transportation plan be included in the Statewide Transportation Improvement Program (STIP) and in the local Transportation Improvement Program (TIP) for urbanized areas with populations over 50,000.

HISTORY OF REGIONAL PLANNING IN TEXAS

The 2006 Regional Public Transportation Coordination Plan for the Coastal Bend responded to requirements of House Bill 3588 by the 78th Texas Legislature (2003), which required regional coordination of service planning to fill service gaps and eliminate overlaps in public transportation services. House Bill 3588 added Chapter 461 to the Texas Transportation Code, which requires the Texas Department of Transportation (TxDOT) to accomplish the following:

- Identify overlaps and gaps in the provision of public transportation services, including services that could be more effectively provided by existing, privately funded transportation resources.
- Identify underused equipment owned by public transportation providers.
- Identify inefficiencies in the provision of public transportation services by any public transportation provider.
- Encourage public transportation providers to agree on the allocation of specific services and service areas among the providers.

In response to House Bill 3588, TxDOT required each region in the state to develop a coordinated plan for public transportation and human services transportation. TxDOT defined regions by the boundaries of the 24 councils of governments (COGs) in Texas. Each region established a lead agency and designated a stakeholder committee to guide regional coordination to improve public transportation in the region by enhancing service delivery, customer satisfaction, efficiency and effectiveness, and integration of systems-based and client-based approaches to transportation.

THE TEXOMA REGION

Located in northeast Texas, the Texoma planning region consists of three counties: Cooke, Grayson, and Fannin, shown in Figure 1.

Figure 1: Texoma Planning Region – Cooke, Grayson, Fannin Counties

PTP Region 22 – Texoma Council of Governments
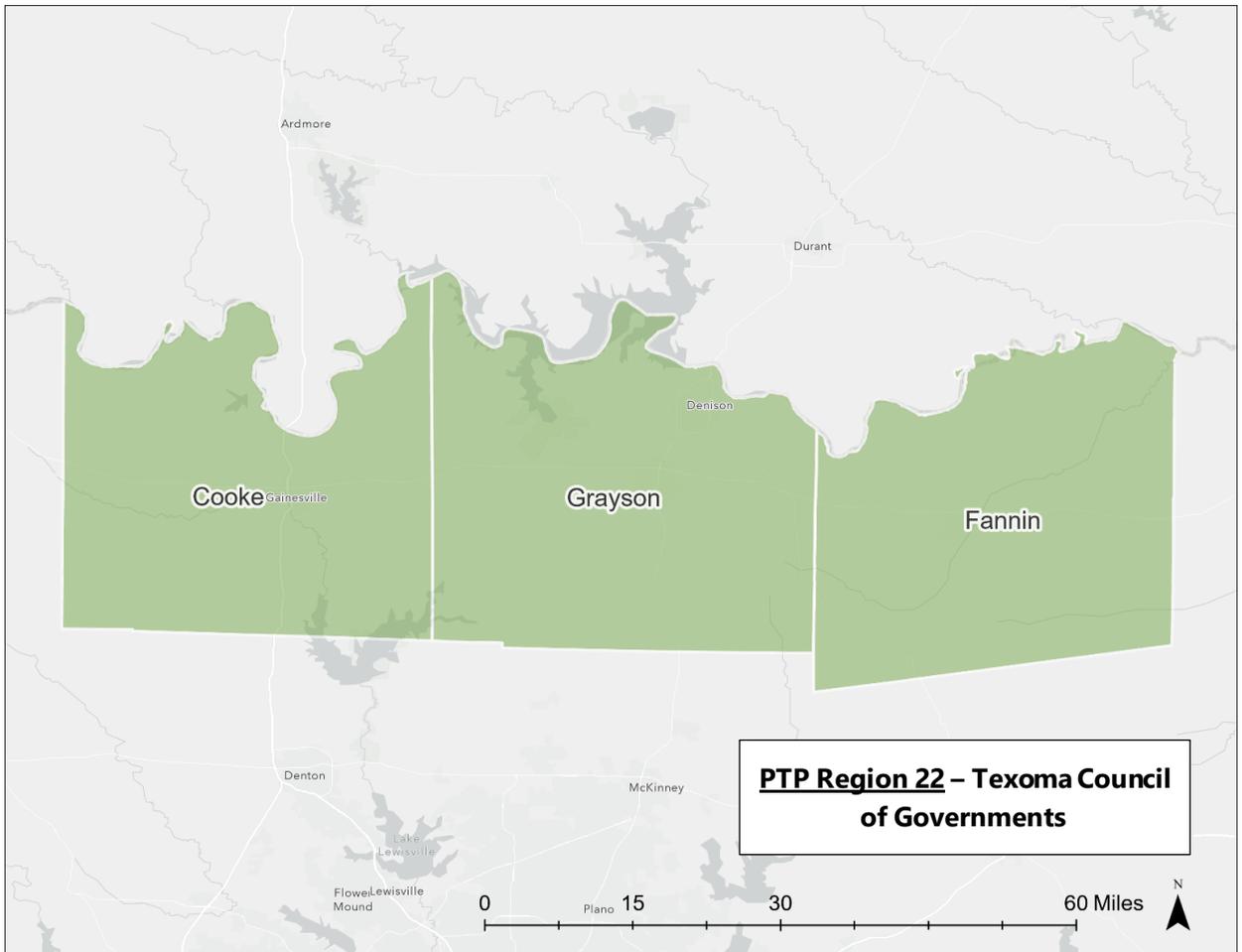
Population & Demographics

The total population of the Texoma region as of the 2020 Census is 212,873. Sherman, located in Grayson County, is the largest city in the region. Sherman has an estimated population of 43,645 (2020) and is one of the two principal cities in the Sherman-Denison metropolitan statistical area.

Table 1 shows population change by county from 2010 to 2020. Grayson County has a significantly larger population than Cooke or Fannin counties, but each of the counties had 12.13%, 8.41%, and 5.15% growth respectively from 2010 to 2020. Within the Texoma region, Grayson County has experienced the greatest percent change in population (12.13%).

Table 1: Population Change (2010 vs. 2020)

Area	Population*		Absolute Change	Percent Change
	2010	**2020**		
Cooke County	38,437	41,668	3,231	8.41%
Fannin County	33,915	35,662	1,747	5.15%
Grayson County	120,877	135,543	14,666	12.13%
Texoma Region	193,229	212,873	19,644	10.17%
Texas	24,311,891	29,145,505	4,833,614	19.88%

Source: American Community Survey and Decennial Census, 2010 and 2020.

An analysis of population and demographic information from the Texoma region revealed that the population density, the number of people living below poverty level, and Limited English Proficiency (LEP) populations in the region are less than the state average. The analysis also revealed that the number of people aged 65 and older, the number of people with disabilities, and the number of veterans in the Texoma region is higher than the state average.

Table 2 compares the population and demographic characteristics of the Texoma planning region to the overall figures in the state of Texas for the period using the initial results from the 2020 Decennial Census, along with 2019 data where indicated.

Table 2: Demographic Profile, State vs. County vs. Region

Variable	Texas	Cooke County	Fannin County	Grayson County	Texoma Region
Total Population*	**29,145,505**	**41,668**	**35,662**	**135,543**	**212,873**
Population Density (per Sq. Mile)	111.6	47.6	40.0	145.3	78.9
Area (Land, Sq. Mile)	261,193.9	874.6	890.6	932.60	2,698.40
Age**					
Children (0–17)	7,338,445	9,550	7,318	31,100	47,968
Seniors (65 and Older)	3,462,527	7,269	6,398	22,943	36,610
Race & Ethnicity*					
White	14,609,365	31,641	28,249	99,852	159,742
Black or African American	3,552,997	1,233	2,217	7,663	11,113

Asian	1,585,480	314	152	1,990	2,456
Hispanic or Latino	11,441,717	8,519	4,218	20,868	33,605
Other	9,397,663	8,480	5,044	26,038	39,562
Education, Population Age 25+**					
Less Than High School	2,957,959	3,766	3,530	9,954	17,250
High School Graduate (Includes Equivalency)	4,525,099	8,507	8,551	26,567	43,625
Some College	3,918,815	6,715	6,350	24,546	37,611
Associate's Degree	1,309,005	2,398	1,620	9,196	13,214
Bachelor's Degree	3,534,714	3,800	2,684	12,286	18,770
Graduate or Professional School Degree	1,885,962	1,839	1,540	5,762	9,141
Computer and Internet Subscriptions**					
Total Households	9,6921,647	15,351	12,453	48,454	76,258
Without Computer	874,368	2,001	1,479	5,845	9,325
Without Internet	1,730,481	3,628	3,432	11,511	18,571
Housing Occupancy**					
Occupied	10,491,147	15,738	12,857	52,307	80,902
Vacant	1,098,177	1,978	1,783	6,265	10,026
Poverty Status**					
Living Below Poverty Level	4,072,194	5,024	3,796	16,775	25,595
At or above Poverty Level	23,565,664	34,085	27,781	111,540	173,406
Commuting to Work**					
Workers, Age 16+	13,115,511	18,895	13,800	59,942	92,637
Car, Truck, or Van	90.5%	91.6%	90.6%	91.1%	91.1%
Drove Alone	80.5%	76.2%	80.3%	79.4%	78.6%
Carpooled	10.0%	15.4%	10.2%	11.7%	12.4%
Public Transportation	1.4%	0.1%	0.0%	0.3%	0.1%
Walked	1.5%	1.4%	2.2%	1.6%	1.7%
Bicycle	0.2%	0.1%	0.1%	0.3%	0.2%
Taxi, Motorcycle, or Other	1.3%	1.0%	1.3%	1.2%	1.2%
Worked at Home	5.0%	5.8%	5.8%	5.5%	5.7%
Civilian Population Age 18+**					
Veteran	1,453,450	2,459	2,862	10,021	15,342
Non-Veteran	19,375,600	28,032	24,357	89,792	142,181

Sources:
*2020 Decennial Census
**2019 American Community Survey 5-year, US Census Bureau.

METHODOLOGY

This coordination plan update is based on several steps that result in an understanding of opportunities, needs, and strategies for human service and public transportation coordination. The stakeholder committee, made up of representatives of essential stakeholders and priority populations in the Texoma region, worked together to assess options and to identify specific coordination strategies for implementation. The methodology to develop this plan is centered on the following concepts:

- Conducting stakeholder involvement and public outreach
- Preparing a demographic profile
- Documenting existing transportation conditions
- Conducting a needs assessment
- Identifying and prioritizing strategies to address the unmet needs

The stakeholder committee participated in the development, review, and approval of the transportation resources inventory, the comprehensive needs assessment on unmet transportation needs in the region, the analysis of gaps in transportation services, and the final 2022-2026 HSTP. The region's new vision and mission statements updated with input received from the stakeholders in December 2021 are:

- **Vision:** All citizens in the Texoma region will have access to safe, affordable, well-planned, and reliable transportation.
- **Mission:** To improve the region's quality of life through access to transportation.

Developing an HSTP plan is multifaceted by default; it requires the coordination of many organizations and transportation resources. This document details how the plan was produced using the following assessments:

- Creating a robust transportation resource inventory (Chapter 2);
- Conducting a thorough needs assessment and gaps analysis to include narrative description along with support data to explain the region's unmet needs and inefficiencies (Chapter 3 and 4);
- Planning for comprehensive, integrated transportation services, including the integration of regional planning and regional planning objectives (Chapter 5 & 6);
- Developing the vision, mission, goals, and objectives of the plan (Chapter 7);
- Creating plans to effectively implement and evaluate the progress of the plan in the future (Chapter 8);
- Describe specific, locally determined metrics for each identified gap in transportation service (Chapter 9), and
- Discussion of lessons learned and recommendations concerning the process and research instruments used to collaboratively plan, design, conduct, evaluate, develop, and approve the plan (Chapter 10).

An overview of the methodology for each portion of the plan is described below.

Transit Needs Assessment

The team started the analysis by conducting a transit needs assessment, establishing a baseline for the level of need in each block group in the study area. The needs assessment was conducted by scoring the block groups for the following indicators: older adult populations, disabled populations, low-income households, minority populations, households without vehicle access, LEP populations, and rural populations. The scores were combined to form a cumulative transit need score, which was then mapped to visually display levels of need in the study area.

Transit Resource Inventory

To begin to understand existing levels of coordination in the region, the project team worked with input from the stakeholder committee and TCOG to develop an inventory of transit service providers in Fannin, Cooke, and Grayson counties. This inventory included several providers who offer services for specific clients and client service locations. These serve a role in helping individuals reach much needed services and facilities but lack the ability to open their operations to the public. The review found that Texoma Area Paratransit System (TAPS) is the only public provider in the region. The project team utilized the Texas A&M Transportation Institute's (TTI) Transit District Profiles,[1] existing resources listed in the previous plan, and a variety of online resources to verify available services, following with a provider interview to produce a robust inventory of services offered in the study area. Provider interviews took place between the initial and second stakeholder committee meetings, with a follow-up interview of TAPS occurring following the third stakeholder committee meeting.

Gaps Analysis

Working with project stakeholders and TCOG, the project team identified a list of transportation providers working in the region, both open to public access and open only to specific constituencies. Once reviewed with TCOG and the results from the 2017 planning effort, the project team discussed the information with the stakeholder committee during their August and December 2021 meetings and confirmed the region has only one public transit service provider (TAPS) in operation. The analysis reviewed the service available to confirm a general gap exists in the region's available service on weekdays, weekends, and holidays.

Comprehensive, Integrated Transportation Services

With the preliminary analyses complete, the project team compiled all the data cohesively. The results supported the comprehensive assessment of unmet needs, assessment of overlaps, and assessment of gaps in delivery of transportation services, as well as the supporting data used for the assessments. The data compiled in the development of the plan included:

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[1] https://transit-mobility.tti.tamu.edu/resources/profiles/

- Demographic data taken from the United States Census, including age, race, income, persons with disabilities, persons with LEP, and data to indicate need for transportation services;
- Updates to the existing list and narrative of all health & human services agencies/programs and workforce agencies, which was derived from a current inventory of such agencies;
- Review of the assessment of transportation overlaps and gaps in service experienced in the Texoma region, with supplemental testimony provided by regional stakeholders on groups and geographies in the region found in the gaps;
- A description of the research methodology, observations/findings, and recommendations;
- Development of research instruments used during plan development, including the project surveys, goals, objectives, and priorities.

The project team ensured services using section 5310, section 5311, and other FTA-funded programs, health and human services programs, and workforce programs were integrated into the planning process. These groups sat on the project stakeholder committee and helped gather community input used in the development of the plan.

Vision, Mission, Goals, & Objectives

The vision, mission, goals, and objectives developed initially in 2017 have been revised based on input from the project stakeholder committee. During its December 2021 meeting, the committee invited 35 participants representing over 30 member organizations to be part of a review of the vision, mission, goals, and objectives. The review was informed with the results of the community survey and gaps analysis.

The items developed by those participating in the stakeholder meeting discussion in December 2021 were open to the broader group for review and input during January 2022 prior to the plan adoption. The summary of comments received appears in Appendix F.

Implementation & Evaluation

The final key to the HSTP planning process was to develop a realistic way to implement the goals and objectives and develop performance measures to evaluate their progress in the future. The project team discussed staffing levels, funding, and roles and responsibilities with TAPS and Grayson County Metropolitan Planning Organization (GCMPO) to ensure the organizational infrastructure and resources would have the capacity to implement all the goals and objectives the team had developed. In addition, the project team wrote down practical ways that the stakeholder committee, managed by TAPS, can engage priority populations as they implement the goals.

Once methods of implementation had been solidified, the project team developed metrics to measure success in addressing goals and objectives. These metrics will provide benchmarks for how each objective is measured in the future, showing to what extent the objective was completed. As noted in the discussion, the responsibility for working

through implementation will fall to the regional coordinating committee. This committee, which continues the work of the project stakeholder committee, will have specific thresholds of activity which help them gauge their success with meeting the plan's goals and objectives.

ENGAGING PRIORITY POPULATIONS

For the purposes of developing and approving all deliverables, essential stakeholders and priority populations engaged through plan development include the following groups:

- Representatives of public, private, and nonprofit transportation providers, including recipients of:
  - Section 5307 funds (small urban transportation providers)
  - Section 5311 funds (rural transportation providers)
  - Section 5310 funds (enhanced mobility of seniors and individuals with disabilities)
- Representatives of metropolitan planning organizations
- Representatives of human services providers
- Representatives of workforce development agencies
- Individuals or advocate organizations representing:
  - Individuals with disabilities
  - Individuals aged 65 and older
  - Individuals with low incomes
  - Veterans
  - Children
  - Individuals who rely on public transportation to and from employment
- Other members of the public

Given the conditions in place at the time of this plan's development with the COVID-19 pandemic, gatherings and public meetings for this effort did not occur. Commentary received for this plan update included community and provider surveys received from the Texoma region, as well as individual testimony and the project stakeholder committee's feedback to results coming from the community survey.

SURVEYS

Provider Survey

TAPS has the only publicly available transit service in the Texoma region. Contact initiated with this provider in the week of November 8, 2021, allowed for the collection of details on available services offered in the region. This information, once compared to that available in the TTI inventory, allowed for the assessment of service coverage and availability in the gaps analysis. Subsequent phone contact to others identified as potential providers of transportation services took place as well. These agencies did not provide publicly available service; therefore updates for these agencies appear in Appendix B.

Community Survey

The region participated in a general transit survey administered through TCOG, GCMPO, and TAPS using a general outreach approach built on social and print media. The survey, which was available August through October of 2021, included directed outreach by TCOG to community stakeholders representing the groups identified in the demographic targets (such as the Area Agency on Aging to represent the elderly and the local Independent School Districts to represent school-age children), by the GCMPO to coordinate distribution and response through the individual members of the project stakeholder committee, and by TAPS to existing transit patrons across the region. The results of this effort appear in Chapter 3.

STAKEHOLDER ENGAGEMENT

TCOG, GCMPO, and TAPS co-facilitated a total of three workshops in the Texoma planning region. These workshops allowed the identified stakeholders, representing 30 groups, to offer their input strategically during the plan development process. A discussion of these groups, identified by TCOG, GCMPO, and TAPS, appears in Chapter 5.

GCMPO assumed responsibility for outreach to the committee members to encourage their attendance at scheduled meetings. TCOG, GCMPO and TAPS assisted with administration and distribution of survey materials, as well as review of and collaboration on stakeholder meeting content. TAPS and individual stakeholders provided input to the discussion of service availability, available resources, and current challenges facing service delivery in the Texoma region due to the pandemic.

Chapter 2:
Transportation Resources
in the Region

INVENTORY

One of the components of coordinating public transportation and human services is determining the current degree of coordination amongst existing transportation services. This inventory aims to be as comprehensive as possible in cataloging transportation services relevant to the public transportation and human services coordination process.

The inventory includes the following information for each service listed:

- Provider/service name
- Type of agency providing the service (private, community-based, etc.)
- Service type (demand-response, fixed-route, etc.)
- Service mode (bus, van, cutaway, etc.)
- Rider types (public, veterans, elderly, etc.)
- Service area (counties, cities, etc.)
- Service schedule (times/days of the week, appointment-based, etc.)
- Notes
- Sources

INVENTORY USE

With the transportation resource inventory finalized, the project team used this information to lead a discussion with project stakeholders on the degree of potential for existing transportation coordination in the Texoma region. A summary of the inventory appears in Table 3, including a summary of the Texoma Area Paratransit Services, Inc., the only provider in the region appearing in the TTI regional transit dashboard.

The table includes information on the type of service, coverage area, hours/days of operation, fares collection, program requirements. The same list appears in Appendix B with other notes as gathered during discussion with project stakeholders. These groups cannot be counted in the overall assessment of public demands, as they are generally closed to the public and reserved for their clientele. These remain important to mention as they may fill a critical gap for their constituents. These groups may operate across the region or in very small geographic areas based on their mission and client focus. The result is that these groups may take some demand away from the existing public transportation provider. As noted during stakeholder discussion, continued engagement with these groups creates an understanding of the current services offered outside of the public realm.

Additionally, as these groups found their transportation services scaled back in response to COVID-19, community members in critical need of service found themselves in a service gap that was previously filled by these providers. In such instances, opportunities exist for these groups to utilize the coordination process to determine if other service providers exist who can meet the clients' needs. It was noted by the stakeholder committee that curating an updated directory of providers with consistent information and regular updates would benefit all in the region as they look to match clients and those in need of transportation with available services.

Table 3: Transportation Providers in the Texoma Region

Provider Name	Type of Agency	Service Type	Service Area	Hours	Cost	Eligibility Criteria
General Public Transportation Source: Texas Transit Performance Dashboard - https://www.texastransitdashboard.com/transit-district/texoma-area-paratransit-system/						
Texoma Area Paratransit Service (TAPS)	Public (FTA 5307, 5310, 5311)	Demand response	Sherman-Denison (Grayson County UZA); Cooke and Fannin Counties	6:00 am to 5:30 pm	Fare schedule for one-way and round trips	Open to general public
Client-based Transportation Source: From TCOG, 2017-2021 Coordinated Plan, updated during 2021						
Beacon Hill Transitional Care Center	Transitional Care Center (Clinical and Rehab)	Appointment-based (Schedule 1 day in advance)	Denison, TX (Grayson County)	Appointment-based	Free for facility residents; included as part of facility cost	Medical transportation, must be in program (Elderly)
Clyde Cosper Texas State Veteran's Home	State Veterans Home	Appointment-based (Schedule 1 day in advance)	Fannin County	Appointment-based	Free for facility residents	Medical transportation, must be in program (Elderly, ADA, Veterans)
Family Promise of Grayson County	Multi-congregational community service (21 congregations)	Appointment-based (Schedule 1 day in advance)	Grayson County	8:00 am to 5:00 pm (plus as needed)	Free for program participants	Must be in program (Shelter or Receiving Assistance)
Friends in Action, Area Agency on Aging (TCOG)	Area Agency on Aging	Appointment-based (Schedule 1 day in advance)	Cooke, Grayson, Fannin Counties	Program based	Free to program participants	Must be in the AAA program

Provider Name	Type of Agency	Service Type	Service Area	Hours	Cost	Eligibility Criteria
Real Time Transportation	Non-emergency medical transportation provider	Appointment-based (Schedule 1 day in advance)	Cooke, Grayson, Fannin Counties	5:00 am to 8:00 pm	Cost billed to Medicaid/Medicare	Medical transportation, must be in program (Elderly, ADA, Veterans)
Sam Rayburn Memorial Veteran Center (US Department of Veterans Affairs)	Federal Veterans Health Care Facility	Facility based	Fannin County (Sam Rayburn Memorial Veterans Center in Bonham), Dallas (VA Medical Center in Dallas)	Departs Bonham Monday-Friday at 7 am, returns to Bonham at approximately 3 pm.	The shuttle bus is free and runs between the Dallas VA Medical Center and Sam Rayburn Memorial Veteran Center in Bonham.	Veterans, Veterans with appointments in Dallas are given priority seating.
Texoma Community Center	Mental Health Facility	Facility based	Grayson Counties	Appointment-based	Free for program participants	18-years or older, with a serious mental health (SMI) diagnosis; Income at or below 150% of the federal poverty limit

Other Providers
Source: From TCOG, 2017-2021 Coordinated Plan, identified during 2021

Provider Name	Type of Agency	Service Type	Service Area	Hours	Cost	Eligibility Criteria
Uber/Lyft	Private Rideshare Company	Rideshare	Sherman, Denison (Grayson County)	6:00 am to 6:00 am	Varies by trip distance	Ability to schedule and pay
Texoma Taxi	Taxi Company	Rideshare/Taxi	Sherman, TX	24 hours/7 days per week by appointment	$10 local flat rate (Sherman, TX)	Ability to schedule and pay

Provider Name	Type of Agency	Service Type	Service Area	Hours	Cost	Eligibility Criteria
City Cab of Sherman	Taxi Company	Rideshare/Taxi	Grayson County	7 am-12am M-Sat, 11am-10pm Sunday by appointment	Varies by trip distance	Ability to schedule and pay
Consolidated/Independent School Districts (CISD, ISD)	Public Schools (PreK-12, in 37 districts)	School-based transportation (as per school schedules)	Cooke, Grayson, Fannin Counties	6:00 am to 5:00 pm	Free to students attending public schools within service boundaries	Enrolled in ISD
Church-Based Transportation	Church congregations (20 across all counties)	Church-based transportation	Cooke, Grayson, Fannin Counties	Varies - follows service schedule	Free to congregants	Member of congregation, request transportation service
Facility-Based Transportation (Assisted Living)	Assisted Living Facilities	Facility based	3 in Grayson, 1 in Fannin County	Appointment-based	Free to residents	Resident of facility (Elderly)

Precedent for this type of activity can be found within the current social service agency operational environment in the region. Some agencies reported doing this on a case-by-case basis with their own clientele (such as veterans and those seeking jobs or attending job training) using the 211-Texas process of agency referral or reliance on an informal network of individuals sharing information. TCOG houses an office for the 211-Texas network and routinely receives data on calls received looking for different types of transportation. Additionally, TCOG and TAPS have created information cards and flyers for distribution regionally to inform individuals and agencies on the referral network and the hours and costs of transportation services within Cooke, Fannin, and Grayson counties.

Stakeholders agreed that formalizing this into a more directed activity would create a more useful tool for closing gaps in service coverage and should be part of the recommendations presented in this plan.

LIMITATIONS

The project team reviewed the 2017 Coordination Plan and added any remaining transportation services operating in the region to the inventory. The review consisted of a discussion with TCOG staff and regional stakeholders during the period of April-June 2021. This discussion confirmed the status of provider operation, instances of service cessation given the decline in demand to travel, and temporary loss of staff, funding, or access to facilities because of the COVID-19 pandemic. Next, the team working with the list of operational agencies worked with TCOG to determine how many still provide transportation services or planned to resume service during the plan development period.

PUBLIC DEMAND-RESPONSE TRANSPORTATION

There is one public transportation provider in the Texoma region, the Texoma Area Paratransit System, Inc. (TAPS). TAPS operates demand-response transportation in partnership with Transdev.[2] TAPS operates in the tri-county Texoma planning region, as well as in Clay, Montague, and Wise counties (Figure 2).

TAPS receives funds from the 5310 (Seniors and Individuals with Disabilities), 5311 (Rural), and 5339 (Bus and Bus Facilities) programs as passed through TxDOT Public Transit. The four-year program of capital funds for each of these programs appears later in Chapter 6. TAPS also received CARES Act funding and uses Transportation Development Credits (TDC) to provide match for capital projects.

[2] TAPS has funded a feasibility study for fixed-route service. This study concluded in December 2021.

Figure 2: TAPS Service Area
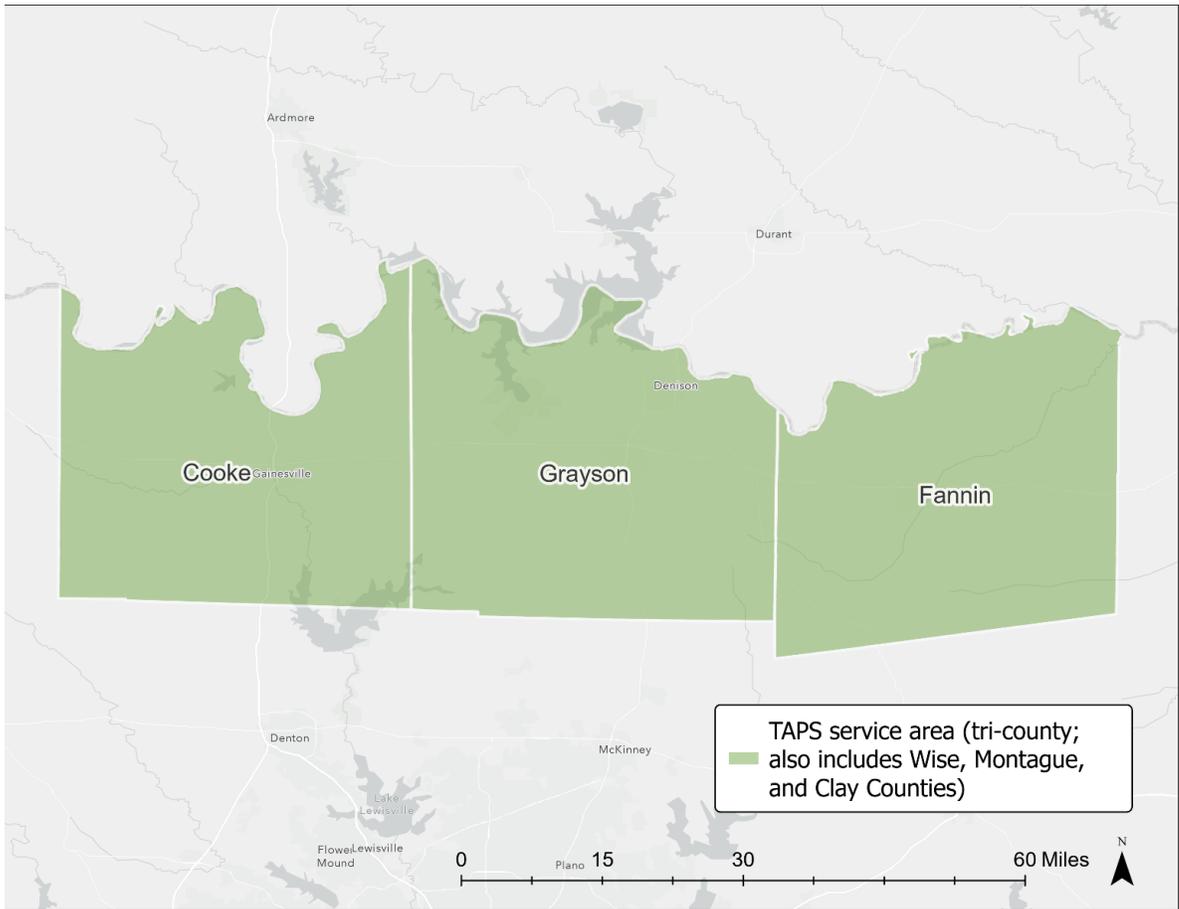
Service delivery data for TAPS, as reported to the National Transit Database (NTD) and summarized in Table 4, shows that the number of passenger trips has increased approximately 11% since 2017. As of 2020, TAPS operates 17 vehicles in the delivery of service, but has another 22 available to provide support. Annual budgets for operating TAPS during this time ranged from $2.63 million (2018) to $2.51 million (2020).

Table 4: Texoma Area Paratransit System, Inc. 2017-2020 Service Data

Year	Annual Unlinked Trips	Annual Vehicle Revenue Miles	Annual Vehicle Revenue Hours	Vehicles Operated in Maximum Service
2017	35,767	392,837	17,307	16
2018	38,962	422,713	18,478	16
2019	43,852	460,615	19,502	16
2020	40,306	426,135	18,663	17

Source: National Transit Database, 2021.

Plans for Future Service

The long-range transit study for the Sherman-Denison area, completed in December 2021, recommended moving forward with a network of fixed routes to help provide scheduled transit service to the local community. This recommendation follows through on the recommendations of the transit market study funded through TCOG and completed in 2019.[3] Recommendations identified in the long-range transit study identify a potential future network of transit service across Sherman and Denison. Needs identified by the community and the project steering committee guided the overall development of the route concepts identified. Next steps include concept refinement, which will advance the overall route recommendations into functional project recommendations to submit for FTA 5307 funding.

TRANSPORTATION PLANNING AGENCIES

There are three agencies operating in the Texoma region that have varying degrees of responsibilities for transportation planning:

STATE – TEXAS DEPARTMENT OF TRANSPORTATION

The TxDOT Public Transportation Division[4] works with others to provide a safe, reliable network of transportation options for people who use alternatives to driving alone. The division provides financial, technical, and coordination assistance to the state's rural and urban public transit providers, as well as to TxDOT's Bicycle/Pedestrian and State Safety Oversight programs.

REGIONAL/COUNCIL OF GOVERNMENTS – TEXOMA COUNCIL OF GOVERNMENTS

The Texoma Council of Governments[5] is a voluntary association of local governments in Cooke, Fannin, and Grayson counties that works directly with citizens and local jurisdictions to improve and advance economic vitality and quality of life in Texoma. In collaboration with our public and private sector partners, TCOG delivers various programs and services designed to support the health, welfare, and future of our citizens, our communities, and the region. Priorities in the Texoma region include water/wastewater improvements, street improvements, flood and drainage improvements and housing rehabilitation.

TCOG serves in two programs that have an influence on transportation services and transportation planning in the region:

- TCOG administers the Community & Economic Development Program (CED) grant-funded programs that address development in the Texoma region. This includes serving as the Economic Development District for Texoma (EDD), a

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[3] 2019 Transit Market Study, Completed on behalf of the Texoma Council of Governments, August 30, 2019.
[4] As developed using information from the Texas Department of Transportation Public Transportation Division: thttps://www.txdot.gov/inside-txdot/division/public-transportation.html.
[5] As developed using information from the Texoma Council of Government's website: https://www.tcog.com/, combined with agency review and discussion.

designation awarded by the U.S. Department of Commerce's Economic Development Administration, working to engage the region in comprehensive economic development planning to strategize for growth in the Texoma region.

- TCOG administers the Area Agency on Aging (AAA) of Texoma, which is responsible for the development and coordination of a comprehensive system of services for citizens over the age of 60 and for citizens with a disability residing in Cooke, Fannin, and Grayson counties. As noted on the TCOG website, the Texoma region has a larger per capita population of older persons than the State of Texas.

TCOG houses an office for the 211-Texas program fielding phone calls and providing referrals for all different types of transportation needs across the region. Review of the data indicates that some of these referrals can be addressed within the AAA, but most are met through the process of referral to other stakeholders. The trip requests fielded by the program include anything related to transportation services as part of access to local facilities (such as hospitals, clinics, health departments, food pantries) or to obtain access to jobs, education, or other human services. Discussion of the data on transportation needs received by 211-Texas for the Texoma Region appears in Chapter 3.

## URBANIZED AREA – GRAYSON COUNTY METROPOLITAN PLANNING ORGANIZATION

The purpose of the Grayson County Metropolitan Planning Organization (GCMPO)[6] is to coordinate transportation planning within the 20-year urban boundary. This includes coordination with the State of Texas, Grayson County, and the cities of Sherman, Denison, Howe, Gunter, Pottsboro, Van Alstyne, Bells, Collinsville, Dorchester, Sadler, Southmayd, Tioga, Tom Bean, Whitesboro, and Whitewright, as illustrated on Figure 3.

GCMPO is responsible for the promotion of transportation systems which embrace a variety of modes in a manner that efficiently maximizes the mobility of people and goods with minimal energy consumption, air and water pollution, and negative social impacts. GCMPO also supports the seven national goals of the FAST Act, listed in 23 USC § 150 as:

1. Safety: To achieve a significant reduction in traffic fatalities and serious injuries on all public roads;
2. Infrastructure condition: To maintain the highway infrastructure asset system in a state of good repair;
3. Congestion reduction: To achieve a significant reduction in congestion on the National Highway System;
4. System reliability: To improve the efficiency of the surface transportation system;
5. Freight movement and economic vitality: To improve the national freight network, strengthen the ability of rural communities to access national and international trade markets, and support regional economic development;

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[6] Information as obtained from the Grayson County MPO website: https://www.gcmpo.org/, combined with agency review and discussion.

**Figure 3: Grayson County MPO Planning Boundary, 2016**
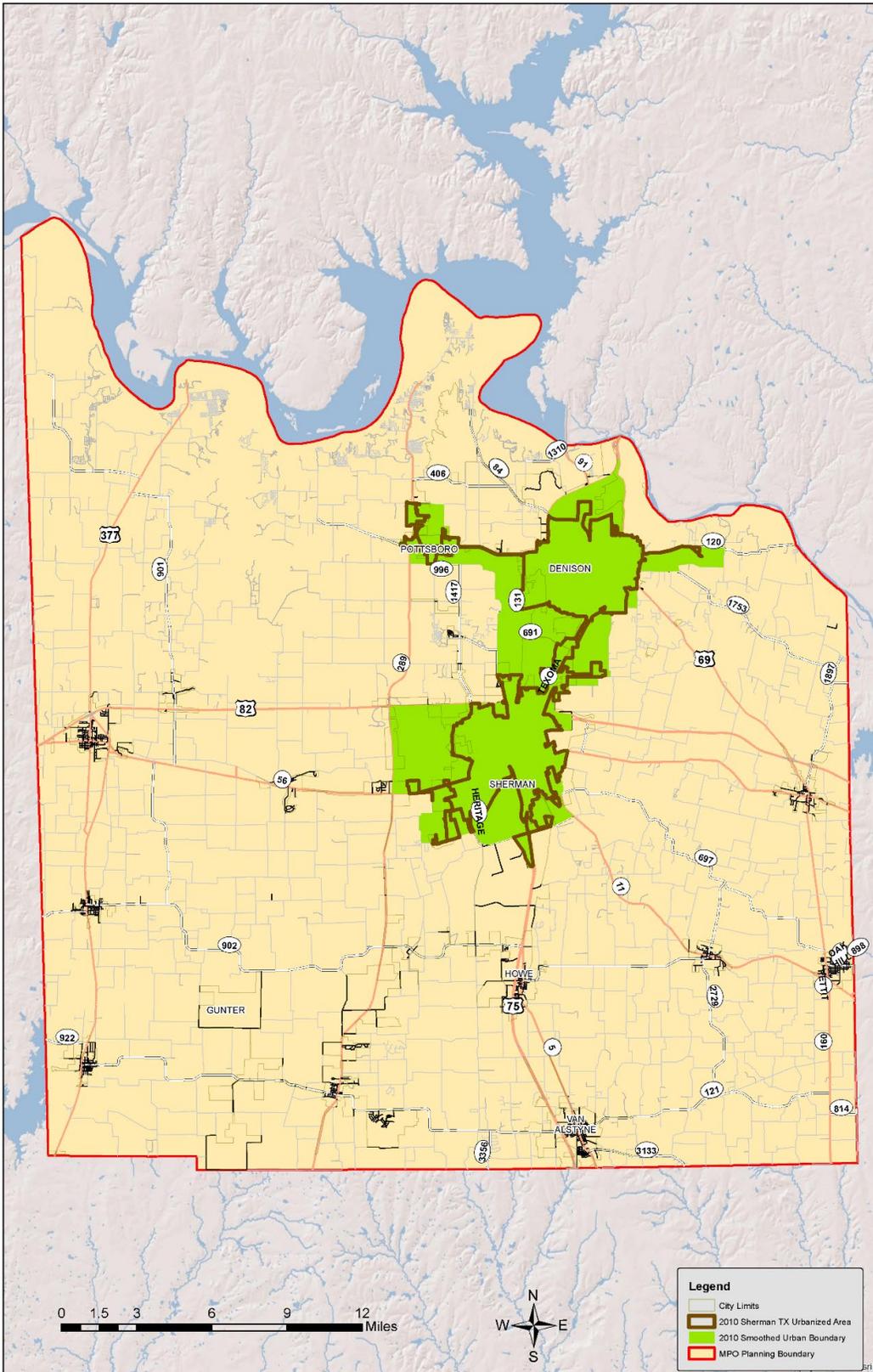
Map Source: GCMPO, 2021.

6. Environmental sustainability: To enhance the performance of the transportation system while protecting and enhancing the natural environment; and

7. Reduced project delivery delays: To reduce project costs, promote jobs and the economy, and expedite the movement of people and goods by accelerating project completion through eliminating delays in the project development and delivery process, including reducing regulatory burdens and improving agencies' work practices.

The three main products of GCMPO are the long-range transportation plan (20+ years), officially known as the Metropolitan Transportation Plan (MTP), the four-year Transportation Improvement Program (TIP), and the Unified Planning Work Program (UPWP). The first two documents list the planned (MTP) and the approved (TIP) allocations of federal funds while the UPWP, identifies planning efforts to be undertaken during a two-year period.

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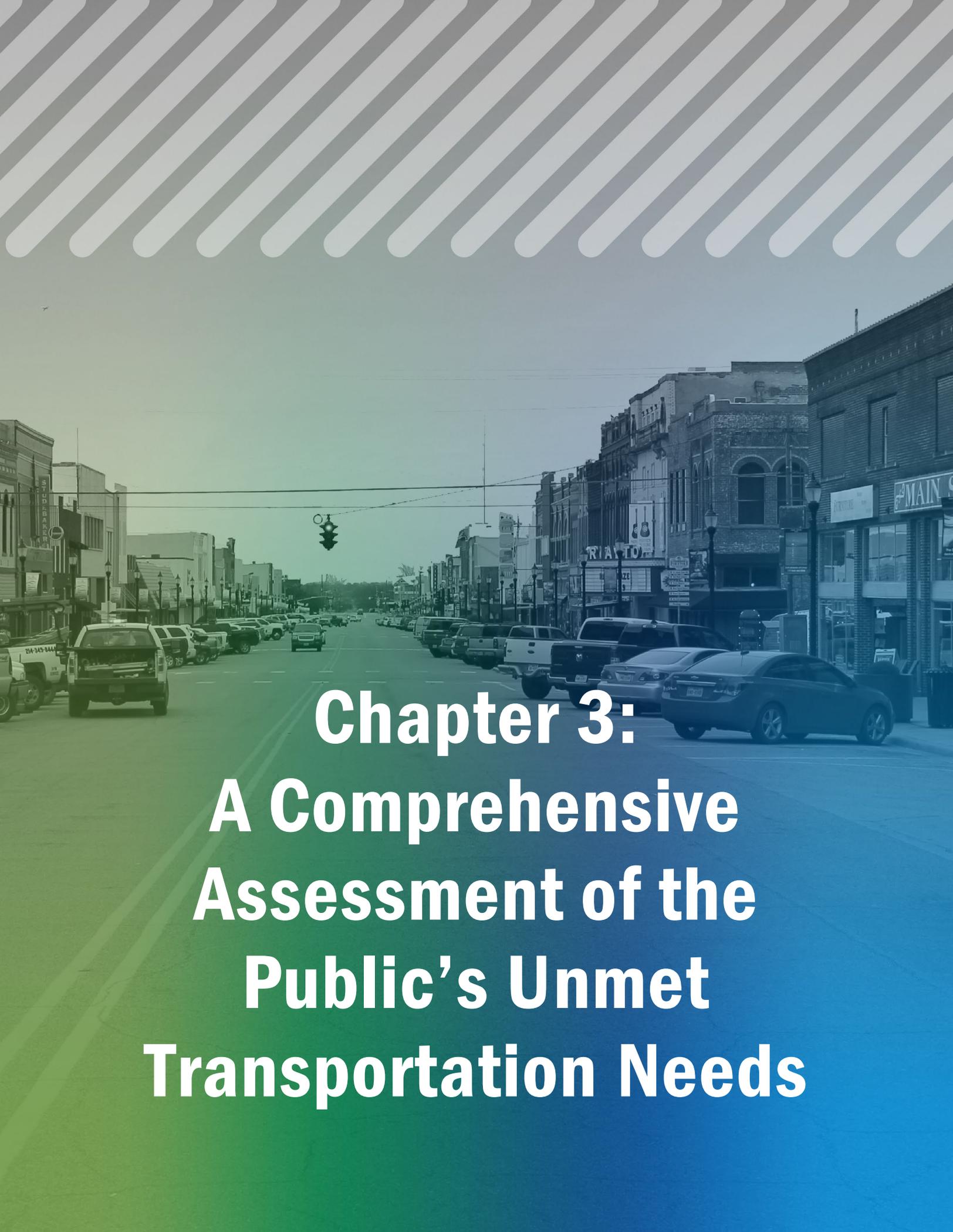
Chapter 3:
A Comprehensive Assessment of the Public's Unmet Transportation Needs

NEEDS ASSESSMENT

To fully support the HSTP, the project team conducted a demographic analysis of the tri-county planning area by block group and county. This analysis consists of analyzing Census data for specific demographic indicators used to identify populations and areas that need additional transportation resources within the planning area (Cooke, Fannin, and Grayson counties). In addition, the analysis looks at general population and employment density within the planning area to support and confirm block groups with need (county-by-county results of this analysis are included in Appendix C). Analyzing high-need populations along with general population and employment density helps to identify who needs transit and where they live and work.

METHODOLOGY

The gathering of Census data and analysis of said data were completed to help conduct the needs assessment. Findings gathered from this demographic analysis will set the groundwork for the gaps analysis, which will connect to the inventory and assessment of overlaps in public transportation services. Table 4 details the data sources used to identify the unique need of each block group within the tri-county planning area. These sources include the American Community Survey (ACS) 5-Year estimates (2015-2019), the Decennial Census (DEC), and the Longitudinal Employer-Household Dynamics (LEHD).

Table 5: Data Sources

Source	Year	Table Number	Data Description
ACS 5YR	2019	B01001	Sex by Age
ACS 5YR	2019	B17021	Poverty Status
ACS 5YR	2019	C21007	Disability by Veteran Status
ACS 5YR	2019	DP05	Race and Ethnicity
ACS 5YR	2019	B25044	Tenure by Vehicles Available
ACS 5YR	2019	B16004	Limited English Proficiency
DEC	2010	H2	Urban Rural
LEHD	2018	--	Employment Data

In addition to these characteristics, the veteran population was analyzed for the Texoma region based on anecdotal evidence of unmet needs.

One of the unique demographic characteristics of the tri-county planning area is the large percentage of rural populations. Rural areas within block groups tend to have lower population densities due to lower population totals spread out over a larger area. This does not necessarily mean that there is a low need for transit in these areas, as most of that population may live within a concentrated area of the large block group. To pinpoint exactly where these populations exist within the block group, the population density was displayed over aerial imagery to identify the undeveloped areas within each block group.

Next, the analysis reviewed the distribution of employment throughout the planning area to help determine where people work. To make direct comparisons to population density, employment was also aggregated to the block group level to maintain consistent metrics. By examining both population and employment density, high-level travel patterns can be identified to support the need for transit services taking people where they need to go.

Lastly, a composite score of transit need was calculated by identifying block groups with higher percentages of potentially at-need population groups.

TRANSIT NEED INDEX

The Transit Need Index (TNI) creates a composite score to identify where vulnerable populations that have a higher need for transit are located within a region. The categories of demographics from the ACS were selected to reflect populations that have been historically disadvantaged, in combination with groups that qualify for Section 5307, 5310, or 5311 Programs. The key demographic groups included:

- Population aged 65 years or older
- Persons with disabilities
- Persons of low income
- Minority populations
- Households without vehicle access
- People with Limited English Proficiency
- Rural populations

The TNI score works by looking at the makeup of block groups throughout the planning area and comparing the percentage of each demographic group to the total population and to that same percentage at the state level. If the planning area percentage is higher than the state percentage, that block group scores a 1 for that specific demographic group. A TNI score of 1 indicates that there is one of the high-need groups within that block group. Any TNI score higher than 1 indicates there are multiple high-need groups within that block group. By comparing these high-need group percentages to the state, both individual block groups and the collective counties and the tri-county planning area can be compared and evaluated.

After each demographic group is accounted for in each block group, the scores are summed and classified into very low to very high transit need block groups (Table 5).

Table 6: TNI Rating System

TNI Rating	Overall Score
Very Low	< 1
Low	< 2
Moderate	< 4
High	< 5
Very High	< 7

The data used to calculate the TNI was obtained from the ACS 5-Year Estimates (2015-2019), except for urban and rural population counts, which came from the 2010 Decennial Census (Table 6). To distribute transit need more accurately throughout the TCOG planning area and within each county, data was downloaded at the block group level.

Table 7: TNI Data Sources

Source	Year	Table Number	Data Description
ACS 5YR	2019	B01001	Sex by Age
ACS 5YR	2019	B17021	Poverty Status
ACS 5YR	2019	C21007	Disability by Veteran Status
ACS 5YR	2019	DP05	Race and Ethnicity
ACS 5YR	2019	B25044	Tenure by Vehicles Available
ACS 5YR	2019	B16004	Limited English Proficiency
DEC	2010	H2	Urban Rural

Figure 4 illustrates the TNI score of each block group in the TCOG planning area.

Areas of highest need (High and Very High) appear clustered in Grayson and Fannin Counties.

Specific areas appear near Collinsville and Tioga (southwest Grayson County), near the Oklahoma State Line (northern Grayson County), Howe (central Grayson County) and within the Sherman-Denison urban area (central Grayson County) and Honey Grove (eastern Fannin County) and Ladonia (southeastern Fannin County).

Data provided by TAPS indicates that they currently provide trips in these areas, but most recorded trips delivered remain clustered in the main town and city centers, specifically around Sherman and Denison (Grayson County), Gainesville (Cooke County) and Bonham (Fannin County). Appendix C provided more detailed information for this analysis and a county-by-count review results summarized above.

Most of the block groups in the region have a low-to-moderate TNI score with a handful of block groups with a high-to-very high TNI score; only a few block groups were considered to have very low transit need according to their TNI scores.

Figure 4: Transit Need Index Map, Texoma Region

As can be seen in Table 7, all but two (Population in Poverty and Limited English Proficiency) demographic group percentages were at or above the state percentage.

Table 8: Key Demographic Comparison - by County in the Planning Area

	Pop Over 65 (%)	Disabled Pop (%)	Pop in Poverty (%)	Minority Pop (%)	HHs w/o Vehicles (%)	LEP Pop (%)	Rural Pop (%)
Cooke County	18%	13%	14%	26%	6%	4%	52%
Fannin County	19%	14%	11%	20%	4%	2%	69%
Grayson County	18%	17%	13%	27%	5%	2%	36%
Planning Area	18%	15%	13%	25%	5%	2%	46%
State	12%	10%	58%	14%	5%	7%	17%

STAKEHOLDER INPUT

Based on feedback obtained in the first two stakeholder committee meetings, Texoma region stakeholders believe that the groups most likely to experience gaps in transportation services are:

- People with physical and mental disability,
- Seniors in rural areas,
- Veterans,
- Students of all ages,
- People experiencing homelessness, and
- People that fall into two or more of the demographic categories in the TNI.

The committee noted that these groups are more vulnerable to transportation gaps because they often lack knowledge about what services are available and how to access them, and often do not know how to find information about these services.

Additionally, the committee identified a lack of sidewalks in key areas throughout the region as another gap that would encumber or prevent access to transportation services.

211 TEXAS DATA

Review of data from the 211 Texas dashboard for the Texoma Region (Cooke, Grayson, and Fannin Counties) for the 2020 and 2021 reporting periods includes 188 requests for transportation services in the region. Of this total, 128 are for medical and public transportation services. According to the data, all requests for medical transportation received have been met, while 8 of the trip requests for public transportation and the single trip for ride share were unmet, which represents a rate of less than 5% unmet in

those categories. Review of the data on the 211-Texas dashboard by geographic indicates that most total transportation trip requests (67), across all categories, coming from zip code 76240 in Cooke County in and around greater Gainesville.[7] Table 8 provides an overview of these trip requests.

Table 9: 211-Texas Transportation Requests in Texoma Region (2020-21)

	2020		2021	
	Total Requests	% Unmet	Total Requests	% Unmet
Medical transportation	39	0%	31	0%
Public transportation	42	17%	16	6%
Automobile assistance	28	32%	27	41%
Long-distance travel	0	0%	0	0%
Ride share services	0	0%	1	100%
Bike programs	0	0%	0	0%
Contacts	0	0%	0	0%
Other transportation assistance	2	50%	2	0%
TOTAL	111	15%	77	17%

Source: 211-Texas, 2021.

COMMUNITY SURVEY RESULTS

The survey was available to the public between August and October of 2021. A total of 440 completed responses were received, along with 133 partially complete responses. Participants were able to respond using an online platform or on an abridged paper copy made available on TAPS vehicles and distributed by various entities in the region. Approximately 60% of responses were received electronically and 40% on paper, although for the purposes of this analysis, the results were examined together.

Demographics

The survey included optional demographic questions to provide insight into the population represented in the responses. Most of participants who answered these questions were white, with over 77% of people identifying as such. Most were between the ages of 26 and 45, with 62% falling within this range. 22% were between 46 and 65, and 11% were over the age of 66, while just 5% were younger than 25. Respondents represented a range of income brackets, with about 25% making less than $25,000 per year, another 25% making between $25,000 and $50,000, 33% making between $50,000 and $100,000, and 18% making more than $100,000 per year.

Over 70% of participants reported being employed full or part time. 9% identified as students at either the K-12 or university level, 11% were retired, and 9% were unemployed. Self-identified veterans comprised 7% of survey respondents, and nearly 10% of all participants reported having a disability.

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[7] As identified by TCOG as part of the general plan review and downloaded from https://tx.211counts.org/. TAPS has received referrals for transportation service in Grayson County from the 211-Texas coordinator housed at TCOG (comment received on 2/18/2022).

Only 8% of respondents reported that they use transit service more than a few times per year. These participants said that they utilize TAPS demand response service, as well as local transportation services for veterans and the elderly, and do not tend to use transit systems of nearby cities, such as DART and DCTA. Most of these participants reported that they are over the age of 45, and either do not have access to a personal vehicle or share one car with others in their household.

Transportation Habits

Survey participants were asked a series of questions that aimed to understand their transportation choices. Nearly 95% of respondents have their own car or share one or more cars within their household. When asked about how they usually get around, over 75% of respondents said that they drive alone. Some reported carpooling with family and walking as other common modes, at 7% each, while only 4% regularly use public transit.

Figure 5: Ability to Travel - Results

ARE YOU EVER UNABLE TO GET WHERE YOU NEED TO GO BECAUSE YOU LACK TRANSPORTATION?

59% responded "Never"

25% responded "Rarely"

16% responded "Sometimes, Often, or Almost Always"

Participants were asked where and when they most often need to travel. Trip purposes such as work, errands, and school were the most common choices selected, closely followed by medical appointments and shopping destinations. Other types of trips such as those to visit family, friends, or places of worship were less common, but still represented in responses. Most participants said that on a typical day, they leave home between 6:00 and 8:00 AM and return home between 4:00 and 7:00 PM. Some subsets of survey respondents indicated that they need to leave home as early as 3:00 AM or later in the afternoons and return home in the early hours of the morning.

Figure 6: Travel Destinations - Results

Where do you most often need to travel?

WORK	SCHOOL	MEDICAL	SHOPPING	ERRANDS	SOCIAL	WORSHIP	RECREATION
28%	13%	13%	14%	16%	6%	5%	4%

Perspectives on Transit

The survey asked respondents to share their perspective on several aspects of transit in the Texoma community, regardless of whether they currently use the service. Feedback shows that participants find transit in their community to be affordable and generally safe. However, many expressed the desire for shorter wait times, expanded operating hours, and reliability. Respondents also want it to be easier to access information about the transit options available to them. This points to an opportunity for TAPS to invest in community outreach and education initiatives in addition to planned service enhancements.

The large number of 'Neutral' responses is reflective of the fact that most survey participants do not currently use TAPS transit. When asked what would cause them to use transit service more frequently, respondents ranked qualities like reliability, safety, and convenience the highest. Respondents also said they would like to be able to schedule their rides with less or no advance notice, indicating a preference for more spontaneous transit trips.

When participants were asked how they access information about transit in their community, 36% reported that they most often rely on agencies' websites. 21% frequently rely on word of mouth, 17% rely on smartphone apps, and 10% rely on phone calls. Only 6% use paper materials such as pamphlets and brochures and no respondents answered that they use newspaper ads to learn about the transit service. The remaining 6% gave other responses most of which were that they don't currently use local transit services.

Figure 7 graphs the responses given to a series of statements evaluating various aspects of existing transit service.

The large number of 'Neutral' responses is reflective of the fact that most survey participants do not currently use TAPS transit. When asked what would cause them to use transit service more frequently, respondents ranked qualities like reliability, safety, and convenience the highest. Respondents also said they would like to be able to schedule their rides with less or no advance notice, indicating a preference for more spontaneous transit trips.

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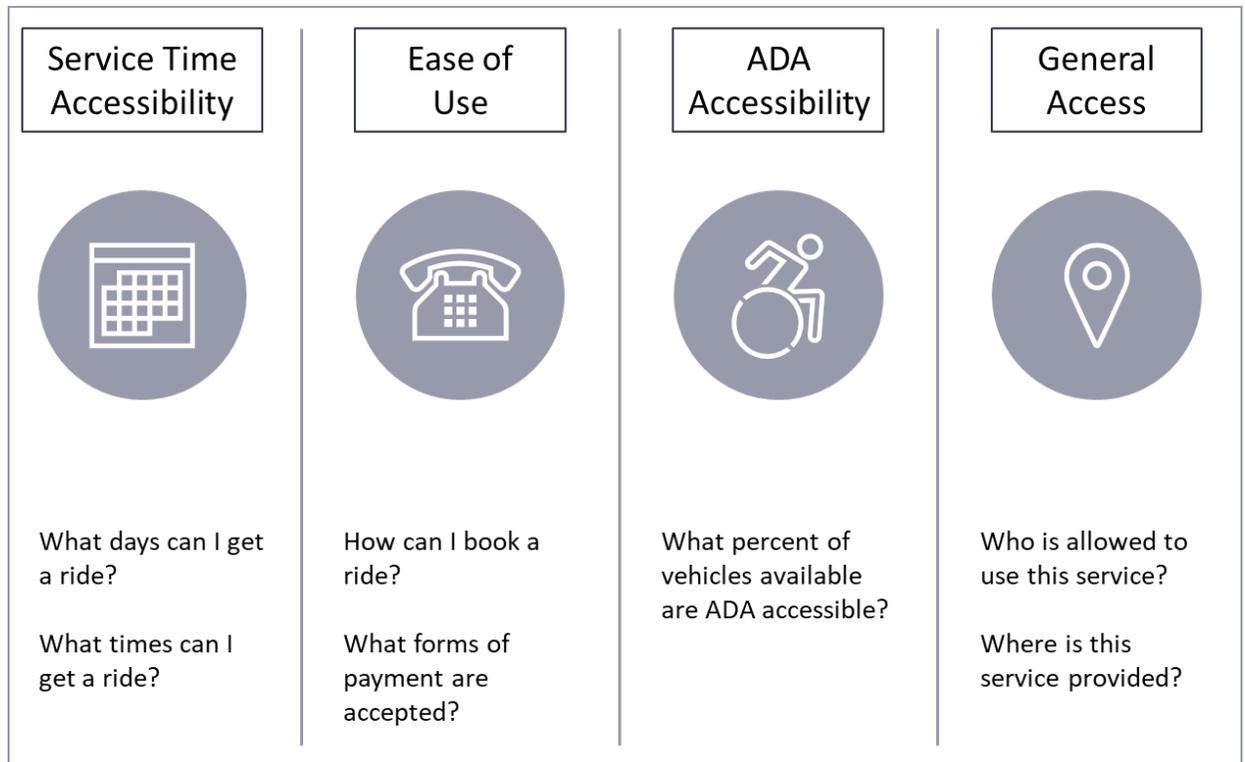
Figure 7: Transit Service Evaluation - Results

Statements Evaluating Transit Service
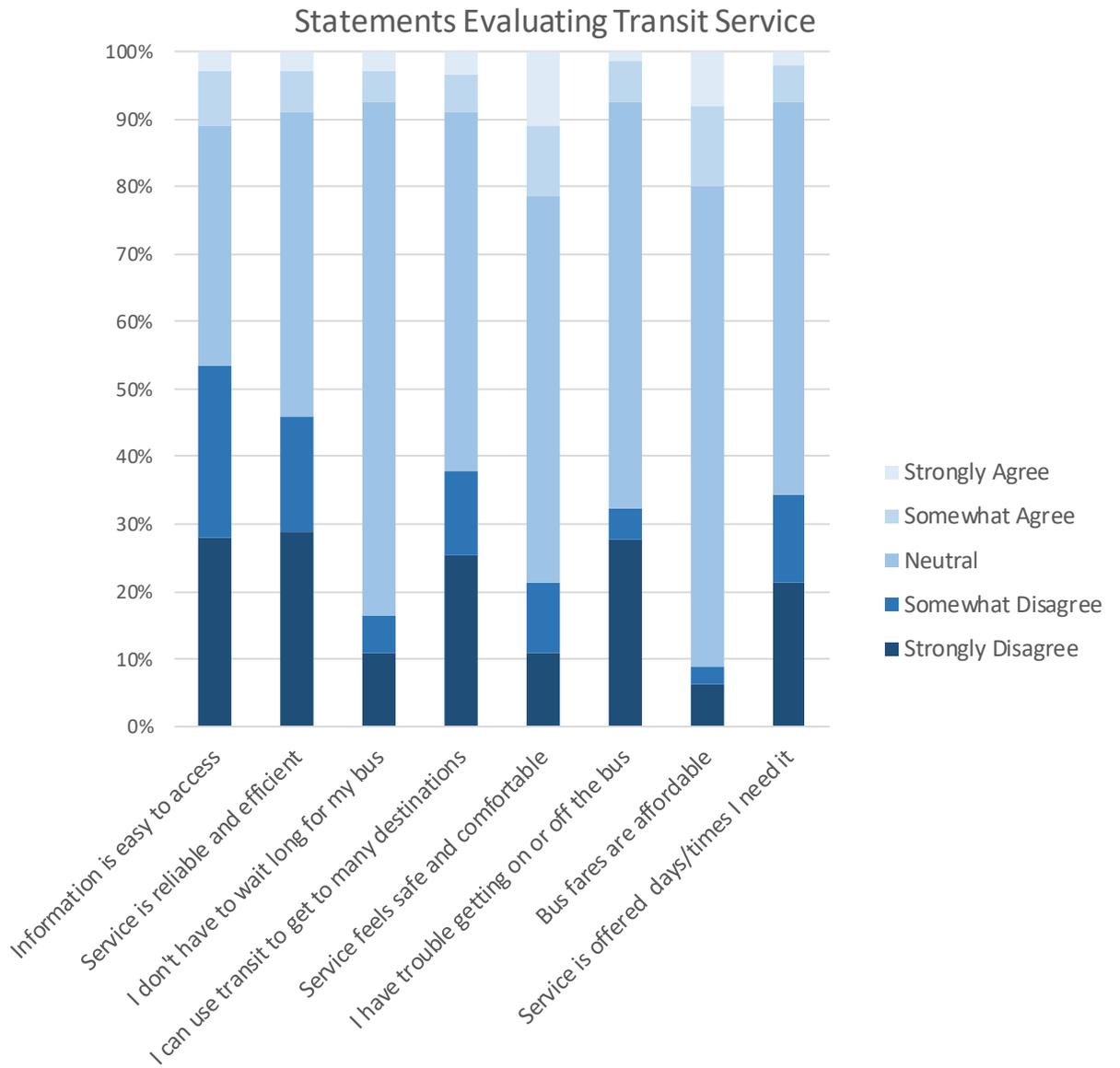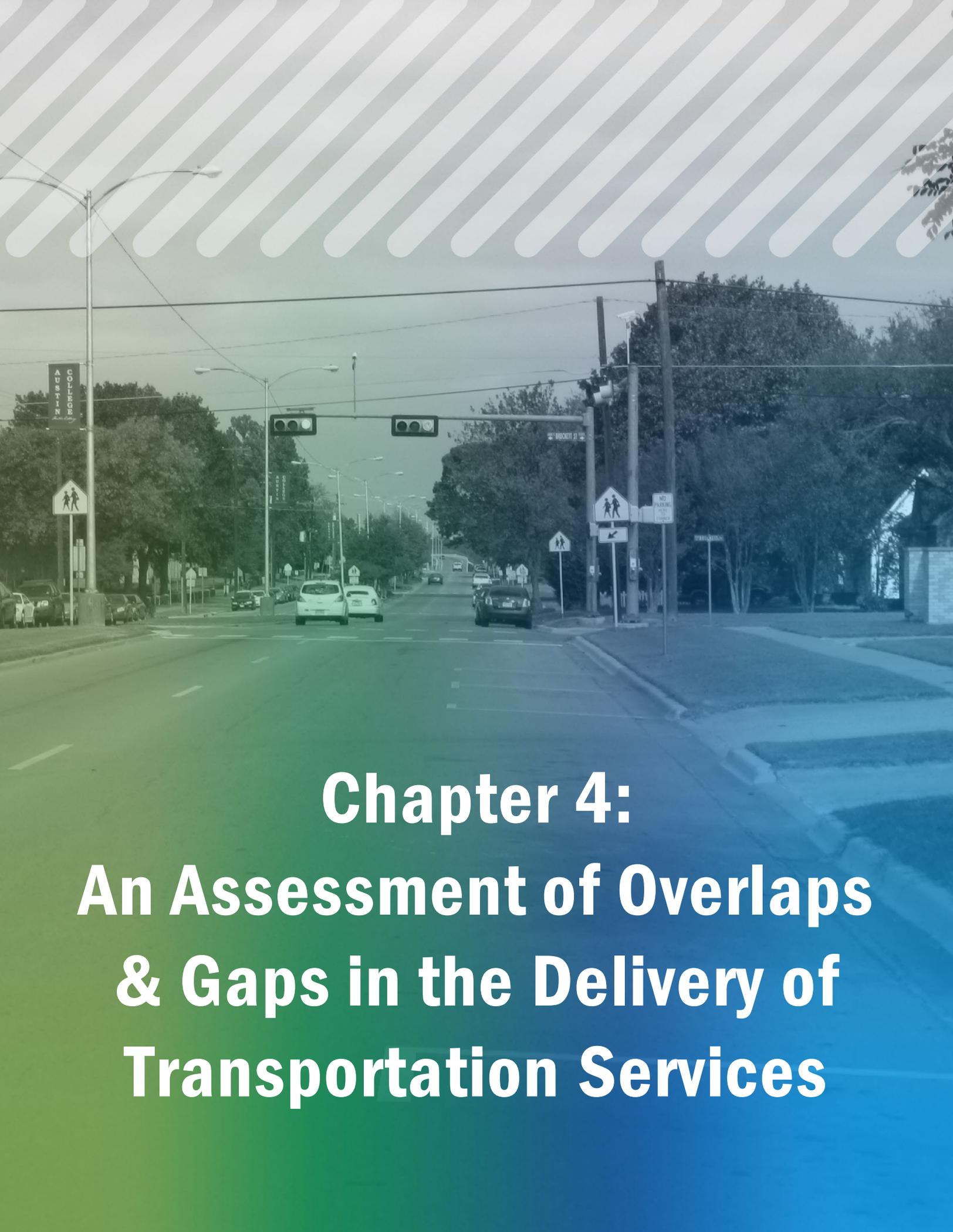
Chapter 4:
An Assessment of Overlaps & Gaps in the Delivery of Transportation Services

METHODOLOGY

A gap, for the purpose of this project, occurs where there is high need for transportation and a low amount of available transportation resources. Gap identification incorporated input from previous plans (where no substantive changes have occurred in service delivery or availability), as well as discussions with stakeholders, the community, and TAPS' management.

To conduct a thorough identification of transportation gaps in the region, the project team considered both the area of service, including Cooke, Grayson, and Fannin counties, and service quality as defined in Figure 8. This was done using a standard GIS spatial analysis of available services and characteristics to determine the degree of available service and its quality based on its availability to the public.

Figure 8: Quality of Service Indicators

Service Time Accessibility	Ease of Use	ADA Accessibility	General Access
What days can I get a ride? What times can I get a ride?	How can I book a ride? What forms of payment are accepted?	What percent of vehicles available are ADA accessible?	Who is allowed to use this service? Where is this service provided?

For a standard gaps analysis, after mapping the service area for each provider to visualize any existing service coverage gaps, the rider's experience would be quantified based on indicators such as service times, ADA access, ease of use, and cost. This method works best when the region has more than one provider. It allows the methodology to award points to individual transit providers based on the quality of service in each of the indicators listed previously.

The Texoma region currently has only one public transportation provider and the gap identification method tended to focus more on the service availability factors outlined above using the results of the TAPS agency/provider interview.

ANALYSIS RESULTS

This analysis asks such questions as: are there areas where service provision is not currently sufficient to meet demand? Are there times during the day or week when service is needed but not provided? Are there certain groups of people that transit has difficulty serving adequately?

TAPS serves the entire tri-county planning area as shown on Figure 9. In addition, TAPS serves three other counties (Wise, Montague, and Clay) adjacent to this planning area.

Figure 9: TAPS Service Area in Texoma Region
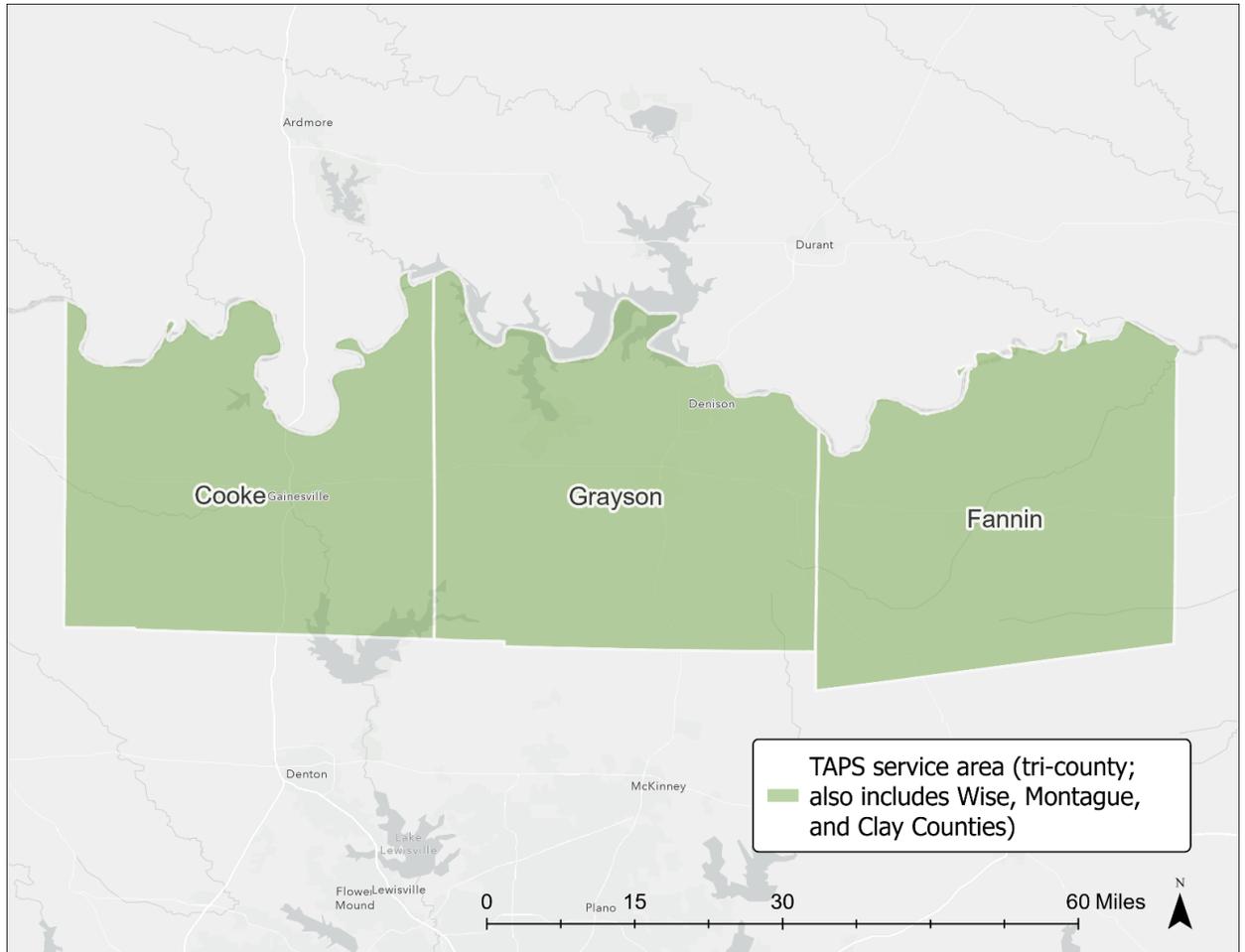
TAPS offers on-demand curb-to-curb rides to the public with discounted fares for students, seniors, and people with disabilities. The availability of service remains static across all three counties:

- **Service Time Accessibility/Schedule of Service** – TAPS offers 12 hours of service daily, from 6:00 AM to 6:00 PM, Monday through Friday.[8] TAPS does not provide services on the weekend, though some form of weekend service may become available as an outcome of the fixed-route study previously mentioned in Chapter 2.
- **Ease of Use/Methods to Book Services** – TAPS receives requests for service using their booking phone number (844-603-6048) with call center agents available between 7 AM and 3 PM, Monday through Friday to schedule or cancel rides. To get a ride with TAPS, individuals must schedule their appointment at least 48 business hours in advance and between the hours shown above. There is not a web-based or app-based method to reserve trips with TAPS. However, TAPS will set up recurring transportation appointments upon request.
- **Ease of Use/Fare Collection** – TAPS collects exact amounts for fares at the time of boarding – no change is provided to riders. Fare collection was suspended at the start of the COVID-19 pandemic and resumed as of January 4, 2021. Fare schedules are advertised on the TAPS website, TAPS buses, and informational brochures distributed regionally. Individuals participating in Medicare can ride for half fare with a valid Medicare identification card.
- **ADA Accessibility** – All TAPS vehicles are lift-equipped and accommodate mobility devices such as wheelchairs, scooters, and walkers provided they fit within the ADA specified boarding envelope and secure stations. TAPS will assist with boarding and securing of riders in wheelchairs, scooters, and walkers. TAPS also has a policy offering opportunities for reasonable accommodation for individuals otherwise unable to use the service.
- **General Access** – As noted, TAPS is offered across all three counties in the Coordinated Plan study area (Cooke, Grayson, Fannin Counties) equally. The service is available to the public, given acceptance of rules and policies regarding reservation of trips, no-shows, fare payment and composure on TAPS vehicles.

TAPS has a three-tier fare structure based on categories of travel distance, as outlined in Table 9.

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[8] TAPS agency/provider interview conducted in November 2021, along with updates during follow-up interviews in December and information as provided by TAPS as found on their website, tapsbus.com

Table 10: TAPS Fare Structure

Get-A-Ride On-Demand Curb-To-Curb Service In-Town Trips	One-Way	Round-Trip
General public	$2	$4
Students 12+ (children under 12 with parental permission)	$1	$2
Disabled or senior 60+	$1	$2
Get-A-Ride On-Demand Curb-To-Curb Service Out-Of-Town Trips	**One-Way**	**Round-Trip**
General public	$3	$6
Students 12+ (children under 12 with parental permission)	$1.50	$3
Disabled or senior 60+	$1.50	$3
Get-A-Ride On-Demand Curb-To-Curb Service Out-Of-County Trips	**One-Way**	**Round-Trip**
General public	$4	$8
Students 12+ (children under 12 with parental permission)	$2	$4
Disabled or senior 60+	$2	$4

To be eligible for half-fare rate, a valid Medicare card is acceptable.

GAPS IN SERVICE

The Texoma region currently experiences a gap in its available public transit service as there are no publicly accessible providers who offer service weekdays outside of the TAPS advertised hours of service, on the weekends, or on holidays. Additionally, the service availability, though public, requires advance planning as reservations remain required at-least 48 business hours in advance. Additionally, assistance is not available to plan and schedule trips outside of the hours of available agents and there is not an online or app-based method for reservations to allow people to schedule rides outside of the normal call center hours.

A review of current services and provider coordination issues with TAPS' General Manager took place to identify challenges they experience in delivering transit services in the Texoma region. Generally, one of the outcomes of the COVID-19 pandemic's effect on travel demand in 2020 was a decrease in demand for transit services. As a result, overall ridership demand for TAPS' services followed national trends, only recently climbing back toward pre-pandemic levels.

Beyond this immediate challenge, TAPS identified several operational issues that contribute to creating gaps in the regional transportation service:

- **Service hours:** TAPS occasionally receives requests for services outside of its service hours but focuses their efforts on the advertised hours of service. This allows TAPS to fully utilize their existing staff and funding to deliver service to the region. This does not stop them from receiving requests for service either on the weekends or in the evening after TAPS ends service at 6:00 PM. The agency currently lacks resources to provide service during these periods. As reported during the December 2021 stakeholder meeting, TAPS drivers have extended their service day beyond advertised hours to help with managing trip pick-ups and returns in the region. In practice, TAPS uses these non-advertised hours to assure trip quality and retention, thus maintaining the continuity of service in the region. Stable funding to add these hours to the schedule (and thus extend the service day officially) has yet to be identified. TAPS has also reported that overall service demand in the region for publicly available services continues to grow as more residents resume their travel following the height of the COVID-19 pandemic.
- **Staff Flexibility:** TAPS continues to report that challenges remain with fully staffing their agency. Positions remain open as TAPS reassembles their staff to meet service demand. It is not uncommon to find staff at the TAPS administrative center supporting multiple call center, maintenance, and operational functions. This reduces the available staff capacity of individuals to address customer-facing needs.
- **Driver availability:** As with many transit agencies in 2021, TAPS struggles to attract enough drivers to fill all positions and has occasionally had to reschedule or cancel some rides due to lack of capacity to provide those rides. The transportation gaps in this case come from a lack of organizational capacity due to current staffing constraints. Such gaps are unpredictable and have happened any time of the week, any time of the day.

CONSEQUENCES OF GAPS IN SERVICE

Gaps in transportation resources can result in less mobility, especially for older adults and people with disabilities. In the worst cases, individuals may lack access to critical human services altogether due to gaps in transportation resources. Reviewing gaps helps highlight opportunities for transportation systems to best serve their constituents. The gaps analysis can also illuminate possible missed opportunities to potentially provide additional public resources.

When transportation resources are improved and gaps begin to close, the physical and social health of the population improves. The presence of ample transportation resources in a community generally corresponds to several positive outcomes: better access to jobs and workers, a more fluid labor market, increased access to health and human services, improved mental health, and overall improved quality of life. Thus, a key purpose of this gaps analysis is to identify, understand, and successfully fill transportation gaps in the Texoma region – and hopefully offer a better quality of life to all riders.

Currently, the largest gaps in service appear to be created by a lack of qualified personnel to support system development and expand system coverage. When discussed during the August and December stakeholder committee meetings, reasons cited for the gaps in these areas include inability to find qualified candidates, challenges to meet local salary expectations and the competition from other transportation providers (such as freight movement companies, schools, logistics firms) who can offer higher salaries, better benefits, and better work schedules than TAPS. It is possible that the coordinated committee offers a solution to this gap, as it places several groups together who have as their mission job creation, job preparedness, and retention of employment in the region as part of the overall economic viability of the region. Some work toward identifying this path as a potential solution appears in the project goals and objectives but will require more work by the region to address.

Based on their discussions, the stakeholder committee views TxDOT's role in support of these efforts as one that could include providing direction in terms of policy initiatives based on the recently passed infrastructure bill, as well as lending their support to the region for additional funding tied to specific program objectives and measurable outcomes.
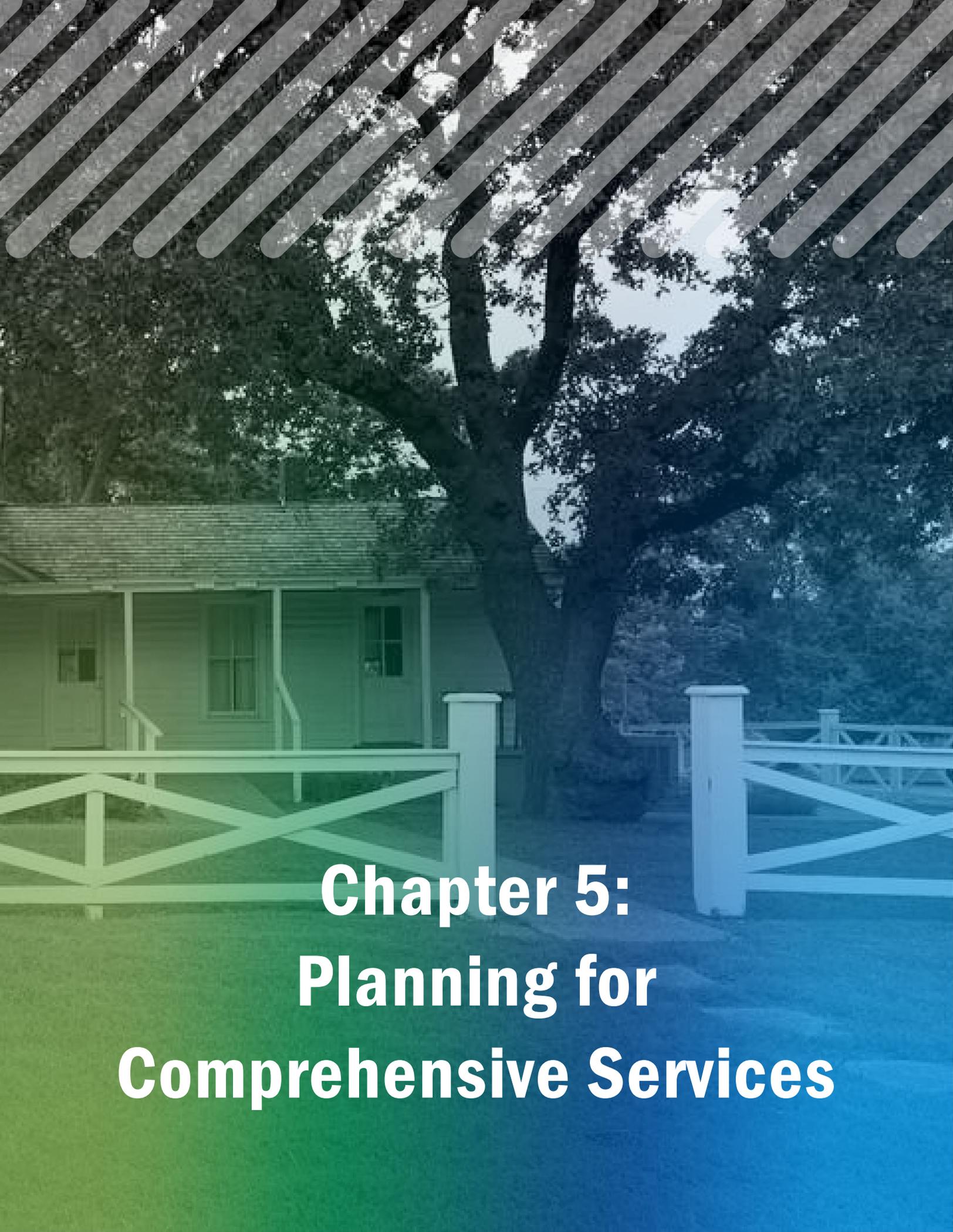
Chapter 5:
Planning for
Comprehensive Services

COMPREHENSIVE PLANNING & COORDINATION

Chapter 5 briefly describes how the 2022-2026 plan relates to various providers in their pursuit of organizational and regional goals for seamless, equal-access transportation services for Texoma residents. The HSTP supports the integration of existing services by identifying the resources within each agency that can be used to aid with transportation needs in the Texoma region.

The process of integrating transportation planning with health and human service programs, workforce programs, and other FTA funded programs requires a comprehensive approach. To be comprehensive, this coordination process integrates these programs by involving their stakeholders and program requirements through several methods described in this document.

EXISTING STRATEGIES & INITIATIVES

Existing strategies and initiatives focus on personal connections and continued coordination within human service agencies, non-profits, and other local partners.

A crucial component of public engagement and outreach within the planning region includes maintaining contact between the various stakeholders and partners in the region which play an active role in helping manage resources or completing referrals for transportation. Maintaining the current committee's meeting schedule is an ongoing activity that stakeholders have identified as critical to rebuilding relationships and understanding available resources.

The project's stakeholder committee, as outlined in Table 10, included the following groups:

- **Stakeholders** defined as groups who reach those in the location population that have needs for transportation services or act as local coordinating agents for funding and program administration.

- **State and Federal Partners** defined as groups which may offer funding for transportation service or represent individuals with needs for transportation services.

- **Partners** include groups which provide transportation service to individual program participants, may offer opportunities to purchase rides on existing services, or distribute information to groups under-represented in current outreach efforts or underserved by current transportation service options.

- **Interested Parties** include groups who have expressed an interest in learning more about transportation options offered in the region.

Table 11: Project Stakeholder Committee, Texoma Region Coordinated Human Services Transportation Plan

Stakeholder Agencies	Partners
Grayson County MPO	Texoma Health Foundation
Texoma Area Paratransit Agency	Child & Family Guidance Center of Texoma
TCOG - Energy Services	North Central Texas College
TCOG – Economic Development	Grayson College
TCOG – AAA of Texoma	Fannin County Veteran Services
Workforce Solutions - Texoma	Cooke County Veteran Services
Goodwill Industries of Northeast Texas	Texoma Housing Partners
Meals on Wheels Texoma	Lakeway Christian Community Resale Barn
Salvation Army	Vietnam Veterans of America
Texoma Community Center	Grayson County Health Department
United Way	
Austin College	
Habitat for Humanity	
Grand Central Station	
Grayson County Veterans Services	
State and Federal Partners	**Interested Parties**
Veterans Affairs (VA)	Pottsboro Public Library
Department of State Health Services	Texas A&M AgriLife
Texas Workforce Commission	Grayson County Emergency Services
Texas Veterans Commission	City of Sherman
Texas Department of Transportation	

All of the project stakeholder agencies, partners, and interested parties provide a variety of client-based transportation resources, such as the following:

- FTA section 5307, 5310, and 5311 programs designed to fund transportation or provide mobility management assistance for the public or participating clients.

- Health and human service agencies who deliver transportation services to clients directly using agency vehicles and drivers or purchase transportation services for clients by contract.
- Workforce programs who offer funding for purchase of transportation to clientele in need of service, and/or individuals who could work in the delivery of transportation services as part of the services offered by FTA-funded programs and/or health and human service agencies.
- Other groups which pay for client public transportation fare or reimbursement for personal transportation.

All the groups received invitations to participate in the stakeholder committee and provide input to plan development. Additionally, all were encouraged to respond either as an agency representative or to direct their clients to participate in the Texoma regional transit survey. This allowed for more flexibility in the project team's approach to engagement to account for the challenges in reaching the community which experienced some disconnect from service during the period of this plan's development due to the COVID-19 pandemic. Concerns existed that the plan needed to reflect the needs of these groups, especially as services provided by TAPS (and through the host of other non-public providers) are their tether to community and the region's social safety net.

Stakeholder Input & Feedback

The degree of input received from the committee depended on the level of engagement offered at the time of the meeting, combined with the elements of the plan offered for discussion. In some instances, specifically regarding the inventory of providers and the development of goals and objectives, extra effort was made to bring up these subjects with stakeholders, allowing them time to review pertinent issues with other members of their staff or agency management. In those instances where agencies did not participate at meetings, follow-up contact and directed emails provided through GCMPO solicited input. Stakeholder committee meeting agendas and discussions included reference to any responses received by GCMPO, TCOG, or TAPS resulting from these contacts.

Workshop #1 (June 24, 2021)

Workshop #1 focused on defining the current project along with the apparent unmet transportation needs of individuals with disabilities, individuals age 65+, and other priority populations in the Texoma planning region. This was completed using a combination of demographics from the US Census Bureau and a discussion of findings with the stakeholder committee. TAPS enhanced this review by providing information on their current geographic ridership patterns in the tri-county region, which was mapped on top of the review of transit needs using general origin/destination locations.

Workshop #2 (August 19, 2021)

Workshop #2 focused on defining the initial results from the review of the regional transit inventory along with a discussion of initial findings from the community survey. This meeting allowed stakeholders to discuss and identify apparent gaps in service delivery in

the region, including those constituent groups most at-risk of being found in a service gap. These groups include the low-income populations, those without access to transportation, the elderly, veterans, school-aged children, and those residents who may fall into one or more of these groups. Some of this need was mitigated during facility closures experienced during the height of the COVID-19 pandemic as well as following the winter storms in 2021 which interrupted power across Texas. The most common unmet transportation needs included several provided at the time of the 2017 plan's development, including the ability to get to/from medical appointments, as well as daily-life activities such as trips to the grocery store, the pharmacy, and to social activities. As noted by the project stakeholders, a single information source would best suit the needs of the agencies and traveling public in the Texoma region for finding out about transit availability while assessing their needs.

Workshop #3 (December 2, 2021)

Workshop #3 focused on the review of the regional goals, which yielded several critical objectives, as well as input to the vision and mission of this HSTP. The meeting discussed the outcomes from the gaps analysis using TAPS' current service profile and schedule. It was noted in response to current demands, TAPS' service schedule of pick-ups and drop-offs extends well beyond advertised hours. However, resumption of service following closures and reduction in demand at the height of the pandemic were complicated by a lack of available drivers in the employment of TAPS to help deliver services. Further discussion on needs allowed the group to review the performance measures and confirm various responsibilities for the group to address as part of plan implementation, including funding, partnership building, education, and addressing gaps in available staff at TAPS created by the pandemic.

ORGANIZATIONAL COORDINATION STRATEGIES

The stakeholder committee will resume meeting on a quarterly basis to encourage coordination and address regional transportation issues with the adoption of this plan.

The service area's transportation programs are well coordinated between TAPS and most of the human service transportation services. However, a persistent challenge the committee faces is a lack of information on TAPS services and a misunderstanding that services provided are not available to the public without pre-qualification.

TCOG has invested resources in developing a regional trip planning card which provides information on TAPS schedules, fares, and access points, as well as information on regional coordination for human services through 211 Texas. This card was distributed to the various stakeholders present at meetings and placed into public facilities and other agency offices across the Texoma region. Access to these facilities by clients during the development of the plan remained limited due to COVID-19 access restrictions, but these same restrictions and public health measures, stakeholders reported, dampened some demand for transportation services in the region. However, TAPS continues to report that ridership levels are slowly recovering and are expected to reach pre-pandemic levels in early 2022.

A consistent challenge for Texoma residents expressed by stakeholders is the ability to access transportation in areas of significant isolation or by individuals who have more than one characteristic present that may indicate a higher need for transit service (such as poverty with disability, poverty with veteran status, etc.). Often, the presence of poverty created an obstacle to individuals to afford fares required by TAPS for the delivery of service. In the instances where this exists, some stakeholders reported turning to volunteers or other agencies to provide no-cost transportation to meet very basic needs such as access to medical services, shopping for groceries, etc.

Assistance provided through the Texas Department of Health & Human Services (THHS) Medical Transportation program includes:

- Money for gas; or
- Meals and lodging for children and youth 20 and younger staying overnight to get covered health care services.

Services do not include scheduling for emergency or nonemergency transportation by ambulance. Therefore, the Medicaid transportation provider will refer patients to TAPS, which continues to strain limited transportation resources within the area due to the lack of regional coordination with THHS.

SERVICE & OPERATING STRATEGIES

There are a limited number of options when it comes to the provision of transit service in rural areas. In the TCOG service area there are three types of public transit of services, which are described below:

- **Demand-Response (County-Wide)** – This is typically advance reservation service where customers call in the day before and schedule a ride. This is the most expensive service on a per trip basis and is also the least productive mode.
- **Fixed-Schedule** – This approach has scheduled times when the vehicle is available in a designated area. Each rural area is served on designated days and times, depending on demand for service.
- **Fixed-Route** – This refers to services that operate on the same route serving stops at scheduled times and on specified days.

Given the service options available in the region, the stakeholder committee has emphasized the following priorities directly related to transit users:

- Enhance the quality of the customer's travel experience;
- Expand the availability of services to those who are under-served; and
- Increase the cost-effectiveness and efficiency of service.

RECOMMENDED COORDINATION STRATEGIES

The stakeholder committee firmly believes that the best way to coordinate human service transportation is by providing quality and effective public transit. Most of the coordination effort over the course of the plan's implementation focuses on activities that the region can control:

- Continue to seek small-scale coordination efforts;
- Further coordinate TAPS services and reduce duplication of effort;
- Continue coordination opportunities with intercity bus services;
- Seek individual agreements with the private sector; and
- Foster opportunities to coordinate with providers in adjacent service areas.

As the stakeholder committee continues to rebuild its relationships and presence within the region, it is recommended that it identify and engage several groups in the discussions related to meeting transportation needs. These groups should include all major transit operators, potential funding agencies, private sector transit providers, other human and social service agencies, and consumers. This meets the first test to coordinate successfully: building a comprehensive network of interested parties. It also begins to address one of the greatest barriers to coordination in the region: infrequent communication and engagement. During the next five years, the committee, working with TAPS, aims to expand and facilitate frequent and meaningful engagement between stakeholder committee members and regional transportation providers.

To facilitate these coordination strategies, stakeholder committee meetings will be held quarterly and will include discussions of and decision-making on proposed transit projects. Members will be expected to guide and comment on project findings and recommendations. All meeting notices will be posted and stakeholder surveys will be conducted for additional input. The stakeholder committee meetings will be considered official meetings under the Texas Open Meetings Act. This will require the committee to record official minutes and submit them to TxDOT. Summaries of subcommittee meeting discussions, activities, and attendance will be circulated following every meeting.
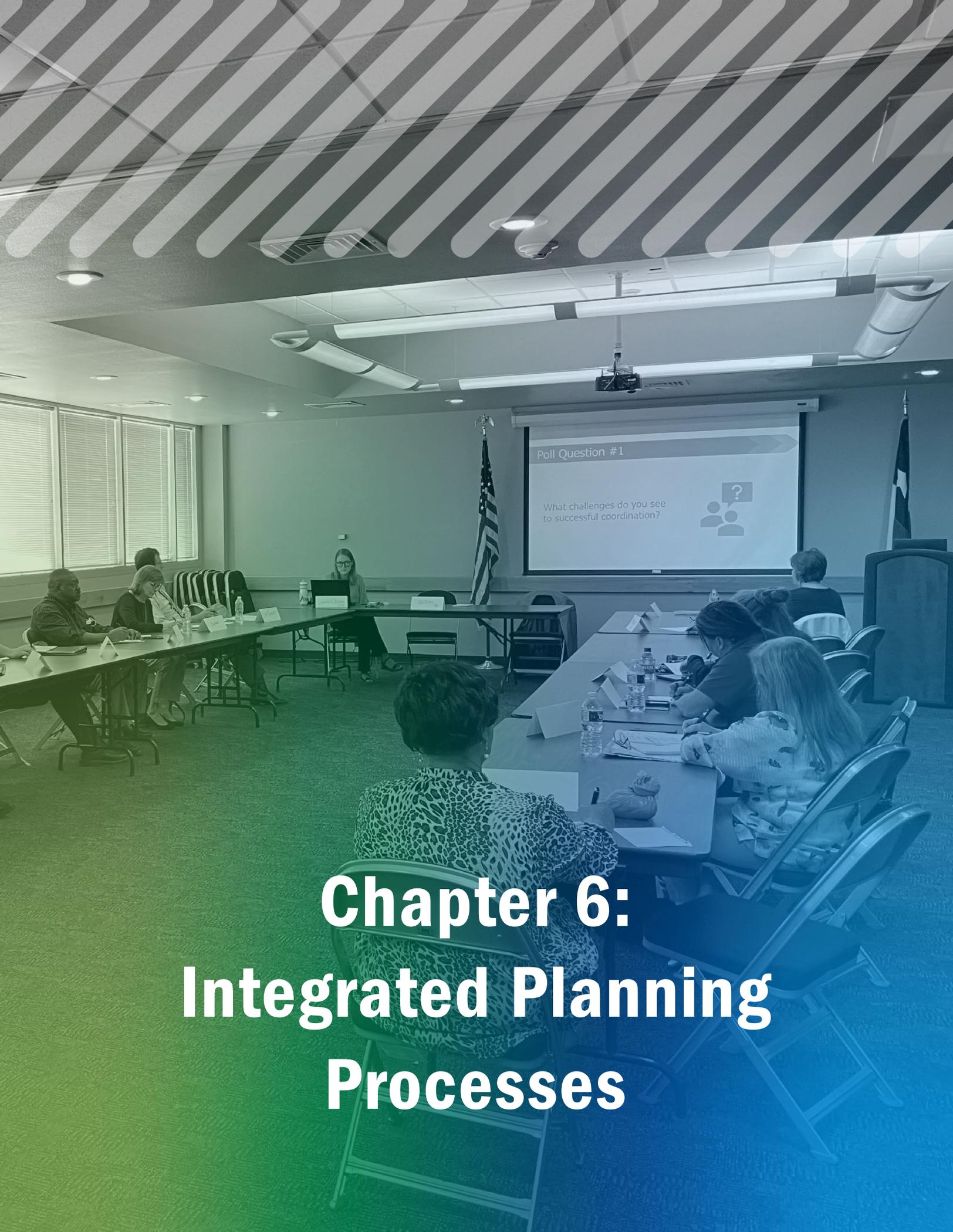
Chapter 6:
Integrated Planning Processes

RELATED PLANNING EFFORTS

This chapter provides an overview of the parallel planning processes occurring in the region, as facilitated by local, county, regional, state, and federal entities. Their listing here allowed stakeholders to confirm activities and aspirations (vision, goals, objectives, priorities) which effect provision of human services transportation and transportation services in the study area. Reviewing current planning efforts assures that this plan's vision, mission, goals, objectives, and analysis outcomes align with the complementary efforts happing in the region. Plans listed in this section have been developed or updated since the completion of the previous regional planning effort in 2017.

STATEWIDE PLANNING

Statewide Transportation Improvement Program, 2021-2024 (November 2021)

The Statewide Transportation Improvement Program (STIP) is the programming document for prioritizing and scheduling projects. The Highway Safety Improvement Program (HSIP) projects are included in the STIP, and other road safety projects also may be included utilizing state funds.

While the STIP does not contain goals and performance measures, it is based on a set of needs set out in the TTP, which are mentioned in the description below.

Texas Coordinating Council for Veterans Services (October 2020)

In 2011, the Texas Legislature established the Texas Coordinating Council for Veterans Services (Council) by enacting Senate Bill 1796. The Bill was intended to accomplish three primary tasks: 1. Coordinate the activities of state agencies that assist veterans, servicemembers, and their families; 2. Coordinate outreach efforts that ensure that veterans, servicemembers, and their families are made aware of services; and 3. Facilitate collaborative relationships among state, federal, and local agencies and private organizations to identify and address issues affecting veterans, servicemembers, and their families.

Related to transit/transportation services, there are two specific unmet needs identified which are applicable to the coordinated plan:

Veteran Unmet Need #2: Disabled veterans need reliable transportation options for accessing VA medical services.

Recommendations:
- The VA and VA medical facilities and regional transit providers should establish formal relationships for communication and coordination to increase access to transportation, promote public/veteran awareness of existing transportation resources available within their community.
- As a component of that effort, encourage public transit providers involved to provide a reduced or free fare to veterans by transit providers throughout the state.

- Address gaps in mental health services to veterans, including rural veterans, through further development and improvement in state telemedicine programs.
- Encourage public transit providers to create more services that include Veterans Health Administration facilities.
- Encourage ride sharing companies to offer discounted fares to disabled veterans who are traveling to medical and employment appointments.

Veteran Unmet Need #3: Local governments, communities, and service organizations that provide transportation services to veterans need access to funding and resources to ensure the sustainability of their programs.

Recommendations:
- Increase awareness of funding options, specifically with local government and community organizations that provide critical transportation services to veterans in order to make these services more sustainable.
- Recommend TVC Fund for Veterans' Assistance program provide-grant writing assistance to organizations interested in applying for transportation grants

Unified Transportation Program (August 2021)

The 2022 Unified Transportation Program (UTP) identifies planned investments in infrastructure improvements over the next 10 years that address TxDOT's strategic goals (as listed in the TxDOT Strategic Plan section below). The UTP is a mid-range transportation plan that links statewide and rural transportation plans to the STIP and other short-term investment programs. Specifically, the UTP lists projects and programs planned for construction and/or development within the first 10 years of the Texas Transportation Plan (TTP) 2050.

Project development includes activities such as preliminary engineering work, environmental analysis, and right-of-way acquisition and design. It is a critical tool in guiding transportation project development within the long-term planning context. In addition, it serves as a communication tool for stakeholders and the public in understanding the project development commitments TxDOT is making.

The overall goals of the 2022 UTP include the following:
- **Promote safety** – reduce crashes and fatalities.
- **Preserve our assets** – maintain and preserve transportation system conditions.
- **Optimize system performance** – enhance mobility, reliability, and connectivity, and mitigate congestion.

Texas Transportation Plan, 2050 (August 2020)

The Texas Transportation Commission adopted the Texas Transportation Plan (TTP) 2050 in 2020 to serve as TxDOT's long-range, performance-based transportation plan (LRTP). The TTP addresses the statewide planning requirements under the current federal surface transportation act – Fixing America's Surface Transportation (FAST) Act, and Title 43, Texas Administrative Code, Chapter 16.

The TTP 2050 was developed through a collaborative process between metropolitan planning organizations and communities, as well as stakeholders and city, county, transit, and private company officials. The TTP 2050 guides planning and programming decisions for the development, management, and operation of the statewide multimodal transportation system in Texas over the next 30 years. The plan lists the following goals which appear consistent with the objectives of human services transportation coordination:

- Safety
    - Use education and outreach to promote safe driving, bicycling, and pedestrian activities.
- Optimize System Performance: Movement of People and Goods
    - Enable reliable travel times.
    - Increase travel options/connections.
    - Increase access to jobs, services, and activity centers.
    - Leverage transportation assets to support economic growth and vitality.
- Focus on the Customer: Communicate Effectively
    - Communicate effectively with the public and partners.
    - Be accountable and transparent in decision-making.
    - Encourage feedback from the public and stakeholders.
    - Improve communication and coordination with all planning partners and stakeholders.
- Foster Stewardship: Protect and Preserve the Human and Natural Environment
    - Enhance communities' quality of life through infrastructure and design choices.
    - Design a resilient and future-focused transportation system.

TxDOT Strategic Plan, 2021-2025 (May 2020)

The Texas Transportation Commission adopted the TxDOT 2021-2025 Strategic Plan in May 2020. The plan includes the mission, vision, goals, objectives, and budgetary structure that will guide transportation development in Texas over the next five years. Additionally, the plan provides an implementation plan and performance measures to ensure the goals of the plan are achieved. The seven strategic goals for the TxDOT 2021-2025 Strategic Plan include:

- **Strategic Goal 1:** Promote Safety
- **Strategic Goal 2:** Deliver the Right Projects
- **Strategic Goal 3:** Focus on the Customer
- **Strategic Goal 4:** Foster Stewardship

- **Strategic Goal 5:** Optimize System Performance
- **Strategic Goal 6:** Preserve our Assets
- **Strategic Goal 7:** Value our Employees

Texas Transportation Asset Management Plan, 2019-2023 (2019)

The Federal Highway Administration (FHWA) requires all states to develop a Transportation Asset Management Plan (TAMP). The purpose of developing TxDOT's group TAMP is to assist the department in achieving and maintaining a state of good repair (SGR) for all transportation assets, setting standards and performance targets for managing and maintaining both the state's bridge and pavement systems as well as vehicle assets. The State of Texas is required to meet the following requirements in accordance with the MAP-21 Act and the FAST Act:

- Description of National Highway System (NHS) pavement and bridge assets inventory
- Statement of the asset management objectives and performance measures
- Performance gap identification
- Life cycle planning (LCP)
- Risk management analysis
- Financial plan for a minimum of 10 years
- Investment strategies

TxDOT is the entity responsible for publishing the TAMP. TxDOT must abide by or build upon the standards and performance measures set forth by FHWA. The latest Texas TAMP was adopted in 2019, and its planning process resulted in seven priorities that match the goals from the TxDOT Strategic Plan discussed above.

Texas Strategic Highway Safety Plan, 2017-2022 (August 2017)

The Texas Strategic Highway Safety Plan (SHSP) creates a process for strategically investing in roadways and programs that will ultimately increase the safety of transportation infrastructure in Texas and make progress toward the vision of zero fatalities (Vision Zero). Through processes of stakeholder engagement, data analysis, and priority setting, this plan was able to identify areas of concern:

- Distracted driving
- Impaired driving
- Intersection safety
- Older road users
- Pedestrian safety
- Roadway and lane departures
- Speeding

The plan then sets realistic performance targets (based on data analysis) and aspirational targets to help improve these areas of concern and make progress toward Vision Zero. Additionally, statewide efforts are reviewed to create a uniform effort that connects and aligns goals from different planning partners throughout the state.

REGIONAL PLANNING

Texoma Council of Governments (TCOG)

Community Needs Assessment, 2022-2025 (May 2021)

This 2021 Community Needs Assessment (CNA) was conducted following guidelines set forth by the Texas Department of Housing and Community Affairs; however, additional information on poverty is included in the report so that there is a more complete picture of poverty in the Texoma region, and in Cooke, Fannin, and Grayson counties. The Texoma region consists of these three counties in north-central Texas. Grayson is the most populous and most urban, while Cooke and Fannin counties have smaller populations and are more rural.

A priority need identified in this document is transportation. It is amongst seven critical needs for the region. As reported in the plan, "*this problem unequally affects the elderly and disabled, who cannot get transportation to medical providers and facilities. Planning efforts are underway by the local MPO, as well as the Regionally Coordinated Transportation Plan.*"

TCOG Comprehensive Economic Development Strategy (2020 Update)

TCOG serves as the Economic Development District for Cooke, Fannin, and Grayson counties, which comprise the Texoma region. The Comprehensive Economic Development Strategy (CEDS) is part of a local planning and implementation process designed to create jobs, foster more stable and diversified economies, improve living conditions, and provide a mechanism for guiding and coordinating the efforts of persons and organizations concerned with economic development. The 2020 update reports a lack of fixed-route public transportation, only one on-demand transportation service, and lack of affordable workforce housing as the top unmet needs affecting economic development in the Texoma region.

The 2020 update identifies the following recommendations as priorities to address unmet needs and to create resilient and economically vital communities in the region:

1. Educating both employers and employees about local business growth
2. Promoting tri-county branding efforts
3. Identifying regional transportation strategies
4. Supporting workforce housing initiatives

Senior Source Book (October 2019)

TCOG's Area Agency on Aging (AAA) publishes the Texoma Senior Sourcebook, a directory of important services, programs, resources, and opportunities available to seniors, family caregivers, and persons with disabilities throughout the Texoma region. This is also a resource for health care and social service professionals, as well as a guide to the public and those interested in looking at available services in the Texoma region.

2019 Transit Market Study (August 2019)

TCOG funded a review of fixed-route transit options to expand the availability of the transit service offered to the residents of the tri-county region. The market study determined that implementation of a fixed-route system, or a series of interlinking fixed-route systems, could greatly improve mobility for the tri-county region. This market study warranted a more in-depth route feasibility study, origin/destination analysis, public outreach, and a transit implementation feasibility study as part of the next phase of study.

Grayson County Metropolitan Planning Organization

Public Participation Plan, Title VI/Nondiscrimination Plan, Limited English Proficiency Plan for the Sherman-Denison Metropolitan Area (June 2021)

GCMPO has created a Public Participation Plan in the development of transportation policies, programs, and projects being proposed within the study area. TAPS relies on the public participation process of GCMPO in order to satisfy grantor requirements under various programs, including but not limited to Section 5307.

Transportation Improvement Program, FY 2021-2024 (June 2020)

The Transportation Improvement Program (TIP) is the programming document for transportation projects in our area. The TIP identifies those projects from the MTP that are being worked on during this time period. The TIP is mandated by the metropolitan planning requirements set forth by 23CFR, Part 450, Subpart C, §324 which states that the MPO, in cooperation with the State and any affected public transportation operator(s), shall develop a TIP for the metropolitan planning area.

The TIP shall cover a period of no less than four years, be updated at least every two years, and be approved by the MPO and the Governor. The TIP may be updated more frequently, but the cycle for updating the TIP must be compatible with the Statewide Transportation Improvement Program (STIP) development and approval process.

TIPs from MPOs are approved at the local level and then submitted for inclusion in their respective states' STIP. The STIP is a four-year capital improvement program for the state, which is federally approved and is required for projects to be eligible for funding. The TIP expires when the FHWA/FTA approval of the STIP expires. Copies of any updated or revised TIPs must be provided to FHWA and FTA.

The TIP lists a program of projects for transit services in the region for four fiscal years. Table 11 provides a listing of these projects by fiscal years to reflect the funds provided by federal sources for transit service delivery in the urban area.

Table 12: Funded Transit Projects, TIP, Grayson County MPO

FY 2021

Project Sponsor	Federal Fund Category	Description	Total Project Cost
TAPS	FTA 5307	Planning (80/20)	$80,189
	FTA 5307	Operating (50/50)	$649,790
	FTA 5307	Preventative Maintenance (80/20)	$216,688
	FTA 5339	Bus Acquisition or Bus Facility (80/20)	$70,000

FY 2022

Project Sponsor	Federal Fund Category	Description	Total Project Cost
TAPS	FTA 5307	Planning (80/20)	$80,269
	FTA 5307	Operating (50/50)	$659,536
	FTA 5307	Preventative Maintenance (80/20)	$219,938
	FTA 5339	Bus Acquisition or Bus Facility (80/20)	$80,000

FY 2023

Project Sponsor	Federal Fund Category	Description	Total Project Cost
TAPS	FTA 5307	Planning (80/20)	$80,349
	FTA 5307	Operating (50/50)	$669,430
	FTA 5307	Preventative Maintenance (80/20)	$222,238
	FTA 5339	Bus Acquisition or Bus Facility (80/20)	$150,000

FY 2024

Project Sponsor	Federal Fund Category	Description	Total Project Cost
TAPS	FTA 5307	Planning (80/20)	$80,430
	FTA 5307	Operating (50/50)	$679,472
	FTA 5307	Preventative Maintenance (80/20)	$226,585
	FTA 5339	Bus Acquisition or Bus Facility (80/20)	$175,000

Source: GCMPO, 2021.

Metropolitan Transportation Plan, 2045 (December 2019)

The Metropolitan Transportation Plan (MTP) is a comprehensive mobility plan that determines future transportation needs for the next 25 years. The MTP is developed through a process of continuous participation by the public, member cities, and transportation entities within the region. The mobility projects identified in the 25-year plan are determined based on the goals and vision developed throughout the MTP planning process.

Comments received from the community on the need for transit during this plan's development included the following:

- *More transit is needed for outpatients, seniors, and college students since members of these groups may not have a reliable vehicle or may have mobility issues.*
- *Shuttles are desired for outpatients who need transportation to outpatient clinics and college students, who need more bike lanes.*
- *Seniors need more transportation to fulfill medical, shopping, and social needs.*

Goals in the plan for transportation choice development include "Improve transit services" with the following strategies:

- *A transit needs study for the area should be conducted.*
- *Promote increased connectivity between rural and urban transit activities.*
- *Explore Park and Ride options for commuters to the DFW area and DFW airport.*
- *Coordinate with Texoma Area Paratransit System (TAPS) to provide on-demand transit.*

LOCAL PLANNING

City of Bonham Housing Action Plan (January 2019)

The Bonham Economic Development Corporation (BEDCO) launched the Bonham Housing Action Plan (BHAP) to create workforce housing and support local employers. This plan will include multi-year recommendations to guide policy and create an investment friendly housing market to attract housing at many price points by focusing on homes for middle-income folks and young professionals.

HEALTH & HUMAN SERVICES PLANNING

Texas Health & Human Services System Coordinated Strategic Plan, 2021-2025 (September 2020)

The Texas Health and Human Services (HHS) system serves millions of Texans every month. Comprised of two agencies—The Health and Human Service Commission (HHSC) and The Department of State Health Services (DSHS)—the HHS system helps families receive the food, housing, medical care, and mental health care they need. Services for older adults, disaster relief, and fighting human trafficking also fall underneath the HHS system umbrella. Overall, the programs operated through HHS accounted for $38 billion of spending in fiscal year 2020. The mission of the HHS system is to "[improve] the health,

safety, and wellbeing of Texans with good stewardship of public resources," and the strategic plan outlines the following goals to achieve that mission:

- **Goal 1:** Efficiency, Effectiveness, and Process Improvement
- **Goal 2:** Protecting Vulnerable Texans
- **Goal 3:** Improving the Health and Well-Being of Texans
- **Goal 4:** Integrity, Transparency, and Accountability
- **Goal 5:** Customer Service and Dynamic Relationships

State Plan for Independent Living, 2021-2023 (October 2020)

The State Plan for Independent Living (SPIL) is a strategic plan that will guide the delivery of independent living services in Texas over the next three years. The mission of the SPIL is "to empower Texans with disabilities to live as independently as they choose." This mission stems directly from Title VII, Chapter 1 of the Rehabilitation Act of 1973, which established the Independent Living Services and Centers for Independent Living programs.

The purpose of this law included the following ideals:

- Promote the independent living philosophy, based on consumer control, peer support, self-help, self-determination, equal access, and individual and systems advocacy;
- Maximize the leadership, empowerment, independence, and productivity of individuals with significant disabilities; and
- Promote the integration and full inclusion of individuals with significant disabilities into the mainstream of American society.

The goals for the strategic, three-year plan echo the ideals of Title VII:

- **Goal 1 – Advocacy:** Texans with disabilities receive necessary supports and services to become more independent.
- **Goal 2 – Community Integration:** Individuals with disabilities receive the community integration and community-based living supports needed to be more independent.
- **Goal 3 – Network Capacity and Sustainability:** The Independent Living Network operates effectively, is adequately funded, and has the capacity to expand.

OTHER ORGANIZATIONS

Workforce Solutions Texoma

Local Strategic Plan for Cooke, Fannin, & Grayson Counties, 2017-2020 (January 2019)

Under the Workforce Innovation and Opportunity Act (WIOA) §108, each Local Workforce Development Board (Board) is required to develop and submit to the state a comprehensive four-year plan (local plan) that identifies and describes policies and

procedures as well as local activities that are in line with the state plan. This document, covering 2017-2020, represents a review of the local plan by chief elected officials and the Board. The document presents modifications to reflect changes in the labor market and economic conditions, factors affecting the implementation of the local plan, changes in financing, changes to the structure of the Board, and/or the need to revise strategies to meet local performance goals.

Texoma Workforce Development Board & Southern Oklahoma Workforce Board

Local Strategic Plan Program, 2021-2024 (June 2021)

In 2007, The Texoma Workforce Development Board and the Southern Oklahoma Workforce Board joined forces to create the Texoma Regional Consortium (TRC) to define a common vision for the region's future prosperity. The TRC Regional Consortium Plan presented in 2021 identifies that Workforce Solutions Texoma's strategy for the coordination of transportation resources and other supportive services takes advantage *"of both internal and external community resources to ensure the accessibility and affordability of services."* The Board has served on the Regional Transportation Committee hosted by TCOG for the past three years. This committee works to identify and address transportation shortages in the region. The committee is also an interested stakeholder in the outcomes of the 5-year regional transportation plan that will include recommendations from the Transit Market Study and encompass the entire Texoma Workforce Development Area.

The Texoma Workforce Development Board encourages customers to seek all available transportation options, including ridesharing, seeking rides from friends and/or relatives, and borrowing automobiles from relatives for employment-related activities. Transportation support services are available to pay for mileage, minor automobile related repairs, and driver's licenses in the WIOA Dislocated Worker, Adult, and Youth programs as well as in HHSC's Temporary Assistance for Needy Families (TANF) and Supplemental Nutrition Assistance Program (SNAP) employment programs.

COMMON GOALS & STRATEGIES

As observed during the review of these documents, improving public transportation supports regional initiatives to maintain coordination, create opportunities to improve the connection between home and work, and connect area residents to necessary services, allowing area residents to participate fully in the local economy. Common strategies include working within their organizations, the regional stakeholder committee process, and within individual agency-to-agency contact to maintain connections to available resources.

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Chapter 7:
Vision, Mission,
Goals, & Objectives

The mission and vision statements offer the context for development of the coordinated human service public transportation service strategies identified for the Texoma region. These statements originate from stakeholder input and comments received during the stakeholder and community survey process. The stakeholder committee approved the statements as part of their review of the draft document. Goals and objectives identified in this plan aim to address the needs and gaps identified by stakeholders and the public.

VISION
All citizens in the Texoma region will have access to safe, affordable, well planned, and reliable transportation.

MISSION
To improve the region's quality of life through access to transportation.

GOALS & OBJECTIVES
Plan goals and objectives encourage and support progress toward seamless travel throughout the region by specifically enhancing the opportunities to continue the discussion and act on specific items which aid in the coordination of public transit. Input to goals came during the stakeholder committee's December 2021 meeting.

In reviewing statements and input provided, it was determined that some of the statements fit better as objectives and supported goals expressed by the group in earlier meetings. The list in Table 12 reflects this continuum of input and recognizes some overlap may exist such that addressing objectives may influence more than one goal. Specific actions and measures to implement the goals appear in the next chapter.

Stakeholders will continue to work with the implementation plan, building from these goals and objectives. Each task associated with the goals and objectives will be organized into a workplan which the group will be able to use to determine what timeframes each objective will operate within, i.e., short-term vs. long-term. Chapter 8 goes into further detail on sustained planning and implementation.

Table 13: Goals & Objectives

Goal	Objectives
<u>Goal 1:</u> Enhance the quality of the customer's travel experience.	• <u>Objective A:</u> Understand the key elements of quality from the consumer's perspective. • <u>Objective B:</u> Improve visibility and public awareness of regional services. • <u>Objective C:</u> Collect data and report changes in performance and service delivery on a regular basis. • <u>Objective D:</u> Evaluate and prioritize activities that close gaps and increase access to service by the public.
<u>Goal 2:</u> Expand the availability of services, especially to those who are unserved.	• <u>Objective A:</u> Identify and establish a program of future funding for service. • <u>Objective B:</u> Monitor the supply of services and changes in travel demand and need as reported by partnering agencies and stakeholders. • <u>Objective C:</u> Prioritize closing service gaps for veterans, school-age children, and other population groups identified as underserved in the Texoma region.
<u>Goal 3:</u> Establish and sustain communications and decision-making mechanisms among sponsors and stakeholders to guide plan implementation effectively.	• <u>Objective A:</u> Establish the responsibility for plan and coordinating committee oversight at TAPS. • <u>Objective B:</u> Maintain the regional coordination committee as a place for robust discussion and development of solutions to regional transit needs. • <u>Objective C:</u> Educate agencies, policymakers, and the public on the need for providing service and responding to community needs.

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Chapter 8:
Sustained Planning
& Implementation

IMPLEMENTATION

The Texoma region is well positioned to execute each of the objectives, therefore also fulfilling the vision, mission, and goals of this HSTP. The implementation of this plan will require a three-pronged strategy: 1) utilizing the effective organizational infrastructure of TCOG, 2) continuing partnership development and stakeholder engagement, and 3) executing a practical workplan based on the performance measures in Chapter 8. The next chapter describes each implementation strategy and includes a matrix of the objectives and their correlating implementation strategies.

CAPACITY & ORGANIZATIONAL INFRASTRUCTURE

As discussed in other sections, the HSTP not only addresses the immediate needs for transportation but also defines a framework for ensuring continual evaluation and development of coordination initiatives.

To accomplish this, TAPS has been identified by stakeholders as the lead agency, i.e. the local agency which should have oversight and responsibility for plan implementation. This action, made at the last stakeholder committee meeting on December 2, 2021, will require a transfer of responsibilities to the agency for future committee oversight and action plan implementation. TAPS will then be responsible for conducting several key activities that move coordination efforts forward into implementation and successful outcomes. These could include items such as:

- Ensuring the community is aware of the planning process stages and fostering coordination between other organizations.

- Supporting the ongoing needs for data analysis to track transit use within the regional population, including the ongoing gaps which may appear in service based on availability of services.

- Working with the project stakeholder committee to maintain the connection with regional stakeholders and the public through a combination of meetings, surveys, outreach meetings, and regional forums on transit development.

- Engaging other key transit stakeholders to assist with completion of coordination tasks, including hosting and creating content for meetings, public engagement, and educational activities.

- Providing administrative and technical support to the region for development of educational and outreach materials to inform the public and gather their input.

Another agency involved in the implementation of the plan will be GCMPO. As the regional manager of federal transportation and transit funding, GCMPO will play a role in tracking urban transit funding available to the region. This role includes monitoring existing formula allocations and supporting future applications for additional funding made available through applicable competitive funding sources.

STAKEHOLDER ENGAGEMENT

Texoma stakeholders are committed advocates of regional dialogue and collaboration. The region understands limited funds are available to support regional coordination. Therefore, the ongoing role of the lead agency is assumed to primarily consist of coordinating periodic regional meetings, maintaining and utilizing stakeholder contact lists to promote stakeholders' pursuit of funding and operating opportunities, and periodic performance measurement as required by TxDOT.

Meetings will continue to be open to all stakeholders and other members of the public with results made available to the public.[9]

Holding regular meetings and taking action on specific goals will be the primary method by which this plan is implemented. It is during these meetings when stakeholders collaborate to discuss progress on addressing plan goals and objectives. They can also use this time to identify and engage other stakeholders on the coordinated planning process and work together to evaluate and support competitive projects (sometimes necessitated by funding sources, grant programs, calls for projects) if so empowered and determined as part of their organizational responsibilities. TAPS will also ensure the stakeholder committee roster is representative of the community and all priority populations receive meeting notices.

The public will continue to play a part in plan implementation, offering their input through the surveys related to transit service delivery, needs, and opportunities. Additionally, the public can be engaged to review specific plan-based initiatives, funding applications, and other activities which help define new transit service alternatives in the region.

EXECUTING A PRACTICAL WORKPLAN

To ensure the vision, mission, goals, and objectives are met, the plan includes performance measures to help determine when each of the objectives has been achieved. These performance measures are discussed in the following chapter. Future regional coordinating committee meetings will serve as a time to form focus groups and discuss how performance measures will be achieved. In addition, the regional coordination committee will provide an ongoing reporting of activity back to other agency stakeholders (including those within the committee) identified through ongoing partnership activities, as well as to TxDOT.

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[9] As TAPS assumes responsibilities for the stakeholder committee management, all meetings and records of such would be subject to all applicable rules of TxDOT and the public participation procedures of the associated grant programs.

Focus groups will then be required to submit workplans and timelines for their assigned tasks, and groups will regularly update the committee on progress. The committee should include a discussion of the HSTP workplan on its meeting agendas, including status of implementation strategy. In doing so, this group will identify successes as well as impediments that affect plan implementation and service delivery.

This implementation strategy as well as the accompanying activities and proposed projects have been developed to address the transportation service gaps and overlaps identified through analysis and stakeholder outreach. This prioritized workplan, as directed by the project stakeholders, is established as a guide to address the identified gaps between current services and needs, as well as to help realize opportunities to achieve efficiencies in service delivery as much as is feasible and practicable.
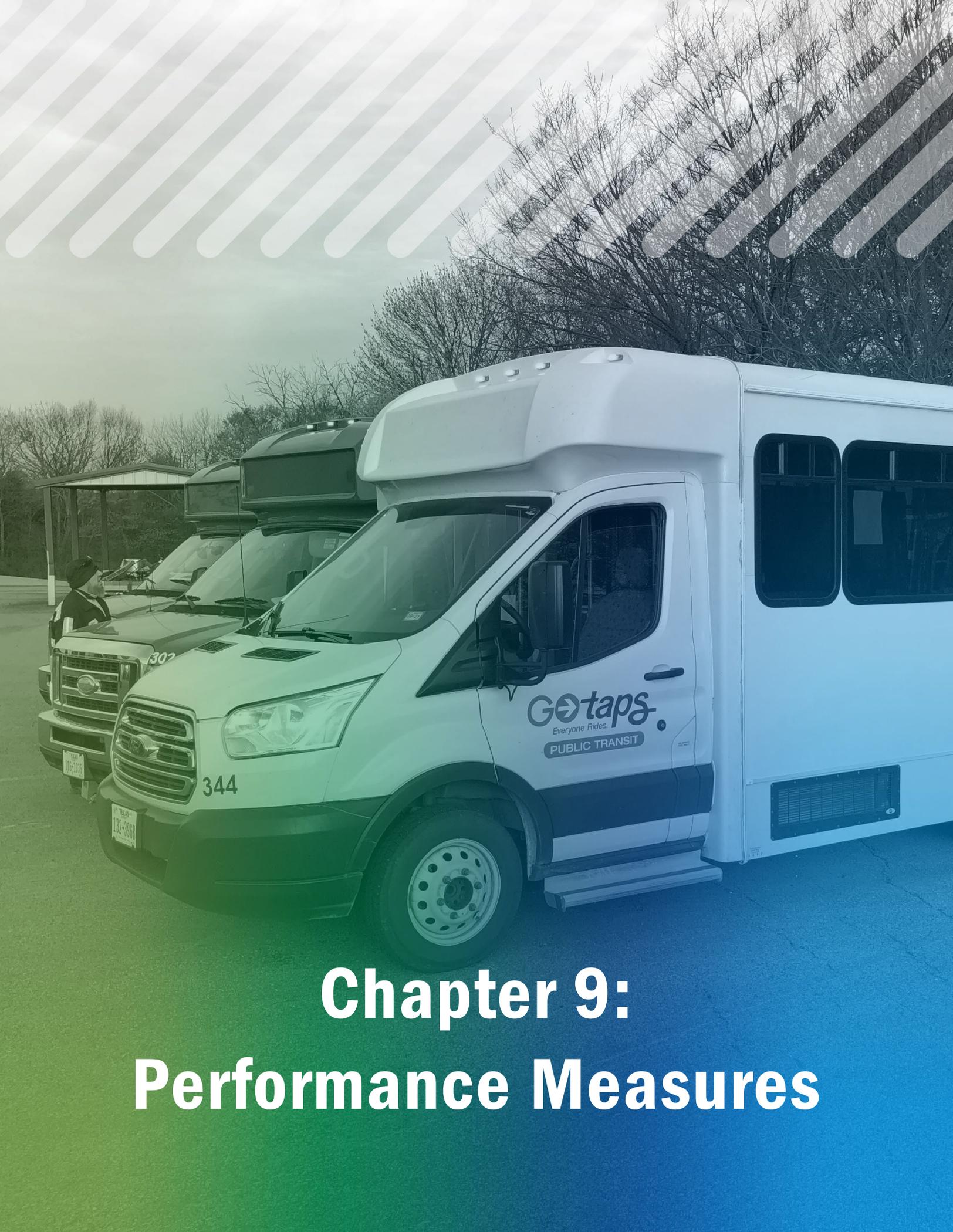
Chapter 9:
Performance Measures

This chapter identifies performance measures to gauge progress on meeting the needs and gaps identified in this plan using both required statewide measures and focused measures of local interest to stakeholders in the Texoma region. The purpose of performance measures is to periodically remind stakeholders the plan exists to guide initiatives, help prioritize the determined goals and objectives of the plan, and provide ways to measure success in implementation.

TEXAS STATEWIDE PERFORMANCE MEASURES

Per TxDOT's Regionally Coordinated Transportation Planning Guidebook, this plan's performance measures will align with TxDOT guidelines for Regional Health and Human Services and Transportation Coordination Plans. Partners in this plan's implementation (oversight agencies and transit providers) will assist in maintaining data required to document conformity with statewide performance measures, as outlined in Table 13:

Table 14: Statewide Performance Measures

TxDOT Requirement Category	Required Performance Measures
Collaborate	• Number of active, formal partnerships. • Number of persons engaged in transportation planning & education activities.
Identify Gaps & Inefficiencies	• Number of gaps & inefficiencies identified in the coordinated plan, including those concerning priority groups. • Number of recommended actions in the coordinated plan for resolving these gaps & inefficiencies.
Resolve	• Number of items in the plan that move from a planning to implementation phase. • Number of activities identified in the coordinated plan that are underway, but not completed, including a report on the number of objectives in progress. • Number of activities identified in the coordinated plan that are completed, including a report on the number of completed objectives.

Each of the plan's specific goals and objectives has been paired with one of the required performance measures outlined above. Generally, the focus of the plan will be to work toward building collaboration, as collaborative performance measures appear in five of the objectives (1A; 1B; 2B; 3A; 3B). That does not discount the need to address the other measures present in the table (which appear elsewhere in the following performance review) but speaks to the pandemic, the isolation, and remote work environment created

by the health emergency in 2020 and the transition to normal operations experienced by many of the project stakeholders during 2021 and extending into 2022. All reported attendance at the meetings of this committee were the first face-to-face meetings attended since early 2020.

REGIONAL PLAN PERFORMANCE MEASURES

The following performance measures were selected to focus on monitoring the region's progress to address gaps identified previously as part of the regional analysis and ongoing discussion with the regional stakeholders.

Goal 1: Enhance the quality of the customer's travel experience.
<u>**Objective 1A**</u>: Understand the key elements of quality from the consumer's perspective.

Table 15: Goal 1, Objective 1A Performance Measures

Performance Measure	Threshold Activities		Collected How?
Number of persons engaged in transportation planning and education activities.	Above and Beyond	Semi-annual community assessment of general response to and experience associated with transit in the Texoma region.	Hosting of rider and community survey, public meetings, and roundtable discussions with transit stakeholders/users; Tracking of results and reporting on outcomes.
	Fully Successful	Annual community assessment of general response to and experience associated with transit in the Texoma region.	
	Needs Improvement	No change.	
Number of recommended actions in the coordinated plan for resolving these gaps and inefficiencies.	Above and Beyond	Initial implementation of the fixed-route transit feasibility study in Sherman-Denison; Rebranding of TAPS to incorporate public transportation as part of its focus and expanded mission to the Texoma region.	Response to fixed-route transit options in Sherman-Denison; Successful community rebranding of existing TAPS service to incorporate public transit focus beyond paratransit; Increase in ridership and demand for services; Increase in community calls and inquiries for service (as tracked by TAPS).
	Fully Successful	Rebranding of TAPS to incorporate public transportation as part of its focus and expanded mission to the Texoma region.	
	Needs Improvement	No change.	

Objective 1B: Improve visibility and public awareness of regional services.

Table 16: Goal 1, Objective 1B Performance Measures

Performance Measure	Threshold Activities		Collected How?
Number of persons engaged in transportation planning & education activities.	Above and Beyond	Increase in the number of new stakeholders/agents engaged in the discussion of regional transit coordination.	Quarterly meetings; Defined stakeholder committee with action plan and specified responsibilities; Outreach to groups not represented in the current stakeholder list.
	Fully Successful	No change in the number of stakeholders/agents engaged in the discussion of regional transit coordination.	
	Needs Improvement	Decrease in the current number of stakeholders/agents engaged in the discussion of regional transit coordination.	

Objective 1C: Collect data and report changes in performance and service delivery on a regular basis.

Table 17: Goal 1, Objective 1C Performance Measures

Performance Measure	Threshold Activities		Collected How?
Number of items in the plan that move from a planning to implementation phase.	Above and Beyond	Identified increase in number of stakeholders, partners, and others engaging in ongoing coordination discussions and increase in the amount of transit services delivered and consumed regionally.	Annual report of activities undertaken; Service delivered and consumed regionally; Funds made available; Capital purchases undertaken; Announced service changes.
	Fully Successful	Identified increase in the amount of transit services delivered and consumed regionally.	
	Needs Improvement	No change.	
Number of activities identified in the coordinated plan that are underway, but not completed, including a report on the number of objectives in progress.	Above and Beyond	Identified increase in the amount of transit services delivered and consumed regionally along with an increase in the number of stakeholders and community partners engaged in coordination discussions; Increase in the number of activities underway that address plan goals and objectives.	Regular report of activities undertaken; Service delivered and consumed regionally as reported by agencies providing service and/or financing fare payment.
	Fully Successful	Identified increase in the number of activities underway that address specific plan goals and objectives.	
	Needs Improvement	No change.	

Objective 1D: Evaluate and prioritize activities that close gaps and increase access to service by the public.

Table 18: Goal 1, Objective 1D Performance Measures

Performance Measure	Threshold Activities		Collected How?
Number of activities identified in the coordinated plan that are completed, including a report on the number of completed objectives.	Above and Beyond	Identified increase in funding, staffing, and number of activities completed which close gaps for transportation to veterans, school-aged children, and those with multiple demographic characteristics which make them part of the transportation marginalized.	Regular report on activities including indication of the hours and days of service provided (compared annually to document changes); Fares or contract revenues and financial information on system operations; Assessment of remaining and potential service gaps.
	Fully Successful	Identified increase in available staffing and support for delivery of an acceptable baseline of transportation to the region.	
	Needs Improvement	No change.	

Goal 2: Expand the availability of services to those who are unserved.

Objective 2A: Identify and establish a program of future funding for service.

Table 19: Goal 2, Objective 2A Performance Measures

Performance Measure	Threshold Activities		Collected How?
Number of items in the plan that move from a planning to implementation phase.	Above and Beyond	Increase in the number of ongoing community partners and agencies purchasing fares and supporting fare payment for clients using the reimagined TAPS service.	Regular identification of program partnerships and number of fund sources available to finance system development (fares, capital purchase, contract services) which close identified gaps or work to close gaps in target groups identified by the stakeholder committee.
	Fully Successful	Increase in the number of one-time community partners and agencies purchasing fares and supporting fare payment for clients using the reimagined TAPS service.	
	Needs Improvement	No change.	

Objective 2B: Monitor the supply of services and changes in travel demand and need as reported by partnering agencies and stakeholders.

Table 20: Goal 2, Objective 2B Performance Measures

Performance Measure	Threshold Activities		Collected How?
Number of active, formal partnerships; Number of gaps and inefficiencies identified in the coordinated plan, including those concerning priority groups.	Above and Beyond	Introduction of expanded weekday, weekend, holiday, and overnight transit service options in the region, including an increase in the number of vehicle revenue hours and revenue service consumed in the region.	Regular report on activities including indication of revenue trips completed and revenue hours and days of service provided (compared annually to document changes); Assessment of effect to address unmet demand (as reported by stakeholder committee participants and the public).
	Fully Successful	Introduction of expanded weekday and weekend transit service options in the region, including an increase in the number of vehicle revenue hours and revenue service consumed in the region.	
	Needs Improvement	No change.	

Objective 2C: Prioritize closing service gaps for veterans, school-aged children, and other population groups identified as underserved in the Texoma region.

Table 21: Goal 2, Objective 2C Performance Measures

Performance Measure	Threshold Activities		Collected How?
Number of gaps and inefficiencies identified in the coordinated plan, including those concerning priority groups.	Above and Beyond	Closing gaps for all population groups listed within three years.	Data on trips provided vs. trips consumed by each of the target groups; Data on the number of trip requests unmet from these groups or their representatives.
	Fully Successful	Closing gaps for at least one of the population groups listed within one year.	
	Needs Improvement	No change.	

Goal 3: Establish and sustain communications and decision-making mechanisms among sponsors and stakeholders to guide plan implementation effectively.
Objective 3A: Establish the responsibility for plan and coordinating committee oversight at TAPS.

Table 22: Goal 3, Objective 3A Performance Measures

Performance Measure	Threshold Activities		Collected How?
Number of active, formal partnerships.	Above and Beyond	Conduct outreach meetings hosted across region to include stakeholders and public; Development of coordinating committee bylaws; Conduct four meetings annually to address business pertinent to plan implementation.	Hosting of regularly scheduled committee meetings; Completion of meetings in region to encourage stakeholder participation; Tracking of results and reporting on outcomes annually to stakeholders and the public.
	Fully Successful	Development of coordinating committee bylaws; Conduct four meetings annually to address business pertinent to plan implementation.	
	Needs Improvement	No change.	
Number of activities identified in the coordinated plan that are completed, including a report on the number of completed objectives.	Above and Beyond	Completing up to eight activities annually related to advancing the plan goals and objectives, or projects that do the same.	Hosting of regularly scheduled committee meetings; Completion of meetings in region to encourage stakeholder participation; Tracking of results and reporting on outcomes annually to the stakeholders and public.
	Fully Successful	Completing up to four activities annually related to advancing the plan goals and objectives, or projects that do the same.	
	Needs Improvement	No change.	

Objective 3B: Maintain the regional coordinating committee as a place for robust discussion and development of solutions to regional transit coordination needs.

Table 23: Goal 3, Objective 3B Performance Measures

Performance Measure	Threshold Activities		Collected How?
Number of active, formal partnerships.	Above and Beyond	Hosting of an annual transit summit which combines community outreach, stakeholder development, and education of officials on need for and benefits of coordinated transit services; Increase in the number of stakeholders participating in the committee process.	Establish committee organization, bylaws, rules of operation, and responsibilities; Establish agreement between all parties to participate in committee and consider its input on transportation coordination activities (service, capital, etc.).
	Fully Successful	Hosting of quarterly meetings around a specific program and agenda; Evaluation of performance of regional transit use and report on the status of service in the region.	
	Needs Improvement	No changes.	

Objective 3C: Educate agencies, policymakers, and the public on the need for providing service and responding to community needs.

Table 24: Goal 3, Objective 3C Performance Measures

Performance Measure	Threshold Activities		Collected How?
Number of persons engaged in transportation planning and education activities.	Above and Beyond	Semi-annual community assessment of general response to and experience associated with transit in the Texoma region.	Hosting of rider and community survey, public meetings, and roundtable discussions with transit stakeholders/users; Tracking of results and reporting on outcomes.
	Fully Successful	Annual community assessment of general response to and experience associated with transit in the Texoma region.	
	Needs Improvement	No change.	

MEETING REGIONAL PERFORMANCE MEASURES

Threshold activities indicate those identified actions which help to define success in terms of meeting identified goals, objectives, and performance measures.

The definition of success remains based on the annual assessment of committee-led activities undertaken. Comments from the stakeholder committee meetings indicated a willingness to work collaboratively coming out of the initial height of pandemic-induced closings and schedule adjustments. The collective opinion is that needs from the region did not lessen during 2020 and 2021; rather the opposite. As needs increased, the availability to respond was strained due to a lack of resources. The regional committee will be viewed as a forum to help maintain connections to transportation resources, as well as to share information on other program needs and referral items.

The success for transportation coordination will be reported annually to the stakeholders and TxDOT. Success will be defined by progress on addressing one or more of the identified actions. Progress will be defined as substantive work completed toward addressing these items with regular reporting to the regional coordinating committee about the actions underway and timeline for completion. Meeting the regional coordinating committee regularly with no evidence of progress on these items will not be a sign of success.

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Chapter 10:
Lessons Learned

INTRODUCTION

During the process of plan development, TCOG, the project team, and planning stakeholders identified several items worth mentioning as part of the discussion of lessons learned. Lessons learned include recommendations concerning the process and research instruments used to collaboratively plan, design, conduct, assess, evaluate, develop, and approve the plan.

PLANNING DURING THE PANDEMIC (COVID-19)

The process of updating the HSTP commenced just as the public health emergency for the COVID-19 pandemic moved many agencies to remote operations and program demands for some activities diminished. TxDOT also implemented their remote operations plan, with staff remaining connected to the planning process through review meetings with TCOG and the project team and attendance at project stakeholder committee meetings.

AGENCY/STAKEHOLDER INVOLVEMENT

Generally, the closure of stakeholder agencies' regular operations created an opportunity for the plan development process.

Some of the agencies contacted to participate in the stakeholder committee meetings indicated that meetings and activities held under this project allowed them the option to reconnect with program clients and local population groups as part of their post-COVID-19 re-engagement plan. Specific numbers of persons effected were not provided; only individual testimony to agency experience and knowledge of their constituency.

Agencies reporting this information were invited to provide data on their clients with filters applied to remove specific place or person identifiers. Of the agencies reporting, TAPS provided actual origin/destination point data for client rides. The project team used this as an overlay on the transit needs index map appearing in Chapter 2 to demonstrate the connection between needs and actual services delivered. This data, shared at the August 2021 stakeholder committee meeting, demonstrated that clusters of rides have been provided in Gainesville, Whitesboro, Sherman, Denison, and Bonham (as illustrated in Figure 10).

Figure 10: TAPS Rides Given Compared to Transit Need

As displayed and discussed at the August 19, 2021, Stakeholder Meeting documented in the appendix.
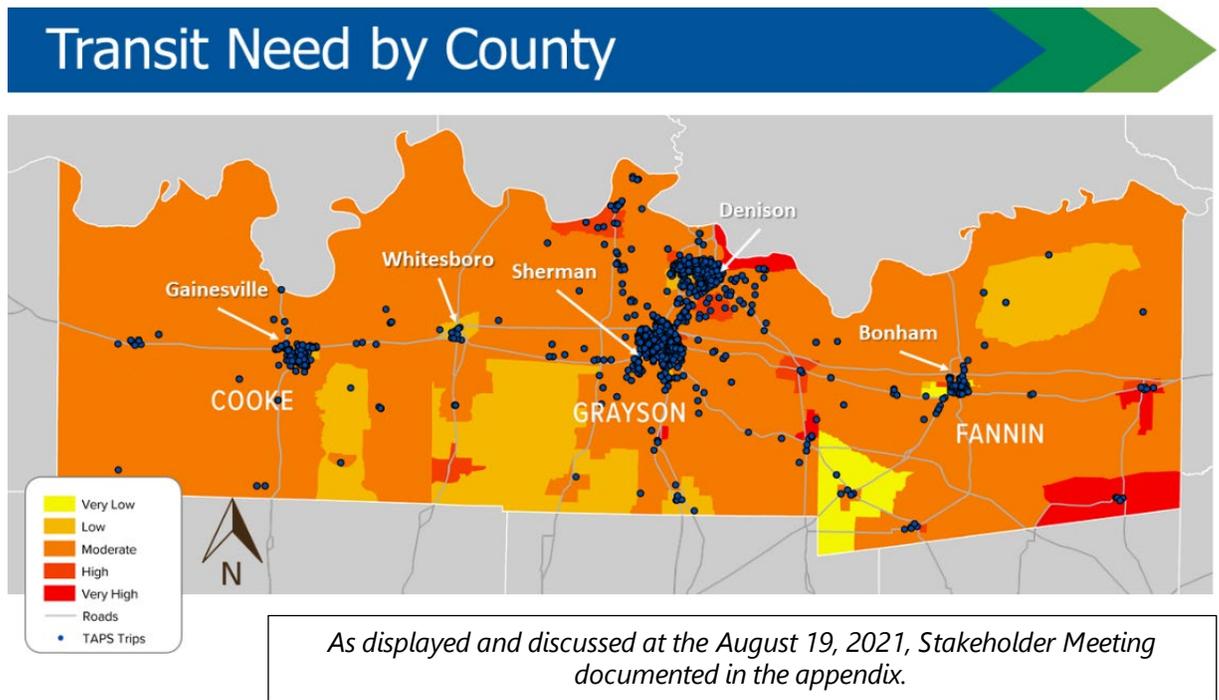
LEAD AGENCY UPDATE

The regional coordinating committee of stakeholders took official action to begin the process of revitalizing their membership and activities commensurate with the development of this plan. At the conclusion of this project, the committee acted in their last meeting to request a change in the lead agency for regional coordination to TAPS. Their request places the committee and supporting funding grants under the TAPS organization.

COMMUNITY INVOLVEMENT

The plan was developed with a lack of public outreach meetings. During the 2017 plan development process, TTI hosted a series of public meetings to discuss and document needs, administer surveys, and collect testimony on local issues relative to coordination. None of these activities took place during this plan's development. COVID-19 protocols reinforced social distancing, discouraged public assembly and meetings, and ushered in a reliance on virtual and hybrid virtual/in-person meetings.

To address this impediment, TCOG, along with project stakeholders, TAPS, and GCMPO, rose to the challenge of helping promote the Texoma regional transit survey across the tri-county area. As reported to stakeholders at their December 2021 meeting, a total of 440 surveys were received with the highest number of responses coming from the cities of Sherman, Denison, Bonham, and Ravenna. Even with this concentration, the project team did receive surveys from residents in all three counties covered by the plan.

Outreach methods employed included social media posts on the Facebook pages of TCOG, TAPS, and GCMPO, posters in TAPS buses and at community facilities across

Texoma, media reports, and email and personal contact to human service agencies, local ISDs, Hispanic community groups, and those in job training programs located across the region. Responses from these groups are part of the general pool of respondents analyzed to document community needs for service before and after available hours on weekdays, on weekends and holidays, and to the Dallas-Fort Worth Metroplex or McKinney to reach the closest DART facilities.

DATA AVAILABILITY

The plan incorporates baseline data from the ACS as well as the decennial census completed in 2020. As detailed data reports from the decennial census had yet to be released, this data was used to document changes between census periods. Details reported for the region, State of Texas, and United States relied on a combination of the 2020 Census totals, along with the 5-Year ACS data for the same geography, as presented in Chapter 1.

Comparison of these data sources has been properly cited and footnoted and did not result in questions from regional planning representatives. All acknowledged the transition in data availability at the start of the project as data based on the 2010 Census was reaching its natural maturation and would be replaced using a combination of 2020 data sources (where available).
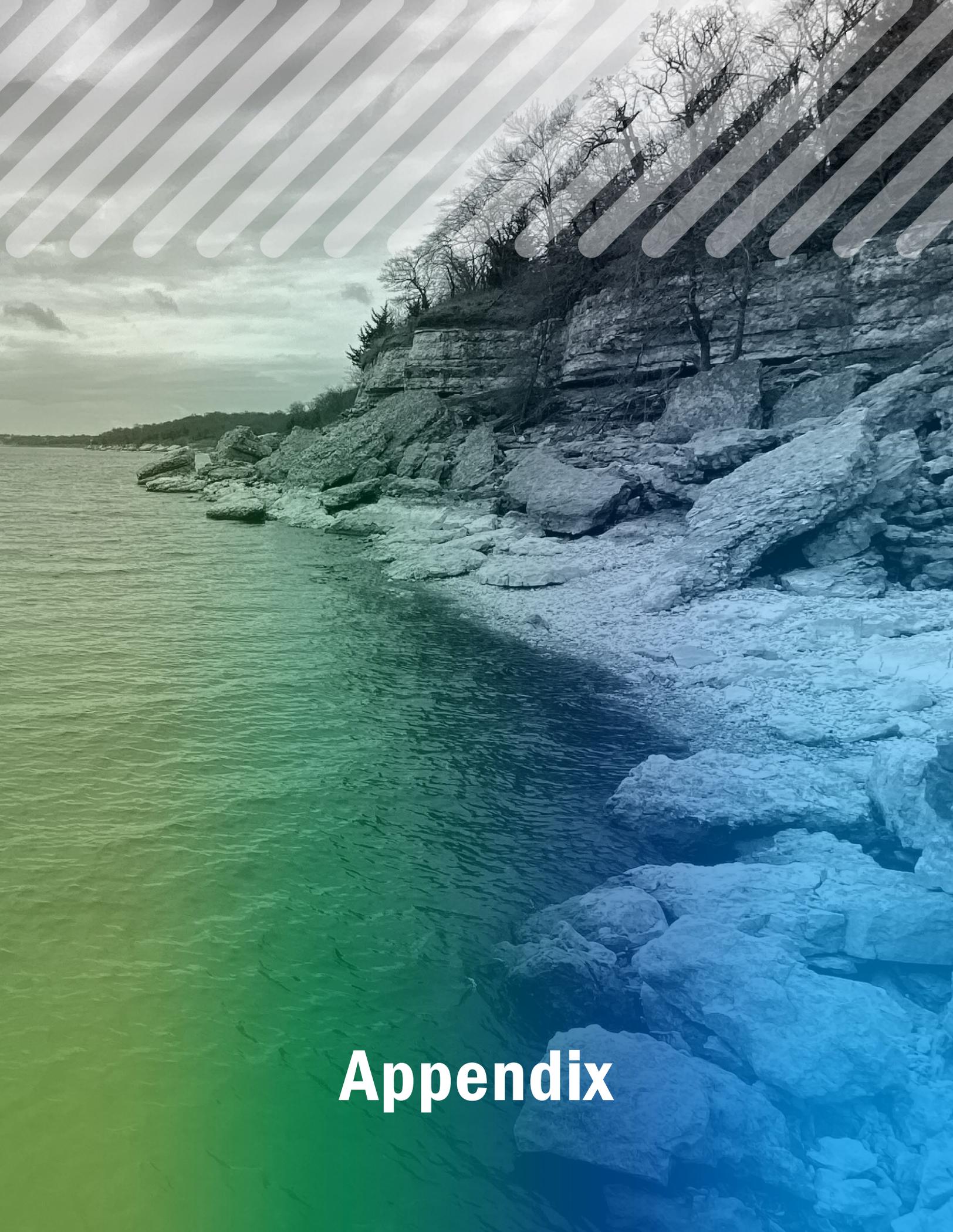
Appendix

APPENDIX A: LIST OF STAKEHOLDERS & PARTNERS

Regionally Coordinated Plan Stakeholders

Agency Name	Contact Name	Phone Number	Email	County	Type of Agency
Regionally Coordinated Plan Committee Members					
Grayson County MPO	Clay Barnett	(903) 813-4524	barnettc@co.grayson.tx.us	Grayson	Transportation Planning
Texoma Area Paratransit Agency	Shellie White	(903) 357-4010	shellie.white@transdev.com	Tri-County	Transportation Agency
Texoma Council of Governments - Energy Services	Judy Fullylove	(903) 813-3537	jfullylove@texoma.cog.tx.us	Tri-County	Low Income Support
Workforce Solutions - Texoma	Marsha Lindsey	(903) 463-9997	Marsha.Lindsey@wfstexoma.org	Tri-County	Employment Related Services
Goodwill Industries of Northeast Texas	Sarah Pierce	(903) 893-3145 x113	spierce@goodwillnorthtexas.org	Tri-County	Assistance for Disabled Individuals
Meals on Wheels Texoma	Phyllis James	(214) 514-1106	jamesp@co.grayson.tx.us	Tri-County	Elderly Assistance
Salvation Army	Tex Ellis	(903) 868-9602	tex.ellis.jr@uss.salvationarmy.org	Tri-County	Support for people in need
Texoma Community Center	Penny Poolaw	(903) 267-0166	ppoolaw@texomacc.org	Tri-County	Veterans Support
United Way	Stephanie Chandler	(903) 893-1920	schandler@unitedwaygrayson.org	Grayson, Fannin	Assistance for All Residents in Need
Austin College	Cary Wacker	(903) 813-2042	cwacker@austincollege.edu	Grayson	College Student Transportation Needs
Habitat for Humanity	Laurie Mealy	(903) 893-0009	lauriemealy@graysonhabitat.org	Grayson	Housing Assistance
Grand Central Station	Wendy Velloitti	(903) 957-0264	grandcentralexecdir@gcecisp.com	Grayson	Low Income Support
Grayson County Veteran Services	Jimmy Petty	(903) 813-4254	pettyj@co.grayson.tx.us	Grayson	Veteran Services
Ex-Officio Committee Members (State and Federal Partners)					
Veterans Affairs (VA)	Marcus Jackson	(903) 487-0477	marcus.jackson@va.gov	Federal	Veteran Services
Department of State Health Services	Bill Barber	(972) 772-6181	bill.barber@dshs.texas.gov	State of Texas	Health Services
Texas Workforce Commission	Daniel Clark	903-813-8194	daniel.clark@twc.state.tx.us	State of Texas	Employment Related Services
Texas Veterans Commission	Katie Baillio	(903) 463-9997 x654	Katie.baillio@tvc.texas.gov	State of Texas	Veterans Assistance
Texas Department of Transportation	Sunil John	(214) 320-4467	sunil.john@txdot.gov	State of Texas	Transportation
Partners*					
Texoma Health Foundation	Marilyn Bice		bice@texomahealth.org	Grayson, Fannin	Non-profit Assistance
Child & Family Guidance Center of Texoma	Brenda Hayward	(903) 893-7768	bhayward@cfgcenter.org	Tri-County	Family Guidance
North Central Texas College	Yvonne Sandmann	(940) 668-3300	ysandmann@nctc.edu	Cooke	College Student Transportation Needs
Grayson College	Randy Truxal	(903) 463-8717	truxalr@grayson.edu	Grayson	College Student Transportation Needs
Fannin County Veteran Services	Paul Chandler	(903) 583-2111 x36390	vso@fanninco.net	Fannin	Veteran Services
Cooke County Veteran Services	Tim Cortes	(940) 668-5436	tim.cortes@co.cooke.tx.us	Cooke	Veteran Services
Texoma Housing Partners	LouAnn Taylor	(903) 583-1264	ltaylor@texomahousing.org	Tri-County	Housing Assistance
Lakeway Christian Community Resale Barn	Julie Vier	(903) 786-2402	info@lakewayresalebarn.org	Grayson	Low Income Support
Vietnam Veterans of America	Charles Holcomb	(301) 585-4000	charles@vva973.org	Tri-County	Veterans Needs
Texoma Council of Governments - Aging Services	Cara Lavender	(903) 813-3575	clavender@texoma.cog.tx.us	Tri-County	Elderly Assistance
Grayson County Health Department	Amanda Ortez	(903) 893-0131	orteza@co.grayson.tx.us	Grayson	Health Services
Other Interested Parties*					
Pottsboro Public Library	Dianne Connery	(903) 786-8274	library@cityofpottsboro.com	Grayson	Rural Needs
Texas A&M AgriLife	Joyce White	(903) 813-4203	jwhite@co.grayson.tx.us	Grayson	Rural Needs
Grayson County Emergency Services	Sarah Somers	(903) 813-4217	somerss@co.grayson.tx.us	Grayson	Emergency Services
City of Sherman	Terrence Steele	(903) 892-7200	terrences@cityofsherman.com	Grayson	Citizens of the City of Sherman
	Cecil Jones		jcecil858@gmail.com	Fannin	Minority Community
	Nancy Knapp	(903) 337-0403	lbt4ever@yahoo.com	Grayson	Veteran Needs

*-Confirmation of updated contacts/willingness to participate coordinated planning committee and plan implementation process to be re-established during 2022.

APPENDIX B: LIST OF REGIONAL TRANSPORTATION RESOURCES

| Agency/Provider Name	Type of Agency	Service Type	Service Area	Hours	Cost	Eligibility Criteria	Additional Notes
General Public Transportation (from Texas Transit Performance Dashboard - https://www.texastransitdashboard.com/transit-district/texoma-area-paratransit-system/)							
Texoma Area Paratransit Service (TAPS)	Public	Demand response	Sherman-Denison (Grayson County UZA); Cooke and Fannin Counties	6:00 am to 5:30 pm	Fare schedule for one-way and round trips	Open to general public	Details on service found in Chapter 2. Website outlining services found at Go Taps https://tapsbus.com/
Client-based Transportation (From TCOG, 2017-2021 Coordinated Plan, updated during 2021)							
Beacon Hill Transitional Care Center	Transitional Care Center (Clinical and Rehab)	Appointment-based (Schedule 1 day in advance)	Denison, TX (Grayson County)	Appointment-based (Schedule 1 day in advance)	Free for facility residents; included as part of facility cost	Medical transportation, must be in program (Elderly)	Facility website outlining services found at: https://www.cantexcc.com/snf/beacon-hill/
Clyde Cosper Texas State Veteran's Home	State Veterans Home	Appointment-based (Schedule 1 day in advance)	Fannin County	Appointment-based (Schedule 1 day in advance)	Free for facility residents	Medical transportation, must be in program (Elderly, ADA, Veterans)	Information on services found at: Clyde W. Cosper Texas State Veterans Home	Facebook
Family Promise of Grayson County	Multi-congregational community service (21 congregations)	Appointment-based (Schedule 1 day in advance)	Grayson County	8:00 am to 5:00 pm (plus as needed)	Free for program participants	Must be in program (Shelter or Receiving Assistance)	Website outlining services found at: https://www.familypromisegrayson.org/
Friends in Action, Area Agency on Aging (TCOG)	Area Agency on Aging	Appointment-based (Schedule 1 day in advance)	Cooke, Grayson, Fannin Counties	Program based (activity schedule, transport to facilities)	Free to program participants	Must be in the AAA program	Website outlining services found at: https://www.tcog.com/aging-services/
Real Time Transportation	Non-emergency medical transportation provider	Appointment-based (Schedule 1 day in advance)	Cooke, Grayson, Fannin Counties	5:00 am to 8:00 pm	Cost billed to Medicaid/Medicare	Medical transportation, must be in program (Elderly, ADA, Veterans)	Information on services found at: Real Time transportation	Facebook
Sam Rayburn Memorial Veteran Center (US Department of Veterans Affairs)	Federal Veterans Health Care Facility	Facility based	Fannin County (Sam Rayburn Memorial Veterans Center in Bonham), Dallas (VA Medical Center in Dallas)	Departs Bonham Monday-Friday at 7 AM, returns to Bonham at approximately 3 PM.	The shuttle bus is free and runs between the Dallas VA Medical Center and Sam Rayburn Memorial Veteran Center in Bonham.	Veterans; Veterans with appointments in Dallas are given priority seating.	Information on available services found at: Sam Rayburn Memorial Veterans Center - VA North Texas Health Care System
Texoma Community Center	Mental Heath Facility	Facility based	Grayson Counties	Appointment-based (Schedule 1 day in advance)	Free for program participants	18-years or older, with a serious mental health (SMI) diagnosis; Income at or below 150% of the federal poverty limit	Information on services found at: vHCBS-AMH Services - TCC (texomacc.org)
Other Providers (From TCOG, 2017-2021 Coordinated Plan, identified during 2021)							
Uber/Lyft	Private Rideshare Company	Rideshare	Sherman, Denison (Grayson County)	6:00 am to 6:00 am (Next Day)	Varies by trip distance	Ability to schedule and pay	*www.uber.com; www.lyft.com; identified by stakeholders as unreliable/inconsistent service*
Texoma Taxi	Taxi Company	Rideshare/Taxi	Sherman, TX	24 hours/7 days per week by appointment	$10 local flat rate (Sherman, TX)	Ability to schedule and pay	*Non-responsive to contact for more information - may be closed or ceased operation (confirm with stakeholders)*
City Cab of Sherman	Taxi Company	Rideshare/Taxi	Grayson County	7 AM-12AM M-Sat, 11 AM-10 PM Sunday by appointment	Varies by trip distance	Ability to schedule and pay	
Consolidated/Independent School Districts (CISD, ISD)	Public Schools (PreK-12, in 37 districts)	School-based transportation (as per school schedules)	Cooke, Grayson, Fannin Counties	6:00 am to 5:00 pm	Free to students attending public schools within service boundaries	Enrolled in ISD	*9 month service, stakeholders indicate some gaps exist in neighborhood service adjacent to schools*
Church-Based Transportation	Church congregations (20 across all counties)	Church-based transportation	Cooke, Grayson, Fannin Counties	Varies - follows service schedule	Free to congregants	Member of congregation, request transportation service	*Information on 16 of these congregations not found/2 of these congrations indicate they no longer offer service due to COVID*
Facility-Based Transportation (Assisted Living)	Assisted Living Facilities	Facility based	3 in Grayson, 1 in Fannin County	Appointment-based (Schedule 1 day in advance)	Free to residents	Resident of facility (Elderly)	*Grayson County Facilities (The Renaissance Assisted Living; The Willows; Wesley Village); Fannin County Facilities (The Woodmoore Assisted Living)*

APPENDIX C: COUNTY BY COUNTY TRANSIT NEEDS ANALYSIS

DEMOGRAPHIC ANALYSIS

To fully support the TCOG Human Services Transportation Plan (HSTP), ATG conducted a demographic analysis of the TCOG planning area by block group and county. This analysis consists of analyzing Census data for specific demographic indicators used to identify populations and areas that need additional transportation resources within the planning area (Cooke, Fannin, and Grayson Counties). In addition, the analysis looks at general population and employment density within the planning area to support and confirm block groups with need. By analyzing high-need populations along with general population and employment density, the project team identified who needs transit and where they live and work.

Figure C-1: TCOG Planning Area
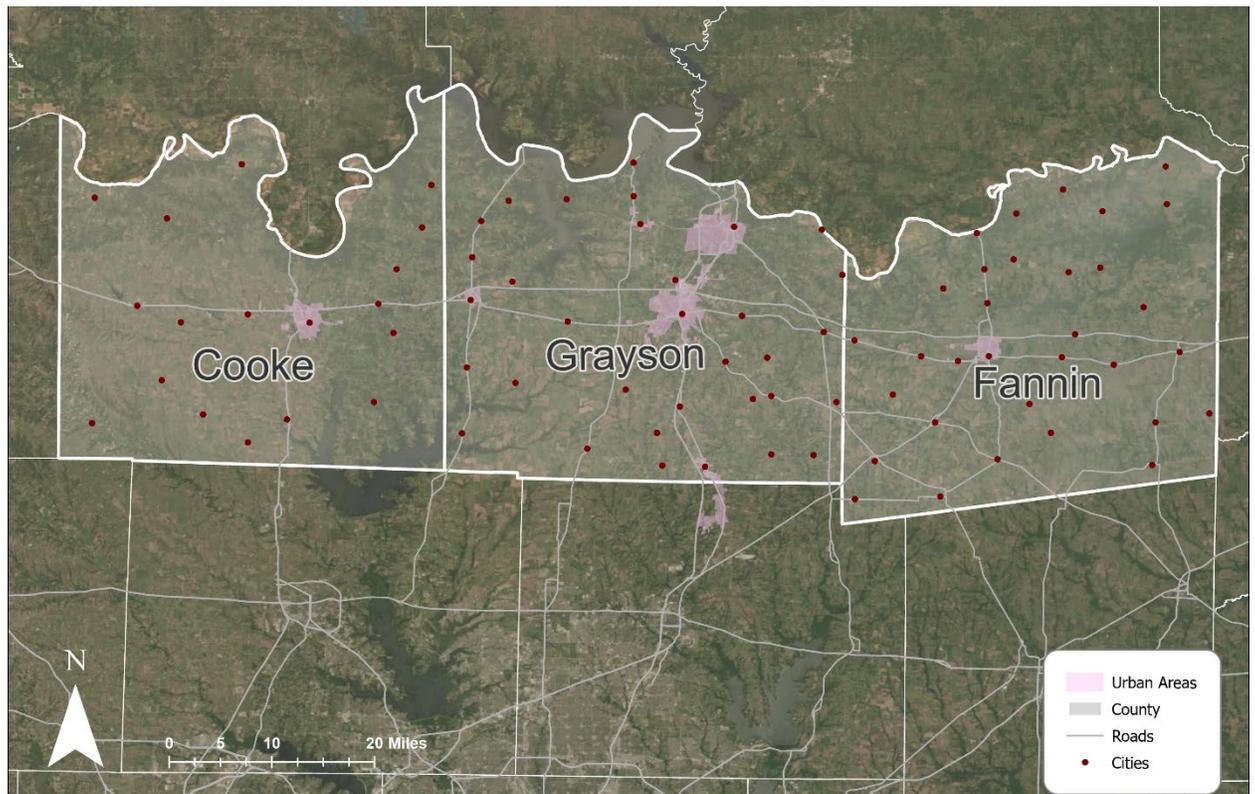
The gathering of Census data and analysis of said data represented in this memo were completed to help fulfill the needs of Task IV: Assessment of Overlaps & Gaps in the Delivery of Transportation Services & Gap Analysis. Findings gathered from this demographic analysis will set the groundwork for the gap analysis, which will connect to the inventory and assessment of overlaps in public transportation services.

Table C-1 details the data sources used to identify the unique need of each block group within the TCOG planning area. These sources include the American Community Survey (ACS) 5-Year estimates (2015-2019), the Decennial Census (DEC), and Longitudinal Employer-Household Dynamics (LEHD).

T a b l e   C - 1 :   D a t a   S o u r c e s

Source	Year	Table Number	Data Description
ACS 5YR	2019	B01001	Sex by Age
ACS 5YR	2019	B17021	Poverty Status
ACS 5YR	2019	C21007	Disability by Veteran Status
ACS 5YR	2019	DP05	Race and Ethnicity
ACS 5YR	2019	B25044	Tenure by Vehicles Available
ACS 5YR	2019	B16004	Limited English Proficiency
DEC	2010	H2	Urban Rural
LEHD	2018	--	Employment Data

One of the unique demographic characteristics of the TCOG planning area is the large percentage of rural populations. Rural areas within block groups tend to have lower population densities due to lower population totals spread out over a larger area. This does not necessarily mean that there is a low need for transit in these areas, as the majority of that population may live within a concentrated area of the large block group. To pinpoint exactly where these populations exist within the block group, the population density was displayed over aerial imagery to identify the undeveloped areas within each block group.

Next, the analysis reviewed the distribution of employment throughout the planning area to help determine where people work. In order to make direct comparisons to population density, employment was also aggregated to the block group level to maintain consistent metrics. By examining both population and employment density, high-level travel patterns can be identified to support the need for transit services taking people where they need to go.

Lastly, a composite score of transit need was calculated by identifying block groups with higher percentages of key population groups which typically have a higher transit need. This composite score creates the Transit Need Index and is based on the following key demographics:

- Population aged 65 years or older
- People with disabilities
- People with low income
- Minority populations
- Households without vehicle access
- People with Limited English Proficiency
- Rural populations

RESULTS OF ASSESSMENT

Population Density

There are three types of population size classifications, according to the US Census Bureau, which include Urbanized Areas (UAs), Urbanized Clusters (UCs), and Rural. Rural is defined as a population size of less than 2,500 people. To qualify as an urban block group, that block group must have a population density of at least 1,000 people per square mile. The following analysis and graphics are based on the ACS 5-Year Estimates (2015-2019).

There is relatively low population density in the Texoma region outside of four major cities areas (Gainesville, Sherman, Denison, and Bonham). Areas with a population density of less than 1,000 are displayed as transparent to provide insight to the development of the land where low population density exists.

Figure C-2: TCOG Population Density by Block Group (ppsm)
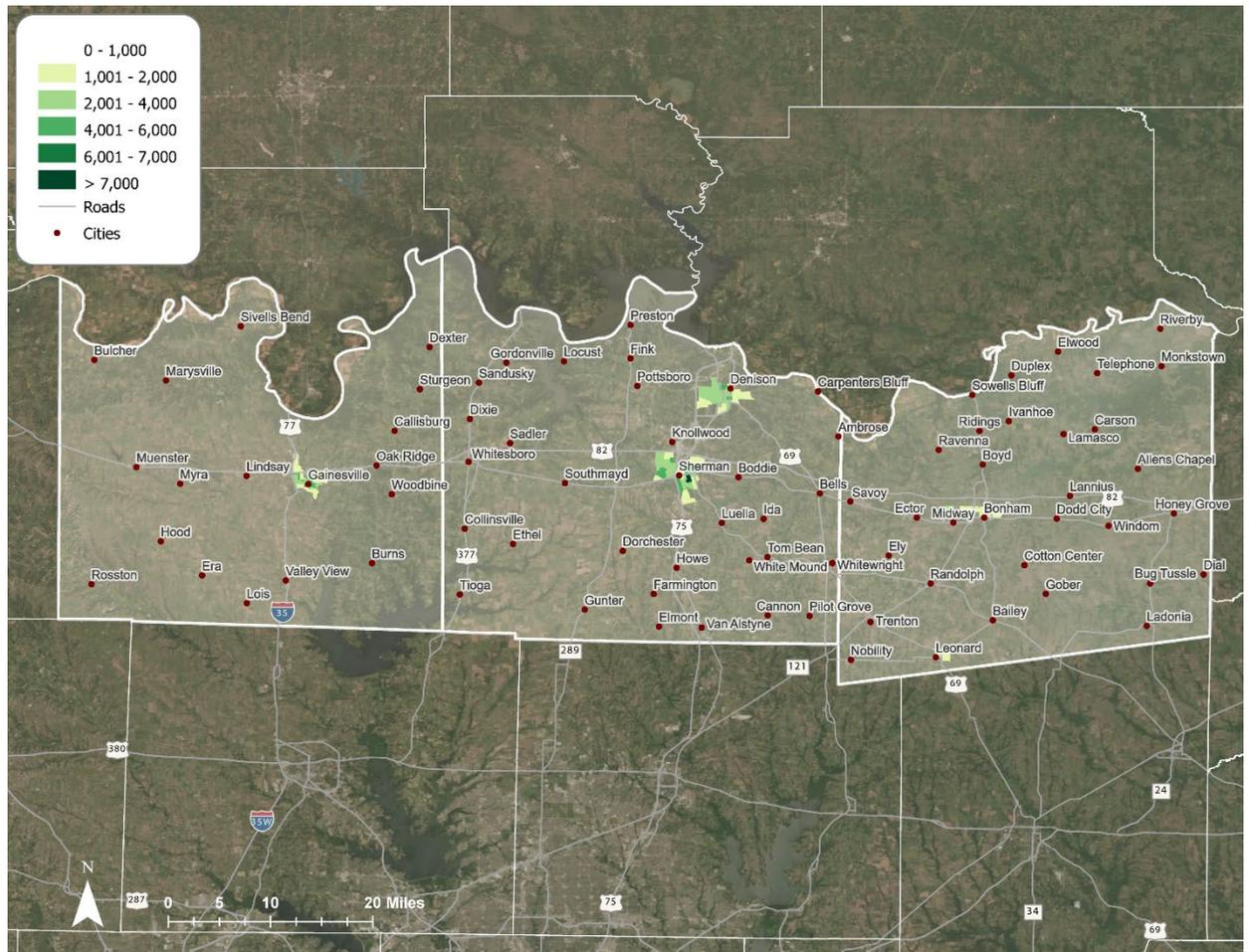
Cooke County

The most densely populated block groups in Cooke County are concentrated around Gainesville, which is the county seat and has a population of 16,000 people.
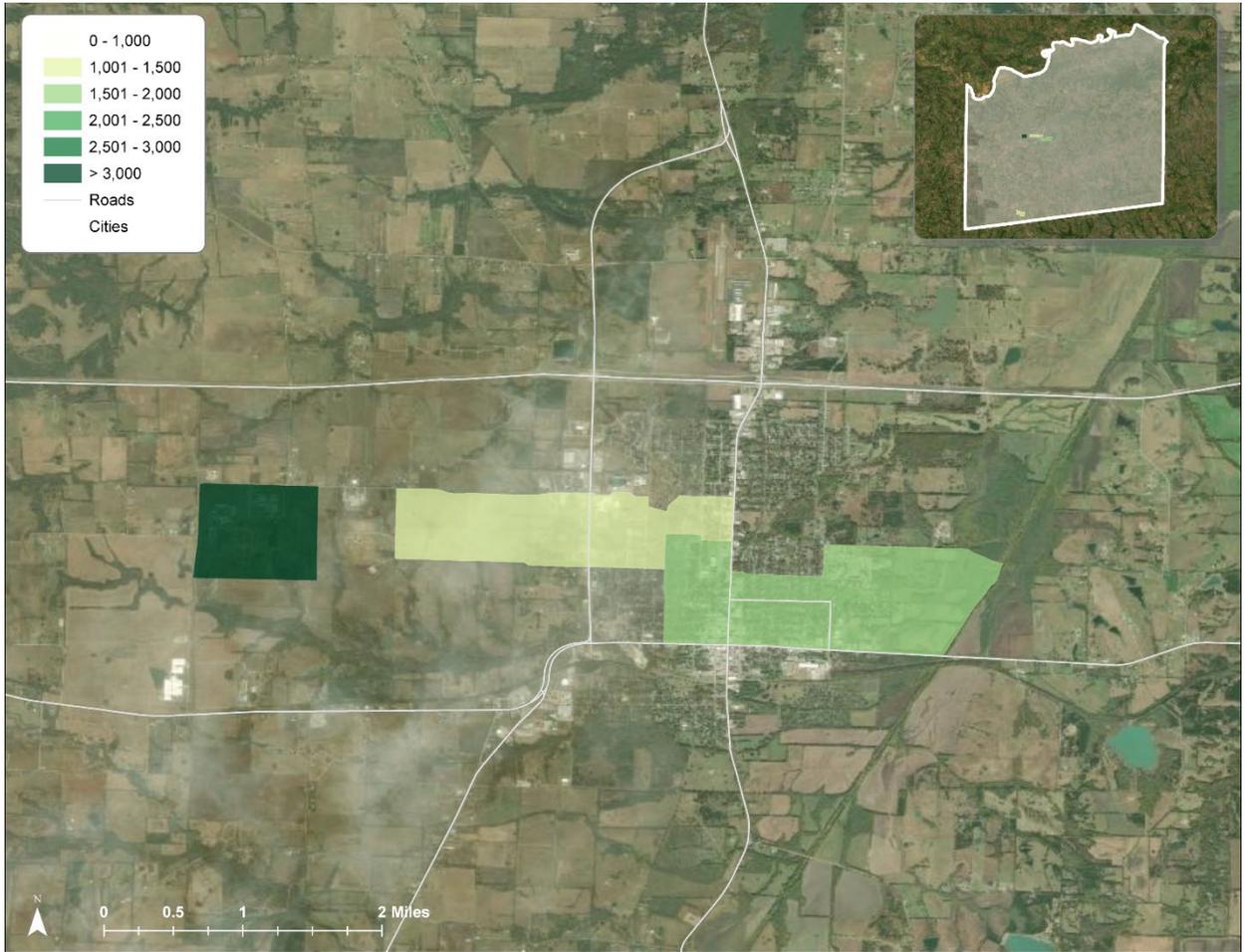
Figure C-3: Cooke County Population Density (ppsm)
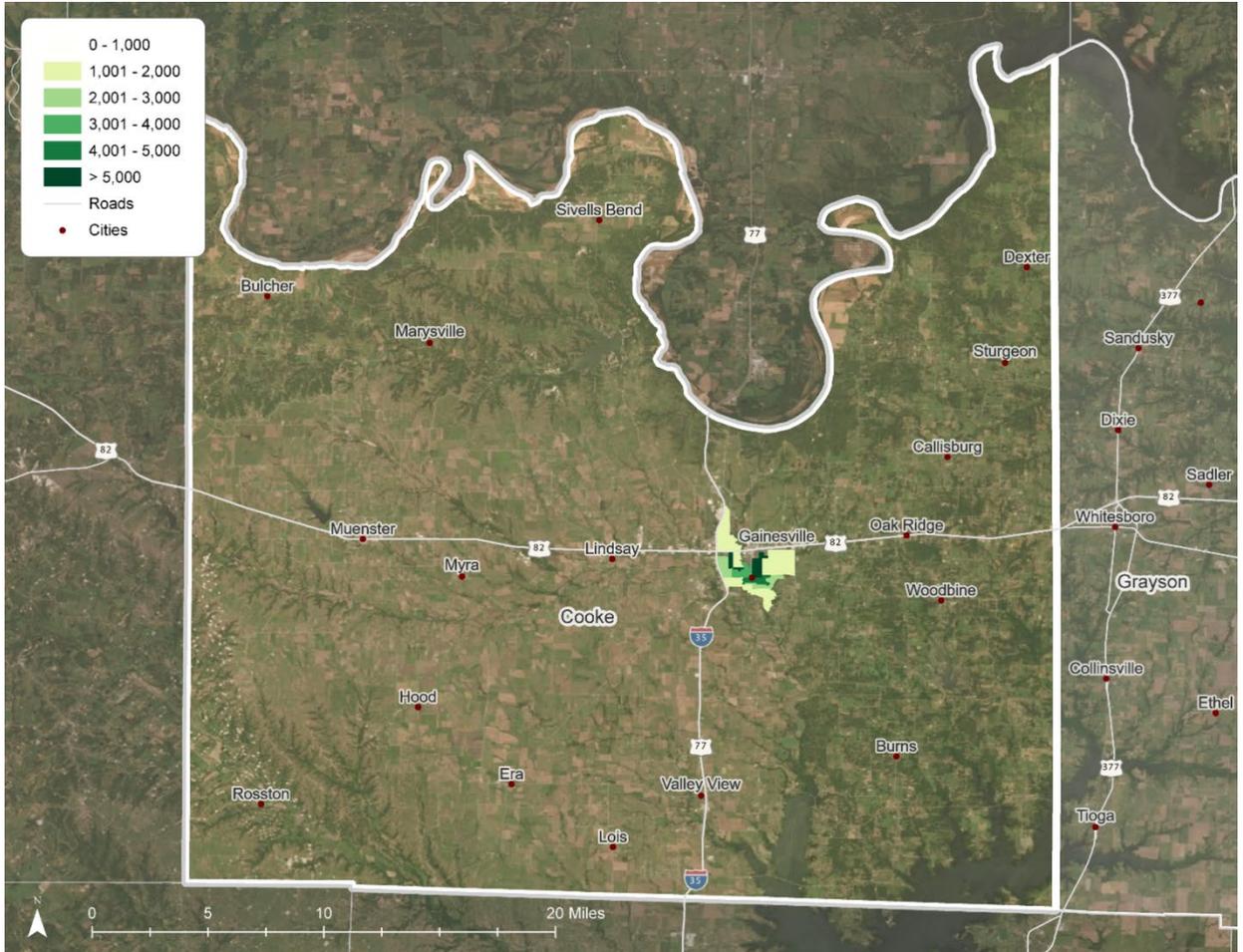
Figure C-4: Gainesville Population Density (ppsm)
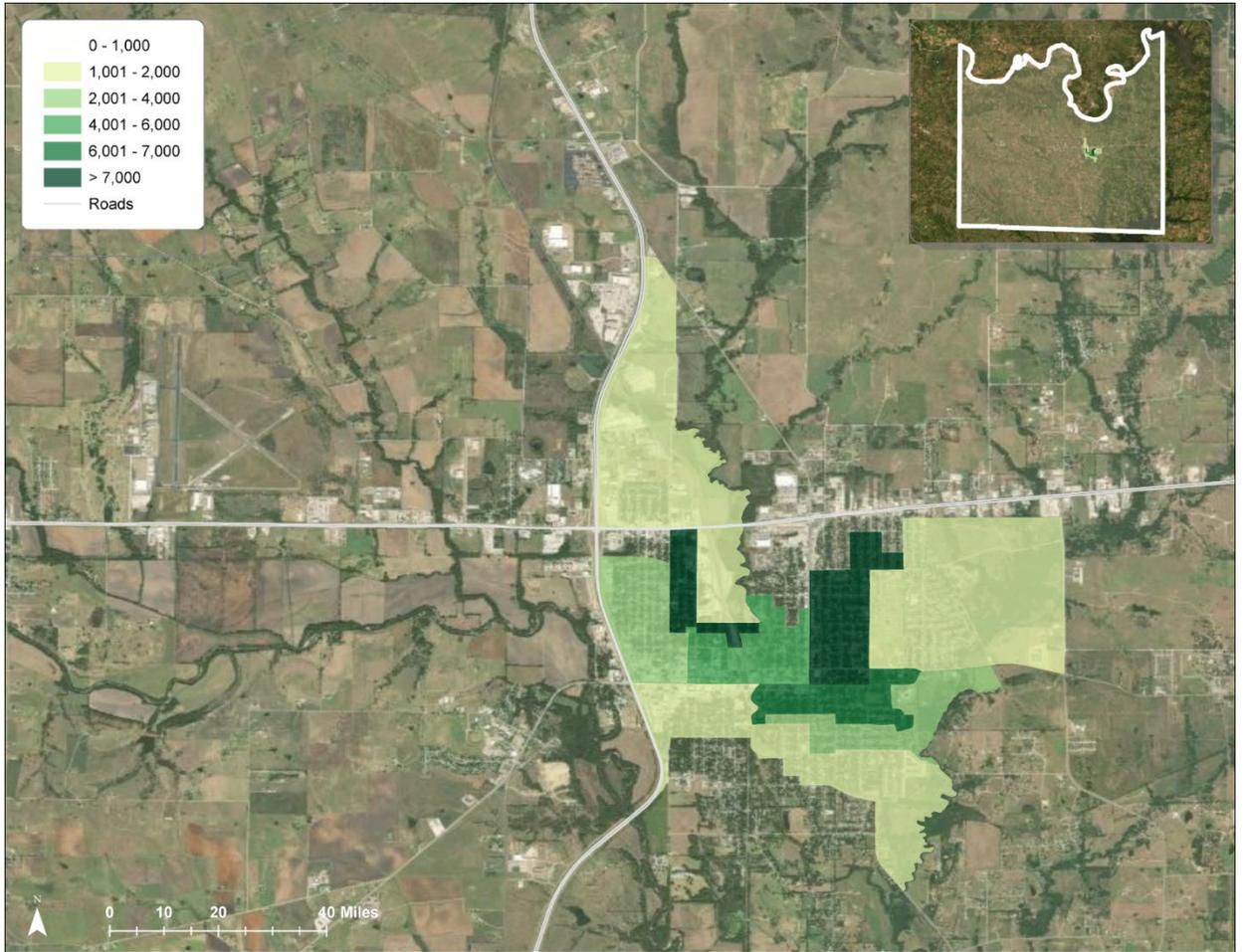
Fannin County

The most densely populated block groups in Fannin County are concentrated around Bonham, which is the county seat and has a population of 10,000 people.

Figure C-5: Fannin County Population Density (ppsm)
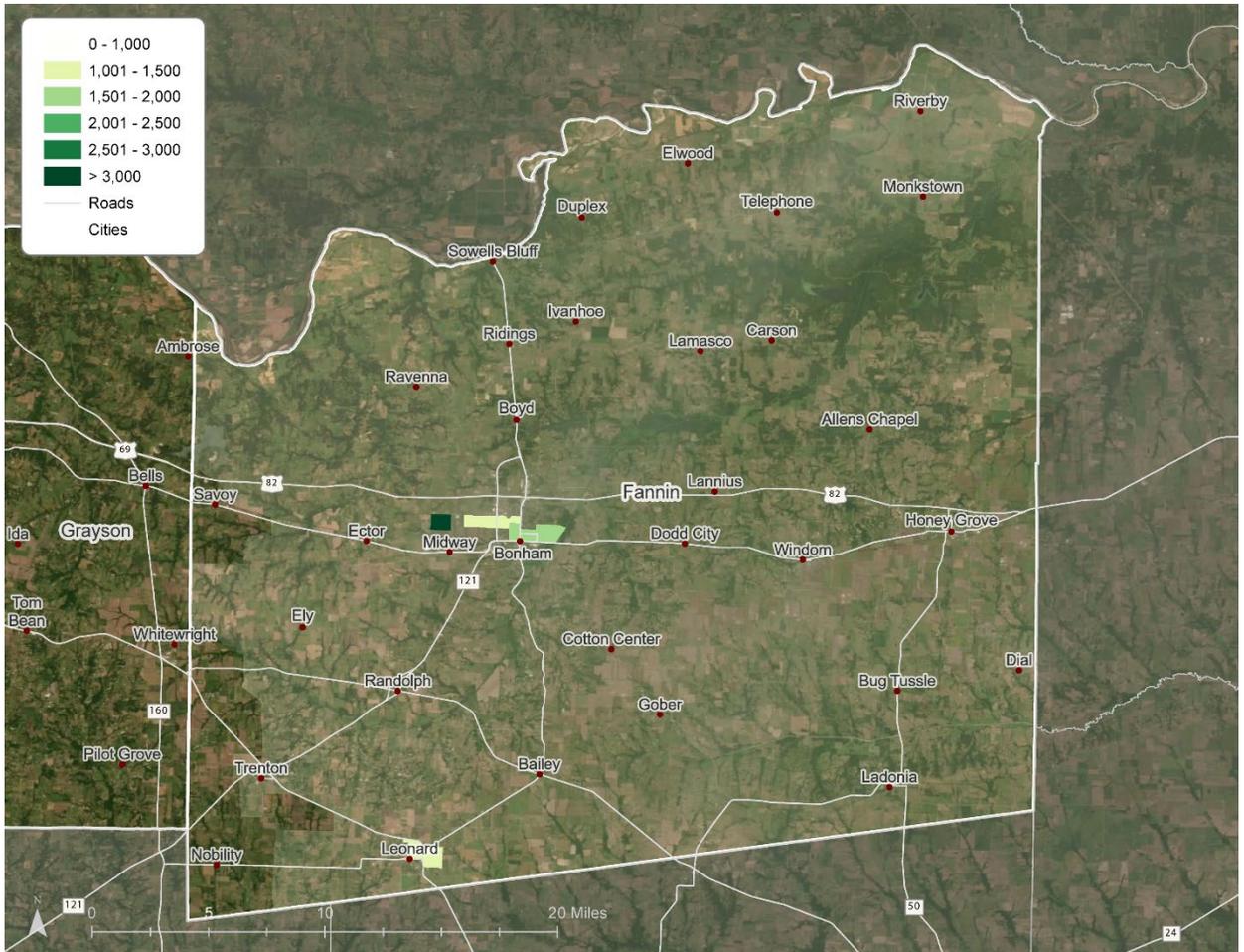
Figure C-6: Bonham Population Density (ppsm)

Grayson County

The most densely populated block groups in Grayson County are concentrated around the cities of Sherman and Denison. Sherman is the county seat and has a population of 39,000 people, while Denison has a population of 23,000 people, and are the first and second largest urban areas in the TCOG planning area, respectively.

Figure C-7: Grayson County Population Density (ppsm)
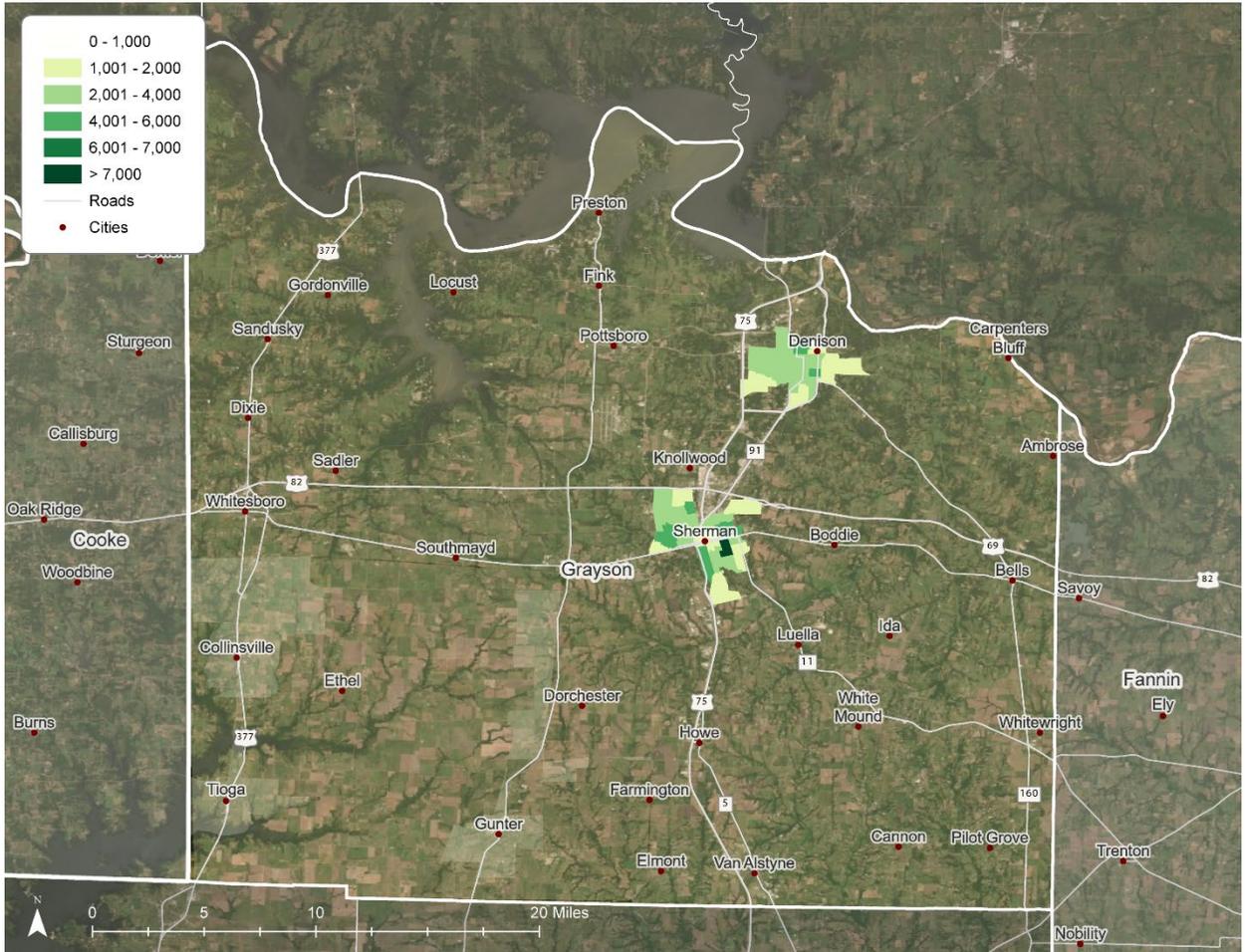
Figure C-8: Sherman-Denison Population Density (ppsm)
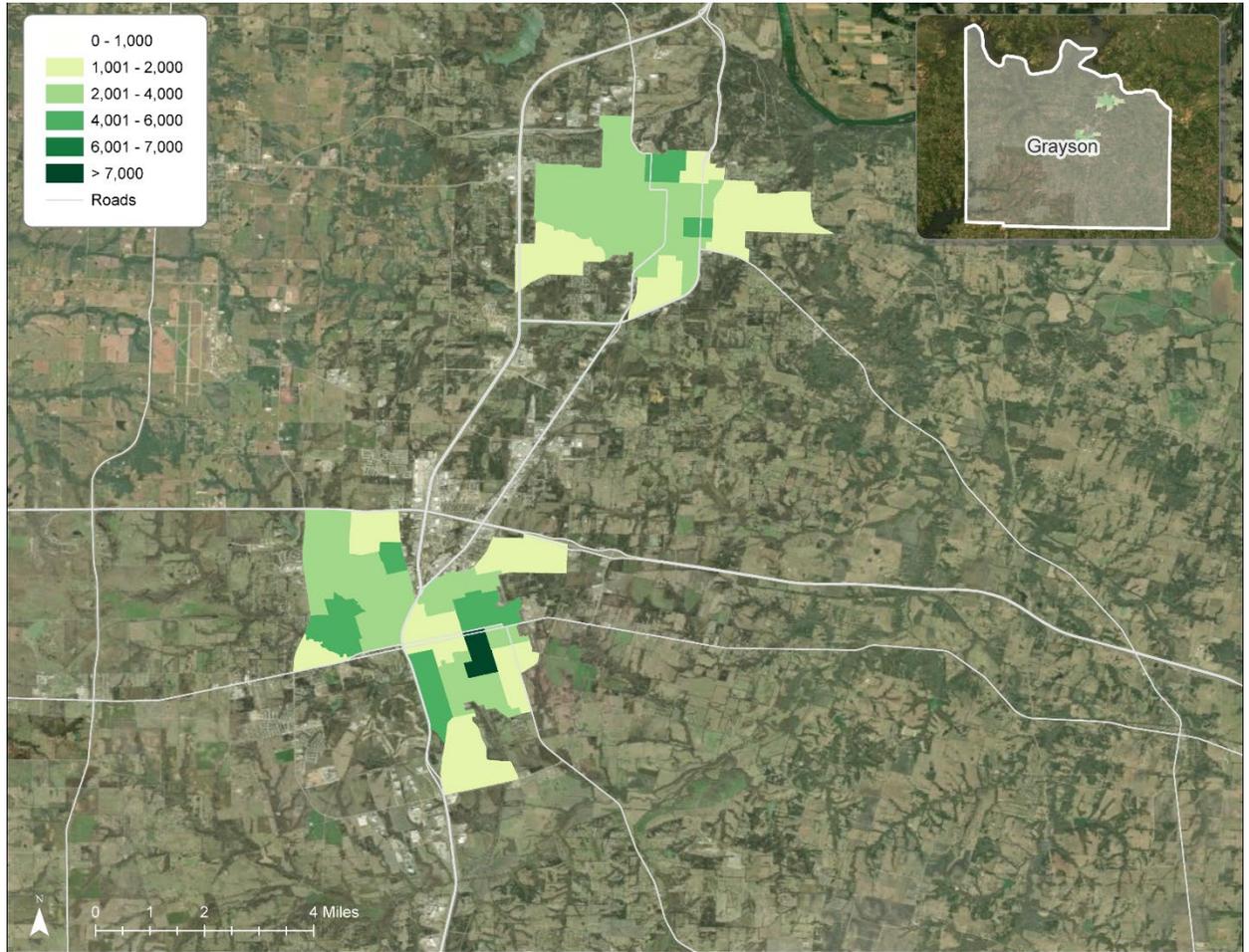
Employment Density

LEHD data from 2018 was used to calculate employment density. High employment density within the TCOG planning area is distributed in a similar pattern as population, mostly located within proximity to the urban areas in the region. There are a handful of block groups with medium employment density outside of the previously identified major urban areas. In Figure C-9, transparent block groups recorded 0 – 50 jobs per square mile (psm).

Figure C-9: TCOG Employment Density by Block Group (psm)
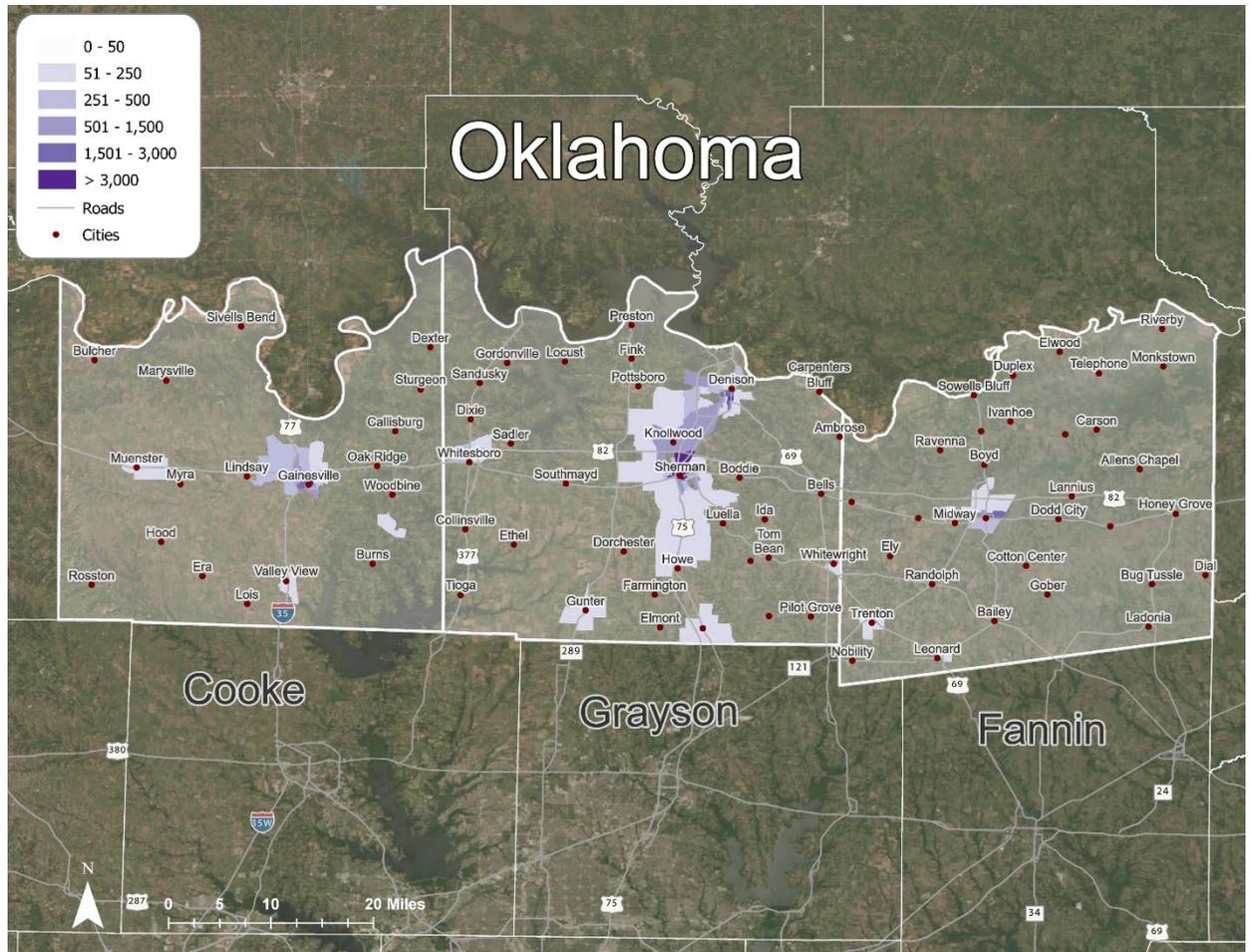
Cooke County

The three leading industries driving Cooke County's economy are Manufacturing, Retail Trade, and Health Care & Social Assistance. Gainesville is the county seat and hosts most of the employment opportunities in the county. Some of the largest employers in Gainesville include Safran Seats US and North Central Texas College.

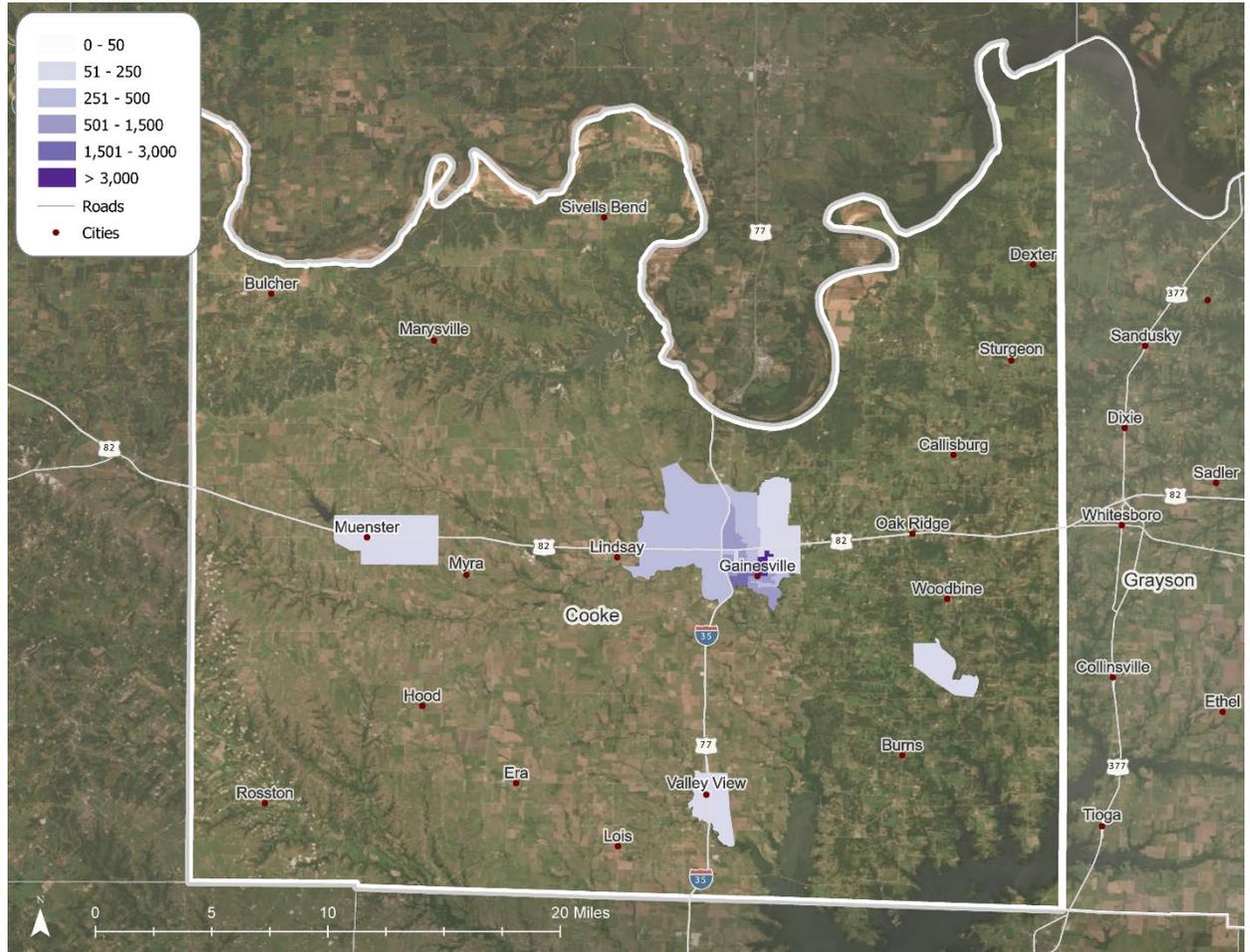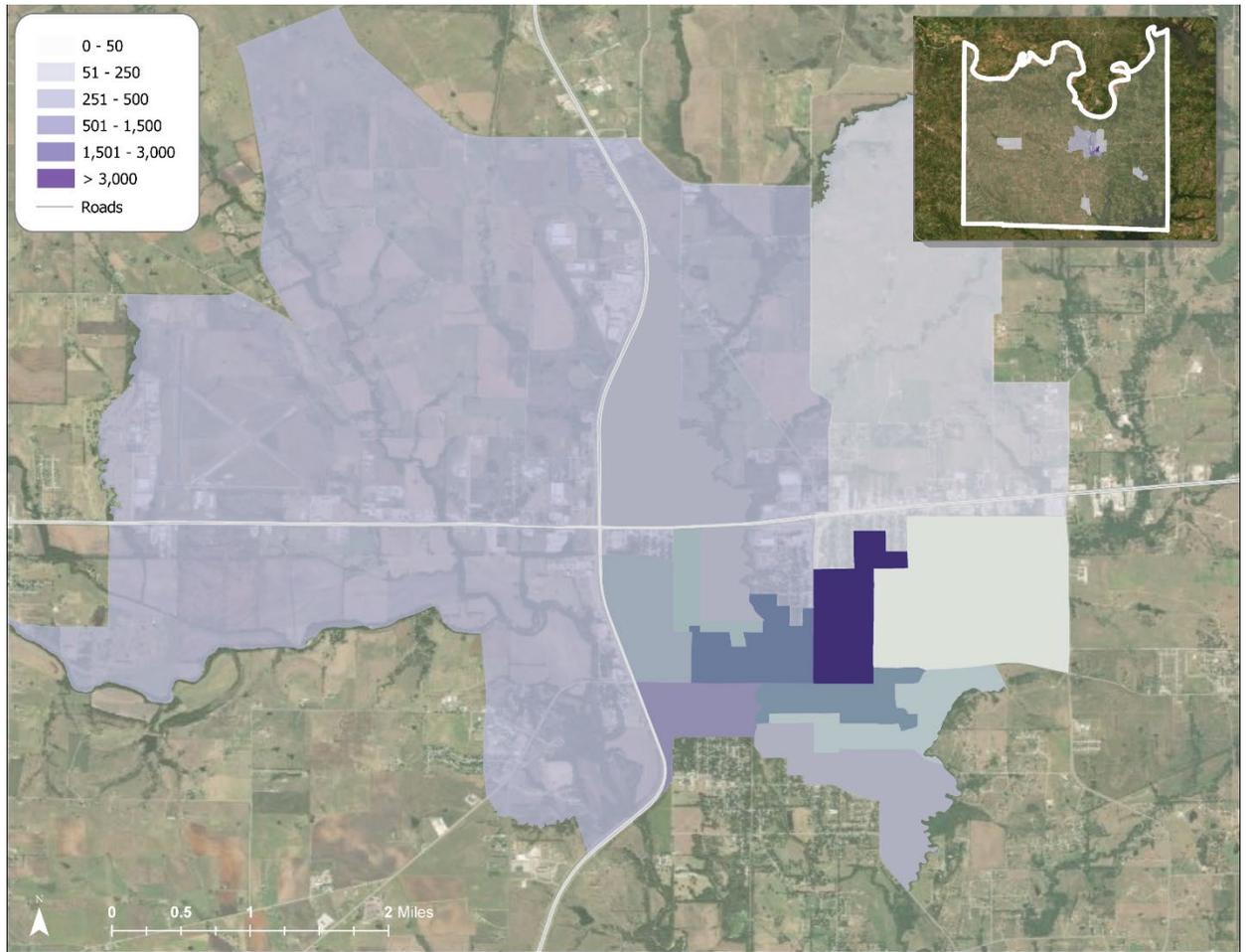**Figure C-10: Cooke County Employment Density by Block Group (psm)**

Figure C-11: Gainesville Employment Density by Block Group (psm)

Fannin County

The economy of Fannin County is primarily based on Retail and Service industries. Bonham is the county seat and hosts most of the employment opportunities in the county. The two largest employers in Fannin County include Sam Rayburn Memorial Veterans Center and the Texas Department of Criminal Justice.

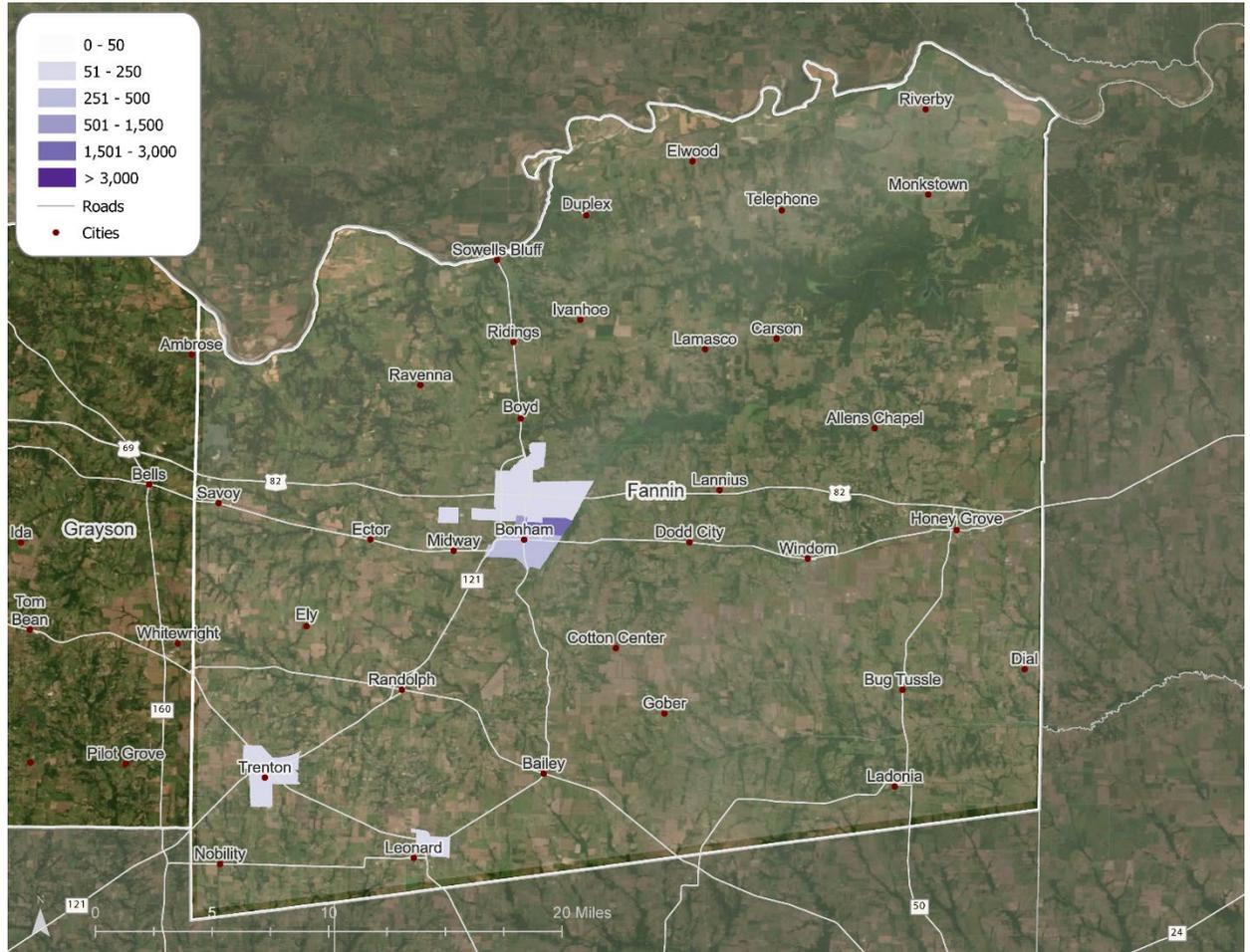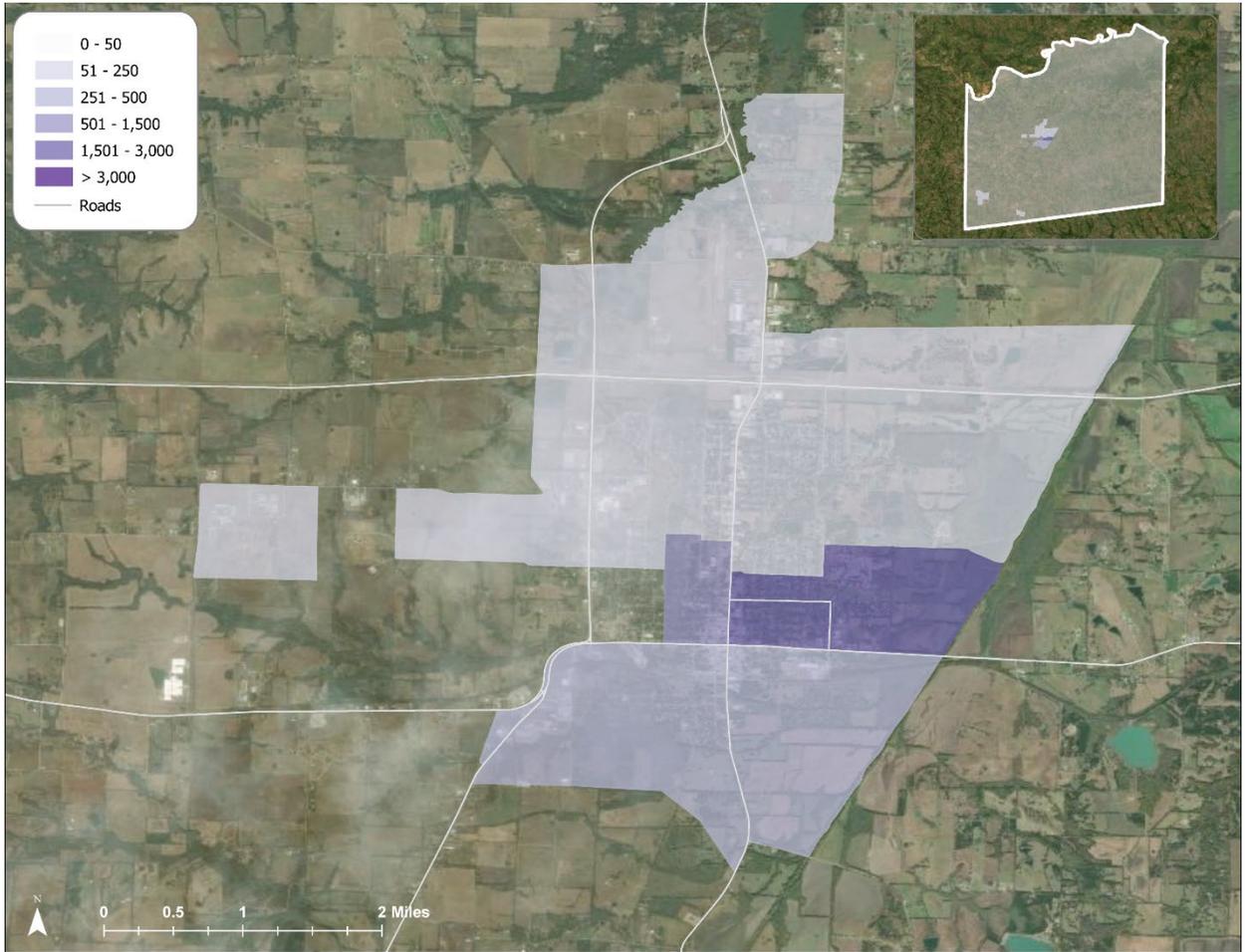**Figure C-12: Fannin County Employment Density by Block Group (psm)**

Figure C-13: Bonham Employment Density by Block Group (psm)

Legend:
- 0 - 50
- 51 - 250
- 251 - 500
- 501 - 1,500
- 1,501 - 3,000
- > 3,000
- Roads

0   0.5   1   2 Miles

Grayson County

The economy of Grayson County employs almost 60,000 people. The three largest employment industries are Health Care & Social Assistance, Manufacturing, and Retail Trade. The highest employment densities within the county are primarily located around and between the urban areas of Sherman-Denison, with additional pockets in Whitesboro, Gunter, and Van Alstyne. Major employers in Grayson County include the Texoma Medical Center, Tyson Fresh Meats, and Ruiz Foods.

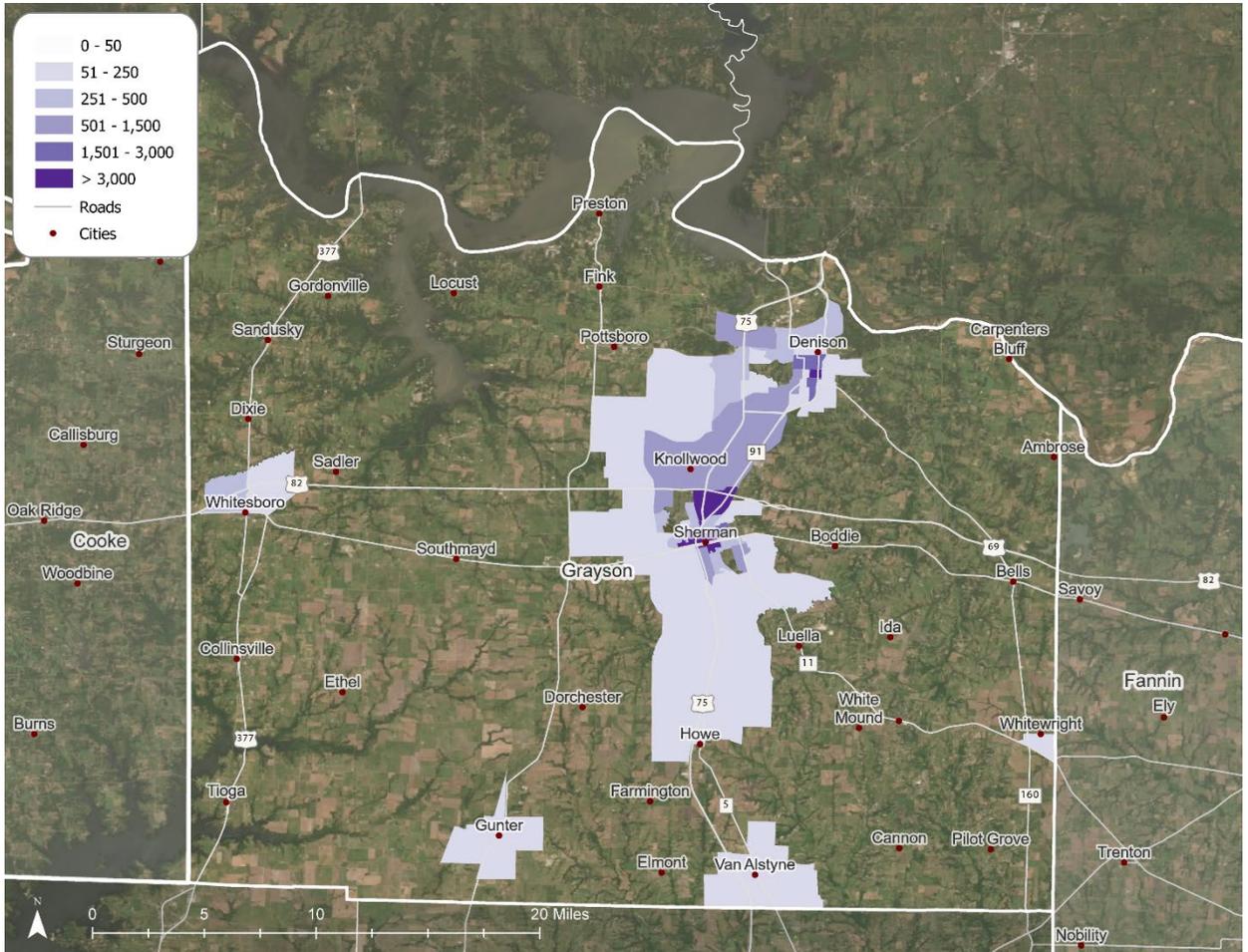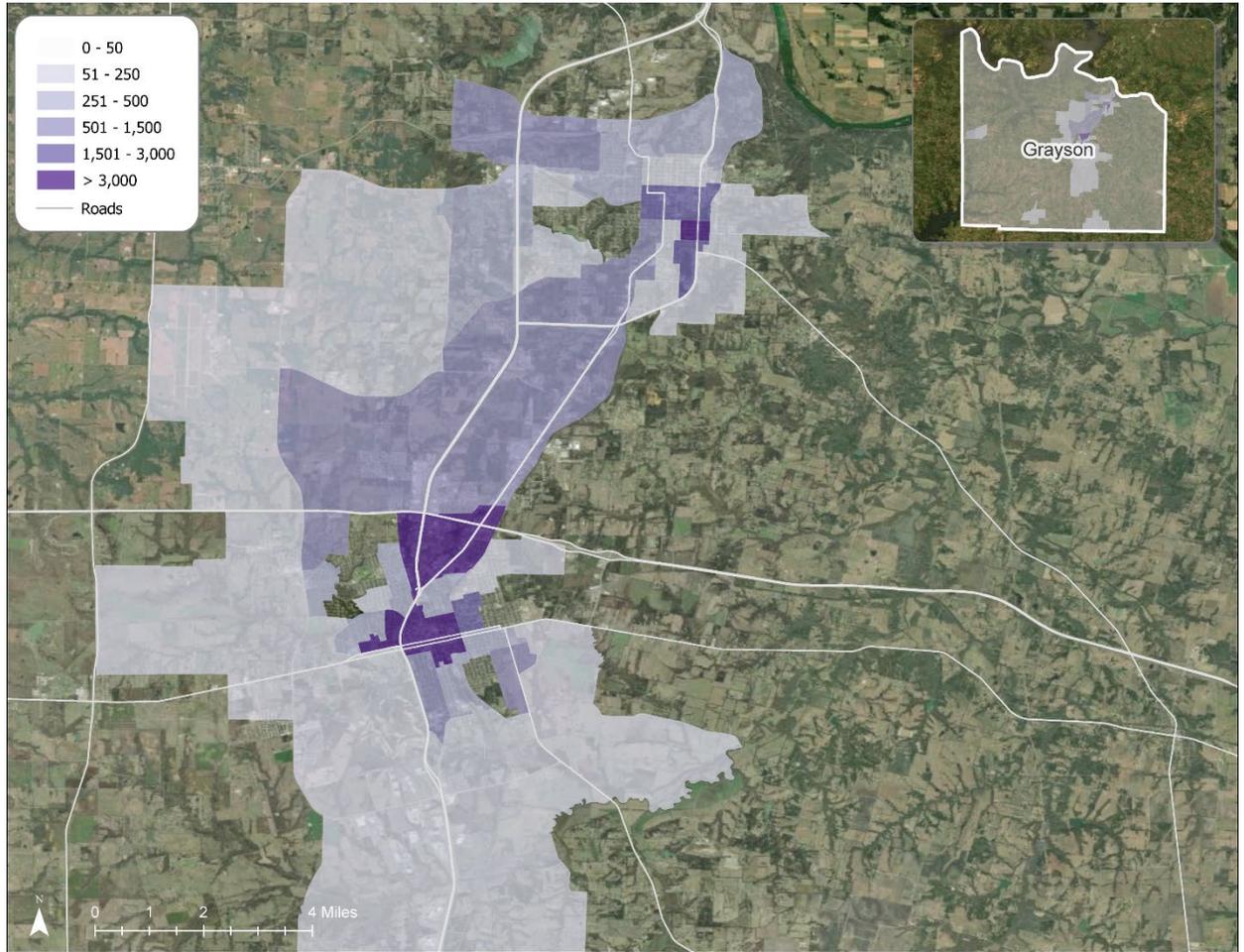**Figure C-14: Grayson County Employment Density by Block Group (psm)**

Figure C-15: Sherman-Denison Employment Density by Block Group (psm)

Transit Need Index – County by County

Cooke County

Of the demographic characteristics factored into the TNI, the percentages of rural populations, households without a vehicle, and non-white populations are higher in Cooke County than both the TCOG area and state of Texas. The other TNI populations in Cooke County were like that found in the TCOG area or slightly less (Table C-2). Block groups indicating the highest potential need for transit are found in the City of Gainesville (Figure C-16).
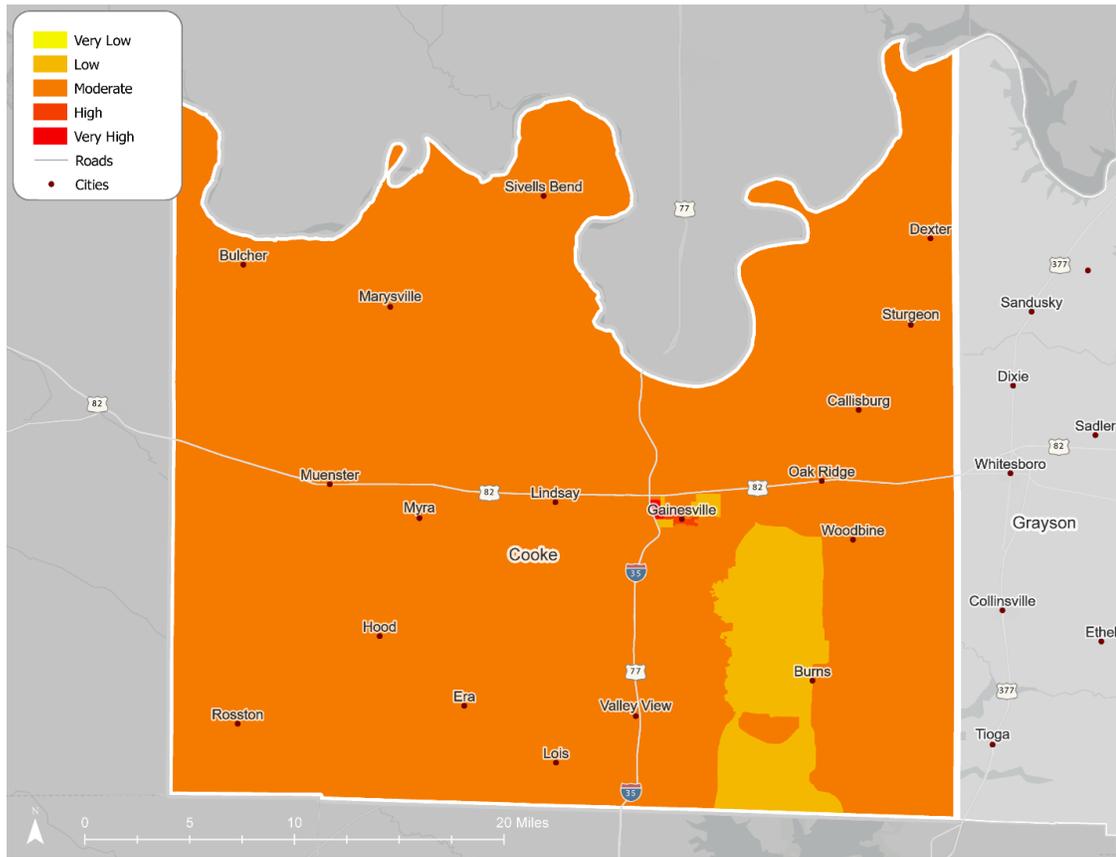
Figure C-16: Cooke County TNI

Table C-2: Cooke County TNI Populations Comparison

	Cooke County	Planning Area	State
Population +65 years or older	18%	18%	12%
Disabled Population	13%	15%	10%
Low Income Population	14%	13%	58%
Non-white Population	26%	25%	14%
Households w/o Vehicles	6%	5%	5%
Limited English Proficiency	4%	2%	7%
Rural Housing Units	52%	46%	17%

Fannin County

Of the demographic characteristics factored into the TNI, the percentages of 65+ and rural populations, households without a vehicle, and non-white populations are higher in Fannin County than both the TCOG area and state of Texas. The other TNI populations in Fannin County were like the rest of the TCOG area or slightly less (Table C-3). Block groups within Fannin County with the highest TNI in the city of Honey Grove and near Ladona (Figure C-17).
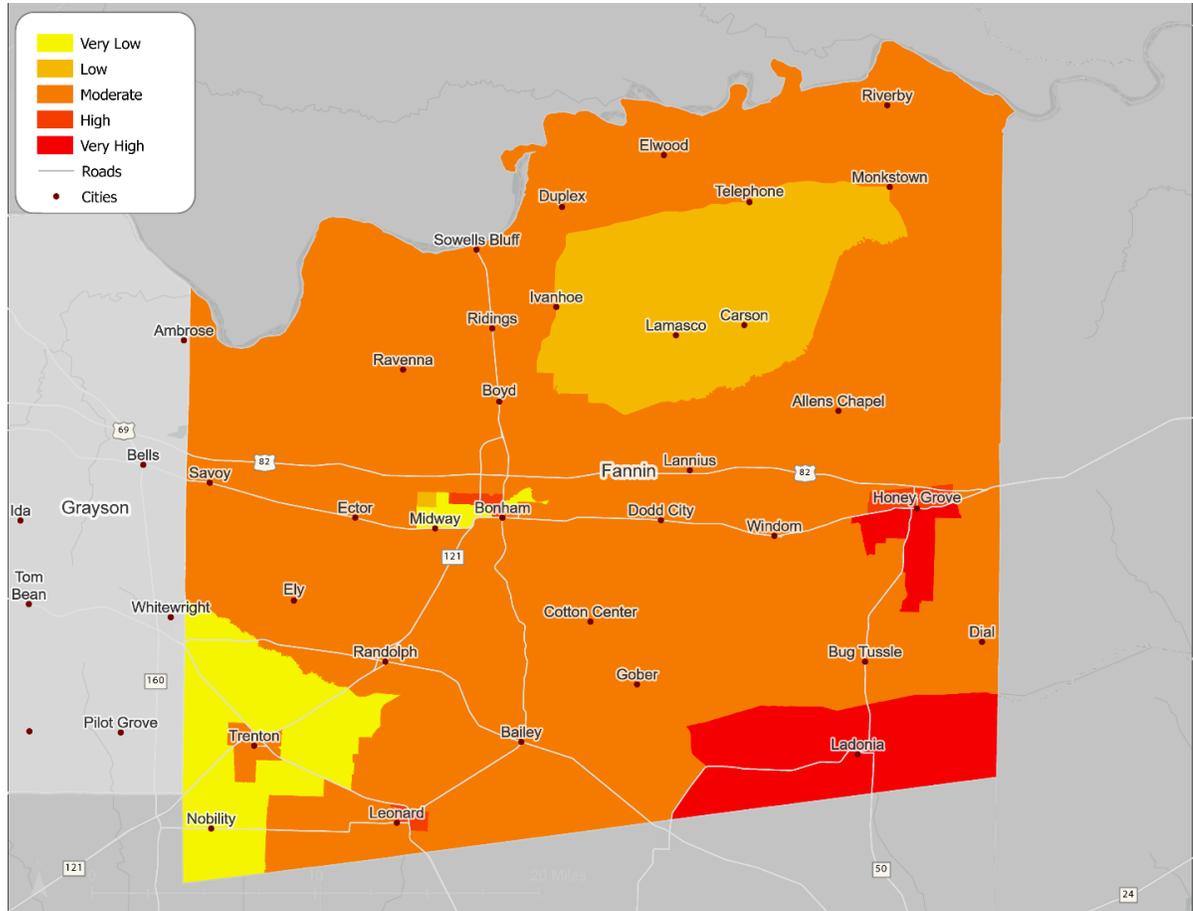
Figure C-17: Fannin County TNI

Table C-3: Fannin County TNI Populations Comparison

	Fannin County	Planning Area	State
Population +65 years or older	19%	18%	12%
Disabled Population	14%	15%	10%
Low Income Population	11%	13%	58%
Non-white Population	20%	25%	14%
Households w/o Vehicles	4%	5%	5%
Limited English Proficiency	2%	2%	7%
Rural Housing Units	69%	46%	17%

Grayson County

Of the demographic characteristics factored into the TNI, the percentages of disabled and non-white populations are higher for Grayson County than they are for both the TCOG area and state of Texas. The other TNI populations in Grayson County were like most of the planning area or slightly less (Table C-4). Block groups within Grayson County mostly scored low to moderate TNI, with a handful of block groups scattered throughout the county indicating a high transit need specially in Tioga, Howe, near the Oklahoma State Line and within the Sherman-Denison urban area (Figure C-18).
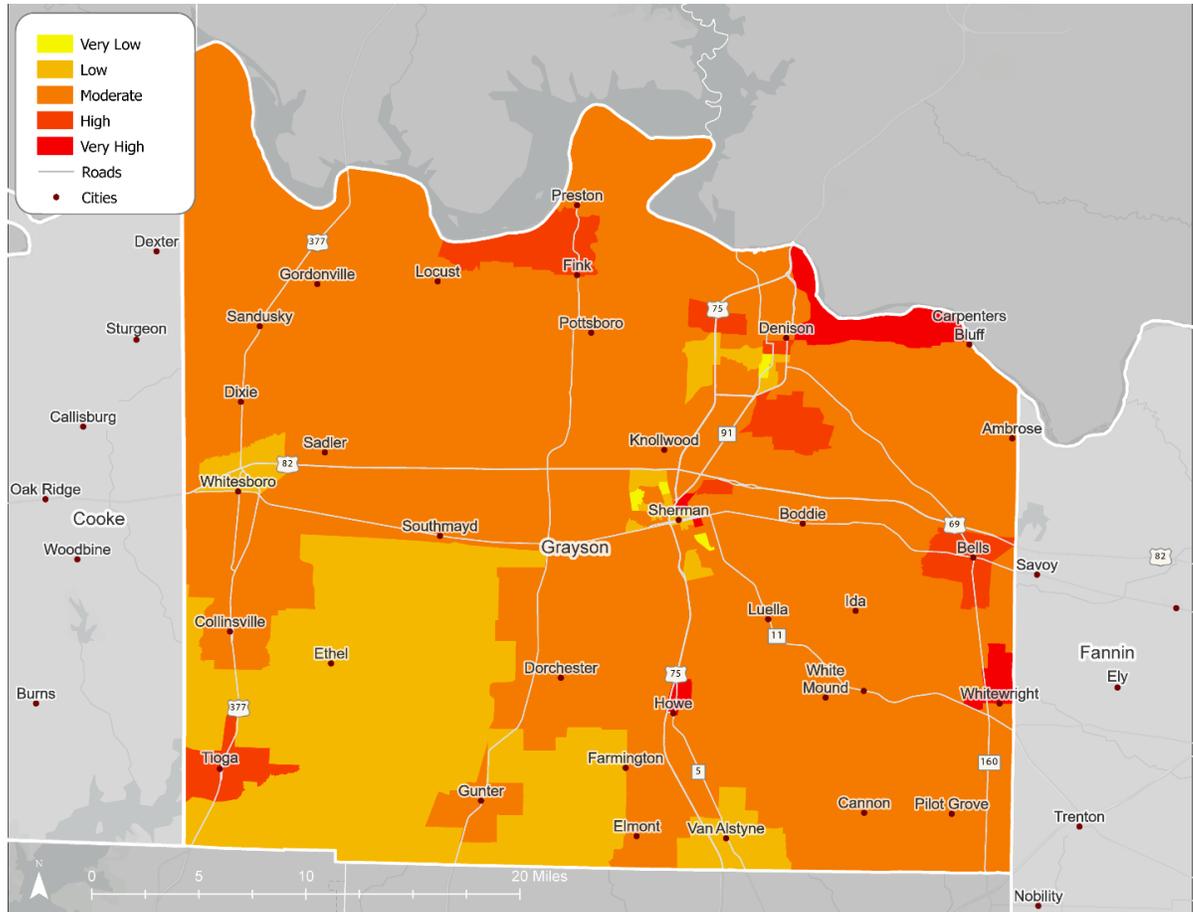
Figure C-18: Grayson County TNI

Table C-4: Grayson County TNI Populations Comparison

	Grayson County	Planning Area	State
Population +65 years or older	18%	18%	12%
Disabled Population	17%	15%	10%
Low Income Population	13%	13%	58%
Non-white Population	27%	25%	14%
Households w/o Vehicles	5%	5%	5%
Limited English Proficiency	2%	2%	7%
Rural Housing Units	36%	46%	17%

APPENDIX D: COMMUNITY ENGAGEMENT SURVEYS

TEXOMA REGION PUBLIC TRANSIT SURVEY (ONLINE FORM)

Texoma Region Public Transit Survey

texomatransitsurvey.questionpro.com

Your feedback will be used to evaluate existing public transit service in the Texoma region and to develop potential service improvements in the future. All information provided will be kept anonymous. Thank you for participating!

Sus comentarios se utilizarán para evaluar el servicio existente del transporte público en la región de Texoma y para desarrollar posibilidades mejoras de servicio en el futuro. Toda la información proporcionada se mantendrá anónima. ¡Gracias por participar!

- **How do you normally get around? Please select all that apply:**
  ¿Cómo se transporta normalmente? Seleccione todas las opciones que aplican:
  - Drive alone / Conducir solo
  - Carpool or vanpool / Coche compartido
  - Rideshare (Uber, Lyft, etc.) / Transporte compartido
  - Public transit/Bus / Transporte público
  - Walk / Caminar
  - Bike / Biciclar
  - Taxi / Taxi
  - Other / Otro _____
- **Do you or another driver in your household own or have regular access to a car? Please select one answer:**
  ¿Tiene usted u otro conductor en su propia casa acceso regular a un coche? Por favor, seleccione una respuesta:
  - Yes, all drivers in my household have a car / Sí, todos los conductores en mi casa tienen un coche
  - Yes, the drivers in my household share one or more cars / Sí, los conductores en mi casa comparten uno o más coches
  - No, my household does not own or have regular access to a car / No, mi hogar no posee ni tiene acceso regular a un automóvil
- **What ZIP code do you live in?** / ¿En qué código postal vive? _____
- **What ZIP code do you travel to the most?** / ¿A qué código postal viaja más? _____
- **On a typical day, what time do you normally leave your home?** / En un día típico, ¿a qué hora sale normalmente de su casa? _____
- **On a typical day, what time do you normally need to get back home?** / En un día típico, ¿a qué hora suele volver a casa? _____
- **Are you ever unable to get where you want to go because you cannot find a means of transportation?**
  ¿Alguna vez fue incapaz de llegar a donde quería ir porque no encontró un medio de transporte?
  - Almost Always / Casi siempre
  - Often / A menudo
  - Sometimes / A veces

- o Rarely / Rara vez
- o Never / Nunca
- **Where do you most often need to travel? Please select *up to three* of the options below:**

  ¿ A Dónde necesita viajar más a menudo? Seleccione *hasta tres* de las siguientes opciones:

  - o Work / Trabajo
  - o School / Escuela
  - o Medical appointments / Citas médicas
  - o Shopping / Compras
  - o Personal errands / Diligencias personales
  - o Visit friends and family / Visitar a amigos y familiares
  - o Places of worship / Iglesia/Lugares de culto
  - o To access entertainment/recreational activities / Acceso a actividades de entretenimiento/recreación
  - o Other / Otro _____

- **How often do you use public transit?**

  ¿Con qué frecuencia utiliza el transporte público?

  - o 5 or more days per week / 5 o más días por semana
  - o 2-4 days per week / 2 a 4 días por semana
  - o 2-4 times per month / 2 a 4 veces al mes
  - o Once per month / Una vez al mes
  - o A few times per year / Algunas veces al año
  - o Never / Nunca

- **What do you need from public transit? Please rank the following choices from 1-6, with 1 being the most important and 6 being the least important:**

  ¿Qué necesita del transporte público? Por favor clasifique las siguientes opciones de 1 a 6, siendo 1 el más importante y 6 el menos importante:

  - o I need it to save me time / Necesito que me ahorre tiempo
  - o I need it to be reliable / Necesito que sea confiable
  - o I need it to be frequent / Necesito que sea frecuente
  - o I need it to be safe and friendly / Necesito que sea seguro y amigable
  - o I need it to be easy to use / Necesito que sea fácil de usar
  - o I need it to save me money / Necesito que me ahorre dinero

- **Which of the following increases in transit service would you need in order to use public transit more often? Please rank the following choices from 1-4, with 1 being the most important and 4 being the least important.**

  ¿Cuál de los siguientes aumentos podría causar que usted utilice el transporte público con más frecuencia? Clasifique las siguientes opciones de 1 a 7, siendo 1 el más influyente y 7 el menos influyente en la frecuencia con la que utiliza el tránsito.

  - o I would need it to run later at night / Necesitaría el autobús operar más tarde en la noche
  - o I would need it to run earlier in the morning / Necesitaría el autobús operar más temprano en la mañana

- o I would need it to run on weekends / Necesitaría el autobús operar en los fines de semana
  - o I would like to be able to schedule my ride with less notice / Me gustaría poder programar mi viaje con menos antelación
- **Do you need any of the following types of assistance when you travel locally? Select all that apply:**

  ¿Necesita alguno de los siguientes tipos de asistencia cuando viaja localmente? Seleccione todas las opciones que aplican:
  - o Getting in and out of vehicle / Entrar y salir del vehículo
  - o Loading/unloading items / Carga/descarga de artículos
  - o Space for fold-up wheelchair / Espacio para silla de ruedas plegable
  - o Door-to-door escort / Escolta de puerta a puerta
  - o Wheelchair ramp or lift / Rampa o elevador para sillas de ruedas
  - o None of the above / Ninguno de estos
  - o Other_____ / Otro_____

- **What transportation service provider(s) or service(s) do you use? Please select all that apply:**

  ¿Qué proveedor(es) de servicios de tránsito utiliza? Por favor, seleccione todos los que se aplican:
  - o TAPS Public Transit
  - o DART
  - o DCTA
  - o Greyhound
  - o Transportation service for veterans / Servicios para veteranos
  - o Transportation service for the elderly / Servicios para los mayores
  - o Transportation service for Medicaid recipients / Servicios para los receptores de Medicaid
  - o Transportation service through a church or other place of worship / Servicios proporcionados por una iglesia o otro lugar de culto
  - o I do not use these or similar services. / No utilizo estos servicios ni servicios similares
  - o Other / Otro _____

- **Please evaluate the following statements regarding your overall experience using public transit in your community:**

  Por favor, evalúe las siguientes declaraciones con respecto a su experiencia general en el uso del tránsito público en su comunidad:
  - o **Information about available transit service is clear and easy to find.**

    La información sobre el servicio de tránsito disponible es clara y fácil de encontrar.
    - § Strongly Agree / Totalmente de acuerdo
    - § Somewhat Agree / Un poco de acuerdo
    - § Neutral / Neutral
    - § Somewhat Disagree / Un poco en desacuerdo
    - § Strongly Disagree / Totalmente en desacuerdo
  - o **Public transit in my community is reliable and efficient.**

    El transporte público en mi comunidad es confiable y eficiente

- Strongly Agree / Totalmente de acuerdo
- Somewhat Agree / Un poco de acuerdo
- Neutral / Neutral
- Somewhat Disagree / Un poco en desacuerdo
- Strongly Disagree / Totalmente en desacuerdo

o **I do not usually have to wait long for my bus.**

Por lo general no tengo que esperar mucho tiempo para mi autobús.
- Strongly Agree / Totalmente de acuerdo
- Somewhat Agree / Un poco de acuerdo
- Neutral / Neutral
- Somewhat Disagree / Un poco en desacuerdo
- Strongly Disagree / Totalmente en desacuerdo

o **I can get to many of the places I want to go using public transit.**

Puedo llegar a muchos de los lugares a los que quiero ir usando el transporte público.
- Strongly Agree / Totalmente de acuerdo
- Somewhat Agree / Un poco de acuerdo
- Neutral / Neutral
- Somewhat Disagree / Un poco en desacuerdo
- Strongly Disagree / Totalmente en desacuerdo

o **I feel safe and comfortable using transit in my community.**

Me siento seguro(a) y cómodo(a) usando el tránsito en mi comunidad.
- Strongly Agree / Totalmente de acuerdo
- Somewhat Agree / Un poco de acuerdo
- Neutral / Neutral
- Somewhat Disagree / Un poco en desacuerdo
- Strongly Disagree / Totalmente en desacuerdo

o **I have trouble getting on or off the bus.**

Tengo problemas para subir o bajar del autobús.
- Strongly Agree / Totalmente de acuerdo
- Somewhat Agree / Un poco de acuerdo
- Neutral / Neutral
- Somewhat Disagree / Un poco en desacuerdo
- Strongly Disagree / Totalmente en desacuerdo

o **Bus fares in my community are affordable.**

Las tarifas de autobús en mi comunidad son económicas.
- Strongly Agree / Totalmente de acuerdo
- Somewhat Agree / Un poco de acuerdo
- Neutral / Neutral
- Somewhat Disagree / Un poco en desacuerdo
- Strongly Disagree / Totalmente en desacuerdo

o **Transit service in my community is offered at the times of day when I need it.**

El servicio de tránsito en mi comunidad se ofrece a las horas del día cuando lo necesito.

- ▪ Strongly Agree / Totalmente de acuerdo
- ▪ Somewhat Agree / Un poco de acuerdo
- ▪ Neutral / Neutral
- ▪ Somewhat Disagree / Un poco en desacuerdo
- ▪ Strongly Disagree / Totalmente en desacuerdo

- **What sources do you use to access information about public transit in your community? Please select all that apply:**
  ¿Qué fuentes utiliza para acceder a la información sobre el transporte público en su comunidad? Seleccione todas las que correspondan:
  - o Printed flyers or pamphlets / Volantes o folletos impresos
  - o Website / Sitio web
  - o Smartphone app / Aplicación para teléfonos inteligentes
  - o Phone call / Llamada telefónica
  - o E-mail / Correo electrónico
  - o Word of mouth / A través del discurso
  - o Other_____ / Otro_____

- **Overall, how satisfied are you with the availability and quality of public transportation in your community?**
  En general, ¿cuán satisfecho está con la disponibilidad y calidad del transporte público en su comunidad?
  - o Very satisfied / Muy satisfecho
  - o Somewhat satisfied / Algo satisfecho
  - o Neutral / Neutral
  - o Somewhat dissatisfied / Algo insatisfecho
  - o Very dissatisfied / Muy insatisfecho

- **Do you have any other comments on public transit in your community?** / ¿Tiene algún otro comentario sobre el transporte público en su comunidad?

The following demographic questions are optional.

Las siguientes preguntas demográficas son opcionales.

- **What is your age?**

  ¿Cuál es su edad?
    - 17 or younger / 17 años o menos
    - 18-25 / 18-25
    - 26-45 / 26-45
    - 46-65 / 46-65
    - 66 or older / 66 años o más

- **What is your annual household income?**

  ¿Cuál es el ingreso anual de su familia?
    - Less than $25,000 / Menos de 25,000 dólares
    - $25,000-$49,999 / 25,000-49,999 dólares
    - $50,000-$100,000 / 50,000-100,000 dólares
    - More than $100,000 / Más de 100,000 dólares

- **Which of the following describes you? If applicable, you may select more than one answer:**

  ¿Cuál de los siguientes le describe? Si es aplicable, puede seleccionar más de una respuesta:
    - K-12 student / Estudiante Pre-escolar - Bachillerato
    - College Student (Full Time) / Estudiante universitario (a tiempo completo)
    - College Student (Part Time) / Estudiante universitario (a tiempo parcial)
    - Employed (Full Time) / Empleado (a tiempo completo)
    - Employed (Part Time) / Empleado (a tiempo parcial)
    - Unemployed / Desempleado
    - Retired / Jubilado

- **Do you have a disability?**

  ¿Tiene alguna discapacidad?
    - Yes / Sí
    - No / No
    - Prefer not to answer / Prefiero no responder

- **Are you a veteran?**

  ¿Eres un veteran?
    - Yes / Sí
    - No / No
    - Prefer not to answer / Prefiero no responder

- **What is your ethnicity? Please select all that apply:**

  ¿Cuál es su etnia? Por favor, seleccione todo lo que aplica:
    - African American or Black / Afroamericano o Negro
    - American Indian or Alaska Native / Indígena Americano o Nativo de Alaska
    - Asian / Asiático
    - Hispanic or Latino / Hispano o Latino
    - Native Hawaiian or Other Pacific Islander / Hawaiano Nativo u Isleño del Pacífico

- o White / Blanco
- o Prefer not to answer / Prefiero no responder
- **What is your gender?**
  ¿Cuál es su género?
  - o Male / Masculino
  - o Female / Femenino
  - o Prefer not to answer / Prefiero no responder
- **Please provide your name and email address.** / Por favor proporcione su nombre y dirección de correo electrónico.

TEXOMA REGION PUBLIC TRANSIT SURVEY (PAPER FORM, ENGLISH)

TEXOMA ★ REGION
PUBLIC TRANSIT SURVEY

Your feedback will be used to evaluate existing public transit service in the Texoma region and to develop potential service improvements in the future. All information provided will be kept anonymous. Thank you for participating!

If you would prefer to take this survey online, please go to texomatransitsurvey.questionpro.com or scan the QR code at the bottom of the page with your phone's camera.

1. How do you normally get around? Please select all that apply:

- ☐ Drive Alone
- ☐ Walk
- ☐ Bicycle
- ☐ Taxi
- ☐ Public Transit/Bus
- ☐ Carpool or Vanpool
- ☐ Rideshare *(Uber, Lyft, etc.)*
- ☐ Other _____

2. Do you or another driver in your household own or have regular access to a car? Please select one answer:

- ○ Yes, all drivers in my household have a car
- ○ Yes, the drivers in my household share one or more cars
- ○ No, my household does not own or have regular access to a car

3. What ZIP code do you live in? _____

4. What ZIP code do you travel to most? _____

5. On a typical day, what time do you normally need to leave your home? _____

6. On a typical day, what time do you normally need to return home? _____

7. Are you ever unable to get where you want to go because you cannot find a means of transportation?

- ○ Almost always
- ○ Often
- ○ Sometimes
- ○ Rarely
- ○ Never

8. Where do you most often need to travel? Please select up to three of the options below:

- ☐ Work
- ☐ School
- ☐ Medical appointments
- ☐ Shopping
- ☐ Personal errands
- ☐ Visit friends and family
- ☐ Places of worship
- ☐ To access recreational activites

9. How often do you use public transit?

- ○ 5 or more days per week
- ○ 2-4 days per week
- ○ 2-4 times per month
- ○ Once per month
- ○ A few times a year
- ○ Never

SCAN TO VIEW THIS SURVEY ONLINE

Survey continued on the next page

1 2 8

TEXOMA ★ REGION
PUBLIC TRANSIT SURVEY

10. What do you need from public transit? Please rank the following choices from 1-6, with 1 being the most important and 6 being the least important:

_____ I need it to save me time

_____ I need it to be reliable

_____ I need it to be frequent

_____ I need it to be safe and friendly

_____ I need it to be easy to use

_____ I need it to save me money

11. Do you have any other comments on public transit service in your community?

_____

_____

_____

_____

12. What is your age? _(optional)_

- ◯ 17 years or younger
- ◯ 18-25 years
- ◯ 26-45 years
- ◯ 46-65 years
- ◯ 66 years or older

13. What is your annual household income? _(optional)_

- ◯ Less than $25,000
- ◯ $25,000-$49,999
- ◯ $50,000-$100,000
- ◯ More than $100,000

14. Which of the following describes you? Please select all that apply: _(optional)_

- ☐ Employed (Full Time)
- ☐ Employed (Part Time)
- ☐ Unemployed
- ☐ Retired
- ☐ K-12 student
- ☐ College Student (Full Time)
- ☐ College Student (Part Time)

15. Do you have a disability? _(optional)_

- ◯ Yes, I have a disability
- ◯ No, I do not have a disability
- ◯ Prefer not to say

16. Are you a veteran? _(optional)_

- ◯ Yes, I am a veteran
- ◯ No, I am not a veteran
- ◯ Prefer not to say

Please provide your name and email address: _(optional)_

_____

TEXOMA REGION PUBLIC TRANSIT SURVEY (PAPER FORM, SPANISH)

TEXOMA ★ REGION
PUBLIC TRANSIT SURVEY

Sus comentarios se utilizarán para evaluar el servicio existente del transporte público en la región de Texoma y para desarrollar posibilidades mejoras de servicio en el futuro. Toda la información proporcionada se mantendrá anónima. ¡Gracias por participar!

Si prefiere responder en línea, vaya a texomatransitsurvey.questionpro.com o escanea el código a pie de página con la cámara de su teléfono.

1. ¿Cómo se transporta normalmente? Seleccione todas las opciones que aplican:

☐ Conducir solo
☐ Caminar
☐ Biciclar
☐ Taxi

☐ Transporte público
☐ Coche compartido
☐ Transporte compartido *(Uber, Lyft, otros)*
☐ Otro _____

2. ¿Tiene usted u otro conductor en su propia casa acceso regular a un coche? Por favor, seleccione una respuesta:

◯ Sí, todos los conductores en mi casa tienen un coche
◯ Sí, los conductores en mi casa comparten uno o más coches
◯ No, mi hogar no posee ni tiene acceso regular a un automóvil

3. ¿En qué código postal vive? _____

4. ¿A qué código postal viaja más? _____

5. En un día típico, ¿a qué hora sale normalmente de su casa? _____

6. En un día típico, ¿a qué hora suele volver a casa? _____

7. ¿Alguna vez fue incapaz de llegar a donde quería ir porque no encontró un medio de transporte?

◯ Casi siempre   ◯ A menudo   ◯ A veces   ◯ Rara vez   ◯ Nunca

8. ¿A Dónde necesita viajar más a menudo? Seleccione hasta tres de las siguientes opciones:

☐ Trabajo
☐ Escuela
☐ Citas médicas
☐ Compras

☐ Diligencias personales
☐ Visitar a amigos y familiares
☐ Iglesia/Lugares de culto
☐ Acceso a actividades de entretenimiento/recreación

9. ¿Con qué frecuencia utiliza el transporte público?

◯ 5 o más días por semana
◯ 2-4 días por semana
◯ 2-4 veces al mes

◯ Una vez al mes
◯ Algunas veces al año
◯ Nunca

ESCANEA PARA VER ESTA ENCUESTA EN LÍNEA

La encuesta continúa en la página siguiente

TEXOMA ★ REGION
PUBLIC TRANSIT SURVEY

10. ¿Qué necesita del transporte público? Por favor clasifique las siguientes opciones de 1 a 6, siendo 1 el más importante y 6 el menos importante:

____ Necesito que me ahorre tiempo

____ Necesito que sea confiable

____ Necesito que sea frecuente

____ Necesito que sea seguro y amigable

____ Necesito que sea fácil de usar

____ Necesito que me ahorre dinero

11. ¿Tiene algún otro comentario sobre el transporte público en su comunidad?

_____

_____

_____

_____

12. ¿Cuál es su edad? *(opcional)*

○ 17 años o menos
○ 18-25 años
○ 26-45 años
○ 46-65 años
○ 66 años o más

13. ¿Cuál es el ingreso anual de su familia? *(opcional)*

○ Menos de $25,000
○ $25,000-$49,999
○ $50,000-$100,000
○ Más de $100,000

14. ¿Cuál de los siguientes le describe? Puede seleccionar más de una respuesta: *(opcional)*

☐ Empleado (a tiempo completo)
☐ Empleado (a tiempo parcial)
☐ Desempleado
☐ Jubilado

☐ Estudiante Pre-escolar - Bachillerato
☐ Estudiante universitario (a tiempo completo)
☐ Estudiante universitario (a tiempo parcial)

15. ¿Tiene alguna discapacidad? *(octional)*

○ Sí
○ No
○ Prefiero no responder

16. ¿Eres un veteran? *(opcional)*

○ Sí
○ No
○ Prefiero no responder

Por favor escribe su nombre y correo electrónico: *(opcional)*

_____

APPENDIX E: MEETING SUMMARIES FROM PROJECT STAKEHOLDER COMMITTEE MEETINGS

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Austin, TX 78758
Phone: 512.821.2081
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TBPE Firm Registration No. 812

TCOG Human Services Transportation Plan
PLDV-2021.0036

Stakeholder Meeting 1 – Meeting Information

DATE:	June 24, 2021
TIME:	10:00
LOCATION:	TCOG Offices, Eisenhower Room

INVITED	
TCOG	Molly Guard, Catherine Krantz
SDMPO	Clay Barnett
ATG	Ed Elam, Lauren Osborne
Stakeholders	Stephanie Chandler, Sarah Pierce, Marsha Lindsey, Marilyn Bice, Katie Baillio, Cara Lavender, Shellie White, Bill Barber, Brenda Hayward, Tex Ellis, Penny Poolaw, Randy Truxal, Cary Wacker, Yvonne Sandmann, Charles Holcomb, Laurie Mealy, Marcus Jackson, Judy Fullylove, Jimmy Petty, Amanda Ortez, Dianne Connery, Joyce White, Sarah Somers, Terrence Steele, Cecil Jones, Nancy Knapp, Victoria Pennington, Dan Gerona, Phyllis James, Daniel Clark, Sunil John, Paul Chandler, Tim Cortes, LouAnn Taylor, Julie Vier
ATTENDED	
TCOG	Molly Guard, Mailinh Nguyen
SDMPO	Clay Barnett
ATG	Ed Elam, Lauren Osborne
Stakeholders	Phyllis James, Sarah Pierce, Marsha Lindsey, Laurie Mealy, Tex Ellis, Bill Barber, Jimmy Petty, Penny Poolaw, Judy Fullylove, Cary Wacker, Shellie White

PURPOSE:	The purpose of this meeting was to gather the stakeholders for the Regional Coordinated Human Services Transportation Plan to introduce the project and gather initial feedback.

Summary

1. **Introduction**

   - Clay started introductions for the group; everyone introduced themselves and what organization they represent

2. **Discussion of Project Purpose and Objectives**

   - Ed provided an overview of the purpose of the project, the timeline, and what types of feedback and information the project team aims to get from the stakeholders

3. **Poll Question 1: What challenges do you see to successful coordination?[1]**

- Ed prompted the first poll question to the group and asked that they write their responses down on a note page so that the team could collect them and discuss the feedback

- The group discussed some of the written responses:

    o Many people come from different locations, have different destinations, and are traveling for different reasons

    o How do we coordinate services when people have so many different needs for transportation?

        ▪ Businesses in the area have different numbers of shifts, but most shifts are the standard 8-5 time frame

    o There needs to be a long-term plan to assist low-income individuals with car ownership

        ▪ There are people that can help with aspects of ownership once individuals already have cars, but there is a barrier to helping people actually buy cars

        ▪ The workforce solutions' goal is to eventually get people off of transit and off of all public assistance generally

        ▪ The group noted Enterprise rental as an option and discussed the potential for local dealerships to provide fleets for people to use

        ▪ The group discussed partnerships with First United Bank to help people with budgeting and other life skills education; Ed noted that these locations could be hubs for services

        ▪ The group discussed how having access to both cars and transits can benefit people; Clay added that the area is growing and will eventually become a larger urban area, as well as the additional expenses associated with cars that are not associated with using transit

    o The group discussed the role of technology in accessing and understanding available services

        ▪ Some groups, such as seniors and families with children that have medical conditions sometimes have a hard time using/navigating the technologies that provide access to transportation services; people do not always understand what services are available to them

        ▪ There needs to be a simple and easy-to-understand way for people to use services and obtain information

---

[1] Comments received to Poll Question 1 not discussed in the group are provided in Appendix A of this meeting summary.

▪ Some groups, like college students, do not bring cars to school with them and need access to transit; this group is more likely to want to use technology to access transportation services

4. **Inventory Review**

- Lauren outlined the inventory development process, noted that the draft inventory will be sent out to the stakeholder group for feedback, and solicited any immediate input out recent changes to service in the area

- The group discussed the following:

  o Attendees asked if they could share the draft inventory with their wider organizations to solicit more feedback

  o Clay noted the Interurban Bus Transit Study that TxDOT is conducting, and the US 75 Greyhound bus route that is being examined; Clay noted that adding an east-west route between Sherman and Gainesville or Wichita Falls and to Texarkana would be useful, with a stop at the Bonham VA because it is currently difficult for people to get between Sherman and the Bonham VA

  o At one point, Enterprise had a rideshare van parked at Town Center

  o Clay noted that he has seen DCTA and DART buses in southern Grayson County, meaning there could be more allowances for intercounty service, but he is unsure of who is coordination this; ATG will follow up with contacts at DCTA and DART; one attendee noted that DART had a rideshare to Tyson Foods

5. **Introduction to Transit Need Index**

- Lauren provided an overview of the Transit Needs analysis, including the Transit Need Index (TNI) and the data sources used, and outlined the preliminary findings on for the tri-county study area

- Lauren noted that the Census geography used (block group level) can sometimes obscure specific pockets of need and asked if anyone in the group had local knowledge regarding need in the study area

  o Clay noted that one of the "high need" block groups in the northern part of Grayson County may be due to the presence of RV parks; another attendee noted that there are people living these parks full-time and that this is a form of low-income housing in the area

  o Lauren asked whether the demographic groups used in the analysis were representative of the study area and whether any important groups were missing

    ▪ The group responded that veterans should be included as well

6. **Poll Question 2: Which groups are most at-risk of experiencing gaps in transportation service?**

- Lauren introduced the second poll question and asked for verbal responses

- The group noted the following:

- o There are physically and mentally disabled populations across the region; most access transportation services with the help of case workers, but some people do not have case workers and need more information about what services are available and how to access them

- o Seniors in the rural areas may fall through the cracks because they often lack knowledge about what services are available and how to access them; they also don't often know who to contact to get this information

- o The more the Transit Need Index groups (seniors, rural areas, disability, etc.) overlap in a given area, the more likely it is that those people will experience gaps in service due to lack of knowledge about and access to services; adding low-income status to any of the other groups means that the transportation needs for those populations increase and the potential for gaps in service increases

- o Data on veterans and people experiencing homelessness should be included if available

- o The homeless shelter is a source of transportation need; there is a shelter being started in Bonham, and people experiencing homelessness are looking for transportation options between different shelters

7. **Summary/Next Steps**

- • Ed asked if there is any information we missed in this discussion and noted that attendees can feel free to think on this question and reach back out to the project team if they have any other information they want to add

- • Ed reviewed the next steps in the plan development process and gave a high-level overview of the TAPS transit development project and how it relates to/coordinates with this project

- • Ed provided contact information for the project team

- • Clay provided closing remarks, including that the Sherman-Denison area is the initial focus for future fixed routes but that the other areas of the tri-county area are still important – TAPS needs to be sure that the routes can be successful before expanding to the other areas

- • Clay noted that there will be up to four 1-hour meetings scheduled per year as part of the coordination plan's maintenance process, and that the stakeholder committee will eventually be formalized

8. **Action Items**

Action Item	Responsible Party
Send draft inventory to stakeholders	ATG
Follow up with DCTA and DART regarding their provision of services in Grayson County	ATG
Add veteran data to Transit Need Index	ATG
Look to see if data on homelessness is available	ATG

Appendix A: Poll Question 1 Comments Received

Poll Question 1: What challenges do you see to successful coordination?

- Lack of central database to access resources and availability

- Gap in knowledge of providers

- Ease of access to request transportation

- Knowing the needs of the individuals

- Streamline info and process, seniors get confused

- Availability of ways to transport (1) cars, (2) vans, (3) buses, (4) etc.

- Many people coming from different locations for different reasons/services – how to coordinate limited transportation resources to serve all their needs

- Prioritize groups based on need or service, i.e. to/from daycare/work, to/from medical care, to/from grocery store

- Would like to see a long-term plan to assist long-term individuals in car ownership

- Veterans who are without transportation: schedule appointments for medical treatment or consultation

- Veterans who live in rural areas of county who don't have reliable transportation

- Veterans without transportation to local businesses and grocery suppliers

- Effective communication with all

- Meeting all needs in the community

- Communication between organizations

- Public-Private funding partnerships to support public transportation

- Fixed routes

- Infrastructure for fixed routes

- Funding sources for transportation assistance

- Infrastructure

- Consistency

- Availability

- Communication among all organizations involved

- Awareness of service for transport available

- Mistrust with current transport structures

- Decrease in reliable and function of transport as you get farther out from Sherman/Denison

- Communication – getting the word out, central call-in information

- Access for those who have poor cell/phone service

- Funding

- Not knowing about available resources (which this plan should address)

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TCOG Human Services Transportation Plan

PLDV-2021.0036

Stakeholder Meeting 2 – Meeting Information

DATE: August 19, 2021
TIME: 10:00
LOCATION: TCOG Offices, Eisenhower Room

INVITED	
TCOG	Molly Guard, Mailinh Nguyen
SDMPO	Clay Barnett
ATG	Ed Elam, Lauren Osborne
Stakeholders	Stephanie Chandler, Sarah Pierce, Marsha Lindsey, Marilyn Bice, Katie Baillio, Cara Lavender, Shellie White, Bill Barber, Brenda Hayward, Tex Ellis, Penny Poolaw, Randall Truxal, Cary Wacker, Yvonne Sandmann, Charles Holcomb, Laurie Mealy, Stacey Daigle, Marcus Jackson, Judy Fullylove, Jimmy Petty, Amanda Ortez, Library of Pottsboro (Dianne Connery), Joyce White, Sarah Somers, Terrence Steele, jcecil858@gmail.com, Nancy Knapp, Victoria Pennington, dmgerona@gmail.com, Claudia Garcia
ATTENDED	
TCOG	Molly Guard
SDMPO	Clay Barnett
ATG	Ed Elam
Stakeholders	Cary Wacker, Sarah Pierce, Laurie Mealy, Wendy Vellotti, Stephanie Charles, Judy Fullylove

PURPOSE: The purpose of this meeting was to gather the stakeholders for the Regional Coordinated Human Services Transportation Plan to discuss activities and confirm feedback on the transit inventory. This meeting also allowed the group to talk about service gaps and service issues. This meeting served at the official kick-off the community transit needs survey associated with this project.

Minutes

1. **Introduction**

   - Clay started introductions for the group; everyone introduced themselves and what organization they represent.

2. **Old Business**

   - Ed provided an overview of the initial meeting outcomes and confirmed feedback on the transit inventory and the discussion points from the first meeting.

   - Group noted an edit to the transit inventory for the constituents served by Family Promise (clients registered for program, not just elderly).

3. **Gap Analysis**

- Ed discussed the methodology for the gap analysis including findings from the discussion of groups experiencing a gap in transit service. The group asked to add students to those groups experiencing a transportation gap (all ages – youth, elementary school to college).

- Potential facility and access barriers exist across Texoma – lack of sidewalks and crosswalks make walking to proposed bus stops or bus stop areas difficult. Public facilities (parks, schools, recreation centers) could be staging areas for transit – several lack sidewalk connectivity to surrounding areas. However, most of these offer sheltered locations where people can wait for buses. TCOG and SDMPO could assist communities in some areas (depending on location) with improving their sidewalk network with Transportation Alternatives Program project funding through TxDOT – could the plan provide support for that effort (i.e., improve sidewalks and ped safety in areas of transit stops or demand centers)?

- Data needs – the group discussed the data needs identified at the first meeting and those items to which the group could contribute (needs for workplace transportation – Stephanie; needs for transportation at Austin College – Cary; needs at Grayson College as well – need a contact; major manufacturers on US 75 such as Tyson).

4. **Community Survey**

- Ed and Clay discussed the community survey for transit (as combined with the efforts for the fixed-route study in Sherman-Denison). The group discussed the purpose of the survey including the timeline for administration (through October 8) and the numbers of surveys observed and completed to date. Need lead-in for the survey announcement for people to use – it was suggested to use the Facebook lead-in from SDMPO.

- The group discussed methods to spread the survey using materials provided to TCOG and SDMPO. Clay will email each committee member a copy of the survey materials and PDF/online questionnaires for administration.

- It was noted that community education needs to be part of the general plan development process – citizens and agencies need to know more about the services and have the resources available to show people how to ride buses and access services.

5. **Briefing on Fixed-Route Study**

- Ed and Clay provided an update on the fixed-route study in Sherman and Denison. The creation of fixed-route service will help address demands in these communities for transit service and potentially add capacity to help address human service needs also.

6. **Action Items**

Action Item	Responsible Party
Send survey (promo materials and forms) to stakeholders	SDMPO/TCOG
Send data to project team on client groups and areas identified as destinations for those seeking transit	Stakeholders

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TCOG Human Services Transportation Plan
PLDV-2021.0036

Meeting Information

DATE:	December 2, 2021
TIME:	10:00 AM
LOCATION:	Texoma Council of Governments, Zoom (recorded)

INVITED	
TCOG	Molly Guard
SDMPO	Clay Barnett
TAPS	Shellie White
ATG	Ed Elam, Lauren Osborne
Stakeholders	Judy Fullylove, Marsha Lindsey, Sarah Pierce, Phyllis James, Tex Ellis, Penny Poolaw, Stephanie Chandler, Cary Wacker, Laurie Mealy, Jimmy Petty, Marcus Jackson, Bill Barber, Daniel Clark, Katie Baillio, Sunil John, Marilyn Bice, Brenda Hayward, Yvonne Sandmann, Randy Truxal, Paul Chandler, Tim Cortes, LouAnn Taylor, Julie Vier, Charles Holcomb, Cara Lavender, Amanda Ortez, Dianne Connery, Joyce White, Sarah Somers, Terrence Steele, Cecil Jones, Nancy Knapp
ATTENDED	
TCOG	Molly Guard
SDMPO	Clay Barnett
TAPS	Shellie White
ATG	Ed Elam, Lauren Osborne, Serena Powell
Stakeholders	Sarah Pierce, Jimmy Petty, Laurie Mealy, Bill Barber, Phyllis James, Marilyn Bice, Stephanie Chandler, Cara Lavender, Eric Bridges, Judy Fullylove, Marsha Lindsey, Brenda Hayward, Paula Shaw
PURPOSE:	The purpose of this meeting was to discuss the progress made in the Regional Coordinated Human Services Transportation Plan project. In addition, the group participated in a goal setting exercise to identify 5-year goals and priorities.

Minutes

1. **Introduction**

   - The attendees (both in-person and online) introduced themselves to the group

2. **Organizational Structure**

   - Committee Chair Clay Barnett amended the agenda to discuss the organizational structure for the future of the project stakeholder committee
   - Clay noted that this grant is mostly about transportation and TAPS is the entity that is primarily impacted by this – if the plan isn't done by the deadline, TAPS will lose its funding

- Clay noted that he would like to move the current management of the grant for supporting the stakeholder committee from TCOG to TAPS
  - A stakeholder made the motion to do so, and another stakeholder seconded the motion
  - A stakeholder asked Clay to fill the committee in on the history of how TCOG became involved and whether TAPS is ready to take this on, as well as whether there are any issues
    - Clay noted that the state had to come in and run this committee when TAPS stopped functioning several years ago, and that TCOG was the only viable entity to take it on for the region
    - Clay noted that this is supposed to be a five-year program and that ongoing maintenance is part of that
    - Shellie noted that TAPS has the ability and resources to take back over
  - The motion and second were restated, and the motion carried with 3 opposed (M Guard, J Fullylove, C Lavender)
- Clay noted that he wants the group to review a list of stakeholders he has put together based on who has expressed an interest in being involved in the past/present and has organized the list based on their level of participation/what entity they represent; Clay added that he would like to ratify that this list will represent the standing committee for the Regionally Coordinated Plan
  - A stakeholder made the motion, and another stakeholder seconded the motion; the motion carried
- Clay noted that he would like the group to decide on a chairman of the committee
  - A stakeholder made the motion to appoint Clay Barnett as the chairman, and another stakeholder seconded the motion; the motion carried
- Clay noted that he would like Ed to add a goal to draft a set of bylaws for the committee to help define/distinguish a committee member vs. a partner in the process

3. **Project Review**

- Ed noted that ATG is currently drafting the plan
- Ed thanked the attendees for helping push the community survey out to help get responses
- Ed reviewed the plan's purpose
  - Ed noted that the plan covers the tri-county area (Cooke, Grayson, and Fannin) but also noted that there are opportunities to coordinate with other areas beyond this area, which can be noted as long-term goals in the plan
- Ed reviewed the project schedule and noted that TxDOT will review the plan prior to its approval
- Ed reviewed the transit need assessment and gaps analysis
  - Ed noted that TAPS is the only general public provider of transportation in the area, but that there are many other entities providing service to their group members/clients
  - Ed noted that there are gaps based on service schedule and having enough drivers, as well as having enough funding
  - Ed noted that another gap is a general lack of knowledge of the available services, and that having a way to communicate that information to the community will be very helpful

        o   Ed noted that in past meetings the project team had asked the committee poll questions about what groups in the community are experiencing transportation service gaps

4. **Goals Identification**

- The goals session was introduced with a motion to look at the minutes of the committee's previous meetings to guide drafting of goal statements. This motion did not pass as it was mentioned that those at the meeting would like to participate in the goals setting exercise. Results obtained would be incorporated into any statements developed by the consultant team
- The attendees split into pairs to discuss the goal seed ideas and identify five goals for the plan
- Afterward, each group summarized their discussion points, with the exercise pages collected and photographed by ATG (see attached)

Goal Number	Group #1 – M Guard, J Fullylove	Group #2 – M Bice, B Barber, J Petty
1	Improve visibility and public awareness, create new branding for TAPS, emphasizing services offered	Finances
2	Increase quality of service through fixed routes and expanded service hours.	Operational constraints and barriers (staffing, fleet, program requirements)
3	Leverage inter-agency coordination to improve ridership	Transit user experience (public awareness and understanding, seamless travel, digital/analog interface)

Goal Number	Group #3 – S White, C Lavender	Group #4 – L Mealy, C Wacker	Group #5 – M Lindsey, B Hayward, P Shaw
1	Finances	Resolve operational constraints and barriers	Transit user experience (public awareness and understanding, seamless travel, digital/analog interface)
2	Operational constraints and barriers	Financial Stability	Inter-agency coordination
3	Inter-agency coordination	Increase marketing and improve scheduling and add digital access	Operational constraints and barriers
4	Quality of Service	Develop plans for service for specific partners/clients	Finances
5	Equity and ADA compliance		Emergency response

5. Community Survey

- Ed noted the response rate/number of responses of the community survey
- Ed reviewed some of the results of the survey
  - Some of the potential gaps in service identified in the results include time of day, weekends, and the ability to schedule trips with less advanced notice
  - Comments received in the responses included themes about increased service and reliability, lack of awareness of services, and connections to DART
    - One committee member noted that connections to DART/the Dallas-Fort Worth area should be discussed in relation to "uninterrupted" service, or whether riders need to switch vehicles at jurisdictional boundaries
  - One committee member asked if the results show any distinctions between urban and rural populations; Ed replied that the results do not show much of a distinction along those lines, apart from the times of day that they need to leave home/return home; Ed noted that some regions have looked at late-night services as an option, including utilizing publicly available private providers
  - Ed noted that there seems to be a lot of need for folks to get to and from work; Molly discussed an example of talking to a customer who needed at ride at 5:30 and didn't know of a service that could provide it, so she connected the customer to Shellie at TAPS and Shellie was able to help the person
  - Shellie noted that she was surprised at the high percentage of folks looking for rides to and from employment because TAPS provides mostly medical appointment rides
  - One stakeholder noted that he asked around his office and most of his coworkers were not aware that TAPS still operates at all
  - Ed asked Shellie if TAPS currently has the capacity to extend service times; Shellie replied that TAPS does not, but that they're already providing some trips before and after their official service hours so she's not sure how TAPS could expand much more beyond that; Shellie noted that TAPS could try to hire more drivers, but they probably could not extend the service times
  - Ed asked Shellie if TAPS has plans to further market and put out information about services to increase public awareness; Shellie replied that TAPS does not currently have plans for that but that they do already have signage posted and that there was a recent public service announcement about TAPS, etc.
    - One stakeholder noted that it would behoove this cause to have someone doing more public outreach about TAPS' services
   - Molly added that TCOG has done some outreach as well

6. Remaining Activities

- Ed discussed the schedule for getting the draft plan submitted to TxDOT for their review
  - Molly noted that TxDOT won't be able to look at the draft plan until January due to the influx of draft plans they will be getting from across the state, so the earlier the team can get the draft plan to TxDOT, the better
  - Ed noted that ATG is finishing up the fixed-route study for TAPS and that the project team just presented it to the project Steering Committee yesterday; Ed noted that there are six routes that will be looked at further in the next phase

7. Next Steps

Action Item	Responsible Party
Continue finalizing the goals for the plan	ATG
Finish the first draft of the plan	ATG

8. Attachment: Photos of Goals Pages
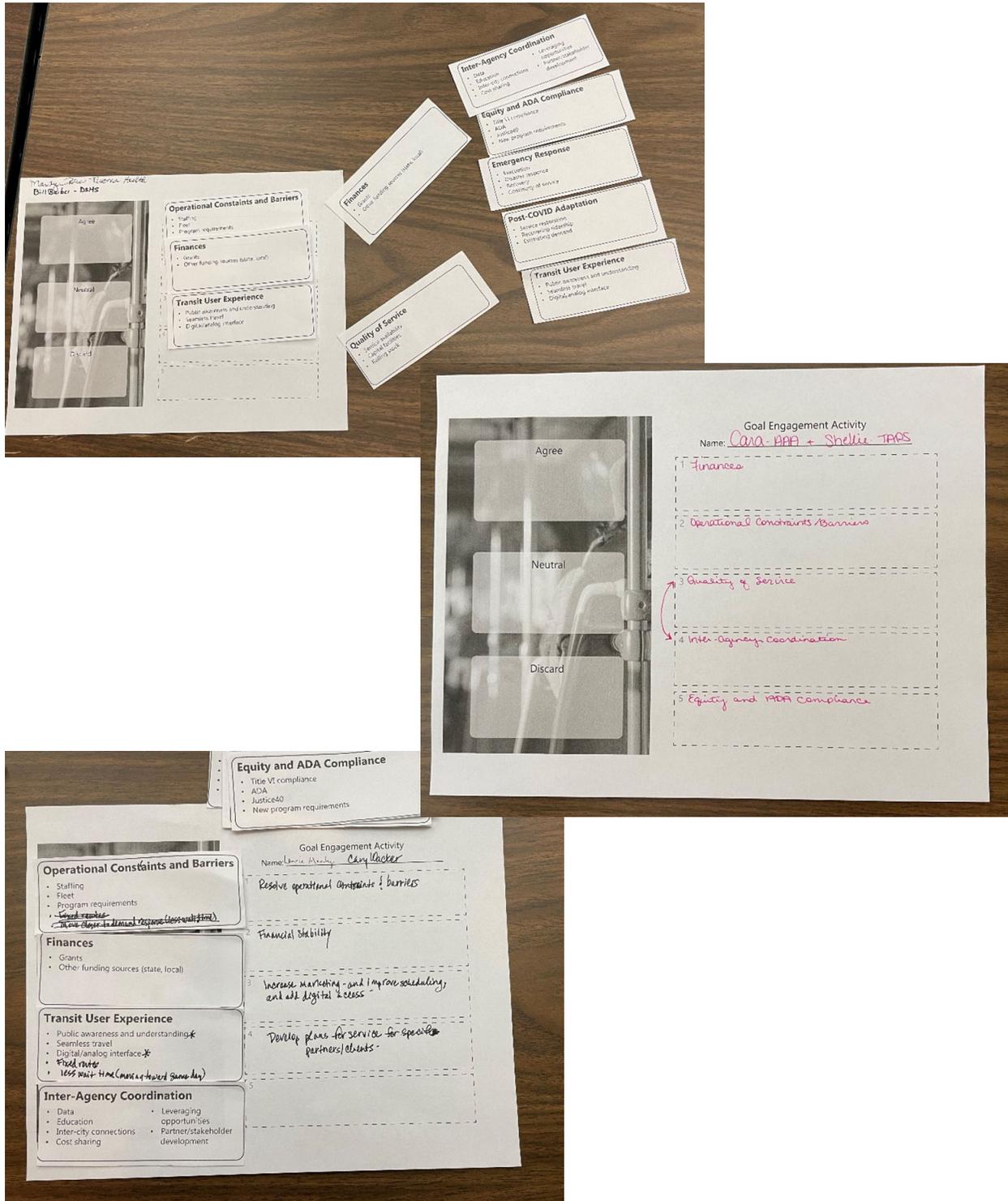
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