

# EASTEXCONNECTS REGIONAL TRANSPORTATION COORDINATION PLAN



*Planning  
Workshop  
Mesquite, TX  
March 2015*

# BACKGROUND

- **Mission Statement:** “To create and connect a comprehensive, flexible, and sustainable public transportation service throughout and beyond the 14 counties of State Planning Region 6.”
- **TxDOT Planning Region 6 Counties:** Anderson, Camp, Cherokee, Gregg, Harrison, Henderson, Marion, Panola, Rains, Rusk, Smith, Upshur, Van Zandt, and Wood



# COORDINATION PLAN OBJECTIVES

- People first, barrier free
- Multi-modal interconnectivity throughout East Texas
- Aggressive outreach and education to a broad base
- Increased, flexible funding
- Increased and expanded services
- Emergency planning and homeland security

# PLAN UPDATE PROCESS

## GOAL:

- Identify and quantify the mobility needs of East Texas residents

## METHOD:

- Community workshops in 5 counties (January 2011)
- Stakeholder surveys: 375 organizations
- Interviews with Amtrak, GoBus, Longview Transit, NDMJ, and Tyler Transit
- Second round of community workshops in 6 counties (June 2011)

# KEY OUTREACH FINDINGS

**There is a strong demand for basic education of all transportation services**

When addressing transportation concerns, priority should be placed on applying practical, low-technology solutions wherever possible.

A need was identified for a one-stop call center to centralize and disseminate service information.

The public desires for the Steering Committee to focus on enhancing mobility versus further study.

There is a desire for creative outreach campaigns to promote public transit.

More direct communication and sharing of information among operators is desired.

# COORDINATION STRATEGIES

- 20 distinct strategies were crafted from the community input and segregated into three stages:
  - Short-term (1 year horizon)
  - Mid-term (2-5 year horizon)
  - Long-term (6-10 year horizon)

# SHORT-TERM COORDINATION STRATEGIES (1 YEAR HORIZON)



1. Increased public transportation education and promotion of services



2. "Interconnectivity Day"



3. One-stop regional transportation call center



4. Campaign stressing time/monetary value of riding transit



5. Seek funding to extend transportation network service hours



6. Expand agency participation



7. Regional Transportation Marketing Plan

# MID-TERM COORDINATION STRATEGIES (2 TO 5 YEAR HORIZON)



8. Adhere to needs of growing senior population (targeted outreach to inform seniors of what's available)



9. Transit-friendly amenities at transfer points



10. Ensuring multiple transportation providers serve transfer points and key activity centers



11. Online regional transit trip planner



12. Regional vehicle maintenance



13. Volunteer-driver program



14. Shared-use vehicles



# LONG-TERM COORDINATION STRATEGIES (6 TO 10 YEAR HORIZON)



15. Encourage MPOs to promote  
Transit-Oriented Development



16. Optimize Amtrak stations  
as regional transfer centers



17. Administer regional vanpool program



18. Online ride-matching software



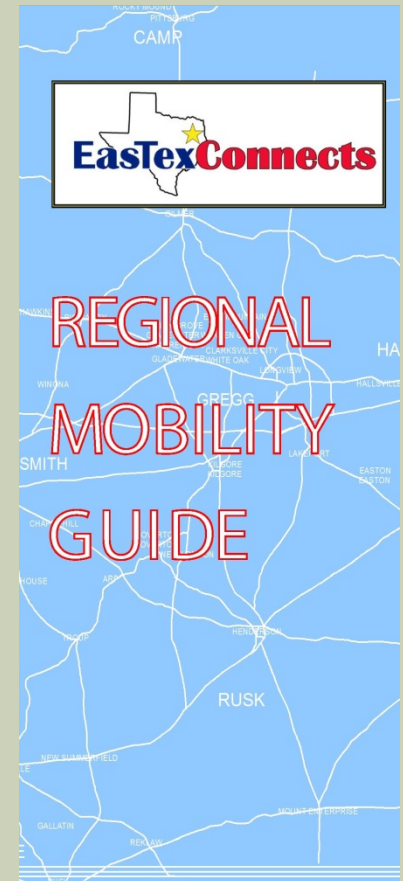
19. Consolidation of trip scheduling into single platform



20. Coordinate future public transit planning with multi-  
modal efforts (alternative and/or non-motorized)

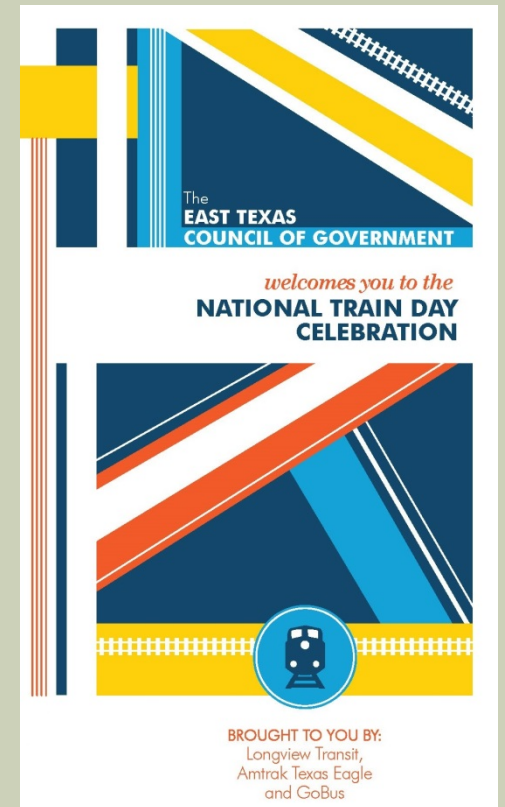
# PROGRESS

- Regional Mobility Guides
- County-specific GoBus brochures
- GoBus vehicle branding



# PROGRESS

- National Train Day promotion
- Interconnectivity Day
- Website
  - [www.EasTexConnects.org](http://www.EasTexConnects.org)
- Marketing and educational videos
  - <http://www.etcog.org/627/Public-Transportation-Videos.htm>



# QUESTIONS?

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[www.EasTexConnects.org](http://www.EasTexConnects.org)