NCTCOG 2020 Regional Transit On-Board Survey

Public Affairs Committee
June 18, 2019

Kay Shelton, Capital Planning
Agenda

• The purpose of this briefing is to discuss the background and need for the regional transit on-board survey and how DART proposes to participate in and fund the DART portion of the 2020 survey effort through an agreement with the North Central Texas Council of Governments (NCTCOG)
Survey Background

• Two prior regional transit on-board survey efforts have been done (2007 and 2014)
  – DART 2007: 7,813 surveys out of 10,000 goal
  – Regional 2014: 28,000 DART surveys out of 26,000 regional goal
• Surveys provide range of customer data to understand demographics, travel behavior, and travel patterns
• FTA requires that transit systems conduct surveys approximately every five years to support Title VI Civil Rights reviews
Survey Objectives

• Statistically sufficient sample size – minimum 10% of ridership
• DART, Trinity Metro, DCTA, streetcar passengers to be surveyed
  – DART passengers account for more than 90% of survey
• Conducted on-board with passengers
  – NCTCOG is exploring potential to supplement with on-line survey
  – Use tablets to achieve high response rate of usable surveys
• Conducted on weekdays, all day
  – Potential to add weekend for specific routes
• Traditional questions with strategic additions related to new mobility services, new fare payment options, customer attitudes
How is Survey Data Used?

- Survey data updated regularly for variety of reasons
- Title VI analyses for service and fare changes
- Service planning and route analyses
- Greater understanding of customers and key changes in customer characteristics
- Updates to NCTCOG travel demand forecasting model which is used by DART for project evaluations, grant applications, and long-range system planning
# On-Board Survey Tentative Schedule

<table>
<thead>
<tr>
<th>Step</th>
<th>Date</th>
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<tbody>
<tr>
<td>Request for Proposal</td>
<td>September 6, 2019</td>
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<tr>
<td>Proposals Due</td>
<td>October 4, 2019</td>
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<td>Consultant Selection Meetings</td>
<td>Mid-October 2019</td>
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<tr>
<td>NCTCOG Contract approval</td>
<td>November/December 2019</td>
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<td>Notice to Proceed</td>
<td>December 2019/January 2020</td>
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<tr>
<td>Survey Design, Test, Preparation</td>
<td>January-March 2020</td>
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<tr>
<td>DART On-Board Survey</td>
<td>April 2020</td>
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<tr>
<td><em>Interim DART Data Delivered</em></td>
<td>Summer 2020</td>
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<tr>
<td>Trinity Metro, DCTA Surveys</td>
<td>October 2020</td>
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<tr>
<td><em>Full Data Analysis and Report</em></td>
<td>Spring 2021</td>
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## Survey Funding Contributions

<table>
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<tr>
<th>Agency</th>
<th>Amount</th>
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<tr>
<td>DART</td>
<td>$810,000</td>
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<tr>
<td>Trinity Metro</td>
<td>$100,000</td>
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<tr>
<td>DCTA</td>
<td>$15,000</td>
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<tr>
<td><strong>Agency total</strong></td>
<td><strong>$925,000</strong></td>
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<tr>
<td>NCTCOG (TxDOT Funding Agreement)</td>
<td>Up to $1,000,000</td>
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- DART funding share was requested in FY19 and is included in Draft FY20 Budget
- NCTCOG is advancing TxDOT funding agreement as part of their Unified Planning Work Program (UPWP)
DART-NCTCOG Interlocal Cooperative Agreement

• Defines the terms and conditions for the transfer of DART local funds to NCTCOG for the implementation of travel survey
• Defines the duties and responsibilities of both DART and NCTCOG for implementation of travel survey
• The 2020 Survey Interlocal Cooperative Agreement in development and will be similar to that used for the 2014 survey
NCTCOG Responsibilities

- Serve as Contract Manager and Procurement Administrator for project
- Coordinate with DART to appropriately advertise the Request for Proposals (RFP) for consultant assistance
- Designate a Project Manager to work directly with DART and consultant(s) to complete the project
- Coordinate with Trinity Metro, DCTA and DART to collect local contributions for travel survey efforts
- Secure federal funding from TxDOT for their contribution
DART Responsibilities

- Participate in the creation of a Scope of Work for the RFP
- Participate in the procurement and selection of a consultant
- Coordinate with the NCTCOG Project Manager on any scope modifications and the addition of final deliverables
- Assist with development of survey questionnaire/methodology
- Agree to commit $810,000 in DART local funds for travel survey efforts and provide to NCTCOG in advance of DART survey efforts
Next Steps and Schedule

- Develop Interlocal Cooperative Agreement
- July 9 – Public Affairs Committee consideration to approve agreement
- August 13 – Committee-of-the-Whole/Board consideration to approve agreement
- Coordinate with NCTCOG on RFP and consultant selection process
- Transfer DART funds to NCTCOG in timely manner to support DART survey in April 2020
- Refine survey questionnaire and schedule with consultant
- April 2020 - Conduct survey