

Dayton Transit Study

October 2025



Houston-Galveston
Area Council



Foreword by Judge Jay Knight



Source: <https://www.co.liberty.tx.us/>

This City of Dayton Transit Study was conducted by City of Dayton staff, Houston-Galveston Area Council (H-GAC) along with and nationally recognized consulting firm, the Benesch Company. The study combined strong public outreach efforts with existing transit services and explored potential needs to better connect residents and visitors of this community. Approximately 270 community members composed of residents, visitors, students, and business owners participated in this effort through meetings, surveys, workshops, and interviews. The City of Dayton and H-GAC's planning team worked throughout 2025 to listen, reflect, and prepare this transit feasibility study that can help guide the City of Dayton make more informed decisions when considering improving mobility and connectivity within and around the region.

As Chair of the Houston-Galveston Area Council's (H-GAC) Board of Directors, I encourage you to review this feasibility study as we continually strive to improve our transportation services and facilities.



Table of Contents

1.0 Introduction and Overview	1-1
Goals	1-1
2.0 Study Area	2-1
Study Area Overview	2-1
Population	2-2
Employment	2-4
Households	2-6
Age	2-8
Race and Ethnicity	2-10
Limited English Proficiency	2-11
Population with Disabilities	2-13
Income	2-14
Vehicle Ownership	2-16
Latent Demand Analysis	2-17
Land Uses	2-21
Major Activity Centers	2-25
Travel Demand and Commuter Profile	2-27
3.0 Existing Transit Services	3-1
Liberty & Dayton Community Circulator	3-1
Microtransit	3-1
Ridership	3-3
Infrastructure	3-3
4.0 Plans Review	4-1
Dayton Tomorrow Comprehensive Plan 2017	4-2
Downtown Dayton Revitalization Plan 2018	4-2
Dayton Tomorrow Parks and Recreation Master Plan 2019	4-2
Liberty County Mobility Study 2022	4-2
2045 Active Transportation Plan 2019	4-3

High-Capacity Transit Task Force Summary Report 2019...	4-3
H-GAC 2045 Regional Transportation Plan Update	4-4
Regionally Coordinated Transportation Plan 2022-2026	4-4
Pearland Mobility Study	4-4
5.0 Public Outreach	5-1
Public Involvement Techniques	5-1
Public Involvement Activities	5-2
6.0 Needs Assessment	6-1
Community Direction	6-1
Steering Committee Guidance	6-1
Operating Context	6-1
Plans and Policy Input	6-1
Needs Assessment Results	6-2
7.0 Recommendations	7-1
Transit Benefits	7-1
Service Recommendations	7-1
Capital and Policy Recommendations	7-7
Phasing Evaluation	7-9
8.0 Recommended Implementation	8-1
Phases	8-1
9.0 Funding Scenarios	9-1
Operating Cost Assumptions	9-1
Capital Cost Assumptions	9-1
Cost/Revenue Scenarios	9-2
10.0 Next Steps and Action Items	10-1
Leverage Executive Summary as an Effective Tool	10-1
Inform and Coordinate with Other Plans	10-1
Secure and Maintain Funding for the Plan	10-1
Engage Regional and State Partners	10-1



Appendix A. Public Outreach	A-1
Appendix B. Recommendations Phasing Criterion Scoring	B-1
Appendix C. Funding Scenarios	C-1
Appendix D. Revenue Opportunities	D-1

List of Figures

Figure 2-1: Population City of Dayton 2025-2050	2-2
Figure 2-2: Employment City of Dayton 2025-2050	2-4
Figure 2-3: Projected Household Growth City of Dayton 2025-2050.....	2-6
Figure 2-4: Age Cohorts 2023.....	2-8
Figure 2-5: Race and Ethnicity City of Dayton	2-10
Figure 2-6: LEP Households	2-11
Figure 2-7: Population with Disabilities 2023.....	2-13
Figure 2-8: Household Income Distribution	2-14
Figure 2-9: Vehicles by Households.....	2-16
Figure 2-10: Transit Orientation Index Variables	2-19
Figure 2-11: Work Departure Time.....	2-27
Figure 2-12: Commute Length Drive Alone.....	2-27
Figure 2-13: Commuter Modal Split.....	2-28
Figure 3-1: Microtransit First-Mile/Last-Mile Service Example ..	3-1
Figure 3-2: Liberty-Dayton-Ames Ridership FY2025.....	3-3
Figure 4-1: Reviewed Plans	4-1
Figure 5-1: Public Involvement Techniques.....	5-1
Figure 5-3: Have you or anyone in your household used public transit services in Dayton?	5-6

Figure 5-4: Do you think the City of Dayton needs additional or improved public transit services?	5-7
Figure 5-5: What is the level of awareness about public transit services in the community?.....	5-7
Figure 5-6: If you use public transit now or decide to use it in the future, where would you go using it?.....	5-8
Figure 5-7: Have you ever used an app-based on-demand rideshare service?	5-8
Figure 5-8: How should information about public transit services be distributed?.....	5-9
Figure 5-9: What should be the top priority for public transit service in Dayton for the next 10 years?	5-9
Figure 5-10: On average, how often do you ride the bus?	5-11
Figure 5-11: What is the main purpose of your trip today?	5-12
Figure 5-12: How do you typically get to/from the bus stop? ..	5-12
Figure 5-13: If not by bus, how would you make this trip?	5-13
Figure 5-14: Which three of the following improvements would make transit better for you to use?.....	5-13
Figure 5-15: What is the most important reason you ride the bus?	5-14
Figure 5-16: Do you have a smartphone with a data plan?	5-14
Figure 5-17: Do you have a vehicle (cars, motorcycles, trucks, vans) at home for your use?	5-15
Figure 5-18: What is your age?.....	5-15
Figure 5-19: What is your race?	5-16
Figure 5-20: Are you of Hispanic origin?	5-16
Figure 5-21: What is your gender?	5-17
Figure 5-22: What was the range of your total income in 2024?	5-17



List of Maps

Map 2-1: Study Area City of Dayton	2-1
Map 2-3: Population Density 2025	2-3
Map 2-2: Population Density 2050	2-3
Map 2-5: Job Density 2025	2-5
Map 2-4: Job Density 2050	2-5
Map 2-7: Household Density 2025.....	2-7
Map 2-6: Household Density 2050.....	2-7
Map 2-8: Young Adults (18-24) 2023.....	2-8
Map 2-9: Older Adults (65+) 2023	2-9
Map 2-10: Race and Ethnicity 2023	2-11
Map 2-11: LEP Households 2023	2-12
Map 2-12: Households with Residents with a Disability 2023	2-13
Map 2-13: Poverty 2023	2-14
Map 2-14: Zero-Vehicle Households 2023.....	2-16
Map 2-15: DTA 2025	2-18
Map 2-16: DTA 2050	2-18
Map 2-17: TOI 2023	2-20
Map 2-18: Current Land Use.....	2-22
Map 2-19: Future Land Use 2045.....	2-23
Map 2-20: Travel Demand to Dayton Community Center.....	2-30
Map 2-21: Travel Demand to Crossroads Plaza and Parker Park...	2-30
Map 3-1: Existing Transit Service Dayton	3-2
Map 7-1: Improvements to Existing Services	7-2
Map 7-2: Local Connection.....	7-3
Map 7-3: Regional/Intercity Connections.....	7-4
Map 7-4: Microtransit	7-6

Map 7-5: Proposed Bus Stop Amenities	7-7
Map 8-1: Short-Term Recommendations	8-2
Map 8-2: Mid-Term Recommendations	8-3
Map 8-3: Long-Term Recommendations	8-4
Map 9-1: Status Quo Scenario	9-3
Map 9-2: Enhanced Scenario.....	9-4
Map 9-3: Ambitious Scenario	9-5

List of Tables

Table 3-1: Brazos Transit District Fares	3-3
Table 3-2: Brazos Transit District Passes	3-3
Table 5-1: Public Involvement Activities Summary.....	5-2
Table 5-2: Stakeholders.....	5-4
Table 7-1: Prioritization Characteristics	7-10
Table 9-1: Improvements by Funding Scenarios.....	9-2
Table 9-2: New Vehicles by Scenario	9-6
Table 9-3: Average Annual Cost and Revenues by Scenario	9-7
Table 9-4: Total Cost and Revenues by Scenario	9-7



1.0 Introduction and Overview

This planning effort was initiated by the Houston-Galveston Area Council (H-GAC) to conduct the Dayton Transit Study. The Dayton Transit Study focuses on evaluating public transportation service options and recommending strategies in Dayton, Texas, a growing area in southwest Liberty County, located northeast of Houston. The study will function as a strategic guide and considers innovative planning techniques and a range of transit modes, including newer transportation technologies. Through community input, data analysis, and stakeholder engagement, the study develops recommendations to enhance mobility, accessibility, and service quality in the Dayton area.

Transit service functions best in an environment when it responds appropriately to the regulatory, geographic, environmental, land use, developmental, political, and socio-economic factors present within the operating service area. All of these factors can and do impact the provision of services, so it is critical for communities and decision makers to understand them.

Goals

As part of the transit planning process, the Steering Committee prioritized a set of strategic goals to guide transit investment and service development. These goals reflect priorities such as improving system connectivity, expanding awareness, and supporting quality of life in the area. Clear goals helped guide the Dayton Transit Study by establishing what it aims to achieve, meeting the community's needs, and guiding the development of recommendations.

The following goals were agreed upon and prioritized by the Steering Committee to guide the Dayton Transit Study and more broadly, the future of transit services in Dayton:

- Encourage a connected, sustainable, and efficient multimodal transportation system
- Provide quality, consistent, and reliable on-demand microtransit service
- Provide high-quality commuting services to local destinations
- Increase awareness of service through education, marketing, and outreach
- Enhance the quality of life in Dayton



The Dayton Transit Study is organized into ten sections, including this **Introduction (Section 1)**.

Section 2 summarizes the **Study Area** for the City of Dayton. This includes a physical description of the study area, demographic and socioeconomic characteristics, and trends that may impact transit services.

Section 3 documents the **Existing Transit Services** that serve the City of Dayton. It includes a review of all current transit services, including a representation of the geographic service area.

Section 4 provides the **Plans Review** summary, which reports on the current planning and policy environment in the local and regional context to better understand policies and recommendations that may influence transit services.

Section 5 documents the **Public Outreach** efforts for the Dayton Transit Study. The section begins with a review of techniques used to engage the public and an overview of the outreach activities conducted. Next, a summary and the results of the respective activities are presented.

Section 6 establishes the **Needs Assessment**, including the basis to identify service, capital, and policy needs.

Section 7 introduces the **Recommendations**, including identified improvements that address the transit needs and developed without consideration for any funding constraints. Subsequently, the identified improvements were prioritized using an evaluation process developed to phase the recommendations.

Section 8 presents the **Recommended Implementation**, which introduces the recommended phasing for the short-, mid-, and long-term time periods.

Section 9 provides the **Funding Plan**, which shows three funding scenarios developed. It also includes a discussion of the associated revenue assumptions and capital and operating costs used.

Section 10 summarizes the **Next Steps and Action Items**, including strategies and ways to make use of the various relationships and tools from the process to continue to build support for the recommendation implementation.

“I think it would be good for elders to have access to good transportation as well as the younger adults to get to parks and other destinations.”

“Please make a route to Houston, at least to connect to METRO services.”



2.0 Study Area

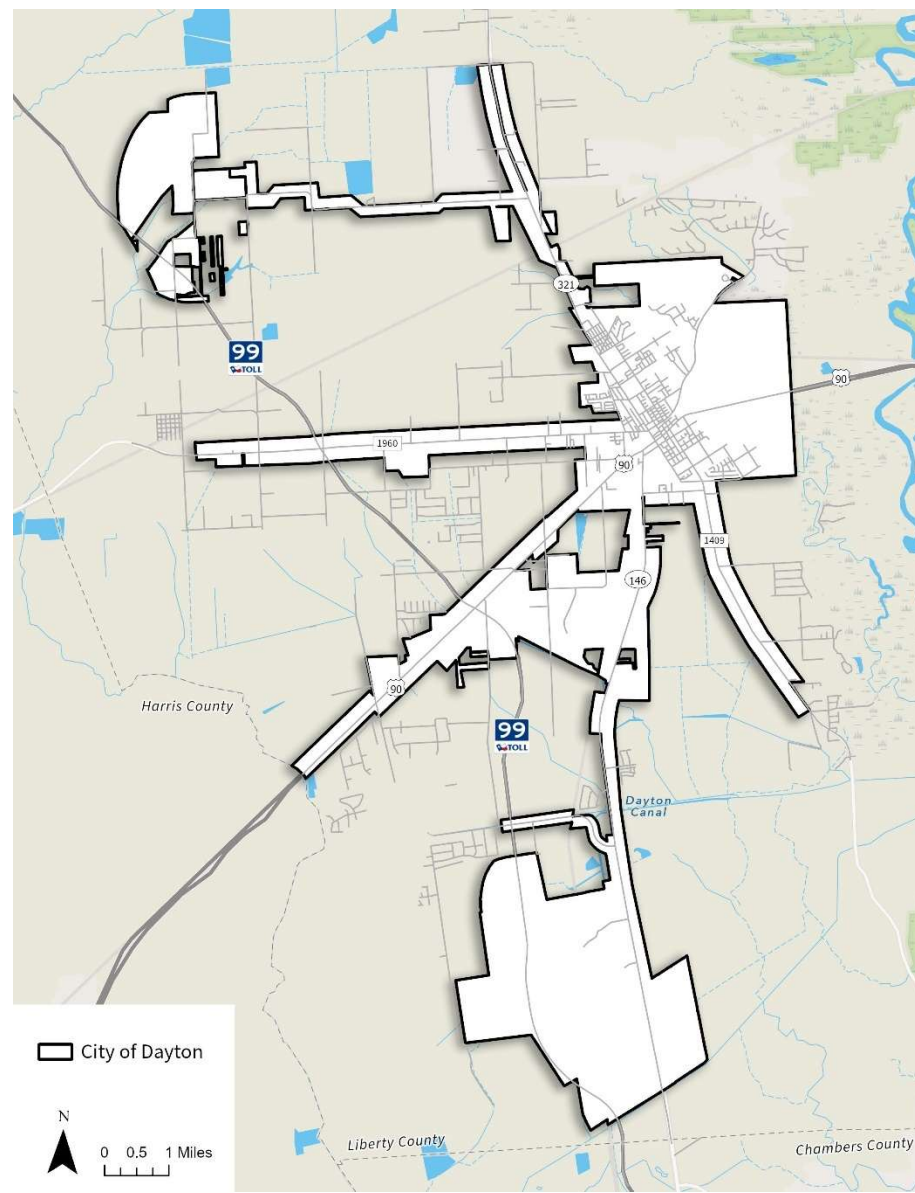
This section reviews the study area, the City of Dayton, Texas, to understand existing demographic information and potential factors that may influence transit service. A key goal of this study is to identify transit strategies to support potential future transit development and growth in the City of Dayton and enhance connectivity within and outside of its boundaries.

Study Area Overview

The City of Dayton is located in southwest Liberty County, situated northeast of Houston. The City is bordered to the south by Chambers County; on the east by the City of Liberty; to the west by Harris County; and to the north by the City of Kenefick. The Trinity River is the eastern boundary between Dayton and Liberty. The total land area of the City of Dayton is 30.6 square miles. Map 2-1 illustrates the study area for the Dayton Transit Study.

The City of Dayton is home to six State Historical Markers, according to the Dayton Chamber of Commerce. Five major roadways intersect the City: TX-99, US-90, TX-146, TX-321, and FM 1960.

Map 2-1: Study Area | City of Dayton





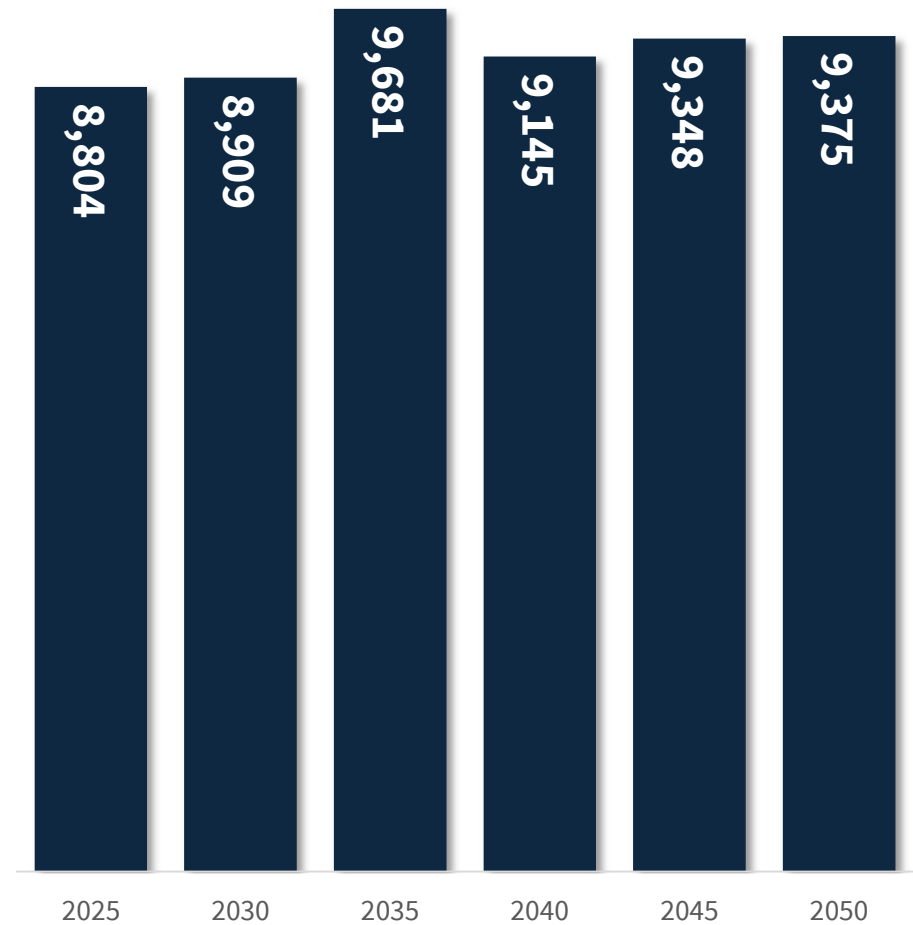
Population

Population density, a key indicator of a healthy transit market, plays a crucial role in the City of Dayton's future transit planning activities.

Although the City's population is expected to increase by 10% over the next ten years, Figure 2-1 shows that modest growth (6.5%) is expected overall from 2025-2050. While population density in the center of the study area is expected to remain consistent, population density will slightly increase between FM 1960 and TX-321.

Existing population is shown clustered in the northeast part of Dayton, east of TX-321, and density is expected to continue in 2050 (Map 2-2). Population density is projected to grow southeast of US-90 (Map 2-3).

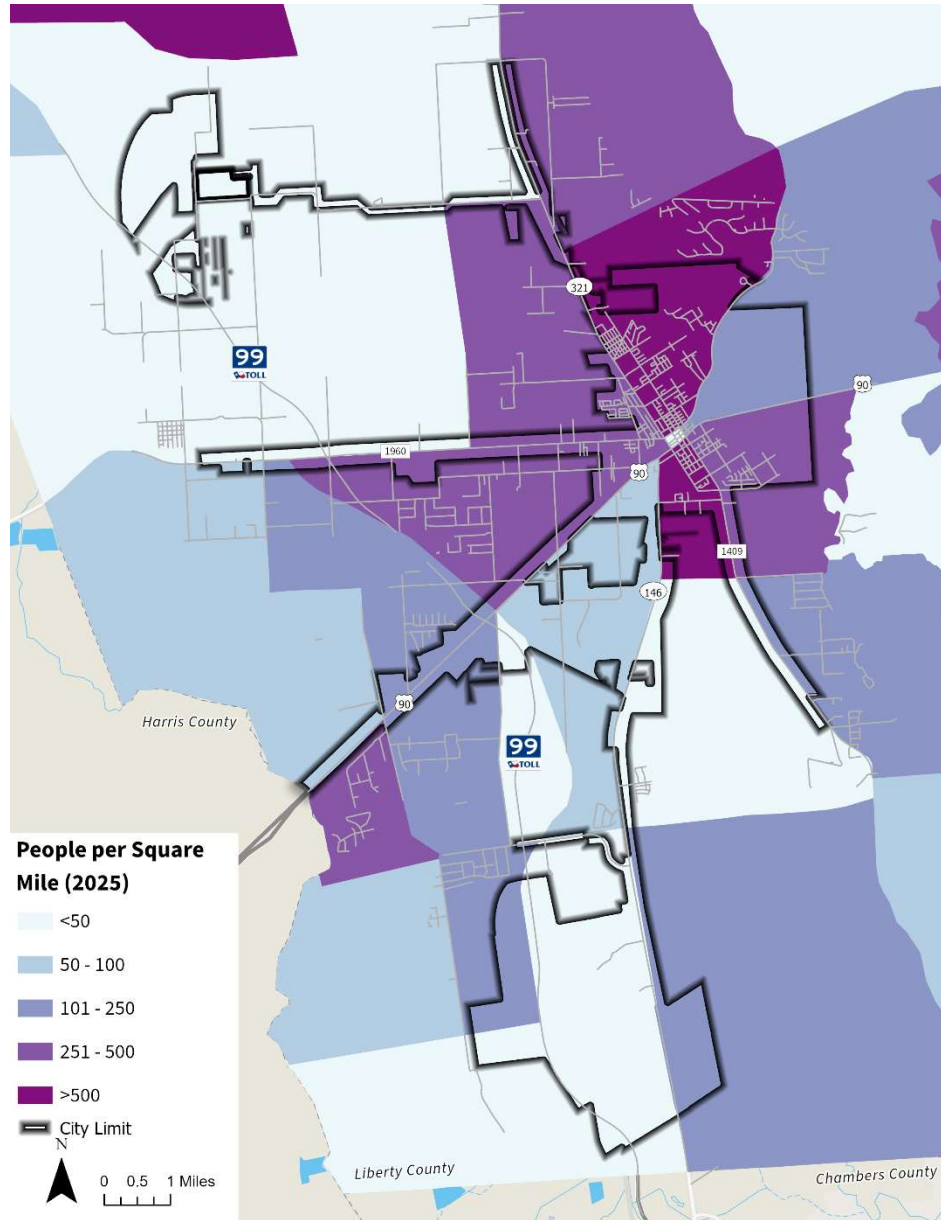
Figure 2-1: Population | City of Dayton | 2025-2050



Source: H-GAC Regional Growth Forecast

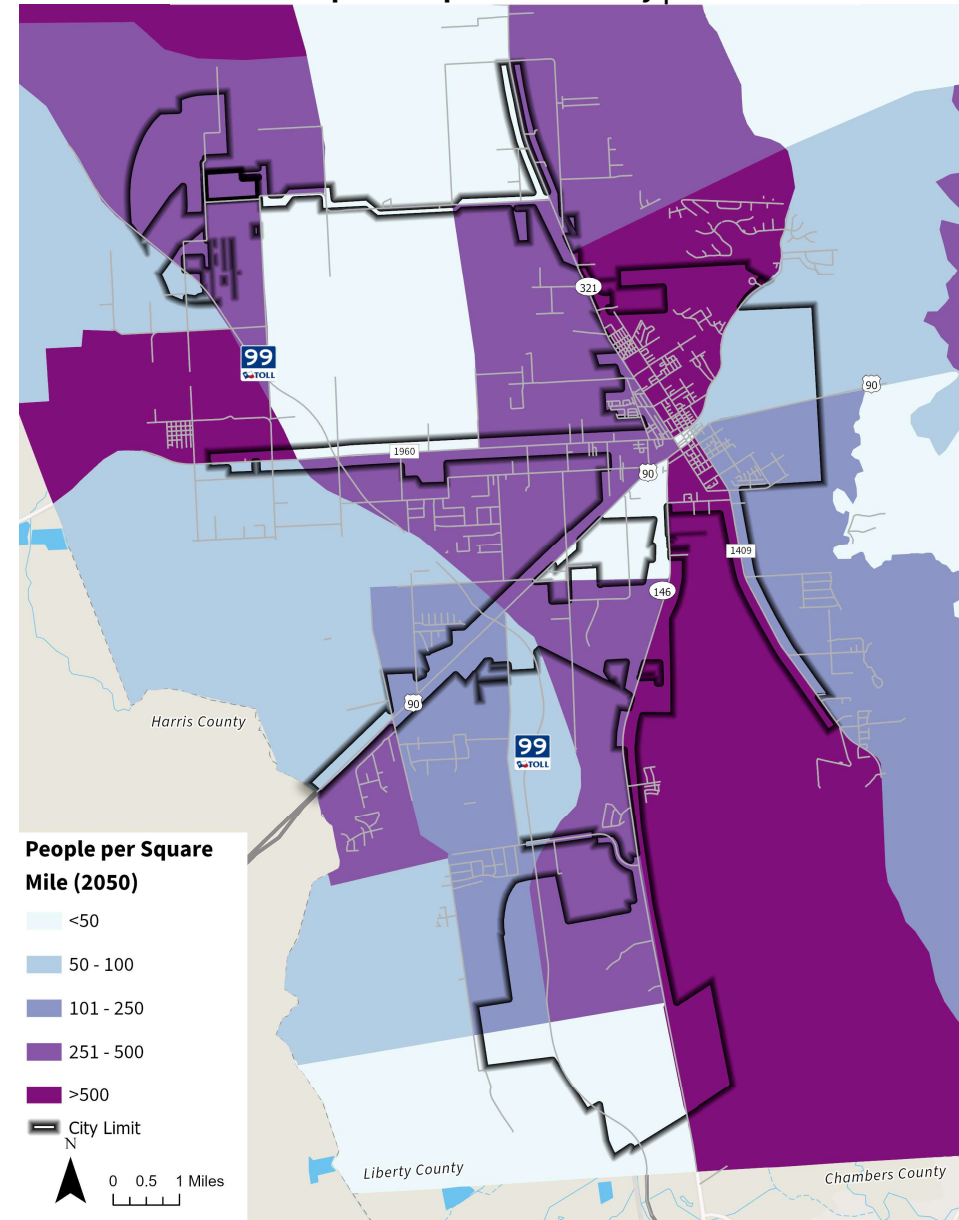


Map 2-3: Population Density | 2025



Source: H-GAC Regional Growth Forecasts

Map 2-2: Population Density | 2050





Employment

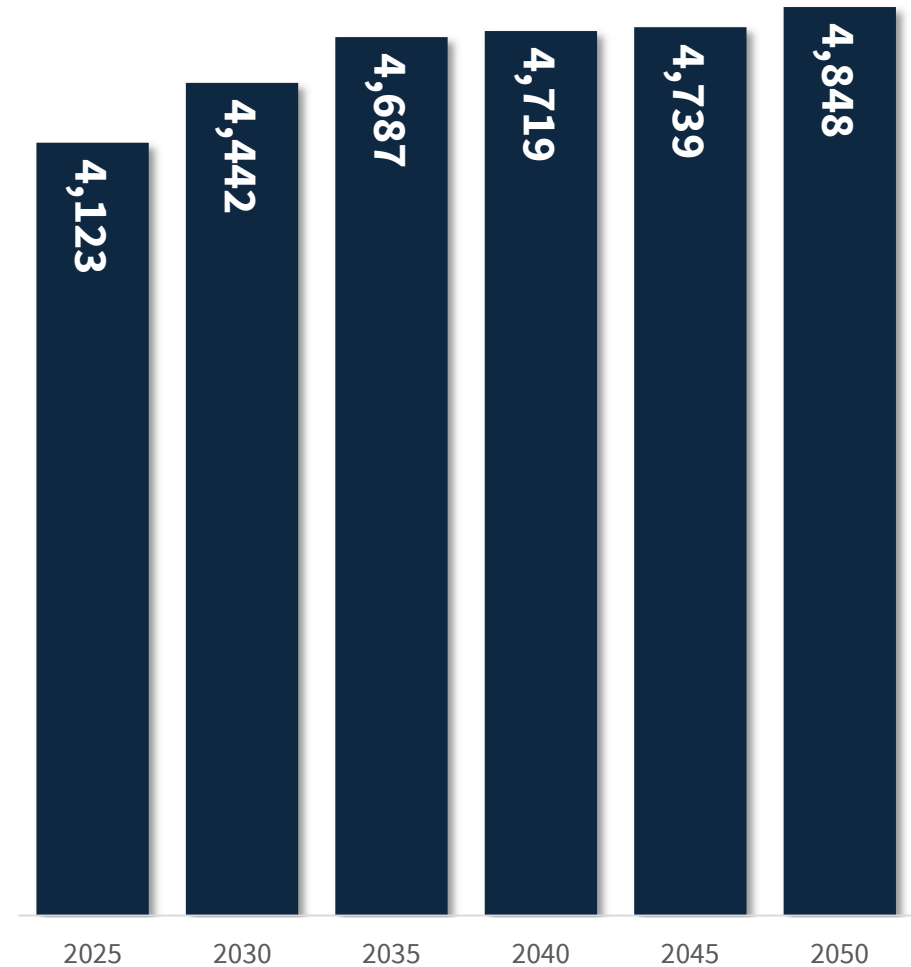
A healthy labor force contributes to economic resilience and community development. A growing workforce can indicate transit demand to support commuter travel and enhance connectivity to job centers.

Employment density is another important factor to consider when analyzing the transit market. According to the City of Dayton, job industries historically included farming, cattle ranching, and oil. While these industries are still present, there are new employment opportunities in industrial and retail markets, among others.

Jobs are projected to increase by approximately 17.6% between 2025 and 2050 (Figure 2-2). While Dayton's employment growth is more gradual, the City's stable job market remains a key asset for its economic vitality and transit planning efforts.

Map 2-4 shows jobs are clustered adjacent to FM 1409 and US-90. Jobs density is projected to increase southeast of US-90 (Map 2-5).

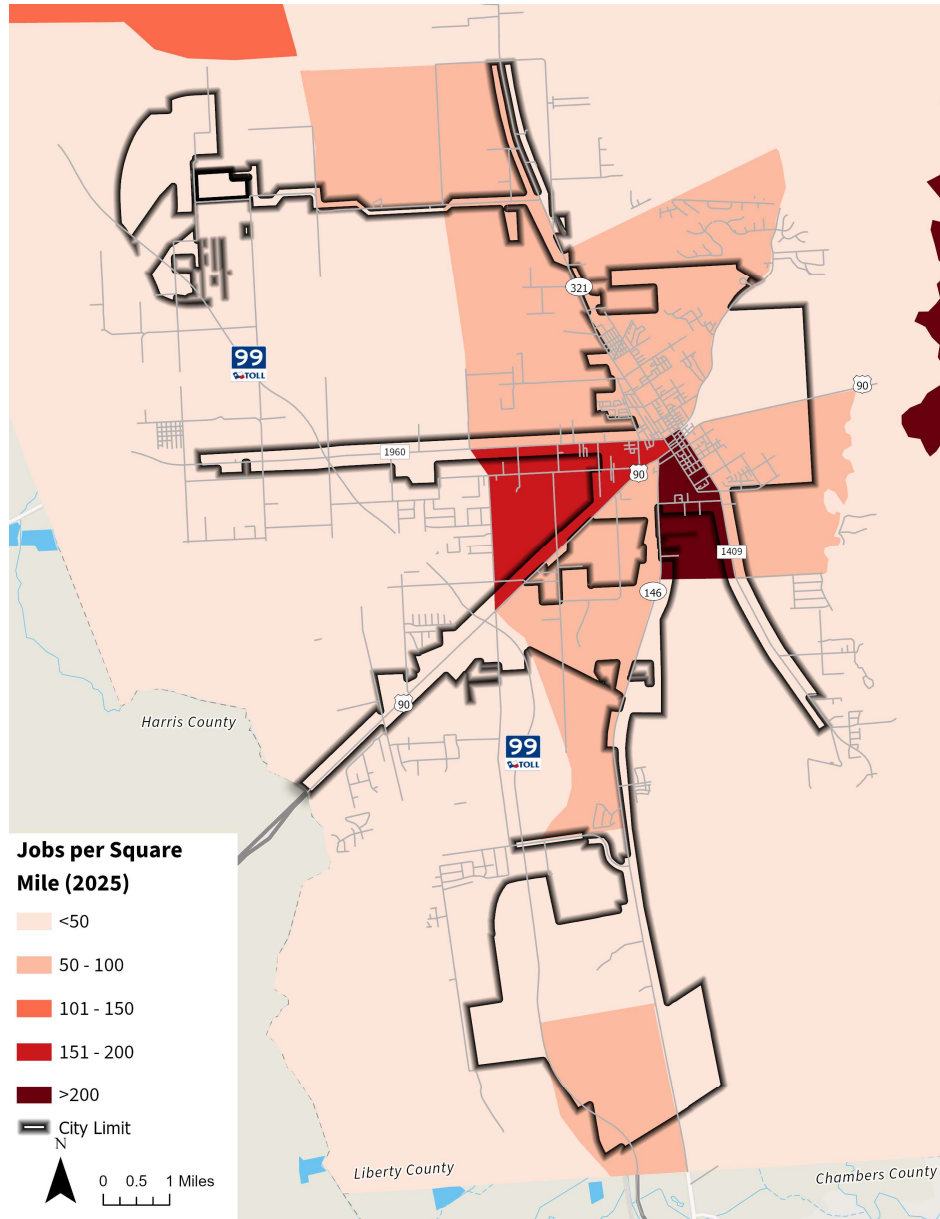
Figure 2-2: Employment | City of Dayton | 2025-2050



Source: H-GAC Regional Growth Forecasts

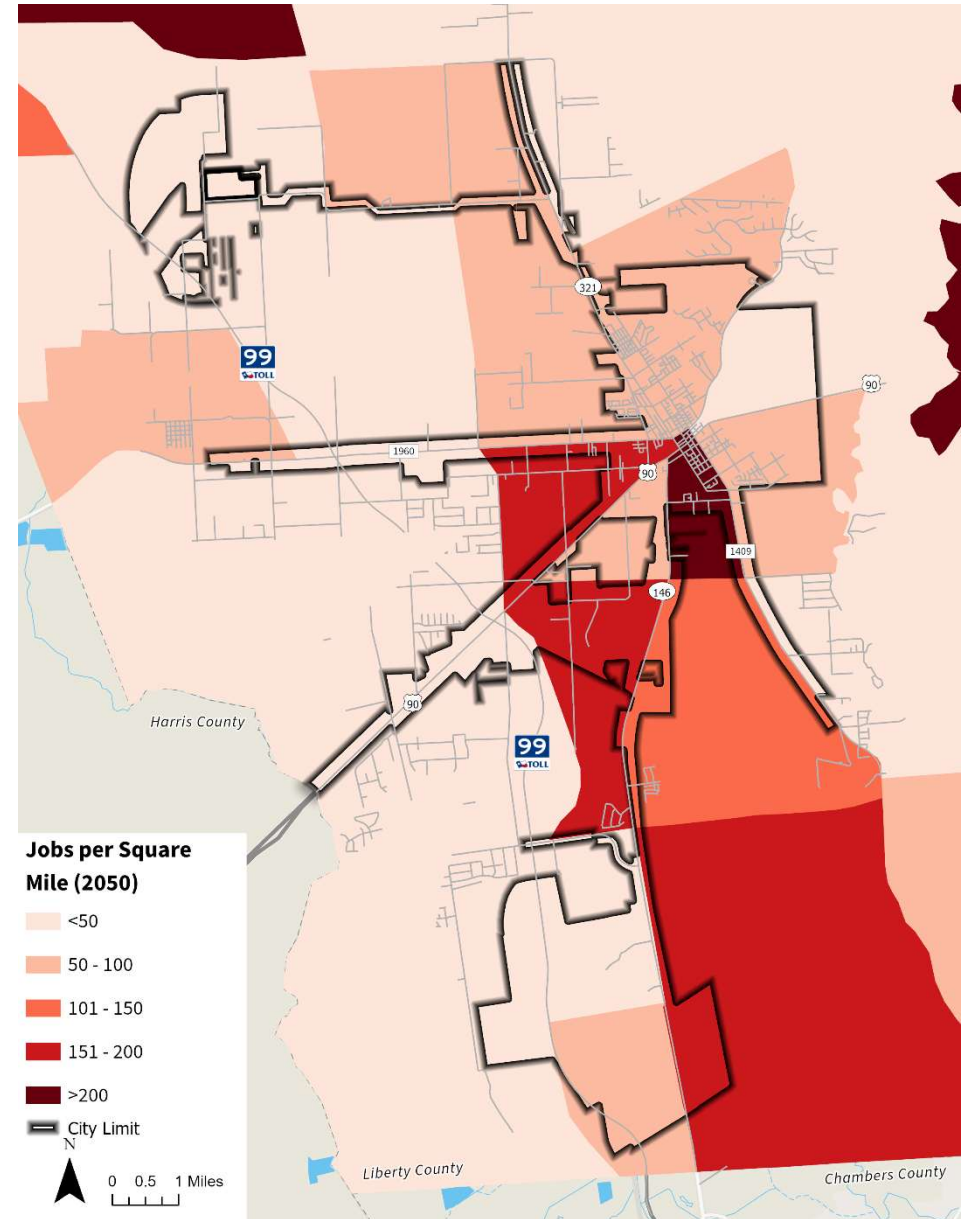


Map 2-5: Job Density | 2025



Source: H-GAC Regional Growth Forecasts

Map 2-4: Job Density | 2050





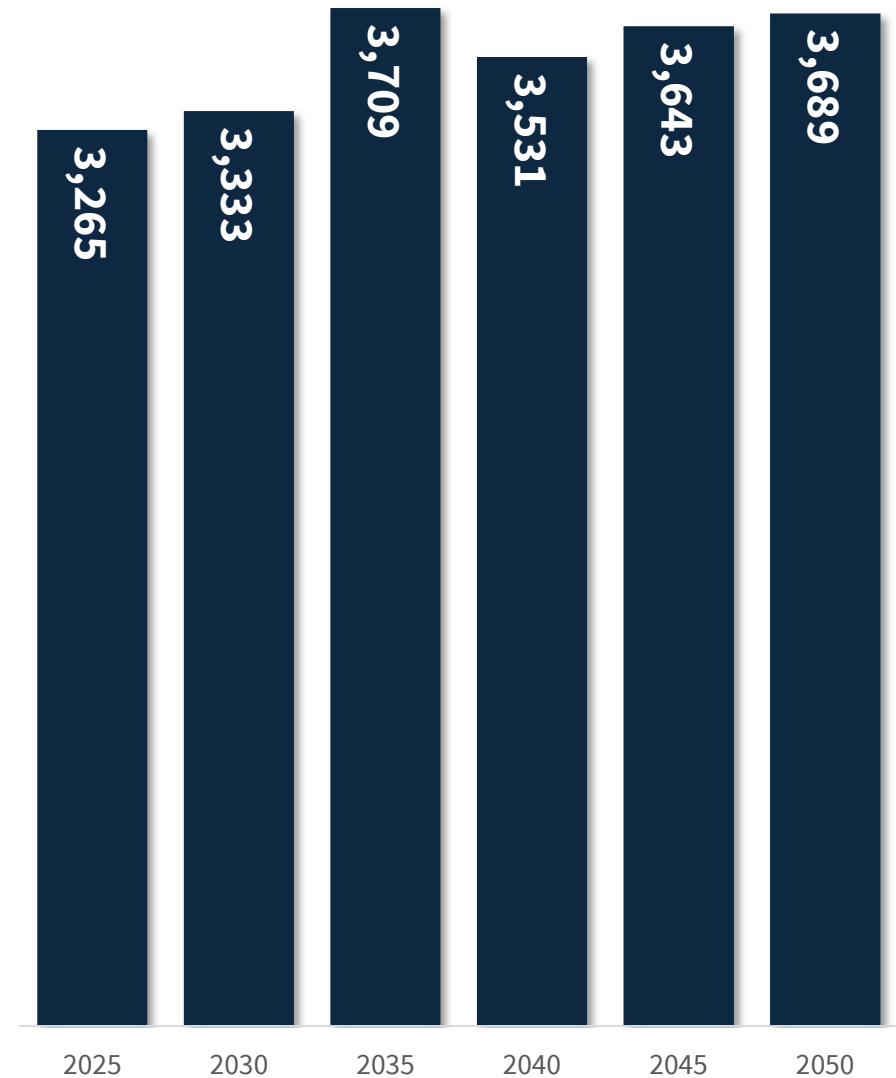
Households

The City of Dayton's modest growth is reflected in the steady increase in the number of households over the last 25 years. The number of households is projected to grow by approximately 13.0% in 2050 (Figure 2-3). While this growth is gradual, it highlights the City's capacity for residential stability and suggests that housing availability will keep pace with job trends.

This increase in households indicates potential shifts in density, which can influence transit demands and accessibility. While Dayton's growth is more measured, understanding its evolving household profile remains essential for planning effective transit solutions and accommodating future residents.

Map 2-6 shows households are clustered in the central part of the city, adjacent to US-90 and TX-321. By 2050, the areas with higher household density will likely maintain density and areas southeast of US-90 and northwest of FM 1960 are expected to grow to over 100 households per square mile.

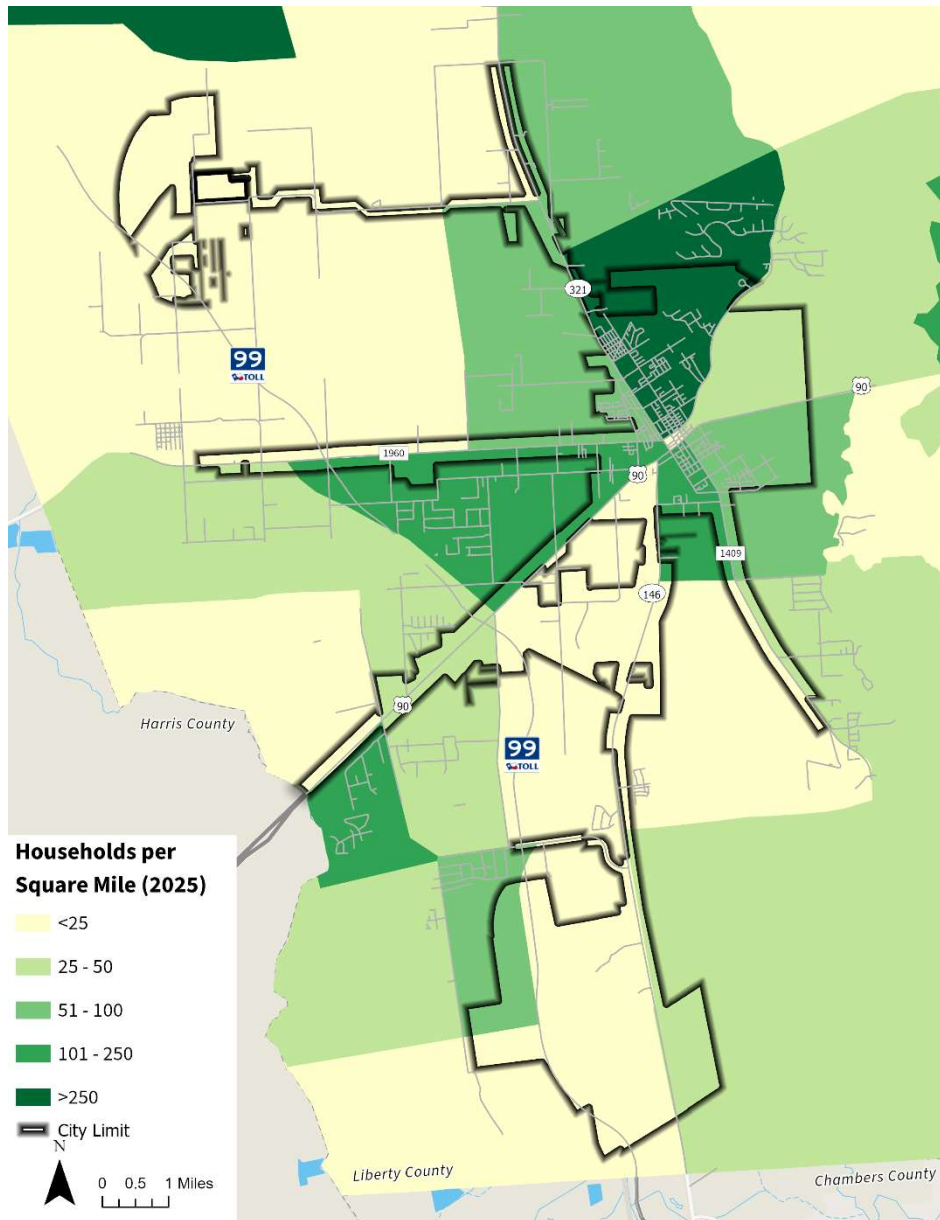
Figure 2-3: Projected Household Growth | City of Dayton | 2025-2050



Source: H-GAC Regional Growth Forecasts

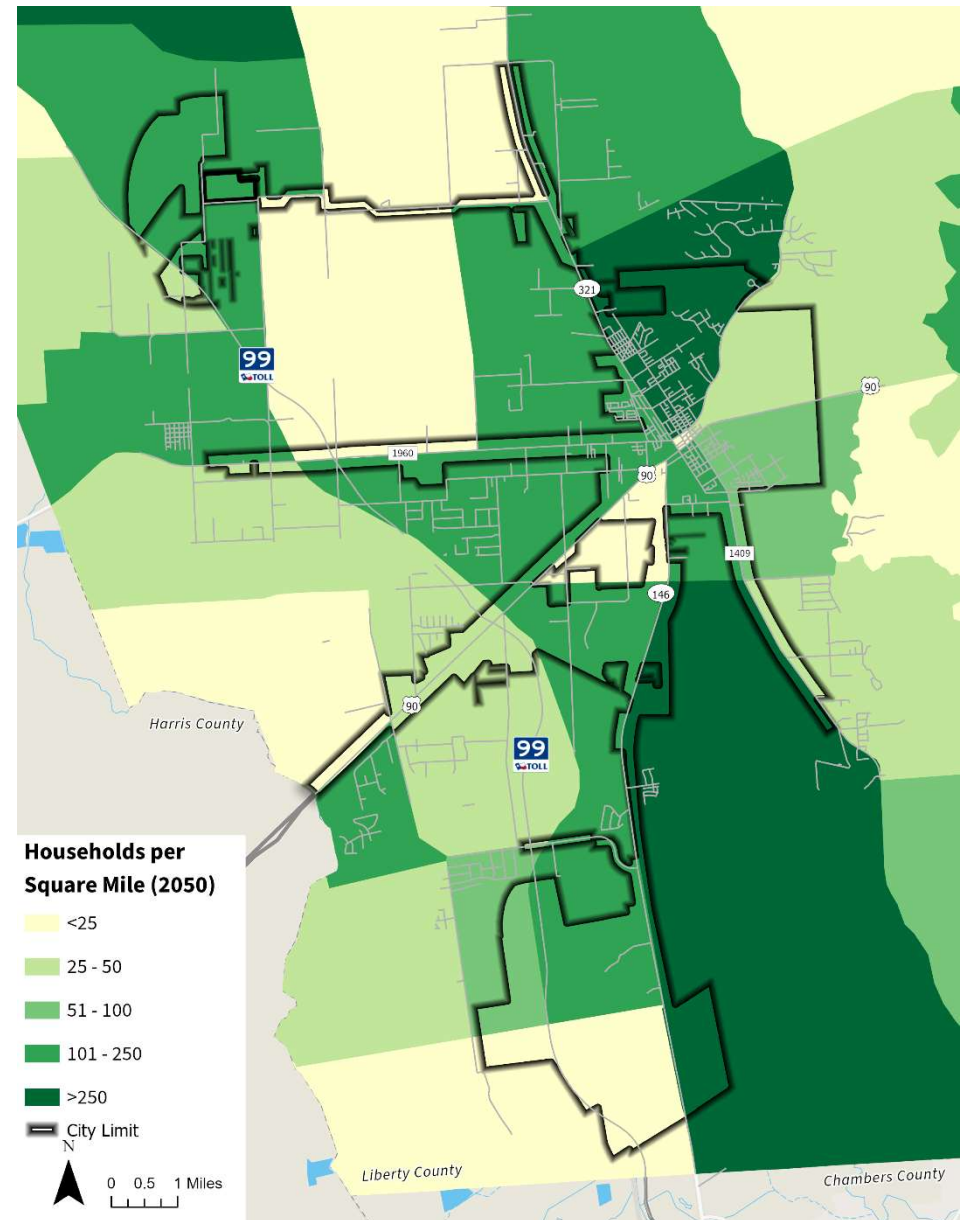


Map 2-7: Household Density | 2025



SOURCE: H-GAC REGIONAL GROWTH FORECASTS

Map 2-6: Household Density | 2050

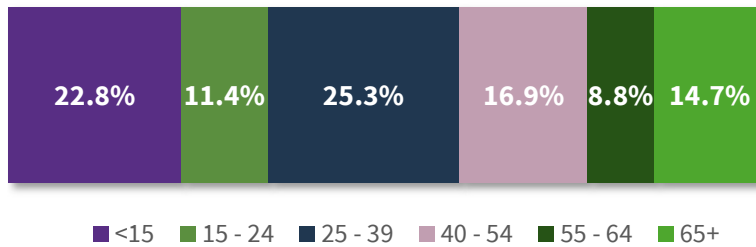




Age

Age significantly influences individual transportation needs, as different age groups face unique challenges and requirements. Figure 2-4 shows that more than half of residents are working age (25 to 64) while more than 1 in 5 residents are younger than 15 years old.

Figure 2-4: Age Cohorts | 2023

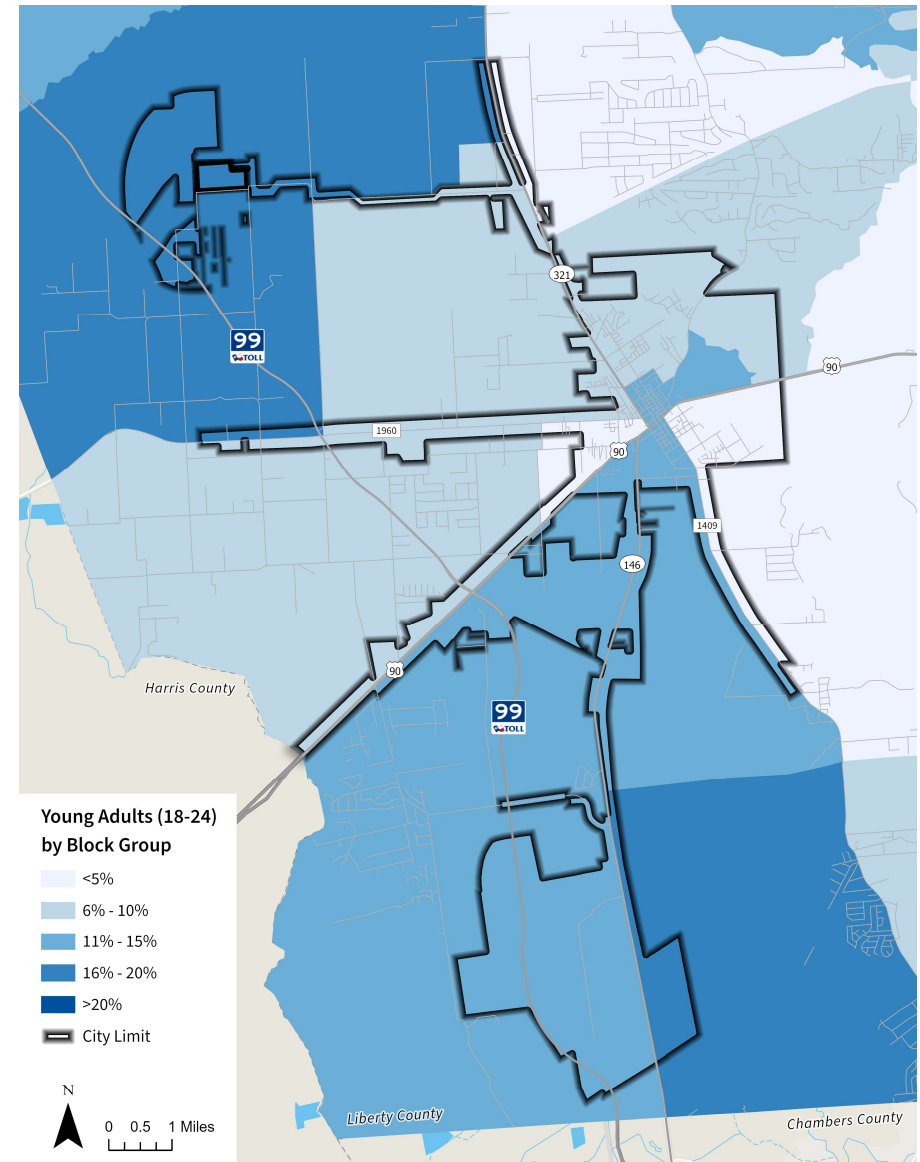


Source: American Community Survey (ACS) 5-Year Estimates (2019-2023)

Youths and Young Adults

Youths and younger adults, for example, may not have an automobile and may have a higher need for transit. Youth populations (under 18), often rely on public transportation due to limited access to personal vehicles. Transit can significantly enhance young adults' (18-24) mobility and commute choices. The distribution of young adults in Dayton shows block groups comprised of over 15% young adult population are primarily observed in the southern parts of Dayton, especially along major transportation corridors such as US-90. Additionally, an area north of FM 686 adjacent to TX-321 has a high concentration between the ages of 18 to 24 (Map 2-8).

Map 2-8: Young Adults (18-24) | 2023



Source: ACS 5-Year Estimates (2019-2023)

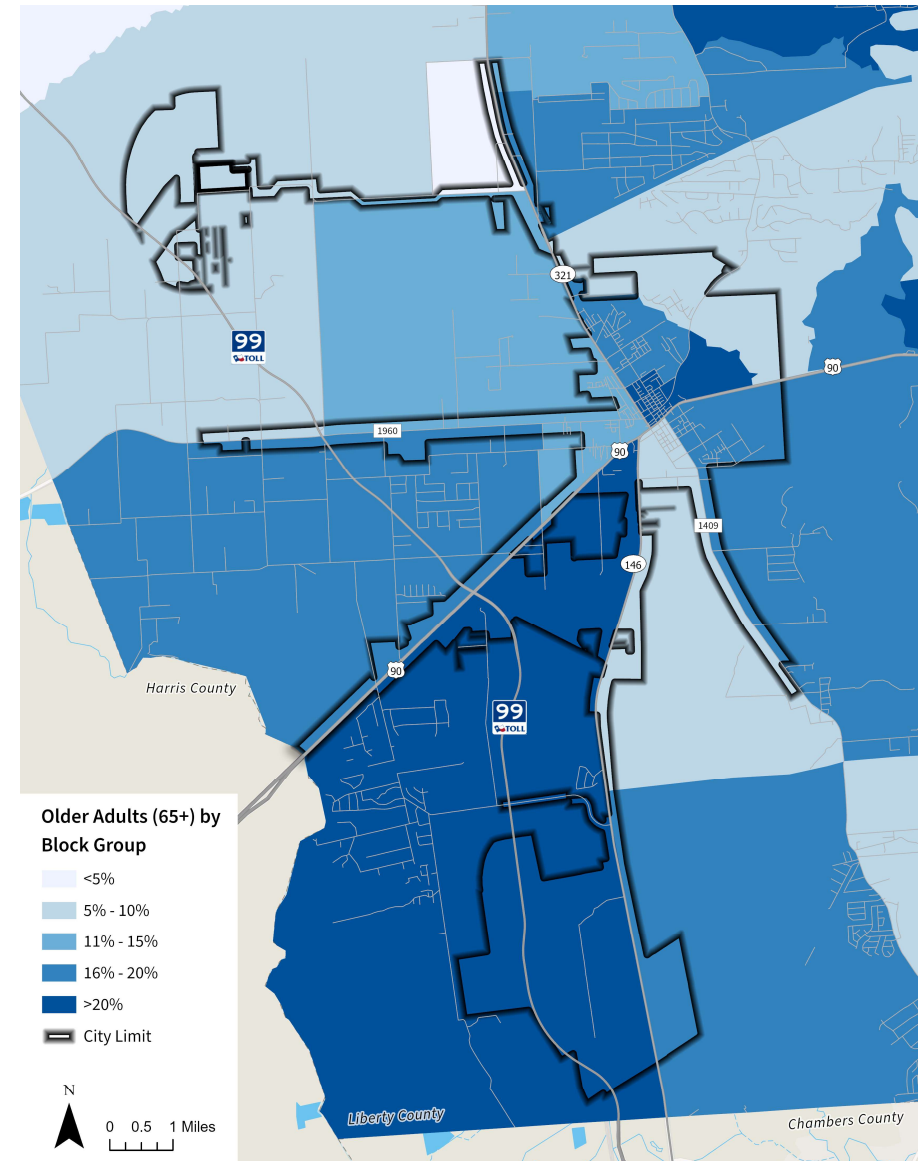


Older Adults

Older adults are more likely to experience age- and health-related obstacles to driving and are more reliant on other ways to get around other than driving themselves, which may include public transit. Public transit can serve as a critical resource, providing older adults access to healthcare, shopping, and social activities. As previously noted, approximately 14.7% of the City of Dayton's population are 65 years or older. This is marginally higher than Texas' proportion of older adults (13.2%).

Map 2-9 shows the geographic distribution of residents aged 65 and above. Notably, block groups where older adults make up more than 20% of the population are clustered in the central and southwestern sections of Dayton.

Map 2-9: Older Adults (65+) | 2023



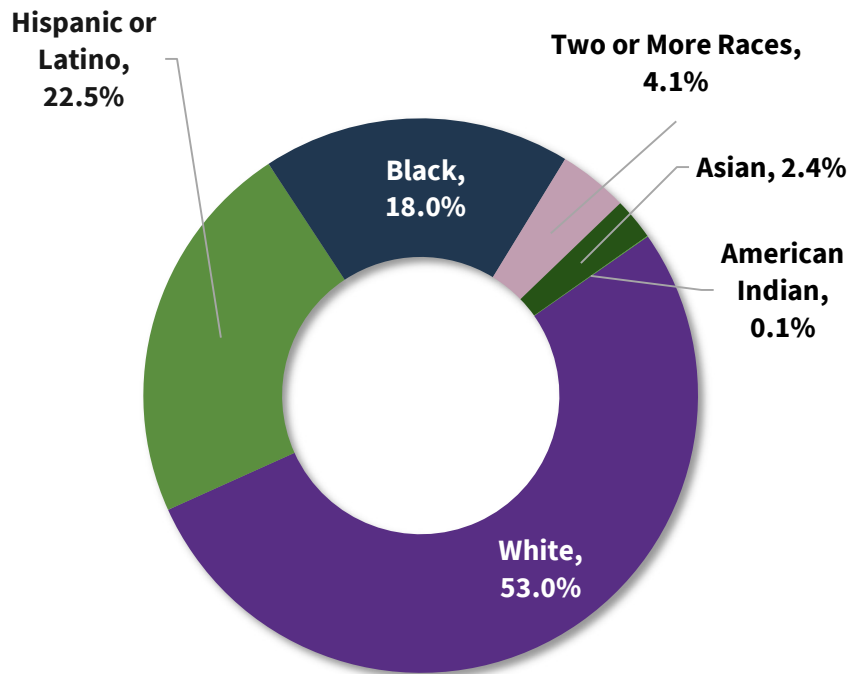
Source: ACS 5-Year Estimates (2019-2023)



Race and Ethnicity

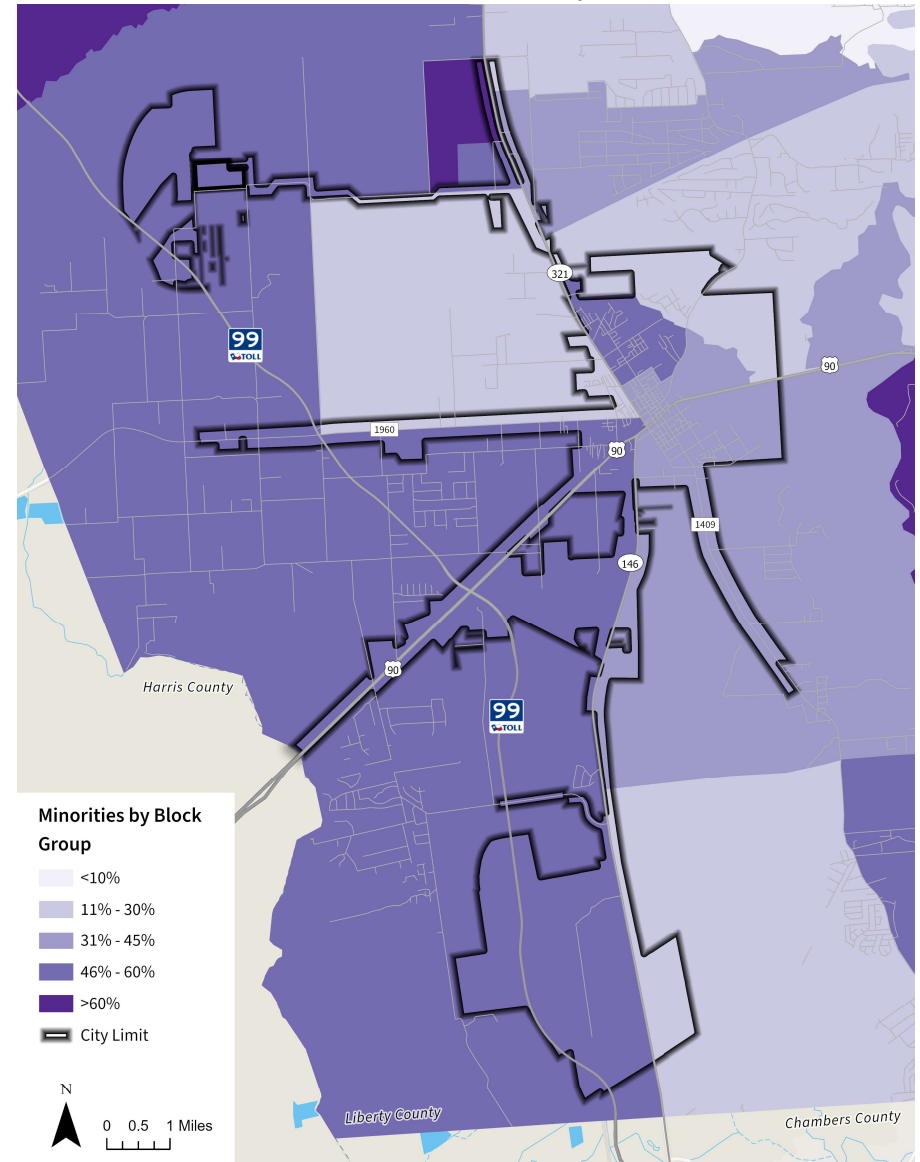
Historically, nationally, non-white persons represent a greater proportion of transit riders compared to the overall population. Currently, over half of the City of Dayton's population identifies as White, Non-Hispanic (53.0%) (Figure 2-5). Map 2-10 shows clustered block groups of minority populations (46% percent or more) are observed in western and northwestern parts of the city.

Figure 2-5: Race and Ethnicity | City of Dayton



Source: ACS 5-Year Estimates (2019-2023)

Map 2-10: Race and Ethnicity | 2023



Source: ACS 5-Year Estimates (2019-2023)

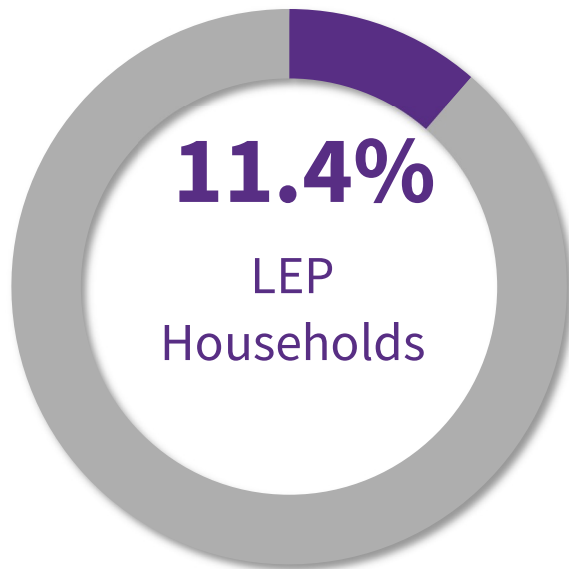


Limited English Proficiency

Transit may also provide residents with Limited English Proficiency (LEP) additional means of travel options to services and jobs. As shown in Figure 2-6, the majority of households speak English and approximately 11.4% of all households are considered LEP.

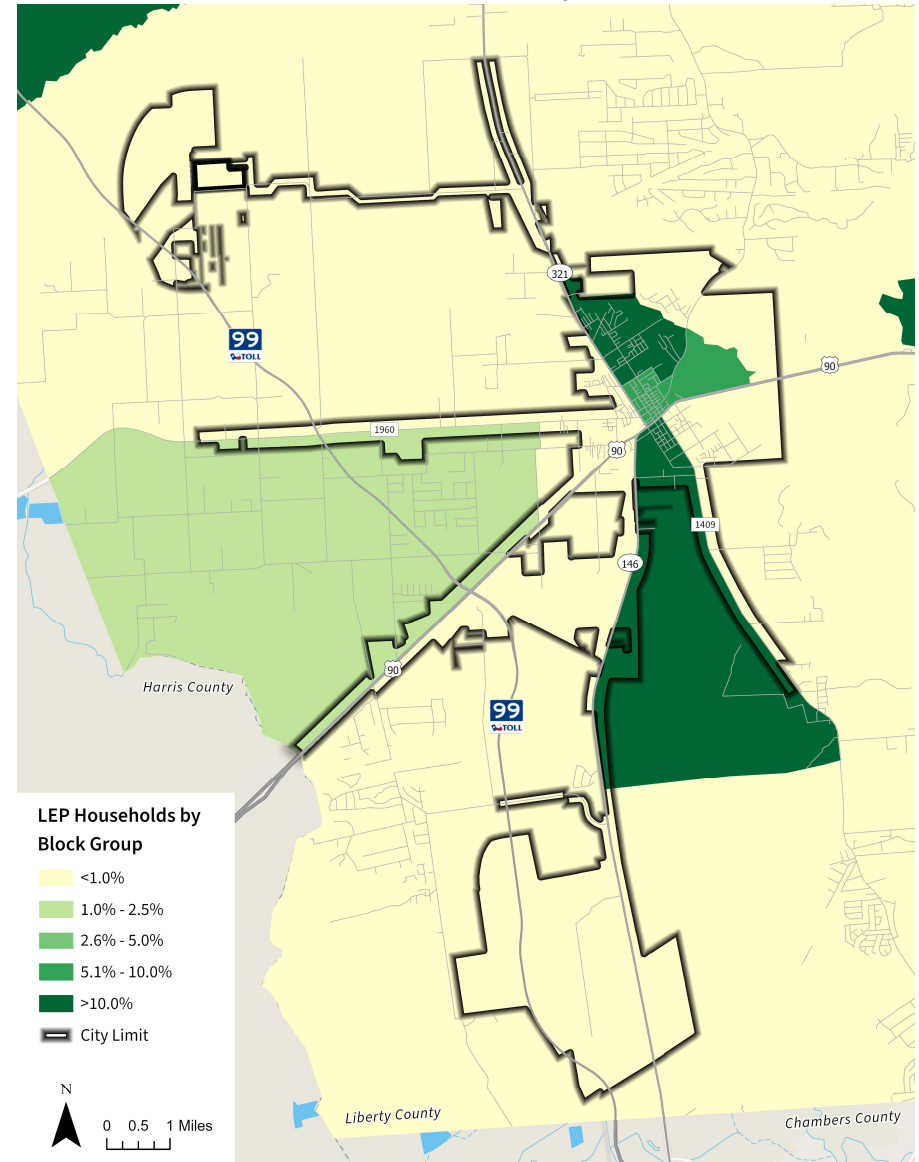
According to the American Community Survey (ACS) 2019-2023 5-Year Estimates, all of LEP households that speak another language speak Spanish. Map 2-11 shows the geographic distribution of LEP households. The largest presence of LEP households is located in the area south of US-90 and east of TX-146 as well as east of TX-321.

Figure 2-6: LEP Households



Source: ACS 5-Year Estimates (2019-2023)

Map 2-11: LEP Households | 2023



Source: ACS 5-Year Estimates (2019-2023)

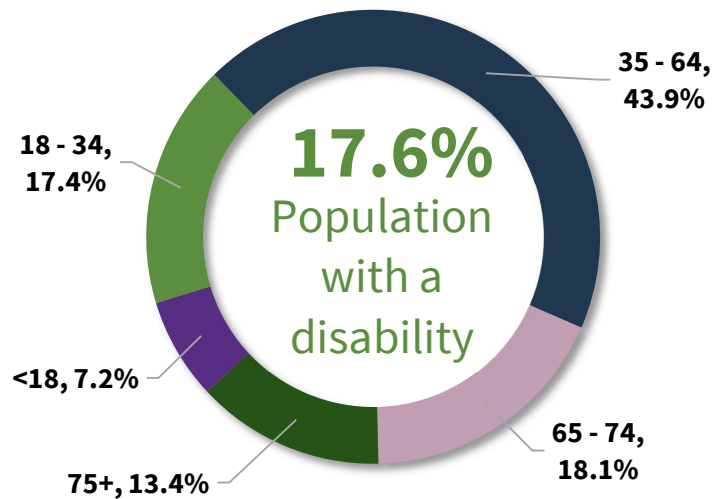


Population with Disabilities

Persons with disabilities may be unable to operate a vehicle on their own. Without reliable transportation options, individuals with disabilities may face significant barriers to employment, education, healthcare, economic, and social participation. It is important that all residents have accessibility to services.

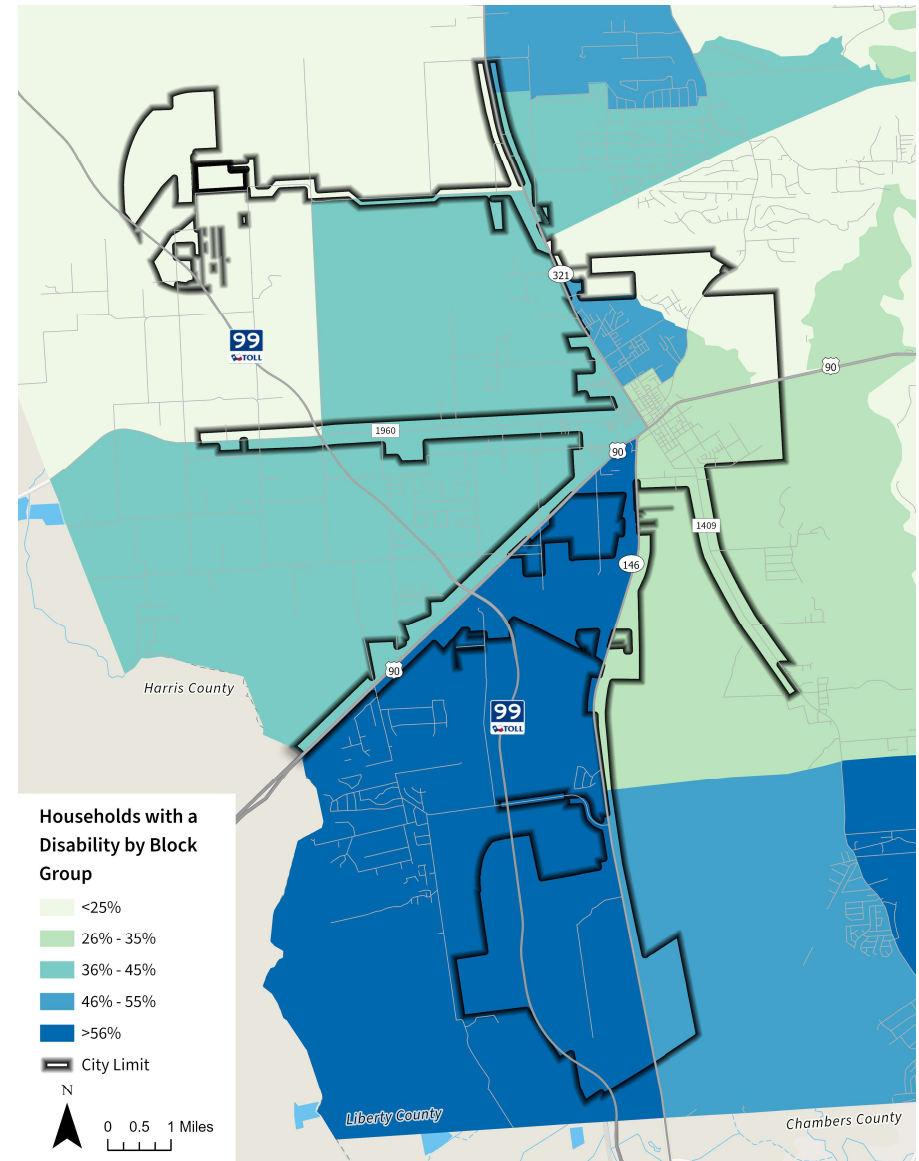
According to ACS 5-Year Estimates (2019-2023), approximately 17.6% of Dayton's population has a disability. Of the population with a disability, 43.9% being between 35 to 64 years old (Figure 2-7). Map 2-12 shows the distribution of households with at least one resident with a disability in and around the City of Dayton.

Figure 2-7- Population with Disabilities | 2023



Source: ACS 5-Year Estimates (2019-2023)

Map 2-12: Households with Residents with a Disability | 2023



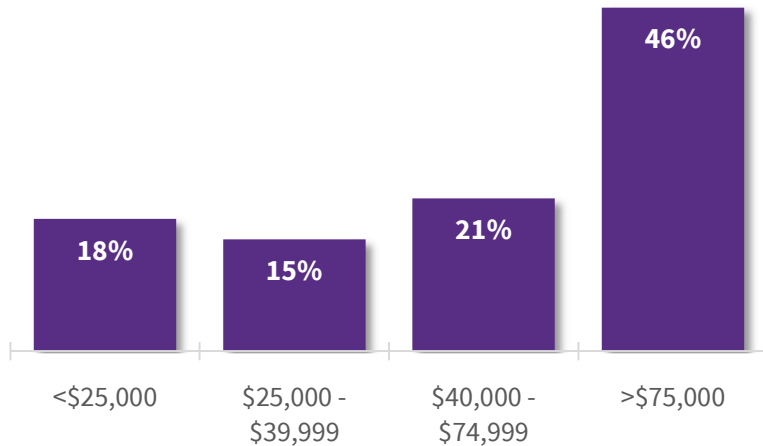
Source: ACS 5-Year Estimates (2019-2023)



Income

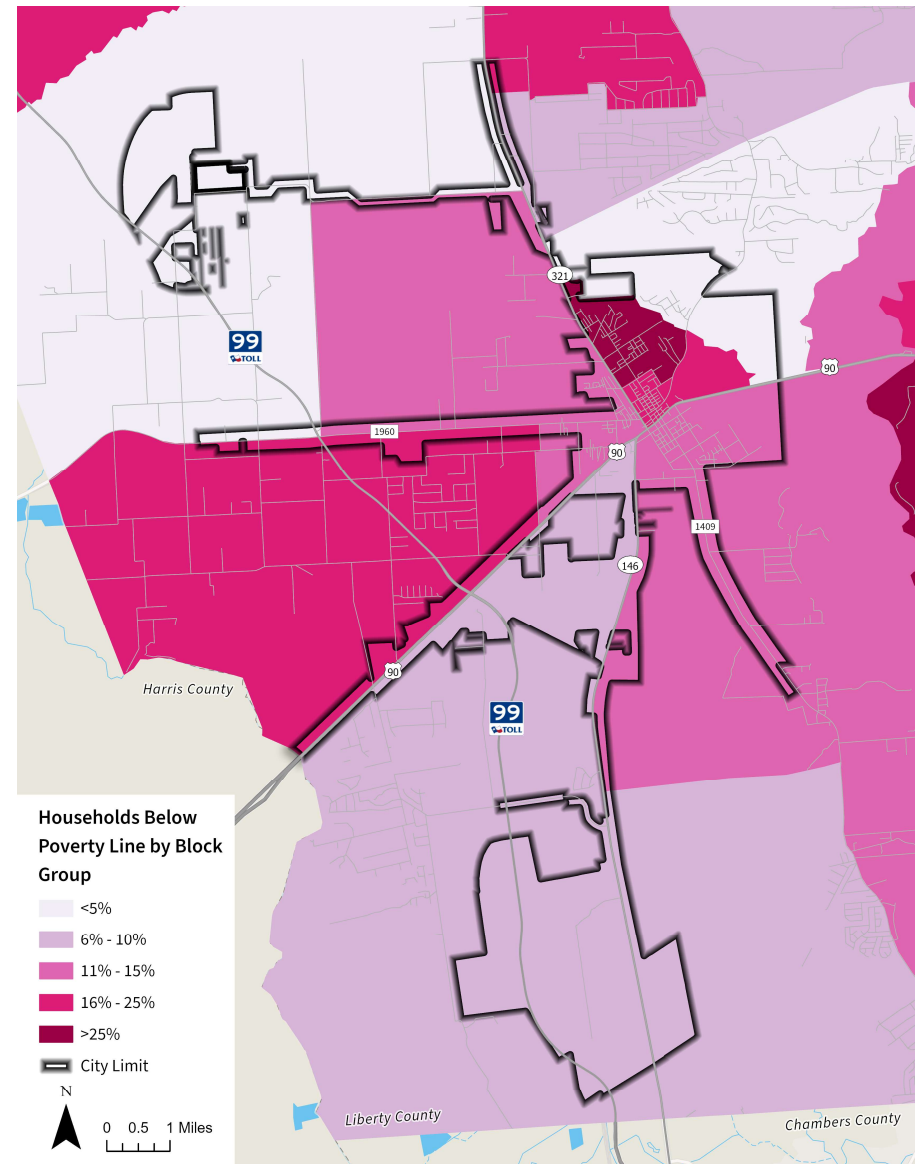
According to the Bureau of Labor Statistics, transportation was the second largest household expense after housing in 2023, approximately 17.0% of household expenditures nationwide. According to the United States Department of Transportation (USDOT), households making less than \$25,000 (the lowest income quartile) spent 30% of their after-tax income on transportation. Access to public transit may lower the financial burden of transportation on all households, but especially those with the lower-income. Figure 2-8 shows approximately 46.4% of Dayton households have an earned income of \$75,000 or more. The U.S. Census has a sliding poverty threshold dependent on household size. Map 2-13 shows those households below the poverty threshold are clustered east of TX-321.

Figure 2-8: Household Income Distribution



Source: ACS 5-Year Estimates (2019-2023)

Map 2-13: Poverty | 2023



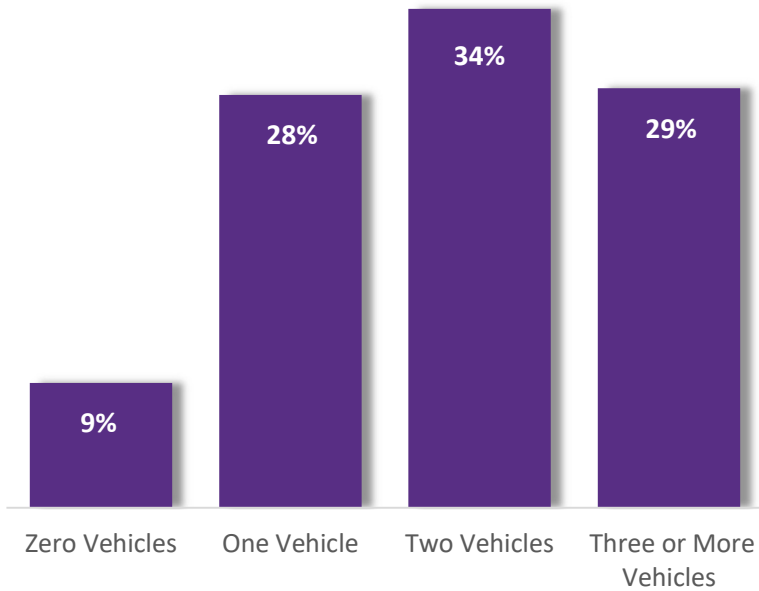
Source: ACS 5-Year Estimates (2019-2023)



Vehicle Ownership

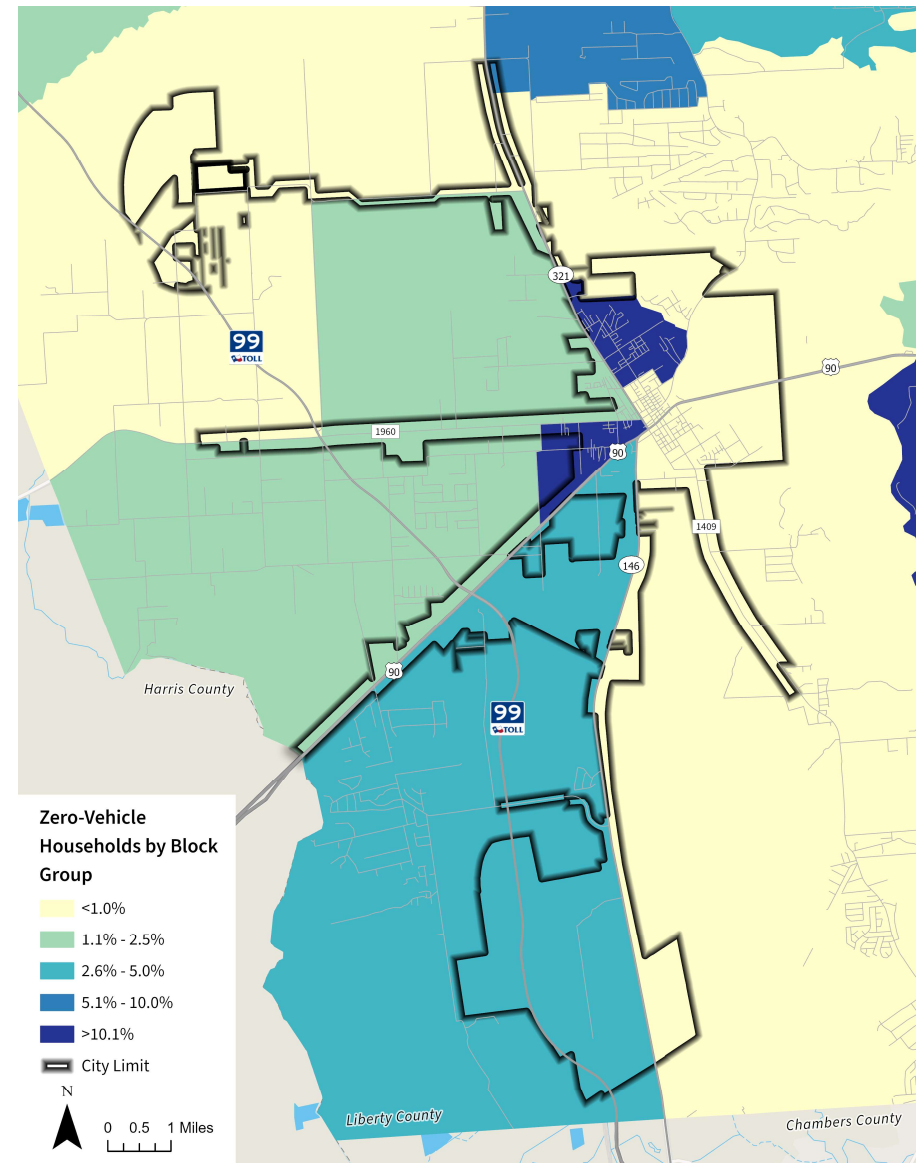
Vehicle ownership can create a financial burden. Zero-vehicle households, either by choice or need, are more inclined to utilize public transportation and alternative transportation options. Approximately 9% of Dayton households do not own vehicles (Figure 2-9). The majority of households have access to more than two vehicles. Map 2-14 shows more than 1 in 10 households east of TX-321 and areas north of US-90 in central Dayton are zero-vehicle households.

Figure 2-9: Vehicles by Households



Source: ACS 5-Year Estimates (2019-2023)

Map 2-14: Zero-Vehicle Households | 2023



Source: ACS 5-Year Estimates (2019-2023)



Latent Demand Analysis

An assessment of transit demand was conducted using a set of tools and methodologies to gain an understanding of existing and future travel needs for the City of Dayton.

Two map-based analysis tools were utilized to expand the utility of the population and employment data, summarized previously.

The **Density Threshold Assessment (DTA)** illustrates the relationship between the discretionary market, persons who have transportation choices, and the City of Dayton's geography. The **Transit Orientation Index (TOI)** measures traditional rider markets, persons who are transit dependent within a geographical area. The TOI assesses existing transit coverage in comparison with populations that have a propensity for transit use (older adults, youths, low-income, and zero-vehicle households).

Density Threshold Assessment

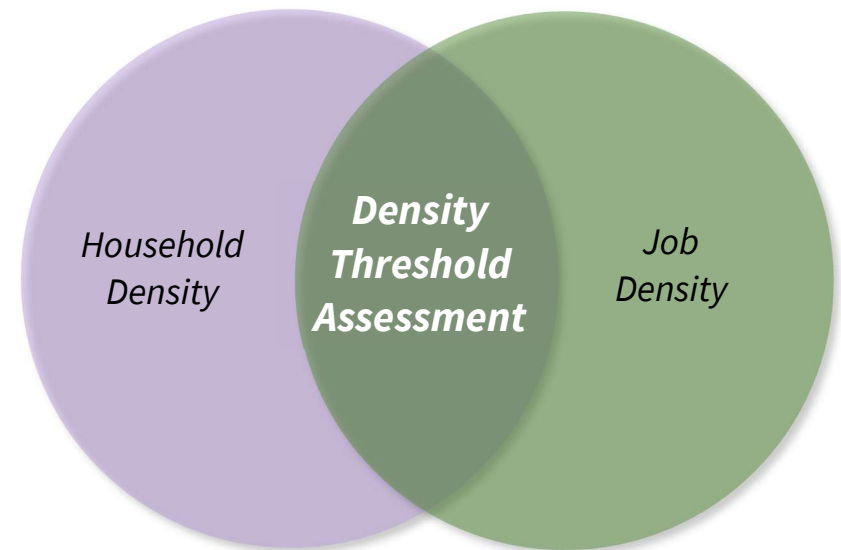
The discretionary market consists of potential riders residing in higher-density areas of the City of Dayton who may choose to use transit as a commuting or transportation alternative.

It should be noted that household data, due to no data regarding dwelling units, was used in its place, assuming that households provide a broader indicator of the local housing stock.

DTA assessments were conducted for both 2025 (Map 2-15) and 2050 (Map 2-16) to understand the impact that growth may have throughout Dayton. The following are the results of the DTA analysis:

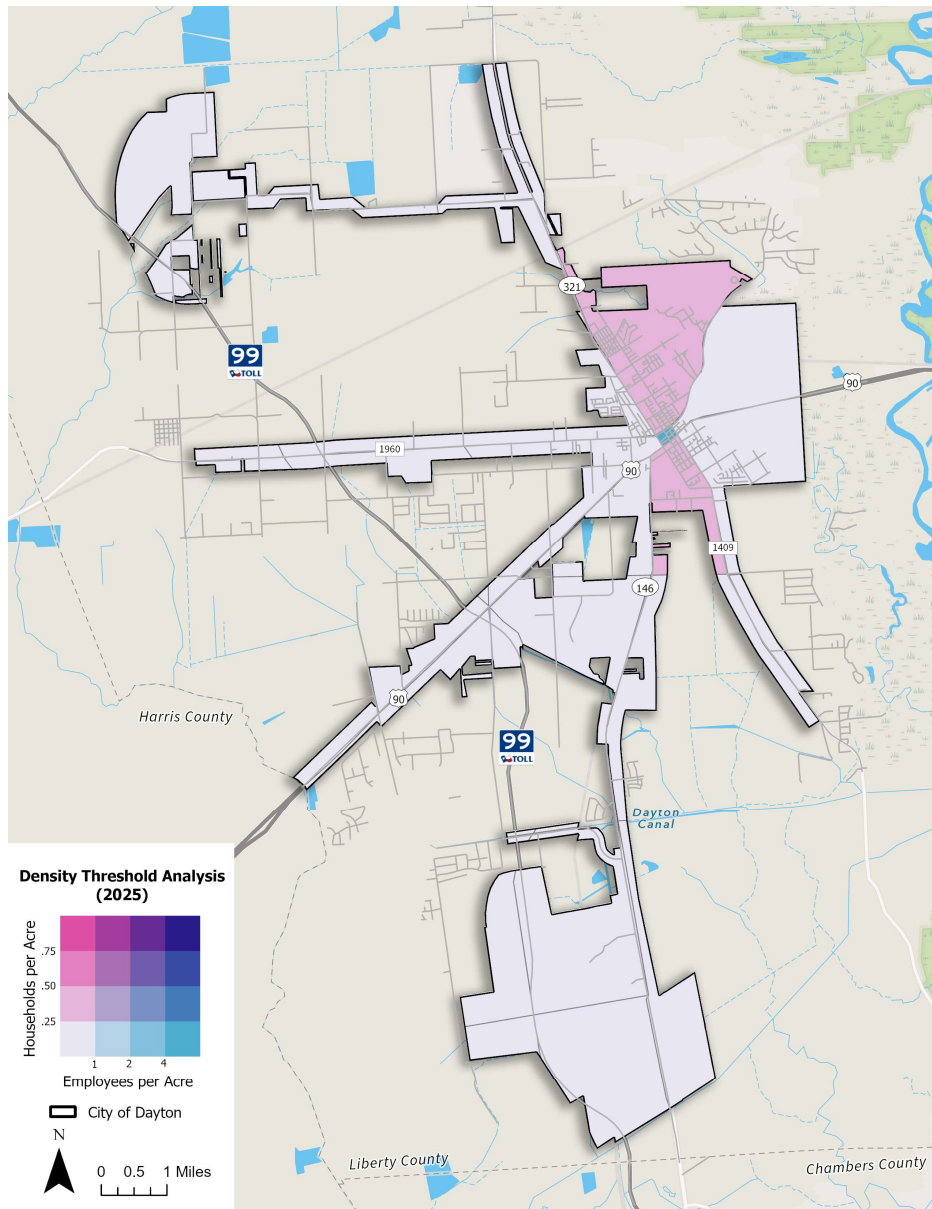
- The northeast quadrant of Dayton indicates a higher distribution of households than other areas in Dayton, with a relatively smaller density of businesses and employment.
- Dayton's central district is predominantly commercial, with indicators demonstrating a high concentration of employment in this area relative to other areas.

- An observable increase in the housing stock can be expected by 2050 on the outskirts of Dayton in areas such as FM 1409 and southeast of US-90.
- It is expected that the center of Dayton will maintain density and growth through 2050.



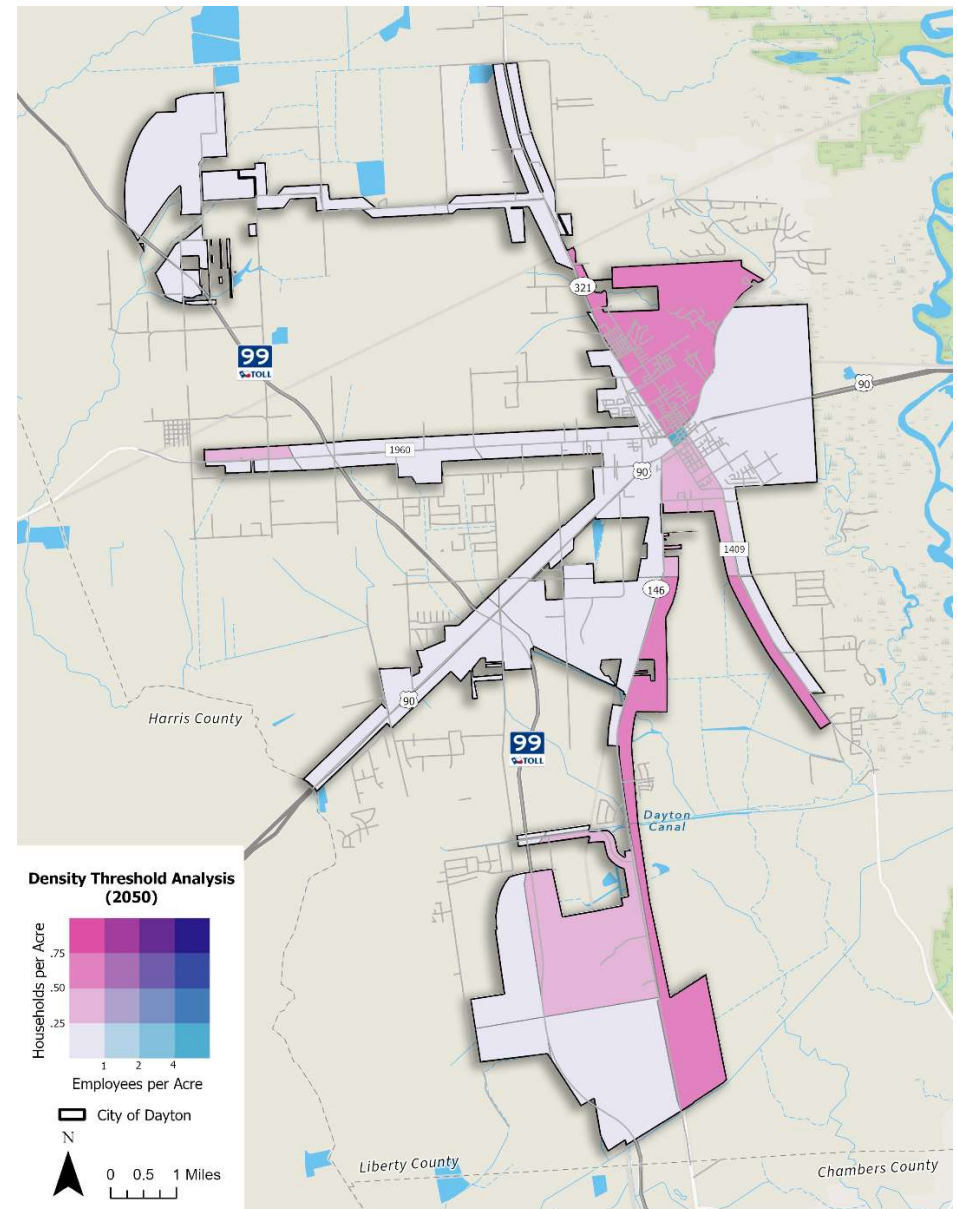


Map 2-15: DTA | 2025



Source: H-GAC Regional Growth Forecasts

Map 2-16: DTA | 2050



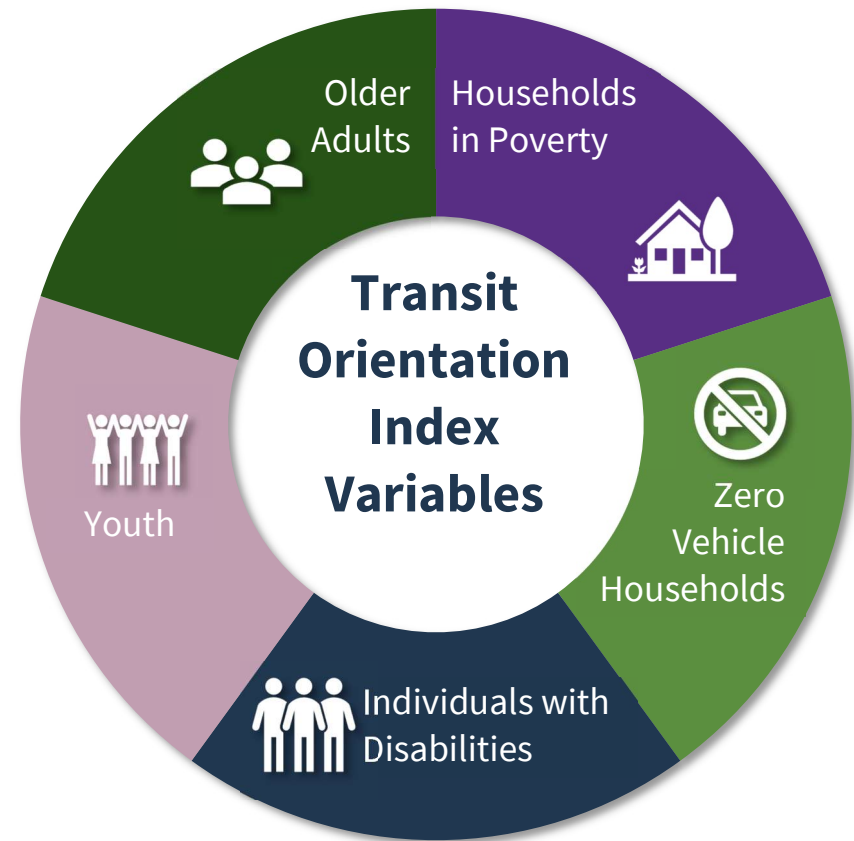


Transit Orientation Index

A traditional rider market refers to population segments that historically have a higher propensity to use transit or are dependent on public transit for their transportation needs. This market was analyzed using the TOI methodology described previously.

Variables used to determine traditional transit users are shown in Figure 2-10. For some individuals, the ability to drive is greatly diminished with age, such that they must rely on others for their transportation needs. Likewise, younger persons who need to travel to school or employment or for leisure may rely more on public transportation until they reach driving age. For lower-income households, which may have no private vehicle or more drivers than available vehicles, transportation costs are particularly burdensome, as they tend to spend a greater portion of income on transportation-related expenses than higher-income households; therefore, these households typically have a higher reliance on public transportation for their mobility needs.

Figure 2-10: Transit Orientation Index Variables



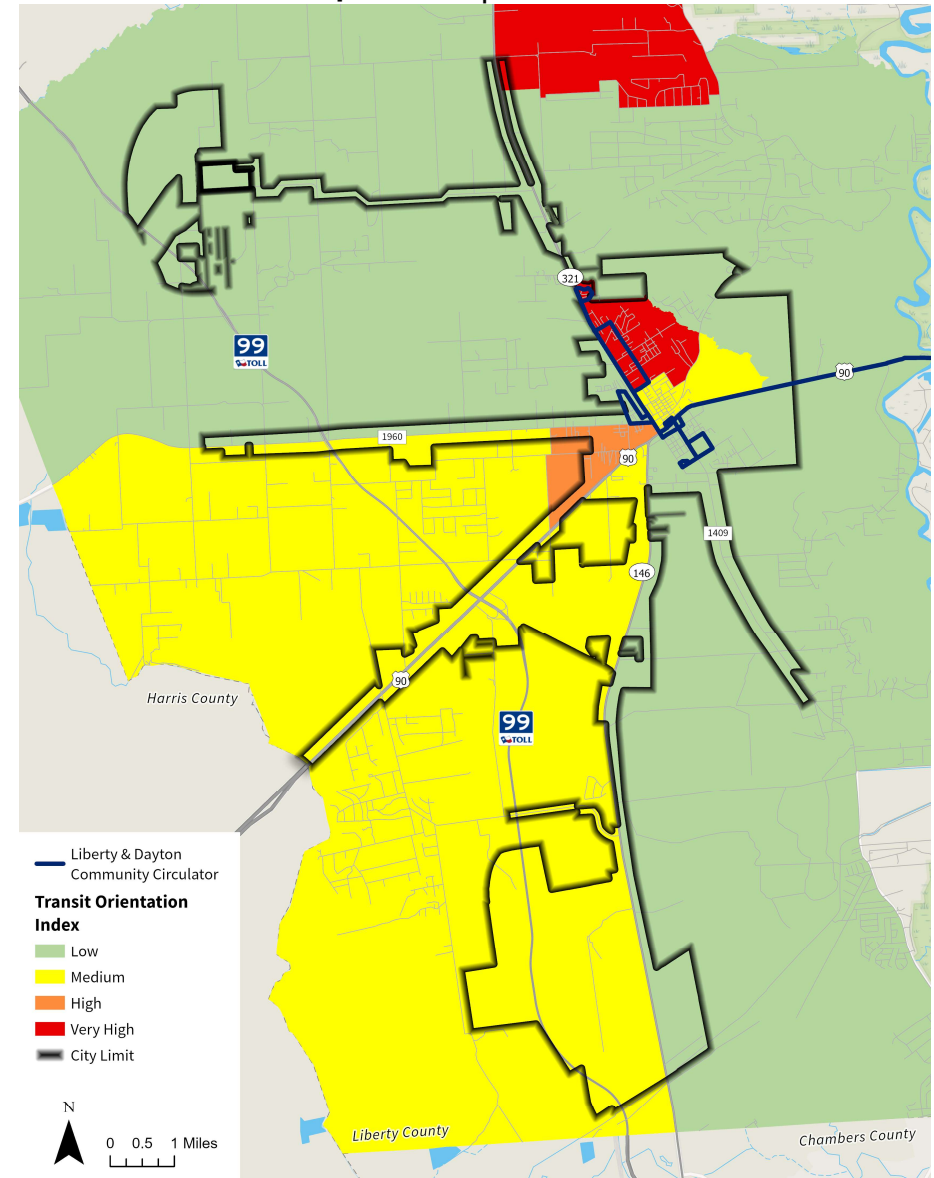


The TOI was developed to assist in identifying areas of the city where these traditional rider markets exist. To create the TOI for this analysis, demographic data from the ACS with 5-Year Estimates (2019–2023) were analyzed at the block group level for the demographic and economic variables. Using data for these characteristics and developing a composite ranking for each census block group, each area was ranked as “Very High,” “High,” “Medium,” or “Low” in their respective levels of transit orientation (Map 2-17).

The following are the results of the TOI analysis:

- Areas with a medium orientation towards transit include areas adjacent to US-90 west TX-146.
- Areas with a high orientation towards transit are found in the western portion of the city, including north of US-90 between Stilson Road and Cleveland Street.
- Areas with a very high transit orientation are in central Dayton, north of Clayton Street, east of TX-321.

Map 2-17: TOI | 2023



Source: ACS 5-Year Estimates (2019-2023)



Land Uses

Effective local land use and development policies can support the use of public transit. Implementing land uses that promote high density residential and employment centers helps create an environment that is walkable and supports multimodal alternatives like transit.

Reviewing and understanding future land use designations is important as it illustrates the vision for growth and development patterns. Transit-supportive land uses such as high density/multi-family residential areas and mixed-use areas may provide more opportunities for transit to succeed with their potential for higher demand for transit.



Source: Google Earth



Current Land Use

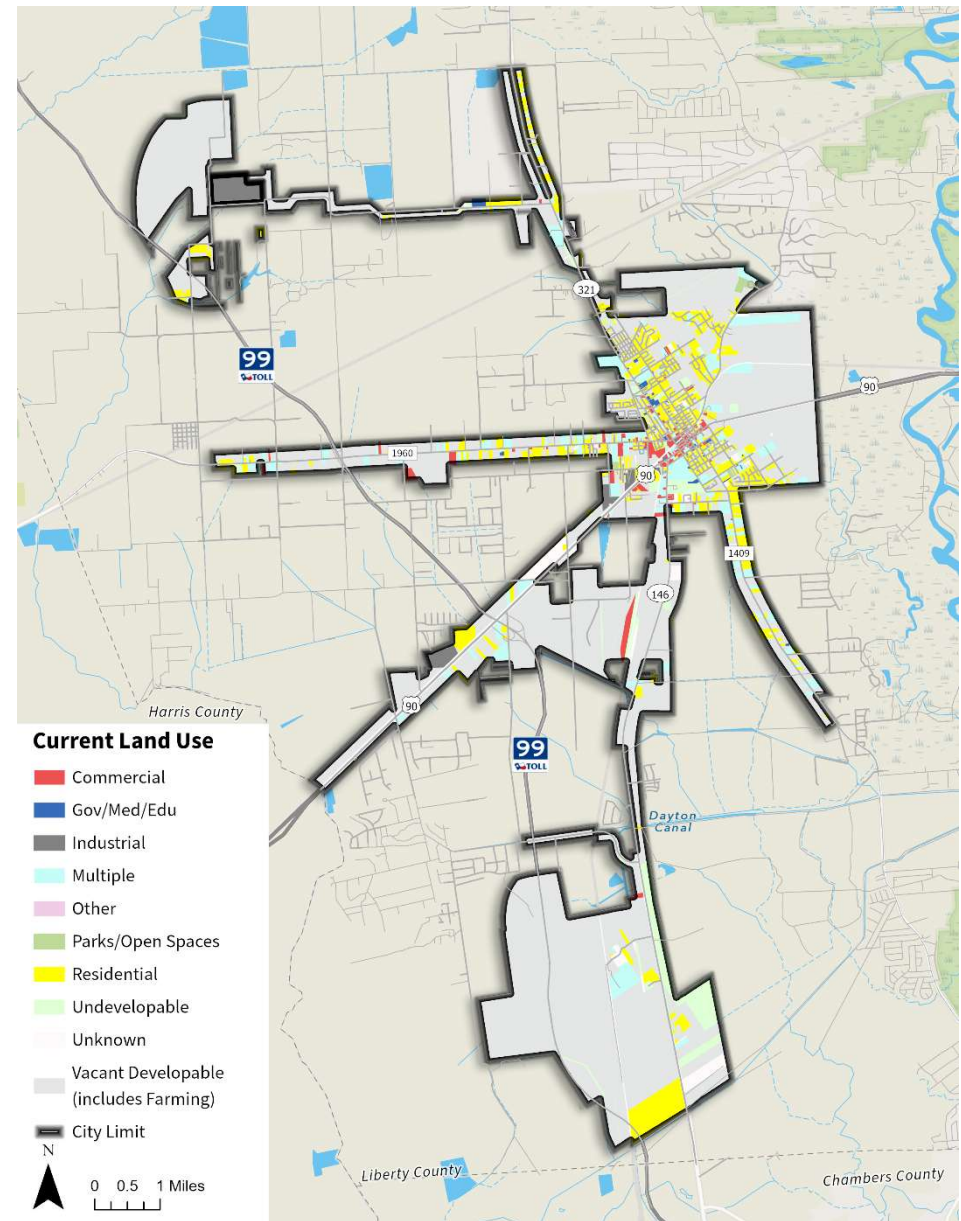
Dayton's Current Land Use designation reveals several significant trends in land use planning. Development is heavily focused along major transportation corridors like US-90, TX- 99, and TX-146, with commercial and industrial zones concentrated in these areas. This suggests a strategic emphasis on leveraging these routes for economic growth and accessibility.

The core of the city is predominantly composed of residential parcels, potentially indicating a predominantly commuter population (Map 2-18). A notable portion of the southern and eastern areas is designated as vacant and developable, signaling ample potential for future growth in various sectors and availability for future development. This may point to a growing population.

Additionally, industrial zones are strategically located near key transportation infrastructure, underscoring the city's focus on logistics and manufacturing.

Overall, Dayton is poised for growth, with an emphasis on industrial development and transportation.

Map 2-18: Current Land Use



Source: H-GAC



Future Land Use

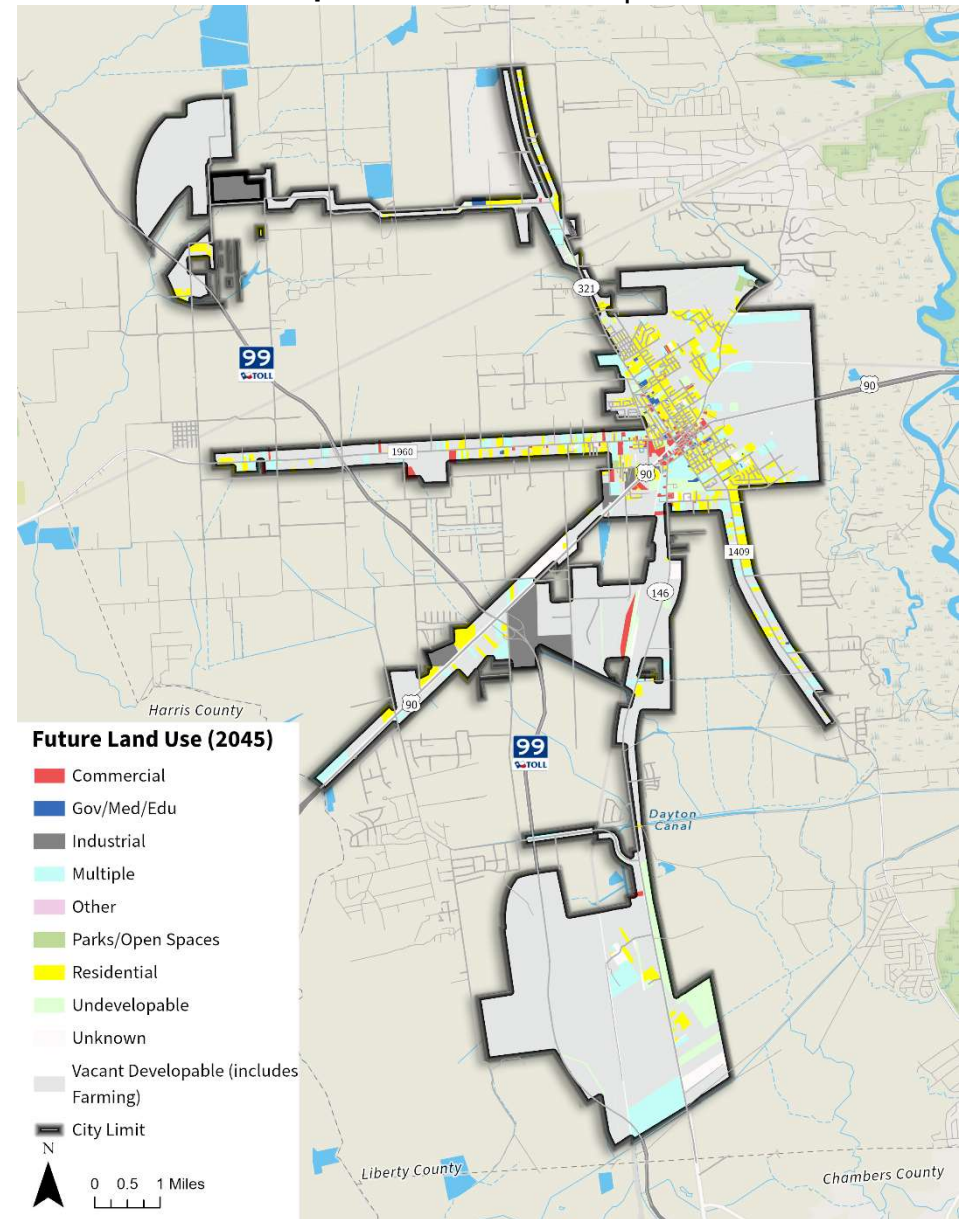
The 2045 Future Land Use map, though similar to the Current Land Use map, exhibits some differences. Significant highways such as US-90, TX-146, and TX- 99 play a pivotal role in shaping development, serving as major corridors that connect key zones of activity.

Residential areas are noticeably expanded, particularly along key corridors like US-90 and TX-99, reflecting the anticipated population growth and increased housing demand (Map 2-19).

Similarly, commercial zones show a marked increase, especially near major transportation routes and the city center and Industrial areas have also grown, with a focus on the northern and southern regions near major infrastructure, indicating a strategic push to support logistics and manufacturing while reducing impacts on residential zones.

Vacant developable lands are more clearly defined on the 2045 map, signaling areas targeted for future projects, while parks and open spaces are preserved or slightly expanded, demonstrating a commitment to environmental sustainability and community well-being.

Map 2-19: Future Land Use | 2045



Source: H-GAC



Land Use Implications

According to the United States Department of Transportation (USDOT), land use strategies are key to reducing transportation cost burdens. Land uses that allow origins and destinations to be closer together can reduce the general cost and burden of travel. Conversely, land uses that encourage more dispersed travel origins and destinations, such as lower-density patterns, allow for fewer opportunities for clustered trips.

The City of Dayton's general existing low-density pattern of development is a challenging environment in which to provide productive fixed-route transit services in terms of passengers per revenue mile. Generally, lower density land uses have mostly favored the automobile for a very long time.

Low-density residential land uses/development will continue to be a challenging environment in which to provide efficient fixed-route transit services, but provides opportunities for on-demand style services. The projected growth in both residential and commercial sectors and a push for a connection with a growing region may affect land use and development decisions. As developers seek to establish additional communities, the City of Dayton has an opportunity to recommend the inclusion of transit-friendly design and amenities.

Furthermore, the City of Dayton should continue to coordinate with developers and the appropriate departments to focus on bike and pedestrian accessibility to transit. This effort may include building transit stops that are directly accessible from the respective destination.

Encouraging higher density land uses can bolster economic development efforts, considering that transit is an engine of economic development and incentive for real estate investment, and also provide benefits for developers such as reduced parking needs, a multimodal pedestrian-friendly environment, and support for a greater mix of uses. The City of Dayton should continue to monitor opportunities to add density and/or transit-supportive development adjacent to or in developing areas.

According to the Texas A&M Transportation Institute, the public health crisis that occurred in 2020 had a great impact on travel patterns and development. More recently, the uptick in working from home changed commuting choices and showed a shift towards private vehicles and microtransit style services.



Major Activity Centers

Major activity centers are places that generate a need for residents to travel to them either for employment, recreation, or shopping and include recreational areas, educational establishments, major shopping centers, and government or business offices.

Parks

Dayton features several parks and recreational facilities designed to serve the community with spaces for outdoor activities, family gatherings, and leisure. Notable parks include Parker Park, a central hub offering sports fields, picnic areas, and playgrounds ideal for families and youth activities.

Each facility plays a crucial role in supporting a healthy, active lifestyle for residents while also attracting visitors. The city continues to enhance these spaces to ensure they meet the growing recreational needs of the community.



Source: Google Earth



The Crossroads

The Crossroads is a central attraction in Dayton, Texas, combining history, entertainment, and community events to create a vibrant hub for locals and visitors alike. Centrally-located, it serves as a cultural and social gathering place, offering a variety of activities highlighting Dayton's community spirit. The site frequently hosts live music, seasonal festivals, and other events that draw diverse audiences. Its design and programming make it an essential part of the city's efforts to enhance local tourism and create shared experiences.

Dayton Community Center

Home to the Jones Public Library, Dayton Senior Center, and the Dayton Chamber of Commerce, the Dayton Community Center is a multi-functional facility that provides space for various community-focused events and activities. Additionally, it is available for meetings, conferences, banquets, and social gatherings, offering a range of flexible spaces to accommodate different needs. Beyond its functionality, the center plays a critical role for community connections by hosting programs, workshops, and celebrations that bring residents together.



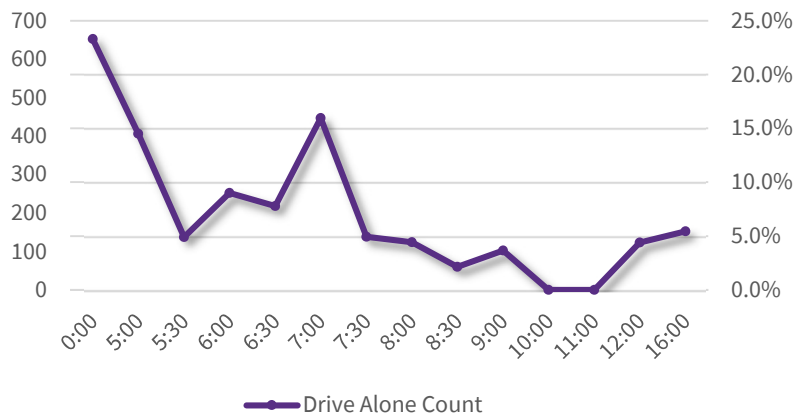


Travel Demand and Commuter Profile

Understanding Dayton's commuter profile, including travel modes and commute durations, plays a crucial role in evaluating how transit could enhance available transportation options.

Commute patterns are greatly impacted by local circumstances, including employment locations, types of jobs, and commute distances. Understanding these patterns in the earliest time of the day can help assess the impact that the large number of commuters could have on local traffic. Figure 2-11 demonstrates the departure times for the working population in Dayton. Those who left between 12:01 AM and 4:59 AM are represented by the 0:00 point in the graph. The axis labels represent the beginning of the time window. For example, 5:30 represents the time between 5:30 and 5:59.

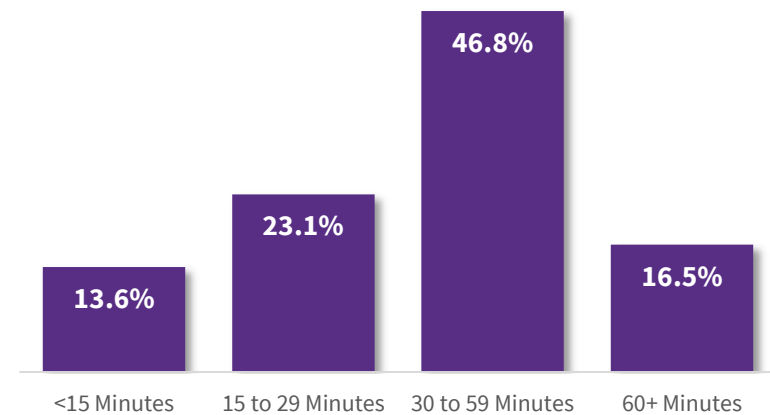
Figure 2-11: Work Departure Time



Source: ACS 5-Year Estimates (2019-2023)

When looking at morning departure times for the working population, a large number of early morning departures can be observed around 5:00 AM and 7:00 AM. These two patterns reflect an early morning commute for workers in the agricultural sector, while the 7:00 AM peak commute is notably earlier than in many places, reflecting long-distance commutes to Houston or nearby suburbs. A little over 10% of commuters depart between 7:30 and 8:30 which could indicate a smaller local commute in Dayton in anticipation of the typical workday. Given the relatively smaller portion of commuters at this time, it suggests that most of the working population works outside of Dayton. This information is supported by data regarding commute lengths. Almost 14% of commutes are shorter than 15 minutes. Approximately 63% of commuters indicated that their commutes are longer than 30 minutes, of which 16.5% of commuters spend longer than 60 minutes traveling to their workplace (Figure 2-12).

Figure 2-12: Commute Length | Drive Alone

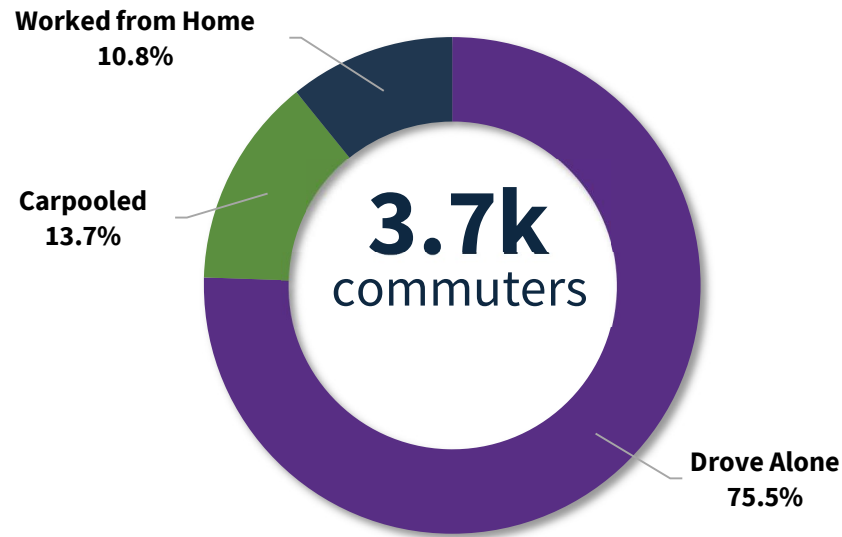


Source: ACS 5-Year Estimates (2019-2023)



The modal split of commuters in Dayton helps to understand how people move around Dayton. Three out of four commuters will drive alone, while almost 14% carpool with other commuters. More than 10% of workers, however, work from home, a pattern that has grown since the COVID-19 Pandemic (Figure 2-13).

Figure 2-13: Commuter Modal Split



Source: ACS 5-Year Estimates (2019-2023)

Overall, these commute profiles suggest that Dayton is very car-dependent and is greatly impacted by the job opportunities in both the agricultural sector as well as in Houston and its suburbs. Finally, the profile suggests the importance of commuter mobilization in the earliest hours of the day. These are all prime conditions for commuter transportation services, such as commuter express buses or similar modes that could potentially tap into an unmet demand for such a service.



Source: Google Earth



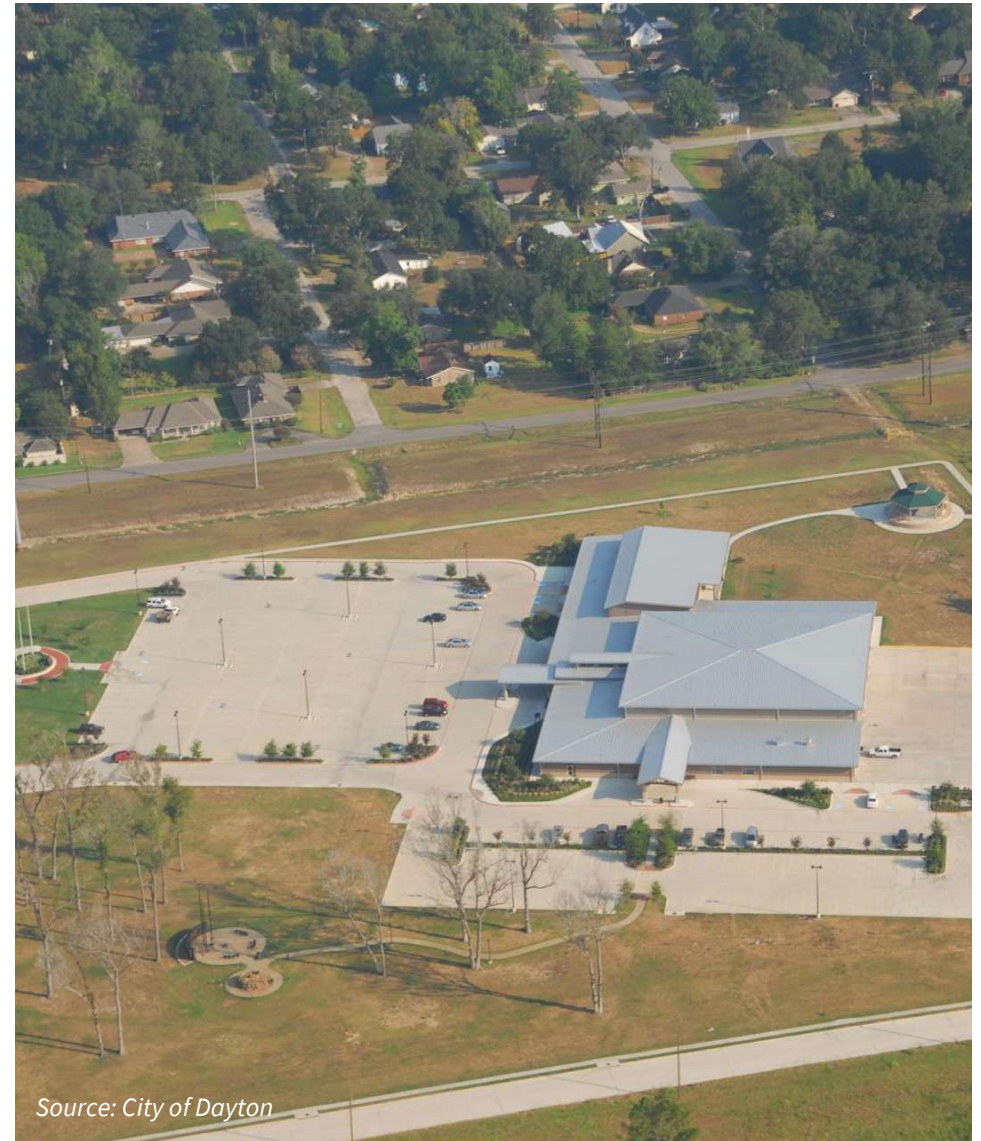
Travel Flow Analysis

Understanding regional travel patterns can be effective for planning transportation within a broader context. This section explores the flow of travel within Dayton, Texas, and its connections to the surrounding region.

Using data from Replica, a mobility analysis platform, the analysis examines trip origins and destinations, revealing key commuter corridors. By analyzing these patterns, insights are provided into the movement of residents, workers, and visitors, highlighting opportunities to improve connectivity and support regional growth.

Three key activity centers were selected to evaluate travel demand in the region. Travel flows provide a clear picture of mobility demand, demonstrating that demand is typically highest in close proximity and diminishes rapidly with increased distance. Using data from Replica, which models trips at the Census block group level, the analysis captures typical weekday travel over a three-week period. The data generates trip counts indicating demand between various block groups of origin in relation to a destination. The Dayton Community Center, pictured on the right, generates high demand from within Dayton and nearby communities. Notably, significant demand originates from areas like Mont Belvieu and the other areas in Chambers County (Map 2-20). This pattern suggests a potential link to freight movement.

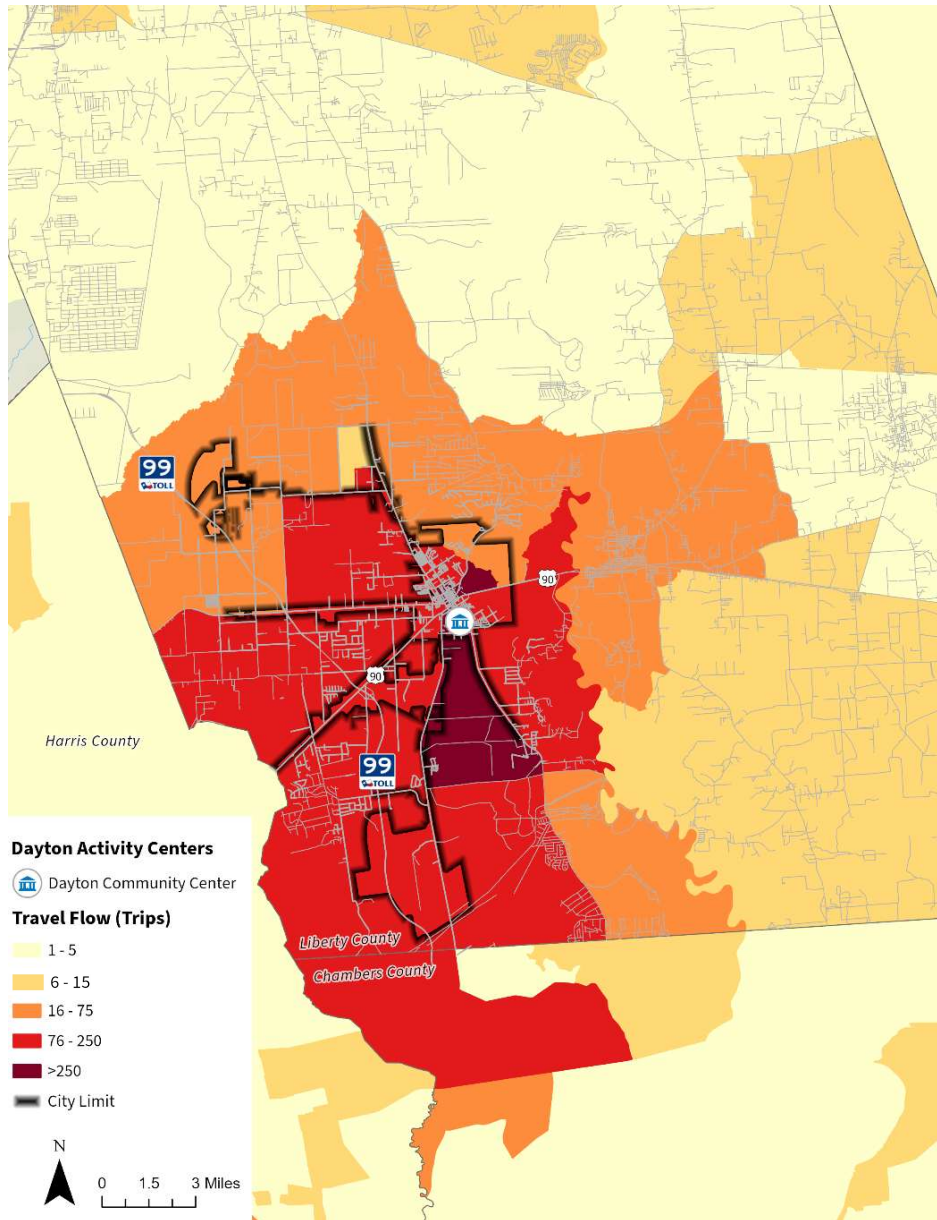
The Crossroads Plaza and Parker Park are situated within the same block group, which experiences high travel demand from across Dayton and neighboring communities. This block group is also a frequent destination for travelers from east of Dayton (Map 2-21).



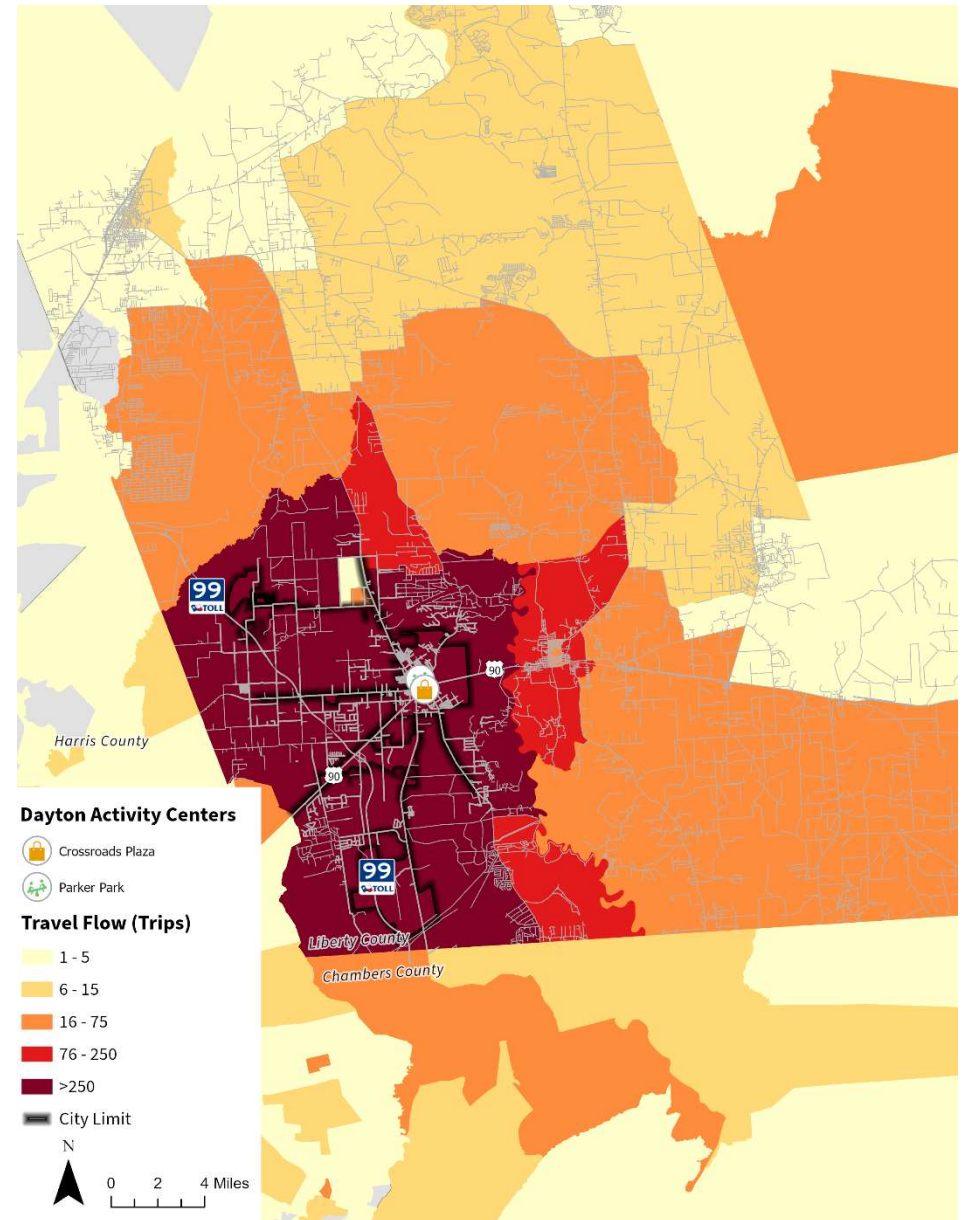
Source: City of Dayton



Map 2-20: Travel Demand to Dayton Community Center



Map 2-21: Travel Demand to Crossroads Plaza and Parker Park





3.0 Existing Transit Services

This section includes available information on existing transit services in Dayton and its immediate region, concentrating on those operating within and connecting to the city. It includes information about the services that Brazos Transit District provides, existing infrastructure, and other relevant information about the service.

Liberty & Dayton Community Circulator

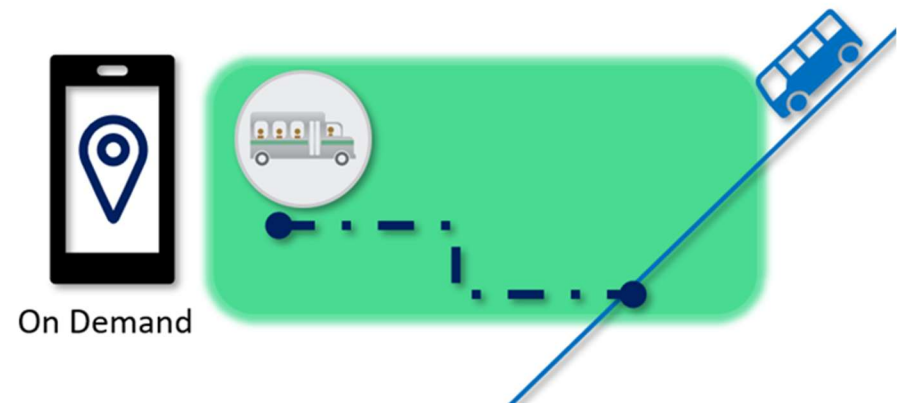
The Liberty & Dayton Community Circulator is the primary public transportation service connecting the cities of Liberty and Dayton. This fixed-route service runs Monday through Friday from 9:52 a.m. to 4:15 p.m., providing four trips throughout the day and serving designated time points approximately every hour and 49 minutes. Riders may wave at the bus to signal it to stop at any point on the route. The route serves key locations in both Liberty and Dayton, including government offices, local businesses, parks, and residential areas. In Liberty, the route begins by serving local commercial zones and providing connections to residential neighborhoods. In Dayton, the service offers access to important community destinations such as the Dayton Community Center, shopping areas, and recreational facilities. The route plays a role in ensuring that Dayton residents can access essential services. The service's schedule and affordable fares make it a useful transportation resource for the community.

Microtransit

Microtransit is a flexible, on-demand transportation service that connects riders to and from destinations within a designated zone. In addition, microtransit can provide a convenient first-mile/last-mile connection to and from the Liberty & Dayton Community Circulator (Figure 3-1).

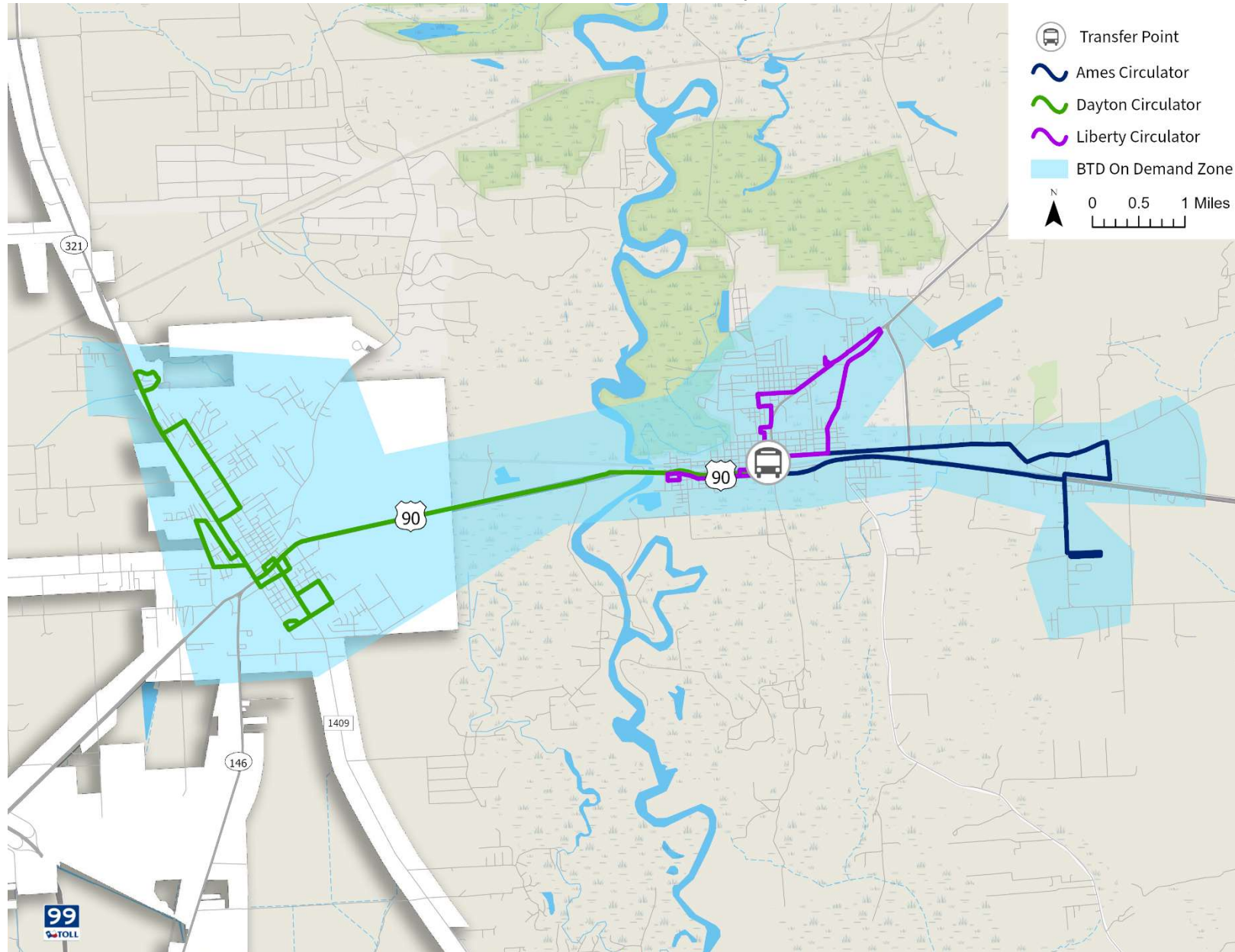
Brazos Transit District, in partnership with Alamo Regional Transit (ART), provides on-demand microtransit service within the same service areas as the Liberty & Dayton Community Circulator in Dayton, Liberty, and Ames. The current program started in mid-2025 and has been funded for two years. Microtransit rides can be booked through the ART mobile app or by phone.

Figure 3-1: Microtransit First-Mile/Last-Mile Service Example





Map 3-1: Existing Transit Service | Dayton

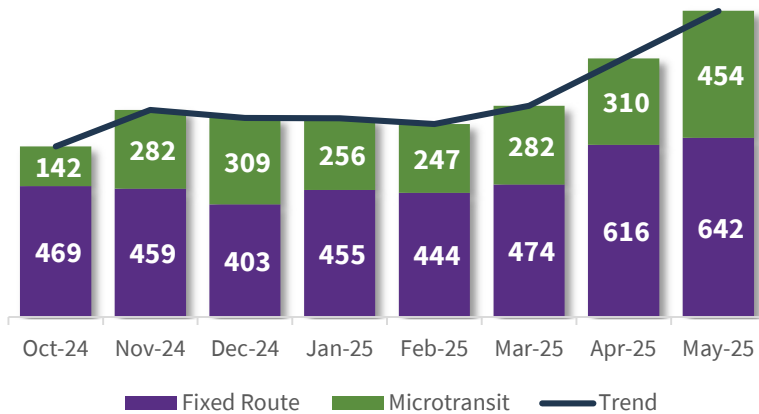




Ridership

Total system ridership has increased 79.4% from October 2024 to May 2025, with a notable increase after the public outreach efforts in March through May 2025. As shown in Figure 2-8, Fixed-Route ridership has increased 36.9% and microtransit has increased 219.7% in the same time period.

Figure 3-2: Liberty-Dayton-Ames Ridership | FY2025



Source: Brazos Transit District

Infrastructure

Bus stops play an important role with any transit system, providing riders with a safe and designated place to wait for a bus and a way for the transit agency to promote its services. Currently, there is not any supporting bus stop infrastructure for the Liberty & Dayton Community Circulator in Dayton. The transfer point in Liberty connects the Liberty & Dayton Community Circulator to the Liberty and Ames Circulators.

Fares

There are multiple fare options available with the one-way fixed-route fare available to the general public at \$1.00 and microtransit fare at \$2.00. Tables 3-1 and 3-2 show the existing fare and pass options for Brazos Transit District.

Table 3-1: Brazos Transit District | Fares

Fare Type	One-Way
Microtransit	\$2.00
General Public	\$1.00
Children 6-12	\$0.50
Older Adults/Those with Disabilities	\$0.50
Medicare	\$0.50
Children Under 6	Free

Source: Brazos Transit District

Table 3-2: Brazos Transit District | Passes

Pass Type	Standard	Reduced*
Day	\$3.50	\$1.75
Weekly	\$15.00	\$7.50
Monthly	\$45.00	\$22.50
Ticket Book/S&D Punch Pass	\$40.00	\$20.00
MultiRide**	\$42.00	N/A

Source: Brazos Transit District

*Must present valid school issued or Brazos Transit District issued identification card while boarding.

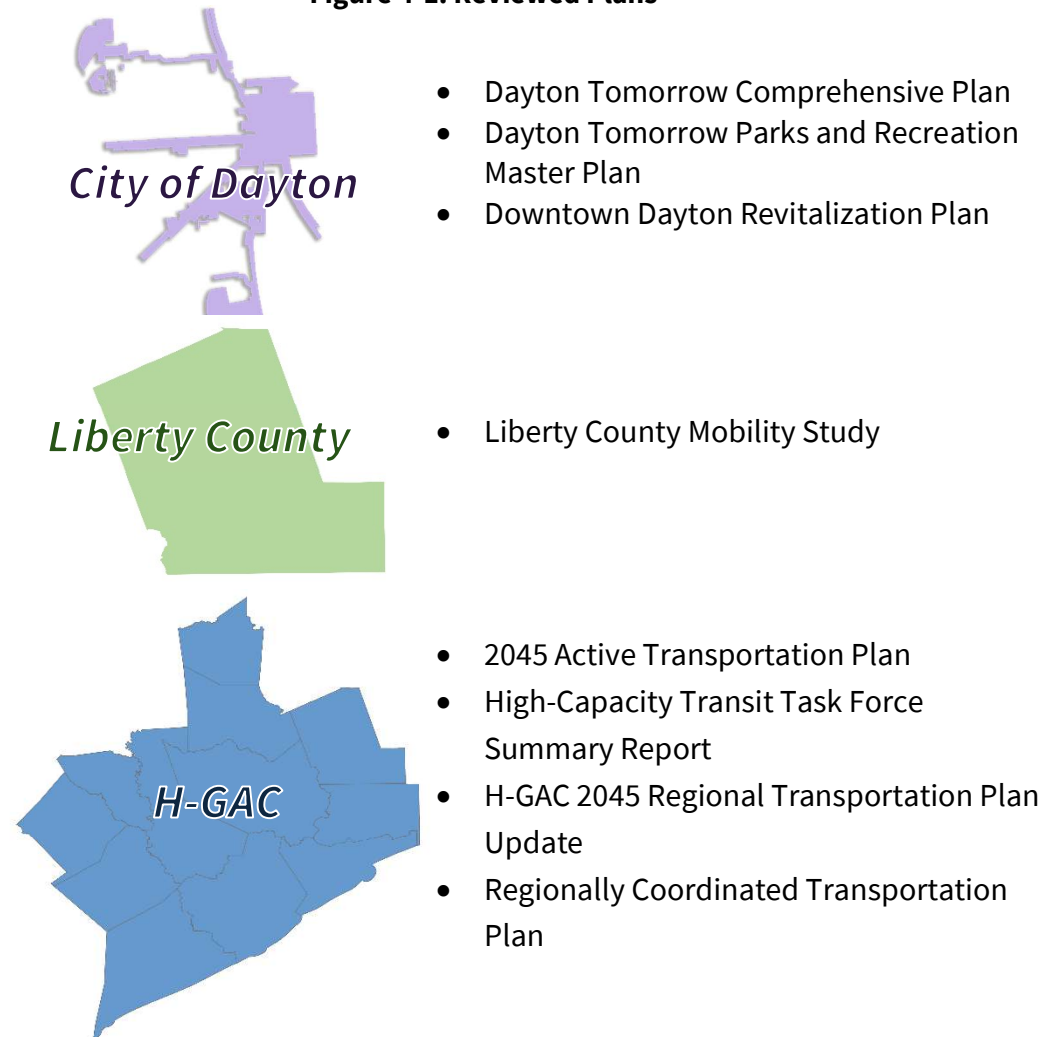
** 42 one-way trips.



4.0 Plans Review

As a part of the development process, various regional, county, and local plans that are relevant were reviewed to inform as well as stay consistent with other local and regional planning efforts to enhance transit. The plans reviewed for the Dayton Transit Study are listed in Figure 4-1.

Figure 4-1: Reviewed Plans





Dayton Tomorrow Comprehensive Plan | 2017

The Dayton Comprehensive Plan, Dayton Tomorrow 2035, is a long-term framework for managing Dayton's growth and development. It emphasizes strategic investments in land use, transportation, and economic development, guiding decision-making for city officials. The plan prioritizes citizen involvement, projecting a population boom requiring significant infrastructure expansion. Transportation goals include maintaining existing roads, integrating smart technology, and planning new roadways to connect Dayton to the greater Houston region. Economic initiatives focus on diversifying the tax base, encouraging small businesses, and promoting downtown redevelopment.

This plan positions Dayton to manage population and economic growth while preserving its small-town character. Transportation planning highlights include proactive funding for roadway maintenance, promoting multimodal transportation, and aligning development with regional connectivity goals. These initiatives aim to enhance mobility, economic resiliency, and livability for residents.

Downtown Dayton Revitalization Plan | 2018

The Downtown Dayton Revitalization Plan envisions creating a mixed-use, walkable downtown core. It targets key catalyst sites to spur redevelopment, aiming to balance historic preservation with modern amenities. The plan supports establishing a Tax Increment Reinvestment Zone (TIRZ) to finance public improvements and foster private investment. Strategic priorities include upgrading aging infrastructure, enhancing pedestrian access, and promoting downtown as the city's cultural and economic heart.

The plan integrates transit goals such as improving walkability and connecting the downtown area with broader transportation networks. Initiatives like sidewalk repairs and reduced car dependency align with sustainable urban growth, making

downtown a hub of economic and social activity while addressing transportation challenges.

Dayton Tomorrow Parks and Recreation Master Plan | 2019

The Parks and Recreation Master Plan outlines the development and maintenance of Dayton's parks and recreation system through 2040. It integrates community feedback to address existing deficiencies, prioritizes improvements, and guides the acquisition of new parkland. Strategic goals include aligning park initiatives with the Comprehensive Plan, leveraging external funding, and enhancing connectivity through trails and green spaces. The plan recognizes parks as an essential infrastructure that supports community health, tourism, and economic growth.

This plan emphasizes the focus on improved connectivity between parks and urban areas as a transportation planning priority, promoting walkability and multimodal access. The plan's integration with broader transportation goals ensures that parks contribute to Dayton's overall infrastructure strategy, enhancing quality of life and attracting visitors.

Liberty County Mobility Study | 2022

The Liberty County Mobility Study emphasizes a vision for improved mobility, safety, and economic opportunities through multimodal transportation solutions, aiming to meet the region's needs by 2045. Public engagement was a cornerstone of the study, with input from stakeholders and residents ensuring that recommendations align with community priorities.

For the City of Dayton, the study outlines several critical infrastructure improvements. Additional railroad and waterway crossings are identified as essential to enhancing cross-town mobility and reducing bottlenecks. A grade-separated railroad crossing is proposed at Klemp Road, with plans to extend the road north to connect with TX-321, addressing connectivity challenges



and delays caused by train traffic. Church Street is recommended for a feasibility study to evaluate potential widening to accommodate increased traffic volumes. Additionally, a bypass of US-90 is proposed to divert through-traffic from downtown Dayton, alleviating congestion and improving overall traffic flow. Transit recommendations to support the growing area include adding flex-zone operations and a park-and-ride near Dayton to support service into downtown Houston and the Texas Medical Center. These recommendations are designed to prepare Dayton for residential and commercial growth while addressing current transportation issues.

2045 Active Transportation Plan | 2019

This plan incorporates guidance from stakeholders across the Houston-Galveston area for non-motorized transportation modes including, but not limited to, walking, biking, and micromobility modes. Key recommendations for Dayton include short- and long-term improvements to intersections and roadway corridors, with an estimated cost of \$965 million. A major long-term proposal involves constructing a bypass around Dayton to reduce traffic congestion, although this requires further feasibility studies.

Additionally, the study emphasizes the importance of enhancing active transportation and transit options. Collaborative efforts with the Texas Department of Transportation (TxDOT), H-GAC, and the Brazos Transit District are encouraged to improve pedestrian and bicycle infrastructure, ensuring safer and more efficient travel options.

The plan also recommends updating development standards and the thoroughfare plan to better manage growth and align infrastructure development with community needs. These measures are intended to support Dayton's future development while addressing current transportation challenges. Implementing these recommendations will require coordinated efforts between

local authorities, regional agencies, and community stakeholders to enhance mobility, safety, and quality of life in Dayton.

High-Capacity Transit Task Force Summary Report | 2019

In response to the high population growth in the area, H-GAC recognizes that transit will be a part of meeting the area's mobility needs.

The plan highlights opportunities for Dayton to benefit from expanded high-capacity transit (HCT) options as part of the region's long-term transportation vision. The report identifies express bus services as a critical component for connecting Dayton to major employment centers in the Houston region, providing residents with reliable alternatives to car travel.

Additionally, the report emphasizes the potential for suburb-to-suburb transit routes linking Dayton to other suburban hubs, fostering regional connectivity, and supporting economic growth. These recommendations align with the broader goals of reducing car dependency, enhancing mobility, and addressing the transportation needs of a growing population.

H-GAC 2045 Regional Transportation Plan Update

The 2045 Regional Transportation Plan (RTP) Update presents a comprehensive vision for a safe, equitable, and multimodal transportation system for the eight-county region. With a budget of \$109 billion, the plan includes multiple projects addressing safety, congestion, transit accessibility, and environmental concerns. Key initiatives include expanding METRONext services, developing active transportation networks, and adopting emerging technologies. The plan incorporates extensive public input, performance metrics, and a strategic approach to align transportation investments with regional growth and sustainability goals. A significant emphasis is placed on improving air quality and achieving compliance with federal standards.



The RTP Update highlights the importance of long-term investments in transit infrastructure to meet the region's growing demands. The focus on multimodal solutions, such as Bus Rapid Transit (BRT), light rail expansions, and active transportation, reflects a shift towards reducing car dependency and improving regional connectivity. For transit planning, the plan underscores the need to prioritize safety, equity, and environmental sustainability. The integration of performance-based metrics and public engagement ensures that investments align with community needs, providing a roadmap for achieving a resilient and accessible transportation network.

Regionally Coordinated Transportation Plan | 2022-2026

The Regionally Coordinated Transportation Plan (RCTP) addresses the transportation challenges in the 13-county Gulf Coast region, focusing on vulnerable populations such as seniors, veterans, and low-income individuals. The plan identifies significant gaps in transit availability, accessibility, and coordination, particularly in areas with limited service options. Recommendations include expanding transit services, improving non-emergency medical transportation, enhancing public awareness of available options, and fostering collaboration among transit providers. The plan also emphasizes the importance of leveraging new federal funding opportunities to address service gaps and ensure the region's transit system keeps pace with its rapid growth.

The RCTP provides a critical lens on the equity and accessibility challenges faced by the Gulf Coast region's transit system. It highlights the need for better coordination among transit providers to create a seamless regional network, particularly for underserved communities. For transit planners, the plan stresses the importance of addressing service gaps through targeted expansions, improving infrastructure for paratransit and medical transportation, and fostering greater community engagement. The

plan also underscores the necessity of securing local matching funds to maximize federal funding opportunities, ensuring the sustainability of transit operations in the region.

Pearland Mobility Study

The Pearland Mobility Plan provides a comprehensive evaluation of the City's transportation system, focusing on safety, connectivity, network efficiency, and multimodal integration. The study incorporated extensive public engagement to identify congestion and safety concerns, guiding the prioritization of improvements. Through analysis of existing conditions, the updated Future Land Use Plan, and potential build-out scenarios, the Plan established both current and long-term mobility needs for the City. The resulting recommendations include a tiered project list categorized into short-term (0–5 years), medium-term (6–10 years), and long-term (11+ years) horizons. These projects are supported by data-driven assessments, innovative traffic technology strategies, and community input.



5.0 Public Outreach

Public involvement provides valuable guidance and direction for identifying transit needs in the community and public perceptions on and expectations for local and regional transit services. This section summarizes the public involvement process and activities conducted for the Dayton Transit Study along with key findings.

Public Involvement Techniques

To engage a full range of community stakeholders and facilitate active participation during the Dayton Transit Study process, outreach techniques categorized as direct or indirect were used (Figure 5-1). Efforts employed outreach techniques such as stakeholder interviews, an open house public workshop, and survey efforts to obtain input and raise awareness about transit services in Dayton and to assess public perception of transit services in the community.

Public Involvement Plan

Prior to initiating any outreach activities, a Public Involvement Plan (PIP) was created to guide the public involvement process for the Study. The PIP, provided in Appendix A, includes a wide range of activities to involve the public and key stakeholders representing local, regional, public, private agencies/organizations throughout the Transit Study process.

Figure 5-1: Public Involvement Techniques



Indirect Involvement Techniques

Materials or methods to inform the public and stakeholders about the project, including social media outreach, emails, and other materials such as fact sheets, fliers, display boards, and media releases.



Direct Involvement Techniques

Activities that directly engage the public and stakeholders in “hands-on” workshops and/or discussions about the project, such as open house public workshops, stakeholder interviews, public input surveys (printed and online), and presentations.



Public Involvement Activities

Table 5-1 summarizes the public involvement activities conducted and the scale of engagement, which are discussed in more detail in this section.

Table 5-1: Public Involvement Activities Summary

Event	Date	Engaged
Project Review Meetings	February – May 2025	5
Stakeholder Interviews	February – May 2025	11
Public Workshops		
Dayton Community Center	March 27, 2025	9
Dayton Community Center	June 24, 2025	17
Virtual Workshop	June 26, 2025	6
Surveys		
Transit Needs Survey	March 14 - April 14, 2025	240
Transit Priorities Feedback form	June 24, 2025	2
Rider Survey	March 24 - April 14, 2025	11
Email and Other Outreach	February – May 2025	440
Web and Social Media	February – May 2025	2,609
Total		3,350



Source: Benesch



Steering Committee Meetings

A Steering Committee was formed of community members and organizations to guide the Transit Study process and to facilitate input into the plan. Three virtual meetings have been held so far, as summarized below.

- **Kickoff #1** – In February 2025, to initiate the project and discuss the study objectives, project tasks and deliverables, planned public involvement strategies, and review the project schedule.
- **Meeting #2** – In April 2025, to review public involvement findings and discuss the preliminary transit needs.
- **Meeting #3** – In June 2025, to discuss the development and phasing of the proposed recommendations. Prior to the meeting, the steering committee members were asked to review the recommendations and provide comments and feedback.
- **Meeting #4** – In August 2025, to present the three draft implementation scenarios showing the recommendations to be implemented over the 20-year period depending on level of funding.

Stakeholder Interviews

Stakeholder interviews gather input from policy, workforce, education, or community leaders regarding the future of transit needs in their community. This input enhances the understanding of local conditions for transit through the perceptions and attitudes of stakeholders representing members of the broader public. To gather this input, the 10 stakeholders in Table 5-2 were selected by City of Dayton and H-GAC staff. Some stakeholders were interviewed from February to March 2025 in a one-on-one setting.

Table 5-2: Stakeholders

Name	Organization
Judge Jay Knight	Liberty County
Melissa Richards	Liberty Dayton Regional Medical Center
Jordan Skinner	Liberty Dayton Regional Medical Center
Travis Young	Dayton Independent School District (ISD)
Vernon Chambers	Harris County Transit
Taylor Choate	Dayton Board of Adjustments
Brandon Melder	Dayton Planning Commission
Jo Marlow	Brazos Transit District
Stephanie Berry	Liberty County Housing Authority

Interview Methodology and Technique

A uniform list of questions and topics were discussed with each stakeholder using the instrument included in Appendix A. The input received was reviewed and major themes identified and summarized. Overall, interviewees indicated a need for better transit connections to support the current and projected growth.

Transit Today

- **Awareness** - Transit awareness is fairly low in the community, however those who use it are supportive of the service. More marketing was a common request from stakeholders to ensure those who need the service know about it.
- **Transit's Role** - Stakeholders identified elderly and low-income individuals as the primary users of transit. However, some mentioned they would like to see the expansion of transit to help all residents including commuters going to Houston and the Baytown area.
- **Positive Perception** - While the current transit services were mentioned favorably, expansion in the near-term should



be prioritized as the community grows. Particular attention should be given to having service to the Liberty Dayton Regional Medical Center. The service should run more frequently and more throughout the day.

- *Information Accessibility* - Information about the services could be improved. It was agreed that more marketing resources targeted at potential riders should be prioritized. The hospital does provide emergency room patients with information packets that include brochures about the fixed-route service.
- *Development* - Development is happening along TX-146, FM 1960, US-90, and TX-321. At some point, the major corridors will be developed with many single-family homes. The increased population may lead to an increased demand for transit.

Where Do We Want to Go

- *Regional Connections* - As the city grows, looking at connecting with Houston more frequently. Offering several routes allowing people to commute using transit was highlighted as a vision for the transit system. Stakeholders did not believe there were enough regional connections. Some places that were highlighted as needing connections were the Baytown area, Humble and Kingwood area, Kenefick, Mont Belvieu, and Liberty.
- *Existing Service Enhancements* - Stakeholders identified several improvements they would like to see in the future, including expanded service hours of existing services, on-demand microtransit, more frequent service, upgraded bus stops, a new park-n-ride lot, and better support technology, such as a mobile app and wi-fi on buses.

How Do We Get There

- *Increased Connectivity* - Stakeholders indicated that they want an affordable transportation system with greater

connectivity throughout the region. Recognizing the anticipated growth in housing around the various communities, having a more robust transit system will help alleviate traffic concerns.

“This service needs better marketing. We need to educate people about transit more often.”

“There is a need for more frequent service and Saturday service.”



Public Input Survey

A public input survey was conducted from March 14 to April 14, 2025 made available via email, the project website, and printed surveys at the public workshops.

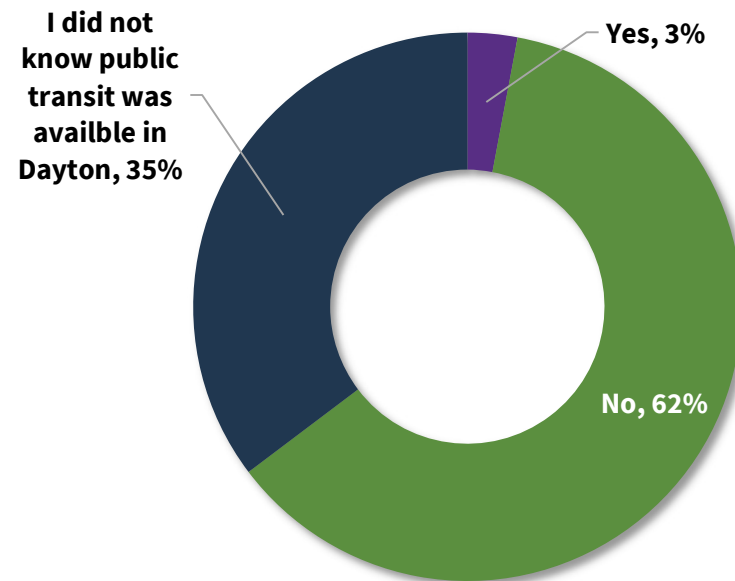
Questions were asked about current services, willingness to use transit, and the community's transit needs. The survey was also designed to gauge public awareness of transit in Dayton and to gather socio-demographic information about respondents. A total of 240 surveys were completed and the results are summarized below.

“Very thankful older individuals are able to use the service. It allows them to continue their autonomy and independence a bit longer which is awesome for their morale.”

Public Input Survey Results

When asked if anyone in the household had used public transit services in Dayton, most respondents indicated they had not (62%). Figure 5-2 shows that some respondents (35%) reported that they did not know public transit was available in Dayton.

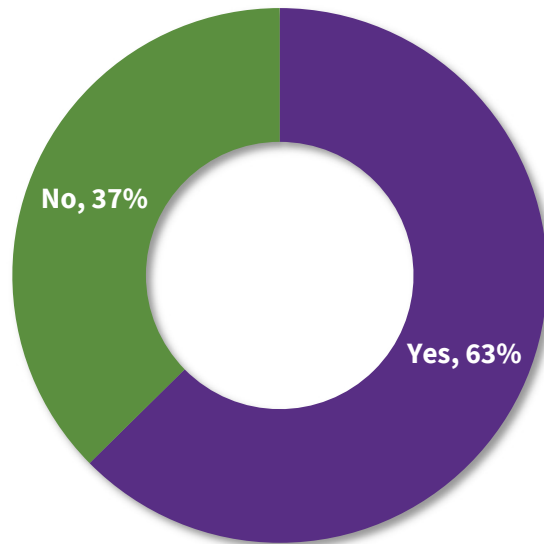
Figure 5-2: Have you or anyone in your household used public transit services in Dayton?





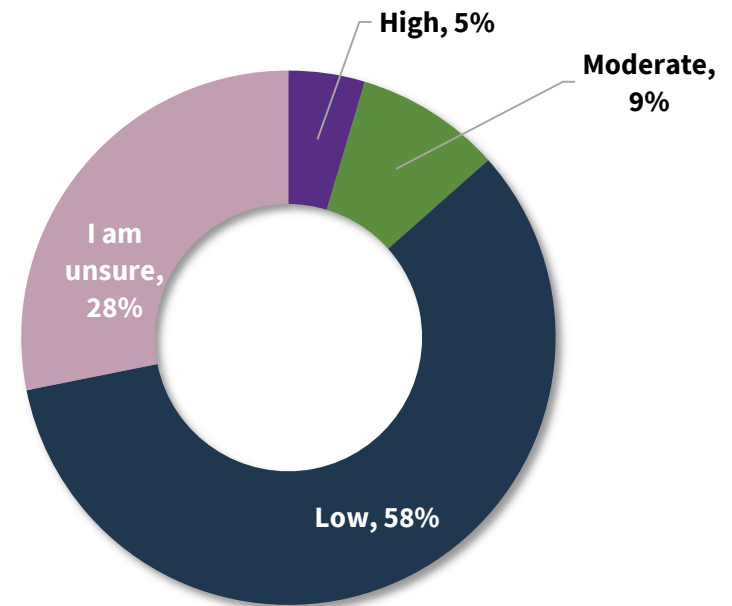
Most respondents (63%) believed that the City of Dayton needed additional or improved public transit services (Figure 5-3).

Figure 5-3: Do you think the City of Dayton needs additional or improved public transit services?



Respondents were asked about the level of awareness of the public transit services in the community. The majority of respondents (58%) agreed that there was a low level of awareness. Approximately 28% said they were unsure while the rest reported the awareness was moderate or high, 9% and 5%, respectively (Figure 5-4).

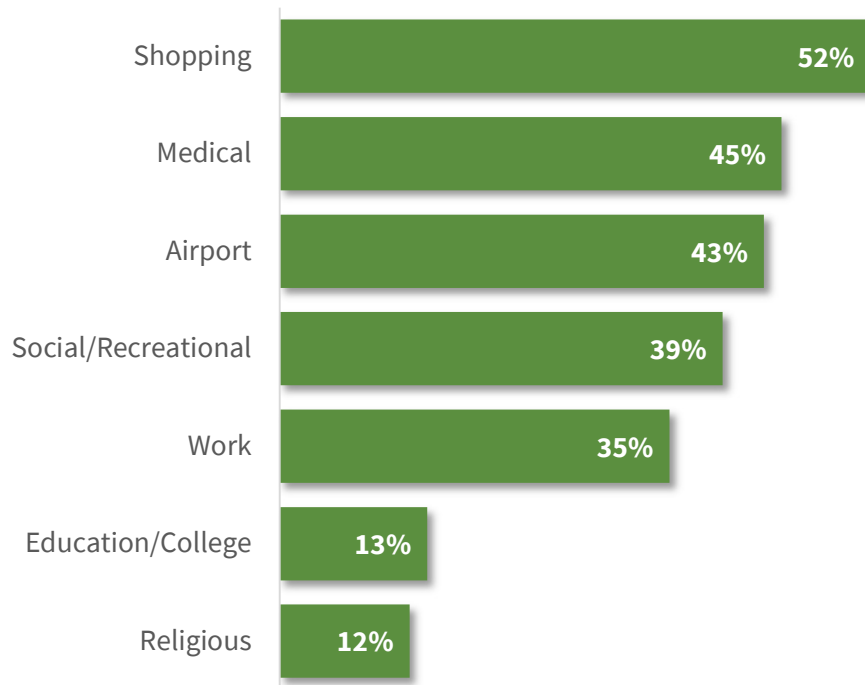
Figure 5-4: What is the level of awareness about public transit services in the community?





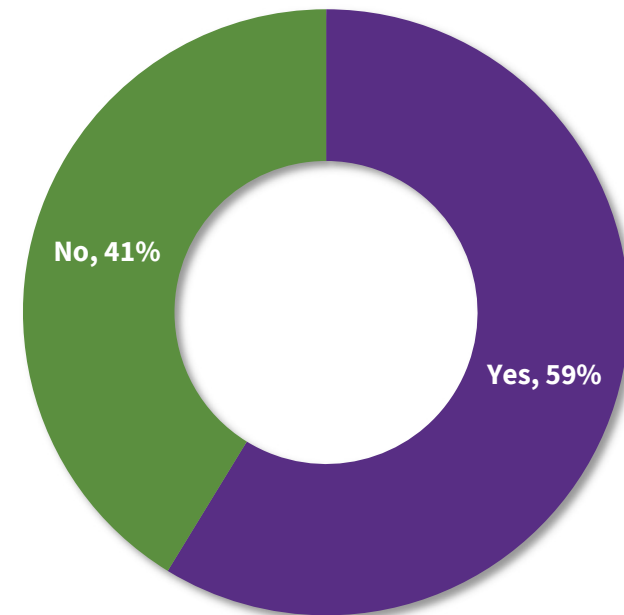
Respondents were asked to choose their top 3 purposes for public transit and how they would use it. The top destinations included shopping (52%), medical (45%), or connect to the airport (43%). Figure 5-5 shows that respondents also indicated they would like to use transit to reach social/recreational destinations (39%), work (35%), education/college (13%), and religious uses (12%).

Figure 5-5: If you use public transit now or decide to use it in the future, where would you go using it?



The majority of respondents have used an app-based on-demand rideshare service similar to Uber/Lyft (59%), as shown in Figure 5-6.

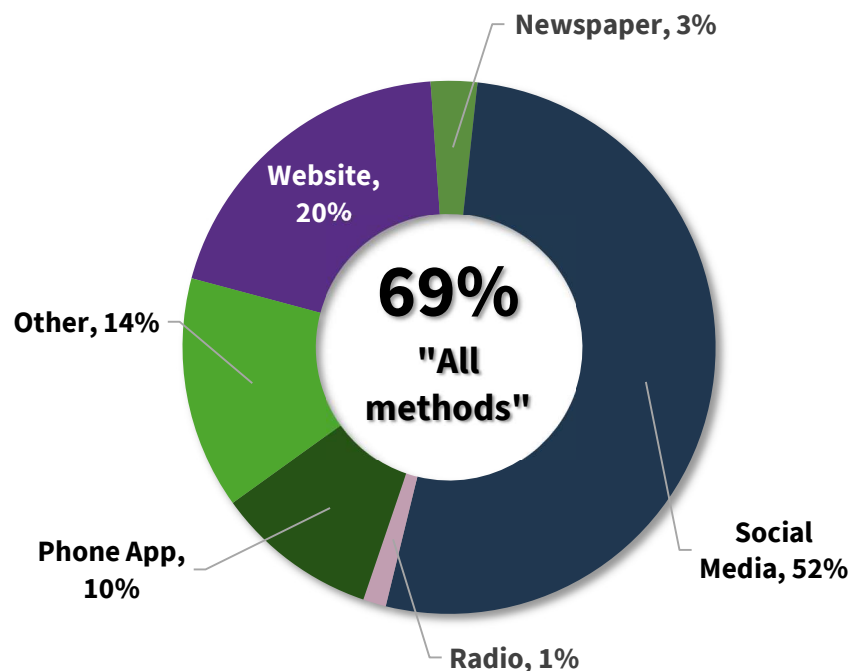
Figure 5-6: Have you ever used an app-based on-demand rideshare service?





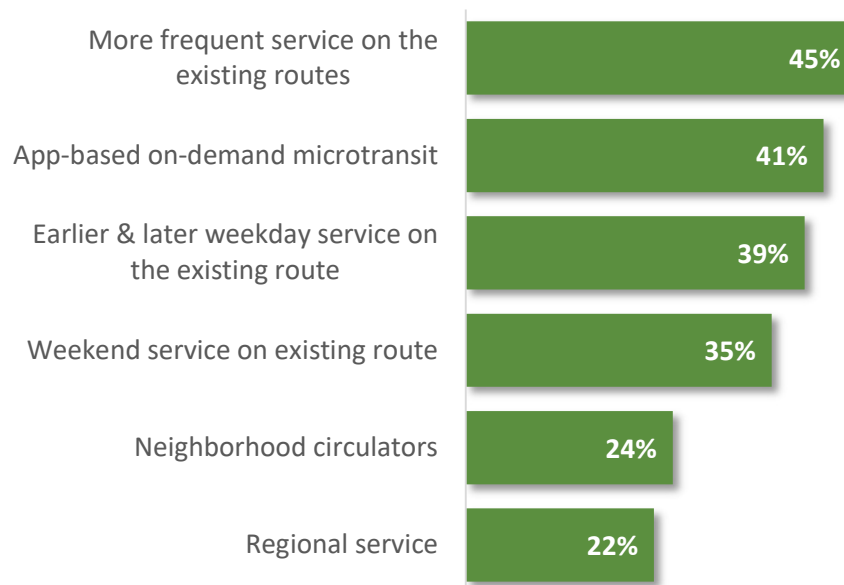
As seen from previous responses, many respondents were unaware of the services offered. When asked how information about public transit service should be distributed, most respondents (69%) indicated they would like all methods listed in the survey to be used. Individually, respondents ranked their top three choices as social media (52%), website (20%), and other (14%). Other modes respondents requested included phone app (10%), newspaper (3%), and radio (1%), as shown in Figure 5-7.

Figure 5-7: How should information about public transit services be distributed?



Respondents were asked to select up to 3 priorities for improving public transit in Dayton over the next 10 years. The top 3 choices were more frequent services (45%), app-based on-demand micro transit (41%), and earlier and later weekday services (39%). Figure 5-8 shows other well-received priorities included weekend service (35%), neighborhood circulators (24%), and regional service (22%).

Figure 5-8: What should be the top priority for public transit service in Dayton for the next 10 years?





Comments/Feedback

Many who used transit expressed a desire for more stops and higher frequency service. Other respondents said they were not aware that public transit was available in the area, which may suggest a need for more effective marketing strategies. Some respondents expressed they believed that transit expansion may lead to negative outcomes in Dayton. Respondents also gave feedback about traffic and congestion, while some indicated that they did not think transit services would solve the traffic problems of Dayton. Some respondents were supportive of making it easier to get to Houston.

“As a retiree, whose doctors are all in Baytown, I worry about transportation when I can no longer drive.”

“We need transit to Houston and Baytown to connect to work and medical needs.”





Rider Survey

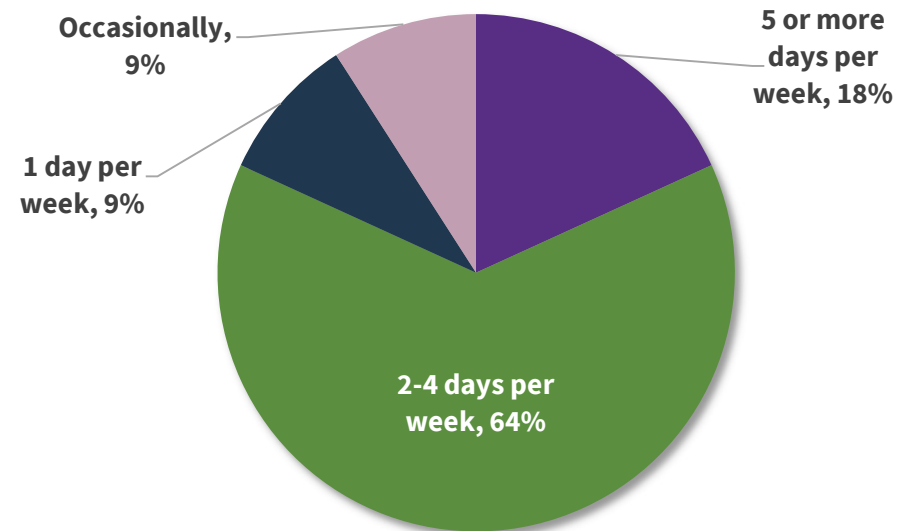
While understanding the needs of the overall community is important for developing the transportation system, attention should be given to those who are already using the system. Riders have insight into the benefits of transit usage as well as where improvements can be made to the existing system. A rider survey was conducted from March 24, 2025 to April 14, 2025. A total of 11 surveys were completed during that time. Below is a summary of the survey results.

Rider Survey Results

Riders were first asked which routes they were going to take to complete their one-way trip. All respondents indicated they used the Liberty route as the first leg of their trip.

When asked how often they use the service, seven respondents (64%) report that they ride the bus 2 to 4 days per week. Two respondents (18%) said they ride the bus 5 or more days per week (Figure 5-9). One rider (9%) indicated they ride the bus either 1 day per week or occasionally, respectively.

Figure 5-9: On average, how often do you ride the bus?

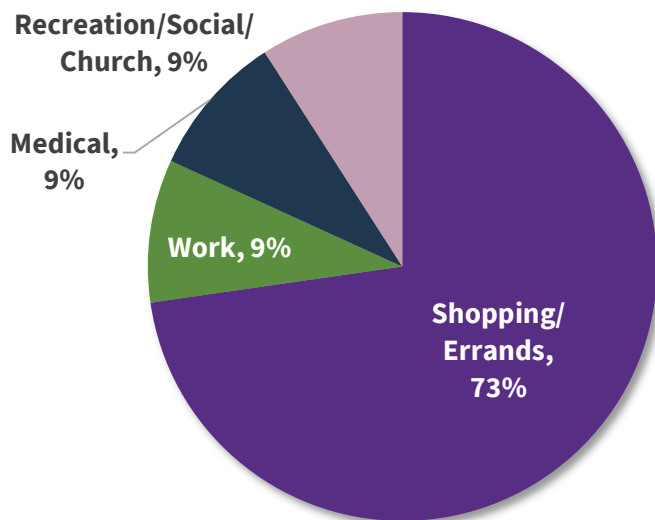


“This is a great service! I wish it reached more destinations.”



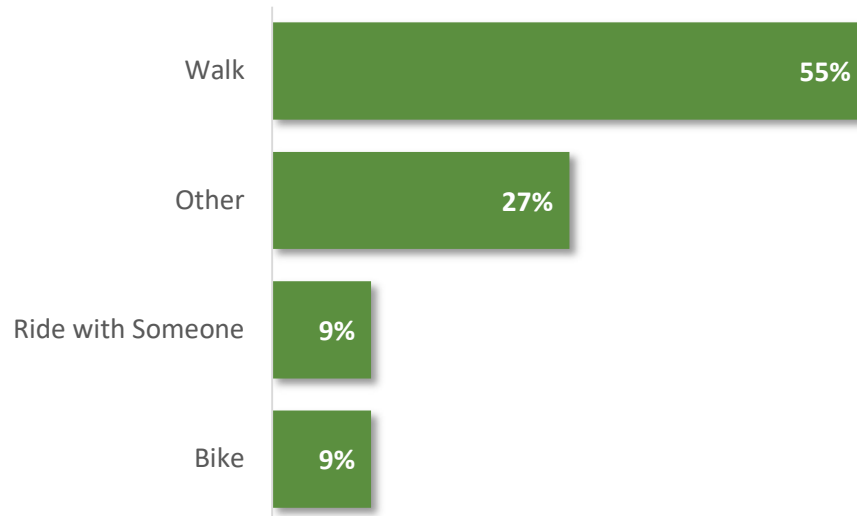
Shopping or errands (eight riders or 73%) were the most common purpose for the rider's trip as shown in Figure 5-10. Others chose work, medical, and recreation/social/church, with each representing one rider (9%), respectively.

Figure 5-10: What is the main purpose of your trip today?



When asked how the riders typically get to or from the bus stop, six riders (55%) indicated they walk to and from the bus stop. Approximately three riders (27%) said they use other means (Figure 5-11). Those who selected other specified that they take Uber/Lyft/Taxi-type services to the bus stop. Those who walked said they walked less than 1 block.

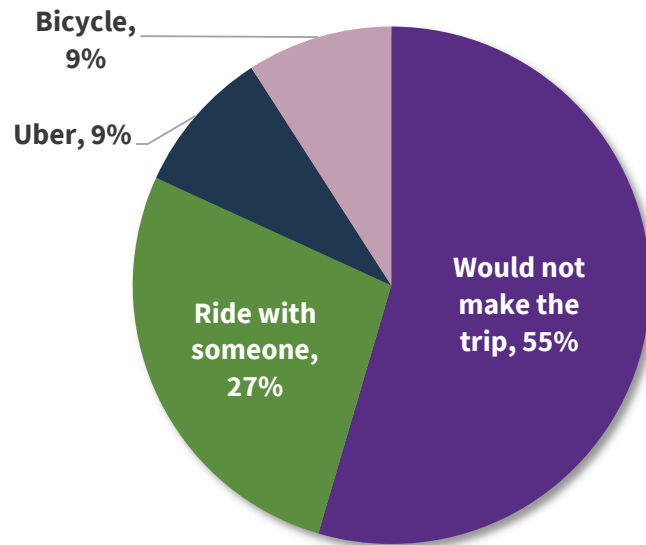
Figure 5-11: How do you typically get to/from the bus stop?





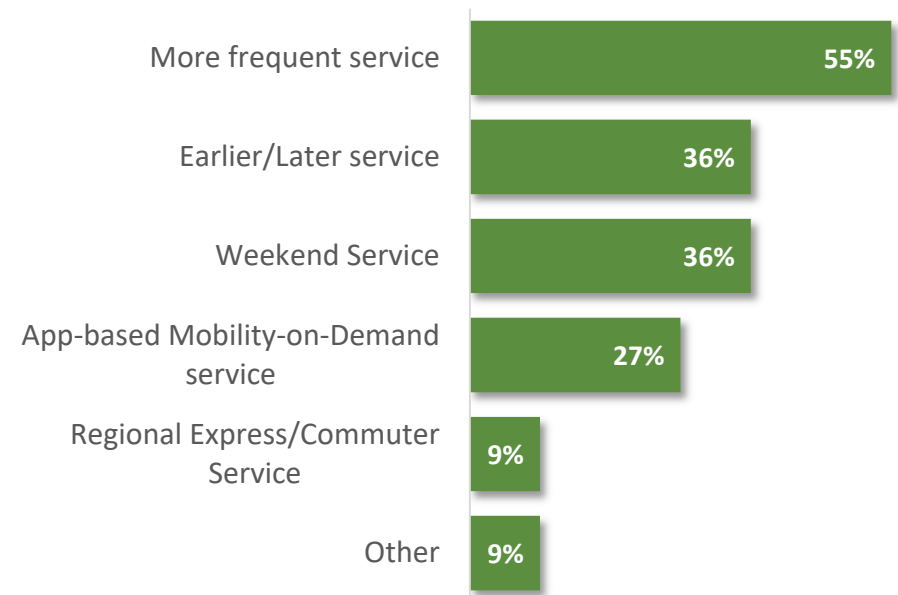
Riders were asked how they would make the trip if not by bus. Six riders (55%) said they would not make the trip, as shown in Figure 5-12. Three riders (27%) said they would ride with someone while a single rider (9%) said they would use Uber/Lyft/Taxi or bicycle, respectively.

Figure 5-12: If not by bus, how would you make this trip?



Riders were asked to choose up to 3 improvements that would make transit better for them to use. Of those that responded to the question, the most common improvement highlighted was more frequent service (six riders or 55%). The next two highest priorities were earlier/later service and weekend service, indicated by four riders (36%) respectively, as shown in Figure 5-13. Other choices include app-based mobility-on-demand service (three riders or 27%) and regional express/commuter service (one rider or 9%) and "other." When asked to specify "other" the responses highlighted a need for bigger buses.

Figure 5-13: Which three of the following improvements would make transit better for you to use?





When asked why riders ride the bus, the top answers selected were I do not drive (four riders or 37%) and I do not have a car (three riders or 27%) as the most important reason for riding the bus. The bus is safer/less stressful, car is not available all of the time, the bus fits my budget better, and other were selected by one rider (9%), each, as shown in Figure 5-14.

Figure 5-14: What is the most important reason you ride the bus?

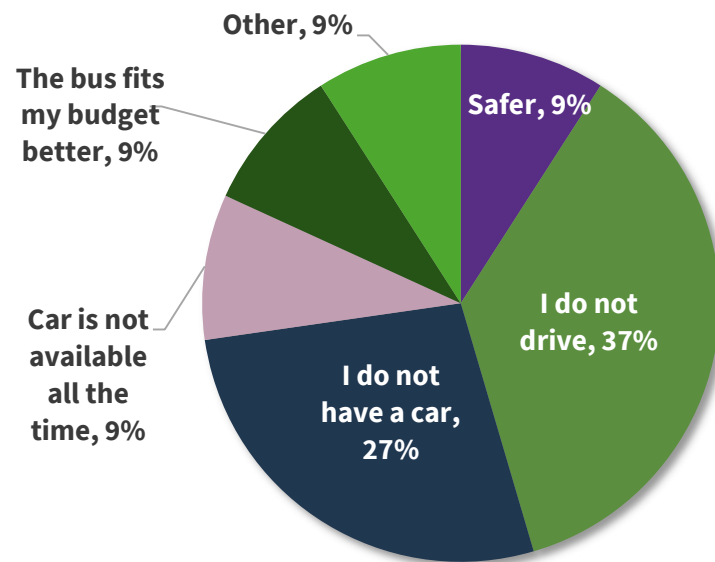


Figure 5-15 shows that of those that responded to the question, seven riders (87%) indicated they did have a smartphone with a data plan.

Figure 5-15: Do you have a smartphone with a data plan?

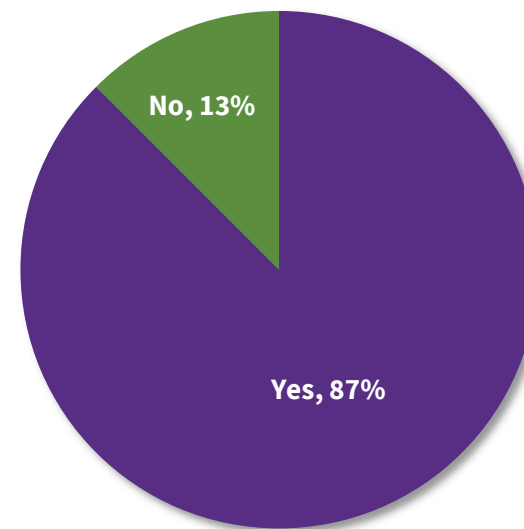
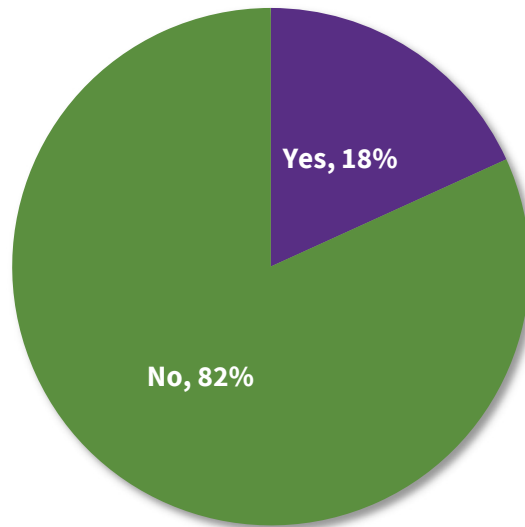




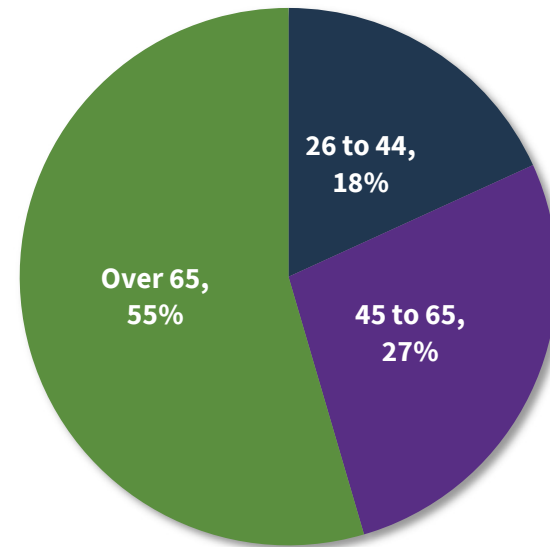
Figure 5-16 shows that nine riders (82%) do not have a vehicle at home.

Figure 5-16: Do you have a vehicle (cars, motorcycles, trucks, vans) at home for your use?



Six riders (55%) indicated they were over 65 years old. Figure 5-17 shows that three riders (27%) were 45 to 65 years old and two riders (18%) were 26 to 44 years old.

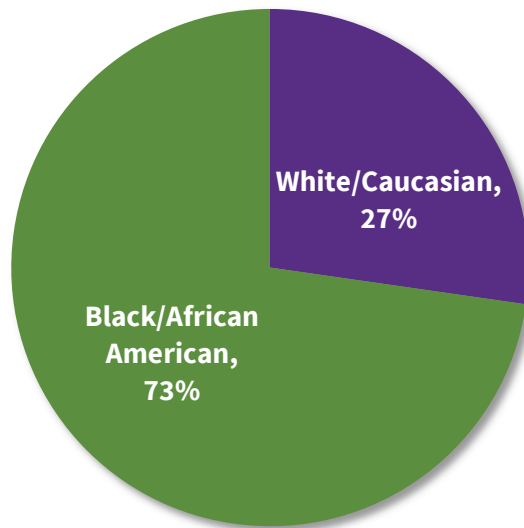
Figure 5-17: What is your age?





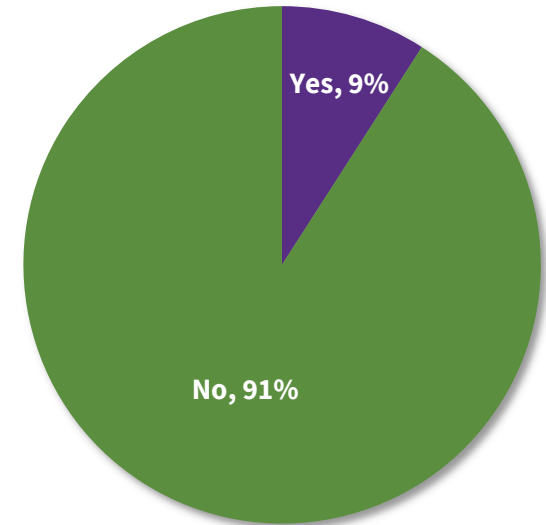
As shown in Figure 5-18, eight riders (73%) identified as Black or African American and three riders (27%) identified as White or Caucasian.

Figure 5-18: What is your race?



Ten riders (91%) indicated they are not of Hispanic origin, as shown in Figure 5-19.

Figure 5-19: Are you of Hispanic origin?





Seven riders (64%) were male and four riders (36%) were female, as shown in Figure 5-20.

Figure 5-20: What is your gender?

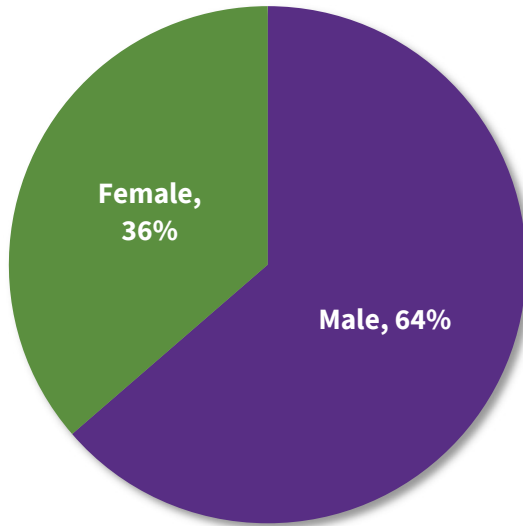
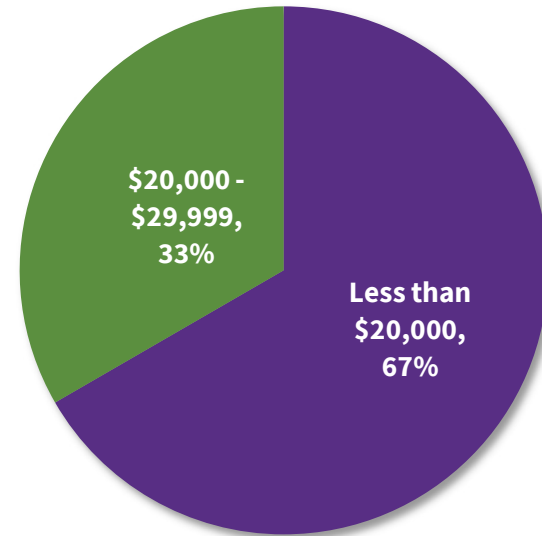


Figure 5-21 shows that of those that responded to the question, four riders earned less than \$20,000 and two riders earned between \$20,000 and \$29,999 in 2024.

Figure 5-21: What was the range of your total income in 2024?





Public Workshops

As part of the public involvement process to gather input on how transit could be improved and to identify additional needs, two open house public workshops were held. The Phase I workshop was held to understand the public's transit needs, while the Phase II workshop was held to get input on proposed improvements.

Phase I

The Phase I public workshop was held at the Dayton Community Center from 5:30 PM to 7:30 PM Central Standard Time on March 27, 2025.

The workshop was attended by 9 participants who indicated they were interested in strategies to reduce traffic congestion and support new growth. In addition to various display boards and feedback stations, an interactive exercise also was conducted.

When participants were asked during the activity to identify where they would go using transit, participants indicated they would like to use it to go to recreation and leisure destinations, such as going to get coffee, sports stadiums, and downtown Houston.

“I would recommend options to get to Baytown as that's the largest regional medical facility.”



Source: Benesch



Phase II

Similar to the first workshop, the second one was also held in the Dayton Community Center on June 24, 2025, from 5:30 PM to 7:30 PM. There were 17 participants that interacted with staff, participated in a presentation, and reviewed the display boards. Participants were generally supportive of the proposed recommendations and suggested additional services to connect the community. There was also discussion about the implementation timeline of the recommendations.

Some participants completed the available feedback forms. Participants left comments in support of the Dayton Community Center park-and-ride recommendation to connect the express routes. Other feedback included support for all proposed new transit services and improvements to existing transit services in Dayton.



Source: Benesch



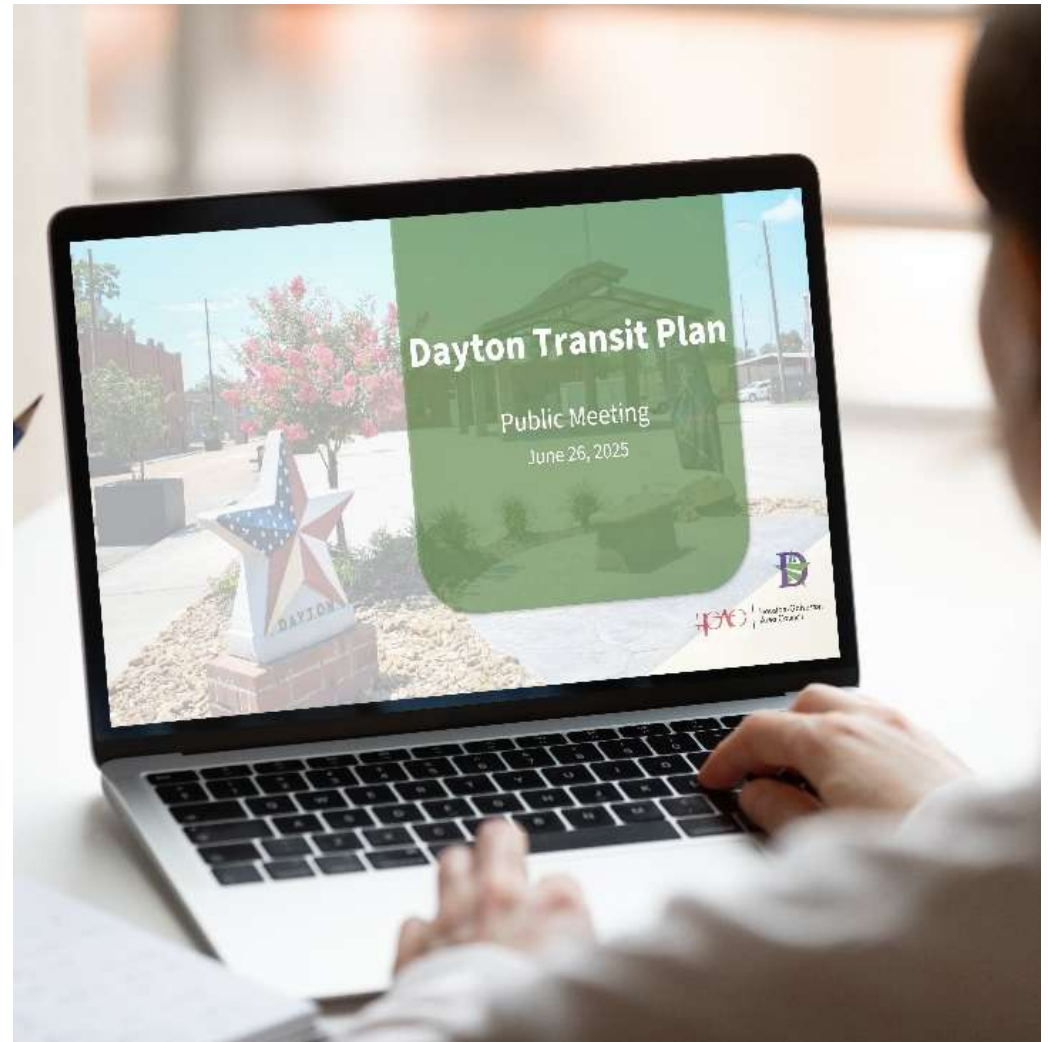
Virtual Workshop

A virtual workshop was held on June 26, 2025 to engage with the public, who could listen to a presentation about the Dayton Transit Study and ask questions from a panel of project team members, including project consultants, H-GAC, and City of Dayton staff.

To ensure equitable coverage, H-GAC used Zoom, where participants could join via internet or telephone and submit questions during the workshop sessions and participate in an open forum discussion. In addition, live polling was used during the workshops to engage participants. Workshop materials used for these efforts are included in Appendix A.

There were six participants in the virtual workshop and each gave valuable input. The following reflects the comments received during the workshop:

- Additional marketing efforts are needed to raise awareness for the service. Ideas included mail advertisement or billboards in the area.
- Additional partnerships with organizations such as Meals on Wheels or other community partners are needed.
- People may want to use transit to avoid traffic caused by ongoing construction.





Web and Social Media

Several additional outreach methods were used to educate and inform the public of the Study process. H-GAC set up a website for the Study; throughout the public involvement process, the website included a page dedicated to keeping the public updated on the latest outreach events and updates.

The H-GAC websites included information and links for those seeking information on the current stage of the study, process, surveys, and how to provide input or obtain more information.

Available social media channels were used to inform and educate the public about Study efforts and encourage participation in upcoming public workshops and to take the survey.

Email and Other Outreach

Emails were sent to stakeholders/riders/members of the general public to engage the community and seek opinions, ideas, and relevant information. Emails and reminders also were sent to promote upcoming workshops and provide links to complete the survey.

H-GAC and the project team sent out multiple emails to an email list of more than 400 people with information on the project surveys, upcoming workshops, save-the-date flyers, and outreach opportunities to engage and encourage public participation. Other outreach methods included a media release and promotional flyers for anyone to share.

H-GAC wants public input on transit options in Dayton area

By Bluebonnet News - June 18, 2025

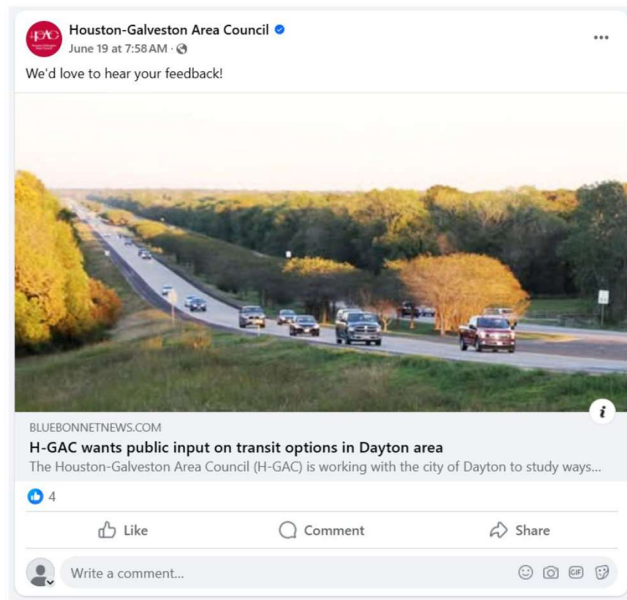


US 90 from El Paso to Dayton is a major thoroughfare for east-west traffic. In recent years, due to growth and other factors, it is not uncommon to see westbound traffic backed up in the Tishy flow bottom, causing frustration and safety concerns.

The Houston-Galveston Area Council (H-GAC) is working with the city of Dayton to study ways to improve public transportation in the community. They want to hear from people who live, work, or travel in Dayton to help shape the future of local transit.

This study will look at how people get around Dayton and explore new options to make transportation easier, safer, and more convenient for everyone.

You can share your thoughts by attending one of two public meetings—one in person and one online. Both meetings will share the same information and give you a chance to give feedback.



Subject: Attend the Upcoming Dayton Transit Study Public Meeting!

The City of Dayton, in partnership with the Houston-Galveston Area Council, is hosting an in-person and a virtual Public Meeting to present draft transit recommendations and gain meaningful input. This Study aims to update planning techniques and transit technologies to improve connectivity in Dayton and the surrounding areas. Comment opportunities, as well as more information on the project, will be available at the Public Meeting.

IN-PERSON PUBLIC MEETING

Tuesday, June 24, 2025
5:30 pm - 7:30 pm
801 S Cleveland St. Dayton, TX 77535

VIRTUAL PUBLIC MEETING

Thursday, June 26, 2025
2:30 pm - 3:30 pm
Available at bit.ly/daytontransitstudy

PROJECT WEBSITE

To learn more about the study and view public comment opportunities, please visit engage.h-gac.com/dayton-transit-study.

All comments must be received by **Monday, July 7, 2025**. Comments may be submitted by email or in-person at the Public Meeting.

Dayton Transit Study Media Release

The City of Dayton is Seeking Your Input on Local Transit Improvements

The City of Dayton, in partnership with the Houston-Galveston Area Council, is hosting a Public Meeting to discuss the Dayton Transit Study

JUNE 2025, **DAYTON, TX** – The City of Dayton is encouraging community members to provide their input on the development of the Dayton Transit Study. Visit the project webpage to learn more about study process and how your feedback can help the City of Dayton build a plan that meets your transit needs.

The City of Dayton is hosting the second public meeting of the Dayton Transit Study. The study team will present study information and draft transit recommendations. Attendees may join the in-person public meeting on Tuesday, June 24, 2025, at the Dayton Community Center from 5:30 pm to 7:30 pm and virtually on Thursday, June 26, 2025. Both meetings will contain the same information and comment opportunities.

IN-PERSON PUBLIC MEETING

Tuesday, June 24, 2025
5:30 pm - 7:30 pm
Dayton Community Center
801 S Cleveland St. Dayton, TX 77535

VIRTUAL PUBLIC MEETING

Thursday, June 26, 2025
2:30 pm - 3:30 pm
Available at bit.ly/daytontransitstudy

DAYTON TRANSIT STUDY



We want your feedback!

The City of Dayton, in partnership with the Houston-Galveston Area Council, is hosting an in-person and a virtual Public Meeting to present draft transit recommendations and gain meaningful input. This Study aims to update planning techniques and transit technologies to improve connectivity in Dayton and the surrounding areas. Comment opportunities, as well as more information on the project, will be available at the Public Meeting.

Upcoming Engagement

PUBLIC MEETING

Tuesday, June 24, 2025
5:30 p.m. – 7:30 p.m.
Dayton Community Center
801 South Cleveland, Dayton, TX 77535

Virtual Public Meeting

Thursday, June 26, 2025
2:30 pm - 3:30 pm
Meeting available at
bit.ly/daytontransitstudy





6.0 Needs Assessment

This section presents the Needs Assessment, including service, capital, and policy needs for transit in Dayton. The Needs Assessment provides an unconstrained outlook on the community's transit service and capital requirements and forms the basis for the transit recommendations that will aim to fulfill the community's vision for transit. The following provides the basis of the Needs Assessment.



Community Direction

Multiple direct and indirect outreach techniques were used to obtain substantive public input on transit needs. A rider survey, public input survey, stakeholder interviews, and public workshop were conducted to gather input from existing transit users, selected stakeholders, and the community at large regarding transit needs. Findings from public outreach efforts and input from stakeholders were reviewed to gauge public interest.

Steering Committee Guidance

Ensuring that the transit needs are met while staying consistent with local vision and values is also crucial. The Steering Committee was convened to guide the study process and provide feedback. The feedback and comments provided were reviewed to help identify service and capital needs.

Operating Context

As presented previously in this report, an assessment of transit demand was conducted for the City of Dayton. The assessment included the use of H-GAC and Census data through various geographic-based analysis techniques. These technical analyses, together with the review of the study area previously conducted, were used to help identify areas with transit-supportive characteristics. The analyses' results and implications were reviewed to understand the influence of how transit may function in the City of Dayton.

Plans and Policy Input

The review of local, regional, and state plans and policies often provides insight into transit needs within the community and the potential means with which to meet them. The implications and priorities derived from the review will help shape the needs that will make transit a truly viable choice of travel for residents and visitors.



Needs Assessment Results

A broad spectrum of factors were assessed to capture the City of Dayton's transit mobility needs. Based on the aforementioned comprehensive review, service, capital, and policy needs were identified, as detailed in the remainder of this section.

Service Needs

Improvements to Existing Service

- Increased frequency - Enhancing frequencies, especially during peak hours (7:00AM to 9:00AM and 4:00PM to 6:00PM), can help attract new discretionary riders and improve the quality of service for current riders using the system. Higher frequencies reduce wait times and make transit use more convenient.
- Earlier/later service - Expanding service hours may encourage riders who would like to use transit to reach work, appointments, or recreational destinations earlier in the morning or later in the evening to utilize the service.
- Weekend service - Adding weekend service may support increased connectivity to local shopping, recreation, or job opportunities.

On-Demand Transit

Parts of the City of Dayton are currently served by an on-demand transit service type called microtransit. This popular transit service concept allows riders, using a phone app or by calling a designated phone number, to request a ride to another destination inside a designated service zone with curb-to-curb service. This service may also serve as first/last-mile service for riders of fixed-route transit services. Additional parts of the City adjacent to the current service zone may have the demand to be served with microtransit.

Regional/Intercity Connections

Local and regional connections were indicated as another need throughout the public involvement process and by stakeholders. There was consensus among the key stakeholders that such services may help support connections to employment and recreational destinations.

Capital and Policy Needs

Additional and Enhanced Marketing

More public education on the availability and benefits of transit use are needed. This includes expanding the avenues to access transit information, including social media campaigns for targeted audiences.

Bus Stops and Amenities

There is a need to make an investment to purchase and install bus shelters, benches, bike racks, and other amenities to support the transit service and increase visibility. Installing the right level of amenities at the BTD designated points may help attract more discretionary riders by making the service more tangible and provide current riders with a more comfortable and safer experience.



7.0 Recommendations

The recommended service and capital/policy improvements are based on a comprehensive review of the transit needs presented and reflect a realistic understanding of feasibility with the given opportunities of the growing area.

Transit Benefits

Transit can provide many social and economic benefits to a community. According to the American Public Transportation Association (APTA), there is a five to one economic return for long-term investments in transit service with more than three-quarters of federal funding for transit benefiting private sector entities¹. Appropriately scaled transit service enhances access to job and commercial centers promoting increased local and regional economic activity.

Beyond economic benefits to enhancing and implementing new transit services, there are safety benefits, and travel time savings. Below is a broad overview of transit benefits provided by APTA².

Economic²

- Every \$10 million in operating investment yields \$32 million in increased business sales.
- Every \$10 million in capital investment in transit yields \$30 million in increased business sales.
- Home values were 24% higher near public transportation than in other areas, nationally.

¹ Economic Impact of Public Transportation Investment - American Public Transportation Association. <https://www.apta.com/research-technical-resources/research-reports/economic-impact-of-public-transportation-investment/>

Safety²

- Traveling by public transportation is 10 times safer per mile than traveling by automobile.
- Commuters can reduce the chance of being in an accident by more than 90% simply by taking public transit as opposed to commuting by car.

Travel Time Savings²

- Traffic congestion reduction for non-transit users.
- Reduction in single occupant vehicle (SOV) miles traveled.
- Reduction in search for vehicle parking.

Service Recommendations

This section summarizes the service recommendations for improvements to existing services and proposed new services, such as regional/intercity connections and additional microtransit options. All recommendations reflect the community's response gathered through the survey and public meetings.

² American Public Transportation Association. (2023, September 28). *Public Transportation Facts*. American Public Transportation Association. <https://www.apta.com/news-publications/public-transportation-facts/>

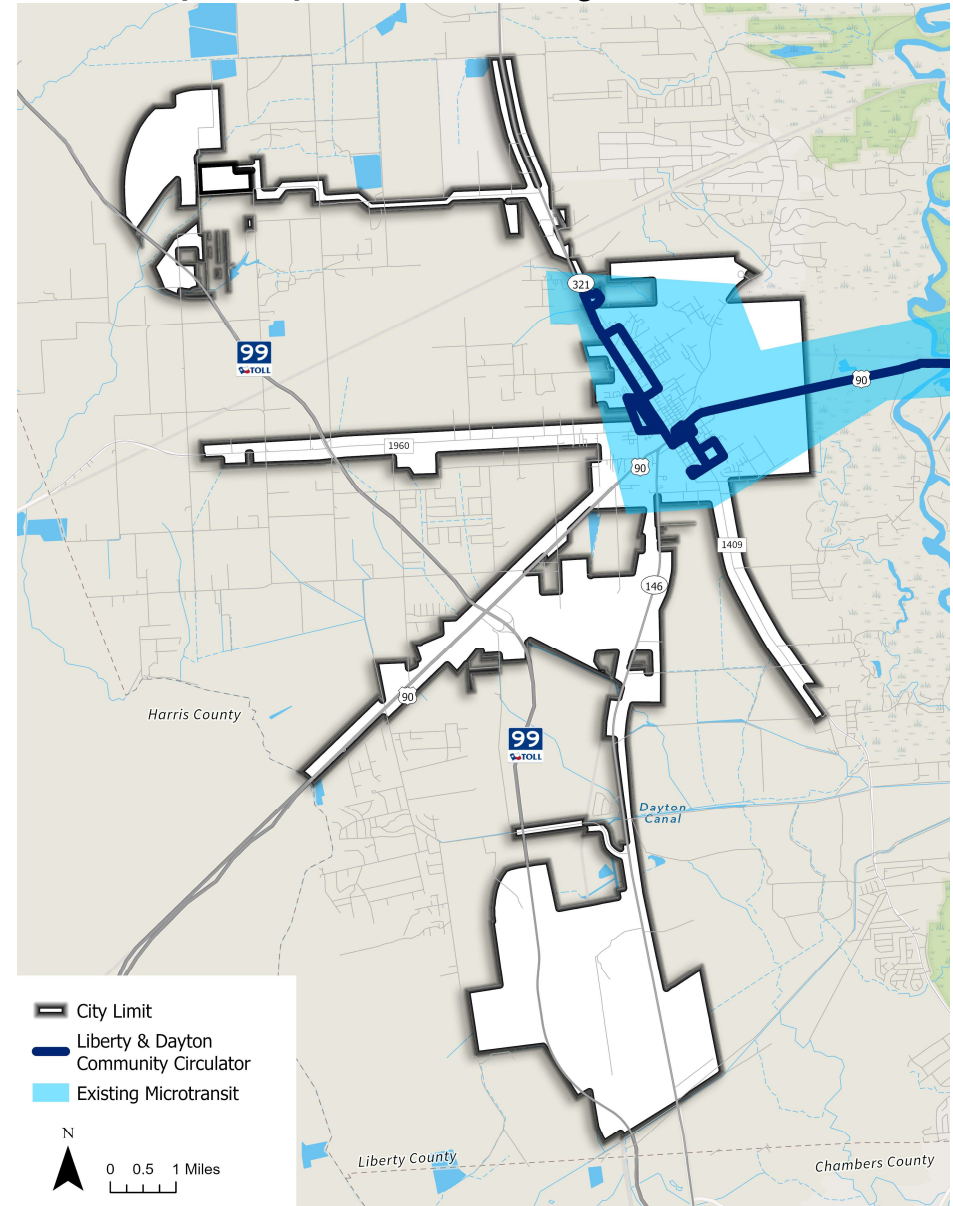


Improvements to Existing Service

The Liberty & Dayton Circulator operates Monday through Friday from 9:52 a.m. to 4:15 p.m., serving designated time points approximately every hour and 49 minutes. Additionally, the microtransit service offered in Dayton operates Monday through Friday from 7:00 a.m. to 3:00 p.m. The following are proposed improvements to the existing service:

- *Expand Service Hours on Liberty & Dayton Community Circulator and Microtransit Services* – Extending the current weekday service span from 7:00AM to 6:00 PM on the existing route may attract riders that need to reach additional appointments and job opportunities earlier or later in the day (Map 7-1).
- *Implement 60-minute frequency on Liberty & Dayton Community Circulator During Peak Hours* – Existing riders and the general public indicated more frequent service as their top priority. To help build demand, 60-minute service should be implemented during peak commute hours, in the morning from 7:00 AM to 9:00 AM and in the afternoon from 3:00 PM to 6:00 PM.
- *Add Saturday Service on Liberty & Dayton Community Circulator and Microtransit Services* – Adding weekend service was prioritized by the public during the outreach process. Limited Saturday service hours, from 10:00 AM – 4:00 PM only, would be provided, to assist existing and new riders to reach job and recreation destinations. As demand increases for transit, Saturday service in the future may match weekday service hours if demand and adequate financial resources are available.

Map 7-1: Improvements to Existing Services



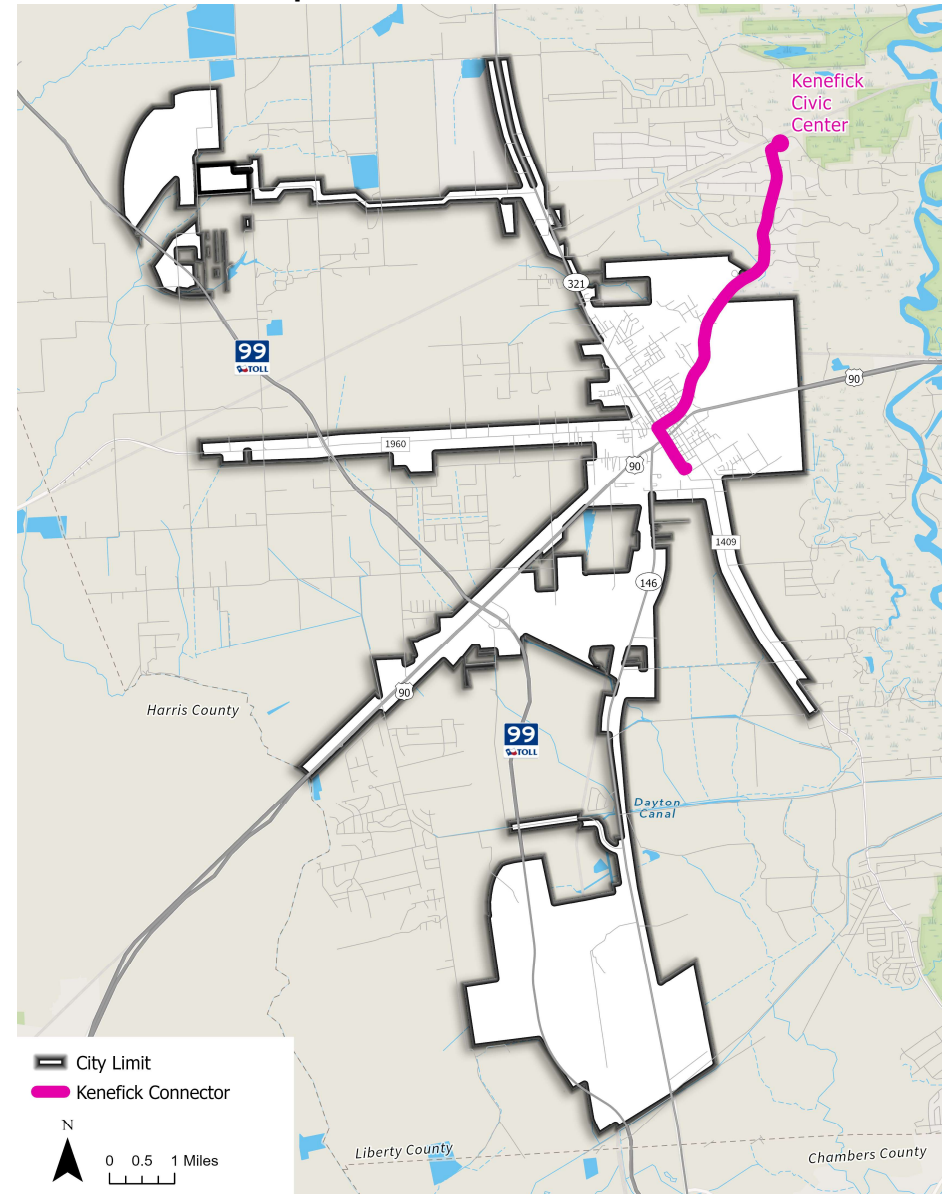


Local Connection

Providing service to areas not currently connected to Dayton and adding an additional layer of service is a significant need identified through public involvement efforts. Map 7-2 shows the needed improvement to fill the local mobility gaps include the following:

- *Kenefick Connector* – Demand analysis and guidance from public outreach indicated demand for a new connection and transit coverage on Clayton Street/FM 1008. This route would connect the Kenefick Civic Center to the Dayton Community Center, while also serving businesses and residential areas during peak hours from Monday to Friday.

Map 7-2: Local Connection

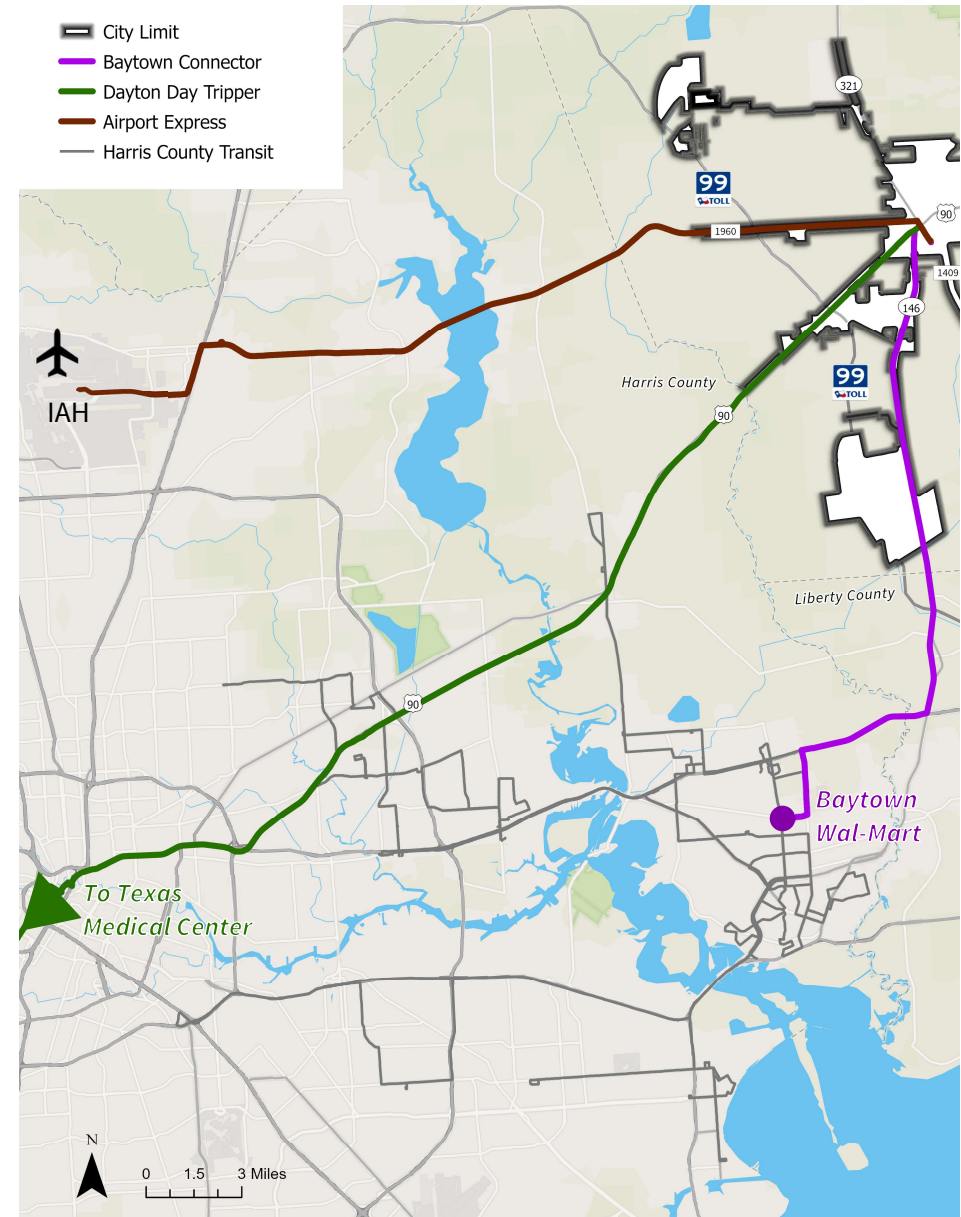




Regional/Intercity Connections

- *Baytown Connector* – Demand analyses and public outreach indicated a need for a connection to Harris County, including a connection to Baytown as a high priority. An express route connecting the Dayton Community Center to the Wal-Mart in Baytown, would also connect riders to additional Harris County routes. The service would operate one trip each in the morning and afternoon peak periods, connecting riders to Baytown (Map 7-3).
- *Dayton Day Tripper* – This regional express route would connect to major regional activity centers, including sports stadiums, employment opportunities, medical offices, and shopping in downtown Houston. This service would begin at the Dayton Community Center and end at the Texas Medical Center in Houston. Riders would be connected to regional transit networks in downtown Houston and at the Texas Medical Center, with access to the regional Houston METRO and Fort Bend Transit (FBT) network. The service would operate two trips each in the morning and afternoon.
- *Airport Express* – Stakeholder feedback indicated demand for direct routes to regional activity centers. This regional route would provide peak-hour express service from the Dayton Community Center to the George Bush Intercontinental Airport (IAH), which also provides access to the Houston METRO network. In addition, this route will connect Dayton to Humble before reaching IAH.

Map 7-3: Regional/Intercity Connections



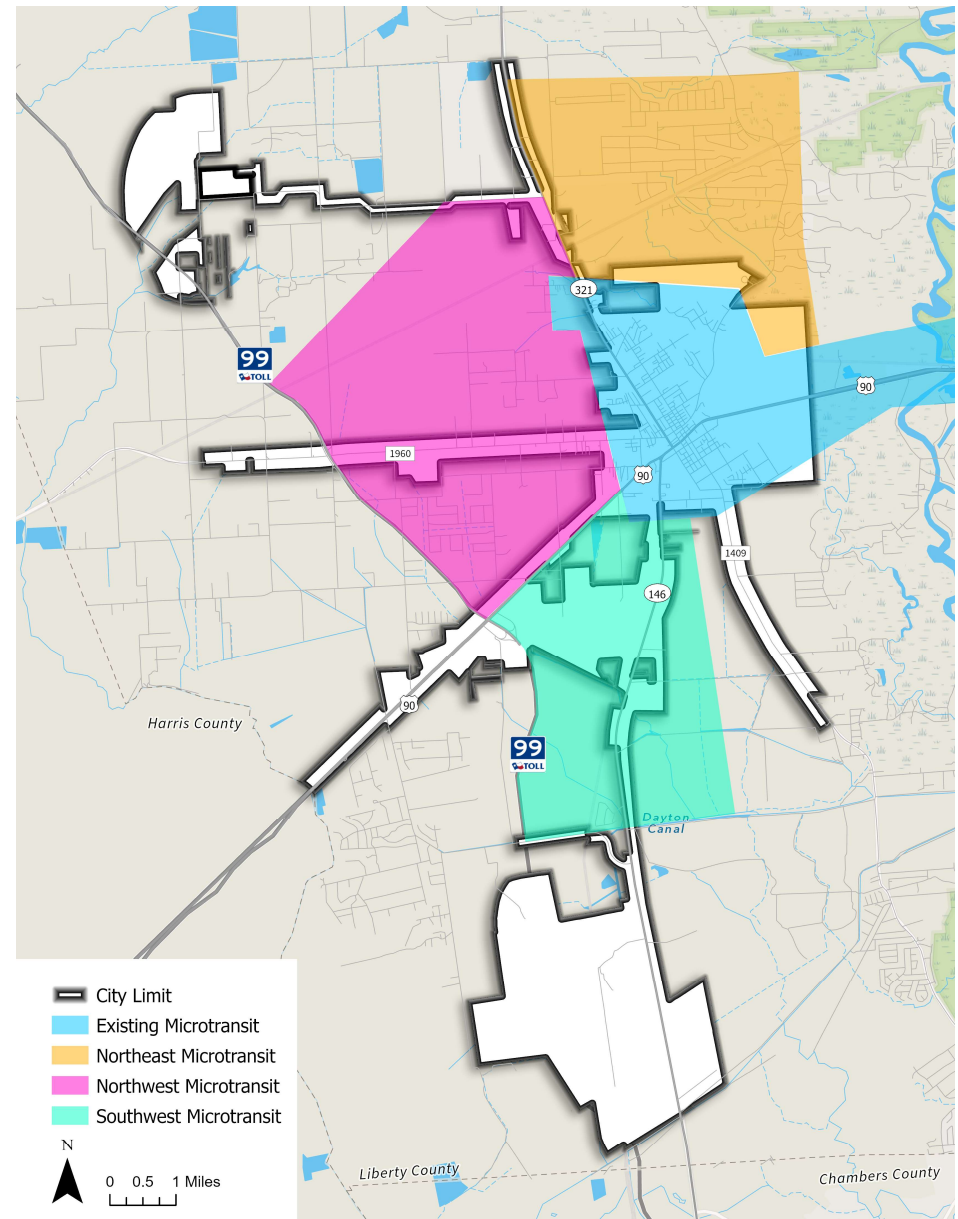


Microtransit

Parts of the City of Dayton are currently served by microtransit (see “Existing Microtransit” shown in Map 7-4). This service allows riders to reach a destination within the designated zone and serves as first/last-mile service for riders of fixed-route services. The public and the Steering Committee prioritized microtransit service during the initial outreach phase. Furthermore, there are areas within and adjacent to the City boundaries that currently have a higher propensity for transit that do not currently have service. Microtransit provides a convenient option that could help introduce transit to individuals who have not used it before. The proposed additional segments of the City that have demand for microtransit service are listed below:

- *Northeast* – This proposed service would provide on-demand coverage to neighborhoods and businesses in the northeast area of Dayton to address mobility needs. Data shows demand from traditional rider markets and currently there is no transit service in the area.
- *Southwest* – This proposed zone expands the reach of microtransit service to an area that does not currently have service but has potential demand due to traditional rider markets and encompasses a growing area in southwest Dayton.
- *Northwest* – This proposed zone expands transit access in west Dayton. The zone covers areas east of TX-99 and south of FM 686. The residents and workers in this zone who are without easy access to transit services would be connected to locations within the zone and to the existing transit services, which provide access to the central zone in Dayton and Liberty.

Map 7-4: Microtransit





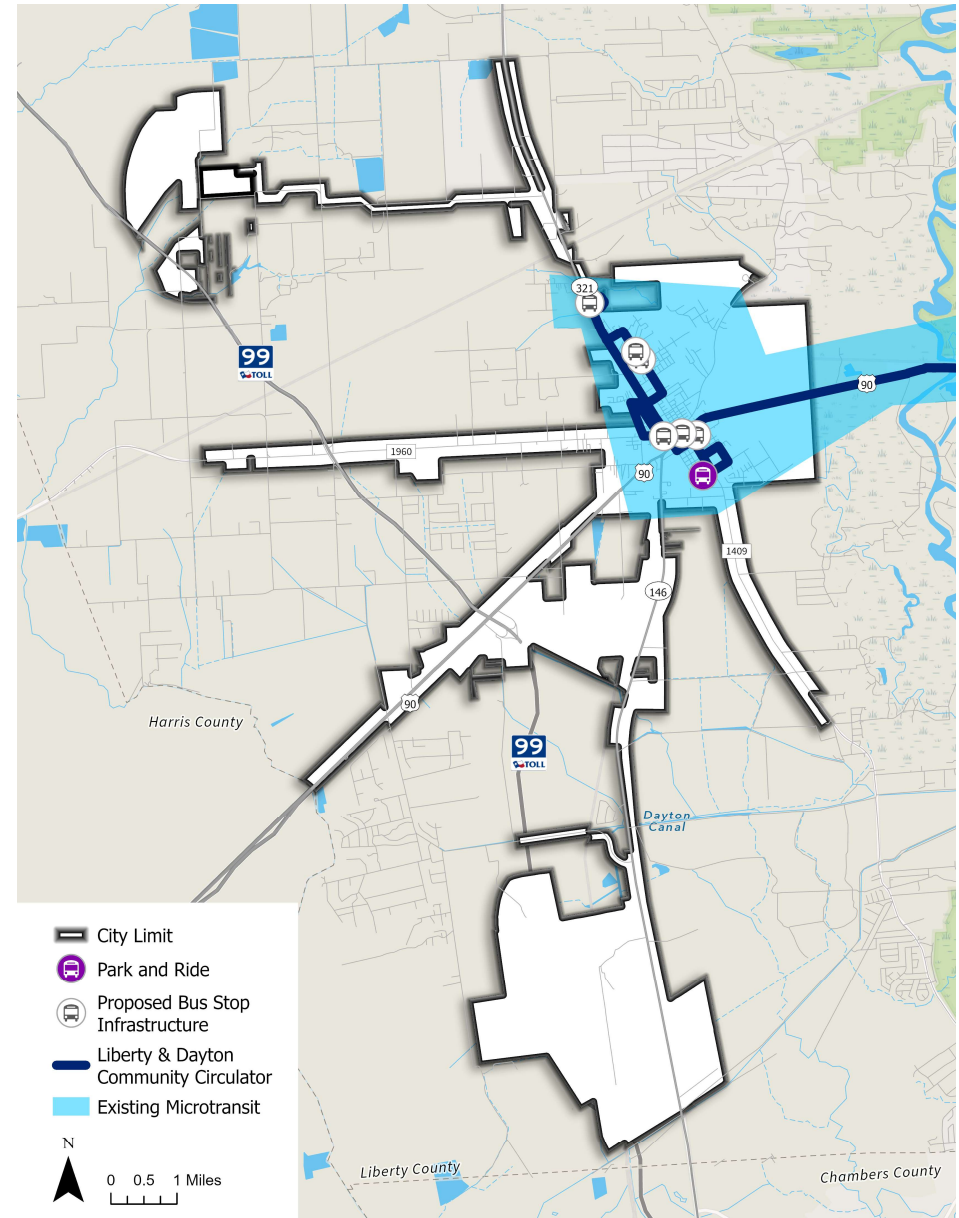
Capital and Policy Recommendations

This section summarizes the proposed capital and policy recommendations, including bus stops, amenities, and enhanced transit marketing.

Bus Stops and Amenities

- *Bus Stop Infrastructure at Time Points* – It is recommended the City of Dayton install infrastructure such as bus shelters, benches, bike racks, and other amenities at the designated locations on the Liberty and Dayton Community Circulator (Map 7-5). As the demand for transit continues to grow, the City should plan to invest in additional infrastructure to support the proposed routes with new bus stops.
- *Establish Park-and-Ride* – The Dayton Community Center should be designated as an official park-and-ride facility when the designated regional express services are implemented. This will establish a location for riders to park their cars and utilize the services to avoid traffic.

Map 7-5: Proposed Bus Stop Amenities





Additional and Enhanced Marketing

- *Social Media Campaign* – The City of Dayton should expand its marketing efforts to promote transit on social media. This should be one part of a larger public education campaign on the benefits of transit for targeted audiences. The city may consider leveraging holidays and regional transit and congestion reduction campaigns and events to promote ridership.
- *Partnering with City Departments* – As part of the enhanced marketing effort, the City of Dayton should collaborate with departments that can benefit from transit, such as Parks and Recreation and Library, to promote service and encourage ridership.
- *Travel Training* – Methods to promote transit services should be expanded, including adding travel training to encourage transit use with large groups and entities, such as major employers and students.
- *Mobile Payment* – While the existing mobile app is helpful to microtransit riders, riders may also like to pay fares for the Liberty & Dayton Community Circulator via mobile payment.





Phasing Evaluation

After the recommendations were developed, a framework was also developed to phase the recommendations into the short-, mid-, and long-term time periods. The phasing process is structured to cover a wide spectrum of factors that are qualitative and quantitative to ensure it is complete as well as comprehensive.

Phasing Process

The recommendations are evaluated using the criteria described below. The two criteria and associated measures used to score and phase the recommendations are summarized in Table 7-1.

Public Support

The public outreach process conducted for this study resulted in numerous opinions and suggestions about transit services from transit users and non-users. In addition, the public outreach process also included discussions with the Steering Committee, which consists of local community leaders and stakeholders. Based on an in-depth review of this input received, interest in a particular recommendation was considered.

Demand Assessments

For the phasing framework, the latent demand assessments previously described in Section 2 were reviewed:

- Transit Orientation Index (TOI) Results – Existing population segments that historically have had a higher propensity to use transit and/or are dependent on public transit for their transportation needs. The proportion of the adjacent area within a three-quarter mile buffer of each recommendation that is considered “High” or “Very High” transit-oriented area was calculated to determine the imminent need.
- Density Threshold Assessment (DTA) Results – Potential riders living in higher-density areas of the City that may choose to use transit as a commuting or transportation

alternative. The proportion of the adjacent area within a three-quarter mile buffer of each recommendation that has growing dwelling unit or job density (from 2025 to 2050) was calculated to determine the implementation priority.

Phasing Criterion Scoring

Each criterion is assigned a weight (Table 7-1), which affords the opportunity to measure the relative importance of each among the group of criteria to be applied. For each recommendation, a score was determined either through the computation of the selected measure or through professional judgement. Scores for the more qualitative criteria were assigned based on a relative comparison of each transit recommendation with other transit recommendations. A higher score is consistent with a higher ranking for a given recommendation for the criterion being evaluated.



Table 7-1: Prioritization Characteristics

Criteria	Measure	Measure Weight	Criteria Weight
Public Support	Steering Committee Input	25%	50%
	Public Input	25%	
Demand Assessments	Transit Orientation Index Results	25%	50%
	Density Threshold Assessment Results	25%	
Total Weight			100%

The thresholds for quantitative criteria were determined using the average of the entire data set and one standard deviation above or below the average. The thresholds and scoring for each criterion used in the phasing framework along with the scoring criterion by service recommendation are shown in Appendix B.



Source: City of Dayton NextDoor



8.0 Recommended Implementation

Investing in improved transit services and capital infrastructure may offer wide-ranging benefits for the City of Dayton. Enhanced and improved transit services increases access to jobs, education, healthcare, and other lifeline services. Furthermore, improved transit services may help reduce traffic congestion and support the growing development patterns in the area.

Investing in transit may also strengthen and bolster the local economy by adding connections to employment centers and attracting businesses to the area with additional accessibility. As the City continues to grow, expanding and improving transit can enhance the quality of life and provide additional alternative mobility options. Ultimately, transit can be a tool to support the City in the long-term.

Phases

A phased approach was developed for transit services in the City of Dayton to expand its transit options in a practical way. The plan is structured into the short, mid-, and long-term time frames, designed to guide transit over the next 20 years while supporting overall growth in the City of Dayton.

- **Short-Term Recommendations (0–5 Years)** focuses on local recommendations to build demand for transit services.
- **Mid-Term Recommendations (6–10 Years)** recommends building on expanding and improving existing services.
- **Long-Term Recommendations (11–20 Years)** envisions expanding transit services regionally.

Each timeframe includes service recommendations supported by infrastructure and policy initiatives, phased according to implementation needs, logical progression, feasibility, and practical judgment.

While the phasing provides a framework for action, they are flexible; recommendations may be accelerated or delayed based on shifting priorities and funding availability.



Short-Term Recommendations (0-5 Years)

Short-term recommendations focus on enhancing the reliability and accessibility of existing services within the next five years. Map 8-1 shows the recommendations that may increase demand while laying the groundwork for future growth.

Expanding existing service can significantly improve rider experience by expanding accessibility to new destinations. These recommendations are relatively quick to implement, and critical for building public confidence in transit as a viable transportation alternative.

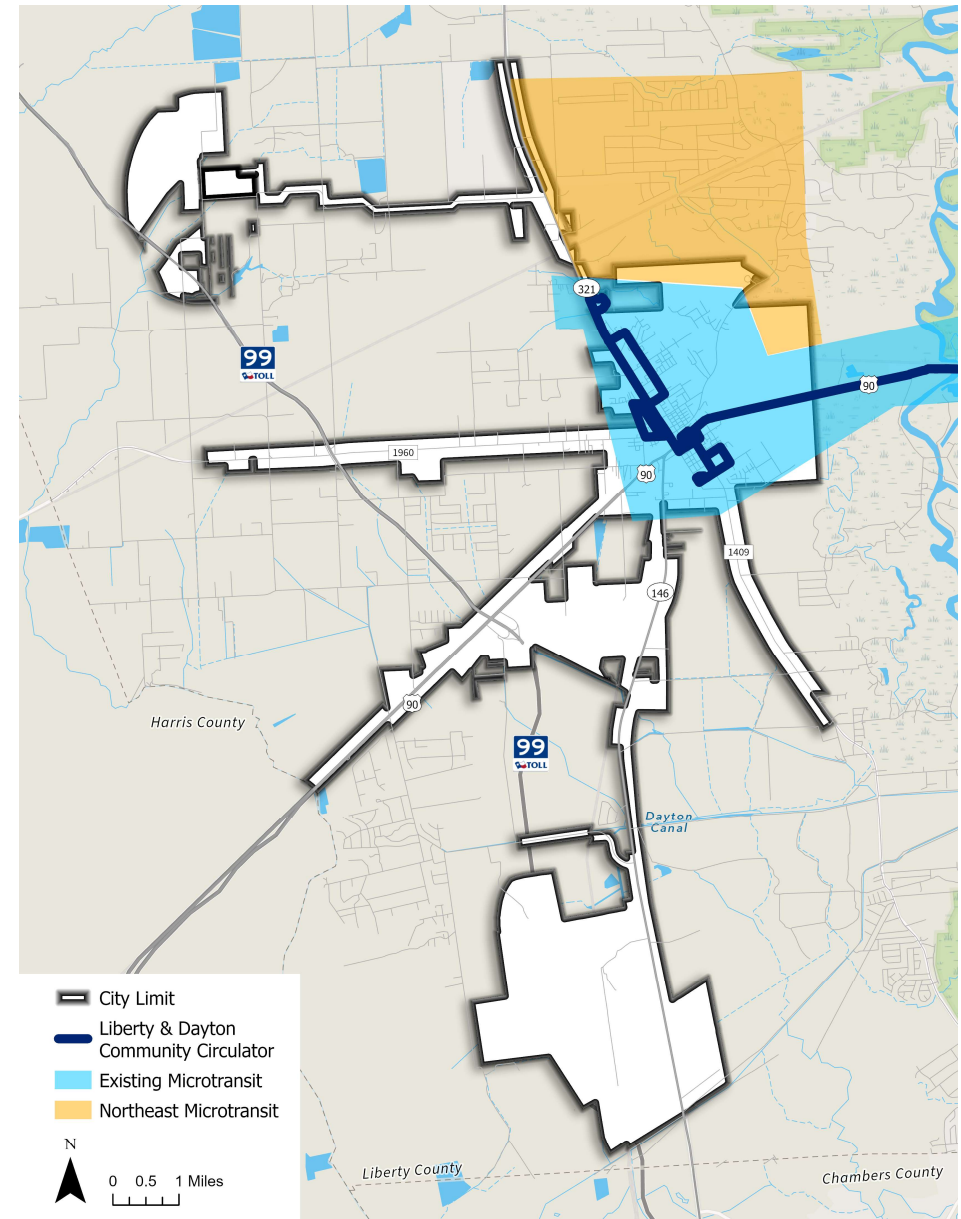
Service

- Add Northeast microtransit zone (seen in orange)
- Expand service hours on existing services from 7:00 AM to 6:00 PM

Capital and Policy

- Add bus stop infrastructure at designated time points
- Implement social media campaign
- Partner with City Departments

Map 8-1: Short-Term Recommendations





Mid-Term Recommendations (6-10 Years)

Mid-term recommendations are designed to strengthen the overall transit network and support economic development.

Recommendations in the 6- to 10-year horizon support improving local mobility while expanding and enhancing existing services to meet growing demand (Map 8-2). These improvements build upon short-term enhancements and introduce regional services.

Regional services will increase access to top destinations, such as Baytown and other Harris County destinations. Park-and-ride facilities will support the regional service and make transit more accessible and attractive.

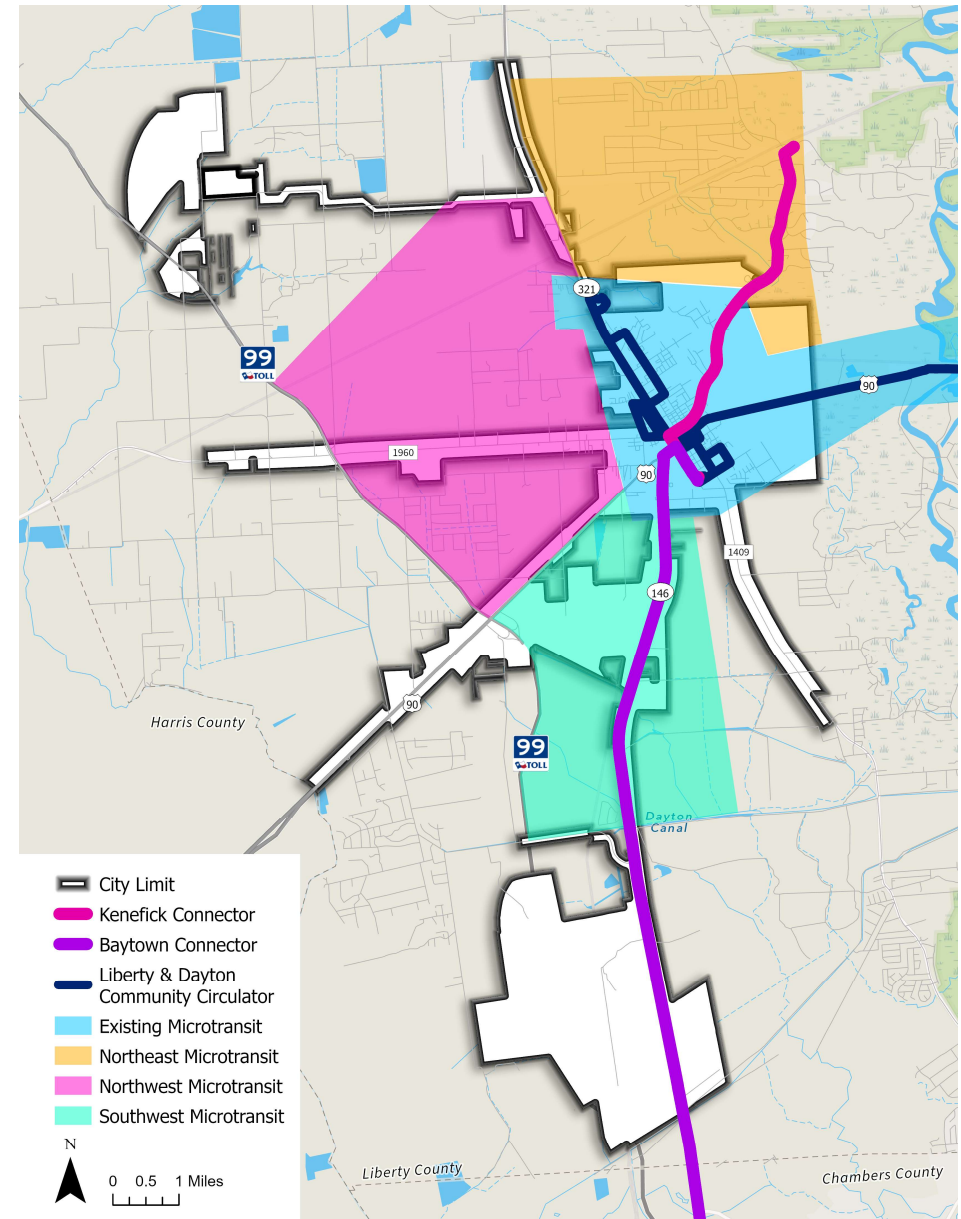
Service

- Implement 60-minute frequency on circulator route during peak hours
- Add Southwest microtransit zone
- Add Northwest microtransit zone
- Implement Kenefick Connector
- Implement Baytown Connector

Capital and Policy

- Introduce mobile payment
- Continue to add bus stop infrastructure at high-ridership stops
- Continue social media campaign and expand marketing channels
- Continue partnerships with City Departments and explore Public Private Partnerships (PPP)
- Offer travel training

Map 8-2: Mid-Term Recommendations





Long-Term Recommendations (11-20 Years)

Long-term transit improvements focus on expanding regional reach to meet the needs of the growing City. Over the 11- to 20-year timeframe, new regional services will reach downtown Houston, the airport, and the Texas Medical Center (Map 8-3). These recommendations are designed to reduce reliance on single-occupancy vehicles (SOVs) and accommodate future population and employment growth.

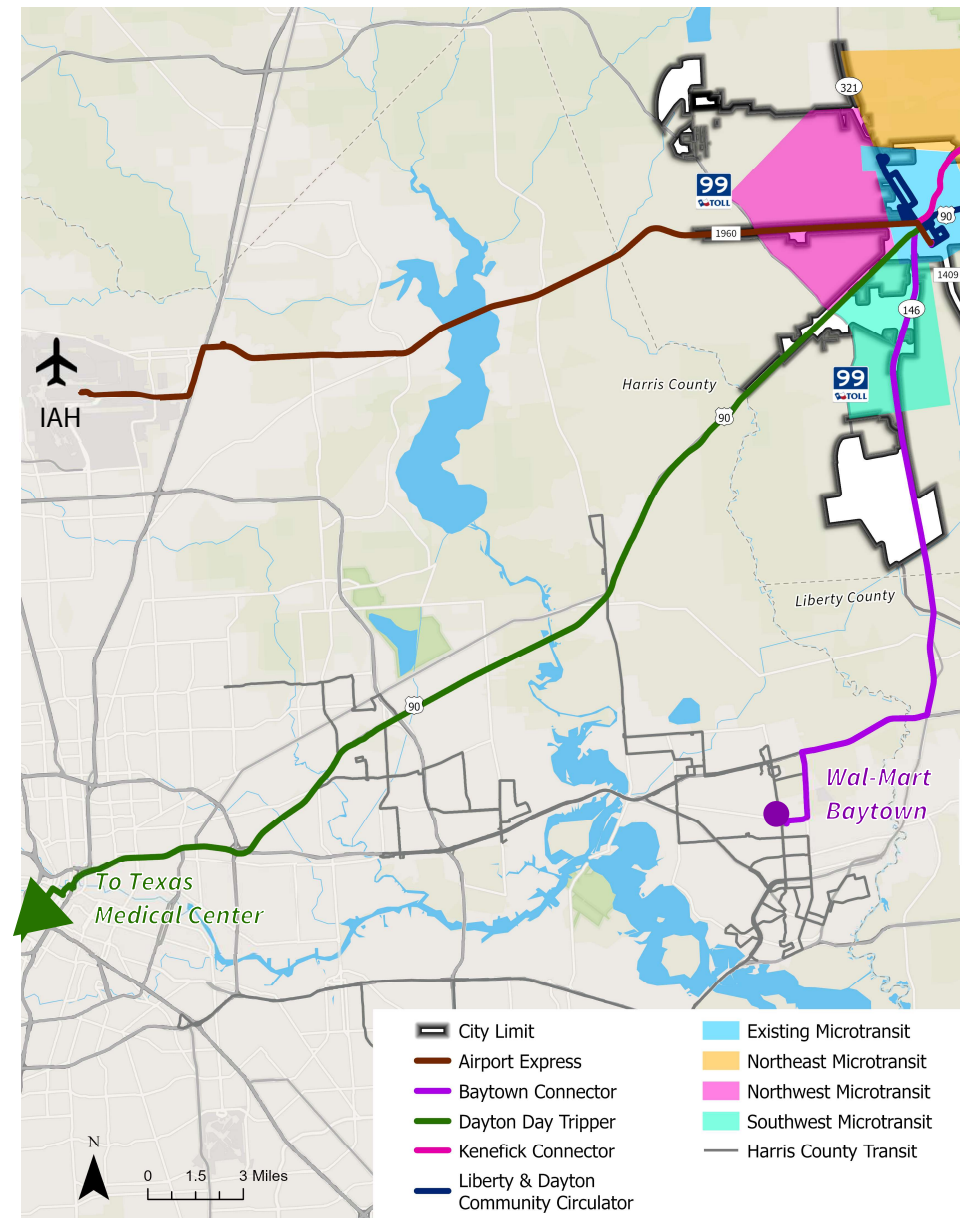
Service

- Implement Dayton Day Tripper
- Add Airport Express
- Add Saturday Service on Existing Services

Capital and Policy

- Establish Park-and-Ride facility at Dayton Community Center
- Continue mobile payment and support mobile app with new features
- Continue to add bus stop infrastructure at high-ridership stops
- Continue social media campaign and expand marketing channels
- Continue partnerships with City Departments and explore Public Private Partnerships (PPP)
- Continue travel training

Map 8-3: Long-Term Recommendations





9.0 Funding Scenarios

Three funding scenarios were developed so the City of Dayton can implement mobility options at an appropriate pace. The scenarios were developed to provide practical and implementable strategies to support growth and mobility needs. Each funding scenario outlines the financial framework and strategies for implementing proposed improvements, based on fiscal realities and available resources. Each scenario identifies the proposed services, anticipated revenue sources and options such as grants, dedicated local funding, or Transportation Development Credits (TDC). The following cost assumptions are included, followed by each scenario and its respective implementation, revenue assumptions, and summary.

Operating Cost Assumptions

The following assumptions are informed by multiple sources, including data provided by Brazos Transit District, validated data from the National Transit Database (NTD), and other relevant transit industry benchmarks.

- Based on the Consumer Price Index (CPI) data for the last 10 years (from 2014 to 2024), an average annual inflation rate of 2.52% is used for all operating cost projections.
- Annual operating costs for fixed-route and microtransit services were developed based on operating expense information from NTD and estimated revenue hours.
- The unit cost for projecting future fixed-route operating costs was assumed at \$112.03 (2025\$) per service revenue based on NTD data.
- Operating costs for new microtransit services supported by additional demand response services were estimated at \$84.01 (2025\$) per revenue service hour based on NTD data.

Capital Cost Assumptions

Several assumptions were used to project costs for capital/infrastructure/technology needs to support implementation of the service alternatives described previously. These capital cost assumptions are summarized as follows.

- The cost of establishing additional bus stop infrastructure is assumed at \$100,000 (2025\$) annually.
- Expanding the transit marketing/education program is assumed to be \$25,000 (2025\$) annually.
- Implementing mobile fare payment option is assumed to have an initial \$25,000 (2025\$) cost with a subsequent annual \$5,000 (2025\$) maintenance cost.
- Establishing a travel training program is assumed to be \$25,000 (2025\$) annually.
- The cost of the following multimodal infrastructure is assumed:
 - Pedestrian crossing, including signs and markings is estimated to be \$15,000 (2025\$) each.
 - Shared use path is estimated to be \$65 (2025\$) per foot, assuming a 10-foot width.
 - Bike lane striping is estimated to be \$15 (2025\$) per foot.



Cost/Revenue Scenarios

The new services and improvements are shown by each scenario below. Following Table 9-1, each scenario is described with the associated revenue details, including federal, state, and local support.

Table 9-1: Improvements by Funding Scenarios

New Service/Improvement	Scenarios		
	Status Quo	Enhanced	Ambitious
Northeast Microtransit Zone		●	●
Southwest Microtransit Zone		●	●
Northwest Microtransit Zone		●	●
Harris County Connector		●	●
Dayton Day Tripper		●	●
Kenefick Connector			●
Airport Express			●
Extend Circulator service span from 7AM to 6PM			●
Saturday service in Microtransit service			●
Increasing Circulator's frequency to 60 minutes			
Add Saturday service on Circulator			



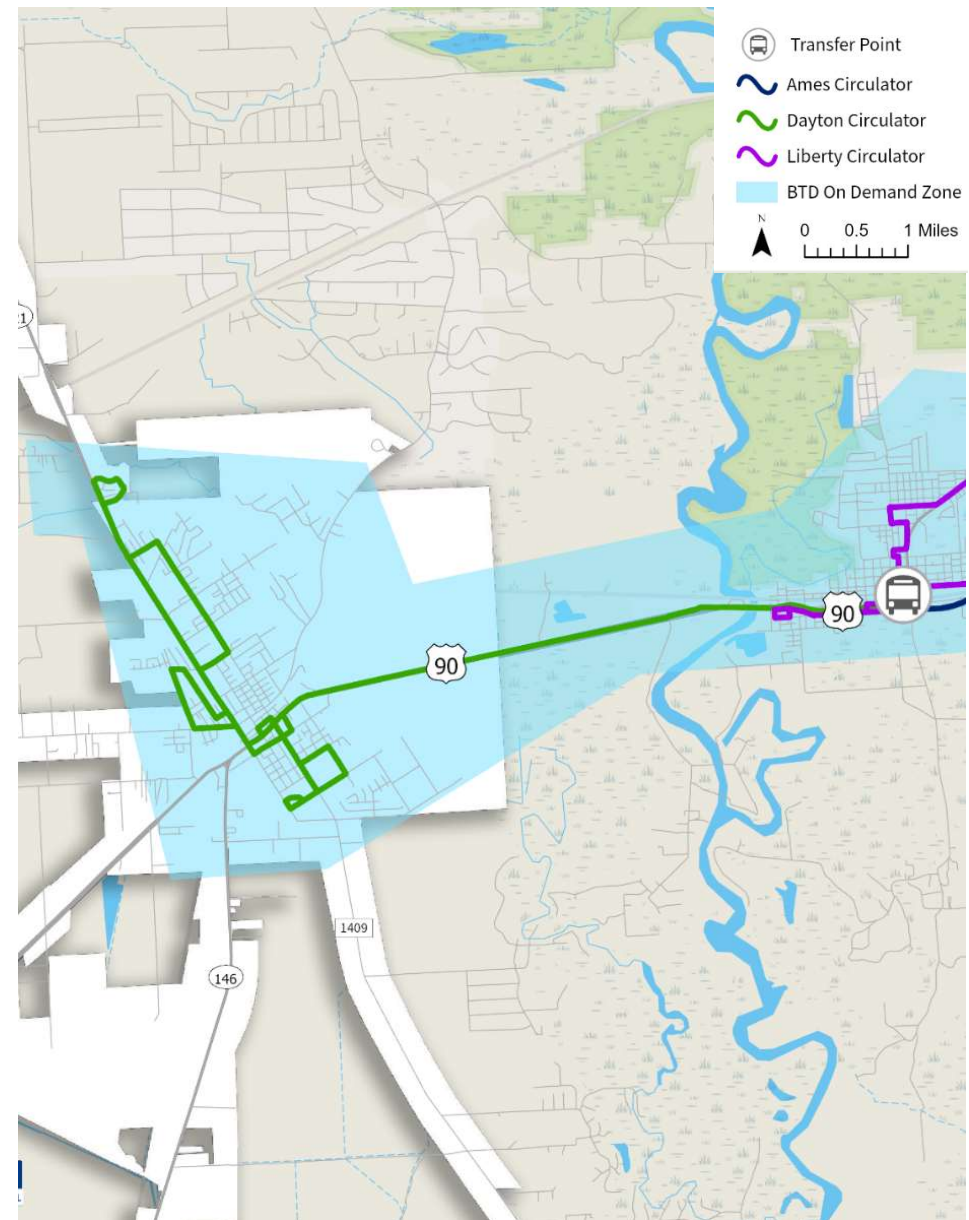
Status Quo Scenario

The Status Quo Scenario maintains the existing circulator route and microtransit zone serving Dayton, Liberty, and Ames (Map 9-1).

Revenues

- The existing circulator service is supported by 50% federal funding, 25% TxDOT funding, and 25% local money.
- The existing microtransit zone is supported by a discretionary TxDOT grant that will expire in 2026.

Map 9-1: Status Quo Scenario





Enhanced Scenario

In addition to the services in the Status-Quo scenario, the following improvements are recommended under the Enhanced Scenario (Map 9-2):

Short-Term

- Northeast microtransit zone
- Bus stop infrastructure

Revenues

- The Northeast microtransit zone is proposed to be supported by 80% federal funding and 20% local funding.
- New transportation funding sources, including revenue and bonds, are proposed to support bus stop infrastructure.

Mid-Term

- Southwest and Northwest microtransit zone
- Baytown Connector
- Some multimodal Infrastructure

Revenues

- All microtransit zones are proposed to be supported by 80% federal funding and 20% local funding.
- The Harris County Connector is proposed to be supported by 80% CMAQ funding, 10% Transportation Development Credits (TDC) funding, and 10% local money.
- New transportation bonds are proposed to support some multimodal infrastructure.

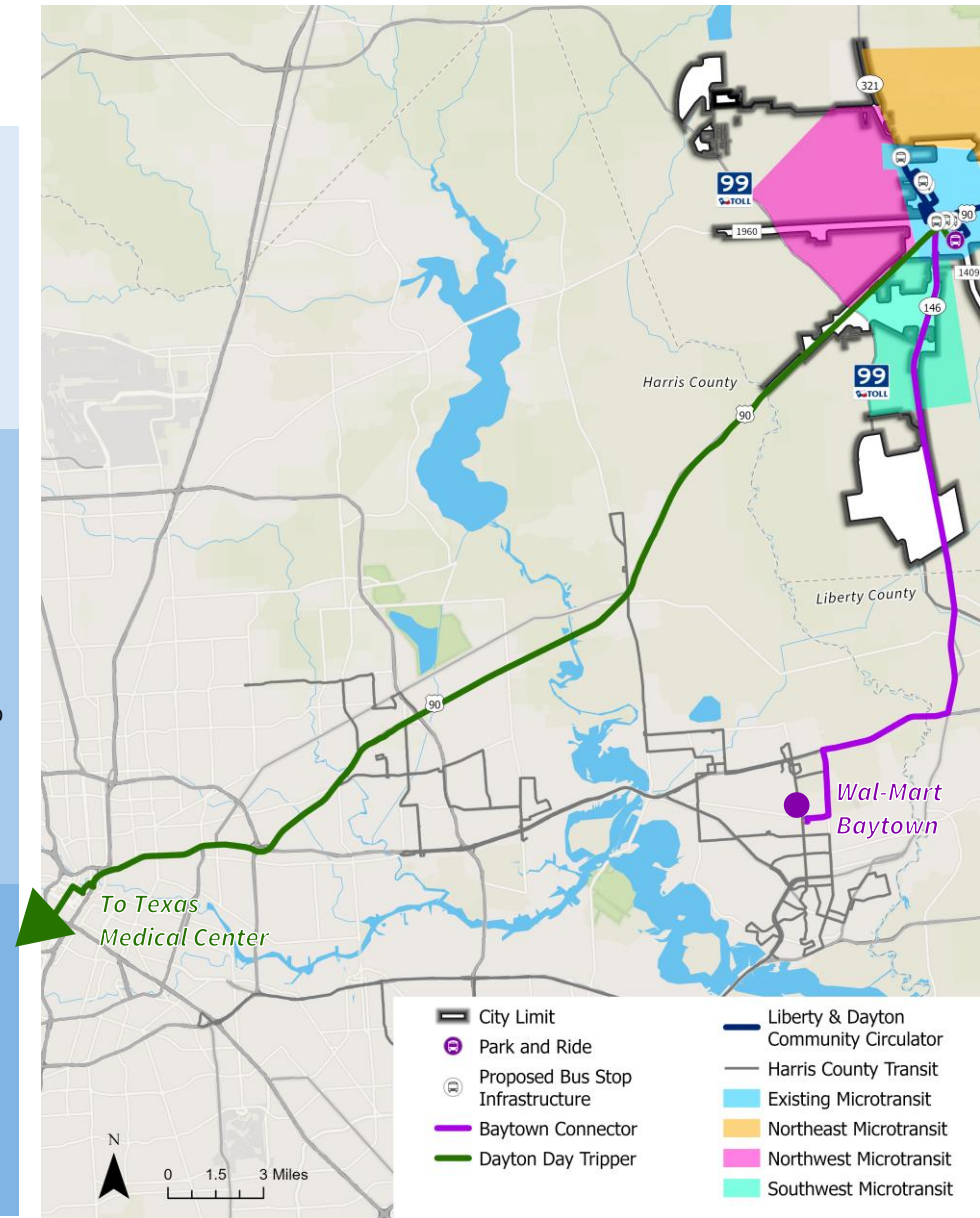
Long-Term

- Dayton Day Tripper
- Park-and-Ride facility

Revenues

- The Dayton Day Tripper is proposed to be supported by 80% CMAQ funding, 10% TDC funding, and 10% local money.
- A partnership with the Dayton Community Center would be formed to support the park-and-ride.

Map 9-2: Enhanced Scenario





Ambitious Scenario

In addition to the Status-Quo and Enhanced scenarios, the following improvements are recommended under the Ambitious Scenario (Map 9-3):

Short-Term

- Expand service hours on existing services from 7:00 AM to 6:00 PM.
- Social media campaigns and partnerships with City departments.

Revenues

- The expanded service hours on the Circulator are proposed to be supported by new local funding.
- New marketing efforts are proposed to be supported by new local funding.

Mid-Term

- Kenefick Connector
- Travel training and multimodal Infrastructure

Revenues

- The Kenefick Connector is proposed to be supported by new local Liberty County funding.
- It is proposed that new transportation bonds would support bus stop infrastructure.

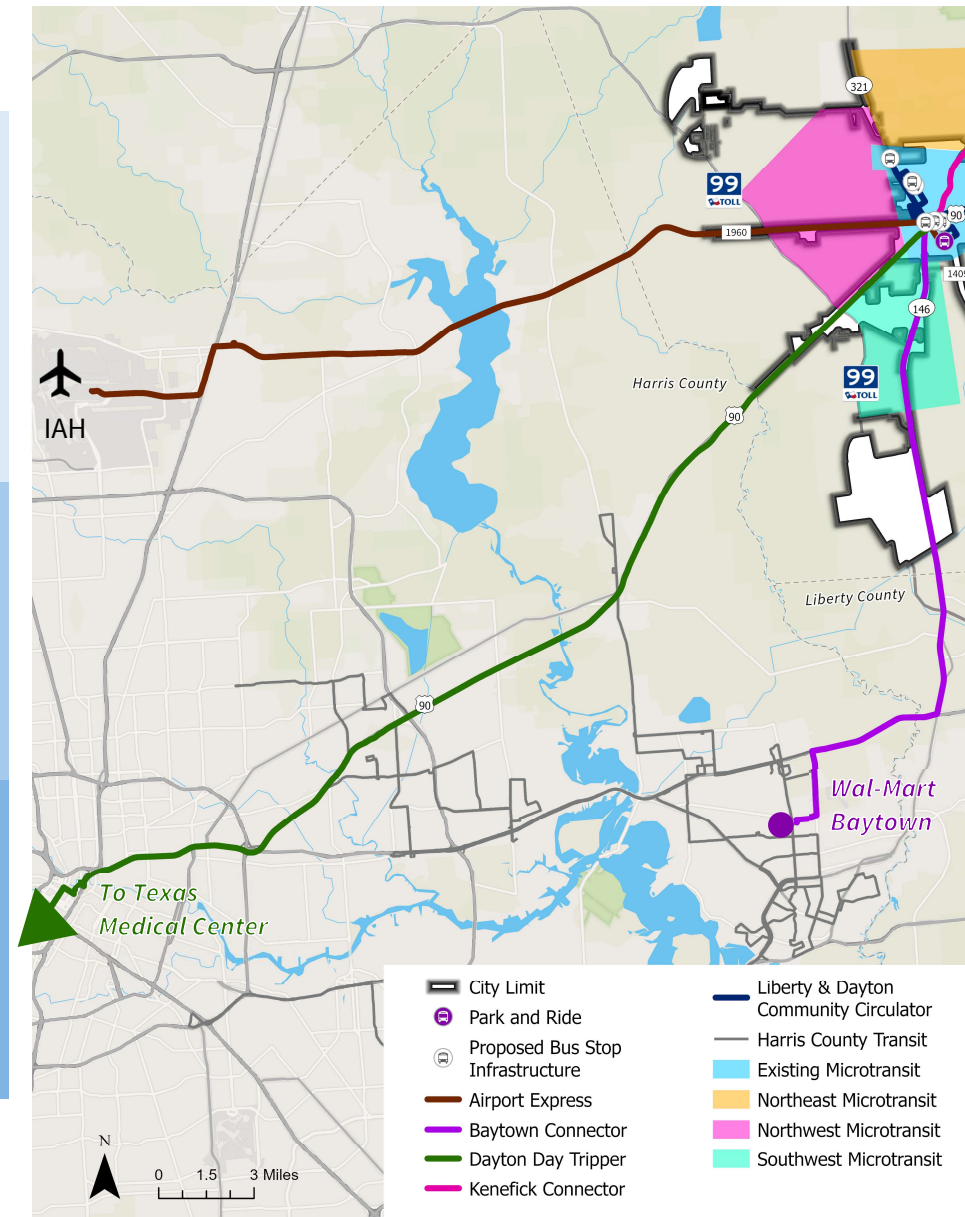
Long-Term

- Airport Express
- Saturday service on existing microtransit service

Revenues

- The Airport Express is proposed to be supported by 80% CMAQ funding, 10% TDC funding, and 10% local money.
- It is proposed that Saturday service be supported by new local funding.

Map 9-3: Ambitious Scenario





All Scenarios | New Vehicle Plan

Acquisition of new vehicles is a critical capital investment in implementing services. The Federal Transit Administration (FTA) standard rate of 20% spare vehicle ratio was assumed for any new vehicle purchases.

- Vehicle life cycle assumptions are based on guidelines from FTA. A bus is assumed to have a useful life of 14 years, and a smaller demand response vehicle is assumed to have a useful life of 10 years.
- Replacement vehicles planned to be purchased include those necessary to replace vehicles that will reach the end of their useful life within the planning phase period. The cost of a new larger fixed-route bus is assumed at \$700,000 (2025\$) and the smaller vehicle is assumed at \$250,000 (2025\$).

Table 9-2 shows the new vehicles needed by scenario.

Table 9-2: New Vehicles by Scenario

Vehicle by New Improvement	Scenario		
	Status Quo	Enhanced	Ambitious
Northeast Microtransit Zone		2	2
Southwest Microtransit Zone		2	2
Northwest Microtransit Zone		3	3
Harris County Connector		1	1
Dayton Day Tripper		1	1
Kenefick Connector			1
Airport Express			1
Extend Circulator service span from 7AM to 6PM			N/A
Saturday service in Microtransit service			N/A
Total	0	9	11



All Scenarios | Cost/Revenue Summary

The average annual and total operating and capital costs and supporting revenues are summarized in Tables 9-3 and 9-4, respectively. The operating costs in all scenarios would continue to be funded mainly by a mix of local, state, and federal sources. Appendix C shows more detailed cost and revenue summaries by scenario while Appendix D summarizes all potential revenue strategies.

Table 9-3: Average Annual Cost and Revenues by Scenario

Average Annual	Scenario		
	Status Quo	Enhanced	Ambitious
Operating Expense	\$459,359	\$2,165,077	\$2,626,723
Capital Expense	\$0	\$248,968	\$504,306
Revenues	\$459,359	\$2,414,045	\$3,131,029
New Farebox	\$0	\$61,138	\$77,685
Local	\$82,028	\$511,669	\$1,177,650
State	\$213,274	\$239,247	\$239,247
Federal	\$164,057	\$1,601,992	\$1,636,447

Table 9-4: Total Cost and Revenues by Scenario

Total	Scenario		
	Status Quo	Enhanced	Ambitious
Operating Expense	\$9,187,177	\$43,301,535	\$52,534,450
Capital Expense	\$0	\$4,979,367	\$10,086,126
Revenues	\$9,187,177	\$48,280,902	\$62,620,577
New Farebox	\$0	\$1,222,756	\$1,553,690
Local	\$1,640,567	\$10,233,373	\$23,553,006
State	\$4,265,475	\$4,784,932	\$4,784,932
Federal	\$3,281,135	\$32,039,841	\$32,728,948



10.0 Next Steps and Action Items

The action items listed below should be carefully considered and followed through to ensure that public support, funding, and operational support are preserved. The following are action items to consider when carrying out the transit vision:

Leverage Executive Summary as an Effective Tool

A concise and user-friendly summary document with key information from the Dayton Transit Study may work best rather than a large report with technical details when soliciting support from the general public and/or stakeholders. The executive summary should be used as a promotional tool and an effective medium to continue generating support for the recommendations.

Inform and Coordinate with Other Plans

The City of Dayton should continue to build from existing coordination efforts with H-GAC to support their efforts to consider/include recommendations in the Transportation Improvement Program (TIP) updates, Unified Planning Work Program (UPWP), corridor studies, and other plans. The study can also be useful to other entities with subsequent planning efforts, such as local comprehensive plans and area redevelopment plans.

Secure and Maintain Funding for the Plan

While the Study implementation schedule does not preclude the opportunity to delay or advance any projects, the City of Dayton should plan to implement the services in the recommended phases.

Engage Regional and State Partners

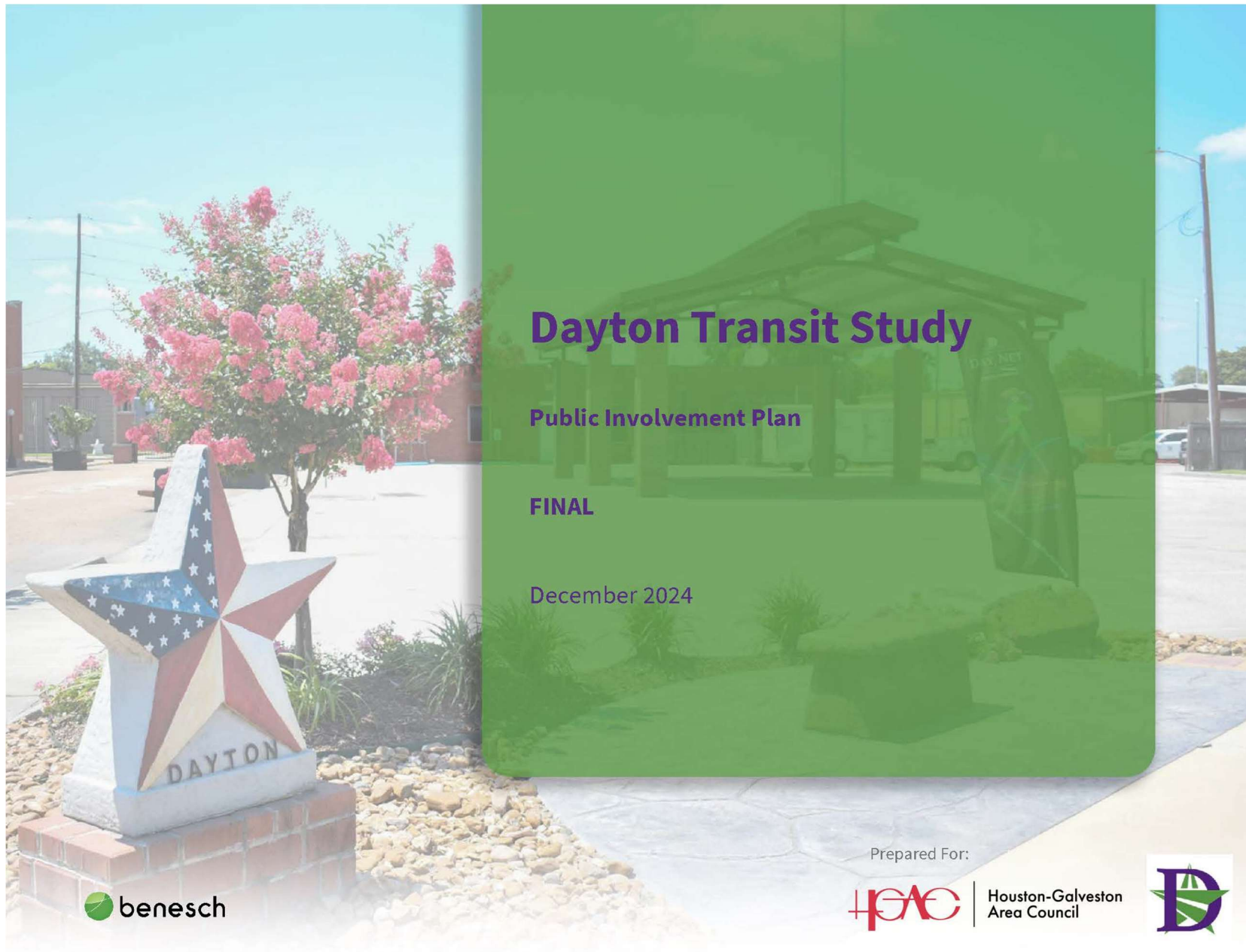
The TXDOT Public Transportation Division works to provide a safe and reliable network of transportation options for people who use alternatives to driving alone. TXDOT makes it an ideal partner to secure state and federal funds to help support recommendations.

The City of Dayton should continue to work with H-GAC to identify potential grants and apply for funding to implement the transit recommendations. The applicant may use the information provided in the Study to develop project applications, including defining/describing the projects, justifying needs, providing service and operational parameters, outlining a proposed budget, and providing performance measures. It will be important to coordinate with regional transit agency partners as well, including Harris County Transit and Houston METRO, for additional/enhanced opportunities for regional connections.



Appendix A. Public Outreach

Public Involvement Plan	A-2
Rider Survey Flyer	A-10
Public Online Survey	A-12
Bus Rider Survey	A-18
Stakeholder Questionnaire Guide	A-24
Engagement Flyer	A-26

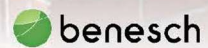


Dayton Transit Study

Public Involvement Plan

FINAL

December 2024



Prepared For:



Houston-Galveston
Area Council





Houston-Galveston
Area Council

TABLE OF CONTENTS

1	INTRODUCTION	2
1.1	Purpose.....	2
1.2	Goals	2
2	PUBLIC INVOLVEMENT ACTIVITIES	3
2.1	Steering Committee Meetings	3
2.2	Stakeholder Interviews	3
2.3	Discussion Group Workshops.....	3
2.4	Online Survey.....	4
2.5	Rider Survey	4
2.6	Public Workshops.....	4
2.7	Social Media and Website Outreach	5
2.8	Collateral Materials and Public Notification	5
3	PUBLIC INVOLVEMENT ACTIVITY SCHEDULE	6



Houston-Galveston
Area Council

1 INTRODUCTION

This Dayton Transit Study aims to develop innovative planning techniques and suggest a range of transit modes, including newer transportation technologies. The primary goal of this study is to identify innovative mobility strategies to enhance connectivity in the local or regional area.

As a strategic plan, the study will identify recommendations in an unconstrained fashion and identify service improvements that are currently unfunded. The recommendations will include strategies with a 20-year horizon and be consistent with the Steering Committee's goals and priorities.

1.1 Purpose

This Public Involvement Plan (PIP) summarizes the details and proposed schedule for the public outreach activities planned for the Dayton Transit Study. This study, led by the Houston-Galveston Area Council (H-GAC) in collaboration with the City of Dayton, will guide the mobility vision in Dayton, Texas.

1.2 Goals

The goal of this PIP is to engage the public and key stakeholders with a broad spectrum of perspectives, interests, and backgrounds. This will provide valuable public input on needs, priorities, and implementation strategies to enhance mobility options in the City of Dayton.

The PIP outlines strategies that encourage community input and buy-in. It provides ample opportunities for the private sector, state, and local agency stakeholders to understand the components and benefits of the study and to provide feedback through open, two-way communication options.

This PIP is prepared to provide flexibility as the study is developed. While the outreach activities are set, the exact time frame and format or number may change to accomplish the best results for the study within the available time and resources.

The remainder of this PIP illustrates how the public and stakeholders will be engaged to inform the study.



2 PUBLIC INVOLVEMENT ACTIVITIES

2.1 Steering Committee Meetings

The purpose of the Steering Committee is to provide agency perspectives and technical guidance throughout the planning effort. Members of the committee may include representatives from TxDOT, Brazos Transit District, Metro Transit, Harris County, social service organizations, Cleveland Independence School District, among others. As committee members are identified, they will be amended to this PIP.

The committee will kick off in person in January 2025 as one of the initial outreach tasks for the study. An additional five meetings are anticipated to be held throughout the length of the project. Two meetings will be in person while the other three will be virtual. The meetings are anticipated to be held at the following key technical/outreach milestones:

- February/March 2025
- April 2025
- May/June 2025
- June/July 2025
- August 2025

2.2 Stakeholder Interviews

Identifying key stakeholders and early coordination with various agencies and organizations is crucial to the success of any transportation project. Having a proactive outreach program to engage these stakeholders allows the opportunity to offer important feedback and be informed when addressing questions from their constituents or the media on the study.

H-GAC and the City of Dayton staff will identify representatives of key public and private sector stakeholders to obtain feedback about perceptions and attitudes towards transit in the City of Dayton and its immediate region. The project consultant will conduct interviews with the identified stakeholders.

This is a key component of the public involvement effort and will enhance the understanding of local conditions from those who rely on transit. In total, up to 10 stakeholders will be engaged through interviews to better understand the commuting habits of their employees or constituents, their current use of transit, and the transit use of their clients or customers, if applicable. This will allow them to provide suggestions for improvements to transit services. Prior to conducting interviews, a draft interview questionnaire will be submitted to H-GAC and the City of Dayton staff for review and approval. The interviews will be scheduled in advance and conducted virtually. Once all stakeholder interviews are complete, the project team will prepare a draft summary of the stakeholder interviews as part of its public involvement documentation records.

In addition to providing input on transit's future in the county, the stakeholders will also be asked to assist the outreach campaign by distributing information and to spread the word on any upcoming outreach efforts.

2.3 Discussion Group Workshops

The outreach process will include two invitation-based discussion group workshops, each involving a group of 8-12 participants in a small group to promote more in-depth, open-ended discussion about transit issues, needs, and



Houston-Galveston
Area Council

opportunities. The project team will coordinate with H-GAC and City of Dayton staff to identify and invite workshop participants.

Each discussion group will be attended by participants from organizations and groups of similar interests to engage in a productive and robust discussion that will help the City of Dayton plan its future transit services and allocate resources efficiently.

Potential workshop candidates may include members from the business, health, social services, and education communities, among other key stakeholders.

A presentation to provide project background information will be given, followed by a guided discussion.

2.4 Online Survey

The project team will also conduct an online public input survey. A survey instrument will be developed in English and Spanish and will be reviewed/coordinated with H-GAC and the City of Dayton staff. The survey will be conducted in the first phase of outreach to seek public input on needs and obtain information related to attitudes, latent demand, and general support of the community related to mobility services.

This online survey will be posted on all relevant websites and distributed via available email and social media outlets. As feasible, the survey link will be posted on other stakeholder websites and provided at public workshops and discussion groups. Participants will be encouraged to complete the survey online to improve the ease and accuracy of data collection and reporting. As noted earlier, participants of the

stakeholder interviews and discussion group workshops will be invited to disseminate the survey links.

2.5 Rider Survey

A survey will be developed in English and Spanish to gather information from current users of the existing circulator route operated by Brazos Transit District. A survey instrument will be developed working closely with H-GAC and the City of Dayton staff.

Brazos Transit District staff will be notified of the upcoming survey opportunity so that they can inform bus operators and patrons on-board buses of the future opportunity to participate in the survey.

The survey will be distributed electronically via QR codes on flyers posted on buses.

2.6 Public Meetings

Two open-house style public meetings and two virtual meetings will be conducted to solicit feedback. One in-person and one virtual meeting will occur during the first phase of outreach for feedback on the proposed transit needs. A second set of meetings will be held to solicit feedback on the proposed developed improvements. The in-person workshops will be held at locations identified by H-GAC and the City of Dayton staff and will be convenient and easily accessible by the public. The virtual meetings will be held via Zoom. Both in-person and virtual meetings will be designed to capture information from participants about community values, needs, and priorities. Additionally, they may feature displays, interactive information exchange, public surveys, or enlistment for social media outreach.



Houston-Galveston
Area Council

2.7 Social Media and Website Outreach

The project team will coordinate with H-GAC's Communications Department to utilize existing and project-specific web channels to inform the public about outreach opportunities. Posts to social media will occur as necessary, mostly to advertise any survey input opportunities and outreach events.

2.8 Collateral Materials and Public Notification

Collateral materials will be developed, as applicable and necessary, in English and Spanish to distribute information about public outreach activities. These materials may include the following:

- *Fact Sheets* – These will provide information to the public at outreach events and public workshops to offer an overview of transit services, while promoting the value and importance of the study and public involvement efforts. The flyers will direct and encourage the public to reach out to the project team to share input.
- *Flyers* – To share information with the public about upcoming events and the value of their participation; will direct the public to visit the H-GAC website to stay involved and informed with the development of the study.
- *Display Boards* – These will illustrate service and demographic maps, plan proposals, and more at public workshops.
- *Public Meeting Notifications* – Notifications of all public meetings will be made at least 30 days in advance. Additionally, it is envisioned that the notifications will

be provided through one or more of the following: media advertisements/news articles; H-GAC, City of Dayton, and the project websites; and emails to stakeholders to share within their organizations or to people they represent.



3 PUBLIC INVOLVEMENT ACTIVITY SCHEDULE

The public outreach schedule supports planning and completion of the previously summarized public outreach activities and coordination efforts. Table 3-1 presents the tentative schedule for the public outreach activities included in the Dayton Transit Study.

The overall schedule for completing the study, which includes outreach and all other components, is shown in Figure 3-1.

TABLE 3-1: PUBLIC INVOLVEMENT ACTIVITY SCHEDULE

Activity	Proposed Schedule
Stakeholder Interviews	January 2025
Online Survey	January -February2025
Discussion Group Workshops	February 2025
Rider Survey	February – March 2025
Phase I Public Meetings	March 2025
Phase II Public Meetings	June 2025



FIGURE 3-1: PROJECT SCHEDULE





DAYTON TRANSIT STUDY

WE WANT YOUR FEEDBACK!



Rider Survey

The City of Dayton is partnering with Houston-Galveston Area Council (H-GAC) to develop the Dayton Transit Study. The Dayton Transit Study aims to develop innovative planning techniques and suggest a range of transit modes, including updating transportation technologies.

Take our 5-minute survey and tell us your thoughts on transit needs and priorities for the community.

To learn more about this project, please visit engage.h-gac.com/dayton-transit-study.

Survey responses must be submitted by **Monday, April 14**.



Scan the QR code to
take the Rider Survey



ESTUDIO DE TRÁNSITO DE DAYTON ¡QUEREMOS SUS COMENTARIOS!



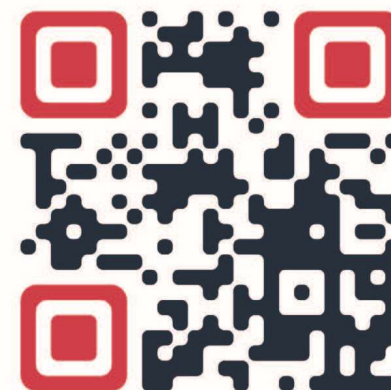
Encuesta para pasajeros

La ciudad de Dayton se ha asociado con el Consejo del Área de Houston-Galveston (H-GAC) para desarrollar el Estudio de Tránsito de Dayton. El Estudio de Tránsito de Dayton tiene como objetivo desarrollar técnicas de planificación innovadoras y sugerir un rango de modos de tránsito, incluyendo la actualización de las tecnologías de transporte.

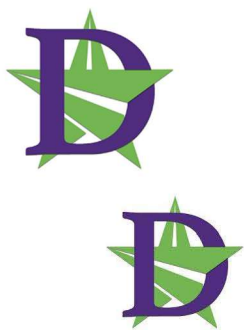
Responda nuestra encuesta de 5 minutos y díganos qué piensa sobre las necesidades y prioridades del transporte público en la comunidad.

Para obtener más información sobre este proyecto, visite engage.h-gac.com/dayton-transit-study.

Las respuestas de la encuesta deben enviarse antes del **lunes 14 de abril**.



Escanea el código QR para realizar la encuesta de pasajeros



Dayton Transit Study

Public Online Survey

We value your feedback to improve transit services in Dayton, Texas! This survey will take approximately 5 minutes to complete.

1. Have you or anyone in your household used public transit services in Dayton?

- ☐ Yes, I have used public transit in Dayton
- ☐ No. I have never used public transit in Dayton
- ☐ I did not know public transit was available in Dayton

2. Do you think the City of Dayton needs additional or improved public transit services?

- ☐ Yes
- ☐ No

3. What is the level of awareness about public transit services in the community?

- ☐ High
- ☐ Moderate
- ☐ Low
- ☐ I am unsure

4. If you use public transit now or decide to use it in the future, where would you go using it?

(Select up to THREE trip purposes)

- ☐ Work
- ☐ Medical
- ☐ Shopping
- ☐ Religious
- ☐ Social/Recreational
- ☐ To get to/from a major airport
- ☐ Education/College

5. Have you ever used an app-based on-demand rideshare service?

- ☐ Yes, I have used Uber/Lyft or a similar service
- ☐ No

6. How should information about public transit services be distributed?

- ☐ Website
- ☐ Phone App
- ☐ Newspaper
- ☐ Other
- ☐ Social Media
- ☐ All of the above
- ☐ Radio



7. What should be the top priority for public transit service in Dayton for the next 10 years?

(Select up to THREE)

- ☐ App-based on-demand microtransit (where?_____)
- ☐ More frequent service on the existing Brazos Transit District Cleveland, Liberty, and Dayton route
- ☐ Regional service (to where?_____)
- ☐ Neighborhood circulators
- ☐ Weekend service on the existing Brazos Transit District Cleveland, Liberty, and Dayton route
- ☐ Earlier & later weekday service on the existing Brazos Transit District Cleveland, Liberty, and Dayton route

8. My home ZIP Code: _____

9. My work/school ZIP Code (if applicable): _____

10. What is your race?

- ☐ White / Caucasian
- ☐ Black / African American
- ☐ Asian
- ☐ American Indian or Alaska Native
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Two or More Races
- ☐ Other (please specify): _____

11. Are you of Hispanic origin?

- ☐ Yes
- ☐ No

12. What is your age?

- ☐ 18 or younger
- ☐ 19 to 25
- ☐ 26 to 44
- ☐ 45 to 65
- ☐ Over 65

13. What is your gender?

- ☐ Female
- ☐ Male
- ☐ Other

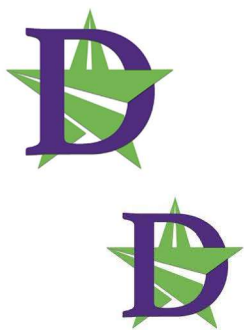


14. What was the range of your total household income in 2024 (Only ✓ one)

- ☐ Less than \$20,000
- ☐ \$20,000 to \$29,999
- ☐ \$30,000 to \$39,999
- ☐ \$40,000 to \$49,999
- ☐ \$50,000 to \$59,999
- ☐ \$60,000 to \$74,999
- ☐ \$75,000 or more

15. Is there anything you would like to comment on about the existing transit services or suggestions for improving the service?

Thank you for taking the time to complete the survey!



Estudio de tránsito de Dayton

Encuesta pública en línea

¡Valoramos sus comentarios para mejorar los servicios de tránsito en Dayton, Texas! La duración estimada de esta encuesta es de 5 minutos.

1. ¿Usted o alguien en su hogar ha utilizado los servicios de transporte público en Dayton?

- ☐ Sí, he usado el transporte público en Dayton
- ☐ No. Nunca he usado el transporte público en Dayton
- ☐ No sabía que Dayton tenía transporte público disponible

2. ¿Cree que la ciudad de Dayton necesita aumentar o mejorar sus servicios de transporte público?

- ☐ Sí
- ☐ No

3. ¿Cuál es el nivel de conocimiento sobre los servicios de transporte público en la comunidad?

- ☐ Alto
- ☐ Moderado
- ☐ Bajo
- ☐ No estoy segura

4. Si usa el transporte público ahora o decide usarlo en el futuro, ¿a dónde iría usándolo? (Marque hasta TRES razones de viaje)

- ☐ Trabajo
- ☐ Razones medicas
- ☐ Para ir de compras
- ☐ Razones religiosas
- ☐ Social/Recreacional
- ☐ Para llegar a/desde un aeropuerto importante
- ☐ Educación/Universidad

5. ¿Alguna vez ha utilizado un servicio de viajes compartidos por medio de una aplicación?

- ☐ Sí, he usado Uber/Lyft o un servicio similar
- ☐ No

6. ¿Cuál es la mejor manera de distribuir la información sobre los servicios de transporte público?

- ☐ Sitio web
- ☐ Aplicación de celular
- ☐ Periódico
- ☐ Otra
- ☐ Redes sociales
- ☐ Todas las anteriores
- ☐ Radio



7. ¿Cuál debería ser la prioridad para el servicio de transporte público en Dayton durante los próximos 10 años?

(Marque hasta TRES)

- ☐ Servicio de micro transporte a través de una aplicación (¿Dónde? _____)
- ☐ Aumentar la frecuencia del servicio en la ruta existente del Distrito de Tránsito de Brazos a Cleveland, Liberty y Dayton
- ☐ Servicio regional (¿Dónde? _____)
- ☐ Circuladores de vecindario.
- ☐ Servicio de fin de semana en la ruta existente del Distrito de Tránsito de Brazos a Cleveland, Liberty y Dayton
- ☐ Servicio de lunes a viernes más temprano y más tarde en la ruta existente del Distrito de Tránsito de Brazos a Cleveland, Liberty y Dayton

8. El código postal de donde vivo es: _____

9. El código postal de mi trabajo/escuela es (si aplica): _____

10. ¿Con cuál de las siguientes se identifica?

- ☐ Blanco / Caucásico
- ☐ Negro / Afroamericano
- ☐ Asiático
- ☐ Indio americano o nativo de Alaska
- ☐ Nativo de Hawái u otras islas del Pacífico
- ☐ Dos o más razas
- ☐ Otra (por favor especifique): _____

11. ¿Es usted de origen hispano?

- ☐ Sí
- ☐ No

12. ¿Cuántos años tiene?

- ☐ 18 o menos
- ☐ 19 a 25
- ☐ 26 a 44
- ☐ 45 a 65
- ☐ Mas de 65

13. ¿Cuál es su género?



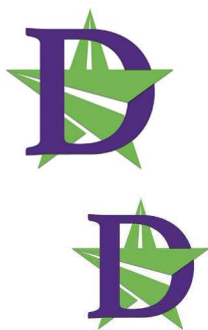
- ☐ Femenino
- ☐ Masculino
- ☐ Otro

14. ¿Cuál fue el rango de los ingresos totales de su hogar en 2024? (Marque solo una)

- ☐ Menos de \$20,000
- ☐ \$20,000 a \$29,999
- ☐ \$30,000 a \$39,999
- ☐ \$40,000 a \$49,999
- ☐ \$50,000 a \$59,999
- ☐ \$60,000 a \$74,999
- ☐ \$75,000 o más

15. ¿Hay algo que le gustaría comentar sobre los servicios de tránsito existentes o sugerencias para mejorar el servicio?

¡Gracias por tomarse el tiempo de completar la encuesta!



Dayton Transit Study

Bus Rider Survey

The City of Dayton needs your help to improve its mobility. Please help us by completing this survey.
Thank you!

1. Please LIST ALL the BUS ROUTES you took or will take to complete this ONE-WAY trip:

- ☐ Route 1: _____
- ☐ Route 2: _____
- ☐ Additional: _____

2. On average, HOW OFTEN do you ride the bus? (Only ✓ one)

- ☐ 5 or more days per week
- ☐ 2-4 days per week
- ☐ 1 day per week
- ☐ Occasionally

3. What is the main PURPOSE of your trip today? (Only ✓ one)

- ☐ Work
- ☐ School (K-12)
- ☐ College/ Tech School
- ☐ Medical
- ☐ Recreation/ Social/ Church
- ☐ Shopping/ Errands
- ☐ Other (please specify): _____

4. How do you typically get TO/FROM the bus stop? (Only ✓ one)

- ☐ Walk: # of blocks? _____
- ☐ Bicycle: # of blocks? _____
- ☐ Drive & Park: # of miles? _____
- ☐ Ride with someone
- ☐ Other (Please specify) _____

5. IF NOT BY BUS, how would you make this trip?

- ☐ Drive
- ☐ Uber/Lyft/Taxi
- ☐ Walk
- ☐ Bicycle
- ☐ Moped/ Scooter
- ☐ Ride with someone
- ☐ Would not make trip
- ☐ Other (please specify) _____



6. Which three of the following IMPROVEMENTS would make transit better for you to use? (Please only ✓ three options)

- ☐ More frequent service (bus comes by more often)
- ☐ Earlier/late evening service
- ☐ Regional express/commuter service. Where? _____
- ☐ Weekend service
- ☐ App-based Mobility on Demand service
- ☐ Fixed bus stops with amenities (shelters and benches)
- ☐ Other (please specify): _____

7. What is the MOST IMPORTANT reason you ride the bus? (Only ✓ one)

- ☐ I prefer it to other options
- ☐ Car is not available all the time
- ☐ Parking is too expensive/ hard to find
- ☐ The bus fits my budget better
- ☐ Bus is safer/ less stressful
- ☐ I do not drive
- ☐ I do not have a car
- ☐ Other (Please specify): _____

8. Please use the map to drop a pin near where you live.

9. Please use the map to drop a pin at the location where you work or attend school.

___ Mark this option if this question does not apply to you.

10. Please use the map to drop a pin at the location where you do most of your shopping.

___ Mark this option if this question does not apply to you.

11. Please use the map to drop a pin at the location where you travel to frequently for other reasons, please describe the trip purpose: _____

12. Do you have a smartphone with a data plan?

- ☐ Yes
- ☐ No

13. Do you have a vehicle (cars, motorcycles, trucks, vans) at home for your use?

- ☐ Yes
- ☐ No

14. What is your age?

- ☐ 18 or younger
- ☐ 19 to 25
- ☐ 26 to 44
- ☐ 45 to 65
- ☐ Over 65



15. What is your race?

- ☐ White / Caucasian
- ☐ Black / African American
- ☐ Asian
- ☐ American Indian or Alaska Native
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Two or More Races
- ☐ Other (please specify): _____

16. Are you of Hispanic origin?

- ☐ Yes
- ☐ No

17. What is your gender?

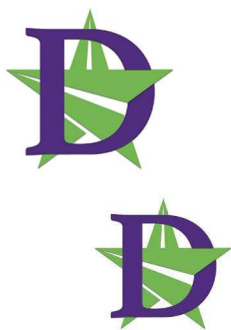
- ☐ Female
- ☐ Male
- ☐ Other

18. What was the range of your total household income in 2024 (Only ✓ one)

- ☐ Less than \$20,000
- ☐ \$20,000 to \$29,999
- ☐ \$30,000 to \$39,999
- ☐ \$40,000 to \$49,999
- ☐ \$50,000 to \$59,999
- ☐ \$60,000 to \$74,999
- ☐ \$75,000 or more

19. Is there anything you would like to comment on about the existing transit services or suggestions for improving the service?

Thank you for taking the time to complete the survey!



Estudio de tránsito de Dayton

Encuesta a los pasajeros de autobús

La ciudad de Dayton necesita su ayuda para mejorar su movilidad. Por favor, ayúdenos completando esta encuesta.

¡Gracias!

1. Por favor, haga una LISTA de TODAS LAS RUTAS DE AUTOBÚS que tomó o tomará para completar este viaje de IDA:

- ☐ Ruta 1: _____
- ☐ Ruta 2: _____
- ☐ Adicional: _____

2. En promedio, ¿Con qué FRECUENCIA viaja en autobús? (Marque solo una)

- ☐ 5 o más días a la semana
- ☐ 2-4 días a la semana
- ☐ 1 día a la semana
- ☐ Ocasionalmente

3. ¿Cuál es la RAZÓN principal de su viaje hoy? (Marque solo una)

- ☐ Trabajo
- ☐ Escuela (K-12)
- ☐ Universidad/ Escuela técnica
- ☐ Razones medicas
- ☐ Recreación/ Social/ Razones religiosas
- ☐ Ir de compras/ Hacer mandados
- ☐ Otra (por favor especifique): _____

4. ¿Cómo suele llegar a/desde la parada de autobús? (Marque solo una)

- ☐ Caminando: # de cuadras _____
- ☐ En bicicleta: # de cuadras _____
- ☐ Conduzco y estaciono: # de millas _____
- ☐ Alguien me lleva
- ☐ Otra manera (por favor especifique) _____

5. SI NO FUERA EN AUTOBÚS, ¿cómo haría este viaje?

- ☐ Conduciendo
- ☐ Uber/Lyft/Taxi
- ☐ Caminando
- ☐ En bicicleta
- ☐ En ciclomotor/ patineta
- ☐ Alguien me llevaría



- ☐ No haría el viaje
 - ☐ Otra manera (por favor especifique) _____
- 6. ¿Cuáles tres de las siguientes opciones harían que el transporte público fuera mejor para usted?**
(Marque solo TRES opciones)
- ☐ Servicio más frecuente (que el autobús pasara con más frecuencia)
 - ☐ Alargar el horario, servicio más temprano y más tarde
 - ☐ Servicio regional exprés. ¿Dónde? _____
 - ☐ Servicio en los fines de semana
 - ☐ Servicio de micro transporte a través de una aplicación
 - ☐ Paradas de autobús con comodidades fijas (sombras y bancos)
 - ☐ Otra (por favor especifique): _____
- 7. ¿Cuál es la razón MÁS IMPORTANTE por la que viajas en autobús? (Marque solo una)**
- ☐ Lo prefiero a otras opciones
 - ☐ El automóvil no está disponible todo el tiempo
 - ☐ Los estacionamientos son muy caros/difíciles de encontrar
 - ☐ Utilizar el autobús se ajusta mejor a mi presupuesto
 - ☐ El autobús es más seguro y menos estresante
 - ☐ No manejo
 - ☐ No tengo automóvil
 - ☐ Otra (por favor especifique): _____
- 8. Por favor, usa el mapa para colocar un alfiler cerca de donde vives.**
- 9. Utilice el mapa para colocar un alfiler en el lugar donde trabaja o asiste a la escuela.**
___ Marque esta opción si esta pregunta no aplica para usted.
- 10. Utilice el mapa para colocar un alfiler en el lugar donde realiza la mayoría de sus compras.**
___ Marque esta opción si esta pregunta no aplica para usted.
- 11. Utilice el mapa para colocar un alfiler en el lugar al que viaja con frecuencia por otras razones, describa el propósito del viaje:** _____
- 12. ¿Tiene un teléfono inteligente con un plan de datos?**
- ☐ Sí
 - ☐ No
- 13. ¿Tiene un vehículo (automóvil, motocicletas, camiones, furgonetas) en casa para su uso?**
- ☐ Sí
 - ☐ No
- 14. ¿Cuántos años tiene?**
- ☐ 18 o menos
 - ☐ 19 a 25
 - ☐ 26 a 44



- ☐ 45 a 65
- ☐ Mas de 65

15. ¿Con cuál de las siguientes se identifica?

- ☐ Blanco / Caucásico
- ☐ Negro / Afroamericano
- ☐ Asiático
- ☐ Indio americano o nativo de Alaska
- ☐ Nativo de Hawái u otras islas del Pacífico
- ☐ Dos o más razas
- ☐ Otra (por favor especifique): _____

16. ¿Es usted de origen hispano?

- ☐ Sí
- ☐ No

17. ¿Cuál es su género?

- ☐ Femenino
- ☐ Masculino
- ☐ Otro

18. Cuál fue el rango de los ingresos totales de su hogar en 2024 (Marque solo una)

- ☐ Menos de \$20,000
- ☐ \$20,000 a \$29,999
- ☐ \$30,000 a \$39,999
- ☐ \$40,000 a \$49,999
- ☐ \$50,000 a \$59,999
- ☐ \$60,000 a \$74,999
- ☐ \$75,000 o mas

19. ¿Hay algo que le gustaría comentar sobre los servicios de tránsito existentes o sugerencias para mejorar el servicio?

¡Gracias por tomarse el tiempo de completar la encuesta!



Dayton Transit Study

Stakeholder Questionnaire Guide

Transit Today

- 1) How much awareness and support for transit is there in the community? Have the levels of awareness and support changed in recent years?
- 2) How do you view transit's role in the Dayton community? (e.g., transportation for specific population groups—workers, elderly, low income, individuals with disabilities, tourists; attracting choice riders; to prevent congestion; to reduce emissions; to create economic opportunities)?
- 3) Overall, are current transit services responsive to community needs? If not, what services are needed?
- 4) Is information about transit service easily accessible in the community? If not, where should transit information be available and in what forms?

Where Do We Want to Go

- 1) What is your agency's vision for public transit in Dayton?
- 2) What goals would you like to see local transit services accomplish over the next five years?
 - What about in twenty years?
 - What about priorities?
- 3) What is happening in Dayton in terms of growth and development (e.g., affordable housing issues, congestion, etc.)?
 - Where is this happening?
 - How can transit best respond to these trends?
- 4) Do you feel there are adequate regional transportation connections (i.e., traveling out of Dayton to surrounding areas)? If not, how would you prioritize them? Examples include connecting specific locations, weekend/night services, etc.
- 5) What additional transit services or connections do you believe would benefit the Dayton community, particularly considering the existing Liberty & Dayton Community Circular service?
- 6) Are there underserved communities or neighborhoods that need better access to transit?
- 7) What category(ies) of improvements should be focused and prioritized to attract more riders?
 - Regularly scheduled/fixed-route services
 - On-demand transit services such as app-based microtransit service
 - Capital facilities such as bus stops and park & ride lots
 - Technology such as apps and wi-fi
 - Other (please describe)?



Final Thoughts

- 1) Would you support additional funding for transit by increasing sales tax or property tax, etc.?
- 2) Is there a specific vision for Dayton in the next 10-25 years?



DAYTON TRANSIT STUDY



We want your feedback!

The City of Dayton is partnering with Houston- Galveston Area Council (H-GAC) to develop the Dayton Transit Study. The Dayton Transit Study aims to develop innovative planning techniques and suggest a range of transit modes, including updating transportation technologies.

Take our survey to provide valuable input on transit needs and priorities in the community. You can find this survey at engage.h-gac.com/dayton-transit-study. All survey responses must be submitted by **Monday, April 14.**

Upcoming Engagement

PUBLIC MEETING

Thursday, March 27, 2025

5:30 p.m.- 7:30 p.m.

Dayton Community Center

801 South Cleveland, Dayton, TX 77535

CITY OF DAYTON FOOD TRUCK FRIDAY

Friday, March 28

11:00 a.m. – 2 :00 p.m.

The Crossroads Plaza

117 Cook Street, Dayton, TX 77535



Appendix B. Recommendations | Phasing Criterion Scoring

Table B-1: Phasing Criterion Scoring Thresholds

Criteria	Range	Score
Steering Committee Input	None	1
	Moderate	3
	High	5
	Very High	7
Survey Results and Public Input	None	1
	Moderate	3
	High	5
	Very High	7
TOI Results (% Serving Traditional Market)	Less than (Average – 1 SD)	1
	Between (Average – 1 SD) to Average	3
	More than Average to (Average + 1 SD)	5
	More than (Average + 1 SD)	7
DTA Results (% Serving Discretionary Market)	Less than (Average – 1 SD)	1
	Between (Average – 1 SD) to Average	3
	More than Average to (Average + 1 SD)	5
	More than (Average + 1 SD)	7

Note: SD = statistical Standard Deviation



Table B-2: Phasing Criterion Scoring Thresholds | Service Improvements

	Steering Committee Feedback	Public Input	TOI Results	DTA Results	Weighted Score
<i>Improvements to Existing Service</i>					
Implement 60-minute frequency on Circulator Route During Peak Hours	7	5	7	5	6.0
Expand Service Hours on Existing Services	3	7	7	5	5.5
Add Saturday Service on Existing Services	3	3	7	5	4.5
<i>Regional/Intercity Connections</i>					
Harris County Connector	1	7	5	3	4.0
Dayton Day Tripper	1	5	5	3	3.5
Airport Express	1	5	3	5	3.5
<i>Microtransit</i>					
Northeast Microtransit	5	5	7	7	6.0
Southwest Microtransit	5	5	5	5	5.0
Northwest Microtransit	5	5	5	3	4.5

Table C-1: Funding Plan | Status Quo Scenario

Cost/Revenue	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	FY35	FY36	FY37	FY38	FY39	FY40	FY41	FY42	FY43	FY44	FY45	Total
Operating Costs																					
Existing Liberty & Dayton Community Circulator	\$256,307	\$262,773	\$269,402	\$276,198	\$283,166	\$290,309	\$297,633	\$305,141	\$312,839	\$320,731	\$328,823	\$337,118	\$345,622	\$354,342	\$363,281	\$372,445	\$381,841	\$391,474	\$401,350	\$411,475	\$6,562,269
Existing Liberty & Dayton Community Microtransit Service	\$102,523	\$105,109	\$107,761	\$110,479	\$113,266	\$116,124	\$119,053	\$122,057	\$125,136	\$128,293	\$131,529	\$134,847	\$138,249	\$141,737	\$145,312	\$148,978	\$152,736	\$156,590	\$160,540	\$164,590	\$2,624,908
Total Operating Costs	\$358,830	\$367,882	\$377,162	\$386,677	\$396,432	\$406,433	\$416,686	\$427,198	\$437,975	\$449,024	\$460,352	\$471,965	\$483,871	\$496,078	\$508,593	\$521,423	\$534,577	\$548,063	\$561,889	\$576,064	\$9,187,177
All Costs	\$358,830	\$367,882	\$377,162	\$386,677	\$396,432	\$406,433	\$416,686	\$427,198	\$437,975	\$449,024	\$460,352	\$471,965	\$483,871	\$496,078	\$508,593	\$521,423	\$534,577	\$548,063	\$561,889	\$576,064	\$9,187,177
Revenues																					
Existing Federal Fixed-Route Funding	\$128,153	\$131,386	\$134,701	\$138,099	\$141,583	\$145,155	\$148,816	\$152,571	\$156,420	\$160,366	\$164,411	\$168,559	\$172,811	\$177,171	\$181,640	\$186,223	\$190,921	\$195,737	\$200,675	\$205,737	\$3,281,135
Existing State Fixed-Route Funding	\$64,077	\$65,693	\$67,350	\$69,050	\$70,791	\$72,577	\$74,408	\$76,285	\$78,210	\$80,183	\$82,206	\$84,279	\$86,406	\$88,585	\$90,820	\$93,111	\$95,460	\$97,868	\$100,337	\$102,869	\$1,640,567
Existing Local Fixed-Route Funding	\$64,077	\$65,693	\$67,350	\$69,050	\$70,791	\$72,577	\$74,408	\$76,285	\$78,210	\$80,183	\$82,206	\$84,279	\$86,406	\$88,585	\$90,820	\$93,111	\$95,460	\$97,868	\$100,337	\$102,869	\$1,640,567
Existing TXDOT Microtransit Funding	\$102,523	\$105,109	\$107,761	\$110,479	\$113,266	\$116,124	\$119,053	\$122,057	\$125,136	\$128,293	\$131,529	\$134,847	\$138,249	\$141,737	\$145,312	\$148,978	\$152,736	\$156,590	\$160,540	\$164,590	\$2,624,908
All Revenues	\$358,830	\$367,882	\$377,162	\$386,677	\$396,432	\$406,433	\$416,686	\$427,198	\$437,975	\$449,024	\$460,352	\$471,965	\$483,871	\$496,078	\$508,593	\$521,423	\$534,577	\$548,063	\$561,889	\$576,064	\$9,187,177
Cost & Revenue Summary																					
Total Revenues	\$358,830	\$367,882	\$377,162	\$386,677	\$396,432	\$406,433	\$416,686	\$427,198	\$437,975	\$449,024	\$460,352	\$471,965	\$483,871	\$496,078	\$508,593	\$521,423	\$534,577	\$548,063	\$561,889	\$576,064	\$9,187,177
Total Costs	\$358,830	\$367,882	\$377,162	\$386,677	\$396,432	\$406,433	\$416,686	\$427,198	\$437,975	\$449,024	\$460,352	\$471,965	\$483,871	\$496,078	\$508,593	\$521,423	\$534,577	\$548,063	\$561,889	\$576,064	\$9,187,177
Revenues Minus Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Rollover from Prev. Year	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Surplus/Shortfall	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0



Table C-2: Funding Plan | Enhanced Scenario

Cost/Revenue	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	FY35	FY36	FY37	FY38	FY39	FY40	FY41	FY42	FY43	FY44	FY45	Total
Operating Costs																					
Existing Liberty & Dayton Community Circulator	\$256,307	\$262,773	\$269,402	\$276,198	\$283,166	\$290,309	\$297,633	\$305,141	\$312,839	\$320,731	\$328,823	\$337,118	\$345,622	\$354,342	\$363,281	\$372,445	\$381,841	\$391,474	\$401,350	\$411,475	\$6,562,269
Existing Liberty & Dayton Community Microtransit Service	\$102,523	\$105,109	\$107,761	\$110,479	\$113,266	\$116,124	\$119,053	\$122,057	\$125,136	\$128,293	\$131,529	\$134,847	\$138,249	\$141,737	\$145,312	\$148,978	\$152,736	\$156,590	\$160,540	\$164,590	\$2,624,908
Northeast Microtransit Zone	\$0	\$0	\$486,766	\$499,046	\$511,635	\$524,542	\$537,775	\$551,342	\$565,251	\$579,510	\$594,130	\$609,118	\$624,485	\$640,239	\$656,390	\$672,949	\$689,926	\$707,331	\$725,175	\$743,469	\$10,919,077
Southwest Microtransit Zone	\$0	\$0	\$0	\$0	\$0	\$0	\$537,775	\$551,342	\$565,251	\$579,510	\$594,130	\$609,118	\$624,485	\$640,239	\$656,390	\$672,949	\$689,926	\$707,331	\$725,175	\$743,469	\$8,897,088
Harris County Connector	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$289,755	\$297,065	\$304,559	\$312,242	\$320,119	\$328,195	\$336,474	\$344,963	\$353,665	\$362,587	\$371,734	\$3,621,360
Northwest Microtransit Zone	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$913,677	\$936,727	\$960,358	\$984,585	\$1,009,423	\$1,034,888	\$1,060,996	\$1,087,762	\$1,115,203	\$9,103,620
Dayton Day Tripper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$246,146	\$252,356	\$258,722	\$265,249	\$271,940	\$278,801	\$1,573,214
Total Operating Costs	\$358,830	\$367,882	\$863,928	\$885,723	\$908,067	\$930,975	\$1,492,237	\$1,529,882	\$1,568,476	\$1,897,800	\$1,945,676	\$2,908,438	\$2,981,810	\$3,057,032	\$3,380,299	\$3,465,575	\$3,553,002	\$3,642,635	\$3,734,528	\$3,828,740	\$43,301,535
Capital Costs																					
Vehicles to Support New Service	\$0	\$205,045	\$0	\$0	\$0	\$226,533	\$0	\$0	\$305,141	\$0	\$384,878	\$0	\$0	\$345,622	\$0	\$0	\$0	\$0	\$0	\$0	\$1,467,220
Additional Bus Stop Infrastructure	\$0	\$0	\$0	\$0	\$55,240	\$56,633	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$111,873
Mobile Fare Payment Options	\$0	\$0	\$0	\$0	\$0	\$0	\$29,031	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$94,031
Pedestrian Crossing Signs & Markings	\$0	\$0	\$0	\$0	\$0	\$16,990	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$16,990
Shared Use Path	\$0	\$0	\$0	\$0	\$0	\$1,943,650	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,943,650
Bike Lane	\$0	\$0	\$0	\$0	\$0	\$1,345,604	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,345,604
Total Capital Costs	\$0	\$205,045	\$0	\$0	\$55,240	\$3,589,409	\$29,031	\$5,000	\$310,141	\$5,000	\$389,878	\$5,000	\$5,000	\$350,622	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$4,979,367
All Costs	\$358,830	\$572,927	\$863,928	\$885,723	\$963,307	\$4,520,385	\$1,521,268	\$1,534,882	\$1,878,618	\$1,902,800	\$2,335,554	\$2,913,438	\$2,986,810	\$3,407,655	\$3,385,299	\$3,470,575	\$3,558,002	\$3,647,635	\$3,739,528	\$3,833,740	\$48,280,902



Table C-2: Funding Plan | Enhanced Scenario (continued)

Cost/Revenue	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	FY35	FY36	FY37	FY38	FY39	FY40	FY41	FY42	FY43	FY44	FY45	Total
Revenues																					
Existing Federal Fixed-Route Funding	\$128,153	\$131,386	\$134,701	\$138,099	\$141,583	\$145,155	\$148,816	\$152,571	\$156,420	\$160,366	\$164,411	\$168,559	\$172,811	\$177,171	\$181,640	\$186,223	\$190,921	\$195,737	\$200,675	\$205,737	\$3,281,135
Existing State Fixed-Route Funding	\$64,077	\$65,693	\$67,350	\$69,050	\$70,791	\$72,577	\$74,408	\$76,285	\$78,210	\$80,183	\$82,206	\$84,279	\$86,406	\$88,585	\$90,820	\$93,111	\$95,460	\$97,868	\$100,337	\$102,869	\$1,640,567
Existing Local Fixed-Route Funding	\$64,077	\$65,693	\$67,350	\$69,050	\$70,791	\$72,577	\$74,408	\$76,285	\$78,210	\$80,183	\$82,206	\$84,279	\$86,406	\$88,585	\$90,820	\$93,111	\$95,460	\$97,868	\$100,337	\$102,869	\$1,640,567
Existing TXDOT Microtransit Funding	\$102,523	\$105,109	\$107,761	\$110,479	\$113,266	\$116,124	\$119,053	\$122,057	\$125,136	\$128,293	\$131,529	\$134,847	\$138,249	\$141,737	\$145,312	\$148,978	\$152,736	\$156,590	\$160,540	\$164,590	\$2,624,908
New Federal Funding - Northeast Microtransit	\$0	\$0	\$389,413	\$399,237	\$409,308	\$419,634	\$430,220	\$441,073	\$452,201	\$463,608	\$475,304	\$487,295	\$499,588	\$512,191	\$525,112	\$538,359	\$551,941	\$565,864	\$580,140	\$594,775	\$8,735,262
New Federal Funding - Southwest Microtransit Zone	\$0	\$0	\$0	\$0	\$0	\$0	\$430,220	\$441,073	\$452,201	\$463,608	\$475,304	\$487,295	\$499,588	\$512,191	\$525,112	\$538,359	\$551,941	\$565,864	\$580,140	\$594,775	\$7,117,670
New Federal Funding - Northwest Microtransit	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$730,942	\$749,381	\$768,286	\$787,668	\$807,539	\$827,911	\$848,797	\$870,210	\$892,163	\$7,282,896
New Federal Funding for Vehicle Acquisition	\$0	\$205,045	\$0	\$0	\$0	\$226,533	\$0	\$0	\$305,141	\$0	\$384,878	\$0	\$0	\$345,622	\$0	\$0	\$0	\$0	\$0	\$0	\$1,467,220
New TDCs - Harris County Connector	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$28,976	\$29,706	\$30,456	\$31,224	\$32,012	\$32,820	\$33,647	\$34,496	\$35,367	\$36,259	\$37,173	\$362,136
New TDCs - Dayton Day Tripper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$24,615	\$25,236	\$25,872	\$26,525	\$27,194	\$27,880	\$157,321
New CMAQ Funding - Harris County Connector	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$231,804	\$237,652	\$243,647	\$249,794	\$256,095	\$262,556	\$269,180	\$275,970	\$282,932	\$290,070	\$297,388	\$2,897,088
New CMAQ Funding - Dayton Day Tripper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$196,917	\$201,885	\$206,978	\$212,199	\$217,552	\$223,041	\$1,258,572
Transportation Bonds - Infrastructure	\$0	\$0	\$0	\$0	\$55,240	\$3,362,877	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,418,116
New Local Funding - City of Dayton	\$0	\$0	\$79,906	\$81,922	\$83,989	\$86,107	\$176,559	\$181,013	\$185,580	\$208,851	\$214,120	\$369,508	\$378,830	\$388,387	\$413,977	\$424,420	\$435,127	\$446,105	\$457,359	\$468,896	\$5,080,658
New Farebox Recovery	\$0	\$0	\$17,447	\$17,887	\$18,338	\$18,801	\$38,551	\$39,523	\$40,520	\$51,928	\$53,238	\$87,330	\$89,533	\$91,792	\$102,930	\$105,527	\$108,189	\$110,918	\$113,716	\$116,585	\$1,222,756
New Local or Grant Funding - Existing Service Improvements	\$0	\$0	\$0	\$0	\$0	\$0	\$29,031	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$94,031
All Revenues	\$358,830	\$572,927	\$863,928	\$885,723	\$963,307	\$4,520,385	\$1,521,268	\$1,534,882	\$1,878,618	\$1,902,800	\$2,335,554	\$2,913,438	\$2,986,810	\$3,407,655	\$3,385,299	\$3,470,575	\$3,558,002	\$3,647,635	\$3,739,528	\$3,833,740	\$48,280,902
Cost & Revenue Summary																					
Total Revenues	\$358,830	\$572,927	\$863,928	\$885,723	\$963,307	\$4,520,385	\$1,521,268	\$1,534,882	\$1,878,618	\$1,902,800	\$2,335,554	\$2,913,438	\$2,986,810	\$3,407,655	\$3,385,299	\$3,470,575	\$3,558,002	\$3,647,635	\$3,739,528	\$3,833,740	\$48,280,902
Total Costs	\$358,830	\$572,927	\$863,928	\$885,723	\$963,307	\$4,520,385	\$1,521,268	\$1,534,882	\$1,878,618	\$1,902,800	\$2,335,554	\$2,913,438	\$2,986,810	\$3,407,655	\$3,385,299	\$3,470,575	\$3,558,002	\$3,647,635	\$3,739,528	\$3,833,740	\$48,280,902
Revenues Minus Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Rollover from Prev. Year	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Surplus/Shortfall	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	



Table C-3: Funding Plan | Ambitious Scenario

Cost/Revenue	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	FY35	FY36	FY37	FY38	FY39	FY40	FY41	FY42	FY43	FY44	FY45	Total
Operating Costs																					
Existing Liberty & Dayton Community Circulator	\$256,307	\$262,773	\$269,402	\$276,198	\$283,166	\$290,309	\$297,633	\$305,141	\$312,839	\$320,731	\$328,823	\$337,118	\$345,622	\$354,342	\$363,281	\$372,445	\$381,841	\$391,474	\$401,350	\$411,475	\$6,562,269
Existing Liberty & Dayton Community Microtransit Service	\$102,523	\$105,109	\$107,761	\$110,479	\$113,266	\$116,124	\$119,053	\$122,057	\$125,136	\$128,293	\$131,529	\$134,847	\$138,249	\$141,737	\$145,312	\$148,978	\$152,736	\$156,590	\$160,540	\$164,590	\$2,624,908
Northeast Microtransit Zone	\$0	\$0	\$486,766	\$499,046	\$511,635	\$524,542	\$537,775	\$551,342	\$565,251	\$579,510	\$594,130	\$609,118	\$624,485	\$640,239	\$656,390	\$672,949	\$689,926	\$707,331	\$725,175	\$743,469	\$10,919,077
Extend Circulator service span from 7AM to 6PM	\$0	\$0	\$0	\$0	\$127,909	\$131,136	\$134,444	\$137,835	\$141,313	\$144,878	\$148,532	\$152,280	\$156,121	\$160,060	\$164,098	\$168,237	\$172,481	\$176,833	\$181,294	\$185,867	\$2,483,316
Southwest Microtransit Zone	\$0	\$0	\$0	\$0	\$0	\$0	\$537,775	\$551,342	\$565,251	\$579,510	\$594,130	\$609,118	\$624,485	\$640,239	\$656,390	\$672,949	\$689,926	\$707,331	\$725,175	\$743,469	\$8,897,088
Saturday service in Microtransit service	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$227,538	\$233,278	\$239,163	\$245,196	\$251,382	\$257,724	\$264,225	\$270,891	\$277,725	\$284,731	\$291,914	\$299,278	\$306,828	\$3,449,875
Kenefick Connector	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$211,969	\$217,316	\$222,799	\$228,419	\$234,182	\$240,089	\$246,146	\$252,356	\$258,722	\$265,249	\$271,940	\$278,801	\$2,927,989
Harris County Connector	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$289,755	\$297,065	\$304,559	\$312,242	\$320,119	\$328,195	\$336,474	\$344,963	\$353,665	\$362,587	\$371,734	\$3,621,360
Northwest Microtransit Zone	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$913,677	\$936,727	\$960,358	\$984,585	\$1,009,423	\$1,034,888	\$1,060,996	\$1,087,762	\$1,115,203	\$9,103,620
Dayton Day Tripper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$246,146	\$252,356	\$258,722	\$265,249	\$271,940	\$278,801	\$1,573,214
Airport Express	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$371,734	\$371,734
Total Operating Costs	\$358,830	\$367,882	\$863,928	\$885,723	\$1,035,976	\$1,062,111	\$1,626,680	\$1,895,255	\$2,155,036	\$2,499,157	\$2,562,204	\$3,540,518	\$3,629,836	\$3,721,407	\$4,061,434	\$4,163,893	\$4,268,937	\$4,376,630	\$4,487,041	\$4,971,971	\$52,534,450
Capital Costs																					
Vehicles to Support New Service	\$0	\$205,045	\$0	\$0	\$0	\$226,533	\$0	\$297,633	\$305,141	\$0	\$384,878	\$0	\$0	\$345,622	\$0	\$0	\$0	\$0	\$391,474	\$0	\$2,156,327
Enhance Transit Marketing	\$0	\$0	\$0	\$0	\$27,620	\$28,317	\$29,031	\$29,763	\$30,514	\$31,284	\$32,073	\$32,882	\$33,712	\$34,562	\$35,434	\$36,328	\$37,245	\$38,184	\$39,147	\$40,135	\$536,231
Additional Bus Stop Infrastructure	\$0	\$0	\$0	\$0	\$110,479	\$113,266	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$223,746
Mobile Fare Payment Options	\$0	\$0	\$0	\$0	\$0	\$0	\$29,031	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$94,031
Travel Training	\$0	\$0	\$0	\$0	\$0	\$0	\$29,031	\$29,763	\$30,514	\$31,284	\$32,073	\$32,882	\$33,712	\$34,562	\$35,434	\$36,328	\$37,245	\$38,184	\$39,147	\$40,135	\$480,295
Pedestrian Crossing Signs & Markings	\$0	\$0	\$0	\$0	\$0	\$16,990	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$16,990
Shared Use Path	\$0	\$0	\$0	\$0	\$0	\$3,887,300	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,887,300
Bike Lane	\$0	\$0	\$0	\$0	\$0	\$2,691,208	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,691,208
Total Capital Costs	\$0	\$205,045	\$0	\$0	\$138,099	\$6,963,613	\$87,093	\$362,160	\$371,170	\$67,568	\$454,024	\$70,765	\$72,424	\$419,747	\$75,868	\$77,656	\$79,489	\$81,368	\$474,769	\$85,270	\$10,086,126
All Costs	\$358,830	\$572,927	\$863,928	\$885,723	\$1,174,075	\$8,025,724	\$1,713,773	\$2,257,415	\$2,526,206	\$2,566,725	\$3,016,228	\$3,611,283	\$3,702,260	\$4,141,154	\$4,137,303	\$4,241,549	\$4,348,426	\$4,457,999	\$4,961,809	\$5,057,241	\$62,620,577



Table C-3: Funding Plan | Ambitious Scenario (continued)

Cost/Revenue	FY26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	FY35	FY36	FY37	FY38	FY39	FY40	FY41	FY42	FY43	FY44	FY45	Total
Revenues																					
Existing Federal Fixed-Route Funding	\$128,153	\$131,386	\$134,701	\$138,099	\$141,583	\$145,155	\$148,816	\$152,571	\$156,420	\$160,366	\$164,411	\$168,559	\$172,811	\$177,171	\$181,640	\$186,223	\$190,921	\$195,737	\$200,675	\$205,737	\$3,281,135
Existing State Fixed-Route Funding	\$64,077	\$65,693	\$67,350	\$69,050	\$70,791	\$72,577	\$74,408	\$76,285	\$78,210	\$80,183	\$82,206	\$84,279	\$86,406	\$88,585	\$90,820	\$93,111	\$95,460	\$97,868	\$100,337	\$102,869	\$1,640,567
Existing Local Fixed-Route Funding	\$64,077	\$65,693	\$67,350	\$69,050	\$70,791	\$72,577	\$74,408	\$76,285	\$78,210	\$80,183	\$82,206	\$84,279	\$86,406	\$88,585	\$90,820	\$93,111	\$95,460	\$97,868	\$100,337	\$102,869	\$1,640,567
Existing TXDOT Microtransit Funding	\$102,523	\$105,109	\$107,761	\$110,479	\$113,266	\$116,124	\$119,053	\$122,057	\$125,136	\$128,293	\$131,529	\$134,847	\$138,249	\$141,737	\$145,312	\$148,978	\$152,736	\$156,590	\$160,540	\$164,590	\$2,624,908
New Federal Funding - Northeast Microtransit Zone	\$0	\$0	\$389,413	\$399,237	\$409,308	\$419,634	\$430,220	\$441,073	\$452,201	\$463,608	\$475,304	\$487,295	\$499,588	\$512,191	\$525,112	\$538,359	\$551,941	\$565,864	\$580,140	\$594,775	\$8,735,262
New Federal Funding - Southwest Microtransit Zone	\$0	\$0	\$0	\$0	\$0	\$0	\$430,220	\$441,073	\$452,201	\$463,608	\$475,304	\$487,295	\$499,588	\$512,191	\$525,112	\$538,359	\$551,941	\$565,864	\$580,140	\$594,775	\$7,117,670
New Federal Funding - Northwest Microtransit Zone	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$730,942	\$749,381	\$768,286	\$787,668	\$807,539	\$827,911	\$848,797	\$870,210	\$892,163	\$7,282,896
New Federal Funding for Vehicle Acquisition	\$0	\$205,045	\$0	\$0	\$0	\$226,533	\$0	\$297,633	\$305,141	\$0	\$384,878	\$0	\$0	\$345,622	\$0	\$0	\$0	\$0	\$391,474	\$0	\$2,156,327
New TDCs - Harris County Connector	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$28,976	\$29,706	\$30,456	\$31,224	\$32,012	\$32,820	\$33,647	\$34,496	\$35,367	\$36,259	\$37,173	\$362,136
New TDCs - Dayton Day Tripper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$24,615	\$25,236	\$25,872	\$26,525	\$27,194	\$27,880	\$157,321
New CMAQ Funding - Harris County Connector	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$231,804	\$237,652	\$243,647	\$249,794	\$256,095	\$262,556	\$269,180	\$275,970	\$282,932	\$290,070	\$297,388	\$2,897,088
New CMAQ Funding - Dayton Day Tripper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$196,917	\$201,885	\$206,978	\$212,199	\$217,552	\$223,041	\$1,258,572
Transportation Bonds - Infrastructure	\$0	\$0	\$0	\$0	\$110,479	\$6,708,764	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,819,243
New Local Funding - City of Dayton	\$0	\$0	\$79,906	\$81,922	\$79,404	\$81,407	\$171,740	\$167,917	\$164,556	\$187,297	\$192,022	\$346,853	\$355,603	\$364,574	\$389,563	\$399,391	\$409,466	\$419,796	\$430,386	\$427,920	\$4,749,724
New Local Funding - Liberty County	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$211,969	\$217,316	\$222,799	\$228,419	\$234,182	\$240,089	\$246,146	\$252,356	\$258,722	\$265,249	\$271,940	\$650,535	\$3,299,723
New Farebox Recovery	\$0	\$0	\$17,447	\$17,887	\$22,923	\$23,501	\$43,370	\$52,619	\$61,544	\$73,483	\$75,336	\$109,986	\$112,760	\$115,605	\$127,344	\$130,557	\$133,850	\$137,227	\$140,689	\$157,562	\$1,553,690
New Local or Grant Funding - Existing Service Improvements	\$0	\$0	\$0	\$0	\$155,529	\$159,452	\$221,537	\$429,900	\$440,619	\$451,608	\$462,875	\$474,426	\$486,268	\$498,410	\$510,857	\$523,618	\$536,702	\$550,115	\$563,867	\$577,965	\$7,043,748
All Revenues	\$358,830	\$572,927	\$863,928	\$885,723	\$1,174,075	\$8,025,724	\$1,713,773	\$2,257,415	\$2,526,206	\$2,566,725	\$3,016,228	\$3,611,283	\$3,702,260	\$4,141,154	\$4,137,303	\$4,241,549	\$4,348,426	\$4,457,999	\$4,961,809	\$5,057,241	\$62,620,577
Cost & Revenue Summary																					
Total Revenues	\$358,830	\$572,927	\$863,928	\$885,723	\$1,174,075	\$8,025,724	\$1,713,773	\$2,257,415	\$2,526,206	\$2,566,725	\$3,016,228	\$3,611,283	\$3,702,260	\$4,141,154	\$4,137,303	\$4,241,549	\$4,348,426	\$4,457,999	\$4,961,809	\$5,057,241	\$62,620,577
Total Costs	\$358,830	\$572,927	\$863,928	\$885,723	\$1,174,075	\$8,025,724	\$1,713,773	\$2,257,415	\$2,526,206	\$2,566,725	\$3,016,228	\$3,611,283	\$3,702,260	\$4,141,154	\$4,137,303	\$4,241,549	\$4,348,426	\$4,457,999	\$4,961,809	\$5,057,241	\$62,620,577
Revenues Minus Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Surplus/Shortfall	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	



Appendix D. Revenue Opportunities

Potential Federal and State Revenue Sources

USDOT Better Utilizing Investments to Leverage Development (BUILD) Grant Program

The BUILD Discretionary Grant Program is provided by the U.S. Department of Transportation (USDOT) with the opportunity to invest in road, rail, transit, and port projects that will have local and/or regional impact. Discretionary grants can provide capital funding directly to any public entity, including municipalities, counties, port authorities, transit agencies, or tribal governments. The BUILD grant program is a competitive grant for which USDOT uses a merit-based process using safety, environmental sustainability, quality of life, mobility and community connectivity, economic competitiveness and opportunity, state of good repair, innovation, and partnership and collaboration as criteria. Eligible projects can be rural or urban, and the selected communities have no population limit.

FTA Section 5339, Bus and Bus Facilities Program

The Grants for Buses and Bus Facilities Program (49 U.S.C. 5339(b)) makes federal resources available to States and designated recipients to replace, rehabilitate, and purchase buses, related equipment, or to construct bus-related facilities. This grant also includes technological changes or innovations to modify low or no emission vehicles and/or facilities. The grants are awarded through formula allocations and/or competitive grants. Eligible recipients of 5339 funds include designated recipients that operate fixed-route bus service or that allocate funding to fixed-route bus operators, states, local governmental entities that operate fixed-route bus services, or Indian tribes. The City of Dayton would be an eligible subrecipient of 5339 funds in future partnerships with Brazos Transit District. Eligible activities under the Bus and Bus Facilities Program include capital projects to

replace, rehabilitate, and purchase buses, vans, and related equipment and to construct bus-related facilities. This grant support up to 80% of the net capital costs although the federal share may exceed 80% if it is supporting ADA-related projects or Clean Air Act.

FTA Section 5310, Enhanced Mobility of Seniors and Individuals with Disabilities

Section 5310 funding provides formula funding for the purpose of assisting direct recipients, such as States, local government authorities, and designated recipients to meet the transportation needs of older adults and people with disabilities when the transit options provided are unavailable, insufficient, or inappropriate. Other eligible recipients include private nonprofit groups or transit operators.

The program seeks to enhance mobility for older adults and individuals with disabilities by eliminating barriers to transportation services and broadening available mobility options. There is no population requirement for Section 5310 funding. Section 5310 projects include buses and vans, wheelchair lifts, ramps, scheduling/routing/on-call systems, mobility management programs, and acquisition of transportation services under a contract or lease.

FTA Section 5311, Formula Grants for Rural Areas

The Formula Grants for Rural Areas is administered under 49 U.S.C. § 5311, with the FTA providing oversight and guidance, while TXDOT manages implementation through management plans, solicit projects, and ensure compliance with federal requirements. Section 5311 funding plays a critical role in sustaining rural mobility, improving access to jobs, healthcare, and education, and supporting the viability of rural and intercity transit providers. The program provides federal financial assistance to support public transportation in rural communities with populations under



50,000. Funding is apportioned to Texas and federally recognized Indian tribes, which may distribute funds to local governments, nonprofit organizations, and transit operators. Eligible activities include capital purchases, planning, operating assistance, mobility management, coordination, and intercity bus service. The federal share is capped at 80% of net costs for capital projects and ADA paratransit, and 50% for operating expenses, with the remainder covered by Texas or local sources. Texas is permitted to use up to 10% of their apportionment for program administration, planning, and technical assistance. The distribution of funds is determined by a formula based on factors such as land area, rural population, revenue vehicle miles, and the number of low-income individuals residing in rural areas. Funds are available for obligation during the year of apportionment plus two additional years.

Congestion Mitigation and Air Quality Funds (CMAQ) Program

The CMAQ Program, which is jointly administered by the Federal Highway Administration (FHWA) and FTA, provides funding to states and local governments to invest in projects that reduce air pollution and help meet the requirements for the Clean Air Act. CMAQ funds can be used for a wide variety of transit uses, including programs to improve public transit, HOV facilities, Employee Trip Reduction (ETR) programs, traffic flow improvements that reduce emissions, bicycle/pedestrian facilities, park-and-ride facilities, and programs that restrict vehicle use in areas of emission concentration. CMAQ capital funds could be used to purchase vehicles for transit service if it were able to demonstrate that auto trips would be eliminated and emissions reduced.

FHWA Surface Transportation Block Grant Program (STBG)

The STBG Program provides flexible funding that may be used by municipalities and states for projects to preserve and improve conditions and performance on any federal-aid highway, bridge, and tunnel project on any public road; pedestrian and bicycle

infrastructure; and transit capital projects, including intercity bus terminals. This grant is a formula program in which the funds are distributed to the States, in which eligible participants may apply for a competitive grant.

FTA Small Transit Intensive Cities (STIC)

FTA apportions funds for STIC is a fund allocated from the Bipartisan Infrastructure Law (BIL), as part of Section 5307.

FTA allocated STIC funds based on level of service and performance in one or more of six categories: passenger miles traveled per vehicle revenue mile, passenger miles traveled per vehicle revenue hour, vehicle revenue miles per capita, vehicle revenue hours per capita, passenger miles traveled per capita, and passengers per capita.

FTA Mobility on Demand (MOD) Sandbox

The MOD Sandbox Program encourages innovation through a range of mobility options from bike- and car-sharing systems to demand-response bus services. The primary objectives of the MOD Sandbox Program assists integrating payment systems, improving transportation efficiency, increasing transit's effectiveness, and enhancing access. Eligible activities include all activities leading to the demonstration of the innovative MOD and transit integration concept, such as planning and developing business models, obtaining equipment and service, acquiring/developing software and hardware interfaces to implement the project, and operating the demonstration. Eligible recipients include private for-profit and not-for-profit organizations, transit operators, local government, state entities, or other qualifying organizations.

FTA Accelerating Innovative Mobility (AIM) Initiative

The AIM Initiative works to drive innovation by promoting forward-thinking approaches to improve transit financing, planning, system design, and service. It also supports innovative approaches to advance strategies that promote accessibility. Eligible activities



for AIM funding include all activities leading to the development and testing of innovation mobility, such as planning and developing business models, obtaining equipment and service, acquiring or developing software and hardware interfaces to implement the project, operating or implementing the new service model, and evaluating project results. Eligible recipients include providers of public transportation, including private for-profit and not-for-profit organizations, financial institutions, manufacturers/suppliers, state/local government DOTs, federally-recognized Indian tribes, or other qualifying institutions.

FTA Integrated Mobility Innovation (IMI)

The IMI Program supports the transit industry's ability to leverage and integrate mobility innovations with existing services while examining the impact of innovations on agency operations and traveler experience. Eligible activities include all activities leading to demonstrations, such as planning and developing business models, obtaining equipment and service, acquiring or developing software and hardware interfaces to implement the project, operating the demonstration, and providing data to support performance measurement and evaluation. Eligible applicants are providers of public transportation, local government DOTs, state DOTs, and federally recognized Indian Tribes.

FTA Enhancing Mobility Innovation

The Enhancing Mobility Innovation Program advances a vision for mobility. The program promotes technology projects that center the passenger experience and encourage people to get on board, such as integrated fare payment systems and user-friendly software for demand-response public transportation. The program builds on the three initiatives described previously (MOD, AIM, and IMI). Eligible activities include projects that design and test new operational concepts or demonstrate innovations aimed at improving mobility and enhancing the rider experience. These may focus on innovative service delivery models, creative

financing strategies, novel partnerships, integrated payment systems, or other forward-looking solutions. Projects may also include the development of software to support demand-response public transportation by dispatching transit vehicles through rider mobile devices or other technologies. Eligible applicants include providers of public transportation, including public transportation agencies, local government DOTs, state DOTs; private for-profit and not-for-profit organizations, including shared-use mobility providers, private operators of transportation services, technology system suppliers and integrators, bus or vehicle manufacturers or suppliers, software and technology developers, financial institutions, consultants, research consortia, and industry organizations; state, city, or local government entities, including multi-jurisdictional partnerships and organizations such as MPOs; and higher education institutions.

Safe Streets and Roads for All (SS4A) Grant Program

The SS4A Grant Program supports the USDOT National Roadway Safety Strategy and vision zero roadway deaths. This competitive grant program has \$5 billion dedicated between FY2022- 2026. MPOs, counties, cities, towns, districts, transit agencies, other local government units, and federally recognized tribal governments are eligible to apply for funds. The program provides for Planning/Demonstration and Implementation grants. Planning and Demonstration grants are used to develop an Action Plan while Implementation grants are used to implement projects or strategies that are consistent with an existing developed Action Plan.

Infrastructure Investment and Jobs Act (IIJA)

The IIJA provides funding for many types of infrastructure projects, but relevant to this study includes highway and pedestrian safety and public transit. These projects may include bicycle transportation and pedestrian walkways, vehicle charging, and congestion relief.



Developer-Funded Improvement Projects (Chapter 381 of Texas Local Government Code)

Named after Chapter 381 of the Texas Local Government Code, a 381 Agreement is a tool Texas counties use to promote economic development. The goal is to attract or encourage projects that create jobs, boost the local tax base, or bring other economic benefits. These agreements allow counties to offer financial incentives, such as infrastructure support, to private developers, businesses, or landowners. Transit stops, trails, and public open space improvements. The agreement will include which public improvements the developer will fund and how the county will reimburse the developer (e.g., through future property tax rebates or other incentives).

Potential Local, Regional, and Other Revenue Sources

Several local and regional funding sources are opportunities for future transit funding.

General Revenue

General revenue funds are an existing source to fund transit in City of Dayton. As transit operations continue to expand to accommodate a rising population, it is important that general funds continue to serve as a consistent funding resource.

Local Sales Tax

Local sales taxes can provide a source of revenue for transit services. The State of Texas places a combined sales tax limit of 8.25% for all taxing authorities; the State sales tax rate is 6.25%, leaving 2% for local entities. Some local jurisdictions assess the entire 2%, some a lesser amount. The City of Dayton currently has sales tax rates that meet the maximum of 8.25%. Numerous ways exist for use of the flexible 2% of sales tax that is provided for local entities; however, the following are the only two taxes that can be used to fund transit projects:

- Regular Sales Tax (maximum of 1%) – funds deposited into a City’s general fund; can be used for any lawful purpose.
- Economic Development Tax (maximum of 0.5%) – funds must be turned over to a development corporation to act on behalf of the City; may be used for public transportation projects.

To contribute funds to future transportation services, City of Dayton would need to reallocate existing sales tax revenue to fund transit services or identify a different source of public funds (e.g., a Special District) from which funds could be used in lieu of a sales tax.

Transportation Development Credit (TDC)

Transportation Development Credits (TDC), formerly called toll credits, are a financing tool that allows entities to use federal obligation authority without the requirement of non-federal matching dollars, thus increasing the opportunity to leverage federal funds. TDCs are not cash awards; they are a credit earned through an accounting system that assigns value to transportation projects built with tolls. TDCs can provide agencies with federal funds that they would not have access to if there were no available sources to serve as the required local match. For FTA-funded transit projects, capital expenses are preferred uses for TDCs. A grantee may request TDCs to be used as the match on an eligible capital expenditure for federal money received through either a TxDOT-administered grant, received directly from FTA, or applied for through H-GAC. Funded transit projects can include vehicle purchases.

Advertising

Most agencies, such as Brazos Transit District, solicit and accept advertising on their vehicles, facilities (stations, shelters), and materials (tickets, schedules, maps). Advertising serves as a source of earned income and provides a means to establish broader



community partnerships and to capture and maintain interest and support for transit and other public services. Revenues from advertising flow directly or indirectly to the operating agencies from single- or multi-year advertising contracts and agreements, and from time-limited and event-based arrangements.

Public-Private Partnerships (PPP)

Establishing Public-Private Partnerships (PPP) is another way to increase revenues for transit and transportation programs and services. The private sector can be broadly interpreted to include employers, merchants, retail establishments, and private nonprofit organizations. Contributions from the private sector can take the form of ongoing operating support or one-time capital purchases.

Employer Contributions

Employer contributions can provide one-time capital costs and also ongoing operating support. Paying for a passenger shelter or bench would be a valuable financial contribution from such a private or commercial interest. Employers or merchants that benefit from a service may be interested in supporting it, particularly if a bus stop was located at their front door to maximize convenience for their employees or customers. Employers could also help subsidize the cost of transit tickets or passes. In City of Dayton, employers could benefit from a partnership to provide an equitable transit option for employees.

Service and Business Organizations

Organizations often contribute to community special projects. For transportation, this could include paying for or contributing toward the cost of a new vehicle or a bus bench or shelter near older adult housing. These types of organizations may also pay for trip reimbursement for after-school or childcare programs.

Municipal Management District (MMD)

A MMD is a special-purpose local government entity established under Texas Local Government Code, Chapter 375 to finance, construct, operate, and maintain supplemental public improvements and services within a defined geographic area.