

CHAPTER 8

PRIORITIES

8. Priorities

This chapter documents the methodology used to prioritize the strategies and projects presented in Chapter 7, and presents the resulting prioritization table.

8.1. Prioritization Methodology

Consistent with the process used to prioritize unmet needs in Chapter 6, the lead coordination agency and CTRTAG evaluated each strategy and project against three core questions, applied as follows:

- **Does the strategy or project leverage existing resources used to transport FTA Section 5310 target populations (seniors, individuals with disabilities)?** This favored strategies like TM-1 and TM-2, which build on the HOP's existing Spare Labs platform (already handling 74 percent of trip bookings) rather than requiring new technology investment.
- **Does the strategy or project improve access to resources for Section 5310 target populations?** SD-1 (Senior Outreach and Benefits Awareness Campaign) and SD-2 (Texas Veterans Commission Data Partnership Expansion) scored High on this question, directly targeting seniors, veterans, and individuals with disabilities who are unaware of overlapping funding sources.
- **Does the strategy or project address the prioritized needs identified through the planning process (Chapter 6)?** Funding & Implementation Partnerships and Service Coordination (which together drew 6 of 11 votes for "most urgent regional issue" at Workshop 1) were assigned Top Tier status on this basis.

In addition, the following weighting considerations, were applied during CTRTAG review:

- **Does the strategy/project benefit a single county, multiple counties, or the entire region?** CP-9 (Intercity Bus Program), which connects the Killeen/Temple urbanized areas and the Rural Division to employment centers outside the region, was weighted for its multi-county reach, while RC-4 (Food Desert and Grocery Connectivity) reflects a more geographically concentrated benefit to North Killeen and East Temple.
- **Does the strategy/project address high-priority needs or gaps identified in Chapter 6?**
- **Does the strategy/project reduce or eliminate duplication of services, or expand services?** This consideration directly informed the retirement of SC-4 (Mobility Hub Development) and HE-2 (Employer Vanpool Program) in favor of the named capital projects (CP-2, CP-3, CP-5, CP-6, and CP-4) that now cover the same ground without redundant planning entries.
- **How many organizations will participate in the strategy/project?** FP-1's three-way matched employer/employee/transit funding structure was weighted favorably for its broad partnership base.
- **Does the project expand transportation to unserved populations?** RC-1 (Rural NEMT to Essential Services) scored High for extending pharmacy, grocery, and healthcare access to rural residents currently underserved by fixed-route or single-seat trip models.

- **Is the project sustainable in terms of long-term funding?** Ongoing efforts like FP-3 (Coordinated Grant Pursuit) were weighted for their established, repeatable funding pathway, while several capital projects remain at Medium priority in part because their cost and funding are pending TxDOT approval.
- **Does the project improve the transportation network overall?**

Applying these questions, each strategy and project was assigned to one of three priority tiers (High, Medium, or Low) reflecting the region's near-term implementation focus. These priority tiers reflect Workshop 1 input and the technical needs assessment.

8.2. Prioritization Results

Table 8-1 lists all strategies and projects identified in Chapter 7, organized by category, with their assigned priority tier and relative cost.

Table 2.4 Strategy and Project Prioritization Summary

ID	Project / Strategy	Category	Priority Tier	Relative Cost
SC-1	Regional Trip Brokerage Platform	Service Coordination & Trip Brokerage	Top Tier	Low (staff time; no new capital)
SC-2	Provider/Vendor Opt-In Workshops	Service Coordination & Trip Brokerage	Top Tier	Low (staff time)
SC-3	Inter-Agency Billing and Reimbursement Policy Documentation	Service Coordination & Trip Brokerage	Top Tier	Low (staff time)
FP-1	Three-Way Matched Regional Employment Transportation Program	Funding & Implementation Partnerships	Top Tier	~\$5,000,000 (order-of-magnitude, per HOP internal planning)
FP-2	Employer & Social-Service Partnerships	Funding & Implementation Partnerships	Top Tier	Low-Medium (staff time; negotiated cost-sharing)
FP-3	Coordinated Grant Pursuit and Local Match Program	Funding & Implementation Partnerships	Top Tier	Staff time; varies by grant
FP-4	Local Funding Contributions and Transportation Development Credit (TDC) Utilization	Funding & Implementation Partnerships	Top Tier – Ongoing	Staff time
RC-1	Non-Emergency Medical Transportation (NEMT) to Essential Services	Rural Connectivity	Middle Tier	Medium
RC-2	Rural Demand-Response Service Expansion	Rural Connectivity	Middle Tier	Medium-High
RC-3	Van Pool Program for Rural Clinics and Nonprofits	Rural Connectivity	Middle Tier	Medium
RC-4	Food Desert and Grocery Connectivity	Rural Connectivity	Middle Tier	Low-Medium
SD-1	Senior Outreach and Benefits Awareness Campaign	Senior & Disability Transportation	Middle Tier	Low

ID	Project / Strategy	Category	Priority Tier	Relative Cost
SD-2	Texas Veterans Commission (TVC) Data Partnership Expansion	Senior & Disability Transportation	Middle Tier – Immediate	Low
SD-3	ADA and First-/Last-Mile Accessibility Improvements	Senior & Disability Transportation	Middle Tier	Medium-High (capital)
HE-1	Healthcare Facility Transportation Partnerships	Healthcare & Employment Access	Middle Tier	Medium
TM-1	TNC Integration and Extended-Hours Mobility	Technology & Mobility Management	Foundation Tier	Low (software integration; per-trip cost)
TM-2	Integrated Trip Planning / One-Call One-Click Expansion	Technology & Mobility Management	Foundation Tier	Medium
TA-1	Regional Transit Awareness Campaign	Transit Awareness & Education	Foundation Tier	Low
TA-2	Annual Regional Transportation Summit	Transit Awareness & Education	Foundation Tier – Ongoing	Low
CI-1	CTR TAG Communications and Leadership Engagement	Regional Coordination Infrastructure	Foundation Tier	Low
CI-2	Regional Resource and Asset Inventory	Regional Coordination Infrastructure	Foundation Tier	Low
CI-3	Volunteer Driver Program Development	Regional Coordination Infrastructure	Foundation Tier	Low-Medium
CI-4	Transit Affordability and Fare Assistance Programs	Regional Coordination Infrastructure	Foundation Tier	Medium
CP-1	Fleet Replacement	Capital & Infrastructure (HCTD/KTMPO)	Middle Tier	Pending TxDOT funding notice
CP-2	Transit-Oriented Development (TOD) Facility	Capital & Infrastructure (HCTD/KTMPO)	Middle Tier	Pending TxDOT funding notice
CP-3	Park and Ride	Capital & Infrastructure (HCTD/KTMPO)	Middle Tier	Pending TxDOT funding notice

ID	Project / Strategy	Category	Priority Tier	Relative Cost
CP-4	Vanpools	Capital & Infrastructure (HCTD/KTMPO)	Middle Tier	Pending TxDOT funding notice
CP-5	Cove/VA Terminal Facility	Capital & Infrastructure (HCTD/KTMPO)	Middle Tier	Pending TxDOT funding notice
CP-6	Temple Santa Fe Terminal Facility	Capital & Infrastructure (HCTD/KTMPO)	Middle Tier	Pending TxDOT funding notice
CP-7	Bus Wash	Capital & Infrastructure (HCTD/KTMPO)	Foundation Tier	Pending TxDOT funding notice
CP-8	Fuel Tanks	Capital & Infrastructure (HCTD/KTMPO)	Foundation Tier	Pending TxDOT funding notice
CP-9	Intercity Bus Program	Capital & Infrastructure (HCTD/KTMPO)	Foundation Tier	Pending TxDOT funding notice
CP-10	Temple Trolley	Capital & Infrastructure (HCTD/KTMPO)	Foundation Tier	Pending TxDOT funding notice

Note: Capital & Infrastructure (HCTD/KTMPO) projects (CP-1 through CP-10) were reprioritized into the Middle and Foundation tiers based on rider-facing benefit and urgency, rather than using their original KTMPO local ranking (1-10). Rider-facing capital projects (fleet, terminals, park and ride, vanpools, TOD) were placed in Middle Tier; operational/support facilities and lower-priority items (bus wash, fuel tanks, intercity bus, trolley) were placed in Foundation Tier. Costs remain TBD pending TxDOT funding notice regardless of tier.

8.3. Documentation of the Prioritization Process

The prioritization framework above was developed and validated through two CTRTAG workshops. During the first workshop, CTRTAG members completed a live ranking exercise establishing the urgency, regional-benefit, and feasibility tiers described in Chapter 7. Following this exercise, a Call for Project Ideas was distributed to regional providers and partners, generating the strategy and project list in Chapter 7, including ten capital projects submitted by HCTD through the KTMPO project call. A second CTRTAG workshop reviewed the resulting draft project list category by category and gathered feedback on additions, removals, and priority-tier adjustments before the list was finalized for public review.

Results from the Interactive Ranking Exercise and Most Urgent Regional Issue Mentimeter polls, along with the Your Voice, Your Ride regional transit survey and the Partnering for Progress provider feedback survey, are retained on file with CTCOG and are available on request to support this prioritization documentation.