

West Central Texas Region

**Regional Public Transportation
Coordination Plan 2026 – *Draft Final for Public Comment***



Texas A&M Transportation Institute
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CHAPTER 1

INTRODUCTION





The Regional Public Transportation Coordination Planning Process

The Regional Public Transportation Coordination Plan (RPTCP) is the guiding document developed for addressing needs and gaps in the region through coordination efforts. These coordination efforts are typically between public transportation providers, human services transportation providers, advocacy groups, and other interested stakeholders.

West Central Texas

The West Central Texas region consists of the following 19 counties:

- Knox
- Kent
- Stonewall
- Haskell
- Throckmorton
- Scurry
- Fisher
- Jones
- Shackelford
- Stephens
- Mitchell
- Nolan
- Taylor
- Callahan
- Eastland
- Runnels
- Coleman
- Brown
- Comanche

Overall, Texas has 24 unique planning regions. This plan focuses on addressing transportation needs and gaps within the West Central Texas region.

Lead Agency

As of June 26, 2025, the Central Texas Rural Transit District (CTRTD) (City and Rural Rides) is serving as the lead agency for the West Central Texas region. As lead agency, CTRTD is spearheading the Regional Coordination Council (RCC) in preparing to update the five-year Regional Public Transportation Coordination Plan (RPTCP or “the plan”). The goal of this effort is to gather input from the community to better coordinate public transportation and human services transportation for the people of West Central Texas.

City and Rural Rides (CARR) is one of the three rural transportation providers in the area. They service fifteen counties with general public demand-response service. They also provide non-emergency medical transportation via contracts with managed care organizations and provide contracted service for Howard Payne University and Tarleton State University. Their offices are located in Coleman and Early.

What is the Regional Public Transportation Coordination Plan?

The RPTCP is the guiding plan for West Central Texas’s Human Services and Public Transportation coordination. Through a collaborative effort, the region’s transportation needs and gaps are identified and addressed through mobility goals and strategies.

City and Rural Rides

310 S Concho St, Coleman, TX

Phone: (800) 710-2277

carrmgrs@cityandruralrides.com

WCT Regional Coordination Council

The WCT Regional Coordination Council (RCC) consists of various stakeholders such as transportation providers, advocacy groups, human services organizations, and planning organizations. The most recent list of RCC representatives includes: Central Texas Rural Transit District (CTRTD), City of Abilene, South Plains Community Action Association (SPARTAN), Betty Hardwick Center, United Way, Disability in Action, Workforce Solutions of West Central Texas, Communities In Schools of the Big Country, National Federation of the Blind of Texas, the Abilene Metropolitan Planning Organization, and Aspermont Small Business Development Center (Double Mountain Coach).

In the spring of 2026, CARR initiated efforts to solidify the RCC via memorandums of understanding (MOUs). As of Summer 2026, the following agencies have signed MOUs:

- Abilene City Link
- Abilene Metropolitan Planning Organization
- City and Rural Rides
- Disability in Action
- Double Mountain Coach
- Goodwill of West Texas
- SPARTAN Transit
- United Way 211
- Cornerstone Community Action Agency
- Abilene-Taylor County Public Health District
- West Central Texas Aging and Disability Resource Center (ADRC)

A copy of the MOU is provided in Appendix A.

Table 1 lists the current members of the RCC.

Table 1. Current Members of the RCC

Member Agency
City and Rural Rides (CARR)—Lead Agency
City Link
SPARTAN Public Transit
Good Will of West Texas
Double Mountain Coach
Disability in Action
211 Texas—Abilene
Abilene Metropolitan Planning Organization
Cornerstone Community Action Agency
Abilene-Taylor County Public Health District
West Central Texas Aging and Disability Resource Center (ADRC)

Bylaws are not currently in place for the RCC; however, the group is actively working on creating and approving bylaws.

Previous Coordination Efforts

The West Central Texas region has seen several updates to the region’s coordination plan. The most recent update being in 2022. The high-level goals and strategies from this plan included:

- “Coordinate and consolidate transportation services and resources to promote efficiency and equity;
- Implement mobility strategies to address client needs for convenient travel to work, community service, and leisure destinations; and
- Improve communication, training, and organizational support to promote continuous improvement in service delivery.”

The main implementation strategies included:

- “Establish a mobility manager network for open communication between regional providers;
- Increase coordination between public transit agencies, resources, and information exchange;
- Enhance information distribution on services and transit networks;
- Strategically extend service range and hours when financially feasible; and
- Continue operator/staff trainings, and the introduction of ridership training.”¹

This plan will continue the work developed from the previous effort and update goals and strategies based on current and future needs of the region.

Federal and State Requirements

At the federal level, these plans are known as coordinated public transit human services transportation plans. Any subrecipients applying for Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities grant funding are required to have their projects included in the coordination plan.

The latest circular, FTA C 9070.1H, gives guidance on coordination requirements, namely that, “projects selected for funding under this program are included in a locally developed, coordinated public transit–human services transportation plan and that the plan was developed and approved through a process that included participation by:

- “Seniors;
- Individuals with disabilities;
- Representatives of public, private, nonprofit transportation and human service providers; and
- Other members of the public.”²

This coordination plan update satisfies these requirements. In addition, projects within the urbanized area must be included in the metropolitan transportation plan (MTP) and transportation improvement program (TIP). Projects outside the urbanized area must be

¹ Region 7 Coordinated Transportation Planning Council, 2022

² Federal Transit Administration, 2024

included in the statewide long-range transportation plan and the Statewide Transportation Improvement Plan (STIP).³

At the state level, Texas has additional requirements in the Texas Transportation Code, Chapter 461 Statewide Coordination of Public Transportation. Namely, this includes that plans aim:

1. “to eliminate waste in the provision of public transportation services;
2. to generate efficiencies that will permit increased levels of service; and
3. to further the state’s efforts to reduce air pollution.”⁴

Furthermore, coordination efforts are directed to identify:

- Gaps and overlaps in public transportation services
- Underused equipment and vehicles
- Inefficiencies in public transportation services

The Texas State Management Plan also includes additional details about Section 5310 grant funding as administered by TxDOT-Public Transportation Division. This refers only to areas that TxDOT-PTN has oversight and administration over, namely, projects in non-urbanized areas.

³ Rodman et al., 2025

⁴ Tex. Transp. Code § 461



CHAPTER 2

PUBLIC ENGAGEMENT





Understanding the connection between the coordination plan and grant funding is important for regional stakeholders, transportation providers, and the riders served in the region. The regional public transportation coordination plan is the key to unlocking Section 5310 grant revenue and strategize other funding opportunities for agencies, non-profits, and transportation providers in the region. Organizations engaged in the coordination process can take advantage of pooled funding; for example, rural volunteer driver programs can participate in a joint-procurement for vehicles, software, or other operational support. The RCC will guide the process to address the unmet needs of underserved members of the region. This involved seeking input and ideas from the community on how to meet these needs, and document strategies to ensure they are eligible for funding.

Public Engagement

At the center of this process are the people who lack reliable transportation access to meet their daily needs, specifically seniors, people with disabilities, low-income residents, zero-vehicle households, children and adolescents, residents with limited English proficiency, veterans, and job seekers participating in workforce development programs. Like everyone else, these individuals need to get to work or job interviews, the grocery store, the doctor's office, the pharmacy, and the homes or residences of family and friends. Driving or owning a car may not be an option due to disability, poverty, or both, making public and human services transportation programs a lifeline.

The interconnectedness of transportation access, employment status, and other social determinants of health will guide the RCC as they develop innovative strategies and propose new programs and services. Participating in the coordination process empowers leaders and stakeholders to define a vision for mobility in West Central Texas. The plan becomes the roadmap to realize this vision.

RCC Activities

TTI worked with TxDOT-PTN to coordinate the plan kickoff meeting of the RCC. The hybrid meeting took place on June 26, 2025. The RPTCP team travelled to Abilene to lead the in-person component of the meeting at the United Way of Abilene. In addition to representatives from TTI and TxDOT, leaders from the Central Texas Rural Transit District (CTRTD), City of Abilene, South Plains Community Action Association (SPARTAN), City and Rural Rides Program (CARR), Betty Hardwick Center, United Way, Disability in Action, Workforce Solutions, Communities In Schools of the Big Country, National Federation of the Blind of Texas, and Double Mountain Coach participated in the kickoff meeting.

TTI shared a vision for putting together a "living plan" and cultivating buy-in from the many stakeholders in the region. During an agenda item on lead agency, the group put a motion to elect the Central Texas Rural Transit District (CTRTD) as lead agency for the planning effort. Participants agreed to review the list of stakeholder organizations and add any that should be

included in the coordination process. Specifically, participants suggested adding county judges, the Area Agency on Aging, the Veterans Commission, and Uber drivers to the stakeholder list. TTI staff offered to review the bylaws and suggest revisions, and to send around the draft provider survey for input from the RCC members.

Follow-Up with Absent Stakeholders

For stakeholders and organizations that were unable to attend the virtual kickoff meeting of the RCC, TTI staff reached out via phone call and email to inform them of the opportunity to join the planning process, discuss the request to complete a provider survey (covered in a later section), and encourage them to participate in the next RCC meeting.

Transportation Provider Survey

Transportation providers in the region have been asked to complete a survey about their services. Their participation in this survey is key to understanding how—and to what extent—this network is currently meeting the needs of people who experience transportation barriers. The survey will contribute to developing provider profiles as part of the inventory of transportation providers. Ultimately, these data points will help the RCC develop strategies to improve mobility for the people of West Central Texas, ensuring that everyone has access to transportation that connects them with the places they need and want to go.

Opportunities for Engagement

To reach the maximum number of stakeholders, the RCC and the RPTCP team implemented the following strategies for driving public participation:

Transportation Needs Survey

The RPTCP team developed a survey to gather input on transportation needs of the public. This survey was sent to all stakeholders to distribute amongst their clients and riders. CTRTD also printed copies of the survey announcement with a QR code placed in their vehicles.

Website

The RPTCP team published a website (Figure 1) designed for stakeholders to share with members of the public in the region. The website contained information about the latest demographic changes in the region along with regional maps displaying the data (Figure 2). A link to the public survey was also available on the top of the webpage (Figure 3).

By summer 2026, the website saw 249 visits. No other social media was used during public engagement.

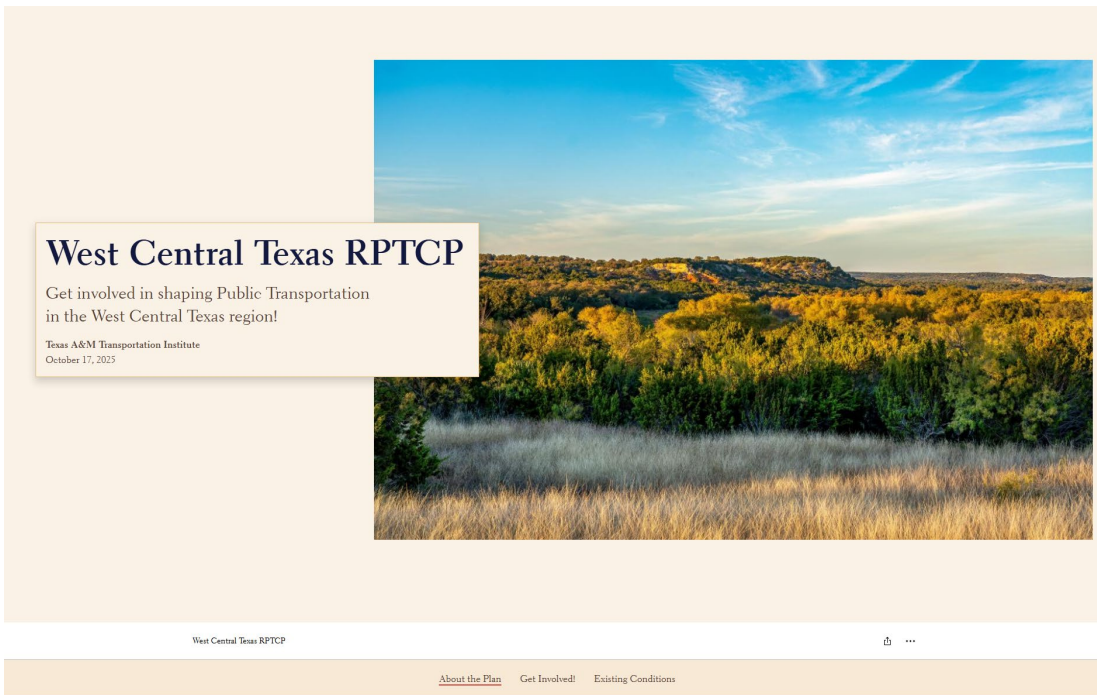


Figure 1. West Central Texas RPTCP Website

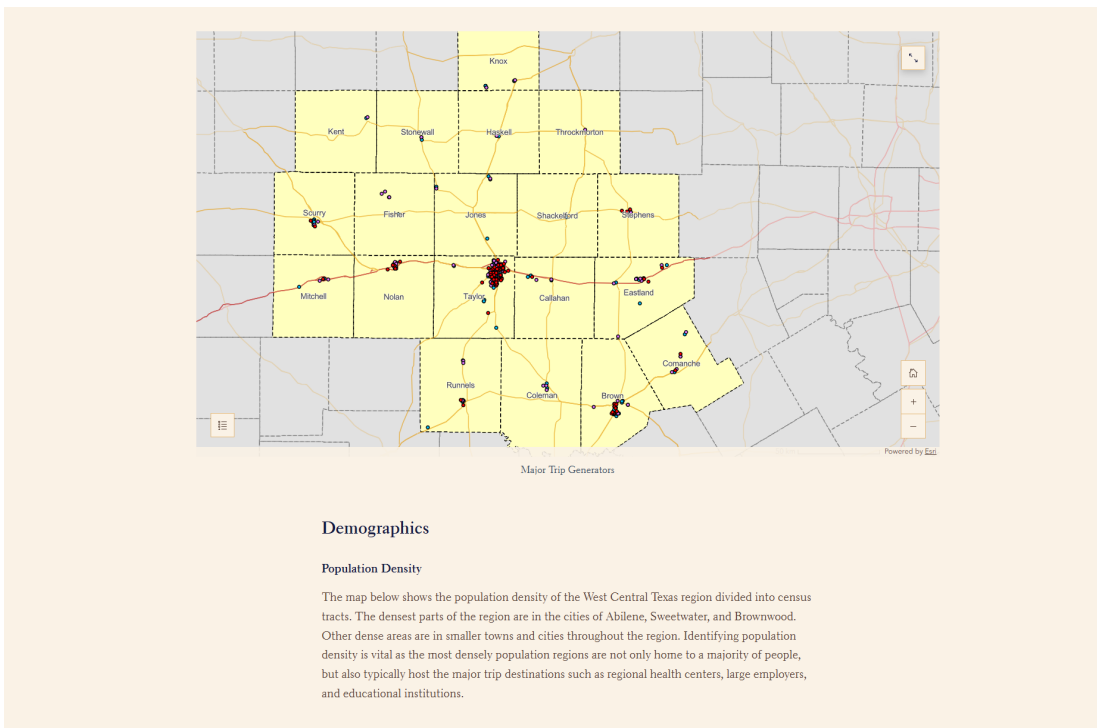


Figure 2. Example of Website Map



Get Involved!

We want to hear your opinion on how we can improve transit throughout the West Central Texas region. Survey link:
https://ti.qualtrics.com/jfe/form/SV_40VNdYppCae0m2

Existing Conditions

Geographic

Region Overview & Transit Districts

The West Central Texas region consists of 19 counties, including Brown, Callahan, Coleman, Comanche, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Scurry, Shackelford, Stephens, Stonewall, Taylor, and Throckmorton counties. In addition, the West Central Texas region is home to several urban areas such as Abilene, Breckenridge, Brownwood, Colorado City, Snyder, and Sweetwater.

There are four public transportation districts operating in the West Central Texas region. Central Texas Rural Transit District (City and Rural Rides) is the largest operator in the region, providing

Figure 3. Survey Link Information

Stakeholder Interviews

The RPTCP Team scheduled three virtual focus groups to go through questions from the transportation needs survey and hear insights and opinions on regional needs and gaps.

Results from these public engagement activities are discussed in detail in “Chapter 6 Assessment of Needs and Gaps.”



CHAPTER 3

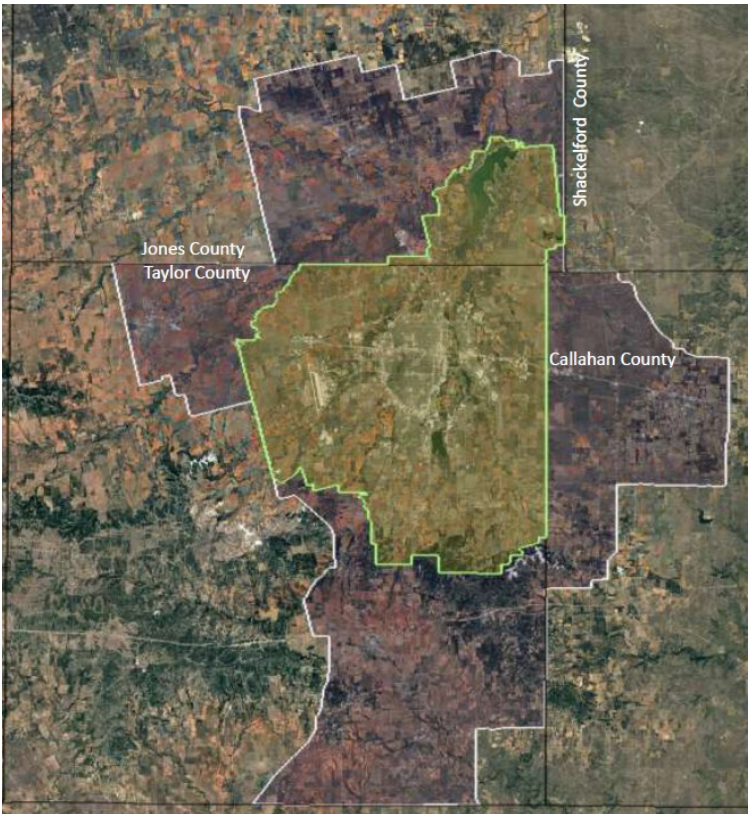
GEOGRAPHIC ASSESSMENT





The West Central Texas region (Figure 4) consists of 19 counties, including Brown, Callahan, Coleman, Comanche, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Scurry, Shackelford, Stephens, Stonewall, Taylor, and Throckmorton. In addition, the West Central Texas region is home to several urban areas like the City of Abilene, Breckenridge, Brownwood, Colorado City, Snyder, and Sweetwater.

In 2022, the Abilene MPO began the process of reviewing its Metropolitan Planning Area boundaries. The new boundaries were approved through the MPO policy board, the Technical Advisory Committee. The Governor approved the final boundaries in spring of 2026. The new Abilene MPO services additional portions in Taylor and Jones Counties and for the first time, includes part of Callahan County. The new boundaries are shown in the figure below. Discussions among the MPO and transit service providers are ongoing to determine the impact of this change to current services or service areas.



New and old MPO boundaries

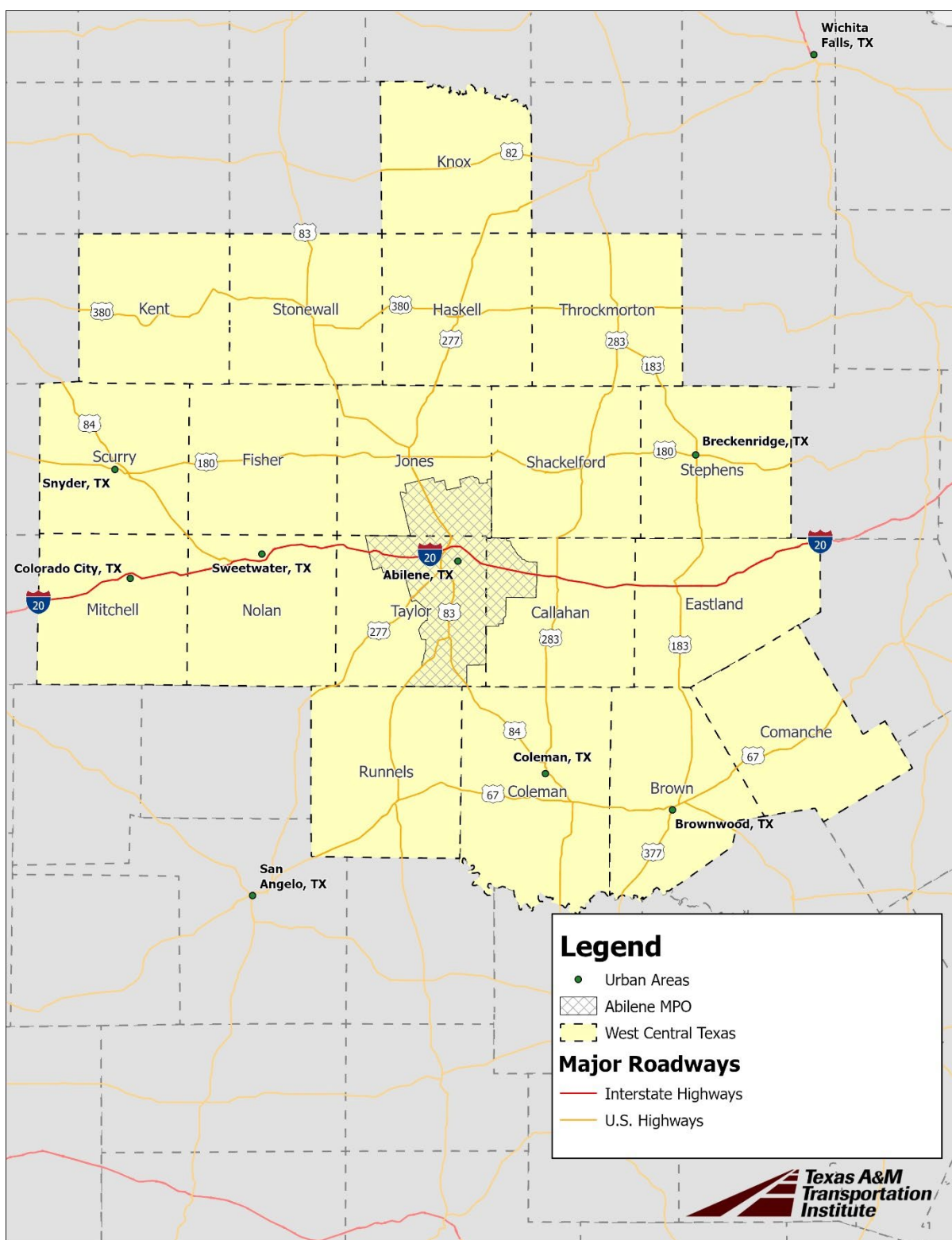


Figure 4. West Central Texas Region

Regional Transit Projects

Table 2 shows regional transit projects taken by public transit entities in the West Central Texas region. This data was collected from the Texas Transit Dashboard.

Table 2. Capital Projects by Transit District

Fiscal Year	Transit Agency	Project
N/A	City of Abilene	ADA Unit Purchases
N/A	City of Abilene	Asphalting of Bus Parking Lot
N/A	City of Abilene	Camera Systems for 15 units
2026	Central Texas RTD	Vehicle Replacement
2027–2029	Central Texas RTD	Vehicle Replacement

Other Regional Planning Efforts

This section incorporates other related planning efforts that have occurred within the past several years or are currently being developed.

Regional Transportation Plans

Abilene MPO 2050 Metropolitan Transportation Plan⁵

Agency: Abilene Metropolitan Planning Organization

Year: 2024

The 2050 Metropolitan Transportation Plan (MTP) outlines the long-range Transportation goals for the Abilene Metropolitan area through 2050, with mainly emphasizing multimodal transportation, public transit accessibility, stakeholder collaboration and equitable transportation planning. The plan evaluates existing CityLink service, which includes fixed-route transit, ADA paratransit, On-Call, and Zipzone demand-response services, and identifies service improvements to enhance transit accessibility, passenger amenities, transit connectivity and multimodal access. To achieve these objectives, the plan emphasizes stakeholders' collaboration among regional agencies and transit providers, a performance-based planning approach and the plan also integrates Environmental Justice and Title VI principles to ensure that transportation planning and investments address the needs of low-income, minority, Limited English Proficiency (LEP), and transportation-disadvantaged populations that uses measurable goals to guide transportation investments and monitor progress.

Overall, the plan is a useful reference for documenting effective regional transportation planning practices, particularly in coordinating stakeholders, incorporating public and

undeserved community input, evaluating transit services, and establishing measurable strategies to improve transportation accessibility and mobility.

⁵ Abilene Metropolitan Planning Organization, 2024

Transit Agency Planning

West Central Texas Area Agency on Aging Area Plan (2027-2029)⁶

Agency: West Central Texas Council of Governments (WCTCOG) and Area Agency on Aging (AAA).

Year: 2026

The West Central Texas Area Agency on Aging Area Plan 2027-2029 has identified transportation barriers that are affecting older adult across the 19-county region, particularly the ones in rural areas where long travel distances, limited public transportation options, financial constraints and limited broadband access restrict access to necessary medical care, nutrition programs and other essential services.

The plan emphasized regional coordination and targeted transportation assistance for low income and isolated older adults. The AAA works with CityLink to support mobility with the Abilene area and City and Rural Rides (CARR) to provide rural transportation across these counties. It also coordinates with local senior centers and community focal points to connect older adults with congregate meal sites, social activities, medical care and other community services. The AAA also maintains a contracted vendor to purchase transportation services for eligible older adults, providing another mobility option where existing services may be limited.

These efforts are supported through the Older Americans Act (OAA), framework and funding are administered by the Texas Health and Human Services Commission (HHSC), with WCTCOG providing regional oversight. Overall, this plan reflects a more collaborative approach among transit providers, aging service organizations, and local community partners to address rural mobility gaps and improve access to critical services for older adults.

Statewide Plans

Connecting Texas 2050 Long-Range Transportation Plan⁷

The Connecting Texas 2050 Long Range Transportation Plan established a statewide framework for improving mobility and connectivity, recognizing limited transportation options for rural residents, non-drivers, older adults, low-income populations and individuals with disabilities. The plan has identified few needs such as gaps between local, regional and intercity transportation services and inadequate accessible connections to transit and essential destinations.

For the purpose to address these needs, the plan emphasizes stronger rural-to-urban and intercity transit connections, integration among transportation modes, first/last-mile improvements, ADA-accessible connections to transit and expanded transportation choices for transit dependent populations. This involves coordination

among TxDOT, MPOs, Rural and Urban Transit Districts, regional planning organizations and federal partners such as FTA, helping align local and regional mobility efforts with statewide transportation priorities.

⁶ Area Agency on Aging of West Central Texas, 2026

⁷ Texas Department of Transportation, 2024

Other Transportation Accessibility Plans for Priority Populations

Texas State Plan for Independent Living (SPIL) FY 2025-2027⁸

Agency: Texas State Independent Living Council (SILC) and Centers for Independent Living (CILS)

Year: 2024.

The Texas State Plan for Independent Living (SPIL) FY 2025-2027 identifies accessible transportation as one of the key components of community mobility and independence for individuals with disabilities. This plan focuses mainly on improving access to public and private transportation through policy advocacy, community involvement and direct participation in transportation planning.

To achieve this, few key strategies include training individuals with disabilities to advocate for accessible transportation and encouraging Center for Independent Living (CILs) to participate in local transit commissions, regional planning boards and Council of Governments so that accessibility needs are represented in transportation decisions. The plan also establishes measurable targets, including 300 local transportation advocacy activities and 15 state level legislative advocacy activities over a three-year period. These efforts are led by Texas SILC and local CILs, in collaboration with TxDOT, disability advocacy organizations and other community partners.

Therefore, the plan demonstrates how individuals with disabilities and advocacy organizations can be directly incorporated into regional transportation planning and coordination, helping to ensure that accessibility needs are reflected in transportation policies and services.

Texas' Non-emergency Medical Transportation Benefit: Utilization and Barriers to Use (2025)⁹

Agency: Episcopal Health Foundation

Year: 2025

The Texas Non-Emergency Medical Transportation (NEMT) Utilization and Barrier Report examines barriers that prevent medical beneficiaries from effectively using transportation to access healthcare.

The report looks at few challenges like low awareness of the NEMT benefit, complicated booking and enrollment process, language barriers, unreliable service and scheduling and restrictive requirements for Individual Transportation Participants (ITPs), which can limit the use of family members, friends and other informal transportation options.

Based on these key challenges the report suggests simplifying NEMT scheduling and ITP enrollment, expanding plain-language outreach and strengthening transportation navigation through Community Health Workers (CHWs), hospital clinics and other healthcare providers. The report also highlights the need for coordination among Texas HHSC, Medicaid Managed Care Organizations (MCOs), transportation brokers and providers, healthcare organizations and community-based partners to improve service

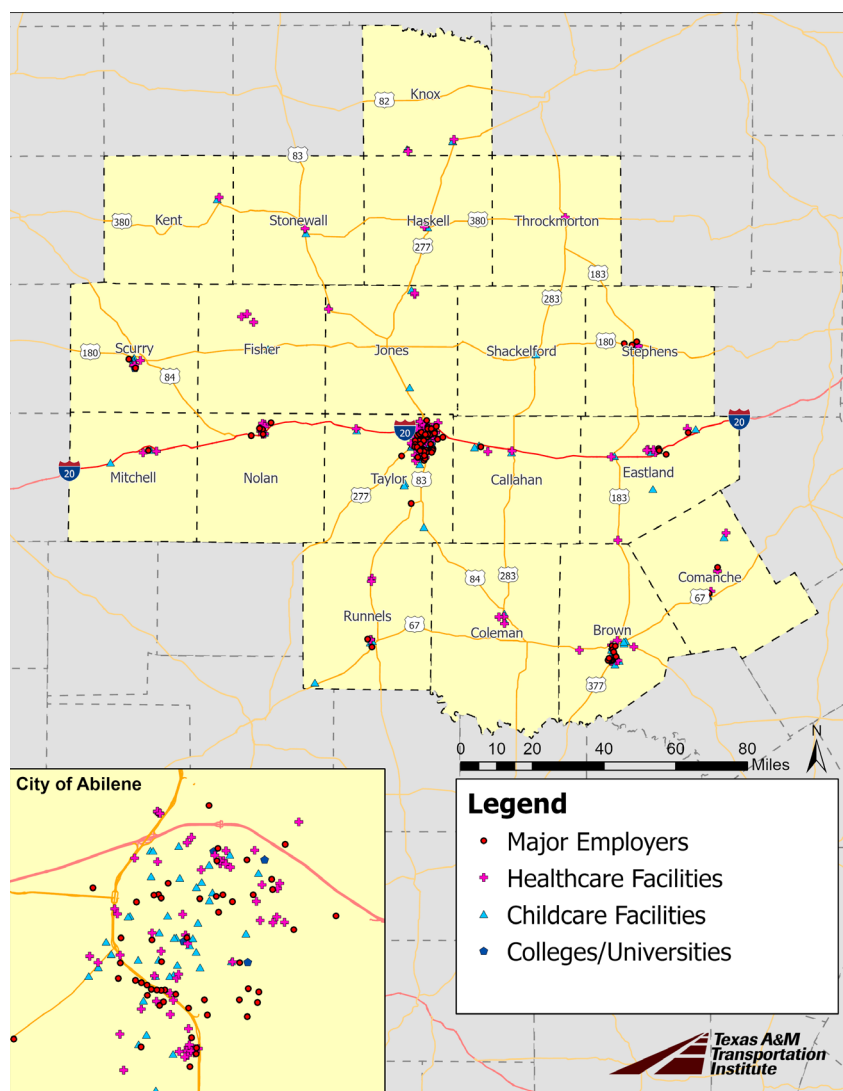
⁸ Texas State Independent Living Council, 2024

⁹ Episcopal Health Foundation, 2025

Overall, the report provides useful strategies for coordinating transportation and reliability, access to healthcare services, particularly for Medicaid beneficiaries and other individuals who depend on transportation assistance to access medical care.

Major Trip Generators and Destinations

The effectiveness of transit is closely tied to areas with the highest demand, which is where major trip generators are located. These trip generators attract demand and include origins and destinations such as major employers, healthcare facilities, childcare facilities, and colleges/universities. Figure 5 showcases the major trip generators across the West Central Texas region. As the largest city in the region, Abilene has the highest concentration of trip generators in the region and therefore is a major trip destination. Other urban areas such as Brownwood and Sweetwater also contain major trip generators, most notably, regional healthcare facilities. Table 3 shows a list of some of the major trip generators in the West Central Texas region.



Sources: U.S. Census Bureau, n.d.; Texas Health and Human Services, n.d.; Texas A&M University Hazard Reduction and Recovery Center, 2025; Texas Department of Transportation, 2026

Figure 5. Major Trip Generators in West Central Texas

Table 3. Major Trip Generators in West Central Texas

Trip Generator	Type
Abilene Christian University	Colleges/Universities
Abilene State School	Colleges/Universities
Hardin-Simmons University	Colleges/Universities
Howard Payne University	Colleges/Universities
McMurry University	Colleges/Universities
Western Texas College	Colleges/Universities
Cisco College	Colleges/Universities
Texas State Technical College	Colleges/Universities
Hendrick Medical Center (multiple locations)	Healthcare
Abilene Regional Healthcare Center	Healthcare
Cogdell Memorial Hospital	Healthcare
Stephens Memorial Hospital	Healthcare
Coleman County Medical Center	Healthcare
Rolling Plains Memorial Hospital	Healthcare
Eastland Memorial Hospital	Healthcare
Knox County Hospital	Healthcare
Ballinger Memorial Hospital District	Healthcare
Fisher County Hospital District	Healthcare
Mitchell County Hospital	Healthcare
North Runnels Hospital	Healthcare
Stonewall Memorial Hospital	Healthcare
Throckmorton County Memorial Hospital	Healthcare
One Petroleum Place	Major Employer
Walmart (various locations)	Major Employer
Mall of Abilene	Major Employer
Shops at Abilene	Major Employer
AbiMar Foods	Major Employer
Rentech Boiler Systems (Abilene)	Major Employer
First Financial Bank (Abilene)	Major Employer
Great Lakes Cheese	Major Employer
3M (Brownwood)	Major Employer
Kohler (Brownwood)	Major Employer
Superior Essex Corp. (Brownwood)	Major Employer
Ludlum Measurements (Sweetwater)	Major Employer
USG (Sweetwater)	Major Employer
Georgia-Pacific (Sweetwater)	Major Employer
Jonell Filtration Products (Breckenridge)	Major Employer
RGN Manufacturing (Breckenridge)	Major Employer
Various School Districts (Abilene ISD, Brownwood ISD, etc.)	Major Employer/Govt.
Various County Governments (Taylor County, Brown County, etc.)	Major Employer/Govt.
Dyess Air Force Base	Military

Transportation Provider Service Area

There are four public transportation districts operating in the West Central Texas region as shown in Figure 6. Central Texas Rural Transit District (CTRTD) is the largest operator in the region, providing service to the rural areas of Taylor County and all of Brown, Callahan, Coleman, Comanche, Eastland, Nolan, Runnels, Shackelford, and Stephens counties. The urban area of Taylor County is served by CityLink, which is operated by the City of Abilene. Aspermont Small Business Development Center provides services in the northern part of the West Central Texas region including Knox, Kent, Stonewall, Haskell, Throckmorton, Fisher, and Jones counties. South Plains Community Action Association serves Scurry and Mitchell counties, though they mainly provide services outside of this region. More details about these agencies will be provided in “Chapter 5 Transportation Services Assessment.”

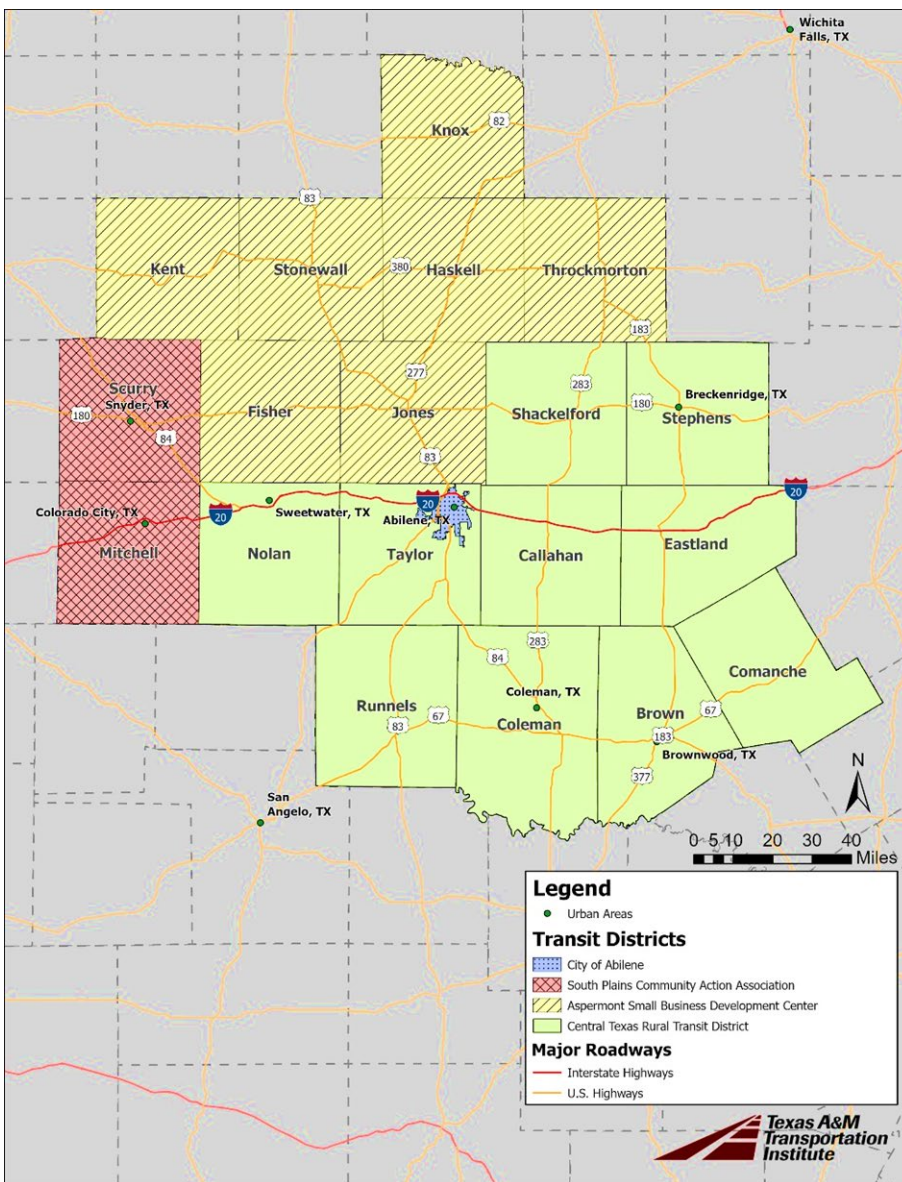


Figure 6. Public Transportation Provider Service Areas



CHAPTER 4

DEMOGRAPHIC ASSESSMENT



A demographic assessment is critical to developing a regional public transportation coordination plan. Given that coordination efforts involve human services agencies and public transportation providers, it is important to analyze demographic trends and populations in the region. Section 5310 grant funding specifically looks at older adults and persons with disabilities as part of the grant award process. In addition, race, ethnicity, and priority populations also play a key part of coordination plan efforts. This chapter breaks down the recent data gathered from the U.S. Census Bureau's American Community Survey.

Projected Population

Table 4 shows the projected 2030 population in each county in the West Central Texas region based on low, medium, and high migration scenarios. Across all three scenarios, the region's total population is projected to increase from 334,382 in 2025 to between 344,846 and 351,323 in 2030, representing growth of about 3% to 5%. However, this population increase is not distributed equally throughout the region. Smaller, rural counties are projected to experience little change or population decline, while the larger counties, particularly Taylor County, are expected to account for the majority of the region's overall growth.

Table 4. Projected Population in 2030, West Central Texas Region

Total Population	Population 2025	Population 2030 (Low Migration)	Population 2030 (Medium Migration)	Population 2030, (High Migration)
Brown	38,294	39,241	39,447	39,823
Callahan	14,017	14,788	14,793	14,829
Coleman	7,765	7,427	7,417	7,408
Comanche	13,786	14,348	14,340	14,343
Eastland	17,846	18,205	18,245	18,269
Fisher	3,661	3,577	3,600	3,601
Haskell	5,390	5,393	5,415	5,477
Jones	19,968	20,746	20,769	20,783
Kent	727	731	723	720
Knox	3,322	3,179	3,193	3,231
Mitchell	8,989	8,951	8,949	8,977
Nolan	14,565	14,032	14,122	14,267
Runnels	9,880	9,677	9,736	9,814
Scurry	16,633	16,300	16,368	16,454
Shackelford	3,169	3,084	3,078	3,092
Stephens	9,278	9,357	9,351	9,372
Stonewall	1,244	1,188	1,184	1,179
Taylor	144,259	153,126	155,081	158,195
Throckmorton	1,589	1,496	1,484	1,489
WCT Total	334,382	344,846	347,295	351,323

Source: Texas Demographic Center, 2025

Table 5 shows the projected population of young people (<18 years old) in the West Central Texas region. In all three migration scenarios, the youth population is projected to decrease. The largest percentage of decreases are projected in the rural counties, whereas the more urban counties are projected to lose less, most likely due to them being job centers.

Table 5. Projected Youth (<18) Population in 2030, West Central Texas Region

Youth Population (<18)	Youth Population 2025	Youth Population 2030 (Low Migration)	Youth Population 2030 (Medium Migration)	Youth Population 2030, (High Migration)
Brown	7,972	7,868	7,923	8,015
Callahan	3,005	2,777	2,782	2,789
Coleman	1,597	1,297	1,292	1,287
Comanche	3,160	2,941	2,941	2,940
Eastland	3,824	3,887	3,902	3,904
Fisher	762	706	709	708
Haskell	940	977	979	989
Jones	3,313	2,997	3,013	3,017
Kent	127	119	117	116
Knox	860	630	629	640
Mitchell	1,666	1,554	1,552	1,555
Nolan	3,733	3,028	3,055	3,087
Runnels	2,327	1,879	1,895	1,921
Scurry	4,210	3,615	3,638	3,657
Shackelford	717	656	659	663
Stephens	1,981	1,843	1,844	1,841
Stonewall	334	203	202	203
Taylor	35,427	34,514	34,994	35,696
Throckmorton	332	300	294	296
WCT Total	76,287	71,791	72,420	73,324

Source: Texas Demographic Center, 2025

Table 6 shows the projected population of elderly (over 65 years of age) in the West Central Texas region. All three migration scenarios show an increase in population overall, with medium migration showing the highest overall. This increase is spread fairly evenly across the region, with no single type of county experiencing diverging changes.

Table 6. Projected Elderly (65+) Population in 2030, West Central Texas Region

Elderly Population (65+)	Elderly Population 2025 (ACS)	Elderly Population 2030 (Low Migration)	Elderly Population 2030 (Medium Migration)	Elderly Population 2030, (High Migration)
Brown	7,871	9,999	10,010	10,026
Callahan	2,911	4,019	4,017	4,019
Coleman	2,038	2,656	2,655	2,656
Comanche	3,263	4,064	4,062	4,062
Eastland	3,910	4,927	4,935	4,929
Fisher	792	1,162	1,164	1,164
Haskell	1,240	1,469	1,468	1,468
Jones	3,169	4,235	4,239	4,232
Kent	242	301	299	298
Knox	619	980	979	975
Mitchell	1,320	1,682	1,677	1,678
Nolan	2,924	3,421	3,415	3,416
Runnels	2,067	2,723	2,730	2,723
Scurry	2,560	3,257	3,260	3,267
Shackelford	614	912	908	908
Stephens	1,831	2,425	2,410	2,418
Stonewall	319	511	514	511
Taylor	21,297	28,257	28,325	28,480
Throckmorton	390	514	510	515
WCT Total	59,377	77,514	77,577	77,745

Source: U.S. Census Bureau, U.S. Department of Commerce, 2023; Texas Demographic Center, 2025

Older Adults

A major factor for consideration of transit need is age, specifically age groups that are less able to use private automobiles and need more frequent medical care such as children and the elderly. The youth population in West Central Texas is lower than the state average, with the highest percentages being in Stonewall, Knox, Nolan, and Scurry counties (Table 7). Conversely, the West Central Texas region has a higher percentage of its population over the age of 65, with 1/3 of the residents of Kent County in that age range.

Table 7. West Central Texas Regional Population by Age

County	Total Population	Total Age Under 18	Percent Age Under 18	Total Age Over 65	Percent Ate Over 65
Brown	38,294	7,972	20.8%	7,871	20.6%
Callahan	14,017	3,005	21.4%	2,911	20.8%
Coleman	7,765	1,597	20.6%	2,038	26.2%
Comanche	13,786	3,160	22.9%	3,263	23.7%
Eastland	17,846	3,824	21.4%	3,910	21.9%
Fisher	3,661	762	20.8%	792	21.6%
Haskell	5,390	940	17.4%	1,240	23.0%
Jones	19,968	3,313	16.6%	3,169	15.9%
Kent	727	127	17.5%	242	33.3%
Knox	3,322	860	25.9%	619	18.6%
Mitchell	8,989	1,666	18.5%	1,320	14.7%
Nolan	14,565	3,733	25.6%	2,924	20.1%
Runnels	9,880	2,327	23.6%	2,067	20.9%
Scurry	16,633	4,210	25.3%	2,560	15.4%
Shackelford	3,169	717	22.6%	614	19.4%
Stephens	9,278	1,981	21.4%	1,831	19.7%
Stonewall	1,244	334	26.8%	319	25.6%
Taylor	144,259	35,427	24.6%	21,297	14.8%
Throckmorton	1,589	332	20.9%	390	24.5%
WCT Total	334,382	76,287	22.8%	59,377	17.8%
Texas Total	29,640,343	7,482,530	25.2%	3,905,545	13.2%

Source: U.S. Census Bureau, U.S. Department of Commerce, 2023

Race and Ethnicity

It is vital to consider the racial and ethnic makeup of a region when assessing transit access to ensure access for people of all backgrounds. The West Central Texas region is less diverse than the state, with approximately 73.2% of residents identifying as white (Table 8). The highest concentration of Black/African American, Asian, and American Indian/Alaskan Native populations tend to be in the more urban counties of Taylor, Brown, Jones, Eastland, and Scurry counties. The Hispanic/Latino populations are more spread out, totaling around 22.8% of residents of West Central Texas which is 3.6% lower than Texas as a whole.

Table 8. Race and Ethnicity

County	Total Population	Total Hispanic Latino	Percent Hispanic Latino	Total White	Percent White	Total Black African American	Percent Black African American
Brown	38294	7972	20.8%	29910	78.1%	1276	3.3%
Callahan	14017	3005	21.4%	11997	85.6%	245	1.7%
Coleman	7765	1597	20.6%	6159	79.3%	302	3.9%
Comanche	13786	3160	22.9%	10170	73.8%	70	0.5%
Eastland	17846	3824	21.4%	14719	82.5%	405	2.3%
Fisher	3661	762	20.8%	2811	76.8%	140	3.8%
Haskell	5390	940	17.4%	4222	78.3%	328	6.1%
Jones	19968	3313	16.6%	13119	65.7%	2100	10.5%
Kent	727	127	17.5%	635	87.3%	6	0.8%
Knox	3322	860	25.9%	2375	71.5%	132	4.0%
Mitchell	8989	1666	18.5%	5779	64.3%	531	5.9%
Nolan	14565	3733	25.6%	10042	68.9%	618	4.2%
Runnels	9880	2327	23.6%	6882	69.7%	296	3.0%
Scurry	16633	4210	25.3%	11460	68.9%	445	2.7%
Shackelford	3169	717	22.6%	2751	86.8%	37	1.2%
Stephens	9278	1981	21.4%	7361	79.3%	298	3.2%
Stonewall	1244	334	26.8%	1147	92.2%	7	0.6%
Taylor	144259	35427	24.6%	101650	70.5%	11567	8.0%
Throckmorton	1589	332	20.9%	1481	93.2%	0	0.0%
WCT Total	334382	76287	22.8%	244670	73.2%	14943	4.5%
Texas Total	29640343	7482530	25.2%	15984990	53.9%	3626137	12.2%
Coleman	7765	68	0.9%	58	0.7%	1178	15.2%
Comanche	13786	63	0.5%	109	0.8%	3374	24.5%
Eastland	17846	67	0.4%	102	0.6%	2553	14.3%
Fisher	3661	9	0.2%	12	0.3%	689	18.8%
Haskell	5390	9	0.2%	4	0.1%	827	15.3%
Jones	19968	92	0.5%	117	0.6%	4540	22.7%
Kent	727	0	0.0%	0	0.0%	86	11.8%
Knox	3322	58	1.7%	7	0.2%	750	22.6%
Mitchell	8989	136	1.5%	97	1.1%	2446	27.2%
Nolan	14565	14	0.1%	113	0.8%	3778	25.9%
Runnels	9880	0	0.0%	38	0.4%	2664	27.0%
Scurry	16633	104	0.6%	224	1.3%	4400	26.5%
Shackelford	3169	6	0.2%	8	0.3%	367	11.6%
Stephens	9278	91	1.0%	74	0.8%	1454	15.7%
Stonewall	1244	0	0.0%	0	0.0%	90	7.2%
Taylor	144259	3,258	2.3%	547	0.4%	27237	18.9%
Throckmorton	1589	8	0.5%	0	0.0%	100	6.3%
WCT Total	334382	4196	1.3%	1579	0.5%	65057	19.5%
Texas Total	29640343	1581798	5.3%	190706	0.6%	8256712	27.9%

Source: U.S. Census Bureau, U.S. Department of Commerce, 2023

Priority Populations

Priority populations are selected as they are more dependent on transit in their everyday lives. The target groups for this region are people with disabilities, populations living under the poverty level, veterans, and populations with limited English proficiency (Table 9 and Table 10). The West Central Texas region has a higher percentage of person(s) with disabilities and veterans than Texas and a lower percentage of low-income and populations with limited English proficiency than Texas. Person(s) with disabilities is the highest percentage of target groups in each county, which alongside seniors and veterans, will mean that healthcare access will need to be prioritized.

Table 9. Persons with a Disability and Low-Income

County	Total Population	Total Persons with a Disability*	Percent Persons with a Disability*	Total Low-Income**	Percent Low-Income**
Brown	38,294	8,139	21.3%	5,294	13.8%
Callahan	14,017	2,633	18.8%	1,394	9.9%
Coleman	7,765	1,723	22.2%	1,154	14.9%
Comanche	13,786	2,470	17.9%	1,919	13.9%
Eastland	17,846	3,247	18.2%	2,485	13.9%
Fisher	3,661	680	18.6%	374	10.2%
Haskell	5,390	1,042	19.3%	726	13.5%
Jones	19,968	2,346	11.7%	1,761	8.8%
Kent	727	168	23.1%	56	7.7%
Knox	3,322	553	16.6%	364	11.0%
Mitchell	8,989	1,358	15.1%	999	11.1%
Nolan	14,565	2,762	19.0%	2,679	18.4%
Runnels	9,880	1,641	16.6%	1,004	10.2%
Scurry	16,633	2,117	12.7%	1,411	8.5%
Shackelford	3,169	606	19.1%	363	11.5%
Stephens	9,278	1,654	17.8%	1,187	12.8%
Stonewall	1,244	208	16.7%	105	8.4%
Taylor	144,259	19,875	13.8%	18,686	13.0%
Throckmorton	1,589	203	12.8%	222	14.0%
WCT Total	334,382	53,425	16.0%	42,183	12.6%
Texas Total	29,640,343	3,491,298	11.8%	4,086,851	13.8%

Source: U.S. Census Bureau, U.S. Department of Commerce, 2023

* The ACS uses 6 categories of disabilities: visual, hearing, cognitive, ambulatory, self-care, and independent living

** The ACS uses the federal poverty line, which is \$14,580 for a single-person household and \$30,000 for a four-person household

Table 10. Veterans and Limited English Proficiency

County	Total Population	Total Veterans	Percent Veterans	Total Limited English Proficiency***	Percent Limited English Proficiency***
Brown	38,294	2,274	5.9%	5,312	13.9%
Callahan	14,017	1,049	7.5%	626	4.5%
Coleman	7,765	483	6.2%	1,260	16.2%
Comanche	13,786	969	7.0%	2,542	18.4%
Eastland	17,846	1,276	7.2%	2,066	11.6%
Fisher	3,661	285	7.8%	470	12.8%
Haskell	5,390	295	5.5%	994	18.4%
Jones	19,968	938	4.7%	3,187	16.0%
Kent	727	26	3.6%	54	7.4%
Knox	3,322	118	3.6%	669	20.1%
Mitchell	8,989	360	4.0%	1,665	18.5%
Nolan	14,565	657	4.5%	2,905	19.9%
Runnels	9,880	445	4.5%	2,069	20.9%
Scurry	16,633	786	4.7%	3,712	22.3%
Shackelford	3,169	140	4.4%	164	5.2%
Stephens	9,278	260	2.8%	1,378	14.9%
Stonewall	1,244	60	4.8%	98	7.9%
Taylor	144,259	9,592	6.6%	17,111	11.9%
Throckmorton	1,589	105	6.6%	56	3.5%
WCT Total	334,382	20,908	6.3%	46,338	13.9%
Texas Total	29,640,343	1,394,897	4.7%	7,782,802	26.3%

Source: U.S. Census Bureau, U.S. Department of Commerce, 2023

*** Limited English proficiency is defined as populations that can speak English less than “very well” as outlined in the ACS

It is also important to highlight trends in populations to accurately predict future population patterns. Similarly to Texas, low-income and veteran populations have decreased since 2018, but the percentage change is more significant in West Central Texas (Table 11). Persons with disabilities, seniors, and populations with limited English proficiency have slightly increased in the last five years but are mostly behind statewide trends.

Table 11. Trends from Previous Plan Update

Target Groups	WCT 2018	WCT 2023	% Change	Texas 2018	Texas 2023	% Change
Seniors (65+)	56,386	59,377	5.3%	3,337,814	3,905,545	17%
Person(s) with Disabilities	51,947	53,425	2.8%	3,152,865	3,491,298	10.7%
Low-Income	48,014	42,183	-12.2%	4,213,938	4,086,851	-3.0%
Veterans	23,541	20,908	-11.2%	1,474,232	1,394,897	-5.4%
Limited English Proficiency	44,646	46,338	3.8%	7,631,379	7,782,802	2.0%

Population Density

Figure 7 shows the population density of the West Central Texas region divided into census tracts. As expected, the densest parts of the region are in the cities of Abilene, Sweetwater, and

Brownwood. Other spots of density are in smaller towns and cities throughout the region. Identifying population density is vital as the most densely population regions are not only home to most of the population but also host the most important destinations such as regional health centers, large employers, and educational institutions.

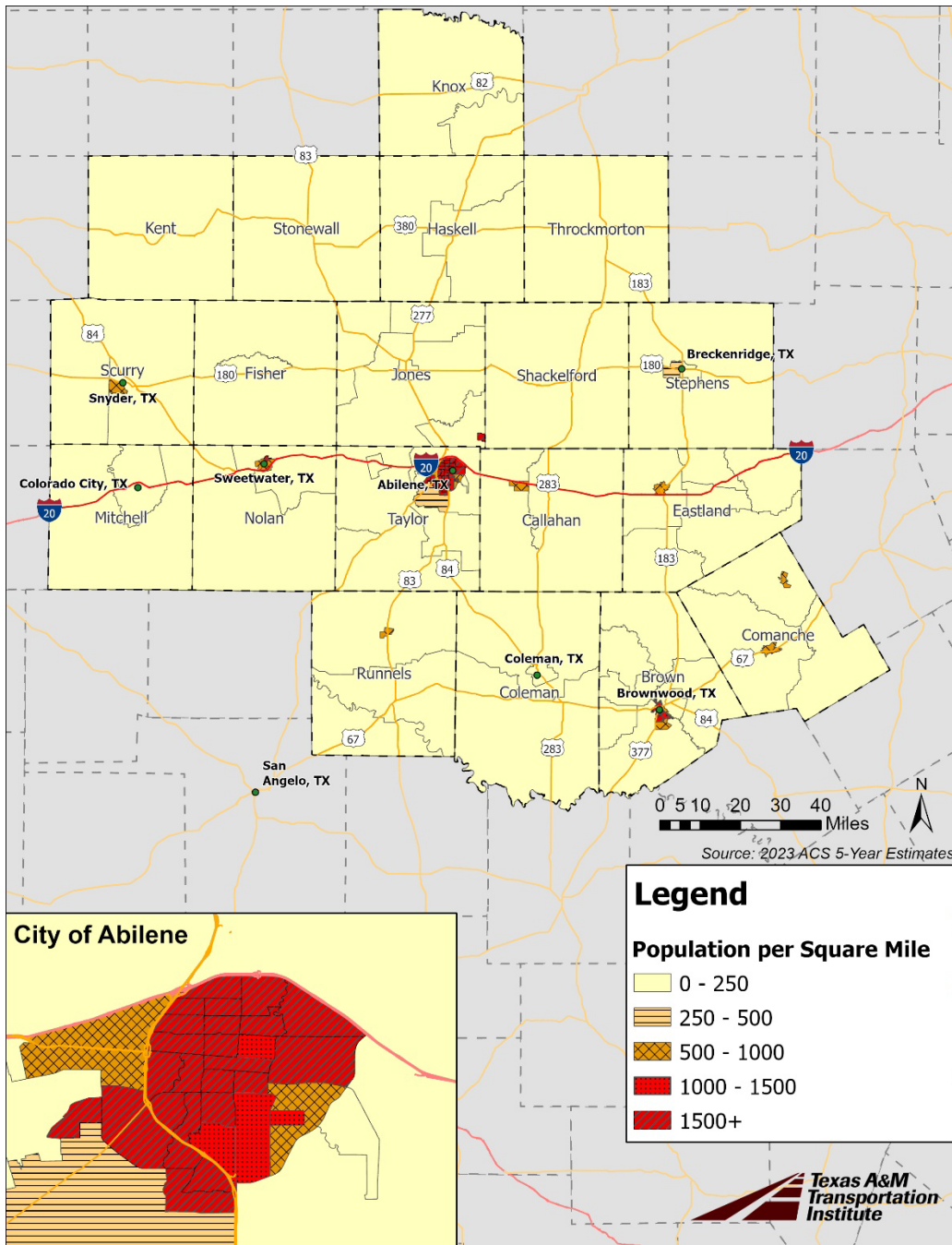


Figure 7. Population Density in West Central Texas

People with Disabilities

Figure 8 shows the distribution of people with disabilities in the West Central Texas region divided into census tracts. The highest concentration of this population is in northern Coleman County, southern Brown County, Kent County, and Haskell County. It is important to note the high concentrations in Kent and Haskell counties as they are farther away from regional health centers, which provides a transportation challenge for people in the region.

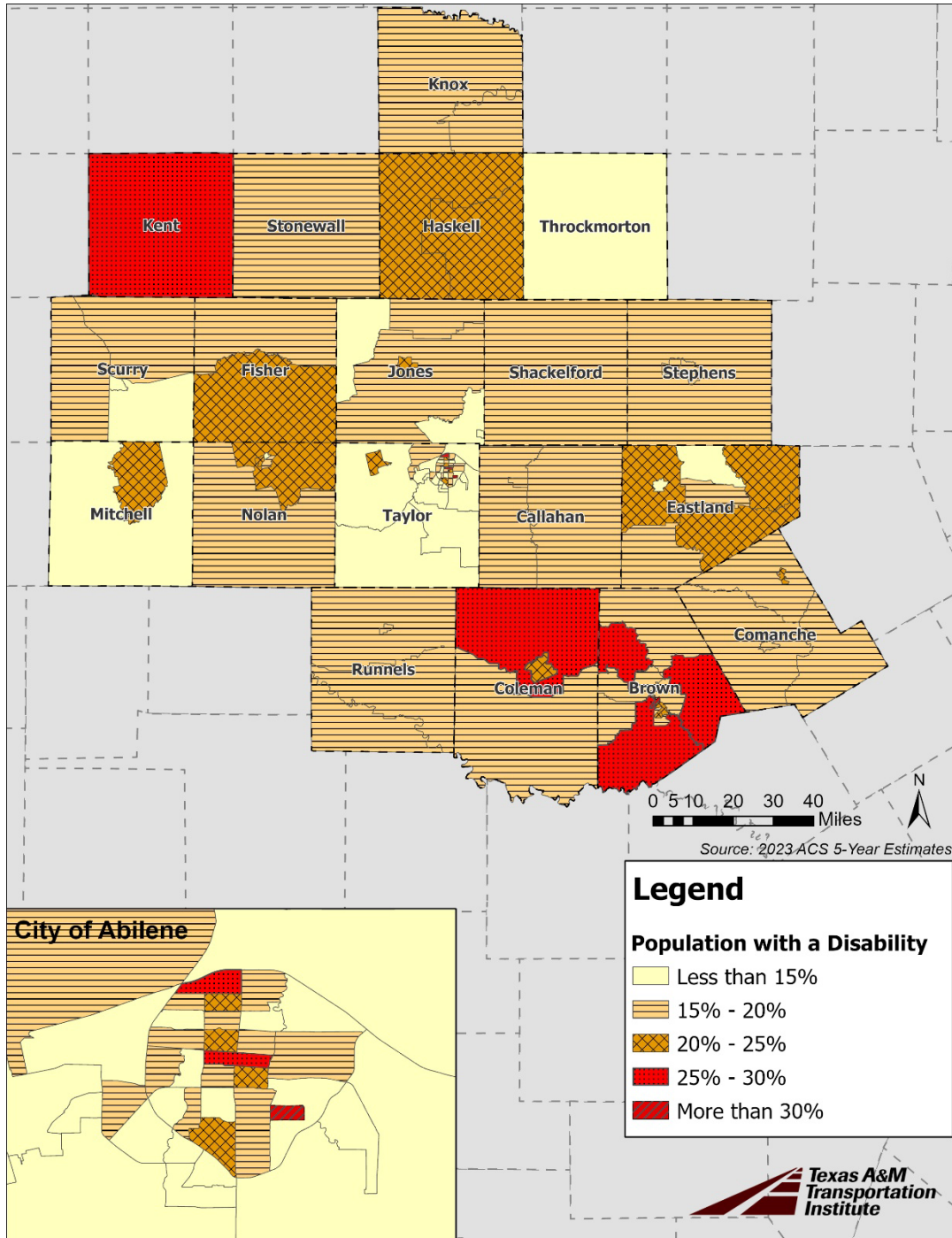


Figure 8. Proportion of the Population with a Disability

Low-Income Households

Figure 9 shows the distribution of people living below the federal poverty line in the West Central Texas region divided into census tracts. There is an even distribution of low-income people in the region, with some spikes in northeast Abilene, southern Eastland County, and parts of Scurry, Jones, and Mitchell counties.

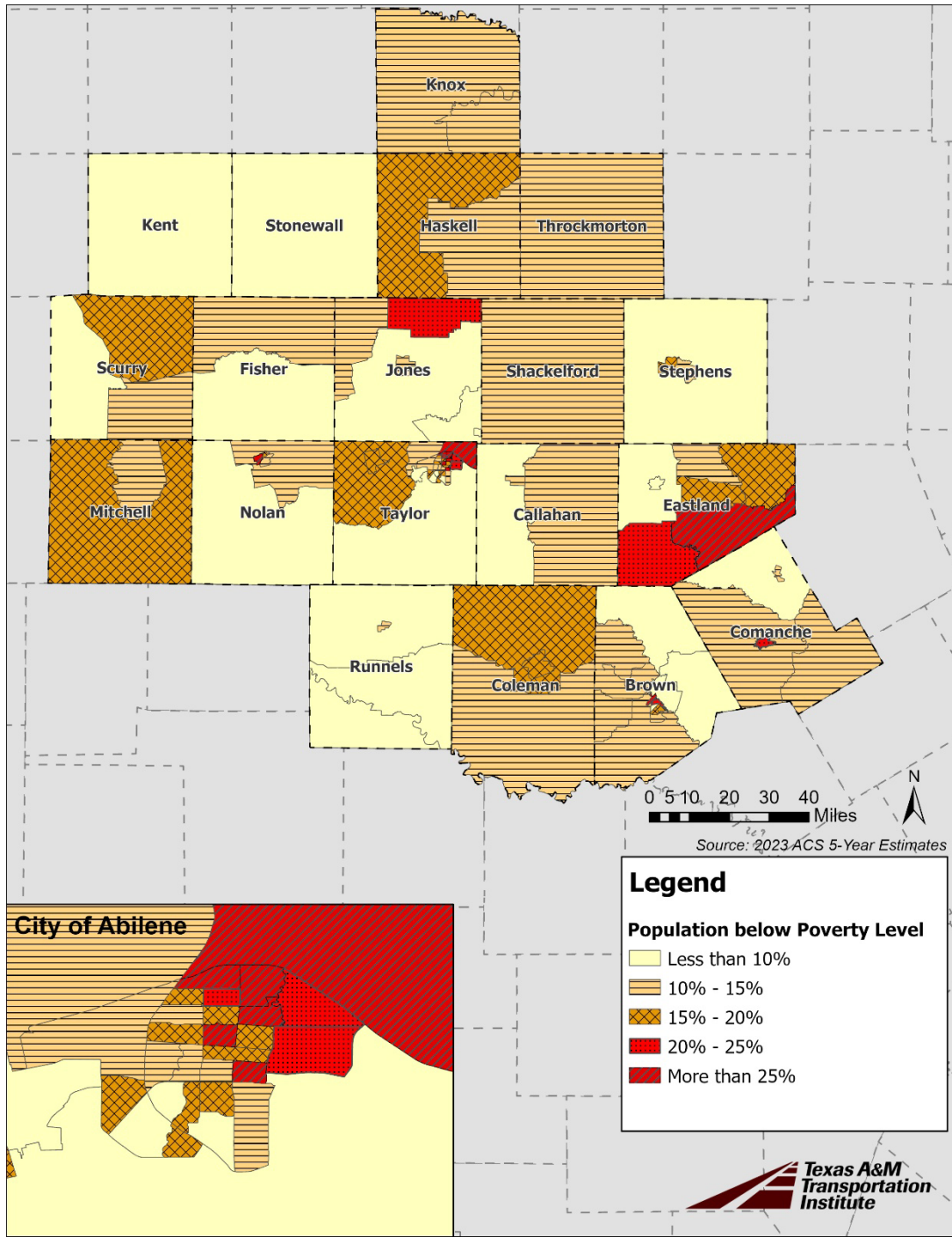


Figure 9. Proportion of Low-Income Households

Veterans

Figure 10 shows the distribution of veterans in the West Central Texas region divided into census tracts. There is an even distribution of veterans throughout the region, but there are hotspots in southeast Abilene and in western Eastland County.

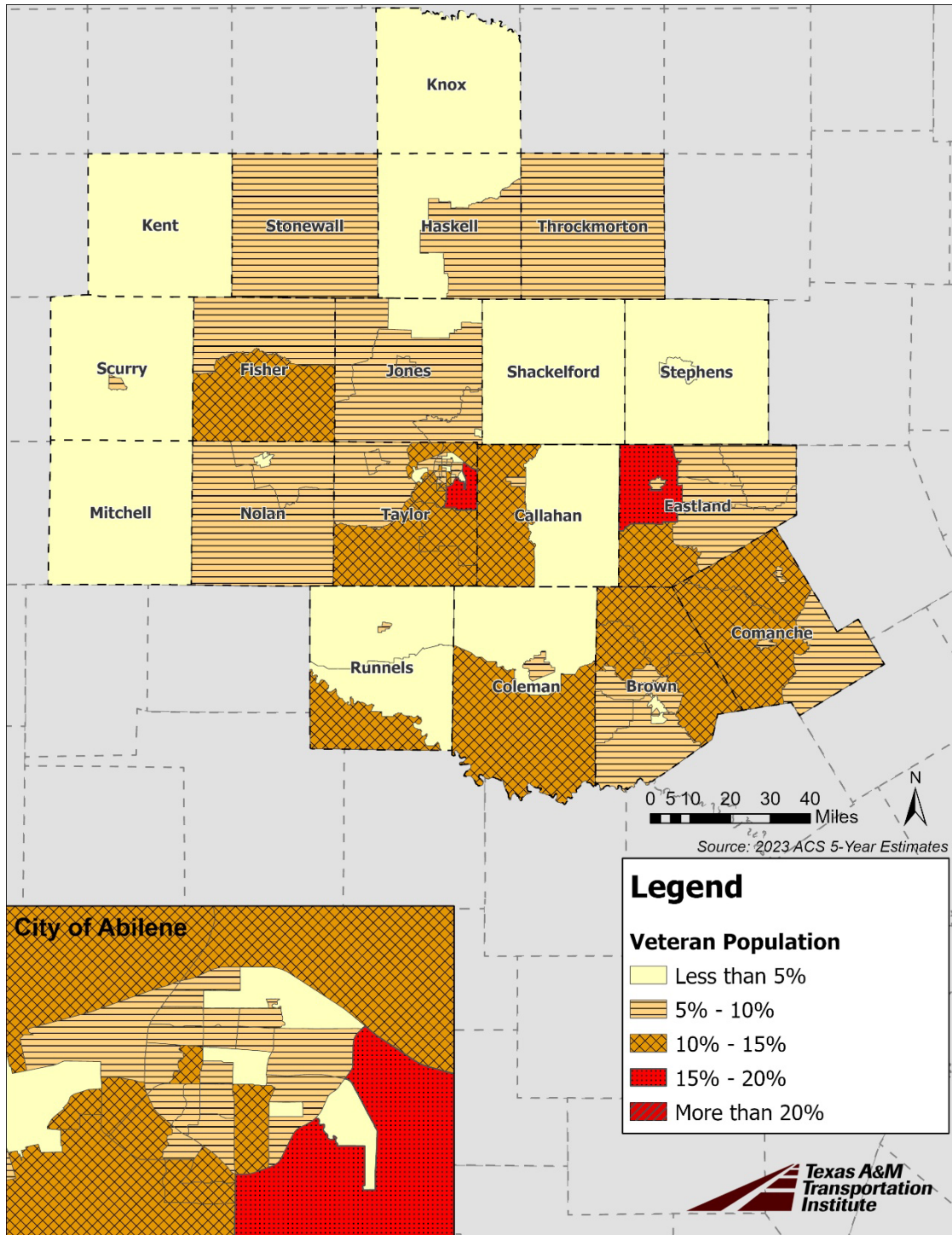


Figure 10. Proportion of Veterans

Population with Limited English Proficiency

Figure 11 shows the distribution of individuals with limited English proficiency in the West Central Texas region divided into census tracts. Most of the region has less than 3% of the population with limited English proficiency, but there are hotspots in northern Scurry County and eastern Comanche County.

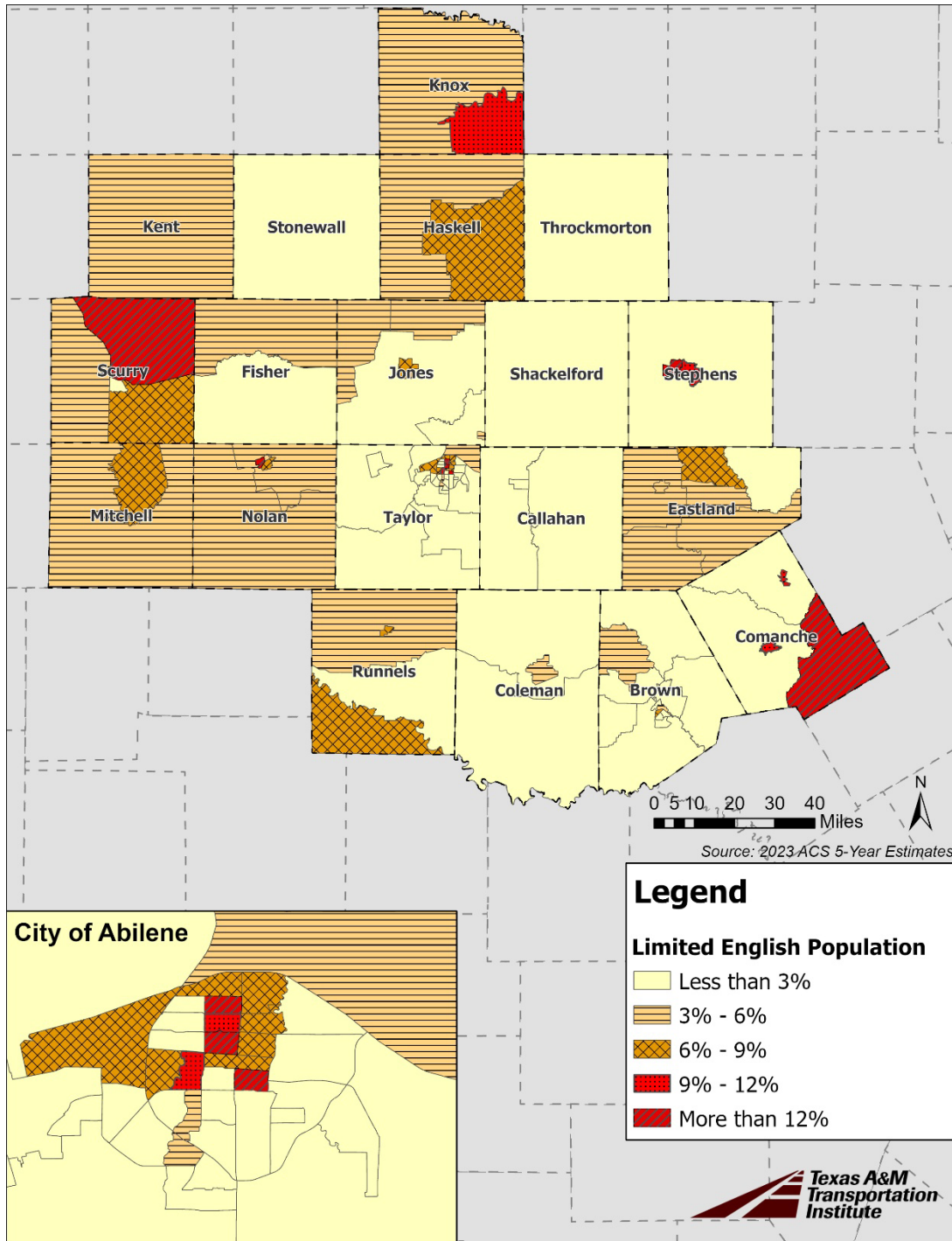


Figure 11. Proportion of the Population with Limited English Proficiency



CHAPTER 5

TRANSPORTATION SERVICES ASSESSMENT





Methodology

The RPTCP team utilized a mixture of online web resources, phone calls, and a provider inventory survey to update the region's inventory of transportation providers. This list is divided into the following sections:

- Public Transportation Providers
- Non-emergency Medical Transportation
- Human Services Transportation
- Private Organizations
- Informational and Referral

Stakeholders and public transportation providers reviewed the services assessment in preparation of the interim plan document. A few suggestions were provided and have been incorporated into this chapter.

Public Transportation Providers

Currently, four public transportation providers operate in West Central Texas. This includes Abilene CityLink, City and Rural Rides, SPARTAN Transportation, and Double Mountain Coach. Figure 12 shows the service areas for these providers.

According to the latest NTD figures (2024) the agencies have a combined 185 vehicles in service. A more detailed breakdown of vehicles is provided in the Appendix (forthcoming). Table 12 shows the summary of revenue vehicles by agency.

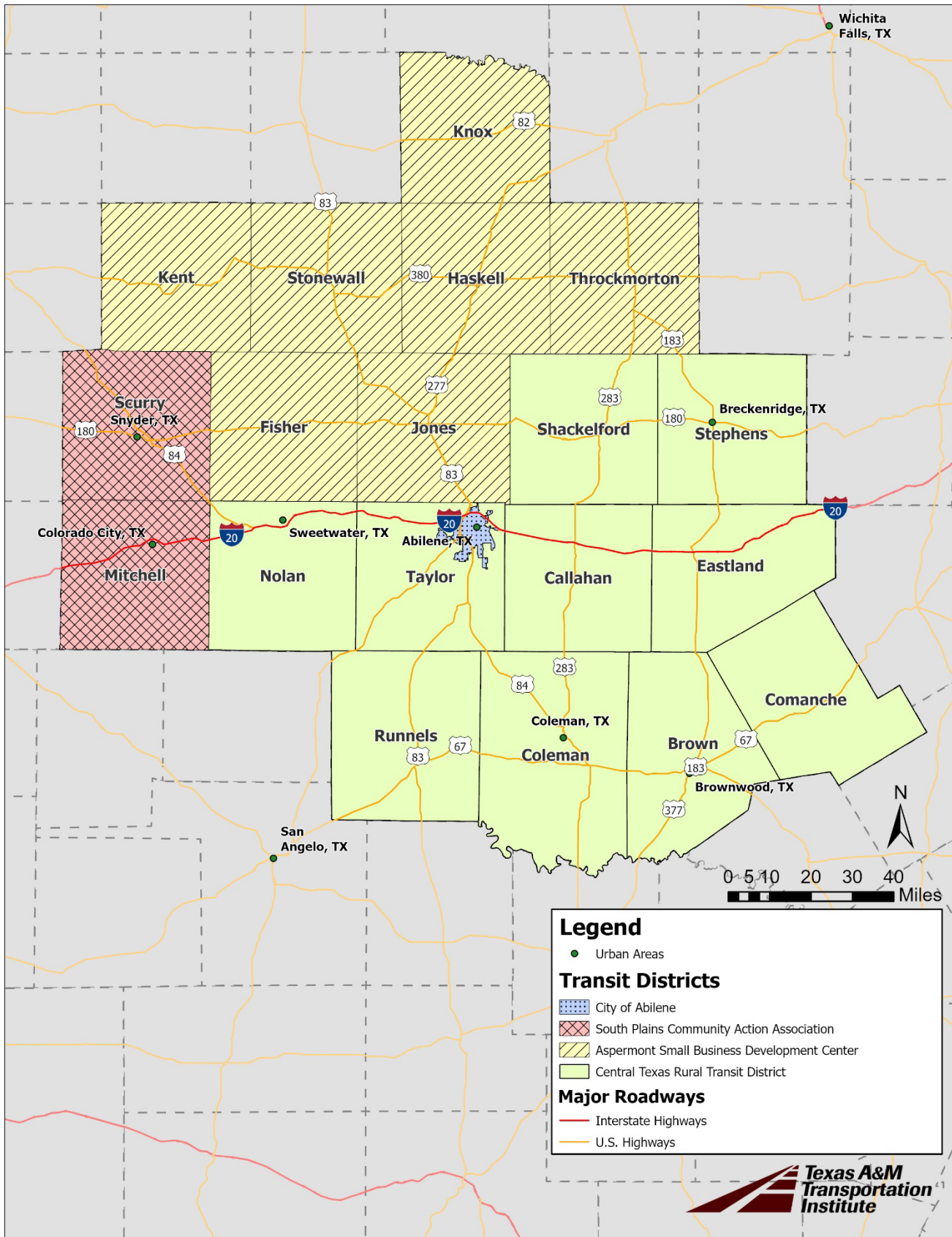


Figure 12. Public Transportation Provider Service Areas

Table 12. Total Public Transportation Revenue Vehicles

Public Transit Agency	Mode	Total Active Revenue Vehicles	Total ADA Accessible Revenue Vehicles	% ADA Accessible Revenue Vehicles	Total Unlinked Passenger Trips*
Aspermont Small Business Development Center, Inc.	All	25	25	100%	15,139
Central Texas Rural Transit District	All	73	73	100%	149,688
City of Abilene	All	40	40	100%	386,876*
Central Texas Rural Transit District	All	73	73	100%	149,688
South Plains Community Action Association, Inc.	All	47	42	89.36%	150,187
Total Public Transit	All	185	180	97.3%	701,890

Source: Florida Department of Transportation, 2025

*Total Unlinked Passenger Trips from City of Abilene are from FY2024 PTN-128.

City of Abilene—Small Urban 5307

The City of Abilene serves as an urban transit district (UTD) for the Abilene urbanized area (UZA). Transit Management of Abilene, Inc., known as CityLink, is the public transit provider in UTD. CityLink has 44 revenue vehicles in the urbanized parts of Jones and Taylor Counties. Daily operations of CityLink are managed and operated under a contract with Transdev with a total of 34 operator staff. CityLink is primarily funded through federal funds (\$2,210,752; 51%) and local contributions (\$1,685,387; 38%), but state (\$384,986; 9%) and contract revenues (\$97,859; 2%) are also significant sources.

Local Bus Service

CityLink offers local fixed-route bus services in Abilene. There are 7 weekday routes and 6 Saturday routes which connect the outlying suburban areas to downtown and key amenities. The base fare for this service is \$1.75, but reduced fares are available for seniors and children. The software used for fixed route service is Transloc.

General Public Demand Response

CityLink offers an advance-reservation, shared-ride, and demand-response service. This service is offered Monday–Saturday after fixed-route service at 6:15 p.m. and runs until 11:45 p.m. The general fare is \$7 for trips anywhere in the city limits, but there is a discounted fare of \$3.25 for passengers travelling from school or work.

ADA Paratransit Service

CityLink offers an ADA Paratransit van service for people whose physical or mental disability prevents them from accessing the fixed-route bus service. This service is available Monday–Saturday throughout Abilene, but the primary service area includes areas within $\frac{3}{4}$ mile on both sides of the fixed-route service. The fare is \$2.50 for trips within the primary service area and \$3.75 for trips outside the service area. Reservations must be made at least 1 day in advance.

Flexible Transit Services

CityLink offers an on-call service Monday–Friday that services popular areas on the south side of Abilene. Reservations must be made 2 hours before the trip and up to 7 days in advance. CityLink also has a ZipZone service in the northwest part of Abilene. The regular pass for these services is \$4, but there are significant discounts for children and the elderly.

Central Texas Rural Transit District (CTRTD)—Rural 5311

The Central Texas Rural Transit District (CTRTD) is a rural transit district located in the West Central Texas region. City and Rural Rides (CARR), CTRTD's public transit program, serves rural areas of Taylor County and all of Brown, Callahan, Coleman, Comanche, Eastland, Erath, Hamilton, Lampasas, Mills, San Saba, Nolan, Runnels, Shackelford, and Stephens Counties. CARR owns 75 revenue vehicles operated by 60 operator staff to provide demand response curb-to-curb service for the general public. In addition, CARR delivers non-emergency medical transportation (NEMT) service and other transportation under contracts with the Texas Department of Health and Human Services, Modivcare, SafeRide, Access2Care, Disability in Action, Howard Payne University, Center for Life Resources, Tarleton State University, and Erath County Senior Citizens. CTRTD is primarily funded through federal grants (\$3,455,513; 53%) but also gets significant funding from local contracts (\$1,788,799; 28%), state funds (\$1,025,794, 16%), and local funds (\$211,497; 3%). TripMaster software is used for scheduling and dispatching.

General Public Demand Response Service

City and Rural Rides general service operates 7:30 a.m. to 5:30 p.m. Monday–Friday, with reservations accepted for the next day before noon. CTRTD also began operation within the city limits of Brownwood and Early Texas service, which operates from 6:00 a.m. to 6:00 p.m. on weekdays and 8:00 a.m. to 2:00 p.m. on Saturday. Fares are distance-based, with one-way trips at \$1.00 per every 5 miles traveled.

Aspermont Small Business Development Center (ASBDC)—Rural 5311

The Aspermont Small Business Development Center, Inc. (ASBDC) is a rural transit district. ASBDC, located in Aspermont, has 23 revenue vehicles operated by 9 operators that provide demand-response service for the general public in Fisher, Haskell, Jones, Kent, Knox, Stonewall, and Throckmorton Counties through its transportation program, Double Mountain Coach. Double Mountain Coach is also a subcontractor of American Medical Response, Inc., SafeRide and Modivcare, providing non-emergency medical transportation for eligible Medicaid participants in the region. ASBDC is primarily funded through federal grants (\$886,414; 52%) and contracts (\$424,035; 25%), but also receives funding from the state (\$353,355; 21%) and local sources (\$35,087; 2%). Shah software is used for scheduling, dispatching and reporting of trips.

General Public Demand Response Service

Double Mountain Coach operates from 5:30 a.m. to 7:00 pm. Monday–Saturday in all counties serviced. Reservations must be made at least 1 day in advance. Fares are distanced-based and are calculated using the following:

- <5 miles: \$1.00
- 6-20 miles: \$2.00
- 21-40 miles: \$4.00
- 41-60 miles: \$6.00
- 61-80 miles: \$8.00
- 81-100 miles: \$10.00
- >100 miles: \$0.10 per additional mile

South Plains Community Action Association (SPCAA)—Rural 5311

South Plains Community Action Association, Inc. (SPCAA) is a rural transit district. SPARTAN Transportation, a division of SPCAA, primarily serves counties outside of the West Central Texas Region, but they do operate demand response services in Scurry and Mitchell counties. SPCAA owns 47 revenue vehicles operated by 35 operator staff. SPCAA is primarily funded through federal grants (\$2,776,524; 53%) and local contracts (\$1,461,327; 28%), with additional funding coming from the state (\$743,431; 14%) and local sources (\$236,499; 5%).

General Public Demand Response Service

SPARTAN's demand response service is available from 8:00 a.m. through 5:00 p.m. Monday–Friday throughout Scurry and Mitchell counties. Reservations must be made at least 1 day in advance, but same day requests may be available based on availability. Fares are \$0.50 per mile for each one-way trip.

Existing Transportation Issues, Unmet Needs, and Coordination

Representatives from the four public transit providers were invited to participate in online focus groups to discuss the existing unmet needs for the region as a whole. One of the most significant issues mentioned was the confusion between urban and rural boundaries, particularly Abilene and City and Rural Rides. Agency representatives reported that the unclear boundaries led to misdirected calls, denied trips, and overall user frustration. Another issue mentioned by representatives was the state of infrastructure around transit pickup and dropoff locations. Some examples include the lack of sidewalks and inadequate wheelchair ramps to assist riders with entering and exiting vehicles.

A major unmet need identified by agency representatives were issues with NEMT trips. There are reported incidents of patients being charged \$40 one-way fares due to Medicaid NEMT not covering the trip, which is a significant barrier for riders. Moreover, there has been a steady need for trip assistance for jobseekers and disabled riders who do not qualify for certain workforce programs. This assistance could help provide opportunities for these riders to obtain jobs. Representatives also mentioned the lack of accessible fare machines for riders with disabilities.

Agency representatives mentioned that there is work to be done to improve the coordination between the public transit agencies in the region. They mentioned that increased coordination in trip planning could allow for riders to easily ride from one service area to another hassle-free. This issue is set to become even more prevalent with the building of AI data centers and other job centers in the rural areas surrounding Abilene.

More detailed information about the focus groups can be found in “Chapter 6 Assessment of Needs and Gaps.”

Non-emergency Medical Transportation (NEMT)

In Texas, Non-emergency Medical Transportation or NEMT, is organized via the region's managed care organizations (MCO's). Clients needing medical transportation call the transportation line for the MCO they are participating in. All counties in the West Central Texas region, except for Comanche, fall in the MRSA West service area. Comanche County falls in the

MRSA Central service area. Information for contacting each MCO's transportation phone line is as follows. The following information was updated 9/1/2026.

MRSA West

Wellpoint

Transportation Vendor: MTM

NEMT Phone Numbers (by program):

- STAR: 833-721-8184 (TTY 711)
- STAR+PLUS: 844-867-2837 (TTY 711)
- STAR Kids: 844-864-2443 (TTY 711)

How to Schedule a Trip: Clients must call their program-specific number at least 2 business days before the appointment (5 days for out-of-area travel). They must provide pickup address, provider details, appointment date/time, and accessibility needs.

Website: <https://www.wellpoint.com/tx/medicaid/extras/transportation>

Superior

Transportation Vendor: SafeRide

NEMT Phone Numbers:

- Schedule a ride: 1-855-932-2318 (TTY 7-1-1)
- "Where's My Ride?": 1-855-932-2319

How to Schedule a Trip: Members may schedule rides by calling SafeRide or by using the SafeRide online portal. Must provide member ID, DOB, provider info, pickup/drop-off locations, and appointment details.

Website:

<https://www.superiorhealthplan.com/members/medicaid/resources/transportation.html>

Molina

Transportation Vendor: SafeRide

NEMT Phone Numbers:

- Medicaid NEMT: 866-462-4857
-

How to Schedule a Trip: Members call SafeRide directly to set up rides. Must call at least 2 business days in advance, provide member ID, appointment information, and transportation needs.¹⁰

Website: <https://www.molinahealthcare.com/members/tx/en-us/mem/medicaid/contact.aspx>

MRSA Central (Comanche County)

Superior

Transportation Vendor: SafeRide

¹⁰ Texas Health and Human Services, n.d.

NEMT Phone Numbers:

- Schedule a ride: 1-855-932-2318 (TTY 7-1-1)
- “Where’s My Ride?”: 1-855-932-2319

How to Schedule a Trip: Members may schedule rides by calling SafeRide or by using the SafeRide online portal. Must provide member ID, DOB, provider info, pickup/drop-off locations, and appointment details.

United Healthcare

Transportation Vendor: SafeRide

NEMT Phone Numbers (by program):

- STAR+PLUS/STAR/CHIP: 888-462-6050

How to Schedule a Trip: Members must call at least 2 business days before routine appointments; long-distance trips require 5 business days. Provide all standard trip details (ID, appointment, pickup, needs).¹¹

Website: <https://www.uhcprovider.com/en/health-plans-by-state/texas-health-plans/tx-comm-plan-home/tx-cp-contact-us.html>

Blue Cross and Blue Shield of Texas

Transportation Vendor: ModivCare

NEMT Phone Number:

- Schedule rides: 1-866-824-1565 (TTY 711)
- General STAR NEMT information: Call ModivCare during business hours; rides operate 24/7.¹²

How to Schedule a Trip: Members must call at least 2 business days before the appointment and provide member ID, appointment details, pickup location, and any mobility-related needs.¹³

Website: <https://www.bcbstx.com/star/plan-details/transportation-services>

Molina Healthcare of Texas

Transportation Vendor: SafeRide

NEMT Phone Numbers:

- Medicaid NEMT: 866-462-4857

How to Schedule a Trip: Members call SafeRide directly to set up rides. Must call at least 2 business days in advance, provide member ID, appointment information, and transportation needs.¹⁴

Website: <https://www.molinahealthcare.com/members/tx/en-us/mem/medicaid/contact.aspx>

¹¹ United Healthcare Community Plan of Texas, n.d.

¹² BlueCross BlueShield of Texas, n.d.

¹³ BlueCross BlueShield of Texas, n.d.

¹⁴ Texas Health and Human Services, n.d.

Human Services Transportation

Disability in Action, Inc. provides accessible transportation services to individuals with transportation needs throughout the majority of West Central Texas counties. Services typically operate Monday through Thursday from 8:00 a.m. to 3:00 p.m. Fares are based on federal poverty guidelines, and anyone needing accessible transit may request rides.

Disabled American Veterans (DAV) provides free rides for Veterans who need transportation to scheduled medical appointments at VA Central Texas Health Care System facilities, serving communities throughout Central Texas. The service operates according to scheduled trip times coordinated through VA clinics and county Veterans Affairs offices, and Veterans must request a ride when scheduling their medical appointment so a seat can be reserved. Eligibility is limited to ambulatory Veterans and passengers must be able to move without driver's assistance. caregivers may ride only with prior authorization from a VA clinician. DAV vans run only for approved medical trips and follow strict safety guidelines, including mandatory seatbelt use and no additional stops beyond pickups, drop-offs, rest breaks, and emergencies.

Private Organizations

Taxi, For-Hire

Road Runner Taxi serves the city of Abilene with 24/7 taxi services through appointment and curbside pickup. The company provides local and out-of-town service. Reservations can be made online 48 hours in advance for out of town trips at www.roadrunnertaxitx.com, or by phone anytime, 1-325-232-3295.

Mr. Taxi serves the city of Brownwood and Brown County providing roadside pick-ups and scheduled rides. Pricing for trips is \$6 pick-up fee and \$2 per mile within the county. Out-of-town travel has a flat rate depending on the destination. Rides can be scheduled by phone at 1-325-646-1111.

Ride N' Safe Medical Transport is a private pay transportation service that provides transportation for rides that originate or end in Dallas/Fort Worth or Waco. Rides must be scheduled 24-48 hours in advance. Wheelchair accessible transportation is available. Rides can be scheduled online at <https://ridensafe.com> or by calling 1-817-778-9747.

Intercity

Greyhound operates several route services in the West Central area. Frequency of routes per day varies per location with some service operating 7 days a week. Greyhound serves multiple surrounding counties and long-distance trips across the US and into Mexico. There is a station located at State Highway 351 and Interstate 20 in Abilene. Tickets can be purchased online at the Greyhound website, through the Greyhound app, or by calling 1-800-231-2222 for English or 1-800-531-5332 for Spanish.

Flix Bus offers several route services with stops in Abilene and Sweetwater. Service can be booked from the Flix Bus website. Some Greyhound routes include service legs provided by Flix Bus which is owned by the same company (Flix SE). Some Flix Bus trips can also be scheduled

through the Greyhound website and reservation lines above; however, they do not offer identical services.

Shuttle and Charter Services, For-Hire

Texas Shuttle offers SUV, car and shuttle service. The company can pick up anywhere in Texas, 24/7. There are websites specific to [Abilene shuttle](#) and [Brownwood shuttle](#). Rides can be requested on these or the general website, <https://texasshuttle.com/texas-shuttle> or by calling 1-817-403-6196. Cost is quoted per trip.

Abilene Charter Bus Rental Company/Party Bus Plano offers charter and minibus rentals for groups traveling in the Abilene area as well as providing service statewide. Fleet sizes include 18-, 20-, 25- and 56-passenger buses. Services can be requested online at <https://www.partybusplano.com/abilene-charter-bus/> or by calling 214-396-1134. Cost is quoted per trip.

Abilene Shuttle Bus Company offers charter bus and shuttle bus rentals across Abilene and surrounding areas. Fleet sizes include 18-, 20-, 25-, 56-passenger buses. ADA-compliant features are free upon request. Services can be requested by calling 325-480-4244. Cost is quoted per trip. www.abileneshuttlebuscompany.com.

Bilbrey Tours offers motor coach charter services on a 56-passenger bus for private tours or trips by request. Reservations can be made through the website, <https://www.bilbreytours.com/> or by phone at 1-325-692-1308 or 1-888-992-1308. Cost is quoted per trip.

Party Bus Laredo offers bus, limo and sedan rentals. Services include local transportation and shuttle service in vehicles sizes between 6- to 56-passenger vehicles. Book reservations, view pricing or request a quote online at <https://www.partybuslaredo.com/> or by calling 1-866-258-9879.

App-Based

Rideshare Platforms

Lyft is a 24/7 rideshare service that provides demand response, curb-to-curb service. Payment is based on ride distance and current demand for service (surge pricing) and driver availability. Customers are required to set up an account and link a credit card to their account. Rides can be requested by downloading the Lyft app to a smart phone. No cash is exchanged between drivers and passengers.

Lyft also offers multiple programs tailored for other transportation needs of organizations and individuals. Three of these programs are highlighted as follows:

- **Lyft Silver** is designed to help older adults access the rideshare service with a simple app and vehicles that are easier to board.
- **Lyft Concierge** is used by organizations like hospitals, clinics, and insurance plans to request a ride on behalf of a client. Rides are paid for by the organization and can be tracked. Rides can be requested by the organization or clients can be allowed to schedule rides themselves with or without a mobile phone.
- **Lyft Healthcare** partners with healthcare entities to provide healthcare solutions including on demand rides for clients taken with or without app or delivery of prescriptions or care to the client's home.

For more information on these and other Lyft programs, go to <https://www.lyft.com>.

Uber is a 24/7 rideshare service that provides demand response, curbside service. Payment is based on ride distance and current demand for service (surge pricing) and driver availability. Customers are required to set up an account and link a credit card to their account. Rides can be requested by downloading the Uber app to a smart phone. Without a smart phone, rides can be requested by dialing 1-833-USE-UBER (1-833-873-8237). No cash is exchanged between drivers and passengers. For West Central TX, wait times may be longer due to less availability of vehicles and drivers so while rides can be scheduled in real time, it is suggested customer reserve their Uber up to 90 days in advance for the pickup time desired.

Uber also offers multiple programs tailored for other transportation needs of organizations and individuals. Two of these are:

- **Uber Health** partners with healthcare organizations to provide door-to-door non-emergency medical and wheelchair rides for patients.
- **Uber Transit** partners with transit agencies, cities and higher education institutions with technology, mobility solutions including meal delivery.

For more information on these and other Uber programs, go to <https://www.uber.com>.

Information and Referral

- **Rusted and Weathered Inc.** (West Texas Veteran Support Service)—Veterans' nonprofit based in the Abilene/Winters area; 2-1-1 listings show "transportation assistance" for veterans and families in West Texas.
- **Texas Health and Human Services (HHSC) Medical Transportation Program** (contract with public/private providers) provides no-cost rides to Medicaid-covered medical appointments for eligible participants. Services are generally available Monday through Friday, 8:00 a.m.–5:00 p.m., across the state including the counties of West Central Texas, coordinated through local contractors. Eligibility is limited to Medicaid recipients, Children with Special Health Care Needs, and Transportation for Indigent Cancer Patients.
- **West Central Texas Council of Governments (WCTCOG)—Area Agency on Aging (AAA)** offers information and referrals for senior and caregiver transportation across 19 counties of West Central Texas. Transportation is offered as part of the AAA's broader range of supportive programs, and service hours vary by provider. No standardized fares are listed because costs depend on the specific transportation service used. Eligibility is primarily for individuals aged 60+, Family Caregivers of a person 60+, caregivers 55+ raising children under 18, and Medicare beneficiaries.
- **United Way of Abilene—2-1-1 Texas** operates a referral service connecting residents to transportation resources such as senior rides, and medical transportation. The 2-1-1 line is available 24/7, free of charge, and assists anyone in need of transportation resources. Referred programs may have their own fares.
- **Cancer Services Network** supports individuals who have been diagnosed with cancer and serves residents across the counties of Brown, Callahan, Coleman, Comanche, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Scurry, Shackelford, Stephens, Stonewall, Taylor, and Throckmorton. As part of its assistance, the Cancer Services Network offers eligible clients a transportation stipend to help them travel to and from chemotherapy and radiation appointments.

- **Abilene VA Clinic** collaborates with Disabled American Veterans and local county Veterans Affairs offices to arrange transportation for Veterans and approved caregivers to ensure they can reach their scheduled medical appointments.
- **Scurry County Senior Center** provides transportation for seniors to meal services and local errands within Snyder. Services typically operate Monday through Friday, with rides to errands from 9:00 AM to 11:30 AM and transportation to meals from 11:30 AM to 1:00 PM. Transportation is provided at no cost to eligible senior citizens aged 60 and older.



CHAPTER 6

ASSESSMENT OF NEEDS AND GAPS





This chapter focuses on documenting existing transportation needs and gaps in the region. Needs refer to existing parts of the transportation network that are not working as well as it can be. Examples can include lack of evening service hours, long wait times or no service provided on Sundays. Gaps typically refer to geographic areas that lack service. This can be geographically delineated on a map or can present itself in the form of trip origins and destinations, where trips starting in one transportation provider's service area may not be able to be completed in another provider's service area.

Methodology

The lead agency and RPTCP team used the following methods for collecting data on needs and gaps.

- Stakeholder Focus Groups
- Online Public Survey
- Transit Needs Index Map

These efforts are summarized in depth in the following sections.

Stakeholder Focus Group Summary

Over the months of late January through March, the lead agency and RPTCP team held three focus groups. These consisted of transportation providers, planning organization representatives, workforce groups, and other regional support organizations such as the United Way. All focus groups were conducted virtually through Microsoft Teams.

Focus Group 1

The first focus group was held on Tuesday, January 27, 2026. This group had representatives from Central Texas Rural Transportation District, the Abilene Metropolitan Planning Organization, United Way, and Workforce Solutions of West Central Texas. The main themes involved urban/rural boundaries, trip affordability, service area boundaries, inconsistent agency coordination, and interest in a centralized mobility management system.

Focus Group 2

The second focus group was held on Wednesday, February 25, 2026. Participants consisted of transportation providers who could not attend the first focus group. This included Spartan Transit (South Plains Community Action Association), Double Mountain Coach (Aspermont Small Business Development Center), and CityLink (City of Abilene). The main themes involved fare

payment barriers, physical accessibility barriers, weather and infrastructure challenges, service area boundaries, microtransit expansion, and long-distance trip challenges.

Focus Group 3

The final focus group was held on Wednesday, March 25, 2026. This group consisted of a mix of advocacy groups, transit managers, and planning staff. Participants included, West Central Texas Council of Governments (Aging and Disability Resource Center), Abilene Metropolitan Planning Organization, City and Rural Rides, and Disability in Action. The main themes involved physical accessibility barriers, gaps outside and around Abilene's service area (urbanized area), user experience, and better service information tools and dissemination.

Focus Group Summary of Needs and Gaps

Overall, the focus groups highlighted the following needs and gaps affecting providers and riders in West Central Texas.

Service Boundary Areas

There was some confusion about where service area boundaries were. The use of the previous (now defunct) website was helpful since it contained a service area map. This resource is now needed by groups such as United Way in order to properly provide accurate information and referrals.

Cross-Boundary Trips

Cross-Boundary trips are not many, thus agencies typically stated that they fulfill these trips as needed. This implies that the agency goes above and beyond their own service areas to fulfill these trips. This is an area of potential coordination that may need to be structured and formalized amongst transportation providers.

Coordination

Coordination on trips (such as cross-boundary trips) and other mobility needs are inconsistent. This may be due to the recent abdication of the regional lead agency. Formalizing coordination through letters of agreement and regular meetings is an immediate strategy to implement.

Information Gaps

Information gaps, such as discussed by United Way, are apparent to both referral services and riders. Exploration of strategies such as a mobility management system, centralized call center, or other centralized systems are warranted.

Financial Resources

All transportation providers listed limited resources as a challenge. Additional financial resources need to be explored through the Section 5310 program and other grant programs.

Built Environment

Several discussions on improving accessibility came up in discussion. This may involve simple ramp additions coupled with accessible sidewalk improvements throughout the region.

Survey Results Summary

This section summarizes the results of the public needs and gaps survey. Detailed information regarding survey results is available in the Appendix (forthcoming). The primary goal of this survey was to gauge the transportation needs of riders within the region.

The RTPCP team placed survey link information on the West Central Texas RPTCP website in addition to distribution to stakeholders via emails from the lead agency CARR. The survey was available starting in late February and left open throughout the month of March.

Respondent Information

The survey received a total of 51 responses from across the West Central Texas region. The respondent pool was fairly representative of the region as a whole. Thirteen percent of respondents are considered seniors, close to 17.8% of seniors in the region. Moreover, 17% of the respondents identified as Hispanic or Latino, (22.8% demographically for the whole region). Income levels were consistent with the region; 21% of respondents are low income (annual household income less than \$15,000), comparable to 12.6% for the region. A major outlier in the respondents were people with disabilities: 56.4% of respondents said that they had a disability (physical, cognitive, visual, etc.), which is significantly higher than 16% in the region.

Existing Transportation

Figure 13 shows the existing modes used in the West Central Texas region. Private vehicles dominate the region as is consistent with majority of the state. Public on-demand and fixed-route services are popular, being used by approximately 24% of respondents. “Other” responses mostly include private vehicles, with one respondent saying they share rides/carpool.

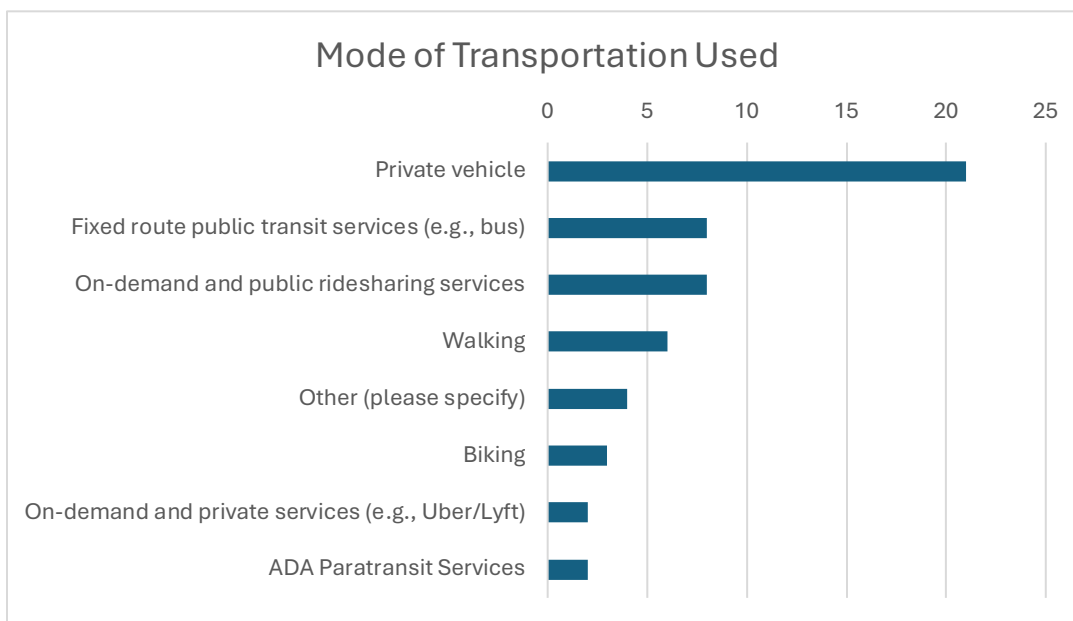


Figure 13. Q1: What Kinds of Transportation Do You Usually Use to Travel around Your Area? (Select All That Apply)

Figure 14 shows the counties where public transit services are most used. Taylor County, home to Abilene, is where respondents use public transportation the most. Brown County, home to Brownwood, and Jones County, just north of Abilene, both had high responses due to the high populations of the counties and proximity to urban areas.

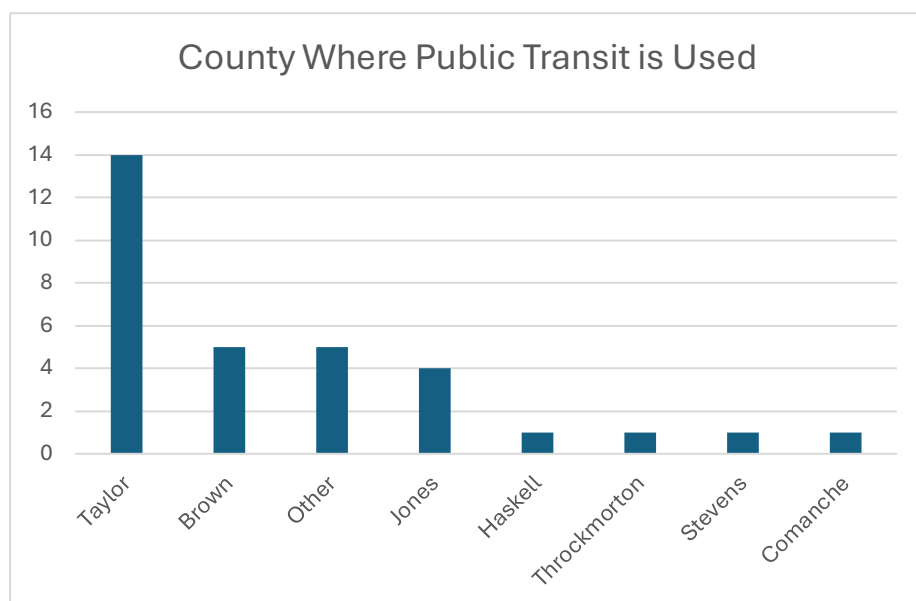


Figure 14. Q3: In Which County Do You Most Often Use Public Transportation Services? (Select One County Where You Usually Ride Transit. If More Than One Applies, Please Choose the County You Use Most Often)

Figure 15 and Figure 16 show the frequency of rides taken by respondents in the last three months. The highest ridership belongs to the CityLink fixed route bus system, in which around 36% of respondents take at least occasionally. Demand response services were also used, with a split between CityLink, City and Rural Rides, and Double Mountain Coach, depending on location. Other transportation providers such as Disability in Action, Medicaid NEMT, and Intercity Bus services did not show a lot of ridership among respondents.

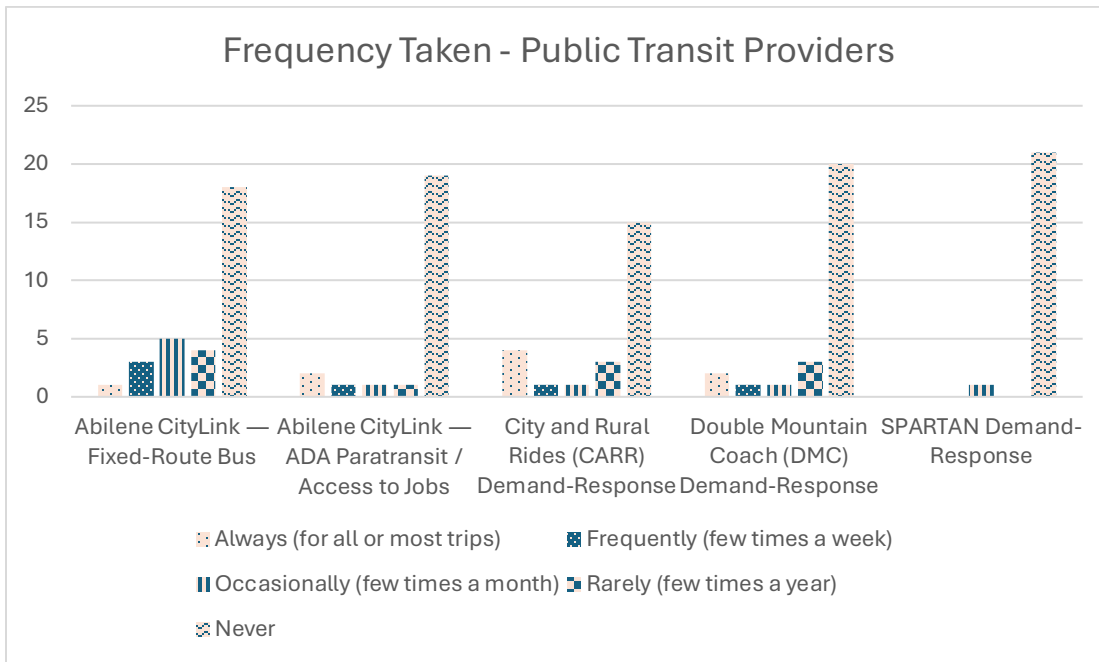


Figure 15. Q4: In the last 3 months, how often have you taken trips using the Following Public Transportation Services in Your Region? (Select All That Apply)—Part 1

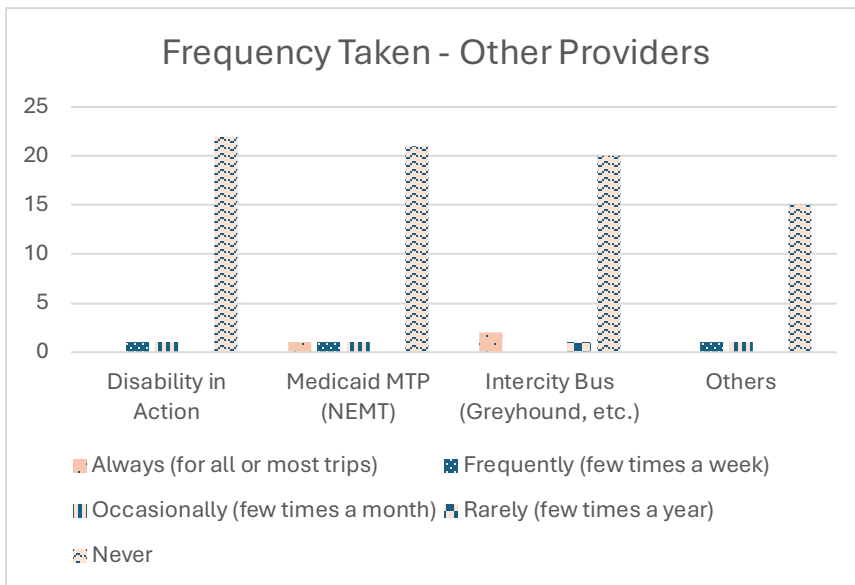


Figure 16. Q4: In the Last 3 Months, How Often Have You Taken Trips Using the Following Public Transportation Services in Your Region? (Select All That Apply)—Part 2

Figure 17 shows the main purposes that respondents use public transit. Over half of respondents (~54%) said that they use public transit for medical appointments, with commutes to and from work following closely behind. Other uses of public transit, such as errands, education, and recreation were indicated as being used in some instances.

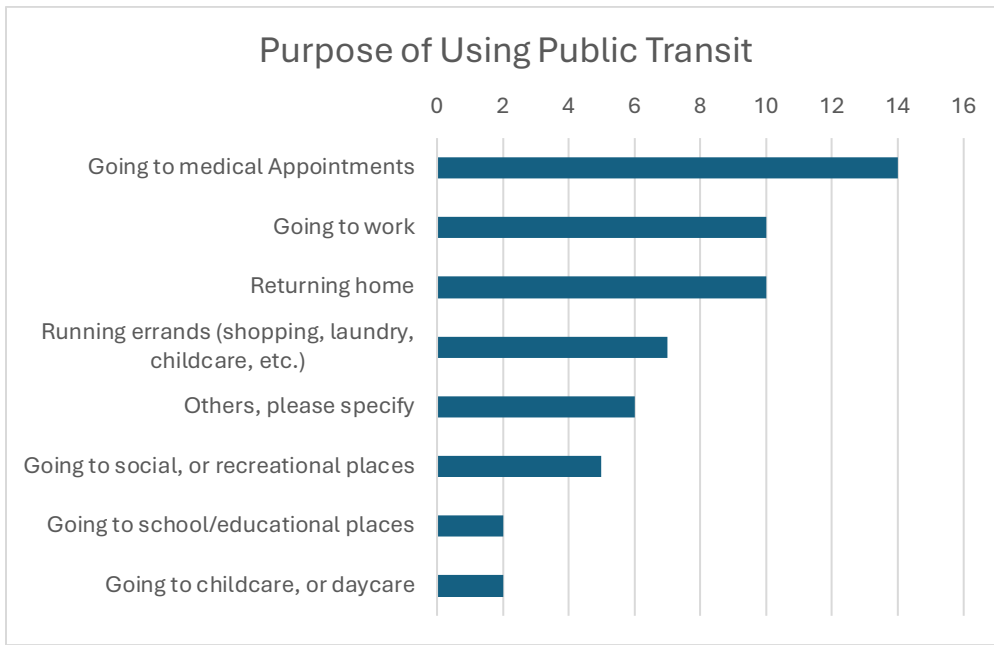


Figure 17. Q8: What Are the Main Purposes You Usually Use Public Transportation Services? (Select All That Apply)

Issues, Gaps, and Positives

Table 13 shows the average ranking of problems with the current transportation system. Respondents were asked to rank each issue, with 1 being “not a problem” and 5 being a “major problem.” The highest ranked issues have to do with the service schedules, including the lack of service on weekends and late at night and overall waiting time. Other significant issues include lack of access to key amenities, such as jobs, groceries, and medical appointments.

Table 13. Q9: Based on Your Experience, How Much of a Problem Is Each of the Following Areas When Using the Available Transportation Options in Your Region?

Issue	Average Ranking (Lower Is Better)
Lack of services at late hours of the day	3.26
Waiting time	3.21
Lack of service on weekends	3.09
Lack of access or limited access to job places	2.96
Marketing and outreach to familiarize people with available options	2.91
Lack of access or limited access to fresh food sources/groceries	2.74
Lack of access or limited access to medical appointments	2.65
Booking and scheduling a ride using website/mobile apps trip planners	2.48
Eligibility process for using the service	2.48
Lack of access or limited access to schools/educational destinations	2.45
Booking and scheduling a ride through the service call center/customer service	2.29
Sharing the ride with other passengers	2.21
Lack of access to a service with wheelchair accessible vehicles	1.87

Figure 18 shows the responses to the question on the positives of transit service in the region. The top positives mentioned were the affordability of rides, quality of drivers/staff, and the

accessibility of vehicles. The least selected align with the issues mentioned in Figure 17, including fixed-route and demand response service reliability and availability.

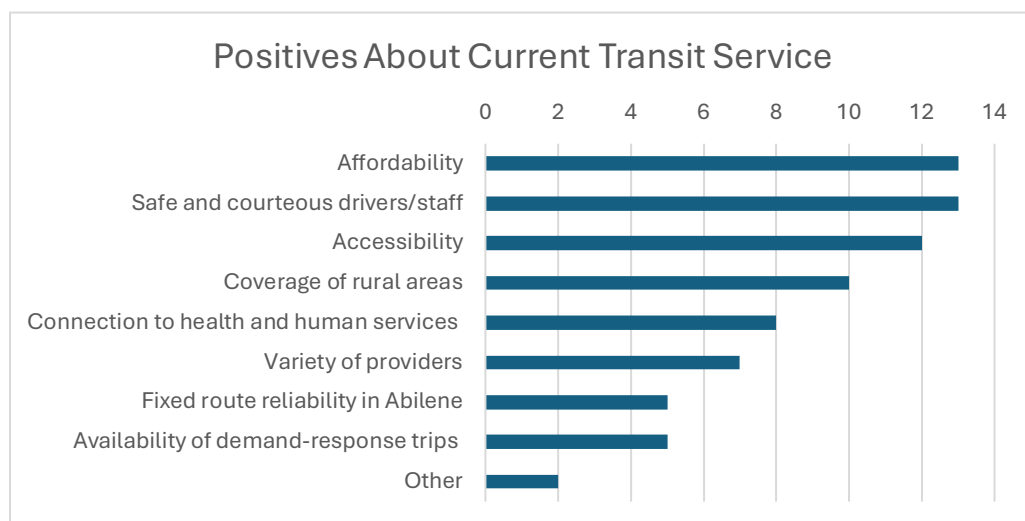


Figure 18. Q10: What Do You Like about the Current Public Transportation in Your Area? (Select All That Apply)

Figure 19 shows a map of counties identified by respondents as needing more public transportation. The highest number of responses indicate that Taylor County needs more public transportation service, most likely due to the large population living in or near Abilene. Other significant counties include Brown, Jones, and Coleman counties, all of which have significant populations and are close to regional health centers in Abilene.

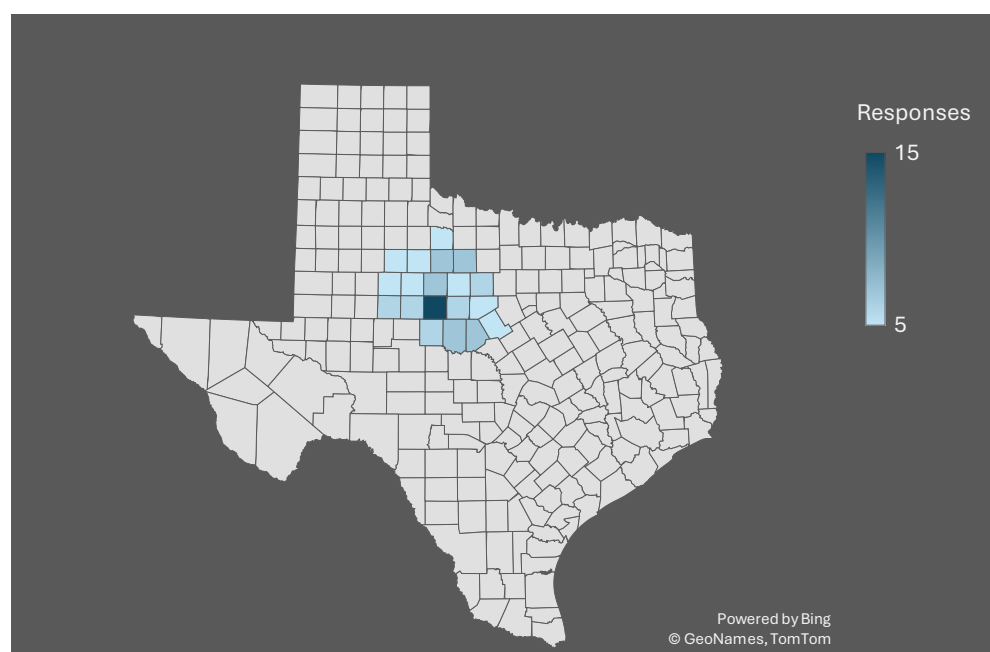


Figure 19. Q11: Which Counties Do You Think Need More Public Transportation Services? (Select All That Apply)

Transit Needs Assessment

The RPTCP team conducted a transit needs index analysis to highlight areas of mobility need in the region. This analysis uses data from the U.S. Census Bureau's American Community Survey 5-year estimates (2024). These demographic attributes include the following:

- Seniors (persons aged 65 and older)
- Low-income
- Zero-car households
- Persons with a disability

Figure 20 shows the analysis results. Applied at the Census Tract level, there are several areas of high transit need in Scurry, Mitchell, Haskell, Nolan, Jones, Stephens, Taylor, Callahan, Eastland, and Commanche. In addition, Coleman and Brown have pockets of very high transit need.

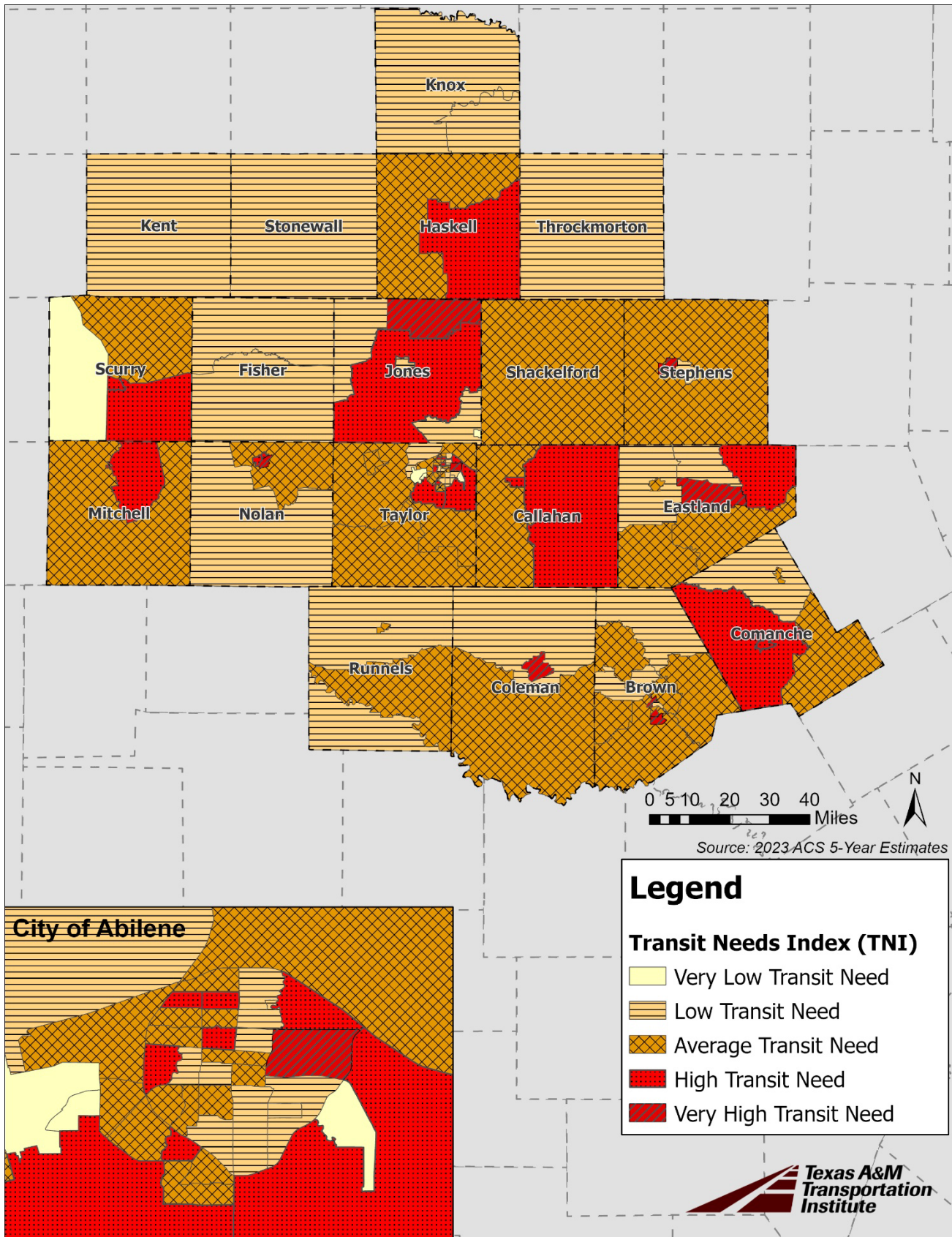


Figure 20. Transit Needs Index Map

Summary of Transit Needs and Gaps

From the focus groups, survey results and transit needs analysis, we can summarize the regional needs and gaps. This includes:

- Access to Cross-Boundary Trips
- More Agency Coordination
- Information Gaps
- Need for Additional Financial Resources
- Inaccessible Areas in the Built Environment
- Lack of Services at Late Hours in the Day
- Trip Pickup Waiting Times
- Lack of Service on Weekends
- Limited Access to Job Areas
- Lack of Marketing and Outreach About Transportation Options

An RCC meeting was held on May 28, 2026 virtually and included 10 participants in addition to the CTRTD leads and TTI staff. The purpose of this meeting was to prioritize the needs and caps previously identified and review the existing goals and strategies in the 2022-2026 HSTP.

Using an interactive PollEverywhere poll, participants ranked the needs and gaps identified above. The left side of Table 14, indicates the priority for each. As the RCC engaged providers and partner agencies, the customer survey needs and gaps were added to the right side of the table to ensure the plan reflects the priorities of customers as well. While there is some overlap, the needs and gaps marked N/A, were not comparable among the two groups of stakeholders.

Table 14. Needs and Gaps Prioritization

Stakeholder Ranking	Needs and Gaps	Customer Survey Ranking
1	More Agency Coordination	N/A
2	Lack of Services at Late Hours in the Day and weekends	1/3
3	Need for Additional Financial Resources	N/A
4	Limited Access to Job Areas	4
5	Inaccessible Areas in the Built Environment	N/A
6	Access to Cross-Boundary Trips	N/A
N/A	Lack of access to medical care and food	6/7
7	Information Gaps, Lack of Marketing and Outreach About Transportation Options	5
8	Trip Pickup Waiting Times	2
N/A	Booking and scheduling a ride using website/mobile apps trip planners	8

The second half of the meeting focused on reviewing current goals and strategies. The intent of this exercise was to get feedback from the group as to what strategies they would like to continue, which ones needed revision and what may be missing that is relevant for the updated plan. The input at this meeting provided the groundwork for drafting new goals and strategies and design an interactive workshop to refine these for implementation in the 2027-2031 plan.

The next chapter will document goals and strategies to address the needs and gaps found during this planning process. The goals and strategies development is an important step before feasible solutions can properly be implemented.



CHAPTER 7

GOALS, STRATEGIES, AND PROJECTS





After the May RCC meeting, CARR staff met with TTI and TXDOT to review the feedback from the meeting and generate new or revised goals, corresponding strategies and brainstorm other ideas to discuss in the upcoming workshop.

On June 23, 2026, CARR hosted an in-person workshop at the South Branch Abilene Library for the RCC and an expanded list of stakeholders. A meal was provided for participants, and a virtual option was available for those unable to attend in-person. There were 12 people in-person and 5 stakeholders online, 4 who participated in the entire meeting. There were 3 staff from TTI who facilitated the in-person and virtual workshop. The attendance list is found in the appendix.

After a brief overview of the plan process and the needs and gaps identified throughout the plan, draft goals and strategies were reviewed with the group. Participants discussed the goals and strategies as a group and added their comments, suggestions and additions to the pre-written goals and strategies on the papers posted in the room. A debrief was conducted in the room as people verbalized their input.

Similarly online, a virtual whiteboard was shown to participants and the group discussed new ideas, changes to existing ideas which were added by the facilitator to the whiteboard.

The goals approved by the group are as follows.

Goals

1. Increased cross-agency coordination

There was broad agreement that greater coordination is needed across the region. Stakeholders described coordination in several ways, including improving regional connections for community members and strengthening communication among transportation providers and partners.

Stronger coordination and information sharing among agencies can improve access to services, support more seamless transportation options, and help identify, and fill, service gaps.

2. Increased awareness of transportation services

Both RCC members and stakeholders emphasized the importance of educating service providers, partner organizations, and the public about available transportation options and how to access them. Better awareness of transportation services can help staff connect clients to the appropriate resources and supports. Enhanced communication can also help ensure agencies are aware of available services, route and fare changes, and opportunities to better serve riders.

Providing clear, accessible information in multiple formats can also help older adults, individuals with disabilities and the general public learn about and use available transportation services to reach essential destinations and activities.

3. Improved service and customer experience

Community survey responses highlighted several opportunities to improve the customer experience and service available. The most frequently identified needs included additional evening and weekend service, improved access to food, employment and healthcare, and reduced wait times.

While all goals in this plan are intended to improve the customer experience, this goal specifically focuses on addressing the priorities identified in the survey. By creating activities directly linked to these community-identified needs, the TCC can develop and measure activities that improve the customer's experience.

Strategies

1. Fund and support mobility management positions and networks.

The region identified mobility managers as critical positions for coordination activities. The detailed activities and projects identify the steps for creating an effective mobility manager network in the region.

2. Operational and capital funding to meet current and future system operating and capital needs.

Funding remains one of the highest priority needs in the region as providers seek to expand services to address the gaps identified in the community survey. Expanding service area, increasing days and hours of operation and reducing waiting time will likely require additional funding for staff, vehicles and operational capacity.

3. Promote awareness of transportation options, and how to access them.

Both the RCC and community survey identified a need to improve awareness of available transportation options through additional marketing and communication. Several projects and activities are identified to cross-promote services and leverage existing media sources to spread the word.

4. Conduct customer satisfaction surveys.

To continue to gauge the satisfaction of customers as well as identify emerging transportation needs, the group discussed standardizing a set of survey questions that can be used across agencies. Coordination survey efforts will allow transportation providers and other RCC members and partners to collect consistent feedback about transportation from clients. This approach can serve to improve the ability to measure customer experience, identify gaps and inform future transportation planning and improvements.

5. Hold joint training for staff to reduce costs and improve access to training for all staff across systems.

In an effort to improve the customer experience as well as operator and staff capacity, agencies discussed hosting joint training. This strategy may reduce costs overall, increase training availability, and make efficient use of limited staff time by offering more options. Training helps build staff knowledge, improve coordination and better serve customers.

6. Create a referral and tracking system for out-of-boundary trips or hard to fill trip requests.

Transportation providers and community partners often encounter trip requests that fall outside service boundaries or are difficult to accommodate due to scheduling, distance, or capacity limitations. These trips are not consistently documented or tracked. Establishing a formal referral and tracking system will enable agencies to record unmet needs and referral outcomes in a standard manner in a combined database. The information collected can be used to identify service gaps, common destinations, and other barriers to transportation to help guide future service enhancements, coordination efforts, and resource allocation.

7. Integrate technology across systems.

Transportation providers use a variety of technology platforms and data management systems which can limit coordination and information sharing. Working towards technology integration of existing and replacement software can support trip referrals, ride coordination, cost-sharing and general data exchange across the region.

Implementation of Strategies

Each goal and strategy was further expanded to include activities and projects to make them actionable. The RCC members and stakeholders reviewed and added to these activities to ensure their existing and future projects are reflected. As the RCC engages in plan review throughout the year, performance measures will be added to measure the success of implementation.

Strategy: Fund and Support Mobility Management Positions and Networks Goals 1, 2, and 3

Activities and projects are:

- Fund local mobility managers for each transit system, City and Rural Rides, SPARTAN, CityLink, Double Mountain Coach
- Define the position and role of Mobility Manager and create a network of mobility managers with each transit agency having a mobility manager
- Host mobility management forums across regions by rotating locations
- Secure funding to develop a software, networking platform to easily connect mobility managers and agencies to each other.
- Streamline communication in case of emergencies, service changes and other messages to allow for partners to better communicate with their clients/transit riders.

Strategy: Operational and Capital Funding to Meet Current and Future System Operating and Capital Needs Goals 1 and 3

Activities and projects are:

- Vehicle replacement for public entities in this region to update aging fleet, and new vehicles to increase capacity. and expand services for the aging community.
- Preventive maintenance to maintain and improve condition and longevity of current fleets.
- Capital purchases related to safety, security and necessary technology.
- Funding for facility maintenance and expansion.
- Operating funds for continued and expanded service based on identified needs.
- Providing cross-boundary trips. Educate leaders and consumers. Start discussions about the Abilene service gaps.
- Funding for program specific and gap service providers (like Aldersgate Enrichment Center).
- Create a coordinated approach to businesses for funds to support mobility management and local match.

Strategy: Promote Awareness of Transportation Options, and How to Access Them

Goals 1, 2, and 3

Activities and projects are:

- Funding to restore and update the West Central Texas, WCTXRides.com, website including the purchase of a domain name. Include resources on who operates transportation and how to connect to them and who may help riders pay for their trips. There can also be references to resources like 211 and Disability in Action.
- Provide outreach materials that may include social media posts, printed materials, resource fairs, and presentations to community groups *at their facilities.
- Cross advertise with partners on buses and at their facilities
- Partner with local media for social media posts and community/local news segments like Noon Notebook, Trends and Friends.
- Travel training for staff and consumers to familiarize them with the transportation systems available and how to use them. Materials may include videos on the website, publications on how to ride and how to request a Personal Care Attendant (PCA) ride with you.

Strategy: Conduct Customer Satisfaction Surveys

Goals 1 and 3

Activities and projects are:

- Coordinate common questions across the region for consistency and comparison.
- Mobility managers lead survey creation and dissemination
- Provide stamped envelopes for paper surveys to help with technology access

Strategy: Hold Joint Training for Staff to Reduce Costs and Improve Access to Training for All Staff across Systems

Goals 1 and 3

Activities and projects are:

- Maintenance training, driver training, general staff training

Strategy: Purchase or Develop a Referral System for Out-of-Boundary Trips or Hard to Fill Trip Requests

Goals 1 and 3

Activities and projects:

- Provide access to this referral system to transit providers as well as community partners and stakeholders

Strategy: Purchase New Software and Integrate Technology across Systems

Goals 1 and 3

Activities and projects are:

- Purchase software integrations that can communicate across the region and with other providers and NEMT Managed Care Organizations

Strategy Alignment

Table 15 shows the alignment between each strategy and goal and the unmet need it addresses. In addition, an estimated cost from low (\$) to high (\$\$\$) is assigned. Depending on the activity within each strategy, a range was given to indicate implementation activities may range from low to high cost. Similarly, the level of effort was estimated from low to high for each strategy. The party or parties responsible is also listed for each strategy. While the lead agency CTRTD is responsible for the overall plan process, the implementation of the coordination plan will take the support and efforts of all RCC members and regional stakeholders and partners.

Table 15. Strategies and Unmet Needs

Strategy	Goal	Needs(s) Addressed	Cost (\$-\$\$\$)	Effort (Low-Medium-High)	Responsible Party
A. Fund and support MM positions and network	1, 2, 3	• More agency coordination • Information gaps, lack of marketing and outreach • Access to cross-boundary trips	\$\$	Low-Medium	CARR lead Mobility Manager (MM) group
B. Operational and capital funding to meet current and future needs	1, 3	• -Lack of services at late hours in the day and weekend. • Need for additional financial resources. • Lack of access to medical care and food and job areas. • Across boundary trips. • Inaccessible areas in the built environment. • Trip pickup waiting times	\$-\$\$\$	High	All Transit Districts
C. Promote awareness of transportation options, and how to access them.	1, 2, 3	• More agency coordination • Information gaps, lack of marketing and outreach	\$	Low	CTR TD could lead with MM group
D. Conduct customer satisfaction surveys.	1, 3	• More agency coordination • Trip pickup waiting times (?)	\$	Low	CTR TD with MM group
E. Hold joint training for staff to reduce costs and improve access to training for all staff across systems.	1, 3	• More agency coordination	\$	Low-Medium	All Transit Districts
F. Create a referral and tracking system for out-of-boundary or hard to fill trips.	1, 3	• More agency coordination • Access to cross-boundary trips	\$\$	Medium	CTR TD with MM group
G. Integrate technology across systems.	1, 3	• Booking and scheduling a ride using website/mobile apps/trip planners • Trip pickup waiting times	\$\$\$	High	All Transit Districts



CHAPTER 8

PRIORITIZATION OF PROJECTS AND STRATEGIES



At the June 23 workshop, in-person and online participants used a dot-prioritization exercise where they were provided 3 dots to place on any of the strategies to indicate their priority strategies. Voting dots could be placed on up to 3 strategies, noting that Section 5310 projects should be considered when prioritizing. The dot exercise was completed online with emojis reflecting each participant's choices.

The strategies were ranked by number of dots or votes received and listed in Table 16 by order of highest to lowest priority. These strategies are regional in scope and respond to the needs and gaps identified through the public and provider outreach during the planning process.

Operational and capital funding to meet current and future needs received the most votes and aligns with the gaps and needs identified that may require additional service hours, days or destinations and improve connections, provide better access to jobs, healthcare, and food, and improve the customer experience.

Table 16. Prioritized Strategies

Strategy	Goal	Votes Received	Priority
Operational and capital funding to meet current and future needs	1, 3	11	1
Promote awareness of transportation options, and how to access them.	1, 2, 3	5	Tied for 2
Create a referral and tracking system for out-of-boundary or hard to fill trips.	1, 3	5	Tied for 2
Fund and support MM positions and network	1, 2, 3	4	4
Integrate technology across systems.	1, 3	3	5
Hold joint training for staff to reduce costs and improve access to training for all staff across systems.	1, 3	2	6
Conduct customer satisfaction surveys.	1, 3	1	7



CHAPTER 9

RPTCP REVIEW AND ADOPTION—DRAFT NEXT STEPS FOR PUBLIC COMMENT PERIOD





Throughout the plan process, the public, stakeholders and transportation providers have been engaged through surveys and focus groups. The RCC has met several times to review the progress and provide their input on the plan goals and strategies and prioritization of needs and gaps and agree upon activities and action steps.

The RCC includes representation by the following:

- Public, private, and nonprofit transportation providers.
- Human service agencies.
- Advocacy groups for seniors and individuals with disabilities.
- Representatives from underserved populations.

The final draft of the complete plan is being made available on the [West Central Texas RPTCP website](#), distributed by email to the broad group of stakeholders and publicized to the general public.

A public hearing is scheduled for September 16, 2026 from 10-11 am Central Time at the Central Texas Rural Transit District, 1031 Early Blvd., Early, TX 76802. CARR will offer free rides to the meeting and refreshments.

In addition, a second opportunity for community feedback from older adults and people with disabilities was at the ADRC's Partners Power Summit held on September 30, 2026.

Public comments will be recorded at each event or comments can be emailed to the following address WCT_CoordinationPlan@tti.tamu.edu. All comments need to be submitted by the end of the day Wednesday, October 7.

A summary of comments will be added to the final plan Chapter 9 and changes made to the plan and approved by the RCC as needed in response to the public comments.

The final plan will be approved in October by RCC members who have signed MOUs with the lead agency, CARR to help support and implement the plan. These members include the following in Table 17.

The final approved plan will be submitted to TxDOT to be posted on the TxDOT [Regional Public Transportation Coordination Planning](#) website.

The RCC will review the plan at least quarterly, measure progress toward plan goals and strategies as required by TxDOT and will make amendments as needed throughout the 5-year plan period.

Table 17. RCC Member Agencies with MOUs and Target Populations

RCC Member Agency	Target Population
City and Rural Rides—Lead Agency	General public/older adults/people with disabilities
City Link	General public/older adults/people with disabilities
SPARTAN Public Transit	General public/older adults/people with disabilities
Good Will of West Texas	People with disabilities
Double Mountain Coach	General public/older adults/people with disabilities
Disability in Action	People with disabilities
211 Texas—Abilene	General public
Abilene Metropolitan Planning Organization	General public
Cornerstone Community Action Agency	Low-income individuals
Abilene-Taylor County Public Health District	General public
West Central Texas Aging and Disability Resource Center (ADRC)	Older adults and people with disabilities

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