South Plains Coordinated Human Services Public Transportation Plan







Draft Final Plan

October 2026

KFH GROUP

Mobility that matters. Access that endures.

TABLE OF CONTENTS

Chapter 1: Introduction 1-1

Introduction 1-1
Contact Information 1-12
Overview of the Plan 1-2
Purpose of the Regional Public Transportation Coordination Plan 1-3
Federal and State Coordination Requirements 1-4
Federal Requirements 1-4
State Requirements 1-5
Objectives 1-5
Key Coordination Premise 1-6
Looking Beyond the Requirements 1-6
Key Stakeholders 1-6
Lead Agency 1-12
SPAG Membership Directory 1-12
SPTAC Information 1-13
Characteristics of the South Plains Region 1-14

Chapter 2: Public Engagement 2-1

Introduction 2-1
Stakeholder Engagement Plan 2-2
Stakeholder Identification 2-2
Outreach Materials 2-3
Public and Stakeholder Meetings and Events 2-3
Hockley Senior Citizens Center 2-3
Garza County Trailblazers 2-4
South Plains Rural Coalition Meeting 2-5
South Plains Mobility Management Forum 2-7
Workshop #1 2-7

Stakeholder Interviews 2-24
SPARTAN 2-24
Citibus 2-25
Lubbock County 2-27
LIFE Inc. 2-28
Comfort Keepers 2-28
Lubbock Independent School District 2-29
Goodwill Industries of Northwest Texas 2-31
Lubbock Economic Development Alliance 2-32
Lynn County Pioneers Senior Center 2-33
South Plains Community Action Agency WIC Program 2-34
South Plains Region Transportation Survey Results 2-35
Highlights from the Survey Results 2-35
Satisfaction with Citibus and SPARTAN 2-39
Primary Travel Destinations 2-40
Demographics 2-41
Where Respondents Live 2-44

Chapter 3: Geographic Assessment 3-1

Introduction 3-1
Regional Map 3-1
Trip Generators 3-4

Chapter 4: Demographic Assessment 4-1

Introduction 4-1
Description of Area Demographics 4-1
Current Population 4-2
Projected Population 4-5
Population Factors 4-7

Chapter 5: Transportation Services Assessment 5-1

Introduction....5-1
Transportation Provider Survey....5-1
Overview of Services....5-2
Transportation Services Profiles....5-5
SPARTAN Public Transportation....5-5
Regional Public Transportation Services and Programs....5-11
Public Human Services Agency Transportation Services and Programs....5-16
Private Nonprofit Human Services Agency Transportation Service and Programs....5-18
Private For-Profit Carriers....5-21
Private For-Profit Carriers....5-26
Vehicle Inventory and Utilization....5-35
Technology....5-36

Chapter 6: Needs & Gaps Analysis....6-1

Introduction....6-1
Review of Previous Coordination and Service Planning Efforts....6-1
Transportation Needs Discussion....6-9
Kickoff Meeting....6-9
Citibus....6-9
SPARTAN Transportation....6-10
Transportation Needs Index....6-10
Summary....6-21
Geographic Location....6-21
Time Related....6-21
Population Analysis....6-22
Transportation Service Type....6-23
Rider Type....6-24
Trip Purposes....6-25
Vehicles and Capacity....6-25
Marketing and Outreach....6-26

Technology 6-26
Personnel and Training 6-27
Budgetary and Funding 6-27
Coordination 6-28
Workshop Outcomes 6-28

Chapter 7: Goals, Strategies & Projects 7-1

Introduction 7-1
Goals for the South Plains Region 7-2
Goal No. 1: Cultivate Additional Connections To/From Lubbock and Additional Regional Routes 7-2
Goal No. 2: Introduce More Frequent Fixed-Route Services and Expanded Morning, Evening and Weekend Service 7-2
Goal No. 3: Improve Access to Information for People with Disabilities and Enhance Marketing of Existing Services 7-3
Goal No. 4: Create New Same-Day Service Options 7-3
Goal No. 5: Improve Coordination Among Existing Stakeholders and Neighboring Rural Transit Systems 7-4
Goal No. 6: New Employment-Focused Routes and Vanpool Programs 7-4
Strategies for the South Plains Region 7-4
Organizational and Coordination Strategies 7-7
Operating Strategies 7-11
Sustainability and Financial Strategies 7-16
Performance Measures 7-19
Implementation of Strategies 7-21

Chapter 8: Priorities 8-1

Introduction 8-1
Prioritization Process 8-1
Prioritized Strategies 8-2

Chapter 9: Approvals 9-1

Chapter 1:
Introduction

Introduction

The South Plains Association of Governments (SPAG) is the lead agency for the South Plains planning region. SPAG retained consulting services to help update the previous *5-Year Regionally Coordinated Transportation Plan 2022-2026*. SPAG and its regional coordination committee (RCC) members see the plan update not merely as a means to complete state requirements, but also to address identified transportation service gaps in the region with strategies that will eliminate the gaps and improve mobility options for the region's residents. The RCC for the South Plains Region is the South Plains Transportation Advisory Committee (SPTAC).

This Draft Final Plan includes the findings and analysis from information gathering and existing conditions analysis used to identify transportation gaps and instances of service duplication in the region while also building on the work on the previous 5-year plan. The plan also includes the development of goals, strategies, and potential projects along with prioritization of efforts and means of implementation to improve transportation in the South Plains region. The process to complete this plan update was a collaboration between SPAG, SPTAC members, and the consultant team. The culmination of this project effort is the updated *South Plains Coordinated Human Services Public Transportation Plan*. The updated plan will serve as a roadmap for implementing service changes, service improvements, and potential expansions of service over the next five years. The plan will also serve as a basis for preparing grant applications for continued and expanded investment.

The analysis and efforts in this Draft Final Plan are intended to address the transportation service needs for all residents in the South Plains region, which spans 15 counties in northwest Texas. An additional focus in the plan update is emphasizing the mobility needs of several key population groups that often face transportation challenges and rely on transportation service:

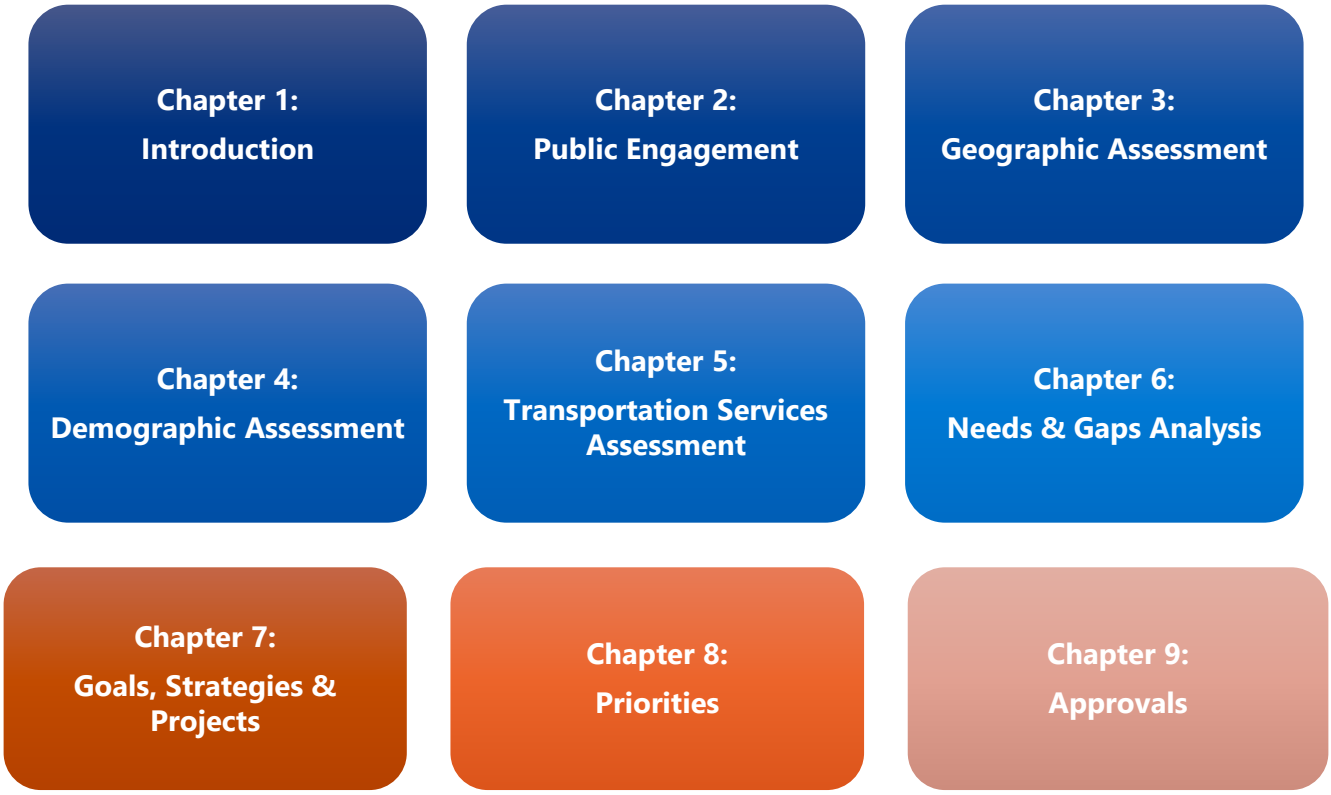
- Seniors
- Individuals with disabilities
- Low-income residents
- Zero-car households
- Youths
- Residents with limited English proficiency
- Veterans
- Clients of workforce agencies
- Other job seekers

Overview of the Plan

This chapter provides background on the planning requirements and discussion of several key considerations that helped frame the overall coordinated planning process. The other chapters of the Draft Final Plan are presented through the following sections that address all elements of the plan structure as outlined by the Texas Department of Transportation (TXDOT).

The Draft Final Plan has been developed over the past several months, with input from SPAG, SPTAC members, and other interested stakeholders in the region. The chapters in the Draft Final Plan organize the information gathered on existing conditions in the region into several topics. The planning process is intended to consider both quantitative data as well as qualitative community input and insights to determine needs for transportation service that should be addressed by the plan. The chapters in this Draft Final Plan are as follows:

- ***Chapter 1*** – *Introduction* – An overview of the Draft Final Plan
- ***Chapter 2*** – *Public Engagement* – The public engagement process and results from information gathering with local stakeholders, residents, and transit riders
- ***Chapter 3*** – *Geographic Assessment* – An assessment of geographic characteristics, trip generators, and travel patterns for the region
- ***Chapter 4*** – *Demographic Assessment* – An assessment of demographics in the region for both today and the projected future based on US Census Bureau and Texas Demographic Center data
- ***Chapter 5*** – *Transit Services Assessment* – Profiles of available information on existing transportation providers in the region
- ***Chapter 6*** – *Needs and Gaps Analysis* – An assessment of implementations from the previous plan, a transit needs index analysis, and findings for existing transportation service gaps and duplications
- ***Chapter 7*** – *Goals, Strategies & Projects* – Proposed goals and strategies to address unmet transportation needs, each developed based on the identified service, temporal, and eligibility gaps in transportation in the South Plains region.
- ***Chapter 8*** – *Priorities* – Discussion of the prioritization process used to prioritize and refine the goals and strategies in this plan, along with the results from that process provided in a full matrix table.
- ***Chapter 9*** – *Approvals* – Documentation of the process and individuals included in the adoption of this coordination plan update.



Purpose of the Regional Public Transportation Coordination Plan

The purpose of the Federal Transit Administration's (FTA) Section 5310 program is to enhance mobility for seniors and persons with disabilities by providing funds for programs to serve the special needs of transit-dependent populations beyond traditional public transportation services and Americans with Disabilities Act (ADA) complementary paratransit services. The coordinated transportation planning requirements for the Section 5310 program administered by FTA were initiated in 2006, and years later continue to inform this process for developing and updating coordinated plans.

The *South Plains Coordinated Human Services Public Transportation Plan* will be designed to meet the FTA's coordinated transportation planning requirements and include any additional requirements from TxDOT. The plan is required to include the following key elements:

- A comprehensive public outreach and community engagement effort that reflects the needs of individuals in the community served and ensures participation of individuals and groups that represent target populations.
- An assessment of the geographic area being served by the plan and the methodology used for the geographic area assessment.
- An assessment of the demographics in the area being served by the plan that includes target populations and a five-year population projection.

- An assessment of available transportation services that includes profiles of the current transportation providers (and services) in the area. This data is gathered mostly through a transportation provider survey. The responses are synthesized into profiles that include the service types provided, relevant eligibility and service policies, vehicle inventories and utilization, technology usage, ridership and service statistics, perceptions of met/unmet needs, and existing instances of coordination.
- An assessment and prioritization of transportation needs and gaps within a single county, across multiple counties, or throughout a region in the plan area. The assessment includes an analysis of the geographic/demographic maps in combination with the transportation profiles and input from follow-up interviews and other outreach efforts.
- Documentation and prioritization of goals, strategies, and activities to address the transportation gaps, as well as coordination opportunities to achieve efficiencies in service delivery that can be harnessed to provide new or expanded services.
- Signatures of the lead coordination agency representative and RCC members who participated in the development and approval of the plan.

This planning process helps by continuing to move forward with implementation of existing coordinated efforts and developing new efforts when necessary. The coordinated approach to mobility and transportation choices calls for local planning and local decision-making based on sound planning activities. Additionally, the plan will meet the requirements of the FTA rules regarding development of a coordinated transportation plan in order to receive subsequent federal funds for projects.

Federal and State Coordination Requirements

This plan is being updated through a process that meets all FTA requirements, including those from the Section 5310 program as defined in FTA Circular C 9070.1H, and State of Texas requirements detailed in the Texas State Management Plan and Chapter 461 of the Texas Transportation Code.

Federal Requirements

Federal requirements for regional public transportation coordination plans (RPTCPs) include: a coordinated plan, stakeholder engagement and public involvement, inclusion in regional planning frameworks, and compliance with federal regulations.

- **Coordinated plan** – Locally-developed RPTCPs must include the following:
    - Inventory of available services and resources
    - Assessment of target population transportation needs
    - Strategies to address identified gaps and inefficiencies
    - Priorities for implementation and funding
- **Stakeholder engagement and public involvement** – RPTCP development through a stakeholder engagement process (including accessible materials, community meetings, and outreach to traditionally underserved populations) and public input from (at minimum):
    - Public, private, and nonprofit transportation providers

  - Human services agencies
  - Advocacy groups for seniors and individuals with disabilities
  - Representatives from underserved populations

- **Inclusion in regional transportation planning frameworks** – Requirements for urbanized areas (UZAs) and nonurbanized areas (non-UZAs) for RPTCP alignment with other regional planning efforts:
  - For UZAs, projects must be included in the Metropolitan Transportation Plan (MTP), Transportation Improvement Program (TIP), and Statewide Transportation Improvement Program (STIP) to be eligible for funding.
  - For Non-UZAs, projects outside urban areas must be included in the Statewide Long-Range Transportation Plan (LRTP) and STIP.
  - Compliance with federal regulations – RPTCPs must align with Title VI, the ADA, and other civil rights requirements.

State Requirements

State of Texas requirements for RPTCPs in the Texas Transportation Code discuss the intent to eliminate waste in transit service provision, generate service efficiencies for increased levels of transit service, and help reduce air pollution. RPTCPs in Texas are required to identify the following:

- Overlaps and gaps in public transportation services, including services that could be more effectively provided by existing, privately-funded transportation resources
- Underused equipment owned by public transportation providers
- Inefficiencies in public transportation service provision by any public transportation provider

Objectives

With these requirements in mind, SPAG requested the consultant team to complete the following activities during technical assistance in this coordinated planning effort:

- Conduct a comprehensive assessment of the transportation needs of target populations (e.g., seniors and individuals with disabilities, low-income residents, zero car households, youths, residents with limited English proficiency, veterans, and clients of workforce agencies (job seekers).
- Help organize and facilitate meaningful stakeholder and public engagement.
- Identify gaps and duplication in transportation services focused on the above populations.
- Identify and help facilitate a prioritization of unmet needs.
- Identify goals and strategies that stem from the prioritized unmet needs and help facilitate the prioritization of those strategies.
- Prepare a 5-year update to our regional coordination plan that meets TxDOT's requirements and supports funding eligibility.

Key Coordination Premise

In rural regions, strong public transportation is often the best way to address and coordinate the majority of residents and human services clients' transportation needs. The solutions to address transportation needs can include both innovative as well as traditional means of transportation. For example, scheduled public transit such as fixed routes, scheduled shuttles, or ADA complementary paratransit are tried-and-true ways to provide coordinated transit service for most residents and human services clients who are in need of mobility options. Traditional transportation services are usually a more effective way for agencies to meet rider needs, than expensive one-on-one specialized service for every individual.

Helping public transit systems to meet the majority of mobility needs through their demand-responsive and fixed-route services helps free up human services agency resources to focus on any remaining specialized needs and trips that are the most difficult to serve. In this way, excellent public transportation is the best way to address and coordinate the majority of transportation needs in a rural region.

Looking Beyond the Requirements

The update of the *South Plains Coordinated Human Services Public Transportation Plan* is not solely limited to the Section 5310 Program. As noted in the FTA guidance, while the plan is only required in communities seeking funding under the Section 5310 Program, a coordinated transportation plan should incorporate activities offered under other programs sponsored by federal, state, and local agencies to greatly strengthen its impact. Therefore, this plan takes a broader approach and includes information on a variety of transportation services offered in the region. It also provides strategies and potential projects beyond those eligible for funding through the Section 5310 Program. Overall, this plan is being designed to serve as a blueprint for future discussions and efforts in the region to improve mobility, especially for older adults, people with disabilities, veterans, people with lower incomes, and young people with limited access to transportation.

Key Stakeholders

Below are lists of relevant stakeholders to South Plains regional public transportation services along with human services agencies, nonprofit organizations and other relevant organizations. Members of SPTAC are listed first, followed by other key stakeholders and then other elected officials. These stakeholders represent a variety of public and private organizations including local governments, a public transit agency, programs and organizations providing social services, assistance activities, and other partners connected to coordination of mobility needs and solutions in South Plains.

Table 1-1: Members of the South Plains Transportation Advisory Committee (SPTAC)

Agency Name	Name
Citibus	Chris Mandrell
Communities in Schools	Tomi Kouth
Denver City EDC	Heath Haynes
Department of Veterans Affairs	Michael Boyd
Goodwill Industries of Northwest Texas	Amy Marquez
LIFE, Inc.	Michelle Crain
Lubbock Economic Development Alliance	Carolyn Rowley
Lubbock Independent School District	Amy Baker
Lubbock MPO	Martin Lucero
ModivCare	Grace Strait
South Plains Association of Governments- 2-1-1	Vanessa Martinez
South Plains Association of Governments - AAA	Liz Castro
SPARTAN	Brian Baker
StarCare	Robyn Johnston
WJ Mangold Memorial Hospital and Cogdel Clinics	Vincent DiFranco
South Plains Association of Governments	Kelly Davila*
South Plains Association of Governments	Chelsey Baldivia*
TxDOT	Eric Garcia*

*NON-VOTING MEMBERS

Table 1-2: Other Key Stakeholders in the South Plains Region

Organization / Affiliation	First Name	Last Name
Bailey County Commissioners Court	Judy	Coffman
Bailey County Senior Citizens Association, Inc.	Annette	Orozco
Brownfield Senior Citizens, Inc.	Adrian	Martinez
Citibus	Rebecca	Rodriguez
Cochran County Senior Citizens Association, Inc.	Alexis	Alvarez
Comfort Keepers	Lisa	Carson
Crosby County Senior Citizens Association, Inc.	Lenette	Fowler
Garza County Trailblazers	Billie	Williams
Hale Center Senior Citizens Association, Inc.	Karen	Boyce
Hockley County Senior Citizens Center	Shelly	Baigen
Lorenzo Senior Citizens Association, Inc.	Petra	Sauceda
Lubbock - AAA	Karen	Penkert
Lubbock Area United Way	Hannah	Bigbie
Lubbock Economic Development Alliance	Carolyn	Rowley
Lynn County Pioneers	Sandra	Norwood
Slaton Senior Citizens Association, Inc.	Misti	Kallas
South Plains Association of Governments- 2-1-1	Ayda	Martinez
SPARTAN	Samantha	Mendoza
Yoakum County Senior Citizens Association, Inc.	Caitlynn	Goff

Table 1-3: Key Public Officials in the South Plains Region

Organization / Affiliation	Title	First Name	Last Name
Bailey County	Judge	Basil	Nash
Bailey County Precinct 1	Commissioner	Gary Don	Gartin
Bailey County Precinct 2	Commissioner	Mike	Slayden
Bailey County Precinct 3	Commissioner	Carlos	Contreras
Bailey County Precinct 4	Commissioner	Eric	Sowder
Cochran County	Judge	Pat S.	Henry
Cochran County Precinct 1	Commissioner	Tim	Roberts
Cochran County Precinct 2	Commissioner	Matt	Evans
Cochran County Precinct 3	Commissioner	Eric	Silhan
Cochran County Precinct 4	Commissioner	Reynaldo	Morin
Crosby County	Judge	Rusty	Forbes
Crosby County Precinct 1	Commissioner	Larry	McCauley
Crosby County Precinct 2	Commissioner	Frank	Mullins
Crosby County Precinct 3	Commissioner	Donald	Kirksey
Crosby County Precinct 4	Commissioner	Kevin	Langdon
Dickens County	Judge	Kevin	Brendle
Dickens County Precinct 1	Commissioner	Dennis	Wyatt
Dickens County Precinct 2	Commissioner	Mike	Smith
Dickens County Precinct 3	Commissioner	Mike	Smith
Dickens County Precinct 4	Commissioner	Jerry	Alexander
Floyd County	Judge	Marty	Lucke
Floyd County Precinct 1	Commissioner	Tanner	Smith
Floyd County Precinct 2	Commissioner	Clint	Bigham
Floyd County Precinct 3	Commissioner	Nathan	Johnson
Floyd County Precinct 4	Commissioner	David	Martinez
Garza County	Judge	John Lee	Norman
Garza County Precinct 1	Commissioner	Jeff	Williams
Garza County Precinct 2	Commissioner	Kim	Wilks
Garza County Precinct 3	Commissioner	Lane	Jones
Garza County Precinct 4	Commissioner	Giles W.	Dalby, Jr.
Hale County	Judge	David	Mull
Hale County Precinct 1	Commissioner	Dan	Schafer
Hale County Precinct 2	Commissioner	Jerry	Bright
Hale County Precinct 3	Commissioner	Tim	Abel
Hale County Precinct 4	Commissioner	Benny	Cantwell
Hockley County	Judge	Sharla	Baldridge
Hockley County Precinct 1	Commissioner	Alan	Wisdom
Hockley County Precinct 2	Commissioner	Larry	Carter
Hockley County Precinct 3	Commissioner	Seth	Graf
Hockley County Precinct 4	Commissioner	Tommy	Clevenger

Organization / Affiliation	Title	First Name	Last Name
King County	Judge	Duane	Daniel
King County Precinct 1	Commissioner	Landon	Lorance
King County Precinct 2	Commissioner	Chris	McCauley
King County Precinct 3	Commissioner	Dwayne	Green
King County Precinct 4	Commissioner	Jay	Hurt
Lamb County	Judge	James (Mike)	DeLoach
Lamb County Precinct 1	Commissioner	Cory	DeBerry
Lamb County Precinct 2	Commissioner	Kent	Lewis
Lamb County Precinct 3	Commissioner	Danny	Short
Lamb County Precinct 4	Commissioner	Lee	Logan
Lubbock County	Judge	Curtis	Parrish
Lubbock County Precinct 1	Commissioner	Mike	Dalby
Lubbock County Precinct 2	Commissioner	Jason	Corley
Lubbock County Precinct 3	Commissioner	Cary	Shaw
Lubbock County Precinct 4	Commissioner	Jordan	Rackler
Lynn County	Judge	Mike	Braddock
Lynn County Precinct 1	Commissioner	Matt	Woodley
Lynn County Precinct 2	Commissioner	John	Hawthorne
Lynn County Precinct 3	Commissioner	Tate	Gass
Lynn County Precinct 4	Commissioner	Larry	Durham
Motley County	Judge	Jim	Meador
Motley County Precinct 1	Commissioner	Douglas	Campbell
Motley County Precinct 2	Commissioner	Rogan	Cruse
Motley County Precinct 3	Commissioner	Franklin	Jameson
Motley County Precinct 4	Commissioner	Timmy	Brooks
Terry County	Judge	Tony	Serbantez
Terry County Precinct 1	Commissioner	Myron	Bovkoon
Terry County Precinct 2	Commissioner	Richard	Cavazos
Terry County Precinct 3	Commissioner	Martin	Lefevere
Terry County Precinct 4	Commissioner	Ernesto	Elizardo
Yoakum County	Judge	Michael	Ybarra
Yoakum County Precinct 1	Commissioner	Woody	Lindsey
Yoakum County Precinct 2	Commissioner	Ray	Marion
Yoakum County Precinct 3	Commissioner	Tommy	Box
Yoakum County Precinct 4	Commissioner	Tim	Addison
City of Abernathy	Mayor	Harold	Buse
City of Amherst	Mayor	Clinton	Sawyer
City of Anton	Mayor	Blake	Cate
City of Brownfield	Mayor	Eric	Horton
City of Crosbyton	Mayor	Dusty	Cornelius
City of Denver City	Mayor	Ronald	Weir
City of Dickens	Mayor	David	Warren

Organization / Affiliation	Title	First Name	Last Name
City of Earth	Mayor	John	Kelley
City of Floydada	Mayor	Bobby	Gilliland
City of Hale Center	Mayor	W.H.	Johnson
City of Idalou	Mayor	Russ	Perkins
City of Levelland	Mayor	Breann	Buxkemper
City of Littlefield	Mayor	Eric	Turpen
City of Lockney	Mayor	Steve	Wright
City of Lorenzo	Mayor	Lori	Landin
City of Lubbock	Mayor	Mark	McBrayer
City of Matador	Mayor	Gerald "Fuzzy"	Conner
City of Meadow	Mayor	Natalie	Howard
City of Morton	Mayor	Richard	Levitt
City of Muleshoe	Mayor	Colt	Ellis
City of New Deal	Mayor	John	Salter
City of New Home	Mayor	Brad	Emert
City of O'Donnell	Mayor	Max	Mendieta
City of Olton	Mayor	Mark	McFadden
City of Petersburg	Mayor	Darin	Greene
City of Plains	Mayor	Elsa	Moya
City of Plainview	Mayor	Charles	Starnes
City of Post	Mayor	Marvin	Self
City of Ralls	Mayor	Terry	Hitt
Town of Ransom Canyon	Mayor	Val	Meixner
City of Roaring Springs	Mayor	Jeff	Thacker
City of Ropesville	Mayor	Brenda	Rabel
City of Shallowater	Mayor	Royking	Potter
City of Slaton	Mayor	Clifton	Shaw
City of Smyer	Mayor	Gena	Pittman
City of Springlake	Mayor	Chuck	Conner
City of Spur	Mayor	John	Schmidt
City of Sudan	Mayor	Michael	Williamson
City of Sundown	Mayor	Jonathan	Strickland
City of Tahoka	Mayor	Ronny	Jolly
City of Wellman	Mayor	Eddie	Garza
City of Whiteface	Mayor	James	Soliz
City of Wilson	Mayor	Randy	Dunn
City of Wolfforth	Mayor	Charles	Addington, II

Lead Agency

South Plains Association of Governments (SPAG) is the lead agency for the South Plains planning region. SPAG's membership includes 15 counties, 46 cities, and nine special purpose districts, making up all of the eligible local governments in the region.

SPAG provides administrative support for the South Plains Rural Transportation Planning Organization (SRPTO). In addition to transportation planning assistance, other programs and services that SPAG offers to the communities in the region include 2-1-1 Texas, Area Agency on Aging, Aging and Disability Resource Center, economic development, law enforcement training, regional housing authority, regional 9-1-1 network, solid waste grants, water planning, flood planning, natural disaster preparedness, community development, broadband access, and criminal justice planning.

Contact Information

Chelsey Baldiva, MPA is the lead contact for SPAG with respect to the South Plains Coordinated Human Services Public Transportation Plan. Her contact information is provided below for inquiries on this coordination plan update.

Chelsea Baldivia, MPA
Director of Regional Services – SPAG

Phone Number: (806) 762-8721
Email: cbaldivia@spag.org
Address:
South Plains Association of Governments
6811 Indiana Avenue, Suite B
Lubbock, Texas 79413

SPAG Membership Directory

Counties

- Bailey
- Cochran
- Crosby
- Dickens
- Floyd
- Garza
- Hale
- Hockley
- King
- Lamb
- Lubbock
- Lynn
- Motley
- Terry
- Yoakum

Cities

- Abernathy
- Amherst
- Anton
- Brownfield
- Buffalo Springs
- Crosbyton
- Denver City
- Dickens
- Earth
- Edmonson
- Floydada
- Hale Center
- Idalou
- Levelland
- Littlefield
- Lockney
- Lorenzo
- Lubbock
- Matador
- Meadow
- Morton
- Muleshoe
- New Deal
- New Home
- O'Donnell
- Olton
- Opdyke West
- Petersburg
- Plains
- Plainview
- Post
- Ralls
- Ransom Canyon
- Roaring Springs
- Ropesville
- Shallowater
- Slaton
- Smyer
- Springlake
- Spur
- Sudan
- Sundown
- Tahoka
- Wellman
- Whiteface
- Wilson
- Wolfforth

SPTAC Information

The South Plains Regional Coordinated Transportation Advisory Committee (SPTAC) serves as the area's Regional Coordinating Committee (RCC). The SPTAC is a planning body operating under the SPAG. It coordinates with TxDOT to identify, address, and fund public transportation and human services transit needs across the South Plains region.

As described in TxDOT's *Coordination Plan Guidebook*, the success of each region's plan relies not only on lead coordination agency but also the active participation of a well-represented RCC.

Types of staff affiliations/organizations or residents encouraged to join an RCC include:

- Local government representatives
- Private transportation providers
- Hospitals and senior care facilities
- Workforce and social services organizations
- Nonprofits supporting transit access
- Anyone interested in expanding transportation options

The 2022-2026 *Regionally Coordinated Transportation Plan* for the South Plains region indicated that the SPTAC consists of 15 members, appointed by the SPAG Board of Directors, with five-year terms, created for the following purposes according to the committee's bylaws:

1. *To improve coordination among stakeholders, governmental entities, and service providers to assist in meeting the overall transportation needs of the region.*

2. *To clearly identify the demand, gaps in transportation, and mass transit services in the region.*

3. *To identify and research additional funding sources in the area in order to better provide transportation services to the region.*

4. *To serve as an advocate for the South Plains region regarding current and future initiatives from state or federal transportation offices.*

Committee members represent the transit agencies and other transportation providers serving the region as well as workforce agencies, veteran organizations, senior and disability service agencies, and other government and non-profit organizations.

The 2022-2026 *Regionally Coordinated Transportation Plan* also notes the following vision, goals, and objectives adopted by the SPTAC in December 2021:

Vision

"Our vision is to have accessible and efficient transportation throughout the South Plains."

Mission

"Our mission is to improve coordination among service providers in order to ensure effective transportation planning that will enhance the mobility of all people in the South Plains."

Goals

The SPTAC has identified three primary goals for improving equal access to seamless public transportation in the region.

1) *Increase public outreach and education on transportation services in the South Plains region.*
2) *Continued improvements to the coordination/communication between public and private transportation providers in the region.*
3) *Increase the accessibility of transit services to SPTAC's six priority populations.*

Characteristics of the South Plains Region

The South Plains region is a very large and diverse 15-county area in northwest Texas, stretching 200 miles from King County (the third least populated county in the country) to Farwell at the New Mexico state line, all centered around Lubbock. With an estimated 272,086 residents in 2024, Lubbock has the tenth highest population among Texas cities and is the only Census-designated urban area over 50,000 population within the South Plains region. Smaller cities within the area, with populations ranging from 5,218 to 19,249, include Brownfield, Levelland, Littlefield, Lubbock, Muleshoe, Plainview, Slaton, and Wolfforth. While Lubbock is the major regional destination, there are some out-of-region travel needs to Sweetwater, Abilene, and Amarillo, as well as some interstate travel to and from Clovis and Hobbs, New Mexico.

Two FTA-funded public transportation providers operate in the South Plains region: Citibus and SPARTAN. Citibus, administered by the City of Lubbock, provides public transportation services within the City of Lubbock, including nine local fixed-route bus routes, nine Texas Tech University (TTU) bus routes that operate only when TTU is in session, CitiAccess ADA paratransit service (for those who are unable to access the fixed-route service due to a disability), and Citibus On-Demand microtransit service that covers areas of the city not served by regular bus routes.

SPARTAN, a program of South Plains Community Action Association, Inc., provides rural general public transportation across a 17-county region, including all 15 counties of the South Plains region. SPARTAN services include Plains Trails Transportation, demand-response advanced-reservation service across the region; SPARTAN Same-Day service within the communities of Levelland and Plainview; SPC Express, providing commuter-oriented, fixed-route service between Lubbock and Levelland that connects South Plains College campuses in Levelland and Reece with Lubbock including the TTU campus; demand-responsive services for K-12 school transportation; non-emergency medical transportation (NEMT) trips; and service tailored for employment transportation purposes for businesses in the region.

Additional transportation services provided by human service programs and non-profit organizations for their clients include Bailey County Senior Transportation, Cochran County Veterans Rides, and LIFE, Inc. (in partnership with SPARTAN). Private for-profit companies that provide transportation services in the region include numerous senior and independent living housing communities such Comfort Keepers, Matador Mobility, NEMT providers CEO Transportation and TacMed, NEMT brokers Access2Care and SafeRide, Greyhound Lines, Inc. (providing intercity bus service serving in Lubbock, Brownfield, and Plainview), Checker Cab, West Texas Cab Co., several airport shuttle/limousine companies, and transportation network companies Lyft and Uber.

Several common themes emerged regarding unmet transportation needs identified through the public and stakeholder engagement efforts detailed in *Chapter 2* of this Draft Final Plan. These needs include more frequent service outside of Lubbock (between smaller cities), later evening and weekend hours of service, more frequent Citibus service, better connections between Citibus and SPARTAN, more NEMT capacity, more service for seniors to congregate meal sites, and employment-focused transportation. There is a desire for more frequent service in Lubbock and more on-demand service capacity. More funding would be needed to increase and expand service. Additionally, easy-to-find and understand information on Citibus services and how to use them, rebranding SPARTAN as a service for everyone (not just seniors), and overcoming a general stigma associated with public transit use were identified as marketing and outreach needs.

The coordinated planning effort for South Plains must pay particular attention to the geographic and demographic specifics of the region when addressing the identified transportation gaps and needs. In any coordinated plan, improving regional mobility options requires an engaged collaboration between the public transit system, human services agencies, and any public and private stakeholders who are concerned about transportation.

Leveraging the available resources between providers and organizations to improve transportation will be an important initial step to creating more optimal mobility options for residents. Coordinating together with respect to transportation information, administration, operations, funding, and planning will produce better outcomes for residents than agencies working in silos. There is opportunity in South Plains to address transportation gaps in places with limited service, develop options for better regional travel, improve availability of information about public transit services so that community members can feel comfortable about using the service, and head-off rural isolation for older adults and others without reliable transportation by providing mobility options to serve their needs.

Chapter 2:
Public Engagement

Introduction

This chapter of the South Plains Coordinated Human Services Public Transportation Plan provides information on the process and resulting input from public engagement conducted in the region. The purpose of the engagement effort was to document rider, stakeholder, and community perspectives on existing passenger transportation services, identify unmet transportation needs, and understand priorities for improving regional mobility, particularly for key target populations who tend to rely on transit for essential travel. This information is critical in understanding the mobility needs and opportunities for service improvements that are discussed in *Chapter 6* of the plan.

The consultant team developed a stakeholder engagement plan and conducted a series of outreach activities with the help of SPAG, Citibus, SPARTAN, and other stakeholder organizations on the SPTAC. The stakeholder engagement plan was aimed to reach the target population groups specified in federal and state requirements. A variety of community and stakeholder outreach activities were held to ascertain the overall attitudes toward the current passenger transportation service available and mobility needs in the South Plains region. The major activities conducted included:

- Public and Stakeholder Meetings and Events
    - Senior congregate meal sites
        - Hockley Senior Citizens Center
        - Garza County Trailblazers
    - South Plains Rural Coalition Meeting
    - South Plains Mobility Management Forum (hosted by SPARTAN)
    - Workshop #1 with the SPTAC
    - Workshop #2 with the SPTAC

- Stakeholder Interviews with representatives of:
    - SPARTAN
    - Citibus
    - Lubbock County
    - LIFE Inc.
    - Comfort Keepers
    - Lubbock Independent School District (ISD)
    - Goodwill Industries of Northwest Texas
    - Lubbock Economic Development Alliance
    - Lynn County Pioneers Senior Center
    - Community Action Network WIC Program

- South Plains Region Transportation Survey
    - Citibus and SPARTAN transit riders
    - Other community members

Public engagement activities were designed to ensure input from groups and individuals representing target populations identified by TxDOT for the regional public transportation coordination plan process. These efforts included input from older adults at senior meal programs, people with disabilities via Life Inc. and Comfort Keepers, low-income individuals and families through South Plains Community Action Agency and the Community Action Network WIC Program, the needs of veterans in the region shared through SPTAC members and county judges, perspectives on youth and children through the Lubbock Independent School District, zero-car households from the transit providers and the South Plains Rural Coalition meeting, and job seekers and the business community through the Lubbock Economic Development Alliance. Additionally, general needs of these targeted populations were also conveyed through participation in public meetings and events along with Workshops 1 and 2.

This chapter details the findings of each outreach effort and highlights discussions of the travel destinations and mobility needs identified.

Stakeholder Engagement Plan

The consultant team developed a stakeholder engagement plan for the project and provided it to SPAG soon after the project kick-off. The plan included options for stakeholder engagement and intended audience cohorts. The stakeholder engagement plan included processes for how information from outreach activities would be documented for *Chapter 2*, as well as the suggested timeline for various activity types.

Options presented to SPAG for stakeholder engagement in this plan included:

- Focus groups
- Public meetings/workshops
- Stakeholder interviews
- Surveys
- Project workshops

Stakeholder Identification

SPAG staff meet with the consultant team monthly from November 2025 through April 2026, and assisted in the development of a community events list that was used to help distribute surveys, identify interview opportunities, promote events and meetings, and provide input. In general, individual demographic information was not collected of participants attending stakeholder engagement activities as part of this study.

Outreach Materials

The consultant team developed materials for the South Plains Region Transportation Survey and the Transportation Provider Survey. *Chapter 5* will discuss the Transportation Provider Survey, which was provided directly to larger transportation providers in the region as a Word document.

The South Plains Region Transportation Survey was translated into Spanish using a professional translation service. All survey versions were produced as printable PDF versions with a QR code linking to an online version of the survey built in Survey Monkey. The online survey allowed respondents to choose whether to take the survey in English or Spanish.

The consultant team also developed one-page flyers promoting the South Plains Region Transportation Survey. The flyers and surveys were provided to Citibus and SPARTAN staff (along with other SPTAC members) for distribution. SPARTAN and Citibus posted the flyers onboard buses and at their transit centers, also making paper copies of the survey available to riders when requested. All paper copies of surveys completed were gathered and sent to the consultant team for data compilation. The outreach materials are available in the **Appendices** section of this Draft Final Plan.

Public and Stakeholder Meetings and Events

Hockley Senior Citizens Center

On Thursday, January 22, 2026, the consultant team joined for lunch at the Hockley Senior Citizens Center, located at 1202 Houston Street, Levelland, TX 79336. A team member introduced the project and engaged in a general discussion with all attendees. A total of 26 participants joined us for lunch this day. Discussion takeaways from the event included the following topics:

Transportation Use and Perceptions

- About half of the attendees said they have used public transportation in the region. In an informal poll, three people had used SPARTAN transportation services recently (in the previous six months). About nine people had ridden Citibus at some point while in Lubbock.
- No attendees regularly use SPARTAN to reach congregate meal services. Most drive themselves, with three people sharing rides and another four or five regularly transported by family or friends. Most attendees live in or near Levelland, with one from Whitharral and two from Smyer.
- Three attendees have used SPARTAN for other trip needs. One used SPARTAN in December to get to a doctor's appointment in Levelland. She found the agency's call takers to be very helpful. Another used SPARTAN to get to a doctor's appointment in Lubbock last year and would consider

doing so again. The third attendee used SPARTAN to meet some friends in Lubbock when his car was under repair.

- Some participants mentioned they were unfamiliar with public transportation, or were confused as how to arrange trips.

Transportation Needs

- Attendees shared that their most common needs for transportation were to medical appointments, going shopping, or the hairdresser.
- Some attendees expressed an interest in help getting to church on Sundays or activities at their church communities during the week.

Factors that Impact Transportation Needs

- Several people expressed appreciation that the senior center provides needed services to reduce their need for transportation to other places. For example, that day at the center, a nurse was there to provide blood pressure checks and follow-up on individual concerns. The center has guests from various social service programs throughout the year.
- Weather can sometimes be a barrier for residents when they have to leave home and travel to the senior center for meals. This includes high winds in the winter and heat in the summer.

Garza County Trailblazers

On Friday, February 20, 2026, the consultant team joined the scheduled lunch at the Garza County Trailblazers senior center, located at 205 E. 10th, Post, TX 79356. Following an introduction to the project, the team engaged in a general discussion with the 13 lunch attendees. Discussion takeaways from the event included:

Transportation Use and Perceptions

- In an informal poll, one person had used SPARTAN transportation services recently (in the previous six months).
- All participants that day regularly drive themselves to the meal program. All present that day live in or near Post, and most come to the center for meals two to three times per week. Some occasionally ride together or are dropped off by family members. Program staff did not recall anyone using SPARTAN recently to get to the senior center.

- Unfamiliarity with using rural public transportation was common amongst the group. Three or four people had previously used Citibus in Lubbock, but not recently.

Transportation Needs

- Attendees identified traveling to medical appointments as the main reason for traveling out of Post, although reaching places like restaurants, entertainment, shopping and to see family were also noted.
- Two people commented that they wished it was easier to get from Post to Lubbock, but found the process of trying to arrange a ride a little complicated for them.
- Other attendees commented on the occasional need to get to Tahoka or Snyder.
- One person would like services on weekends or later at night, noting night vision issues particularly in the winter.

South Plains Rural Coalition Meeting

On Thursday, February 19, 2026, the project team participated in a meeting of the South Plains Rural Coalition at St. Michael's Parish in Levelland. KFH Group team presented information about the development of the Coordinated Human Services Public Transportation Plan at the meeting, followed by discussion with the 28 meeting attendees. Participants included 21 staff from the South Plains Community Action Agency (SPCAA) representing many of the agency's social service programs providing housing, workforce, health services, child care and Head Start services across the region. Other participants included staff from SPARTAN Public Transportation, Workforce Solutions South Plains, the Texas Workforce Commission, the Levelland Housing Authority, City of Levelland and ResidAlly, a home-sharing company.

During this event, coalition members shared a number of unmet transportation needs and barriers regarding regional and rural public transportation and expressed their priorities for the South Plains Coordinated Human Services Public Transportation Plan.

Transportation Needs and Barriers

- **More on-demand and same-day service:** While both SPARTAN and Citibus offer varying levels of on-demand service, the service is limited to the more populous areas of the region. Expanded opportunities to deploy these options would help residents respond to their mobility needs in real-time.

- **Geographic scope:** While SPARTAN uses its resources to serve rural areas across the SPAG region, the limited number of trip pairings between communities presents barriers to effectively meeting all of the trip demand across the service area. A key barrier to addressing these service limitations is the need for increased local investment.

- **Non-Emergency Medical Transportation access:** There are significant and growing needs for residents to reach routine, specialized and emergent heathcare services—NEMT trips brokered by the state's Medicaid program have been unable to meet the extent of the need. There were some specific needs mentioned:

    - Of particular interest is responding to patients discharged from hospitals and other care facilities who need to book a trip with little notice.

    - Some specialist and chronic care is only available at larger metropolitan areas, such as the Dallas-Fort Worth Metroplex, with limited travel options—few of which are affordable.

- **Senior citizens and older adults** represent a population with mobility needs not always served by existing options. This includes community programs, such as senior congregate meal locations and financial assistance programs, medical appointments, reaching communities of faith and connecting with family and friends.

- **Rural isolation:** The large geographic reach of the region and isolated rural communities were also discussed as realities that make providing effective mobility more difficult than in more dense urban areas, due to constrained local funding available.

Priorities for the Coordinated Human Services Public Transportation Plan

- **Plan details:** Participants expressed interest in seeing the five-year coordinated plan update demonstrate actual needs with reliable data, an analysis of individual needs among various population groups and communities within the region, the impacts of population changes, and whether microtransit and on-demand solutions are sustainable and responsive.

- **"Quick win" strategies:** Participants want to prioritize strategies to achieve quick wins in order to build momentum.

- **Marketing and education strategies:** Participants seek methods to address and overcome attitudinal barriers that public transportation services "are for someone else."

South Plains Mobility Management Forum

On Friday, March 27, 2026, SPARTAN hosted a South Plains Mobility Management Forum at its headquarters at 1105 W. TX-114 in Levelland. A collaborative community mapping activity and question-and-answer dialogue followed a presentation on SPARTAN, transit history and forecasts, and walk-throughs of SPARTAN's same-day app and customer web portal, with lunch provided at the conclusion of the forum. Participants learned how to book same-day trips with the QRyde app and how to book trips through the website using the customer portal. For the community mapping activity, attendees were broken up into groups of four to discuss areas of interest, service gaps, and potential resources. A representative from each group then marked their locations on the SPARTAN service area map and explained their selection to the rest of the attendees. SPARTAN reported that the mapping activity led into discussion between attendees and SPARTAN staff about existing scheduled routes, limitations, and potential solutions.

Workshop #1

The consultant team conducted Workshop #1 with SPTAC members and other local stakeholder representatives on Thursday, May 14, 2026, beginning at 10:00 a.m. at the SPAG offices located at 6811 Indiana Avenue in Lubbock. SPAG staff hosted the meeting in their facility's large conference room, invited stakeholder contacts to attend in-person or online via Microsoft Teams, and provided lunch for the in-person attendees. The SPAG conference room was equipped with a camera and room microphones, allowing online attendees to see the entire meeting room and have mostly clear audio of the discussion. The consultant team had one staff member in-person to conduct the bulk of the presentation, and two additional staff members joining virtually to support discussion, take notes, and run online polls.

The purpose of the workshop was to review the content in Technical Memorandum #1, including the analysis conducted in *Chapters 3-6* and findings of unmet transportation needs for the South Plains region. The consultant team presented a PowerPoint slide deck and used Mentimeter polling for some discussion activities, while also having other set open discussion points and pausing for questions and discussion along the way as needed. Meeting attendees provided feedback on the technical memorandum findings and perceptions of unmet transportation needs for the region; the latter discussion is included in *Chapter 6* of this Draft Final Plan.

The remainder of the workshop information in this section provides summarized notes by topic from the discussions that occurred with attendees. **Table 2-1** shows the attendance list of the seven participants. Discussion topics were woven into the presentation of Technical Memorandum #1 content.

Table 2-1: Workshop #1 Attendees

Name	Organization/Affiliation	In-Person	Online

Samantha Mendoza	SPARTAN	X	
Rebecca Rodriguez	Citibus	X	
Robyn Johnston	SafeRide	X	
Chelsey Baldivia	SPAG	X	
Tamer Mahmoud	SPAG	X	
Hannah Bigbie	Lubbock Area United Way		X
Michelle Crain	LIFE Inc.		X

Regional Travel Destinations

The consultant team presented information on journey-to-work data for the region and related findings from other stakeholder meetings and interviews to set up a polling activity and discussion on regional travel destinations, including those either within or outside of the South Plains region. There were eight participants who responded to the Mentimeter poll question "What cities are important regional travel destinations for your community?" Respondents could provide up to three open-ended answers.

The Mentimeter poll automatically generated word cloud results (**Figure 2-1**) of responses in real time that were on display in the conference room. The consultant team described the response rates for online attendees and then began further discussion on travel destination needs for different communities in the region beyond Lubbock. **Table 2-2** shows the cleaned-up data of the results from the poll question and consolidated answers together for cities that included the state name in the response (thereby not allowing Mentimeter to automatically group them together). Plainfield and Levelland are the most frequent destinations noted with five responses each, while South Plains College (SPC) and the Amarillo VA both received two responses each. Single participants noted Denver City, Midland Oil Fields, New Mexico, and Waylon Baptist as important destinations.

Figure 2-1: Word Cloud Responses to Poll Question "What places are key trip generators beyond Lubbock for South Plains residents?"



Table 2-2: Data for Poll Question "What places are key trip generators beyond Lubbock for South Plains residents?"

City/Place	Count of Responses
Levelland	5
Plainview	5
Amarillo VA	2
SPC (South Plains College)	2
Denver City	1
Midland Oil Fields	1
New Mexico	1
Waylon Baptist	1
Grand Total	**18**

Progress Toward Previous Plan Goals

The workshop included discussion of progress made on the three goals that were in the 2022-2026 Five-Year Regionally Coordinated Transportation Plan. Attendees noted the following progress under each goal.

- *Goal 1: Increase public outreach and education on transportation services in the South Plains region.*
    - There have been limited efforts on a regional basis.
    - Citibus made an educational video and brings a bus to Lubbock ISD events a few times a year to raise awareness about bus service.
    - SPARTAN has been trying to increase their social media presence, especially to boost awareness of microtransit service in Plainview and Levelland.
- *Goal 2: Continued improvements to the coordination/communication between public and private transportation providers in the region.*
    - SPARTAN and Citibus update each other on changes to routes and services, but there is no formal coordination on such changes.
    - A recent meeting between the Panhandle and South Plains regions had good attendance, including TxDOT, but no transit providers. While the meeting was productive and helpful, nothing concrete emerged from it.
- *Goal 3: Increase the accessibility of transit services to SPTAC's six priority populations.*
    - Some things are in progress, but lack of funding is an issue.

Service Needs

A summary of the service needs discussion from the attendees included the following topics:

- Service schedules:
    - **Later hours:** Both transit providers have received requests for later pick-up and drop-off times.
    - **Higher service frequencies:** Citibus riders complain that hourly routes are too infrequent. Prior to COVID-19 pandemic, routes were mostly operated every 30 minutes (with some as frequently as 15 minutes).
- Service types:
    - **Employment transportation:** Manufacturers have shown some interest in financially supporting new Citibus routes—especially over MLK Boulevard in east Lubbock—but typically will balk at the cost.
    - **Same-day service:** There is interest in same-day service in Brownfield. SPARTAN is waiting to see how this service works in Plainview and Levelland before expanding to other areas.
- Vehicle-related concerns:
    - **Accessibility equipment issue:** Smaller vans operated by Citibus have issues with automatic ramp deployment. These ramps can't deploy automatically, meaning the drivers must deploy the ramps manually; this is stressful for the employees and delays trips for riders as well.
    - **Rising costs:** Cost of fuel and repairs have risen considerably.
- Marketing, outreach, and customer education:
    - **Public transportation awareness:** Community members who don't ride SPARTAN often assume it is a transportation for older adults, not for the general public. SPARTAN's current rebranding efforts, including adding bus wraps, are aiming to change this perception and clearly show SPARTAN is a general public service.
    - **Travel training awareness:** Citibus offers travel training but few people take advantage of this service. Human services agencies have limited awareness of Citibus travel training. LIFE Inc. offers travel training on Citibus and in using digital technology such as transit apps. LIFE Inc. also offers braille and interpretive services, which can help with travel training for individuals with disabilities.
    - **Referral process:** When an organization reaches out to SPARTAN or Citibus seeking service that would be better served by the other agency, there is no process for making referrals.

Technology Discussion

The consultant team asked attendees about their perceptions of transportation technology needs for the region based on attendees' own experiences either as a traveler or when working to provide assistance for clients and/or community members.

- Citibus and SPARTAN both have apps which customers are not fully using.
    - Citibus has two apps: one for fixed route and microtransit, and another for demand response paratransit. Customers find this confusing and would rather have just one app.
    - Many paratransit customers prefer to call Citibus to scheduled paratransit rather than scheduling through the app.
    - SPARTAN has a similar issue in that customers prefer to schedule rides by phone instead of the app. They are trying to push people who use the same-day microtransit to use the app.
- Citibus customers don't want to apply for ADA paratransit eligibility online. They prefer to use paper applications, which take much longer to get approved.
- In general, customers are reluctant to use the technology.
- Citibus noted that they now have tap-to-pay farebox technology on their buses.

Needs Rankings Results

Following the discussion of needs and gaps, the consultant team asked workshop participants to rank the identified needs for transportation in the South Plains region. **Table 2-3** provides the results of the ranking exercise, conducted using Mentimeter.

Table 2-3: Data for Poll Question "Rank the following needs for transportation in the South Plains region."

Tier	Rank	Unmet Transportation Need	Description
High	1	Additional connections to/from Lubbock	Improving service connections into and out of the Lubbock city limits
High	2	More frequent service for fixed routes	Increasing the frequency (e.g., every 30 minutes, 15 minutes) of current fixed route services
High	3	Earlier/later service hours	Increasing the service spans to extend past current hours

High	4	Additional weekend service	Providing transit service on Saturdays and Sundays
High	5	Additional regional routes	Implementing fixed routes that connect cities and towns in the region
High	6	Access to information for persons with disabilities	Ensuring transportation service information is available in accessible formats
Medium	7	New same-day service options	Implementing service that allows for trips requests to be made same-day/on-demand
Medium	8	More/improved transportation marketing	Increasing the amount and quality of marketing information on services
Medium	9	Coordination on transportation efforts	Partnering together on procurements, policies, and planning for transportation services
Low	10	Coordination with neighboring rural transit	Coordinating service with rural transit districts neighboring SPARTAN (outside the region)
Low	11	Shared fare/trip planning platform	Providing a single platform or technology link for customers to use with multiple providers
Low	12	Employer route connections/vanpools	Increasing service connections/mobility options to major employers

The **high-tier** ranked needs were:

- Additional connections to/from Lubbock
- More frequent service for fixed routes
- Earlier/later service hours
- Additional weekend service
- Additional regional routes
- Access to information for persons with disabilities

Needs with **medium-tier** ranking were:

- New same-day service options
- More/improved transportation marketing
- Coordination on transportation efforts

Attendees ranked the following needs as **low-tier**:

- Coordination with neighboring rural transit
- Shared fare/trip planning platform
- Employer route connections/vanpools

One participant felt the employer route connections could be more highly ranked based on how often employer interest is expressed; however, there was no additional feedback on this interest.

Workshop #2

The consultant team conducted Workshop #2 with SPTAC members and other local stakeholder representatives on Thursday, September 24, 2026, beginning at 10:30 a.m. at the SPAG offices located at 6811 Indiana Avenue in Lubbock. SPAG staff hosted the meeting in their facility's large conference room, invited stakeholder contacts to attend in-person or online via Microsoft Teams, and provided lunch for the in-person attendees. As with the previous workshop, SPAG provided is permanently-installed video conferencing technology to the consultant team to use with the Microsoft Teams application, allowing online attendees to have a clear picture of the entire meeting room and clear audio of the discussion.

The purpose of Workshop #2 was to review the content in Technical Memorandum #2, particularly focusing on the draft proposed goals and strategies documented in *Chapter 7* to address unmet transportation needs for the South Plains region identified in *Chapter 6* and previously prioritized by the SPTAC group. The consultant team went through a PowerPoint presentation and used Mentimeter polling for sets of strategies within each goal, while also pausing for questions and discussion along the way. Meeting attendees provided feedback on the technical memorandum proposed goals and strategies to further refine them in the Draft Final Plan; the revised goals and strategies are presented in *Chapter 7*, while the prioritization process is discussed in *Chapter 8* of this Draft Final Plan.

The remainder of the workshop information in this section provides summarized notes by topic from the discussions that occurred with attendees. **Table 2-4** shows the attendance list for all participants.

Table 2-4: Workshop #2 Attendees

Name	Organization/Affiliation	In-Person	Online
Samantha Mendoza	SPARTAN	X	
Stephanie Rodriguez	SPARTAN	X	
Rebecca Rodriguez	Citibus	X	
Robyn Johnston	SafeRide	X	
Chelsey Baldivia	SPAG	X	
Eric Garcia	TxDOT	X	
Ida Martinez	SPAG / 2-1-1 Program	X	
Amy Marquez	Goodwill Industries of NW Texas	X	
Caroline Rowley	Lubbock Economic Development Alliance	X	
Tomi Kouth	Communities in Schools	X	
Heath Hayes	Denver City Economic Development Commission	X	
Martin Lucero	Lubbock Metropolitan Planning Organization	X	
Jessica Adams	Lubbock Area United Way		X

Draft Goals and Strategies

The workshop presentation went through the draft proposed goals and strategies developed by the consultant team and provided through Technical Memorandum #2 to the SPTAC prior the workshop. The workshop attendees awarded a bank of points to the set of strategies for each goal to help determine prioritization of strategies by terms of importance. **Table 2-4** provides the goals and sets of strategies discussed in the workshop session.

Table 2-4: Draft Goals and Strategies for the Region Presented to the SPTAC

Goal #	Goal	Strategy #	Objectives/Strategies
1	Cultivate Additional Connections To/From Lubbock and Additional Regional Routes	A	Identifying additional local funding contributions for operations support.
		B	Continue implementation of recommendations in the Citibus Five-Year Service Plan on local service in Lubbock.
		C	Identifying federal and state funding sources to support expanded regional services.
		D	Study service needs and effectiveness of potential service to regional communities.
		E	Assist agencies who would qualify to apply for Section 5310 Program project funds.
2	Introduce More Frequent Fixed-Route Service and Expanded Morning, Evening and Weekend Service	A	Plan, develop and implement increased frequencies on existing Citibus and SPARTAN fixed-routes
		B	Introduce earlier morning start times on existing Citibus and SPARTAN services
		C	Introduce later evening end times on existing Citibus and SPARTAN services
		D	Introduce additional weekend service on SPARTAN services
3	Improve Access to Information for People with Disabilities and Enhance Marketing of Existing Services	A	Increase the availability of real-time transit service information through a number of platforms and media.
		B	Ensure all public transportation service information is available through accessible formats in accordance with current requirements.
		C	Providing a single platform or technology for customers to use with multiple providers.
4	Create New Same-Day Service Options	A	Produce a plan that identifies currently un- or under-served community pairings in the region and prioritizes development of service options to address gaps
		B	Establish new service options to make same-day trips easier
		C	Providing a single platform or technology for customers to use with multiple providers
		D	Evaluate new Same-Day Services to determine the utilization of new options in relation to resources required to provide service

Goal #	Goal	Strategy #	Objectives/Strategies
5	Improve Coordination Among Existing Stakeholders and Neighboring Rural Transit Systems	A	Utilize the SPTAC to develop recommendations on connecting people with existing Citibus and SPARTAN with mobility options offered through public, non-profit and private entities
		B	Create improved wayfinding, signage, and information at and for transfer points between Citibus and SPARTAN routes
		C	Develop an effort to increase interaction with mobility providers in regions outside the South Plains area, such as SHARP Lines, Aspermont Small Business Development Center and West Texas Opportunities, and providers in Roosevelt and Lea counties in New Mexico
6	New Employment-Focused Routes and Vanpool Programs	A	Conduct a study of needs for new transportation services connecting jobseekers with employment availability involving regional business leaders and transit providers
		B	Launch a pilot program for vanpool service in conjunction with regional businesses
		C	Introduce new or expanded services provided by Citibus and/or SPARTAN targeted to areas of employment opportunity.

Workshop Discussion and Strategy Scoring

The remainder of this section provides a summary of the discussion from the SPTAC during the workshop for goals and strategies presented, along with the scoring of proposed strategies as organized by goals. For the scoring exercises in Mentimeter, attendees were asked to score the strategies using a bank of 100 points across the individual strategies. For example, an attendee could award 60 points to Strategy A, 40 points to Strategy B, and no other points to other strategies within that group. Mentimeter would then average the scores submitted and provide real-time results to the workshop audience.

Goal 1. *Cultivate Additional Connections To/From Lubbock and Additional Regional Routes*

-1A: Identifying additional local funding contributions for operations support

- SPARTAN noted the region's population decline in the following context:
  - Annual budgets locally are pretty much accounted for
  - Natural disasters as well
- Adjusted "Any additional public transit service implemented in the region could be funded in part by the local jurisdiction being served, rather than should be served"
- Participants observed that a fee for service arrangement may not be viable in the region
- Preferred to focus on other local contributions, rather than more local contributions

- Lubbock United Way commented that long-term sustainability should address/balance shrinking population

-1B. Continue implementation of recommendations in the Citibus Five-Year Service Plan on local service in Lubbock

- Citibus commented that many residents want service farther west in the city
- Participants noted that Hillcrest Manor Senior Citizens have been active in seeking improvement

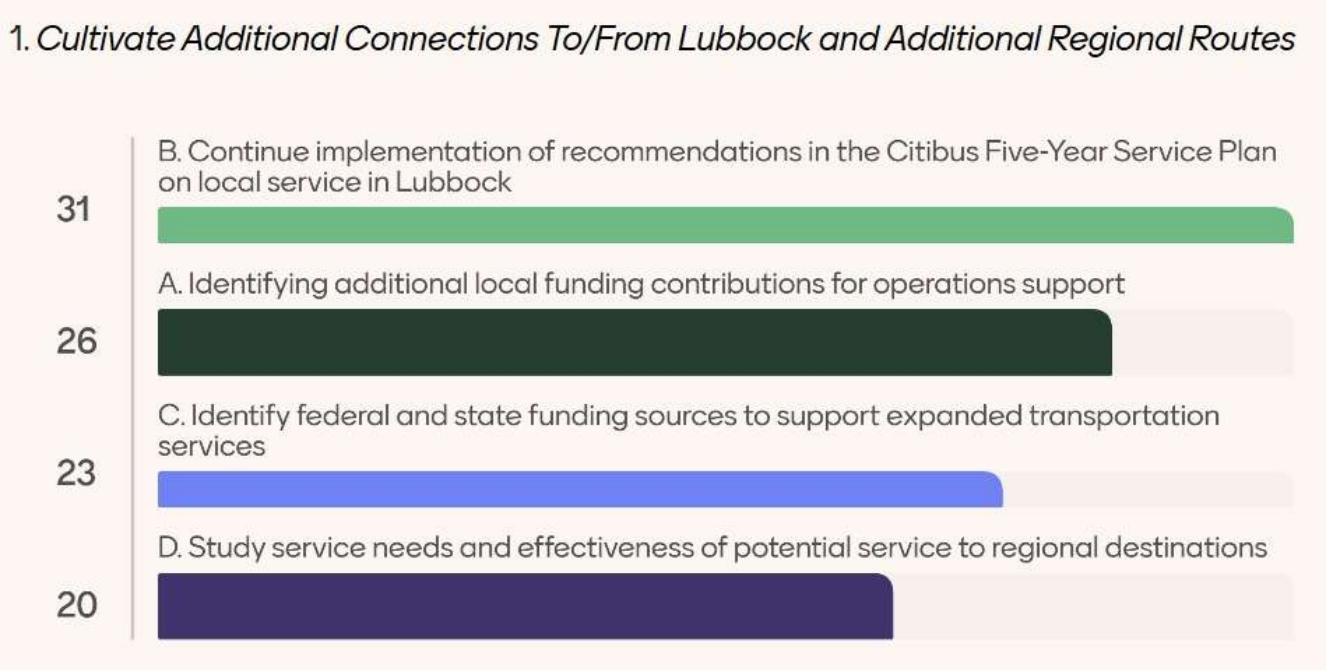
-1C. Identify federal and state funding sources to support expanded transportation services

- TxDOT: the agency is finishing up a Service Expansion Plan (SEP) for the region:
    - SPARTAN has been awarded 2 years of SEP, annual allocation moving forward
    - Funded service Same-Day Service creation in Levelland and Plainview
        - Plainview has been more successful – lot of workers are located there
- Citibus: The recommendation should be more specific on 5339 details
    - TxDOT already matches with TDCs
    - Lubbock MPO: The regional could explore the creation an Regional Transit Authority, which is often a 20-year process, which would require voter approval
        - The attendees discussed the past history of exporting an RTA for the region and the requirements of doing so

-1E. Assist agencies who would qualify to apply for Section 5310 Program project funds

- Following discussion among the attendees, this strategy was removed from the final plan recommendations

Figure 2-4: Workshop Scoring of Proposed Strategies Within Goal #1



Goal 2. *Introduce More Frequent Fixed-Route Services and Expanded Morning, Evening and Weekend Service*

-2A. Plan, develop and implement increased frequencies on existing Citibus and SPARTAN fixed-routes

- Citibus used to have 15-minute frequencies, haven't returned to that level of service due to funding limitations
  - Like most agencies, the region's transit providers are subject to operating constraints (vehicles, drivers)
- SPARTAN noted that as the agency has no fixed routes, this strategy should be broadened to service enhancements

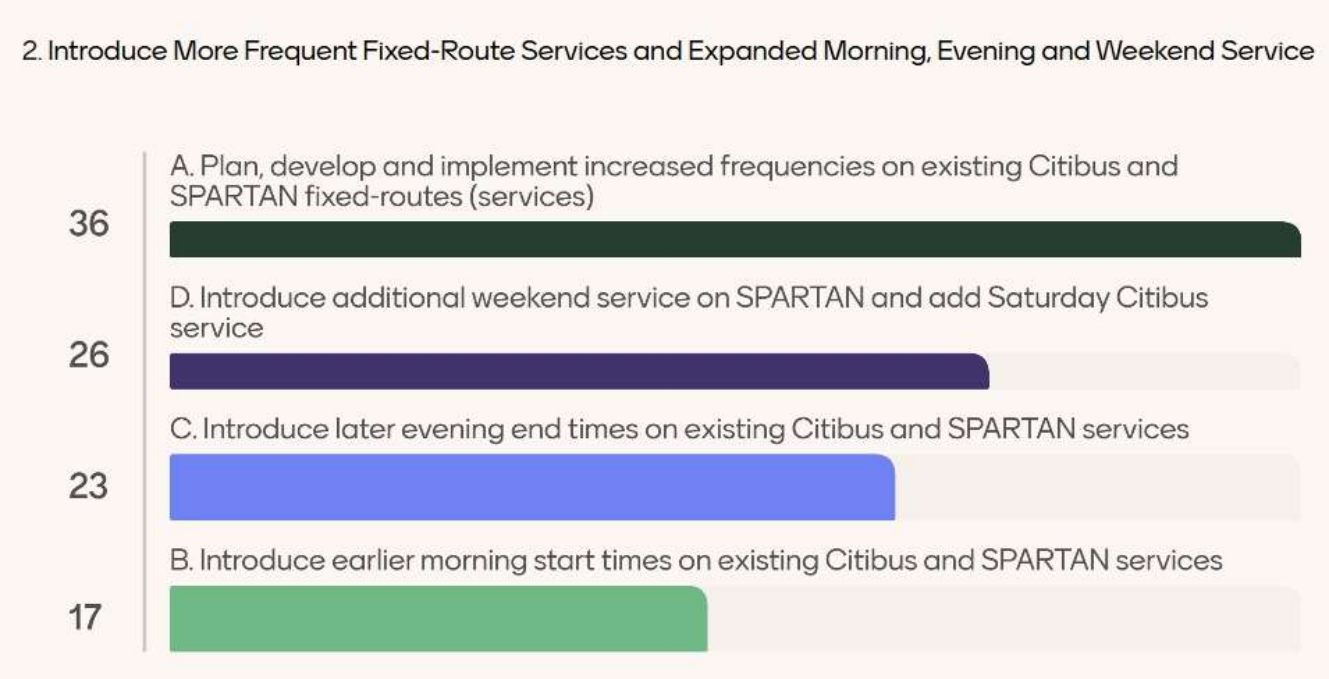
-2B. Introduce earlier morning start times on existing Citibus and SPARTAN service

- SPARTAN shared details that its service to the Cargill facility along with dialysis routes start earlier in the morning than its general services

-2D. Introduce additional weekend service on SPARTAN and Citibus

- SPARTAN has same-day services on Saturdays
- Modelling of ridership projections needs further refinement on who provides these services and participants noted that the transportation providers should not be responsible for undertaking this work
- Additional discussion focused on potential software applications to help better study and design these services

Figure 2-5: Workshop Scoring of Proposed Strategies Within Goal #2



Goal 3. *Improve Access to Information for People with Disabilities and Enhance Marketing of Existing Services*

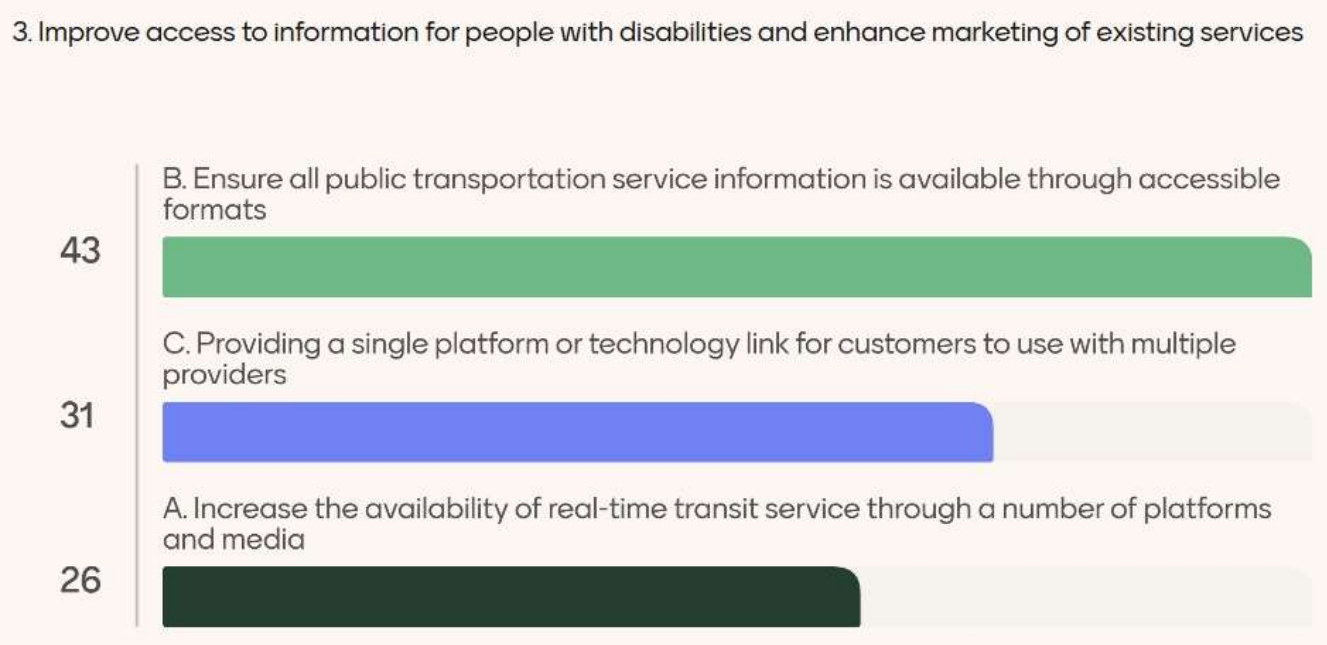
-3A. Increase the availability of real-time transit service information through a number of platforms and media

- Citibus noted that the agency currently supports multiple apps for service information
- At SPARTAN, the agency is developing passenger information displays
  - The region also benefits from many partnerships, including rural coalition meetings, the recent mobility management forum and other forums
- TxDOT is currently submitting application for federal Innovative Coordinated Access and Mobility (ICAM) funding
  - Citibus would be the lead agency
  - The project would focus on working with subrecipients on the same technology platform

-3C. Providing a single platform or technology link for customers to use with multiple providers

- Participants emphasized the significant challenges involved in achieving a single platform or technology that could be incorporated by multiple transportation providers
- Lone Star Connect is a potential ICAM application, possibly connecting the Amarillo, Lubbock, Concho, Midland-Odessa and San Ángelo regions

Figure 2-6: Workshop Scoring of Proposed Strategies Within Goal #3



Goal 4. *Create New Same-Day Service Options*

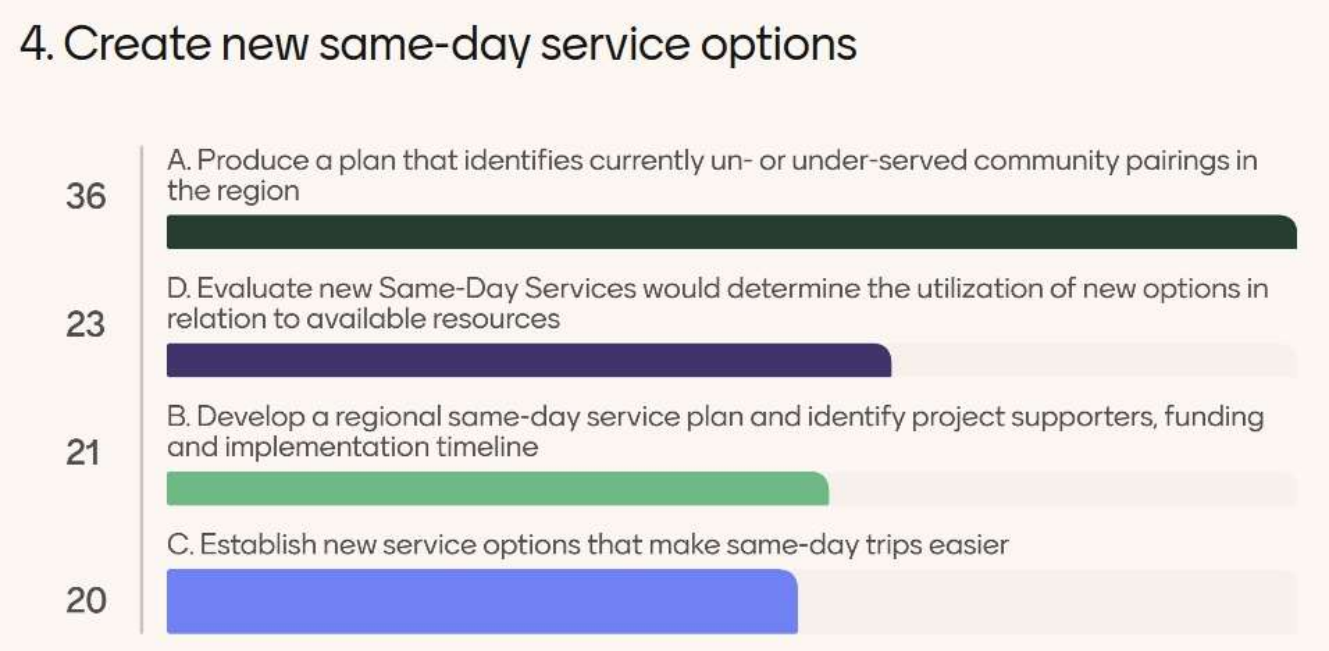
-4A. Produce a plan that identifies currently un- or under-served community pairings in the region and priorities development of service options to address gaps

- Participants requested the strategy focus on a regional, partnership focused study of same-day service options, rather than one that relieves pressure on SPARTAN for a go-it-alone study

-4B. Develop a regional same-day service plan and identify project supporters, funding sources and implementation timeline

- While examples provided for discussion did not reflect correlations in data for specific community travel pairings, such as Plainview to Lockney or between Post and Garza, attendees did express further exploration of demand for trips between Plainview and Floyd or Motley counties

Figure 2-7: Workshop Scoring of Proposed Strategies Within Goal #4


4. Create new same-day service options
36
A. Produce a plan that identifies currently un- or under-served community pairings in the region
23
D. Evaluate new Same-Day Services would determine the utilization of new options in relation to available resources
21
B. Develop a regional same-day service plan and identify project supporters, funding and implementation timeline
20
C. Establish new service options that make same-day trips easier

Goal 5. *Improve Coordination Among Existing Stakeholders and Neighboring Rural Transit Systems*

-5A. Utilize the SPTAC to develop recommendations on connecting people with existing mobility services currently available through public, non-profit and private entities

- Participants asked for an example of peer regions that are pursuing these efforts; the Lower Rio Grande Valley region is currently developing a regional mobility guide to provide service information on the multiple providers in the region
- TxDOT also noted that the larger Amarillo-Lubbock-Midland/Odessa group of regions could be interesting for connections across a larger area with similar mobility needs and resources

-5B. Create improved wayfinding, signage and information at and for transfer points between Citibus and SPARTAN routes

- Participants asked for clarification on the degree to which the region was expected to cultivate greater utilization of existing fixed-route and microtransit/on-demand services
- Representatives of Citibus and SPARTAN also noted that advertising space is often subject to vandalism and reduces resources for informational materials
- Additionally, there is a greater use of QR codes to help share frequently-updated service information

5C. Develop an effort to increase interaction with mobility providers in regions outside the South Plains area

- A potential additional stakeholder outside the South Plains region was suggested in Panhandle Community Services

Figure 2-8: Workshop Scoring of Proposed Strategies Within Goal #5



Goal 6. *New Employment-Focused Routes and Vanpool Programs*

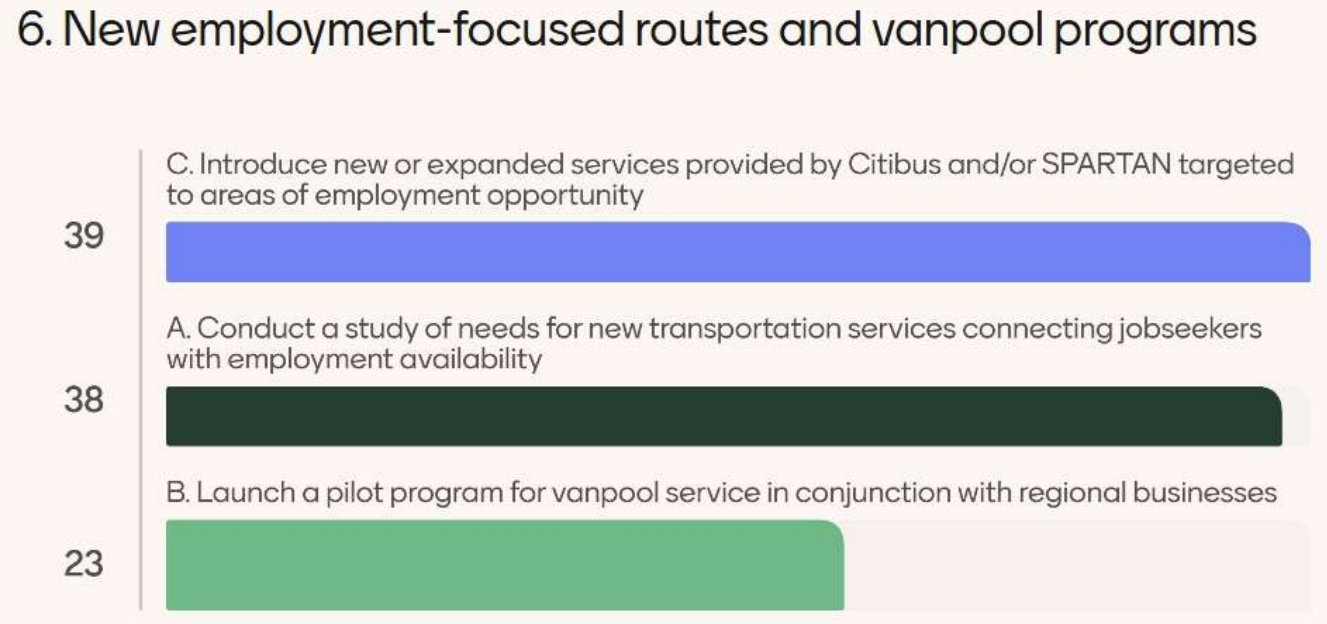
-6A. Conduct a study of needs for new transportation services connecting jobseekers with employment availability

- SPAG provided additional context: the agency is in the process of completing a commuter study in the region, and requested that this strategy should be modified to incorporate those results

-6B. Launch a pilot program for vanpool service in conjunction with regional businesses

- SPARTAN staff noted the operation of existing service to the Cargill facility for employees there, a model similar to vanpool operations elsewhere
- Elsewhere in Texas, SWART operates a vanpool program with Enterprise that could be a potential model to study
- Participants emphasized that that the study identified in strategy 6A is completed prior to this strategy pursued, with demand studied appropriately

Figure 2-9: Workshop Scoring of Proposed Strategies Within Goal #6



Stakeholder Interviews

SPARTAN

On November 6, 2025, the consultant team met with Director Brian Baker and other staff members at SPARTAN Public Transportation. A program of South Plains Community Action Association, SPARTAN is headquartered at W. Highway 114 in Levelland, TX 79336, and provides demand-response transportation in 17 Texas counties, including all 15 counties of the South Plains region. *Chapter 5* of this Draft Final Plan provides information about SPARTAN services and organization. The following is a summary of transportation needs and concerns shared during this site visit.

- **Funding:** SPARTAN's biggest needs are operating funding and local match.
- **SPC Route:** Connecting the SPC route with Citibus would make it easier for SPARTAN customers to use Citibus when in town.
- **Dialysis service:** There is high demand for service to dialysis in Plainview and Lubbock. SPARTAN provides dialysis transportation on a fixed schedule.
- **Medicaid**: SPARTAN now receives fewer Medicaid NEMT trip assignments than before, with 17 percent fewer trips than last year. NEMT service comprises about 20 percent of SPARTAN's demand-response service. The Medicaid contracts can be onerous, and reduced Medicaid enrollment may also be affecting the number of trips. Some brokers have a portal for unassigned trips, but schedulers need to keep a close eye on the portal before trips are claimed by another provider.
- High-demand and growth areas include:
    - Within Plainview, mostly for employment trips. Same-day service in the city uses only one vehicle.
    - Within Levelland on weekdays; service in the city also uses only one vehicle.
    - Dialysis transportation demand:
        - Trips to Plainview from Olton, Sudam, Floydada, and Lockney
        - Transportation within Brownfield
        - Trip to Sweetwater from Colorado City and Denver City
    - Demand for Saturday service in Plainview supported by the TxDOT SEP program has been strong. By comparison, demand in Levelland on Saturdays is not as high.
    - Service in rural Lubbock (outside city limits).
    - Trips from Muleshoe and Littlefoot to Lubbock.
    - Riders want transportation to large retailers such as Walmart and Sam's Club.
    - Longer service hours may be needed.
- SPARTAN currently has a good number of drivers after being short-staffed in previous years. One more driver is needed in Plainview, which is very busy.

- Marketing needs:
    - More advertising is needed in rural Lubbock, outside of the city limits.
    - There is a perception of misinformation about transit availability. Often the service is available, but not at the exact time requested. An example of this is Burkhart Center at TTU which has a start time at 8:00 a.m.
    - When marketing transit, the human story is important; an example is providing a VA trip from Morton to Lubbock.
- Vehicle needs:
    - SPARTAN currently does not have spare vehicles for Brownfield, Morton, or Colorado City.
- Technology:
    - The current scheduling and dispatch technology has good support from the company but requires a lot of fixes; the platform could also perform better at grouping trips in microtransit service.
    - Changing the platform from the previous software took a while, but most staff and drivers are now more comfortable with it.
    - Microtransit customers are getting used to the app. IVR has been helpful. Calls from SPARTAN's 744 number are often assumed to be spam by customers and do not get answered (assumed spam). Some trips are unassigned, yet show as being scheduled; the app is not letting the customer know in these instances.
- Federal intercity bus investment through Section 5311(f) program is a funding source that is not being used to its full potential. It was suggested to have a fixed schedule of routes connecting SPARTAN, Panhandle Community Services (PCS), City and Rural Rides (CARR)/Central Texas Rural Transit District (CTRTD), and West Texas Opportunities (WTO).

Citibus

The consultant team met with members of Citibus staff on Friday, November 7, 2025, including General Manager Chris Mandrell, Maintenance Director Rodney Middleton, and the head dispatcher. Headquartered at 801 Texas Avenue in Lubbock, TX 79401, Citibus is a City of Lubbock program. Information about the services and organization are provided in *Chapter 5* of this Draft Final Plan. The transportation needs and concerns shared during this site visit are summarized below.

Funding Concerns

Citibus is facing an upcoming budget cliff. Costs have increased significantly, and microtransit demand has grown to be unmanageable. Citibus is still using CARES funding, but in two years will need to cut

service with no new funding. The City, which provides some funding, has been unwilling to provide additional funding, although some council members are supportive. Advertising vehicle wraps used to bring about $400,000 in advertising revenue per year, but this has dropped to around $150,000.

Changes to microtransit service design along with a fare increase could help control costs for this service, but service may still need to be cut due to the budget. Citibus is also considering other types of on-demand service such as transportation network companies (TNCs) which could help reduce microtransit and/or paratransit costs, but such service would also need to be within the budget. Concurrently, costs to operate the service have increased in the last few years.

Community Perceptions and Engagement

There are opportunities to improve Citibus's image in the community. Community members sometimes have false perceptions about Citibus, such as that it is shuttle service for unhoused people. The airport does not want Citibus service. Citibus recognizes the importance of online information. They would like to do more public engagement with future service planning.

Transportation Use and Needs

The busiest destinations served by Citibus routes include Texas Tech University (TTU), the hospitals, dialysis centers, adult day care centers, the Social Security office, the Walmarts, and grocery stores. Route 12 is particularly busy. It serves north Lubbock, University Medical Center (UMC), the Social Security office, the Workforce Solutions South Plains unemployment office, and the TTU Health Science Center. Major service transfer points include the mall, TTU, Walmart, and United Supermarkets.

Busy locations for demand-response service include the TTU campus, 4th Street – Heritage, HEB, Walmart, Frankford & Highpoint, 4000 MLK Boulevard, and 130th & Indiana.

Growth areas include 19th and 14th streets in west Lubbock, the HEB and Walmart in south Lubbock, and Loop 88, where there is already demand, with the southwest portion being built first, and United at Indiana Street. Manufacturers have also requested service to outlying areas within the city limits.

Regional needs include making connections with SPARTAN, particularly at locations in Lubbock where the rural provider is interested. The City of Wolfforth is rapidly growing, currently with about 25,000 residents and high-density development. Greyhound intercity bus service has been reduced to five buses per day, and there is no longer a Kerrville connection. The declining Greyhound service levels have meant not only reduced intercity mobility, but also a reduction ticket sales commissions.

Regarding Medicaid, few NEMT trips are assigned to Citibus—the ones that are primarily are those trips requiring a wheelchair-accessible vehicle.

Fleet Concerns

The Citibus fleet is generally able meet current service needs. However, two Proterra electric buses are unfortunately out-of-service because the manufacturer is no longer in business and cannot support the equipment. Operating on brick roads in downtown is hard on vehicles, particularly paratransit vans. Mechanics are short-staffed; Citibus currently has four openings. Citibus is planning a future maintenance facility at a site yet to be determined. Additional funds are needed to build this facility.

Dispatching Concerns

The dispatcher handles all fixed-route and all demand-response services, using the software platforms to monitor service and also manually logging some service events. Currently Citibus has a single dispatcher, although they will soon have a second dispatcher coming from the customer service team. Dispatch noted that the currently scheduling software does not seem to group rides as well as the agency's previous software, but is gradually improving.

Lubbock County

The consultant team spoke with Judge Curtis Parrish of Lubbock County on January 22, 2026, with regard to transportation needs in the county and region. Judge Parrish is Chair of the Lubbock Metropolitan Planning Organization (MPO) and a member of the SPTAC. As MPO chair, the judge has been able to observe transportation and planning needs from a bigger perspective than just Lubbock County. Judge Parrish shared the following perceptions:

- Citibus does a great job serving the city of Lubbock.
- SPARTAN is also responding to the need for connections between Levelland and Lubbock, and rural transit across the county and region.
- The top needs include:
    - An aging population which has mobility challenges
    - Ensuring that government facilities are accessible
    - Serving assisted care programs and facilities
    - Supporting employment services in the county and region
    - General issues such as law enforcement, non-paved roads, safety and health of residents and assets, education, and economic development with focus on agriculture
- The 2019 road bond is an example of how the region can come together to cultivate investment for infrastructure.

- Roads and infrastructure are adequate for current levels of population and activity, but more growth is expected and additional investment is needed.
- Rural populations have different access needs than the urban areas of Lubbock.
- Loop 88 and I-27 projects are major long-term initiatives that could be transformative.

LIFE Inc.

On January 22, 2026, a member of the consultant team met with Michelle Crain at LIFE Inc. in Lubbock. LIFE Inc. – Lifetime Independence for Everyone – is the center for independent living in the South Plains region. Their focus is providing services and assistance to people with disabilities. Services include housing assistance, nursing home relocation, interpreting, life skills, benefit counseling, advocacy, and more.

LIFE Inc. consumers have a range of transportation and mobility needs, including information on using transit services (both Citibus and SPARTAN), fare passes/vouchers, braille and large format materials, and paratransit eligibility.

LIFE Inc. provides referral service to both Citibus and SPARTAN along with the Area Agency on Aging. LIFE Inc. would like to build awareness of travel training programs and funding to support connecting with various program groups, such as youth transition, aging with disability, etc. Peers to demonstrate with travel trainers would be ideal.

Consumer apprehension of eligibility process is a concern, along with complexity of taking fixed-route service or scheduling on-demand trips.

Comfort Keepers

On January 12, 2026, a member of the consulting team met with Lisa Carson, Owner of Comfort Keepers in Lubbock. Ms. Carson also manages the Feed Seniors Now program to provide meals on weekends for seniors to supplement Lubbock Meals on Wheels, and includes a fundraising element.

Comfort Keepers is an international franchise providing in-home, non-medical care and companionship for seniors and adults. Franchise operators provide personalized care plans to help older people remain independent and live in their own homes rather than assisted living facilities. The company has been providing transportation service for 24 years and had a contract for service with SPARTAN for a period.

Among the services the company provides to its customers are direct transportation services to access any particular destinations or locations they need. They provide about seven to eight trips per week, using one minivan and a driver who also performs other duties for the company. The company provides internal training for the driver, along with several other employees are also trained as back-ups. Drivers will provide door-to-door assistance, but do not provide accessible service for all mobility limitations,

including individuals who use wheelchairs. There are no restrictions on trip purpose or distance within reasonable limits.
Generally, Comfort Keepers customers who use the service are people who have means to support the cost of the service, which begins at $50 per trip. Many of these riders do not wish to use Medicaid-supported NEMT service or undertake the eligibility process for Citibus paratransit.

Comfort Keepers customers who are not able to afford the cost of their transportation service and are also ineligible for paratransit services or Medicaid NEMT service have unmet transportation needs. Some level of public funding to subsidize the cost difference (even by half) of Comfort Keepers rate could support many people.

Lubbock Independent School District

On April 29, 2026, a member of the consultant team met with Amy Baker, Executive Director of Career & Technical Education at Lubbock Independent School District (ISD) and SPTAC member. The following transportation needs and considerations were discussed:

- Transportation for students under age 18 is a big need. Students have barriers to employment access.
- Some 60 percent of high school seniors do not have a driver's license. Many have no interest in getting a license and/or no access to a vehicle.
- Most students do not have knowledge of the local transit service. Even those who do can have a stigma with riding it, even if someone in their family uses the bus.
- Many students use Lime scooters to get around town (there might be other shared mobility companies with scooters placed in Lubbock as well).
    - There is little bike infrastructure in town, but accidents do not seem to be common.
    - Students mostly make short-distance trips, such as going to the store after school. Grocery stores, Dollar Tree and Dollar General are other frequent destinations.
- LISD has received inquiries from employers offering to send shuttles to pick up students for work. These are often auto dealerships with repair shops.
- Some LISD school campuses have bus stops right at the location.
- Citibus will come out on request and bring a bus on site, providing “bus tours” once or twice a year.
- There is a need for more coordination with Citibus. Potential ideas include:
    - A program to provide bus passes for students with the cost paid by LISD.
    - An apprentice program for drivers/mechanics at Citibus. Various transportation companies have already approached the LISD on CDL training for students.

  - Citibus could partner with school districts to provide transportation for teachers. All school districts in the region are struggling to get teachers, including Plainview, Roosevelt, New Deal, Ropesville, and Levelland. Many teachers live in Lubbock but want to work at other school districts. Most Lubbock ISD teachers live in Lubbock.
    - Most teachers work 8am-4pm
    - Administrative staff works 8am-5pm
    - Kindergarten teachers start at 7:30am

- Unmet needs include:

  - Transit service to the east side of Lubbock can be limited. Employer Leprino Foods is located on the far east side and is now hiring.
  - There is a lack of back-up school bus capacity to pick kids up when they miss the bus to school.
  - There is a lack of understanding on how to use the Citibus demand-response services (On-Demand or Access)
  - The school bus contractor (Durham) does not provide transportation to summer school. On-Demand service would be helpful for summer school which is held at every high school campus.
  - Transportation is also needed for summer registration, which happens in August at each school, and is also not covered by the Durham contract. Many families carpool for summer registration. This is mostly a need for students who are registering at middle and high schools.
  - Transportation between high schools and colleges when there are dual in-person courses.

- Perceptions of transit include:

  - School fairs need more of a public transit presence.
  - Agency and local leaders are not talking to each other.
  - Physical flyers and information on transit service are not posted or available.
  - Transit service could do better on branding and marketing.
  - Transit providers need to be an officially-recognized district partner.
  - Transit providers need to meet with the local superintendents.
  - Bus stop conditions are generally perceived as safe.
  - Trips on transit take longer, and discourages potential riders.

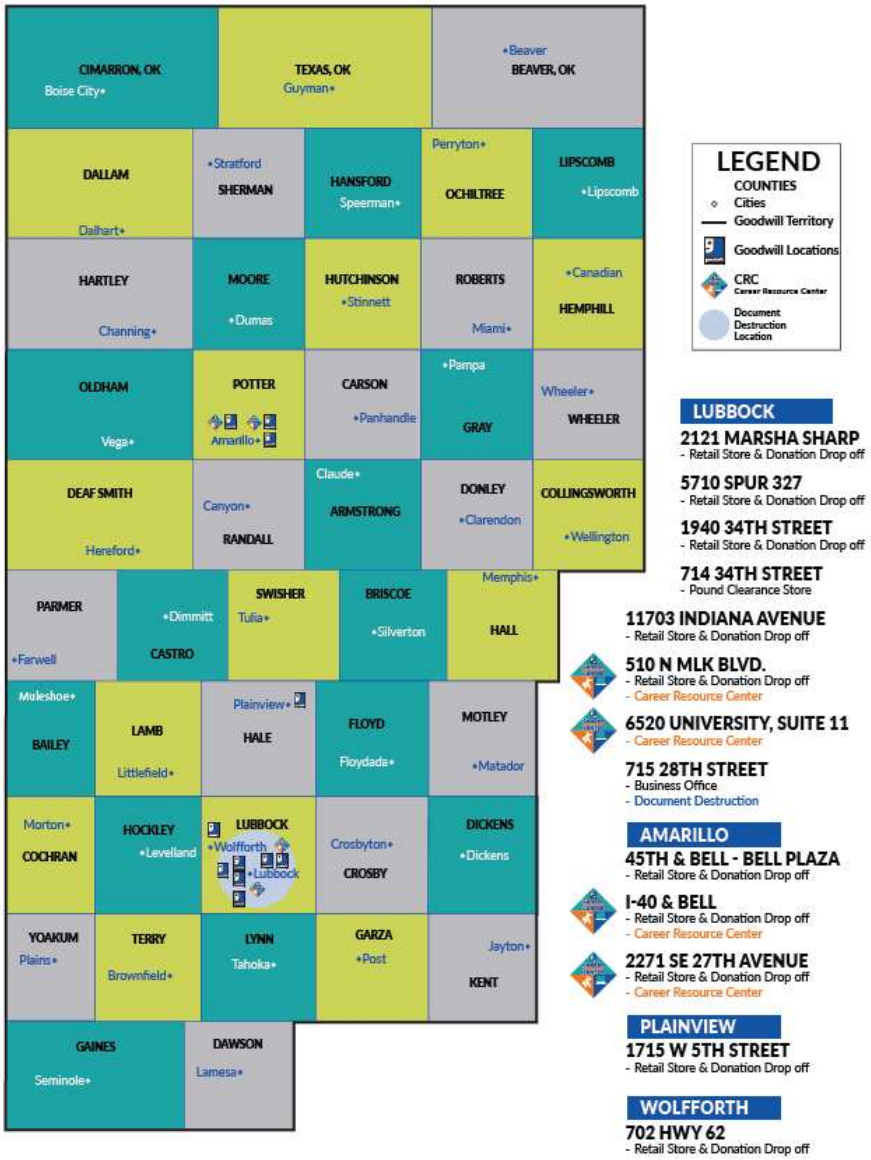
- Other approaches considered

  - LISD has considered Uber for transportation vouchers, but decided not to move ahead with the idea because of the cost.
  - Lubbock Economic Development Alliance (LEDA) has indicated willingness to pay for bus passes for employees. Employers that need them include Johnson Controls, a fire suppressant company by the airport with shifts beginning at 4:00 am, Leprino Foods, and X-Fab (which may have a shuttle).

Goodwill Industries of Northwest Texas

On April 29, 2026, a member of the consultant team met with Amy Marquez, Director of Communications of Goodwill (and SPTAC member). With a 45-county service area, including three in Oklahoma, Goodwill Industries of Northwest Texas is headquartered at 715 28th Street, Lubbock, TX 79404, with most of its facilities in Lubbock, one in Plainview, and some in Amarillo.

Figure 2-2: Goodwill Industries of Northwest Texas Territory Map



Some Goodwill employees utilize transit service, and Goodwill endeavors to ensure facilities are on transit routes. Transit stops are located at two career resource centers in Lubbock, and Goodwill confirmed that Citibus would serve the facility on the east side. The store in south Lubbock is not served by a fixed route but is within the On-Demand zone.

Goodwill has a benevolence fund that provides internal assistance to employees. Employment transportation support, including purchase of bus passes, is among the services the benevolence fund supports. The budget for this fund, typically around $10,000 to $12,000 per year, is funded by vending machines and store sales. Employees apply for assistance, and a committee reviews applications for approval. Sometimes Goodwill provides bus passes using other funds. Goodwill also purchases about 40 to 50 Citibus day passes around four times a year and makes these available at the career resource centers for use as needed.

Unmet transportation needs identified during the discussion include:

- Need for easy-to-find information on how to use Citibus services
- Transit service in Lubbock on Sundays
- Transportation for night shift employees of Leprino Foods
- Midday service between Levelland and Lubbock

Citibus services are clean and convenient, but it is not easy to understand how to use, even for those with smartphones. Providing more Citibus information at bus stops would be helpful. Citibus On-Demand service works well for special events, providing reasonably-priced safe rides home.

Goodwill operates a Document Destruction facility at 715 28th Street in Lubbock. The Document Destruction program leases three big box trucks and employs three drivers and three assistants, with a director of operations and a director of maintenance on staff. About 75 percent of employees at this facility have a disability. One employee uses Citibus Access and sometimes has a long wait to be picked up, but Citibus communicates well and always comes to get them.

Goodwill and SPARTAN have talked about regional transportation needs. More service from Levelland to Lubbock would help people access the career resource center. Most classes are one hour long, and there is a long wait time for return with current service levels. Midday runs would help with this need, perhaps with SPARTAN's SPC route. Goodwill's Lubbock locations draw from about a 30-mile radius as well as Tahoka, Brownfield, and Idalou. Special one-time classes are sometimes only offered in Lubbock.

Lubbock Economic Development Alliance

On Thursday, April 30, 2026, the consultant team met with Carolyn Rowley, Vice President of Retention and Innovation at Lubbock Economic Development Alliance (LEDA) and SPTAC member. LEDA's objective is to represent the Lubbock region with existing employers and respond to emerging trends and challenges, including transportation concerns. Ms. Rowley shared the following perceptions about transportation needs:

- Adding new transit routes or stops requested or inquired by businesses can be a challenge to implement in a reasonable timeframe, or not achievable at all. This is not due to resistance from Citibus or other providers, but due to process and funding limitations.

- First-mile/last-mile connections are often viewed as a barrier for employees to reach or obtain employment, and by the time a transit solution is possible, those employees have moved on to other employment opportunities or obtained a car or a regular ride.

- SPARTAN does a good job of serving the rural areas, although employer connections with transportation can be less direct.
- Economic trends from her perspective are higher education (i.e., TTU and SPC), healthcare services (specifically regional specialists), agriculture (cotton, sorghum, and peanuts) and manufacturing.
- The long-term development of I-27 through the region will be a crucial catalyst to new economic opportunities. This may attract new business areas and result in consolidation of travel corridors.
- For business retention, transit doesn't come up a lot, although some would like to see more robust levels of service (including more frequent service and longer hours of operation).
- LEDA has previously worked on vanpool program opportunities, including Prater's Foods in south Lubbock.
- Factors for employers to consider when locating in Lubbock include growth (forward-looking companies), cost-of-living, infrastructure (particularly highways and airport), talent flow (Lubbock offers about 15,000 graduates per year) represents a boomerang effect, a counter-intuitive phenomenon where a policy, intervention, or market trends produce the exact opposite result of its original intention.
- LEDA's strategic direction includes: creating high-paying jobs; enticing businesses and workers to come and stay; addressing isolation (economic, geographic, services, etc.); and providing access to major interstate travel and trade corridors.
- Ideally the Lubbock area would have mass transit comparable to that of big cities and truly usable for all, overcome a stigma against riding transit, and provide connectivity for larger region.

Lynn County Pioneers Senior Center

On Friday, May 1, 2026, a member of the consultant team met with Sandra Norwood, Director of Lynn County Pioneers, at the Lynn County Pioneers Senior Center at 1600 S. 3rd Street, Tahoka, TX 79373. Discussion on services provided by the center and transportation need included the following:

- Lynn County Pioneers mostly provides meal delivery (rather than congregate meals). They prepare 60 meals a day, delivering to people who don't have a vehicle and are essentially homebound due to lack of transportation.
- Only three-to-four people come into the meal center to eat every day. There are others who could come into the senior center for lunch and socialization if they had transportation.
- The most pressing transportation needs are medical trips, with more service needed to Lubbock. SPARTAN does provide service to Lubbock, but some seniors dislike waiting for a long time in Lubbock for a return trip, particularly if they miss their initial return ride because their appointment took longer than planned.
- There is a need for transit information to be posted at the senior center.

South Plains Community Action Agency WIC Program

On Friday, May 1, 2026, a member of the consultant team met with Juanita Smith of the WIC program of South Plains Community Action Agency at 1629 Avenue K, Tahoka, TX 79373. Transportation needs identified during the discussion were not limited to the WIC program.

Employment transportation is the biggest issue. Many people are unable to work because they don't have a car. Locally this is less of an issue, but many good jobs are at out-of-town locations. Even where transportation services are available, second shift or service industry employment doesn't work with transit service because their return trip time is too late. Most people in Tahoka are not aware of the transit services that are available to them.

South Plains Region Transportation Survey Results

The South Plains Region Transportation Survey was conducted from February 11, to April 26, 2026. A total of 214 responses were received. There were 102 responses from public transportation users, and 112 were from people who did not regularly use public transportation.

Of the public transportation user respondents, 10% were 65 years or older, 1% were under 18 years old, 11% were between 18 and 24 years old, 48% had a household income of less than $16,500 annually, 80% did not have regular access to a private automobile, 45% had a disability, 6% were veterans, and 10% were unemployed seeking work.

Of the non-transit user respondents, 12% were 65 years or older, 22.5% were between 18 and 24 years old, 24% had a household income of less than $16,500 annually, 24.5% did not have regular access to a private automobile, 21% had a disability, 3% were veterans, and 15% were unemployed seeking work.

The survey was distributed in paper form on Citibus and SPARTAN vehicles, and flyers were posted in buses and at transit centers with QR codes that linked to the online survey. A total of 176 of the surveys were filled out online, and the remaining 38 were paper.

Highlights from the Survey Results

Selected results of the survey from Citibus riders are shown below in **Figure 2-3**. About the same number of riders use fixed routes as On-Demand, with about half as many using Access. However, the riders that use fixed routes are much more likely to ride several times per week compared to the riders on the other service types. Other notable results are that commuting to or from work is the most common reason for people to use Citibus, and riders generally feel positively about the system, although the "somewhat positive" responses heavily outweigh the "very positive" responses.

When compared to the SPARTAN results shown in **Figure 2-4**, many of the results are similar, such as the requested improvements and the ability to get where you need to go. SPARTAN riders have an even greater positive view of their transit system, and are far more likely to use the service for medical trips than for any other travel reason—and their preferred method for getting information about transit is text or call. That preference is notable, as it was not one of the options on the survey, but written in by a large number of people (both Citibus and SPARTAN riders).

The results from respondents who do not regularly use either public transportation service are shown in **Figure 2-5**. Two of the key takeaways are that they want more convenient and more frequency service in order to use either service more; and that while driving oneself is the most common form of daily transportation for this group, 30 of the 112 (27 percent) rely on some other form of transportation. Also notable is that 77 percent of respondents have used Citibus at some point.

Figure 2-3: Citibus Rider Survey Results

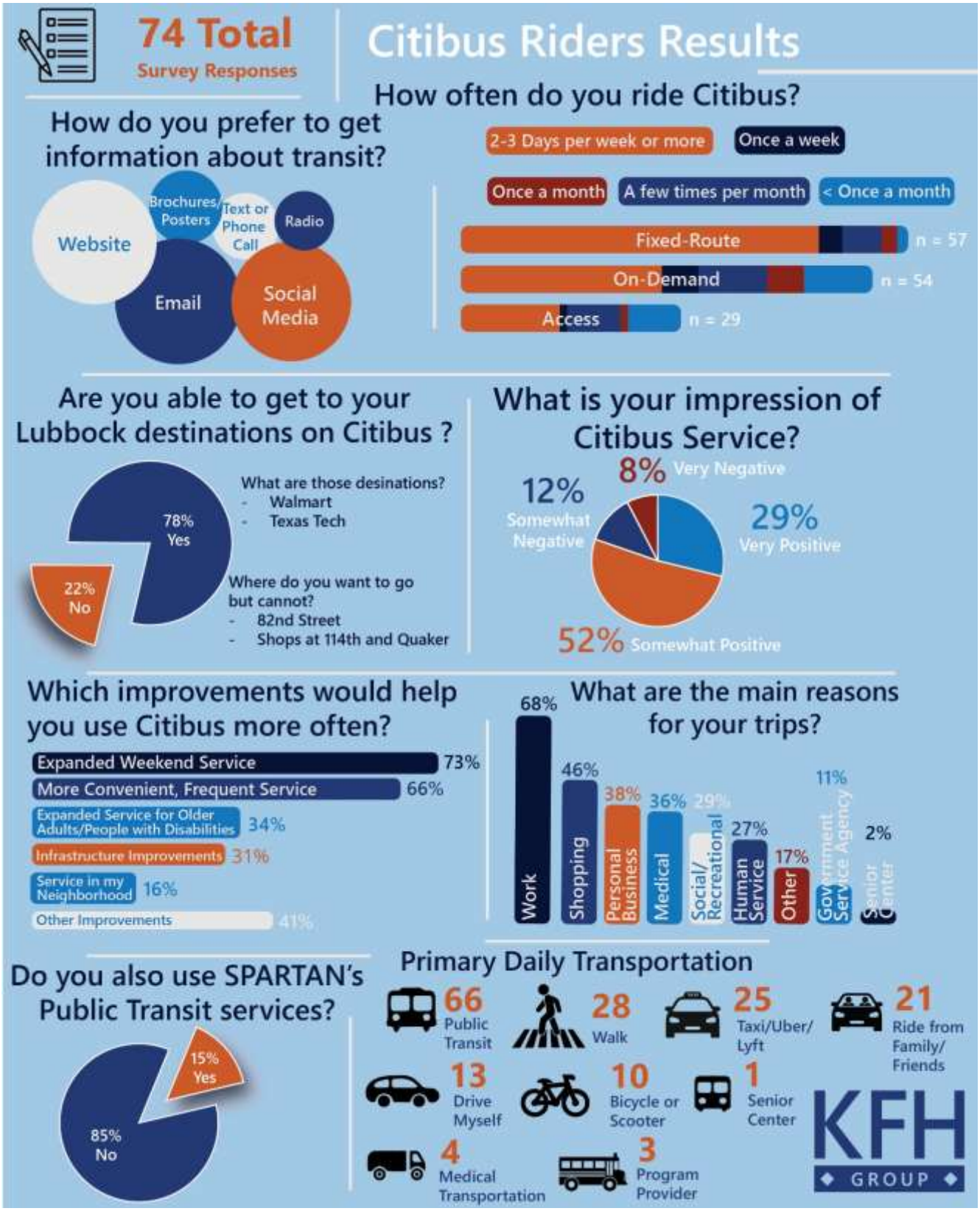


Figure 2-4: SPARTAN Rider Survey Results

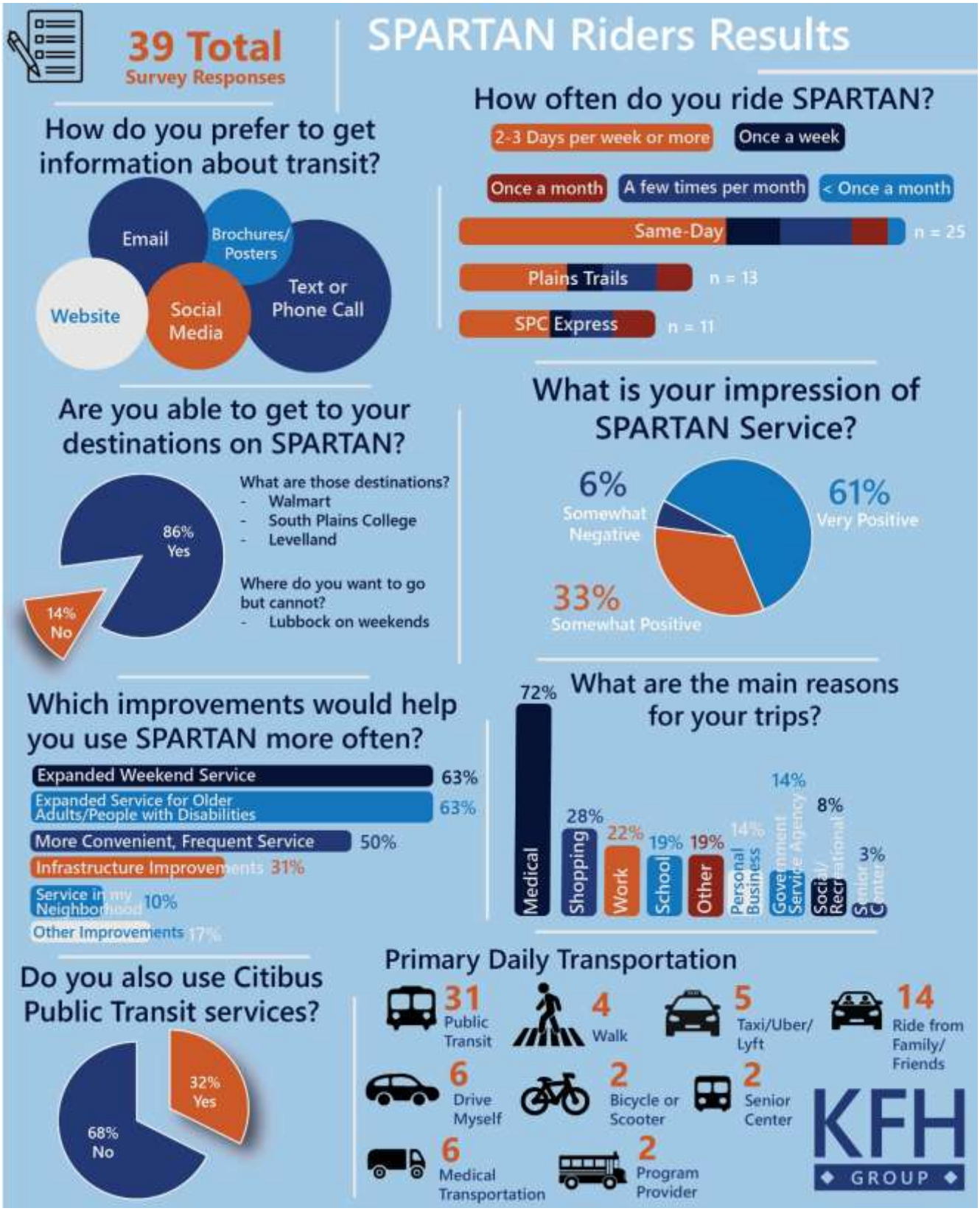
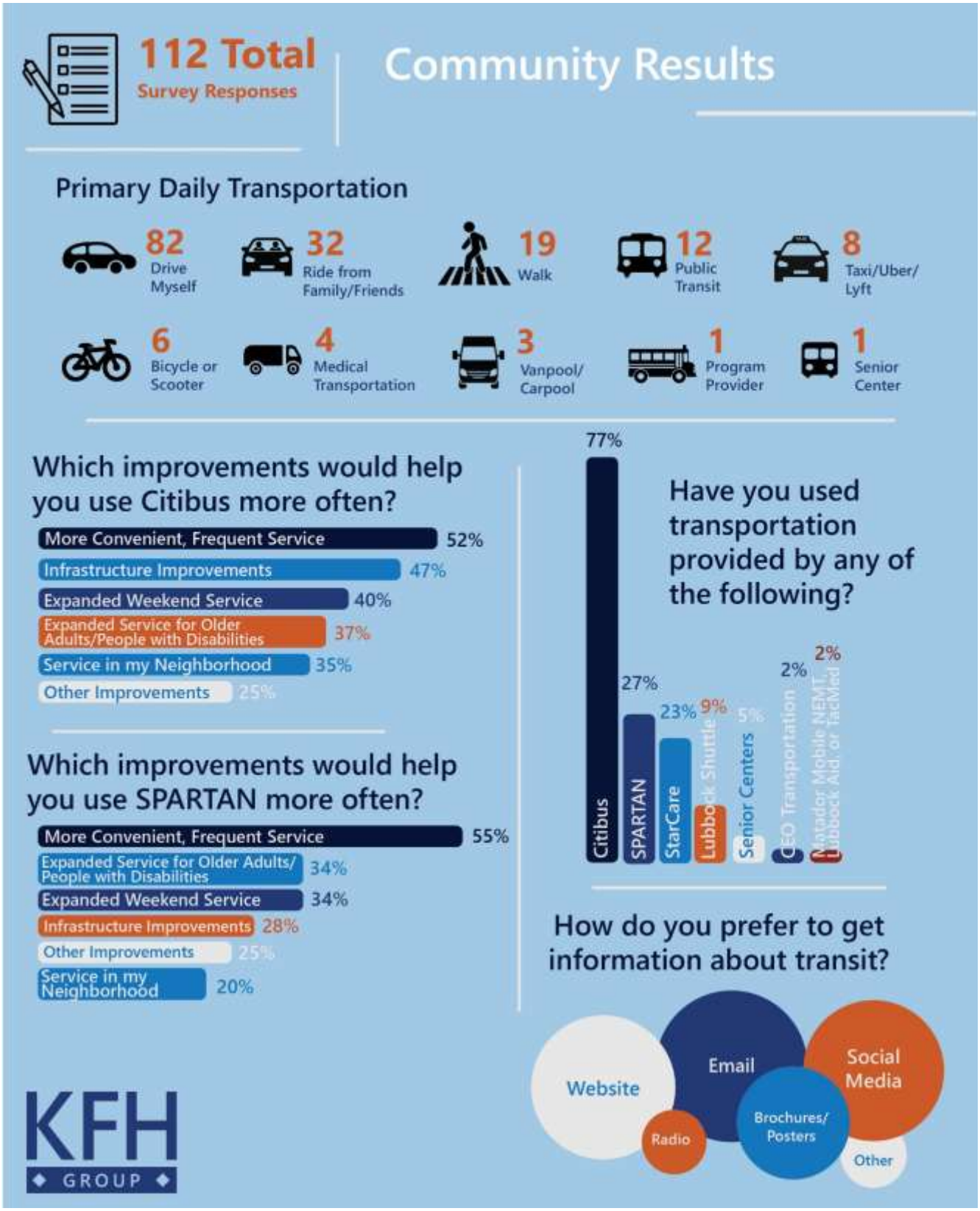


Figure 2-5: Community Survey Results



Satisfaction with Citibus and SPARTAN

Riders generally feel positive towards Citibus, but there are some areas that could be improved. Service hours elicited the most negative feedback, while reliability and complaint resolution also ranked lower. Riders generally appreciated the drivers, and felt safe on the buses. Fare prices/payment options were notably divisive, with many "excellent" scores and also many "good" and "fair" scores. All responses are shown below in **Table 2-4.**

Table 2-4: Satisfaction with Citibus

	Excellent	Very Good	Good	Fair	Poor	Total
Drivers	18	17	23	5	3	66
Vehicles	14	20	16	13	3	66
Service Hours	9	10	14	19	13	65
Reliability	11	12	20	15	7	65
Availability of Transit Information	17	14	15	11	8	65
Safety/Security	20	17	19	7	2	65
Complaint Resolution	13	8	19	12	12	64
Fare Price/Payment Options	21	7	17	15	5	65

SPARTAN riders gave overall glowing reviews of the SPARTAN service. As with Citibus, riders felt safe on the bus and liked the drivers. Service hours scored poorly relative to the other categories, but still had eight out of 35 responses in the "poor" or "fair" categories. Complaint resolution had the most "poor" reviews but did not score notably high in other lower categories, potentially reflecting a few dissatisfied riders. Full results are shown below in **Table 2-5**.

Table 2-5: Satisfaction with SPARTAN

	Excellent	Very Good	Good	Fair	Poor	Total
Drivers	23	7	5	2	0	37
Vehicles	20	8	6	3	0	37
Service Hours	10	7	10	3	5	35
Reliability	15	8	8	3	2	36
Availability of Transit Information	14	8	6	4	3	35
Safety/Security	23	5	6	2	1	37
Complaint Resolution	13	5	5	3	7	33
Fare Price/Payment Options	17	7	4	5	4	37

Primary Travel Destinations

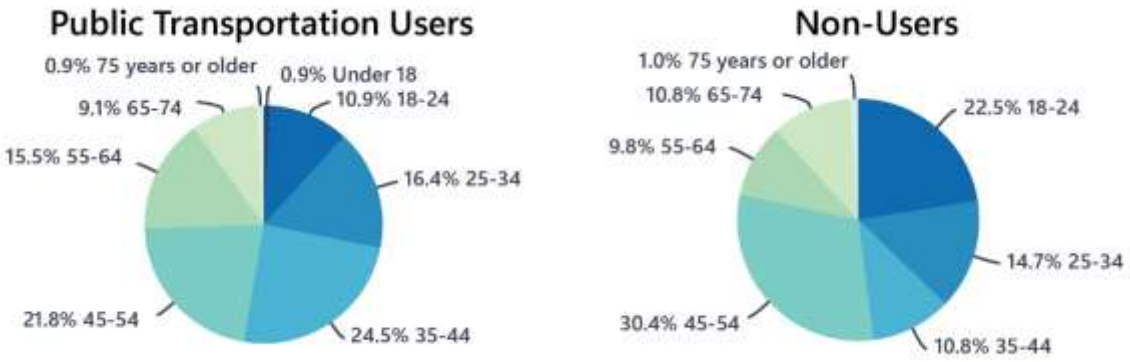
Respondents were asked to list their primary destinations for travel in Lubbock. Among Citibus riders, the most common answers were Walmart (although few responses specified which one) and TTU. Many responses indicated other shopping destinations such as United Supermarkets, Costco, and the Mall, as well as a variety of medical-related locations. A number of responses also included seemingly niche locations, such as the Hampton Inn, Whataburger, or J&B Coffee. These may be locations where the respondents work. SPARTAN riders also often wanted to go to Walmart, but their responses included a greater proportion of medical sites. Many did not specify the location, but those that did included Red Bud Dialysis Center, Octopharma Plasma, and Fresenius Dialysis Center.

Respondents were also asked about their primary destinations for travel outside of Lubbock. A large number of these responses were locations in Lubbock, but unsurprisingly Levelland and Plainview were mentioned several times. Slaton was a common destination for Citibus users, which makes sense due to its proximity to Lubbock. SPARTAN riders mentioned Walmart again here, with some of the responses specifying the Levelland Walmart.

Demographics

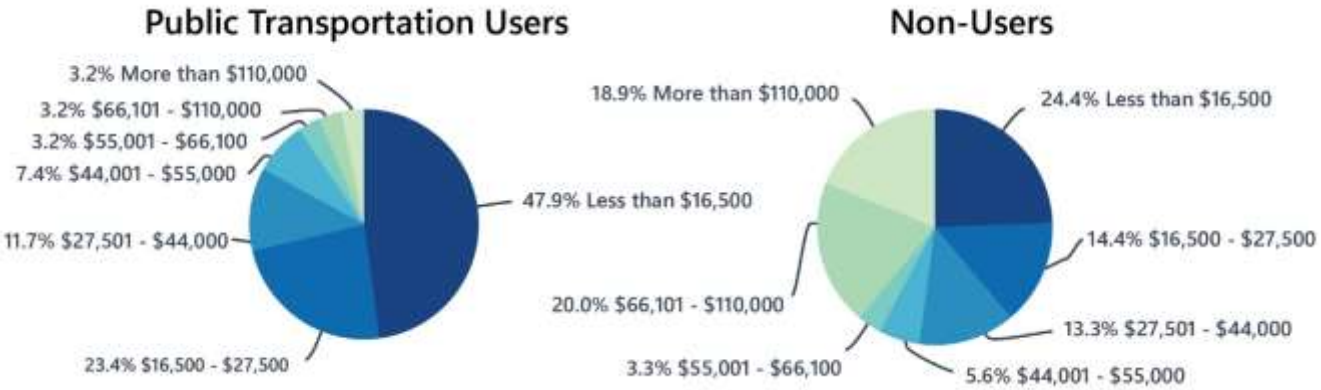
While there are some differences between Citibus and SPARTAN riders that will be discussed here, the starkest differences in demographics are between those who use Citibus or SPARTAN public transit services regularly, and those who do not. As shown below in **Figure 2-6**, the age distribution is relatively similar between the two, but transit users are more likely to be middle-aged.

Figure 2-6: Age Groups



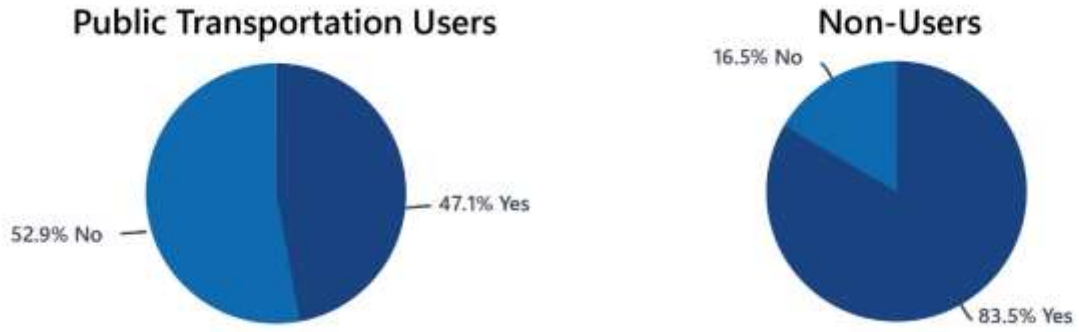
Unlike with age, there are very clear differences in income between those that use public transportation regularly and those that do not, as shown in **Figure 2-7**. About half of all public transit users earn less than $16,500 per year, and fewer than 10 percent earned over $66,100. In comparison, fewer than a quarter of non-users earn less $16,500, and over 40 percent earn more than $66,100.

Figure 2-7: Income



Respondents who do not use public transit were, unsurprisingly, far more likely to have a driver's license. Not quite half of all public transit users have a driver's license, compared to more than four in five people who do not regularly use public transportation. This comparison is shown below in **Figure 2-8**.

Figure 2-8: Driver's License



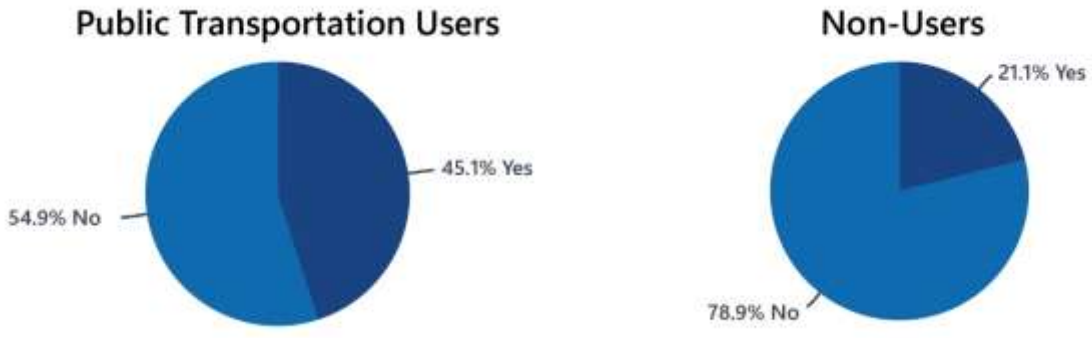
The difference between car access is even more extreme than the difference in having a driver's license between public transportation users and non-users. As **Figure 2-9** demonstrates, respondents who do not use public transportation are almost four times more likely to have access to a car than respondents who use public transportation regularly.

Figure 2-9: Access to a Functional Vehicle



Regular public transportation users are more than twice as likely to be living with a disability than non-users, as **Figure 2-10** shows. For Citibus riders, 41 percent have some form of disability, whereas among SPARTAN riders, 59 percent have a disability. This is notable as another indication that both agencies, particularly SPARTAN, are critical for people whose mobility may be limited.

Figure 2-10: Does the respondent have a disability?



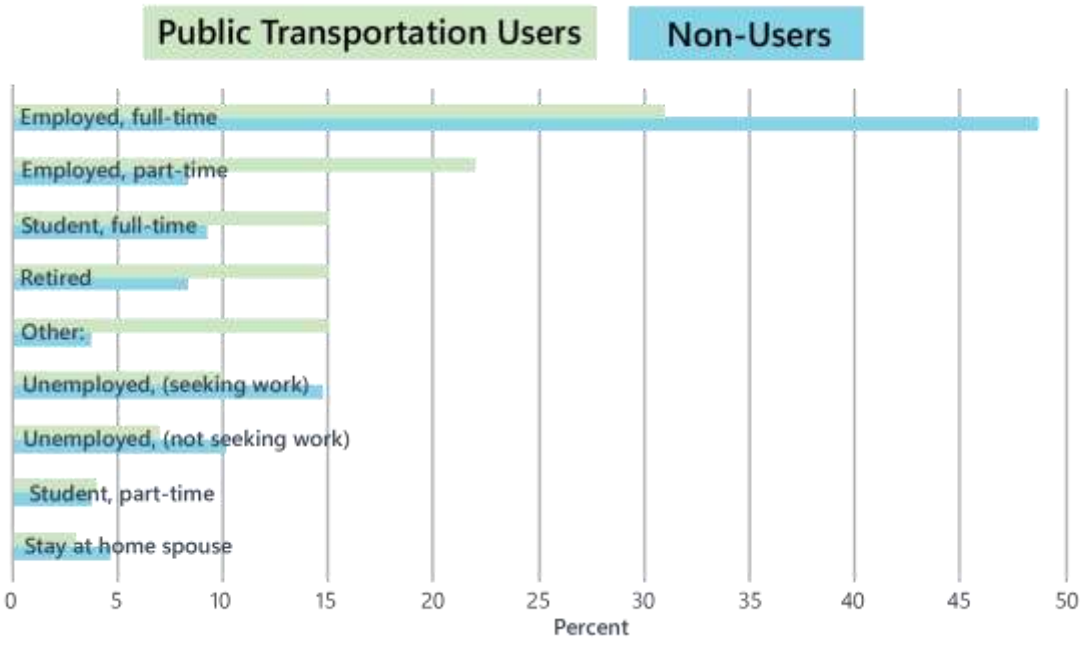
Although the total number of veterans is small, the regular public transportation users are more than twice as likely to be veterans than non-users, as demonstrated by **Figure 2-11**.

Figure 2-11: Veteran Status



People who are not regular public transportation users are far more likely to be employed on a full-time basis than public transportation users are. Users are more likely to be unemployed or seeking work than non-users. Users are also far more likely to have indicated "other" on the survey, and the majority of "other" responses are people indicating that they are on disability payments. These results are shown in **Figure 2-12**. There was also a notable difference between Citibus and SPARTAN riders, as Citibus riders were much more likely to be employed (37% versus 16%) and SPARTAN riders were more likely to be retired (32% versus 10%).

Figure 2-12: Employment Status



Where Respondents Live

Table 2-6 along with the maps in **Figures 2-13** and **2-14** show the ZIP Codes of where respondents reported that they live. The patterns are similar between both public transportation users and non-users, with most respondents coming from the Lubbock area, and smaller groups from Levelland and Plainview.

Table 2-6: Respondents by ZIP Code, Transit Users and Non-Users

ZIP Code	Location	Transit Users	Non-Users
79336	Levelland	10	9
79416	Northwest Lubbock and Reese Center	11	8
79072	Plainview	9	15
79401	Downtown Lubbock, Overton, and Texas Tech	9	2
79414	West Lubbock around 50th and Slide	8	6
79415	North-Central Lubbock	8	4
79424	Southwest Lubbock	7	18
79403	East Lubbock and New Deal	6	4
79404	Southeast Lubbock	4	1
79407	West-Central Lubbock	4	5
79410	Tech Terrace, Maxey Park, and Texas Tech	3	2
79411	Heart of Lubbock	3	1
79412	Lubbock around 50th and Avenue Q	3	1
79413	Lubbock around 50th and Indiana	3	5
79423	South Central Lubbock and Woodrow	3	16
79493	PO Box in Lubbock	2	0
79241	Lockney	1	0
79339	Littlefield	1	0
79346	Morton	1	0
79356	Post	1	0
79363	Shallowater	1	0
79409	Texas Tech	1	1
79313	Anton	0	2
79031	Earth	0	1
79041	Hale Center	0	1
79322	Crosbyton	0	1
79345	Meadow	0	1
79364	Slaton	0	1
79369	Spade	0	1

Figure 2-13: Rider Respondents by ZIP Codes

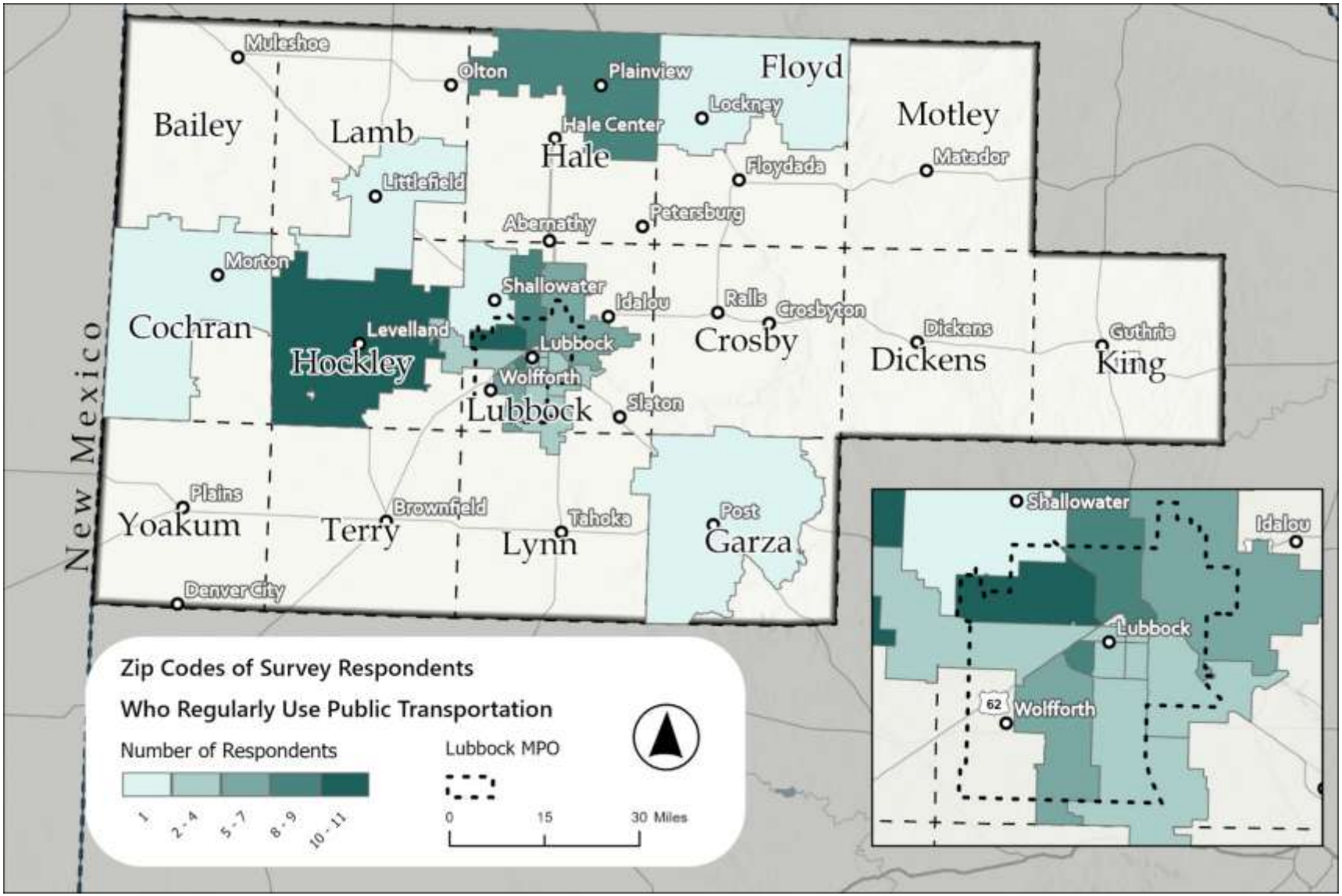
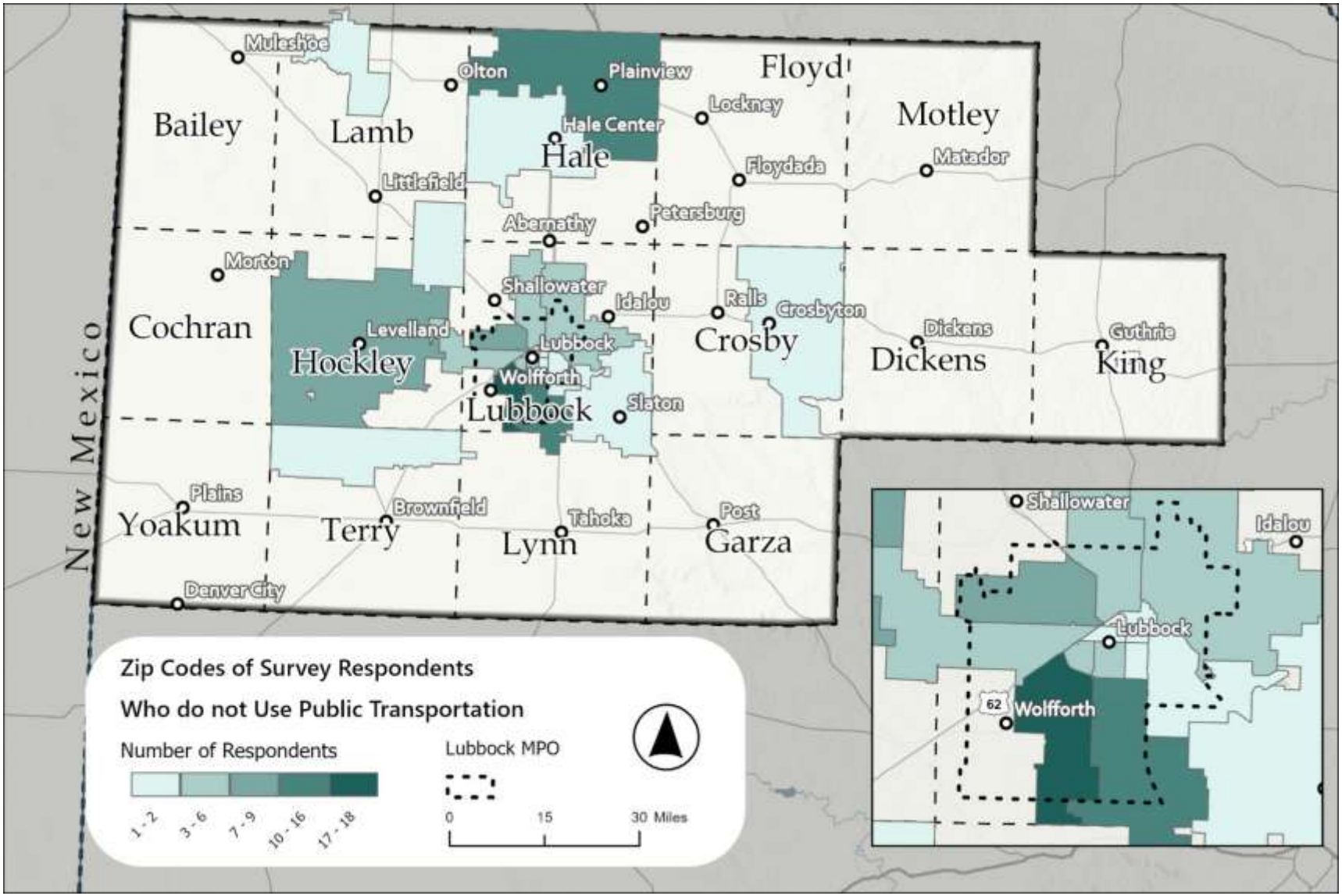


Figure 2-14: Non-User Respondents by ZIP Codes



Chapter 3:
Geographic Assessment

Introduction

This chapter of the South Plains Coordinated Human Services Public Transportation Plan for the South Plains Association of Governments contains information on the geographic assessment conducted by the consultant team from all counties in the South Plains planning region. This assessment helps set the basis for considering the particular setting of the region and the places its residents are traveling to and from as a means of determining what the needs are for transportation connections. Key findings from the geographic assessment are used towards the Service Gaps and Duplication analysis in *Chapter 6* of this plan.

The assessment utilizes a combination of data sources to identify businesses, organizations, residential developments, and other places as being notable trip generators in the region. The analysis also uses American Community Survey (ACS) data and Longitudinal Employer Household Dynamics (LEHD) data from the US Census Bureau for insights on employment travel in each of the region's counties. In addition, the consultant team identified urban area and jurisdictional boundaries to make further geographic distinctions relevant to transportation service.

Regional Map

The South Plains region is located in west Texas, just south of the panhandle and with its western extent on the New Mexico border. The primary hub of the region is Lubbock, which is centrally-located and the largest city in the South Plains with almost 300,000 residents. The closest major city is Dallas, but it is well over 300 miles away. Due to this lack of proximity, travel behavior, employment patterns, and access to high-order services in the South Plains are centered on Lubbock. There is also some travel to Amarillo, about 100 miles north in the panhandle region. Outside of Lubbock, the region is largely rural, with a handful of small cities throughout the area. There are also some interstate connections with New Mexico, as the mid-sized cities of Clovis and Hobbs sit just north and south, respectively, of the South Plains region.

Following the 2020 US Census, the Census Bureau defines urban areas as those with a population of 5,000 or more or containing at least 2,000 housing units. Within the South Plains region, eight cities meet this definition—Brownfield, Levelland, Littlefield, Lubbock, Muleshoe, Plainview, Slaton, and Wolfforth.

For federal transit funding and metropolitan planning purposes, the Federal Transit Administration (FTA) applies a 50,000-population threshold to designate urbanized areas under the Urbanized Area Formula Program (Section 5307). Under this standard, Lubbock is the only urbanized area in the South Plains region and is served by the Lubbock Metropolitan Planning Organization (MPO).

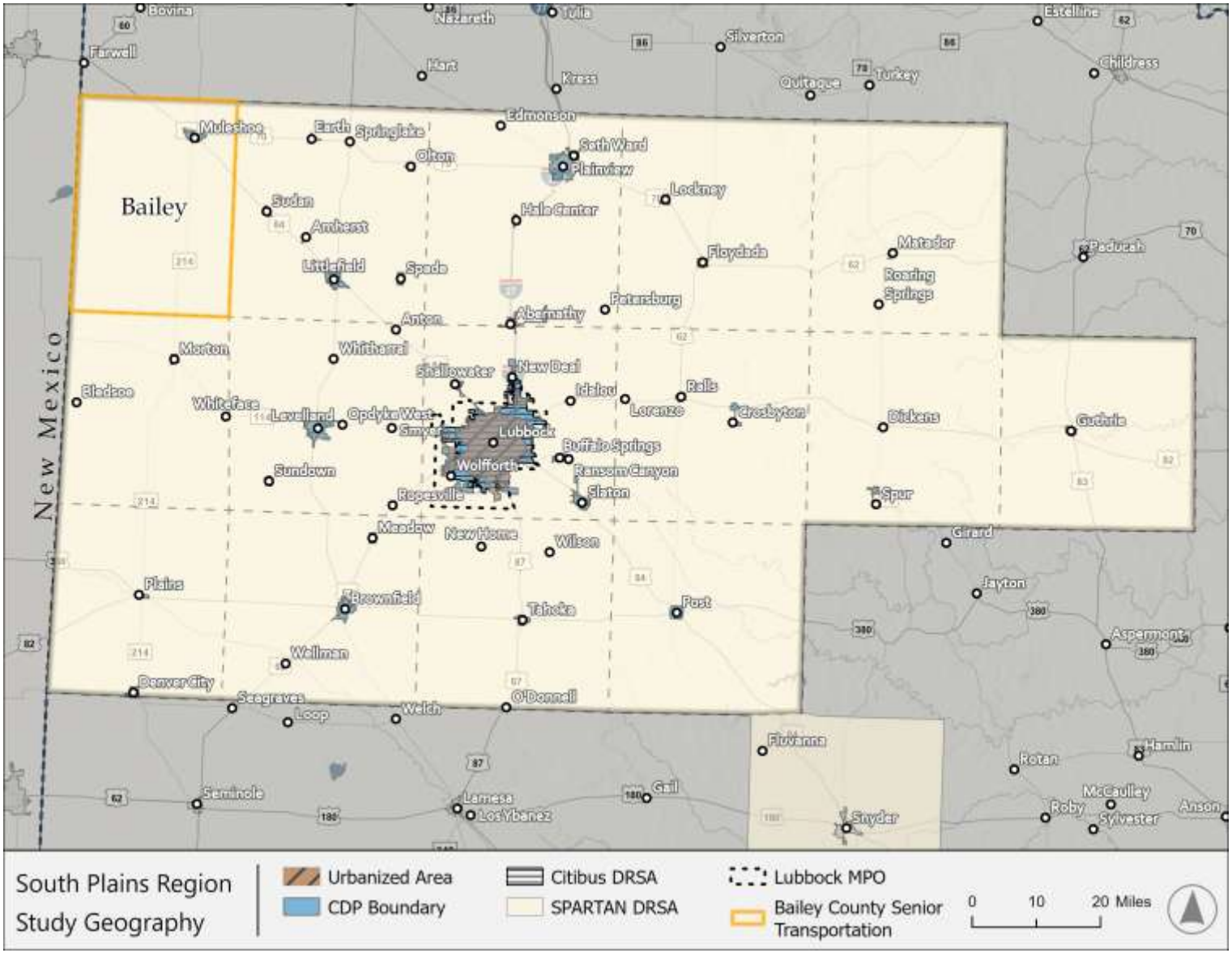
The remainder of the South Plains region consists of small cities, towns, Census Designated Places (CDPs), and unincorporated areas distributed across a predominantly rural landscape. Many of these communities are separated by relatively long distances and rely on regional highway connections for access to employment, services, and regional destinations.

Several major highways provide critical connectivity across the South Plains region. Interstate 27 runs north–south from Lubbock through Hale County and Plainview, serving as a major corridor connecting the region of Abilene to the north, and connecting Plainview to Lubbock.

US Highway 82 runs west from Lubbock and serves as the main connection between the city and Crosby, Dickens, and King counties. US Highway 62 goes southwest out of Lubbock and connects it to Brownfield, and, further along, Hobbs, New Mexico. Another major route is US Highway 84, which runs from the northwest of the region to the southeast, through Lubbock. To the northwest it serves the cities of Littlefield and Muleshoe, before continuing into Clovis, New Mexico. To the southeast it connects with Slaton and Post, before eventually reaching Abilene on the way to Dallas.

Figure 3-1 illustrates the geographic extent of the South Plains region, including county boundaries, urbanized areas, Lubbock MPO boundaries, and major transportation corridors. All of the counties in the South Plains region are part of the SPARTAN service area, while Citibus only serves in and around the city of Lubbock.

Figure 3-1: South Plains Region Geography and Public Transportation Providers Map



Trip Generators

In this section, the consultant team identifies land uses and major trip generators in the study area to complement the above demographic analysis by indicating where transit services may be most needed. Trip generators are key as they attract transit demand, including common trip origins and destination points. Employment travel patterns reveal the commuting behaviors of residents and pinpoint areas with high demand for work-related trips. This section delves deeper into these categories to provide a more comprehensive overview of travel patterns in the region.

Major Trip Generators

This section lays out the locations of major trip generators in the South Plains region—common origins and destinations for people traveling within the region, and others possibly traveling from or to places outsides the region. Examples of trip generators serving as travel origins consist of multi-unit housing and residential communities. Conversely, common trip destinations include medical and educational facilities, human services agencies, shopping centers, and major employers in the area. A full breakdown of major trip generators by type is provided below.



Multifamily Housing: Residential structures that house more than one unit or family, often on multiple floors or larger tracts of land.



Major Employers: Employers in the region with more than 100 employees in one building or on one campus.



Medical Facilities: Including hospitals, urgent care, dialysis centers, doctors' offices and other medical facilities.



Shopping Centers and Grocery Stores: Shopping centers with multiple retail outlets or large grocery stores such as Walmart, United Supermarket, Lowe's Market, etc.



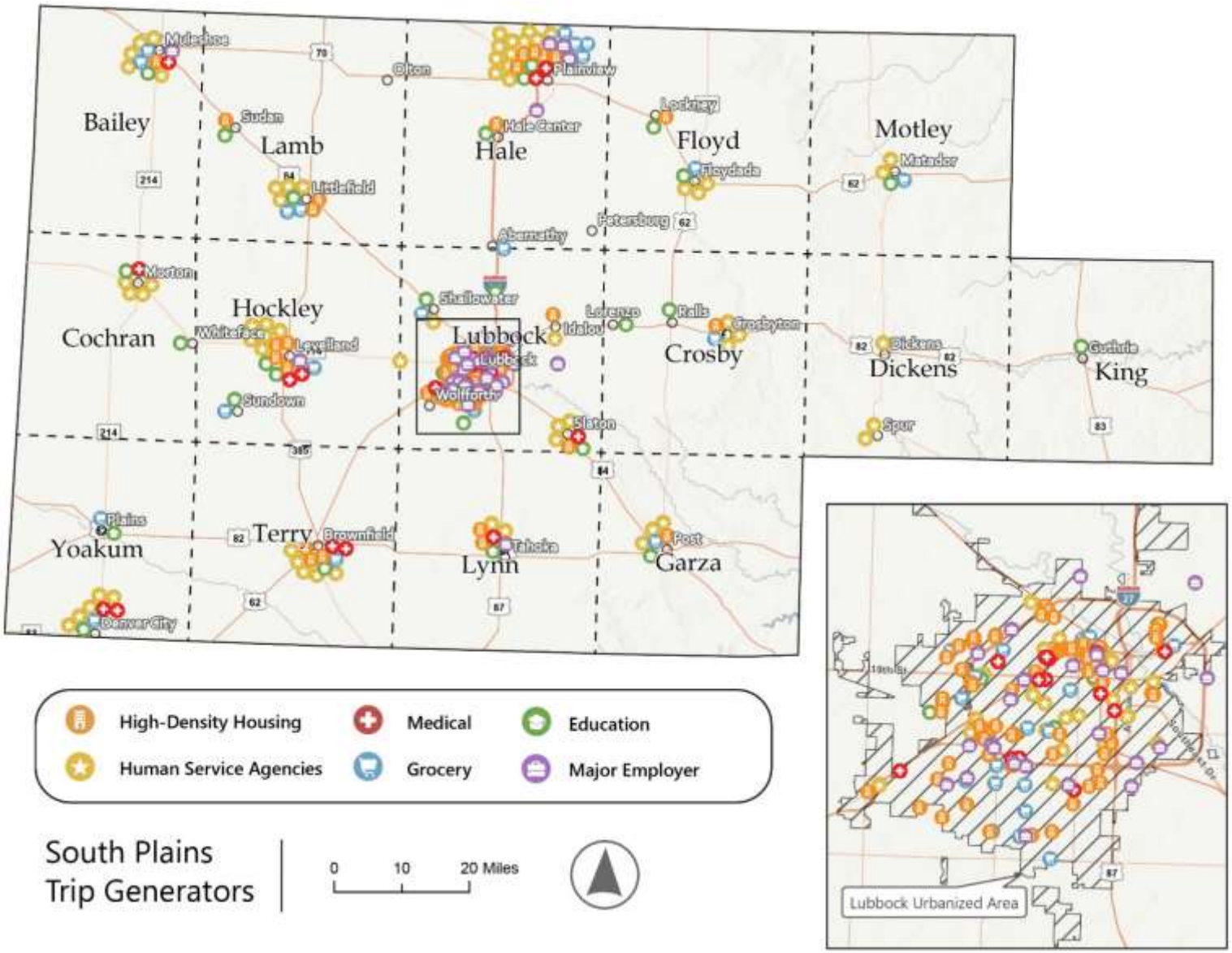
Educational Facilities: Higher education, including community colleges and universities in the region such as Texas Tech and South Plains Community College.



Human Services Agencies: Organizations and agencies that provide a variety of services for health, wellness, or social programs. These include libraries, community centers, adult daycare centers, recovery organizations, assisted living facilities, dialysis centers, etc.

The consultant team gathered trip generators from Google Maps data. Major employers were sourced from Texas Labor Market Information website. Low-income housing was pulled from the US Department of Housing and Urban Development's (HUD) resources page. A detailed list of trip generators in the South Plains Region can be found later in this chapter. **Figure 3-2** shows all the major trip generators in the South Plains Region. **Figure 3-3** provides a closer look at trip generators in Lubbock.

Figure 3-2: South Plains Region Trip Generators



Key observations derived from the land-use analysis by trip-generator categories are as follows:

- The Lubbock urbanized area contains the highest concentrations of trip generators in the region. Over half of the trip generators identified are within either Lubbock city limits or its urbanized area. This trend is particularly clear with high-density housing and major employers—about 75 percent of each group are located in Lubbock. Educational facilities and human services agencies are the least concentrated in Lubbock.

- Within Lubbock, housing and particularly human services are concentrated within State Loop 289. Grocery locations tend to be on the west side of the city, as do major employers.

- Significant regional trip generators identified from this process include University Medical Center, Covenant Medical Center, Texas Tech University, South Plains Community College.

- Most major retail destinations are in Lubbock including five Walmart Supercenters. While many of the smaller towns do have some sort of retail locations, they are often smaller stores, such as Lowe's Markets. Levelland and Plainview also have Walmart Supercenters.

- Along with the Walmart Supercenter, Levelland is home to South Plains Community College. Both are higher-order services that could attract people from other counties.

- Plainview has Covenant Hospital Plainview, and a Fresenius Dialysis location.

More detailed maps of Lubbock and the smaller cities in the region are below in **Figures 3-3** through **3-14**.

Figure 3-3: Lubbock Trip Generators

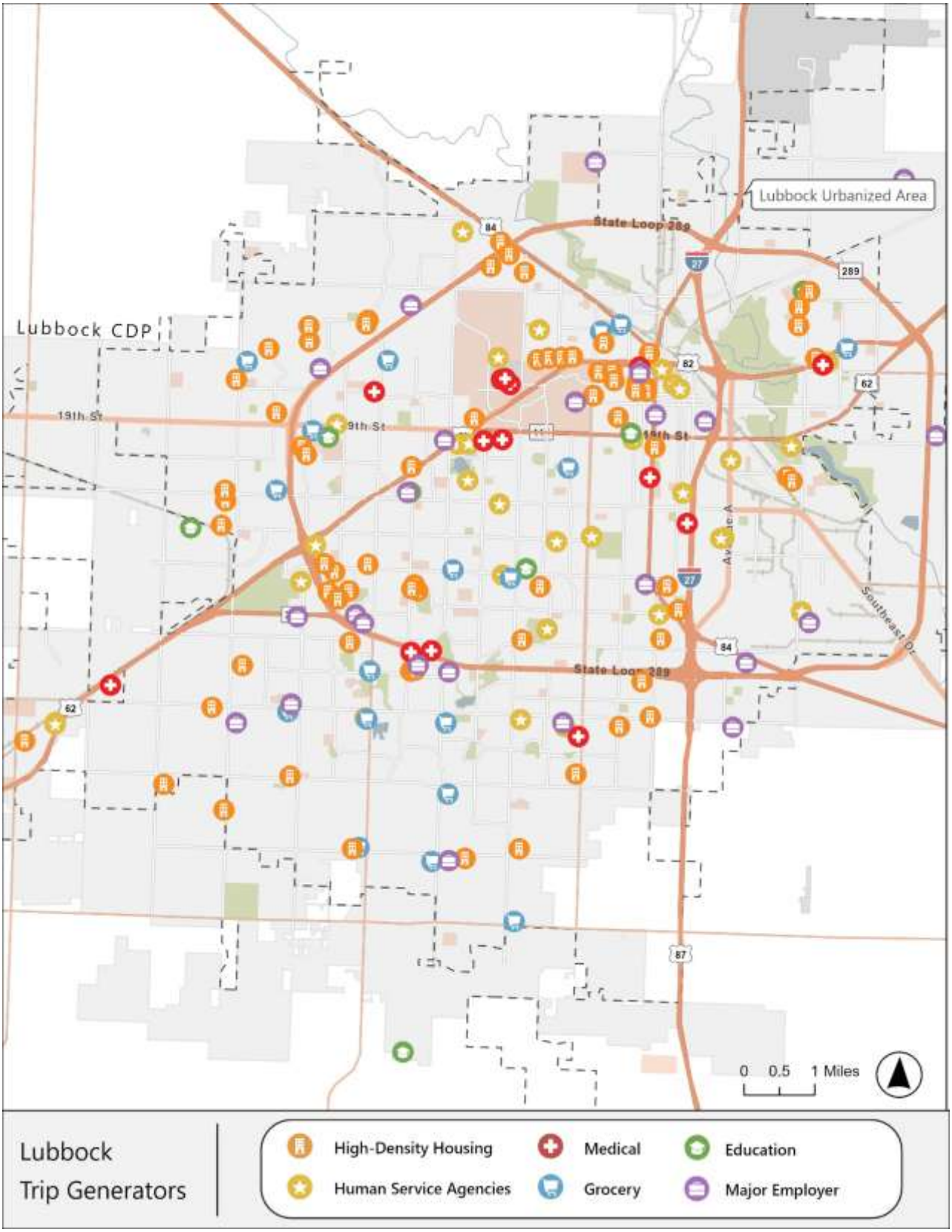


Figure 3-4: Brownfield Trip Generators

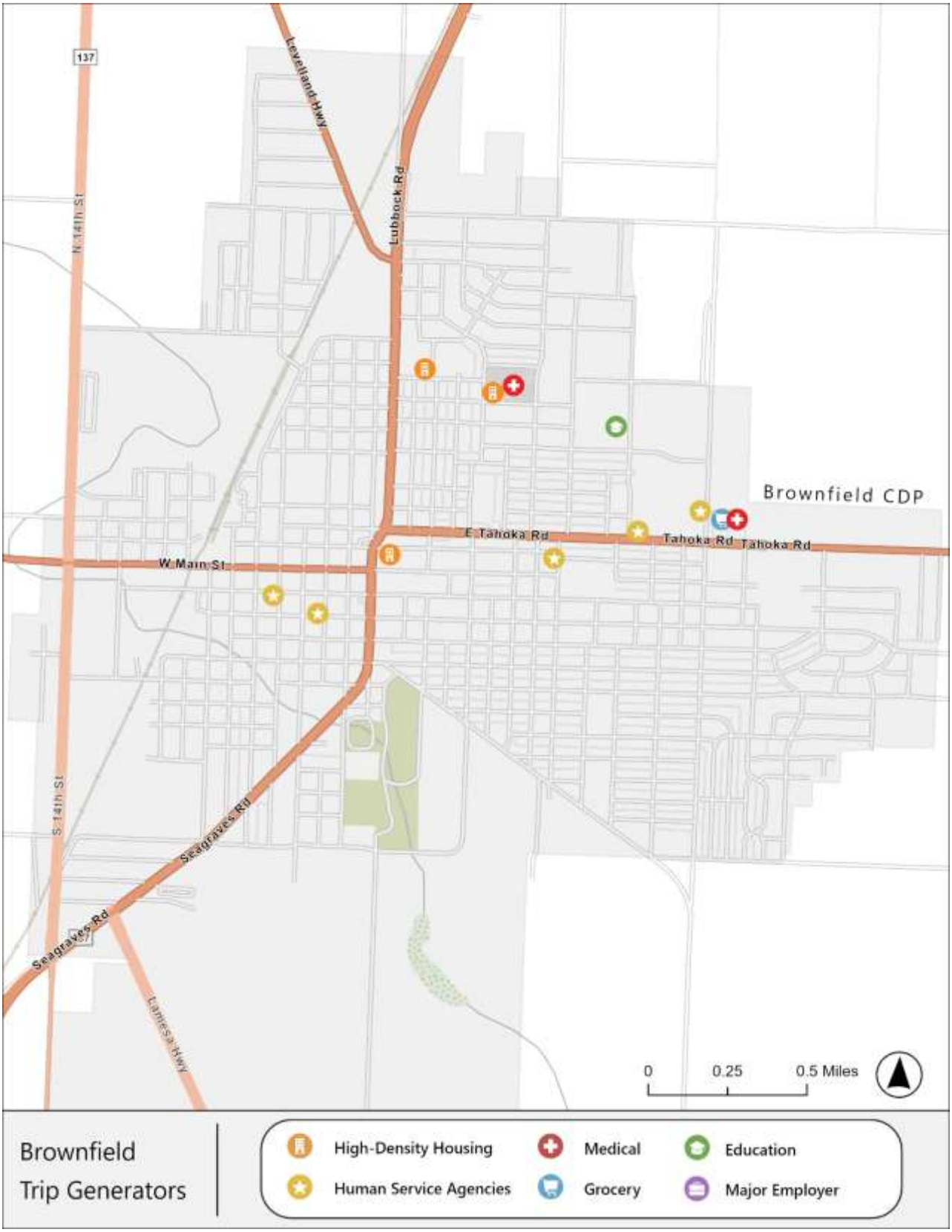


Figure 3-5: Crosbyton Trip Generators



Figure 3-6: Denver City Trip Generators

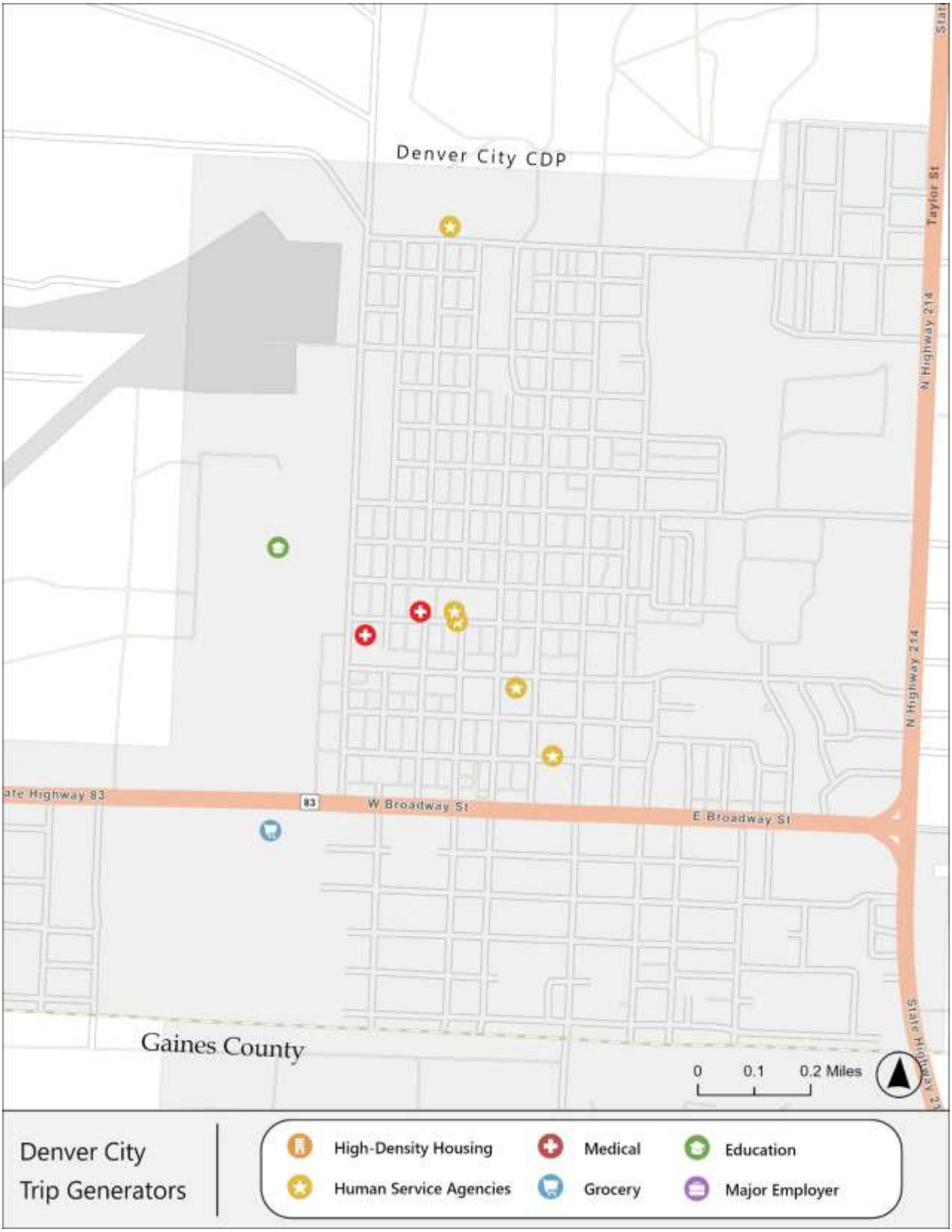


Figure 3-7: Floydada Trip Generators



Figure 3-8: Levelland Trip Generators



Figure 3-9: Littlefield Trip Generators



Figure 3-10: Muleshoe Trip Generators



Figure 3-11: Plainview Trip Generators

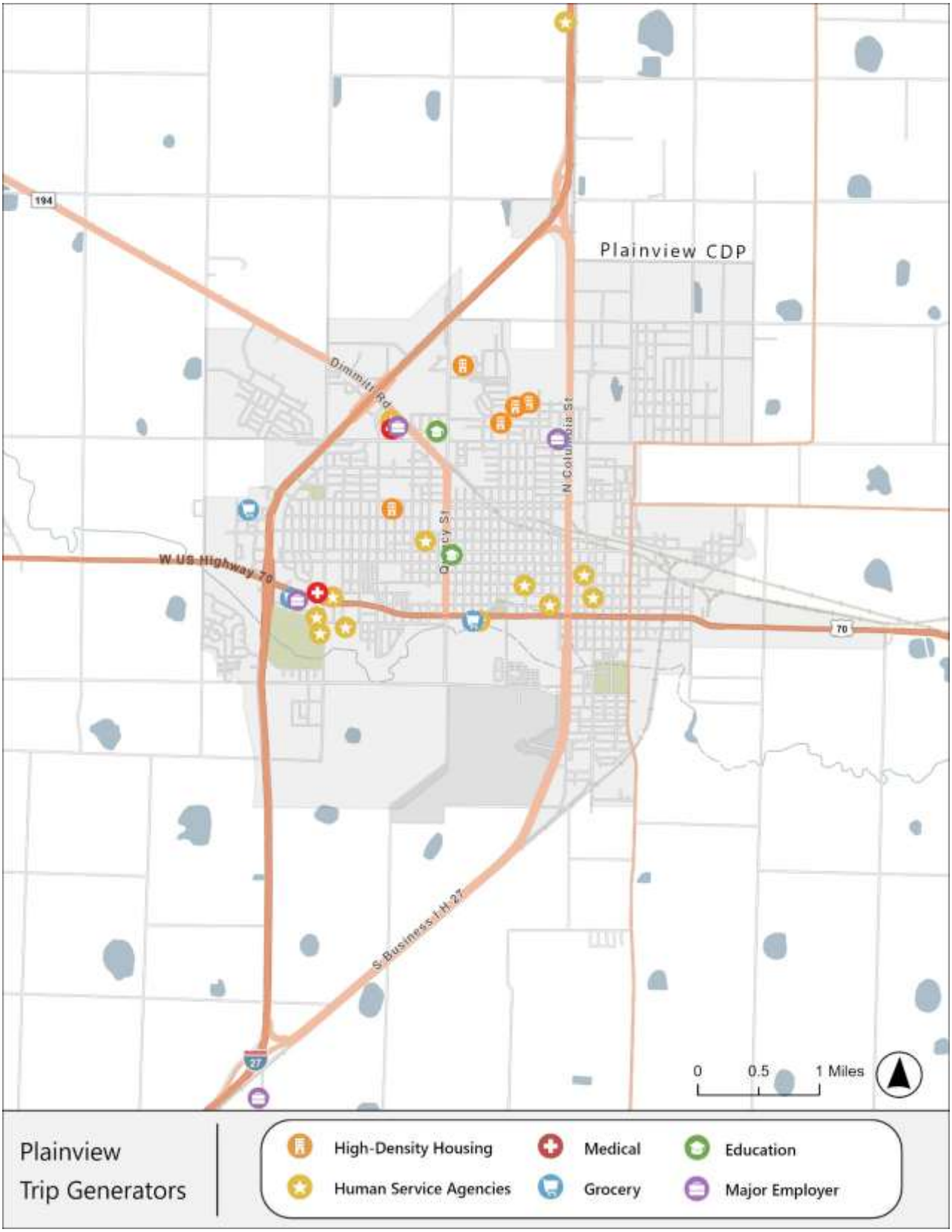


Figure 3-12: Post Trip Generators

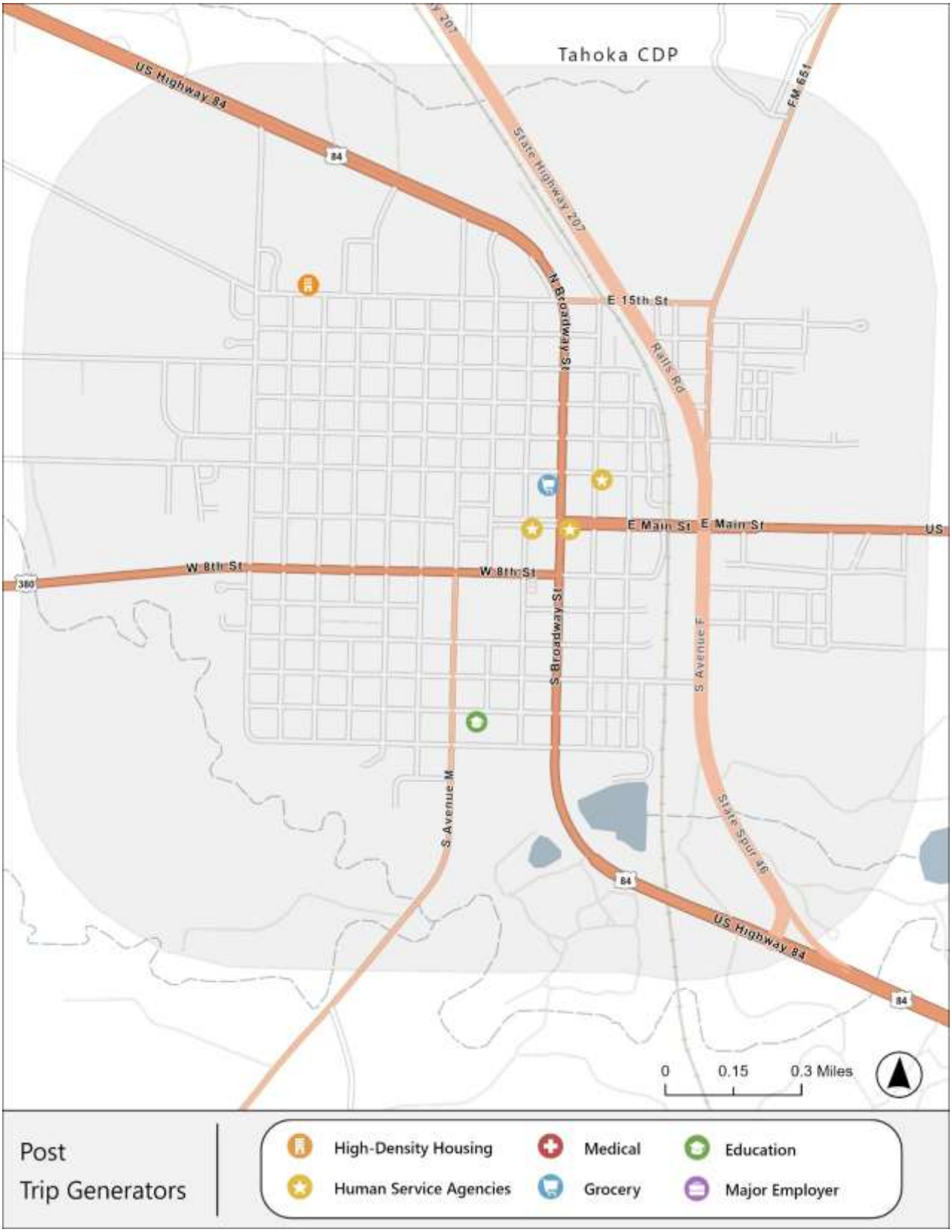


Figure 3-13: Slaton Trip Generators



Figure 3-14: Tahoka Trip Generators



Human Services

Human Services include organizations and agencies that provide a variety of services for health, wellness, or social programs. These include libraries, community centers, adult daycare centers, recovery organizations, assisted living facilities, and other places with assistive programs.

Table 3-1: Human Service Agencies in South Plains Region

Name	Address	Type of Business
Caprock Adult Learning Center	1407 W 5th St, Plainview, TX 79072, United States	Adult Day Care
Donte's Day Habilitation Day Guardians	3601 34th St, Lubbock, TX 79410, United States	Adult Day Care
Adult Day Activity Center	2807 42nd St, Lubbock, TX 79413, United States	Adult Day Care
South Plains Community Action Association	701 E Lee St, Floydada, TX 79235, United States	Community Center
Cochran County Community	308 W Taylor Ave, Morton, TX 79346, United States	Community Center
South Plains Community Action Association	907 SW 4th St, Morton, TX 79346, United States	Community Center
Shallowater Community Center	900 Avenue H, Shallowater, TX 79363, United States	Community Center
Idalou Community Center	202 W 7th St, Idalou, TX 79329, United States	Community Center
Crosby County Library	114 W Aspen St, Crosbyton, TX 79322, United States	Community Center
Caprock Community Action Association	224 S Berkshire, Crosbyton, TX 79322, United States	Community Center
Community Health Center of Lubbock	1610 5th St, Lubbock, TX 79401, United States	Community Center
Lubbock Memorial Civic Center	1501 Mac Davis Ln, Lubbock, TX 79401, United States	Community Center
Roots Community Revitalization Center	2301 Avenue A, Lubbock, TX 79404, United States	Community Center
Lubbock Dream Center	1111 30th St, Lubbock, TX 79411, United States	Community Center
Copper Rawlings Senior Center	213 40th St, Lubbock, TX 79404, United States	Community Center
Larry Combest Community Health & Wellness Center	301 40th St, Lubbock, TX 79404, United States	Community Center
Slaton Community Center	750 W Garza St, Slaton, TX 79364, United States	Community Center
Denver City Community Building	311 W 15th St, Denver City, TX 79323, United States	Community Center
West Texas Center For MHMR	104 W 2nd St, Denver City, TX 79323, United States	Community Center
Wolfforth Community Health Center	502 E Highway 62, Wolfforth, TX 79382	Community Center
South Plains Community Action Association	Covenant Clinic, 1224 Main St, Matador, TX 79244, United States	Community Center
South Plains Community Action	804 W American Blvd, Muleshoe, TX 79347, United States	Food Bank
Plainview Area United Way	3019 W 7th, Plainview, TX 79072, United States	Food Bank
South Plains Community Action	301 S Ripley Ave, Littlefield, TX 79339, United States	Food Bank
South Plains Community Action	1105 TX-114, Levelland, TX 79336, United States	Food Bank
South Plains Community Action	410 Houston St, Levelland, TX 79336, United States	Food Bank
Community Outreach Center	802 Houston St, Levelland, TX 79336, United States	Food Bank

Name	Address	Type of Business
South Plains Food Bank	5605 M.L.K. Jr Blvd, Lubbock, TX 79404, United States	Food Bank
Terry County Community Action	111 N D St, Brownfield, TX 79316, United States	Food Bank
Senior Citizens Center	511 Montgomery, Dickens, TX 79229, United States	Nursing Home
Muleshoe Public Library	322 W 2nd St, Muleshoe, TX 79347, United States	Public Library
Unger Memorial Library	825 N Austin St, Plainview, TX 79072, United States	Public Library
Floyd Memorial County Library	111 S Wall St, Floydada, TX 79235, United States	Public Library
Lamb County Library	110 E 6th St, Littlefield, TX 79339, United States	Public Library
Cochran County Love Memorial Library	318 S Main St, Morton, TX 79346, United States	Public Library
T J Patterson Library	1836 Parkway Dr, Lubbock, TX 79403, United States	Public Library
George & Helen Mahon Public Library	1306 9th St, Lubbock, TX 79401, United States	Public Library
Hockley County Memorial Library	811 Austin St B, Levelland, TX 79336, United States	Public Library
Groves Branch Library	5520 19th St, Lubbock, TX 79407, United States	Public Library
Godeke Branch Library	5034 Frankford Ave, Lubbock, TX 79424, United States	Public Library
Slaton Public Library	115 W Lubbock St, Slaton, TX 79364, United States	Public Library
Post Public Library	105 E Main St #2, Post, TX 79356, United States	Public Library
Kendrick Memorial Library	301 W Tate St, Brownfield, TX 79316, United States	Public Library
Tahoka City County Library	Life Enrichment Center, 1717 Main St, Tahoka, TX 79373, United States	Public Library
Yoakum County Library	205 W 4th St, Denver City, TX 79323, United States	Public Library
City of Wolfforth Library	508 E Highway 62, Wolfforth, TX 79382, United States	Public Library
Spur Public Library	412 E Hill St, Spur, TX 79370, United States	Public Library
Bailey County Civic Center	2206 W American Blvd, Muleshoe, TX 79347, United States	Rec Center
Senior Citizen Center	319 Main St, Muleshoe, TX 79347, United States	Rec Center
Plainview Civic Center	2902 W 4th St #7502, Plainview, TX 79072, United States	Rec Center
Plainview YMCA	313 S Ennis, Plainview, TX 79072, United States	Rec Center
Senior Citizens	925 W Crockett St, Floydada, TX 79235, United States	Rec Center
Maggie Trejo Supercenter	3200 Amherst St, Lubbock, TX 79415, United States	Rec Center
Levelland Civic Center	1847 McKinley St, Levelland, TX 79336, United States	Rec Center
Lubbock Adult Activity Center	2001 19th St, Lubbock, TX 79401, United States	Rec Center
Mae Simmons Community and Adult Activity Centers	2004 Oak Ave, Lubbock, TX 79403, United States	Rec Center
Maxey Community Center	4020 30th St, Lubbock, TX 79410, United States	Rec Center
Hodges Community Center	4011 University Ave, Lubbock, TX 79413, United States	Rec Center
Talkington YWCA	6204 Elgin Ave, Lubbock, TX 79413, United States	Rec Center
Brownfield Senior Citizens	1201 Tahoka Rd, Brownfield, TX 79316, United States	Rec Center
South Plains Community Action Association	112 W 2nd St, Denver City, TX 79323, United States	Rec Center
Plainview Serenity Center, Inc.	454 I-27, Plainview, TX 79072, United States	Rehabilitation Center
Plainview Serenity Center, Inc.	119 E Ave C, Muleshoe, TX 79347, United States	Rehabilitation Center

Name	Address	Type of Business
Allegiance Behavioral Health	2601 Dimmitt # 400, Plainview, TX 79072, United States	Rehabilitation Center
Central Plains MHMR-SA Center	715 Houston, Plainview, TX 79072, United States	Rehabilitation Center
Central Plains Center	631 Broadway, Plainview, TX 79072, United States	Rehabilitation Center
Psychiatric Rehabilitation Services	602 W 6th, Plainview, TX 79072, United States	Rehabilitation Center
Reed Adolescent Center	404 Floydada, Plainview, TX 79072, United States	Rehabilitation Center
Lamb County Family Resource Center	703 E 3rd St, Littlefield, TX 79339, United States	Rehabilitation Center
Lamb Healthcare Center	1500 S Sunset Ave, Littlefield, TX 79339, United States	Rehabilitation Center
Moody Neurorehabilitation Institute at Lubbock	1808 N Quaker Ave, Lubbock, TX 79415, United States	Rehabilitation Center
The Garrison Geriatric Education and Care Center	3710 4th St, Lubbock, TX 79415, United States	Rehabilitation Center
Fire Sky Recovery	1816 FM 2378, Lubbock, TX 79407, United States	Rehabilitation Center
Lubbock Health Care Center	4120 22nd Pl, Lubbock, TX 79410, United States	Rehabilitation Center
South Plains Rehab Center	4505 W Loop 289 Acc Rd, Lubbock, TX 79414, United States	Rehabilitation Center
Stages of Recovery Inc. - Addiction Treatment Services	3513 50th St #200, Lubbock, TX 79413, United States	Rehabilitation Center
Workforce Commission	1321 Tahoka Rd, Brownfield, TX 79316, United States	Rehabilitation Center
West Texas Center for MHMR	502 W Broadway St, Brownfield, TX 79316, United States	Rehabilitation Center
Hale County Senior Citizens	1107 Smyth St, Plainview, TX 79072, United States	Senior Center
Cochran County Senior Citizens	120 W Wilson Ave, Morton, TX 79346, United States	Senior Center
Crosby County Senior Citizens	119 N Berkshire Ave, Crosbyton, TX 79322, United States	Senior Center
Hockley County Senior Citizens Center	1202 Houston St, Levelland, TX 79336, United States	Senior Center
La Paloma	4010 22nd St, Lubbock, TX 79410, United States	Senior Center
SPAG Area Agency on Aging	1323 58th St, Lubbock, TX 79412, United States	Senior Center
Lubbock Adult Day Center	3306 83rd St, Lubbock, TX 79423, United States	Senior Center
Seniors Are Special	5217 82nd St #128, Lubbock, TX 79424, United States	Senior Center
LIFE, Inc.	8240 Boston Ave, Lubbock, TX 79423, United States	Senior Center
Slaton Senior Citizen Center	230 W Lynn St, Slaton, TX 79364, United States	Senior Center
Garza County Trailblazers	205 E 10th St, Post, TX 79356, United States	Senior Center
Post Community Center	129 Main St, Post, TX 79356, United States	Senior Center
Lynn County Pioneers Senior Center	1600 S 3rd St, Tahoka, TX 79373, United States	Senior Center
Yoakum County Senior Center	412 W 5th St SPC 8, Denver City, TX 79323, United States	Senior Center
Motley County Senior Citizens	621 Stewart Ave, Matador, TX 79244, United States	Senior Center
Senior Citizens South Dickens	210 Burlington Ave, Spur, TX 79370, United States	Senior Center

Major Employers

Major Employers in the South Plains region are those with more than 250 employees in one building or campus. Information on these employers comes from the Texas Labor Market Information website.

Table 3-2: Major Employers in South Plains Region

Company	Address	Employees	Industry
American State Bank	1401 Avenue Q, Lubbock TX 79401, United States	250-499	Finance
Amigos	2403 W 24th St, Plainview, TX 79072, United States	100-249	Retail
Azteca Milling	1388 County Road U, Plainview, TX 79072, United States	250-499	Industrial
Coronado High school	4910 29th Dr, Lubbock, TX 79410, United States	250-499	Education
Covenant Hospital Plainview	2601 Dimmitt Rd, Plainview, TX 79072, United States	250-499	Healthcare
Dillard's	6002 Slide Rd, Lubbock, TX 79414, United States	250-499	Retail
Four Bar K	302 E 82nd St, Lubbock, TX 79404, United States	500-999	Hospitality
Frontier Dodge Chrysler Jeep Ram Fiat	5801 Spur 327, Lubbock, TX 79424, United States	250-499	Car Sales
Glam	4620 71st St, Lubbock, TX 79424, United States	250-499	Industrial
Industrial Molding Corporation	616 E Slaton Rd, Lubbock, TX 79404, United States	250-499	Industrial
JCPenney	6002 Slide Rd, Lubbock, TX 79414, United States	250-499	Retail
Llano Logistics	5801 M L King Jr Blvd, Lubbock, TX 79404, United States	250-499	Freight and Cargo
Lubbock County Jail	3502 N Holly Ave, Lubbock, TX 79403, United States	250-499	Government
Lubbock Heart and Surgical Hospital	4810 N Loop 289, Lubbock, TX 79416, United States	250-499	Healthcare
Lubbock State Supported Living Center	3401 N University Ave, Lubbock, TX 79415, United States	500-999	Healthcare
Lyntegar Electric Cooperative	1701 Frontage Rd, Tahoka, TX 79373, United States	250-499	Energy
Market Street	4425 19th St, Lubbock, TX 79407, United States	250-499	Retail
McLane Grocery Distribution	1717 TX-289 N Loop, Lubbock, TX 79403, United States	250-499	Freight and Cargo
Muleshoe ISD	800 W 3rd, Muleshoe, TX 79347, United States	250-499	Government
Lubbock Post Office	1515 Crickets Ave, Lubbock, TX 79401, United States	250-499	Government
Roosevelt ISD	1406 County Rd 3300, Lubbock, TX 79403, United States	250-499	Government
South Plains College	1401 College Ave, Levelland, TX 79336, United States	500-990	Higher Education
Texas Tech University	2524 Broadway St, Lubbock, TX 79409-9836, United States	1,000-4,999	Higher Education
United Supermarkets	1701 50th St, Lubbock, TX 79412, United States	250-499	Retail
United Supermarkets	2703 82nd St, Lubbock, TX 79423, United States	250-499	Retail
United Supermarkets	8010 Frankford Ave, Lubbock, TX 79424, United States	250-499	Retail
Walmart Supercenter	1911 Marsha Sharp Fwy, Lubbock, TX 79415, United States	250-499	Retail
Walmart Supercenter	702 W Loop 289, Lubbock, TX 79416, United States	250-499	Retail
Walmart Supercenter	6315 82nd St, Lubbock, TX 79424, United States	250-499	Retail
Walmart Supercenter	4215 S Loop 289, Lubbock, TX 79423, United States	250-499	Retail
Walmart Supercenter	11415 Quaker Ave, Lubbock, TX 79424, United States	250-499	Retail
Western Union	3501 Olton Rd, Plainview, TX 79072, United States	250-499	Finance

Housing

Multifamily housing developments are defined as residential structures that house more than one unit or family, often on multiple floors or larger tracts of land. This includes apartment complexes as well as condominiums, townhome clusters, and other larger multi-unit residential buildings.

Table 3-3: Multifamily Housing in South Plains Region

Name	Address
18Nineteen Apartments	1811 9th St, Lubbock, TX 79401, United States
36 South	1316 52nd St, Lubbock, TX 79412-2911, United States
96 West	2412 Frankford Ave, Lubbock, TX 79407-1700, United States
Antelope Ridge Apartments	1000 N 20th St, Slaton, Texas 79364, United States
Apex Villas	3701 Clovis Frontage Rd, Lubbock, TX 79415, United States
Ashton Pointe Apartments	308 Frankford Ave, Lubbock, TX 79416, United States
Behner Place	5401 Utica Ave, Lubbock, TX 79414, United States
Bethesda Manor	1407 Wayland St, Plainview, TX 79072-4807, United States
Brickstone Villas Apartments	1606 82nd St, Lubbock, TX 79423, United States
Brookdale Grand Court Lubbock	4601 71st St, Lubbock, TX 79424, United States
Brookdale Remington Park	5301 66th St, Lubbock, TX 79424, United States
BROWNFIELD HSG	303 E Stewart St, Brownfield, TX 79316, United States
BROWNFIELD SRS	601 E Felt St, Brownfield, TX 79316-3406, United States
Cantibury Pointe Townhomes	1415 N Knoxville Ave, Lubbock, TX 79415, United States
Carillon	1717 Norfolk Ave, Lubbock, TX 79416, United States
Carlton House	303 Detroit Ave, Lubbock, TX 79415, United States
Casa Orlando	1810 3rd St, Lubbock, TX, United States
Castle Garden Apartments	1102 58th St, Lubbock, TX 79412, United States
Catalina West Apartments	3420 Milwaukee Ave, Lubbock, TX 79407, United States
Central Village Apartment	910 W 28th St, Plainview, TX 79072-2308, United States
City of Lockney Housing Authority	418 S Main St, Lockney, TX 79241-2059, United States
Clark Apartments	2123 15th St, Lubbock, TX 79401, United States
College Heights	934 E 14th St, Littlefield, TX 79339, United States
Cooper Cove Apartments	3220 114th St, Lubbock, TX 79423, United States
Cornerstone Homes	218 Redbud Ave, Lubbock, TX 79403-4408, United States
Cottages at Abbey Glen Apartments	5240 114th St, Lubbock, TX 79424, United States
Courtyard At King's Dominion	910 N Martin L King Blvd, Lubbock, TX 79403, United States
Dakota Arms Apartments	6703 82nd St, Lubbock, TX 79424, United States
Deer Creek Apartments	701 Martin Luther King Blvd, Levelland, TX 79336, United States

Name	Address
Emory Senior Living	924 E Emory St, Lubbock, TX 79403, United States
Garden Apartments	1340 65th Dr, Lubbock, TX 79412, United States
Greenwood Cove Apartments	9502 University Ave, Lubbock, TX 79423, United States
Hale Center Housing Authority	509 E 3rd St, Hale Center, TX 79041, United States
Harmon Elliot Complex	901 W Avenue K, Muleshoe, TX 79347, United States
Heritage Apartments	3002 4th St, Lubbock, TX 79415, United States
High Plains	1607 Iola Ave, Lubbock, TX, United States
Hillcrest Manor Senior Apartments	1102 N Memphis Ave, Lubbock, TX 79415, United States
Hunter's Way Apartments	5550 56th St, Lubbock, TX 79414, United States
Idalou Manor	604 W 8th St, Idalou, TX 79329-9102, United States
Levelland Manor	903 S Alamo Rd, Levelland, TX 79336, United States
Littlefield Manor	1600 S Wicker Ave, Littlefield, TX 79339, United States
Lockwood Apartments	2124 Lockwood St, Tahoka, TX 79373, United States
Lubbock Lakeway Apartments	4645 52nd St Apartment P6, Lubbock, TX 79414, United States
Mary Myers Senior Housing	5421 Utica Ave, Lubbock, TX 79414, United States
Oak Creek Apartments	5817 22nd St, Lubbock, TX 79407, United States
Park East Student Living	1819 Glenna Goodacre Blvd, Lubbock, TX 79401, United States
Park Meadows	2620 Oak Ave, Lubbock, TX 79404, United States
Park Meadows Villa	2502 Weber Dr, Lubbock, TX 79404, United States
Parkview Place	6402 Hartford Ave, Lubbock, TX 79413, United States
Plains Village	2601 Joliet St, Plainview, TX 79072, United States
Plains West Apartments	201 Slate Ave, Sudan, TX 79371, United States
Plainview Vists	1401 W 33rd St, Plainview, TX 79072, United States
Portofino Apartments	6610 34th St, Lubbock, TX 79407, United States
Post Manor	802 W 15th St, Post, Texas 79356, United States
Primrose Retirement Community of Lubbock	10003 Upland Ave, Lubbock, TX 79424, United States
Raider Ranch	6548 43rd St, Lubbock, TX 79407, United States
Raiders Pass	3120 4th St, Lubbock, TX 79415, United States
Raiders Walk	2717 3rd St, Lubbock, TX 79415, United States
Renaissance At North Park	5202 Auburn St, Lubbock, TX 79416, United States
Residences At Shadow Hills	6202 4th St, Lubbock, TX 79416, United States
Rose Meadows	1002 S Alamo Rd, Levelland, TX 79336, United States
Savannah Oaks Apartments	5204 50th St, Lubbock, TX 79414, United States
Savannah Park of Crosbyton	1214 E US Highway 82, Crosbyton, TX 79322, United States
Silver Village	5401 54th St, Lubbock, TX 79414, United States
Slide North Apartments	5205 Auburn St, Lubbock, TX 79416, United States

Name	Address
South Plains Apartments	5520 58th St, Lubbock, TX 79414-2032, United States
South Plains Regional Housing Authority	103 E Hill St, Brownfield, TX 79316-3654, United States
Southstead	5520 58th St, Lubbock, TX 79414, United States
Southview Village Duplexes	1745 74th St, Lubbock, TX 79423, United States
Springfield Apartments	902 Milwaukee Ave, Lubbock, TX 79416, United States
Stone Hollow Village	1510 E Cornell St, Lubbock, TX 79403, United States
Sunland Village	1835 Avenue I, Levelland, TX 79336, United States
The Bloc	707 Avenue T, Lubbock, TX 79401, United States
The Carlton House	303 Detroit Ave, Lubbock, TX 79415, United States
The Collective at Lubbock	2001 9th Street, Lubbock, TX 79401, United States
The Dominion Apartments	5501 50th St, Lubbock, TX 79414, United States
The Ella	1102 58th St, Lubbock, TX 79412, United States
The Enclave	4625 71st St, Lubbock, TX 79424, United States
The Gardens at Shadow Hills	110 Frankford Ave, Lubbock, TX 79416, United States
The Hudson at Orchard Park	3901 114th St, Lubbock, TX 79423, United States
The Jackson	102 Waco Ave, Lubbock, TX 79415, United States
The Leighton	10412 Milwaukee Ave, Lubbock, TX 79424, United States
The Park Apartments	5702 50th St, Lubbock, TX 79414, United States
The Preserve at Prairie Pointe	8217 Avenue U, Lubbock, TX 79423, United States
The Providence	5814 98th St, Lubbock, TX 79424, United States
The Que Apartments	2101 Avenue Q, Lubbock, TX 79411, United States
The Residence at Wolfforth	111 Loop 193, Wolfforth, TX 79382, United States
The Scarlet	2202 Mac Davis Ln, Lubbock, TX 79401, United States
The Sherick	2502 Utica Ave, Lubbock, TX 79407, United States
The Village at Overton Park	2408 Mac Davis Ln, Lubbock, TX 79401, United States
The Village at Overton Park	2408 Mac Davis Ln, Lubbock, TX 79401, United States
Tuscany Place	6312 73rd St, Lubbock, TX 79424, United States
U Club Townhomes	2210 Glenna Goodacre Blvd, Lubbock, TX 79401, United States
U Loft Apartments	1001 University Ave, Lubbock, TX 79406, United States
Ventura Place	3026 54th St, Lubbock, TX 79413, United States
West Gate Apartments	2100 N 7th St, Tahoka, TX 79373, United States
Windcrest Estacado	1001 N Indiana Ave, Lubbock, TX 79415, United States
Winwood of Plainview	2812 Houston St, Plainview, TX 79072-2354, United States

Shopping

This table shows shopping centers and grocery stores located in the South Plains region. Shopping centers include centers with multiple retail outlets or large grocery stores. Smaller grocery stores that help support shopping needs in rural areas were also included in this assessment. Of note, the Lowe's Market location in Matador is currently closed.

Table 3-4: Major Retailers in South Plains Region

Name	Address
Amigos	112 N University Ave, Lubbock, TX 79415, United States
Amigos	2403 N Columbia Ave, Plainview, TX 79072, United States
Asian Food Market	5903 82nd St Suite 100, Lubbock, TX 79424, United States
Costco Wholesale	6020 34th St, Lubbock, TX 79407, United States
Food King	2706 26th St, Lubbock, TX 79410, United States
Food King	5725 19th St, Lubbock, TX 79407, United States
Food King	8208 Slide Rd, Lubbock, TX 79424, United States
Food King	401 W American Blvd, Muleshoe, TX 79347, United States
Food King	102 W Waylon Jennings Blvd, Littlefield, TX 79339, United States
H-E-B	4405 114th St, Lubbock, TX 79424, United States
La Super Economica	1411 W 5th St, Plainview, TX 79072, United States
La Super Economica Meat Market	2131 Clovis Rd, Lubbock, TX 79415, United States
Lowe's Market	1111 Main St, Matador, TX 79244, United States
Lowe's Market	220 S 2nd St, Floydada, TX 79235, United States
Lowe's Market	212 W Birch St, Crosbyton, TX 79322, United States
Lowe's Market	405 Avenue D, Abernathy, TX 79311, United States
Lowe's Market	710 Cowboy Way, Plains, TX 79355, United States
Lowe's Market	103 E Richardson St, Sundown, TX 79372, United States
Market Street	3405 50th St, Lubbock, TX 79413, United States
Market Street	4205 98th St, Lubbock, TX 79423, United States
Market Street	4425 19th St, Lubbock, TX 79407, United States
Natural Grocers	7208 Slide Rd, Lubbock, TX 79424, United States

Name	Address
Oriental Market	4220 50th St, Lubbock, TX 79413, United States
Shallowater Super Market	701 Avenue F, Shallowater, TX 79363, United States
Sprouts Farmers Market	8201 Quaker Ave #140, Lubbock, TX 79424, United States
Thriftway Foods	713 W Broadway St, Denver City, TX 79323, United States
United Supermarkets	11310 Slide Rd, Lubbock, TX 79424, United States
United Supermarkets	12815 Indiana Ave, Lubbock, TX 79423, United States
United Supermarkets	1701 50th St, Lubbock, TX 79412, United States
United Supermarkets	2630 Parkway Dr, Lubbock, TX 79403, United States
United Supermarkets	2703 82nd St, Lubbock, TX 79423, United States
United Supermarkets	401 Slide Rd, Lubbock, TX 79416, United States
United Supermarkets	6313 4th St, Lubbock, TX 79416, United States
United Supermarkets	8010 Frankford Ave, Lubbock, TX 79424, United States
United Supermarkets	511 College Ave, Levelland, TX 79336, United States
United Supermarkets	3501 Olton Rd, Plainview, TX 79072, United States
United Supermarkets	104 W 9th St, Muleshoe, TX 79347, United States
United Supermarkets	701 Marshall Howard Blvd, Littlefield, TX 79339, United States
United Supermarkets	123 N Broadway St, Post, TX 79356, United States
United Supermarkets	1401 Tahoka Rd, Brownfield, TX 79316, United States
Walmart Supercenter	1911 Marsha Sharp Fwy, Lubbock, TX 79415, United States
Walmart Supercenter	702 W Loop 289, Lubbock, TX 79416, United States
Walmart Supercenter	6315 82nd St, Lubbock, TX 79424, United States
Walmart Supercenter	4215 S Loop 289, Lubbock, TX 79423, United States
Walmart Supercenter	11415 Quaker Ave, Lubbock, TX 79424, United States
Walmart Supercenter	1501 N Interstate 27, Plainview, TX 79072, United States

Medical Facilities

Medical Facilities encompass a wide range of healthcare providers and institutions that deliver medical services to the community. This category includes hospitals, regional medical centers, specialized treatment centers such as dialysis clinics, and veterans' health facilities.

Table 3-5: Medical Facilities in South Plains Region

Name	Address	Type
Brownfield Regional Medical Center	705 E Felt St, Brownfield, TX 79316, United States	Hospital
Cochran Memorial Hospital	104 W Wilson Ave, Morton, TX 79346-2543, United States	Hospital
Covenant Health System	3514 21st St, Lubbock, TX 79410, United States	Hospital
Covenant Hospital Levelland	1900 College Ave, Levelland, TX 79336, United States	Hospital
Covenant Hospital Plainview	2601 Dimmitt Rd, Plainview, TX 79072, United States	Hospital
Grace Surgical Hospital	7509 Marsha Sharp Fwy W, Lubbock, TX 79424, United States	Hospital
Lubbock Heart and Surgical Hospital	4810 N Loop 289, Lubbock, TX 79416, United States	Hospital
Lynn County Hospital	2600 Lockwood St, Tahoka, TX 79373, United States	Hospital
Muleshoe Area Hospital	708 S 1st St, Muleshoe, TX 79347, United States	Hospital
South Plains Rural Health	1000 FM 300, Levelland, TX 79336, United States	Hospital
UMC Children's Hospital	602 Indiana Ave, Lubbock, TX 79415, United States	Hospital
UMC Family Medicine at Slaton	130 N 7th St, Slaton, TX 79364, United States	Hospital
University Medical Center	602 Indiana Ave, Lubbock, TX 79415, United States	Hospital
University Medical Center	602 Indiana Ave 1st Floor, Lubbock, TX 79415, United States	Hospital
Yoakum County Hospital	412 Mustang Ave, Denver City, TX 79323, United States	Hospital
DaVita Brownfield Dialysis	1407 Tahoka Rd, Brownfield, TX 79316, United States	Dialysis Center
Dialysis Center of Lubbock	4747 S Loop 289 # 120, Lubbock, TX 79424, United States	Dialysis Center
Dialysis Services of West Texas	500 W 5th St, Denver City, TX 79323, United States	Dialysis Center
Fresenius Kidney Care Caprock	8704 University Ave, Lubbock, TX 79423, United States	Dialysis Center
Fresenius Kidney Care Lubbock	2710 Avenue Q, Lubbock, TX 79411, United States	Dialysis Center
Fresenius Kidney Care Lubbock Dialysis Center - Redbud	1126 Slide Rd Suite 4a, Lubbock, TX 79416, United States	Dialysis Center
Fresenius Kidney Care Northeast Lubbock	1923 Marsha Sharp Fwy W Ste 102, Lubbock, TX 79415, United States	Dialysis Center
Fresenius Kidney Care Plainview	3304 Olton Rd, Plainview, TX 79072, United States	Dialysis Center
Fresenius Kidney Care South Plains	6630 Quaker Ave #102, Lubbock, TX 79413, United States	Dialysis Center
Fresenius Medical Care at Lubbock University Medical Center	602 Indiana Ave, Lubbock, TX 79415, United States	Dialysis Center
The Kidney Care Center	3702 I-27, Lubbock, TX 79412, United States	Dialysis Center
U.S. Renal Care	1826 Parkway Dr #200, Lubbock, TX 79403, United States	Dialysis Center
U.S. Renal Care	3801 21st St #100, Lubbock, TX 79410, United States	Dialysis Center

Education Facilities

This section highlights Education Facilities identified in the South Plains region. Educational facilities include higher education such as community colleges and universities, as well as high schools.

Table 3-6: Education Facilities in South Plains Region

Name	Address
Lubbock High School	2004 19th St, Lubbock, TX 79401-4606, United States
Monterey High School	3211 47th St, Lubbock, TX 79413-4112, United States
Coronado High School	4910 29th Dr, Lubbock, TX 79410, United States
Estacado High School	1504 E Itasca St, Lubbock, TX 79403, United States
Texas Tech University	2524 Broadway St, Lubbock, TX 79409-9836, United States
Lubbock Christian University	5601 19th St, Lubbock, TX 79407, United States
Wayland Baptist University	1900 W 7th, Plainview, TX 79072, United States
Wayland Baptist University - Lubbock	801 N Quaker Ave, Lubbock, TX 79416, United States
Levelland High School	1400 Hickory St, Levelland, TX 79336-5129, United States
South Plains College	1401 College Ave, Levelland, TX 79336, United States
Whiteface High School	401 Antelope Blvd, Whiteface, TX 79379, United States
Morton ISD	500 Champion Dr, Morton, TX 79346, United States
Sundown High School	511 E 7th St, Sundown, TX 79372, United States
Slaton High School	105 N 20th St, Slaton, TX 79364, United States
Frenship Memorial High School	3909 Upland Ave, Lubbock, TX 79407, United States
Roosevelt High School	1406 County Rd 3300, Lubbock, TX 79403, United States
Lubbock-Cooper Liberty High School	4530 Woodrow Rd, Lubbock, TX 79424, United States
Brownfield High School	701 Cub Dr, Brownfield, TX 79316, United States
Tahoka High School	1929 Avenue P, Tahoka, TX 79373, United States
Post High School	307 W 4th St, Post, TX 79356, United States
Ralls High School	1101 10th St, Ralls, TX 79357, United States
New Deal High School	209 S Auburn Ave, New Deal, TX 79403, United States
Hale Center High School	411 Owl Dr, Hale Center, TX 79041-9525, United States
Plainview High School	1707 W 11th St, Plainview, TX 79072, United States
Lockney High School	410 SW 4th St, Lockney, TX 79241, United States
Floydada High School	618 Whirlwind Aly, Floydada, TX 79235-3102, United States
Motley County School	1600 Bundy St, Matador, TX 79244, United States
Shallowater High School	1009 State Champions Dr, Shallowater, TX 79363, United States
Littlefield High School	1100 W Waylon Jennings Blvd, Littlefield, TX 79339-3714, United States
Muleshoe High School	800 W 3rd, Muleshoe, TX 79347, United States
Sudan High School	107 Highway 303, Sudan, TX 79371, United States
Plains High School	811 Cowboy Way, Plains, TX 79355, United States
Denver City High School	601 Mustang Dr, Denver City, TX 79323, United States
Lorenzo High School	1003 4 St, Lorenzo, TX 79343, United States
Guthrie Common School	301 Jaguar Ln, Guthrie, TX 79236, United States
South Plains College - Plainview	1920 W 24th St, Plainview, TX 79072, United States
Wayland Baptist University	801 N Quaker Ave, Lubbock, TX 79416, United States
Wayland Baptist University	1900 W 7th, Plainview, TX 79072, United States

Journey-to-Work

Journey-to-work data describes where employed residents live, where they work, and how they travel between the two. This information supports analyses of daily travel behavior and the identification of intercounty travel relationships, which are foundational to documenting potential need for coordinated or regional transportation services. Journey-to-work data can help identify regional travel demand, support intercounty transit coordination, and provide insight into mode choice and mobility constraints across the South Plains region.

Journey-to-work data for the South Plains' counties are derived from the American Community Survey (ACS) five-year estimates and are summarized in **Table 3-7**.

Across the region, intercounty commuting patterns vary, reflecting differences in local employment availability and proximity to regional job centers. Compared to the statewide average of 20.9 percent commuting outside their given county of residence, few workers commute outside their counties of origin from the South Plains.

- Bailey and Yoakum counties have the highest rates of working outside the state, likely because they are the counties closest to Clovis, NM and Hobbs, NM.
- Lubbock County has the highest percentage of workers who work in the county, reflecting its role as the region's central hub.
- Across the region, very few people take public transportation to work. Lubbock County has the highest share, but even there it is just 0.6% of workers.
- With just 6% of workers who work from home, the rate of working from home is less than half that of Texas as a whole.

Table 3-7: Journey to Work Patterns for South Plains Region

Category	Texas		South Plains Region	
	Number	Percent	Number	Percent
Workers 16 years or older	13,992,594	100.0%	202,793	100.0%
Location of Employment				
In state of residence	13,854,034	99.0%	200,910	99.1%
In county of residence	10,932,209	78.1%	178,249	87.9%
Outside county of residence	2,921,825	20.9%	22,661	11.2%
Outside state of residence	138,560	1.0%	1,883	0.9%
Means of Transportation				
Car, truck, or van - drove alone	10,242,925	73.2%	158,981	78.4%
Car, truck, or van - carpooled	1,372,704	9.8%	23,944	11.8%
Public transportation	133,038	1.0%	960	0.5%
Walked	202,101	1.4%	3,881	1.9%
Taxicab, motorcycle, bicycle, other	245,385	1.8%	2,960	1.5%
Worked from home	1,796,441	12.8%	12,067	6.0%

Category	Bailey County		Cochran County		Crosby County		Dickens County		Floyd County	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Workers 16 years or older	2,528	100.0%	994	100.0%	15,315	100.0%	20,278	100.0%	2,280	
Location of Employment										
In state of residence	2,276	90.0%	967	97.3%	2,194	99.1%	668	97.8%	2,280	100.0%
In county of residence	1,868	73.9%	526	52.9%	934	42.2%	485	71.0%	1,451	63.6%
Outside county of residence	408	16.1%	441	44.4%	1,260	56.9%	183	26.8%	829	36.4%
Outside state of residence	252	10.0%	27	2.7%	21	0.9%	15	2.2%	0	0.0%
Means of Transportation										
Car, truck, or van - drove alone	1,871	74.0%	734	73.8%	1,713	77.3%	516	75.5%	1,962	86.1%
Car, truck, or van - carpooled	267	10.6%	212	21.3%	260	11.7%	72	10.5%	271	11.9%
Public transportation	0	0.0%	0	0.0%	22	1.0%	0	0.0%	0	0.0%
Walked	41	1.6%	9	0.9%	64	2.9%	57	8.3%	20	0.9%
Taxicab, motorcycle, bicycle, other	214	8.5%	14	1.4%	77	3.5%	27	4.0%	16	0.7%
Worked from home	135	5.3%	25	2.5%	79	3.6%	11	1.6%	11	0.5%

Category	Garza County		Hale County		Hockley County		King County		Lamb County	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Workers 16 years or older	1,720		13,411		9,389		92		5,689	
Location of Employment										
In state of residence	1,720	100.0%	13,370	99.7%	9,347	99.6%	92	100.0%	5,590	98.3%
In county of residence	910	52.9%	10,488	78.2%	5,943	63.3%	86	93.5%	3,866	68.0%
Outside county of residence	810	47.1%	2,882	21.5%	3,404	36.3%	6	6.5%	1,724	30.3%
Outside state of residence	0	0.0%	41	0.3%	42	0.4%	0	0.0%	99	1.7%
Means of Transportation										
Car, truck, or van - drove alone	1,513	88.0%	10,832	80.8%	7,465	79.5%	69	75.0%	4,553	80.0%
Car, truck, or van - carpooled	173	10.1%	1,894	14.1%	1,247	13.3%	16	17.4%	749	13.2%
Public transportation	0	0.0%	15	0.1%	23	0.2%	0	0.0%	35	0.6%
Walked	30	1.7%	142	1.1%	165	1.8%	0	0.0%	37	0.7%
Taxicab, motorcycle, bicycle, other	0	0.0%	148	1.1%	88	0.9%	0	0.0%	55	1.0%
Worked from home	4	0.2%	380	2.8%	401	4.3%	7	7.6%	260	4.6%

Category	Lubbock County		Lynn County		Motley County		Terry County		Yoakum County	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Workers 16 years or older	152,799		2,451		608		4,812		3,122	
Location of Employment										
In state of residence	151,914	99.4%	2,447	99.8%	608	100.0%	4,802	99.8%	2,635	84.4%
In county of residence	145,034	94.9%	1,058	43.2%	484	79.6%	3,162	65.7%	1,954	62.6%
Outside county of residence	6,880	4.5%	1,389	56.7%	124	20.4%	1,640	34.1%	681	21.8%
Outside state of residence	885	0.6%	4	0.2%	0	0.0%	10	0.2%	487	15.6%
Means of Transportation										
Car, truck, or van - drove alone	119,148	78.0%	1,951	79.6%	404	66.4%	3,865	80.3%	2,385	76.4%
Car, truck, or van - carpooled	17,250	11.3%	289	11.8%	91	15.0%	648	13.5%	505	16.2%
Public transportation	860	0.6%	0	0.0%	0	0.0%	5	0.1%	0	0.0%
Walked	3,146	2.1%	38	1.6%	39	6.4%	13	0.3%	80	2.6%
Taxicab, motorcycle, bicycle, other	2,213	1.4%	3	0.1%	3	0.5%	19	0.4%	83	2.7%
Worked from home	10,182	6.7%	170	6.9%	71	11.7%	262	5.4%	69	2.2%

A valuable source for contextualizing journey-to-work patterns in the South Plains is the US Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) dataset. LEHD data link workers' place of residence with their primary place of employment, providing insight into major employment hubs and regional commuting flows across county and state lines. For the South Plains region, the dataset is particularly useful for understanding labor market connectivity, cross-county dependence, and the pull of employment opportunities in Lubbock on local commuting patterns. Key observations from the LEHD analysis include the following:

- In Crosby, King and Lynn counties, more people work in Lubbock County than they do in their home counties. The only counties where Lubbock is not second behind the target county are Bailey and Yoakum, where it is third.
- The share of workers who work in Lubbock County ranges from a low of 8.3% in Yoakum County to 42.5% in Lynn County. Even in Hale and Hockley Counties, which have their own smaller employment centers in Plainview and Levelland, 22.1% and 31.1% of workers work in Lubbock County.
- In Lubbock County, the second most common destination is Dallas County, reflecting that Lubbock has interregional economic ties that the other counties do not (although it is just 2.5% of workers).
- Few workers go between their home county and another South Plains county that is not Lubbock County for work. The highest percentage is 17.9% of Cochran County workers who work in Hockley County, but in most counties, the top non-Lubbock county is in the single digits of worker share.
- Out-of-state commuting patterns are present in the South Plains region but still limited overall. Bailey and Yoakum counties both send workers to New Mexico, but the LEHD dataset estimates it to be at a lower rather than the ACS data indicated. Meanwhile, King County does so at a higher rate than the estimate from the LEHD data.

Table 3-8: Top Places of Work for the Residents of Each County in South Plains Region

South Plains Region	
Destination	Percent
Lubbock County, TX	64.1%
Hale County, TX	3.7%
Hockley County, TX	3.4%
Dallas County, TX	2.5%
Midland County, TX	1.6%
Potter County, TX	1.5%
Lamb County, TX	1.3%
Terry County, TX	1.1%
Randall County, TX	1.1%
Ector County, TX	1.0%
All Other Locations	18.7%

Bailey County		Cochran County		Crosby County	
Destination	Percent	Destination	Percent	Destination	Percent
Bailey County, TX	37.5%	Cochran County, TX	26.0%	Lubbock County, TX	41.7%
Parmer County, TX	11.2%	Hockley County, TX	17.9%	Crosby County, TX	21.1%
Lubbock County, TX	9.5%	Lubbock County, TX	17.6%	Potter County, TX	2.7%
Lamb County, TX	6.1%	Yoakum County, TX	3.0%	Dallas County, TX	2.3%
Potter County, TX	3.5%	Dallas County, TX	2.9%	Hale County, TX	2.2%
Curry County, NM	3.4%	Bailey County, TX	2.7%	Midland County, TX	2.1%
Randall County, TX	2.3%	Gaines County, TX	2.4%	Hockley County, TX	1.8%
Dallas County, TX	2.3%	Midland County, TX	2.1%	Floyd County, TX	1.4%
Midland County, TX	2.0%	Randall County, TX	1.7%	Ector County, TX	1.3%
Deaf Smith County, TX	1.7%	Lamb County, TX	1.4%	Randall County, TX	1.2%
All Other Locations	20.4%	**All Other Locations**	22.2%	**All Other Locations**	22.2%

Dickens County		Floyd County		Garza County	
Destination	Percent	Destination	Percent	Destination	Percent
Dickens County, TX	29.9%	Floyd County, TX	37.0%	Garza County, TX	38.1%
Lubbock County, TX	22.9%	Lubbock County, TX	17.4%	Lubbock County, TX	21.4%
Scurry County, TX	5.4%	Hale County, TX	12.0%	Hockley County, TX	2.8%
Dallas County, TX	3.1%	Potter County, TX	3.1%	Midland County, TX	2.8%
Midland County, TX	2.9%	Dallas County, TX	2.5%	Dallas County, TX	2.2%
Crosby County, TX	2.5%	Randall County, TX	2.5%	Hale County, TX	2.1%
Kent County, TX	2.5%	Midland County, TX	1.7%	Dawson County, TX	1.9%
Ector County, TX	1.9%	Crosby County, TX	1.2%	Ector County, TX	1.5%
Potter County, TX	1.8%	Hockley County, TX	1.1%	Scurry County, TX	1.5%
Hale County, TX	1.2%	Parmer County, TX	1.1%	Randall County, TX	1.4%
All Other Locations	25.9%	**All Other Locations**	20.5%	**All Other Locations**	24.2%

Hale County		Hockley County		King County	
Destination	Percent	Destination	Percent	Destination	Percent
Hale County, TX	39.4%	Hockley County, TX	38.3%	Lubbock County, TX	22.6%
Lubbock County, TX	22.1%	Lubbock County, TX	31.1%	King County, TX	15.5%
Potter County, TX	4.0%	Dallas County, TX	2.3%	Curry County, NM	8.4%
Randall County, TX	3.9%	Potter County, TX	2.0%	Potter County, TX	7.1%
Dallas County, TX	2.2%	Midland County, TX	1.8%	Midland County, TX	4.5%
Midland County, TX	1.8%	Hale County, TX	1.4%	Randall County, TX	4.5%
Hockley County, TX	1.6%	Randall County, TX	1.3%	Roosevelt County, NM	3.9%
Parmer County, TX	1.6%	Ector County, TX	1.1%	Lea County, NM	3.2%
Swisher County, TX	1.4%	Yoakum County, TX	1.0%	Cottle County, TX	2.6%
Deaf Smith County, TX	1.3%	Scurry County, TX	1.0%	Dawson County, TX	1.9%
All Other Locations	22.2%	**All Other Locations**	25.9%	**All Other Locations**	20.5%

Lamb County		Lubbock County		Lynn County	
Destination	Percent	Destination	Percent	Destination	Percent
Lamb County, TX	31.4%	Lubbock County, TX	78.1%	Lubbock County, TX	42.5%
Lubbock County, TX	23.4%	Dallas County, TX	2.5%	Lynn County, TX	22.1%
Hockley County, TX	5.2%	Midland County, TX	1.4%	Dallas County, TX	3.2%
Bailey County, TX	4.2%	Hockley County, TX	1.2%	Dawson County, TX	2.7%
Potter County, TX	3.4%	Tarrant County, TX	1.1%	Hockley County, TX	2.1%
Randall County, TX	3.2%	Potter County, TX	1.0%	Potter County, TX	2.0%
Hale County, TX	2.5%	Harris County, TX	1.0%	Midland County, TX	1.9%
Dallas County, TX	2.0%	Ector County, TX	0.9%	Hale County, TX	1.4%
Midland County, TX	1.7%	Collin County, TX	0.9%	Ector County, TX	1.3%
Castro County, TX	1.5%	Travis County, TX	0.8%	Garza County, TX	1.2%
All Other Locations	21.6%	**All Other Locations**	11.1%	**All Other Locations**	19.6%

Motley County		Terry County		Yoakum County	
Destination	Percent	Destination	Percent	Destination	Percent
Motley County, TX	28.4%	Terry County, TX	35.0%	Yoakum County, TX	47.6%
Lubbock County, TX	16.2%	Lubbock County, TX	23.6%	Gaines County, TX	9.7%
Randall County, TX	4.7%	Gaines County, TX	5.4%	Lubbock County, TX	8.3%
Floyd County, TX	4.5%	Hockley County, TX	4.5%	Hockley County, TX	3.3%
Dallas County, TX	3.5%	Dallas County, TX	2.4%	Dallas County, TX	2.8%
Potter County, TX	3.5%	Midland County, TX	2.3%	Andrews County, TX	2.6%
Midland County, TX	2.7%	Yoakum County, TX	2.3%	Lea County, NM	2.6%
Hale County, TX	2.5%	Dawson County, TX	1.9%	Midland County, TX	2.2%
Parmer County, TX	2.2%	Ector County, TX	1.3%	Ector County, TX	1.2%
Scurry County, TX	2.0%	Randall County, TX	1.2%	Terry County, TX	1.2%
All Other Locations	29.9%	**All Other Locations**	20.0%	**All Other Locations**	18.5%

MPO Data Analysis

County	2027 RAC	2032 RAC	2050 RAC	RAC % increase	2027 WAC	2032 WAC	2050 WAC	WAC % increase	2027 Population	2032 Population	2050 Population
Crosby	1,754	1,754	1,756	0.11%	460	460	398	-13.48%	5,157	5,157	5,157
Floyd	1,591	1,591	1,823	14.58%	750	750	690	-8.00%	4,972	4,598	3,491
Garza	2,050	2,050	4,540	121.46%	1,479	1,479	3,258	120.28%	5,593	5,433	4,801
Hale	10,201	10,201	8,742	-14.30%	9,943	9,943	17,897	80.00%	31,122	29,851	24,925
Hockley	6,861	6,861	5,672	-17.33%	4,961	4,961	3,763	-24.15%	21,144	20,833	19,192
Lamb	3,963	3,963	3,299	-16.75%	2,799	2,799	3,494	24.83%	12,630	12,257	10,835
Lubbock	112,510	112,510	162,192	44.16%	118,008	118,008	176,298	49.39%	336,820	359,143	428,960
Lynn	1,862	1,862	2,259	21.32%	602	602	523	-13.12%	5,539	5,419	4,972
Terry	3,255	3,255	3,410	4.76%	1,612	1,612	1,471	-8.75%	11,634	11,497	10,784
Total	144,047	144,047	193,693	34.47%	140,614	140,614	207,792	47.77%	434,611	454,188	513,117

This data includes jobs by Residence Area Characteristics (RAC), in which jobs are totaled by home census block—essentially, where do workers live. It also includes jobs by Workplace Area Characteristics (WAC), in which jobs are totaled by work census block—where workers actually work.

Overall, the region is expected to grow in both population and jobs over the next 25 years, but that growth is not evenly distributed. Lubbock County, by far the most populous, is expected to see the second highest rate of increase in RAC, and third highest in WAC, indicating that both more workers will be living in Lubbock, and more jobs will be available in Lubbock. Garza County is also expected to see significant growth in both, despite a projected decline in population. Hale and Lamb counties are anticipating a decrease in RAC but an increase in WAC, indicating that less workers will live in the county, but there will be more people whose workplace is there. The opposite is true of Floyd and Lynn counties.

Chapter 4:
Demographic Assessment

Introduction

This chapter of the South Plains Coordinated Human Services Public Transportation Plan for South Plains Association of Governments contains information on the demographic assessment conducted by the consultant team of all counties in the South Plains planning region. This assessment helps identify the places where residents are concentrated overall, as well as by targeted population groups that are key for the Section 5310 program. Key findings from the demographic assessment are used towards the Service Gaps and Duplication analysis in *Chapter 6* of this plan.

The assessment utilizes data from the American Community Survey (ACS) data for mapping and analysis for each of the population groups, including older adults, college-aged, persons with disabilities, low-income households, zero-vehicle households, race and ethnicity, youth, spoken language, and veterans. Population projections data was also sourced from the Texas Demographic Center as available to take a look at how population trends may change in the coming decades. Some of these target population groups are used for the Transit Need Index methodology and assessment discussed in *Chapter 6*.

Description of Area Demographics

The South Plains region is mostly rural across its 15 counties, with the notable exception of Lubbock County, which at 314,633 people accounts for almost three-quarters of the population of the South Plains region's 434,671 residents. The City of Lubbock alone has a population of around 270,000 people, which is about two-thirds of the region's population. Other counties vary in size—from Hale County's 32,247 residents to King County's 189, making it the third-smallest county in the United States.

The region as a whole is increasing in population, but that increase is entirely in Lubbock County. The more rural counties are expected to see population declines in the coming decades. Impacts on different population groups within those totals will vary over time and in different towns or areas in the South Plains region. For example, currently 13.7 percent of residents in the region are older adults (age 65 or older)—more than one in every six people. The older adult population region-wide is anticipated to increase by 32.6 percent by 2030, meaning that transportation and coordination of resources for this group will become an even more critical need. The maps and tables for each of the population groups examined in this chapter are intended to further highlight places of potential focus for transportation solutions.

Current Population

Population density is one of the key factors in determining the types of public transit services that are feasible in the South Plains region. Generally, areas with population densities above 2,000 persons per square mile can support frequent, daily fixed-route transit service. Areas with densities between 1,000 and 2,000 persons per square mile may be more suited for flex routes or microtransit services, though some can still support fixed-route service. Areas below 1,000 persons per square mile are typically best-suited for advanced-reservation demand-response services.

Figure 4-1 visualizes population density across the South Plains region at the census block group level. Outside of the Lubbock area, Plainview is the only other city with an agglomeration of block groups that all have over 2,000 persons per square mile. Most of the region consists of rural areas with less than 100 persons per square mile, and most of the towns do not even exceed 1,000 persons per square mile.

Major population centers are as follows:

- Lubbock (Lubbock County) – 272,086
- Plainview (Hale County) – 19,249
- Levelland (Hockley County) – 12,494
- Brownfield (Terry County) – 8,682
- Wolfforth (Lubbock County) – 7,982
- Littlefield (Lamb County) – 5,740
- Slaton (Lubbock County) – 5,698
- Muleshoe (Bailey County) – 5,218

Population in the South Plains region reached approximately 434,671 residents in 2023, reflecting a 15 percent increase since 2000. The region has grown across all decades with 8.9 percent growth from 2000 to 2010, 4.9 percent growth from 2010 to 2020, and 0.7 percent growth from 2020 to 2023. While the region has experienced consistent population gains, its overall growth rate remains well below that of Texas as a whole (42.1 percent over the same period).

Population trends within the region are overall positive due to the growth of Lubbock, but every other county saw a population decrease between 2010 and 2020. Between 2000 and 2010 most counties saw a decrease as well, although Yoakum, Hockley, and Bailey counties saw moderate increases, while Garza County's population jumped by over 30%.

Overall, population trends in the South Plains region indicate a region that is undergoing urbanization, as the population grows in Lubbock while it shrinks everywhere else. As the small towns in the region lose residents, they are also likely to lose some of the limited services that are available there, increasing the importance of facilitating access to Lubbock from the rural areas.

Figure 4-1: South Plains Population Density

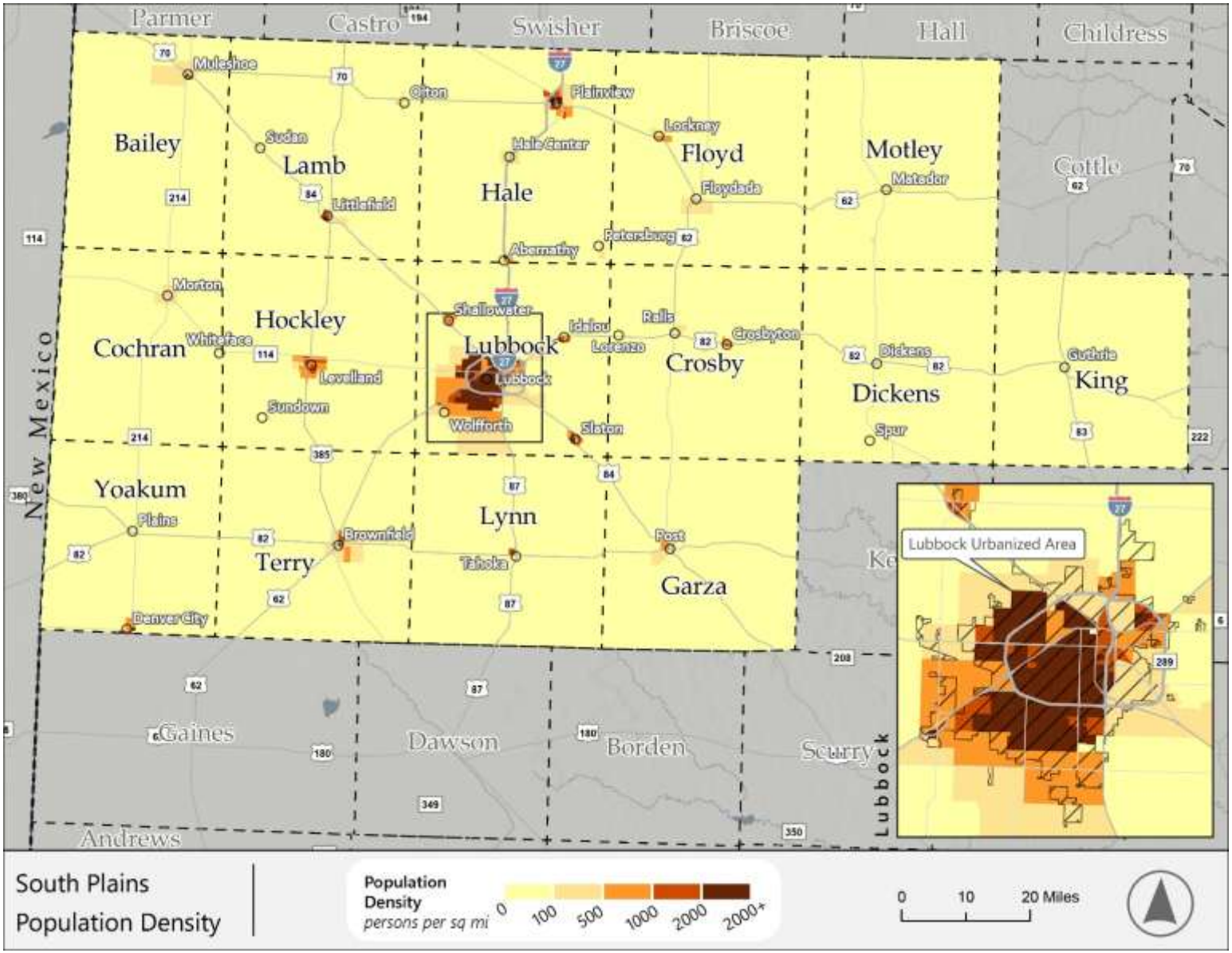


Table 4-1: South Plains Population Trends by County

Geography	2000	2010	2020	2023
Bailey County	6,594	7,165	6,904	7,044
Cochran County	3,730	3,127	2,547	2,520
Crosby County	7,072	6,059	5,133	5,072
Dickens County	2,762	2,444	1,770	1,641
Floyd County	7,771	6,446	5,402	5,294
Garza County	4,872	6,461	5,816	5,435
Hale County	36,602	36,273	32,522	32,247
Hockley County	22,716	22,935	21,537	21,455
King County	356	286	265	189
Lamb County	14,709	13,977	13,045	12,919
Lubbock County	242,628	278,831	310,639	314,633
Lynn County	6,550	5,915	5,596	5,667
Motley County	1,426	1,210	1,063	1,267
Terry County	12,761	12,651	11,831	11,699
Yoakum County	7,322	7,879	7,694	7,589
South Plains Region	**377,871**	**411,659**	**431,764**	**434,671**
State of Texas	*20,851,820*	*25,145,561*	*29,145,505*	*29,640,343*
Percentage Change	2000-2010%	2010-2020%	2020-2023%	2000-2023%
Bailey County	8.7%	-3.6%	2.0%	6.8%
Cochran County	-16.2%	-18.5%	-1.1%	-32.4%
Crosby County	-14.3%	-15.3%	-1.2%	-28.3%
Dickens County	-11.5%	-27.6%	-7.3%	-40.6%
Floyd County	-17.1%	-16.2%	-2.0%	-31.9%
Garza County	32.6%	-10.0%	-6.6%	11.6%
Hale County	-0.9%	-10.3%	-0.8%	-11.9%
Hockley County	1.0%	-6.1%	-0.4%	-5.6%
King County	-19.7%	-7.3%	-28.7%	-46.9%
Lamb County	-5.0%	-6.7%	-1.0%	-12.2%
Lubbock County	14.9%	11.4%	1.3%	29.7%
Lynn County	-9.7%	-5.4%	1.3%	-13.5%
Motley County	-15.1%	-12.1%	19.2%	-11.2%
Terry County	-0.9%	-6.5%	-1.1%	-8.3%
Yoakum County	7.6%	-2.3%	-1.4%	3.6%
South Plains Region	**8.9%**	**4.9%**	**0.7%**	**15.0%**
State of Texas	*20.6%*	*15.9%*	*1.7%*	*42.1%*

Projected Population

Data on population projections for the South Plains region were obtained from the Texas Demographic Center; county-level projections are summarized in **Table 4-2**. The region is projected to experience strong population growth through 2030, increasing to approximately 475,357 residents, from 434,671 in 2020. By 2040, the population is expected to reach 508,489, a 10.1 percent increase from 2030. Growth is expected to continue, reaching to 541,236 residents by 2050, and 585,081 by 2060.

Expected growth is almost entirely driven by Lubbock County. South Plains' rural counties are all projected to experience population decline between 2020 and 2040, according to the Texas Demographic Center. For some of these counties, the population losses are expected to be drastic. Cochran, Crosby, and Floyd counties are all expected to lose double digit percentages of their populations between 2020 and 2030, and in each of the next three decades. Other counties, such as Terry and Hockley, are only projected to have small decreases in population, while Yoakum and tiny King County may experience growth by the middle of the century.

Despite all these losses from the rural counties, the region is still expected to grow due to the growth of Lubbock County. Lubbock is the only one of the 15 counties to have experienced population growth between both 2000-2010 and 2010-2020, and that growth is projected to continue. Lubbock County is projected to have a population of almost 500,000 people by 2060, and by 2050 it is projected to be over 80 percent of the region's population.

This means that the major focus of the transportation system is getting people from rural regions into Lubbock. The only other cities large enough to attract higher-order services to any extent are Plainview (Hale County) and Levelland (Hockley County). These are two of the counties projected to see the smallest decrease in population, indicating that there will still be some demand for travel to and from these cities.

Table 4-2: South Plains Population Projections by County

	2030	2040	2050	2060
Bailey County	6,602	6,324	5,945	5,555
Cochran County	2,126	1,787	1,465	1,185
Crosby County	4,402	3,724	3,081	2,505
Dickens County	1,598	1,531	1,406	1,187
Floyd County	4,610	3,962	3,391	2,887
Garza County	5,530	5,199	4,821	4,342
Hale County	29,863	27,362	24,524	21,859
Hockley County	20,842	20,098	19,100	18,120
King County	259	248	260	267
Lamb County	12,263	11,571	10,725	9,853
Lubbock County	361,834	401,911	442,502	494,185
Lynn County	5,425	5,148	4,918	4,655
Motley County	987	902	840	815
Terry County	11,478	11,202	10,734	10,172
Yoakum County	7,538	7,520	7,524	7,494
South Plains Region	**475,357**	**508,489**	**541,236**	**585,081**
State of Texas	*33,546,497*	*37,076,260*	*40,054,168*	*42,598,048*
Percentage Change	2020-2030%	2030-2040%	2040-2050%	2050-2060%
Bailey County	-4.4%	-4.2%	-6.0%	-6.6%
Cochran County	-16.5%	-15.9%	-18.0%	-19.1%
Crosby County	-14.2%	-15.4%	-17.3%	-18.7%
Dickens County	-9.7%	-4.2%	-8.2%	-15.6%
Floyd County	-14.7%	-14.1%	-14.4%	-14.9%
Garza County	-4.9%	-6.0%	-7.3%	-9.9%
Hale County	-8.2%	-8.4%	-10.4%	-10.9%
Hockley County	-3.2%	-3.6%	-5.0%	-5.1%
King County	-2.3%	-4.2%	4.8%	2.7%
Lamb County	-6.0%	-5.6%	-7.3%	-8.1%
Lubbock County	16.5%	11.1%	10.1%	11.7%
Lynn County	-3.1%	-5.1%	-4.5%	-5.3%
Motley County	-7.1%	-8.6%	-6.9%	-3.0%
Terry County	-3.0%	-2.4%	-4.2%	-5.2%
Yoakum County	-2.0%	-0.2%	0.1%	-0.4%
South Plains Region	**10.1%**	**7.0%**	**6.4%**	**8.1%**
State of Texas	*15.1%*	*10.5%*	*8.0%*	*6.4%*

Table 4-3: South Plains Weighted Population Projection Changes by County

	2020-2030	2030-2040	2040-2050	2050-2060
Bailey County	-0.1%	-0.1%	-0.1%	-0.1%
Cochran County	-0.1%	-0.1%	-0.1%	-0.1%
Crosby County	-0.2%	-0.1%	-0.1%	-0.1%
Dickens County	0.0%	0.0%	0.0%	0.0%
Floyd County	-0.2%	-0.1%	-0.1%	-0.1%
Garza County	-0.1%	-0.1%	-0.1%	-0.1%
Hale County	-0.6%	-0.5%	-0.6%	-0.5%
Hockley County	-0.2%	-0.2%	-0.2%	-0.2%
King County	0.0%	0.0%	0.0%	0.0%
Lamb County	-0.2%	-0.1%	-0.2%	-0.2%
Lubbock County	11.9%	8.4%	8.0%	9.5%
Lynn County	0.0%	-0.1%	0.0%	0.0%
Motley County	0.0%	0.0%	0.0%	0.0%
Terry County	-0.1%	-0.1%	-0.1%	-0.1%
Yoakum County	0.0%	0.0%	0.0%	0.0%
South Plains Region	**10.1%**	**7.0%**	**6.4%**	**8.1%**

Population Factors

Public transportation needs are shaped in part by the size, location, and density of population groups that are more likely to rely on shared or publicly-supported transportation services. These target populations include individuals or households that face financial barriers to personal vehicle access or who are unable to drive due to age or disability. Identifying where these populations are concentrated provides critical context for evaluating existing services, identifying service gaps, and prioritizing future investments.

To support this demographic assessment and subsequent service gaps and duplication analyses, a Transit Needs Index (TNI) was developed based on population data for the area. While the TNI methodology and results are discussed further in *Chapter 6*, it is useful to note for now that the TNI incorporates four key population groups:

- **Older adults (ages 65 and older)** who may experience age-related mobility limitations or choose not to drive.
- **Zero-vehicle households** which lack access to a personal vehicle and rely on ridesharing and other modes of transportation.

- **Individuals living below the poverty level** who may face financial constraints that limit vehicle ownership.

- **Individuals with disabilities** who may require accessible transportation options or specialized services to meet daily travel needs.

In addition to the populations captured in the TNI, several other demographic analyses are important to consider and document as a part of this planning effort. While these demographics are not factored into the TNI, understanding their distribution provides additional context for planning and evaluating transit services. Additional demographic analyses include:

- Youth (ages 10-17)
- College-age population (ages 18-24)
- Veterans
- Limited English Proficiency (LEP) population
- Population by race/ethnicity

Older Adults Population

Older adults are defined as individuals aged 65 and older. Data for the older adult population were obtained from the US Census Bureau's American Community Survey (ACS) 5-year estimates. Population projections are based on Texas Demographic Center's county-level population projections. Population change percentages were calculated to highlight trends over time. **Table 4-4** summarizes 2023 estimates of the older adult population and their share of total population across the South Plains region, while **Table 4-5** presents county-level projections of older adults. **Figure 4-2** illustrates the relative concentration of older adults throughout the region.

- In 2023, older adults comprised approximately 13.7 percent of the total population in the South Plains region with relatively consistent shares across counties.

- Motley County (31.0%) has the highest share of older adults in the region, followed by Dickens County (24.4%) and King County (22.8%). These three are also the three smallest counties in the region.

- By 2030, the older adult population is projected to increase substantially across the region growing by 32.6 percent from around 63,000 in 2020 to 83,000 in 2030. The largest relative increase is projected in Lynn County (58.6%), followed by Cochran County (46.5%) and Yoakum County (45.4%). These are some of the smaller counties in the region, but Lubbock County is also expected to see a 33.8% increase in older adults.

- **Figure 4-2** shows that the less populated parts of Dickens, Motley, and Floyd counties all have high proportions of older adults, as do certain block groups within Lubbock.

Table 4-4: Older Adults Population by County

Older Adults Population	#	%
Bailey County	1,226	17.4%
Cochran County	423	16.8%
Crosby County	969	19.1%
Dickens County	401	24.4%
Floyd County	1,017	19.2%
Garza County	805	14.9%
Hale County	4,523	14.0%
Hockley County	3,263	15.2%
King County	43	22.8%
Lamb County	2,184	16.9%
Lubbock County	41,139	13.1%
Lynn County	896	15.8%
Motley County	393	31.0%
Terry County	1767	15.1%
Yoakum County	869	11.5%
South Plains Region	**59,918**	**13.7%**

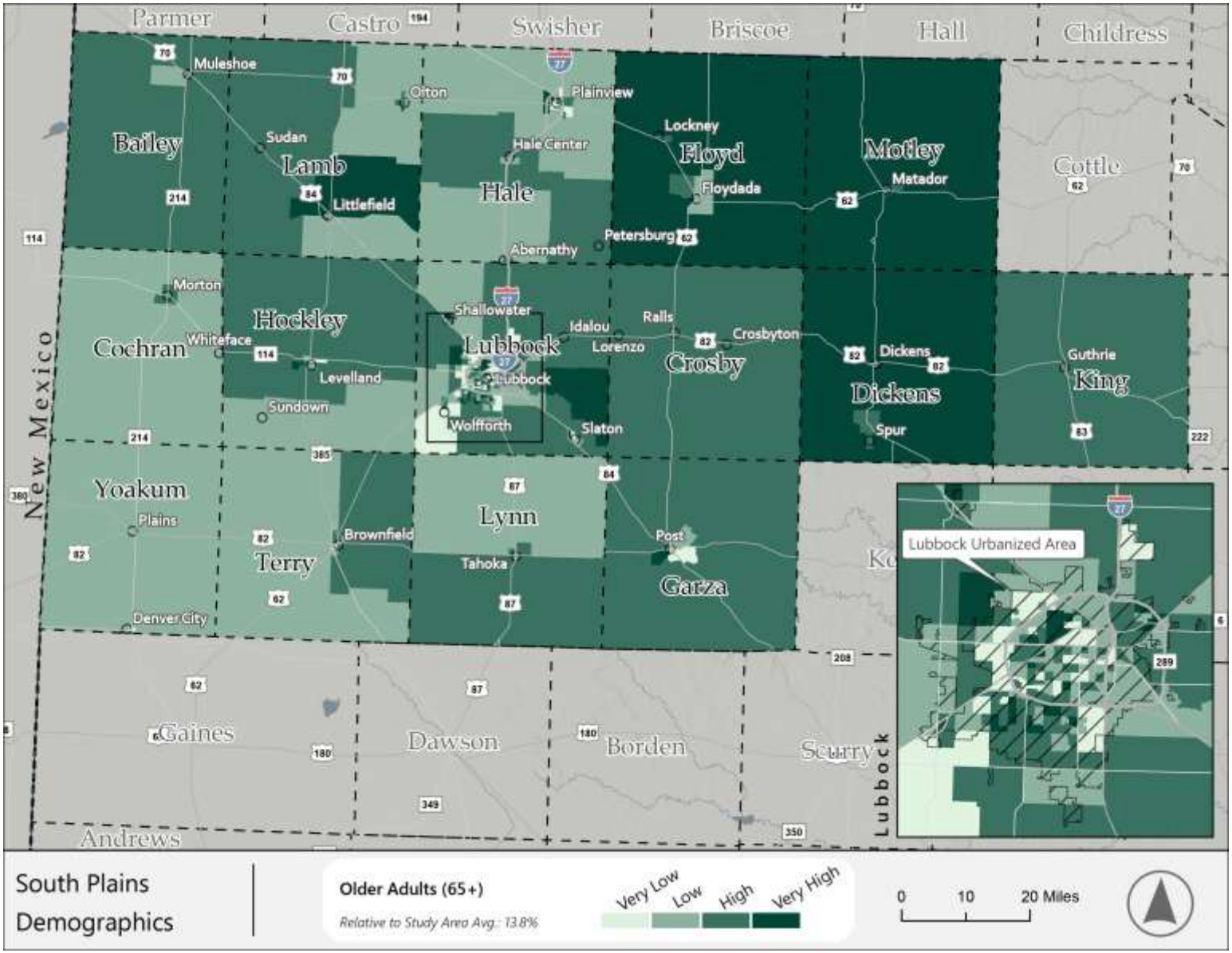
SOURCE: CENSUS ACS 5-YEAR ESTIMATES

Table 4-5: Older Adults Population Projections by County

Older Adults (65+)	2020	2030	2040	2050	2060
Bailey County	992	1,355	1,329	1,314	1,305
Cochran County	443	649	628	559	495
Crosby County	1,040	1,349	1,272	1,148	905
Dickens County	446	622	548	445	353
Floyd County	1,103	1,349	1,205	1,016	774
Garza County	847	884	836	659	559
Hale County	4,946	6,328	6,098	5,235	4,118
Hockley County	3,521	4,600	4,582	4,435	4,008
King County	38	38	38	38	39
Lamb County	2,339	2,828	2,845	2,761	2,437
Lubbock County	42,879	57,389	64,359	74,511	91,221
Lynn County	891	1,413	1,455	1,494	1,462
Motley County	321	373	359	310	279
Terry County	1,815	2,378	2,250	2,231	2,105
Yoakum County	1,100	1,599	1,622	1,556	1,456
South Plains Region	**62,721**	**83,154**	**89,426**	**97,712**	**111,516**
State of Texas	*3,933,790*	*5,652,246*	*6,822,099*	*7,912,994*	*9,223,762*
Percentage Change		2020-2030%	2030-2040%	2040-2050%	2050-2060%
Bailey County		36.6%	-1.9%	-1.1%	-0.7%
Cochran County		46.5%	-3.2%	-11.0%	-11.4%
Crosby County		29.7%	-5.7%	-9.7%	-21.2%
Dickens County		39.5%	-11.9%	-18.8%	-20.7%
Floyd County		22.3%	-10.7%	-15.7%	-23.8%
Garza County		4.4%	-5.4%	-21.2%	-15.2%
Hale County		27.9%	-3.6%	-14.2%	-21.3%
Hockley County		30.6%	-0.4%	-3.2%	-9.6%
King County		0.0%	0.0%	0.0%	2.6%
Lamb County		20.9%	0.6%	-3.0%	-11.7%
Lubbock County		33.8%	12.1%	15.8%	22.4%
Lynn County		58.6%	3.0%	2.7%	-2.1%
Motley County		16.2%	-3.8%	-13.6%	-10.0%
Terry County		31.0%	-5.4%	-0.8%	-5.6%
Yoakum County		45.4%	1.4%	-4.1%	-6.4%
South Plains Region		**32.6%**	**7.5%**	**9.3%**	**14.1%**
State of Texas		*43.7%*	*20.7%*	*16.0%*	*16.6%*

SOURCE: TEXAS DEMOGRAPHIC CENTER

Figure 4-2: South Plains Older Adults Population



College Population

College-age population includes individuals aged 18 to 24. Data of population estimates for this group are based on ACS 5-year estimates, while population projections are based on Texas Demographic Center's county-level population projections. **Table 4-6** summarizes 2023 estimates of the college-age population and their share of total population across the South Plains region, while **Table 4-7** presents county-level projections. **Figure 4-3** illustrates the relative concentration of college-age residents throughout the region. In 2023, college-aged adults comprised approximately 14.6 percent of the total population in the South Plains region.

- Lubbock County (16.4%) has the highest proportion of college-age residents compared to the county's total population, which is not a surprise given that it is home to Texas Tech University. There are around 52,000 people between the ages of 18 and 24 in Lubbock County, while Texas Tech had 41,045 enrolled students for the 2024-2025 academic year.
- As seen in **Figure 4-3**, concentrations of high population proportions for college-age residents are almost all in the City of Lubbock.
- By 2030, the college-age population is projected to decrease moderately by about four percent between 2020 and 2030, and by about 5.5 percent between 2030 and 2040. The state of Texas overall is projected to see growth in the college-age population between 2020 and 2030, and every decade onward other than 2030-2040, meaning that the South Plains are expected to see a disproportionately large decline in population.
- There is currently a significant divergence between the Texas Demographic Center's projected 2030 numbers, and the results from the 2019-2023 ACS. The Demographic Center projected the region to lose 2,000 college-age residents by 2030, but by 2024 the region had actually gained almost 7,000. Almost 6,000 of those 7,000 are in Lubbock County. Uncertain is the extent to which the Texas Demographic Center may not have accounted for growth from Texas Tech students.

Table 4-6: College-Age Population by County

College-Age Population	#	%
Bailey County	961	13.6%
Cochran County	187	7.4%
Crosby County	475	9.4%
Dickens County	93	5.7%
Floyd County	333	6.3%
Garza County	658	12.2%
Hale County	3,603	11.2%
Hockley County	2,065	9.6%
King County	0	0.0%
Lamb County	1,270	9.8%
Lubbock County	51,610	16.4%
Lynn County	394	7.0%
Motley County	93	7.3%
Terry County	1,024	8.8%
Yoakum County	630	8.3%

South Plains Region	63,396	14.6%

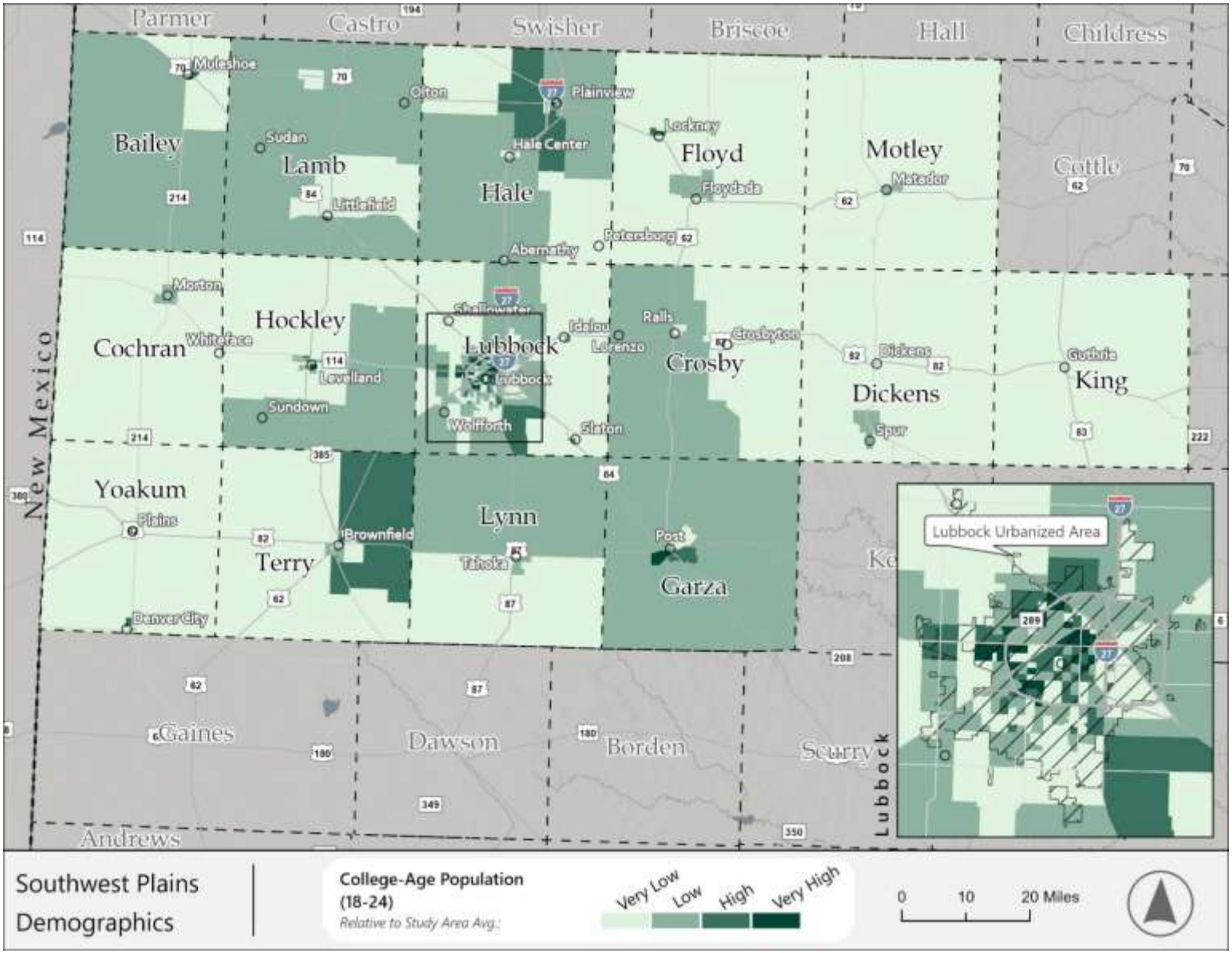
SOURCE: CENSUS ACS 5-YEAR ESTIMATES

Table 4-7: College-Age Population Projections by County

College Age Population (18-24)	2020	2030	2040	2050	2060
Bailey County	604	752	623	586	537
Cochran County	208	240	173	152	149
Crosby County	363	474	252	244	215
Dickens County	96	106	56	53	49
Floyd County	362	502	269	237	230
Garza County	420	412	326	335	393
Hale County	3,253	3,271	2,265	2,136	1,792
Hockley County	2,016	2,083	1,526	1,408	1,287
King County	4	4	4	3	3
Lamb County	1,026	1,308	891	930	920
Lubbock County	45,989	42,434	42,698	45,685	43,545
Lynn County	344	593	458	405	469
Motley County	57	77	62	55	65
Terry County	1,003	1,155	943	857	827
Yoakum County	683	744	592	558	487
South Plains Region	**56,428**	**54,155**	**51,138**	**53,644**	**50,968**
State of Texas	*2,924,641*	*3,302,602*	*3,107,692*	*3,385,707*	*3,468,142*
Percentage Change		2020-2030%	2030-2040%	2040-2050%	2050-2060%
Bailey County		24.5%	-17.2%	-5.9%	-8.4%
Cochran County		15.4%	-27.9%	-12.1%	-2.0%
Crosby County		30.6%	-46.8%	-3.2%	-11.9%
Dickens County		10.4%	-47.2%	-5.4%	-7.5%
Floyd County		38.7%	-46.4%	-11.9%	-3.0%
Garza County		-1.9%	-20.9%	2.8%	17.3%
Hale County		0.6%	-30.8%	-5.7%	-16.1%
Hockley County		3.3%	-26.7%	-7.7%	-8.6%
King County		0.0%	0.0%	-25.0%	0.0%
Lamb County		27.5%	-31.9%	4.4%	-1.1%
Lubbock County		-7.7%	0.6%	7.0%	-4.7%
Lynn County		72.4%	-22.8%	-11.6%	15.8%
Motley County		35.1%	-19.5%	-11.3%	18.2%
Terry County		15.2%	-18.4%	-9.1%	-3.5%
Yoakum County		8.9%	-20.4%	-5.7%	-12.7%
South Plains Region		**-4.0%**	**-5.6%**	**4.9%**	**-5.0%**
State of Texas		*12.9%*	*-5.9%*	*8.9%*	*2.4%*

SOURCE: TEXAS DEMOGRAPHIC CENTER

Figure 4-3: South Plains College-Age Population



Persons with Disabilities

Persons with disabilities include individuals of all ages who experience physical, cognitive, or sensory limitations that may affect their mobility, independence, or access to daily activities. While disability status alone does not automatically indicate transit need, individuals with disabilities may have a higher need for accessible transportation options, paratransit, or other specialized services. Population estimates are drawn from the US Census Bureau's American Community Survey (ACS) 5-year estimates, encompassing both adults (18+) and minors (under 18). **Table 4-8** summarizes 2023 estimates of persons with disabilities across the South Plains region, while **Figure 4-4** illustrates the relative concentration of this population throughout the region.

- Across the South Plains region, approximately 14.0 percent of residents report having a disability, representing more than 31,000 individuals.
- Adults with disabilities account for the majority of this population, comprising approximately 12.9 percent of the total regional population. Adult disability rates vary from a low of 10 percent in Yoakum County to a high of 26.1 percent in Dickens County.
- Minors with disabilities represent a comparatively small share of the population, accounting for approximately 1.1 percent of residents regionwide. Disability prevalence among minors is highest in Yoakum County, at 3.5 percent, which is notable because Yoakum had the lowest rate of disabilities among adults.
- When accounting for both adults and minors, Dickens County reports the highest overall disability rate (29%). However, it is a small county, and there are 476 total individuals with disabilities.
- At the sub-county level, block groups with very high relative concentrations of persons with disabilities are concentrated in the cities and towns, with a number in or near Lubbock, although Dickens and Crosby counties both have large, low-density block groups with a high proportion of individuals with disabilities.

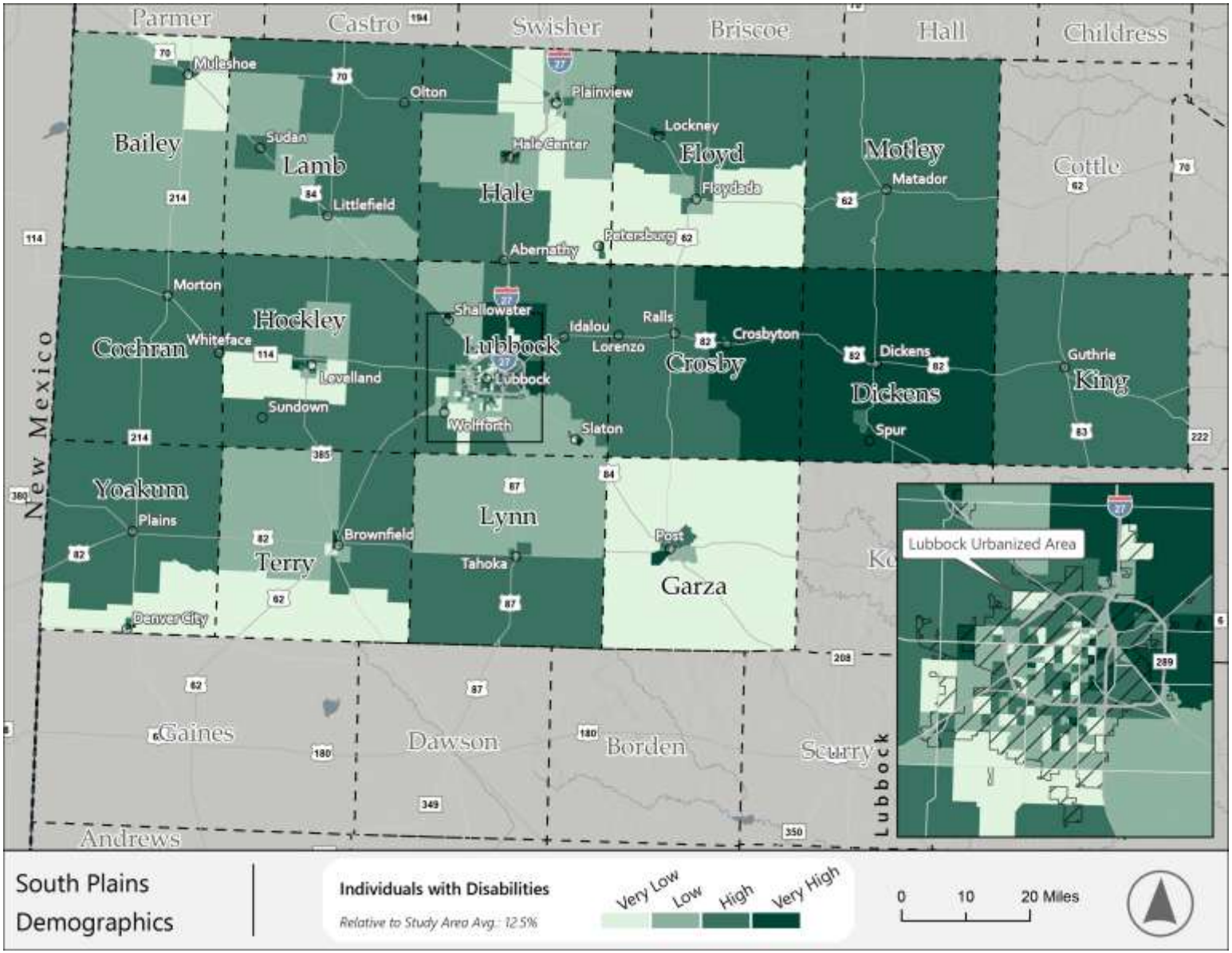
Table 4-8: Persons with Disabilities by County

Persons with Disabilities (Over 18)	#	%
Bailey County	981	13.9%
Cochran County	506	20.1%
Crosby County	991	19.5%
Dickens County	429	26.1%
Floyd County	898	17.0%
Garza County	571	10.5%
Hale County	4,396	13.6%
Hockley County	3,075	14.3%
King County	38	20.1%
Lamb County	1,756	13.6%
Lubbock County	39,079	12.4%
Lynn County	643	11.3%
Motley County	261	20.6%
Terry County	1,535	13.1%
Yoakum County	758	10.0%
South Plains Region	**28,754**	**12.9%**
Persons with Disabilities (Under 18)	**#**	**%**
Bailey County	19	0.3%
Cochran County	32	1.3%
Crosby County	60	1.2%
Dickens County	47	2.9%
Floyd County	20	0.4%
Garza County	1	0.0%
Hale County	176	0.5%
Hockley County	273	1.3%
King County	0	0.0%
Lamb County	69	0.5%
Lubbock County	3,641	1.2%
Lynn County	52	0.9%
Motley County	3	0.2%
Terry County	147	1.3%
Yoakum County	263	3.5%
South Plains Region	**4,803**	**1.1%**

Persons with Disabilities Total	#	%
Bailey County	1,000	14.2%
Cochran County	538	21.3%
Crosby County	1,051	20.7%
Dickens County	476	29.0%
Floyd County	918	17.3%
Garza County	572	10.5%
Hale County	4,572	14.2%
Hockley County	3,348	15.6%
King County	38	20.1%
Lamb County	1,825	14.1%
Lubbock County	42,720	13.6%
Lynn County	695	12.3%
Motley County	264	20.8%
Terry County	1,682	14.4%
Yoakum County	1,021	13.5%
South Plains Region	**60,720**	**14.0%**

SOURCE: CENSUS ACS 5-YEAR ESTIMATES

Figure 4-4: South Plains Persons with Disabilities



Low-Income Households

Low-income households are defined as households with incomes below the federal poverty level which is established annually by the US Census Bureau. These households may face financial constraints that limit access to reliable personal transportation and increase sensitivity to transportation costs. Estimates of low-income households were sourced from the US Census Bureau's ACS 5-year estimates. The US Census Bureau set the weighted average for poverty thresholds according to the following sizes of family units in the 2023 ACS 5-year estimates – note that weighted averages by household are slightly higher for the following family sizes based on how many related children under 18 years the household includes:

- One person: $15,480
  - Under 65 years: $15,850
  - 65 years and over: $14,610
- Two people: $19,680
  - Householder under 65 years: $19,680
  - Householder 65 years and over: $18,430
- Three people: $24,230
- Four people: $31,200
- Five people: $36,990
- Six people: $41,860
- Seven people: $47,670
- Eight people: $52,850
- Nine people or more: $62,900

Table 4-9 presents 2023 estimates of low-income households across the South Plains region, while **Figure 4-5** visualizes their relative concentrations.

- Across the South Plains region, approximately 19.7 percent of households are classified as low-income, representing almost 33,000 households.

- Cochran County has the highest share of low-income households (29.3%). Yoakum County has the lowest share by a significant margin, as just 10.1 percent of households are low-income. The next-lowest is King County at 15.6 percent, and its size is so small that its value as a comparison point is questionable. The next lowest after King is Lynn County, at 17.1 percent.

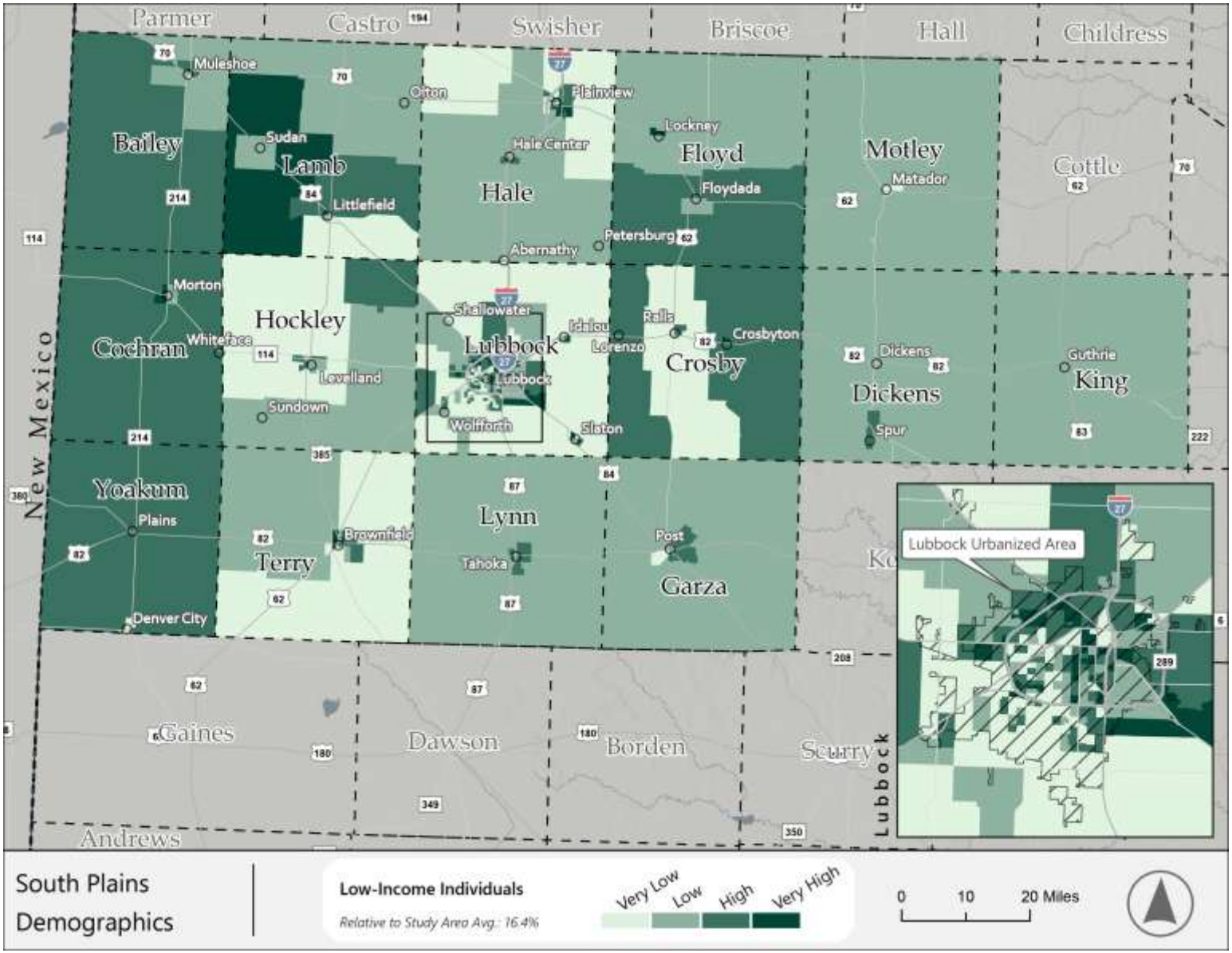
- Block groups with very high relative concentrations of low-income households are primarily located in the small cities across the region, and on the northern side of Lubbock. The southwest of Lubbock is also notable for its agglomeration of very low concentrations of low-income households.

Table 4-9: Low-Income Households by County

Low-Income Households	#	%
Bailey County	495	22.0%
Cochran County	278	29.3%
Crosby County	459	23.3%
Dickens County	169	24.7%
Floyd County	485	25.0%
Garza County	288	20.1%
Hale County	2,492	22.6%
Hockley County	1,522	18.9%
King County	14	15.6%
Lamb County	912	19.6%
Lubbock County	23,973	19.3%
Lynn County	353	17.1%
Motley County	112	23.5%
Terry County	1,009	23.6%
Yoakum County	264	10.1%
South Plains Region	**32,825**	**19.7%**

SOURCE: CENSUS ACS 5-YEAR ESTIMATES

Figure 4-5: South Plains Low-Income Households



Zero-Vehicle Households

Zero-vehicle households are defined as occupied households that do not have access to personal vehicles. These households are among the most likely to use transit to meet their daily travel needs. In rural areas, the absence of a household vehicle can create significant barriers to accessing employment, healthcare, education, and other essential services. Estimates of zero-vehicle households are sourced from the American Community Survey (ACS) 5-year estimates. **Table 4-10** presents estimates of zero-vehicle (autoless) households across the South Plains region in 2023, while **Figure 4-6** visualizes their relative concentrations.

- Across the South Plains region, approximately 5.8 percent of households do not have access to a personal vehicle, representing more than 9,712 households.
- Bailey County reports the highest share of zero-vehicle households (13.6%), more than double the regional average and indicates greater mobility challenges for its residents.
- Block groups with very high relative concentrations of zero-vehicle households are primarily located within Lubbock, especially in the north and west of the city, and in the other small cities across the region.

Table 4-10: Zero Vehicle Households by County

Zero Vehicle Households	#	%
Bailey County	307	13.6%
Cochran County	55	5.8%
Crosby County	114	5.8%
Dickens County	42	6.1%
Floyd County	153	7.9%
Garza County	103	7.2%
Hale County	559	5.1%
Hockley County	460	5.7%
King County	0	0.0%
Lamb County	162	3.5%
Lubbock County	7,277	5.9%
Lynn County	91	4.4%
Motley County	12	2.5%
Terry County	250	5.8%
Yoakum County	127	4.9%

South Plains Region	**9,712**	**5.8%**

SOURCE: CENSUS ACS 5-YEAR ESTIMATES

Figure 4-6: South Plains Zero Vehicle Households



Population by Race

Population by race or ethnicity is not an indicator of transportation need on its own, but sometimes these population trends are correlated with other indicators. Population counts by race and Hispanic or Latino origin are based on the ACS 5-year estimates aggregated at the county level. **Tables 4-11** and **4-12** summarize population estimates by race and ethnicity.

The South Plains region has a total population of approximately 434,671 residents of which 255,141 (58.7%) identify as Not Hispanic or Latino while the remaining 179,530 (41.3%) identify as Hispanic or Latino.

Among the non-Hispanic population, White alone is the dominant racial group across the region, accounting for approximately 82.3 percent of the population. The second-largest non-Hispanic racial group is Black or African American alone, who make up approximately 9.8 percent of the population. Lubbock County accounts for 79.1 percent of the total Not Hispanic or Latino population, but 84.7 percent of the Black or African American alone population, and 92.7 percent of the Asian alone population, the next largest single-race group, indicating that Lubbock County is more racially diverse than the other parts of the region.

While Lubbock County has the most total Hispanic or Latino residents, it is below average by proportion of residents. Yoakum is the highest at 65.2 percent, while Bailey, Cochran, Crosby, Floyd, Lamb and Terry counties are also over 50 percent Hispanic or Latino. Within the Hispanic or Latino population, individuals identifying as two or more races and White alone represent the most common racial classifications.

Figure 4-7 visualizes the spatial distribution and relative concentration of minority populations, defined as all persons who do not identify as White alone, Not Hispanic or Latino. The proportion of the residents who are White alone, Not Hispanic or Latino is generally higher in the eastern portion of the county and lower in the west.

Table 4-11: Population by County, Not Hispanic or Latino

	Not Hispanic or Latino Total:		White alone	Black or African American alone	American Indian and Alaska Native alone	Asian alone	Native Hawaiian and Other Pacific Islander alone	Some other race alone	Two or more races:
Bailey County	2,496	35.4%	2,205	30	0	50	0	0	211
Cochran County	1,019	40.4%	861	127	3	0	0	3	25
Crosby County	2,241	44.2%	1,976	112	0	50	9	1	93
Dickens County	1,083	66.0%	1,044	24	0	1	3	0	11
Floyd County	2,243	42.4%	1,973	126	4	9	0	0	131
Garza County	2,718	50.0%	2,023	558	15	14	0	0	108
Hale County	12,650	39.2%	10,343	1,297	45	193	17	143	612
Hockley County	10,811	50.4%	9,631	611	48	49	0	0	472

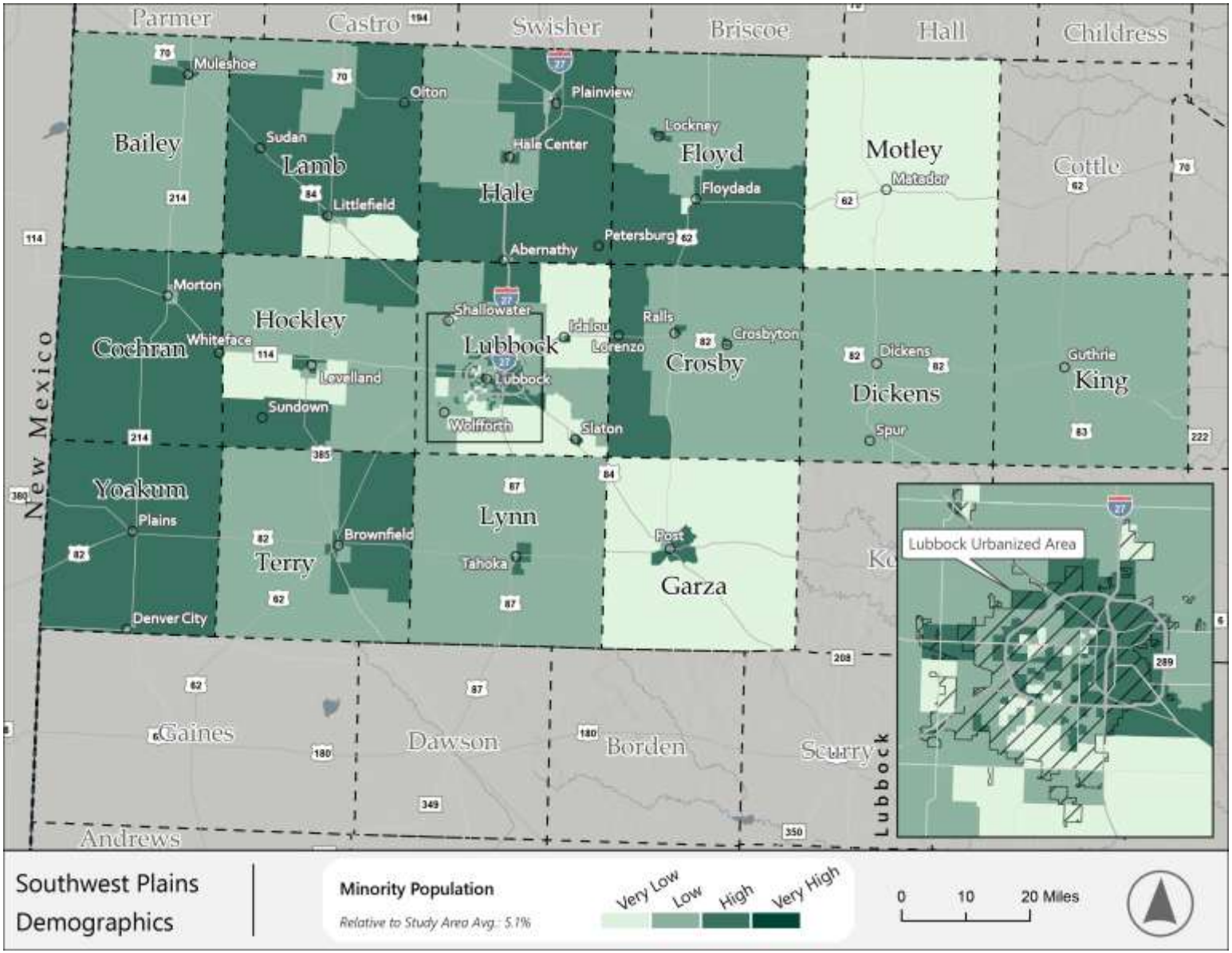
	Not Hispanic or Latino Total:		White alone	Black or African American alone	American Indian and Alaska Native alone	Asian alone	Native Hawaiian and Other Pacific Islander alone	Some other race alone	Two or more races:
King County	140	74.1%	127	0	0	0	0	0	13
Lamb County	5,474	42.4%	4,752	353	1	105	36	3	224
Lubbock County	202,026	64.2%	164,080	21,230	488	7,365	194	735	7,934
Lynn County	3,311	58.4%	3,082	88	3	27	8	0	103
Motley County	1,165	91.9%	1,056	33	4	0	0	8	64
Terry County	5,125	43.8%	4,481	461	38	20	0	0	125
Yoakum County	2,639	34.8%	2,392	11	0	66	0	0	170
Total	**255,141**	**58.7%**	**210,026**	**25,061**	**649**	**7,949**	**267**	**893**	**10,296**

Table 4-12: Population by County, Hispanic or Latino

	Hispanic or Latino Total:	% of Total Population	White alone	Black or African American alone	American Indian and Alaska Native alone	Asian alone	Native Hawaiian and Other Pacific Islander alone	Some other race alone	Two or more races:
Bailey County	4,548	64.6%	2,797	30	0	0	0	915	806
Cochran County	1,501	59.6%	343	56	5	4	0	206	887
Crosby County	2,831	55.8%	1,541	20	6	0	0	660	604
Dickens County	558	34.0%	238	0	19	0	0	222	79
Floyd County	3,051	57.6%	1,713	17	3	0	0	806	512
Garza County	2,717	50.0%	1,297	10	23	0	0	558	829
Hale County	19,597	60.8%	9,933	19	510	10	0	3,956	5,169
Hockley County	10,644	49.6%	3,916	158	34	0	0	1,568	4,968

	Hispanic or Latino Total:	% of Total Population	White alone	Black or African American alone	American Indian and Alaska Native alone	Asian alone	Native Hawaiian and Other Pacific Islander alone	Some other race alone	Two or more races:
King County	49	25.9%	26	0	0	0	0	2	21
Lamb County	7,445	57.6%	4,456	40	47	16	0	600	2,286
Lubbock County	112,607	35.8%	45,950	1,957	1,402	127	139	22,037	40,995
Lynn County	2,356	41.6%	582	2	61	0	0	469	1,242
Motley County	102	8.1%	19	0	0	0	0	9	74
Terry County	6,574	56.2%	2,179	58	29	2	0	576	3,730
Yoakum County	4,950	65.2%	2,073	0	98	0	0	532	2,247
Total	**179,530**	**41.3%**	**77,063**	**2,367**	**2,237**	**159**	**139**	**33,116**	**64,449**

Figure 4-7: South Plains Minority Population



Youth Population

Youth population includes individuals from ages 10 to 17 representing mostly middle school and high school residents. Youth population estimates are derived from the American Community Survey (ACS) 5-year estimates. **Table 4-13** shows estimates and percentages of youth (ages 10 to 17) across the South Plains region in 2023, while **Figure 4-8** visualizes their relative distribution.

- Youth represent approximately 11.3 percent of the South Plains region's population, totaling about 49,278 residents.
- Bailey County has the highest proportional youth population at 16.6 percent, followed by Yoakum County (15.7%). Hale is third, at 13.2 percent, and also has the largest total youth population, after Lubbock.
- Youth population projections indicate modest decline through 2030 and 2040. followed by a more rapid decline after 2040.

Table 4-13: Youth Population by County

Youth Population	#	%
Bailey County	1,167	16.6%
Cochran County	323	12.8%
Crosby County	640	12.6%
Dickens County	198	12.1%
Floyd County	538	10.2%
Garza County	509	9.4%
Hale County	4,226	13.2%
Hockley County	2,716	12.7%
King County	18	9.5%
Lamb County	1,649	12.8%
Lubbock County	33,819	10.7%
Lynn County	744	13.1%
Motley County	98	7.7%
Terry County	1,444	12.3%
Yoakum County	1,189	15.7%
South Plains Region	**49,278**	**11.3%**

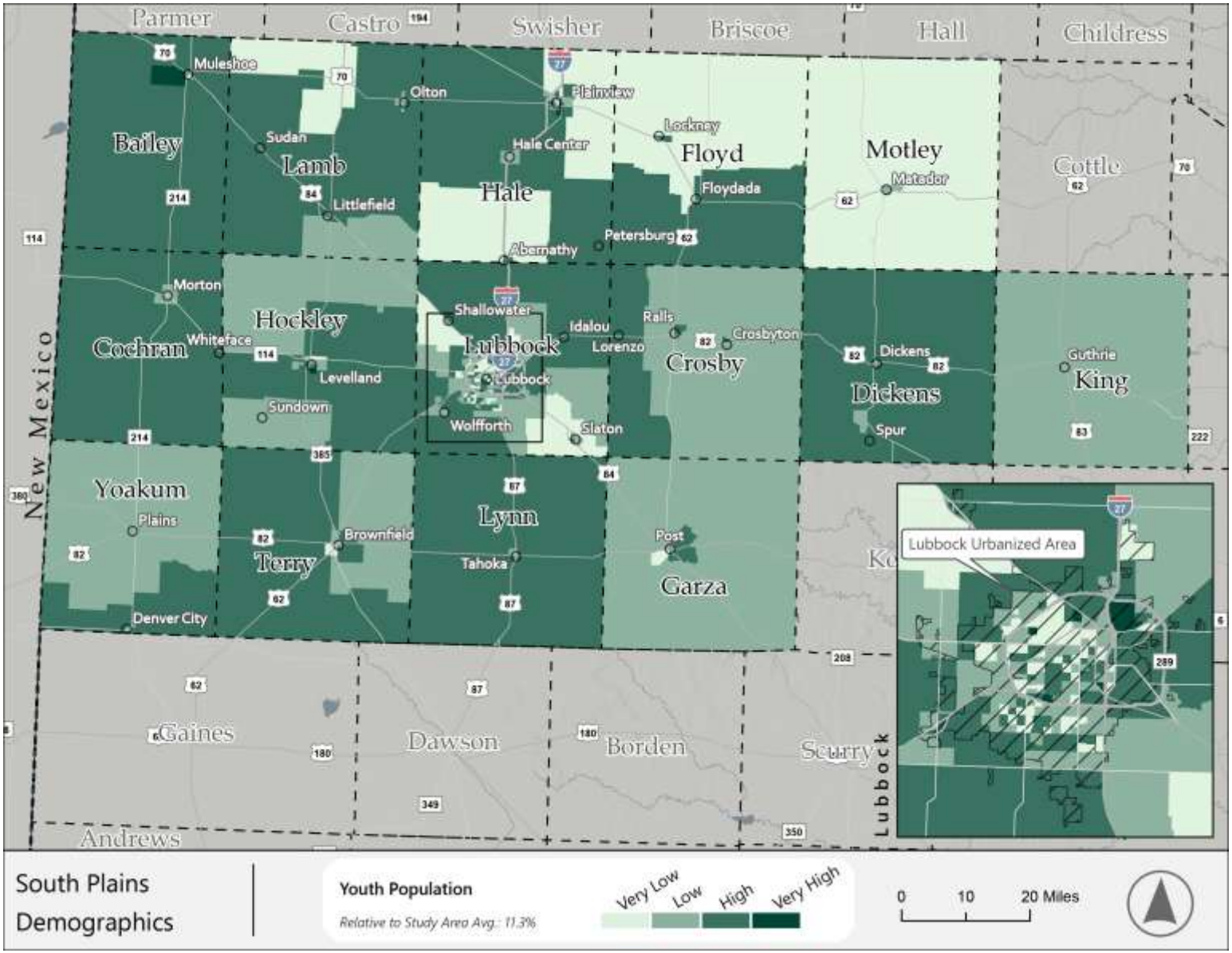
SOURCE: CENSUS ACS 5-YEAR ESTIMATES

Table 4-14: Youth Population Projections by County

Youth Population (10-17)	2020	2030	2040	2050	2060
Bailey County	2,059	1,781	1,651	1,497	1,304
Cochran County	735	550	452	421	418
Crosby County	1,312	923	811	635	476
Dickens County	399	256	202	158	123
Floyd County	1,466	940	791	664	483
Garza County	1,026	597	588	648	670
Hale County	8,365	6,656	5,789	4,468	3,228
Hockley County	5,593	4,604	4,095	3,462	2,659
King County	77	76	81	80	78
Lamb County	3,522	2,859	2,812	2,539	2,041
Lubbock County	73,321	78,534	80,495	76,066	73,649
Lynn County	1,590	1,349	1,252	1,258	1,046
Motley County	222	179	176	176	151
Terry County	3,239	2,749	2,449	2,175	1,779
South Plains Region	**105,141**	**103,898**	**103,314**	**95,643**	**89,225**
State of Texas	*3,463,933*	*3,335,767*	*3,543,837*	*3,704,090*	*3,607,916*
Bailey County		2020-2030%	2030-2040%	2040-2050%	2050-2060%
Cochran County		-13.5%	-7.3%	-9.3%	-12.9%
Crosby County		-25.2%	-17.8%	-6.9%	-0.7%
Dickens County		-29.6%	-12.1%	-21.7%	-25.0%
Floyd County		-35.8%	-21.1%	-21.8%	-22.2%
Garza County		-35.9%	-15.9%	-16.1%	-27.3%
Hale County		-41.8%	-1.5%	10.2%	3.4%
Hockley County		-20.4%	-13.0%	-22.8%	-27.8%
King County		-17.7%	-11.1%	-15.5%	-23.2%
Lamb County		-1.3%	6.6%	-1.2%	-2.5%
Lubbock County		-18.8%	-1.6%	-9.7%	-19.6%
Lynn County		7.1%	2.5%	-5.5%	-3.2%
Motley County		-15.2%	-7.2%	0.5%	-16.9%
Terry County		-19.4%	-1.7%	0.0%	-14.2%
Bailey County		-15.1%	-10.9%	-11.2%	-18.2%
Cochran County		-16.7%	-9.5%	-16.4%	-19.8%
South Plains Region		**-1.2%**	**-0.6%**	**-7.4%**	**-6.7%**
State of Texas		***-3.7%***	***6.2%***	***4.5%***	***-2.6%***

SOURCE: TEXAS DEMOGRAPHIC CENTER

Figure 4-8: South Plains Youth Population



Population by Language

Limited English Proficiency (LEP) refers to individuals aged five and older who speak a language other than English at home and report speaking English less than "very well." LEP populations may face additional challenges in accessing information about public services, including transportation, and may require translations of public information.

Data for the South Plains region are sourced from the US Census Bureau's American Community Survey (ACS) 5-year estimates. **Table 4-15** summarizes LEP population estimates by county.

Key observations include:

- Across the South Plains Region, an estimated 306,832 residents age five and older (75.4%) speak only English at home.
- Of those who speak a language other than English at home, an estimated 25,890 residents, or approximately 6.4 percent of the regional population, have limited English proficiency.
- Spanish is by far the most common primary language among LEP populations, accounting for the majority of LEP residents across the 15 counties. Spanish-speaking LEP populations represent more than five percent of the population in most counties, the exceptions being Dickens, Lubbock, Lynn and Motley. In Bailey, Floyd, Garza, Lamb and Yoakum counties, Spanish-speaking LEP populations make up over 10 percent of the county population.
- LEP populations speaking languages other than Spanish are present in relatively small numbers across the region, although Terry and Yoakum counties both have notable German-speaking LEP populations; this may be due to Mennonite communities in the southwest area of the region.

Table 4-15: South Plains LEP Population by County

	South Plains Region Total	
	# Population	% Population
Total Pop. (5 yrs. and over)	406,843	
Speak only English	306,832	75.4%
LEP Population	**# Estimated**	**% LEP of Region Pop.**
Spanish	22,362	5.5%
French, Haitian, or Cajun	47	0.0%
German or other West Germanic languages	653	0.2%
Russian, Polish, or other Slavic languages	71	0.0%
Other Indo-European languages	712	0.2%
Korean	204	0.1%
Chinese (incl. Mandarin, Cantonese)	560	0.1%
Vietnamese	148	0.0%
Tagalog (incl. Filipino)	181	0.0%
Other Asian and Pacific Island languages	250	0.1%
Arabic	289	0.1%
Other and unspecified languages	413	0.1%

SOURCE: CENSUS ACS 5-YEAR ESTIMATES

	Bailey County		Cochran County		Crosby County		Dickens County		Floyd County	
	# Population	% Population	# Population	% Population	# Population	% Population	# Population	% Population	# Population	% Population
Total Pop. (5 yrs. and over)	6,538		2,337		4,769		1,543		4,973	
Speak only English	3,162	48.4%	1,245	53.3%	3,105	65.1%	1,225	79.4%	2,988	60.1%
LEP Population	# Estimated	% LEP of County Pop.	# Estimated	% LEP of County Pop.	# Estimated	% LEP of County Pop.	# Estimated	% LEP of Region Pop.	# Estimated	% LEP of Region Pop.
Spanish	1,064	16.3%	325	13.9%	348	7.3%	51	3.3%	609	12.2%
French, Haitian, or Cajun	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
German or other West Germanic languages	18	0.3%	59	2.5%	0	0.0%	0	0.0%	0	0.0%
Russian, Polish, or other Slavic languages	13	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Indo-European languages	9	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Korean	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chinese (incl. Mandarin, Cantonese)	0	0.0%	0	0.0%	7	0.1%	0	0.0%	9	0.2%
Vietnamese	0	0.0%	0	0.0%	15	0.3%	0	0.0%	0	0.0%
Tagalog (incl. Filipino)	0	0.0%	0	0.0%	0	0.0%	1	0.1%	0	0.0%
Other Asian and Pacific Island languages	0	0.0%	0	0.0%	9	0.2%	0	0.0%	0	0.0%
Arabic	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other and unspecified languages	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Garza County		Hale County		Hockley County		King County		Lamb County	
	# Population	% Population	# Population	% Population	# Population	% Population	# Population	% Population	# Population	% Population
Total Pop. (5 yrs. and over)	5,162		30,139		19,968		179		12,046	
Speak only English	3,147	61.0%	19,013	63.1%	14,785	74.0%	153	85.5%	6,865	57.0%
LEP Population	# Estimated	% LEP of Region Pop.	# Estimated	% LEP of County Pop.	# Estimated	% LEP of County Pop.	# Estimated	% LEP of County Pop.	# Estimated	% LEP of Region Pop.
Spanish	767	14.9%	3,054	10.1%	1,313	6.6%	20	11.2%	1,484	12.3%
French, Haitian, or Cajun	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
German or other West Germanic languages	0	0.0%	46	0.2%	43	0.2%	0	0.0%	0	0.0%
Russian, Polish, or other Slavic languages	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Indo-European languages	0	0.0%	0	0.0%	12	0.1%	0	0.0%	10	0.1%
Korean	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chinese (incl. Mandarin, Cantonese)	0	0.0%	0	0.0%	16	0.1%	0	0.0%	0	0.0%
Vietnamese	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0.0%
Tagalog (incl. Filipino)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Asian and Pacific Island languages	0	0.0%	17	0.1%	11	0.1%	0	0.0%	0	0.0%
Arabic	0	0.0%	54	0.2%	0	0.0%	0	0.0%	0	0.0%
Other and unspecified languages	6	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Lubbock County		Lynn County		Motley County		Terry County		Yoakum County	
	# Population	% Population	# Population	% Population	# Population	% Population	# Population	% Population	# Population	% Population
Total Pop. (5 yrs. and over)	294,972		5,301		1,175		10,844		6,897	
Speak only English	236,112	80.0%	4,047	76.3%	1,062	90.4%	6,705	61.8%	3,218	46.7%
LEP Population	# Estimated	% LEP of Region Pop.	# Estimated	% LEP of County Pop.	# Estimated	% LEP of County Pop.	# Estimated	% LEP of Region Pop.	# Estimated	% LEP of Region Pop.
Spanish	10,818	3.7%	244	4.5%	40	3.4%	907	8.4%	1,268	18.4%
French, Haitian, or Cajun	47	0.0%	294	5.5%	0	0.0%	0	0.0%	0	0.0%
German or other West Germanic languages	32	0.0%	0	0.0%	0	0.0%	214	2.0%	231	3.3%
Russian, Polish, or other Slavic languages	58	0.0%	10	0.2%	0	0.0%	0	0.0%	0	0.0%
Other Indo-European languages	681	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Korean	202	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chinese (incl. Mandarin, Cantonese)	528	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Vietnamese	127	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tagalog (incl. Filipino)	180	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Asian and Pacific Island languages	208	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arabic	235	0.1%	5	0.1%	0	0.0%	0	0.0%	0	0.0%
Other and unspecified languages	407	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Veterans

Veteran population includes individuals aged 18 and older who previously served on active duty in the US Armed Forces and are no longer on active service. Veterans are important to consider for transportation needs due to age, disability prevalence, access to Veterans Affairs (VA) medical facilities, employment centers, and social services. Veteran population estimates are drawn from ACS 5-year estimates. **Table 4-16** shows the estimated number and share of veterans across the South Plains region in 2023, while **Figure 4-9** visualizes their distribution.

Key observations include:

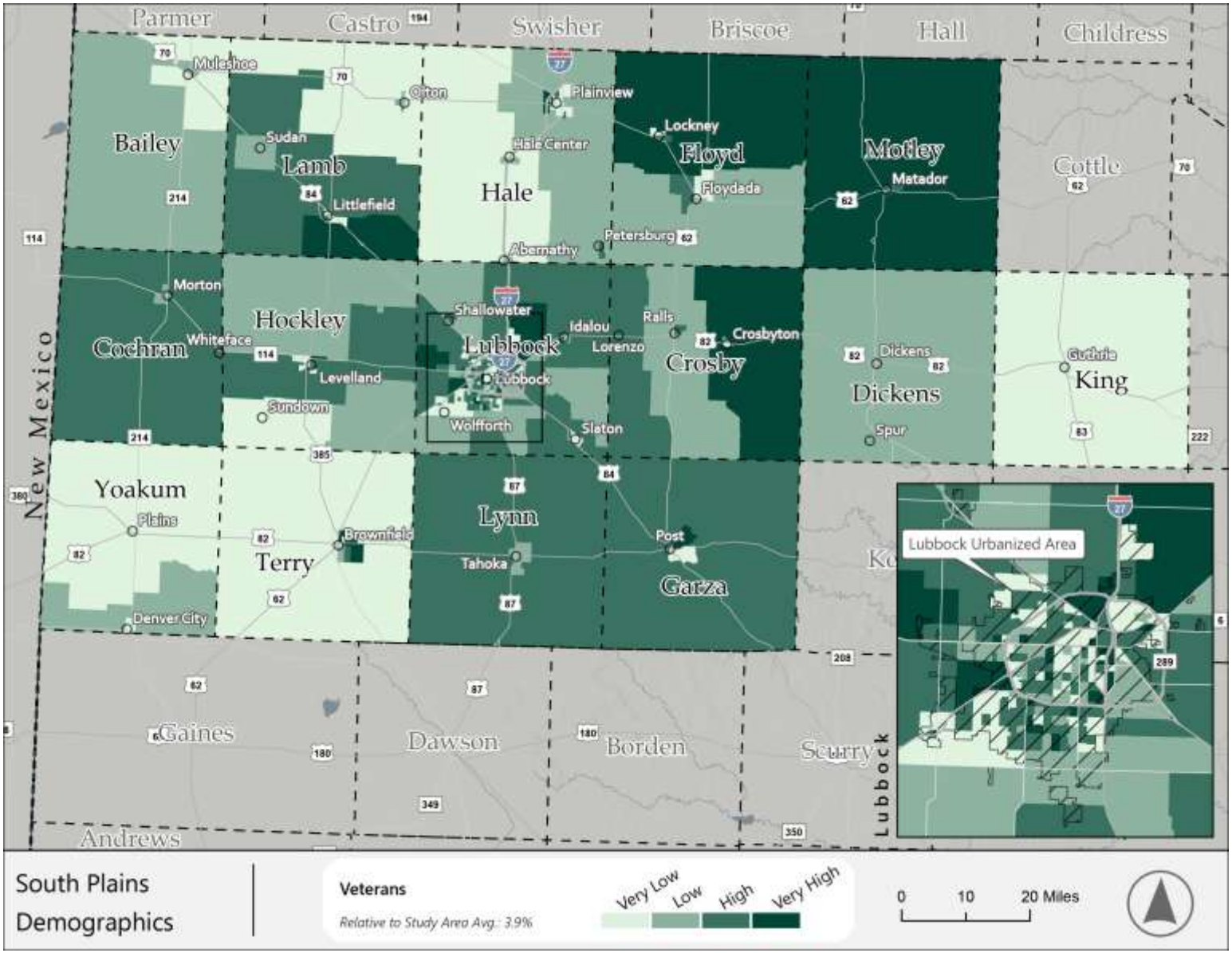
- There are approximately 17,000 veterans in the South Plains region, representing about 3.9 percent of the total population.
- Motley County reports the highest proportion of veterans at almost 10 percent. Garza County is the second highest at an estimated 5.8 percent.
- Block groups with very high relative concentrations of veterans are dispersed across the region.

Table 4-16: Veterans Population by County

Veterans	#	%
Bailey County	88	1.2%
Cochran County	112	4.4%
Crosby County	242	4.8%
Dickens County	51	3.1%
Floyd County	226	4.3%
Garza County	316	5.8%
Hale County	986	3.1%
Hockley County	803	3.7%
King County	2	1.1%
Lamb County	455	3.5%
Lubbock County	12,773	4.1%
Lynn County	224	4.0%
Motley County	121	9.6%
Terry County	503	4.3%
Yoakum County	63	0.8%
South Plains Region	**16,965**	**3.9%**

SOURCE: CENSUS ACS 5-YEAR ESTIMATES

Figure 4-9: South Plains Veteran Population



Chapter 5:
Transportation Services Assessment

Introduction

This chapter of the South Plains Coordinated Human Services Public Transportation Plan for SPAG compiles information and analysis of current mobility options available in the region. The consultant team assessed existing transportation providers and their respective services, including details of service areas, days and hours of operation, routes, ridership statistics, a vehicle inventory, and usage of technology. This assessment aligns with the study's work to document unmet needs and demographic data, and informs the Service Gaps and Duplication analysis in *Chapter 6*.

Operator information is gathered from data provided directly by agencies and organizations operating these services, or gathered by the consultant through available online sources. Outreach to providers included a detailed survey to the larger providers and a condensed version for smaller operators. Data was augmented with additional data from the National Transit Database (NTD), TxDOT's PTN Inventory and other sources, such as agency websites and service information pages.

Providers are categorized by organizational types along with modes of service delivery, and then expanded upon through individual profiles of each provider. Because some providers were unresponsive to our efforts to include their input, the survey team presents the best information available.

Transportation Provider Survey

In order to gather a comprehensive assessment of existing transportation providers in the South Plains region, the consultant team gathered information through a variety of mechanisms. A list of providers collected in the previous iteration of the Coordinated Human Services Public Transportation Plan was used as a foundation, along with those participating in the South Plains Transportation Advisory Committee (SPTAC). That group also provided additional operators that have emerged since the previous plan, while the consulting team conducted additional online research to ensure all possible providers were included.

The consultant team developed a draft version of a transportation provider survey to collect details on the levels of service provided by these operators, and to gauge transportation needs among riders and clients that utilize their services, including areas where existing options may not be meeting current needs. This included a specific focus on Section 5310 target populations and others outlined by the SPTAC and SPAG staff during the kickoff meeting and other discussions.

These groups included:

- Seniors
- Individuals with disabilities
- Low-income residents
- Zero-car households
- Youths
- Residents with limited English proficiency
- Veterans
- Clients of workforce agencies

The survey instrument consisted of 51 total questions, not all of which were applicable to every transportation provider. Questions ranged from organization and service types to details on vehicle fleets, operators, eligibility requirements, fare and reservation structures, and technology applications. The survey was provided to a total of eight transportation providers in the region, which are identified below. An abbreviated version of the survey was also provided to smaller transportation providers.

Overview of Services

The inventory of transportation operators and services in the South Plains region is outlined below—first into four categories of organizational types, then by the nature of the services provided. Each program or service is described, either in a full profile or a brief summary following this index.

- Regional Public Transportation Services and Programs
  - SPARTAN Public Transportation
- Municipal Public Transportation Services and Programs
  - Citibus
- Public Human Services Agency Transportation Services and Programs
  - Bailey County Commissioners Court
  - Baker County Senior Transportation
  - Cochran County Commissioners Court
  - Floydada EMS Non-Emergency
  - Hale County Commissioners Court
  - Hockley County Commissioners Court
- Private Nonprofit Human Services Agency Transportation Service and Programs
  - AeroCare
  - Comfort Keepers
  - LIFE, Inc.
  - Matador Mobility Transportation
  - StarCare
  - Wheelcare Transportation, Inc.
- Private For-Profit Carriers
  - Brookdale Senior Living
  - CEO Transportation
  - Clover Shuttle

- Gardens at Shadow Hills Senior Living
- Hickory Terrace Assisted Living
- Lubbock Heath Care Center
- Lubbock Shuttle
- Mackenzie Court Assisted Living
- Prairie House Living Center
- Primrose Retirement Communities
- Raider Ranch Independent Living
- Runningwater Draw Care Center
- Santa Fe Terrace Assisted Living Community
- South Plains Rehabilitation Hospital
- The Legacy at South Plains Assisted Senior Living
- Villa Residential Care of Wolfforth
- White Knights Limousine
- Ambulance/EMT
  - BRMC EMS
  - Denver City EMS Ambulance
  - Hale Center EMS Association
  - Littlefield EMS
  - Lubbock Aid EMT
  - Lubbock EMS
  - Olton Volunteer Ambulance Association
  - Plains EMS
  - Post-Garza County EMS
  - Shallowater EMS
  - TacMed EMT
- Non-Emergency Medical Transportation
  - Matador Mobility Transportation
  - ModivCare
  - MTM Transportation
  - SafeRide Health
- Intercity Transportation Services
  - Greyhound Lines
- Taxi Services
  - Checker Cab, West Texas Cab Company
- Transportation Network Companies
  - Uber
  - Lyft

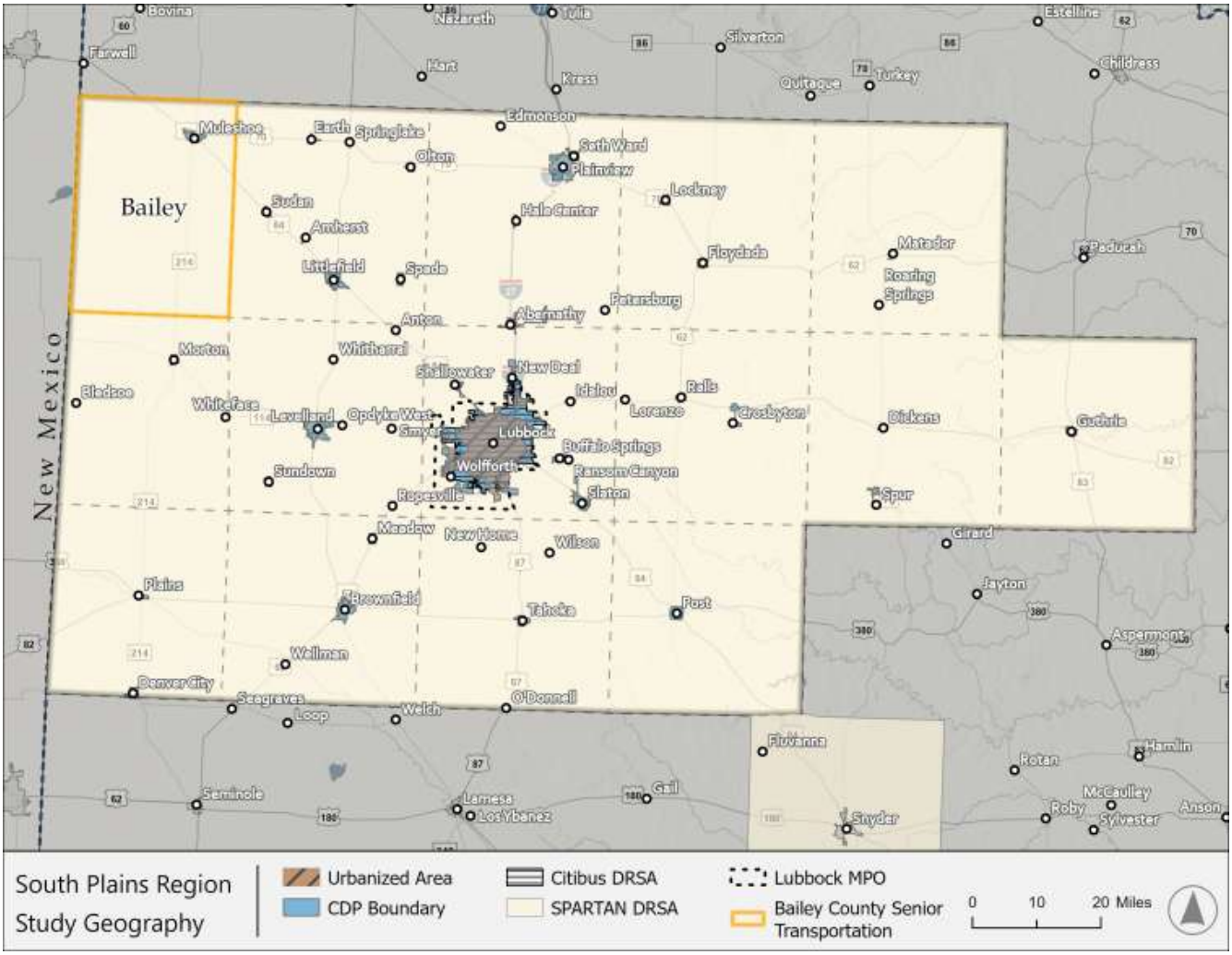
Fixed-route and demand-responsive public transportation services in the region are provided by both Citibus and SPARTAN Public Transportation, which includes ADA complementary paratransit services. Citibus is the urban public transportation provider within the city of Lubbock, and operates fixed-route bus lines, on-demand microtransit and CitiAccess paratransit service. SPARTAN Public Transportation provides rural general public transportation through demand-responsive operations across a 17-county region, which includes all 15 counties of the South Plains region along with Mitchell and Scurry counties outside the region. It operates scheduled, demand-response and commuter services in its service area.

A number of nonprofit organizations also operate demand-responsive services for clients using their human services programs, some of which include eligibility requirements. Additionally, several private companies provide Non-Emergency Medical Transportation (NEMT) trips under the state's Medicare contract, scheduled and dispatched by the NEMT brokers.

Greyhound operates one intercity bus route through the region, providing access to Dallas and Amarillo from Lubbock and Plainview. Other transportation services and programs in the region help coordinate transportation (and support) services and/or educate individuals about service access. These services and programs generally fall under the heading of mobility management.

Figure 5-1 outlines public transportation service providers in the South Plains region.

Figure 5-1: South Plains Public Transportation Providers Map



Transportation Services Profiles

SPARTAN Public Transportation

SPARTAN Public Transportation (SPARTAN) is the regional general rural public transportation provider in the South Plains region, with a service area covering a 17-county region, including all 15 counties of the South Plains region—Bailey, Cochran, Crosby, Dickens, Floyd, Garza, Hale, Hockley, King, Lamb, Lubbock (rural), Lynn, Motley, Terry, and Yoakum—along with Mitchell and Scurry counties outside the region. The service area comprises the South Plains Rural Transit District, and SPARTAN Public Transportation as a service of the South Plains Community Action Partnership, the Community Action Association for the South Plains region.

SPARTAN operates three distinct branded-service operations:

- Plains Trails Transportation: rural, general public transportation operating across the full 17-county service area incorporating shared ride trips and requiring advance reservations;
- SPARTAN Same-Day: A flexible-schedule service within the communities of Levelland and Plainview, offering short-notice trips based on availability;
- SPC Express: Operating four days per week between Lubbock and Levelland, this commuter-oriented, fixed-route service is primarily geared towards students, faculty and staff at campuses of South Plains College in Levelland and Reece with four pick-up/drop-off locations in Lubbock, including at the Texas Tech University campus (although the route is open to the general public).

Additionally, SPARTAN also operates additional demand-responsive services for K-12 school transportation, non-emergency medical transportation (NEMT) trips, and service tailored for employment transportation purposes for businesses in the region. One such business-focused service serves the Cargill facility in Friona in Palmer County, outside the South Plains 15-county region. The service has been operating since 2013 and uses two 30-passenger vehicles, picking up passengers in Plainview and Muleshoe. The contracted fares for the service are managed through payroll deductions by Cargill employees and plant employees receive training to operate the vehicles.

Figure 5-2: SPARTAN Public Transportation Service Area Map



Figure 5-3: SPARTAN SPC Express Vehicle at Texas Tech University



Service Policies

SPARTAN Public Transportation does not require eligibility or pre-certification applications or approval to use any of its services except school transportation. Additionally, it does not impose trip purpose limitations or prioritization in scheduling or providing trips. All service operates from 8:00 a.m. to 5:00 p.m. Monday through Friday, while SPARTAN Same-Day service operates in Levelland and Plainview on Saturdays.

For fare policy, SPARTAN's services charge $1/each way for local trips, $6/one way for out-of-town trips (in route), and 50 cents per mile for out-of-town trips (not within route, $3/each way for microtransit. 24-hour advance reservations are required for Plains Trails trips, but not for rides on SPC Express or SPARTAN Same-Day). The agency sometimes accommodates last-minute trip requests for Plains Trails service based on availability. Subscription requests for standing trips among individual riders are permitted.

SPARTAN vehicle operators provide both curb-to-curb and door-to-door service for demand-responsive operations depending on trip needs, but do not permit operators to offer door-through-door assistance. Passengers are also permitted to travel with a care attendant or escort and drivers will help with a limited number of bags.

Supporting Technology

For demand-responsive transportation services, SPARTAN uses QRyde by HBSS as its primary scheduling and dispatching technology, along with a mobile app for riders and interactive voice recognition options. It also incorporates cellular phones, two-way radios and tablets to support its operations.

Ridership/Service Statistics

Table 5-1 below provides operational data reported by SPARTAN to the National Transit Database NTD for all of the agency's operations from 2020 to 2024.

Table 5-1: SPARTAN Annual Operating Statistics, FY2020 - FY2024

All Service Modes	FY2020	FY2021	FY2022	FY2023	FY2024
Unlinked One-way Passenger Trips	106,464	87,097	108,553	114,882	118,773
Revenue Miles	1,079,826	1,031,647	1,163,048	1,161815	1,171,415
Revenue Hours	41,751	41,020	47,870	49,456	49,437

SOURCE: NATIONAL TRANSIT DATABASE

Vehicle Operators/Training Requirements

SPARTAN currently employs 28 full-time vehicle operators and seven part-time operators. Training is provided primarily by SPARTAN staff, with external trainers as needed for elements such as CPR, first-aid, online resources, fire awareness and prevention, and defensive driving.

Fleet Inventory/Utilization

In peak utilization, SPARTAN operates 35 vehicles from Monday through Friday. On Saturday, 10 vehicles are in service for SPARTAN Same-Day service.

Table 5-2: SPARTAN Fleet Inventory

Vehicle Type	Number of Vehicles				
	Total	Owned	Leased	Wheelchair Accessible (Owned or Leased)	Volunteer
Sedans	0				
Minivans (up to 7 seats)	2	2		2	
8-14 seat vehicles (e.g., Ford Transits or Dodge Promasters)	3	3		3	
Standard 15-passenger vans	0				
Converted 15-passenger vans (e.g., raised roof)	0				
Light-duty bus (body-on-chassis type construction seating between 16-24 passengers	35	35		35	
Medium duty bus (body-on-chassis type construction seating over 22 passengers with dual rear wheel axle)	5	5		3	
Medium- or heavy-duty transit bus	0				
Other (please specify): _____					

Maintenance

SPARTAN vehicles are maintained as needed through work orders with local, privately-owned garages throughout the service area.

Facilities

SPARTAN administers its services from a centralized facility in Levelland, where all administrative functions are conducted along with eligibility activities, driver training, vehicle washing and light maintenance. Vehicles are stationed overnight across the service area to reduce deadhead miles to/from the central facility and ensure responsiveness to operating hours.

Table 5-3: SPARTAN Operating Expenses/Revenues

Category	Calendar/Fiscal Year
a. Transportation operation expenses	
Administration	**9%**
Operations	**71%**
Maintenance	**20%**
Operating expenses subtotal	**$4,392,414**
b. Transportation capital expenses	
Total operating and capital expenses	**$1,785,950**

Table 5-4: SPARTAN Revenue Sources by Percent

Revenue Source	Percentage of Total FY2024 Transportation Operating Budget
Fares collected from passengers as cash or purchased ticket/token	4%
County government appropriations	3%
State government appropriations	14%
FTA Section 5307	0%
FTA Section 5310	22%
Medicaid	17%
FTA Section 5311	30%
FTA Section 5339	10%
FTA Section 5324	0%

Perceptions of Met/Unmet Needs

Currently, SPARTAN is unable to fulfill all of the requests for service from its riders. The biggest obstacles to meeting the current needs are: limited funding available to meet demand; the high cost of operating services; challenges in driver recruitment and retention; limited vehicle availability; limited service area and hours of service; and parameters of funding sources, such as eligibility and trip purpose.

The agency regularly coordinates with a variety of transportation and human services organizations including, but not limited to neighboring rural and urban transit systems, Veterans Administration, 211, SPAG, STAR Care, Citibus, etc. Regular regional coordination activities include provision of coordinated services for clients of various programs, participation in the local coordination committee, and providing information and referral functions with other programs.

SPARTAN Transportation faces the unique obstacle of providing reliable transportation services to riders spread across its over 15,000 square mile service area. Issues impacting the effectiveness of coordination efforts include statutory barriers to pooling funds and the unique characteristics of client populations. In addition, rural areas across the state face declining populations and South Plains is no exception. SPARTAN staff notes that a declining population often leads to a decline in other areas like development, job opportunities, and education. Consequently, a decline in population also results in a reduction of funding for transit systems which impacts efficiency.

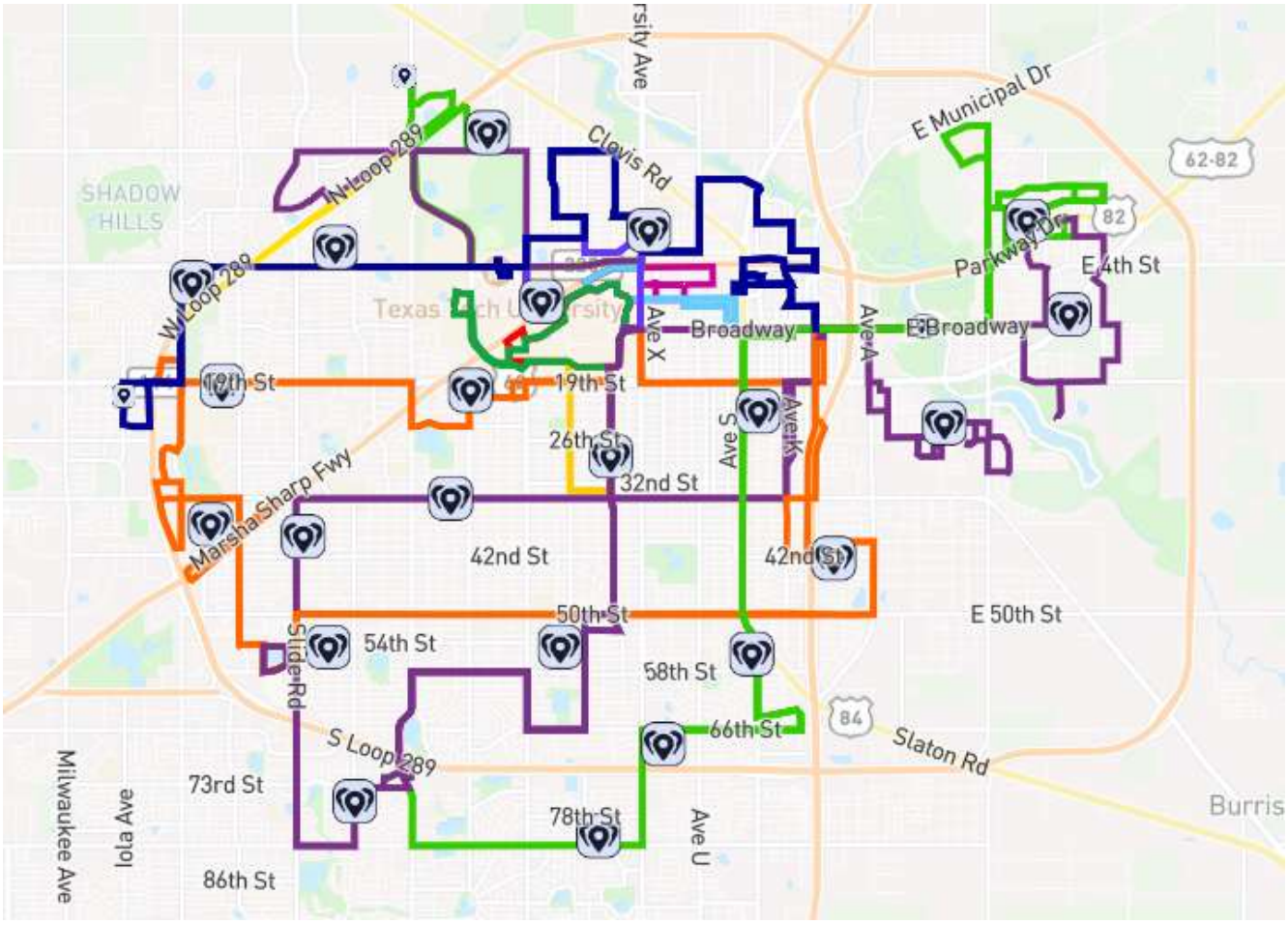
Clients in rural areas also contend with vast distances. Timing and availability of rides is dependent upon a variety of factors. The convenience of a readily-available and immediate ride is oftentimes not feasible for SPARTAN's rural clients, unless they are booking SPARTAN Same Day service in Levelland and Plainview.

Regional Public Transportation Services and Programs

Citibus

Citibus is the public transportation provider in the Lubbock urban transit district, with a service area contained entirely in Lubbock County. Citibus is the service brand name of the City Transit Management Company, Inc., administered by the City of Lubbock, and is governed by the Lubbock Public Transit Advisory Board, of which seven members are appointed by the Lubbock city council. The agency covers more than 95 percent of the population and 87 percent of the land area of the Lubbock urbanized area (UZA). Citibus is eligible to receive federal and state funding, along with locally-generated revenues. Citibus provides transportation service to and beyond the campus of Texas Tech University under contract, operating fixed-route bus service for students, faculty and staff of the University. The system has operated under public administration since 1971.

Figure 5-4: Citibus Service Area Map



Fixed Routes

In total, Citibus operates nine local bus routes along with another nine that serve Texas Tech University. The nine local routes, branded as City Routes, terminate in one direction at the Downtown Transfer Center Plaza at Broadway and Buddy Holly Avenue in downtown Lubbock. Schedules are coordinated in a pulse structure to maximize transfer opportunities between routes.

Many routes operate in east-west or north-south alignments while others are structured in looping routes to serve neighborhoods and residential areas. Routes serving Texas Tech are identified as such and serve shorter routes closer to campus and student housing areas off-campus. These Texas Tech routes run only when Texas Tech is in session—a more limited service operates during summer sessions. Both sets of routes share the same vehicle fleet.

Figure 5-5: Citibus Fixed-Route Service at the Downtown Transfer Plaza



Citibus On-Demand and ADA Paratransit

In the Citibus service area, the agency operates an on-demand microtransit service branded as Citibus On-Demand. This service is designed to serve the areas of Lubbock without close access to a fixed-route bus line, and uses smaller, more flexible vehicles, ride-sharing, and real-time scheduling and dispatching. The operation began on a limited basis during COVID-19 and expanded when City Route schedules shifted to hourly frequency. Trips are booked using the GoPass app. Fares are based on a mileage range for each trip.

Supplementing the fixed-route and Citibus On-Demand services is CitiAccess, the agency's ADA Paratransit service available to those eligible for the program and unable to access the fixed-route network. CitiAccess coverage area extends from locations within ¾ of a mile from a fixed-route line to the city limits, with fares increasing outside of the ¾ mile radius. Completion and approval of a CitiAccess application are required to determine eligibility. Riders are required to book their travel no later than the previous day to avoid paying premium fares.

Service Details and Fares

Service for Citibus fixed-routes begins at 5:25 a.m. and ends at 7:45 p.m., Monday through Friday. Saturday service begins at 6:45 a.m. and ends at 7:55 p.m. Citibus provides no fixed-route service on Sunday. The routes run every 30 minutes in the morning until 10 a.m. and then each hour from 2:30 p.m. until 6:45 p.m.

Citibus On-Demand runs Monday through Friday from 7:00 a.m. to 11:00 p.m., and on Saturday from 6:45 p.m. to 11:00 p.m. CitiAccess runs from 5:35 a.m. to 7:45 p.m., Monday through Friday, and from 6:35 a.m. to 7:55 p.m. on Saturday.

Fixed-Route Fares:

- Citibus fixed-route fares are $1.00 per trip, with discounts available for seniors, students, and individuals with disabilities

CitiAccess Fares:

- Trip begins/ends inside 3/4 mile of fixed route - $2.00 per trip
- Trip begins/ends outside of 3/4 mile but inside 2 miles of a fixed route and to/from High Point Village - $5.00 per trip
- Trip begin/ends outside of 2 miles to city limits - $10.00 per trip per trip for an ADA-eligible rider inside the service area

Citibus On-Demand Fares:

- Citibus On-Demand ranges from $2.00 - $10.00 per trip based on trip distances.

Service Policies

A set of conduct and behavior policies govern all Citibus services. Behavioral issues, including the use of alcohol or drugs, may result in an immediate and/or permanent restriction from Citibus services. The agency's suspension policy outlines the nature and degree of situations which could lead to suspending an individual from using the Citibus service. Personal assistance animals are permitted, as per ADA guidelines, but no other animals may accompany riders.

Supporting Technology

Citibus employs the GoPass program for rider electronic fare payment for its fixed-route Citibus On-Demand services.

Ridership/Service Statistics

Table 5-6 provides operational data reported by Citibus to the National Transit Database NTD for fixed-route service overall, and includes data for the Lubbock UZA (making up the majority of the fixed-route service provided by the agency) along with on-demand and paratransit service.

Table 5-5: Citibus Revenue Sources by Percent

Revenue Source	Percentage of Total FY2024 Transportation Operating Budget
Fares collected from passengers as cash or purchased ticket/token	38%
City government appropriations	14%
State government appropriations	5%
FTA Section 5307	36%
FTA Section 5310	7%
Medicaid	0%
FTA Section 5311	0%
FTA Section 5339	0%
FTA Section 5324	0%

Table 5-6: Citibus Annual Operating Statistics, FY2020 - FY2024

All Service Modes	FY2020	FY2021	FY2022	FY2023	FY2024
Unlinked One-way Passenger Trips	2,223,402	1,038,287	1,805,858	2,230,771	2,603,678
Revenue Miles	2,007,544	2,134,729	2,248,960	2,291,690	2,330,921
Passenger Miles	5,424,186	2,866,917	4,522,481	5,281,298	6,259,301
Revenue Hours	152,026	147,487	156,465	166,219	167,432

SOURCE: NATIONAL TRANSIT DATABASE

Supporting Technology

For scheduling and dispatch functions, Citibus uses Spare software to manage its CitiAccess and On-Demand services, along with cellular phones, two-way radios and mobile data terminals for internal employee communications and data collection. It also uses the GoPass application for riders to book trips directly in these same services, along with mobile fare payment.

Vehicle Operators/Training Requirements

Citibus contracts with RTAP Dev USA to provide operational staff, totaling 183 employees. Drivers are trained by the agency's in-house Safety Training Coordinator, and training components include

defensive driving, drug and alcohol education, CPR certification, securement training for assistive devices, and human-trafficking prevention training.

Fleet Inventory/Utilization

Citibus operates 84 total vehicles in active service, with 60 transit buses serving fixed-route operations and 24 demand-response vehicles supporting the CitiAccess and On-Demand operations. Another 16 service vehicles are used for administrative and maintenance activities.

Maintenance/Facilities

Citibus owns two facilities, both located in downtown Lubbock: 1) its primary administrative and operations center located at 801 Texas Avenue; and 2) the Downtown Transfer Plaza at 801 Broadway.

Public Human Services Agency Transportation Services and Programs

Bailey County Senior Transportation

The Bailey County Senior Transportation program is administered by the Bailey County government and offers access to destinations needed by seniors in the county, along with the senior nutrition program run by the county. Service extends within the county but can range as far as Lubbock and Clovis, NM. The service is funded as a local county-run service primarily supported by general funds provided by Bailey County along with rider donations rather than direct standalone state public transit grant allocations.

Service Policies

Service is directly operated by the county as advance reservation demand-response. South Plains Community Action may purchase rides through the program. Allowed trip purposes include access to medical appointments, senior centers, shopping, social and recreation activities, and other common needs among the senior population.

Eligibility is limited to those 60 years of age and older living within Bailey County. Participants must complete an intake form in order to become eligible for service.

Service is provided from 8:00 a.m. to 5:00 p.m. Monday through Thursday, and from 8:00 a.m. to 1:00 p.m. on Friday. No weekend service is offered. No fares are charged for service; however, donations are accepted.

Reservations are made by phone. Advance reservations are appreciated but not required. Immediate requests for service are accommodated based on availability, with space often available for these requests. Requests for subscription trips are also allowed.

Supportive Technology

Phones at the county's administrative office are used for scheduling and dispatching trips along with cell phones for operators. No other technology is in use for this service.

Fleet Inventory / Utilization

One 8-14 seat vehicle is used for the service, although the vehicle is not accessible.

Maintenance

Maintenance is conducted by local garages as needed.

Vehicle Operators / Training Requirements

One part-time driver is employed to provide the service. The driver is trained by the program's director.

Ridership/Service Statistics

For the period of November 1, 2024, through September 30, 2025, a total of 1,183 passenger trips were provided through the program. The service miles during that period were 12,569.

Perceptions of Met/Unmet Needs

The program does not transport riders from other services, and is not able to accommodate all rider requests for trips. The program's biggest challenges are its limited service area and hours, and its inability to serve riders requiring an accessible vehicle.

Cochran County Veterans Rides

Cochran County operates a transportation program to connect veterans in the county with medical appointments.

Service Policies

Eligibility for the Veterans Rides program is limited to Cochran County residents who are veterans with proof of status such as a Department of Defense Form 214. Participants must be prequalified with the

program prior to scheduling trips. No fares are charged for this service. While advance reservations are required, there is no specified period of time within which to make reservations, and occasionally the program is able to respond to immediate requests for service. Subscription requests are not available.

Supporting Technology

Participants request rides through the county office. Operators receive cell phones for communication of trips.

Maintenance

The program's vehicle is maintained in-house by county staff.

Operating Expenses/Revenues

The program is supported by funding through the Highly Rural Transportation Grants program administered by the US Department of Veterans Affairs.

Perceptions of Met/Unmet Needs

The program does not transport clients of other programs. Generally, the service is able to respond to all requests for service by those eligible for the program. Limited personnel is considered the primary barrier to addressing unmet needs.

Private Nonprofit Human Services Agency Transportation Service and Programs

Comfort Keepers

This entity operates transportation services as part of its portfolio of services aimed towards at-home, independent living for seniors for those who are no longer able or do not have the desire to drive themselves. Participants are able to access services for medical appointments, running errands and shopping, visiting family and friends, social activities, and other routine needs. Service extends within 50 miles of Lubbock, including smaller cities such as Post and Brownfield.

Service Policies

No official limitations are imposed on trip purposes, although no minors are allowed to use the service. Service is provided from 8:00 a.m. to 5:00 p.m., Monday through Friday. No weekend service is offered.

Fees are set at $50 for one-way trips and $60 for wheelchair-accessible service, with extra charges for service outside the Lubbock area.

Same-day service is available and no official advance reservations are required. Drivers may provide assistance for door-through-door needs, and passengers are permitted to travel with a personal care attendant or escort.

Fleet Inventory/Utilization

Comfort Keepers own and operate one minivan to provide transportation service.

Vehicle Operators/Training Requirements

One full-time driver is employed to provide service.

LIFE, Inc.

LIFE, Inc., is a non-profit in the South Plains region with services like peer support, independent living skills training, and advocacy for people with disabilities; this service augments the options provided by SPARTAN Transportation with the support of a vehicle and driver assigned to SPARTAN. The service supports trips to general activities for people with disabilities, along with assistance in accessing the Citibus' CitiAccess paratransit program.

Service Policies

For service provided through SPARTAN, service policies mirror that of SPARTAN's Plains Trails Transportation, along with tickets for CitiAccess. No fares are charged to participants using these services.

Vehicle Operators/Training Requirements

A part-time driver is hired by SPARTAN to respond to trips generated by LIFE, Inc.

Fleet Inventory/Utilization

One 20-passenger, accessible vehicle is owned by LIFE, Inc., and assigned to SPARTAN.

Matador Mobility

Matador Mobility provides non-emergency medical transportation in the greater West Texas area. The company is hired by American Logistics to provide NEMT trips, who then bills the Medicaid program. Their contracts are with local care facilities and hospitals, including Everlight Heritage Oaks, Everlight Lubbock, Trustpoint, and Southern Specialty.

Service Policies

Other organizations purchase rides for their services. Although the company does not provide stretcher transportation, no other eligibility limitations are in place. Service is available 24 hours a day, seven days a week as requested and included in contract provisions. While it is recommended to book at least 24 hours in advance, same-day, on-demand service is available with no advance notice required. The cost of service is $45 for trips within five miles, with an additional $5 per mile beyond that. Operators provide door-through-door assistance for riders.

Vehicle Operators/Fleet

Matador Mobility owns its own fleet of minivan vehicles and directly hires operators. The company employs two full-time drivers and three part-time drivers.

StarCare

StarCare Specialty Health System is located at 904 Avenue O, Lubbock, TX 79401. StarCare is the state-designated local authority for mental health and intellectual disabilities in Lubbock, Lynn, Hockley, Cochran, and Crosby counties, as well as the local authority for substance use disorders for a 41 county region in West Texas. StarCare provides veteran support services (VetStar) and aging services through the Program of All-Inclusive Care for the Elderly (PACE). StarCare is not a transportation provider itself but rather pays other organizations to provide non-emergency medical transportation (NEMT) in the region.

Private For-Profit Carriers

Ambulance, EMT & Non-Emergency Medical Transportation Providers

Private ambulance, EMT and NEMT companies that operate emergency and non-emergency transportation services are listed here in table format.

Table 5-7: Private For-Profit Carrier Profiles

Provider	Area	Eligibility	Service	Fares	Reservation Requirements	Vehicles & Drivers
CEO Transportation	Lubbock County	Trips assigned by Medicare broker; Door-to Door; Attendants/escorts allowed	Monday - Saturday; hours variable	Billed to broker	Same-day demand, no advance notice needed	NR
Lubbock Aid EMT	Lubbock County, to other areas if care requires	No eligibility required; medical assistance required	24 hours 7 days 365 days	Bill to insurance or patient	911 or provider request	11 owned ambulances, 5-6 in service per day; 18 drivers available
TacMed	Lubbock County, to other areas if care requires	Must be able to sit upright and less than 300 lbs; Door-Thru-Door; Attendants/escorts allowed	24 hours 7 days 365 days	Lubbock is $50 one way; $70 round trip, plus mileage $5/mile for out of Lubbock	Same-day demand, no advance notice needed, although trips may fill up beforehand	1 Minivan 2 8-14 seat vehicles 4 Full-Time 1 Part-Time

Senior and Independent Living Housing Communities

Private housing community companies providing transportation service as part of their menu of resident services are listed below.

Table 5-8: Private For-Profit Carrier Profiles

Provider	Area	Eligibility	Service	Fares	Reservation Requirements	Vehicles & Drivers
Brookdale Grand Court	Lubbock but as far as Amarillo	Residents only; Door-Thru-Door; Attendant/Escort Permitted	Monday- Friday 8 am- 5 pm	Medical Trips: Free Others: Charge	24 hours prior	1 Minivan 1 Light-Duty Bus 1 Full-Time 1 Part-Time
Brookdale Remmington Park	Anywhere in Lubbock	Residents only; Door-to-Door	Monday – Thursday 9 am – 3 pm	Free under 10 miles; fee if further	24 hours prior	1 8-14 seat vehicle 1 Part-Time
Gardens at Shadow Hills	Anywhere in Lubbock	Residents only; Door-Thru-Door	Monday – Friday 9 am – 4 pm	No fares	2 days prior	1 Converted Van 1 Full-Time 2 Part-Time
Hickory Terrace / Mackenzie Court	30-minute radius around Lubbock	Residents only; Door-Thru-Door; Attendant/Escort Permitted	Tuesday – Thursday 9 am – 2 pm (Hickory Terrace): Monday – Friday 8 am – 5 pm (Mackenzie Court)	No fares	Same-day available but advance preferred	1 Minivan 9 drivers qualified to drive part-time

Provider	Area	Eligibility	Service	Fares	Reservation Requirements	Vehicles & Drivers
Prairie House	Lubbock but as far as Amarillo	Residents only; Door-Thru-Door; Attendant/Escort Permitted	No set hours; as needed upon demand	No fares	Same-day available but advance preferred	1 8-14 seat vehicle 1 Full-Time
Primrose	Lubbock area, but occasionally further; medical appt. focus	Residents only; Door-Thru-Door; Attendant/Escort Permitted *(required for memory care)*	Hours vary, generally 7 am – 7 pm Monday, Tuesday, Thursday	No fares	24 hours prior	1 Light-Duty Bus 1 Full-Time 6 qualified to drive part-time
Raider Ranch	Lubbock city limits	Residents only; Door-Thru-Door	Monday – Friday, 8:00 am – 4:00 pm	No fares	24 hours prior	2 15-passenger vans 3 Full-Time
Runningwater Draw	Lubbock but as far as Amarillo	Residents only; Door-Thru-Door; Attendant/Escort Permitted	No set hours; as needed upon demand	No fares	Same-day available but advance preferred	2 Minivans 1 Full-Time 2 Part-Time (backups)
Santa Fe Terrace	80 mile radius from Lubbock	Residents only; Door-Thru-Door; Attendant/Escort Permitted	Monday- Friday 8 am- 5 pm (Saturdays upon availability)	No fares	1 week before travel	1 Minivan 8 qualified to drive as per duties
The Legacy at South Plains	Lubbock County but mostly within city	Residents only; Door-Thru0Door	No set hours; as needed upon demand	No fares	24 hours prior	2 15-passenger vans 1 Full-Time (Managers as backups)

Provider	Area	Eligibility	Service	Fares	Reservation Requirements	Vehicles & Drivers
Vila at Wolfforth	Lubbock city limits	Residents only; Door-Thru-Door; Attendant/Escort Permitted	No set hours; as needed upon demand	No fares	Same-day available but advance preferred	1 8-14 seat vehicle 1 Full-Time (Managers as backups

Cab, Shuttle and Limousine Companies

Taxicab, shuttle and limousine companies operating for-hire and livery services are listed here in table format.

Table 5-9: Private For-Profit Carrier Profiles

Provider	Area	Eligibility	Service	Fares	Reservation Requirements	Vehicles & Drivers
Checker Cab	Lubbock County but further if requested	No eligibility requirements; Curb-to-Curb	24/7/365 but only 1 driver	$25 base plus $4/mile out-of-town	Immediate response available but advance preferred	1 Sedan 1 Full-Time
Clovis Shuttle	Lubbock and Amarillo Airports, other regional destinations	No eligibility requirements; Curb-to-Curb	Monday – Sunday, 7:00 am – 6:00 pm	Set prices for trips from Clovis area to Lubbock or Amarillo; Varies for other trips	2 days prior	2 Minivans 3 Part-Time
Lubbock Shuttle	South Plains region, Idalou noted specifically	NR	NR	Yes	NR	2 Light-Duty Buses 1 Medium Duty Bus 1 Transit Bus

West Texas Cab Co.	Areas between Lubbock and Clovis; mix of hospital contracts & some Medicaid trips	No eligibility requirements; Curb-to-Curb	Monday – Friday 5:00 am – 5:00 pm	In town: $2.25 per mile, $5 pick-up fee. $2.75 per mile out-of-town, $5 pick up fee	30 minutes notice in-town; a few hours notice for out-of-town	2 Sedans (owned by independent contractors) 2 SUVs (contractor-owned) 4 Full-Time (Non-employee)
White Knights	Midland, Amarillo, Abilene, Clovis, and Oklahoma	No eligibility requirements; Door-to-Door	Monday – Saturday 10:00 am – 6:00 pm	By the hour, depending on vehicle assigned	Immediate response available but advance preferred	1 15-Passenger Van 12 Luxury vehicles 6 Part-Time

Private For-Profit Carriers

Non-Emergency Medical Transportation

This section focuses on Medicaid non-emergency medical transportation (NEMT) trips in the counties that make up the South Plains region, including an assessment of Medical Transportation Program (MTP) trips occurring in the region and a brief explanation of how NEMT services are provided to Texas Medicaid beneficiaries (managed care and fee-for-service) and other associated programs. At the time of this report, data associated with the number of MTP/NEMT trips provided by individual transit systems and other agencies in the region was not available.

The map and tables that follow identify, by county:

- Texas Medicaid NEMT brokers and Managed Care Organizations (MCOs) that operate in the South Plains region.
- How many one-way NEMT trips were provided in the South Plains region for state fiscal years 2022 – 2024.
- How many eligible Medicaid clients lived in the South Plains region and used NEMT services in state fiscal years 2022 – 2024.

Texas Medicaid's Medical Transportation Program

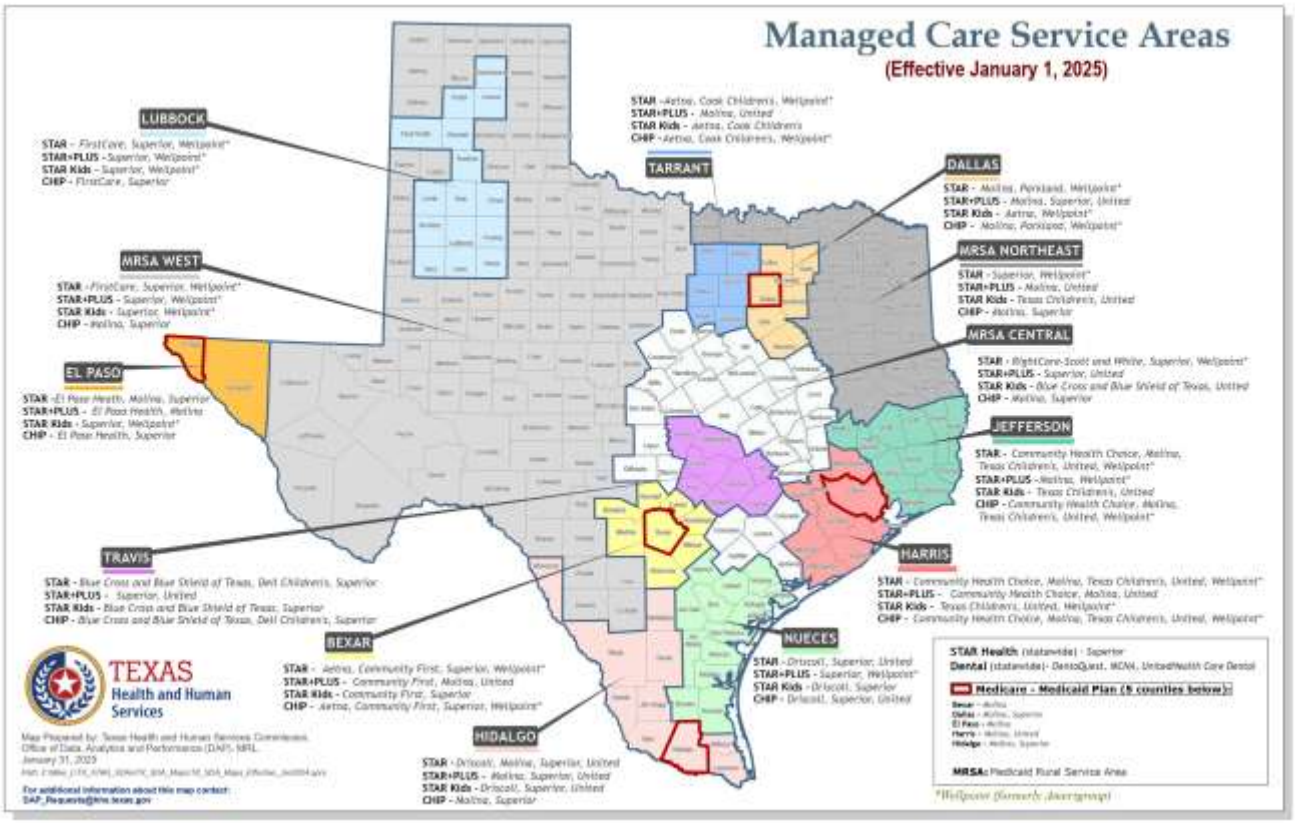
Texas Medicaid's MTP consists of NEMT services meant to provide cost-effective medical transportation to a doctor or specialist, a pharmacy, or other providers for Medicaid covered health care services. NEMT services are only for people enrolled in managed care or fee-for-service (FFS) Medicaid, Children with Special Health Care Needs, and qualified low-income cancer patients. For the purposes of this report, only information related to NEMT services for Medicaid beneficiaries will be discussed.

In Texas more than 97 percent of the Medicaid beneficiary population is enrolled in managed care. (Texas Medicaid and CHIP Reference Guide 15th Edition 2024) The MCOs are responsible for the provision of MTP/NEMT services to their members. The state is divided into twelve managed care service areas and the MCOs operating within those service areas may contract with a transportation provider like Plains Trails or Citibus for the provision of NEMT services to their members. For the few Texas Medicaid beneficiaries who are not enrolled in managed care (FFS Medicaid beneficiaries), MTP/NEMT services are provided by transportation providers that are contracted directly with HHSC.

All MTP/NEMT providers must enroll as Texas Medicaid providers prior to contracting with a Texas Medicaid NEMT broker. General information about Texas Medicaid's MTP/NEMT program and provider enrollment is available at the Medical Transportation Program (MTP) website.

Figure 5-6 illustrates how the state of Texas is divided into county-wide service areas for the purpose of contracting with MCOs for the provision of Medicaid services, including NEMT services.

Figure 5-6: Texas Medicaid Managed Care Service Areas



Source: [Texas Medicaid and CHIP Reference Guide 15th Edition 2024, Appendix C — Texas Medicaid and CHIP maps and figures.]

Table 5-10 shows the MTP/NEMT information for each county in the South Plains region as well as links to resource information specific to each MCO and its MTP/NEMT broker. Medicaid Program links are meant to give an idea of the types of transit that may be required to serve specific populations: older adults, children, or persons with disabilities or chronic health conditions.

Table 5-10: Texas Medicaid MCO and NEMT Broker Information by County

Medicaid Service Area	MCO*	MTP/NEMT Broker*	Medicaid Programs
Bailey, Cochran, Dickens, King, Motley, and Yoakum			
MRSA West	Wellpoint	Access2Care	STAR, STAR+PLUS, and STAR Kids
MRSA West	FirstCare	Access2Care	STAR
MRSA West	Superior	SafeRide	STAR, STAR+PLUS, STAR Kids
Crosby, Floyd, Hockley, Garza, Hale, Lamb, Lynn, Lubbock, and Terry			
Lubbock	Wellpoint*	Access2Care	STAR, STAR+PLUS, and STAR Kids
Lubbock	FirstCare	Access2Care	STAR
Lubbock	Superior	SafeRide	STAR, STAR+PLUS, STAR Kids
Statewide			
All	Superior	SafeRide	STAR Health
All	Dentaquest, MCNA, and United Healthcare Dental	NEMT services for Medicaid covered dental appointments are provided through the Medicaid beneficiary's medical MCO and that MCO's NEMT Broker.	

*HHSC Health Plan Transportation Contact Information

NEMT Ridership in the South Plains Region

The Texas Health and Human Services Commission (HHSC) provided NEMT data by county to the consultant team for state fiscal years (SFY) 2022 to 2024. While specific transit provider NEMT data was not available for this technical memorandum, a review of the data provided by HHSC supports the idea that residents in the South Plains region are using NEMT services at a level that is slightly lower than the rest of the state.

In SFY 2024, three percent of Medicaid eligible beneficiaries in Texas used NEMT services. On average, two percent of South Plains service area residents (who were Medicaid eligible beneficiaries in SFY 2024) used NEMT; this resulted in 51,530 one-way trips The following counties had higher than average NEMT use: Crosby (four percent), and Dickens (four percent).

Table 5-11 includes, by county, the number of unduplicated, eligible Medicaid beneficiaries who received a trip and the number of trips provided to eligible Medicaid beneficiaries from SFY 2022 through SFY 2024 in the South Plains service area. State fiscal years are September through August (e.g., SFY 2022 is September 1, 2021 - August 31, 2022). It also provides a look at the number of Medicaid eligible clients in each of the counties for the same time period. This chart is meant to give an idea of the number of riders and the trips that may be possible in each of South Plains' service areas.

In SFY2024, the South Plains region had 1,662 total NEMT clients. Most of those clients resided in Lubbock County (1,160), while the second highest subtotal was Hale County (110); this is unsurprising due to the higher overall population of the City of Lubbock. Together, these two counties accounted for 32,656 of the 44,261 NEMT trips (74 percent) that occurred in the region overall. Other counties with higher NEMT trip subtotals include Hockley (2,406), Lamb (2,164), and Crosby (2,114).

The number of NEMT clients residing in the area is not entirely a corollary to the number of NEMT trips taken. For example, three counties all had fewer than twelve NEMT clients in SFY2024 but ranged from 2 to 207 total NEMT trips each. The South Plains region average of NEMT trips per client in SFY2024 was 26.6, meaning each client on average takes at least 2 trips per month. In the same period, some counties with notably higher averages included Crosby (43.1), Terry (33.6), Floyd (32.8), and Lamb (29.6). Only King County had 0 NEMT clients (and therefore zero such trips) in the same fiscal year period.

Table 5-11: Texas Medicaid NEMT Information by County

	Texas	South Plains Region	Bailey County	Cochran County	Crosby County	Dickens County	Floyd County	Garza County	Hale County	Hockley County
SFY 2022										
Total Medicaid Pop.	5,311,376	84,916	1,662	737	1,505	338	1,348	960	7,611	4,824
NEMT Clients	99,900	1,392	25	15	47	10	24	23	110	64
Total NEMT Trips	**2,693,506**	**46,307**	**648**	**377**	**1,447**	**253**	**764**	**1,043**	**3,442**	**4,007**
SFY 2023										
Total Medicaid Pop.	5,462,748	86,958	1,688	751	1,503	317	1,351	994	7,712	5,128
NEMT Clients	120,627	1,633	16	9	53	11	39	22	132	84
Total NEMT Trips	**3,335,760**	**51,530**	**184**	**267**	**2,045**	**222**	**1,112**	**760**	**4,590**	**4,201**
SFY 2024										
Total Medicaid Pop.	4,345,808	79,462	1,350	606	1,248	247	1,028	785	6,030	3,964
NEMT Clients	125,844	1,662	24	15	49	10	32	22	110	83
Average # of NEMT Trips per Client	26.6	26.6	18.0	24.3	43.1	15.8	32.8	24.2	29.2	29.0
Client Trips per Month	2.2	2.2	1.5	2.0	3.6	1.3	2.7	2.0	2.4	2.4
Total NEMT Trips	**3,352,136**	**44,261**	**431**	**365**	**2,114**	**158**	**1,048**	**532**	**3,216**	**2,406**
SFY 2025 *(Preliminary data, subject to Change)*										
Total Medicaid Pop.	*4,070,699*	*63,678*	*1,271*	*528*	*1,086*	*239*	*857*	*698*	*5,327*	*3,555*

Texas Health and Human Services Commission (HHSC), Healthcare Statistics *website*: *Medicaid and CHIP Enrollment by Risk Group by County, Final (SFY 2022), Historical Medicaid Enrollment by County August 2023, Medicaid and CHIP Enrollment by Risk Group by County, Final (SFY 2024), and Medicaid and CHIP Enrollment by Risk Group by County, Preliminary August 2025 (Subject to Change). Additional NEMT Trip data for SFYs 2022 – 2024 provided by HHSC and is available upon request.*

	King County	Lamb County	Lynn County	Lubbock County	Motley County	Terry County	Yoakum County
SFY 2022							
Total Medicaid Pop.	7	3,134	56,673	1,126	185	3,142	1,662
NEMT Clients	-	65	928	24	-	38	19
Total NEMT Trips	**-**	**2,761**	**28,600**	**483**	**-**	**1,783**	**699**
SFY 2023							
Total Medicaid Pop.	4	3,151	58,178	1,104	188	3,202	1,687
NEMT Clients	-	72	1113	24	4	32	22
Total NEMT Trips	**-**	**2,387**	**32,637**	**614**	**35**	**1,669**	**807**
SFY 2024							
Total Medicaid Pop.	6	8,905	45,608	869	153	2,534	6,127
NEMT Clients	-	73	1,160	24	1	48	11
Average # of NEMT Trips per Client	0.0	29.6	25.4	23.5	2.0	33.6	18.8
Client Trips per Month	0.0	2.5	2.1	2.0	0.2	2.8	1.6
Total NEMT Trips	**-**	**2,164**	**29,440**	**564**	**2**	**1,614**	**207**
SFY 2025 *(Preliminary data, subject to Change)*							
Total Medicaid Pop.	*9*	*2,137*	*43,593*	*814*	*140*	*2,395*	*1,029*

Texas Health and Human Services Commission (HHSC), Healthcare Statistics *website*: *Medicaid and CHIP Enrollment by Risk Group by County, Final (SFY 2022), Historical Medicaid Enrollment by County August 2023, Medicaid and CHIP Enrollment by Risk Group by County, Final (SFY 2024), and Medicaid and CHIP Enrollment by Risk Group by County, Preliminary August 2025 (Subject to Change). Additional NEMT Trip data for SFYs 2022 – 2024 provided by HHSC and is available upon request.*

Intercity Bus Services

In the South Plains region, the primary intercity bus carrier identified is Greyhound. Greyhound's schedules are summarized in **Table 5-12**. Information on intercity bus service in the region was gathered from multiple sources. The Intercity Bus Atlas and Transcor Data Services were used to identify carriers, routes, and stop locations. Additional details were collected directly from the Greyhound website. This service is discussed in detail below.

Greyhound Lines Incorporated

Greyhound Lines currently operates over a dozen routes (called "tables" in intercity bus terminology) in Texas. As the largest carrier in Texas, Greyhound operates to most corners of the state, including three routes that operate in the South Plains region.

Greyhound US 1132 – Amarillo – San Antonio

Two local stops in the South Plains region are served along Greyhound Route US 1132—Amarillo to San Antonio: Plainview (Stripes) - Northbound service toward Amarillo departs at 10:40 p.m. Southbound service to San Antonio departs at 8:25 a.m.; Lubbock (Citibus Downtown Transfer Plaza) – Northbound service toward departs at 9:30 p.m. Southbound service to San Antonio departs at 9:45 a.m. These stops provide local passengers with connectivity to Amarillo, Big Spring, Sterling City, San Angelo, Eden, Brady, Mason, Fredericksburg, Kerrville, Center Point and San Antonio.

Greyhound US 1138 – Lubbock – El Paso

Two local stops in the South Plans region are served along Greyhound Route US 1138—Lubbock to El Paso: Brownfield (Chisum Travel). Northbound service to Lubbock departs at 8:35 p.m. Southbound service to El Paso departs at 11:05 a.m.; Lubbock (Citibus Downtown Transfer Plaza). Northbound service originates here. Southbound service to El Paso departs at 10:05 a.m. The route connects Lubbock and Brownfield passengers to El Paso, as well as intermediate stops Seminole, Carlsbad and Salt Flat.

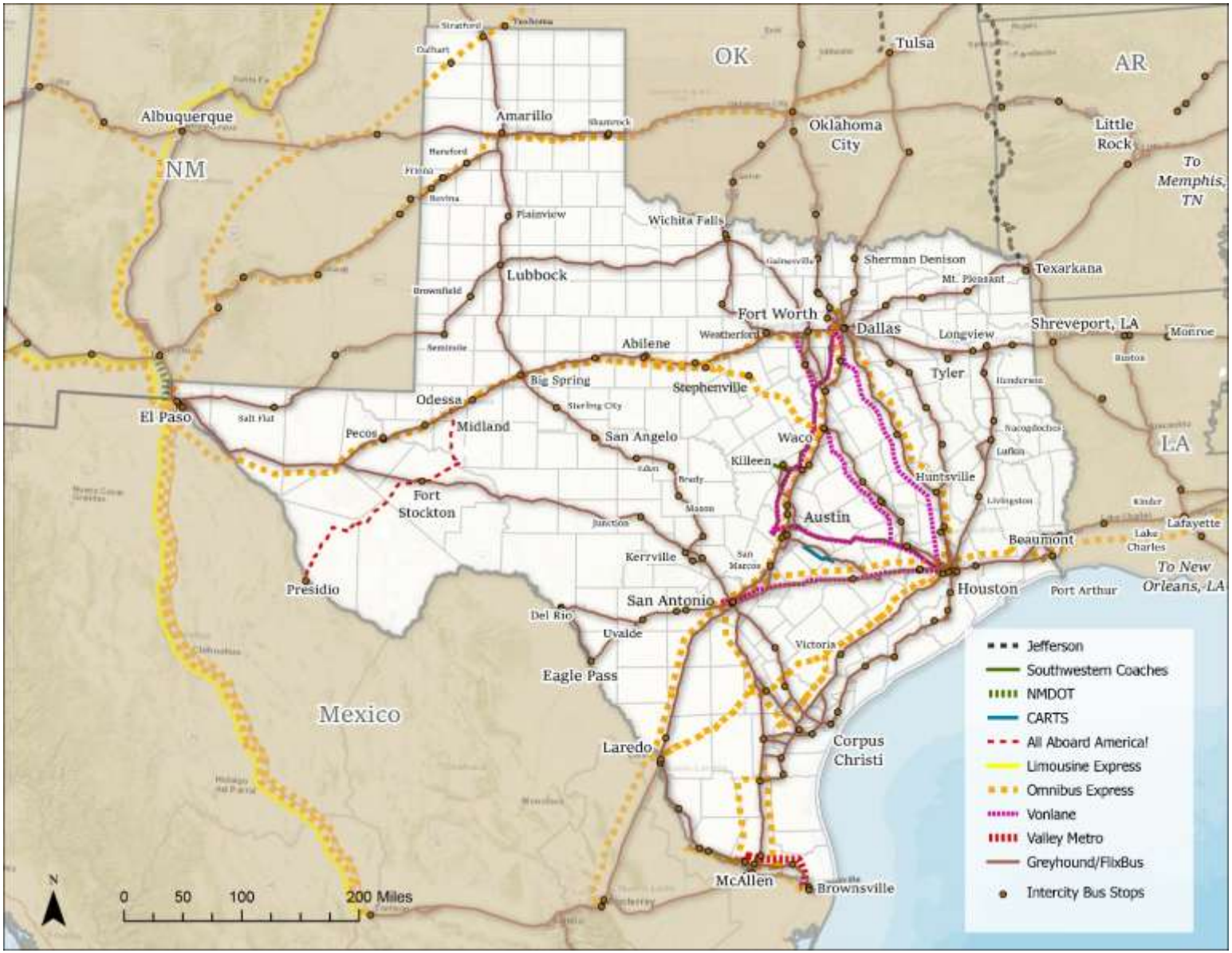
Greyhound US 1144 – Dallas to Denver

One local stop in the South Plains region is served along Greyhound Route US 1144—Dallas to Denver: Lubbock (Citibus Downtown Transfer Plaza). Northbound service toward Denver departs at 8:00 p.m. Southbound service to Dallas departs at 1:35 p.m. This stop provides local passengers with connectivity to Denver, Colorado Springs, Pueblo, Lamar, Springfield, Amarillo, Wichita Falls, Fort Worth and Dallas.

Table 5-12: Greyhound Schedules for the South Plains Region

Route Name	South Plains Stop(s)	Address	Direction and Final Destination(s)	Departure	Stops Served
Greyhound US 1144 Dallas to Denver	Lubbock (Citibus Downtown Transfer Plaza)	801 Broadway, Lubbock, TX 79401	Northbound to Denver	Mon. - Sun. 8:00 PM	Dallas, Fort Worth, Wichita Falls, Amarillo, Springfield, Lamar, Pueblo, Colorado Springs, Denver
			Southbound to Dallas	Mon. - Sun. 1:35 PM	
Greyhound US 1132 Amarillo to San Antonio	Plainview (Stripes/Phillips 66 Gas Station)	2715 Olton Rd, Plainview, TX 79072	Northbound to Amarillo	Mon. - Sun. 10:40 PM	Amarillo, Lubbock, Big Spring, Sterling City, San Angelo, Eden, Brady, Mason, Fredericksburg, Kerrville, Center Point, San Antonio
			Southbound to San Antonio	Mon. - Sun. 8:25 AM	
Greyhound US 1132 Amarillo to San Antonio	Lubbock (Citibus Downtown Transfer Plaza)	801 Broadway, Lubbock, TX 79401	Northbound to Amarillo	Mon. - Sun. 9:30 PM	Amarillo, Lubbock, Big Spring, Sterling City, San Angelo, Eden, Brady, Mason, Fredericksburg, Kerrville, Center Point, San Antonio
			Southbound to San Antonio	Mon. - Sun. 9:45 AM	
Greyhound US 1138 Lubbock to El Paso	Brownfield (Chisum Travel)	1106 Lubbock Rd, 79316 Brownfield, TX	Northbound to Lubbock	Mon. – Sun. 8:35 PM	Lubbock Brownfield, Seminole, Carlsbad, Salt Flat, El Paso
			Southbound to El Paso	Mon. – Sun. 11:05 AM	
Greyhound US 1138 Lubbock to El Paso	Lubbock (Citibus Downtown Transfer Plaza)	801 Broadway, Lubbock, TX 79401	*Northbound service originates in Lubbock*		Lubbock Brownfield, Seminole, Carlsbad, Salt Flat, El Paso
			Southbound to El Paso	Mon. - Sun. 10:05 AM	

Figure 5-7: Texas Intercity Bus Services



Transportation Network Companies

The consultant team identified and confirmed two transportation network companies (TNCs) currently operating in the South Plans region—Uber and Lyft. Both companies hire independent contractors as drivers, who can then choose to accept trip requests. Drivers for both companies tend to be present mostly in and around the Lubbock urban core, but can also be available elsewhere in the region depending on where they choose to work.

Uber

Uber has available products for on-demand, ride-hailing transportation services available throughout the South Plains region. Drivers may be available on the Uber platform 24 hours a day, seven days a week; however, the location and number of drivers in a given area is not guaranteed. Customers set up an account with Uber and link a credit or debit card to that account, and payment for trips is made in the Uber smartphone app. Customers use the app to pick their service and request a trip by providing the pick-up and drop-off addresses; at that time, they are provided an estimated fare that is calculated based on the trip distance and service demand. Once accepted by a driver, the vehicle and driver information (name, vehicle model, license plate, etc.) is provided to the customer in the app.

Uber provided the consultant team with averages for Uber trips data in the South Plains region over a three-month period in 2025. The data was compiled for all counties in the region for the one-time period, as well as separately over three sub-geographic groups: (1) trips entirely within the Lubbock urban area; (2) trips entirely outside of Lubbock; and (3) trips going between Lubbock and other parts of the region. While the majority of trips (i.e. Average Daily Riders) occurred within the Lubbock urban area, there were a small number trips elsewhere in the region as well in this sample dataset.

Table 5-13: Uber Service in South Plains Region, 2025 Three-Month Samples

Geographic Area for Travel	Avg ETA	Avg Fare	Avg Distance (mi)	Avg Daily Riders	Avg Daily Supply
Within Lubbock Urban Area	7	$13.40	5.0	3,326	881
Outside Lubbock Urban Area	11	$17.54	10.4	22	612
Between Lubbock and Regions Elsewhere	9	$17.30	9.7	365	881
South Plains Overall	**8**	**$13.94**	**5.4**		

For the South Plains region overall, the average estimated time of arrival (ETA) from when the customer's trip request was confirmed was six minutes; this amount of time is consistent for trips within the Lubbock area due to the larger proportion of trips driving the averages. Trips elsewhere in the region have an average ETA of nine or 10 minutes. The average trip distance was 5.4 miles overall for the region, but trips outside of Lubbock average over 10 miles in distance.

The majority of riders taking Uber trips (3,326) in the three-month sample did so within the Lubbock urban area, supplemented by 365 additional riders who traveled between Lubbock and elsewhere in the region. Only 22 trips occurred entirely in areas of the South Plains region outside of Lubbock. The average daily supply of drivers is notably but not vastly different between the UZA and non-UZA, as the rural area in the region outside of Lubbock still has access to many of the drivers available in Lubbock.

Lyft

Similarly, Lyft has products for on-demand, ride-hailing transportation services available throughout the South Plains region. Drivers may be on the Lyft platform 24 hours and day, seven days a week; however, the location and number of drivers in a given area is not guaranteed. Customers set up an account with Lyft and link a credit or debit card to that account—payment for trips is made in the Lyft smartphone app. Customers use the app to pick their service and request a trip with the pick-up and drop-off addresses; at that time, they are provided an estimated fare that is calculated based on the trip distance and service demand. Once accepted by a driver, the vehicle and driver information (name, vehicle model, license plate, etc.) is provided to the customer in the app.

Vehicle Inventory and Utilization

The consultant team has collected the best available information provided by transportation operators in the region. **Table 5-14** shows the number of vehicles in service by each operator, as confirmed by each responding organization or company.

Table 5-14. Combined Fleet of Transportation Providers in the South Plains Region

Type	Citibus	SPARTAN Transportation	Bailey County	Cochran County	Comfort Keepers	LIFE, Inc
Heavy-Duty Bus	60					
Medium-Duty Bus		5				
Light-Duty Bus		35				
Cutaways	24	5	1	1		1
Minivans		2			1	
Other						
Total	**84**	**47**	**1**	**1**	**1**	**1**

A total of 52 vehicles were reported by medical transportation providers, housing communities, cab, shuttle, and limousine companies, consisting largely of minivans, sedans and light-duty buses, as noted on the provider tables above.

Technology

The two public transportation systems responding to the provider survey reported a range of technological applications, purposes and outcomes. Some platforms provide information, scheduling, fare payment and other services to customers and riders, while others are in use for internal operations and management functions.

Additionally, Citibus offers the GoPass app—used by several large and small urban fixed-route transit providers in Texas—to riders for mobile ticketing, trip planning, and booking Citibus On-Demand services. Riders can purchase passes, store payment methods, and use a digital wallet to pay for fares on their smartphone. The app is available on both the Apple App Store and Google Play. Citibus also recently upgraded to tap-to-pay on the fareboxes for fixed-route service.

Aside from Citibus and SPARTAN Transportation, no providers reported specific technological applications related to their transportation services aside from cell phones, with limited current resources or demand to spur additional utilization of technology applications for these providers.

Chapter 6:
Needs & Gaps Analysis

Introduction

This chapter of the South Plains Coordinated Human Services Public Transportation Plan for SPAG and the SPTAC represents the service gaps and duplication analysis for the plan conducted by the consultant team. The analysis reviews any unmet transportation needs identified for the South Plains region based on the findings documented in the earlier chapters, bringing together quantitative and qualitative information from the geographic, demographic, and transportation services assessments. This analysis considers where concentrations of target populations reside and locations of key trip destinations in the region in relation to the transportation services available to serve them and the effectiveness of those services.

The information in this analysis will serve as the foundation to develop strategies that address the identified transportation and coordination needs (documented later in this plan). The analysis utilized the best information available from the transportation providers, whether that information was provided directly or found through online search. This analysis only initially considers the information from *Chapters 3* through *5* as they were developed by the consultant team; once information from public engagement efforts (*Chapter 2*) is made available, the consultant team will fold that into this analysis and modify findings as needed. Any additional information provided by transportation providers to the consultant team may also result in further modifications.

Review of Previous Coordination and Service Planning Efforts

This section provides a summary of recent and ongoing transportation and land use planning efforts relevant to the South Plains region that includes Bailey, Cochran, Crosby, Dickens, Floyd, Garza, Hale, Hockley, King, Lamb, Lubbock, Lynn, Motley, Terry, and Yoakum Counties. It outlines key transportation-related issues, goals, and recommendations from local, regional, and statewide studies, with an emphasis on content related to public transportation, coordination, and mobility management.

The review includes plans that reference public transportation providers serving the South Plains region, including Citibus in the Lubbock urban area and SPARTAN Public Transportation in the surrounding rural counties, as well as other local, regional, and statewide efforts that influence overall mobility. While many of these plans primarily focus on roadway infrastructure, land use, economic development, safety, or freight, they are included to document the broader planning context that shapes regional transportation needs, interjurisdictional connectivity, and opportunities for coordinated transit and human services transportation across the SPAG/SPRCTAC region.

This review was conducted through a systematic search of publicly-available planning documents for the South Plains region, including city, county, regional, and state agency websites. Key sources included local government websites for cities and counties within the SPAG service area, TxDOT Lubbock District and statewide planning pages, metropolitan and rural transportation planning documents, regional planning and coordination materials, and transit provider websites such as Citibus and SPARTAN Public Transportation. Documents were identified using targeted keyword searches (e.g., transportation plan, comprehensive plan, coordinated transportation plan, mobility, transit, ITS, TIP, long-range plan, economic development, corridor study). For several counties and smaller communities in the South Plains, no recent standalone comprehensive, transportation, or mobility-specific plans were identified in the publicly-accessible sources.

A summary of the transportation-related challenges, goals, and recommendations identified in the reviewed plans is presented below. The studies are organized by statewide, regional, and county-level planning efforts. The previous 5-Year Regionally Coordinated Transportation Plan (2022-2026) was reviewed in detail to assess progress toward documented goals and objectives, with their implementation status summarized in **Table 6-1**.

Table 6-1: Summary of Previous/Ongoing Plans and Studies

Plan/Study	Year Published/ Adopted	Overview/Goals/Objectives (Public Transportation & Mobility Focus)	Key Issues/Challenges	Recommendations /Strategies/Actions (Public Transportation & Mobility Focus)
Statewide Plans				
Connecting Texas 2050 Statewide Long-Range Transportation Plan	2024	Connecting Texas 2050 is TxDOT's statewide long-range transportation plan that provides a 25-year vision for all modes—highways, transit, freight, rail, aviation, ports, and active transportation. Relevant goals include: • Improve mobility and multimodal connectivity. • Enhance coordination across modes, jurisdictions, and regions. • Support public transportation, active transportation, and non-automobile access.	• Rapidly growing state population and freight demand. • Transportation options are limited outside of driving, and different travel modes like transit, walking, biking, and freight aren't well connected to each other. • Need for stronger coordination among local, regional, and state transportation/network partners.	• Advance strategic investments in public transportation and active mobility. • Prioritize inter-regional transit connections and integration of human services transportation with public transit. • Strengthen partnerships among state, MPOs, transit agencies, and regional entities to deliver coordinated mobility solutions. • Promote awareness of transportation options through public outreach and engagement, ensuring inclusive input in rural and underserved areas. • Support integrated planning that links land use and transportation to create transit-ready communities.
I-27 System in Texas Implementation Plan	2023	• Statewide, corridor-level implementation plan prepared by TxDOT to guide near-term (0–4 years), mid-term (5–10 years), and long-term (10+ years) upgrades of the Ports-to-Plains Corridor to full Interstate standards as the future I-27 System. • In the SPAG / South Plains region, the major change is the planned upgrade of existing US-87 and US-277 corridors to full Interstate I-27 standards, including extending I-27 south from Lubbock toward Big Spring, San Angelo, Del Rio, and the Mexico border, and north toward Amarillo and the Texas Panhandle. • This corridor is currently dominated by highway travel. Growing population, freight growth, and cross-border travel are expected to increase future mobility demand. • This plan recognizes that the future I-27 system should support rural transit connectivity, including existing rural providers, potential future highway bus rapid transit services along major segments, and integration with passenger rail, airports, and regional transit districts.		
Lubbock 2030 Transportation Improvement Program (TIP)-Draft	Ongoing	• A short-range capital programming document that lists federally and state-funded transportation projects in the Lubbock metropolitan area, with costs and implementation years, for the 2027–2030 timeframe. It identifies roadway, bridge, multimodal, and transit investments proposed by TxDOT, the City of Lubbock, Lubbock County, and Citibus. • Submitted projects include Citibus capital improvements along bus routes such as bus stop upgrades and pedestrian access (sidewalks), programmed at approximately $3.29 million in 2027; a systemwide Citibus transit rider survey budgeted at $100,000 in 2027; and two major TxDOT projects converting FM 1585/Loop 88 to freeway standards with frontage roads, interchanges, ADA ramps, shared-use paths, signals, and ITS, significantly upgrading regional mobility and connectivity around Lubbock and strengthening links to the future I-27 corridor.		

Plan/Study	Year Published/ Adopted	Overview/Goals/Objectives (Public Transportation & Mobility Focus)	Key Issues/Challenges	Recommendations /Strategies/Actions (Public Transportation & Mobility Focus)
Texas State Plan on Aging 2023-2025	2022	Submitted by Texas Health and Human Services Commission (HHSC) to the Administration for Community Living under the Older Americans Act. It covers a three-year period. • One of the objectives is to ensure access to services for older adults with mobility and transportation issues.	• Texas's older-adult population is growing rapidly—projected to nearly double by 2050—with many seniors living in rural areas that have limited public transportation. • High rates of disability and chronic illness increase demand for accessible, reliable mobility to reach healthcare, shopping, and social services.	• Increase awareness of existing public transportation services, the availability of volunteer and private transportation programs, and knowledge of accessible and assisted transportation services for older adults. • Coordinate with Aging Services Coordination to offer a presentation for AAAs and ADRCS on transportation services available for older adults, including rideshare programs. • Expand the use of vouchers and rideshare options such as transportation network companies, including Uber and Lyft.
Regional Plans				
5-Year Regionally Coordinated Transportation Plan 2022- 2026 (SPRCTAC / SPAG)	2021	• Prepared by the South Plains Association of Governments (SPAG) in coordination with the South Plains Regional Coordination Transportation Advisory Committee (SPRCTAC) for 15 counties in the region (Bailey, Cochran, Crosby, Dickens, Floyd, Garza, Hale, Hockley, King, Lamb, Lubbock, Lynn, Motley, Terry, and Yoakum). • The plan was developed pursuant to Texas HB 3588 to improve coordination of public transportation and human services transportation across 15 counties, with a focus on six priority populations (elderly, people with disabilities, veterans, children, low-income people, and people experiencing homelessness).	• Long travel distances and limited access to services for rural residents traveling to regional hubs, e.g., Lubbock. • High concentrations of elderly, people with disabilities, low-income households, veterans, and people experiencing homelessness in several counties. • Barriers related to affordability and scheduling (limited service hours, need for advance reservations, and trip purpose restrictions for client-based providers). • Service fragmentation across counties, making inter-county and cross-provider trips difficult to arrange. • Limited awareness of existing transportation services among both the public and social service providers.	Some of the key recommendations include: • Implement coordinated education and outreach efforts to increase awareness of public transportation and mobility resources. • Strengthen coordination and communication among public, private, and nonprofit transportation providers through SPRCTAC meetings and shared information systems. • Use SPRCTAC as a centralized forum to identify service gaps and connect providers serving priority populations. • Pursue and coordinate funding (e.g., TxDOT Coordinated Call, demonstration projects) to address unmet transportation needs and improve service accessibility.

Plan/Study	Year Published/ Adopted	Overview/Goals/Objectives (Public Transportation & Mobility Focus)	Key Issues/Challenges	Recommendations /Strategies/Actions (Public Transportation & Mobility Focus)
Comprehensive Economic Development Strategy (CEDS), SPAG (2017-2018 Update0	2018	• Prepared by the South Plains Economic Development District (SPEDD) to analyze regional conditions, identify problems and opportunities, and develop goals, strategies, and an action plan to support long-term economic growth. The CEDS is updated annually and serves as a short-range (1–5 year) rolling strategic framework.	• Lack of easy access to public transportation for residents needing to travel across the region on a regular basis. • Long travel distances between rural counties and Lubbock (regional center), making access to jobs and services difficult without public transportation. • Dependence on personal vehicles for regional mobility. • Aging infrastructure and limited local financial capacity to maintain and expand infrastructure. • Regional isolation from major Texas metropolitan areas, limiting connectivity and economic integration.	• The CEDS does not include stand-alone recommendations or implementation actions specific to public transportation. Transportation is referenced primarily as a supporting factor for workforce access and commuting to employment centers, regional connectivity to support economic competitiveness, and infrastructure investment as part of broader economic development and capital improvement needs.
Comprehensive Safety Action Plan (CSAP)	2025	• A regionwide, data-driven safety plan prepared by SPAG to reduce serious injuries and fatalities on all public roads across the 15-county SPAG region. Developed to meet USDOT Safe Streets and Roads for All (SS4A) requirements and align with the Texas Strategic Highway Safety Plan (SHSP), the CSAP establishes a Vision Zero framework and prioritizes safety investments using the Safe System Approach (safe roads, speeds, users, vehicles, and post-crash care), with attention to underserved and vulnerable road users.	• Speeding, intersection crashes, roadway/lane departures, impaired and distracted driving, and safety of young and older drivers are identified as regional emphasis areas. • Safety disparities affecting underserved communities and vulnerable road users (e.g., pedestrians and cyclists) are highlighted as a priority concern.	• The plan's recommendations are primarily focused on roadway and user safety. • Key actions center on speed management, pedestrian and bicycle safety, intersection improvements, safety education, and emergency response.

Plan/Study	Year Published/ Adopted	Overview/Goals/Objectives (Public Transportation & Mobility Focus)	Key Issues/Challenges	Recommendations /Strategies/Actions (Public Transportation & Mobility Focus)
County-Specific				
Lubbock County				

Plan Lubbock 2040 – Comprehensive Plan (City of Lubbock, TX)	2018	• A long-range comprehensive plan to guide growth, land use, infrastructure, and transportation through 2040.
		• Recognize public transit as a "vital appendage" of the transportation system serving students, commuters, elderly persons, and people with disabilities.
			Relevant issues include:
			• Need to better understand and meet existing and future transit demand, particularly in underserved communities and areas.
			• Limited connectivity and coverage of bicycle facilities, with most infrastructure concentrated inside Loop 289 and around Texas Tech University, and minimal connectivity between areas inside and outside the loop.
			• Lack of a fully-integrated policy framework linking thoroughfare planning with bicycle and pedestrian planning.
			• Need to balance roadway capacity, land use, and multimodal connectivity as growth continues, especially south of Loop 289.
				• Develop a transit plan to address:
				  • How well current transit demand is being met.
				  • What new connections and services should be provided.
				  • How transit should be accommodated within Complete Streets.
				  • What improvements are needed for underserved communities.
				• Support implementation of the "Walk and Bike Lubbock" Bicycle and Pedestrian Plan.
				• Apply flexible, multimodal project prioritization criteria that consider connectivity, congestion, safety, and funding, rather than roadway capacity alone.
				• Strengthen the relationship between land use and transportation.

Citibus Five-Year Service Plan (City of Lubbock, TX)	2024	• A short-term service and implementation plan prepared for Citibus to guide improvements to Lubbock's public transit system over the next five years. • Sponsored by Citibus (City of Lubbock) and developed through data analysis, public/stakeholder engagement, and service scenario testing, the plan evaluates fixed-route, paratransit (CitiAccess), and on-demand microtransit and sets a phased roadmap for network restructuring, frequency, and coverage improvements.	• Ridership decline and changing travel patterns following COVID-19, with reduced fixed-route frequencies and shifts toward on-demand services. • Competitive rather than complementary relationship between microtransit and fixed-route services. • Fixed-route network largely unchanged for decades, requiring restructuring to better match current land use and demand. • Over-reliance on the Downtown Transfer Plaza, creating longer travel times and less direct connections.	• Phase in service improvements by restoring fixed-route and paratransit levels to pre-pandemic conditions and refocusing microtransit to support rather than replace the fixed-route network. • Restructure routes into more direct, higher-frequency core and express services, supported by mobility hubs and improved transfer connections. • Implement a five-year operating and capital phasing plan with defined resource needs and performance monitoring. • Establish a new name and brand to reflect a new direction and build community awareness and excitement.

Plan/Study	Year Published/ Adopted	Overview/Goals/Objectives (Public Transportation & Mobility Focus)	Key Issues/Challenges	Recommendations /Strategies/Actions (Public Transportation & Mobility Focus)
Hale County				
Plainview Comprehensive Plan 3.0 – Mobility Chapter (City of Plainview, TX)	2023	• Prepared by the City of Plainview for a planning horizon of 20 years and beyond, it provides a long-range, regional multimodal mobility policy framework for developing the city's transportation system, including streets, sidewalks, bicycle facilities, public transportation, rail, and aviation.	• Poor street conditions and need for ongoing roadway repair and maintenance. • Discontinuous and poorly connected street network, particularly in newer neighborhoods, reducing efficiency and safety. • Pedestrian safety and sidewalk gaps, including limited safe crossings and incomplete sidewalk networks. • Rail–vehicle conflicts at numerous at-grade crossings, causing congestion and safety concerns.	• Recognizes that demand for SPARTAN Public Transportation (SPT) is expected to increase over time due to an aging population, rising fuel costs, and environmental considerations, and calls for development of a system to project future public transit demand to support long-range planning for service expansion and potential fixed-route development. • Incorporate transit-supportive site design standards in zoning and development regulations (e.g., pedestrian access, transit stop locations, shelters, vehicle access, and circulation). • Implement Complete Streets and preserve right-of-way for future multimodal corridors. • Improve pedestrian and bicycle facilities.
Lamb County				
Littlefield 2020 Comprehensive Plan	2020	• A citywide comprehensive plan prepared for the City Council of Littlefield, Texas, with funding from the Texas Community Development Block Grant (CDBG) program and local match. The plan guides long-term growth, infrastructure, land use, and community facilities, including a Street System Study and mobility policies that recognize multimodal needs and regional connectivity.	• Street condition and maintenance needs, including potholes, pavement deterioration, and funding constraints for repairs. • Limited multimodal facilities in relation to active transportation and local streets.	• Public transportation is not a major focus; the document primarily addresses local streets, utilities, and capital improvements rather than urban or regional transit operations. • It calls for the implementation of the Street System Improvement Program and Five-Year Capital Improvements Program to address roadway repair, safety, and connectivity. • The plan also recognizes the need to support aging in place, noting that older adults should be able to remain in their homes and community as they age.

Table 6-2: Implementation Status of the Previous 5-Year Regionally Coordinated Transportation Plan (2022-2026)

Goal	Objective	Strategy	Implementation Status
Goal 1: Increase public outreach and education on transportation services in the South Plains region	**Objective A:** Increase the awareness of public transportation services with SPRCTAC's six priority populations and the general public **Objective B:** Reduce lack of awareness of public transportation services with social service and transportation providers in the region	**Strategy 1:** Implement Continuation of Education & Outreach Collaborative on Transportation Resources in the South Plains through trainings, outreach events, public awareness campaigns, and educational videos presented by SPRCTAC/SPAG	Undertaken under work of SPRCTAC
Goal 2: Continued improvements to the coordination/communication between public and private transportation providers	**Objective A:** Incentivize private and nonprofit transit providers to attend SPRCTAC meetings to support transit coordination and communication	**Strategy 1:** Create an interested parties list for SPRCTAC meetings that includes all rural, urban, public, and private service and transit providers	Created and updated as needed
		Strategy 2: Use the interested parties list to distribute transit updates, such as new routes being considered by Citibus or SPARTAN and available funding opportunities	Conducted occasionally during study timeframe
		Strategy 3: Identify and invite connected regional providers to SPRCTAC meetings, including providers linking the South Plains region to neighboring regions (e.g., Panhandle)	
Goal 3: Increase the accessibility of transit services to SPRCTAC's six priority populations	**Objective A:** Coordinate with public and nonprofit/private transportation services to improve access for SPRCTAC's six priority populations	**Strategy 1:** Use SPRCTAC as a centralized informational group to connect nonprofit/private transit providers with public transit providers	Regular activity through SPRCTAC meetings and member activities
		Strategy 2: SPRCTAC stakeholders commit to assisting one another to help fill gaps in services for the six priority populations	Notable shared efforts to address gaps through organizational partnerships
		Strategy 3: SPRCTAC stakeholders commit to identifying and pursuing available funding sources to improve services for the six priority populations	Commitment demonstrated but new funding opportunities are limited

Transportation Needs Discussion

Kickoff Meeting

During the kickoff meeting for the plan update, the SPTAC members provided some initial thoughts on transportation needs in the South Plains region. SPTAC members noted that many of the same issues identified in the previous 5-year coordinated plan remain current challenges. Local funding to support additional service is an ongoing barrier to improving mobility in the region. Working collaboratively to leverage additional funding sources, such as private sector and philanthropic contributions, could provide some momentum. A long-term possibility of a regional transit district to facilitate the enactment of a dedicated tax could be another option.

Other issues identified by the SPTAC were the importance of transportation connections to employment (an important regional priority), and the need for a better understanding of commuting patterns between counties. Similarly, accessing healthcare remains a significant challenge, with non-emergency medical transportation providers serving as a crucial foundation for responding to these needs, but many gaps remain. Additionally, committee members noted that outreach to other sectors in the region—service organizations such as the United Way, the Chamber of Commerce, and the Texas Tech School of Social Work—could be improved. It was discussed that more focused engagement with these and other stakeholders is an opportunity to leverage in conjunction with this study.

Finally, SPTAC discussed numerous transportation providers in the South Plains region beyond SPARTAN and Citibus, and the degree to which they offer mobility options beyond their client or customer constituencies. Collaborating on improved information sharing and referrals could be one approach to establishing stronger linkages with these providers.

Citibus

In meetings with Citibus leadership and staff, the agency's multimodal transit system that includes fixed route (FR), Texas Tech (TTU) service, on-demand microtransit, and paratransit (CitiAccess) was detailed. While service demand—especially microtransit—continues to grow, the agency faces a significant budget cliff, rising operating costs, fleet challenges, and staffing constraints. Without new local funding, service reductions are likely within two years, and the ability to identify new, recurring local funding—such as improving the sales tax share, fee adjustments—are essential.

Some key regional priorities that Citibus staff identified were: deployment of microtransit service and restructuring of CitiAccess fares and service; fleet reinvestment and completion of a future maintenance facility; and expanding public engagement ahead of service redesign implementation.

SPARTAN Transportation

Leaders and staff at SPARTAN described ongoing challenges of sustainable operating investment and local match funding, while noting that contracts with outside entities are challenging, especially Medicaid, with trip volumes down about 17 percent from last year—this may be related to a Medicaid enrollment decline that is contributing to fewer trips. Additionally, they perceive misinformation about transit availability, and potential riders are not aware that trips often exist, but are not necessarily available at the exact times requested. As a result, the human impact of service gaps is important to highlight (e.g., VA trips from Morton to Lubbock).

In specific service areas, they observed that their service in Plainview has strong performance, mostly comprised of work trips, and could support even more demand. Meanwhile, in Levelland, they observe low performance of the microtransit mode. Also, East Lubbock has access to many regional employers, and travel demand is tied to employment centers and schools.

In review previous studies, planning is often driven by major employers relocating or expanding, including:

- Leprino Foods (Lubbock)
- Tropicana
- McLane Trucking / Food Distribution

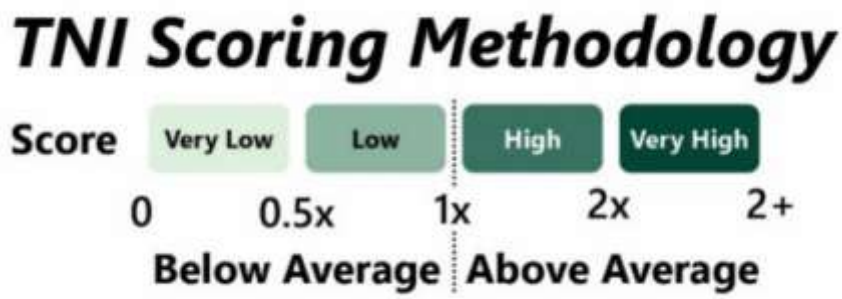
While regional cellphone data may be helpful for planning, analysis will eventually be needed to determine its applicability for public transportation decision-making. Other opportunities to explore for long-term improvement include fixed schedules coordinated between providers, and a comprehensive service map for the South Plains regions among many providers.

Transportation Needs Index

To support this analysis, a Transit Needs Index (TNI) was developed using 2023 American Community Survey (ACS) 5-year estimates at the block group level for the region. The TNI incorporates four key population groups:

- **Older adults (ages 65 and older)** who may experience age-related mobility limitations or choose not to drive.
- **Zero-vehicle households** which lack access to a personal vehicle and rely on ridesharing and other modes of transportation.
- **Individuals living below the poverty level**, who may face financial constraints that limit vehicle ownership.
- **Individuals with disabilities** who may require accessible transportation options or specialized services to meet daily travel needs.

The Transit Need Index (TNI) is an aggregate measure that captures the relative concentration of these four population groups across the region. For each census block group, demographic factors are calculated as a proportion of the total population and expressed relative to the regional average. Scores of 1 to 4 are then assigned to each factor based on how it compares to the regional average. These scores are summed and multiplied by a population density score to produce a composite TNI value. Population density scores range from 1 to 5, corresponding to the following categories: less than 100 persons per square mile, 100–500 persons per square mile, 500–1000 persons per square mile, 1,000–2,000 persons per square mile, and more than 2,000 persons per square mile. The resulting composite TNI values are then classified into four categories, as shown below.



The TNI is intended as a comparative planning tool rather than an absolute measure of demand, highlighting areas where transit need is greater relative to surrounding areas. Each census block group is scored in relation to the regional average; areas classified as "very high," for example, have TNI scores more than double the study area average.

The TNI methodology can produce multiple analytical outputs. For the purposes of this planning effort, the analysis focuses on two outputs:

- **TNI Factored by Population Density** – This measure aggregates the scores of each demographic group and adjusts them by population density, allowing areas with both high concentrations of transit-dependent populations and sufficient population density to be more clearly identified.
- **TNI by Population Percentage** – Aggregates the total number of each demographic group and gives a score based on the percentage of transit-dependent persons.

Figure 6-1 shows all the TNI factors, population density, and the resulting outputs for the standard TNI factored by population density as well as the TNI by population percentage. **Figure 6-2** shows the results of the transit needs index relative to the average of the study area. While many of these block groups are concentrated within the Lubbock urbanized area, other block groups are present in Brownfield, Plainfield, Levelland and Slaton.

Key population demographics targeted by TxDOT for more in-depth analysis are illustrated in the following figures:

Figure 6-3: Zero-vehicle households
Figure 6-4: People with disabilities
Figure 6-5: Low-income individuals
Figure 6-6: Minority population
Figure 6-7: Older Adults
Figure 6-8: Veterans
Figure 6-9: Youth population

At the county level across the South Plains region, multiple communities with very high or high concentrations of transit needs exist in Hale, Hockley and Lubbock counties while Bailey, Cochran Crosby, Floyd, Garza, Lamb, Terry and Yochum counties include areas with low levels of transit needs. Several other counties, including Dickens, King, Lynn and Motley, are identified as having only very low areas of transit needs.

Figure 6-1: Transit Need Index Factors

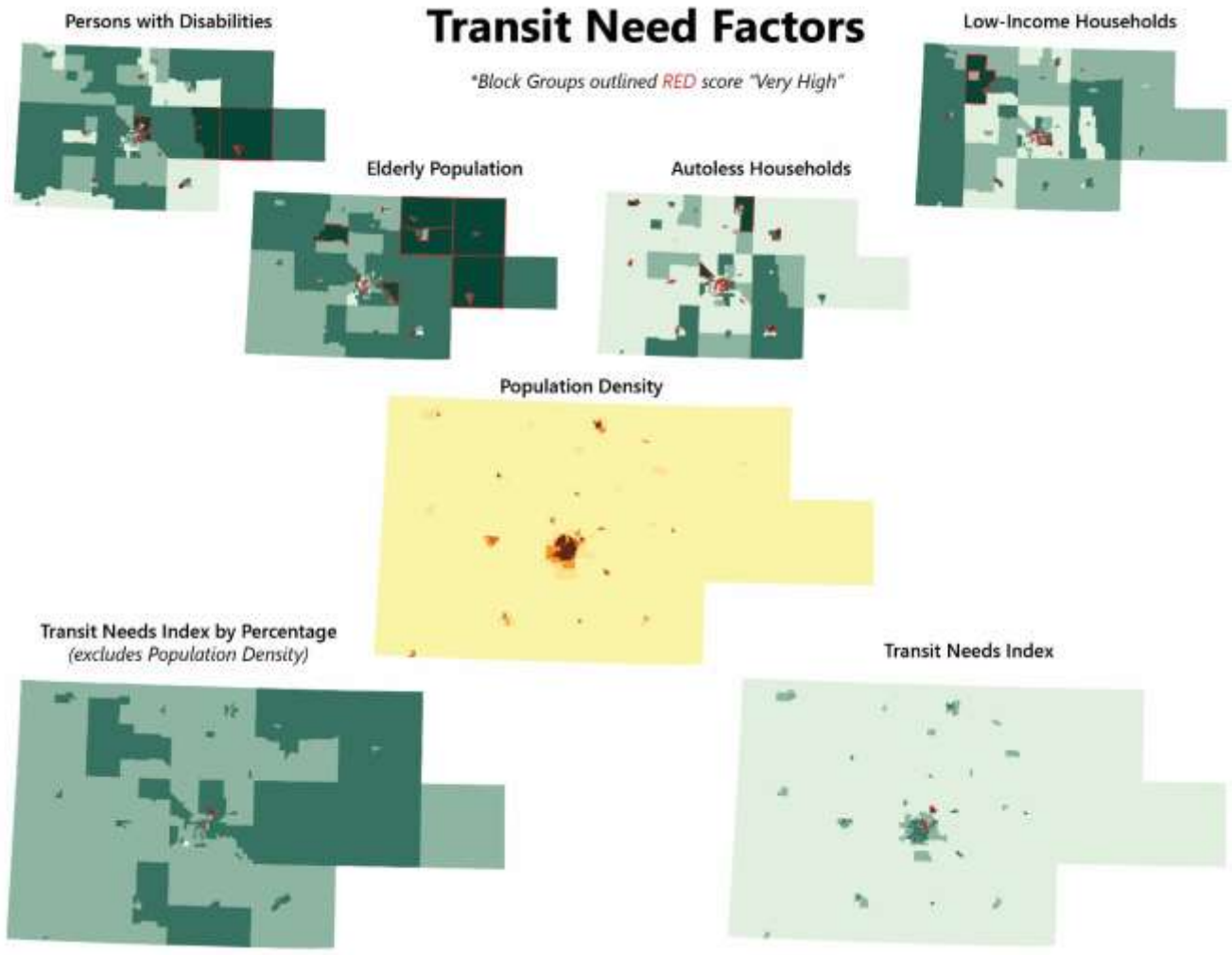


Figure 6-2: South Plains Transit Needs Index Results

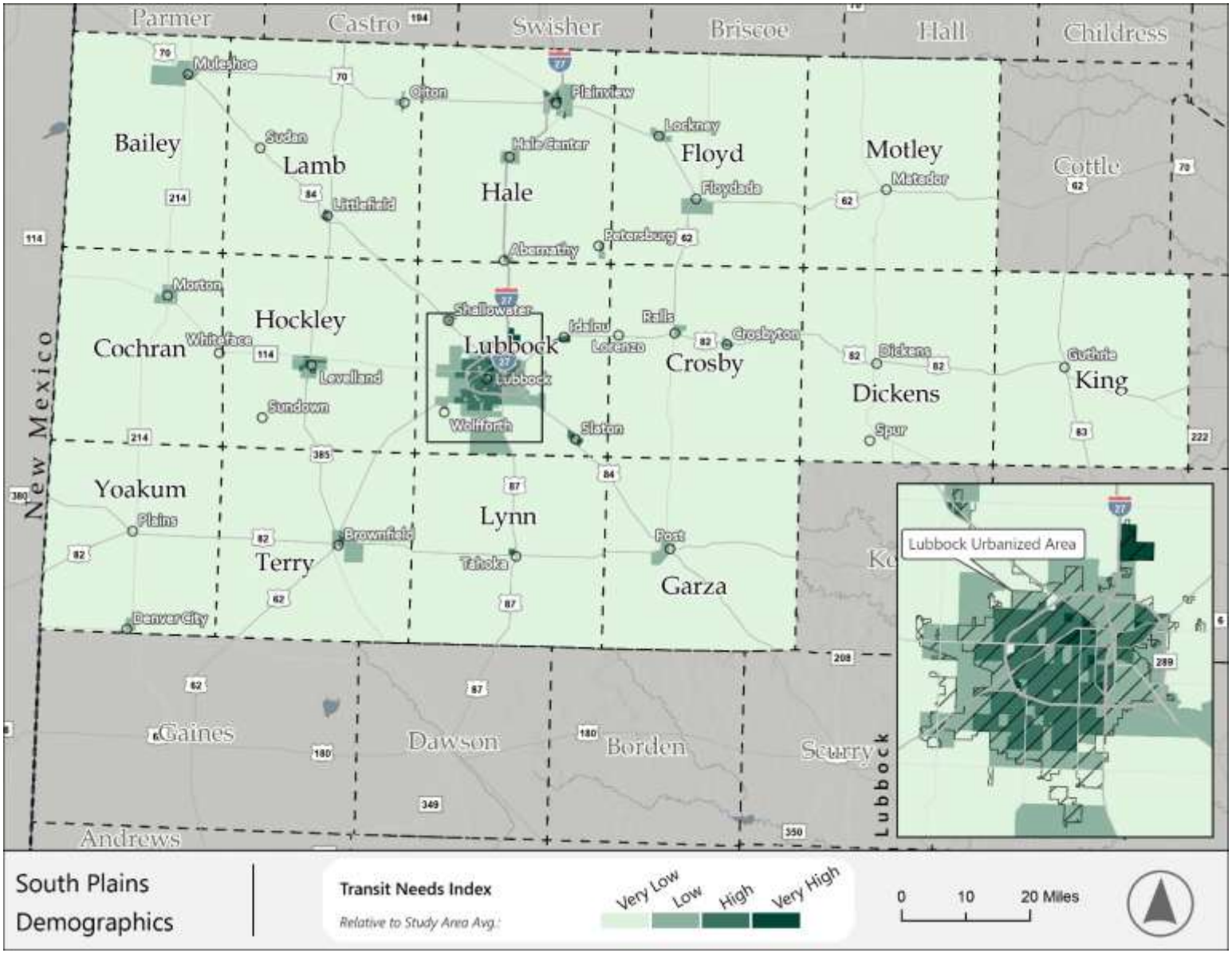


Figure 6-3: South Plains Transit Needs Index – Zero Vehicle Households



Figure 6-4: South Plains Transit Needs Index – People with Disabilities

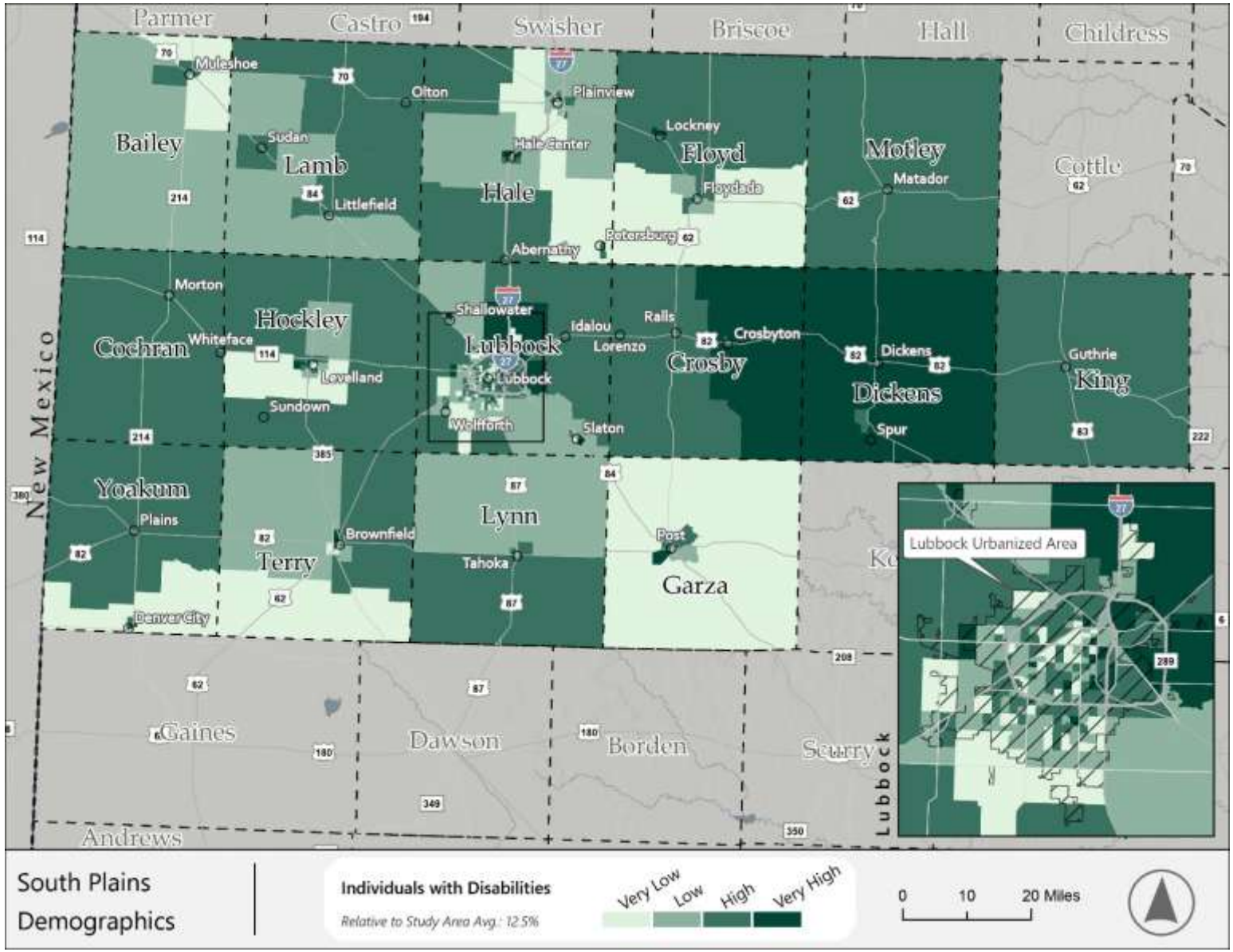


Figure 6-5: South Plains Transit Needs Index – Low-Income Individuals

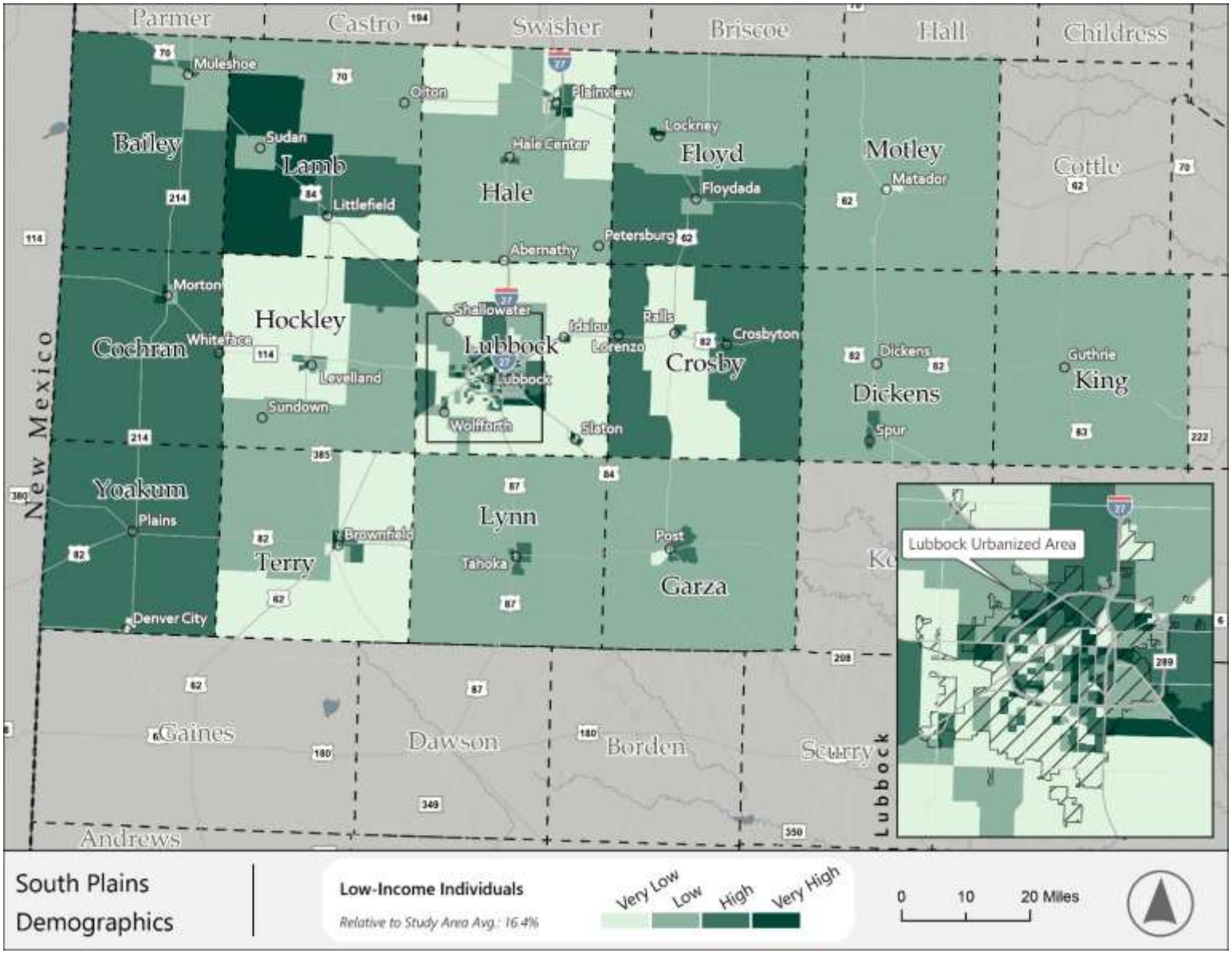


Figure 6-6: South Plains Transit Needs Index – Minority Population

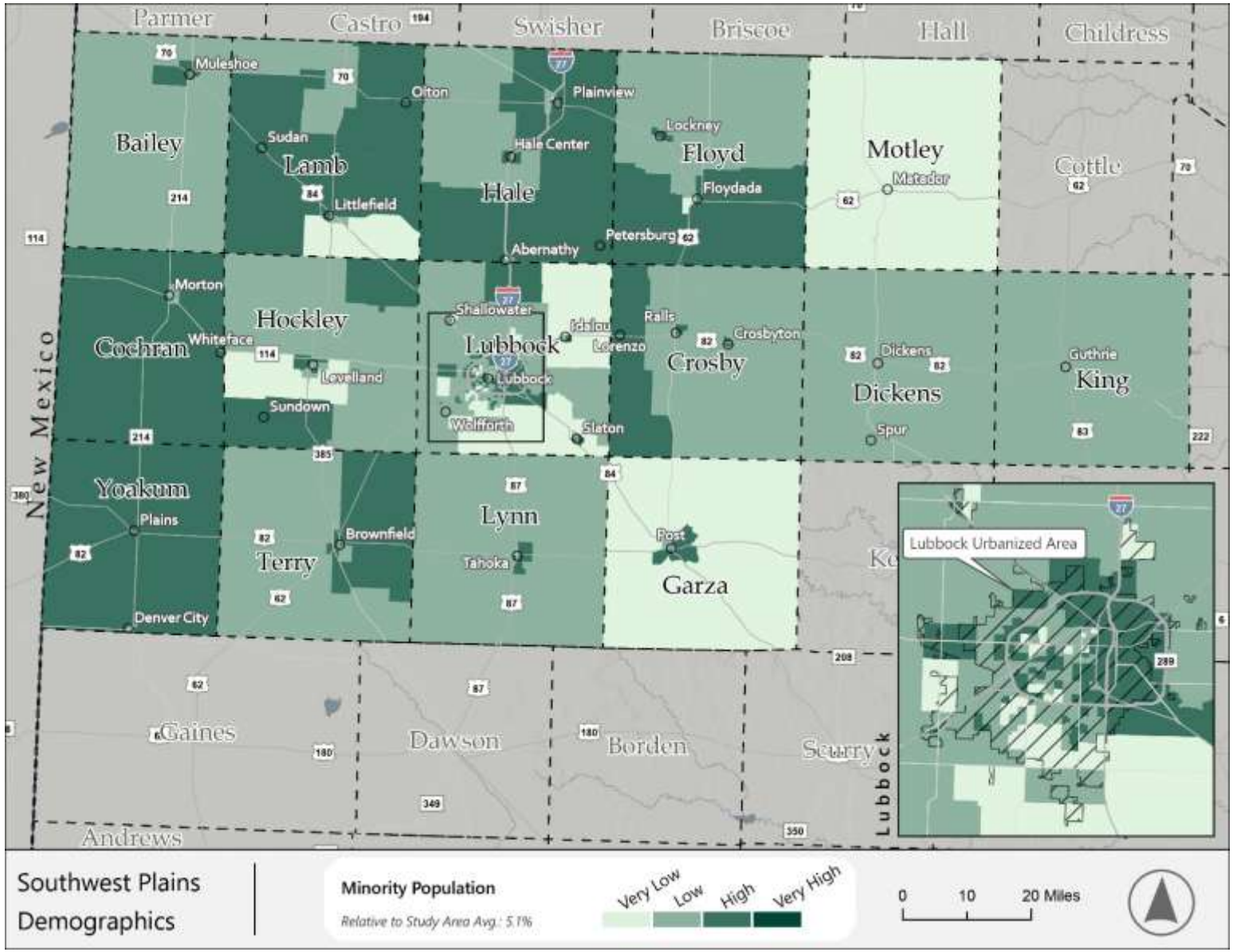


Figure 6-7: South Plains Transit Needs Index – Older Adults

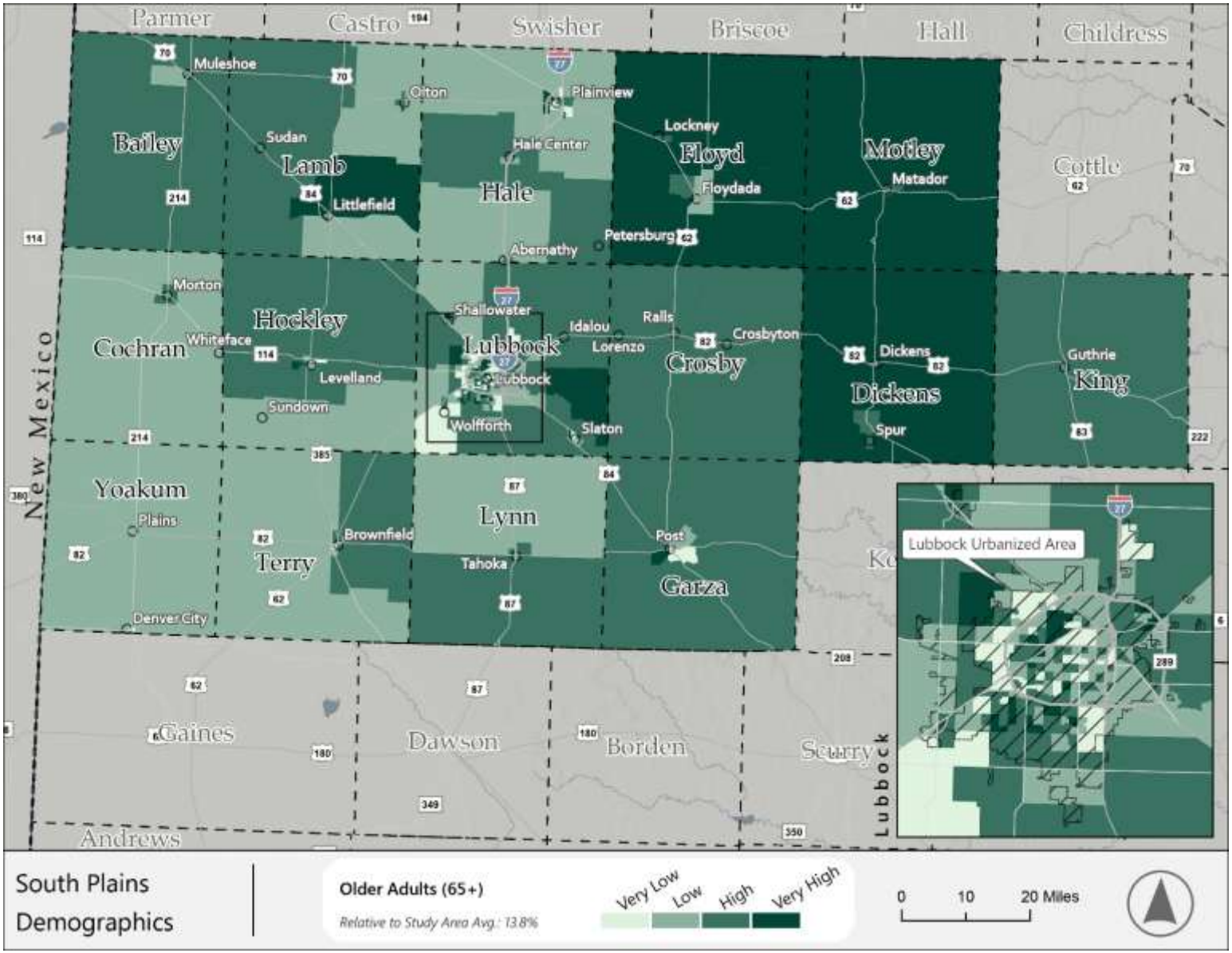


Figure 6-8: South Plains Transit Needs Index – Veterans

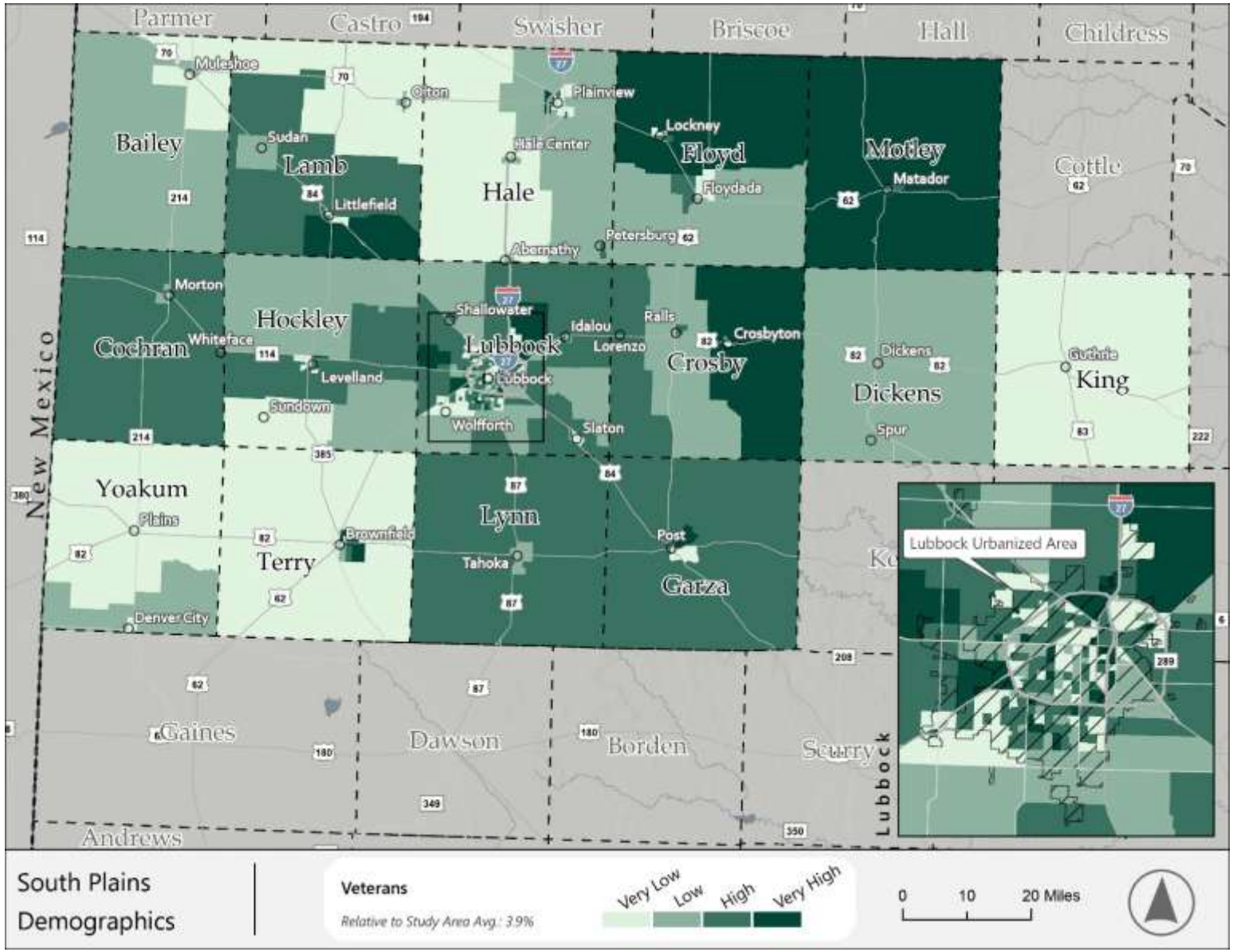
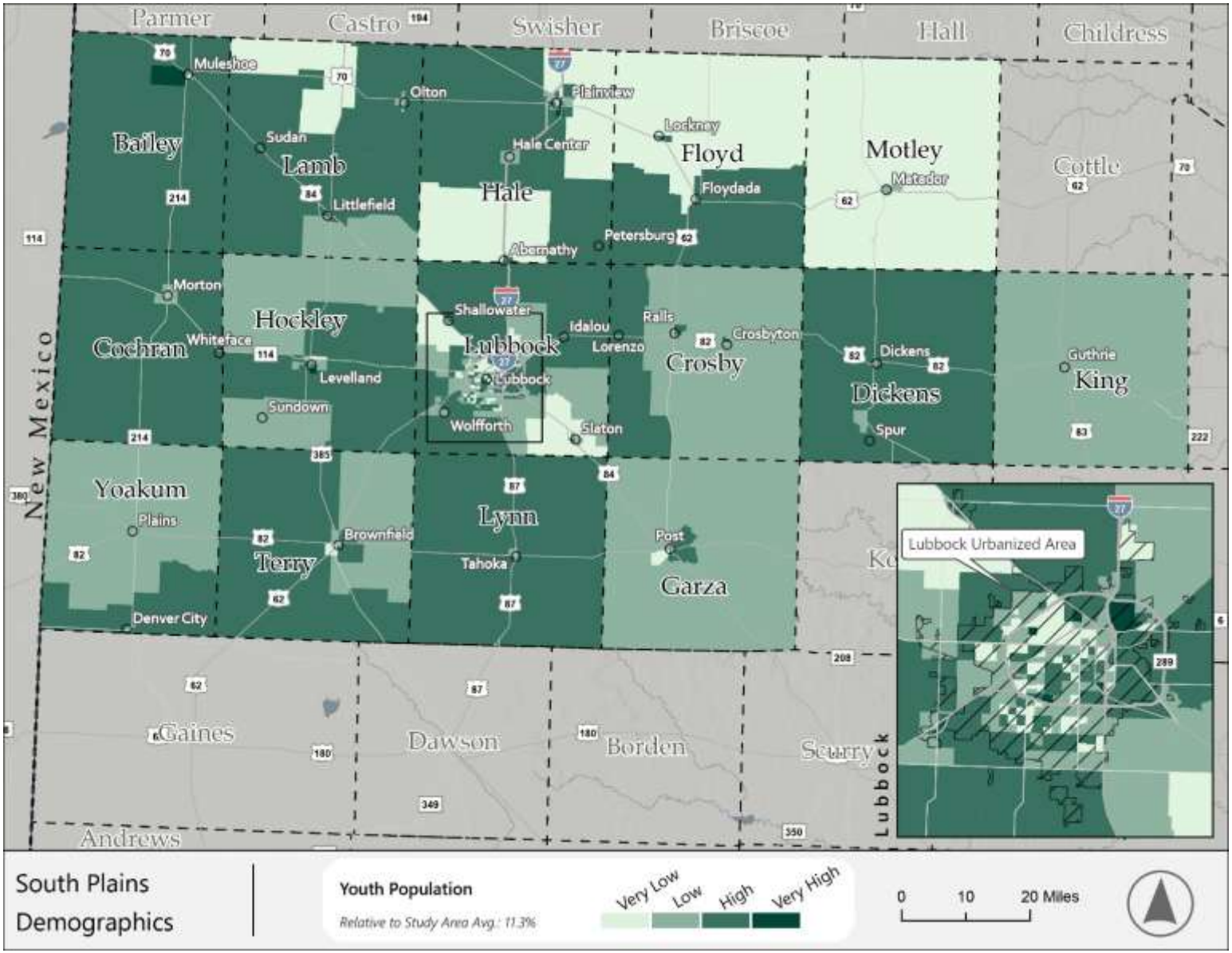


Figure 6-9: South Plains Transit Needs Index – Youth Population



Summary

This section breaks down identified transportation needs for the South Plains region into several categories of consideration—geographic location, time-related, population analysis, transportation service type, rider type, trip purposes, vehicles and capacity, marketing and outreach, technology, personnel and training, budgetary and funding, and coordination. Most of the transportation needs are in the form of service gaps or improvements needed to existing services available. The analysis found little in the way of service duplication, though some coordination opportunities could help further utilize available vehicles and connect residents to available services.

Geographic Location

The South Plains region is a mix of rural and small urban communities, consisting of small cities and towns as well as unincorporated areas, with Lubbock representing the region's centralized urban population center. These communities are separated by long distances that are difficult to serve by public transit in an efficient manner, particularly when many of the trip generators are concentrated in the Lubbock urbanized area. For example, residents in King or Dickens Counties needing to travel into Cochran County may not have adequate transit service available on a given day due to their relative remoteness and lack of transportation resources to reach them.

Aside from Lubbock, notable trip generators congregate in several small urban areas, including Levelland and Plainview as the largest among those, with Brownfield, Muleshoe, Denver City and Littlefield offering varying concentrations of residential populations, retail, community services and other activity centers. Across the South Plains region, 19 communities of multiple trip generators were identified in this study.

Commuting trips represent a significant share of travel need, and the South Plains region has distinct character in how its rural residents travel to employment opportunities. Of the region's 15 counties, 13 have more than 50 percent retention of residents traveling to work within their county, with several counties—Bailey, Dickens, Hale, King, Lubbock and Motley—all retaining more than 70 percent of residents working within the county. The two counties that experience less than 50 percent of residents working within their county—Crosby (42.2%) and Lynn (43.2%)—also find very low transit needs across the county.

Time Related

For transregional and countywide travel needs, the service span for SPARTAN Transportation services is 8:00 a.m. to 5:00 p.m., though service is not necessarily available as early or late as reflected in those service hours, depending on where residents live and staffing capacity. Early-morning, late-night or weekend service is not provided except for SPARTAN Same-Day service in Levelland and Plainview on Saturday.

For Citibus, fixed-route services begin at 5:25 a.m. and end at 7:45 p.m., Monday through Friday, while Saturday service runs from 6:45 a.m. to 7:55 p.m. Citibus On-Demand operates Monday through Friday from 7:00 a.m. to 11:00 p.m. and Saturday from 6:45 p.m. to 11:00 p.m., while CitiAccess runs from 5:35 a.m. to 7:45 p.m., Monday through Friday and 6:35 a.m. to 7:55 p.m. on Saturday. No Citibus services operate on Sunday.

While not atypical of industry standards of peer transit providers elsewhere, limited service hours from local public and non-profit providers make it difficult for residents to access medical appointments, employment, social services, or shopping and other needs later in day due to lack of transportation available in the evenings and late night periods, while many early morning travel needs cannot be met by SPARTAN's 8:00 a.m. start time.

In general, both public human services agencies and private non-profit organizations providing transportation services offer service between 8:00 a.m. and 5:00 p.m. Monday to Friday, and in some cases, earlier ends of operations on given days. Conversely, most for-profit companies operating taxi, limousine, shuttle, non-emergency medical transportation and ambulance service have more extensive service windows given the unpredictable nature of their customers. Occasionally, some of the services are priced at a higher rate because of the day or time (such as early-morning, late-night, and weekend periods).

Additionally, the limited Saturday service and no Sunday options offered by both public transportation providers represents a barrier to transportation availability, as well. Typically, Saturdays and Sundays have less trip demand as people make fewer trips on weekends, though there is still some transportation need present. For transit agencies with weekend service, Saturday service often generates about half the ridership of weekdays, while Sundays generate a quarter-to-third.

Population Analysis

The South Plains is an exemplar of many regions across the United States experiencing overall growth in population, but with focus on a primary urbanized area, in this case Lubbock. Data estimates show that the region is expected to grow from a population of more than 475,000 in 2030, to more than 585,000 by 2060—an increase of 23 percent over that period. However, much of that growth is concentrated within Lubbock County, as 13 of the region's 15 counties are projected to decline in population over that time. Joining Lubbock County is King County in anticipated growth, although the sparsely-populated King County is only expected to grow in population from 259 to 267 in that 30-year window.

The project population decline per count percentage rates also varies significantly. At the high end, Cochran County's expected loss of 941 residents between 2030 and 2060, represents a 44 percent decline in population over three decades, while Yoakum County's change of 44 residents would only mark a .05 percent reduction during that same timeframe.

Key population groups in the region have notable distinctions within that anticipated population growth. Older adults (age 65 or older) represent more than one of every seven persons in the South Plains region, a population expected to increase by 32 percent from 2020 to 2030. Projections for 2060 indicate that the population of older adults could grow by 77 percent from 2030 to 2060—from more than 62,000 to more than 111,000. This population group will need particular attention for transportation service as driving themselves becomes no longer tenable; having transportation service available for older adults who cannot drive is critical for accessing medical appointments and other trip needs, while also lessening the impacts of rural isolation.

Around one-in-seven persons in the South Plains region is a resident with a disability; depending on the disability type, some persons may not be able to legally drive themselves or have access to a vehicle with necessary accommodations, and therefore rely on other accessible transportation options. Within the region, Dickens County has the largest number of persons with disabilities, although its small overall population size is a factor. Low-income households are another population group which have higher transportation needs; high relative concentrations of these households are located in Cochran, Floyd, Dickens, with Bailey, Crosby, Garza, Hale, Motley and Terry counties—all witness low-income households as more than 20 percent of their respective overall populations, and represent a higher prevalence in the many of the region's northern counties.

Veterans' healthcare and social services resources are concentrated in Lubbock, but population concentrations of veterans can be found throughout the South Plains region including places like the majority of Motley County, eastern Crosby County, northern Floyd County, south of Littlefield in Lamb County, and near the communities of Brownfield in Terry County and Post in Garza County.

Transportation Service Type

The fixed-route network operated by Citibus and SPARTAN's SPC Express represent the only fixed-route mode options available in the South Plains region. Meanwhile, Plains Trails service by SPARTAN is available to the general public but must be reserved in advance of the day of travel (though the agency can accommodate same-day requests if capacity is available), while the CitiAccess program by Citibus requires eligibility determination. Additionally, Citibus' On-Demand and SPARTAN Same-Day represent on-demand, microtransit-style options that are responsive to riders' travel needs on a more immediate basis.

In addition to correcting perception issues, there may also be a need for other public transit service types for some places and travel needs in South Plains. Advanced-reservation demand-response service is a good transportation solution for widespread rural areas, but it is also inherently less productive compared to other transit modes due to the difficulty of grouping trips together between disparate places. Alternatively, fixed-schedule service is a means to help improve productivity and spread-out resources for vehicles and drivers in remote rural regions, providing a demand-response run that groups customer trip requests between two city pairs on designated days of the week.

Vanpooling is another potential service option for major employers located either just outside of the city limits, not feasible to serve with fixed routes, or located elsewhere in the region. Vanpools would help group shift workers together into vehicles, while not requiring a transit agency driver for the service run. Otherwise, major employers could be encouraged to provide private bus shuttles for employees.

Additional expansion of on-demand microtransit service may be feasible and appropriate to provide more convenient service for residents in the area. Microtransit works best in smaller zone sizes (e.g., three-to-five square miles) that contain the boundaries to key places while not taking away ridership from other services available (i.e., fixed routes) and could potentially generate additional trips for those modes. While SPARTAN Same-Day service is currently available in Levelland and Plainview, other communities such as Brownfield, Muleshoe and Slaton could be potential new deployment areas for similar services.

Other public human services agencies, non-profit organizations and for-profit private companies provide on-demand service at varying levels, and the mode generally aligns with their program objectives and capabilities to operate transportation services.

Rider Type

Citibus fixed routes and On-Demand services along with all SPARTAN services are available to the general public, with no restrictions on trip purposes for riders. Citibus' CitiAccess requires an eligibility application and approval by the agency.

Fare rates for SPARTAN's services are $1/each way for local trips, $6/one way for out-of-town trips (in route), and 50 cents per mile for out of town trips (not within route, $3/each way for microtransit). These services are broadly affordable for most riders, but could still be expensive for low-income or restricted income households. SPARTAN does not have ticket books or other similar fare options for riders to buy trips in bulk; these types of options could help riders with particular cost considerations in budgeting their transportation.

Fares for Citibus fixed routes are Citibus fixed-route fares are $1 per trip, with discounts available for seniors, students, and individuals with disabilities. On CitiAccess, distance-based fares extend from $2 per trip for trips under ¾ of a mile and reach up to $10 per trip for trips from two miles and above to the city limits. Similarly, Citibus On-Demand ranges from $2 to $10 per trip based on trip distances.

Much like SPARTAN, Citibus' fare structure—while standard for industry peers—may present affordability challenges for low-income riders. Among the discounts offered by the agency are free trips for Texas Tech students, reduced fares available to senior citizens, people with disabilities, and Medicare cardholders. Citibus also offers daily, weekly, and monthly passes, providing more affordable options for regular riders.

Some alternative models employed at other public transportation agencies that could enhance affordability for potential riders of both systems are fare capping programs that set a daily or weekly limit for individual fare expenses, and any tips above that limit are provided at no additional cost to the

rider. These programs are commonly managed through advanced fare technologies and often include an eligibility process to determine financial need.

Another affordability approach is for sponsored or contracted service where an area institution such as a health management organization or university underwrites the cost of projected fare revenues for a given service, functionally making that service fare free for the rider.

Taxicabs, TNCs, and other private for-profit transportation companies in the region are available to anyone who wants to request and pay for the trip. Non-profit organizations and home health or residential companies who provide transportation as one of their services usually restrict the transportation availability to clients or enrollees. Likewise, transportation provided through several county-supported programs is also available.

Trip Purposes

There do not appear to be major gaps or duplication of service for particular trip purposes in the South Plains region by the local providers. Non-profits and private providers are providing trips for clients, residents, or specific population groups (e.g., veterans) to address gaps among the public transportation options. There may be a small amount of service duplication for trips that could otherwise be provided by SPARTAN, and/or offered by other countywide programs, as evidenced by those operated by Bailey County Senior Transportation and Cochran County Veterans Rides.

There is likely some service duplication in fixed-schedule runs in regional demand response service between different rural transit districts providing trips into and out of the region. More data is needed on these scheduled runs to compare between SPARTAN, Panhandle Community Services (Amarillo), City and Rural Rides (Early), and West Texas Opportunities (Lamesa) to see when and where duplicative runs are being provided by two operators.

Vehicles and Capacity

Citibus and SPARTAN may have additional vehicle fleet capacity in their revenue operations that are not being utilized with existing service levels. The difference between the agencies' maximum available vehicles and those operated in peak service suggest latent capacity, although factors such as age in relation to useful life standards, preventative and responsive maintenance, and other asset management issues may limit their functional availability.

Interoperability and vehicle coordination among any providers to leverage vehicle or operator downtown in the region would present inherent challenges in terms of fiscal and legal responsibility, jurisdictional restrictions, on-the-road supervisor availability and maintenance impacts, among other factors. Any cross-organizational attempts would require a distinct market demand, aligned availability windows, and joint agreements among operators.

Marketing and Outreach

A common issue in the region appears to be that there are some limitations in the awareness of all service providers, eligibility, and how to use them. There is a need for expanded outreach/marketing of transportation services to both residents and area stakeholder agencies, such as human services agency staff. This could increase knowledge of and ultimately the utilization of transit service. Outreach efforts should also include the availability of travel training (and knowledge that it is available) and supporting literature and media about how to use the transit service.

These barriers include fundamental perceptions of demand-responsive transportation as intended for "someone else," as described by many participants at input events attended by the consulting team, as well as through discussions with local elected and community leaders. That, combined with limited levels of service offered within the region's primarily rural counties due to low levels of state and local operating funding available, produces low levels of familiarity with rural transit service.

Potential mechanisms to address awareness obstacles include dedicated investment in a marketing and outreach campaign to promote the availability of service, development of a travel training program to enhance understanding of how to use transportation options, and cultivation of relationships at human services programs, healthcare providers, educational institutions and other core community destinations to share information on transportation services with their clients and customers.

English is the primary language spoken by residents in the South Plains region, with more than 75 percent of residents speaking English at home. The second most common language is Spanish, representing anywhere from three to 16 percent of residents in a given county. Spanish speakers represent an average of 5.5 percent of the population in the region. Citibus, SPARTAN and other transportation providers should ensure that materials and information about the transportation service is also available in Spanish.

Technology

Both SPARTAN and Citibus employ various customer-facing and internal technologies to support operations management, data collection, asset management, scheduling and dispatch, fare payment, real-time information, trip planning, among other functions. However, these platforms are not currently integrated among the two public transportation providers. Identifying opportunities for connections between these technology applications for the respective agencies could serve as a next step for regional coordination, especially for customer engagement and real-time information benefits. Most technologies employed by other regional providers are nearly exclusively for operations and administrative purposes rather than for customer-facing applications.

Personnel and Training

Ongoing difficulty in recruiting and retaining drivers to operate existing levels of service—a common issue among small urban and rural providers across the transit industry—are persistent challenges for both Citibus and SPARTAN. This includes the ability to recruit drivers to operate the portion of the agencies' vehicle fleets requiring a Commercial Driver's License (CDL). These same issues would likely impact the region's ability to expand service or enhance operations through other existing providers, such as those operated by nonprofit organizations.

Additionally, identifying opportunities for regional training courses for multiple providers in the South Plains area improve overall expertise and proficiency in new industry practices while reducing administrative expenses for training and minimizing personnel shortages through less need to travel. At the same time, differences in operating procedures, vehicle fleets, equipment and technologies do not always allow for common training needs.

Budgetary and Funding

Multiple SPTAC members noted that there is a need for more funding towards transportation services. Rural transit in particular counts on matching funds and local contributions to unlock the full potential of Section 5311 formula funding and other funding programs. SPARTAN Transportation and Citibus are supported by some local funding, including six percent of the agency's revenues coming from city or county government appropriations, as well as a small portion of funding from charitable foundation contributions.

Public-private partnerships or sponsorships of transportation service are another avenue to help increase local match dollars towards transit funding, and to create direct linkages and awareness of transit service in the community. Public transit can tie-in service to businesses as part of an overall route or service zone as part of the sponsorship. Bus wraps and other advertisements could also provide opportunities for local funding.

For rural curb-to-curb transit service like SPARTAN's Plains Trails service, good sidewalks and safe intersections are not as critical for accessing transit service, as the rider is picked up and dropped off directly at their trip address points. However, pedestrian infrastructure is much more important for supporting fixed-route service, as it allows riders to safely and comfortably walk to and from the bus stops. Any further fixed-route service implementations should also consider the costs, funding support, and local coordination needed to construct landing pads and pedestrian pathways at and nearby key bus stop points.

Coordination

Additional coordination on transportation gaps and service options available is needed in the South Plains region. Through regular SPTAC meetings and other regional efforts, such as the Rural South Plains Coalition, transportation providers, human services agencies and other stakeholders are connected in sharing of program updates, community needs and regional trends. To further leverage these collaborative efforts, additional steps in coordination are available—referrals of service from agency to agency are a great way to get residents connected to available transportation options. SPAG should also regularly coordinate with local senior centers and other human services organizations not part of the SPTAC, to ensure the organizations are up-to-date on the latest transportation service options and help the agency understand local transportation challenges.

Travel patterns in the 15 counties also show that residents periodically or regularly need to travel outside the South Plains region for work, medical services, or other needs. Several private, for-profit transportation companies along with non-emergency transportation providers reported recurring requests for trips to areas such as Amarillo, the Dallas-Fort Worth Metroplex and Clovis, NM for needs such as specialized medical care and commercial business activity—Citibus' connections with Greyhound's routes at the Downtown Transfer Center in Lubbock emphasize these trends. More coordination with agencies in adjacent regions is needed, including how SPAG and other entities can help make sure transportation connections happen more seamlessly.

Workshop Outcomes

As discussed in *Chapter 2*, the Workshop #1 for the South Plains Coordinated Human Services Public Transportation Plan was held on May 14, 2026, at the SPAG offices in Lubbock, TX. There were seven total attendees from the SPTAC other stakeholders: five attended the workshop in person while two others joined online.

The final hour of the workshop reviewed the implementation status of recommendations in the previous 5-Year Regionally Coordinated Transportation Plan, the results of the TNI analysis, and the findings from the consultant team's initial identified transportation needs for the South Plains region (the Summary section this chapter).

Unmet Transportation Needs

A summary of the service needs discussion from the attendees included the following topics:

- **Later hours:** Transit riders have requested later service hours from both transit providers, reflecting a need additional service beyond the current service spans.

- **Higher service frequencies:** Fixed-route service was previously more frequent in Lubbock but was reduced during the pandemic. Now many Citibus routes run once per hour. Riders need more frequent service in order to make trips dependably using transit service.
- **Employment transportation:** At times major manufacturers in and around Lubbock have shown some interest in financially supporting transit service, but will often balk at the quoted cost. This leaves gaps in service need for commuters and job-seekers needing transportation to reach these employers.

- **Same-day service:** Plainview, Levelland, and parts of Lubbock currently have same-day on-demand microtransit service from the transit providers. There is interest in same-day service in other communities as well, but demand needs to be proven and funding must be available to support the service prior to implementation.

- **Accessibility of service:** While nearly all revenue vehicles by both transit providers are wheelchair-accessible, some of the vehicles are equipped with ramps that need to be manually deployed. Upgrades on these vehicles would be helpful for the customers and employees alike.

- **Rising costs:** The costs borne by transportation providers for fuel, labor, and maintenance have risen over the past few years, making it harder to maintain existing service levels with available resources in place. Additional funding is needed to maintain existing service into the future, as well as to support any additional service implementations or enhancements.

- **Awareness of transit service:** Residents who do not ride transit may have misconceptions or stigmas against transit service, believing that it is only available for older adults or persons with disabilities rather than for the general public. Better messaging and branding of transit service along with proactive marketing efforts and travel training tools are needed to help boost the positioning of transit in the communities of the South Plains region.

- **Technology use:** Both transit agencies have customer-facing apps that are underutilized by customers. Increasing the use of these tools by customers would fulfill their investments and make operations processes more efficient for the transit agencies. It may be necessary as part of marketing campaign efforts to provide customers with hands-on training on the apps.

Needs Rankings Results

Following the discussion, workshop attendees were presented with a list and asked to "Rank the following needs for transportation in the South Plains region." The brief descriptions for the transportation needs listed were based on a combination of the consultant teams' Summary analysis and the group discussion immediately preceding the exercise.

Both in-person and online attendees were given a few minutes to rank the needs (#1 being the highest) in the list using an online Mentimeter poll. Six attendees participated in the exercise. Afterwards, the consultant team reviewed the results with the group to confirm whether the rankings made sense and

if any adjustments should be made. Then, the consultant proposed tiers for grouping and categorizing the needs as either High, Medium, or Low.

The top six needs were grouped together by the workshop participants as "High" tier needs, the next three as "Medium" needs, and the bottom three as "Low" needs. Following the workshop, SPAG sent the draft prioritized list (**Table 6-3**) to other RCC members and stakeholder contacts to solicit additional feedback.

The draft list presented in the table below is not the result of a large group of participants, but it is representative of identified needs for the region and a starting place for developing goals and strategies to address them in the next phase of this plan update. The list may be modified further as additional input is collected.

Table 6-3: Data for Poll Question "Rank the following needs for transportation in the South Plains region."

Tier	Rank	Unmet Transportation Need	Description
High	1	Additional connections to/from Lubbock	Improving service connections into and out of the Lubbock city limits
High	2	More frequent service for fixed routes	Increasing the frequency (e.g., every 30 minutes, 15 minutes) of current fixed route services
High	3	Earlier/later service hours	Increasing the service spans to extend past current hours
High	4	Additional weekend service	Providing transit service on Saturdays and Sundays
High	5	Additional regional routes	Implementing fixed routes that connect cities and towns in the region
High	6	Access to information for persons with disabilities	Ensuring transportation service information is available in accessible formats
Medium	7	New same-day service options	Implementing service that allows for trips requests to be made same-day/on-demand
Medium	8	More/improved transportation marketing	Increasing the amount and quality of marketing information on services
Medium	9	Coordination on transportation efforts	Partnering together on procurements, policies, and planning for transportation services
Low	10	Coordination with neighboring rural transit	Coordinating service with rural transit districts neighboring SPARTAN (outside the region)
Low	11	Shared fare/trip planning platform	Providing a single platform or technology link for customers to use with multiple providers
Low	12	Employer route connections/vanpools	Increasing service connections/mobility options to major employers

Chapter 7:
Goals, Strategies & Projects

Introduction

This chapter of the South Plains Coordinated Human Services Public Transportation Plan for South Plains Association of Governments (SPAG) presents proposed goals and strategies to address unmet transportation needs identified across the South Plains region. These goals and strategies were developed based on identified service, temporal, and eligibility gaps, and are intended to offer South Plains Transportation Advisory Committee (SPTAC) members a range of approaches for addressing those gaps through continued and enhanced coordination. The coordination strategies are designed to help the region provide more frequent, convenient, and safer transportation services by improving access to funding, supporting collaboration on staffing and vehicle resources, and targeting implementation in places and among populations with the greatest transportation needs.

The goals outlined in this chapter are based on stakeholder engagement and discussions with SPTAC members about prioritizing the unmet transportation needs documented in *Chapter 6*. The strategies tied to those goals provide actionable steps for moving the region forward, with performance measures to help track progress. The strategies also reflect stakeholder feedback documented in *Chapter 2*, the region's existing geographic and demographic conditions described in *Chapters 3* and *4*, and the transportation provider inventory presented in *Chapter 5*. Some strategies also carry forward recommendations from the previous coordination plan and other recent plans relevant to the South Plains region, as reviewed in *Chapter 6*.

The strategies discussed in this chapter describe what each approach would involve and identify the transportation services, programs, and partners connected to implementation. As the region's public transportation providers, Citibus and SPARTAN would play key roles in many of the strategies, while other local and regional partners would also be important for administrative, staffing, and funding support. The strategies are organized into three categories: Organizational and Coordination, Operating, and Sustainability and Financial. Each strategy is also tied to specific transportation needs identified through the existing conditions analysis. The full goal and strategy framework is discussed further in *Chapter 8*.

This chapter is organized into the following sections:

- Goals for the South Plains Region
- Strategies for the South Plains Region
    - Organizational and Coordination Strategies
    - Operating Strategies
    - Sustainability and Financial Strategies
- Performance Measures
- Implementation of Strategies

Goals for the South Plains Region

This section outlines six broad goals for improving transportation in the South Plains region, particularly for key target populations in the region in need of public transit and/or specialized transportation programs. These goals are suggestions for the SPTAC to consider initially, with some of them ultimately refined prior to the approval and adoption of this coordination plan. The goals are briefly described and then connected to a set of strategies which are individually discussed later in this chapter. Along with the rest of the plan, these goals should be reviewed periodically and updated as needed by the SPTAC.

Goal No. 1: Cultivate Additional Connections To/From Lubbock and Additional Regional Routes

This goal focuses on how the existing transit providers can better connect communities across the 15-county region with the region's hub of population, services, destinations and trip generators located in the Lubbock urbanized area. This would allow the residents of the region's smaller cities and communities to access key employment, healthcare, education, public programs, and retail and commercial establishments, while retaining their existing housing locations and independent living. Meanwhile, additional regional routes would establish or improve links between communities in outlying counties from Lubbock

Objectives/Strategies:

A. Identifying additional local funding contributions for operations support.
B. Continue implementation of recommendations in the Citibus Five-Year Service Plan on local service in Lubbock.
C. Identifying federal and state funding sources to support expanded regional services.
D. Study service needs and effectiveness of potential service to regional communities.

Goal No. 2: Introduce More Frequent Fixed-Route Services and Expanded Morning, Evening and Weekend Service

This goal targets needs identified regarding the scope of the fixed-route bus services operated by Citibus and SPARTAN, including frequency, in order to make existing routes more appealing to current and potential riders and the greater cost-effectiveness of the fixed-route mode versus demand-response options. Additionally, the need for additional service during off-peak periods on both transit networks was emphasized as one that impacts nearly all population groups and geographic areas of the South Plains region.

Objectives/Strategies:

A. Plan, develop and implement increased frequencies on existing Citibus and SPARTAN fixed-routes
B. Introduce earlier morning start times on existing Citibus and SPARTAN services
C. Introduce later evening end times on existing Citibus and SPARTAN services
D. Introduce additional weekend service on SPARTAN services and add Saturday service on Citibus

Goal No. 3: Improve Access to Information for People with Disabilities and Enhance Marketing of Existing Services

This goal aims to address how people learn about and receive information on transportation options in the South Plains region. Most notably, the manner by which people with disabilities with a range of unique difficulties can access information on mobility services is crucial to their ability to utilize those services. Additionally, how the public at large is made aware of existing service options operated by public, non-profit and private providers is viewed as an area of coordinated human services transportation that could be improved.

Objectives/Strategies:

A. Increase the availability of real-time transit service information through a number of platforms and media.
B. Ensure all public transportation service information is available through accessible formats in accordance with current requirements.
C. Providing a single platform or technology for customers to use with multiple providers.

Goal No. 4: Create New Same-Day Service Options

This goal seeks to augment existing Same-Day services operated by SPARTAN in Levelland and Plainview by introducing this on-demand mode in additional communities in the South Plains region. By determining optimal areas to focus expanded Same-Day service, and facilitating partnerships to build support and identify funding, these additional options would respond to the demand for shorter-distance trips within those communities that are more efficient to operate than longer-distance travel.

Objectives/Strategies:

A. Produce a plan that identifies currently un- or under-served community pairings in the region and prioritizes development of service options to address gaps.
B. Develop a regional same-day service plan and identify project supporters, funding sources and implementation timeline.
C. Establish new service options to make same-day trips easier.
D. Utilize SPTAC to evaluate the potential and operational needs related to new Same-Day Services to determine the utilization of new options in relation to available resources required to provide service.

Goal No. 5: Improve Coordination Among Existing Stakeholders and Neighboring Rural Transit Systems

This goal aims to strengthen coordination activities and initiatives between existing and additional stakeholders in the South Plains region, while also developing new engagement with transportation providers in areas outside the 15-county region. These efforts would build support for improvements to existing services, share informational and organizational resources, pursue projects to expand or improve options, and explore connections to mobility services in adjacent counties or communities.

Objectives/Strategies:

A. Utilize the SPTAC to develop recommendations on connecting people with existing Citibus and SPARTAN with mobility options offered through public, non-profit and private entities.
B. Create improved wayfinding, signage, and information at and for transfer points between Citibus and SPARTAN routes.
C. Develop an effort to increase interaction with mobility providers in regions outside the South Plains area, such as SHARP Lines, Aspermont Small Business Development Center and West Texas Opportunities, and providers in Roosevelt and Lea counties in New Mexico.

Goal No. 6: New Employment-Focused Routes and Vanpool Programs

This goal responds to identified needs in enhancing options for job seekers to affordably and reliably reach employment locations and to also assist businesses in the region in filling hard-to-fill or hard-to-keep positions. These approaches would explore new or expanded service to specific job creation areas in the Citibus and SPARTAN service areas, while also piloting the deployment of vanpool programs in partnership with interested employers.

Objectives/Strategies:

A. Conduct a study of needs for new transportation services connecting jobseekers with employment availability involving regional business leaders and transit providers.
B. Launch a pilot program for vanpool service in conjunction with regional businesses.
C. Introduce new or expanded services provided by Citibus and/or SPARTAN targeted to areas of employment opportunity.

Strategies for the South Plains Region

The following section presents initial draft strategies to address the prioritized unmet transportation needs identified for the South Plains region. These strategies will next be reviewed and considered by SPTAC. Following that review, the strategies will be refined for further approval by SPTAC along with public review for moving towards ultimate adoption of this coordination plan.

The strategies are summarized in **Table 7-1**; many of the strategies are interrelated (such as funding needed to support new service implementation). The categories for the strategies are:

1. Organizational and Coordination Strategies
2. Operating Strategies
3. Sustainability and Financial Strategies

Table 7-1: Summary of Strategies by Categories

Category	Strategy No.	Strategy
Organizational and Coordination Strategies	3A	Increase the availability of real-time transit service information through a number of platforms and media
	3B	Ensure all public transportation service information is available through accessible formats in accordance with current requirements
	4A	Produce a plan that identifies currently un- or under-served community pairings in the region and prioritizes development of service options to address gaps
	4D	Evaluate new Same-Day Services to determine the utilization of new options in relation to resources required to provide service
	5A	Utilize the SPTAC to develop recommendations on connecting people with existing Citibus and SPARTAN with mobility options offered through public, non-profit and private entities
	5C	Develop an effort to increase interaction with mobility providers in regions outside the South Plains area, such as SHARP Lines, Aspermont Small Business Development Center and West Texas Opportunities, and providers in Roosevelt and Lea counties in New Mexico
	6A	Conduct a needs assessment of jobseekers, regional businesses and transportation providers to enhance employment transportation options
Operating Strategies	1B	Continue implementation of recommendations in the Citibus Five-Year Service Plan on local service in Lubbock

Category	Strategy No.	Strategy
	1D	Study service needs and effectiveness of potential service to regional communities
	2A	Plan, develop and implement increased frequencies on existing Citibus and SPARTAN fixed-routes
	2B	Introduce earlier morning start times on existing Citibus and SPARTAN services
	2C	Introduce later evening end times on existing Citibus & SPARTAN services
	2D	Introduce additional weekend service on SPARTAN services and enhance Saturday service on Citibus
	3C	Provide a single platform or technology for customers to use with multiple providers
	4C	Establish new service options to make same-day trips easier
	5B	Create improved wayfinding, signage and information at and for transfer points between Citibus and SPARTAN routes
	6C	Introduce new or expanded Citibus and/or SPARTAN services targeted to employment opportunities
Sustainability and Financial Strategies	1A	Identify additional local funding contributions for operations support
	1C	Identify federal and state funding sources to support expanded regional services
	4B	Develop a regional same-day service plan and identify project supporters, funding sources and implementation timeline
	6B	Launch a pilot program for vanpool service in conjunction with regional businesses

The remainder of this section provides descriptions of each strategy as organized into these larger categories. While all of the strategies are important, the subsequent prioritization of these strategies by

the SPTAC will help determine which activities need to be conducted first and which should be conducted later; that prioritization process and results will be documented in *Chapter 8*. Some initial suggestions for proposed implementation activities and timing are provided later in this chapter.

Each strategy includes discussion (as relevant) on the resources needed to achieve its implementation, including funding, partners and staffing, partnerships and agreements, assets, and further studies. The strategy subsections include brief notes on (1) the unmet transportation needs addressed, (2) the relative cost of the project/implementation, (3) the scope of the strategy and key providers/partners, and (4) performance measures necessary to track the strategy completion. The relative cost of the project is presented on a low to high scale ($ as low, $$ as medium, $$$ as high) rather than a hard estimated number, due to the uncertainty of cost at this time.

Organizational and Coordination Strategies

The strategies included in this grouping would build upon current coordination efforts in the region, discussing possible opportunities for the expansion of these efforts to improve mobility and ensure that residents and visitors are aware of their transportation options.

3A. Increase the availability of real-time transit service information through a number of platforms and media

Real-time information from public transportation providers allows current and potential users to make better decisions about how mobility options align with their needs on an immediate, daily basis. With support from SPAG, the region's two public transit operators could enhance the supply of real-time information to their customers through the development of electronic media platforms, ranging from agency websites to social media and third-party transit apps.

Needs Addressed:

- Greater, more accurate and more immediate service information
- Enhanced awareness of mobility services available in the region

Relative Cost: $$

Scope/Providers: Citibus, SPARTAN, SPAG

Performance Measures:

- Number of hits on system websites
- Number of engagements on social media platforms
- Number of downloads of service apps

3B. Ensure all public transportation service information is available through accessible formats in accordance with current requirements

All people depend on accurate and timely service information to determine optimal solutions for their mobility needs. With the ADA requirements of accessible web and mobile app content for governments above 50,000 population changing in 2027 (and also for rural communities after that), ensuring that all public transportation service information is available in accessible formats not only satisfies those requirements, but more importantly provides all transit users access to updated information in ways that meet their needs.

Needs Addressed:

- Availability of service information in accessible formats
- Access to service information through partner programs and organizations

Relative Cost: $

Scope/Providers: SPAG, Citibus, SPARTAN

Performance Measure:

- Number of engagements of accessible materials through current or created landing pages

4A. Produce a plan that identifies currently un- or under-served community pairings in the region and prioritizes development options to address gaps

While SPARTAN provides rural general public transportation throughout the South Plains region, it is not currently able to connect all trips requested between all communities in its service area due to limited local funding. By undertaking a study of community pairs in regions with the greatest need for public transportation connections and incorporating already-collected data on automobile travel patterns, the area could better understand how and where to pursue investment in order to close the gaps with the greatest demand.

Needs Addressed:

- Identification of the highest need for community pairings
- Development of partnership approaches

Relative Cost: $

Scope/Providers: SPAG, MPO

Performance Measures:

- Report on unserved or under-served passenger travel corridors in the South Plains region

4D. Evaluate new Same-Day Services to determine the utilization of new options in addition to resources required to provide service

Should appropriate levels of public support and corresponding investment sources allow SPARTAN to deploy new Same-Day Services in additional communities, this strategy would allow the agency, along with the SPTAC and others, to evaluate the effectiveness of those investments. That study would also provide recommendations for modifications to address performance and fiscal sustainability, along with identifying additional potential communities for Same-Day Service operations.

Needs Addressed: Effectiveness of new services evaluated
Relative Cost: $
Scope/Providers: SPARTAN, SPAG, counties
Performance Measure: Same-Day Service evaluation report

5A. Utilize the SPTAC to develop recommendations on connecting people with existing Citibus and SPARTAN service with additional mobility services through public, nonprofit and private entities

As documented in Chapter 5 of the Draft Final Plan of this report, a number of public, nonprofit and private entities and companies provide transportation services in the South Plains region. Currently, these services are functionally disconnected from the public transportation networks operated by Citibus and SPARTAN. This strategy would direct the SPTAC to develop a set of recommendations that allow users of all mobility options in the region to make better connections between those services and identify challenges and barriers that are currently preventing those connections from occurring.

Needs Addressed:
- Improved utilization of existing mobility services
- Expanded mobility options among many population groups

Relative Cost: $
Scope/Providers: SPAG
Performance Measures:
- Report of utilizing existing services
- Interagency agreements, MOUs or contracts
- Number of increased trips on non-transit agency services

5C. Develop an effort to increase interaction with mobility providers outside the South Plains area

While the South Plains region benefits from existing transportation options that facilitate travel within the 15-county region, needs have been identified for traveling to communities in neighboring counties in Texas, as well as several in New Mexico. Regional transportation providers in Texas counties outside the South Plains region include SHARP Lines, Aspermont Small Business Development Center and West Texas Opportunities, along with providers in Roosevelt and Lea counties in New Mexico. Through SPAG and the SPTAC, engagement would be enhanced with these neighboring service providers and recommendations developed for potential ways to add or improve connections.

Needs Addressed:
- Improved utilization of existing mobility services
- Expanded mobility options among many population groups

Relative Cost: $
Scope/Providers: SPAG, SPTAC
Performance Measures:
- Meetings and engagement with neighboring transportation providers
- Recommendations on connections to providers outside of the region

6A. Conduct a needs assessment of jobseekers, regional businesses and transportation providers to enhance employment transportation options

With the continual needs of both jobseekers and employers in the region for affordable and reliable means to access employment at current and future job sites, a needs assessment would focus attention on potential transportation service options that respond to the particular needs of both those seeking employment and businesses looking to stabilize or grow their workforce.

Needs Addressed:
- Identification of unmet employment transportation needs
- Increased engagement between mobility providers and the regional business

Relative Cost: $
Scope/Providers: SPAG, MPO, counties, cities, development agencies
Performance Measure: Completion of the assessment

Operating Strategies

The strategies in this group focus on potential operating approaches, including service improvements and new services or programs. They are intended to preserve existing transportation services that meet regional mobility needs, increase ridership, improve service quality, and make effective use of available resources.

1B. Continue implementation of recommendations in the Citibus Five-Year Service Plan on local service in Lubbock

The City of Lubbock completed a five-year service plan for Citibus in 2024. The Citibus plan included recommendations to phase-in restored service to pre-pandemic levels and restructure routes into more direct, higher-frequency core and express services. The recommendations also mention support to mobility hubs and improved transfer connections. Citibus has announced Phase One of the plan's redesigned routes will be implemented in late September 2026. Citibus should continue to implement subsequence phases from the plan for local route restructuring and concurrently examine opportunities for connections with incoming SPARTAN services for regional connection points.

Need Addressed:
- Additional connections to/from Lubbock
- More frequent service for fixed routes

Relative Cost: $$
Scope/Providers: Citibus
Performance Measure: New route design implementations

1D. Study service needs and effectiveness of potential service to regional communities

Enhanced utility and service capacity of Citibus and SPARTAN fixed-route operations are two of the needs identified throughout the region, and in particular, the ability of the larger area to access those services beyond their current scope. There is a need for a full assessment/study of the regional demand for transit service. The study could also include development of service scenarios for regional service routes and funding strategies for these services. SPARTAN would need to be the lead partner backing this study, but other partners providing funding and coordination support should also be considered

Needs Addressed:
- Increased access to existing fixed-route service
- Connections between rural communities and the urban core in Lubbock

Relative Cost: $$

Scope/Providers: Citibus, SPARTAN, SPAG
Performance Measure: Completion of the study/plan

2A. Plan, develop and implement increased frequencies on existing Citibus and SPARTAN fixed routes

The latent capacity of the existing Citibus and SPARTAN fixed-route systems is an existing asset that could be further leveraged to enhance mobility in the South Plains region and achieve important societal outcomes without the need for substantially increased jurisdictional, organizational or capital investment. Should new or increased sources of operating investment be secured, greater fixed-route service could yield important mobility gains in the region.

Needs Addressed:
- Better access to employment, medical, and educational destinations
- Improved reliability and effectiveness of existing routes

Relative Cost: $$$
Scope/Providers: Citibus, SPARTAN, SPAG
Performance Measures:
- Minimum headways between trips
- Number of vehicle revenue hours
- Riders per revenue hour

2B. Introduce earlier morning start times on existing Citibus and SPARTAN services

Specific travel needs point to having the existing transit services begin earlier in the day, and to operate on weekends. Citibus service starts at 5:35 a.m. each morning, SPARTAN's Plains Trails Transit service starts at 8:00 a.m. These service span start times are not atypical for peer transit providers in Texas; however, the ability to reach early employment opportunities – often beginning between 4:00 a.m. and 6:00 a.m. – often align with low-income workers who have a greater financial need to use public transportation service. Similar needs exist among those trying to reach early medical appointments, especially for surgeries and specialist care, educational programs at all levels, and dropping children off at childcare before work or school.

Needs Addressed: New or improved access to jobs with early morning hours, childcare, early classes at colleges, universities and schools, early medical appointments, among other needs
Relative Cost: $$
Scope/Providers: Citibus, SPARTAN, counties, City of Lubbock
Performance Measure: Number of trips provided in expanded service window

2C. Introduce later evening end times on Citibus and SPARTAN services

In addition to earlier service availability of current public transportation options, there is also a need for those services to continue later in the evening. The existing 5:00 p.m. service window for Plains Trails Transit operations and 7:55 p.m. for Citibus service limits the evening service options for jobseekers, students, medical patients and providers, and those interested in accessing area businesses, entertainment or other commercial establishments.

Needs Addressed: New or improved access to late-night shift work or other employment, childcare, evening classes or training at educational institutions; access to additional retail, entertainment or recreational businesses and events, among other needs
Relative Cost: $$
Scope/Providers: Citibus, SPARTAN, counties, City of Lubbock
Performance Measure: Number of trips provided in expanded service window

2D. Introduce additional weekend service on SPARTAN and Saturday service on Citibus

Currently, SPARTAN operates only its Same-Day Service operations in Levelland and Plainview on Saturday, with no Sunday service provided. Meanwhile, Citibus operates fixed-route and paratransit service from 6:35 a.m. to 7:55 p.m. on Saturday, but does not provide service on Sunday. Expanded weekend service supports the service industry and retail workers. Many retail, hospitality, and entertainment jobs require weekend shifts. Workers in these low-wage roles rely upon transit, and the traditional 9-to-5 schedules do not work for them.

Additionally, the lack of adequate service times can affect overall public transportation ridership, as riders are unlikely to rely upon public transit for any part of their week if they cannot count on a return trip or weekend availability. Furthermore, better service hours aids transit-dependent households that often face longer travel times and extra transfers, making reliable weekend service a vital link to daily needs.

Needs Addressed: New or improved access to weekend employment, educational and training programs, medical appointments, retail and commercial services, communities of faith, among other needs
Relative Cost: $$
Scope/Providers: Citibus, SPARTAN, counties, City of Lubbock
Performance Measure: Number of trips provided in an expanded service window

3C. Provide a single platform or technology for customers to access services of multiple transportation providers

Although the Citibus and SPARTAN public transportation networks currently offer several paths to connect between their systems, providing a single customer-focused platform or technology for riders to jointly access elements such as real-time service information, fare payment, trip scheduling and other amenities would offer additional usability for existing passengers and greater attractiveness to potential riders. This allows for easier travel planning, simpler payments, better cost savings and less stress in making regular use of public transportation options.

Needs Addressed:

- Availability of real-time information of all mobility services in the South Plains region
- Combined trip scheduling and fare payment services across multiple providers

Relative Cost: $

Scope/Providers: Citibus, SPARTAN, SPAG

Performance Measures:

- Establishment of app or platform
- Number of downloads and/or hits

4C. Establish new service options to make same-day trips easier

The geographic distance covered by SPARTAN's rural general public transportation services across the 15-county region inherently presents operational and fiscal challenges to providing services that respond to all mobility needs. For these reasons, service requires advance reservations in order to align trip requests with available operational resources, such as vehicle and operator availability. Expanded same-day service would address current unmet needs for trip purposes that are difficult to predict in advance, such as an immediate medical need or unexpected child care needs.

Needs Addressed:

- Increased access to new regional generators to meet mobility needs
- Stronger cohesiveness among regional communities
- Specific service needs in the city of Wollforth are evaluated

Relative Cost: $$$

Scope/Providers: SPARTAN, SPAG, TxDOT, counties

Performance Measures:

- New Same-Day Services established
- Riders and vehicle hours per mile

5B. Create improved wayfinding, signage and rider information at or for transfer points between Citibus and SPARTAN routes

Connecting between existing Citibus and SPARTAN services is possible given current schedules and stop locations. However, informational and visual materials to help riders seeking to leverage these connections are limited, such as service branding on signs and shelters, information on scheduled arrivals and departures, fare structures and other details. Introducing these features could build awareness of the transfer opportunities between these networks and enhance usability, making these routes appealing to more potential riders.

Needs Addressed:

- Increased awareness of connection points between systems
- Greater utilization of existing fixed-route and microtransit/on-demand services

Relative Cost: $$

Scope/Providers: Citibus, SPARTAN

Performance Measures:

- New signage and wayfinding assets
- Number of transfers between Citibus and SPARTAN

6C. Introduce new or expanded Citibus and/or SPARTAN service targeted to employment opportunities

Expanded fixed-route, paratransit and/or on-demand mobility options operated by Citibus and SPARTAN would align with needs in the region for people seeking new or better employment opportunities to take advantage of the affordable and reliable transportation offered by public transit systems. By working with the business community in the region and area economic development agencies and workforce solutions programs, new service offerings could be targeted to reach specific job sites and areas of growing business activity.

Needs Addressed:

- New or expanded access to job sites for workers
- Additional candidates for growing or hard-to-fill positions among regional employers

Relative Cost: $$-$$$

Scope/Providers: Citibus, SPARTAN, counties, economic development agencies, workforce solutions programs

Performance Measures:

- Additional employers served
- Number of vehicle revenue hours

- Riders per revenue hour

Sustainability and Financial Strategies

This section discusses strategies that are designed to ensure sustainability and allow for future growth of transit service. Sustainability is critical to all transportation programs, as funding stability helps maintain transportation services over the long term and avoids losing ridership when the program is discontinued. While there is federal funding available for capital and operations expenditures, the region is lacking in the level of local funding needed to meet match requirements for accessing the full extent of those sources.

1A. Identify additional local funding contributions for operations support

As noted in several strategies in the preceding Operating Strategies section, additional local funding contributions are needed to support both service expansion and the implementation of new services. Citibus and SPARTAN rely on local funding from cities and counties to draw down the full amount of Section 5307 or 5311 funds available to support operations in their service areas. Any additional public transit service introduced in the region should be funded, in part, by the local jurisdiction being served. For counties or cities seeking more transit services or new service options, providers could assess a fee based on a share of the hourly cost for the requested service. Long-term service sustainability also requires diverse funding sources. Accordingly, Citibus and SPARTAN should continue pursuing federal grants to the maximum extent feasible while also seeking local funding through partnerships, sponsorships, and other opportunities discussed later in this section.

Needs Addressed:
- Partnering on transportation efforts
- Service on new corridors
- Intercounty transportation options

Relative Cost: $$$
Scope/Providers: Citibus, SPARTAN, cities, counties
Performance Measures:
- Amount of local contributions
- Number of Vehicle Revenue hours

1C. Identify federal and state funding sources to expand regional services

As discussed earlier, Citibus and SPARTAN should continue pursuing federal grants to the maximum extent feasible to support long-term sustainability through a diverse mix of funding sources. Citibus

regularly receives FTA Section 5307 and Section 5310 funding for older adults and people with disabilities, while SPARTAN regularly receives FTA Section 5311 Rural and Section 5310 funding. Both funding sources could potentially be increased with additional local match funding of 50 percent. Both systems have also received FTA Section 5339 Bus and Bus Facilities funding for capital projects, which requires a 20 percent local match. These and other federal and state funding sources could help the agencies expand the reach of their services and improve long-term fiscal sustainability.

Needs Addressed:
- Partnering on transportation efforts
- Service on identified corridors
- Enhanced intercounty transportation options

Relative Cost: $
Scope/Providers: Citibus, SPARTAN, SPAG, TxDOT
Performance Measures:
- Amount of federal grants for operations
- Amount of state grants for operations
- Number of Vehicle Revenue

3D. Work with property owners at or near bus stops to explore installation of amenities

Local businesses may offer opportunities to support new shelters or other amenities at specific bus stop locations. For example, big-box retailers, major employers, and other destinations served by nearby transit may have an interest in improving safe, convenient access for customers and employees. Sponsorships for bus stops and shelters could also be paired with support for local fixed-route service that serves the partner's location and other stops used by the general public.

Needs Addressed:
- Access for wheelchair users
- Partnering on transportation efforts

Relative Cost: $
Scope/Providers: Citibus, SPARTAN
Performance Measure: Number of agreements for bus stop funding

4B. Develop a regional same-day service plan and identify project supporters, funding sources and implementation timeline

Cultivating a regional approach to growing same-day service across the South Plains region involves understanding the scope of the demand and the operational characteristics necessary to provide service.

An Enhanced Same-Day Service Plan will identify the elements of service in new communities in the region, identify supporters necessary to generate funding sources, and produce an implementation timeline.

Needs Addressed:
- An approach to implement new same-day service options
- Initiative to enhance intercounty transportation options

Relative Cost: $$
Scope/Providers: SPARTAN, SPAG
Performance Measure: Creation of an Enhanced Same-Day Service Plan

6B. Launch a pilot program for vanpool services in conjunction with regional businesses

As regional vanpool options would be a new transportation mode available in the region, deploying a limited operation of vanpool routes would be necessary to test the applicability of the concept, monitor the performance of initial routes, and evaluate the effectiveness of the program in relation to project goals and employment objectives on a regional basis.

Needs Addressed:
- Pilot service serving immediate travel needs of jobseekers
- Candidates for hard-to-fill job positions among regional employers

Relative Cost: $$-$$$
Scope/Providers: SPAG, MPO, counties, economic development agencies
Performance Measures:
- Pilot service serving immediate travel needs of jobseekers
- Candidates for hard-to-fill job positions among regional employers

Performance Measures

Performance measurement is needed to track the progress of the strategy achievement and confirm whether the strategy/project has been completed. Each strategy has at least one associated performance measure suggested to note its progress. Some of these measures should be collected on an ongoing basis depending on their context (e.g., daily, weekly or monthly), while others will be noted at key milestones for the effort between partners.

At a minimum, transportation providers should be tracking the following information about their services:

- One-way trips (i.e., unlinked passenger trips)
- Vehicle hours
- Vehicle miles
- Operational costs
- Accidents/incidents
- No-shows (for demand response)
- Missed trips (for demand response)
- Road calls/breakdowns
- Complaints/compliments

Performance metrics that are key to assessing transit performance beyond basic data include:

- Passenger Trips per Vehicle-Hour – This measure is equivalent to productivity and is the most critical performance measure (excluding safety) for transit performance. Productivity drives operating cost per trip and, ultimately, overall costs for the transportation program.

- Operating Cost per Vehicle-Hour – This is an important unit of cost that reflects the cost to operate one vehicle for one hour. This cost measure should not fluctuate significantly from month-to-month unless a large one-time payment is made. Additionally, the cost measure should not fluctuate significantly from year-to-year, unless costs such as fuel, insurance or other costs increase.

- Operating Cost per Vehicle-Mile – This is a similar unit of cost to the previous metric, instead reflecting the cost to operate one vehicle for one mile. Again, this cost measure should not fluctuate very much over time.

- Operating Cost per Passenger Trip – This cost measure is partially a reflection of operating cost per hour but is most affected by system productivity.

- Safety Incidents per 100,000 Vehicle-Miles – This measure provides a key indicator about how frequently incidents are occurring compared to the volume of service. The measure can be tracked separately for incidents, accidents and other problems.

- On-Time Performance – The measure is the percentage of trips that are on time compared to all completed trips.

- Miles per Hour and Average Trip Length – These measures help test the accuracy of other performance measures. Monthly fluctuations of more than a few percentage points should be investigated, verified and explained. If fluctuations occur, the metric(s) should be tracked daily until the problem is resolved.

Table 7-2 provides a list of all the metrics included in the Strategies section of this chapter along with brief definitions on the meaning for the performance measure. Each of the relevant metrics should be tracked for their selected strategies by the lead agency (SPAG) and/or the lead partner involved in the transportation service/program for the given strategy.

Table 7-2: Performance Metrics for Suggested Strategies

Performance Measure	Definition
Amount of federal grants for operations	Total dollars in federal grants drawn down for reimbursements on operational expenditures; applicable to Section 5310 and 5311 funding
Amount of local contributions	Total dollars in local contributions provided to transportation programs from cities, counties, or other local governments
Amount of state grants for operations	Total dollars in state grants drawn down for reimbursements on operational expenditures
Number of candidates for hard-to-fill job positions among regional employers	Number of new employment candidates reaching job locations due to pilot vanpool programs
Completion of the study/plan	Fully-completed transportation study, plan, or related effort on the strategy topic
Development of connection strategies for trips extending beyond the region	Strategies that outline options to establish connections to transit providers outside the South Plains region
Establishment of pilot vanpool programs	Creation of any new vanpool pilot programs
Interagency agreements, MOUs or contracts	Agreements between entities, organizations or governments producing new partnerships, initiatives or services
Minimum headways between trips	Number of minutes between scheduled fixed-route trips
New signage or wayfinding materials	Addition or installation of informational materials to assist riders in using services
New Same-Day Services Created	Number of distinct communities served by new Same-Day Services

Performance Measure	Definition
Number of trips provided on weekends	Total number of riders provided on weekend days
Number of employees served	Number of employees using new or expanded transit services to access employment
Number of riders per revenue hour	Number of unique riders that use the transportation service or program per hour
Number of trips provided on non-transit agency services	Number of unlinked passenger trips served by providers other than Citibus and SPARTAN
Number of trips served on expanded service window	Number of unlinked passenger trips, distinct according to boardings
Number of vehicle revenue hours	Number of total vehicle hours minus the deadhead hours
Number of transfers between Citibus and SPARTAN	Noting of transfers between Citibus and SPARTAN services
Number of downloads and/or hits on system websites or apps	Unique individuals downloading apps or visiting relevant websites
Establishment of app or platform or service apps	Creation of new app or platform for rider services
Number of engagements on social media platforms	Number of people engaging posts or content on various social media platforms
Number engagements of accessible materials through current or created landing pages	Unique individuals viewing materials on accessible web pages
Sharing of service information	New information posted or added of other providers' service information

Implementation of Strategies

While all of the identified strategies are important and could ideally be implemented over the next five years, some of these efforts will need to be prioritized by the SPTAC for short-term versus medium-term time periods. Additionally, some strategies will necessitate incremental short-term steps to reach full implementation over a few years. Once the priorities are determined by the SPTAC, the implementation order of activities needed for the selected strategies will be discussed in this concluding section of the chapter.

Chapter 8: Priorities

Introduction

This chapter of the South Plains Coordinated Human Services Public Transportation Plan for SPAG provides a completed picture of the goals and strategies for the South Plains region to address the identified unmet transportation needs. The confirmation, revision, and prioritization of the initial draft goals and strategies occurred at Workshop #2 with the SPTAC on September 24, 2026. Following that meeting, the consultant team revised the strategies to reflect the prioritization process and updated the prioritized list of strategies for the region.

For consideration of strategy priorities, the state guidebook suggests the following considerations:

1. Does it leverage existing resources used for the transportation of the Section 5310 target populations?

2. Does it improve access to resources for the Section 5310 target populations?

3. Does it address the prioritized needs identified in the planning process?

Prioritization Process

During Workshop #2, the consultant team presented the initial proposed goals and their sets of strategies to the SPTAC members in attendance (either in-person or online). During the presentation of the goals and strategies, the participants shared their feedback on whether the strategy was worthwhile/viable as well as suggestions for adjusting the language to better fit the need and potential partners who would be involved.

At the conclusion of each goal section (a total of seven sections), the consultant team presented an online polling exercise using Mentimeter. Attendees were asked to score the strategies using a bank of 100 points across the individual strategies. For example, an attendee could award 60 points to Strategy A, 40 points to Strategy B, and no other points to other strategies within that group. Mentimeter would then average the scores submitted and provide real-time results to the workshop audience. The results from these exercises are included as figures in *Chapter 2* of this plan.

Following the workshop, these results along with the discussion that occurred were used by the consultant team to set priority levels of Low, Medium, or High to each strategy outlined in this plan. The

priority level labels are intended to be kept simple so that the most important strategies in the eyes of the SPTAC members are labeled as High and easy to identify.

Prioritized Strategies

Table 8-1 presents a listing of the goals and strategies presented to the SPTAC and reviewed by its members for inclusion in this plan. The table includes the goal name (and identifying number), strategy description (and identifying letter), potential partners to be involved, the category type for the strategy, unmet transportation needs that would be addressed, the relative cost (on a scale from low to high), the priority level (on a scale from low to high), associated performance measures, and the target time frame to accomplish the strategy (from short- to long-term).

The fields including in the matrix table include the following aspects:

- **Goal No.** is the numerical tag for the goal, not intended to represent priority or importance.
- **Scope/Partners** lists identified partners or partner types (e.g., cities, counties) that would be relevant to help accomplish the strategy included within the goal.
- **Strategy Type** is a classification of the strategy according to whether it is aiming to fulfill organizational and coordination needs, improve sustainability and financial well-being, or better operations and service levels.
- **Needs Addressed** names the specific needs identified by the SPTAC during Workshop #1 that the strategy aims to address.
- **Priority Level** is set at either Low, Medium, or High depending on the feedback from the SPTAC and scoring of the strategies by importance during Workshop #2.
- **Relative Cost** is represented by number of dollar signs, with more dollar signs representing a likely higher financial cost to accomplish the strategy.
- **Strategy No.** is an alphabetical tag for the strategy, not intended to represent priority or importance.
- **Target** time frame includes Short-Term (within 2 years), Medium-Term (3-5 years), and Long-Term (5 plus years) for the strategy to be accomplished.

Table 8-1: Goals for Meeting Transportation Needs in the South Plains Region

Goal #	Goal	Scope /Partners	Strategy Type	Needs Addressed	Priority Level	Relative Cost	Strategy #	Objectives /Strategies	Performance Measures	Target
1	**Additional Connections To/From Lubbock & Additional Regional Routes**	Citibus, SPARTAN, SPAG, Cities, Counties	Sustainability and Financial Strategies	• Partnering on transportation efforts • Service on new corridors • Intercounty transportation options	Medium	$$$	A	Identifying additional local funding contributions for operations support	• Amount of Local contributions • Number of Vehicle Revenue hours	Medium-Term
		Citibus, SPARTAN, SPAG	Operating Strategies	• Additional connections to/from Lubbock • More frequent service for fixed routes	High	$$	B	Continue implementation of recommendations in the Citibus Five-Year Service Plan on local service in Lubbock	New route design implementations	Short-Term
		Citibus, SPARTAN, SPAG, TxDOT	Sustainability and Financial Strategies	• Partnering on transportation efforts • Service on identified corridors • Enhanced Intercounty transportation options	Medium	$	C	Identify federal and state funding sources to support expanded transportation services	• Amount of Federal grants for operations • Amount of State grants for operations • Number of Vehicle Revenue hours	Medium-Term
		Citibus, SPARTAN, SPAG	Operating Strategies	Regional fixed routes	Low	$$$	D	Study service needs and effectiveness of potential service to regional destinations	Completion of the study/plan	Long-Term

Goal #	Goal	Scope /Partners	Strategy Type	Needs Addressed	Priority Level	Relative Cost	Strategy #	Objectives /Strategies	Performance Measures	Target
2	**Introduce More Frequent Fixed-Route Service & Expanded Morning, Evening and Weekend Service**	Citibus, SPARTAN, MPO	Operating Strategies	• Better access to employment, medical & educational destinations • Improved reliability and effectiveness of existing routes	Medium	$$$	A	Plan, develop and implement increased frequencies on existing Citibus and SPARTAN fixed-routes	• Minimum headways between trips • Number of vehicle revenue hours • Riders per revenue hour	Medium-Term
		Citibus, SPARTAN, counties, City of Lubbock	Operating Strategies	New or improved access to jobs with early morning hours, childcare, early classes at colleges, universities and schools, early medical appointments, among other needs	High	$$	B	Introduce earlier morning start times on existing Citibus and SPARTAN services	Number of trips provided in expanded service window	Short-Term
		Citibus, SPARTAN, counties, City of Lubbock	Operating Strategies	New or improved access to late-night shift work or other employment, childcare, evening classes or training at educational institution, access to additional retail, entertainment or recreational businesses & events, among other needs	Medium	$$	C	Introduce later evening end times on existing Citibus and SPARTAN services	Number of trips provided in expanded service window	Medium-Term
		SPARTAN, counties, City of Lubbock	Operating Strategies	New or improved access to weekend employment, educational & training programs, medical appointments, retail and commercial services, communities of faith, among other needs	Low	$$	D	Introduce weekend service on SPARTAN services (aside from existing SPARTAN Same Day on Saturdays)	• Riders and vehicle miles per hour • Number of trips provided on weekends	Long-Term

Goal #	Goal	Scope /Partners	Strategy Type	Needs Addressed	Priority Level	Relative Cost	Strategy #	Objectives /Strategies	Performance Measures	Target
3	**Improve Access to Information for People with Disabilities & Enhanced Marketing of Existing Services**	Citibus, SPARTAN, SPAG	Organizational and Coordination Strategies	• Greater, more accurate and more immediate service information • Enhanced awareness of mobility services available in the region	Low	$$	A	Increase the availability of real-time transit service information through a number of platforms and media	• Number of hits on system websites • Number of engagements on social media platforms • Number of downloads of service apps	Long-Term
		Citibus, SPARTAN, SPAG	Organizational and Coordination Strategies	• Availability of service information in accessible formats • Access to service information through partner programs and organizations	High	$	B	Ensure all public transportation service information is available through accessible formats in accordance with current requirements	Number engagements of accessible materials through current or created landing pages	Short-Term
		Citibus, SPARTAN, SPAG	Operating Strategies	• Availability of real-time information of all mobility services in the South Plains region • Combined trip scheduling and fare payment services across multiple providers	Medium	$$-$$$	C	Providing a single platform or technology link for customers to use with multiple providers	• Establishment of app or platform • Number of downloads and/or hits	Medium-Term

Goal #	Goal	Scope /Partners	Strategy Type	Needs Addressed	Priority Level	Relative Cost	Strategy #	Objectives /Strategies	Performance Measures	Target
4	**Create New Same-Day Service Options**	SPAG, MPO	Organizational and Coordination Strategies	• Identification of highest need community pairings • Development of partnership approaches	High	$	A	Produce a plan that identifies currently un- or under-served community pairings in the region and priorities development of service options to address gaps	Creation of an Enhanced Same-Day Service Plan	Short-Term
		SPARTAN, SPAG	Sustainability and Financial Strategies	• An approach to implement new same-day service options • Initiative to enhance intercounty transportation options	Medium	$$	B	Develop a regional same-day service plan and Identify project supporters, funding sources and implementation timeline	Completion of the study/plan	Medium-Term
		SPARTAN, SPAG, TxDOT, Counties	Operating Strategies	• Increased access to new regional generators to meet mobility needs • Stronger cohesiveness among regional communities	Low	$$$	C	Establish new service options that make same-day trips easier; evaluate additional service to Wolfforth	• New Same-Day Services established • Riders and vehicle hours per mile	Long-Term
		SPARTAN, SPAG, Counties	Organizational and Coordination Strategies	Effectiveness of new services evaluated	Medium	$	D	Evaluate new Same-Day Services would determine the utilization of new options in relation to resources required to provide service	Completion of the study/plan	Medium-Term

Goal #	Goal	Scope /Partners	Strategy Type	Needs Addressed	Priority Level	Relative Cost	Strategy #	Objectives /Strategies	Performance Measures	Target
5	**Improve Coordination Among Existing Stakeholders & Neighboring Rural Transit Systems**	SPAG	Organizational and Coordination Strategies	• Improved utilization of existing mobility services • Expanded mobility options among many population groups	High	$	A	Utilize the SPTAC to develop recommendations on connecting people with existing mobility services currently available through public, non-profit and private entities	• Completion of the study/plan • Interagency agreements, MOUs or contracts • Number of increased trips on non-transit agency services	Short-Term
		Citibus, SPARTAN	Operating Strategies	• Increased awareness of connection points between systems • Greater utilization of existing fixed-route and microtransit/on-demand services	Medium	$$	B	Create improved wayfinding, signage and information at and for transfer points between Citibus and SPARTAN routes	• New signage & wayfinding assets • Number of transfers between Citibus and SPARTAN	Medium-Term
		SPAG, MPO, counties, SPARTAN	Organizational and Coordination Strategies	• Increased awareness among South Plains mobility providers and nearby regions • Cultivation of partnerships leading to future service connections beyond the region	Low	$	C	Develop an effort to increase interaction with mobility providers in regions outside the South Plains area, such as SHARP Lines, Aspermont Small Business Development Center and West Texas Opportunities, and providers in Roosevelt and Lea counties in New Mexico	• Sharing of service information • Development of connection strategies for trips extending beyond the region	Long-Term

Goal #	Goal	Scope /Partners	Strategy Type	Needs Addressed	Priority Level	Relative Cost	Strategy #	Objectives /Strategies	Performance Measures	Target
6	**New Employment-Focused Routes and Vanpool Programs**	SPAG, MPO, counties, cities, development agencies	Organizational and Coordination Strategies	•Identification of unmet employment transportation needs •Increased engagement between mobility providers and the regional business community	Medium	$	A	Conduct a study of needs for new transportation services connecting jobseekers with employment availability involving regional business leaders and transit providers	•Completion of the study	Medium-Term
		SPAG, MPO, counties, cities	Sustainability and Financial Strategies	• Pilot service serving immediate travel needs of jobseekers • Candidates for hard-to-fill job positions among regional employers	Low	$$-$$$	B	Launch a pilot program for vanpool service in conjunction with regional businesses	•Establishment of vanpool pilot programs • Number of Candidates for hard-to-fill job positions among regional employers	Long-Term
		Citibus, SPARTAN	Operating Strategies	• New or expanded access to job sites for workers • Additional candidates for growing or hard-to-fill positions among regional employers	High	$$-$$$	C	Introduce new or expanded services provided by Citibus and/or SPARTAN targeted to areas of employment opportunity	• Additional employers served • Number of vehicle revenue hours • Riders per revenue hour	Short-Term

Chapter 9

Approvals

Introduction

This final chapter of the South Plains Coordinated Human Services Transportation Plan for SPAG documents the approvals process and the stakeholders involved in the review of the Draft Final Plan leading to the adoption of the Deep East Texas Regional Public Transportation Coordination Plan by the SPTAC. FTA and TxDOT require that stakeholder groups in the region are given an opportunity to review the Draft Final Plan, and include the following types of entities and/or representatives:

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

Process

SPAG will send out a copy of and/or a link to the Draft Final Plan to all current SPTAC members, the designated TxDOT regional public transportation coordinator (PTC), senior centers and other human services agencies in the region, municipalities located within the region, and all transportation provider survey respondents. At that time, TxDOT's coordination program manager will also place the document or link to the draft plan on TxDOT's Regional Public Transportation Coordination Planning website.

Once it is posted/available, the stakeholder contacts and members of the general public will have at least one month to review the Draft Final Plan and provide their comments to SPAG. SPAG and the consultant team will monitor all feedback received during the comment period and prepare it for presentation/review by the SPTAC.

The SPTAC will determine whether and how the Draft Final Plan should be revised based on the feedback received. It is then that the consultant team will make those revisions to produce the Final Plan; that last version will include documentation of all comments and feedback received during the review period, a summary of requested changes, and a summary of actions taken to address the requested changes in the plan.

The SPTAC will then vote on whether to adopt the Final Plan. Once adopted, this chapter will include confirmations on the process, approval signatures, and the documented participation of the plan update development in this chapter. SPAG will then send the Final Plan to TxDOT.

Draft Final Plan

Appendices

South Plains Region – Transportation Survey

The South Plains Association of Governments (SPAG) along with the South Plains Transportation Advisory Committee are updating the South Plains Coordinated Human Services Public Transportation Plan. The committee includes Citibus, the public transportation provider in the city of Lubbock, and SPARTAN Public Transit, the public transportation provider in the rural counties of the region. We would appreciate your help in improving transportation services available in the South Plains region. **Please take 10 minutes to fill out this survey - tell us about your travel needs and what transit improvements you would like to see.** You can fill out this paper survey and provide it to Citibus, SPARTAN, or your local supporting organization. You can also go online to fill out the survey using the QR code. Thank you for your support!

---

1. What are your **primary** modes of transportation? (check all that apply)

- ❑ Public transit
- ❑ Car – drive myself
- ❑ Vanpools or Carpools
- ❑ Ride from family/friends
- ❑ Bicycle/Scooter
- ❑ Walk
- ❑ Taxi/Uber/Lyft
- ❑ Medical transportation
- ❑ Senior center transportation
- ❑ Transportation by program provider
- ❑ Other: _____

2. What places are your primary destinations for travel (business or place names) in Lubbock?

_____

3. What are some of your other primary destinations (business or place names) in the region's smaller towns (such as Shallowater, Idalou, Wolfforth, Slaton, Plainview, Levelland, Brownfield or other places in the surrounding counties)?

_____

4. Have you used transportation provided by any of the following services? (check all that apply)

- ❑ Citibus
- ❑ SPARTAN Public Transit (includes Plains Trails, SPC Express, and SPARTAN Same Day)
- ❑ ModivCare Transportation
- ❑ StarCare
- ❑ LIFE/RUN Center for Independent Living (LIFE Inc.)
- ❑ Wheelcare Transportation
- ❑ CEO Transportation
- ❑ Cochran County, Bailey County, Hockley County
- ❑ Bailey Garza Senior Centers
- ❑ Comfort Keepers
- ❑ Matador Mobile NEMT, Lubbock Aid, or TacMed
- ❑ Lubbock Shuttle

5. Do you use **Citibus** public transit service on a regular basis (at least once per week)? ❑ Yes ❑ No

6. Which of these improvements would help you use **Citibus**' services more often?

- ❑ Expanded transit service for older adults and people with disabilities
- ❑ More convenient, frequent service
- ❑ Infrastructure improvements such as bus stops, pathway improvements, or traffic signal improvements
- ❑ Expanded weekend service
- ❑ Service in my neighborhood (where is that? _____)
- ❑ Other improvements (please be as specific as possible) _____

7. Do you use **SPARTAN Public Transit**'s service (either Plains Trails, SPC Express, or SPARTAN Same-Day) on a regular basis (at least once per week)?

❑ Yes ❑ No

8. Which of these improvements would help you use **SPARTAN** services more often?

- ❑ Expanded transit service for older adults and people with disabilities
- ❑ More convenient, frequent service
- ❑ Infrastructure improvements such as bus stops, pathway improvements, or traffic signal improvements
- ❑ Expanded weekend service
- ❑ Service in my town/city (where is that? _____)
- ❑ Other improvements (please be as specific as possible) _____

9. Is there anywhere you would like to travel (business or place names) in the region but you cannot currently? Please specify where.

_____

General Questions

10. What is your home zip code? _____

11. Do you have a driver's license? ❑ Yes ❑ No

12. Do you have a car available on a regular basis? ❑ Yes ❑ No

13. If Yes, how many vehicles are available in your household? ❑ 0 ❑ 1 ❑ 2 ❑ 3 or more

14. Please indicate your age:

❑ Under 18 ❑ 18-24 ❑ 25-34 ❑ 35-44 ❑ 45-54
❑ 55-64 ❑ 65-74 ❑ 75 years or older

15. What is your preferred method of contact to receive information about transportation services? Please check all that apply:

- ❑ Website
- ❑ Radio
- ❑ Social Media
- ❑ Brochures/Posters
- ❑ Email
- ❑ Other: _____

16. Which of the following best describes your current employment status? (You may check more than one.)

- ❑ Employed, full-time
- ❑ Employed, part-time
- ❑ Student, full-time
- ❑ Student, part-time
- ❑ Retired
- ❑ Stay at home spouse
- ❑ Unemployed (seeking work)
- ❑ Unemployed (not seeking work)
- ❑ Other _____

17. What is your annual household income?

- ❑ Less than $16,500
- ❑ $16,500 - $27,500
- ❑ $27,501 - $44,000
- ❑ $44,001 - $55,000
- ❑ $55,001 - $66,100
- ❑ $66,101 - $110,000
- ❑ More than $110,000
- ❑ Prefer not to answer

18. Do you live with a disability? ❑ Yes ❑ No

19. Are you a veteran? ❑ Yes ❑ No

20. If you would like to be contacted on transportation service information in the future, please provide your E-mail address here: _____

Región de South Plains – Encuesta sobre transporte

La Asociación de Gobiernos de South Plains (South Plains Association of Governments, SPAG), junto con el Comité Asesor de Transporte de South Plains, está actualizando el Plan Coordinado de Transporte Público de Servicios Humanos de South Plains. El comité incluye a Citibus, el proveedor de transporte público de la ciudad de Lubbock, y a SPARTAN Public Transit, el proveedor de transporte público en los condados rurales de la región. Agradeceríamos su colaboración para mejorar los servicios de transporte disponibles en la región de South Plains. **Por favor, dedique 10 minutos para completar esta encuesta y contarnos acerca de sus necesidades de traslado y las mejoras en el transporte que le gustaría ver.** Puede completar esta encuesta en papel y entregarla a Citibus, SPARTAN o a su organización local de apoyo. También puede acceder a la encuesta en línea utilizando el código QR. ¡Gracias por su apoyo!

1. ¿Cuáles son sus **principales** medios de transporte? (marque todas las opciones que correspondan)

- ❑ Transporte público
- ❑ Automóvil – conduzco yo mismo(a)
- ❑ Transporte compartido en camioneta (vanpool) o auto compartido (carpool)
- ❑ Traslado por parte de familiares o amigos
- ❑ Bicicleta / patinete
- ❑ A pie
- ❑ Taxi/Uber/Lyft
- ❑ Transporte médico
- ❑ Transporte proporcionado por un centro para personas mayores
- ❑ Transporte brindado por el programa o entidad proveedora
- ❑ Otro: _____

2. ¿Cuáles son sus principales destinos de viaje (por motivos laborales o nombres de lugares) en Lubbock?

_____

3. ¿Cuáles son algunos de sus otros destinos principales (negocios o nombres de lugares) en los pueblos más pequeños de la región (como Shallowater, Idalou, Wolfforth, Slaton, Plainview, Levelland, Brownfield u otros lugares en los condados circundantes)?

_____

4. ¿Ha utilizado transporte proporcionado por alguno de los siguientes servicios? (marque todas las opciones que correspondan)

- ❑ Citibus
- ❑ SPARTAN Public Transit (incluye Plains Trails, SPC Express y SPARTAN Same Day)
- ❑ ModivCare Transportation
- ❑ StarCare
- ❑ LIFE/RUN Center for Independent Living (LIFE Inc.)
- ❑ Wheelcare Transportation
- ❑ CEO Transportation
- ❑ Condado de Cochran, Condado de Bailey, Condado de Hockley
- ❑ Bailey Garza Senior Centers
- ❑ Comfort Keepers
- ❑ Matador Mobile NEMT, Lubbock Aid o TacMed
- ❑ Lubbock Shuttle

5. ¿Utiliza el servicio de transporte público **Citibus** de manera regular (al menos una vez por semana)?

❑ Sí ❑ No

6. ¿Cuáles de las siguientes mejoras le ayudarían a utilizar los servicios de **Citibus** con mayor frecuencia?

❑ Ampliación del servicio de transporte para personas mayores y con discapacidades
❑ Servicio más conveniente y frecuente
❑ Mejoras en la infraestructura, como paradas de autobús, senderos peatonales o semáforos
❑ Ampliación del servicio durante los fines de semana
❑ Servicio en mi vecindario (¿dónde se encuentra _____)
❑ Otras mejoras (sea lo más específico posible) _____

7. ¿Utiliza el servicio de **transporte público de SPARTAN** (Plains Trails, SPC Express o SPARTAN Same-Day) de manera regular (al menos una vez por semana)?

❑ Sí ❑ No

8. ¿Cuáles de las siguientes mejoras le ayudarían a utilizar los servicios de **SPARTAN** con mayor frecuencia?

❑ Ampliación del servicio de transporte para personas mayores y con discapacidades
❑ Servicio más conveniente y frecuente
❑ Mejoras en la infraestructura, como paradas de autobús, senderos peatonales o semáforos
❑ Ampliación del servicio durante los fines de semana
❑ Servicio en mi pueblo/ciudad (¿dónde se encuentra? _____)
❑ Otras mejoras (sea lo más específico posible) _____

9. ¿Hay algún lugar (negocios o nombres de lugares) al que le gustaría viajar en la región, pero al que actualmente no puede acceder? Por favor, especifique el lugar.

_____

Información general

10. ¿Cuál es el código postal de su localidad? _____

11. ¿Tiene licencia de conducir? ❑ Sí ❑ No

12. ¿Dispone de un automóvil de forma habitual? ❑ Sí ❑ No

13. Si la respuesta es sí, ¿cuántos vehículos hay disponibles en su hogar? ❑ 0 ❑ 1 ❑ 2 ❑ 3 o más

14. Indique su edad

❑ Menor de 18 ❑ 18-24 ❑ 25-34 ❑ 35-44 ❑ 45-54
❑ 55-64 ❑ 65-74 ❑ 75 años o mayores

15. ¿Cuál es su método de contacto preferido para recibir información sobre servicios de transporte? Marque todas las opciones que correspondan:

❑ Internet
❑ Radio
❑ Redes Sociales
❑ Folletos/Carteles
❑ Correo electrónico _____
❑ Otro: _____

16. ¿Cuál de las siguientes opciones describe mejor su situación laboral actual? (Puede marcar más de una opción).

❑ Empleado(a), a tiempo completo
❑ Empleado(a), a tiempo parcial
❑ Estudiante, a tiempo completo
❑ Estudiante, a tiempo parcial
❑ Jubilado(a)
❑ Ama de casa
❑ Desempleado(a) (estoy buscando trabajo)
❑ Desempleado(a) (no estoy buscando trabajo)
❑ Otro _____

17. ¿Cuál es el ingreso anual de su hogar?

❑ Menos de $16,500
❑ $16,500 - $27,500
❑ $27,501 - $44,000
❑ $44,001 - $55,000
❑ $55,001 - $66,100
❑ $66,101 - $110,000
❑ Más de $110,000
❑ Prefiero no responder

18. ¿Tiene alguna incapacidad? ❑ Yes ❑ No

19. ¿Es usted veterano(a)? ❑ Sí ❑ No

20. Si desea que nos pongamos en contacto con usted en el futuro para brindarle información sobre servicios de transporte, proporcione aquí su dirección de correo electrónico:
_____

South Plains Region – Transportation Survey

The South Plains Association of Governments (SPAG) along with the South Plains Transportation Advisory Committee are updating the South Plains Coordinated Human Services Public Transportation Plan. The committee includes Citibus, the public transportation provider in the city of Lubbock, and SPARTAN Public Transit, the public transportation provider in the rural counties of the region. We would appreciate your help in improving transportation services available in the South Plains region. **Please take 10 minutes to fill out this survey - tell us about your travel needs and what transit improvements you would like to see.** You can fill out this paper survey and provide it to Citibus. You can also go online to fill out the survey using the QR code. Thank you for your support!

1. What are your **primary** modes of transportation? (check all that apply)

- ❑ Public transit
- ❑ Car – drive myself
- ❑ Vanpools or Carpools
- ❑ Ride from family/friends
- ❑ Bicycle/Scooter
- ❑ Walk
- ❑ Taxi/Uber/Lyft
- ❑ Medical transportation
- ❑ Senior center transportation
- ❑ Transportation by program provider
- ❑ Other: _____

2. What places are your primary destinations for travel (business or place names) in Lubbock?

_____

3. What are some of your other primary destinations (business or place names) in the region's smaller towns (such as Shallowater, Idalou, Wolfforth, Slaton, Plainview, Levelland, Brownfield or other places in the surrounding counties)?

_____

4. Have you used transportation provided by any of the following services? (check all that apply)

- ❑ Citibus
- ❑ SPARTAN Public Transit (includes Plains Trails, SPC Express, and SPARTAN Same Day)
- ❑ ModivCare Transportation
- ❑ StarCare
- ❑ LIFE/RUN Center for Independent Living (LIFE Inc.)
- ❑ Wheelcare Transportation
- ❑ CEO Transportation
- ❑ Cochran County, Bailey County, Hockley County
- ❑ Bailey Garza Senior Centers
- ❑ Comfort Keepers
- ❑ Matador Mobile NEMT, Lubbock Aid, or TacMed
- ❑ Lubbock Shuttle

5. Do you use **Citibus** public transit service on a regular basis (at least once per week)? ❑ Yes ❑ No

6. As a regular **Citibus** rider, what is your overall impression of its services?
(QUESTIONS 6 – 10 Conditional upon answer to QUESTION 5)

❑ Very Positive ❑ Somewhat Positive ❑ Somewhat Negative ❑ Very Negative

7. Which of the following **Citibus** service options do you use, and how often do you use it?

	2-3 times per week or more	Once a week	A few times per month	About once a month	Less than once a month	I do not use this service
Citibus Fixed-Route	☐	☐	☐	☐	☐	☐
Citibus On-Demand	☐	☐	☐	☐	☐	☐
Citibus Access (paratransit)	☐	☐	☐	☐	☐	☐

8. If you ride the service, what are the main reasons for your **Citibus** transit trips? Please check all that apply

❑ Medical
❑ School
❑ Government Service Agency
❑ Work
❑ Personal Business
❑ Social/Recreational
❑ Shopping
❑ Attend Senior Center
❑ Other: _____

9. Are you able to get to your primary destinations in Lubbock using **Citibus** services? ❑ Yes ❑ No

10. How would you rate **Citibus** on a scale from Excellent to Poor, in the following areas?

	Excellent 5	Very Good 4	Good 3	Fair 2	Poor 1
Drivers	☐	☐	☐	☐	☐
Vehicles	☐	☐	☐	☐	☐
Service Hours	☐	☐	☐	☐	☐
Reliability	☐	☐	☐	☐	☐
Availability of Transit Information	☐	☐	☐	☐	☐
Safety/Security	☐	☐	☐	☐	☐
Complaint Resolution	☐	☐	☐	☐	☐
Fare Price/Payment Options	☐	☐	☐	☐	☐

11. Which of these improvements would help you use **Citibus**' services more often?

- ❑ Expanded transit service for older adults and people with disabilities
- ❑ More convenient, frequent service
- ❑ Infrastructure improvements such as bus stops, pathway improvements, or traffic signal improvements
- ❑ Expanded weekend service
- ❑ Service in my neighborhood (where is that? _____)
- ❑ Other improvements (please be as specific as possible) _____

12. Do you use **SPARTAN Public Transit**'s service (either Plains Trails, SPC Express, or SPARTAN Same-Day) on a regular basis (at least once per week)?

❑ Yes ❑ No

13. Which of these improvements would help you use **SPARTAN** services more often?

- ❑ Expanded transit service for older adults and people with disabilities
- ❑ More convenient, frequent service
- ❑ Infrastructure improvements such as bus stops, pathway improvements, or traffic signal improvements
- ❑ Expanded weekend service
- ❑ Service in my town/city (where is that? _____)
- ❑ Other improvements (please be as specific as possible) _____

14. Is there anywhere you would like to travel (business or place names) in the region but you cannot currently? Please specify where.

_____

General Questions

15. What is your home zip code? _____

16. Do you have a driver's license? ❑ Yes ❑ No

17. Do you have a car available on a regular basis? ❑ Yes ❑ No

18. If Yes, how many vehicles are available in your household? ❑ 0 ❑ 1 ❑ 2 ❑ 3 or more

19. Please indicate your age:

❑ Under 18 ❑ 18-24 ❑ 25-34 ❑ 35-44 ❑ 45-54
❑ 55-64 ❑ 65-74 ❑ 75 years or older

20. What is your preferred method of contact to receive information about transportation services? Please check all that apply:

- ❑ Website
- ❑ Radio
- ❑ Social Media
- ❑ Brochures/Posters
- ❑ Email
- ❑ Other: _____

21. Which of the following best describes your current employment status? (You may check more than one.)

- ❑ Employed, full-time
- ❑ Employed, part-time
- ❑ Student, full-time
- ❑ Student, part-time
- ❑ Retired
- ❑ Stay at home spouse
- ❑ Unemployed (seeking work)
- ❑ Unemployed (not seeking work)
- ❑ Other _____

22. What is your annual household income?

- ❑ Less than $16,500
- ❑ $16,500 - $27,500
- ❑ $27,501 - $44,000
- ❑ $44,001 - $55,000
- ❑ $55,001 - $66,100
- ❑ $66,101 - $110,000
- ❑ More than $110,000
- ❑ Prefer not to answer

23. Do you live with a disability? ❑ Yes ❑ No

24. Are you a veteran? ❑ Yes ❑ No

25. If you would like to be contacted on transportation service information in the future, please provide your E-mail address here: _____

Región de South Plains – Encuesta sobre transporte

La Asociación de Gobiernos de South Plains (South Plains Association of Governments, SPAG), junto con el Comité Asesor de Transporte de South Plains, está actualizando el Plan Coordinado de Transporte Público de Servicios Humanos de South Plains. El comité incluye a Citibus, el proveedor de transporte público de la ciudad de Lubbock, y a SPARTAN Public Transit, el proveedor de transporte público en los condados rurales de la región. Agradeceríamos su colaboración para mejorar los servicios de transporte disponibles en la región de South Plains. **Por favor, dedique 10 minutos para completar esta encuesta y contarnos acerca de sus necesidades de traslado y las mejoras en el transporte que le gustaría ver.** Puede completar esta encuesta en papel y entregarla a Citibus. También puede acceder a la encuesta en línea utilizando el código QR. ¡Gracias por su apoyo!

---

1. ¿Cuáles son sus **principales** medios de transporte? (marque todas las opciones que correspondan)

- ❑ Transporte público
- ❑ Automóvil – conduzco yo mismo(a)
- ❑ Transporte compartido en camioneta (vanpool) o auto compartido (carpool)
- ❑ Traslado por parte de familiares o amigos
- ❑ Bicicleta / patinete
- ❑ A pie
- ❑ Taxi/Uber/Lyft
- ❑ Transporte médico
- ❑ Transporte proporcionado por un centro para personas mayores
- ❑ Transporte brindado por el programa o entidad proveedora
- ❑ Otro: _____

2. ¿Cuáles son sus principales destinos de viaje (por motivos laborales o nombres de lugares) en Lubbock?

_____

3. ¿Cuáles son algunos de sus otros destinos principales (negocios o nombres de lugares) en los pueblos más pequeños de la región (como Shallowater, Idalou, Wolfforth, Slaton, Plainview, Levelland, Brownfield u otros lugares en los condados circundantes)?

_____

4. ¿Ha utilizado transporte proporcionado por alguno de los siguientes servicios? (marque todas las opciones que correspondan)

- ❑ Citibus
- ❑ SPARTAN Public Transit (incluye Plains Trails, SPC Express y SPARTAN Same Day)
- ❑ ModivCare Transportation
- ❑ StarCare
- ❑ LIFE/RUN Center for Independent Living (LIFE Inc.)
- ❑ Wheelcare Transportation
- ❑ CEO Transportation
- ❑ Condado de Cochran, Condado de Bailey, Condado de Hockley
- ❑ Bailey Garza Senior Centers
- ❑ Comfort Keepers
- ❑ Matador Mobile NEMT, Lubbock Aid o TacMed
- ❑ Lubbock Shuttle

5. ¿Utiliza el servicio de transporte público **Citibus** de manera regular (al menos una vez por semana)?

❑ Sí ❑ No

6. Como usuario(a) regular de **Citibus**, ¿cuál es su impresión general sobre sus servicios?
(Las PREGUNTAS 6 a 10 son condicionales según la respuesta a la PREGUNTA 5)

❑ Muy positiva ❑ Algo positiva ❑ Algo negativa ❑ Muy negativa

7. ¿Cuál de las opciones de servicios de **Citibus** usa y cuán a menudo lo hace? *(Si no utiliza ninguno de los servicios, marque la última columna y pase a la pregunta 11)*

	De 2 a 3 veces por semana o más	Una vez a la semana	Algunas veces por mes	Alrededor de una vez al mes	Menos de una vez al mes	No uso este servicio
Citibus de ruta fija	☐	☐	☐	☐	☐	☐
Citibus bajo demanda	☐	☐	☐	☐	☐	☐
Citibus Access (paratránsito)	☐	☐	☐	☐	☐	☐

8. Si utiliza el servicio, ¿cuáles son las principales razones de sus viajes en el transporte de **Citibus**? Marque todas las opciones que correspondan

❑ Médicos
❑ Escolares
❑ Agencia de servicios gubernamentales
❑ Laboral
❑ Personal Business
❑ Sociales/Recreativos
❑ Compras
❑ Asistencia al centro para personas mayores
❑ Otro: _____

9. ¿Puede llegar a sus destinos principales en Lubbock utilizando los servicios de **Citibus**? ❑ Sí ❑ No

10. ¿Cómo calificaría a **Citibus** en una escala de Excelente a Malo en las siguientes áreas?

	Excelente 5	Muy bueno 4	Bueno 3	Regular 2	Malo 1
Conductores	☐	☐	☐	☐	☐
Vehículos	☐	☐	☐	☐	☐
Horarios del servicio	☐	☐	☐	☐	☐
Confiabilidad	☐	☐	☐	☐	☐
Disponibilidad de información sobre el transporte	☐	☐	☐	☐	☐
Seguridad / Protección	☐	☐	☐	☐	☐
Resolución de quejas	☐	☐	☐	☐	☐
Precio de la tarifa / Opciones de pago	☐	☐	☐	☐	☐

11. ¿Cuáles de las siguientes mejoras le ayudarían a utilizar los servicios de **Citibus** con mayor frecuencia?

- ❑ Ampliación del servicio de transporte para personas mayores y con discapacidades
- ❑ Servicio más conveniente y frecuente
- ❑ Mejoras en la infraestructura, como paradas de autobús, senderos peatonales o semáforos
- ❑ Ampliación del servicio durante los fines de semana
- ❑ Servicio en mi vecindario (¿dónde se encuentra _____)
- ❑ Otras mejoras (sea lo más específico posible) _____

12. ¿Utiliza el servicio de **transporte público de SPARTAN** (Plains Trails, SPC Express o SPARTAN Same-Day) de manera regular (al menos una vez por semana)?

❑ Sí ❑ No

13. ¿Cuáles de las siguientes mejoras le ayudarían a utilizar los servicios de **SPARTAN** con mayor frecuencia?

- ❑ Ampliación del servicio de transporte para personas mayores y con discapacidades
- ❑ Servicio más conveniente y frecuente
- ❑ Mejoras en la infraestructura, como paradas de autobús, senderos peatonales o semáforos
- ❑ Ampliación del servicio durante los fines de semana
- ❑ Servicio en mi pueblo/ciudad (¿dónde se encuentra? _____)
- ❑ Otras mejoras (sea lo más específico posible) _____

14. ¿Hay algún lugar (negocios o nombres de lugares) al que le gustaría viajar en la región, pero al que actualmente no puede acceder? Por favor, especifique el lugar.

_____

Información general

15. ¿Cuál es el código postal de su localidad? _____

16. ¿Tiene licencia de conducir? ❑ Sí ❑ No

17. ¿Dispone de un automóvil de forma habitual? ❑ Sí ❑ No

18. Si la respuesta es sí, ¿cuántos vehículos hay disponibles en su hogar? ❑ 0 ❑ 1 ❑ 2 ❑ 3 o más

19. Indique su edad

❑ Menor de 18 ❑ 18-24 ❑ 25-34 ❑ 35-44 ❑ 45-54
❑ 55-64 ❑ 65-74 ❑ 75 años o mayores

20. ¿Cuál es su método de contacto preferido para recibir información sobre servicios de transporte? Marque todas las opciones que correspondan:

- ❑ Internet
- ❑ Radio
- ❑ Redes Sociales
- ❑ Folletos/Carteles
- ❑ Correo electrónico _____
- ❑ Otro: _____

21. ¿Cuál de las siguientes opciones describe mejor su situación laboral actual? (Puede marcar más de una opción).

- ❑ Empleado(a), a tiempo completo
- ❑ Empleado(a), a tiempo parcial
- ❑ Estudiante, a tiempo completo
- ❑ Estudiante, a tiempo parcial
- ❑ Jubilado(a)
- ❑ Ama de casa
- ❑ Desempleado(a) (estoy buscando trabajo)
- ❑ Desempleado(a) (no estoy buscando trabajo)
- ❑ Otro _____

22. ¿Cuál es el ingreso anual de su hogar?

- ❑ Menos de $16,500
- ❑ $16,500 - $27,500
- ❑ $27,501 - $44,000
- ❑ $44,001 - $55,000
- ❑ $55,001 - $66,100
- ❑ $66,101 - $110,000
- ❑ Más de $110,000
- ❑ Prefiero no responder

23. ¿Tiene alguna incapacidad? ❑ Yes ❑ No

24. ¿Es usted veterano(a)? ❑ Sí ❑ No

25. Si desea que nos pongamos en contacto con usted en el futuro para brindarle información sobre servicios de transporte, proporcione aquí su dirección de correo electrónico:

_____

South Plains Region – Transportation Survey

The South Plains Association of Governments (SPAG) along with the South Plains Transportation Advisory Committee are updating the South Plains Coordinated Human Services Public Transportation Plan. The committee includes Citibus, the public transportation provider in the city of Lubbock, and SPARTAN Public Transit, the public transportation provider in the rural counties of the region. We would appreciate your help in improving transportation services available in the South Plains region. **Please take 10 minutes to fill out this survey - tell us about your travel needs and what transit improvements you would like to see.** You can fill out this paper survey and provide it to SPARTAN. You can also go online to fill out the survey using the QR code. Thank you for your support!

1. What are your **primary** modes of transportation? (check all that apply)

- ❑ Public transit
- ❑ Car – drive myself
- ❑ Vanpools or Carpools
- ❑ Ride from family/friends
- ❑ Bicycle/Scooter
- ❑ Walk
- ❑ Taxi/Uber/Lyft
- ❑ Medical transportation
- ❑ Senior center transportation
- ❑ Transportation by program provider
- ❑ Other: _____

2. What places are your primary destinations for travel (business or place names) in Lubbock?

_____

3. What are some of your other primary destinations (business or place names) in the region's smaller towns (such as Shallowater, Idalou, Wolfforth, Slaton, Plainview, Levelland, Brownfield or other places in the surrounding counties)?

_____

4. Have you used transportation provided by any of the following services? (check all that apply)

- ❑ Citibus
- ❑ SPARTAN Public Transit (includes Plains Trails, SPC Express, and SPARTAN Same Day)
- ❑ ModivCare Transportation
- ❑ StarCare
- ❑ LIFE/RUN Center for Independent Living (LIFE Inc.)
- ❑ Wheelcare Transportation
- ❑ CEO Transportation
- ❑ Cochran County, Bailey County, Hockley County
- ❑ Bailey Garza Senior Centers
- ❑ Comfort Keepers
- ❑ Matador Mobile NEMT, Lubbock Aid, or TacMed
- ❑ Lubbock Shuttle

5. Do you use **Citibus** public transit service on a regular basis (at least once per week)? ❑ Yes ❑ No

6. Which of these improvements would help you use **Citibus**' services more often?

- ❑ Expanded transit service for older adults and people with disabilities
- ❑ More convenient, frequent service
- ❑ Infrastructure improvements such as bus stops, pathway improvements, or traffic signal improvements
- ❑ Expanded weekend service
- ❑ Service in my neighborhood (where is that? _____)
- ❑ Other improvements (please be as specific as possible) _____

7. Do you use **SPARTAN Public Transit**'s service (either Plains Trails, SPC Express, or SPARTAN Same-Day) on a regular basis (at least once per week)?

❑ Yes ❑ No

8. As a regular **SPARTAN** rider, what is your overall impression of its services?
(QUESTIONS 8 – 12 Conditional upon answer to QUESTION 7)

❑ Very Positive ❑ Somewhat Positive ❑ Somewhat Negative ❑ Very Negative

9. Which of the following **SPARTAN** service options do you use, and how often do you use it?

	2-3 times per week or more	Once a week	A few times per month	About once a month	Less than once a month	I do not use this service
Plains Trails	☐	☐	☐	☐	☐	☐
SPC Express	☐	☐	☐	☐	☐	☐
SPARTAN Same-Day	☐	☐	☐	☐	☐	☐

10. If you ride the service, what are the main reasons for your **SPARTAN** Transit trips? Please check all that apply.

- ❑ Medical
- ❑ School
- ❑ Government Service Agency
- ❑ Work
- ❑ Personal Business
- ❑ Social/Recreational
- ❑ Shopping
- ❑ Attend Senior Center
- ❑ Other: _____

11. Are you able to get to your primary destinations in the region using **SPARTAN** services? ❑ Yes ❑ No

12. How would you rate **SPARTAN**'s services on a scale from Excellent to Poor, in the following areas?

	Excellent 5	Very Good 4	Good 3	Fair 2	Poor 1
Drivers	☐	☐	☐	☐	☐
Vehicles	☐	☐	☐	☐	☐
Service Hours	☐	☐	☐	☐	☐
Reliability	☐	☐	☐	☐	☐
Availability of Transit Information	☐	☐	☐	☐	☐
Safety/Security	☐	☐	☐	☐	☐
Complaint Resolution	☐	☐	☐	☐	☐
Fare Price/Payment Options	☐	☐	☐	☐	☐

13. Which of these improvements would help you use **SPARTAN** services more often?

- ❑ Expanded transit service for older adults and people with disabilities
- ❑ More convenient, frequent service
- ❑ Infrastructure improvements such as bus stops, pathway improvements, or traffic signal improvements
- ❑ Expanded weekend service
- ❑ Service in my town/city (where is that? _____)
- ❑ Other improvements (please be as specific as possible) _____

14. Is there anywhere you would like to travel (business or place names) in the region but you cannot currently? Please specify where.

_____

General Questions

15. What is your home zip code? _____

16. Do you have a driver's license? ❑ Yes ❑ No

17. Do you have a car available on a regular basis? ❑ Yes ❑ No

18. If Yes, how many vehicles are available in your household? ❑ 0 ❑ 1 ❑ 2 ❑ 3 or more

19. Please indicate your age:

❑ Under 18 ❑ 18-24 ❑ 25-34 ❑ 35-44 ❑ 45-54
❑ 55-64 ❑ 65-74 ❑ 75 years or older

20. What is your preferred method of contact to receive information about transportation services? Please check all that apply:

- ❑ Website
- ❑ Radio
- ❑ Social Media
- ❑ Brochures/Posters
- ❑ Email
- ❑ Other: _____

21. Which of the following best describes your current employment status? (You may check more than one.)

- ❑ Employed, full-time
- ❑ Employed, part-time
- ❑ Student, full-time
- ❑ Student, part-time
- ❑ Retired
- ❑ Stay at home spouse
- ❑ Unemployed (seeking work)
- ❑ Unemployed (not seeking work)
- ❑ Other _____

22. What is your annual household income?

- ❑ Less than $16,500
- ❑ $16,500 - $27,500
- ❑ $27,501 - $44,000
- ❑ $44,001 - $55,000
- ❑ $55,001 - $66,100
- ❑ $66,101 - $110,000
- ❑ More than $110,000
- ❑ Prefer not to answer

23. Do you live with a disability? ❑ Yes ❑ No

24. Are you a veteran? ❑ Yes ❑ No

25. If you would like to be contacted on transportation service information in the future, please provide your E-mail address here: _____

Región de South Plains – Encuesta sobre transporte

La Asociación de Gobiernos de South Plains (South Plains Association of Governments, SPAG), junto con el Comité Asesor de Transporte de South Plains, está actualizando el Plan Coordinado de Transporte Público de Servicios Humanos de South Plains. El comité incluye a Citibus, el proveedor de transporte público de la ciudad de Lubbock, y a SPARTAN Public Transit, el proveedor de transporte público en los condados rurales de la región. Agradeceríamos su colaboración para mejorar los servicios de transporte disponibles en la región de South Plains. **Por favor, dedique 10 minutos para completar esta encuesta y contarnos acerca de sus necesidades de traslado y las mejoras en el transporte que le gustaría ver.** Puede completar esta encuesta en papel y entregarla a SPARTAN. También puede acceder a la encuesta en línea utilizando el código QR. ¡Gracias por su apoyo!

---

1. ¿Cuáles son sus **principales** medios de transporte? (marque todas las opciones que correspondan)

- ❑ Transporte público
- ❑ Automóvil – conduzco yo mismo(a)
- ❑ Transporte compartido en camioneta (vanpool) o auto compartido (carpool)
- ❑ Traslado por parte de familiares o amigos
- ❑ Bicicleta / patinete
- ❑ A pie
- ❑ Taxi/Uber/Lyft
- ❑ Transporte médico
- ❑ Transporte proporcionado por un centro para personas mayores
- ❑ Transporte brindado por el programa o entidad proveedora
- ❑ Otro: _____

2. ¿Cuáles son sus principales destinos de viaje (por motivos laborales o nombres de lugares) en Lubbock?

_____

3. ¿Cuáles son algunos de sus otros destinos principales (negocios o nombres de lugares) en los pueblos más pequeños de la región (como Shallowater, Idalou, Wolfforth, Slaton, Plainview, Levelland, Brownfield u otros lugares en los condados circundantes)?

_____

4. ¿Ha utilizado transporte proporcionado por alguno de los siguientes servicios? (marque todas las opciones que correspondan)

- ❑ Citibus
- ❑ SPARTAN Public Transit (incluye Plains Trails, SPC Express y SPARTAN Same Day)
- ❑ ModivCare Transportation
- ❑ StarCare
- ❑ LIFE/RUN Center for Independent Living (LIFE Inc.)
- ❑ Wheelcare Transportation
- ❑ CEO Transportation
- ❑ Condado de Cochran, Condado de Bailey, Condado de Hockley
- ❑ Bailey Garza Senior Centers
- ❑ Comfort Keepers
- ❑ Matador Mobile NEMT, Lubbock Aid o TacMed
- ❑ Lubbock Shuttle

5. ¿Utiliza el servicio de transporte público **Citibus** de manera regular (al menos una vez por semana)?

❑ Sí ❑ No

6. ¿Cuáles de las siguientes mejoras le ayudarían a utilizar los servicios de **Citibus** con mayor frecuencia?

❑ Ampliación del servicio de transporte para personas mayores y con discapacidades
❑ Servicio más conveniente y frecuente
❑ Mejoras en la infraestructura, como paradas de autobús, senderos peatonales o semáforos
❑ Ampliación del servicio durante los fines de semana
❑ Servicio en mi vecindario (¿dónde se encuentra _____)
❑ Otras mejoras (sea lo más específico posible) _____

7. ¿Utiliza el servicio de **transporte público de SPARTAN** (Plains Trails, SPC Express o SPARTAN Same-Day) de manera regular (al menos una vez por semana)?

❑ Sí ❑ No

8. Como usuario(a) regular de **SPARTAN**, ¿cuál es su impresión general sobre sus servicios?
(Las PREGUNTAS 13 a 17 son condicionales según la respuesta a la PREGUNTA 12)

❑ Muy positiva ❑ Algo positiva ❑ Algo negativa ❑ Muy negativa

9. ¿Cuál de las opciones de servicios de **SPARTAN** usa y cuán a menudo lo hace?

	De 2 a 3 veces por semana o más	Una vez a la semana	Algunas veces por mes	Alrededor de una vez al mes	Menos de una vez al mes	No uso este servicio
Plains Trails	☐	☐	☐	☐	☐	☐
SPC Express	☐	☐	☐	☐	☐	☐
SPARTAN Same-Day	☐	☐	☐	☐	☐	☐

10. Si utiliza el servicio, ¿cuáles son las principales razones de sus viajes en el transporte de **SPARTAN**? Marque todas las opciones que correspondan

❑ Médicos
❑ Escolares
❑ Agencia de servicios gubernamentales
❑ Laboral
❑ Personal Business
❑ Sociales/Recreativos
❑ Compras
❑ Asistencia al centro para personas mayores
❑ Otro: _____

11. ¿Puede llegar a sus destinos principales en la región utilizando los servicios de **SPARTAN**? ❑ Sí ❑ No

12. ¿Cómo calificaría los servicios de **SPARTAN** en una escala de Excelente a Malo en las siguientes áreas?

	Excelente 5	Muy bueno 4	Bueno 3	Regular 2	Malo 1
Conductores	☐	☐	☐	☐	☐
Vehículos	☐	☐	☐	☐	☐
Horarios del servicio	☐	☐	☐	☐	☐
Confiabilidad	☐	☐	☐	☐	☐
Disponibilidad de información sobre el transporte	☐	☐	☐	☐	☐
Seguridad / Protección	☐	☐	☐	☐	☐
Resolución de quejas	☐	☐	☐	☐	☐
Precio de la tarifa / Opciones de pago	☐	☐	☐	☐	☐

13. ¿Cuáles de las siguientes mejoras le ayudarían a utilizar los servicios de **SPARTAN** con mayor frecuencia?

- ❑ Ampliación del servicio de transporte para personas mayores y con discapacidades
- ❑ Servicio más conveniente y frecuente
- ❑ Mejoras en la infraestructura, como paradas de autobús, senderos peatonales o semáforos
- ❑ Ampliación del servicio durante los fines de semana
- ❑ Servicio en mi pueblo/ciudad (¿dónde se encuentra? _____)
- ❑ Otras mejoras (sea lo más específico posible) _____

14. ¿Hay algún lugar (negocios o nombres de lugares) al que le gustaría viajar en la región, pero al que actualmente no puede acceder? Por favor, especifique el lugar.

_____

Información general

15. ¿Cuál es el código postal de su localidad? _____

16. ¿Tiene licencia de conducir? ❑ Sí ❑ No

17. ¿Dispone de un automóvil de forma habitual? ❑ Sí ❑ No

18. Si la respuesta es sí, ¿cuántos vehículos hay disponibles en su hogar? ❑ 0 ❑ 1 ❑ 2 ❑ 3 o más

19. Indique su edad

❑ Menor de 18 ❑ 18-24 ❑ 25-34 ❑ 35-44 ❑ 45-54
❑ 55-64 ❑ 65-74 ❑ 75 años o mayores

20. ¿Cuál es su método de contacto preferido para recibir información sobre servicios de transporte? Marque todas las opciones que correspondan:

❑ Internet
❑ Radio
❑ Redes Sociales
❑ Folletos/Carteles
❑ Correo electrónico _____
❑ Otro: _____

21. ¿Cuál de las siguientes opciones describe mejor su situación laboral actual? (Puede marcar más de una opción).

❑ Empleado(a), a tiempo completo
❑ Empleado(a), a tiempo parcial
❑ Estudiante, a tiempo completo
❑ Estudiante, a tiempo parcial
❑ Jubilado(a)
❑ Ama de casa
❑ Desempleado(a) (estoy buscando trabajo)
❑ Desempleado(a) (no estoy buscando trabajo)
❑ Otro _____

22. ¿Cuál es el ingreso anual de su hogar?

❑ Menos de $16,500
❑ $16,500 - $27,500
❑ $27,501 - $44,000
❑ $44,001 - $55,000
❑ $55,001 - $66,100
❑ $66,101 - $110,000
❑ Más de $110,000
❑ Prefiero no responder

23. ¿Tiene alguna incapacidad? ❑ Yes ❑ No

24. ¿Es usted veterano(a)? ❑ Sí ❑ No

25. Si desea que nos pongamos en contacto con usted en el futuro para brindarle información sobre servicios de transporte, proporcione aquí su dirección de correo electrónico:

_____

The South Plains Association of Governments needs your input on Public Transportation

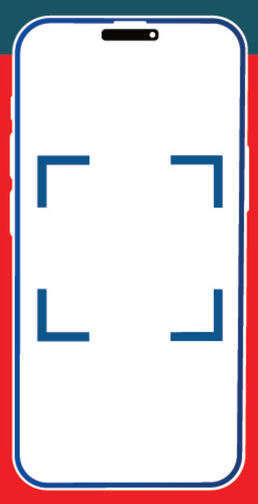




Take the Survey!

The South Plains Association of Governments (SPAG) along with the South Plains Transportation Advisory Committee are updating the South Plains Coordinated Human Services Public Transportation Plan. The committee includes Citibus, the public transportation provider in the city of Lubbock, and SPARTAN Public Transit, the public transportation provider in the rural counties of the region. We would appreciate your help in improving transportation services available in the South Plains region. Please take 10 minutes to fill out this survey - tell us about your travel needs and what transit improvements you would like to see.

Use the camera on your smart device to scan



SCAN ME

To Get Started

South Plains Coordinated Human Services Public Transportation Plan Update

SOUTH PLAINS AREA TRANSPORTATION SERVICES AND NEEDS SURVEY

Organization Name:

Street Address:	Mailing Address (if different):
Contact Person:	Title:
Telephone:	Email:
Name of individual responding to survey:	Email of respondent contact:
Title of respondent contact:	Agency website:

1. Which of the following best describes your organization? (*Check only one.*)

   __ private, non-profit

   __ private, for-profit

   __ public

2. Please check the box that best describes your organization. (*Check only one.*)
   - ❑ Publicly sponsored transit agency
   - ❑ Human service agency–public
   - ❑ Human service agency–nonprofit
   - ❑ Medical center/health clinic
   - ❑ Nursing home
   - ❑ Adult day care
   - ❑ Municipal office on aging
   - ❑ Nonprofit senior center
   - ❑ Faith-based organization
   - ❑ Non-emergency medical transportation (NEMT) provider
   - ❑ Independent living center
   - ❑ Wheelchair/stretcher service
   - ❑ Public housing
   - ❑ Transitional housing
   - ❑ Workforce development
   - ❑ Local government office
   - ❑ Other (specify) _____

3. What are the major functions/services of your organization? (Check all that apply.)

- ❑ Transportation
- ❑ Health care
- ❑ Social services
- ❑ Nutrition
- ❑ Counseling
- ❑ Day treatment
- ❑ Job training
- ❑ Employment
- ❑ Rehabilitation services
- ❑ Diagnosis/evaluation
- ❑ Job placement
- ❑ Residential facilities
- ❑ Income assistance
- ❑ Screening
- ❑ Informational/referral
- ❑ Recreations/social
- ❑ Homemaker/chore
- ❑ Housing
- ❑ Veterans' services
- ❑ Other (please specify): _____

B. Description of Transportation and Mobility Management Services

4. What geographic areas does your transportation program cover?

_____

_____

5. Please identify the types of transportation services your organization provides: (Check all that apply.)

- ❑ Fixed-route–bus
- ❑ Dial-a-ride–demand response, advance reservation
- ❑ Taxi vouchers/user-side subsidy programs
- ❑ Volunteer driver program
- ❑ ADA complementary paratransit
- ❑ Flex transit (route deviation or point deviation)
- ❑ Microtransit–on-demand/same-day, general public
- ❑ Alternative services–on-demand for ADA paratransit customers
- ❑ Vanpool
- ❑ Intercity bus
- ❑ group trips for special events
- ❑ Other (please specify): _____

6. What statement best describes how these services are provided?

- ❑ We operate the service(s) with our own fleet and employee drivers.
- ❑ We contract out operations–a contractor operates **our** own fleet of vehicles.
  - Name of operations contractor(s): _____
- ❑ We contract out operations or purchase service from another provider–a contractor/provider operates **their** own fleet of vehicles.
  - Name of contractor(s)/provider(s): _____
- ❑ We use nondedicated providers (e.g., taxis, Lyft, Uber, NEMT carriers) for the entire service.
  - Name of provider(s): _____
- ❑ We use nondedicated providers (e.g., taxis, Lyft, Uber, NEMT carriers) for the some of the service (e.g., as overflow providers).
  - Name of provider(s): _____
- ❑ We use staff cars.
- ❑ We use volunteer drivers, driving their **own** cars.
- ❑ We use volunteer drivers, driving their **agency** vehicles.
- ❑ We distribute transit/paratransit passes to clients.

7. Do any other organizations purchase rides on your transportation service? (*Check one.*)

- ❑ Yes
- ❑ No

8. **If yes,** which organizations? _____

9. Does your organization provide any mobility management services for others in the community? (*Check all that apply.*)

- ❑ Driver training programs
- ❑ One-call/one-click service coordination
- ❑ Services for individuals with disabilities or seniors (e.g., travel training)
- ❑ Joint fare programs
- ❑ Funding agreements
- ❑ Educational programs
- ❑ Other (please specify): _____

C. Transportation Service Policies

10. What type of trip purposes does your transportation serve? (*Check all that apply.*)

__ Adult Day Care	__ Senior Center	__ Employment
__ Child Day Care	__ Nutrition	__ Education/Training
__ Medical appointments	__ Shopping	__ Head Start
__ Social Services	__ Social/Recreation	__ Other: _____

11. Does your organization impose eligibility limitations on those people who are provided transportation? (*Check one.*)

- ❑ Yes
- ❑ No

12. **If yes**, please define the rider eligibility requirements for your transportation programs. *(Describe in the Notes section how these might differ for different services or programs.)*

- ❑ General public
- ❑ County or municipal residents
- ❑ Seniors age _____ and above
- ❑ Individuals with disabilities (all)
- ❑ Individuals with intellectual or developmental disabilities
- ❑ Individuals with low income/Medicaid beneficiaries
- ❑ Individuals living in zero-car households
- ❑ Youths
- ❑ Residents with limited English proficiency
- ❑ Veterans
- ❑ Clients of workforce agencies
- ❑ Other (please specify): _____
- ❑ Notes:

13. Must individuals be precertified or prequalified to access your transit services? (*Check one.*)

- ❑ Yes
- ❑ No

14. **If yes**, what are the eligibility/qualification standards? _____

15. Does your organization impose trip purpose limitations or prioritization in scheduling/serving trips? (*Check one.*)
    - ❑ Yes
    - ❑ No

16. **If yes,** please define the trip eligibility requirements or prioritizations for your transportation programs. (Describe in the Notes section how these limitations or prioritizations might differ for different services or programs.)
    - ❑ Nonemergency medical trips
    - ❑ Work trips
    - ❑ Day program (waiver transportation) trips
    - ❑ Trips to our senior center/agency
    - ❑ Other (please specify): _____
    - ❑ Notes:

    _____

    _____

17. What are the daily hours and days of operation for your transportation services? (*List hours of operation by day of the week in the space provided.*)

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Service begins	_____	_____	_____	_____	_____	_____	_____
Service ends	_____	_____	_____	_____	_____	_____	_____

18. Does your organization charge a fare or fee to the passenger for providing transportation services? (*Check one.*)
    - ❑ Yes
    - ❑ No

19. **If yes,** what is the fare structure?

_____

_____

20. How do clients/customers request your transportation services?

- ❑ Phone call
- ❑ Internet reservation (please specify software): _____
- ❑ Smart phone app (please specify app): _____
- ❑ Arrangement by a third party (please describe): _____
- ❑ Customers access the service at a designated bus stop or station

21. What is your advance reservation policy? (*Check one.*)

- ❑ Same-day on-demand (for immediate fulfilment); no advance notice is required
- ❑ Same-day but _____ hours in advance
- ❑ 1 day before travel
- ❑ 24 hours before travel
- ❑ 2 days before travel
- ❑ 3 days before travel
- ❑ 4 days before travel
- ❑ 5 days before travel
- ❑ 1 week before travel
- ❑ Other (please specify): _____

22. How often do you have space available to accommodate last minute/late reservations? (Check one.)

- ❑ Never
- ❑ Rarely
- ❑ Sometimes
- ❑ Often
- ❑ Always

23. Do you accept requests for subscription service (i.e., recurring, standing orders)? (*Check one.*)

- ❑ Yes
- ❑ No

24. **If yes,** please note any specific policies related to subscription requests (*e.g., minimum number of days per week*): _____

25. For demand-responsive services, define the level of driver assistance provided to your riders. (*Check all that apply.*)

- ❑ Curb-to-curb assistance (i.e., drivers will assist passengers in and out of vehicles only)
- ❑ Door-to-door assistance (i.e., drivers will assist passengers to the entrance of their origin or destination)
- ❑ Door-thru-door assistance (i.e., drivers will go into the origin or destination entrance with the passenger)
- ❑ Personal care attendants or escorts are provide to those passengers who require such services
- ❑ Passengers are permitted to travel with their own personal care attendants or escorts
- ❑ Driver will help with a limited number of bags

D. Vehicle Inventory and Utilization

26. Please provide the following information for the vehicles used in the provision of transportation services provided directly by your agency or your contractor operating your vehicles.

Vehicle Type	Number of Vehicles				
	Total	Owned	Leased	Wheelchair Accessible (Owned or Leased)	Volunteer
Sedans					
Minivans (up to 7 seats)					
8-14 seat vehicles (e.g., Ford Transits or Dodge Promasters)					
Standard 15-passenger vans					
Converted 15-passenger vans (e.g., raised roof)					
Light-duty bus (body-on-chassis type construction seating between 16-24 passengers					
Medium duty bus (body-on-chassis type construction seating over 22 passengers with dual rear wheel axle)					
Medium- or heavy-duty transit bus					
Other (please specify): _____					

27. Can you provide a fleet inventory for the vehicles in previous question?

- ❑ Yes
- ❑ No

28. Please complete the following chart to indicate the number of vehicles used in service - by hour of the day – for *typical* weekdays, Saturdays, and Sundays.

	AM								PM												AM
Vehicles	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**
Weekdays																					
Saturdays																					
Sundays																					

29. Where are your vehicles maintained?

____ in-house ____ under contract ____ as needed through local garage(s)

E. Supporting Technology

30. For demand-responsive transportation services, what type of technology is used for booking, scheduling, and dispatching functions?

- ❑ Vendor and system name: _____

31. What type of communications device/system is used between drivers and dispatchers? (*Check all that apply.*)

- ❑ Cellular phones
- ❑ Two-way mobile radios
- ❑ Mobile data terminals
- ❑ Tablets or smart phones
- ❑ Routing software
- ❑ Not applicable
- ❑ Other (please specify): _____

32. Do you utilize any technology for booking, cancellations, and/or estimates times of arrival notices? (*Check all that apply.*)

- ❑ Mobile app (please specify): _____
- ❑ Interactive voice recognition technology (please specify):_____
- ❑ AI technology (please specify): _____
- ❑ Other (please specify): _____

F. Vehicle Operators

33. How many full-time and part-time employee drivers are used for service delivery?

a. Full-time drivers: _____ b. Part-time drivers: _____

34. Who trains your drivers? _____

35. What special training requirements must drivers complete before providing services? *Please explain:*

_____

_____

_____

G. Ridership and Service Data

36. Please provide your organization's annual passenger statistics. If possible, use data for the most recent 12-month period for which data is available. *Complete questions (a) through (d).*

Most Recent Fiscal Year Data	Services for the General Public	Limited Eligibility Services
a. Total number of clients provided transportation		
b. Total number of one-way passenger trips[1]		
c. Total number of trips for which riders use a wheelchair (**subset of b**)		
d. Time period:____/____/through____/____/____		

[1] *(a one-way passenger trip refers to each time a passenger boards the vehicle; the return is a second trip)*

37. If you do not track this information, how many rides per week do you typically provide? _____

38. How many annual vehicle service hours and miles were provided by your vehicle fleet when providing passenger transportation during the last calendar or fiscal year? (*Estimates are acceptable.*)

- ❑ Total annual vehicle service hours: _____
- ❑ Total annual vehicle service miles: _____

H. Operating Costs and Revenues

39. What were your transportation operating and capital expenses in the last calendar or fiscal year?

Category	Calendar/Fiscal Year
a. Transportation operation expenses	
Administration	%
Operations	%
Maintenance	%
Operating expenses subtotal	$
b. Transportation capital expenses	
Total operating and capital expenses	$

[1]*Capital expenses include one-time purchases of vehicles, facilities, software, communications equipment, bus shelters, passenger amenities, etc.*

40. If transportation is one of many programs you offer, what percentage of your total budget is spent on the transportation services described in this survey response?

- ❑ Transportation is _____% of our total agency annual budget.

41. Please identify the percentage of your transportation budget that comes from each applicable source in the following table. (*Estimates are acceptable.*)

Transportation Operating Revenue Source	Percentage of Total FY 2024 Transportation Operating Budget
a. Fares collected from passengers as cash or purchased tickets/tokens (include client fees and/or general public fares)	
b. Revenues collected as cash or purchased ticket/tokens by third parties on behalf of passengers	
c. Reimbursements for services obtained from third parties (e.g.,Medicaid reimbursements)	
d. City government appropriations	

e. County government appropriations	
f. State government appropriations	
g. Grants directly received by the organization	
• FTA Section 5307	
• FTA Section 5310	
• Title III (Older Americans Act)	
• Medicaid	
• Other (please specify):	
• Other (please specify):	
h. United Way	
i. Passenger donations	
j. Fundraising	
k. Contributions from charitable foundations, etc	
l. Other (please specify)	

I. Trip Requests and Demand

42. Does your organization transport clients of other organizations? ___

- ❑ No
- ❑ Yes—Please indicate:

Organization/ Contact Info	One Way Passenger Trips Provided in Past Fiscal Year	Amount Billed for Providing Transportation

43. Which destinations represent the top five places demanded by customers or clients to travel most often?

Destination	Address	City

44. Are you able to accommodate all the requests from your riders?

- ❑ Yes
- ❑ No

45. If no, what are the biggest obstacles? (*Check all that apply.*)

- ❑ Not enough funding to meet the demand
- ❑ High cost of operating/contracting for transportation services
- ❑ Driver recruitment/retention challenges
- ❑ Not enough vehicles
- ❑ Limited service area and service hours
- ❑ Funding source parameters (e.g., limited trip purpose eligibility)
- ❑ Other (please specify): _____

J. Coordination Activities

46. What other significant barriers in the region or community limit your riders' (or clients') mobility? (*Check all that apply.*)

- ❑ Lack of public transportation service in our area
- ❑ The affordability of those transportation services
- ❑ Limited hours and days of existing services
- ❑ Client eligibility restrictions imposed by various funding sources
- ❑ Trip destination limits (e.g., beyond municipality; imposed by funding sources)
- ❑ Trip purpose eligibility restrictions imposed by funding sources
- ❑ Inconvenient or lengthy path of travel
- ❑ Other (please specify): _____

47. What type of transportation coordination activities do you currently participate in?

- ❑ a. Provision of coordinated service for client/customer/constituent trips
- ❑ b. Local coordination committee
- ❑ c. Regional transportation authority's project advisory committee
- ❑ d. Information and referral
- ❑ e. Joint procurement
- ❑ f. Joint training
- ❑ g. Joint dispatch and/or scheduling
- ❑ h. Shared backup vehicles
- ❑ i. Shared maintenance
- ❑ j. Joint use of vehicles
- ❑ k. Joint grant applications funding
- ❑ l. Driver sharing (paid or volunteer)
- ❑ m. Other (please specify): _____
- ❑ Please explain your coordination activities further, naming the other participating organizations.

_____

_____

_____

48. What issues, if any, have your coordination efforts encountered? (*Check all that apply.*)

- ❑ a. Statutory barriers to pooling funds
- ❑ b. Restrictions placed on the use of vehicles
- ❑ c. Liability/insurance concerns
- ❑ d. Local control issues
- ❑ e. Billing/accounting issues
- ❑ f. Unique characteristics of client populations
- ❑ g. Other (please specify): _____

49. In your opinion, what are the greatest coordination and mobility obstacle(s) in your service area?

_____

_____

_____

50. In your opinion, what enhancements are most needed to improve the public transit and human service transportation in your service area?

_____

_____

_____

51. Are you aware of any unmet transportation needs among your clients or in the community in general?

- ❑ No
- ❑ Yes—please indicate needs:

_____

_____

_____

Additional comments:

_____

_____

_____

Thank you for your time and input! Please return completed survey to:

By email: bdohan@kfhgroup.com

If you have questions, please contact Ben Dohan at the email address above

or (781) 879-0480.