



Coordinated Public Transit Human Services Transportation Plan

Introduction

The Coordinated Public Transit Human Services Transportation Plan (Coordinated Plan) identifies transportation needs for seniors, individuals with disabilities, low-income individuals, veterans, students, and other transportation-disadvantaged populations in the Amarillo region. This plan guides Section 5310 project development and ensures that federally funded mobility projects are responsive to community needs. This update is based on stakeholder input gathered in August–September 2025, public outreach conducted in November 2025, and surveys from July–December 2025.

Stakeholder Engagement Process

ACT conducted a multi-layered outreach process that included structured planning sessions, public meetings, surveys, and continuous engagement with human-service agencies.

Stakeholder Planning Sessions

- August 19, 21, 26, 28, 2025 (5 attendees);
- September 17–18, 2025 (City Only, 4 attendees)

Public Meetings

- Two public meetings were held on November 18 and 20, 2025, with a total of 16 attendees.

Surveys

- **Stakeholder Survey:** July 18 – September 30, 2025 (17 responses)
- **Public Survey:** November 6 – December 31, 2025 (125 responses)

Existing Transportation Services

Stakeholders identified the following transportation options currently used by the community:

- Amarillo City Transit fixed-route service (notably Route #13)
- ACT Connect demand-response service
- Texas Panhandle Centers (TPC) transportation
- First Student
- Uber (limited affordability)
- Walking / biking
- Family and friends
- Personal vehicle

Identified Gaps and Unmet Needs

Stakeholder discussions and public feedback identified several unmet transportation needs within the service area. These needs primarily relate to service coverage and service availability during specific times of day and days of the week.

Service Gaps

- Limited Pleasant Valley service
- Insufficient service during:
 - Lunchtime along Route #13
 - Evening service
 - Sunday (no service)
- Additional transportation needs for AISD students
- Veterans' transportation gaps
- No bus stops in some neighborhoods
- Limited sidewalk connections to bus stops

Accessibility and Affordability Gaps

- ACT Connect is accessible, but many barriers persist:
 - Difficulties affording fares (\$2–\$4 per trip)
 - Riders living outside the ¾-mile buffer paying double fares
- Lack of sidewalks and ADA accessible pathways
- Lack of benches, shelters, and shaded waiting areas

Information & Communication Gaps

- Difficulty finding route information
- Riders unaware of available services
- Phone calls not always answered
- Request-only stops poorly communicated
- Community perception of transit needs improvement

Coordination Gaps

- Lunch-time gap on Route #13 affects access to services
- More alignment needed with Veterans Affairs and senior centers
- Need for joint outreach with service agencies

Future Needs (5–10 Year Outlook)

Stakeholders anticipate:

- Growth in passenger volumes
- Rising need among aging baby boomers
- More clients needing human-service transportation
- Reduced private vehicle access (no Uber, no personal car access)
- Need for Park & Ride options for rural residents
- Expanded life-skills and employment program transportation
- Increased demand for shelters, benches, sidewalks, and ADA upgrades
- Need for long-term Sunday service availability

Priority Improvement Strategies

The following strategies directly respond to identified gaps and guide the selection of Section 5310 and local projects.

Service Improvements

- Expand evening service to 7:30–10:00 pm
- Launch Sunday fixed-route and on-demand service
- Increase mid-day trips on Route #13
- Improve Pleasant Valley service coverage

- Evaluate new or restored fixed routes (Farmers & Georgia, north/south connectors)

Accessibility Improvements

- Install more shelters, benches, and shade structures
- Build ADA-accessible pathways and correct uneven sidewalks
- Create central mobility hubs (e.g., library area)

Information & Outreach Improvements

- Increase travel training for families, seniors, and TPC clients
- Promote transit at Neighborhood Meetings and community events
- Use flyers, newsletters, radio, email alerts
- Place ACT website and QR codes on buses and shelters
- Enhance public education on how to ride, schedule, and plan trips

Coordination Strategies

- Attend TPC events and human-service fairs
- Strengthen partnerships with:
 - VA
 - Maverick Club
 - Nursing homes & senior residences
 - Catholic Charities and social agencies
- Coordinate monthly passes for AISD older students
- Better alignment with life-skills and employment programs

Priority Projects Identified by the Community

Stakeholders and the public strongly prioritized:

Top Priorities

1. Extend Evening Service
2. Route #13 Mid-Day Improvement & Hour Extensions
3. Pleasant Valley Service Expansion
4. Fare Subsidy for Riders Outside the ¼-Mile Buffer

5. Shopping Transportation Service
6. Benches, Shelters, and ADA-Accessible Pathways Improvement Project
7. Travel Training & Rider Assistance Program
8. AISD transportation coordination for monthly passes

Coordinated Plan Project List (Eligible for 5310)

Below are projects that align with the needs and strategies identified in this plan and are eligible for Section 5310 funding.

Service-Based Projects

- **Shopping Transportation Service** – Provides scheduled trips for seniors and individuals with disabilities to key shopping destinations, grocery stores, pharmacies, thrift stores, and essential retail locations. This service improves access to healthy food, medication, and daily needs for riders with limited mobility or no vehicle access.

Accessibility Infrastructure Projects

- **Benches, Shelters, and ADA-Accessible Pathways Improvement Project** - Funds the installation of benches, bus shelters, and ADA-accessible pathways to improve access, safety, and comfort for seniors and individuals with disabilities. Improvements address gaps such as uneven surfaces, missing sidewalk connections, limited seating, and lack of weather protection at transit stops. Project elements include ADA-compliant shelter pads, accessible connections between sidewalks and boarding areas, curb cuts, and accessible waiting areas, supporting safe and independent transit use.

Rider Support & Technology Projects

- **Travel Training & Rider Assistance Program** - Provides travel training and rider assistance for seniors, individuals with disabilities, caregivers, and new riders. Activities include trip planning, fare payment, boarding procedures, mobility device use, and navigating transfers. This program increases rider confidence, independence, and effective use of ACT services through coordinated outreach with community partners.

Affordability Projects

- **Fare Subsidy Program for Out-of-Service Area Riders** - Subsidizes additional transportation costs for seniors and individuals with disabilities who live within city

limits but outside ACT's standard service or ADA buffer area and therefore pay higher fares. The program reduces financial barriers to accessing healthcare, employment, and essential services and promotes equitable access to transit.

- **AISD Coordinated Trip Assistance & Monthly Pass Partnership** - Establishes a coordination partnership between ACT and Amarillo ISD to improve transportation access for eligible students, including older students with disabilities. The project supports coordinated trip planning, travel training, and access to monthly transit passes, helping reduce transportation barriers and support safe, independent mobility.

Although some of these projects may qualify for potential funding through the FTA Section 5310 program, at this time they are not proposed for funding under this Section 5310 Plan. Instead, Amarillo City Transit (ACT) will address these priorities through its recent Comprehensive Operational Analysis (COA) and forthcoming systemwide route modifications. ACT will continue to ensure that the transportation needs identified through the Section 5310 coordination process are considered and incorporated into these broader service planning efforts.

- **Extended Evening Service**
- **Route #13 Mid-Day Improvement & Hour Extensions**
- **Pleasant Valley Access Expansion**

Plan Adoption and Use

This Coordinated Plan serves as the foundation for selecting and prioritizing Section 5310 projects in the Amarillo Urbanized Area. ACT will:

- Review and update this plan every 4–5 years
- Use the identified needs and gaps to guide project selection
- Ensure all funded projects are listed in Section 8 of this Plan
- Continue engaging the community through ongoing outreach

Conclusion

The transportation needs of seniors, individuals with disabilities, veterans, and low-income residents continue to grow in Amarillo. This plan outlines targeted, community-driven strategies and projects designed to expand mobility, improve accessibility, enhance coordination, and reduce barriers. ACT will use this plan to guide investment decisions, improve transit equity, and ensure federal resources address the community's highest priorities.