

DEB'S TRANSPORTATION ACTION PLAN

Area of Focus	Specific Actionable Step	Proposed Implementation Time	Metrics for Success
Regional Collaboration	Actively participate in Dallas Regional Mobility Coalition & Rockwall County Transportation Infrastructure Coalition meetings.	Ongoing (Meetings)	<p>Consistent attendance record at coalition meetings.</p> <p>Number of formal/informal meetings held with neighboring city leaders specifically on transportation.</p> <p>Identification of at least one potential joint project or shared strategy.</p>
Regional Collaboration	Initiate contact with mayors/leaders of surrounding cities to discuss shared transportation challenges and potential cooperative solutions.	Within first 6 months (Outreach)	<p>Consistent attendance record at coalition meetings.</p> <p>Number of formal/informal meetings held with neighboring city leaders specifically on transportation.</p> <p>Identification of at least one potential joint project or shared strategy.</p>

City Council Structure & Focus	Propose the creation of a new City Council subcommittee dedicated either to general transportation issues or specifically to the City's relationship with DART.	Within first 3 months	<p>Proposal formally presented to City Council.</p> <p>Council vote on establishing the subcommittee.</p> <p>Subcommittee established and begins regular meetings (if approved).</p>
Road Conditions & Maintenance	Advocate for continued and expanded funding/support for the in-house concrete and asphalt crews during budget discussions.	Ongoing (Budget Cycles & Policy Dev.)	<p>Percentage of street maintenance budget allocated to in-house crews maintained or increased.</p> <p>Formal adoption of updated street repair prioritization policies.</p> <p>Tracked reduction in backlog of critical street repairs.</p> <p>Positive trend in citizen satisfaction surveys regarding street conditions.</p>
Road Conditions & Maintenance	Support council efforts to establish clear policies/criteria for prioritizing street repairs.	Ongoing (Budget Cycles & Policy Dev.)	<p>Percentage of street maintenance budget allocated to in-house crews maintained or increased.</p> <p>Formal adoption of updated street repair prioritization policies.</p>

			<p>Tracked reduction in backlog of critical street repairs.</p> <p>Positive trend in citizen satisfaction surveys regarding street conditions.</p>
Road Conditions & Maintenance	Participate in council consensus discussions to advise the City Manager on desired sequencing for street projects, respecting operational authority.	Ongoing (Budget Cycles & Policy Dev.)	<p>Percentage of street maintenance budget allocated to in-house crews maintained or increased.</p> <p>Formal adoption of updated street repair prioritization policies.</p> <p>Tracked reduction in backlog of critical street repairs.</p> <p>Positive trend in citizen satisfaction surveys regarding street conditions.</p>
Traffic Congestion	Advocate for ongoing funding of infrastructure improvements (road widening, intersection upgrades). Advocate for putting road construction funding propositions on the ballot.	Ongoing	<p>Completion of planned road widening/improvement projects on schedule.</p> <p>Development/launch of city campaigns promoting alternative transport.</p>

			Measurable reduction in peak travel times on key corridors (long-term goal).
Traffic Congestion	Promote alternative transportation: actively encourage carpooling, walking, and bicycling through city communications and potential initiatives.	Ongoing	<p>Completion of planned road widening/improvement projects on schedule.</p> <p>Development/launch of city campaigns promoting alternative transport.</p> <p>Measurable reduction in peak travel times on key corridors (long-term goal).</p>
Traffic Congestion	Engage with DART (see DART section below) to enhance its appeal as an alternative.	Ongoing	<p>Completion of planned road widening/improvement projects on schedule.</p> <p>Development/launch of city campaigns promoting alternative transport.</p> <p>Measurable reduction in peak travel times on key corridors (long-term goal).</p>

Navigation & Flow	Support city staff evaluation and implementation of strategies like improved traffic signal coordination.	Ongoing (as projects arise)	<p>Number of intersections with optimized signal timing.</p> <p>Number of bottleneck points addressed through widening or dedicated lanes.</p> <p>Reduction in citizen complaints regarding specific traffic flow issues or dead ends.</p>
Navigation & Flow	Advocate for consideration of dedicated lanes (e.g., turn lanes) or road widening at known choke points during planning/budgeting.	Ongoing (as projects arise)	<p>Number of intersections with optimized signal timing.</p> <p>Number of bottleneck points addressed through widening or dedicated lanes.</p> <p>Reduction in citizen complaints regarding specific traffic flow issues or dead ends.</p>
Walkability & Sidewalks	Advocate during budget and planning sessions for prioritizing the construction of functional sidewalks connecting neighborhoods to retail, entertainment, and essential services, beyond just recreational trails.	Ongoing (Budget Cycles & Planning)	<p>Number of new "functional" sidewalks constructed annually.</p> <p>Increased budget allocation specifically for sidewalk connectivity projects.</p>

			Positive trend in citizen satisfaction surveys regarding walkability and sidewalk availability.
DART Relationship & Safety	Request regular meetings with Rowlett's DART board representative and DART leadership.	Within first 6 months & Ongoing	<p>Documented meetings held with DART representatives/leadership.</p> <p>Specific safety measures implemented by DART in response to advocacy.</p> <p>Documented outcomes of negotiations regarding financial/service benefits.</p> <p>Improved citizen perception and satisfaction regarding DART safety and value (via surveys).</p>
DART Relationship & Safety	Clearly articulate citizen safety concerns to DART and advocate for specific, measurable improvements within Rowlett (e.g., increased security presence, better lighting).	Within first 6 months & Ongoing	<p>Documented meetings held with DART representatives/leadership.</p> <p>Specific safety measures implemented by DART in response to advocacy.</p> <p>Documented outcomes of negotiations regarding financial/service benefits.</p>

			Improved citizen perception and satisfaction regarding DART safety and value (via surveys).
DART Relationship & Safety	Engage in negotiations/discussions with DART to maximize the financial and practical benefits Rowlett receives for its contribution (e.g., service levels, amenities).	Within first 6 months & Ongoing	<p>Documented meetings held with DART representatives/leadership.</p> <p>Specific safety measures implemented by DART in response to advocacy.</p> <p>Documented outcomes of negotiations regarding financial/service benefits.</p> <p>Improved citizen perception and satisfaction regarding DART safety and value (via surveys).</p>