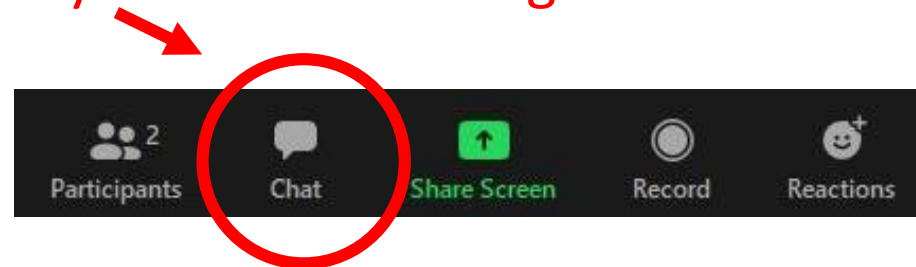


# Welcome

The Southern Dallas County Transit Study Project Advisory Committee (PAC) meeting will begin shortly.

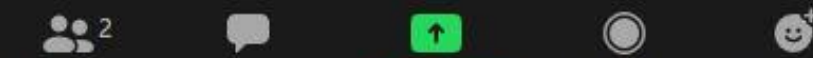
Please enter your name and organization in the chat box.



# THANK YOU



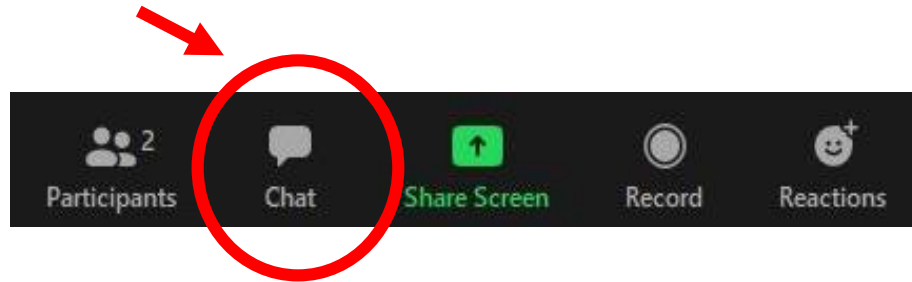
North Central Texas  
Council of Governments



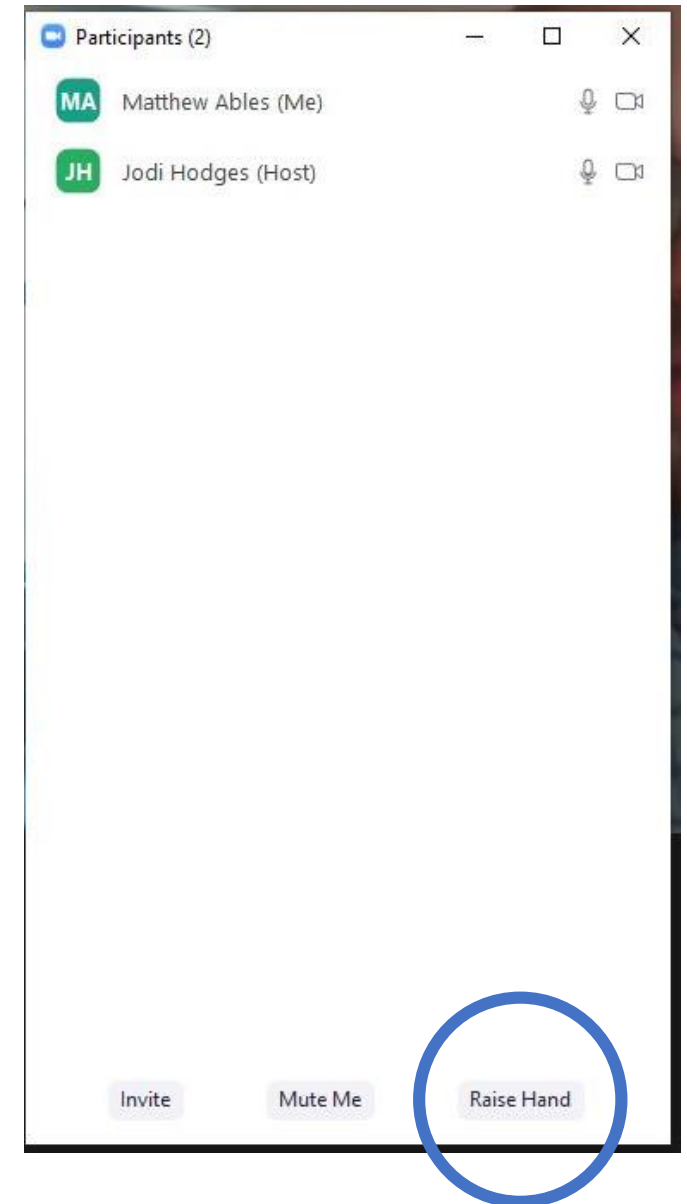
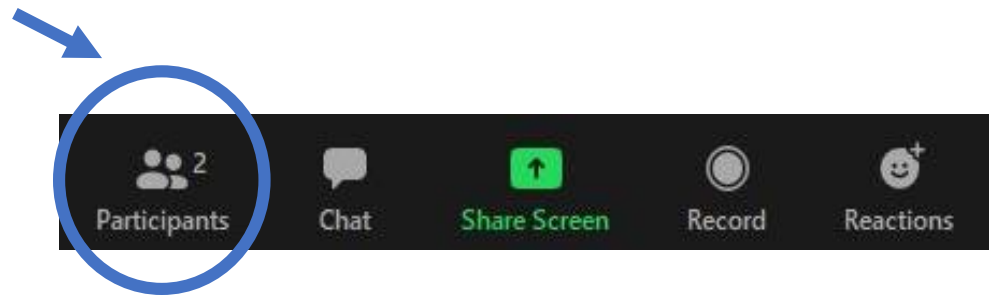
# Welcome

## Meeting Protocols

- Please enter your name and organization into the **Chat Box**. You may also use this feature for questions and comments.



- Participants are muted during the presentation. You may also use the **Raise Your Hand** feature for questions and comments.





North Central Texas  
Council of Governments

**North Central Texas Council of Governments (NCTCOG)**

# **SOUTHERN DALLAS COUNTY TRANSIT PLANNING STUDY**

**PROJECT ADVISORY COMMITTEE (PAC)**

**JULY 8, 2020**

# AGENDA

- Welcome/Introductions
- Study Purpose and Scope
- Current State of Transit in Dallas County
- Existing Freight Services
- Demographic Information and Market Analysis
- Next Steps

# STUDY PURPOSE

- Develop a comprehensive approach for planning and strategic implementation of transit and mobility services in Southern Dallas County focused on:
  - Internal and regional connections
  - Increased transportation options and innovation
  - People and goods movement
  - Implementation strategies
  - Feasible funding options
  - Private sector participation

[www.sdctransitstudy.com](http://www.sdctransitstudy.com)

# STUDY AREA

## Southern Dallas County

### Cities:

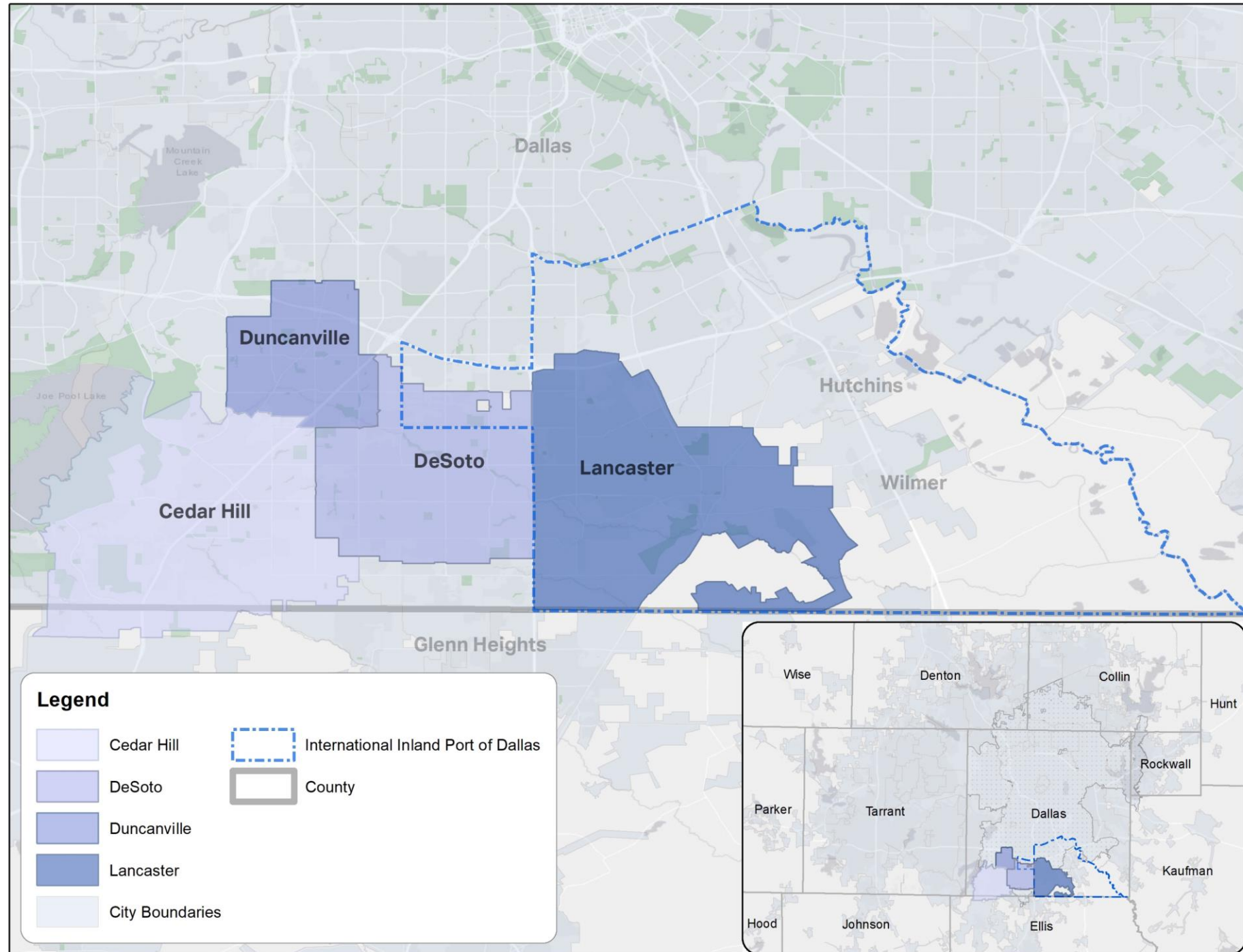
- Cedar Hill
- DeSoto
- Duncanville
- Lancaster

## International Inland Port of Dallas

### Transit Agencies

- DART
- STAR Transit

\* Cities requesting planning assistance



# WHY THIS STUDY AND WHY NOW?

- Limited transit and mobility options in Southern Dallas County
  - Improve mobility within Southern Dallas County
  - First/last mile connections
  - Regional connections
- Growing job center of distribution centers, manufacturing operations, retail, higher education, medical and professional services
- Develop scenarios for near term implementation
- Opportunity to address impacts of COVID-19 on transportation in the area

# STUDY PURPOSE

## Public/Stakeholder Engagement

- Project Advisory Committee
- Public engagement via partner agencies

## Comprehensive Transit Needs Assessment

- Existing transit systems/planned improvements
- Transit service needs and market assessment

## Scenario Development and Evaluation

- Ranging from minimum improvement to maximum visionary
- Focused on near-term solutions
- Conceptual Cost Development

## Funding Plan

- Identify full range of revenue sources
- Provide input on legislature-enabled funding sources

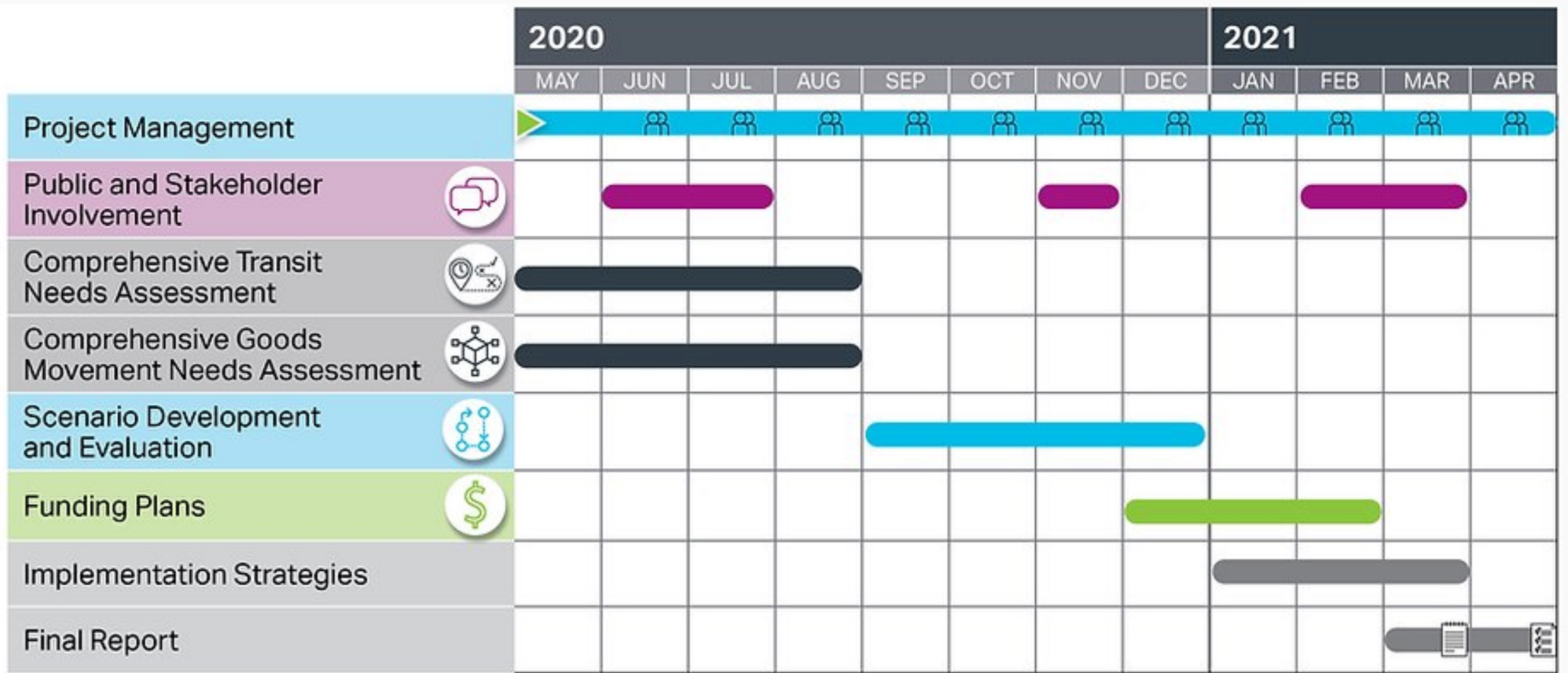
## Implementation

- Strategy for governance structure
- Any strategies for consideration by Legislature

- 12 Month Schedule
- October 1 Deadline for Texas Legislature Input
  - Funding
  - Implementation



# SCHEDULE



▶ Kick off meeting
👥 Monthly Project Team Meeting
📄 Draft Report
📄 Final Report

# PUBLIC ENGAGEMENT

- PAC Meetings
- Public Meetings
- Project Website and Social Media
- Online Survey
- Visioning Workshop
- Transit Funding and Governance Workshop



## WHAT IS THE ROLE OF THE PAC?

- Provide input on project plans and approach
- Provide ongoing guidance throughout the study
- Provide strategic direction
- Inform the community about the project



## QUESTIONS TO CONSIDER

- What are the top three mobility issues in the Southern Dallas County area?
- Where do mobility gaps and challenges occur?
- How would you define success for the project?

# RECENT STUDIES / TRANSPORTATION MANAGEMENT ASSOCIATION

## City Plans

- Cedar Hill – Comprehensive Plan, 2008
- DeSoto – Comprehensive Plan, 2015
- DeSoto Strategic Public transportation Planning Study, 2011
- Duncanville Comprehensive Plan, 2012
- Duncanville Mainstreet Plan
- Lancaster Airport Sector Plan and LanPort Zoning District and Development Standards, 2008

## International Inland Port of Dallas Plans

- Southern Dallas County Infrastructure Analysis, 2012
- International Inland Port of Dallas (IIPOD) Update, 2015
- IIPOD Competitive Assessment and Opportunities Study  
task 1: Existing and Projected Cargo Volumes

## Dallas Regional Chamber

- Southern Dallas Inland Port Employer and Employee Survey

## NCTCOG

- Regional On-Board Survey, 2014
- UNT Dallas Area Context Sensitive Transportation Study, 2011



# ACCESS NORTH TEXAS

## 2018 Plan Background & Strategy

Identify strategies to improve transportation access for seniors, individuals with disabilities, and individuals with lower incomes

Specify strategies to increase efficiency, eliminate duplication, and mitigate risk

Meet federal and state requirements

Approved by the Regional Transportation Council in March 2018

## Access North Texas Plan Recommendations

Availability	Affordability
Address Gaps in Service	Increase affordability of fares for individuals most in need
Explore non-traditional ways to deliver public transit	Integrate transit funding sources
Simplicity	Advocacy
Improve seamlessness for regional trips	Recruit influential champions for public transit
Pursue simplified regional fares	

[www.AccessNorthTexas.org](http://www.AccessNorthTexas.org)

## Dallas County Strategies

**Assess  
community needs**

**Expand service**

**Expand transit for  
underserved  
populations**

**Utilize local  
partnerships**

**Improve  
coordination  
between  
providers**

**Continue travel  
training**

**Continue targeted  
marketing**

**Embrace a no-  
wrong-door  
approach**

**Integrate funding  
for efficient,  
affordable transit**

**Work with 2-1-1**

**Provide transit  
information in  
multiple languages**

**Support  
champions of  
public  
transportation**

**Increase  
accessibility of bus  
stops and paths to  
transit**

# MOBILITY 2045 TRANSIT RECOMMENDATIONS

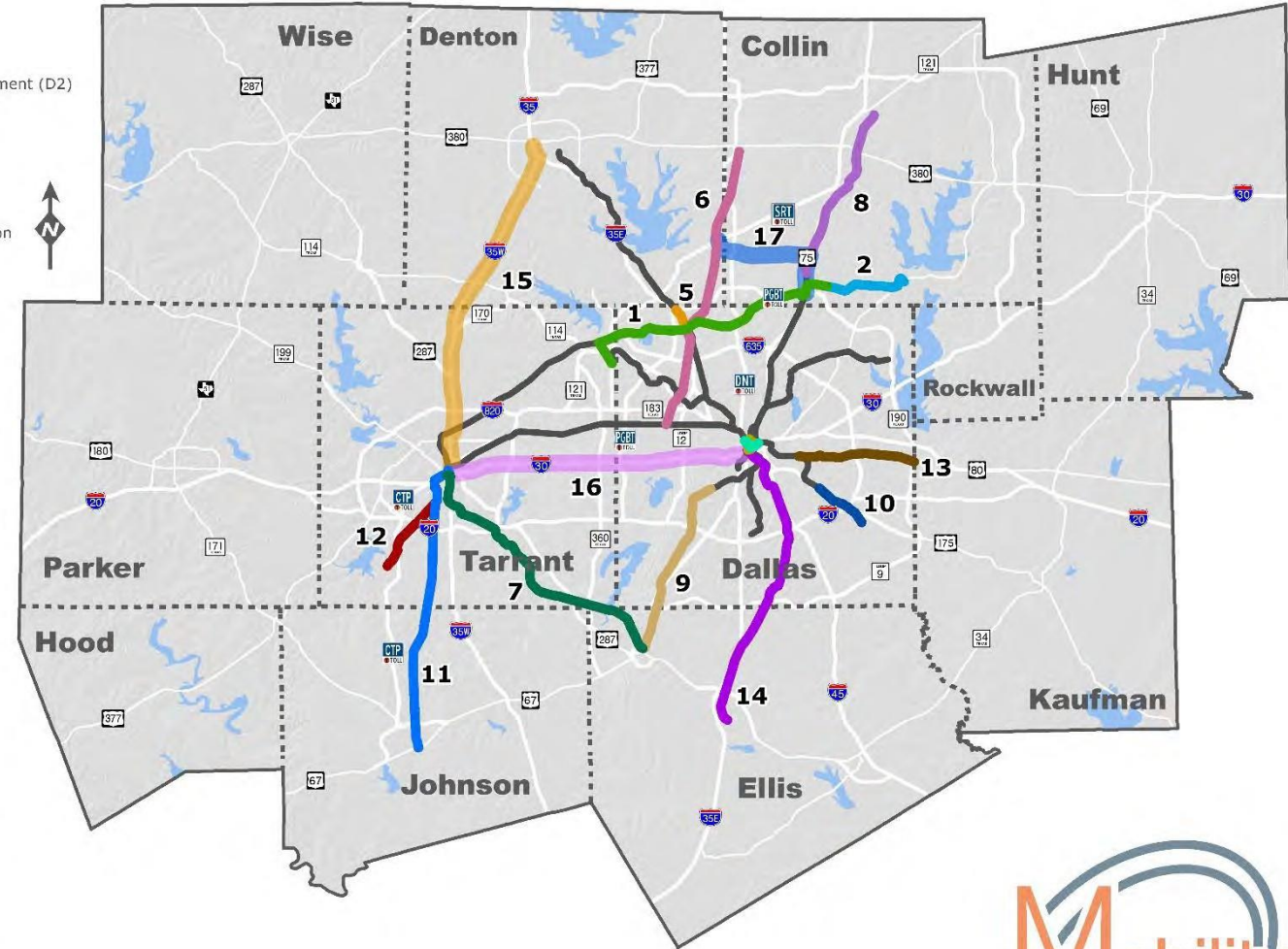
## Transit Corridor Projects

- Rail**
- 1 - Cotton Belt
  - 2 - Cotton Belt East Extension
  - 3 - Downtown Dallas Second Alignment (D2)
  - 4 - Dallas Streetcar (Central Link)
  - 5 - A-train South Extension
  - 6 - Frisco Line
  - 7 - Mansfield Line
  - 8 - McKinney Line
  - 9 - Midlothian Line
  - 10 - Green Line Southeast Extension
  - 11 - Cleburne Line
  - 12 - Southwest TEX Rail
  - 13 - Scyene Line
  - 14 - Waxahachie Line
- High-Intensity Bus**
- 15 - IH 35W Express
  - 16 - IH 30 Express
  - 17 - Spring Creek Parkway
- Existing Rail

Dallas CBD



Fort Worth CBD





# INLAND PORT TRANSPORTATION MANAGEMENT ASSOCIATION (TMA)

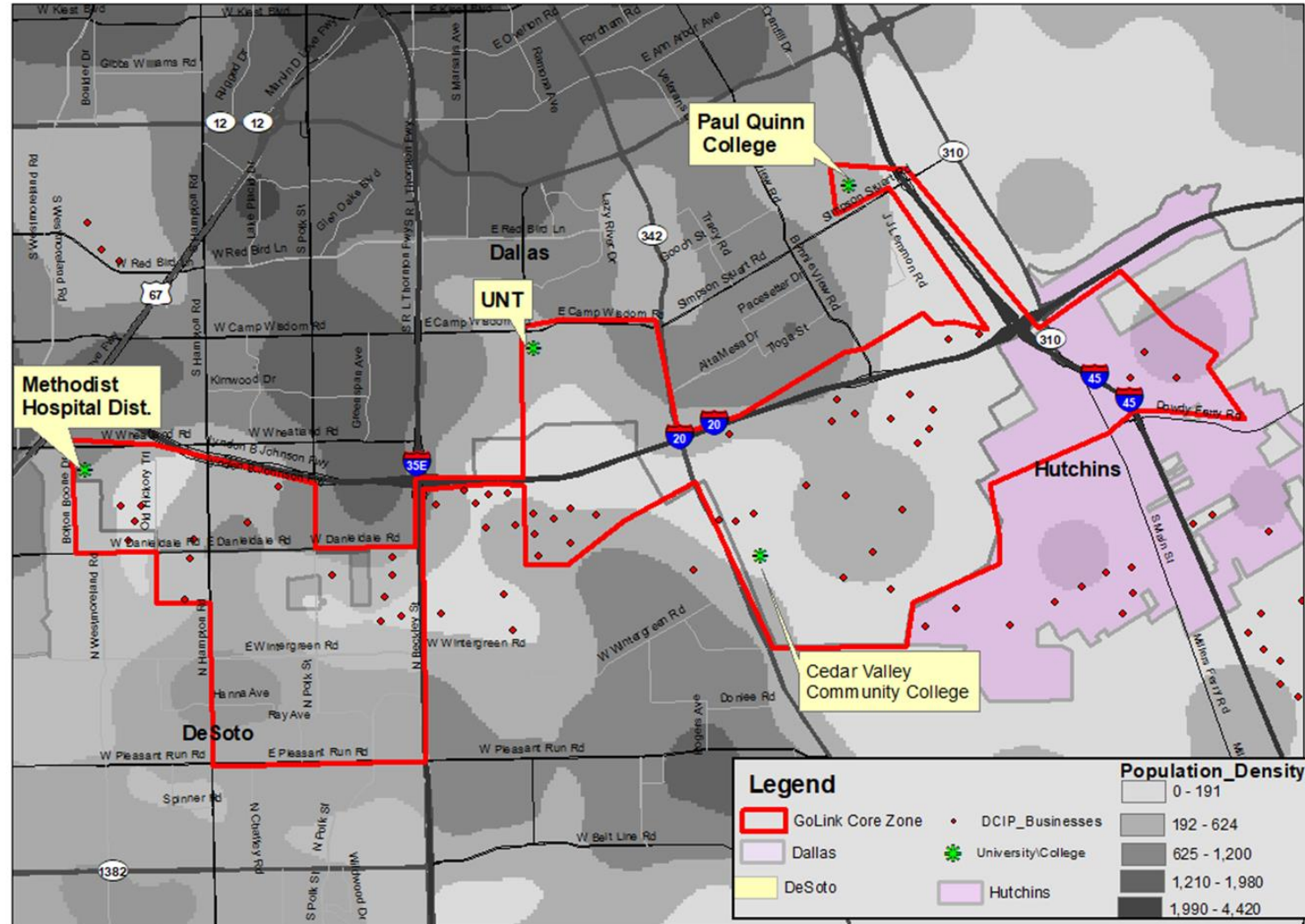
- Formed in 2018 to provide transportation opportunities throughout the Inland Port
- Membership formed by employers, developers, building owners and local governments from the services
- Funded through a one-time NCTCOG – CMAQ grant and membership dues
- Developing service planning options to address mobility needs in the Inland Port area

# INLAND PORT TRANSPORTATION MANAGEMENT ASSOCIATION (TMA)

- Access to TMA services requires that any City be a dues paying member of the Inland Port TMA
- Businesses requesting access to Inland Port Transportation will also require dues paying member in the TMA

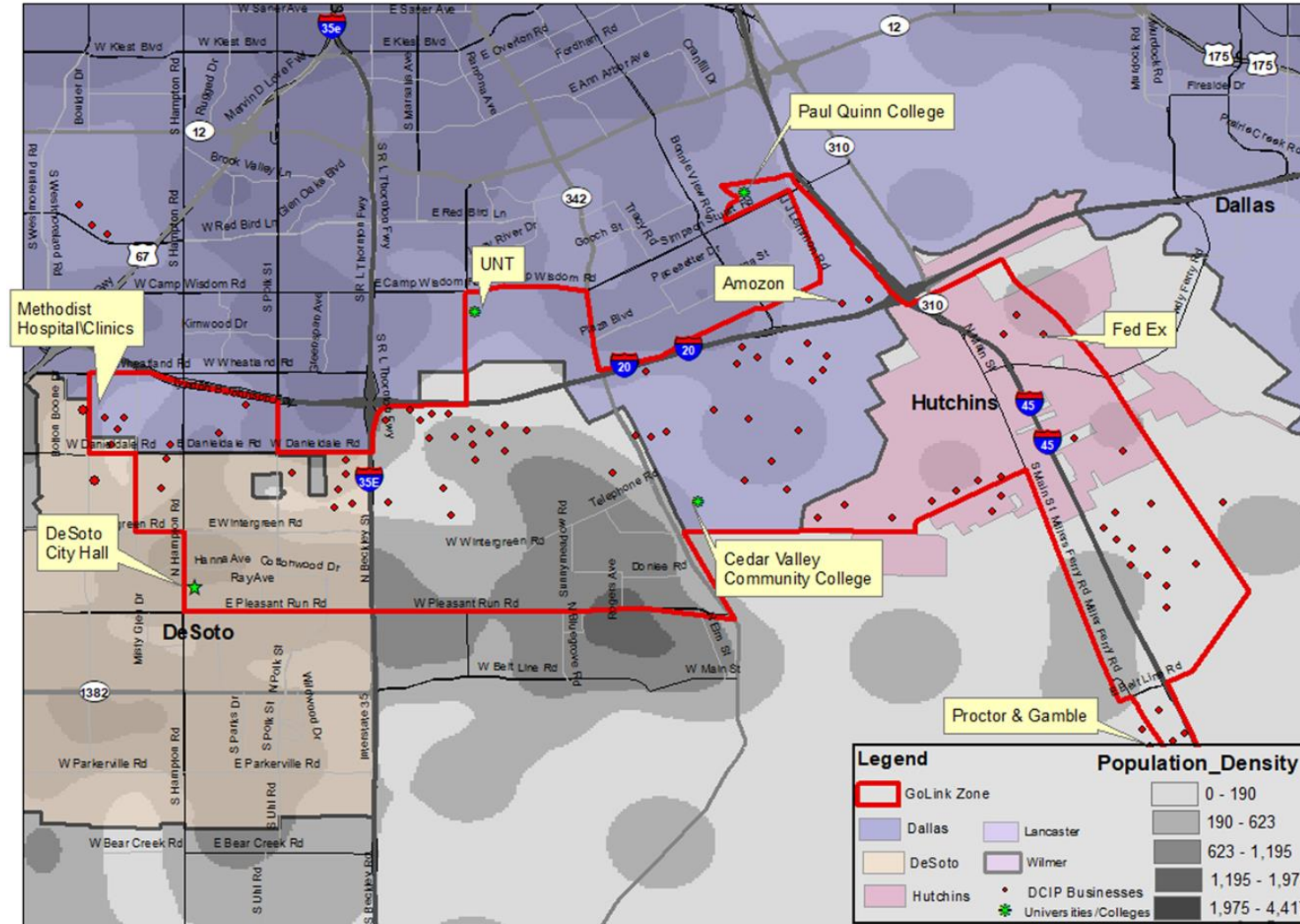
# INLAND PORT TRANSPORTATION MANAGEMENT ASSOCIATION (TMA)

## Option A: GoLink and Inland Port Rides(IPR) For Member Cities Only



# INLAND PORT TRANSPORTATION MANAGEMENT ASSOCIATION (TMA)

## Option B: GoLink and IPR for all Cities and Businesses



# SERVICE PROVIDERS IN THE STUDY AREA



Fixed route, GoLink, light rail and express bus services in the area

[www.dart.org](http://www.dart.org)



Fixed route and on-demand service in Desoto and Hutchins with connections to DART UNT-Dallas station

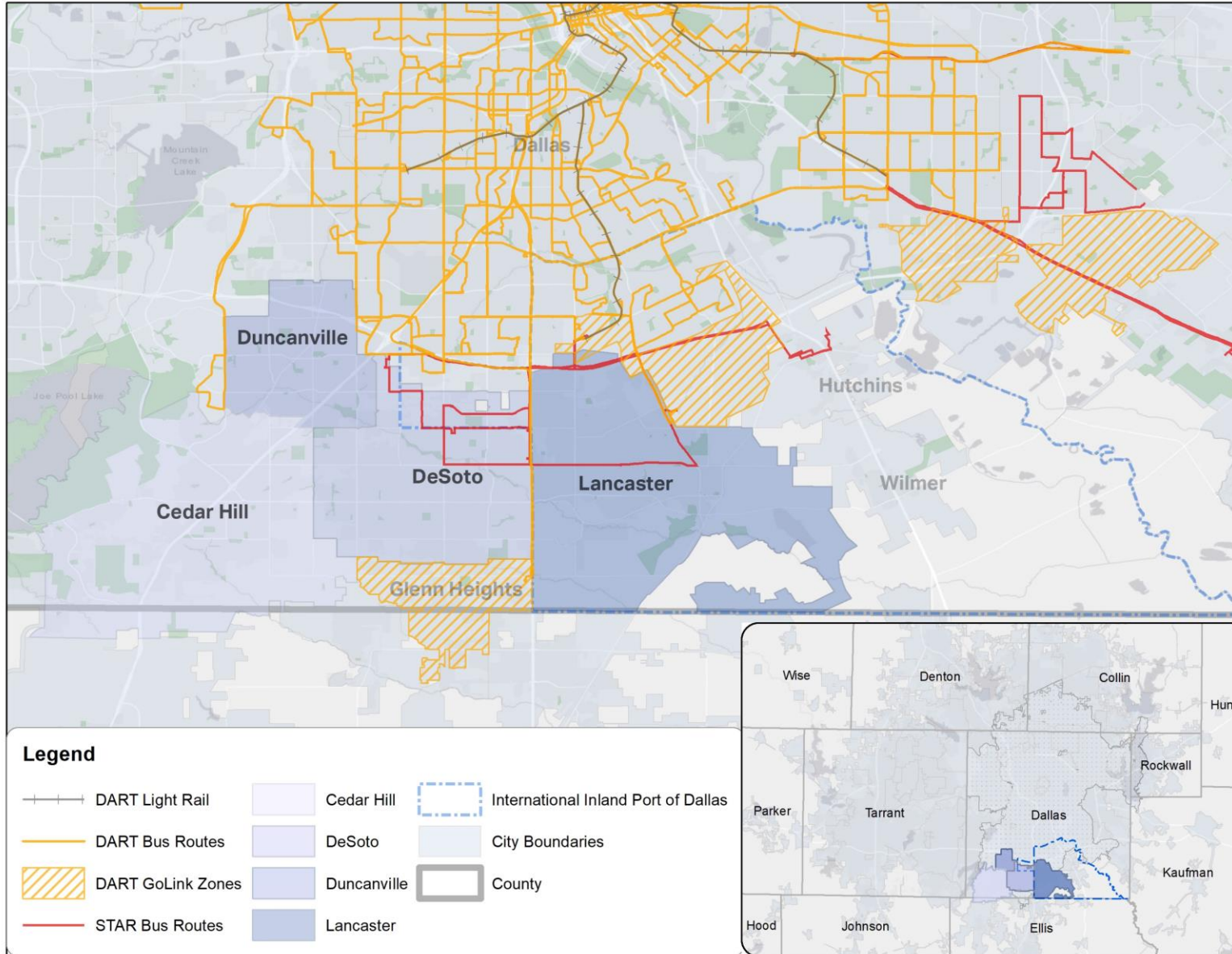
[www.startransit.org](http://www.startransit.org)



On Demand Service providing rides to work – connections at designated pick-up points are at the DART Ledbetter, Westmoreland, and UNT Dallas Stations.

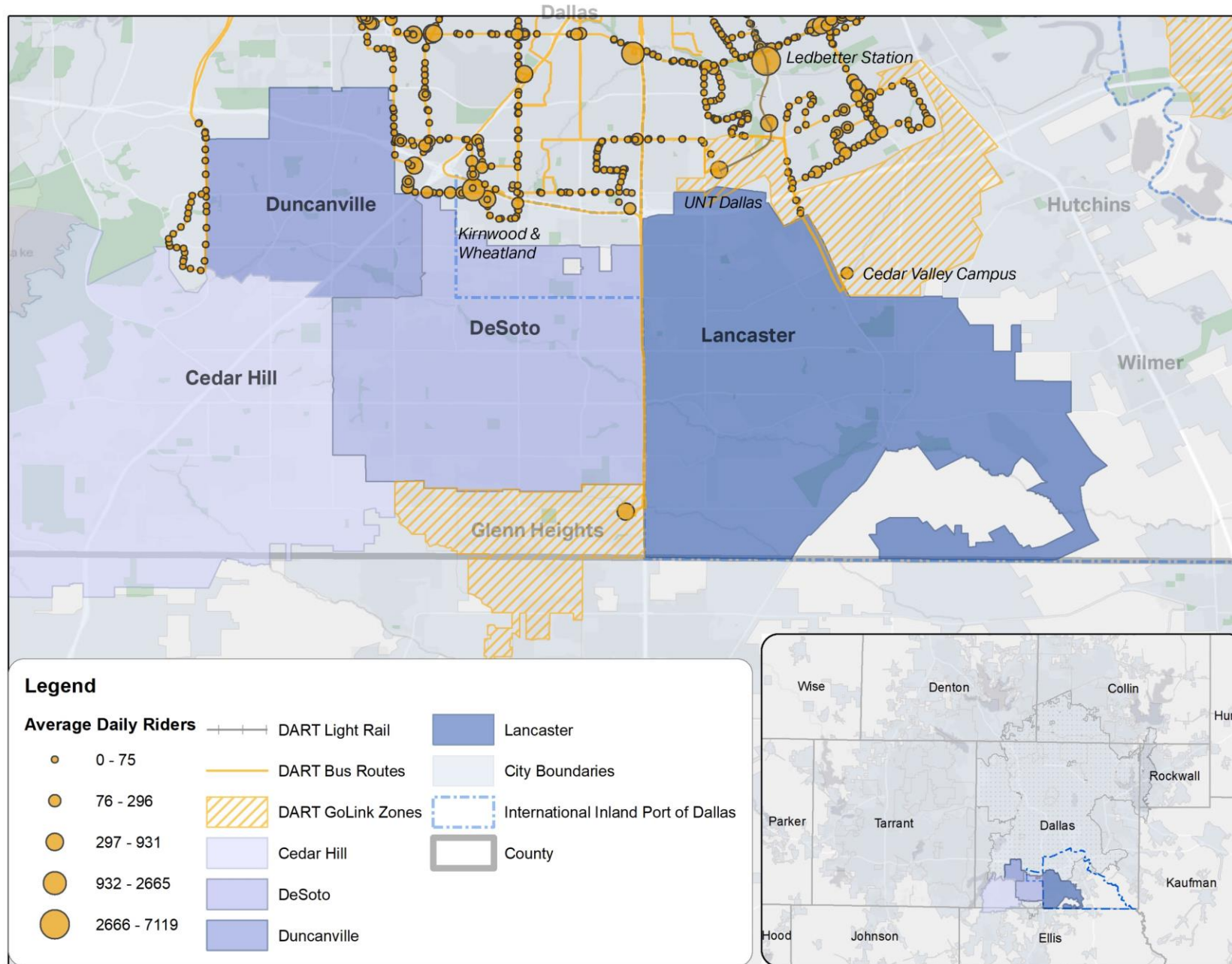
[www.unitedwayaccelerator.org/fellow/southern-dallas-link/](http://www.unitedwayaccelerator.org/fellow/southern-dallas-link/)

# TRANSIT SERVICE IN THE AREA



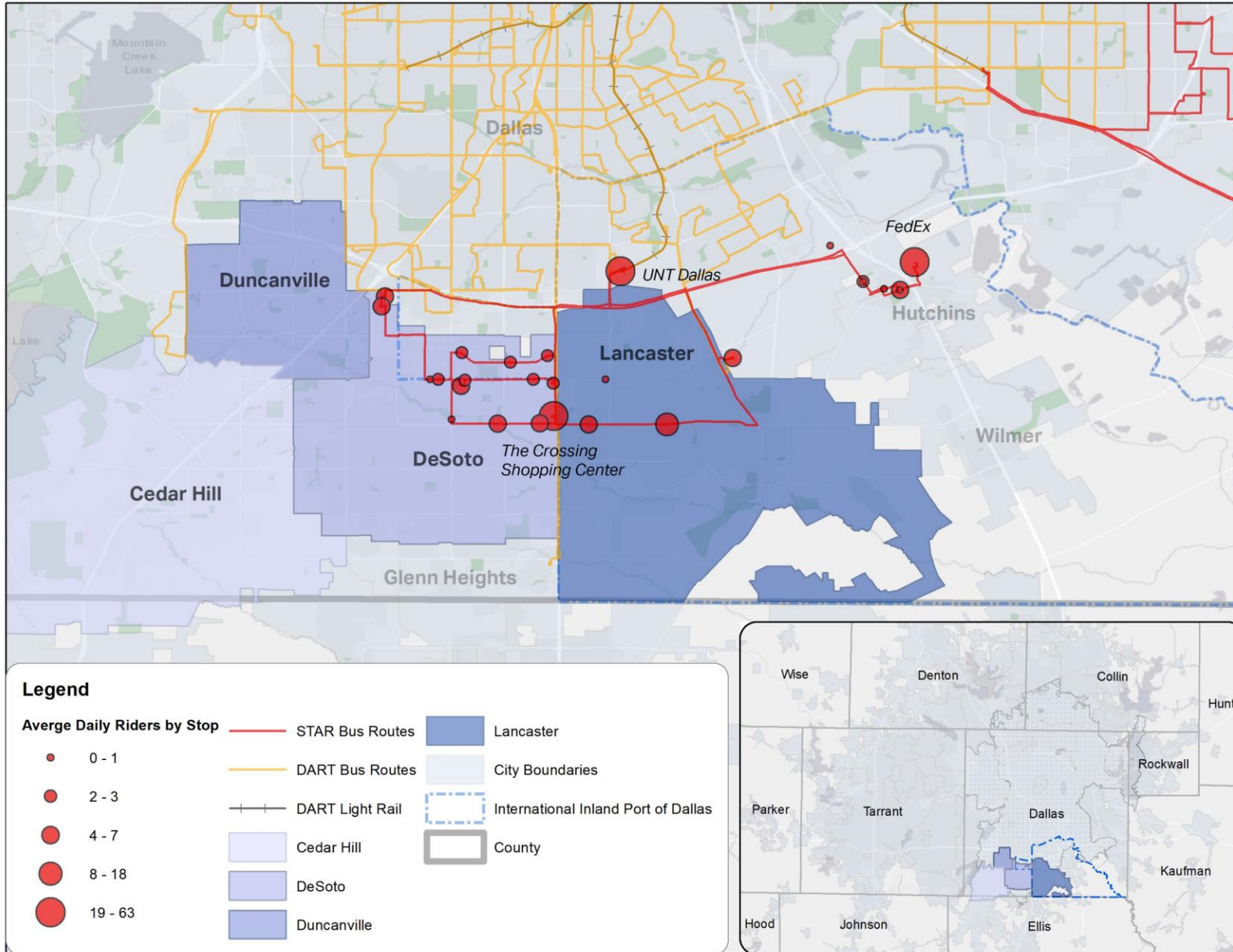
Source: DART, STAR, NCTCOG

# DART STOPS AND LRT STATION- BOARDINGS



Source: DART, NCTCOG

# STAR TRANSIT BUS STOPS - BOARDINGS

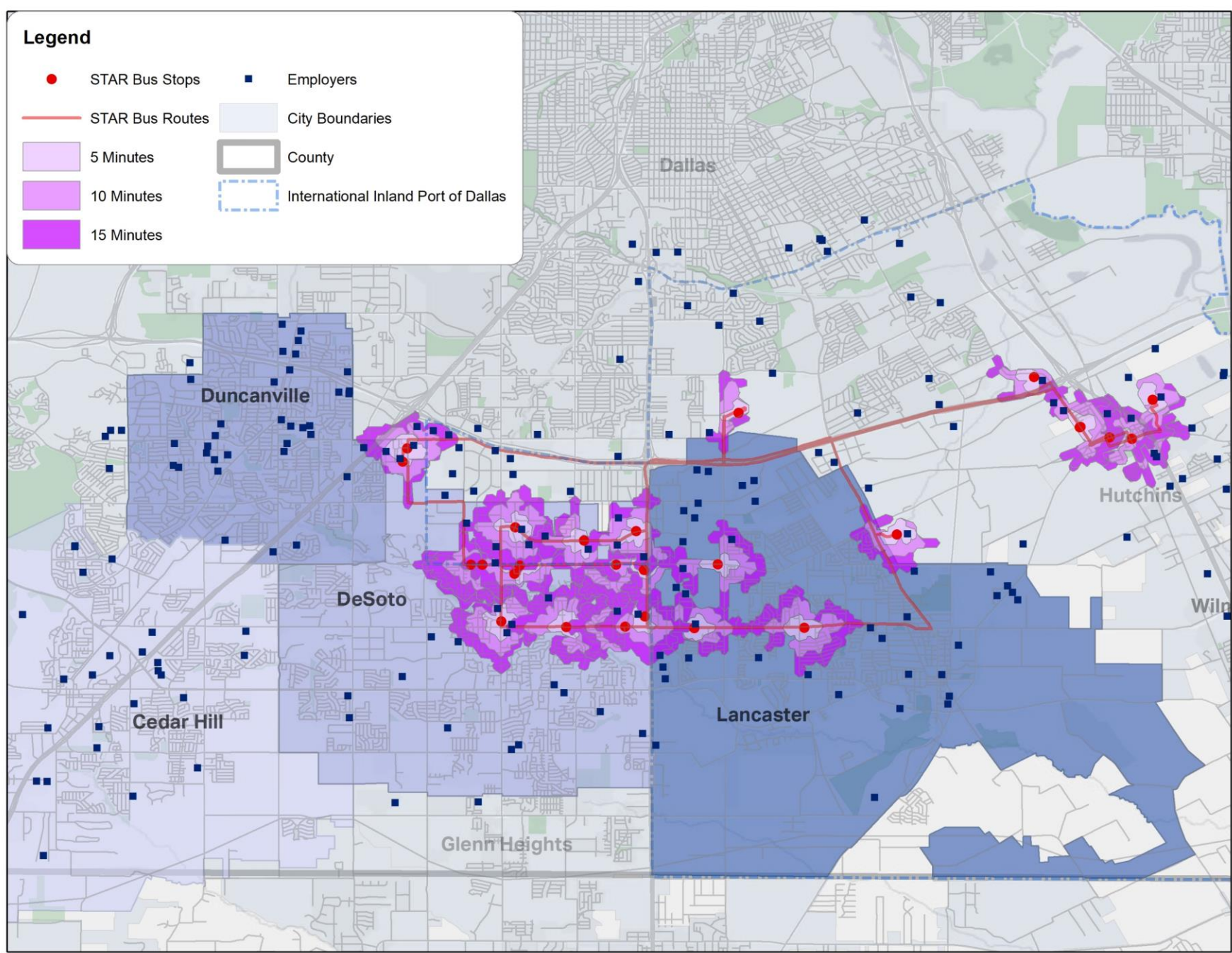


Source: STAR Transit, NCTCOG



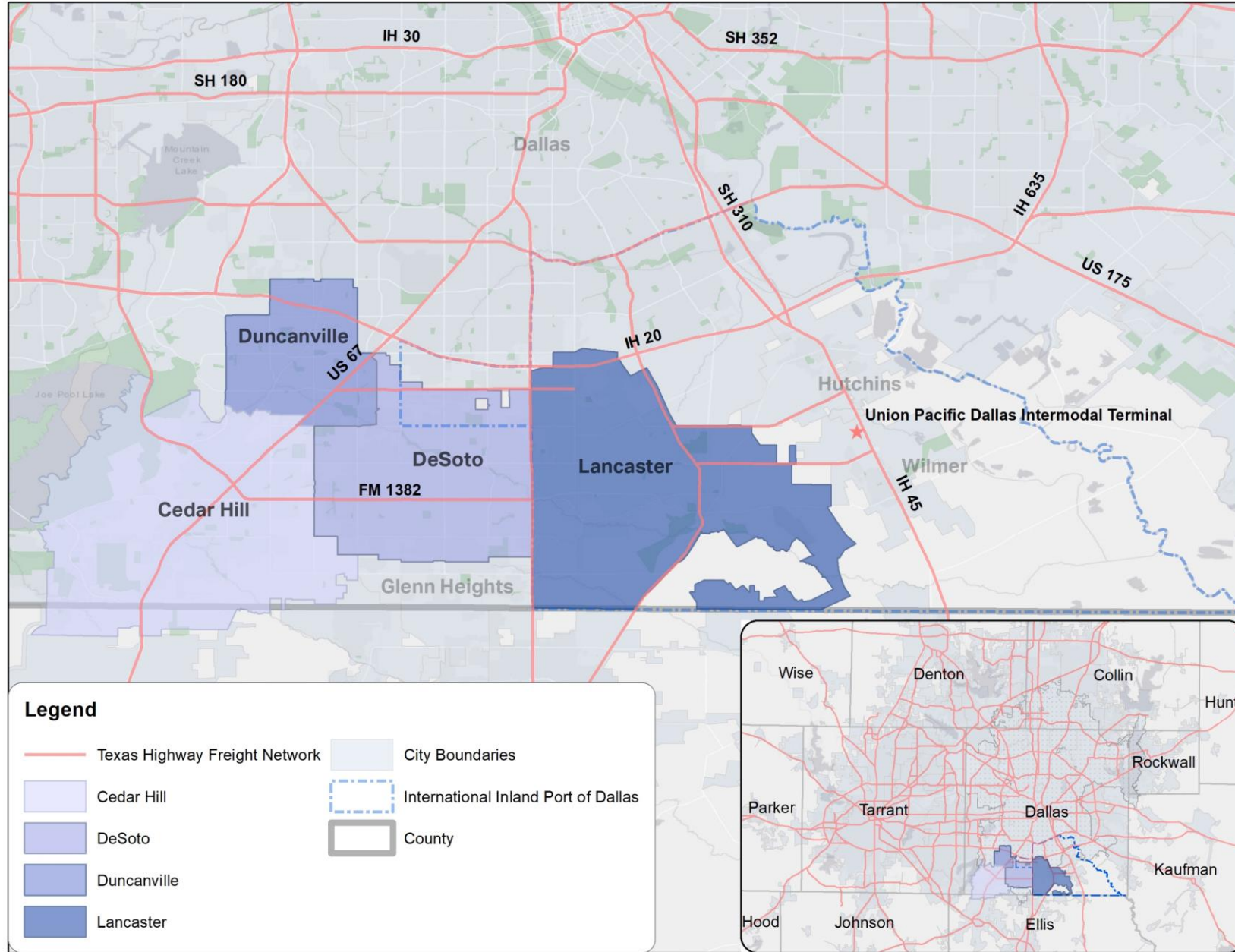
# STAR TRANSIT FIXED ROUTE STOPS WALKABILITY

Top Ten Largest Employers within 15 min walk from Stops on Fixed Routes	# Employees
Methodist Charlton Medical Center	1,821
FedEx Distribution Center	750
Walmart Supercenter	600
Kohl's eFulfillment Center	400
Solar Turbines Inc	350
City of DeSoto	350
Oak Creek Homes	280
Cedar Valley College	260
Diab	240
Williamsburg Village Nursing Center	210



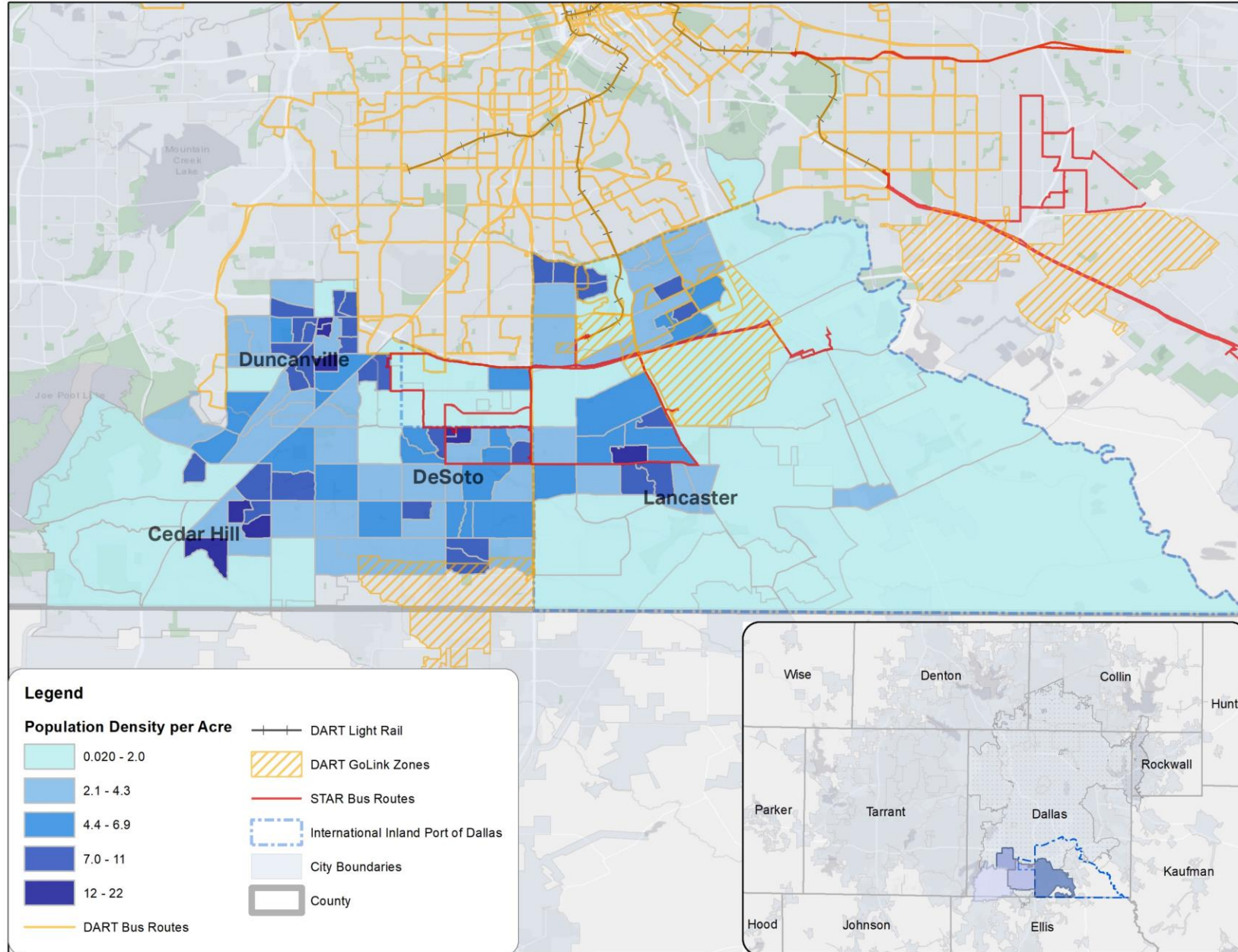
Source: STAR Transit, NCTCOG

# FREIGHT SERVICES

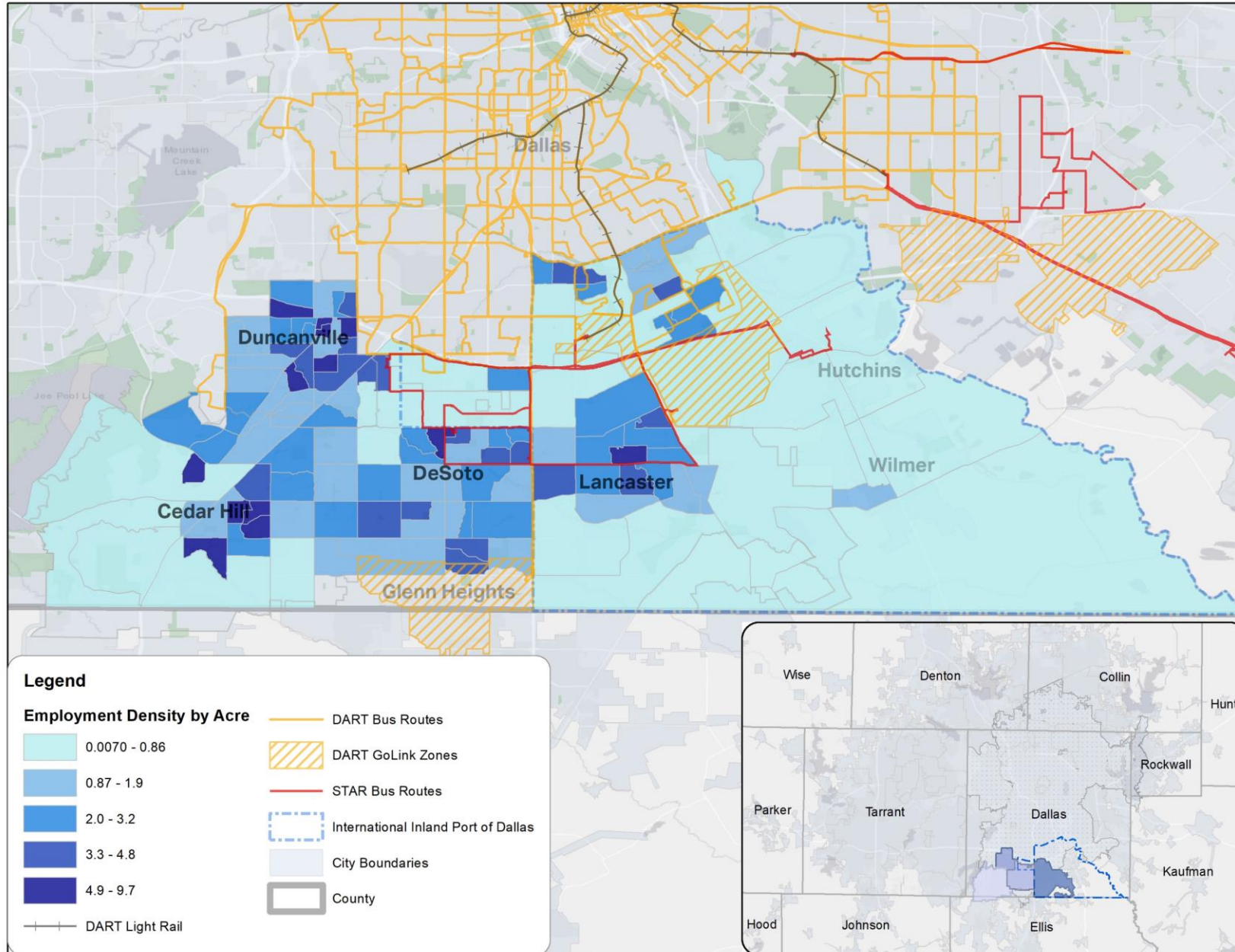


Source: NCTCOG, TxDOT

# POPULATION DENSITY

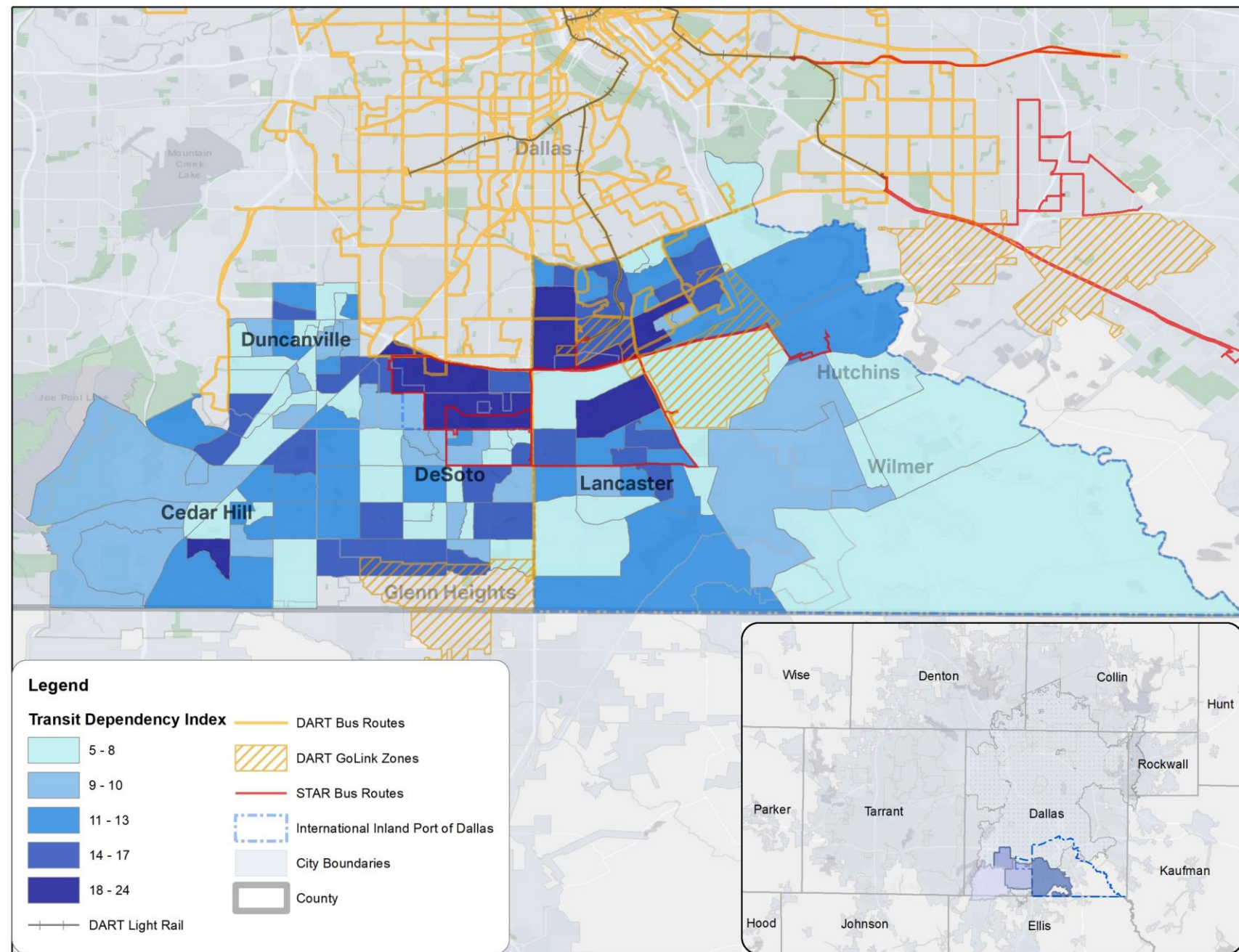


# EMPLOYMENT DENSITY



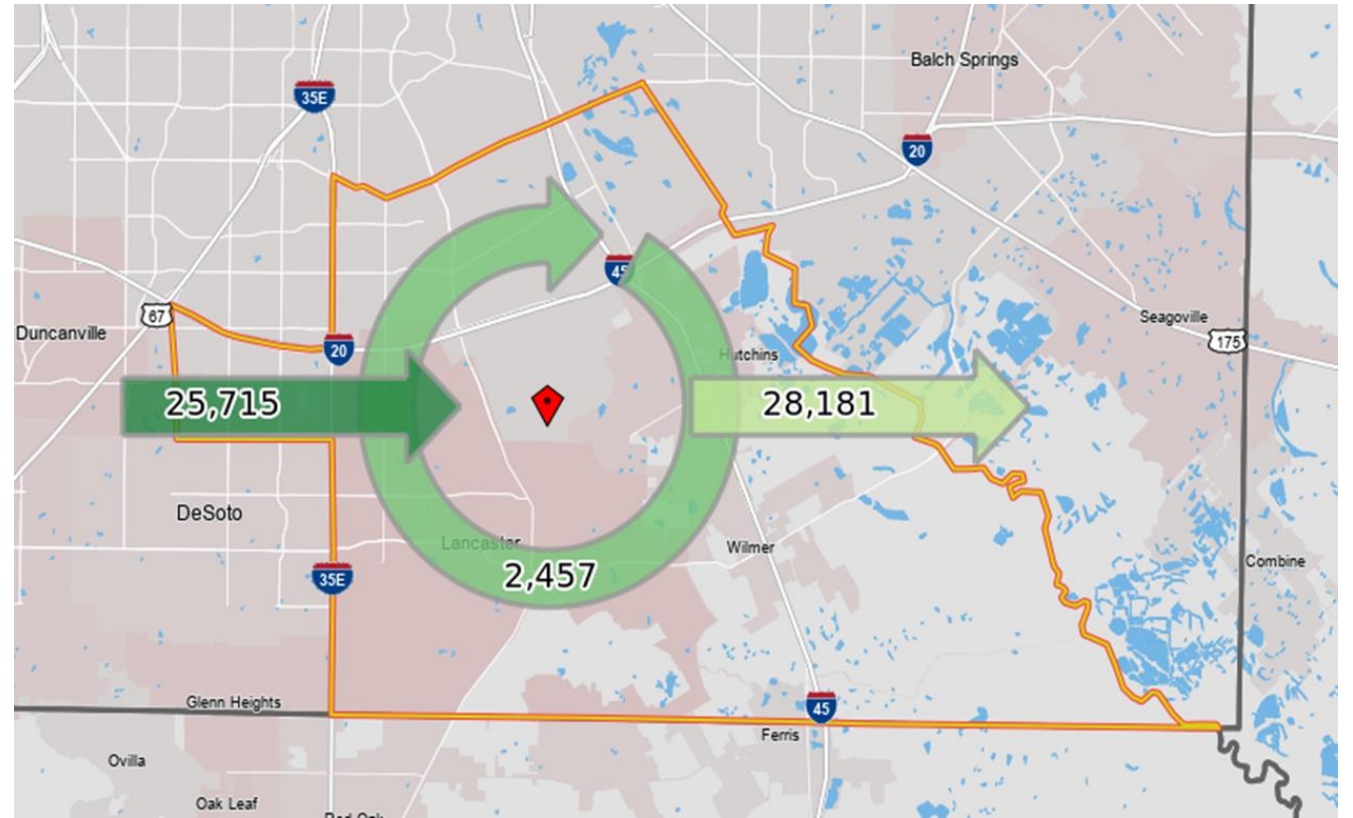
# TRANSIT DEPENDENCY INDEX

- Overlays U.S. Census demographic data:
  - Youth – Population Under 24
  - Elderly – Population Over 65
  - Persons with income below poverty
  - Persons with a disability
  - Households with no vehicle access



# TRAVEL PATTERNS

Inflow/Outflow Job Counts in 2017



Source: NCTCOG, US Census Bureau LEHD 2017

# TYPES OF MOBILITY IMPROVEMENTS

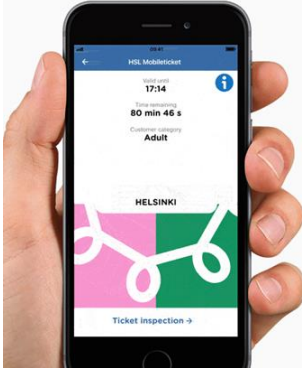


Whim covers all your journeys

How it works

- Public transport
- Taxi
- Car
- City Bike

- 1 Choose how you want to travel
- 2 Grab a ticket
- 3 You're ready to go!



# IMPACTS of COVID-19

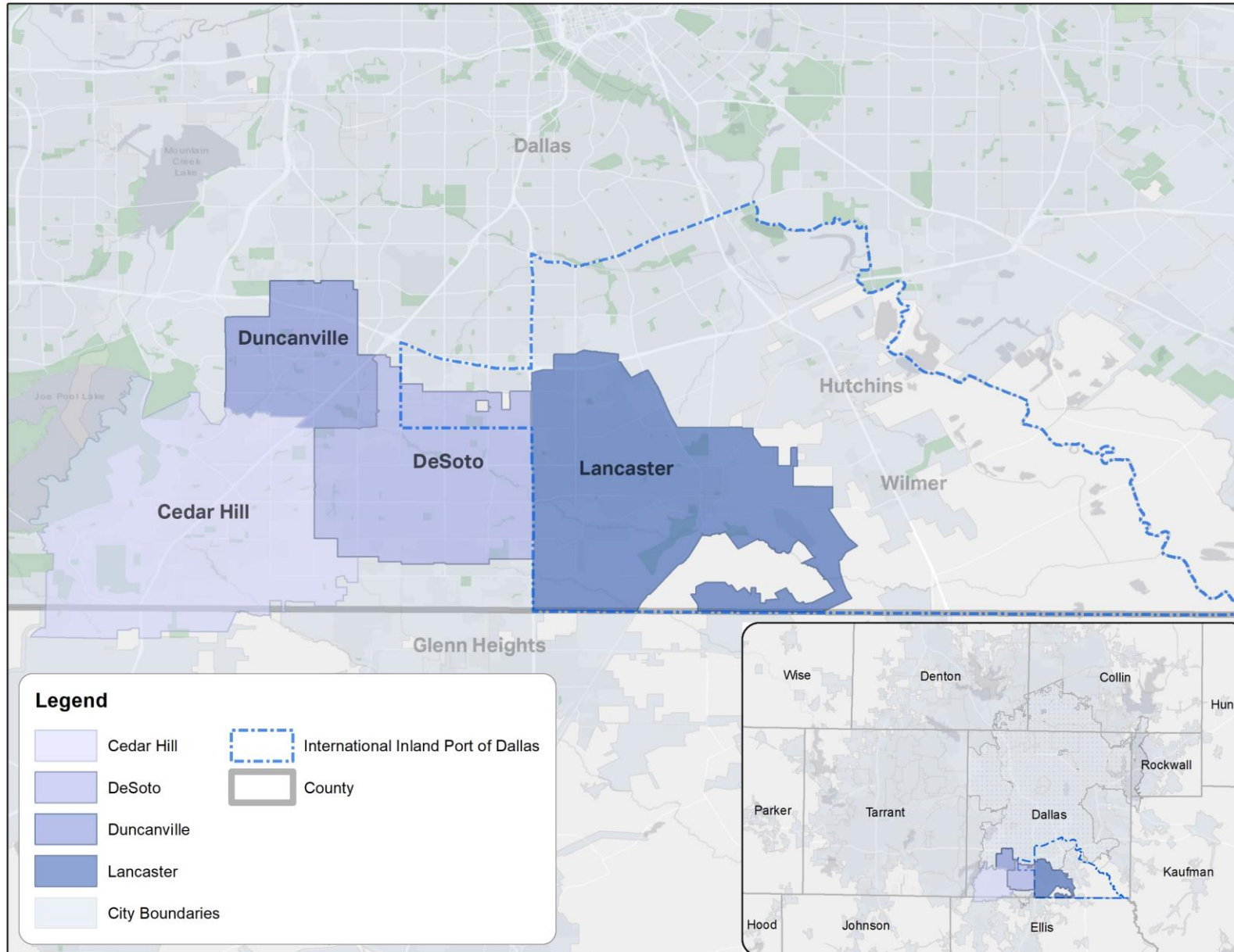
- Potential for less transit demand
  - Fewer total trips generated
  - Social distancing concerns
  - Greater use of technology
  - Less roadway volume (less congestion)
- Possible funding implications
  - Less sales tax generated
  - Less motor fuel tax generated
- Possible land use implications
- Long-term implications unknown



# NEXT STEPS

- Comprehensive Transit Needs Assessment
  - Existing Conditions
  - Market Analysis
- Goods Movement Needs Assessment
- Public Meeting in August
- Online Survey in the Fall
- Next PAC Meeting – Fall/Winter

# QUESTIONS & OPEN DISCUSSION



# THANK YOU!

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