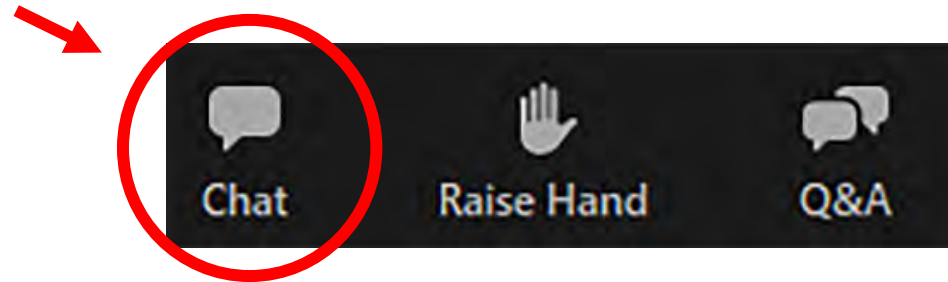


Welcome

The Southern Dallas County Transit Study public meeting will begin shortly.

Please enter your name and organization in the chat box.



THANK YOU



**North Central Texas
Council of Governments**

How to Participate

There are a few ways you can participate in today's meeting.

– Raise Hand

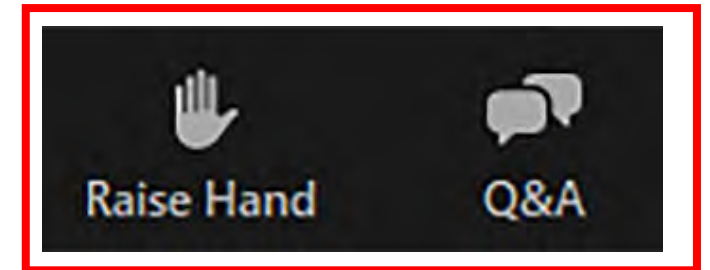
- Virtually raise your hand to notify a team member that you have a question.
- We will unmute you to ask it live or we will message you through Chat if you prefer for a team member to ask it on your behalf.

– Q&A

- Type your question in Q&A to be answered by a member of our team.

You should see these functions at the bottom of your screen.

(Raise Hand, Q&A)



POLLING QUESTION

What city do you live in?

- A. Cedar Hill
- B. DeSoto
- C. Duncanville
- D. Lancaster
- E. Dallas
- F. Other surrounding city



North Central Texas
Council of Governments

North Central Texas Council of Governments (NCTCOG)

SOUTHERN DALLAS COUNTY TRANSIT PLANNING STUDY

PUBLIC MEETING

SEPTEMBER 24, 2020

AECOM



SPEAKERS

- **Katrina Keyes** – K Strategies
- **Dan Kessler** – NCTCOG, Assistant Director of Transportation
- **Shannon Stevenson** – NCTCOG, Senior Program Manager Transit Management and Planning
- **Andrew Ittigson** – AECOM

AGENDA

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

PREVIOUS PLANNING EFFORTS

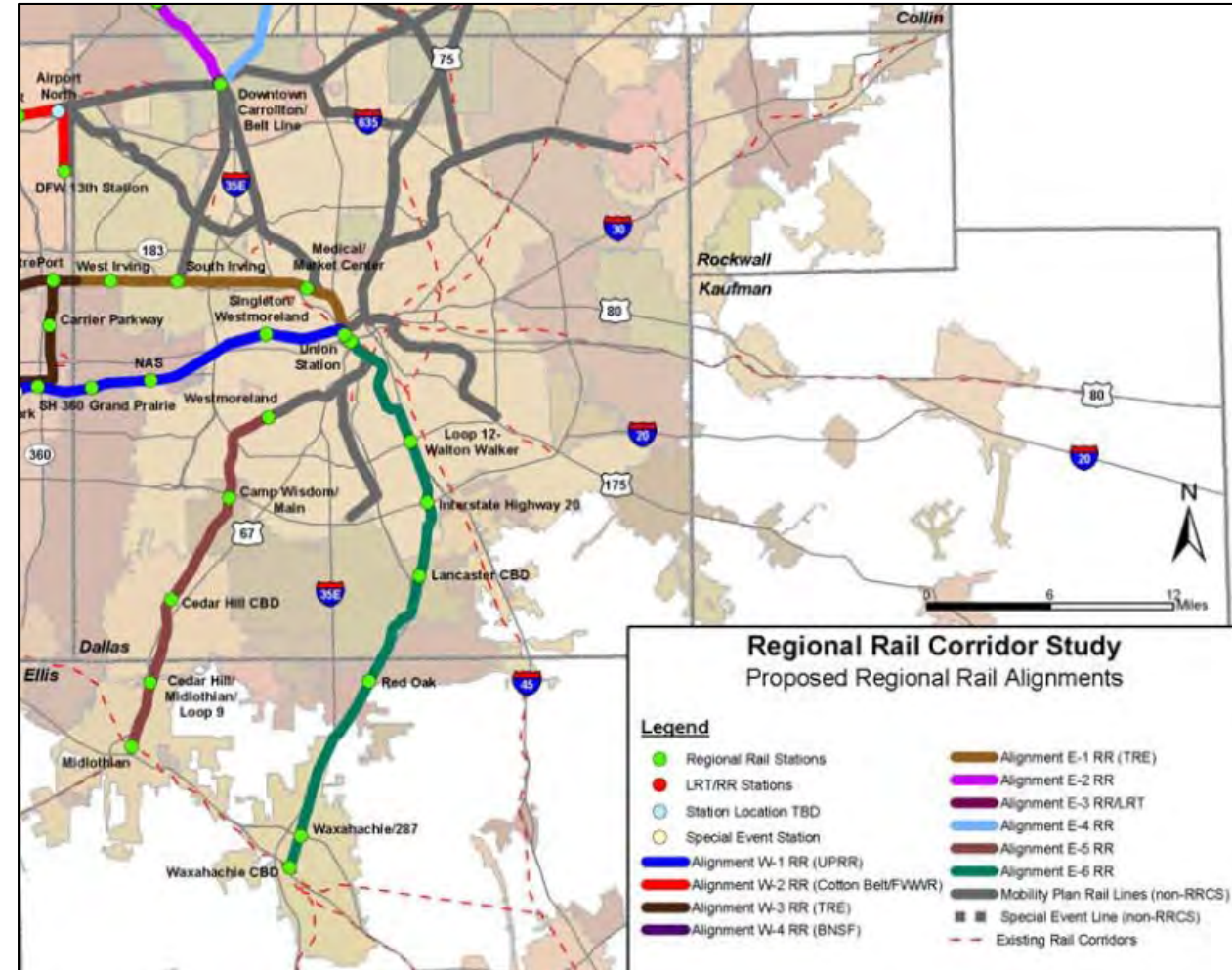
Many previous planning studies focused on bringing passenger rail to the area

Using Freight Railroads for ROW

High Capital Cost

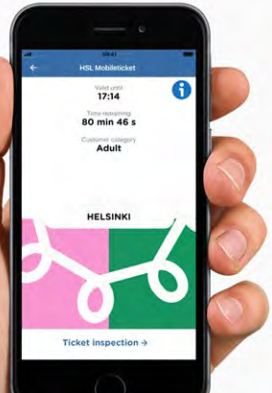
Lower Frequency

High Passenger Capacity



TYPES OF MOBILITY IMPROVEMENTS IN THE NEAR TERM

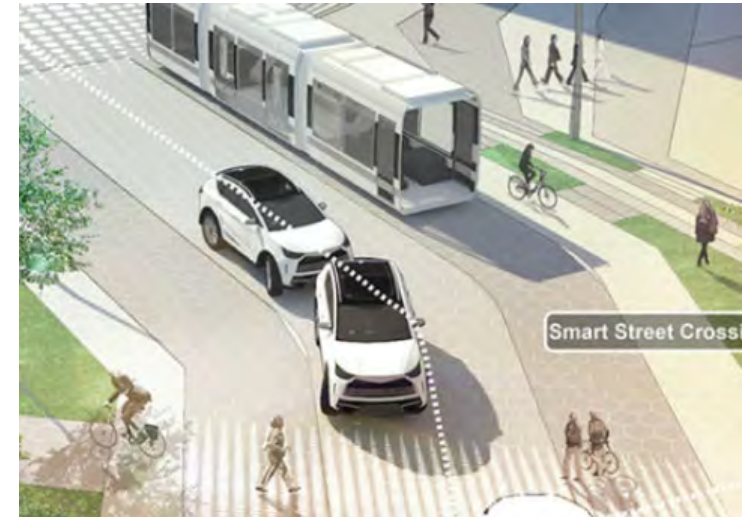
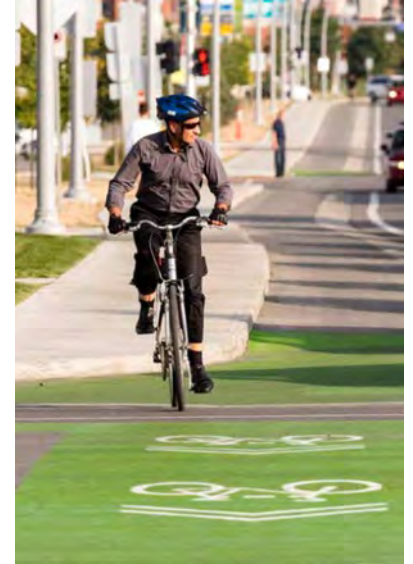
Whim covers all your journeys



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!



What is our Study Area?

Southern Dallas County

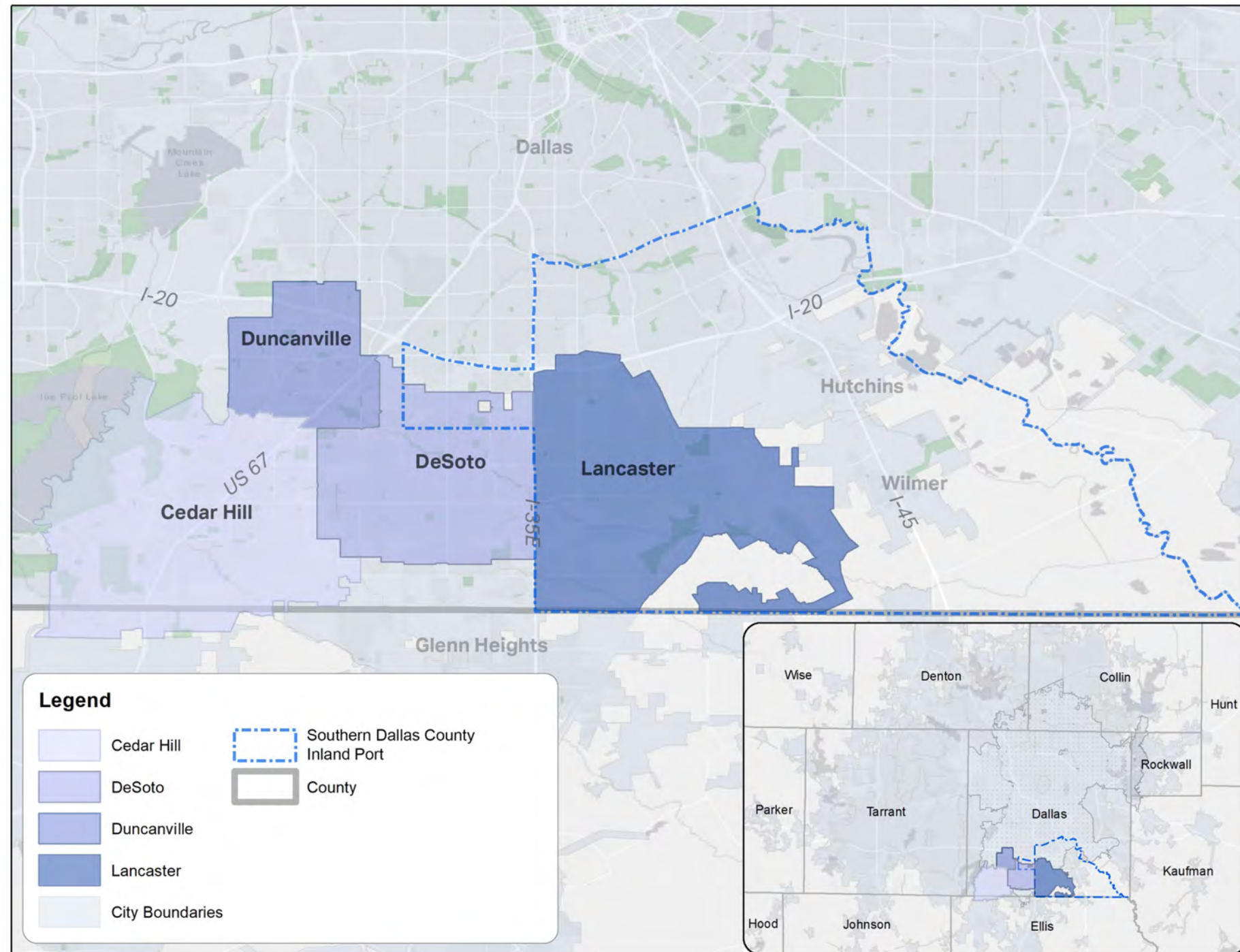
Cities:

- Cedar Hill
- DeSoto
- Duncanville
- Lancaster
- Best Southwest Cities Partners
 - Hutchins
 - Wilmer

Southern Dallas County Inland Port

Transit Agencies

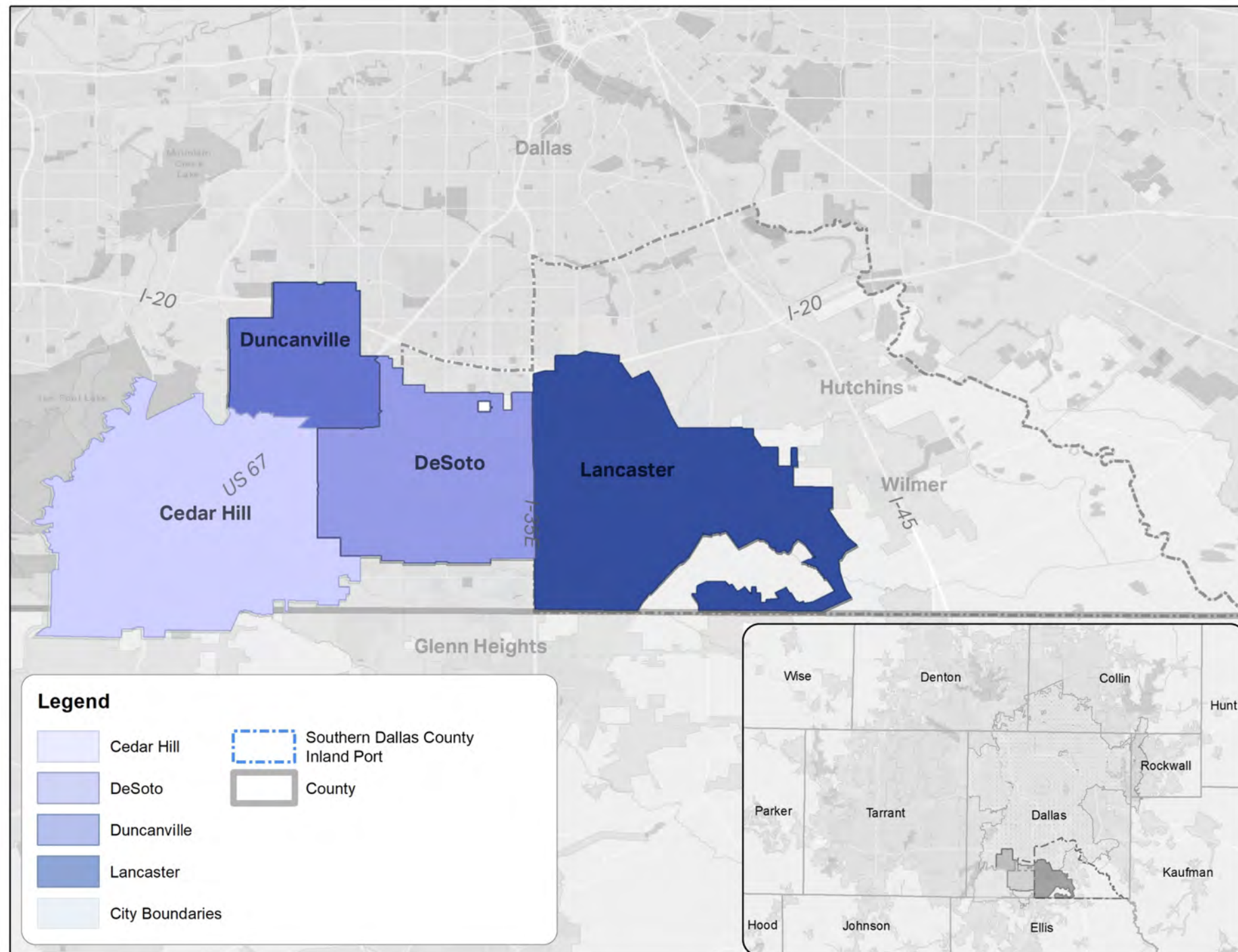
- DART
- STAR Transit



What is our Study Area?

Cities:

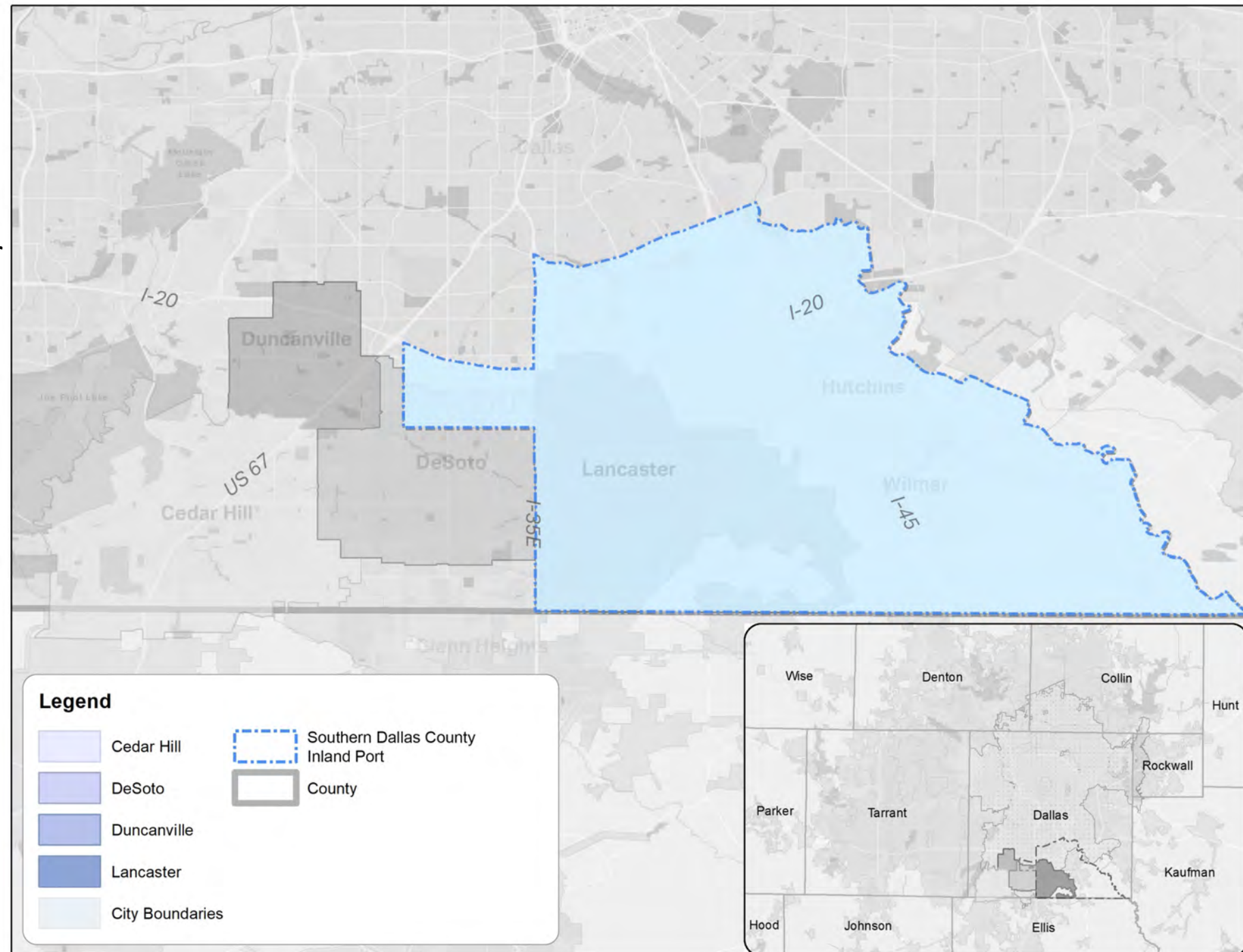
- Cedar Hill
- DeSoto
- Duncanville
- Lancaster



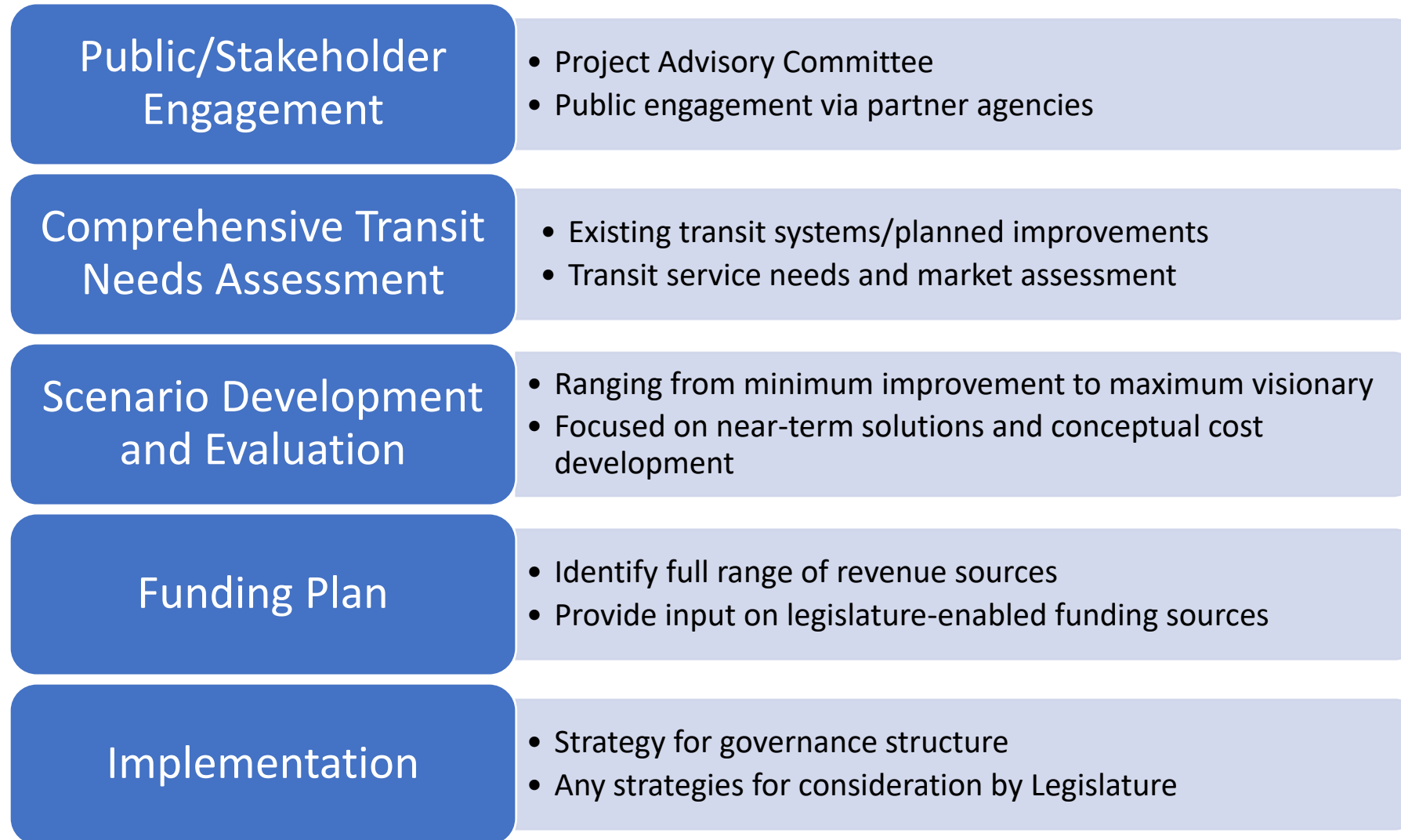
What is our Study Area?

Southern Dallas County Inland Port

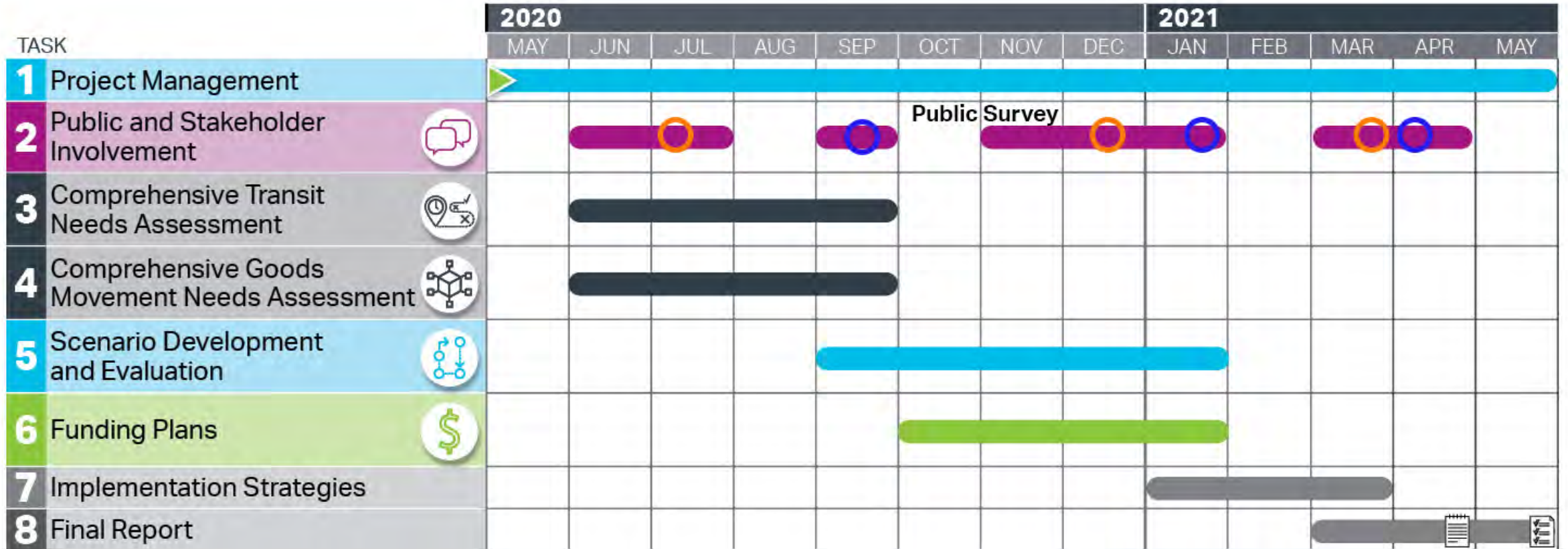
- Includes Hutchins, Wilmer and portions of Lancaster and DeSoto



STUDY PURPOSE



SCHEDULE



- ▶ Kick off meeting
- Public Meeting
- Project Advisory Committee Meeting
- Draft Report
- Final Report

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

PUBLIC ENGAGEMENT

- PAC Meetings
- Public Meetings
- Project Website and Social Media
- Online Survey

AECOM Virtual Public Meeting Tool



Stay Connected.
www.sdctransitstudy.com

POLLING QUESTION

Which do you consider the most important transportation issue in your city?

- A. Getting to and from work
- B. Lack of transportation options
- C. Traffic
- D. Pedestrian safety
- E. Other

PREVIOUS STUDIES

SOUTHERN DALLAS COUNTY
TRANSIT STUDY



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, 2017
- 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



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

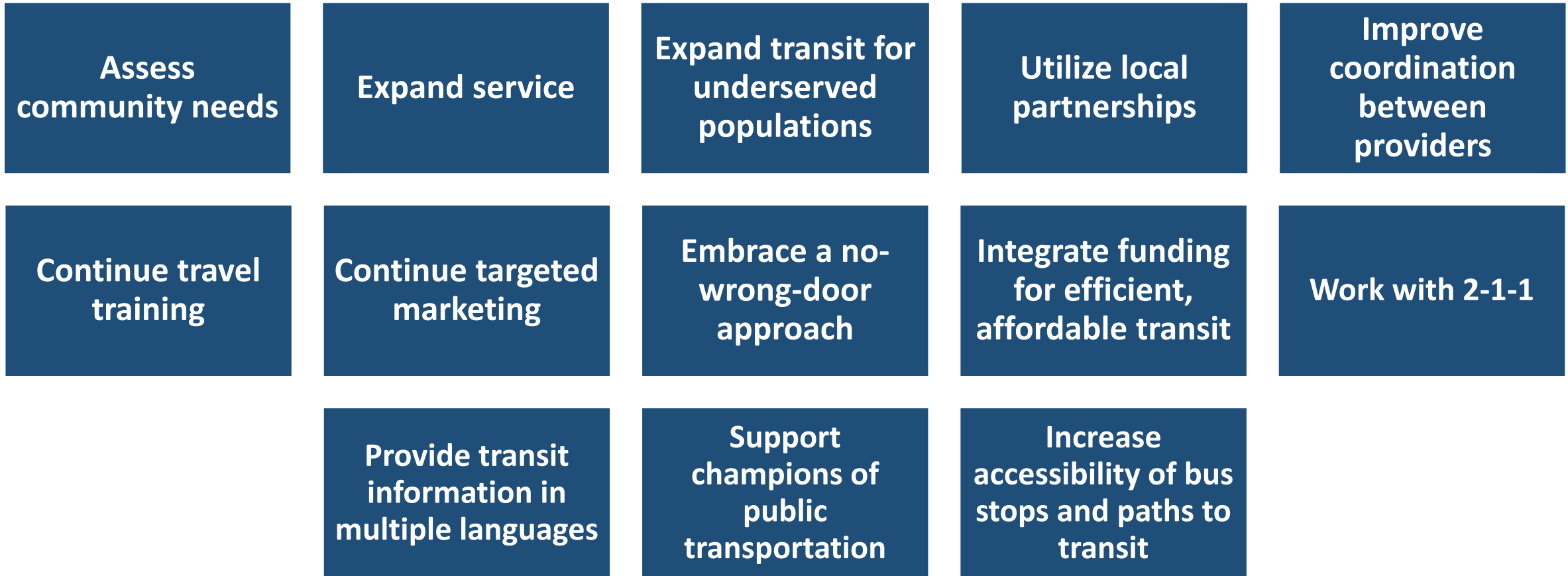
Approved by the Regional Transportation Council in March 2018

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

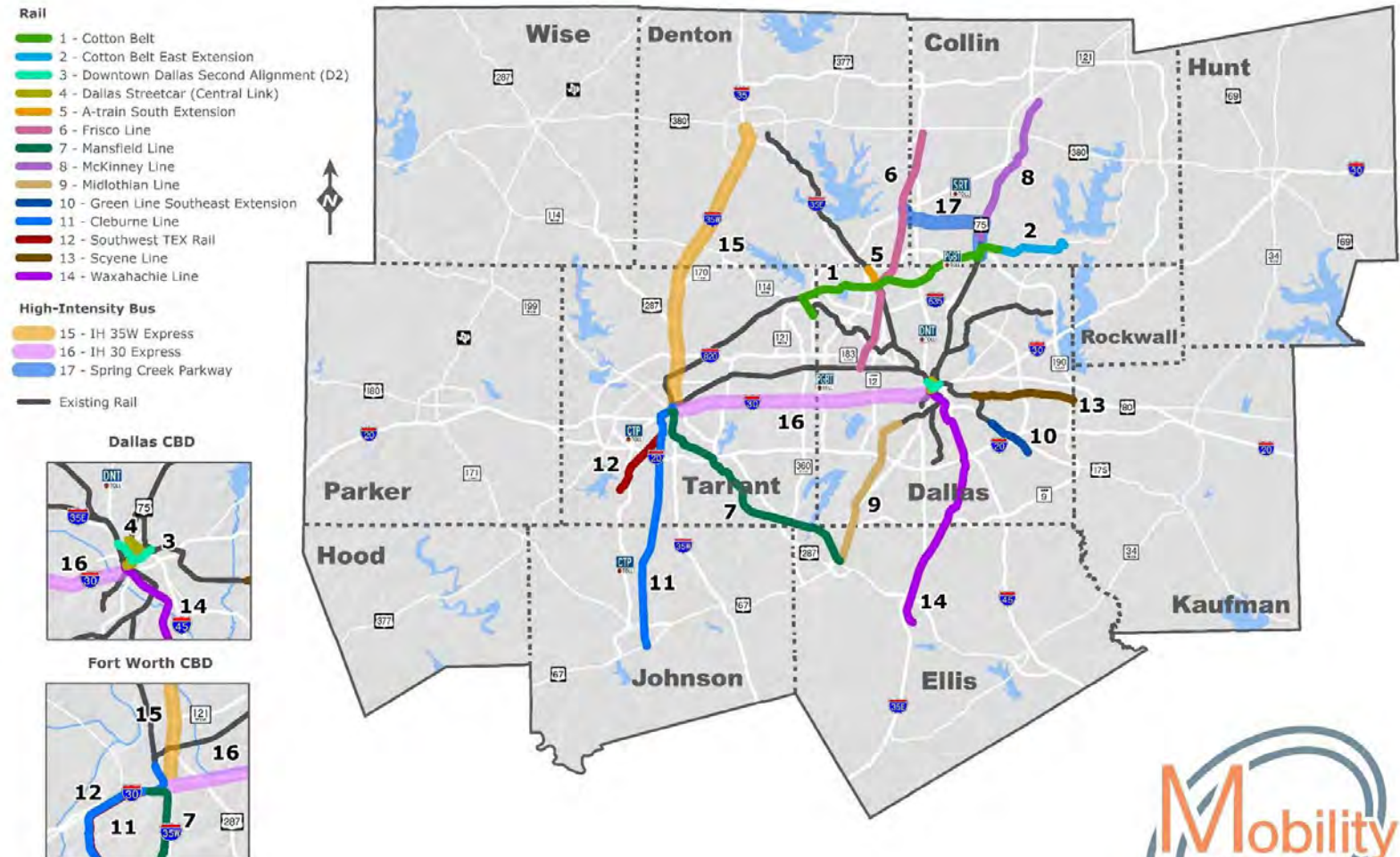
Dallas County Strategies



MOBILITY 2045 TRANSIT RECOMMENDATIONS

- The MTP recommended studying additional transit corridors including:
 - 9: Midlothian Line
 - 14: Waxahachie Line

Transit Corridor Projects





Southern Dallas County Inland Port Transportation Management Association

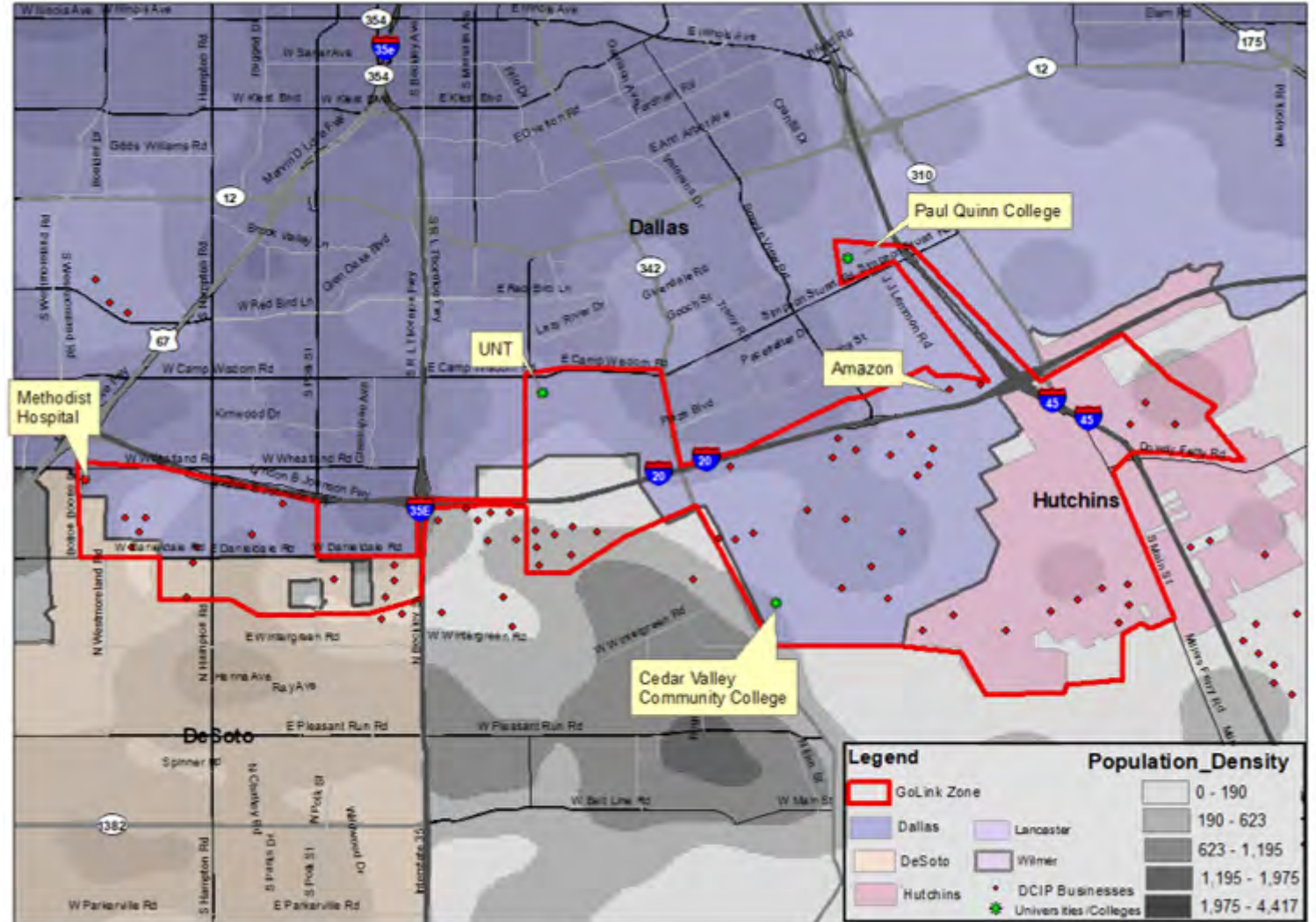
WHAT IS THE TRANSPORTATION MANAGEMENT ASSOCIATION (TMA)?

- Formed in 2018 by public and private partnership to provide transportation opportunities throughout the Inland Port
 - Transit and mobility projects to connect employees to employers within the Inland Port area
- Membership formed by employers, developers, building owners and local governments from the services
- Funded through a one-time NCTCOG – CMAQ grant and membership dues

INLAND PORT TRANSPORTATION MANAGEMENT ASSOCIATION (TMA)

- Potential Go Link Zone for on-demand transit service in the Inland Port Area

Option A: GoLink and Inland Port Rides For Member Cities Only

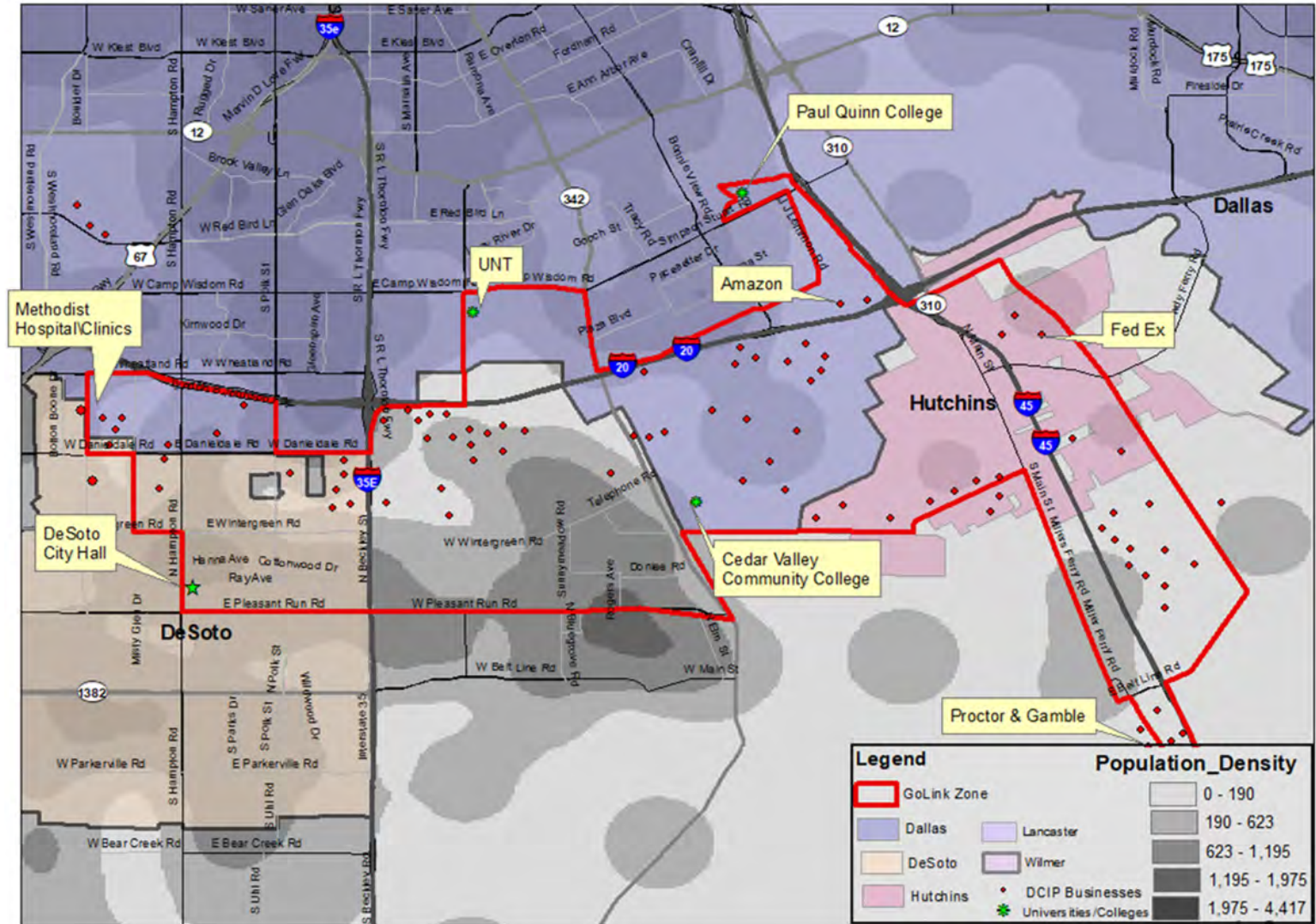


Source: Southern Dallas County Inland Port TMA

INLAND PORT TRANSPORTATION MANAGEMENT ASSOCIATION (TMA)

- Potential Go Link Zone for on-demand transit service in the Inland Port Area

Option B: GoLink and Inland Port Rides for all Cities and Businesses



Source: Southern Dallas County Inland Port TMA

TRANSIT SERVICE PROVIDERS IN THE STUDY AREA



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

www.dart.org

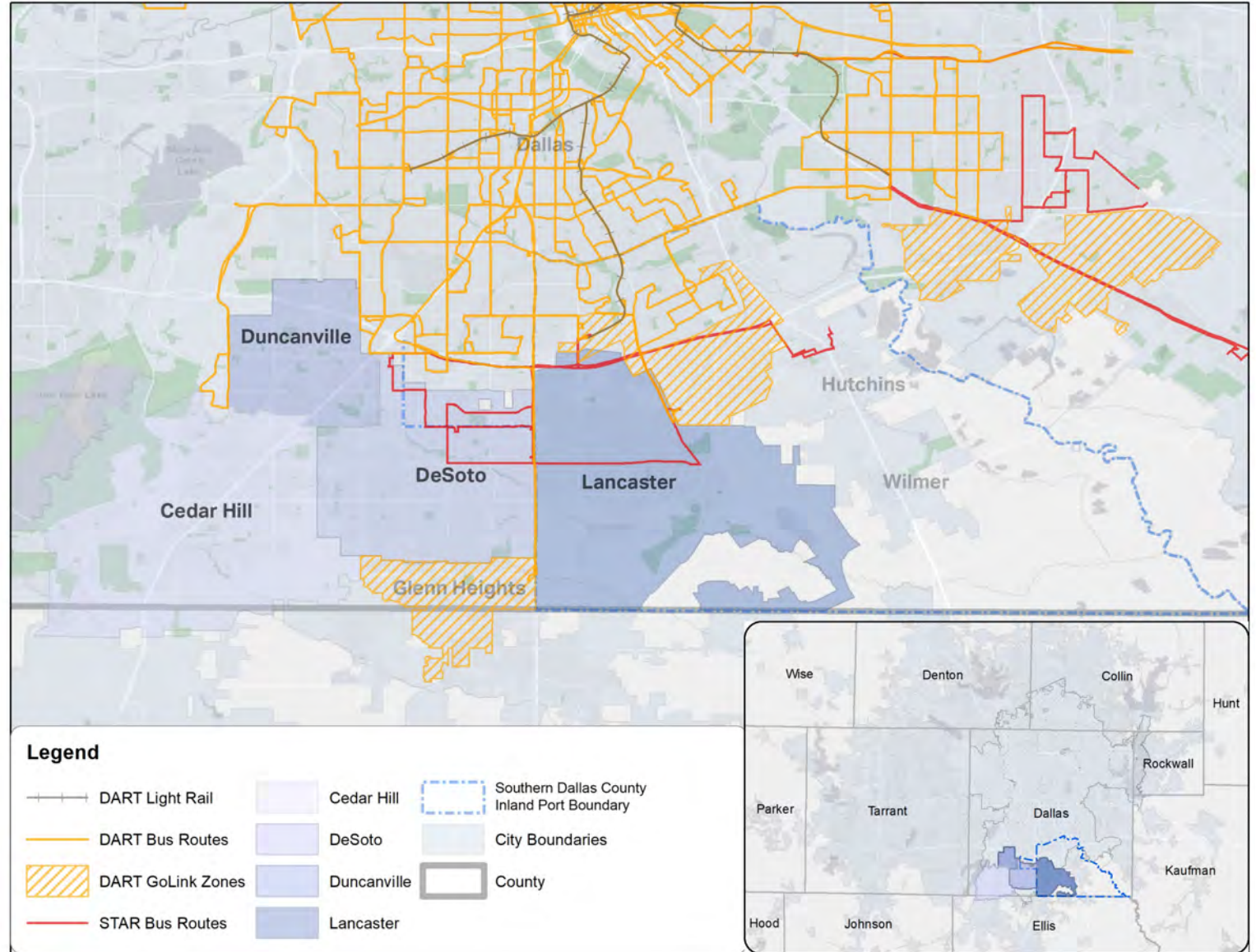


Fixed route and on-demand service in Desoto, Lancaster and Hutchins with connections to DART UNT-Dallas station

www.startransit.org

TRANSIT SERVICE IN THE STUDY AREA

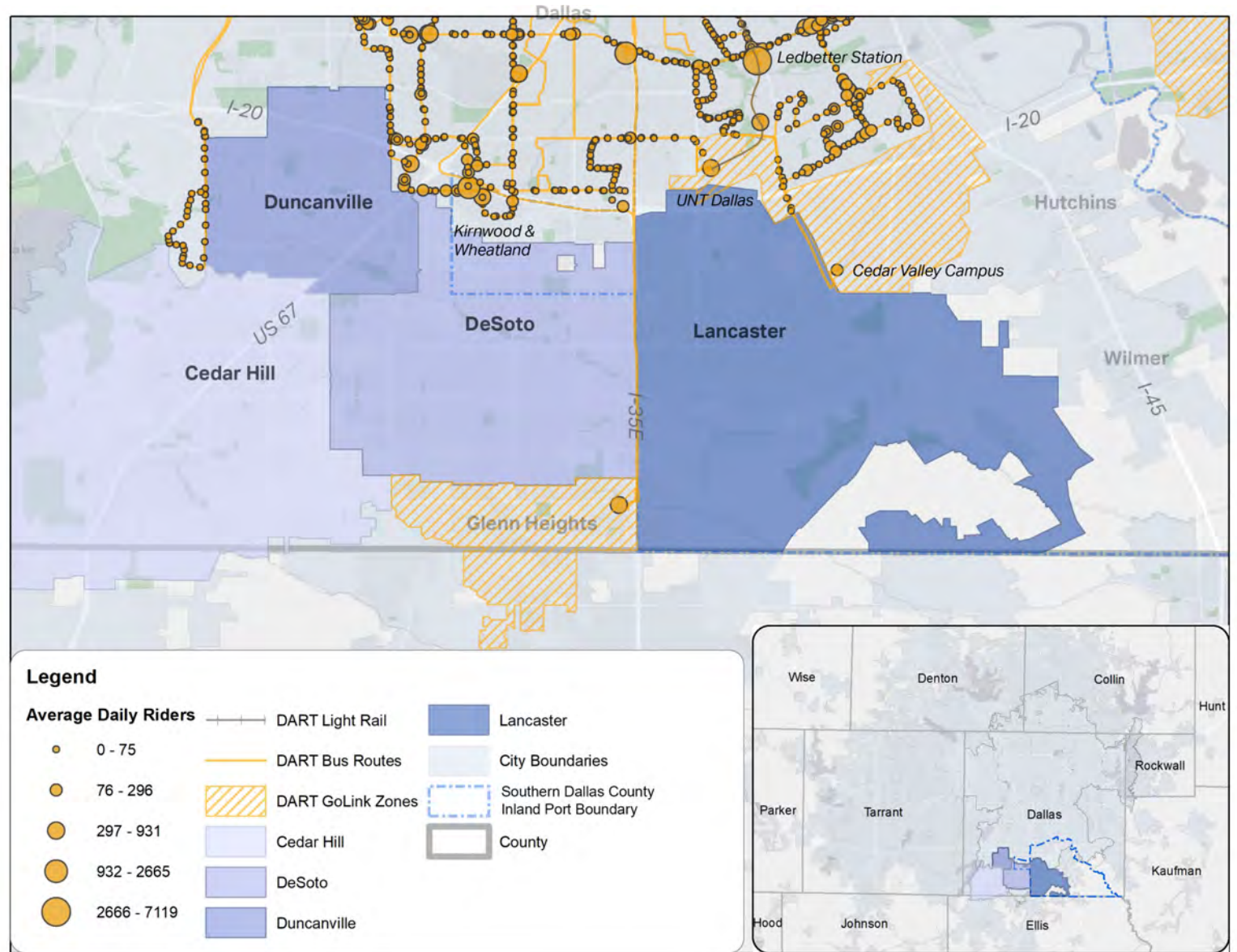
- DART bus and light rail are adjacent to cities in the study area, and provide service to the UNT Dallas Blue Line Station in the Southern Dallas County Inland Port
- Star Transit has two fixed routes that travel east-west in the study area



Source: DART, STAR, NCTCOG

DART STOPS AND LRT STATION- BOARDINGS

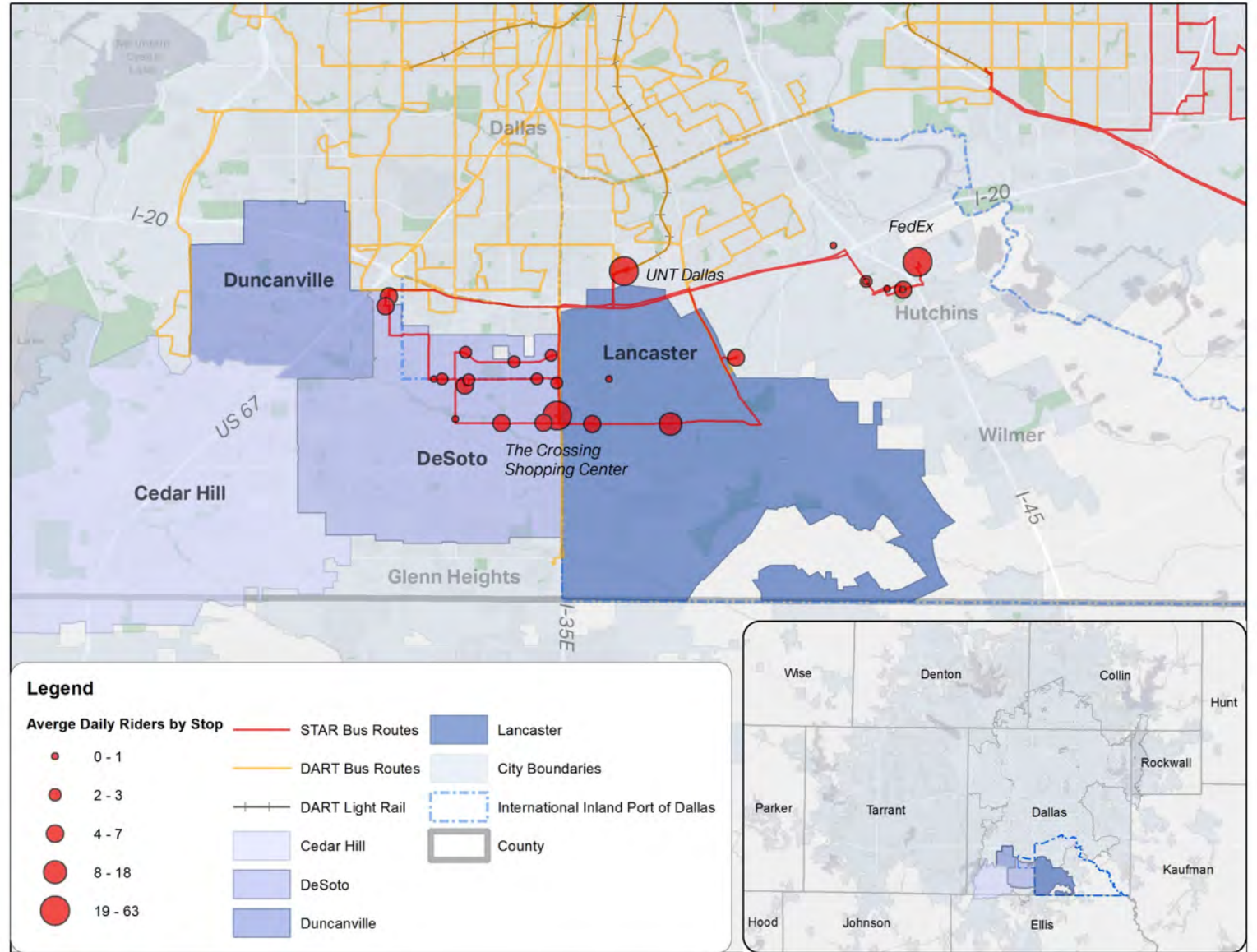
- DART bus routes have key stops at UNT Dallas, Cedar Valley Campus, Methodist Charlton Medical Center that see high ridership
- DART’s express bus in Glenn Heights also has high ridership compared to some stations near the study area.



Source: DART, NCTCOG

STAR TRANSIT BUS STOPS - BOARDINGS

- STAR Transit sees highest ridership bus stops at key destinations:
 - FedEx Facility (Hutchins)
 - UNT Dallas
 - The Crossing Shopping Center



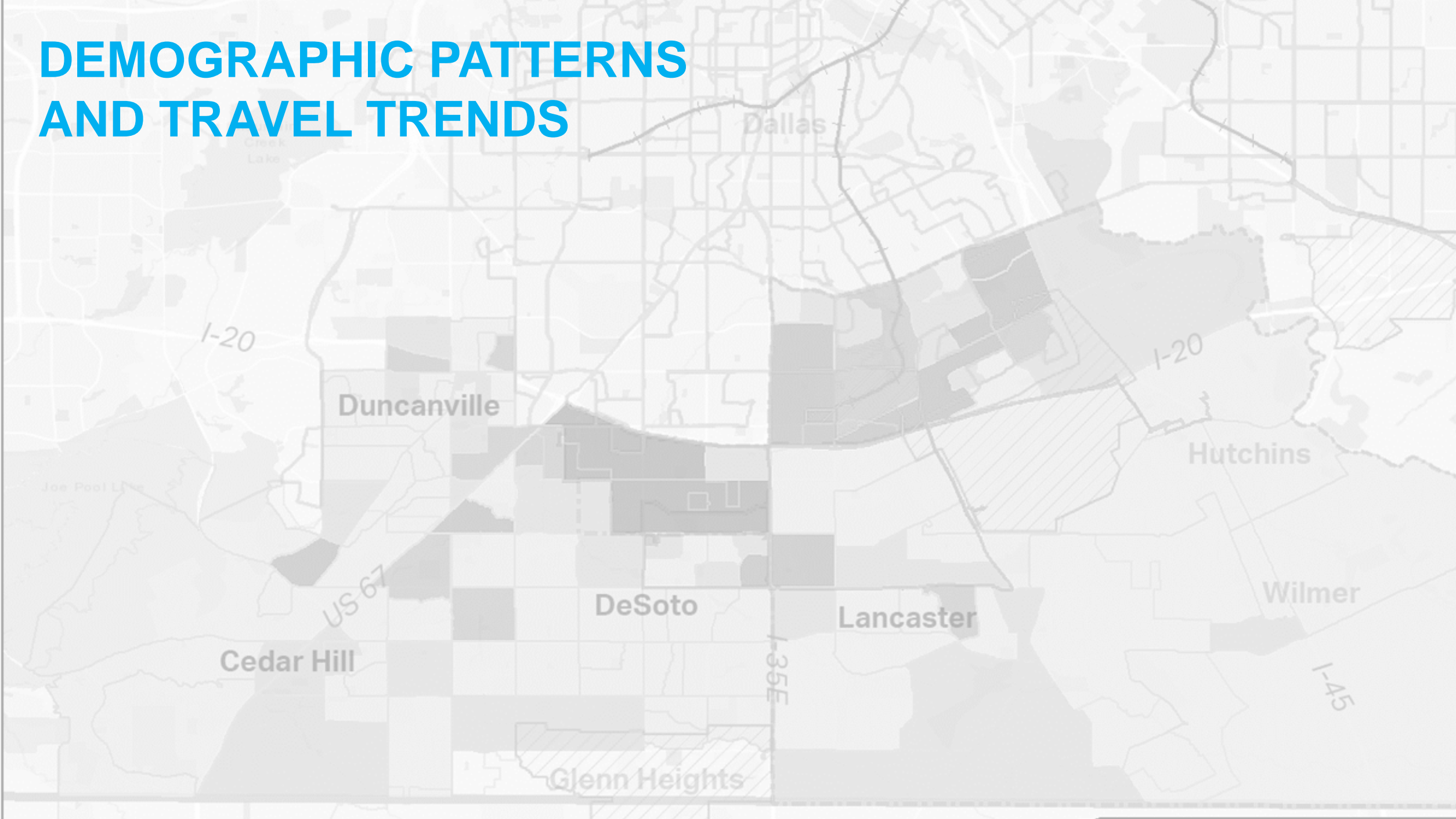
Source: STAR Transit, NCTCOG

POLLING QUESTION

How important is the availability of transit service to you?

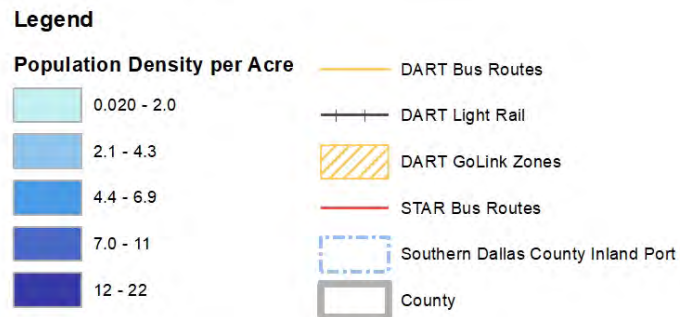
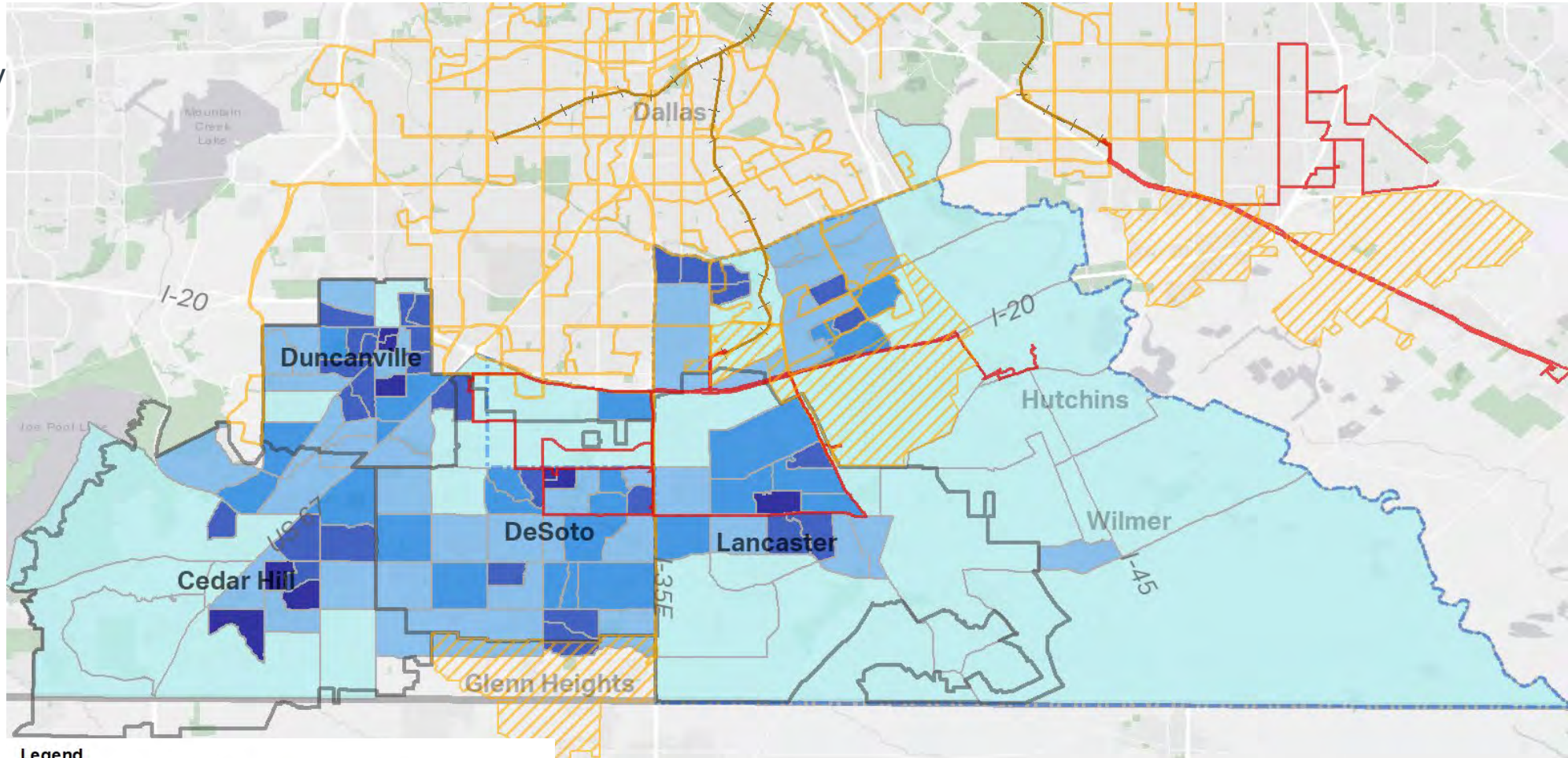
- A. Very important
- B. Somewhat important
- C. Not important

DEMOGRAPHIC PATTERNS AND TRAVEL TRENDS



POPULATION DENSITY – STUDY AREA

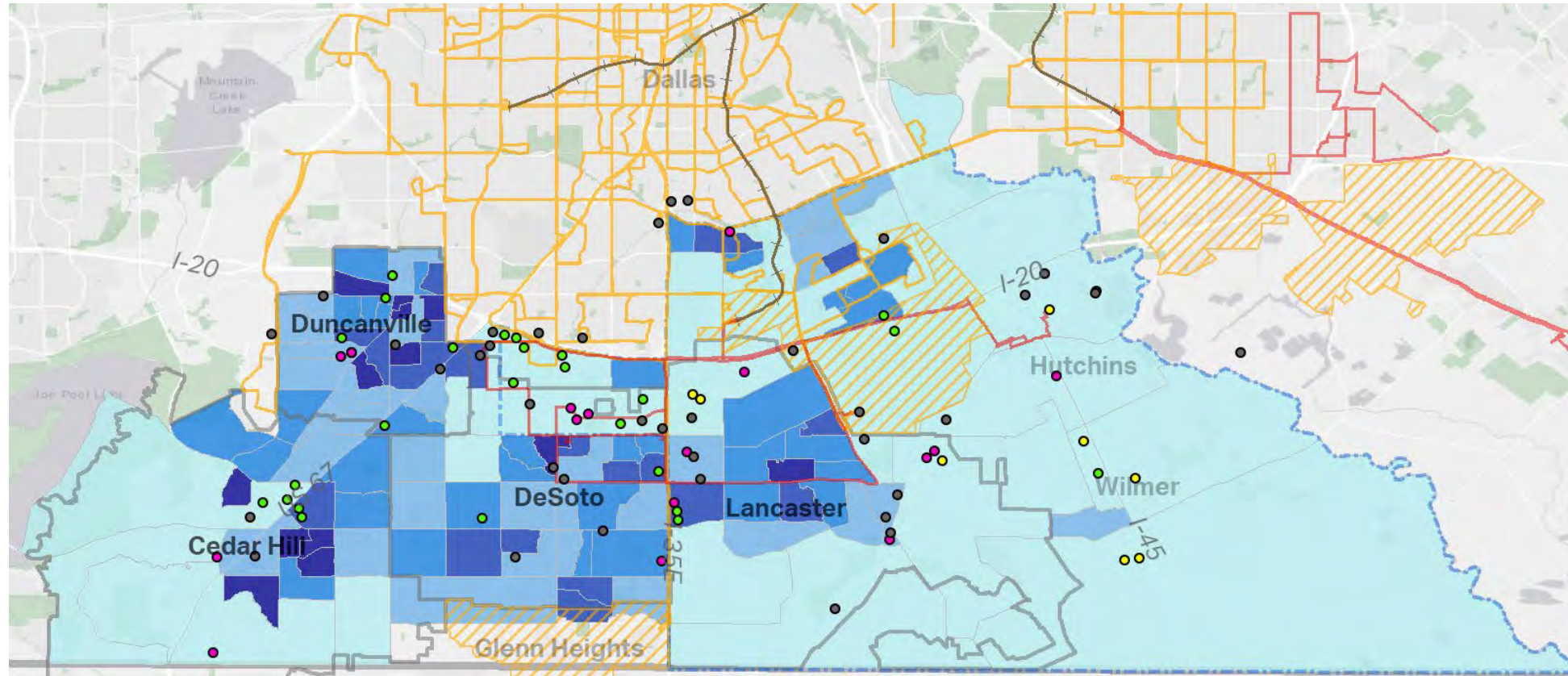
- Highest population densities in the study area are primarily along major transportation thoroughfares
- US 67
- I-20
- I-35
- Notably the Inland Port Area has lower population density



Source: NCTCOG, US Census Bureau American Community Survey 2018 5-Year Estimates

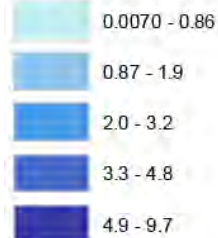
Employment Density and Employers with over 100 Employees by Industry

- Similar to population density, we see pockets of high employment density near major thoroughfares
- This information provides insight into the location of major employers
- This is not a complete accounting of employers in the study area



Legend

Employment Density by Acre



- All Other NAICS
- Retail Trade
- Manufacturing
- Transportation, Warehousing, Postal Service

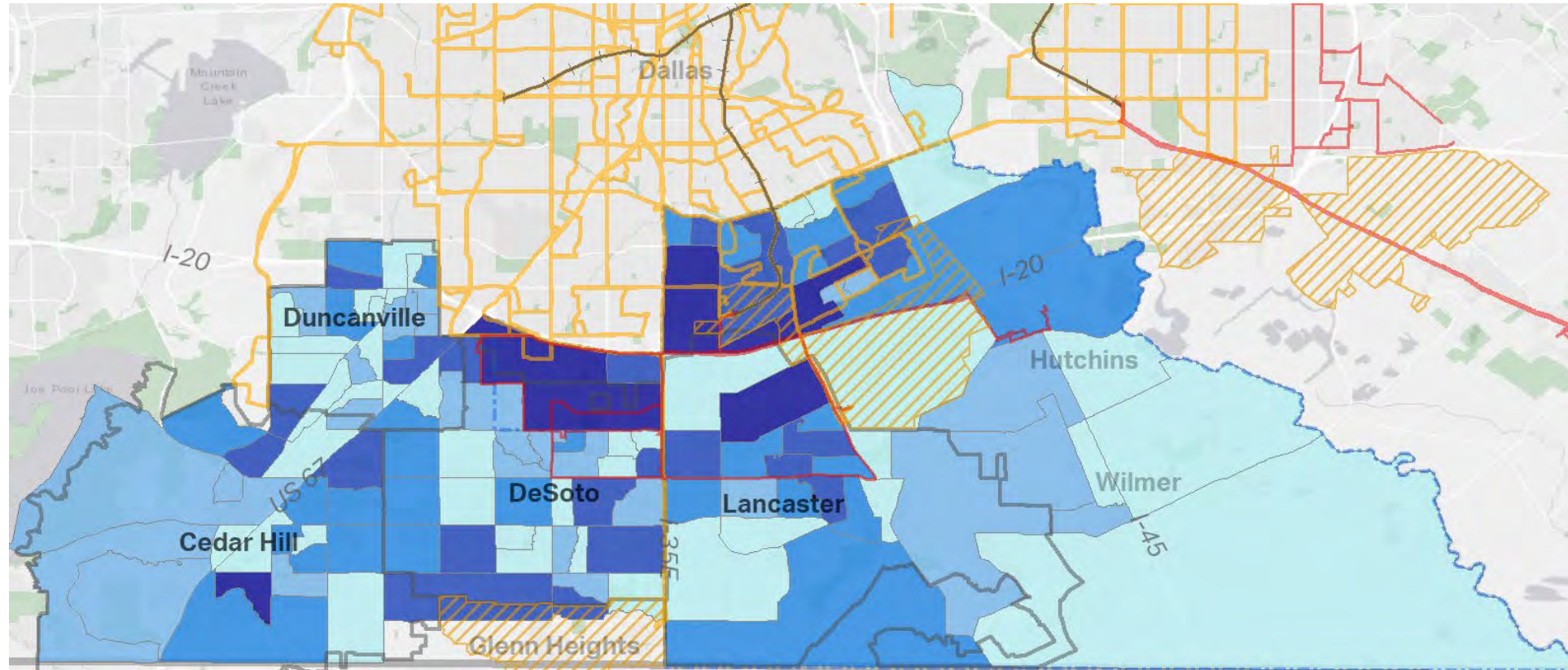
- DART Light Rail
- ▨ DART GoLink Zones
- STAR Bus Routes
- DART Bus Routes
- ▭ Southern Dallas County Inland Port Boundary
- ▭ County

Source: NCTCOG, US Census Bureau American Community Survey 2018 5-Year Estimates

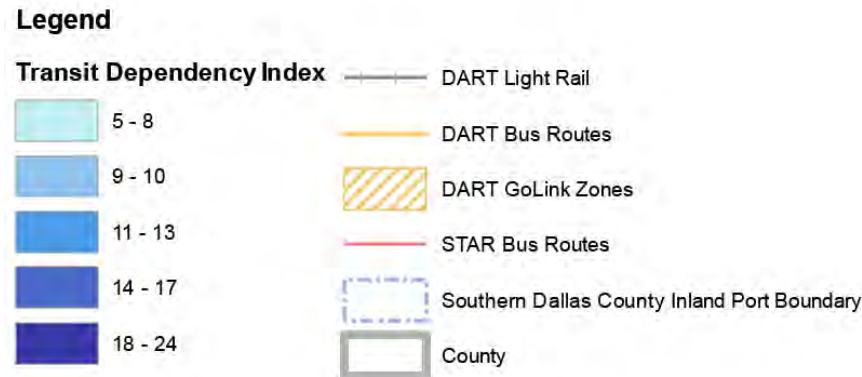
TRANSIT DEPENDENCY INDEX

- 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

- These transit indicators combined provide guidance on potential locations with a high need for transit and mobility alternatives to single occupant vehicles

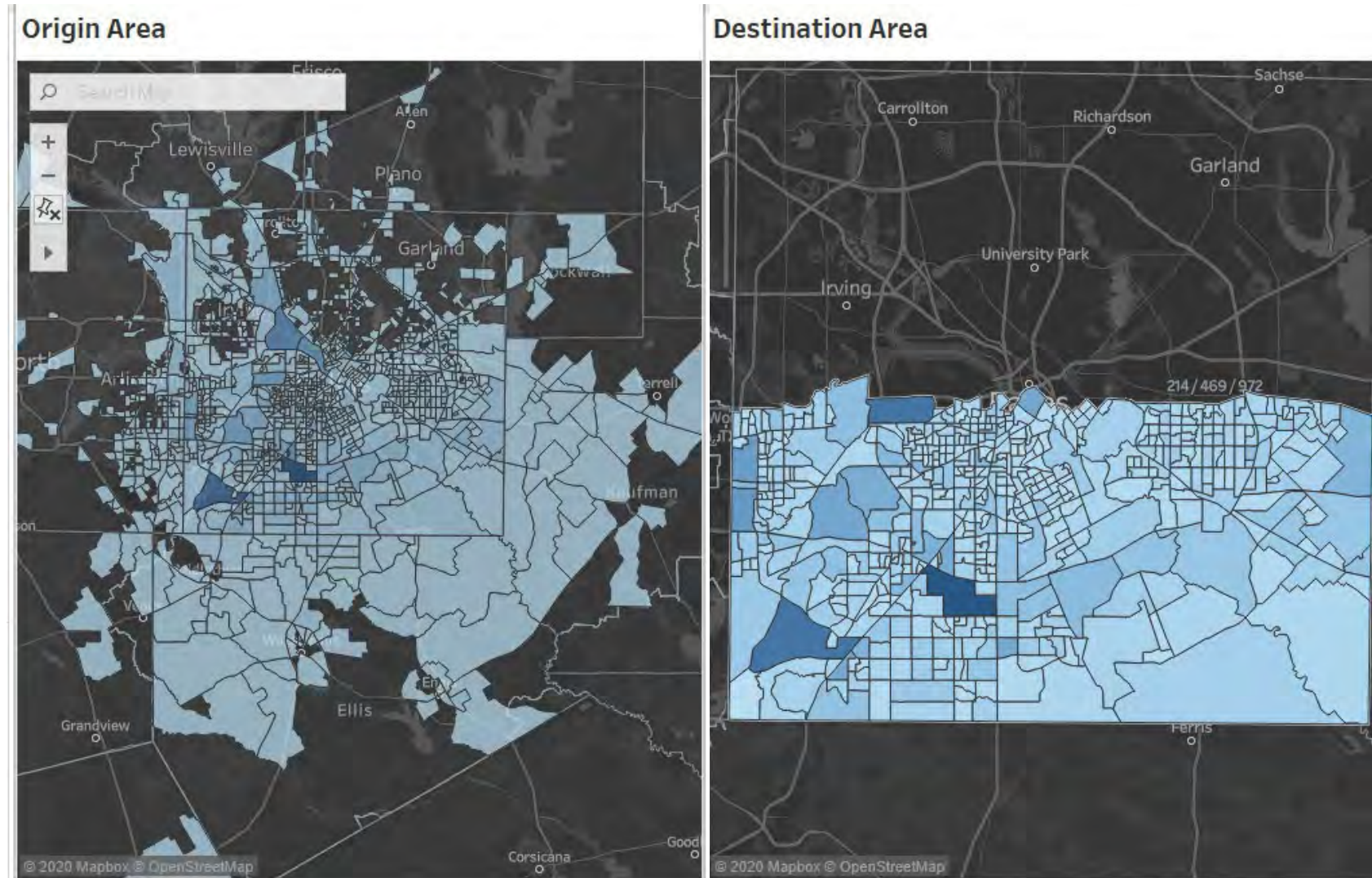


Source: NCTCOG, US Census Bureau American Community Survey 2018 5-Year Estimates

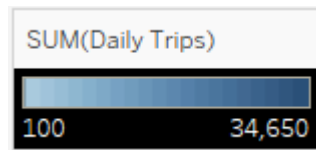


TRAVEL TRENDS

- These maps show trends in trips to work.
- Many originate in Ellis, Kaufman, and Tarrant County. However, most (Dark Blue) originate in the Study Area
- Dark shades represent the highest destinations including block groups in Cedar Hill, Duncanville and DeSoto.

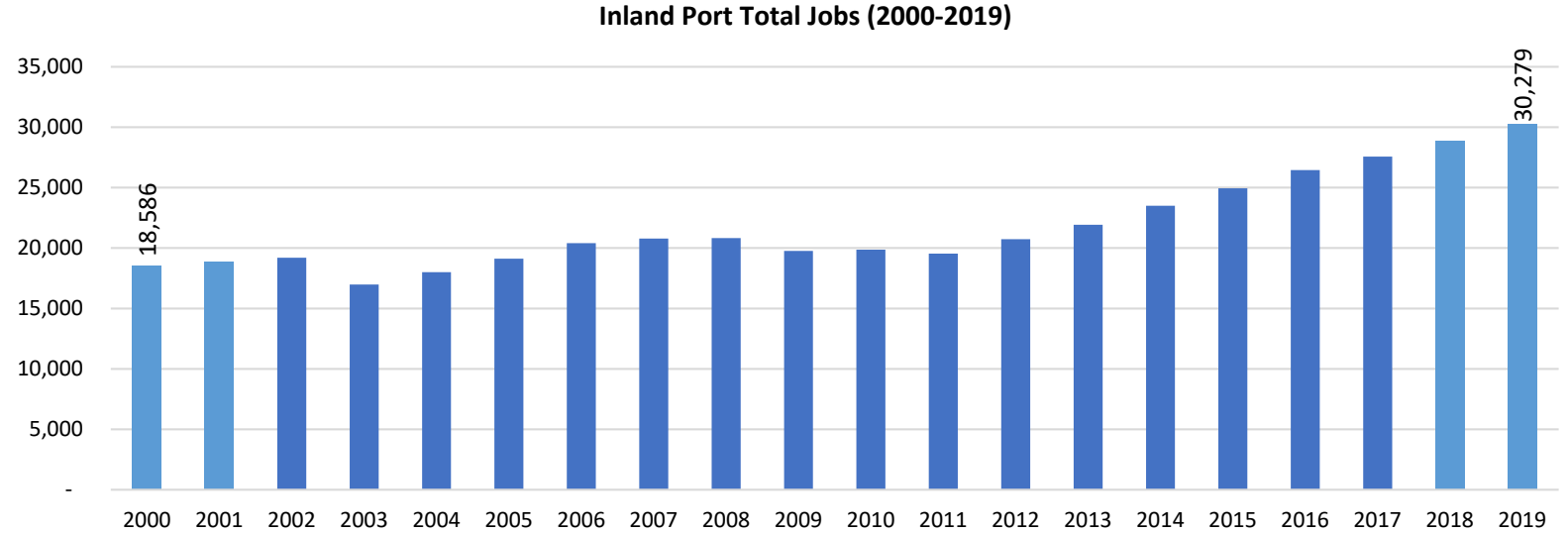


Source: NCTCOG, US Census Bureau American Community Survey 2018 5-Year Estimates

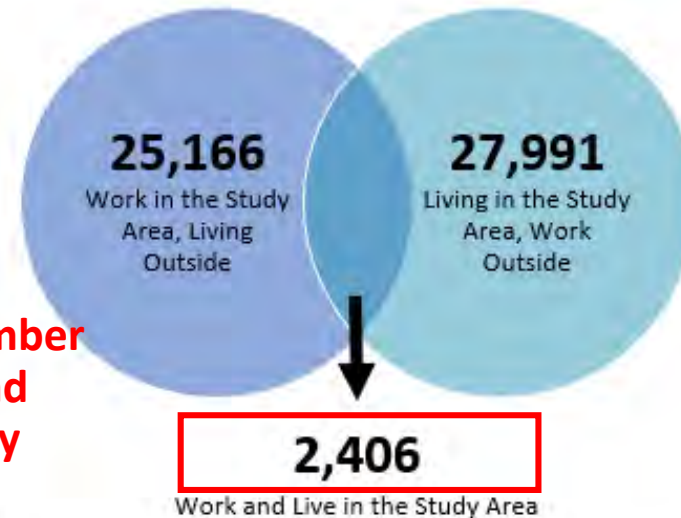


EMPLOYMENT TRENDS

- Since 2010 the Southern Dallas County Inland Port has had annual job growth of 4.8 percent
- The Inland Port accounts for 3 percent of the county’s resident labor force and almost 2 percent of Dallas County’s job market



Only a small number of people live and work in the study area

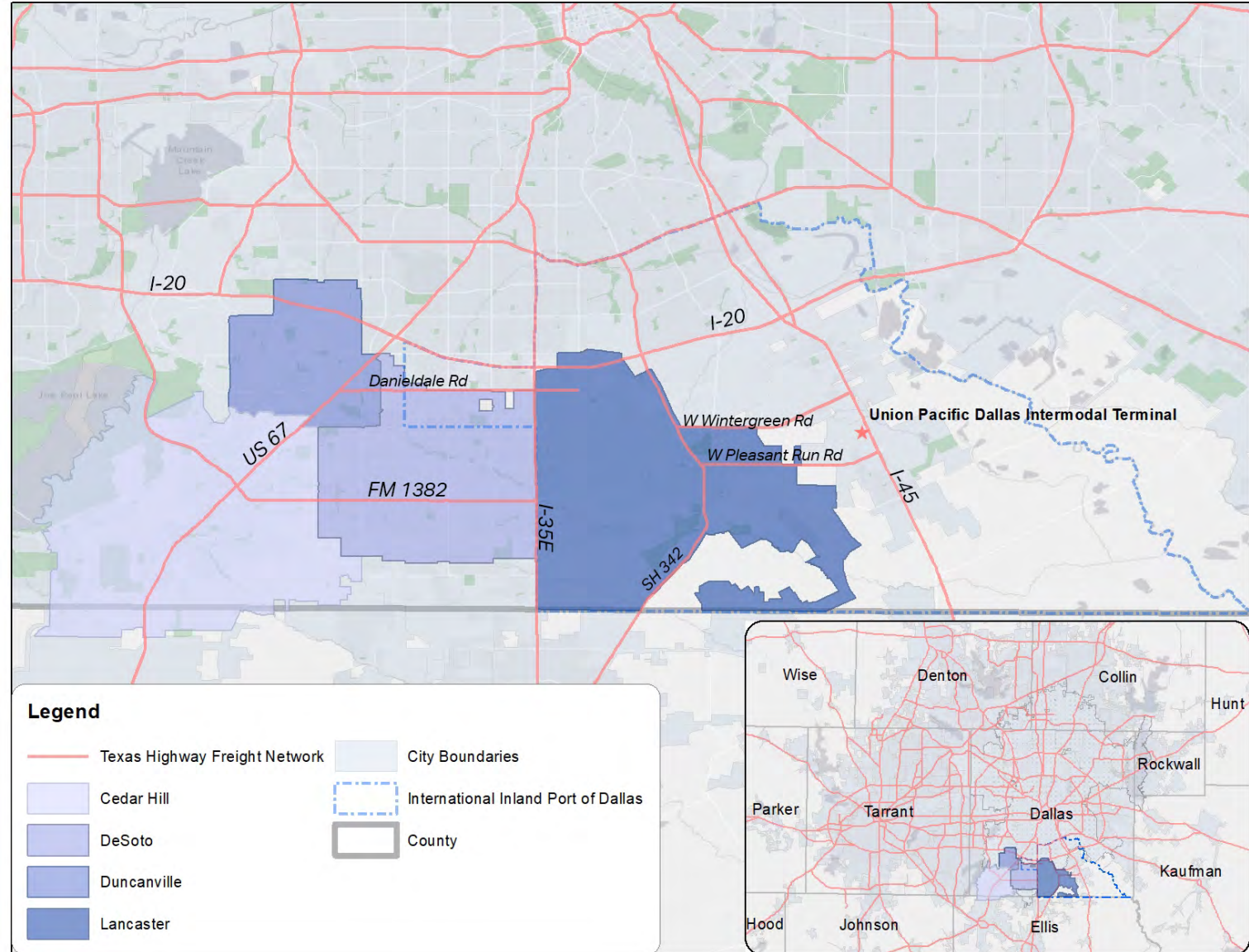


Source: US Census OntheMap

FREIGHT NETWORK

Major Freight Corridors in the study area are:

- I-20
- US 67
- I-35E
- I-45
- FM 1382
- SH 342
- There are few east/west roadway options for goods movement in the study area

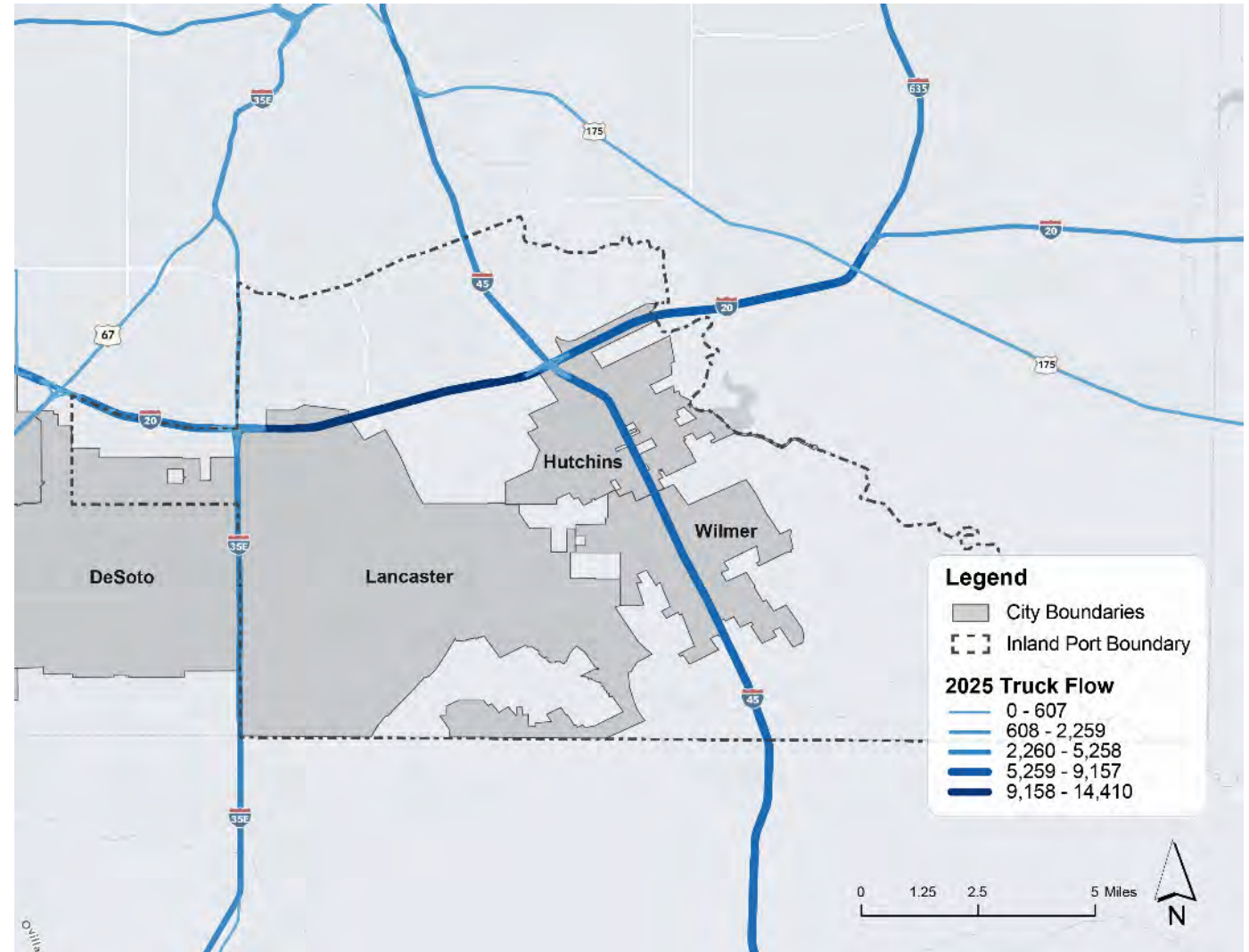


Source: NCTCOG, TxDOT

FREIGHT SERVICES

- Truck travel is anticipated to increase by 3 fold in Dallas County putting strain on existing roadway infrastructure by the year 2025
- I-20 and I-45 in the study area are anticipated to significantly increase in freight usage

Truck Flows near the Southern Dallas County Inland Port in year 2025



Source: NCTCOG, TxDOT

POLLING QUESTION

Do you live AND work within the Study Area?

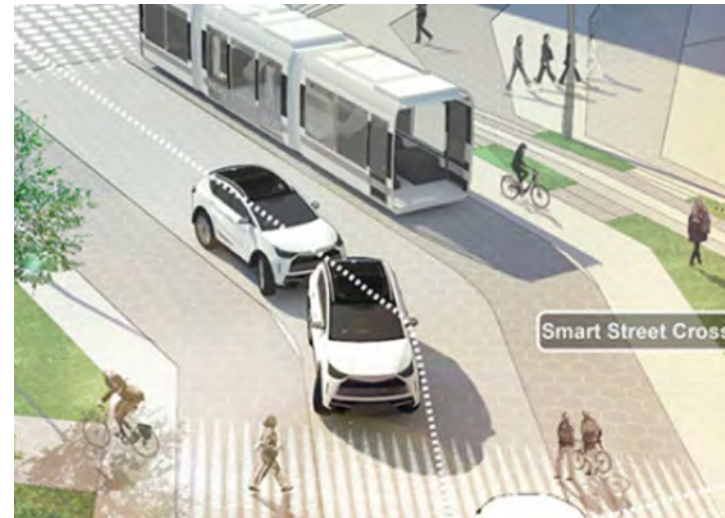
(Cedar Hill, DeSoto, Duncanville, Lancaster, Southern Dallas, Wilmer, Hutchins)

A. Yes

B. No

PLAN OUTCOMES

Scenarios will likely include multimodal mobility strategies



IMPACTS of COVID-19

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

NEXT STEPS

- Introduction of Scenario Planning
 - Potential Mobility and Transit Solutions
- Online Survey in the Fall
- Public Meeting in January 2021

We need your input!

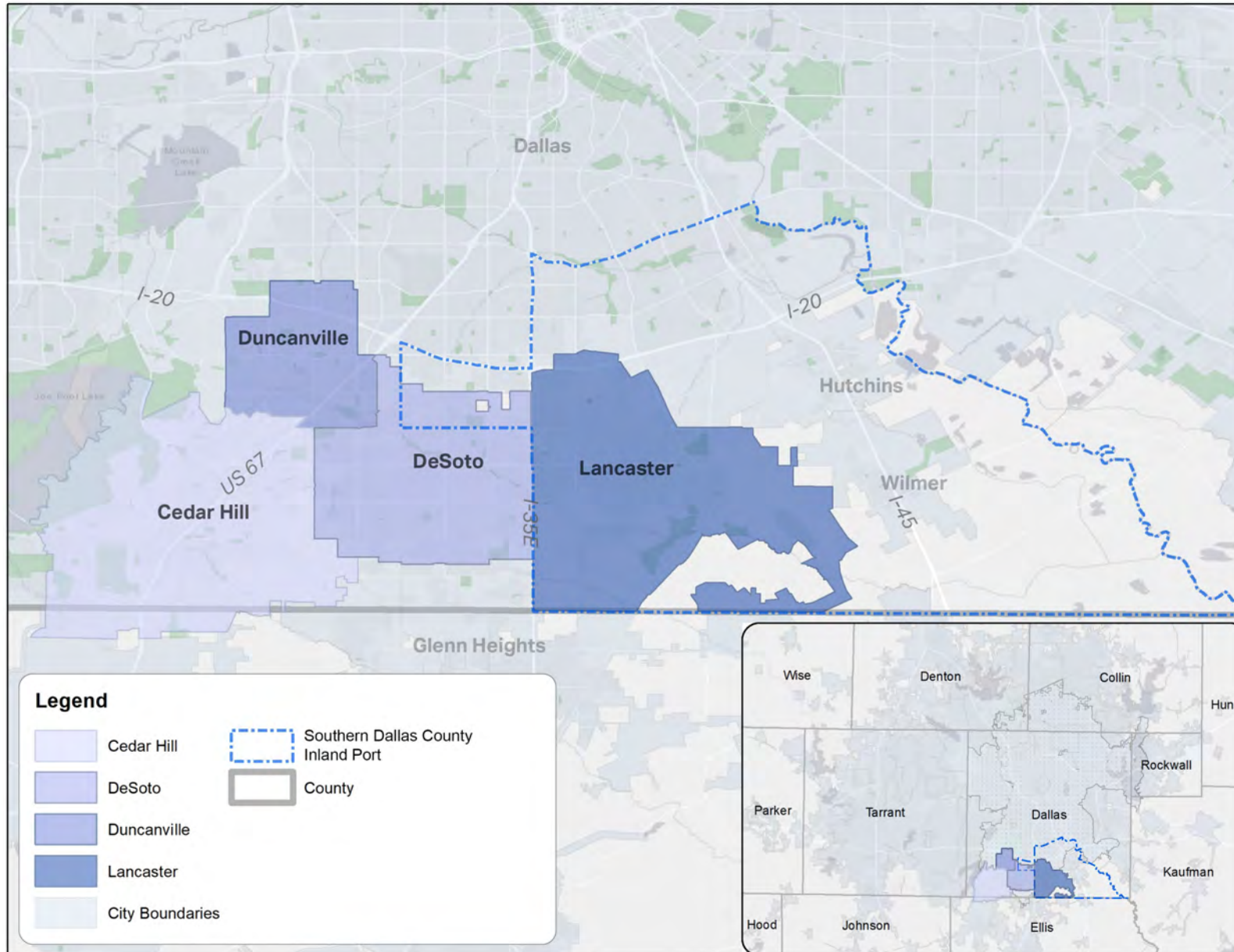
The plan, with your input, will provide recommendations for transit solutions near-term and long-term in Southern Dallas County.



CONNECT WITH THE PROJECT

- **Project Website:** www.sdctransitstudy.com
 - View project information, sign up for email updates or submit comments.
- **Project Facebook:** www.facebook.com/sdctransitstudy
 - “Like” the page to stay informed about upcoming public meetings.
- **Project Email:** sdctransitplan@gmail.com
 - Email us questions or comments.
- **Project Phone Line:** (469) 749-7541
 - No access to the Internet? Call us to ask a question or to request to be added to the project mailing list.

QUESTIONS



THANK YOU!

www.sdctransitstudy.com

