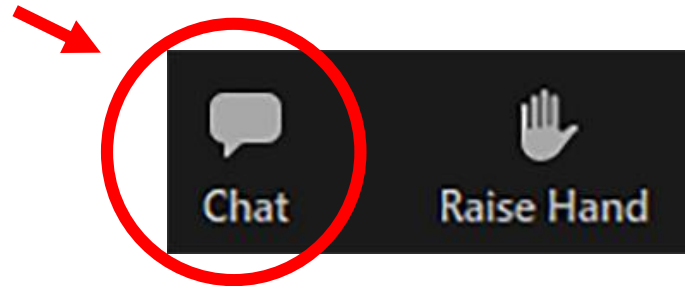


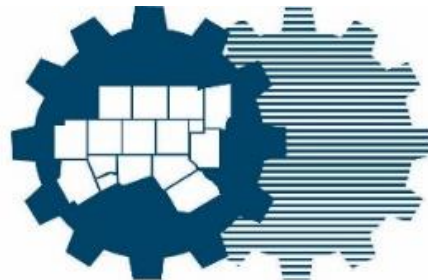
Welcome

The Southern Dallas County Transit Study PAC 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.

- **Chat**

- Type your question in Chat to be answered by a member of our team.

- **Interactive Workshop**

- We will have an open discussion and workshop during the second half of the meeting.



North Central Texas
Council of Governments

SOUTHERN DALLAS COUNTY TRANSIT PLANNING STUDY

PUBLIC ADVISORY COMMITTEE

DECEMBER 2, 2020

AECOM



SPEAKERS AND PROJECT TEAM

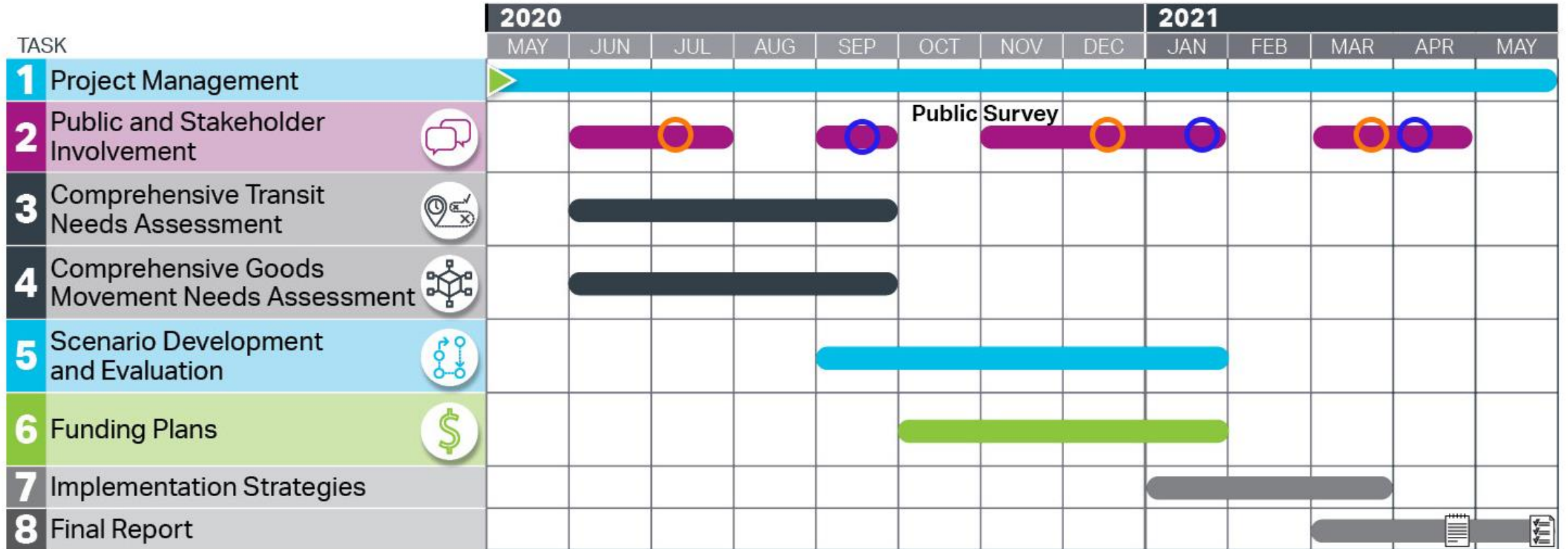
- **Katrina Keyes** – K Strategies
- **Andrew Ittigson** – AECOM
- **Chris Brewer** – AECOM

- Shannon Stevenson – NCTCOG
- David Garcia – NCTCOG
- Ezra Pratt - NCTCOG
- Josh Shane – AECOM
- Matt Ables – AECOM
- Jessica Jones – AECOM
- Tim Simon- ATG
- Peter Barrilleaux - ATG

AGENDA

- Welcome/Introductions
- Project Schedule and Study Purpose
- Needs Assessment
- Online Survey Results
- Transit Planning 101
- Conceptual Planning Workshop
- Next Steps

SCHEDULE



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

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

What is our Study Area?

Southern Dallas County

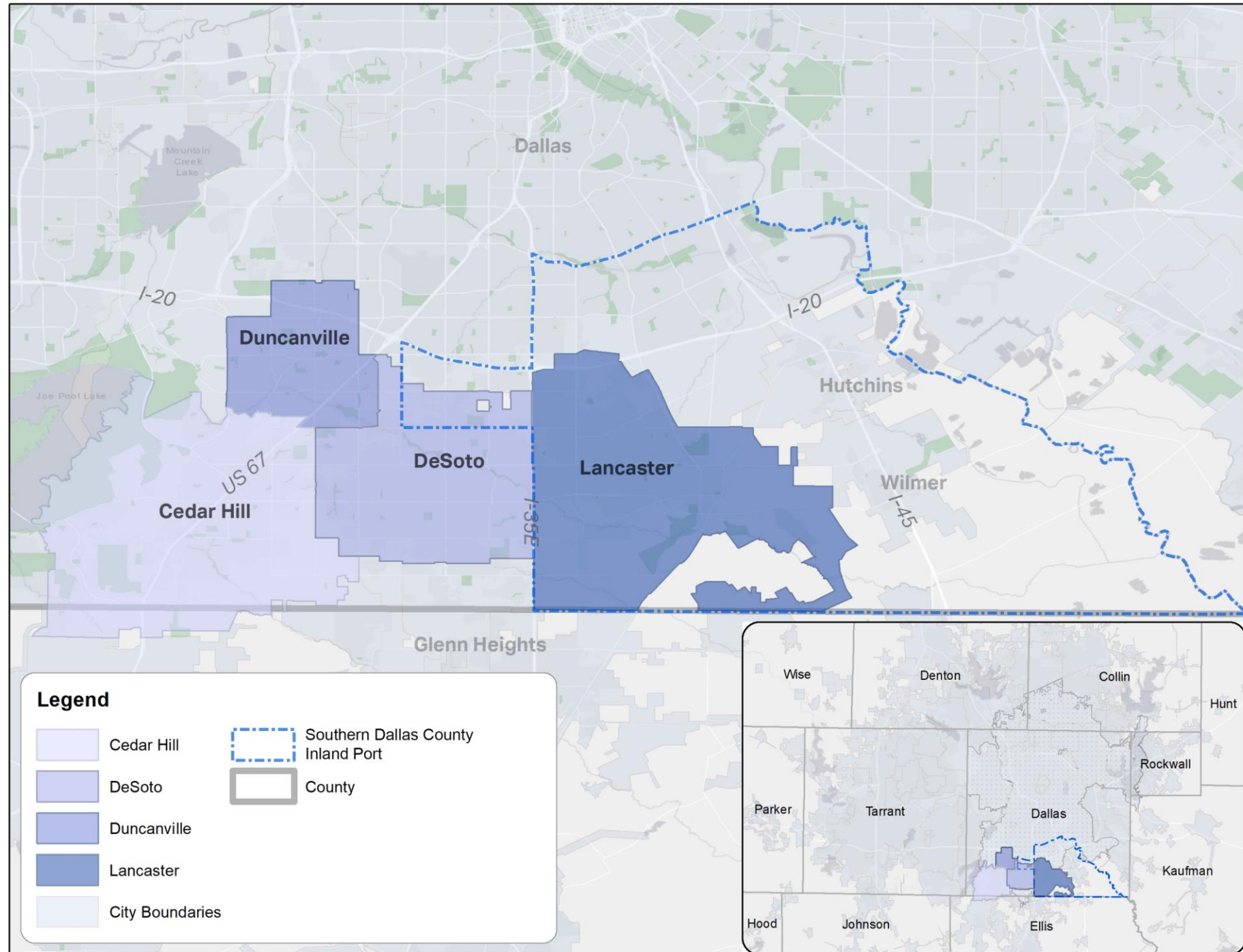
Cities:

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

Southern Dallas County Inland Port

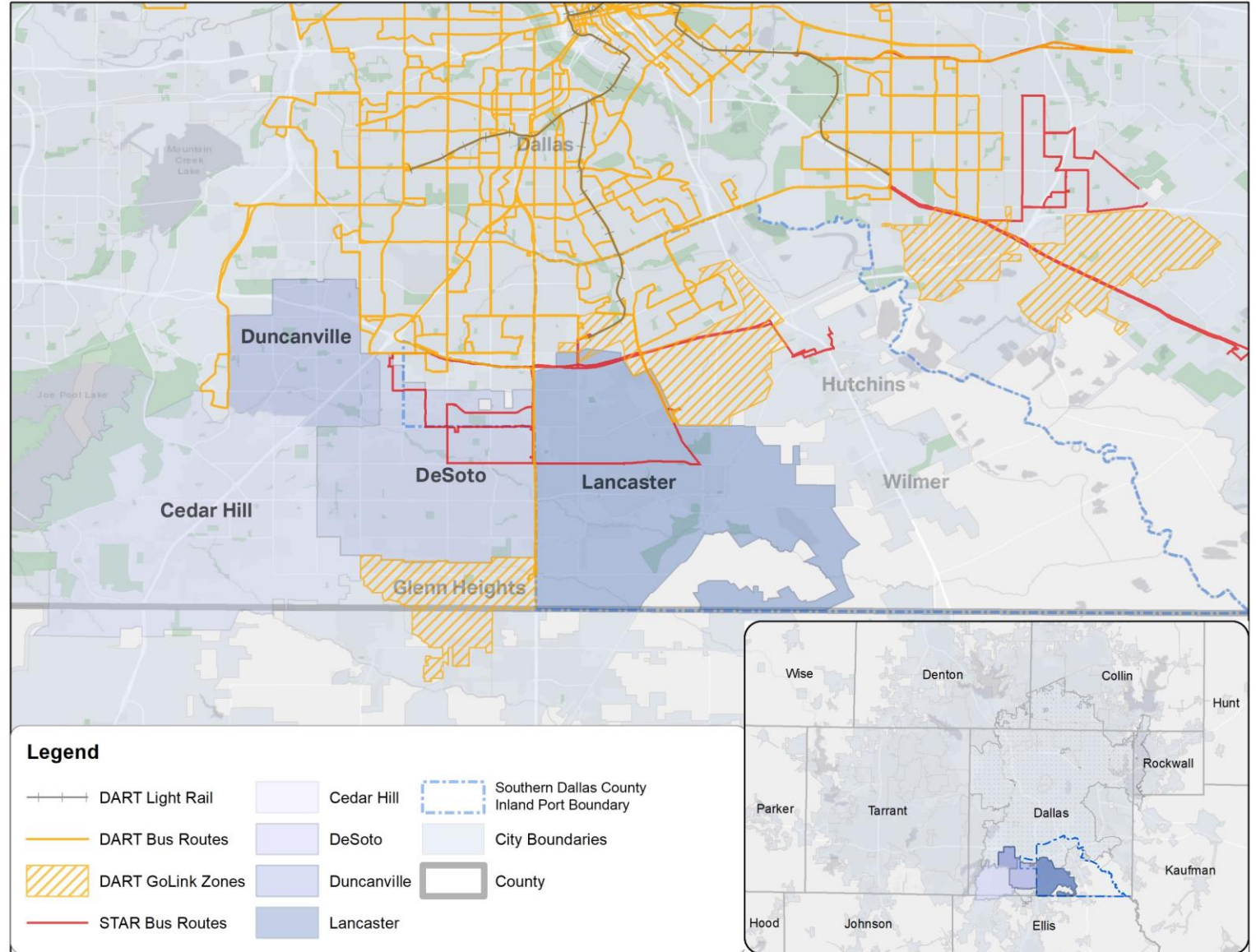
Transit Agencies

- DART
- STAR Transit



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
- GoLink Services



Source: DART, STAR, NCTCOG

INLAND PORT TMA CONNECT GOLINK SERVICE

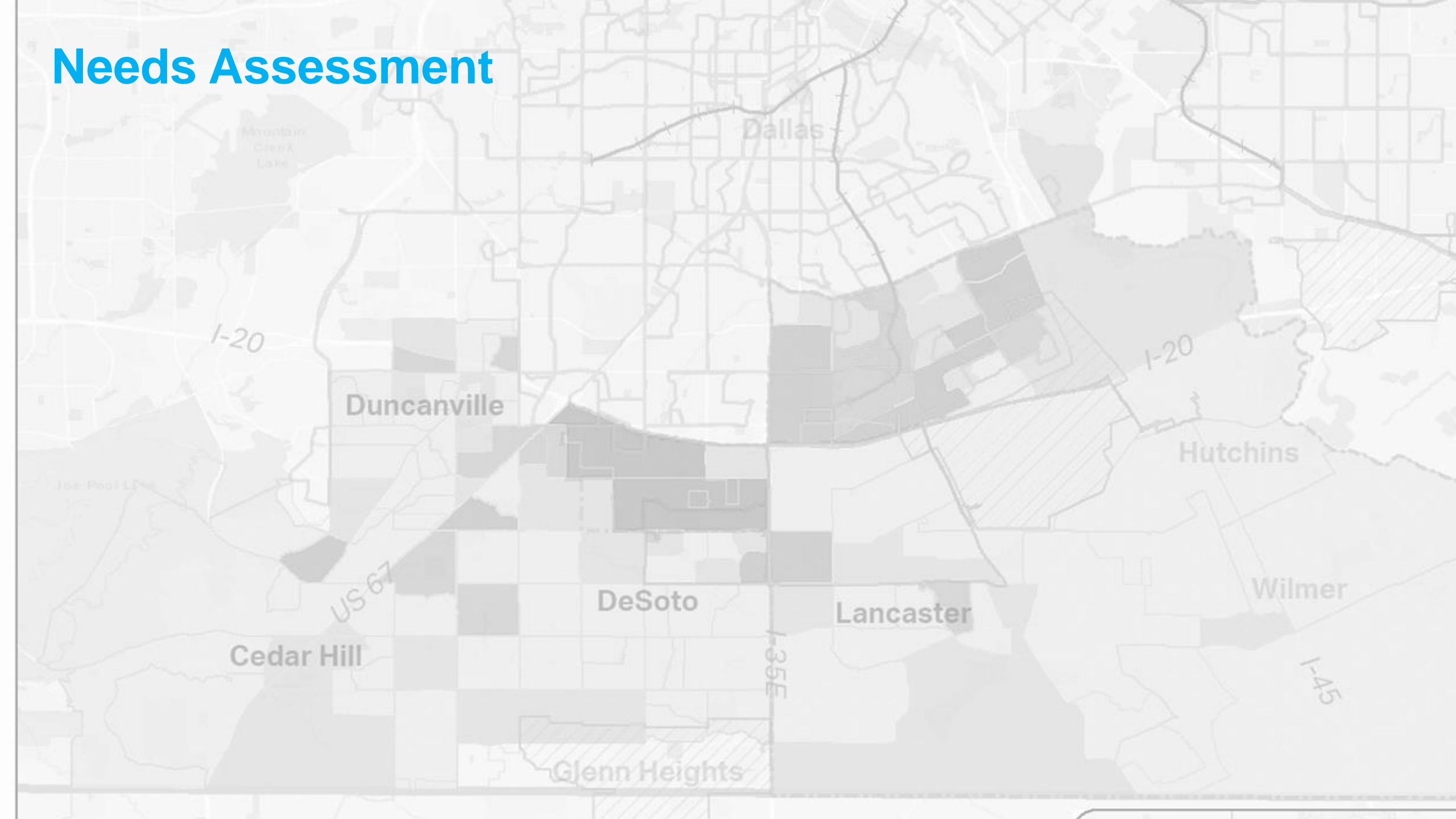


Southern Dallas County
Inland Port Transportation
Management Association

- Started service on November 2, 2020
- GoLink and UberPool vehicles (curb-to-curb service)
- Serves entire Inland Port with connections to UNT-Dallas Station and the Methodist Hospital
- May limit it to workforce trips in the future

GoLink serves UNT Dallas Station, for connections to DART Rail and buses

Needs Assessment

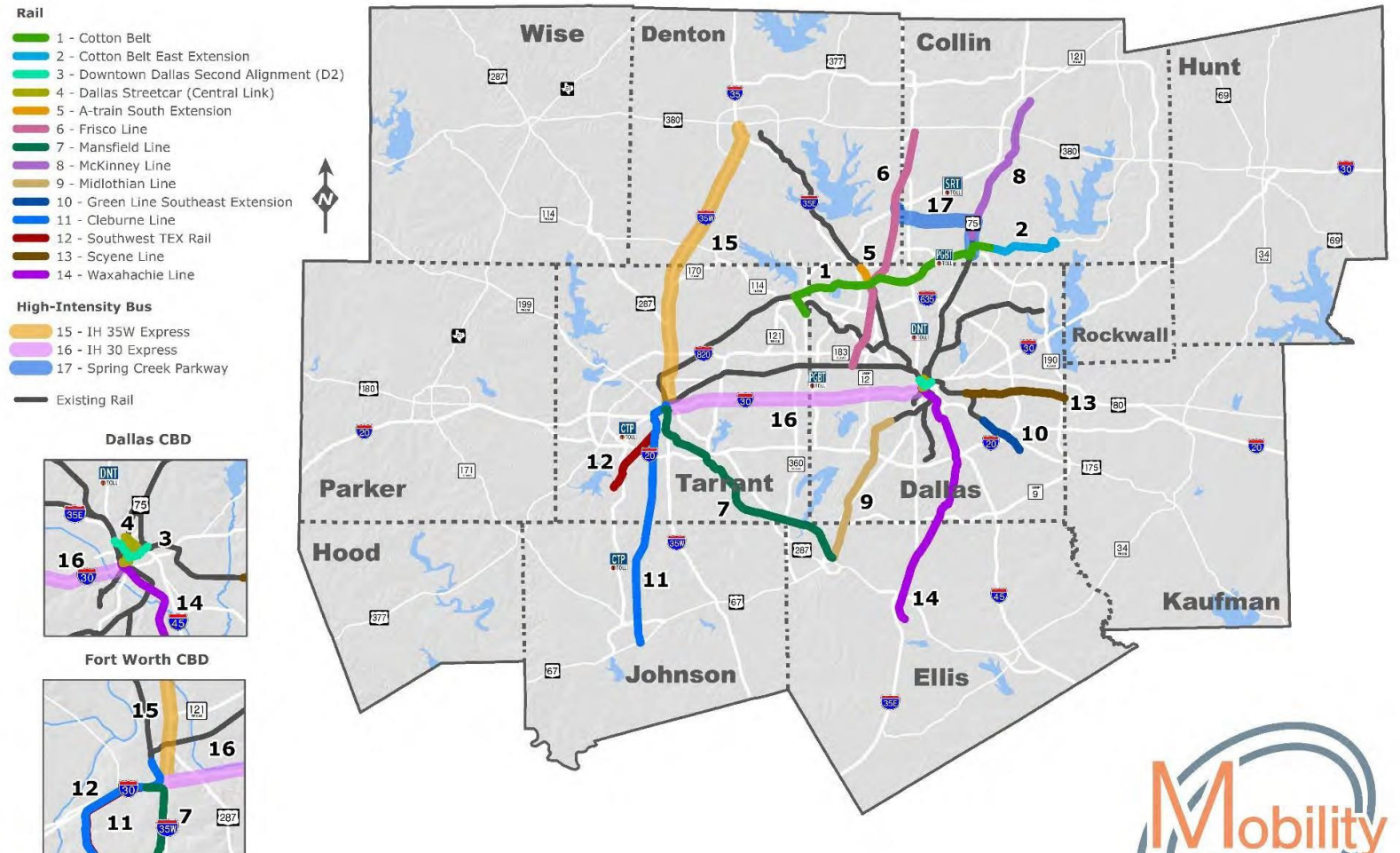


MOBILITY 2045 TRANSIT RECOMMENDATIONS

Transit Corridor Projects

Recommendations for a regional rail network:

- In our study area:
 - 9: Midlothian Line
 - 14: Waxahachie Line
- Variables impacting passenger rail implementation
 - Ridership
 - Existing Track Condition
 - Funding
 - Collaborative Support
- The MTP, adopted in 2018, recommends High-Intensity Bus in these transit corridors as a lower cost alternative and/or precursor to rail.



North Central Texas Council of Governments
June 2018

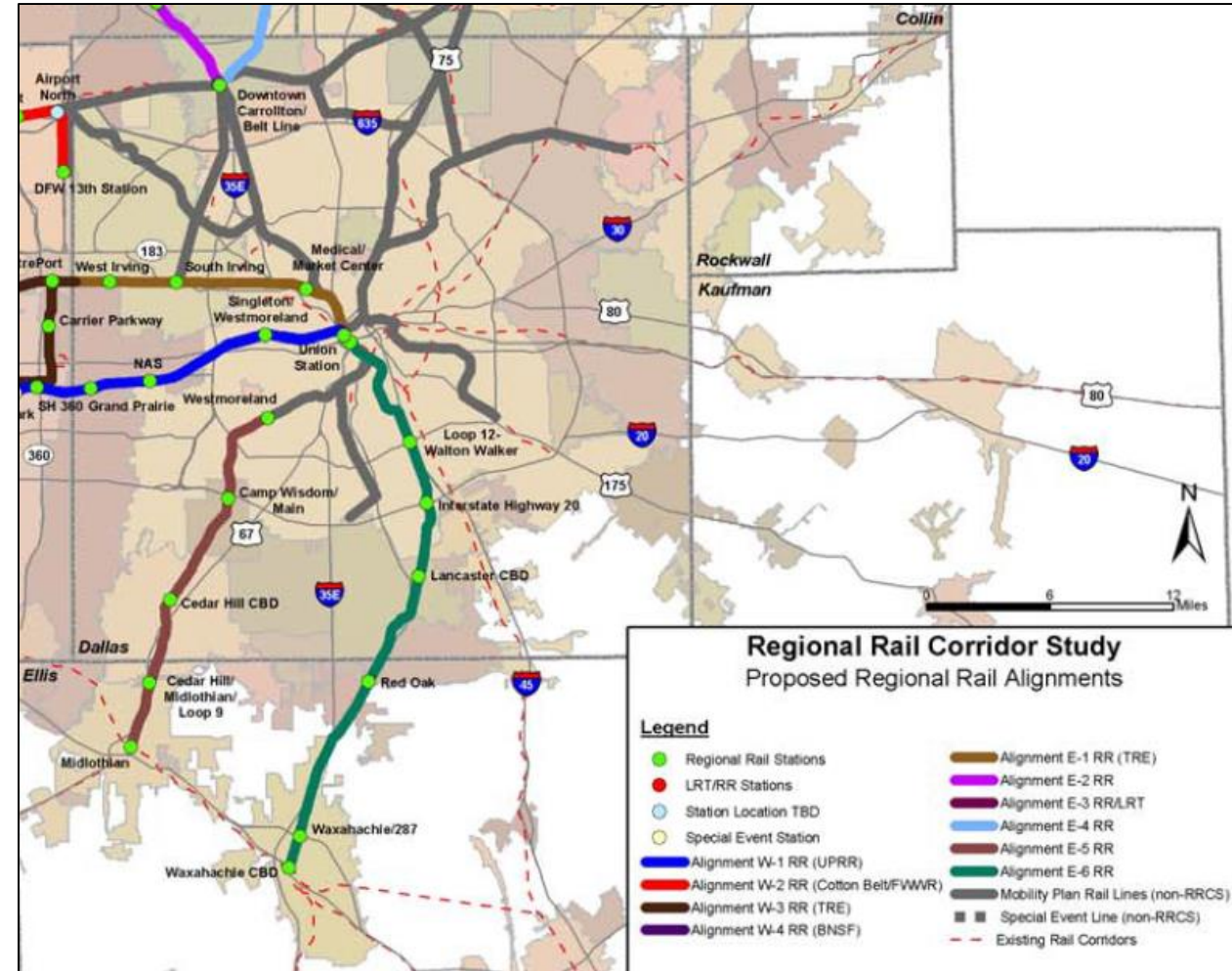
Facility recommendations indicate transportation need. Corridor-specific alignment, design, and operational characteristics will be determined through ongoing project development.

Source: NCTCOG Mobility 2045, Adopted 2018



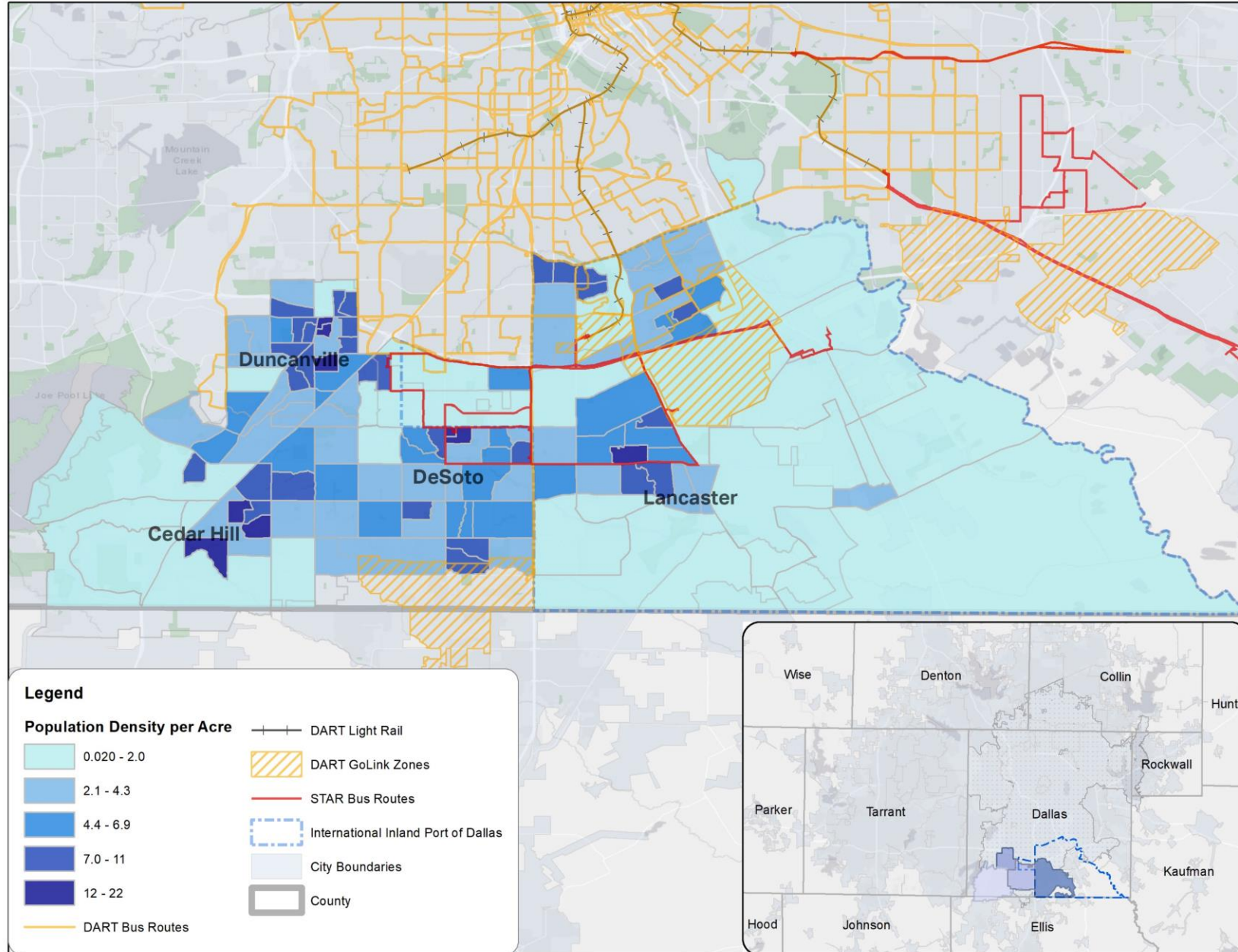
REGIONAL RAIL PLANNING EFFORTS

- NCTCOG – Regional Rail Corridor Study (2005)
 - Midlothian Line
 - Waxahachie Line
- Challenges to Implementation
 - Using Freight Railroads for ROW
 - High Capital Cost
 - Lower Frequency
 - Ridership
- This study seeks to build near term solutions working toward recommendations identified in Mobility 2045 and the NCTCOG Regional Rail Corridor Studies



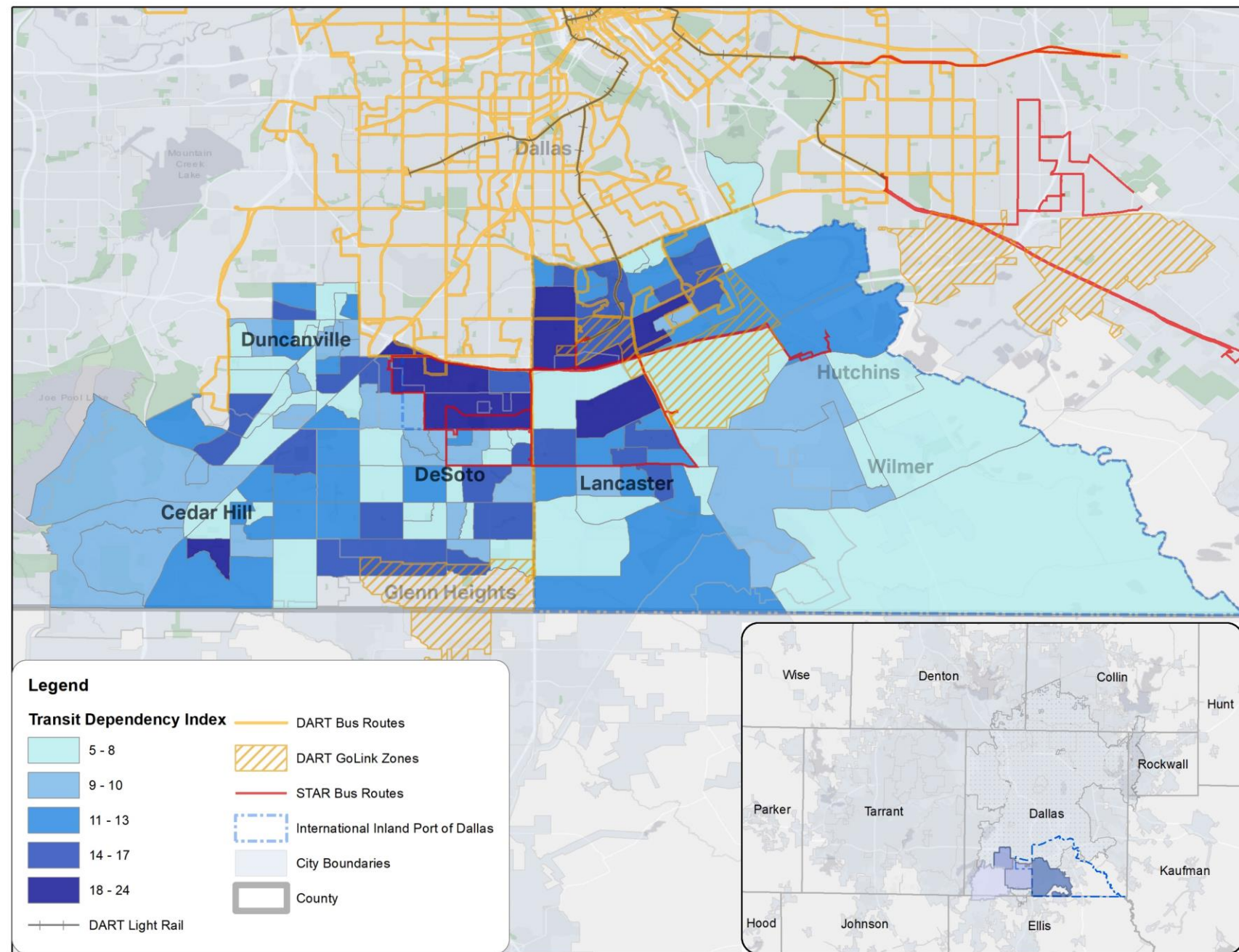
Source: NCTCOG Regional Rail Corridor Study, 2005

POPULATION DENSITY



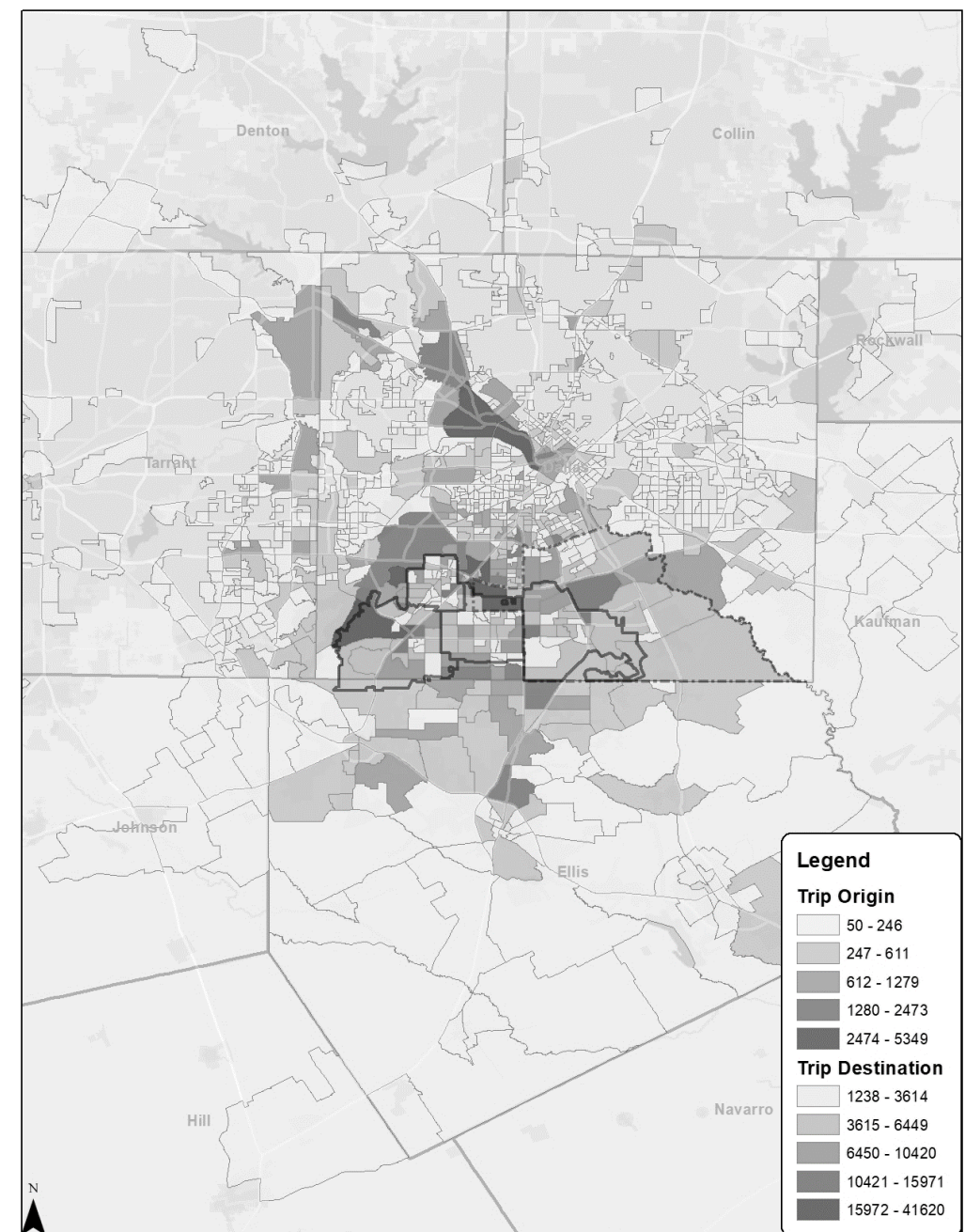
TRANSIT DEPENDENCY INDEX

- 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



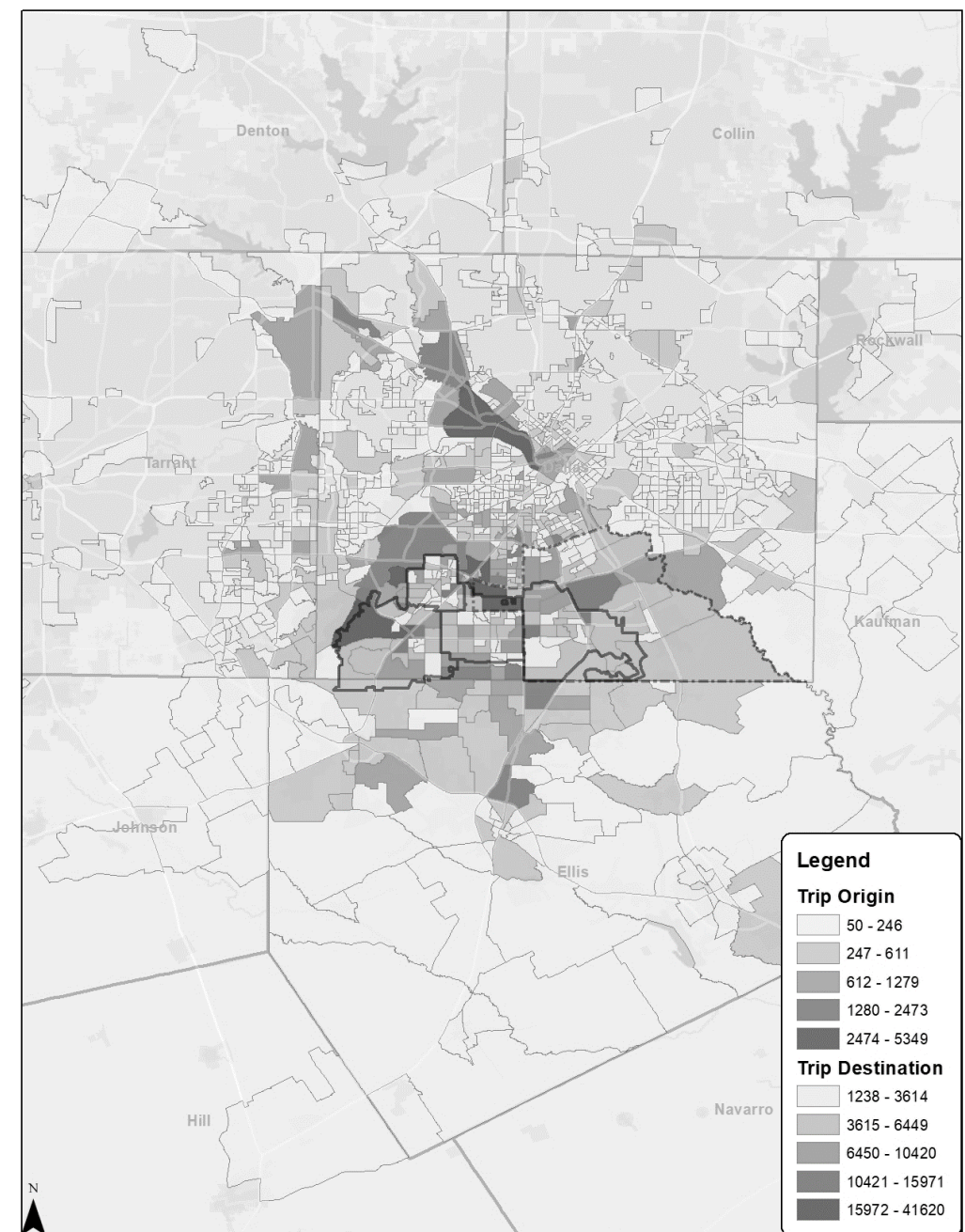
TRAVEL PATTERNS AND TRAVEL DEMAND MODEL ASSESSMENT

- Location-based data and travel demand modeling
 - Useful for identifying hotspots at a U.S. Census Block Group Level or Traffic Survey Zone level
 - Useful for analyzing trip origins and destinations at an aggregate level
 - Useful for identifying peak times of travel
 - LOCUS data provides a general idea of trip purpose
 - Useful for forecasting trip hot spots into the future
 - Useful for planning for transportation infrastructure



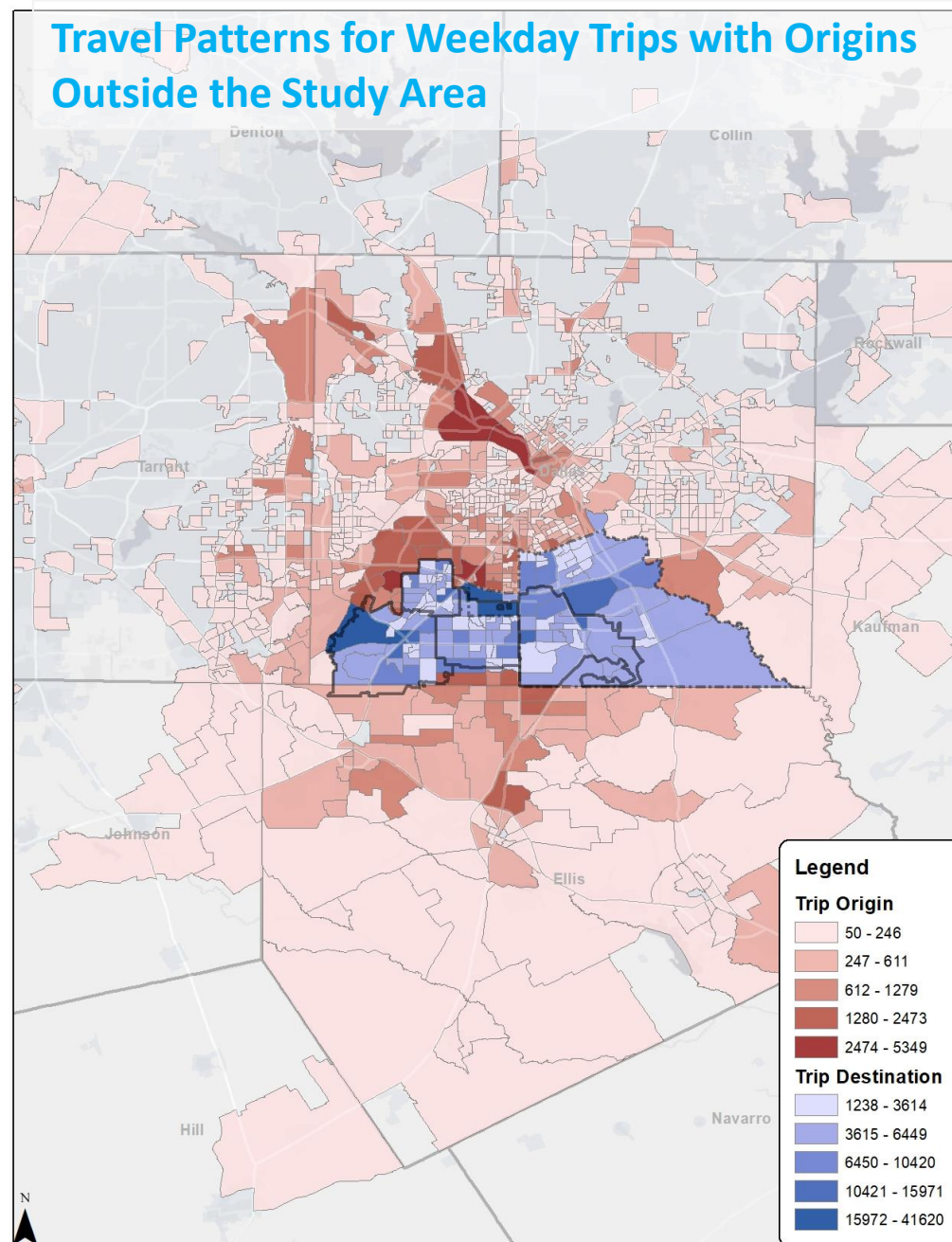
TRAVEL PATTERNS AND TRAVEL DEMAND MODEL ASSESSMENT

- **What is location-based data?**
 - Anonymous location-based services data typically sourced and anonymized from mobile devices
 - Provides aggregated trip origin and destination at a US Census Bureau Block Group level
 - Provides generalized time of trip (AM Peak, Midday, PM Peak, Night)
 - Provides generalized purpose
- **What is the Travel Demand Model?**
 - Uses historical origin and destination trip data aggregated at a Traffic Survey Zone level
 - Uses population growth and demographic data to overlay into the model and forecast trips
 - For this study, base year is 2017 and modeled year is 2045



TRAVEL PATTERN ASSESSMENT

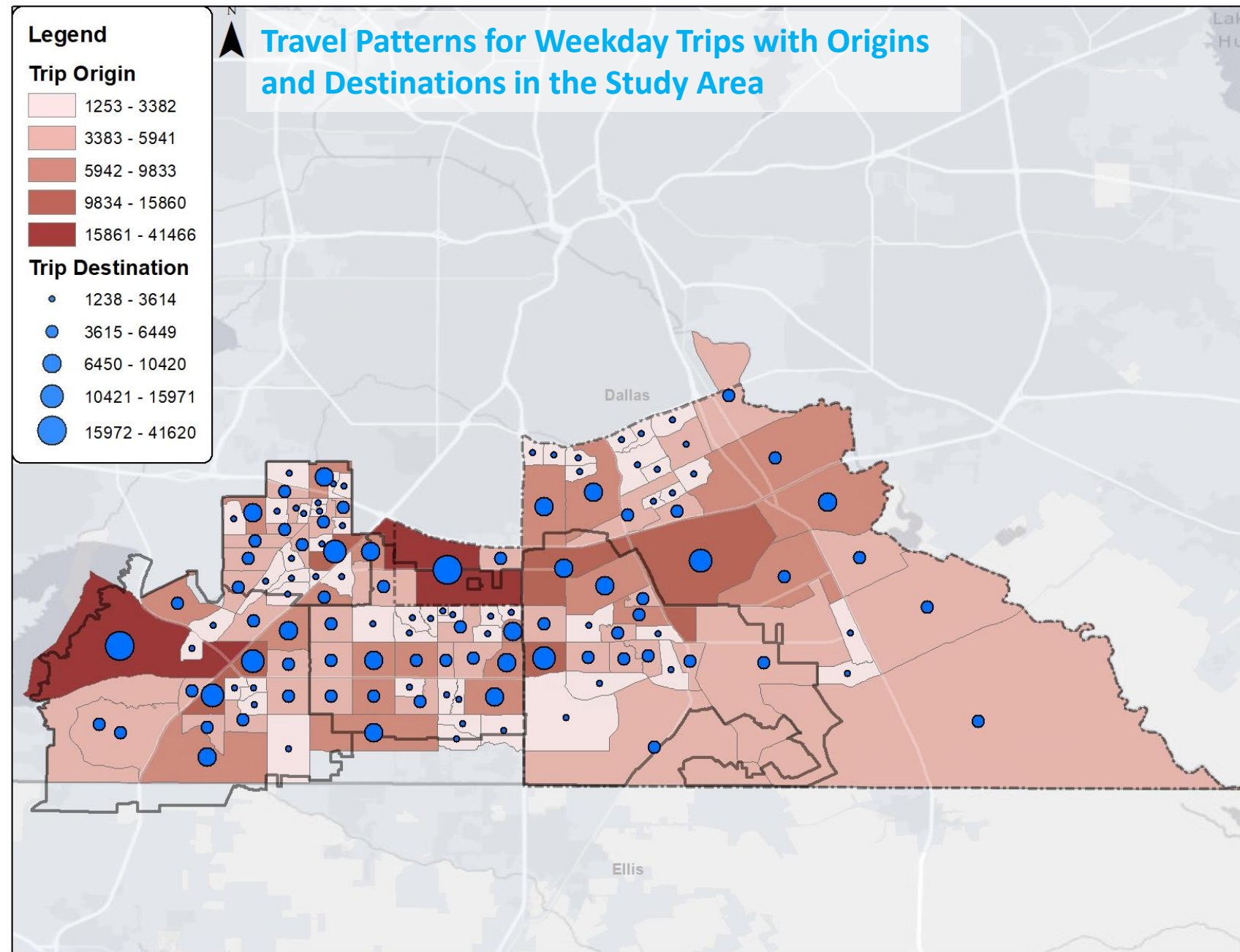
- Where are people coming from?
 - High trip origins were seen adjacent to the study area near Duncanville and DeSoto, and in the north Dallas, City of Irving area.
 - Other large trip originators are DFW International Airport and locations in northern Ellis County.



Source: Cambridge Systematics LOCUS Data, 2020

TRAVEL PATTERN ASSESSMENT

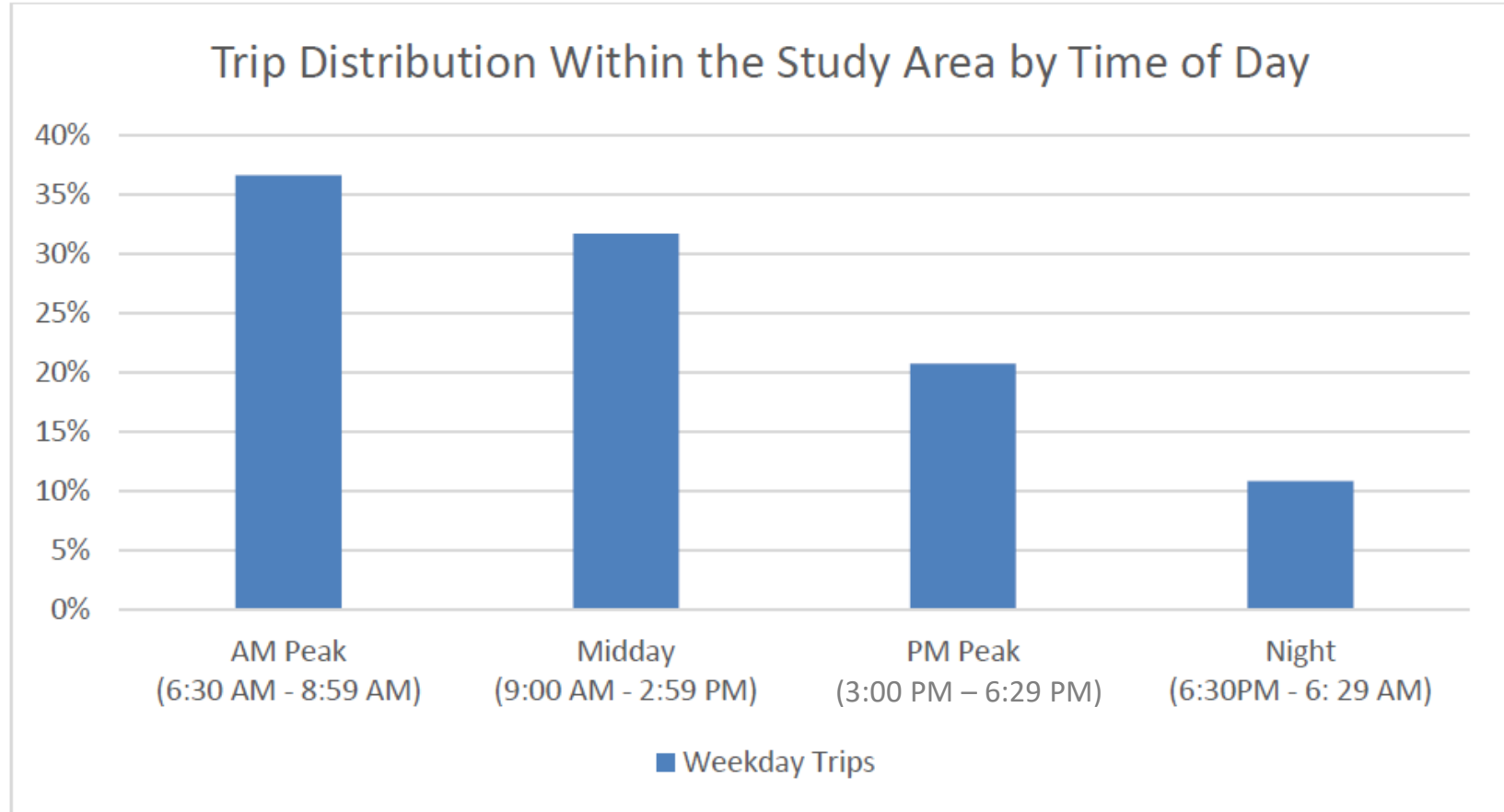
- Where do people go in the Southern Dallas County Area?
 - Trips occurring entirely within the study area
 - Locations with high trip origins are also locations with high destinations
 - Fewer trips travel to the southeastern portions of the study area
 - High numbers of origins and destinations occur in Cedar Hill, DeSoto, along the I-35E corridor and within the Inland Port Area and nearby Cedar Valley College, which is served by DART bus route 555 and links to the DART Blue Line Light Rail Station.



Source: Cambridge Systematics LOCUS Data, 2020

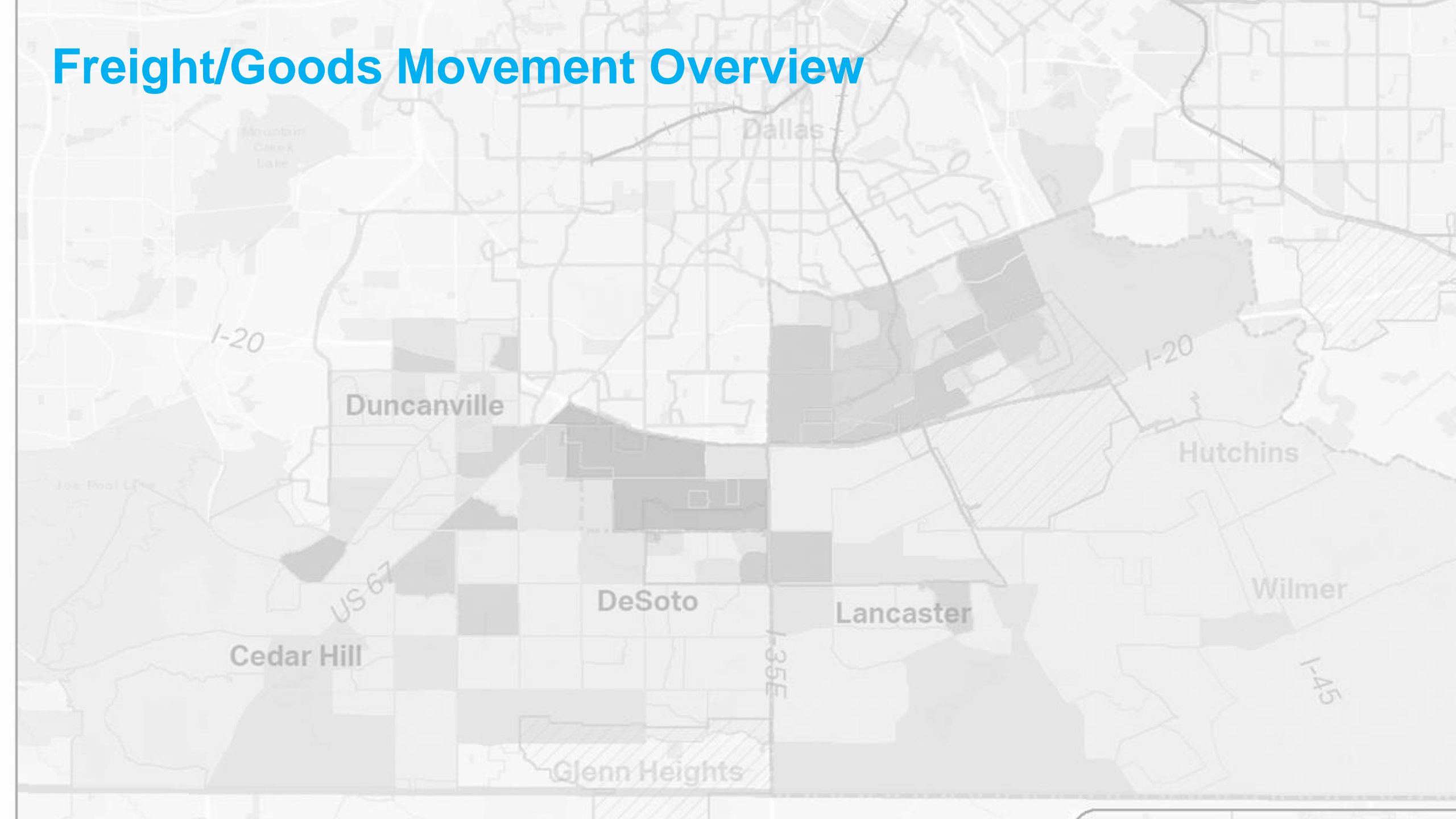
TRAVEL PATTERN ASSESSMENT

- What times are trips happening
 - Over 35 percent of trips occur during AM Peak travel times
 - Nearly 70 percent of trips occur prior to PM Peak travel

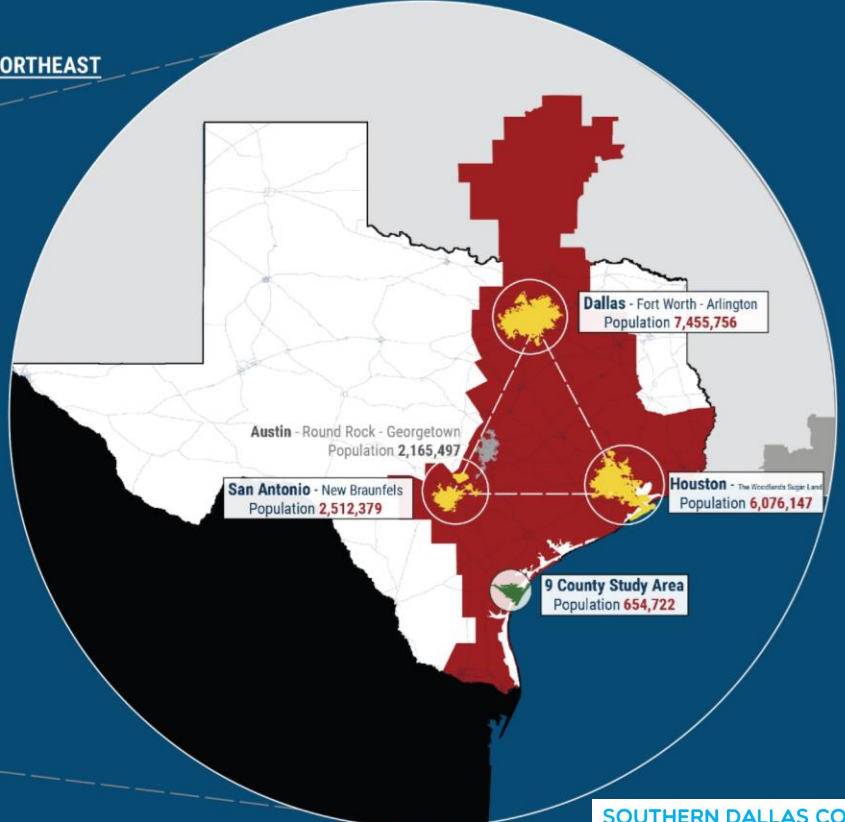
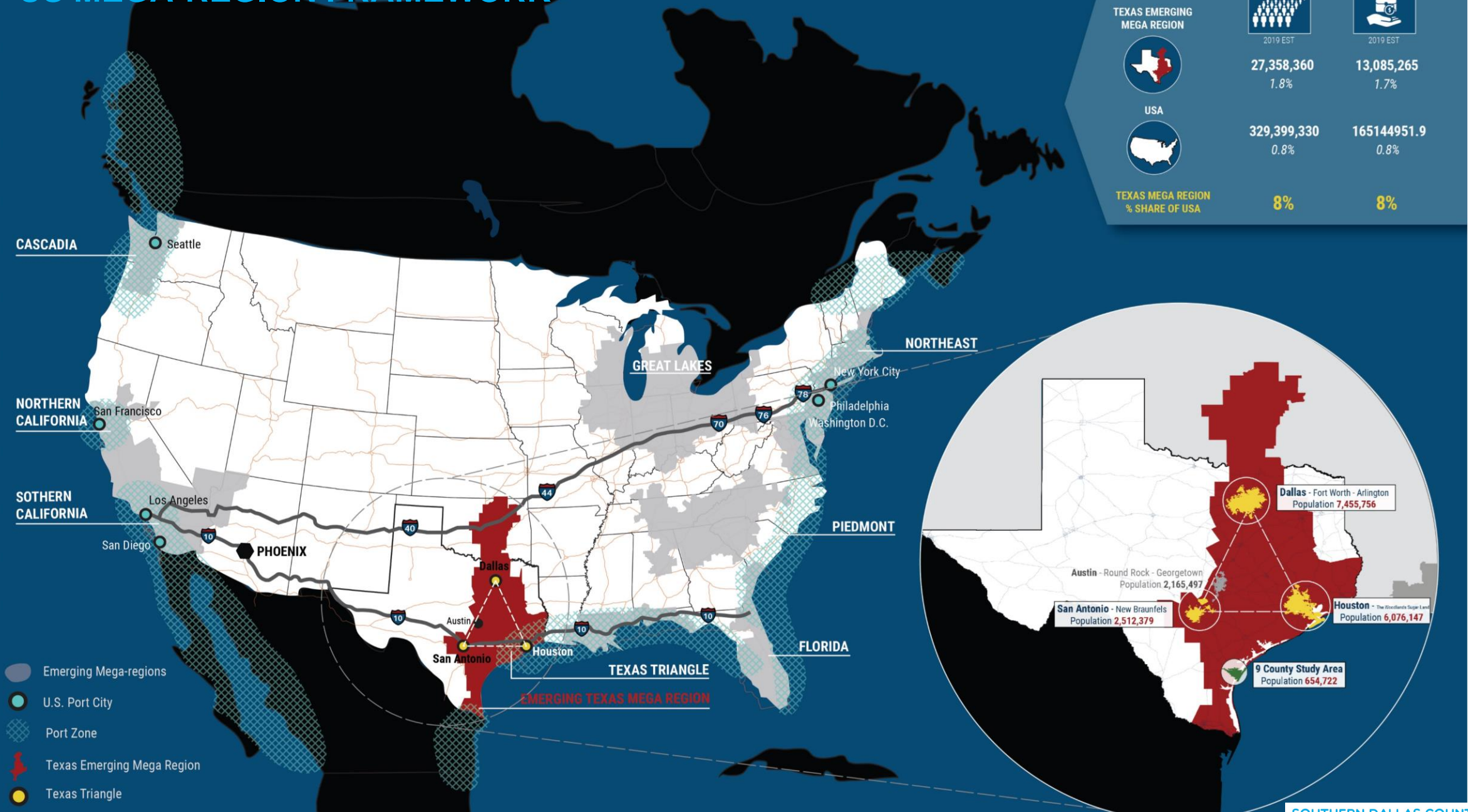


Source: Cambridge Systematics LOCUS Data, 2020

Freight/Goods Movement Overview



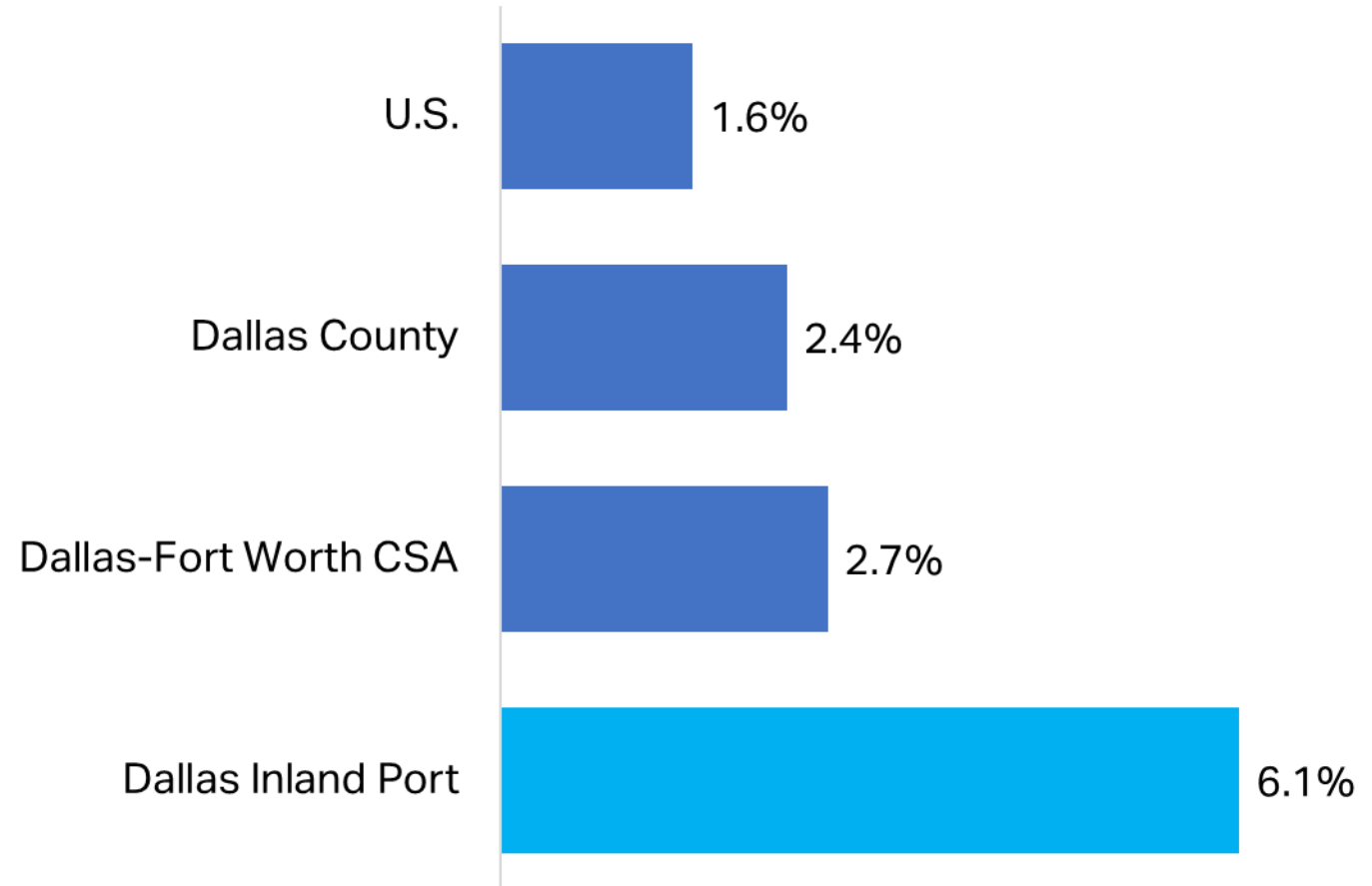
US MEGA-REGION FRAMEWORK



GROWTH IN THE SOUTHERN DALLAS COUNTY INLAND PORT

- In the last decade, 17% of all DFW Metro Area job growth occurred in the Southern Dallas County Inland Port.
- As of 2019, the Inland Port supported 33,900 total jobs, with more than 15,000 jobs in manufacturing, transportation and warehousing, wholesale, and e-commerce.
- At the current pace of growth, the Inland Port could see 100 million square feet of new development over the next 10 years, with the potential for more than 30,000 new industrial jobs.

Dallas and Inland Port Job Growth Rate, 2010-2019

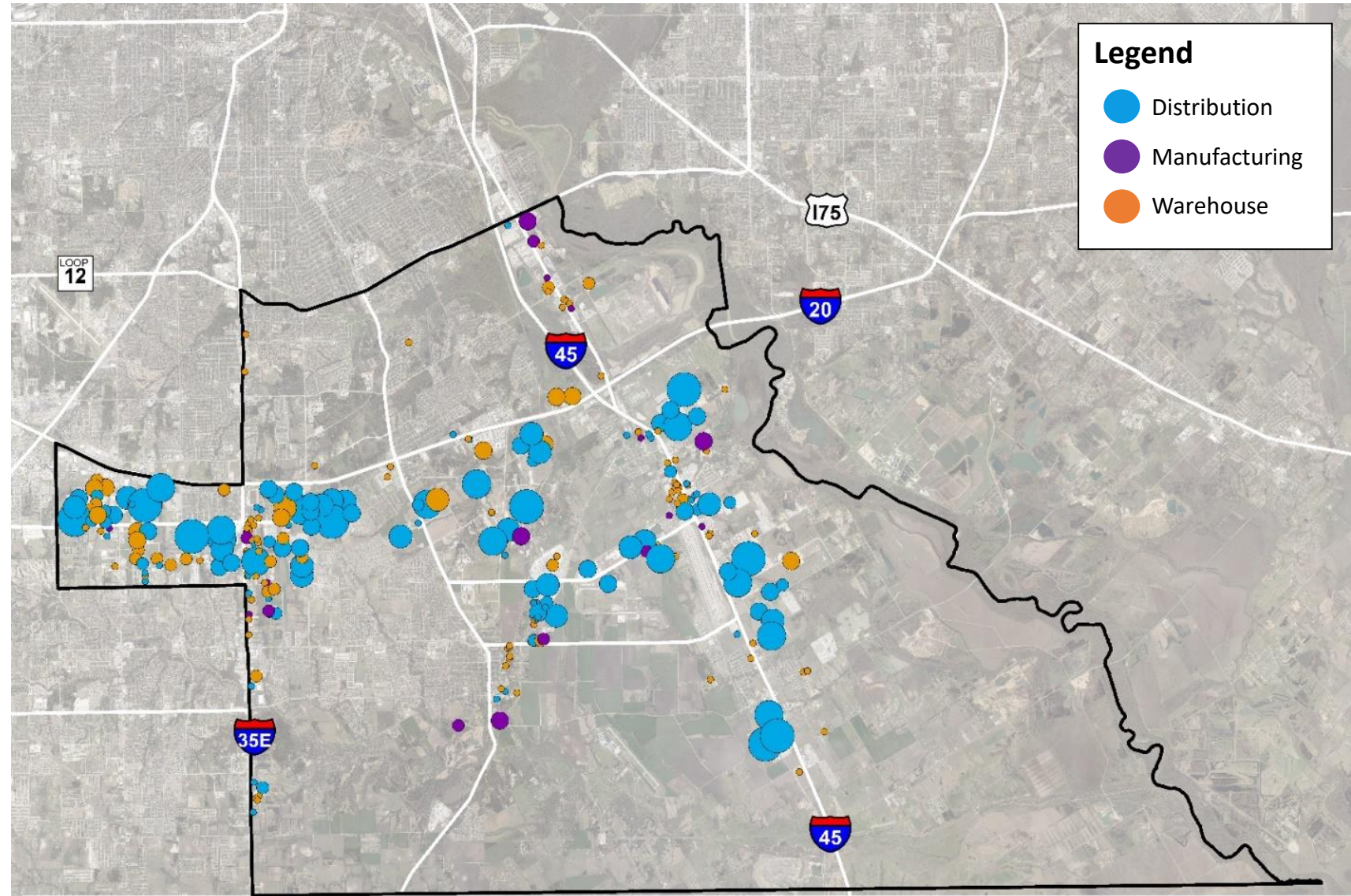


Source: EMSI, ESRI, U.S. Census, 2020

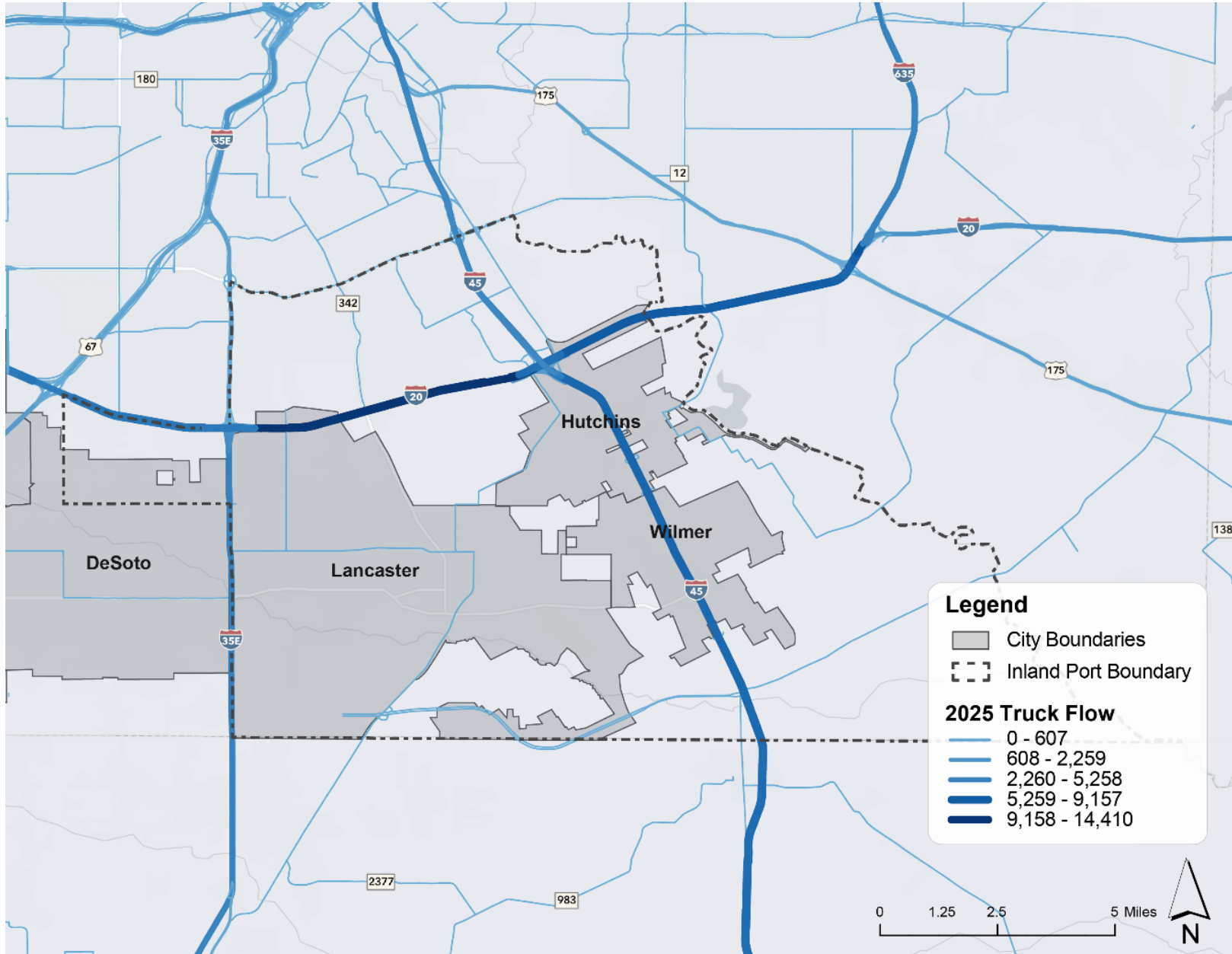
GROWTH IN THE SOUTHERN DALLAS COUNTY INLAND PORT

- The SDCIP has experienced dramatic growth since 2010, tied to the development of more than 40 million square feet of modern warehouse space.
- 90% of all Inland Port rentable square footage has been developed in the past two decades, and 70% of all rentable square footage was been constructed between 2010 and 2019.

Inland Port Industrial Property by Type and Size



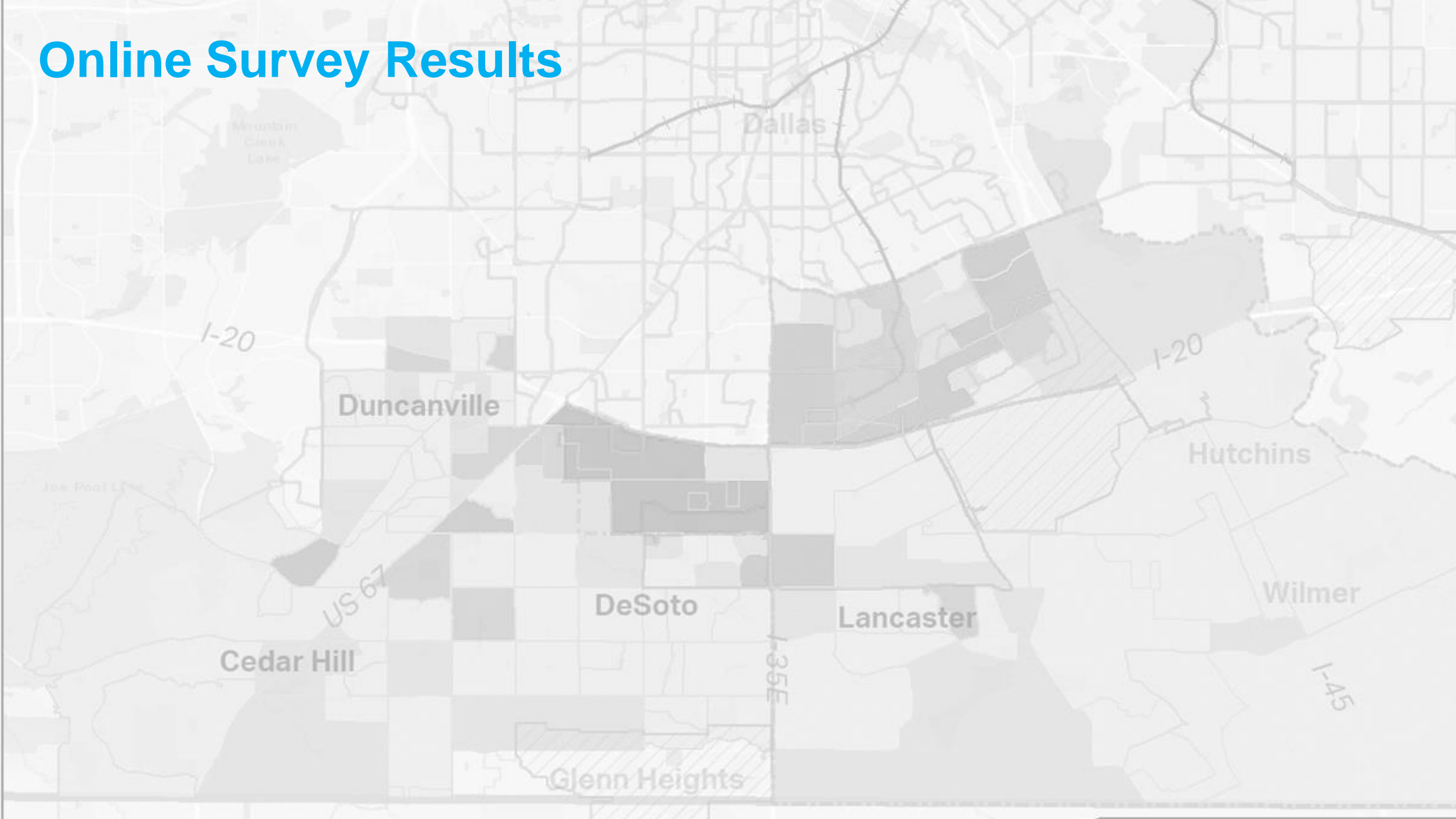
2025 Truck Flows



2050 Potential Delays



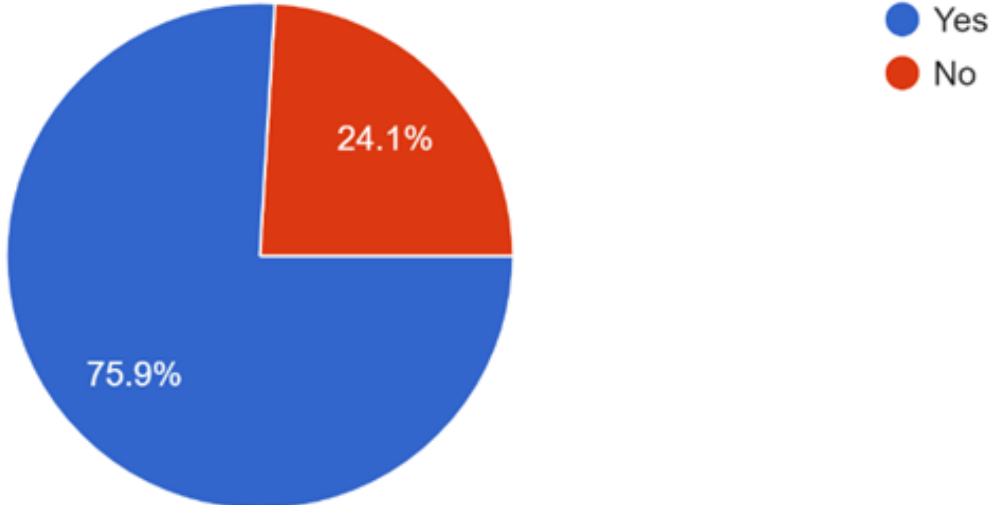
Online Survey Results



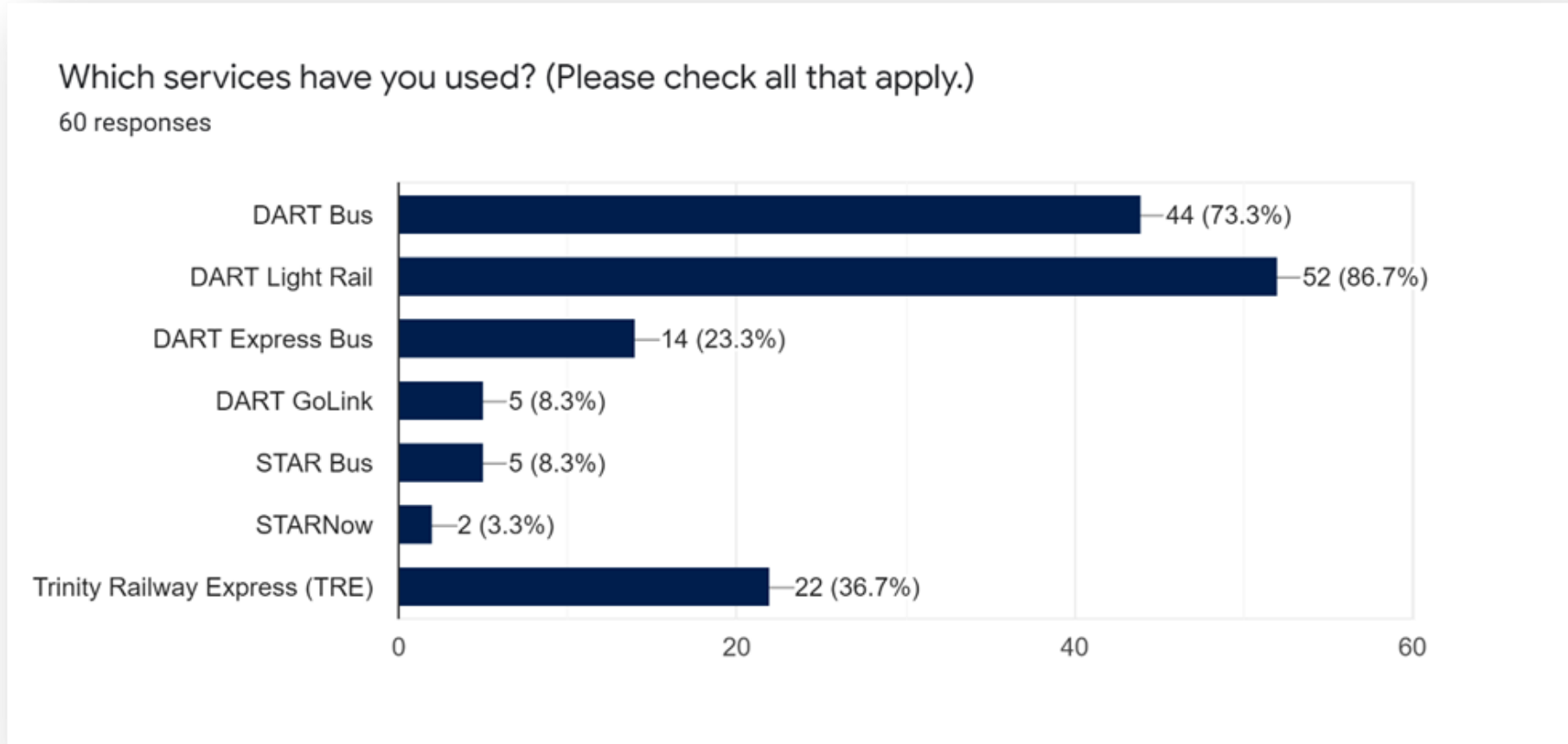
SNAPSHOT OF ONLINE SURVEY RESULTS (as of December 1, 2020)

Have you used DART or STAR Transit before?

79 responses



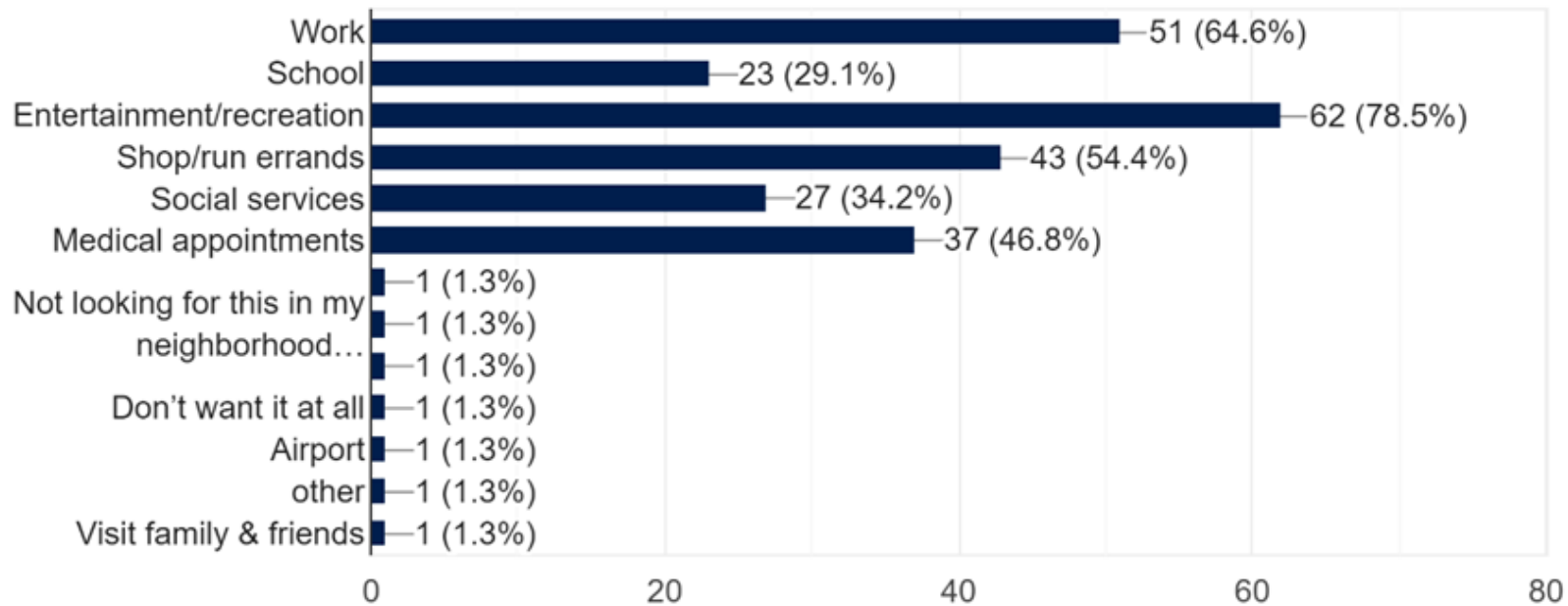
SNAPSHOT OF ONLINE SURVEY RESULTS



SNAPSHOT OF ONLINE SURVEY RESULTS

If available, which types of trips would you use transit for? (Please check all that apply.)

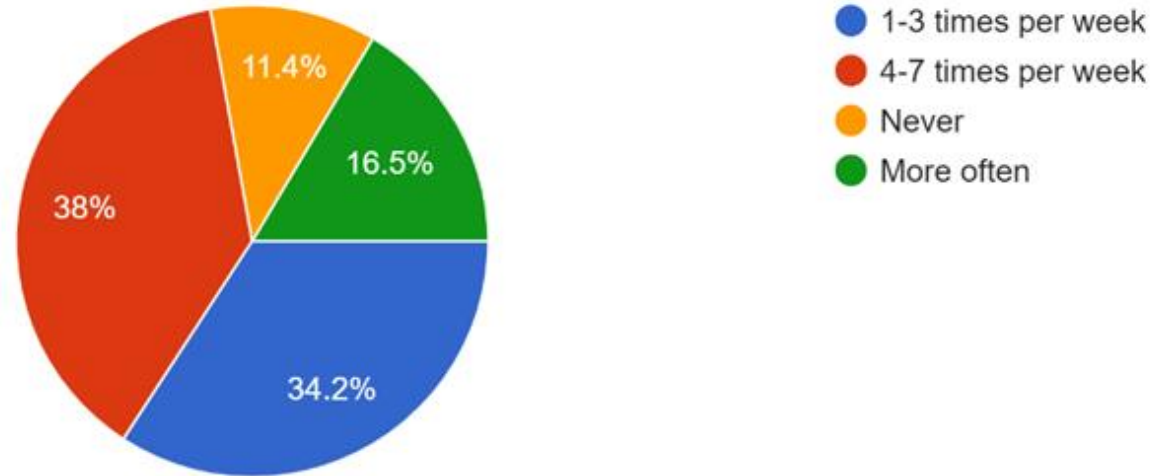
79 responses



SNAPSHOT OF ONLINE SURVEY RESULTS

If transit access was easy or simple, how often would you use transit?

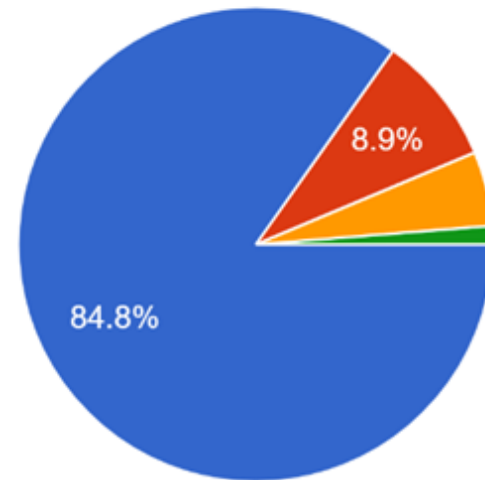
79 responses



SNAPSHOT OF ONLINE SURVEY RESULTS

How has COVID-19 changed your current use of transit services?

79 responses

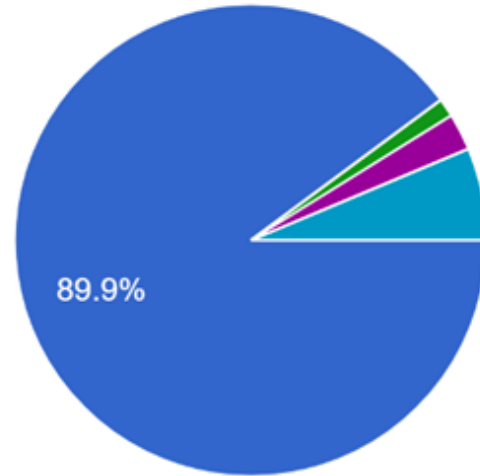


- I do not ride transit at all currently
- I ride transit but less than before
- I ride transit about the same amount as before
- I ride transit more than I did before

SNAPSHOT OF ONLINE SURVEY RESULTS

Do you and your household have direct access to a vehicle?

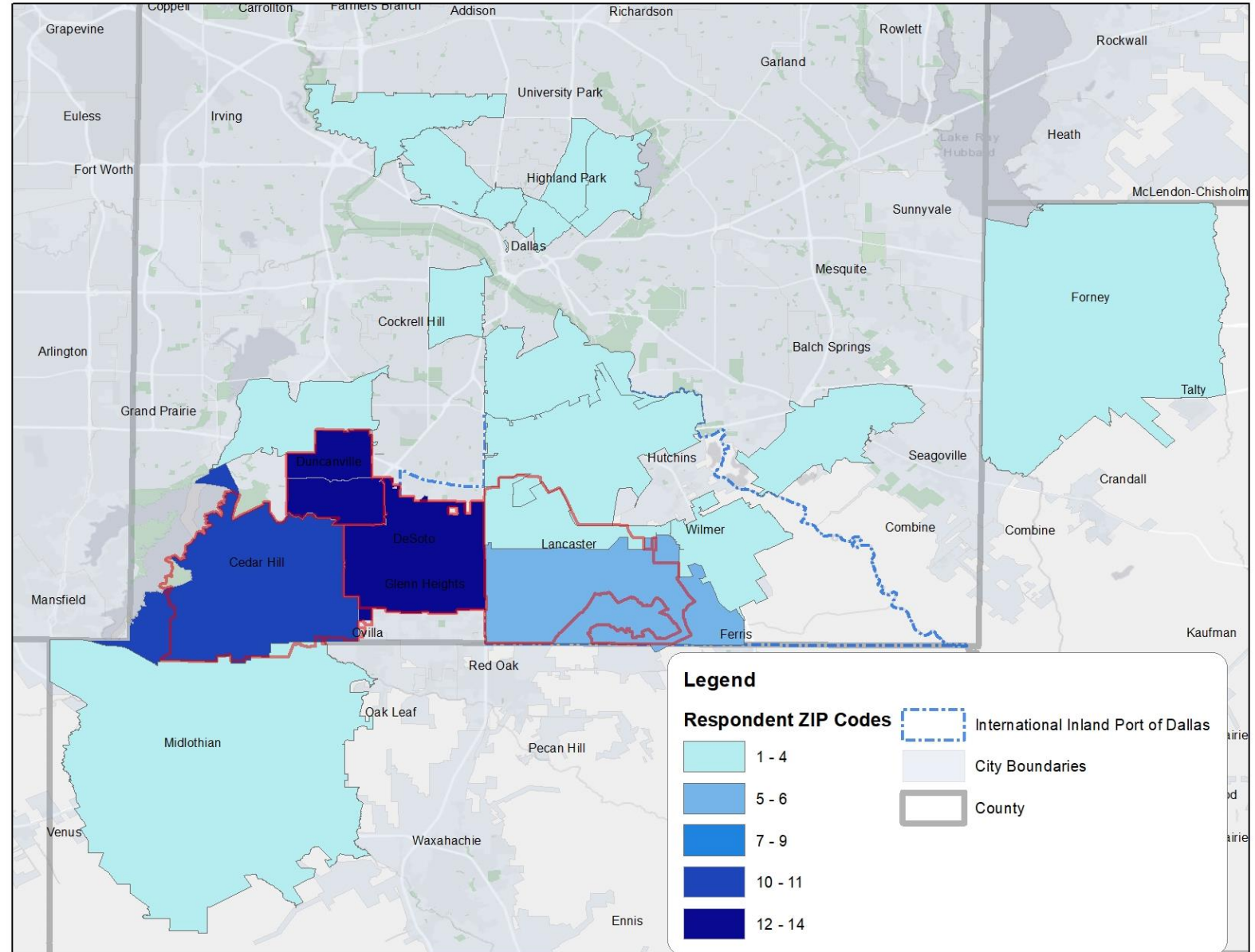
79 responses



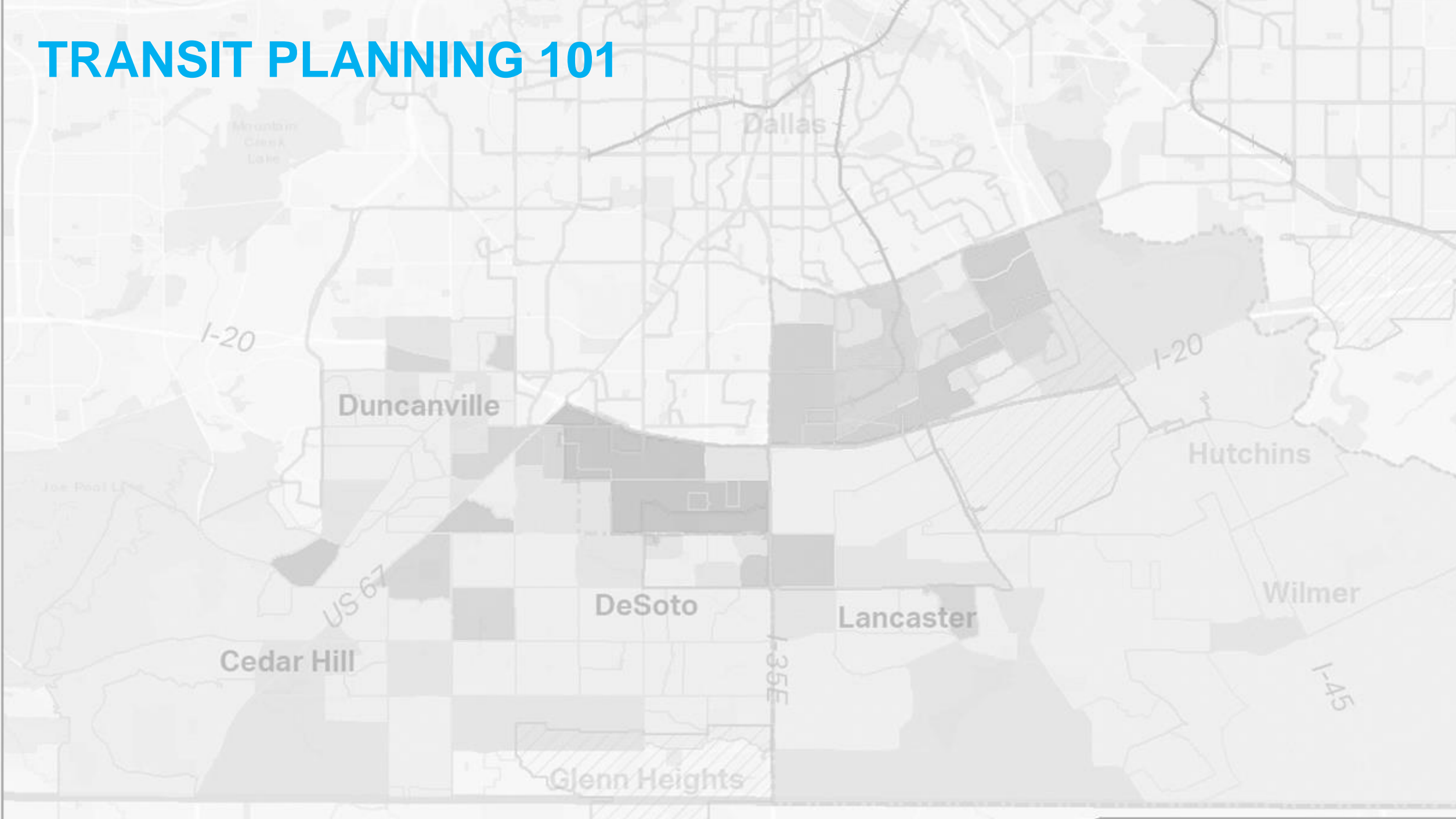
- Yes, I own a vehicle
- No, but I can borrow one whenever I need it
- No, but I can get a ride whenever I need it
- No, but I can borrow one or get a ride in an emergency
- I do not have any access to a vehicle
- Prefer not to say

SNAPSHOT OF ONLINE SURVEY RESULTS

- What is the ZIP Code where you live?



TRANSIT PLANNING 101



HOW DO WE MEASURE SUCCESS OF TRANSIT SERVICE?

- High ridership/high productivity
- Providing coverage to most areas of the community
- Providing a link to existing transit services (DART and STAR)
- Cost effective
- Providing lifeline services to vulnerable populations

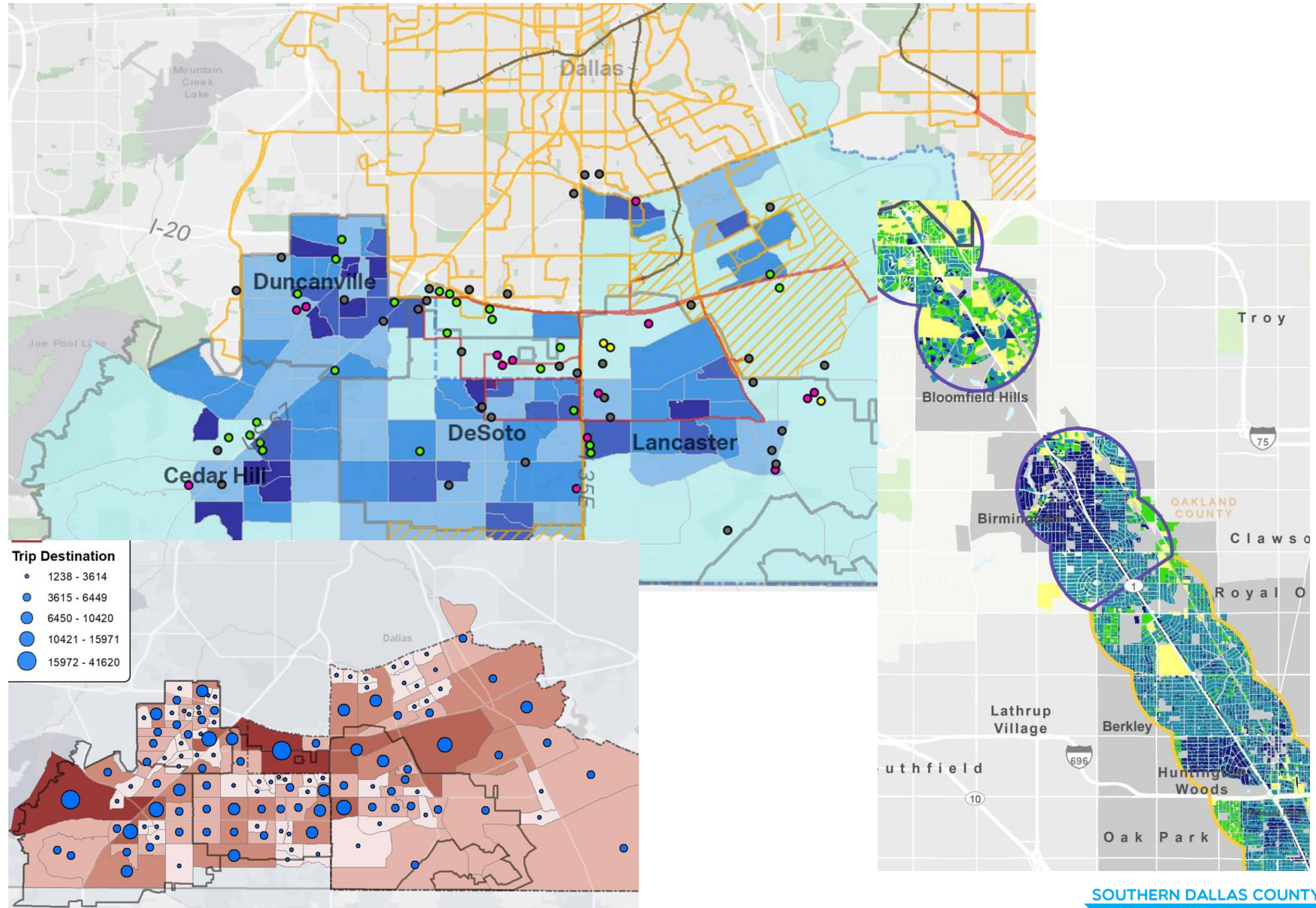
How can transit best serve the communities?

HOW CAN TRANSIT BEST SERVE THE COMMUNITIES






- Provide lifeline service to shopping, jobs, medical appointments, and social services
- Provide commuter service to downtown Dallas
- Connect to regional transit services including DART LRT (UNT-Dallas and Westmoreland stations), Trinity Railway Express and Glenn Heights Express Bus
- Provide circulator trips focused within each city
- Develop routes that travel between Best Southwest communities connecting activity centers
- Lay the groundwork for connections to future regional rail services – Mobility 2045

KEY TRANSIT FACTORS

- Density
- Activity centers
- Large employers
- Lifeline service
- Land use
- Density of trips (LBS data)
- Stakeholder and public input



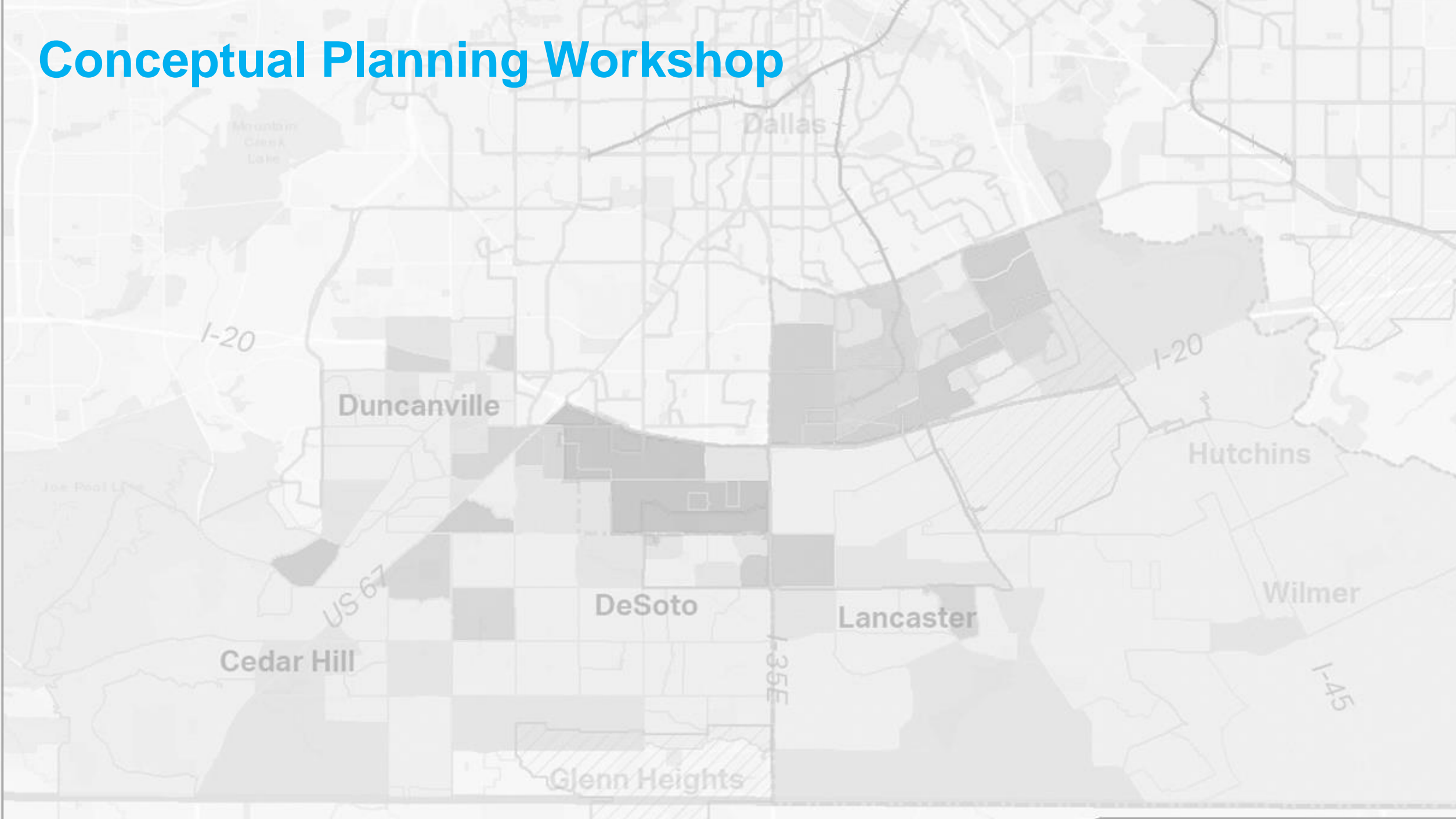
TYPES OF TRANSIT SERVICE

Service Type		Description	Key Markets
Express Bus		Commuter service that often travels on freeways with limited stops from residential areas to employment centers	Commuter service
Bus Rapid Transit (BRT)		High capacity corridor-based service with fewer stops, frequent service and signature branding on buses and at stops/stations	High ridership corridors with strong anchors on both ends of route
Local Bus (Fixed Route)		Bus service with a designated route and stops and often travels on a regular schedule throughout the day	Shopping, workforce, medical, education and connections to regional services
Shuttle		Shuttles provide limited stops, only picking up specified riders to specific locations such as employers or major activity centers	Major employers or transit transfer locations
Microtransit		Operates dynamic on-demand curb-to-curb service within a zone with established departure and arrival times at one or more locations. Uses app-based trip scheduling. (DART GoLink and STARNow)	Lower density areas, lifeline services, areas with limited sidewalks

FIRST/LAST MILE OPTIONS AND MOBILITY HUBS



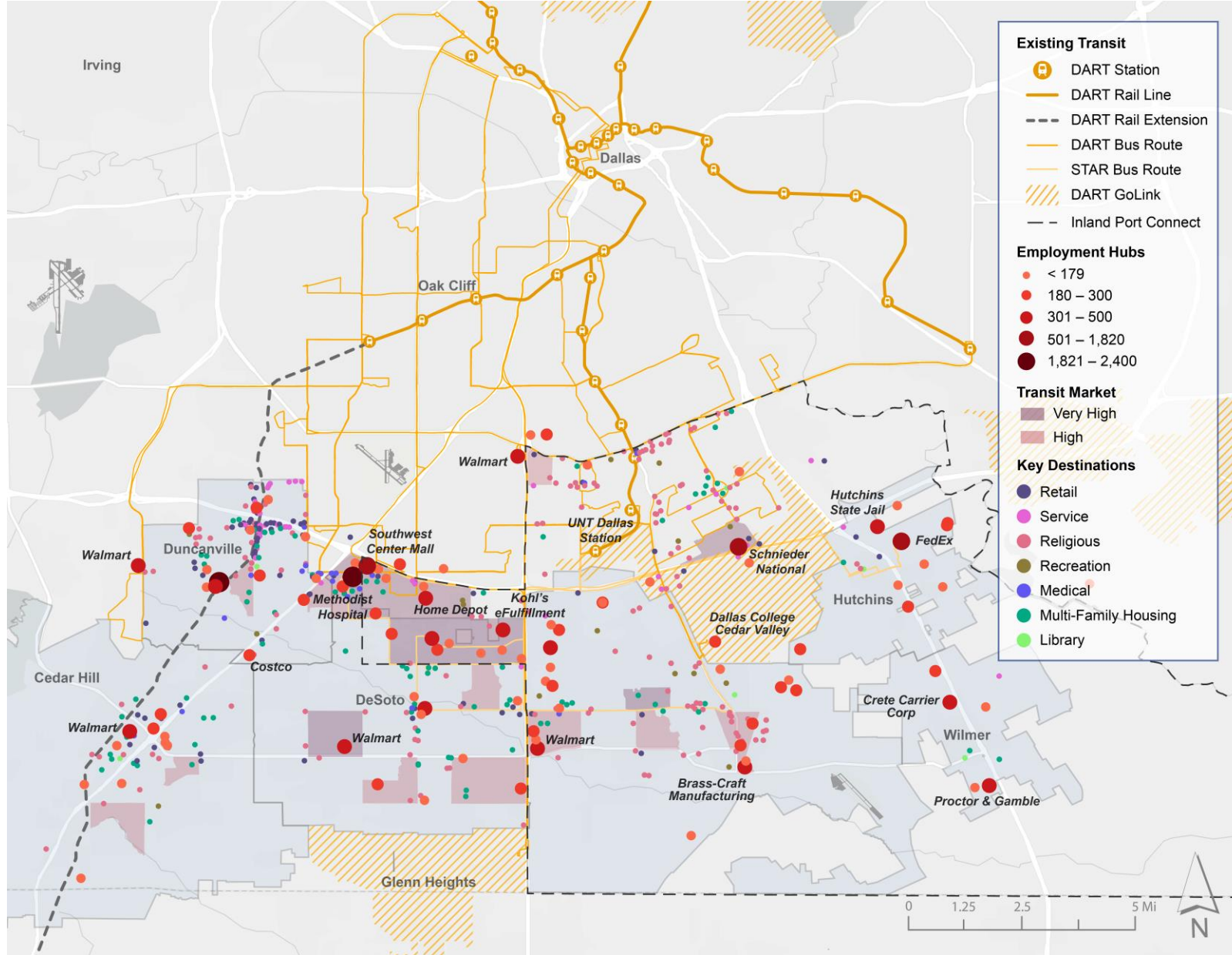
Conceptual Planning Workshop



ASSUMPTIONS FOR PLANNING

- Plan as “clean slate”
 - STAR Transit provides key service to the area
- Service within the entire study area, not only each city
- Focus on where service should go and service type
- Specific details including frequency, service days and costs will be covered during February/March PAC meeting
- Take into account impacts of COVID-19

STUDY AREA



NEXT STEPS

- Scenario Planning
 - Develop route concepts
- Online Survey through December 14
- Public Meeting in January 2021
- PAC Workshop February/March 2021

FUNDING SURVEY

- Online Transit Funding Survey for PAC members
- Looking for input on potential strategies for funding transit scenario recommendations
- Funding approaches other than sales tax

https://docs.google.com/forms/d/e/1FAIpQLSfXIFAgj6EVLGnluvCPFq5zd6NfX5LY8C3_7PZRGjzRmWQSjQ/viewform

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.

THANK YOU!

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