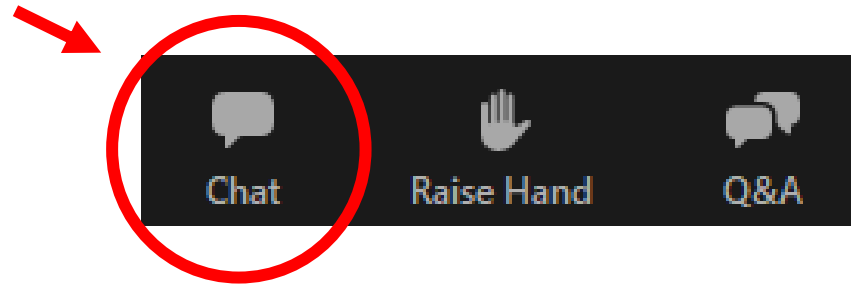


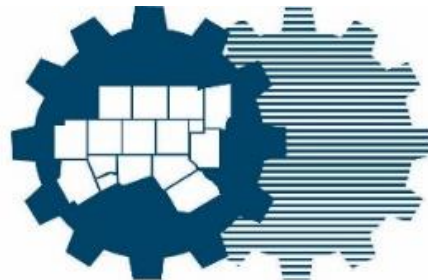
Welcome

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 tonight's meeting.

- **Raise Hand**

- Virtually raise your hand to notify a team member that you have a question.
- We will unmute you to ask the question 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.





SOUTHERN DALLAS COUNTY TRANSIT PLANNING STUDY

PUBLIC MEETING
FEBRUARY 4, 2021

Duncanville
DeSoto
Lancaster
Cedar Hill



SPEAKERS AND PROJECT TEAM

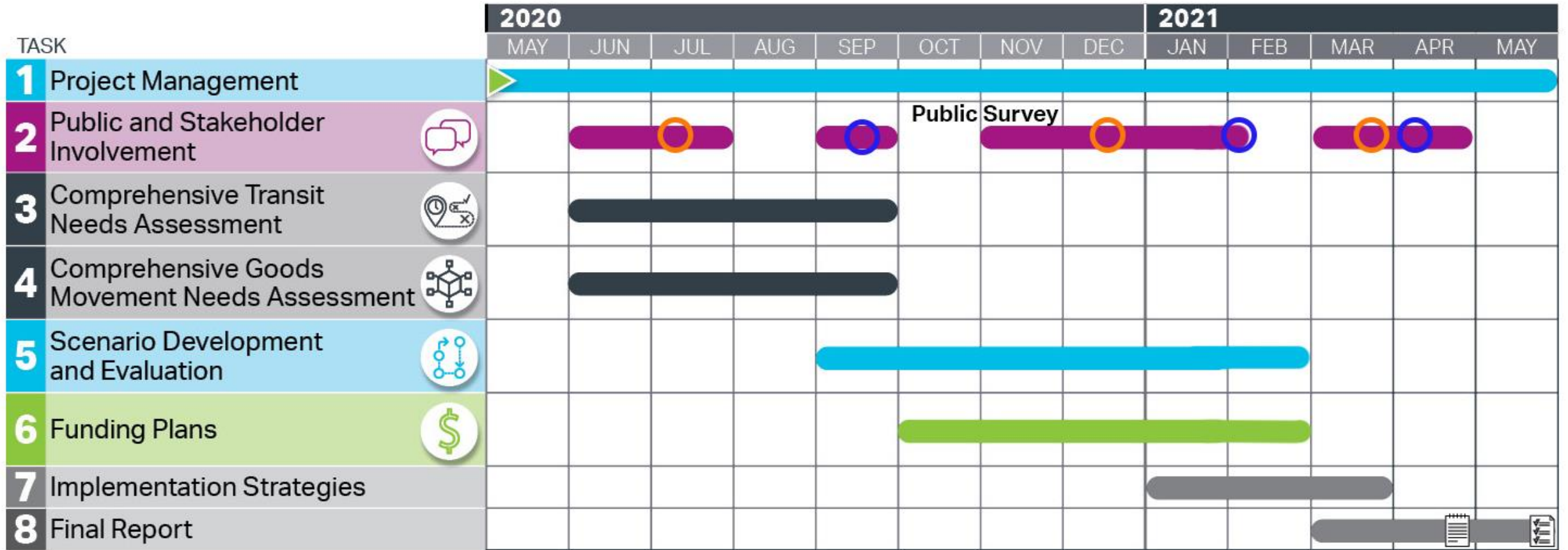
- **Jennifer Patterson** – K Strategies
- **Andrew Ittigson** – AECOM
- **Matt Ables** - AECOM
- **Jessica Jones** – AECOM

- Shannon Stevenson – NCTCOG
- David Garcia – NCTCOG
- Ezra Pratt - NCTCOG
- Josh Shane – AECOM
- Jodi Hodges - AECOM
- Tim Simon- ATG
- Peter Barrilleaux – ATG
- Katrina Keyes – K Strategies

AGENDA

- Welcome/Introductions
- Project Schedule and Study Purpose
- Needs Assessment
- Online Survey Results
- Transit Planning Overview
- 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

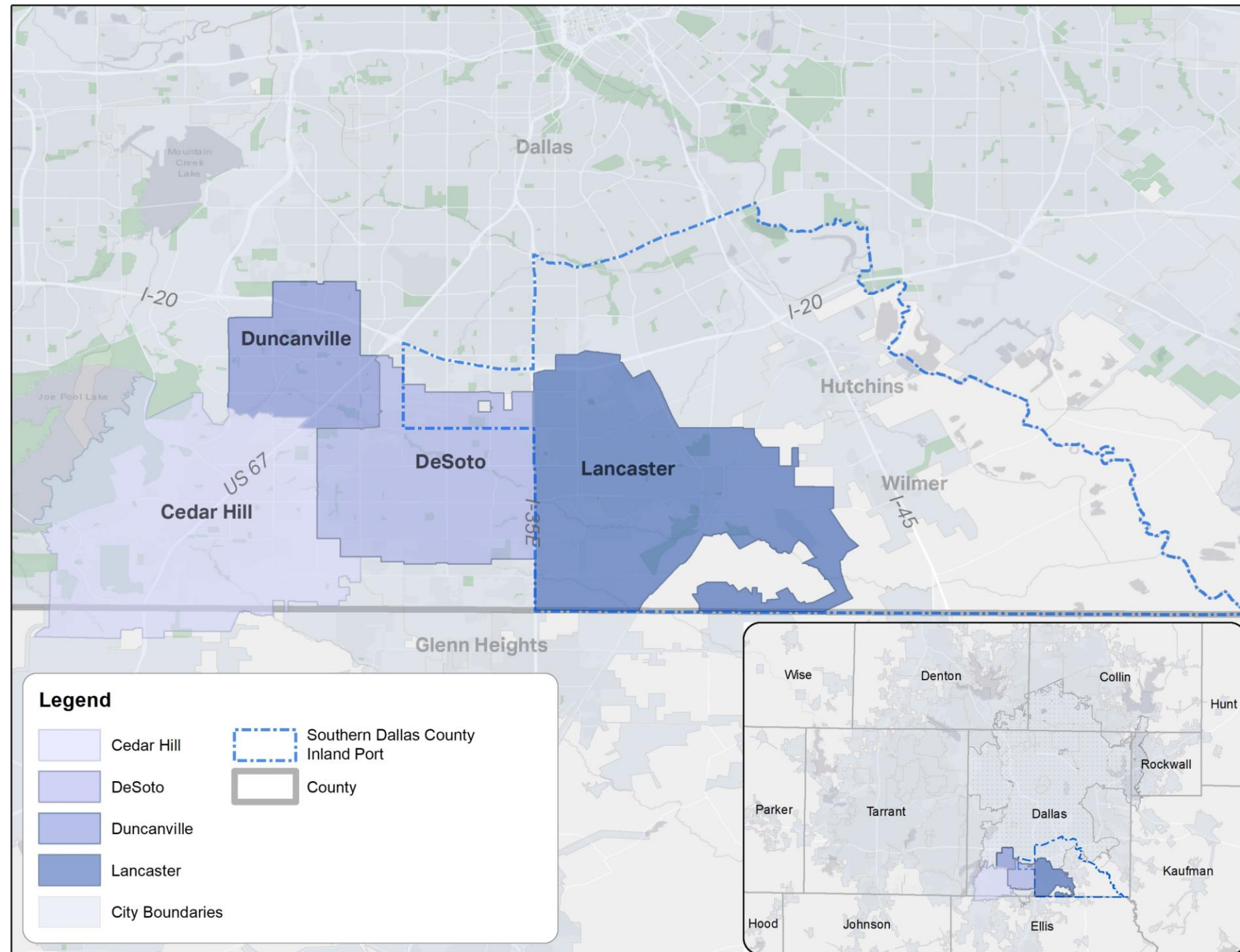
Cities:

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

Southern Dallas County Inland Port

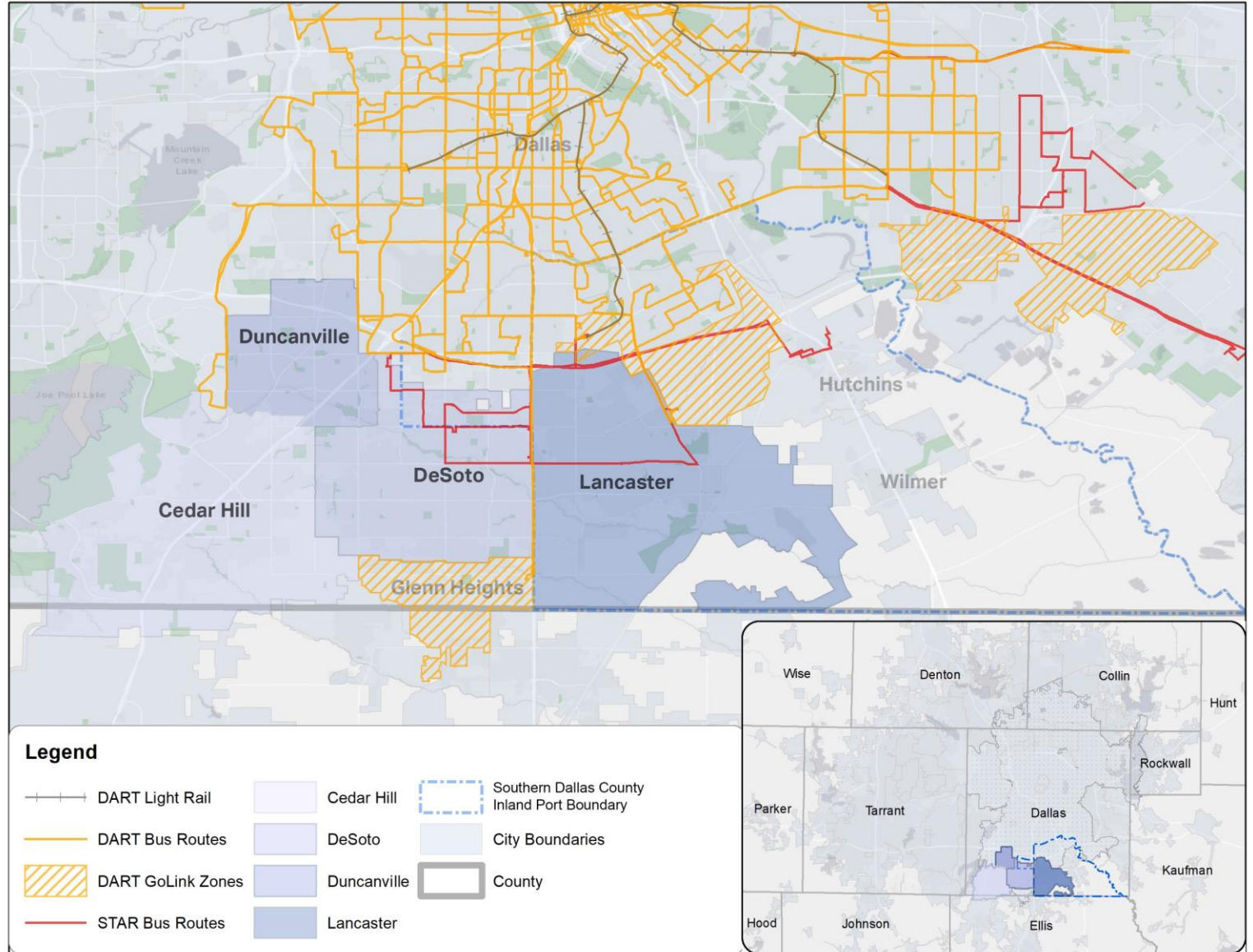
Transit Agencies

- 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

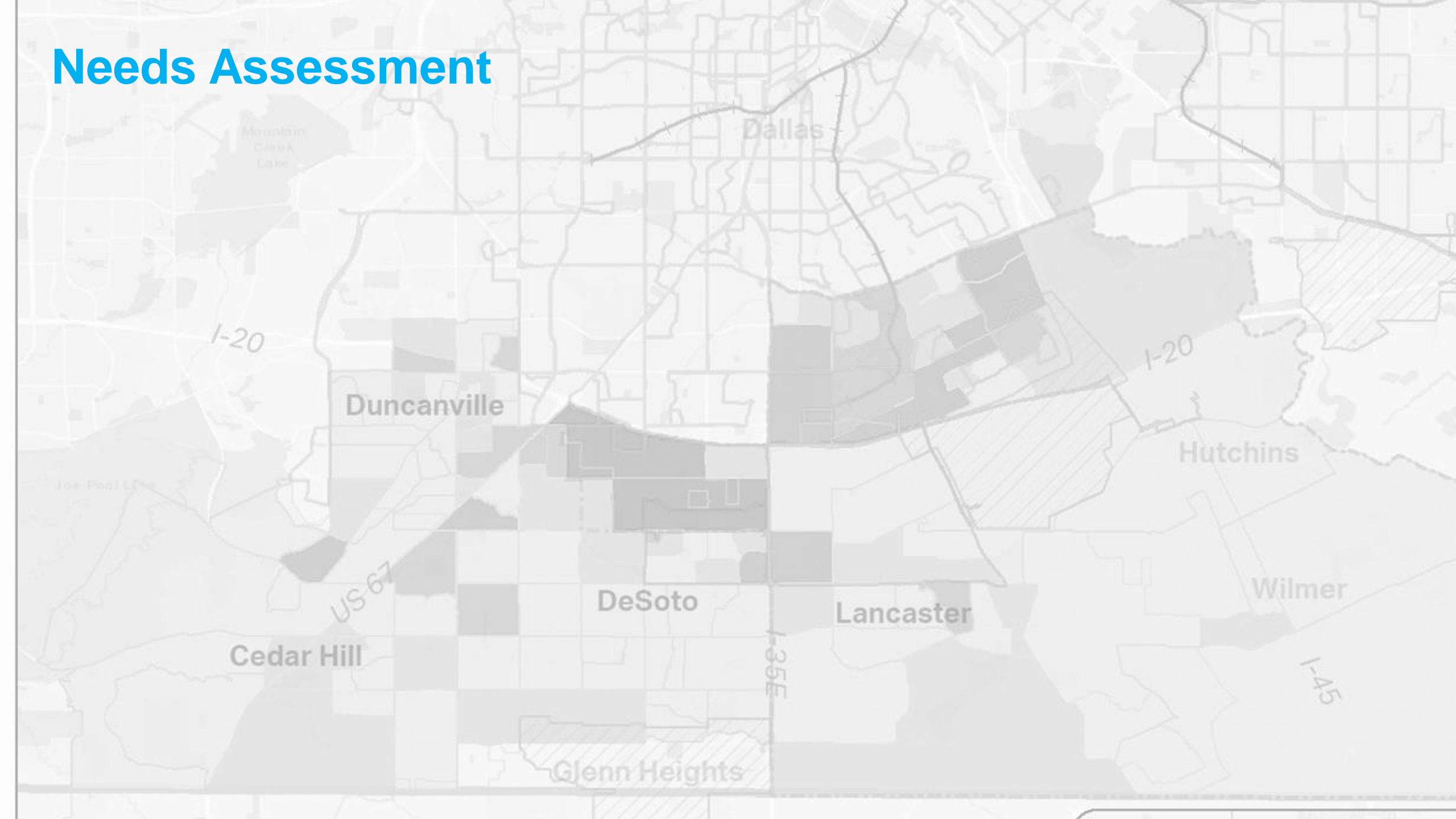


Southern Dallas County
Inland Port Transportation
Management Association

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

- 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

Needs Assessment

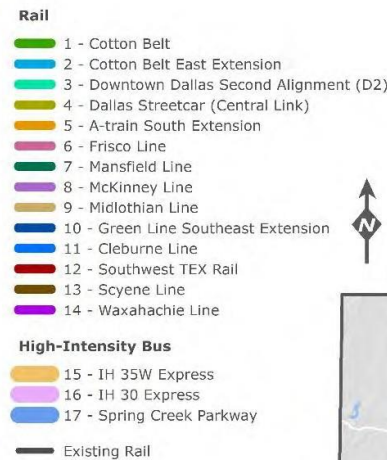


MOBILITY 2045 TRANSIT RECOMMENDATIONS

Transit Corridor Projects

Recommendations for a regional rail network:

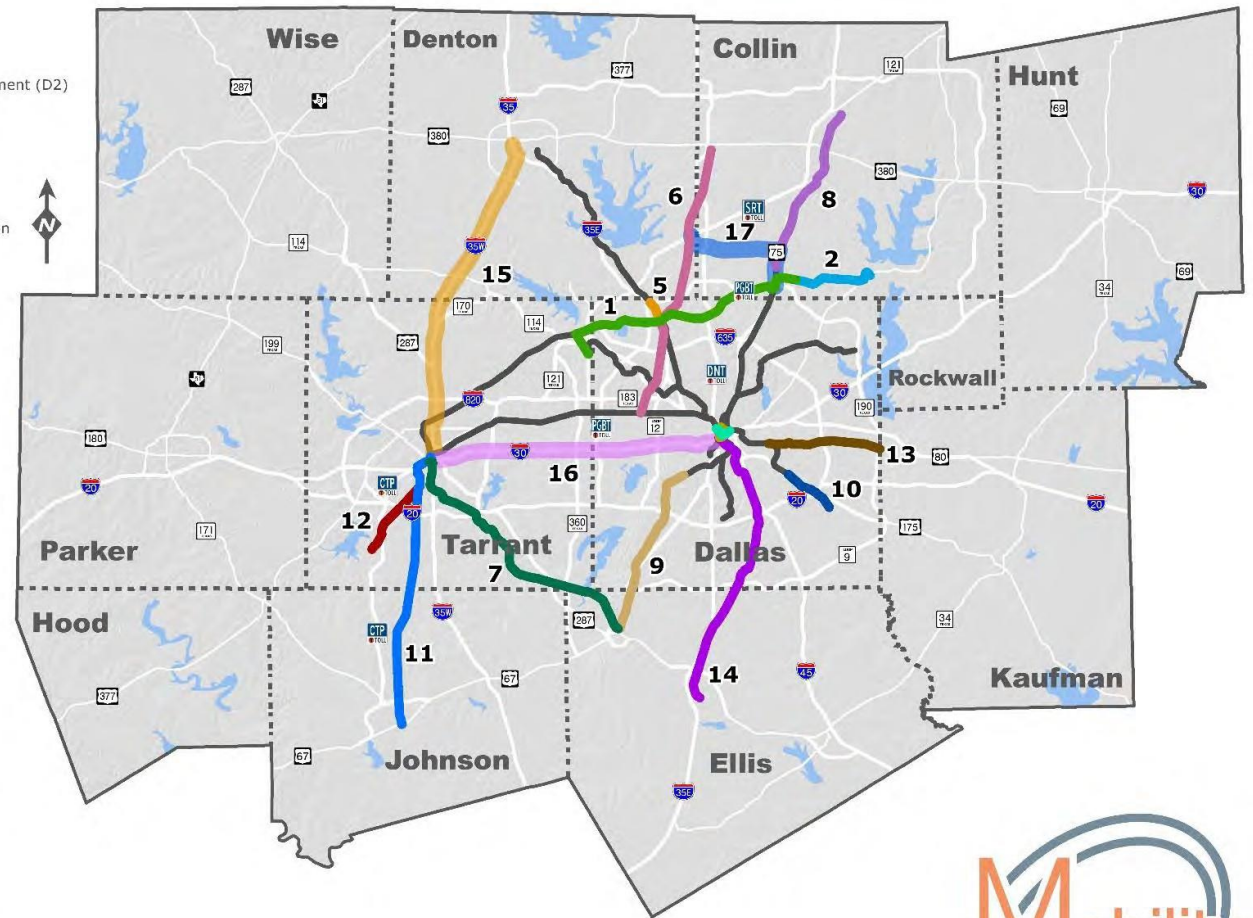
- In our study area:
 - 9: Midlothian Line
 - 14: Waxahachie Line
- Variables impacting passenger rail implementation
 - Ridership
 - Existing Track Condition
 - Funding
 - Collaborative Support
- The MTP, adopted in 2018, recommends High-Intensity Bus in these transit corridors as a lower cost alternative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



Dallas CBD



Fort Worth CBD

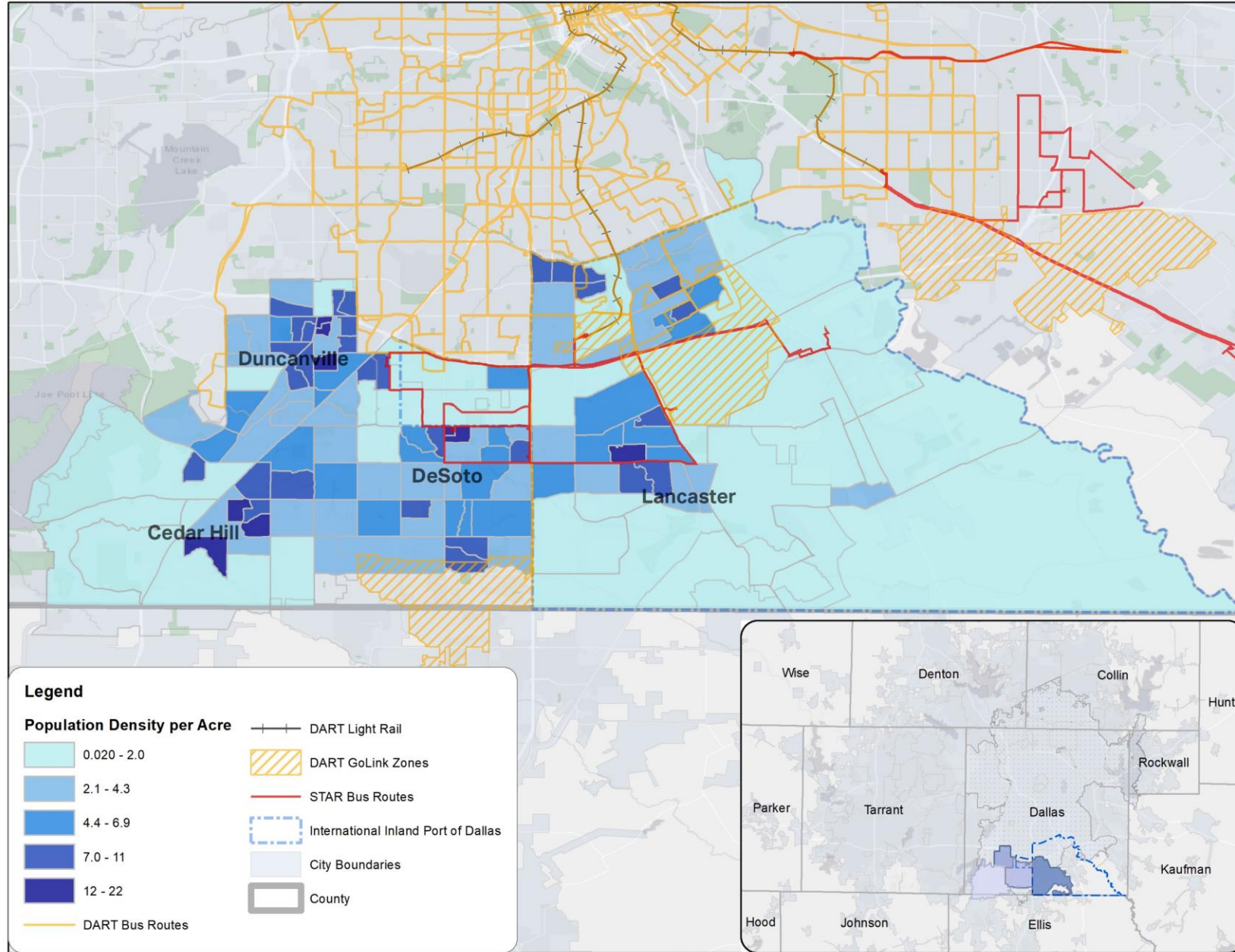


Facility recommendations indicate transportation need. Corridor-specific alignment, design, and operational characteristics will be determined through ongoing project development.

Source: NCTCOG Mobility 2045, Adopted 2018

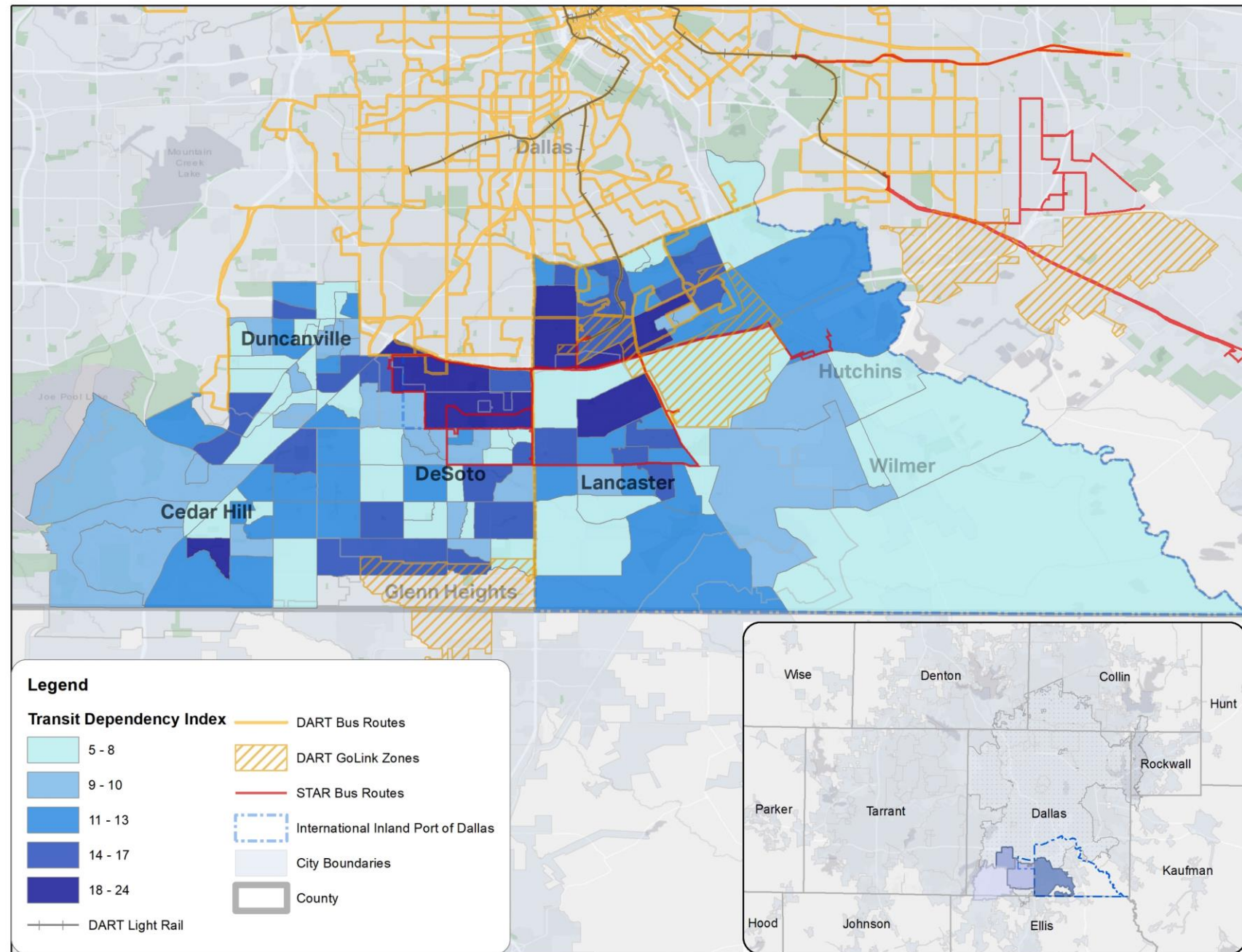


POPULATION DENSITY



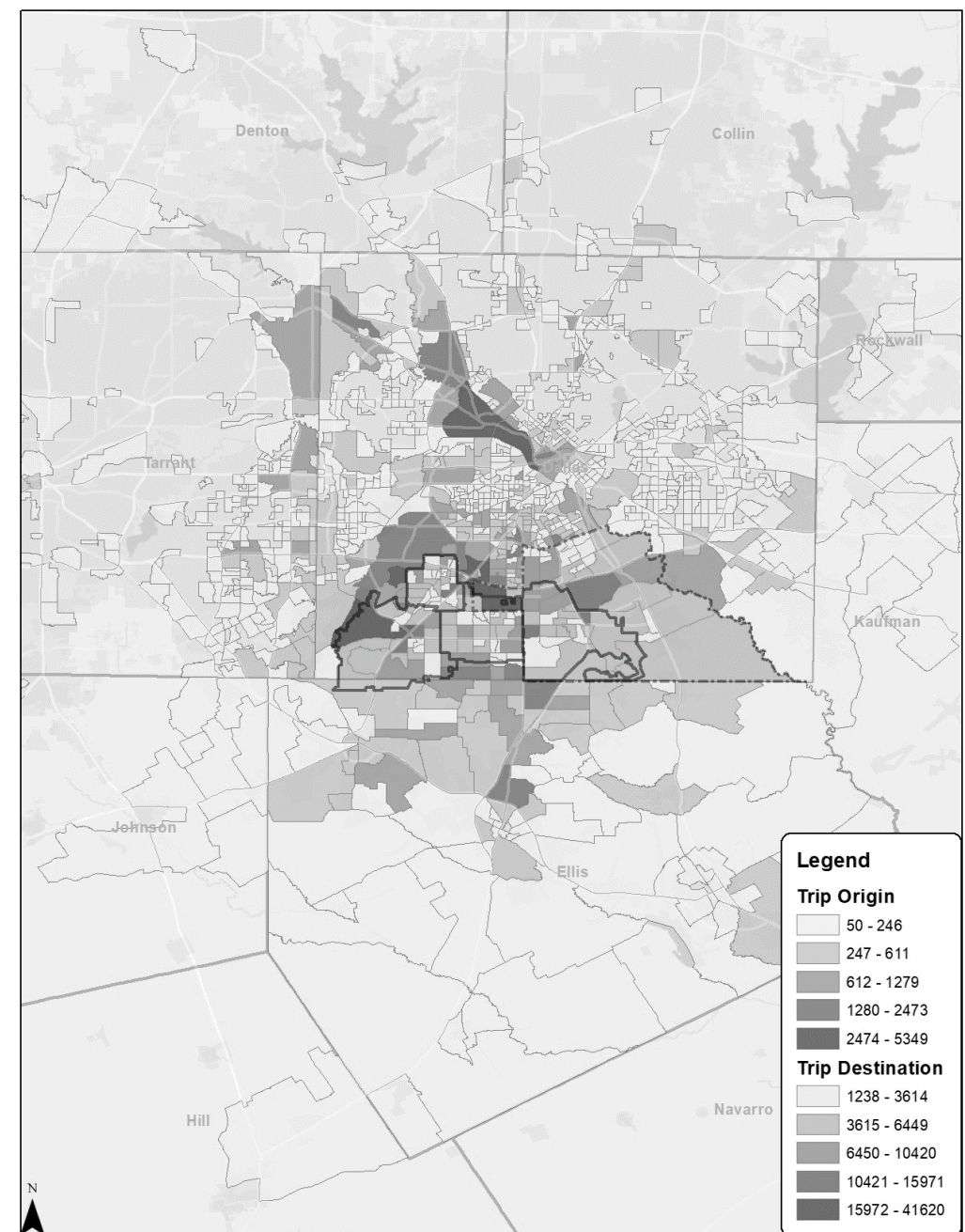
TRANSIT DEPENDENCY INDEX

- 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



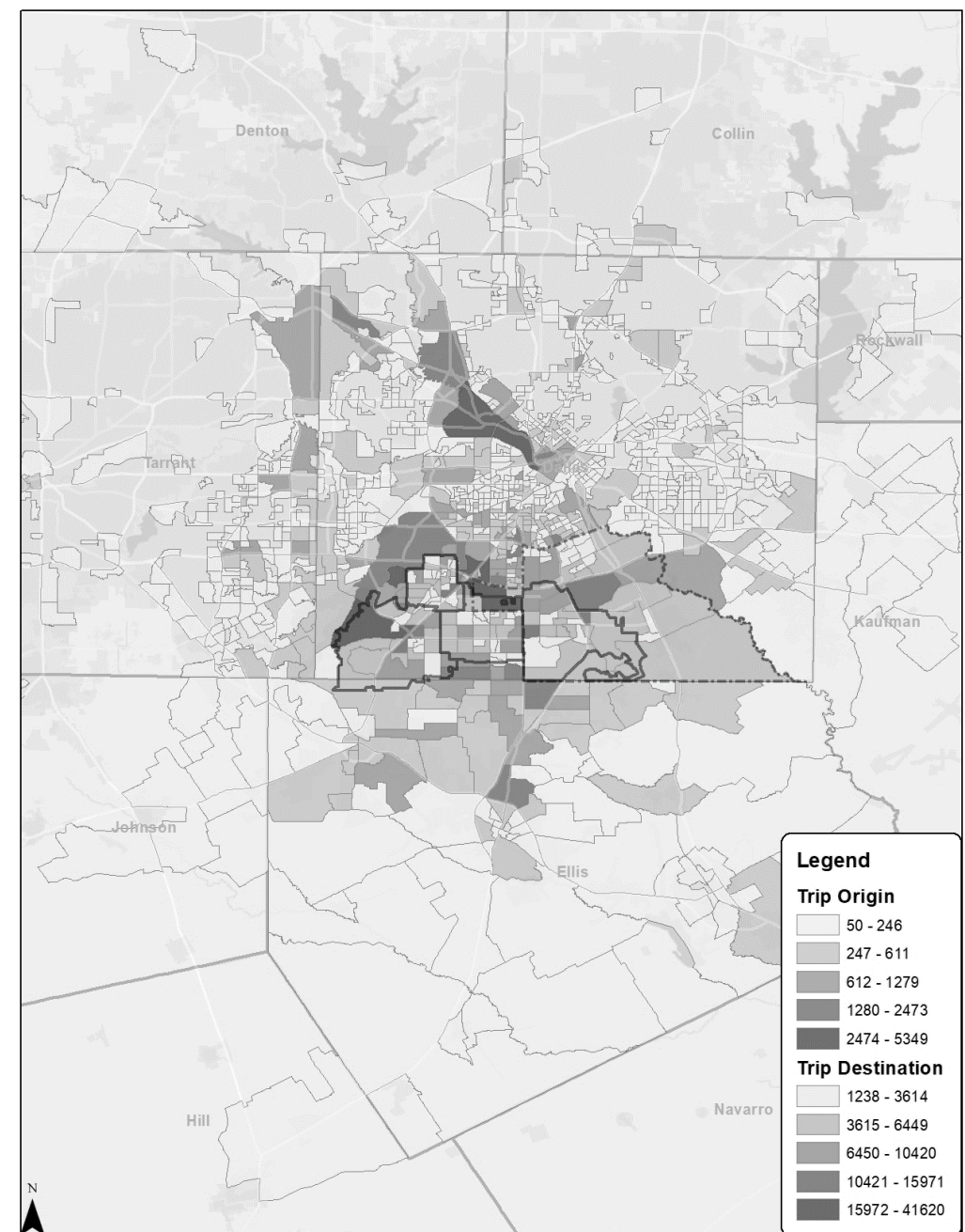
TRAVEL PATTERNS AND TRAVEL DEMAND MODEL ASSESSMENT

- 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



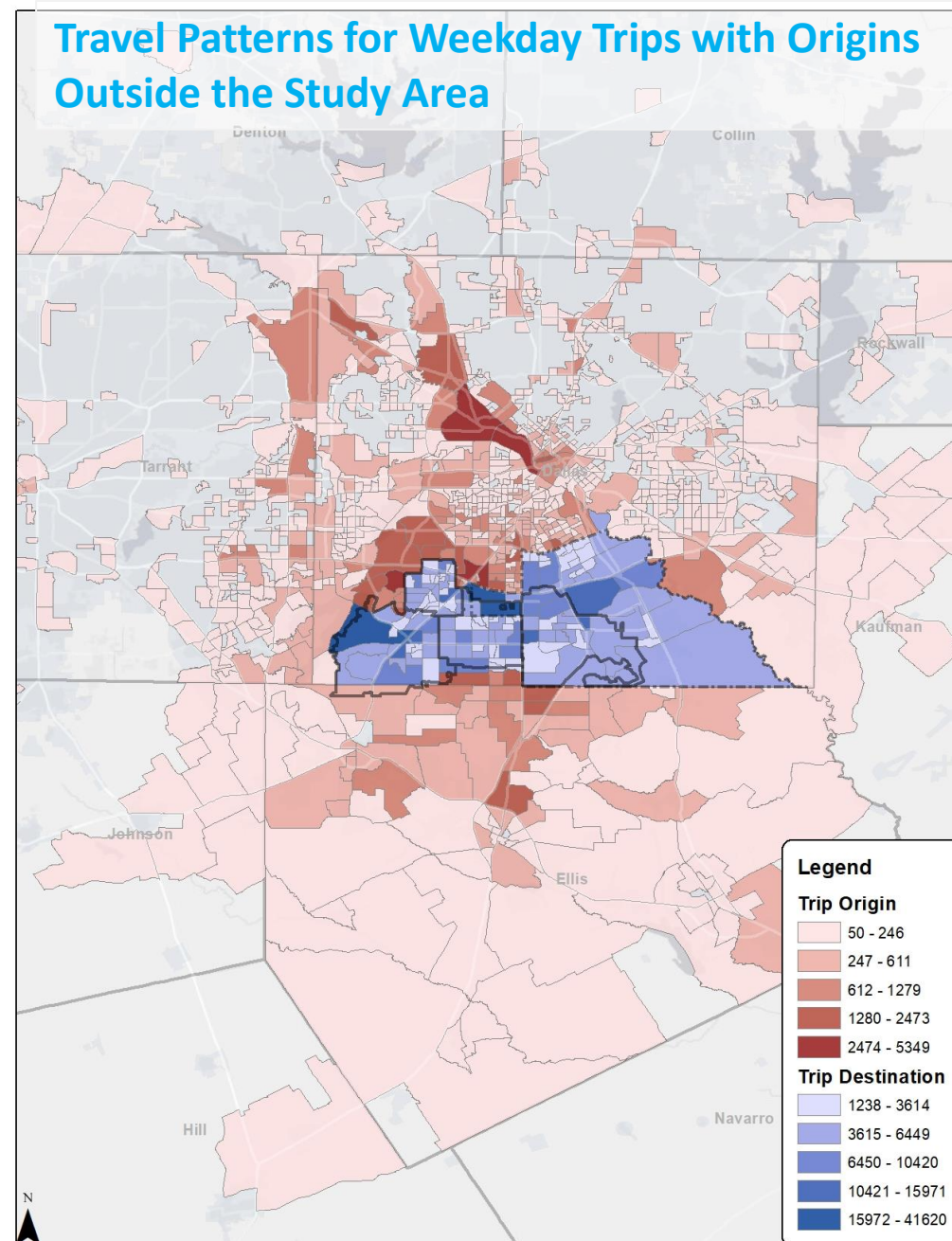
TRAVEL PATTERNS AND TRAVEL DEMAND MODEL ASSESSMENT

- **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

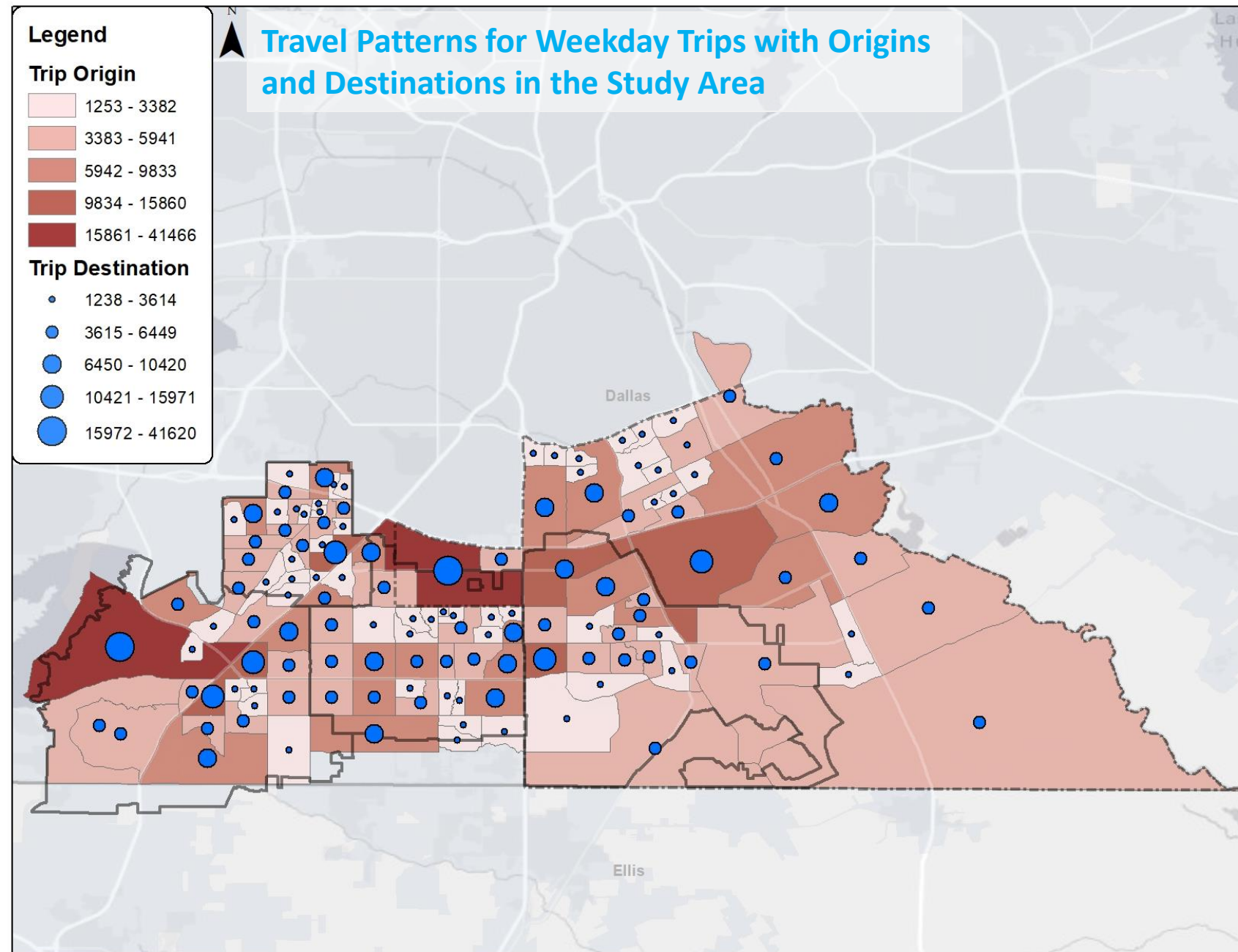
- Where are people coming from?
 - High trip origins were seen adjacent to the study area near Duncanville and DeSoto, and in the north Dallas, City of Irving area.
 - Other large trip originators are DFW International Airport and locations in northern Ellis County.



Source: Cambridge Systematics LOCUS Data, 2020

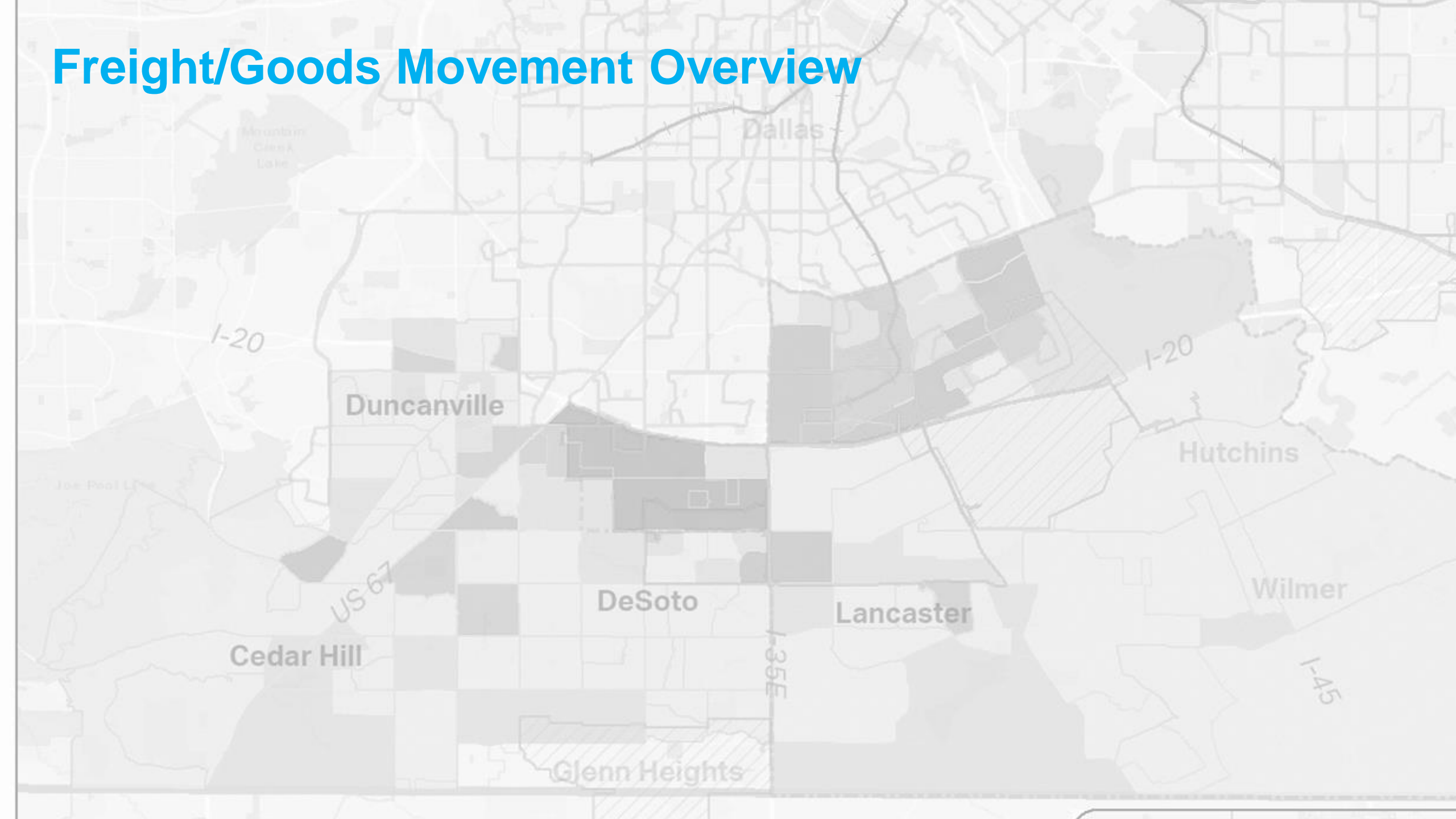
TRAVEL PATTERN ASSESSMENT

- 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.



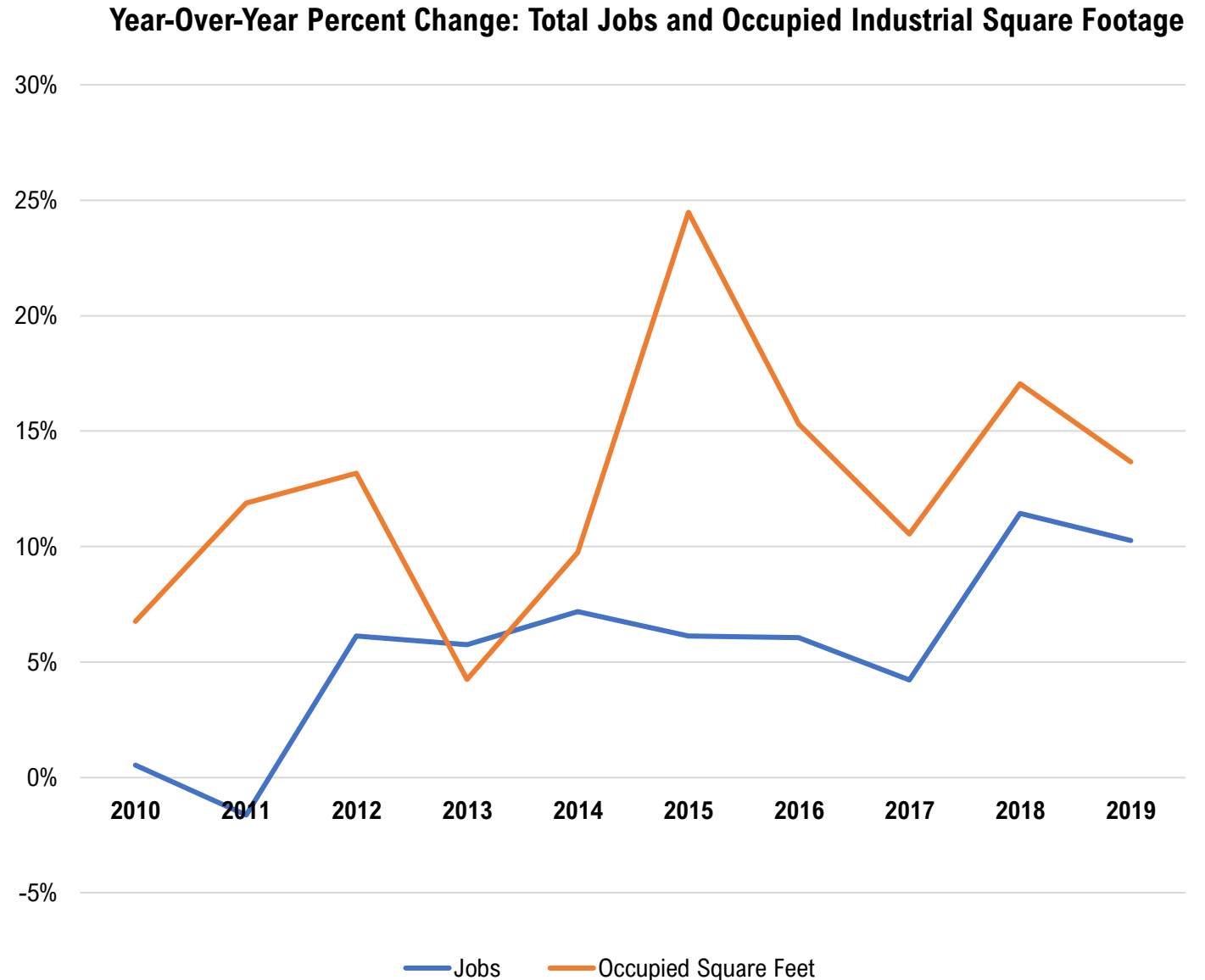
Source: Cambridge Systematics LOCUS Data, 2020

Freight/Goods Movement Overview



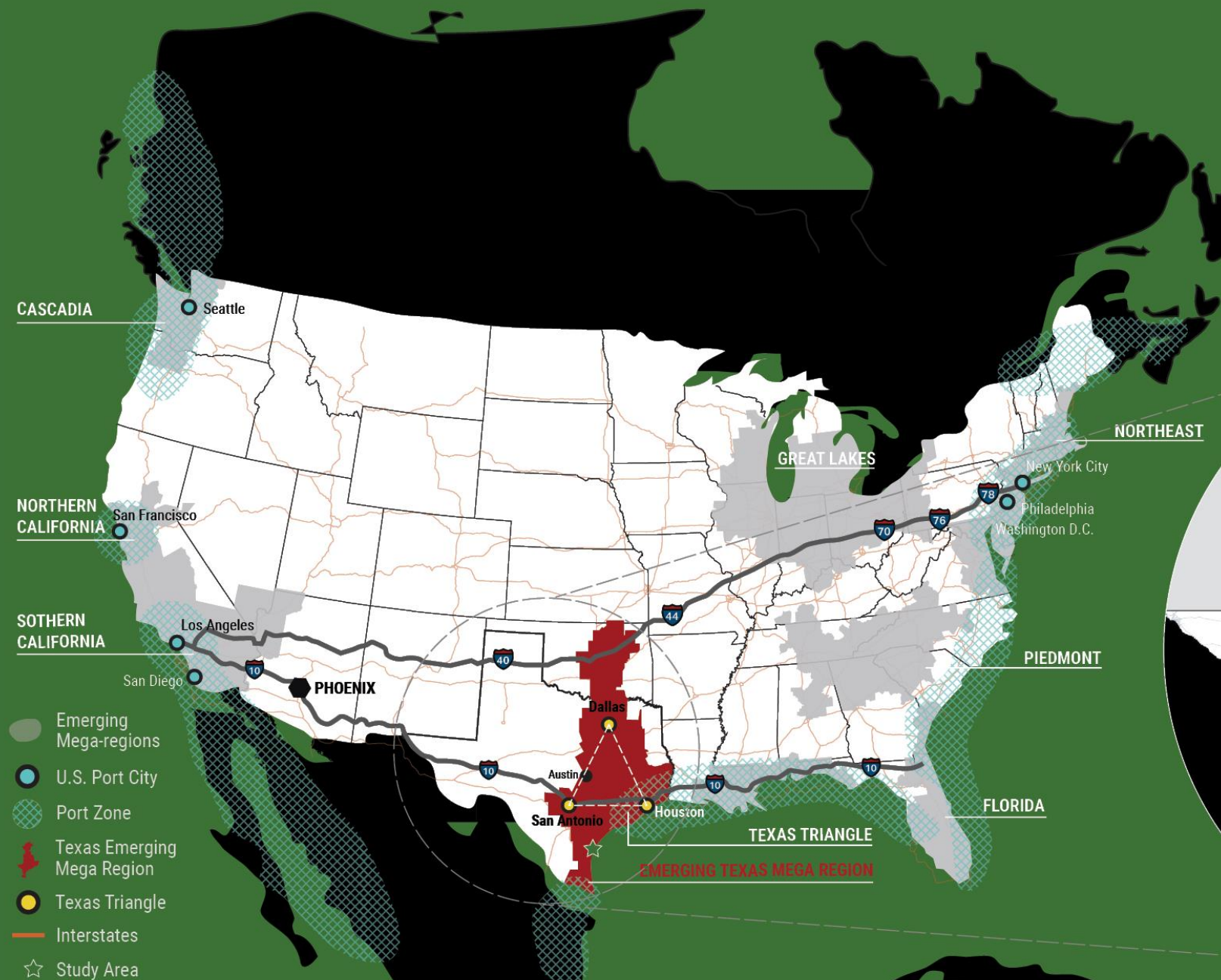
Growth in the South Dallas County Inland Port

- Over the past decade, the SDCIP has seen significant growth – adding jobs at a rate 2.5x that of Dallas County and nearly 4x the U.S.
- **The port is adding industrial square footage at an even higher rate than job growth.**
- SDCIP growth aligns with several factors:
 - E-commerce has rapidly created demand for new warehouse and distribution space and pulling jobs out of traditional brick and mortar retail locations.
 - The significance of Dallas-Fort Worth in anchoring the Texas Megaregion, which is growing faster than any other US Megaregion.
 - In general, as inland ports accelerate in size beyond 40 million square feet, they become more attractive for manufacturing development, with corresponding jobs that pay higher-than-average wages.



Texas Triangle "Megaregion"

	POPULATION	JOB
TEXAS EMERGING MEGA REGION	2019 EST 27,358,360 1.8%	2019 EST 13,085,265 1.7%
USA	329,399,330 0.8%	165144951.9 0.8%
TEXAS MEGA REGION % SHARE OF USA	8%	8%



CASCADIA

Seattle

NORTHERN CALIFORNIA

San Francisco

SOTHERN CALIFORNIA

Los Angeles

San Diego

PHOENIX

Dallas

Austin

San Antonio

Houston

TEXAS TRIANGLE

EMERGING TEXAS MEGA REGION

GREAT LAKES

NORTHEAST

New York City

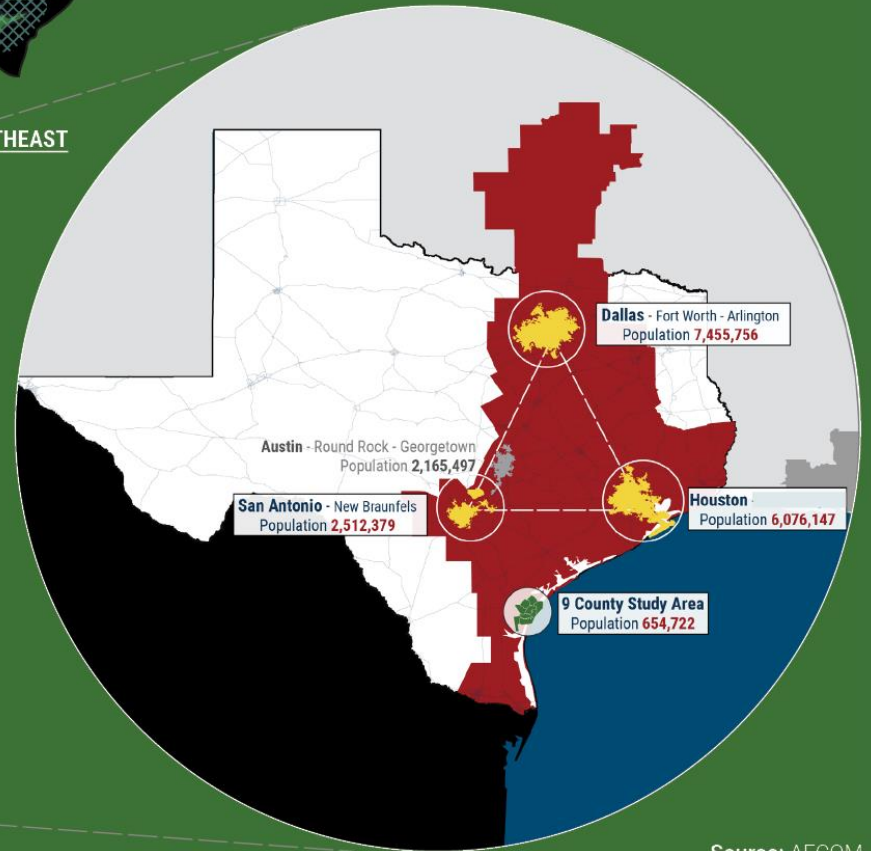
Philadelphia

Washington D.C.

PIEDMONT

FLORIDA

- Emerging Mega-regions
- U.S. Port City
- Port Zone
- Texas Emerging Mega Region
- Texas Triangle
- Interstates
- Study Area



Dallas - Fort Worth - Arlington
Population 7,455,756

Austin - Round Rock - Georgetown
Population 2,165,497

San Antonio - New Braunfels
Population 2,512,379

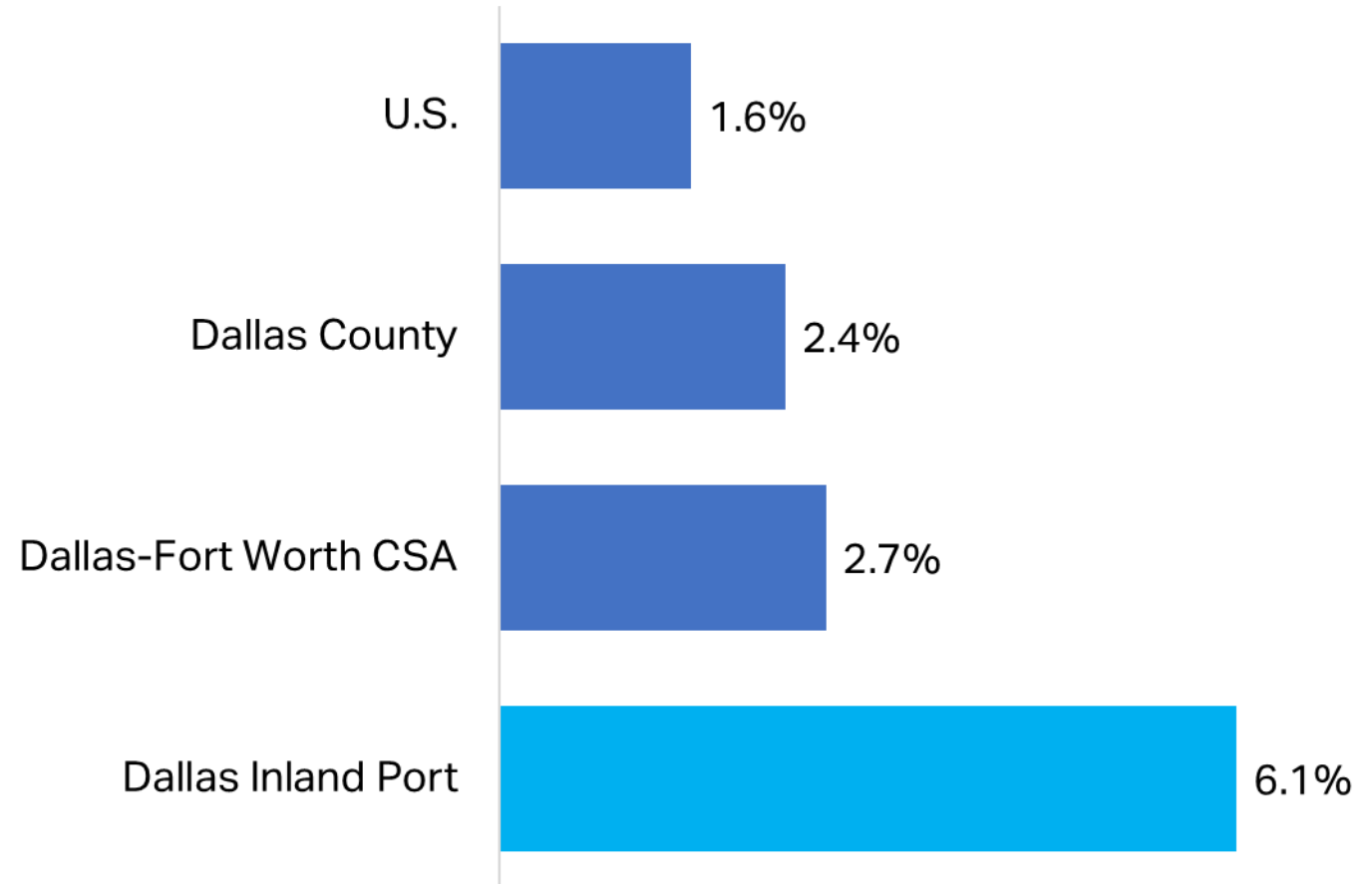
Houston
Population 6,076,147

9 County Study Area
Population 654,722

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.

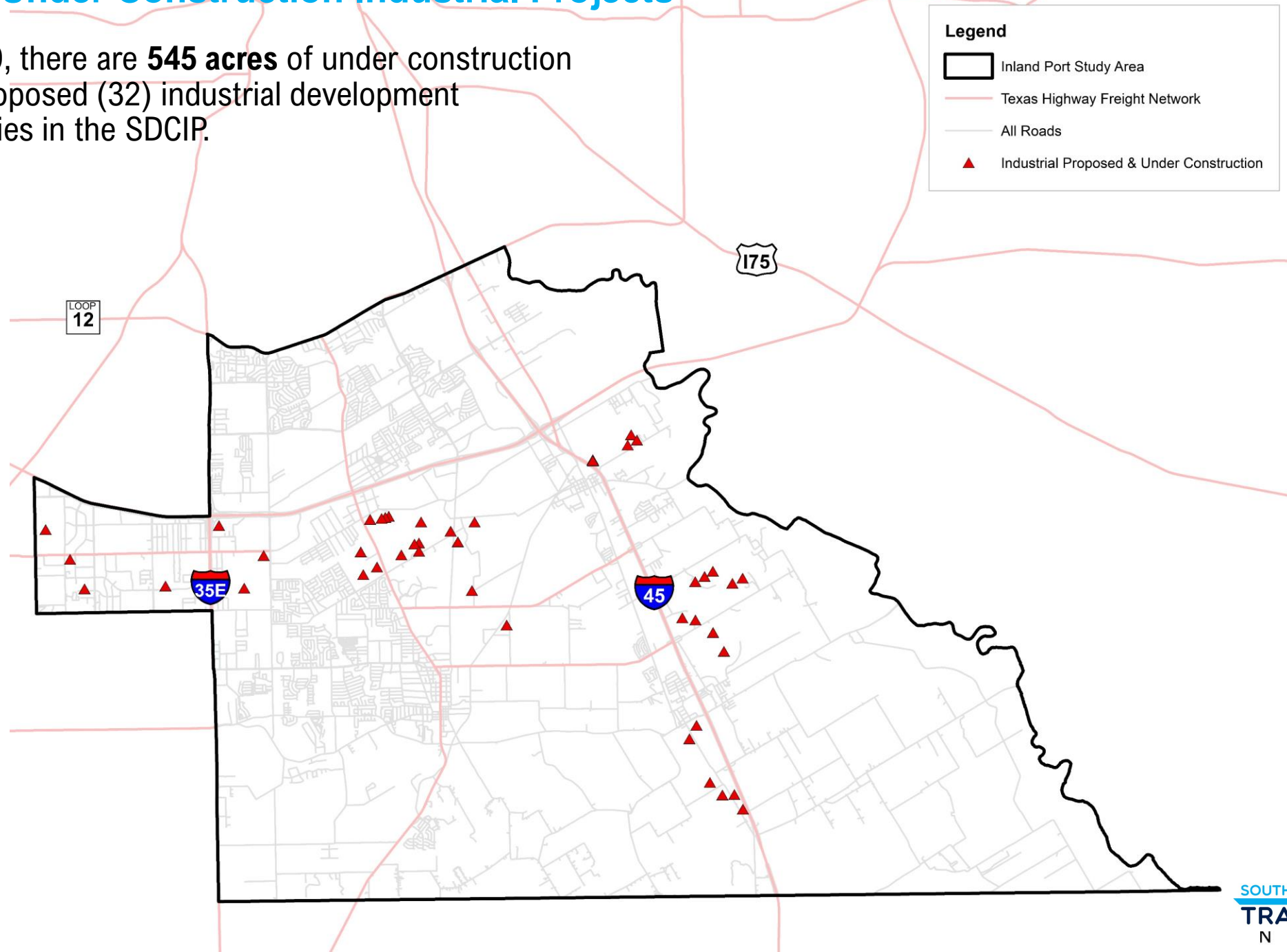
Dallas and Inland Port Job Growth Rate, 2010-2019



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

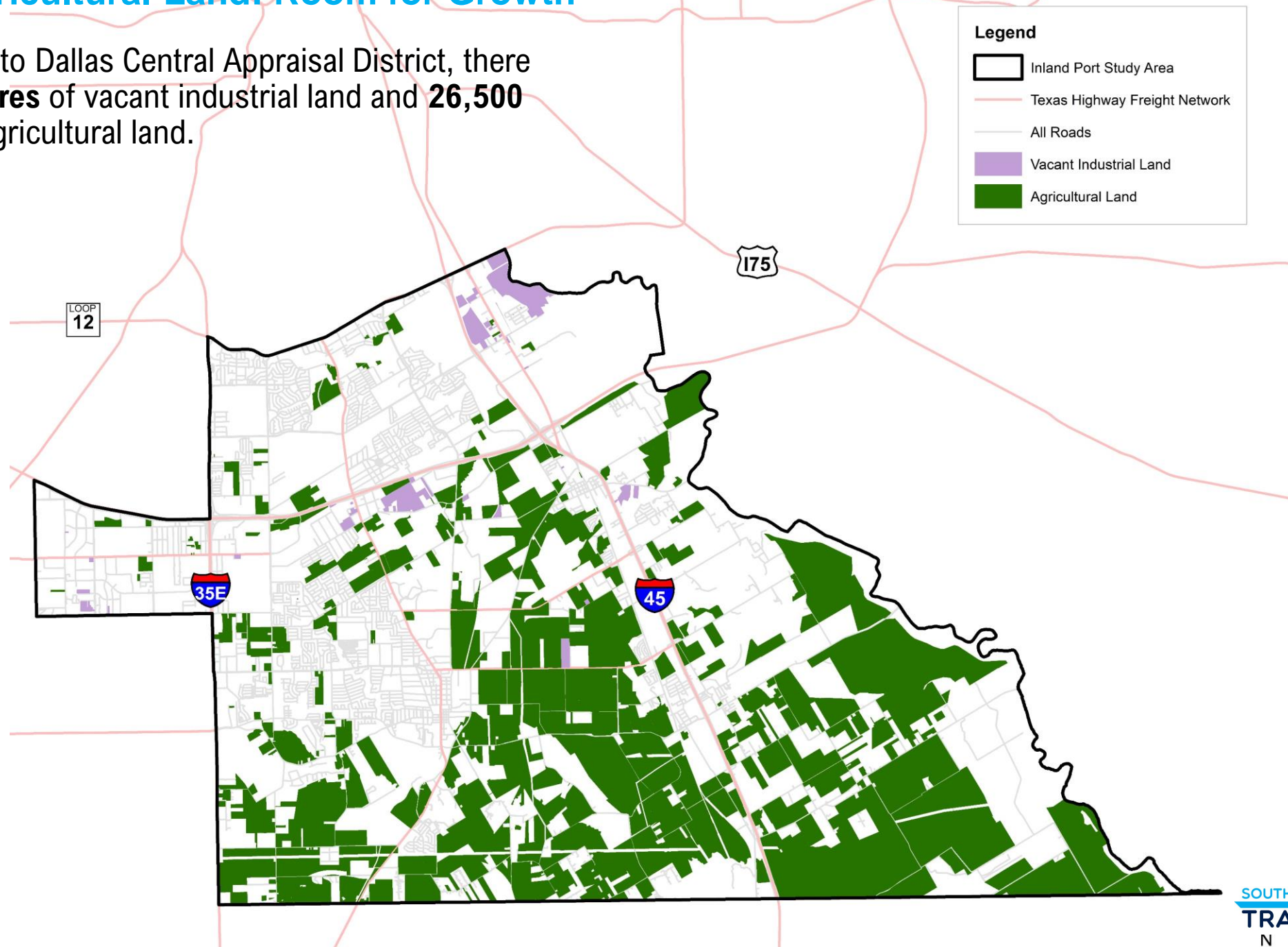
Proposed & Under Construction Industrial Projects

- As of 2019, there are **545 acres** of under construction (7) and proposed (32) industrial development opportunities in the SDCIP.



Vacant & Agricultural Land: Room for Growth

- According to Dallas Central Appraisal District, there are **800 acres** of vacant industrial land and **26,500 acres** of agricultural land.

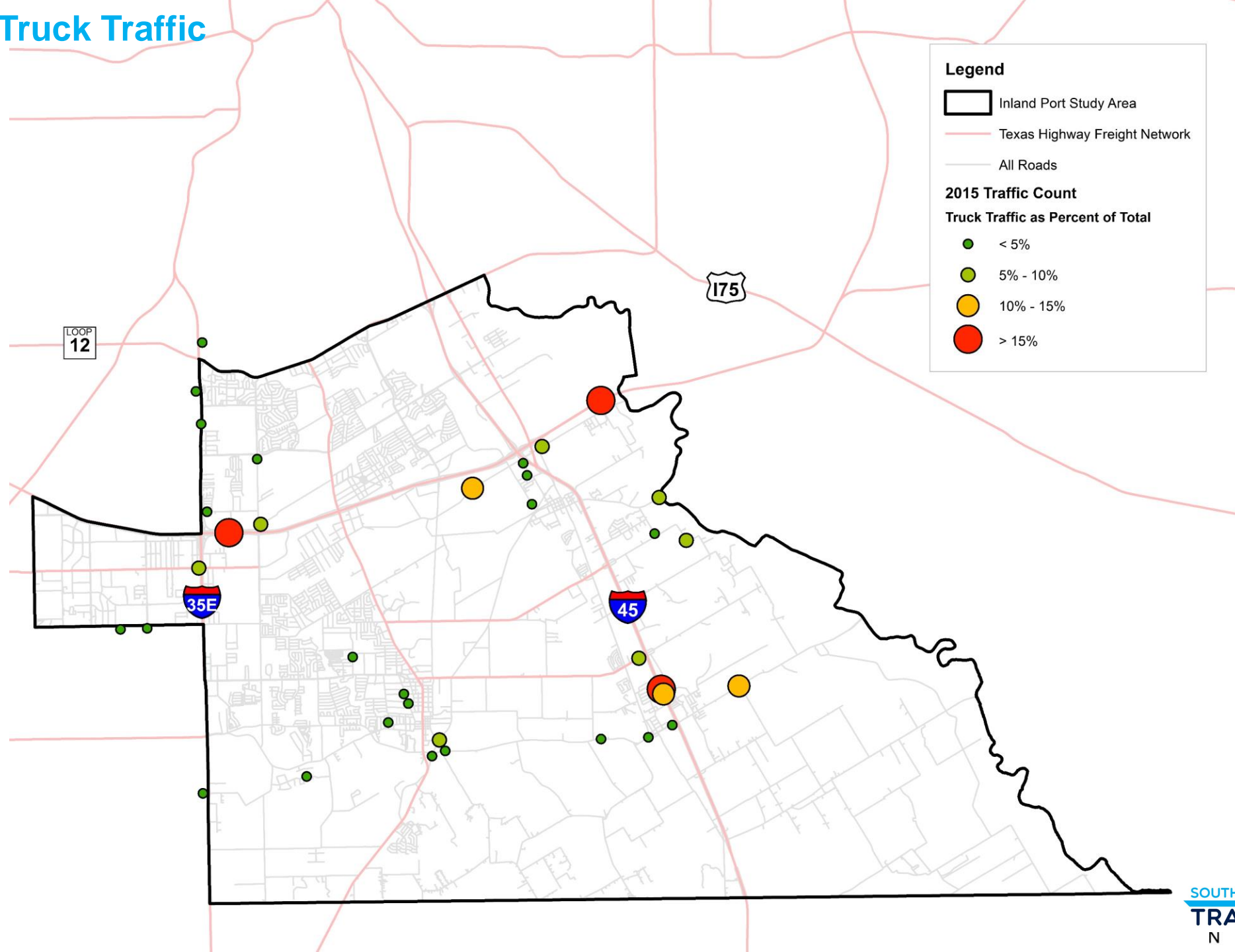


Future Growth in the Inland Port

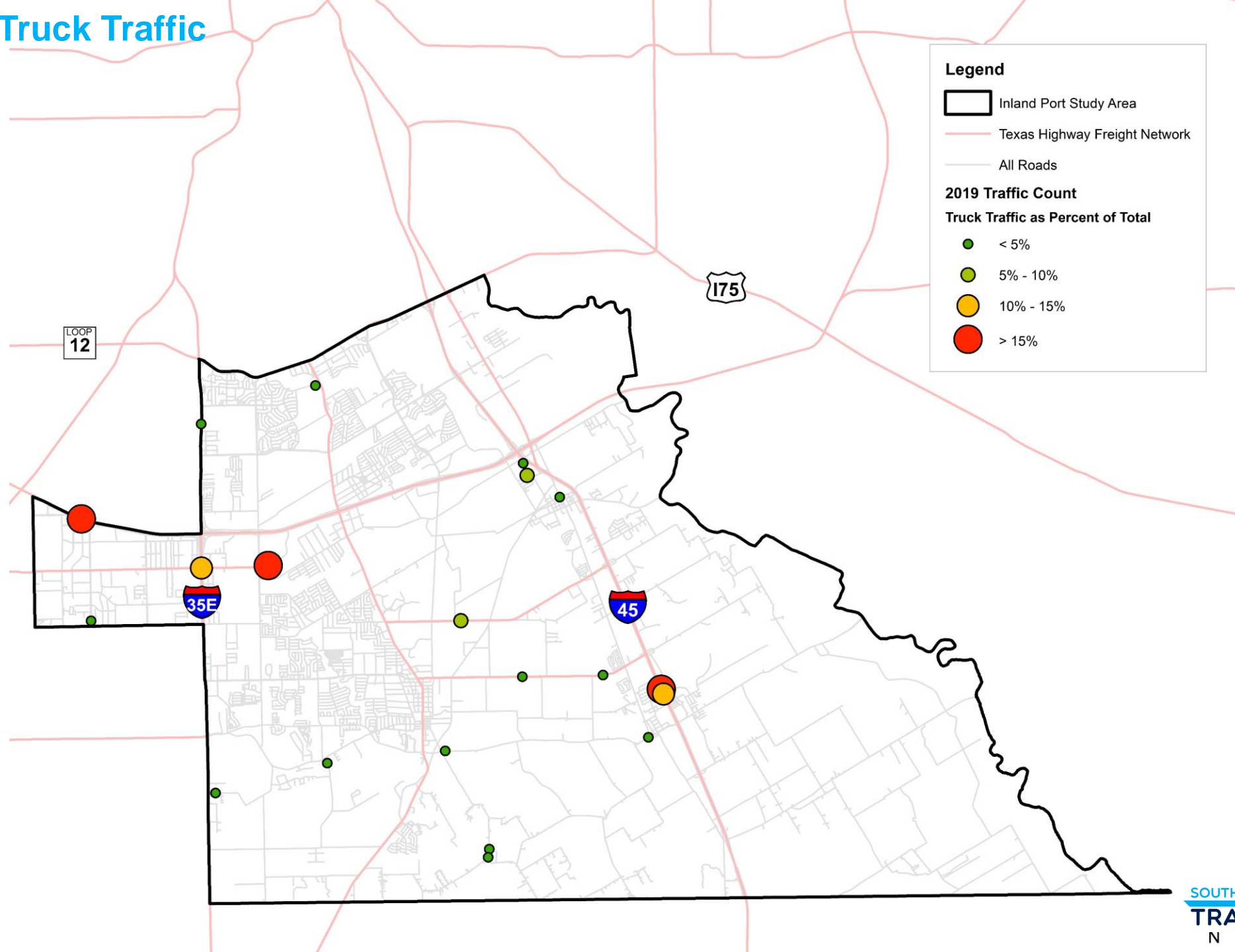
- The SDCIP currently hosts nearly 50 million square feet (or over 1,000 acres) of **occupied industrial space**.
- If this historic pace of growth continues, the Inland Port is poised to **more than double in size over the next 10 years**, seeing around **50 to 100 million square feet of new industrial development**.
- We have used two scenarios to project this scale of development:
 - **Scenario A** assumes gradual build-out over 10 years in line with current (10-year vs. 1-year) rates of growth.
 - **Scenario B** follows the same trajectory but assumes the full build-out of all current under-construction and proposed developments over the next 3-4 years.

Growth Trajectory	Rate	Basis	Scenario A 2030	Scenario B 2030
Baseline	12.4%	10-year growth rate	+ 103.7 million SF	+113 million SF
Slow Growth	5.3%	2019-2020 growth rate	+ 31.7 million SF	+ 101.2 million SF

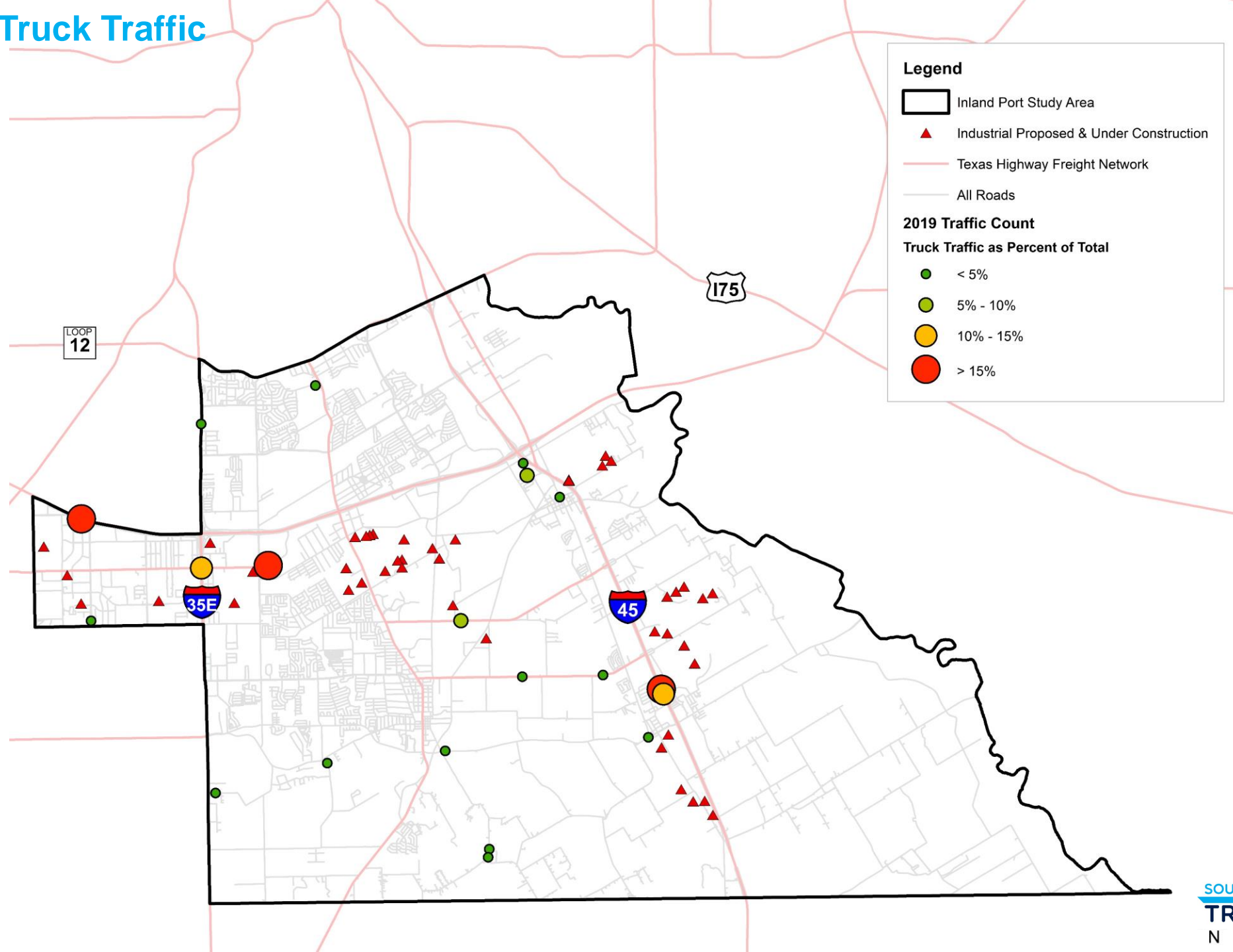
2015 SDCIP Truck Traffic



2019 SDCIP Truck Traffic



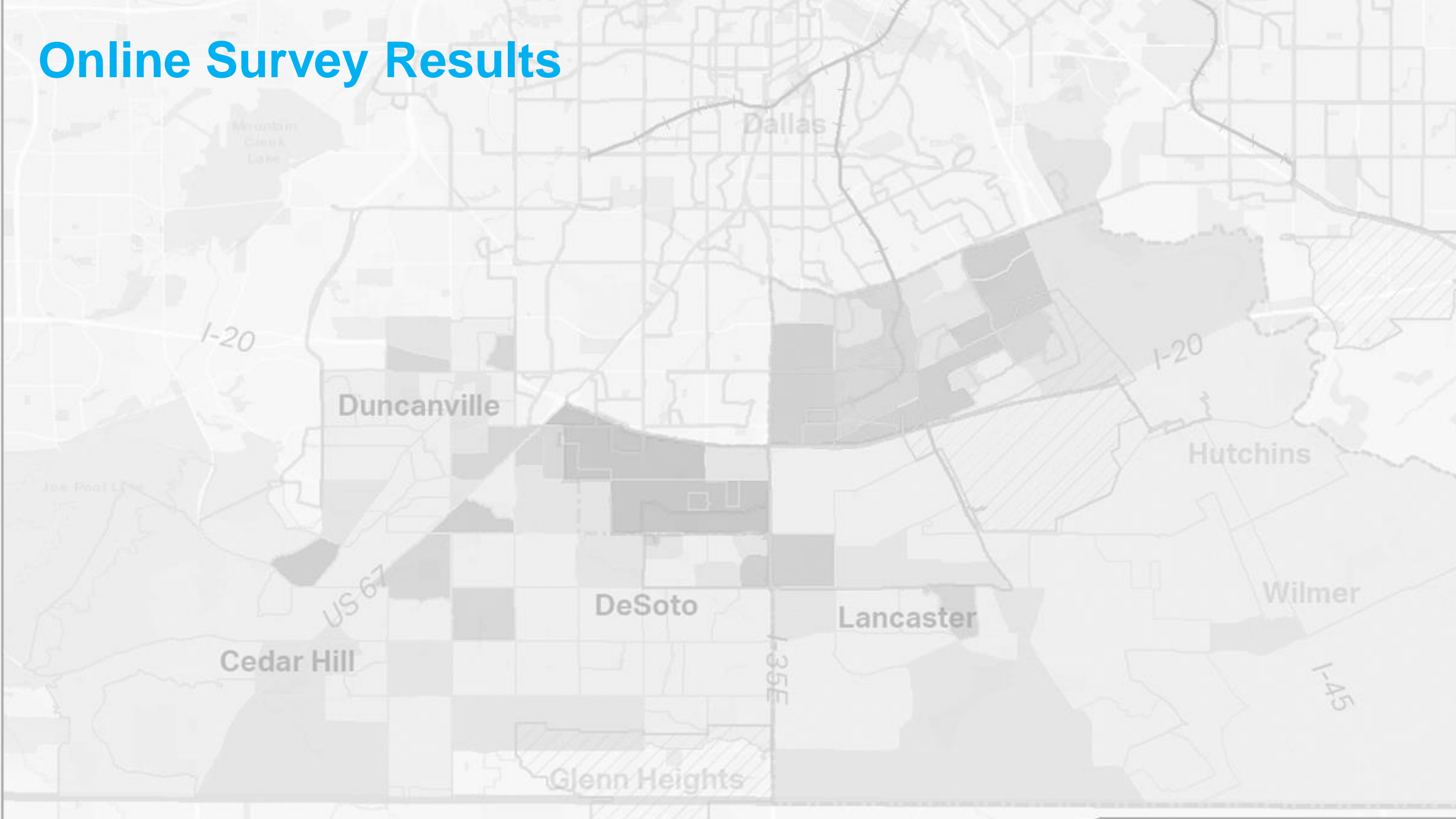
2019 SDCIP Truck Traffic



Key Takeaways

- The South Dallas County Inland Port is poised to **more than double in size over the next 10 years**, seeing around **50 to 100 million square feet of new industrial development**. Looking at the pipeline of projects that are proposed and under construction, this growth is already on the horizon.
- There is a **direct** relationship between industrial development and truck counts: **as industrial buildings grow in size, so does corresponding truck traffic**.
- Many local thoroughfares are already seeing high truck volumes (10-15% of total traffic) – **increased development could push these intersections to capacity**, raising important concerns about the **design of local transportation infrastructure**, as well as **equity challenges linked emissions / air quality**.

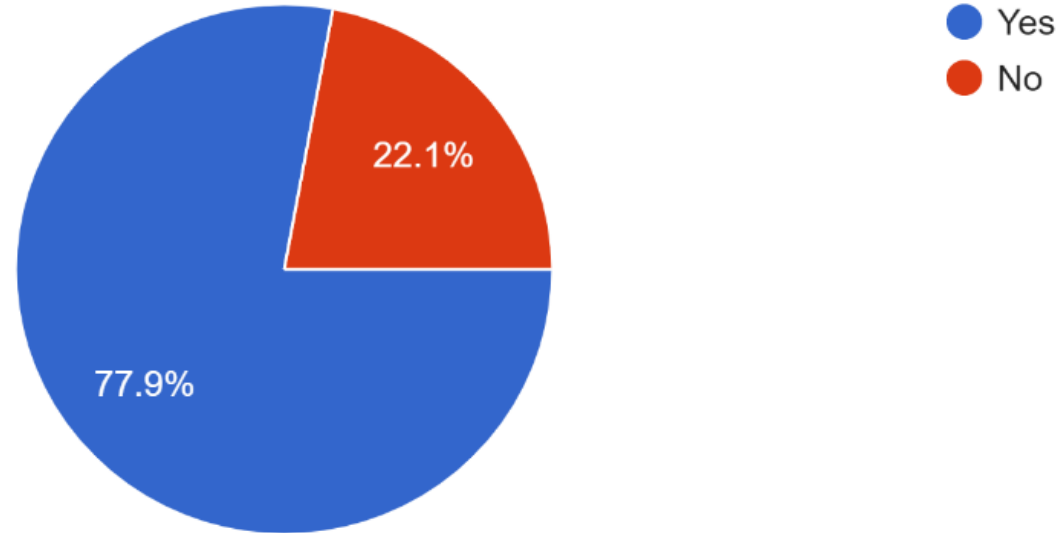
Online Survey Results



SNAPSHOT OF ONLINE SURVEY RESULTS

Have you used DART or STAR Transit before?

240 responses

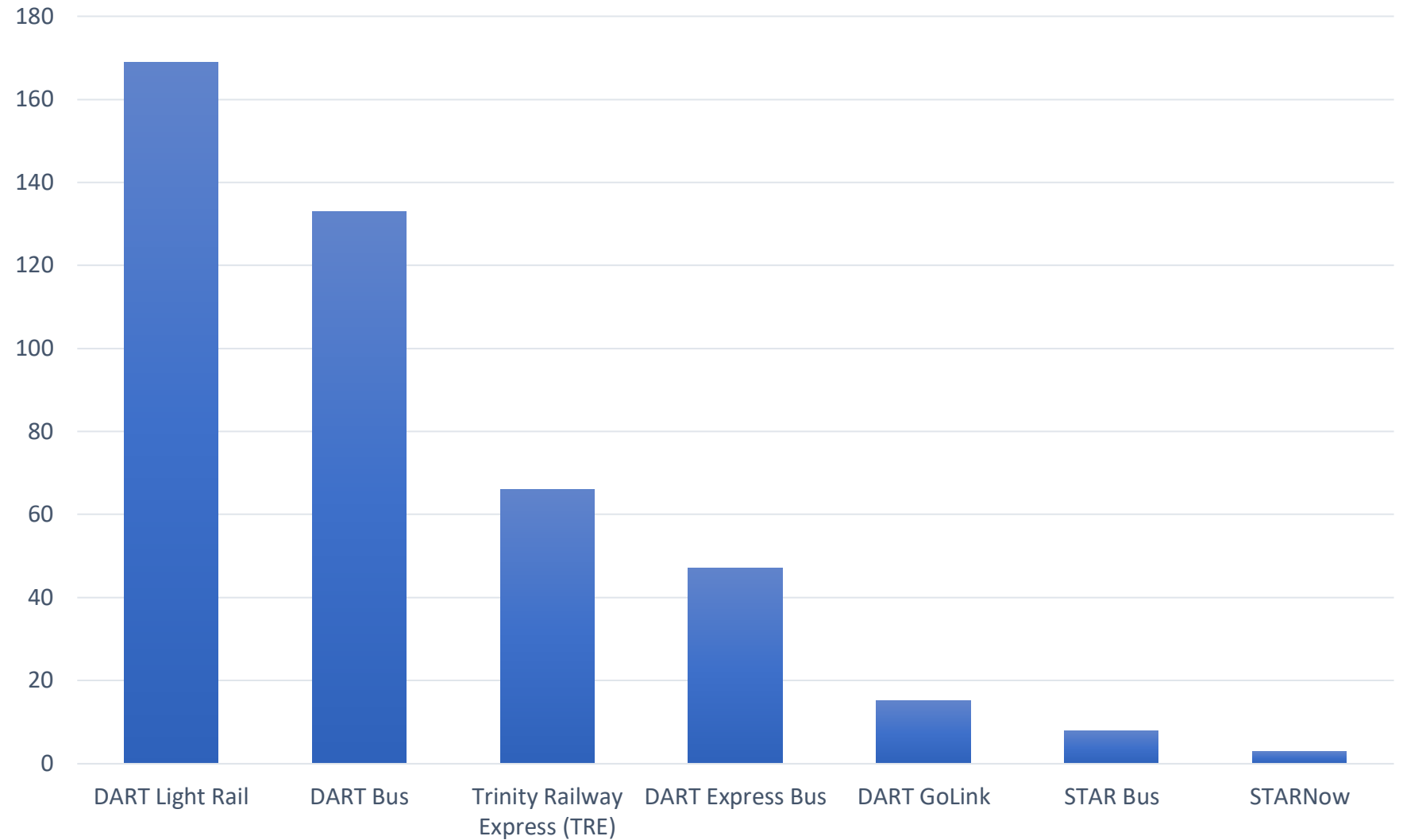


SNAPSHOT OF ONLINE SURVEY RESULTS

Which transit services have you used?

(Please check all that apply.)

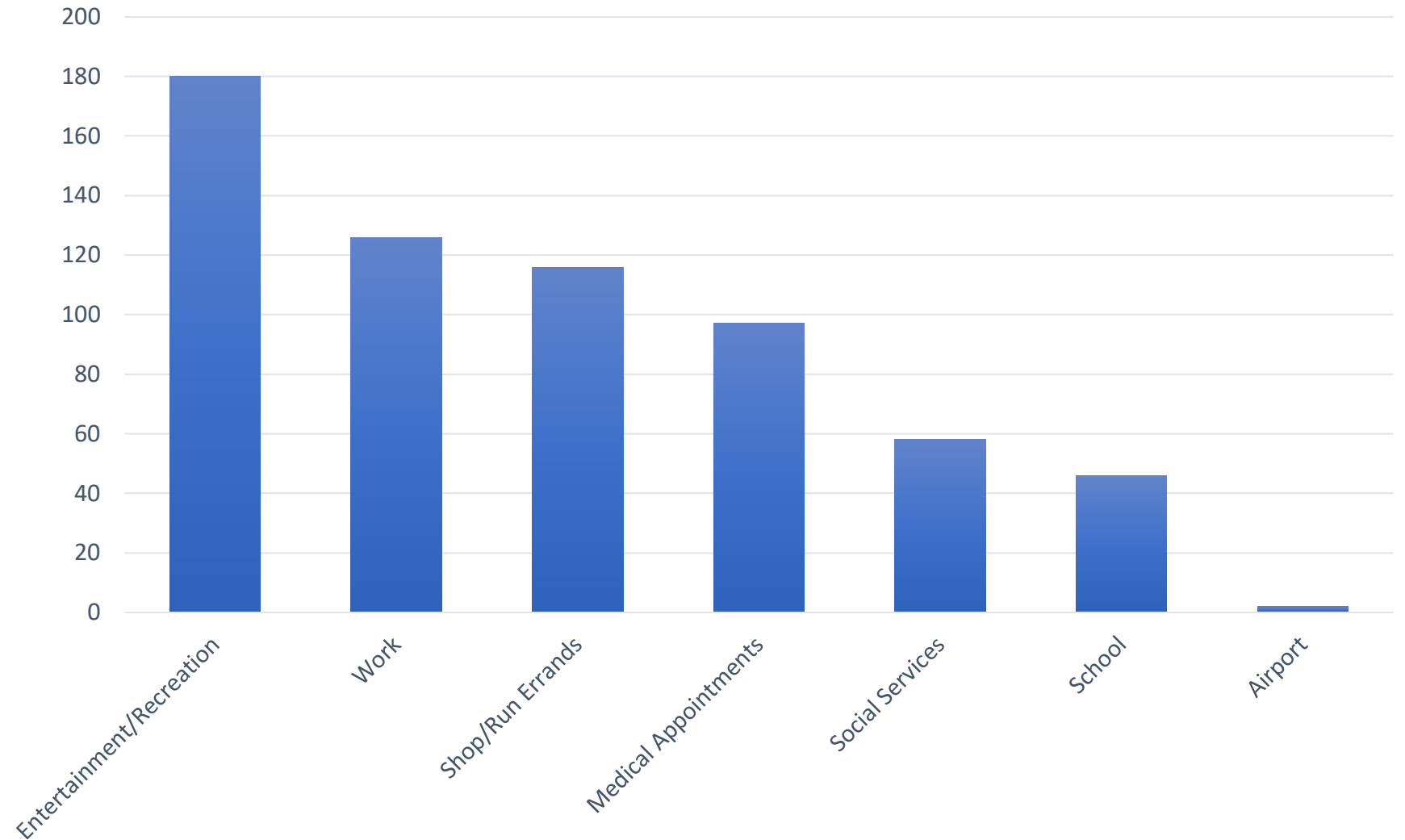
187 responses



SNAPSHOT OF ONLINE SURVEY RESULTS

If available, which types of trips would you use transit for?

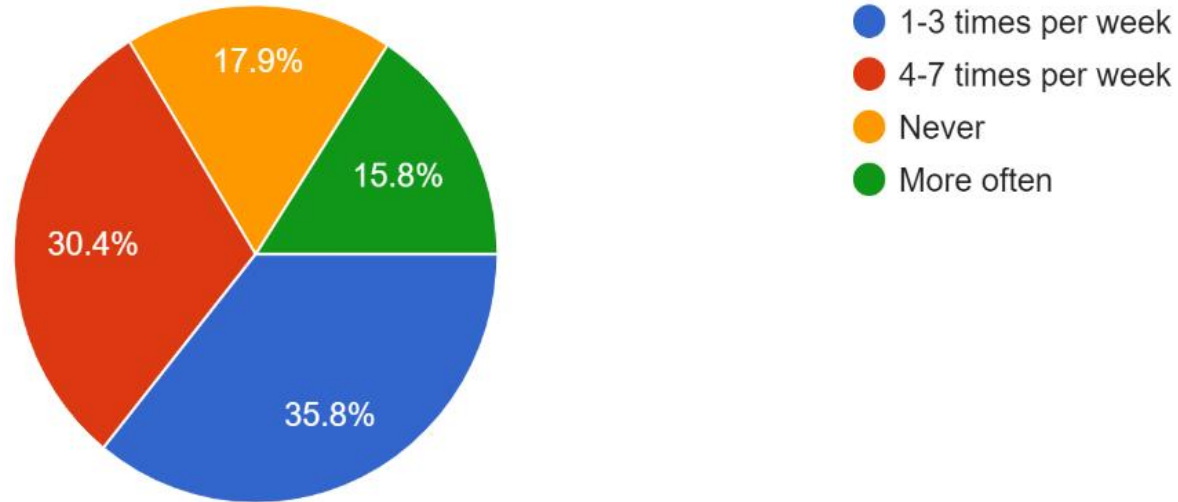
(Please check all that apply.)
240 responses



SNAPSHOT OF ONLINE SURVEY RESULTS

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

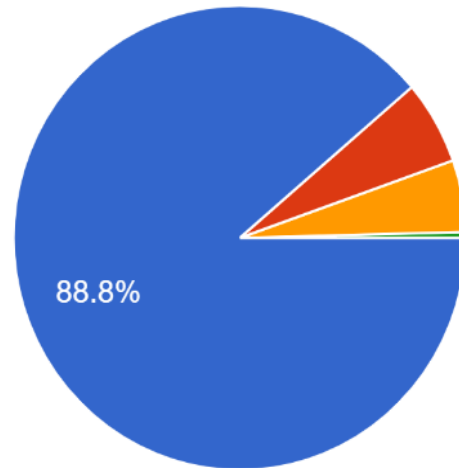
240 responses



SNAPSHOT OF ONLINE SURVEY RESULTS

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

240 responses

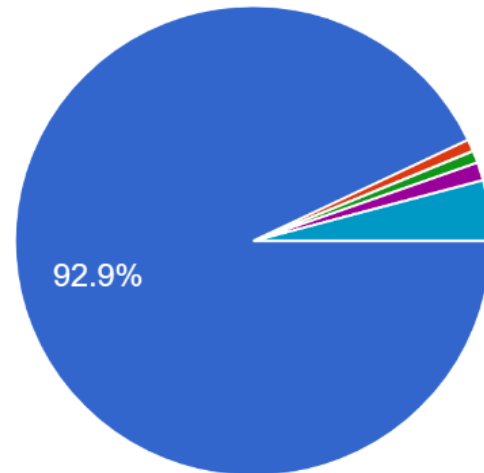


- I do not ride transit at all currently
- I ride transit but less than before
- I ride transit about the same amount as before
- I ride transit more than I did before

SNAPSHOT OF ONLINE SURVEY RESULTS

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

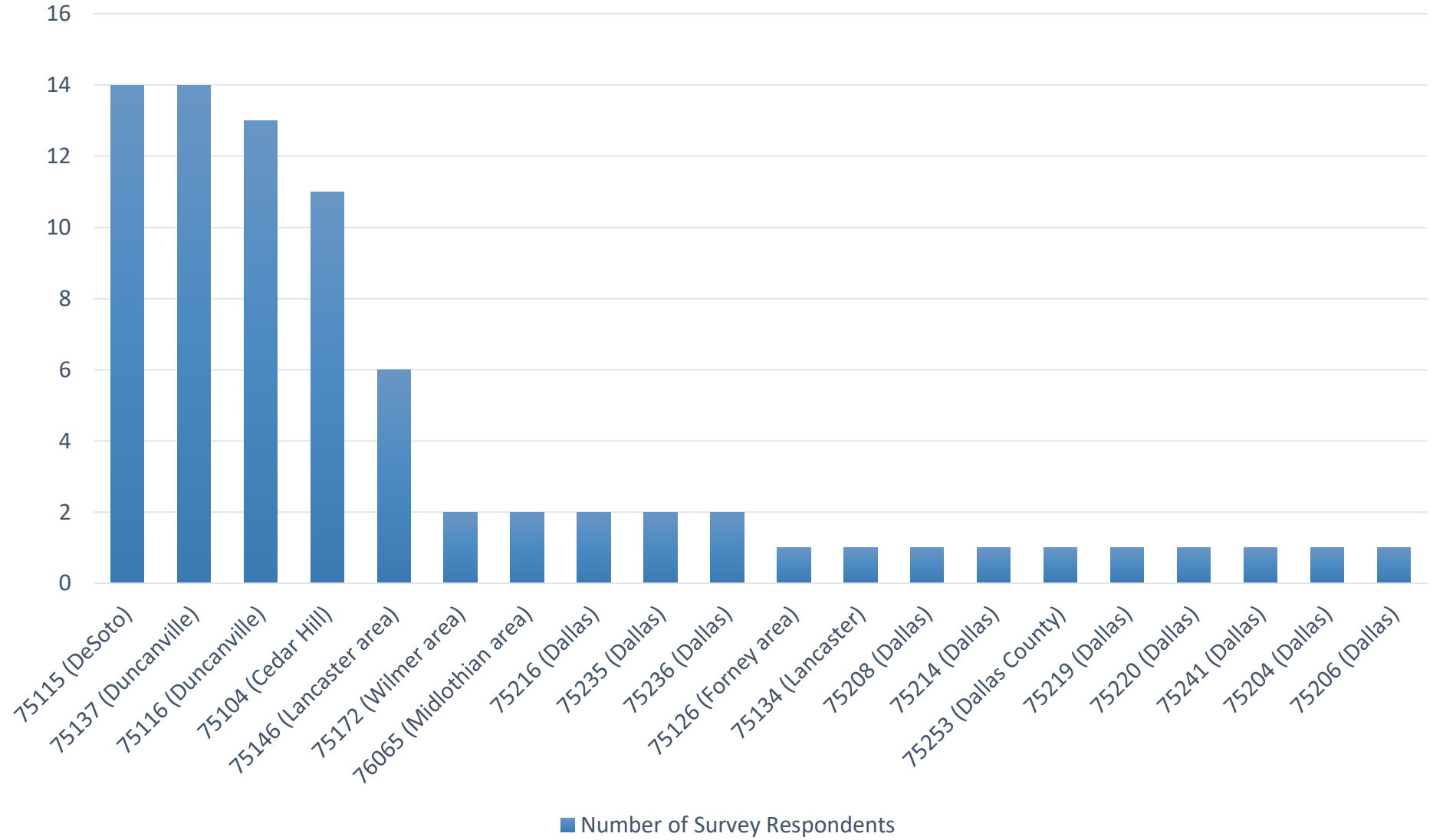
240 responses



- 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

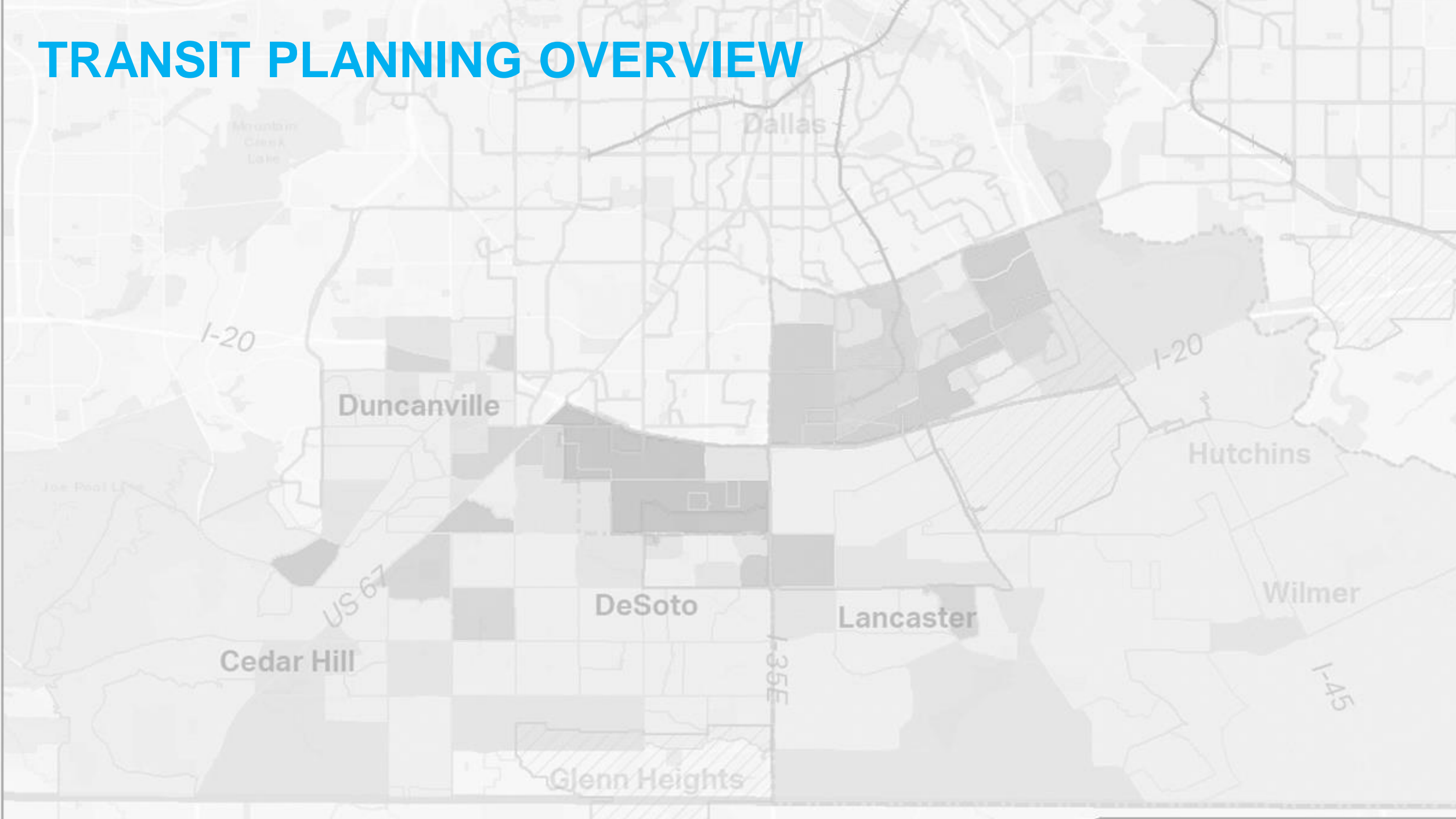
- What is the ZIP Code where you live?



Source: AECOM, NCTCOG, 2020

*ZIP Code 75033 had one respondent that cannot be located on currently available US ZIP Code GIS Shapefiles

TRANSIT PLANNING OVERVIEW

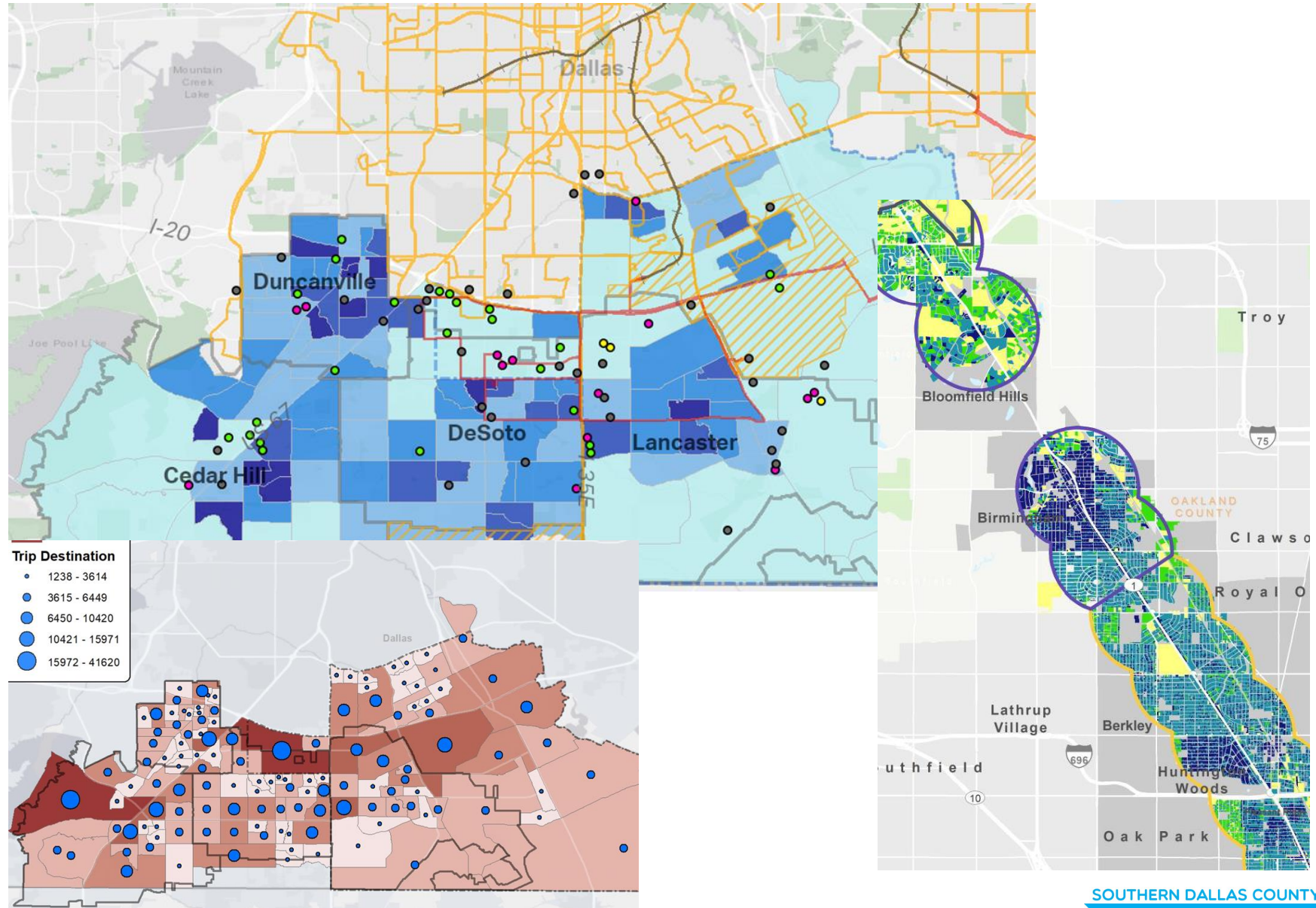


HOW CAN TRANSIT BEST SERVE THE COMMUNITIES






- 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



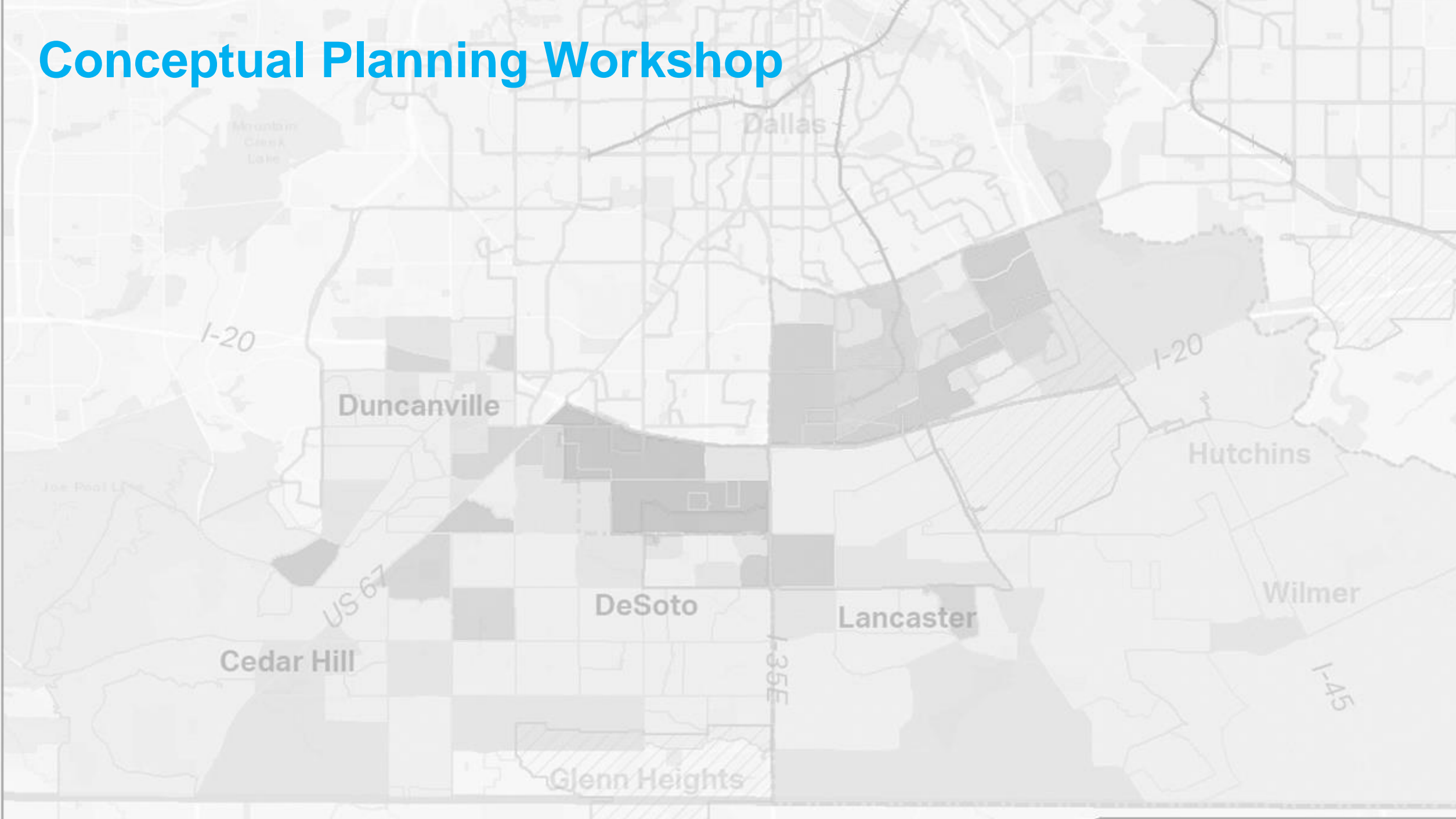
TYPES OF TRANSIT SERVICE

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

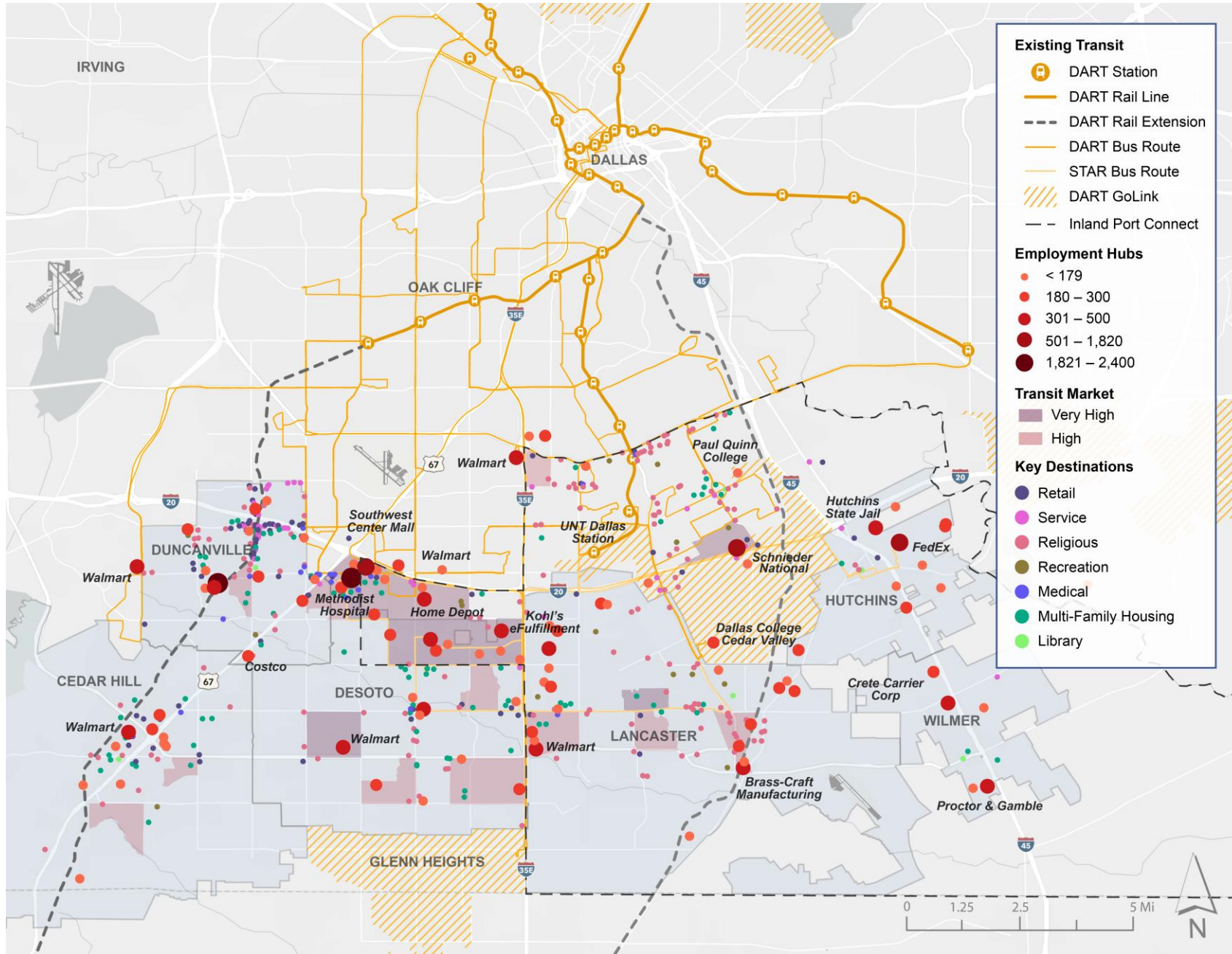
- Plan as “clean slate”
 - STAR Transit provides key service to the area
- Service within the entire study area, not only each city
- Focus on where service should go and service type
- Specific details including frequency, service days and costs will be covered during March/April meeting
- Take into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

WHAT WE HEARD FROM THE PROJECT ADVISORY COMMITTEE (PAC)

- Cedar Hill
 - Transit and mobility needs in the center of town between Belt Line and Pleasant Run
 - New development in the area south of Belt Line and Highway 67
 - Loop 9 will be an area for future development
 - Potential need for a future circulator route in downtown area
 - Mobility services for the senior population
- DeSoto
 - Focus on connections to regional transit including UNT Dallas Station
 - Need to provide service to industrial area and employers
 - Microtransit is a good option for service in the city
- Duncanville
 - Potential demand for transit in east and northeast Duncanville
 - Future residential development in the southeast part of the city
 - Need connections to regional transit to provide access to jobs, education, and healthcare
 - Mobility services for the senior population
- Lancaster
 - Future need for transit at the airport and surrounding area of southeastern Lancaster
 - Other areas of focus should be downtown, Walmart, Lancaster ISD and area employers
 - Focus on Loop 9, seniors and recreational centers
 - Direct connections to UNT Dallas Station



STUDY AREA



NEXT STEPS

- Scenario Planning
 - Develop route concepts
- Financial Plan and Funding Options
- Planning Workshop March/April 2021
- Implementation Plan

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!

www.sdctransitstudy.com

