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 (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
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
<table>
<thead>
<tr>
<th>STUDY PURPOSE</th>
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<tbody>
<tr>
<td><strong>Public/Stakeholder Engagement</strong></td>
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<tr>
<td>• Project Advisory Committee</td>
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<td>• Public engagement via partner agencies</td>
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<tr>
<td><strong>Comprehensive Transit Needs Assessment</strong></td>
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<tr>
<td>• Existing transit systems/planned improvements</td>
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<td>• Transit service needs and market assessment</td>
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<tr>
<td><strong>Scenario Development and Evaluation</strong></td>
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<tr>
<td>• Ranging from minimum improvement to maximum visionary</td>
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<td>• Focused on near-term solutions</td>
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<td>• Conceptual Cost Development</td>
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<tr>
<td><strong>Funding Plan</strong></td>
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<tr>
<td>• Identify full range of revenue sources</td>
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<td>• Provide input on legislature-enabled funding sources</td>
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<tr>
<td><strong>Implementation</strong></td>
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<td>• Strategy for governance structure</td>
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<td>• Any strategies for consideration by Legislature</td>
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- **12 Month Schedule**
- **October 1 Deadline for Texas Legislature Input**
  - Funding
  - Implementation
### SCHEDULE

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<thead>
<tr>
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<th>2020</th>
<th>2021</th>
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<tr>
<td><strong>Project Management</strong></td>
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<td><strong>Public and Stakeholder Involvement</strong></td>
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<td><strong>Implementation Strategies</strong></td>
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<td><strong>Final Report</strong></td>
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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?
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

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<tr>
<th>Availability</th>
<th>Affordability</th>
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<tbody>
<tr>
<td>Address Gaps in Service</td>
<td>Increase affordability of fares for individuals most in need</td>
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<tr>
<td>Explore non-traditional ways to deliver public transit</td>
<td>Integrate transit funding sources</td>
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<tr>
<th>Simplicity</th>
<th>Advocacy</th>
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<tr>
<td>Improve seamlessness for regional trips</td>
<td>Recruit influential champions for public transit</td>
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<tr>
<td>Pursue simplified regional fares</td>
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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
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
Option A: GoLink and Inland Port Rides (IPR) For Member Cities Only
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

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

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/fellows/southern-dallas-link/
TRANSIT SERVICE IN THE AREA

Source: DART, STAR, NCTCOG
Top Ten Largest Employers within 15 min walk from Stops on Fixed Routes

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employees</th>
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<tr>
<td>Methodist Charlton Medical Center</td>
<td>1,821</td>
</tr>
<tr>
<td>FedEx Distribution Center</td>
<td>750</td>
</tr>
<tr>
<td>Walmart Supercenter</td>
<td>600</td>
</tr>
<tr>
<td>Kohl's eFulfillment Center</td>
<td>400</td>
</tr>
<tr>
<td>Solar Turbines Inc</td>
<td>350</td>
</tr>
<tr>
<td>City of DeSoto</td>
<td>350</td>
</tr>
<tr>
<td>Oak Creek Homes</td>
<td>280</td>
</tr>
<tr>
<td>Cedar Valley College</td>
<td>260</td>
</tr>
<tr>
<td>Diab</td>
<td>240</td>
</tr>
<tr>
<td>Williamsburg Village Nursing Center</td>
<td>210</td>
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Source: STAR Transit, NCTCOG
FREIGHT SERVICES

Source: NCTCOG, TxDOT
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

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

Inflow/Outflow Job Counts in 2017

- 25,715 - Employed in Selection Area, Live Outside
- 28,181 - Live in Selection Area, Employed Outside
- 2,457 - Employed and Live in Selection Area

Source: NCTCOG, US Census Bureau LEHD 2017
TYPES OF MOBILITY IMPROVEMENTS
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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