

Memorandum



CITY OF DALLAS

DATE November 21, 2018

TO Honorable Members of the Mobility Solutions, Infrastructure and Sustainability Committee

SUBJECT **D-Link Interlocal Funding Agreement**

On Monday, November 26, 2018, Michael Rogers, Director of the Department of Transportation, will brief you on a potential funding agreement and change of service for D-Link. Dallas Area Rapid Transit will have staff available to provide input on the issues to be discussed. The briefing materials are attached for your review.

Please contact me if you have any questions or concerns.

A handwritten signature in blue ink, appearing to read 'Majed A. Al-Ghafry'.

Majed A. Al-Ghafry, P.E.
Assistant City Manager

[Attachment]

c: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Chris Caso, City Attorney (I)
Carol A. Smith, City Auditor (I)
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge

Kimberly Bizzor Tolbert, Chief of Staff to the City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
M. Elizabeth Reich, Chief Financial Officer
Directors and Assistant Directors

D-Link Interlocal Funding Agreement

**Mobility Solutions,
Infrastructure and
Sustainability Committee
November 26, 2018**

**Michael Rogers, Director
Department of Transportation**



Overview

- Background/History of D-Link
- Purpose of D-Link
- Description of Current D-Link
- Issues/Concerns with D-Link
- Description of On Demand D-Link
- Proposed Action
- Next Steps

Background

- November of 2013, D-Link began operation as a free bus service, funded by the City of Dallas, Downtown Dallas Inc. and DART, to promote the Convention business, the new Omni Hotel, and other downtown business activity.
- The initial D-Link route also served Bishop Arts and Jefferson Avenue until the Dallas Streetcar began operation to Bishop Arts.
- August 29, 2016, the D-Link route was redesigned to eliminate routing in Bishop Arts because the Dallas Streetcar was extended to Zang and Davis in Bishop Arts.
- November 2017, the City of Dallas, DART and DDI, Inc. extended the contract for one additional year with the objective to increase ridership and reduce costs.

Background (Continued)

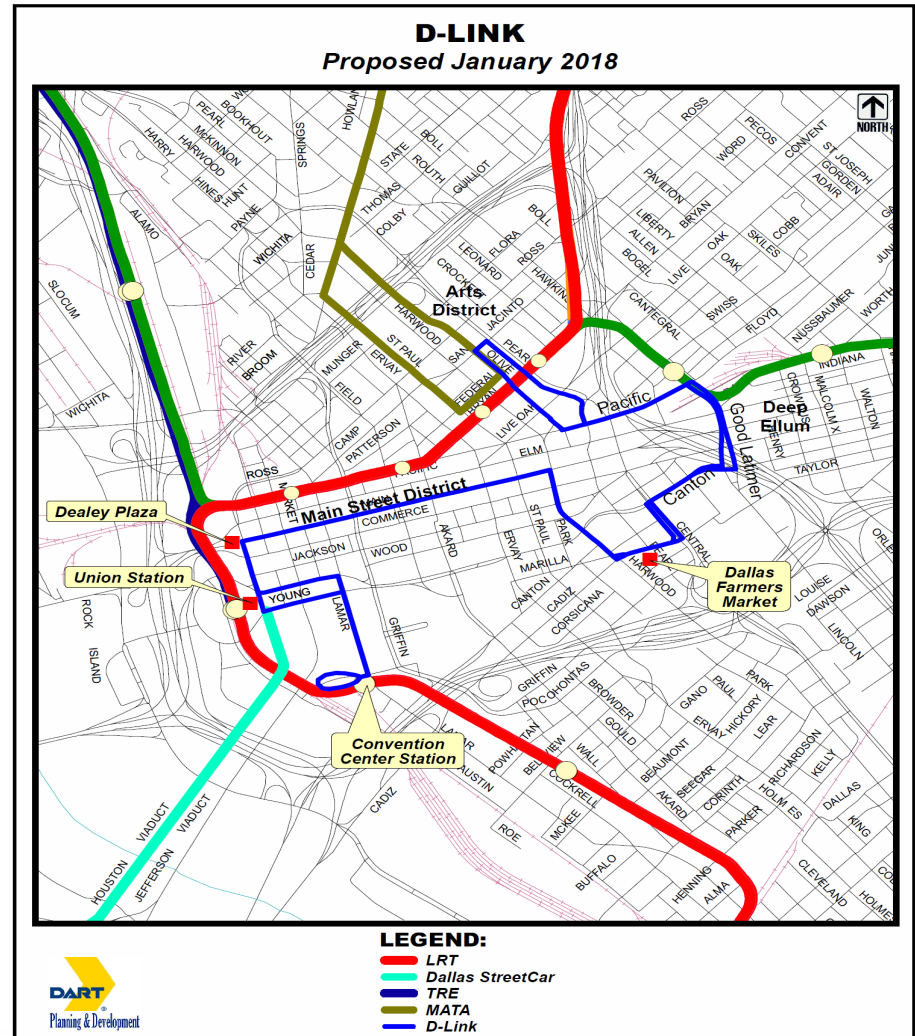
- January 29, 2018, the D-Link route was shortened to reduce costs by \$300,000 annually and rerouted to make the route 10 minutes quicker for the average passenger.
- April 2018, new all electric buses were assigned to the route and a major marketing effort was implemented to encourage ridership.
- July 2018, the partners completed an assessment of the route and determined that the average weekday ridership of 300 had not reached the minimum performance target of 450 passengers
- Based upon direction from DDI and City of Dallas staff, DART completed an evaluation of converting the fixed route service to an on-demand service which would serve more destinations, reduce travel time and ensure quick response for service.

Purpose of D-Link

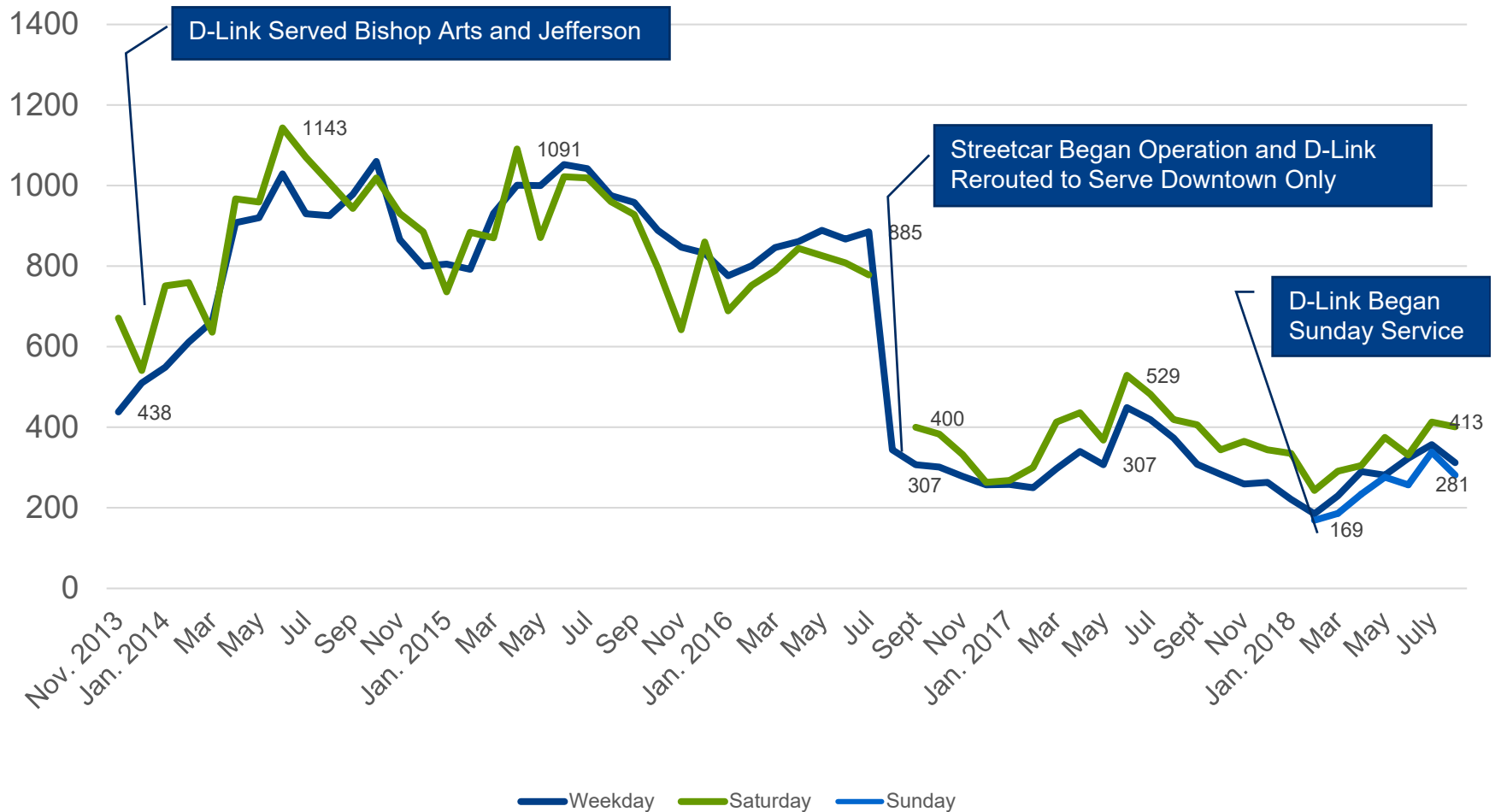
- Promote tourism and downtown entertainment
- Promote the Dallas Convention industry
- Reduce automobile traffic in downtown by providing a fast, convenient, and low cost alternative to driving an automobile
- Through promotion of public transit, support the transition of downtown to a more pedestrian and environmentally friendly area

Description of D-Link

- 7 days a week
- 10:30 am to 9:30 pm
- 15 minute frequency
- Fare: Free
- Annual cost \$1.12 million
 - Dallas: \$345,000
 - DDI: \$250,000
 - DART: \$517,000



Description of D-Link Ridership

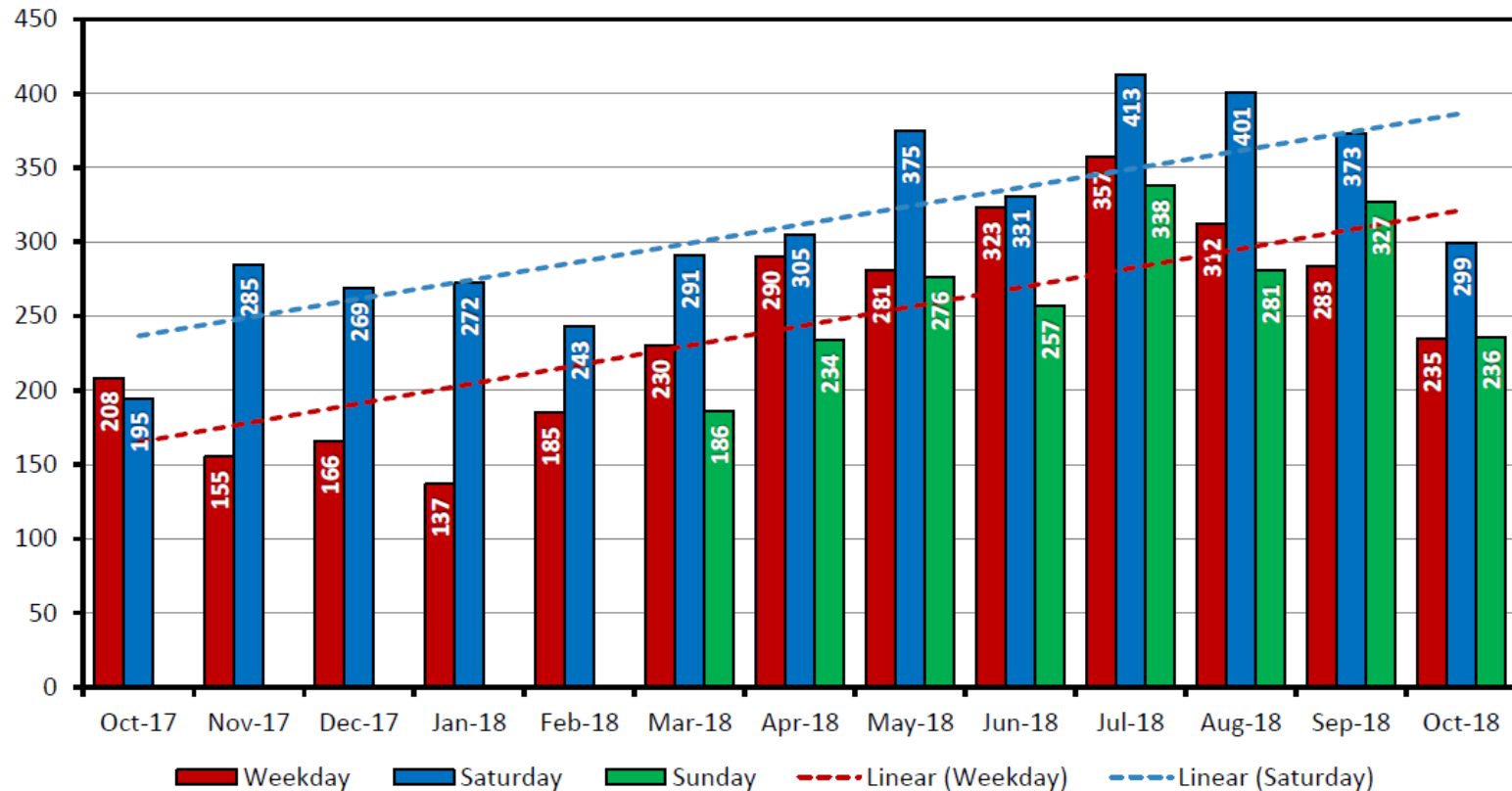


Description of D-Link Ridership

Special Event Ridership Has Been Strong

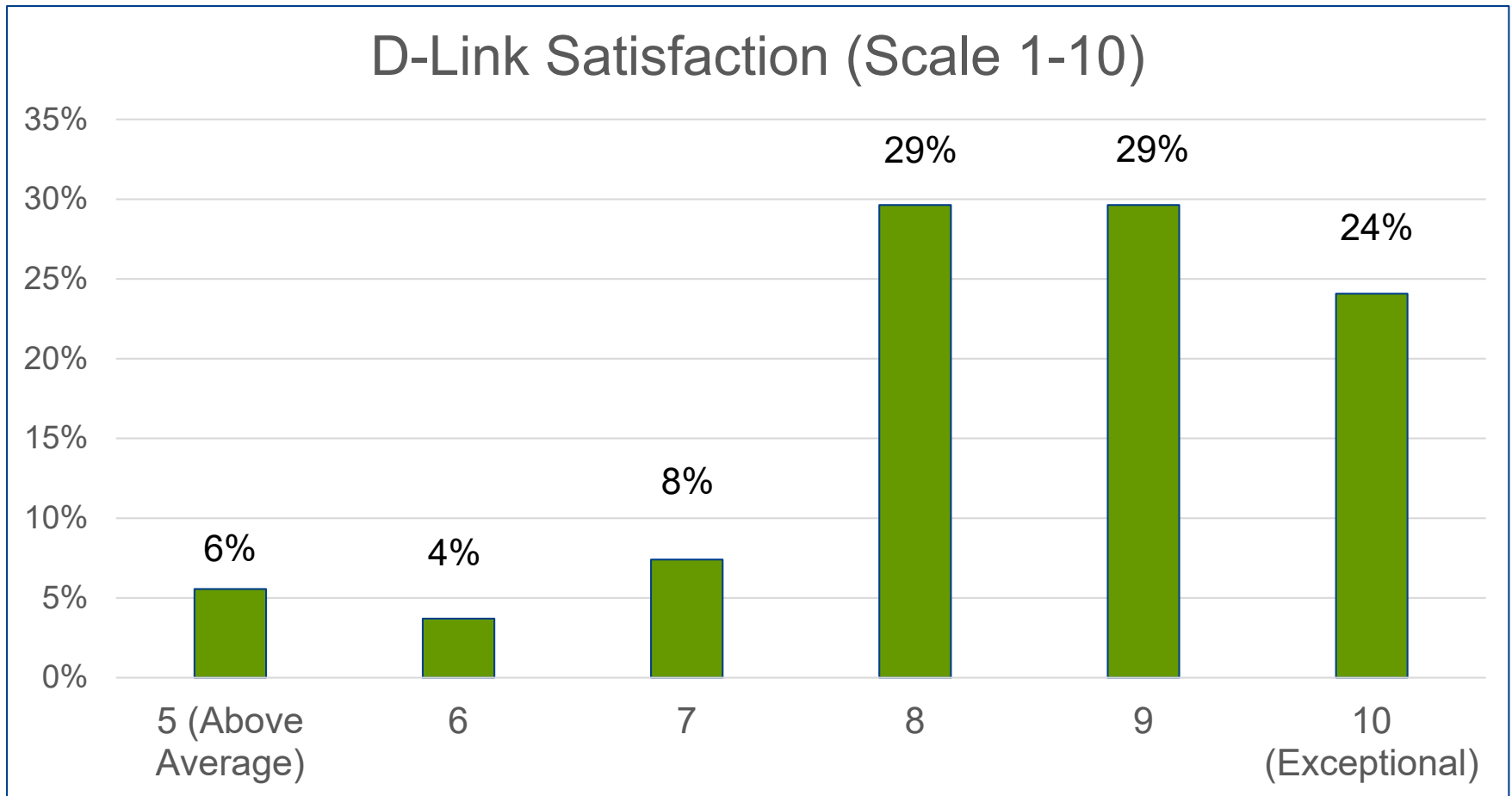
Month (2018)	Highest Daily Ridership	Special Event
February	200 (Sunday)	NCA All Star National Championships
March	428	ACE Hardware Spring Convention
April	405	Lone Star Classic (Volleyball)
May	506	USA Volleyball
June	425	Southern Baptist National Convention
July	493	Mary Kay Seminar
August	400	Great American Trucking Show

Description of D-Link Ridership



- Weekday Goal - 465
- Saturday Goal - 535
- Sunday Goal - 400
- Ridership has not met goals in 2018

Description of D-Link Popularity



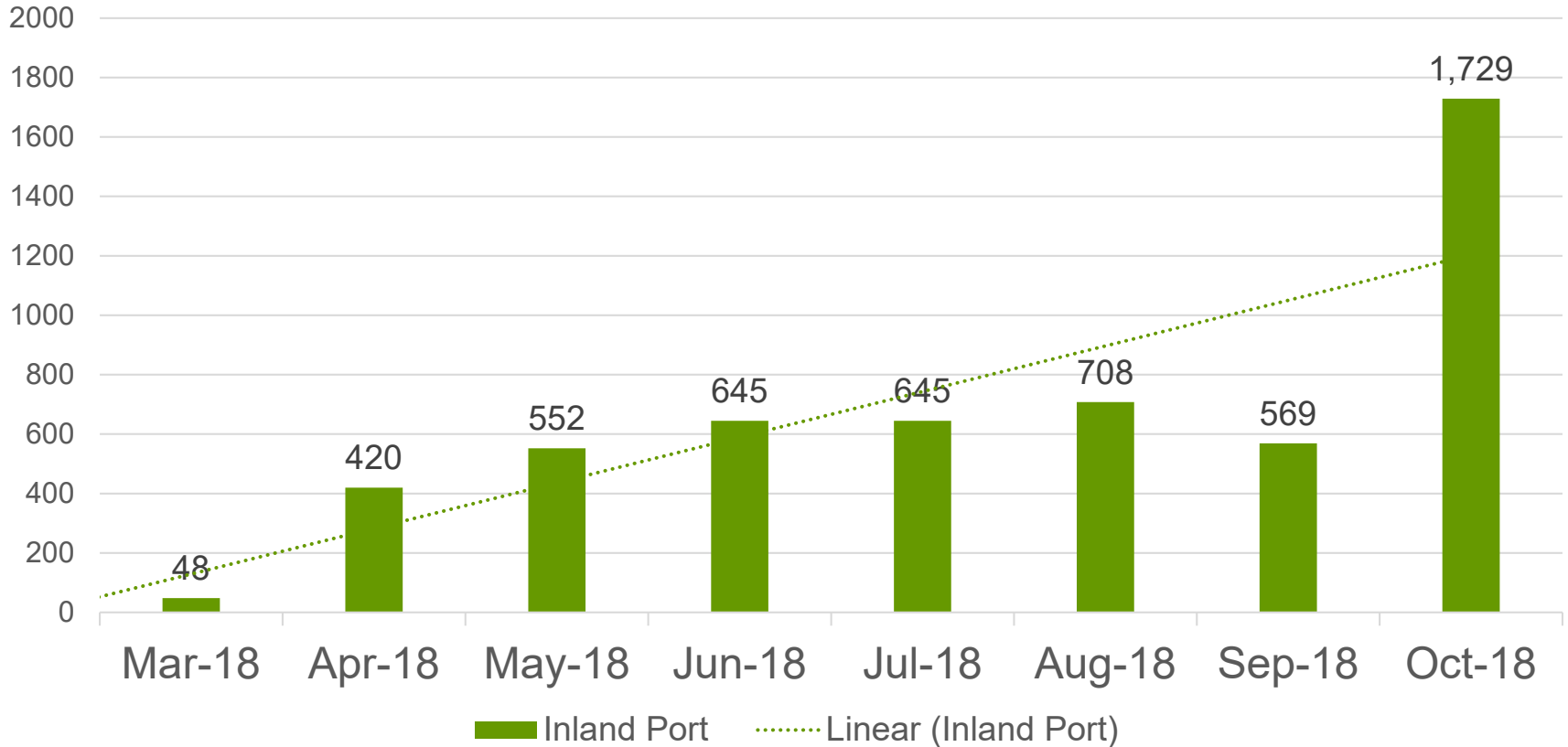
10

Issues/Operational Concerns

- D-Link has not achieved the expected ridership of 450 daily boardings despite route modifications and promotion
- D-Link cost per boarding (\$11.03 in FY18) exceeds the target of \$7.00 (FY18 average subsidy for all DART bus service)
- Partners want to consider the feasibility of implementing a \$1.00 fare
- Partners believe that a more innovative, on-demand service may be more effective in achieving the goals of the program and ridership targets (See ridership growth for DART on-demand service on next slides)

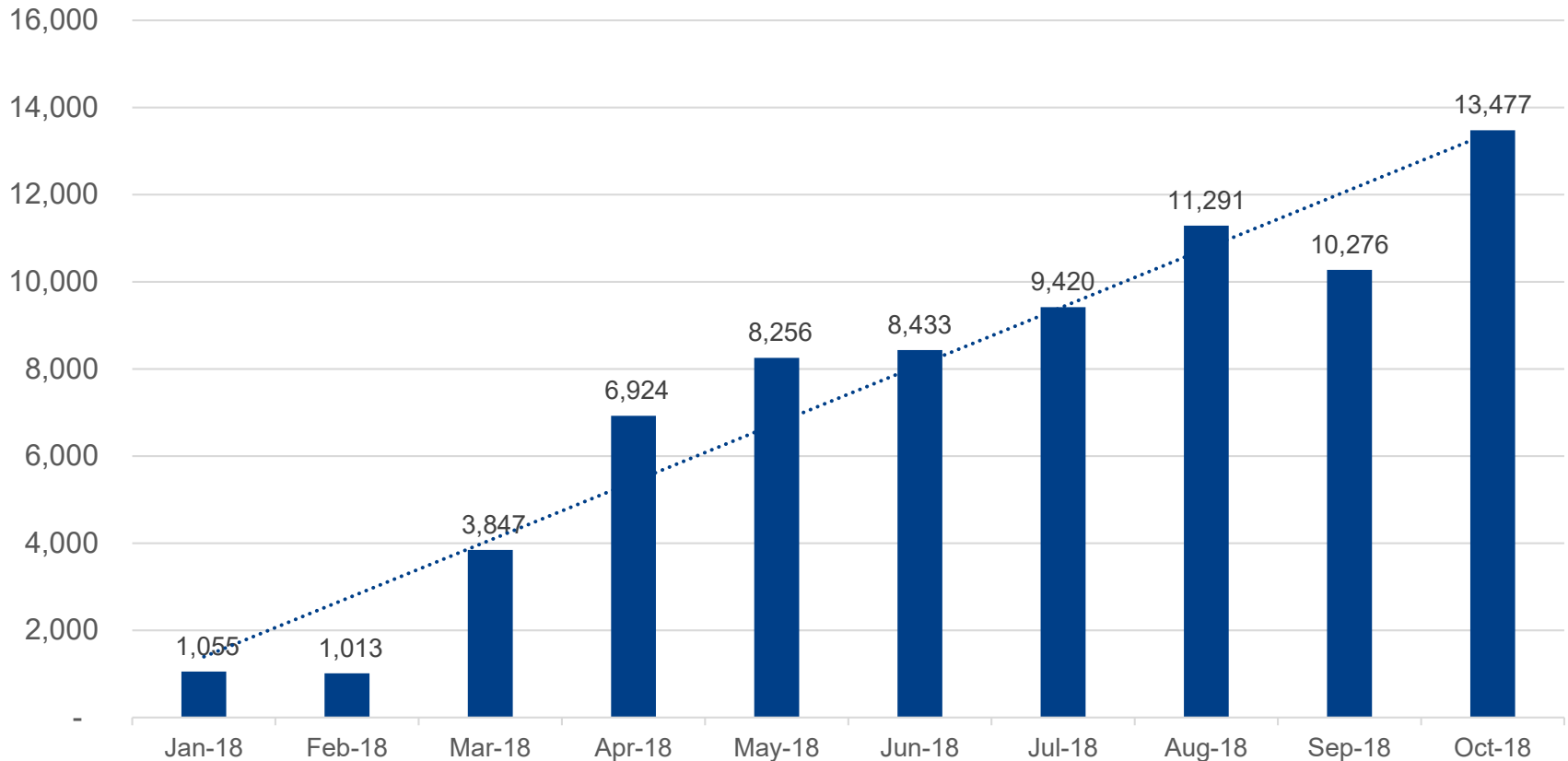
Rapid Growth of On-Demand Service in Dallas Inland Port

Inland Port Microtransit Zone Ridership

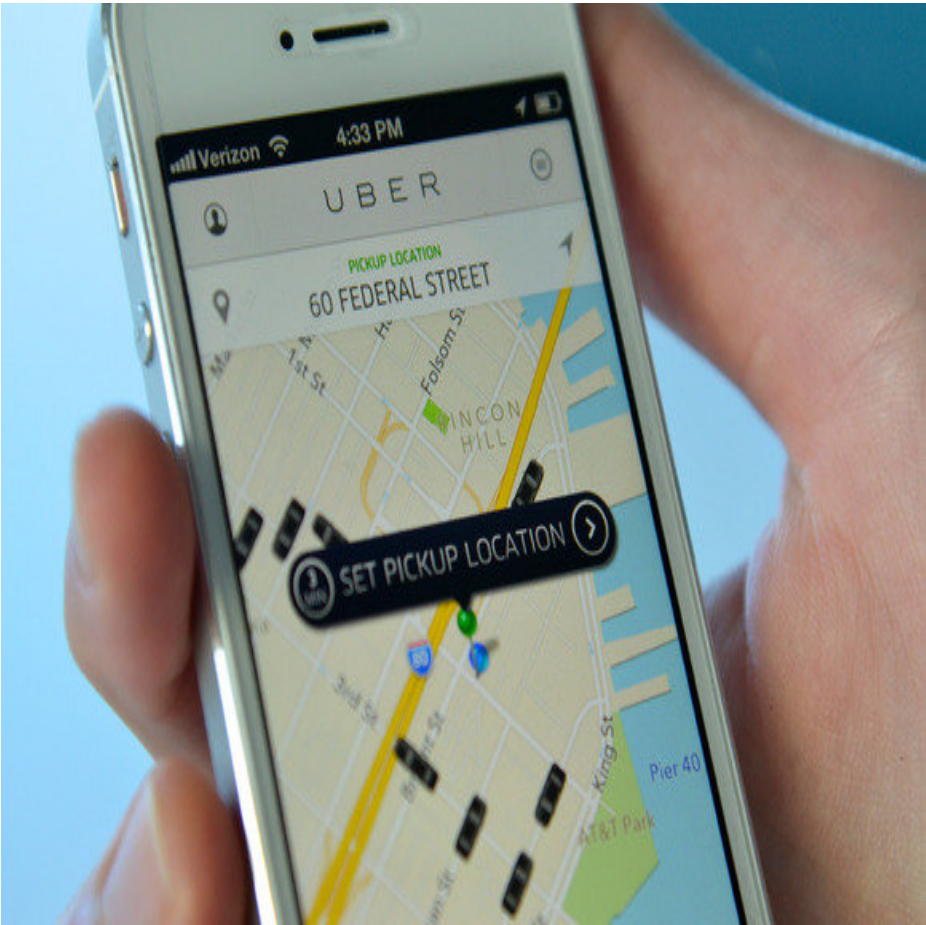


Rapid Growth in All DART On-Demand Services

DART Microtransit (GoLink) Monthly Ridership



Visual of On-Demand D-Link



Description of How It Will Work

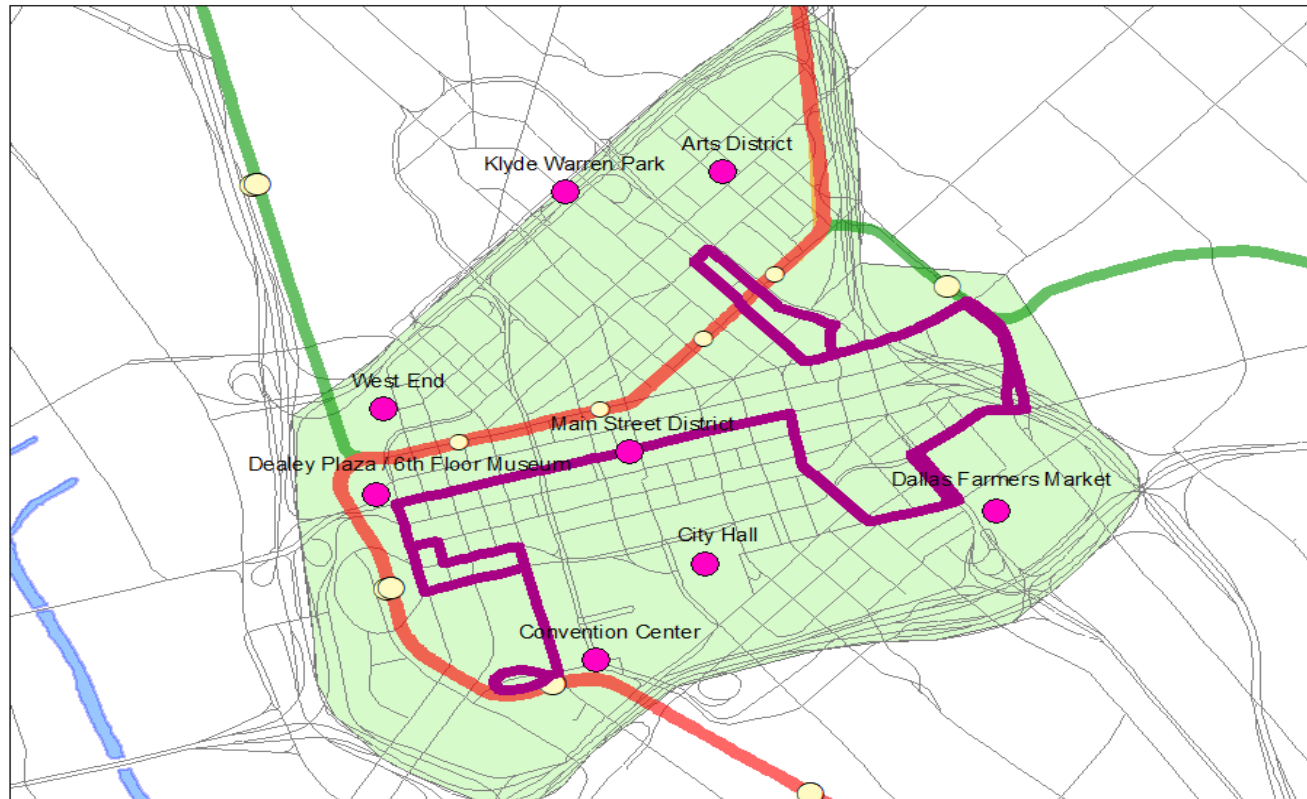
- Customer will schedule a D-Link trip using DART's 2019 GoPass 3.0 app
- Customers without a smartphone will call a DART call center



15

Description of On-Demand Downtown Area

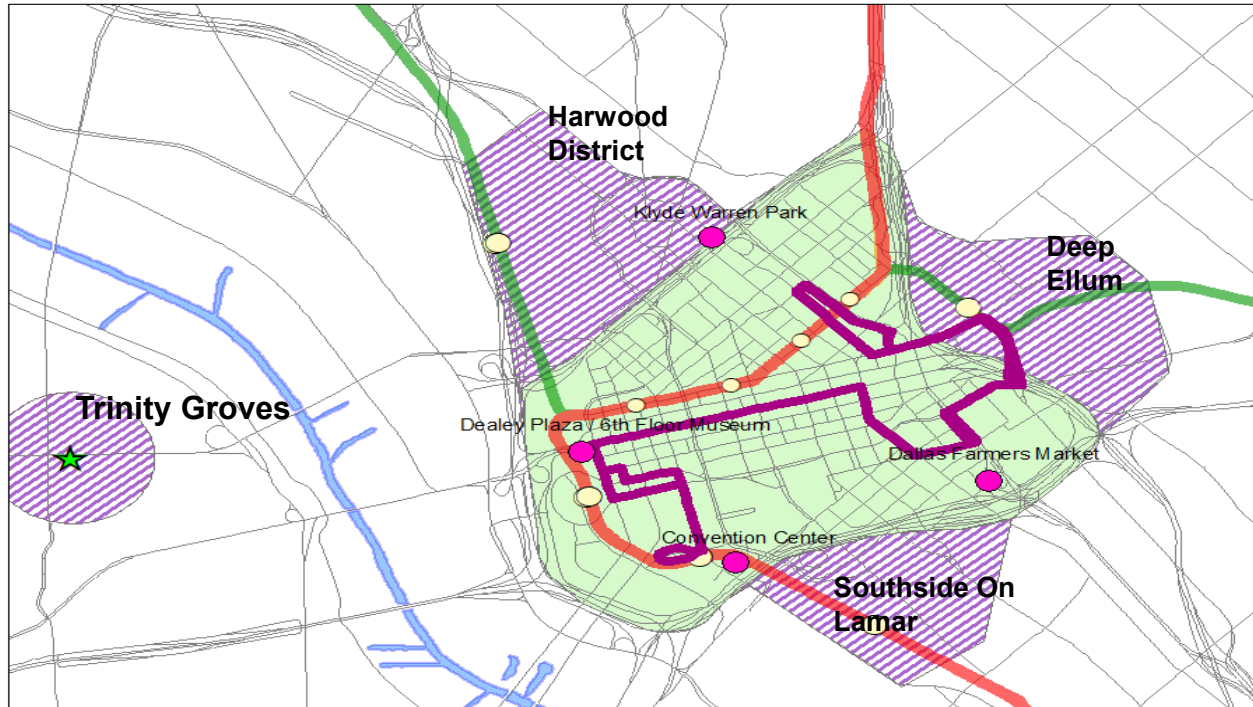
Downtown Mobility On Demand Zone



Description of On-Demand Downtown Area

- On Demand Zone is Area Shaded in Green

Downtown / Trinity Groves Mobility On Demand Zone



- Current D-LINK Major Attraction
- ★ Trinity Groves
- Proposed Service Expansion Area
- Light Rail Stations
- Current D-LINK Route



Projected On Demand D-Link Comparison with Current Fixed Route D-Link

	Current D-Link	On-Demand
Cost per Boarding	\$11.00	\$6.00
Annual ridership	101,513	162,060
Daily Average Ridership	283	444
Vehicles	4	4
Expanded Service area	No	Yes

Four (4) Year Funding Agreement for On-Demand Service Effective After Temporary Agreement **(1 year agreement with three 1 year options)*

Year	DART	DDI	City of Dallas	Total Cost
FY 2019	\$ 517,400	\$ 250,000	\$ 345,000	\$ 1,112,400
FY 2020	\$ 532,922	\$ 257,500	\$ 355,350	\$ 1,145,772
FY 2021	\$ 548,910	\$ 265,225	\$ 366,011	\$ 1,180,145
FY 2022	\$ 565,377	\$ 273,182	\$ 376,991	\$ 1,215,550
Total	\$ 2,164,609	\$ 1,045,907	\$ 1,443,351	\$ 4,653,867

- The City will consider a four (4) month funding extension to allow time to conduct public hearing, remove fixed route service and arrange on-demand service.
- A four-month extension of D-Link will cost \$353,577. The City's share is \$110,589, DDI's share is \$80,137, and DART's share is \$165,851.

Description of On Demand D-Link Performance Standards

- Service Standards for New Service
 - Maximum of 10 minute wait time for requested service
 - 6 minute average ride duration
 - 15 minute maximum ride duration
 - Service must operate as shared ride
 - \$6.00 average cost per boarding
 - \$1.00 fare per trip unless passenger presents valid DART fare
 - 450 average daily boardings
 - Minimum 10:30 am to 9:30 pm, seven (7) days a week
 - Alternative 7:00 am to 9:30 pm, seven days per week

20

Potential of Using TNC/Taxi Subsidy Program In Lieu of A Dedicated On-Demand Fleet

- Federal regulations stipulate that transit services be wheelchair accessible and also shared ride
 - TNC's do not offer wheelchair accessible or shared ride service in the DFW area at this time
- TNC's do not offer the potential to brand the vehicle which has been an effective marketing tool for D-Link
- TNC's and other private providers could supplement a dedicated on-demand fleet in downtown Dallas if they agree to offer a shared ride service
 - DART will pilot test shared ride TNC service to supplement its on demand GoLink service in Southern Dallas and Plano in early 2019

Future Council Consideration Items

- Authorize temporary 4 month funding agreement with the City of Dallas and DDI allowing time to conduct public hearing to end D-Link fixed route service
- Authorize replacement of D-Link Fixed Route Service with D-Link On-Demand Service in Downtown Dallas
- Authorize multi-year funding agreement for the on-demand service effective after temporary four month agreement
 - Agreement would be a 1 year agreement with three 1 year options which could be renewed based upon meeting performance standards
- Authorize a \$1.00 fare for the on-demand service rather than continuing the free fare

Next Steps

- November - December 2018 -- Approve Temporary Funding
- December 11, 2018 -- Authorize Hearing on Service Change
- January 22, 2019 -- Conduct Public Hearing to End Fixed Route D-Link,
 - Implement On Demand D-Link and Charge a Fare
- February 8, 2019 -- DART Board Approval to remove fixed route service and authorize On-Demand Service
- February 26, 2019 -- DART Committee Approval of Multi-year On-Demand Funding Agreement
- March 12, 2019 -- DART Board Approval of Multi-year Agreement
- March 24, 2019 -- Last Day of Fixed Route D-Link Service
- March 25, 2019 -- 1st Day of New D-Link On Demand Service under current DART contractor
- October 1, 2019 -- New D-Link On Demand Service under new DART MMS Contract

Proposed Action

- Authorize City Manager to execute a temporary funding agreement with DART and DDI, Inc. to continue the operation of the current D-Link fixed route service beginning November 23, 2018 for four months where City of Dallas contribution does not exceed amount of \$110,589.
- City Council consideration of a multi-year agreement with DART and DDI, Inc. for an on-demand D-Link service beginning March 25, 2019 through December 31, 2022 where Dallas contribution does not to exceed \$345,000 in the first on-demand service year.

D-Link Interlocal Funding Agreement

**Mobility Solutions,
Infrastructure and
Sustainability Committee
November 26, 2018**

**Michael Rogers, Director
Department of Transportation**

