

Memorandum



CITY OF DALLAS

DATE August 19, 2016

TO The Honorable Members of the Transportation and Trinity River Project Committee:
Lee M. Kleinman (Chair), Deputy Mayor Pro Tem Erik Wilson (Vice-Chair), Sandy Greyson,
Mayor Pro Tem Monica R. Alonzo, Adam Medrano, and Casey Thomas II

SUBJECT D-Link and Mobility Management Services Paratransit Program.

On Monday, August 22, 2016 you will be briefed on the D-Link and Mobility Management Services Paratransit Program. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in blue ink, appearing to read 'Alan E. Sims'.

Alan E. Sims
Chief of Neighborhood Plus

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Christopher D. Bowers, Interim City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Mark McDaniel, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



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Chair of the Board
Jim Greer
Oncor

August 18, 2016

President
Kourtney Garrett
Downtown Dallas, Inc.

Councilman Lee M. Kleinman
Chairman
Transportation & Trinity River Project Committee
City of Dallas
1500 Marilla, Room 5FS
Dallas, Texas 75201

Chief Executive Officer
John F. Crawford
Downtown Dallas, Inc.

Executive Committee:

Liz Beauchamp
Atmos Energy

Mr. Gary Thomas
President/Executive Director
Dallas Area Rapid Transit (DART)
P.O. Box 660163
Dallas, Texas 75266

Ted Benn
Thompson & Knight LLP

Brian Bergersen
Spectrum Properties

Doug Curtis
AT&T Performing Arts Center

RE: CENTRAL DALLAS STREETCAR LINK

Mattia Flabiano
Page Southerland Page

Dear Mr. Kleinman and Mr. Thomas:

Larry Good
gff

In a letter to Mr. Thomas on August 4, 2015, Downtown Dallas, Inc. (DDI) stated its preferred modern streetcar alignment. With the upcoming Dallas City Council Transportation & Trinity River Project Committee briefing on this topic, we would like to reiterate DDI's position on the Central Dallas Streetcar Link. As the "advocate, champion and steward" for Downtown, DDI enthusiastically supports the connection of Union Station to the St. Paul DART station and M-Line Trolley. In principle, more transit equals better connectivity and streetcars offer an excellent solution to "short trips" for employees, residents and visitors. An alignment that results in improved mobility for all, increased pedestrian comfort and vigorous economic development would be considered highly successful.

Ted Hamilton
Hamilton Properties Corporation

David Lind
Corgan

Katy Murray
A.H. Belo

Holly Reed
Texas Central Partners, LLC.

Randy Robason
Grant Thornton LLP

Jon Ruff
Spire Realty Group LP

DDI agrees with DART that the best route for the streetcar is to traverse the historic core of Downtown for the east-west segment, generally from Lamar to Harwood, but **DDI prefers a Commerce and Elm couplet instead of a Main Street alignment as it moves through the Main Street District.**

Kristi Sherrill Hoyl
Baylor Scott & White Health

Michael Tregoning
Headington Companies

Jim Truitt
Forest City Residential, Inc.

The main concern is that Main Street does not have the capacity to successfully integrate the streetcar into the existing fabric of the right of way. Such an alignment would cause significant sacrifice to all modes of transportation and the quality and safety of the pedestrian environment. Furthermore, the construction timeframe has the potential to be devastating to successful businesses that we have spent over a decade nurturing on Main Street. These are trade-offs we deem not worthy on one of Downtown's most successfully revitalized streets.

Consensus from DDI's Executive Committee and Transportation Task Force that involved more than 200 stakeholders facilitated the following detailed position statement:

- 1) *First and foremost, we support DART in seizing the opportunity NOW to pursue streetcar funding as a priority. This long-anticipated project, which has suffered many delays, has the potential to be transformative for the urban core of our city, further enhancing mobility, quality of life and economic development.*
- 2) *Downtown Dallas, Inc. supports a variation of the Main Street segment of the alignment, to instead include Commerce and Elm as a one-way streetcar couplet. There are several benefits that merit consideration:*
 - a. *The one-way operation of Elm and Commerce can more easily accommodate the addition of the streetcar during construction and afterwards.*
 - b. *Streetcar stops on Elm and Commerce Street expand on the number of blocks served by the streetcar.*
 - c. *A mixed flow traffic design is preferred for Elm and Commerce, which has the potential to reduce overall congestion and increase vehicular efficiency as well as a greatly improved transit and pedestrian environment.*
 - d. *An overall reduction in the total number of buses traveling through the area should be reduced to the extent feasible.*
 - e. *Existing traffic calming and pedestrian friendly streetscape and parking operations on Main Street can continue.*
 - f. *Elm and Commerce are experiencing burgeoning development that can be further supported with the introduction of streetcar.*
- 3) *Closing Main Street to vehicular traffic is not a desirable mitigation measure. Numerous case studies throughout the country demonstrate that pedestrian malls are unsuccessful in areas without extreme density, and most U.S. cities are reintroducing mode-balanced traffic to these areas.*
- 4) *An integrated, comprehensive approach will be required in order to maximize the benefits of an expanded streetcar system. Elm, Commerce and Main must become enhanced streetscapes with high quality pedestrian amenities. All three streets should "read" as a single designed environment. Business frontages, valet parking, autos, bikes and pedestrians and bus transit must be looked at as an integrated system.*
- 5) *The Central Dallas Link should be designed to provide maximum connectivity to other nodes of activity and transit options in the city, including the M-Line and long-term streetcar expansion plans.*
- 6) *As an integrated traffic analysis of D2, Streetcar, bike lanes and other mobility improvements to the Main Street District are undertaken, we ask DART to also analyze bus routes, sizes, speeds and saturation to evaluate a reduction of bus traffic in this area.*

The following guiding priorities and principles are the basis for the above position statement:

Downtown Dallas, Inc. 2016 Priorities

- Maintain **public safety**
- Create **vibrant streets and public spaces**
- Diversify and grow **housing**
- Ensure **great urban design**
- Expand and realize **Transit Oriented Development** potential
- Promote community **education, engagement and advocacy**
- Support Downtown's **21st century economy**

Downtown Dallas 360 Draft Mobility Principles (2016 Update)

- Create a **balanced multimodal** system that can support transit, bicycles and pedestrians in addition to automobiles.
- Provide a system that does not require a car for **short trips**, while ensuring that the system is **safe, well-lit, comfortable and accessible** for a **diverse** base of users.
- Improve inter-district connectivity for all modes of travel.
- Encourage **mixed use, pedestrian-oriented** design and development.
- Ensure that both **regional and local transportation** systems support urban design and livability goals for Greater Downtown Dallas.
- Deliver a system that responds proactively to future trends in **technology, demographics and user preferences**.

Thank you for your continued support of enhancing Downtown mobility. We look forward to the streetcar expansion and appreciate the opportunity to work with you to ensure it is as successful as possible. Please do not hesitate to reach out to us for any additional information.

Sincerely,



Kourtny Garrett
President



John F. Crawford
Chief Executive Officer

cc: Mayor Mike Rawlings
Dallas City Council Members
City Manager A.C. Gonzalez
Assistant City Managers
City Director Peer Chacko

Attachment: [August 4, 2015 DDI letter to DART]

August 4, 2015

Mr. Gary Thomas
President and Executive Director
Dallas Area Rapid Transit
P.O. Box 660163
Dallas, TX 75266-0163

Dear Gary:

On behalf of the Downtown Dallas, Inc. (DDI) Executive Committee, representing major development, corporate, and community interests in Downtown, we welcome the opportunity to provide input as DART considers alternatives for the extension of the modern streetcar through the Downtown core.

DDI established a Transportation Task Force to review the various alternatives; a copy of the report and recommendation is attached.


In summary, the DDI Executive Committee concluded that DDI agrees with DART that the best route for the streetcar is to traverse the historic core of Downtown for the east-west segment from Lamar to Harwood. But our opinion, and the clear consensus opinion of numerous stakeholders, is a concern that Main Street does not have the capacity to successfully integrate the streetcar into the existing fabric of the right of way without significant sacrifice to all modes of transportation and the quality and safety of the pedestrian environment.

A variation on the Main Street option, which came out of the discussions, is to recommend that DART evaluate Commerce and Elm as a one-way streetcar couplet for the east-west segment. There are several benefits to this alignment that merit DART's consideration:

1. The one-way operation of Elm and Commerce can more easily accommodate the addition of the streetcar during construction and afterwards.
2. There would be reduced disruption and interruption of access and service to property owners during construction of the line.
3. Existing activities of valet parking on Main Street can continue. These operations are extremely important to the economic success of Main Street businesses.
4. Reduced congestion on Elm and Commerce will translate to faster/more efficient streetcar service.
5. Elm and Commerce are lagging behind Main Street in vibrancy and economic development. The adjacent properties will benefit from the presence of the streetcar.

We urge DART to consider the Elm-Commerce couplet as a part of their detailed analysis of the modern streetcar alignment.

Sincerely,


John F. Crawford
President and CEO



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MEMO

To: John Crawford, CEO of Downtown Dallas, Inc. and the Downtown Dallas, Inc. Executive Committee

From: Larry Good, Chairman DDI Transportation Task Force

Re: Modern Streetcar Alignment Recommendation

Date: July 21, 2015

The DDI Transportation Task Force was asked to provide a recommendation to the DDI Executive Committee regarding the preferred alignment for the modern streetcar route connecting the Convention Center Hotel to the St. Paul DART Station and the M-Line Trolley. An alignment would be considered successful if it resulted in supporting Downtown's objectives for improved mobility for all, increased pedestrian quality of life and vigorous economic development.

The Task Force examined the three alignment alternatives presented by DART. One utilizes Main Street to travel east-west through the historic core of Downtown. Another option proposes Young Street for the east-west link, while a third options moves north on Griffin and utilizes San Jacinto and Ross as an east-west couplet into the Arts District. Over the past several months, the Task Force convened a series of six stakeholder meetings to discuss the modern streetcar as one of several discussion topics to gauge stakeholder perspective and gather opinions about Downtown mobility. These meetings numbered over 200 attendees in the aggregate.

In summary, we have concluded that DDI should agree with DART that the best route for the streetcar is to traverse the historic core of Downtown for the east-west segment from Lamar to Harwood, rather than either a more northern or southern route. But our opinion, and the clear consensus opinion of numerous stakeholders, is a concern that Main Street does not have the capacity to successfully integrate the streetcar into the existing fabric of the right of way without significant sacrifice to all modes of transportation and the quality and safety of the pedestrian environment. During our discussions, some consideration was given to an option of closing Main Street to private vehicular traffic as a way to resolve the capacity problem, but this was strongly rejected.

A variation on the Main Street option, which came out of the discussions, is to recommend that DART evaluate Commerce and Elm as a one-way streetcar couplet for the east-west segment from Lamar to Harwood. From DDI's perspective, there are several benefits to an Elm-Commerce alignment that merit DART's consideration:

1. The one-way operation of Elm and Commerce can more easily accommodate the addition of the streetcar during construction and afterwards.
2. There would be reduced disruption and interruption of access and service to property owners during construction of the line.
3. Existing activities of valet parking on Main Street can continue. These operations are extremely important to the economic success of Main Street businesses.
4. Reduced congestion on Elm and Commerce will translate to faster/more efficient streetcar service.
5. Elm and Commerce are lagging behind Main Street in vibrancy and economic development. The adjacent properties will benefit from the presence of the modern streetcar.

Although the Task Force acknowledges the obvious wayfinding advantages of the streetcar operation in two directions on the same street, we urge DART to consider the Elm-Commerce couplet as a part of their detailed analysis of the modern streetcar alignment.



D-Link Modification and Mobility Management Services Paratransit Program Transportation and Trinity River Committee

Gary Thomas
President/Executive Director

August 22, 2016



D-Link Background

- D-Link was implemented in November 2013
- Its a joint venture among:
 - DART
 - City of Dallas
 - Downtown Dallas, Inc. [DDI]
- The shuttle funding agreement expires on November 14, 2016



D-Link Service Funding

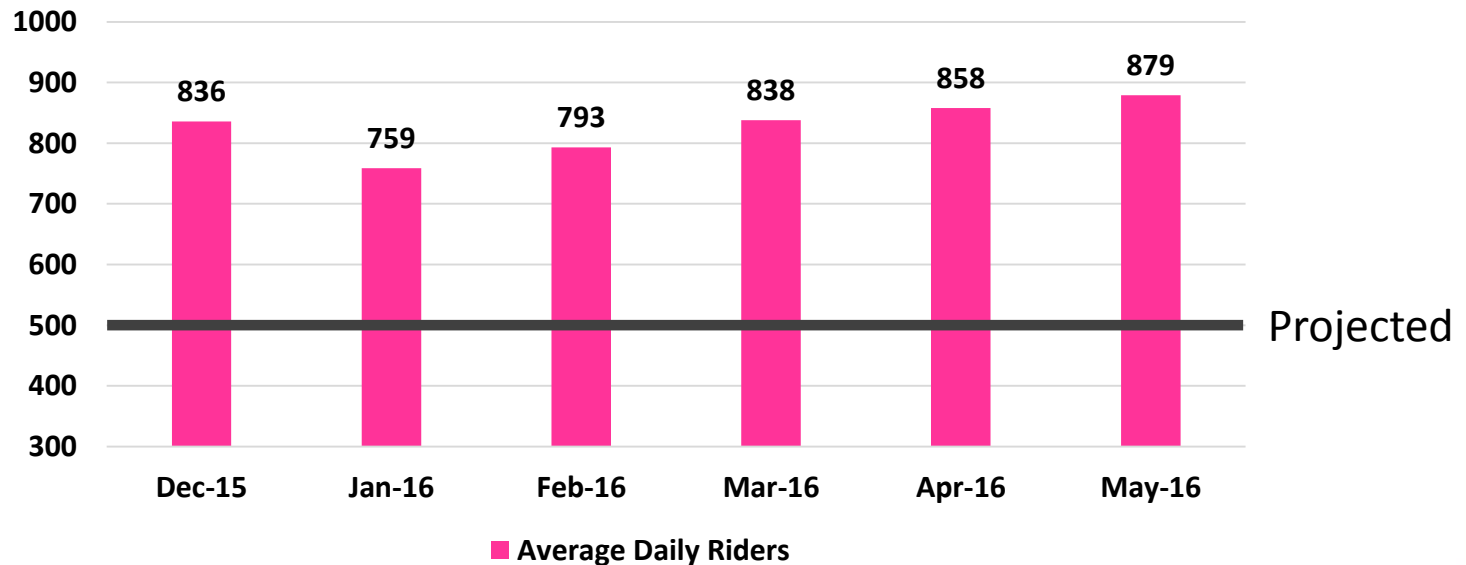
- Per the shuttle funding agreement:
 - City of Dallas annual contribution - \$400,000
 - DDI annual contribution - \$306,849
 - DART funds the difference
- Proposed in City of Dallas FY16-17 Budget
- DDI pending approval in September for FY16-17 Budget

Objectives for New D-Link Routing

- To avoid duplication with Dallas Streetcar
- Serve the revitalized Farmers Market area
- Serve approximately 10,000 downtown residents
- Serve downtown employment zone
- Serve primary downtown tourist destinations
- Meet performance and ridership standards
- Design route to be operated with electric buses

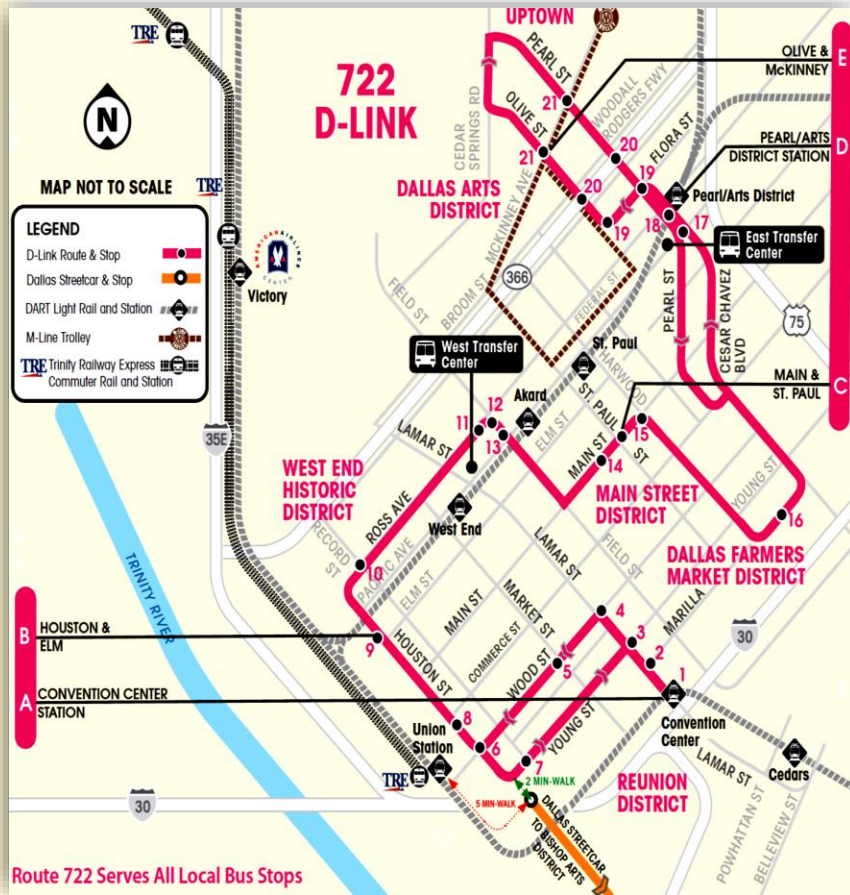
D-Link Ridership

- D-Link continues to exceed DART's original projection of 500 average daily riders
- It averages between 800-1,000 daily riders



New D-Link Route

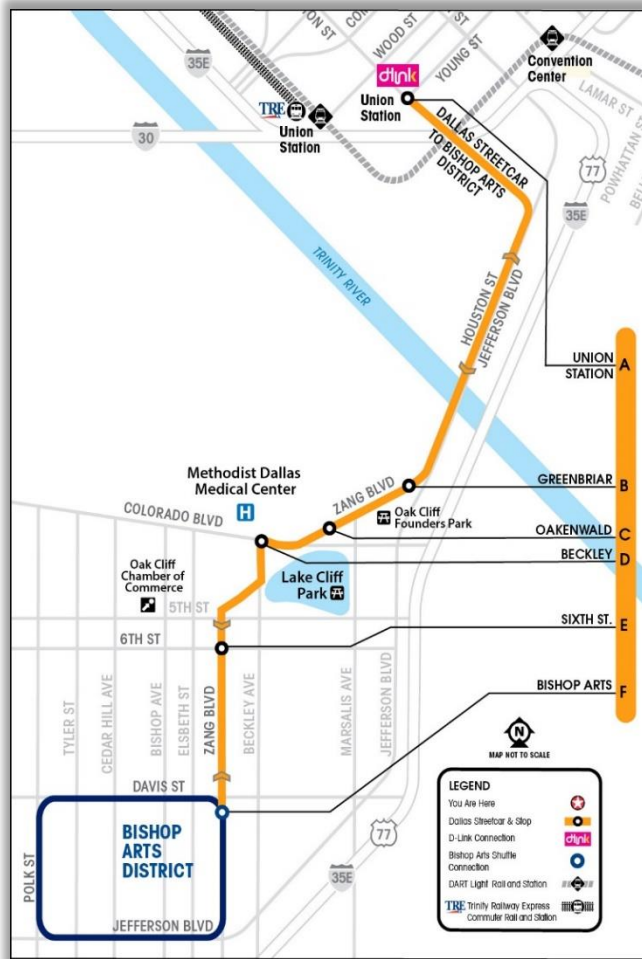
(Effective 8-29-16)



- It will operate between Convention Center Station and Uptown
- Operates every 15 minutes, Monday thru Saturday, from 11AM until 11:30PM
- It will remain a fare free service

Dallas Streetcar

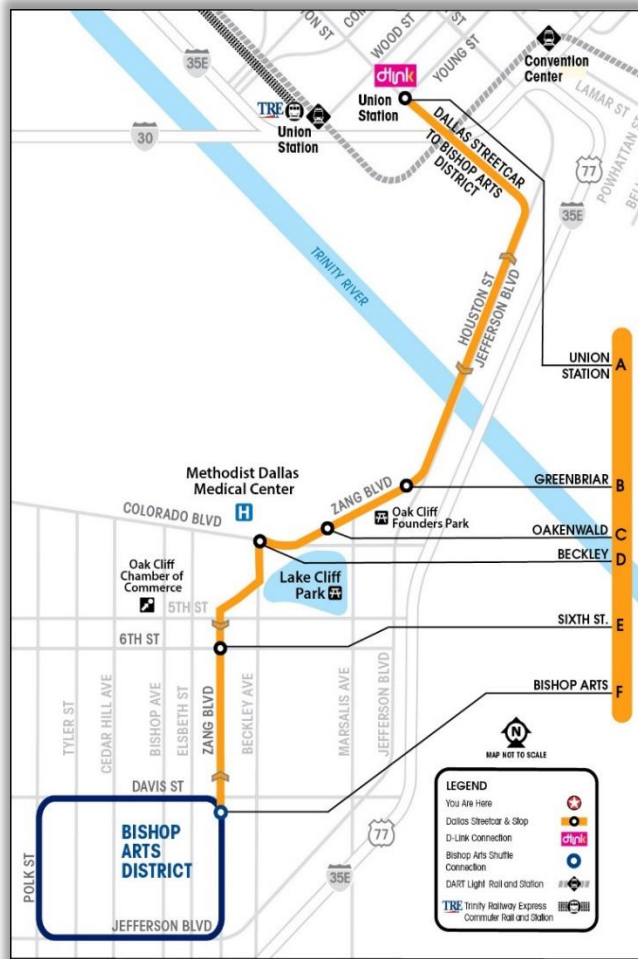
(Effective 8-29-16)



- Will be extended to serve the Bishop Arts District
- Schedule will be modified to operate every 20 minutes
- It will operate seven days a week from 9:30AM until midnight
- It will remain a fare free service

New Bishop Arts Route

(Effective 8-29-16)



- It will connect with the Dallas Streetcar and operate:
 - Every 20 minutes
 - Seven days per week from 9:30am until midnight
- It will require a local fare
- Bishop Arts Route will replace D-Link on Davis and Jefferson in Oak Cliff

D-Link-Marketing Plan

Local & Tourist Strategy

Develop awareness of D-Link among Downtown residents/stakeholders

- Garner support of HOA's and resident associations
- Build awareness with key business stakeholders
- Develop D-Link "ambassador" to bring further awareness to the brand

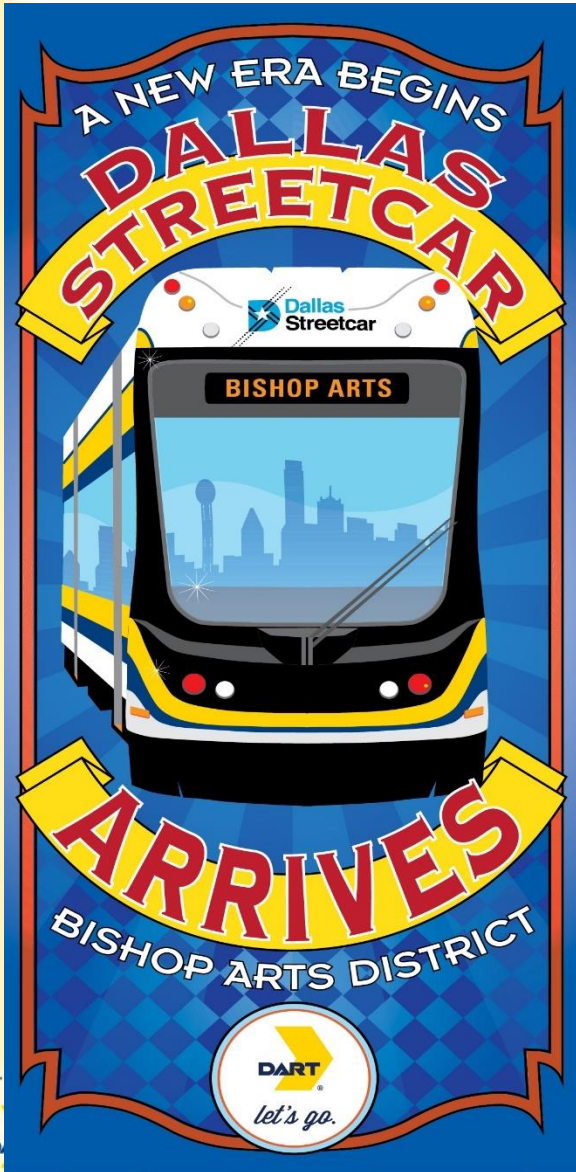
Position D-Link as the means of transportation for Downtown Dallas activities and tourist locations

Highlight D-Link at various large conferences and conventions in the Downtown area

Develop branded eblast to all hotels, CVB and key businesses along/near route



Dallas Streetcar-Marketing Plan



Bring awareness to the Southern Extension of the Dallas Streetcar with new route from Union Station to the Bishop Arts District and connection to the Bishop Arts Shuttle

- Bus Stop Blitz
 - August 24-26 informing customers of upcoming change
- VIP Event
 - August 27 to include VIP train ride and brief program at Local Oak
- Block Party
 - August 27 public celebration at the Bishop Arts District



Mobility Management Services Paratransit Program



Paratransit Services

- DART provides ADA (Americans with Disabilities Act of 1990) paratransit services
- Travel to/from anywhere within DART service area
- Eligibility based on ADA criteria
- \$3 per trip / personal care attendants ride free
- Guests ride for \$3 per trip
- Both certified paratransit users and their personal care attendants ride fixed route free



Ridership Subsidy by Mode

Mode	Subsidy per Passenger FY16 Budgeted
Light Rail	\$4.66
Bus	\$5.97
TRE	\$8.76
Paratransit	\$41.79

Trip Information

Total Annual Trips (Aug '15 – July '16) (DART Service Area)	678,939
Total Annual Dallas Resident Trips	429,994 (63.3%)
Total Monthly Trips – July 2016 (DART Service Area)	52,423
Total Monthly Dallas Resident Trips – July 2016	33,797 (64.5%)



Trips by Dallas Residents – July 2016

Rider Residence Sector	Number of Trips	Percentage of Total Trips	Percentage of Certified Riders	Percentage of Population 2010*
South/South Central Dallas	7,398	21.9%	22.2%	9.8%
Southwest Dallas	6,858	20.3%	17.0%	13.3%
Southeast Dallas	4,407	13.0%	11.6%	10.4%
West Dallas	1,322	3.9%	3.3%	4.4%
North/North Central/Central Dallas	5,700	16.9%	15.0%	24.2%
Northwest Dallas	2,205	6.5%	8.1%	16.3%
Northeast Dallas	3,452	10.2%	15.0%	16.0%
East Dallas	2,455	7.3%	7.8%	5.6%
Dallas Resident Totals:	33,797	100%	100%	100%

*Based on 2010 Census figures by Zip Code. Some Zip Codes overlap city boundaries.



Model Change

- Effective October 1, 2012
- Included larger vans with wheelchair lifts and smaller taxicab vans with ramps
- Outsourced reservations, scheduling and dispatch
- Paid by trip versus by revenue hour
- Model change saved DART \$90 million over 7 years

Contract Overview

- Contract effective October 1, 2012 with MV Transportation, Inc.
- Total contract value: \$186 million
- Projected to spend: \$155 million, \$30 million less than contract value
 - This equates to additional ~\$30 million savings over the original \$90 million in savings
- Current contract option continues through FY 2019



Contract Responsibilities

DART	Contractor (MV Transportation)
Certification	Reservations call center
Eligibility Screening	Scheduling
Complaint process handling	Dispatch and Where's My Ride call center
Contract Compliance Field Supervisors	Vehicle servicing and maintenance
Quality Assurance team	Operator recruitment, training, and ADA ride service delivery



KPIs

	FY12	Contract	FY13	FY14	FY15	FY16 (Oct-June)
CATEGORY	Actual [1]	Goal	Actual	Actual	Actual	Actual
TRIPS						
On Time Performance	87%	95%	89%	92%	92%	90%
Missed Trip Percentage	0.1%	1.0%	0.3%	0.1%	0.2%	0.2%
Avg Ride Time (min) [2]	38.3	34.0	35.4	36.1	33.0	33.1
Capacity Denials	0.0	0.0	0.0	0.0	0.0	0.0
RESERVATIONS/SCHEDULING/WMR						
Where's My Ride Service Level (3 min)	82%	95%	91%	95%	96%	96%
Where's My Ride Service Level (5 min)	N/A	99%	96%	98%	99%	99%
Reservations Service Level (3 min)	79%	95%	84%	94%	95%	96%
Reservations Service Level (5 min)	N/A	99%	92%	99%	98%	99%
ACCIDENTS						
Accidents/100,000 Miles	0.3	2.0	1.6	1.0	0.7	0.6
CUSTOMER SERVICE						
Complaints/1,000 Actual Trips [3]	3.6	3.0	9.2	5.7	2.9	2.5

[1] Prior to implementation of new model.

[2] Average Ride Time was added as a KPI/Goal in FY14

[3] FY16 monthly figures have been consistently trending downward and are meeting the goal.





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