

# Memorandum



DATE October 23, 2015

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 **Downtown Shuttle (D-Link) Interlocal Agreement**

On Monday, October 26, 2015, you will be briefed on the Downtown Shuttle (D-Link) Interlocal Agreement. The briefing materials are attached for your review.

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



Alan E. Sims  
Chief of Neighborhood Plus

c: A.C. Gonzalez, City Manager  
Warren M.S. Ernst, 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

Jill A. Jordan, P.E., Assistant City Manager  
Mark McDaniel, 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



# Downtown Shuttle (D-Link) Interlocal Agreement

Transportation and Trinity River Project  
Committee

October 26, 2015



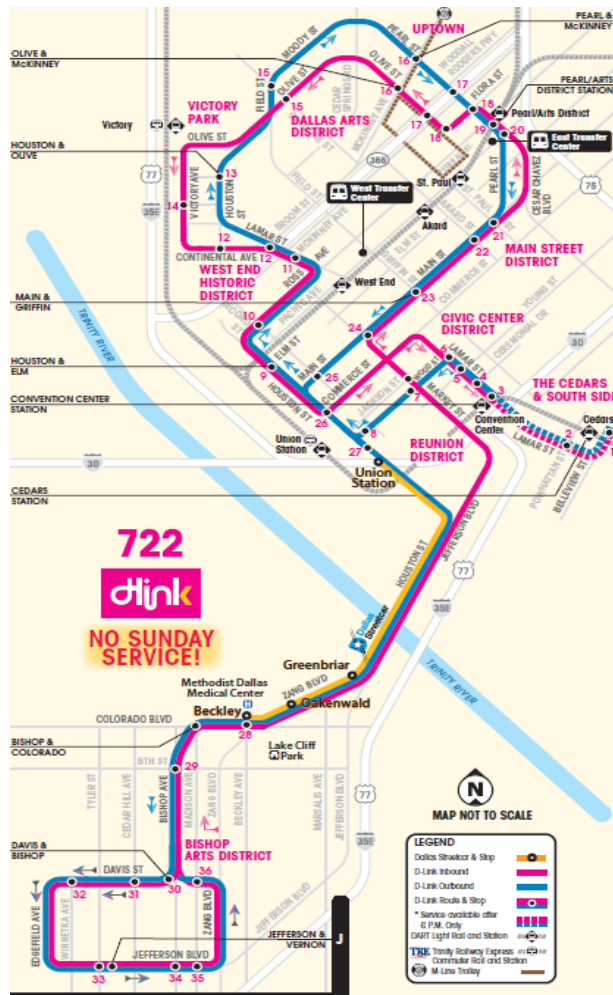
# Today's Action

- Brief Transportation and Trinity River Project Committee (TTRPC) on the one-year extension of the D-Link interlocal funding agreement with DART, City of Dallas and Downtown Dallas, Inc.
- City of Dallas Staff will provide a draft Council Resolution for TTRPC consideration.

# Downtown Shuttle (D-Link) Overview

- D-Link was implemented on November 2013 and was funded through an interlocal agreement which will expire on November 10, 2015.
- DART's site specific shuttle policy requires partner contributions to assist in funding the annual operating cost.
- Funding partners include:
  - DART                      Downtown Dallas Inc.
  - City of Dallas            NCTCOG Grant

# Current D-Link Route



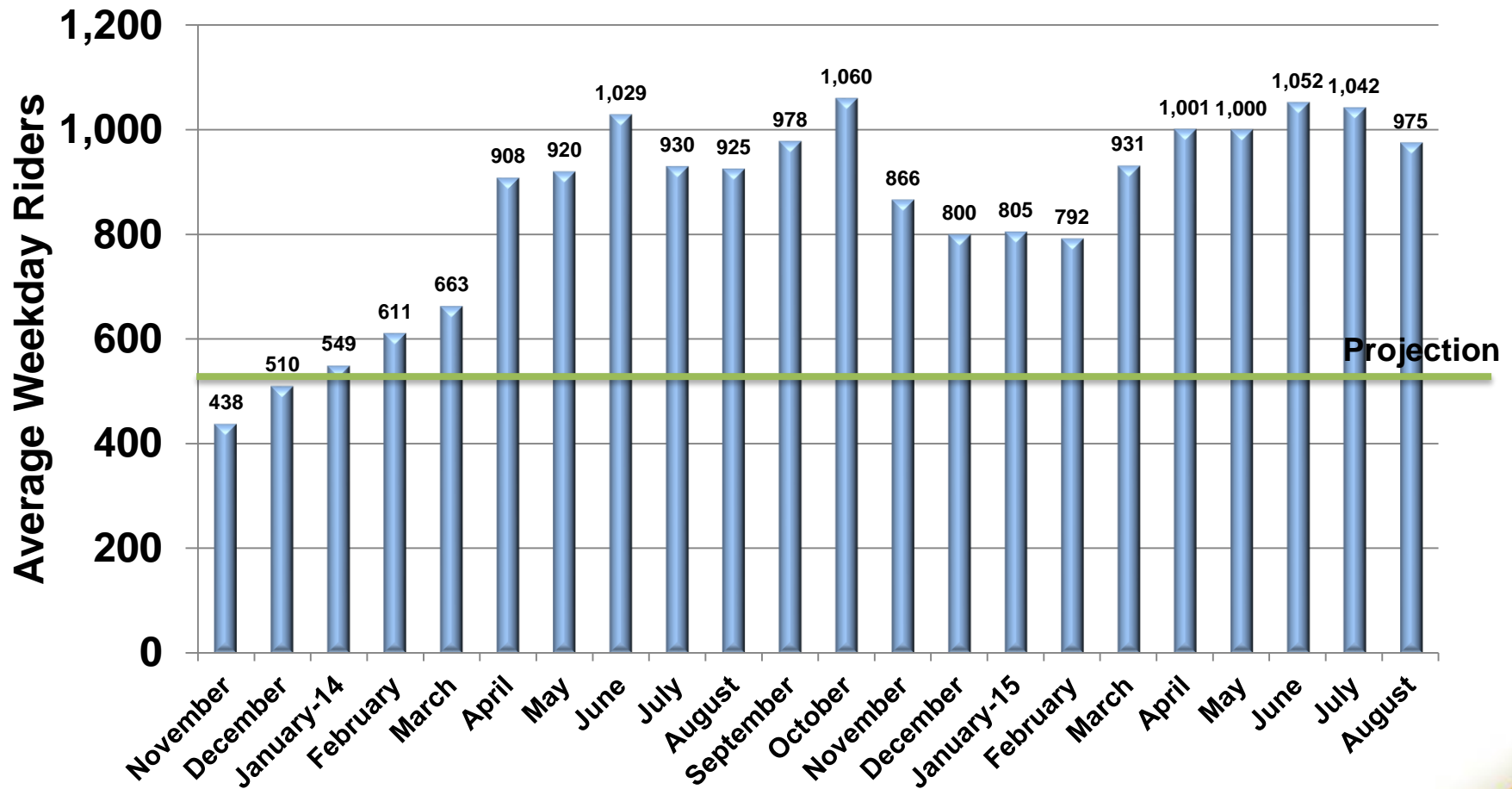
- Operates within Downtown Dallas, but also connects with Bishop Arts District in Oak Cliff
- Operates every 15 minutes, Monday through Saturday, from 11AM until 11:30PM
- After 6PM it serves Cedars Station

# D-Link Ridership

- Due to partnership funding, no fare is charged and the vehicles are uniquely branded.
- Ridership peaks during major conventions and summer months.
- D-Link averaged 1,300 daily riders during MegaFest.
- The shuttle service is well received by visitors, businesses and residents.

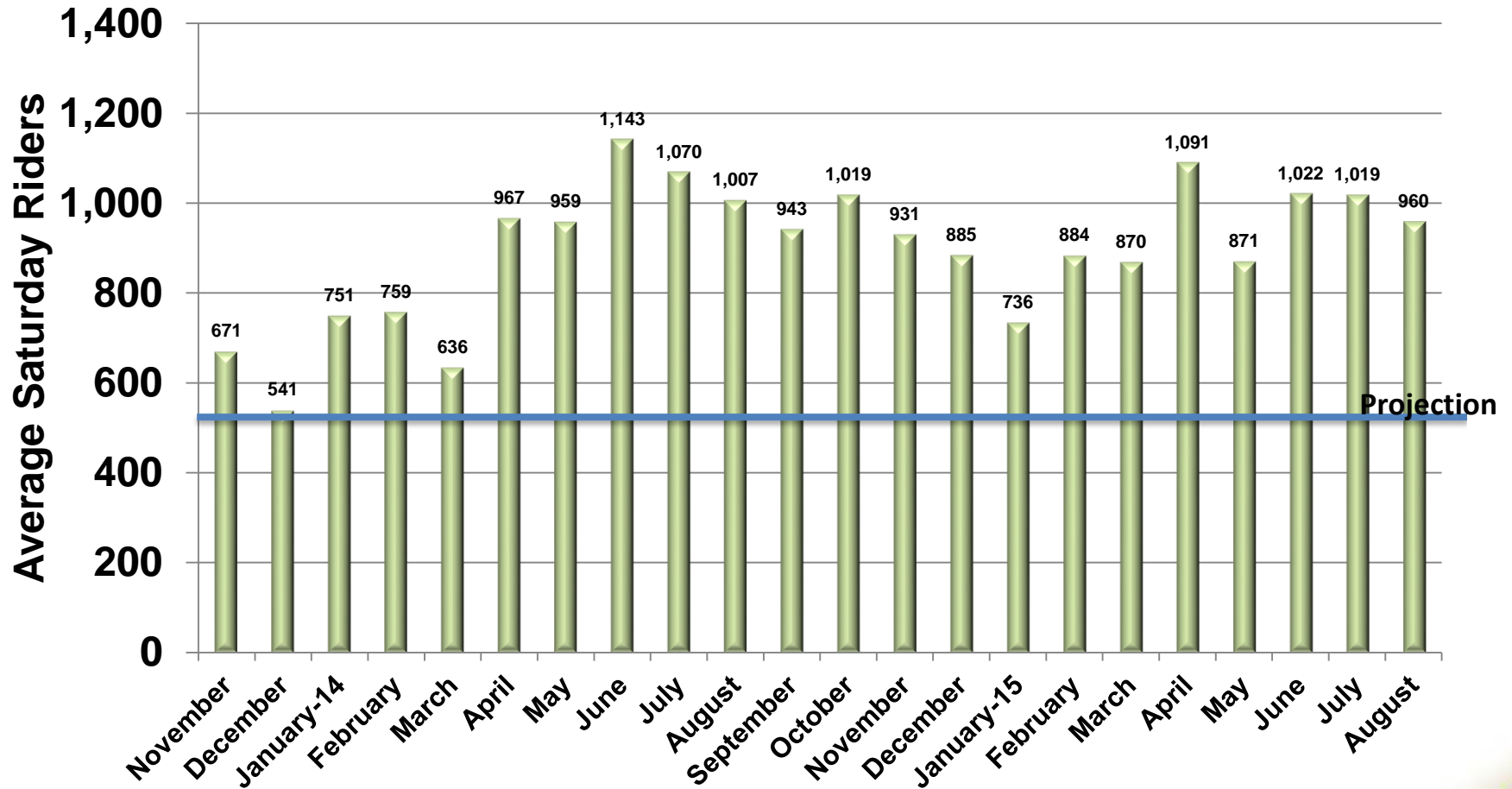
# Weekday D-Link Ridership

## *Automatic Passenger Count Data*



# Saturday D-Link Ridership

## *Automatic Passenger Count Data*





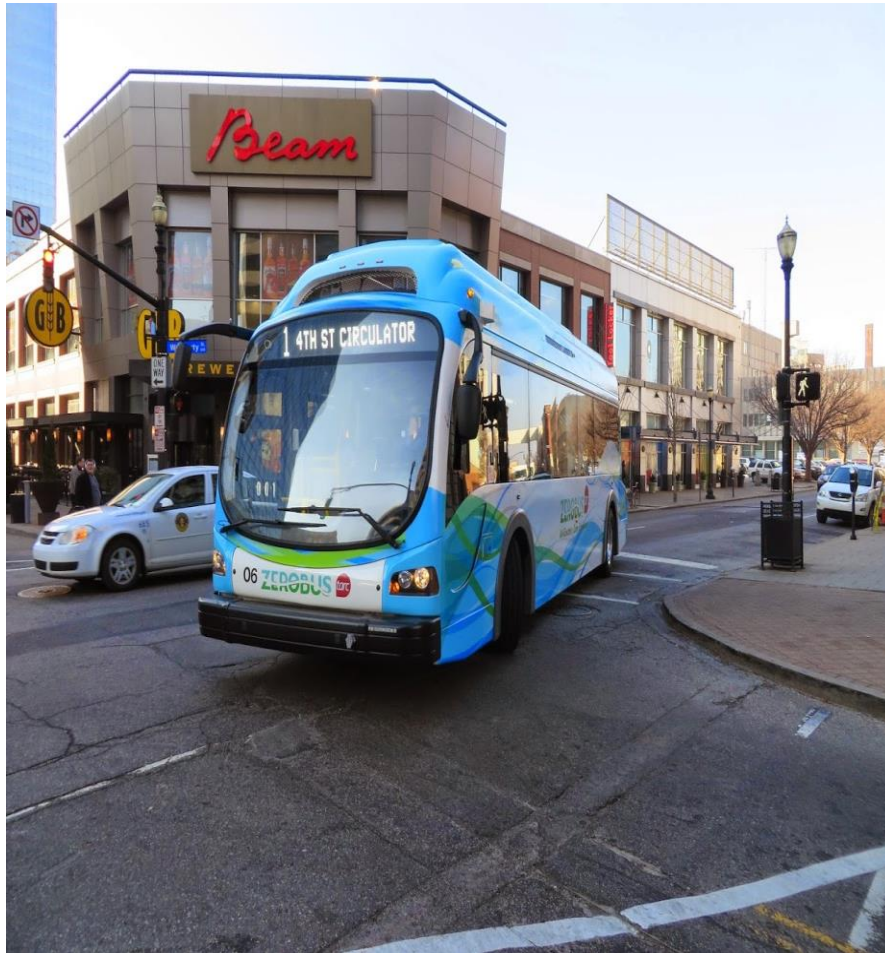
# D-Link Route Change in 2016

- When the Dallas Streetcar is extended to Bishop Arts in 2016, the D-Link routing to Bishop Arts will be removed to prevent duplication with the streetcar.
- Staff will brief DART Board of Directors on preliminary recommendations for the future D-Link downtown routing in late Fall 2015.
- DART Board of Directors will adopt the final routing in 2016 following public meetings and a formal Public Hearing.

# Electric Bus Grant for 722 D-Link

- DART received a federal grant to purchase 7 electric buses for D-Link.
- Electric buses will arrive in FY17.
- The vehicles will be branded and operate exclusively on D-Link.

# Future Electric Buses for D-Link



# Current D-Link Funding Agreement

- City of Dallas contributes \$400,000 annually under the current agreement.
- Downtown Dallas, Inc. contributes \$306,849 annually under the current agreement.
- City of Dallas and Downtown Dallas, Inc. have expressed an interest in continuing funding for an additional year.

# Current D-Link Funding Agreement

- A \$516,644 Job Access Federal grant was received to provide D-Link connection between Downtown Dallas and Bishop Arts-Methodist area of Oak Cliff.
- This NCTCOG funding will not be available in FY 16.

# New-D-Link Funding Agreement

- The current cost for D-Link serving Bishop Arts and Downtown Dallas is \$1.8 million annually.
- Reimbursements to DART under the proposed one-year agreement:
  - City of Dallas--\$400,000
  - Downtown Dallas, Inc.-\$306,849
- DART will fund the remaining cost.



214.979.1111  
[www.DART.org](http://www.DART.org)

October 28, 2015

**WHEREAS**, the increase in the Dallas convention business, downtown residential housings, growing employment base, and completed parks and attractions, Downtown Dallas, Inc (DDI) has identified a specific need for bus circulator service to major destinations in and around the Central Business District; and,

**WHEREAS**, the City of Dallas, DDI, and Dallas Area Rapid Transit (DART) have collaborated to evaluate the demand for a tourist focused downtown bus service as well as plan the most appropriate shuttle to meet that need; and,

**WHEREAS**, DART conducted a two year demonstration project of the Downtown Bus Circulator for approximately \$1,800,000 per year with annual contributions from the City of Dallas of \$400,000 and DDI in the amount of \$306,849; and,

**WHEREAS**, the City of Dallas, DART and DDI desire to enter into an agreement outlining the establishment of Route 722, detailing the proposed stops and hours of operation for the demonstration project; and,

**WHEREAS**, this agreement is intended to define the financial commitment and responsibilities of the Parties; and,

**WHEREAS**, it is now desirable to authorize a Funding Agreement between Dallas Area Rapid Transit, Downtown Dallas, Inc. and the City of Dallas for the operation of a one year extension of downtown shuttle service operation also known as the D-Link in an amount not to exceed \$400,000.00.

**NOW, THEREFORE,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:**

**Section 1.** That the City Manager is hereby authorized to execute a Funding Agreement between Dallas Area Rapid Transit, Downtown Dallas, Inc. and the City of Dallas for the operation of a two year demonstration project for a downtown supplemental shuttle service in an amount not to exceed \$400,000.00, after it has been approved as to form by the City Attorney.

**Section 2.** That the Chief Financial Officer is hereby authorized to disburse funds in accordance with the terms and conditions of the agreement from Convention Center Operating Fund 0080, Dept. CCT, Unit 7840, Obj. 3099, Vendor No. 232802 in an amount not to exceed \$400,000.00 (subject to annual appropriations).

**Section 3.** That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.