

# Memorandum



CITY OF DALLAS

DATE June 7, 2019

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

SUBJECT **D-Link Interlocal Funding Agreement Update**

In November of 2013 D-Link began operating as a free bus service that was funded through a partnership between Downtown Dallas, Inc. (DDI), DART, and the City of Dallas. This was a pilot program to promote the Convention Center and other business activities in Downtown and the Bishops Arts area. In November of 2017 the City, DART, and DDI extended the contract for D-Link for one additional year. The goal for D-Link performance standards was to limit the wait time to no longer than ten minutes for requested service, 15-minute maximum ride durations, and a minimum of 450 average daily boardings. The primary objective was to increase ridership and reduce costs.

During the November 26, 2018 Mobility Solutions, Infrastructure and Sustainability Committee meeting, Department of Transportation Staff discussed potential funding agreements and change of service to D-Link based on D-Link not meeting the expected ridership of a minimum of 450 daily boardings. The FY 2019 D-Link annual cost is \$1.12 million. The funding was split among the partners with the \$345,000 being the responsibility of the the City of Dallas, \$250,000 being the responsibility of DDI, and \$517,000 from DART. The service changes consisted of converting the fixed route service to an either on-demand or combination of other innovative service options to replace the D-Link service that ended on March 24, 2018. These changes could have potentially served more destinations, reduced travel time and ensured quicker responses for services. However, at the May 28, 2019 DART Board meeting, DART moved their D-Link funding to improve transit routes in West Dallas, essentially terminating the D-Link service. This left only DDI and the Department of Transportation to work towards other solutions for providing additional transportation options in the Central Business District.

As part of the efforts to address first and last mile solutions for residents, business and visitors, the City will continue to initiate efforts to look at mobility solutions that can serve more destinations and provide better on-time and reliable service. With your support, the City will not be moving forward with funding the D-Link program in FY20 but instead, will focus on other mobility service solutions.

DATE June 7, 2019  
SUBJECT **D-Link Interlocal Funding Agreement**

Please contact me if you have any questions or concerns.



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

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney (Interim)  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer 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  
Michael Mendoza, Chief of Economic Development and Neighborhood Services  
M. Elizabeth Reich, Chief Financial Officer  
Laila Aleqresh, Chief Innovation Officer  
Directors and Assistant Directors