

# Memorandum



CITY OF DALLAS

DATE January 4, 2018

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

SUBJECT **Strategic Mobility Plan**

On January 8, 2018, you will be briefed on the Strategic Mobility Plan. 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 'Majed A. Al-Ghafry'.

Majed A. Al-Ghafry  
Assistant City Manager

[Attachment]

c: Honorable Mayor and Members of the City Council  
T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Billierae Johnson, City Secretary (Interim)  
Daniel F. Solis, Administrative Judge  
Kimberly Bizer Tolbert, Chief of Staff to the City Manager  
Jo M. (Jody) Puckett, Assistant City Manager (Interim)

Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Nadia Chandler Hardy, Chief of Community Services  
Raquel Favela, Chief of Economic Development & Neighborhood Services  
Theresa O'Donnell, Chief of Resilience  
Directors and Assistant Directors

# Strategic Mobility Plan

**Mobility Solutions,  
Infrastructure &  
Sustainability Committee**

**January 8, 2018**

**Michael Rogers  
Director, Department of  
Transportation**



# Overview

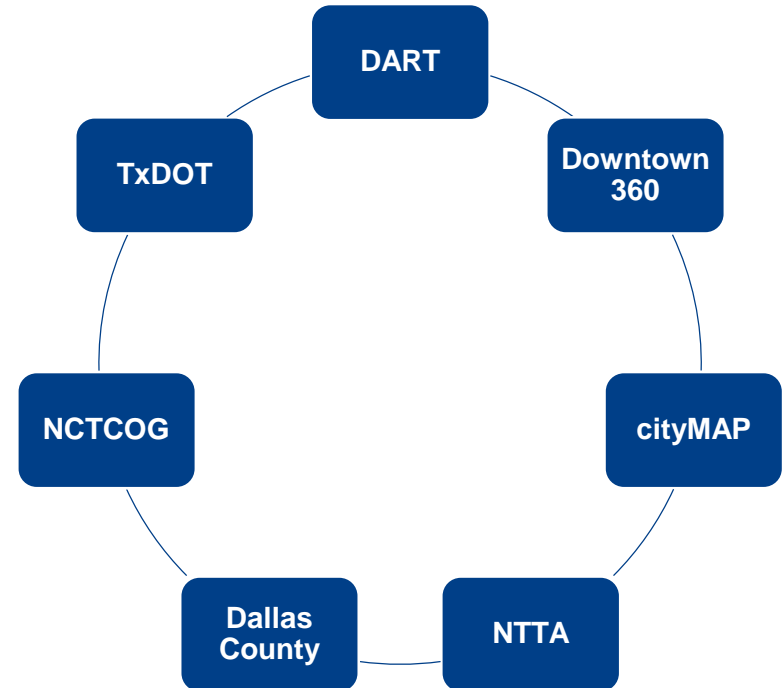
- What is a Strategic Mobility Plan?
- Why does the City need one?
- Integration with strategic priorities
- Key plan elements
- Plan development
- Plan timeline
  - Community engagement
  - Policy development
  - Implementation
- Next steps

# What is a Strategic Mobility Plan?

- Roadmap that guides all facets of transportation planning in the City
- Action plan/strategy used to guide transportation investment for short-term (<5 years) and long-term (5+ years) projects
- Advocate for equitable, affordable, safe, accessible and sustainable transportation integrated with economic development and housing initiatives

# Why does the City need one?

- Coordinates and integrates existing mobility plans from various agencies into one cohesive and strategic vision for the region
- Empowers policymakers, stakeholders, residents and staff to identify priorities and leverage transportation assets for implementation
- Creates a sense of “oneness” and partnership among all stakeholders



# Strategic Priorities

- Rooted in larger Citywide visioning exercise planned for 2018
- Ties closely to City's six strategic priorities:
  - Mobility Solutions, Infrastructure & Sustainability
  - Public Safety
  - Economic & Neighborhood Vitality
  - Human & Social Needs
  - Quality of Life
  - Government Performance & Financial Management

# Key Plan Elements

- Vision, mission and goals
- Guiding principles
- Collaboration and partnerships
- Community engagement

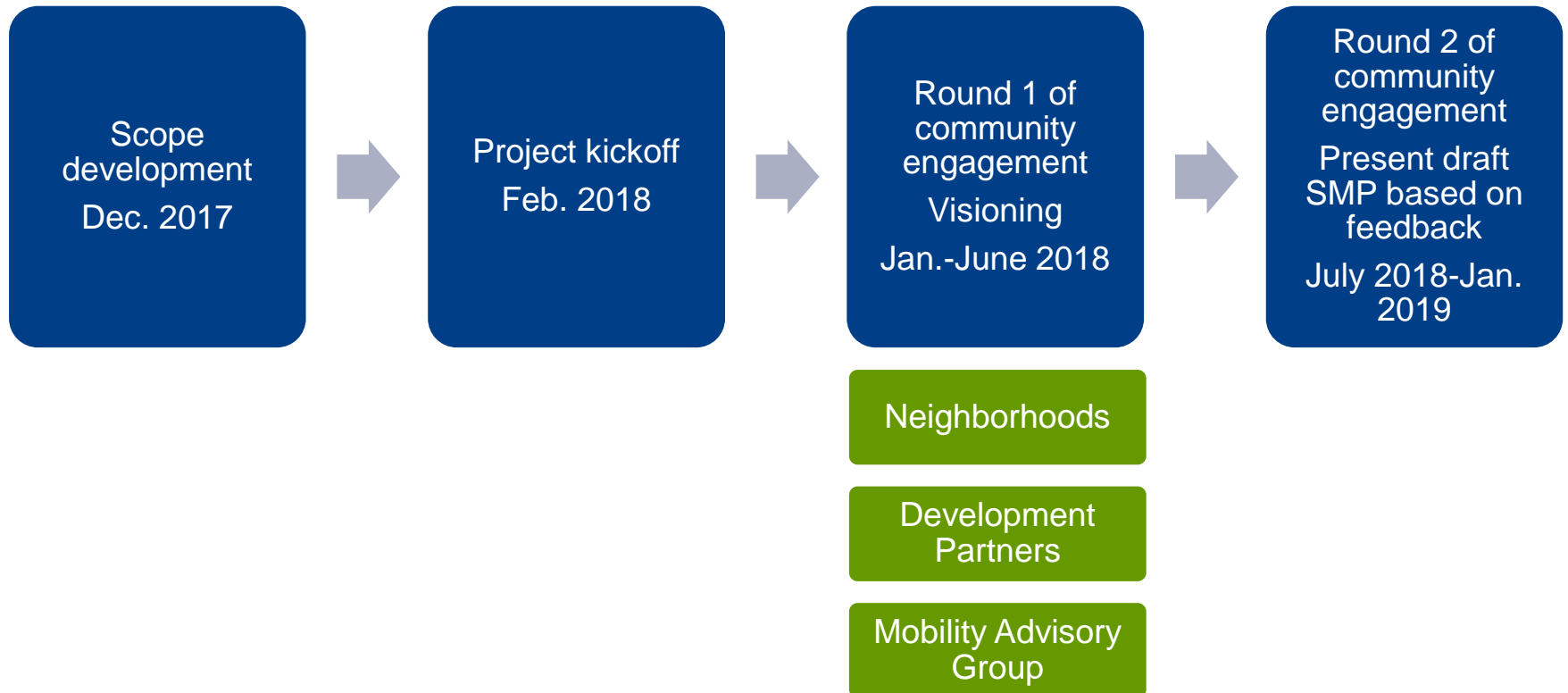
# Plan Development

1. City staff will initiate plan development
  - Inventory of existing transportation infrastructure
  - Summarize all City and partner agency transportation plans
  - Initiate extensive community engagement process to inform vision statement, goals and policy initiatives
2. Procure consultant services for transportation modeling and modal/technological expertise
3. Use community input and data to produce short- and long-term program recommendations
4. Develop performance measures to track progress



# Plan Timeline

## Phase 1A: Community Engagement



# Community Engagement Development Partners

- Development partners will provide information and lend professional expertise
- Potential members include regional transportation organizations, governmental entities and private companies



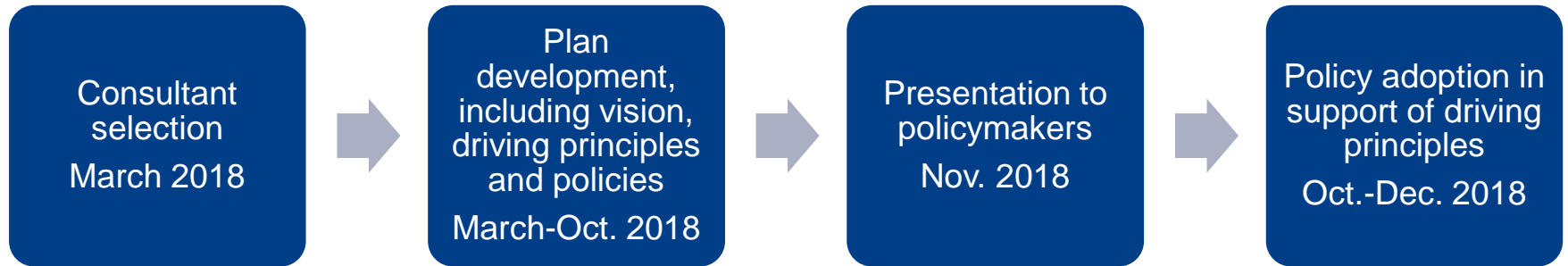
# Community Engagement Mobility Advisory Group

- Staff will facilitate the Mobility Advisory Group, which will:
  - Advise staff on Strategic Mobility Plan development
  - Serve as resource to expand outreach efforts
  - Participate in visioning sessions
- Potential members include workforce development agencies, social service agencies and professional organizations



# Plan Timeline (cont.)

## Phase 1B: Policy Development



# Plan Timeline (cont.)

## Phase 2: Implementation



# Next Steps

- Conduct meetings with:
  - Stakeholders/development partners
  - Mobility Advisory Group
- Advertise via press release and social media
- Host community kickoff meeting (tentatively scheduled for Feb. 1)

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