

Memorandum



CITY OF DALLAS

DATE February 7, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Strategic Mobility Plan (Connect Dallas) Update**

The purpose of this memorandum is to provide an update on the planning activities for the Strategic Mobility Plan (Connect Dallas).

Fall Survey 2019

As part of the public engagement process for Connect Dallas, the City's first-ever five-year strategic transportation vision, the public was given the opportunity to weigh-in on their travel priorities and major goals for the project via an online or paper survey. This survey was the first major touchpoint between Connect Dallas and the public. Both paper and online surveys were provided in English and Spanish. The online survey, which was live from August 20, 2019 to November 30, 2019, received 4,387 responses. Of these, 4,371 were English responses and 16 were Spanish responses. Paper surveys, which were handed out during several community events, received 219 responses. In total, this process yielded over 4,600 completed surveys, exceeding the initial goal of 4,000 surveys.

Small Group Outreach Meetings

As part of the public outreach process, the Connect Dallas team organized small on-site group meetings and tethered presentations to large events such as National Night out, Age Friendly Expo, monthly meetings at South Dallas/Fair Park Transportation Initiative and recreation centers across the City. Multiple organizations including the Regional Hispanic Contractors Association, Asian American Contractors Association of Texas, Youth Commissioners Court, and many other organizations were presented with content from Connect Dallas, including opportunities to give feedback on the needs of their communities and stakeholder groups. The feedback given at these events have been compiled and will be shown in a finalized public outreach summary document.

Mobility Advisory Committee & Partner Agency Committee

On January 22 and 23, 2020, the Department of Transportation hosted its third Mobility Advisory Committee (MAC) meeting and first Partner Agency Committee (PAC) meeting for Connect Dallas. The focus of this particular Mobility Advisory Committee meeting was to provide Strategic Mobility Plan (SMP) updates, opportunities for input, and discussion on items such as the orientation of each member to the scenario planning process, an overview of the upcoming Connect Dallas Symposium, Critical Catalytic projects and Policy Modernization exercises to shape the outcome of the Action Plan. The Partner Agency Committee meeting was largely focused on garnering insights on mobility challenges facing the City from our partner agencies' perspectives, ongoing initiatives within their organizations, critical feedback on policies, programs and project recommendations for the plan. In addition, an overview of the Mobility Symposium was given, along with opportunities to identify partner linkages and involvement within the Symposium itself.

Spring Survey 2020

The next phase for Connect Dallas involves the deployment of a technical survey to the broader public, known as the Metroquest platform. As a proven tool used by many partner agencies

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including TxDOT, this survey allows the City to gather thousands of data points within a few short minutes from survey-takers. Typically, the Metroquest Survey generates anywhere from 30%-60% higher participation rate than the standard survey deployed last year. The purpose for having two surveys stems largely from being able to develop inroads and outreach channels with the first survey to ease the process of deploying this second survey, which contains the most opportunity for public input and direction for the Connect Dallas process.

Scenario Planning

The most important elements of the survey and process include input-seeking on the top five most prioritized City strategic priorities and the three possible scenarios for the future of the City's transportation investment plan. The outcome of selecting the most prioritized strategic priorities will result in a fundamentally new method of planning around key transportation infrastructure investments through the use of the sketch planning tool, an analysis platform being developed by the Connect Dallas team to improve the way the City of Dallas Department of Transportation selects and constructs projects to meet City-wide strategic priorities. This sketch planning tool will aid in the evaluation of catalytic projects that have not yet been explored by the City. As a result of the scenario planning process, the Connect Dallas team will put together a preferred investment strategy and implementation plan that reflects the needs of citizens and promotes the best possible outcome for the City's return on transportation infrastructure investment.

Wrap-up & Next Steps

The Connect Dallas Symposium and Mobility Fair is planned for February 27, 2020 at Fair Park and will formally introduce the public to the plan, educate attendees on scenario planning and the preferred investment strategy. After gathering feedback from the symposium, surveys, and other public outreach, the Connect Dallas team will formalize the contents of the action plan. The timeframe for an initial draft document to be available to the City Council is expected to be in late April/ early May 2020. During and after the committee briefing, the City Council will have the opportunity to provide feedback on the document and shape the contents of the final product for formal City Council adoption in May/June 2020.

We look forward to discussing this further at the Transportation and Infrastructure Committee briefing on Tuesday, February 18, 2020.



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