

CITY OF DALLAS BIKE PLAN UPDATE

Public Involvement Plan

March 25, 2022



City of Dallas

Prepared for:
The City of Dallas

Prepared By:

Gresham Smith
500 N Akard St, Suite #3210
Dallas, TX 75201
214.350.1500



This document is a living plan for public involvement that will be revisited and revised throughout the planning process.

Document Revision History

Version No.	Date	Prepared/Modified By	Description of Activity
1.0	02/10/22	Amanda Sapala	First Draft
1.1	02/21/22	Amanda Sapala	Type/formatting edits
2.0	03/25/22	Amanda Sapala	Project schedule and adjustment to Phase I/II engagement, additional detail for roles of TAC and BAC, addition of key performance indicators (KPIs) for public involvement

CONTENTS

- INTRODUCTION 4
 - PURPOSE OF THIS DOCUMENT 4
 - PROJECT BACKGROUND AND OBJECTIVES 4
- PROJECT FACT SHEET 6
- PROJECT MANAGEMENT TEAM 7
- PLANNING TEAM 7
- ENGAGEMENT STRATEGY 8
 - OVERVIEW 8
 - WORKING GROUPS AND COMMITTEES 9
 - ENGAGEMENT OPPORTUNITIES 11
 - ENGAGEMENT PHASES 11
 - PROJECT WEBPAGE 12
 - SOCIAL MEDIA 12
 - A SPECIAL EMPHASIS ON EQUITABLE OPPORTUNITIES FOR ENGAGEMENT 12
 - KEY PERFORMANCE INDICATORS 13
- SCHEDULE 14
- STAKEHOLDERS 15
 - INTERGOVERNMENTAL AGENCIES 15
 - CITY OF DALLAS GOVERNMENTAL DEPARTMENTS 15
 - ELECTED OFFICIALS 16
 - COMMUNITY-BASED AND PROFESSIONAL ORGANIZATIONS 17

INTRODUCTION

PURPOSE OF THIS DOCUMENT

At the heart of updating the Dallas Bike Plan is including the voices of the community it will serve. This Public Involvement Plan (PIP) documents the overall schedule and engagement strategy for the City of Dallas Bike Plan update.

Essential guiding principles for this plan include the following:

- Public engagement will include opportunities for two-way communication aimed at incorporating the views and concerns of the people of Dallas.
- Public engagement will be ongoing through all phases of the project.
- Public engagement will endeavor to be inclusive of the varied and diverse decision-makers, stakeholders, and populations represented in Dallas.
- Proven tactics and new innovative outreach tools will be deployed.
- Comprehensive project records will be kept to assure everyone that their comments and concerns have been heard and responded to.

Public involvement is critical to the success for this project, as a diverse representation of community voices and perspectives will ensure that the updated Dallas Bike Plan delivers a bicycle network that is safe and comfortable for everyone, that multimodal improvements are distributed equitably across the city, and that the investment of public funds for active transportation is made with community input.

PROJECT BACKGROUND AND OBJECTIVES

This project is an update to the City's 2011 Bike Plan. It will build upon the progress made in the intervening years, and it will provide clear, implementable, and prioritized projects to build a safe and connected citywide bicycle network. The scope of services for the City of Dallas Bike Plan update includes the following:

- Updating the Bicycle Network to reflect existing conditions, priority destinations or connections, and desired facility types comfortable for a wide range of ages and abilities.
- Reconciling the 2011 Bike Plan, the 360 Plan, and the Trails Master Plan.
- Identifying a Core Bicycle Network—those linkages that will form the spine of the bicycle network, connect to key destinations, and are critical to having a connected network. The Core Bicycle Network will be supported by an auxiliary bicycle network interconnecting the City.
- Ensuring bicycle route feasibility based on City traffic engineering standards and specifications, safety, and public input.

- Establishing design standards and standard details for bicycle facilities based upon identified national, state, and local best practices that support a wide range of ages and abilities, can be properly maintained, are supported by engineering staff, and can be incorporated into the Street Design Manual and standard detail packages.
- Updating the project prioritization framework for funding and implementing bicycle facility improvements.
- Creating a prioritized and phased implementation plan that identifies “quick win” priority bicycle facilities and establishes priorities for future capital improvement programs, with a focus on a fiscally constrained set of projects to be funded or implemented over the next five years.
- Setting a path for memorializing the Dallas Bike Plan in the Thoroughfare Plan, City Code, etc.

A variety of City leaders, agency partners, and community partners, along with targeted guidance from the formation of a Technical Advisory Committee and a Bicycle Advisory Committee, will support and advise the planning process. The result of the planning process will be an actionable Bike Plan for the City of Dallas, built upon public support and identified funding strategies. The plan will also set expectations for future updates and implementation.

PROJECT FACT SHEET

WHY

This update to the Dallas Bike Plan will continue the development of a multimodal transportation network in Dallas. It is a targeted supplement specifically for biking that supports bigger goals for Dallas in its Comprehensive Plan, Connect Dallas, and Vision Zero initiatives. The Dallas Bike Plan is a unified planning document that will be referenced by the intergovernmental departments at the City who will design, build, and maintain the projects from this plan update. An updated plan will ensure the right projects happen in the right order, that they have the funding they need, that they get built, and that, when put together, these projects collectively achieve a common vision for safe and comfortable bicycling in Dallas.

WHO

The Dallas Bike Plan update project is being managed by the City of Dallas Department of Transportation. The Planning Team is led by Gresham Smith, in collaboration with Alta, Amttaz Consulting, Cemetrics, Criado & Associates, and Lim & Associates Inc.

WHERE

This project will provide updates to the current Bike Plan that serve the entire City of Dallas, from City Council Districts 1 through 14. This means developing a citywide plan that uniquely responds to the specific needs of the diverse communities that comprise the City of Dallas.

WHAT

This project will include a study of the existing conditions for the City of Dallas; the development of a recommended bicycle network, design standards, and priority projects; and recommendations for project prioritization, funding, and implementation. Public involvement is integrated throughout the planning process.

HOW

The project process is designed to update the Dallas Bike Plan in a way that is uniquely Texan - one that will result in a safe, accessible, and comfortable bicycle network that fits the City of Dallas - and also provides the avenue for Dallas to become world class for bicycling. This plan update will focus on developing a safe and connected bicycle network that serves the different types of people who choose to and want to bike.

WHEN

The planning process began in January 2022 and is expected to be complete in April 2023.

PROJECT MANAGEMENT TEAM

This update to the Dallas Bike Plan is managed by the City of Dallas Department of Transportation. The mission of the department is to provide a safe and inclusive transportation system for the City of Dallas that advances economic vitality, quality of life, and access to mobility for our communities and businesses through the core values of equity, empathy, ethics, and excellence.

Name	Title	Project Role	Email
Ghassan ("Gus") Khankarli	Director	Project Executive	ghassan.khankarli@dallascityhall.com
Kathryn Rush	Chief Planner	Project Oversight	kathryn.rush@dallascityhall.com
Jessica Scott	Bicycle Mobility Manager	Project Manager	jessica.scott@dallascityhall.com

POINT OF CONTACT

Jessica Scott, AICP, LCI
City of Dallas
jessica.scott@dallascityhall.com
214.671.5207

PLANNING TEAM

The Planning Team is led by Gresham Smith, in collaboration with Alta, Amttaz Consulting, Cemetrics, Criado & Associates, and Lim & Associates Inc. Gresham Smith offers genuine ingenuity in multimodal planning, supported by values of commitment, integrity, respect, and teamwork.

Name	Project Role	Email
Bert Moore	Project Manager	bert.moore@greshamsmith.com
Tim O'Brien	Deputy Project Manager	tim.obrien@greshamsmith.com
Greg Kern	Senior Planner	greg.kern@greshamsmith.com
Amanda Sapala	Planner & Community Engagement Specialist	amanda.sapala@greshamsmith.com

POINT OF CONTACT

Amanda Sapala, AICP
Gresham Smith
amanda.sapala@greshamsmith.com
813.769.8985

ENGAGEMENT STRATEGY

OVERVIEW

The best plans for a community's future and the best designs for our multimodal networks are those that include the people in the process, which means we need a healthy relationship between the project team and members of the community. All healthy relationships are built on a foundation of trust, and transparent, shared conversation is what serves as the bedrock for building that confidence. Trust-building core values that will guide the public involvement strategy for this project include that engagement opportunities will happen **early** in the process and **often** throughout the plan's development. Engagement opportunities will be **inclusive** in their reach, and messaging will be **coherent, complete, and consistent** so we're all on the same page. Above all, there will be **genuine** relationship building and listening by our team for actionable insight, input, and feedback that influences the updates to the Bike Plan.

What does this look like in practice?

- Early and continuous opportunities provided for inclusive involvement
- Public meetings scheduled at convenient and accessible locations and times
- Timely information shared on issues, processes, and procedures
- Electronically accessible and available public information posted via the web
- Use of best practices and innovative outreach methodologies
- Adequate notice of involvement opportunities
- Variety of methods are used for considering and responding to public input
- A course of action is planned for seeking out and considering the needs of the traditionally underserved
- Periodic review and evaluation of the participation process
- Adherence to federal and state public engagement requirements
- A Summary and Analysis Report documents public engagement efforts at the end of the project

WORKING GROUPS AND COMMITTEES

A **TECHNICAL ADVISORY COMMITTEE (TAC)** will serve in an advisory role to the project team and will be focused on providing review and input during the course the plan update from the perspective of municipal staff responsible for implementing the plan. Members of the TAC will be recommended and invited to participate by the Dallas Department of Transportation. Members will include representatives from the City of Dallas and other intergovernmental and interagency partners. The TAC will participate in eight (8) focus group workshops to provide technical input and guidance, with a special emphasis on ensuring that the final plan is a usable and reliable set of directions for all parties responsible for implementing the recommended priority projects. A schedule of TAC meetings, including their topics of discussion, goals, and outcomes, is included below. Target dates are estimations only and subject to change.

- TAC Meeting #1/April 2022: Discuss and approve the criteria to be used for creating the initial draft bicycle network. Vision & Goals Statement exercise (SWOT analysis, or similar, to include current/existing design standards)
- TAC Meeting #2/May 2022: Review draft project prioritization framework. Provide edits and recommendations.
- TAC Meeting #3/June 2022: Review the initial draft bicycle network and initial draft bicycle design standards & specifications. Provide edits and recommendations.
- TAC Meeting #4/July 2022: Review revised prioritization framework and approve.
- TAC Meeting #5/August 2022: Review the revised bike network and design standards & specifications. Provide final edits. Review proposed priority projects, making recommendations for addition, modification, and deletion.
 - a. Approve final bicycle network and design standards & specifications via email.
- TAC Meeting #6/November 2022: Review priority projects in priority order based on framework. Provide qualitative edits to quantitative prioritization framework results.
 - a. Approve final prioritized list of projects via email.
- TAC Meeting #7/December 2022: Review project cut sheets and funding estimates. Provide edits and recommendations.
- TAC Meeting #8/January 2023: Review the draft plan. Provide edits and recommendations.
 - a. Approval final plan with edits and recommendations incorporated via email.

A **BICYCLE ADVISORY COMMITTEE (BAC)** will be responsible for defining the vision and goals for this plan update and ensure that those values are preserved and represented in the plan's recommendations. The BAC will do this by (1) contributing thoughtful input on this Public Involvement Plan, (2) making recommendations for refining the project's community engagement strategy to maximize our reach and ensure equity throughout the process, (3) offering honest reactions to the findings of the existing conditions and funding analyses, and (4) providing collaborative suggestions on the draft bicycle network, draft bicycle design standards, draft policy/program recommendations, and draft Dallas Bike Plan. Members of the BAC will be appointed by each of the City of Dallas' 14 City Councilmembers and the Mayor of Dallas. Additional members for the BAC may be recommended by Dallas Department of Transportation staff to ensure that a diverse cross-section of community voices is represented by the BAC. The BAC will meet five (5) times throughout the life of the project. A schedule of BAC meetings, including their topics of discussion, goals, and outcomes, is included below. Target dates are estimations only and subject to change.

- BAC Meeting #1/April 2022: Objectives, Scope of Work, Project Schedule, and Public Engagement Plan
- BAC Meeting #2/May 2022: Review of Existing Conditions, Guiding Principles/Policies, and framework for developing the new Bike Network; Vision & Goals Statement exercise (SWOT analysis, or similar)
- BAC Meeting #3/September 2022: Draft Bicycle Network, Bicycle Design Standards, and Prioritization Framework Development
- BAC Meeting #4/October 2022: Funding Analysis, Phasing Recommendations and Priority Projects, Policy and Programmatic Recommendations
- BAC Meeting #5/January 2023: Draft Plan Presentation

ENGAGEMENT OPPORTUNITIES

ENGAGEMENT PHASES

The City of Dallas has identified four phases for public involvement:

- Initial Project Outreach
- Phase I: Preliminary Feedback Collection
- Phase II: Input on the Draft Network
- Phase III: Input on the Draft Plan and Priority Projects

INITIAL PROJECT OUTREACH

To maximize awareness of the project and to encourage wide and broad participation in the public involvement process, the project team will conduct initial and targeted outreach to 280+ neighborhood and homeowners' associations, chambers of commerce special interest and advocacy organizations, and notable community leaders. Special efforts will be taken to ensure that communities south of Interstate 30 are represented and involved early in the process to counter existing perceptions of marginalization.

PHASE I: PRELIMINARY FEEDBACK COLLECTION

In Phase I, the project and planning team will host a live, virtual public forum that will be broadcast and accessible using the City of Dallas' preferred streaming platform(s). The meeting will be recorded for future viewing on the project webpage. The online public meeting will be interactive, incorporating tools for real-time surveys and collaboration, with visuals and graphics to familiarize people with the project and seek their feedback. The goal of this phase is to inform people about the project, ask for their input on their values, and ask for people to identify their high-priority bicycle connections and routes, areas of concern, locations of desired improvement, and preferred bicycle facility types. This feedback will be used to derive the prioritization criteria for the future priority projects.

PHASE II: INPUT ON THE DRAFT NETWORK

In Phase II, the project and planning teams will host seven (7) in-person pop-up engagement events throughout the City of Dallas. These events will be informal and interactive to facilitate open conversations with community members to gather their thoughts and opinions. Some events may coincide with other community-based events occurring at the same time to maximize reach and meet people where they already are. The goal of this phase is to inform the public of the existing conditions analysis results and to seek their input on the draft bicycle network, which will be developed prior to these events using the results of the existing conditions analysis and the feedback received from live public forum conducted in Phase I. This feedback will be used to refine the draft bicycle network and influence project prioritization.

PHASE III: INPUT ON THE DRAFT PLAN AND PRIORITY PROJECTS

In Phase II, the project and planning team will host a similar live, virtual public forum that will be broadcast and accessible using the City of Dallas' preferred streaming platform(s). The online

public meeting will be interactive, incorporating tools for real-time surveys and collaboration. The meeting will be recorded for future viewing on the project webpage. The goal of this phase is to present a draft version of the final Dallas Bike Plan update to the public and to identify any areas of the plan that need further refinement to reflect the community's shared goals and vision.

PROJECT WEBPAGE

A project webpage will be hosted on the City of Dallas Department of Transportation (DDOT) website. This will be updated at regularly scheduled intervals throughout the project. The webpage will include information regarding the project, including all materials from and recordings of the three public engagement phase events, and opportunities to share feedback and input.

SOCIAL MEDIA

The project team will explore, adapt, and engage City of Dallas social media channels (ex. Facebook and Twitter) to share project information with the public and collect feedback from the community and stakeholders and invite their response and input. Project updates will also be shared on these social media platforms.

A SPECIAL EMPHASIS ON EQUITABLE OPPORTUNITIES FOR ENGAGEMENT

The project team acknowledges that not all people have equal access to digital materials and not all people have the ability to attend in-person or structured events as they are scheduled and facilitated. It is critical for the success of this project that everyone's voice has a chance to be heard. To that end, the project team is deploying the following strategies to expand engagement and outreach options:

PROJECT INFORMATION FLYERS: Paper copies of project information will be distributed across the City of Dallas at central and well-populated locations. Upon the approval of partner agencies, project information flyers will be present at City of Dallas municipal buildings (such as multipurpose centers, libraries, and recreational centers), educational and healthcare destinations, and transit locations.

TEXT MESSAGE PHONELINE: A project phone number specifically for SMS text messages will be established to provide a direct channel for people to ask questions and provide input that does not require high-speed internet, a computer, or a smart phone. The project phone number will be published on all print and online materials, and it will be used during the Phase II and Phase III virtual engagement events. Community members will be able to text in their questions and comments at any time during the life of the project and participate with the project team using the phoneline during online engagement events.

SPANISH-SPEAKING COMMUNITIES: Public information print materials will be translated in both English and Spanish.

UNDERSERVED POPULATIONS: The project team will conduct geospatial and demographic analysis to assist with determining the locations for the seven in-person engagement events.

KEY PERFORMANCE INDICATORS

Transparency in the performance of each public engagement event is crucial for maintaining trust throughout the process. Measuring key performance indicators also provides insight to the project team as to the success for each event and where it may be necessary to pivot based on past outcomes. Public engagement for this project will be measured in three dimensions: outreach methodology, participation, and incorporation. Results will be included in the summary report memos prepared at the end of each engagement phase and posted on the project website.

OUTREACH METHODOLOGY

- Number and type of events
- Number of documents distributed to the public (including press releases, emails, flyers, postcards, etc.)
- Timing of advance notice for engagement events

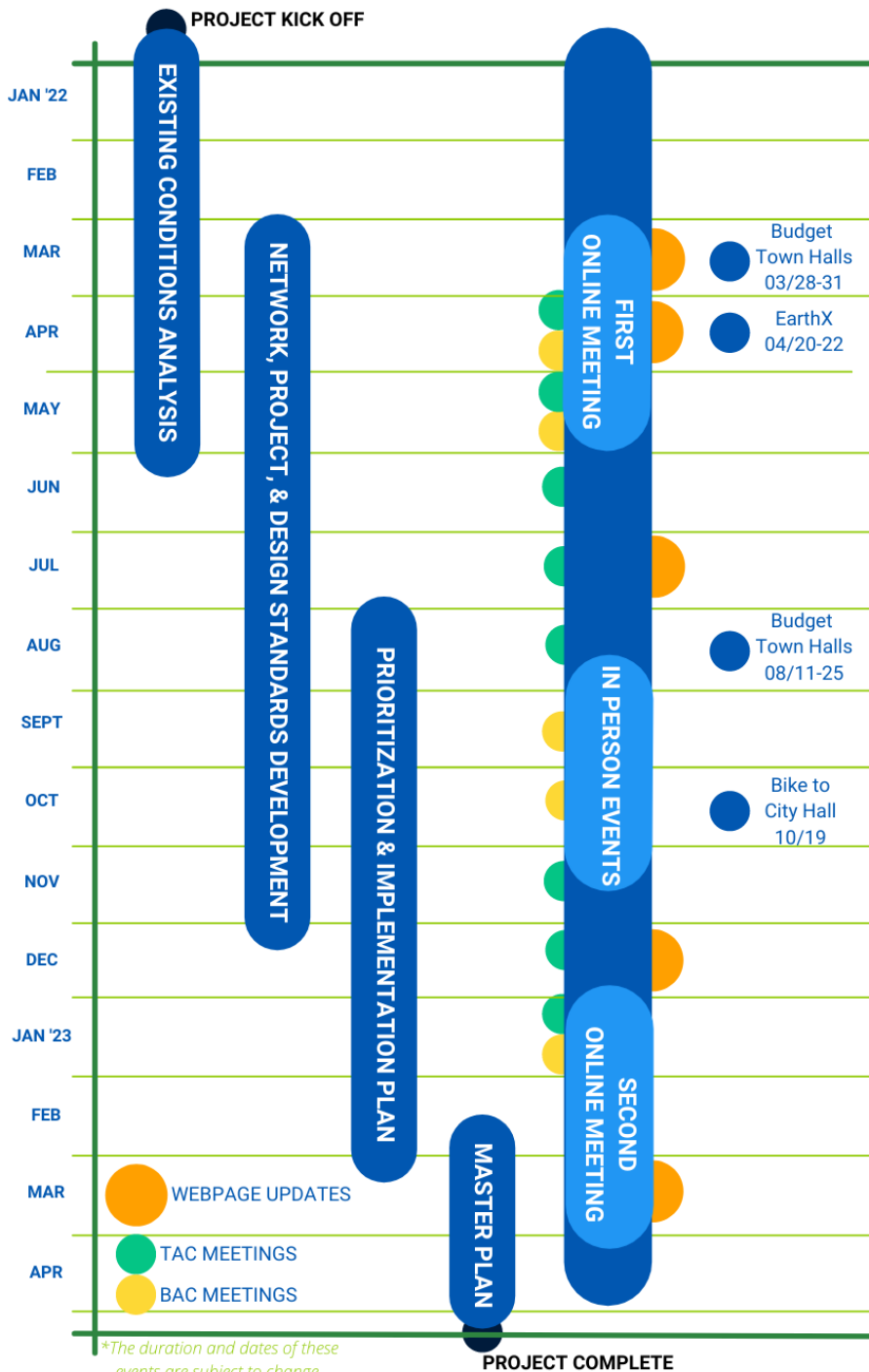
PARTICIPATION

- Number of participants at each event
- Number of organizations represented at each event
- Presence of public officials at each event
- Diversity of attendees at each event, such as
 - o Race/ethnicity
 - o Income
 - o Age
 - o Education
 - o Employment
 - o Gender
 - o Household size
 - o Household vehicles
 - o Geographic identifier
 - o Presence of a mobility impairment

INCORPORATION

- Demonstration of application of public feedback on refinement of draft materials after each public involvement phase

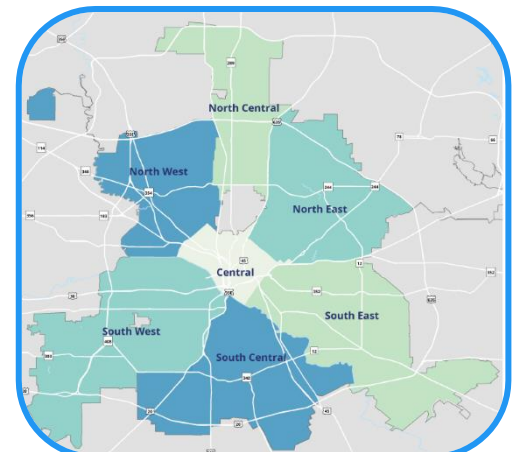
SCHEDULE



Updating the Dallas Bike Plan will generally take four steps:

- (1) Analyze existing bicycle conditions in the city.
- (2) Develop a desired future network of bicycle facilities, define what projects are needed to make that vision a reality, and define the design standards so it's safe and comfortable.
- (3) Prioritize the projects, identify the funding sources, and determine how to implement
- (4) Wrap everything up in an updated master plan guidance document.

As shown in the wide bar, opportunities to share feedback are included throughout the process, from large-scale events to smaller, directed focus groups. Continuing the engagement model from the Connect Dallas plan, the seven in-person events will take place in each of the planning areas shown in the below map. With respect to public health considerations, the first and third engagement events will be held online.



STAKEHOLDERS

INTERGOVERNMENTAL AGENCIES

The following state, regional, and local agencies may have a stake regarding this project due to jurisdictional review or because of expressed interest. These agencies can help garner the support of their respective constituencies, provide valuable input with regard to the plan’s implementation and consistency with local, regional, and state goals, objectives, and policies. Early and continued coordination with the affected agencies provides valuable input into the project development process. A preliminary list of project partner agencies includes (but is not limited to) the following parties:

STATE AGENCIES

Texas Department of Transportation

REGIONAL AGENCIES

North Central Texas Council of Governments (NCTCOG)

LOCAL AGENCIES

Dallas Area Rapid Transit (DART)
Dallas County Planning and Development Department
Greater Dallas Planning Council

CITY OF DALLAS GOVERNMENTAL DEPARTMENTS

Interdepartmental input from partners within the City is critical to the successful implementation of the updated Dallas Bike Plan. The following City departments have been identified to provide their feedback, based on their role in executing the finalized Dallas Bike Plan update or based on the relevant services they provide for the community.

CITY LEADERSHIP

Name	Title
T.C. Broadnax	City Manager
Kimberly Bizzor Tolbert	Deputy City Manager
Jon Fortune	Deputy City Manager
Majed Al-Gahfry	Assistant City Manager
Liz Cedillo-Pereira	Assistant City Manager
Carl Simpson	Assistant City Manager (I)
Robert Perez	Assistant City Manager (I)

CITY DEPARTMENTS

Department	Department Head
Community Care	Jessica Galleshaw
Dallas Police	Eddie Garcia
Development Services	Will Mundinger
Economic Development	Robin Bentley
Emergency Management	Rocky Vaz
Environmental Quality & Sustainability	Sheila Delgado
Equity & Inclusion	Dr. Lindsey Wilson
Housing & Neighborhood Revitalization	David Noguera
Integrated Public Safety Solutions	David Pughes
Libraries	Jo Giudice
Office of Arts & Culture	Jennifer H. Scripps
Office of Bond & Construction Management	Adriana Castaneda
Office of Homeless Solutions	Christine Crossley
Parks & Recreation	John Jenkins
Planning & Urban Design	Julia Ryan
Public Works	Alireza (Ali) Hatefi
Resilience	Genesis Gavino
Transit	Nadine S. Lee
Transportation	Dr. Ghassan (Gus) Khankarli
Dallas Water Utilities	Terry Lowery

ELECTED OFFICIALS

Coordination with local elected officials is necessary to the project's success. Elected officials are encouraged to attend the project's engagement events. A listing of elected officials, as of February 2022, follows:

Representative	District
The Honorable Eric Johnson	Mayor, City of Dallas
The Honorable Chad West	City Council District 1, Mayor Pro Tem
The Honorable Jesse Moreno	City Council District 2
Representative	District
The Honorable Casey Thomas, II	City Council District 3

The Honorable Carolyn King Arnold	City Council District 4
The Honorable Jaime Resendez	City Council District 5
The Honorable Omar Narvaez	City Council District 6
The Honorable Adam Bazaldua	City Council District 7
The Honorable Tennell Atkins	City Council District 8
The Honorable Paula Blackmon	City Council District 9
The Honorable Adam McGough	City Council District 10
The Honorable Jaynie Schultz	City Council District 11
The Honorable Cara Mendelsohn	City Council District 12
The Honorable Gay Donnell Willis	City Council District 13
The Honorable Paul E. Ridley	City Council District 14

Of chief relevance include three City Council committees:

Committee	Chair
Transportation and Infrastructure	The Honorable Omar Narvaez, District 6
Public Safety	The Honorable Adam McGough, District 10
Quality of Life	The Honorable Adam Bazaldua, District 7

COMMUNITY-BASED AND PROFESSIONAL ORGANIZATIONS

In addition to governmental agencies and city staff, the project team recognizes the community at large as key stakeholders in the Dallas Bike Plan update process. To reach a wide and broad audience, the project team will provide notice of public meeting and invitation to provide input to groups who represent interest areas such as (but not limited to):

- Community-based (Equity, Inclusivity, & Advocacy)
- Education (Higher Education and K-12)
- Engaged Community Leaders
- Professional Organizations (Engineering, Transportation, & Planning)
- Faith-based
- Fitness & Recreation
- Healthcare
- Sustainability & Resiliency

page left intentionally blank