

Memorandum



DATE 20 September 2013

TO The Honorable Members of the Transportation and Trinity River Project Committee:
Vonciel Jones Hill (Chair), Lee Kleinman (Vice Chair), Deputy Mayor Pro Tem Monica Alonzo,
Mayor Pro Tem Tennell Atkins, Sandy Greyson, Sheffie Kadane

SUBJECT **Downtown Dallas Shuttle**

On 24 September 2013, the committee will be briefed on the Downtown Dallas Shuttle. The material is attached for your review.

Please feel free to contact me if you need additional information.



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

c: A.C. Gonzalez, Interim City Manager
Warren M. S. Ernst, Interim City Attorney
Judge Daniel F. Solis, Administrative Judge
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
Ryan S. Evans, Interim First Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor and Council



Downtown Dallas Shuttle

beginning 4 November 2013

Dallas Area Rapid Transit



Downtown Shuttle

- **Downtown Shuttle is a joint venture among:**
 - DART
 - City of Dallas
 - Downtown Dallas, Inc. [“DDI”]
- **Project goal is to design a shuttle that will serve the following markets:**
 - Tourist and convention visitors
 - Downtown employees
 - Local citizens

Downtown Shuttle

- **Key Downtown Shuttle objectives are:**
 - Unique vehicle image
 - Easily understood route
 - Supplements light rail
 - Serves downtown tourist venues
 - Meets DART's performance standards
 - Meets City of Dallas and DDI budgets

Downtown Shuttle

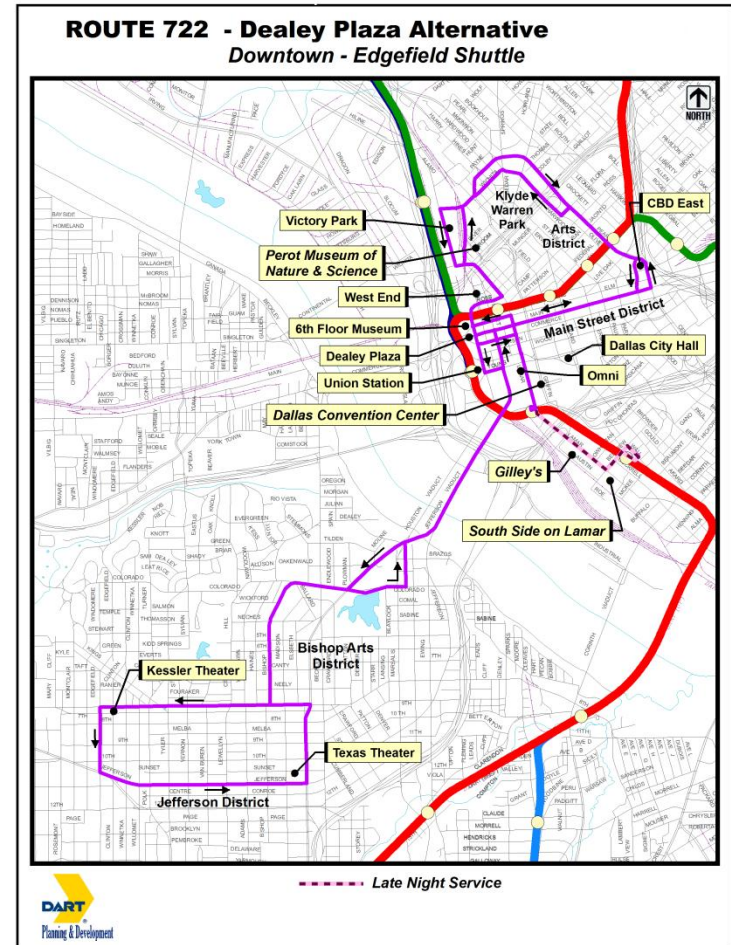
- **Based on project goals, objectives, and research, DART staff identified a bus route that would anchor the new network:**
 - **Route 722**
- **Shuttle service will begin November 4, 2013**

Downtown Shuttle

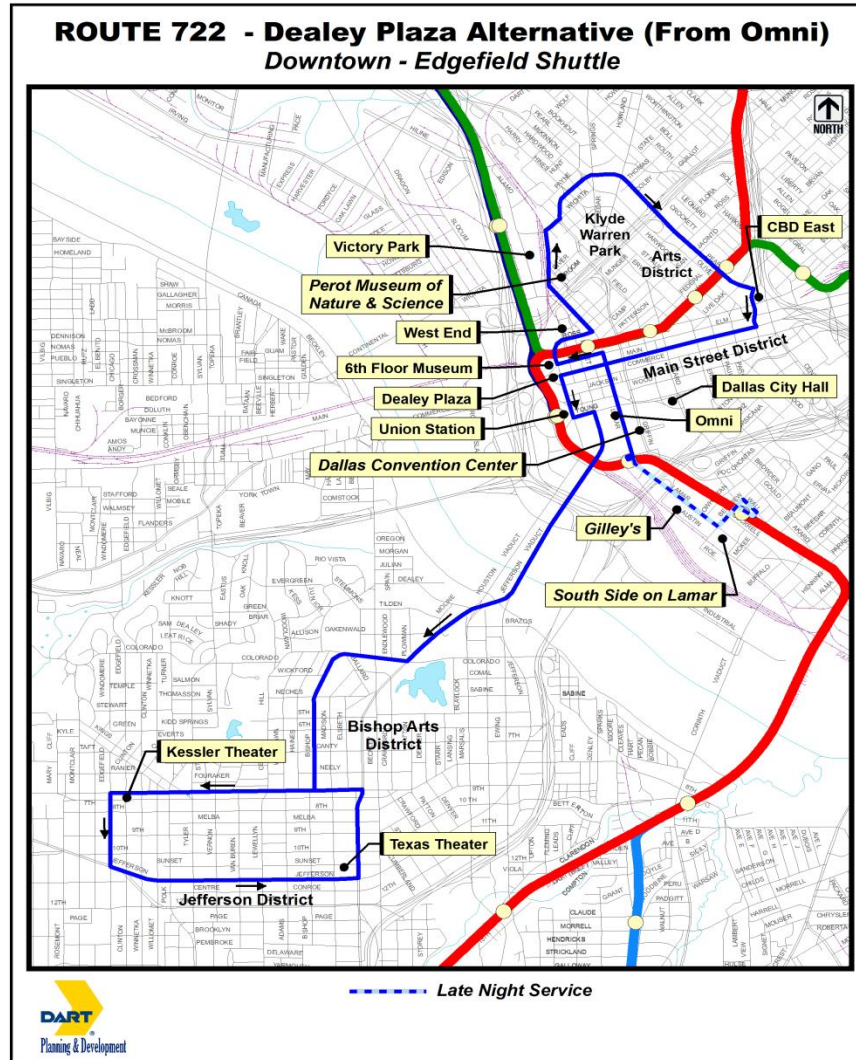
- **The shuttle will be operated as a two-year demonstration project**
- **Evaluation of the demonstration project will assist in determining if shuttle service is effective for other locations**

Proposed Route 722 Shuttle

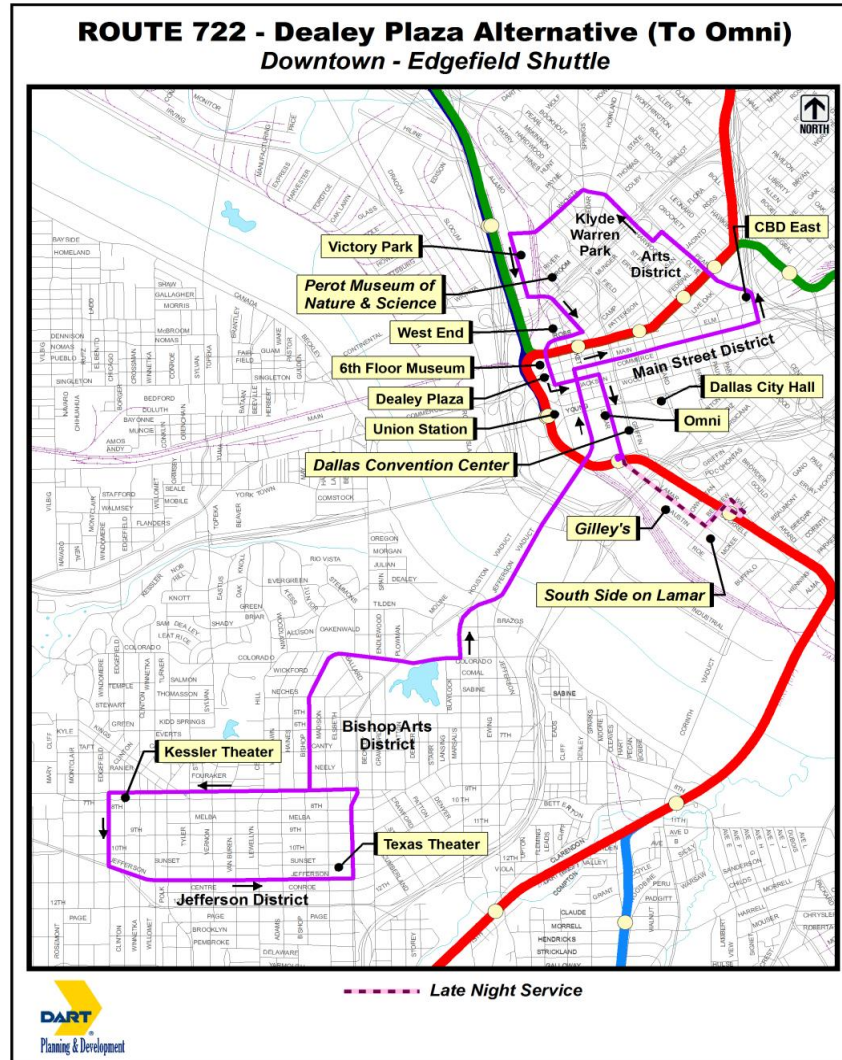
- Service begins November 4, 2013
- Operates between Downtown and Bishop Arts District
- Operates every 15-minutes from 11a.m. to 11:30 p.m., Monday thru Saturday
- Fare will be free



Proposed Route 722 Shuttle



Proposed Route 722 Shuttle



Annual Costs and Funding

For Each Year of Two-Year Program

Item	Annual
Estimated Costs	\$1,417,298
Funding Sources	
City of Dallas	\$400,000
Downtown Dallas Inc.	\$306,849
Job Access Reverse Commute Grant ["JARC"]	\$258,332
DART	\$452,117

Estimated Ridership

Annual Riders	FY14	FY15
	129,742	154,637

Average Daily Riders	Weekday	Saturday
	516.9	516.9

Downtown Shuttle Marketing

- **DART will brand and market the shuttle**

The logo for 'dlink' is displayed on a solid magenta rectangular background. The word 'dlink' is written in a lowercase, rounded, sans-serif font. The letters 'd', 'l', 'i', 'n', and 'k' are white, while the final letter 'k' is a bright yellow. The 'd' has a thick vertical stem and a rounded bowl. The 'l' is a simple vertical bar with a rounded top. The 'i' has a dot above it. The 'n' has a thick vertical stem and a rounded top. The 'k' is a simple vertical bar with a diagonal stroke extending from the top right to the middle, and a diagonal stroke extending from the middle to the bottom right.

Downtown Shuttle Marketing

- **DART's new thirty (30) foot vehicles will be wrapped**
- **Ground graphics and special bus stops will be used**

Downtown Shuttle Marketing



Next Steps

- **Approve an shuttle inter local agreement (ILA) among DART, DDI and City of Dallas**
- **DART's Board of Directors has given final approval of ILA**



214.979.1111
www.DART.org