

Memorandum



CITY OF DALLAS

DATE February 2, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT **Strategic Mobility Plan**

At the February 7, 2018, City Council Briefing, staff will provide an overview of the Strategic Mobility Plan framework and timeline. The briefing materials are attached for your review. Please contact me if you have any questions you would like addressed at the briefing.

A handwritten signature in blue ink, appearing to read 'Majed A. Al-Ghafry'.

Majed A. Al-Ghafry
Assistant City Manager

[Attachment]

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- | | |
|---|--|
| T.C. Broadnax, City Manager | Jon Fortune, Assistant City Manager |
| Larry Casto, City Attorney | Joey Zapata, Assistant City Manager |
| Craig D. Kinton, City Auditor | M. Elizabeth Reich, Chief Financial Officer |
| Billierae Johnson, City Secretary (Interim) | Nadia Chandler Hardy, Chief of Community Services |
| Daniel F. Solis, Administrative Judge | Raquel Favela, Chief of Economic Development & Neighborhood Services |
| Kimberly Bizzor Tolbert, Chief of Staff to the City Manager | Theresa O'Donnell, Chief of Resilience |
| Jo M. (Jody) Puckett, Assistant City Manager (Interim) | Directors and Assistant Directors |

Strategic Mobility Plan

**City Council Briefing
February 7, 2018**

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

**Michael Rogers
Director, Department of
Transportation**



Overview

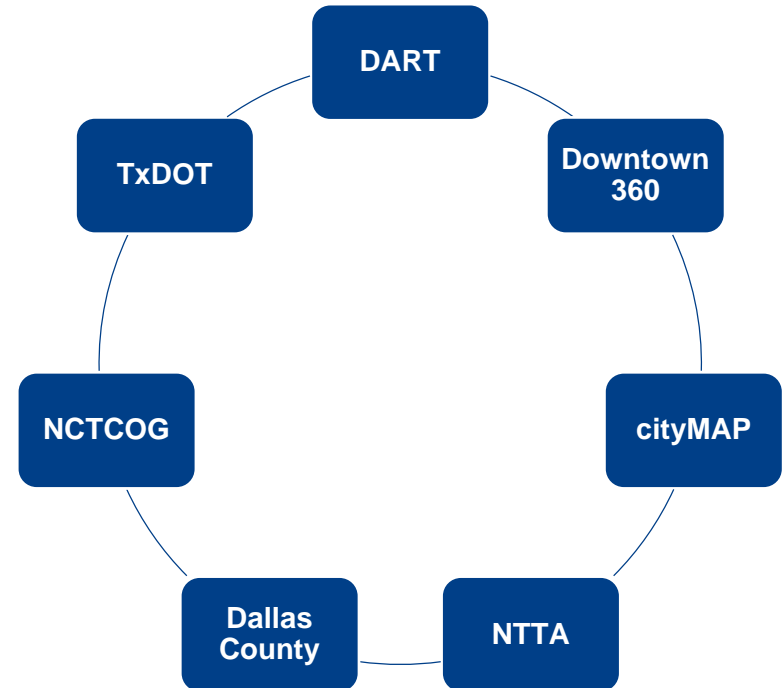
- What is a Strategic Mobility Plan?
- Why does the City need one?
- Integration with strategic priorities
- Key plan elements
- Plan development
- Plan timeline
 - Community engagement
 - Policy development
 - Implementation
- Next steps

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

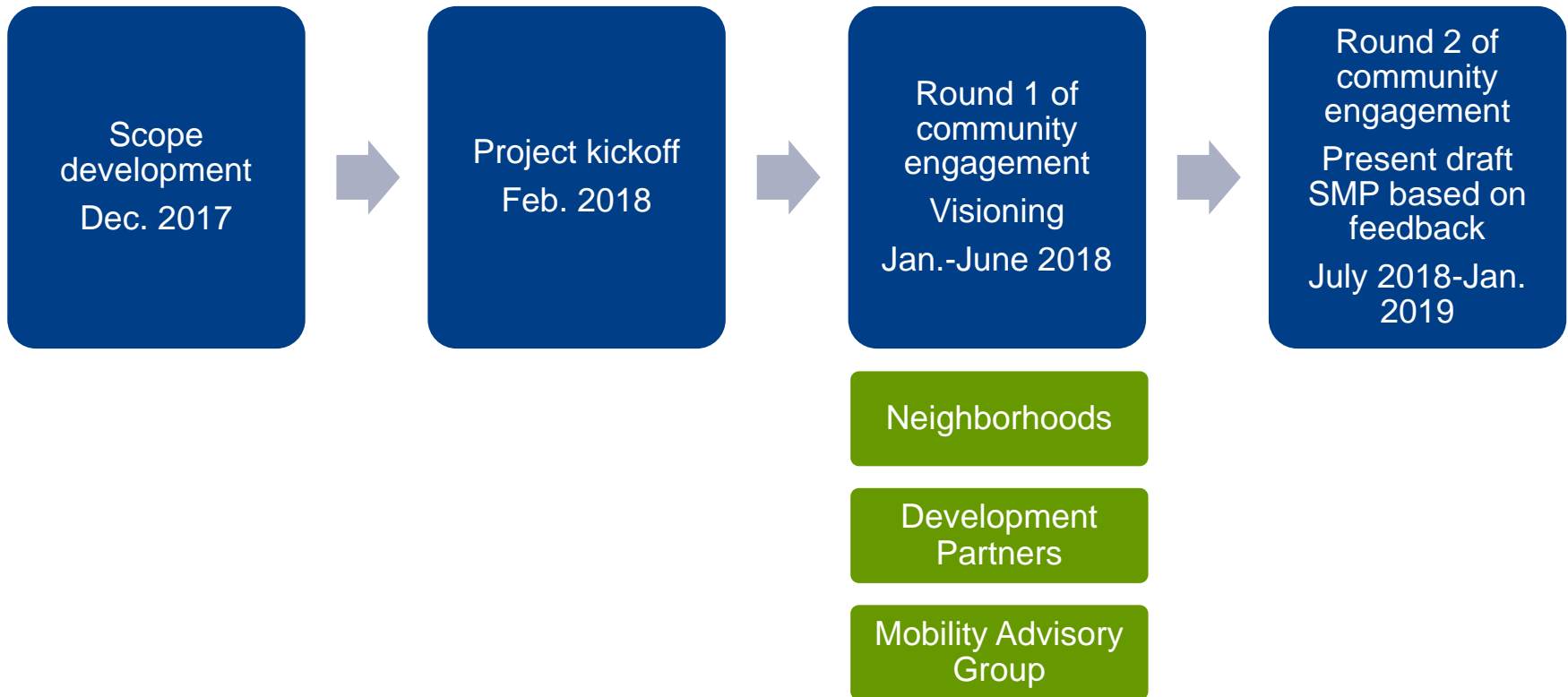


Plan Development

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





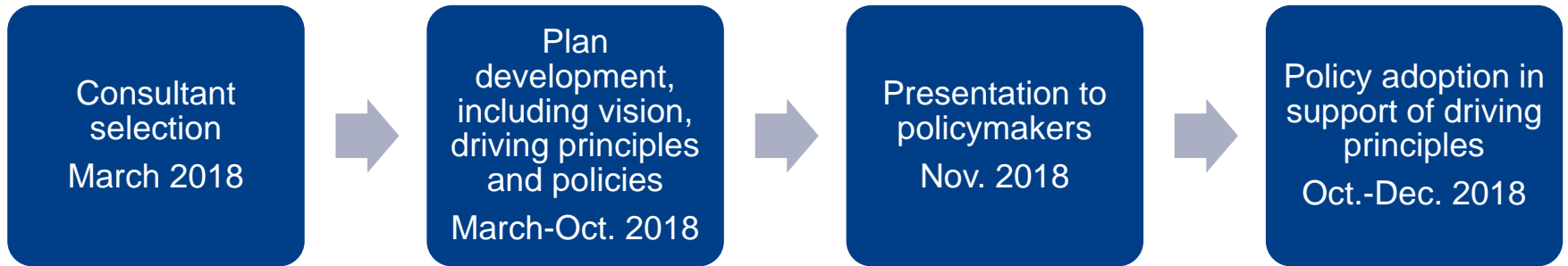
Community Engagement Mobility Advisory Group

- 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

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Proposed Budget

The proposed budget for the Strategic Mobility Plan is broken down into the following categories:

Category	%	Cost
Community Engagement	30%	\$450,000
Data Collection/Policy Objectives	25%	\$375,000
Mobility Plan Development	20%	\$300,000
Sub-Area Plans (including Financing Plan)	25%	\$375,000
		\$1,500,000