

Memorandum



CITY OF DALLAS

DATE January 16, 2018

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

SUBJECT **Strategic Mobility Plan**

On January 22, 2018, you will be briefed on the Strategic Mobility Plan. This briefing was originally included on the January 8, 2018, committee agenda but was deferred due to time constraints. The briefing materials are attached again 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
Billerae 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 22, 2018

Michael Rogers
Director, Department of
Transportation



Overview

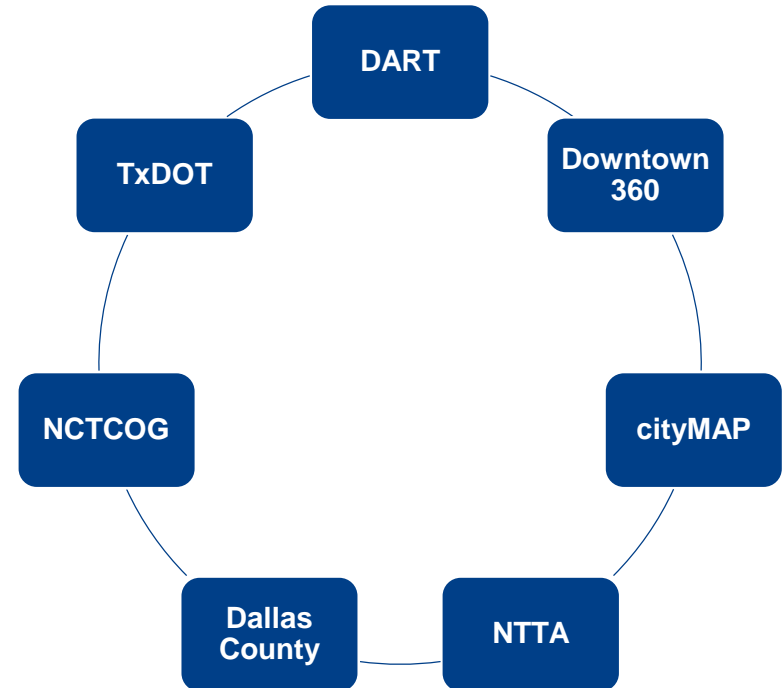
- What is a Strategic Mobility Plan?
- Why does the City need one?
- Integration with strategic priorities
- Key plan elements
- Plan development
- Plan timeline
 - Community engagement
 - Policy development
 - Implementation
- Next steps

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

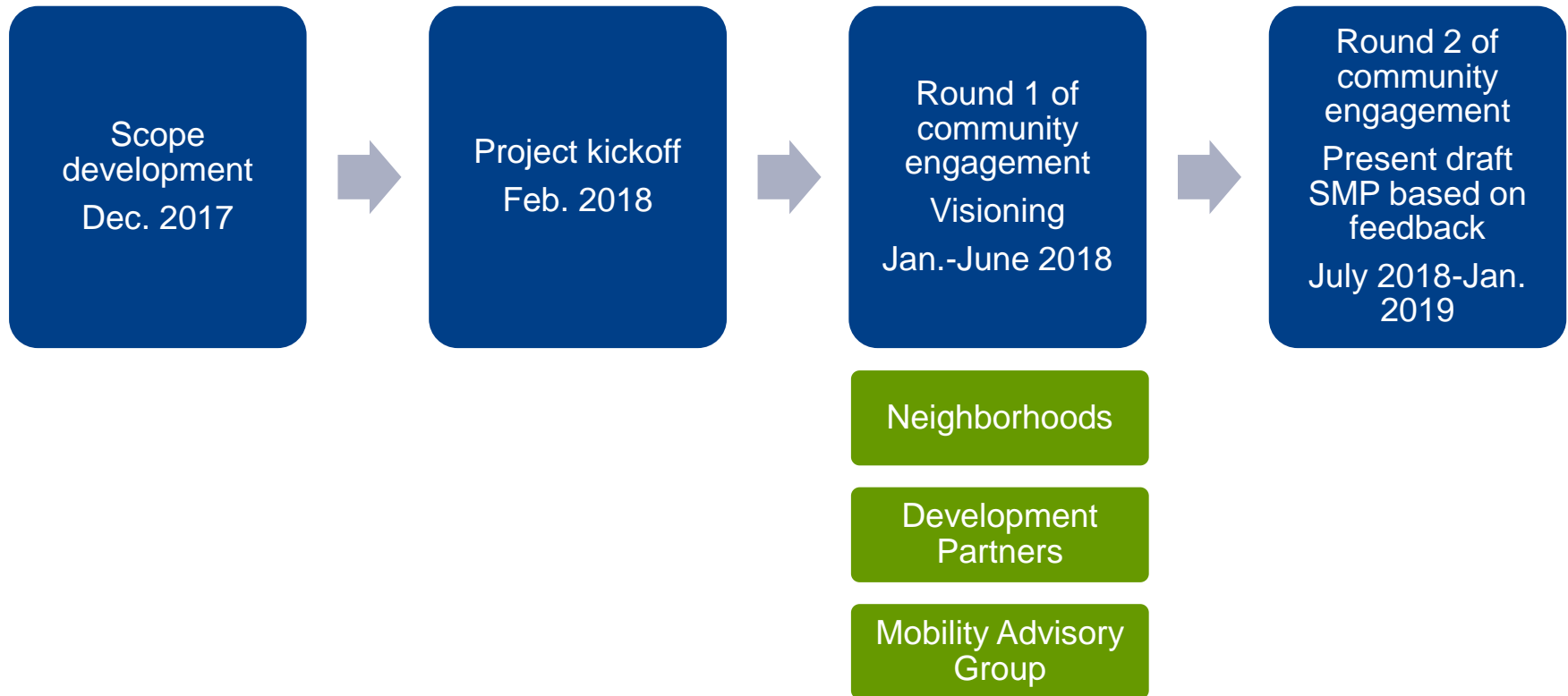
- Vision, mission and goals
- Guiding principles
- Collaboration and partnerships
- Community engagement

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



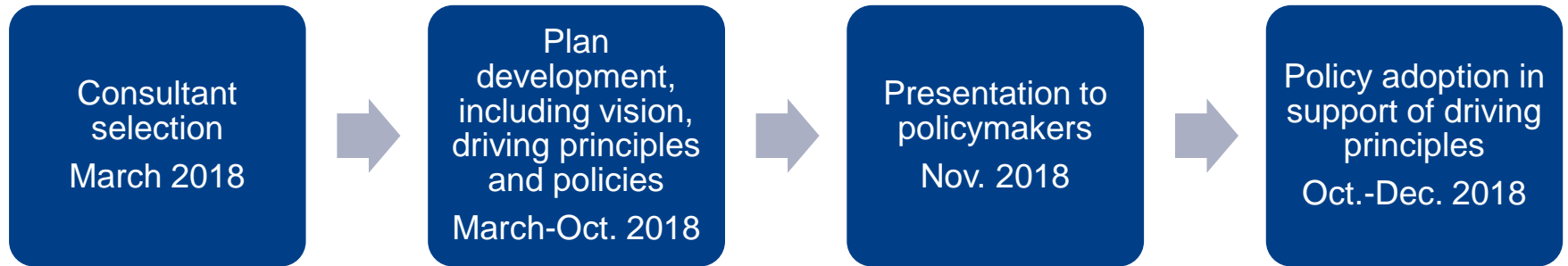
Community Engagement Mobility Advisory Group

- 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)

Strategic Mobility Plan

**Mobility Solutions,
Infrastructure &
Sustainability Committee**
January 22, 2018

Michael Rogers
Director, Department of
Transportation

