

Memorandum



CITY OF DALLAS

DATE September 18, 2017

Honorable Members of the Mobility Solutions, Infrastructure and Sustainability
TO Committee: Lee M. Kleinman (Chair), Rickey D. Callahan (Vice-Chair), Sandy
Greyson, Adam Medrano, Casey Thomas, II and Tennell Atkins

SUBJECT **Approval of D-Link Interlocal Funding Agreement**

On Monday, September 25, 2017, you will be briefed on the D-Link Interlocal Funding Agreement and asked to approve a one-year extension of the agreement. The briefing materials are attached 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 Al-Ghafry'.

Majed Al-Ghafry
Assistant City Manager

c: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Bliaerae 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



Approval of D-Link Interlocal Funding Agreement

Mobility Solutions, Infrastructure
& Sustainability Committee

September 25, 2017

Todd Plesko, Vice President of Service
Planning & Scheduling



Today's Action

- To approve a one-year extension of the downtown shuttle interlocal funding agreement between DART and the City of Dallas
 - The current D-Link interlocal funding agreement expires on November 20, 2017

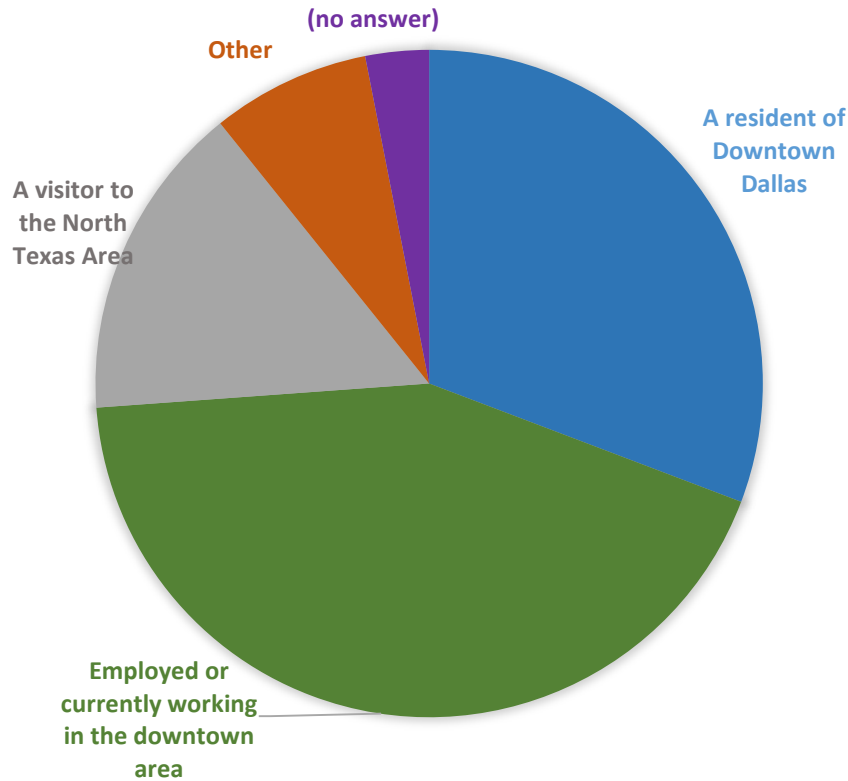
Purpose of D-Link

Serve the following primary markets:

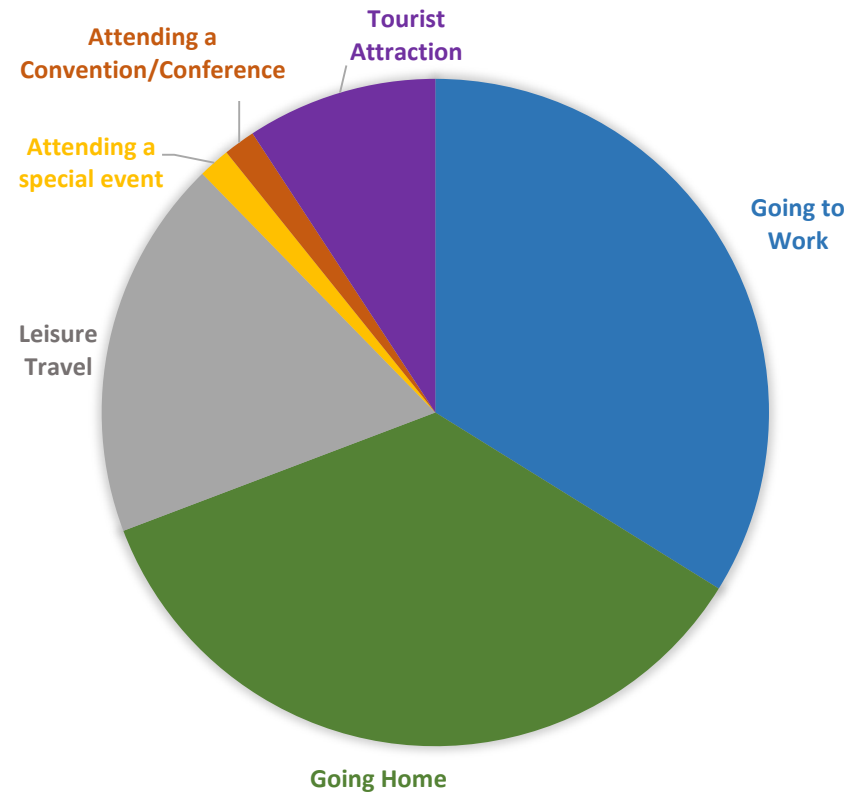
- Visitors – both local and convention
- Downtown employees
- Downtown residents

D-Link Rider Survey

Who Are Our Riders?



Where Are Our Riders Going?



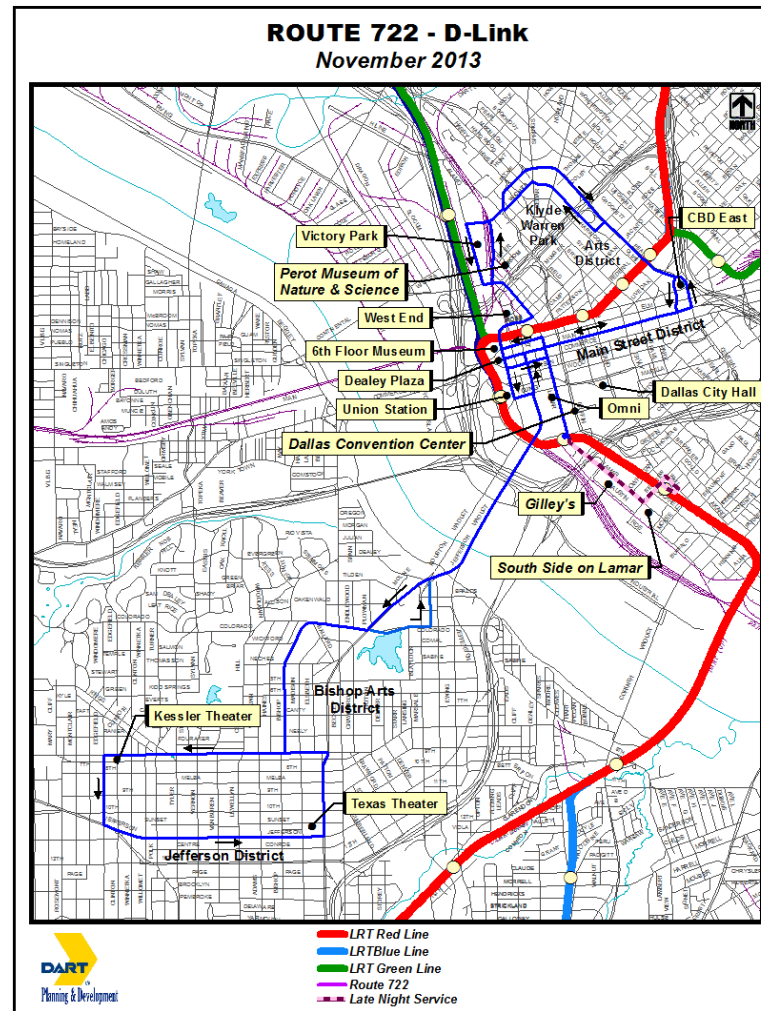
D-Link Route Characteristics

- Frequent and free service
- Easily understood with unique design
- Provide quick service to major downtown markets
- Supplement – not duplicate – Light Rail, MATA and Dallas Streetcar
- Achieve ridership objectives supported by growing downtown residential population, employees and visitors
- Serves as an interim downtown shuttle until the “Central Link” Streetcar is constructed

D-Link Service Change History

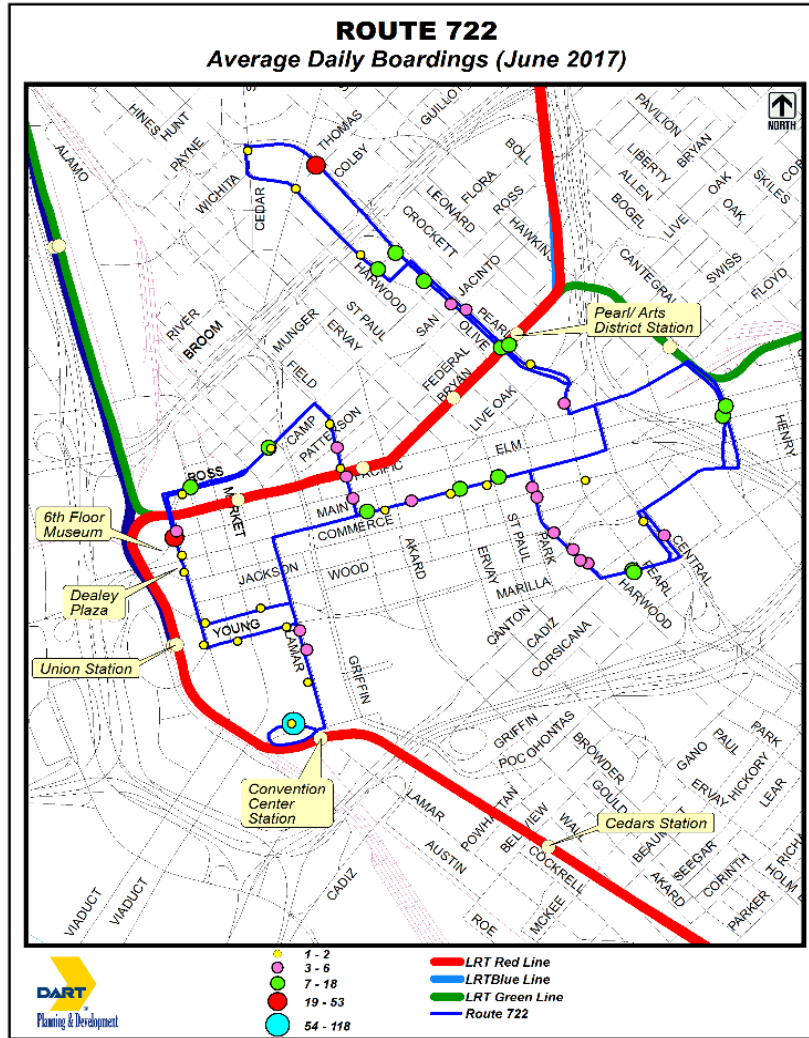
Route	Implementation Date	Area Served
Route 1	November 2013	Oak Cliff, Lower Uptown, Downtown Dallas
Route 2	August 2016	Downtown and Lower Uptown
Route 3	January 2018	Downtown and Arts District

Route 1 Oak Cliff to Downtown Dallas

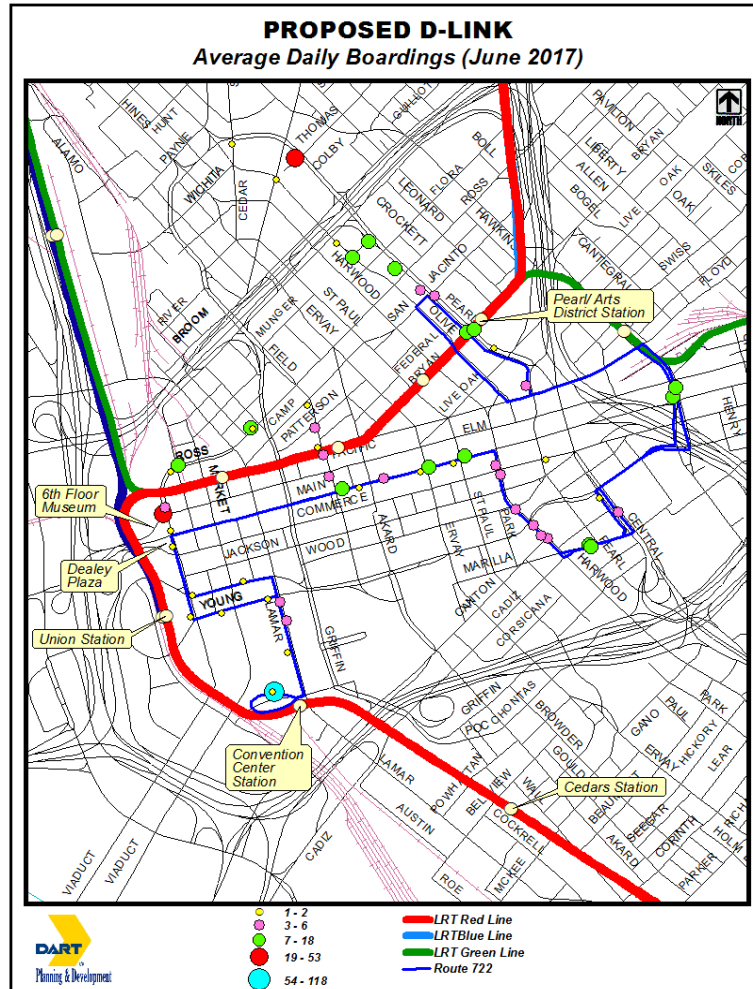


Route 2

Downtown Dallas to Uptown



Route 3 Downtown Dallas



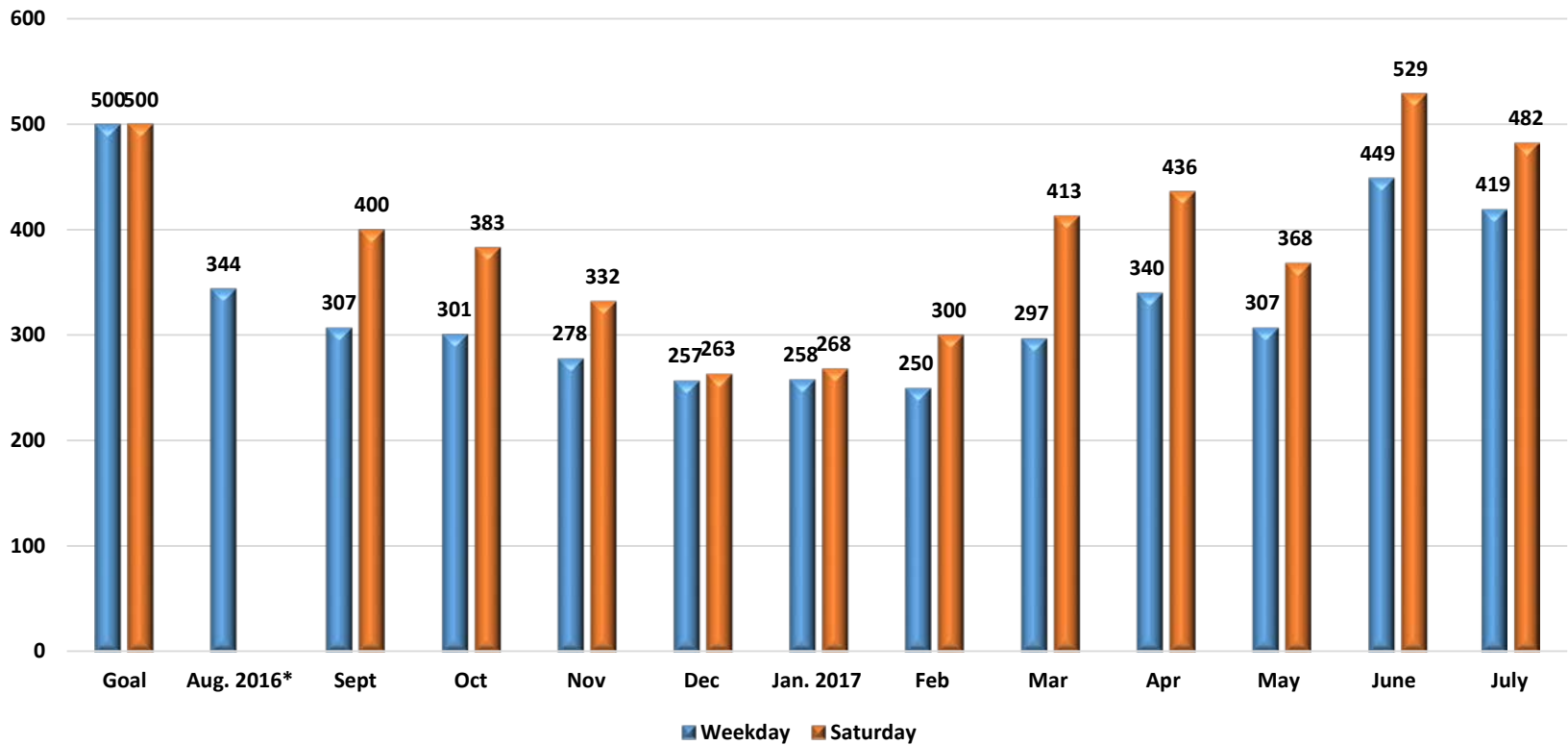
Route Comparison

	Route 1	Route 2	Route 3
Average Weekday Downtown Ridership	250	280	465 (projected)
Average Saturday Downtown Ridership	250	445	535 (projected)
Average Sunday Downtown Ridership	N/A	N/A	400 (projected)
Hours	11AM-Midnight	11AM-Midnight	10:30AM-9:30PM
Frequency	15 minutes	15 minutes	15 minutes
Round Trip Time	1:40	1:10	:48
Annual Cost	\$1,589,887	\$1,268,434	\$1,067,407

D-Link Ridership

Unofficial, APC Approval Pending

D-Link Average Weekday and Saturday Riders

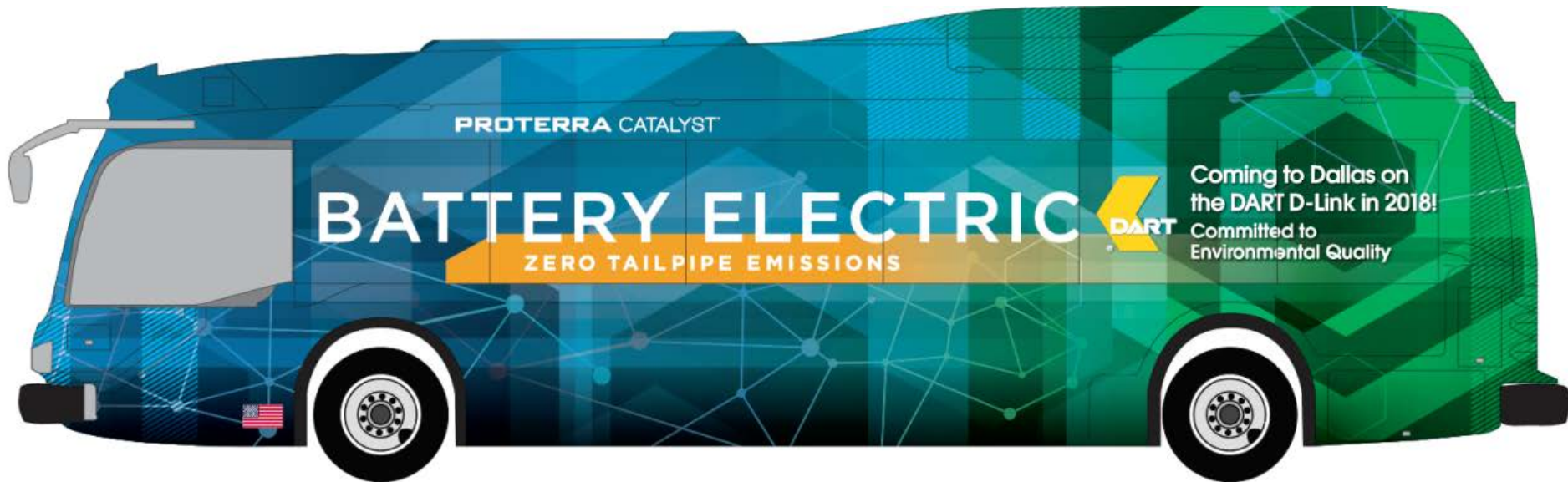


D-Link Ridership

Unofficial, APC Approval Pending

Event	Date	Daily riders APC Data
Europa Games	17-Jun-17	557
Mega Fest	29-Jun-17	960
Mega Fest	30-Jun-17	892
TX-Resturant Assoc	11-Jul-17	500
Mary K Seminar	21-Jul-17	467

Electric Bus Coming



Electric Bus Coming March 2018

Recommendation

- To approve a one-year extension of the downtown site-specific shuttle interlocal funding agreement to provide \$332,991 from the City of Dallas to DART



DART

let's go.



DART.org