



Where Have All The Riders Gone? Agency Response

TFLEX

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Background

- Like many other US transit systems, DART has seen recent ridership declines, particularly on bus service
- We believe this is due to a number of factors
- One key issue we are now working on is what we can do to re-design our bus service to better meet current and emerging needs

Current DART Ridership Trends

Mode	FY17 vs. FY16 (11 Months)
Bus	↓ 5.3%
Light Rail	↑ 1.3%
Commuter Rail	↑ 2.0%
Paratransit	↓ 2.0%

What Has Factored Into Declines in Dallas?

- Passengers moving from bus to an expanded rail network
 - Rail ridership continues to grow
- Long-term reductions in bus service, as recently as 2012
 - Overall bus service reductions of around 20%
- Suburbanization of employment, in many cases outside the service area entirely
 - DART and other DFW-area agencies only serve half of the metro population
 - Job growth has been much higher outside of the service area

What Has Factored Into Declines in Dallas?

- Gentrification pushing low-income riders out of many inner-city neighborhoods
 - Older homes are being replaced by new apartments
 - Densities are up, but new residents are not using transit
 - Are the displaced residents even in the service area?
- Competition with transportation network providers, especially for many urban trips
 - DART is working on partnerships, but there is noticeable impact

COA (Comprehensive Operations Analysis)

- In 2014 DART embarked on a multi-year effort to plan for future bus service changes (some work is still underway)
- Our bus service review came in the form of a COA – the first in several decades here
- As a part of the COA process, we reviewed all of our bus services, conducted extensive community outreach, developed new tools to support service planning and analysis efforts, and drafted a new service plan

COA Public Outreach Process

- We started with public outreach
- Social media (6,000 unique visitors)
- Rider outreach events (1,261 rider comments)
- Public meetings
- Stakeholder interviews
- Advisory and technical committees

COA Public Feedback

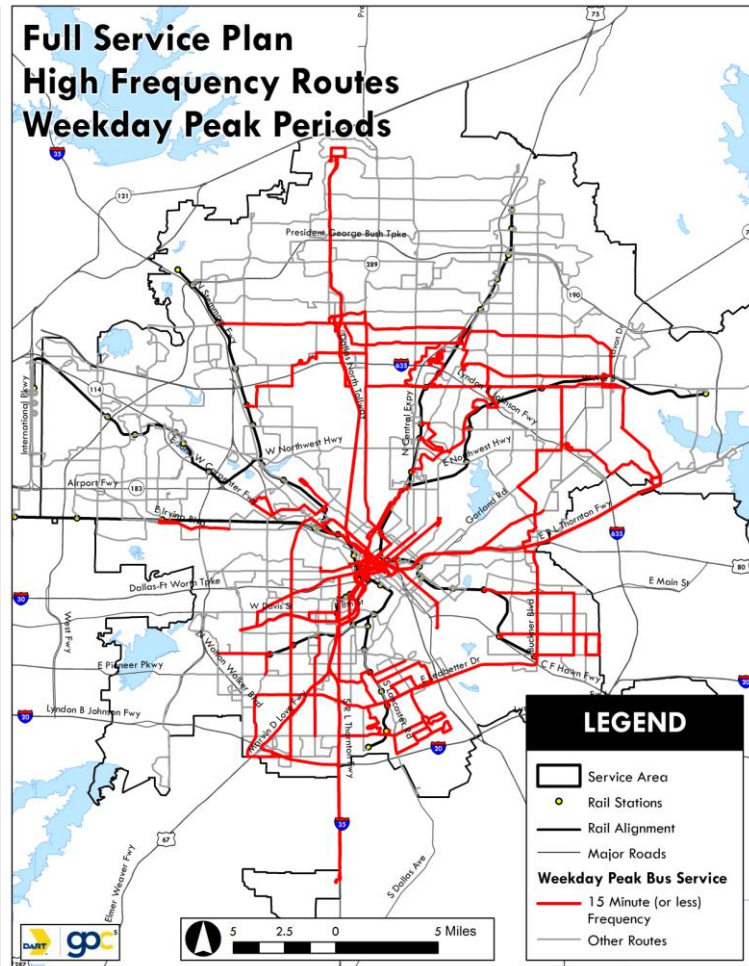
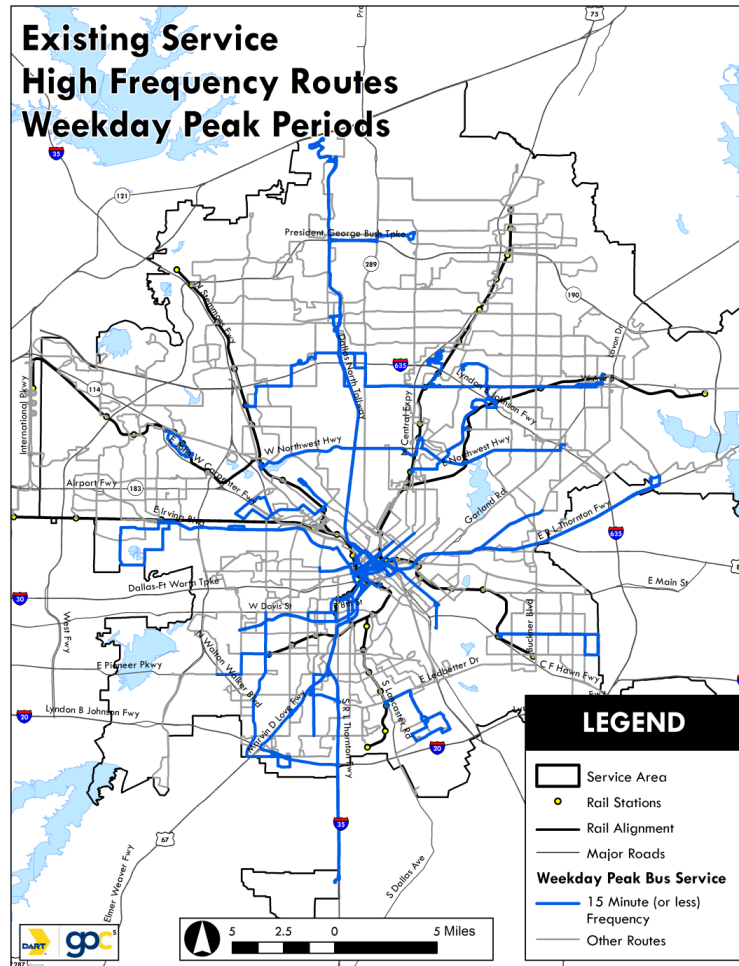
- Make routes more direct
- Improve service frequency
- Extend the span of service (e.g. weekends)
- Improve on time performance and connectivity
- The City of Dallas adopted a resolution in October 2016 recommending priorities for improved transit services

COA Draft Service Plan Elements

- Significant improvements in service frequency through creation of a core frequent route network
- Offering more direct route alignments in a number of key local and crosstown corridors
- Expanding availability of weekend service, with more frequency, wider hours, and additional routes
- Addition of scheduled recovery time to improve on time performance
- New faster, more direct limited-stop services

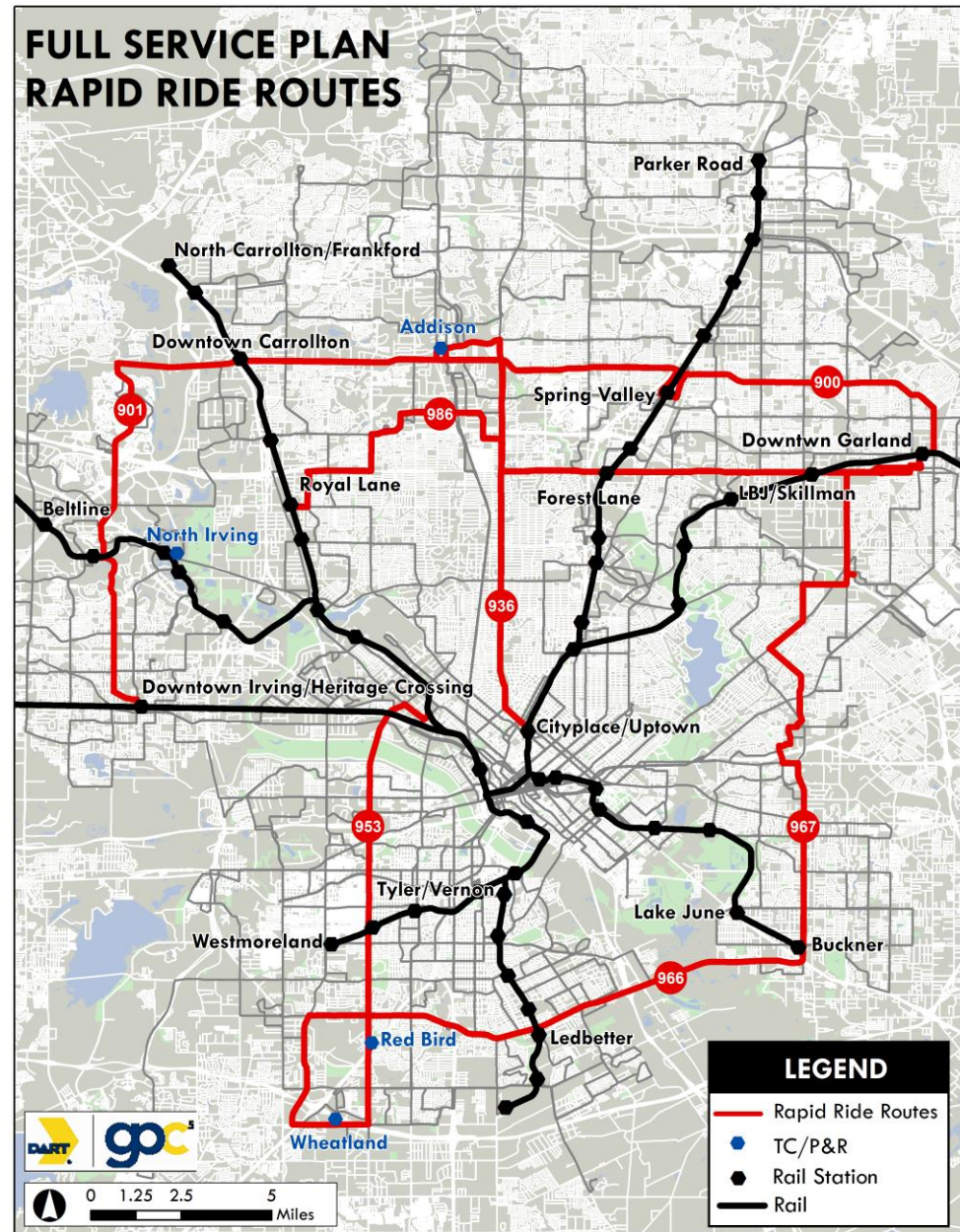
Core Frequent Route Network

Weekday Peak Service (15 minute or less)



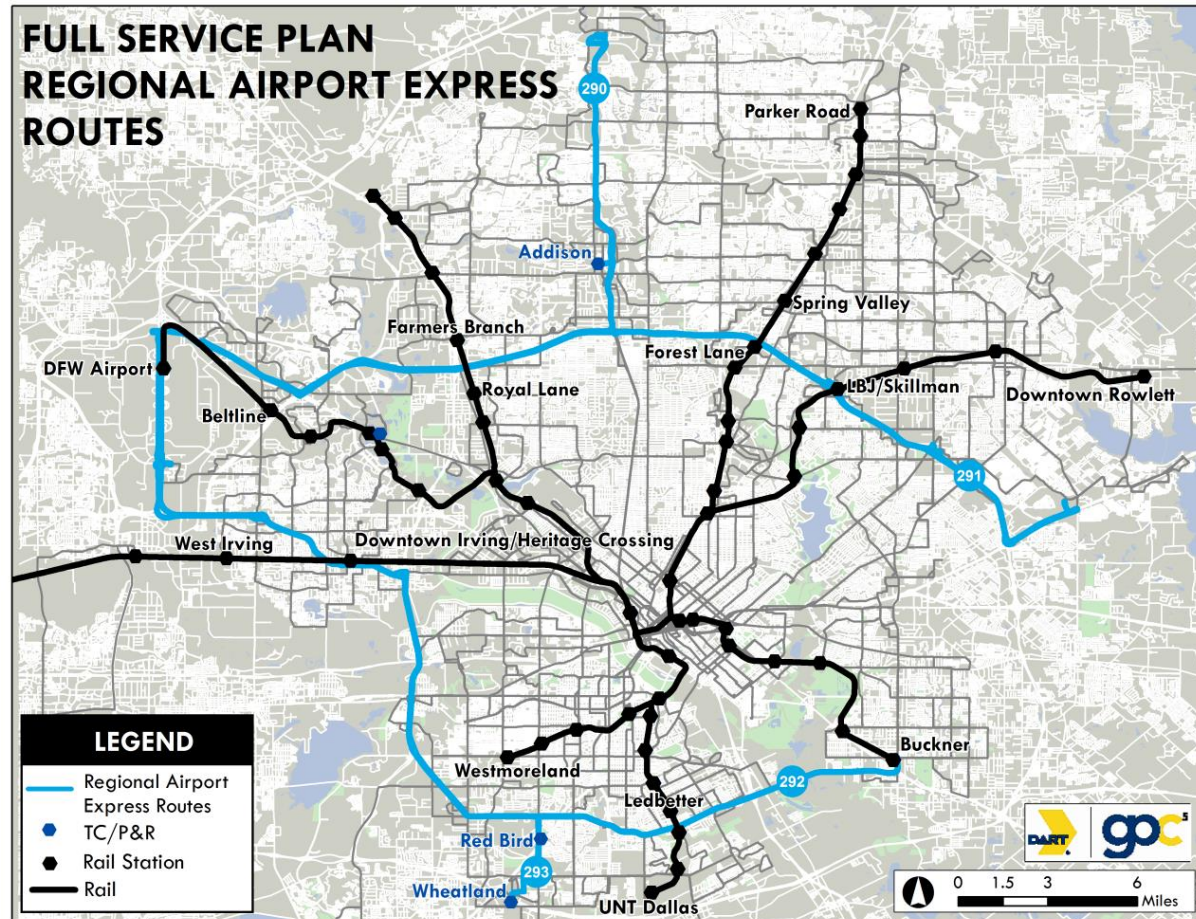
Rapid Ride Element

- Seven (7) corridors
- Frequent, limited stop layered over local routes
- 20,000 daily riders projected in 2028
- Fills the crosstown service gap not met by rail
 - New Cotton Belt schedule may modify approach in north Service Area



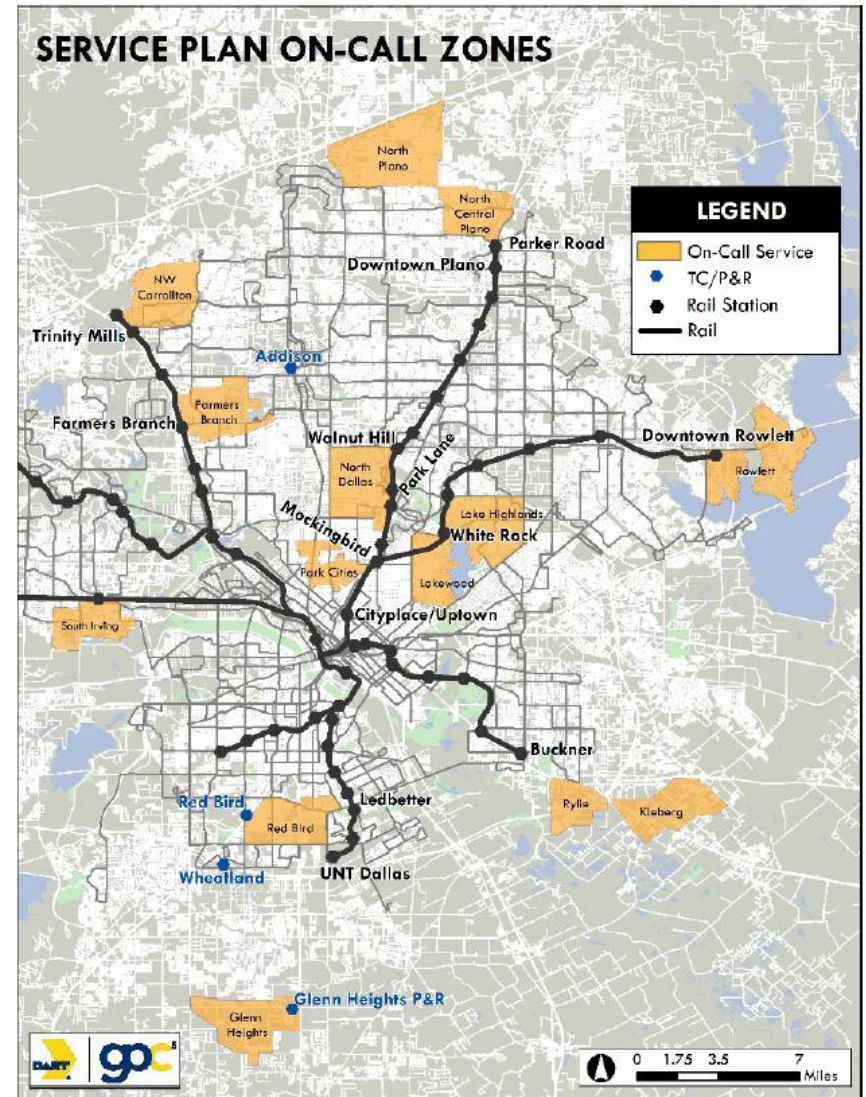
Crosstown/Airport Express

- Four (4) corridors
- Fills gap for key crosstown travel markets and airport access
- May be preliminary step to longer-term rail improvements
 - New Cotton Belt schedule would modify approach in north Service Area



On Call Zones

- Proposed expansion of zones in:
 - Rylie
 - Kleberg
 - NW Carrollton
 - North Central Plano
 - Garland (Sundays)
- Potential use of partnerships with taxis or transportation network providers to offer service at lower cost
 - Pilot in Farmers Branch and Park Cities
- Later this effort expanded to a more ambitious project



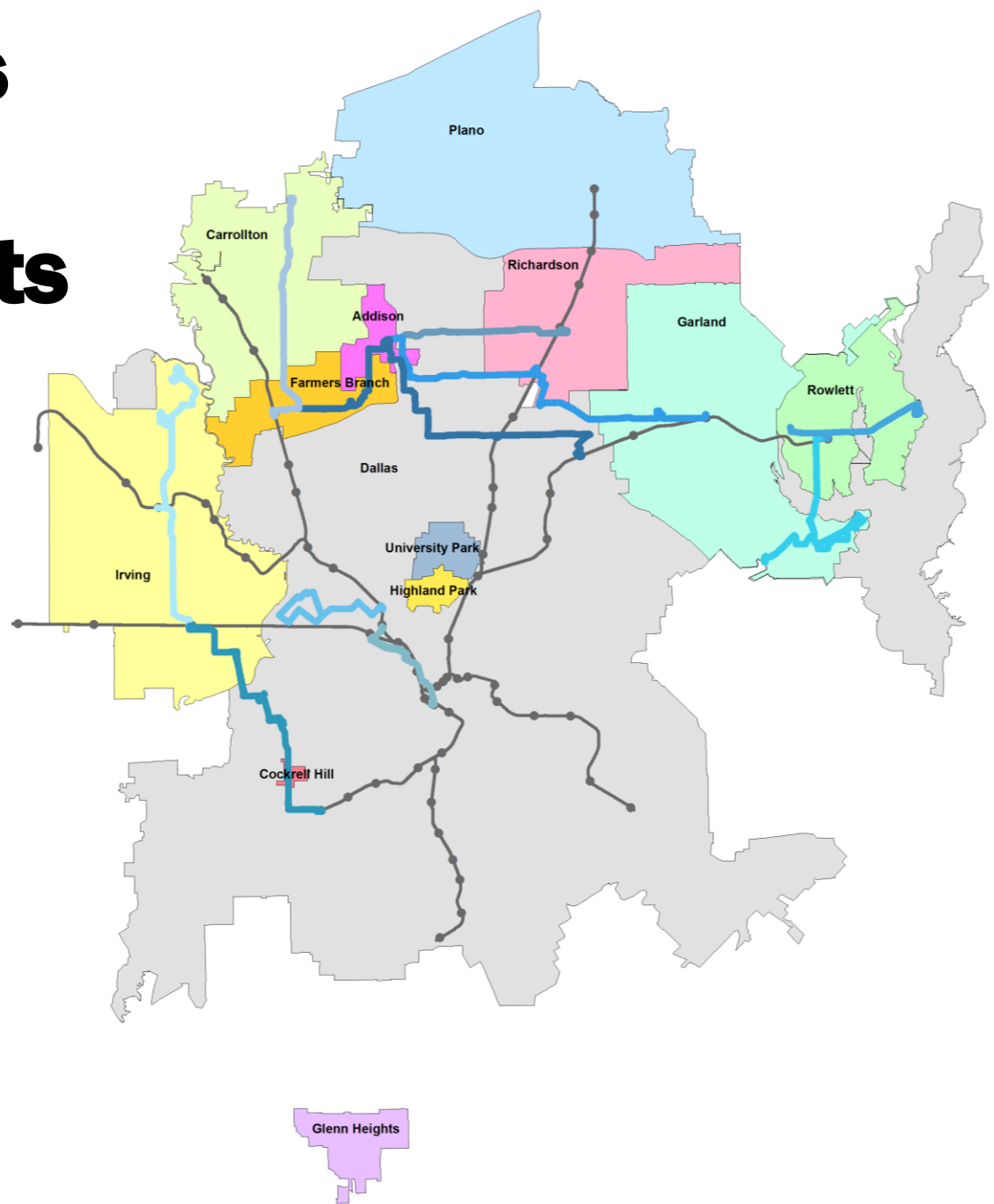
COA Implementation

- Improvements that will require funding will be implemented over time as funds are available
- Some improvements started early while COA work was still underway
- The current Budget and Financial Plan allows for up to \$12.5 million per year in expanded bus service, implemented in 2018 and 2019

FY15-16 Bus Service Improvements

Focus of improvements:

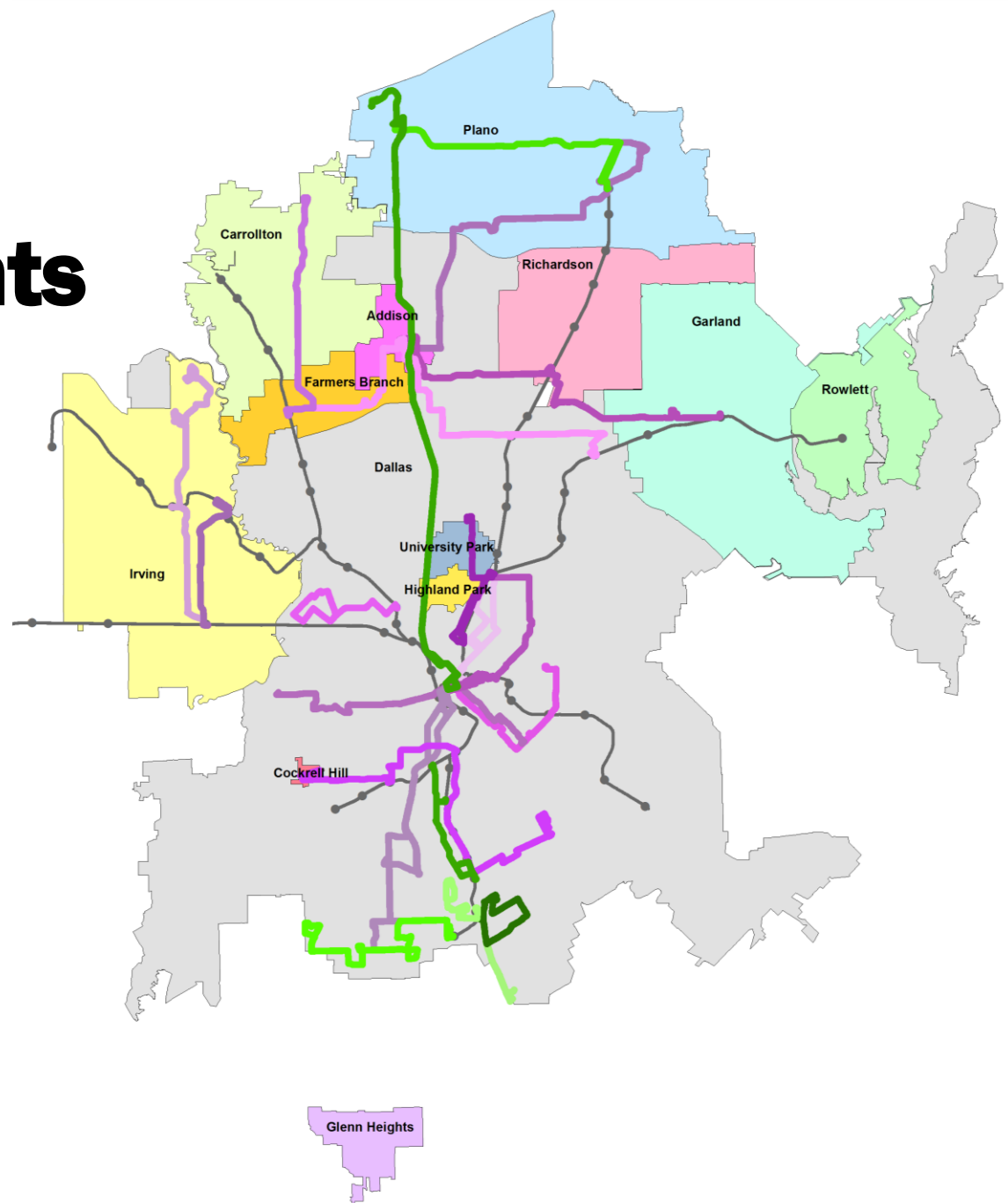
- Off-peak frequency improvements
- Bus connections to recently-opened rail stations



FY17 Bus Service Improvements

Focus of improvements:

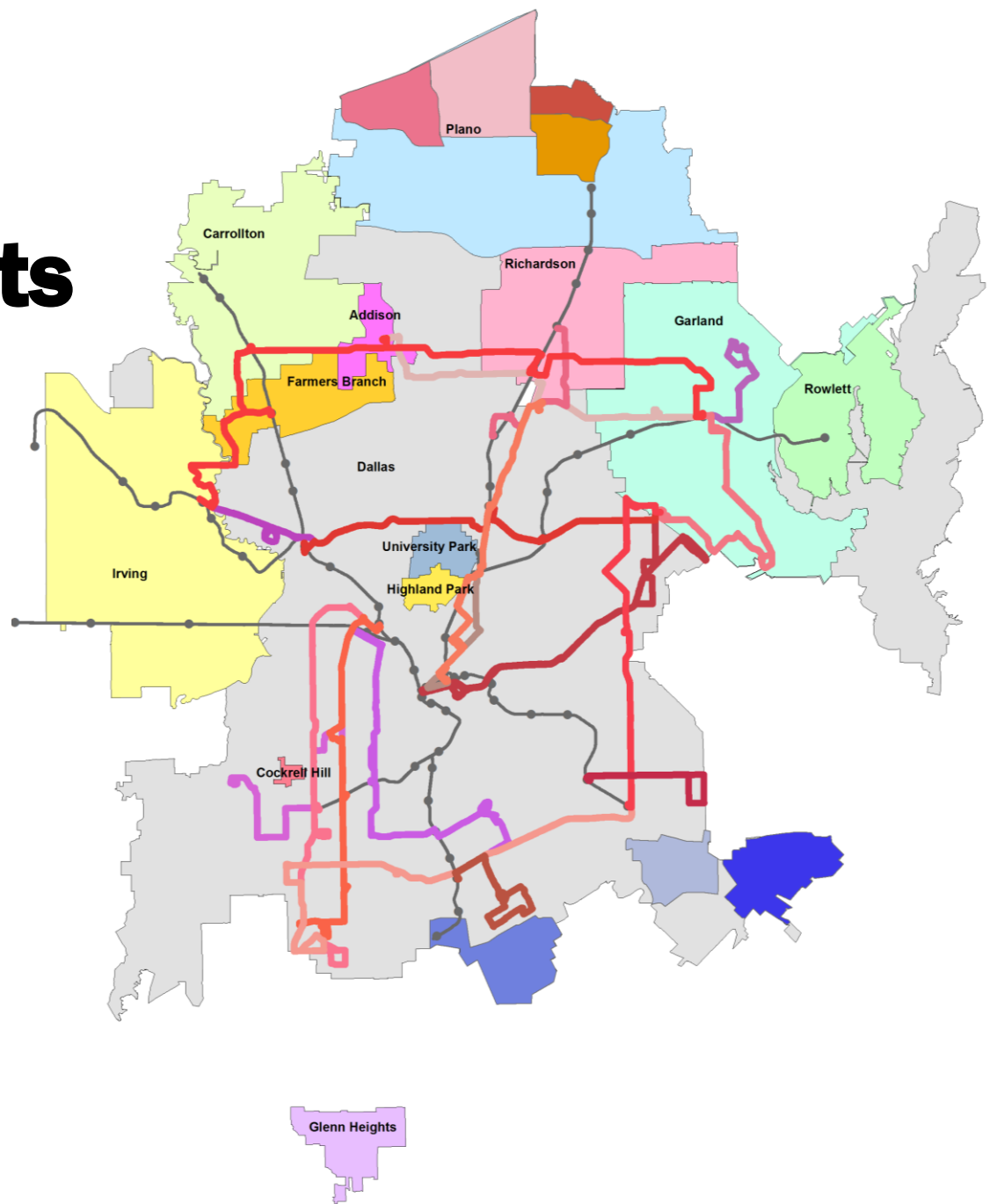
- Bus feeder service for rail and Streetcar extensions
- Service in emerging new employment markets



FY18 Bus Service Improvements

The first significant expansion of bus service in 15 years or more:

- Off-peak frequency improvements on ten routes
- Service restructuring targeting frequency and coverage
- Implementation of Mobility on Demand pilot projects
- Schedule adjustments to improve on time performance for five routes



Mobility on Demand

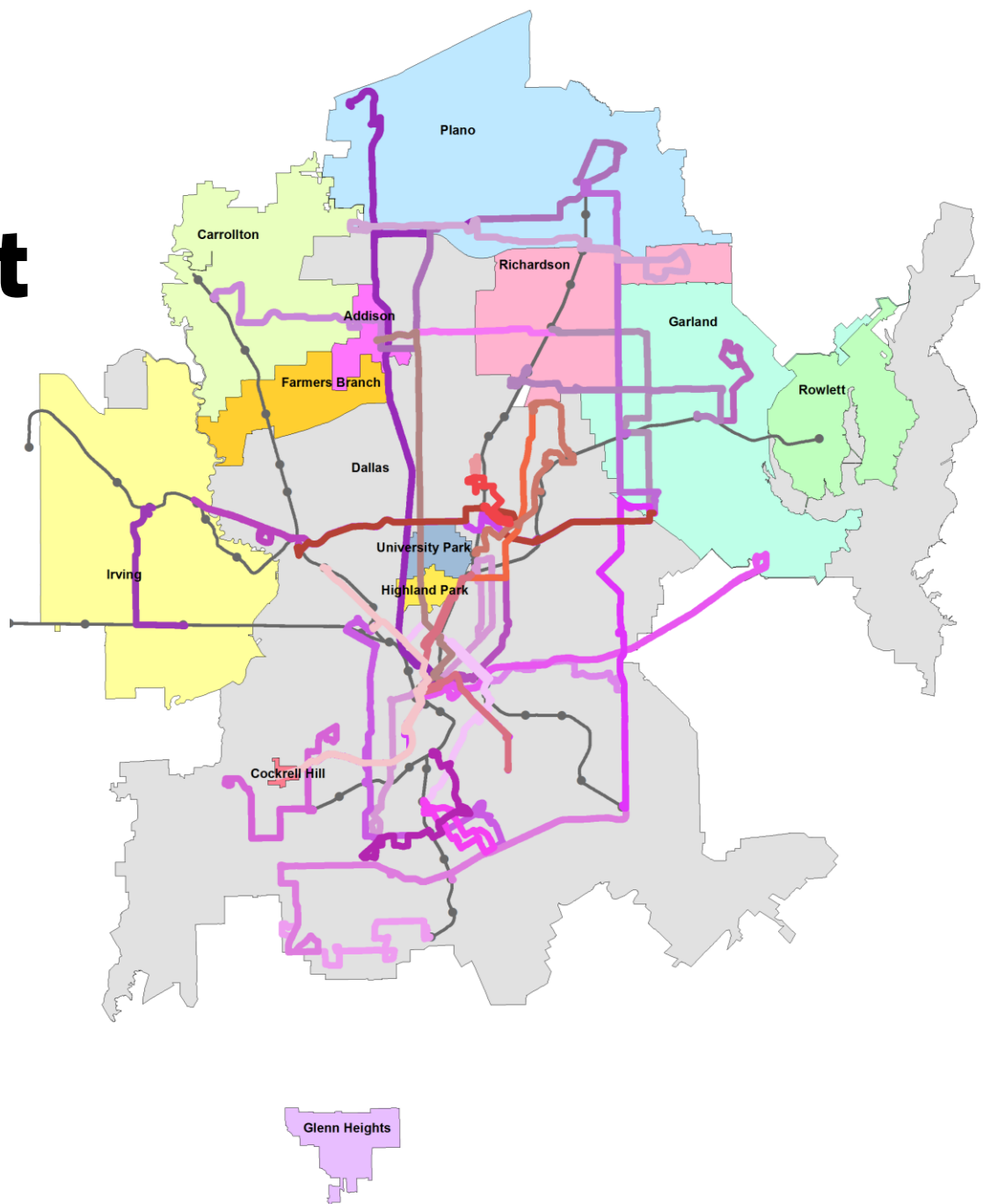
- Mobility on Demand is a new grant-funded pilot project that includes both service and technology elements
- The pilot project introduces new service in six zones – three in Plano, and three in the Southern sector of Dallas
- The zones are designed to accommodate "last mile" access to/from other DART services, along with internal circulation
- All zones include a mix of dedicated vehicles (similar to current On Call service), supplemental taxi/transportation network provider service, and new software
- Dedicated service available 5am-8pm
- Todd Plesko will talk about this more tomorrow



FY19 Bus Service Improvement Candidates

Focus of improvements using new bus fleet that will be available in 2019:

- Schedule adjustments to improve on time performance
- Changes targeting ridership improvements, including more frequent service on a number of routes – especially where buses run infrequently
- Service restructuring that adds coverage and improves service to key transit generators



Where Do We Go From Here?

- We are still working on a few issues
- Example: there is interest in development of more of a “grid”-like bus network, and we are assessing the cost and potential rider impacts



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