

# Dallas Streetcar Operations

**Transportation & Infrastructure  
Committee**

**March 24, 2020**

**Michael Rogers, Director  
Department of Transportation**



# Overview

- Background
- History of Streetcar Fare Implementation
- Upcoming DART Schedule
- Ridership Data
- Funding Opportunities
- Recommendations

# Background

On February 12, 2020 the City Council remanded the following item to the Transportation and Infrastructure Committee (TRNI) :

*Authorize payment to DART for operation & maintenance costs for the Dallas Streetcar System from Union Station to Bishop Arts District for Fiscal Year 2020 - Not to exceed \$1,602,000.*

*Financing: Streetcar Developer Fund (\$370,100.00) and General Fund (\$1,231,900.00)*

# Background

City Council Members expressed concerns and asked questions about the following:

- Fare Implementation for the Dallas Streetcar
- Ridership Data Collection
- Economic Impact Associated with the Dallas Streetcar
- Tax Increment Financing Opportunities for the Dallas Streetcar
- Other Funding Opportunities for the Dallas Streetcar

# Fare Implementation - History

24-Jan-18	Council considered annual O&M Funding for FY 18; Item was deferred to study Fare Feasibility
28-Mar-18	DART & TRN staff determine a Public Hearing Schedule for Sept. 2018
25-Apr-18	Council Resolution 18-0625 authorizes an amendment to the O&M Interlocal Agreement (ILA) to: <b>Implement \$1 Fare on the Streetcar &amp; Hold Public Hearings</b>
26-Apr-18	DART letter commits to a new install date by March 2019
01-May-18	TRN requests DART to implement a \$1 fare by September 2018
02-Aug-18	DART email: DART Board deferred fare implementation until after new consolidated ILA is executed. Fare Implementation estimated for <b>March 2019</b>
11-Jan-19	DART letter: DART Board defers Fare until after the new Consolidated ILA. <b>Costs Increase from \$40k to \$325K; Implement Fare by August 2019</b>
28-Aug-19	Council Resolution 19-1235 authorizes a Consolidated ILA
05-Sep-19	DART cannot commit to a schedule but re-commits to a \$40k max cost
01-Oct-19	Consolidated O&M ILA is executed
12-Feb-20	Council considered O&M Funding for FY 20; remanded to TRNI Committee

# Schedule for Implementation of a \$1 Fare

## Public Hearing Process

- Required Fare Equity Analysis - Complete
- DART Committee (2 Steps) – Early Spring 2020
- Board Consideration – Early Summer 2020

## Equipment Procurement

- Validators, Modems, Antenna – Early Spring 2020
- Install & Test Equipment – Late Spring 2020

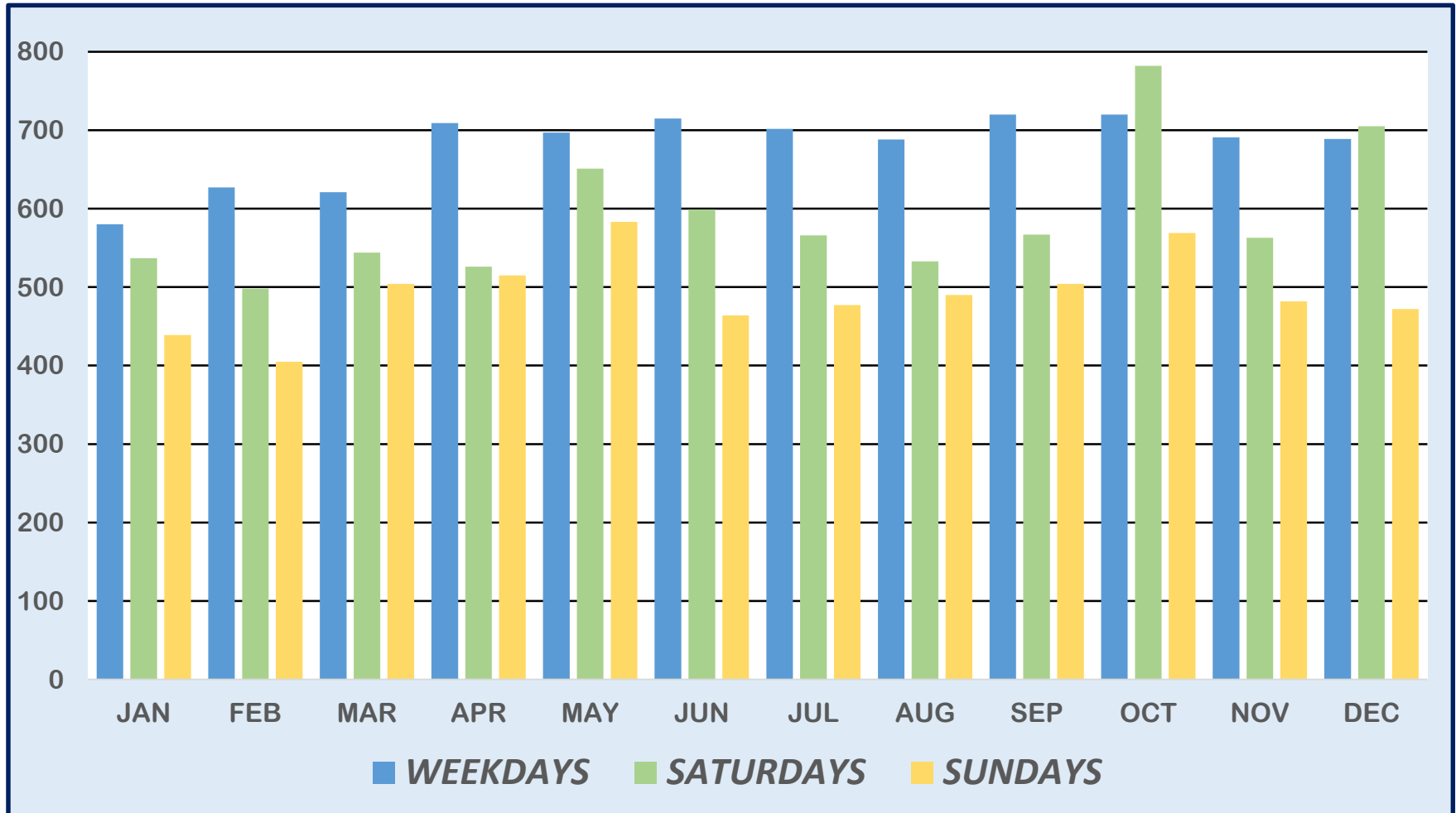
## Implement \$1 Streetcar Fare – Early Summer 2020

# Collection of Ridership Data

Ridership Data is collected with an Automatic Passenger Counter (APC) and reported monthly to the Department of Transportation.



# Average Daily Ridership in 2019



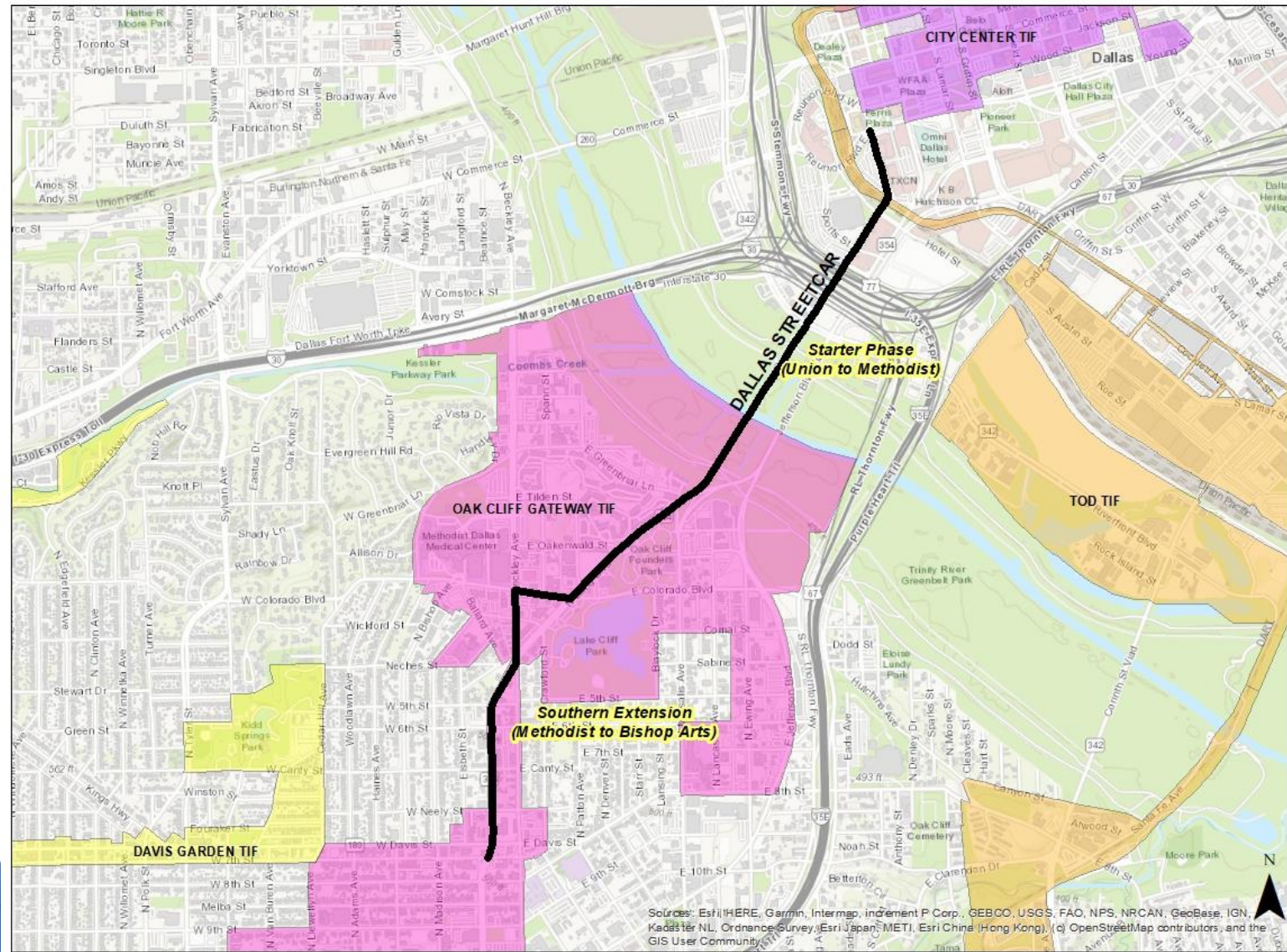
8



# Potential Funding Strategies

- Tax Increment Financing (TIF):
  - Tax increment funds may be committed to a streetcar program if the TIF board and City Council find that such expenditures are necessary or convenient to the implementation of the project plans for these zones.
  - Project costs to be incurred for the operation of the Dallas Streetcar would have to be listed in the project and financing plans for a TIF district as costs of a program benefitting the zone, and the TIF Board and the City Council must make findings that such project costs are necessary or convenient to the implementation of the Project Plans for the zone.

# Potential Funding Strategies: TIF Districts



# Potential Funding Strategies

## Advertising

- Indoor Ads & Exterior Wraps
- Sell Streetcar naming rights



## Evaluate the feasibility of funding from:

- Tourism Public Improvement District (TPID)
- Downtown Public Improvement District (DPID)
- Explore property owner interest in creating a new PID
- Public-Private Partnership – Advertise, Collect Fare, and Activate (Develop) Adjoining Land



# Recommendations

- Authorize O&M funding for FY 2020 to address the City's current funding obligations
- Staff will continue to evaluate the potential for TIF, PID, and private funding options, and will report to the Transportation and Infrastructure and Economic Development Committees for consideration in the Summer of 2020.

# Dallas Streetcar Operations

**Transportation & Infrastructure  
Committee**

**March 24, 2020**

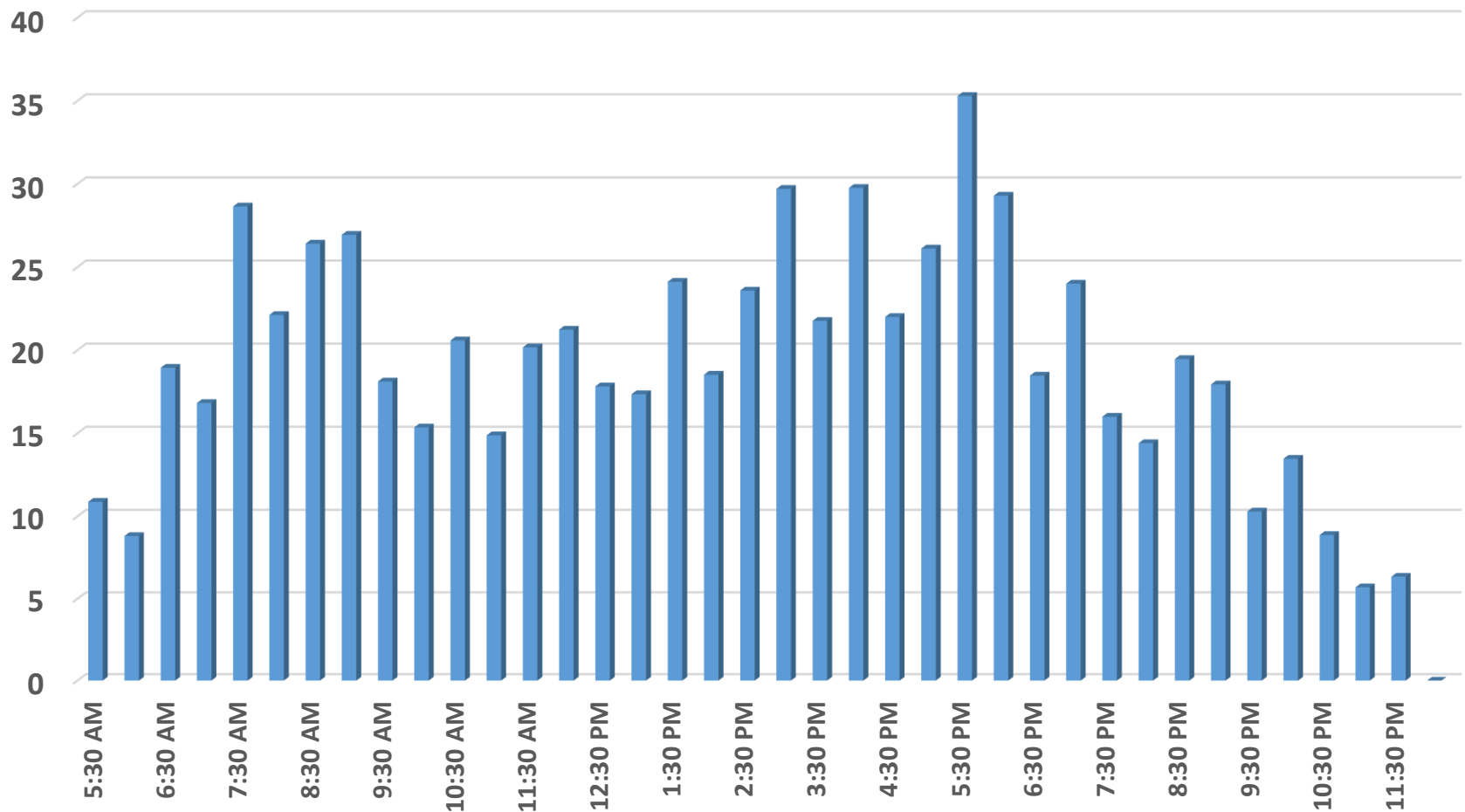
**Michael Rogers, Director  
Department of Transportation**



# Appendix



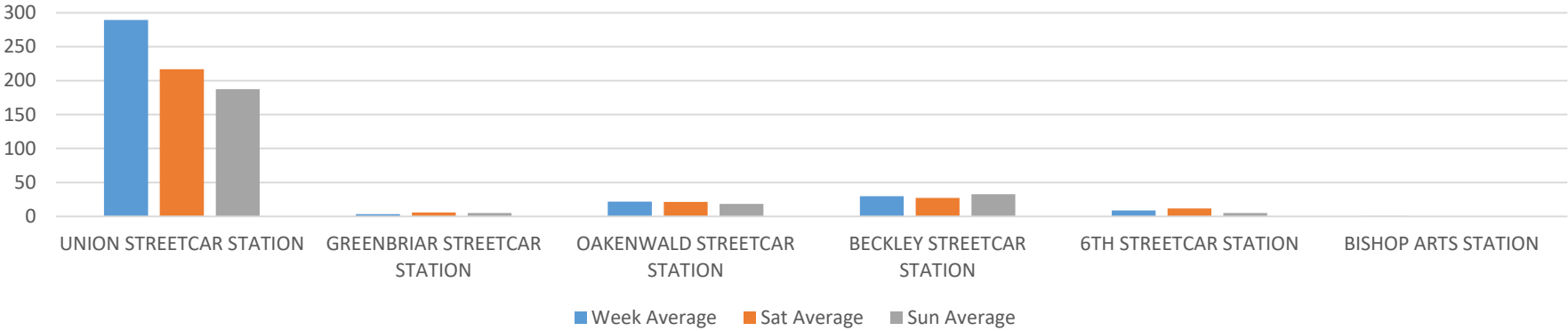
# Ridership Data: Weekday Boardings



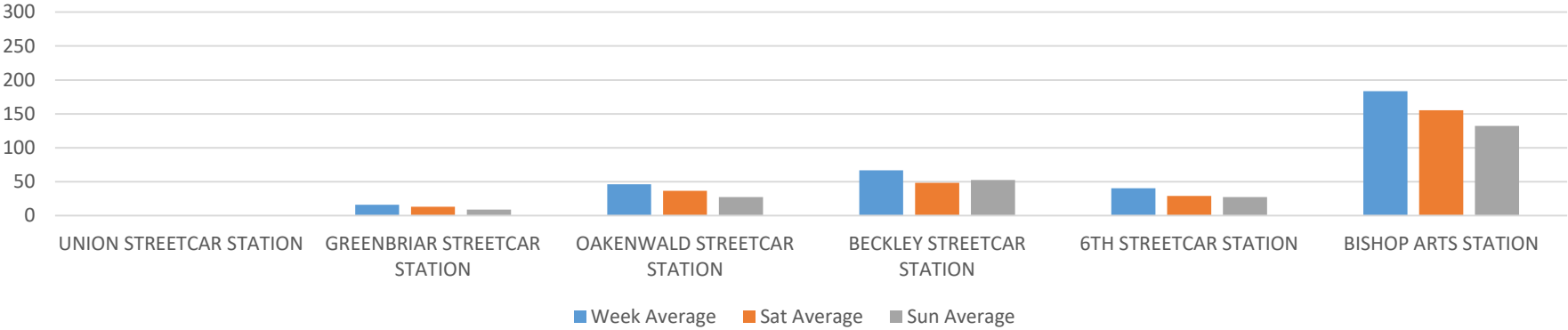
15

# Ridership Data: SB By Stops

## SB BOARDINGS



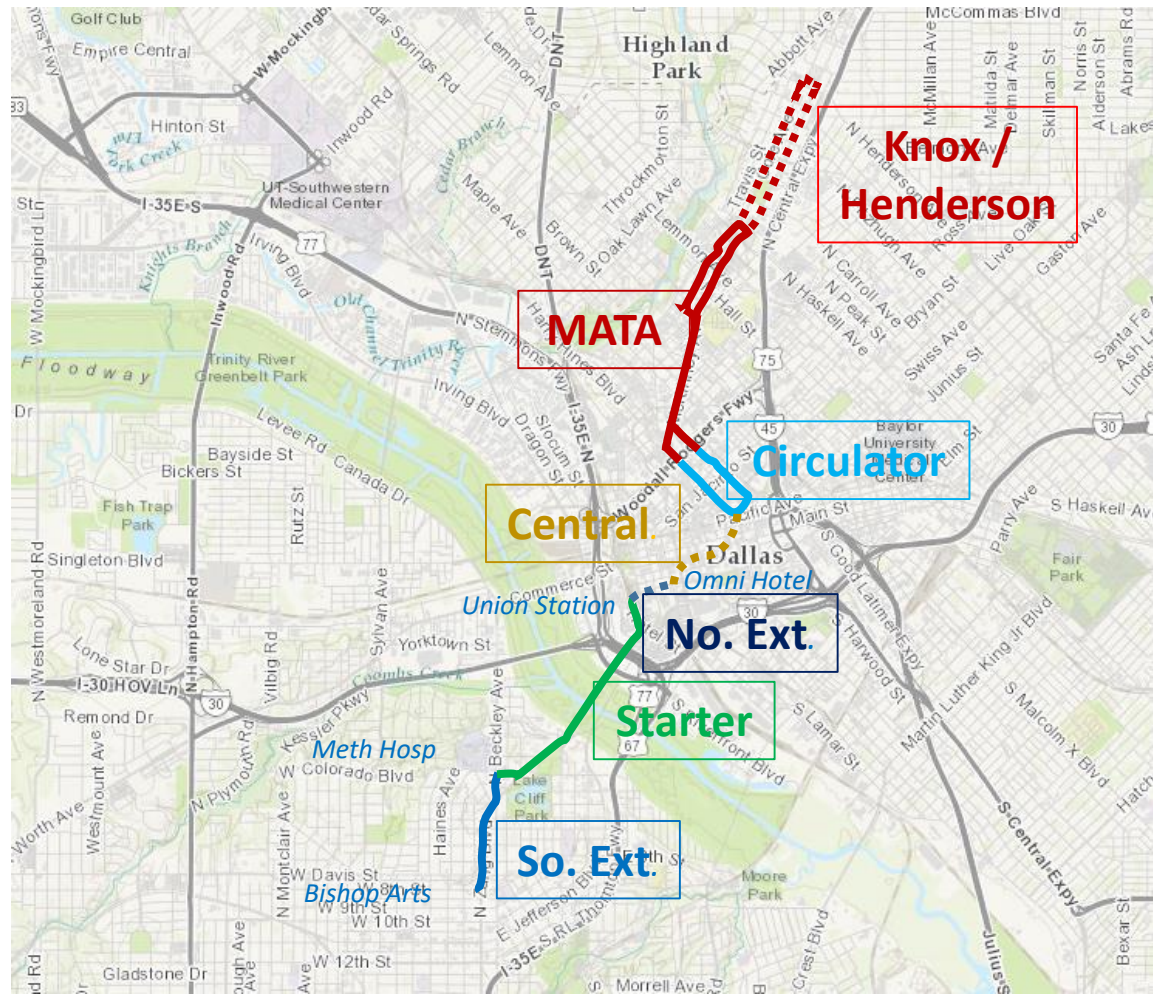
## SB ALIGHTINGS





# Streetcar Sections

- MATA (1980's)
- Urban Circulator (2015)
- Starter (2015)
- South Extension (2016)
- North Extension (2020)
- Central Link (2024)
- Knox/Henderson (Future)



# Starter Phase

- 1.6 Miles & 4 Stops
- Union Sta. to Methodist Hosp.
- First in U.S. to use Battery Power *(on Houston Viaduct)*
- Opened April 2015
- Funding = \$50.8M
  - \$26M TIGER, \$15.8 RTR
  - \$9M DART (for Vehicles)



# Southern Extension

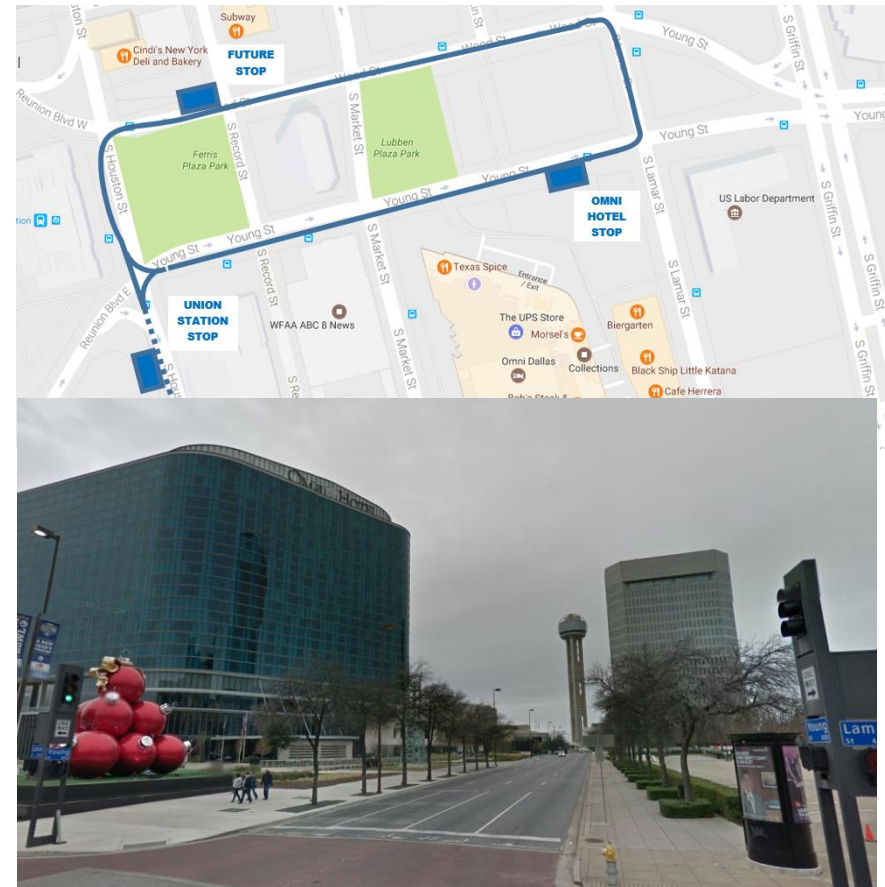
- 0.75 miles & 3 Stops
- Methodist Hosp. to Bishop Arts
- Opened August 2016
- Cost = \$22M





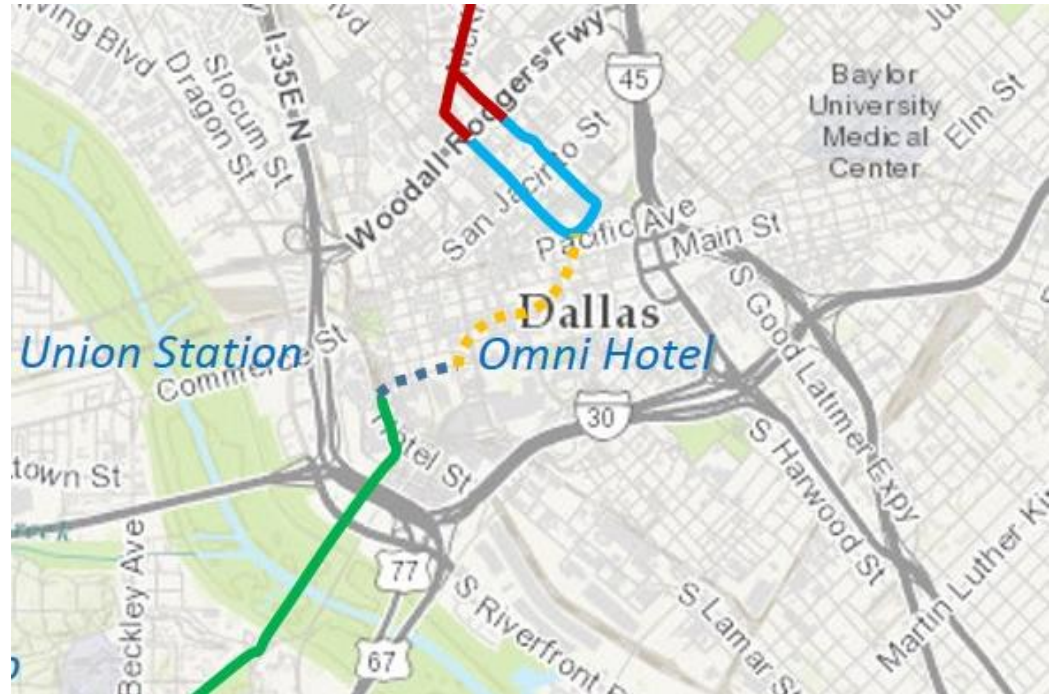
# Northern Extension

- 0.5 Miles & 2 Stops
- Loops from Union Station to the Omni Hotel and back
- Cost = \$7.8M
- Funding = \$7.8M TMF
- City is reviewing the 30% design



# Proposed Central Link

- Council Res. 17-1427
- Preferred Alignment: Commerce & Elm
- Continue study on Young and Main St alignments
- DART Budgeted \$80M
- DART is scoping for Conceptual Design



# Proposed Knox / Henderson

- MATA or DART or City Operated
- Construction funding is not Identified
- NCTCOG committed \$1M for study (requires 20% match.)
- Feasibility study to begin following Strategic Mobility Plan

