

## **Bundle 8 – Public Transit**

Policies and Actions with Detailed Information

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The Plano Tomorrow Policies and Actions were developed through meetings with the Planning & Zoning Commission, City Council, and extensive public outreach. Information on this process can be found here:

- [Public Outreach Process](#)
  - [Advisory Committee Workshops](#)
  - [Adoption Process](#)
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### ***The Built Environment - Public Transit***

**POLICY** - Plano will provide access to a convenient transit network focused on increased travel options and direct connections to major local destinations.

#### **PT1) Inform and promote Dallas Area Rapid Transit (DART) services offered in Plano to city residents.**

**Status:**

- Recurring and on track
- The city meets quarterly with DART and shares their content with residents as it is received. The GoLink service has recently been heavily promoted and was featured in the last two [State of the City events](#).
- Both the City of Plano and DART social media outlets regularly promote new service or changes in service offered by DART. The city has promoted new DART projects and service changes with informative videos on the [city's YouTube channel](#).
- Detailed information about DART routes, fares, and planned projects can be found on the [DART website](#).

**Background:**

Promoting transit as a viable option in the mix of transportation alternatives is important to the success of the local DART service. Residents and employees in the service area may be unaware of the convenience of using transit for their daily activities or of new service changes. Creative marketing campaigns can enhance the perception of transit as an effective alternative form of transportation and perhaps lead to new riders who may be unaware of its availability or advantages of using it.

**PT2) Develop metrics to measure ridership and to identify service enhancements.**

**Status:**

- Pending
- DART has established [performance metrics](#) and shares the data with DART member cities.

**Background:**

Various performance measures can be used to evaluate ridership and service quality over time to prioritize service enhancements. These can include:

- Ridership – the level of riders using a service or services within the local transit system. Specific metrics include total ridership, passenger miles, and number of riders using park-and-ride lots.
- Availability – total service hours provided versus total hours needed to meet transit demand.
- Cost and efficiency – utilization of resources, cost, and other measures of efficiency, such as passengers per vehicle mile or total operating cost per passenger.
- Quality – the quality of service experienced by transit riders, such as speed, safety, and reliability.

**PT3) Increase the number of public transit options throughout all of Plano by working with DART to enhance service provision.**

**Status:**

- In Progress
- DART has initiated the [GoLink program](#) with three GoLink service areas in Plano. DART is also currently planning to implement a [Transit Priority System](#) along Spring Creek Parkway from DART's Parker Road Red Line Station to the Northwest Plano Transit Station.
- NCTCOG is working with DART, Collin County, and city staff to develop the Collin County Transit Plan.

**Background:**

The City continues to coordinate with DART for ongoing service planning efforts. Current major DART initiatives include:

- The [Transit System Plan](#) will outline agency capital and operating priorities through year 2045, with a focus on [Mobility as a Service \(MaaS\)](#), new services and programs, and optimization of the current system.
- The [DARTZoom Bus Network Redesign](#) is currently underway and scheduled to be complete in Spring 2021 to guide bus network changes in 2022 and beyond.
- A [Streetcar Master Plan](#), an element of the Transit System Plan, which will identify potential streetcar opportunities.
- The [Silver Line Regional Rail](#) project (in the Cotton Belt corridor) is in the design-build phase and is expected to open by December 2022. The Silver Line will provide east-west service through seven cities along a 26-mile corridor from Plano to DFW International Airport.

**PT4) Study the feasibility and identify the required infrastructure and routes for a Bus Rapid Transit program.**

**Status:**

- In Progress
- Staff is currently working with DART to implement Transit Priority System along Spring Creek Parkway from DART's Parker Road Red Line Station to the Northwest Plano Transit Station. DART is funding the project.

**Background:**

In 2019, DART approved interlocal agreements with several cities for the operation of a 5-year Transit Signal Priority (TSP) pilot program for buses. The \$2.9 million program for the cities of Dallas, Garland, Farmers Branch, Addison, Carrollton, Richardson, and Plano will reduce or eliminate unnecessary stops at signalized intersections. TSP technology favors buses by allowing a green light extension or an early green light along rapid bus corridors, corridors with traffic congestion, and corridors with efficiency issues. More information can be found on [DART's website](#).

**PT5) Work with DART to protect public transit users from weather and vehicular traffic through the installation of transit shelters at service stops.**

**Status:**

- In Progress
- Staff has requested alighting data from DART to identify high activity bus stop locations. DART determines need for sheltered locations based on user activity. DART will fund, install, and maintain shelter locations that meet user activity thresholds. DART will also install and maintain standard shelters that don't meet user activity thresholds if the City installs the in-ground infrastructure including shelter pads, sidewalks, and ADA accessible ramps. High technology shelters including Next Bus LED signs, video surveillance security cameras, WiFi, lighting, and advertising panels are also available from DART for an additional cost.

**Background:**

The National Association of City Transportation Officials [Transit Street Design Guide](#) provides guidance on the use of transit shelters. Recommendations include:

- The provision of shelters should be prioritized with the goal of improving comfort for the most passengers. In addition to stops with a moderate number of boardings, shelters should be provided at transfer points, weather-exposed locations, and where ridership of seniors and children is relatively high.
- At low-volume stops, where service is less frequent or only basic coverage service is provided, simple shelters can provide comfortable seating and vital information. Provision of comfortable shelter and seating can significantly improve perception of wait time and rider satisfaction.

**PT6) Support DART's efforts to fund development of the Cotton Belt Commuter Rail to provide access to the Dallas-Fort Worth International Airport.**

**Status:**

- Complete
- DART's Cotton Belt (now named the Silver Line) is fully funded. Utility relocations have begun with an expected revenue service start date at the end of 2022. Through staff efforts, DART changed the Jupiter Road rail crossing from an at-grade crossing to an elevated crossing (i.e., the Silver Line will go over Jupiter Road).
- An interlocal agreement for the Silver Line was approved by Plano's City Council and the DART Board of Directors in August of 2018.

**Background:**

The [DART 2030 Transit System Plan](#) (TSP), approved in October 2006, identified the Cotton Belt Corridor as a priority project. In 2016, DART advanced implementation of the Cotton Belt to the year 2022 in its FY2017 Twenty-Year Financial Plan. The 26-mile Cotton Belt Corridor extends between DFW Airport and Shiloh Road in Plano. The Cotton Belt "Silver Line" Project's primary purpose is to provide passenger rail connections and service that will improve mobility, accessibility, and system linkages to major employment, population, and activity centers in the northern part of the DART Service Area. The latest project information can be found on DART's [Silver Line Project website](#).

**PT7) Investigate feasibility of partnerships regarding for the provision of trolley services within major destination areas.**

**Status:**

- In Progress
- Transportation staff provided several potential streetcar/trolley roadway segments to DART for their [Streetcar Master Plan](#). The [LegacyConnect Transportation Management Association](#) is also evaluating multiple transit type solutions including trolleys and an elevated people mover system.

**Background:**

In a transit system, streetcars typically serve a different purpose than both bus and light rail. While streetcars can share the same rail as light rail, the main difference is that streetcars are for local transportation. Light rail routes are generally longer, carrying people in or between suburbs; whereas streetcars tend to be shorter, shuttling people through busier areas of a city. Streetcars also make more frequent stops and tend to cover less distance altogether. As part of their Streetcar Master Plan, DART is currently evaluating 15 potential corridors in eight cities to implement streetcar service. Plano's candidate corridors include a Legacy Circulator route and a Downtown Plano-Collin Creek route. The results of DART's plan will include identification of near-term and long-term strategic streetcar opportunities, as well as opportunities to integrate streetcar service with local land use and transportation plans.

The American Public Transportation Association developed a [guide](#) explaining the typical characteristics of light rail and streetcar systems.