





DCTA CONNECT

LEWISVILLE / HIGHLAND VILLAGE COMPREHENSIVE OPERATIONAL ANALYSIS

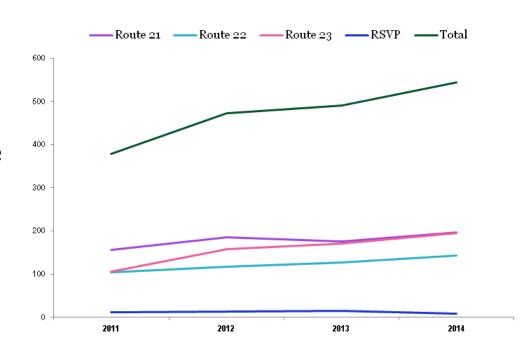




Project Background



- Connect ridership is growing in Lewisville
- Several recent initiatives have helped transform the system in positive ways
 - New buses
 - Passenger amenities
 - A-train launch
 - Real-time vehicle location information (Where's My Ride)
 - Mobile ticketing and Uber integration (GoPass)
- Time is right to focus on service





COA Study Goals



- Identify strengths and weaknesses of existing system
 - Review travel patterns
 - Assess system efficiency
 - Identify unmet transit needs
- Recommend service improvements
 - Serve existing riders better
 - Attract new riders
 - Improve over-all system productivity



COA Study Approach

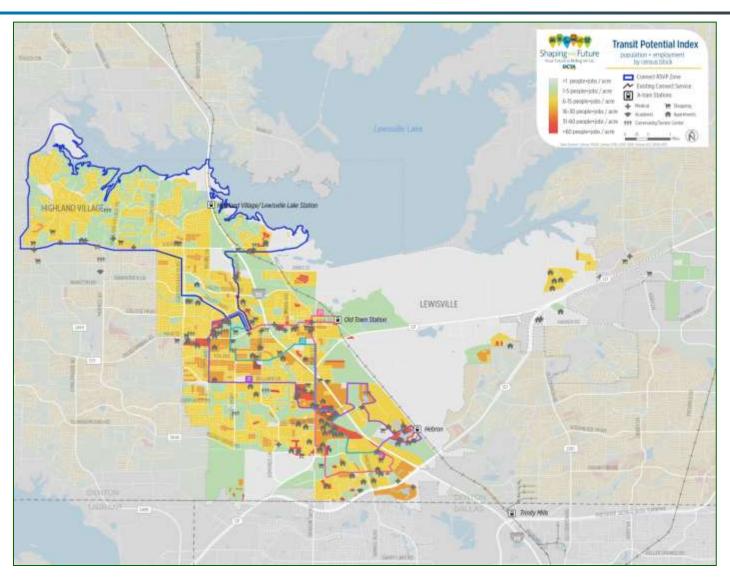


- Three main focus areas of analysis:
 - 1. What does the market say?
 - Population and Employment density
 - Population characteristics
 - Land-use characteristics
 - Regional travel patterns
 - 2. What do the numbers say?
 - Ridership
 - Productivity
 - On-time Performance
 - 3. What do the people say?
 - Riders
 - Non-riders
 - Staff
 - Stakeholders



Market Analysis

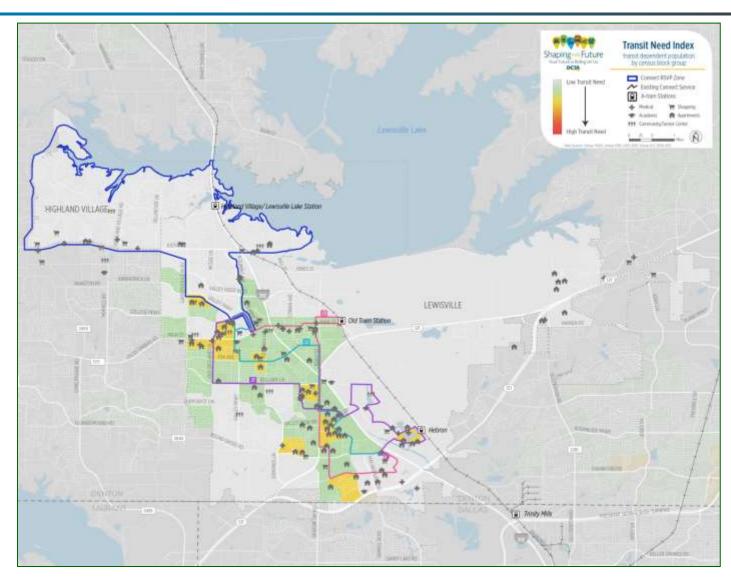






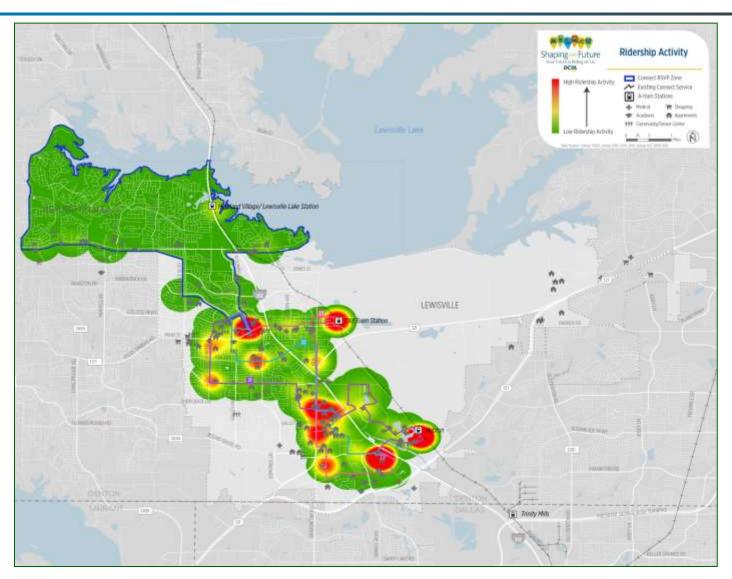
Market Analysis





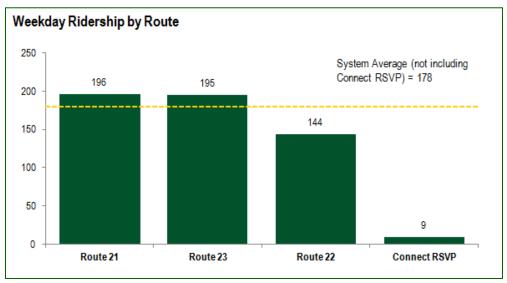
Service Analysis

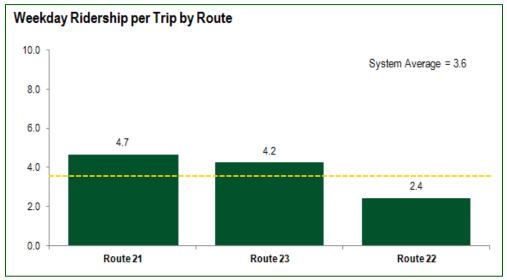




Service Analysis



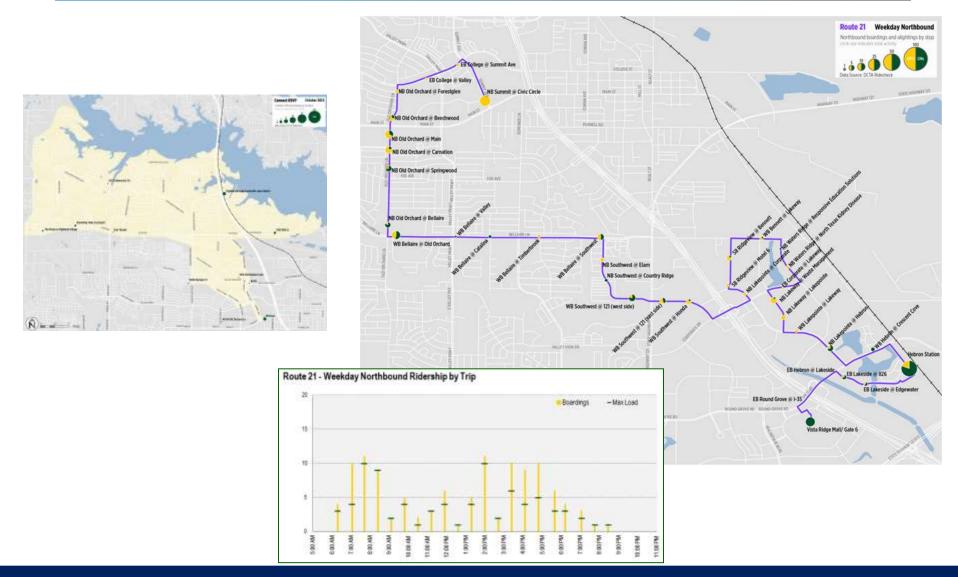






Service Analysis





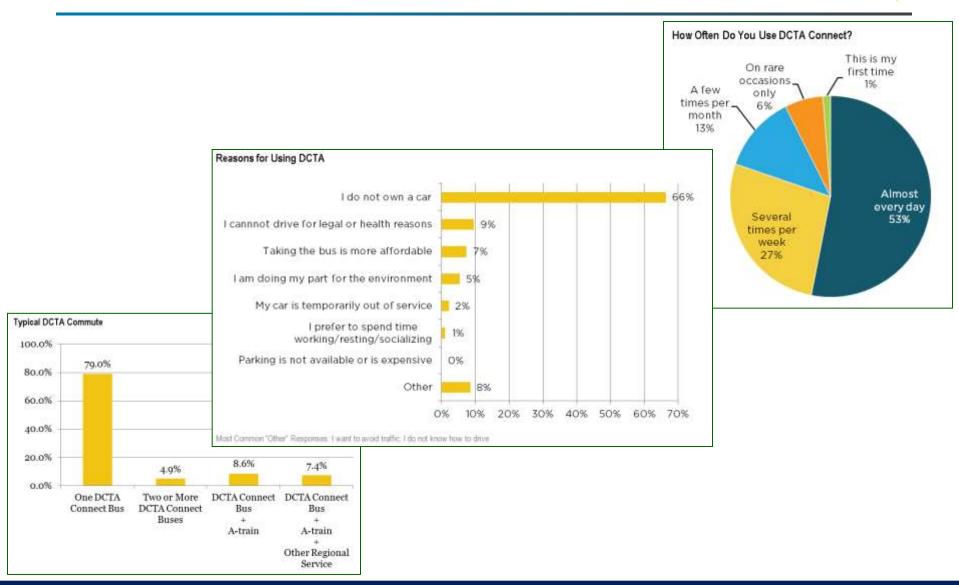




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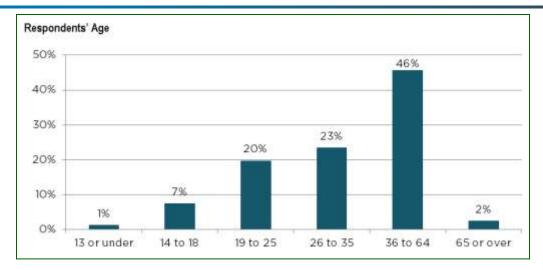


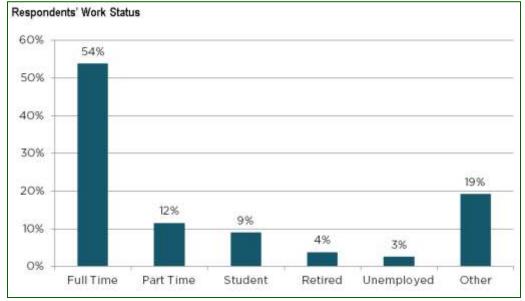






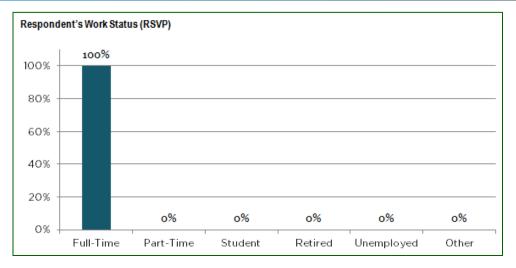


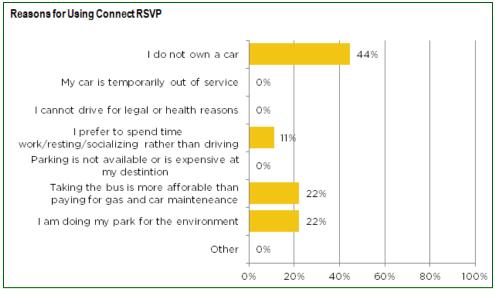














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Connect Bus Service Impro ×	A * 0
Shaping *** Future Your Future is Riding on Us.	î
Connect Bus Service Improvement Survey	
2. How often do you use DCTA Connect or Connect RSVP service in Let Almost every day Several times per week A few times per month On rare occasions only	wisville or Highland Village?
Never 3. What is your gender?	
○ Male	
Female	
4. What is your approximate household income (Optional)?	
C Less than \$25,000	
\$25,000 - \$44,999	
\$45,000 - \$64,999	
S65,000-584,999	
More than \$85,000	
O No response	
5. What is your age?	
13 or under	
C 11 10	· ·





• What is DCTA's greatest successes or greatest value to the community?

• What are DCTA's challenges and how do they impact the community?

• What are the top 2 or 3 most important goals that DCTA should focus on in coming years?





 Are there any current DCTA Connect routes that should be changed or eliminated?

 Are there areas of Lewisville / Highland Village that are not currently being served that really should be?

• Are there other service issues that need attention (service frequency, hours of operation, fares, etc.)?





Do passengers have the tools they need to navigate the DCTA system?

Does DCTA provide an inviting passenger environment?

• Are there other transit systems that "get transit right" and could serve as a model for DCTA in Lewisville and Highland Village?



Next Steps



- Preliminary Service Recommendations August/September
- Next round of Public Meetings September
- Final Recommendations October



Which Would Your Prefer?



More frequent bus service	R	Longer service hours
More weekday service	B	More weekend service
More bus stops for shorter walk distance	R	Fewer bus stops for faster bus service
Buses running more frequently but on fewer streets	R	Buses running on more streets but less frequently
Improve existing service	R	Serve new areas



Give Us Your Thoughts....

What is DCTA doing well in Lewisville and Highland Village?	How could DCTA improve service in Lewisville and Highland Village?







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