



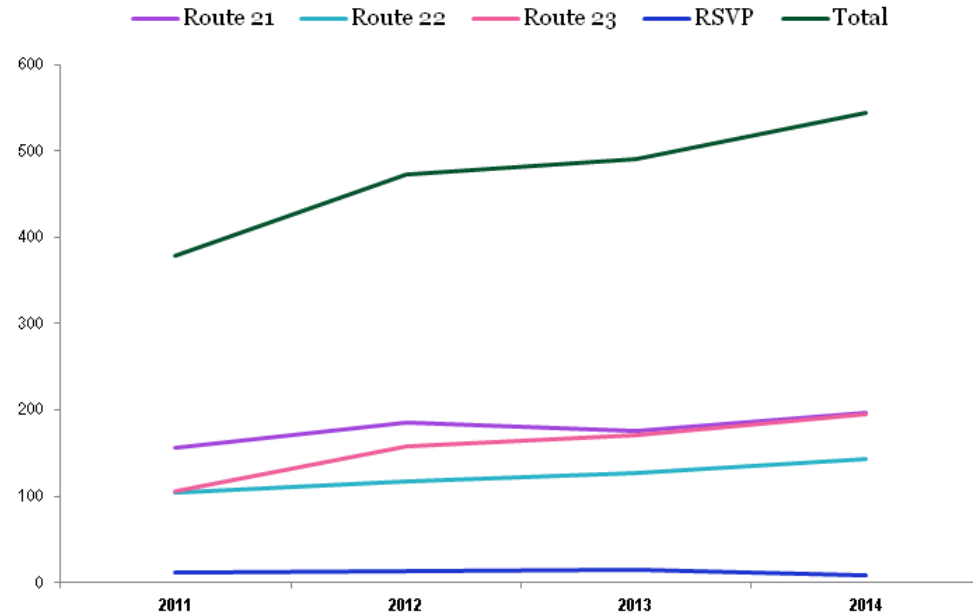
# LEWISVILLE / HIGHLAND VILLAGE COMPREHENSIVE OPERATIONAL ANALYSIS



# Project Background



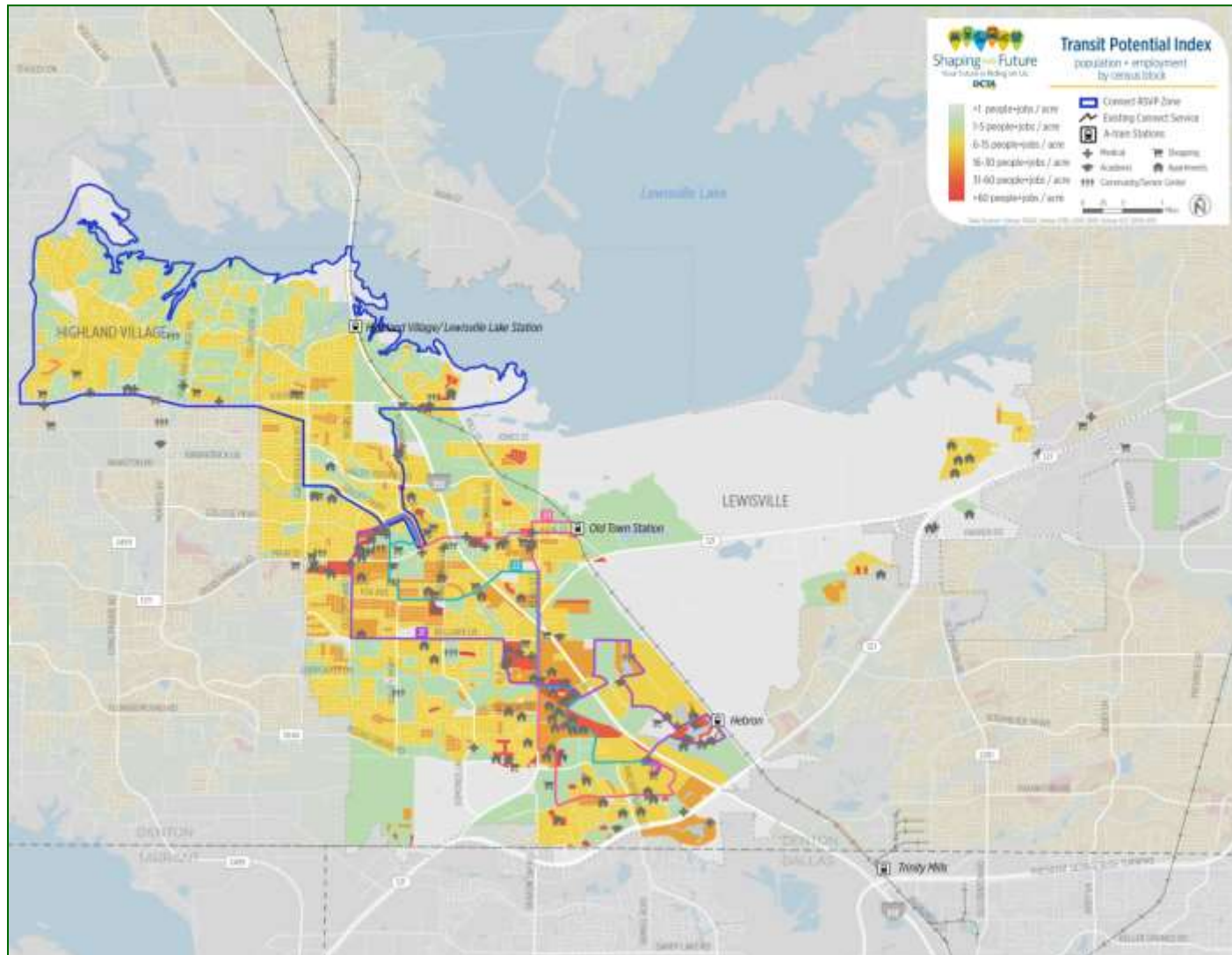
- Connect ridership is growing in Lewisville
- Several recent initiatives have helped transform the system in positive ways
  - New buses
  - Passenger amenities
  - A-train launch
  - Real-time vehicle location information (Where's My Ride)
  - Mobile ticketing and Uber integration (GoPass)
- Time is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



- 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

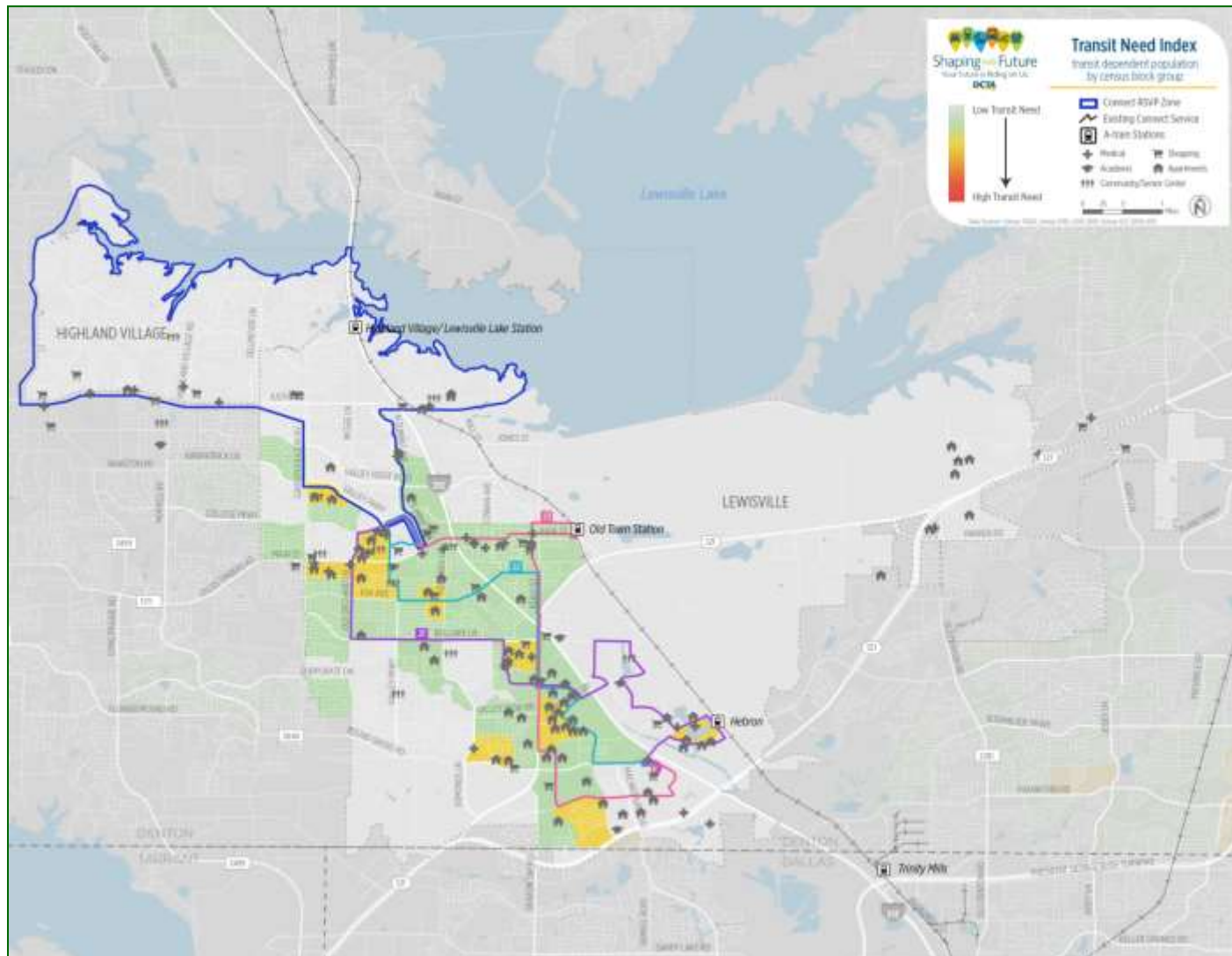
- Three main focus areas of analysis:
  1. What does the market say?
    - Population and Employment density
    - Population characteristics
    - Land-use characteristics
    - Regional travel patterns
  2. What do the numbers say?
    - Ridership
    - Productivity
    - On-time Performance
  3. What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

# Market Analysis

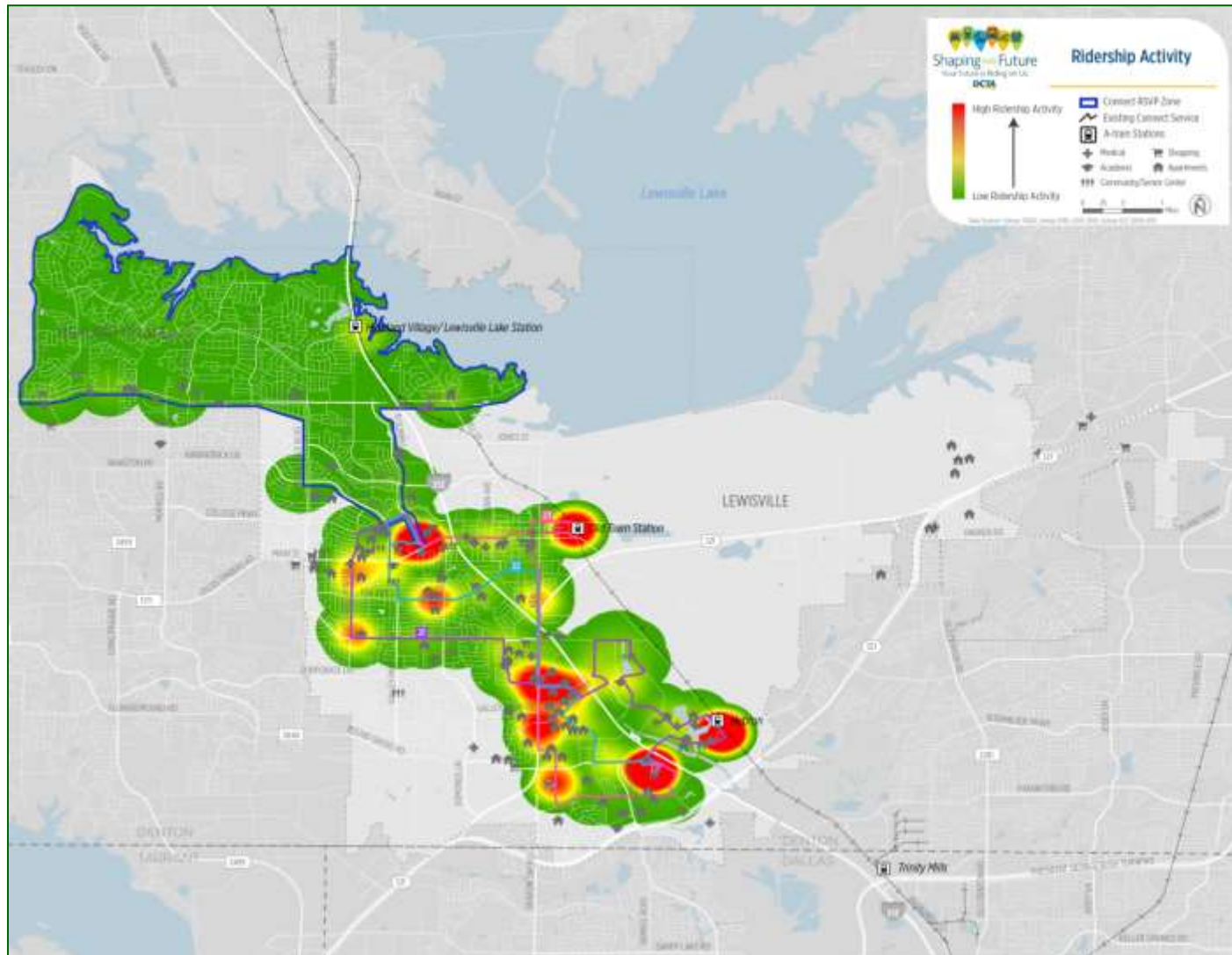




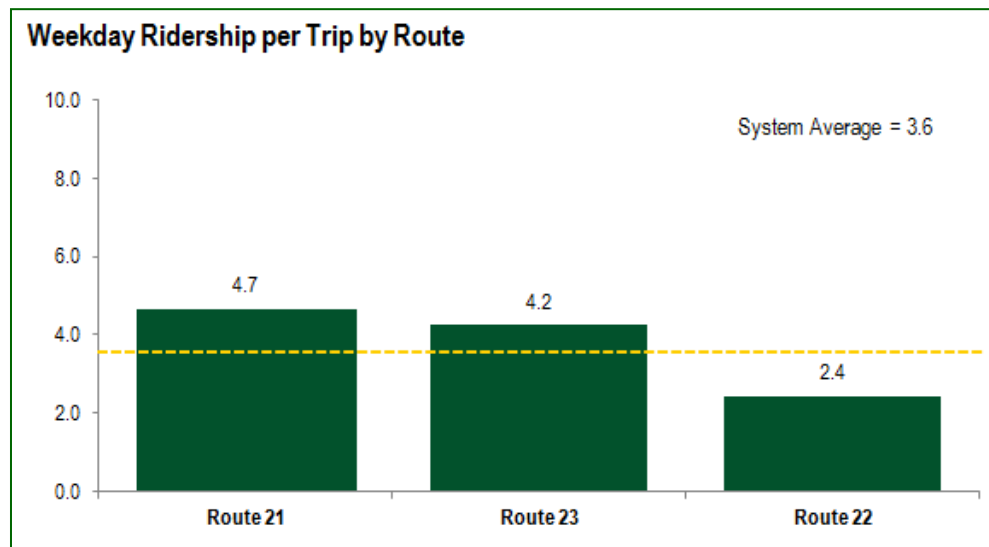
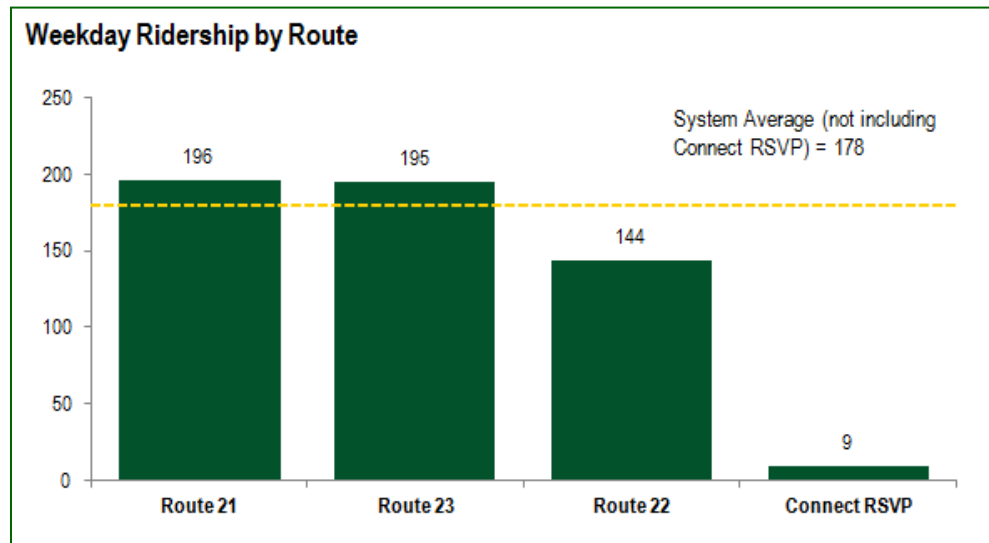
# Market Analysis



# Service Analysis

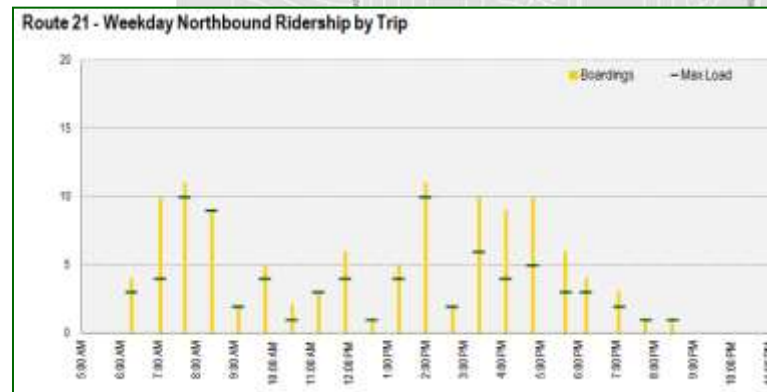
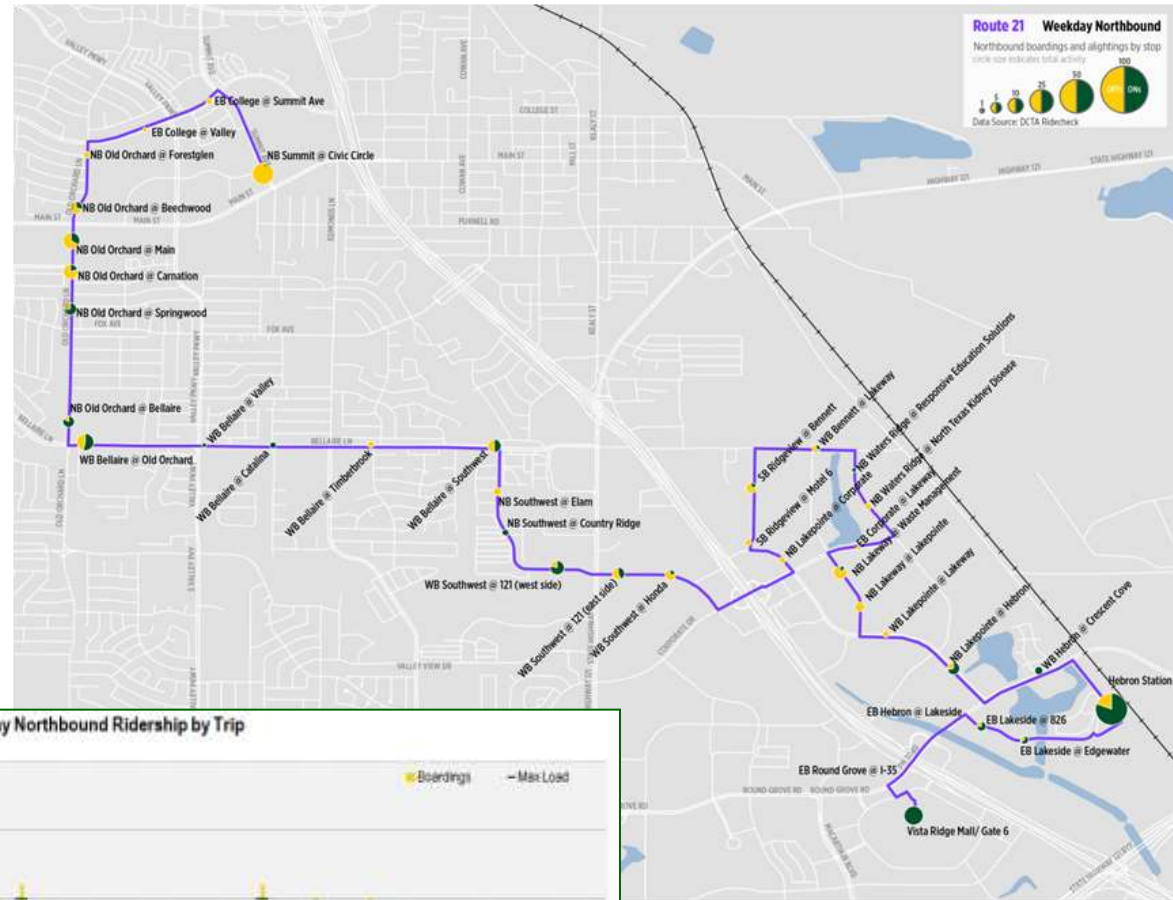


# Service Analysis






# Service Analysis



# Stakeholder Input





**CONNECT BUS SERVICE IMPROVEMENT SURVEY**

Response Number

Please help DCTA improve transit service in Lawrenceville and Highland Village by completing the survey below.  
If you have already taken this survey on another trip, you do not need to take it again.

- How often do you use DCTA service?
  - Almost every day
  - Several times per week
  - A few times per month
  - On rare occasions only
  - This is my first time
- Including this bus, which routes will you use to complete this one-way trip (including A-train, DART, or other services)?  
1st Route: \_\_\_\_\_ 2nd Route: \_\_\_\_\_ 3rd Route: \_\_\_\_\_
- Where did you begin this one-way trip?
  - Home
  - Work
  - School
  - Store or Shopping Center
  - Hospital or Clinic
  - Other \_\_\_\_\_

Please provide an address or description of where this place is located:
- Where is your final destination on this one-way trip?
  - Home
  - Work
  - School
  - Store or Shopping Center
  - Hospital or Clinic
  - Other \_\_\_\_\_

Please provide an address or description of where this place is located:
- If this route didn't exist, how would you have made this trip?
  - Drive alone
  - Walk
  - Bike
  - Get a ride/carpool
  - Would not have made this trip
  - Other \_\_\_\_\_
- Where did you get your information about DCTA services? (select all that apply)
  - DCTA Website
  - DCTA Go Guide
  - Stop/Station Signage
  - Where's My Ride Tool
  - DCTA Customer Service
  - Social Media (Facebook, Twitter, etc)
  - Other \_\_\_\_\_
- What is your gender?
  - Male
  - Female
- What is your age?
  - 13 or under
  - 14-18
  - 19-25
  - 26-35
  - 36-64
  - 65 or over
- Which of the following best describes your employment status?
  - Full-Time
  - Part-Time
  - Student
  - Retired
  - Unemployed
  - Other \_\_\_\_\_
10. What is your approximate household income? (Optional)
  - Less than \$10,000
  - \$10,000 - \$29,999
  - \$30,000 - \$49,999
  - \$50,000 - \$74,999
  - More than \$75,000
  - No response
11. Which category best describes your ethnic or racial background? (select all that apply)
  - White
  - Black/African American
  - Native Hawaiian/Pacific Islander
  - American Indian or Alaska Native
  - Hispanic
  - Other \_\_\_\_\_
  - Do not care to respond
12. Which of the following describe the reasons that you use DCTA? (select all that apply)
  - I do not own a car
  - My car is temporarily out of service
  - I cannot drive for legal or health reasons
  - I prefer to spend time working / resting / socializing rather than driving
  - Parking is not available or is expensive at my destination
  - Taking the bus is more affordable than paying for gas and car maintenance
  - I am doing my part for the environment
  - Other \_\_\_\_\_
13. What type of fare do you typically use when riding DCTA?
 

	Connect (Bus Only)		Local System		Regional System	
	Reduced	Fare	Reduced	Fare	Reduced	Fare
One-Way Trip	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-
10-Ride Book	-	<input type="checkbox"/>	-	-	-	-
2-Hour Pass	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Day Pass	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-Day Pass	-	-	-	<input type="checkbox"/>	-	<input type="checkbox"/>
10-Ride Day Pass	-	-	-	<input type="checkbox"/>	-	<input type="checkbox"/>
Monthly Pass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Annual Pass	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer Youth Pass	-	-	-	<input type="checkbox"/>	-	-
Student/Faculty Fall Semester Pass	-	-	-	<input type="checkbox"/>	-	<input type="checkbox"/>
Summer Semester Pass	-	-	-	<input type="checkbox"/>	-	<input type="checkbox"/>
Student/Faculty Annual Pass	-	-	-	<input type="checkbox"/>	-	<input type="checkbox"/>

DART/The T Regional Passes     DCTA Day-ops  
 OTHER \_\_\_\_\_
14. The following questions ask your preference. Please check **ONE** box per row only!
 

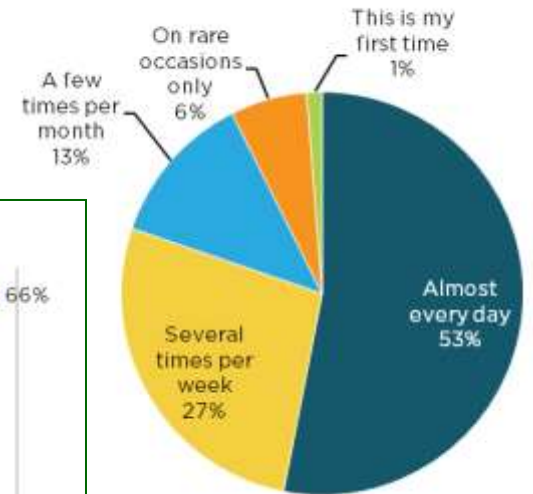
More frequent bus service	◀ <input type="checkbox"/> OR <input type="checkbox"/> ▶	Longer service hours
More weekday service	◀ <input type="checkbox"/> OR <input type="checkbox"/> ▶	More weekend service
More bus stops for shorter walk distance to/from bus stops	◀ <input type="checkbox"/> OR <input type="checkbox"/> ▶	Power bus stops for faster bus service
Buses running more frequently but on fewer streets	◀ <input type="checkbox"/> OR <input type="checkbox"/> ▶	Buses running on more streets but less frequently
Improve existing service	◀ <input type="checkbox"/> OR <input type="checkbox"/> ▶	Serve new areas

If you would like to provide any additional details regarding your answers above, please use the space on the back.

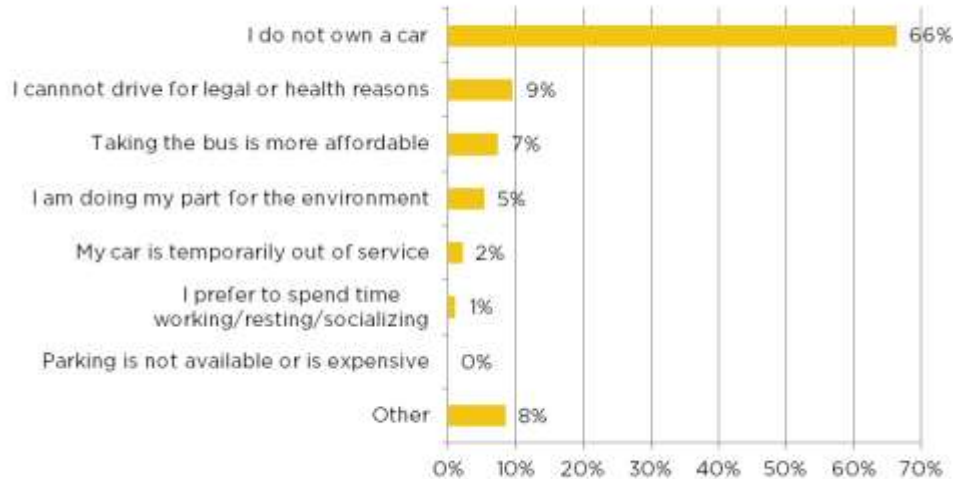
# Stakeholder Input



How Often Do You Use DCTA Connect?

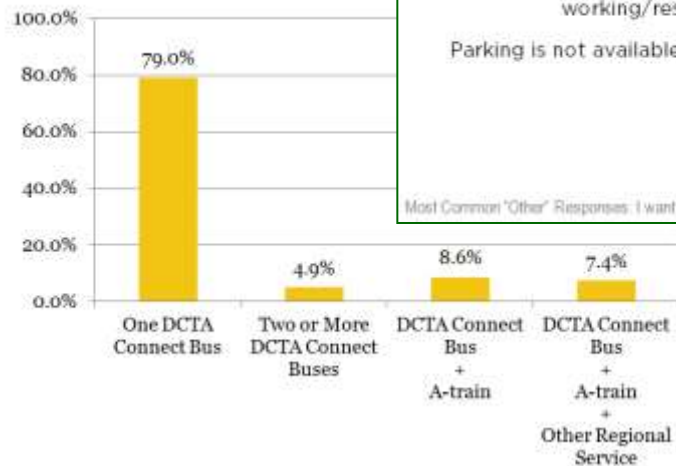


Reasons for Using DCTA

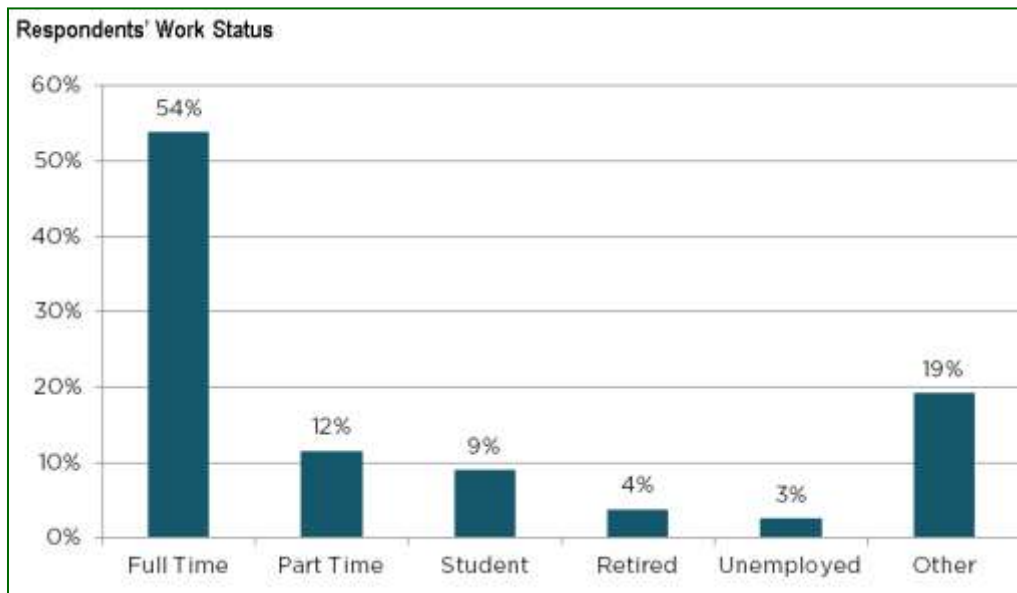
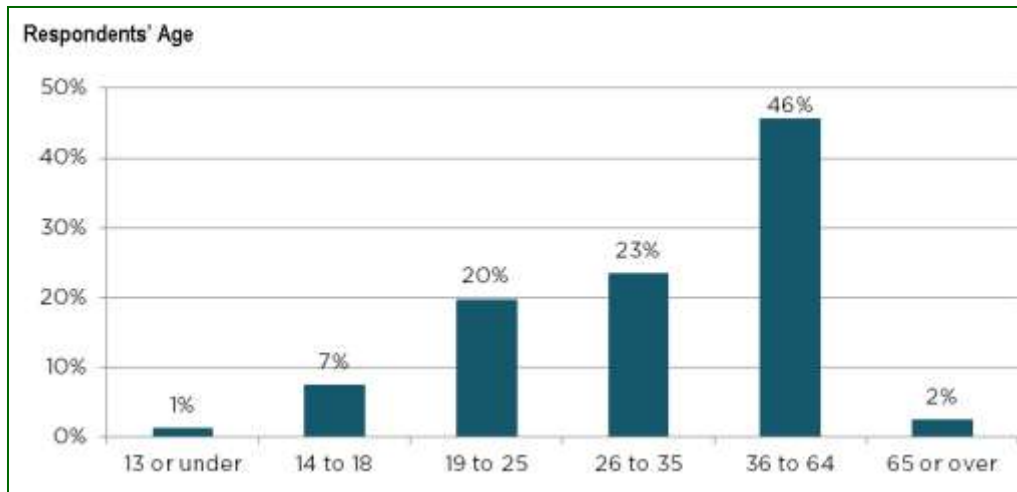


Most Common "Other" Responses: I want to avoid traffic; I do not know how to drive

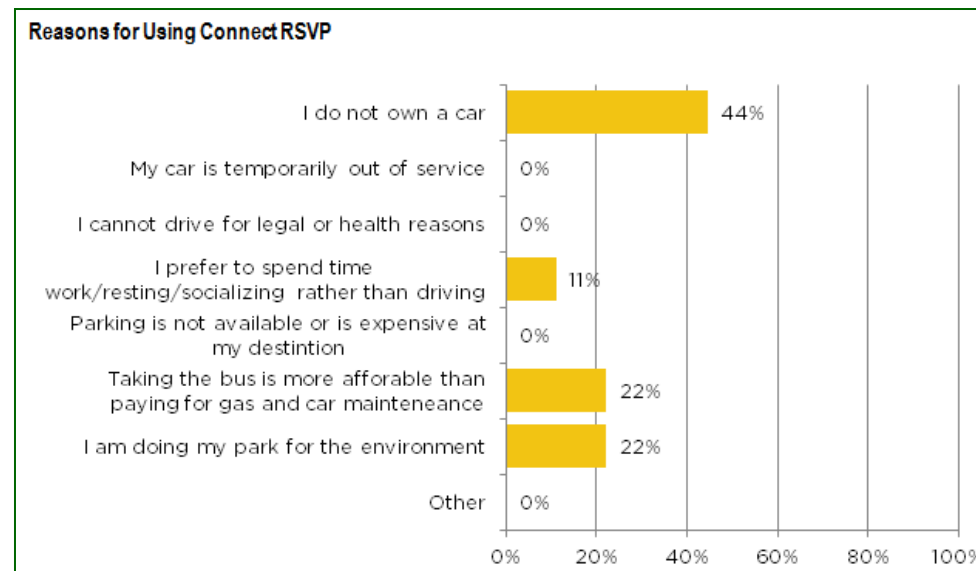
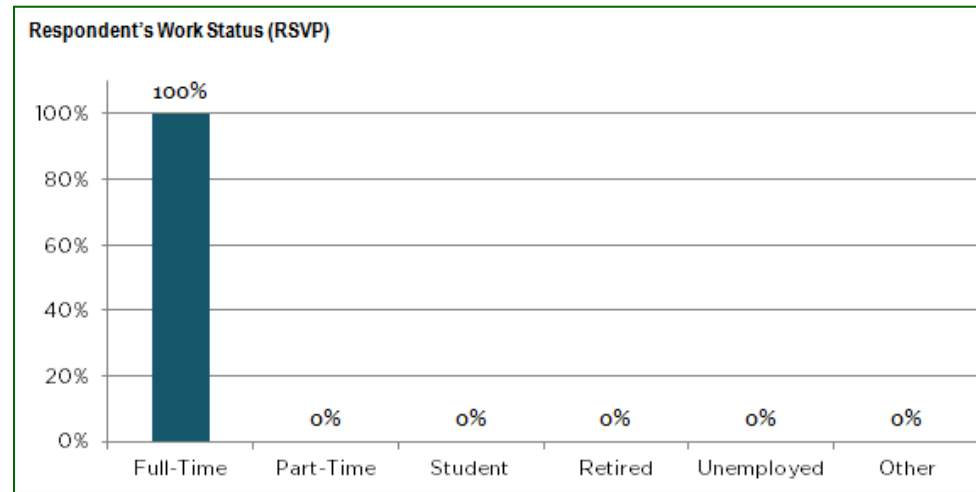
Typical DCTA Commute



# Stakeholder Input



# Stakeholder Input





# Stakeholder Input

A screenshot of a web browser displaying a survey. The browser's address bar shows a URL starting with "https://". The survey header includes the DCTA logo and the slogan "Shaping our Future Your Future is Riding on Us." Below the header, the survey title "Connect Bus Service Improvement Survey" is displayed in a green bar. The survey content consists of five numbered questions, each with radio button options:

2. How often do you use DCTA Connect or Connect RSVP service in Lewisville or Highland Village?

- Almost every day
- Several times per week
- A few times per month
- On rare occasions only
- Never

3. What is your gender?

- Male
- Female

4. What is your approximate household income (Optional)?

- Less than \$25,000
- \$25,000 - \$44,999
- \$45,000 - \$64,999
- \$65,000 - \$84,999
- More than \$85,000
- No response

5. What is your age?

- 13 or under
- 14-18

- 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 You Prefer?

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

# Give Us Your Thoughts . . . . .

**What is DCTA doing well in Lewisville and Highland Village?**

**How could DCTA improve service in Lewisville and Highland Village?**



# LEWISVILLE / HIGHLAND VILLAGE COMPREHENSIVE OPERATIONAL ANALYSIS

