

Memorandum



CITY OF DALLAS

DATE: September 12, 2014

TO: Honorable Mayor and Members of the City Council

SUBJECT: On-Street Parking **Pilot** Program Status Report #4

The City of Dallas Parking Pilot Program is ready to launch a new car-sharing pilot program with Zipcar, Inc. Car-sharing is a members based car rental program where cars are rented for short periods of time, often by the hour. Car-sharing can help reduce the number of vehicles in an urban area, while allowing people to access a car for occasional use of a vehicle, such as getting to the grocery store or to a Doctor's appointment. A recent urban market car sharing study, that included Austin, showed that one car-sharing fleet vehicle replaced up to 32 privately owned vehicles.

A launch event is scheduled for September 23rd and a formal invitation with event details is forthcoming. The new Zipcar pilot program will launch with six vehicles conveniently located in three "pods" of two vehicles. The vehicle pods will be located in three City Parking lots: Pioneer Plaza, Oaklawn Library, and Lamar (located under Woodall Rodgers Freeway). These Zipcars will be available to residents, workers, and visitors.

Zipcar members can download the Zipcar mobile application to make reservations, lock and unlock the vehicles. Members can use Zipcar's "Reserve a Zipcar" app to view available Zipcars and make, extend or cancel a reservation. Reservations can also be made over the phone or by using the Zipcar website.

More information on Zipcar is available at www.zipcar.com. To see how other parts of the parking pilot have progressed or to take the parking pilot survey, go to www.dallaspolice.net. Future status updates to follow.

Ryan S. Evans
First Assistant City Manager

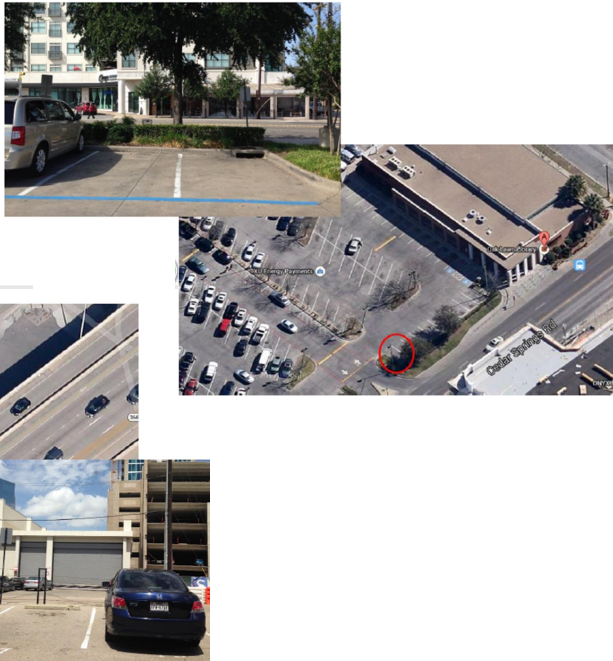
c: Warren M.S. Ernst, City Attorney
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Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

How to Use Zipcars



OAK LAWN LIBRARY



2201 LAWS ST @ BROOM ST - STALLS 17 & 18

4 simple steps to
zipcar freedom



1. join



2. reserve



3. unlock



4. drive



what's included

The beauty of car sharing is that it just makes sense. It's there when you need it and not when you don't. Just imagine never having to make a car payment, pay an auto insurance bill, or worry about the cost of gas again. Hallelujah.



Gas, insurance & daily mileage are on us

We throw in all the fixins: gas, comprehensive insurance, and up to 180 miles/day (Of course if you go antiquing, that amoire is on you.)



The mobile app that makes you mobile

You can find, book, unlock and even honk a car with our mobile app. We've come a long way from carrier pigeons.



Your very own Zipcard

Be a card-carrying Zipster. This magical card unlocks thousands of cars (and **exclusive deals**) in cities around the world.

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CITY OF DALLAS

DATE September 12, 2014

TO Honorable Mayor and Members of the City Council

SUBJECT **FY14 Transportation Investment Generating Economic Recovery (TIGER) Funding Announcement**

Today, the Department of Transportation (DOT) announced its grant funding for the FY14 Transportation Investment Generating Economic Recovery (TIGER) Discretionary Grant program. TIGER funds road, rail, transit, and port projects that achieve critical national objectives. The TIGER program is highly competitive – DOT received \$9.5 billion in applications for \$600 million in funding. Unfortunately, the City of Dallas was not funded for the FY14 award year.

The City of Dallas submitted two projects for funding: \$15 million to complete 14 miles of multi-use trails to connect the Northaven and SOPAC trails and provide a pedestrian bridge over US-75; and \$32 million to complete Phases II, III, and IV of the Dallas Streetcar Extension Project to extend tracks to the Bishop Arts District, Main Street Garden, Omni Hotel, and the MATA Trolley Line to Cedar Springs Road.

Previously, the City was awarded \$26 million in TIGER funds under the American Reinvestment and Recovery Act (ARRA) to implement the first phase of the Streetcar Extension Project, connecting Union Station to the Methodist Hospital district in North Oak Cliff.

There were only two awards issued for Texas. A \$210,000 planning grant was awarded to NCTCOG for a study to improve multi-modal transportation options to schools and improve future planning and safety near schools. The other award in Texas went to the City of Houston with a \$10 million grant to expand their Intelligent Transportation System.

Please contact me if you have any questions.

Jill A. Jordan, P.E.

Assistant City Manager

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DATE September 12, 2014
TO Honorable Mayor and Members of Council
SUBJECT 311 Updates

During the recent budget workshops, we briefly discussed some of the 311 technology improvements proposed in the FY 14-15 budget. I wanted to let you know about some previously-planned enhancements that were completed within the last week that improve service to residents and make the 311 operation more efficient.

Callers to 311 now hear a new recorded greeting that allows callers to speak their selection as well as using their phone keypads ("Press or say 1"). This option will help those residents who call us while they're driving and want to report an issue "hands-free". In addition, the recorded greeting no longer requires English-speaking callers to select a language. Spanish speakers can press or say "dos" or "two" to hear the rest of the greeting in Spanish.

Staff also completed the implementation of IEX workforce management software that greatly assists in forecasting the optimum number of agents needed, based on call volume and desired service level.

Thanks to Communication & Information Services and Strategic Customer Services staff for their perseverance in completing these projects. We will continue to keep you informed about additional developments.

Jill A. Jordan, P.E.
Assistant City Manager

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