Legacy Business Area Mobility Study

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Presentation Overview

- Study Overview
- Preliminary Findings
- Next Steps

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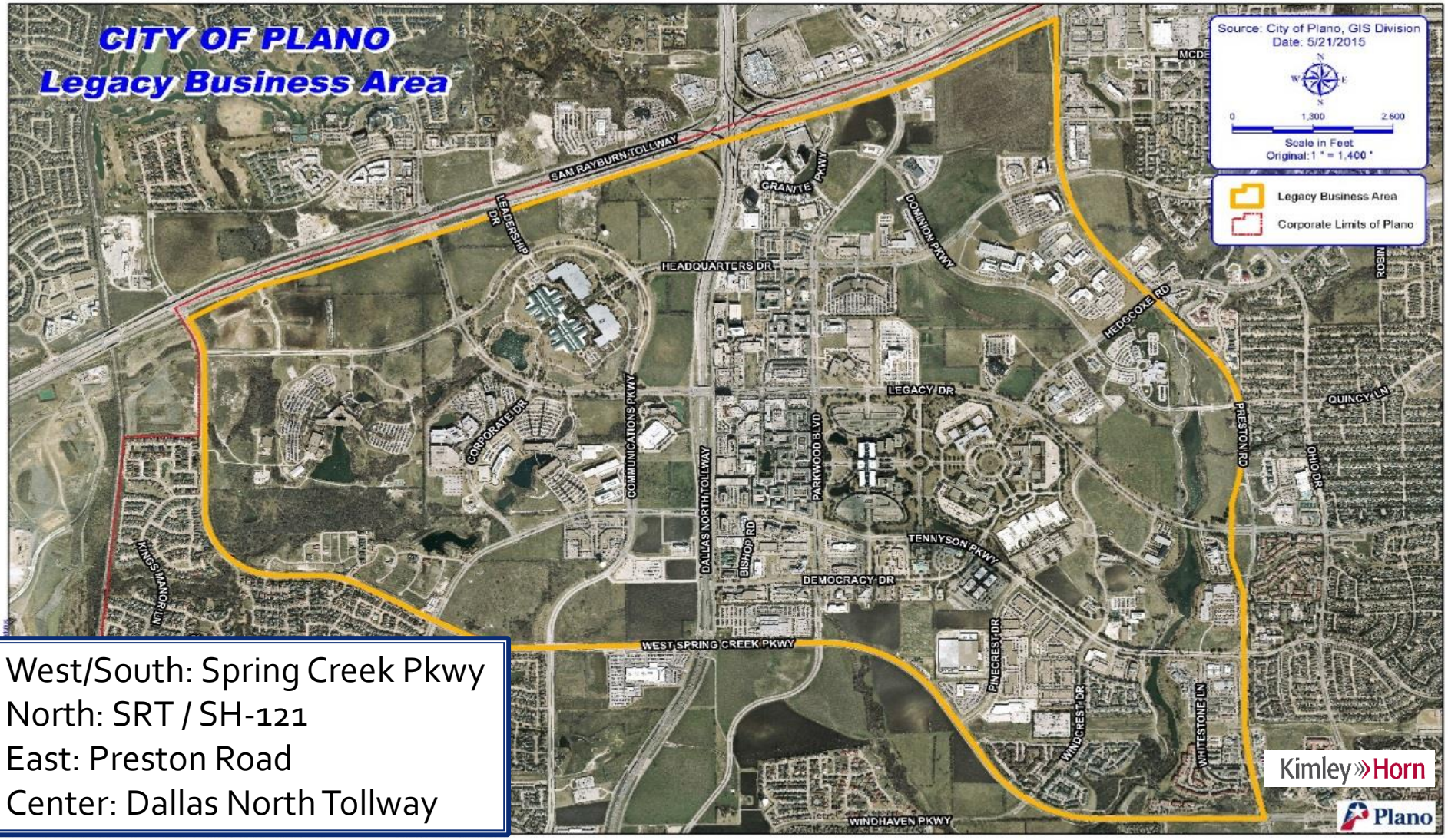
Study Area



West/South: Spring Creek Pkwy
North: SRT / SH-121
East: Preston Road
Center: Dallas North Tollway

Study Goals

- Involve local stakeholders
- Collect feedback from employees/residents
- Determine current and future roadway/infrastructure needs
- Develop transportation demand management strategies

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Stakeholder Committees

- Created two committees:
  - Infrastructure/Roadway Committee
  - Transit & Transportation Demand Management Committee
- Included major companies and agencies/municipalities in the area
- Received feedback on current conditions and improvement suggestions

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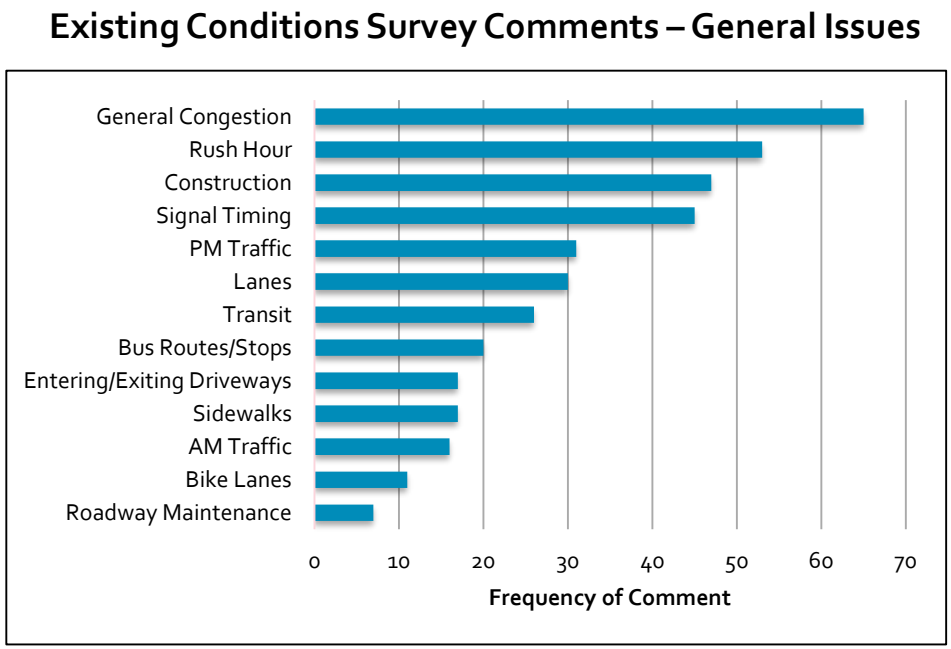
Online Survey

- Used to obtain feedback from employees and residents in the area
- Over 650 survey responses were received



99% of respondents currently drive a car to the LBA

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Roadway/Infrastructure

- Identified future developments and infrastructure projects underway
- Determined current and future roadway infrastructure needs and constraints
- Developed infrastructure improvement recommendations
- Recommended advanced traffic management systems (traffic cameras, adaptive traffic signals, advanced communications systems)

Transportation Demand Management

- Developed transportation demand management (TDM) strategies
- Coordinated with DART on future transit routes
- Prepared active transportation recommendations
- Explored the creation of a Transportation Management Association (TMA)

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Preliminary Findings

- Roadway infrastructure improvements will help traffic operations, but will not solve everything (*we can't build our way out of it*)
- TDM strategies will rely on employer participation (*e.g. car pooling, changing employee start/end times, etc.)*
- Local transit services should be a partnership
- Desirable to form a TMA for the area

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Next Steps

- Embrace technological advances
- Partner for infrastructure improvements
- Promote formation of a TMA
- Encourage TDM strategies

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Questions?

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