ENVISION: AMERICA
Igniting a Smart Revolution
Dallas, TX
Dallas Smart Trip

City of Dallas, Dallas Innovation Alliance, Autodesk, Intel, ThingWorx, GE, Cisco, EastBanc Technologies
Destination: West End District (and beyond)
Dallas
GOALS & MEASURES
Dallas

Develop a multi-modal, end-to-end, consumer-focused transportation program

Goals:
- Increased use of public transit
- Increased public safety
- Increased foot-traffic
- Increased efficiency for travel to downtown
- Increased economic impact to neighborhood businesses
- Community buy-in, acceptance, involvement, support
- Reduction in CO2 emissions/increased air quality
- Reduction in traffic/congestion/travel time
- Effective use of crowdsourced/public data
- Ensure this project/integrated into larger strategy for West End; the larger strategy for the Lamar Corridor/Innovation District; Overall City strategy, etc.
- Innovation Hub

Result: Increase daily visitors and average spend in West End
• Deployment of sensor-driven parking management
• Data integration from various sources onto unified platform
• End-to-End integrated multi-modal transit solution
• Development of interactive consumer-facing app
• Integration of pre-payment for mass transit, valet, parking, etc.
• Advanced EV charging stations
• Work with key partner like Open Table on pilot to provide value-added solutions
• Pilot bike-sharing program
• Citizen engagement/hackathons
KEY STAKEHOLDERS
Dallas

- City of Dallas
- Dallas Innovation Alliance
- West End Association (Business/neighborhood assoc.)
- Downtown Dallas Inc.
- Residents/Commuters/General Citizens
- Parking lot owners
- Adjacent parking owners/corporations (potential to monetize after hours/weekends?)
- The DEC/Entrepreneurial community
- Universities/Texas Research Alliance
- Banks/Financial institutions
- DART
- NTTA
- TXDOT
- NTCOG