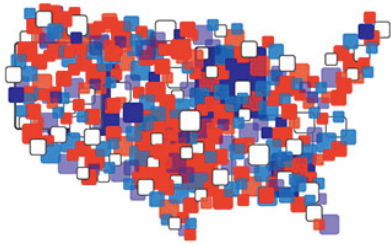


# **ENVISION:** AMERICA

Igniting a Smart Revolution

Dallas, TX

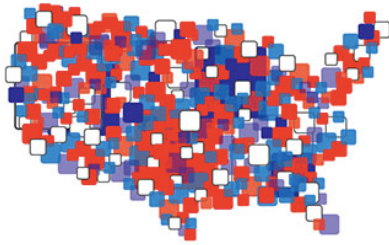


ENVISION: AMERICA

# Dallas Smart Trip

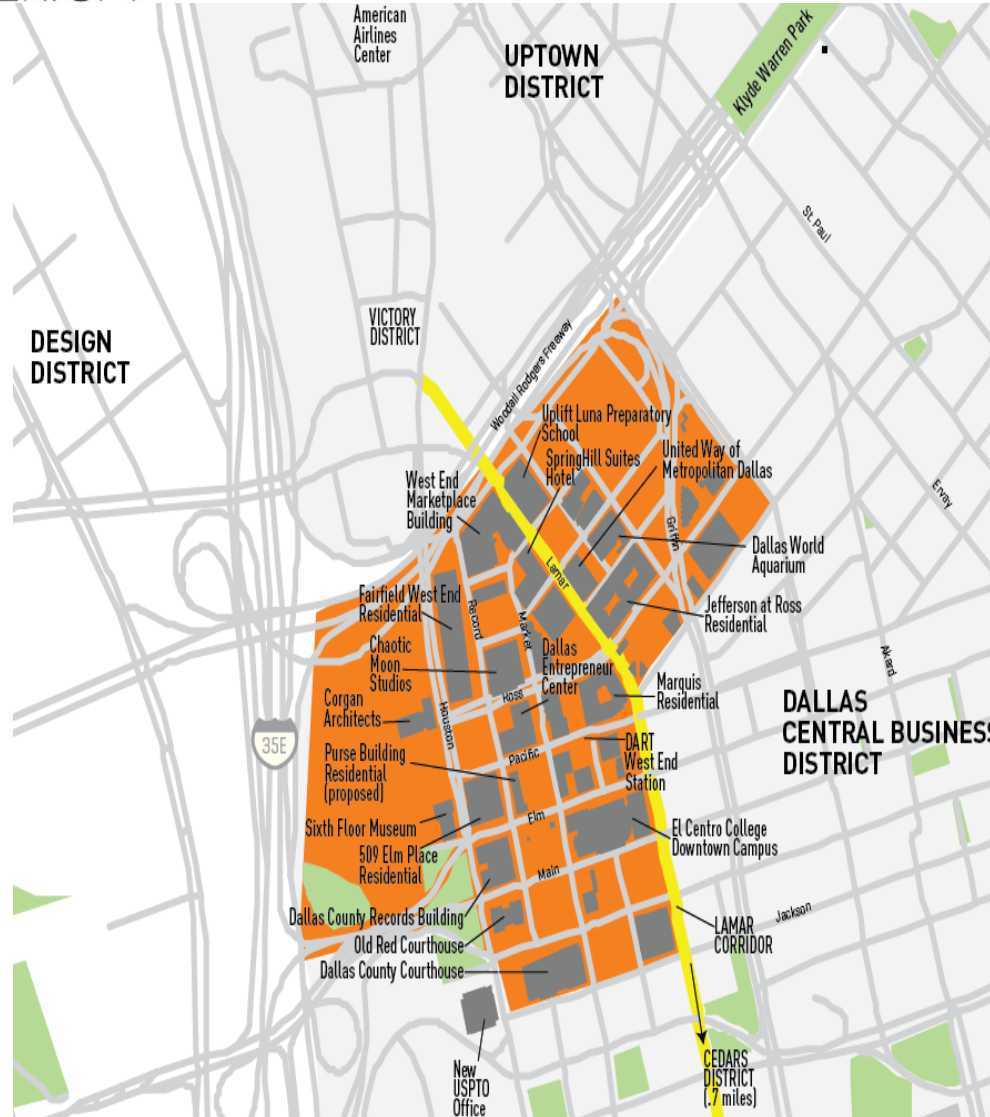
City of Dallas, Dallas  
Innovation Alliance, Autodesk,  
Intel, ThingWorx, GE, Cisco,  
EastBanc Technologies

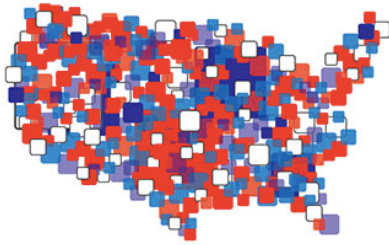




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# Destination: West End District (and beyond) Dallas





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# GOALS & MEASURES

## Dallas

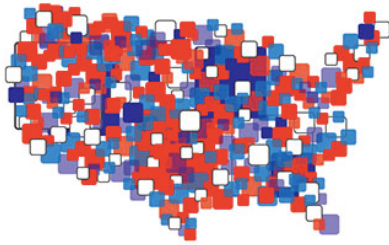
**Develop a multi-modal, end-to-end, consumer-focused transportation program**

### **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**





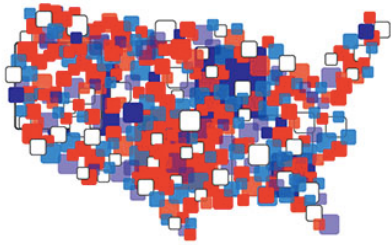
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# SOLUTIONS/INNOVATIONS

## Dallas

- 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





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# 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

