An aerial photograph of an industrial and urban landscape. A river flows through the upper left portion of the image. A complex multi-level highway interchange is visible on the right side. The central and lower portions of the image are dominated by industrial facilities, including numerous large, white-roofed warehouse or manufacturing buildings. The text 'IH-35E VISION STUDY' is overlaid on the left side of the image in three horizontal orange bars with white text.

IH-35E VISION STUDY

INTERFACE STUDIO

NINIGRET PARTNERS

WGI

1

PROGRESS UPDATE

- Interview Summaries
- Survey Results

2

INTERVIEW SUMMARIES

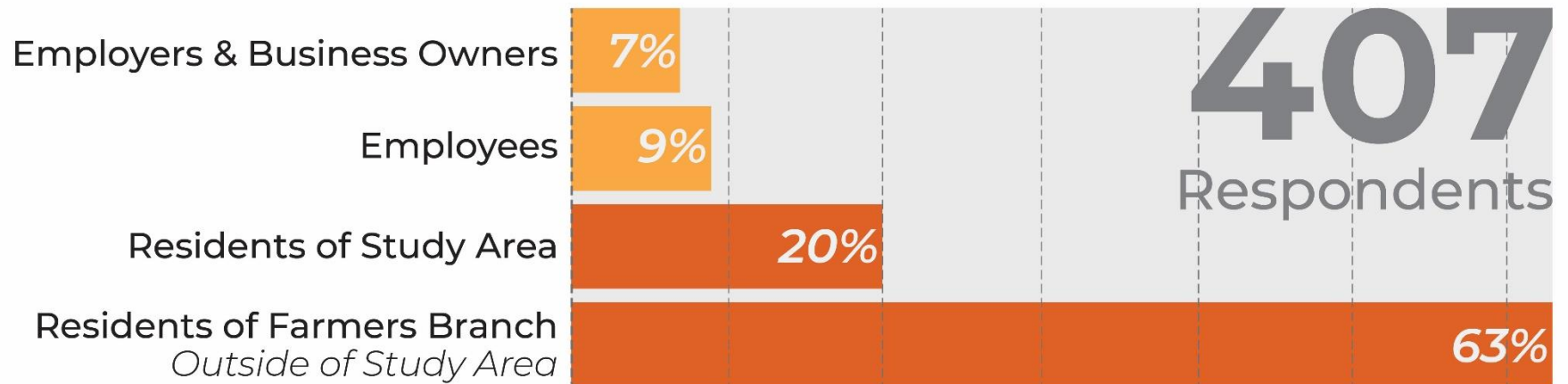
Coming Soon
Interviews in Process

3

SURVEY RESULTS

- Who participated?
- Covid19 Business Impacts?
Corridor Preferences?
- What Did People Say?

Who Participated?



Who Participated?

Employers & Business Owners

Employees

Residents of Study Area

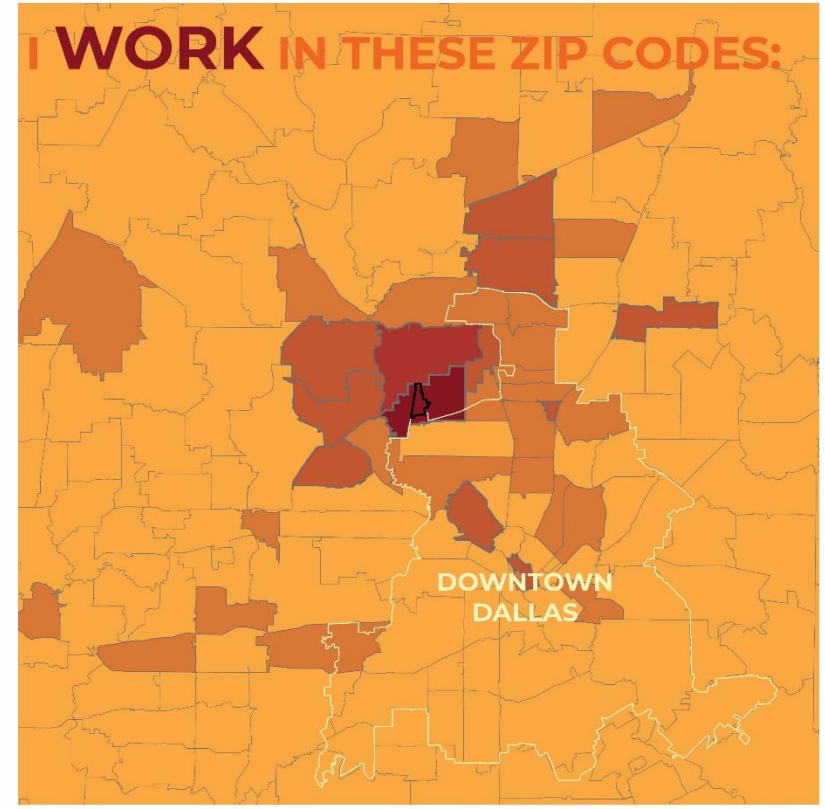
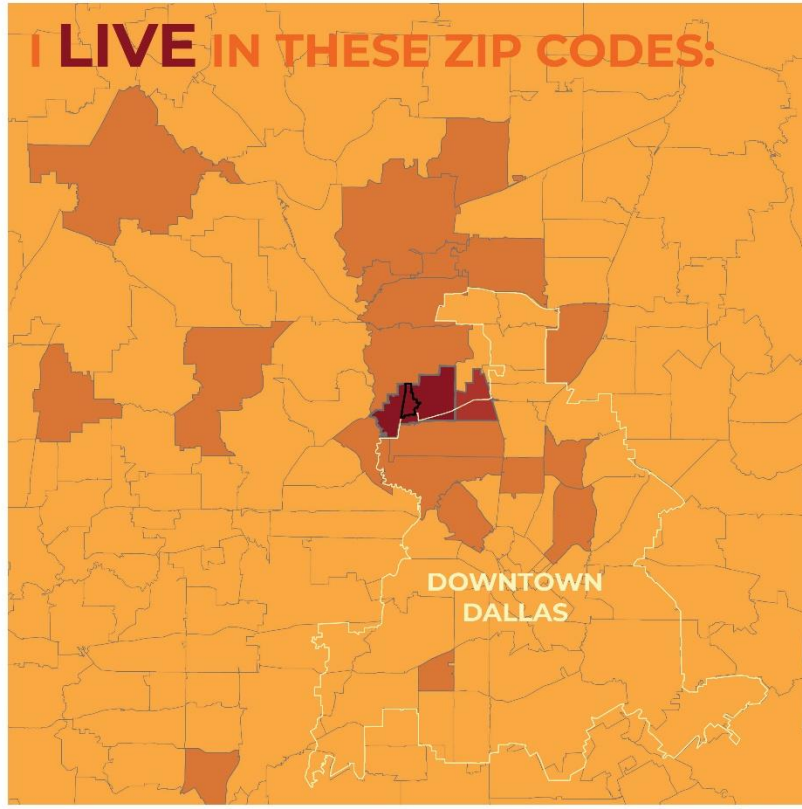
Residents of Farmers Branch

How differently are you operating now?
(compared to 6 months ago)

Which area of the corridor is priority?

What is the future of the corridor look like?

Who Participated?



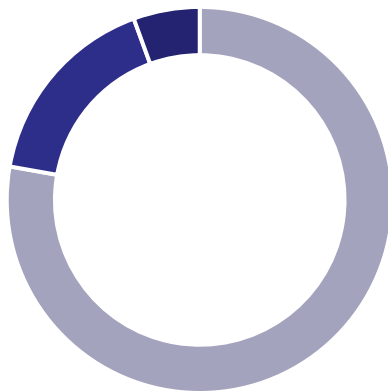
4

COVID19 BUSINESS IMPACTS

MOST BUSINESSES WERE ESSENTIAL

MANY ARE AT OR CLOSE TO 100% WORKING CAPACITY

Was your business considered essential during the shutdown?



■ Yes ■ No ■ Partial

What capacity is your business at now?

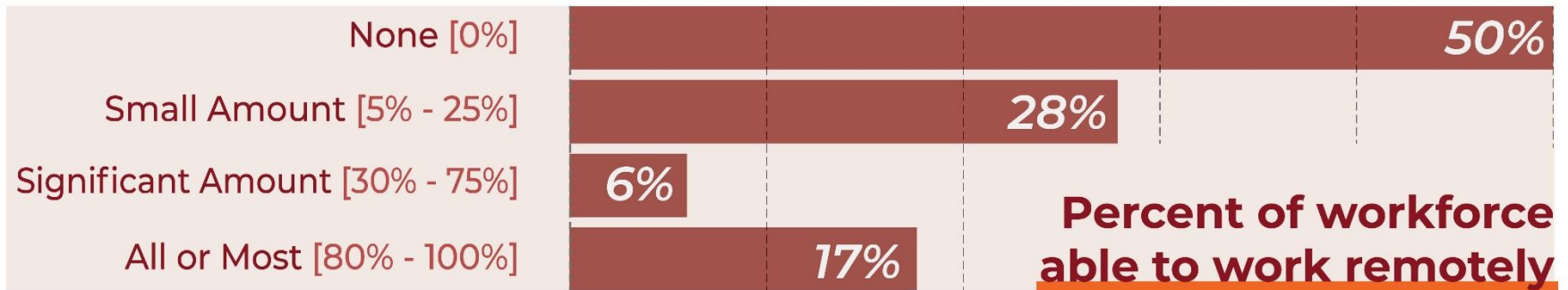


■ 10% ■ 25% ■ 80% ■ 90% ■ 50% ■ 100%

AS MOST BUSINESSES WERE ESSENTIAL, THERE WERE LIMITED IMPACTS ON AREA WORKFORCE

89%

of businesses report having their
entire workforce currently working



Before the shutdown **61%**
of businesses reported having 1 - 10 Employees

WHAT WERE THE MOST REPORTED ADMINISTRATIVE IMPACTS DURING THE SHUTDOWN?

Reduced orders
or sales **41%**



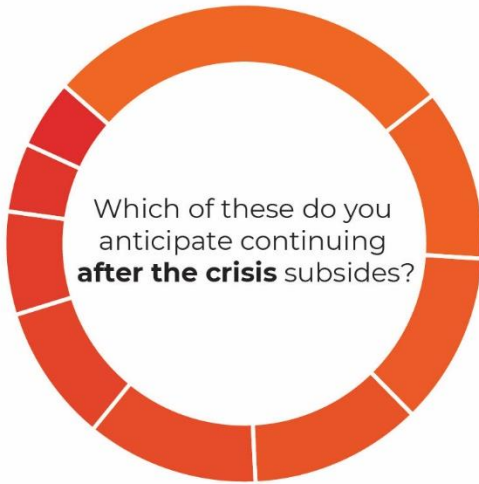
- 22% Supply chain issues
- 19% Staffing issues
- 9% Other (please specify)
- 6% Inventory management
- 3% Transportation/logistics issues

Applied for relief
funding **22%**



- 20% New safety procedures & equipment
- 12% Reduced hours
- 10% Operational changes
- 8% Shifted to remote work where possible
- 7% Negotiated rent / mortgage payments
- 7% Switched to online platforms
- 5% Stopped making bill payments
- 5% Furloughed or laid off employees
- 3% Changed business model / product

New procedures
& equipment **27%**



- 11% Seek additional relief funding
- 11% Shift to remote work where possible
- 11% Operational changes
- 11% Expand online platforms
- 9% Different business model/product
- 7% Reduce hours
- 5% Negotiate rent/mortgage payment
- 5% Delay making bill payments
- 2% Furlough or lay off staff

WHAT DOES THE FUTURE LOOK LIKE IN THIS CRISIS?

22% of businesses would not be able to survive
1+ months under another shutdown

61% of businesses would be able to survive
3+ months under another shutdown

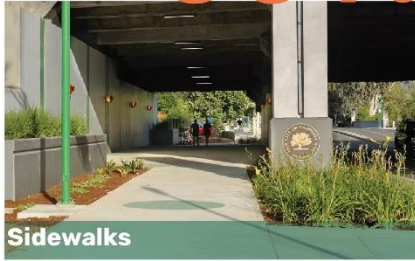


5

CORRIDOR PREFERENCES

WHAT IDEAS COULD WORK FOR IH-35E?

36%



<1%



2%



7%



30%



12%



13%



CONNECTIONS

WHAT IDEAS COULD WORK FOR IH-35E?

2%



36%



21%



4%



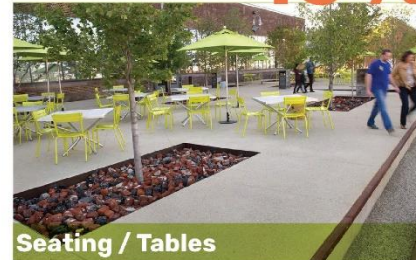
6%



16%



15%



LOOK AND FEEL

WHAT IDEAS COULD WORK FOR IH-35E?

16%



3%



10%



9%



15%



6%



40%



THINGS TO DO

WHAT DID PEOPLE SAY?

200+
Comments

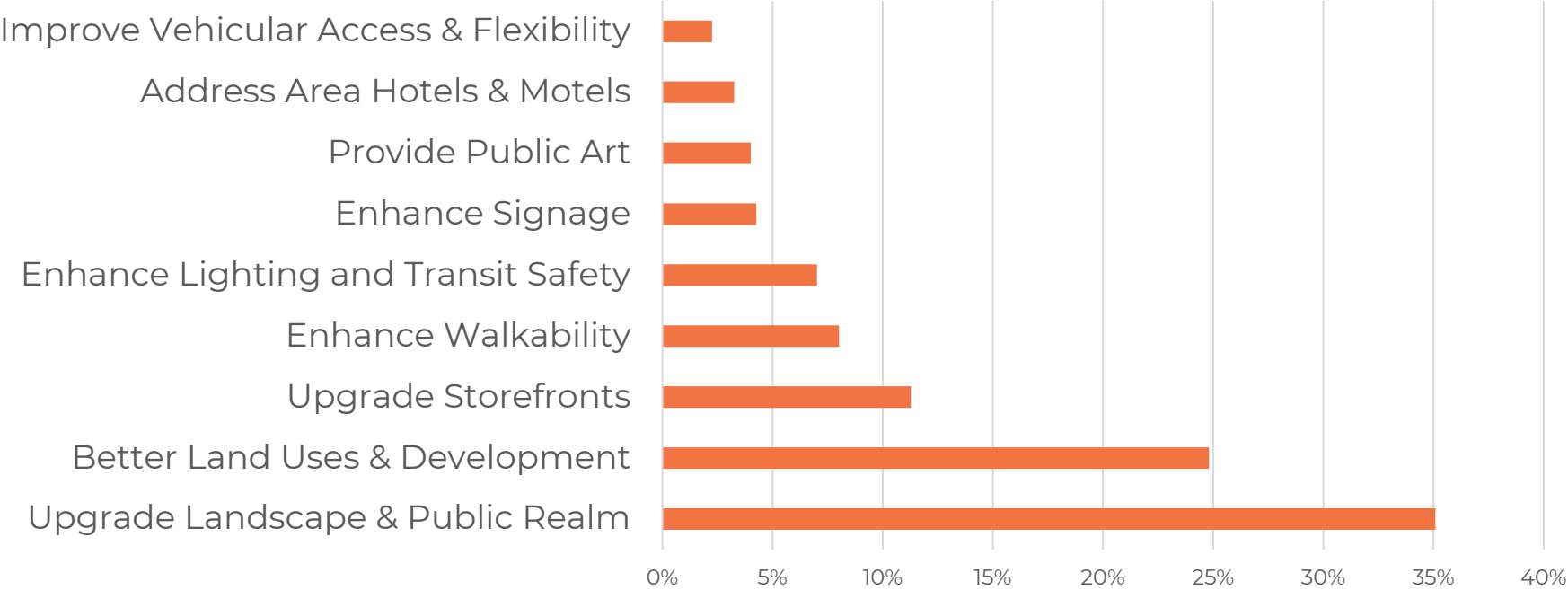
"Use lower speed limits and other traffic calming methods, add buffered bike lanes...get rid of off-street parking minimums, wide sidewalks...**STOP** designing this city around cars. Design it for PEOPLE."

"Make the corridor... look much nicer... **Currently it looks very old and industrial with the exception of the station area.**"

"From I35 we look like a 'City in an **Industrial Park**' and it doesn't really entice people to pull off the highway and spend money here."



WHAT DID PEOPLE SAY?

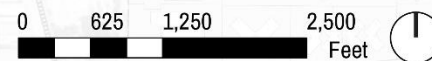
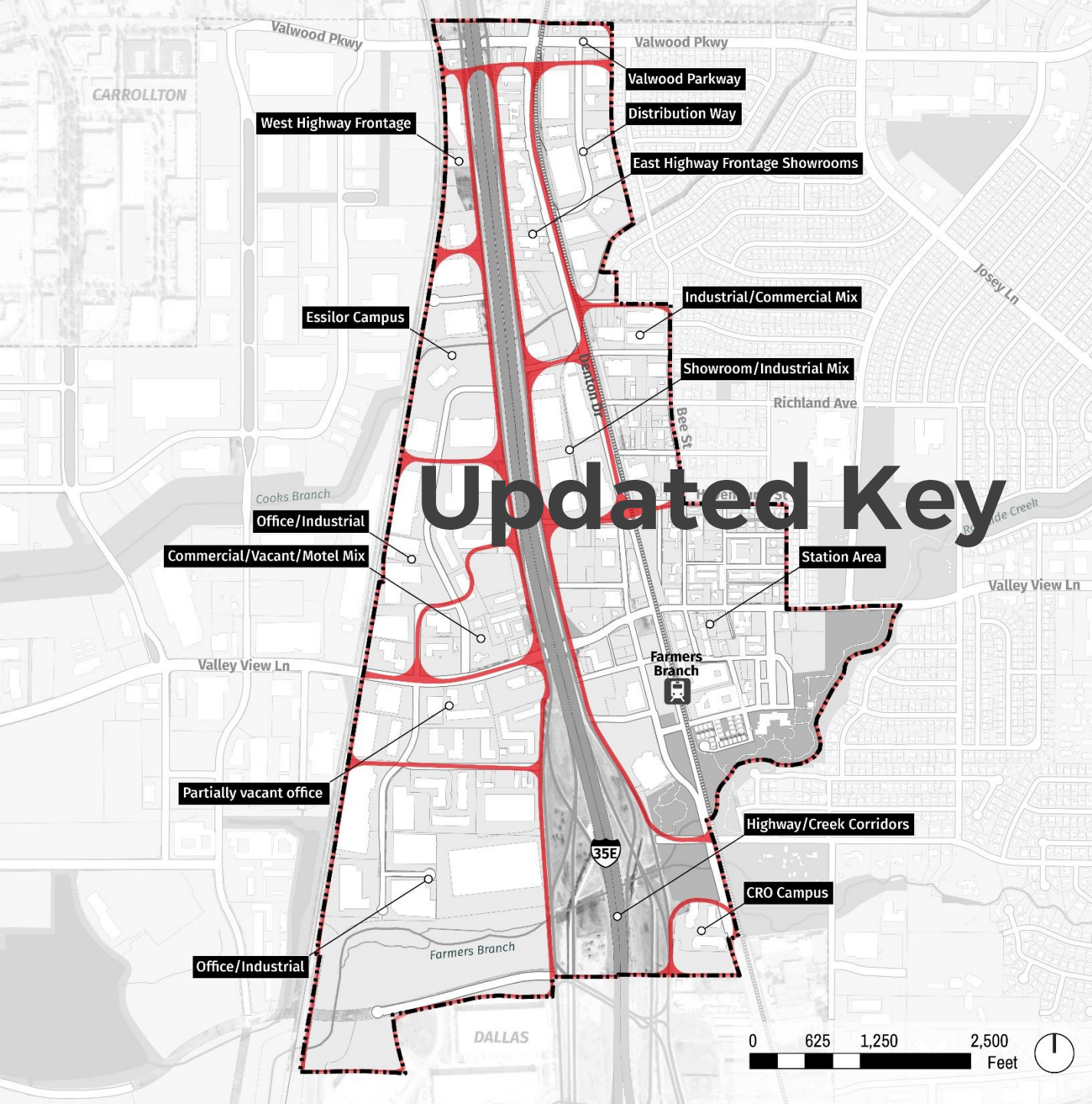
Comment Themes



Character Zones


Source: Interface Studio Field Survey 2020

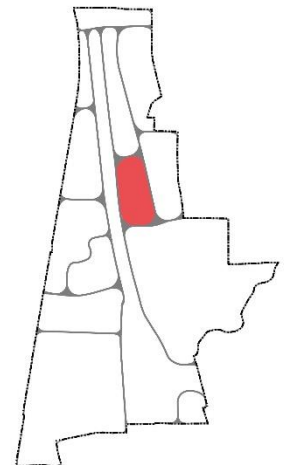
-  STUDY AREA
-  ZONE BOUNDARIES



Character Zone: **F**


Source: Interface Studio Field Survey 2000

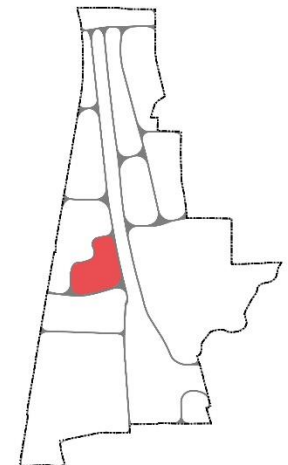
 ZONE BOUNDARIES



Character Zone: **I**

Source: Interface Studio Field Survey 2000

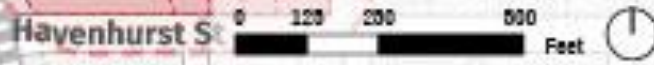
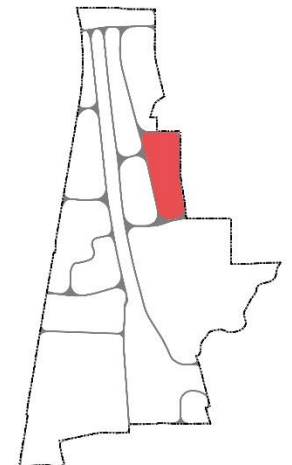
 ZONE BOUNDARIES



Character Zone: G

Source: Interface Studio Field Survey 2020

 ZONE BOUNDARIES





Questions?