



DART Update

Addison City Council

August 13, 2024

Nadine Lee, President & CEO

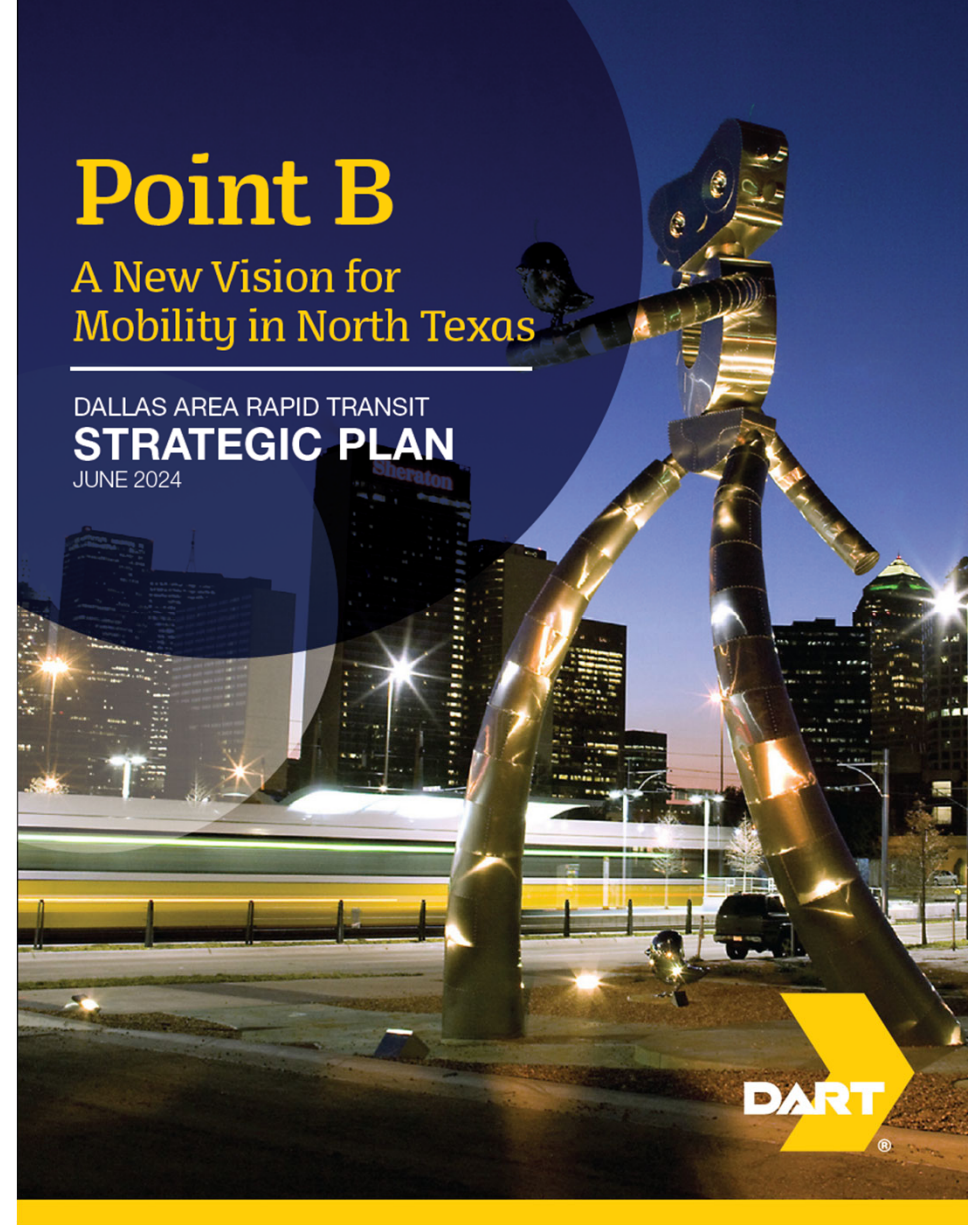


Agenda

- Point B Strategic Plan
- Advancing our Strategic Goals
- Silver Line Update
- Sales Tax Issue
- Summary

Strategic Plan

- DART Board approved the Strategic Plan on June 11, 2024
- Executive Summary and Full Strategic Plan can be found at www.DART.org/strategicplan
- Hard copies will be made available soon and sent to all DART city leaders





Where We Are



Where We Want to Be

Our overarching goal is to move DART from being a service that people sometimes use, to being a valued regional economic and mobility asset.



Richardson, Texas



Point B represents what success looks like for DART in the future and lays out a more substantial role for DART in our rapidly growing region.

Strategic Goals



EMPOWERED AGENCY

Build a nimble organization that can act quickly and effectively by streamlining processes and empowering employees.



CULTURE OF CONTRIBUTION

Create a culture that aligns roles and responsibilities with the vision, deepens organizational trust, and encourages growth.



QUALITY SERVICE

Deliver a quality customer experience defined by strong rider advocacy and built on professional pride and continuous improvement.



SEAMLESS MOBILITY

Integrate mobility options to create a seamless travel experience defined by frequency and reliability to position DART as first in mind.



FANTASTIC SPACES

Create fantastic spaces that add value to our communities, enhance the rider experience, and foster a sustainable and thriving region.



STRATEGIC RELATIONSHIPS

Position DART as a collaborative leader and recognized regional economic and mobility asset.

Updated Vision Statement and Mission Statement

Vision Statement

Your first-in-mind mobility partner.

Mission Statement

We create best-in-class mobility experiences that help people and communities connect and flourish.



Quality Service



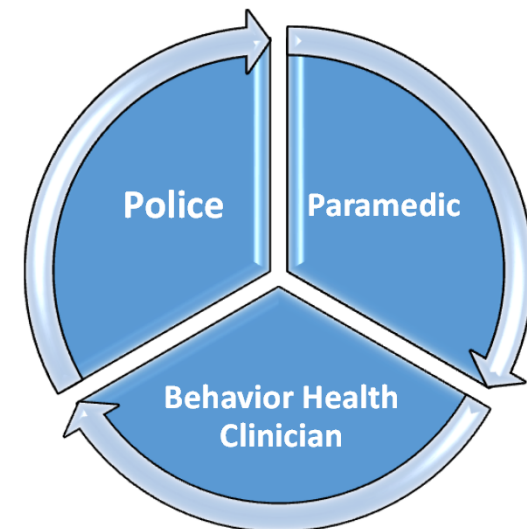
Security

Multi-faceted Strategy

- DART has developed a multi-faceted security strategy that will incorporate a range of tools and resources to deliver peace of mind for all when interacting with DART. Some facets are already underway:
- Technology
- Design
- Education/Communication
- Staffing

Transit Security Officer (TSO) program added 100 uniformed, armed security officers on trains, platforms, and buses in October 2023

DART Cares Pilot Program





Cleanliness

Clean Team

- Bus Stops, Rail Stations and Transit Facilities are being cleaned more often
- Elevator Attendants are staffed at all stations with elevators except for Cityplace, Las Colinas and Union Station
- Rail Vehicles also get cleaned at the eight terminus stations throughout the day
- Partnership with United Community of Faith on Clean Team Initiative pilot – now permanent
- Vinyl seats on buses (complete) and trains (in progress)





Reliability

Bus and Rail Service Delivery

- DART is delivering over 99% of all bus and rail trips
 - 6,782 weekday scheduled bus trips
 - 694 weekday scheduled rail trips
- This is up from 85% (15% missed trips) during the height of operator shortages in 2022 and a result of our aggressive hiring efforts
- GoLink service is based on wait times and is typically 15 minutes or less, comparable to our most frequent bus/rail service
- Implemented new technology to improve bus arrival predictions and made real-time feed available across industry apps





Ridership Growth

Comparison to Pre-Pandemic Ridership

June 2024

Month	June 2024
Bus	72%
Light Rail	73%
TRE	63%
Streetcar <small>MATA + Dallas</small>	54%
Paratransit	3.3%
GoLink	567%
System	80%

Better than pre-pandemic levels

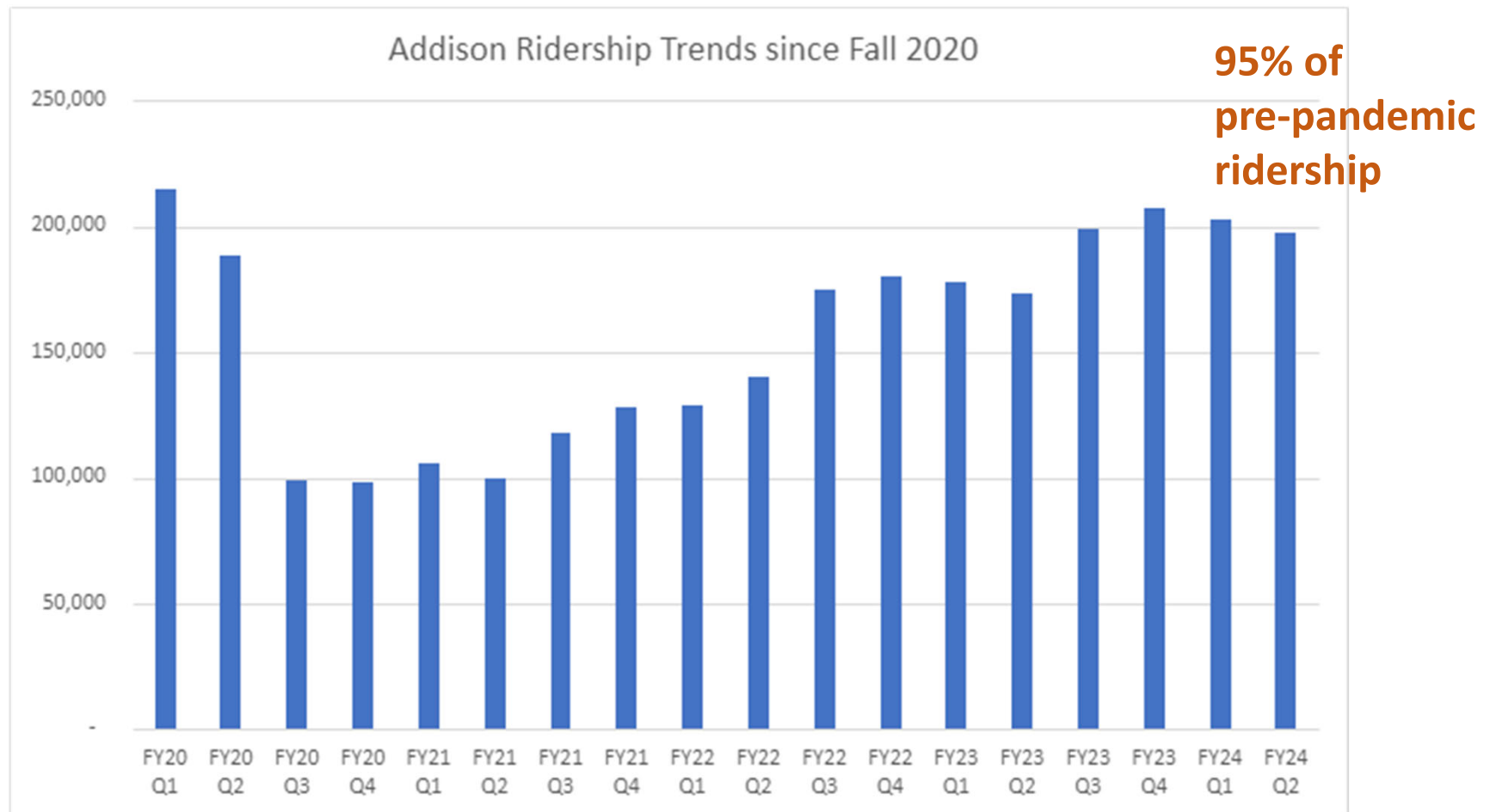
Addison Transit Center



- Served by 12 bus routes
- Anchors one GoLink zone (Keller Springs)
- 2nd highest ridership of any location in the DART bus network
 - 1,800 boardings each weekday
 - 50,000+ boardings monthly
- Silver Line rail service and Cotton Belt Trail will add significantly to the range of available destinations when service starts
- Current parking occupancy 12.3%
 - Temporary changes to better accommodate bus operations at the transit center in advance of TOD and eventual replacement of the current bus facility



Addison Ridership





Quality Service

System Modernization Program



VEHICLES

Replace the oldest light rail, bus and TRE vehicles with modern, state of the art vehicles



UNIFIED SIGNAL SYSTEM & OTHER SYSTEM ELEMENTS

Modernize signal systems on the oldest lines to maximize safety, communications, reliability, and network capacity.



RESILIENCY

Enhance resiliency of operations during extreme weather events.



STATIONS & OTHER AMENITIES

Improve accessibility and customer experience at DART LRT stations and bus facilities. Install next generation bus shelters. Create mobility hubs.



OPERATING FACILITIES

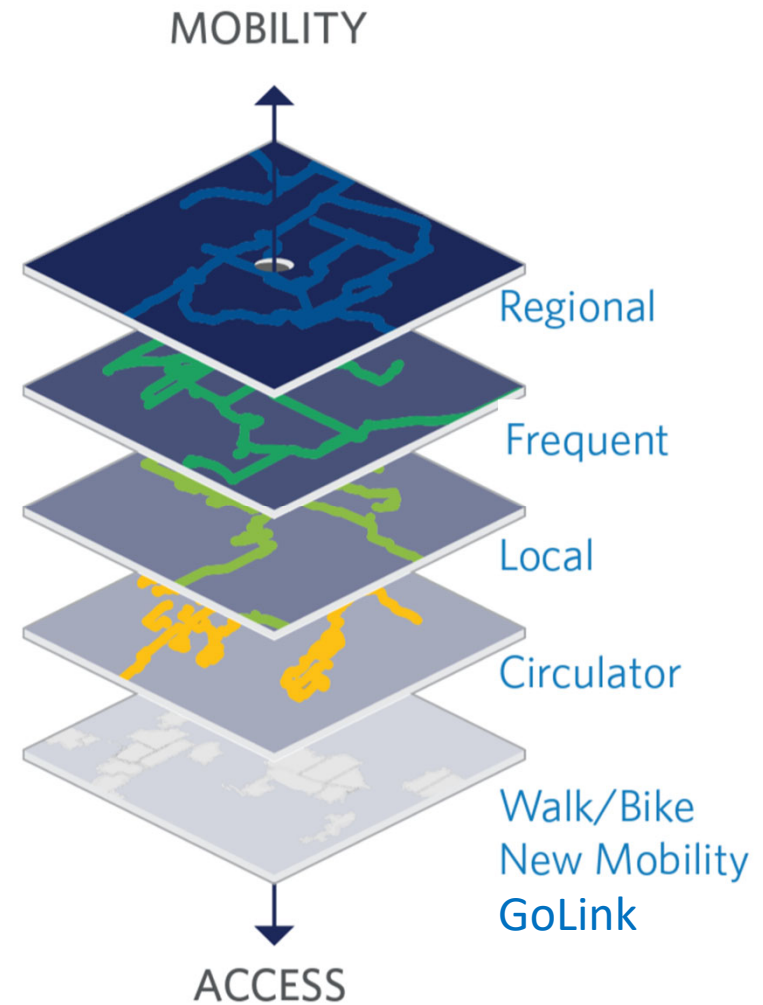
Modify operating facilities to support new vehicle maintenance activities and improve overall work environment for employees.

SYSTEM MODERNIZATION PROGRAM

A photograph of a city street with a yellow bus in the center. The image is overlaid with a semi-transparent yellow rectangle. Inside this rectangle, the words "Seamless Mobility" are written in a bold, dark blue font. In the background, there are tall buildings, traffic lights, and a sign that says "#HungerActionMonth" with a website URL.

Seamless Mobility

Seamless Mobility DART System

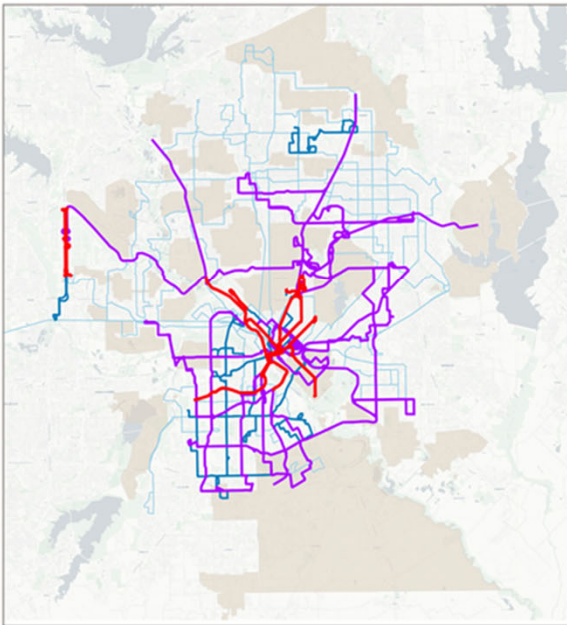




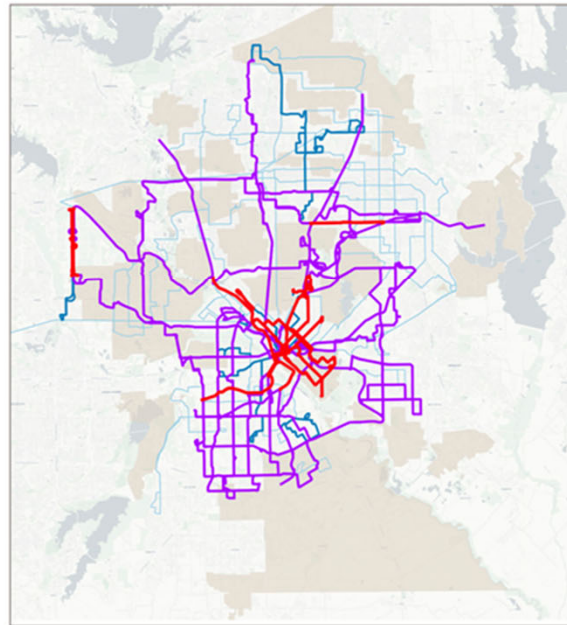
Seamless Mobility

Phase 2 Bus Network Planning

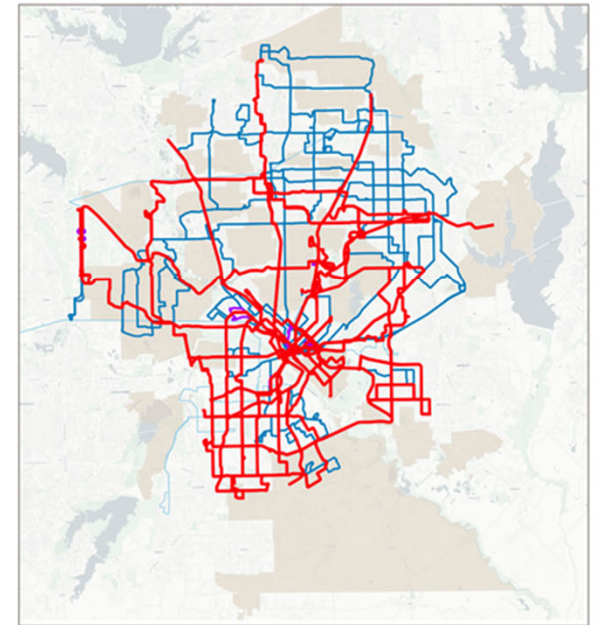
Existing Network



Tier 1 Network



Tier 2 Network

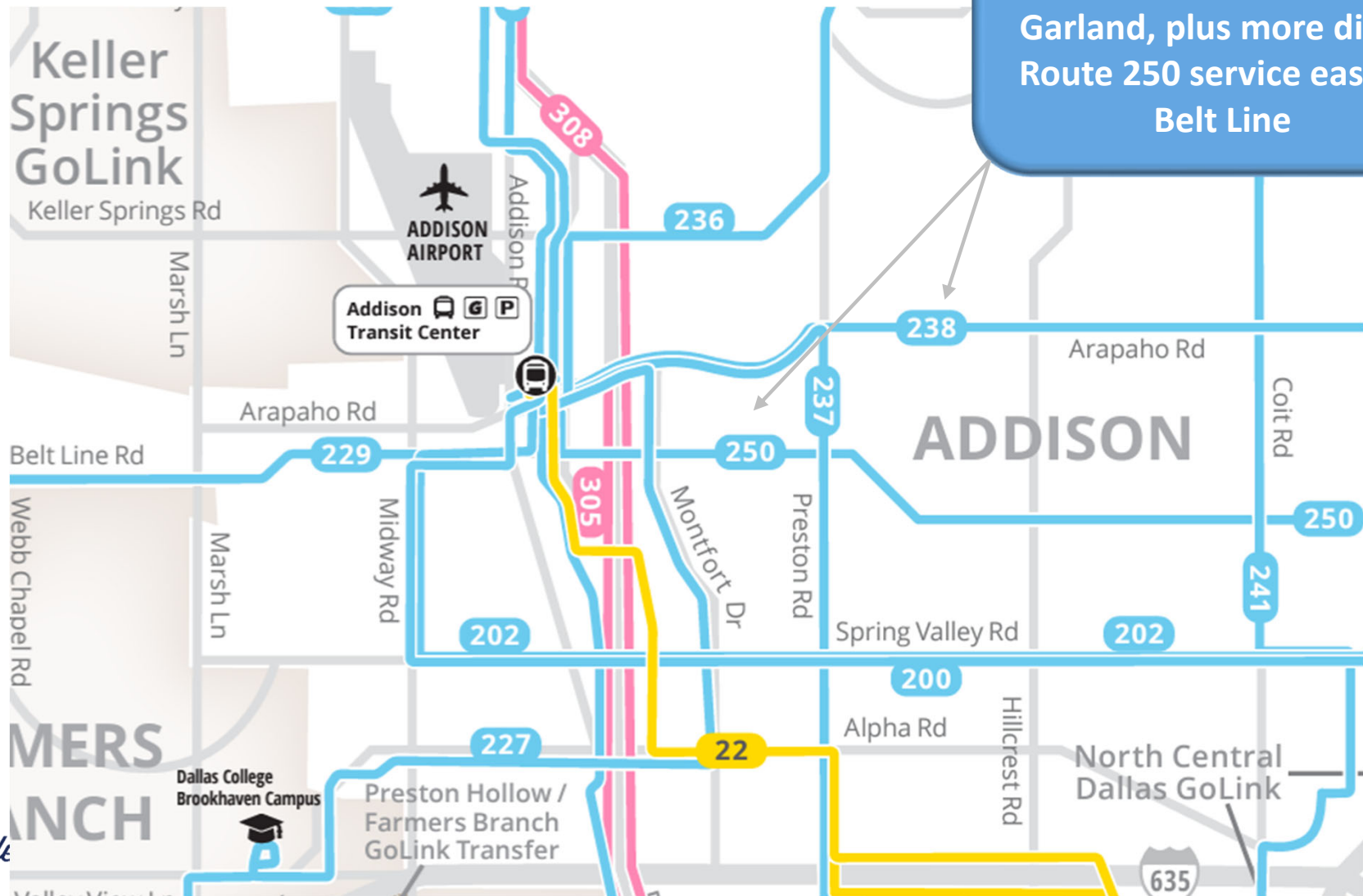




Seamless Mobility

June 10, 2024 Service Changes

New Route 238 on Arapaho east to Far North Dallas, Richardson, and Garland, plus more direct Route 250 service east on Belt Line





Seamless Mobility Bus Corridor Investments

- CORE program will develop and advance bus corridor improvements in collaboration with cities
- Best Practices Toolbox developed
- Phase 1 evaluation complete
- Phase 2 underway



Corridor Optimization + Rider Experience

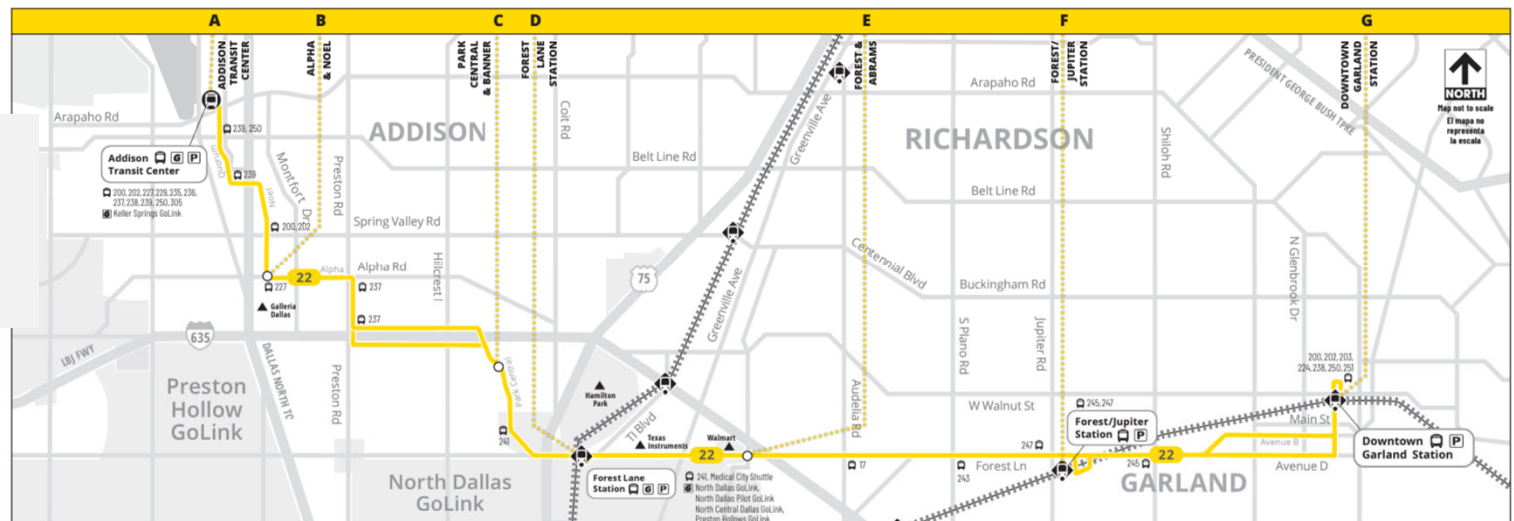
Enhancing streets for transit and people

Enhance Speed
& Reliability

Improve Safety

Improve Access
& Connectivity

Route 22 anchored
in Addison is a top
performer





Seamless Mobility

Mobility Hub Elements

- Mobility Hub elements promote seamless mobility and enhance access and amenities, transforming transit facilities into community assets



1. DART rail/bus bays
2. Microtransit stop
3. Bus shelter and train canopy
4. Transit passenger facility/Transit center building
5. Real-time transit information

6. Safe and comfortable connections within the mobility hub
7. E-bike charging station
8. Electric scooter hub
9. Bikeshare hubs

10. Ride hailing pick up/drop off - combine with kiss and ride
11. Carshare parking
12. EV parking/charging station
13. Outdoor public space/plaza
14. Solar panels

15. Mobile vendors
16. TOD and joint-use development
17. Wayfinding and signage
18. Info kiosk
19. Package delivery lockers





Seamless Mobility Amenities

- Three types of next generation bus shelter prototypes in testing (slim, standard, mini)
- Enhanced lighting, seating, visibility, and real time information (for large shelters)



A photograph of a city street scene, likely in New York City, featuring a yellow bus and tall buildings. A semi-transparent yellow rectangular box is centered over the image, containing the text "Fantastic Spaces" in a bold, dark blue font. In the background, a yellow bus is visible, and a sign on a building to the right reads "#HungerActionMonth" and "www.org/HAMM".

Fantastic Spaces



Fantastic Spaces

- Reimagining DART facilities and underutilized property as integral parts of the community
- Creating and enhancing places that add value and support quality of life goals



Addison





Fantastic Spaces

DOWNTOWN PLAZA
VIEW FACING SOUTH FROM LINEAR PARK



Richardson linear park in DART corridor



Farmers Markets



Deep Ellum pocket park concept

A blurred city street scene with a yellow bus and a yellow banner for #HungerActionMonth. The banner is in the top right corner and features a stylized leaf logo and the text "#HungerActionMonth" and "www.org/NAAM". The bus is in the center of the frame, and the street is wet and reflective. The overall image has a yellow tint.

Strategic Relationships



Strategic Relationships

- Partnerships and collaboration with chambers, advocacy groups, developers, businesses, and social service organizations
- Align mutual objectives with our cities to leverage external funds and do more for more people

November 2023 - Tour and strategic vision meeting

February 2024 – Strategic objectives discussion

Area Plan process underway

- Creative and intentional collaboration on how projects and service are delivered and how DART can add value and help advance city objectives

Key Elements for Addison

- Attract commercial enterprises and serve increasing mobility demands
- Preserve the 'small town feel' of Addison

Enhance quality of life for residents with a transit experience that

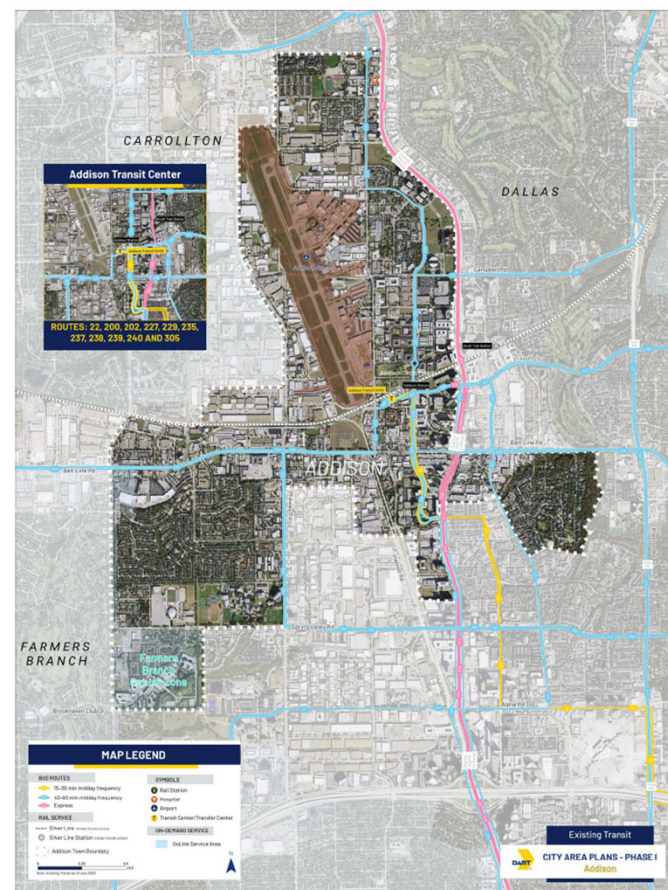
- Improves the public perception of safety
- Residents want to use

Reinforce that proximity to Fantastic Transit Spaces and seamless transit experiences will provide clear advantages



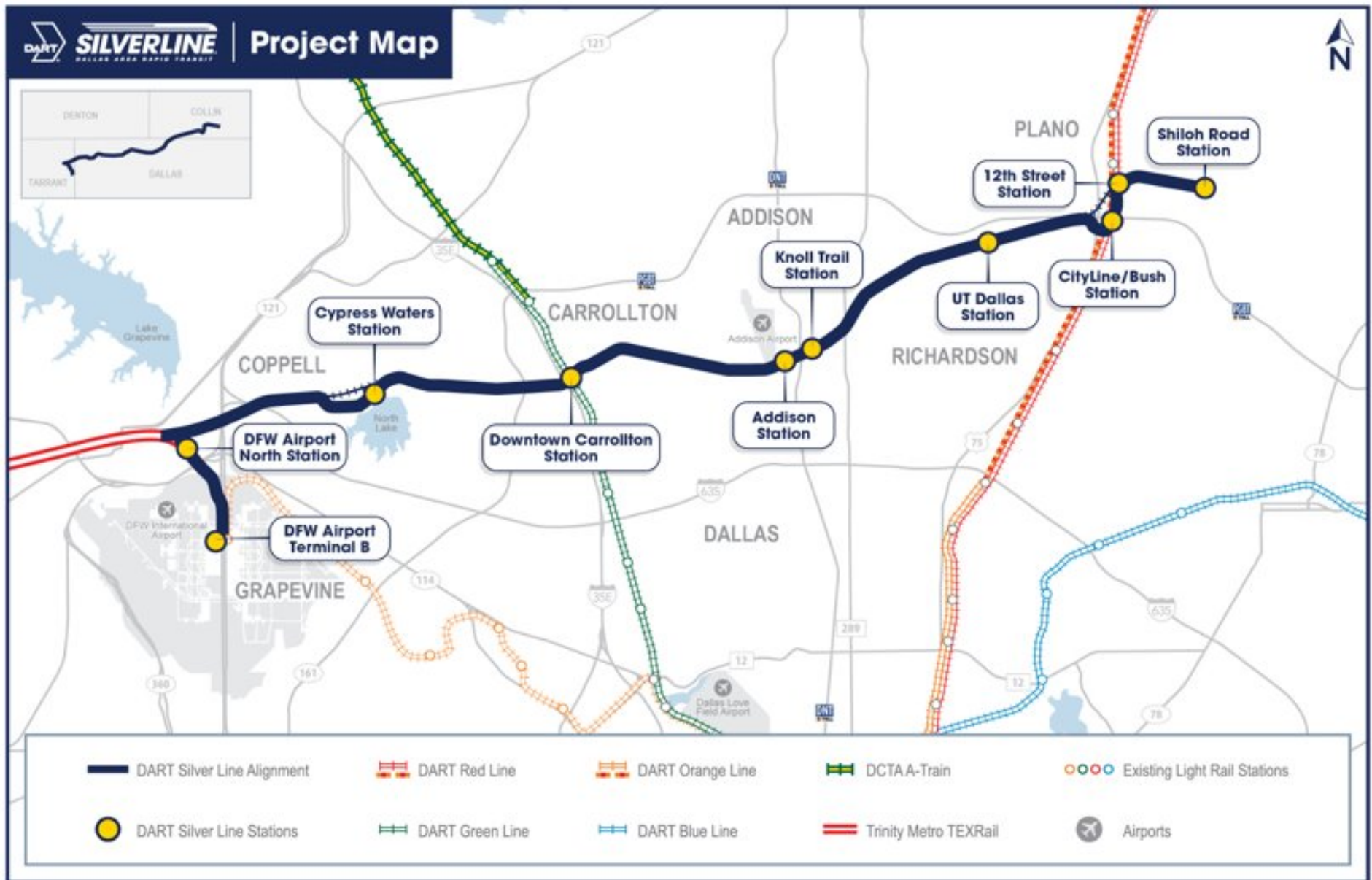
Strategic Relationships

- Area Plan development
 - June 2024 - Phase 1 report transmitted
 - Workshops to be scheduled fall 2024
- Key topic areas
 - Connectivity across Tollway between business/hotels to retail/dining
 - Enhancing multi-modal hub opportunities with Silver Line Station, TOD, trail, and reimagined transit center
 - Vitruvian Park service and connectivity
 - Bus corridor/amenities investments
 - Future service planning



A photograph of a city street scene, likely in New York City, featuring a yellow bus and a yellow overlay box with the text "Silver Line Update". The background shows tall buildings and a wet street with reflections. A yellow banner in the top right corner reads "#HungerActionMonth" and "www.org/NAAM".

Silver Line Update



Addison Station



Addison Station

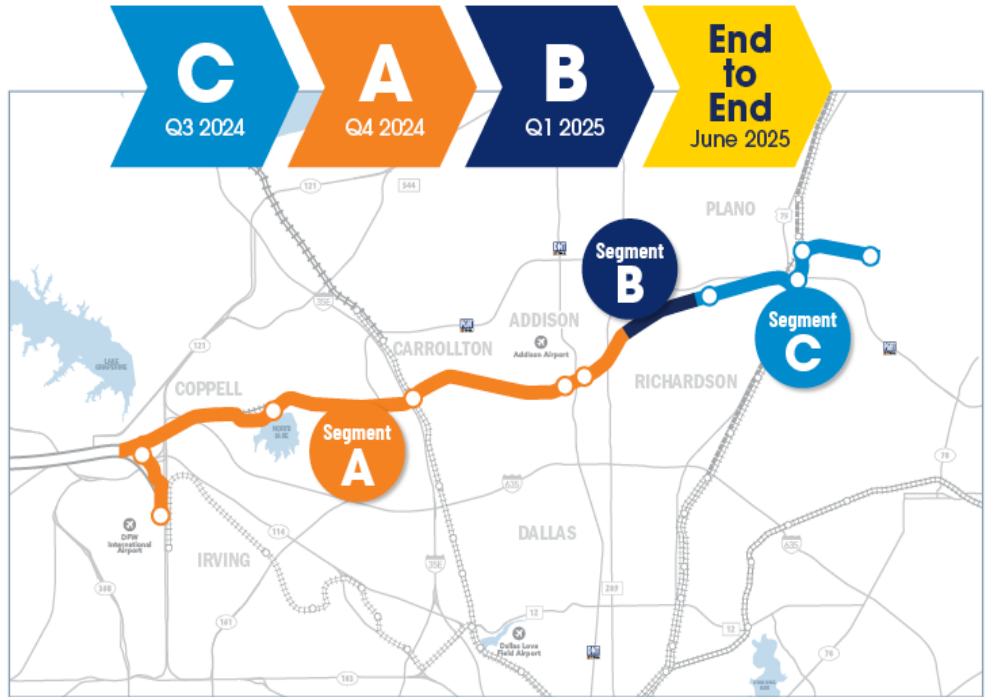


DNT Rail and Pedestrian Bridges

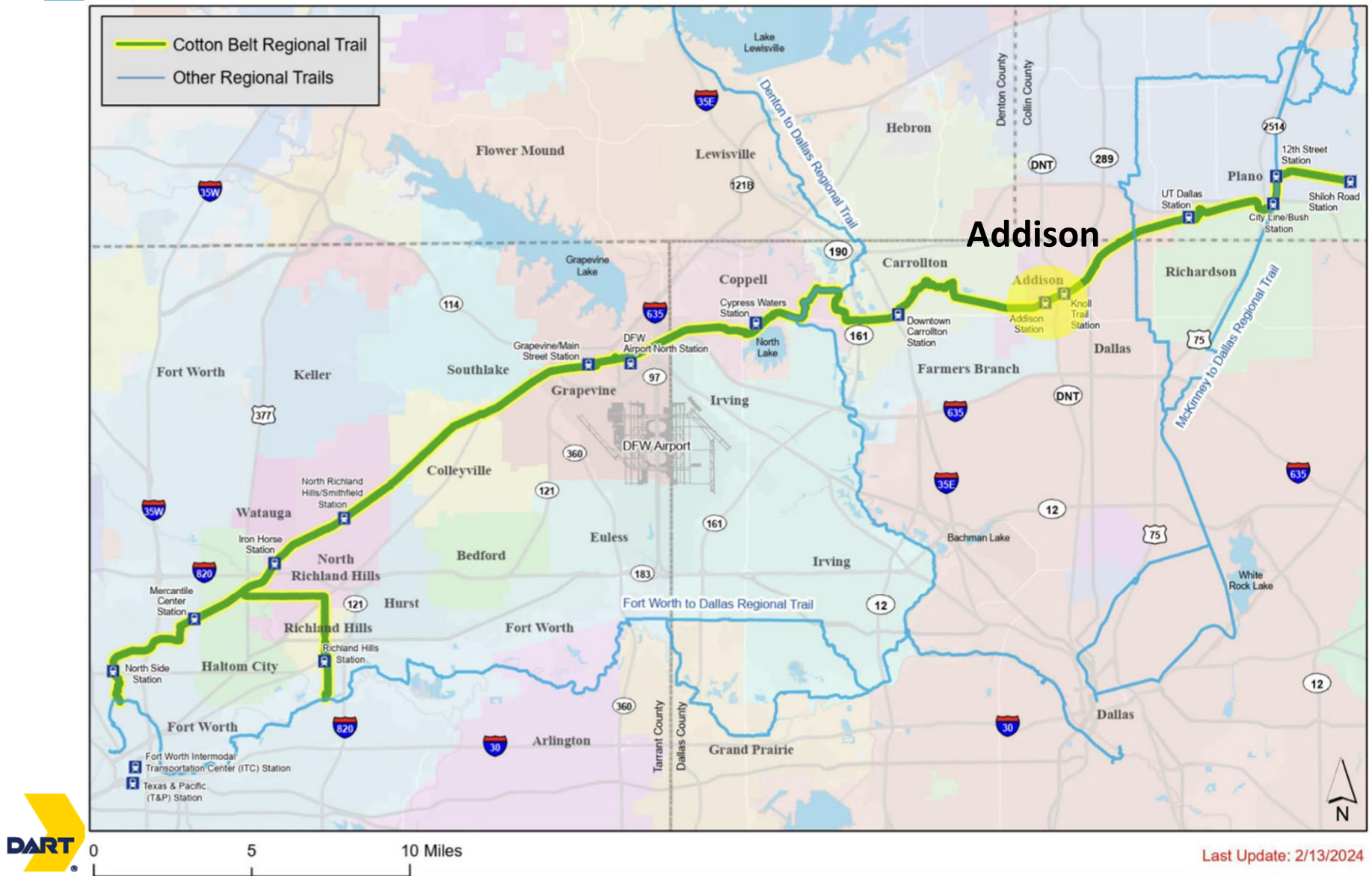


Vehicles and Testing

- Testing anticipated to begin in Q4 2024 to simulate service from DFW Airport Terminal B past Knoll Trail Station.
- No passenger service and quiet zones not in effect during testing.



Cotton Belt Regional Trail



A photograph of a city street scene, likely in New York City, featuring a yellow bus and tall buildings. A semi-transparent yellow rectangular box is centered over the image, containing the text "Sales Tax Issue" in a bold, dark blue font. In the background, a yellow bus is visible, and a sign on a building to the right reads "#HungerActionMonth" and "www.org/NAAM".

Sales Tax Issue

Recent DART City Actions

- Six of the 13 DART city councils have approved resolutions that support capping or reducing DART sales tax revenue by 25%
- Richardson and Garland have discussed support for DART and have not taken any action
- Reasons vary by city but often cite ridership, equity, transparency and/or their own budget issues
- Recent Board discussions around reviewing FY2025 budget capping operating budget growth at 3% or 0%

Sales Tax Reduction Impacts

- Only the DART Board has the authority to lower the sales tax rate in current state law – implications of a rate reduction:
 - Default on agreement with bond holders and the voters that pledged full 1% to system
 - Service cuts for all modes, job loss, loss of mobility and access, and more
- Cities have stated they don't want service cuts; actions are “symbolic”
 - Two studies are underway that will help answer questions about equity between cities and proposed legislative program
- We are preparing for the upcoming state legislative session and potential changes that may be proposed to state law



Summary

Summary



- DART is already working toward our Strategic Goals
- There are several opportunities for collaboration with Addison as we look ahead:

Creation of fantastic spaces as part of TOD planning efforts

Mobility hub elements at Addison Station

Bus corridor investments to support quality service

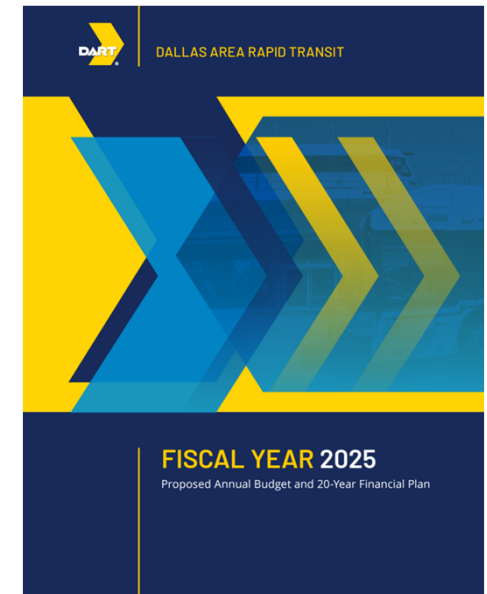
Integration of new shelters and hubs at key locations

Service improvements as part of DARTzoom Phase 2 plans

Area Plan to define opportunities to advance mutual priorities

Upcoming Meetings

- September 5 - DART FY 2025 Budget and Financial Plan discussion with Service Area cities
- July/August 2024 - Fare Change public meetings
 - August 27 public hearing
- Fall 2024
 - FY25 Service Change public hearings



Existing			Proposed		
FARE CATEGORY	LOCAL	LOCAL REDUCED	FARE CATEGORY	LOCAL	LOCAL REDUCED
Single Ride (Bus and GoLink Only)	\$2.50	\$1.25	>>>	3-Hour Pass	\$3.00 \$1.50
AM/PM Pass	\$3.00	\$1.50		Day Pass*	\$6.00 \$3.00
Midday Pass	\$2.00	N/A		Monthly Pass*	\$126.00 \$63.00
Day Pass*	\$6.00	\$3.00	>>>	Annual Pass	REMOVED
Monthly Pass*	\$96.00	\$48.00	>>>	Paratransit**	\$3.50/\$1.00
Annual Pass	\$960.00		>>>		
Paratransit**	\$3.50/\$1.00		>>>		

* Fare capping applies

** While the paratransit single-ride fare of \$3.50 and the paratransit to fixed route single-ride fare of \$1.00 have been effective since 2018, DART has continued to charge \$3.00 and \$0.75 respectively, until the new fare structure is implemented on March 1, 2025.

Vision Statement and Mission Statement

Vision Statement

Your first-in-mind mobility partner.

Mission Statement

We create best-in-class mobility experiences that help people and communities connect and flourish.

Thank You



DART.org