



DART Update

Joint Dallas City Council TRNI Committee/DART
Board Meeting

April 15, 2024

Nadine Lee, President & CEO



Update Items

- Point B Strategic Plan
- Quality Service
 - Security
 - Cleanliness
 - Reliability
 - Ridership Trends
- Seamless Mobility
 - 2024 Service Changes
 - Mobility Hubs
- Summary

Strategic Plan



The Strategic Plan will help us move from Point A to Point B - our future vision.



The main theme of our journey to Point B is to move from being a service people sometimes use, to being valued as a key regional asset that helps people and cities thrive.



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.



Quality Service



DART Security Initiatives

Enhanced Visibility and Customer Safety

- DART is developing 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
 - Implementing updated CCTV system beginning with a new Video Management System (VMS). Implementing repair and/or replacement of inoperable cameras.
- Design
 - Conducted Crime Prevention Through Environmental Design (CPTED) reviews of operating and passenger facilities and are implementing recommendations such as brighter LED lighting, fencing, and barriers.



DART Security Initiatives

Enhanced Visibility and Customer Safety

- Staffing Resources
 - Modified the armed security guard services contract to provide 24-hour coverage at all bus and rail operating facilities.
 - Transit Security Officer (TSO) program added 100 uniformed, armed security officers on trains, platforms, and buses in October 2023.
- DART Cares Pilot Program
 - Collaborative effort between DART Police, Dallas Fire Rescue, and Parkland Hospital
 - Began in November 2023 to identify, engage with, and connect people with mental health and counseling services before they enter a crisis, reducing the need for police or emergency services to respond.



Clean Team Components

Light Rail Vehicles (LRV)

- Cleanings at Terminal Station
- On-Board Porters

Bus

- Mid-Day Cleanings

Customer Facilities

- Transit Centers & Rail Platforms
- Bus Stops & Shelter Cleanings
- Elevator Attendants

Clean Team Quality Assurance

- Field Inspectors





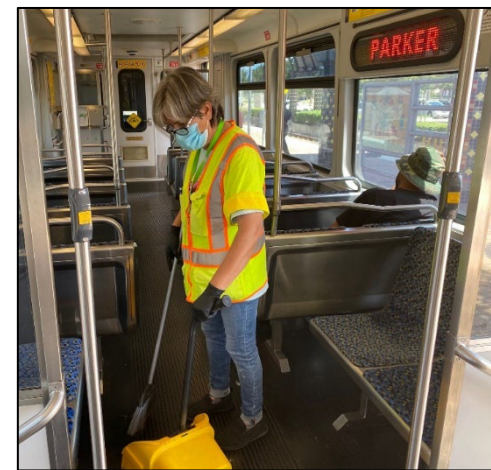
Light Rail Vehicles (LRV)

Cleanings at Terminal Stations

- Daily from 5:00 a.m. to 10:00 p.m.
- LRVs serviced at terminal stations each month:
 - Weekday: 9,504
 - Weekends: 2,872

On-Board Porters

- An industry first, porters clean LRVs in service
 - Deploy eight porters daily from 6:00 a.m. to 10:00 p.m.
- Porter services increase for large special events
 - State Fair and Texas/OU Gameday; St. Patrick's Day Parade; BMW Marathon; New Years Eve





Bus Mid-Day Cleanings (Addison Transit Center & West Transfer Center)

- Buses serviced weekly
 - Addison Transit Center
 - 490 Buses
 - West Transfer Center
 - 665 Buses
- Operator quote when asked about the mid-day bus cleaner that services her bus at West End Transfer Center:
 - *“She is awesome! She is always working and does a great job.”*
Bus operator Angela Wright





Customer Facilities

Transit Center & Rail Station Cleaning

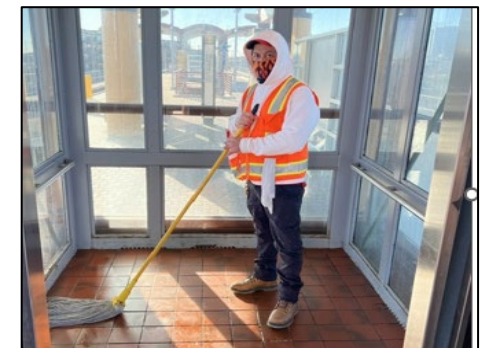
- Increased scheduled cleanings with three additional crews to rove high traffic areas removing debris
- Increased frequency of power washing at night in high traffic locations

Bus Shelter & Bench Cleaning (6,989 bus stops)

- Added 1,940 additional weekly cleanings
- Stops with shelters cleaned twice weekly
- Stops with amenities like benches cleaned weekly

Elevator Attendants

- Assigned to all elevated rail stations to greet customers, operate the elevator, and deter people from sleeping/living in DART elevators

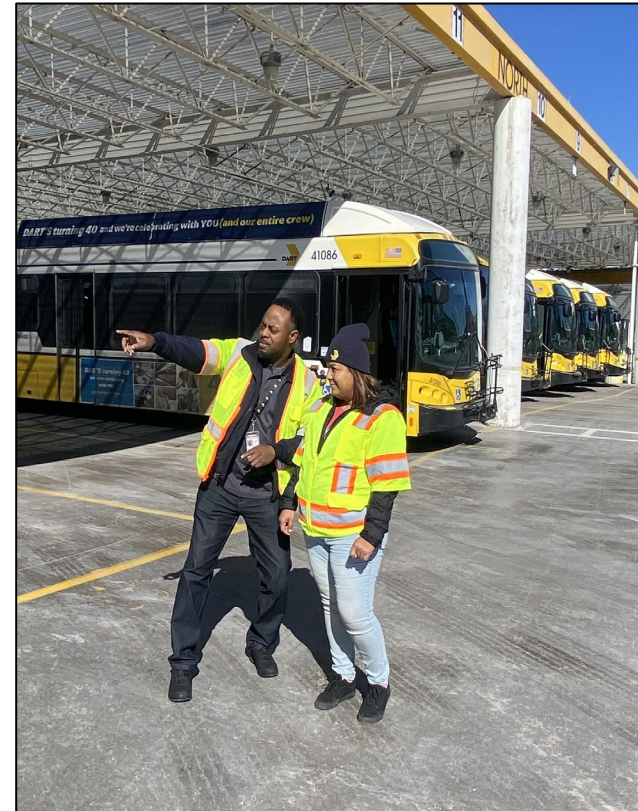




Clean Team Quality Assurance: Field Inspectors

DART utilizes 14 Field Inspectors and a Supervisor to oversee:

- Inspections
- Performance Audits
- Contractor Training
- Contract Administration
- Special Events
- Contractor Safety
- Procurement Support



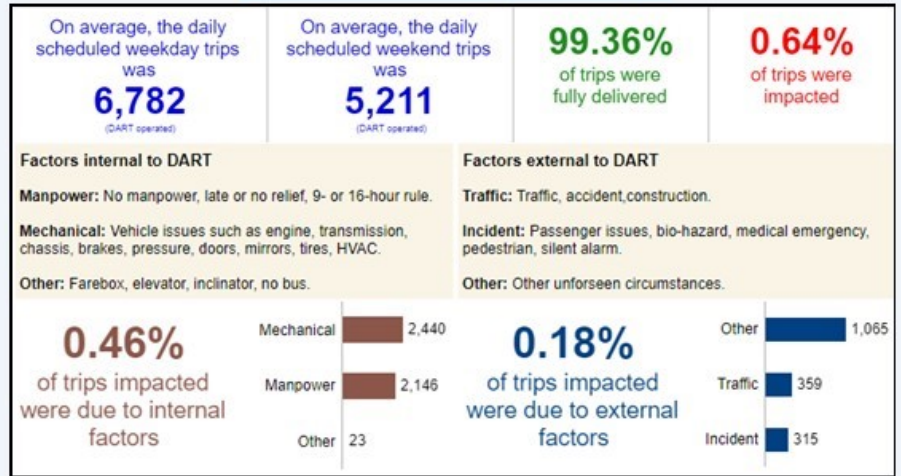


Bus and Rail Service Delivery

- DART is delivering over 99% of all bus and rail trips
- This is up from 85% (15% missed trips) during the height of operator shortages in 2022 and a result of our hiring efforts
- GoLink service is based on wait times and is typically 15 minutes or less, comparable to our most frequent bus/rail service

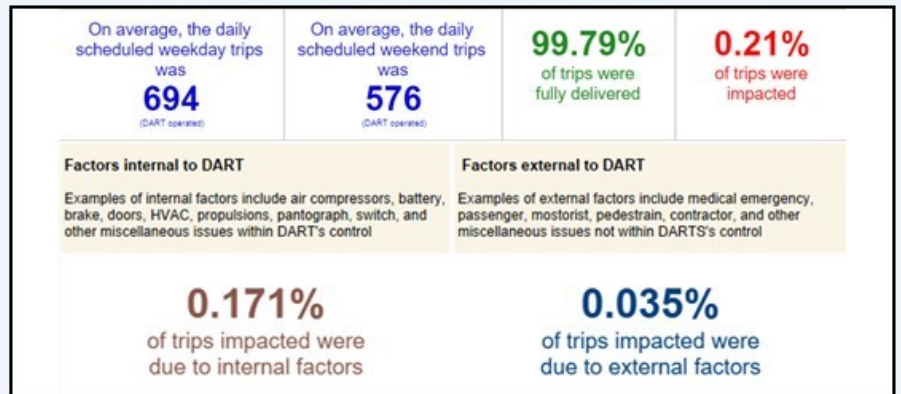


Bus Service Delivery Summary



Source: Transit Master
10/1/2023 – 2/29/2024
Classification: Sensitive

Rail Service Delivery Summary



Source: INIT, OCC
10/1/2023 – 2/29/2024
Classification: Sensitive



On-Time Performance

- DART OTP targets are:
 - 83% Bus
 - 93% Rail
- Bus is trending slightly lower 76-78%, while rail is improving and close to target
- DART has implemented new technology to improve bus arrival predictions
- Real-time feed is now available for GoPass and other apps to support customer experience
- Collaboration with City on bus corridor improvements can enhance the operating environment
 - Transit signal priority, curb management, construction and developer coordination, etc.



Hiring Efforts

- The agency set a goal to fill 90% of budgeted full-time positions
- As of April 3, 91.5% of budgeted full-time positions were filled
- Many of our departments are 100% staffed
- We continue to move towards our goal of being 100% staffed by using a comprehensive approach to recruitment and retention.



DART We're hiring more
great employees

Saturday, March 23
10 a.m. - 2 p.m.

Headquarters | 1401 Pacific Ave.
Dallas, TX 75202

Ride DART Rail to DART Headquarters
at Akard Station

For More Information Visit
DART.org/careers

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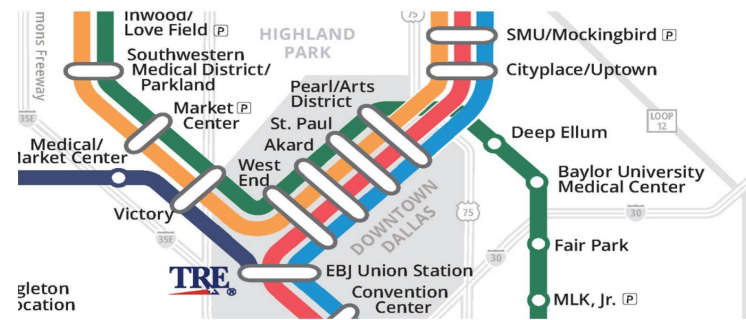


Agency Statistics

Category	Budgeted Positions	Vacant Positions	Percentage Filled	DART % Vacancy	National Average % Vacancy
Total	3,851	329	91.5%		
Bus Operator	1,241	47*	96.2%	3.8%	17-18%
Rail Operator	226	8	96.4%	3.6%	10%

* 31 bus operator positions will be filled during remainder of FY to support June/September service changes

System Maintenance



- In advance of the summer months and to enhance resiliency and meet engineering requirements, the DART Light Rail Overhead Catenary System (OCS) will be re-tensioned through the Central Business District (CBD)
- This will require two, 54-hour weekend periods with reduced service through the CBD
 - May 3 and May 10 weekends from Friday at 9:00 p.m. to Monday at 2:59 a.m.
 - Single-track train shuttle between West End to Pearl/Arts District with supplemental bus shuttles



Ridership Growth

Comparison to Pre-Pandemic Ridership

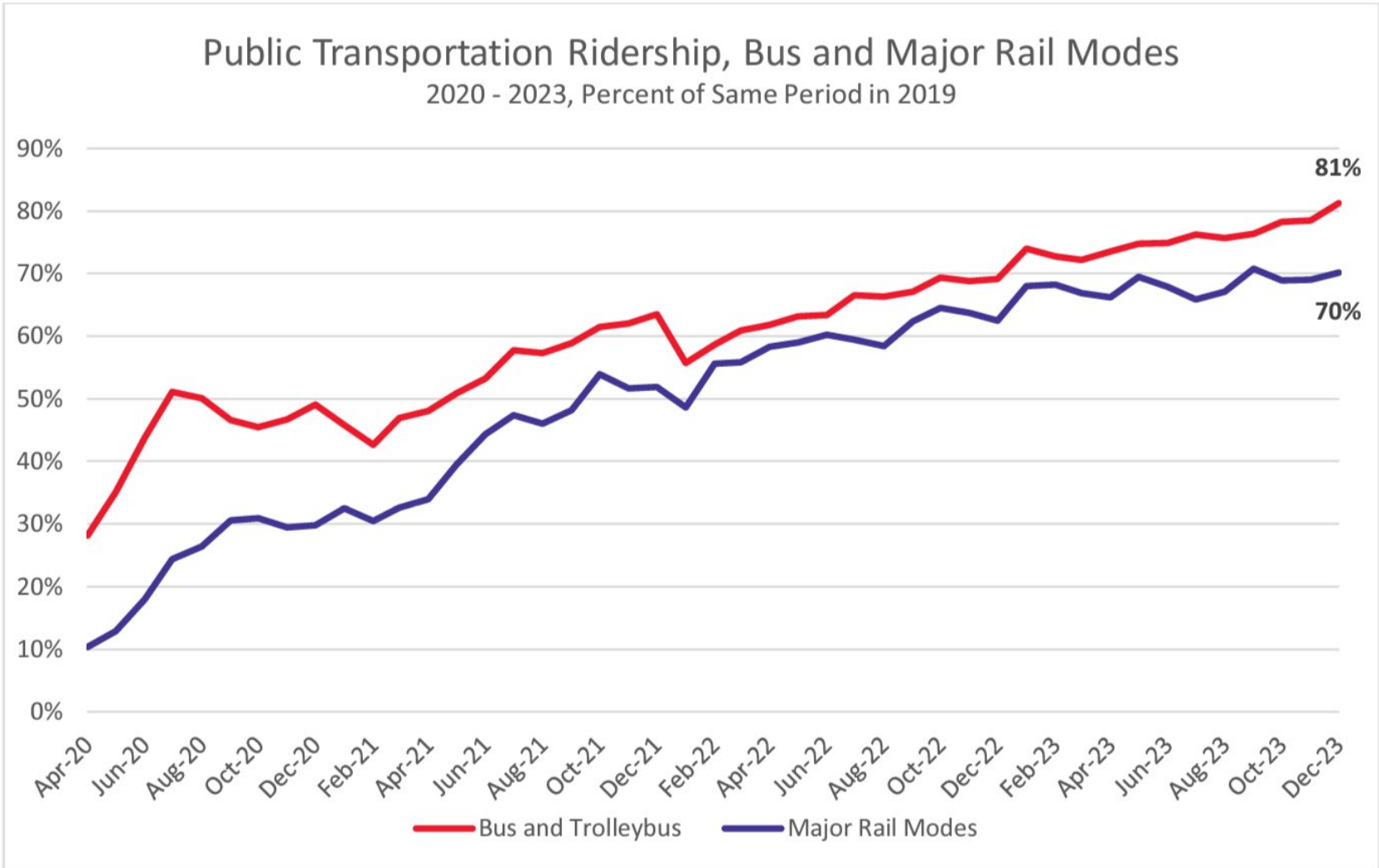
February 2024

Month	February 2024
Bus	81%
Light Rail	82%
TRE	63%
Streetcar <small>MATA + Dallas</small>	49%
Paratransit	104%
GoLink	1,041%
System	83%

Better than pre-pandemic levels



National Trends



A city street scene with a yellow bus and a yellow box containing the text 'Seamless Mobility'. The background shows a city street with buildings, a yellow bus, and a yellow box containing the text 'Seamless Mobility'. The scene is overlaid with a semi-transparent yellow filter. A yellow box with a thin border is centered in the image, containing the text 'Seamless Mobility' in a bold, dark blue font. In the background, a yellow bus is visible on the street, and a sign on a building reads '#HungerActionMonth'.

Seamless Mobility



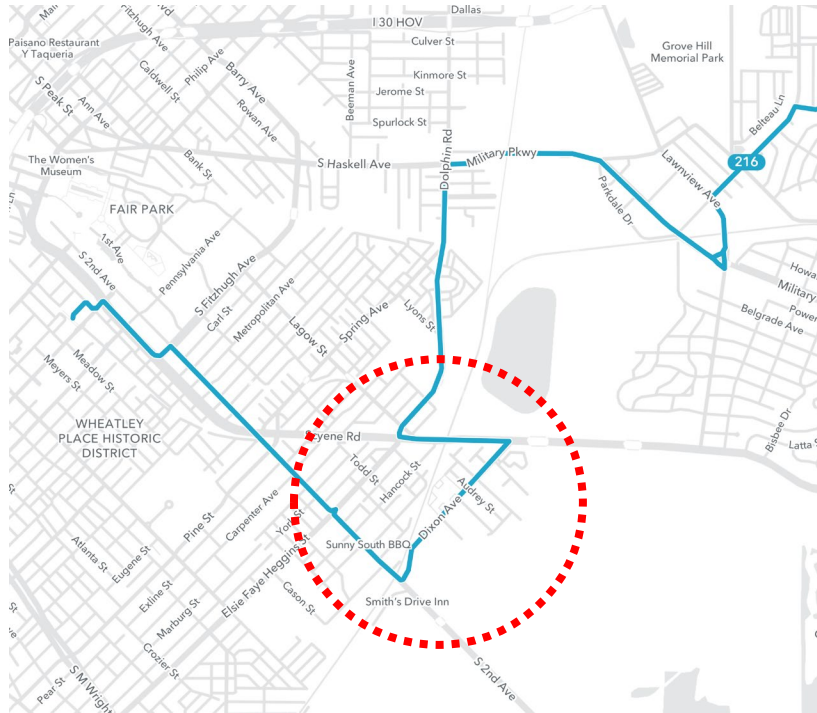
2024 Service Changes

- DART is now building upon the DARTzoom bus network redesign with additional service improvements
- Dallas changes for 2024 include:
 - Service frequency improvements,
 - Restored local bus service in some Dallas neighborhoods, and
 - Expansion of the pilot allowing GoLink customers to travel between zones
- Changes started to roll out in January and will continue in June and September



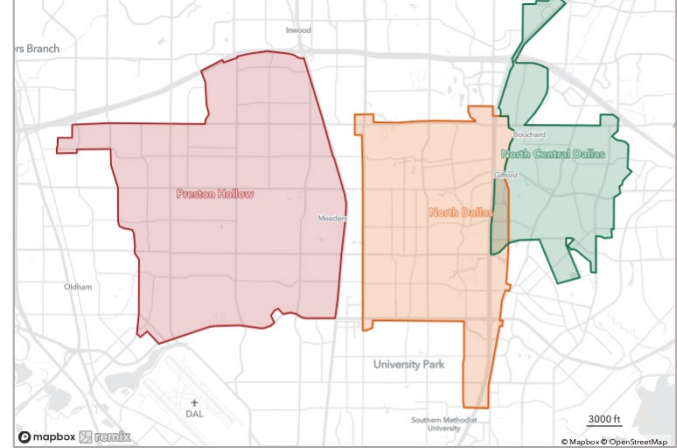
January 2024 Service Changes

Dallas

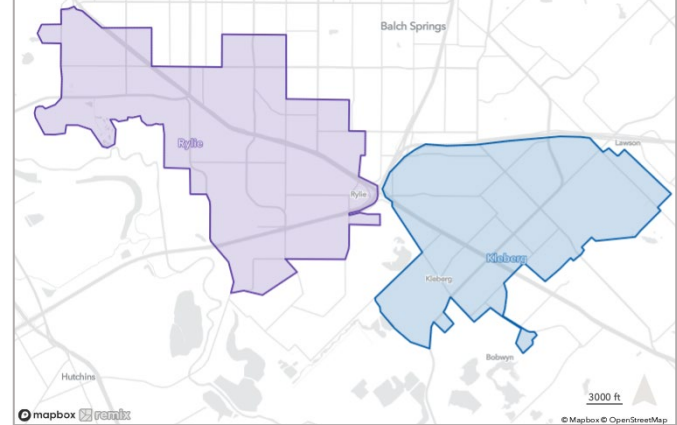


Service restored to Dixon Avenue in South Dallas (Route 216)

Preston Hollow/N Dallas/N Central Dallas



Rylie/Kleberg



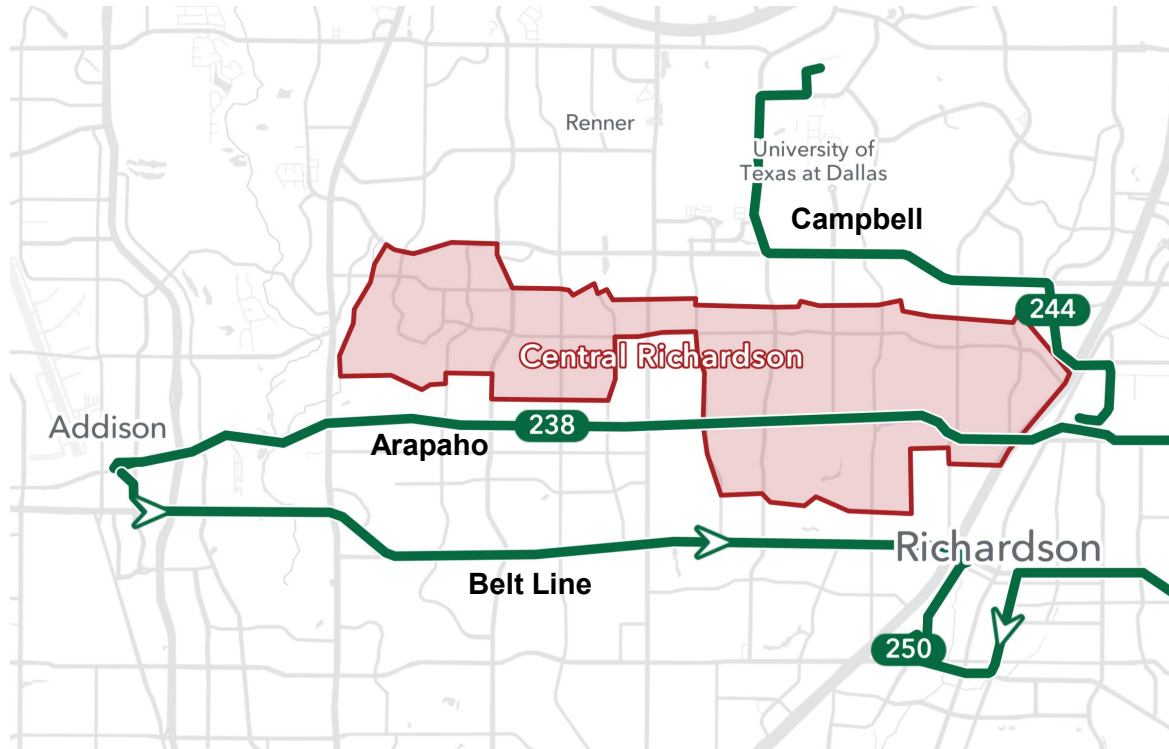
GoLink Zone to Zone Pilot expanded to 5 Dallas zones





June 2024 Service Changes

Dallas



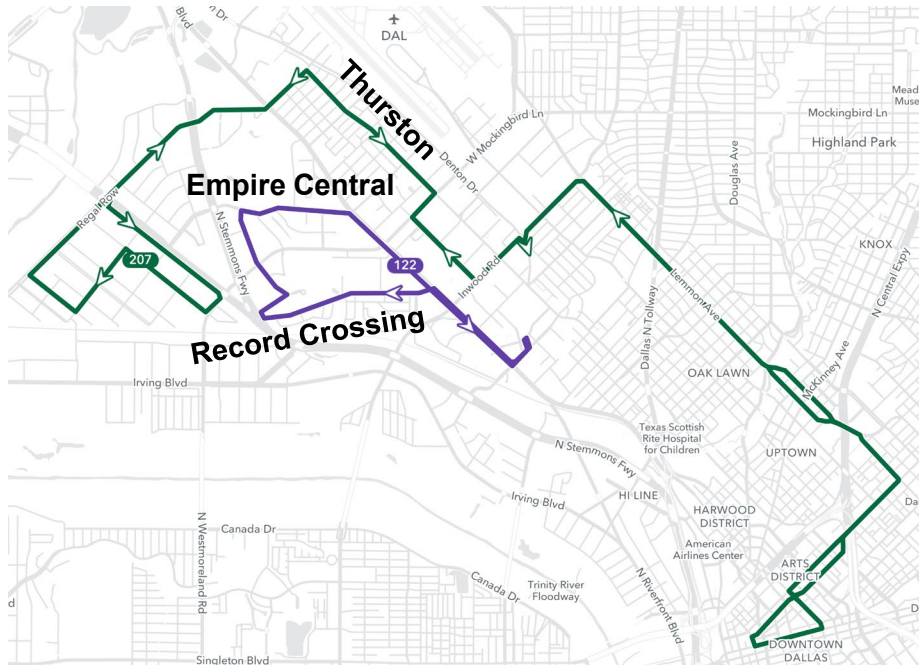
Several changes in Far North Dallas:

1. Belt Line E/W from Addison to Spring Valley Station (Rt. 25)
2. Arapaho service restored E/W from Addison to Arapaho Station (Route 238)
3. Central Richardson GoLink discontinued

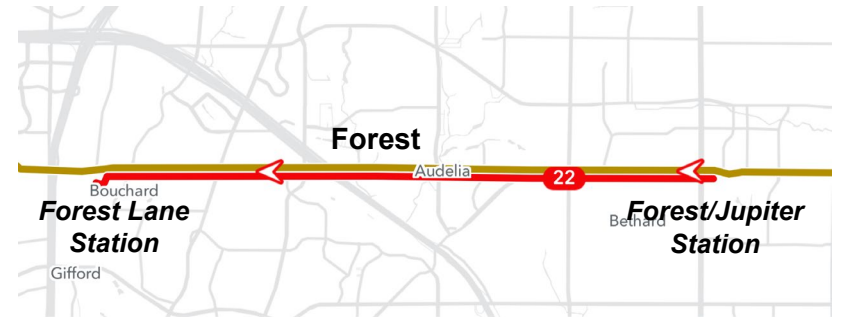


September 2024 Service Changes

Dallas



New Arlington Park route alignment (Route 122)
and
Restored service near Love Field (Thurston)
Other Stemmons Corridor route adjustments
(Route 207)



Improved 10-minute service most of the day on Forest Lane between Forest Lane, Forest/Jupiter Stations (Route 22)

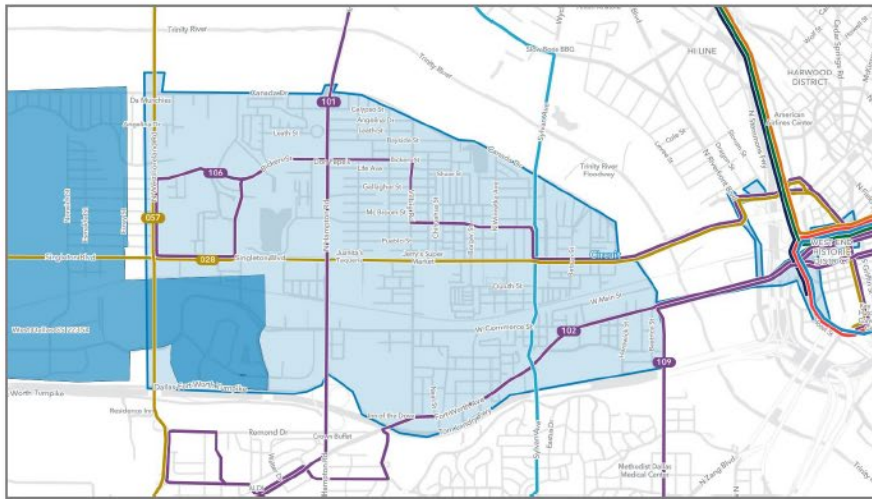
More frequent weekend Light Rail service on all lines:
20-minute service will start at 6am and continue until 10pm





Innovative Service Partnerships

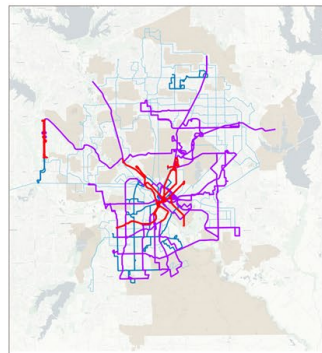
- In addition to GoLink, innovative partnerships can enhance first- and last-mile access
- West Dallas On Demand Shuttle is example of partnership between Toyota, Circuit and DART
- Pilot started January 2023 and extended through December 2024



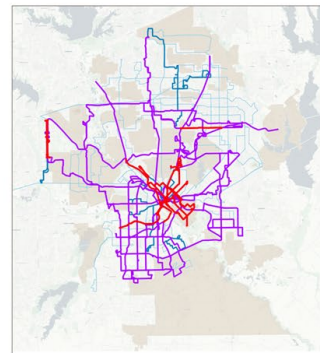
Seamless Mobility Initiatives



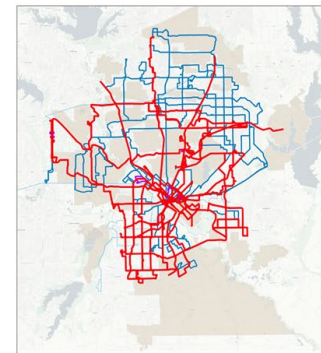
Existing Network



Tier 1 Network



Tier 2 Network



Seamless Mobility Initiatives



- Mobility Hub guidelines provide overview of elements to promote seamless mobility and enhance access and amenities
 - Micromobility integration (corrals at facilities)
 - Enhanced bike/pedestrian connections
 - Enhanced wayfinding
 - Customer service/convenience
 - Car share, EV chargers



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

EV Chargers

- In July 2023, DART installed one dual-port Level 2 EV charger each at Illinois Station and Glenn Heights
- The EV chargers are accessible to public at no cost through August 31, 2024, per the grant agreement
- Usage since opening (8 months):



Site	Cars	Hours	kWh
Illinois Station	1,023	750 total 0.7 avg.	5,916 total 5.8 avg.
Glenn Heights	647	2,012 total 3.1 avg.	15,094 total 23.3 avg.

Summary

- DART is already working toward our Strategic Goals as the plan goes through the approval process
- There are several opportunities for collaboration with the City as we look ahead:
 - 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
 - Creation of fantastic spaces as part of TOD planning efforts
 - Area Plan development to define opportunities to advance mutual priorities

Thank You



let's go.



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