



DART Update

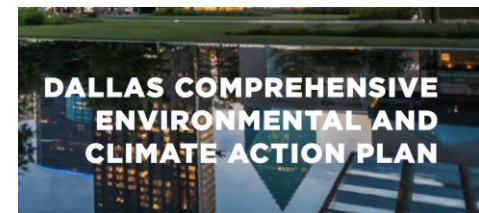
**Joint City of Dallas Transportation and
Infrastructure (TRNI) Committee and
DART Board Meeting**

January 6, 2022



City of Dallas Priorities for DART

- October 11, 2016 Dallas City Council resolution priorities for DART:
 1. D2 Subway (reaffirmed in 2017 and 2021)
 2. Bus Service enhancements and service standards
 3. Dallas Streetcar Central Link and expansion corridor studies
- Recent plans outline key opportunities for collaboration and support



Topics for Discussion

- DARTzoom: A New Bus Network Update
 - Southern Sector Service Initiatives
 - Joppa Rides, South Dallas GoLink Pilot Program, Inland Port TMA (IPTMA) Service
- Transit-Oriented Development (TOD)
- Capital Project Updates
- Community and Sustainability Initiatives
- 2045 Transit System Plan/Future Opportunities



DARTzoom: A New Bus Network Update

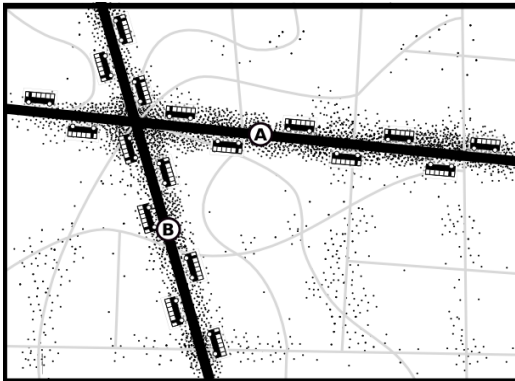
Background

- In August 2021, the DART Board voted unanimously to approve the DARTzoom plan, including a Final Bus Network Plan and associated January 2022 service changes
- The Plan is the most significant change to bus service in DART's history
- The entire network has been redrawn
- Reduced services associated with the pandemic end in January – including light rail service, which returns to 15-minute peak frequencies and normal evening schedules

Key Concept: Ridership/Coverage Balance

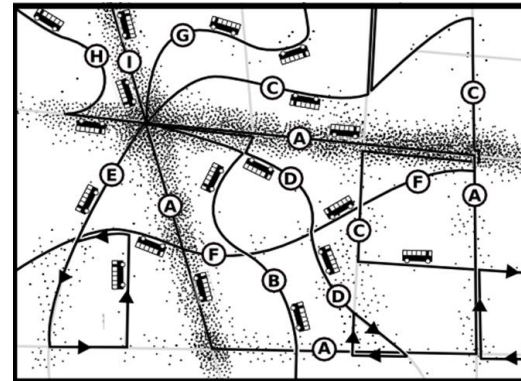
- Transit networks are usually a mix of routes that serve higher ridership areas, and other routes that provide coverage

RIDERSHIP



Ridership-focused networks concentrate service where the highest ridership demand is located, with less access in low-demand areas

COVERAGE



Coverage-focused networks serve everyone, at the expense of frequency

New Bus Network Design Approach

- In the design of the New Bus Network, the DART Board directed staff to develop a network that takes a hybrid approach:

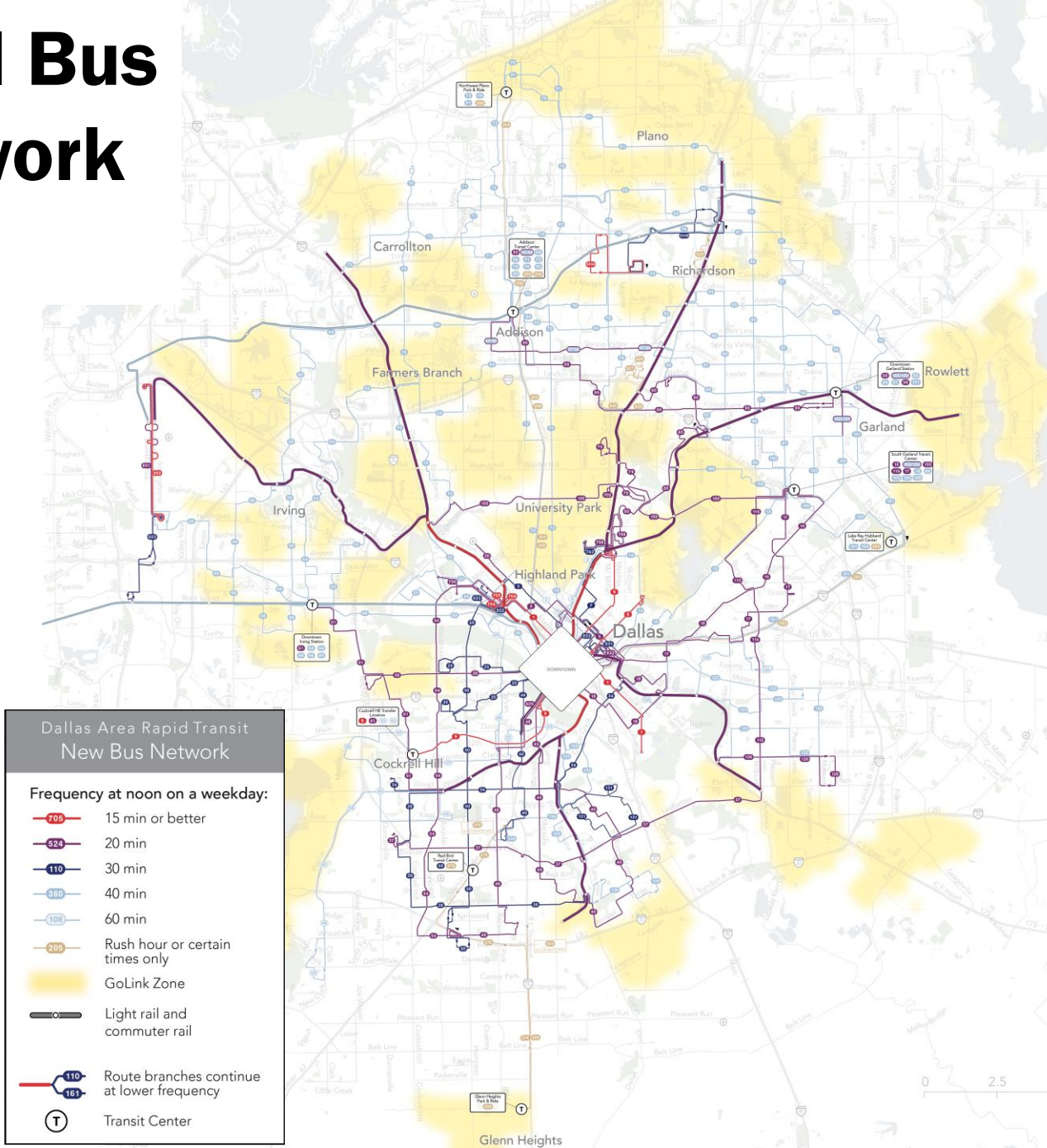
RIDERSHIP

70-75% of resources are invested in ridership-oriented services, with improved frequencies, hours, and 7-day service

COVERAGE

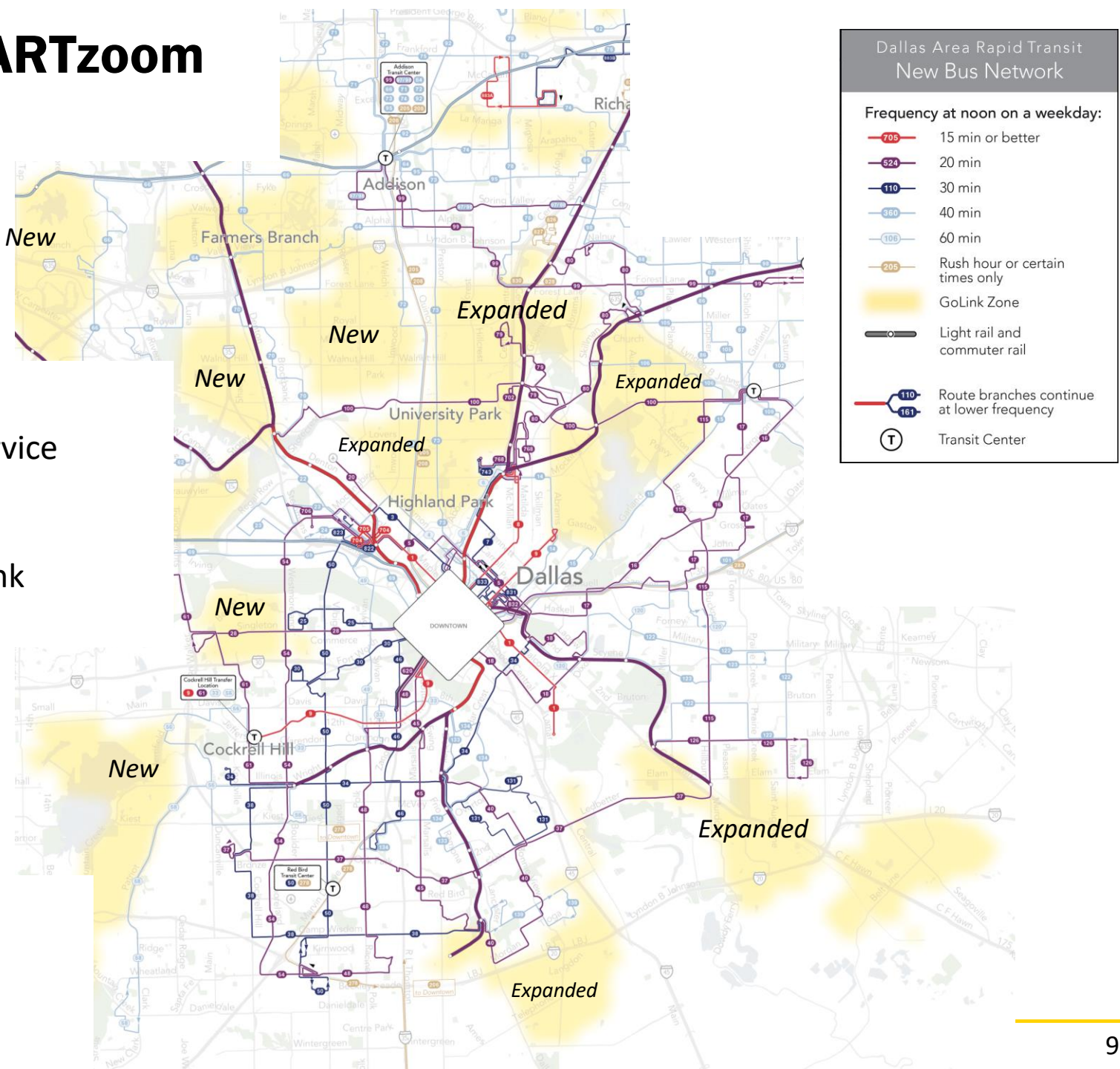
25-30% of resources are invested in coverage-oriented service, including greatly-expanded on-demand GoLink zones

Final Bus Network Plan



- Fixed-route service emphasis on frequency, with smaller areal footprint
- GoLink zones serve lower-ridership areas, doubles overall GoLink coverage
- 22 core frequent bus routes (7 now)
- 2/3 of pre-pandemic ridership served by frequent routes

Dallas DARTzoom Service



Red/Purple:
Frequent Service
Routes

Yellow: GoLink
Zones



Focus on Frequency, 7 Day Service

22 core frequent bus routes with rail-like frequencies, operating 4am-1am

All local routes operate minimum 5am-Midnight, 7 days per week

Most routes have more frequent midday and evening service for off-peak work, school, medical, and shopping trips

Network Benefits

IMPROVED TRAVEL TIMES

- More frequent service
 - Reduces wait times
 - Reduces transfer times
- More direct routes speed travel
- 98% of pre-pandemic boardings still within walking distance of service

INCREASED JOB ACCESS

- Average DART resident will see +34% increase in jobs reachable within 60 minutes by transit
- Access improves for every demographic group



GoLink Expansion

- 13 new zones (30 total)
- Zones feed into frequent bus/rail service
- Weekend service added for many zones
- Inland Port hours expanded

NO CHANGES:

- W Carrollton
- Glenn Heights
- Kleberg
- Rowlett
- Lakewood
- Legacy
- S Dallas Pilot

NEW:

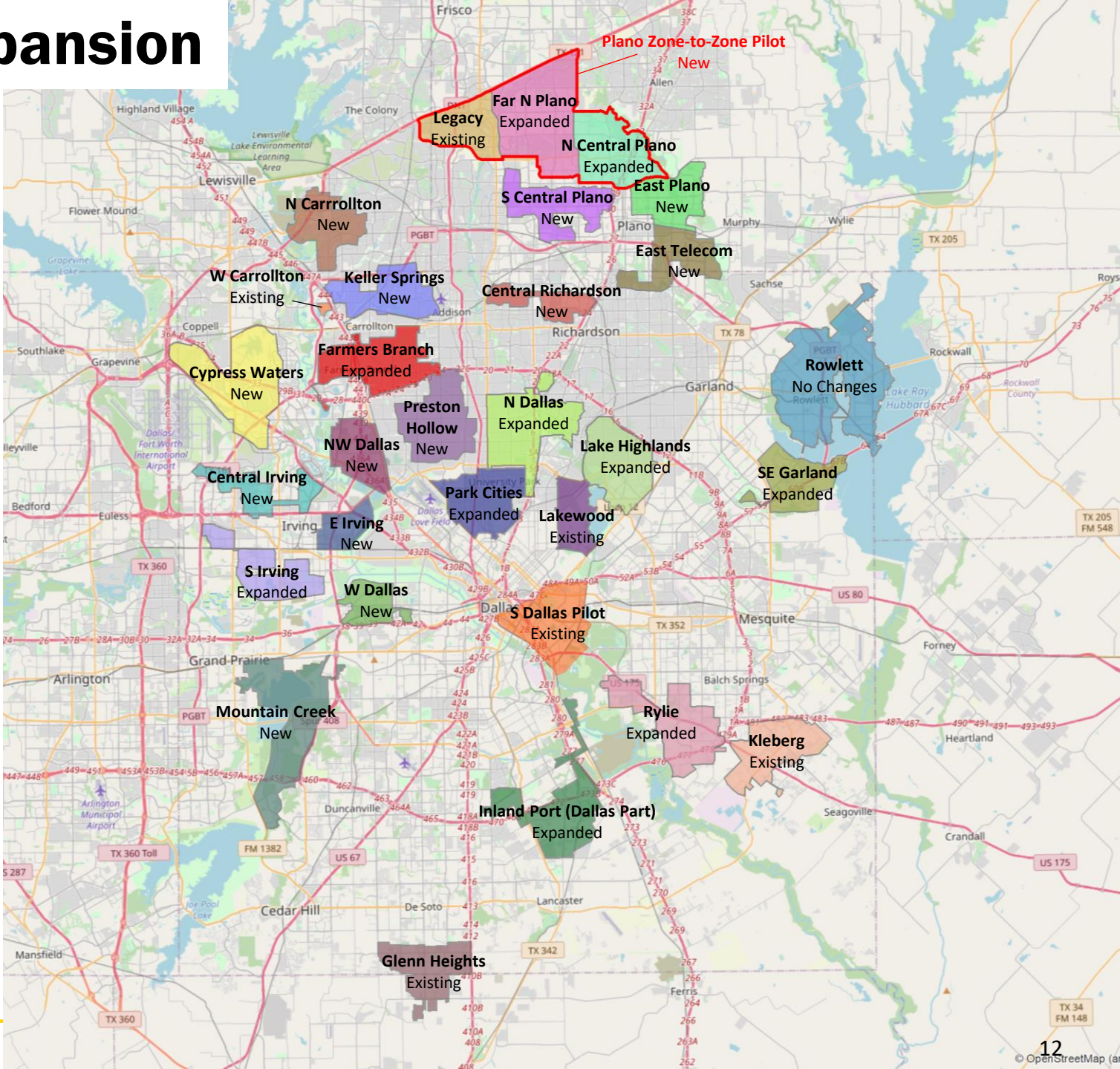
- S Central Plano
- E Plano
- E Telecom
- Central Richardson
- Keller Springs
- N Carrollton
- Cypress Waters

EXPANDED:

- Far N Plano
- N Central Plano
- Farmers Branch
- S Irving
- Inland Port
- Rylie
- SE Garland
- Park Cities
- N Dallas
- Lake Highlands

PILOT:

- Plano Zone-to-Zone Pilot



Other Notes

1

Every bus route number will change

2

Maps and printed materials will be redesigned

3

All bus stop signs will be replaced with a new design

Phase One: January 2022 Service Changes

- Upcoming changes start the process to improve DART services
- Early GoLink service access began December 5
- Other changes effective Monday, January 24
- Significant work is happening behind the scenes to prepare, including:



Hiring: Operators, Mechanics



Training



Preparation of signage and customer-facing materials



Development of a Plan for future bus service improvements

Phase Two: Five Year Service Plan

January changes form the baseline of the new bus network, and are the first steps in the process

DART will soon start work on a Five Year Plan for additional improvements beyond January

Expected Plan completion Summer 2022

Possible changes include: additional frequency improvements, speeding up bus operations, etc.

Information on Changes

Covers on 10k bus stop signs announcing changes at the stop

Facebook Live events through early December

Advertising started November 1st

Bus Stop Unveiling ceremonies early January in DART Cities

Printed timetables, maps in early January

Street teams in January to interact with customers

DART  **DARTzoom.org**
214-979-1111

GoLink *On-demand service when and where you need it.*
Servicio bajo demanda cuando y donde lo necesite.

BEGINS DECEMBER 6, 2021
COMIENZA EL 6 DE DICIEMBRE DE 2021

! LEARN HOW TO RIDE GOLINK IN THE INLAND PORT CONNECT ZONE
APRENDA A USAR GOLINK EN LA ZONA DE INLAND PORT CONNECT ZONE
DARTzoom.org | 214-979-1111

NOTE: THIS IS NOT A GOLINK PICK-UP LOCATION
NOTA: ESTE NO ES UN LUGAR DE RECOGIDA DE GOLINK

THIS BUS STOP WILL CLOSE ON
JANUARY 24, 2022
ESTA PARADA DE AUTOBÚS CERRARÁ EL 24 DE ENERO DE 2022

ROUTES CHANGING
123 123
123

FOR BUS ARRIVAL TIMES UNTIL JANUARY 23, 2022 **TEXT TO 41411: DART 00000**
BUS STOP ID

www.DARTzoom.org for details



Feet on the Street

Trained DARTzoom Brand Ambassadors at high-frequency stops

- Bus Operations
- Special Events
- Volunteers

Activation at top 25 bus locations once a week, both morning and afternoon, two weeks around the launch



FREE Rides for a Week



January 24 – January 30



Key Comments So Far

FROM RIDERS

1. Issues where GoLink service is replacing fixed-route bus
2. Stops relocated to different locations

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Closing Notes

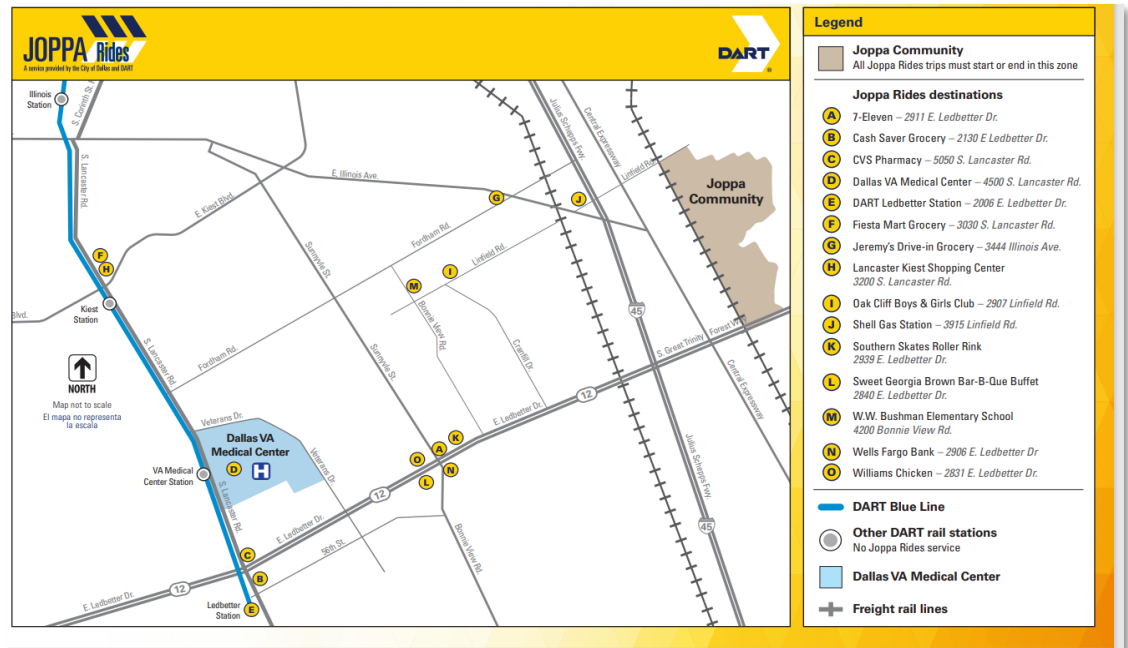
- With a change of this magnitude, we expect that there will be issues that will require adjustments
- Some adjustments have already been made based upon feedback received
- You may receive calls from constituents about the changes
- Please contact us as these issues are raised



Joppa Rides

Joppa Rides

- Joppa Rides funded by the City of Dallas
- Service began Nov. 15
- 5am-11pm 7 daily
- Service provided by Uber and DART
- <https://www.dart.org/riding/jopparides.asp>
- Inland Port GoLink also available in Joppa community

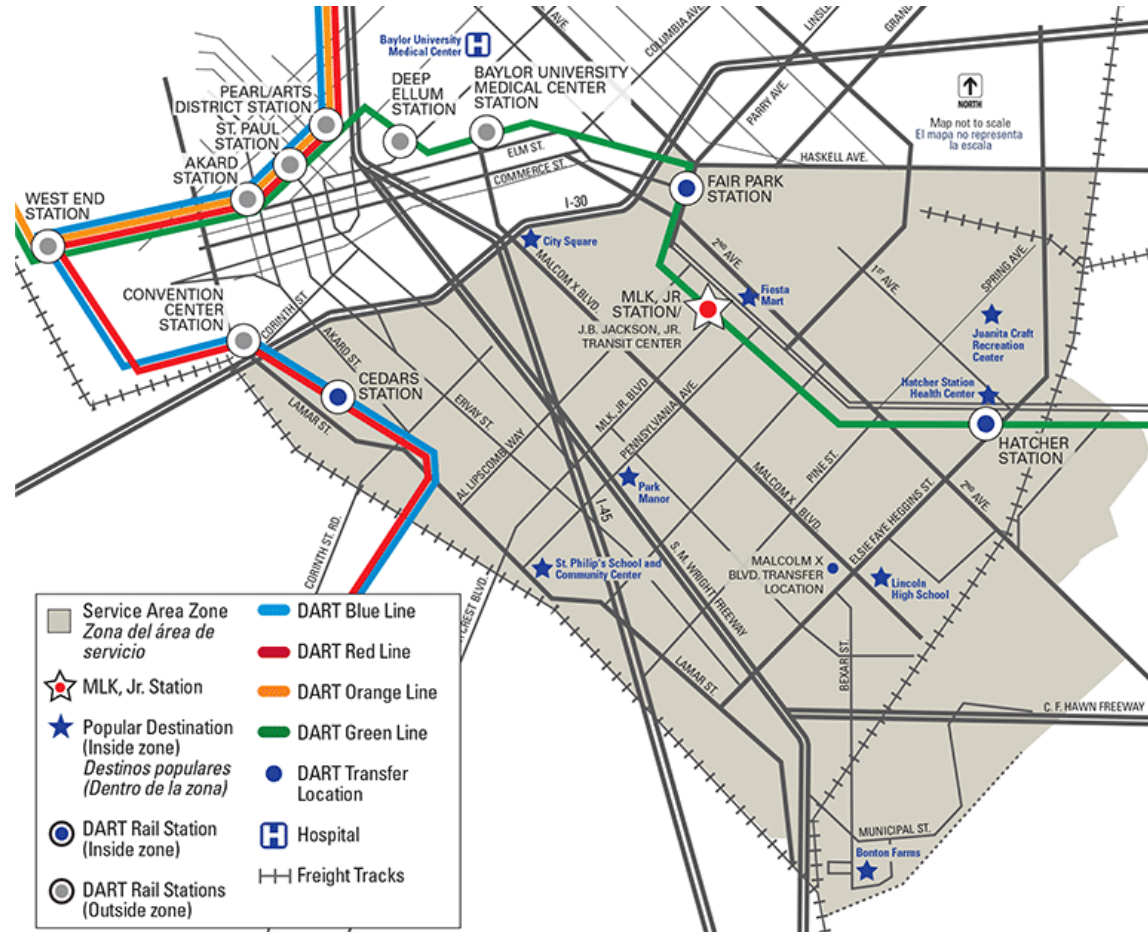


A yellow and white GoLink bus is shown on a city street. The bus has the number 41041 on its front. In the background, there are several tall, modern skyscrapers under a cloudy sky. The entire image has a light blue overlay.

South Dallas GoLink Pilot Program

South Dallas GoLink Pilot

- Implemented on April 26, 2021
- 9am-4pm Weekdays as agreed with South Dallas Transportation Initiative
- One dedicated vehicle supplemented by UberPool
- DART plans to extend pilot service through 2022
- Service hours will expand to 5am-8pm on January 24



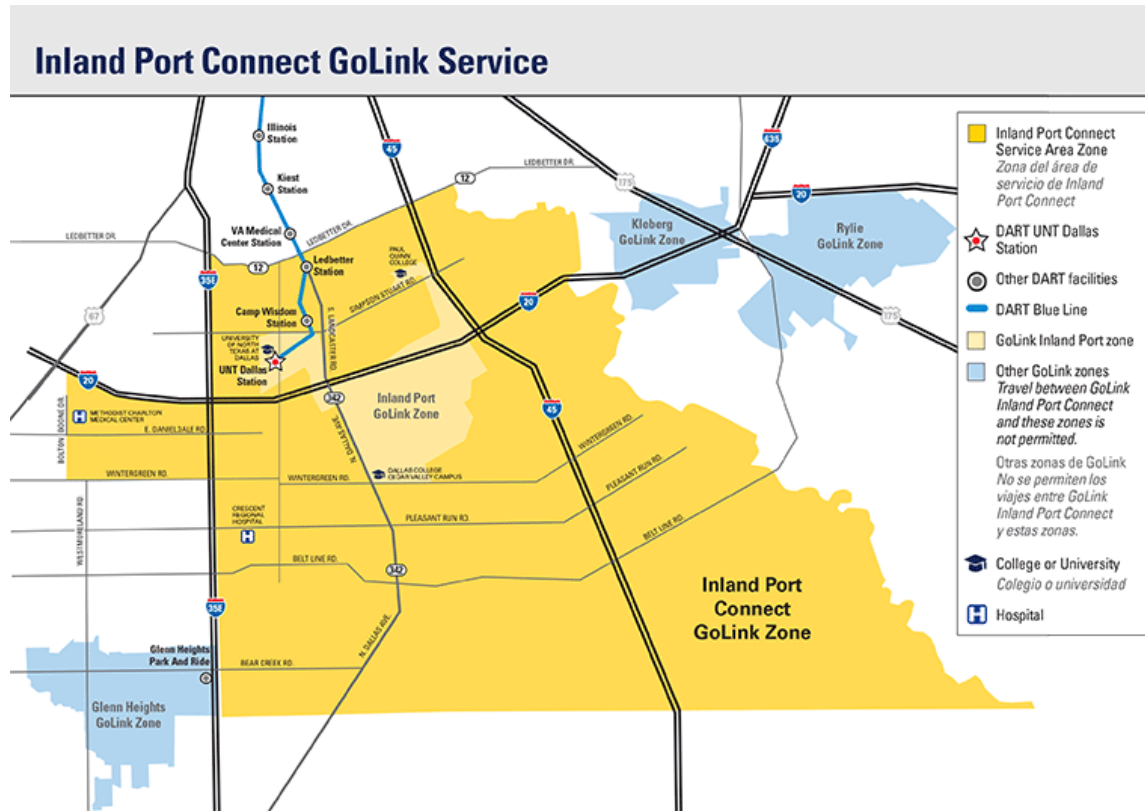
The GoLink Pilot was planned by DART in collaboration with the South Dallas Fair Park Transportation Initiative



**Inland Port Transportation
Management Association
(IPTMA)**

Inland Port Connect GoLink

- Expanded service throughout Inland Port
- Partnership with DART, Inland Port Transportation Management Association (IPTMA) and STAR Transit
- 5am-8pm Weekdays
- Future weekend and evening service planned
- DART bus and rail connections available for access from the rest of DART's system



Program for transit access to Inland Port for Southern Dallas residents

Thank you



DART.org