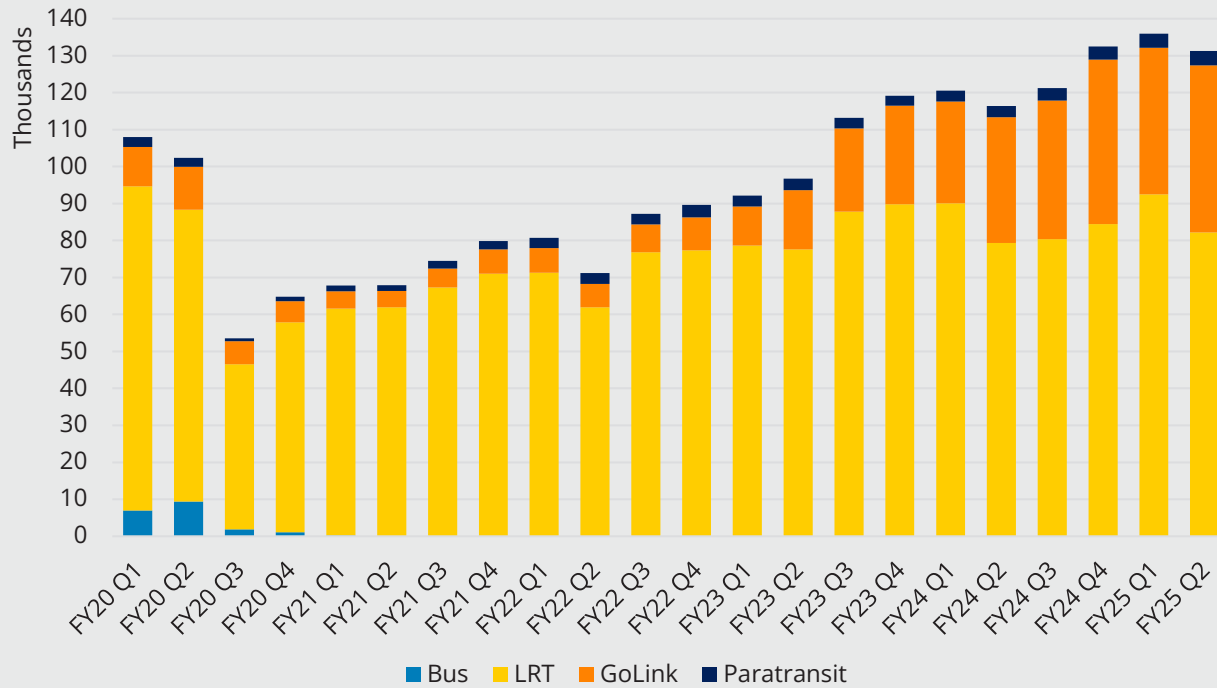




DALLAS AREA RAPID TRANSIT Strengthening Our Region, Together

Rowlett Ridership by Mode



RIDERSHIP & SERVICE



186,426 GoLink riders in FY2025

15,772 paratransit riders in FY2025

349,806 light rail trips in FY2025

Services:

- Blue Line station (Downtown Rowlett)
- Rowlett GoLink zone with 100% coverage of the city. Connection to SE Garland GoLink via zone-to-zone pilot.





DART REVENUE SHARING

Since 1989, DART has provided nearly half a billion dollars to our service area cities through multiple programs.

For Rowlett, that includes:

- 1989-2004 Local Assistance Program: \$2,877,132
- 2023-2024 Public Transportation Improvements: \$5,328,000
- **Total: \$8,205,132**



PLANNED CAPITAL & SERVICE INVESTMENTS

Future proposed service improvements for Rowlett under Phase 2, Tier 2 of the DART Bus Network Redesign:

- 15-minute Blue Line service most of the day



ECONOMIC DEVELOPMENT



The latest UNT Economic Research Group study reveals the significant economic benefits of development projects near DART light rail stations.

In the 25 years since UNT first began its studies, development within a quarter mile of DART's light rail stations has resulted in a \$18.1 billion direct impact

In 2022-2024, there were 37 development projects within one-quarter mile of DART light rail stations. These projects result in:

- A \$1.0 billion direct impact and \$1.9 billion total economic impact.
- Creation of 5,295 jobs, and total employment creation of 9,422 jobs, adding up to \$724.2 million in labor income for workers in the region.
- 10% and 12.6% rent premiums for residential and commercial properties, respectively.

These projects created \$51.5 million in construction-related state and local sales tax revenue and resulted in ongoing property tax and sales tax revenue to benefit local communities.

The DART TIRZ Interlocal Agreement (ILA) provides all cities with another tool to leverage future sales tax growth to support economic development. This program was developed in cooperation with service area cities and ILAs will be provided for execution.

TOD in Rowlett

- Development since the station opened in 2012, totaling approximately \$100 million in City taxable value includes the Villages of Rowlett, Rowlett Station, One90 Main, and Bankhead Brewing.
- Several acres of DART-owned land near the station ready for development.



SECURITY & CRIME



DART has a comprehensive security strategy, including visible uniformed presence, crime prevention messaging, and environmental improvements that reduce crime, like lighting.

DART provides the following staff resources to support safety and security:

- 225 police officers
- 76 fare enforcement officers on the rail system
- 100 contracted, armed transit security officers on the rail system
- Four police/Parkland social worker teams on the system to address vulnerable populations and connect them to services
- Clean teams on trains and at end of line stations

A new Video Management System (VMS) and upcoming capital project will replace 7,700 cameras across fleet and facilities to be monitored through the new consolidated dispatch and command center (CDCC).

Through October 15 this year, the DART Police Department has executed 800+ enforcement initiatives in conjunction with cities and their law enforcement, resulting in:

- 18% reduction in violent crime (assault, homicide, robbery, and sex crimes)
- 61% increase in arrests and citations for criminal trespass (loitering)
- 20% increase in fare evasion citations and arrests
- 26% decrease in property crime



ROWLETT/DART MEETINGS



DART works closely with each member city to identify service improvements, support economic development opportunities, promote community events, address concerns, review the budget, and improve overall mobility in our region.

Below is a sample of discussion topics and meetings from the past two years. This is an example of the work DART does with each of its cities, not an exhaustive list.

Value of Transit: A formal study that outlines the value that DART brings to the region in terms of economic development, quality of life, and accessibility. Included interviews with each service area city manager, regional leaders, stakeholder focus groups, and the public.

Strategic Plan: DART's new 10-year vision to move the agency from Point A to Point B. Included a confidential interview with each city manager and a follow-up meeting with the city manager and mayor to discuss the city's strategic goals and alignment with DART's vision.

Area Plans: A city-specific program aimed at creating a continuous feedback loop between each city and DART. Area Plans outline each city's short- and long-term mobility goals.

City Manager Working Groups: A series of meetings from September 2024 through July 2025 to discuss key issues and identify a path to solving them, based on discussions with city managers, mayors, and their DART Board representatives.

Budget meetings: DART meets annually with its cities to review the proposed annual budget and 20-year financial plan, answer any questions, and collect feedback for the DART Board before budget adoption.

City Council Briefings: DART presents at Rowlett City Council Meetings when appropriate and upon request.

DART has met with every member city leadership team repeatedly since 2022 to understand their priorities, challenges, and opportunities. Between July 2022 and June 2025, DART met formally with city managers, mayors, and councils more than 130 times.

