

Email subject

Leading Mobility: Transforming our Existing System

April 2024

Hello Community Partners:

I was reminded recently of a famous quote that reads, “Love isn’t what you say. Love is what you do.” As you can probably guess, I love transit, and I want everyone else to love transit too. But I recognize that love doesn’t just materialize. It takes work to maintain and grow. At DART, our teams are working hard to modernize the foundation of the system we’ve built over the past 40 years.

Every member city resident pays into this system, and we care about the small (and large) details that impact each employee, rider, and community member. Together, we’re taking a human-centered approach to revitalizing the current system, informed in large part by feedback from stakeholders like you.

This week, data collectors began riding buses and trains to gather input from riders for our Customer Satisfaction Survey prior to the survey going live online next month. We want to hear from them – and you – about how our efforts to improve cleanliness, security, and reliability have impacted the rider experience.

In addition to further details on our planned system transformation, this issue includes a feature on DART Board member Carmen Garcia, who represents the City of Dallas, as well as the agency’s activities in the Town of Addison.

Speaking of Board Members, I’d like to take a moment to thank Jon-Bertrell Killen for nearly seven years of service. The Dallas City Council appointed Mr. Killen to the Board in 2017 and he helped navigate DART through major events including the DART zoom Bus Network Redesign and the coronavirus pandemic.

In his place, Dallas appointed longtime community leader Randall Bryant to the board in late March. I look forward to partnering with him and the rest of the Board on our critical work ahead. We will share more about Mr. Bryant in the May newsletter.

Nadine S. Lee

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[Jim Joyce is going to send me photos from the Garland Station refresh, and I will hopefully use one of those as the feature image.]

Short version for email

Customers, Employees, and Community are Focus of Planned System Transformation

We are working diligently to leverage DART as a strategic economic and mobility asset for this region. It's been stated many times that more than four million people will be moving to the metroplex over the next 20 years. In fact, the Dallas/Fort Worth area is poised to surpass Chicago as the third largest metropolitan region in the country and transportation is critical to our continued prosperity for everyone.

Public transportation is a key element in creating thriving communities, so it's important for us to consider the needs and experiences of customers, employees, and stakeholders as we move toward modernizing our system.

[Click here to read more about my thoughts on the upcoming transformation of the built-out DART System.](#)

Long version for DART Daily

Customers, Employees, and Community are Focus of Planned System Transformation

By DART President & CEO Nadine S. Lee, Leading Mobility Newsletter

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Improving the customer experience can involve implementing digital ticketing systems, real-time tracking apps, comfortable waiting areas and seats, and clear signage.

Employees, in turn, will contribute to the transformation with training on new technologies and systems crucial to a smooth transition. They will be involved with the modernization process and provide feedback that will lead to better outcomes and higher satisfaction, for themselves and customers.

Engaging the community throughout the process is important for building support and addressing concerns. Public meetings, advisory committees and regular updates all contribute to an informed and robust transition process.



In the months and years ahead, I challenge you to:

- Learn about the investments we are making.
- Participate in community meetings and share your community's needs and desires.
- Publicize DART's meetings, surveys, and plans to your residents, employees, and neighbors.
- Advocate and provide support for DART's requests for federal, state, and regional funding.
- Share your perspective as riders and neighbors.

Working collaboratively, we will have a system where reliability, security and cleanliness is part of our DNA. Our riders will experience seamless mobility through increased modes of travel and the availability of services, ease of access, and connectivity. Most importantly, DART is becoming the mobility asset that helps drive strategic economic growth in the North Texas region.

Short version for email

DART Board Director Spotlight – Carmen Garcia



The City of Dallas appointed Carmen Garcia to the DART Board of Directors in 2022.

In March 2024, Carmen began representing DART on the board of the Southern Dallas County Inland Port Transportation Management Association, and the Board of Directors of the American Public Transportation Association.

Previously, Carmen worked at DART for 12 years, retiring from the agency in late 2020 as the Assistant Vice President of Diversity. Today, she is self-employed as a business consultant in diversity, public involvement, community engagement, minority business consultation, and government relations.

[Click here to read more about Director Carmen Garcia.](#)

Long version for DART Daily

DART Board Director Spotlight – Carmen Garcia

By DART President & CEO Nadine S. Lee, Leading Mobility Newsletter



The City of Dallas appointed Carmen Garcia to the DART Board of Directors in 2022. Carmen is the current chair of the Audit Committee. Since her appointment, Carmen has served as a member of three other board committees including the Trinity Railway Express advisory committee, Economic Opportunity & Diversity, and Personnel Ad Hoc Search.

In March 2024, Carmen began representing DART on the board of the [Southern Dallas County Inland Port Transportation Management Association](#), which provides on-demand transit services between the DART Service Area and employers in the Southern Dallas County Inland Port. She also joined the Board of Directors of the American Public Transportation Association in March 2024.

Carmen is self-employed as the President & CEO of ABRAC, LLC, which provides business consulting services in the areas of diversity, public involvement, community engagement, minority business consultation, and government relations. She assists minority-owned, women-owned, and small businesses in forming capacity building partnerships in the North Texas region, with a focus on the transportation industry.

Previously, Carmen worked at DART for 12 years, retiring from the agency in late 2020 as the Assistant Vice President of Diversity. She was responsible for outreach programs to disadvantaged, minority, and women-owned businesses that increased their access to procurement opportunities and contracts with the agency. During her tenure, Carmen helped create the agency's annual Small Business Academy and the internal Diversity & Inclusion Council.

Before DART, she spent seven years as the Director of Community Affairs for the State Fair of Texas.

Carmen has served on the national and North Texas boards of the Conference of Minority Transportation Officials, the advisory board of the Dallas County Small Business Enterprise Council, the Greater Dallas Planning Council, and the national board of Latinos in Transit. She has been a member and former chair of the Greater Dallas/Fort Worth chapter of WTS International, has participated in various APTA committees, and is actively involved with many minority, veterans, and women's organizations.

I asked Carmen what she hopes to accomplish while on the DART board, and she said that she endorses the agency's current focus on cleanliness, security, and reliability, and specifically wants to:

- Apply her experience as a former employee to back projects that she knows will advance the agency's mission.
- Implement new and innovative ideas to increase ridership with a regional perspective.
- Assist the agency's leadership and staff in prioritizing projects while considering affordability and timing.
- Support the agency's investment in next-generation bus shelters while advocating for a design that incorporates the character of the community where the shelters are located.

We appreciate Carmen's respect for the various communities DART serves and her continued advocacy for minority and women-owned small businesses.

[These photos will be used in a small gallery at the end of the article.]



Short version for email

City Spotlight – Addison



DART opened the Addison Transit Center in June 1999 as a replacement for park -and-ride lots at Prestonwood Mall and the Loos Field House. Today, the Addison Transit Center is one of the busiest bus hubs in the DART System.

The transit center will become Addison Station with the opening of the Silver Line Regional Rail. Addison has spent years of preparation to expand the urban neighborhood and amenities of Addison Circle and Addison Circle Park through strategic acquisition of land around the DART station and an 18-acre development is now in the works.

[Click here to learn more about DART's service and its impact on the Town of Addison.](#)

Long version for DART Daily

City Spotlight – Addison

By Leading Mobility Newsletter



Each month, we will spotlight a city in the DART Service Area and the service that DART provides.

DART opened the Addison Transit Center in June 1999 as a replacement for park-and-ride lots at Prestonwood Mall and the Loos Field House.

Today, the Addison Transit Center is one of the busiest bus hubs in the DART System. In addition to hosting 12 bus routes, the center is also a destination for the Southern Richardson and Keller Springs GoLink zones.

In Q2 FY 2024, Addison Transit Center had:

- 12 bus routes: 22, 200, 202, 227, 229, 235, 236, 237, 238, 239, 240, 305.
- 136,968 boardings for the 12 bus routes combined.
- Over 1,200 boardings for the Central Richardson GoLink.

The Addison Transit Center will become Addison Station with the opening of the Silver Line Regional Rail, which is expected to open late 2025 to mid-2026.

The Addison City Council selected AMLI Residential and Stream Realty Partners to create a three-phase mixed-use development adjacent to the Silver Line station, with an estimated investment of \$472 million. Plans for the 18-acre development include a mix of residential, corporate offices, boutique hotels, a grocery store, restaurants, and retail. The new development will be connected to a broader, 300-acre walkable urban district. This unique development will attract jobs, corporations, restaurants, shops, and new residents to Addison.

The project is the culmination of Addison’s years of preparation to expand the urban neighborhood and amenities of Addison Circle and Addison Circle Park through strategic acquisition of land around the DART station and planning efforts such as the Addison 2020 Vision Study and the Addison Circle Special Area Study, adopted in 2018.

Gary Slagel represents the Town of Addison on the DART Board of Directors.

[These photos will either be embedded into the body of the article or part of a gallery at the end.]



