

Email Introduction

Hello Community Partners:

As we move into spring, I am excited about the progress we have made on our [Area Plans initiative](#), which aims to identify mobility improvements in each city that will attract economic development and improve people-movement on our streets. In this newsletter, I will tell you more about our initial meetings with city leaders and next steps.

March is also the start of spring festival season, which includes several DARTable events near our rail stations.

DART has become an integral part of the success of the annual [Dallas Mavs St. Patrick's Parade & Festival](#). On Saturday, March 16, the agency provided extra rail service, staff, and signage to ensure that eventgoers had a positive experience since most were infrequent or first-time riders. Each year, the parade, festival, and related events attract around 100,000 people to Greenville Avenue near DART's Park Lane, Lovers Lane, and SMU/Mockingbird stations, so it is not surprising that this is consistently one of our highest ridership days.

Special event support is one of the ways that DART works with our service-area cities and event planners to encourage people to give transit a try.

In this issue, you will also learn more about DART's long partnership with the [City of Glenn Heights](#) and how transit helps their residents reach jobs and resources beyond the city.

DART cares about the residents we serve, and our goal is to move DART from being a service people sometimes use to being a valued regional economic and mobility asset. As the North Texas region continues to grow in population, we are committed to creating best-in-class mobility experiences that continue to help our communities connect and flourish.

Nadine S. Lee

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The photos will look better in layout. Word Online does not place them correctly.

Short Email version

Area Plans Will Align DART Efforts with Service Area Cities' Goals

City leaders in the DART Service Area have new opportunities to collaborate with DART on how it can best benefit their community and support their own strategic visions.



This past August, the agency kicked off an initiative called Area Plans aimed at discovering where city goals and DART goals align to better identify policies and projects that would increase transit use and economic growth. The final product will be a unique, phased program outlining projects and opportunities that take advantage of each city's capital improvement plans and DART's own plans.

[Click here to learn more about how Area Plans will shape our future collaboration with our service-area cities.](#)

Long DART Daily version

Area Plans Will Align DART Efforts with Service Area Cities' Goals

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

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This past August, the agency kicked off an initiative called Area Plans aimed at discovering where city goals and DART goals align to better identify policies and projects that would increase transit use and economic growth. The final product will be a unique, phased program outlining projects and opportunities that take advantage of each city's capital improvement plans and DART's own plans.

This collaborative approach to transit planning is in line with our agency's vision to be an economic and mobility asset to the cities we serve. In terms of DART's strategic plan, the Area Plans effort supports our goals to create seamless travel experiences, fantastic spaces that add value to our communities, and strategic relationships that advance common aspirations.

Initial meetings sought to identify city plans

Phase 1, which began in August, involved initial meetings and city tours in each of our cities. We met with city managers and senior staff from the municipal transportation, planning, engineering, and economic development departments. I brought a small team of DART staff from our capital planning, service planning, economic development, and community engagement teams.

To date, we have visited 12 of 13 cities. The meeting with the final city will be scheduled soon.

DART came to these meetings and tours in listening mode. We wanted to learn what is planned and important to the city leaders in terms of mobility, land use, and economic development. Our intent was to understand the goals, plans, and vision that each city has for its growth and try to find common ground, transportation gaps, and potential opportunities.



Passenger facilities can become fantastic spaces

Area Plans will also outline ways that DART can add value to each community beyond adding more service.

For example, an easy win would be to work with cities to transform our rail stations and bus transit centers into mobility hubs. These hubs are locations where people can access multiple types of transportation modes, including transit, ridesharing, electric vehicle charging, scooter rentals, bike-sharing, and more.

The agency is also seeking more opportunities to collaborate with cities and private developers to revitalize properties immediately at or adjacent to our passenger facilities to activate vacant land or underutilized parking lots. Everyone benefits if we can leverage DART assets to create vibrant urban spaces that attract people to visit and dwell in the area.



A great example is the Trinity Mills Station project where DART and the City of Carrollton jointly marketed their combined 25-acre vacant lots. Now private developers are constructing a walkable, mixed-use development that, when finished, will draw riders to DART and DCTA, while also creating a new public space for the city of Carrollton and others throughout the region to enjoy.

Next steps include travel pattern analysis, workshops

In Phase 2, DART staff will prepare a travel pattern analysis, an existing conditions report, a summary of what we have learned, and work with city staff to develop a list of action items and opportunities for each city. Throughout the rest of the year, we plan to hold a series of workshops with city staff to brainstorm ideas and continue the discussion of ways we can collaborate to advance our mutual goals.

My hope is that together, we can identify city infrastructure projects – such as street redesigns or sidewalk reconstruction – that could be modified to make riding public transit easier, faster, and more attractive to residents and workers. The agency also wants to discover what new destinations may open in the next decade so that DART can be proactive in planning service to those areas. Lastly, we hope to find external funding sources available to cities or DART that could accelerate the implementation of projects that benefit both entities.

I will have more updates for you on Area Plans as we reach significant milestones.

Captions:

The City of Cockrell Hill built the [Stevie Ray Vaughan Park](#) on a vacant lot across from DART's Cockrell Hill Passenger Transfer Location.

The City of Plano's paver reconstruction project along 15th Street in Downtown Plano improved pedestrian access to Downtown Plano Station.

The City of Carrollton and DART are working with private developers to create [a mixed-use district](#) on their combined 25-acre property next to, [and sharing a name with](#), Trinity Mills Station.

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City Spotlight: Glenn Heights

Glenn Heights is DART's southernmost city in the DART Service Area and the only one that is not contiguous with the other cities. This seven-square-mile community, which straddles Dallas and Ellis counties, is business friendly and rapidly growing.

The city has been a member of DART since the agency's inception in 1983. Transit has been instrumental in connecting the Glenn Heights' workforce to regional employment centers.



[Click here to learn more about how Express bus and GoLink service help connect Glenn Heights residents to jobs, shopping, and services outside the city's limits.](#)

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DART began non-stop express bus service between the city and Downtown Dallas in September 1984, which continues to this day. Currently, [Glenn Heights Express Route 306](#) provides weekday peak-only service to Downtown Dallas, Dallas Market Center, and the Southwestern Medical District.



The Glenn Heights Park & Ride opened in September 1991 and, not surprisingly, is the agency's most southern transit facility. The lot contains 595 parking spaces and an open-air passenger shelter.

Glenn Heights is also served by a [citywide GoLink zone](#), which was preceded by DART On-Call service. When UNT Dallas Station on the Blue Line opened in October 2016, the agency expanded its on-demand service to connect to the light rail station. From UNT Dallas Station, Glenn Heights residents can transfer to either the [Inland Port GoLink](#) or the [Inland Port Connect GoLink](#) zone to reach jobs in the [Southern Dallas County Inland Port](#).



In August 2023, DART – in collaboration with the North Central Texas Council of Governments – [installed two electric vehicle \(EV\) charging stations at the Glenn Heights Park & Ride](#). DART's selection of Glenn Heights sets the city ahead of the curve as they can already provide a convenient charging location for residents.

During Q1 FY 2024, DART service in Glenn Heights had:

- 15,942 total boardings at the Glenn Heights Park & Ride, including bus, GoLink and Paratransit trips.
- 2,186 boardings on the Glenn Heights GoLink zone.
- 8,819 boardings on Express Route 306.
- 251 times the EV chargers were used.

We thank Glenn Heights Mayor Sonja Brown, City Manager Cliff Blackwell, the Glenn Heights City Council Members, and the city's residents for their support of DART for over 40 years.