



VALUE OF TRANSIT STUDY

TOWN OF

HIGHLAND PARK

SUMMARY

Highland Park is a small, primarily residential community located 3.5 miles north of downtown Dallas.

The 2.2-square mile town is bordered by Dallas to the east, south and west and to the north by the city of University Park. Highland Park began development in 1907, and residents sought annexation from Dallas in 1913. Following Dallas' rejection of their request, Highland Park residents elected to incorporate in 1915. Highland Park is known for its open space and affluent residential development. The town's population has declined from nearly 13,000 residents in 1950 to about 9,000 as a result of residential lot consolidation and redevelopment.

Highland Park joined DART in 1983. The town benefits from its proximity to the SMU/ Mockingbird DART light rail station, bus, on-demand GoLink services, paratransit and shuttle connections.



Highland Park Supports Systemwide Benefits



Economic Impact

Annual DART operating expenditures and travel cost savings ripple through the economy

41.2K
jobs

\$730M
in wages

\$1B
in GDP

Annual savings include:

- **\$630 million** in reduced travel costs
- Average travel time savings of **15 hours** for DART Service Area households



Accessibility & Mobility

The DART network provides access and mobility options to 94% of service area residents and jobs

- **2.3 million people** within ½ mile of service
- **1.75 million jobs** within ½ mile of service
- **Connections** to jobs, medical service, housing, educational opportunities, and special events



Environmental & Safety

Transit reduces annual vehicle miles of travel by 400 million, creating environmental and safety benefits

- **\$42 million** saved in congestion delay
- **240 million pounds** of reduced carbon emissions
- **\$106 million** in reduced crash costs (600 crashes avoided)

Current DART Services and Facilities

DART provides an extensive multi-modal network of services that provide mobility and access to jobs, medical services, educational opportunities, special events and more.

Highland Park benefits from:

- Shuttle service connections to SMU/Mockingbird and Lovers Lane Stations connecting to Red, Orange and Blue rail lines
- One local bus and one shuttle bus route connecting Highland Park to the rest of the DART bus and rail network
- One GoLink zone (Park Cities) providing on-demand service for customer flexibility
- Paratransit services for temporarily or permanently mobility impaired citizens



In 2019, DART provided about 16,000 transit trips in Highland Park, all of which were provided by bus.

- 54% of transit trips beginning and/or ending in Highland Park were for work purposes¹
- 98% of Highland Park trips begin or end outside of the town
 - o The average length of these trips is about 2 miles less than the regional average (8.0 miles vs. 9.9 miles)
- The cost of driving to and from Highland Park is over **three times** the cost of a comparable transit trip.
 - o This is nearly **\$500k** in annual savings for transit riders



Highland Park employers benefit from DART.

100% of Highland Park's 4,200 jobs² are within ½ mile of DART service

97% of these jobs are filled by non-residents, and 42% commute from Dallas, Garland, and Plano

53% of jobs in Highland Park qualify as low-income; those employees are more likely to be transit-reliant³



DART benefits Highland Park residents.

- 100% of Highland Park's 8,900 residents and 100% of low-income⁴ residents are within ½ mile of DART service
- 100% of Highland Park's labor-force⁵ are within ½ mile of DART service
- 3,600 Highland Park residents (92% of Highland Park's workforce) are employed outside the town
 - o 72% commute to jobs within the DART Service Area, more than half of those commute to Dallas

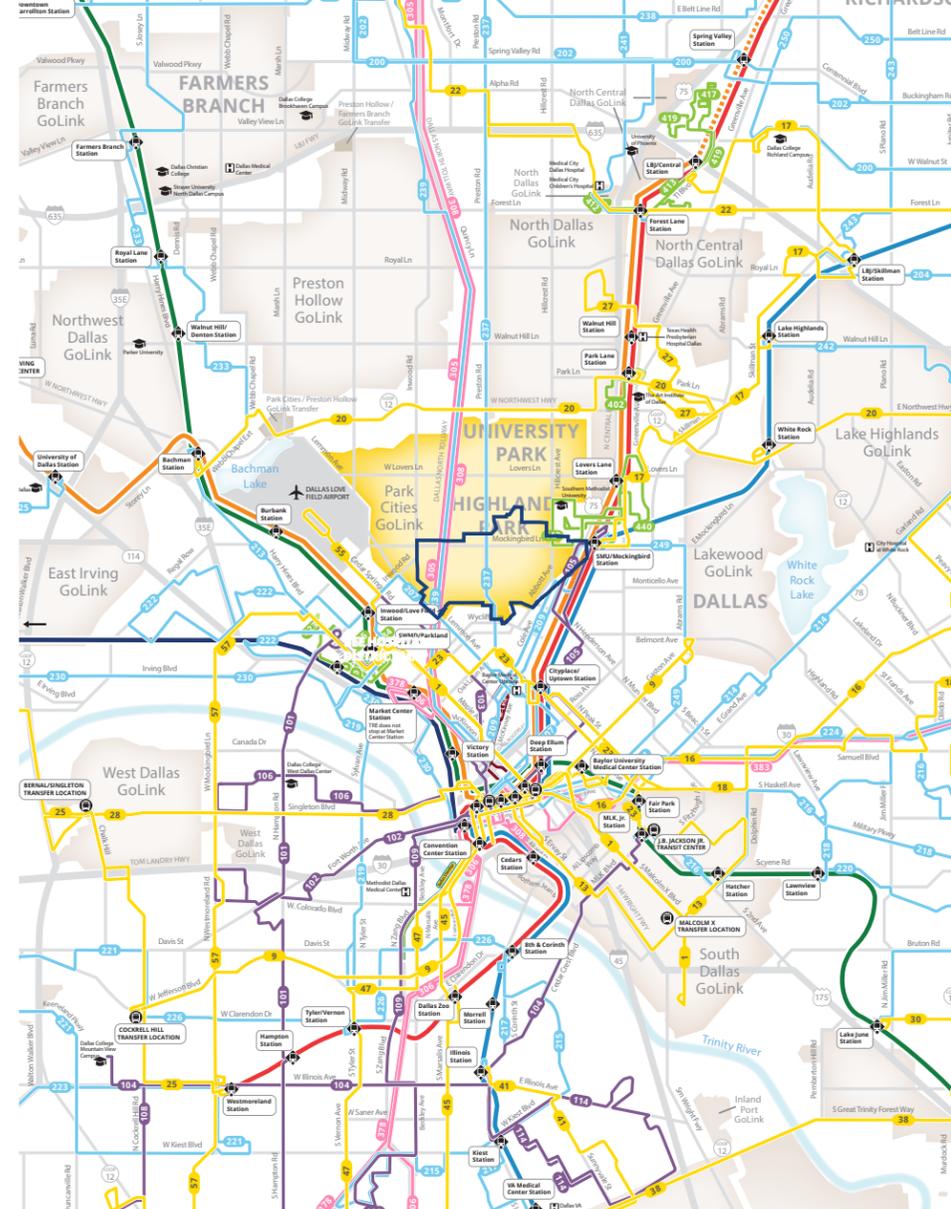
¹ 2014 NCTCOG/DART On-Board Survey

² Jobs data based on LEHD 2019 (latest available data)

³ Jobs with earnings less than \$3,333 per month, which translates to less than \$40,000 per year

⁴ Defined as earning incomes within 150% of the poverty line.

⁵ ACS 5-Year estimates (2021)



Project and service investments support Highland Park's future.

- **Light Rail Modernization** investments to update rail vehicles, stations, and systems
- **Mobility+ Program**, focusing on bus service, amenities, facilities, and corridor investments
- **\$110M investment** in enhanced security, reliability, and cleanliness improvements on the system
- **Future Silver Line Regional Rail** project (opening 2026) will open up access to more areas in northern service area

DART Adds Value for Highland Park Residents



Transit saves time, money, and helps reduce my carbon footprint as well as keeps everyone accessible.

Transit reduces environmental damage caused by automobile dependence!

Transit allows me to get to work every day and provides options for transportation, which creates a better city less dependent on automobiles & parking lots.



Feedback from survey conducted Fall 2022

Transit-Oriented Development

Promoting transit-supportive land use can elevate quality of life, attract riders, create thriving live-work-play destinations, and deliver higher values and fiscal benefits.

The most recent 2020 DART Economic Impact Study found that development within ¼ mile of DART stations between 2016 and 2018 had a total value of \$5.1 billion and generated:

\$10B

in GDP

61K

construction jobs

\$286M

in state and local tax revenues

Highland Park is primarily residential with areas of retail activity along Preston Road, Mockingbird Lane and Lemmon Avenue. The well-known Highland Park Village shopping center is accessible via Route 237 along Preston Road as well as GoLink from anywhere in the town. The town benefits from proximity to transit-oriented development and convenient access to the SMU/Mockingbird Station as well as the adjacent Katy Trail. The town is adjacent to the growing Knox-Henderson area and is interested in enhanced transit service via light rail, streetcar or bus to reduce auto trips and associated congestion and parking demand that can overflow into their adjacent neighborhoods.



Source: Highland Park Village