



VALUE OF TRANSIT STUDY

UNIVERSITY PARK

SUMMARY

University Park is a unique and affluent city located six miles north of downtown Dallas. The city, 3.7 square miles in area, is bordered by Dallas on its west, north, and east sides and by Highland Park to the south.

University Park began development in 1915 as a small residential community adjacent to the newly founded Southern Methodist University (SMU). The city was incorporated in 1924. The city's population is about 25,000. University Park was initially developed with modest smaller single-family homes, but over the years, the city has redeveloped and replaced much of the original housing with larger homes. University Park and its neighbor Highland Park are recognized to be among Texas' most affluent cities and are home to many of the region's business and civic leaders.

University Park elected to join DART in August 1983. The city is close to DART's Lovers Lane and SMU/Mockingbird Light Rail Stations and has shuttle, bus, on-demand transit and paratransit services.

University 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.

University Park benefits from:

- Shuttle service connection to Mockingbird and Lovers Lane Stations connecting to Red, Orange and Blue rail lines
- Two local bus routes through and adjacent to the city, connecting University Park to the rest of the DART bus and rail network
- Two GoLink zones (Park Cities and portion of North Dallas) providing on-demand service for customer flexibility
- Paratransit services for temporarily or permanently mobility impaired citizens



In 2019, DART provided about 58,000 transit trips in University Park, all of which were provided by bus.

- 49% of transit trips beginning and/or ending in University Park were for work purposes¹
- 99% of University Park trips begin or end outside of the city
 - The average length of these trips is comparable to the regional average (8.9 miles vs. 9.9 miles)
- The cost of driving to and from University Park is over **four times** the cost of a comparable transit trip.
 - This is nearly **\$2 million** in annual savings for transit riders



University Park employers benefit from DART.

100% of University Park's 11,700 jobs² are within ½ mile of DART service

94% of these jobs are filled by non-residents, and 45% commute from Dallas, Garland, and Richardson

51% of jobs in University Park qualify as low-income; those employees are more likely to be transit-reliant³



DART benefits University Park residents.

- 100% of University Park's 25,000 residents and 100% of low-income⁴ residents are within ½ mile of DART service
- 100% of University Park's labor-force⁵ are within ½ mile of DART service
- 8,200 University Park residents (72% of University Park's Workforce) are employed outside the city
 - 66% commute to jobs within the DART Service Area, more than half of those commute to Dallas

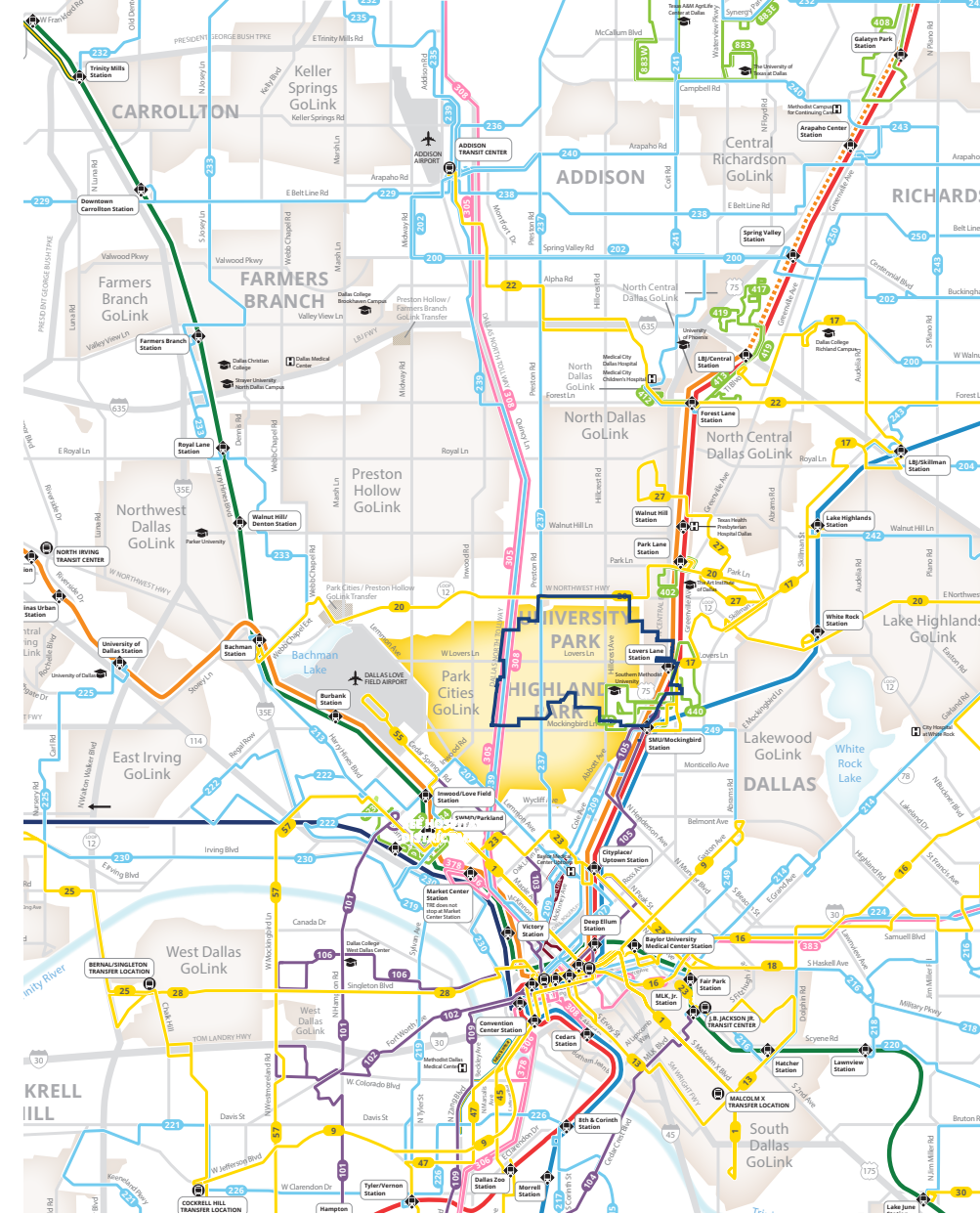
¹ 2014 NCTCOG/DART On-Board Survey

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)



DART Adds Value for University Park Residents



Transit is a reasonably priced way to get around, and more environmentally friendly.



Feedback from survey conducted Fall 2022



Project and Service investments support University 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

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

University Park, like Highland Park to the south, is largely residential with pockets of retail, commercial and multi-family housing. SMU and surrounding attractions are easily accessible to SMU/Mockingbird and Lovers Lane Station by walking, shuttles, or GoLink services. Other transit-supportive land uses are generally located along Hillcrest Avenue, Lovers Lane and near Northwest Highway and Preston Road in the Preston Center area.



Source: The George W. Bush Presidential Center

The George W. Bush Presidential Center is accessible by DART shuttle service connecting to the Red, Orange or Blue Lines, making access convenient for visitors and residents alike.



Source: The Plaza at Preston Center

The Plaza at Preston Center is located on the southeast corner of Preston Road and West Northwest Highway in University Park and is accessible by DART frequent crosstown route 20 and local route 237.