DART Presentation
To Plano City Council

Faye Wilkins, DART Board Member

December 10, 2012

Agenda

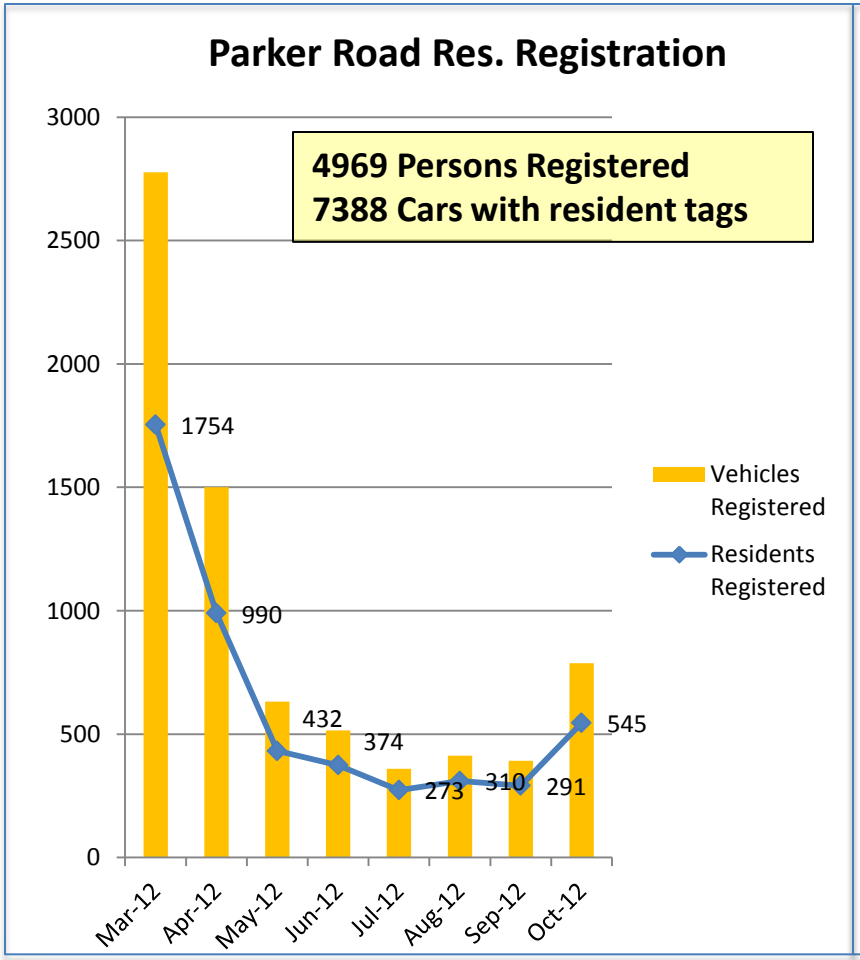
- Paid Parking
- Northwest Plano Bus – Legacy Routes
- New Airport Shuttle Routes
- All Station Visual Message Boards

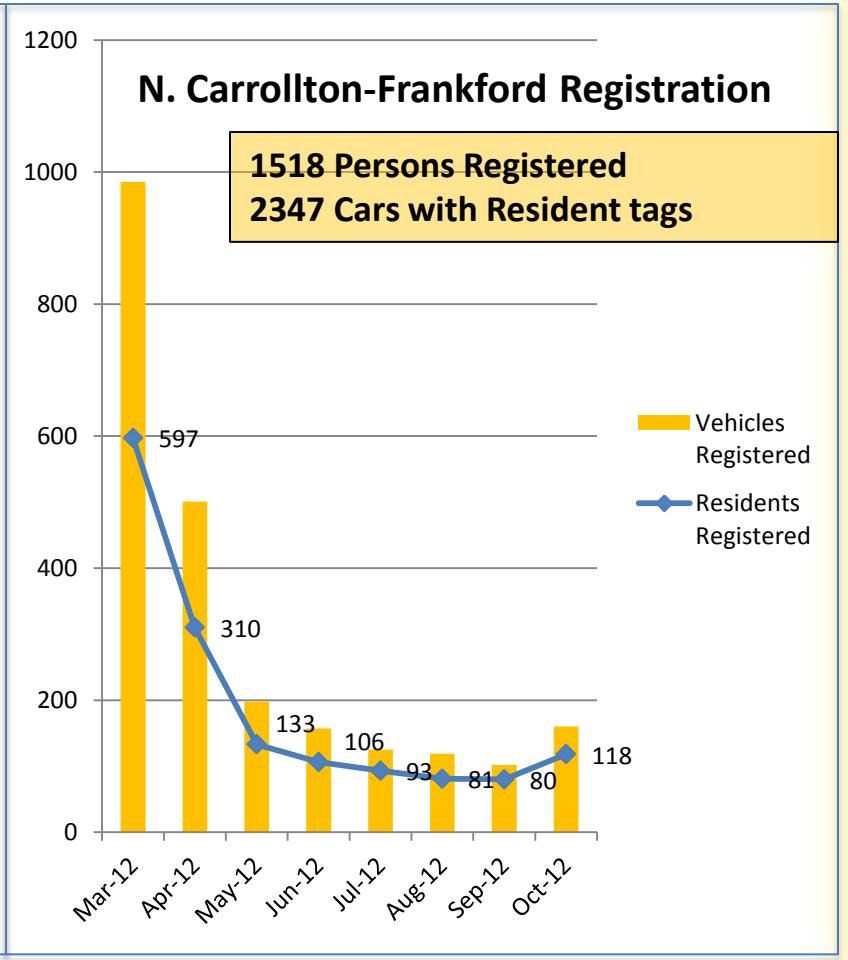
Background of Paid Parking Demonstration

- Stations With Non-Resident Paid Parking
  - Parker Road Station on the Red Line
  - North Carrollton-Frankford Station on the Green Line
  - Northwest Plano Park & Ride – Express bus lot
  - Belt Line Station on the Orange Line in Irving

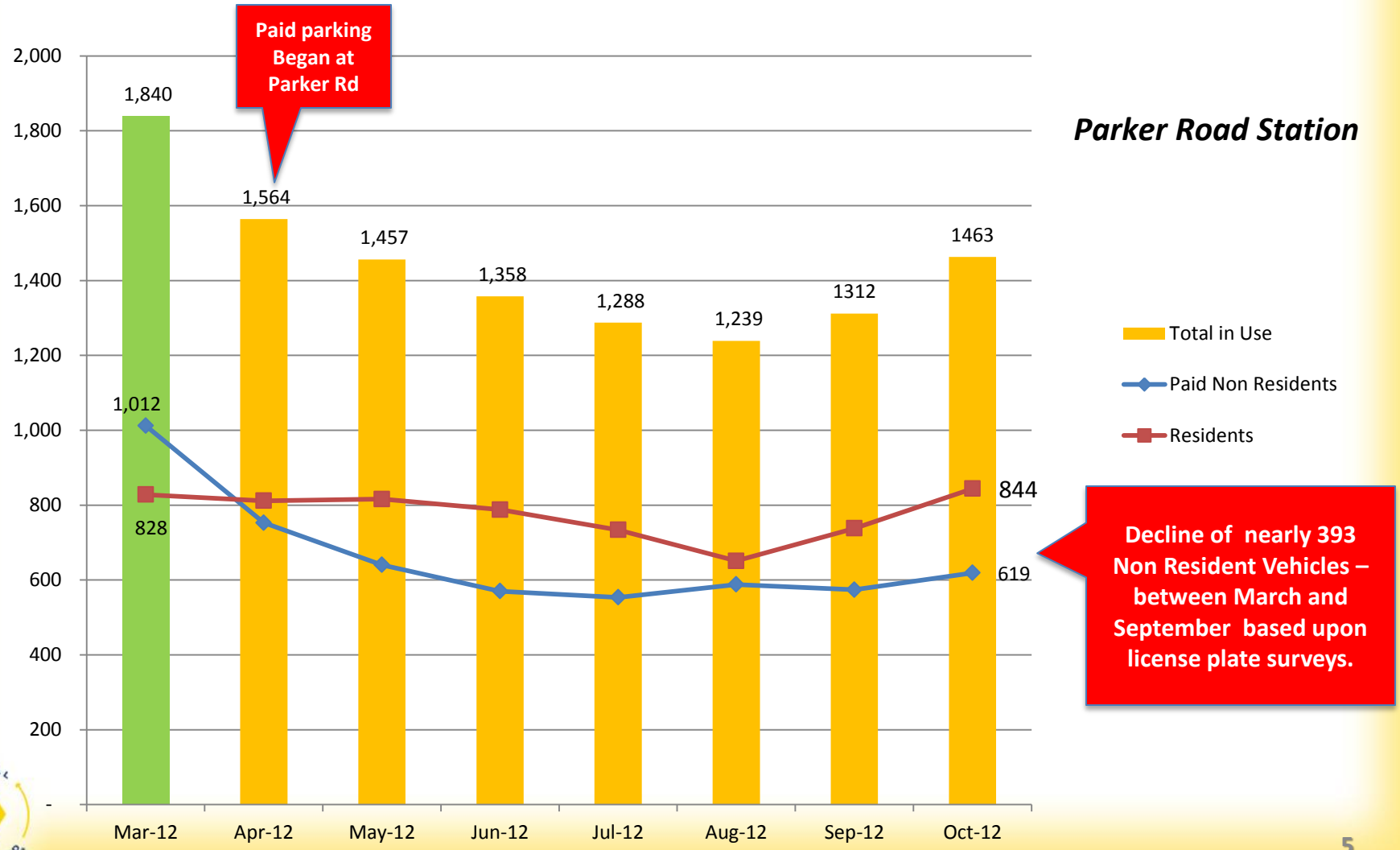
- Daily Paid Parking Pricing
  - For residents of DART service area --- Free
  - For non-residents daily parking --- $2.00 per day

Approximately 6600 DART residents registered nearly 10,000 cars for free parking

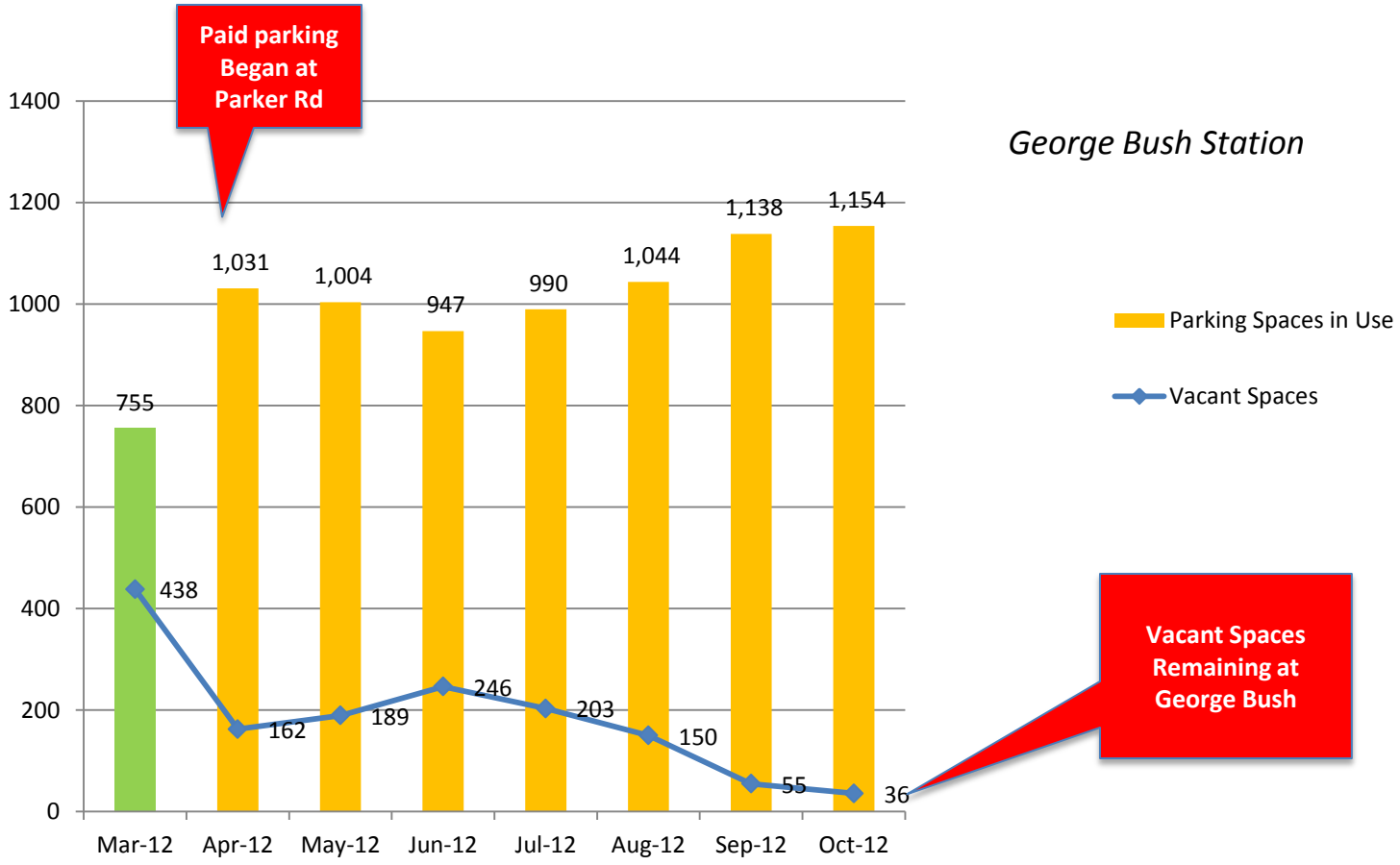




393 Non Residents Stopped Parking at Parker Road after the paid parking program was initiated



Nearly 400 Vehicles From Parker Road Shifted to George Bush after the paid parking program began



Lessons Learned After Seven Months

- Over 40 % of the non resident vehicles using Parker Road Station have shifted to George Bush Station. Minimal vacant space remains at Bush.
- Nearly 50 % of non residents parking at N. Carrollton-Frankford moved to Trinity Mills Station. No vacant space remains Trinity Mills.
- Parking revenue exceeded costs in September and October, but total revenue is not sufficient to offset the entire paid parking program start up costs at this point. Platinum has implemented steps to reduce program costs.
- DART will evaluate expansion of the demonstration program to George Bush and Trinity Mills to obtain additional revenue. Any decision to expand the program is a DART Board decision and depends upon the results of the evaluation.
- Registering residents with a residential tag is costly to implement, but has been quick and effective for residents based upon our survey.

Northwest Plano Park & Ride Bus Expansion

Legacy Area Service Expansion

- **Effective July 30, 2012**
- **New Bus Routes Include:**
  - **Two Legacy Circulators**
  - **Bi-Directional Dallas Exp.**
  - **Local Bus Service to Addison**
  - **Bus service to 2 Rail Stations**

Legacy area routes up 25 % in weekday ridership since July 30, 2012

	Weekday Ave.	Weekday Ave.	Weekday Ave	Weekday
Route	Before July 30	After July 30	Change in Boardings	% Change
183	1,348	1,585	237	18%
208/210	540	857	857	59%
346/348	No Serve Before	162	162	
347	599	805	206	34%
451	1350	1673	323	24%
452	918	849	-69	-8%
Total	4,755	5,931	1,716	25%

Ridership up over 1700 boardings per weekday which is a 25 % increase

New Bus Service to DFW and Love Field

- On Dec. 3rd DART Began New Dedicated Airport Bus Service from DART Rail Stations
  - Route 500 from Orange Line to Terminal A
  - Route 500 from CentrePort Station on the TRE to Terminal A
  - Route 524 from Inwood-Love Field Station served by both Orange and Green Line to Love Field Airport.

Effective December 3, 2012

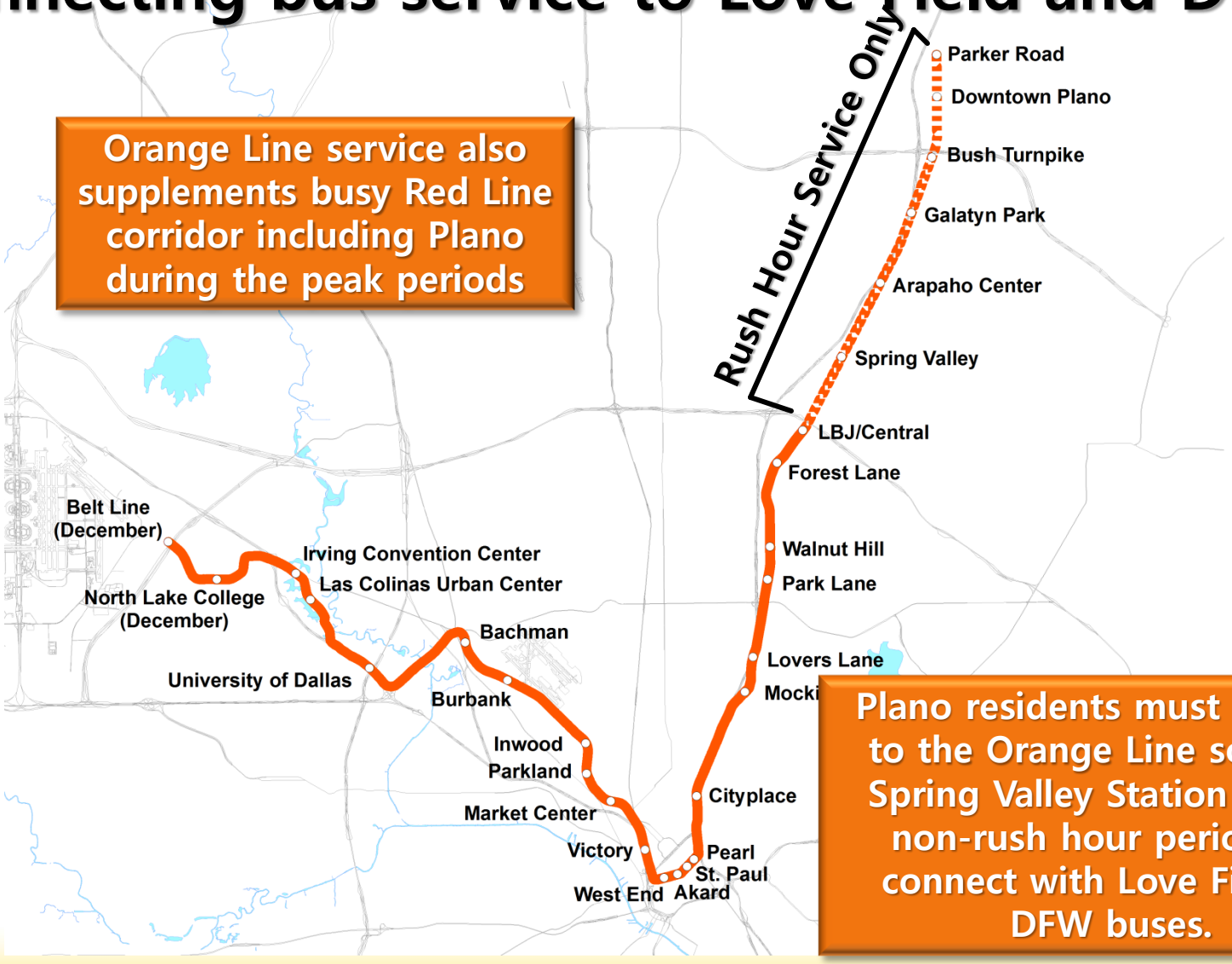
Airport Bus Service Levels:

- Frequent, matching schedules for both routes to TRE, Orange Line and Green Line
- 5am-Midnight daily
- No Sunday service to CentrePort

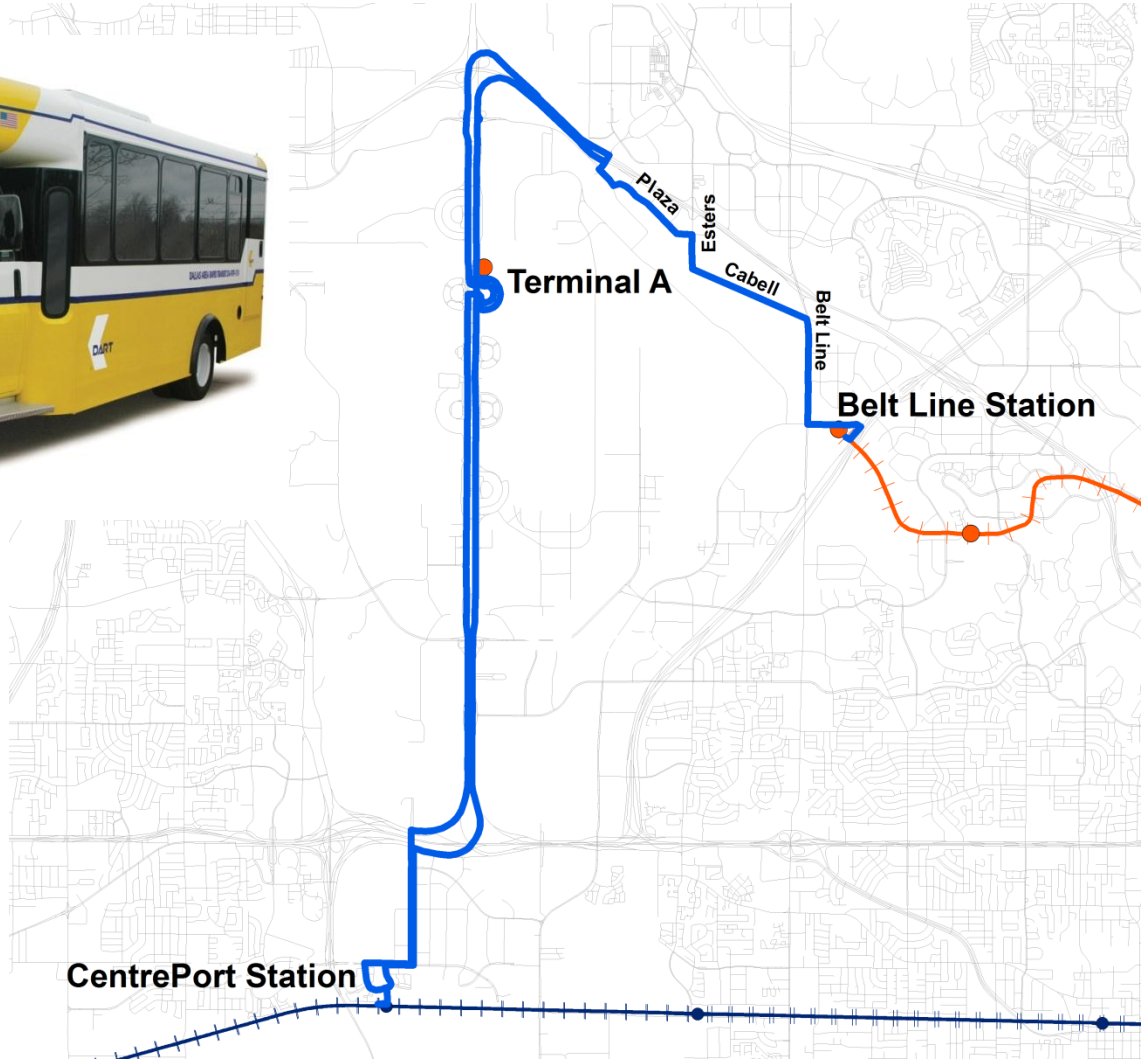
SERVICE FREQUENCY

Period	Frequency
Weekday peak	15
Midday, Weekday early evening	20
Late evening, Weekend morning	30

Orange Line From Plano to Irving
Connecting bus service to Love Field and DFW



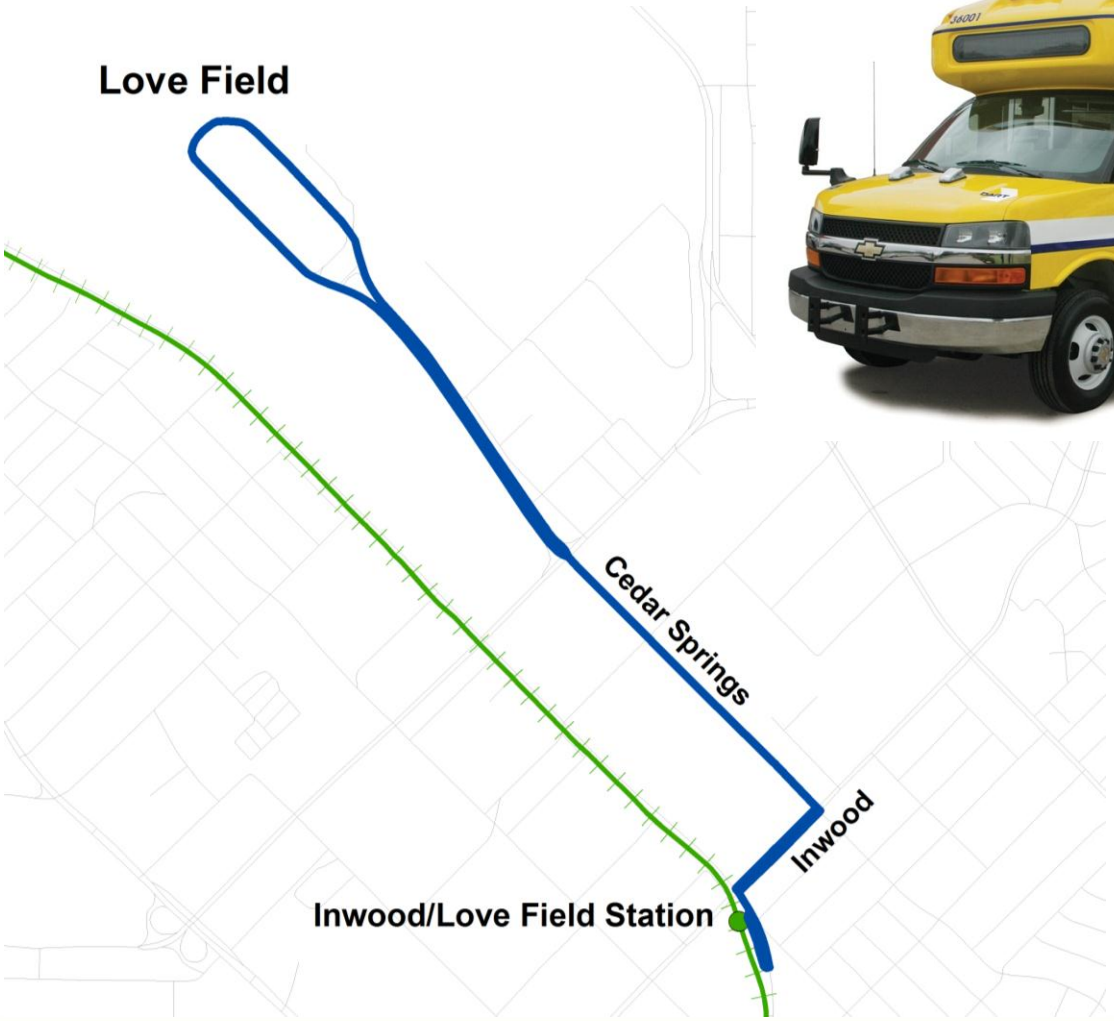
Route 500 Shuttle



Terminal A stop near Gate A9

(Temporary location Gate A17 until February)

Love Field: Route 524 Shuttle



Status of DART Visual Message Boards Installation

- Signs have been installed at all DART LRT Stations including Plano Stations.
- Ad hoc audio and visual announcements
- Automatic real time arrival announcements
- Automatic train car length announcements

Questions

214.979.1111
www.DART.org