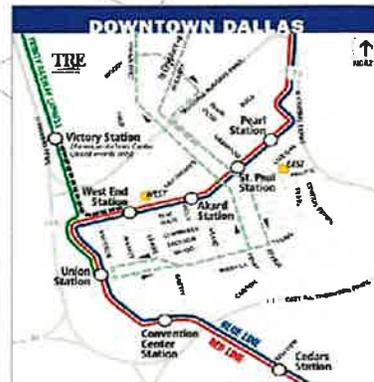
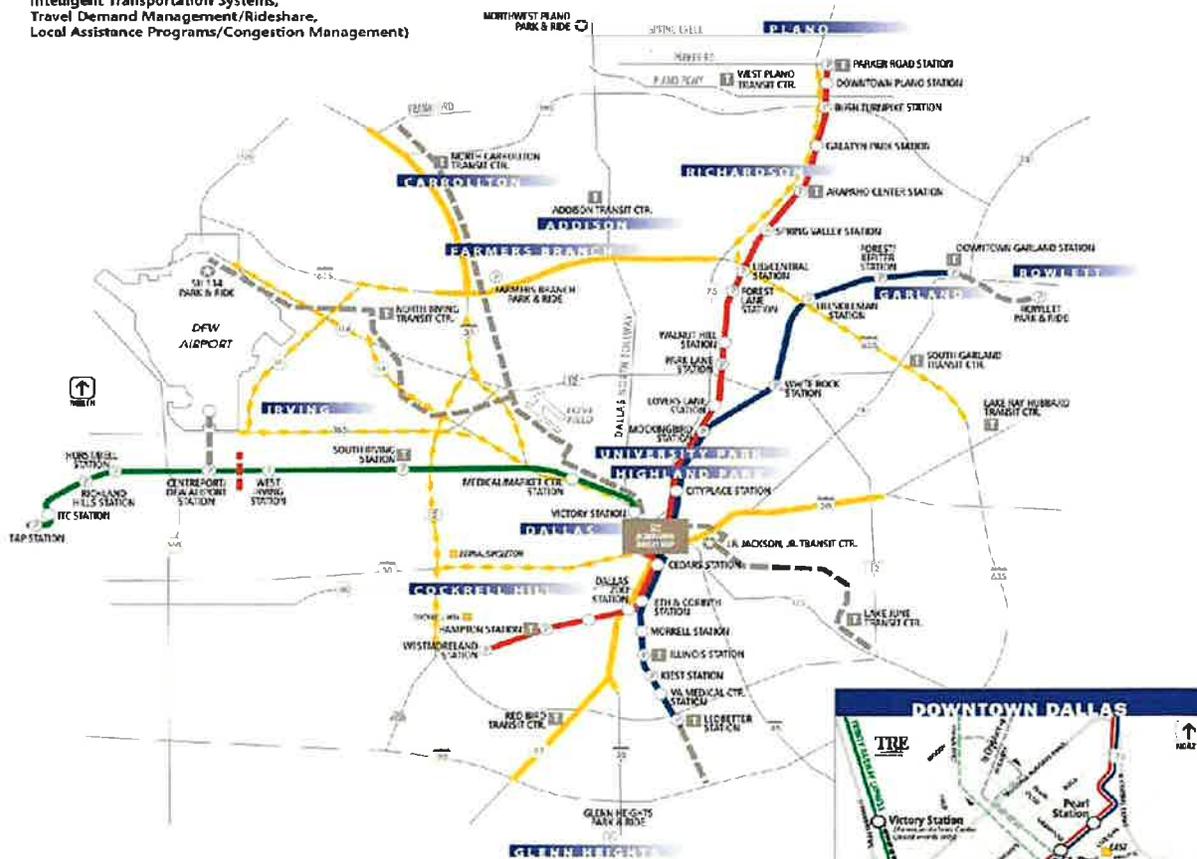


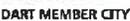
# The Town of Highland Park and Dallas Area Rapid Transit

## DART's Transit System Plan for service development includes:

- 93 miles of light rail transit
- 35 miles of commuter rail transit
- 110 miles of high occupancy vehicle (HOV) lanes
- General Mobility Programs  
(Transportation System Management,  
Intelligent Transportation Systems,  
Travel Demand Management/Rideshare,  
Local Assistance Programs/Congestion Management)



**LEGEND**

 RAIL LINES & STATIONS	 TRE & STATIONS	 M-LINE STREETCAR	 ROUTE 8 UNION STATION/ PRESTON CENTER
 HOV LANES	 FUTURE HOV LANES	 FUTURE RAIL CORRIDOR	 FUTURE TRANSIT CENTER/ PARK & RIDE
 BUS TRANSIT CENTERS (parking available)	 BUS TRANSFER CENTER/ TRANSFER LOCATION	 PARKING AVAILABLE	 FARE ZONE BOUNDARY
			 DART MEMBER CITY

## Index

	Page
<b>I. Introduction</b>	<b>3</b>
<b>II. Highland Park Demographics</b>	<b>3</b>
<b>III. History of Transit in Highland Park</b>	<b>4</b>
<b>IV. DART System Ridership</b>	<b>6</b>
<b>V. Level of Total Transit Usage in Highland Park</b>	<b>6</b>
<b>VI. Bus Service Within Highland Park</b>	<b>9</b>
<b>VII. ADA Paratransit Usage</b>	<b>10</b>
<b>VIII. Park Cities On Call</b>	<b>12</b>
<b>IX. DART Light Rail and Highland Park</b>	<b>14</b>
<b>X. Secondary Highland Park Benefits from Rail</b>	<b>15</b>
<b>XI. Promote Vanpool Usage for Contractors</b>	<b>16</b>
<b>XII. Street Repair Program</b>	<b>16</b>

## **Town of Highland Park and Dallas Area Rapid Transit Service**

### **I. Introduction**

The Town of Highland Park requested information regarding DART services available for The Town of Highland Park, the level of usage of DART service to and from Highland Park, and finally the cost of the services provided to Highland Park compared to the value of the 1 % sales tax collected within the Highland Park.

In 1983, the voters of Highland Park voted affirmatively to join the DART Service Area and though that election directed that a 1 % sales tax be used for the purposes of the district as directed by the DART Board of Directors. The DART Board is appointed by the elected councils from the cities and towns whose citizens voted to join the DART District. This includes the Town of Highland Park. The DART Board approves the Service and System Plans which direct the development of the facilities, infrastructure and services provided within the DART service area.

While the first two questions can be answered definitively, the third question must be addressed from a more holistic approach.

For example, when DART approved the Orange Line and DFW Airport Station, the DART Board voted to approve the financial plan and capital projects to build the Orange Line for the entire DART district. The Board commitment to build and operate the Orange Line is supported by the financial resources of the entire DART district, not just the financial resources of the City of Irving.

The system is a network of transit components, comprised of commuter rail, light rail, buses and paratransit services, serving the entire DART service area. The capital and operating costs required to construct and operate the rail lines and the supportive bus and paratransit network are funded by the revenues collected by the entire DART District, not just the revenue from the specific cities where the respective services are located.

The following section describes the services that Highland Park receives by being part of the DART Service Area.

### **II. Highland Park Demographics**

To understand the nature of the DART services provided in the Town of Highland Park, it is necessary to understand the land use and demographic characteristics of the Town.

Highland Park is a small town of 2.2 square miles that is bordered on the south, east, and west by the City of Dallas and on the north by the City of University Park. The Town land use is substantially residential with very little commercial, institutional or retail development. Highland Park and University Park together comprise the Park Cities, an enclave surrounded by Dallas located approximately four miles from the Dallas Central Business District (CBD). As of the 2010 Census, Highland Park's population is 8,564 people

Highland Park is a relatively high income community, where the median per person income in the town in 2010 was \$122,811 and the median income for a family was \$213,194. Only 4.6 % of the population is listed below the poverty level compared to 27 % below poverty level in the City of Dallas. Additionally, the percentage of families with automobiles is very high.

In terms of formal education, Highland Park is Texas' second best educated city, after its neighbor University Park, with 82.5 % of adults age 25 or older holding an Bachelor's Degree or higher, and 98.5 % of adult residents graduating high school or higher.

The demographic age distribution is widely spread with a relatively high percentage of young persons under the age of 16 (23.7 %) and higher than average percentage of persons above 65 years of age (17.2 %). The median age was 45 years in 2010 compared to 31 years of age for the City of Dallas.

Just over 82 % of the households live in owner-occupied dwelling units compared to 44 % for Dallas, and 18 % of Highland Park residents live in multi-unit dwellings compared to 49.6 % for Dallas. Despite the high percentage of owner occupied households, Highland Park has a higher population density (3,818 persons per square mile) than the City of Dallas (3,517 persons per square mile).

Because of the size of the community, its primarily high-income, single family residential character and the lack of many through arterial streets, the transit plan for the area includes a few key bus routes on the arterial streets which are supplemented by demand response (On Call and ADA paratransit) services using small vehicles appropriate for the neighborhood character of the town. Highland Park receives the benefit of extraordinary proximity to all of DART's four light rail lines without the impact of a station within the Town. Additionally, due to the Town's location near the CBD of Dallas, it is surrounded by a number of light rail stations and rail lines accessible within 10 minutes by the residents of Highland Park. Few cities within the DART Service Area are so centrally located to all of the DART rail lines where all of its citizens are an equally short distance from rail stations.

### **III. History of Transit in Highland Park**

Public transit service has been available in Highland Park for many years, even prior to the existence of the Dallas Area Rapid Transit. The robust streetcar network that served the Dallas area in the early 20<sup>th</sup> century could be found in the Park Cities and the Dallas Transit Service (DTS), DART's predecessor, provided bus service on most of the same streets that DART now utilizes. Transit access for residents of Highland Park, domestic workers, students, and employees working within Highland Park was desired by both the Highland Park businesses and residents of Highland Park as reflected by the decision of the voters of Highland Park to join the DART District in 1983.

On August 13, 1983, Highland Park voters approved the creation of funding for the Dallas Area Rapid Transit (DART) regional transit agency, with dedicated one-cent local sales to support the development of a multi-modal regional system with a 77.23 % approval rating. This was the highest

percentage of all of the cities voting in the election. In the year 2000, Highland Park voters returned to the polls to authorize DART's use of bonded indebtedness to develop the multi-modal DART transit system, which today is the largest light rail system in North America.

The original 1983 service plan included a service plan for rail, bus, paratransit, high occupancy vehicles (HOV) lanes and in some instances street repair to support the bus network within the cities which voted to become part of the DART Service Area. The system plan approved by voters in 2000 for the use of bond indebtedness reflected a similar mix of rail, bus, HOV and paratransit.

Appointed by the Town Council, Highland Park shares a voting representative to DART's 15-member board of directors with the City of University Park, and Cities of Addison, and Richardson. Revenue from the voter-approved one-cent sales tax, federal funds, investment income, short- and long-term financing, and farebox revenue fund the operation and ongoing development of DART's multimodal Transit System Plan.

Through the funding provided by the voters in the 13 DART Service Area Cities, the transit system in operation today includes the following system infrastructure:

- 90 miles of double track on four light rail lines
- 62 LRT Stations including a station at DFW Airport
- 3.2 miles of rail tunnel
- 163 light rail cars
- Three (3) operations and maintenance facilities for light rail and Regional rail
- 33.8 miles of TRE Regional Rail connecting Dallas to Fort Worth, jointly with The T in Fort Worth
- 10 Stations on the TRE including 5 in the DART service area and 5 in The T service area
- 9 locomotives and 25 coaches and cab cars for the TRE Regional Rail system
- 85 miles of HOV lanes which have been transitioned to TxDOT for operations and maintenance
- 657 transit buses operating on 149 bus routes
- Four (4) operations and maintenance facilities to support the bus and paratransit system
- Over 200 vehicles to provide paratransit service for disabled persons in all DART cities
- 197 vanpool vehicles

DART's sales tax collections for within the entire Service Area in FY13 totaled approximately \$460 million. Since DART's inception, sales tax collections have totaled approximately \$8.7 billion. Sales tax collections for DART within Highland Park contributed \$2.8 million in FY13. Since 1983 through FY13, total sales tax collections for DART within Highland Park totaled \$44.4 million to support the multi-billion dollar transit system.

#### IV. DART System Ridership

When DART assumed financial responsibility from the Dallas Transit System (DTS) in 1984, annual boardings totaled 34 million. Thirty years later in FY13, DART passenger boardings more than doubled totaling over 71 million riders. (See Table 1)

Table 1				
DART System Ridership	Boardings FY13	Weekday	Saturday	Sunday
Bus	37,947,877	128,511	61,685	36,885
LRT	29,471,898	95,013	51,879	33,245
TRE	2,092,782	7,535	3,211	
Paratransit	752,211	1,886	807	535
Vanpool	946,976	3,714	-	-
On Call	95,880	376	-	-
Total Boardings	71,307,624	237,035	117,582	70,665

Including the usage of the HOV system, annual usage of the DART facilities exceeded one hundred (100) million users in FY13.

#### V. Level of Total Transit Usage in Highland Park

DART and the North Texas Council of Governments (NCTCOG) conducted an extensive face-to-face origin-destination survey of individuals taking 19,880 trips on DART buses and trains in 2014. This is the largest, most carefully designed and executed survey to date in an effort to identify who is using the DART system to date. The response rate of DART users surveyed was 91 %. Surveyed individuals were asked to provide their home address as well as their origins and destinations, mode of travel and full demographic information. The surveys were conducted in person where survey personnel used tablets to allow very precise coding of home addresses, trip origins and destination locations, transfer activity, demographics, etc. It is from this unique survey that DART has been able to assess the usage of riders going to and from Highland Park for the first time.

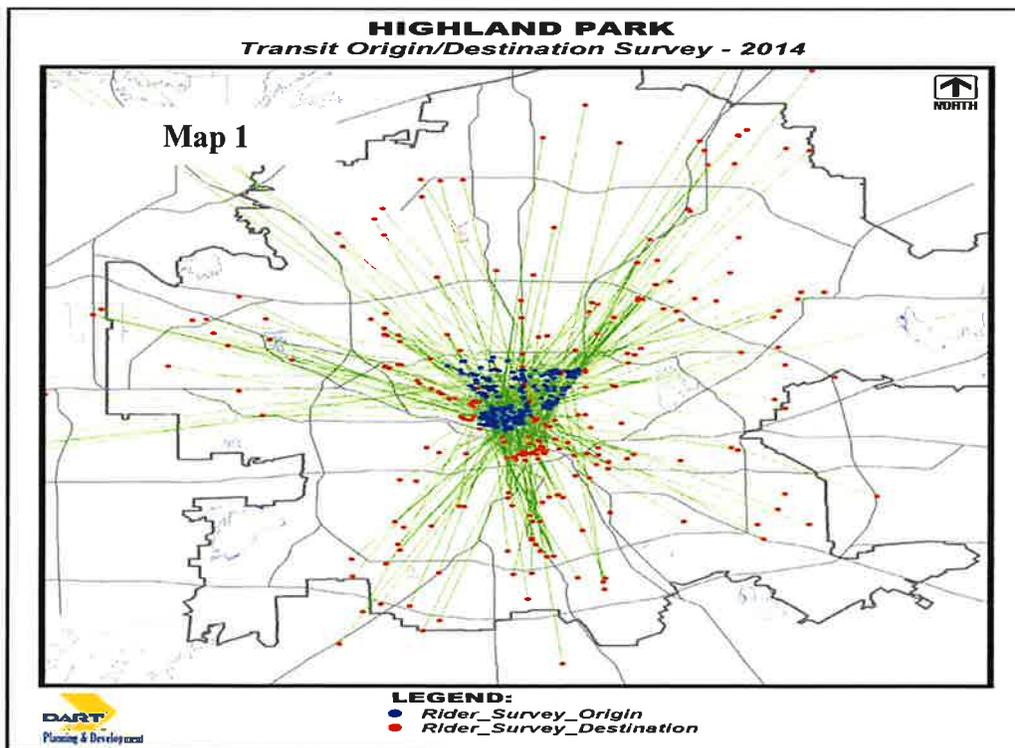
There were generally two types of transit patrons surveyed, reflecting origins and destinations in Highland Park. Surveyed individuals were either residents of Highland Park who are using DART services or non-Highland Park residents traveling to or from Highland Park using DART services.

Based upon the completed survey, approximately 3.4 % of total DART trips reflected in the survey had an ultimate origin or a destination in Highland Park. Factoring this percentage to reflect total DART trips for an average weekday, approximately 8,023 transit trips out of 237,000 total weekday trips were made on the DART system which had an ultimate origin, destination or home address in Highland Park.

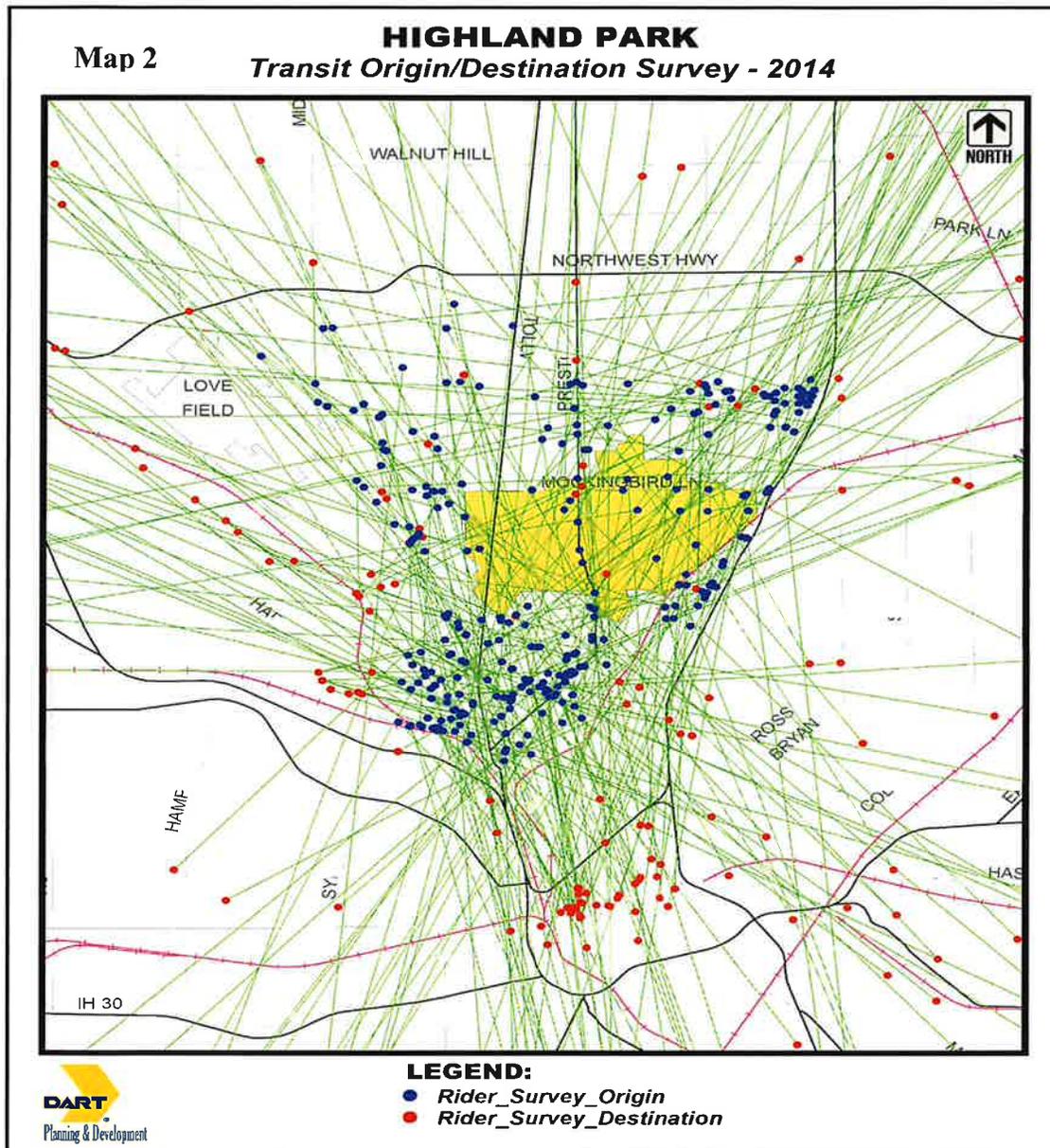
Slightly less than two (2) percent of the trips in the survey reflected an individual with an actual home address in Highland Park. However, based upon the survey which estimated rider trip frequency, DART estimates that approximately 5 % of the residents of Highland Park use DART services at one time or another over a three month period. Based on these estimates, approximately 420 individuals out of the 8,564 residents of the Town of Highland Park used DART during the time the surveys were performed. These riders may have used DART for a single special event, full or part time employment, school or college trips, and medical, shopping or other trip purposes. The balance of individuals making the 8,023 weekday transit trips with an ultimate origin or destination in Highland Park live in communities outside of Highland Park.

Surveyed persons traveling to or from Highland Park reported they made transit trips utilizing DART buses, On Call, ADA Paratransit, light rail and TRE regional rail. There are six rail stations within close proximity of Highland Park. A significant percentage of the reported trips were made on light rail, where the trip originated at one of DART stations with park and ride capacity. However, we also found Highland Park riders traveling on the DART system where the trip did not begin or end in Highland Park. For example, we found persons living in Highland Park that used DART from locations at their work site in Dallas. For example people using DART bus and rail to the airports from their place of employment in downtown Dallas.

Map 1 displays the trips originating in the Highland Park zip codes which are destined for locations throughout the DART service area as well as beyond the service area. Map 1 also shows that Highland Park serves as an origin or destination of trips connecting to the entire system of 90 miles of light rail, and 34 miles of TRE commuter rail, 149 bus routes, DART On Call and paratransit.



On Map 2 trips originating in Highland Park are shown by blue dots on the yellow shaded area reflecting the boundaries of the City of Highland Park. The red dots within the city of Highland Park are for trips which originate within Highland Park boundary and end within Highland Park. Map 2 clearly shows that the majority of trips with an origin within Highland Park are destined to locations outside of Highland Park.



## VI. Bus Service Within Highland Park

Today, there are three bus routes which directly serve bus stops in Highland Park. Route 31 serves the southern edge of Highland Park along a segment of Lemmon Avenue between Hawthorne Avenue and Westside Avenue. Route 36 serves the core of Highland Park from Potomac Avenue and Wycliff Avenue along Preston Road. Route 521 serves bus stops in Highland Park on Mockingbird between Airline Rd and Hillcrest Avenue and on Hillcrest Avenue between Mockingbird Avenue and Potomac Avenue. The stops are adjacent to the Highland Park United Methodist Church and Southern Methodist University.

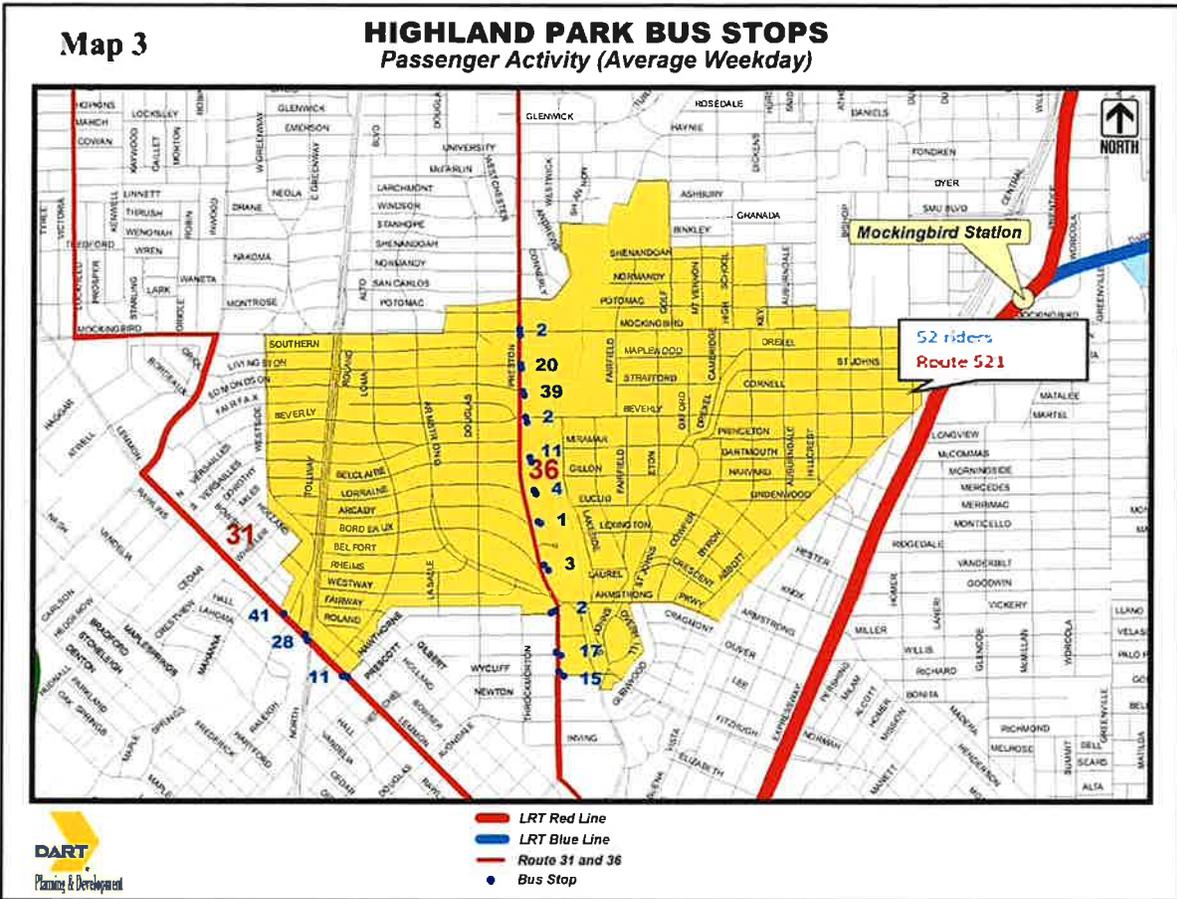
Previously, other routes had also served the Town of Highland Park, including Route 8 and Route 539. Ridership on Route 8 declined over the years but was eliminated because of community objections to the use of buses on streets like Loma Alto. Route 539, which served Hillcrest Avenue and Mockingbird Avenue on the way to Love Field was essentially replaced by Route 521 in 2010. Route 521 ends at Northwest Highway but no longer serves Love Field because of the frequent rail service from Mockingbird Station to the Inwood-Love Field Station.

Ridership derived using onboard automatic passenger counters and fare transactions by bus stop show the daily boardings attributable to bus stops in Highland Park on Table 2.

The average daily bus boardings which occur at bus stops in Highland Park total approximately 250 weekday boardings, 138 Saturday boardings and 88 Sunday/Holiday boardings. Annually, this totals 75,716 boardings. Since each boarding also generates an alighting as well, the total number of bus system trips attributable to Highland Park as an origin or destination is 151,432 annually.

Routes Serving Highland Park	Weekday	Saturday	Sunday	Annual Total
31	80	37	30	24,047
36	116	70	40	35,753
521	52	31	18	15,916
<b>Total Boardings in Highland Park</b>	<b>248</b>	<b>138</b>	<b>88</b>	<b>75,716</b>
<b>Boardings and Alightings in HP</b>	<b>496</b>	<b>276</b>	<b>176</b>	<b>151,432</b>

The physical bus stop locations with boarding activity in Highland Park are shown on Map 3 on page 9. Route 36 operates on Preston Avenue serving both residents and non-residents who are generally employees working as domestic workers or employees at the various retail businesses on Preston Road. Route 31 also serves Highland Park residents and domestic workers who walk into the neighborhoods immediately north of Lemon Avenue. Route 521 serves both residents and non-residents, students, employees, and persons destined for the other trip generators along Mockingbird Avenue and Hillcrest Avenue. Note the bus activity in Highland Park is along the streets where DART operates bus service. The neighborhoods with no boarding activity are heavily residential and are served by DART On Call described later in this report.



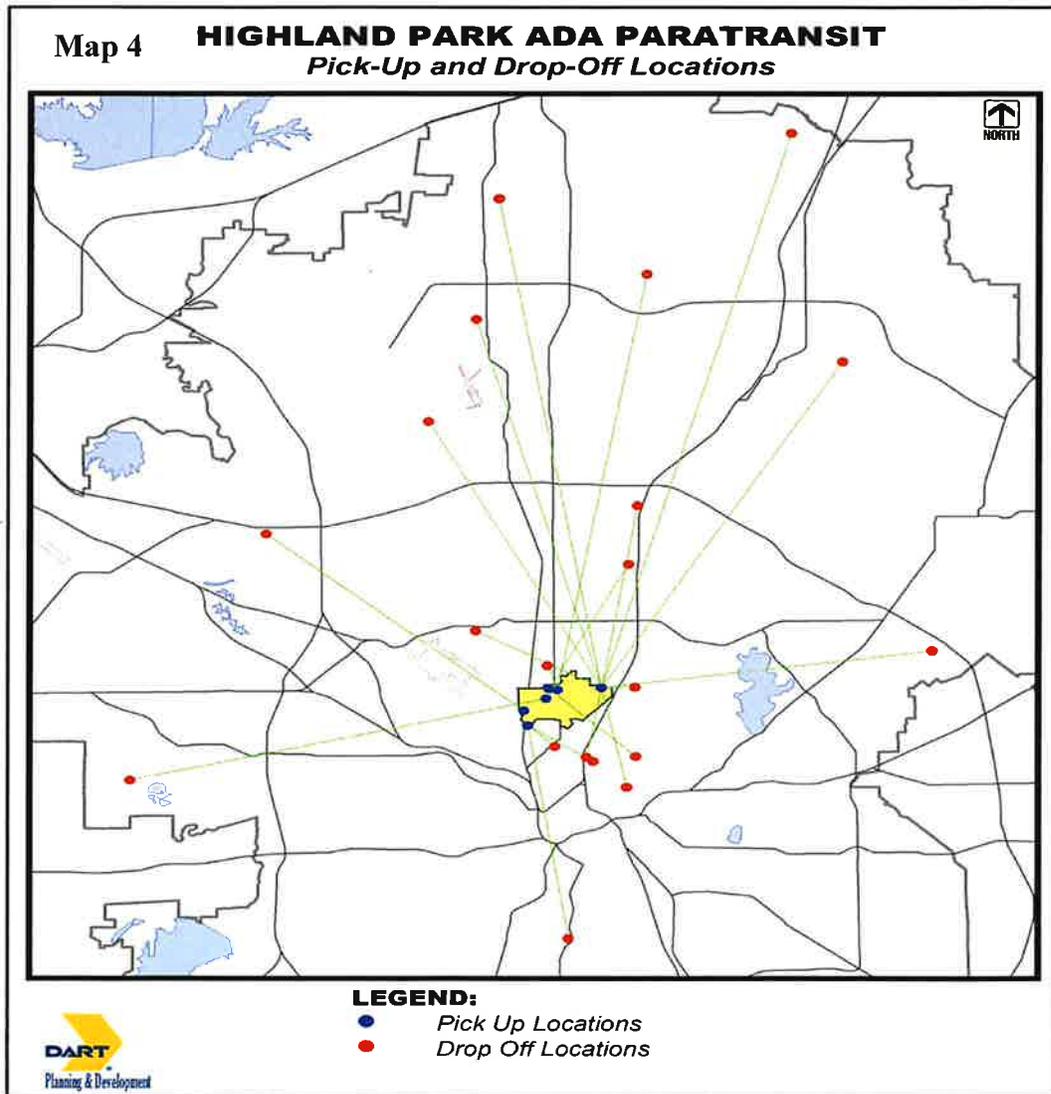
## VII. ADA Paratransit Usage

In addition to fixed route service and light rail, DART provides several types of paratransit service. One such service available to all residents of the DART Service Area is DART's ADA Paratransit Service. Eligible persons include those individuals with a disability rendering the use of regular fixed route bus and light rail service impossible. Eligible persons include those who are blind, physically impaired, require a mobility device, or persons with cognitive disabilities making navigation on the system impossible. It also includes temporarily disabled persons due to illness, surgery, cancer treatment or other disabling conditions. Eligible persons also may include very elderly and frail riders. Persons with disabilities are generally equally represented by all age, income, race and ethnic groups according to national statistics. ADA Paratransit service is available to users without any waiting lists, with guaranteed next day scheduling, and no trip purpose limitations.

DART provides ADA paratransit service throughout the entire DART Service Area, including Highland Park, between 4:00 am and midnight, seven days per week. In Map 4 below, the blue dots reflect boarding locations for persons using ADA paratransit in Highland Park. The red dots

represent the drop off location. The connecting line shows the travel pattern between the pickup and drop off. This graph represents one direction of a round trip.

ADA Paratransit	Weekday Average	Saturday average	Sunday Average	Annual Total
ADA Boardings	20	2	2	5,320
ADA Alightings	19	2	2	5,065
Total Boardings and Alightings	39	4	4	10,385

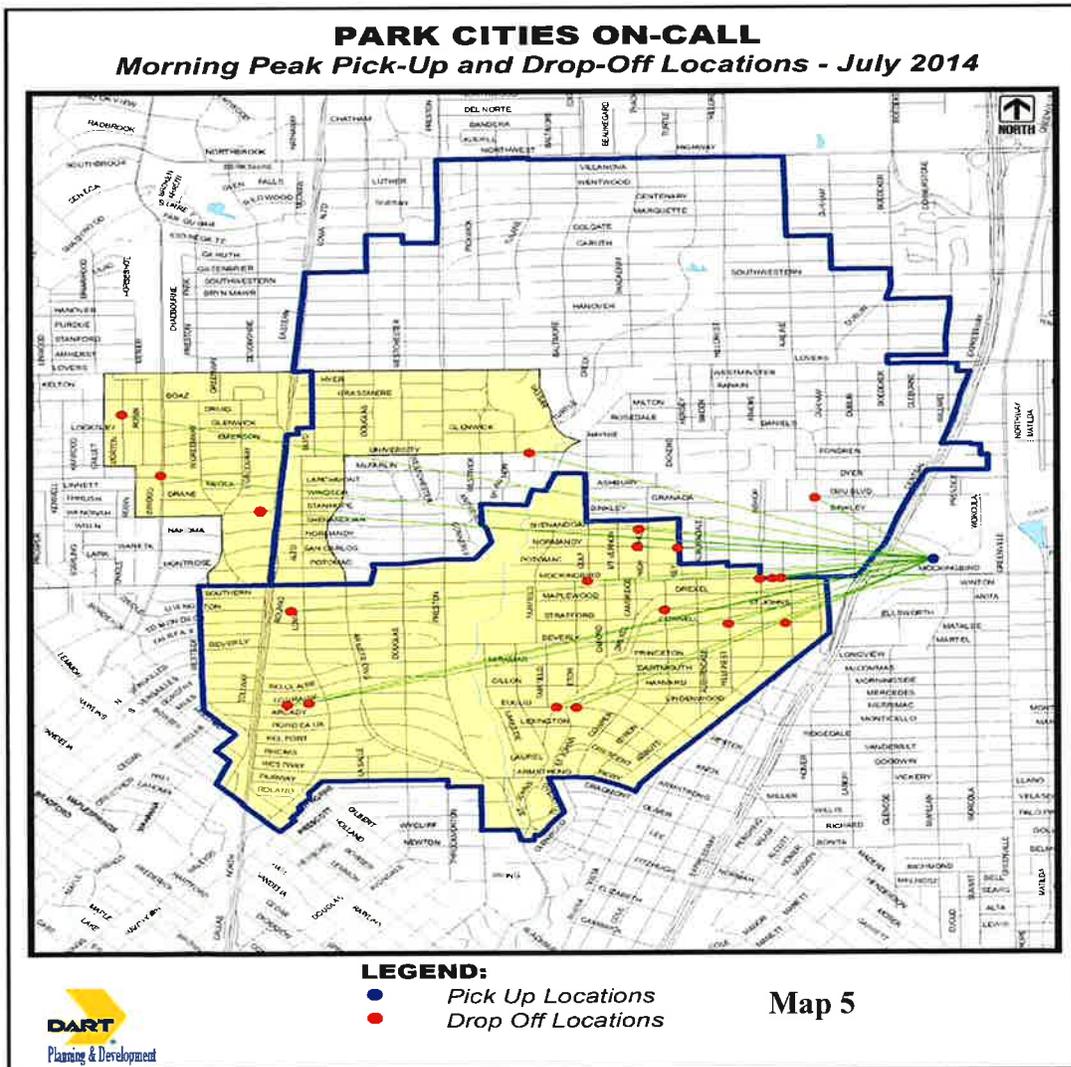


Map 4 above shows that trips originating within Highland Park are destined to locations throughout the DART service area. A comparable map displaying trips originating outside Highland Park and dropping passengers within Highland Park is available but not shown in this document.

### VIII. Park Cities On Call

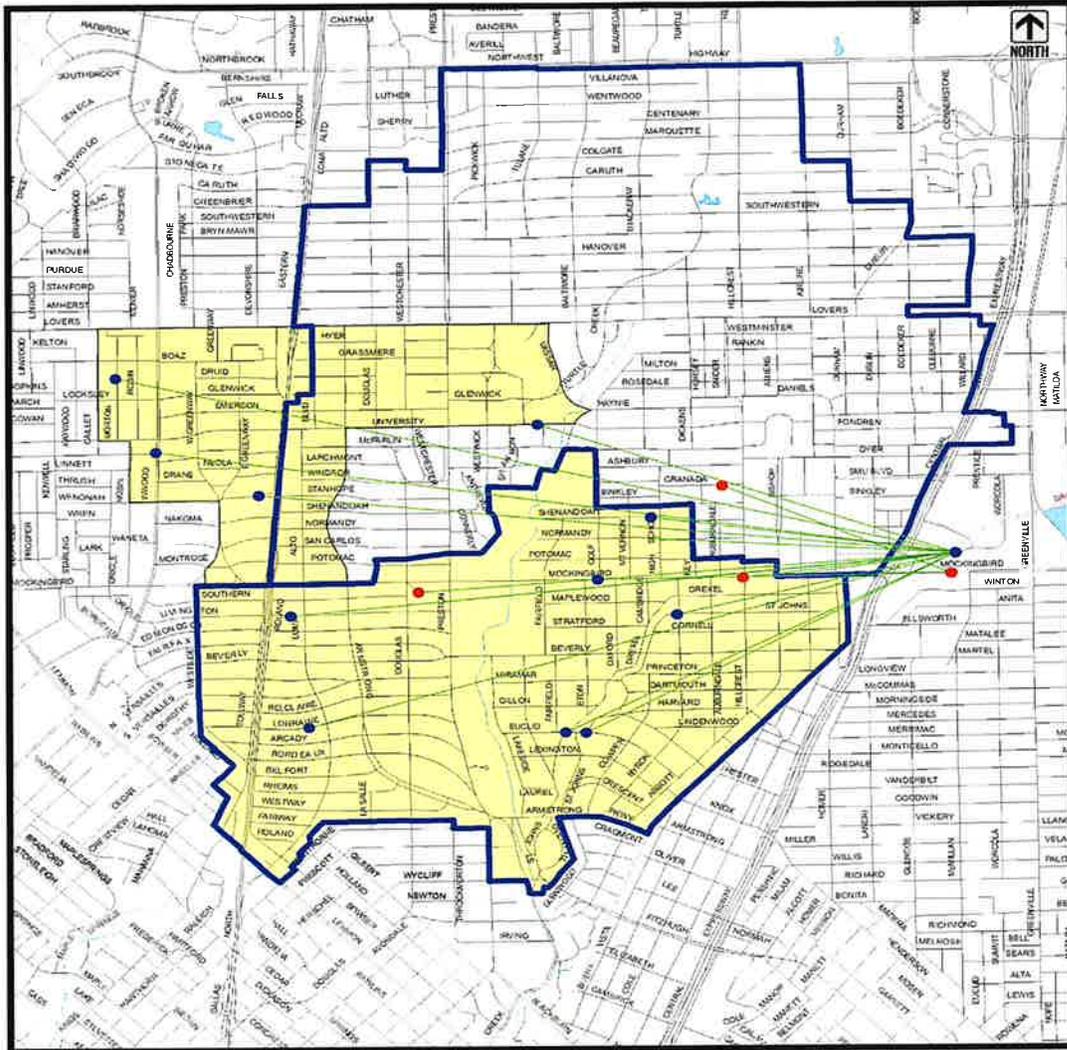
In November of 2013 DART began operation of demand responsive service within Highland Park during the peak periods of the day. This service is called the Park Cities On Call, and is designed to serve anyone with a trip beginning or ending within Highland Park and a portion of University Park to and from Mockingbird Station. It is also available for trips entirely within Highland Park. In December, the service will be expanded to serve midday trip demand as well. Ridership so far is shown below in Table 5.

Table 4				
On Call	Weekday	Saturday	Sunday	Total Annual
Boardings	14	Not Available	Not Available	3,570
Alightings	22	Not Available	Not Available	5,610
Total	36	Not Available	Not Available	9,180



## PARK CITIES ON-CALL

### Afternoon Peak Pick-Up and Drop-Off Locations - July 2014



- LEGEND:**
- Pick Up Locations
  - Drop Off Locations

**Map 6**

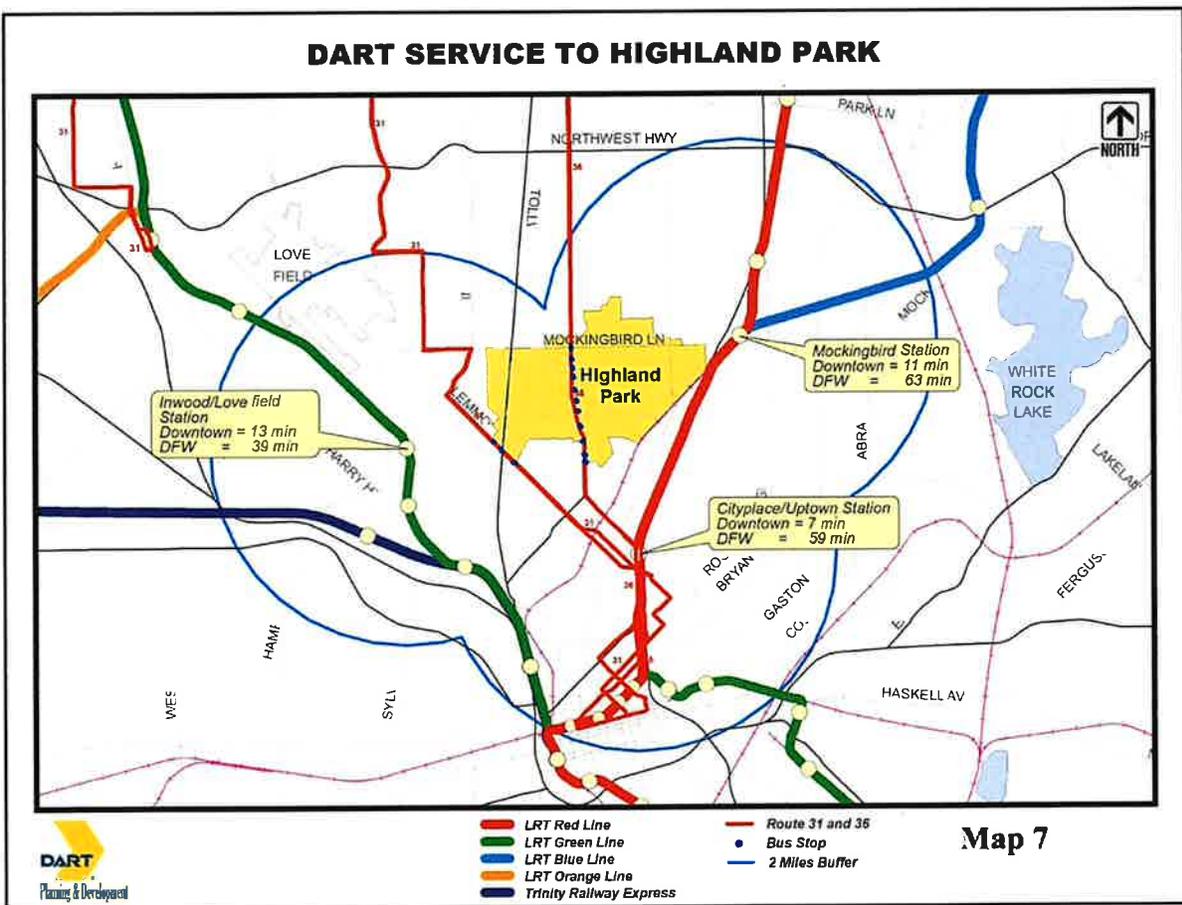


When midday service begins in late 2014, Highland Park citizens will have a flexible, personalized neighborhood service to shops, restaurants, libraries and the DART System between 6:25 am in the morning and 6:25 pm in the afternoon. The fare is the same as the local bus fare and the service is available by a single reservation number, and may be scheduled up to one week in advance or as late as one hour prior to the requested trip. Maps 5 and 6 make it clear that the primary demand is for service to and from Highland Park addresses and Mockingbird Station. The On Call service is

particularly important in Highland Park to provide access to the residential areas where buses are not appropriate.

**IX. DART Light Rail**

One of the most important investments made by DART is its regional network of four light rail lines serving 62 stations. The original DART service plan and bond referendum identified the design, construction and operation of a light rail system to operate throughout the service area as one of the most important elements of the transit service plan. Of the four light rail lines operated by DART, Highland Park residents are only a short 10 minute automobile trip to Mockingbird Station (served by Orange, Red, and Blue Lines) and Inwood-Love Field Station (served by Green and Orange Lines.)



Both Inwood –Love Field Station and Mockingbird Station have ample free park & ride parking as well as long term parking. Highland Park residents parking at Inwood-Love Field Station are only 39 minutes from terminal A at DFW Airport. Highland Park residents who are closer to Mockingbird Station are only 63 minutes by Orange Line train from DFW Airport. Service is available seven days a week to the Airport beginning with first arrival at 3:50 am and ending after 1:00 am.

Additionally, Downtown Dallas is only 11 minutes by train from Mockingbird Station and 13 minutes by train from Inwood Station.

Due to Highland Park's central location, DART also provides direct light rail trips to the State Fair on selected weekends as well as direct light rail trips to the American Airlines Center (AAC) from Mockingbird Station on the Orange line and on the Green and Orange Line from Inwood-Love Field Station. DART also provides direct rail trips, seven days a week to the Dallas Convention Center from Mockingbird Station on the Red Line.

Early rail planning evaluated rail alignments which could have operated on the Katy trail through Highland Park. Residents of Highland Park opposed rail operating directly within the Town of Highland Park, but supported stations like Mockingbird, Lovers Lane, City Place, and Inwood-Love Field which were all extremely close for residents of the Town of Highland Park. Residents of Highland Park have the benefits of extraordinary proximate rail service without having a station within the town boundary.

**X. Secondary Highland Park Benefit from the DART Mockingbird Station**

Southern Methodist University is technically located in University Park, but is within close walking distance from Highland Park neighborhoods south of Mockingbird Avenue between Airline Rd, and Hillcrest (highlighted in yellow). During SMU football games and other special event, the 750 DART free park & Ride spaces (highlighted in blue) are available for SMU supported by shuttles to the Stadium. DART also provides rail service from over 17,000 other parking lots to Mockingbird Station which can be used by visitors destined for major SMU events. The benefit of DART parking at Mockingbird Station and the 61 other rail stations is the reduction in the need for persons to seek parking on the SMU campus or in the surrounding neighborhoods. While this is certainly a secondary benefit to Highland Park, it has a very positive benefit to the Town when major events occur at SMU.



## **XI. Promote Vanpool use for Contractors**

With DART's vanpooling program, six to 15 people can share the ride to work for \$480 a month, divided among all riders. DART supplies both the van and the insurance.

DART's Vanpool goes anywhere, anytime, so long as either the work or home destination is within Dallas, Denton or Collin Counties and does not originate within Tarrant County or other counties that DART considers to be served by the vanpool program of the Fort Worth Transportation Authority (the T) or DCTA.

One of the other benefits of the vanpool program is its use by construction contractors working within residential neighborhoods on home construction or remodeling projects. Employees of the contractors, driving trucks, often park in crowded Highland Park neighborhoods taking up curb space for months or even years at a time.

Highland Park encourages residents to promote the use of DART's Vanpooling Program by its contractor(s) when a home undergoes remodeling or new construction. The Town of Highland Park used the program effectively during the Town Hall remodeling, finding it a neighborly and effective way to minimize neighborhood parking disruptions.

## **XII. Street Repair Program**

DART has a supplemental program designed to assist DART cities in need of street repairs in instances where the operation of buses on a city street has contributed significantly to damage of pavement and where improvements result in more accessible sidewalks and bus stops. Previously, DART has contributed \$100,000 to the City of Highland Park for repair work on a Preston Avenue intersection.

DART is presently evaluating a planned improvement to another section of Preston Avenue in Highland Park which is used by Route 36 and is experiencing significant pavement deterioration. Highland Park has requested up to \$500,000 in FY16 as a part of the multi-million dollar road reconstruction project to improve Preston Road as well as improve sidewalks and bus stops along Preston Road.