

Memorandum



DATE September 23, 2010

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar and
Honorable Members of the Transportation and Environment Committee: Linda L. Koop (Chair), Sheffie Kadane (Vice Chair), Jerry R. Allen, Tennell Atkins, Carolyn R. Davis, Vonciel Jones Hill, Angela Hunt, Delia Jasso, Pauline Medrano, Ron Natinsky

SUBJECT DART's State Fair (Texas/OU) Transit Plan

On Monday, September 27, 2010, you will be briefed on DART's State Fair (Texas/OU) Transit Plan by Mr. Gary Thomas, Executive Director and President of the Dallas Area Rapid Transit. The briefing material is attached for your review.

If you have questions or need additional information, please let me know.



Forest E. Turner
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager

DART's State Fair (Texas/OU) Transit Plan

2010 Major Game Day
Final Operating Plan



September 27, 2010

2010 Major Event Service Goals

- **Capacity for 150,000 passengers versus 132,000 last year.**
- **Increase Peak Hour Surge Capacity from 4500 to 7520.**
- **Reduce passenger wait times at stations and loads on trains.**
- **Improved Rail Operating Plan**
- **Supplement Rail capacity with bus service**
- **Expanded Event Command Center**
- **Increased Maintenance, Police, Supervisor staffing.**
- **Increased Volunteer staffing at platforms**
- **Expanded Marketing and Game Day Communication to customers.**

Major Game Days: Pre and Post Game

(Texas vs. OU, Baylor vs. Texas Tech)

Rail Operating Plan

- **Operate unique major event day rail operating plan.**
- **10-minute service from Parker Rd. to MLK Station.**
- **15-minute service from Downtown Garland to West End Station.**
- **10-minute Green Line rail service on modified route.**

Major Game Days: Pre and Post Game

(Texas vs. OU, Baylor vs. Texas Tech)

Final Bus Operating Plan

- **10- minute bus service at Bush Turnpike and Forest Lane Stations to supplement Red Line Service. (22 buses)**
- **5-minute bus service will increase capacity from Pearl Station to Fair Park. (12 buses)**
- **Victory Station bus service will connect TRE service to the State Fair replacing Green Line at Victory Station. (30 buses meeting all TRE trains.)**
- **Victory bus shuttles will operate for the entire duration of the game.**
- **15 Contingency Buses Pre-positioned to handle unplanned issues of any kind.**

Final Rail Service Plan Benefits

- **Event trains use the same pattern all day to eliminate train operator and customer confusion.**
- **Eliminates Pearl Junction crossings to reduce delay.**
- **Reduces traffic signal congestion in Fair Park.**
- **Eliminates manual control of Pearl junction, which improves safety and reduces system train delays.**
- **Eliminates Fair Park Station overcrowding by shifting Red Line to ML King Station.**

FINAL FAIR PARK SERVICE COVERAGE



Peak Capacity/Hour to The Fair

Mode	2009 Capacity	2009 Demand/hour	2010 Planned Capacity
Green Line Trains	2,250	2880	2,250
Red Line Direct	2,250	2880	2,250
Buses on Red Line	0	0	880
Buses at Pearl	0	0	960
Buses at Victory	0	0	1200
Total	4,500	5,760	7,540
Reserve Bus Contingency	0	0	700

Supplemental bus service expands peak hour capacity to the Fair by 82 %.
The increased capacity is 42 % above last years actual demand.
Reserve Bus Capacity adds an additional 10 % capacity.

Major Game Days: TRE

(Texas vs. OU, Baylor vs. Texas Tech)

PRE GAME TRE

- **Operate hourly service. (90 minutes last year)**
- **Operate 3 additional trips to Union Station.**
- **Direct bus service from Victory Station to Fair Park. (Green Line Service to Fair Last Year)**

POST GAME TRE

- **Continue hourly service. (90 minute last year)**
- **Two 3-car sets staged at either Union or Victory Stations.**
- **Direct bus service from Fair Park to Victory Station.**

Fare Media Sales

- **Produce special fare media for all games.**
- **Conduct pre game supplemental fare media sales at high volume stations**
- **Provide post game supplemental fare media sales at Fair Park and MLK Stations.**
- **Conduct fare media sales on board game day shuttle buses.**

Fare Inspection

- **DART Police conduct onboard train and TRE inspections as normal.**
- **Initiate pre game Victory and Pearl shuttle bus fare inspections. Post game Fair Park inspections will occur on all bus shuttles.**
- **Establish post game rail inspections at MLK and Fair Park Stations.**
 - **Initiate barricade and rider queuing plans**
 - **Conduct hand ticket sales**
 - **Make special fare inspection announcements at Fair Park Station and Cotton Bowl**

Major Game Day Staff Support

- **Increased major game day staff support from 58 persons in 2009 to 135 persons per game in 2010.**
- **Staff will be assigned to assist customers at high volume stations and bus shuttle departure points**
- **Staff will assist with the following:**
 - **Communicate game day operation plan to customers**
 - **Assist with TVM sales**
 - **Rail and shuttle bus boardings**
- **Special recorded messages will be made available to staff to ensure updated operations information is communicated to customers.**

2010 Major Game Day Cost Estimates

Description	2009 Cost Texas vs. OU	2010 Estimate Texas vs. OU	2010 Estimate Texas Tech vs. Baylor
Commuter Rail	3,500	19,490	19,490
DART Police	13,000	31,500	31,500
Finance	6,062	10,000	10,000
Maintenance	40,897	62,802.14	62,802.14
Marketing-Advertising	47,814	25,000	25,000
Transportation	14,760.45	48,966.36	48,966.36
Total Cost	\$ 126,033.45	\$197,758.50	\$ 197,758.50

2010 Major Game Day Revenue

- **2009 game day fare sales ---\$170,000**
- **It is estimated that 50,000 local passes will need to be sold to offset \$200,000 additional costs.**

Marketing and Security

MARKETING

- **Market services through media streams, university and hotel communication systems.**
- **Inform fans to travel early on game days.**
- **Market game day service operations system wide.**
- **Include DART material in State Fair's game day packet distribution.**

SECURITY

- **Traffic control plan is being coordinated with Dallas Police .**
- **DART Police coverage provided in Fair Park area and key stations.**
- **DART Police will provide rider and bus shuttle crossings at high volume intersections in Fair Park area.**

New DART State Fair Web Tool

Objective: To direct fans to DART rail stations anywhere in the State of Texas.

- <http://www.dart.org/webapps/rotp/directionsToFairPark.asp>

High School Friday & State Fair Classic

HIGH SCHOOL FRIDAY (10-8-10)

- **Regular weekday rail service.**
- **Ledbetter trips added at end of Fair.**

STATE FAIR CLASSIC (9-25-10)

- **10-minute Green Line service.**
- **Weekend Red and Blue Line service.**
- **Extra Train and Bus Service committed to accommodate loads.**

Regular Weekends

LRT

- **10-minute Green Line service.**
- **Additional Green Line train to accommodate TRE transfers at Victory Station.**
- **Regular Red and Blue Line services.**
- **15-minute headway on all late evening trips.**

TRE

- **Operate Sunday State Fair service.**
- **Operate hourly special weekend service.**

Regular Weekdays

LRT

- Operate regular rail schedules.
- Fridays: Operate 15-minute headway on northbound late evening trips.

TRE

- Operate regular schedule.
- Operate midday and late evening 3-4 car sets.
- Last westbound train will operate all the way to Fort Worth as needed.

Race For The Cure

RACE FOR THE CURE

- **15-minute early morning service provided between Parker Rd. and Mockingbird Stations.**

