

Memorandum



CITY OF DALLAS

DATE 25 October 2013

TO The Honorable Members of the Transportation and Trinity River Project Committee:
Vonciel Jones Hill (Chair), Lee Kleinman (Vice Chair), Deputy Mayor Pro Tem Monica Alonzo,
Mayor Pro Tem Tennell Atkins, Sandy Greyson, Sheffie Kadane

SUBJECT **DART Special Events Status**

At the Joint Transportation and Trinity River Project Council Committee and Dallas Area Rapid Transit (DART) Board Meeting on Monday, 28 October 2013, DART will brief the committee on DART's Special Events Status. The material is attached for your review.

A handwritten signature in blue ink, reading "Jill Jordan".

Jill A. Jordan, P.E.
Assistant City Manager

Attachment

c: A.C. Gonzalez, Interim City Manager
Warren M. S. Ernst, City Attorney
Judge Daniel F. Solis, Administrative Judge
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
Ryan S. Evans, Interim First Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor and Council



DART Special Events Status

Joint Meeting of DART Board of Directors/
City of Dallas Transportation and Trinity River
Project Council Committee

28 October 2013



DART Special Events

- **Special events are a growing part of DART's operation**
- **These events generate much higher ridership than normal**
- **2013 has been an unusually busy year for major special event activity**
 - **State Fair, MegaFest, FlugTag, St. Patrick's Day, to name a few**



2013 State Fair

- **September 27 through October 20**
 - Over 612,000 added light rail riders, and almost 2.6 million total light rail riders during the Fair
- **3 football games on successive Saturdays**
- **TX/OU game October 12**
 - Over 150,000 rail riders that day alone
- **Basic operational plan in place for the last four years**

2013 State Fair Plan Elements

RAIL

- Extra service on most rail lines, especially for TX/OU
- More cars on trains during entire day
- Extra TRE service, including Sunday operation
- Several hundred staff volunteers to help customers

BUS

- Extra bus service on several routes
- Supplemental buses to add to rail capacity in key corridors
- Backup buses for overflow situations

MegaFest

- **Major event at Convention Center, American Airlines Center [AAC] held August 28-30**
- **Attendance estimates from 33-70k, with a majority from out of town**
- **Extra train service, extended operating hours**
- **Direct bus shuttles connecting AAC, Convention Center**
- **84,000 added light rail riders and 39,000 shuttle bus riders during event**

FlugTag

- **Held September 21st in Las Colinas**
- **DART operated extra train service and 20+ supplemental buses to handle anticipated crowds of 50k or more**
- **5,600 added light rail riders during event**

St. Patrick's Day Parade

- **Annually on the Saturday nearest the holiday**
- **Attendance, ridership have been growing steadily**
- **Added trains are required to serve crowds from all areas**
- **73,900 added light rail riders during 2013 event**

JFK Event Upcoming

- **November 22**
- **All Red, Blue, TRE operations will be shut down adjacent to Dealey Plaza for approximately one hour**
- **Bus bridge between Convention Center and West End during shutdown**
- **Major CBD detours for regular bus routes, some starting earlier in the week**



214.979.1111
www.DART.org