

Guiding Principles

In developing the recommendations for this Transit Optimization Study, the project team began from a set of Guiding Principles. These principles represent a summation of all of the analysis, public outreach, and coordination with staff and the DART Commission that occurred prior to and throughout the course of this project.

- 1** The **fixed route network is largely productive**, with the largest service investments deployed in areas of greatest transit propensity
- 2** DART's **highest ridership routes** will be the **"backbone" of the system**
- 3** In low density areas, **MOD** can provide **flexible mobility** and **connect workers to jobs**
- 4** To integrate new forms of mobility, DART must offer passengers a **seamless travel experience**
- 5** DART must be a **good steward of limited resources**, but **the public strongly supports greater investment**
- 6** **Customers are satisfied** with DART but want **longer hours, non-downtown connections, and frequent all day service**

Design Principles

The Recommendations of the Transit Optimization Study each represent a component of a comprehensive transit network intended to enhance mobility and access throughout the region, and to respond to the priorities articulated by both riders and non-riders through DART’s extensive outreach efforts. To be most effective, each component of the system must be viewed as a part of a larger whole, in which **complementary fixed route and on-demand services; supporting infrastructure; seamless trip planning tools; and supportive land uses** are integrated. The graphic below visually depicts the design principles that frame the way that these different components fit together and reinforce one another.

