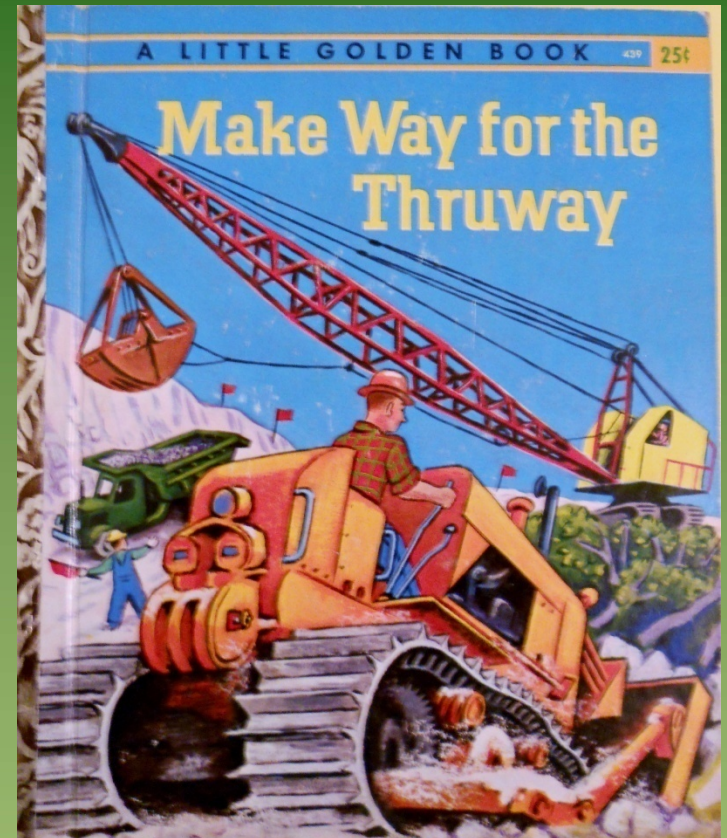
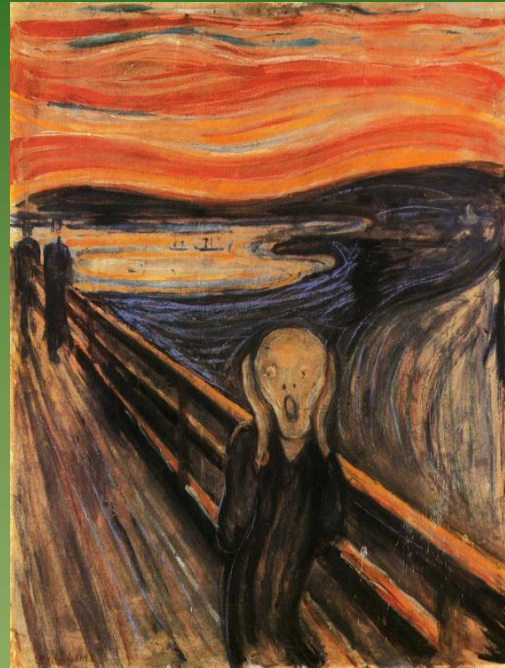


Under Construction: Building Conversations

Morgan Lyons
Dallas Area Rapid Transit



NOTICE: No engineers were
permanently harmed in the conduct
of this communications program



DART online

- Online since 1997
- Three websites
- Facebook, YouTube, Twitter
- Subscription email, text

DART Websites

bienvenidos a DART

cómo viajar | tarifas | información general | noticias y eventos | comunícate con DART

Últimas Alertas de Usuario

Siempre un buen viaje.

Siempre a tu servicio.

¿Cuál es la mejor manera de andar de aquí para allá?

Sólo llama al Centro de Servicio al Cliente de DART al número 214-979-1111 (en español) y dínos donde estás, a dónde quieres ir y a qué hora tienes que estar ahí. Un representante estará para ayudarte de lunes a viernes de 6 a.m. a 6 p.m., y los fines de semana y días festivos de 8 a.m. a 5 p.m. para planear tus viajes. Además puedes obtener información de itinerarios y rutas, las 24 horas del día, utilizando el sistema telefónico automatizado de servicio al cliente.

Si te gusta usar la internet, accesa nuestro sistema automático online: **Planificador de Viajes** (sólo en inglés) en www.DART.org, las 24 horas del día. Sólo escribe tu información para el viaje, imprime tu itinerario personal ¡y estás en camino!

La próxima vez que vayas a la oficina, al centro comercial o a tu restaurante favorito, acuérdate que damos servicio a miles de los destinos más populares en Dallas y 12 ciudades vecinas. Además, al aeropuerto Internacional de DFW y al centro de Fort Worth.

Siempre práctico.

Con 39 estaciones de tren y 15 terminales de autobuses, tu pase DART es como una llave de la ciudad—dejándote a pasos de distancia de los lugares que visitas todos los días.

Los trenes y autobuses de DART operan todos los días aproximadamente desde las 5 a.m. hasta la media noche. El Tren de DART ofrece su servicio cada 5-10 minutos durante las horas de alto tráfico vehicular, cada 20-30 minutos al mediodía y en las noches y fines de semana. El itinerario de autobuses varía en cada vecindario. Además las horas de servicio y los itinerarios varían en los días festivos. Por favor consulta los itinerarios o llama al Centro de Servicio al Cliente de DART para más información.

214.979.1111 en español www.DART.org




CIUDADES MIEMBROS DE DART

- Addison
- Carrollton
- Cockrell Hill
- Dallas
- Farmers Branch
- Garland
- Glenn Heights
- Highland Park
- Irving
- Plano
- Richardson
- Rowlett
- University Park

planificador de viaje.
transporteDART.org

DART SCHEDULES & Maps | FARES & Passes | HOW to Ride | NEWS & Events | ABOUT DART | ACCESSIBILITY | MOBILE | ESPAÑOL

DART - It's All Connected®

Follow Us:   

Ride DART to Holiday Events.

Hop on our sleigh. [Learn more...](#)

Explore Dallas Area Rapid Transit (DART) - The DART Travel Agent shows how visitors, shoppers, fun seekers and sports fans can get around by bus, train or a combination of both.

POPULAR DESTINATIONS

- Ride DART to Special Events
- American Airlines Center
- DFW Airport
- Dallas Love Field Airport
- Jury Duty and Courts
- UT Southwestern Medical District / Parkland Hospital / Children's Medical Center
- Fair Park
- Dallas Zoo
- NorthPark Center Shuttle
- SMU via Mustang Express
- more...

DART ON YOUTUBE

View All Videos

Orange Line Update, November 2011

Always Be Alert

Connecting to Southwestern Medical District on Route 703

Orange Line Update - Nov 2011

DART TRIP PLANNER | GOOGLE TRANSIT

Find your Stop ID number

START Stop ID or address...

END Stop ID or address...

DEPART | ARRIVE

DATE 11/21/2011

TIME 11:44 | AM | PM

PLAN IT

Use your Stop ID number for faster results when using the trip planner or when calling 214-979-1111 for customer information. [More Options](#)

RIDER ALERTS
System Status / Advisories

Last update: 11/21/2011 9:19:00 AM

- Current Bus Route Detours (Effective for routes 11, 29, 39, 202, 207, 306, 350, 385, 527)
- All Lake Highlands Station Passengers to Use Southbound Platform On Wed, Nov 23 and Fri, Nov 25
- TRE WiFi update, 11/18/11
- Downtown Bus Detours for Turkey Trot, Thurs, Nov 24
- DART, TRE services adjusted for Thanksgiving holiday
- Special Operating Hours for the Tom Landry Freeway (I-30) HOV Lane, Thurs, Nov 24
- Always Be Alert: A message from DART Police

Please report any suspicious or criminal activity to DART Police at 214-928-6300.

DART ALERTS ON TWITTER

MY DART UPDATES

Enter Your Email Address

SUBSCRIBE

[My DART Updates Information](#)

TRAVEL INFO

- Schedules & Maps
- Fares & Passes
- How to Ride
- DART Travel Agent
- HOV
- Vanpool / Carpool
- Bike Information

CUSTOMER SERVICE

- Contact Us
- Rider Alerts
- Privacy Policy
- Site Map
- Español

ABOUT DART

- About Us
- Expansion / Construction
- Security
- Employment
- Procurement
- Economic Opportunity
- Financial Information
- DART & Recovery Act

Customer Information
1401 Pacific Ave.
Dallas, TX 75202
214-979-1111

Where To Buy FARES & PASSES

Ride DART. Save Money. COMMUTE CALCULATOR

Find Us On FACEBOOK

Follow Us On TWITTER

© 2011 DALLAS AREA RAPID TRANSIT. ALL RIGHTS RESERVED. [PRIVACY](#) | [LEGAL](#) | [SITE MAP](#)

WEBSITE DESIGN BY VALIANT MEDIA

DART

MOBILE SITE

- Where's My Bus?®**
- Where's My DART Stop?®**
[Nearest DART Stop Locator](#)
(for advanced cell phones and PC's)
- [Next Scheduled Train by Station](#)
- [Mobile Trip Planner](#)
- [Point to Point Schedules](#)
- Rider Alerts**
 - [All Routes](#)
 - [Always Be Alert](#)
 - [Current Route Detours \(Effective for routes 11, 29, 39, 202, 207, 306, 350, 385, 527\)](#)
 - [DART, TRE services adjusted for Thanksgiving holiday](#)
 - [Downtown Bus Detours for Turkey Trot, Thurs, Nov 24](#)
 - [Lake Highlands Station, Nov. 23 and 25](#)
 - [Special Operating Hours for the Tom Landry Freeway \(I-30\) HOV Lane, Thurs, Nov 24](#)
 - [TRE WiFi update, 11/18/11](#)
- Fares**
- Contact DART**
- FAQ**
- Full Site**

© 2011 DART. All rights reserved.

DART's Social Media Websites

twitter Search Home Profile Message

dartmedia

Tweets Favorites Following Followers Lists

dartmedia *dartmedia*
All Lake Highlands Station Passengers to Use Southbound Platform On Wed, Nov 23 and Fri, Nov 25 [t.co/HpCCSPy](#)
3 hours ago

dartmedia *dartmedia*
@terrymarvin63 We'll be at the Irving Conv Center in July 2012. The second part of the Orange Line gets to Belt Line station in Dec. 2012.
20 Nov

dartmedia *dartmedia*
DART Rail in downtown Dallas may experience delays up to 10 min on Sun morn, Nov 20 while track work is done between West End and Union.
18 Nov

dartmedia *dartmedia*
@kennymfurnel Operators open the doors for the convenience of passengers & to speed up boarding process. Helps to keep trains on schedule.
17 Nov

dartmedia *dartmedia*
Downtown Bus Detours for Turkey Trot, Thurs, Nov 24. [bit.ly/v8vDgn](#)
16 Nov

dartmedia *dartmedia*
@veesee It's something we're working towards with platform message boards, still developing the implementation schedule.
16 Nov

dartmedia *dartmedia*
Downtown Bus Detours for City Lights - Nov. 16, 17, 18 and 19. See details at [bit.ly/Rcb5M](#)
16 Nov

dartmedia *dartmedia*
@geoffroper Apologies, if you could provide more details (location, date & time and car or motorcycle), we'll pass it along to DART Police.
15 Nov

dartmedia *dartmedia*
DART employees hold their annual holiday Stuff a Bus campaign to assist people in need Fri, 12/2 @ Mockingbird Station. [t.co/vnYmhWS](#)
14 Nov

facebook Search

Dallas Area Rapid Transit (Official DART page)
Government Organization · Dallas, Texas · [Edit Info](#)

Wall

Share: Status Photo Link Video Question

Write something...

Dallas Area Rapid Transit (Official DART page)
From 9 a.m. until 3 p.m. on Wed, Nov 23, and Fri, Nov 25, Lake Highlands Station customers are advised that boarding in both directions will be restricted to the southbound platform for two days during Thanksgiving week while tree removal is being conducted at the station. More information at [http://bit.ly/scDvwx](#)
Like · Comment · Share · 3 hours ago via DART Posting ·

Dallas Area Rapid Transit (Official DART page)
DART Rail customers in downtown Dallas may experience delays up to 10 minutes on Sunday morning, November 20 while we perform track work between West End and Union stations. We apologize for the delays.
730 Impressions · 0.14% Feedback
Like · Comment · Share · Friday at 9:00am via DART Posting ·

Dallas Area Rapid Transit (Official DART page)
The 2011 Turkey Trot will place a number of bus routes on detour beginning at approx 9 a.m. on Thurs, Nov. 24. Bus routes affected include: 1, 2, 11, 12, 19, 21, 24, 26, 29, 31, 35, 36, 39, 42, 52, 59, 60, 76, 110, 111, 161 and 164. Reminder: DART buses and light rail trains will operate on a Sunday schedule on Thurs, Nov. 24. More information at [http://bit.ly/v8vDgn](#)
871 Impressions · 0.46% Feedback
Like · Comment · Share · November 16 at 4:24pm via DART Posting ·

3 people like this.

1 share

Raja Tiron Rhodes Dallas Area Rapid Transit...Best in the business!
November 16 at 4:27pm · Like

Write a comment...

Dallas Area Rapid Transit (Official DART page)

YouTube Search Browse Moves Upload DARTDallas

DART Dallas DARTDallas's Channel All Uploads Playlists Arrange Uploads

Orange Line Update, November 2011
103 views · 2 days ago

Connecting to SW Medical District
1,034 views · 1 month ago

DART Texas OU Game Day Service
1,017 views · 1 month ago

DART honors Johnson for support of transit
812 views · 1 month ago

DART Parametrix Services
419 views · 2 months ago

Make DART Your Blue Ribbon Ride
230 views · 2 months ago

Welcome to the new DART.org

DARTDallas
Your channel keepers will see links here, including "subscribe" and "add as friend."

Profile

Name: Dallas Area Rapid Transit
Channel Views: 25,601
Total Upload Views: 210,238
Age: 28
Joined: Aug 5, 2008
Latest Activity: 5 days ago
Subscribers: 222
Website: [http://www.DART.org](#)
Dallas Area Rapid Transit

About Me:
Dallas Area Rapid Transit (DART) gets you around 13 cities with rail, bus, paratransit, HOV lanes and rideshare services. We serve DFW International Airport and Fort Worth via the Trinity Railway Express (TRE). The service area consists of 13 cities: Addison, Carrollton, Coppell, Halt, Dallas, Farmers Branch, Garland, Glen Heights, Highland Park, Irving, Plano, Richardson, Rowlett and University Park.

Country: United States

Recent Activity

DARTDallas uploaded a new video (5 days ago)
Orange Line Update, November 2011
View the latest update about the Orange Line.

DARTDallas added a new video to How to ride DART (1 month ago)
Connecting to SW Medical District
Learn how to connect to the Southwestern Medical District from the DART Green Line on Route 703. This new free shuttle service begins on Tuesday, N...

DARTDallas uploaded a new video (1 month ago)
Connecting to SW Medical District
Learn how to connect to the Southwestern Medical District from the DART Green Line on Route 703. This new free shuttle service begins on Tuesday, N...

DARTDallas uploaded a new video (1 month ago)
DART Texas OU Game Day Service, October 8, 2011
Interviews with DART customers who rode DART trans and buses to the Texas OU game on Saturday, October 8, 2011.

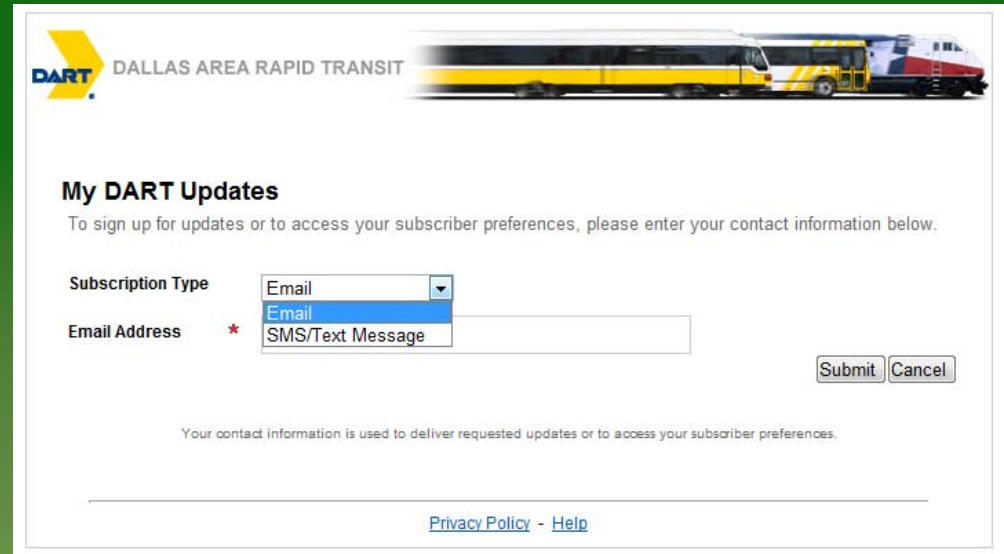
DARTDallas uploaded a new video (1 month ago)
DART honors Johnson for support of transit
DART honors Congresswoman Eddie Bernice Johnson for her years of public support for the agency and for taking the lead to promote transit at local...

Subscribers (222)

speed1573 Ben75076 tpa3206 jason97 binder13 IreneQuarra MULTIMEDIA see all

Communicate broadly, narrowly

- RSS feeds available since 2005
- GovDelivery Email available since 2006
- Currently 19,000+ subscribers
- Avg of 9 subscriptions per subscriber
- 170 subscription items
- More than 4,500,000 emails/texts delivered since 2006



The screenshot shows the 'My DART Updates' form on the Dallas Area Rapid Transit (DART) website. At the top, there is a DART logo and a banner image of a yellow and black bus and a train. The form title is 'My DART Updates', followed by the instruction: 'To sign up for updates or to access your subscriber preferences, please enter your contact information below.' The form contains two main fields: 'Subscription Type' with a dropdown menu showing 'Email' selected, and 'Email Address' with a red asterisk indicating it is required. Below the 'Email Address' field is a checkbox for 'SMS/Text Message'. To the right of these fields are 'Submit' and 'Cancel' buttons. At the bottom of the form, there is a small disclaimer: 'Your contact information is used to deliver requested updates or to access your subscriber preferences.' and links for 'Privacy Policy' and 'Help'.

Speaking of the Green Line...

- Started Aug. 2006
- At least weekly
- Number of updates

2006 = 18

2007 = 50

2008 = 121

2009 = 163

2010 = 142

Total = 494

The screenshot shows the DART website's 'NEWS & EVENTS' section. The left sidebar contains a navigation menu with links for DART News, Fact Sheets, Expansion, Projected Opening Dates, Expansion Maps, Construction Alerts (highlighted), Fact Sheets, Orange Line, Blue Line (Rowlett), Blue Line (South Oak Cliff), D2: Downtown Dallas Transit Study, Cotton Belt, 2030 Plan, Meetings, and Newsroom. Below this is an 'ADDITIONAL LINKS' section with links to Paratransit Services, Accessibility, Route Effective Dates, Holiday Schedule Information, Meetings, Newsroom, and Special Events. At the bottom of the sidebar are two buttons: 'On the Go. In the Know.' and 'Where's My DART Stop?'. The main content area is titled 'DART Rail Construction Alerts'. It features a section for 'Level Boarding Construction Project Moves to Outlying Rail Stations' with a date range of June 2009 to August 2010. Below this, it lists project moves for Spring Valley Station and VA Medical Center Station. A date filter for 'FEBRUARY 19, 2010' is shown, followed by a selection of construction activity in that area, including Green Line, Orange Line, and Blue Line to Rowlett. A 'Green Line Updates' section highlights 'Downtown Dallas construction information' and 'Hide Market Center Community construction information'. A 'Market Center Community' section notes a closure of Harry Hines due to weather. A 'NEW' section mentions a closure of the right southbound lane of Harry Hines on Sunday, February 21. A map shows the Green Line Northwest Corridor with stations like Burbank, Bachman, Love Field, Inwood, Love, Southwest, Medical District, Parkland, Market Center, and Lovers Lane. A link to view a printer-friendly PDF of the complete map is provided. At the bottom, there are links to various community construction information pages: Love Field West, Walnut Hill/Denton Area, Farmers Branch, Carrollton, Hatcher, and Lake June.

DART SCHEDULES & Maps FARES & Passes HOW to Ride NEWS & Events ABOUT DART ACCESSIBILITY MOBILE ESPAÑOL

DART – It's All Connected® Follow Us: [Social Media Icons]

NEWS & EVENTS

DART News
Fact Sheets
Expansion
Projected Opening Dates
Expansion Maps
Construction Alerts
Fact Sheets
Orange Line
Blue Line (Rowlett)
Blue Line (South Oak Cliff)
D2: Downtown Dallas Transit Study
Cotton Belt
2030 Plan
Meetings
Newsroom

ADDITIONAL LINKS

- Paratransit Services
- Accessibility
- Route Effective Dates
- Holiday Schedule Information
- Meetings
- Newsroom
- Special Events

DART Rail Construction Alerts

Level Boarding Construction Project Moves to Outlying Rail Stations
Most Work to Take Place on Weekends Over 14 Month Period (June 2009 - August 2010)

- Level Boarding Project Moves to Spring Valley Station, Saturday, Feb. 20 and Sunday, Feb. 21 and to VA Medical Center Station, Saturday, Mar. 6 and Sunday, Mar. 7.

FEBRUARY 19, 2010
Select a location below to view DART construction activity in that area:
Green Line | **Orange Line** | **Blue Line to Rowlett**

Green Line Updates:
[Downtown Dallas construction information](#)
[Hide Market Center Community construction information](#)

Market Center Community:
Due to inclement weather, Lucas at Harry Hines will be closed through approximately the end of March to complete construction work. View a street location map.

NEW: From 6 a.m. to 6 p.m. on Sunday, February 21, the right southbound lane of Harry Hines between Wycliff and Reagan will be closed. View a street location map.

Map: Detail of Green Line Northwest Corridor. View a printer-friendly PDF of the complete map in a new window.

[Love Field West Community construction information](#)
[Walnut Hill/Denton Area construction information](#)
[Farmers Branch Community construction information](#)
[Carrollton Community construction information](#)
[Hatcher Community construction information](#)
[Lake June Community construction information](#)

On the Go. In the Know.
Travel Tools & Apps

Where's My DART Stop?

Speaking of the Green Line...



Engaging DART Online

- www.DART.org
- m.DART.org
- transporteDART.org
- Facebook.com/DARTDallas
- Twitter.com/DARTMedia
- YouTube.com/DARTDallas

Thanks for Listening!

Under Construction: Building Conversations

Morgan Lyons
Dallas Area Rapid Transit
mlyons@DART.org

