



## DART MAX PROGRAM

VIRTUAL CONFERENCE  
SEPT. 20-24, 2021



# Developing People, Building Future Leaders

DART strives to provide 5 Star Service to our riders, our stakeholders and to the communities we serve, while also attracting and retaining outstanding employees. But these goals are not unique to our transit agency.

Fortunately, collaboration is one of the transit industry's greatest strengths. In 2012, DART co-founded the Multi-Agency Exchange (MAX) Program with two of our peer transit agencies: Denver Regional Transportation District and Los Angeles County Metropolitan Transportation Authority. Our goal was to create a forum for discussion about how each agency addresses common challenges.

Each year, agencies select a contingent of eight subject matter experts to participate in a year-long experience.

MAX allows transit employees to share with one another their considerable knowledge and experience, while gaining best practices and new approaches in the process.

In 2016, our agencies partnered with the Eno Center for Transportation to form the EnoMAX Program. We also have added the Metropolitan Atlanta Rapid Transit Authority, Valley Metro (Phoenix), Sound Transit (Seattle), Washington (D.C.) Metropolitan Area Transit Authority and Charlotte (N.C.) Area Transit System to the list of participating agencies.

The MAX program has received national attention. The National Transit Institute (NTI) presented its 2014 Model Program Award to DART and our partners for the MAX Program.

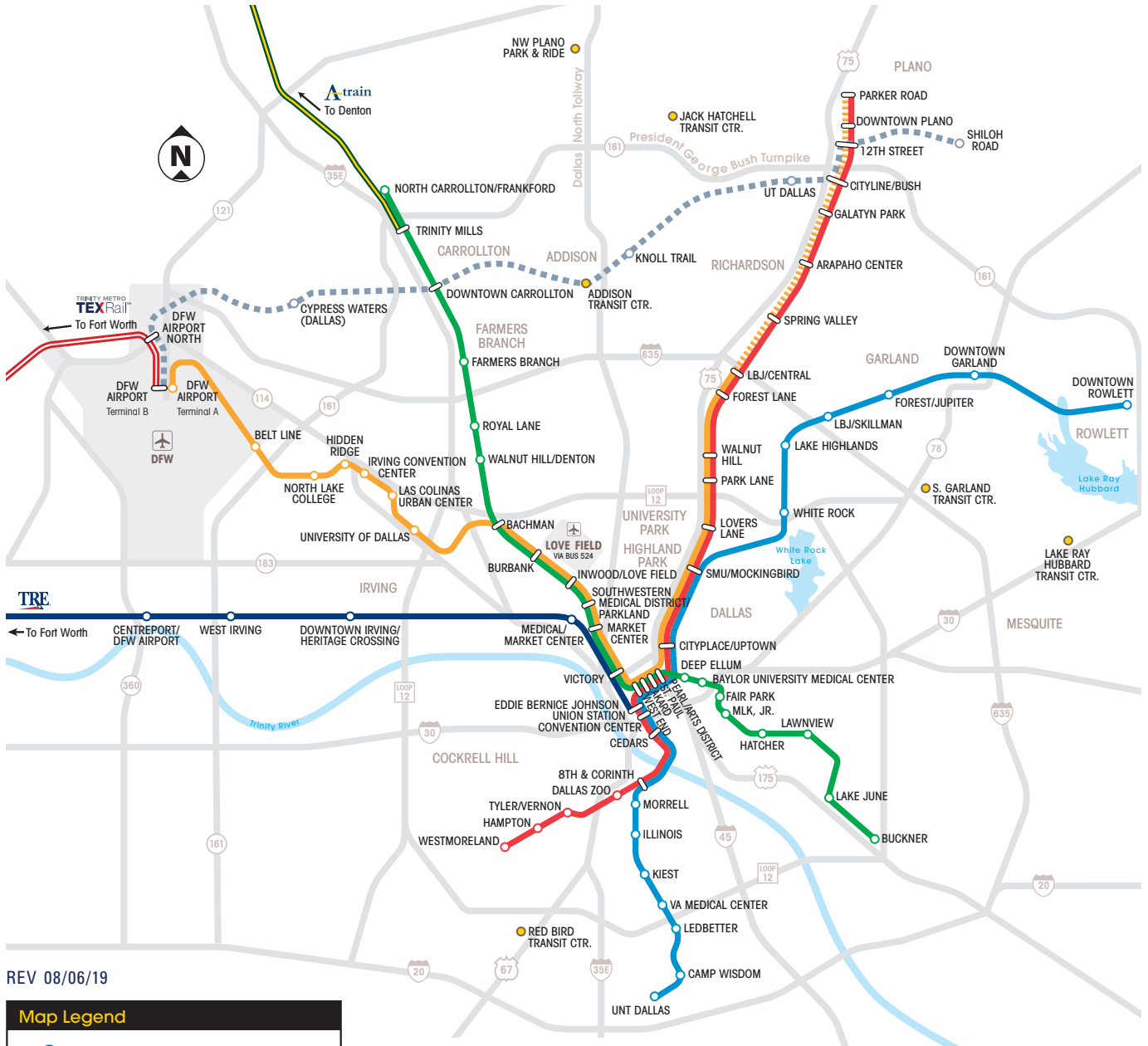
That same year, the National Transit Institute at Rutgers University recognized the program with the Achievements in Transit Training award.

The real measure of success is in the people who participate. DART's 2020-2021 class of MAX participants were selected for their expertise in their respective areas and for their unique perspective on public transportation.

DART's MAX class is under the leadership of Nicole Fontayne-Bárdowell, Executive Vice President and Chief Administrative Officer, who serves as the program's executive sponsor.

Learn more:  
[enotrans.org](http://enotrans.org)

# Current and Future Services

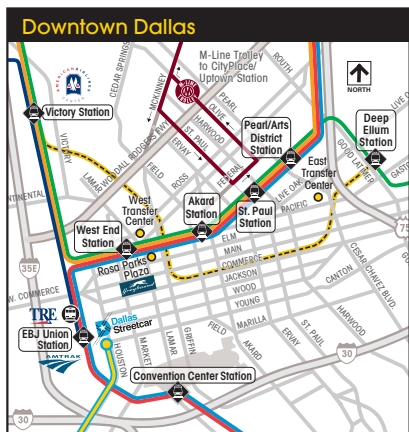


REV 08/06/19

### Map Legend

- Blue Line
- Red Line
- Green Line
- Orange Line
- Orange Line Weekdays Peak Only
- Trinity Railway Express (No Sunday Service)
- TEXRail (Trinity Metro)
- A-Train (DCTA)
- M-Line Trolley
- Dallas Streetcar
- Transit Center or Park & Ride

**TRE**  
Trinity Metro  
**TEXRail**  
A-Train  
Dallas Streetcar



### Future Services

**DESIGN/CONSTRUCTION UNDERWAY**

- Silver Line (2024)

**PLANNING/DESIGN UNDERWAY**

- D2 Subway (Inset Map)



# DART Facts

Geographic Service Area	13 cities, 700 square miles
FY 2020 Operating Budget	\$542.4 million
FY 2020 Capital and Non-Operating Budget	\$647 million
FY 2020 Total Budget	\$1,189 million
FY 2020 Budgeted Positions	3,973
FY 2020 Sales Tax Revenue	\$628.1 million
FY 2020 System wide Ridership (all modes)	50.1 million passenger trips – no HOV ridership reported for FY 2020
Total Bus Fleet	692
Number of Transit Centers	14
Number of Bus Stops	10,325
FY 2020 Bus Ridership (includes Charter)	27.7 million passenger trips
Light Rail System Length	93 miles
Number of Light Rail Stations	65
Total Light Rail Fleet	163
FY 2020 Light Rail Ridership	20.1 million passenger trips
Commuter Rail System Length (Trinity Railway Express)	34 miles
Number of Commuter Rail Stations	10
Total Commuter Rail Fleet	9 locomotives, 17 bi-level coaches, 8 bi-level cab cars, 1 rail diesel car (not in service)
FY 2020 Commuter Rail Ridership	1.3 million passenger trips
Number of High Occupancy Vehicle (HOV) and Managed Lanes **	Managed by TxDOT
Number of HOV and Managed Lane Miles	Managed by TxDOT
FY 2020 HOV Commuter Trips	Discontinued collecting data beginning 2015
FY 2020 Vanpool Ridership	309,700 passenger trips
FY 2020 Paratransit Ridership	643,800 passenger trips

\*\* In 2012, the Texas Department of Transportation (TxDOT) assumed from DART responsibility for operations, maintenance and enforcement of the regional system of high-occupancy vehicle (HOV) lanes as it transitioned to tolled managed lanes. DART remains a capital funding partner in the I-635 HOV/Managed Lanes.

# Swag Box

Thank you for your participation in DART's Virtual MAX Program! As a token of our appreciation, we have put together this swag box. Because we are unable to meet in person, DART wanted to provide something that would allow you to feel like you are really in Dallas. Included in this swag box are a few DART merchandise items, along with some of Texas' most iconic foods. We hope that this box provides a warm introduction to DART. Welcome to Texas!

## Items included in your DART Swag Box:

### DART MERCHANDISE:

- **2021 Spring Issue of InMotion Newsletter:** This is the official newsletter of Dallas Area Rapid Transit. This newsletter provides information on new developments within DART, as well as implementations for the future. One feature article contained within this issue is in regard to DARTzoom, a New Bus Network project that will serve to improve service and impact about 90% of DART's riders. Another article featured within this InMotion issue refers to the installation of interactive kiosks. The kiosks help riders empower discovery as they commute with DART. These are just a few of the developments being captured by DART's InMotion newsletter.
- **DART Reference Book:** This serves as DART's encyclopedia. It provides staff with key data, maps and contacts. The objective is to allow staff to respond to inquiries, with consistent, accurate information in a timely manner.
- **Meet the Riders:** This pamphlet provides an introduction to DART customer types.
- **Rider Insider:** DART Rail has been serving the Dallas community for 25 years now. This Rider Insider serves as a marketing tool and a celebration for the 25 years of service.
- **5 Star Service Pen:** This pen contains a banner with the vision statement, reminding us that "each member of DART's team strives every day to create an extraordinary customer experience when interacting with colleagues, riders, partners, and the community." The banner also reminds us of the 5 Star Values: Initiative, Personalization, Innovation, Trust, and Wow.
- **Lapel Pin:** Celebrating the 25th Anniversary of DART Rail.
- **Journal:** "DART Let's Go" journal
- **Computer Case:** "DART Let's Go" computer case
- **Post-it Note Pad:** Celebrating the 25th Anniversary of DART Rail.



# Swag Box

## FOOD:

- Salsa
- Queso
- Praline Candy
- Tostitos Tortilla Chips
- Dr Pepper

**El Fenix:** Emerging from its humble beginnings as the “Martinez Cafe” El Fenix opened in 1918 in Dallas as the birthplace of the Tex-Mex restaurant. Since its beginning, El Fenix has been producing food that Dallasites truly enjoy. Today, with over 10 restaurants in the Dallas area, El Fenix continues to delight the Dallas/Fort Worth community.

Nothing screams Tex-Mex more than chips, salsa, and queso. Included in your DART swag box are the classic, Texas manufactured Tostitos tortilla chips, along with El Fenix’s delicious homemade salsa and queso. Praline Candy homemade by Texas Premium Candy Co. in Lancaster, Texas sold by El Fenix.

**Dr Pepper:** While this delicious soft drink is enjoyed by a vast array of people from all over the country, what many don’t know is that Dr Pepper derives from Waco, Texas. This native Texas drink was created by a pharmacist named Charles Alderton in 1885. Today, Dr Pepper continues to be a fan favorite among Texans.





# Agenda

SEPTEMBER 20 <sup>TH</sup>	TOPIC	SPEAKER
11:00 a.m. CST 12:00 p.m. EST 9:00 a.m. PST	Welcome and Introduce MAX Alumni Moderators	Teana Bush
11:05 a.m. CST 12:05 p.m. EST 9:05 a.m. PST	Today's Session at a Glance and Safety Message	Donovon Collins and Donna Johnson
11:15 a.m. CST 12:15 p.m. EST 9:15 a.m. PST	Welcome and Acknowledgment of Rail 25 Year Celebration	Nicole Fontayne-Bárdowell
11:30 a.m. CST 12:30 p.m. EST 9:30 a.m. PST	The Journey – MAX Program to DART CEO	Nadine Lee
12:00 p.m. CST 1:00 p.m. EST 10:00 a.m. PST	System Overview	Todd Plesko
12:30 p.m. CST 1:30 p.m. EST 10:30 a.m. PST	Break	
12:45 p.m. CST 1:45 p.m. EST 10:45 a.m. PST	MAAS	Greg Elsborg
1:30 p.m. CST 2:30 p.m. EST 11:30 a.m. PST	DART Reference Book, D2, 2045 Plan	Kay Shelton
2:30 p.m. CST 3:30 p.m. EST 12:30 p.m. PST	Alumni Networking/Introductions and Information Sharing on Business Case for Current Participants*	
3:30 p.m. CST 4:30 p.m. EST 1:30 p.m. PST	Break	
3:45 p.m. CST 4:45 p.m. EST 1:45 p.m. PST	Day's Reflection – Key Takeaways	Donovon Collins
3:55 p.m. CST 4:45 p.m. EST 1:55 p.m. PST	Evaluation and Closing Remarks	Jessie Bryant – Eno

\*Stay in the main meeting. Turn off your camera before leaving main meeting. Go to your calendar and join the breakout session; this will pause the main meeting. Please turn on your camera and mute your microphone during the breakout session. Exit the breakout session five minutes early and resume the main meeting.

# Agenda

SEPTEMBER 21 <sup>st</sup>	TOPIC	SPEAKER
11:00 a.m. CST 12:00 p.m. EST 9:00 a.m. PST	Welcome and Introduce MAX Alumni Moderators	Teana Bush
11:05 a.m. CST 12:05 p.m. EST 9:05 a.m. PST	Today's Session at a Glance and Safety Message	Rick Kronschnabel and Donna Johnson
11:15 a.m. CST 12:15 p.m. EST 9:15 a.m. PST	Go Pass (Phone App for ticketing)	Greg Elsborg
12:00 p.m. CST 1:00 p.m. EST 10:00 a.m. PST	Vix Assure Flex Device/Track Dashboard	Senanu Adadevoh
12:30 p.m. CST 1:30 p.m. EST 10:30 a.m. PST	Redesign of Bus Network/DART's Role & Responsibilities in Transit Systematic Racism	Rob Smith and Gabriel Beltran
1:15 p.m. CST 2:15 p.m. EST 11:15 a.m. PST	Silver Line	David Ehrlicher
2:15 p.m. CST 3:15 p.m. EST 12:15 p.m. PST	Break	
2:30 p.m. CST 3:30 p.m. EST 12:30 p.m. PST	Peer Networking/Introductions and Information Sharing on business case. DART Participants in Business Case Training*	
3:30 p.m. CST 4:30 p.m. EST 1:30 p.m. PST	Break	
3:45 p.m. CST 4:45 p.m. EST 1:45 p.m. PST	Day's Reflection – Key Takeaways	Rick Kronschnabel
3:55 p.m. CST 4:55 p.m. EST 1:55 a.m. PST	Evaluation and Closing Remarks	Jessie Bryant – Eno

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# Agenda

SEPTEMBER 22 <sup>nd</sup>	TOPIC	SPEAKER
11:00 a.m. CST 12:00 p.m. EST 9:00 a.m. PST	Welcome and Introduce MAX Alumni Moderators	Teana Bush
11:05 a.m. CST 12:05 p.m. EST 9:05 a.m. PST	Today's Session at a Glance and Safety Message	Vicki Biggers and Donna Johnson
11:15 a.m. CST 12:15 p.m. EST 9:15 a.m. PST	LMS/DART Learning Institute	Warren Davis
11:45 a.m. CST 12:45 p.m. EST 9:45 a.m. PST	DART Culture and Employee Engagement	Nicole Fontayne-Bárdowell and Carol Wise
12:15 p.m. CST 1:15 p.m. EST 10:15 a.m. PST	Automated Vehicle Pilot	Darryl Spencer
12:45 p.m. CST 1:45 p.m. EST 10:45 a.m. PST	Questions Development for Executive Panel*	
1:15 p.m. CST 2:15 p.m. EST 11:15 a.m. PST	TOD	Jack Wierzenski
2:00 p.m. CST 3:00 p.m. EST 12:00 p.m. PST	Break	
2:30 p.m. CST 3:30 p.m. EST 12:30 p.m. PST	BC Facilitator Roundup – Participants are practicing business pitch with their facilitator*	
3:30 p.m. CST 4:30 p.m. EST 1:30 p.m. PST	Break	
3:45 p.m. CST 4:45 p.m. EST 1:45 p.m. PST	Day's Reflection – Key Takeaways	Vicki Biggers
3:55 p.m. CST 4:55 p.m. EST 1:55 p.m. PST	Evaluation and Closing Remarks	Jessie Bryant – Eno

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# Agenda

SEPTEMBER 23 <sup>rd</sup>	TOPIC	SPEAKER
11:00 a.m. CST 12:00 p.m. EST 9:00 a.m. PST	Welcome and Introduce MAX Alumni Moderators	Teana Bush
11:05 a.m. CST 12:05 p.m. EST 9:05 a.m. PST	Today's Session at a Glance and Safety Message	Jorge Garcia and Donna Johnson
11:15 a.m. CST 12:15 p.m. EST 9:15 a.m. PST	Introductions and Information on Business Case for Current Participants (BPIE)	
12:15 p.m. CST 1:15 p.m. EST 10:15 a.m. PST	Break	
12:45 p.m. CST 1:45 p.m. EST 10:45 a.m. PST	Simulation Mock Pitch and Strategic Career Mapping with Eno Training*	
2:15 p.m. CST 3:15 p.m. EST 12:15 p.m. PST		
3:45 p.m. CST 4:45 p.m. EST 1:45 p.m. PST		
3:45 p.m. CST 4:45 p.m. EST 1:45 p.m. PST	Day's Reflection – Key Takeaways	Jorge Garcia
3:55 p.m. CST 4:55 p.m. EST 1:55 p.m. PST	Evaluation and Closing Remarks	Jessie Bryant – Eno

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# Agenda

SEPTEMBER 24 <sup>TH</sup>	TOPIC	SPEAKER
11:00 a.m. CST 12:00 p.m. EST 9:00 a.m. PST	Welcome and Introduce MAX Alumni Moderators	Teana Bush
11:05 a.m. CST 12:05 p.m. EST 9:05 a.m. PST	Today's Session at a Glance and Safety Message	Ken Duke and Donna Johnson
11:15 a.m. CST 12:15 p.m. EST 9:15 a.m. PST	DART Zoom Marketing Plan and Customer Satisfaction Survey	Nevin Grinnell
12:15 p.m. CST 1:15 p.m. EST 10:15 a.m. PST	IdeaBox and IdeaStudio	Greg Elsborg
1:00 p.m. CST 2:00 p.m. EST 11:00 a.m. PST	Leadership Session with Executive Panel	Nicole Fontayne-Bárdowell, Carol Wise, and Gene Gamez
2:00 p.m. CST 3:00 p.m. EST 12:00 p.m. PST	Break	
2:10 p.m. CST 3:10 p.m. EST 12:10 p.m. PST	Graduation – Welcome	Rob Puentes – Eno
2:20 p.m. CST 3:20 p.m. EST 12:20 p.m. PST	Executive Remarks	Nadine Lee – DART, Nicole Fontayne-Bárdowell – DART, Katherine Kelleman – Port Authority, Inez Colon – Port Authority, Peter Rogoff – Sound Transit, Kathy Albert, Sound Transit, Jeff Parker – MARTA, Luz Borrero – MARTA
3:00 p.m. CST 4:00 p.m. EST 1:00 p.m. PST	Break	
3:10 p.m. CST 4:10 p.m. EST 1:10 p.m. PST	Facilitators Remarks	Rachel Euchenhofer – Sound Transit, Tito Harris – Sound Transit, Sherrie Johnson – MARTA, Amy Giammanco – Port Authority, Teana Bush – DART
3:25 p.m. CST 4:25 p.m. EST 1:25 p.m. PST	Graduation – Roll call for certificates (ST,MARTA,PT,DART)	Jessie Bryant – Eno
3:55 p.m. CST 4:55 p.m. EST 1:55 p.m. PST	Wrap up and adjourn	Dyan Wolf – Eno

# Presenters List

Senanu Adadevoh	AVP Payment Systems and Statistical Reporting	SAdadevoh@dart.org
Gabriel Beltran	Director DMWBE Programs	GBeltran@dart.org
Vicki Biggers	Mgr Control Ctr-Dispatch	VBiggers@dart.org
Teana Bush	Program Mgr V	TBush@dart.org
Donovon Collins	DART Police Lieutenant	DCollins3@dart.org
Warren Davis	Director of Talent Acquisition & Employee Success	WDavis@dart.org
Ken Duke	Sr Mgr Procurement	KDuke@dart.org
David Ehrlicher	AVP Capital Program Delivery	DEhrlicher@dart.org
Greg Elsborg	VP and Chief Innovation Officer	GElsborg@dart.org
Nicole Fontayne-Bárdowell	EVP and Chief Administrative Officer	TKimball@dart.org Assistant's email address
Gene Gamez	General Counsel	SJones@dart.org Assistant's email address
Jorge Garcia	Senior Manager-ERP	JGarcia@dart.org
Nevin Grinnell	VP and Chief Marketing Officer	NGrinnell@dart.org
Donna Johnson	VP and Chief Safety Officer	DJohnson2@dart.org
Rick Kronschnabel	Mgr Bus Programs	RKronschnabel@dart.org
Nadine Lee	President & Chief Executive Officer	LBustillos@dart.org Assistant's email address
Todd Plesko	VP Service Planning and Scheduling	PVasquez@dart.org Assistant's email address
April Ramey	Customer Support Rep	ARamey@dart.org
Tesha Shannon	Asst Mgr Bus Dispatch	TShannon@dart.org
Kay Shelton	AVP Capital Planning	KShelton@dart.org
Rob Smith	AVP Service Planning & Dev	RSmith@dart.org
Darryl Spencer	Sr AVP Engineering	DSpencer@dart.org
Jack Wierzenski	Director Economic Development	Wlerzens@dart.org
Carol Wise	EVP and Chief Operations Officer	JMartinez@dart.org Assistant's email address

# Facilitator and Moderators List

## DART MODERATORS

### MONDAY, SEPTEMBER 20

Tesha Shannon	Asst Mgr Bus Dispatch (PP/Timer/BS/Spot Lighting)	TShannon@dart.org
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Donovon Collins	DART Police Lieutenant (Chats & Raised Hands)	DCollins3@dart.org
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### TUESDAY, SEPTEMBER 21

April Ramey	Customer Support Rep (PP/Timer/BS/Spot Lighting)	ARamey@dart.org
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Rick Kronschnabel	Mgr Bus Programs (Chats & Raised Hands)	RKronschnabel@dart.org
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### WEDNESDAY, SEPTEMBER 22

April Ramey	Customer Support Rep (PP/Timer/BS/Spot Lighting)	ARamey@dart.org
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Vicki Biggers	Mgr Control Ctr-Dispatch (Chats & Raised Hands)	VBiggers@dart.org
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### THURSDAY, SEPTEMBER 23

Tesha Shannon	Asst Mgr Bus Dispatch (PP/Timer/BS/Spot Lighting)	TShannon@dart.org
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Jorge Garcia	Senior Manager-ERP (Chats & Raised Hands)	JGarcia@dart.org
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### FRIDAY, SEPTEMBER 24

Tesha Shannon	Asst Mgr Bus Dispatch (PP/Timer/BS/Spot Lighting)	TShannon@dart.org
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Ken Duke	Sr Mgr Procurement (Chats & Raised Hands & Executive Panel Q&A)	KDuke@dart.org
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# Facilitator and Moderators List

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## ENO MODERATORS

### MONDAY, SEPTEMBER 20

Jessie Bryant	DART Business Case Training	JBryant@enotrans.org
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### THURSDAY, SEPTEMBER 23

Kirstin Hall	Strategic Career Mapping Training	KHall@enotrans.org
Jessie Bryant	DART Business Case Training	JBryant@enotrans.org
Jessie Bryant	Port Authority Business Pitch	JBryant@enotrans.org
Dyan Wolfe	MARTA Business Pitch	PDsupport@enotrans.org
Dyan Wolfe	DART Business Pitch	PDsupport@enotrans.org
Jessie Bryant	DART Business Case Training	JBryant@enotrans.org

### FRIDAY, SEPTEMBER 24

Rob Puentes	Greet GMs, Welcome and Executive Remarks	
Jessie Bryant	Facilitators Remarks	
Jessie Bryant	Graduation Roll Call (Sound Transit, MARTA, Port Authority and DART)	
Dyan Wolfe	Closing Remarks	

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## BY AGENCY

### BUSINESS PITCH NOTE TAKERS

Rachel Euchenhofer	Sound Transit Business Pitch	Rachel.Euchenhofer@soundtransit.org
Amy Giammanco	Port Authority Business Pitch	AGiammanco@portauthority.org
Sherrie Johnson	MARTA Business Pitch	SJohnson5@itsmarta.com
Emily Hoppie- Temp	DART Business Pitch	EHoppie@dart.org
Toshia Kimball- Executive Assistant 3	DART Business Pitch	TKimball@dart.org

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# Helpful Resources

## DART IT Team

Sarah Fontenot	Head of IT PMO & Fin Performance	SFonteno@dart.org
Masha Duniphin	Sr IT Learning Product Administrator	MDuniphin@dart.org
Lida Kirby	IT Project Manager	LKirby@dart.org

## DART AV Team

Linda Webb-Manon	Sr Mgr External Communications	LWebb-manon@dart.org
Lupe Hernandez Jr	Audio/Visual Specialist	LHernand@dart.org
Cole Dempsey	Audio/Visual Specialist	CDempsey@dart.org