

M-LINE

mckinney avenue trolley



Fall 2010

MAKING TRACKS

with DOUG NICHOLS
MATA Board Chairman



What a summer it's been for MATA! The groundwork was laid for a busy, productive fall: The Olive Street extension is moving forward, and we're making

plans for a downtown loop that will mark a new era for the M-Line.

This is the biggest news that's come out of our corner since we extended the line north to the West Village more than 10 years ago. And with the M-Line connecting to DART Rail at both ends, our staff and volunteers are anticipating more riders and a great new era for the M-Line.

Our selfless volunteers really make this organization hum. MATA is unique among public transit systems in that we use volunteer streetcar operators in addition to our full-time employees. Last year, our volunteers donated \$42,000 worth of labor to MATA – and, by extension, to Uptown and to Dallas at large. Their unpaid efforts have allowed us to funnel money elsewhere, such as maintenance and upgrades. So the next time you enjoy the air conditioning on an M-Line trolley car, remember you have the volunteers to thank for it!

CONTENTS

2 Breadwinners is the grande dame of McKinney Avenue.

2 Jeff McKissack teaches safety awareness on A Streetcar Named Defense.

3 Ring in the autumn at the All About Uptown festival.

3 Check out this map of the upcoming extension.

Coming full circle downtown

Here's a game-changer for Uptown: the neighborhood will soon be joined at the hip with the new Woodall Rogers deck park, the booming Dallas Arts District, and the DART Rail downtown transit mall. And soon, MATA will be building a new downtown loop to pull it all together.

The \$20-million trolley loop will branch off from the main line at McKinney Avenue and extend down Olive Street to one block shy of the DART Rail downtown transit mall. From there, it will loop around to meet the existing terminus near the Dallas Museum of Art. (See map on p. 3).

The venture was made possible by a \$4.9 million grant from the Federal Transit Administration; in turn, the North Central Texas Council of Governments contributed \$5 million in matching funds.

"These funds will help residents interconnect our existing transportation services and allow better access to downtown Dallas," said Congresswoman Eddie Bernice Johnson, whose efforts were instrumental in winning the grant.

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– Eddie Bernice Johnson, Congresswoman



Stakeholders and elected officials celebrate MATA's acquisition of a \$4.9 million grant toward the new downtown loop.

Aside from improving the connectivity between Uptown and downtown, the loop will effectively boost the M-Line's rolling stock. That's because many of the heritage trolley cars cannot travel in both directions and require a loop or turntable. (In a separate initiative, a turntable is being installed at the M-Line's Cityplace Station terminus.)

Initial construction on the new loop begins this fall with completion expected in 2012.

TROLLEY STOPS

Breadwinners: The grande dame of McKinney

In trendy Dallas, restaurants can open and close faster than you can say arugula. Not so with Breadwinners. Perched at the corner of McKinney Avenue and Hall Street for 16 years, Breadwinners is the grande dame of McKinney, with a core crowd of neighborhood denizens and a weekend brunch that's become a local institution.

"For a lot of people, Breadwinners is nearly synonymous with brunch," says General Manager April Ham, "but my favorite items are on the lunch and dinner menus." Those menus are eclectic, featuring salads, pastas and sandwiches, with burgers rounding out the lunch offerings and an admirable array of chef-driven entrees at dinner. (Ham recommends the braised short ribs.) And it's only a few feet across a charming courtyard for an after-dinner drink at the Quarter Bar.

With a Big Easy vibe befitting its namesake and the only rooftop bar in the neighborhood, the Quarter Bar has become a destination unto itself – the ideal place to shoot some pool

and have an alcoholic popsicle. Yes, you read that right. "Those started off as kind of a gimmick, but they've become really popular," says Ham.

If you're on a diet, consider yourself forewarned: There is only one way in and out of Breadwinners – and that's right by the most tempting bakery case in Dallas. Go for the Chocolate Ecstasy Tort.

The courtyard recalls New Orleans' Garden District.



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– April Ham, General Manager

ROLL WITH ME

A Streetcar Named Defense

For Jeff McKissack, an average ride on the trolley might involve fathers and sons duking it out, sisters coming to blows, and couples engaged in hand-to-hand battle.

No, he's not staging Shakespeare plays or filming the latest reality show. It's "A Streetcar Named Defense," the personal safety seminar that McKissack conducts monthly on the M-Line.

The class teaches people how to avoid threatening situations – and how protect themselves should they need to. The skirmishes are, of course, simulated: During the two-hour program, the trolley stops twice for some hands-on physical defense training.

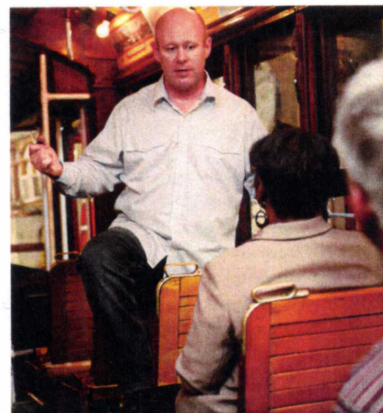
"The M-Line is the perfect place to host safety seminars because it rolls right through the middle of the city with a panoramic view of Uptown and all its street life," McKissack

says. "At any given moment, I can point out the trolley window and there are people on the street who are putting themselves at risk, as well as others who are practicing good personal security habits."

A certified personal defense instructor, McKissack asserts that the best defense against predators is simple awareness.

"Get off the iPhone, pull out the earbuds, and take a look around you," he says. "Probably eighty percent of attacks could be prevented if people were just more aware of their surroundings."

For more information on McKissack's services, visit defensebydesign.com.



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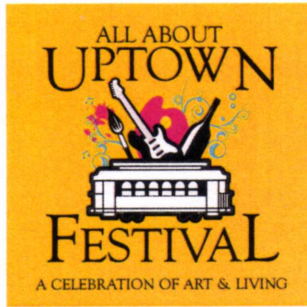


All About Uptown Festival: A Celebration of Art & Living

Don't miss Dallas' yearly ring-in-the-autumn party – otherwise known as the All About Uptown Festival, which this year happens from 11 a.m. to 11 p.m. on Saturday, September 25.

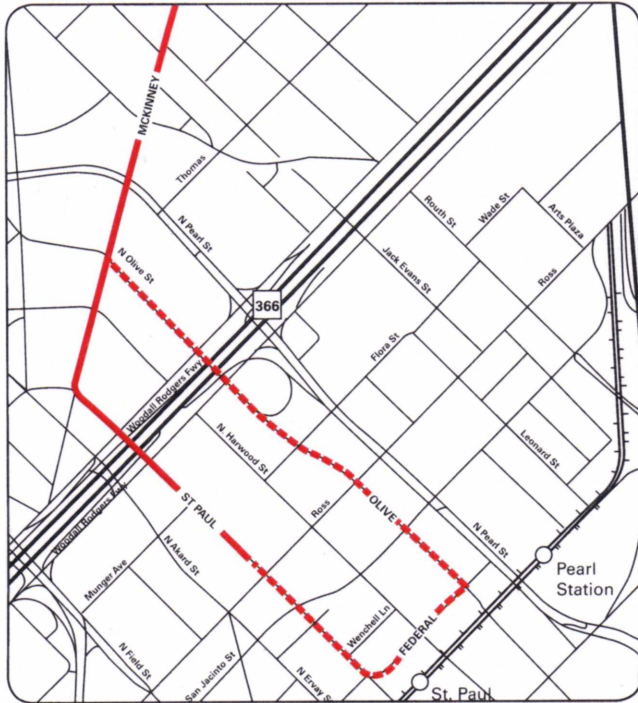
Expect cooking demonstrations and lots of food from Uptown's cadre of celebrity chefs; plenty of performances and wares from local artists and artisans; plus a variety of vendors and a whole day's worth of great live music right in the heart of Uptown.

Take the State Thomas Historic District Tour, a guided look at Dallas' most intact collection of Victorian houses from the late 1880s. Or do the self-guided tour of Greenwood Cemetery, one of Dallas' most significant cemeteries and the final resting place of eight former mayors.



There also will be a Kids Korner, a "Pets R Uptown" area for four-legged friends and much more! Get there by trolley – the M-Line will drop you off a block away from the festivities, which will all be happening on Fairmount Street, immediately west of McKinney Avenue – for free. For more information, visit www.allaboutuptown.net.

M-Line Extension and Loop Project



Construction begins this fall, and the entire loop will be complete in 2012.

**We run late nights on
Fridays and Saturdays!**

MONDAY THROUGH FRIDAY
Streetcars begin running at 7 a.m.
and run every 15 to 20 minutes

SATURDAY AND SUNDAY
Streetcars begin running at 10 a.m.
and run every 25 minutes

**STREETCARS RUN UNTIL 10 PM SUNDAY THROUGH
THURSDAY AND MIDNIGHT FRIDAY AND SATURDAY**

Use this map and come ride Dallas' only streetcar system that drops you off at every interesting spot in the neighborhood. Everything is within walking distance from the streetcar line.

• Points of Interest

1. Sheraton Dallas Hotel
2. The Fairmont Hotel
3. Dallas Arts District
4. Hotel ZaZa
5. The Ritz-Carlton
6. The Crescent Shops & Galleries and The Rosewood Crescent Hotel
7. Hotel St. Germain
8. Maple Manor Hotel
9. The Stoneleigh Hotel & Spa
10. The Quadrangle
11. McKinney Avenue Contemporary (The MAC)/Kitchen Dog Theater
12. West Village/Magnolia Theater
13. Kalita Humphreys Theater
14. Uptown Visitors Center

