



DEEP ELLUM  
FOUNDATION

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**FACT SHEET: RIDESHARE FLOW ZONES**

Starting May 12, 2023, Deep Ellum “Flow Zones”, initially piloted in 2019 and modeled after DFW Airport to ease congestion, is expanding to Elm Street. Deep Ellum offered the first district-wide designated drop-off / pickup rideshare zone program in the country.

The new zone is next to Elm & Good and across from the new Velvet Taco, and is in addition to the other locations on Good Latimer Expressway, Commerce Street, Malcolm X Blvd, Floyd Street, and Swiss Avenue.

Rideshare Flow Zones operate in Uber and Lyft apps Friday and Saturday nights 10pm-3am and are also accessible to Alto.

**Drop Off/Pick Up Zones:**

Rideshare drop off/pick up zones are identified on:

- **NEW: Elm Street westbound between Good Latimer Expy and I-345**
- Good Latimer Expressway northbound between Main and Commerce Streets,
- Commerce Street eastbound between Good Latimer Expressway and Pryor Street,
- Commerce Street eastbound between Crowds Street and Malcolm X Blvd.
- Malcolm X Boulevard northbound between Elm Street and July Alley, and
- Swiss Avenue westbound between N. Hawkins and Good Latimer Expressway.
- Floyd Street westbound between Cantegral Street and Good Latimer Expy
- Good Latimer Expy southbound between Florence Street and Swiss Avenue

**Other Key Details:**

- **Pilot Subject to Change** - As this is a pilot program, the zones may expand or shift after implementation as the performance of the program is assessed.
- **Effective Hours** - The zones will be active and enforced in the rideshare companies’ apps Friday 10pm – Saturday 3am. Importantly, the zones will cease operations after 3am to allow district employees to be picked up at their workplaces once peak hours of congestion have declined.
- **Zone Identification** - The zones will be identifiable via City signage stating the areas are designated for ride drop off/ pick up as well as supplemental A-frame signs and bollards provided by the Deep Ellum Foundation.
- **Accessibility for Persons with Disabilities** - Upon displaying a government issues “accessible placard,” officers and security guards will enable persons with disabilities utilizing rideshare services to be dropped off/picked up without requiring use of the designated zones.
- **Enforcement** – The zones will be enforced through a combination of technological programming, on the ground enforcement with citations for violators, and Dallas Police Department oversight.
- **Performance** - Performance of the program will be tracked by Deep Ellum Foundation and its Deep Ellum Public Safety Program and supported by The City of Dallas Transportation



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Department, DPD, Uber, and Lyft. Traffic flow in and around the core area of activity will be monitored and recorded to assess congestion and safety improvement.

**FACT SHEET: PARKING & VALET**

**NEW VALET OPTION**

Patrons can pull up and valet at 2625 Commerce Street (between Twisted Root and DOT's Hop House).

Thursday and Friday 6:00pm-1:00am

Sat and Sun 1:00pm - 1:00am

Rates will vary. Dallasites 101 will offer a promotion for 50% off as the program begins May 11.

**TOP 5 PLACES TO PARK**

It is recommended to park on the perimeter of the pedestrian-only zone and there are over 1000 new spots in the district between the Epic and Stack office tower garages.

Epic Garage - 2500 Pacific Avenue

Stack Garage - 2700 Commerce Street

City of Dallas Parking Lots at I-345 with entry on Elm, Main and Commerce Streets

**Epic Garage Rates**

1 Hour: \$7

2 Hours: \$14

3 Hours: \$21

Overnight: \$25

Lost Ticket: \$25

**Stack Garage Rates**

Special rates offered until Memorial Day.

0 – 60 min.	\$3.00
61 – 180 min.	\$6.00
180 min +	\$12.00
Lost Ticket Fee	\$25.00

Please note event parking will still be in effect beginning at 4 p.m. any evening that there is a scheduled event at either The Factory or The Studio at The Factory. Event Parking will range from \$15 - \$25 per vehicle.