Briefing on Marketing and Outreach Plan for the Low-Income Discounted Fare Pilot Program

Public Affairs and Communication Committee
September 24, 2019

Robbie Douglas
AVP Marketing & Advertising
Agenda

• Situation

• Plan

• Next Steps and Timing
Objective

• Meets DART Agency Goal – 1. a.
  – Serve DART’s Customers by implementing steps that increase fixed-route ridership

• Briefing on the timing and process to target identified customer segments for the Low-Income Fare program
Situation
Situation

• **Objective:** Raise awareness of DART’s Low-Income Discounted Fare Program for eligible riders

• **Goal:** From current ridership, ~7% customer participation in the program

• **Plan:** Take a focused approach to identify and convert current and new riders who will qualify for this program
Situation

- **Current Reduced Fare Riders:**
  - Seniors and non-paratransit disabled
  - Elementary and Middle school children
  - Students attending high schools within DART Service Area, with DART-issued student ID.
  - Service area residents participating in a transitional program administered by an approved social agency
  - Discount fare with Lonestar TANF benefits
  - Bus Shuttle

---

**DART RIDERSHIP**

- All Other 73.4%
- Reduced Fare 26.6%

Source: DART Finance
Time Frame: FY 2019
Plan

Targeted Low-Income Audience represents approximately 6.7% ridership from current riders, plus non-riders

1. **DART Current riders** (Reliant Commuters and Task Riders) who are paying full fare AND meet eligibility requirements for reduced fare/low income pilot

2. **Non-riders** that would be eligible for reduced fare
   - Using their own car, riding with friends, etc.
The marketing and awareness plan would take a very targeted approach to drive awareness and ridership. Leverage the existing 37 of agencies we currently work with:

- SNAP, CEAP, TANF, DHA
- Medicaid/Medicare

Stations that index high in low-income areas:

- Specific residential areas and neighborhoods
Next Steps: Low-Income Pilot Program

- Tactics and Timing

<table>
<thead>
<tr>
<th>Date</th>
<th>Programming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 12</td>
<td>Board alignment</td>
</tr>
<tr>
<td>Sept 24</td>
<td>Board approval of FY 2020 annual budget</td>
</tr>
<tr>
<td>Oct 1</td>
<td>Outreach to social service agencies</td>
</tr>
<tr>
<td>Dec 1</td>
<td>Targeted advertising</td>
</tr>
<tr>
<td>Jan 2020</td>
<td>Pilot program launch</td>
</tr>
<tr>
<td>2020 and beyond</td>
<td>Continued efforts with agencies and analysis of program</td>
</tr>
</tbody>
</table>
Questions?