Pre-Public Hearing
Community Meeting
Proposed Fare Restructure
Housekeeping Rules

• Please stay on topic. Questions about the proposed fare restructure will be addressed first.

• Use of profanity or inappropriate language is prohibited

• When you have a question please raise your hand.

• To give everyone an opportunity to speak, each person will have an opportunity to ask one question each time they are called upon.

• Questions and comments after this evening’s meeting can be submitted via DART.org/FareUpdates
Background

• DART routinely reviews its fare structure to ensure the agency in good financial standing, and current and future customers have a quality experience interacting with DART fare system

• DART has been performing a comprehensive review and analysis on the fare structure and programs since November 2022

• Over the last 1.5 years we have looked at existing conditions, peer reviews, public outreach, development of alternative fare scenarios, assessment of impacts, and building consensus

• DART Board has voted to collect public input on the proposed fare changes

• Today’s meeting is part of a series of community events through late August to solicit feedback for the proposed fare structure changes
What We Have Tried to Address

- **Declining Farebox Recovery and Ridership**: recovering but still low

- **Complexity of Fare Structure**: current structure includes a sometimes confusing variety of different types of base fares, dependent on time of day and whether transfer is needed

- **Reduced Use of Long-Term Pass**: significant drop in monthly and annual pass usage
# Proposed Base Fare Changes

<table>
<thead>
<tr>
<th>Fare Category</th>
<th>Existing</th>
<th>Proposed</th>
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<tbody>
<tr>
<td></td>
<td>Local</td>
<td>Local Reduced</td>
</tr>
<tr>
<td><strong>Single Ride</strong></td>
<td>$2.50</td>
<td>$1.25</td>
</tr>
<tr>
<td>(Bus and GoLink only)</td>
<td></td>
<td></td>
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<tr>
<td><strong>AM/PM Pass</strong></td>
<td>$3.00</td>
<td>$1.50</td>
</tr>
<tr>
<td><strong>Midday Pass</strong></td>
<td>$2.00</td>
<td>N/A</td>
</tr>
<tr>
<td>**Day Pass *</td>
<td>$6.00</td>
<td>$3.00</td>
</tr>
<tr>
<td>**Monthly Pass *</td>
<td>$96.00</td>
<td>$48.00</td>
</tr>
<tr>
<td><strong>Annual Pass</strong></td>
<td>$960.00</td>
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<tr>
<td>**Paratransit **</td>
<td>$3.50/1.00</td>
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* Fare capping applies

** While the paratransit single-ride fare of $3.50 and paratransit to fixed route single-ride fare $1.00 have been effective since 2018, DART have continued to charge $3.00 and $0.75, respectively, till the new fare structure is implemented on March 1, 2025

Regional Fare Structures would be evaluated and adjusted in 2025
Proposed Special Program Changes

- Bulk Sale Programs: simplification, consistency, bulk sale incentive
  - Special Event Program
  - Corporate Pass Program*
  - Educational Institution Program (adding K-5)*

- Veterans Discounted Fare Program (new)

- Low Income Discounted Fare Program (Pilot to Permanent)*

* Proposed changes effective January 1, 2025
List of Public Meetings and Events

PRE-PUBLIC HEARING COMMUNITY MEETINGS - 6:30 PM

**July 10 – Carrollton**
Crosby Recreation Center – Broadway Room
1610 E. Crosby Rd
Carrollton, TX 75006

**July 18 – Addison**
Addison Conference and Theatre Centre
15650 Addison Road
Addison, TX 75001

**July 24 – Farmers Branch**
Farmers Branch Community Recreation Center
14050 Heartside Place
Farmers Branch, TX 75234

**August 1 – Rowlett**
Rowlett Community Center – Room D
5300 Main Street
Rowlett, TX 75088

**August 5 – Glenn Heights**
Glenn Heights Community Center
1938-D S. Hampton Rd.
Glenn Heights, TX 75154

**August 13 – Richardson**
Huffhines Recreation Center
200 N. Plano Rd.
Richardson, TX 75081

**August 15 – Plano**
Plano Municipal Center – Training Room A
1520 K. Ave.
Plano, Tx 75074

**August 20 – Service Area**
Telephone Townhall – link at DART.org/FareUpdates

**August 22 – University Park/Highland Park**
(Virtual – link at DART.org/FareUpdates)

*August 24 (9:30 – 10:30 a.m.) – Dallas*
DART HDQ
1401 Pacific Ave (@Akard Station)
Dallas, TX 75202

*Meeting time is 9:30 am
List of Public Meetings and Events

STATION OPEN HOUSE – 3:30 – 6:30 pm:

- **July 11** – Southwest Medical District/Parkland station – Dallas
- **July 15** – Camp Wisdom station – Dallas
- **July 17** – 8th & Corinth station – Dallas
- **July 23** – SMU/Mockingbird station – Dallas
- **July 29** – Westmoreland station – Dallas
- **July 29** – Bachman station – Dallas
- **August 6** – Downtown Irving/Heritage Crossing Station – Irving
- **August 14** – Central Business District (CBD) West Transfer Center – Dallas
- **August 15** – Addison TC – Addison
- **August 19** – South Garland TC – Garland
- **August 21** – Cockrell Hill Transfer Location – Cockrell Hill
- **August 22** – Parker Rd station – Plano
Public Hearing

August 27, at 6:00 PM
DART HDQ
1401 Pacific Ave (@Akard Station)
Dallas, TX 75202
## Following Public Outreach

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Timeline</th>
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<tbody>
<tr>
<td><strong>Approval on the New Fare</strong></td>
<td>Report to the Board about the public feedback as well as the Title VI analysis on the new fare structure; Obtain final approval on the new fare structure</td>
<td>September – October 2024</td>
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<tr>
<td><strong>Implementation Prep</strong></td>
<td>Implement strategic marketing campaign; Reconfigure fare payment system; Operators, fare enforcement and police officers training</td>
<td>November 2024 – February 2025</td>
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<tr>
<td><strong>Implementation</strong></td>
<td>Adopt the new fare structure</td>
<td>March 1, 2025</td>
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How to Provide Comments

• Attend a Pre-Public Hearing meeting
• Attend a Station Open House
• Comment card (bus/train)
• Email farerestructure@DART.org
• DART.org/FareUpdates
Thank You!