



Pre-Public Hearing Community Meeting Proposed Fare Restructure



Housekeeping Rules

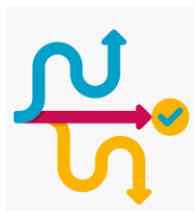
- Please stay on topic. Questions about the proposed fare restructure will be addressed first.
- Use of profanity or inappropriate language is prohibited
- When you have a question please raise your hand.
- To give everyone an opportunity to speak, each person will have an opportunity to ask one question each time they are called upon.
- Questions and comments after this evening's meeting can be submitted via [DART.org/FareUpdates](https://www.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



Effectiveness



Simplicity



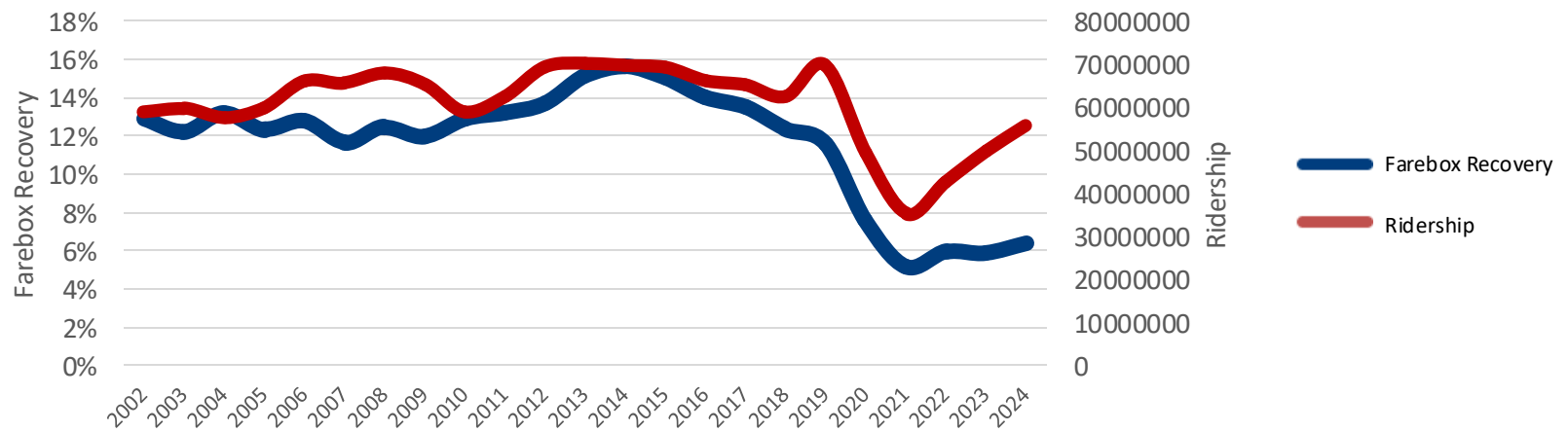
Equity



Efficiency

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

Regional Fare Structures would be evaluated and adjusted in 2025

Existing				Proposed		
Fare Category	Local	Local Reduced		Fare Category	Local	Local Reduced
Single Ride (Bus and GoLink only)	\$2.50	\$1.25	}			
AM/PM Pass	\$3.00	\$1.50		3-Hour Pass	\$3.00	\$1.50
Midday Pass	\$2.00	N/A				
Day Pass *	\$6.00	\$3.00	→	Day Pass *	\$6.00	\$3.00
Monthly Pass *	\$96.00	\$48.00	→	Monthly Pass *	\$126.00	\$63.00
Annual Pass	\$960.00		→	REMOVED		
Paratransit **	\$3.50/1.00	--	→	Paratransit **	\$3.50/1.00	--

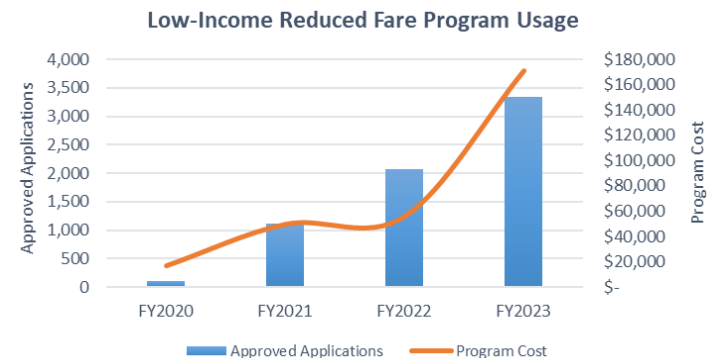
* Fare capping applies

** 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

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](https://www.dart.org/FareUpdates)

August 22 – University Park/Highland Park

(Virtual – link at [DART.org/FareUpdates](https://www.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

Item	Description	Timeline
Approval on the New Fare	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	September – October 2024
Implementation Prep	Implement strategic marketing campaign; Reconfigure fare payment system; Operators, fare enforcement and police officers training	November 2024 – February 2025
Implementation	Adopt the new fare structure	March 1, 2025

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!



DART.org