



FY 2024 Third Quarter Ridership and Route Performance Update

Committee-of-the-Whole
Development Subsection Committee

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Director Research & Service Analysis



Introduction

- This is the Q3 ridership and performance report
- Service Planning staff are conducting detailed assessments of each of the low-performing routes
- We will follow up with two briefings this fall:
 1. Background on Service Standards, and specifically the current route performance measurement and evaluation system
 2. An early look at potential 2025+ service changes, including introduction of the Silver Line, bus changes related to the Silver Line, and changes for low performing services
- A Call for Public Hearing Board item on these changes is scheduled for January 2025

Background

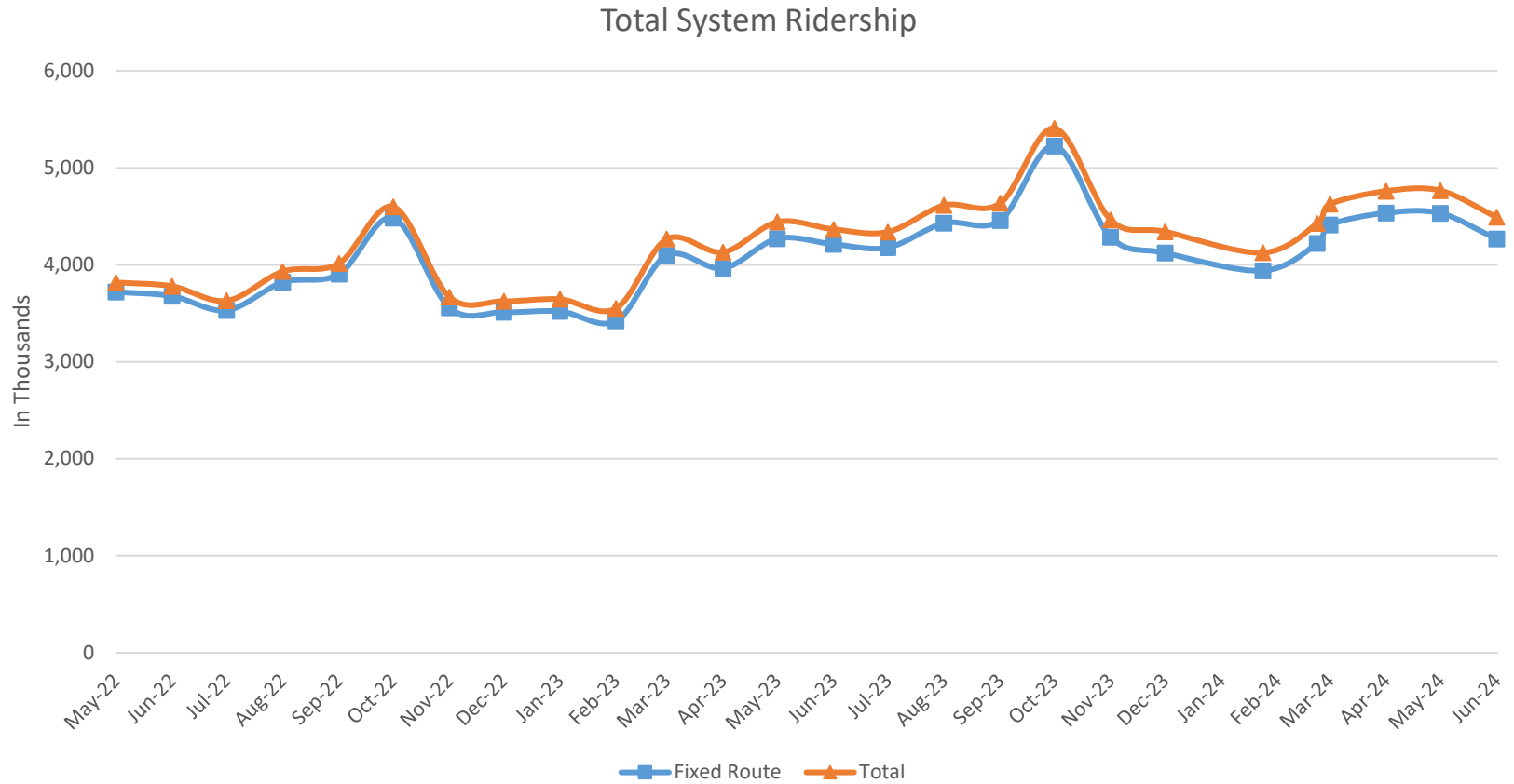
- For many years, DART has prepared quarterly reports on ridership and route performance
- Beginning FY24 Q3, light rail performance will be included in this briefing
- Currently, there are no adopted standards for the performance of individual light rail lines

Ridership

- Ridership has shown steady growth year over year
- Weekend ridership continues to recover faster than weekdays
 - Reflects more significant weekend service improvements for DART zoom
 - Common with other transit systems
- GoLink continues to show the greatest growth

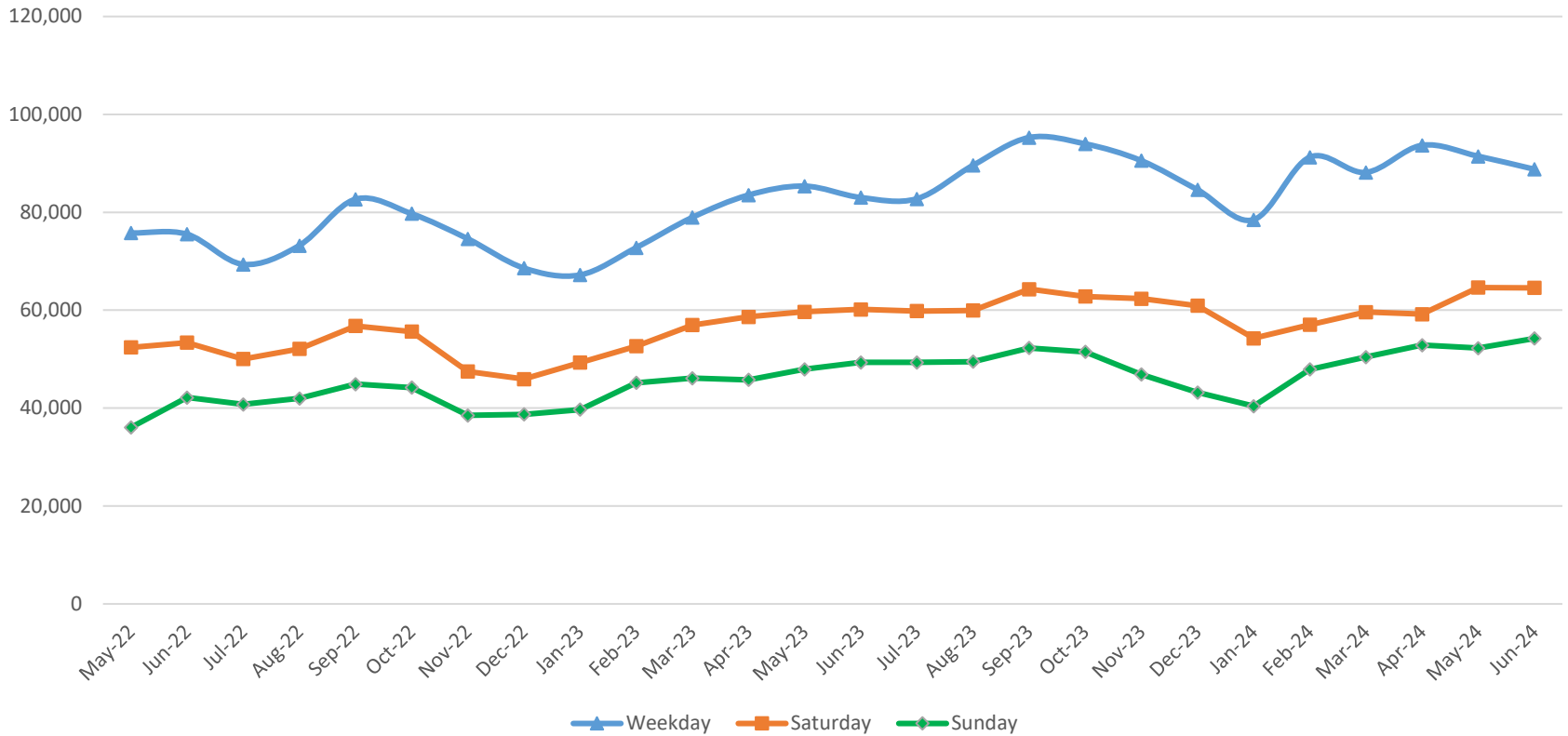


System Ridership



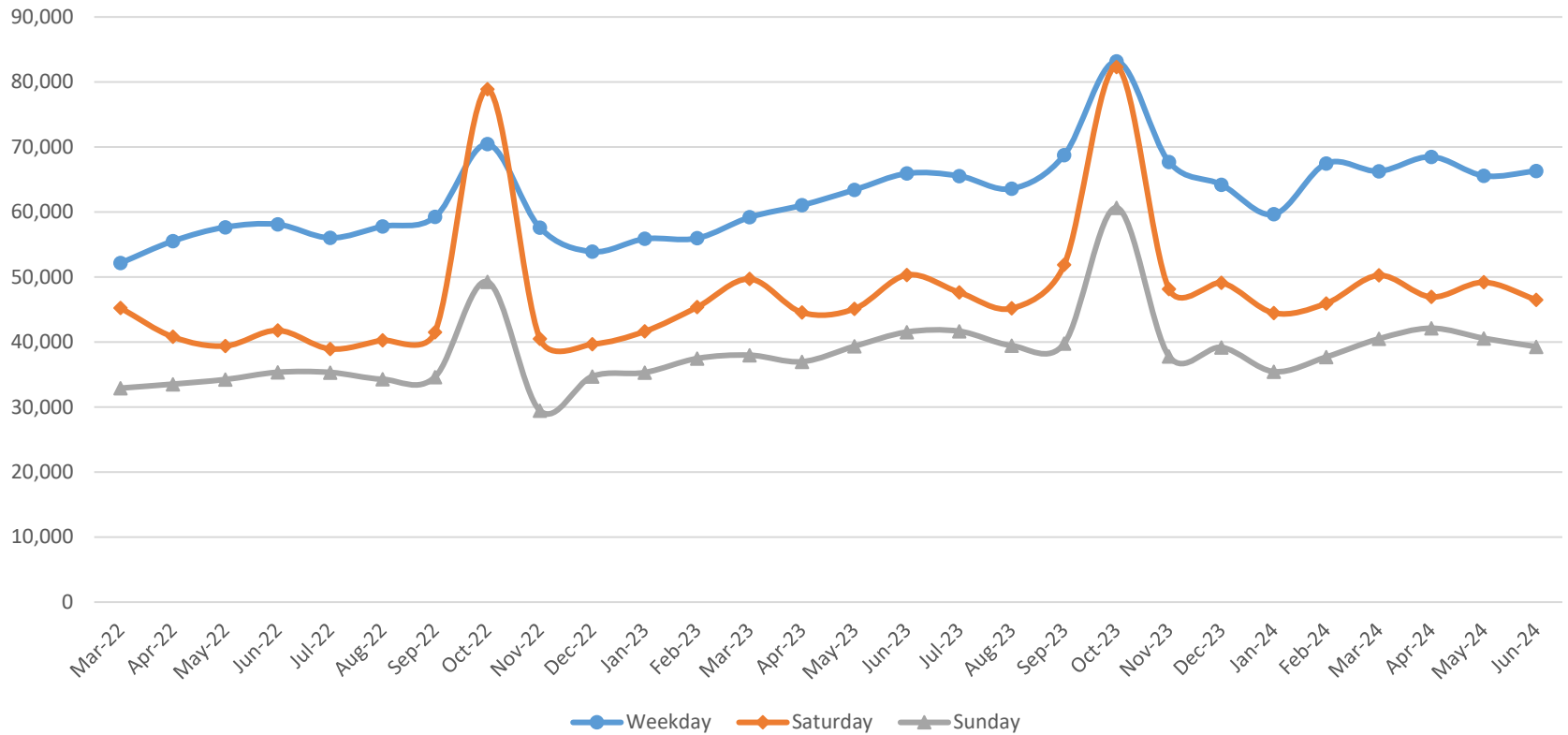
Bus Average Daily Ridership

Bus System Average Daily Ridership



LRT Average Daily Ridership

Light Rail Average Daily Ridership



Comparison to Pre-Pandemic Ridership

June 2021, 2024

Month	June 2021	June 2024
<i>Bus</i>	56%	76%
<i>Light Rail</i>	56%	80%
<i>TRE</i>	51%	66%
<i>Streetcar</i>	97%	60%
<i>Paratransit</i>	75%	105%
<i>Microtransit</i>	58%	860%
System	57%	80%

Numbers show percentage of pre-pandemic ridership observed
in June 2019

Better than pre-pandemic levels

Comparison to Pre-Pandemic Ridership

June 2024 Average Daily Riders

Mode	Weekday	Saturday	Sunday
Bus	72%	85%	105%
Light Rail	73%	105%	121%
TRE	63%	93%	No Service
Streetcar	54%	71%	64%
Paratransit	103%	119%	113%
Microtransit	667%	8702%	9602%
System	75%	95%	113%

Numbers show percentage of pre-pandemic ridership observed in June 2019

Better than pre-pandemic levels

Service Performance

- Performance for each DART bus route is assessed over three measures:
 - Riders per revenue hour
 - Passenger miles per revenue mile
 - Subsidy per rider
- Performance for each GoLink zone is assessed over two measures:
 - Riders per revenue hour
 - Subsidy per rider



FY24 Q3 Bus Performance by Route Type

Route Type	Riders/ Hour	Passenger Miles/ Revenue Mile	Subsidy/ Rider
Frequent	19.64	5.17	\$9.22
Local	15.70	4.02	\$12.47
Local Coverage	15.08	4.49	\$13.36
Express	10.07	5.99	\$33.81
Microtransit	4.21	Does Not Apply	\$12.23
Shuttle	19.70	Does Not Apply	\$1.97
OVERALL	14.60	4.81	\$11.04

Better than pre-pandemic levels

Bus Performance Riders per Hour by Route Type

	FY22 Q3	FY23 Q3	FY24 Q3
Frequent	11.72	15.23	19.64
Local	8.51	11.72	15.70
Local Cvrgr	8.22	11.62	15.08
Express	6.07	7.65	10.07
Shuttle	16.58	22.88	19.70
Microtransit	1.96	3.42	4.21

Is Performance Meeting Targets?

- Each route or service is compared to performance for other routes of the same type
- If performance is less than 75% of the average for a route/service type (133% above for subsidy/rider), the service is deficient for that measure
- If all applicable measures are deficient, the route fails to meet performance targets
- For Q3, 6 bus routes, 3 shuttle routes, and 5 GoLink zones were deficient performers



FY24 Q3 Minimum Performance Targets

Service Type	Riders per Hour Target	Pass Miles/Rev Miles Target	Subsidy per Passenger Target
Frequent: 15-20min peak & midday, 20-30 off peak	14.73	3.88	\$12.30
Local: 15 min peak, 30 midday/off peak	11.77	3.01	\$16.63
Local Coverage: 30 min peak, 40 midday, 40-60 off peak	11.31	3.37	\$17.82
Express: 15 min peak	7.55	4.49	\$45.08
Shuttle	14.78	*5.18	\$2.62
Microtransit/GoLink	3.16	<i>Not Applicable</i>	\$16.31

Example Performance Calculation

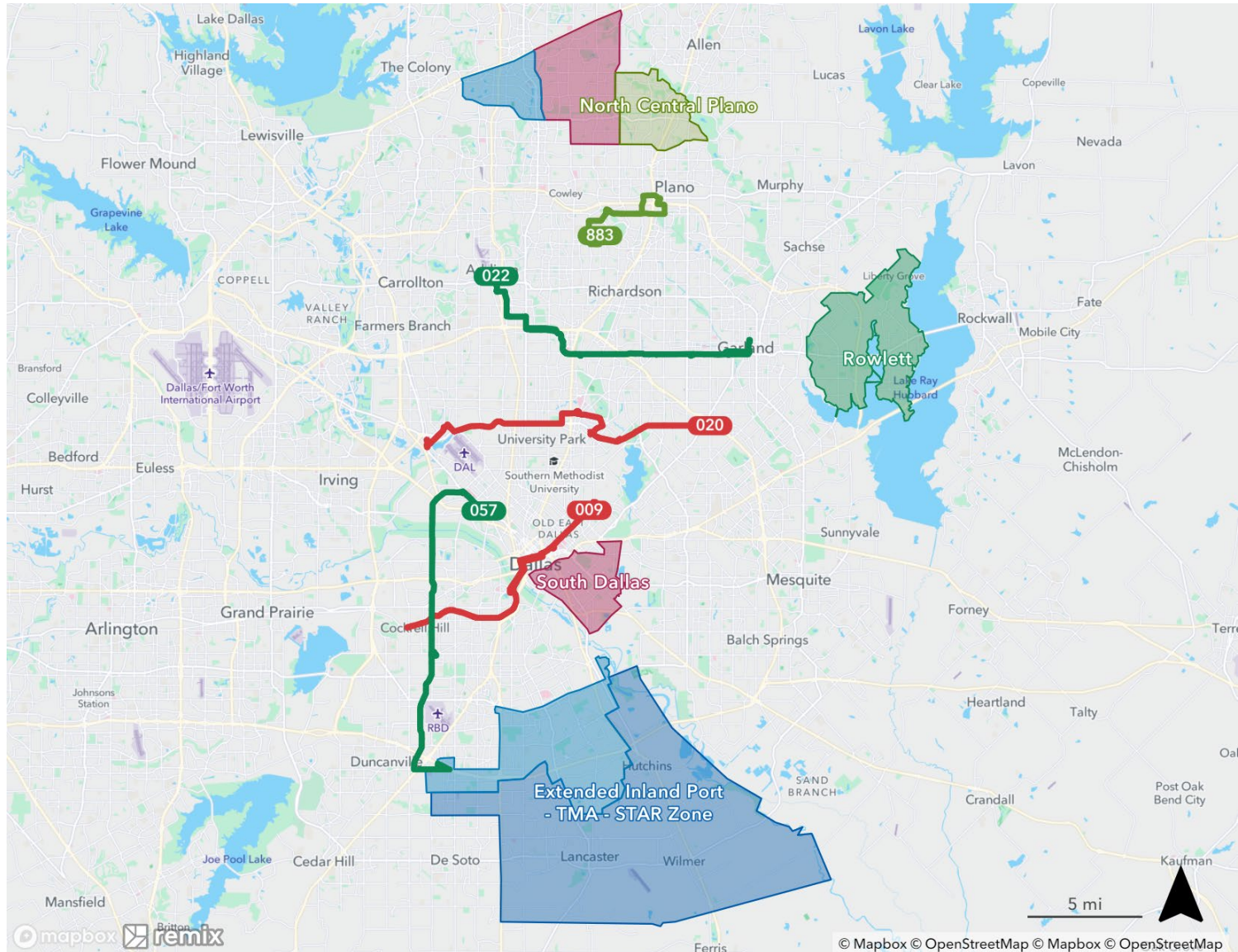
Route 209 Cole

1. Riders/hour = 9.48 vs. 11.31 target → deficient
2. Passenger miles/revenue mile = 2.15 vs. 3.37 target → deficient
3. Subsidy/rider = \$22.13 vs. \$17.82 target → deficient
4. All three measures are below targets, so Route 209 has deficient performance for 24Q3
5. Analysis:
 - Next steps: targeted marketing
 - Review: Route 209 has shown signs of growth although ridership remains low. There are multiple businesses and tourist attractions along McKinney Avenue, Cole Street, and the Uptown location. Service Planning is working with community leaders to spread the word about utilizing DART services.

Q3 Highest Ridership

- Top bus average Weekday ridership
 - 883 UTD Shuttle 3,830 (36.59 riders/hour)
 - 57 Westmoreland 3,447 (21.66 riders/hour)
 - 22 Forest Lane 3,339 (23.89 riders/hour)
 - 20 Northwest Hwy 2,774 (17.26 riders/hour)
 - 9 Jefferson/Gaston 2,765 (19.39 riders/hour)
- Top GoLink average Weekday ridership
 - Inland Port Expanded 921 (5.26 riders/hour)
 - Rowlett 412 (5.11 riders/hour)
 - South Dallas 384 (6.55 riders/hour)
 - North Central Plano 273 (5.52 riders/hour)
 - Plano Zone to Zone 255 (2.98 riders/hour)

FY24 Q3 Highest Ridership



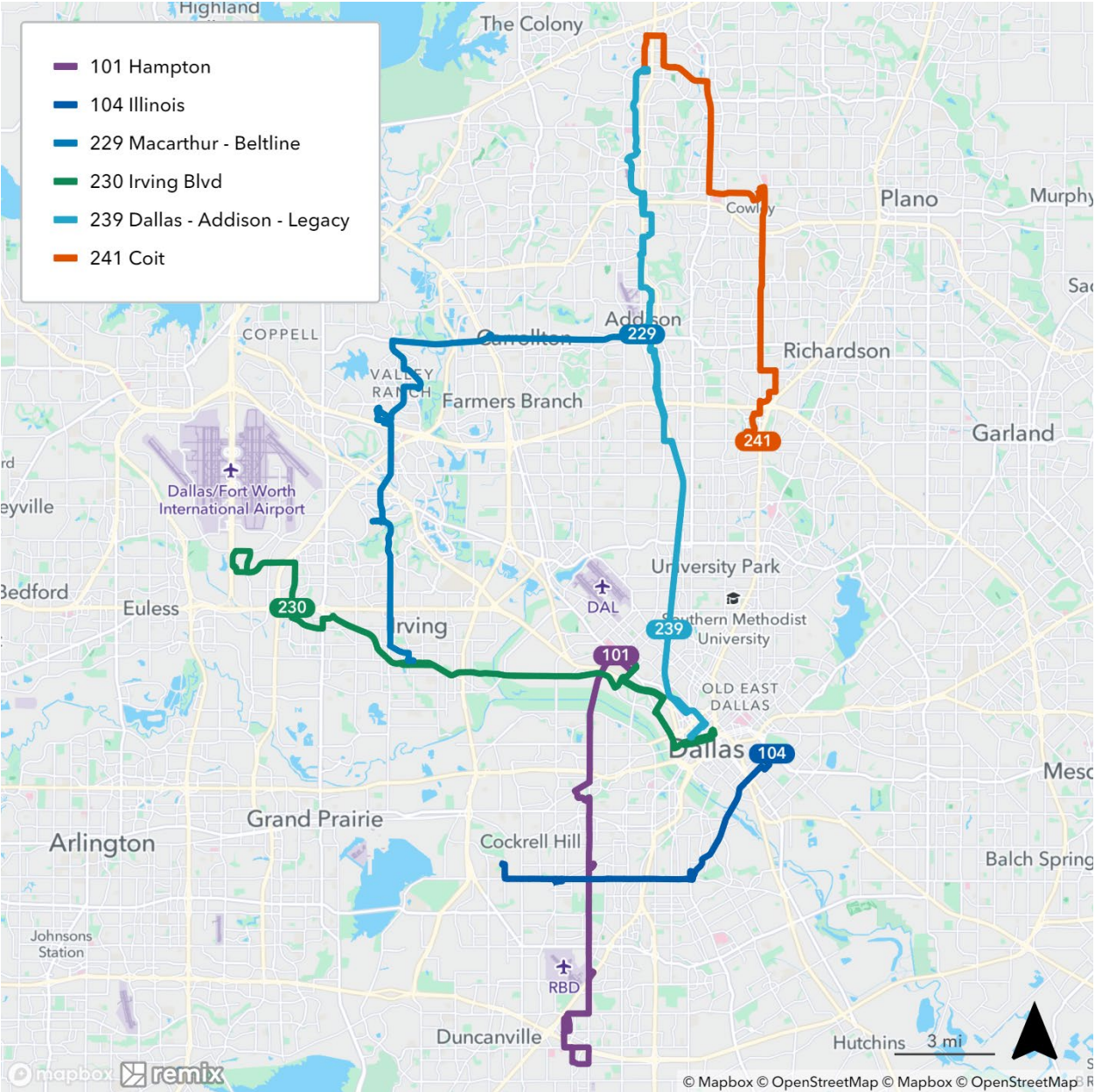
Q3 High Ridership Local & Local Coverage

- Average Weekday Ridership

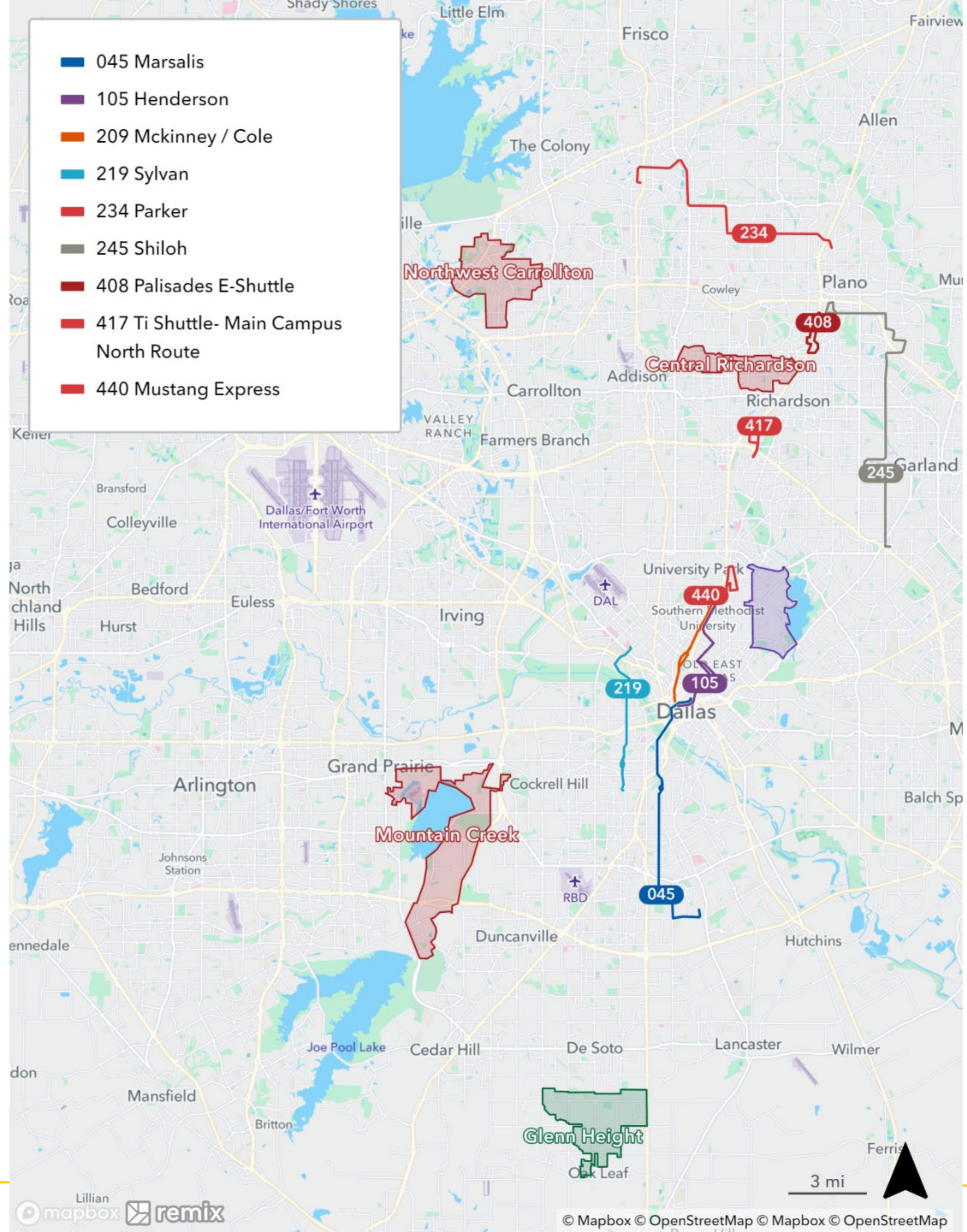
1. 101 Hampton **1,998** (16.32 riders/hour)
2. 230 Irving Blvd **1,873** (18.31 riders/hour)
3. 104 Illinois **1,859** (21.55 riders/hour)
4. 241 Coit **1,710** (19.92 riders/hour)
5. 229 MacArthur/Beltline **1,613** (17.91 riders/hour)
6. 239 NW Plano via Addison **1,271** (14.16 riders/hour)



Q3 High Ridership Local & Local Coverage



FY24 Q3 Deficient Performers



Response to Deficient Performance

- Generally, routes have two years after establishment to establish a rider base, though adjustments/changes may happen within that period
- Routes that fail to meet performance guidelines are subject to review and follow-up actions that may include:
 - Targeted marketing;
 - Service frequency changes;
 - Service period and service day adjustments;
 - Rerouting;
 - Rescheduling;
 - Eliminating nonproductive route segments;
 - Consolidation of segments into other routes;
 - Replacement with GoLink service; and
 - Elimination of the route when none of the above actions are viable or prove successful

FY24 Q3 Light Rail Performance by Line

Line	Riders/ Hour	Passenger Miles/ Revenue Mile	Subsidy/ Rider
Blue	99.6	N/A	\$8.75
Green	111.04	N/A	\$7.16
Orange	80.80	N/A	\$10.18
Red	124.40	N/A	\$7.33
OVERALL	103.96		\$8.35

Parking Lot Utilization

Overall Utilization Comparison

	<i>Pre-pandemic</i> FY19 Q3	FY23 Q3	FY24 Q3
Spaces Occupied	9,752	3,011	3,065
Total Spaces	15,144	22,021	21,913
Utilization Percentage	39%	12%	12.5%





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Parking Lot Utilization

Bottom 5 Utilized Parking Locations

1. UNT Dallas Station- 2%
2. Ledbetter Station- 2%
3. North Irving TC- 0.6%
4. Lake Highlands Station- 0.5%
5. Kiest Station- 0%

Top 5 Utilized Parking Locations:

1. Mockingbird Station- 39%
2. Lake Highlands Station- 27%
3. Parker Road Station- 25%
4. Downtown Rowlett Station- 25%
5. Downtown Carrollton Station- 22%



Top 10 Light Rail Stations

**June 2024 Avg Weekday*

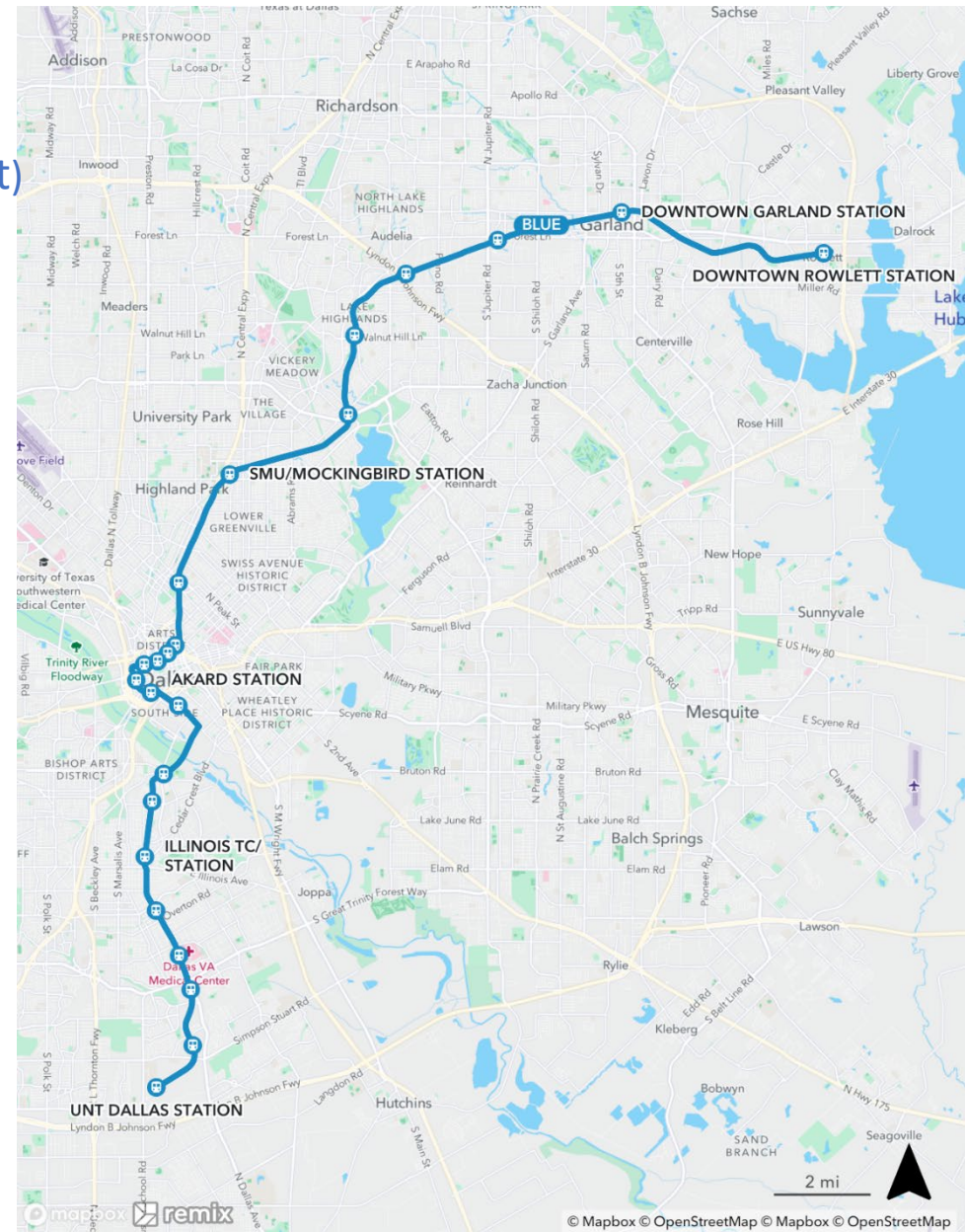
1. West End (6,220)
2. Pearl (4,237)
3. Akard (3,721)
4. St. Paul (3,025)
5. Bachman (2,084)
6. SMD/Parkland (2,030)
7. Parker Road (2,025)
8. SMU/Mockingbird (1,972)
9. Westmoreland (1,681)
10. Victory (1,583)



Light Rail Ridership by Line

Blue Line (UNT Dallas to Downtown Rowlett)

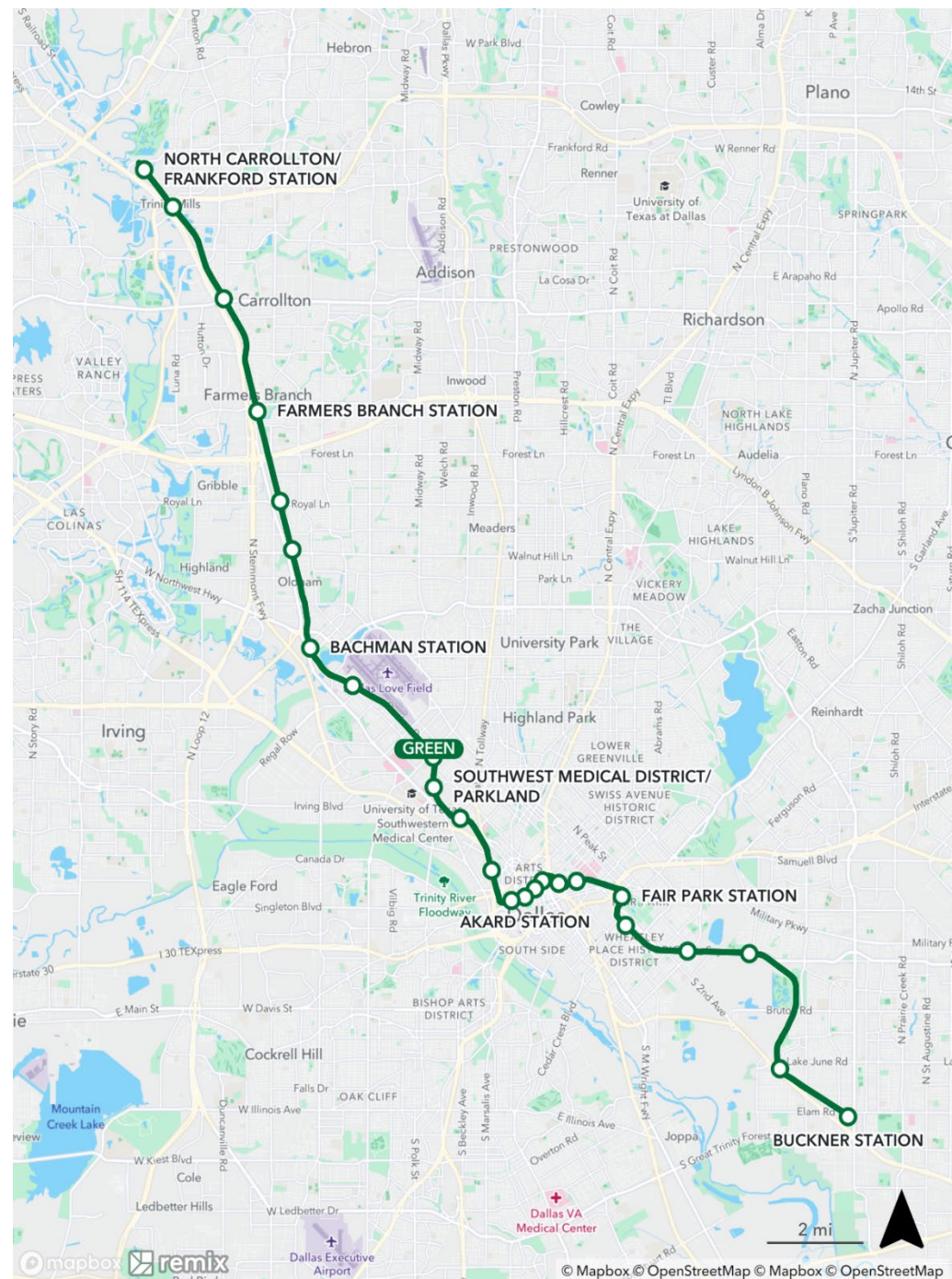
- Avg Weekday- 15,772
- Avg Saturday- 10,693
- Avg Sunday- 8,753
- Total Ridership- 1.27 Million



Light Rail Ridership by Line

Green Line(North Carrollton to Buckner)

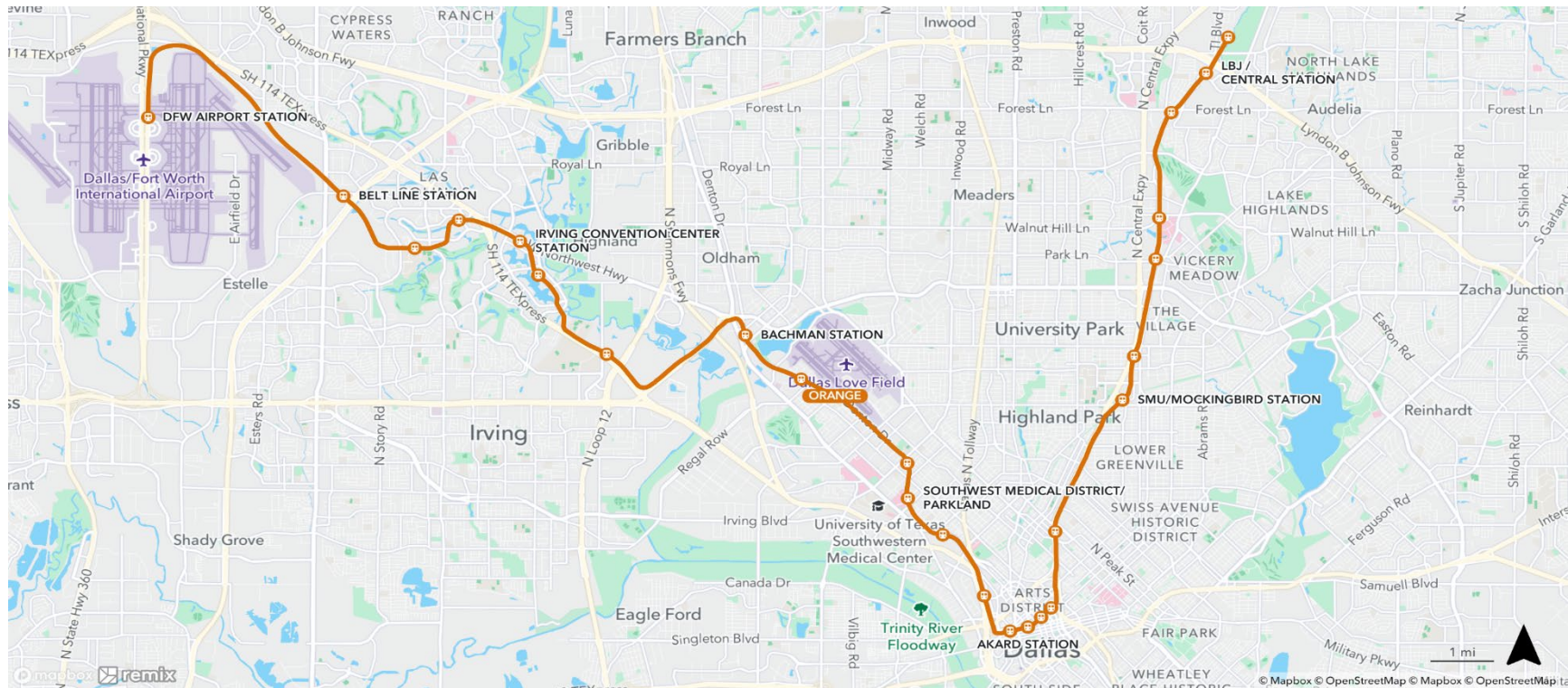
- Avg Weekday- 18,906
- Avg Saturday- 14,197
- Avg Sunday- 11,856
- Total Ridership- 1.56 Million



Light Rail Ridership by Line

Orange Line (LBJ/Central to DFW Airport)

- Avg Weekday- 15,481
- Avg Saturday- 8,988
- Avg Sunday- 8,347
- Total Ridership- 1.22 Million



Light Rail Ridership by Line

Red Line (Parker Road to Westmoreland)

- Avg Weekday- 16,648
- Avg Saturday- 13,676
- Avg Sunday- 11,704
- Total Ridership- 1.4 Million

