



Briefing on West Dallas On-Demand Shuttle Performance and Future Service

Committee-of-the-Whole
Development Subcommittee

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Today's Briefing

- West Dallas On-Demand Shuttle Program Background
- DART Connections & Ridership Trends
- Impact to Bus System
- Partnership with Toyota
- Active Procurement Plan Status

Program Background

- September 2020 - Circuit Transit, LLC, began operating the West Dallas On-Demand Shuttle service with funding support from Toyota
- Early 2022 - Toyota approached DART with a proposal for DART participation in the West Dallas service, offering a first/last mile solution to support a high concentration of senior living and low-income housing areas in West Dallas, using all electric vehicles
- November 2022 - the Board authorized a one-year funding agreement with Toyota and awarded a one-year contract to Circuit Transit, LLC, to operate the service as a part of DART's Site-Specific Shuttle (SSS) program
- October 2023 - DART extended the funding agreement and the operating contract for another year
- October 2024 - DART approved the third and final extension of the West Dallas On-Demand Shuttle Pilot Program ending December 2025

Service Description

- First/Last mile, Free ride-sharing program
- Six-passenger electric vehicles reduce emissions and traffic congestions, ADA compliant
- Connect to DART bus, light rail, and Go-Link, operating Mon-Fri 7am to 7pm
- Promote last mile access to healthcare, schools and retail shops
- Easy scheduling via Circuit and GoPass Apps



SCHOOLS

NEW PINKSTON HS
CF CARR
UPLIFT
PREPARATORY
THOMAS EDISON
WEST DALLAS

AFFORDABLE HOUSING

MABEL MESCHACK WHITE MANOR
LAKEVIEW
VILLA CREEK
HAMPTONS AT LAKEWEST
KINGBRIDGE CROSSING

SENIOR ASSISTED LIVING

LAKWEST REHABILITATION & SKILLED CARE
VILLAGES AT LAKEWEST ASSISTED LIVING
LAKWEST ASSISTED LIVING

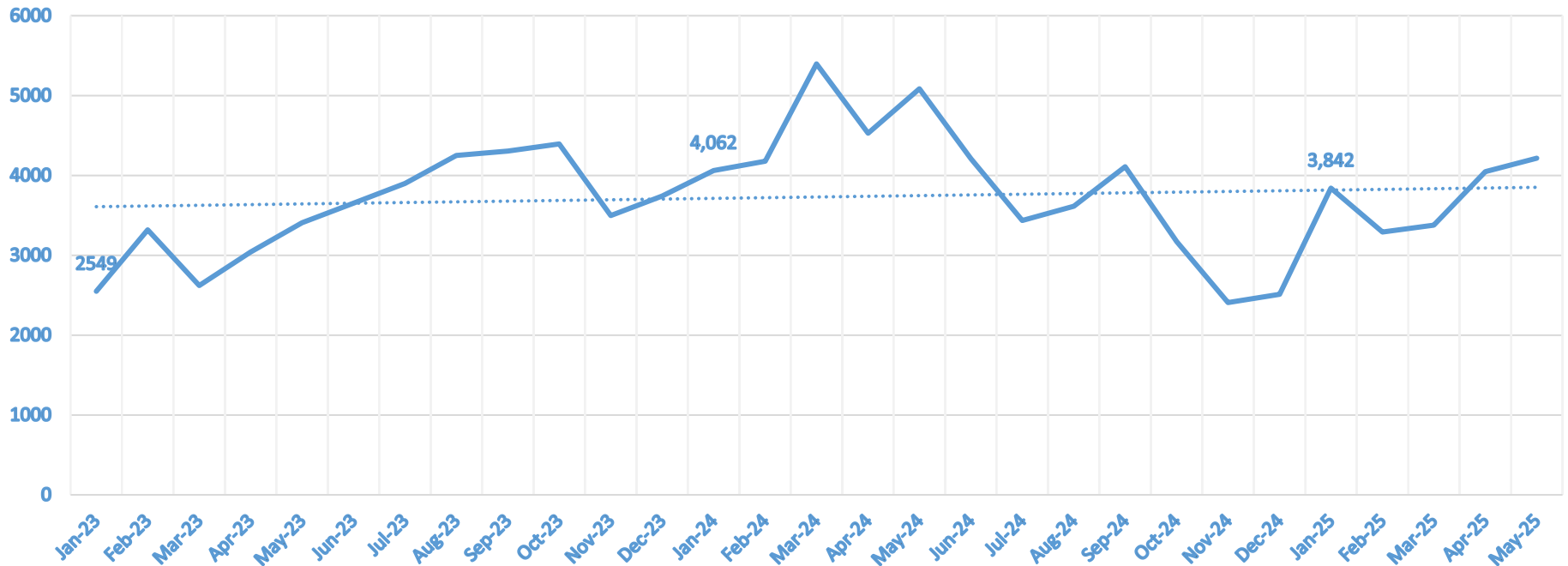
Program Connections

1/31/23-5/31/25				
DART Light Rail Stations	Pick-Ups	Drop-Offs	Total	% of Rides
Union Station (400 S Houston St)	139	755	894	0.83%
West End Station (800 Pacific Ave)	500	1,685	2,185	3.75%
DART Bus Stations				
Singleton and Sylvania	1,294	812	2,106	1.95%
W Commerce and Langford	161	88	249	0.23%
Singleton and N Hampton Rd	5,201	8,006	13,207	12.21%
N Westmoreland and Singleton	1,010	1,702	2,712	2.51%
N Westmoreland and Bickers	252	347	599	0.55%
N Hampton and Bickers	1,801	2,672	4,473	4.14%
Total Connections			26,425	24.43%

- Approximately 24% of Circuit rides are connecting to the DART Bus and Light Rail stations
- Other rides occur within proximity of a DART bus or rail connection associated with nearby shopping centers

Ridership Trends

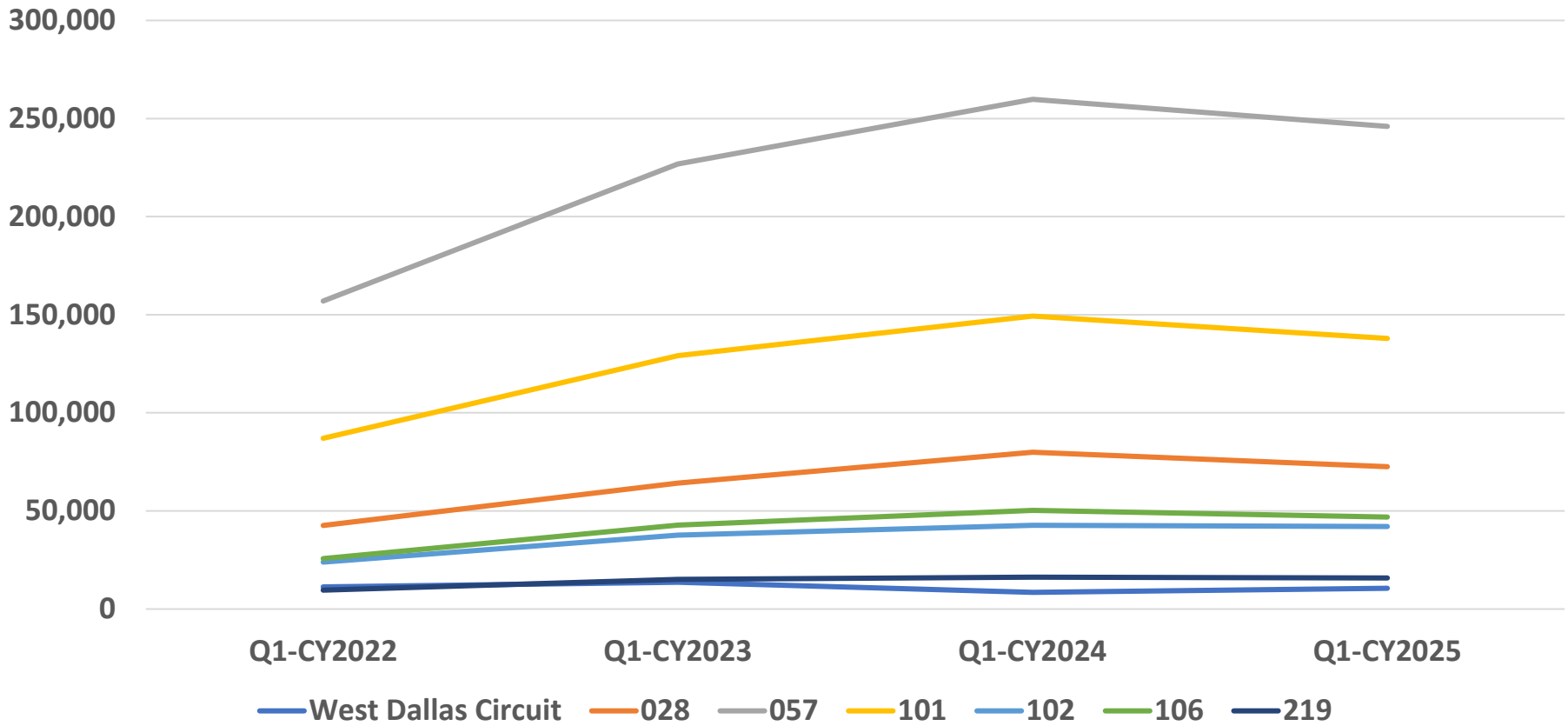
Pilot Average Weekday Ridership Trends



- Highest Ridership to date is March 2024; Lowest Ridership in November of 2024 due to staffing challenges that have since been addressed
- Ridership is consistent and tends to drop slightly during extreme weather conditions resulting in overall unsafe circumstances.

Impact to Bus System

Ridership Comparison



- The 6 fixed routes in the West Dallas area have increased by 58-80% on some routes
- West Dallas SSS does not compete with, but supplements, fixed route bus ridership

Program Enhancements & Results

ENHANCEMENTS

- Connect with DART HR staff at job fairs
- Increased staff (permanent & on-call)
- Integrated with DART GoPass App
- Prioritized vehicles based on zones
- Prioritized vehicles to DART Rail stations
- Vehicle upgrade:
 - BZ4X Fleet (3 vehicles):
 - Total Miles Traveled: 1,439.04
 - Total Passengers Moved: 2,037
 - GEM Shuttles:
 - Total Miles Traveled: 1,381.67
 - Total Passengers Moved: 2,123



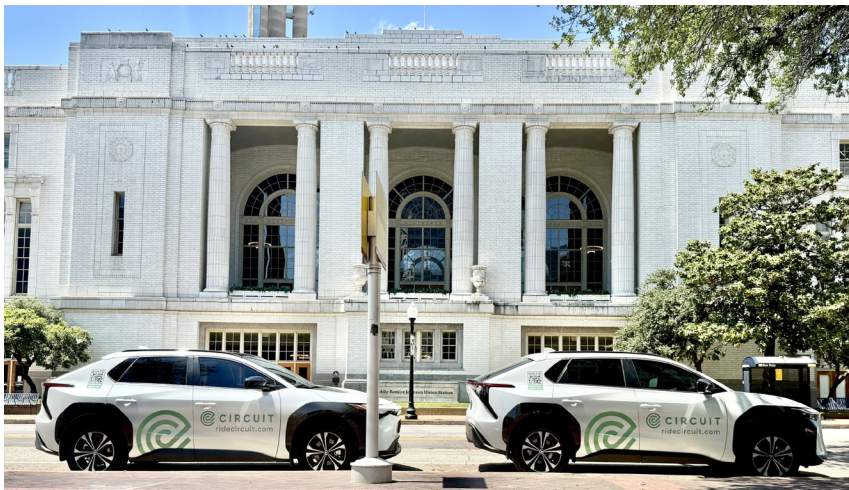
Program Enhancements & Results

RESULTS

- Operational Efficiency:
 - Completed trips rose by 24.79%, missed trips decreased by 30%
- Wait Time Reduction:
 - Average wait times dropped from 16:24 in March to 14:37 in May, improvement aligned with the BZ4X rollout
- Demand Growth:
 - Ride requests increased by 10.75%, indicating greater usage, due to seasonality and improved service availability
- Passenger Volume:
 - Passenger count increased by 24.81%, mirroring the growth in completed trips



Community Feedback



- “Quick, nice rider, straight to the station.”
- “The new vehicles are great and comfortable.”
- “Circuit reduces my commute by 45 minutes and saves me money.”
- “Service has improved and is quicker to respond.”
- “This is the most efficient way to get around in my community.”
- “DART’s West Dallas Shuttle could be a model for last-mile connections.”
- “The service is always good, great option for our neighborhood.”

Current Status

- Toyota and DART have developed a long-term sustainable plan to continue service as a permanent shuttle program (pilot status will cease at the end of 2025)
- Toyota Motor North America has confirmed their participation and financial support for the next three years with possible two one-year options
- Active procurement – the selection committee meets next week to evaluate the proposals and begin the negotiation phase
- Board action item in August 2025 to request approval of the operations contract and the funding agreement with Toyota



DART

let's go.



DART.org