

24Q1 Ridership & Performance Briefing

Committee-of-the-Whole
Development Subsection Committee

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Ralph Parker, Director Service Planning & Analysis



Background

- For many years, DART has prepared quarterly reports on ridership and route performance
- Reports have been included in quarterly financial reports, but were hard to find
- We are now distributing the ridership report separately
- Since 23Q3, we have provided quarterly briefings- this is third briefing.

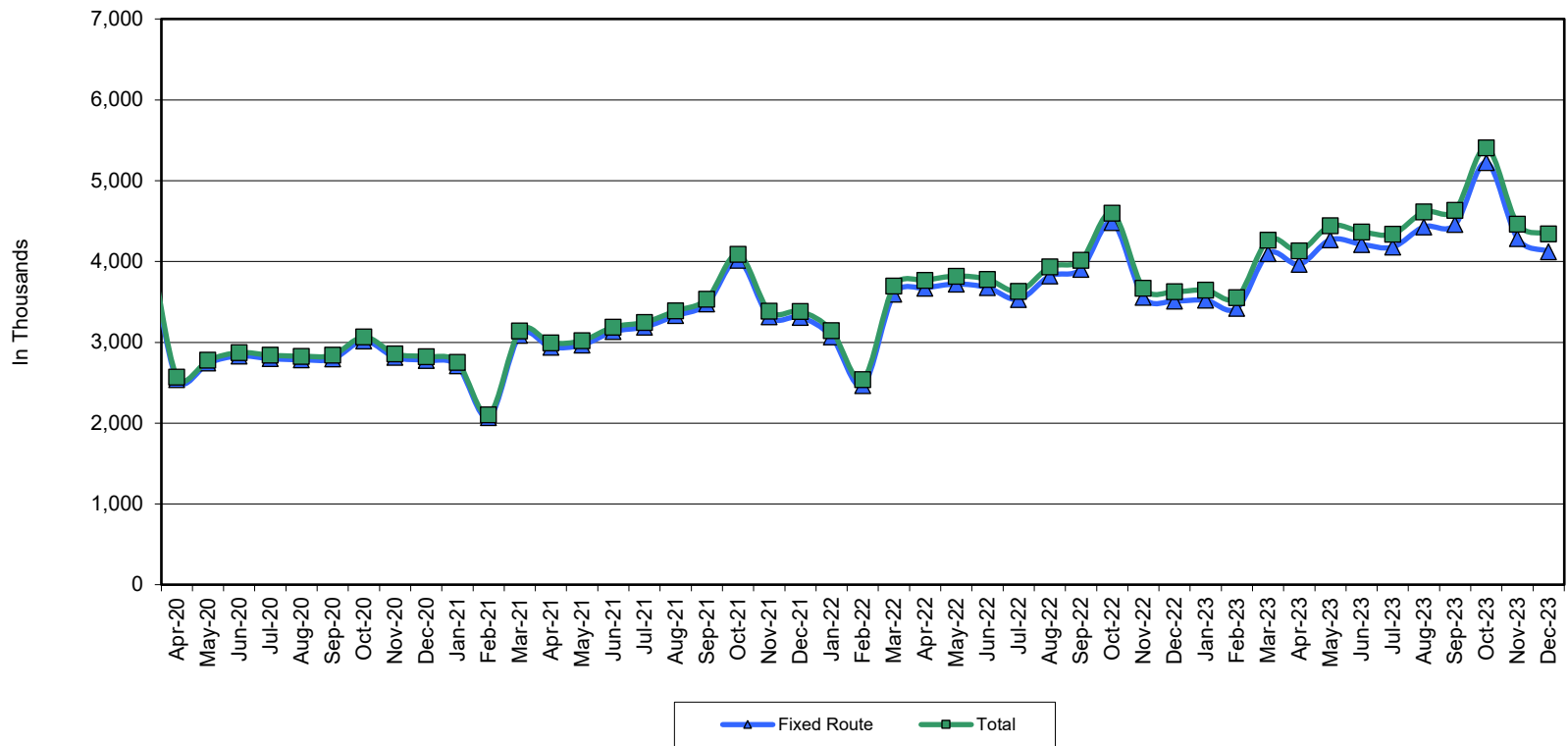
Ridership

- Steady return toward pre-pandemic levels
- Weekend ridership continues to recover faster than weekdays
 - Reflects more significant weekend service improvements for DART zoom
 - Common with other transit systems
- GoLink has seen the greatest growth

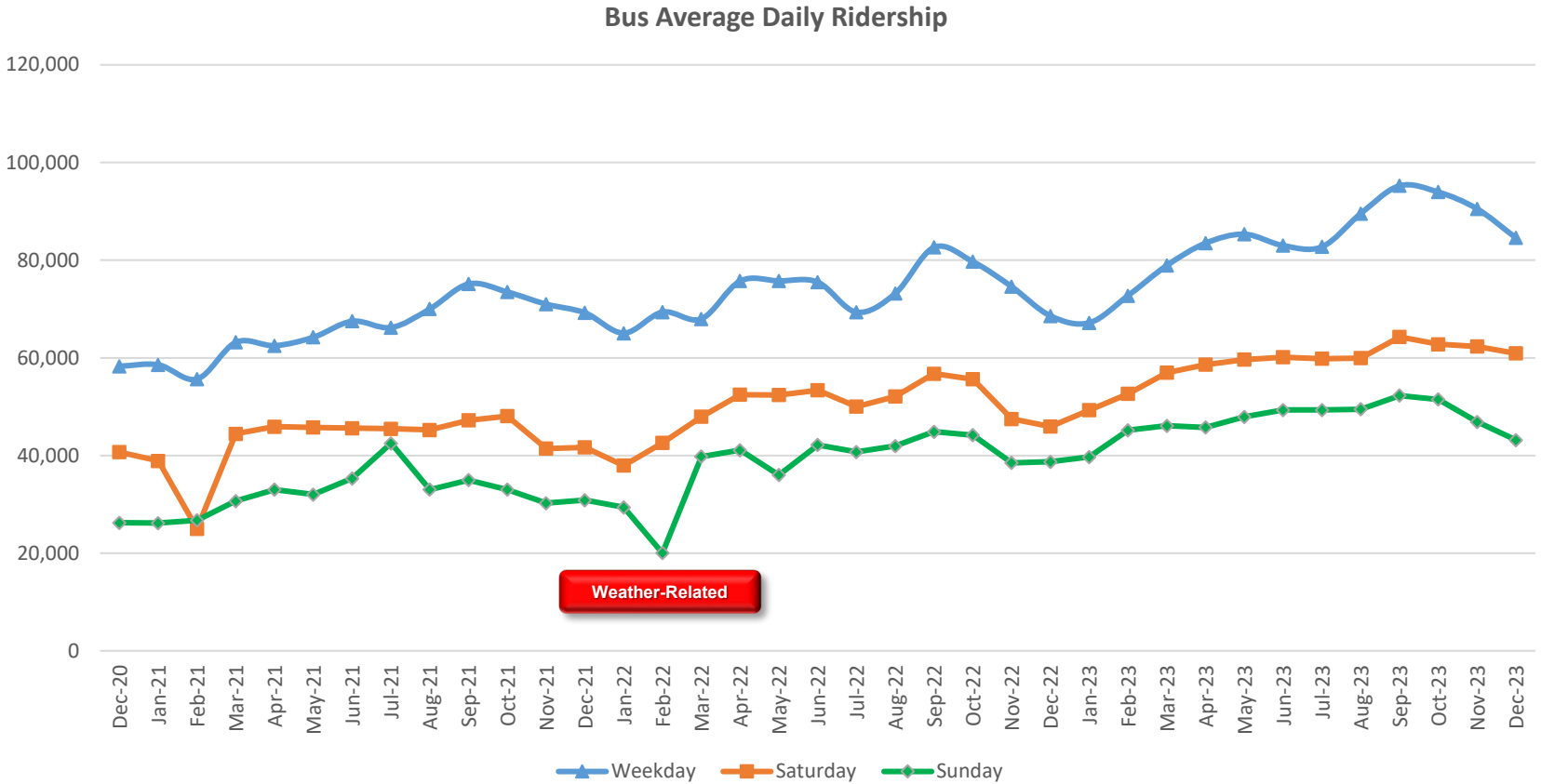


System Ridership

Total System Ridership

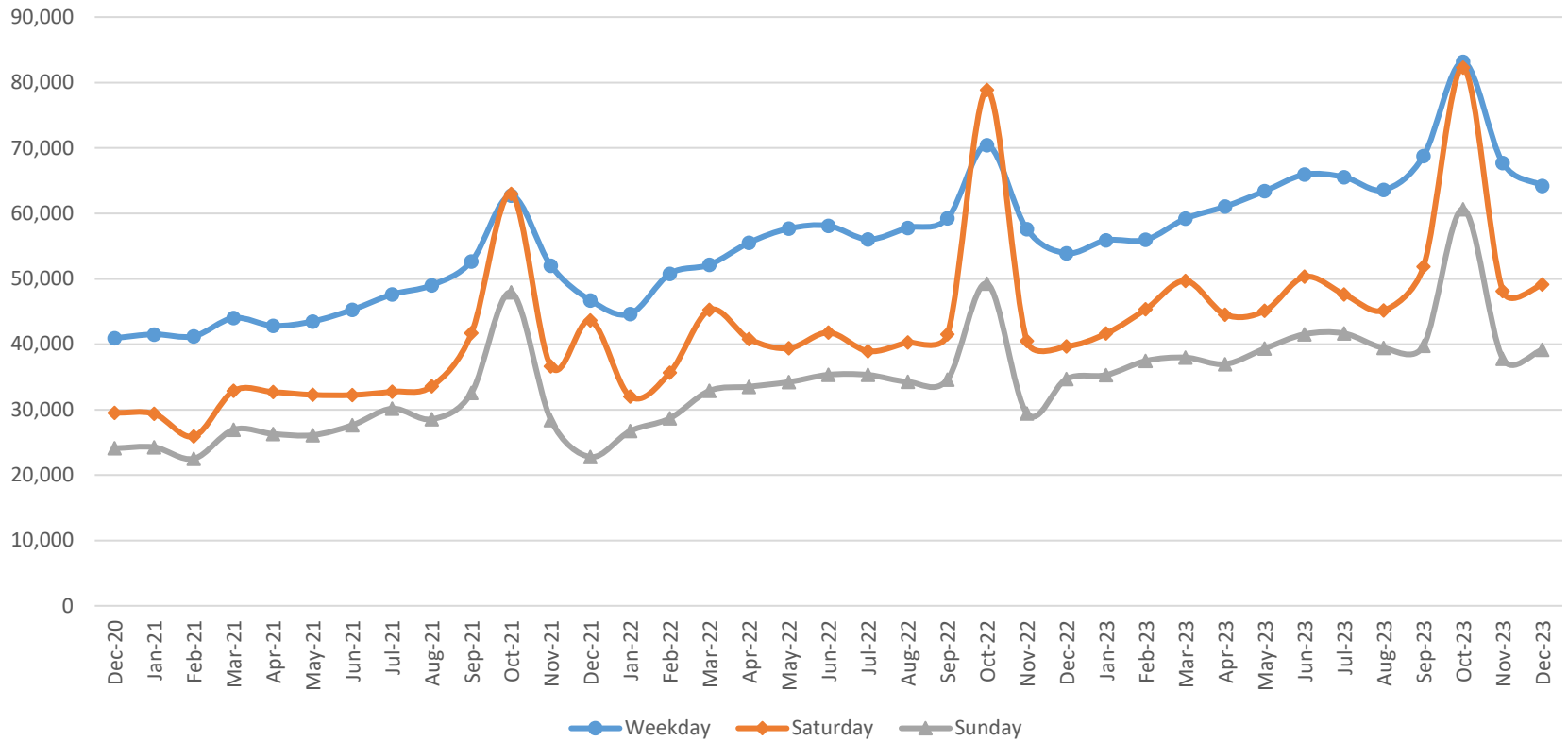


Bus Average Daily Ridership



LRT Average Daily Ridership

Light Rail Average Daily Ridership



Comparison to Pre-Pandemic Ridership

December 2021, 2023

Month	December 2021	December 2023
<i>Bus</i>	60%	75%
<i>Light Rail</i>	72%	85%
<i>TRE</i>	56%	60%
<i>Streetcar</i>	144%	72%
<i>Paratransit</i>	80%	103%
<i>GoLink</i>	77%	585%
System	72%	81%

Numbers show percentage of pre-pandemic ridership observed in December 2021 and 2023

Better than pre-pandemic levels

Comparison to Pre-Pandemic Ridership

December 2023 Average Daily Riders

Mode	Weekday	Saturday	Sunday
Bus	73%	95%	80%
Light Rail	80%	98%	114%
TRE	59%	68%	No Service
Streetcar	61%	100%	97%
Paratransit	104%	120%	102%
GoLink	378%	6407%	5861%
System	78%	98%	97%

Numbers show percentage of pre-pandemic ridership observed in July 2023

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

Q1 Bus Performance by Route Type

Route Type	Riders/ Hour	Passenger Miles/ Revenue Mile	Subsidy/ Rider
Frequent	15.7	4.9	\$9.58
Local	12.3	3.9	\$12.94
Local Coverage	11.9	4.3	\$13.61
Express	8.0	5.6	\$35.86
GoLink	3.8	Does Not Apply	\$13.84
Shuttle	24.5	Does Not Apply	\$1.70
OVERALL	12.9	4.6	\$11.26

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 Q1, 7 bus routes, 3 shuttle routes, and 11 GoLink zones were deficient performers

FY24 Q1 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	11.78	3.70	\$12.77
Local: 15 min peak, 30 midday/off peak	9.24	2.92	\$17.55
Local Coverage: 30 min peak, 40 midday, 40-60 off peak	8.92	3.20	\$18.41
Express: 15 min peak	2.91	4.21	\$47.81
Shuttle	18.41	5.15*	\$2.26
Microtransit/GoLink	2.91	<i>Not Applicable</i>	\$18.41

* Only applies to shuttle routes 402 and 883

Example Performance Calculation

Route 105 Henderson

1. Riders/hour = 8.30 vs. 9.24 target → deficient
2. Passenger miles/revenue mile = 2.51 vs. 2.92 target → deficient
3. Subsidy/rider = \$18.73 vs. \$17.55 target → deficient
4. All three measures are below targets, so Route 105 has deficient performance for 24Q1
5. Analysis:
 - Next steps: targeted marketing
 - Review: Route 105 travels Inbound to Downtown Dallas and has 38 stops departing from SMU/Mockingbird Station. The route operates 30 minutes during the midday and 15 minutes during the peak. There are several grocery stores, retail shops and accessible commercial destination located at Haskell and Fitzhugh. Due to the increased population of younger commuters, ridership is increasing slightly. Service Planning will continue to provide outreach by connecting with more local communities and monitoring the performance measures of bus route 105.

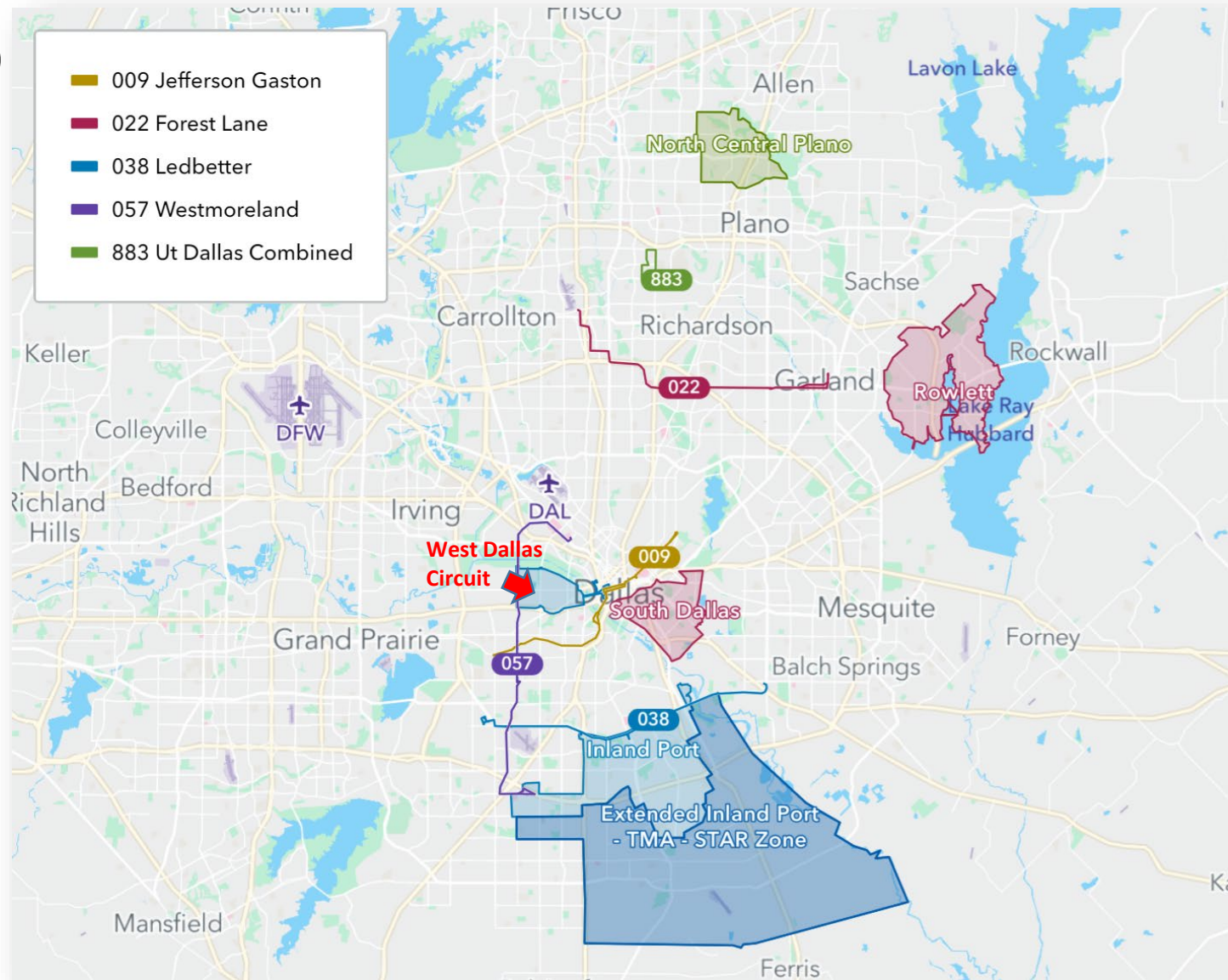
Q1 Bus Performance Compared Year to Year

Route Type	PRE-PANDEMIC				
	FY19 Riders/ Hour	FY21 Riders/ Hour	FY 22 Riders/ Hour	FY 23 Riders/ Hour	FY 24 Riders/ Hour
Frequent	<i>Categories Different</i>	<i>Categories Different</i>	<i>Categories Different</i>	14.8	15.7
Local	<i>Categories Different</i>	<i>Categories Different</i>	<i>Categories Different</i>	11.0	12.3
Local Coverage	<i>Categories Different</i>	<i>Categories Different</i>	<i>Categories Different</i>	10.5	11.9
Express	21.2	4.2	5.6	6.8	8.0
GoLink	2.8	1.1	1.5	2.7	3.8
Shuttle	<i>Categories Different</i>	<i>Categories Different</i>	<i>Categories Different</i>	20.3	24.5
OVERALL				11.5	12.9

Q1 Highest Ridership

- Top bus weekday ridership:
 - UTD **4,993** UTD campus, surrounding areas
 - 57 **3,387** Westmoreland
 - 22 3,219 Forest Lane, Addison
 - 38 2,812 Ledbetter
 - 9 2,661 Jefferson/Gaston
- UTD Shuttle **44.6** riders/hour (most productive bus route)
- Top GoLink weekday ridership:
 - Inland Port **602** Various cities
 - West Dallas Circuit 385 Toyota pilot
 - Rowlett **343** Rowlett
 - South Dallas 252 South Dallas
 - North Central Plano **234** Plano, North of Hwy 75
- Inland Port GoLink **5.1** riders/hour (most productive zone)

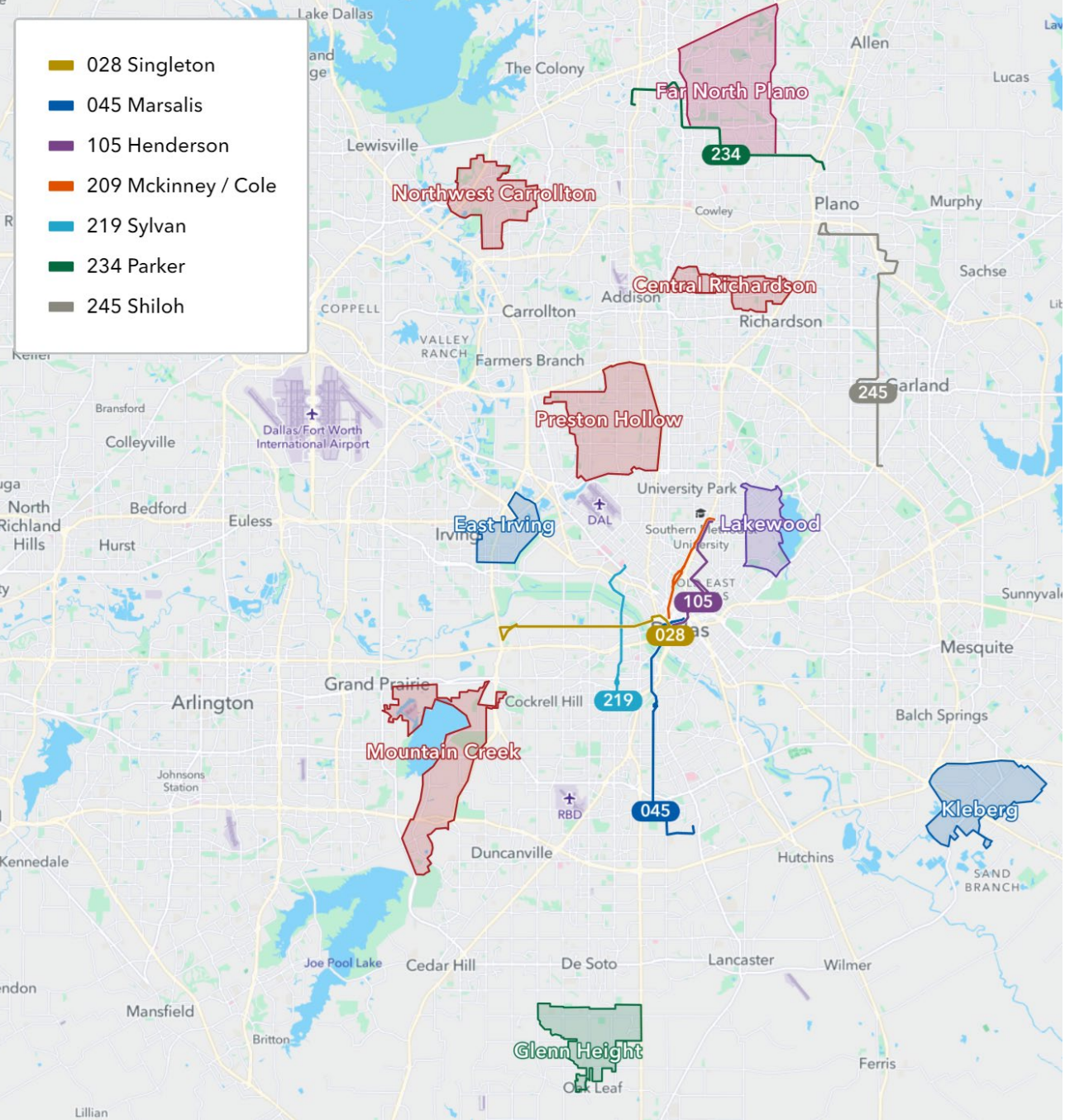
Q1 Highest Ridership



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

Q1 Deficient Performers



Parking Lot Utilization

Overall Utilization Comparison

	<i>Pre-pandemic</i> FY20 Q1	FY23 Q1	FY24 Q1
Spaces Occupied	9,848	2,569	2,869
Total Spaces	25,032	25,032	25,032
Utilization Percentage	39%	10%	11.6%

Top 5 Utilized Parking Locations:

1. Mockingbird Station- 35%
2. Downtown Rowlett Station- 25%
3. Illinois Station- 24%
4. Market Center Station- 24%
5. Parker Road Station- 22%



Parking Lot Utilization

Bottom 5 Utilized Parking Locations

1. LBJ/Skillman Station- 3%
2. Ledbetter Station- 2%
3. Walnut Hill/Denton Station- 1%
4. South Garland TC- 0%
5. North Irving TC- 0%





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