

Leading Mobility: Updating our Fare Structure

April 2024

Hello Community Partners:

We know that to increase transit usage and achieve our [Point B strategic goals](#), we must continue to improve the quality of our services, vehicles, facilities, infrastructure, and communications. We strive to be the “first in mind mobility partner” for residents who live and/or work in the DART Service Area. This means we must create a transit system that is appealing, easy to use, and enjoyable to ride.

Nearly two years ago, DART staff began a comprehensive review of our fare policy, structure, and programs. Our goal was to align our fare structure with equity, mobility, service, and rider experience goals. We conducted extensive research – including peer reviews, public outreach, and industry benchmarking – to formulate our first fare change since 2018.

Now through late August, we are seeking additional public feedback from our riders and stakeholders on the proposed fare policy. I encourage you to learn more about the possible changes and submit your comments online at [DART.org/FareUpdates](https://www.dart.org/FareUpdates).

If approved, these changes to the fare structure will go into effect on Jan. 1, 2025, for annual programs, and on March 1, 2025, for all other changes.

The proposed fare changes apply only to local DART fares. Our agency is currently discussing the appropriate regional fare rates with Trinity Metro and the Denton County Transportation Authority. Any proposed changes resulting from those conversations will be implemented later.

In addition to [more information on the proposed fare structure](#), this edition of the newsletter also includes:

A [profile of Michele Wong Krause](#), the immediate past DART Board Chair and the current APTA Board Chair.

A [city spotlight on Carrollton](#) and DART collaboration with the city to attract economic development near their stations.

We appreciate your continued advocacy of DART as a long-term, strategic

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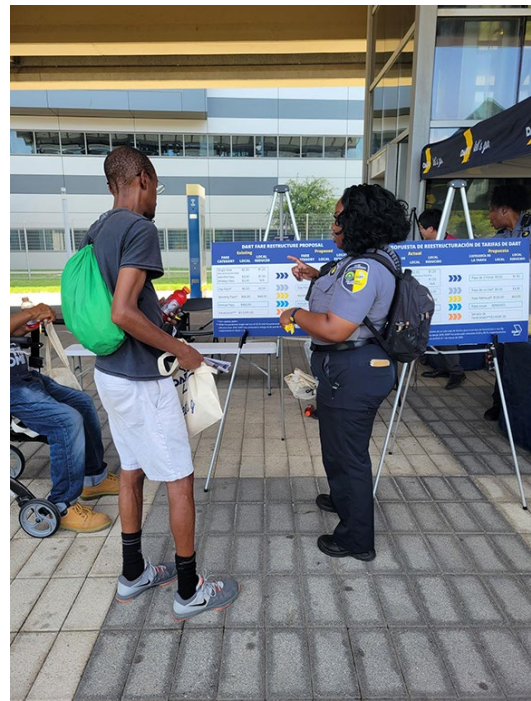


Fare Change Supports Expanded and Improved Transit Service

Our Board-approved 20-Year Financial Plan incorporates projected fare revenue as part of the agency's total income. It is part of what is put toward bond obligations, operating the existing transit system, and covering expenses for maintenance and modernization. The recommended fare change is designed to provide additional fare revenue with minimal impact on ridership.

Over the past two years, we have looked at existing conditions, compared DART's fares to those of peer transit agencies, and gathered feedback from public outreach. DART is gathering public input on the proposed changes to the agency's local fare structure during July and August, leading up to a formal public hearing on Tuesday, Aug. 27, at 6 p.m. at DART Headquarters.

[Click here to learn more about the proposed fare changes and how you can give your input to the DART Board.](#)



DART Board Director Spotlight – Michele Wong Krause

Michele Wong Krause is proud to serve as a City of Dallas appointee to the DART Board of Directors.

As DART Board Chair from 2021-2023, Michele helped lead the agency as it emerged from the coronavirus pandemic, launched its new bus network, and expanded the GoLink on-demand microtransit service. Also, during her tenure, DART conducted a comprehensive fare payment study, advanced Silver Line Regional Rail construction, and began developing a new Strategic Plan.

Michele is also the current Chair of the American Public Transportation Association (APTA) Board of Directors, and the first APTA chair of Asian descent.



[Click here to learn more about Director Wong Krause and her calling to public service.](#)



City Spotlight: Carrollton

Each month, we will spotlight a city in the DART Service Area and the service that DART provides.

The City of Carrollton is a vibrant corporate and residential community

located in the heart of the Dallas-Fort Worth area. The city is home to over 132,000 residents who are drawn to the high quality of life, abundant parks, great schools, and safe neighborhoods.

DART's Green Line helps spark a revitalization of Carrollton's downtown area. The city took an active role by reconstructing key roads, building additional parking lots and a parking garage, rehabilitating the historic Square, and executed its first public-private partnership. At Trinity Mills Station, DART and the City of Carrollton

have partnered to transform 25 acres of combined land into the largest publicly owned transit-oriented development in Dallas-Fort Worth.

[Click here to learn more about DART's service and economic impact in the City of Carrollton.](#)

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