

Email header

Leading Mobility: A Year of Progress

December 2024

Dear Community Partners:

As the calendar year nears its end, I want to celebrate what our staff has accomplished this year and offer a glimpse into what is ahead.

The results of DART's 2024 Customer Satisfaction Survey showed that, over the past two years, the overall satisfaction, the likelihood to continue riding, and the likelihood to recommend riding DART to friends and family have all improved noticeably. Our ridership recovery and customer satisfaction gains are evidence that our efforts to increase system reliability, cleanliness, and security are positively impacting the customer experience.

As a result, we ended FY 2024 with ridership at nearly 56 million trips, which is about 80% of FY 2019, our last full pre-pandemic year. The DART Board set a goal of 76% and we beat that by 4%.

Of course, we want to improve that number and exceed customer expectations. To that end, in June, the DART Board of Directors adopted the agency's 10-year strategic plan, [Point B: A New Vision for Mobility in North Texas](#). This plan will guide our efforts for the next decade to achieve our vision of being your first-in-mind mobility partner and a strategic economic and mobility asset for the North Texas region.

Along with this future-focused plan, we continued to make bus, rail, and GoLink service improvements in June and September as part of our ongoing phase two bus network redesign efforts. And in October, the agency began working with a new vendor for our paratransit and GoLink services, which coupled with the seamless integration of transportation network companies like Uber into the GoPass app, helps achieve our goal of improving service quality, travel times, and cost efficiency.

Additionally, the Silver Line Regional Rail team began testing the new rail vehicles and communications signals along completed track segments in Richardson and Plano earlier this year. We also broke ground on a new equipment maintenance facility in Plano where those vehicles will be stored and maintained. In the year ahead, we will complete most of the Silver Line construction, and I hope to update you on the target opening date by next spring.

Looking ahead to 2025, DART will implement changes to our local fare structure on January 1 and March 1, which you can read more about below. We will continue working with our partners at Trinity Metro and Denton County Transportation Authority to reach consensus on updating the regional fare structure.

In this newsletter, you can read more about:

- Upcoming changes to DART's local fare structure.

- Feature on DART Board of Directors member Enrique MacGregor.

Keep an eye out for DART's holiday wrapped trains and buses that are now traversing the region. You can find where they are currently traveling at [DART.org/Holidays](https://www.dart.org/Holidays).

I am grateful for the gift of your ongoing support and advocacy for DART. May you and your family experience a season filled with wonder and joy.

Nadine S. Lee
DART President & CEO
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DART Will Implement New Fares in 2025

By LeadingMobility newsletter

Riders and employer pass program participants will see changes to the DART Fare Structure starting in early 2025. The DART Board of Directors approved the changes this past October – the first fare update since 2018.

Fare revenue is an important source of income for DART that the agency uses to operate, maintain, and improve our services. While DART fare revenue is recovering from the pandemic, it is still low compared to our pre-pandemic estimates and these upcoming changes will help to grow this number.

Fare changes will be effective March 1, 2025. Changes associated with annual or semester-based programs will be effective January 1, 2025.

No change to day pass, 3-hour pass replaces other fares in March

The Day Pass – one of the most used fare products – will remain \$6 for adult local fare, and \$3 for reduced local fare.

The Single Ride, AM Pass, PM Pass, and Midday passes will be consolidated into one standard 3-hour pass that will cost \$3 for adult local fare and \$1.50 for reduced fare riders. The new 3-hour pass can be used at any time of day and includes GoLink service and any transfers that occur within that period. Streamlining the partial-day passes will make our fares easier to understand and increase fare revenue.

The cost of a local monthly pass will increase to \$126.

Due to the exceptionally low usage of the retail annual passes, this fare product will be discontinued.

U.S. military veterans will now be eligible to receive half-price fares. To receive the discount, veterans must register for a reduced-fare DART GoPass® Tap photo ID.

Finally, in 2018, the DART Board approved a paratransit one-way fare increase to \$3.50 and feeder fare increase to \$1.00. We delayed implementation during the pandemic, but we will implement these changes to the paratransit fares in March.

Changes to semester, annual programs start in January

Beginning in January, Employer Pass Program participants can still purchase an annual pass at a significant discount over purchasing 12 monthly passes. The new fare structure now includes a monthly payment option for the Employer Annual Pass program to better align with IRS monthly allowances and eliminating the need to pay for the entire annual cost up front.

The new fare structure also makes the [Discount GoPass Tap Card program](#) permanent. Anyone who participates in a qualifying assistance program can register or renew in the program to receive a reduced-fare DART GoPass® Tap photo ID.

DART also wanted to incentivize bulk sales by schools and large events in the Dallas area. Elementary schools or school districts can now purchase semester passes for their students at a discount, and event organizers can now receive a quantity discount on passes for their attendees by purchasing them in bulk from DART beginning in January.

More information about these special pass programs will be available at [DART.org/Fares](https://www.dart.org/fares) in the coming months.

DART Board Director Spotlight – Enrique MacGregor

By DART President & CEO Nadine S. Lee, Leading Mobility newsletter

Enrique A. MacGregor was appointed to the DART Board of Directors in 2023 by the city councils of Cockrell Hill and Dallas to represent both cities as a joint seat. He is currently vice chair of the Administration Subcommittee and a member of the Development Committee. Previously, he served as vice chair of the Board Administrator Search committee and as a member of the DART Board Bylaws and Board Rules of Procedure committee.

In addition to his contributions to DART, Enrique is also a member of the Board of Directors for the Dallas Zoo, a former member of the Dallas 2024 Bond Package Critical Facilities Committee, and a member of the City of Dallas Zoning Ordinance Advisory Committee. He served The City Plan Commission representing District 1 for 3 years. His past board memberships include the Resource Center, the US-Mexico Chamber of Commerce Southwest Chapter, and the Dallas Council on World Affairs, among others. In 2001 he was selected for a fellowship by the prestigious German Memorial Marshal Fund.

In 2001 Enrique co-founded the Gay & Lesbian Fund for Dallas with his husband Mark, and he served as its President until he stepped down in 2009. Enrique and Mark were both reelected to the GLFD Board in 2023. For their work in creating GLFD, Enrique and Mark were recognized by SMU with its Triumph of the Spirit Award in 2021.

When I asked Enrique why he serves on the DART Board, he replied,

“Growing up in Mexico City, I started riding public buses and subways in 7th grade. From those years, I know instinctively that public transit is at the heart of any urban plan. It affects many aspects of residents’ quality of life, and it plays an essential role in the regional economy. I’m especially drawn to the role that transit plays in advancing social justice. I would love to see the day when people in DART’s service area can choose to forgo car ownership.”

Professionally, Enrique is the group managing partner of Alternus Group, LLC, a business consulting firm specializing in transfer pricing. Recently he was chosen as one of only 20 key tax advisers by readers of the International Tax Review. Prior to running his firm, Enrique’s prior employers were KPMG, Deloitte, Grant Thornton, and Alvarez & Marsal.

Enrique holds a Bachelor of Science from Texas A&M University and a Master of Business Administration from the Carlson School of Management at the University of Minnesota.

Thank you, Enrique, for being a vocal advocate for DART and for supporting the agency as a major regional investment that benefits the economy and quality of life in the Dallas area.

Highland Park article postponed until February 2025 per request of the Town of Highland Park PIO Lt. Lance Koppa