

Email subject:

Leading Mobility: Updating our Fare Structure

July 2024

Dear Colleagues:

We know that to increase ridership and achieve our Plan 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 or work in the DART Service Area. This means we must create a transit system that is easy to use, clean, safe, reliable, and enjoyable to ride.

That is why nearly two years ago, at the direction of the DART Board of Directors, our 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 on the proposed fare restructure from our riders and stakeholders. 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 January 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, and those changes 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 economic and mobility investment in the vitality of the North Texas region.

Nadine S. Lee

President & Chief Executive Officer
Dallas Area Rapid Transit
LeadingMobility@DART.org

Fare Change Supports Expanded and Improved Transit Service

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

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 and improved 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. For example, riders told us our fare options were too complex and they were confused as to what fare to buy when, especially when transfers were involved.

The recommended fare structure:

- Includes no increase in the cost of a day pass.
- Simplifies and consolidates the various partial-day passes into one 3-hour pass.
- Introduces new reduced fares and bulk discount programs.
- Increases the cost of a month pass and implements a fare increase to paratransit service that the DART Board approved but did not enact in 2018.

As before, riders who use a fare payment method that provides fare capping will receive the most benefit.

The last fare change occurred in August 2018. DART planned to implement small fare increases every 3-5 years, but as the pandemic began the agency decided to postpone the scheduled increase to reduce the economic burden on our riders.

Public input on the proposed fare structure is needed

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. The DART Board of Directors will consider all submitted comments before they make a final decision.

Rider feedback does have an influence on the DART Board members. For example, in 2018, we proposed eliminating the day pass since riders could buy two AM/PM passes daily instead. After a sizable number of riders told us they preferred to buy one pass each day, the DART Board decided to keep the day pass option.

We encourage you to review the proposed changes and submit your feedback in one of these ways:

- Online at DART.org/FareUpdates
- By email to FareRestructure@DART.org
- In person at a **Pre-Public Hearing Community Meeting** or **Open House** event (link to DART.org/meetings and DART.org/FareUpdates, respectively)
- Mail in a **comment card** in the brochures found on buses, trains, and transit centers.

Implementation of the new fare structure is slated for March 1, 2025. Changes to any program that operates on a calendar year, such as the Corporate Annual Pass or Educational Institution Semester Pass, would begin on January 1, 2025.