

**DART Fare Collection Policy****Policy Applies to: All DART Fixed-Route Riders****Issued: TBD****Approved by:****1. Purpose**

The purpose of this Fare Collection Policy is to establish guidance for the consistency and fairness of DART's fare collection process on fixed-route service. This policy addresses DART's fare structure, types of fare media, and payment options.

**2. Goals**

The goal of the policy is to establish a fare collection system that is adaptable to the changing market conditions and technology in order to meet the varied needs of DART riders, operations, and community partners in business, government and social services.

**Objectives relating to riders and community partners:**

- Improve rider experience
- Expand payment options
- Speed up service by encouraging faster payment methods
- Ensure a clear, equitable and consistent fare structure
- Make the payment of fare as simple and convenient as possible
- Provide a variety of fare purchase options while respecting customers' privacy and ensuring security of personal payment information

**Objectives related to operations:**

- Improve system performance and increase ridership
- Minimize driver and customer interactions relating to fare payment
- Improve fare recovery
- Reduce fraudulent transactions and fare disputes with operators
- Simplify fare collection reporting, improve data collection and ridership use evaluation
- Decrease fare payments by cash on board buses and increase use of other payment methods to improve efficiency
- Replace use of tokens with single-use passes
- Eliminate use of paper transfers by offering free transfers on smart card products only

**3. Fare Structure and Passes**

DART riders can pay their fares onboard buses in the following ways:

## A) Smart Card

A smart card is a plastic card with a computer chip that can be programmed in two basic ways – stored cash value and/or pass products.

### Cash Value

- The amount of cash value on a card is tracked on the card in a “transit purse” (t-purse). If the user has created an account and linked the card to the account, a record of the cash value on the card will be stored in the user’s account
- Cash Value can be recovered for registered cards
- Can be drawn down over time
- Free transfers
- Eligible for bonus trips (Attachment A)
- A maximum amount on the card can be stored, including cash value and number of unused pass products. See Fare Schedule (Attachment A).
- Eligible for “pass backs,” meaning the value can be used to pay for multiple people boarding

### Pass Products

- 30-day pass (Local)
  - Activated on first use
  - Covers full fare on all Local routes
  - Covers partial fare on Express, On Call and Flex routes; difference must be paid in cash or with cash value on smart card
  - Valid for any 30 consecutive days, not counting holidays with no DART service
  - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time
- 30-day pass (Express)
  - Activated on first use
  - Covers full fare on all Local, Express, On Call and Flex routes
  - Valid for any 30 consecutive days, not counting holidays with no DART service
  - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time
- 7-day pass (Local)
  - Activated on first use
  - Covers full fare on all Local routes
  - Covers partial fare on Express, On Call and Flex routes; difference must be paid in cash or with cash value on smart card

- Valid for any 7 consecutive days, not counting holidays with no DART service
- Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time
- Day pass (Local and Express)
  - Activated on first use
  - Covers full fare on all Local and Express Routes.
  - Covers non-flex trips on Flex Routes.
  - Pass plus an upcharge (See Attachment A) for On Call trips and flex trips on Flex Routes
  - Valid for duration of service day in which card was activated
  - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time

Smart cards can be purchased at DART Central Station and DART pass sales outlets. Cards can also be reloaded through DART's website.

Smart cards cannot be purchased on the bus. Value cannot be added to smart cards on the bus.

Smart cards can be registered with DART, allowing the user to add value or passes, and loss protection. Benefits include:

- Registered smart cards may be reloaded any number of times.
- If a registered smartcard is lost or stolen, riders should report the loss to DART Customer Service, and a new card will be issued with the value associated with their account, minus a card-replacement fee. See Attachment A.
- Riders who register their cards will be able to view their recent transaction history on DART's website through a secure account with log-in.

## **B) Special Programs with ID Smart Cards**

Employers, colleges and universities, and other organizations and agencies can partner with DART to provide fare payment by allowing the use of their own issued identification cards, as feasible, to also function as DART smart cards for use by their employees, affiliates and students riding DART. Alternatively, if using their own issued cards is not an option, organizations can adhere stickers with chips to their own issued IDs that allow them to function as DART smart cards.

- **Unlimited Access** – Employers, colleges and universities, and other organizations and agencies participating in DART's Unlimited Access program.

- **Employee Support Program (ESP)** – Employers, colleges and universities, and other organizations and agencies participating in the Employee Support Program.
- **Opportunities Thru Transit (OTT)** – The implementation of smart cards for income-eligible residents enrolled in the OTT program will be developed in collaboration partner agencies.
- **Des Moines Public Schools** – The implementation of smart cards for students enrolled in the Des Moines Public Schools District will be developed in collaboration with district staff members.
- **West Des Moines** – The implementation of smart cards for West Des Moines residents eligible for the West Des Moines Human Services transportation program will be developed in collaboration with city staff.

### C) Limited-Use Smart Card

A limited-use smart card is a plastic or paper card with a computer chip. A limited-use smart card comes preprogrammed with a specific fare product already on it. A limited-use smart card is meant to be disposable after use; it cannot be reprogrammed or have value added to it.

- 7-day pass (Local and Express)
  - Activated on first use
  - Valid for any 7 consecutive days, not counting holidays with no DART service
  - Covers full fare on all Local routes and non-flex trips on Flex Routes
  - Covers partial fare on Express, On Call and Flex routes; difference must be paid in cash or with cash value on smart card
  - Valid for any 7 consecutive days, not counting holidays with no DART service
  - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time
- Day pass (Local and Express)
  - Activated on first use
  - Valid for duration of service day in which card was activated
  - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time
- Single-use passes (Local)
  - Activated on first use
  - Valid for any one trip, including transfers between routes within two hours of first use
  - Covers full fare on Local Routes

- Covers partial fare on Express, On Call and Flex routes; difference must be paid in cash or with cash value on smart card
- Can be used by only one person for one ride at a single boarding

#### **D) Cash (U.S. currency)**

- Exact fare is required. No change will be given when paying cash.
- Can be used to pay for a single, one-bus fare
- The farebox will accept currency in the following US denominations: 1¢, 5¢, 10¢, 25¢, 50¢, \$1 coins – Susan B. Anthony (SBA) and "Golden Dollar" (Sacagawea and Presidential), \$1, \$2, \$5, \$10 and \$20. All other denominations will be rejected by the farebox.
- Does not include free transfer. (Note: Free transfers are offered on smart cards, only.)

#### **4. Fare Levels**

A. Fares may vary to reflect operational characteristics and average trip length:

- 1) Local route bus trips are considered standard fixed-route service and are assessed a base fare rate.
- 2) Express bus trips operating primarily in peak traffic periods are assessed higher single and period pass fares than standard fixed-route local service. Riders transferring from Local to Express service will be required to pay the difference between the Local and Express fare. See Attachment A. The additional Express fare will be deducted automatically from smart cards that have available stored value. Users who do not have enough stored value in the t-purse of their smart card will be asked to pay the additional Express fare with cash.
- 3) On Call and Flex Route trips are assessed higher single and period pass fares than standard fixed-route local service. Riders transferring from local to On Call or Flex Route services will be required to pay the difference between the local and On Call or Flex Route fare. See Attachment A. The additional Express fare will automatically be deducted from smart cards that have available stored value. Users who do not have a smart card with available stored value will be asked to pay the additional Express fare in cash.
- 4) Shuttle services operating within downtown Des Moines are assessed no fares. See Attachment A.

B. Reduced fares are offered to persons with disabilities, seniors, students and refugees. The reduced fare will not exceed one-half of the adult full fare.

- 1) Seniors, persons with disabilities, refugees and students outside the Des Moines Public Schools District who meet the relevant program criteria will be issued DART smart

cards that are personalized with the individual's photo ID. These cards will be programmed to charge the appropriate reduced rates for single trips and passes.

C. Reduced fares are offered to children when riding with adults.

- 1) Children 5 years old and younger accompanied by an adult ride fare-free.
- 2) Children ages 6 to 10 years old ride at no more than one-half the adult full fare.

## **5. Transfer Trips**

A. Customers who use stored value on DART smart cards will be provided unlimited transfers within two hours of their initial trip without additional fare deducted. After two hours, another full fare will be deducted.

B. Cash-paying riders will NOT receive free transfers. Alternatively, riders can receive free transfers by purchasing a limited-use smart card or put value on a smart card at a pass sales outlet; these products will not be available onboard DART buses.

C. This transfer fare structure is meant to encourage the use of smart cards, which speed up boarding times on buses and shorter dwell times at stops, resulting in service that is more efficient.

## **6. Fare Disputes**

Disputes over payment of fare will be resolved through the following process:

- DART bus operators will default to message on the fare box.
- Fare disputes will be resolved at DART Central Station's Customer Service.

## **7. Fare Changes**

A. DART will adhere to local and federal public involvement guidelines including the DART Public Participation Plan and Title VI of the Civil Rights Act of 1964 when considering fare increases.

B. When fares change, passes will be honored at purchased value through expiration.

## **8. Distribution of Fare Media**

A. DART fare media will be available for purchase online at [www.ridedart.com](http://www.ridedart.com). DART will also continue to partner with retail outlets (see Attachment B) to meet demand and make purchasing DART fare media accessible throughout DART's service area.

B. To encourage the use of smart cards, DART will provide smart cards free of charge to riders who purchase of smart card media. In other words, when a customer makes a purchase of a DART fare product on a smart card, DART will waive the cost of the actual physical card. To

receive a free card, customers must purchase the value of at least a day pass on the card. DART smart cards will be available online, at DART Central Station or at DART pass sales outlets.

C. Following the initial distribution of free cards, there will be a cost to buy a new smart card. However, when a customer registers their new smartcard for the first time the cost of the card will automatically be added to the card as stored value for use as bus fare.

D. The cards can be purchased online using credit or debit cards issued by major banks. The cards can be purchased at pass sales outlets and DART Central Station using cash, check, or credit or debit cards issued by major banks. Neither checks nor credit or debit cards are accepted aboard DART buses.

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**DART Fare Schedule (Attachment A)**  
**Effective: TBD**

DART's fare schedule reflects current pricing for use of DART service through the various fare products available. The schedule is laid out in four parts:

1. Cash
2. Smart card pass products
3. Smart card stored value
4. Limited-use smart cards

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### Cash

	Full fare	Half-Fare	Children 6-10	Children 5 and younger	Transfer
<b>Local Routes</b>	\$1.75	\$0.75	\$0.75	FREE	No free transfer
<b>Express Routes</b>	\$2.00	\$0.75	\$0.75	FREE	No free transfer
<b>On Call</b>	\$3.50	\$0.75	\$0.75	FREE	No free transfer
<b>Flex Route (regular route without flex trip)</b>	\$1.75	\$0.75	\$0.75	FREE	No free transfer
<b>Flex Route (off route for flex trip)</b>	\$3.50	\$0.75	\$0.75	FREE	No free transfer
<b>Shuttles (D-Line and Link)</b>	FREE	FREE	FREE	FREE	No free transfer



### Smart Card -- Stored Value

	Full fare	Half-Fare	Children 6-10	Children 5 and younger	Bonus Trips	Transfer
<b>Local Routes</b>	\$1.75	\$0.75	\$0.75	FREE	Every 11th Trip FREE	FREE
<b>Express Routes</b>	\$2.00	\$0.75	\$0.75	FREE	Every 11th Trip FREE	FREE
<b>On Call</b>	\$3.50	\$0.75	\$0.75	FREE	Every 11th Trip FREE	FREE
<b>Flex Route (regular route without flex trip)</b>	\$1.75	\$0.75	\$0.75	FREE	Every 11th Trip FREE	FREE
<b>Flex Route (off route for flex trip)</b>	\$3.50	\$0.75	\$0.75	FREE	Every 11th Trip FREE	FREE
<b>Shuttles (D-Line and Link)</b>	FREE	FREE	FREE	FREE	Every 11th Trip FREE	FREE



**DART Pass Sales Outlets (Attachment B)**  
**Effective: TBD**

DART's pass sales outlets show locations where DART fare media is available.

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Organization	Address	City	Smart Cards	Limited Use cards
DAHL'S JOHNSTON	5440 NW 86TH STREET	JOHNSTON	yes	yes
DAHL'S 50TH & EP TRUE	5003 EP TRUE PARKWAY	WEST DES MOINES	yes	yes
DAHL'S 86TH & HICKMAN	8700 HICKMAN ROAD	CLIVE	yes	yes
DAHL'S BEAVER	1819 BEAVER AVENUE	DES MOINES	yes	yes
DAHL'S EAST 33RD	3400 EAST 33RD	DES MOINES	yes	yes
DAHL'S EUCLID	1320 EAST EUCLID AVENUE	DES MOINES	yes	yes
DAHL'S FLEUR	4121 FLEUR DRIVE	DES MOINES	yes	yes
DAHL'S INGERSOLL	3425 INGERSOLL AVENUE	DES MOINES	yes	yes
DAHL'S MERLE HAY	4343 MERLE HAY ROAD	DES MOINES	yes	yes
DAHLS WEST	15500 HICKMAN	CLIVE	yes	no
HY-VEE 86TH & DOUGLAS	8701 DOUGLAS AVE	URBANDALE	yes	yes
HY-VEE ALTOONA	100 8TH STREET SW	ALTOONA	yes	yes
HY-VEE ANKENY	410 NORTH ANKENY BLVD	ANKENY	yes	yes
HY-VEE ANKENY	2510 SW STATE ST.	ANKENY	yes	yes
HY-VEE EUCLID	2540 EAST EUCLID AVENUE	DES MOINES	yes	yes
HY-VEE WINDSOR HEIGHTS	7101 UNIVERSITY	WINDSOR HEIGHTS	yes	yes
HY-VEE 35TH	1700 VALLEY WEST DRIVE	WEST DES MOINES	yes	yes
HY-VEE DRUGSTORE	4100 UNIVERSITY AVENUE	DES MOINES	yes	yes
HY-VEE FLEUR	4605 FLEUR DRIVE	DES MOINES	yes	yes
HY-VEE GRAND WDM	1990 GRAND AVENUE	DES MOINES	yes	yes
HY-VEE MILLS CIVIC PKWY	555 SOUTH 51ST STREET	WEST DES MOINES	yes	yes
HY-VEE MLK	3330 MARTIN LUTHER KING PKWY	DES MOINES	yes	yes
HY-VEE PARK AVENUE	3221 SE 14TH STREET	DES MOINES	yes	yes
HY-VEE PLEASANT HILL	4815 MAPLE DRIVE	PLEASANT HILL	yes	no
HY-VEE SOUTHRIDGE	1107 EAST ARMY PSOT ROAD	DES MOINES	yes	yes
HYVEE WEST DES MOINES	1725 JORDAN CREEK PKWY	WEST DES MOINES	yes	no
WALMART ANKENY	1002 SE NATIONAL DRIVE	ANKENY	yes	no
WALMART WINDSOR HEIGHTS	1001 73RD ST.	WINDSOR HEIGHTS	yes	no
E-Z MONEY CHECK CASHING	904 ARMY POST ROAD	DES MOINES	yes	yes
E-Z MONEY CHECK CASHING	1238 EAST 14TH STREET	DES MOINES	yes	yes
E-Z MONEY CHECK CASHING	2910 EAST UNIVERSITY	DES MOINES	yes	yes