



# DART Fare Policy Public Meetings

▶ November 18-21, 2013

# Background:

- DART is installing new fare boxes in 2015
  - New technology
  - Expanded options for collecting fares including “smart cards”
- **NOTE: No immediate plans for raising the price of fares**



# What is a smart card?

- Stores passes or cash value on an account.
  - Passes would work like today's passes (unlimited use within timeframe)
  - Cash value doesn't expire, like cash and tokens today
- A card reader on the bus collects the fare from the card.



# Goals of new system:

- Encourage use of options that speed up travel and cost less to maintain.
  - Smart cards
  - Employee IDs
- Reduce use of fare payment options that slow down service and are costlier to produce.
  - Cash
  - Tokens
  - Paper transfers

# How does this benefit riders?

- Smart cards provide:
  - More options for paying fares
  - Faster boarding times
- New fare payment products are possible with smart cards. Examples are:
  - Rolling-period passes
  - Ride bonuses



# Issues and Alternatives

# Issues with Tokens

- Today DART offers tokens that are good for one ride on a local route at any time without expiring.
  - Frequent handling by staff
  - Costly to maintain
  - Subject to resale on streets

# Token Alternatives

- With a smart card system, DART could offer similar products to take the place of tokens.
  - Day passes
  - Cash value on smart cards



# Issues with Paper Transfers

- Today DART offers free paper transfers for riders paying with cash or tokens to transfer between routes, while riders with passes and ID cards can use those to transfer.
  - Slows down boarding and travel times
  - Can cause disputes with operators
  - Subject to fraud
  - Costly to maintain.

# Transfer alternatives

- With a smart card system, DART could offer free transfers only to those using smart cards or ID cards and discontinue the use of paper transfers.
  - Encourage smart card use
  - Speed up service
  - Reduce costs, fraud and disputes
  - Would require cash-paying riders to pay full fare each time they board the bus



# New Fare System: Fare Payment Options

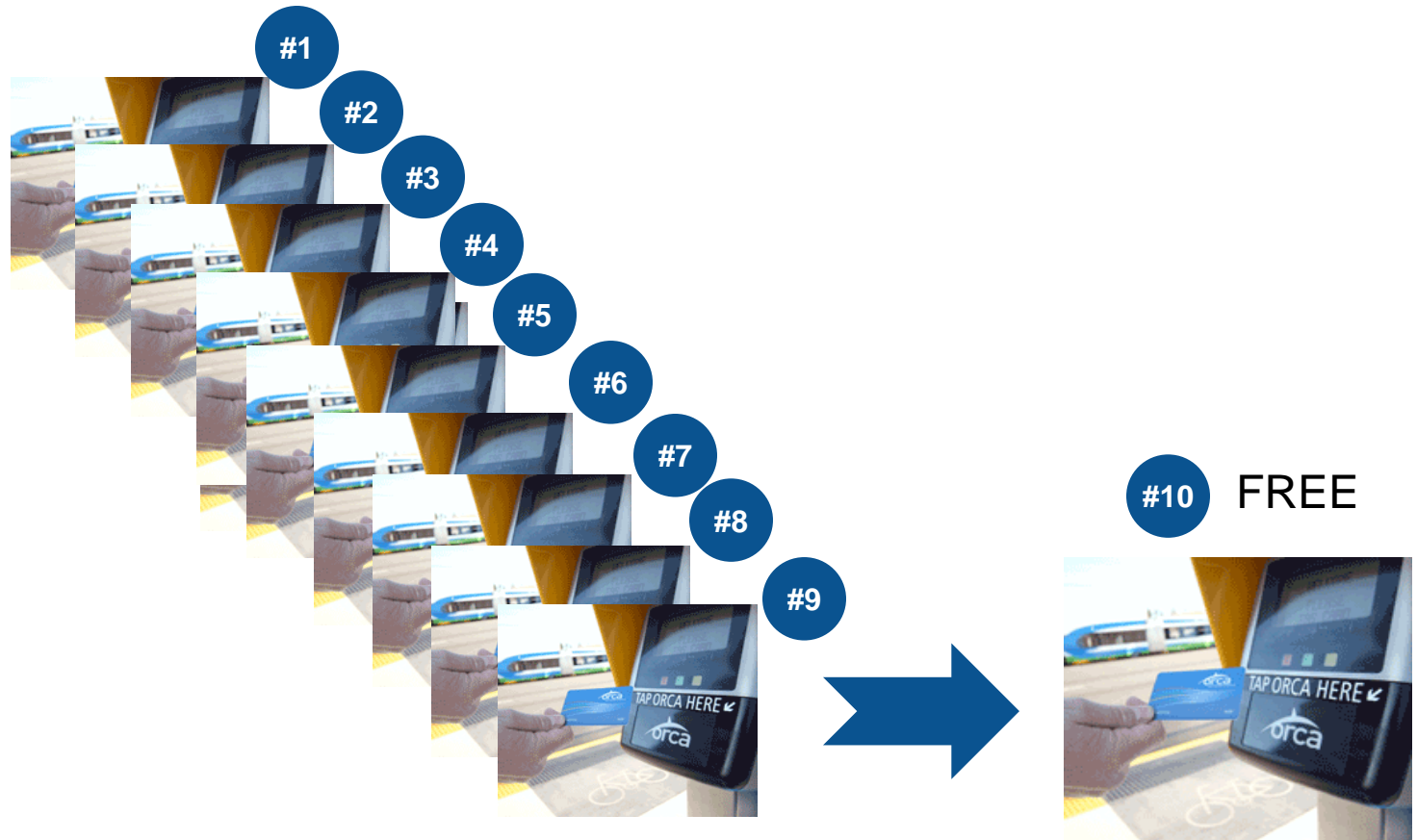


# Bonus Trips

- Today DART does NOT offer bonus trips.
- With the smart-card system, DART could offer bonus trips for smart card users who load cash value onto their cards.
  - The smart cards would track the number of individual trips by a customer and provide a free trip after a certain number of paid trips.

# Example of Bonus Trips

Take nine trips, the tenth is free.



# Day Pass

- Today DART does NOT offer an unlimited-use pass for a single day.
- With a smart-card system, DART could offer day passes for about \$5 each that would be activated with the first use and be valid through the end of the service day.
  - The day pass could be an alternative to paying with cash and transfers for people who only ride once in a while.

# Cash vs. Day Pass

Cash	
7 a.m.	\$1.75
8 a.m.	
9 a.m.	
10 a.m.	
11 a.m.	
Noon	\$1.75
1 p.m.	\$1.75
2 p.m.	
3 p.m.	
4 p.m.	
5 p.m.	\$1.75
6 p.m.	
<b>TOTAL:</b>	<b>\$7.00</b>

Day Pass	
7 a.m.	\$5.00
8 a.m.	
9 a.m.	
10 a.m.	
11 a.m.	
Noon	\$0.00
1 p.m.	\$0.00
2 p.m.	
3 p.m.	
4 p.m.	
5 p.m.	\$0.00
6 p.m.	
<b>TOTAL:</b>	<b>\$5.00</b>

# 7-Day Pass vs. Weekly Pass

- Today DART offers a weekly pass that is valid for one set week (Sunday through Saturday).
- With the smart-card system, DART could offer a 7-day pass that is valid for any 7-day period starting with the first use.
  - Wednesday through Tuesday, for example



# 30-Day Pass vs. Monthly Pass

- Today DART offers a monthly pass that is valid for one calendar month.
- With the smart-card system, DART could offer a 30-day pass that is valid for any 30-day period starting with the first use.

# Example of Calendar Month Pass

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

**Purchase pass  
in advance**

**Pass  
valid**

**Pass  
expires**

# Example of 30-Day Pass

Sun	Mon	Tue	Wed	Thu	Fri	Sat
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1 <sup>st</sup> of Month	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

**Pass purchased  
in advance**

**Pass valid  
with first use**

**Pass expires  
on day 31**

# Timeline

- **November 2013** – Public meetings
- **Early 2014** – Recommend fare policy
  - DART Commission presentation
  - Public Hearing
  - DART Commission adoption
- **Late 2014 or early 2015** – Informational sessions and education campaign on new fare system
- **Early 2015** – Install fare boxes and implement new policy



Take the survey:

[Click here!](#)

Questions?

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