



# **DARTACCESS**

## **ETC Forum**

Original Virtual Meeting Date:  
Tuesday, Oct. 5, 2021  
9:30-10:30 a.m.



# Agenda

- Welcome
  - Agency Response to COVID-19 Pandemic
  - DART Updates
  -  **DART ACCESS** Program, Benefits & Renewal
  -  **DART ACCESS** Portal
  - Corporate Pass Program Administration
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# DART Access Sales Team



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A photograph of a public transit station. In the foreground, a yellow train is stopped at the platform. A woman with a backpack and a face mask is walking past the train. In the background, several other passengers are waiting on the platform. A digital display above the platform shows "DART 8:04 AM". A blue sign on the left side of the platform reads "ASSISTANCE". The scene is set outdoors with trees and a clear sky.

# AGENCY RESPONSE TO COVID-19 PANDEMIC



# DART's Commitment to Clean



The COVID-19 pandemic has changed the way we think about cleanliness. At DART, we are committed to keeping our riders safe by using the latest technology to disinfect buses and trains.

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To protect the public and DART employees, we installed Plexiglas shields on buses and at the stations. We placed hand sanitizers and mask dispensers on the buses.



Not only do we wipe down high touch surfaces with disinfectants, but we also use an electrostatic sprayer to effectively kill 99.9 % of germs on our vehicles.



Electrostatic sprayer

We also use a “Halo” fogger that fogs our vehicles to make sure each inch of square feet is covered. These buses and trains are cleaned multiple times a day. The commitment to clean initiative is our way to welcome you back on our transit system safely.



“Halo” fogger








# DART UPDATES



# Launching Jan. 24, 2022

DART is transforming its entire bus system with the most extensive service change in agency history.



**DART  
ZOOM<sup>SM</sup>**

**A NEW BUS  
NETWORK**

**4-POINT BUS  
IMPROVEMENT  
PLAN**

- 1. Increased frequency
- 2. Less travel time
- 3. Improved service
- 4. Better access

The graphic features a blue background with a white circuit-like pattern. A yellow banner with the text 'A NEW BUS NETWORK' is positioned over a white bus icon. To the right, a list of four points is presented, each preceded by a small circle and connected to the main graphic by a thin line.



## DART'S GOAL:

Get the *most useful service* near the *greatest number of people* and activities.

**DARTzoom.org**

- Many routes operate **every 20 minutes or better** midday
- Bus routes are **straighter and more direct**
- Every local route has **7-day service** operating 19 hours daily
- 74% of residents will be **within ½-mile** of DART service
- **Increased access** to jobs and destination points



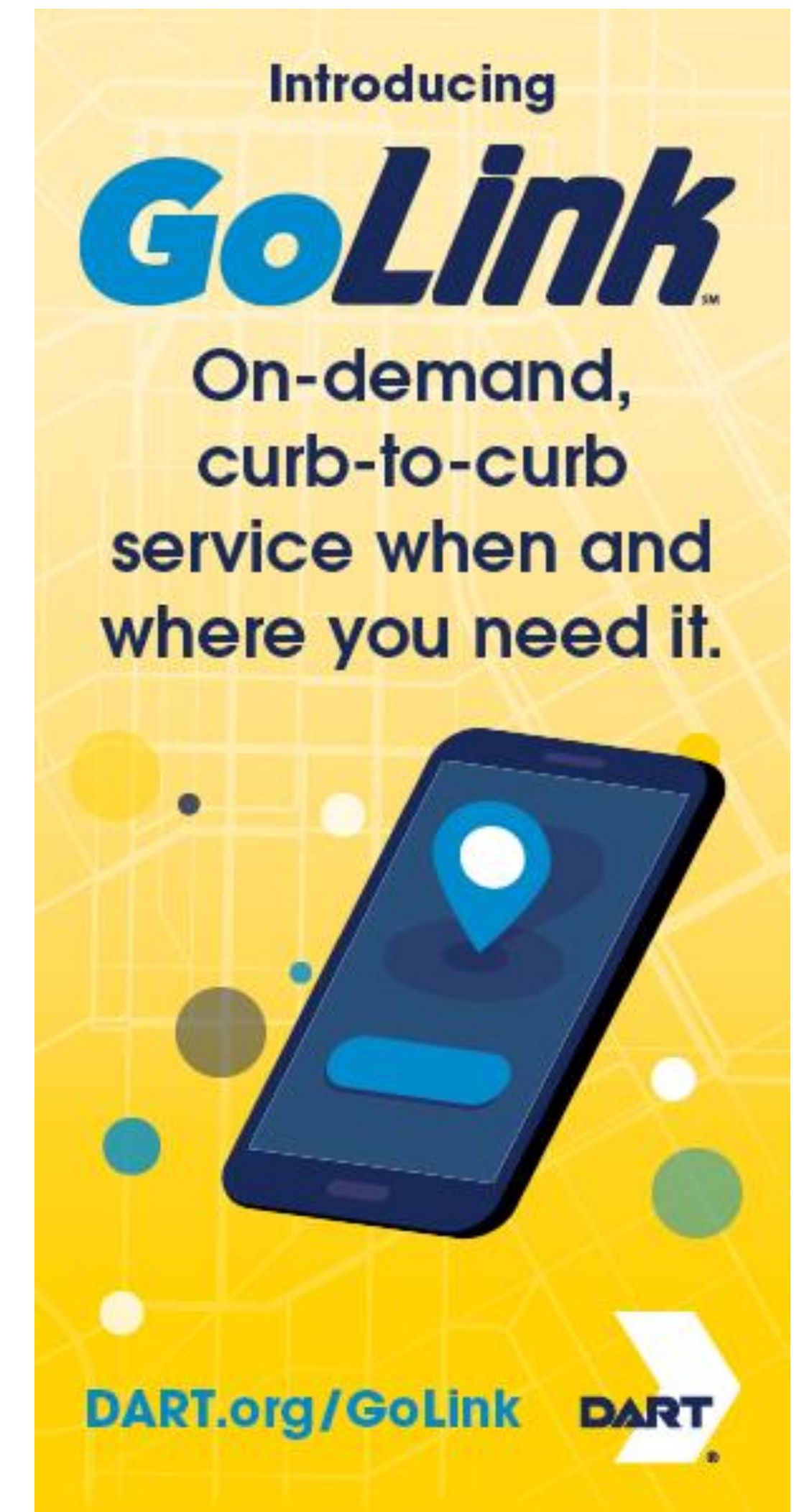
# GoLink Service Beginning Dec. 6

## SERVICE EXPANSION

- On-demand DART Service
- Number of zones increasing from 17 to 30
  - 1,327 current bus stops servicing fixed routes will be replaced by GoLink zones

## REQUESTING A TRIP

- Two ways to book a GoLink trip
  - GoPass app
  - Call 214-515-7272

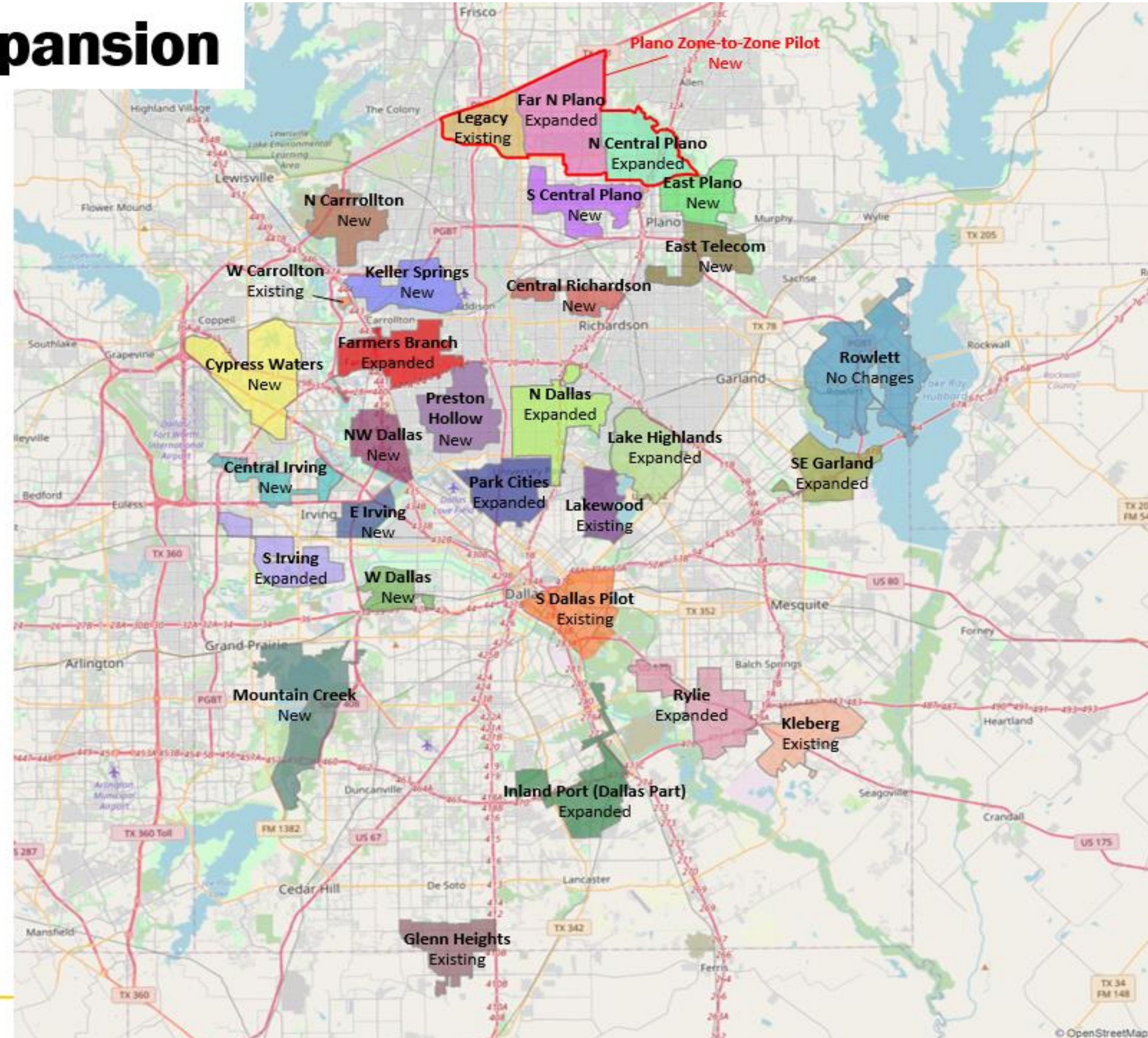




# GoLink Expansion

- 13 new zones (30 total)
- Zones feed into frequent bus/rail service
- Weekend service added for many zones
- Inland Port hours expanded

<b>NO CHANGES:</b>	<b>NEW:</b>
W Carrollton	S Central Plano
Glenn Heights	E Plano
Kleberg	E Telecom
Rowlett	Central
Lakewood	Richardson
Legacy	Keller Springs
S Dallas Pilot	N Carrollton
	Cypress Waters
<b>EXPANDED:</b>	Central Irving
Far N Plano	E Irving
N Central Plano	W Dallas
Farmers Branch	Mountain Creek
S Irving	Preston Hollow
Inland Port	NW Dallas
Rylie	
SE Garland	<b>PILOT:</b>
Park Cities	Plano Zone-to-Zone Pilot
N Dallas	
Lake Highlands	





# Intelligent Interactive Kiosks

## BENEFITS to YOUR EMPLOYEES:

- Your employees will never miss a bus or train:
  - Provides real-time scheduling
  - Delivers emergency information and service disruption alerts
- Makes it an easier experience for new riders:
  - Touch-free using embedded QR codes
  - Interactive mapping system and email/text directions to yourself
  - Provides "How to Ride" information

## Additional Features and Benefits

- Provides Wi-Fi at stations
- Programmed in 9 languages
- ADA compliant



**Over 250 deployed to date**



# Wi-Fi Connectivity

DART will deploy the ability for telephone and Wi-Fi connectivity in the tunnel between CityPlace/Uptown and SMU/Mockingbird stations.

## BENEFITS to your Employees:

- Provides riders with peace-of-mind
- Enables usage of the GoPass app
- Provides a better experience on the train.

Coming in **August 2022!**





# Platform Extensions

- Platforms at all light rail stations will be extended.
- Longer platforms means DART can operate three-car trains on any rail line.
- Increases train capacity by 33%!

**Completed 1st quarter 2022**





# Silver Line Regional Rail Project

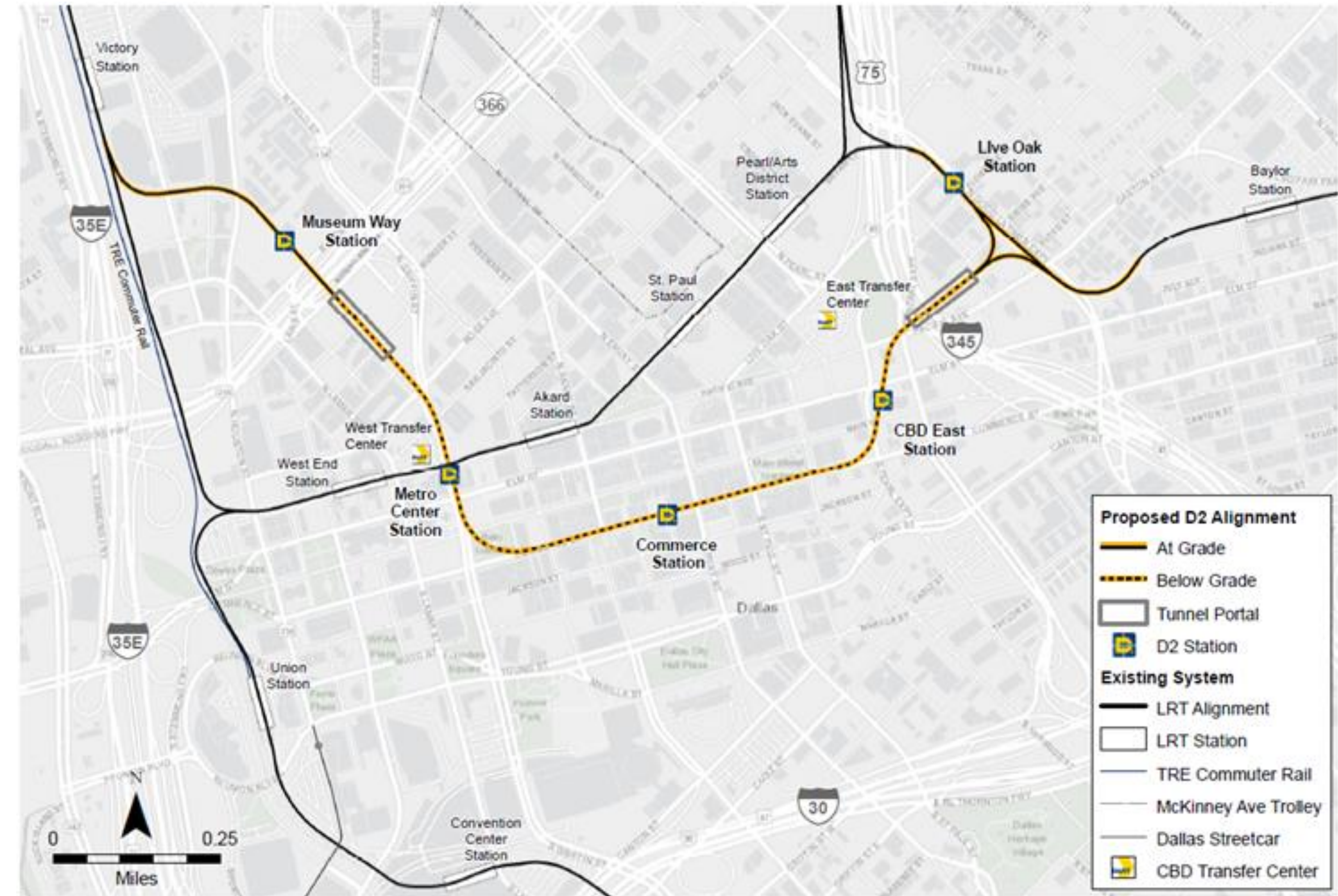


- \$1.266 Billion Design-Build Project
- 26 Mile alignment serving DFW Airport and 7 cities:
  - Addison
  - Carrollton
  - Coppell
  - Dallas
  - Grapevine
  - Plano
  - Richardson
- 10 Rail stations
- 4 Rail connections
  - DART Green, Orange and Red lines and TEXRail
- **Revenue Service in 2023**



# D2 Subway Status

- D2 Subway is in development to provide benefits to our riders:
  - Eliminate a bottleneck through downtown in case of emergency
  - Position DART for increased ridership and/or frequency







# **▶ DART ACCESS PROGRAM, BENEFITS & RENEWAL**





Last year we branded the pass portal as the DARTAccess Pass Portal. This year we have expanded the branding to include the DART Access Sales Team and the pass programs.

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# ➤ DARTAccess

## Programs

- Corporate Annual Pass
- Vanpool
- Higher Education Pass
- Group & Conventions Pass



# ➤ DART ACCESS - \$aves Money

- In 2019 Corporate Pass corporate clients and riders have saved over: **\$5.8M**
- Every employee or company saves **37.5%** versus buying a full fare monthly pass for a year
  - That's **4.5** months free for an annual pass
- DART delivers additional benefits to your **COMPANY** and your **EMPLOYEES**





# **DART** ACCESS - Benefits for Business

- Good for Business Performance, Recruitment & Retention

## Attract Talent

Fewer Attendance  
Issues

Parking Issues

Wellness

Reduce Turnover





# **DART** ACCESS - Benefits for Business

- DART is good for business

Ema with Aspira reported that Aspira provides DART passes for all employees which saves employees \$25 per day, plus gas and wear & tear on their vehicles.

And Aspira benefits, Ema said that she has seen a decrease in attendance issues, employees seem happier, and it has improved employee retention.





# **DART** ACCESS - Benefits for Employees

- Give them a Raise and Better Quality of Life

**\$8,500 Raise\***

**Dependable Way  
to Get to Work**

**Get Time Back**

**Wellness**



\*Source: Spike in Finance Costs Drives Increase [newsroom.aaa.com/auto/your-driving-costs](http://newsroom.aaa.com/auto/your-driving-costs)



# Sign up in January and save!

## Full Year - Local Pass

**\$720**

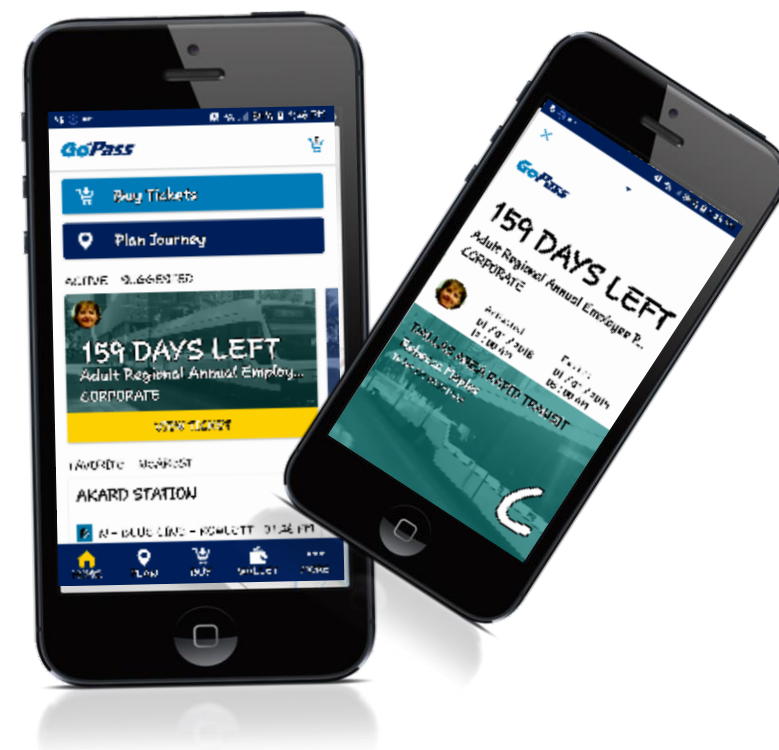
Savings of \$432

Click to add text

## Full Year - Regional Pass

**\$1,440**

Savings of \$864





# **DART** ACCESS - Benefits for Employees

Emergency Ride Home (ERH) is for when life happens:

- Family emergency
- Rider illness at work
- Unplanned overtime

**The Emergency Ride Home Program is in the process of being revamped to better serve our Corporate pass riders. Please stand-by for updates.**



A blue and yellow bus is shown from a front-facing perspective, stopped at a bus stop. The destination sign on the bus displays '553 SIMPSON STATION' and 'L. JOHNSON'. The bus is positioned in front of a building with a blue roof and a parking lot. The background is slightly blurred, emphasizing the bus and the overlaid text.

# **CORPORATE PASS PROGRAM ADMINISTRATION**



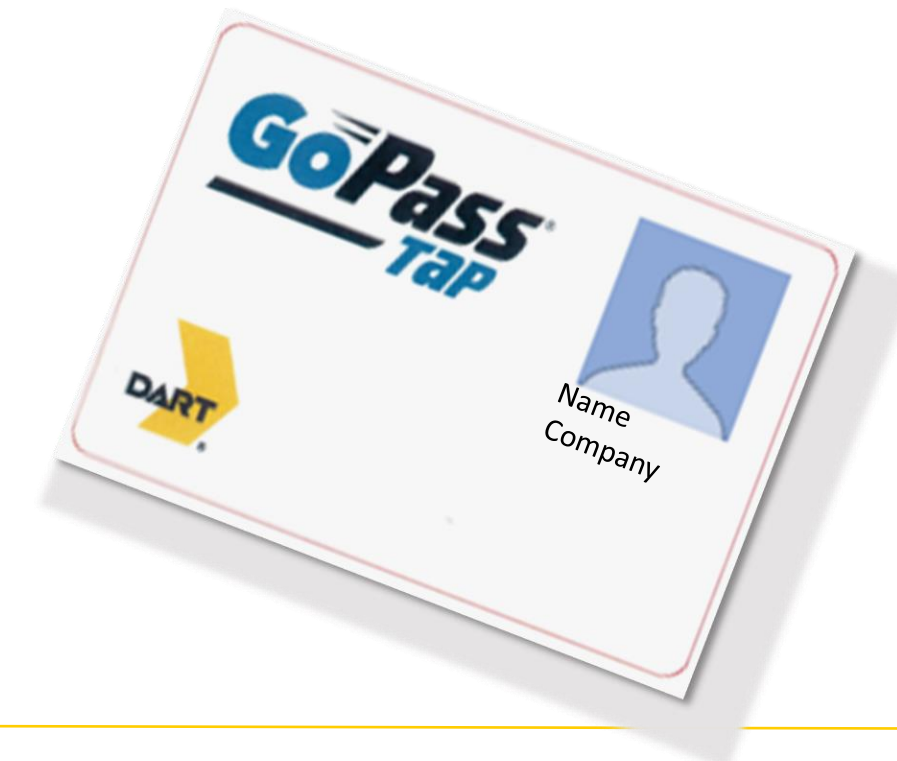
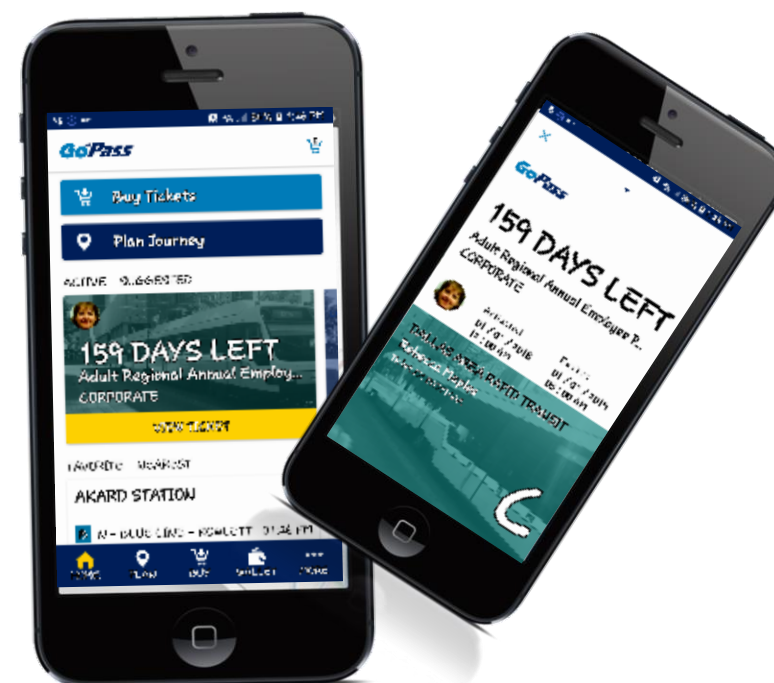
# GoPass app or GoPass Tap card

## GoPass app

- Users will have Annual pass, travel tools, events and offers at their fingertips.
- Never worry about a lost or stolen pass again.
- Can easily schedule GoLink trips
- Faster activation – GoPass is delivered automatically.

## GoPass Tap card

- Tap your GoPass Tap card on the reader when you board the bus or on the platform before boarding the train.
- DART deducts your fare automatically.
- Never worry about carrying cash.





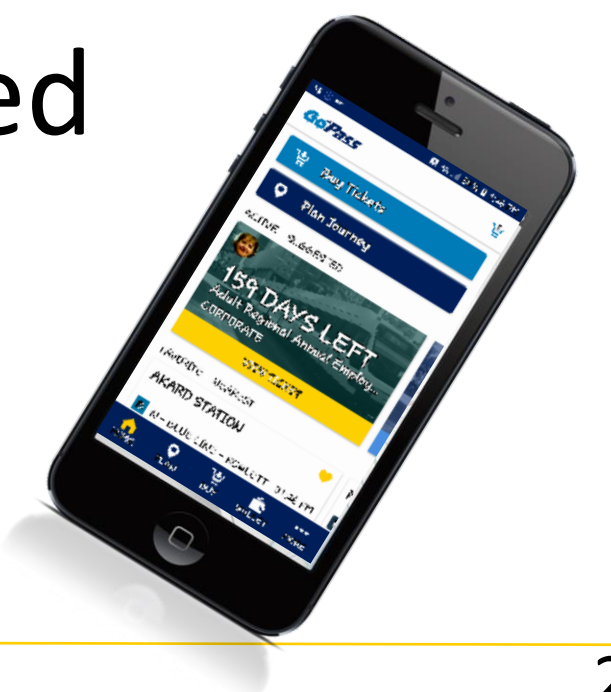
# GoPass Tap card Deactivation & Reassignment



## PROCEDURE UPDATE

- All **GoPass Tap card** Deactivation & Reassignments must be submitted with a Deactivation & Reassignment form.
- If a **GoPass Tap card** is being deactivated, the **GoPass Tap card** must be returned with a copy of the Deactivation & Reassignment.

**GoPass app passes** on the phone will continue to be deactivated and reassigned in the pass portal.





# Lost/Stolen Pass Policy and Procedure

## NEW Policy and Procedure

- Report the lost or stolen pass to your Account Executive via email.
    - Include the individuals name and pass type.
  - Allow 3-5 business days for pass delivery.
  - No fee for pass replacement.
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# Citation Dismissal

- Rider Responsibilities:
    - Carry tap card or phone
    - Keep phone battery charged
    - Tap card before boarding
  - ETC Responsibilities:
    - 1-week window for ETC to contact AE
    - Email to DART account AE:
      - Copy of citation
      - Form letter
    - **Limit one per year, per rider**
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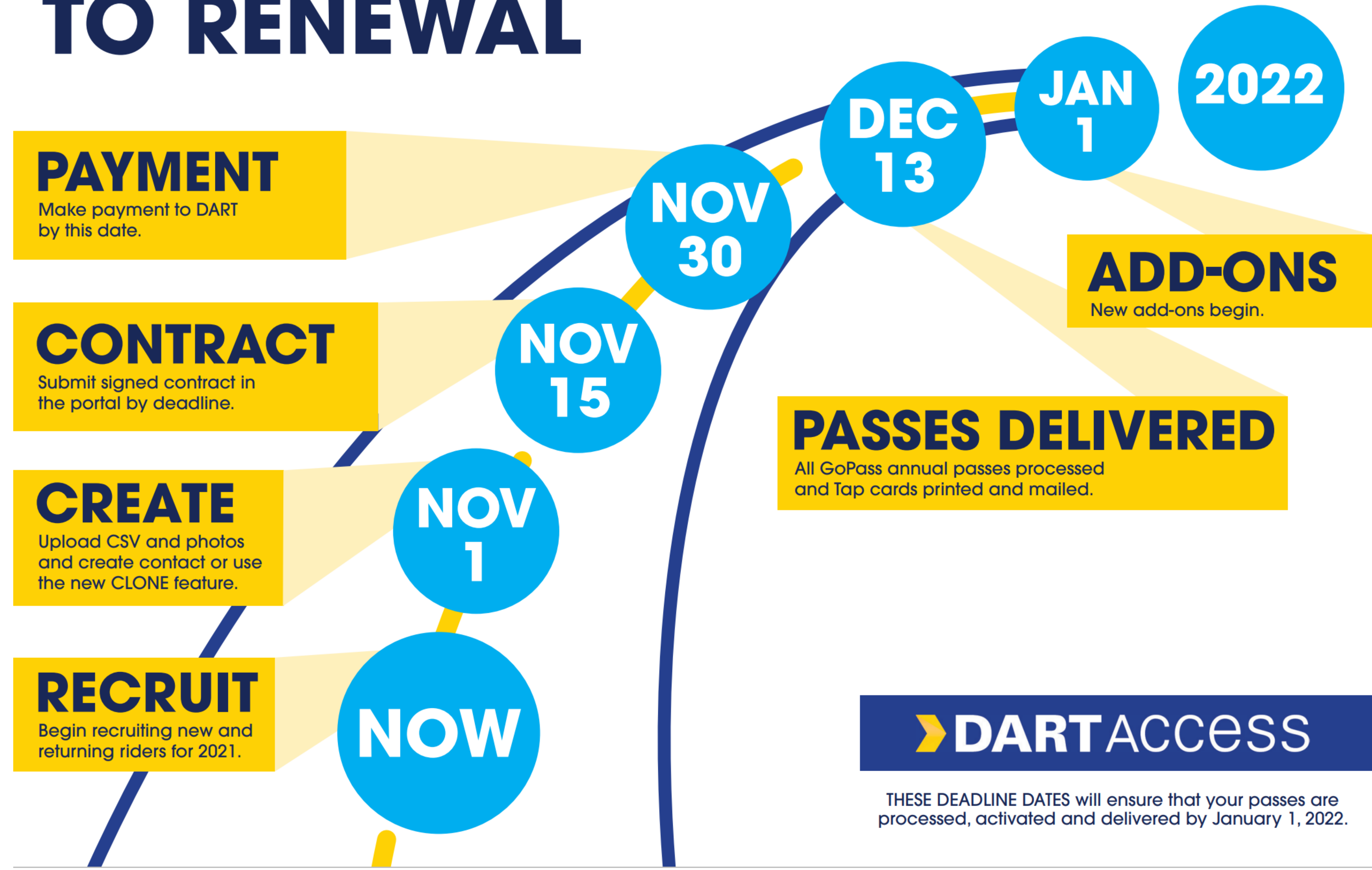


# How Can We Help You?

-  **DART**ACCESS program flyers
  - 2022 Corporate Annual Pass Price Chart
  - Timeline
  - 2022 ETC guidelines
  - Videos
  - Schedule a one on one with your AE to learn more details
  - Schedule a Q&A Session for your employees to talk directly to  
a DART representative
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# 2022 ETC ROADMAP TO RENEWAL



**DARTACCESS**

THESE DEADLINE DATES will ensure that your passes are processed, activated and delivered by January 1, 2022.



## Contacts

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**We appreciate you!**  
**Thanks for joining us.**

