



Best Practices – Small to Medium Agencies

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Who is the T?

- ▶ **151 Fixed Route Vehicles**
- ▶ **35 Para-Transit Vehicles**
- ▶ **Co-Operator of Trinity Railway Express – Dallas Area Rapid Transit (DART)**
- ▶ **14 ticket vending machines on 5 rail platforms**
- ▶ **180 Vanpools**
- ▶ **Purchased motor bus service – Circulator Service @ 2 Rail Stations 5 vehicles**
- ▶ **Purchased para-transit service – 60 vehicles**



New Projects on the horizon

- ▶ **Partnership with the City of Fort Worth for a downtown street car**
- ▶ **Development of 45 miles of commuter rail line (SW2NE) applying for new starts funding this year**
- ▶ **BRT service east to west across Fort Worth**



Fort Worth Transportation Authority

Annual Ridership

Fiscal Year 2009

Fixed Route		6,364,765
Directly Operated	6,292,432	
Purchased	72,333	
Para-Transit		364,261
Directly Operated	153,599	
Purchased	210,662	
Trinity Railway Express (TRE)		1,132,161
Vanpool		705,146
		<hr/>
		8,566,333
		<hr/> <hr/>



Who is the T?

▶ Fiscal Year 2009	
▶ Sales Tax Revenue	\$47,526,000
▶ Preventive Maintenance	18,043,000
▶ Capital Improvement Grants	7,920,000
▶ Contributions from Partners	8,156,000
▶ Farebox Revenue	5,984,000



History of Fare Collection

- **Using fareboxes purchased in 1983**
- **1999 started a joint AFC project with DART which was to include a smart card element**
- **Joint AFC project was terminated in 2001**
- **DART and the T agree to a seamless fare policy regarding Trinity Railway Express**
- **The T issued it's a stand alone farebox procurement using magnetics due to financial constraints after 9/11 (2002)**
- **DART purchased same farebox (2003 or 2004) using GFI friendly agency**
- **Smart Card agreement between DART, DCTA (Denton County Transit Authority) and The T 2009**

What would smart cards do for us?

DART Swipe/Mag Stripe-Acceptable Fare Media 2010

Regional Pass January 2010
Local Pass January 2010
System Pass January 2010
DART Local Pass January 2010
DART System Pass January 2010

(photo ID required)

DART Card
 (verify photo and decal)
 *Each ID has a different color stripe denoting status of cardholder

EMPLOYEE
 TEMPORARY
 DEPENDENT
 CONTRACTOR
 BOARD MEMBER
 RETIREE
 (no decal required)

TCU VALID thru AUG 2010
 Paratransit fare coupon

DAY PASS
 NOT FOR REGULAR LOCAL DAY PASS
 ISSUED ON: 01 FEB 10
 EXPIRES: 02 FEB 10
 No. 005871700
 (Verify Fare Type and Date)

7 Day Pass
 PEAL 201
 ISSUED ON: 01 OCT 10
 EXPIRES: 07 OCT 10
 No. 0289043
 (Verify Fare Type and Date)

DART System Pass
 Paratransit ID
 February 15-21
 March 15-21
 (verify date)

Paratransit ID
 EXPIRES 01/01/10
 (verify photo and expiration date)

VOUCHER DAY PASS
 ISSUED ON: 01 OCT 10
 EXPIRES: 02 OCT 10
 No. 005871700

DALLAS ISD LAZYRABBIT
 ISSUED ON: 01 OCT 10
 EXPIRES: 02 OCT 10
 No. 005871700

(Bus Operator must validate using TRIM Unit. Check for date/time stamp on FRONT or BACK)

Transitt Pass
 REDUCED DAY PASS
 3 DOWNS - \$5.00
 ISSUED ON: 06 SEP 10 10:30 AM
 EXPIRES: 06 SEP 10 10:30 AM
 No. 005871700
 (Verify Fare Type and Date)

Juror Pass
 LOCAL 7-DAY
 LOCAL 31-DAY
 LOCAL 9-SEP10
 LOCAL 9-SEP10
 LOCAL 9-NOV10
 LOCAL 9-NOV10
 No. 005871700
 No. 005871700
 (Verify Fare Type and Date)

DART No Swipe-Acceptable Fare Media 2010

Senior/Disabled/Student Card
 Expires: 12/31/2010
 (verify photo and expiration date)

Paratransit ID
 Expires: 12/31/2010
 Paratransit Card good for free ride
 (verify photo and expiration date)

VIP Pass
 (verify dates)

McKinney Ave. Transit Authority Pass

Paratransit fare coupon

TVM REDUCED, SYSTEM, REGIONAL & LOCAL Ride Tickets

REDUCED ALL ZONES DAY PASS \$2.00 White Rock 10/09/10 12:30 PM	TRANSIT PASS REGIONAL DAY PASS \$7.50 White Rock 10/09/10 12:30 PM	TRANSIT PASS SYSTEM DAY PASS \$5.00 White Rock 10/09/10 12:30 PM	LOCAL DART DAY PASS \$4.00 White Rock 10/09/10 12:30 PM
REDUCED RAIL ONLY \$0.85 White Rock 10/09/10 12:30 PM	TRANSIT PASS REGIONAL RAIL ONLY \$3.75 White Rock 10/09/10 12:30 PM	TRANSIT PASS SYSTEM RAIL ONLY \$2.50 White Rock 10/09/10 12:30 PM	LOCAL DART RAIL ONLY \$1.75 White Rock 10/09/10 12:30 PM

▲ Check for date/time stamp on rail ▲

Convention/Special Events Pass
 (verify dates and security hologram)

Group Pass
 LOCAL
 2010 August 26
 (verify dates and security hologram)

Juror Pass
 Current Date: 10/09/10
 (verify date)

MEICARE card
 (check for signature)

College Semester Programs Hologram Decals
 (verify dates w/ applicable photo ID)
 *Check for security hologram on all decals

- El Centro College (Spring)
- El Centro College (Summer)
- El Centro College (Fall)
- Spring Semester
- Summer Semester
- Fall Semester

What would smart cards do for us?



Employee e-PASS
Free Regional Fare for pictured on all T & DART bus and rail (verify photo and year)



E-PASS
Free Regional Fare for pictured on all T & DART bus and rail (verify photo and year)



E-PASS Hologram Sticker
Applied to E-PASS
for renewal
(verify photo and year)



Juror Duty Summons
Free Fare on all T buses and DART within Tarrant County



Swipe Card Day Pass
Paid fare for date and category imprinted on back (verify through farebox or imprint on back)
REGIONALS valid on DART



Single Ride Punch Ticket
Paid fare for date and category imprinted on back (verify through farebox or imprint on back)
REGIONALS valid on DART



TCU Transit Pass (special)
REGIONAL fare for T&DART
Verify through valid school photo ID

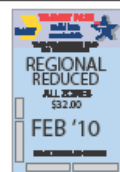


Punch Passes - DAY/7DAY
Paid fare for date/dates punched (verify fare category and date. REGIONALS valid on DART)

RAIL STATION TVM MEDIA - TARRANT COUNTY



Single Ride (one-way) Train as transfer within 2 hrs. of issue (verify fare category and date)
REGIONALS valid on DART



Month Pass
Paid fare for category imprinted (verify fare category and date)
REGIONALS valid on DART



Day Pass - Farebox Keys
Paid fare for date & category imprinted (verify fare category and date)
REGIONALS valid on DART

RAIL STATION TVM MEDIA - TARRANT COUNTY - SUMMER 2010 EFFECTIVE - SWIPE CARDS



Day Pass - Swipe
Paid fare for category imprinted / swipe (verify fare category, date, swipe for validation)
REGIONALS valid on DART



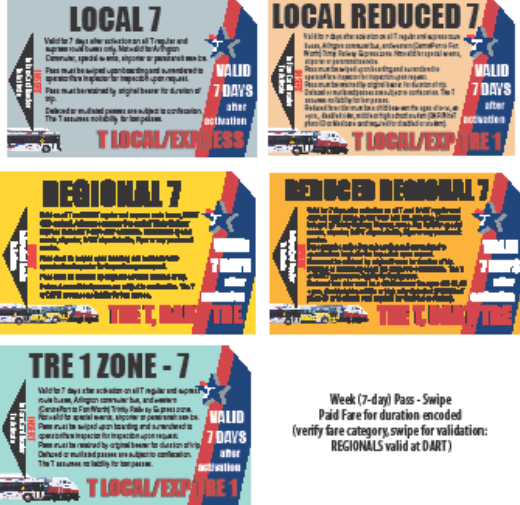
Multi-day Pass Swipe
Paid fare for category imprinted / swipe (verify fare category, date, swipe for validation)
REGIONALS valid on DART



What would smart cards do for us?



Swipe Month Passes - Paid Fare for category imprinted
Colors/Graphics change monthly
(verify fare category and date through farebox or visual
REGIONALS valid at DART)



Week (7-day) Pass - Swipe
Paid Fare for duration encoded
(verify fare category, swipe for validation:
REGIONALS valid at DART)

RAIL STATION TVM MEDIA - TARRANT COUNTY

<p>Single Ride (one-way) Train as transfer within 2 hrs. of issue (verify fare category and date) REGIONALS valid on DART</p>	<p>Month Pass Paid Fare for category imprinted (verify fare category and date) REGIONALS valid at DART)</p>	<p>Day Pass - Farebox Keys Paid Fare for date & category imprinted (verify fare category and date) REGIONALS valid at DART)</p>

RAIL STATION TVM MEDIA - TARRANT COUNTY - SUMMER 2010 EFFECTIVE - SWIPE CARDS

<p>Day Pass - Swipe Paid Fare for category imprinted / swipe (verify fare category, date, swipe for validation REGIONALS valid at DART)</p>	<p>Multi-day Pass Swipe Paid Fare for category imprinted / swipe (verify fare category, date, swipe for validation REGIONALS valid at DART)</p>

Imagine!





Challenges we face with smart card implementation

- ▶ **Three agencies**
- ▶ **Cost/Benefit**
- ▶ **What are the hard cost savings**
- ▶ **Funding**



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**How could smart cards
work for a small agency?**

- ▶ **Great for para-transit service**
- ▶ **Control Group**
- ▶ **Speed of boarding and alighting is not a critical**
- ▶ **Combine smart card and picture ID**
- ▶ **Ride based rather than a stored value medium**
- ▶ **Technology advances have made this an affordable option for small agency para transit systems**



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Beyond smart cards

- ▶ **Look at all factors in making your fare collection decision**
 - **Right investment for your agency and the fares you collect**
 - **What are the agency's goals – vision**
 - **System should always secure funds**
 - **Remember good internal controls**
 - **Timely reconciliations**
 - **Physical security**
 - **Access to Keys**
 - **Separation of Duties**
 - **Access to broken or out-of-service cash vaults.**



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Beyond smart cards

- ▶ **Web based pass sales**
 - **Costs the T less than \$100 a month to add this feature to our web site**
- ▶ **Web based payment system for Vanpool Program**
 - **Eliminated cash and checks under the control of non-employees**
- ▶ **Magnetics work and are cost effective**
 - **Smart cards may be too expensive and not right for your agency**