



# Best Practices – Small to Medium Agencies

Becky Thornton  
Director of Accounting  
Fort Worth Transportation Authority



# 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**

<b>Fixed Route</b>		<b>6,364,765</b>
<b>Directly Operated</b>	<b>6,292,432</b>	
<b>Purchased</b>	<b>72,333</b>	
<b>Para-Transit</b>		<b>364,261</b>
<b>Directly Operated</b>	<b>153,599</b>	
<b>Purchased</b>	<b>210,662</b>	
<b>Trinity Railway Express (TRE)</b>		<b>1,132,161</b>
<b>Vanpool</b>		<b>705,146</b>
		<hr/>
		<b>8,566,333</b>
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# 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 Card** (photo ID required)  
**TCU** VALID thru AUG 2010

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

**DAY PASS**  
 DART  
 ISSUED ON: 01 FEB 10  
 EXPIRES: 02 FEB 10  
 No. 005871700  
 (Verify Fare Type and Date)

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

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

**Paratransit ID**  
 EXPIRES 01/01/10  
 (verify photo)

**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

**TransIt 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

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

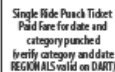
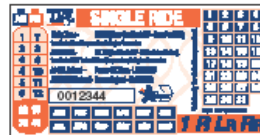
**Juror Pass**  
 Current Date: 10/09/10  
 (verify date)

**MEICARE card**  
 (check for signature)

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

Spring Semester, Summer Semester, Fall Semester

# What would smart cards do for us?



**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

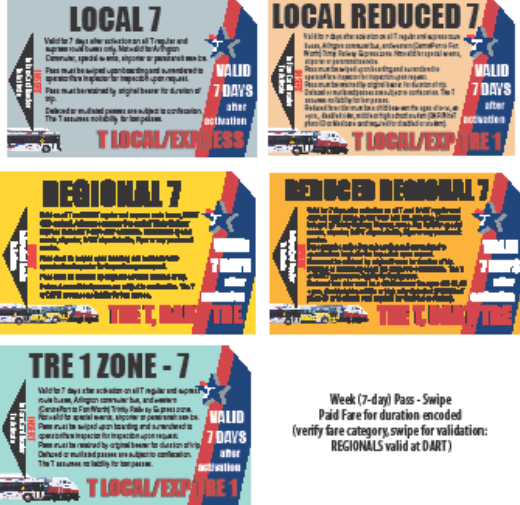




# What would smart cards do for us?



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 &amp; 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**