

Update on DART Bus Service Adjustments

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Background

- On January 24th DART implemented a completely re-designed bus network
- The New Bus Network was the most significant change to bus service in DART's history
- Along with the redesign, services on bus and light rail were restored to pre-pandemic levels
- Work on the redesign started in October 2019, and continued through the pandemic



Improved Access and Coverage

Key measure of new network performance: increase in jobs accessible by transit within 60 minutes travel

Average improvement in jobs reachable within 60 minutes by transit:
+34%

Access improves for every socioeconomic and demographic group

98% of pre-pandemic boardings within walking distance of service

Improved overall service coverage



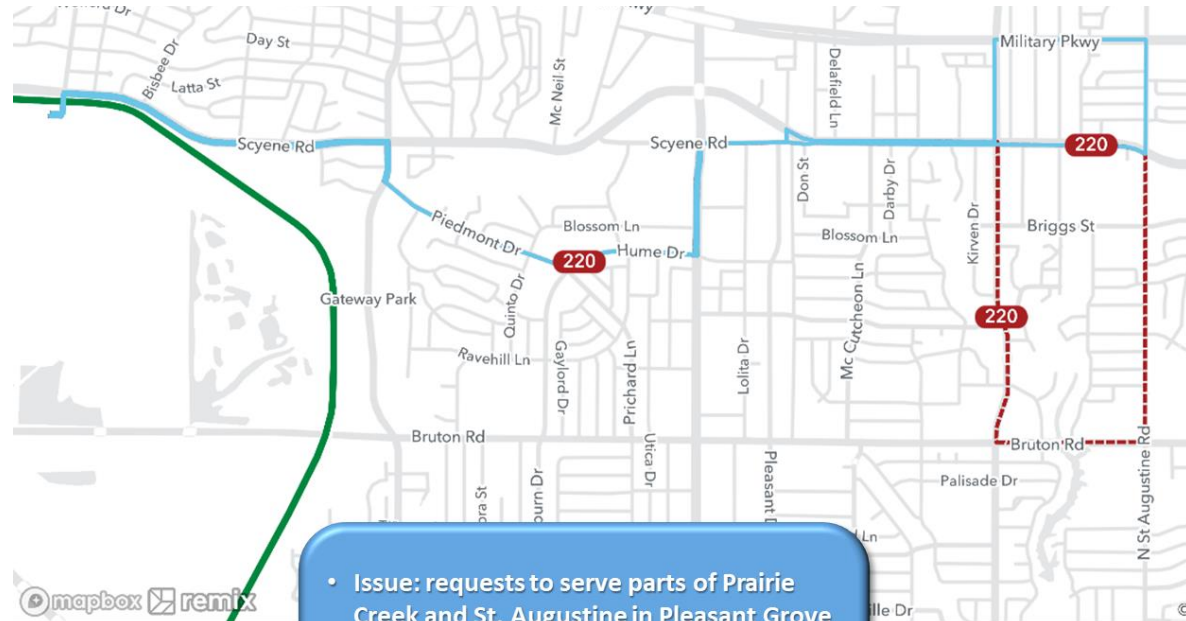
June Service Adjustments

- DART has implemented a series of adjustments to some bus schedules and GoLink zones since the bus network redesign was introduced in January
- Additional adjustments to the network occurred on June 13, and these are the focus of today's update
- Two routes in Dallas have had route modifications based upon customer requests:
 - Route 215 to serve Blewitt Flowers and Overton Park Apartments
 - Route 220 to serve additional streets in Pleasant Grove



June Route Modifications

Route 220



- Issue: requests to serve parts of Prairie Creek and St. Augustine in Pleasant Grove via modification of Route 220
- This change is feasible and will not have adverse impact on riders
- Slated for June service changes

Route 215



Alternative route

- Issue: service to Bluit Flowers Health Center
- Walk distance to Kiest 2,600 ft
- Walk distance to Marsalis 1,800 ft

Operator Shortages

- The largest group of the June 13 changes involve schedule adjustments to address bus operator shortages
- Similar to many transit agencies throughout the Country, DART has faced a series of labor shortages over the past two years
- When DART designed and implemented the new network in January, we did not anticipate that labor shortages, specifically for bus operators, would have the impact that we have seen
- Shortages have caused missed service throughout the bus system
- The goal of the changes is to help with missed connections, getting people to work on time, and responding to the customer feedback we have received



Communications Plan

Temporary Service Adjustments

- Bilingual Communications were targeted to inform:
 - Riders
 - Residents
 - Stakeholders
 - Elected officials
 - Cities staff
- Comprehensive plan started May 23 – three weeks prior to change



Message

- Messaging topics:
 - Describing the adjustments
 - Why we are making them
 - Planned community outreach approach
 - Benefits of DARTzoom (long term benefits remain)
 - Aggressive Operator hiring efforts
- Talking points conveying these messages appear throughout communications plan elements
- Bilingual – Spanish and English



Advertising

- "Acknowledgement and Action"
 - Acknowledge that our riders deserve a dependable bus network
 - Describe the actions we are taking to address:
 - service adjustments to improve timeliness
 - hiring bus operators to meet service levels
 - providing technology options to better manage experience
 - Reinforce benefits of 2022 bus network



Activation

Community:

- Stakeholder, elected official outreach
- General information two weeks before
- Special events
- Messaging to school districts last week of May, again for start of new school year
- Work with key communicators for DART Cities
- Corporate client outreach
- Rider alerts
- Press releases to media outlets

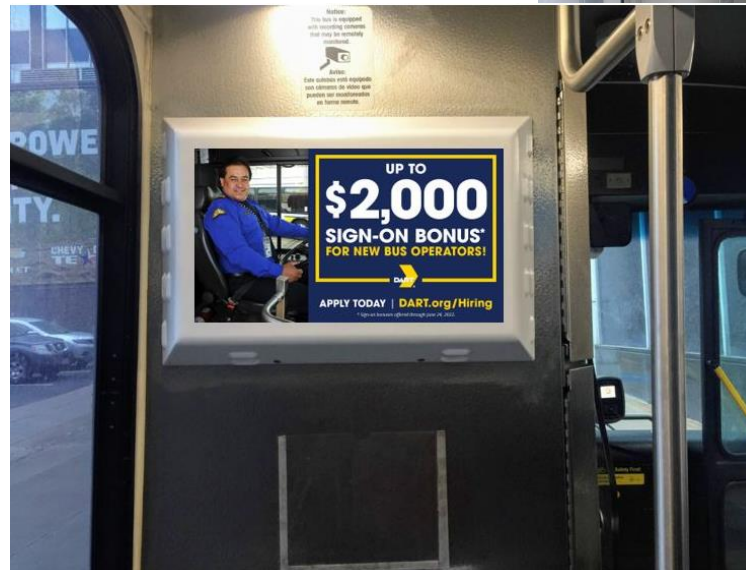
Employees:

- Call center training underway
- “Bus blitz” reachout at key stations/passenger facilities

Delivery

DART Assets

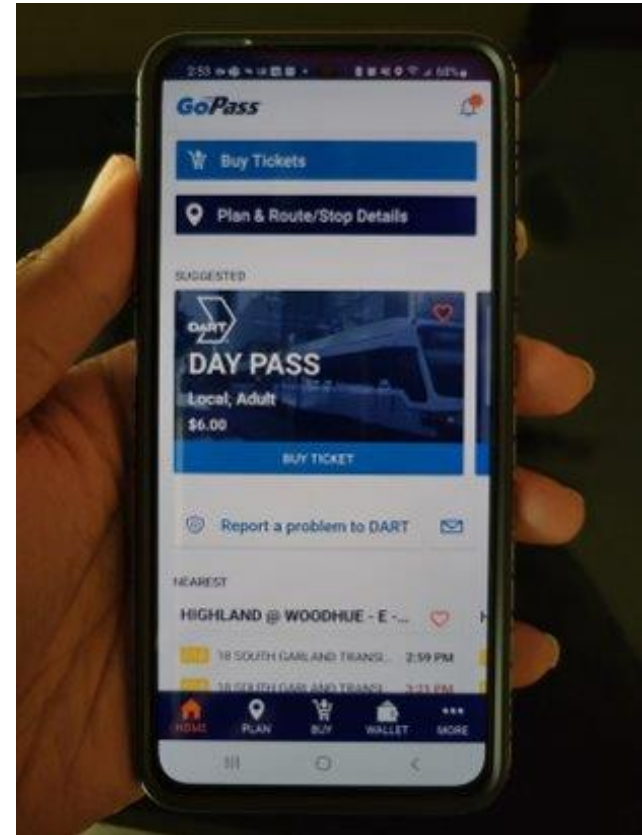
- Rail and bus interiors
- Transit Centers
- Windscreens
- Corner markers
- DARTmart



Delivery

Digital

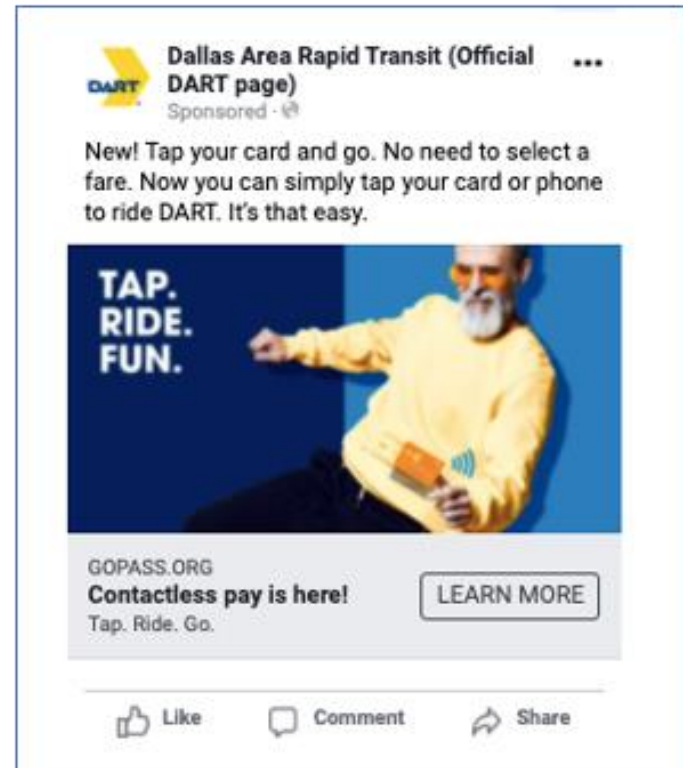
- Gov Delivery emails
- DART.org/DARTzoom.org websites
- DART Daily blog
- GoPass app
- Kiosks
- Bus digital screens



Delivery

Social Media

- Ask DART
- Facebook and YouTube Live Events
 - Several events in advance, others after
 - Bilingual
- Facebook
- Instagram
- Twitter
- LinkedIn



Tools

- Brochure
- New timetables for affected routes
- Printed notices on buses, trains



Bus Operator Hiring

- **Increased Starting Wage**
 - \$ 21.13/hr
- **MARCOM Campaign:**
 - Rolling Stock
 - DART owned/ operated locations
 - Digital Content
 - * *Efforts initiated in January and February and still in effect*
- **Launch of Bus Operator Incentive**
 - April 1st - Employee Referral and Sign-on Bonus
 - Announced in English and Spanish on DART.org
 - Over 100 applications in first week of Launch
- **Launch of Government Relations Press:**
 - April 11th press release to DART media database, including local and trade publications, and local print and broadcast media outlets.



What are DART's additional plans?

- Expand external Community-Based Partnerships
- Updated Agreement with Univision
 - Television, Radio, and Digital opportunities
- Establish Partnerships with Local CDL and Trade/Technical Schools
- Biweekly meetings with Operations leadership
- Biweekly hiring events and increased visibility at community Job Fairs
- On the spot interviews and hiring
- Expedited hiring process



Thank you



DART.org