



# FREE FARES



# ANNUAL FREE FARES PROGRAM REPORT

- DASH eliminated fare collection in September 2021 as part of the launch of the New DASH Network.
- Funded by DRPT grant and increase in FY22 city subsidy.
- ATC Board adopted Fare Free Framework Policy in September 2021.
- Performance Metrics - Ridership, Customer Survey/Feedback, Operator Feedback, Budgetary Impacts, etc

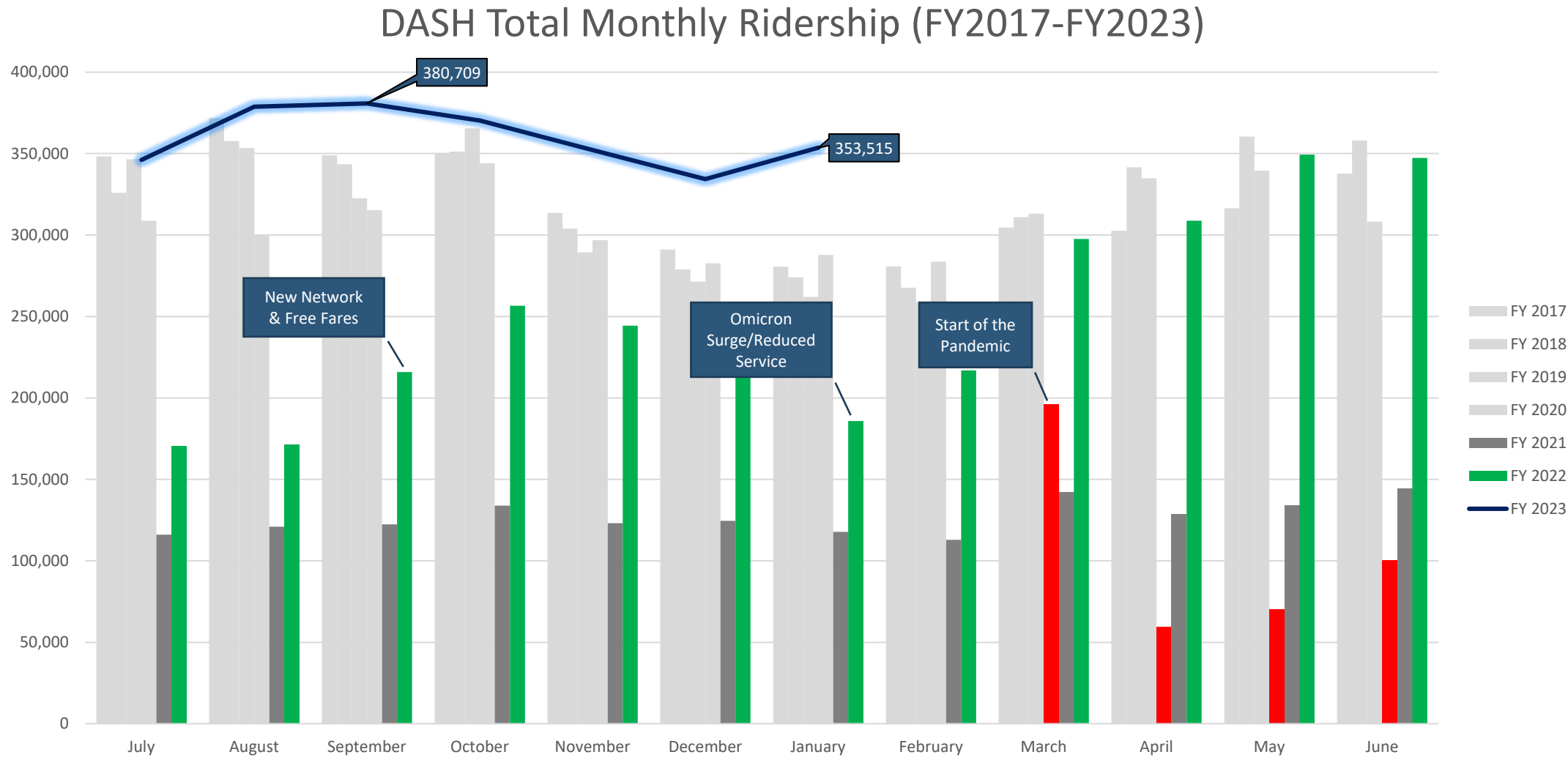


# RIDERSHIP

- Average daily ridership has doubled in first year of free fares
- 380,000+ boardings in Sept. 2022 were highest since 2015, consistently surpassing pre-pandemic levels.
- Biggest ridership increases seen for middays, eves and weekends.
- Some overcrowding seen on Lines 31, 35 and 36 due to student riders



# MONTHLY DASH RIDERSHIP FY17 - CURRENT



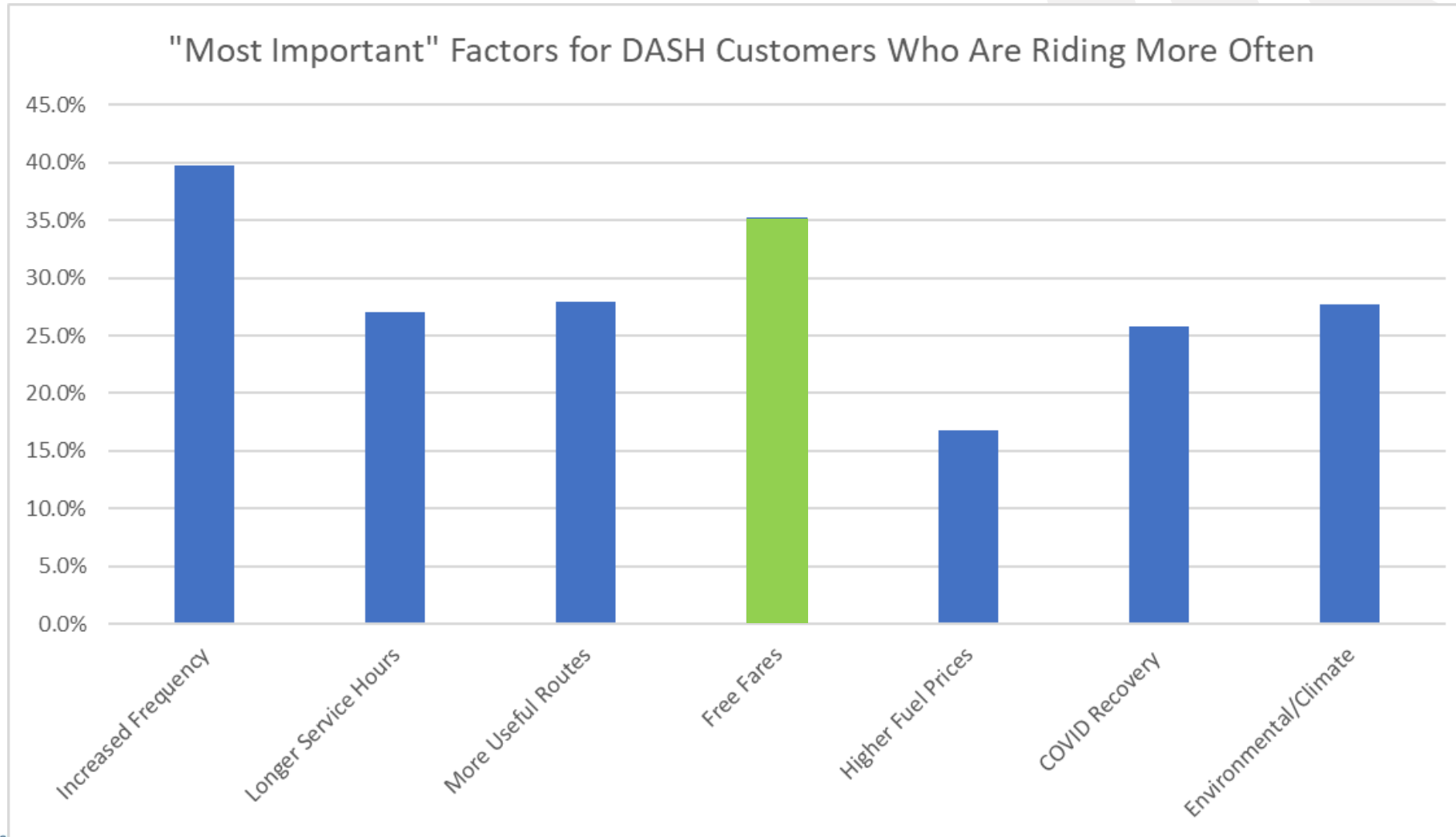


# CUSTOMER SURVEY (2022)

- 71% of riders indicated that they are riding DASH more because it is free (80% among low-income riders).
- 22% of riders have started using DASH in last year; top factors were increased frequency (52%) and free fares (44%).
- 67% said free fares improved their perception of DASH service.
- Some concerns with overcrowding and feelings of onboard safety/comfort.



# CUSTOMER SURVEY (FALL 2022)



# ZERO-FARE: A Multi-Faceted Perspective

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For the  
Northern Virginia Transportation Authority  
March 9, 2023





# MODERN FARE COLLECTION

## RIISING COST OF FARE COLLECTION:

- Currency technology (bill/coin validation & reports)
- Security (literally vaults, \$counting rooms & armored cars)
- Accountability (accurate cash/coin counting & audits)
- Data & ridership (who paid what when and how)

# REDUCES FARE RECOVERY<sup>2</sup>

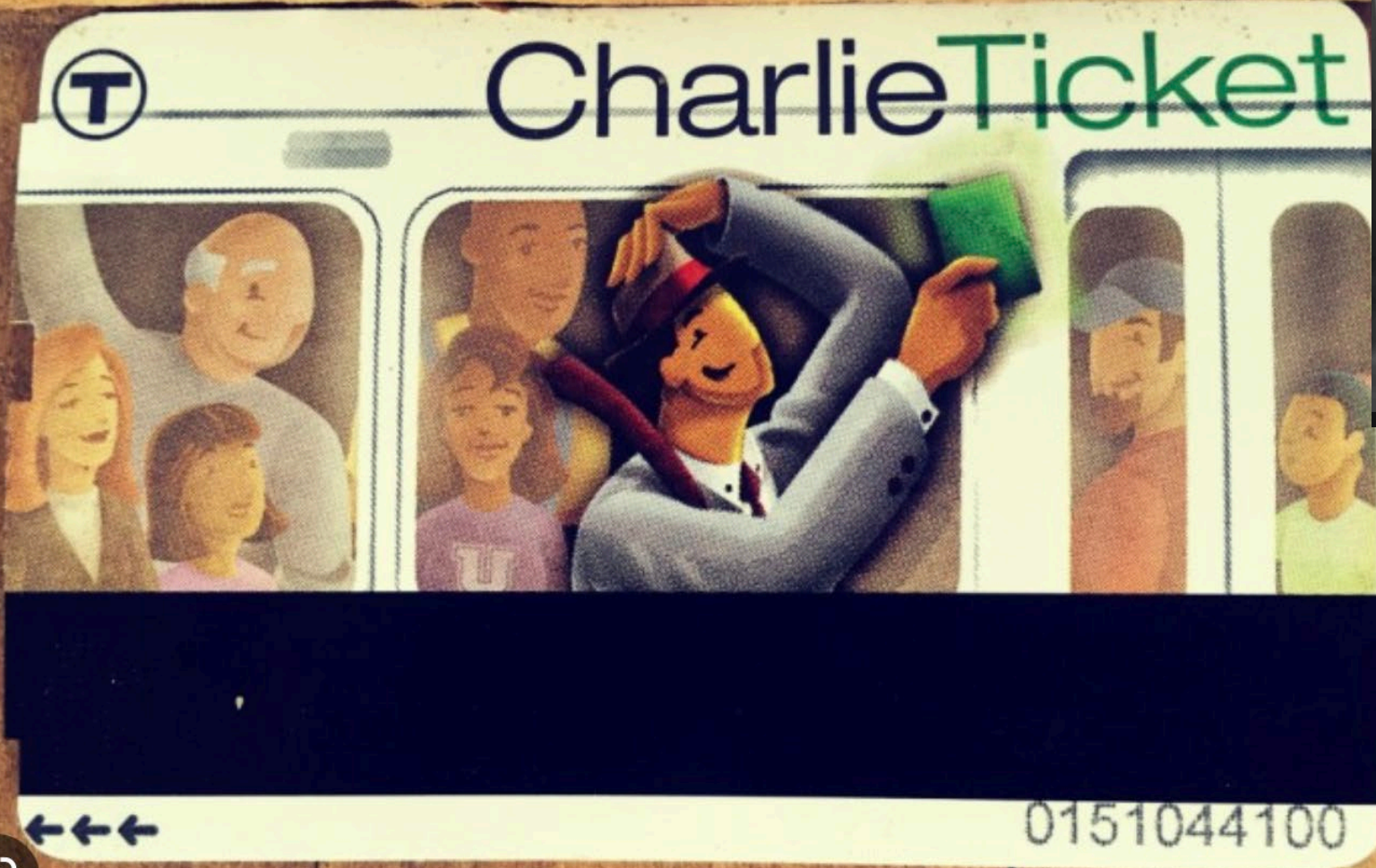


# 1 FIND YOUR ONE-WAY FARE BELOW

- No penalty for high use or pre-paid transit
- No confusion of payment and seamless boarding/alighting
- No FARE EVASION or burden of “exact change”
- THE COST SAVINGS!!!!
- STOP shuffling tax dollars/penalizing low-income residents
- INDUCE RIDERSHIP!! You have empty seats. Fill them.



“...never run a system so bad they write  
a song about you...” --ALEX ROMAN



KINGSTON TRIO:  
“CHARLIE  
ON THE MTA”



# THE OMNIRIDE APPROACH

COMMUTER

LOCAL

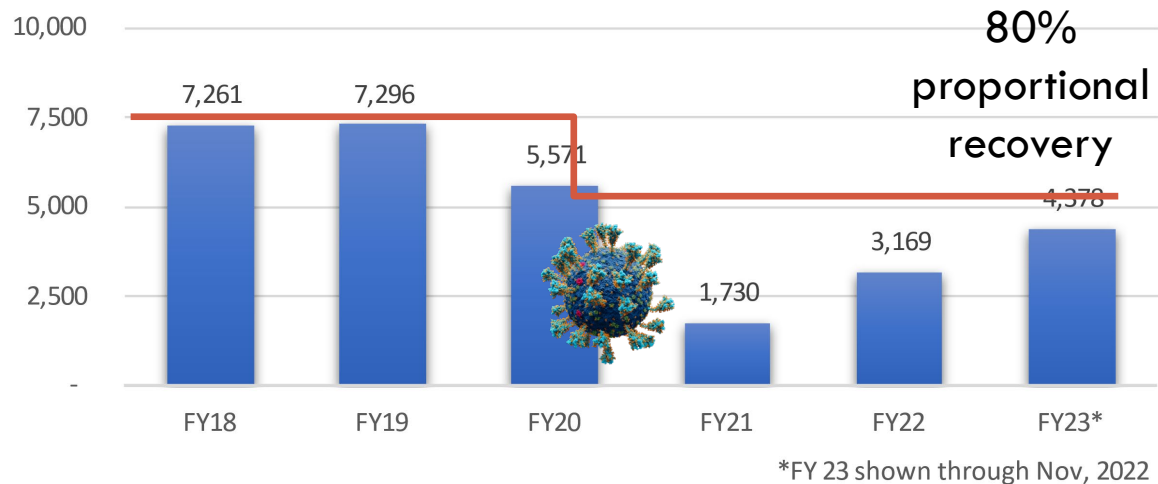


# THE OMNIRIDE APPROACH

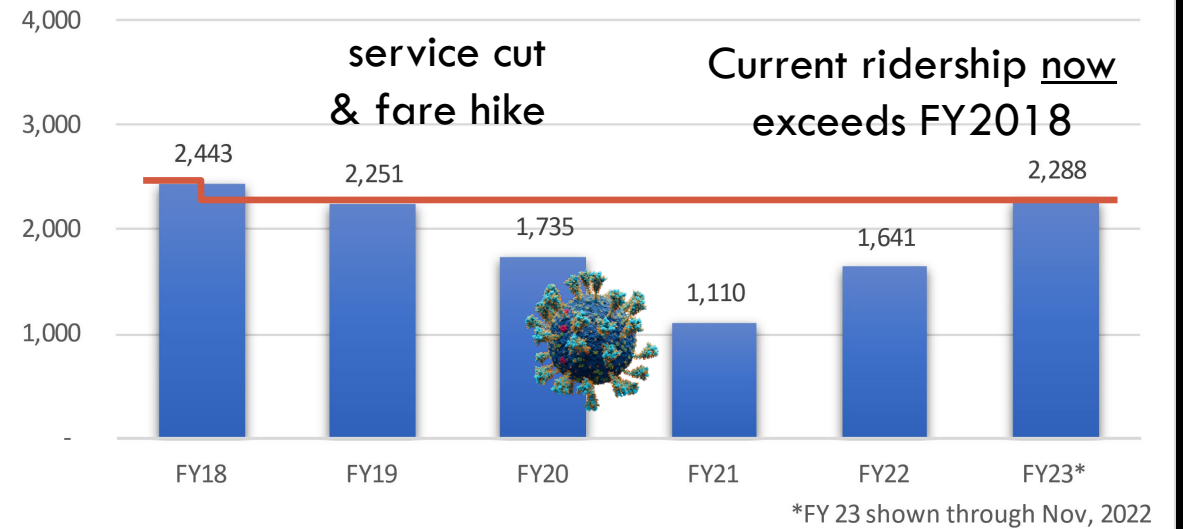
## COMMUTER

## LOCAL

Average Daily Ridership Commuter Bus



Average Daily Ridership Local Bus



— = Approx Service Volume



# OMNIRIDE APPROACH

## Commuters:

- Harvest as much federal revenue via commuters as possible
- \$9 per trip (proposed) across 3.5 – 6.5 trip per week
- Off-peak travel demands are growing
- Maintain service volumes and cover operational costs
- Thank you, toll-payers!! Shift to profit-driven & new services





# OMNIRIDE APPROACH

Local:

- Realize it's tax revenue shuffle and bypass the red-tape...
- Focus local & state funds on subsidizing local services
- Deliver the services non-riders want neighbors to enjoy
- Make the transit investment WORTH IT to the private-sector



SPORTS

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