

PROPOSED DDOT FARE CHANGES

Formal Public Hearing



CURRENT PASS OPTIONS



25+ Different
Fare & Pass
Options



CURRENT FARES AND PASSES

CURRENT CASH FARES & AGENCY TICKETS

Standard Cash Base Fare	\$1.50
Standard Transfer	\$0.25
Standard SMART Top-Up Fare	\$0.50
Standard Agency Single-Ride Ticket	\$1.50
Standard Agency Transfer Ticket	\$0.25
Senior/Disabled Cash Base Fare	\$0.50
Senior/Disabled Transfer	\$0.10
Medicare Cash Base Fare	\$0.75
Medicare Transfer	\$0.10
Student Cash Base Fare	\$0.75
Student Agency Single-Ride Ticket	\$0.75
Student Transfer	\$0.25

CURRENT PASSES

\$10 Value Card	\$10.00
Agency 2 Ride, 2 Transfer Ticket	\$3.50
Standard Weekly DDOT Pass	\$14.40
Standard Five-Day DDOT Pass	\$14.00
Student ID Card	\$2.00
Standard Monthly DDOT Pass	\$47.00
Standard Bi-Weekly DDOT Pass	\$27.50
Monthly Regional Pass	\$49.50
Regional Plus Pass (SMART Only)	\$20.00
Senior Monthly DDOT Pass	\$17.00
Disabled Monthly DDOT Pass	\$17.00
Student Semester Pass	\$136.50







PROPOSED NEW FARES

New Fare	Standard Price	Reduced Price
4 Hour Ride Ticket	\$2	\$0.50
24 Hour Pass	\$5	\$2
7 Day DDOT Pass	\$17	\$8
7 Day Regional Pass	\$22	\$10
31 Day DDOT Pass	\$50	\$17
31 Day Regional Pass	\$70	\$29



NEW FARE OPTIONS

4 Hour Ride Ticket	24 Hour Pass	Mobile Fare Payment	Rolling Passes
<ul style="list-style-type: none">• Unlimited rides for 4 hours• Replaces the base fare and eliminates need for transfers 	<ul style="list-style-type: none">• Unlimited rides for an entire day• Available on all DDOT buses and at retail locations 	<ul style="list-style-type: none">• Pay for all fare types using smartphone• Reduced fare options 	<ul style="list-style-type: none">• All passes start on first use, and continue for the assigned number of hours/days• Expand locations and options for purchase 

BUS FARE COMPARISON

System	Single Ride	Transfer	Day Pass (24 Hour)	5 Day Pass	Weekly (7 Day)	Monthly (31 day)
Detroit (Current)	\$1.50	\$.25 (up to 4 hours of limited transfers)	X	\$14.00	\$14.40	\$ 47.00
Detroit (Proposed)	\$2.00	Includes transfer for up to 4 hours	\$5.00	X	\$17.00	\$ 50.00
Cleveland	\$2.50	Includes transfer for up to 2.5 hours	\$5.50	X	\$25.00	\$ 95.00
New York City	\$2.75	Includes transfer for up to 2 hours	X	X	\$ 32.00	\$ 121.00
Chicago	\$2.50	\$.25 (up to 2 additional rides)	\$10.00	X	\$ 28.00	\$ 105.00
Washington, DC	\$2.00	Includes transfer for up to 2 hours	X	X	\$ 17.50	X
Los Angeles	\$1.75	Includes transfer for up to 2 hours	\$7.00	X	\$ 25.00	\$ 100.00
Miami-Dade County	\$2.25	Includes transfer for up to 3 hours	\$5.65	X	\$ 29.25	\$ 112.50
Atlanta	\$2.50	Includes transfer for up to 3 hours	\$9.00	X	\$ 23.75	\$ 95.00
Minneapolis	\$2.00	Includes transfer for up to 2.5 hours	X	X	\$ 24.00	\$ 120.00
Dallas	\$2.50	Includes transfer for up to 2 hours	\$5.00	X	\$ 25.00	\$ 80.00
Seattle	\$2.75	Includes transfer for up to 2 hours	\$8.00	X	X	\$ 99.00
Philadelphia	\$2.50	\$1 per transfer	\$9.00	X	\$ 25.50	\$ 96.00
Boston	\$2.00	Includes transfer for up to 2 hours	\$12.00	X	\$ 19.00	\$ 75.00



BENEFITS FOR RIDERS

- **More Flexibility** – Unlimited Rides on Any Route
- **More Options** – SMART Access with 4 and 24 Hour Passes
- **Faster Boarding** – Easy Swipes, Fewer Dips
- **Seamless Transfers** – No More Transfer Fare
- **More Access** – Passes Sold in More Locations
- **Simple System** – Easy to Use and Understand
- **Students Pay Less** – Same Fare as Other Reduced Riders
- **More Benefits for Reduced Riders** – At the Same Price



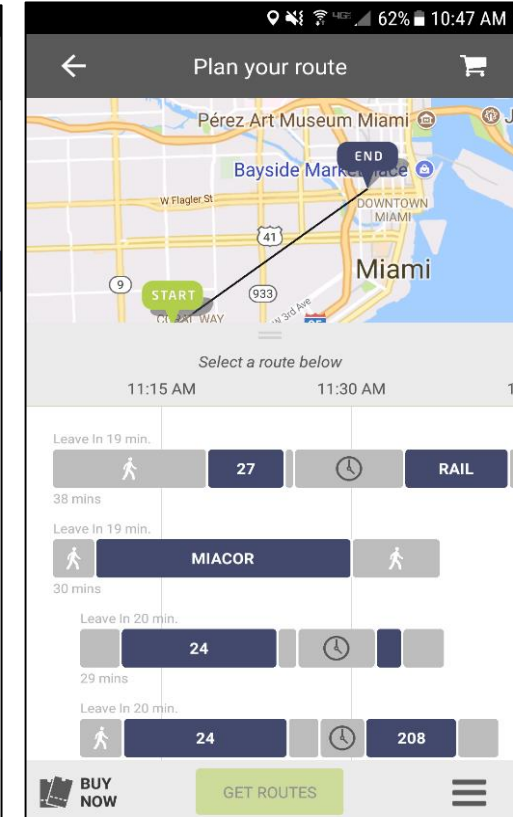
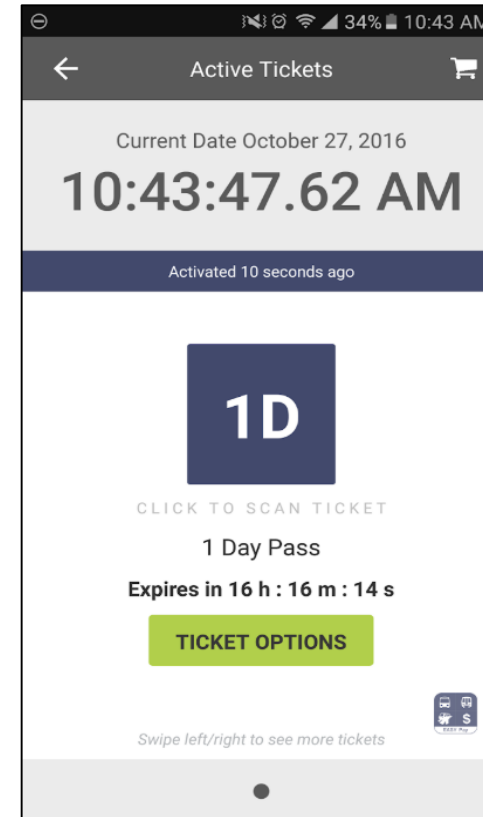
REDUCED FARES

- Reduced fares will be the same for all eligible riders
- Seniors, Disabled, Medicare Card Holders, Students eligible
- Reduced fare prices will be available for all fares and passes
- Available on mobile app
- Prices will remain the same as the current Senior/ADA levels

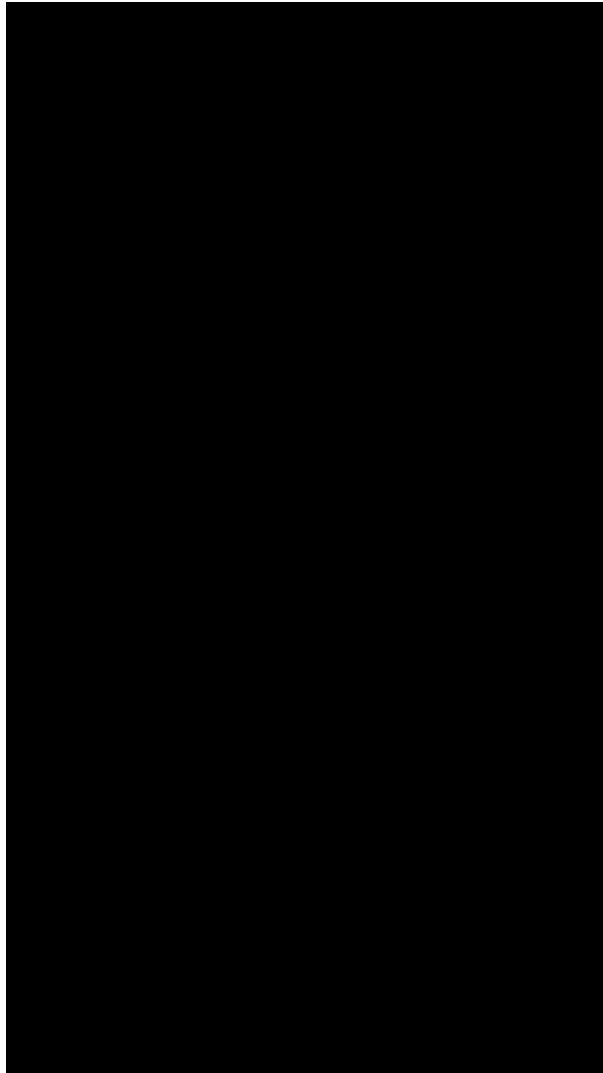


MOBILE FARE PAYMENT

- Same app as ParkDetroit and QLine
- Ticket is purchased and stored on app
- App supports reduced fare tickets
- Easy to use and ride



MOBILE FARE APP DEMO



ADDITIONAL RETAIL LOCATIONS

- New pass format will be easier for retailers to sell
- Adding additional retail locations
- Adding ticket vending machines at high traffic locations

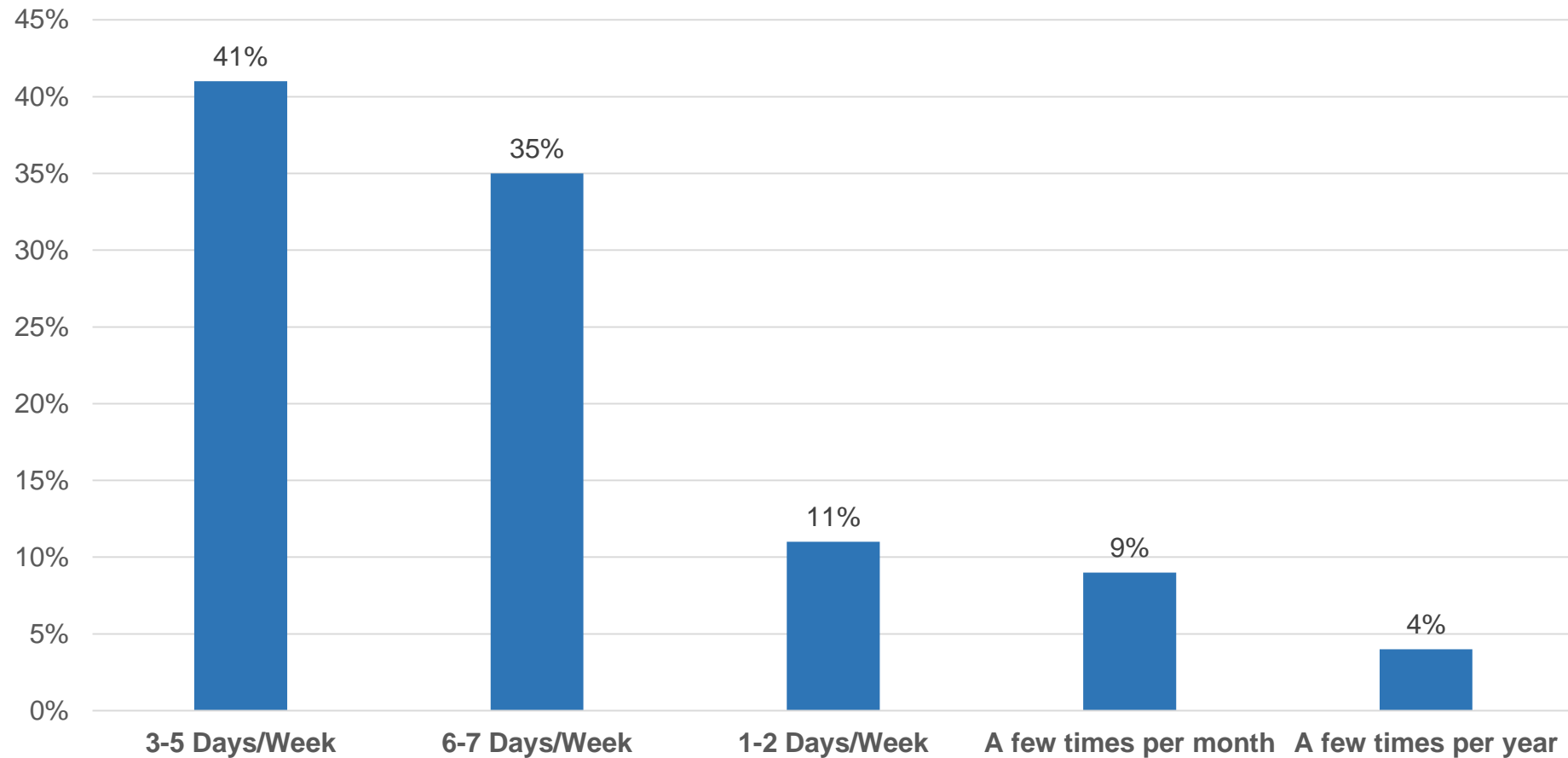


DDOT ON-BOARD SURVEY

- In August, a system-wide on-board rider survey was conducted to help DDOT better understand riders
- Over 1,600 surveys collected
- Questions asked related to travel, fares and potential DDOT improvements

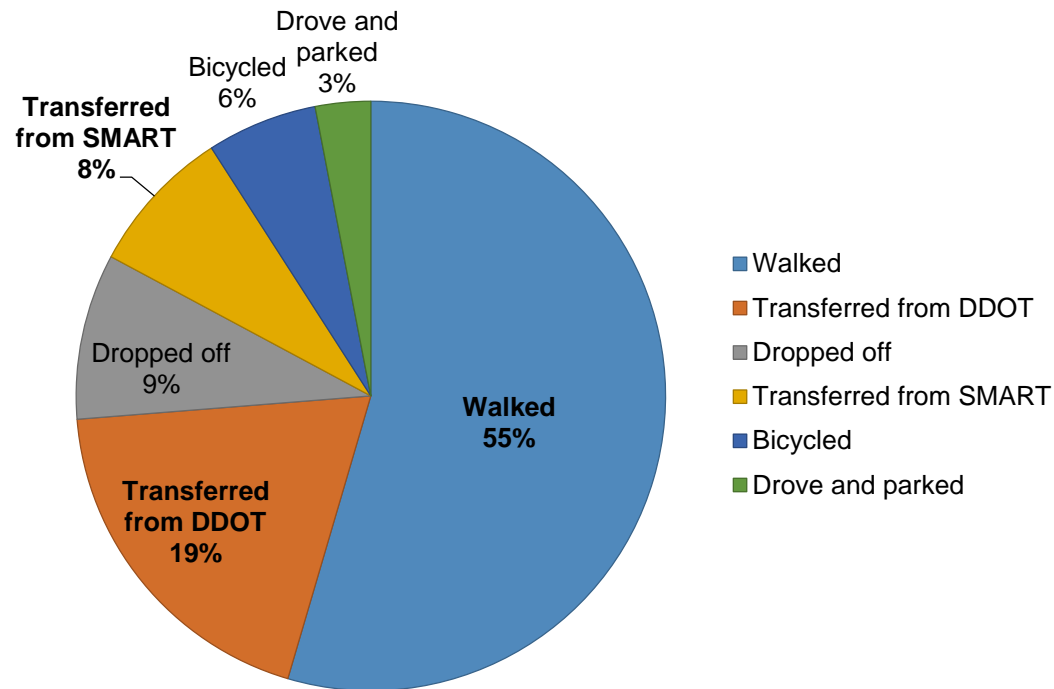


HOW MANY DAYS PER WEEK DO YOU USE DDOT?

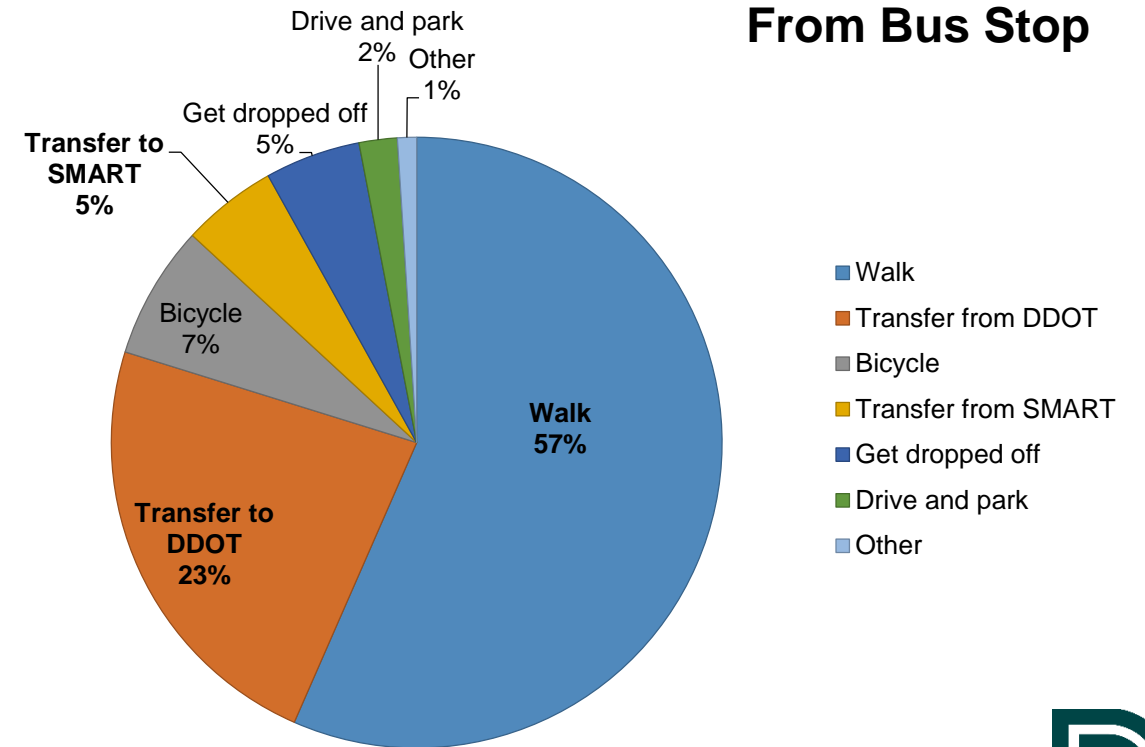


HOW DID YOU GET TO AND FROM YOUR BUS STOP?

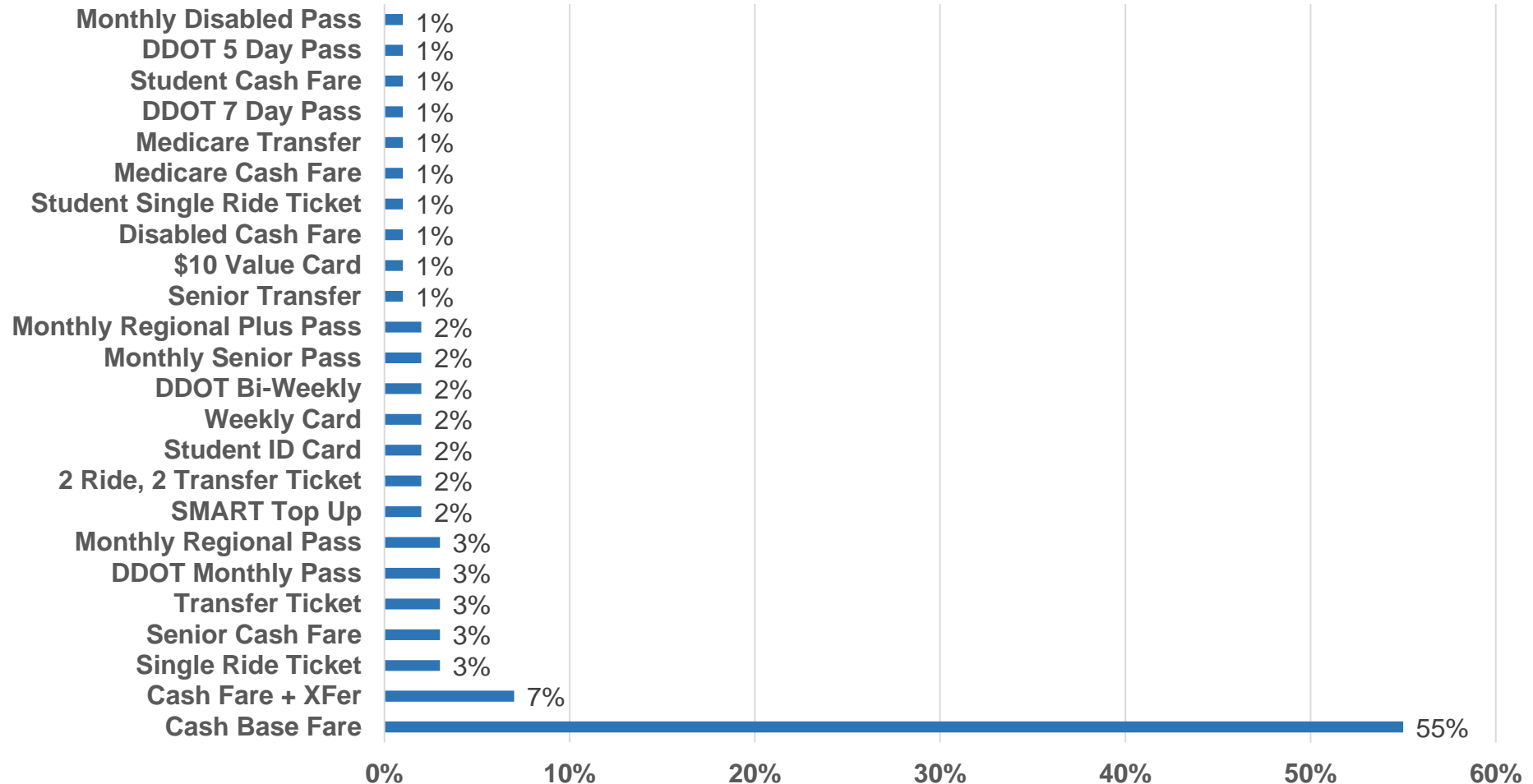
To Bus Stop



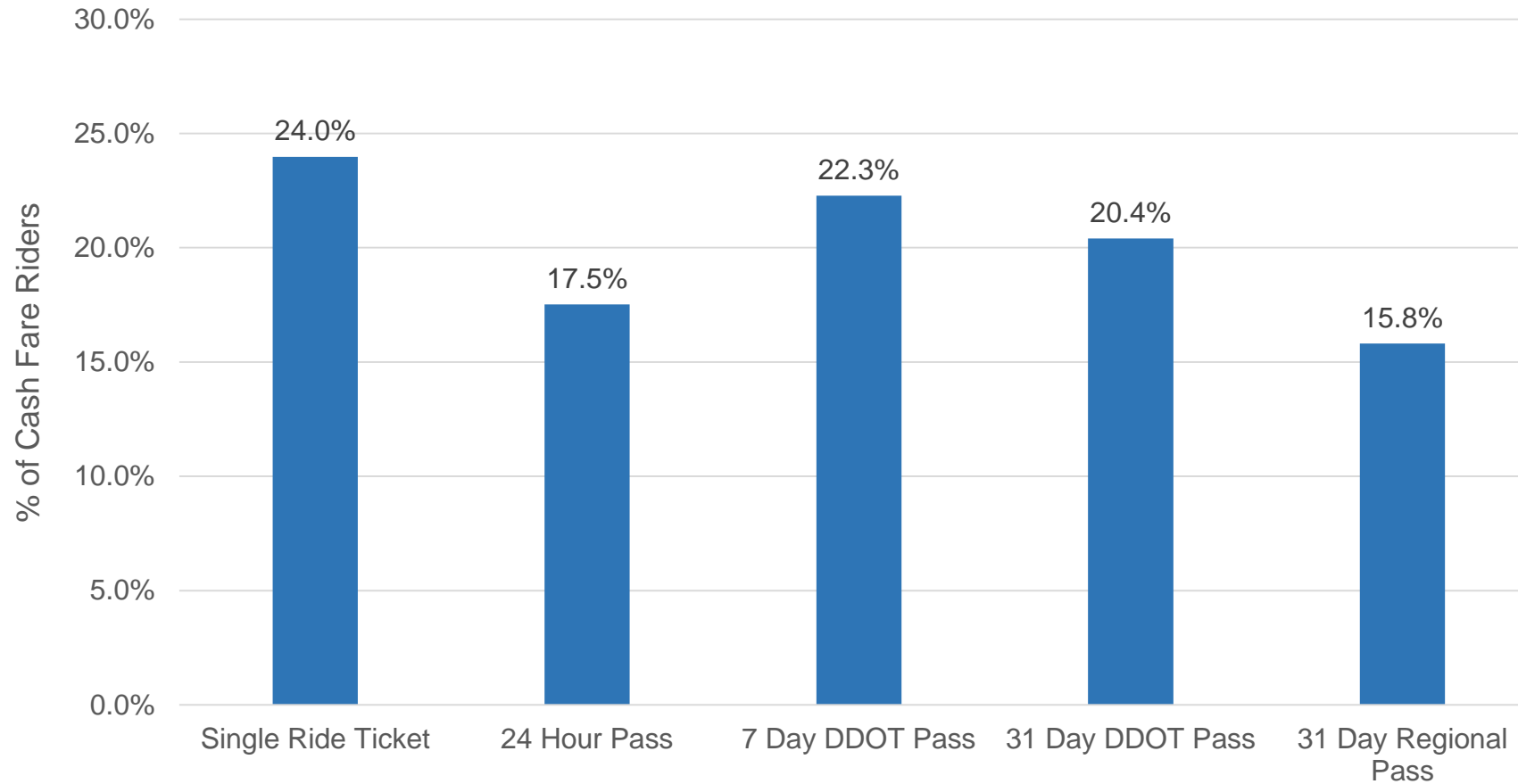
From Bus Stop



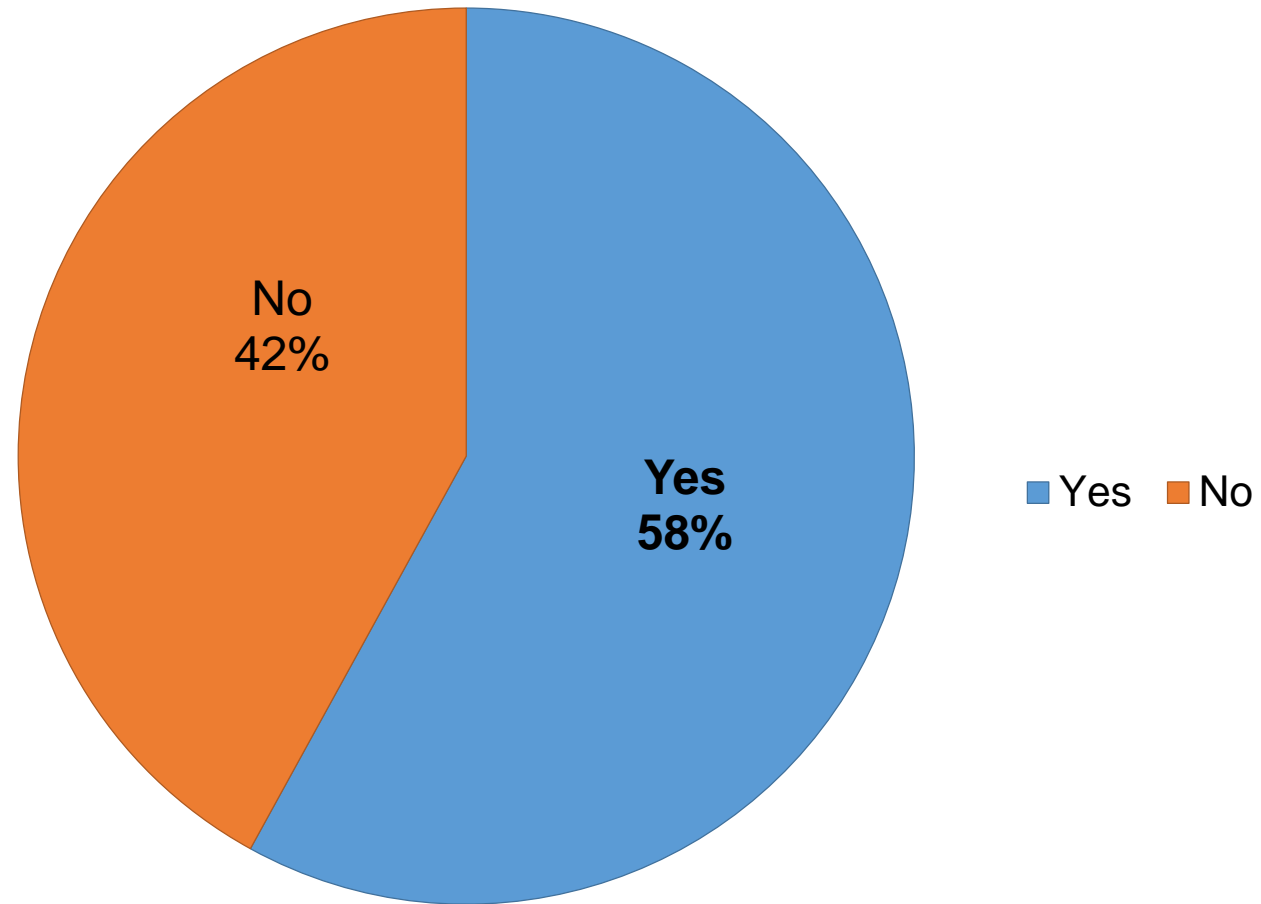
WHAT TYPE OF FARE DID YOU USE TODAY?



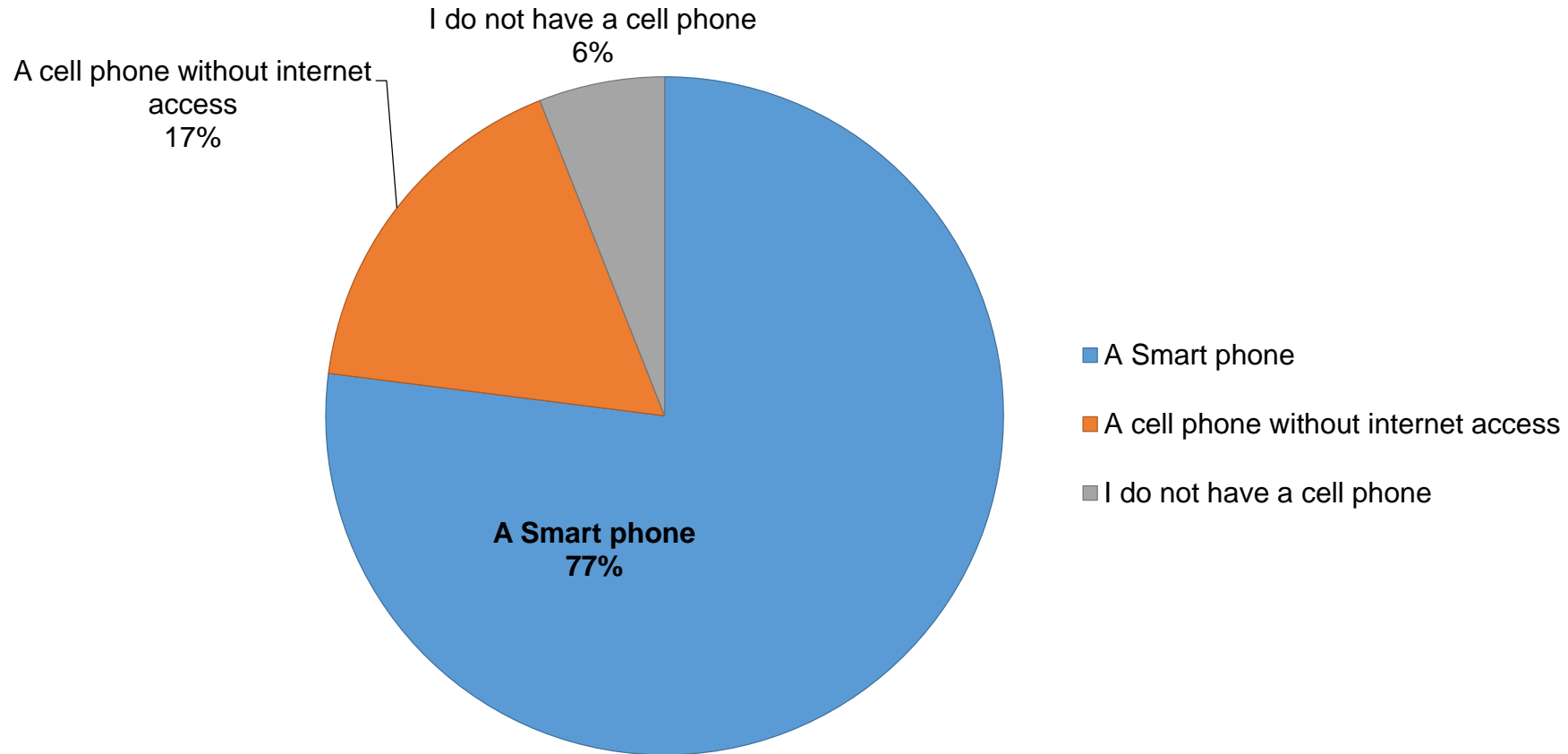
WHAT FARE WOULD YOU SWITCH TO?



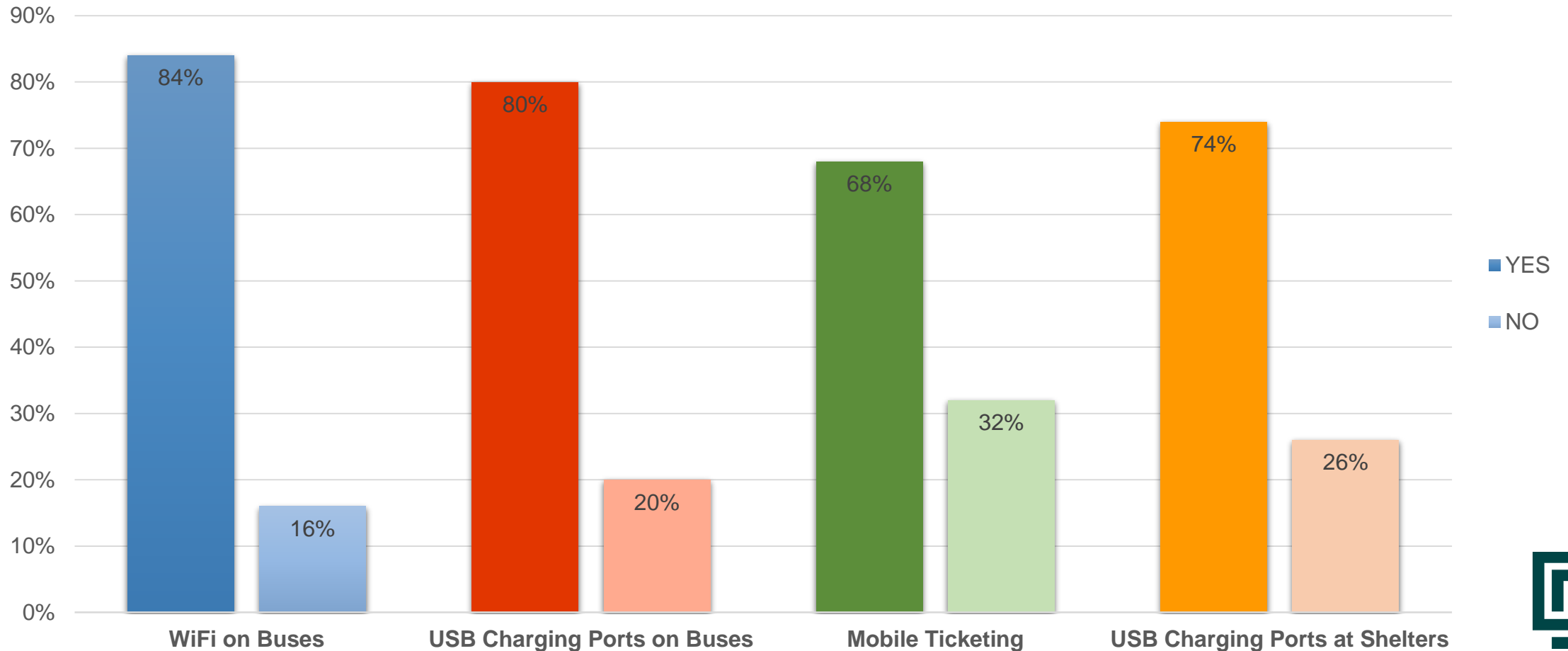
DO YOU USE A DEBIT OR CREDIT CARD?



DO YOU HAVE A CELL PHONE?



WOULD YOU USE THE FOLLOWING AMENITIES?



WHAT WE LEARNED

- Majority riders would benefit from using a 7 or 31 day pass
 - Many riding 6-7 days per week
- Most riders are interested in mobile fare payment
 - Feasible for about 60% of riders
- Most riders are interested in the proposed technology upgrades



FARE CHANGE TIMELINE

- July – September 2018
 - Title VI On-Board Survey and Equity Analysis
 - Farebox Reprogramming
- August - September 2018
 - Community Meetings and Outreach
- October 2018
 - Formal Public Hearings
- November 2018
 - City Council Approval and Public Education Campaign
- December 2018
 - Fare Changes Go into Effect



RECORDED PUBLIC HEARING

- Each speaker has 2 minutes total
- Other ways to give feedback:
 1. *Email us* - ddotcomments@detroitmi.gov
 2. *Call us* - [\(313\) 933-1300](tel:(313)933-1300) and let the agent know you're giving feedback for the Fare Changes
 3. *Write us* - Detroit Department of Transportation
Attention: Coordinator of Public Hearings
1301 E Warren Ave. Detroit MI 48207
- Written Comments Will Be Accepted for 15 Days after the Final Meeting

