

**North Central Texas
Council of Governments**

Mobility on Demand (MOD) Working Group
Microsoft Teams
May 24, 2021
1:00 - 2:30 p.m.

Welcome and Introductions

Discussion - Future of the Working Group

Mobility and Technology Partner Presentations:

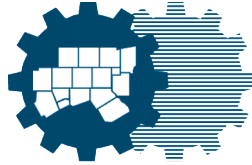
Spare

Via

Routematch by Uber

Presentation Q&A

Closing



North Central Texas Council of Governments

Mobility on Demand Working Group

Microsoft Teams

May 24, 2021

1:00 p.m. - 2:30 p.m.

Attendance:

NCTCOG – Rachel Jenkins, Shannon Stevenson, Gypsy Gavia, Dora Kelly, Vivian Fung, Andrew Pagano, Brendon Wheeler, Caryn Sanders, Clint Hail, Dan Lamers, Donald Parker, Dora Kelly, Ezra Pratt, Julie Anderson, Kevin Kokes, Lori Clark, Marian Thompson, Martin Bate, Matt Fall, Tim O’Leary, Tom Bamonte, Ying Cheng, Deborah Erwin, Hua Yang

AECOM – Andrew Ittigson

Cambridge Systematics – Scott Boone

Catholic Charities of Fort Worth – Matt Jacobs

City of Arlington – Ann Foss, Melissa Heltzel, Lyndsay Mitchell

City of Fort Worth – Chad Edwards

City of Frisco – Kerin Smith

City of Grand Prairie – Tony Flowers

City of McKinney – Akia Pichon, Janay Tieken

City of Plano – Robert Saylor

City/County – Rhonda Daugherty

Community Transit Services – Katie Ragan and Kimberly Vaughan

DART – Kerri Babbitt, Dwight Burns, Dawn Dorman, Doug Douglas, Tammy Haenftling, Christopher Hawkins, Jill Anderson, Lisa Threatt, Brandi Stringer, Jesse Flores, and Ralph Zaragoza

DCTA – Sarah Hultquist and Sarah Ault

eCarra – Rock Robinson

FTA – Lynn Hayes, Mark Oliphant, and Gwo-Wei Torng

Irving Holdings – Jack Bewley, Liz George, and Charlie Johnston

MATA – Vic Cervantes

North Texas Center for Mobility Technologies – Victor Fishman

Routematch by Uber – Cody Cornwell and Todd Allen

Span – Diane Beck, Nic Gray

Spare Labs – Kristoffer Vik Hansen

STAR – Kim Britton, Sherri Faulk, Tommy Henricks, and Valerie Orr

Texas Transportation Institute – Todd Hansen

Toyota – Yumna Bham, Kelli Gregory, Tyler Brown, Randy Kaushek, Michael Dorazio, Kory Koran, and Janay Winston

Trinity Metro – Phil Dupler, Wayne Gensler, Sandip Sen, and Rodney Woods

University of Texas at Arlington – Mehrdad Arabi, Sina Famili, and Stephen Mattingly

Via – Joshua Panter and Laney Cloud

Welcome & Introductions

Discussion: Future of the Working Group

/Polls

1. What initiatives or projects are you interested in learning more about?

On-Demand Services – 23%
Web or Smartphone Apps for Multimodal Services – 16%
Dispatching or Routing Software – 13%
Fare Payment Systems – 17%
Automated Vehicles – 14%
Public Private Partnerships 15%

2. What is the biggest challenge when coordinating services between agencies to improve user experiences?

Knowing where to start – 10%
Identifying appropriate staff – 10%
Funding opportunities – 35%
Compatibility of current software infrastructure – 13%
Public perception and/or support for transit – 29%

Additional Feedback:

Procurement processes related to available funding

Consider comparing the cost per square mile of coverage between the different modes because the cost per passenger is typically higher than fixed route.

Cost per ride is always more expensive on the on-demand transportation. Consider you can only carry 3.5 passengers per hour or 4.5 per hour simply creates the cost difference per ride.

Gypsy - Yes, per passenger is higher for MOD service but for areas with low ridership, it can cost less overall to implement MOD service rather than fixed route. We will be reaching out as we work to build the mobility toolbox to make sure we can accurately reflect the differences among modes.

/Discussion Questions

- What would you like to see from this group in the future?
- What initiatives in the region are you interested in learning more about?
- Are you involved in projects or initiatives that should be shared with the group?
- What challenges and barriers do you see to implementing these concepts?
- What does MOD or MaaS look like specifically for our region?

- Are there any resources or information that we could compile that would be helpful to the group? What kind of info would be useful to have on this list?
- Are there any other transit related topics or projects that have been impacted by COVID we should address or talk about?

Mobility and Technology Partner Presentations (slides provided):

Spare

Via

Routematch by Uber

[Questions and Answers]

1. What is the geographic coverage (in approx sq miles) of the service area and the annual ridership on GoPass?

700 sq miles service area for DART

2. How does DART manage branding across the various service providers accessed through Spare's brokerage? Have customers had any challenges determining which service would actually be providing their ride? e.g. anticipating a GoLink shuttle bus versus a private Uber or a yellow cab?

GoLink customers have the option to choose Uber over a dedicated vehicle (van or taxi) via the GoPass App. Customers do not have the option to choose a dedicated van or taxi in Zones with both types of vehicles. The dedicated vehicle that can provide the most efficient trip for the customer is chosen by Spare Labs. Vehicle information is provided in the GoPass app so that customer knows which vehicle is there for their trip.

3. We are almost to 600,000 rides on Via in Arlington now!
600 k rides since launch...how many per year?

The number of riders per year has increased each year, as we've increased the service area.

4. Is there a call-in option to schedule rides in Denver for individuals who don't have access to the Uber app?

Via's platform supports call bookings, web portal, and both on-demand and pre-scheduled rides. This is particularly important with our NEMT/paratransit services and in some cases, we have the majority of riders calling in.

5. What is that phone #?

817-784-7382

6. Is the OK service also using Uber Central?

Yes

7. Many older riders do not use apps; is there a phone number/call center/employees who can help them get rides? Many riders are older and are not sophisticated enough to use apps

Regarding an older demographic, we also support partners from a Community Engagement standpoint by working with local community groups (nursing homes, AARP, senior centers, etc.) where we can host mobility days and provide more information and really sitting with riders showing them how to use the app and answer their questions.

8. Are there any all-electric operators on both platforms?

Yes, but not exclusively.

No exclusively electric services currently with Uber

Via has quite a few services with EV's as well.

All-EV ridehail service powered by Spare: <http://earth-rides.com/>

9. Are there studies that show air quality impacts as a result of these services?

Yes, Spare conducted an impact study

Via - here are some figures from our [partnership with Jersey City](#): "Via's third quarter environmental performance report says the service has saved an estimated 2,452 gallons of gasoline during the quarter, more than 48,000 pounds of carbon dioxide and 53,946 miles."

Jersey City's on-demand transit success story

The city partnered with Via Transportation on the state's first on-demand bus network to enhance service, close transit gaps and expand connectivity. The results? It's working.

www.masstransitmag.com

10. Did I get it right that both Spare and RouteMatch/Uber work with DART GoLink, what are the roles of each? Do the two systems interface?

Yes, the two systems interface.

11. Since there are several ride share service suppliers being coordinated by the apps, who pays for the app service? How does each service provider provide interface with your apps?

Not all interface currently, would love to see it happen in the future.

Next Quarterly Meeting

- Plan is to meet quarterly; Next meeting would be in August 2021
- Using virtual format until further notice
- Anyone to add to our contact list? Information can be sent to Rachel at rjenkins@nctcog.org or Gypsy at ggavia@nctcog.org

Meeting will begin shortly.

Please mute your microphones and identify your name and organization in the chat box.

Chat Box Button



Have you taken the [Access North Texas](#) survey yet?

It only takes 10 minutes!
Visit accessnorthtexas.org to find the survey and view public meeting opportunities for your county.

WELCOME



Please place
microphones on mute
to prevent
background noise



During presentations
or while someone is
speaking, questions
can be made through
the chat box



If you wish to add to the
discussion, use the “raise
your hand” feature or
comment in the chat box.
We will call on you to
prevent multiple speakers
at once



NCTCOG PRESENTATION

Mobility On Demand Working Group

MAY 24, 2021

WASH
MILE

EXIT 44A
Beckley Ave
EXIT 44A



AGENDA

Discussion

Future of the workgroup

Presentations

- Spare
- Via
- Routematch by Uber

Q&A



Image Provided By Getty

DISCUSSION

What would you like to see from this group in the future?

What MOD/MaaS initiatives in the region are you interested in learning more about?

Are you involved in projects or initiatives that should be shared with the group?

What challenges and barriers do you see to implementing these concepts?

What does MOD or MaaS look like specifically for our region?

Are there any resources or information that we could compile that would be helpful to the group?

Are there any other transit related topics or projects that have been impacted by COVID-19 you think we should address or talk about?

NEXT QUARTERLY MEETING

- August 2021
- Virtual meetings until further notice
- Please contact us to suggest future meeting topics or add a colleague to the invite list



CONTACT US



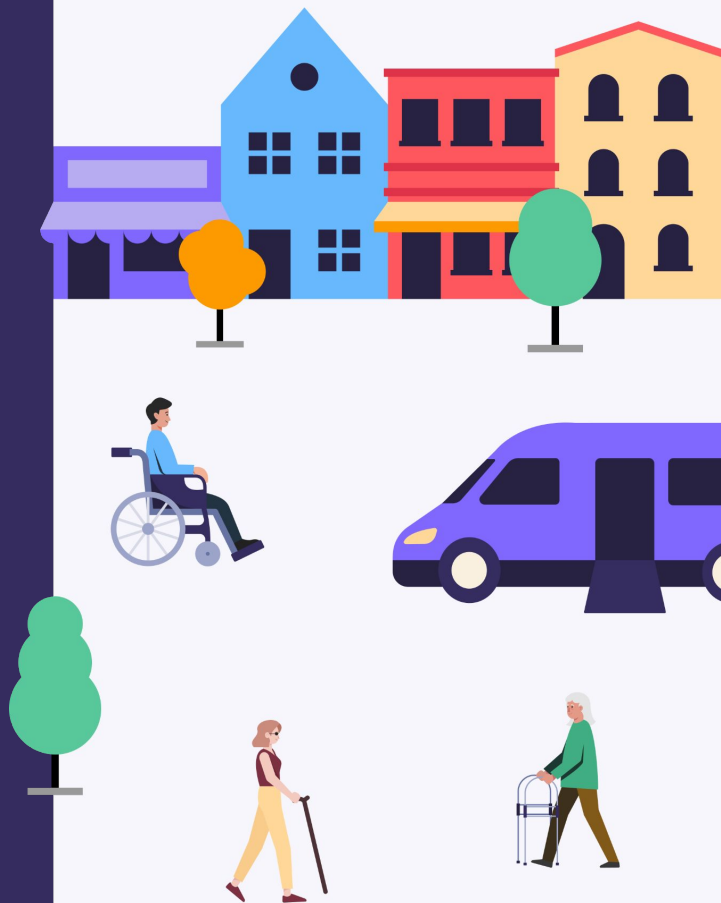
Rachel Jenkins, AICP Candidate
Transportation Planner
Transit Management and Planning
rjenkins@nctcog.org



Gypsy Gavia
Principal Transportation Planner
Transit Management and Planning
ggavia@nctcog.org

Virtual Meeting

Mobility On Demand (MOD) Working Group



spare

+



North Central Texas
Council of Governments



Kristoffer Vik Hansen

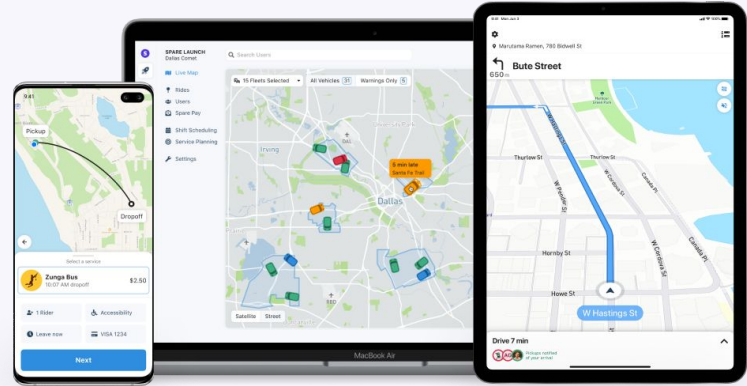
CEO @ Spare

Spare

Spare is a **flexible operating platform**.

Easily launch and manage:

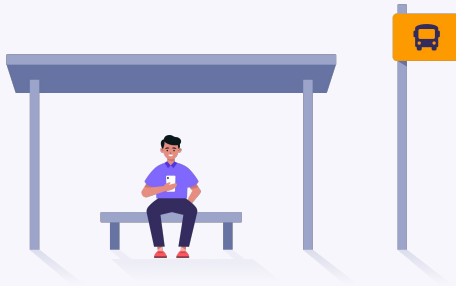
- Microtransit
- Paratransit
- Ride hailing



Our mission

**Empowering everyone
to unlock the potential
of transportation**

The problem

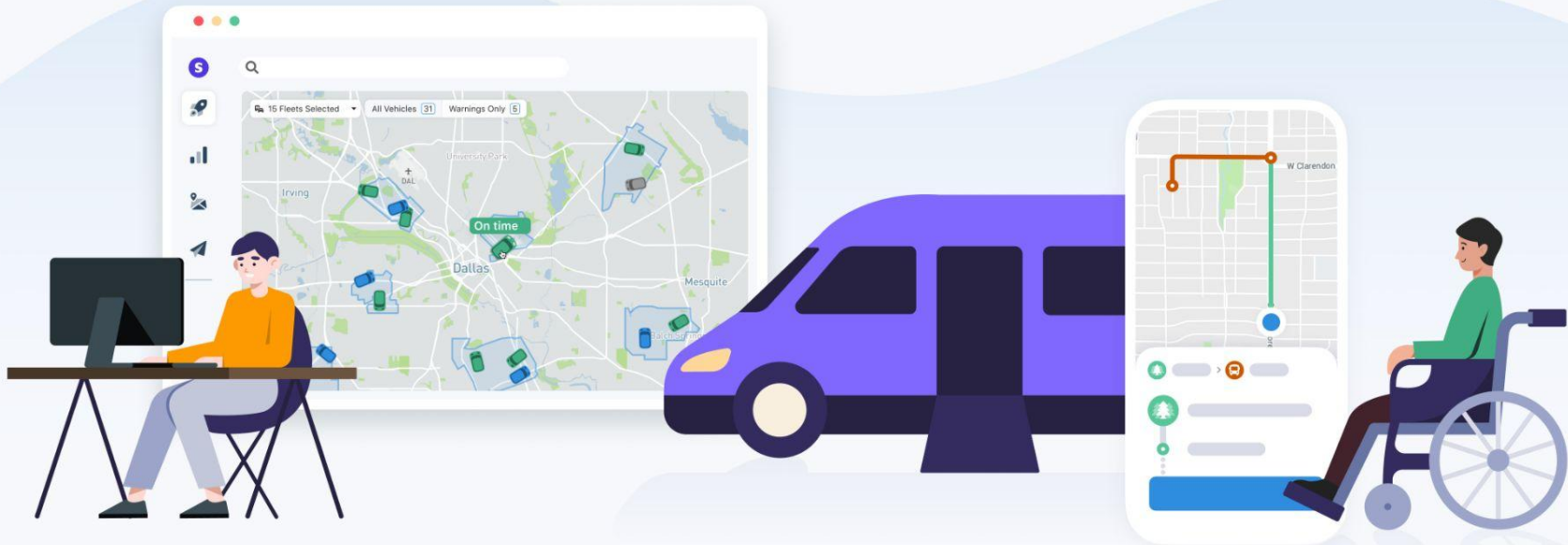


Riders want more frequent
and convenient service



Agencies struggle to provide
services that grow ridership

Seamless transit experience for everyone



Mobility On-Demand innovations



Pooled trips and
commingled services

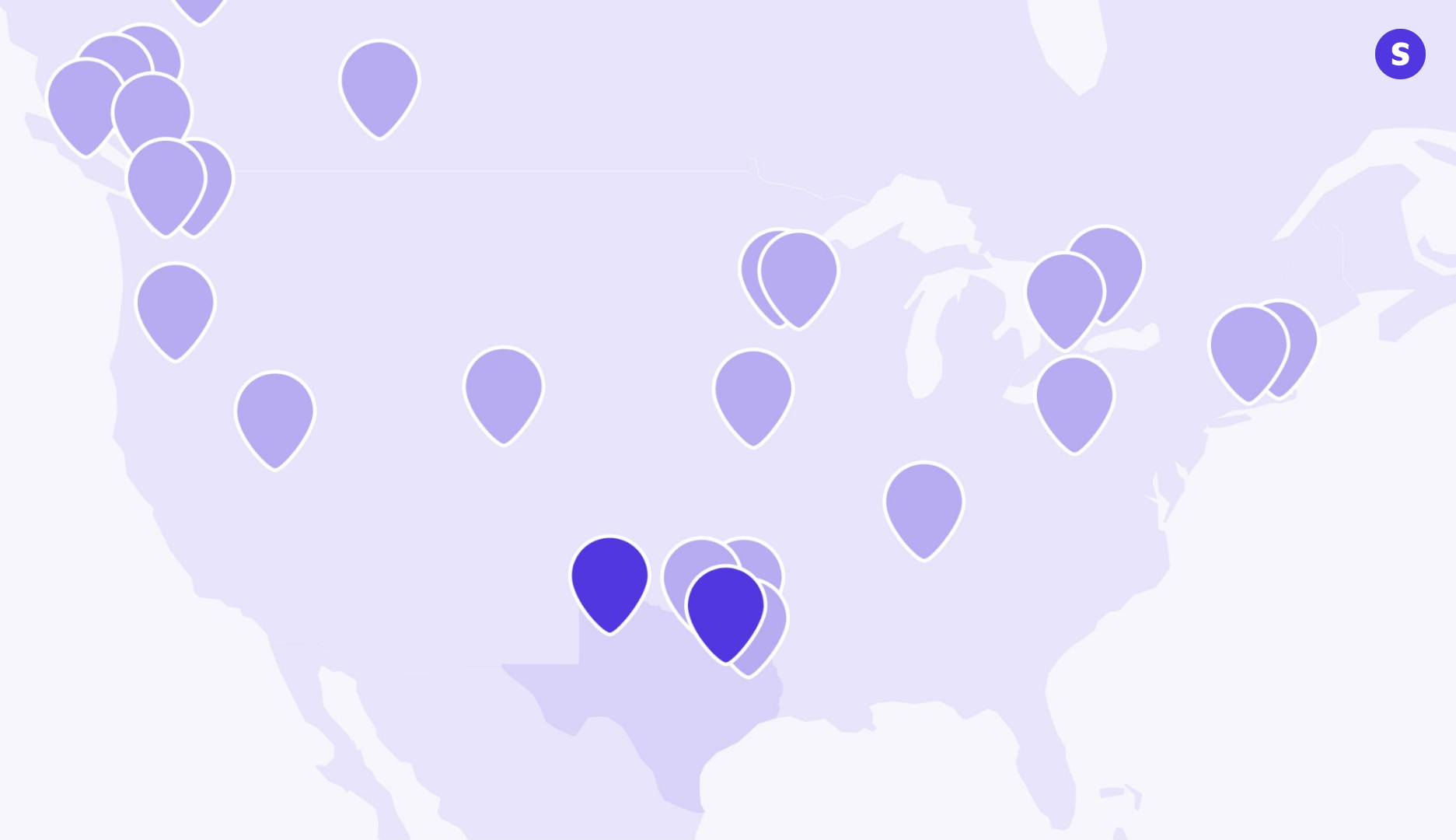


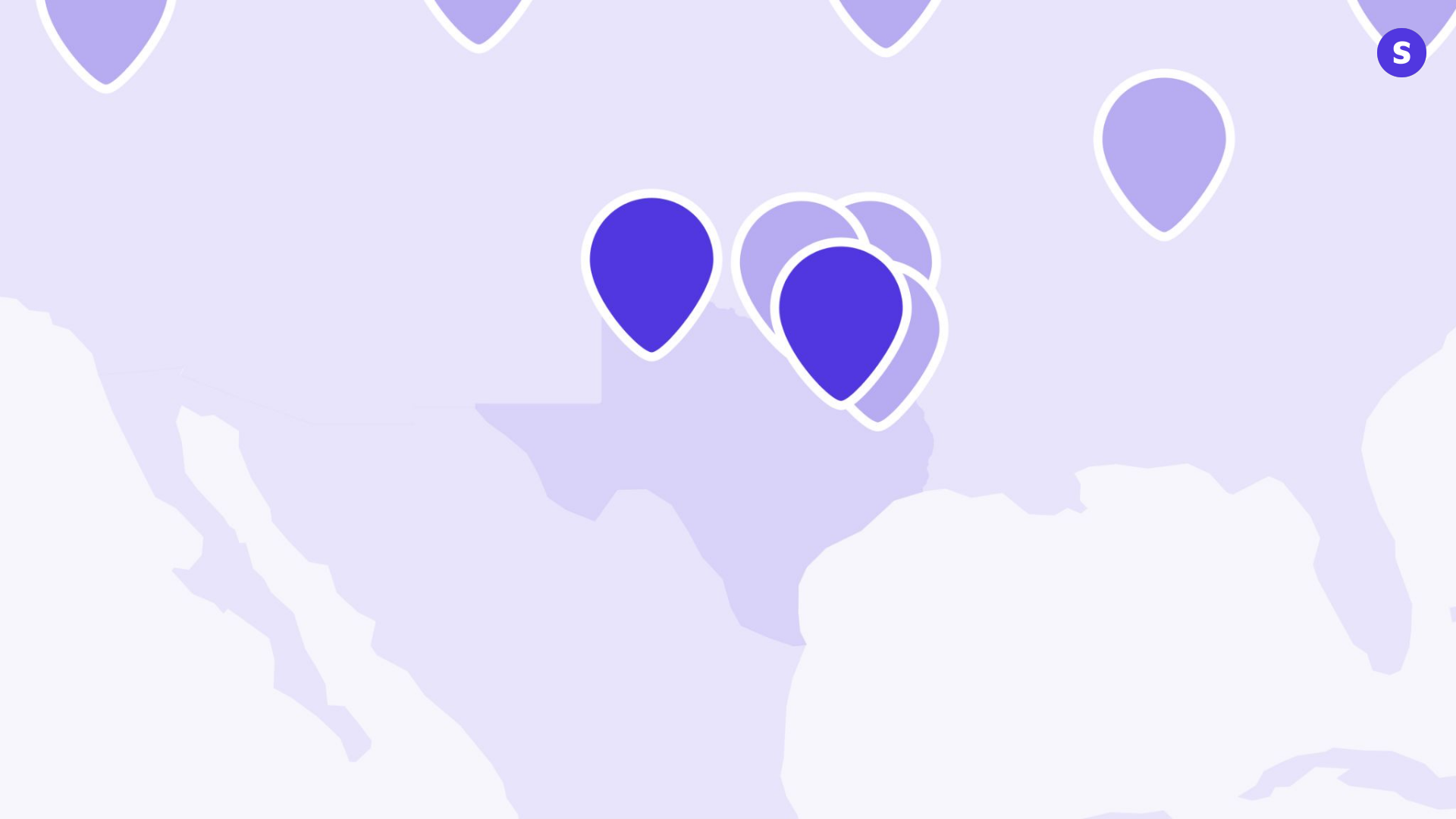
App-based bookings
and multi-modal trips



Data-driven transit
planning







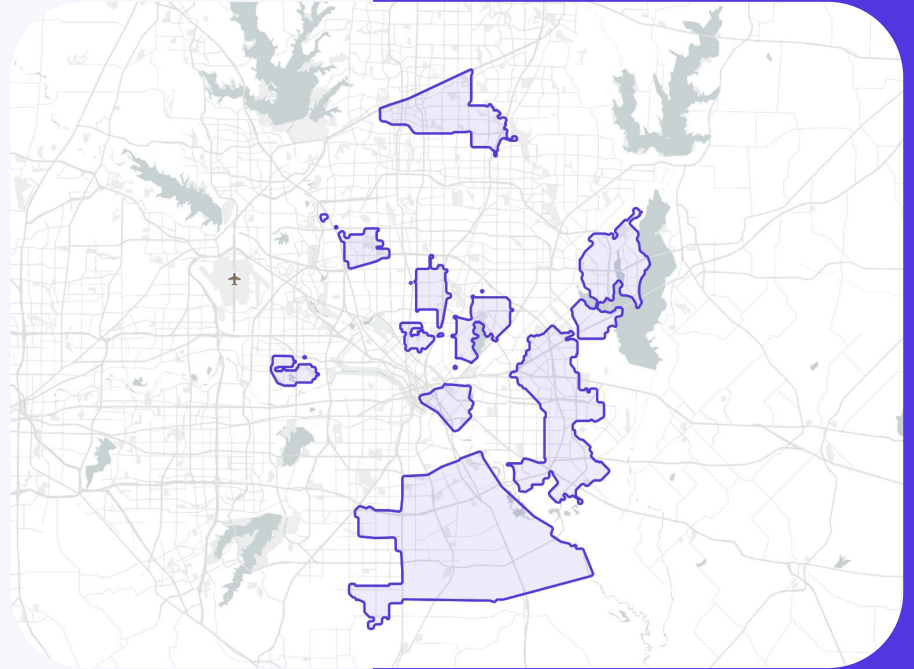
Customer Story



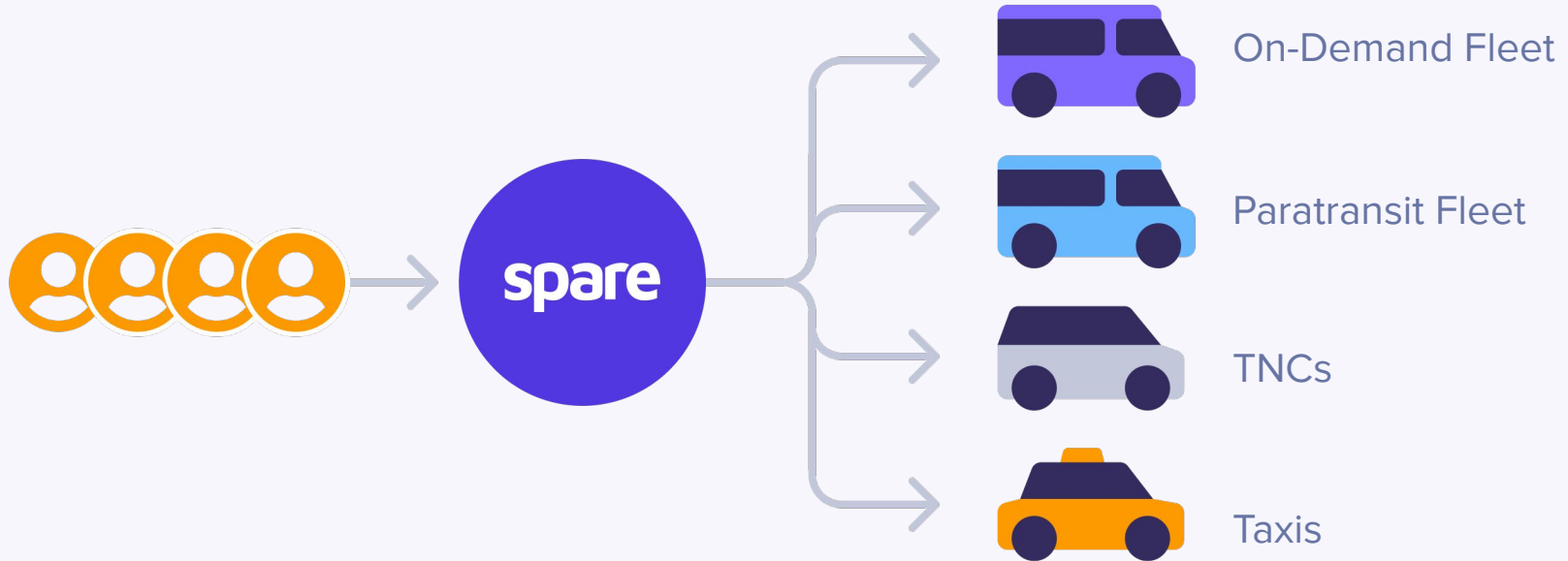
Dallas, TX

DART GoLink

The largest public on-demand transit service in North America



Trip Brokering



“

The definition of transit agencies is changing. They aren't just transportation providers; they're more like regional mobility managers and their role is to make sure customers get to where they need to go. The way they get there isn't necessarily as important.



David Leininger
Former CFO, DART



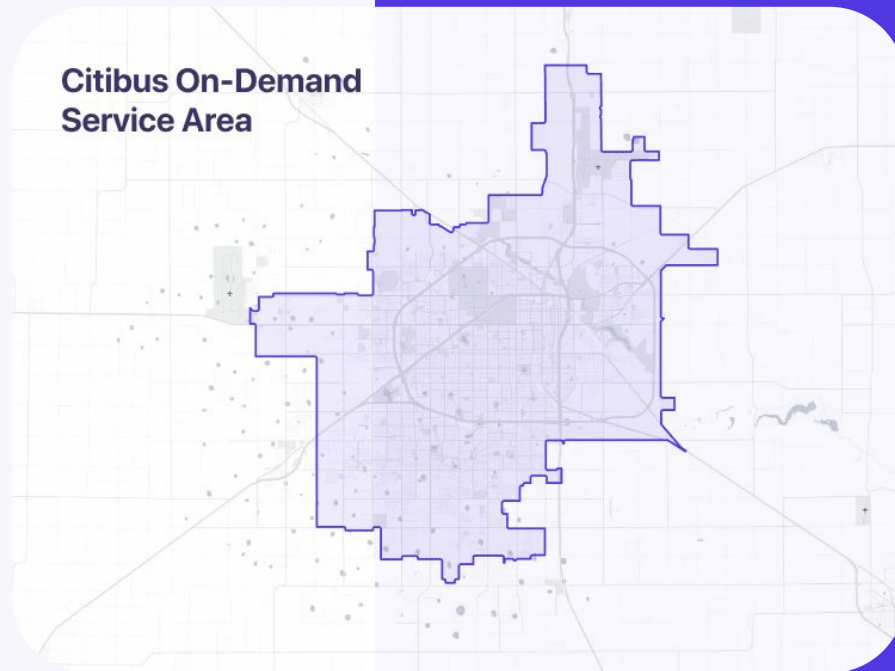
Customer Story

citibus + **spare**

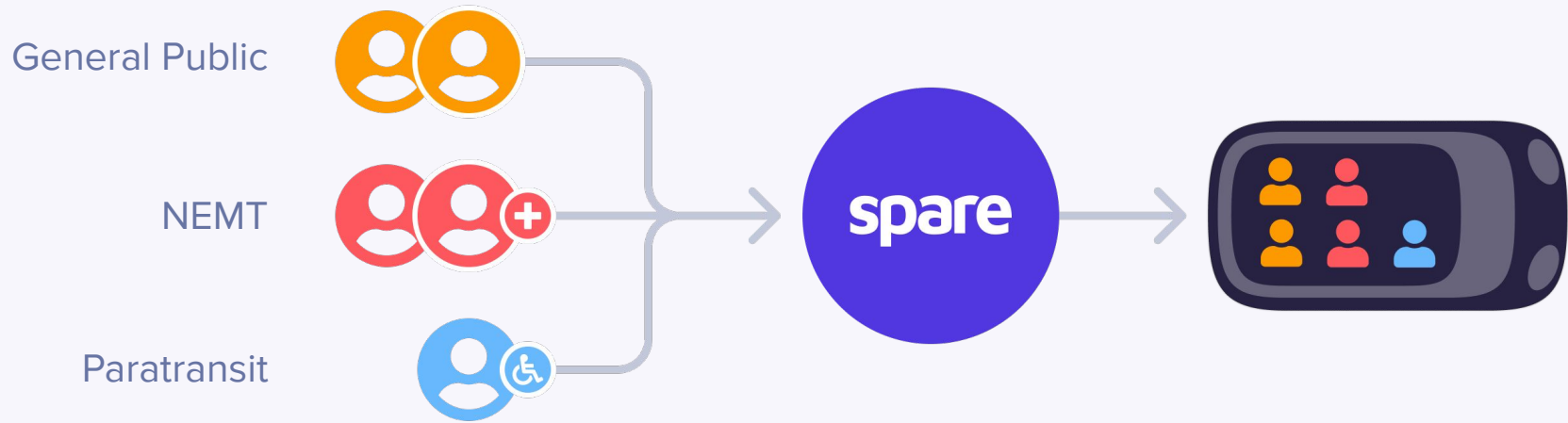
Lubbock, TX

Citibus On-Demand

Improving efficiency and rider experience with commingling



Commingling



“

We're thrilled with the service we're providing here. And at the end of the day, it's extremely easy to get the service started. We signed a contract and three weeks later we were operating.



Chris Mandrell
GM, Citibus



Ask us anything!





Thank you
for Spare-ing your time!

kristoffer@sparelabs.com

Powered by
spare



North Central Texas
Council of Governments

Building public transit for the future

Efficient, accessible, sustainably mobility in
North Central Texas.

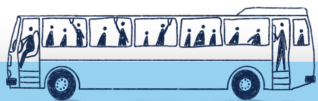
Welcome



Joshua Panter, Business Development



Laney Cloud, Via Partnerships



Multimodal Outcomes & Delivery



TRANSIT
PLANNING &
SCHEDULING



STREET
DESIGN



MOBILITY
MGMT



EXPLORE



ON-DEMAND
PLANNING



ON-DEMAND
OPERATIONS



PARATRANSIT
& NEMT



SCHOOL
BUSES



CONSULTING



INTEGRATED
TICKETING &
PAYMENTS

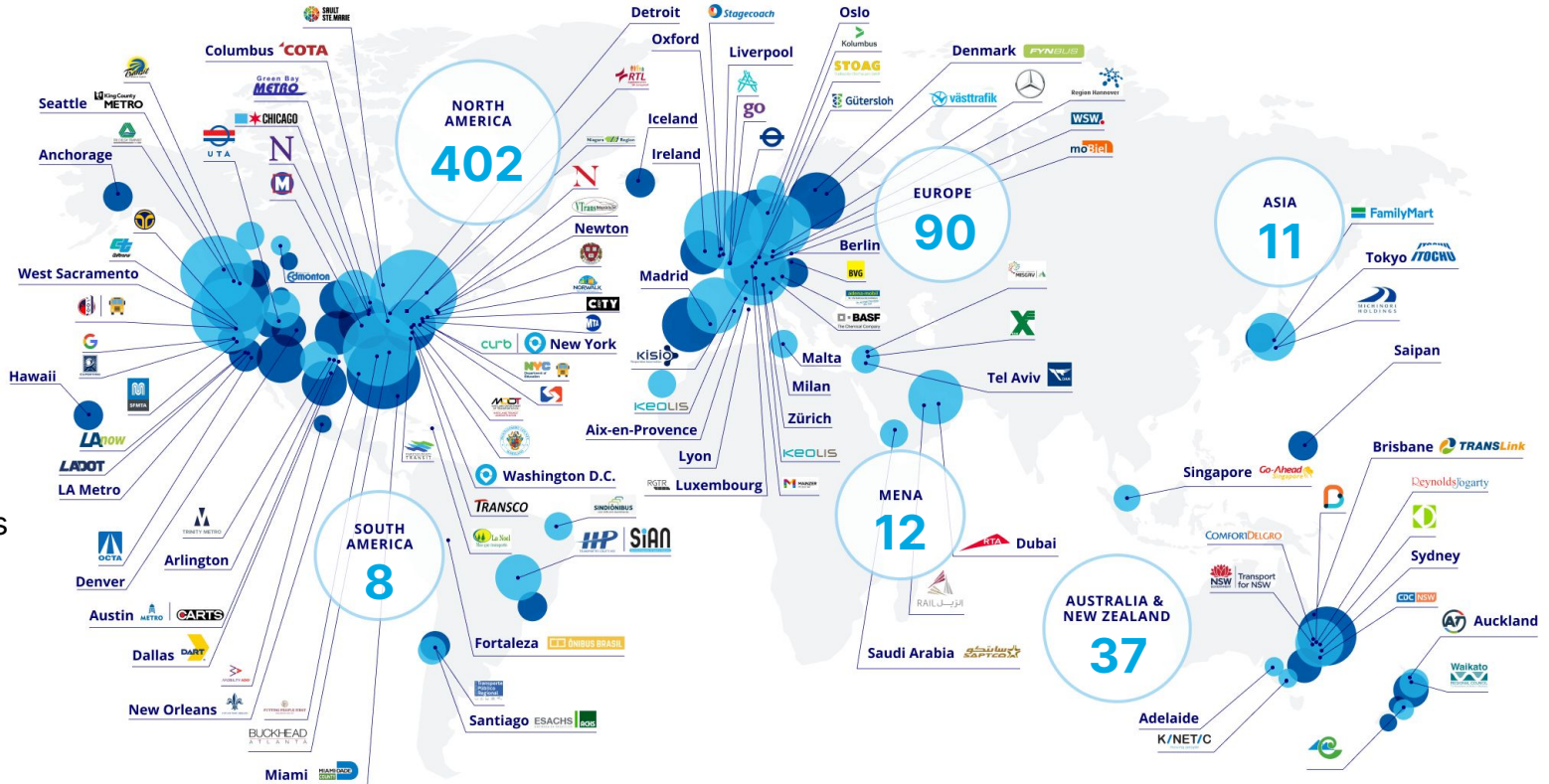
Integrated Mobility Platform

PLANNING
SOFTWARE

.....*End-to-end solutions powering public mobility*.....>

OPERATIONS
SOFTWARE

Via is the world's leading provider of advanced public mobility solutions



500+

Partnerships

24

Countries

350

Engineers

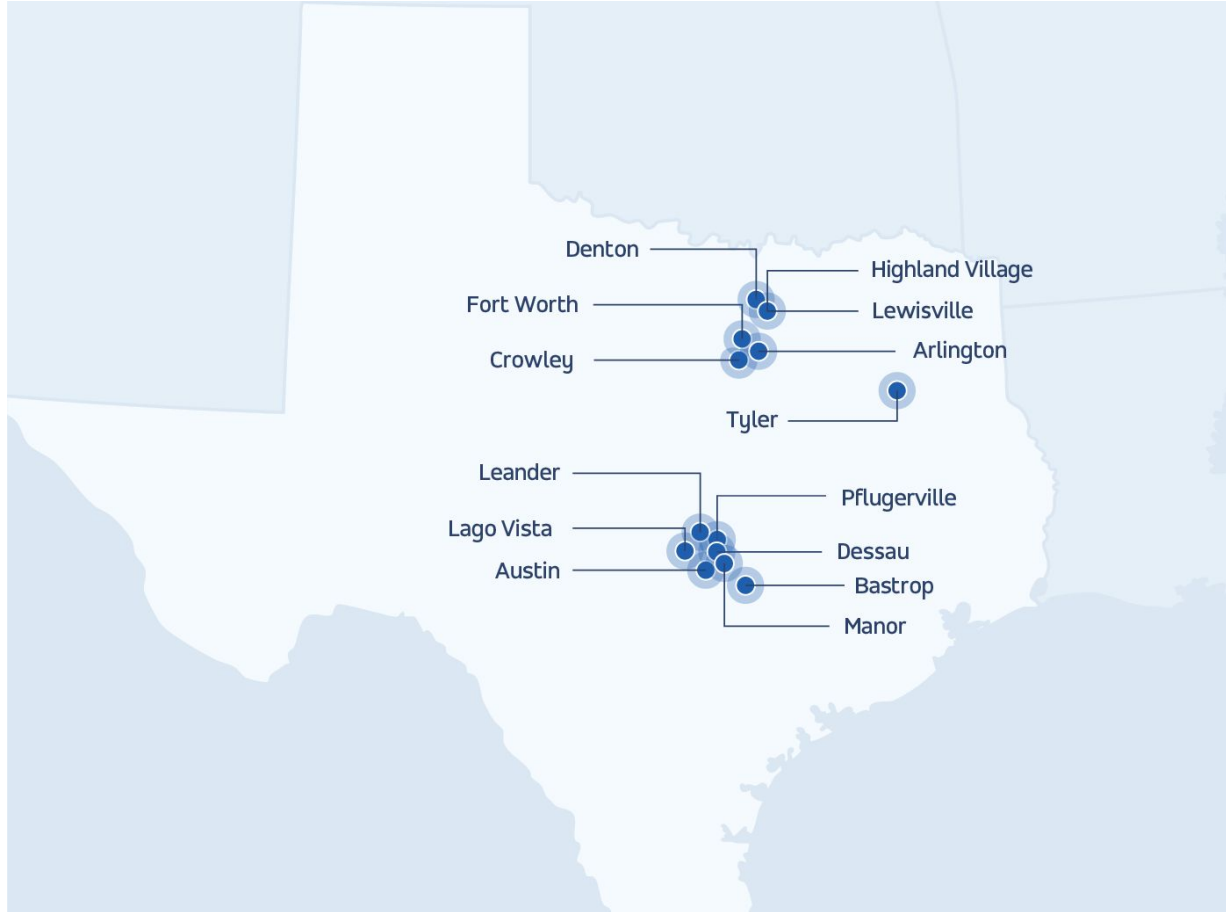


Via is the world's leading provider of advanced public mobility solutions

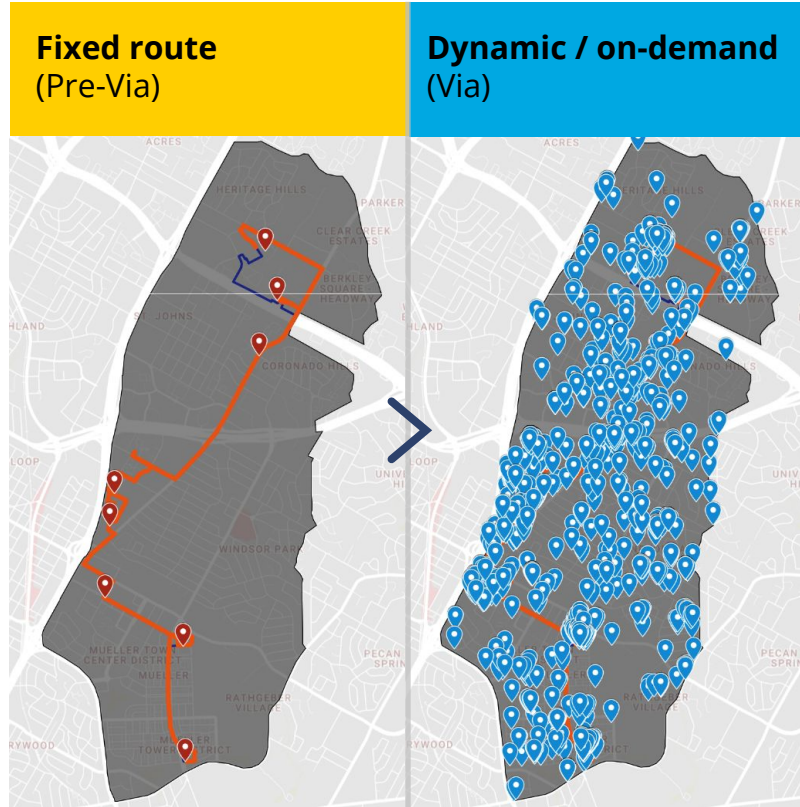
500+
Partnerships

24
Countries

350
Engineers



Convenience drives demand.



Strengths

of a hybrid fixed/on-demand model



Complements fixed transit



Tech-enabled and convenient



Cost effective



Flexible to current needs

How Via's technology works: smart rides with virtual stops.



**Pairs riders
traveling along the
same path**



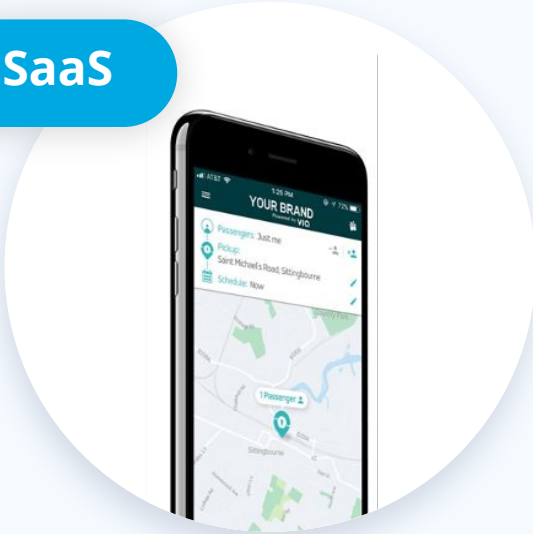
**Matches riders with
the best vehicle for
that shared journey**



**Directs riders and
drivers dynamically to
the best virtual stop**

Two partnership models — your choice.

SaaS



Software-as-a-Service

Licensing Via's on demand shuttle system to transit agencies and operators who prefer to use their own vehicles and drivers.

TaaS



Transportation-as-a-Service

Turnkey solution operated by Via on behalf of our partners that includes technology, drivers, vehicles, and operations management.

In Arlington, Via has fully scaled its 2017 on-demand pilot into a citywide transit network

400k
rides served

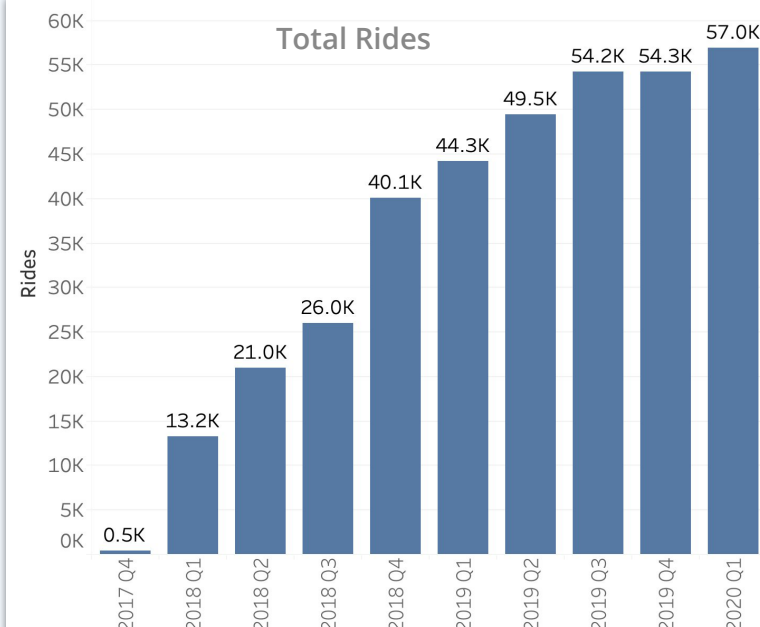
4.8
out of 5 average rider rating

70%
of riders are repeat riders

50%+
of trips are shared

City of Arlington, Texas

- Arlington is the **first American city** to rely entirely on demand-responsive public transit
- Replaced an underperforming bus with a dynamic **on-demand** service
- **Funded by the FTA**, and awarded an FTA grant to incorporate **autonomous vehicles** on UTA campus
- Deployed **three successful expansions** since launch, with plans to expand **citywide** in 2021
- Leveraging the service's vehicle in an early 2021 **advertising pilot** to **increase revenue generation for the service**



CapMetro: Austin, TX.

Problem:

Decreasing transit ridership and poor access, especially for those with limited mobility and financial means

Solution:

- Won bid to power “Pickup” service after completing a successful pilot from 2017 to 2018
- Launched expanded Pickup service in five distinct zones in August 2019
- Providing access to Austin employment hubs
- Offering a low flat fare of \$1.25, the same as MetroBus and MetroRapid
- Added sixth zone — a fast-growing and vibrant suburb — in December 2019 to expand access
- Launching two more zones in August 2020



4x

Growth in ridership vs. previous service

50%

Reduction in cost per passenger vs. previous service

2/3

passengers shared their rides prior to COVID-19



Geography:
Rural, suburban, and urban



Use case:
First-and-last-mile, commuting



Fleet:
17 wheelchair accessible minibuses



“

[Pickup] provides reliable and accessible service in zones...that otherwise have limited access.”

— Chad Ballantine, CapMetro VP of Demand Response and Innovative Mobility



150%

Increase in
service coverage

4

average rides
per Vehicle hour

300+

rides per day

City of Wilson, North Carolina.

Problem:

As Wilson's economic center shifts and takes new jobs with it, the city's decades-old fixed route system no longer serves transit riders.

Solution:

- Replaced fixed routes with RIDE, an entirely on-demand service, in September 2020.
- Using the same budget, expanded access to job sites and health care by increasing transit coverage from 40% of the city to 100%.
- Served riders who are unbanked and/or without access to smartphones by accepting payment through prepaid vouchers and offering both online and phone booking.
- Funded by FTA 5311, a competitive FTA AIM grant, and City funding.



“

[RIDE] has changed people's lives. And that's what makes me thrilled to be able to offer this service in a community like Wilson.”

— Rodger Lentz, Chief Planning
and Development Officer



Geography:
Rural



Use case:
Rural mobility,
commuting



Fleet:
10 vehicles

Green Bay METRO

0

missed paratransit trips
Since launch

98%

average on-time
performance

20%

reduction in costs since
Replacing fixed routes

Green Bay Metro: Green Bay, Wis.

Problem:

Poor rider visibility into booked rides, schedules, vehicle locations and ETAs in existing paratransit service. And need to increase overall transit coverage for residents as a result of underperforming fixed routes

Solution:

- Launched a turnkey paratransit service in April 2020, replacing a previous operator
- Building on success of ADA service, introduced a general public on-demand microtransit service in August 2020
- Rides can be booked through app or phone for both services.



“

Via makes things extremely easy for him, and they are always very thoughtful of Luke and our family throughout the service.”

— Mother of paratransit rider



Geography:
Suburban



Use case:
Paratransit,
microtransit



Fleet:
12 vehicles (shared
fleet)

ViaViewer™: A glimpse into your potential service.



Thank you.

Laney Cloud
laney@ridewithvia.com





North Central Texas Council of Governments

Mobility on Demand Workgroup
May 24, 2021

Uber

Agenda

01 Introductions

02 Uber Transit Technologies

03 Innovation on the Ground

04 Questions and Comments

01 Introductions

Uber | Routematch

Cody Cornwell, Senior Account Executive

Rob Bryans, Senior Account Executive

Todd Allen, Government Affairs & Community Relations Manager

02 Routematch by Uber | Uber Transit Technologies

Our products help expand transit



Accessible transit

Uber can provide accessible transportation options for people with disabilities and special needs with scheduled or on-demand sedans or wheelchair accessible vehicles.

- **Paratransit:** we can partner with you to support existing paratransit programs, or work with you to develop a new offering.



Complementary transit

Extend the reach of public transit with:

- **First- and last-mile:** help riders get to or from transit stops and hubs.
- **Late-night / guaranteed rides home:** offer riders a TNC alternative when transit isn't an option.
- **Transit / food deserts:** help riders get to where they need to go where transit isn't available.



On-demand shared transit

Launch microtransit by leveraging Uber's carpooling technology to provide **on-demand, shared transit** - either in sedans, wheelchair accessible vehicles or high capacity vehicles.

03 Innovation on the Ground

Use of own resources + Uber: Marin Transit

Ride Options

Choose the ride that's best for you!

Public Transit



Public transit services and their real-time departures are shown within the Uber app. You'll also receive detailed directions to your transit stop.

Marin Connect



A shared-ride transit service using five-passenger vans open to everyone. Driven by professional drivers, all vans are equipped with **Connect2Transit** chair lifts and bike racks.

UberPool



This service is a shared-ride service operated by Uber's network of TNC drivers. Selecting the UberPool option could match you with riders going to the same general area, allowing you to share the costs. UberWAV provides additional wheelchair accessible vehicles when available. When Uberpool is not available, UberX is provided.



Marin Connect **\$4.00**

1:48pm

Accessible shared ride by Marin Transit



Pool **\$8.62**

1:50-1:59pm

Shared rides with the option to walk



Transit **\$2.00**

1:55pm

Public transit routes in your city



Indicates accessible options



Select rides are discounted up to \$5 to and from transit stations in Marin on Marin Connect and UberPool. [Read More >](#)



Additional discounts for riders eligible for Marin Access programs. [Read More >](#)



Robert Betts

Director of Operations and Planning Marin Transit:

“Our top priority was the integration of multiple options; Subsidies, Vouchers, A robust network of drivers alongside of own offering Real-time transit information in the app”

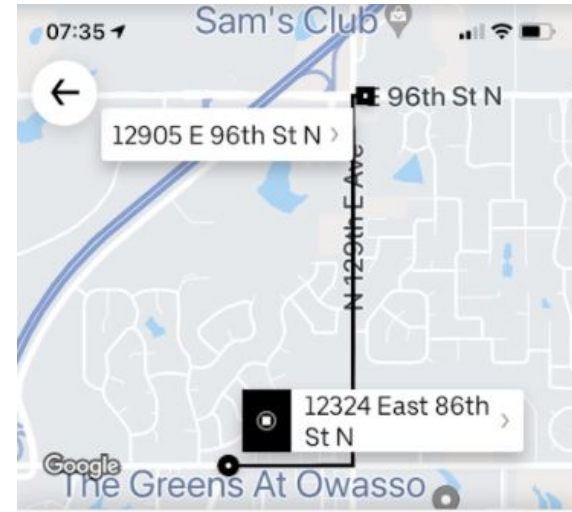
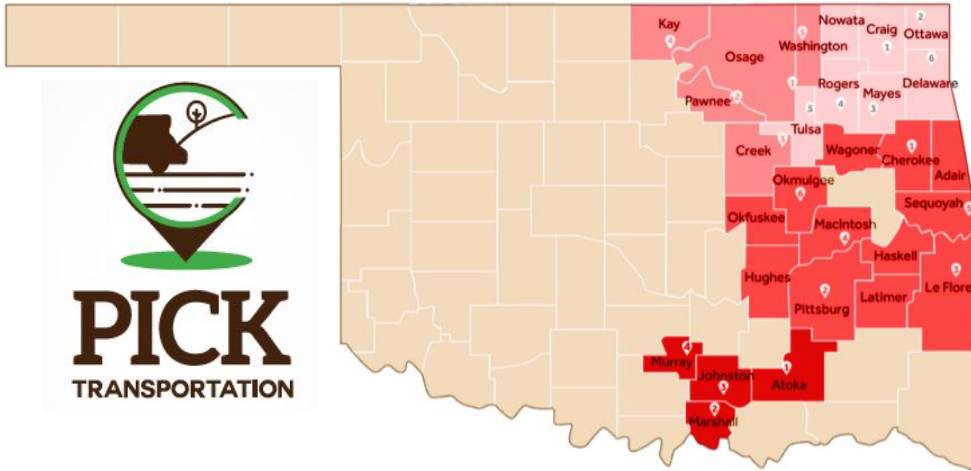
Source: APTA Webinar October 29th 2020

Uber Transit | On-demand paratransit

PICK Transportation

PICK Transportation provides flat-fare on-demand service to residents of Eastern Oklahoma on evenings and weekends through a single application to provide a superior customer experience.

- 21 Rural Communities will receive on-demand service thanks to PICK
- 4 transit agencies partnering to deliver this service
 - Pelivan, KiBois, Cimarron, and JAMM
- Utilizing the Uber application to book real-time on-demand rides
- Extending service to evenings and weekends where service was previously unavailable



PICK Transportation 2 \$3.00

07:39 dropoff

Accessible, shared ride by PICK

How many seats?

Since you'll share the ride with others, there's a 2-seat limit



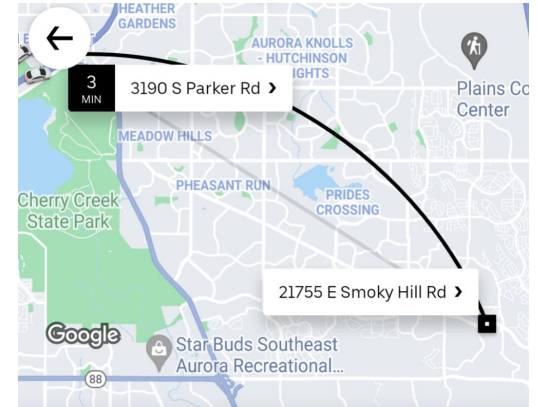
On-Demand Paratransit

Regional Transportation District, Denver

Denver RTD offers ADA riders traveling within specific boundaries on demand paratransit service. This offers riders with greater spontaneity and freedom during peak operating hours. This has resulted in a per trip reduction in costs from approximately \$60 down to \$20 per ride

- Ambulatory and Wheelchair accessible riders
- 4 trips per day
- 60 Trips per month
- Peak service hours
- \$2 fares with subsidies up to \$20
- Opt in program

“ With this launch, Denver is the first city in the world to launch Uber Transit Journey Planning and transit ticketing in the Uber app while also leveraging Uber’s software to provide the most equitable, connected and accessible transportation possible



17% promotion applied



UberX ³

\$13.93

1:43pm dropoff

\$16.78

Affordable rides, all to yourself



Regional Transportation District

You pay first \$2.00, 60 trips remaining

Choose UberX



On-Demand Shared Transit

Dallas Area Rapid Transit (DART), Texas

Dallas Area Rapid Transit (DART) is partnering with Uber for a one-year pilot program to provide North Texas riders greater flexibility and more options for their transportation needs.

With this partnership, riders will get up to 2 free UberPool rides per day in eligible areas to or from an eligible DART station,* and drivers will receive UberX fares for UberPool trips in eligible areas, plus 50 cents for each pickup added to a trip.

Travel to or from any DART station or transit center within a zone is \$1, and travel to or from any destination within a zone is \$3. DART expects the pilot to save money by using smaller, on-demand vehicles.

In addition to being able to order a trip in the Uber App, riders can access on-demand rides in GoPass®, DART's all-in-one travel tool through an API integration.

“ \$15 per rider - cost of DART's traditional bus service,
Now \$5 per rider with Uber

New Mobility Options in Plano:



GoLink **Uber**




We're working together to deliver great curb-to-curb service for you in **Legacy West, Far North Plano & North Central Plano/Chase Oaks.**

5:00 a.m. – 8:00 p.m., Monday – Friday



More information at DART.org/GoLink

Book your GoLink or UberPool trip in the GoPass® app!
No smartphone? Call 214-452-1827 to request service.

	UberX 4 8:15am dropoff	\$23
	Pool Shared rides in partnership with DART	\$0
	UberXL Extra seats and luggage space	\$47

Questions & Comments

Thank you!

Cody Cornwell: cody.cornwell@uber.com

Rob Bryans: rob.bryans@uber.com