

**North Central Texas  
Council of Governments**

**AGENDA**

**Mobility on Demand (MOD) Working Group**

**Tuesday, June 7, 2022**

**1:00 - 2:30 pm**

**Virtual Meeting**

**Welcome and Introductions**

NCTCOG

**DCTA GoZone and MaaS Service Plan Presentation**

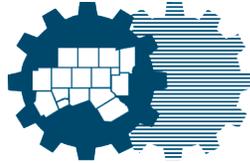
DCTA

**Shared Mobility 2030 Action Agenda**

Shared Use Mobility Center

**Discussion**

**Adjourn**



## North Central Texas Council of Governments

### Mobility on Demand Working Group Meeting Minutes

Microsoft Teams

June 7, 2022

1:00 - 2:30 p.m.

#### Participants:

- **NCTCOG:** Rachel Jenkins, Gypsy Gavia, Shannon Stevenson, Julie Anderson, Thomas Bamonte, Martin Bate, Ying Cheng, Clint Hail, Dora Kelly, Dan Lamers, Travis Liska, Timothy Oleary, Andrew Pagano, Ezra Pratt, Marian Thompson, Brendon Wheeler, Hua Yang, Brianna Weber, Kate Zielke
- **AECOM:** Kristina Holcomb, Andrew Ittigson, Todd Plesko
- **Catholic Charities of Fort Worth:** Matt Jacobs
- **City of Arlington:** Ann Foss, Melissa Hetzel, Bob Johnson, Alicia Winkelblech
- **City of Grand Prairie:** Monica Law
- **City of McKinney:** Akia Pichon
- **City of Plano:** Chad Ostrander
- **Community Transit Services:** Katie Ragan
- **DART:** Noah Berlin, Dwight Burns, Gregory Elsborg, Jesse Flores, Nevin Grinnell, Lisa Threatt, Jing Xu, Ralph Zaragoza,
- **DCTA:** Brandy Hazel, Whitney Trayler
- **FTA:** Marc Oliphant
- **Irving Holdings:** Jack Bewley, Charlie Johnston
- **MATA:** Vic Cervantes
- **Qryde:** Jack Kelly
- **SPAN:** Diane Beck
- **Spare Labs:** Kristoffer Vik Hansen
- **STAR:** Kim Britton, Sherri Faulk, Tommy Hendricks
- **SUMC:** Benjamin De La Peña, Hannah Wilson
- **Texas Transportation Institute:** Todd Hansen
- **Toyota Social Innovation:** Kelli Gregory
- **Trinity Metro:** Phil Dupler, Carla Forman, Eva Williams, Rodney Woods, Janice Pearce
- **UT Arlington:** Mehrdad Arabi, Stephen Mattingly
- **Via:** Laney Cloud, Madeline Peña, Nahry Tak

## Welcome & Introductions

### DCTA MaaS Service Plan Presentation (*slides attached*)

Javier Trilla, AVP of Innovation and Information Technology – DCTA

- Joined DCTA a couple of months ago and has been with the agency since almost the start of the service
- Provided an overview of DCTA structure and services
- On-Demand services began with the Lewisville Lakeway Zone microtransit pilot in 2019 and in September 2021 GoZone service was launched
  - Overlaid services and didn't see the cannibalizing of ridership that they expected
  - Since launch they have doubled the fleet with 60 vehicles and have continued to have high, additive demand
  - DCTA plans to do both an operational analysis and fare analysis to find the right balance of services
- GoZone services have expanded, and its flexibility provided greater coverage area and extended hours
  - It has allowed for Sunday service and a replacement for the A-train on Sunday by allowing travel across zones
  - Have noticed heavy usage near UNT – even though GoZone doesn't go into campus to avoid overlapping with the bus route
  - Also noticing that fluctuations during UNT breaks are not there as before
- Overall, the pandemic and people working from home have created new challenges and patterns. Will be learning how summer patterns and the effect of prices affect demand.

### Q & A

- When are you thinking of raising the fare?
  - Come October or November to coincide with the fiscal year.
- What is the average wait time?
  - Somewhere between 18-22 minutes
  - Goal to reach 15 minutes and less than 50% seat unavailability.
- Is DCTA facilitating rides outside the dedicated zone?
  - The map on the slide is borrowed from another presentation and the points on the map outside the zone show points of interest and not rides.
- How long did it take to get your GoZone app up and running? What is the benefit to switching to GoPass app?
  - From procurement to launch it was about 6-9 months
  - As for GoPass app, it's not a complete switch as riders can still use the GoZone app but it will riders to have both options.
- Do you allow advanced booking in the zones, if so how far in advance? Can you track trip requests outside of your zones?
  - No advance bookings and those that call for a ride need to be ready to be picked up soon after, usually in about 15 minutes

- Not providing pre-booking and doing so would take more resources and lead to more seat unavailability since riders could be pre-booking at the same time (ex. Start/end of the workday).
- How do you determine pick up points?
  - They are determined based on public feedback and feedback from Via.
  - The Board and stakeholders can also provide information.
- How do per ride, per passenger mile, etc. costs compare to fixed route service costs using same metrics?
  - DCTA staff will follow-up for this question as information was not readily available.
- Any assessment of environmental impact of shared ride service vs. fixed route service-- e.g., emissions per passenger mile?
  - Assessments have not been done yet.
- Do you have any plan to use non-dedicated providers (TNC's) or are all your supply limited to your vehicle supply limited to your 60 dedicated vehicles?
  - The plan is to use the limits of the 60 dedicated vehicles.
  - The current service is set up as its own ecosystem and is a turnkey service, which makes it limited right now.
  - Have had discussions about supplementing vehicles with agency ones but no current roadmap.
- What is the long-term opportunity if ridership continues to grow? More vehicles or certain routes go back to fixed?
  - In the short-term they have added more vehicles to support the higher ridership.
  - They are looking at heat maps and will be using the upcoming operational analysis to make long-term decisions.
- Has the Sunday service been popular across the zones?
  - Numbers weren't readily available, but it has been substantial to warrant the service.
- Who is performing your Comprehensive Operations Analysis (COA)?
  - Via Strategies is assisting (they are another team at Via) in addition to Accenture
- Based on your experience do you think there is some natural limit on the size of the shared ride service area? --i.e., when average trip length gets over X miles service efficiency and costs go off the rails.
  - Yes, but don't have exact numbers and it is one the reasons they are looking for multi-modal options.
  - May also consider some pricing structures to make rides more efficient.
- Comments/Observations: One of the interesting things in the region as there is growing areas with on-demand service will be the integration with GoPass and impacts to fare policies.

- There is an equitable fares project in the pipeline to continue and address concerns, especially for low-income riders.
- Suggestion that if we look at regional fares, need to get a consultant to do a fare/price sensitivity analysis.

### **Shared Mobility 2030 Action Agenda** *(slides attached)*

Benjamin de la Peña, Chief Executive Officer - Shared Use Mobility Center (SUMC)

- In 2018 Shared Mobility Principles for Livable Cities was put together and placed people first but lacked commitments from organizations
- Now in 2022 concerns about climate change have continued and its impact on local communities
  - Much of the prior discussion within transportation have focused on electrification
  - Electrification is not enough and cost-wise it might not be an option for low-income households
  - In conversations with other organizations there was need to organize around action and follow-up on the 2018 Shared Mobility Principles
- Shared Mobility 2030 Action Agenda
  - SUMC facilitated work on the agenda with various organizations and released the proposed agenda about 2 weeks ago
  - Since the release, another 30 or so organizations have demonstrated interest
  - Presented overall goal and reviewed seven (7) strategies that the coalition of organizations developed

### Q&A

- What are the strategic components of shared mobility?
  - One is changing the narrative so that options are freedom – for example, mobility hubs, slower lanes, and safer sidewalks
  - Also, thinking of the street as both public and private to including multi-modal transportation options
- What does sharing information and success related to the components look like?
  - It's a group effort and still in development as the organizations involved move into the next phase
  - Participating organizations would help shape the discussion.
    - Looking into moving towards a membership model
    - Government entities are limited by donation requirements
  - Organizations can also just choose to be listed as a supporting agency
- How do we create common standards?
  - Working with organizations and it's not so much picking a standard for all but all participating organizations committing to creating standards that connect to equity and climate
  - It's not a particular standard or "data for data sake" but what is the standard measuring and what for
  - Have worked with other projects and is a signatory of the Mobility Data Interoperability Principles (link below)

- One of the challenges in DART is that there are 31 on-demand zones covering very large areas and currently Google won't show the zones. What do you think the group can do to move the industry forward?
  - If there is a group of more than 100 organization saying to Google "we need you to show this data" that is more effective than just one
  - Mentioned note that it's interesting that when GTFS came out, Google had difficulty getting transit agencies to utilize it and now it's common practice
  
- Could we get a site to the shared mobility data standard that was referenced?
  - The Mobility Data Interoperability Principles referred can be found here: <https://www.interoperablemobility.org/>
  - It was also noted from participants that there is a transactional standard for demand-response services that was developed by TRB. More info here: <https://www.trb.org/Main/Blurbs/180593.aspx>
  
- North Texas is continuing to experience rapid population and job growth, but the pressure of this seems to lead to more sprawl. We need lots of funds for sidewalks in buildup areas, but it seems like the big dollars are going to extending roadway development into rural areas. How is that changed?
  - What has to change is the organizations that are participating in discussions and having a standard metric for equity and climate
  - Acknowledgement that it's not really an answer of how things have changed but what things need to change and that's one of the items that the agenda is trying to address

#### Next Meeting

- Next meeting will be in September 2022
- Format will be TBD but meeting poll shows a strong preference to remain virtual
- Would you like to present or propose a topic? Have anyone to add to our contact list? Information can be sent to Rachel at [rjenkins@nctcog.org](mailto:rjenkins@nctcog.org) or Gypsy at [ggavia@nctcog.org](mailto:ggavia@nctcog.org)

#### Closing



NCTCOG PRESENTATION

# MOBILITY ON DEMAND WORKING GROUP

June 7, 2022

1/2 MILE



# AGENDA

DCTA GoZone Update

Shared Mobility 2030 Action  
Agenda

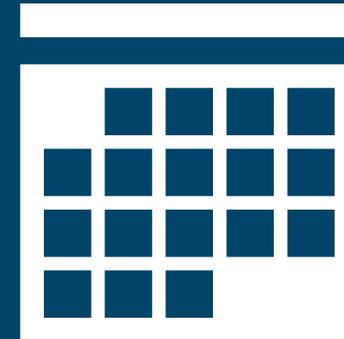
Discussion

Closing



# NEXT QUARTERLY MEETING

- September 2022
- Meeting format TBD
- Please contact us to suggest future meeting topics or add a colleague to the invite list



# CONTACT US



Rachel Jenkins, AICP Candidate  
Senior Transportation Planner  
Transit Management and Planning  
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Principal Transportation Planner  
Transit Management and Planning  
[ggavia@nctcog.org](mailto:ggavia@nctcog.org)



# GoZone: On-Demand Services in Denton County

Presented by: Javier Trilla  
AVP of Innovation and Information Technology

# DCTA – Agency Overview

## VISION, MISSION AND CORE VALUES

DCTA is committed to improving mobility, air quality, economic development and livability in North Texas. With the implementation of core values that prioritize safety, accountability, commitment, excellence, integrity and respect, DCTA is determined to be a leader in advancing mobility alternatives in North Texas.

Established Under Texas Transportation Code Chapter 460 (2002)

Supported by 1/2¢ Sales Tax from Denton, Highland Village, and Lewisville

DCTA Bus Service Begins (October 2005)  
A-train Revenue Service Begins (June 2011)  
GoZone Service Begins (September 2021)

Board of Directors (Appointed)  
5 Voting Members (5 Alternates), 6 Non-Voting Members



# DCTA – Agency Overview

- A-train Commuter Rail
  - 21 miles, 5 stations
  - 19-mile Rail Trail
- Connect Bus Service
  - Denton Connect
    - Routes 2, 3, 4, 5, 6 and 7
  - Monsignor King Shuttle
- UNT Service
  - 12 shuttle routes
  - UNT Lyft Program
- GoZone
- Access Service
- Commuter Vanpool Program
- Regional Connections
  - North Texas Xpress
  - DART Trinity Mills Station
- Frisco Demand Response
- Coppell Lyft Program



# DCTA – On-Demand History

- Deployment of Microtransit Pilot Programs – *Lewisville Lakeway Zone*
- Mobility-as-a-Service Contract Model – *Broker of Services*
- Transformation Initiative – *A Catalyst for GoZone*



# GoZone – How It Started

- GoZone launched on 09/07/2021
- Promotional pricing of \$.75 per ride
- 30 vehicles at launch
- New market of riders
- Overlaid services



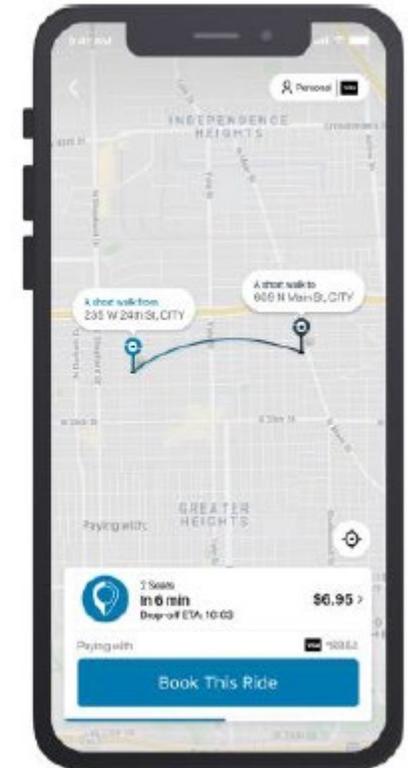
# GoZone – Where We Are Today

- Over 60 vehicles in fleet
- Expansion into Castle Hills
- High, additive demand – over 3,000 requests per day
- Operations Analysis – Finding the right service mix
- Fare Structure Analysis – Finding the right price



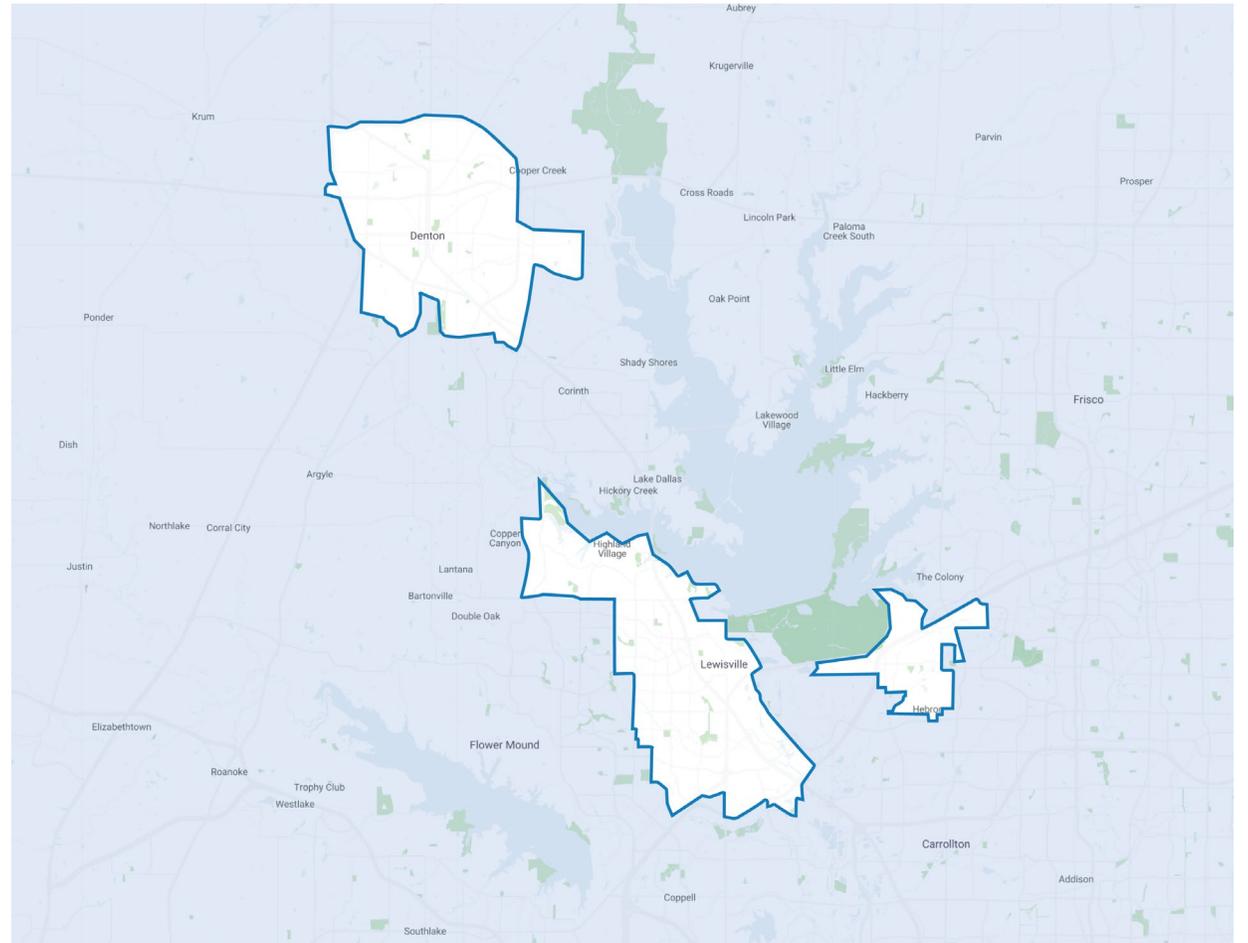
# GoZone – How Does It Work?

- Book via mobile app or customer service
- Multiple ways to pay:
  - App based payment with stored credit card
  - Cash fares accepted by driver
  - DCTA fare media
  - GoPass
- Pickups and drop-offs at designated points throughout zones
- Vehicle options:
  - Wheelchair Accessible Vehicle
  - Bike Racks

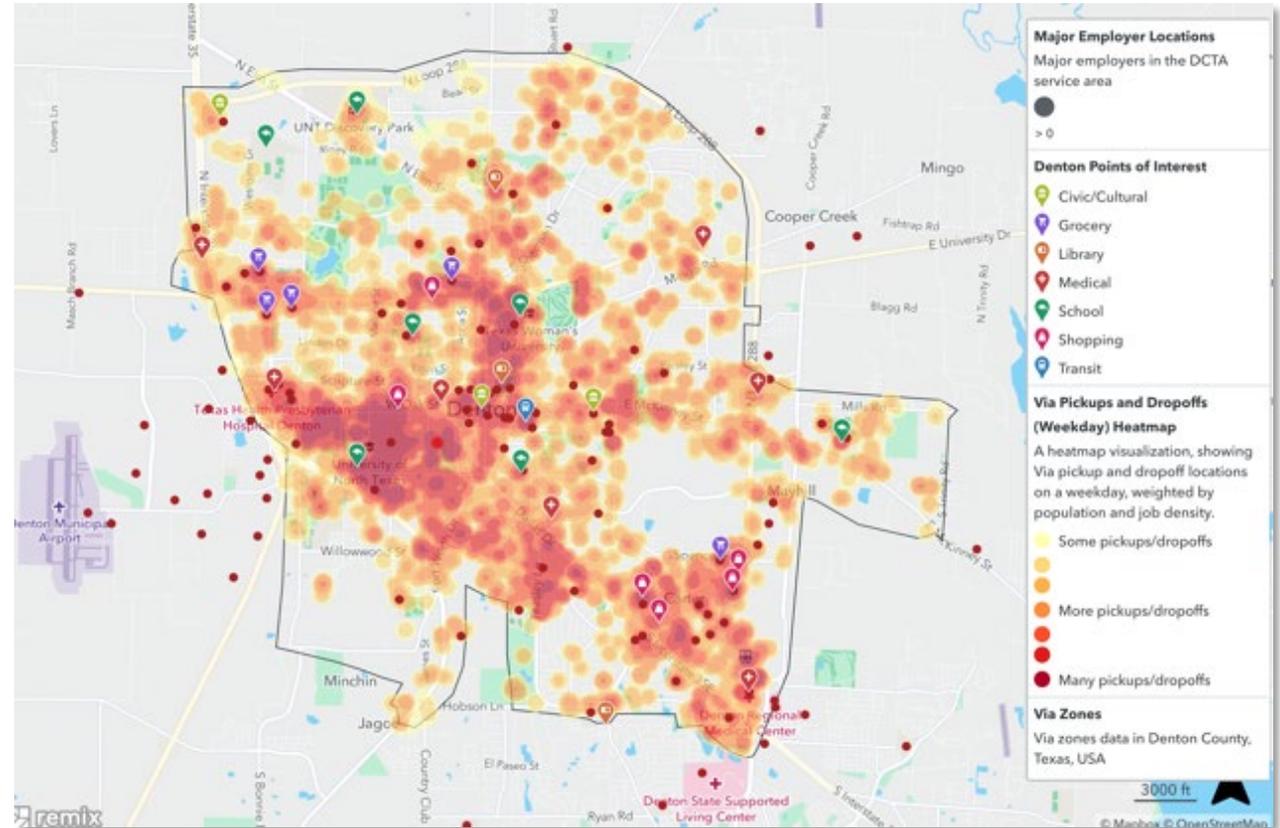
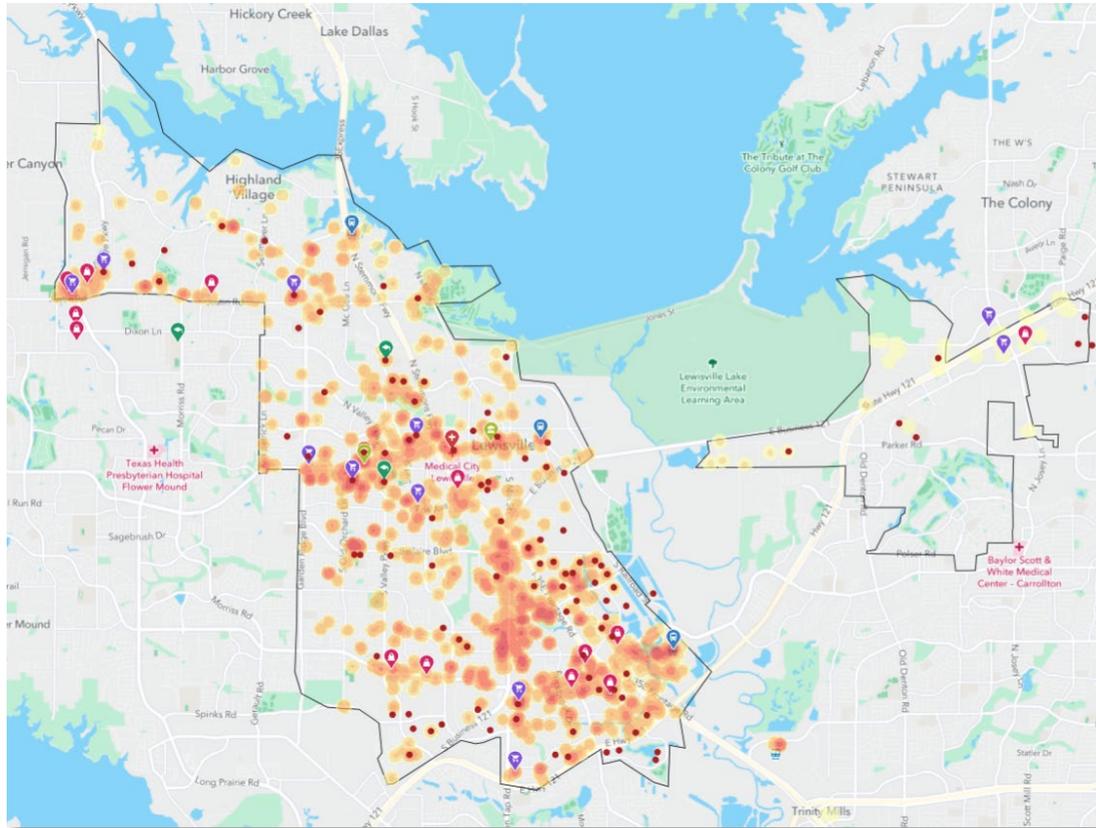


# GoZone – Moving People in the Community

- GoZone has expanded DCTA's service offerings in multiple ways:
  - Greater Service Coverage
  - Sunday Service
  - Late Night Service (Expanded Hours)
  - Sunday A-Train Replacement Service
- Efficiency – Flexible Supply Response



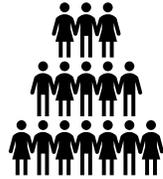
# GoZone – Finding Ridership Patterns



# GoZone – By the Numbers



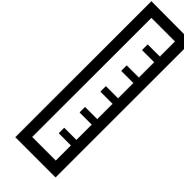
368,000  
Passenger Trips



13,311  
Unique Riders



4.7 out of 5  
Average Rating



4.3 Miles  
Average Trip Length



2,313  
Highest Daily Ridership

\*Data since service launch, 9/7/2021

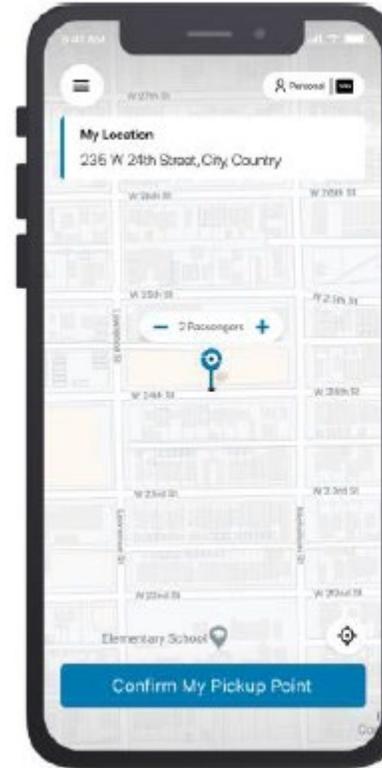
# GoZone – What We've Learned

Assumptions made prior to the launch of GoZone have been affected by:

- Changing Travel Patterns
- High Demand
- Long Trips
- Trip Aggregation

Things we are still learning:

- Summer Demand
- Effect of Price Changes on Demand



# DCTA – What's Next?

- Multimodal / Intermodal App-based Transit Solutions
- Regional Solutions: Integration into GoPass
- Data-driven Modifications to Fixed Routes



Questions?



# 2018

## Shared Mobility Principles for Liveable Cities

The future of mobility in cities is multimodal and integrated. When vehicles are used, they will be right-sized, shared\*, and zero emission. These principles guide urban decision-makers and stakeholders toward the best outcomes for all.

1

### Plan cities and mobility together

\*Shared vehicles include all those used for hire to transport people (mass transit, private shuttles, buses, taxis, auto-rickshaws, car and bike-sharing) and urban delivery vehicles.

SharedMobilityPrinciples.org  
#LiveableCities  
#10principles



**2022**

**The future in question**

**The past unresolved**

**The present in stress**

**2022**

***The climate crisis and persistent social, economic, and racial inequality are shaped in no small part by how our roads and streets are designed to prioritize cars over people.***

2030 !

Time to find a way forward

**TIME TO ACT**



## We need a to-do list

We come together to advance shared mobility to confront the **climate crisis**, redress the **inequality** in our communities, and **ease the cost burdens** of transportation for families



We need a to-do list

# Shared Mobility 2030 Action Agenda



# Shared Mobility 2030 Action Agenda

to make shared mobility

*more reliable, easier to use, and more available*

*more equitable and accessible*

*more environmentally sustainable*

*more economically sustainable*

*...than driving a car*



2022 NATIONAL SHARED MOBILITY SUMMIT



# Shared Mobility 2030 Action Agenda

1. Invest in and build out the infrastructure for shared mobility as standard components of all transportation projects



# Shared Mobility 2030 Action Agenda

**2. Invest in and build the foundational technology and information systems that make shared mobility more reliable and available, accessible, and easier to use**



# Shared Mobility 2030 Action Agenda

**3. Create and use products and incentives to help households shift to more shared mobility**



## Shared Mobility 2030 Action Agenda

**4. Create standards to measure how shared mobility is making our communities and our society more equitable. Use these outcome measures widely.**



## Shared Mobility 2030 Action Agenda

5. Create and use a standardized way to measure carbon emissions for shared mobility vehicles, technology, services, and operations that shows comparisons with other transportation modes. And commit to lowering the lifecycle carbon emissions of shared mobility services (vehicles, technology, and infrastructure).



# Shared Mobility 2030 Action Agenda

6. Find and develop new, sustainable ways to fund more shared mobility



# Shared Mobility 2030 Action Agenda

**7. Create the institutional foundations and processes that help shared mobility become affordable and economically sustainable**

Actionfigure.

**ACEEE**  
Smart Energy. Clean Planet. Better Lives



cityway

**DEMANDTRANS**  
SMART • MOBILITY • SOLUTIONS

**DENVER**  
TRANSPORTATION & INFRASTRUCTURE

**FP FULL PATH**

**HNTB**



InfraStrategies

**MDOT**  
OFFICE OF PASSENGER TRANSPORTATION

**ITDP**  
Institute for Transportation & Development Policy

**NU MO** New Urban Mobility alliance

Pinellas Suncoast Transit Authority

**N NELSON**  
NYGAARD

Memphis Area Transportation Authority

**S** Superpedestrian



**Sam Schwartz**

**SANDAG**

**SPIN**

Stantec



ANN ARBOR **SPARK**

Zipcar

**transit**



# Shared Mobility 2030 Action Agenda

[www.sharedmobility2030.net](http://www.sharedmobility2030.net)



# Shared Mobility 2030 Action Agenda

We hold ourselves accountable for advancing this Shared Mobility Action Agenda so that by 2030, equitable, low-carbon shared mobility will be more convenient, more practical, more available, easier to use, and even more accessible and more affordable than owning or driving a car. We will make our planet healthier, our communities more equitable, and households more prosperous.



Time to act!

# Shared Mobility 2030 Action Agenda