

Overview of Mobility On Demand Activities in Dallas-Fort Worth

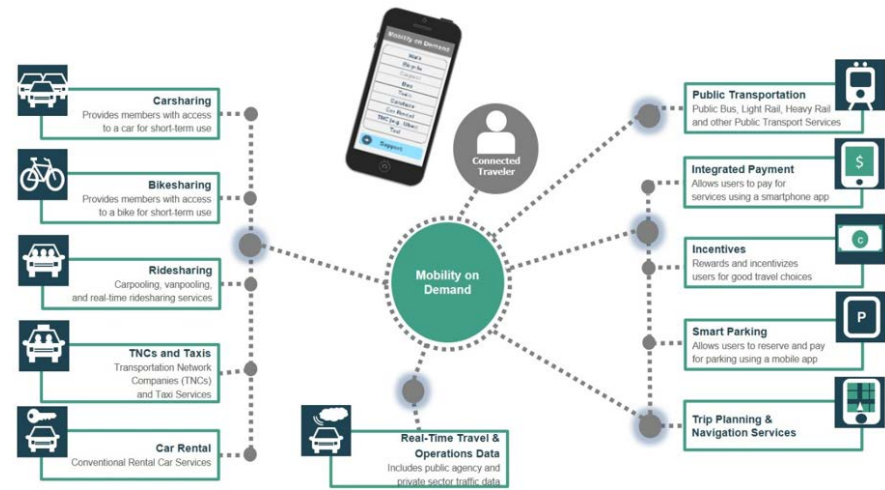
NORTH CENTRAL TEXAS REGIONAL

MULTIMODAL TRANSPORTATION OPERATION MANAGEMENT SUMMIT

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Mobility On Demand Concept and Goals



U.S. Department of Transportation
ITS Joint Program Office | Federal Transit Administration | Federal Highway Administration

Enhance transportation **efficiency, effectiveness, and customer experience** by promoting accessible, equitable, reliable, and seamless multimodal service for all travelers where transit is a fully integrated, vital element through innovative technology and partnerships

Existing Mobility On Demand Projects in Dallas-Fort Worth

Dallas Area Rapid Transit (DART)

- GoPass 3.0
- GoLink
- On-Demand Paratransit Pilot Program with Lyft
- On-Demand D-Link (coming soon)

Denton County Transportation Authority (DCTA)

- Highland Village/Lyft Program
- University of North Texas at Denton/Lyft Program
- Denton Enterprise Airport On-Demand/TransLoc
- Lewisville On-Demand (coming soon)

City of Arlington

- Arlington/Via Program
- Arlington/Drive.ai Program

City of Frisco

- Frisco/DCTA/Drive.ai

Toyota/MV Transportation

- Alliance Link



Source of Photos: DART, DCTA, City of Arlington, City of Fort Worth

NCTCOG's Efforts on Mobility On Demand

Cross-cutting efforts integrating multiple program areas at NCTCOG

Regional coordination, information sharing, and consensus building

- Mobility On Demand Working Group (www.nctcog.org/mod)

Integration into transportation plans, visions, and performance measures

- Mobility 2045
- Access North Texas

Research

- Integrating Mobility On Demand into modeling and forecasting

Technical assistance for regional partners

- Education, grant application, letter of support, and so on

Potential Future Considerations

Continue to foster collaboration across agencies to benefit from existing resources for Mobility On Demand demonstrations

Standardize integration of Mobility On Demand into Metropolitan Planning Organization's multimodal transportation planning process

Evaluate and strategically implement Mobility On Demand projects that improve regional performance to meet the goals of both long- and short-range plans

Embrace innovative mobility ideas and new mobility technologies when they become available

Questions and Comments

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Learn more about NCTCOG's Mobility on Demand Working Group, please visit www.nctcog.org/mod