AGENCY FACTS

SERVICES
- 24 Bus Routes
- A-train Commuter Rail
- Demand-Response Services
- Paratransit Services
- Commuter Vanpools
- Commuter Bus

RIDERSHIP
- Carried Over 2.9 Million Passengers in FY ‘16

INNOVATION
- Integrated TNC; Taxi Partnership
- Real-Time Travel Tools

LEADERSHIP
- Financial & Transparency Awards
- Nationally Recognized Staff and Programs
CHALLENGES: TRANSIT IN A SUBURBAN ENVIRONMENT

- More Affluent Communities
- Limited Access to Transit Stations
- Commuting – Work and Education
- Single Family and Retail Centers
- Street Layout
- Lacks Service Sector Labor Force
TRANSIT MARKETS IN SUBURBAN AREAS

First and Last Mile Connections
Paratransit Alternatives
Site Specific or Employment Centers
Entertainment and Special Events
Connections to Commuter Rail
SUBURBS & TRADITIONAL FIXED-ROUTE CHALLENGES

- Lacks the Necessary Density
- Narrow Streets
- Inefficient Use of Traditional Transit Service
- Lower Ridership
- Higher Cost Per Passenger
CHALLENGES: TRADITIONAL ON-DEMAND / PARATRANSIT

- Mandated, But Not Cost Effective
- Low Efficiency
- Limited Availability
- Trips Require Advance Booking
- Possibility for Trip Denials
• Limited Stop Circulator
• Taxi: Direct Rider Request
• Taxi: Agency Dispatch
• TNC Rider Request
• Riders Meet Specific Agency/Regulatory Requirements

• Purchase Debit Card Through Vendor with subsidy and limits set by municipality. (4:1, 2:1 Etc.).

• Passenger Books Trip Through Vendor, Pay with Debit Card

• Vendor and Agency
QUALIFY
• Passengers Meet Specific Agency/Regulatory Requirements

Fare
• Pay Same Established Fare in Agency Vehicle or Taxi

BOOK TRIP
• Passenger Requests Trip Through Agency Call Center

CUSTOMER SERVICE
• Taxi may be dispatched in lieu of Agency fleet
QUALIFY
• No Rider Specific Eligibility; Qualify Based upon trip Origin/Destination, Time of Day and other parameters

Fare
• Pay TNC Rates (Including Surge Pricing) Less Agency Discount

BOOK TRIP
• Passenger Requests Trip Via Mobile App

CUSTOMER SERVICE
• Vendor Driven; Limited Agency Involvement
CURRENT UBER PARTNERSHIP / HIGHLAND VILLAGE

Open to General Public

Service Parameters: Geofence, Timeblocking

$2.00 discount for all trips within zone

Customizable
EXPANDED ON-DEMAND RIDESHARE SERVICES

- Going Beyond Pilot Program
- Higher Cost Contract
- Compatible with Transportation Grants
- Program Options
- Not Exclusive to TNCs
REQUEST FOR PROPOSALS

“On Call” Service Contracts with Task Order Based Program Deployment

Customer Driven Transportation

Experienced

Geographic criteria that is automatically applied

Ridership Data Provided
REQUEST FOR PROPOSALS

Ability to Service Various Markets

- Paratransit
- Connections to Transit
- Late night service / special events

Provide Different Discount & Subsidy Arrangements

- Adjustable Subsidy
- Fixed Fare (DCTA makes up the difference)
- Preloaded Passenger Account

Customizable Service Parameters
PROCUREMENT TIMELINE

- Fall of 2016 – Develop RFP
- January – Release of RFP
- February – Proposals Due
- March – Evaluation of Proposals
- March 23 – Board Approval
- Ongoing – NTP and Contract Negotiation
Results

- Proposals Accepted from Lyft and Irving Holdings
- Taxi Voucher Program Implemented in McKinney
- Taxi Dispatch Program in Frisco
- Lyft Program in Development
- Expansion and Customization Opportunities
CHALLENGES

- Convey Need for Flexible Approach
- Insurance Requirements
- Undefined FTA & Funding Regs
- Surge Pricing
- Evolving Technologies
- Privacy Concerns & Ridership Data
REAL TIME TRANSIT SERVICE
(FUTURE VISION)

- Compliments Traditional Transit
- Leverage Private Sector
- Cost Containment
- Flexible, Convenient
- Customizable
- Innovative Technology
REAL TIME TRANSIT SERVICE
(FUTURE VISION CONTINUED)

- Adjustable for Subsidies
- Customer Driven Demand
- Serves Unbanked Customers
- Serves Customers w/o Smartphones
- Option for Paratransit Service