DART
Mobility on Demand Project

Mobility on Demand Working Group
August 21, 2017

Todd Plesko
VP Planning & Development
Agenda

• Timeline for MOD
• MOD Pilot Test Areas in Plano and Southern Sector
MOD Progress Timeline

- Equity and Accessibility Plan  March 23, 2017
- Project Management Plan  July 26, 2017
- APP Planning for MOD Software  April 3, 2017
- Hackathon  June 6-9<sup>th</sup>, 2017
- Procurement of MOD Software  June 30, 2017
- Micro transit Technology Installed  August 4, 2017
- Micro transit Training  August 11, 2017
- Micro transit administrator training  August 14, 2017
- Micro transit field testing  August 21, 2017
Timeline Continued

- Go Link Micro Transit Design installed on 3 vehicles – Aug 1, 2017
- Lunch time pilot test of Legacy micro transit – August 28, 2017
  - Two vehicle 10 am until 2:00 pm through Feb. 2018
- Bundled Pricing Workshop – Oct. 10th, 2017
- Unwire, Vix, MJM Payment Workshop – Oct. 24-27th, 2017

Implementation Dates
- Go Link (Micro transit) – Feb. 19, 2018
- Go Pool (vanpool and carpool) – Feb. 19, 2018
- Go Connect (TNC – Lyft) – Feb. 19, 2018
- Go Live (Taxi) – April 17, 2018
- Go Live (Bike Share) – June 18, 2018
Go Link Today
Go Link Possibility for the Future
Legacy Lunch Service
(Starting in August)
Legacy Lunch pilot expands to larger zone
Order your ride

DART
11:16 AM
via Parker Road Station

$10.00

DART PoD
12:03 PM - 12:11

You are approaching Parker Road Station, and it is time to order your Public on Demand pick-up.

Order now, so your driver can be at the station to take you to Toyota at Headquarter Drive.

A confirmation will follow with estimated pick-up time.

REQUEST RIDE
<table>
<thead>
<tr>
<th>Mode</th>
<th>Departure Time</th>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>DART</td>
<td>11:16 AM - 1:01 PM</td>
<td>1 h 45 min</td>
<td>$5.00</td>
</tr>
<tr>
<td>DART</td>
<td>11:15 AM - 1:17 PM</td>
<td>2 h 01 min</td>
<td>$5.00</td>
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<tr>
<td>DART</td>
<td>11:16 AM - 1:01 PM</td>
<td>1 h 45 min</td>
<td>$5.00</td>
</tr>
<tr>
<td>Multi-Modal Combo</td>
<td>11:16 AM via Parker Road Station</td>
<td>59 min</td>
<td>$13.43</td>
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<tr>
<td>Uber</td>
<td>11:14 AM - 12:50</td>
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<tr>
<td>RIDE SHARE / ON-DEMAND</td>
<td>11:14 AM - 12:50</td>
<td>37 min</td>
<td>$29.65</td>
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<tr>
<td>Lyft</td>
<td>11:17 AM - 12:52</td>
<td>40 min</td>
<td>$27.98</td>
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SCHEDULE CAR POOL SERVICE

301 East 12th St, Dallas, TX

Toyota Headquarters Drive

DAY TOMORROW

TIME 8:00 AM - 8:30 AM

You will be matched with a car pool driver at 8:30 PM. After match is made you will receive a message with details about the ride. If match is not made, you will receive a guaranteed payment for alternative transit. Trip can be cancelled until 8:30 PM

REQUEST CAR POOL

Car pooling app

GET THE APP
Questions?