NCTCOG MOD Workshop

Toyota Motor North America (TMNA) and Denton County Transit Authority (DCTA)
DCTA: REGIONAL PARTNER

A-TRAIN STATIONS

- A-TRAIN LINE
- A-TRAIN EXTENSION
- UNION PACIFIC RAILWAY
- KCS LINE
- COTTON BELT

- I-35W
- SRT 121
- BURLINGTON NORTHERN SANTA FE RAILWAY

- DCTA MEMBER CITIES
- DART MEMBER CITIES
- DCTA SERVICE AREA
- TRINITY METRO MEMBER CITIES
Toyota aims to directly enable affordable, low emissions mobility, improving environmental outcomes and quality of life for elderly, disabled and low-income Americans, while also strengthening Toyota North America’s competitive advantage.

**Green Mobility**

Improve access to mobility solutions that are Greener, Safer, Integrated, and more inclusive by designing, delivering & scaling solutions for communities across North America.

- Lower Emission Transport
- Support Services for LE Transport
- Energy tied to LE transport

**Personal Mobility**

Improve usability, affordability & quality of mobility products and services for those individuals facing the greatest mobility challenges, the elderly & people living with disabilities.

- Accessible vehicles
- On Demand
- Assistive devices

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ALLIANCE TEXAS
**ALLIANCE TEXAS**

<table>
<thead>
<tr>
<th>Alliance Texas</th>
<th>Developed by Hillwood Properties in Fort Worth</th>
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<tbody>
<tr>
<td></td>
<td>Home to more than 480 companies with 48,000 employees</td>
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<td>Employees arrive to Alliance Texas from Denton, Fort Worth, etc.</td>
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<td>Challenges</td>
<td>Access to transportation – first mile/last mile</td>
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<td>High employee turnover</td>
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<td>Tapped out talent pipeline</td>
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ALLIANCE LINK

Alliance Link:

- Established for low wage workers of Alliance Texas
- Alliance is a 9 month pilot shuttle that started in April 2018
- Riders book a trip with the Alliance Link app - $1 cost per trip
- Service Hours
  - M-F 4:30-7:30am & 4:40-7:30pm
  - Sa-Su 5:30-7:30am & 4:00-7:30pm
## ALLIANCE LINK GOAL

**Ultimate Goal:** Provide an on-demand, last-mile transportation solution for Alliance employees with mobility challenges

<table>
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<tr>
<th>Expand</th>
<th>Expand talent pipeline in different areas</th>
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<td>Decrease</td>
<td>Decrease employee turnover due to transportation issues</td>
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<td>Decrease traffic in the area by reducing single passenger vehicles on the road</td>
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<td>Reduce</td>
<td>Reduce carbon footprint of employees commuting and improve local air quality</td>
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ALLIANCE LINK – SERVICE STOPS

United Way (fiscal agent)
Spare Labs (technology provider)
MV Transit (shuttle provider)
Trinity Metro/ DCTA (public transit liaison)
Hillwood Properties (real estate developer)
ALLIANCE LINK - SPARE LABS METRICS

April 9, 2018
Start of service

- 42 Recurring riders
- > 80% Fixed route market capture
- 40.2% Pooled trips

483 Rides

4.4 min Average wait time

40 min to 7.45 min Change in first/last mile travel time

Fort Worth
Majority of home addresses

“Great people”

“DJ was an awesome driver!!!
Keep up the good work!!”

“Awesome!!”
ALLIANCE LINK - CHALLENGES

Data of employees
- Zip code
- Mode of transportation
- Mobility Challenges

Employer Support
- Advocating service
- Key stakeholder on project
- Data Collection
- Serving all shifts

Ridership
- Ridership of Trinity Metro/DCTA
- Public Transit Connectivity
- Behavior Change – public transit versus personal vehicle
ENHANCED CONNECTIVITY TO ALLIANCE

• Economic Opportunity Lyft Zones
  • Considered transfer within transit system/linked trip
• Route 65 Service to complement Routes 63/64
  • 7 days a week
  • Enhanced Service Hours to address shift work
  • Direct access to employer
• Target populations
  • UNT, TWU, NCTC students
  • Low-income workers
NEXT STEPS

**Short Term**
- Engage Alliance Employers
- Engage DCTA/Trinity Metro/Hillwood
- Establish marketing and communication plan
- Collect and analyze data

**Mid-Term**
- Engage Alliance Employers
- Engage DCTA/Trinity Metro/Hillwood
- Continuous Improvement - refine service area/hours
- Collect and analyze data

**Long Term**
- Work with stakeholders to implement Sustainability Plan
Q&A