DART’S Shared Mobility Vision

CONTINUOUSLY IMPROVE THE TRANSPORTATION EXPERIENCE
A seamless and user-friendly solution for public and third party mobility transport options with a one-touch payment solution.

EXPAND THE REACH OF PUBLIC TRANSPORT
Lower the cost and expand the reach of public transportation to provide high quality, first and/or last mile services including use of TNC’s now and autonomous vehicles when technologically feasible.

ACCESS TO ALL CONSUMERS
Integrate equitable MOD solutions including comparable access for the unbanked, disabled, low income, smartphone challenged customers and typically non-transit customers.
The terms “first mile/last mile” refer to the distance a person must travel to get to or from a transit stop. DART is working with transportation partners to increase the options available to bridge that distance and make riding transit a viable choice for more people.
Simple Idea: Integrated Ticketing, Payment and Mobility Options

Partially Sponsored by FTA MOD Sandbox Demonstration
# GoPass 3.0 Updated Timeline

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>2018</td>
<td><strong>Project Startup and Backend Development</strong>&lt;br&gt;Backend Development and App development (iOS and Android)&lt;br&gt;Third-party on-demand integration&lt;br&gt;QA Testing</td>
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<td>2019</td>
<td><strong>GoPass 3.0 Pilot Continues</strong>&lt;br&gt;Estimated Full Launch of services at the end of January 2019&lt;br&gt;GoPass 3.0 Pilot Testing&lt;br&gt;Testing Single shared Ride TNC Mixed Supply</td>
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- **September**: Go 2.0<br> nef<

- **October**: Backend Development and App development (iOS and Android)<br>Third-party on-demand integration<br>Work in progress

- **November**: GoPass 3.0 Pilot Testing<br>Testing Single shared Ride TNC Mixed Supply<br>Work in progress

- **December**: Future<br>GoLink<br>GoBike GoConnect GoPool<br>Full Integration with more TNC's and Taxi, bike share and various other modal opportunities. New trip planner with enhanced customer experience
Roadmap

“Go” Platform

Current Deployment Schedule
- GoPass Tap/App – Mobile Fare-capping
- GoPass Tap Card – Soft Launch
- GoPass App – Trip Planning update

Q1 FY19
- MaaS integration into GoPass 3.0 creating a multimodal experience
  - GoLink – full
  - GoPool – full
  - TNC – app switch
  - Bike – app switch
  - Taxi - pending
- GoPass Tap Card – Official Launch
- GoPass App – Apple Pay

Q2 FY19
- “Open Payments” – acceptance of contactless credit/debit cards
- Paratransit mobile & Tap Card capabilities
- Paratransit – Travel Ambassador link
- *Schedule can be adjusted

Q3 FY19
- Account-based integration; “one account” for Tap & App solutions
- Additional reduced fare acceptance – GoPass App
- “See something Say something” app integration

Pending
- Other agency acceptance into the GoPass App & Tap solutions
- Dallas Streetcar integration into GoPass App & Tap solutions
- Kiosk app integration for event planning
- Google & Samsung Pay
- Paratransit – new contract requirements
Mobility Vision 1

Rail and High Frequency Bus

Service Plan
High Frequency Routes
Weekday Peak Periods

LEGEND
- Service Area
- Rail Stations
- Rail Alignment
- Major Roads
- Weekday Peak Bus Service
  - 15 Minute (or less) Frequency
  - Other Routes
Mobility Vision 2
Shared Mobility Zones Where Traditional Transit Fails
Growing Microtransit Usage in Plan

Legacy

North Central Plano

Pick-Up Locations

Drop-Off Locations
Growing Microtransit Usage in Southern Sector

Kleberg Zone in June 2018

Rylie Zone in June 2018
Since DART Initiated GoLink Service Ridership has exploded

- Significant ridership increases in areas with service gaps
- Decrease in call volumes due to app usage
- Substantial decline in dispatch activity
- Service provided with 10 minutes of request in all zones
Is MOD Microtransit Financially Viable?

Not Viable without TNC Style Pricing

Subsidy per rider Legacy Fixed Route 346 which was by MicroTransit $35

GoLink Subsidy per Rider $18.07 in Legacy Zone $12.36 in N Central Zone

Shared Ride TNC Subsidy per Rider in GoLink Zones $5.51
GoLink Supplemented by Shared Ride TNC

UberPool in GoPass as a mixed supply provider of GoLink

Precondition: The user has planned a journey where the first and last mile can be served by GoLink on-demand services. In this scenario the first mile the micro-transit bus arrival estimate is > 10 mins so the trip is offered to UberPool instead which has a 3 minute estimate.

First mile trip estimate is provided by UberPool instead of GoLink.

When the UberPool is dispatched the driver details are shown to the GoPass user along with the state of the trip.
Regional Challenges

• Can the DFW region afford to build upon multiple APP based solutions?
  • By the end of FY19, DART will have invested over $2.0 million in MOD technology and over $3 million in pilot testing.

• Can the platform be used to support other transit systems within the region or does everyone go alone?

• Can the region assist with the continued investment necessary to make the platform achieve all of its objectives for a broader, regional application?
Questions

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