

Mobility on Demand (MOD) Working Group
July 23, 2018
North Central Texas Council of Governments (NCTCOG)
Transportation Council Room

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1. Meeting Summary

a. Welcome

Jing Xu from NCTCOG welcomed and thanked everyone for attending the meeting. All attendees gave brief introductions as well.

b. Alliance Link Shuttle: Public/Private Partnerships

Zoha Momin, Senior Green Mobility Analyst with Toyota Motor North America (TMNA) and Lindsey Baker, Director of Strategic Partnerships with Denton County Transportation Authority (DCTA) collaborated and gave an overview of their Public-Private Partnership with Alliance Link Shuttle to provide transportation options that support low-wage workers whom are employed in Alliance, Texas. The program focuses on job accessibility and improving access specifically targeting lower income individuals. The 9 month pilot program was recently implemented in April 2018 and has already served nearly 500 rides. It is a cost effective option at \$1/trip using the Alliance Link app. The app is free to download and allows the service to function on-demand which also allows for rides with other passengers going to the same or similar destinations. Currently, booking a trip via smartphone is the only option for payment, however, if a rider does not have access to a smartphone, there is a form to submit online to request additional information for commuting purposes.

Lastly, Alliance Link focuses on three specific overarching goals including: expansion into other sectors and areas, decreasing employment turnovers because of limitations on transportation, and reducing traffic in Alliance due to single-occupancy vehicles which also helps to improve local air quality.

c. Partnership between FedEx and STAR Transit

Mike Sims, Deputy Executive Director with STAR Transit gave an overview of the current service operations within Inland Port recognizing more recent initiatives to promoting MOD opportunities. FedEx Home Delivery is among the newest locations for service via Hutchins Shuttle. Hutchins Shuttle offers convenient service and is a cost effective option at \$1/trip, which is paid while boarding the bus. STAR Transit's current MOD operations include a more community-based feel including a cohesive and high quality customer-driven focus.

Currently, STAR Transit is collaborating with City of Desoto to add additional services and also has two other goal jurisdictions (Mesquite and Rockwall) for expansion. These options will likely become available in FY 2019.

New Wave MOD, as defined by STAR Transit, is focusing on increasing customer mobility while simultaneously decreasing costs. Successful goals and implementations will include ridership utilizing TNC and Taxi services as well as payment options via a mobile app or phone and collecting data and customer feedback.

d. DART MOD Sandbox Project Update

Somayah Moazzeni, Service Planner II with DART, gave an update on DART's MOD Sandbox Project. This project has three main components to its vision:

- Continuously improving the transportation experience
- Expanding the reach of public transportation
- Allowing access to all consumers

DART has examined growth potential of population, economic growth, current issues such as affordable housing, poverty levels, and spatial mismatches regarding employment and transit availability. MOD is an alternative for increasing transit availability to address transportation issues for expansion into reaching underserved and lower income areas as well as promoting additional transportation options for areas that are growing rapidly.

DART's GoLink Program currently operates six MOD Zones, (Legacy, North Central Plano, Inland Port, Rowlett, Kleberg, and Rylie), and has seen ridership increases overall, with majority of its daily ridership in the Legacy and North Central Plano Zones. This on-demand service allows users to connect with services via the TapRide app, which allows riders the opportunities to schedule rides and request an accessible vehicle, if need be. For those who do not have access to a smartphone, there is also a call-in option as an additional add-on component.

DART has determined that MOD Microtransit is viable with TNC-style pricing and/or additional ridership. DART's hope through additional Sandbox Grant improvements via technology and TNCs, will increase ridership, both cost effectively and equitably.

e. Whitepaper on Accessibility and MOD Options

Cody Nelson from NCTCOG gave an overview of the current completed Whitepaper on Accessibility and MOD Options for people with disabilities in the Dallas-Fort Worth (DFW) region developed by NCTCOG staff. The whitepaper examines the mobility and accessibility needs of people with disabilities and helps to facilitate those needs via transportation options. The whitepaper includes current up-to-date options and will be updated on a regular basis to inform the public on transportation availability throughout the DFW region. The whitepaper does include organizations in DFW that assist with linking people with disabilities to the most appropriate transportation options. Some of the services in DFW that assist in mobility options are Transportation Network Companies (TNCs) and Taxis. The whitepaper includes regulations, restrictions, as well as

benefits geared specifically towards people with disabilities and can be used as a direct resource or guide for transportation availability and options.

f. Using a MaaS Platform to Enable a MaaS Ecosystem

John Horner, National Practice Lead with Kapsch gave an overview and demonstration of approaches to foster MaaS initiatives and defining an ecosystem with clear stakeholder functions and a cloud-based service solution. The company Fluidtime acts as a platform service operator in the MaaS Ecosystem and distinguishes between different levels of integration – from information, booking, and access to payment. This allows for a more seamless travel experience by using one single app incorporating all aspects including but not limited to: public transportation, sharing services, and taxis to achieve a common objective.

The demonstration included a brief presentation via online of how the service platform operates, combining traveler demand with integrated mobility offerings creating a seamless data transfer between mobility service providers and public transport service operators.

g. Q/A, Discussion and Future Topics

The committee did not recommend topics for next quarter's meeting. The next meeting will focus on academia and research-oriented perspective, as planned.

2. Attendee List

Catholic Charities of Fort Worth: Scott Hurbough
City of Fort Worth: Gerald Taylor, Susan Alanis
City of Frisco: Kerin Smith
City of Grand Prairie: Walter Shumac
City of Mesquite: Valerie Bradley
City of Plano: Rama Dhanikonda
Community Transit Services, Inc.: Katie Ragan
Dallas Area Rapid Transit: Somayeh Moazzeni
Denton County Transportation Authority: Jonah Katz, Lindsey Baker
Federal Transit Administration: Melissa Foreman
Irving Holdings: Jack Beverly, Charlie Johnston
Kapsch: John Horner
North Central Texas Council of Governments: Marian Thompson, Natalie Bettger, Cody Nelson, Tom Bamonte, Clint Hail, Jing Xu, Shannon Stevenson, Karina Maldonado, Caryn Sanders, Donald Parker, Ying Cheng, Tim O'Leary, Dan Lamers
Span, Inc.: Roger Muckel
STAR Transit: Mike Sims
Toyota: Trey Ingram, Zoha Momin
Trinity Metro: JD Smith, Carla Forman