

Mobility on Demand (MOD) Working Group
August 21, 2017
North Central Texas Council of Governments (NCTCOG)
Transportation Council Room

1. Meeting Summary
 - a. Welcome
 - b. Recap MOD Partnership Practices for Transit Agencies
 - c. MOD Partnership between Tarrant County and Catholic Charities
 - d. DART MOD Sandbox Project Update
 - e. Discussion and Future Topics
2. Attendee List

1. Meeting Summary

a. Welcome

Sarah Chadderdon from NCTCOG welcomed and thanked everyone for attending the meeting.

b. Recap MOD Partnership Practices for Transit Agencies

Jing Xu gave a high-level overview of national MOD statistics, practices, and key components for successful partnerships. There have been a total of 79 projects with the following purposes:

- Parking solution
- First/last mile connection
- Extension of service
- Trip planning/payment integration
- Service disruption/events
- Paratransit
- Other

Jing reviewed four case studies and shared their lessons learned as well as best practices. Key components for successful MOD partnerships include:

- Well understood transit market
- Integration with existing transit service
- Strong fiscal management
- Effective branding and marketing strategy
- Thorough performance evaluation

c. MOD Partnership between Tarrant County and Catholic Charities

Russell Schaffner (Tarrant County) and Corinne Weaver (Catholic Charities) gave an overview of their agency's joint pilot project. The purpose of this pilot is to help clients become self-sufficient with transportation. Catholic Charities' case managers help clients determine their transportation goals that best fit their situation and help them work towards achieving them. The 12-week pilot offers free rides with to work allowing clients to save the money they would have spent on transportation. Their savings can then go towards purchasing a transit pass, putting a down payment on a car, paying for a portion of a car or vanpool, etc. During this pilot, 34 clients were served. There was a reduction in the number of clients who missed work. Additionally, clients were able to save an additional

\$80/week. Catholic Charities is considering modifying the program so that trips taper to help clients transition out.

d. DART MOD Sandbox Project Update

Todd Plesko with DART gave an update on their MOD project. At the end of August, DART will test the Legacy micro transit project with two vehicles from 10:00 am to 2:00 pm through February 2018. Currently, implementation is scheduled for February 2018 but Todd is looking into pushing this back to March. Once implementation begins, DART's Go Link (micro transit), Go Pool (vanpool and carpool) and Go Connect (Lyft) will operate simultaneously. Go Live, a taxi and bike option, will be added in later. Once DART's Go Pass smartphone app is upgraded users will be able to plan a trip considering all of these options, including DART fixed route and light rail, DCTA fixed route, and the TRE.

e. Future Topics

At the next meeting, Uber and Lyft will be invited to discuss their future plans for Dallas-Fort Worth.

2. Attendee List

Catholic Charities of Fort Worth: Marianne Woerner, Scott Hurbough, Corinne Weaver

City of Arlington: Andy Richardson, Bob Johnson

City of Grand Prairie: Walter Shuac

City of McKinney: Anthony Cao

Dallas Area Rapid Transit: Todd Plesko, Kendra Bullard, Ralph Zaragoza

Denton County Transportation Authority: Jonah Katz

Fort Worth Transportation Authority: Carla Forman

Irving Holdings: Liz George, Jack Beverly, Charlie Johnston

North Central Texas Council of Governments: Sarah Chadderdon, Jing Xu, Kelli

Schlicher, Natalie Bettger, Sonya Landrum, Tom Bamonte

Span, Inc.: Roger Muckel

Tarrant County: Russell Schaffner