

APTA Legal Affairs

DART Mobility Initiatives

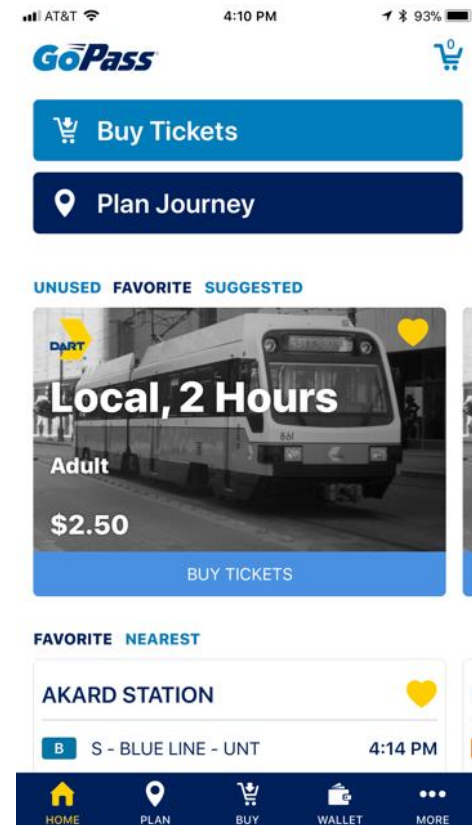
Scott Carlson
General Counsel
Dallas Area Rapid Transit

February 26, 2018



Mobility on Demand

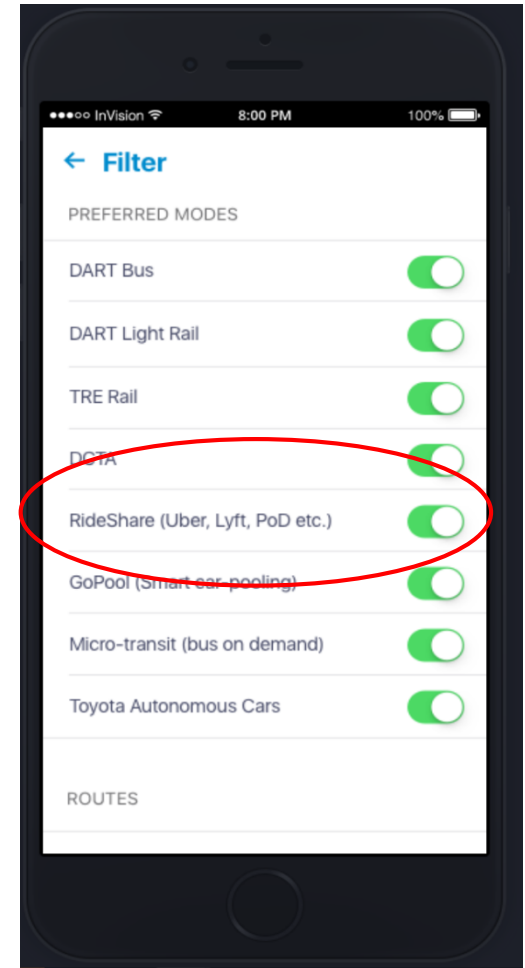
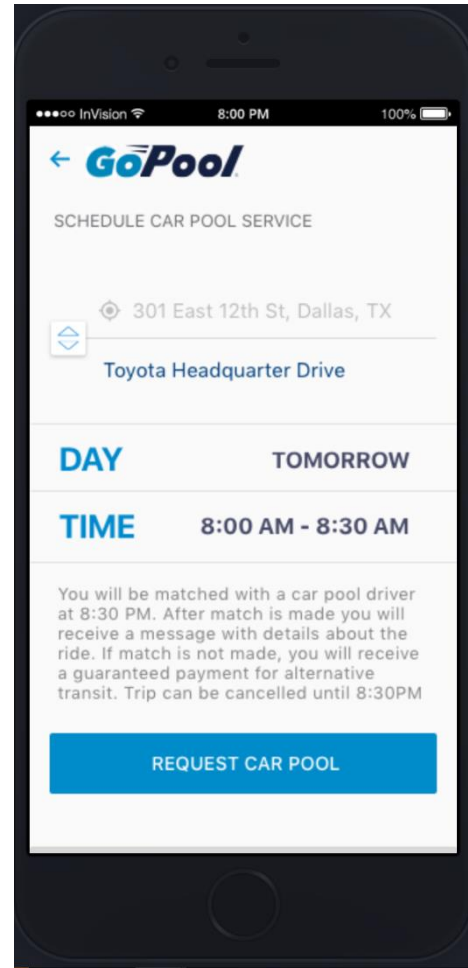
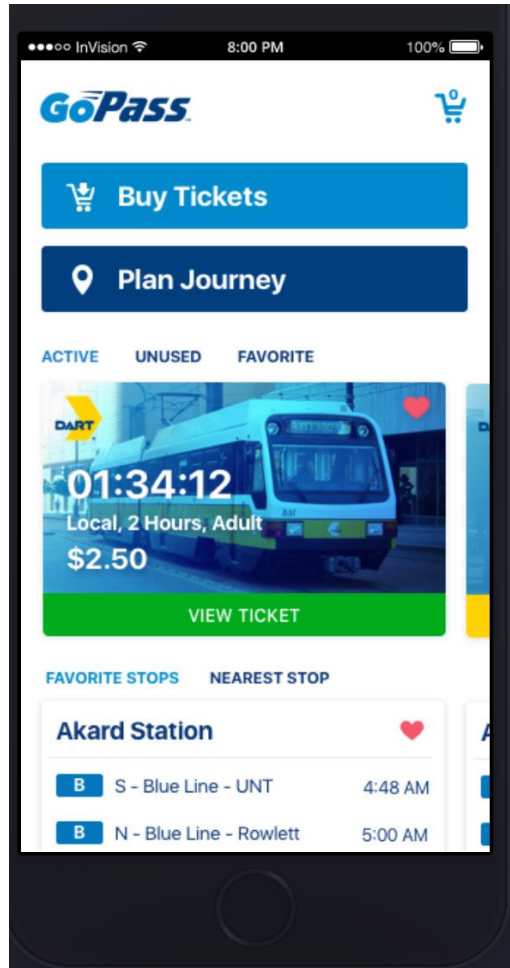
- Federal “Sandbox” grant, envisioning integration of public and third-party mobility providers
- Zones will be designated for the trial of new approaches to “first mile” and “last mile” access to/from other DART services and internal circulation
- Branded services anticipated
 - GoLink –supplemented by taxi/TNC service to reduce customer travel and wait time
 - GoPool –App based dynamic carpooling
- Upgrade of GoPass app to schedule GoLink trips
 - Dedicated phone access remains available to arrange trips



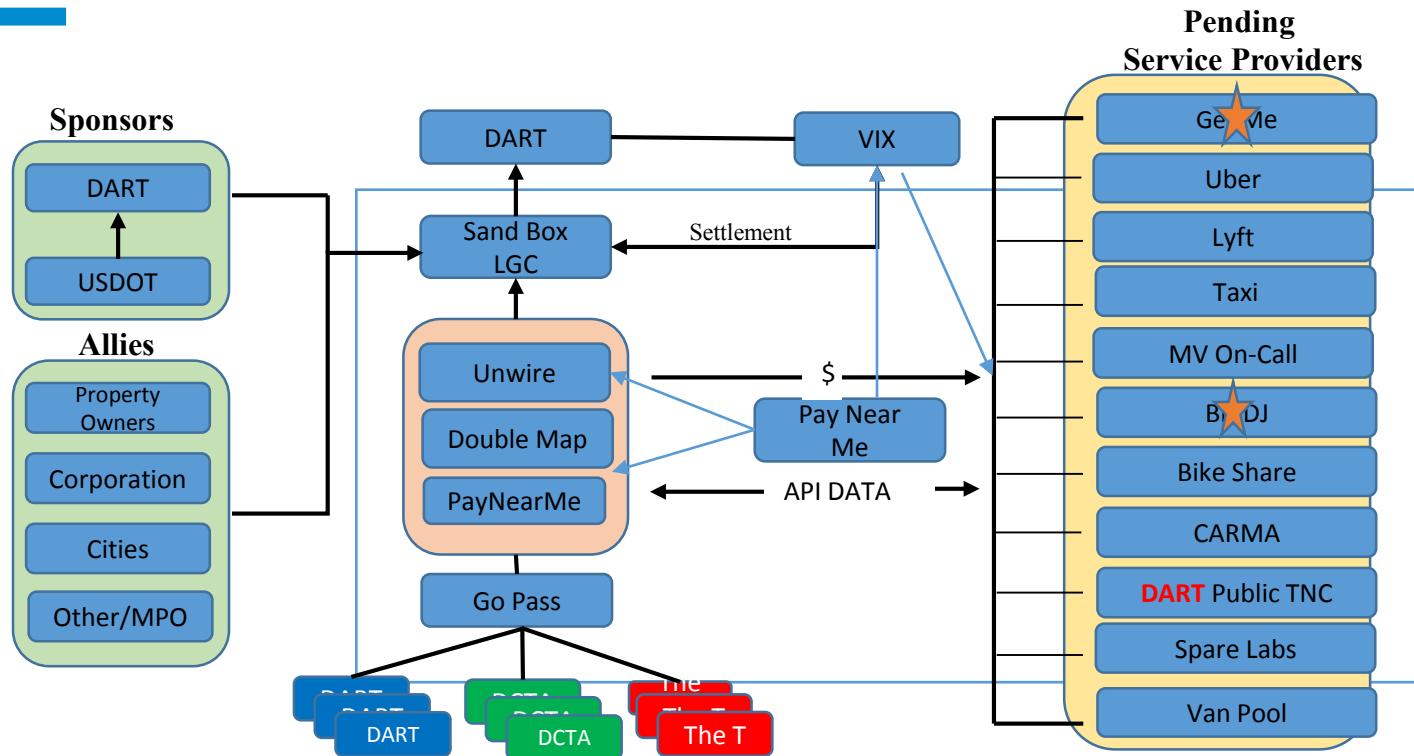
GoPass



A Simple Idea: Integrate Ticketing & Payment In One Account



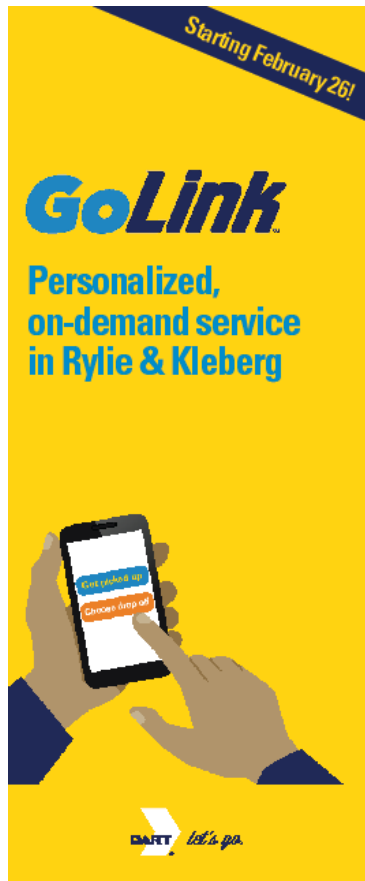
But...Many Systems to Integrate



A photograph of a city street with a blue and yellow GoLink bus in the center. The bus has 'GoLink' written on its side and a digital display showing a route. The street is wet, reflecting the sky and buildings. Tall city buildings line the street, and a yellow sign with '#HungerActionMonth' is visible on the right. A blue rectangular box with a yellow border is superimposed over the bus, containing the text 'GoLink' in a bold, dark blue font.

GoLink

GoLink



- First mile/last mile microtransit service within a 6 square mile zone
- Customer schedules service in real time through the GoLink app
- How is service delivered?
 - DART vehicles - 6 to 14 passengers
 - Supplemented by privately operated TNC's like Lyft, Via or Uber to increase vehicle availability and reduce wait time
- Short trip distance 1 to 3.5 miles
- Lower cost than low performing fixed bus routes



A yellow tram is traveling on a city street. The street has tram tracks and a brick-paved sidewalk. In the background, there are modern buildings with glass facades. One building has a large red sign with the number '1505' and a phone number '214-571-1905'. A street sign on the left reads 'Akard' and '100 W'. The tram has 'LEDREITTER' written on its front.

Transportation Networking Companies

Limited TNC Trials

- Trial 1: Uber used for travel within two On Call zones for first mile/last mile trips DART rail stations
 - DART paid for service in the test
 - Trial 1 cancelled
- Trial 2: Lyft provides ADA paratransit service for selected ADA eligible persons in specific area under contract with DART's private ADA contractor – MV Transportation
 - Trial ongoing

Link to Uber/Lyft websites on current
version of DART GoPass app

No TNC Service Agreements....Yet

- Issues that must be addressed
 - Data sharing of TNC trips on behalf of DART
 - FTA requirement regarding shared ride services
 - Other NTD non-financial data reporting requirements
 - Coverage in lower income areas
 - Accessibility
 - Payment processing



DART.org

MOD Shared Mobility Options Planned in Dallas

- DART GoLink On Demand Microtransit
- GoConnect (Uber/Lyft/Taxi and Via)
- Bikeshare
- DART GoPool

