

Public Transit Industry Offers New Innovations for Today's and Tomorrow's Commuters. Examples from Dallas, TX; Las Vegas, NV; Los Angeles, CA; and Eden Prairie, MN

Dallas Area Rapid Transit (DART), Dallas, TX. DART is creating innovative ways to connect with riders – starting with GoPass, their mobile ticketing app which allows riders to interact with the agency in the same way so many people buy their morning coffee and get their news, from the convenience of their phones. The app allows riders to plan trips, interface with ZipCar, Lyft, and Uber, as well as new payment functionality from the app for their rides. Recent updates to our GoPass™ mobile ticketing app deliver enhanced travel planning tools and a ‘cash-to-mobile’ option to help reach the unbanked market, and fare-capping, which makes transit even more affordable. Combining innovations in customer-facing communication with flexible services makes DART attractive to new partners like Apple, VISA, Ford, and Toyota

Regional Transportation Commission of Southern Nevada (RTC), Las Vegas, NV. RTC is leading the charge to become a mobility manager, essentially managing travel more efficiently by offering customers a combination of transportation options for their trips. For RTC it isn't about making riders conform to one form of service but providing a multitude of options that seamlessly pair bus travel to ride sharing and bike share to make travel as smart as possible. RTC's rideRTC app allows people to plan their trip, buy their pass and find their bus on their smartphone. Now app customers can also plan and book an Uber or Lyft ride in connection with their RTC transit trip, all on rideRTC.

Los Angeles County Metropolitan Transportation Authority (MTA), Los Angeles, CA. MTA founded the Office of Extraordinary Innovation (OEI) to find new ways to ensure that all residents have access to high-quality mobility options within a 10-minute walk or roll from home. Taking the time to think outside of the box has opened new options for making stronger mobility options allowing riders

to incorporate micro-transit into their daily routine, providing non-fixed route service in smaller vehicles when traditional bus service isn't working for them. OEI is creating a unified strategic vision for the system and looking at congestion pricing pilot projects and bus only lanes that would improve bus speeds by 30 percent.

SouthWest Transit, Eden Prairie, MN. SouthWest Transit, a suburban transit provider in the Twin Cities, has been operating a pioneering shared ride micro transit service for over three years. The service, SouthWest Prime, has been highly successful with over a 400% increase in ridership since its first year in operation. Compared to traditional dial-a-ride services, SW Prime has proven to be the most efficient demand response service in the Twin Cities region serving over 400 riders a day while using only one dispatcher/reservationist to manage the entire system. SouthWest Transit envisions its micro transit services greatly expanding in the future as the world of new mobility evolves. In 2019, SouthWest Transit will be launching a non-emergency medical trip service, SW Prime MD, using its micro transit technologies. Ultimately, the vision for SouthWest's micro transit services is to continue to expand and to have a fully autonomous electric fleet meeting both the first/last mile and local trip needs of the community.