Update on Mobility on Demand Service: GoLink, GoPool

SAME Infrastructure Forum
February 2, 2018
Mobility on Demand

- The Mobility on Demand (MOD) pilot project builds upon a federal “Sandbox” grant, providing integration of public and third-party mobility providers.
- The project includes service and technology elements, integrating a new version of the GoPass app – option of calling a dedicated phone number to arrange trips.
- MOD zones accommodate “last mile” access to/from other DART services and internal circulation.
- All zones will include a mix of dedicated vehicles operating under the GoLink brand, supplemental taxi/TNC service, dynamic carpooling (GoPool), and new software.
Today’s Presentation

• Today’s presentation will put MOD in first mile/last mile context
• Focus on Phase I rollout of GoLink and GoPool elements
• Discuss integration with other TNC’s that begins in August 2018
MOD and First Mile/Last Mile

- Service Integration
Types of First Mile/Last Mile Connections

- Walking
- Bicycling/Bikeshare
- Site Specific Shuttles
- DART On Call/GoLink
- Urban Streetcar
- People Mover
- Dynamic Carpooling
- Alternative Pedestrian Modes (Wheelchair, scooter)
- Private Rideshare (Uber, Lyft, Via)
- Car Share (Zipcar, Car2Go, etc)
- Single Auto

Las Colinas APT System

Shuttle Routes
GoLink Update

• Trial lunch-time service in the Legacy area has now been in operation since October
• GoPass 2.0 app will not be ready until later in the year as work to integrate various systems and services continues
• In light of this, we have revised the schedule for rolling out service to the six zones; five will begin service in Q2
• Until the GoPass 2.0 app is ready, we will be using TapRide software from DoubleMap for customer-facing functions (it will be used for driver and dispatch functions regardless)
Legacy Lunch Pilot Program

- Pilot service includes 2 stops at Toyota, 1 stop at Legacy West, and 3 stops at Shops at Legacy
- Service operates to designated stops only – not to entire zone
- Weekdays 11am-2pm
- 3 vehicles in operation
Legacy Lunch Pilot Program

- Test program began October 2\textsuperscript{nd}
- Trial users all work at Toyota and joined the program by invitation
- Customers are encouraged to use TapRide to schedule trips, and most are now doing so
- 242 active accounts
- Unexpectedly, most riders travel in groups, averaging 2-4 per group
- There was a surge of ridership before the holiday season, and it has been somewhat quieter since
## Legacy Lunch Pilot Program

**Ridership Summary October to Mid-January**

<table>
<thead>
<tr>
<th>Month</th>
<th>Service Days</th>
<th>Total Trips</th>
<th>Total Riders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct-17</td>
<td>22</td>
<td>262</td>
<td>682</td>
</tr>
<tr>
<td>Nov-17</td>
<td>20</td>
<td>225</td>
<td>625</td>
</tr>
<tr>
<td>Dec-17</td>
<td>20</td>
<td>331</td>
<td>1,165</td>
</tr>
<tr>
<td>Jan-18</td>
<td>11</td>
<td>155</td>
<td>449</td>
</tr>
</tbody>
</table>
## Legacy Lunch Pilot Program

*App Usage, Average Riders/Trip October to Mid-January*

<table>
<thead>
<tr>
<th>Month</th>
<th>% of Riders Using App</th>
<th>Riders/Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct-17</td>
<td>69%</td>
<td>2.60</td>
</tr>
<tr>
<td>Nov-17</td>
<td>88%</td>
<td>2.78</td>
</tr>
<tr>
<td>Dec-17</td>
<td>98%</td>
<td>3.52</td>
</tr>
<tr>
<td>Jan-18</td>
<td>99%</td>
<td>2.90</td>
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</tbody>
</table>
# Legacy Lunch Pilot Program

*Operating Statistics from Wednesday 1/24/18*

<table>
<thead>
<tr>
<th>Measure</th>
<th>Wed 24 Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rides Requested</td>
<td>43</td>
</tr>
<tr>
<td>Cancellations</td>
<td>12</td>
</tr>
<tr>
<td>Rides Completed</td>
<td>31</td>
</tr>
<tr>
<td>Passengers on Completed Rides</td>
<td>108</td>
</tr>
<tr>
<td>Average Response Time (Request to Pickup)</td>
<td>6:28</td>
</tr>
<tr>
<td>Average Travel Time</td>
<td>7:57</td>
</tr>
</tbody>
</table>

*From TapRide daily statistical report*
Lunch Service Usage

• We have seen a shift in usage of the service as development in the Legacy area has continued
• Early users traveled to both Legacy West and the Shops at Legacy
• With the opening of the new Food Court at Legacy West and other activities there, Legacy West has become the most popular destination by far
• Passenger activity from last week illustrates this trend
Lunch Service Heat Map 11-Noon

Week of 1/15/18
Lunch Service Heat Map Noon-1

Week of 1/15/18
Lunch Service Heat Map 1-2

*Week of 1/15/18*
Mobility on Demand Zone Rollout

- Full GoLink service in the Legacy zone – and five others – will be rolled out incrementally during 2018
- Southern Sector zones start in late February
- Legacy and North Central Plano follow in March
- Far North Plano will be delayed until August
- TapRide software will be used initially for electronic reservations
- Phone access also available
Vehicles Used for Service

• Fleet for this service (and ultimate transition from On Call to GoLink) will involve a series of cutaway vehicles
• 10 TAPS vehicles
• 11 ARBOCs, 1 assigned and branded for Glenn Heights
• 1 International used as a backup
• 3 newer SmartBuses that will be redeployed to support the program after Routes 346 and 842 are discontinued
• 3 ARBOCs that will be delivered new sometime in 2018
Southern Sector Mobility on Demand Zones

SOUTHERN SECTOR ZONES
Full Service February 26
Inland Port Zone

- Starts February 26
- Serves a largely unserved industrial and commercial zone that includes Amazon and other employers
- Anchored at UNT Dallas Station
Rylie Zone

• Starts February 26
• Replaces Route 842 FLEX service, which will continue to run until March 26
• Anchored at Buckner Station
Kleberg Zone

- Starts February 26
- Replaces Route 842 FLEX service, which will continue to run until March 26
- Anchored at Buckner Station
North Central Plano Zone

- Starts March 12
- Replaces current On Call zone
- Expands coverage to cover Chase Oaks area (north of Legacy Drive)
- Anchored at Parker Road Station
Legacy Zone

- Starts March 26
- Replaces Route 346 feeder bus service and current Legacy Lunch Trial, with expanded coverage
- Anchored at NW Plano P&R
Far North Plano Zone

- Starts August
- New service coverage in an area with no fixed routes
- Anchored at Parker Road Station
## Timing Recap

<table>
<thead>
<tr>
<th>Zone</th>
<th>Start Date</th>
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<tbody>
<tr>
<td>Inland Port</td>
<td>February 26</td>
</tr>
<tr>
<td>Rylie</td>
<td>February 26</td>
</tr>
<tr>
<td>Kleberg</td>
<td>February 26</td>
</tr>
<tr>
<td>North Central Plano</td>
<td>March 12</td>
</tr>
<tr>
<td>Legacy</td>
<td>March 26</td>
</tr>
<tr>
<td>Far North Plano</td>
<td>August</td>
</tr>
</tbody>
</table>
TapRide Software from DoubleMap

- TapRide software is in use for Legacy Lunch service and will be used for the initial rollout
- Customer-facing functionality will eventually be integrated into GoPass 2.0
- TapRide targets 3 user groups:
  - Customer app (iOS and Android) for scheduling trips
  - Operator interface for itinerary and operating schedules
  - Dispatch interface for dispatch and management activities
- Samples of the customer and dispatch interfaces follow...
Trip locations can be selected by map or address

Selection by pointing at the service map
TapRide Software: Customer Interface

Customers then enter how many passengers will travel after selection. The customer gets a confirmation showing the origin and destination points.
TapRide Software: Operator Interface

Scheduled trip is confirmed and sent to the Operator
TapRide Software: Dispatch Interface

Administrative software includes dispatch, reporting, and system management functions, and runs from a web browser.
GoPool
What is GoPool?

- DART’s first mobile-enabled carpooling platform connecting drivers and riders with similar routes.
GoPool Approach

Driver
- Earn Rewards
- Meet New People
- Doesn't mind Driving
- Save Commuting Cost
- No Transit Option

Rider
- Dislikes Driving
- New to Area
- Meet New People
- No Reliable Transportation or Transit Option
- Save Commuting Cost
- Doesn't mind Driving
- Meet New People
- No Transit Option

Doesn't mind Driving

Save Commuting Cost

Meet New People

Earn Rewards

No Transit Option

Save Commuting Cost

Meet New People

Dislikes Driving

New to Area

No Reliable Transportation or Transit Option

Save Commuting Cost

Meet New People

No Transit Option
GoPool Structure

- Employer
  - Same geographic area
  - Large volume of employees
  - Willing participant/Communicate to employees

- Employees
  - Volunteered Participants
  - Drivers and Riders
  - Similar Work Schedule
GoPool Features

- Trip Creation
- Automated Matching
- Matching with Employees
- Driver incentives to make trips
- Driver Background Checks
- Cashless payments
- User Review
GoPool Benefits

• Provides transportation solution for those who lack access to a car or DART transit service
• Builds social connections and strengthen job satisfaction
• Boosts employee productivity
• Reduces environmental footprint
• Offers low cost solution compared to UBER or LYFT services
• Offers Emergency Ride Home Program
• Commitment may be short- or long-term
# Employer Outreach Recruitment

<table>
<thead>
<tr>
<th>Employer</th>
<th>Commitment</th>
<th>Location Area</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Liberty Mutual</td>
<td>Yes</td>
<td>Plano Legacy</td>
<td>January 22\textsuperscript{nd} – 25\textsuperscript{th} TR Fair</td>
</tr>
<tr>
<td>FedEx</td>
<td>Yes</td>
<td>Plano Legacy</td>
<td>January 29\textsuperscript{th} – Meeting</td>
</tr>
<tr>
<td>JP Morgan Chase</td>
<td>Pending</td>
<td>Plano Legacy</td>
<td>March 2018</td>
</tr>
<tr>
<td>Dr. Pepper/Snapple</td>
<td>Pending</td>
<td>Plano Legacy</td>
<td>Waiting for Approval</td>
</tr>
<tr>
<td>Toyota</td>
<td>Pending</td>
<td>Plano Legacy</td>
<td>Waiting for Approval</td>
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<tr>
<td>L'Oréal</td>
<td>Yes</td>
<td>Inland Port</td>
<td>February – Follow Up</td>
</tr>
<tr>
<td>Proctor &amp; Gamble</td>
<td>Yes</td>
<td>Wilmer</td>
<td>February – Follow Up</td>
</tr>
<tr>
<td>SPROUTS</td>
<td>Pending</td>
<td>Wilmer</td>
<td>February – Follow Up</td>
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<tr>
<td>Employer</td>
<td>Commitment</td>
<td>Location Area</td>
<td>Notes</td>
</tr>
<tr>
<td>---------------</td>
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<td>----------------------------</td>
</tr>
<tr>
<td>Home Depot</td>
<td>Pending</td>
<td>Southern Dallas</td>
<td>February – Follow Up</td>
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<tr>
<td>Amazon</td>
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<td>Inland Port</td>
<td>Still in the works</td>
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<tr>
<td>FedEx</td>
<td>Pending</td>
<td>Hutchins</td>
<td>Still in the works</td>
</tr>
<tr>
<td>Whirlpool</td>
<td>Pending</td>
<td>Wilmer</td>
<td>Still in the works</td>
</tr>
</tbody>
</table>
Next Steps

- Recruit....Recruit....Recruit!
- User Acceptance Testing – February 7th and 9th
- GoPool Launch – February 26th
- GoPool Integration – April 23rd