



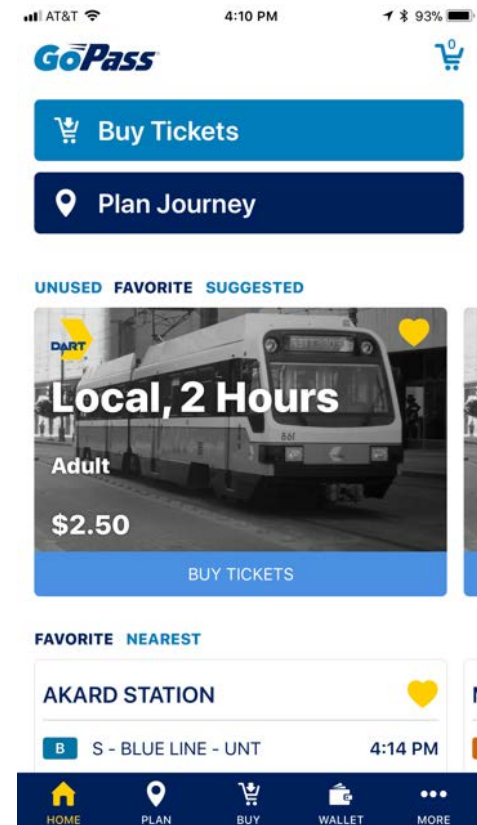
Update on Mobility on Demand Service: GoLink, GoPool

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

Las Colinas APT System

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



Shuttle Routes



A photograph of a city street with a blue and yellow bus in the center. The bus has 'GoLink' written on its side. The background shows tall buildings and a traffic light. A yellow banner with the text '#HungerActionMonth' is visible on the right. The text 'GoLink' is overlaid in the center of the image.

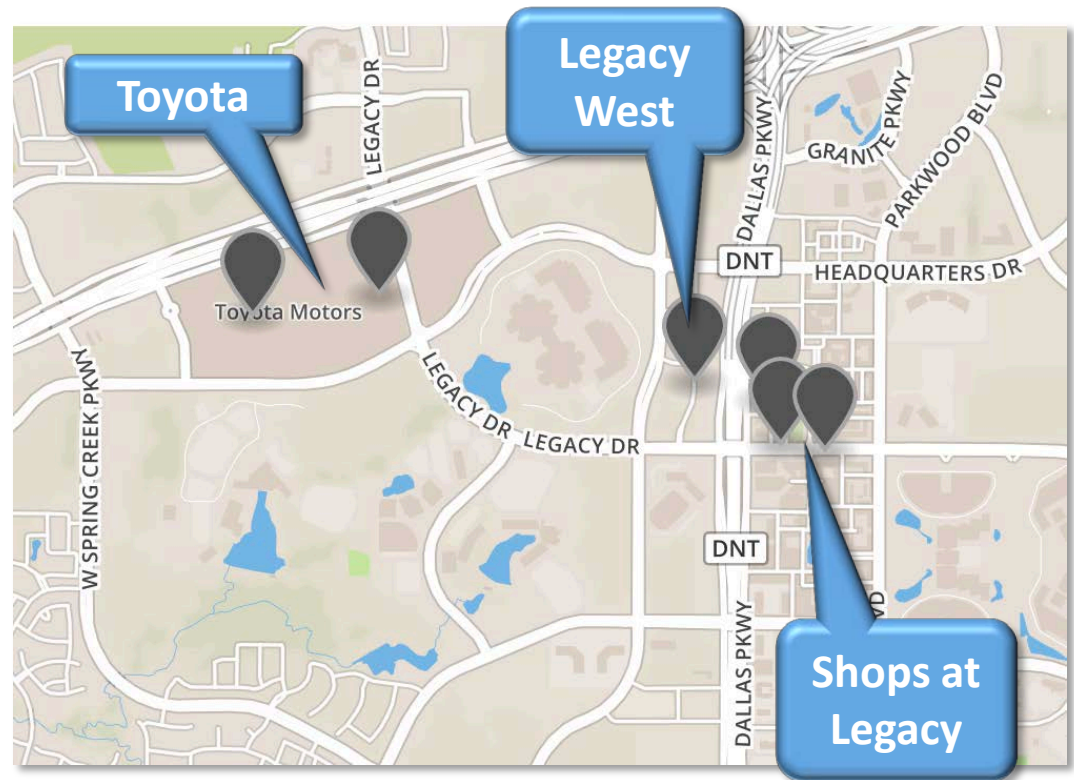
GoLink

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 2nd
- 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

Month	Service Days	Total Trips	Total Riders
Oct-17	22	262	682
Nov-17	20	225	625
Dec-17	20	331	1,165
Jan-18	11	155	449

Legacy Lunch Pilot Program

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

Month	% of Riders Using App	Riders/Trip
Oct-17	69%	2.60
Nov-17	88%	2.78
Dec-17	98%	3.52
Jan-18	99%	2.90

Legacy Lunch Pilot Program

Operating Statistics from Wednesday 1/24/18

Measure	Wed 24 Jan
Rides Requested	43
Cancellations	12
Rides Completed	31
Passengers on Completed Rides	108
Average Response Time (Request to Pickup)	6:28
Average Travel Time	7:57

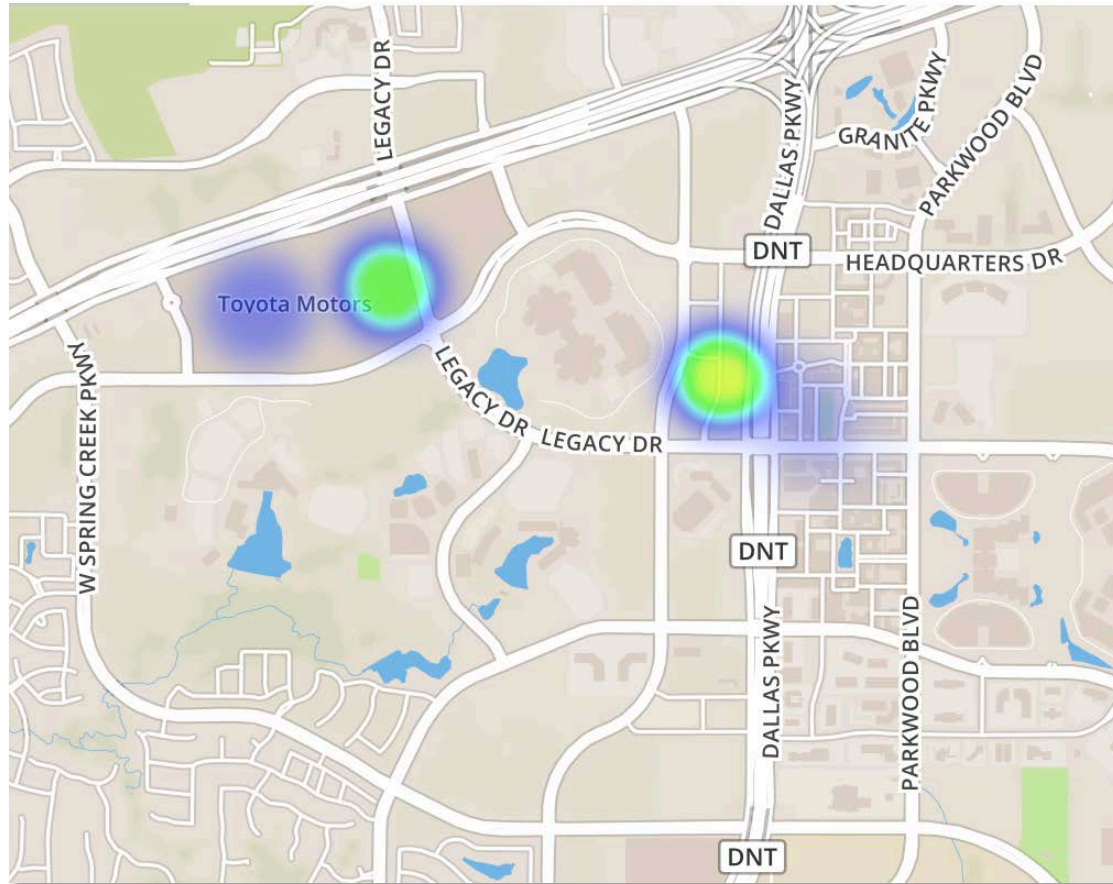
From TapRide daily statistical report

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

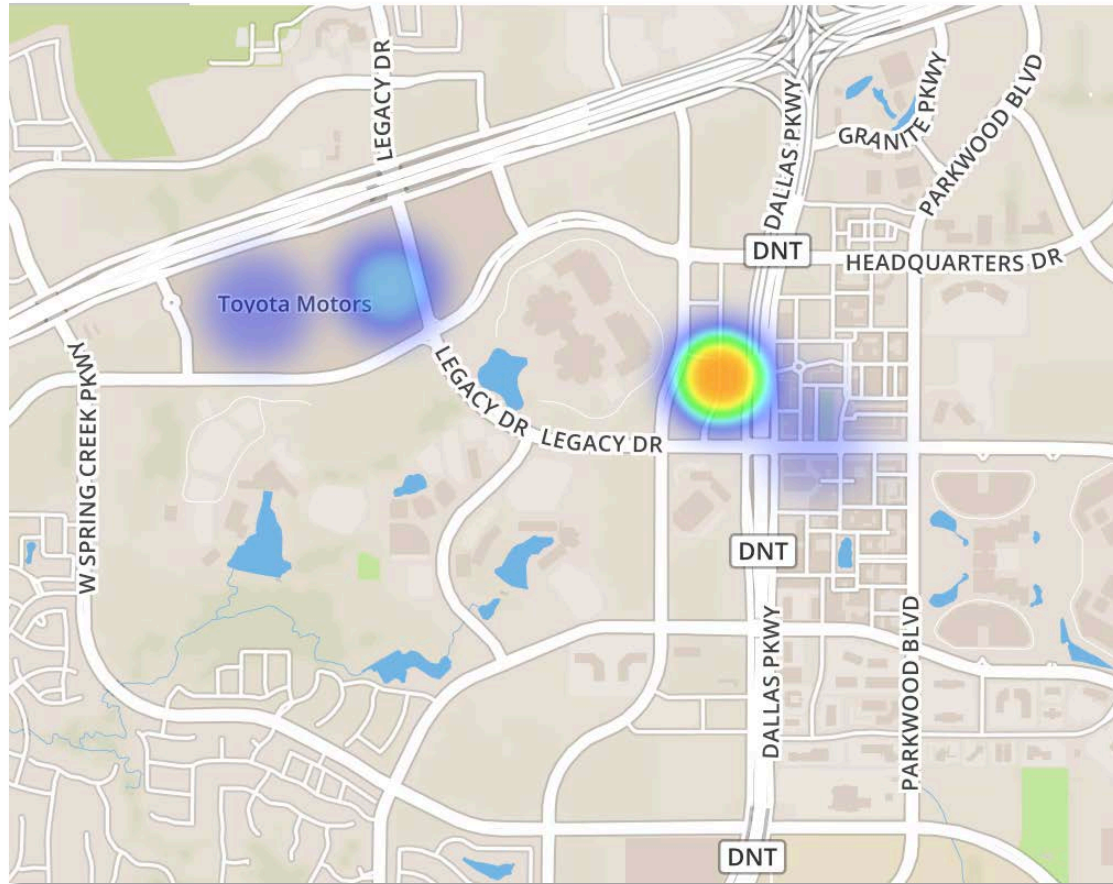
Lunch Service Heat Map 11-Noon

Week of 1/15/18



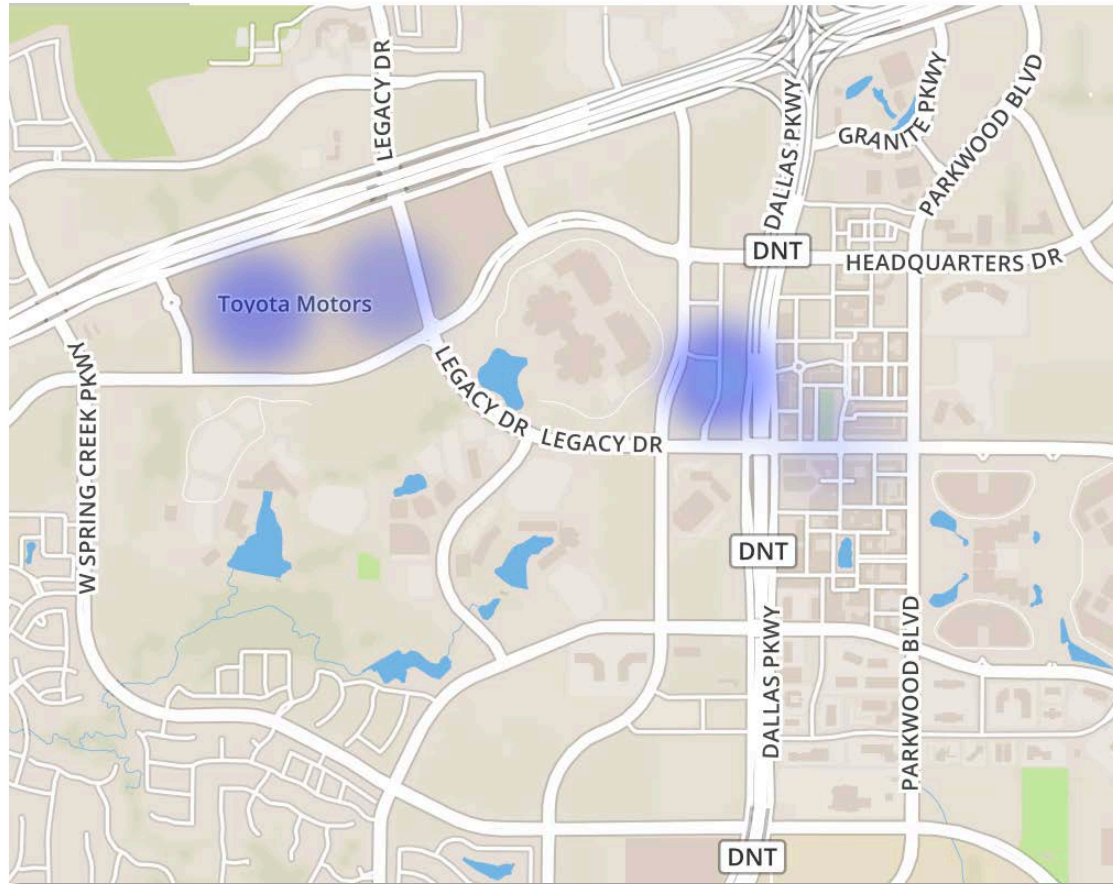
Lunch Service Heat Map Noon-1

Week of 1/15/18



Lunch Service Heat Map 1-2

Week of 1/15/18



Mobility on Demand Zone Rollout

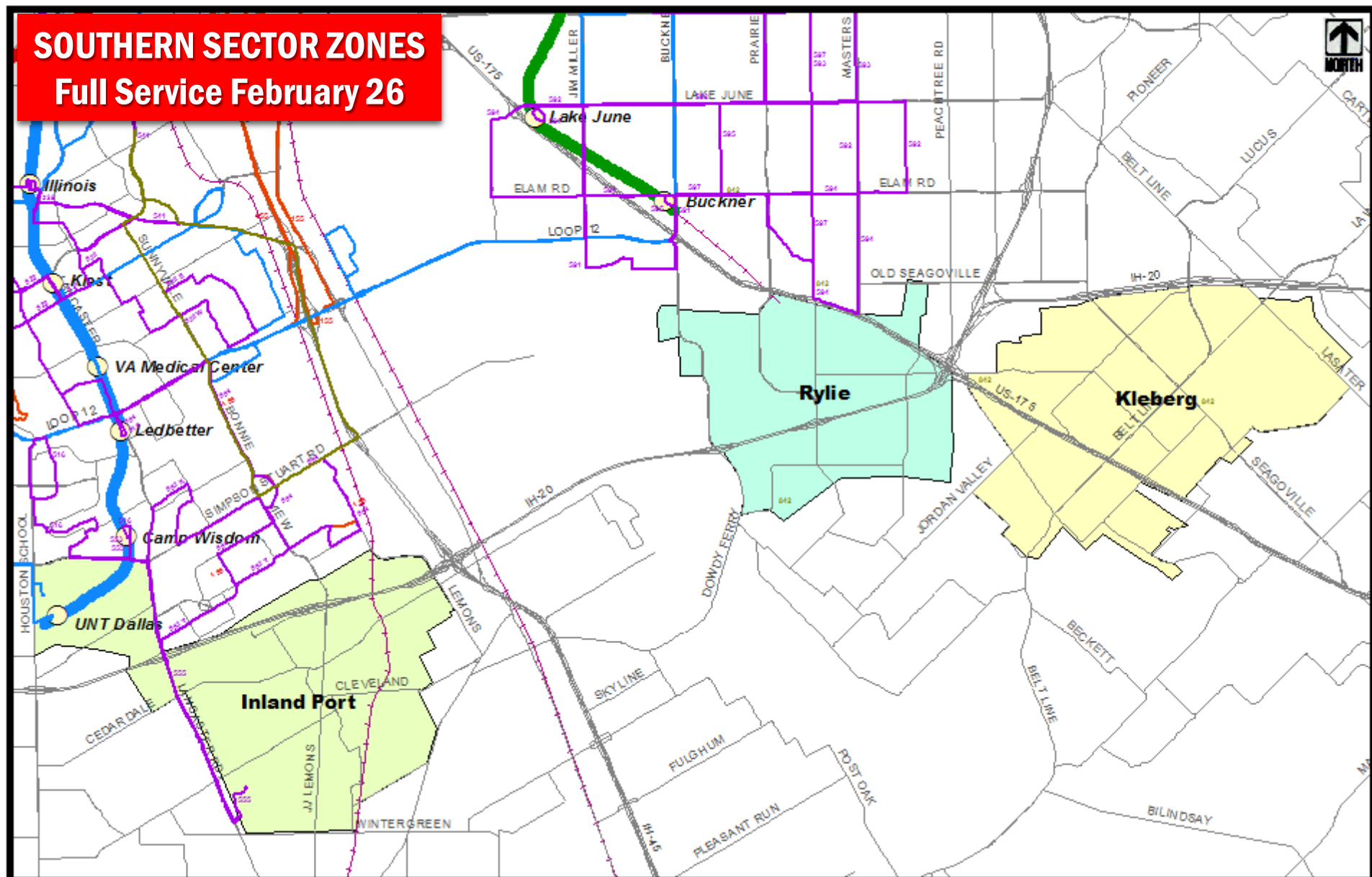
- Full GoLink service in the Legacy zone – and five others – will be rolled out incrementally during 2018
- Southern Sector zones start in late February
- Legacy and North Central Plano follow in March
- Far North Plano will be delayed until August
- TapRide software will be used initially for electronic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

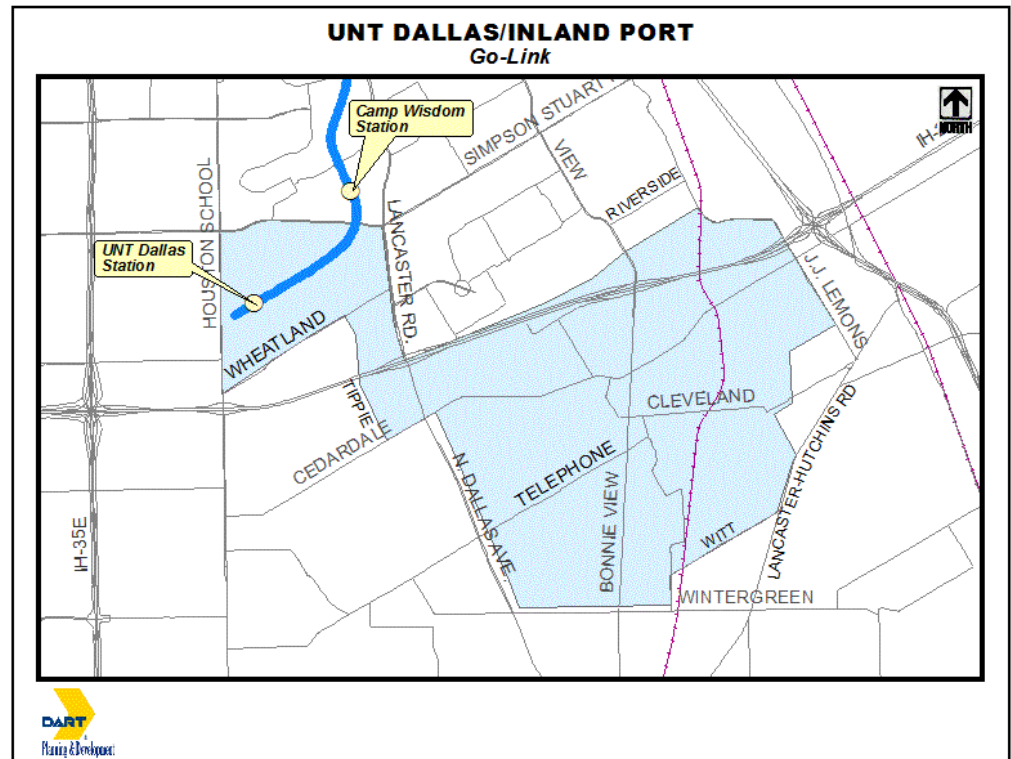
Southern Sector Mobility on Demand Zones

SOUTHERN SECTOR ZONES
Full Service February 26



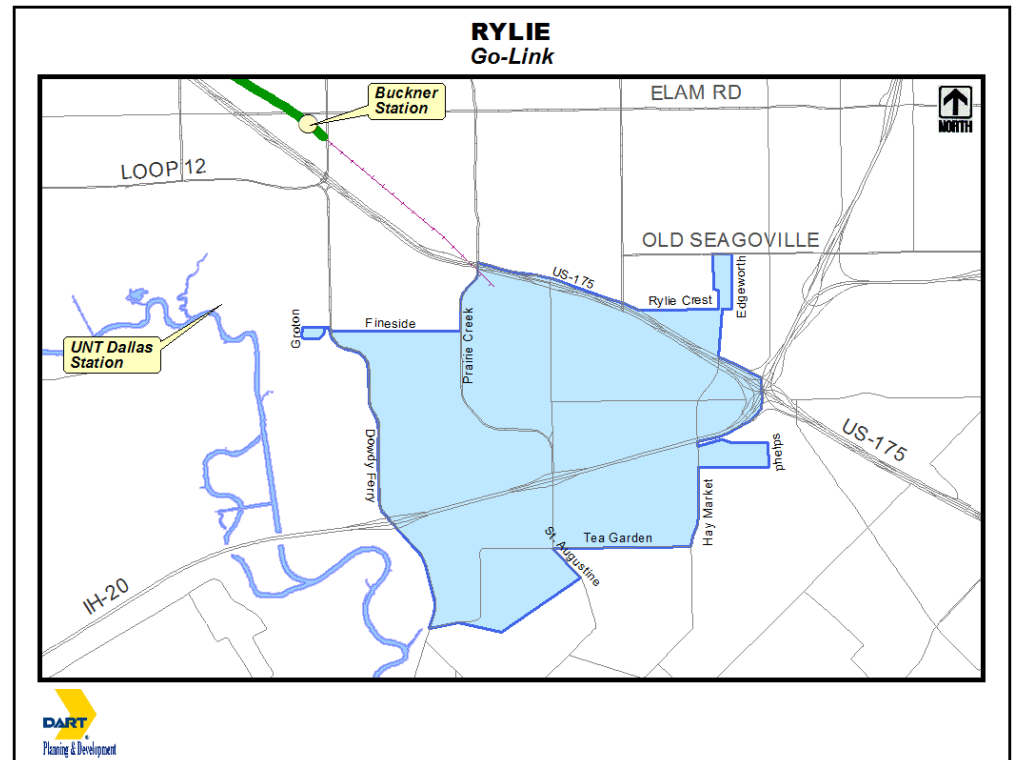
Inland Port Zone

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



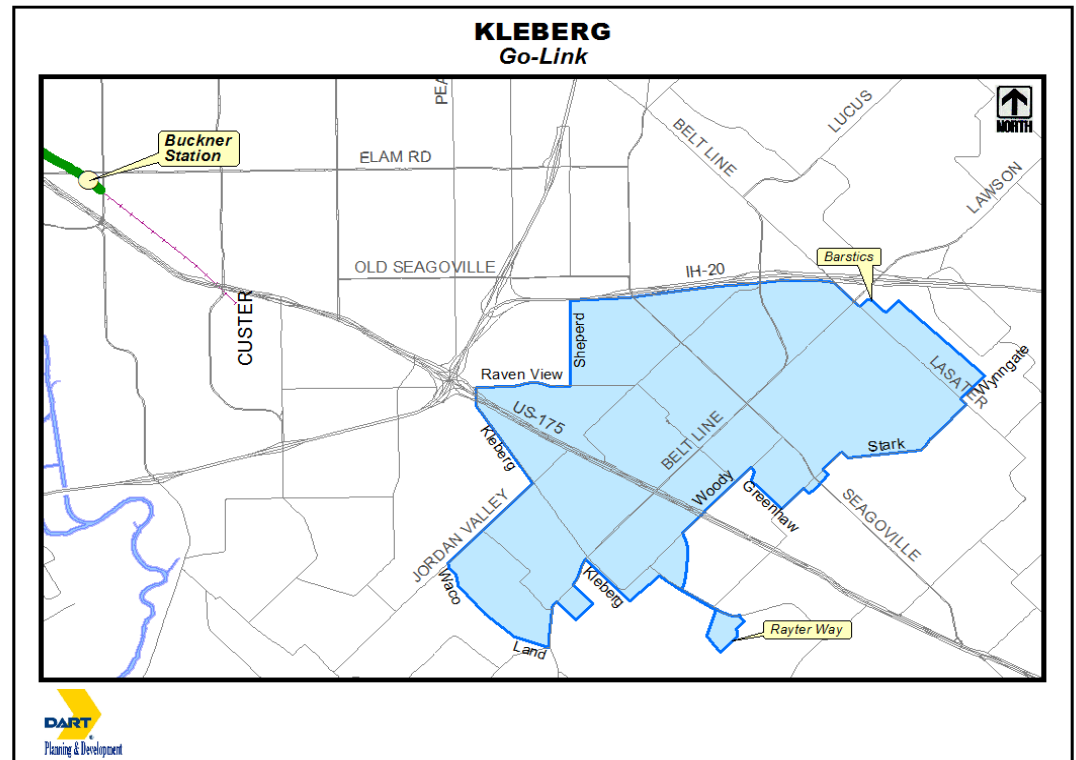
Rylie Zone

- 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



Plano Mobility on Demand Zones



FAR NORTH PLANO
Full Service August

LEGACY
Lunch Service Available Now
Full Service March 26

NORTH CENTRAL PLANO
Full Service March 12

Far North Plano

Chase Oaks Extension

North Central Plano

Legacy

LEGACY DR

HEDGCOXE RD

SPRING CREEK PKWY

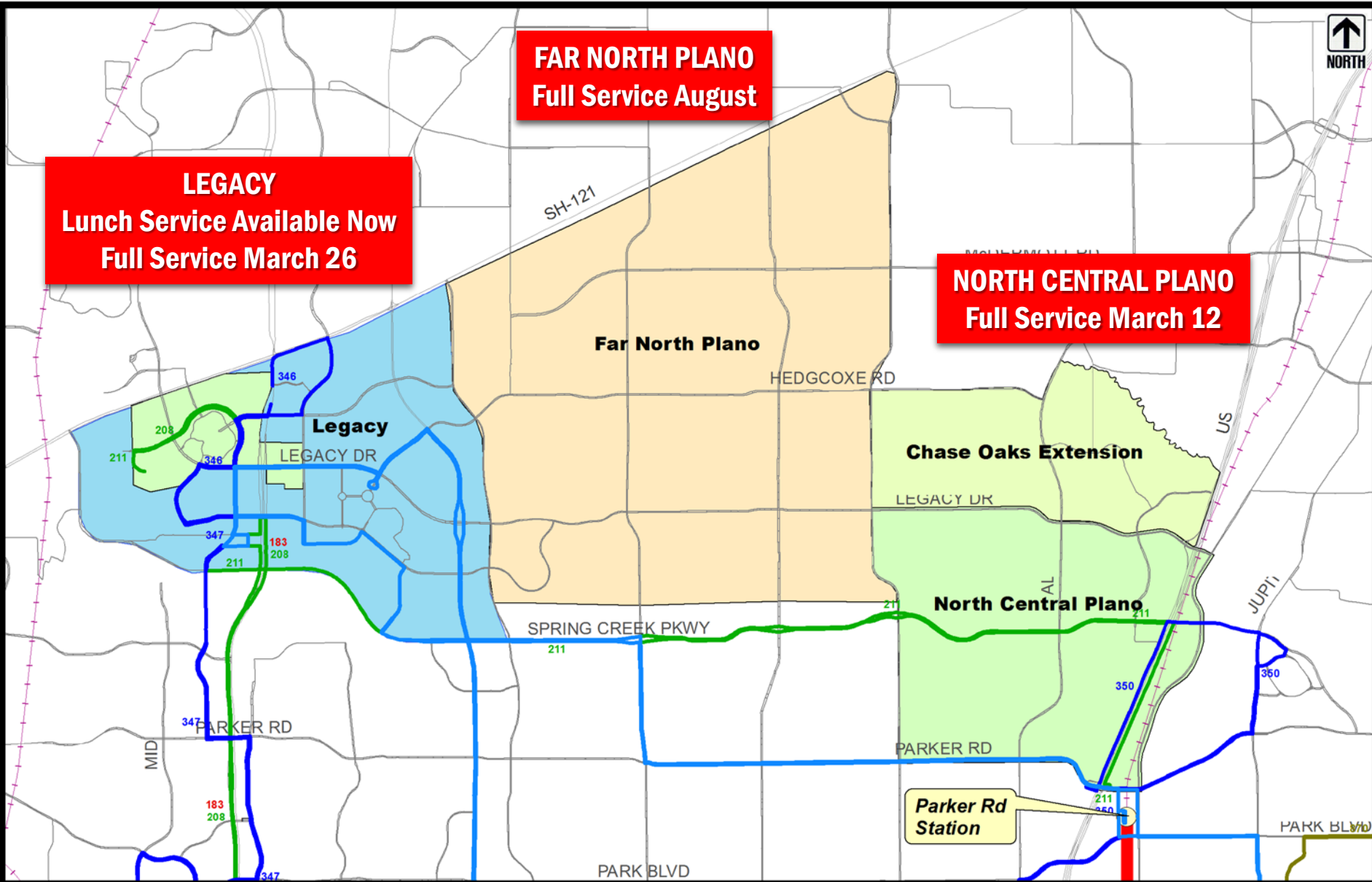
PARKER RD

PARKER RD

PARK BLVD

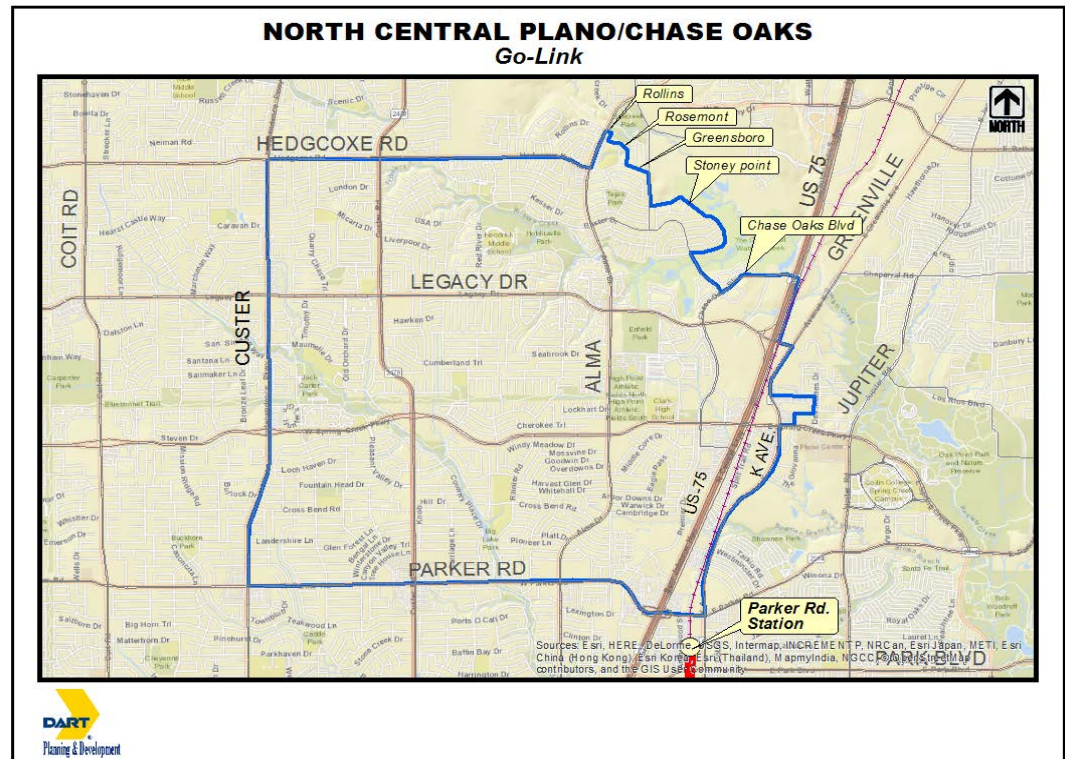
PARK BLVD

Parker Rd
Station



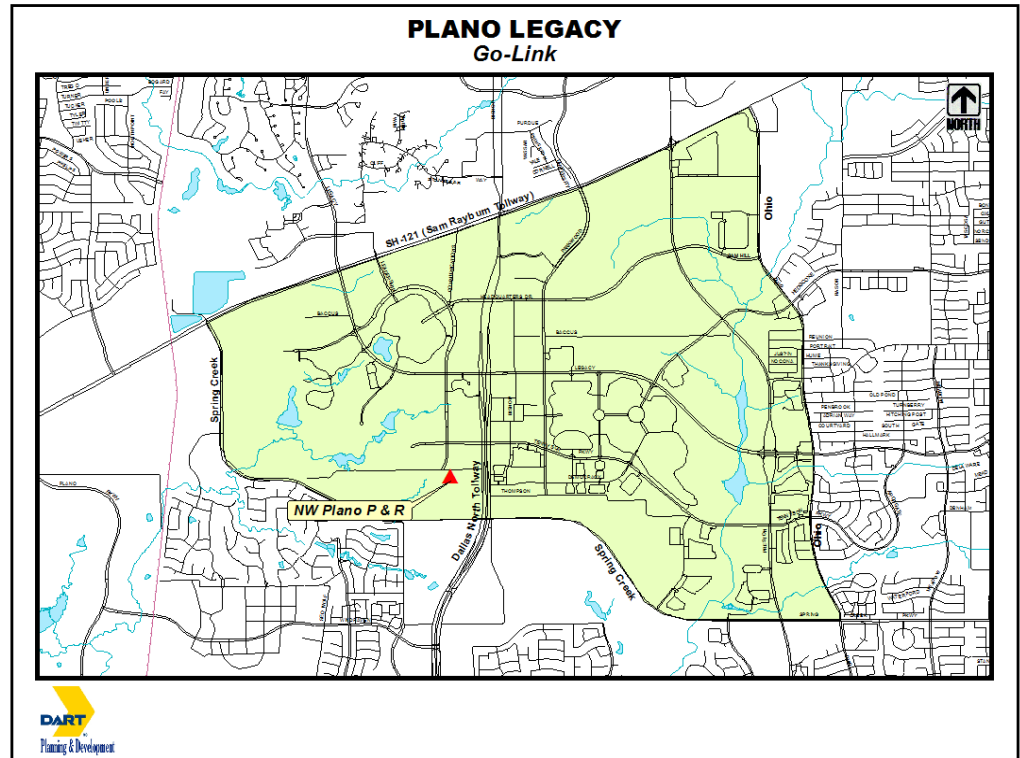
North Central Plano Zone

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



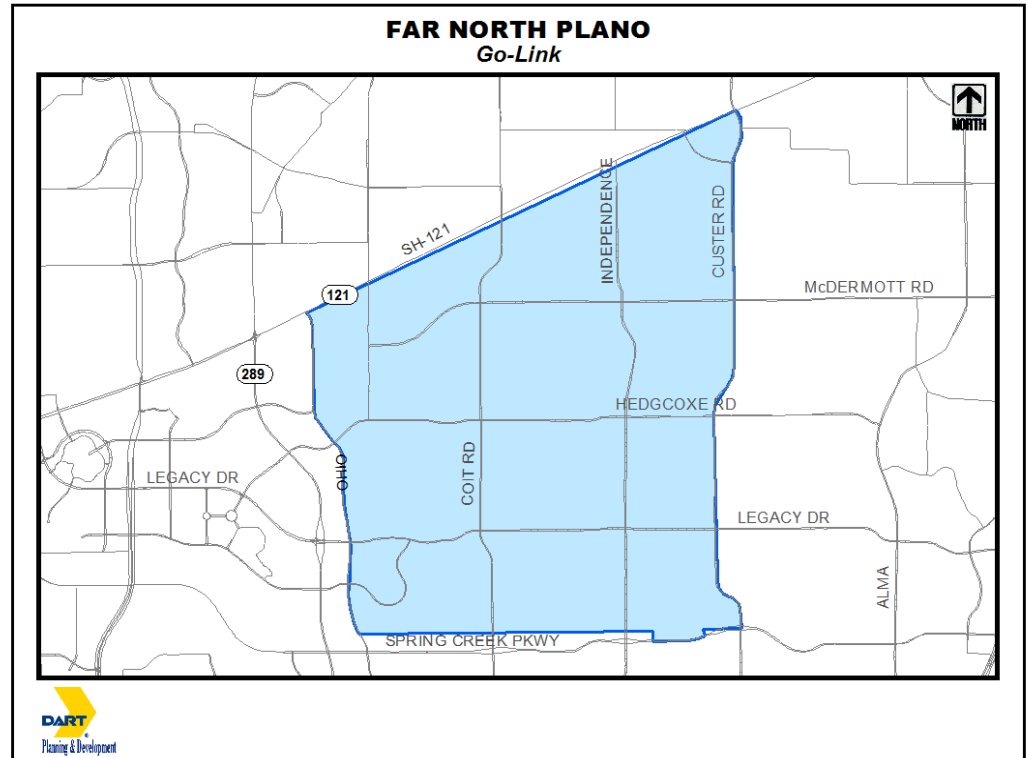
Legacy Zone

- 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



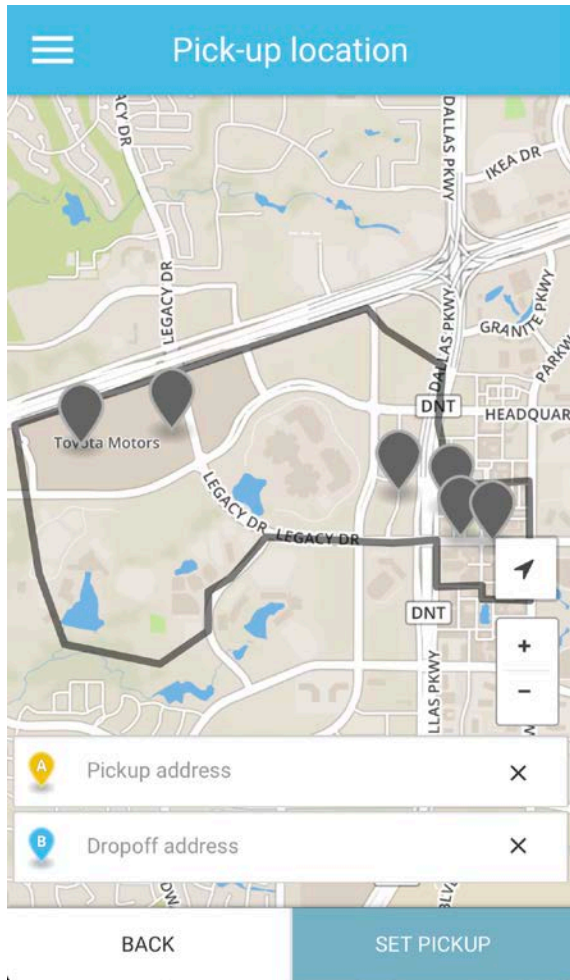
Timing Recap

Zone	Start Date
Inland Port	February 26
Rylie	February 26
Kleberg	February 26
North Central Plano	March 12
Legacy	March 26
Far North Plano	August

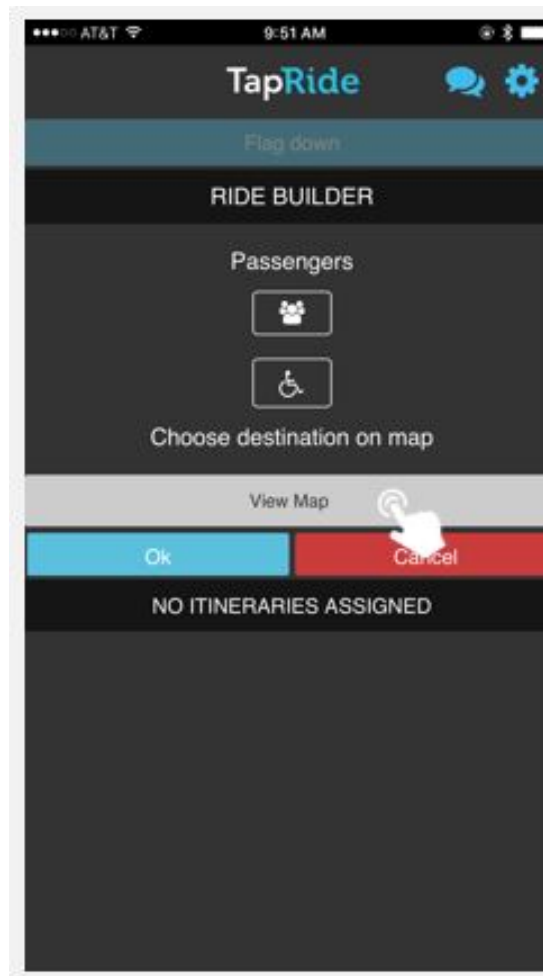
TapRide Software from DoubleMap

- 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...

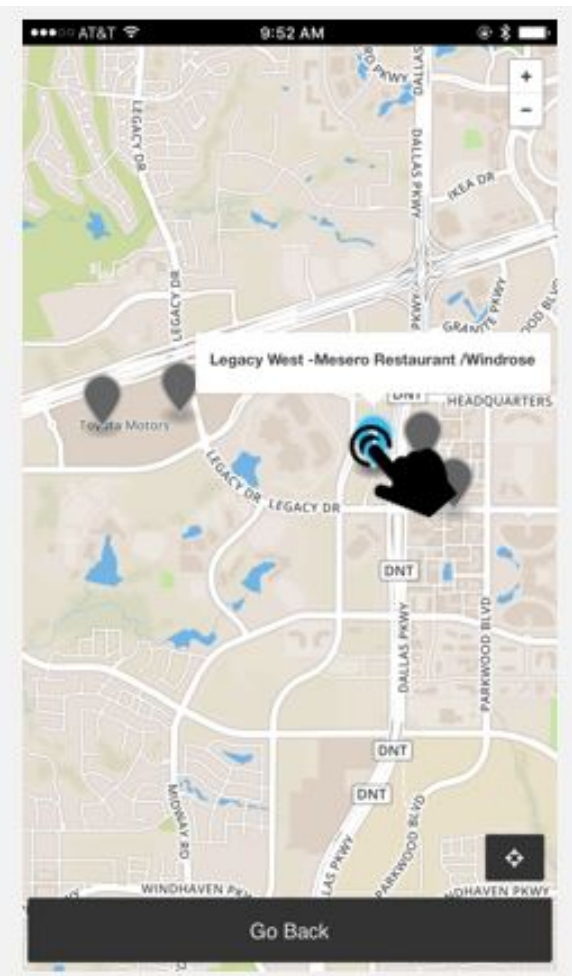
TapRide Software: Customer Interface



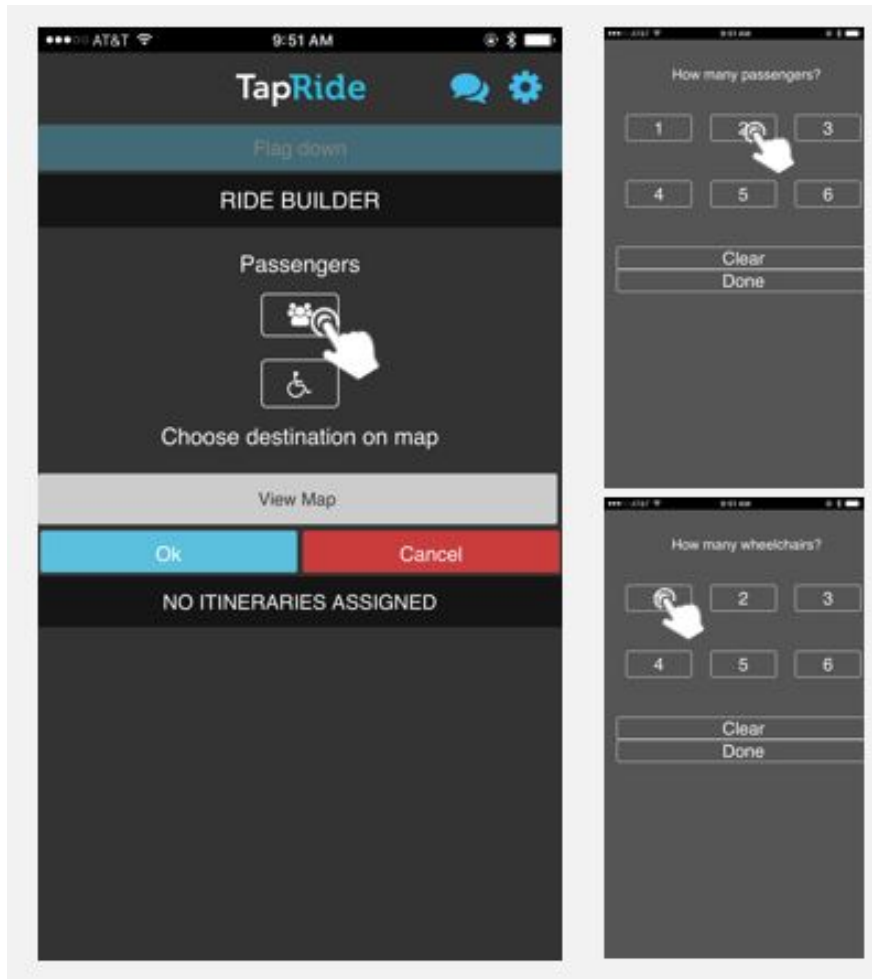
Trip locations can be selected by map or address



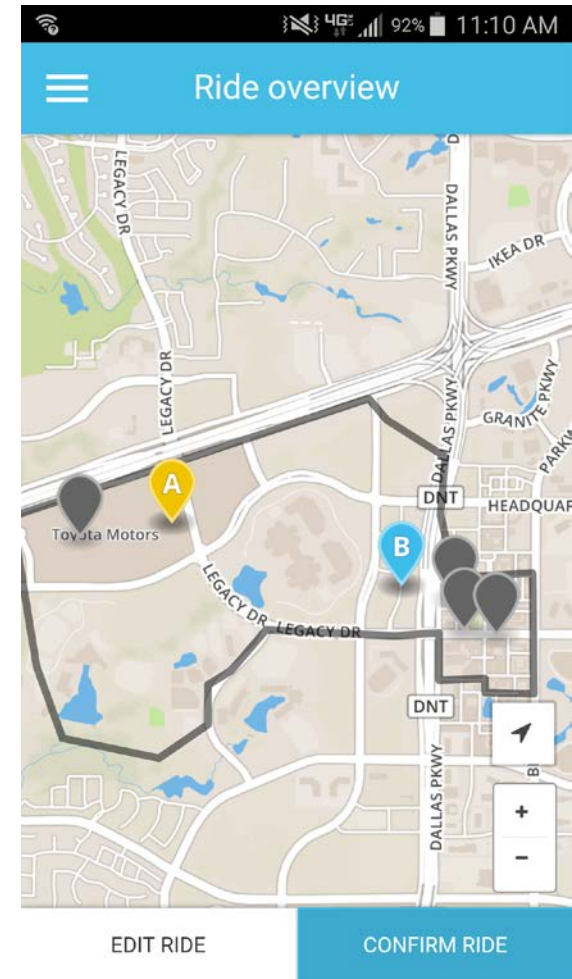
Selection by pointing at the service map



TapRide Software: Customer Interface

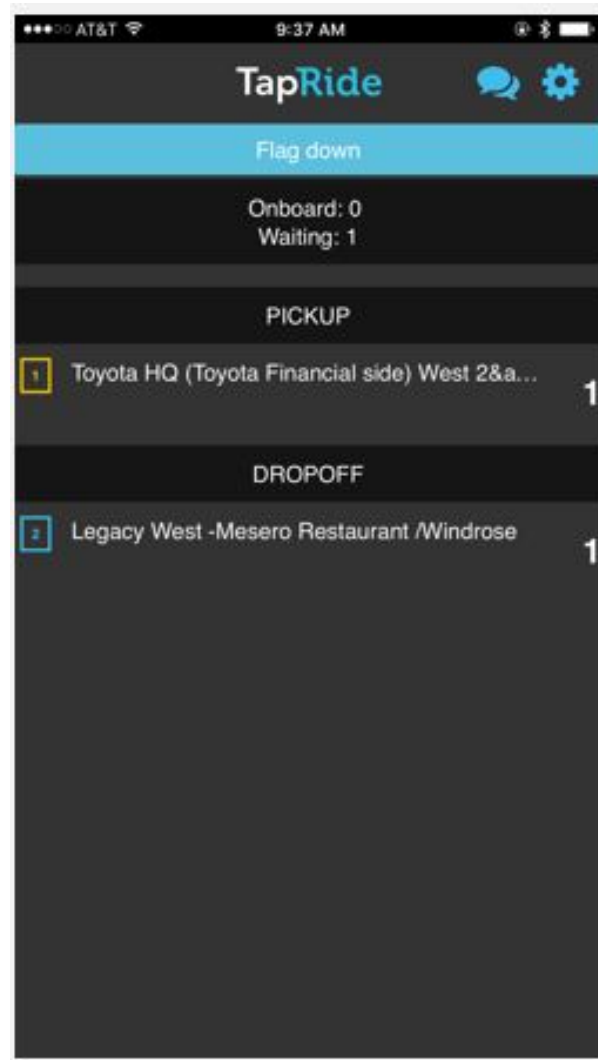


Customers then enter how many passengers will travel



After selection the customer gets a confirmation showing origin and destination points

TapRide Software: Operator Interface



*Scheduled trip is confirmed and sent
to the Operator*

TapRide Software: Dispatch Interface

The screenshot displays the TapRide Dispatch Interface. On the left is a sidebar with 'Tools' (Dashboard, Add Request, Reporting, Driver History, Ride History, Charts, Heat Map) and 'Manage' (Users, Hours, Service Boundary, Stops, Announcements, Vehicles, Ride Restrictions, Auto Assignment Rules, Driver Cancel Notes). The main area features a map of a city with vehicle icons. To the right of the map is a 'Drivers' table. Below the map are tabs for 'Current Ride Requests' and 'Completed Rides', followed by a table with columns: Requested, Scheduled, Rider, Phone, Driver, Vehicle, ETA, Passengers, Pick up, Drop off, Status, AA, Notes, and Actions. The bottom status bar shows 'Average Pickup Time: Not yet available.' and 'AA Status: No rides in queue.'

Name	Vehicle	AA	Status	Current riders
RCHRISTIAN	331	<input checked="" type="checkbox"/>	●	
SDOUGLAS	333	<input checked="" type="checkbox"/>	●	
OKIDD	339	<input checked="" type="checkbox"/>	●	
Eric22		<input type="checkbox"/>	●	
GoPass		<input type="checkbox"/>	●	
MKAPPHAHN		<input type="checkbox"/>	●	
tmpierre		<input type="checkbox"/>	●	
sschuchert11		<input type="checkbox"/>	●	
VCRUZ		<input type="checkbox"/>	●	
rebecca@doublemap.com		<input type="checkbox"/>	●	

Requested	Scheduled	Rider	Phone	Driver	Vehicle	ETA	Passengers	Pick up	Drop off	Status	AA	Notes	Actions
-----------	-----------	-------	-------	--------	---------	-----	------------	---------	----------	--------	----	-------	---------

Average Pickup Time: Not yet available. AA Status: No rides in queue.

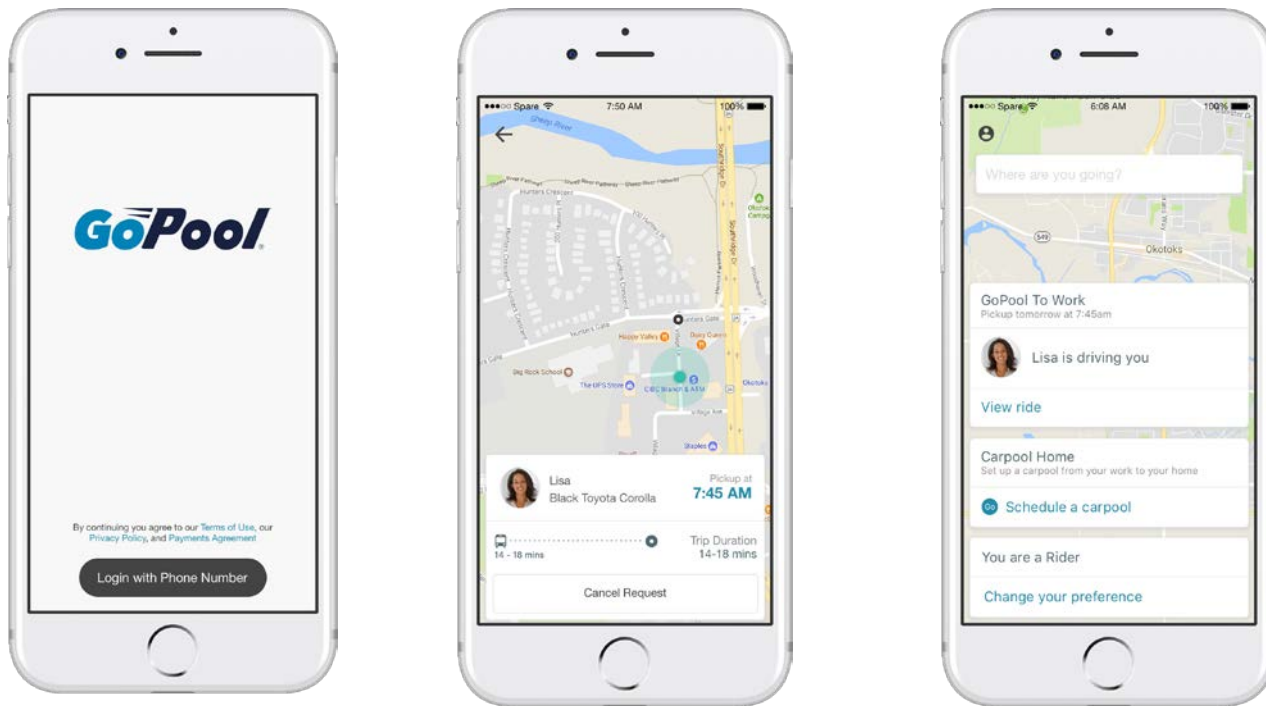
Administrative software includes dispatch, reporting, and system management functions, and runs from a web browser

GoPool

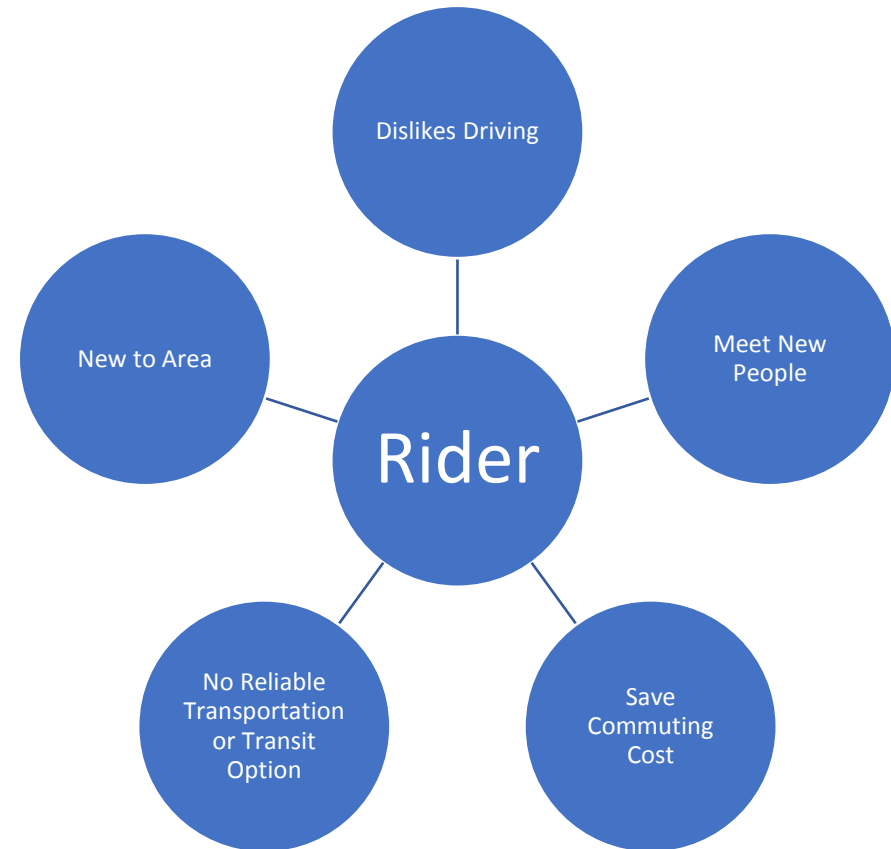


What is GoPool?

- DART's first mobile-enabled carpooling platform connecting drivers and riders with similar routes.*



GoPool Approach



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



By continuing you agree to our [Terms of Use](#), our [Privacy Policy](#), and [Payments Agreement](#)

Login with Phone Number

Sketch

9:41 AM

100%

Review



Lisa



Your rating impacts how likely you are to carpool with this person in the future

Optional Comment to GoPool Support

Submit

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

Employer	Commitment	Location Area	Notes
Liberty Mutual	Yes	Plano Legacy	January 22 nd – 25 th TR Fair
FedEx	Yes	Plano Legacy	January 29 th – Meeting
JP Morgan Chase	Pending	Plano Legacy	March 2018
Dr. Pepper/Snapple	Pending	Plano Legacy	Waiting for Approval
Toyota	Pending	Plano Legacy	Waiting for Approval
L'Oréal	Yes	Inland Port	February – Follow Up
Proctor & Gamble	Yes	Wilmer	February – Follow Up
SPROUTS	Pending	Wilmer	February – Follow Up

Cont...

Employer	Commitment	Location Area	Notes
Home Depot	Pending	Southern Dallas	February – Follow Up
Amazon	Pending	Inland Port	Still in the works
FedEx	Pending	Hutchins	Still in the works
Whirlpool	Pending	Wilmer	Still in the works

Next Steps

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



let's go.



DART.org