



# **Shared Mobility and Transit It is The Road to Economic — Mobility?**

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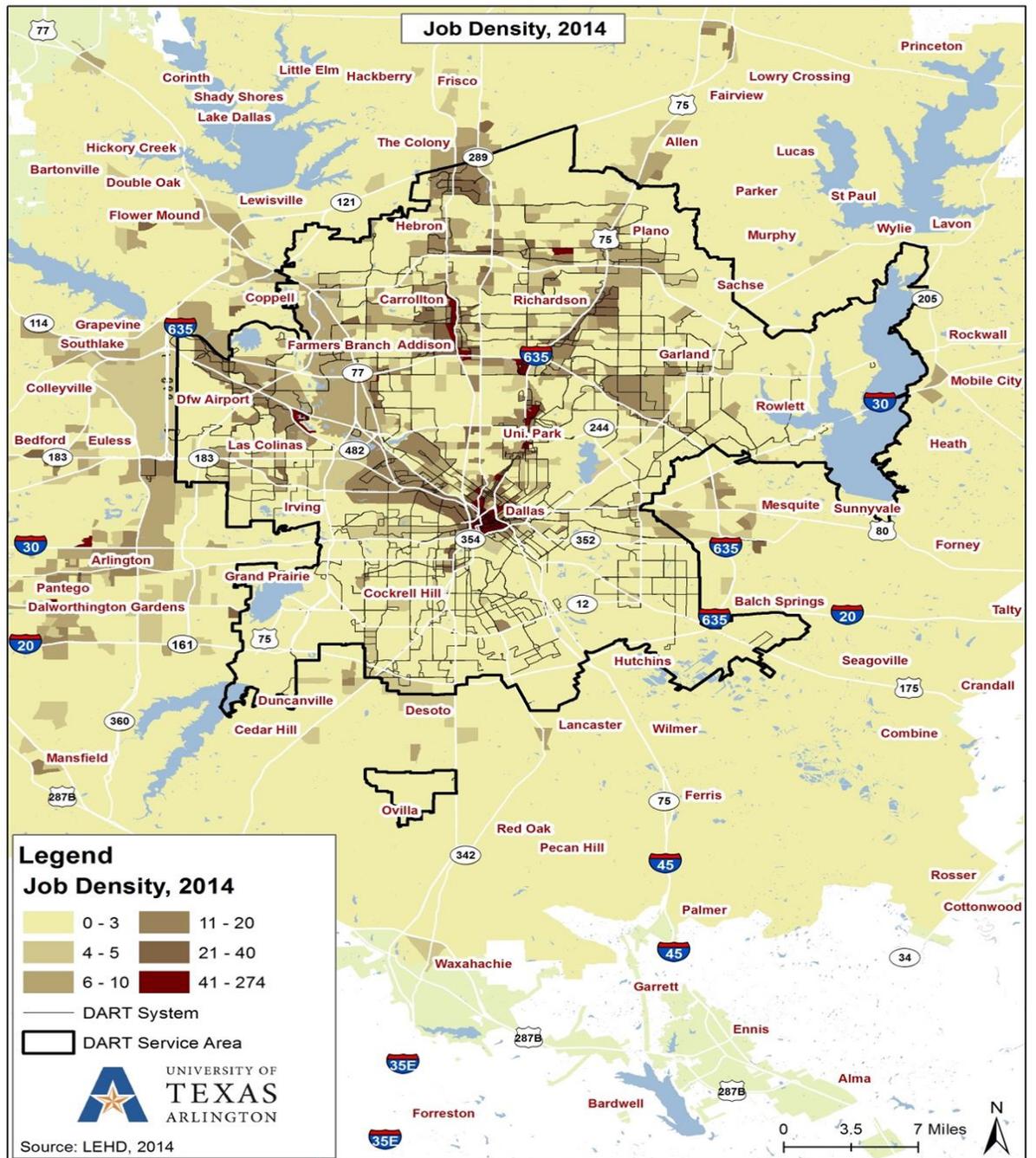


# DART Transit Riders Are Disproportionately From Low Income Households

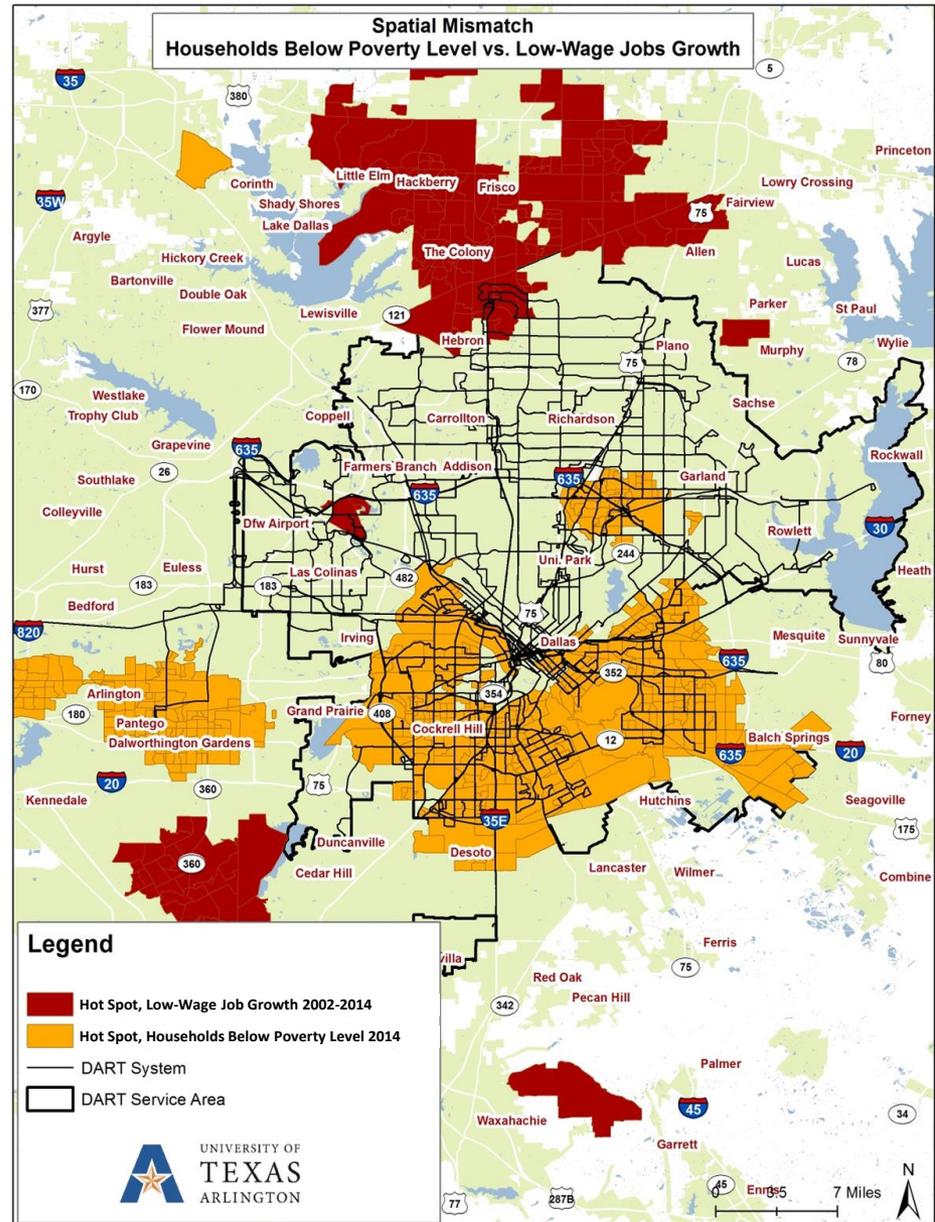
Income Distribution of DART Riders



# Job Density Within DFW Region in 2014

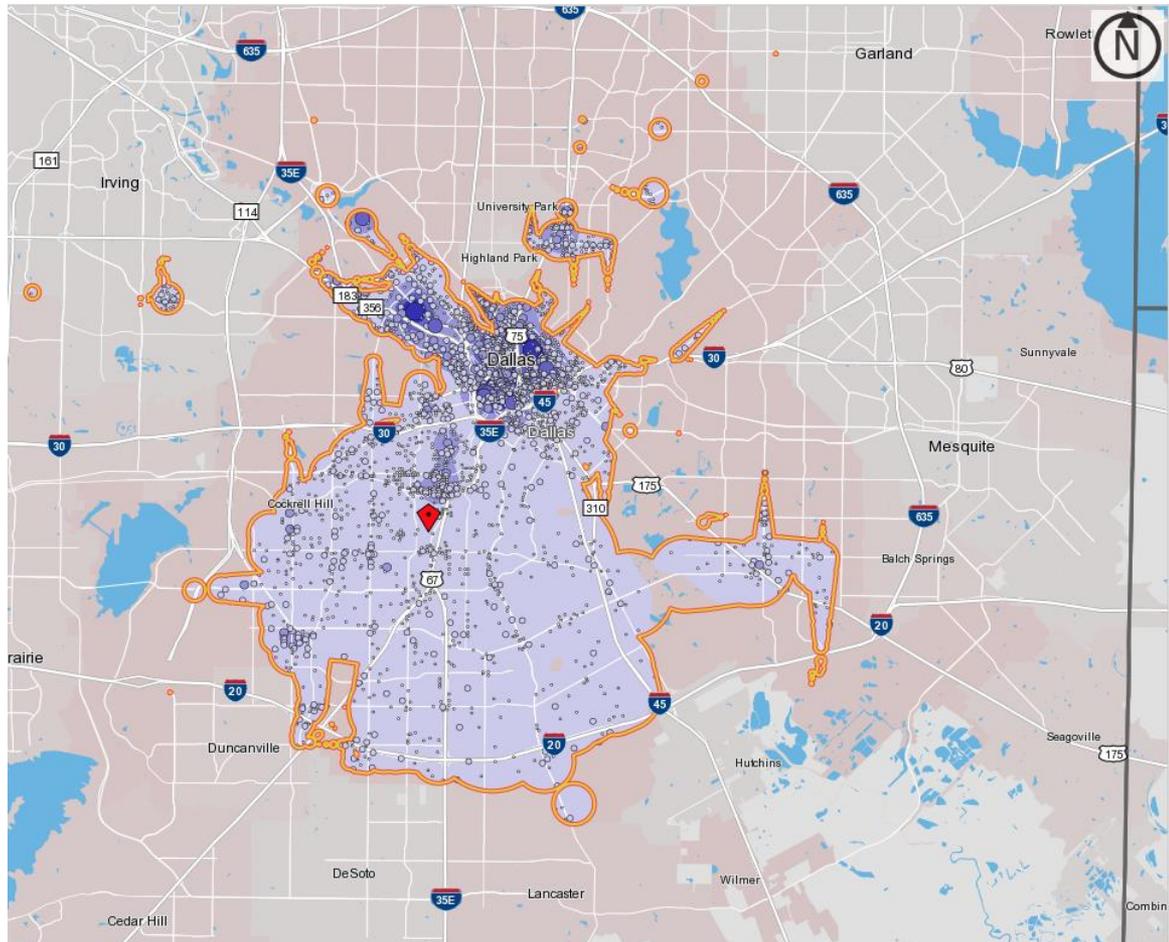
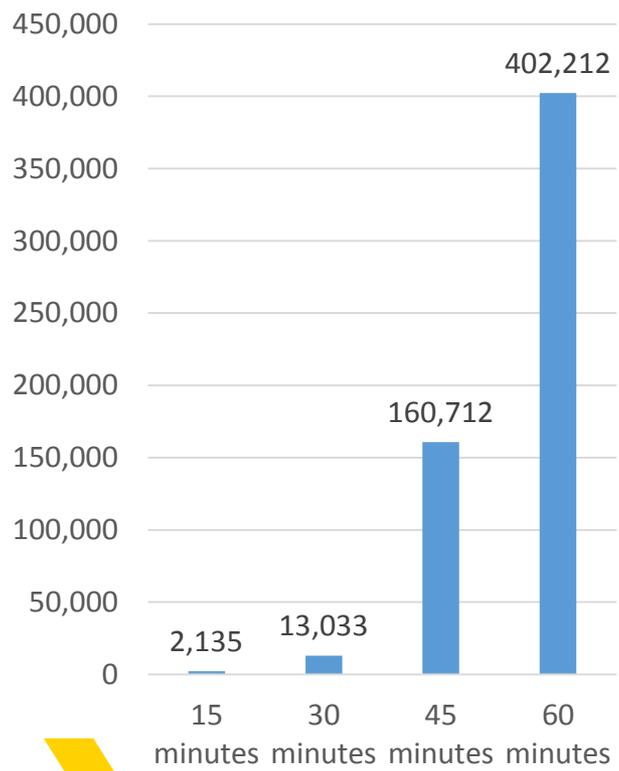


# Hot Spot Analysis of Low Wage Jobs and Low Income Population

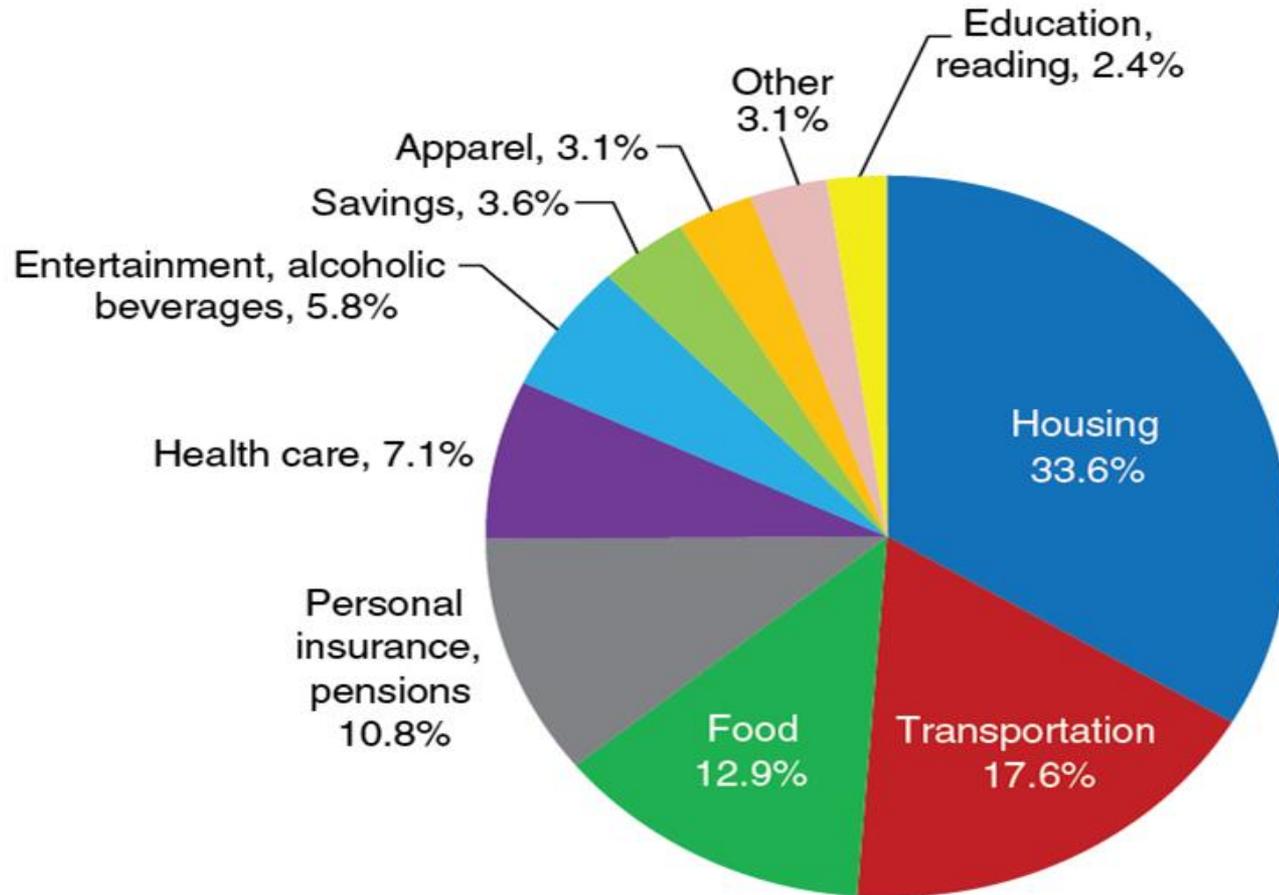


# Jobs Accessible within 60 minutes by transit from Kiest Station Neighborhood in Oak Cliff

Jobs Accessible By Transit

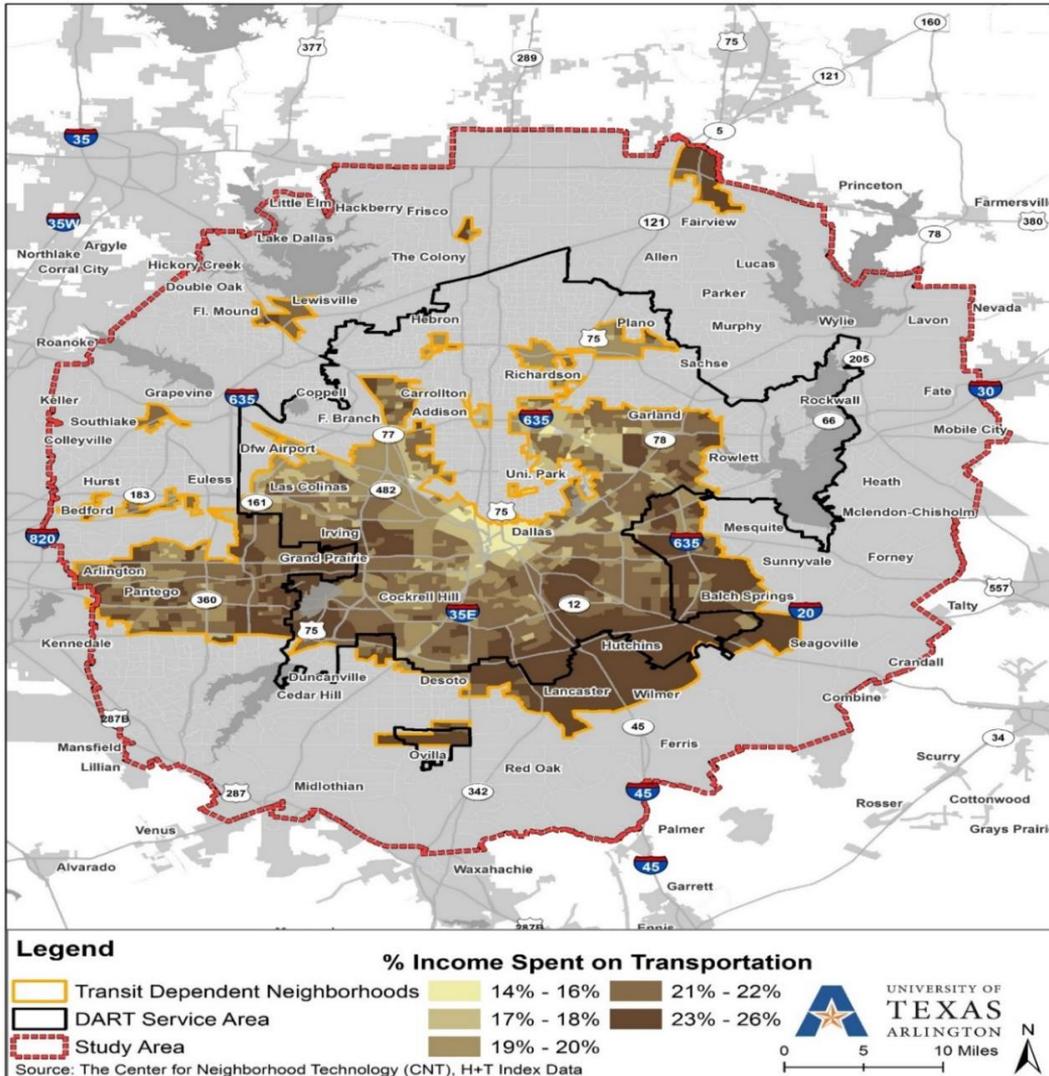


## Share of U.S. household consumer expenditures by major categories, 2013

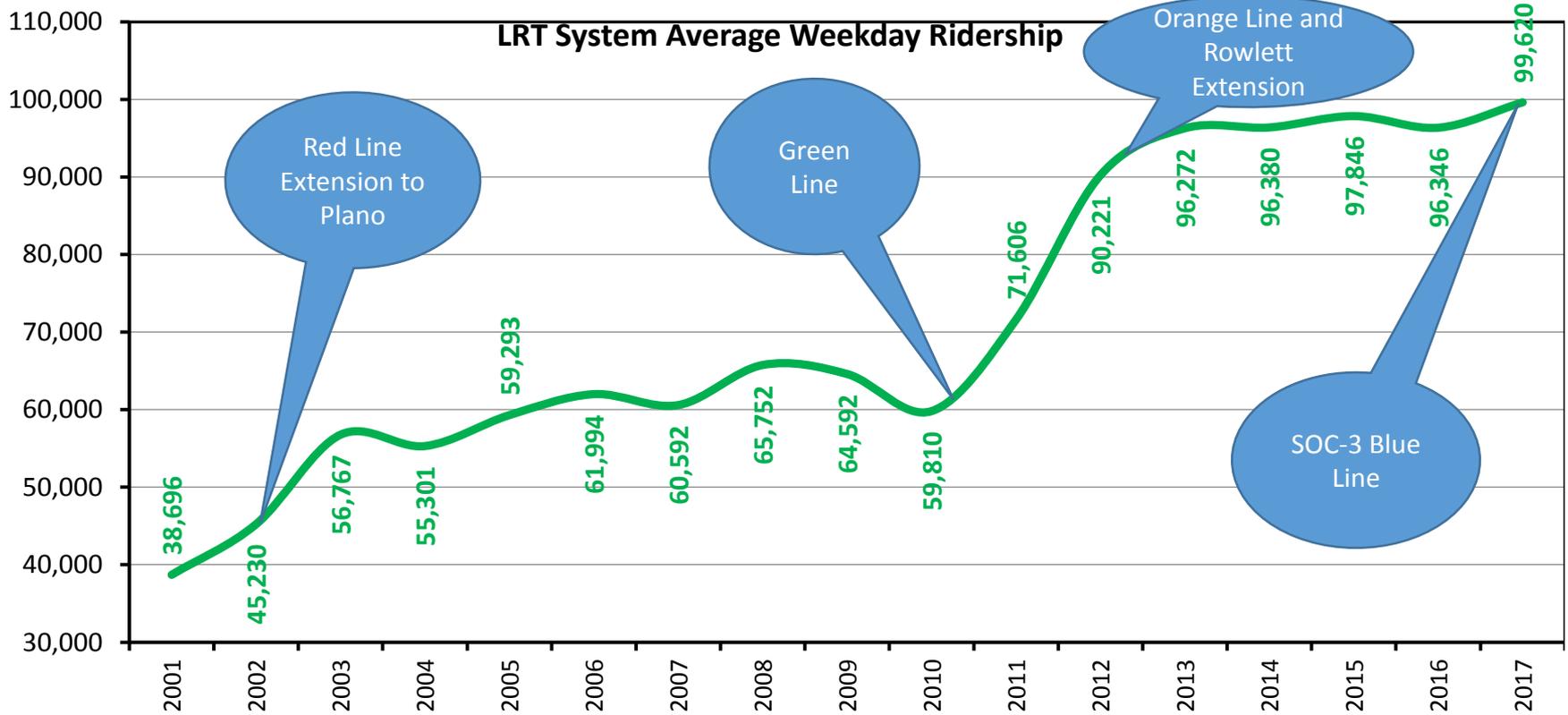


Department of Housing and Urban Development (HUD) suggests that transportation expenditures over 15 % of household income is unaffordable for low income households.

# Percentage of Income Spent on Transportation in Dallas Low Income Neighborhoods

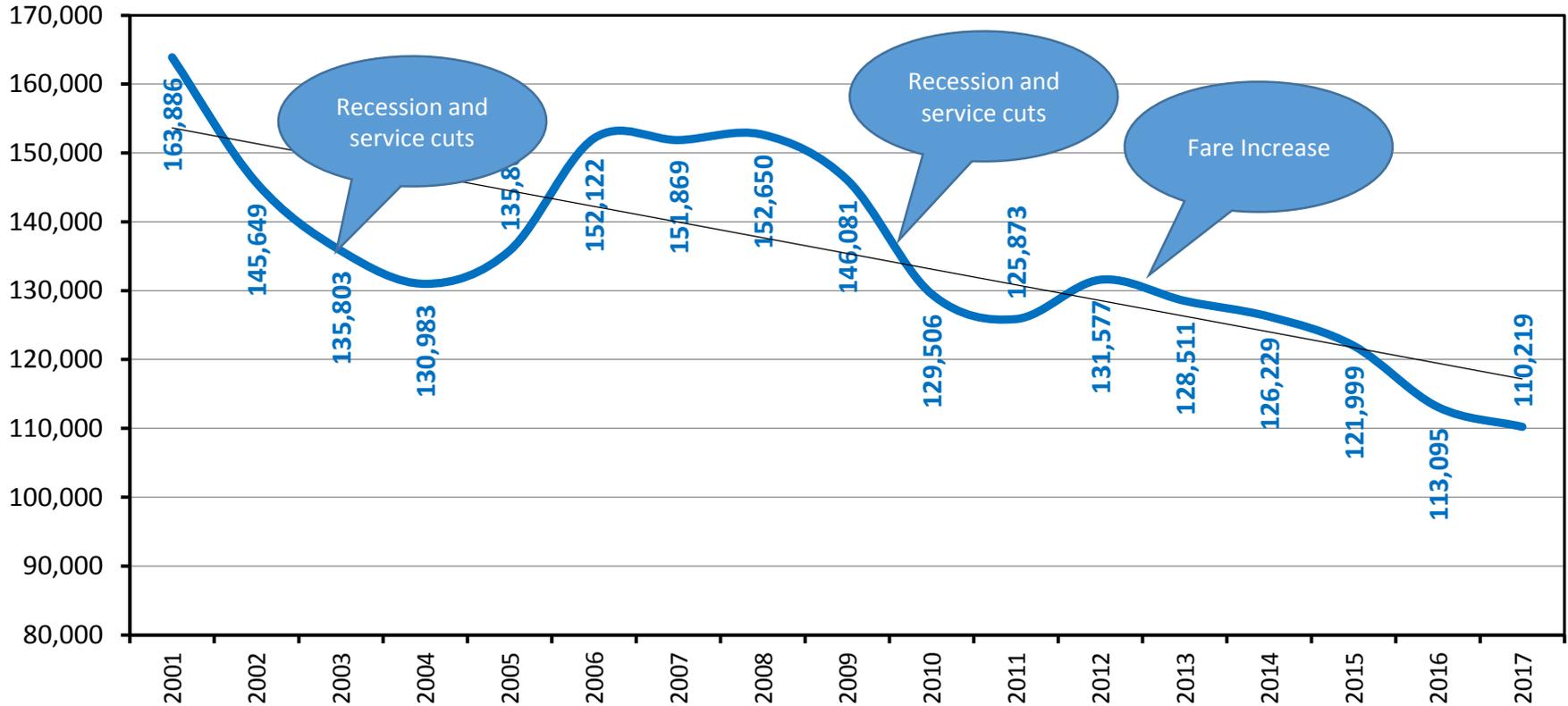


# DART LRT Ridership Trends

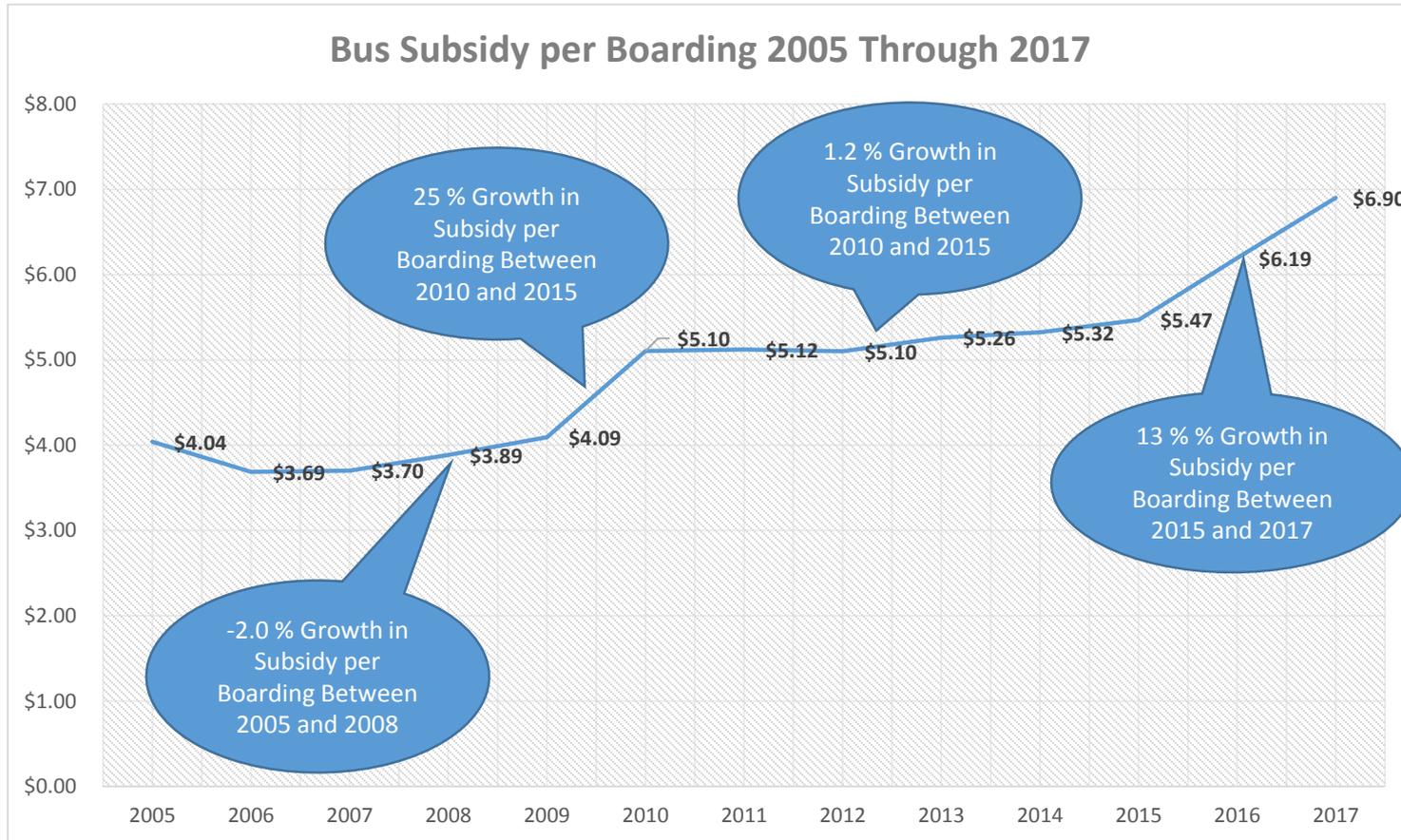


# DART Bus Ridership Trends

Bus System Average Weekday Ridership



# Trend In Bus Subsidies per Boarding



# **DART Federal Shared Mobility Grant Demonstration**

- DART received one of eleven major Federal grants to develop and test technology to integrate new shared ride services into a family of transit services.
- The demonstration will incorporate private sector services like Uber/Lyft, Taxi, Bikeshare, and dynamic carpooling into DART's mobility options
- DART will determine if these options will reduce travel time, wait time, and increase ridership overall for transit

# DART's Sandbox GoPass Technology Upgrade

- GoPass 2.0 Upgrade (DART's Mobile APP)
  - Will include shared ride trip planning
  - Will create a transit account which will permit settlement for public and private services
  - Includes a cash to mobile option which is essential for unbanked persons
- GoLink APP (To schedule on demand services)
- GoConnect APP (Uber/Lyft/Taxi)
- GoPool APP (dynamic carpooling)

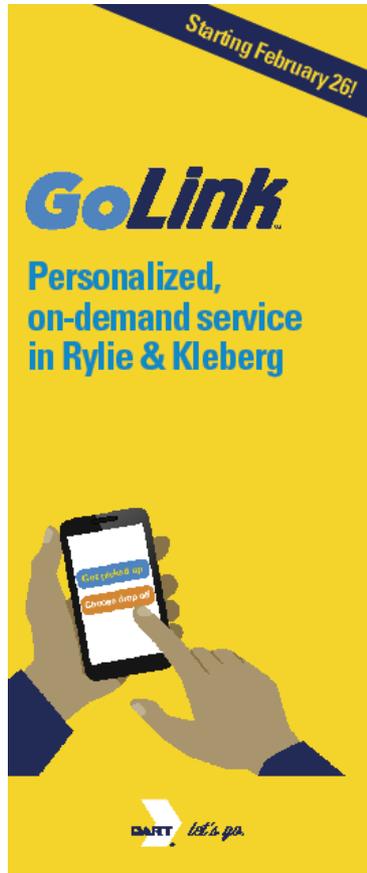


# New DART Shared Mobility Options for First-Last Mile and Direct Services

- DART GoLink (on demand service)
- GoConnect (Uber/Lyft/Taxi and Via)
- Bikeshare
- DART GoPool



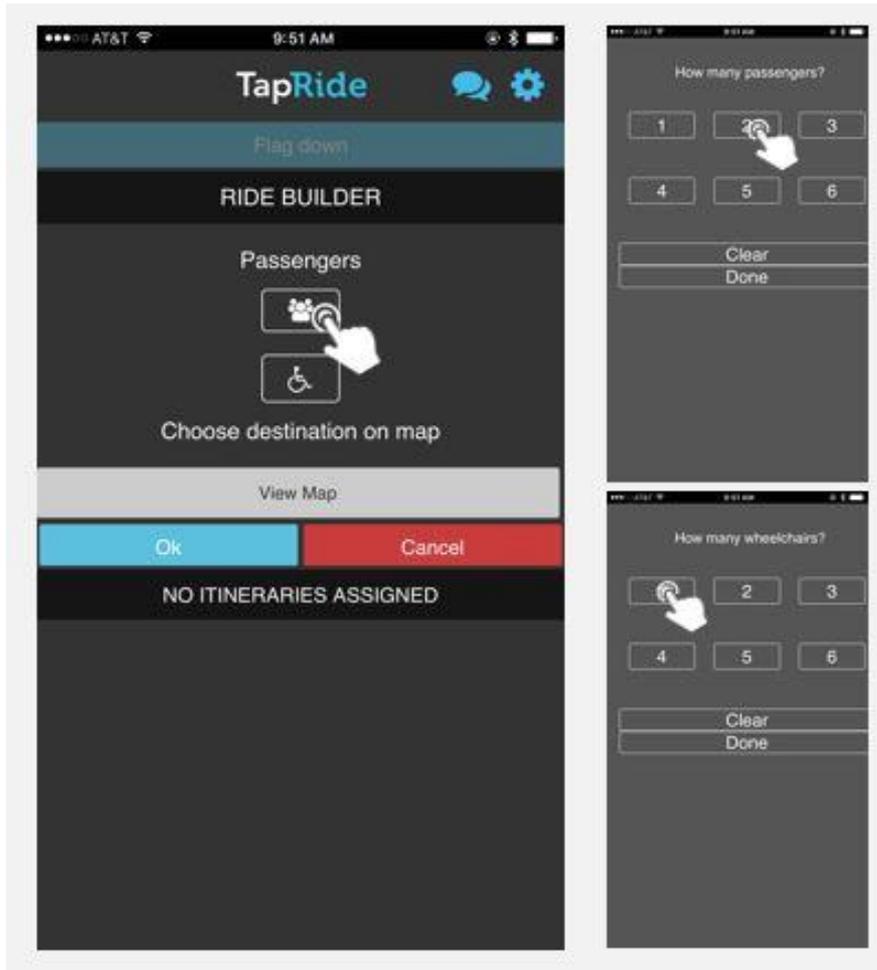
# GoLink



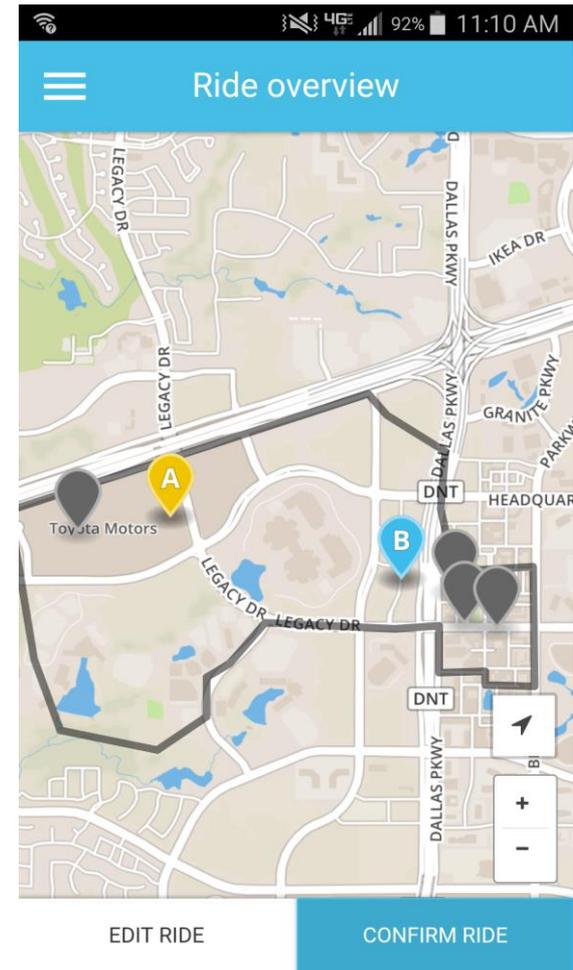
- Small Vehicles - 6 to 14 passengers
- Customer scheduled service in real time through a mobile application
- Publicly operated and supplemented by privately operated TNC's like Lyft, Via or Uber
- Zone Trip distances 1 to 4 miles
- Up to 50 % lower cost than low performing fixed bus routes



# TapRide Software: Customer Interface



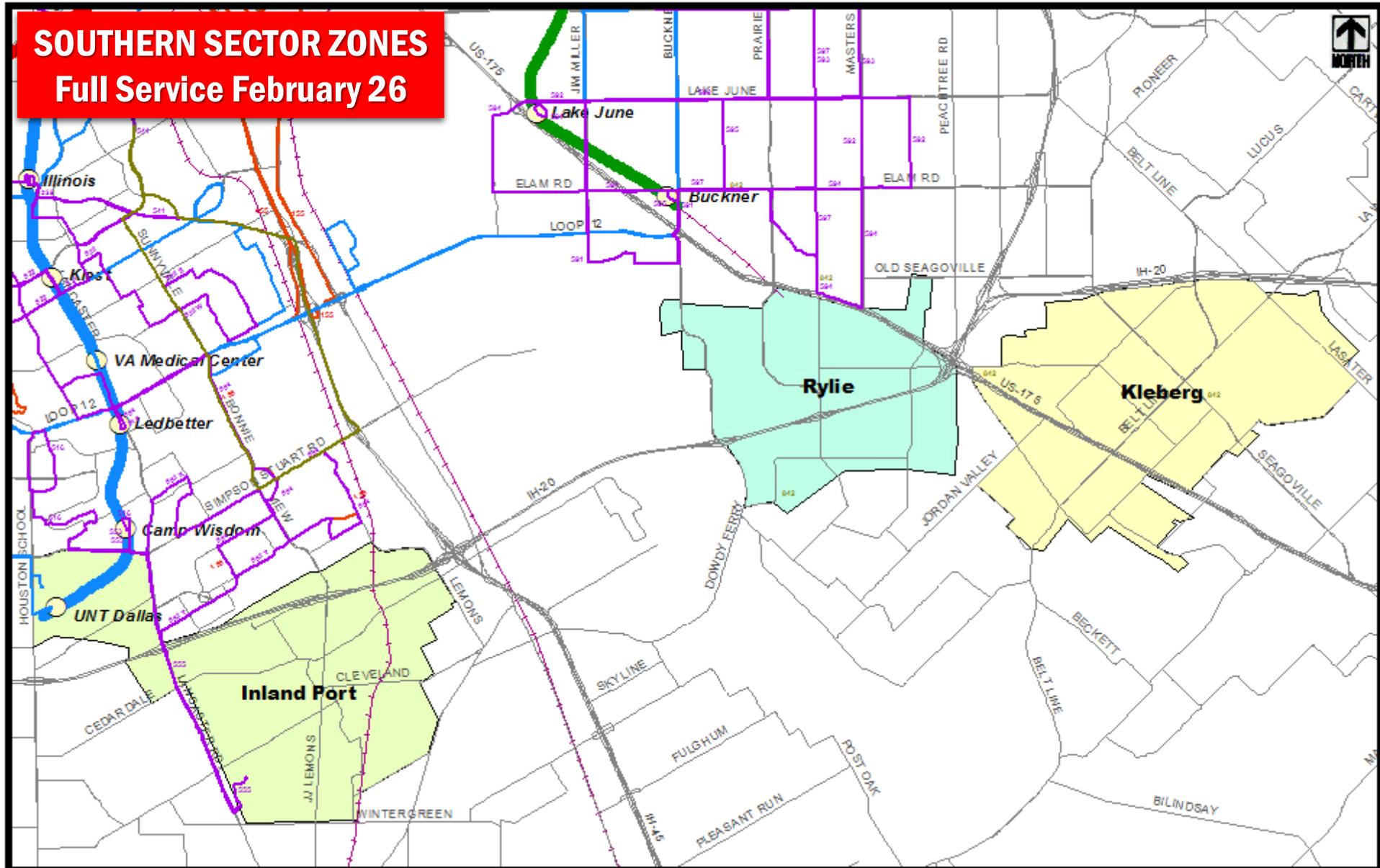
*Customers then enter how many passengers will travel*



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

# Southern Sector Mobility on Demand Zones

**SOUTHERN SECTOR ZONES**  
**Full Service February 26**



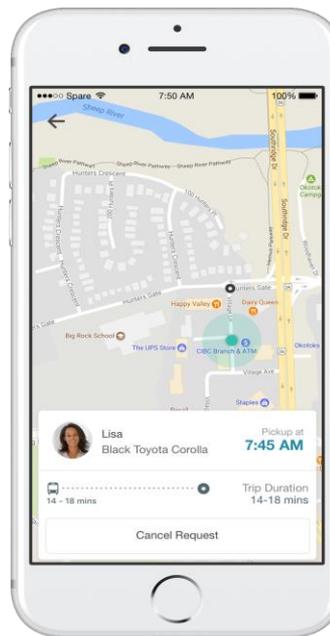


# What is GoPool?

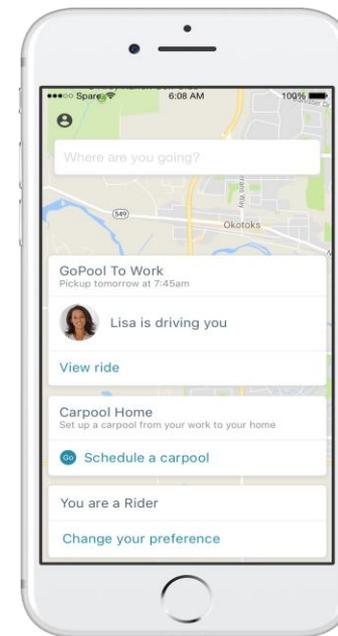
- *DART's first mobile-enabled carpooling platform connecting drivers and riders with similar routes.*



Employer Focused  
Lowest Cost Mobility Solution



App Based  
Cashless System



# Bike Share



- Low Cost -- \$1.00 per hour
- 1<sup>st</sup> and Last mile option
- 1.5 miles in 10 minutes
- No subsidy required

- Will be linked to DART GoPass App to see where Bikes are available
- 1 in 5 bike trips are linked to public transit



# Autonomous Shuttles – The Future Holy Grail for Public Transit



- Eliminate low productivity bus routes particularly in low density suburban areas where transit is not effective
- 60 to 70 % lower operating costs



*let's go.*



[DART.org](http://DART.org)