Shared Mobility and Transit
It is The Road to Economic Mobility?

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Dallas Area Rapid Transit
DART Transit Riders Are Disproportionately From Low Income Households

56.8% of Riders Have Household Income Below $35,000

Income Distribution of DART Riders:

- Less than $12,000: 9.2%
- $12,000-$19,999: 10.9%
- $20,000 - $23,999: 16.0%
- $24,000 - $34,999: 20.7%
- $35,000 - $49,999: 22.6%
- $50,000-$74,999: 14.2%
- $75,000 or more: 6.4%

56.8% of Riders Have Household Income Below $35,000.
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

- 2,135 jobs within 15 minutes
- 13,033 jobs within 30 minutes
- 160,712 jobs within 45 minutes
- 402,212 jobs within 60 minutes

DART
let's go.
The 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

LRT System Average Weekday Ridership

- Red Line Extension to Plano
- Green Line
- Orange Line and Rowlett Extension
- SOC-3 Blue Line

Let's go.
DART Bus Ridership Trends

Bus System Average Weekday Ridership

- Recession and service cuts
- Fare Increase

Year: 2001-2017
Ridership: 80,000 to 170,000

Adjusted ridership data over time with key events indicated.
Trend In Bus Subsidies per Boarding

Bus Subsidy per Boarding 2005 Through 2017

-2.0 % Growth in Subsidy per Boarding Between 2005 and 2008

25 % Growth in Subsidy per Boarding Between 2010 and 2015

1.2 % Growth in Subsidy per Boarding Between 2010 and 2015

13 % % Growth in Subsidy per Boarding Between 2015 and 2017
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
Plano Mobility on Demand Zones

LEGACY
Lunch Service Available Now
Full Service March 26

FAR NORTH PLANO
Full Service August

NORTH CENTRAL PLANO
Full Service March 12
What is GoPool?

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

- Low Cost -- $1.00 per hour
- 1st 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