



# MOBILITY ON DEMAND (MOD) SANDBOX

Dallas Area Rapid Transit (DART)

First and Last Mile Solution

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## TEAM, BUDGET AND WAIVERS

**Key Partners:** Lyft, Uber, Irving Holdings, Unwire, North Central Texas Council of Government, and PayNearMe

**Other Partners:** DoubleMaps and Marlene Connor Associates, LLC

**Budget Summary:** The budget from the applicant is summarized below:

MOD Sandbox Demonstration Federal Amount (\$)	MOD Sandbox Cost Share (\$)	Total Cost
\$1,204,000	\$301,000	<b>\$1,505,000</b>

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## INNOVATION: THE PROJECT APPROACH

DART's Mobility on Demand (MOD) SANDBOX Project is designed to overcome the challenges that DART has documented in four separate pilot tests to improve service and connectivity for customers and provide efficiencies and cost effectiveness within DART's operations. DART hopes that through the Sandbox Grant improvements in the use of technology and Transportation Network Companies (TNC) will increase ridership cost effectively and equitably across the service area and create a better transit environment for not only DART, but rideshare, carshare, bikeshare, rural transit systems and first/last mile providers.

DART will modify the regional mobile application (Go Pass) to offer transit riders choices to choose first and last mile options in order of price, travel time and wait time for arrival of the service and actually pay for the service within the application. First and last mile options which will be targeted in the grant would include TNC's, public transit TNC options for urban, rural and suburban transit providers (e.g., DART On Call), account based taxi companies, bike share, carshare, van and carpool options. Making the common mobile application and supporting purchasing and revenue distribution for multiple providers will be the key objective of the grant. The project approach is summarized below:

- Develop the technical and accounting software and back end office modifications necessary to facilitate revenue settlement for multiple rideshare services based upon DART 's account based fare system. This feature of the grant is essential to overcome the problem of unbanked or non-credit card customers.
- Negotiate contracts with Mobility on Demand providers to accept settlement payments based upon DART's new account based fare system and to address data and safety requirements of transit providers. DART's pilot tests so far have not developed contracts which might be used for

integrated purchasing of TNC services within a transit mobile application and which will address the data and safety issues of transit providers.

- Install Smartphone based Mobile Application technology for use on DART and/or other public demand responsive providers which would be similarly integrated as a last mile option for transit customers. This “public uber” approach may be essential to insure that DART and other transit providers that want to offer mobility on demand services can provide full wheel chair accessibility, geographic equity, required data and safety requirements of public transit providers.
  - Transition DART’s account base taxi voucher program to a more modern “TNC” like scheduling applications and payment technology to increase the number of taxi vendors and provides SMART phone and telephone based trip scheduling options to users.
  - Pilot test the new Regional Mobile APP and integrated payment system with mobility on demand providers including public On Call providers, taxi companies, TNC’s and other last mile services to gauge customer reaction as well as test different pricing options to reflect higher levels of service.
  - Other possible partners to be considered are STAR Transit, SPAN, MJM Innovation, BShare, Vix Technology, Zagster, Bcycle, Republic Bike, Cycle Hop and Motivate.
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## **CHALLENGES PROJECT IS DESIGNED TO ADDRESS**

Many citizens have trouble completing the “first or last mile” of their commutes. Nearly 28 % of all people and 24% of jobs in the DART service area are more than ¼ mile from a bus stop or rail station. By incorporating a robust, easy to use mobile platform that centralizes billing and trip planning across rideshare, carshare, bikeshare and other rural transit systems, DART hopes that the combination of these services will enhance, and ultimately increase ridership across the service area, at the same time creating a more harmonious transit environment to meet customer’s needs.

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## **ANTICIPATED OUTCOMES, BENEFITS, IMPACTS**

DART’s effort to provide new solutions for seamless transportation will continue to evolve the landscape by reducing dependency on single occupant automobiles and enabling individuals to take advantage of quality of life opportunities that lie within the geographical area, be it education, employment, health, or simple accessibility. It will also create an avenue for transportation options for disadvantaged and underserved individuals to access suburban locations.