

**North Central Texas  
Council of Governments**

Mobility on Demand (MOD) Working Group  
Microsoft Teams  
May 24, 2021  
1:00 - 2:30 p.m.

Welcome and Introductions

Discussion - Future of the Working Group

Mobility and Technology Partner Presentations:

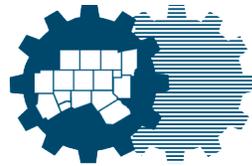
**Spare**

**Via**

**Routematch by Uber**

Presentation Q&A

Closing



## North Central Texas Council of Governments

Mobility on Demand Working Group  
Microsoft Teams  
May 24, 2021  
1:00 p.m. - 2:30 p.m.

### Attendance:

**NCTCOG** – Rachel Jenkins, Shannon Stevenson, Gypsy Gavia, Dora Kelly, Vivian Fung, Andrew Pagano, Brendon Wheeler, Caryn Sanders, Clint Hail, Dan Lamers, Donald Parker, Dora Kelly, Ezra Pratt, Julie Anderson, Kevin Kokes, Lori Clark, Marian Thompson, Martin Bate, Matt Fall, Tim O’Leary, Tom Bamonte, Ying Cheng, Deborah Erwin, Hua Yang

**AECOM** – Andrew Ittigson

**Cambridge Systematics** – Scott Boone

**Catholic Charities of Fort Worth** – Matt Jacobs

**City of Arlington** – Ann Foss, Melissa Heltzel, Lyndsay Mitchell

**City of Fort Worth** – Chad Edwards

**City of Frisco** – Kerin Smith

**City of Grand Prairie** – Tony Flowers

**City of McKinney** – Akia Pichon, Janay Tieken

**City of Plano** – Robert Saylor

**City/County** – Rhonda Daugherty

**Community Transit Services** – Katie Ragan and Kimberly Vaughan

**DART** – Kerri Babbitt, Dwight Burns, Dawn Dorman, Doug Douglas, Tammy Haenftling, Christopher Hawkins, Jill Anderson, Lisa Threatt, Brandi Stringer, Jesse Flores, and Ralph Zaragoza

**DCTA** – Sarah Hultquist and Sarah Ault

**eCarra** – Rock Robinson

**FTA** – Lynn Hayes, Mark Oliphant, and Gwo-Wei Torng

**Irving Holdings** – Jack Bewley, Liz George, and Charlie Johnston

**MATA** – Vic Cervantes

**North Texas Center for Mobility Technologies** – Victor Fishman

**Routematch by Uber** – Cody Cornwell and Todd Allen

**Span** – Diane Beck, Nic Gray

**Spare Labs** – Kristoffer Vik Hansen

**STAR** – Kim Britton, Sherri Faulk, Tommy Henricks, and Valerie Orr

**Texas Transportation Institute** – Todd Hansen

**Toyota** – Yumna Bham, Kelli Gregory, Tyler Brown, Randy Kaushek, Michael Dorazio, Kory Koran, and Janay Winston

**Trinity Metro** – Phil Dupler, Wayne Gensler, Sandip Sen, and Rodney Woods

**University of Texas at Arlington** – Mehrdad Arabi, Sina Famili, and Stephen Mattingly

**Via** – Joshua Panter and Laney Cloud

## Welcome & Introductions

### Discussion: Future of the Working Group

/Polls

#### 1. What initiatives or projects are you interested in learning more about?

On-Demand Services – 23%  
Web or Smartphone Apps for Multimodal Services – 16%  
Dispatching or Routing Software – 13%  
Fare Payment Systems – 17%  
Automated Vehicles – 14%  
Public Private Partnerships 15%

#### 2. What is the biggest challenge when coordinating services between agencies to improve user experiences?

Knowing where to start – 10%  
Identifying appropriate staff – 10%  
Funding opportunities – 35%  
Compatibility of current software infrastructure – 13%  
Public perception and/or support for transit – 29%

*Additional Feedback:*

Procurement processes related to available funding

Consider comparing the cost per square mile of coverage between the different modes because the cost per passenger is typically higher than fixed route.

Cost per ride is always more expensive on the on-demand transportation. Consider you can only carry 3.5 passengers per hour or 4.5 per hour simply creates the cost difference per ride.

Gypsy - Yes, per passenger is higher for MOD service but for areas with low ridership, it can cost less overall to implement MOD service rather than fixed route. We will be reaching out as we work to build the mobility toolbox to make sure we can accurately reflect the differences among modes.

/Discussion Questions

- What would you like to see from this group in the future?
- What initiatives in the region are you interested in learning more about?
- Are you involved in projects or initiatives that should be shared with the group?
- What challenges and barriers do you see to implementing these concepts?
- What does MOD or MaaS look like specifically for our region?

- Are there any resources or information that we could compile that would be helpful to the group? What kind of info would be useful to have on this list?
- Are there any other transit related topics or projects that have been impacted by COVID we should address or talk about?

**Mobility and Technology Partner Presentations (slides provided):**

Spare

Via

Routematch by Uber

[Questions and Answers]

1. What is the geographic coverage (in approx sq miles) of the service area and the annual ridership on GoPass?

*700 sq miles service area for DART*

2. How does DART manage branding across the various service providers accessed through Spare's brokerage? Have customers had any challenges determining which service would actually be providing their ride? e.g. anticipating a GoLink shuttle bus versus a private Uber or a yellow cab?

*GoLink customers have the option to choose Uber over a dedicated vehicle (van or taxi) via the GoPass App. Customers do not have the option to choose a dedicated van or taxi in Zones with both types of vehicles. The dedicated vehicle that can provide the most efficient trip for the customer is chosen by Spare Labs. Vehicle information is provided in the GoPass app so that customer knows which vehicle is there for their trip.*

3. We are almost to 600,000 rides on Via in Arlington now!  
600 k rides since launch...how many per year?

*The number of riders per year has increased each year, as we've increased the service area.*

4. Is there a call-in option to schedule rides in Denver for individuals who don't have access to the Uber app?

*Via's platform supports call bookings, web portal, and both on-demand and pre-scheduled rides. This is particularly important with our NEMT/paratransit services and in some cases, we have the majority of riders calling in.*

5. What is that phone #?

*817-784-7382*

6. Is the OK service also using Uber Central?

Yes

7. Many older riders do not use apps; is there a phone number/call center/employees who can help them get rides? Many riders are older and are not sophisticated enough to use apps

*Regarding an older demographic, we also support partners from a Community Engagement standpoint by working with local community groups (nursing homes, AARP, senior centers, etc.) where we can host mobility days and provide more information and really sitting with riders showing them how to use the app and answer their questions.*

8. Are there any all-electric operators on both platforms?

*Yes, but not exclusively.*

*No exclusively electric services currently with Uber*

*Via has quite a few services with EV's as well.*

*All-EV ridehail service powered by Spare: <http://earth-rides.com/>*

9. Are there studies that show air quality impacts as a result of these services?

*Yes, Spare conducted an impact study*

*Via - here are some figures from our [partnership with Jersey City](#): "Via's third quarter environmental performance report says the service has saved an estimated 2,452 gallons of gasoline during the quarter, more than 48,000 pounds of carbon dioxide and 53,946 miles."*

*Jersey City's on-demand transit success story*

*The city partnered with Via Transportation on the state's first on-demand bus network to enhance service, close transit gaps and expand connectivity. The results? It's working.*

*[www.masstransitmag.com](http://www.masstransitmag.com)*

10. Did I get it right that both Spare and RouteMatch/Uber work with DART GoLink, what are the roles of each? Do the two systems interface?

*Yes, the two systems interface.*

11. Since there are several ride share service suppliers being coordinated by the apps, who pays for the app service? How does each service provider provide interface with your apps?

*Not all interface currently, would love to see it happen in the future.*

## Next Quarterly Meeting

- Plan is to meet quarterly; Next meeting would be in August 2021
- Using virtual format until further notice
- Anyone to add to our contact list? Information can be sent to Rachel at [rjenkins@nctcog.org](mailto:rjenkins@nctcog.org) or Gypsy at [ggavia@nctcog.org](mailto:ggavia@nctcog.org)

Meeting will begin shortly.

Please mute your microphones and identify your name and organization in the chat box.

Chat Box Button



Have you taken the [Access North Texas](#) survey yet?

It only takes 10 minutes!  
Visit [accessnorthtexas.org](https://accessnorthtexas.org) to find the survey and view public meeting opportunities for your county.

# WELCOME



Please place  
microphones on mute  
to prevent  
background noise



During presentations  
or while someone is  
speaking, questions  
can be made through  
the chat box



If you wish to add to the  
discussion, use the “raise  
your hand” feature or  
comment in the chat box.  
We will call on you to  
prevent multiple speakers  
at once



NCTCOG PRESENTATION

# Mobility On Demand Working Group

MAY 24, 2021

WASBY  
MILE

Beckley Ave



transdev

# AGENDA

## Discussion

Future of the workgroup

## Presentations

- Spare
- Via
- Routematch by Uber

## Q&A



# DISCUSSION

What would you like to see from this group in the future?

What MOD/MaaS initiatives in the region are you interested in learning more about?

Are you involved in projects or initiatives that should be shared with the group?

What challenges and barriers do you see to implementing these concepts?

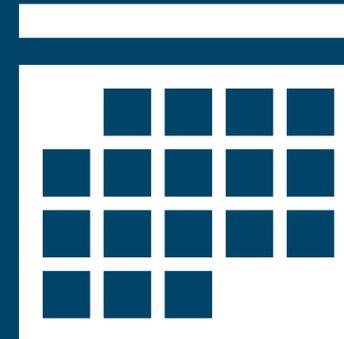
What does MOD or MaaS look like specifically for our region?

Are there any resources or information that we could compile that would be helpful to the group?

Are there any other transit related topics or projects that have been impacted by COVID-19 you think we should address or talk about?

# NEXT QUARTERLY MEETING

- August 2021
- Virtual meetings until further notice
- Please contact us to suggest future meeting topics or add a colleague to the invite list



# CONTACT US



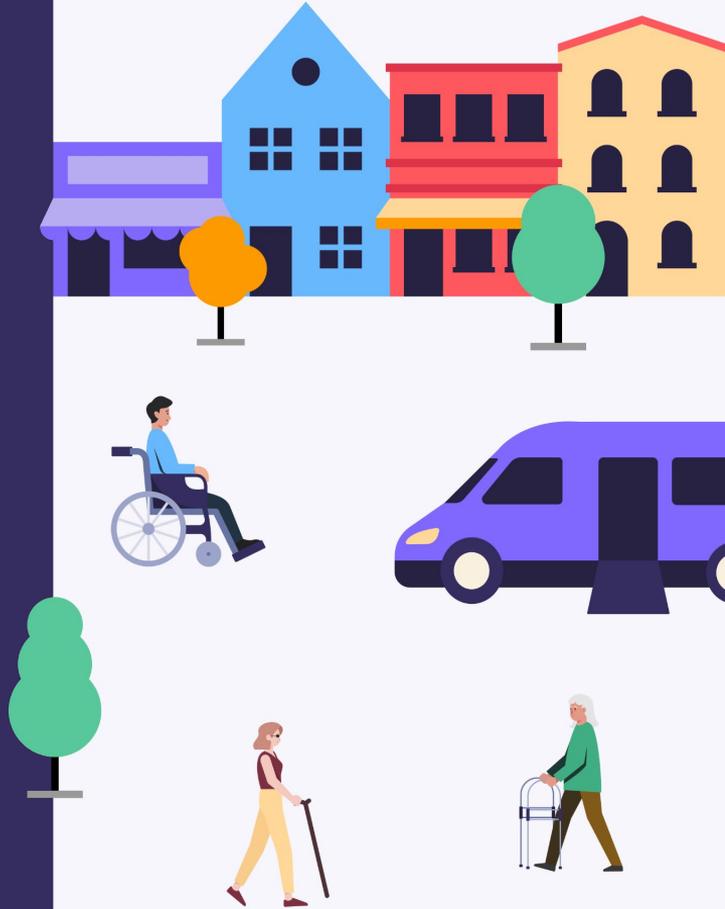
Rachel Jenkins, AICP Candidate  
Transportation Planner  
Transit Management and Planning  
[rjenkins@nctcog.org](mailto:rjenkins@nctcog.org)



Gypsy Gavia  
Principal Transportation Planner  
Transit Management and Planning  
[ggavia@nctcog.org](mailto:ggavia@nctcog.org)

Virtual Meeting

# Mobility On Demand (MOD) Working Group



spare

+



North Central Texas  
Council of Governments



# Kristoffer Vik Hansen

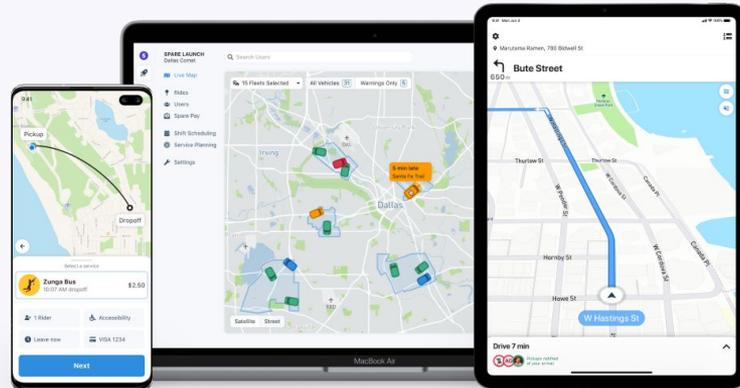
CEO @ Spare

# Spare

Spare is a **flexible operating platform**.

Easily launch and manage:

- Microtransit
- Paratransit
- Ride hailing



## Our mission

**Empowering everyone  
to unlock the potential  
of transportation**

# The problem

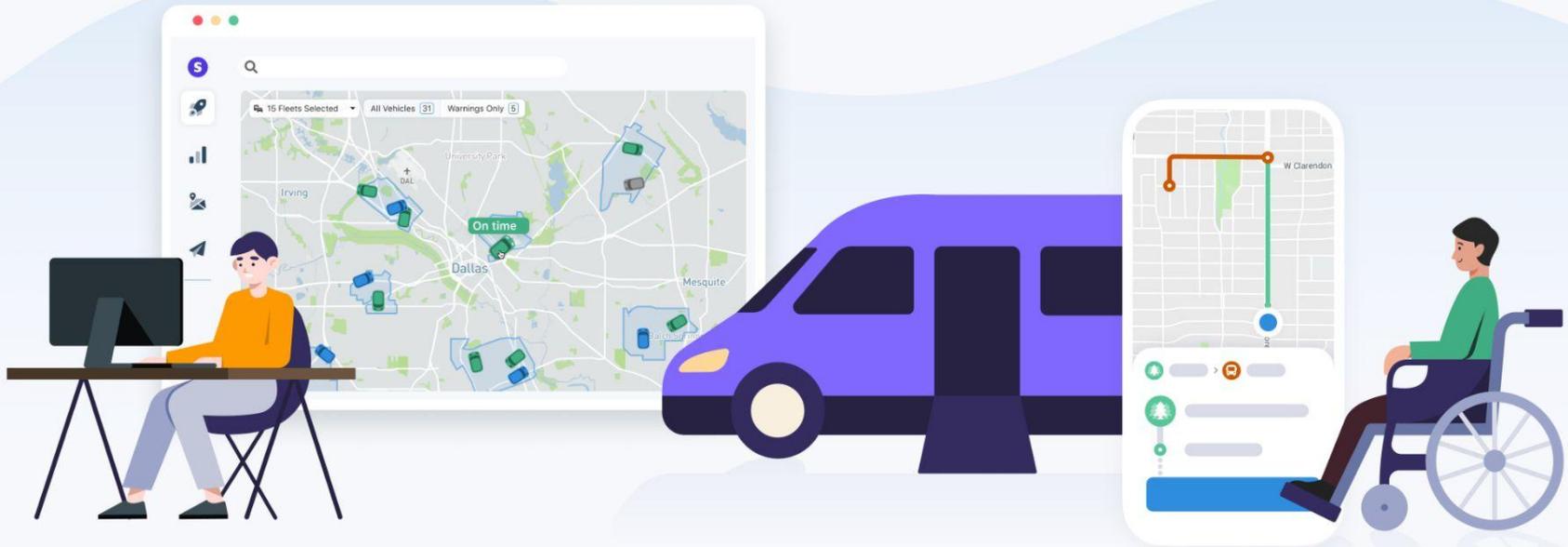


Riders want more frequent  
and convenient service



Agencies struggle to provide  
services that grow ridership

# Seamless transit experience for everyone



# Mobility On-Demand innovations



Pooled trips and  
commingled services

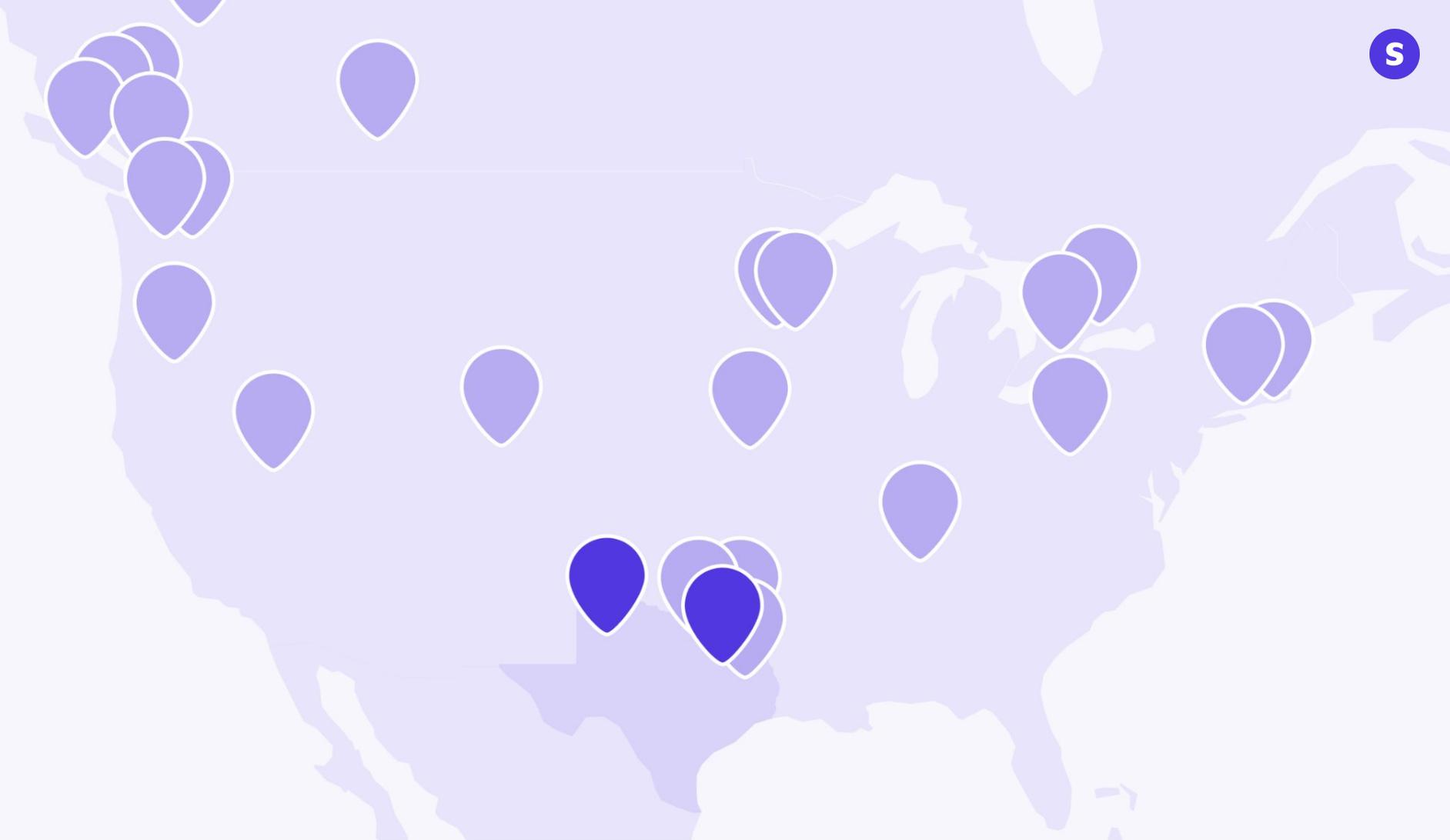


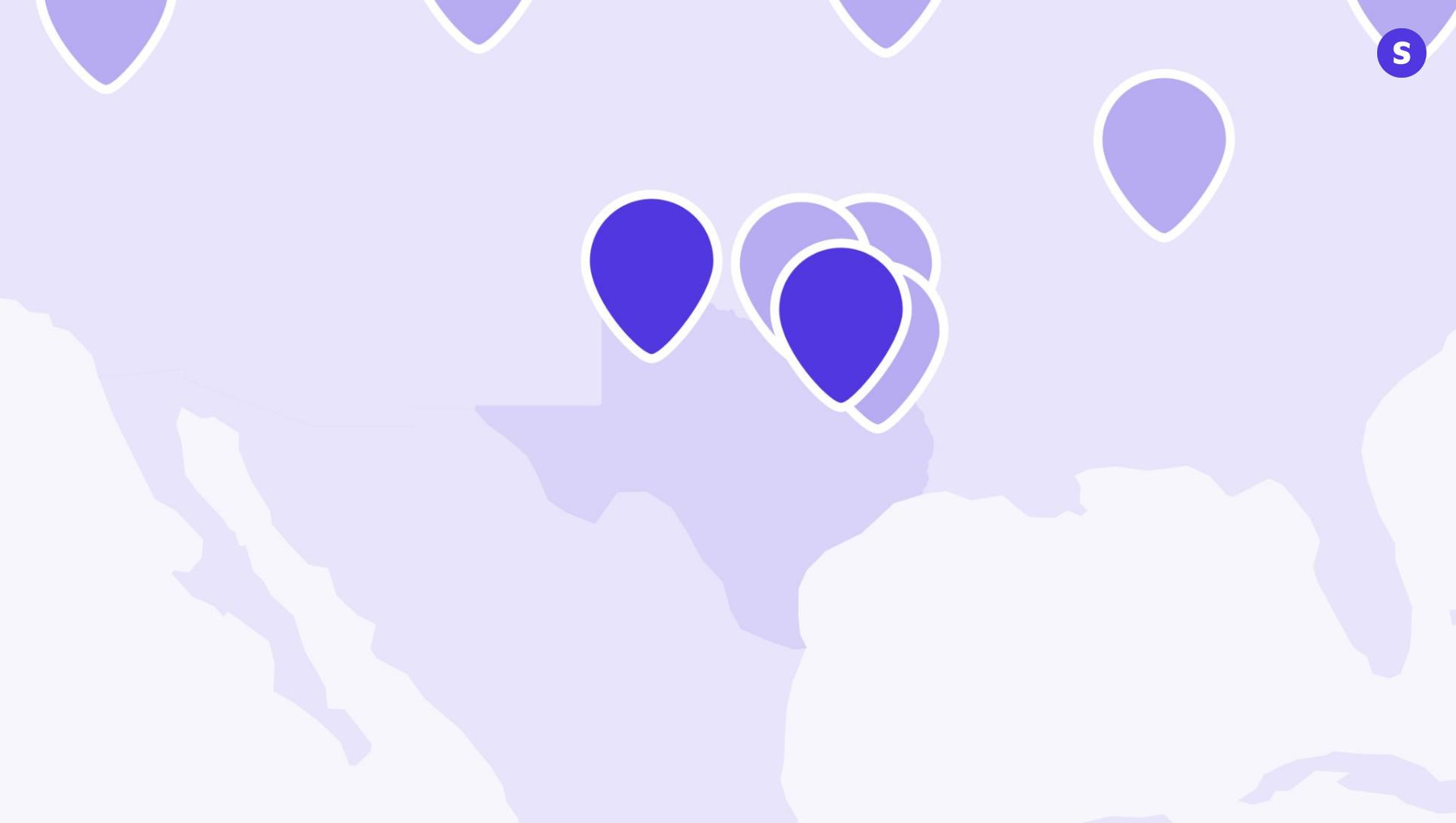
App-based bookings  
and multi-modal trips



Data-driven transit  
planning







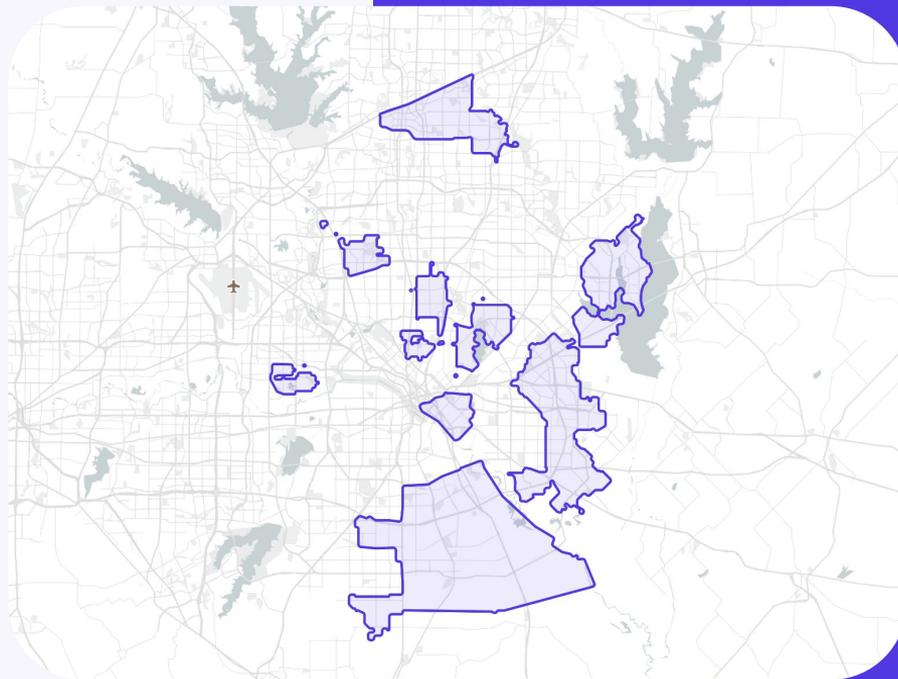
## Customer Story



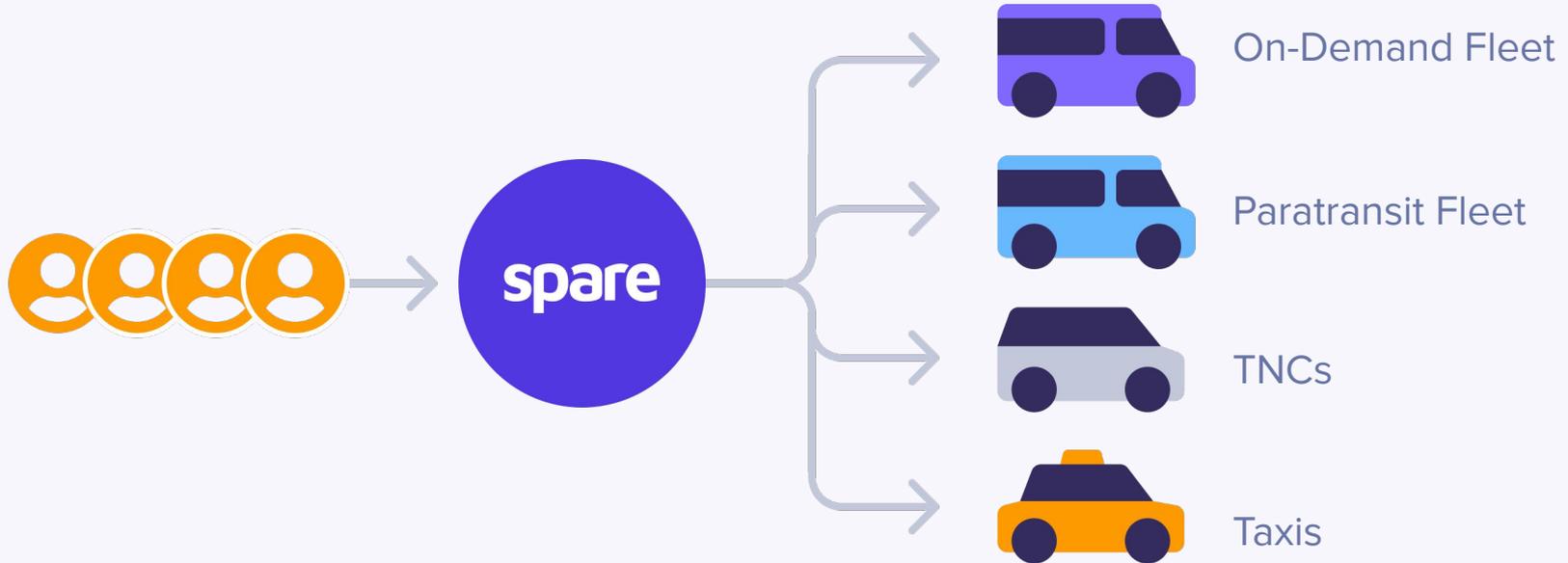
Dallas, TX

# DART GoLink

The largest public on-demand transit service in North America



# Trip Brokering



“

The definition of transit agencies is changing. They aren't just transportation providers; they're more like regional mobility managers and their role is to make sure customers get to where they need to go. The way they get there isn't necessarily as important.



David Leininger  
Former CFO, DART



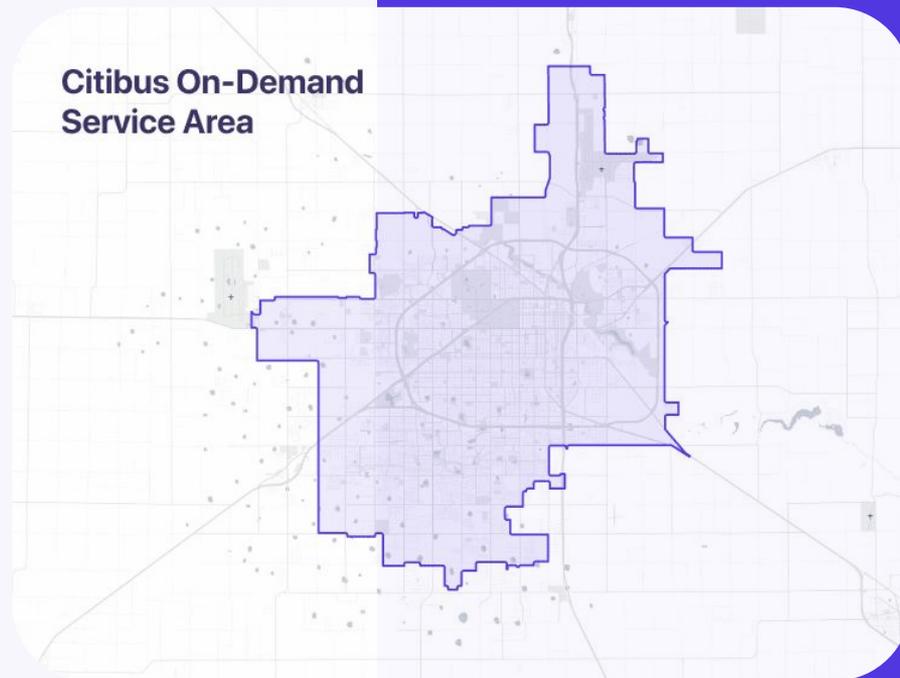
## Customer Story

**citibus** + **spare**

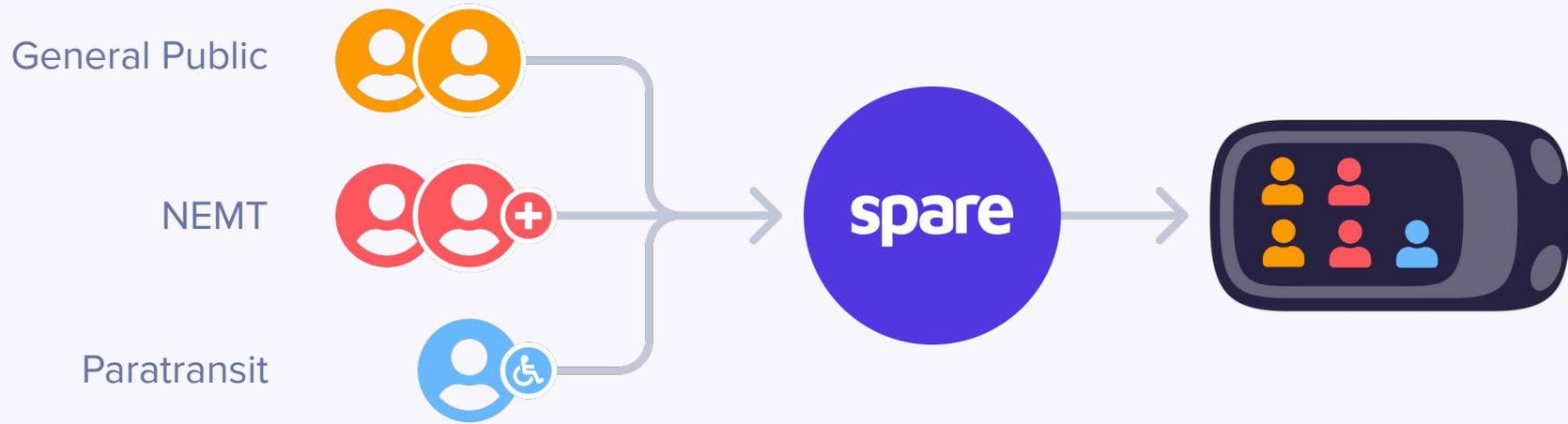
Lubbock, TX

# Citibus On-Demand

Improving efficiency and rider experience with commingling



# Commingling



“

We're thrilled with the service we're providing here. And at the end of the day, it's extremely easy to get the service started. We signed a contract and three weeks later we were operating.



Chris Mandrell  
GM, Citibus



# Ask us anything!

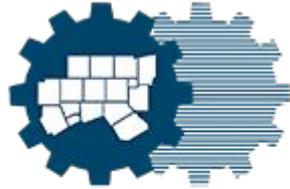




**Thank you**  
for Spare-ing your time!

[kristoffer@sparelabs.com](mailto:kristoffer@sparelabs.com)

Powered by  
**spare**



North Central Texas  
Council of Governments

# Building public transit for the future

Efficient, accessible, sustainably mobility in  
North Central Texas.

# Welcome



**Joshua Panter, Business Development**



**Laney Cloud, Via Partnerships**



## Multimodal Outcomes & Delivery



TRANSIT  
PLANNING &  
SCHEDULING



STREET  
DESIGN



MOBILITY  
MGMT



EXPLORE



ON-DEMAND  
PLANNING



ON-DEMAND  
OPERATIONS



PARATRANSIT  
& NEMT



SCHOOL  
BUSES



CONSULTING



INTEGRATED  
TICKETING &  
PAYMENTS

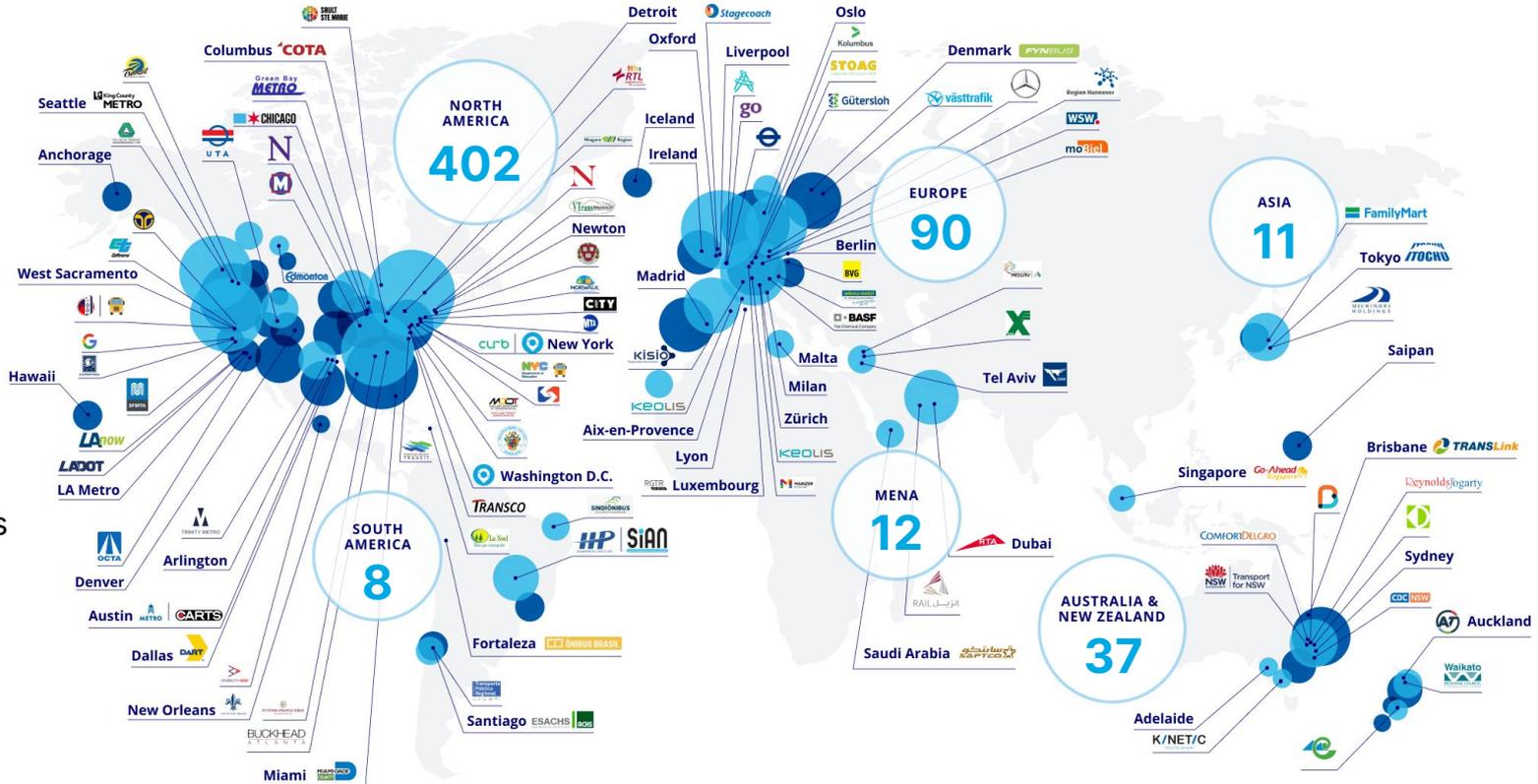
## Integrated Mobility Platform

PLANNING  
SOFTWARE

.....*End-to-end solutions powering public mobility*.....

OPERATIONS  
SOFTWARE

# Via is the world's leading provider of advanced public mobility solutions



500+

Partnerships

24

Countries

350

Engineers

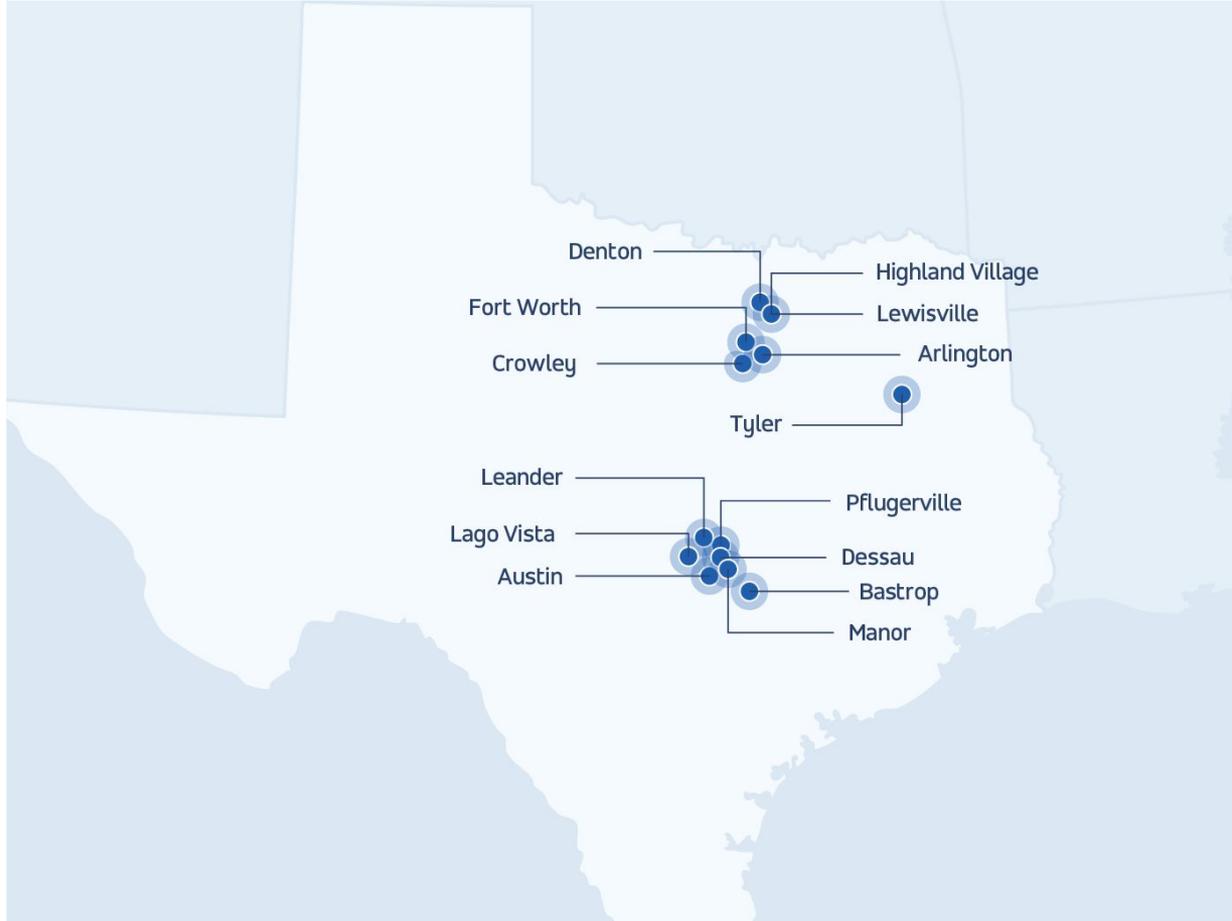


# Via is the world's leading provider of advanced public mobility solutions

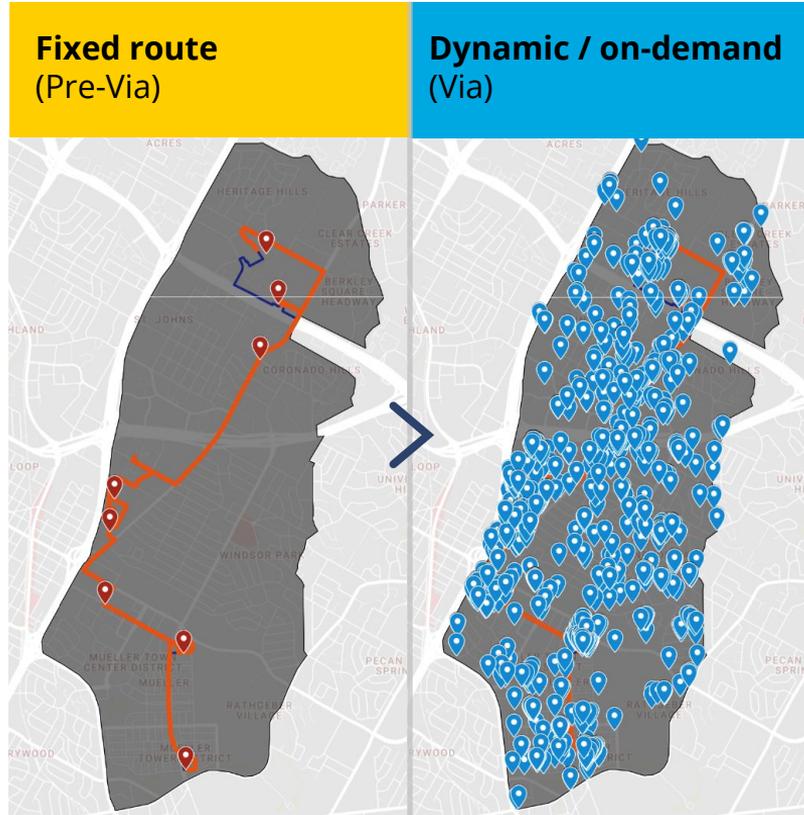
**500+**  
Partnerships

**24**  
Countries

**350**  
Engineers



# Convenience drives demand.



## Strengths

of a hybrid fixed/on-demand model

**Complements fixed transit**

**Tech-enabled and convenient**

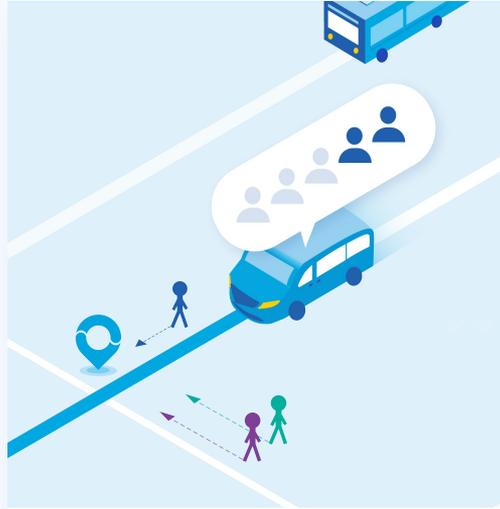
**Cost effective**

**Flexible to current needs**

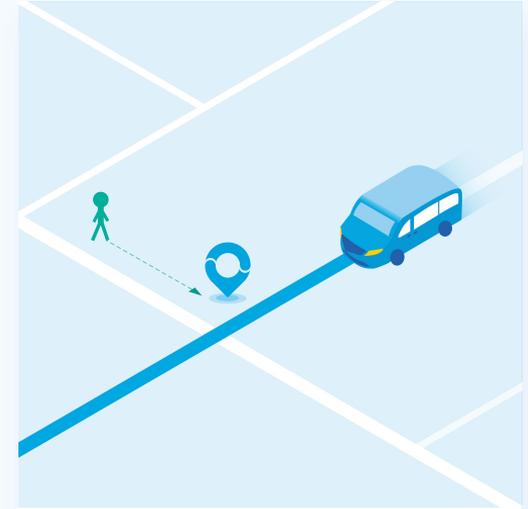
## How Via's technology works: smart rides with virtual stops.



**Pairs riders  
traveling along the  
same path**



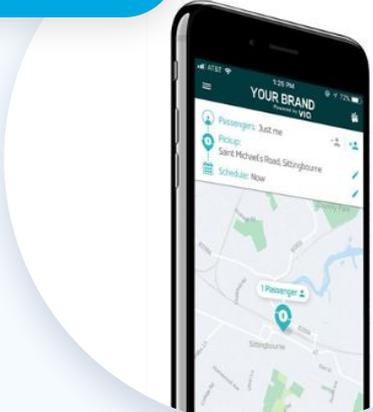
**Matches riders with  
the best vehicle for  
that shared journey**



**Directs riders and  
drivers dynamically to  
the best virtual stop**

# Two partnership models — your choice.

## SaaS



### Software-as-a-Service

Licensing Via's on demand shuttle system to transit agencies and operators who prefer to use their own vehicles and drivers.

## TaaS



### Transportation-as-a-Service

Turnkey solution operated by Via on behalf of our partners that includes technology, drivers, vehicles, and operations management.

# In Arlington, Via has fully scaled its 2017 on-demand pilot into a citywide transit network

**400k**  
rides served

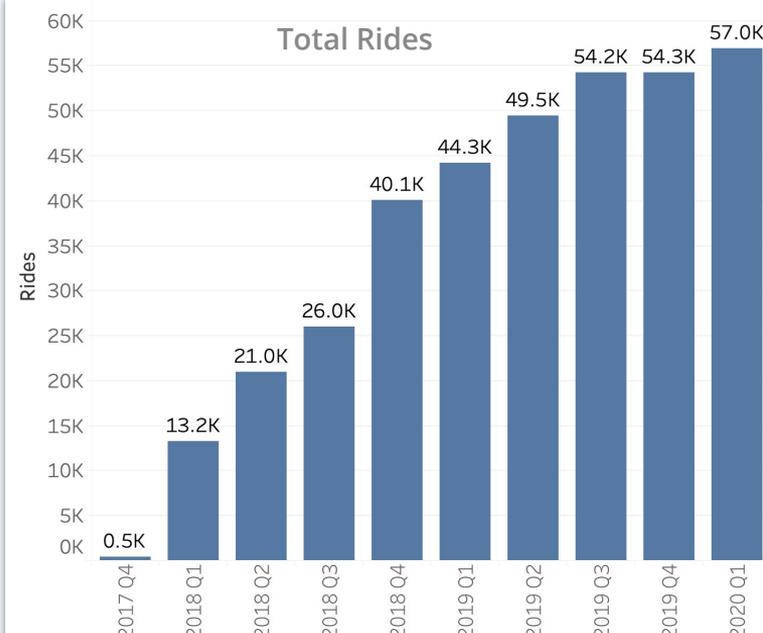
**4.8**  
out of 5 average rider rating

**70%**  
of riders are repeat riders

**50%+**  
of trips are shared

## City of Arlington, Texas

- Arlington is the **first American city** to rely entirely on demand-responsive public transit
- Replaced an underperforming bus with a dynamic **on-demand** service
- **Funded by the FTA**, and awarded an FTA grant to incorporate **autonomous vehicles** on UTA campus
- Deployed **three successful expansions** since launch, with plans to expand **citywide** in 2021
- Leveraging the service's vehicle in an early 2021 **advertising pilot** to **increase revenue generation for the service**



# CapMetro: Austin, TX.

## Problem:

Decreasing transit ridership and poor access, especially for those with limited mobility and financial means

## Solution:

- Won bid to power “Pickup” service after completing a successful pilot from 2017 to 2018
- Launched expanded Pickup service in five distinct zones in August 2019
- Providing access to Austin employment hubs
- Offering a low flat fare of \$1.25, the same as MetroBus and MetroRapid
- Added sixth zone — a fast-growing and vibrant suburb — in December 2019 to expand access
- Launching two more zones in August 2020



# 4x

Growth in ridership vs. previous service

# 50%

Reduction in cost per passenger vs. previous service

# 2/3

passengers shared their rides prior to COVID-19



**Geography:**  
Rural, suburban, and urban



**Use case:**  
First-and-last-mile, commuting



**Fleet:**  
17 wheelchair accessible minibuses



“

[Pickup] provides reliable and accessible service in zones...that otherwise have limited access.”

— Chad Ballantine, CapMetro VP of Demand Response and Innovative Mobility



# 150%

Increase in  
service coverage

# 4

average rides  
per Vehicle hour

# 300+

rides per day

## City of Wilson, North Carolina.

### Problem:

As Wilson's economic center shifts and takes new jobs with it, the city's decades-old fixed route system no longer serves transit riders.

### Solution:

- Replaced fixed routes with RIDE, an entirely on-demand service, in September 2020.
- Using the same budget, expanded access to job sites and health care by increasing transit coverage from 40% of the city to 100%.
- Served riders who are unbanked and/or without access to smartphones by accepting payment through prepaid vouchers and offering both online and phone booking.
- Funded by FTA 5311, a competitive FTA AIM grant, and City funding.



“

[RIDE] has changed people's lives. And that's what makes me thrilled to be able to offer this service in a community like Wilson.”

— Rodger Lentz, Chief Planning  
and Development Officer



**Geography:**  
Rural



**Use case:**  
Rural mobility,  
commuting



**Fleet:**  
10 vehicles

# Green Bay METRO

0

missed paratransit trips  
Since launch

98%

average on-time  
performance

20%

reduction in costs since  
Replacing fixed routes

## Green Bay Metro: Green Bay, Wis.

### Problem:

Poor rider visibility into booked rides, schedules, vehicle locations and ETAs in existing paratransit service. And need to increase overall transit coverage for residents as a result of underperforming fixed routes

### Solution:

- Launched a turnkey paratransit service in April 2020, replacing a previous operator
- Building on success of ADA service, introduced a general public on-demand microtransit service in August 2020
- Rides can be booked through app or phone for both services.



“

Via makes things extremely easy for him, and they are always very thoughtful of Luke and our family throughout the service.”

— Mother of paratransit rider



**Geography:**  
Suburban



**Use case:**  
Paratransit,  
microtransit



**Fleet:**  
12 vehicles (shared  
fleet)

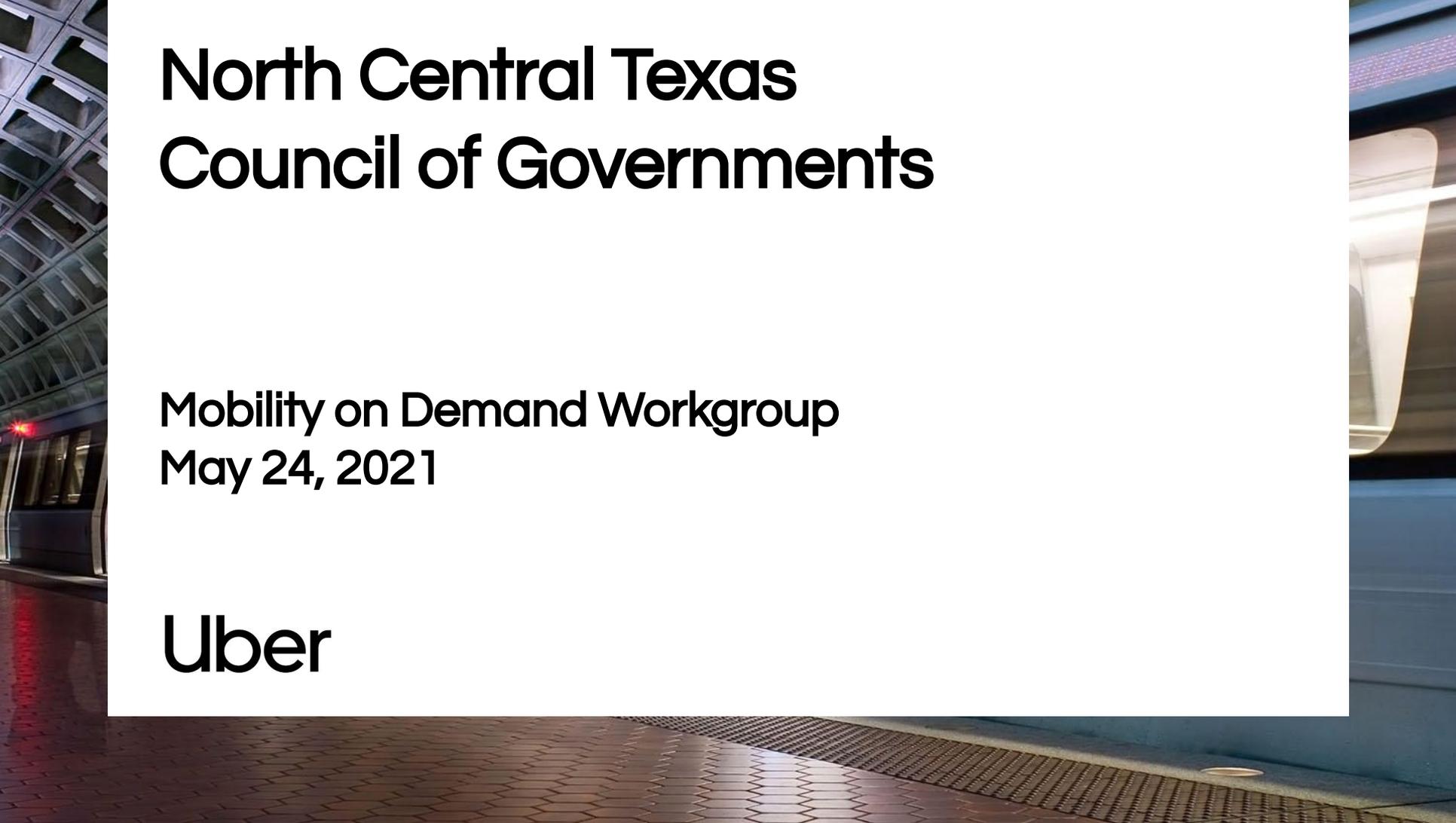
# ViaViewer™: A glimpse into your potential service.



**Thank you.**

Laney Cloud  
laney@ridewithvia.com





# North Central Texas Council of Governments

Mobility on Demand Workgroup  
May 24, 2021

Uber

# Agenda

**01** Introductions

**02** Uber Transit Technologies

**03** Innovation on the Ground

**04** Questions and Comments

# 01 Introductions

Uber | Routematch

**Cody Cornwell**, Senior Account Executive

**Rob Bryans**, Senior Account Executive

**Todd Allen**, Government Affairs & Community Relations Manager

# 02 Routematch by Uber | Uber Transit Technologies

# Our products help expand transit



## Accessible transit

Uber can provide accessible transportation options for people with disabilities and special needs with scheduled or on-demand sedans or wheelchair accessible vehicles.

- **Paratransit:** we can partner with you to support existing paratransit programs, or work with you to develop a new offering.



## Complementary transit

Extend the reach of public transit with:

- **First- and last-mile:** help riders get to or from transit stops and hubs.
- **Late-night / guaranteed rides home:** offer riders a TNC alternative when transit isn't an option.
- **Transit / food deserts:** help riders get to where they need to go where transit isn't available.



## On-demand shared transit

Launch microtransit by leveraging Uber's carpooling technology to provide **on-demand, shared transit** - either in sedans, wheelchair accessible vehicles or high capacity vehicles.

# 03 Innovation on the Ground

# Use of own resources + Uber: Marin Transit

## Ride Options

Choose the ride that's best for you!

### Public Transit



Public transit services and their real-time departures are shown within the Uber app. You'll also receive detailed directions to your transit stop.

### Marin Connect



A shared-ride transit service using five-passenger vans open to everyone. Driven by professional drivers, all vans are equipped with **Connect2Transit** chair lifts and bike racks.

### UberPool



This service is a shared-ride service operated by Uber's network of TNC drivers. Selecting the UberPool option could match you with riders going to the same general area, allowing you to share the costs. UberWAV provides additional wheelchair accessible vehicles when available. When Uberpool is not available, UberX is provided.

	<b>Marin Connect</b> 2 1:48pm Accessible shared ride by Marin Transit	<b>\$4.00</b>
	<b>Pool</b> 2 1:50-1:59pm Shared rides with the option to walk	<b>\$8.62</b>
	<b>Transit</b> 1:55pm Public transit routes in your city	<b>\$2.00</b>



**Robert Betts**

Director of Operations and Planning Marin Transit:

“Our top priority was the integration of multiple options; Subsidies, Vouchers, A robust network of drivers alongside of own offering Real-time transit information in the app”

Source: APTA Webinar October 29th 2020



Indicates accessible options



Select rides are discounted up to \$5 to and from transit stations in Marin on Marin Connect and UberPool. [Read More >](#)



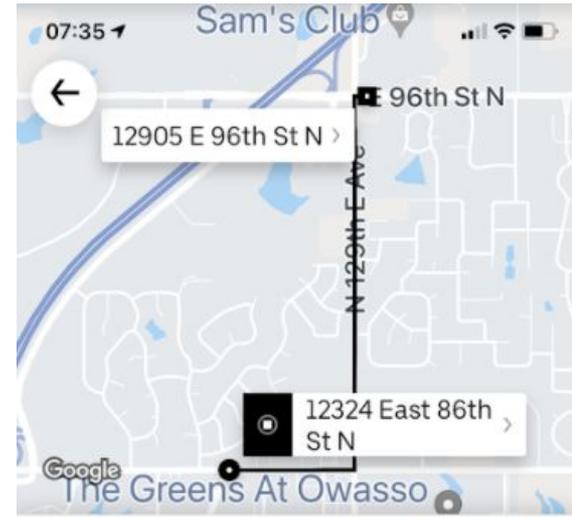
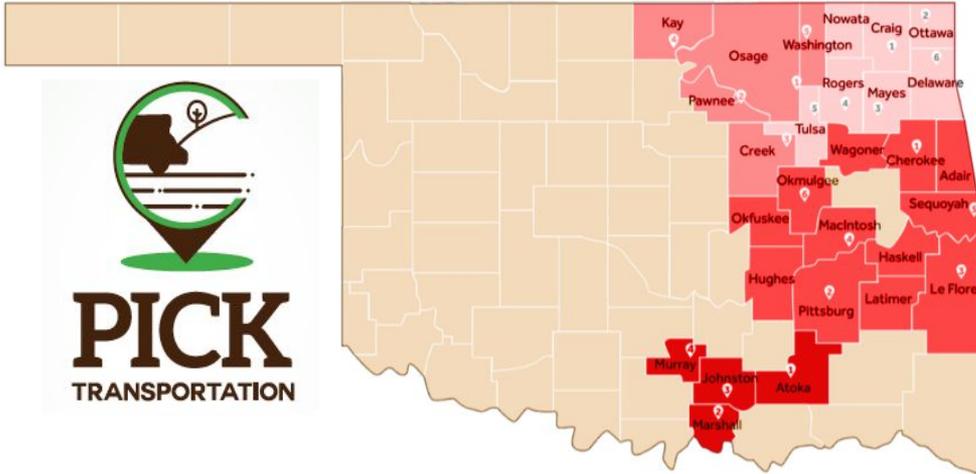
Additional discounts for riders eligible for Marin Access programs. [Read More >](#)

Uber Transit | On-demand paratransit

# PICK Transportation

PICK Transportation provides flat-fare on-demand service to residents of Eastern Oklahoma on evenings and weekends through a single application to provide a superior customer experience.

- 21 Rural Communities will receive on-demand service thanks to PICK
- 4 transit agencies partnering to deliver this service
  - Pelivan, KiBois, Cimarron, and JAMM
- Utilizing the Uber application to book real-time on-demand rides
- Extending service to evenings and weekends where service was previously unavailable



PICK Transportation 2 \$3.00

07:39 dropoff

Accessible, shared ride by PICK

How many seats?

Since you'll share the ride with others, there's a 2-seat limit

1 2

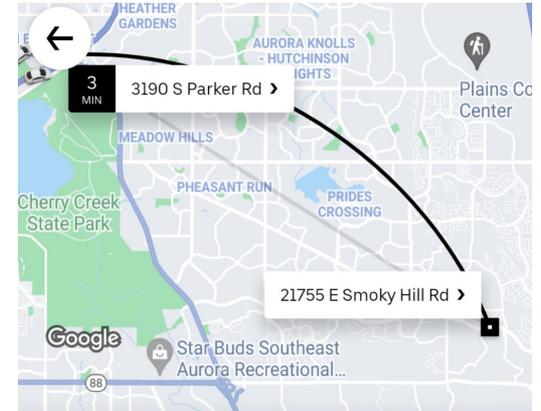
# On-Demand Paratransit

## Regional Transportation District, Denver

Denver RTD offers ADA riders traveling within specific boundaries on demand paratransit service. This offers riders with greater spontaneity and freedom during peak operating hours. This has resulted in a per trip reduction in costs from approximately \$60 down to \$20 per ride

- Ambulatory and Wheelchair accessible riders
- 4 trips per day
- 60 Trips per month
- Peak service hours
- \$2 fares with subsidies up to \$20
- Opt in program

“ With this launch, Denver is the first city in the world to launch Uber Transit Journey Planning and transit ticketing in the Uber app while also leveraging Uber’s software to provide the most equitable, connected and accessible transportation possible



17% promotion applied



UberX <sup>3</sup>

\$13.93

1:43pm dropoff

\$16.78

Affordable rides, all to yourself



Regional Transportation District

You pay first \$2.00, 60 trips remaining

Choose UberX



# On-Demand Shared Transit

Dallas Area Rapid Transit (DART), Texas

Dallas Area Rapid Transit (DART) is partnering with Uber for a one-year pilot program to provide North Texas riders greater flexibility and more options for their transportation needs.

With this partnership, riders will get up to 2 free UberPool rides per day in eligible areas to or from an eligible DART station,\* and drivers will receive UberX fares for UberPool trips in eligible areas, plus 50 cents for each pickup added to a trip.

Travel to or from any DART station or transit center within a zone is \$1, and travel to or from any destination within a zone is \$3. DART expects the pilot to save money by using smaller, on-demand vehicles.

In addition to being able to order a trip in the Uber App, riders can access on-demand rides in GoPass®, DART's all-in-one travel tool through an API integration.

“ \$15 per rider - cost of DART's traditional bus service,  
Now \$5 per rider with Uber

**New Mobility Options in Plano:**



**GoLink Uber**

We're working together to deliver great curb-to-curb service for you in Legacy West, Far North Plano & North Central Plano/Chase Oaks.

5:00 a.m. – 8:00 p.m., Monday – Friday



let's go.

**Book your GoLink or UberPool trip in the GoPass® app!**  
No smartphone? Call 214-452-1827 to request service.

More information at [DART.org/GoLink](https://DART.org/GoLink)

	<b>UberX</b> 🧑‍🤝‍🧑 4 8:15am dropoff	<b>\$23</b>
	<b>Pool</b> Shared rides in partnership with DART	<b>\$0</b>
	<b>UberXL</b> Extra seats and luggage space	<b>\$47</b>

# Questions & Comments

Thank you!

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