



Overview of Future Model for Mobility Management Services

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PASSENGER Transport

“Putting it all together under one roof is Dallas Area Rapid Transit (DART). DART envisions hiring a single contractor to manage and coordinate all its demand-responsive mobility resources... As part of this vision, DART is strategizing how best to incorporate newer mobility resources – like TNCs – into its grand plan. **If you were to ask me where the public transit industry is heading, this is it.**”

As transit agencies wish to truly *transform* their paratransit services and their service models, they will need new-generation technology platforms that don’t take the same old approach.”

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***Paratransit and On-Demand Services:
Are Opportunities to Introduce New
Mobility Options Limited by Existing
Technology? By Will Rodman***

Agenda

- Steering Committee
- Timeline
- Current Contract Elements
- Future Contract

RFP Steering Committee

- **Departments Represented:**
 - Mobility Management Services
 - Bus Operations
 - Legal
 - Procurement
 - Finance
 - Information Technology
 - Internal Audit
 - Marketing
 - Service Planning

RFQ/RFP Timeline

March 16, 2018	Issued RFQ for Technology Solutions
April 16, 2018	RFQ Submissions Received
June 5, 2018	OSS Committee Briefing
June 2018	RFQ Evaluation Completion & Recommendation
June 2018	Industry Review
July 2018	Issue RFP Solicitation
August 2018	RFP Submissions Due
September 11, 2018	OSS Committee Briefing
October 2018	RFP Evaluation Completion & Recommendation
November 13, 2018	OSS Committee Approval
December 11, 2018	COTW/Board Approval
December 2018	Contract Award
October 1, 2019	Contract Startup

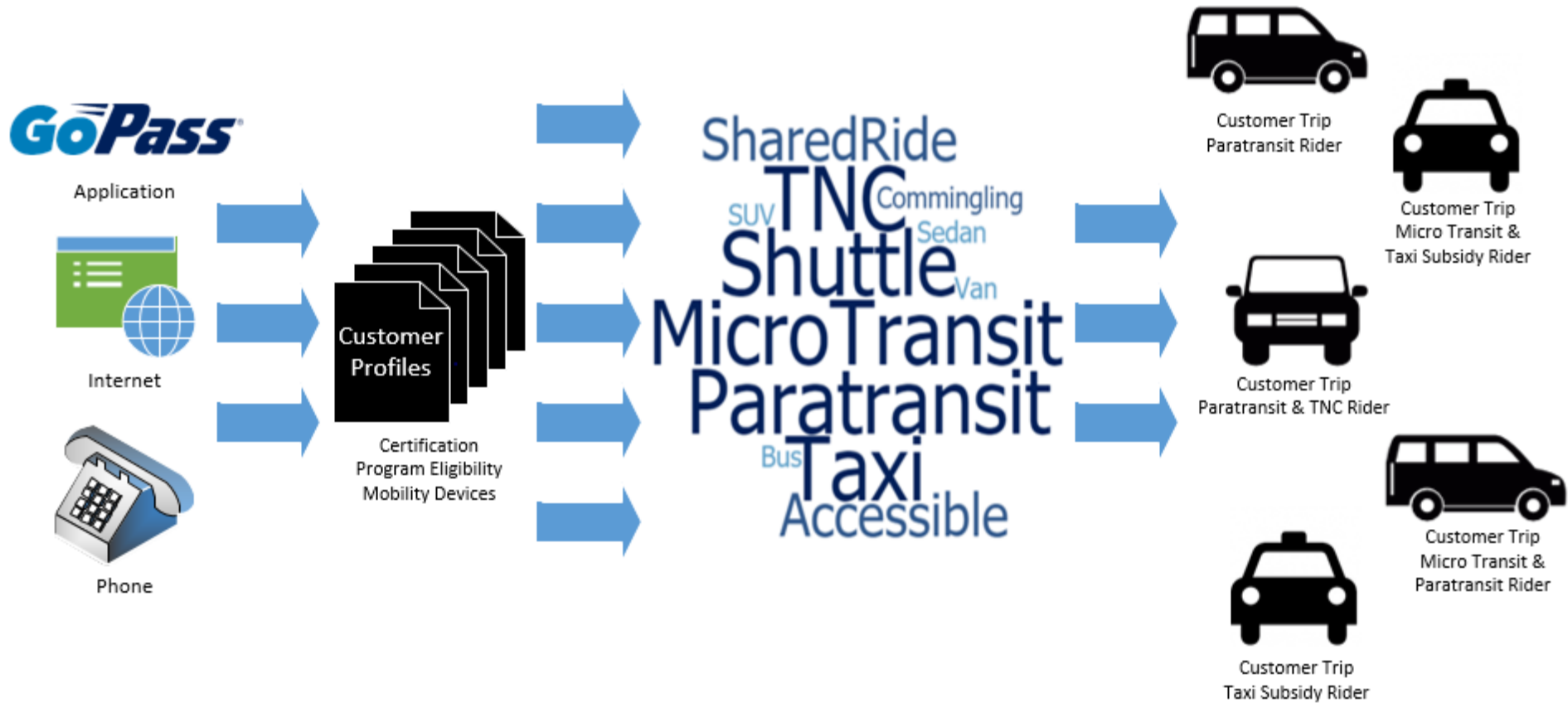


Current Contract Elements

- ADA Complementary Paratransit
 - Parkland Hospital Shuttle
 - Paratransit to Fixed Feeder Service
- Contracted/Innovative Services:
 - DART On Call/GoLink
 - Mesquite
 - UTD
 - Taxi Subsidy Programs



MMS Model



Current vs Future Contract Model

Current	Future
One Prime Contractor	One Prime Contractor
One Service Subcontractor	Multiple Service Subcontractors
Mixture of prime and DART provided vehicles	Providers own vehicles; no DART provided vehicles
Branded Vehicles	Vehicle Decals
Liquidated Damages	Liquidated Damages and Incentives
Prime Does Reservations, Scheduling & Dispatch	No Change
Prime Proposed & Brought Technology	No Change
DART Inhouse Certification & Eligibility	No Change
DART Customer Relations	No Change
DART Contract Compliance & Audit	No Change

A True Mobility Management Model

Improved Customer Experience

- One point of contact for all services
- More options for on-demand trips, shorter lead time
- Automatically give the best trip at the lowest cost based on customer needs

Streamlined Operations

- Right sizing of vehicle fleet
- Vehicles only used when needed
- Increased efficiency, reduced waste
 - Most savings to agency as possible

Lyft Pilot Customer Testimonials

“I can’t tell you enough what it means to be able to get a same day trip... Lyft has been wonderful for me.”

“Lyft drivers have been polite and courteous.”

“I have never had so much freedom before in my life.”

“...as a visually impaired person I feel a lot more independent.”

“Lyft has improved my ride experience a thousand times over.”



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