

Community Meeting:

Replace D-Link with On-Demand Service or Non-DART TNC Subsidy Program

Today's meeting is to receive comment on the following changes:

1. Elimination of Route 722 "D-Link" due to low ridership
2. Replace with a new downtown mobility on-demand service
3. Alternatively, replace with a Transportation Network Company (TNC) subsidy program without DART participation

Overview:

- **November 2013**, D-Link began operation as a free bus service, funded by the City of Dallas, Downtown Dallas Inc. (DDI), and DART, to promote convention business, new Omni Hotel, and other downtown activity
- **November 2017**, the City of Dallas, DART and DDI extended the contract for one additional year with the objective to increase ridership and reduce costs
- **August 2018**, stakeholders determined that D-Link had *not* met the ridership goals (283 vs 450 per weekday) to justify continued funding and requested that DART seek public comment on replacing D-Link with an on-demand service requiring a \$1.00 fare
- **November 2018**, City of Dallas committee approved a four-month extension of the current Route 722 until an on-demand shared ride zone or new non-DART app-based taxi service subsidy program can be implemented

Description of Mobility On Demand Zone – Downtown Area:

- Designed for a 10 minute average wait time
- Expected to serve 6 minute average trip duration
- Proposed \$1.00 fare
- Target: 450 riders / day
- Mobile phone app-based service
- Service Hours: 10:30 am to 9:30 pm, seven (7) days a week

Alternative Options:

- City of Dallas (+ other partners) subsidize a hailed-ride zone
- Depends on participation of third party support and private sector companies
- No current agreement or identified zone

Description of How It Will Work

- Customer will schedule a D-Link trip using DART's 2019 GoPass 3.0 app
- Customers without a smartphone will call a DART call center

