GoPass App Digital Rider Experience

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GoPass – The Journey So Far

**GoPass 1.0**
- Ticketing
- Trip planning
- Special events and offers
- Regional app

**Deep Linking**
- Uber
- Lyft
- Zipcar

**GoPass 3.0**
- Multimodal
- Microtransit
- UberPool
- Bird
- Rideshare choices

**GoPass 2.0**
- Real time
- Cash to mobile
- Fare capping
- Apple Pay
- GoPass Wallet

2013
- Admission tickets
  - State Fair of Texas
  - Zoo
  - CFC
  - NCAA

2014
- 2015
- 2016
- 2017
- 2018
- 2019

**FTA Grant Recipient**
GoPass – New Feature: Integrated Microtransit

Recent GoPass Enhancement: GoLink Microtransit integrated to Zones across DART service area

- Rider trip search starts or ends within GoLink zones
- Various multi-modal journey options presented in App
- Seamless GoLink booking integrated to journey planning

Multi-Modal Microtransit across DART service area
- Multi-Vendor integration
- Rider choice
- TNC inclusion flexibility

Thank you, for your feedback!
Goals of GoLink

- Increase GoLink market
- Reduce subsidy to $10 per rider
- Achieve 10 minute wait time or less
- 80% customer satisfaction
- Integrate UberPool into GoPass app
- Roll-out MaaS options (bike, e-mobility, rideshare)
- Diversify trip purposes
Ridership Has Consistently Increased

GoLink Monthly Riders (includes UberPool)

Total Riders

GoLink Dedicated Vehicles Starts

UberPool starts to supplement GoLink

0 5,000 10,000 15,000 20,000 25,000

6,924 8,256 8,433 9,420 11,291 13,491 12,627 11,690 12,711 11,737 13,315 17,949 18,172 18,804 22,430

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# UberPool As a Percentage of Total GoLink Riders

*October 2019*

<table>
<thead>
<tr>
<th>Zone</th>
<th>UberPool Riders</th>
<th>UberPool % of Total GoLink Zone Riders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Far North Plano</td>
<td>1,105</td>
<td>65%</td>
</tr>
<tr>
<td>Farmers Branch</td>
<td>427</td>
<td>38%</td>
</tr>
<tr>
<td>Glenn Heights</td>
<td>14</td>
<td>2%</td>
</tr>
<tr>
<td>Inland Port</td>
<td>245</td>
<td>16%</td>
</tr>
<tr>
<td>Kleberg</td>
<td>277</td>
<td>21%</td>
</tr>
<tr>
<td>Lake Highlands</td>
<td>56</td>
<td>6%</td>
</tr>
<tr>
<td>Lakewood</td>
<td>91</td>
<td>15%</td>
</tr>
<tr>
<td>Legacy West</td>
<td>2,159</td>
<td>51%</td>
</tr>
<tr>
<td>North Central Plano</td>
<td>1,606</td>
<td>42%</td>
</tr>
<tr>
<td>North Dallas</td>
<td>317</td>
<td>24%</td>
</tr>
<tr>
<td>Park Cities</td>
<td>50</td>
<td>23%</td>
</tr>
<tr>
<td>Rowlett</td>
<td>1,358</td>
<td>35%</td>
</tr>
<tr>
<td>Rylie</td>
<td>203</td>
<td>25%</td>
</tr>
<tr>
<td><strong>ALL ZONES</strong></td>
<td><strong>7,908</strong></td>
<td><strong>36%</strong></td>
</tr>
</tbody>
</table>

UberPool Goal -- 75 % of Riders
GoLink Subsidy/Rider Including UberPool Has Declined

- UberPool subsidy was $5.10 per passenger in Sept. 2019
- Fixed-route services replaced by GoLink are often far more expensive
- Example: Route 346 in Plano $34+/rider
- Subsidies were stagnant before UberPool
Projected Cost if UberPool Reaches the Goal of 75 % of All Shared Ride Boardings

<table>
<thead>
<tr>
<th>UberPool Ridership</th>
<th>Subsidy Per Rider</th>
</tr>
</thead>
<tbody>
<tr>
<td>36 % UberPool</td>
<td>$15.11</td>
</tr>
<tr>
<td>50 % UberPool</td>
<td>$11.65</td>
</tr>
<tr>
<td>75 % UberPool</td>
<td>$ 8.36</td>
</tr>
</tbody>
</table>

Goal: cost per boarding for GoLink is $10 per rider or less 75 % UberPool market share would achieve that goal.
10 Minute Wait Time Goal for GoLink

**In Minutes**

With UberPool the Average GoLink Wait Time is less than 10 minutes
Would you recommend GoLink service to a family member or friend?

<table>
<thead>
<tr>
<th>Response</th>
<th>Users</th>
<th>Disabled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>88%</td>
<td>95%</td>
</tr>
</tbody>
</table>

*Riders with wheelchairs, canes, walkers.
How would you rate GoLink service since UberPool became a service provider? (scale of 1 to 5, poor to excellent)

All Users
- Excellent: 32.1%
- Good: 42.9%
- Average: 17.9%
- Poor: 3.6%
- Very Poor: 3.6%

Riders with Disabilities
- Good: 100%

<table>
<thead>
<tr>
<th>Rating</th>
<th>Users</th>
<th>Disabled</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 or 5</td>
<td>75%</td>
<td>100%</td>
</tr>
</tbody>
</table>
GoPass - Developed by and for Transit Agencies

• DART has driven product roadmap feature development for life of GoPass
• Features scoped with rider experience as priority over revenue-generation opportunity
• Many industry firsts and leading features
  – PayNearMe Cash-to-Mobile
  – Local partnership attraction tickets
  – Fare capping
  – Operator agnostic Microtransit approach
  – Fully integrated multi-modal Microtransit trip planning & payment
  – Advanced Payment integrations : Google Pay & Apple Pay

What’s Next?
• Development of advanced financial processing solution (Digital Wallet)
• Creating aggregation of service mode availability and integrated payments
• Scalability from regional Multi-Agency solution to national solution
GoPass – Transit’s Best App Solution

Multi-Modal Trip Planning

Seamless Microtransit

Digital Fares & Ticketing

Flexible Payment Modes

WINNER INNOVATION

APTA 2019

17.3K Ratings

4.8 out of 5

Scouter, 03/09/2019

A New And Better App That Now Gets Upd...
Much much better than the original that was
mainly a source of tickets. The GoPass app is
a substantial improvement. I finally stopped
checking Google and Apple Maps because

4,047  ▼

дроина307, 09/16/2019

Only needs a proof of purchase that could ...
This is a very convenient way of having a
monthly ticket. The ones before got erased
and it was hard to prove to the transit
authorities that they were still valid or if