

GoPass App Digital Rider Experience

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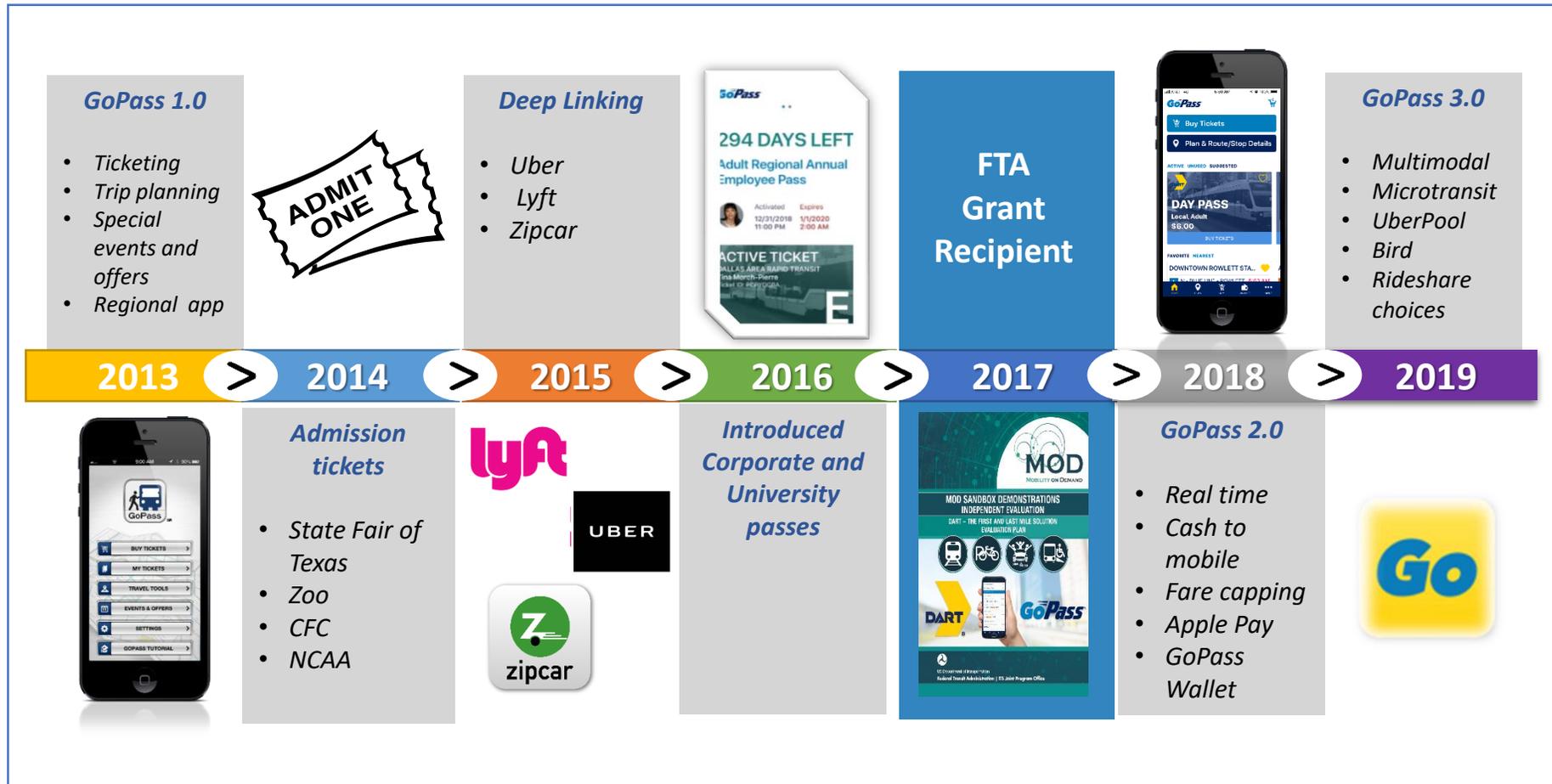
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VP, Service Planning

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AVP, Innovation



let's go.

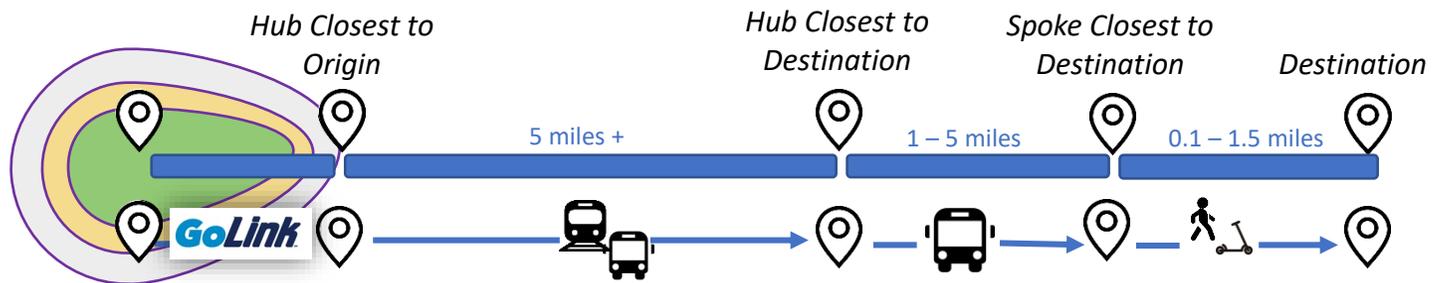
GoPass – The Journey So Far



GoPass – New Feature : Integrated Microtransit

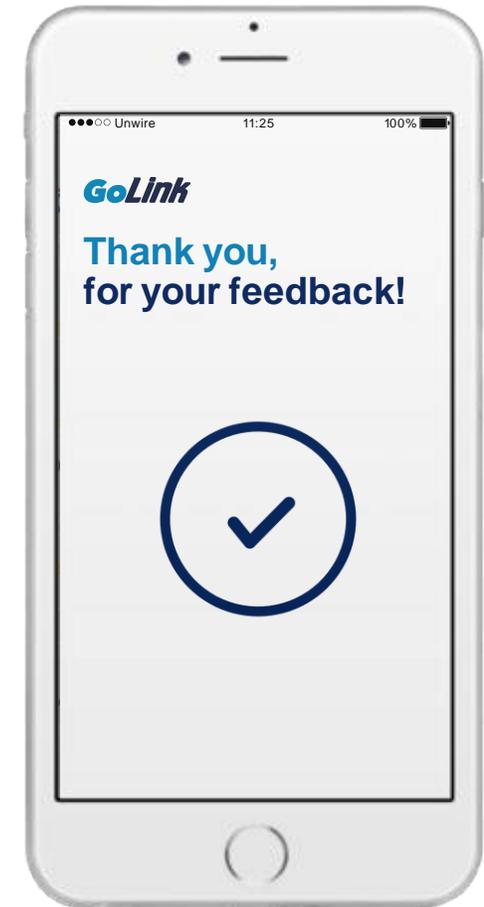
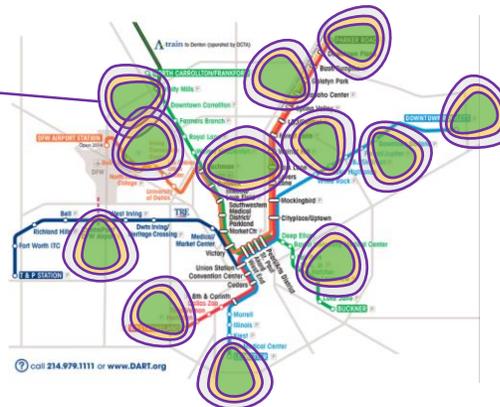
Recent GoPass Enhancement: GoLink Microtransit integrated to Zones across DART service area

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



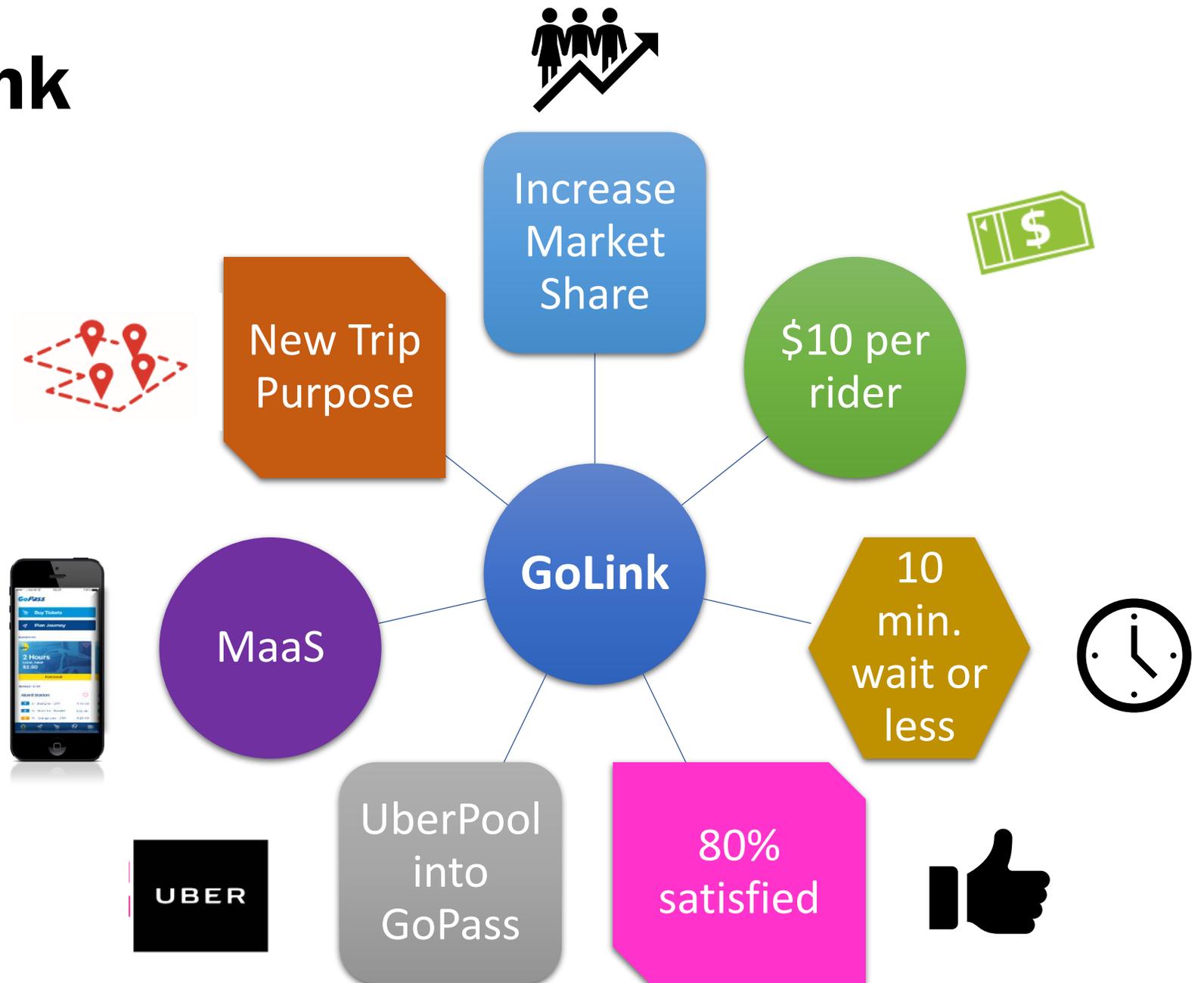
Multi-Modal Microtransit across DART service area

- Multi-Vendor integration
- Rider choice
- TNC inclusion flexibility



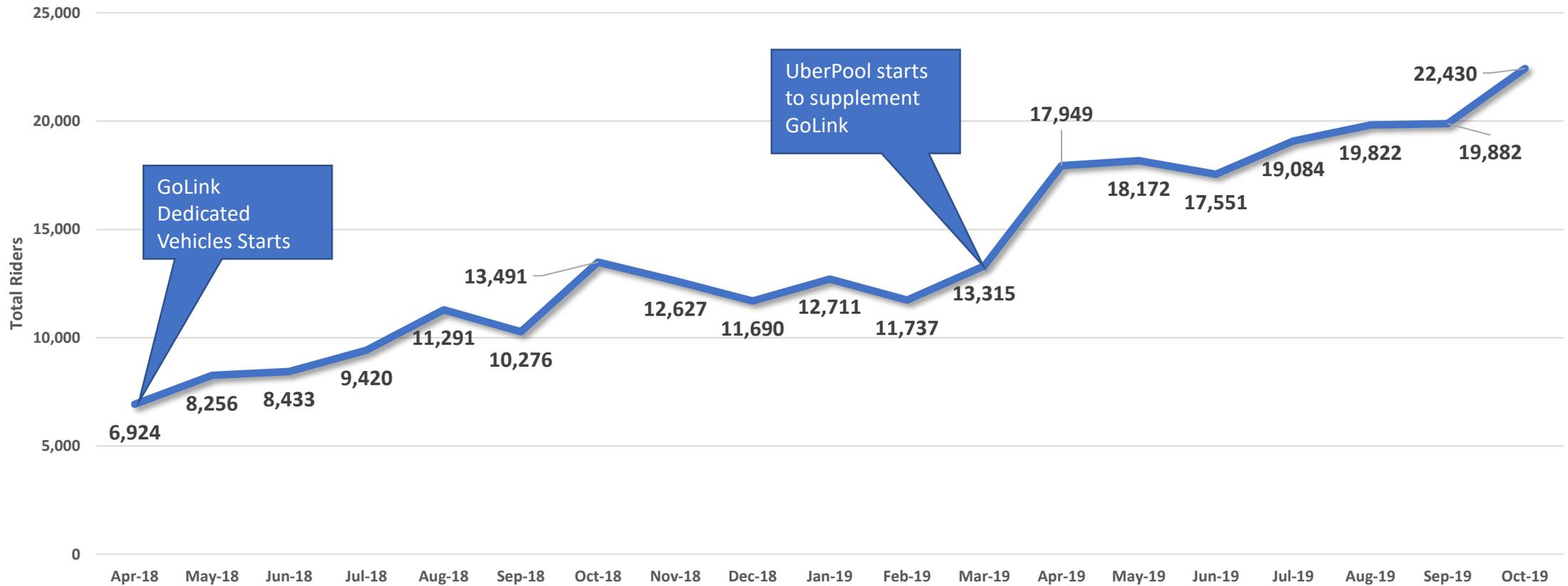
Goals of GoLink

- 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)



UberPool As a Percentage of Total GoLink Riders

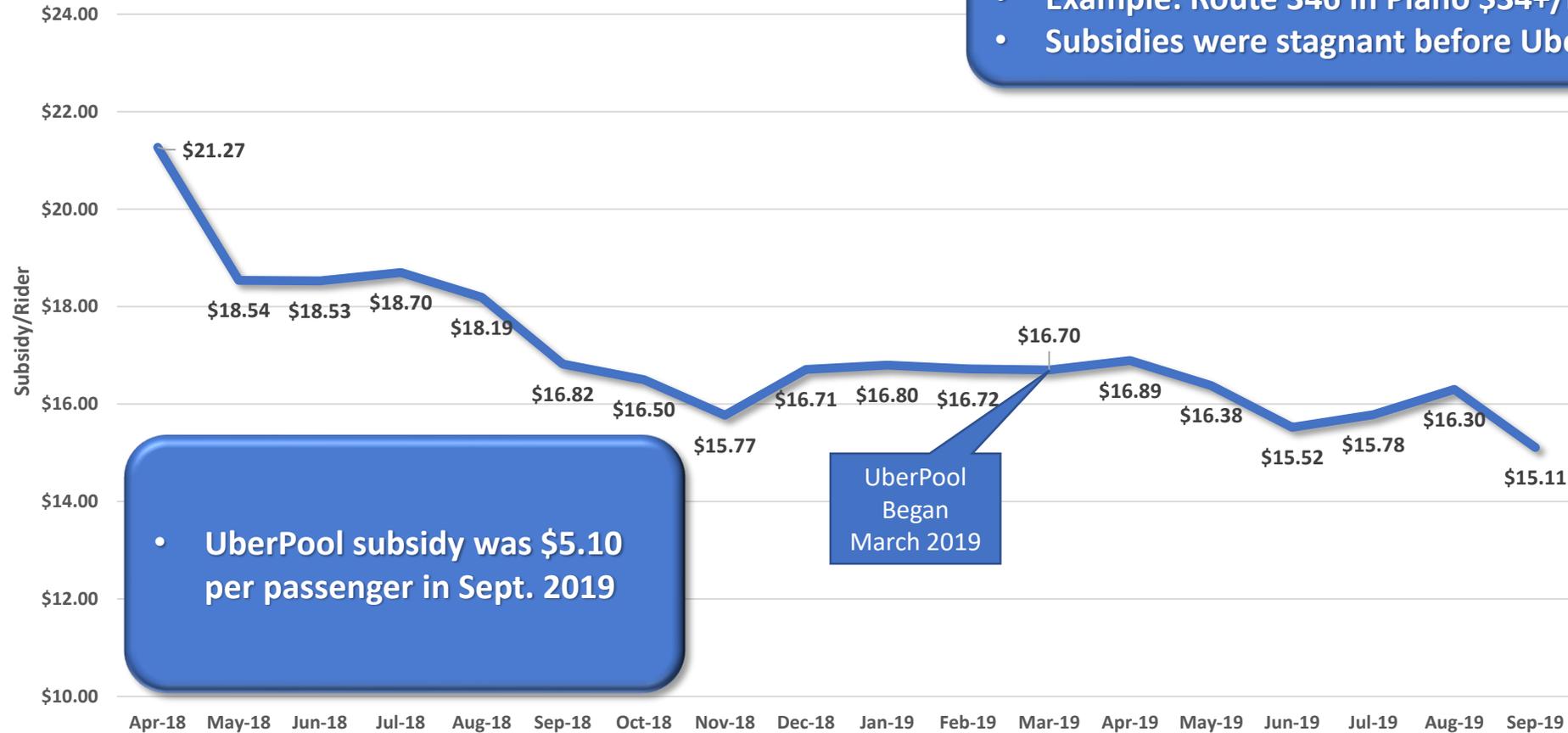
October 2019

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

UberPool Goal -- 75 % of Riders

GoLink Subsidy/Rider Including UberPool Has Declined

- Fixed-route services replaced by GoLink are often far more expensive
- Example: Route 346 in Plano \$34+/rider
- Subsidies were stagnant before UberPool



- UberPool subsidy was \$5.10 per passenger in Sept. 2019

UberPool Began March 2019

Projected Cost if UberPool Reaches the Goal of 75 % of All Shared Ride Boardings

36% UberPool Ridership

- 36 % UberPool
- 50 % UberPool
- 75 % UberPool

Subsidy Per Rider

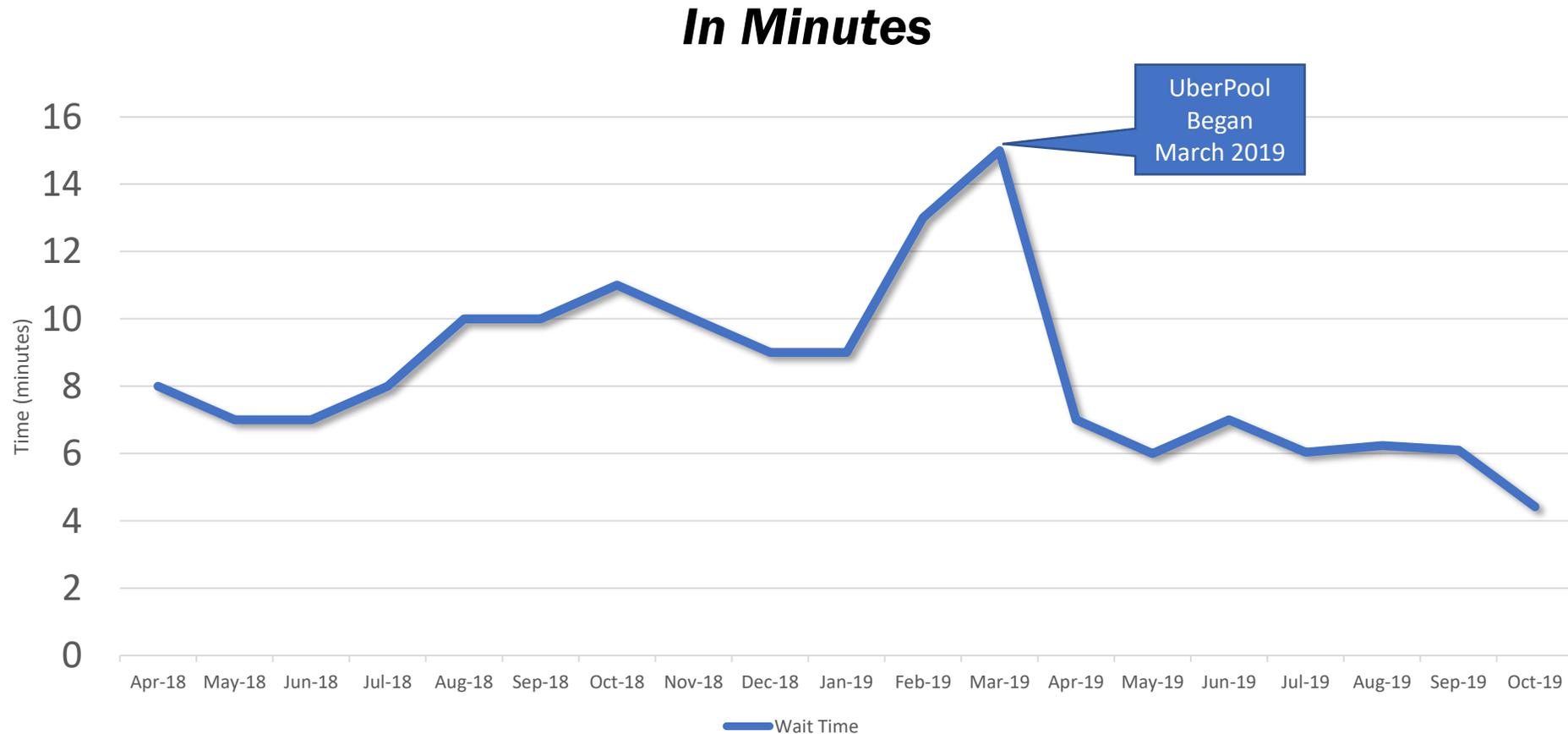
\$15.11

\$11.65

\$ 8.36

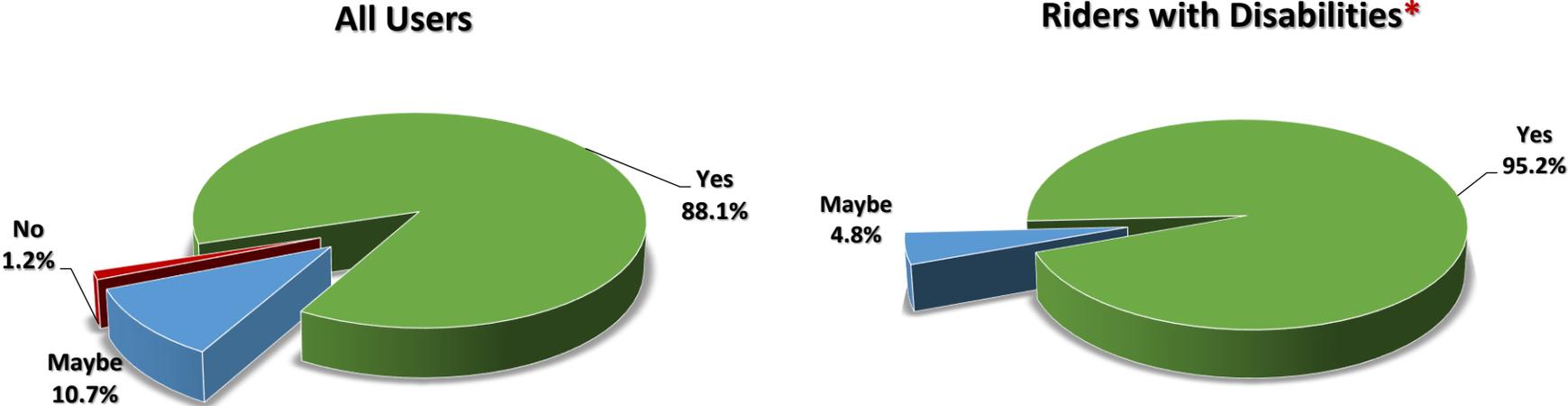
Goal: cost per boarding for GoLink is \$10 per rider or less
75 % UberPool market share would achieve that goal.

10 Minute Wait Time Goal for GoLink



With UberPool the Average GoLink Wait Time is less than 10 minutes

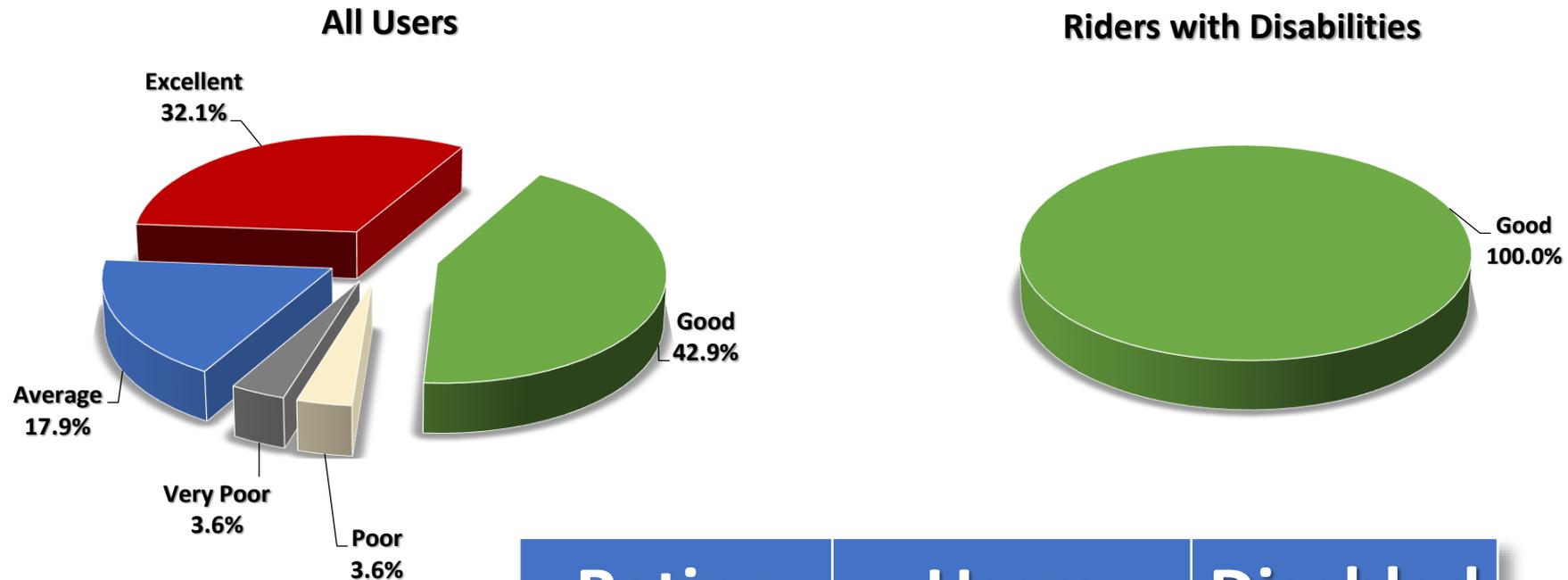
Would you recommend GoLink service to a family member or friend?



Response	Users	Disabled
Yes	88%	95%

*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)



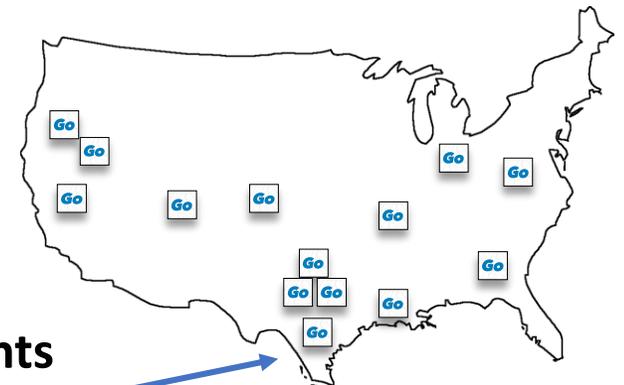
Rating	Users	Disabled
4 or 5	75%	100%

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*

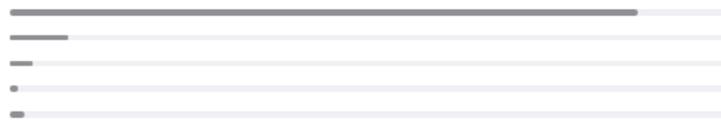
*Seamless
Microtransit*



*Digital Fares
& Ticketing*

*Flexible Payment
Modes*

GoPass



17.3K Ratings

4.8 out of 5

★★★★☆ 4,047 👤



Scooter, 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 [more](#)



droina307, 08/15/2019

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 [more](#)



DART's Mobility as a Service Framework

