



DART / UBER Transit Venture

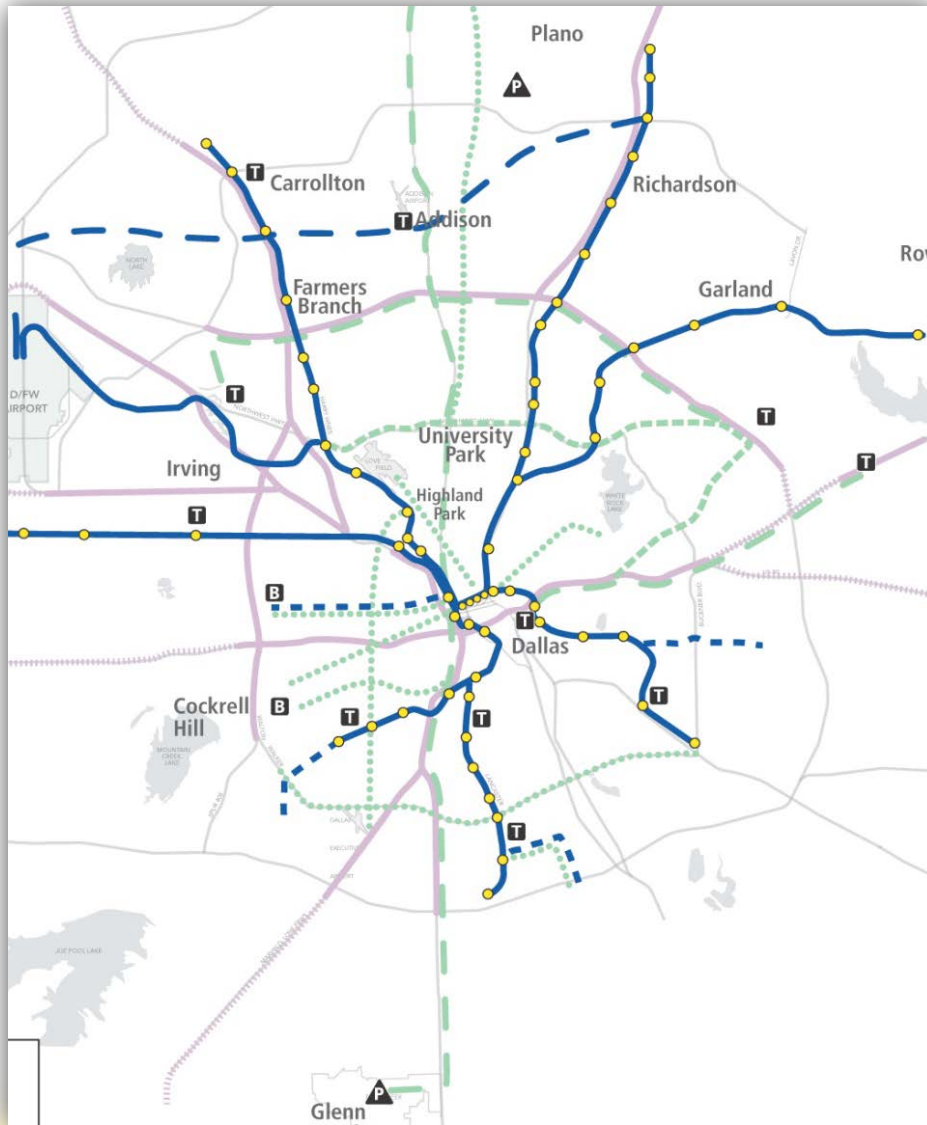
Nevin Grinnell



AGENDA

- Situation
- Idea
- Objective
- St. Patrick's Day
- CMA's
- Future State/Next Steps

Dallas Area Rapid Transit



90 Miles of Light Rail

Annual Ridership:
29.5 Million



35 Miles of
Commuter Rail

Annual Ridership:
2.1 Million



Bus - Paratransit
- Vanpool

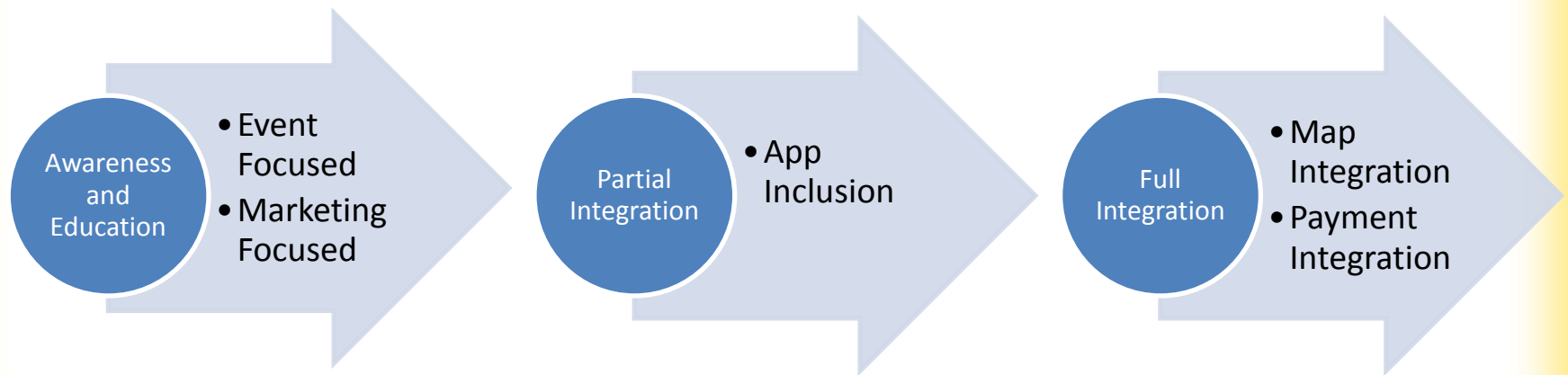
Annual Ridership:
38 Million

Situation

- Key Consumer Insight
 - *More people would ride public transportation if it took them exactly to where they needed to go*
 - Customers still need to traverse the “Last Mile” to and from their home, job, etc.

Vision

- Identify multiple ways to shore up the “Last Mile”
 - Provide options to customers driven by need-state and/or lifestyle
 - One App for customers map out their travel
 - One payment solution to keep it simple



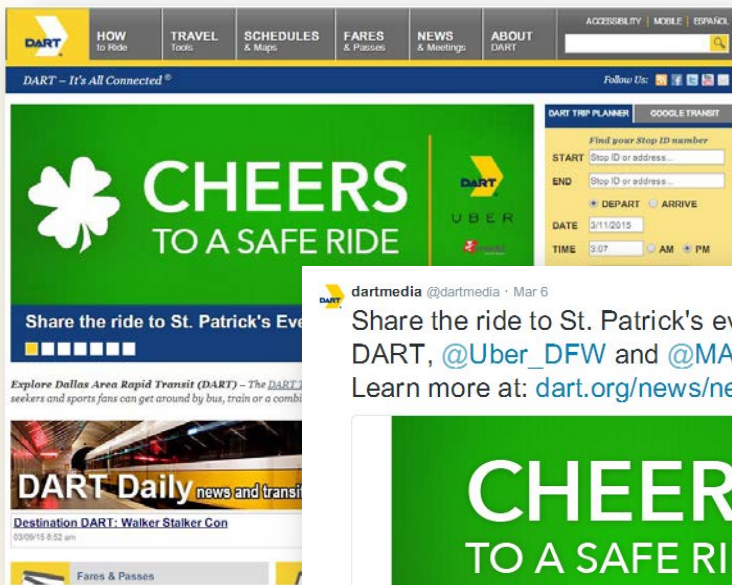
Idea

- DART venture with UBER
 - Promote the ability to access bus/train stops to begin or complete trips
 - Establish logistics that make it simple
 - Provide a cost efficient means to travel within the region
 - Shore up first and last mile



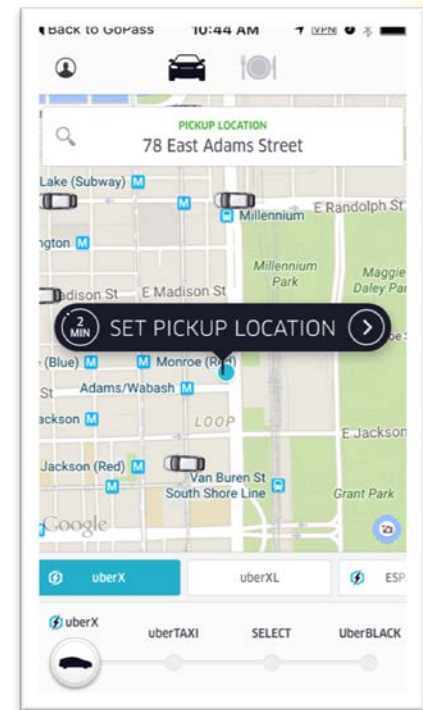
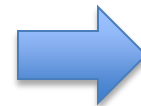
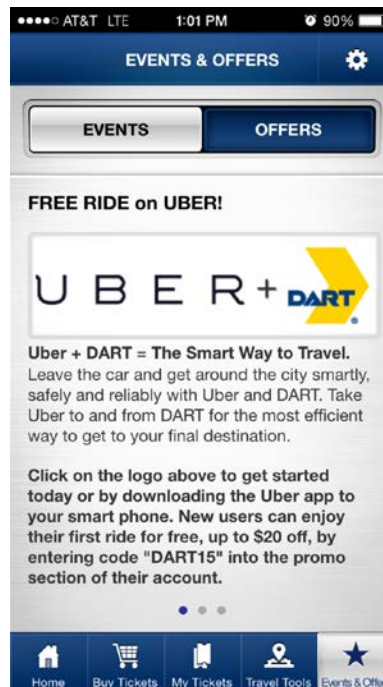
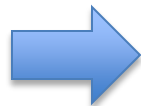
Awareness and Education

- Messaging/marketing events that made sense
 - St. Patrick's Day to promote riding DART and UBER
 - Safe door-to-door transportation
 - Print, Online, Radio, Facebook, Twitter



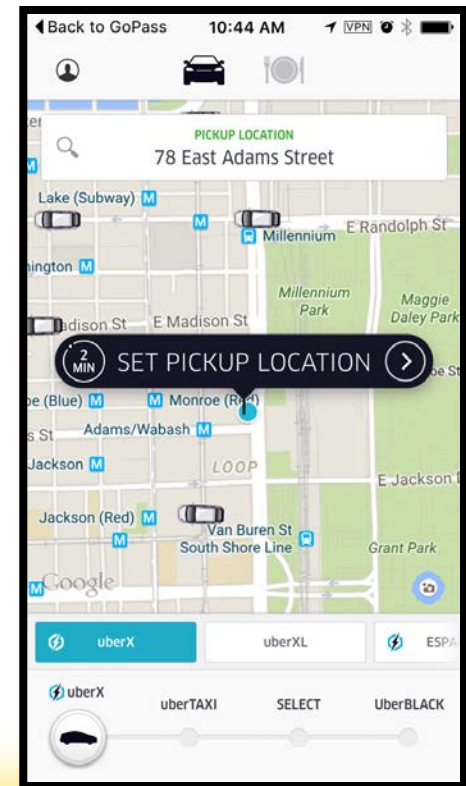
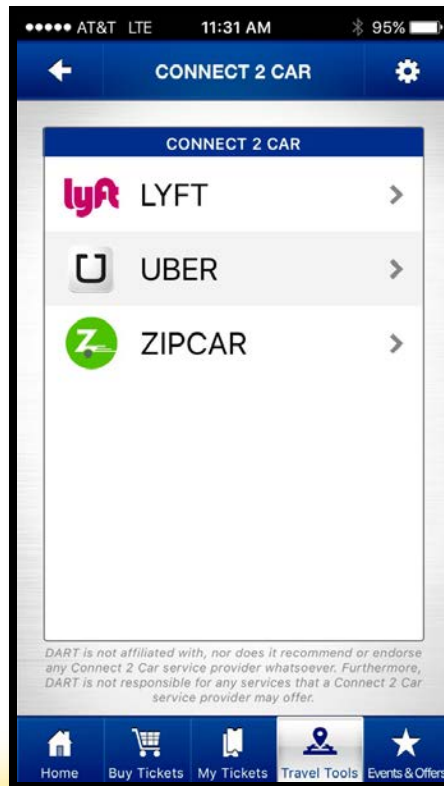
Partial App Integration

- Included UBER in our Events and Offers page
 - Delivers link to UBER app



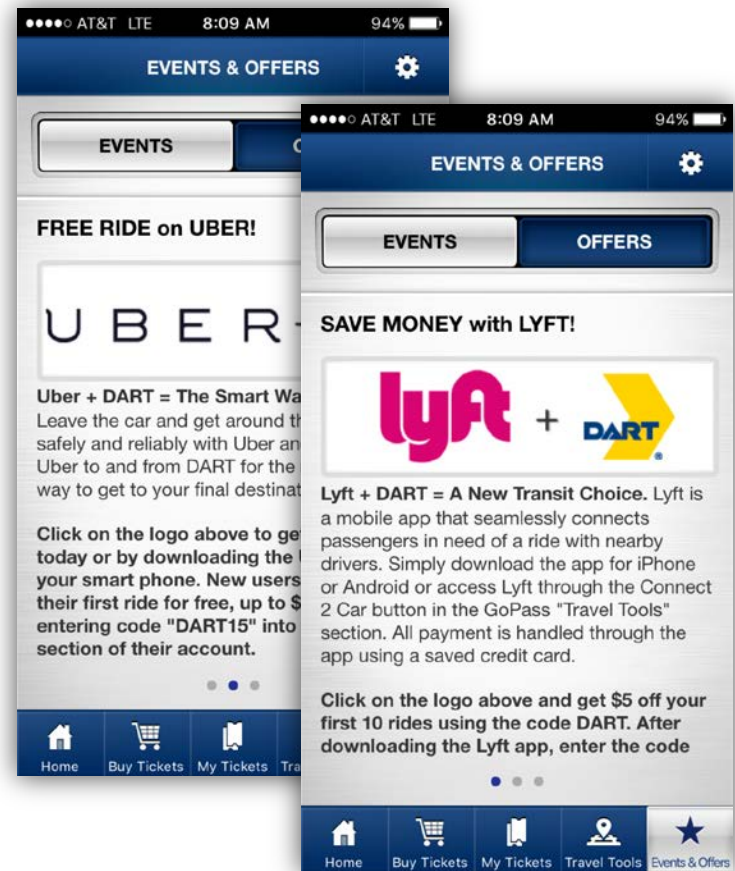
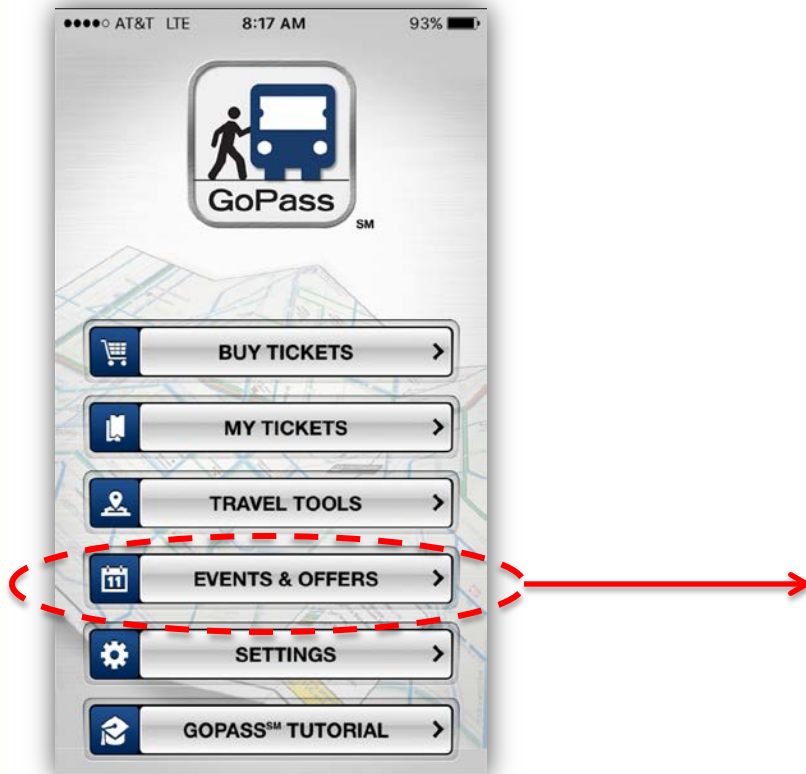
Integration Phase 2

- Connect 2 Car button in our travel tools section
 - Connect 2 Car opens page up for multiple ride share options



Integration Phase 2

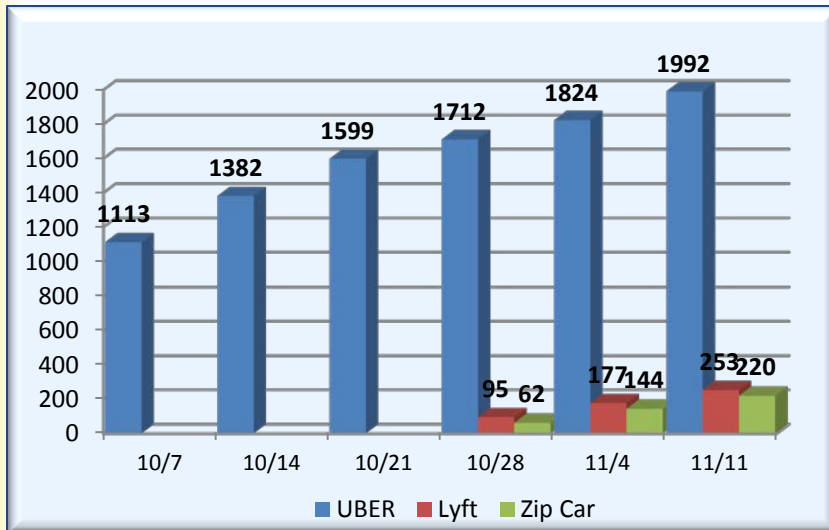
- Promoting the venture through Events and Offers will reach 150,000 of our regular users



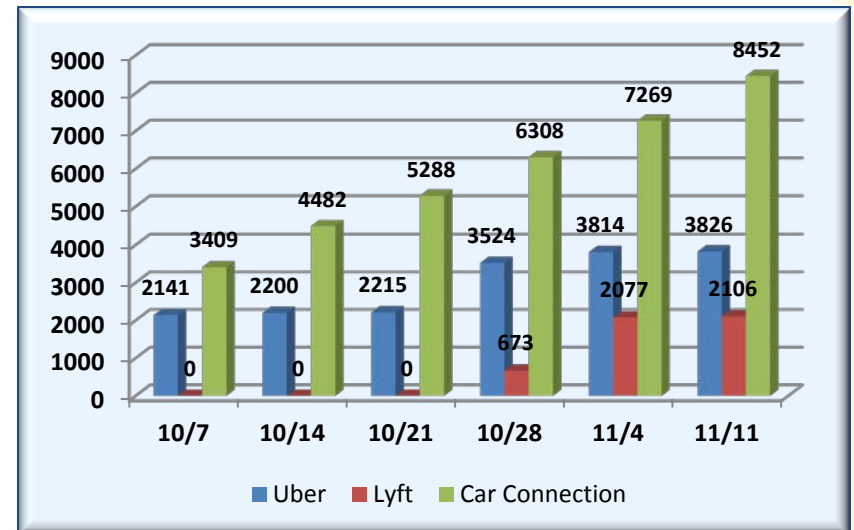
Results To Date

Interaction through the app continues to increase!

User Link Navigation from GoPass App to Car Share App



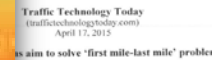
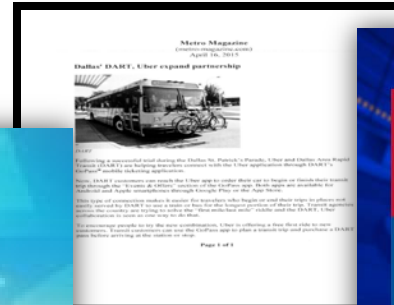
GoPass “Offers” Screen Views for Uber, Lyft and Car Connection



Start date for Uber 4/13/2015. Car Connection available in GoPass 9/9/2015. Lyft and ZipCar added 9/23/2015

Results To Date

- HUGE amount of awareness generated!!
 - 92M Print and Online Impressions
 - Over 1.2M Broadcast Impressions



While many cities across the world are uncooperative with, or in some cases, actively against, extending services, Dallas has decided to take a different approach. The Texas city's public transportation agency, Dallas Area Rapid Transit (DART), has just announced that it will be integrating Uber support into its own smartphone application to help solve the "first mile-last mile" problem. DART is the transit agency for Dallas and 12 surrounding cities, providing bus, light rail, commuter rail and paratransit, serving more than 250,000 daily customers throughout a 700-square mile service area.

Page 1 of 2



Next Steps/Opportunities – Full Integration

- Further discussions for other transportation options
- Engage other transportation options

- Payment Integration
- Mapping Integration
- Additional Services:

- On-Call
- Late Night Service
- Para-transit



RelayRides



