



Proposed GoZone On-Demand Rideshare Services

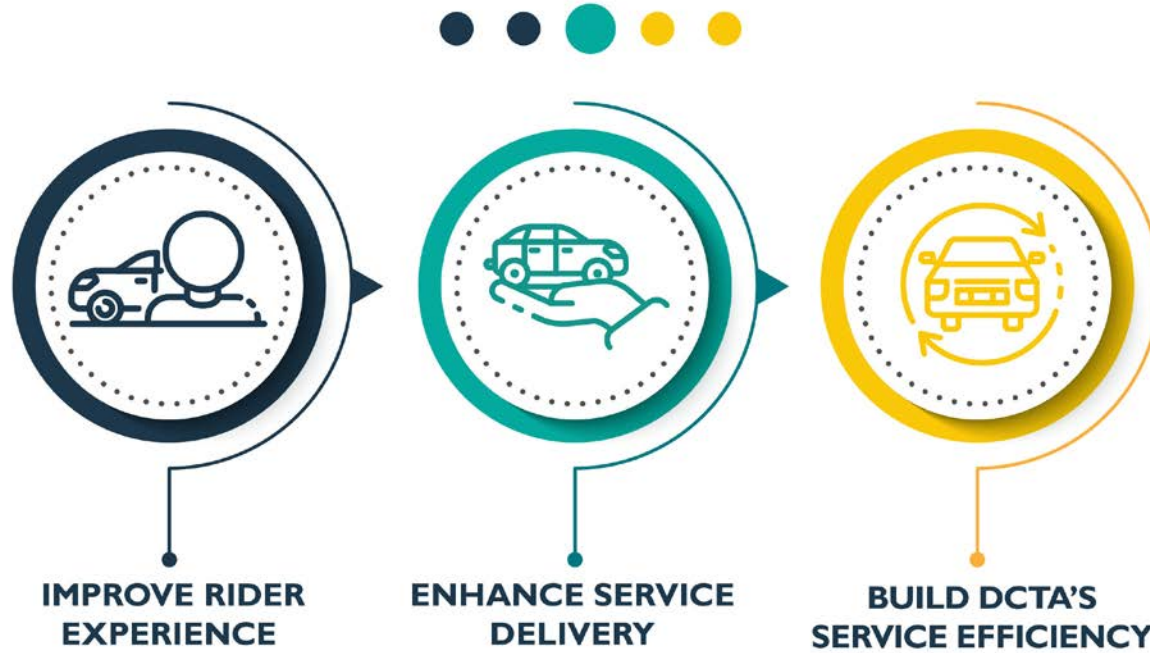
Public Involvement Period Open to the Public from April 19 – June 25

All About GoZone

- **GoZone Details:**
 - Zone-based
 - On-demand
 - Rideshare
 - App-based Booking
 - Operated by Via
- **Service Delivery**
 - Replaces majority of Connect fixed route bus and on-demand zones services
 - Extends service area beyond existing service structure
- **Improve Customer Experience:**
 - Shorter wait times
 - Streamlined booking process



GoZone Benefits



Short
wait times



Bike racks
on vehicles



365-day
service



Wheelchair
accessibility



Extended
service area



Convenient
mobile app



Pre-book
of trips

GoZone Partner

- **River North Transit dba Via:**
 - Founded in 2012
 - Visionary market leader
 - Provide software and service delivery to more than 200 partners on six continents



GoZone Fleet and Stops

- **Fleet:**
 - DCTA-branded Chrysler Pacificas
 - Seating available for six passengers
 - Via to scale quantity of vehicles up and down based on ridership demand
- **Virtual Stops:**
 - DCTA will trade bus stops in for virtual stops that will be located on most street corners
 - Virtual stops provide passengers with more pick-up and drop-off locations



GoZone Fare Structure

- **Fare Promotion**

- 6-month promotion
- Trading fixed route access for GoZone on-demand access
- Data used to determine final fare structure – slated for March 2022

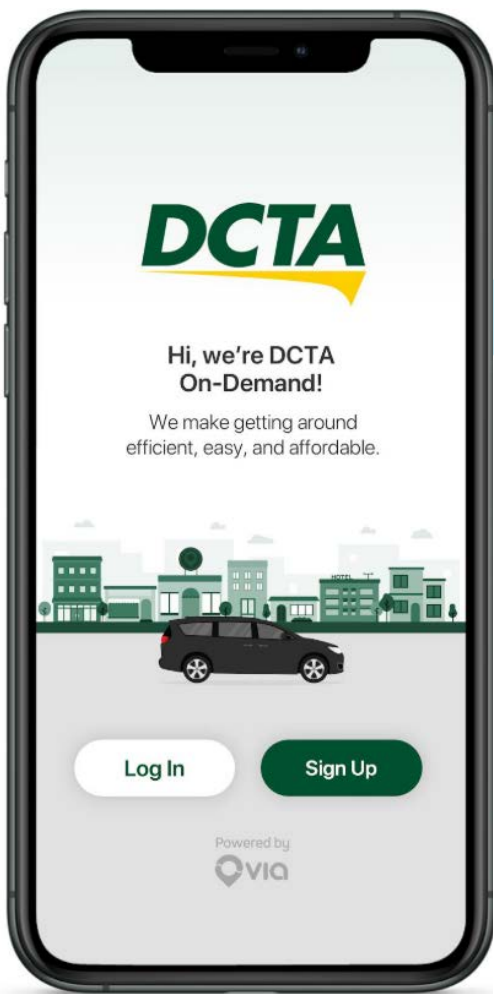
- **Promotion Overview**

- Existing DCTA local or regional pass will still provide access to all services
- Single one-ride GoZone credits can be purchased for 75 cents each

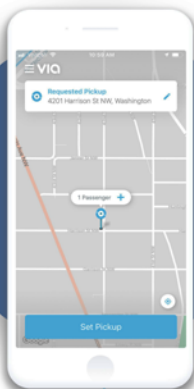


Visit DCTAfeedback.net to view the full fare promotion chart

GoZone Booking Process

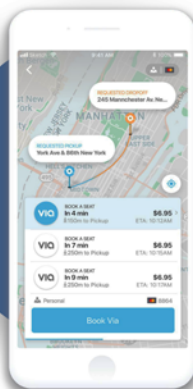


Rider selects pick up location and destination

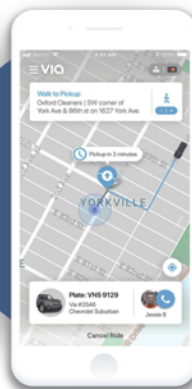


Note: Riders can also book trips using the Web Portal, GoPass, or through a phone call

Rider App will present ride proposal with pick-up location, wait time, and fare

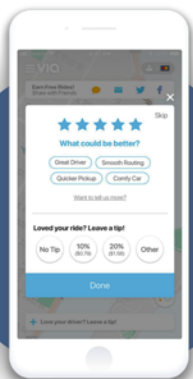


Rider receives virtual bus stop location and tracks their vehicle in real time on the map



Note: Maximum walking distance, wait times, and all other quality of service parameters are fully customizable

Note: Other passengers travelling in the same direction will automatically be picked up along the way



Once onboard, Rider tracks vehicle location, upcoming stops, arrival ETA, and can provide ride rating



Rider is picked up in a DCTA-branded vehicle

Proprietary & Confidential



GoZone Service - Phased Approach

- **Building the Service:**
 - Begin with “base service” that extends beyond existing fixed route service
 - Supplement base service zones with “add-ons” to enhance the service area and increase days and hours of service
 - Monitor ridership to solidify timing for new add-ons
- **The Proposed Phased Approach:**

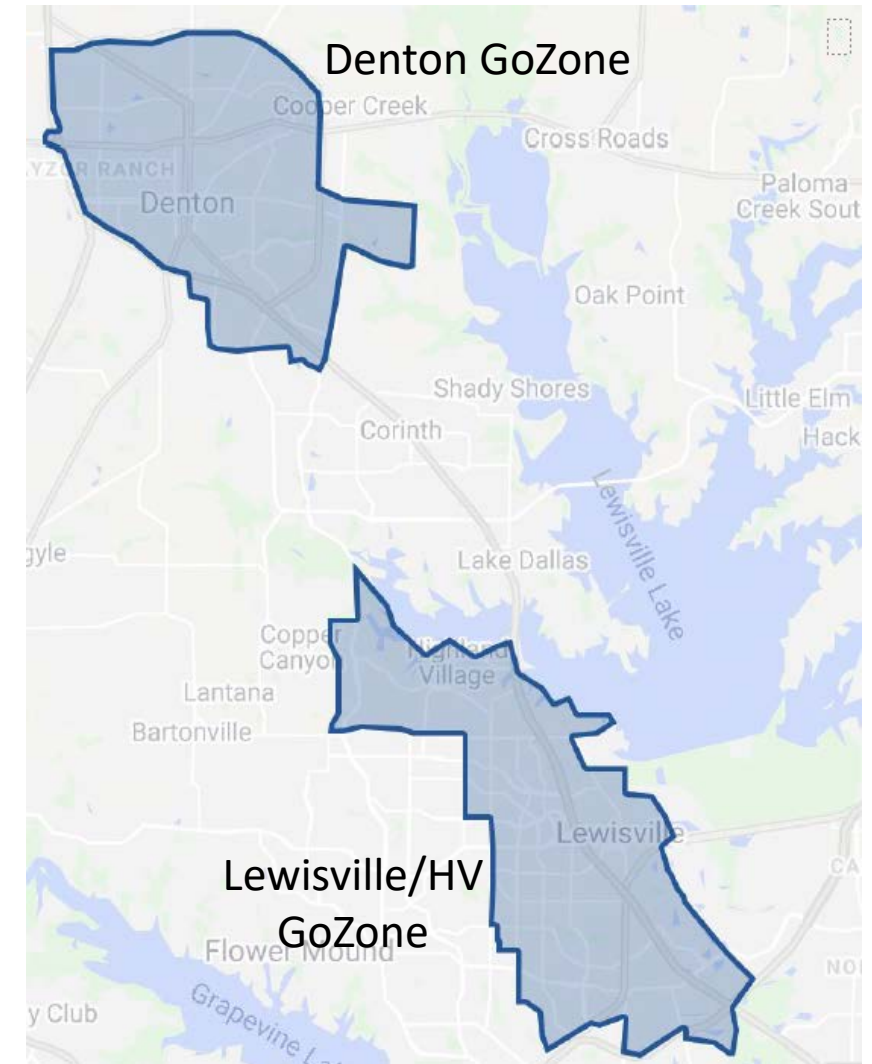


Phase I: Base Service

- **Base Service:**
 - Launches September 7, 2021
 - Base Service replaces existing Connect fixed route service
 - Enlarged zones in Denton and Lewisville/Highland Village
 - Service provided Monday – Saturday
 - Extended hours of service

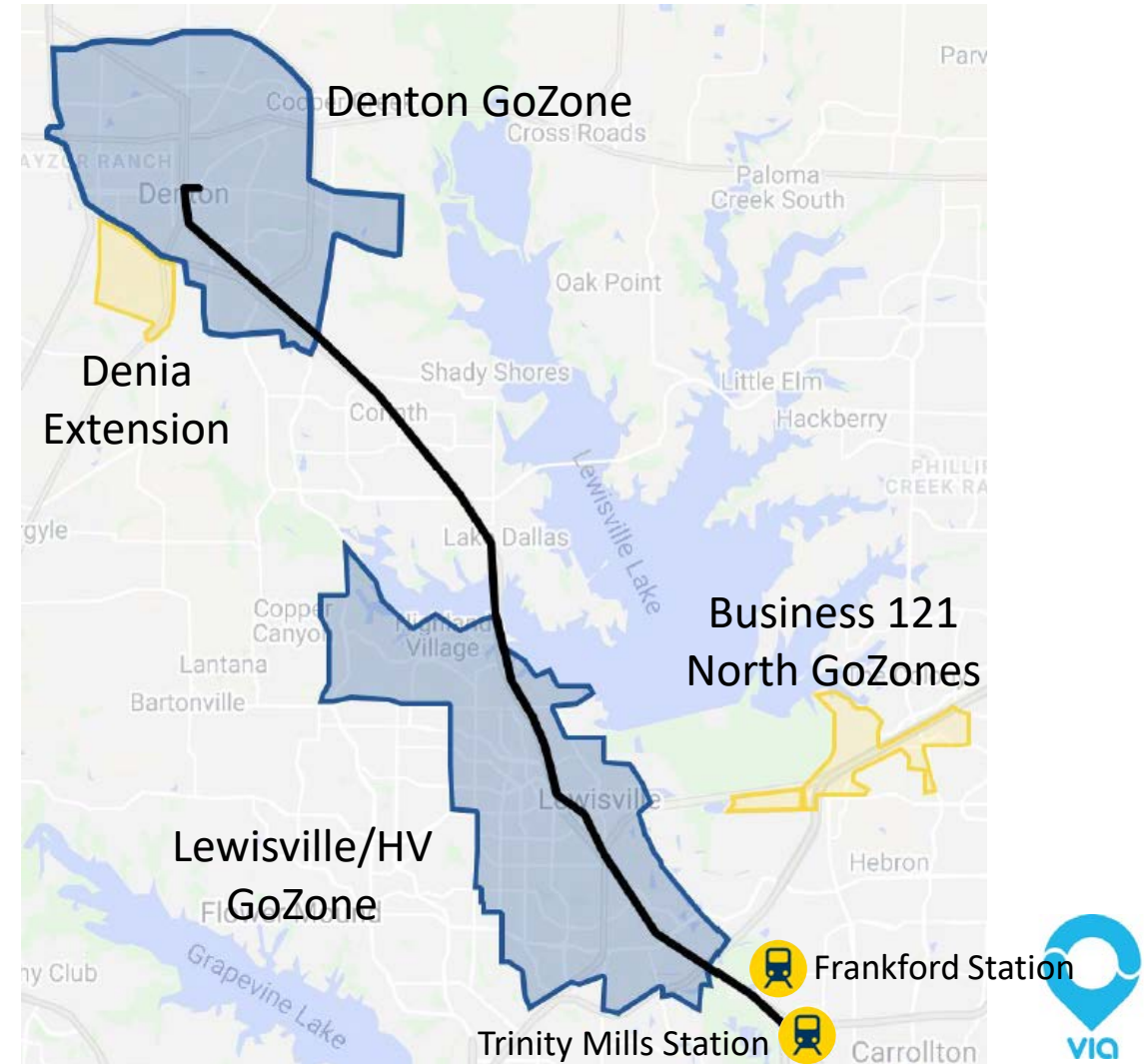
Service Description

- Monday - Thursday: 5am-10pm
- Friday: 5am-11pm
- Saturday: 8am-8pm
- Rides must begin and end in the same zone (i.e. Denton<>Denton or Lewisville/HV<>Lewisville/HV)



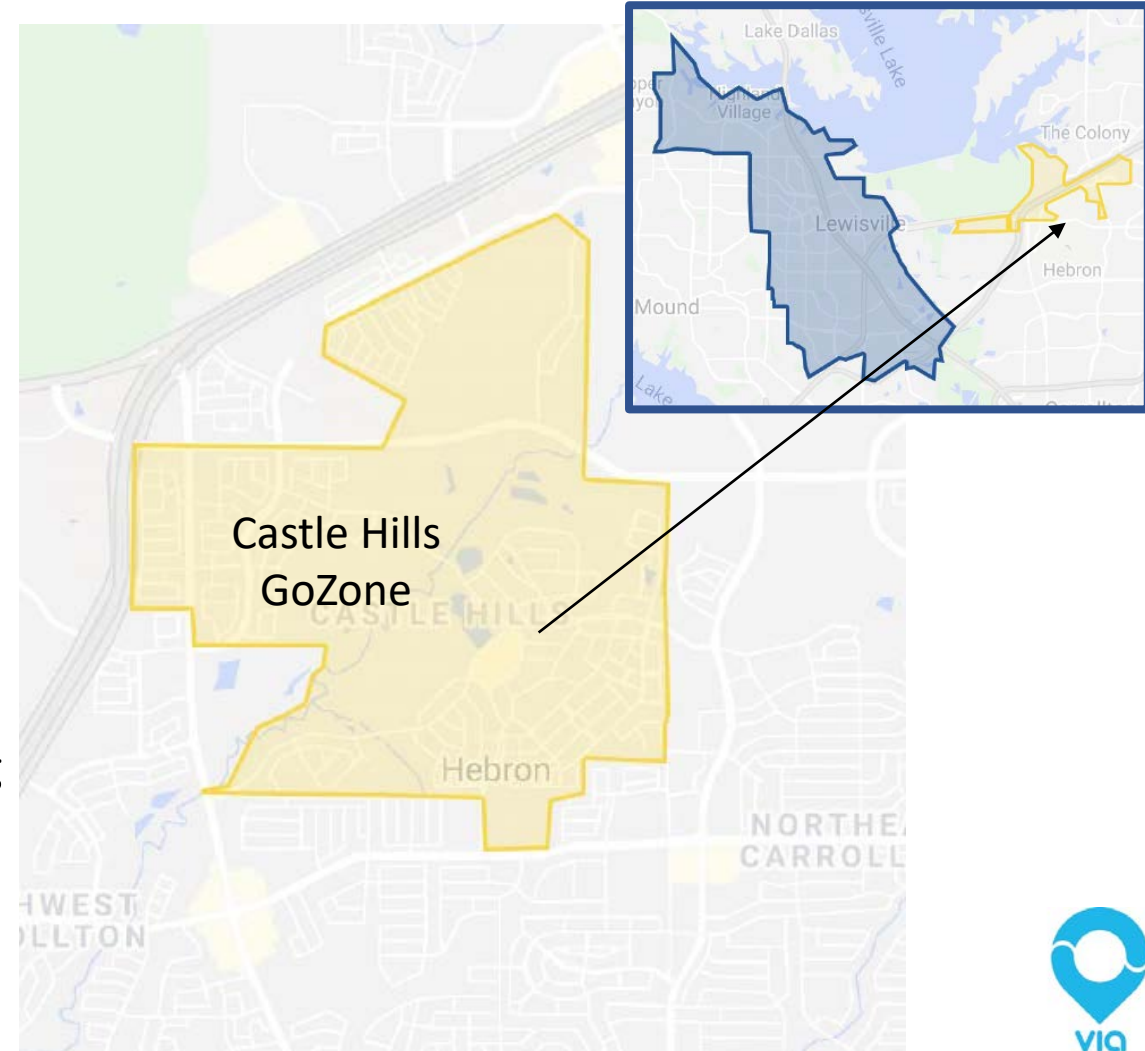
Phase I Add-Ons: Various Components

- **Add-on Details**
 - Launches September 7, 2021
 - Provides service to new areas within DCTA's service area
- **Saturday Hours Extension**
 - Increases hours of service on Saturday from 8 p.m. to 11 p.m.
- **Sunday Service**
 - Provides intra-zone service on Sundays
- **Denia Neighborhood Extension**
 - Aligns with base service days/hours of operation
- **DART Frankford Station to the Lewisville/HV GoZone**
 - Provided M-F during commuter hours
- **Business 121 North Zone Expansion**
 - Aligns with base service days/hours of operation
- **Guaranteed Ride Home Expansion**
 - Provided M-Sat, for three additional hours after base service ends



Phase IIA: Access Service (ADA/Paratransit) + Castle Hills

- **Phase IIA Details**
 - Pending launch early 2022
- **Access Service (Paratransit):**
 - Paratransit service offered within all active GoZones
 - Days and hours of service may differ than the Base Service
 - Separate fare structure would apply
- **Castle Hills Zone:**
 - New zone to expand service into Castle Hills (post annexation)
 - Service days and hours align with Base Service, including any Phase I add-ons that alter the Base Service days/hours of operation
 - DCTA would open a secondary public involvement period to collect additional feedback on these changes



Phase IIB: Weekday Late-Night Service Hours

- **Phase IIA Details**
 - Pending launch summer 2022
- **Weekday Late-Night Service Hours:**
 - Provide extended hours of service Monday through Thursday
 - DCTA will assess Phase I and Phase IIA ridership and performance before suggesting this add-on

Service Description

- Additional 3 hours of service each night
- Monday - Thurs
- Rides must begin and end in the same zone (i.e. Denton<>Denton or Lewisville/HV<>Lewisville/HV)



Service Comparison

SERVICE HOURS COMPARISON

Current Hours of Operation	Proposed GoZone Base Service Hours of Operation	Proposed GoZone Base Service + Add-Ons Hours of Operation
Monday-Thursday 5:30 a.m. to 9:45 p.m.	Monday-Thursday 5 a.m. to 10 p.m.	Monday-Thursday 5 a.m. to 10 p.m.
Friday 5:30 a.m. to 9:45 p.m.	Friday 5 a.m. to 11 p.m.	Friday 5 a.m. to 11 p.m.
Saturday 7:50 a.m. to 7:30 p.m.	Saturday 8 a.m. to 8 p.m.	Saturday 8 a.m. to 11 p.m.
Sunday Closed	Sunday Closed	Sunday 8 a.m. to 6 p.m.
Limited service operated on observed holidays	Limited service operated on observed holidays	Service operated 365 days of the year

Service Comparison

A-train	<ul style="list-style-type: none">• A-train service remains the same• Phase I add-ons enhance service delivery
Denton Connect Bus	<ul style="list-style-type: none">• Proposed Denton GoZone covers entire fixed route territory and beyond• Routes 1, 2, 4 and 6 are removed• Routes 3 and 7 will operate for the first six months of GoZone service
Lewisville Connect Bus	<ul style="list-style-type: none">• Proposed Lewisville/HV GoZone covers entire fixed route territory and beyond• Routes 21 and 22 are removed
On-Demand Zones	<ul style="list-style-type: none">• Lewisville Lakeway Zone, Highland Village Lyft Zone and Denton Evening On-Demand Zone are all replaced with GoZone• Lewisville to Flower Mound Lyft Zone is removed

Service Comparison

Support Services	<ul style="list-style-type: none">• North Texas Xpress is removed• MK101 will remain the same• Access service remains the same until Phase IIA• Vanpool program remains the same
Contract Service	<ul style="list-style-type: none">• Collin County Transit remains the same• Coppell Lyft Program remains the same• Frisco Demand Response service remains the same• Lewisville to Flower Mound Lyft Zone is removed
UNT Shuttle Services	<ul style="list-style-type: none">• UNT campus shuttles remain the same• UNT Late-Night Lyft Program remains the same• Students, faculty and staff will require appropriate fare media to ride GoZone
New Areas of Coverage	<ul style="list-style-type: none">• Extended Saturday hours• Addition of Sunday service• Denia neighborhood expansion• Business 121 North zone expansion• Castle Hills zone expansion

The Public Involvement Process

THE FEEDBACK WE NEED



Review of Proposed GoZone Service

- Map Boundaries
- Service Days/Hours
- Booking Process



Review of Proposed Fare Structure

- Cost of Services
- Purchase Process
- Impacts on Existing Fare Types



General Feedback

- General Thoughts
- Any Concerns
- Additional Questions



Survey Participation

- General Survey
- Fare Survey
- Immediate Feedback Survey

- **DCTA's Feedback Portal:**
 - DCTAfeedback.net
 - Open April 19, 2021 through June 25, 2021
- **Request for Presentations:**
 - Mary Worthington at mworthington@dcta.net
 - Accepting requests through June 18, 2021
- **1:1 Q&A Session:**
 - Mary Worthington at mworthington@dcta.net
 - Open April 19, 2021 through June 25, 2021



Thank You!

