



News Release

Frisco's 'North Platinum Corridor' helps leads the way for on-demand, driverless car service

(Frisco, TX – August 7, 2018) The first pilot program in Texas for on-demand, driverless car service on public roads is steering mobility solutions into the future by way of **Frisco's North Platinum Corridor**. The California-based self-driving car company **Drive.ai moved more than 150 people** over the course of **107 trips** during the first five days of service. Riders are shuttled between HALL Park and The Star.

Initially, people who work for companies at HALL Park can hail the driverless bright orange vans through a smartphone app during the six-month pilot with planned expansion into Frisco Station. The seven-fleet service operates Monday through Friday, 10 a.m. – 7 p.m., except during inclement weather. During the first week, it took four minutes, on average, for app users to be picked up after summoning a ride. More than half of riders who used the service during the first week were repeat customers.

The July 30 pilot launch comes two months after the Frisco City Council gave the green light to establish the **Frisco Transportation Management Association (FTMA)** during its May 1 council meeting. The FTMA public-private partnership agreement also includes the **Denton County Transportation Authority (DCTA)**, as well **Hall Group, Frisco Station Partners** and **The Star**. The FTMA is dedicated to improving connectivity and exploring transportation solutions between the respective, mixed-use developments located within Frisco's North Platinum Corridor.

"It's exciting to be part of a pilot program influencing the way people think about the development of public transportation, nationwide," said **Mayor Jeff Cheney**. "We believe 'build to suit' solutions, versus legacy systems of the past, are a better fit for the way people want to get around nowadays and into the future. As the fastest growing city in the country, we want to make sure our infrastructure and future developments consider new transportation technologies that promote safety and enhance the way our residents, visitors and businesses live, work and play."

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“DCTA is working diligently with all partners involved in this pilot program to demonstrate safe operations of autonomous vehicles and educate the public on this new mobility option,” said **Jim Cline, DCTA President.**

Leading up to the July launch, the Drive.ai fleet logged more than 1 million simulated miles along the fixed route within the geofenced area. Drive.ai hosted two educational Town Hall meetings, open to the public, at Frisco’s City Hall. A collective total of nearly two hundred people attended the meetings, which included an opportunity to get a ‘close up’ view of one of the bright orange vans. Drive.ai also held multiple demonstrations with Frisco first responders.

“This self-driving program solves for everyday transit needs and is transforming the way in which this community experiences transportation,” said **Sameep Tandon, co-founder and CEO of Drive.ai.** “In partnership with the Frisco TMA, we’ve worked hard to prepare for this launch by ensuring the Frisco community embraces this program, are confident in the safety measures we are taking, and has a greater understanding of the impact of self-driving programs.”

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