Introductions
Mayor Harry LaRosiliere
Current and Future of Transportation

Paul Wageman
Current and Future of Transportation

Peter Braster

Questions?

Considerations?

An Employer’s Perspective

Lissa Smith, FedEx Office
Consider the benefits of better connectivity

If we can help even the employees who want to use transit, travel would be more easier for everyone.

Every commuter wins...with a better experience.

If can give viable choice to every employee who wants it, we have the opportunity to create a more dynamic and diverse Legacy.

The region wins ... with more opportunities for growth, diversification, and innovations.

Legacy TMA

Better solutions connecting people to, from and around Legacy

Employers working together with agencies, developers, and others:

- Sharing ideas and best practices
- Accessing to bulk pricing and shared new services
- Collaborating to create/support localize campaigns and promotions.
- Consolidating commuter offering into comprehensive localized programs
An Employer's Perspective
Tom Harrington: Intuit

Our mission
Powering Prosperity Around the World

We serve
Consumers, Small Businesses, Self-Employed

1983 1993 9,000 18 $6B 50M
Founded IPO Employees Locations Revenue Customers

Foundational Elements
For a strong employer community

Awareness of employer "drivers"  Competition for talent
Land use, economic and tax drivers
Cultural and social demographics

Understanding employee motivators  The value of time
Emotional connection
Financial considerations

Peer to peer business networking  Communicating best practice
Identifying common needs
Pool resources

Local campaigns  Acknowledges and mitigates traffic
Solutions tailored for local needs
Increase awareness and build community support
**Employer Best Practices**

New Tax Liabilities

- Employee parking is now a taxable fringe benefit for employers.
  - The IRS provides a four step process for Employers to calculate the costs (not market value) and determine the amount of taxable employee parking.

- There are strategies that may allow you to mitigate the liability.
  - Reduce the number of spaces if zoning permits
  - Reduce designated employee spaces
  - Reduce the number of employees using parking
  - Increase spaces open to the public
  - Use employee pre-tax commute benefits to reduce the demand

---

**Stages for Success**

**Crawl**

- Invite companies to join
- Begin building collaboration and community
- Start consulting and advisory services for companies
- Look for common ground around first and last mile transportation
- Initiate employee / employer needs assessments

**Walk**

- Engage employers with meaningful communications and collaboration opportunities
- Develop and maintain a social marketing presence
- Build promotions/marketing to support behavior change
- Initiate events and activities that strength communities
- Start improvements and new services

**Run**

- Establish, monitor and report on performance against goals
- Evaluate future offerings: Shared distance shuttles, car pool subsidies, transportation network subsidies (uber and Lyft), guaranteed rides home, bike or scooter share subsidies
- Enable Legacy to become a Mobility as a Service magnet for new technologies and services
- Prepare for a future when convenient access to transit and a variety of other options supports new growth.
Employees' Perspective

Glenn Gadbois: LegacyConnect

Deciding Where to Live
More than 70% of residents said that walkability, a short commute and proximity to highways are important when deciding where to live.

Transportation
While people prefer walking to driving, most residents say they drive because they have no other options.

Increased Quality of Life
88% who agree that there are places to walk to nearby also report that they are more satisfied with their quality of life.
WHERE ARE WE MOVING TO?

Key Characteristics

- Walkability
- Recreational Opportunities
- High Density of People
- Multiple Transportation Options

San Jose
San Francisco
Denver
St. Paul
Charlotte
Boston
Seattle
Austin
Chicago
New York City
Washington DC
Employers - Let's talk about a role for you

Peter Braster

Questions?

Considerations?

Closing

Mayor Harry LaRosiliere

Plano

City of Excellence
A GROWING AND DIVERSE REGION

The Dallas-Fort Worth area is the fourth largest metropolitan region in the country in terms of population - and it is growing. With a current population of 7 million, the area adds approximately 1 million people every decade. By 2040, the region will be home to nearly 10.7 million people and will provide 6.7 million jobs.

CURRENT POPULATION: 7.0 MILLION

2040 POPULATION: 10.7 MILLION

CURRENT EMPLOYMENT: 4.6 MILLION

2040 EMPLOYMENT: 6.7 MILLION

The region's population and employment are expected to grow by 53 percent and 47 percent, respectively. This growth will increase demand on the region's already congested transportation system.

Source: The Metropolitan Transportation Plan For North Central Texas: Executive Summary, HTXCOM Staff, 2017
DART'S Shared Mobility Vision

CONTINUOUSLY IMPROVE THE TRANSPORTATION EXPERIENCE
A seamless and user-friendly solution for public and third party mobility transport options with a one-touch payment solution.

EXPAND THE REACH OF PUBLIC TRANSPORT
Lower the cost and expand the reach of public transportation to provide high quality, first and/or last mile services including use of TNC's now and autonomous vehicles when technologically feasible.

ACCESS TO ALL CONSUMERS
Integrate equitable MOD solutions including comparable access for the unbanked, disabled, low income, smartphone challenged customers and typically non-transit customers.

Progress on the Vision:
GoPass integrates Ticketing, Payment & Mobility Options

DART won a nationally competitive FTA MOD Sandbox demonstration grant to partially fund this new approach.
Progress on the Vision:
Testing and piloting to new services

Integrating Uber Pool as Last Mile option

North Central Plano

Progress on the Vision:
Measuring and sharing results

- Significant micro transit ridership in areas with service gaps
- Decrease in call volumes due to app usage
- Substantial decline in dispatch activity
- Service provided with 10 minutes of request in all zones

DART Microtransit (GoLink) Ridership
For more information:
Rob Parks – DART Employer Team
RobParks@dart.org