

Abstract geometric lines in the top left corner, consisting of several overlapping, irregular polygons and lines that create a complex, layered pattern.

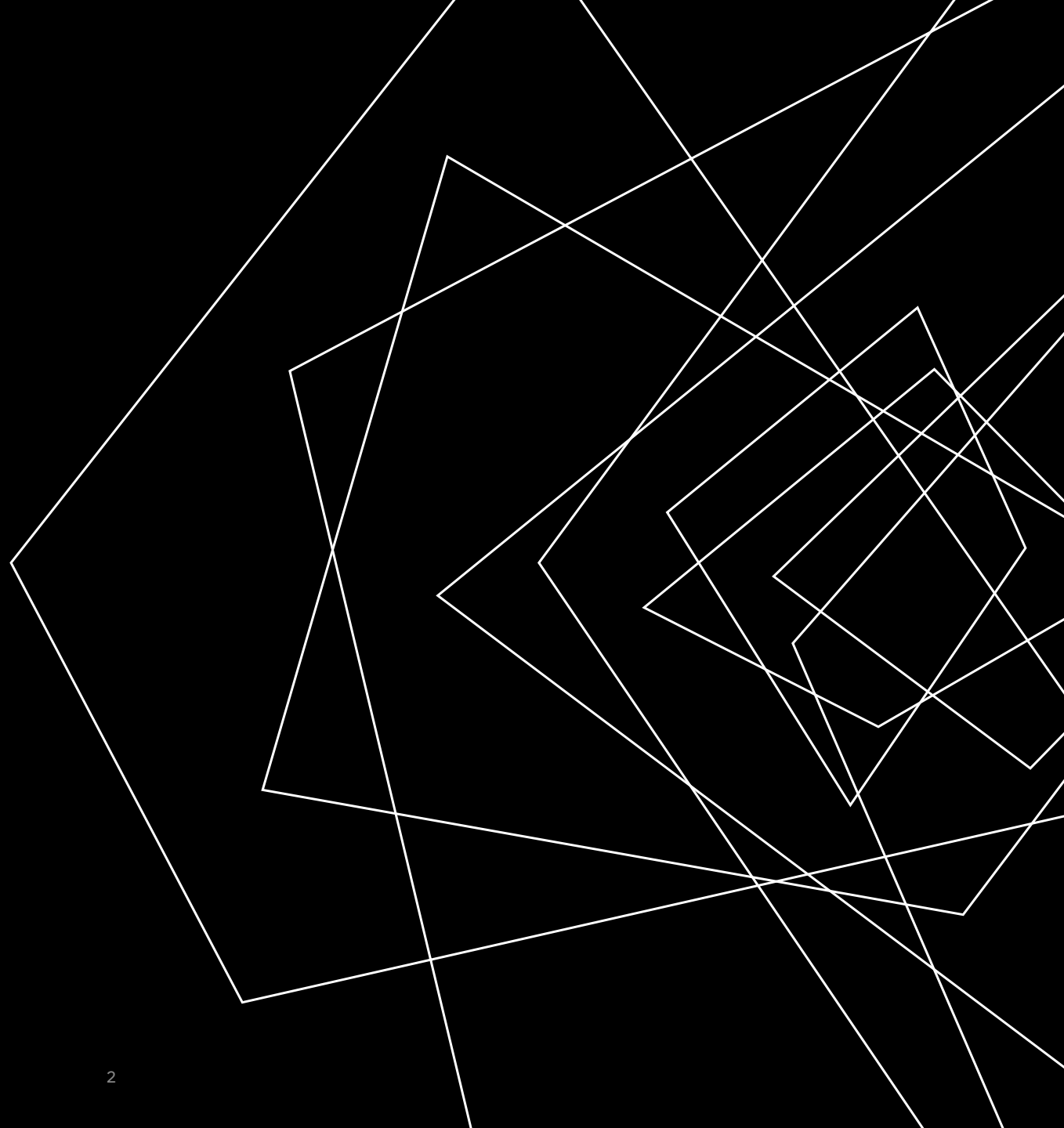
# INLAND PORT TMA: OH HOW WE HAVE GROWN!

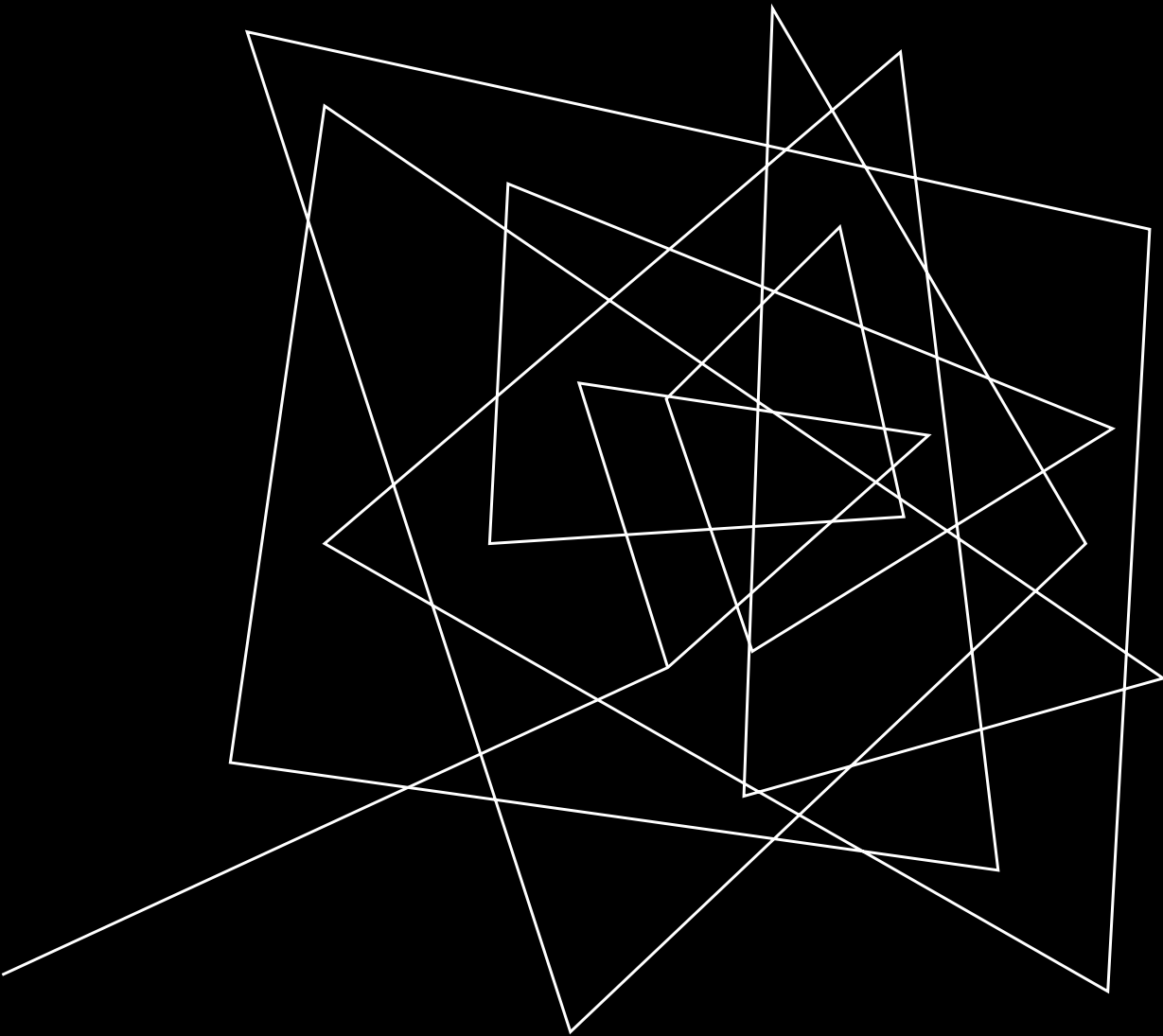
Laura C. Freeland, Executive Director

OVERVIEW OF IPTMA SERVICES

CELEBRATE OUR SUCCESSES

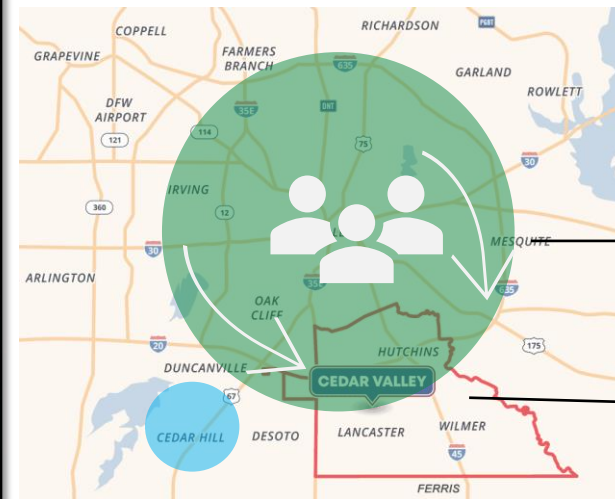
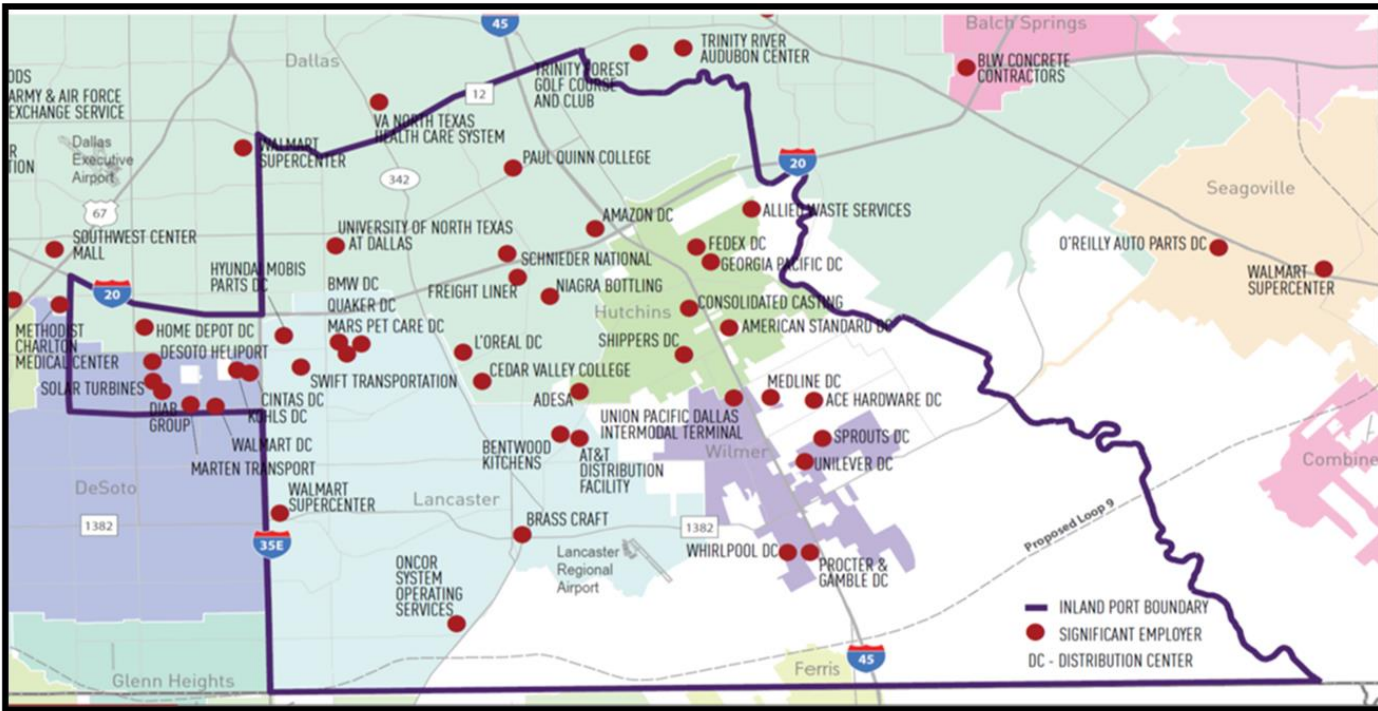
WHAT'S NEXT





# OVERVIEW OF IPTMA SERVICES

# INLAND PORT ZONE & WHERE EMPLOYEES WORK AND LIVE



 Almost 90% of Inland Port employees **live OUTSIDE** the area

 Nearly 10% of Inland Port employees **live AND work INSIDE** the area

# IPTMA SERVICES AND FARES



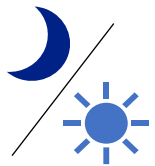
**Expanded Microtransit services** in the Cities of Dallas, Hutchins, Lancaster, Wilmer, and DeSoto 5:00 am to 8:00 pm, Monday - Friday

- Uberpool to support demand



**Rider Subsidy Program, Inland Port Rides** service 8:00 pm to 5:00 am when Microtransit services are not running

- Inland Port Rides subsidy available for trips to/from member employers



Provides 24-hour coverage of the Inland Port Area

### Inland Port Connect GoLink Service

**Hours of Operation**  
5 a.m. – 8 p.m., Monday – Friday

GoLink does not operate on New Year's Day, Memorial Day, July 4, Labor Day, Thanksgiving Day, the day after Thanksgiving and Christmas Day.

### DART's Fare Information

<b>GoLink One-Way Fare</b> Tarifa de ida o vuelta de GoLink	\$2.50
<b>GoLink One-Way Fare - Reduced</b> Tarifa de ida o vuelta de GoLink - Reducida	\$1.25
<b>AM/PM Pass - Local</b> Pase AM/PM - Local	\$3.00
<b>AM/PM Pass - Local Reduced</b> Pase AM/PM - Reducido	\$1.50
<b>Midday Pass - Local (9:30 a.m. - 2:30 p.m.)</b> Mediodia - Local (9:30 a.m. - 2:30 p.m.)	\$2.00
<b>Day Pass - Local</b> Pase del Día - Local	\$6.00
<b>Day Pass - Regional</b> Pase del Día - Regional	\$12.00
<b>Day Pass - Reduced</b> Pase del Día - Reducido	\$3.00
<b>Monthly Pass - Local</b> Pase Mensual - Local	\$96.00
<b>Monthly Pass - Regional</b> Pase Mensual - Regional	\$192.00
<b>Monthly Pass - Reduced</b> Pase Mensual - Reducido	\$48.00

A GoLink one-way fare is valid for a single GoLink trip only. No transfers.

This table does not include all available fare types. For a complete list of fares and additional one-way fare options, please visit [DART.org/fares](https://www.dart.org/fares), or call 214-979-1111.

# GoLink in action



## MEET LIZ

It's **6AM** and Liz needs to get from her house in DeSoto to her job at Home Depot.

She does not have the GoPass app, so she calls 877-631-5278 to book her trip. The reservationist tells her she can use a credit card, debit card or GoPass Tap card to cover her fare. Liz chooses to pay with her GoPass Tap card, and the reservationist tells her a GoLink vehicle will arrive in 29 minutes.

When Liz boards the vehicle, her card receives a “virtual tap” and is charged \$2.50 since the One-Way GoLink fare is the best fare to cover her trip.



**\$2.50 fare**

**Easy pay**

**Short wait**

**Home pick up**



# GoLink in action



## MEET MICHAEL

*It's 7 P.M. and Michael needs to get from his job at Proctor & Gamble to UNT Dallas Station to continue on the Blue Line to his home in Garland.*

*He begins planning a trip in the GoPass app and sees that a GoLink vehicle can drop him off at the station within 25 minutes, and that the fare would be covered by his existing active day pass used that morning.*

*Michael continues booking his GoLink trip via the app.*



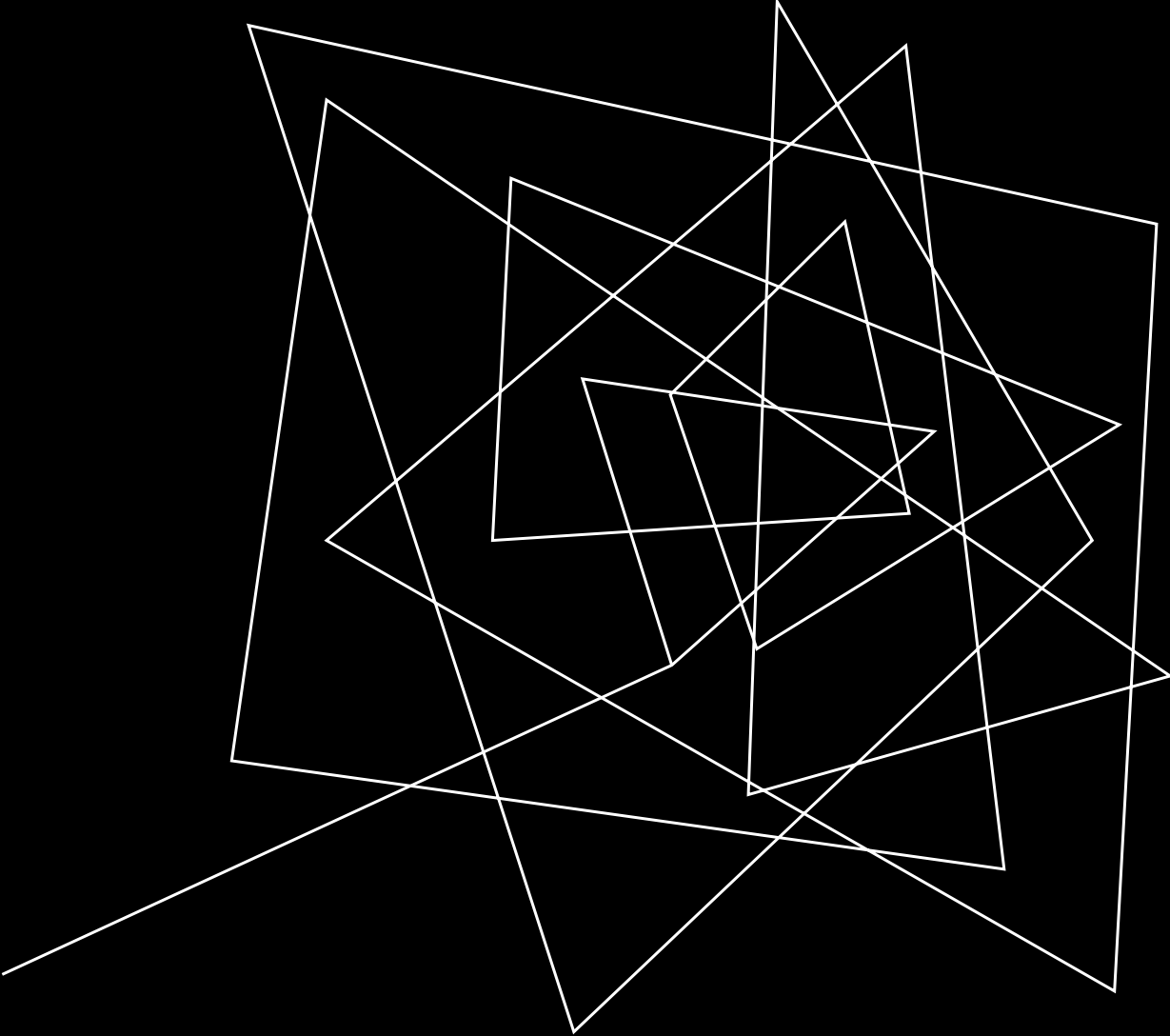
**Fare included  
in day pass**

**App**

**Short wait**

**Accessible**





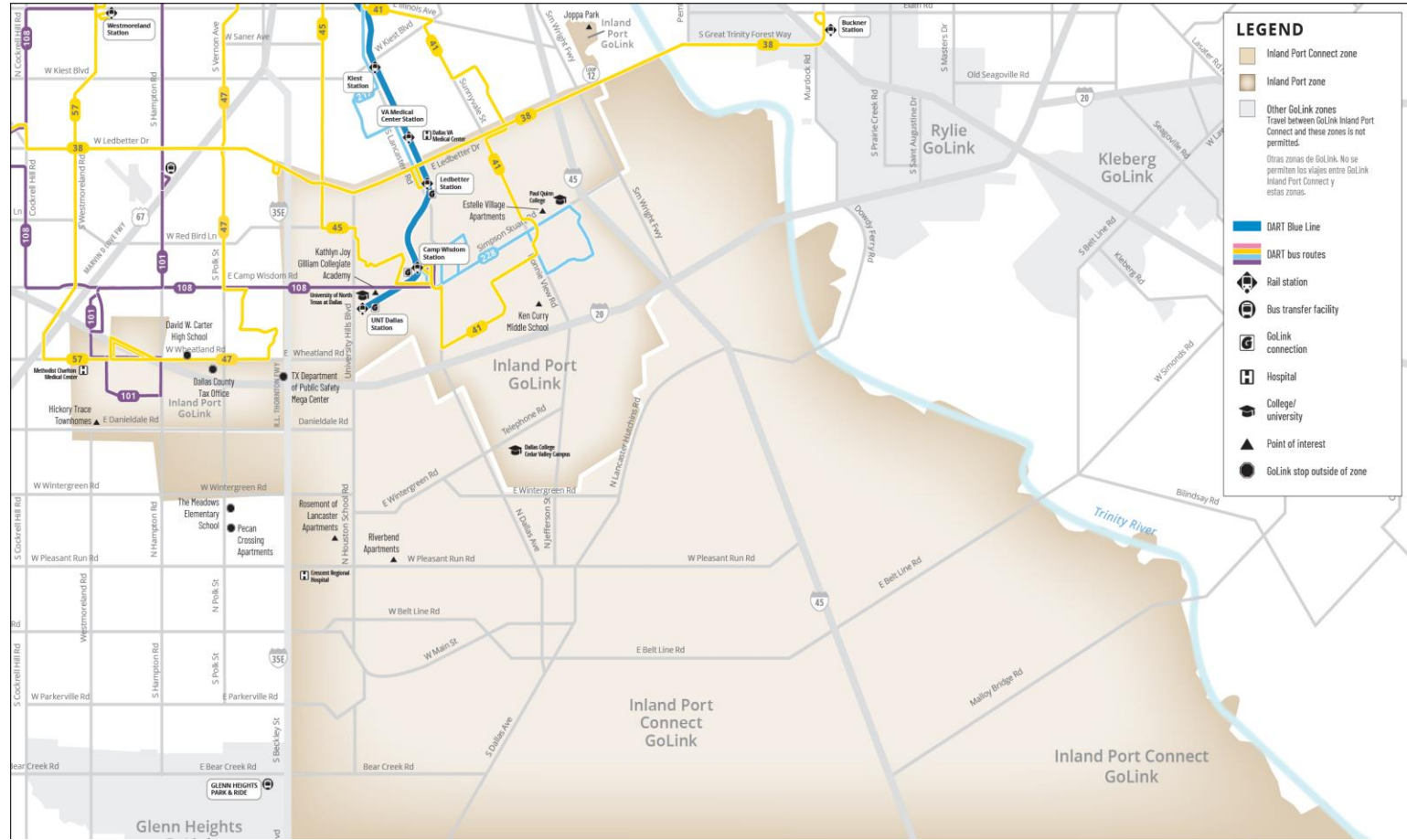
CELEBRATE OUR  
SUCCESSSES



# IMPROVED SERVICE INTO THE INLAND PORT

## Improved Access into the Inland Port

- Improved DART Bus Access to Inland Port
  - 9 routes into the Inland Port
- Greater frequency and reduce ride times
  - RedBird to Camp Wisdom reduced from 55 minutes to 17 minutes
- Improved access to other GoLink zones
  - South Dallas, Mesquite/Balch Springs, Rylie and Kleberg



# UBER INTEGRATION INTO GOPASS

## Opt into GoLink's Expanded Vehicle Fleet

GoLink now includes Uber vehicles as part of its service lineup. To take advantage of the expanded service, you simply need to opt-in and agree to the terms of service. DART will automatically match you with the best available option each time you request a GoLink ride, whether that means a GoLink van, a GoLink taxi or an Uber vehicle. You pay nothing extra to enjoy this service -- your valid contactless DART fare covers everything.

1. When booking your trip in the GoPass app
2. With a GoLink booking agent at 877-631-5278



### Pre-integration:

- Different booking process for GoLink vs UberPool
- Riders couldn't book UberPool via GoLink booking agent

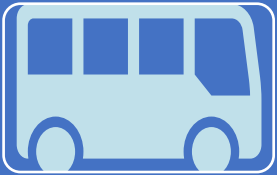
### Post-integration:

- Rider books via GoPass app or GoLink booking agent
- Rider is automatically matched with best transportation option
  - Either GoLink vehicle or Uber, depending on wait time
- Rider no longer gets redirected to Uber app to book UberPool

# PROMOTION OF INLAND PORT GOLINK SERVICES

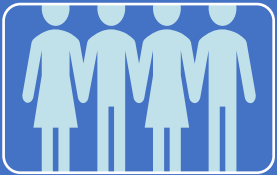
- Our partners help us promote and increase awareness of GoLink Services
  - Inland Port Cities promote GoLink services via water bill inserts, information on website, attend special events
  - Our EDCs promote and include IPTMA membership in key incentive agreements
  - Workforce Solutions of Greater Dallas created Inland Port video and provides gift cards for warehouse training
  - Dallas College has created forklift/CLA/CLT training programs to meet Inland Port employer needs
  - Inland Port Tours organized by IPTMA as well as for ULI
  - Neighborhood Associations and City Town Hall meetings
  - Inland Port GoLink training with local nonprofits that help place clients into jobs

# CONNECTOR ROLE FOR BUSINESSES



## Transportation

- GoLink Bus Stop at Member Company Location
- Late Night Ride Subsidy for Member Employees
- Monthly Transit Pass Subsidy – Annual Savings of \$432



## Employee Transportation Education

- Current Employee Training – Onboarding, Train the Trainer
- Prospective Employees – Promote transportation options at Job Fairs



## Recruiting Assistance

- Expand candidate pipeline geographically
- Job Fair connector
- Promote job openings through community partners



## Connector to Community Resources

- Training Partners in Forklift, Warehousing, and Soft Skills
- Staffing Partners



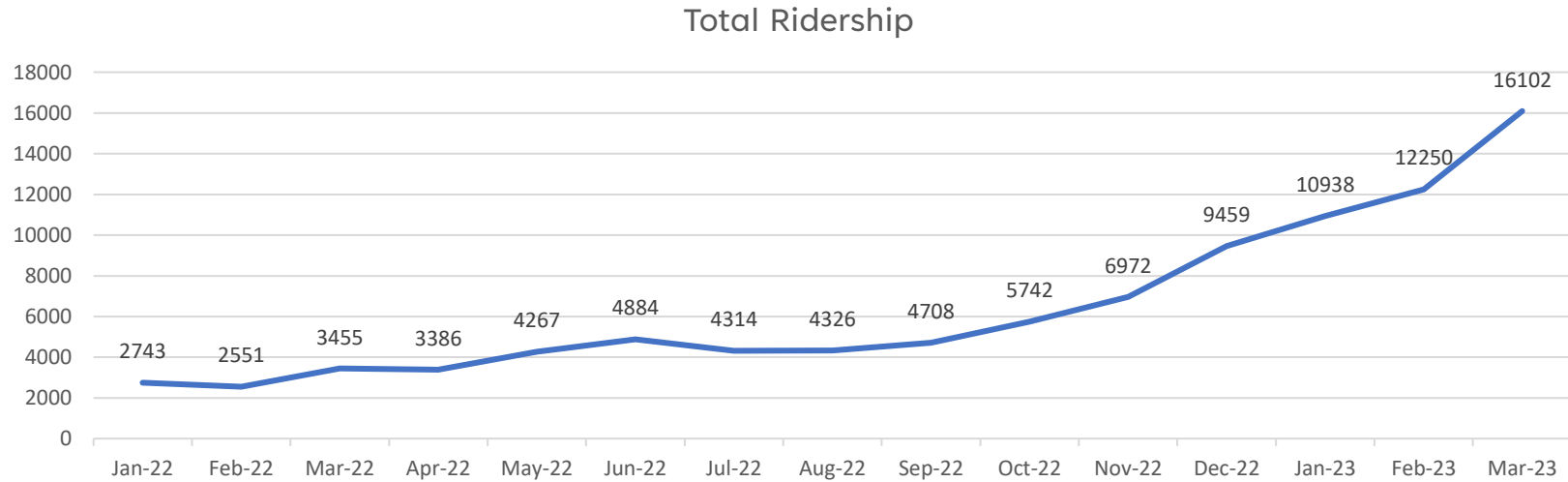
## Advocacy

- City/County/Regional/State
- Grant opportunities for electrification and innovation
- Inland Port Symposium and other Logistics Roundtable

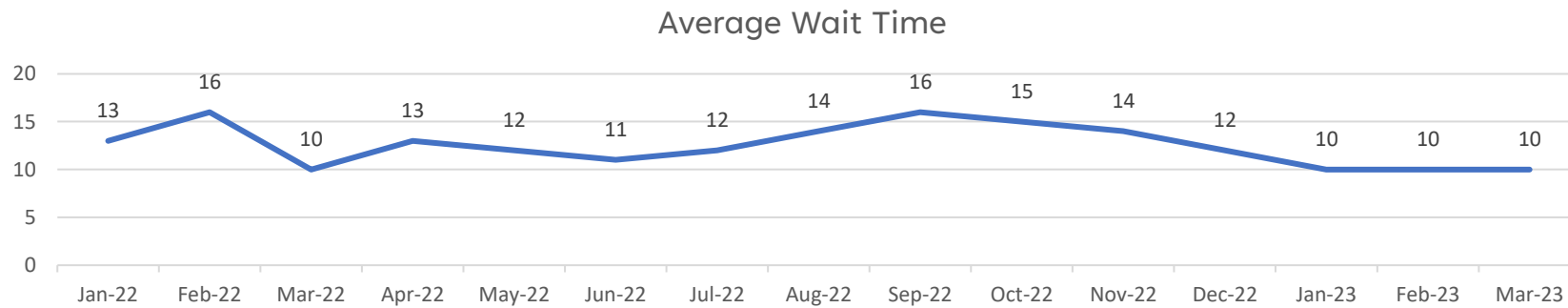
- Discounted Monthly Pass and Late Night Ride Subsidy
- Employee Transportation education
  - Current and Prospective
- Connecting Employers to Candidates
  - Job Fairs, Nonprofits, Education Partners
- Connecting Employers to training providers for current and prospective employees

# RIDERSHIP AND WAIT TIMES

Ridership

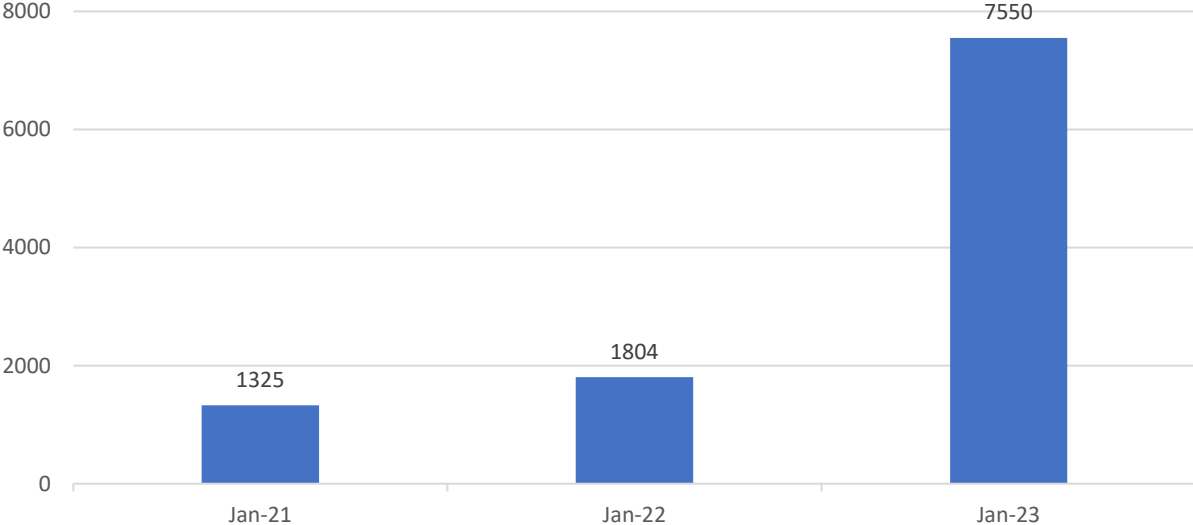


Wait Times

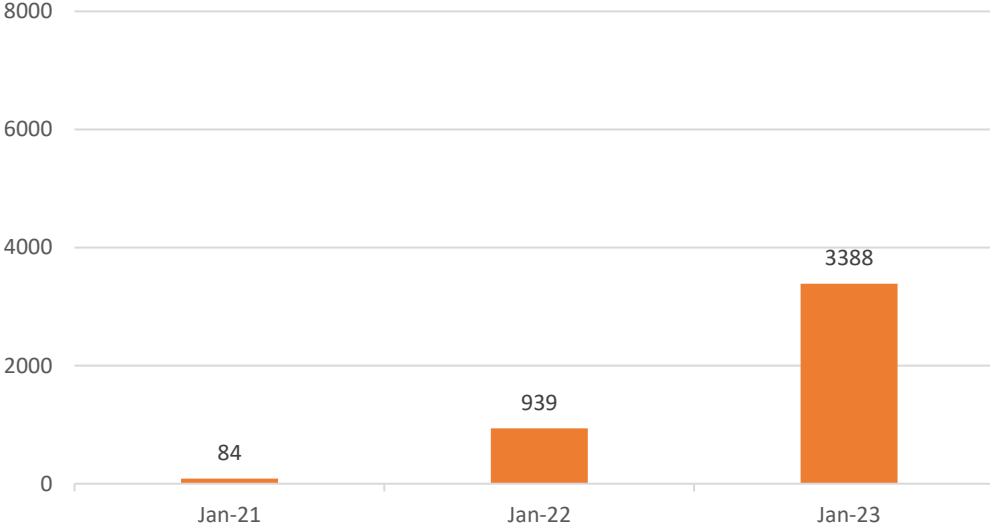


# RIDERSHIP BY REGION

Dallas Ridership

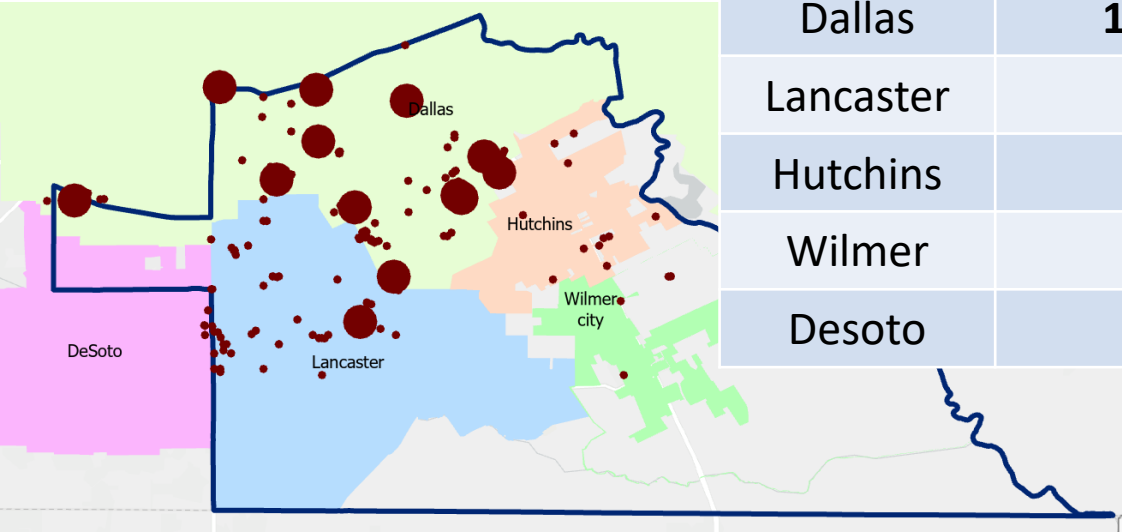


Connect Cities Ridership



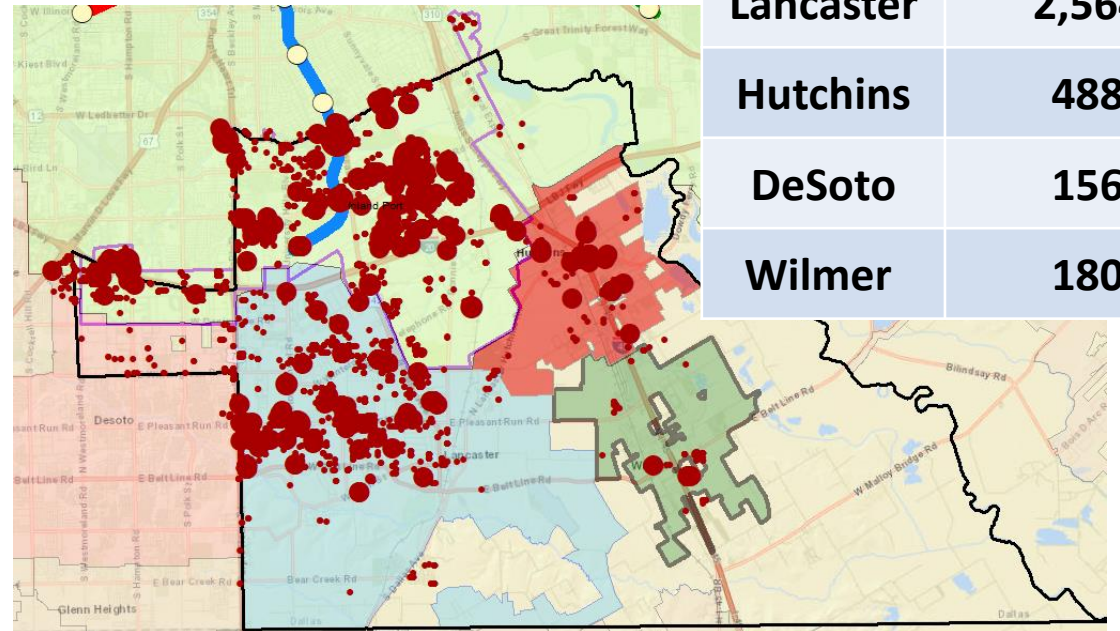
# RIDERSHIP BY CITY

**January 2021**

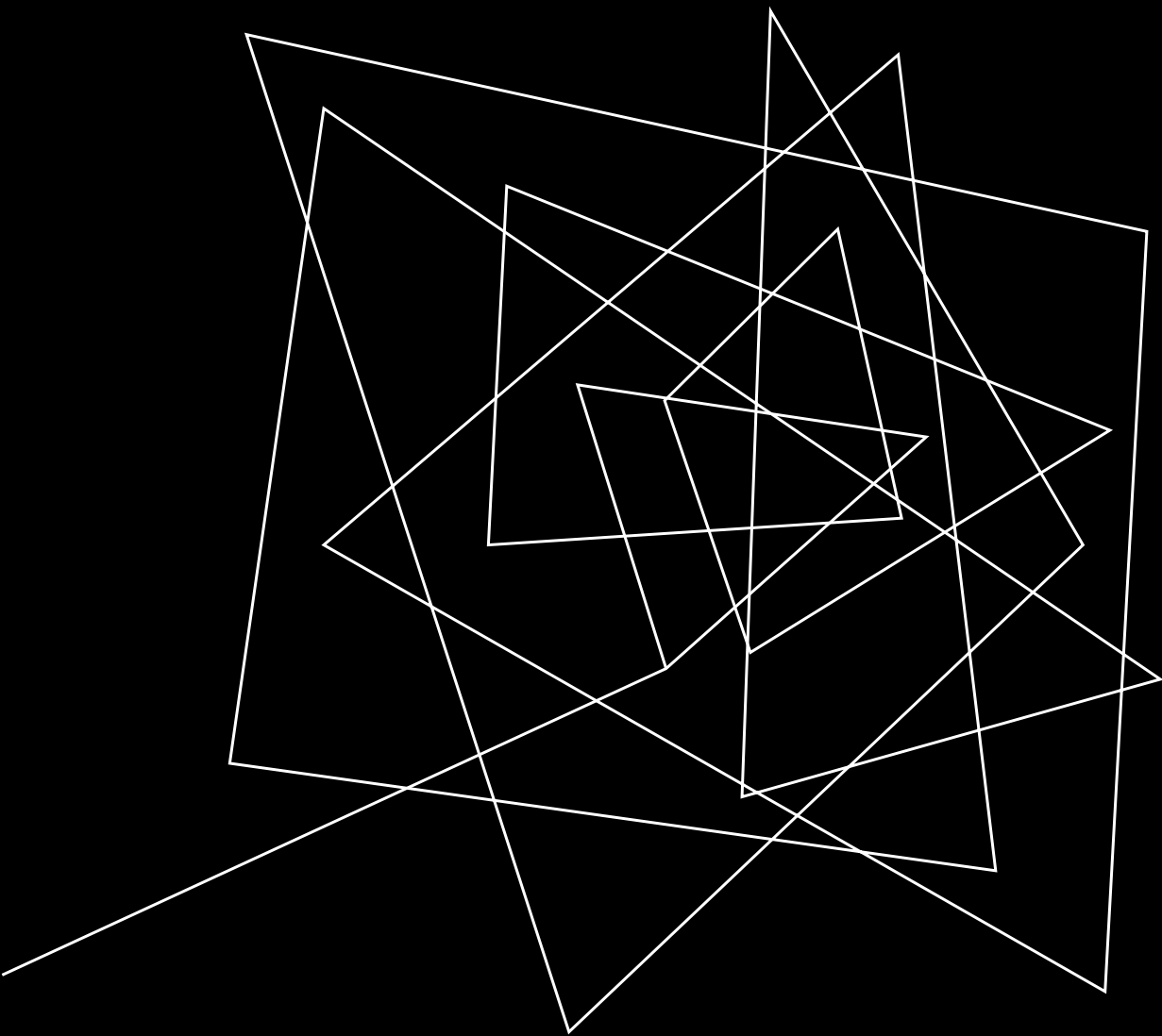


Cities	Riders
Dallas	1,325
Lancaster	64
Hutchins	12
Wilmer	5
Desoto	3

**January 2023**



Cities	Riders
Dallas	7,550
Lancaster	2,564
Hutchins	488
DeSoto	156
Wilmer	180



WHAT'S NEXT



# WHAT MAKES THE DALLAS COUNTY INLAND PORT

~~ATTRACTIVE~~

UNIQUE

- The Dallas County Inland Port is a place where you find:
  - Great jobs, great training, great transportation in great communities
- It is our regional, collaborative approach that sets us apart
- Best in class concentration of educational institutions and nonprofits providing training
- **National leader in providing last mile transportation to address equity**

# WHAT ROLE DO YOU PLAY IN CONTINUED SUCCESS

- Every participant today can invest in the growth of the Dallas County Inland Port and the Inland Port TMA
- Founding members of Inland Port TMA invested in transportation
- We need the next round of investors to ensure we grow this transportation service