

Transit in Addison

May 26, 2026
City Council Work Session

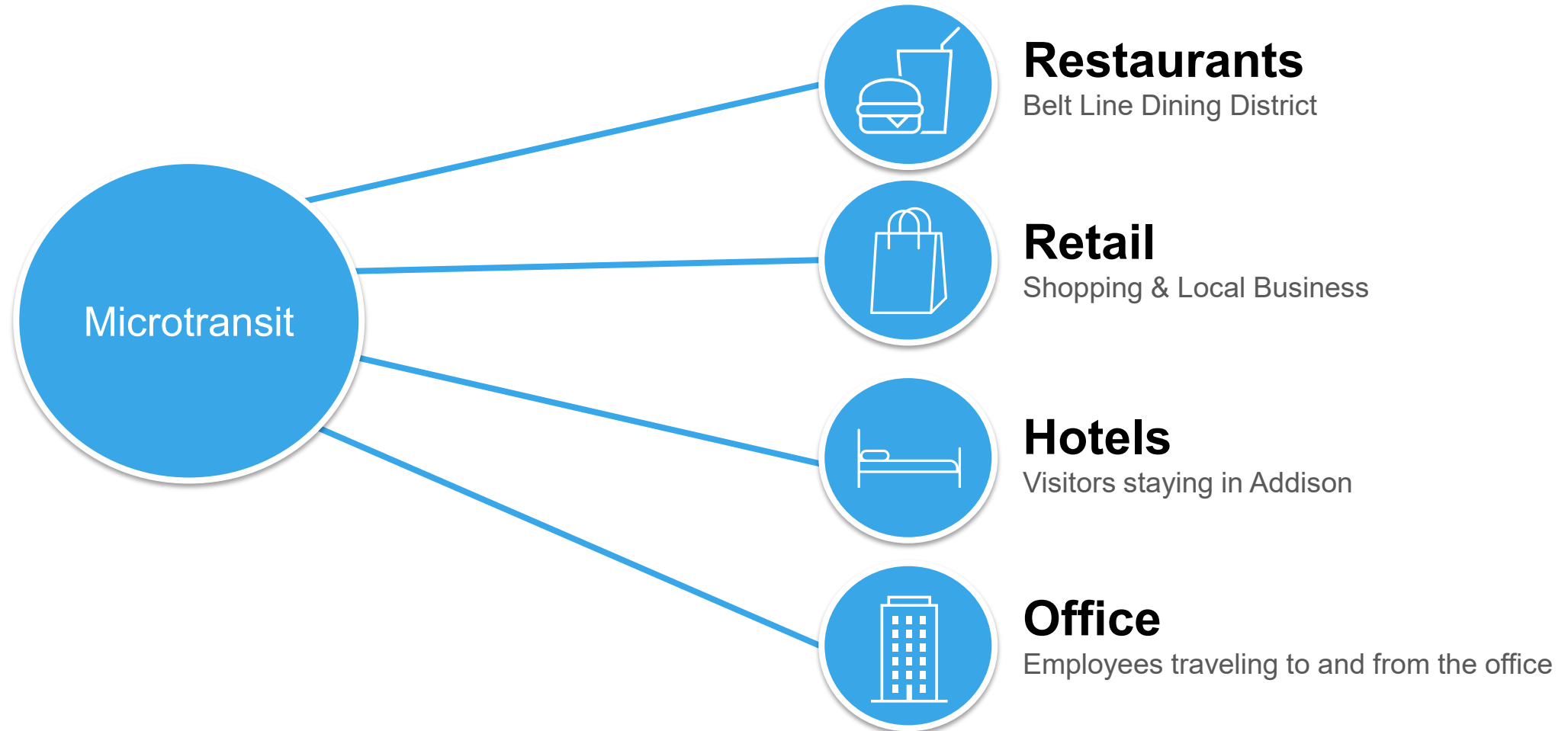


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- Moving People Around Addison
 - Microtransit
 - First-Mile/Last-Mile Solution
- Addison Orbit Pilot Program
 - Service Model and Contract
 - Performance / Feedback
 - Pilot Improvements
- DART Options
 - GoLink Zone
 - Fixed Route Circulator
- Potential Transit Committee
- Council Direction

Moving People Around Addison

- Microtransit is a local mobility service designed to connect residents and visitors to the places that make Addison a destination.



First-Mile/Last-Mile Solution

- Finding a first-mile / last-mile solution has been part of the Strategic Plan since 2020 as a component of a milestone to promote the Silver Line.
- [Formal milestone](#) in the FY24 Strategic Plan
 - Pillar: Excellence in Transportation System
 - Effectively utilize and promote the Silver Line development with a first-mile / last-mile solution.
- FY25, it [transitions to a strategic objective](#) when we adopted the new KFA + Strategic Objective + Initiative model and shifts from the Silver Line to TOD:
 - Key Focus Area: Mobility and Connectivity
 - Address first-mile / last-mile TOD connectivity.
- For the [FY26](#) and [FY27 Strategic Plans](#), it remains the same.

Solving First-Mile / Last-Mile Challenge

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Microtransit bridges the gap between a rider's origin and the nearest transit hub — and back again on the other end.



Home
Origin

FIRST MILE
Microtransit



Transit Hub
Pickup point

MAIN HAUL
Bus / rail



Transit Hub
Dropoff point

LAST MILE
Microtransit



Destination

■ ACCESS

Reaches low-density areas fixed routes can't serve cost-effectively.

■ CONVERGENCE

Feeds riders into high-capacity transit, boosting bus and rail ridership.

■ FLEXIBILITY

Addison Orbit — From RFP to Launch

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- **Procurement:** Via was selected through competitive **RFP No. 26-114** following Council adoption on **March 24, 2026**.

APR 25, 2026



Addison Orbit launches

- On-demand microtransit + paratransit
- 7 days / week
- 5 AM – Midnight

MAY 2, 2026



Voters choose to stay in DART

- Election outcome triggers program refinement

ONGOING



Complementary to DART

- Continues alongside DART service
- Focused on local, on-demand mobility

Addison Orbit Service Model

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What Addison Orbit Provides:

- 🚌 **On-Demand Microtransit** — no fixed stops; rides come to you
- 📱 **Booking Options** — Addison Orbit mobile app, DART GoPass (planned), or phone
- 🔄 **Data Transparency** — All service data shared directly with the Town
- **Connections to DART** – Connects to DART stops and Knoll Trail Station
- Area can be expanded outside of our Town limits

Performance Standards

- Actual pick-up time no more than 3 minutes earlier or later on average than ETA indicated to rider for on demand rides
- Average technical up time percentage of no less than 98%
- Average monthly seat unavailable percentage of no more than 10%
- Average monthly wait time for customer service to answer a call of less than 2 minutes
- Average of one or less FTA-qualifying incident per 100k miles
- Safety monitoring through the use of telematics
- Monthly cleaning audit performed by Via illustrates scoring with no less than 90% cleaning schedule adherence
- Average monthly ride experience rating at or above 4.6
- 12 minute average wait time
- Driver wait time of 5 minutes at designated pickup location before no-showing rider.
- Door-to-Door service for trips involving a pick-up or drop-off at a residential address

Orbit Contract



	Original 6 Month Pilot	Revised 6 Month Pilot	Proposed One Year Contract	Notes
Upfront Fee	\$83,063	\$83,063	0	Already incurred
Vehicle Hour Fee	\$61.10	\$61.10	\$61.10	Unchanged
Total Vehicle Hours	12,916	7,460	13,900	Reduction to account for removal of paratransit and 6 of the 7 rally points
Total Operational Costs	\$789,168	\$456,234	\$849,200	(vehicle Hour Fee * Total Vehicle Hours)
Total NTE 6-months	\$872,231	\$538,297	\$849,200	

Amount paid to date:

- Upfront cost \$83,063
- April Invoice \$33,627

Total \$116,690

Total amount owed if terminated by May 27, 2026:

- Anticipated May Invoice - \$97,760
- Termination fee - \$102,698

Total \$200,458

Total amount paid to Via for upfront cost, April and May and Termination Fee if terminated May 27, 2026: \$317,148

Addison Orbit — By the Numbers

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Program performance since launch through 5/17

RIDERSHIP

633

Accounts created

513

Riders requested at least one ride

132

Riders completed 1+ booking

92

Riders completed 2+ bookings

30

Riders completed 5+ bookings

★ Power users

1,677

Total vehicle hours since launch through 5/17

SERVICE QUALITY



190

Five-star ratings



4.9 / 5

Average app rating

🕒 WAIT TIME

5.6 min

Average wait time

Orbit Rider Feedback

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Pros

- Drivers consistently received positive feedback for friendliness and professionalism.
- Vehicles were described as clean and comfortable.
- Door to door service model was viewed favorably.
- Residents appreciated the convenience and first/last mile connectivity.
- Several riders expressed interest in using the service regularly if improvements are made.

Uses

- Traveling to/from work
- Traveling to/from hotel
- Going to a restaurant
- Just trying it out

Likelihood to Ride Again

- 6 answers: Very Likely

Cons

- Mapping and routing inaccuracies created pickup and destination issues
- Cell service reliability affected dispatching, communication, and ride coordination
- Pickup wait times were inconsistent and sometimes significantly delayed
- Vehicle size and storage capacity were concerns for grocery trips and luggage
- Questions were raised about pass pricing and refund policies
- One resident expressed opposition to the Town operating the service rather than DART

Comments

- Awesome!
- Great!
- Perfect. I will use every time I'm in Addison.
- Very good, but software seems to be a problem.
- Overall, I love the concept.

Pros

- Hotels view Addison Orbit as a valuable guest amenity and competitive advantage.
- Front desk teams actively promote the service and help guests download the app.
- Fixed pricing is seen as a major benefit compared to rideshare surge pricing.
- Hotels appreciate having a transportation option for guests, especially for those without vehicles or with mobility challenges.
- Orbit helps support guest mobility within Addison and enhances the visitor experience.
- Hotels support continuing the service and believe usage could grow over time.

Cons

- Low ridership and usage levels were noted by hotel operators.
- Guests are often frustrated by the limited service area and inability to travel to destinations outside Addison, such as the Stockyards.
- Some hotels near transit stations see less demand because guests can already access rail service on foot.

Pilot Improvements — Completed & In Progress

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Ongoing refinements to the Addison Orbit rider experience and operations

✓ COMPLETED · 6 items

- **Pickup Logic**
U-turns now allowed on dead-end streets so riders aren't forced to walk to a pickup point — true curb-to-curb.
- **Points of Interest**
Refreshed in-app POIs, including the DART Silver Line Addison Station.
- **Rally Points**
Removed all rally points except Knoll Trail Station.
- **App Branding**
Vehicle color in-app corrected from blue to white to match the physical fleet.
- **Pricing**
Re-enabled the \$6 Daily Micro Pass.
- **Paratransit**
Service terminated following the DART vote; hours adjusted to the microtransit-only scope.

🔄 IN PROGRESS · 3 items

Lot Move

Relocating the vehicle lot closer to Town Hall for better driver connectivity to the service zone.

TARGET DATE Thursday, 5/21

Navigation Issues

Working with Via to resolve in-app navigation issues affecting driver routing and rider ETAs.

STATUS Active troubleshooting

Marketing Plan

Developing a marketing and promotional plan to amplify awareness of Addison Orbit.

STATUS Pending Council approval

DART GoLink & Circulator History

- **Addison GoLink Zone:**

- On-demand service using a variety of vehicles and providers, offering curb-to-curb service within a designated zone.
 - Was scheduled to begin April 2026.
 - Available within Addison city limits.
- No additional cost to the Town of Addison; funded in DART's FY2026 budget.
- DART Cost - \$800,000

- **Potential Circulator:**

- Fixed-route shuttle to serve the Quorum corridor between Keller Springs and Belt Line to Village on the Parkway.
- Funding for 50% of circulator costs in DART's FY2026 budget.
- Annual cost of approx. \$1,675,000 (*based on information from 12-10-25 meeting with DART*):
 - \$837,000 Addison
 - \$837,000 DART

Total DART microtransit budget - \$1,637,000

What is DART GoLink?

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On-demand, app-based microtransit connecting Addison to the regional DART rail & bus network.

SERVICE START

Planned Monday, Oct 5, 2026

Open to an earlier start if desired

SERVICE HOURS

5:00 a.m. – midnight

7 days per week

VEHICLE FLEET

1 dedicated ramp-converted Chrysler Pacifica

Supplemented by Uber & Lyft (70–75% of rides)

ADA ACCESSIBILITY

Dedicated vehicles are ADA accessible

Uber & Lyft are not accessible

SERVICE AREA & MODEL

Defined GoLink zone serving Addison

Connects to DART rail & bus network

HOW TO BOOK

GoPass app or phone

Same-day; schedule up to 1 hour ahead

RIDER FARE

\$3.00 base fare per trip

Day Pass \$6.00; reduced fares available · Set by DART

PROGRAM FLEXIBILITY

Changes routed through the DART board

Town has no direct control over the contract

94%

ON-TIME · APR 2026

12–13 min

AVG WAIT · INCL. UBER/LYFT

0.043%

UNFULFILLED REQUESTS

\$0 Cost to Town

\$800,000 Included in DART FY25 budget

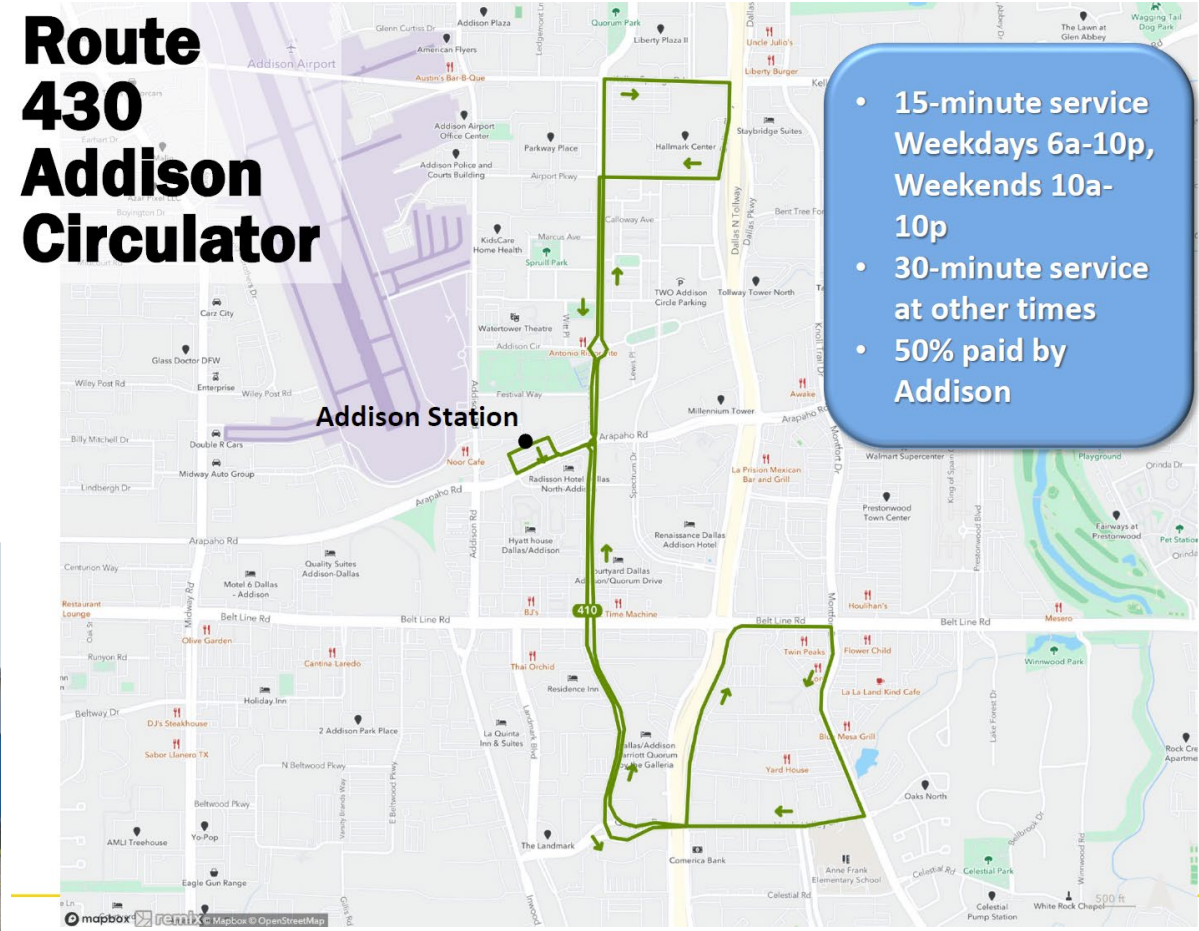
Fixed Route Circulator

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Route 430 Addison Circulator



DART GoLink vs. Via (Addison Orbit)



Side-by-side comparison of the two microtransit options for Addison

	DART GoLink	Via (Addison Orbit)
Service start	Planned Oct 5, 2026 (open to earlier)	Launched April, 25, 2026
Service area	Defined GoLink zone; connects to DART rail & bus	Entire Town of Addison + Knoll Trail Station
Hours	5 a.m.–midnight, 7 days/week	5 a.m.–midnight, 7 days/week
Vehicle fleet	1 dedicated WAV minivan + Uber/Lyft	7 Toyota Siennas + 2 spares; 3 WAVs
Rideshare mix	Mixed supply — 70–75% of rides via Uber/Lyft	Dedicated fleet only
Cost to Town	\$0 — included in DART's FY25 budget	\$83,063 setup + \$61.10/veh-hr (\$25K/mo min)
Rider fare	\$3 ride · \$6 day pass · reduced fares (set by DART)	\$3 ride · \$6 day pass · \$126/mo · kids under 12 free
Avg wait time	12–13 min incl. Uber/Lyft (Apr 2026)	5.6 min actual (12 min target)
On-time / rating	94% on-time; rating not reported	Within 3 min of ETA; 4.9 rating
ADA access	Dedicated vehicle yes; Uber/Lyft no	3 Fully ADA/FTA-compliant
Branding	Addison/DART logos under discussion, have not done this before with other cities	Custom Town-approved vehicle wraps
Program control	Changes go to DART board; Town has no direct control	Town controls the contract; changes as needed

GoLink figures from DART's responses (May 19, 2026); several noted as estimates. Via figures from the Scope of Services and Addison Orbit performance through 5/17.

Potential Transit Committee

Some cities have formed local transit committees to review and monitor DART services and evaluate other transportation options. A Committee could review topics such as:

- DART services
- Legislative Updates
 - Board Compositions
 - Regional rail
- Microtransit
- DART Board Decisions

Potential committee members could include:

- Mayor/Council Members
- DART Board Representative
- Citizen(s) with transit experience/riders
- Hotel Representative

Staff is seeking Council direction on the following:

1. **Addison Orbit Program**

- Continue the 6-month pilot program to gain information; or
- Cancel the program and terminate the Via contract early as of May 27, 2026.

2. **Transit Committee**

- Is Council interested in forming a Committee?
 - Committee could help inform Microtransit options.

Questions