

MAX Program 2019

Mobility as a Service Model



Welcome to DART!

As a founding agency of the Multi Agency Exchange Program, DART is delighted to welcome you to Dallas for the first site visit week of the 2019 MAX Program. It is our hope that during your time with us you will develop a better understanding of public transit management and be better prepared for leadership in your own agency.

The theme we have chosen for this week is: DART Provides Mobility as a Service. We intend to highlight DART's leadership and innovation in the transit industry and show how we seek to achieve our mission by providing Mobility as a Service. Powered by the GoPass mobile app and related technologies, DART provides mobility solutions that respond to the transportation needs of our customers. We will also demonstrate how the 5 Star Service Program supports our culture and makes customer service a priority.

We ask that you be curious this week and put aside any hesitation you may have to ask questions or participate vigorously. Our hope is that you will leave DART with new ideas, fresh perspectives, and invigorated to improve public transportation in your city.

Again, welcome to DART.

David Schulze
MAX Program Executive Sponsor
Vice President, Policy and Strategy
Dallas Area Rapid Transit