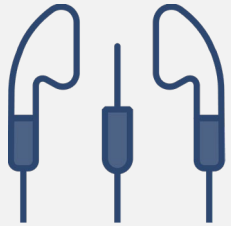


Zoom

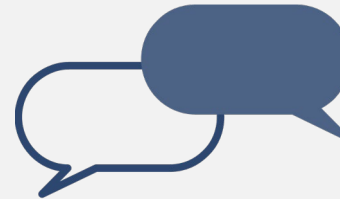
To help this meeting run as smoothly as possible, please consider the following tips:



Use headphones with a microphone



Make sure you are muted when not speaking



While presenters are speaking, send all questions & comments through the chat feature



You may choose to disconnect from any VPN or third-party connection sources during the meeting to maintain connectivity and bandwidth.

This meeting will be recorded and shared with committee members who were unable to attend.

DART REIMAGINED

Executive Advisory Committee – Meeting 3

May 24, 2023



Welcome



Welcome!



Cathy Smith

Planning Manager

Delaware Transit Corporation

Cathy.Smith@delaware.gov

John Sisson

Chief Executive Officer

Delaware Transit Corporation

John.Sisson@delaware.gov

Agenda

- | | | | |
|-----------|-----------------|-----------|-------------------------------|
| 01 | Welcome | 05 | Project Progress & Engagement |
| 02 | Objectives | 06 | Development of Strategies |
| 03 | Safety Moment | 07 | Next Steps & Close |
| 04 | Public Comments | | |

Meeting Objectives

- Share findings from public, stakeholder and operator engagement to date
- Gather input on project priorities and initial strategies
- Facilitate an informative discussion to guide the development of draft recommendations, which will be shared with stakeholders and the public this summer

If you have feedback throughout the presentation, please share it!

Safety Moment:

Mental Health Awareness Month

Here is your reminder to take charge of your mental health:

- Be open to help from others.
- Read or exercise your brain.
- Create a positive community of people with whom to surround yourself.
- Volunteer to help others.
- Take a social media break.
- Allow yourself to feel. It's ok to not be ok.



Public Comment

Please sign in if you would like to speak.

We have allocated a total of 10 minutes total for public comments.

Each person will have up to two minutes to speak.

Have additional comments or questions? Email info@dartreimagined.com



Project Progress & Engagement

Public, Stakeholders & Staff



Study Phases



Evaluate

Evaluate the current
DART First State
system



Identify

Identify opportunities
to reconfigure the
bus network and
future service plan



Achieve

Achieve a more
sustainable and
equitable transit
system

Service Development Process

SPRING

Develop Standards & Concepts

- Goals, guiding principles
- Scenario tradeoffs
- Families of service types, characteristics

SUMMER

Develop Initial Draft Network

- Scenarios with defined service types, alignments, headways, spans, and resource needs
- Illustrate proposed changes for feedback

FALL

Develop Final Draft Network

- Select final service types, alignments, headways, spans, and resource needs

FALL

Develop Implementation Plan

- Document the proposed route and system changes
- Produce a phasing plan
- Provide route change sheets



Input From:

- DART
- EAC/TAC
- Public



Input From:

- DART
- EAC/TAC
- Public Workshops




Input From:

- DART
- EAC
- Public

Customer Survey Findings

(data as of March 30-April 24)


- 2,000+ responses received to date; survey still available
- Available in English and Spanish
- Hard copies were made available and distributed to stakeholder and community organizations
- Outreach and promotion included:
 - Social media
 - Website pop-ups and banners
 - Press release distributed to news outlets
 - Rider alerts, bus posters, and live bus announcements
 - Emails and newsletters from DART and in collaboration with key partners
 - Survey flyer for in-person and digital distribution




**GET ON BOARD...
REIMAGINE DART WITH US!**

DART Reimagined is a year-long statewide transit study focused on improving transportation services across the state of Delaware and charting the course for a more sustainable transit future.

Take our customer survey, open now through
Friday, April 21, 2023!



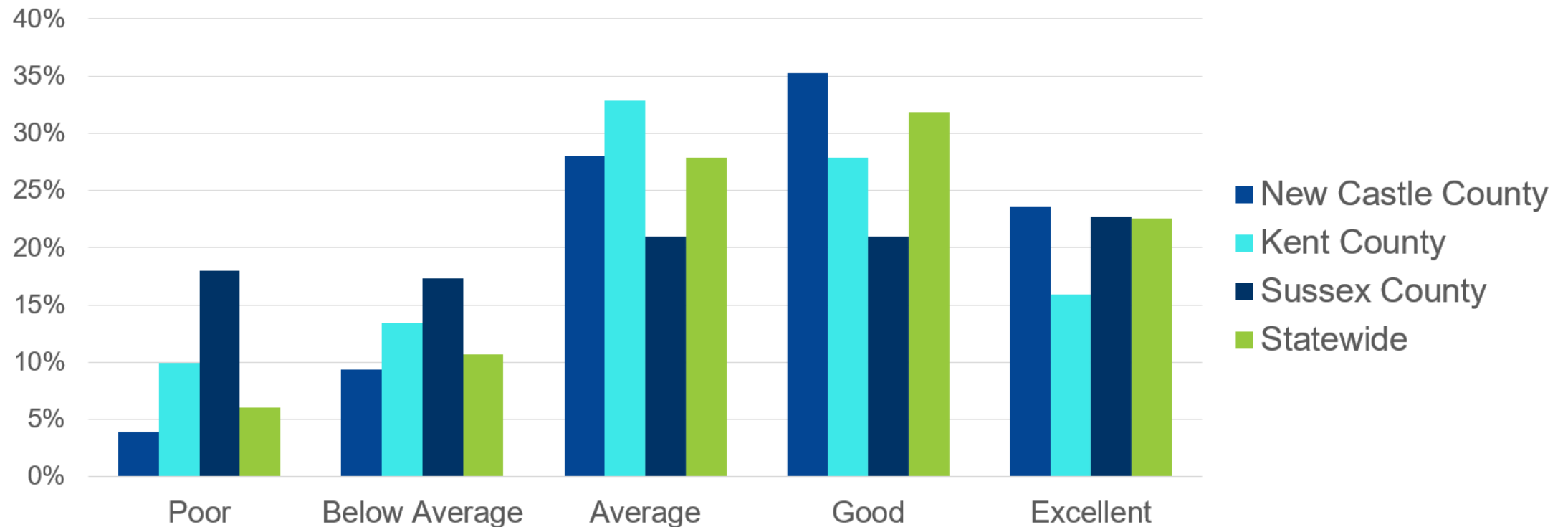
**SCAN HERE
FOR SURVEY:**
Participants have the
opportunity to be entered
in an optional drawing
for a **FREE 7-Day Pass!**



DARTREIMAGINED.COM

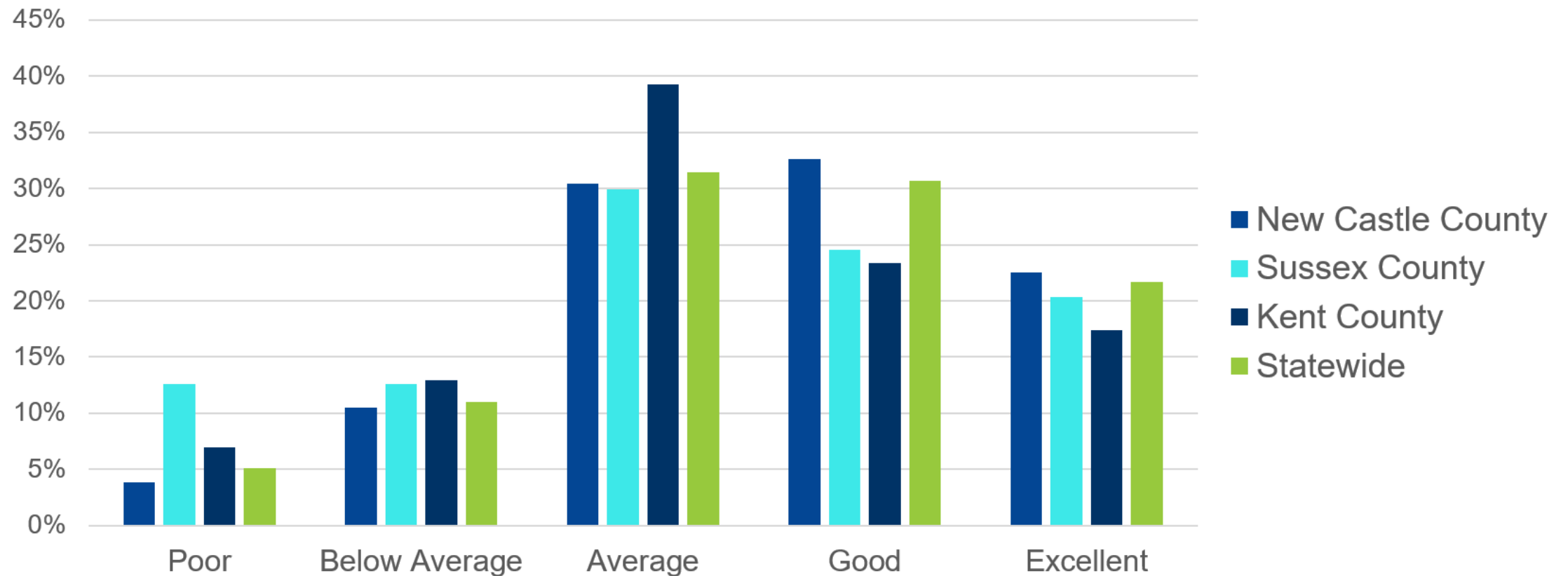
Customer Survey Findings

How would you rate the **availability** of DART public transit in your community?



Customer Survey Findings

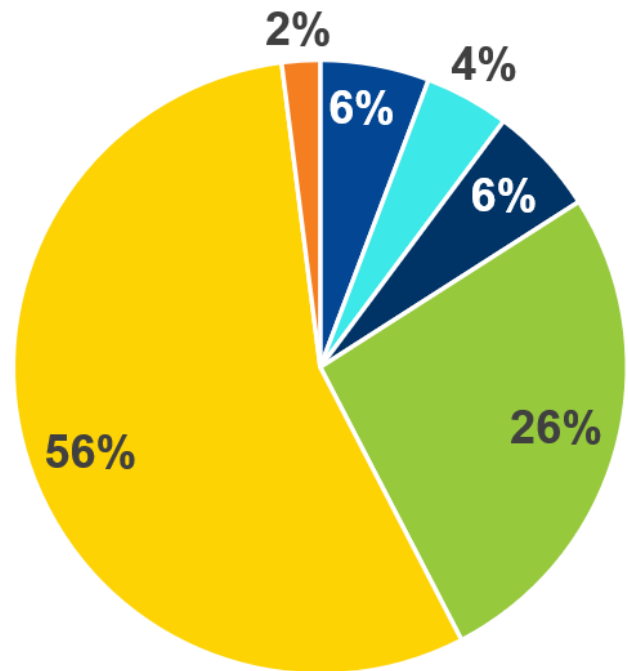
How satisfied are you with the frequency of service provided by DART?



Customer Survey Findings

Frequency of Use & Mode Variety

Respondents who are **satisfied with the different modes** of public transit available and use of DART services:

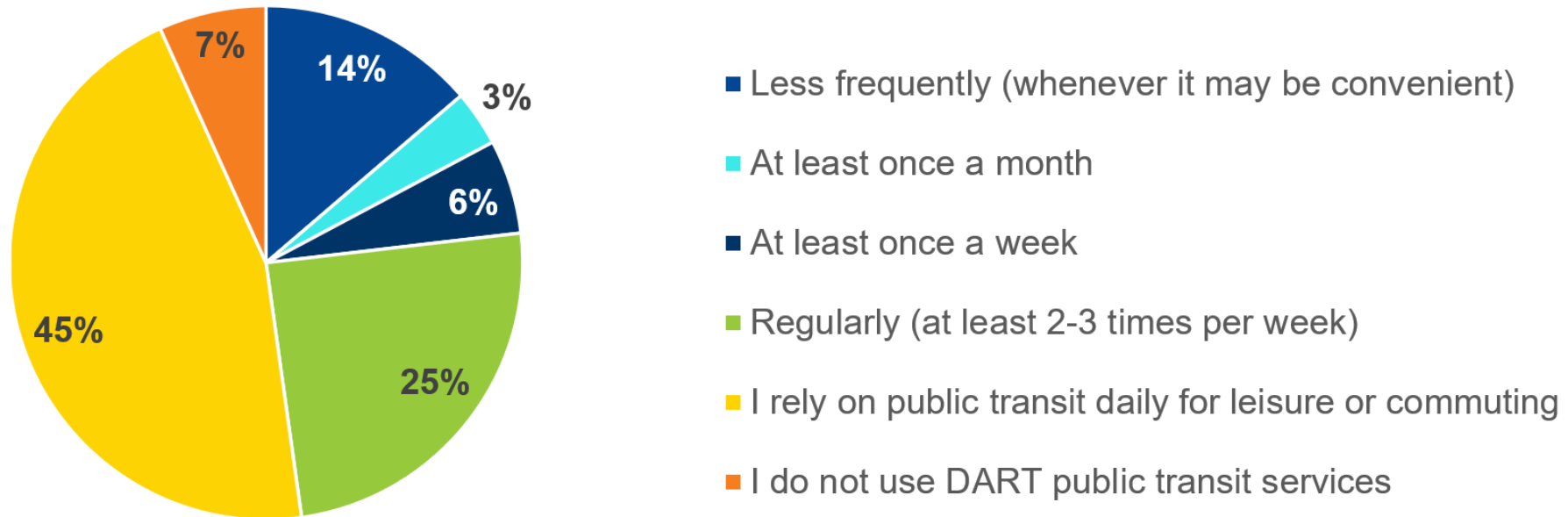


- Less frequently (whenever it may be convenient)
- At least once a month
- At least once a week
- Regularly (at least 2-3 times per week)
- I rely on public transit daily for leisure or commuting
- I do not use DART public transit services

Customer Survey Findings

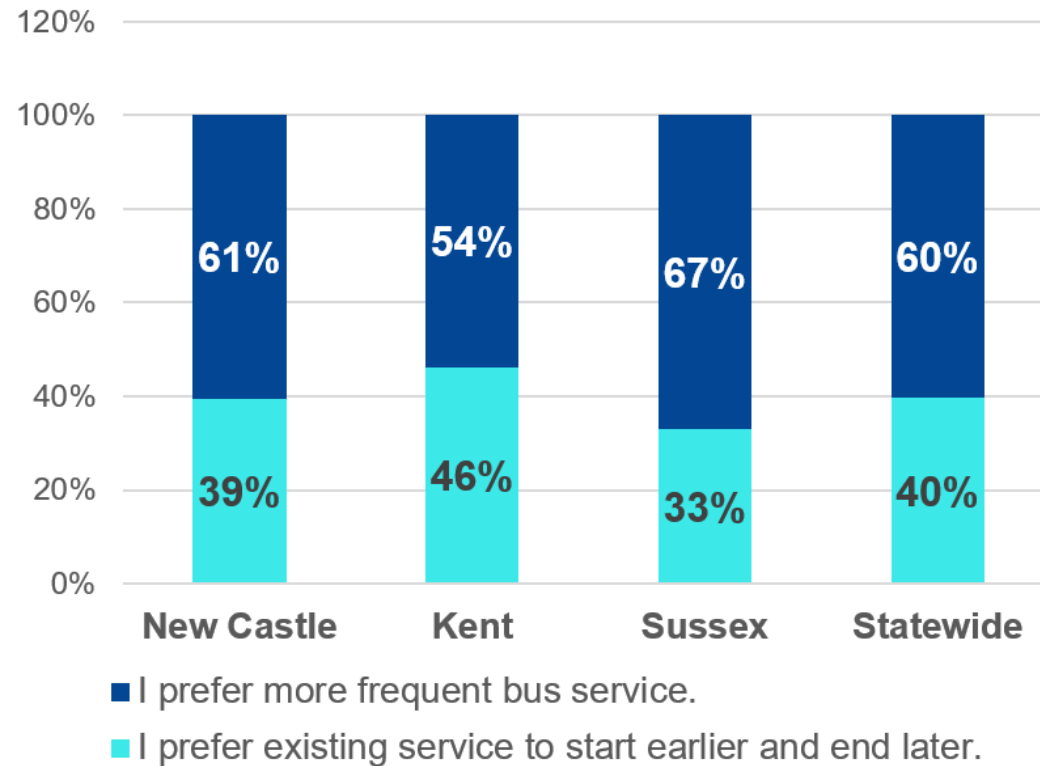
Frequency of Use & Mode Variety

Respondents who are open to new modes of service (such as microtransit) and frequency of use of DART services.

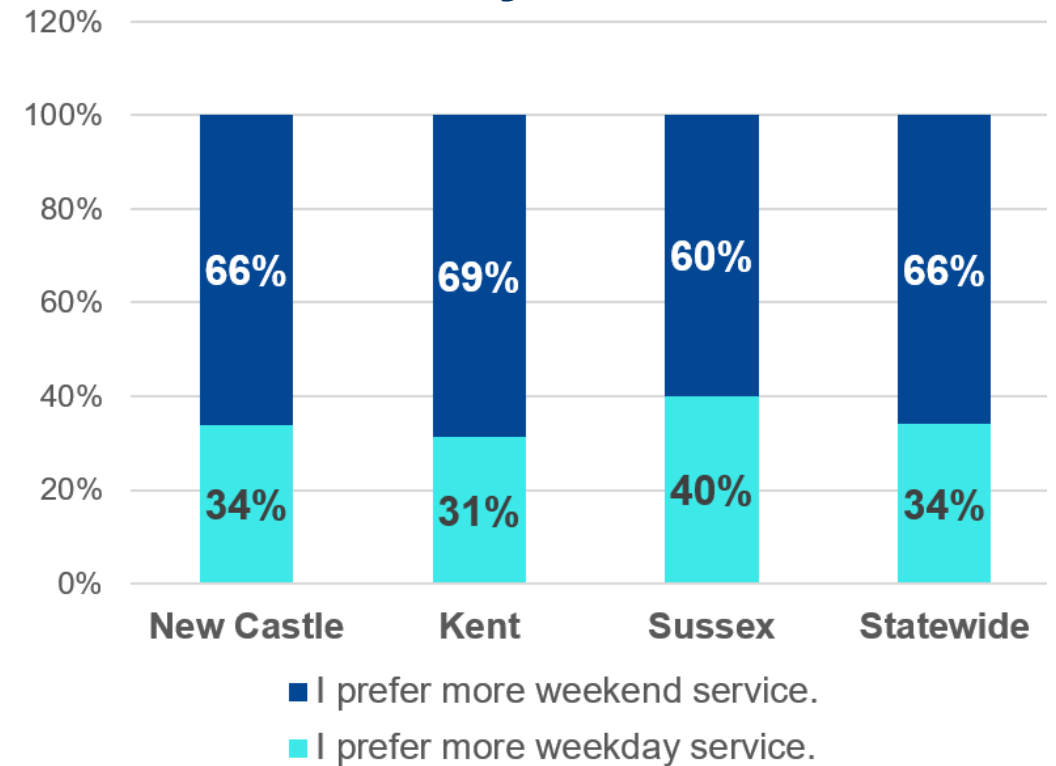


Customer Survey Findings

Frequency vs. Span

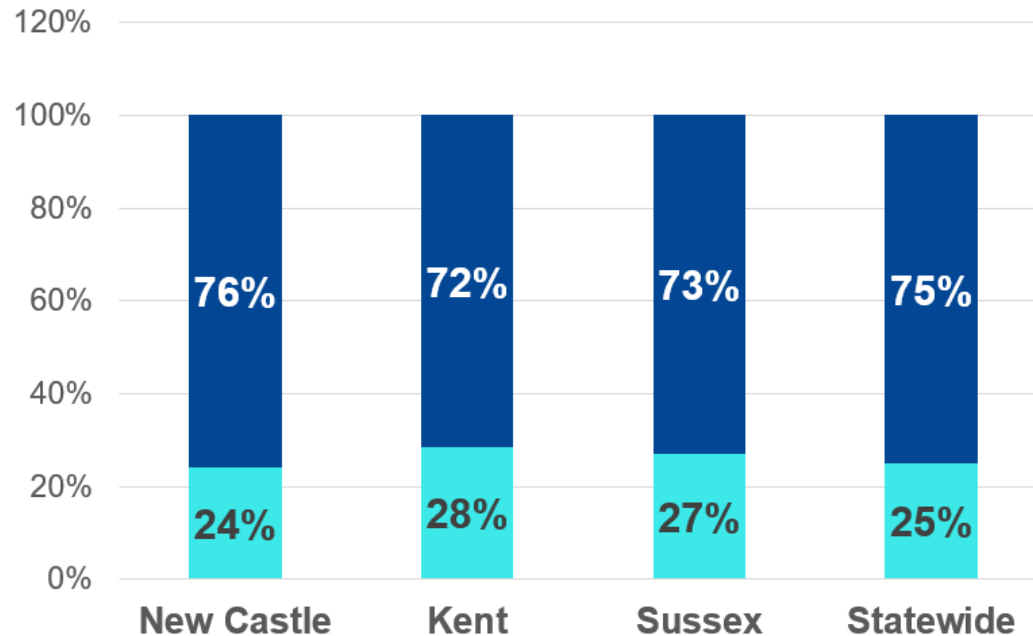


Weekday vs. Weekend



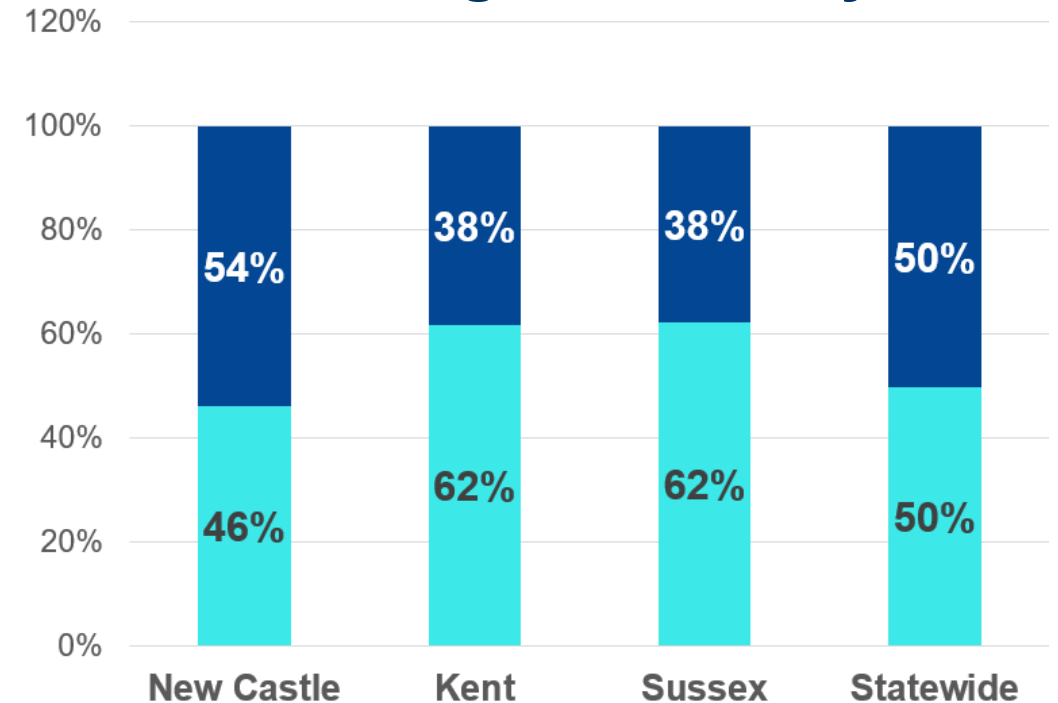
Customer Survey Findings

Walking vs. Travel Time



- I prefer to walk shorter distances to my destination, even if it means the bus makes more stops and is slower.
- I prefer to walk a slightly longer distance if it means my trip is faster and the vehicle stops less often.

Coverage vs. Quality



- I prefer to focus on improving existing bus routes.
- I prefer to expand service to new areas.

Insight from the Technical Advisory Committees

Working Well

- Express Service
- Transfers and intermodal connections at Wilmington Transit Center
- Innovation through DART Connect Newark
- Rehoboth, Lewes and Millsboro service
- Georgetown service

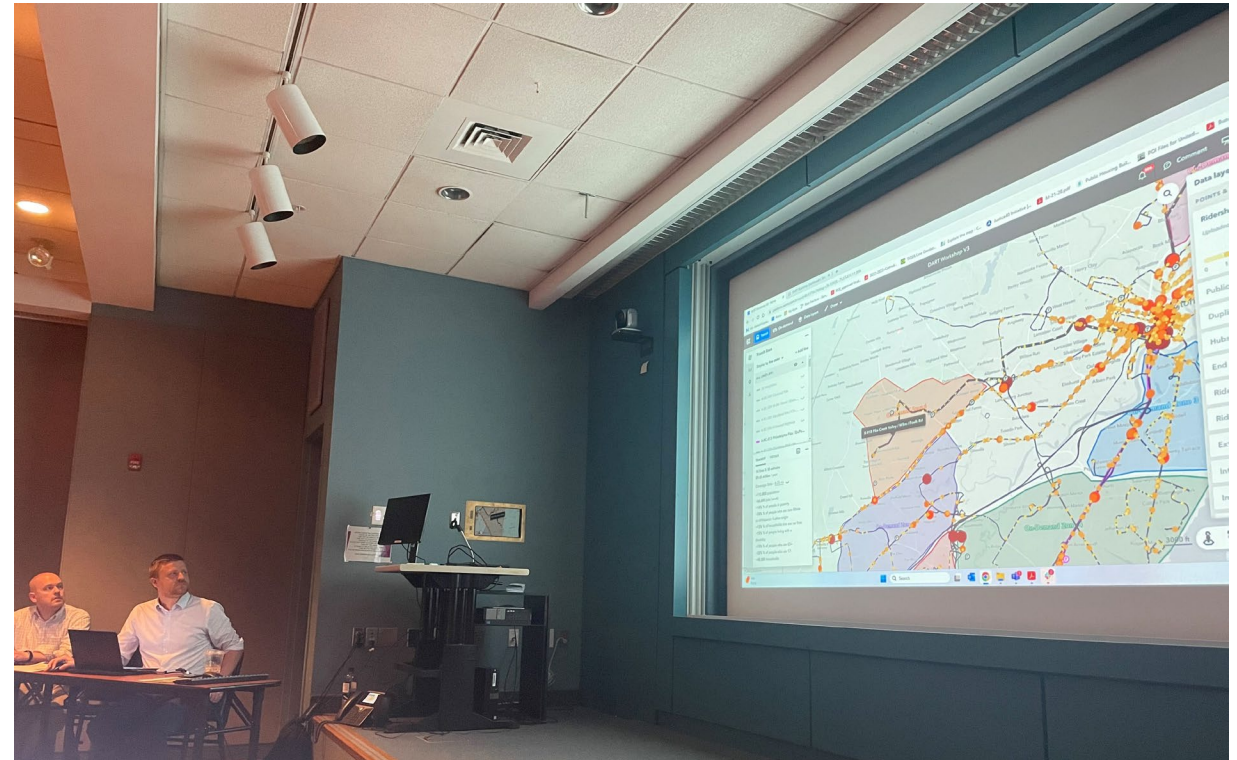
Areas to Serve Better

- Smyrna (to Clayton and Walmart Distribution Center)
- Hope Center
- Port of Wilmington
- STARR Campus
- MARC Station
- Middletown
- Longneck Center
- Route 141 Corridor
- Bloom
- Dover Air Force Base (and residential areas near Route 1)
- Route 113 Corridor
- University of DE and Delaware State
- Tanger Outlets (for workers)
- Recovery Centers (Millsboro & Seaford)

Synthesizing Information

Understanding Findings from System Assessment, EAC, TACs, and Workforce and Survey with DTC Staff and Leadership

- Reviewed feedback from customer input, stakeholder committees, and State of the System report
- Discussed potential goals, opportunities, and outcomes for the network redesign
- Brainstormed strategies for service improvement
- Examined route-level issues and opportunities



Service Improvement Themes

- **Service frequencies** should be better aligned with demand.
- Bus routes should better reflect overall **travel patterns**.
- Bus routes should be **maximized for travel time efficiency**.
- Provide more **direct and legible routes (less deviations)**.
- Need **later evening service**.
- Improve **service coverage** – especially to major employers.
- More **frequent and later service** on weekends.
- Make **service more direct** and competitive with travel times.
- More **non-hub connections, less transfers** that increase total trip time.
- Need to **explore microtransit** to best serve non-urban communities.

Development of Strategies



Guiding Principles & Priorities

Promote Fair & Equitable Access

- Maximize service coverage to areas of high transit propensity
- Improve connections between these areas and key employment and activity centers



Enhance Access to Jobs & Services

- Improve travel times and access to key employment and activity centers
- Improve frequency on key corridors



Improve Service Quality & Customer Satisfaction

- Improve evening and weekend service availability
- Improve directness of routes
- Improve service legibility
- Improve reliability
- Improve access to stops and stop amenities



Optimize Resource Investment

- Realign service to market demand
- Develop service standards to improve performance
- Consider microtransit in unproductive or difficult to serve areas



Measuring Success

Promote Fair & Equitable Access

Coverage:

- Low-income and minority population served within $\frac{1}{4}$ and $\frac{1}{2}$ mile of route
- Low-income and minority population served within $\frac{1}{4}$ and $\frac{1}{2}$ mile of frequent route or weekend service

Access:

- Low-income and minority population served within 30 / 60 minutes of key activity centers



Enhance Access to Jobs & Services

Coverage:

- Population / jobs within $\frac{1}{4}$ and $\frac{1}{2}$ mile of route
- Population / jobs within $\frac{1}{4}$ and $\frac{1}{2}$ mile of frequent route
- Late night/weekend job access

Access:

- Population served within 30 / 60 minutes of key employment and activity centers



Improve Service Quality & Customer Satisfaction

Availability:

- Population within $\frac{1}{4}$ and $\frac{1}{2}$ mile of frequent/ evening/ weekend service

Directness /

Travel Times:

- Inter and Intra county transit travel times compared to overall travel times

Reliability:

- % on time performance
- Travel times
- Wait times



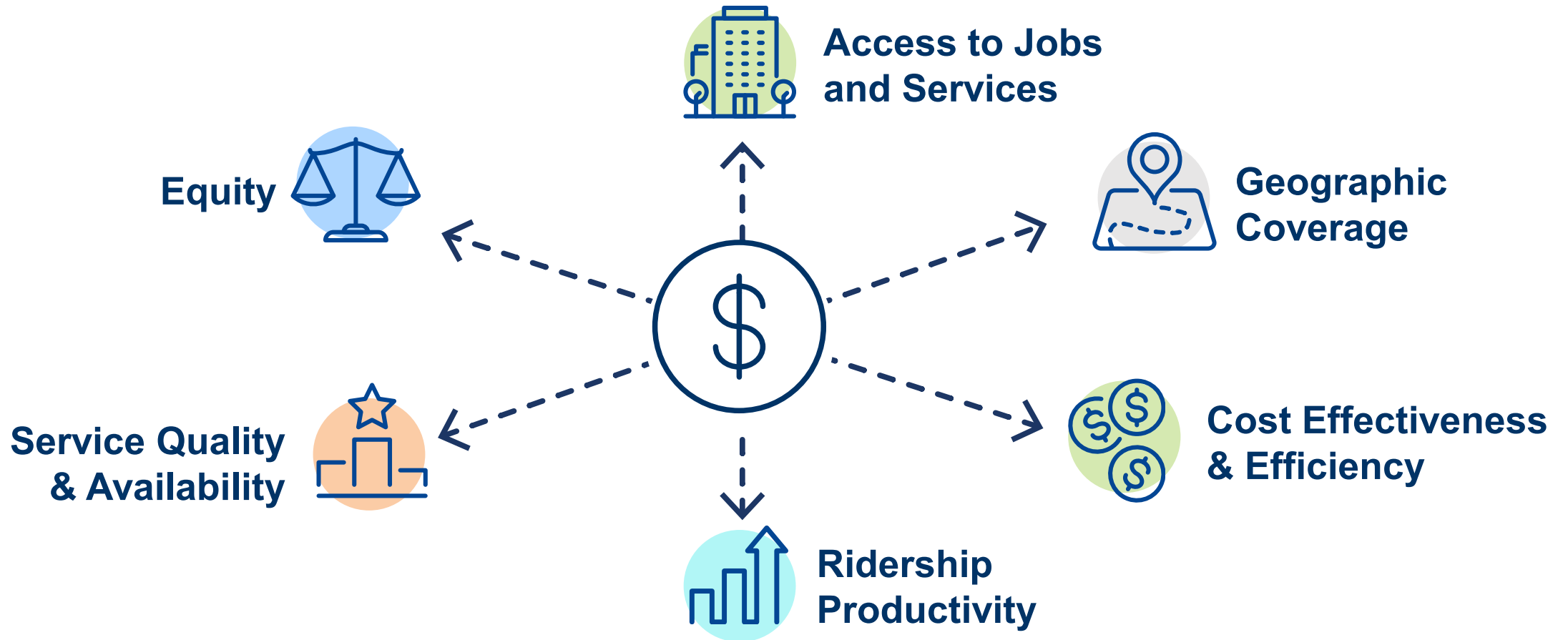
Optimize Resource Investment

- Cost per passenger/trip/mile
- Passengers per service hour/trip/mile
- Layover and non-revenue time, etc.



Balancing Priorities & Resources

Limited financial resources present the need to consider key choices and tradeoffs.



Initial Strategy Focus Areas

Establish a Core Network

Focus on more reliability with higher frequency

Prioritize Safe Access

Safety onboard and off with a focus on infrastructure improvements

Improve Service Quality

Provide new delivery models (E.g. microtransit); identify equitable service options for vulnerable populations

Promote a System that is Easy to Use

Including transfers, travel time, easy to navigate

Enhance the User Experience

Onboard experience, reliable WiFi, signage, consistency

Next Steps & Close



Next Steps

Engagement Activities

- Stakeholder Interviews – Ongoing
- Technical Advisory Committees – June 14
- Attendance at community events, festivals – Summer
- EAC Meeting – August, to present draft recommendations
- Public Workshops – September
 - 4 in-person workshops, 1 virtual

Design & Service Recommendations

- Identifying network alternatives

Stay Connected

Cathy Smith

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Project Contact

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info@dartreimagined.com

Thank You

