

DART REIMAGINED

The logo for 'DART REIMAGINED' features the word 'DART' in a large, white, sans-serif font. A thick, curved arrow, transitioning from green to blue, starts behind the 'D' and 'A', loops around the 'R', and extends horizontally to the right, ending in a blue arrowhead. The word 'REIMAGINED' is in a smaller, white, sans-serif font to the right of the arrow.

Virtual Workshop
September 26, 2023
5:00-6:30 p.m.

Thank you for joining! The meeting will begin shortly.

**This meeting will be recorded.*



01

Welcome



Housekeeping & Guidelines

- Please be mindful of our meeting guidelines:
 - We are committed to creating an environment that is welcoming and inclusive for all.
 - Treat all participants, meeting facilitators, and other staff with kindness and respect.
 - Value a diversity of views and opinions. Comment on ideas, rather than individuals.
 - Refrain from demeaning, discriminatory, or harassing behavior and speech directed toward others.
 - Respect the process for meeting participation, including use of the chat space, and allowing others time to speak.
- This meeting is being recorded.
- Stay muted until it is time for the breakout sessions.
- Keep comments and discussion related to the topic.

Agenda

- | | | | |
|-----------|------------------------------|-----------|--------------------|
| 01 | Welcome | 07 | Reconvene |
| 02 | Reimagining DART | 08 | Q&A |
| 03 | Customer & Stakeholder Input | 09 | Next Steps & Close |
| 04 | Achieving Success | | |
| 05 | The Draft Network | | |
| 06 | Breakout Sessions | | |

Meeting Objectives & Today's Discussion



- Provide an overview of DART Reimagined.
- Share what we have learned from outreach and engagement so far.
- Show the draft redesigned networks for each county.
- Ask for your input and feedback about the draft network designs.
- Answer questions about specific routes.
- Share next steps for the DART Reimagined project.

Meet the Presenters

John Sisson

Chief Executive Officer
Delaware Transit Corporation

Cathy Smith

Planning Manager
Delaware Transit Corporation

Julie Theyerl

Chief Customer Experience Officer
Delaware Transit Corporation

Jorge Luna

HDR

Shyam Kannan

HDR

Albert Loyola

Deputy Chief Customer
Experience Officer
Delaware Transit Corporation

Maggie Adams

HDR

Koya Hammonds-Lee

Fixed Route Scheduler
Delaware Transit Corporation

William Williamson

Planner
Delaware Transit Corporation

David Dooley

Senior Planner
Delaware Transit Corporation

02

Reimagining DART





Let's get to know you!

Answer the poll questions:

- 1) How do you use DART transit services?
- 2) How would you rate the current system?
- 3) How could DART best improve the rider experience?

Why Reimagine DART?



Today's service model is outdated

- Provides broad service coverage across the state - even where ridership demand is low
- Oriented to commuters, especially to/from Wilmington
- Minimal frequent routes or weekend service



Mobility needs are changing

- Fewer 9 to 5 commuters and downtown-oriented trips
- More continuous demand across the day and week
- Increasing proportion of "transit-dependent" customers



Improving service quality is key

- DART's finite resources are stretched too thin to provide quality service where it is needed most
- To improve quality, DART needs to identify opportunities to optimize its service model

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



Reimagining a transit system begins with fully understanding it.

Delaware's travel market is changing and growing.

We've evaluated the existing system through a State of the System Report, which looked at:



The current system through a comprehensive service and system performance review.



Assessing the needs of current and future riders.

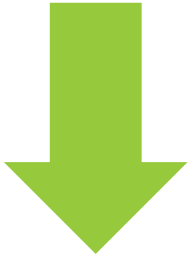


Developing market, service, and gap analyses to provides insights into current travel patterns.

View the **State of the System**
Report or summary at
www.dartreimagined.com

Study Phases

Technical analysis & State of the System Report



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

- Public engagement & feedback (Including digital Customer Survey)

- Robust stakeholder engagement approach

- Iterative service planning workshops

03

Customer & Stakeholder Input



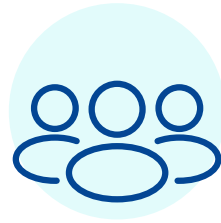
Outreach and Engagement to Date



19

**EAC
Members**

4 meetings in 2023



79

**TAC
Members**

3 meetings in 2023



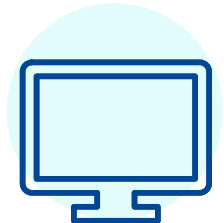
27

**Outreach
Events**



2,425

**Customer Survey
Responses Received**

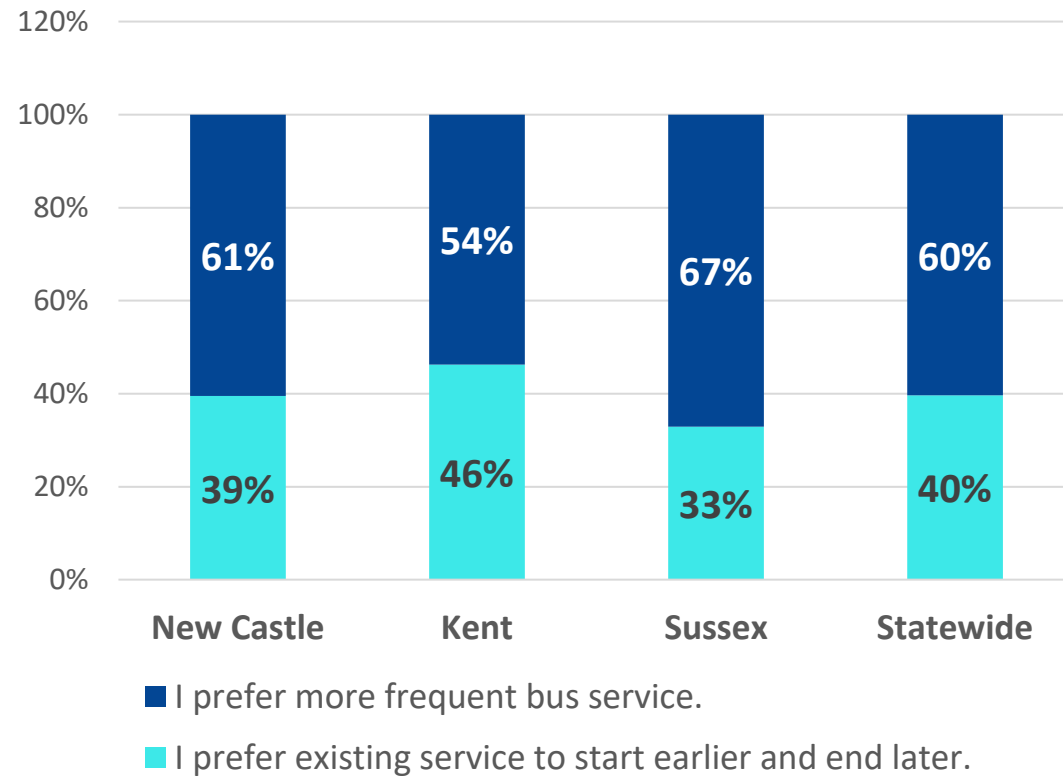


4,905+

**Website
Views**

Customer Survey Findings

Frequency vs. Span



- Customers prefer more frequent service to earlier/later service times
- This is most preferred in Sussex County and least preferred in Kent County

What we heard from you

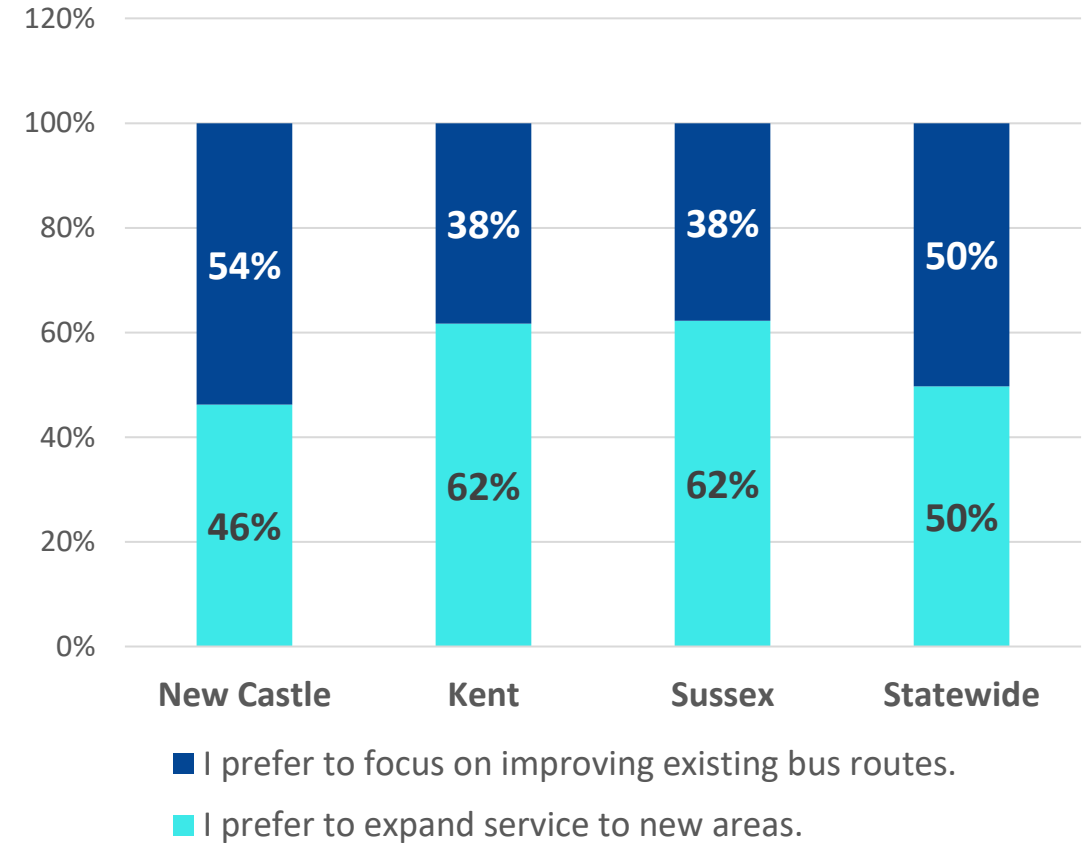


- Riders want more weekend and evening service – shift workers need these, too
- Equity is an important value to consider in any service change
- Rural residents still need transit even though there might not be the numbers to justify fixed route bus service
- More education is needed on microtransit is & how it's already used
- An advantage of microtransit is its flexibility
- Some bus stops (especially in rural areas) need infrastructure improvements to become safer

Customer Survey Findings

- Those who primarily use public transit were generally satisfied with modes currently available
- Among less or non-transit users, new services such as microtransit were preferred
- Conversely, those who drive themselves, walk, or ride motorcycles were most likely to be open to new modes of service
- In New Castle County, customers prefer to focus on improving existing service, and in Kent and Sussex Counties, customers prefer expanded service

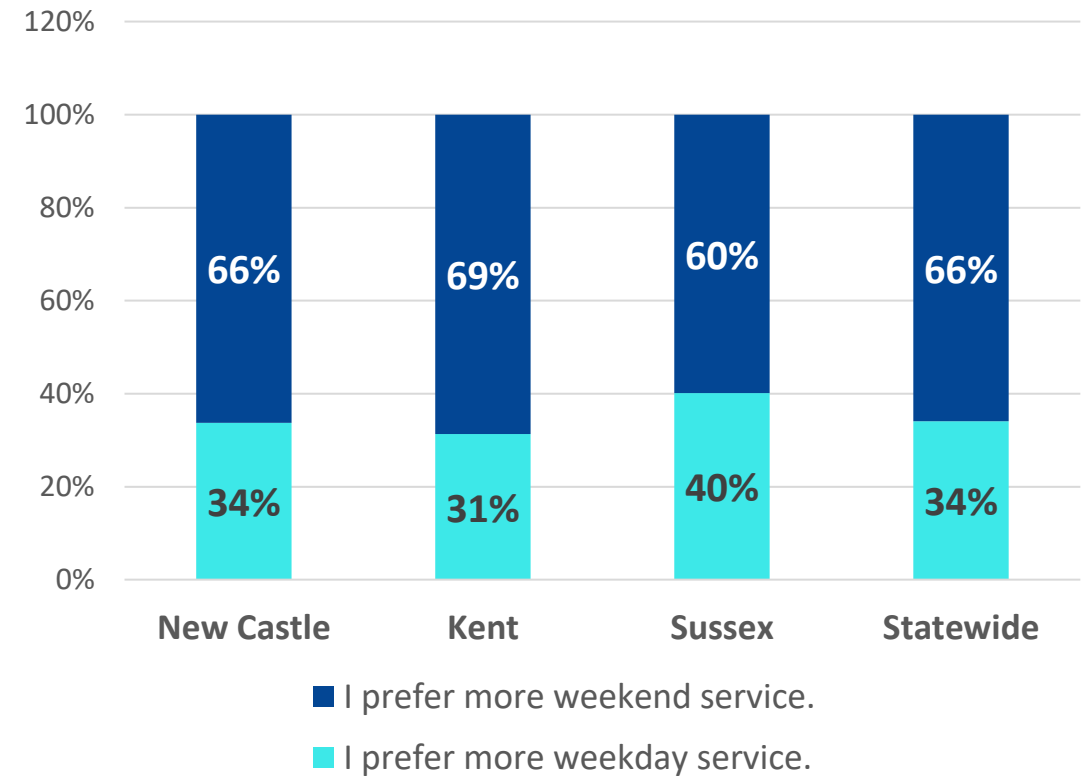
Coverage vs. Quality



Customer Survey Findings

- Across all Counties, customers prefer more weekend service instead of more weekday service

Weekday vs. Weekend



Summer Outreach Activities

June

- Delaware Healthcare Facilities Association
- WILMAPCO Public Advisory Committee (PAC)
- Wilmington Initiatives Public Workshop
- Access of Wilmington Disabled
- Dover Comic Con
- DE Commute Solutions Information Series Webinar
- NCC Ice Cream Festival
- Italian Festival
- African American Festival
- Dover Kent MPO Equity Roundtable and TAC
- Hispanic Commission Bi-Monthly Meeting

July

- Milford Conversations & Advocacy for the Homeless
- WILMAPCO Council and Technical Advisory Committee (TAC)
- Delaware State Fair

August

- DART Public Hearing Workshops - Oct. Srvc Change
- Middletown Old-Tyme Peach Festival
- Capitol Green & Capitol Park Community Meetings
- Delaware Restaurant Association

September

- Festival Hispano Georgetown 2023
- DE State Chamber of Commerce
- **5 DART Reimagined Community Workshops**



A list of all DART Reimagined summer outreach activities are posted on the project website and continuously updated.

September Community Workshops

The project team hosted 4 in-person workshops to gather public input on the recommended statewide system improvements.



04

Achieving Success



Recommended Strategies

Establish a Core Network

Focus on more reliability with higher frequency

Promote a System that is Easy to Use

Including transfers, travel time, easy to navigate

Improve Service Quality

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

Prioritize Safe Access

Safety onboard and off with a focus on infrastructure improvements

Enhance the User Experience

Onboard experience, reliable WiFi, signage, consistency

DART Reimagined Family of Services

Service Type	Purpose	Primary Roadway Type Served	Average Population and Job Density
Core	Provide frequent, all-day service along high ridership corridors.	Major Arterials	> 8 / acre
Local	Connect neighborhoods, activity centers, employment areas, and transit hubs.	Major Arterials Collectors	7 to 8 / acre
Microtransit	Provide community circulation and connections to employment, retail, services, and transit hubs.	Major Arterials Collectors Local Streets	1 to 8 / acre
Rural	Provide connections within and between rural communities.	Varies	< 2 / acre
Intercounty	Provide long-distance, closed-door commuter services with stops at park-and-ride lots, transfer hubs, and employment centers.	Major Arterials Freeways	n/a

Higher
Density



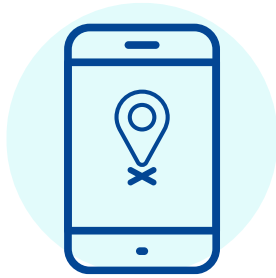
Lower
Density

Recommendations for Service Guidelines

Service Type		<u>Typical</u> Days per Week	<u>Typical</u> Span	<u>Typical</u> Daytime Frequency (Mins.)
Core		7 days	Wkdy: 5 AM – 11 PM Sat: 6 AM – 10 PM Sun: 6 AM – 8 PM*	Wkdy: 20 Mins. Sat: 30 Mins. Sun: 60 Mins.
Local	<i>Primary</i>	6 days	Wkdy: 5 AM – 11 PM Sat: 6 AM – 10 PM	Wkdy: 30 Mins. Sat: 60 Mins.
	<i>Secondary</i>	6 days	Wkdy: 5 AM – 10 PM Sat: 7 AM – 9 PM	Wkdy: 60 Mins. Sat: 60 Mins.
Microtransit		5 days	Wkdy: 6 AM – 8 PM	Varies
Rural		5 days	Wkdy: 6 AM – 10 PM	90 Mins.
Intercounty		5 days	Wkdy: 5 AM – 10 PM	Varies

DART Reimagined Includes Innovation

DART Connect: Microtransit = Mobility on Demand



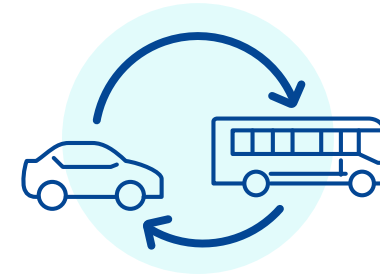
Book a ride using the DART Connect app or by calling the reservation line. Wait time from reservation to pick-up usually averages 15 to 20 minutes.



Your **trip can begin or end anywhere within the DART Connect Zone** (e.g. home, work, doctor).



In some cases, you may be asked to **walk to a virtual bus stop** at a nearby intersection to catch a ride.



If continuing your journey outside of the zone, the service will connect you to one of several **transfer points** located at popular destinations.



Shared trips will be provided using small buses or vans shared with other passengers.

05

The Draft Network



Statewide Overview by County



New Castle County

Existing vs. Draft

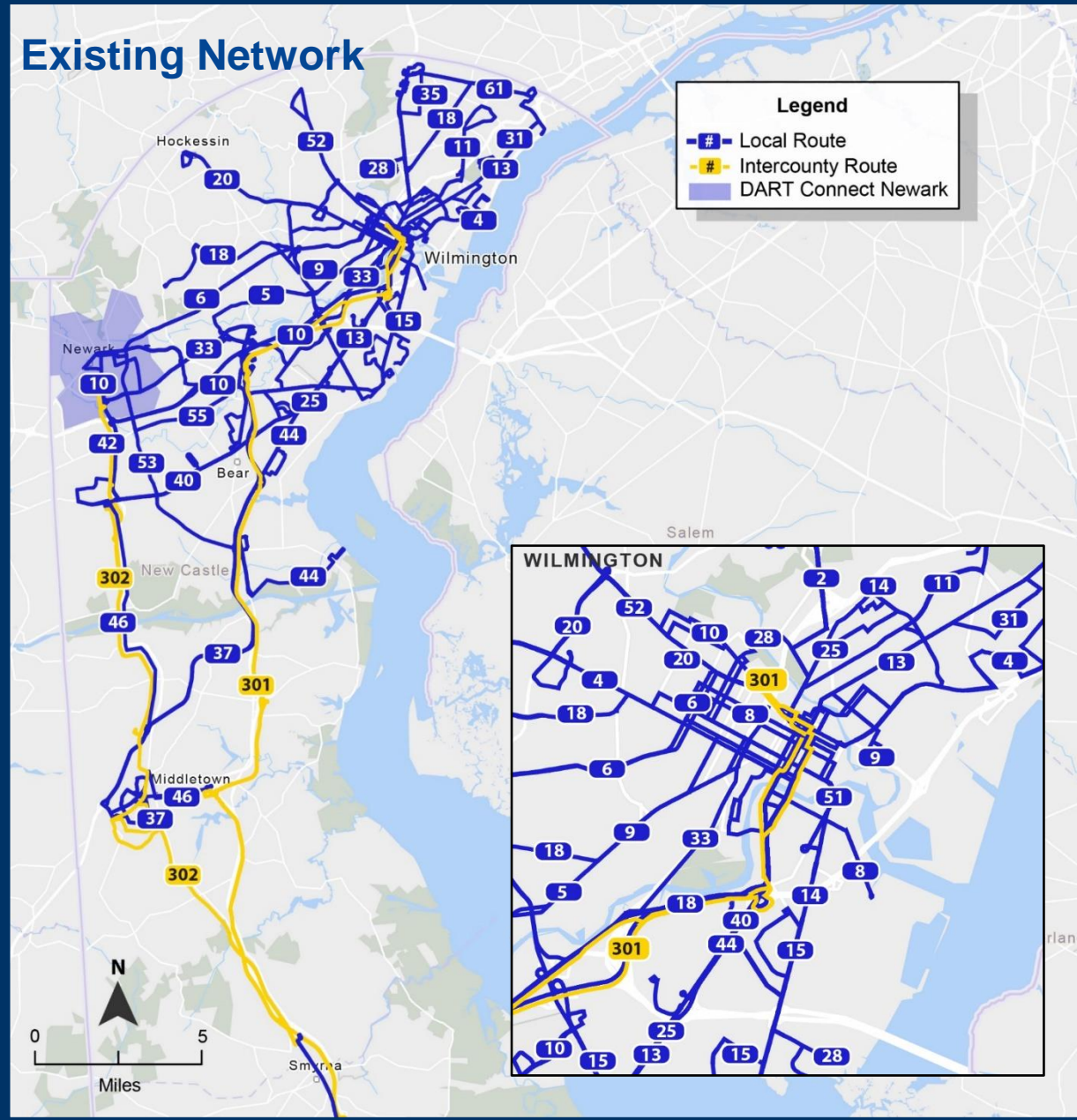
Kent County

Existing vs. Draft

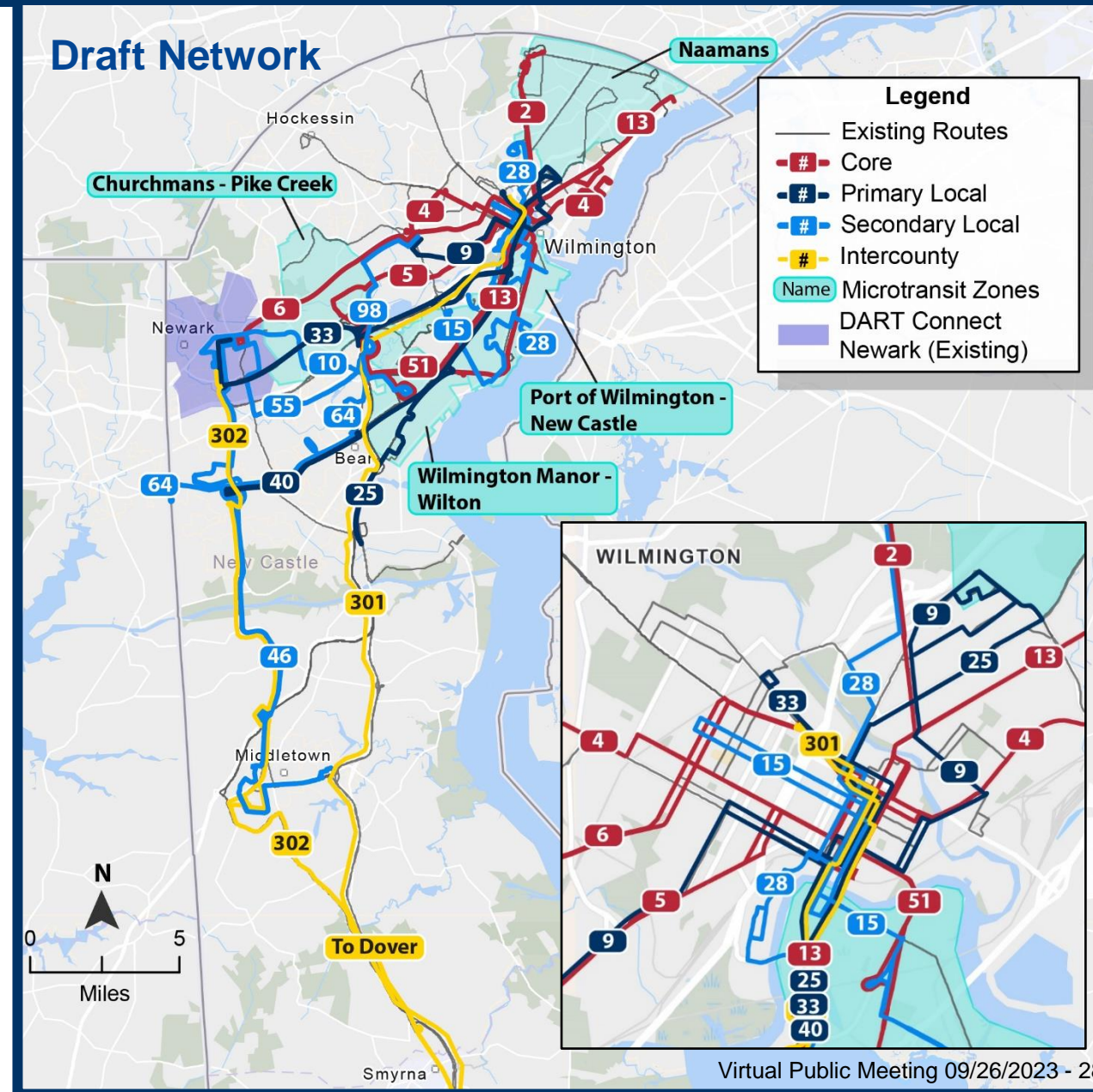
Sussex County

Existing vs. Draft

Existing Network



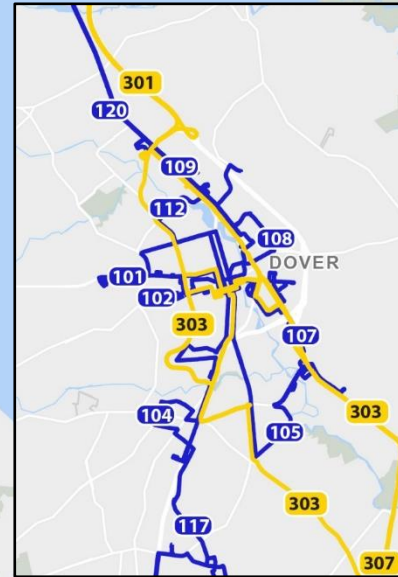
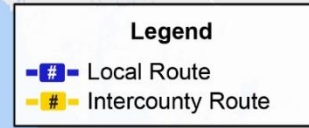
Draft Network



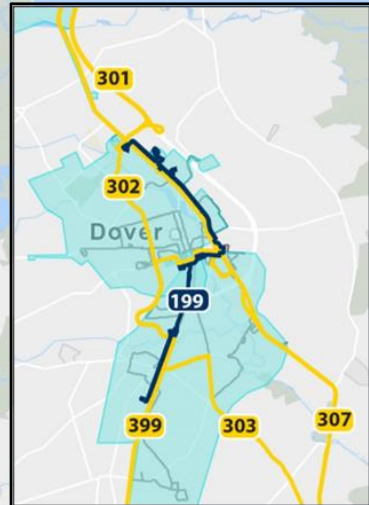
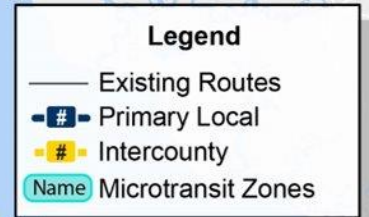
Kent County



Existing Network



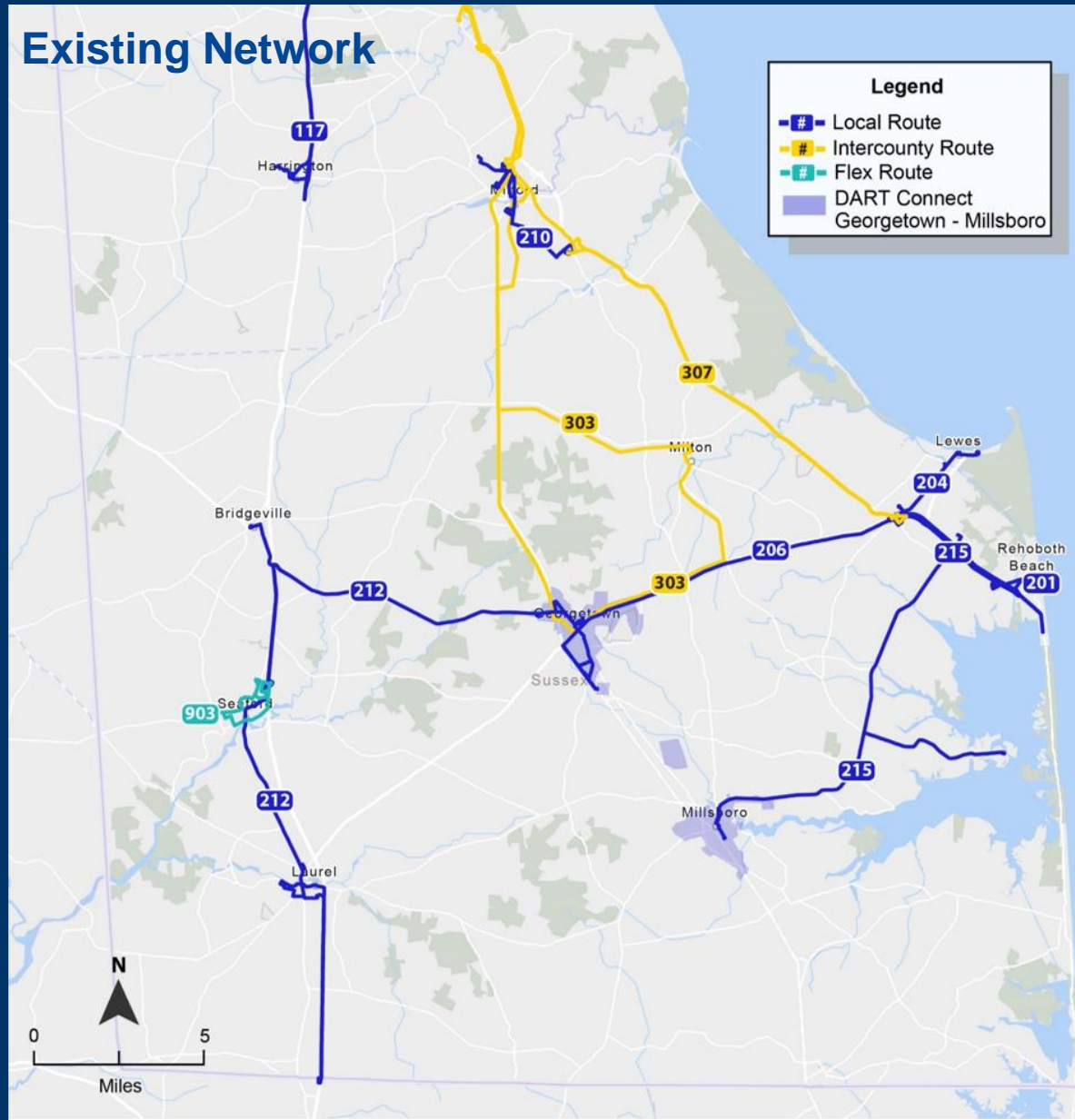
Draft Network



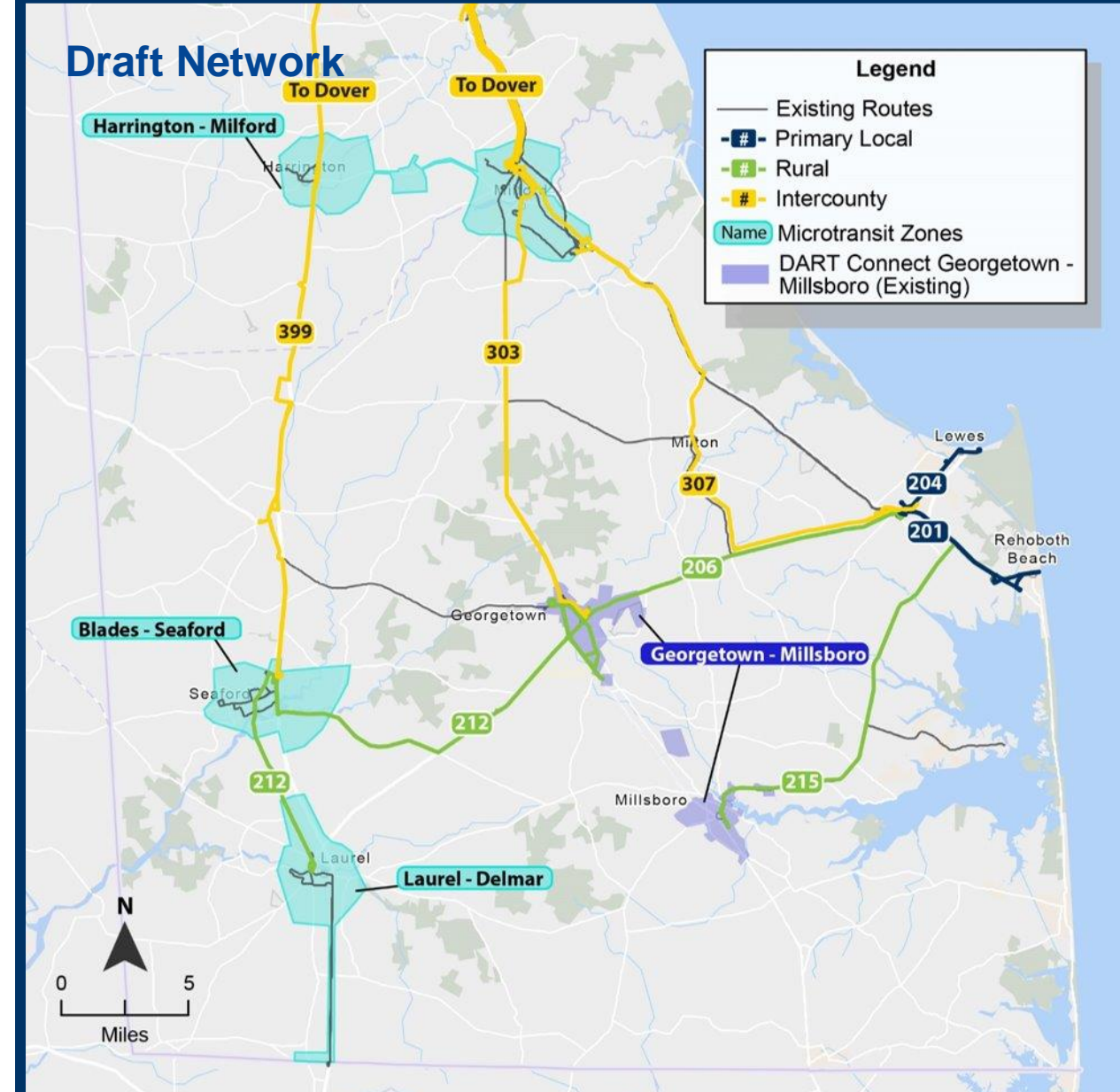
Sussex County



Existing Network



Draft Network



06

Breakout Sessions





**Choose which County
you want to discuss.**

Select which breakout session you want to join by making a selection in the poll.

Breakout Sessions

1. Which breakout session do you want to attend? (Single Choice) *

- ☐ New Castle County (including Wilmington)
- ☐ Kent County + Sussex County
- ☐ Discusión en español de los tres condados.

07

Reconvene



08

Question & Answer



Public Comment

Please use the raise your hand feature if you would like to share a brief comment or ask a question.

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



09

Next Steps & Close





Next Steps

Review stakeholder & public feedback of draft recommendations

Finalize & develop draft and final reports

Phased implementation for DART Reimagined new network design

- Based on resources (drivers, funding, etc.)
- Will go through DART's service change public hearing process for each conceptual network change (May 2024 through next 5 years)

DART Reimagined Project Schedule

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/TACs
- Public

Stay Connected

- ➡ Visit www.dartreimagined.com to view the Draft Network maps in closer detail.
- ➡ Email info@dartreimagined.com with specific route questions.
- ➡ Submit any additional comments at www.dartreimagined.com/contact-us .

Thank You

