

Winter Workshop
February 16, 2021

DART Connect:

On-Demand Microtransit
in rural Sussex County

Veronica Vanterpool, *Chief Innovation Officer*
Delaware Transit Corporation

Office of Innovation: *Mission*

Encourage and support processes, systems and a workforce culture that enables Delaware Transit Corporation (DTC) to meet the evolving mobility needs of Delaware's residents, employees and visitors

- ❖ **Mobility as a Right**
- ❖ **Pilot new tech/software/applications**
- ❖ **Improve communication**
- ❖ **Review processes**
- ❖ **Support ideas across divisions**
- ❖ **Elevate DTC/DeIDOT progress**
- ❖ **Improve perception of transit**

Why Georgetown & Millsboro for a Microtransit Pilot?



Key partner, Via,
provides SaaS (Software
as a Service)

Build on/reorient
existing flex route
service, link
paratransit, public
carrier vehicles



Would connect to employers, destinations,
services not well served by flex route



Meets FTA “Rural” criteria: areas which are
eligible for 50% funding under current grant



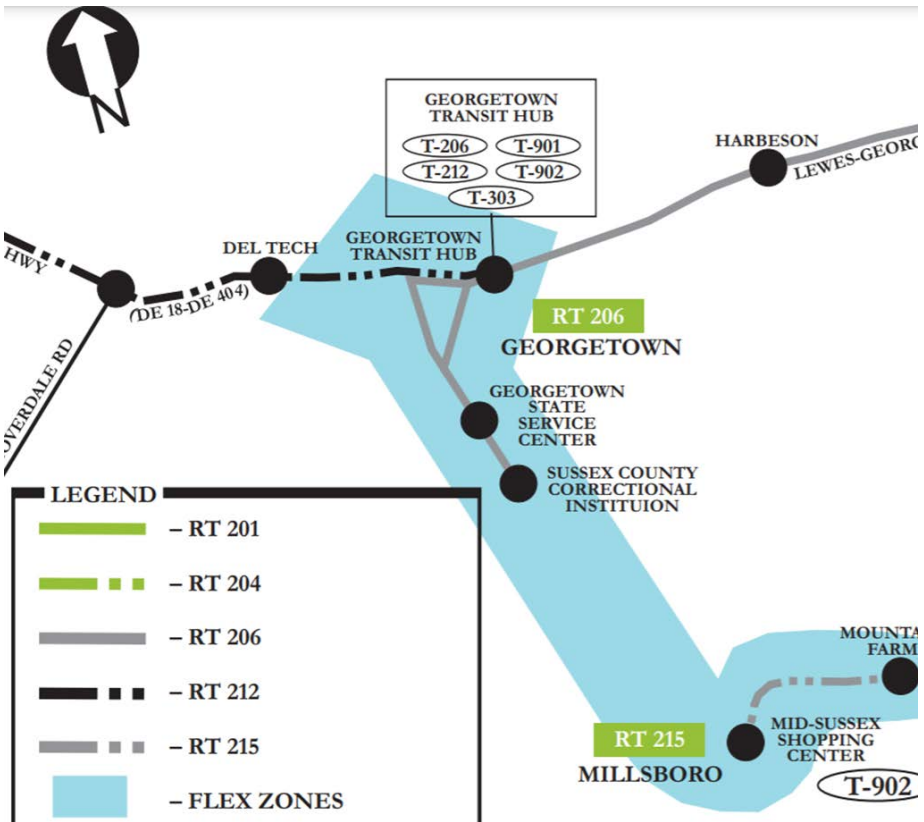
Serves a designated Opportunity Zone (key
grant criteria) in Georgetown



Would improve mobility options for seniors,
low-income individuals, veterans, people
w/disabilities & households lacking access to
a vehicle

Existing DART Bus Service

Georgetown and Millsboro





Flexible, Accessible, Convenient Transit
Call 1-800-652-3278, Option 3

FLEX

BART
STOP ID:
212 206 303
901 902

What is DART Connect?

DART Connect = *Microtransit*

- ✓ Smaller vehicles
- ✓ On-demand [request a ride on the spot; no more schedules]
- ✓ Shared rides w/paired riders
- ✓ Flexible routes
- ✓ Affordable, convenient connections
- ✓ Dozens of new destinations
- ✓ Customized app



How microtransit works: smart rides with virtual stops



**Pairs riders who've
booked a ride
along the same path**



**Matches riders with
the best vehicle for
that shared journey**



**Directs riders and
drivers dynamically to
the best virtual stop**



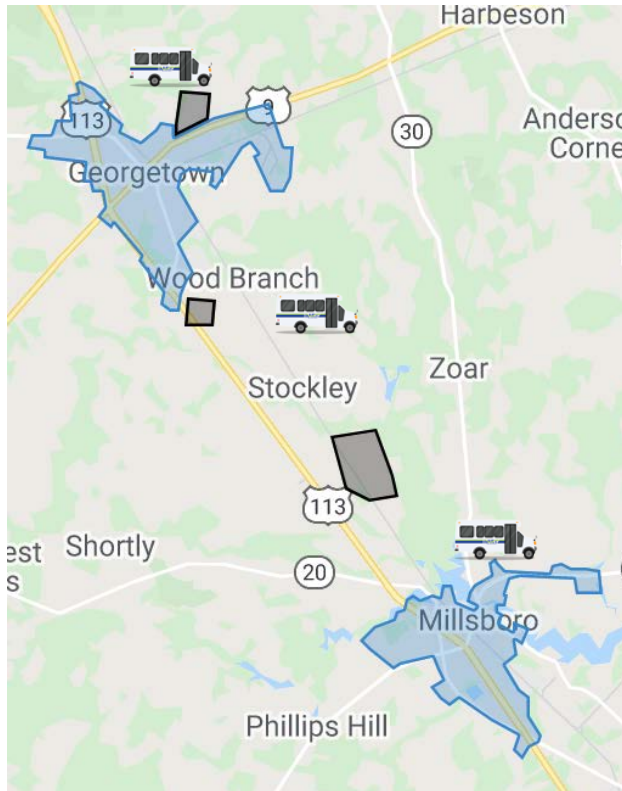
Service Territory

Name Survey

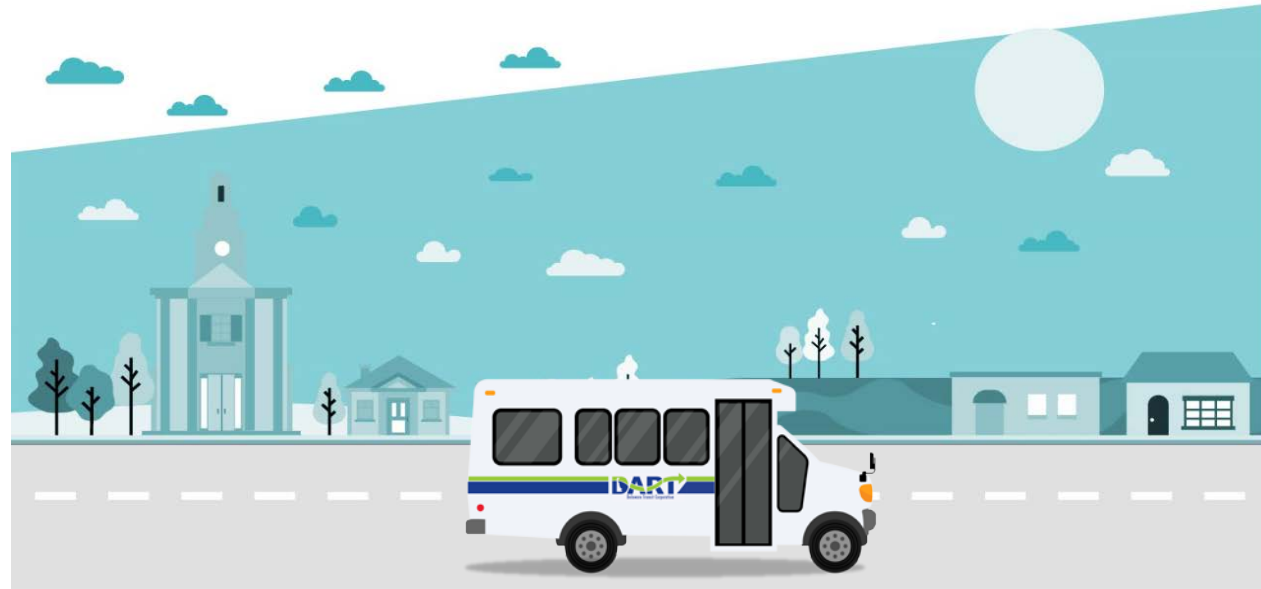
And the winning name is ...

DART Connect

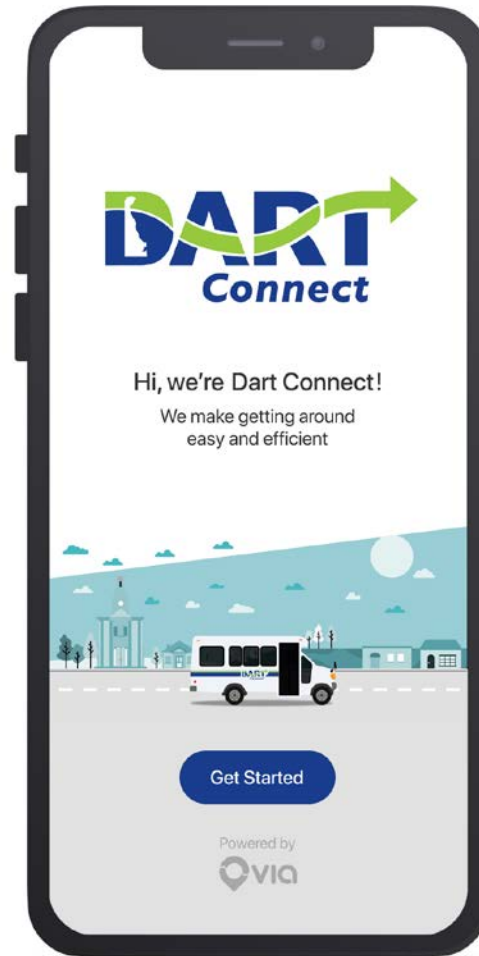
Winners: Paul Merrigan, Brandon Zook, Samantha Zimmaro

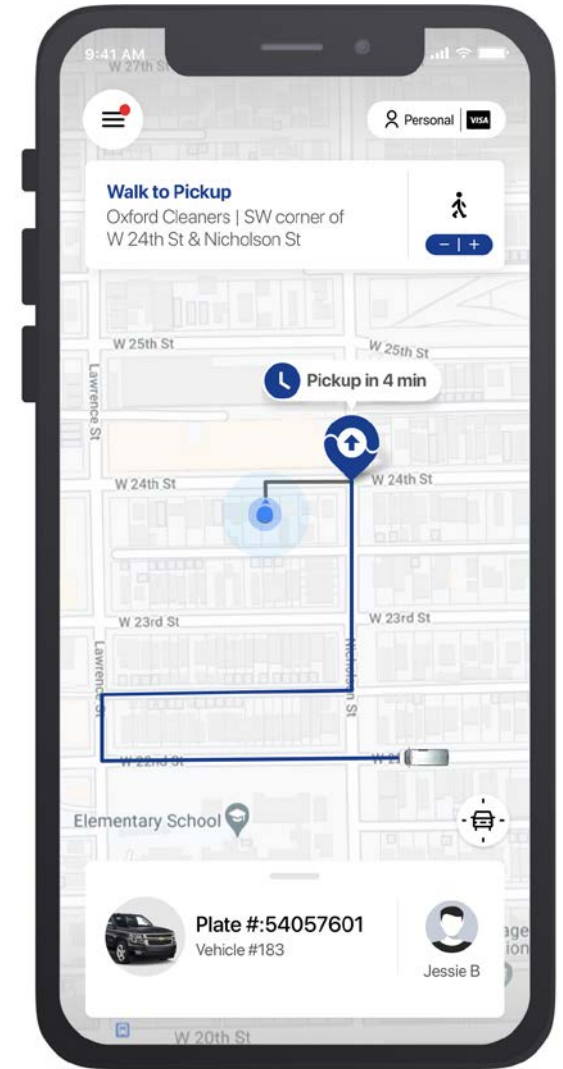
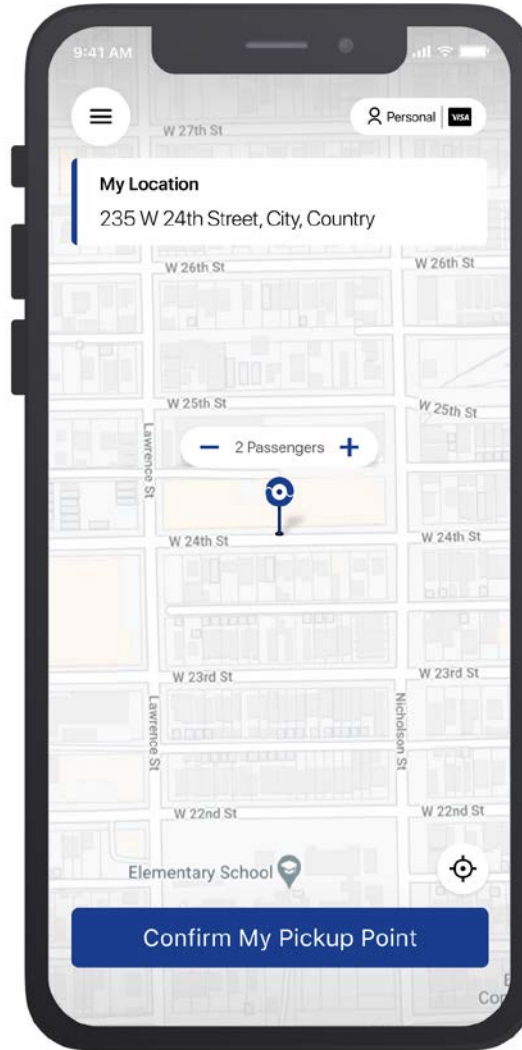
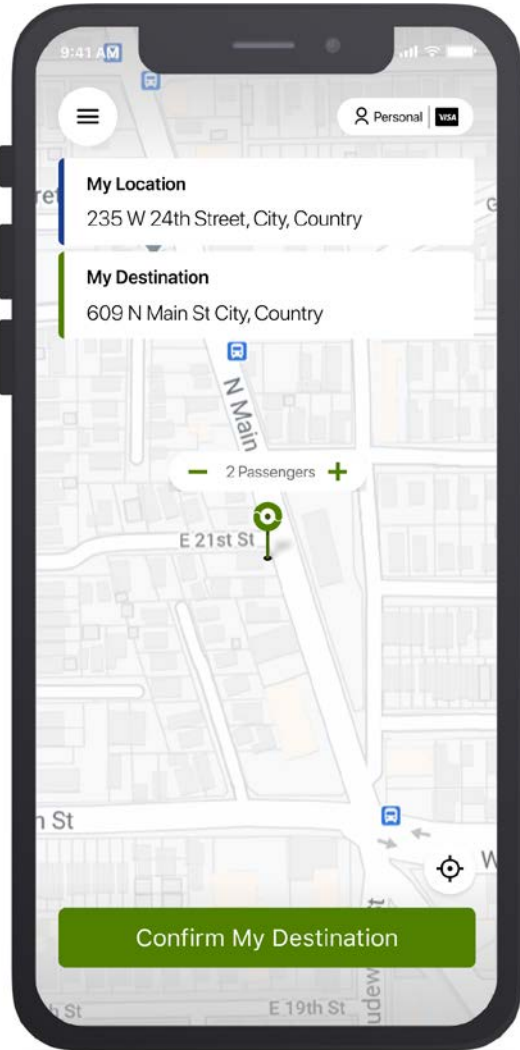


Customized App

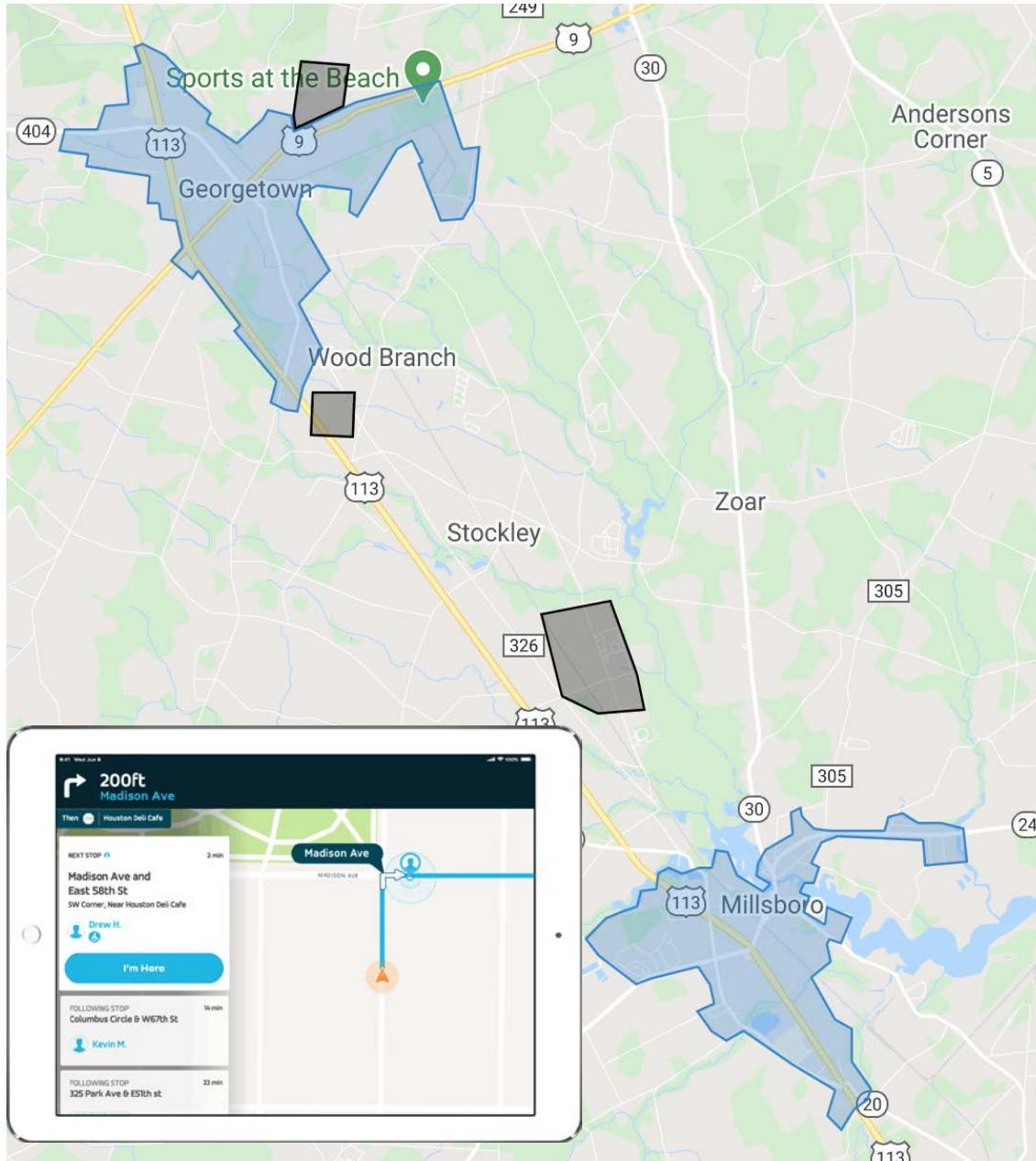


How does DART Connect work?





Microtransit Experience



- Dynamically routed
- Rides anywhere within the approved zones in **both Georgetown and Millsboro with a connection between**
- **Book on-demand rides** anywhere within the approved microtransit zones







VIA

VISUALIZER - Aug 05, 2019 07:53:27

Daniel S

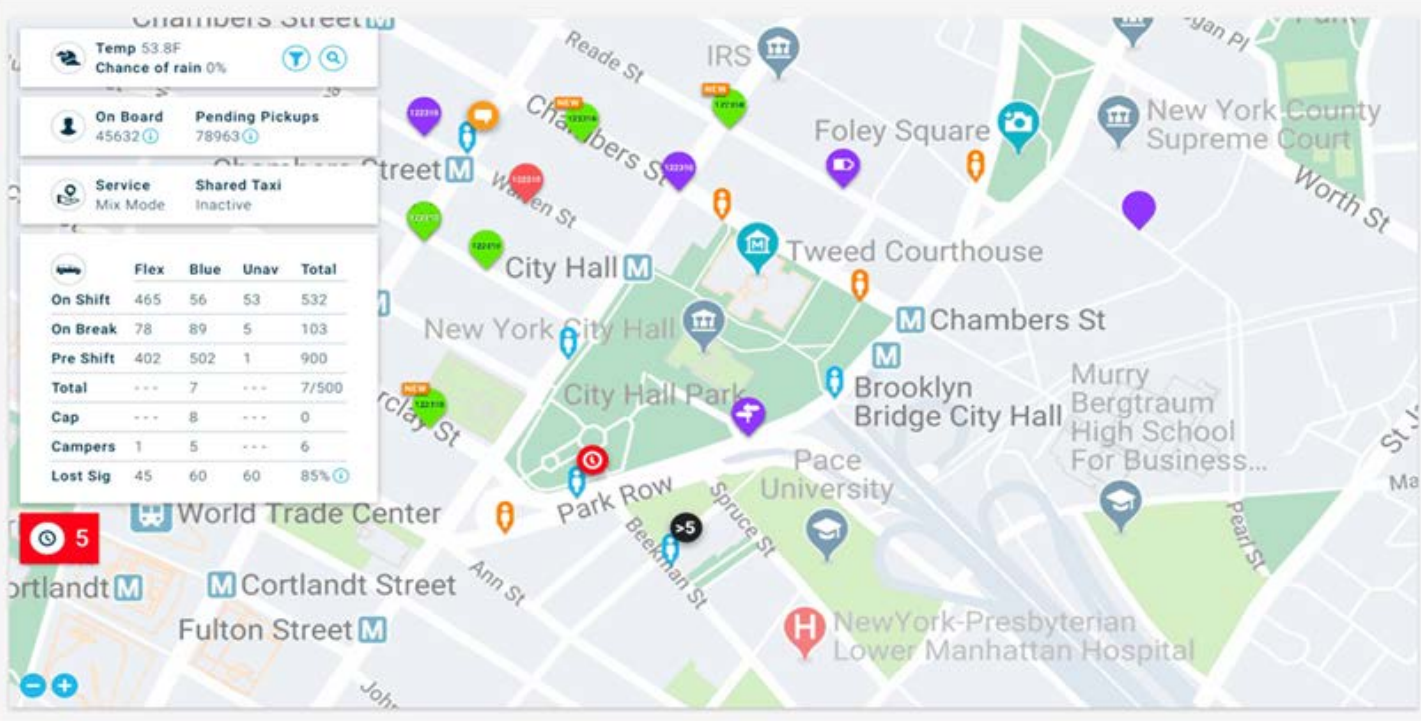
- VISUALIZER
- CONFIGURE
- RIDE
- RIDER
- DRIVER
- BOOK RIDE
- PLANNING
- CREATE

Temp 53.8F
Chance of rain 0%

On Board 45632
Pending Pickups 78963

Service Mix Mode
Shared Taxi Inactive

	Flex	Blue	Unav	Total
On Shift	465	56	53	532
On Break	78	89	5	103
Pre Shift	402	502	1	900
Total	---	7	---	7/500
Cap	---	8	---	0
Campers	1	5	---	6
Lost Sig	45	60	60	85%





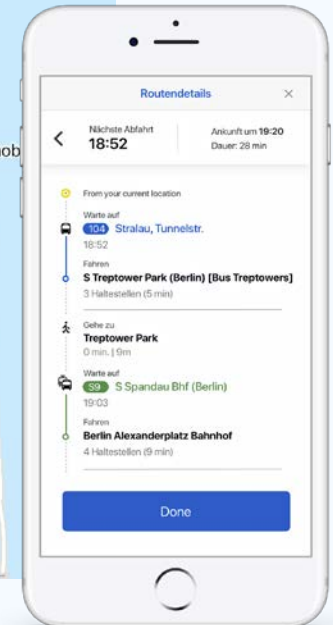
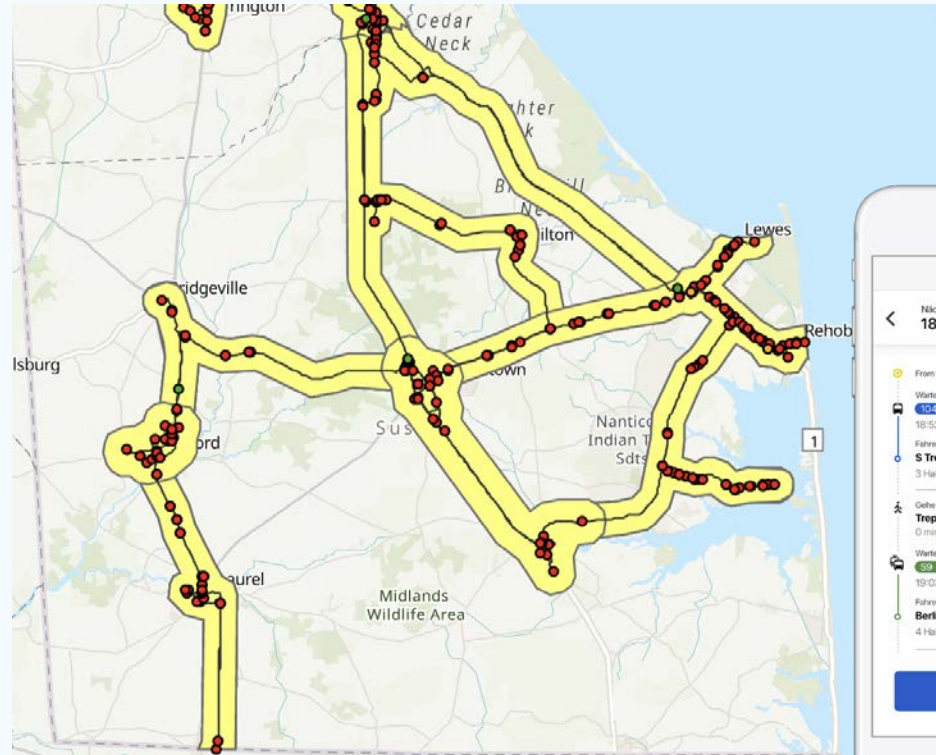
Future Phases

Phase 2: Multi-Modal Trip Planning Rider Experience

2

Riders see fixed route line information in addition to microtransit proposals.

1. **Origin** can be anywhere in Sussex County
1. **Destination** can be anywhere in Sussex County
1. **Fixed-route schedule will be shown** with real-time vehicle location
1. **Pay for your ticket** and board

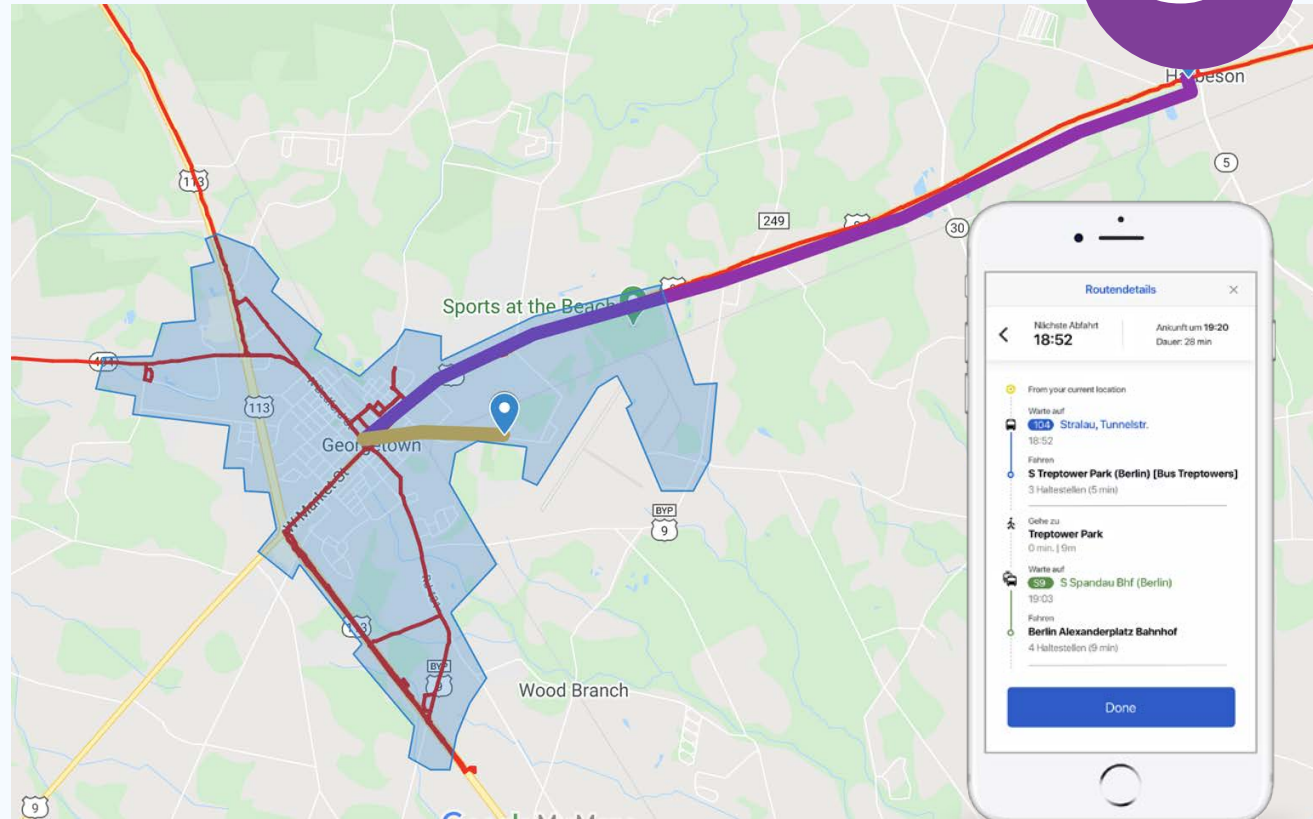


Phase 3: Inter-Modal and State Wide Trip Planning Rider Experience

3

Expand trip planning zone state-wide, and provide inter-modal trips.

1. **Origin** set to suburban street in Georgetown
1. **Destination** set to Harbeson (or Wilmington, for example)
1. **Next fixed-route vehicle** departs from Georgetown transit hub at 1:55pm
1. **Microtransit vehicle** arrives at 1:30pm, picks up passenger
1. **Passenger arrives** at transit hub at 1:50pm and boards fixed route
 - a. (Payment TBD)
1. **Final Destination** reached at 2:25pm
 - a. Rider provides feedback on ride



FLEX REPLACEMENT



4

Wheelchair-accessible minibuses

200

Downloads per week prior to COVID-19

4.9

out of 5 average rider rating

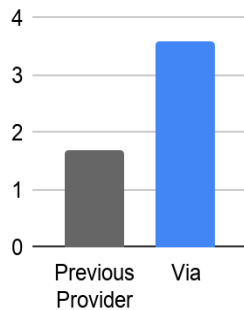
2/3

passengers shared their rides prior to COVID-19

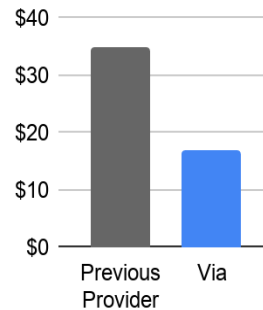
Via has deep experience in modernizing flex systems

- **Partnership with Capital Metro in Austin, TX began in 2017** with pilot to improve under-utilized deviated fixed route
- **Decreased cost per trip by 50% compared to legacy service**
- Launched program five suburban, rural, and lower-income urban zones; added sixth zone in December 2019

Avg Productivity



Cost per Passenger



“

[Pickup] provides reliable and accessible service in zones... that otherwise have limited access.”

— Chad Ballantine, CapMetro VP of Demand Response and Innovative Mobility



FAQs

❖ When is it launching?

❖ April

❖ How much will it cost?

❖ \$2

❖ Hours of operation?

❖ 5:45am – 8pm [Mon – Fri]

❖ Is wheelchair service available?

❖ Yes

Thank You!

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