Winter Workshop
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DART Connect:
On-Demand Microtransit
in rural Sussex County

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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
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
And the winning name is ... DART Connect

*Winners:* Paul Merrigan, Brandon Zook, Samantha Zimmaro

Customized App
How does DART Connect work?
Hi, we’re Dart Connect!
We make getting around easy and efficient

Get Started
Powered by Via
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
Future Phases
Phase 2: Multi-Modal Trip Planning Rider Experience

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

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
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

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**CASE STUDY**

"[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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