

Stakeholder Advisory Committee
August 17, 2022



REIMAGINED

Today's Agenda

- Introductions
- Why Reimagine DDOT?
- Listening to Detroiters
- State of the System
- Reimagine Brainstorming



Why Reimagine DDOT?

1. **General decline in ridership across the country**
2. **Recent changes in travel patterns – the “new normal”**
3. **Changes in City population and development**
4. **DDOT for the “Bright New Future”**

9 KEYS



2 Plans will be Proposed:

- Today – best use of current resources
- 'Blue Sky' – what if we have more resources?

1

Listen to the community and hear what's working, what isn't and what's needed. **Complete Aug 2022**

2

Conduct a data-driven analysis of current service **and identify areas for improvement** and corrective action. **Initial analysis complete; Ongoing**

3

Bring together riders, advocates, stakeholders, bus operators, and others to collect feedback, share ideas, and build ownership. **Complete Aug 2022**

4

Use the **complete mobility toolbox** to develop a reimagined transit network and identify creative mobility solutions. **Sep-Oct 2022**

5

Continue efforts to **attract and retain bus operators** to improve service levels and reliability and prepare for the new network. **Underway now!!!**

6

Identify long-term capital improvements to **elevate the customer experience**, enhance operations, and ensure safety. **Running in parallel**

7

Work closely with SMART to better integrate the two systems and enhance regional mobility. **Aug-Sep 2022**

8

Explore new fare technology and policies, bike/scooter-share options, and other innovations to **carry DDOT into the future**. **Underway now**

9

Begin **implementation in 2023** as operating resources become available.

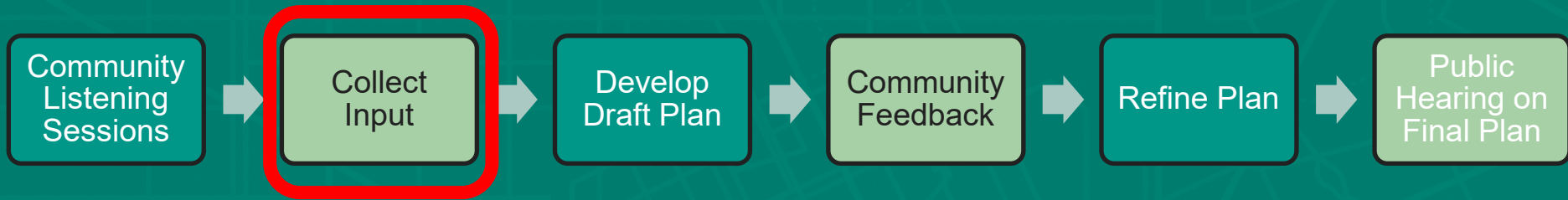


Engaging Detroit

Provide opportunities for interested riders, residents and visitors, stakeholders, operators, and communities to share their ideas and comments on improving public transit in Detroit.



Listening To Detroiters



- Current Riders
- Communities and Neighborhoods
- Interested groups and individuals
- Mobility advocates, community organizers, and thought leaders

- DDOT Transit operating staff
- DDOT Administration, Planning, and Scheduling teams
- City staff and elected officials
- SMART and RTA



What Detroiters Think About Transit



Public survey: Nearly **800** responses so far



Nearly **250** responses to online version



88% of online respondents are current or former riders



54% of online respondents have a neutral or better opinion of DDOT

Hosted **10** public meetings and **15** pop-up events across the city

DDOT Reimagined Public Survey | Encuesta pública sobre el D...

Thank you for taking the time to complete our survey. We want to know what you think of DDOT and how it can be improved. Your responses will help to shape the DDOT Reimagined plan and the future of transit in Detroit.

Gracias por tomarse el tiempo para completar nuestra encuesta. Queremos saber lo que piensa sobre el DDOT y cómo se puede mejorar. Sus respuestas ayudarán a moldurar el plan del DDOT Reimagined y el futuro del tránsito en Detroit.

شكراً لك للتصميم الوقت لإكمال استبياننا نريد أن نعرف كيف ينبغي إدارة النقل بصورة أفضل وكيف يمكن تحسين خدماتنا إن كانت على حد سواء DDOT Reimagined ومستقبل النقل في المستقبل.

Welcome, please choose your preferred language for the Survey. |
Bienvenido, sírvase escoger su idioma preferido para la encuesta. |
مرحباً، الرجاء اختيار اللغة المفضلة للاستبيان

English / Ingles

Spanish / Español

Arabic / العربية

Are you a current DDOT Rider?

Yes

No

Former Rider

If yes, how often do you ride?

3 to 7 days per week

Several days per week

What Detroiters Think About Transit

"It's hard to think through improvements when the service is so unreliable."

"Shout out to the ... drivers showing up for work and having exceptional customer service."

"Bring back reliable early morning service."

"DDOT has to think outside the box, to efficiently serve its ridership."

"DDOT needs to be laser focused on increasing the frequency of service."

"I think DDOT is doing a good job overall and I appreciate all you do for the city."

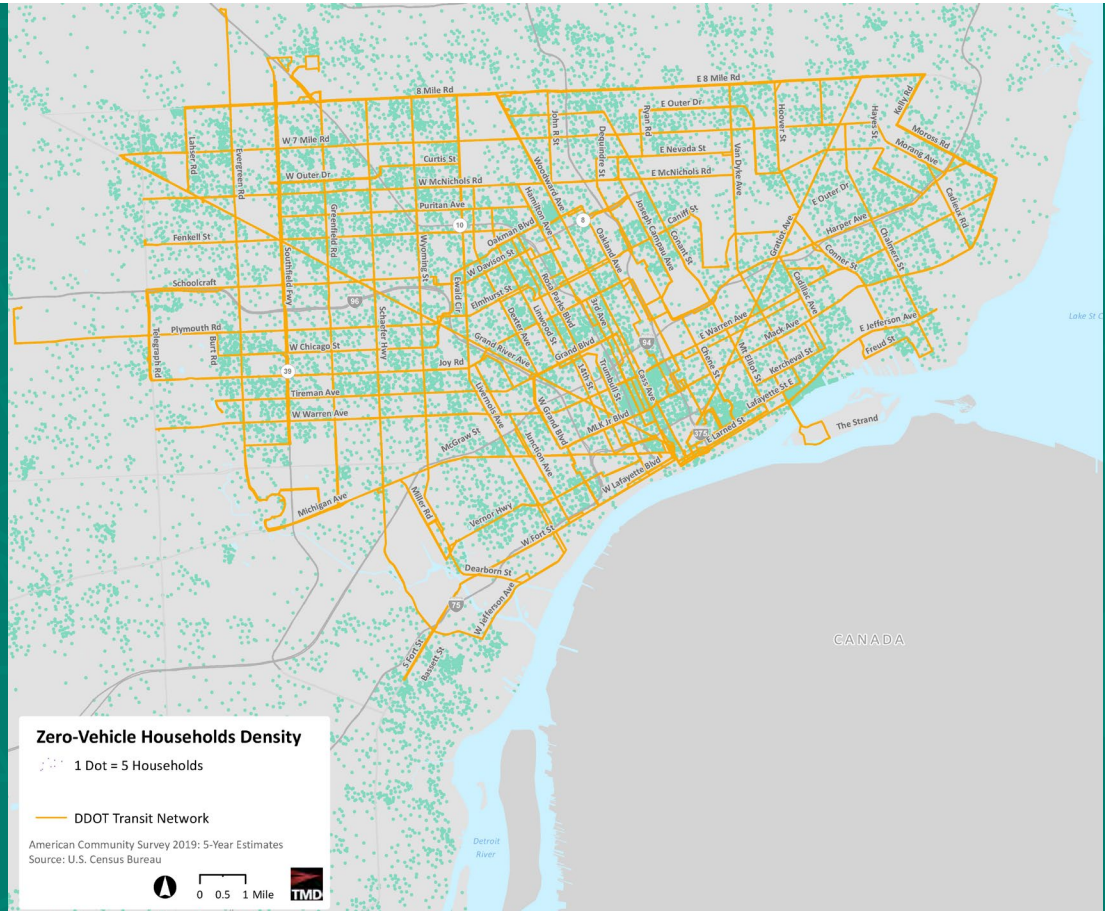


State of the System



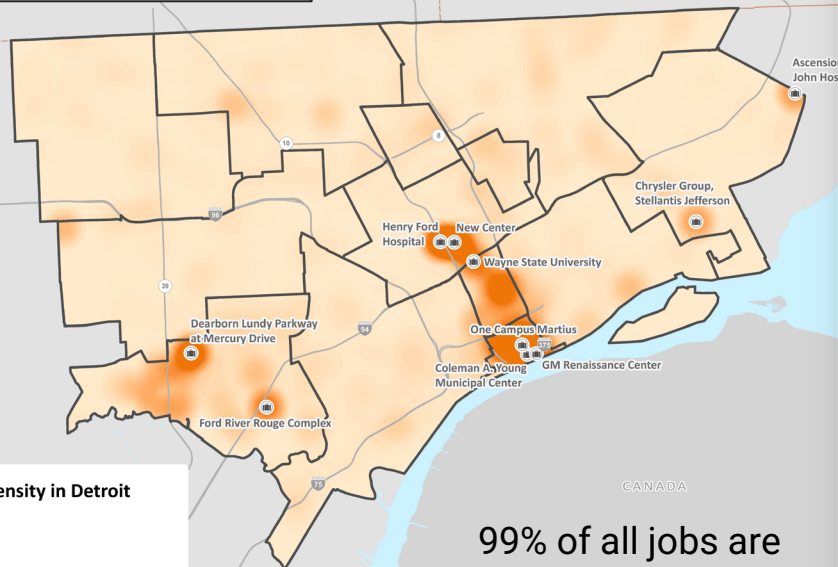
Market for Transit

- 23% of households in the study area do not have access to a private vehicle
- 99% of zero-vehicle households have half-mile access to transit
- 53% of zero-vehicle households had access to Frequent Transit before COVID



Market for Transit

Job Density (All Jobs)



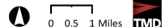
Total Job Density in Detroit

Job Density



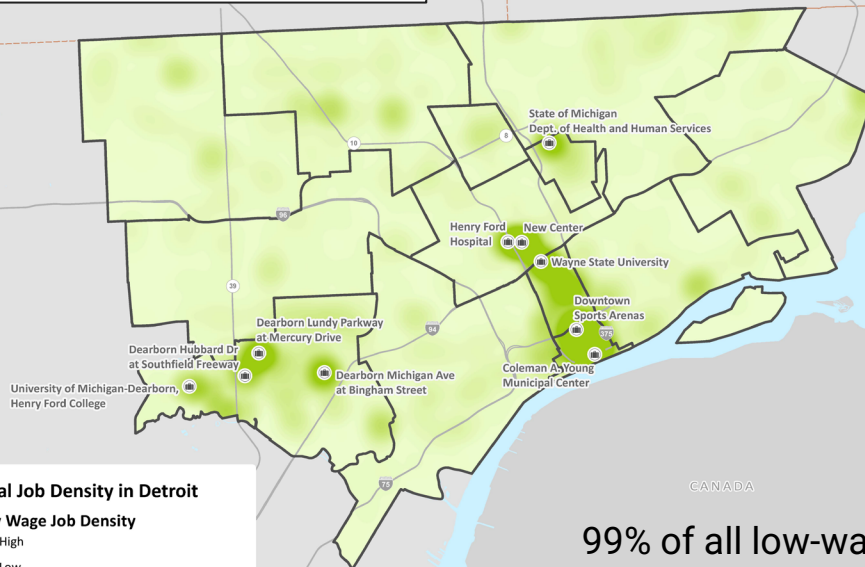
- Top Employment Centers
- Regional Study Areas in DDOT Service Area
- County Line

LEHD OnTheMap data from 2019.
Source: U.S. Census Bureau



99% of all jobs are within a half-mile of transit

Job Density (Low Wage)



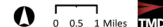
Total Job Density in Detroit

Low Wage Job Density



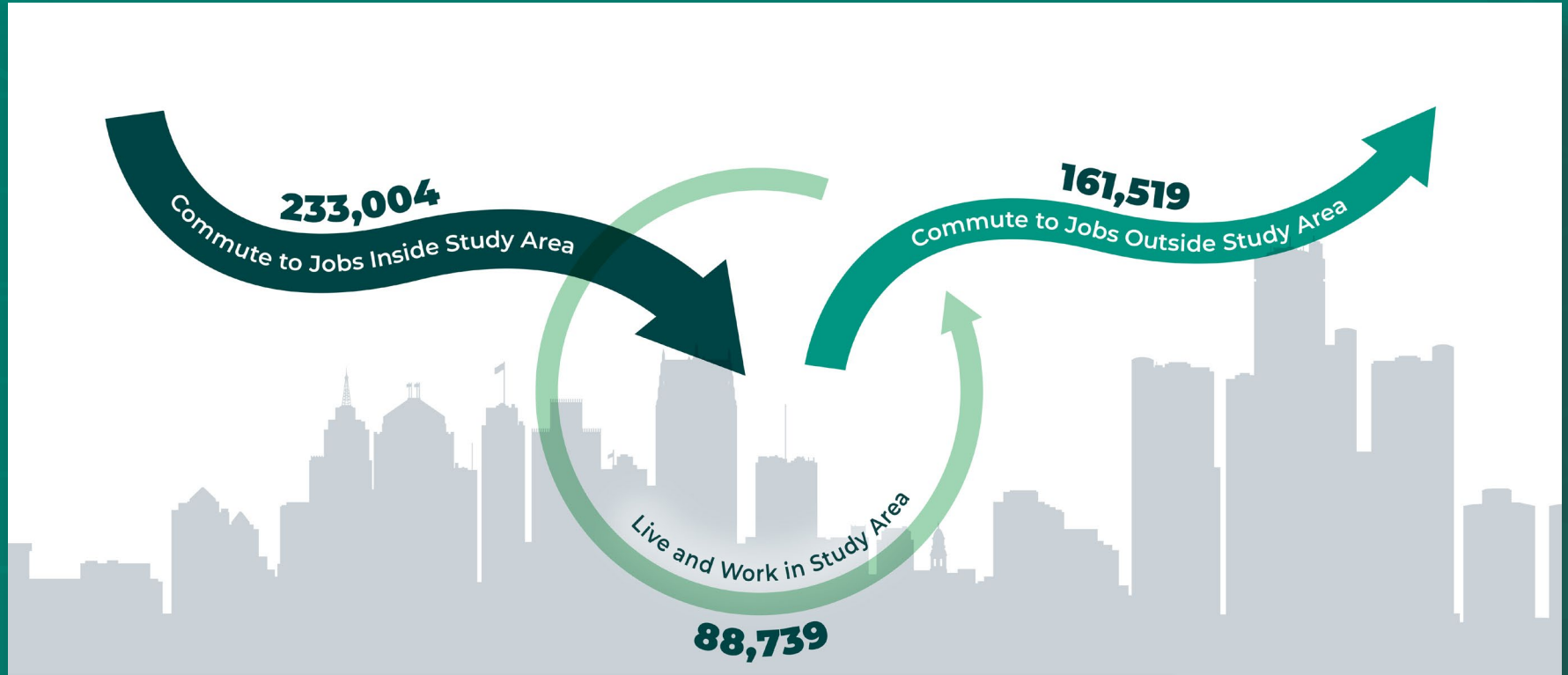
- Top Low Wage Employment Centers
- Regional Study Areas in DDOT Service Area
- County Line

LEHD OnTheMap data from 2019.
Source: U.S. Census Bureau



99% of all low-wage jobs are within a half-mile of transit

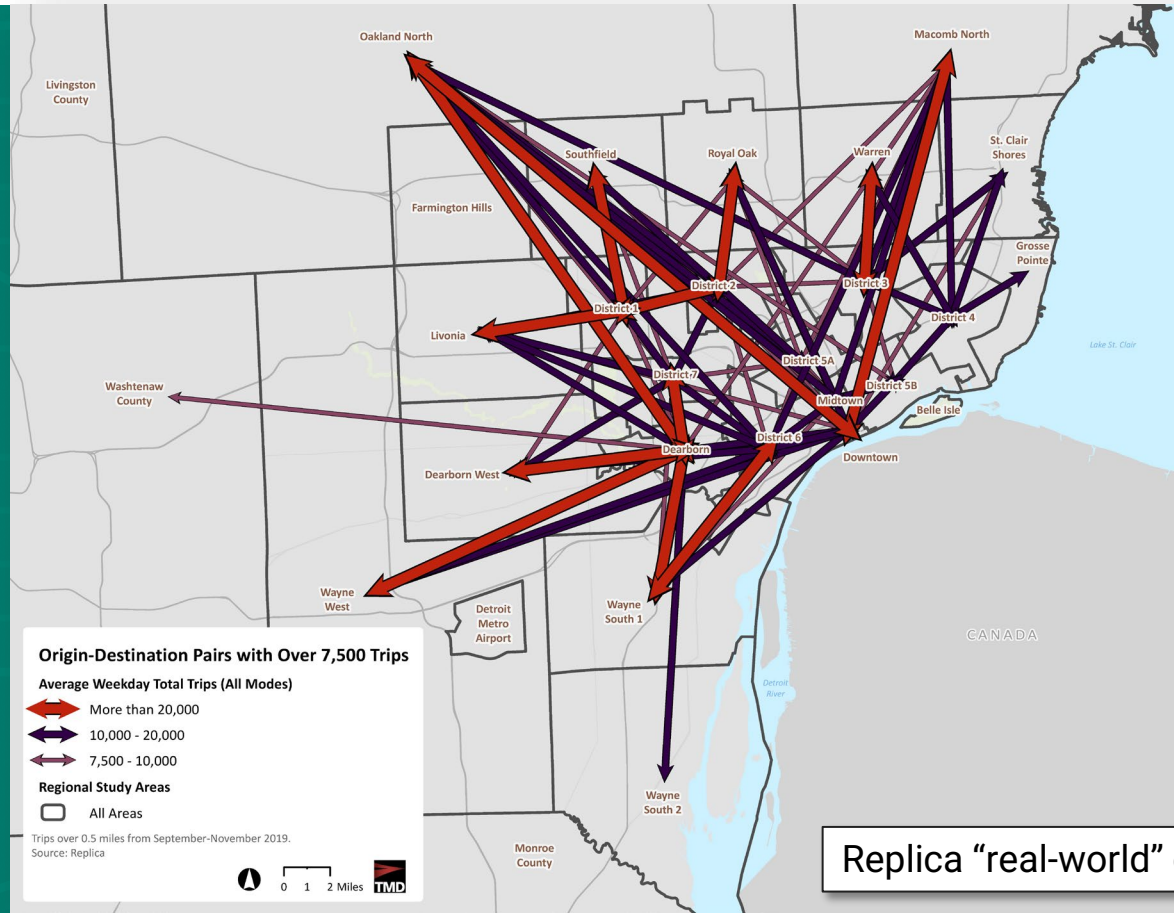
Travel and Mobility Patterns



Better regional transit connectivity is needed.

Source: 2018 U.S. Census LEHD Data

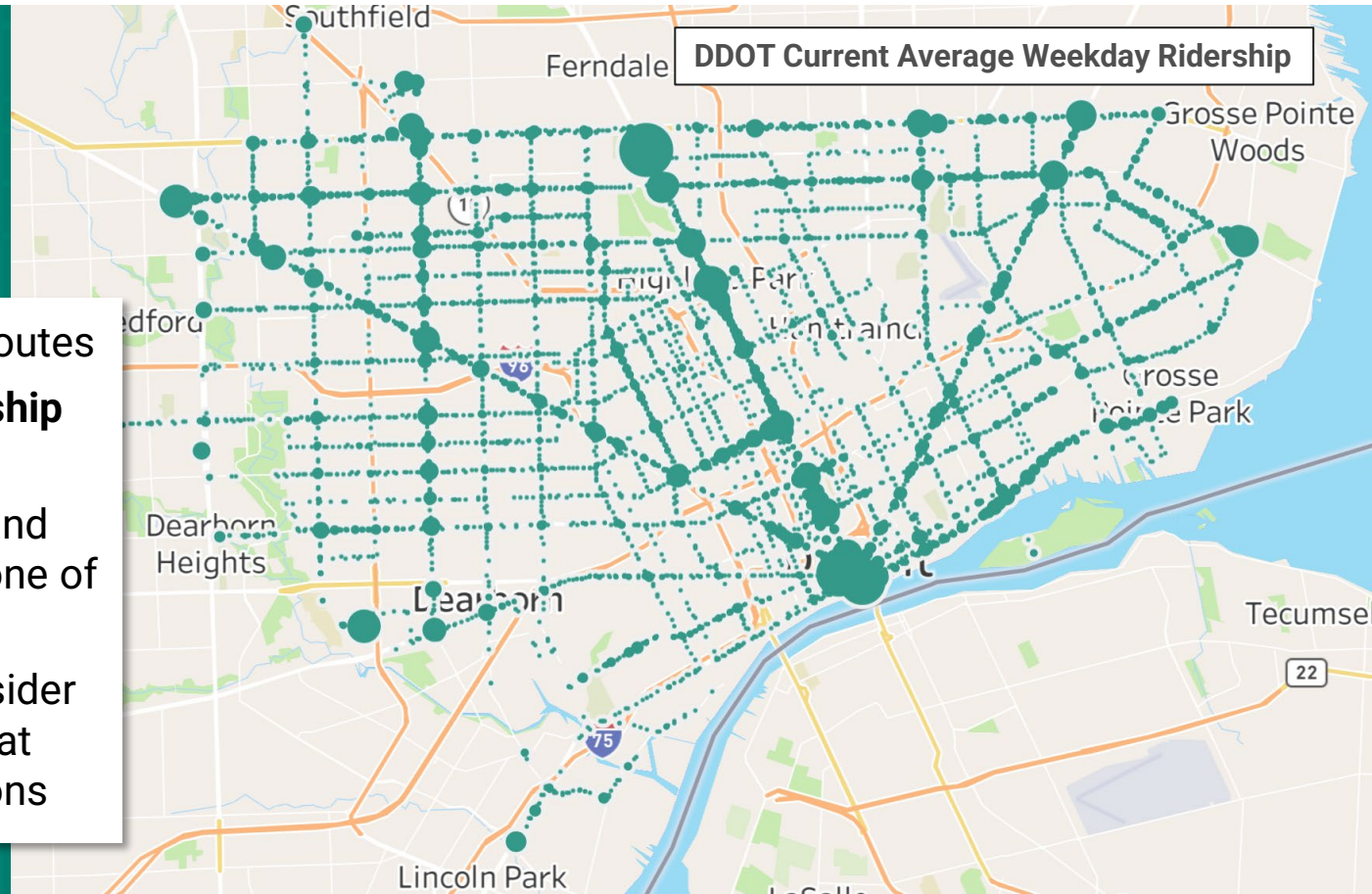
Travel and Mobility Patterns



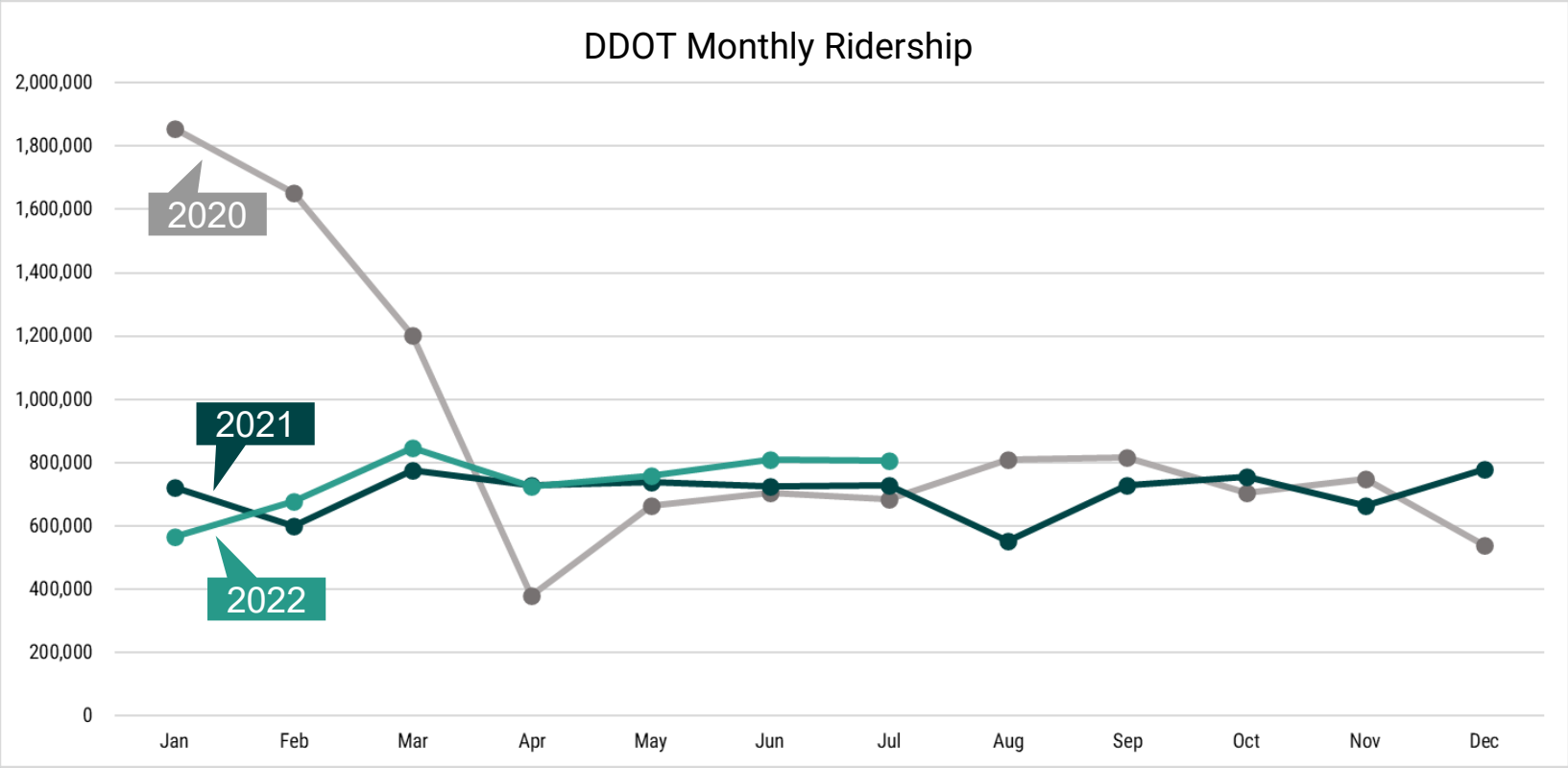
Replica "real-world" data

Transit Ridership

- DDOT operates 37 routes
- **Nearly 70% of ridership on top 10 routes**
- Key system routes and hubs are the backbone of the system
- DDOT needs to consider transfer experience at key route intersections



Transit Ridership



Source: DDOT Monthly Farebox Data

Transit Service

Frequency is the number one attractor to transit.

- 50% of population and 70% of jobs had access to frequent 15-minute or better before the pandemic.
- DDOT is working to restore service and re-introduced a 15-minute frequency on Woodward, Gratiot, and East Jefferson in April.
- As DDOT hires more operators, we will continue to restore frequency alongside route and network recommendations that emerge from *DDOT Reimagined*.

Transit Service

Daily service delivery continues to be a challenge for DDOT.

- DDOT has fewer operators than needed to reliably deliver the scheduled service. DDOT has continued to improve service in 2022, despite having 58 fewer operators than in 2021.
- Weekday on-time performance for the buses that do operate is 60%...
Just 60%!
- Ridership is still down compared to pre-COVID levels, but is continuing to increase despite the operating challenge.



Addressing the Challenge



Deliver the Daily Schedule

Recruit and Retain Operators!!!

Continuous, ongoing recruitment of new operators together with new incentives for current operators.

Update SOPs with New Tech

Rethink operator assignments and terminal operations to ensure that all scheduled service is operated every day.

Daily Fleet Readiness

Restructure yard operations to have the fleet ready for assignment and to respond to incidents.

Improve the Customer Experience

Continuous Tech Improvement

DDOTs new technology is getting ongoing improvement for a more accurate Bus Tracker and to reduce response time for incidents.

Daily Service Delivery (SOPs)

Rethink processes, procedures, and practices to support a safe, reliable, and predictable customer experience.

Optimize Schedules

Use new data to fine-tune schedules to improve service on-time performance and simplify daily service delivery.



Plan Priorities

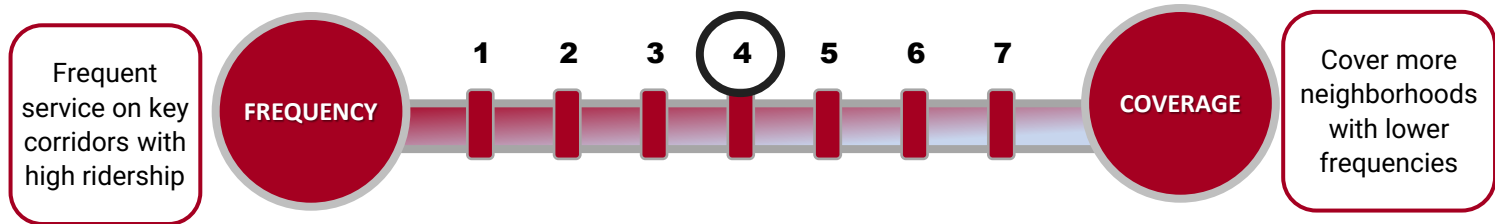
Your help is needed in prioritizing what is most important in reimagining DDOT's network of transit services.



Group Poll Example

Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

Frequency vs. Coverage





Stakeholder Polling



A. Group Poll

What is the most important role for public transit?

- a) Providing mobility options for people who cannot drive or afford a car
- b) Providing access to essential services
- c) Reducing traffic congestion
- d) Reducing greenhouse gas emissions

Most common answer at 8/17 meeting



B. Group Poll

Which service improvement do you think is most important to current riders?

- a) Shorter walk to/from the bus
- b) Shorter travel time
- c) Fewer transfer connections
- d) More frequent service
- e) Longer service hours
- f) Lower fare/pass price
- g) More reliable service

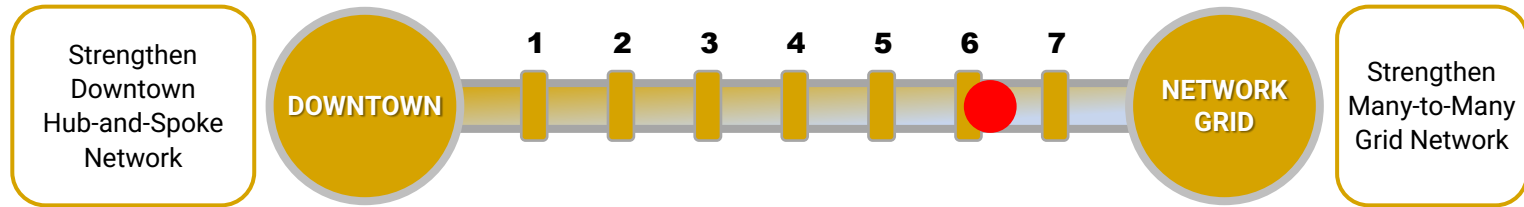
Most common answer at 8/17 meeting



C. Group Poll

Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

Network Focus: Downtown vs. Grid

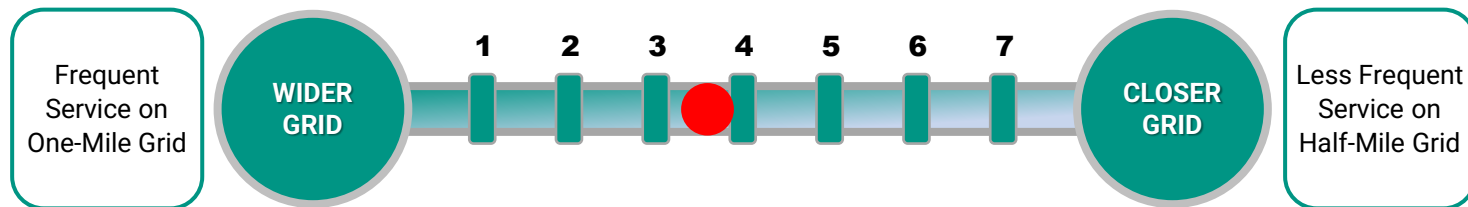


● Average answer at 8/17 meeting

D. Group Poll

Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

Route Spacing: Frequency vs. Walk Access

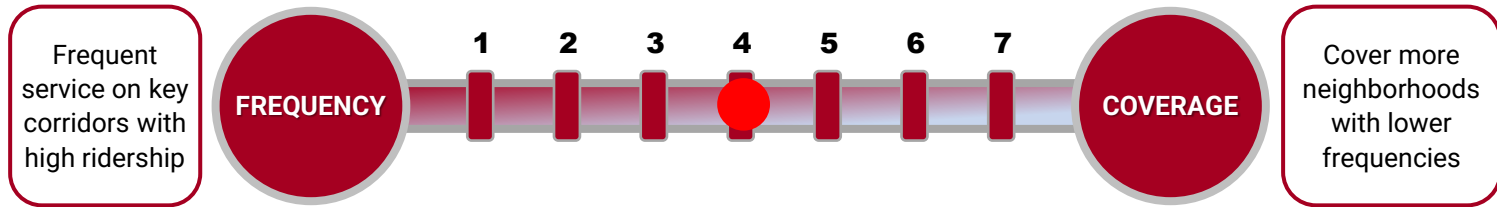


● Average answer at 8/17 meeting

E. Group Poll

Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

Frequency vs. Coverage

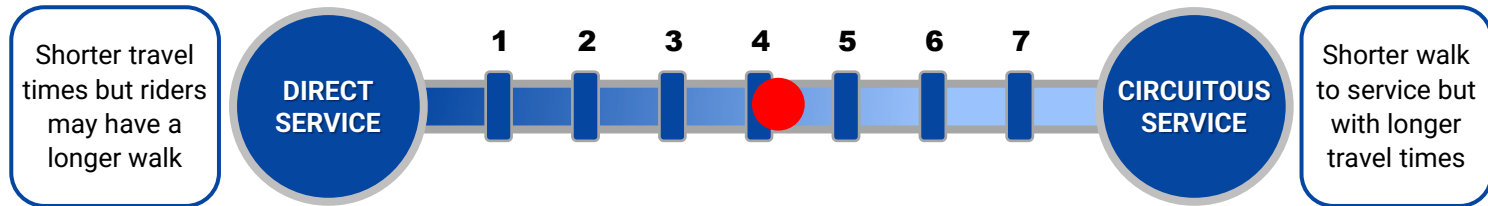


● Average answer at 8/17 meeting

F. Group Poll

Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

Faster, More Direct vs. Slower, Less Direct

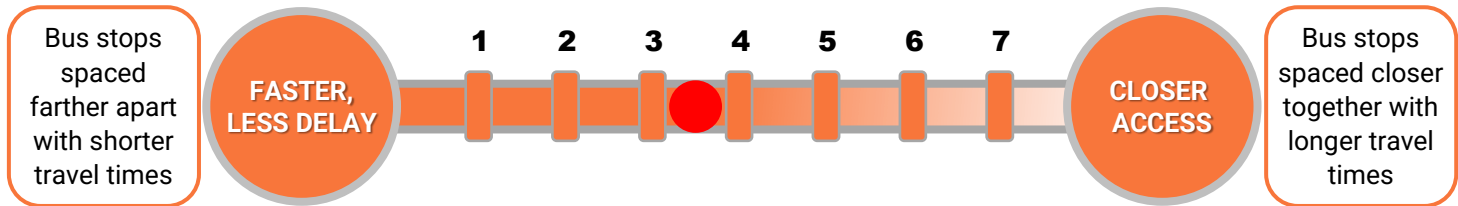


● Average answer at 8/17 meeting

G. Group Poll

Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

Bus Stop Spacing: Wider vs. Closer

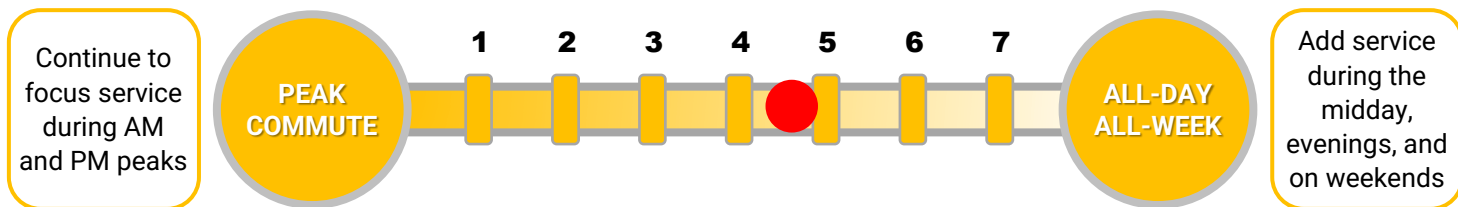


● Average answer at 8/17 meeting

H. Group Poll

Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

Service Focus: Peak Periods vs. All-Week

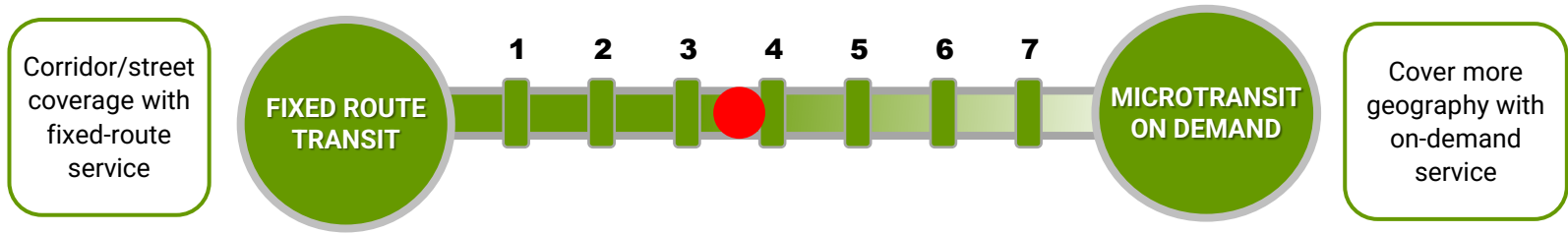


● Average answer at 8/17 meeting

I. Group Poll

Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

Service Focus: Fixed Routes vs. Microtransit

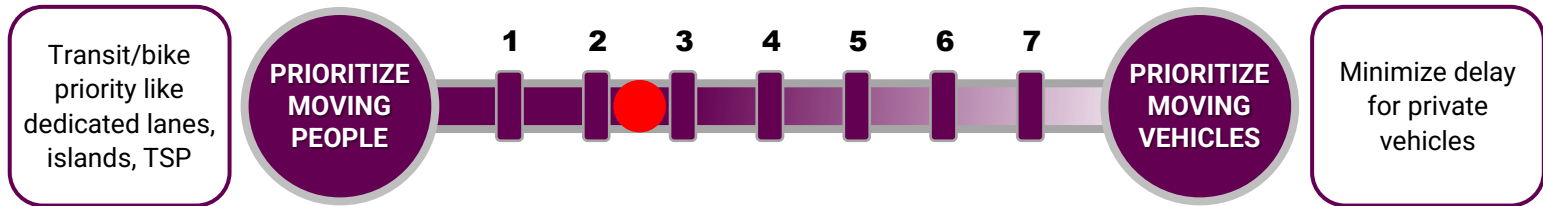


● Average answer at 8/17 meeting

J. Group Poll

Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

Street Focus: Transit vs. Cars/SUVs

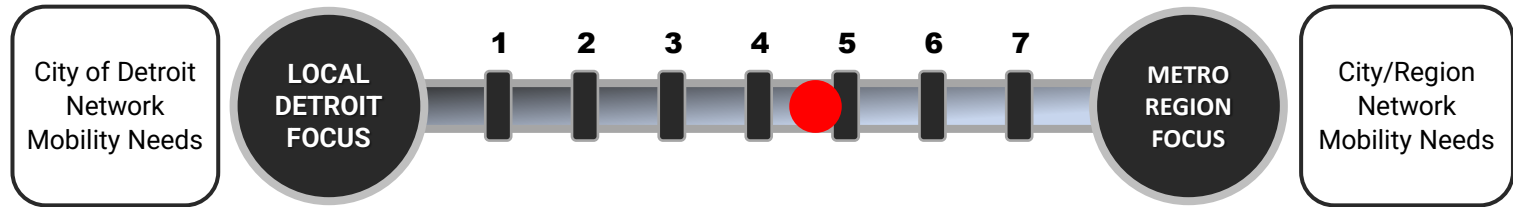


● Average answer at 8/17 meeting

K. Group Poll

Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

Network Focus: Local Detroit vs. Metro Region



 Average answer at 8/17 meeting



A Successful Plan Is?



Reimagining Priorities Exercise

- What does success look like to each of you?
 - Is there a specific plan element or mobility outcome that you are looking for?
-
- Plan Priorities results

Next Steps

- Develop Draft Plan based on:
 - Listening sessions
 - Analysis of mobility needs and current transit service
 - Industry state of the art and best practices
- Engage Community Stakeholders in Round II in reviewing the draft plan
- DDOT will continue to hire/train, improve operations, and set the stage for DDOT Reimagined improvements



Thank You!

