Today’s Agenda

- Introductions
- Why Reimagine DDOT?
- Listening to Detroiter
- 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

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

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

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

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

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

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

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

Begin implementation in 2023 as operating resources become available.

2 Plans will be Proposed:

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

- Community Listening Sessions
- Collect Input
- Develop Draft Plan
- Community Feedback
- Refine Plan
- Public Hearing on Final Plan

- 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
What Detroiters Think About Transit

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

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

“Bring back reliable early morning service.”

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

“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.”

“DDOT has to think outside the box, to efficiently serve its ridership.”
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
99% of all jobs are within a half-mile of transit

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

Origin-Destination Pairs with Over 7,500 Trips
Average Weekday Total Trips (All Modes)
- More than 20,000
- 10,000 - 20,000
- 7,500 - 10,000

Regional Study Areas
- All Areas

Trips over 0.5 miles from September-November 2019. Source: Replica

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

DDOT Monthly Ridership

Source: DDOT Monthly Farebox Data
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*. 
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
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.
Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

Frequency vs. Coverage

1 2 3 4 5 6 7

FREQUENCY

Cover more neighborhoods with lower frequencies

Coverage

Frequent service on key corridors with high ridership
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**

- **Strengthen Downtown Hub-and-Spoke Network**
- **Strengthen Many-to-Many Grid Network**

Average answer at 8/17 meeting
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
Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

**Frequency vs. Coverage**

- **FREQUENCY**: Frequent service on key corridors with high ridership
- **COVERAGE**: Cover more neighborhoods with lower frequencies

Average answer at 8/17 meeting
Please rank on a scale of 1 to 7 how this mobility trade-off should be balanced:

**Faster, More Direct vs. Slower, Less Direct**

- **Direct Service**: Shorter travel times but riders may have a longer walk.
- **Circuitous Service**: Shorter walk to service but with longer travel times.

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**

1 2 3 4 5 6 7

- Bus stops spaced farther apart with shorter travel times
- Bus stops spaced closer together with longer travel times

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

- **Continue to focus service during AM and PM peaks**
- **Add service during the midday, evenings, and on weekends**

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**

- Corridor/street coverage with fixed-route service
- Cover more geography with on-demand service

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

Transit/bike priority like dedicated lanes, islands, TSP

PRIORITIZE MOVING PEOPLE

1 2 3 4 5 6 7

Minimize delay for private vehicles

PRIORITIZE MOVING VEHICLES

Average answer at 8/17 meeting
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?
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!