

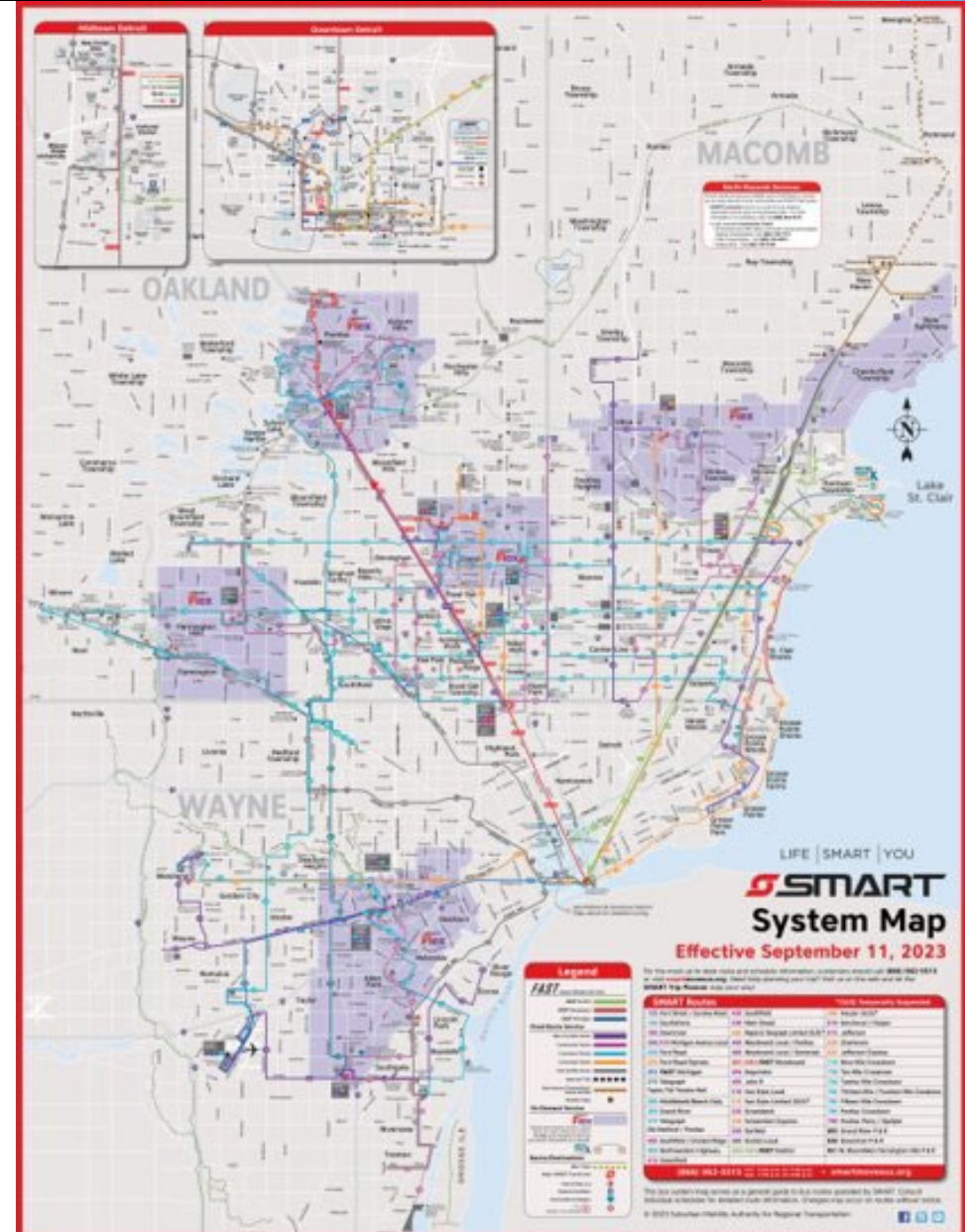


**SMARTer Mobility Program
Board of Directors Update
October 26, 2023**



Agenda

- SMARTer Mobility Program Goals
- Program Progress & Findings
- App RFP Development
- Community Engagement Approach
- Program Timeline



SMARTer Mobility

**Program
Goals**



Project Team



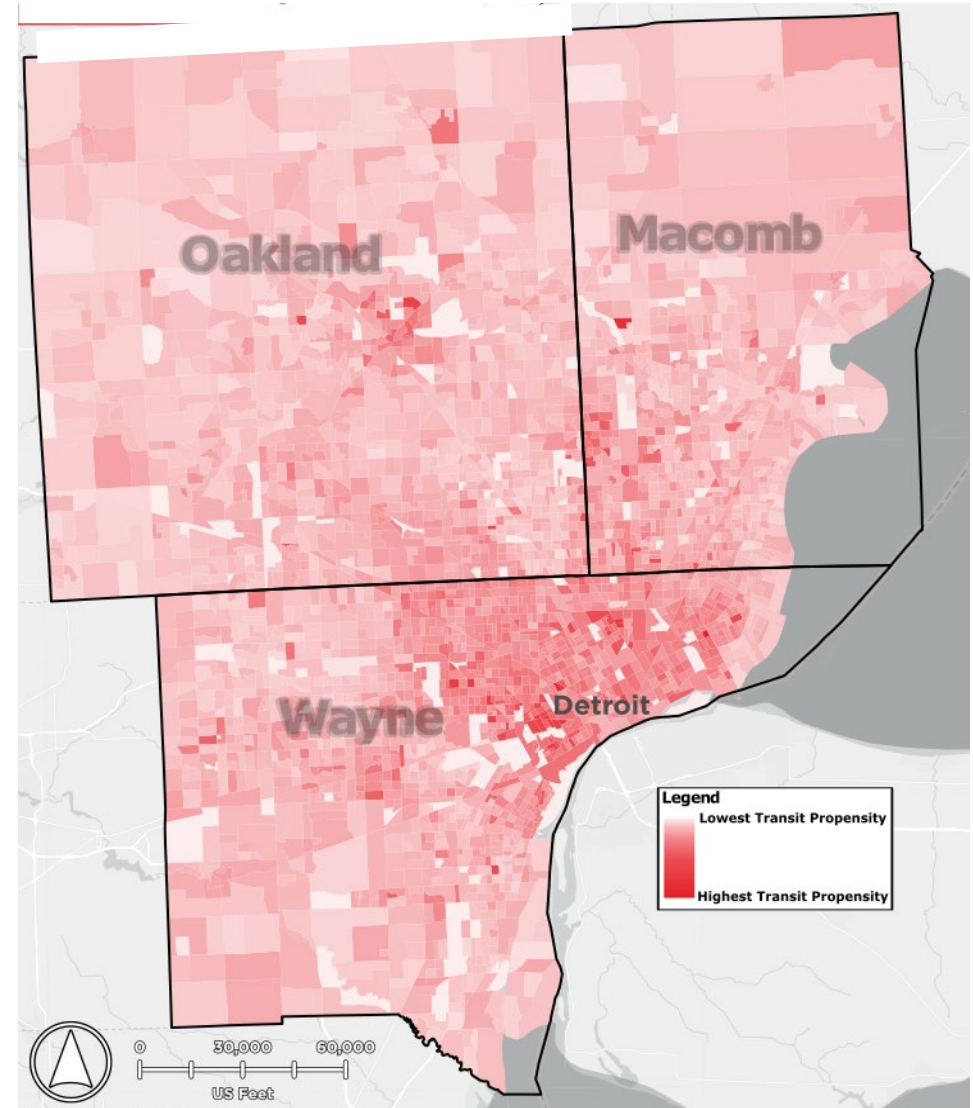
Program Overview :: SMARTer Mobility

- An *evaluation of its Fixed Route, Connector general service*, and the *current micro transit pilot program* to aid in the evaluation and analysis of the services within the region
- Recommendations for *service design and improvements* for overall system efficiency and operational effectiveness
- Examination of all possible alternatives to address the existing services, as well as currently known, but unmet service requests that are anticipated in conjunction with new areas of development
- Comprehensive municipal, stakeholder, community and public *engagement efforts*



SMARTer Mobility Program Goals

- Establish **microtransit as a permanent** service and is the catalyst for the study
- **Improve technology-related services**, such as a user-friendly app for all transit service
- Ensure that **fixed route service is integrated** with microtransit
- **Expand public transit** within new service areas in a responsible, efficient, and sustainable manner
- Create a **data-driven and community-supported program**



Existing Conditions



Detroit's metropolitan area is ranked as a top 50 urbanized area with the most transit travel and bus agencies

SMART is among the top 50 largest demand response agencies.

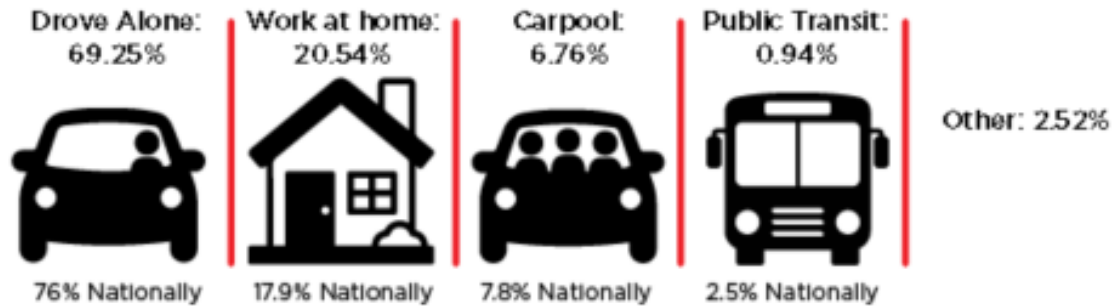
Southeast Michigan Regional Transit Authority (SMART) is a Tier 1 agency and has also been ranked as a top 50 largest demand response agency by the Metro Area Fact Book.

SMART Service Area:



Median Household Income: \$68,977.67
Persons in Poverty: 13.9%
Households without a car: 3.73%

Going to Work



Fixed route, Connector and ADA Paratransit, and Community Transit



Combined ridership of nearly 11 million riders annually



Operating 234 Fixed Route buses



47 Routes



7 days a week, 22 hours a day



Key Takeaways



Post-Pandemic Ridership Recovery

Consistent with US Average
Significantly higher than rest of the region



Single Occupant Vehicle Trips

Higher than US Average (not surprising)
Carpooling is also Higher than US Average
Lower than Average Transit Ridership



Higher Propensity in and around urban areas



Some blocks of moderate propensity in rural areas



Regional Changes

Macomb County Growth / Net Negative Commuter Flow
Oakland County Growth / Net Positive Commuter Flow
Wayne County Slight Decrease / Neutral Commuter Flow



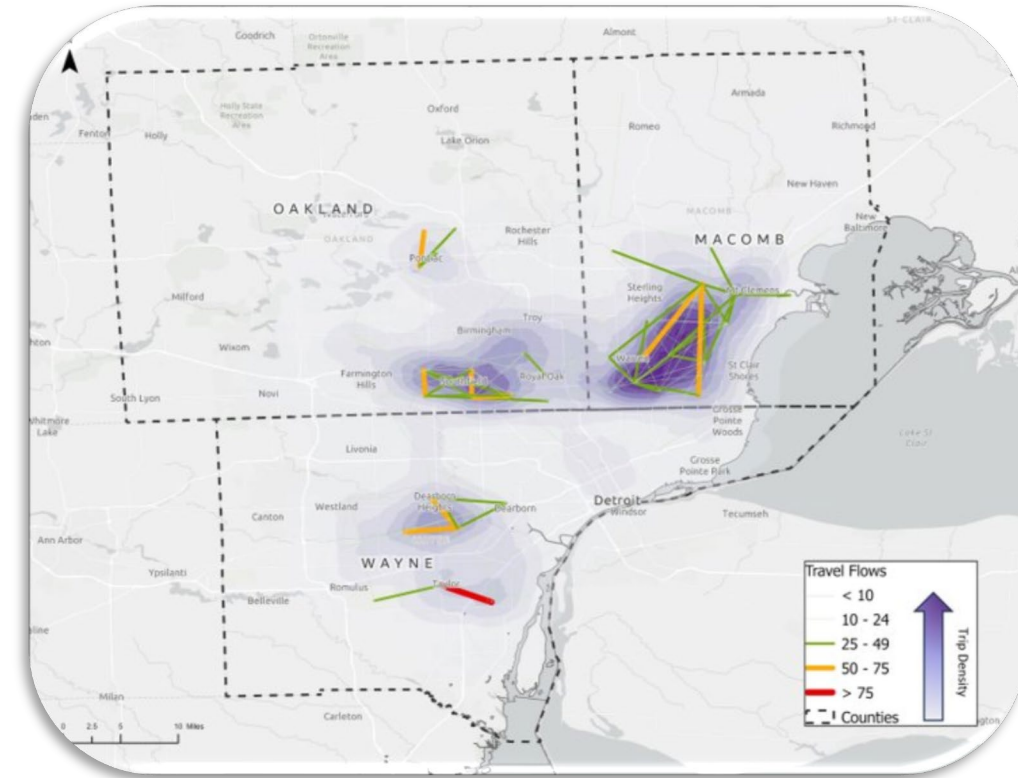
Mobility Options

Flex Zones
Community Providers



Transit Demand & Market Analysis

- Population and Employment
 - Regional Changes
- Travel Patterns
 - Origins and Destinations
 - Commuter Characteristics
- Transit Demand
 - Demographic Indicators
 - Propensity
- Transit Needs
 - Service Gaps
 - Equity



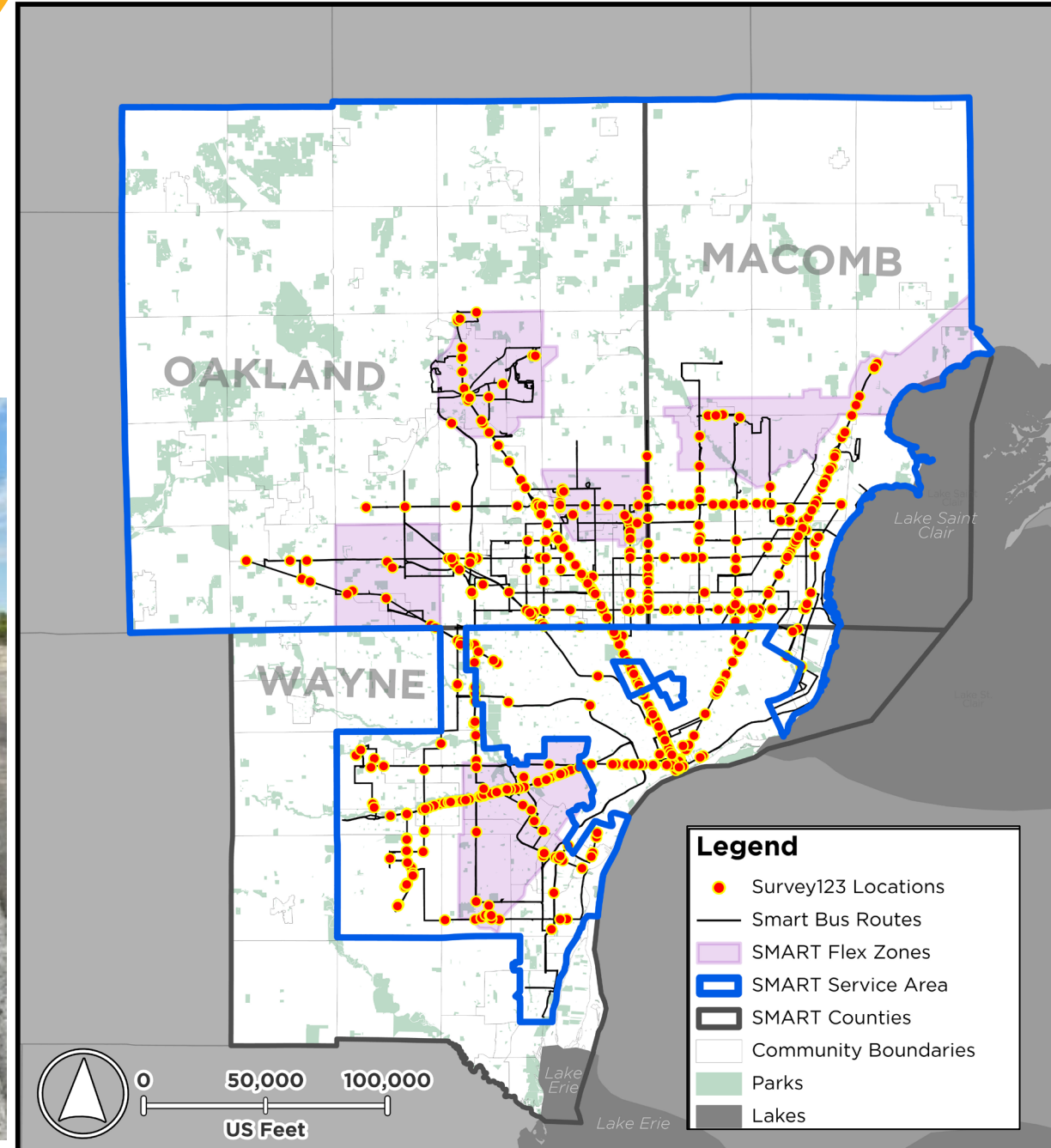
Origin & Destination Surveys

Multiple Survey Methods

Approx. **1700** Surveys Conducted

Initial Observations

- Majority of riders travel at least 5 d/wk
- Satisfaction with Service (*Avg 4 out of 5 rating*)
- Concerns about canceled routes



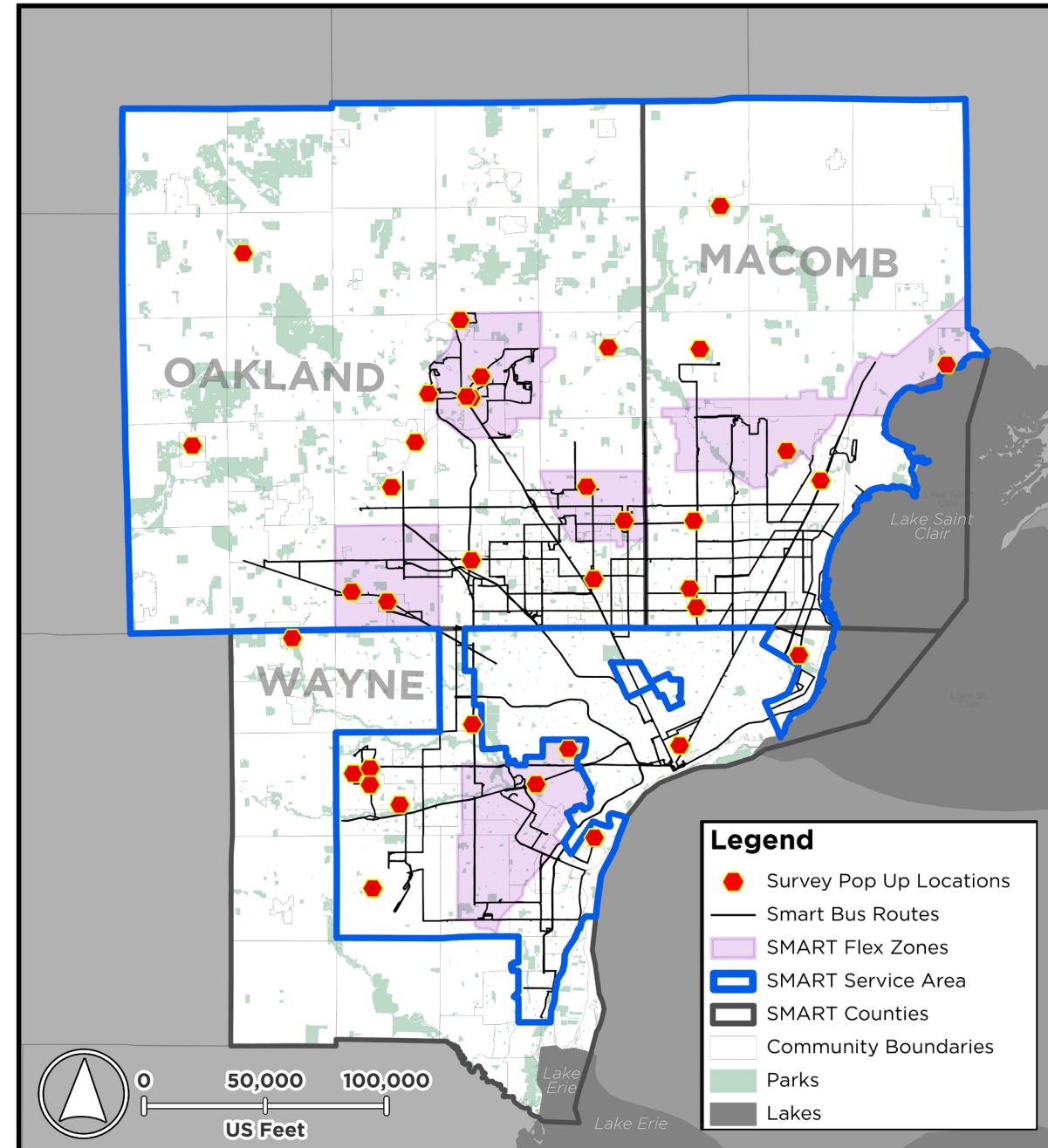
Origin & Destination Pop-Ups Surveys

Focus on non-riders

Approx. **350** surveys completed

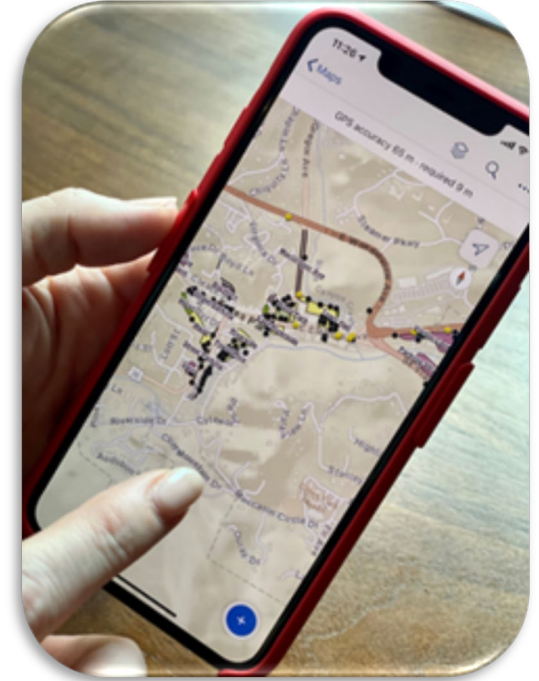
Targeted Locations included:

- Areas unserved but within service area
- Highest transit propensity



Transit App

- Mobile Device Application to Support Mobility
- Popular Features Typically Include:
 - Real-time Data / Vehicle Tracking
 - Connect to / Schedule Trips
 - Fare Payment
 - Connections to other options:
 - Ride-hailing
 - Bike-share
 - Scooter-share
- RFP Development through November 2023
- Procurement Activities from December 2023 to March 2024
- App Implementation Tentatively in July 2024



SMARTer Mobility

**Community
Engagement
Approach**



Community Engagement



June - September 2023

- SMARTer Mobility Program Website
- Federal/State/Local/Municipal Briefings
- Stakeholder Working Groups
- Steering Committee Meeting
- Transit Operator Meeting

October 2023

- Onboard transit rider surveys
- Pop-up events/Intercept surveys

December 2023

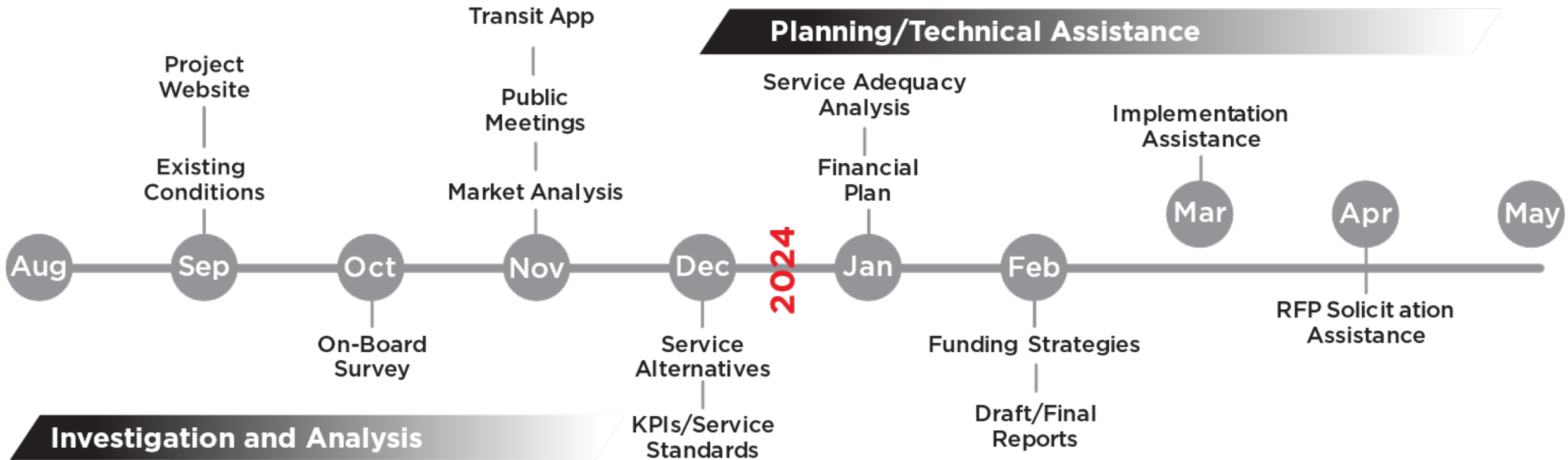
- Technical Advisory Committee Meeting
- Steering Committee Meeting
- Survey Focus Groups

January / February 2024

- Public Information Meetings



Current Project Timeline



* RFP solicitation assistance will be provided as needed; anticipated tasks include for a transit app as well as microtransit services



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SMART

THANK YOU

