

Study Purpose

Identify short-term changes to Newark's transit systems which will address:

- Route and service optimization
- Identifying needs of mobility-challenged populations and the gaps/barriers to fixed route ridership
- Better integration of four transit services

Goals & Objectives

- Improve bus transit options to meet demands and needs of Newark residents, employees, students and visitors
- Provide quality passenger amenities to enhance bus service and attract riders
- Make transit services easier to understand and use
- Promote transit system efficiency for all providers

Participating Agencies

- WILMAPCO
- City of Newark UNICITY
- University Of Delaware Transportation
- DART First State
- Cecil Transit



Study Process

- Surveys conducted of bus passengers, bus drivers, residents, and employers
- Data-driven analysis of existing market and demographic conditions
- Performance analysis of existing bus routes
- Public outreach and public input
- Develop short-term recommendations for improvements to bus service

Newark-Area Transit Systems

The City of Newark hosts six different transit operators offering both rail and bus transit service:

- Cecil Transit inter-state service to Elkton
- DART inter-city service to Wilmington, Christiana, and Glasgow
- UNICITY circulator services around downtown Newark and surrounding areas
- University of Delaware Transportation circulator services around UD campus and surrounding areas with high concentration of students
- Amtrak regional rail service to Washington DC, Baltimore, Philadelphia, and New York City
- SEPTA (Wilmington/Newark Line Regional Rail) rail service to Wilmington and Philadelphia

Transit Services Included in Study



Transit Operations Analysis

For each bus service operator, the analysis examined:

- Routes and areas served
- Annual and seasonal ridership
- Hours of service and frequency of service
- Passengers per revenue hour
- Passengers per route mile
- Average daily boardings

Transit Analysis Preliminary Findings

- Ridership decreases between December and February across most services with increases in ridership outside of winter including the summer period when most students are not in school.
- Frequent service all-day to both Christiana and Wilmington currently provided by DART
- No schedule coordination between transit agencies but frequent service exists on both DART and UD services
- Lack of regularly-timed service on Cecil Transit, UNICITY, and UD evening services could be confusing for riders
- Large loops and frequent diversions on all UNICITY routes create very long travel times for riders
- UNICITY is the only real intra-Newark transit service for non-student Newark residents



Success Factors for a Transit System

The following factors typically contribute to the success of a transit system:

- Transit-friendly land use patterns with employment and residential density near transit stops
- Transit service that is convenient, reliable, and accessible:
 - Direct routes serving desired destinations
 - Safe walking, biking, and park-and-ride access to stations
- Existing disincentives to drive:
 - Traffic congestion on competing routes
 - Limited parking availability and/or high-priced parking at destinations
- Local/regional demographics that support transit use:
 - Zero-car households
 - Disabled, senior, and low-income populations



Cecil Transit

- Cecil Transit is based out of Elkton, Maryland and operate a total of five bus routes.
- Routes predominantly operate as medium-distance inter-city type routes to Perryville and Elkton in Maryland, and Newark and Glasgow in Delaware.
- Two bus routes operate into Newark, Delaware: Route 4 which provides service between Elkton, Newark, and Glasgow, and Route 5 which provides commuter service for Elkton residents to the SEPTA regional rail station in Newark.







DART

- DART is the state-wide transit agency for the State of Delaware.
- They provide local and express inter-city services to all of the major cities and towns in Delaware including Wilmington, Newark, and Dover.
- Nine bus routes operate to/from the City of Newark with services primarily destined for Wilmington and Christiana and limited service to Glasgow and Delaware City.







UNICITY

- UNICITY operates three circulator routes in the City of Newark area N1, N2, N3
- The system operates from approximately 6:45AM to 6:00PM on weekdays only
- Routes operate as a circulator type service as it predominantly serves large apartment complexes, senior centers, shopping centers, and the UD campus
- Additionally, transfers to other transit services (e.g. DART, CCT, and Amtrak) at the Newark Transit Hub and Newark Train Station







UNIVERSITY OF DELAWARE

- The University of Delaware operates five main fixedroute bus routes for students, faculty, and staff around the university campus and important student-oriented destinations in Newark.
- They also offer numerous other shuttles and specialized services throughout the year including college football shuttles, commencement services, etc.
- Service is offered all from 5AM to midnight Monday through Thursdays, 5AM to 2:30AM on Fridays, noon to 2:30AM on Saturdays, and noon to midnight on Sundays.
- Limited services are provided during the summer term, school breaks, and holidays.





Lower-income households, which may be more dependant on transit, are concentrated in Newark and Elkton.









2016 5-Year ACS

A higher proportion of the disabled population, which may have limited independent transportation options, is outside Newark's boundaries.







10 - 15% 15 - 20% 20 - 25% Seniors may be more dependent on transit due to driving limitations. Higher concentrations of seniors live outside Newark.



Households which do not own cars are concentrated in Newark and Elkton and have a greater need for transportation choices like transit.



High numbers of jobs tend to locate along major arterials in the region.



Higher levels of household density are located in Newark, Elkton, and to the east of Newark.



Existing bus routes travel on roadways with high levels of traffic, meaning they face the same congestion that personal automobiles face.







Where Do You Currently Travel on Transit?

- With a red dot(s), please indicate where you frequently start your transit trips.
- With a blue dot(s), please indicate where you travel to on transit.





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Where Would You Like to Travel on Transit?

• With a yellow dot(s), please indicate destinations you would like to access via transit, but are currently unable to.



Newark-Area Transit Study



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TELL US WHAT YOU THINK ABOUT BUS SERVICE IN THE NEWARK AREA

Do you ever use bus transit in the Newark Area?			
At least once per week	Less than once per week		Never
Why do you use transit?		Why don't you use transit?	
Why does the Newark area need better transit?			



SHARE YOUR VISION FOR NEWARK'S TRANSIT

In 2030, transit in Newark will...