

NEWARK AREA TRANSIT STUDY

NEWARK CITY COUNCIL MEETING
APRIL 22, 2019



AGENDA

- About the study
- Community outreach
- Initial recommendations
- Next steps

ABOUT THE STUDY

GOALS

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

NEWARK AREA TRANSIT STUDY

Technical analysis and community outreach for recommendations to:

- Better meet needs of Newark residents, employees, students, and visitors
- Provide amenities to enhance bus service and attract riders
- Make transit services easier to understand and use
- Promote transit system efficiency for all provider

NEWARK AREA EXISTING TRANSIT SYSTEM OPERATIONS

- The City of Newark hosts six transit operators :
 - Cecil Transit – *inter-state service to Elkton*
 - DART – *inter-city service to Wilmington, Christiana, and Glasgow*
 - UNICITY – *Newark area circulator routes*
 - University of Delaware Transportation – *circulator services around campus and surrounding areas with off-campus housing*
- Amtrak
- SEPTA (Wilmington/Newark Line Regional Rail)

SERVICES
INCLUDED
IN STUDY

TRANSIT SERVICE IN NEWARK, DE

Currently, DART service is lacking in areas in the north and west of the city – places where UD service is very strong.

Cooperation between all of the transit service providers in the City would be a cost-effective solution to improving transit access in Newark.



COMMUNITY OUTREACH

PROJECT METHODOLOGY

- Data collection and analysis
- Public outreach
- Initial recommendations
- Final report

Share Your Vision for Better Bus Service in Newark

Tuesday, November 13
Stop by anytime from 4 - 6:30 pm
Newark Municipal Building
220 S Main Street

WILMAPCO, in partnership with DART First State, City of Newark, Cecil County Transit, and the University of Delaware Transit, is completing a study to better understand the transit needs of those who live, work and attend school in Newark. Please join us for a public meeting to learn about the progress of the study and to provide input on how bus service could be improved in the Newark area.

To learn more about the Newark-Area Transit Study or to complete an employer or resident survey, call 302-737-6205 or visit www.wilmapco.org/newarktransit.

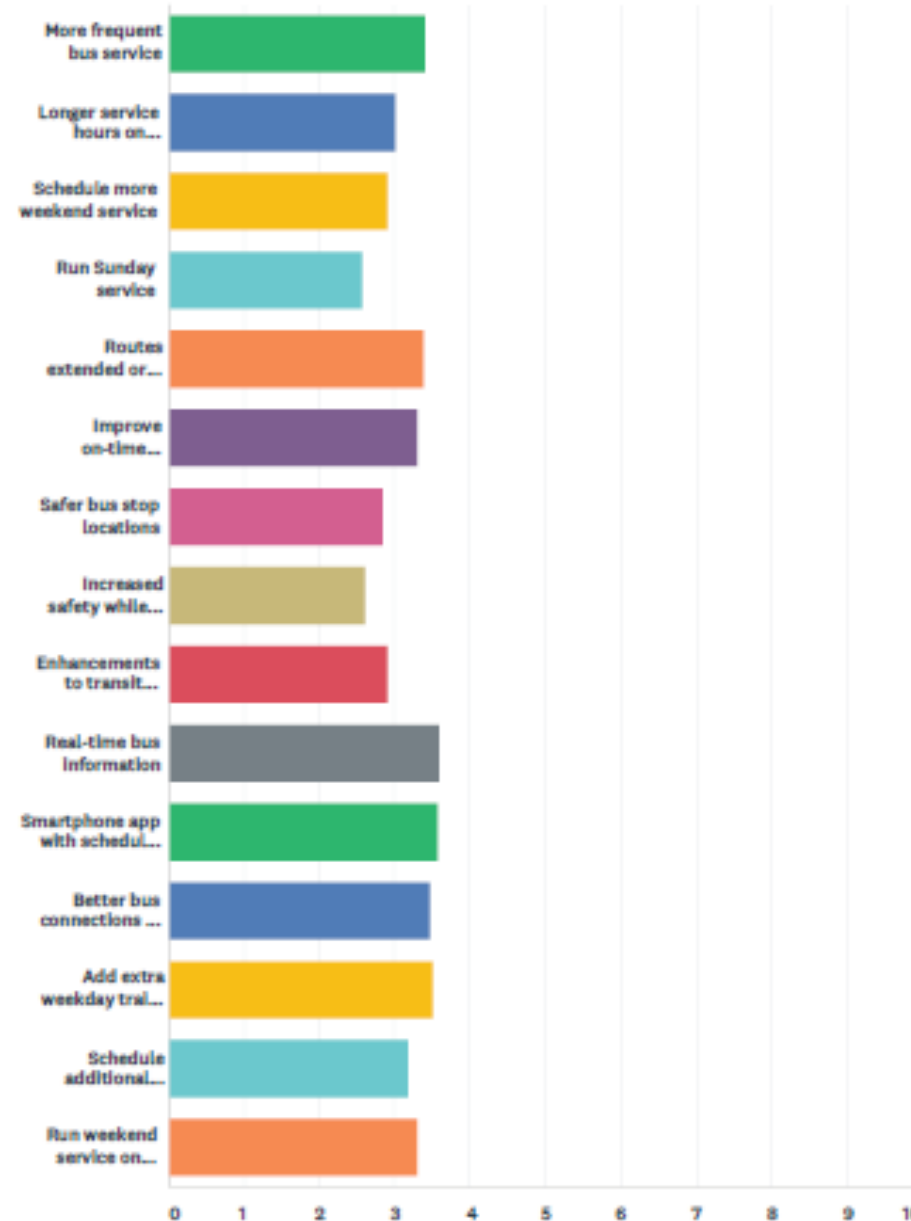


SURVEYS AND INTERVIEWS

- Driver interviews
- Passenger intercept
 - 142 riders surveyed
- Resident survey
 - October 2018 - January 2019
 - 204 total responses

Q10 Please rank your willingness to ride transit services if the following changes were made. (5 means definitely would increase my willingness to ride the bus and 1 is not likely to change my willingness)

Answered: 154 Skipped: 50



INITIAL RECOMMENDATIONS

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- Work towards a comprehensive transit network that can be used by anyone (i.e., residents, UD students, visitors, etc.);
- Minimize overlaps and redundant/poor-performing service;
- Consider restructuring routes using best practices including:
 - Clock-face headways – simple routing and schedule
 - Bi-directional service when possible – avoid large one-way loops
 - Provide connections to other routes at multiple places, but focus on seamless connections at transit hubs

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COMPREHENSIVE NETWORK – AGENCY COORDINATION

MINIMAL COORDINATION

MANY TRANSIT PROVIDERS
- INCLUDING NEWARK, DE

MODERATE COORDINATION

FEW EXAMPLES INCLUDING:

- NJ/NYC AREA TRANSIT PROVIDERS
- SAN FRANCISCO AREA TRANSIT PROVIDERS
- CINCINNATI AREA TRANSIT PROVIDERS

MORE RELEVANT EXAMPLES INCLUDE:

- PALO ALTO, CA
- BERKELEY, CA
- SALT LAKE CITY, UT

EXPANDED COORDINATION

SEATTLE AREA TRANSIT PROVIDERS
SAN DIEGO COUNTY, CA
RIDEKC (KANSAS CITY)
NOT MANY EXAMPLES IN US



COMPREHENSIVE NETWORK – AGENCY COORDINATION

Goals of coordination:

- Increase in ridership
- Expansion of service reach
- Seamless and cost-effective travel between service providers
- Consistent and easily accessible information
- Cost-effectiveness

Opportunities for coordination:

- Marketing and technology
- Branding
- Fare policies & media
- Transit infrastructure
- Schedules
- Route alignments/service area

COMPREHENSIVE NETWORK – AGENCY COORDINATION

Next steps:

- Interagency collaboration and cooperation to implement and sustain proposed initiatives
- Focus on dividing up service areas and coordinating between services to provide best network for all users of public transit in Newark

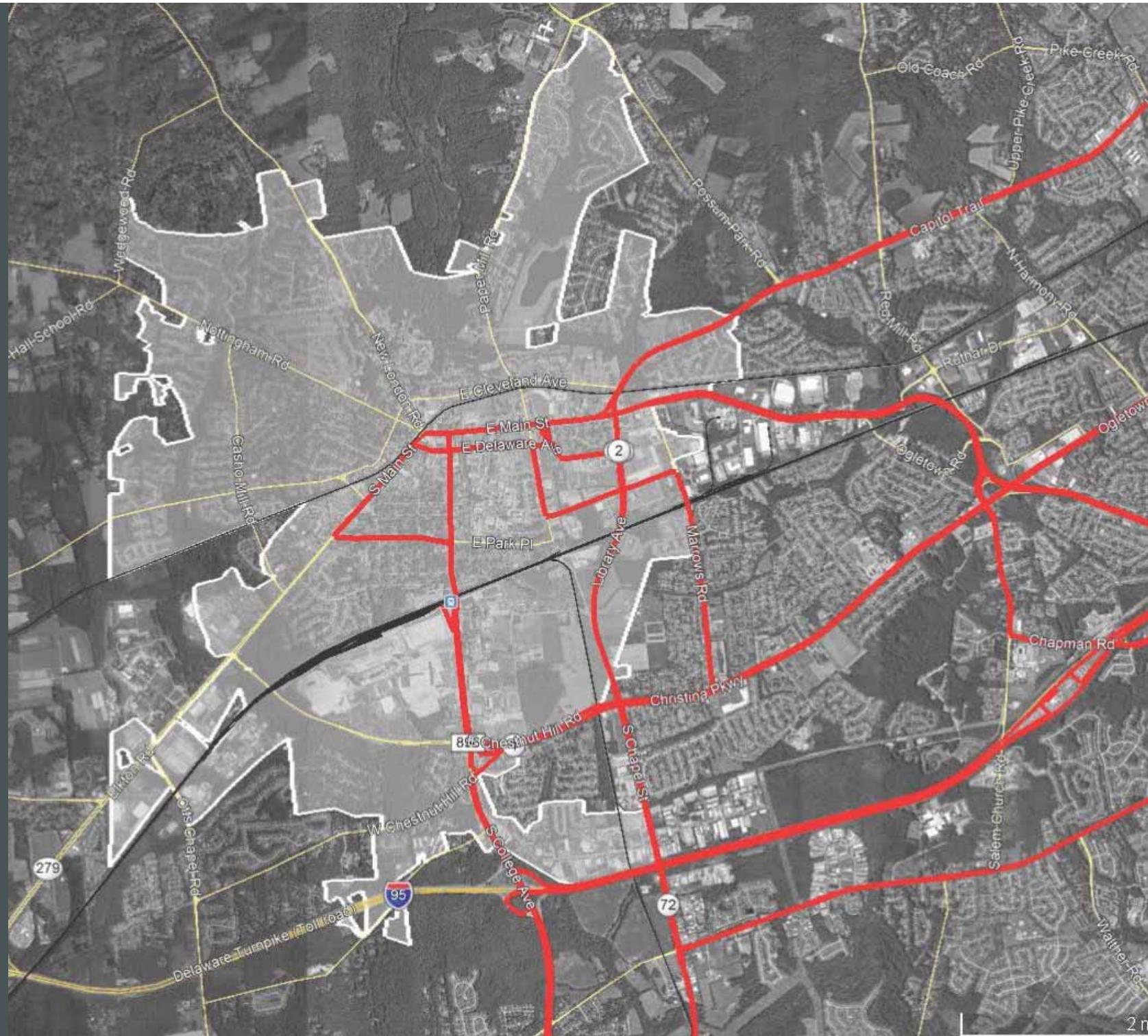
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DART

DART – INITIAL RECOMMENDATIONS

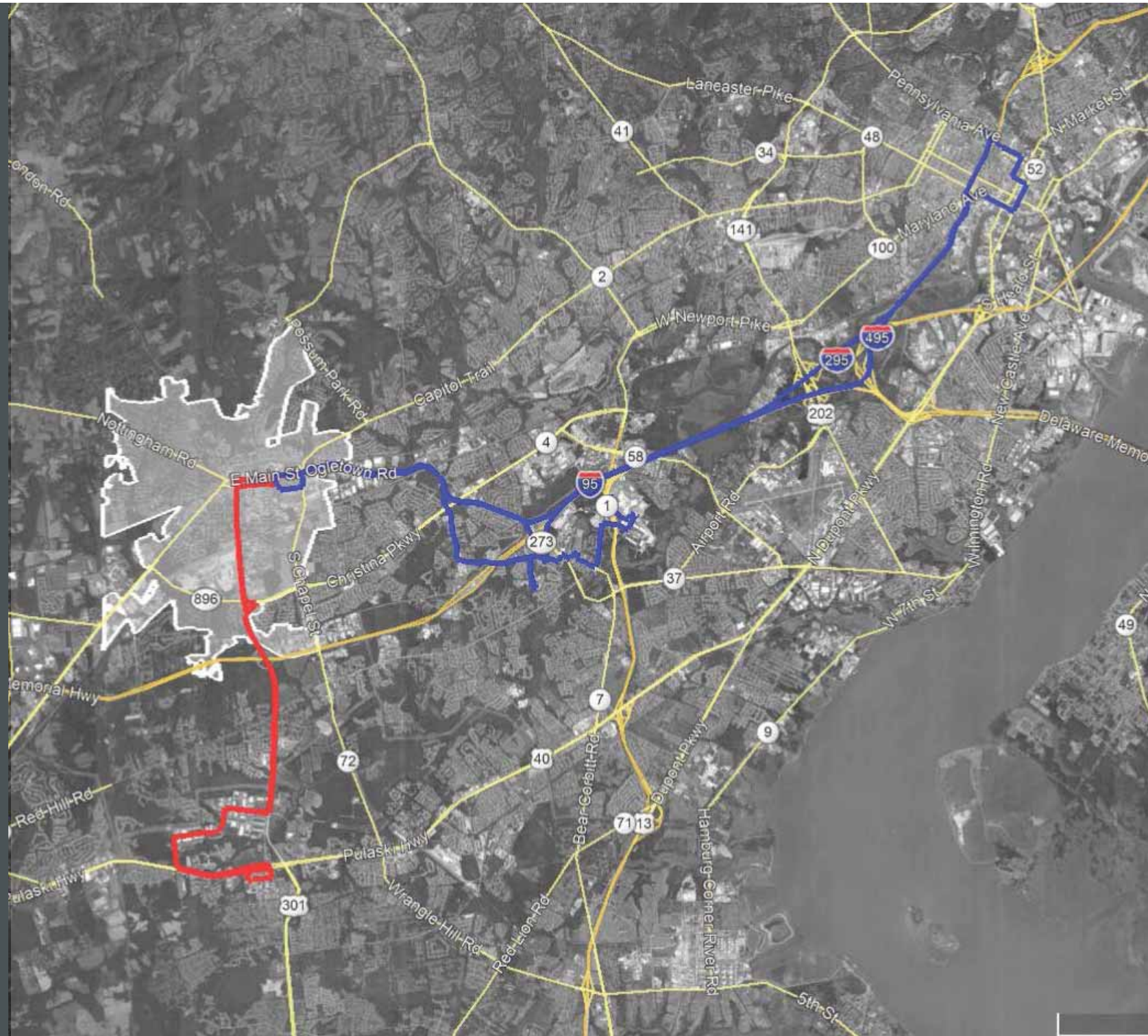
- Explore implementation of a clock-faced system to facilitate timely transfers
 - Coordinate departures among Wilmington-bound routes and Christiana Mall-bound routes to provide consistent service throughout time period (e.g. every 10 minutes to Wilmington during AM/PM peak)



DART – INITIAL RECOMMENDATIONS

- Consider rerouting Route 46 in Newark and combining with Route 34.

Any improvements would need to examine impacts on DART's operating expenses and operational resources.



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- Examine improving service on Route 53.
- Consider discontinuing Route 59, dependent on the outcome of public hearings. Add trips on the Route 33 to support this loss of service.

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CECIL TRANSIT

CECIL TRANSIT – INITIAL RECOMMENDATIONS

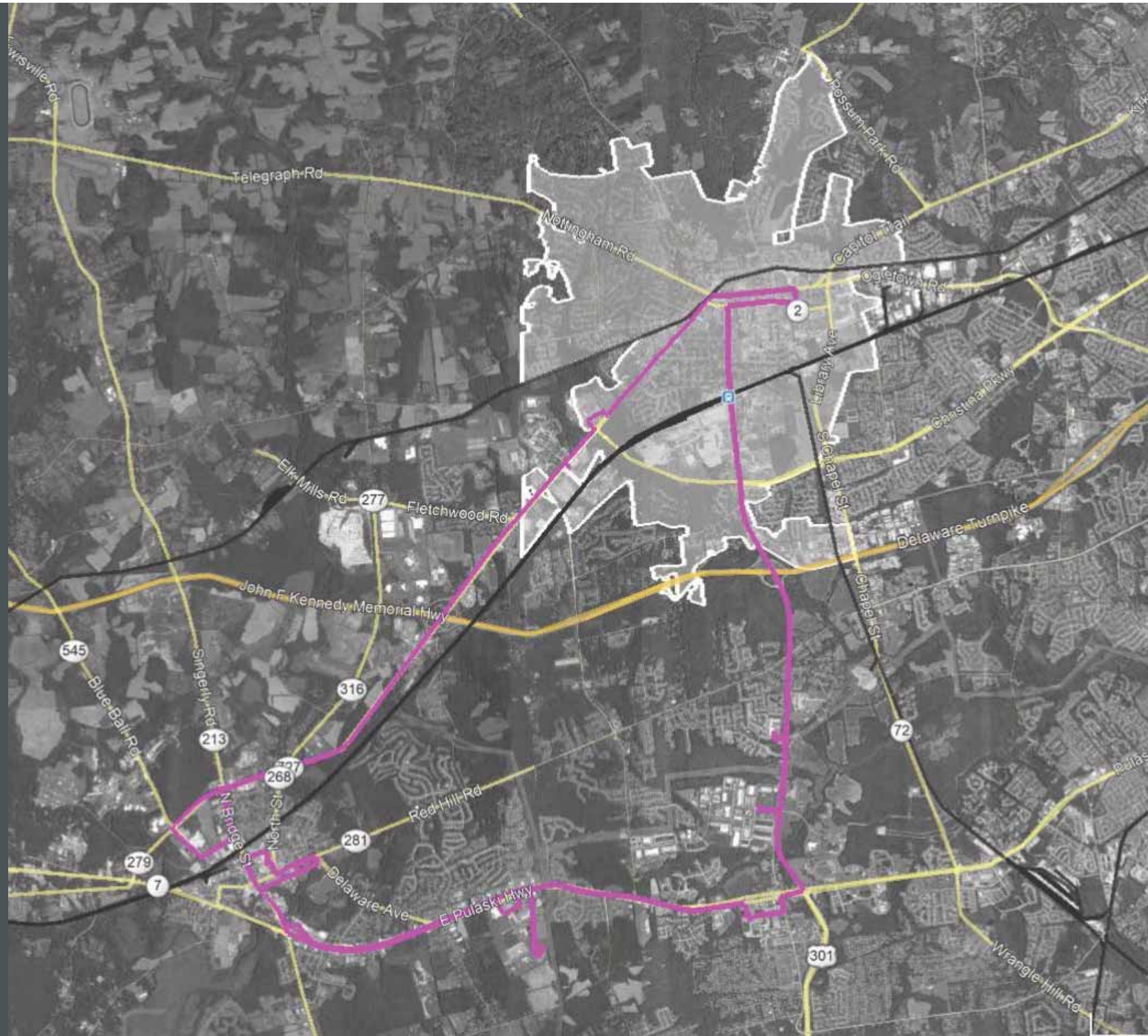
Minor adjustments to large loop to eliminate entering Newark Train Station.

- New stop to be added along 896 near train station entrance.

Commitment to continue efforts to better coordinate service along the 896 corridor with DART.

Coordination between Cecil Transit and DART underway to accept each agency's fare media for transfers.

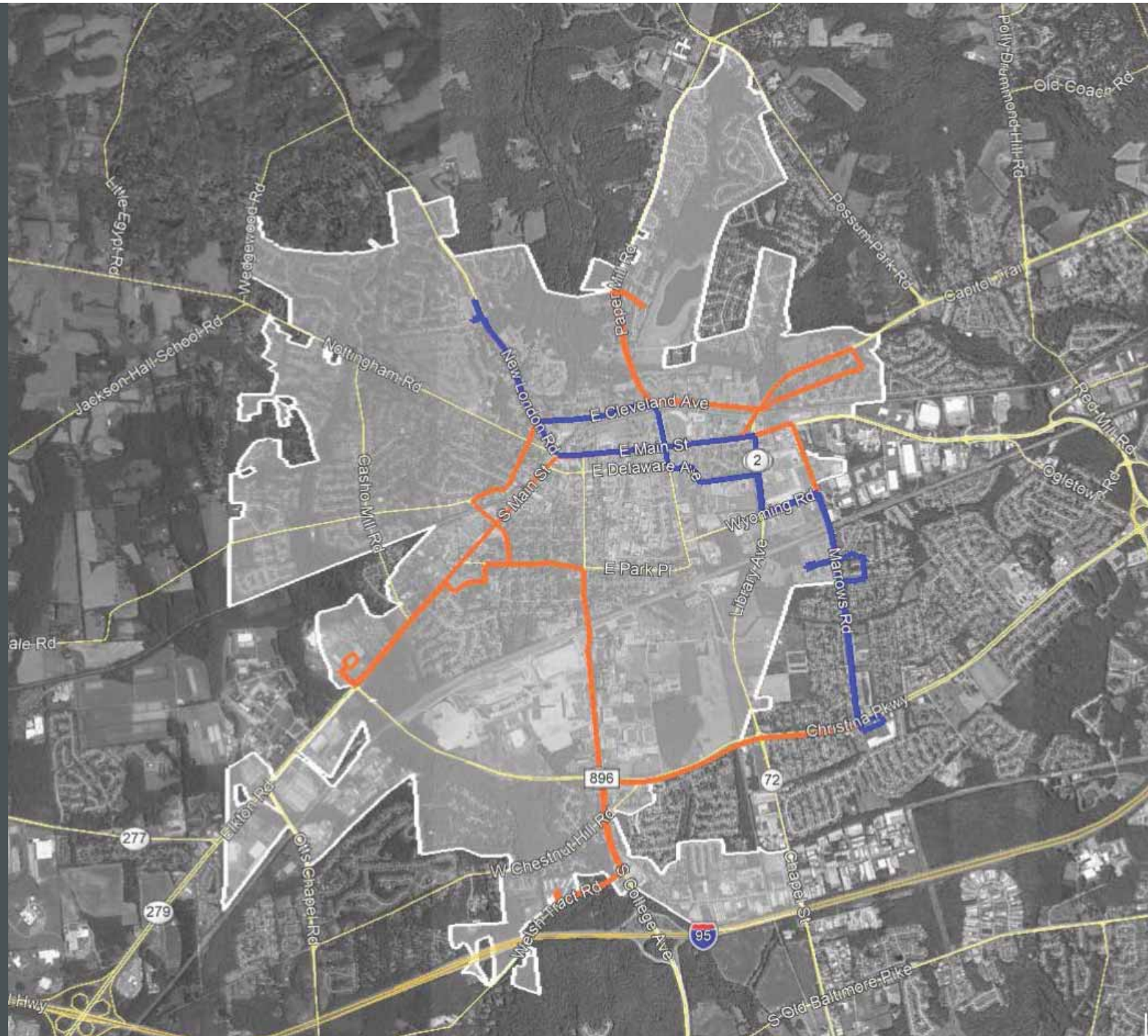
- Exploring fare reciprocity agreement with the launch of Cecil Transit's mobile payment application anticipated Fall 2019.



UNICITY

UNICITY– INITIAL RECOMMENDATIONS

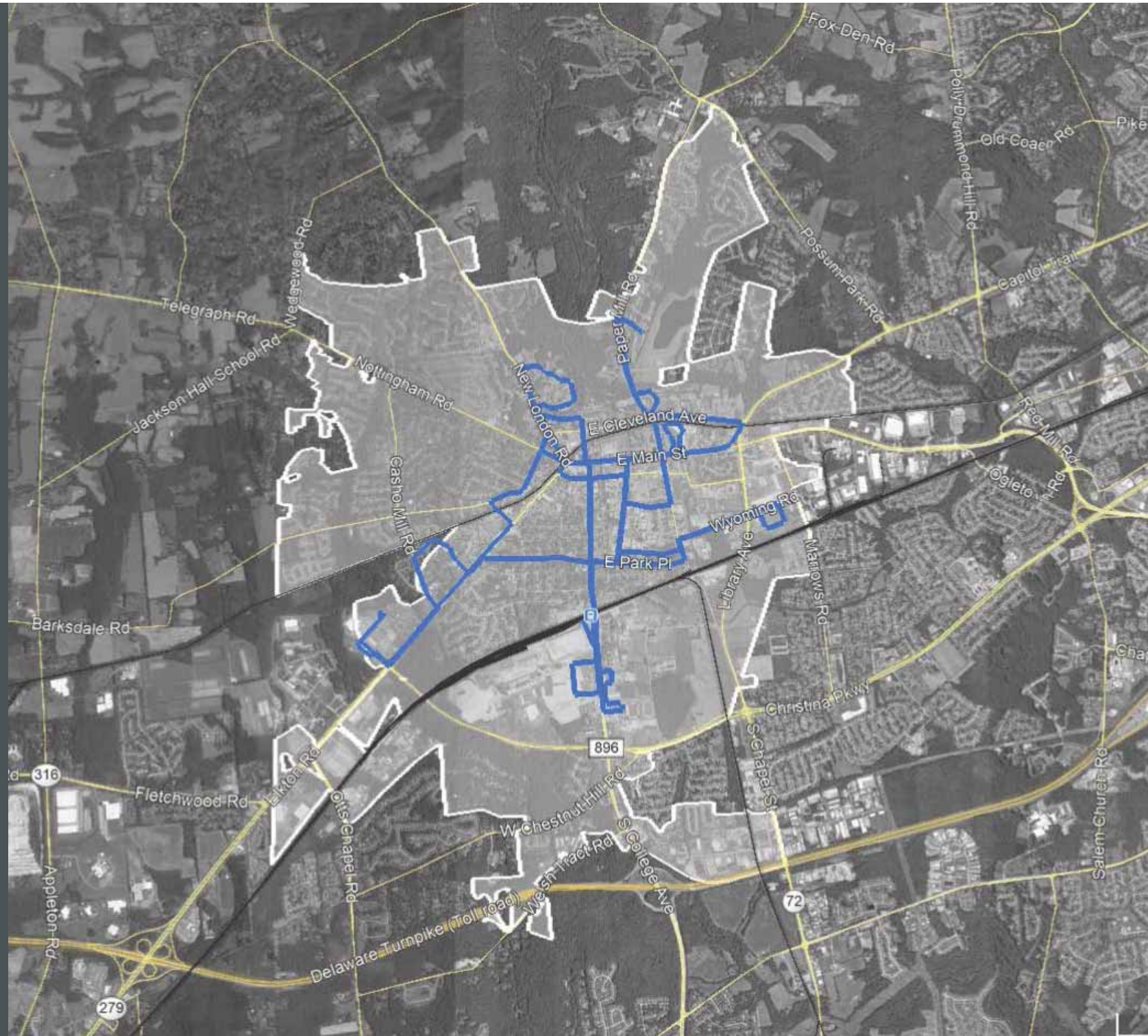
- With combination of UD service, N1 realigned as bi-directional service on New London Rd, Cleveland Ave/ Main St, Delaware Ave, and Marrows Rd
- N1 hourly service to:
 - Fairfield Shopping Center
 - Newark Transit Hub
 - Senior Center
 - Chestnut Hill Plaza
 - Newark High School/Delaware Technology Park



UD SERVICES

UD TRANSIT— INITIAL RECOMMENDATIONS

- Currently experiences peak time overcrowding.
- Changes must benefit students.
- New STAR route
- On-demand type service for late and early hours
- Any changes would require UD policy change, e.g., permitting the public to ride UD buses.
- Changes would require resources for additional vehicles, drivers, and maintenance facilities.



DISCUSSION/NEXT STEPS

STUDY NEXT STEPS

- Incorporate revisions from City Council
- Prepare draft report for agency and public review
- Prepare final report for Newark and WILMAPCO acceptance

TrIP NEXT STEPS

- Continue with a Newark TrIP working group; seek additional funding/grants
- Finalize daily fare card coordination / fare reciprocity discussions between Cecil Transit and DART
- Consider short-term route changes recommended
- Incorporate connections between various systems into DART app
- Continue discussion on coordinating bus stops, adding better amenities where possible
- Undertake future comprehensive bus network redesign with a future horizon year, e.g., 2030