

DDOT Reimagined

The Detroit Blue Sky Bus Network

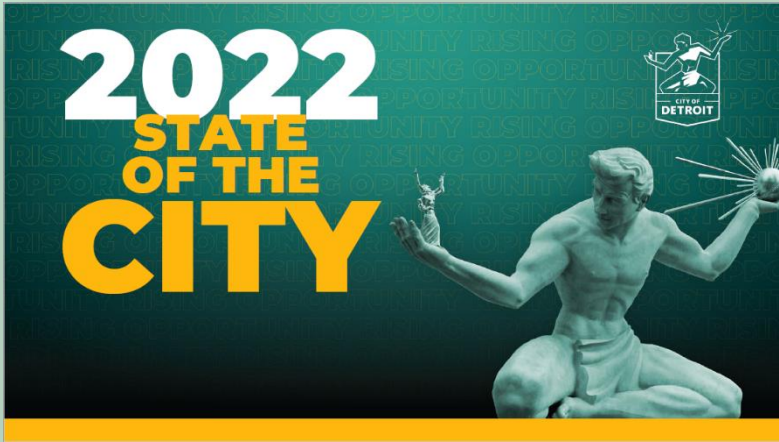


**Stakeholder
Working Group**
June 2023





Why *DDOT Reimagined*?



A **bold renaissance** is underway in the City of Detroit, creating new opportunities across all facets of life: housing, education, jobs, healthcare, shopping, and recreation.

- Sharing in this renaissance requires **equitable access** to all of these opportunities.
- High-quality mobility is essential for **connecting people with opportunities**.
- *DDOT Reimagined* is a **bold new vision for public transit** in Detroit.



The Community Conversation

Public Engagement

- Phase I – In-person and virtual meetings, pop-ups at bus stops and hubs, stakeholder and advocate workshops (Spring-Summer 2022)
- Phase II – Sharing Draft Plan with community at pop-up events, public meetings, and stakeholder and advocate roundtables (Spring 2023)

What Detroiters Think About Transit

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

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

“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.”

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



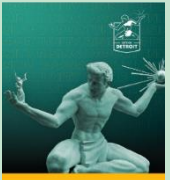
What is *DDOT Reimagined*?

- A **Service Plan** that connects people with opportunities 24/7, allows for travel at the customer's convenience, and builds a new generation of Detroit transit riders.
- A **Capital Plan** for ZEBs, enhanced corridors, mobility hubs, bus shelters, and other amenities.
- An **Operating Plan** that meets customer expectations and provides a positive workplace, delivering world-class bus transit every day.





The Service Plan



- Focuses on **exceeding the expectations** of past, present, and future customers.
- Improves mobility connections in Detroit – **builds equity in access to new City Renaissance opportunities.**
- **Strengthens the regional network** by improving connections with SMART both in frequency/span and new hubs.
- Delivers a transit system that lets customers travel when they want, not just when service is available – a **“show and go” network.**
- Enhances the **first 7 future BRT corridors** in the City.

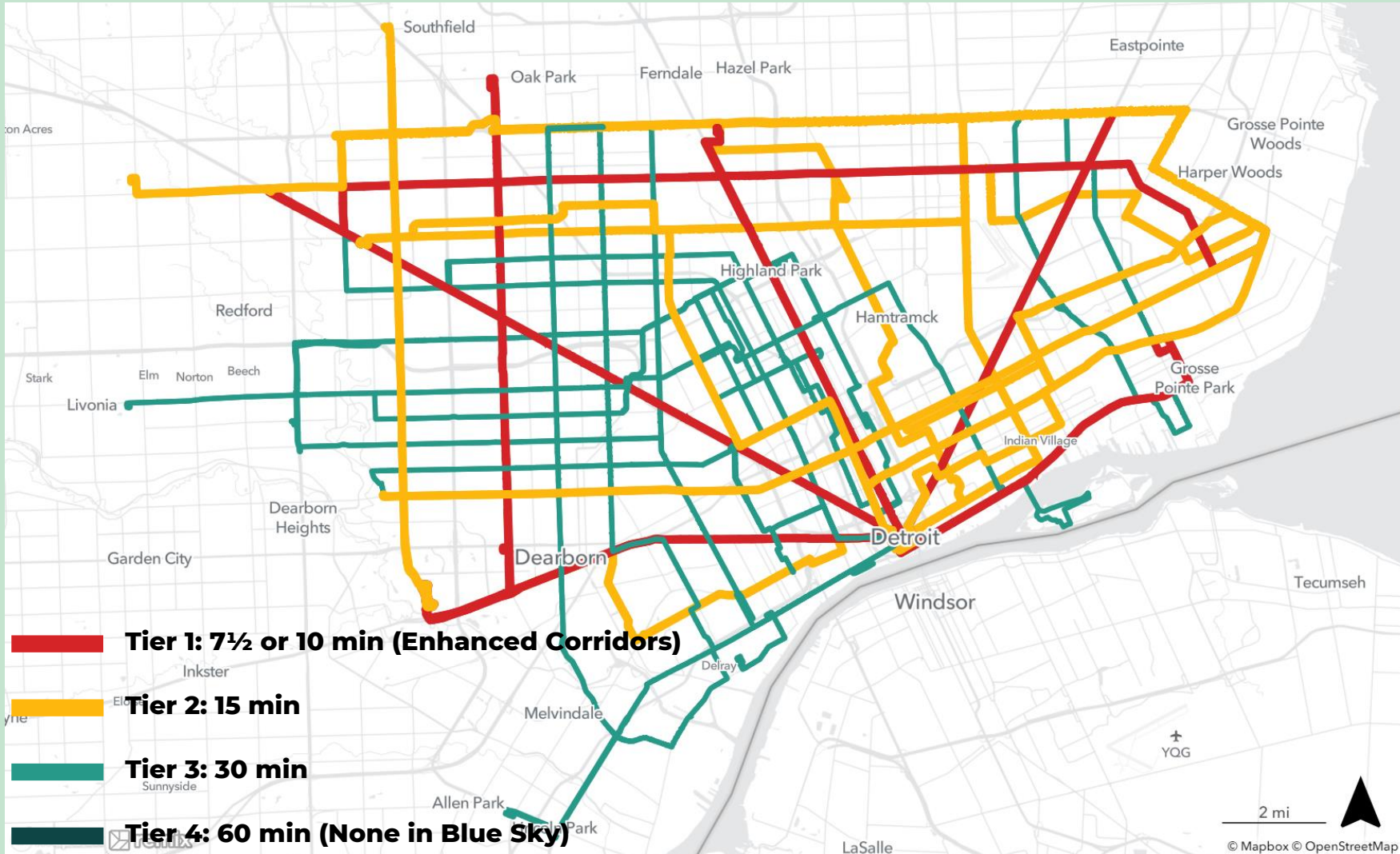


The Service Plan Phases

Route Tiers/Groups	Current (Apr 23)		Immediate Plan Phase 1 <small>What's possible with current funding.</small>		Blue Sky Plan Phase 2 <small>What's possible with expanded funding.</small>	
	Frequency	No. of Routes	Frequency	No. of Routes	Frequency	No. of Routes
Enhanced Corridors	10 minutes	0	10 minutes	1	7½ minutes 10 minutes	1 6
Frequent Transit	15 minutes 20 minutes	3 4	15 minutes 20 minutes	1 10	15 minutes	10
Basic Transit	30 minutes	8	30 minutes	8	30 minutes	16
Lifeline Transit	45-60 minutes	22	60 minutes	12	60 minutes	0
Total Routes		37		32		33



Blue Sky Service Network





Access to Basic Transit

Coverage Percentage ¹	Current	Immediate	Blue Sky
Population (1/4 mi)	85.3%	80.2%	80.3%
Population (1/2 mi)	98.7%	97.4%	97.4%
Jobs (1/4 mi)	86.5%	83.2%	83.3%
Jobs (1/2 mi)	99.4%	95.9%	96.0%
Riders Fall 2022 (1/4 mi)	100.0%	99.0%	99.0%
Riders Fall 2022 (1/2 mi)	100.0%	99.4%	99.4%

¹ Service access:

¼ mile or 5-minute walk

½ mile or 10-minute walk



Access to Frequent, Enhanced Transit¹

Coverage Percentage ²	Current	Immediate	Blue Sky
Population (1/4 mi)	27.9%	40.5%	55.5%
Population (1/2 mi)	47.7%	64.1%	82.8%
Jobs (1/4 mi)	56.6%	65.2%	72.5%
Jobs (1/2 mi)	72.5%	77.6%	86.7%
Riders Fall 2022 (1/4 mi)	72.3%	85.0%	91.4%
Riders Fall 2022 (1/2 mi)	77.4%	88.4%	94.1%

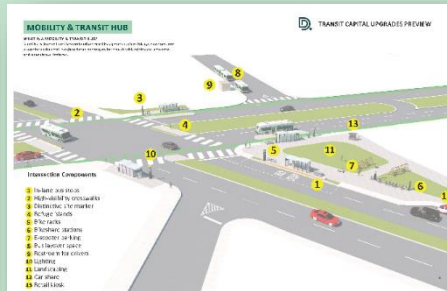
¹ **Frequent, Enhanced Transit:**
Frequency of 20-minutes or better

² **Service access:**
¼ mile or 5-minute walk
½ mile or 10-minute walk



Improve the Customer Experience

- **Zero Emission Buses**
- **Enhanced Transit Corridors**
- **Mobility Hubs**
- **Bus Shelters and Seating**
- **Low Income Fare Program (*Study underway*)**





Zero Emission Buses (ZEB)

- **Complete ZEB Pilot Testing** (Battery electric and fuel cell electric)
- **All Bus Purchases will be ZEBs by 2040**





Enhanced Bus Corridors

- **Faster Transit with Less Delay:** Floating platform islands, bus lanes, queue jumps, traffic signal priority – *builds on City’s “Streets for People” initiative.*
- **Dedicated Stations:** New shelters/seating, branded pylons, and new real-time info/security technology

Plan calls for rolling out bus rapid transit (BRT) elements in a phased approach to maximize early customer benefits.



Enhanced Corridors

- 7 – Seven Mile
- 4 – Woodward
- 3 – Grand River
- 6 – Gratiot
- 9 – Jefferson
- 10 – Greenfield
- 2 – Michigan

Rendering of now-completed floating bus platform at McNichols/San Juan Dr



New and Improved Mobility Hubs

■ Connection Corners (up to 14)

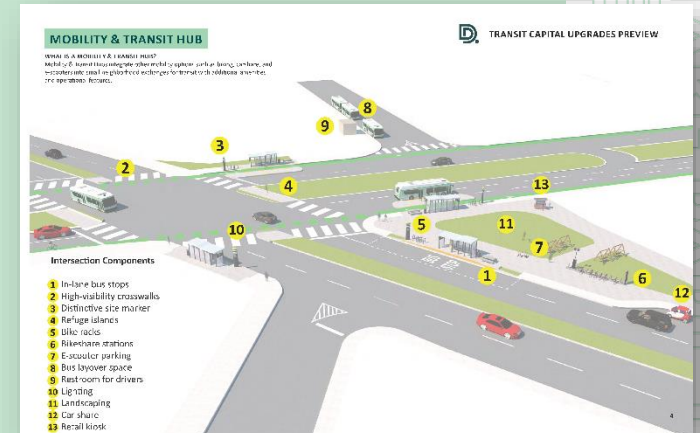
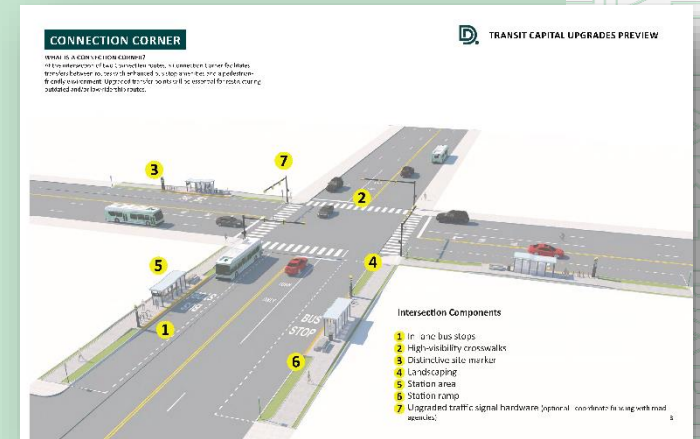
- Enhanced on-street transfer connections; safe street crossing
- Can be developed as a community mobility hub
- Seven Mile/Woodward, Greenfield/Grand River, Greenfield/7 Mile, Gratiot/7 Mile, Gratiot/Van Dyke, Moross/Mack

■ New Transit Centers (2)

- Grand River/Old Redford Meijer, Fairlane Town Center

■ New State Fair Transit Center (under construction)

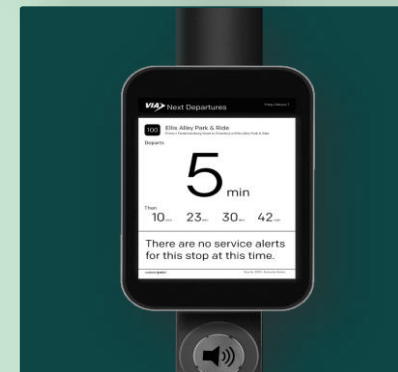
■ Rosa Parks Transit Center Enhancement





More Bus Shelters and Seating

- **New Bus Shelters (300+)**
 - “Next Trip” real-time displays
 - Security pylons
 - Solar-powered lighting
 - Additional seats for high-volume stops
 - Improved maintenance and cleaning
 - Possible art and heating additions
- **Add “Next Trip” Displays to Existing Shelters (100)**
- **New Seating (400)**





The Operating Plan

Deliver a “World Class” Customer Experience Every Day

■ Fully Staffed Operations Workforce

- Effective recruitment and retention strategies in place for all key positions
- Full workforce including extraboard and ongoing training



DDOT
Operations Staff

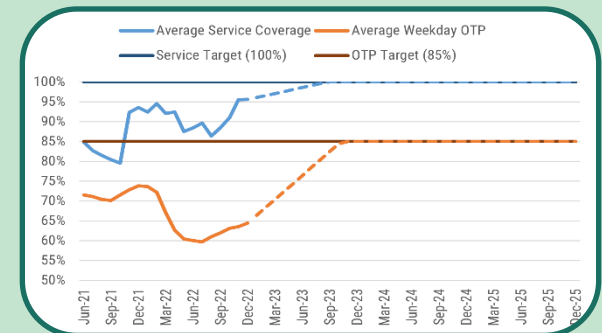
■ Streamlined Daily Service Delivery

- Deliver full scheduled service every day
- New and updated Standard Operating Procedures (SOP)
- Leverage maximum value from technology
- Increased and enhanced training



CleverCAD
Mobile Tablet

■ Assure a Positive Work Environment



DDOT Service
Coverage/OTP
Metrics



The Community Conversation

What We're Hearing About the Plan

- Hundreds of attendees at mobile outreach bus pop-up events
- Final two pop-up events:
 - Plymouth & Greenfield
Friday, June 16 2:00 - 5:00 p.m.
 - Old Redford Meijer Transit Center
Saturday, June 17 1:00 - 4:00 p.m.
- Public input being collected through end of June





The Community Conversation

What We're Hearing About the Plan

- Hundreds of attendees at mobile outreach bus pop-up events
- More than 200 surveys collected (87% of respondents are current DDOT riders)
- 87% support the plan outright or with some modifications
- 70% say that the plan would make them more likely to ride DDOT
- Public input being collected through end of June

What Detroiters Think About *DDOT Reimagined*

"Yay for not having to wait 30 minutes for a bus you just missed. Thank you so much for doing this - Detroit NEEDS this!"

"Mean your word and promise to the people."

"[I would like to see] improved interaction with SMART to have a true regional service."

"[I would like to see] dedication to how drivers will be treated and paid."

"Love the higher frequencies and improved access to Hamtramck."

"The most important thing is reliable and frequent bus service to drive ridership."

"It should be free at this point."



Key Issue Discussion

1. Does this plan fundamentally change public mobility in Detroit?

Think about how people access life's daily activities (work, school, shopping, healthcare, social).

2. Does this plan deliver benefits equitably to all Detroiters and visitors?

3. Is there anything missing or needing change in the plan?



Next Steps

- **Finish remaining Transit Talks about the plan with riders, the public, stakeholders, and DDOT staff (*through end of June*)**
- **Review feedback and update Draft Plan (*Summer 2023*)**
- **Share Final Plan with Mayor and Council (*late Summer 2023*)**
- **Conduct Public Hearing on Final Plan (*late Summer 2023*)**
- **Begin implementation in coordination with bus operations hiring (*Late 2023, Phase I*)**

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