



Paratransit Improvement Services Study

September 2024

Presentation Overview

- GoDurham ACCESS Program
- Study Background
- Consolidated Service Delivery Model
- Durham Connect Microtransit Service & Other Demand Response Trips
- Travel Training / Mobility Management



919.560.4366

DurhamNC.gov

Follow Us @CityofDurhamNC



Acknowledgements

Paratransit Task Force Members

- Charles Barnes (WeDriveU)
- Craig Brown (Rider)
- James Davis (Rider)
- Ryan Eldridge (County)
- Brian Fahey (City)
- Donna Permar (Rider)
- Ed Rizzuto (Rider & BPAC Member)
- Donna Rosser (County & Rider)
- Lindsay Smart (City)

Other Key Contributors

- Ellen Beckmann (County)
- Jennifer Green (City)
- Stephanie Maher (WeDriveU)
- Quentin Martinez (City)
- Tara Walton (WeDriveU)



919.560.4366

DurhamNC.gov

Follow Us @CityofDurhamNC



GoDurham ACCESS

- Coordinated Demand Response Transit System
- ADA Paratransit Service
- County Demand Response Service
- Average of 16,000 monthly trips
- Operates 5:30am – 12:30am (Mo-Sat) & 6:30am – 9:30pm (Sun & Holidays)

FY23-24 Growth



+17.8%
annual trips



+9.0%
on-time performance



+23.1%
annual revenue miles



+31.4%
annual revenue hours



+0.2%
cost per trip



919.560.4366

DurhamNC.gov

Follow Us @CityofDurhamNC

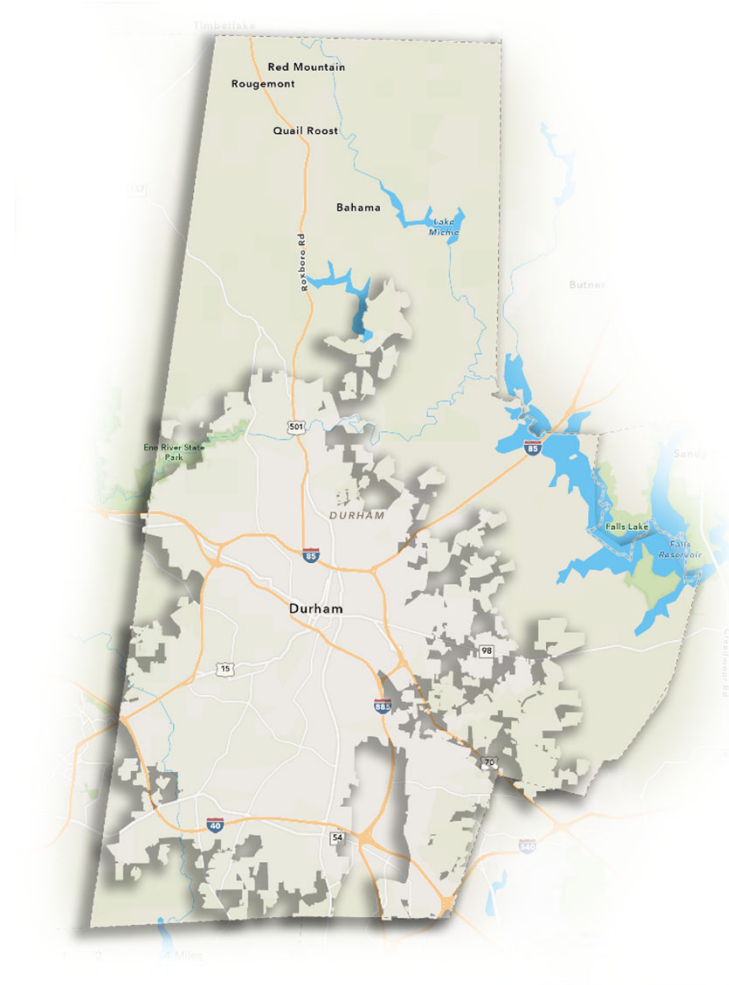


Study Background

Recommendation in 2023 Durham County Transit Plan based on public input received

Goals:

- Improve Communications and the Customer Experience
- Improve Upon Key Measures
- Consolidated Service Delivery Model
- Travel Training / Mobility Management



919.560.4366

DurhamNC.gov

Follow Us @CityofDurhamNC



Improve Communications and the Customer Experience



Improve Call Center contacts between ACCESS customers and staff.



Improve the Trip Reminder and Notification System to improve customer satisfaction, reduce same day and late cancellations and No-Shows, and improve on-time performance.



Encourage more riders to **use the self-service trip tools**.



Improve clarity, readability, and methods of communicating with riders and human service agencies.



919.560.4366

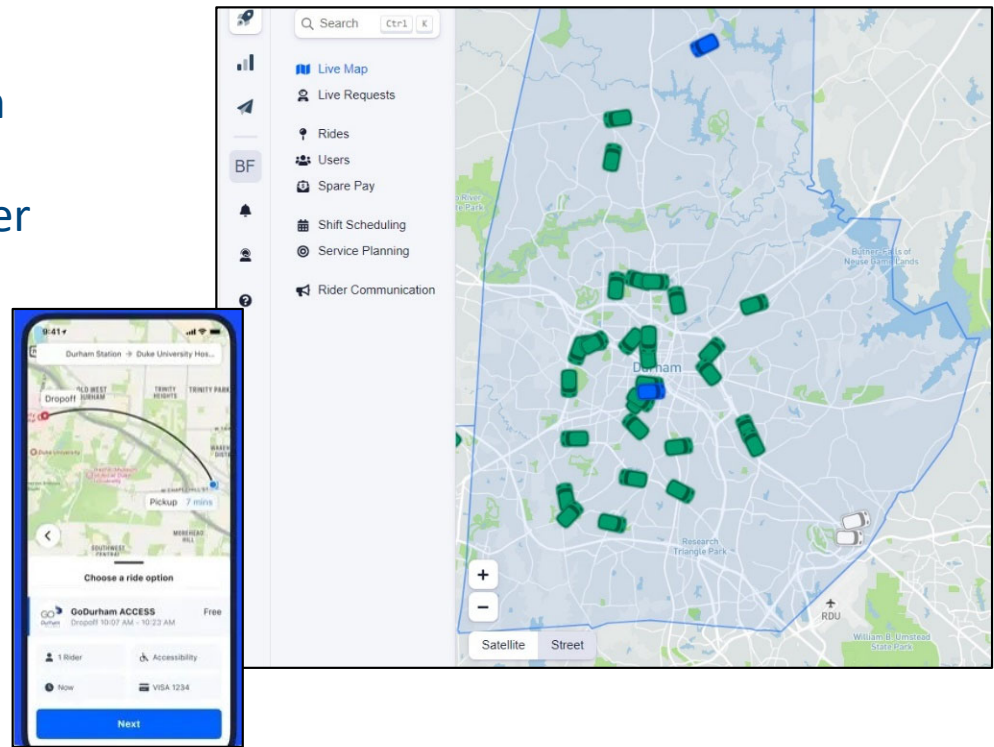
DurhamNC.gov

Follow Us @CityofDurhamNC



Customer Experience Improvements

- New Reservations/Scheduling Platform
- Online Eligibility Applications
- Electronically Management of Customer Eligibility
- Trip Reminders / Notifications
- Improved Policies & Procedures for Handling Customer Calls
- Tracking Customer Satisfaction



919.560.4366

DurhamNC.gov

Follow Us @CityofDurhamNC



Consolidated Service Delivery Model

- Scheduling/Reservations Platform
- Co-mingle Trip Requests of Different Funding Programs
- Trips can be Dispatched Across Multiple Service Providers

Service Goals



Prioritize fixed route service options



Optimize the customer's trip experience



Minimize the overall trip cost



Maximize the overall trip productivity



Provide excellent customer service



919.560.4366

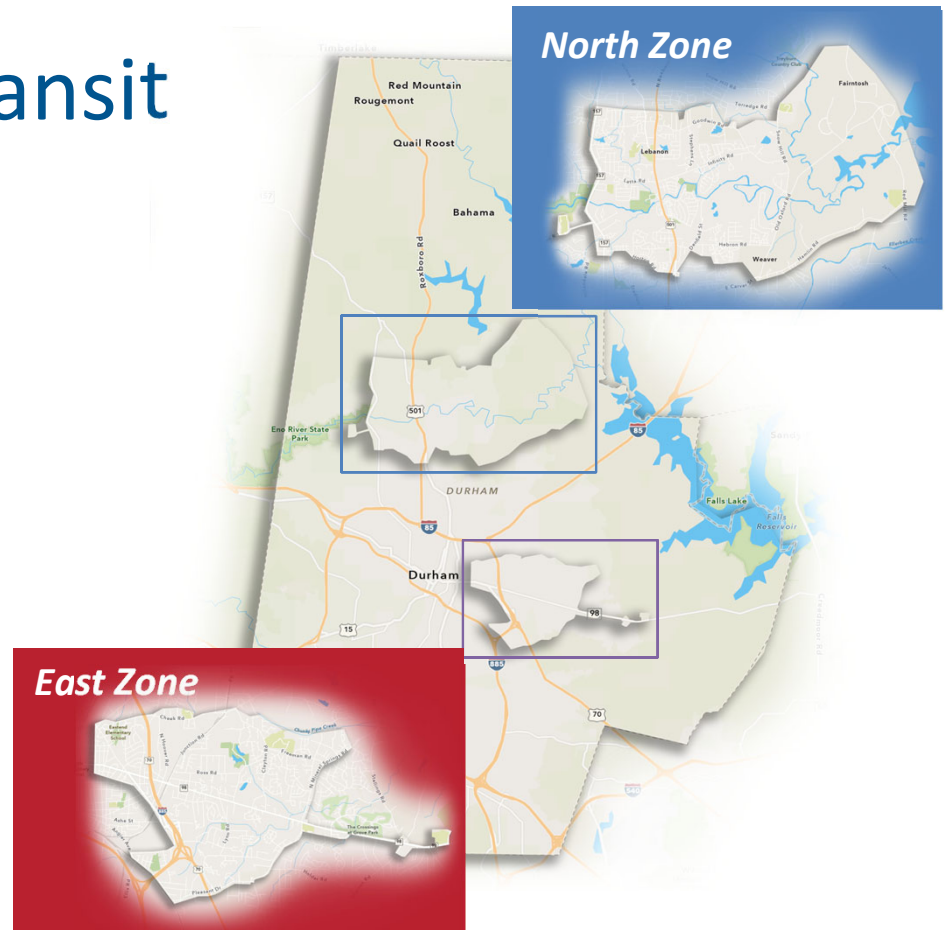
DurhamNC.gov

Follow Us @CityofDurhamNC



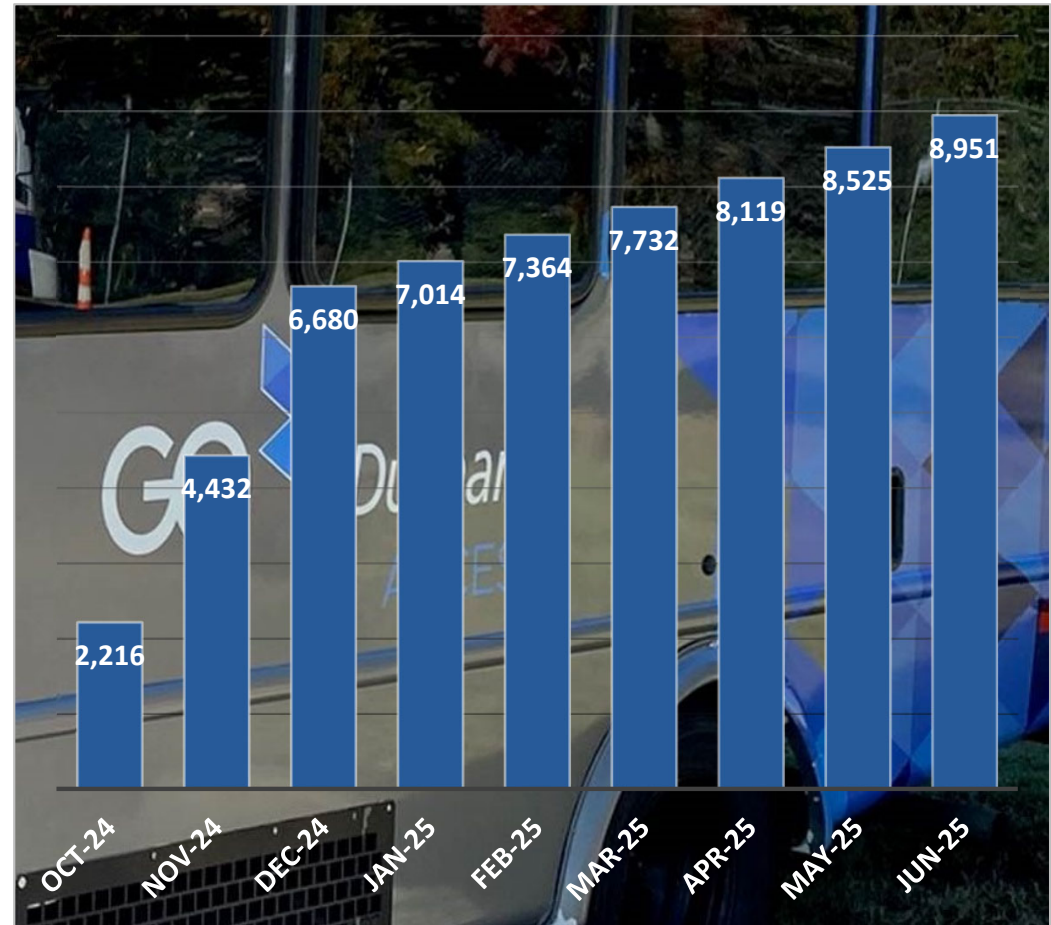
Durham Connect Microtransit

- Funded by the Durham County Transit Plan
- Previously sponsored by GoTriangle
- GoDurham to resume service in October
- Maintain North and East service zones



Microtransit Demand Forecast

- Fare Free through June 30, 2025
- Estimate Over 61K Trips in FY 2025
- Cost per Revenue Hour Model
- \$705K Budget in FY 2025 Durham County Transit Work Plan



Flexibility to Schedule Other On-Demand Trips

- The Consolidated Service Delivery Model can also be used to serve other specific on-demand trips.

Durham County Education and Employment Access

- Project funded by the Durham County Transit Plan to provide transit access to educational or employment opportunities identified by Durham County not served by fixed route transit
- On-demand service to the Museum of Life and Science for Ignite members receiving free or discounted memberships
- Currently coordinating with the Museum for planning and outreach



919.560.4366

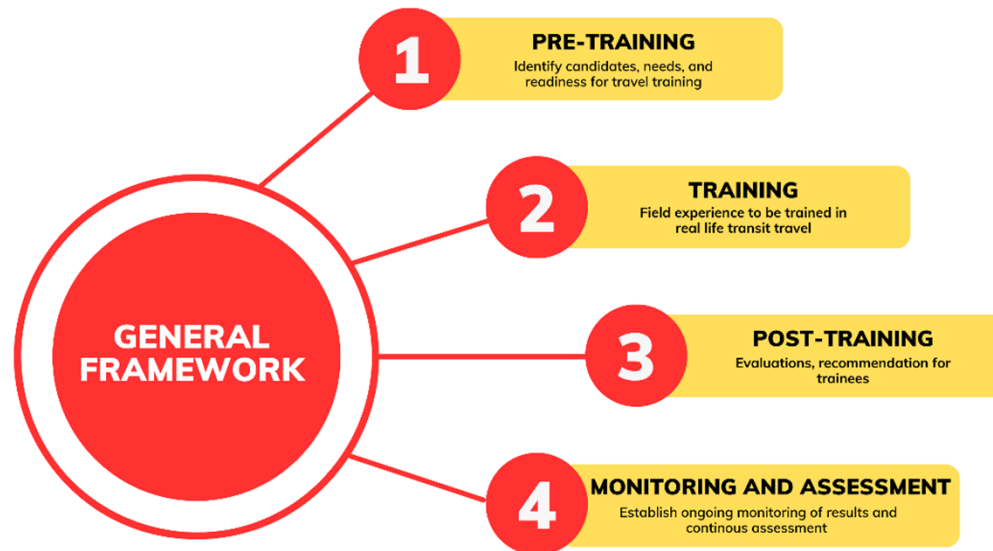
DurhamNC.gov

Follow Us @CityofDurhamNC



Travel Training / Mobility Management

Assists riders with learning how to use transit independently



919.560.4366

DurhamNC.gov

Follow Us @CityofDurhamNC



Travel Training – Training Format Types



One-on-One



Group field



Classroom



Source: Benesch; group travel training sessions conducted for PSTA (2023).



919.560.4366

DurhamNC.gov

Follow Us @CityofDurhamNC



Implementation Actions & Timeline

Action	Timeframe
Implement New Scheduling / Reservations Platform for GoDurham ACCESS	Complete
Improve Communications & the Customer Experience	Ongoing
New Microtransit Program	October 2024
Transit Advisory Committee	FY 2025
Procuring a New Management, Operations, and Maintenance Contract for GoDurham ACCESS	FY 2025 (New contract begins September 1, 2025)
Expanding Third Party Operators	FY 2026
Travel Training & Mobility Management Program(s)	FY 2026



919.560.4366

DurhamNC.gov

Follow Us @CityofDurhamNC



QUESTIONS?



CITY OF
DURHAM



DURHAM
COUNTY



Durham
Access

919.560.4366

DurhamNC.gov

Follow Us @CityofDurhamNC

