



Durham
Access

Paratransit Improvement Services Study

September 2024

Presentation Overview

- GoDurham ACCESS Program
- Study Background
- Communications and Customer Experience Improvements
- Consolidated Service Delivery Model
- Durham Connect Microtransit Service
- Travel Training / Mobility Management



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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)

GoDurham ACCESS

- Coordinated Demand Response Transit System
- ADA Paratransit Service
- County Demand Response Service
- 600 Average Daily 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



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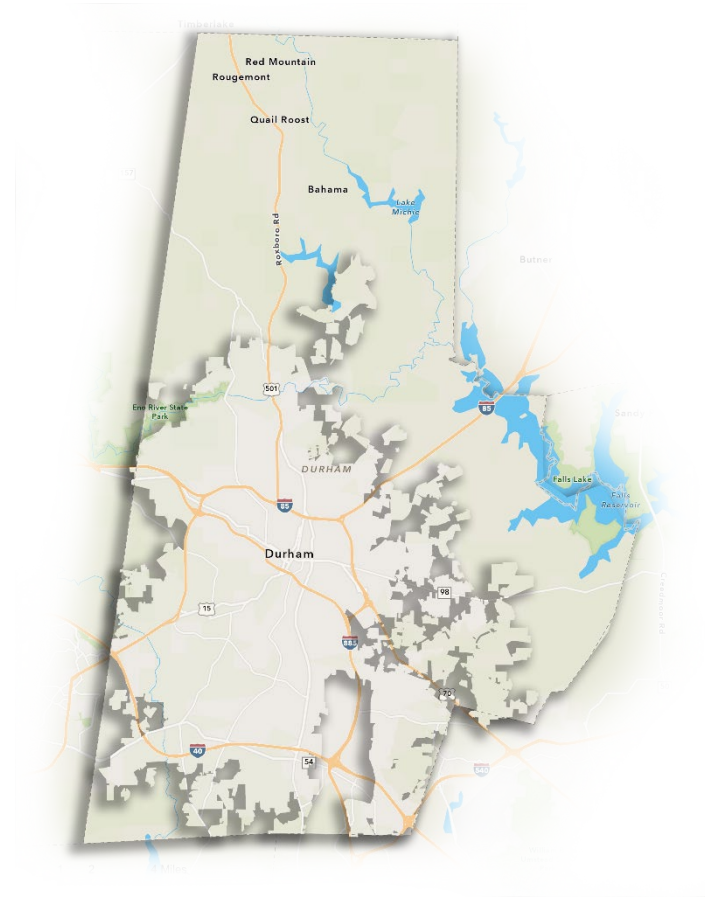


Study Background

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



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.



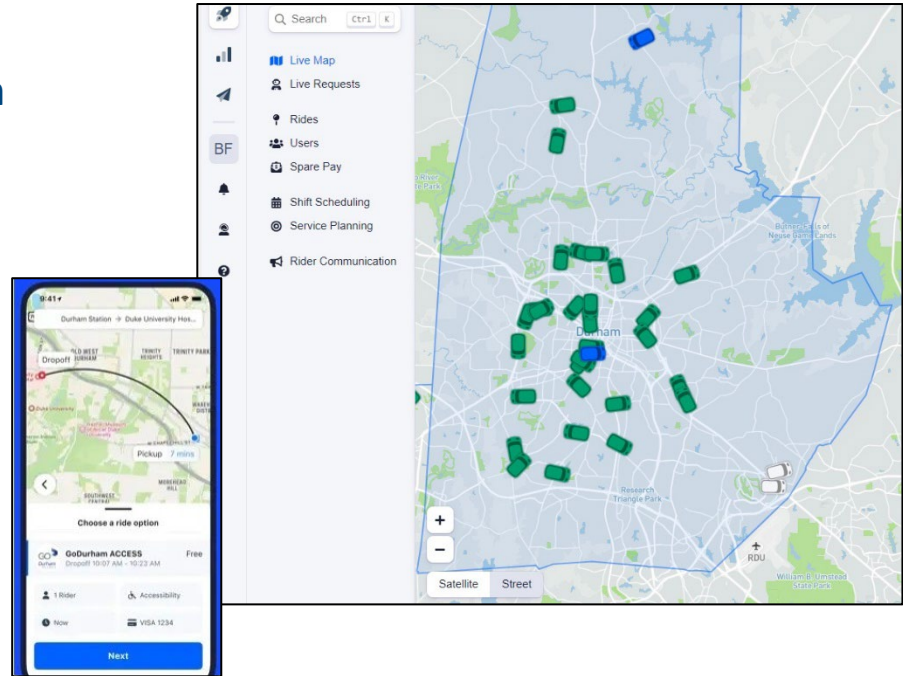
Encourage more riders to **use the self-service trip tools**.



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

Customer Experience Improvements

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



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



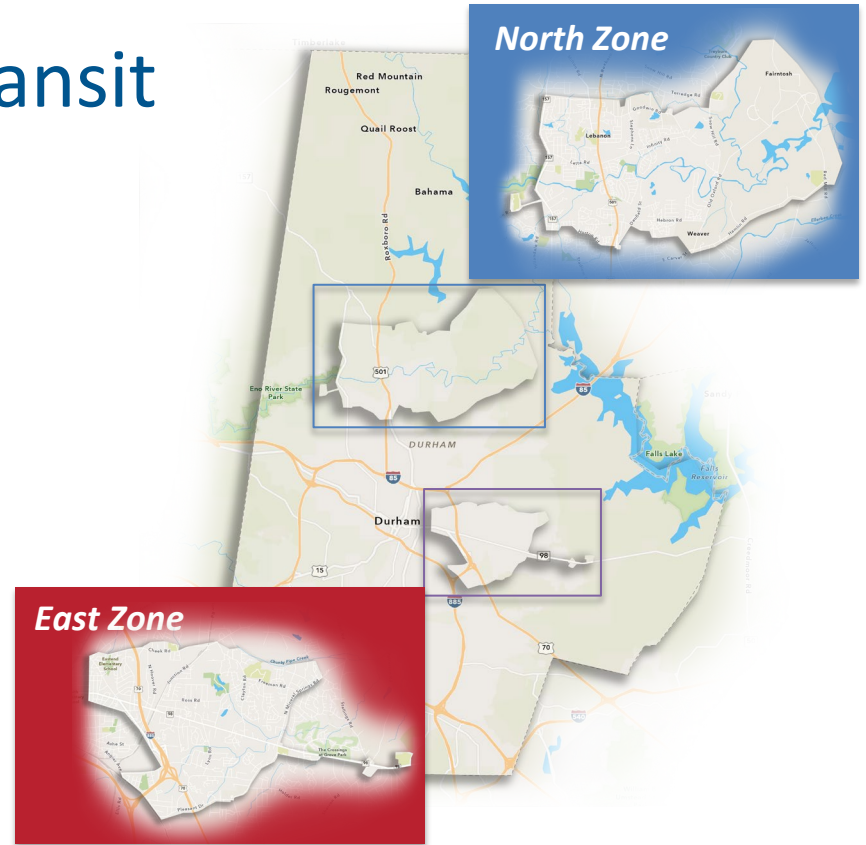
Maximize the overall trip productivity



Provide excellent customer service

Durham Connect Microtransit

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



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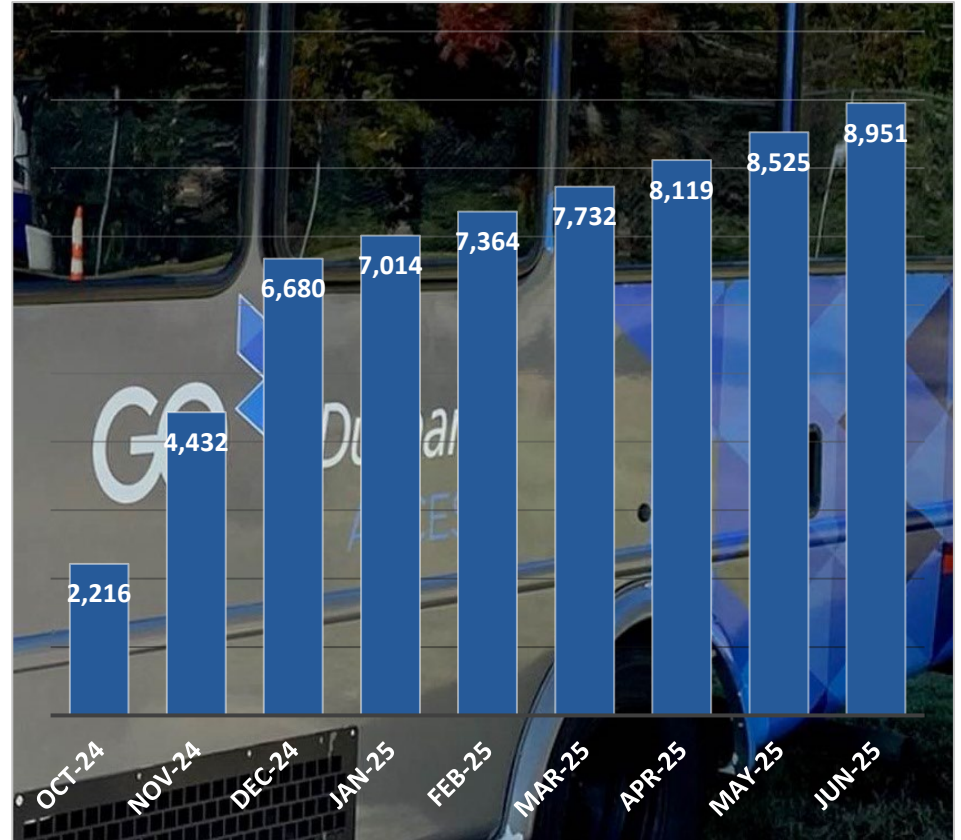
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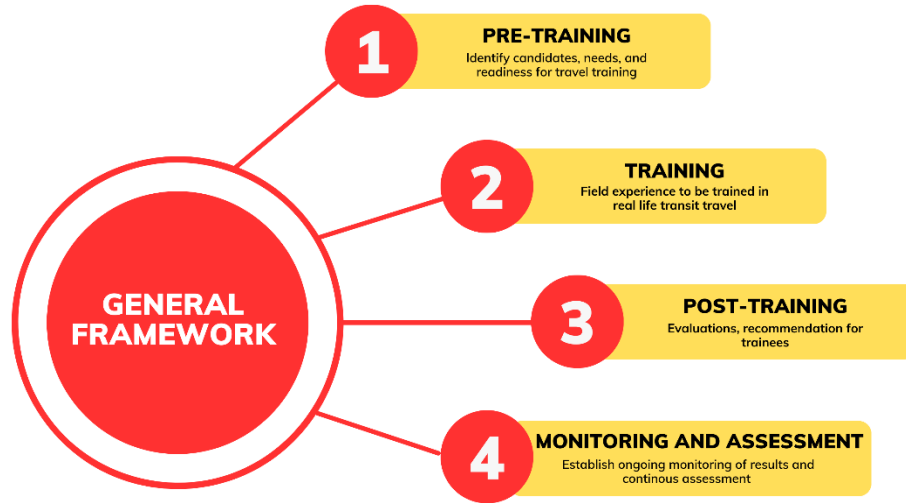
Microtransit Demand Forecast

- 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



Travel Training / Mobility Management

Assists riders with learning how to use transit independently



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Travel Training – Training Format Types



One-on-One



Group field



Classroom



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

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



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QUESTIONS?



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