



**SMART**

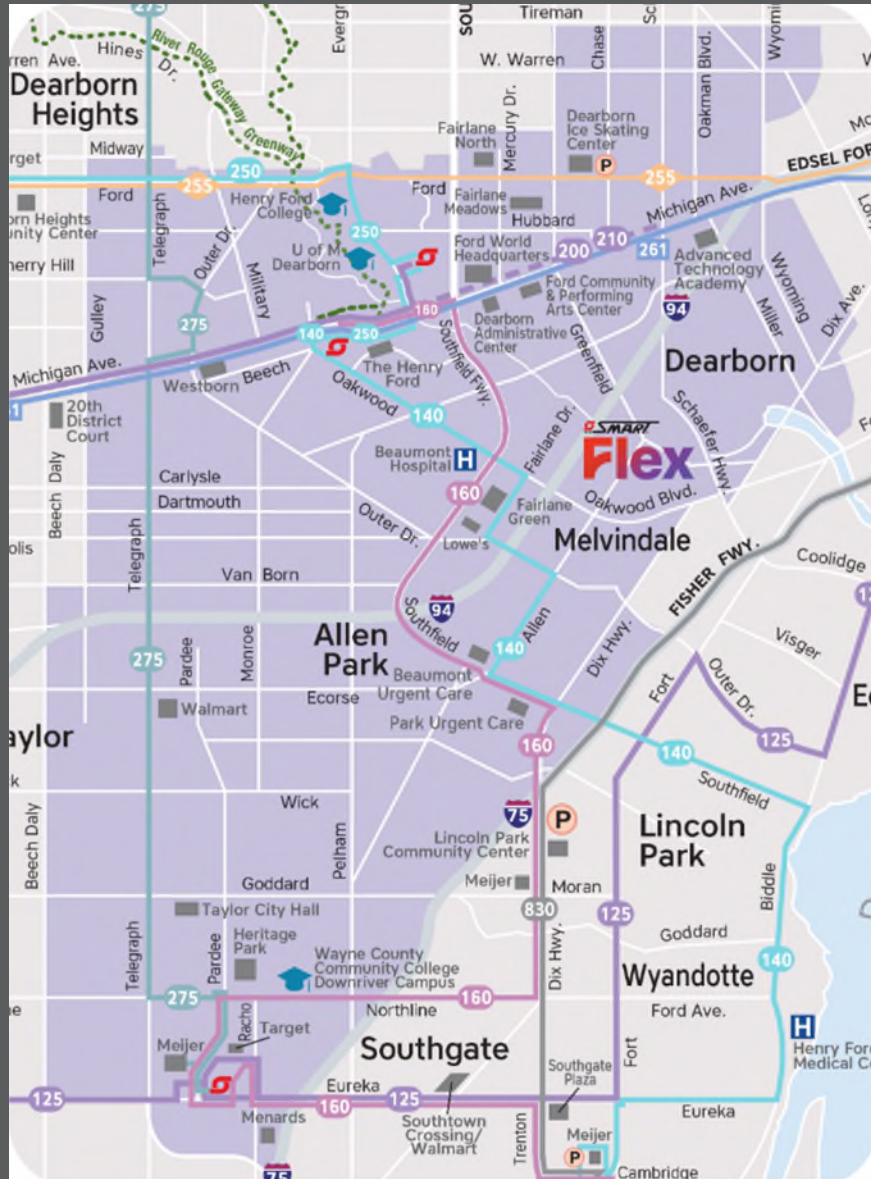
**Flex**

# Building Flex

- As part of the Fixed Route COA SMART conducted in 2019, a key recommendation was to integrate microtransit service.
- Through a microtransit simulation, 3 pilot zones were identified: Dearborn, Hall Rd and Troy areas.
- The pilot was launched March 2021.
- In August 2021 the Pontiac/Auburn Hills zone became a permanent part of the pilot.
- In April 2022 the Farmington/Farmington Hills zone which had started as a Dial-A-Ride program became the latest addition to the pilot

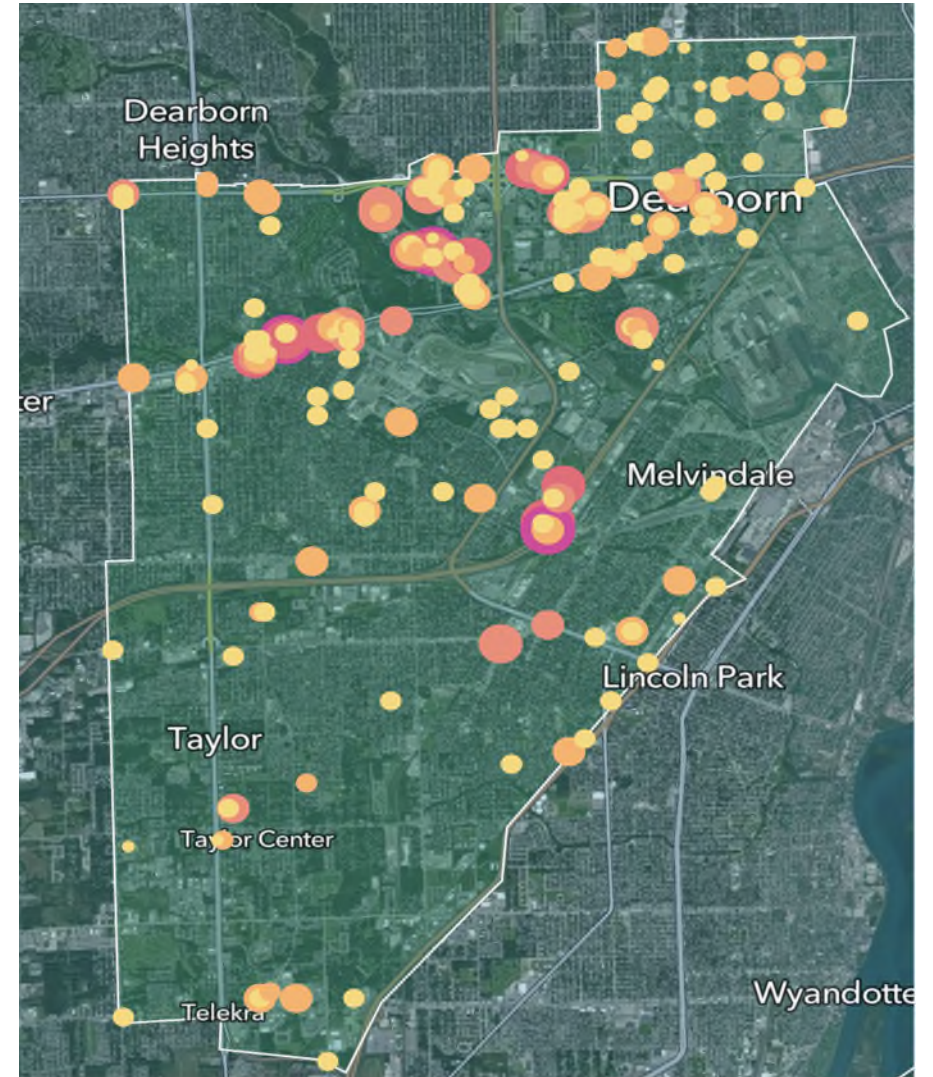


# Dearborn Zone



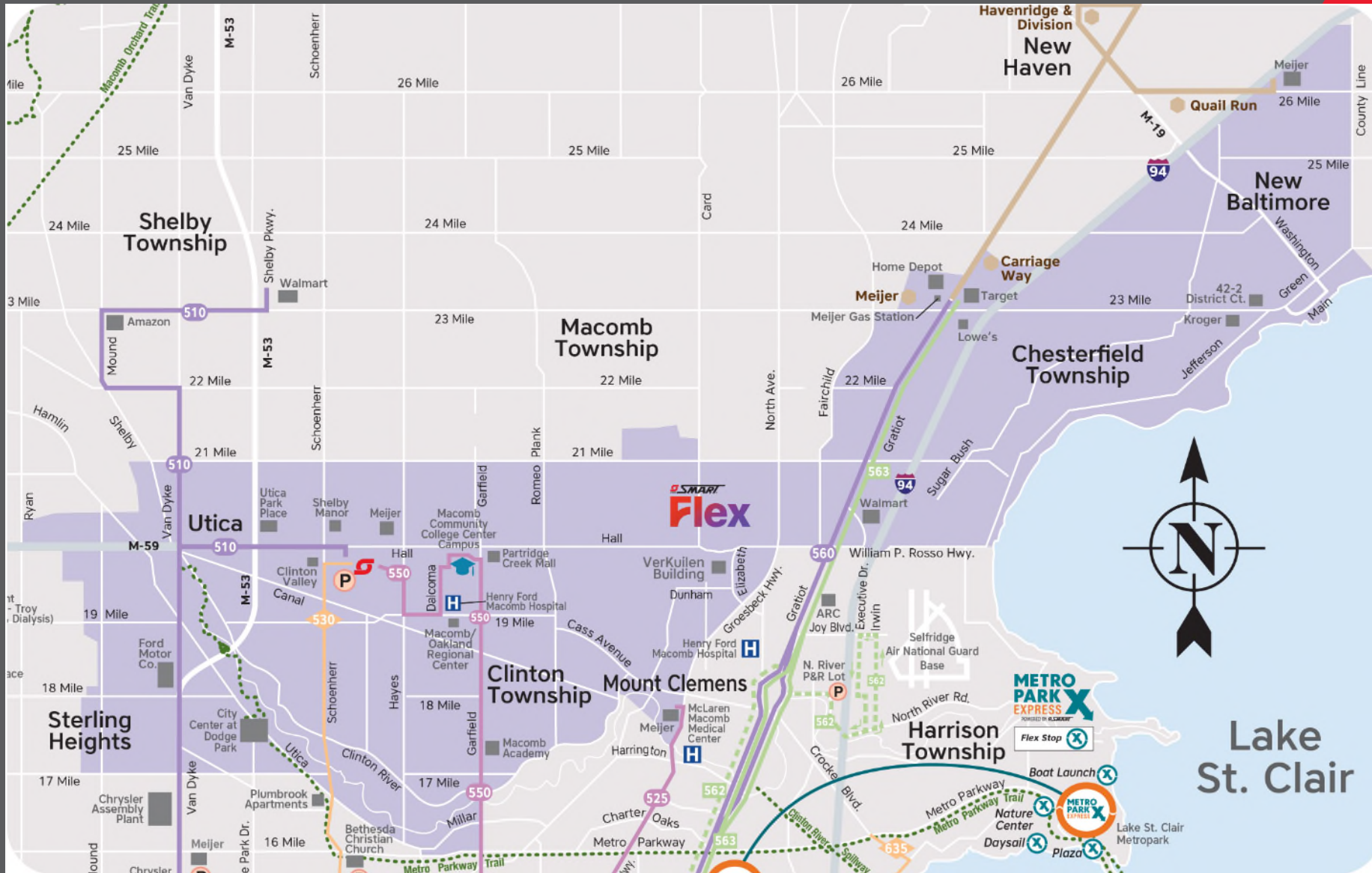
# Dearborn

<b>Demographic Makeup</b>	54.5 mile <sup>2</sup> zone
	Population: ~224,900 (2020 Census)
	Households car free: 6%
	Poverty Level: ~20%
	% of people living with a disability: ~14%
<b>Top Destinations</b>	Union at Dearborn - Student Apartments
	The Samar Taha Group / Zeal Credit Union
	Hampton Square Apartments / Southpoint Church - Allen Park Campus





# Hall Road Zone



# Hall Road

## Demographic Makeup

59.9 mile<sup>2</sup> zone

Population: ~180,000 (2020 Census)

Households car free: ~6%

Poverty Level: ~7%

% of people living with a disability: ~13%

## Top Destinations

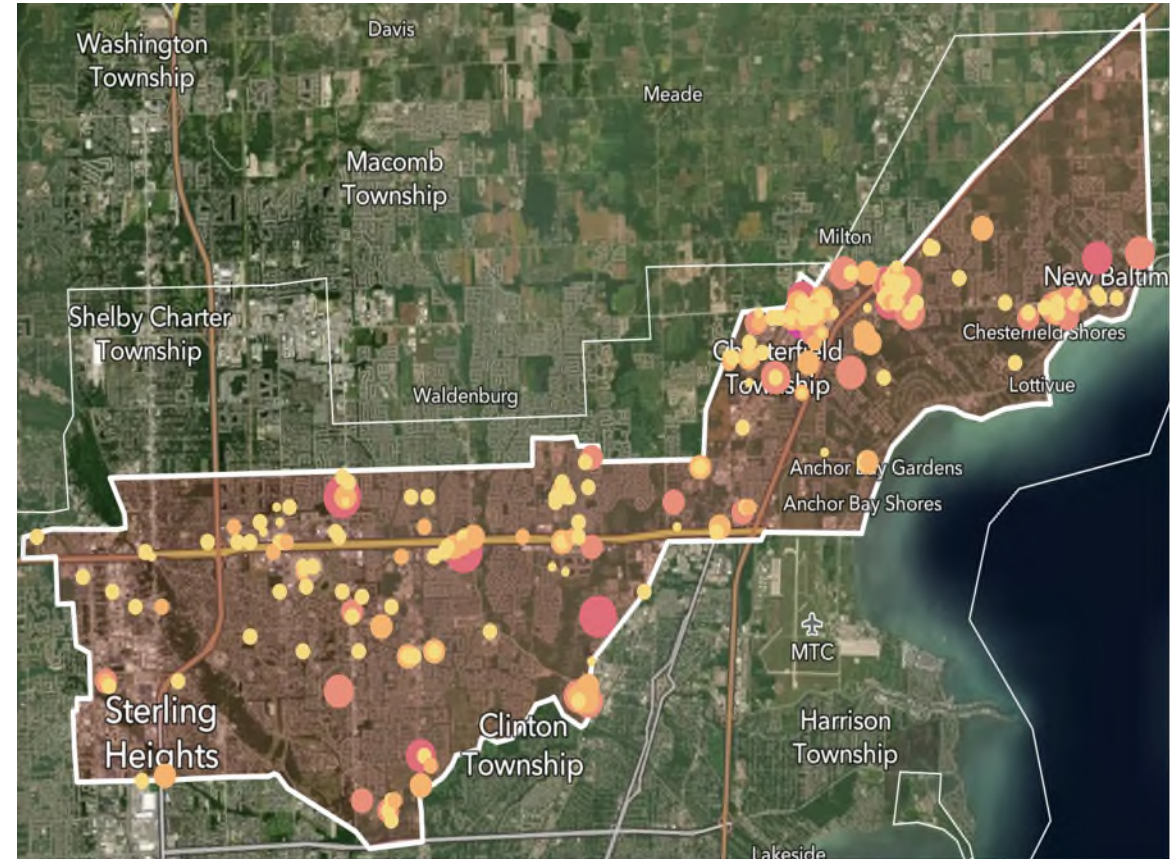
Chesterfield Crossing Shopping Center

Aspen Creek Apartments

Lakeside Park (Apartment complex)

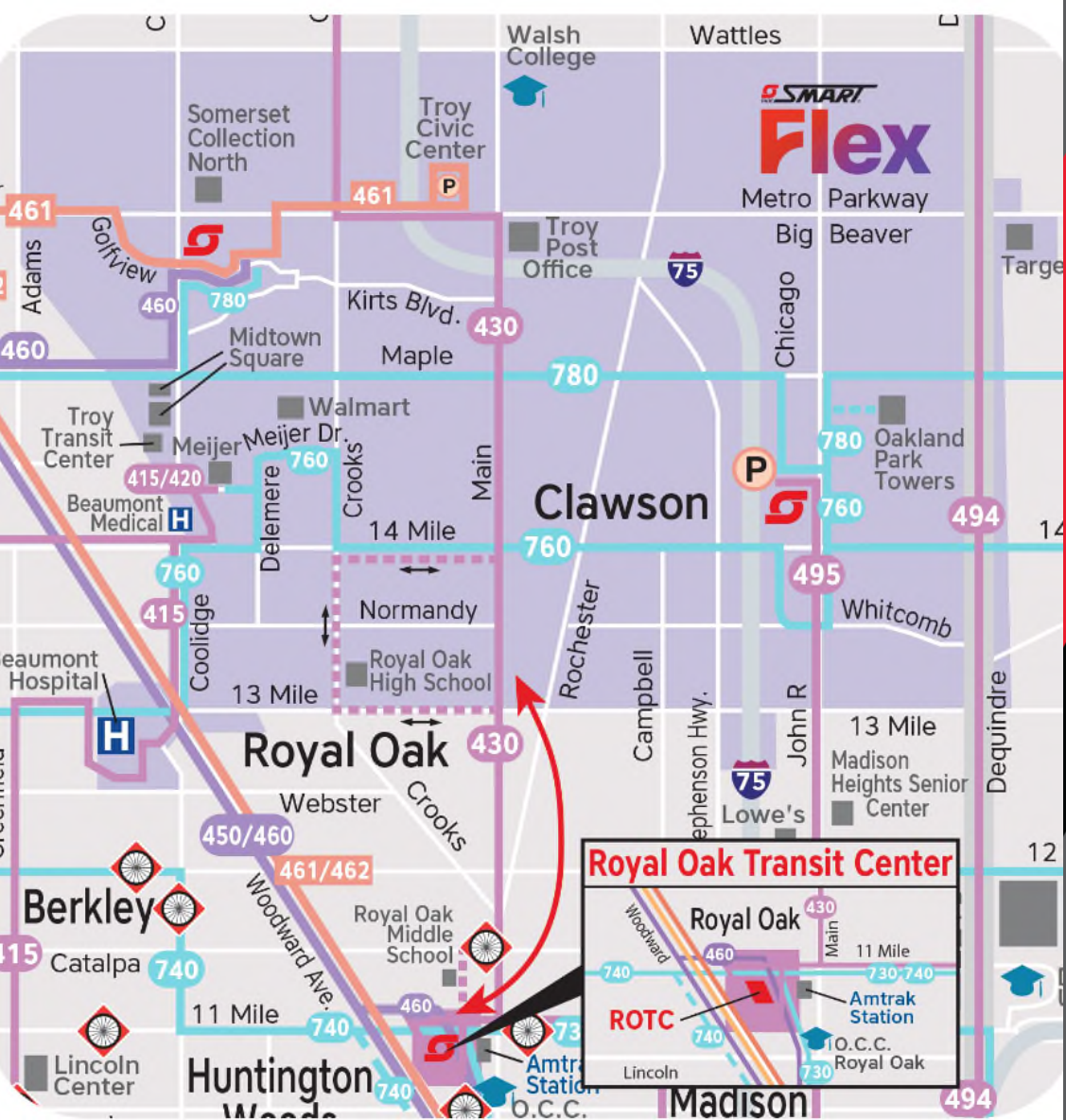
Houses complex on Mark Dr

Walmart





# Troy & Clawson Zone



# Troy & Clawson

## Demographic Makeup

23.5 mile<sup>2</sup> zone

Population: ~76,200 (2020 Census)

Households car free: 7%

Poverty Level: ~8%

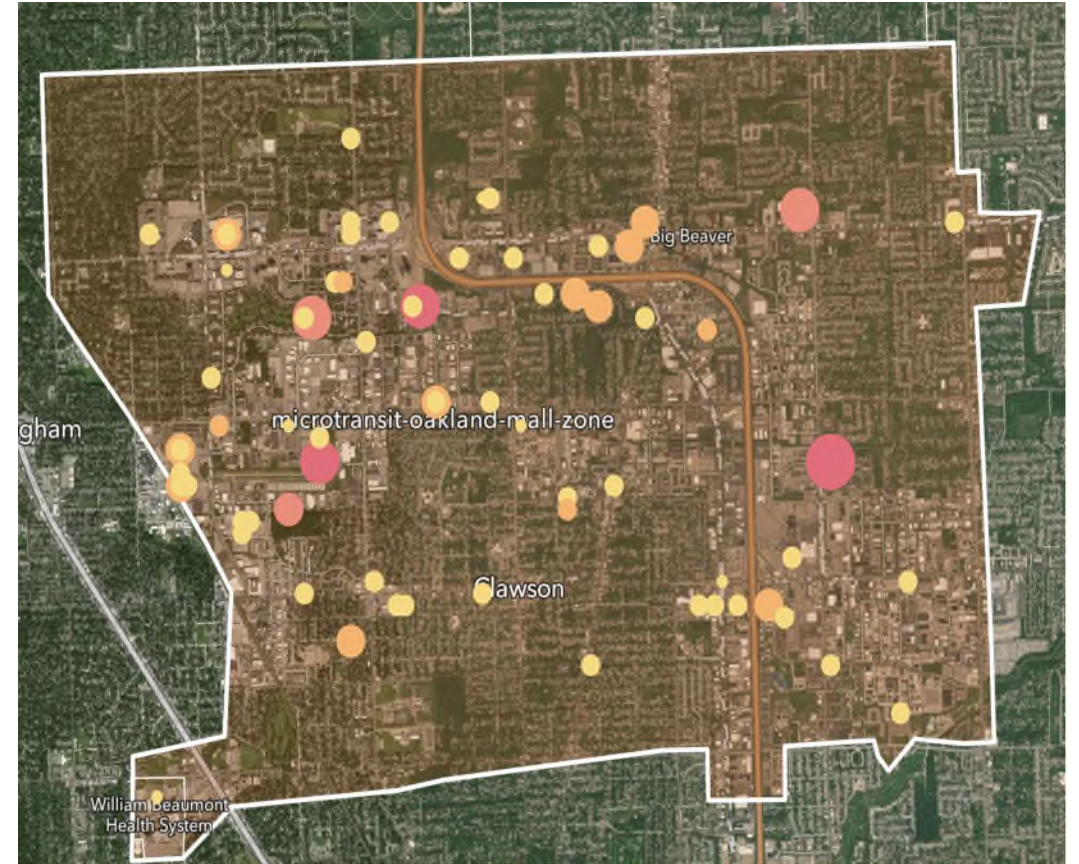
% of people living with a disability: ~9%

## Top Destinations

Oakland Park Towers II Apartments /  
920 On the Park

DirectRX Pharmacy / Woodcrest Office Park /  
Charters, Tyler, Zach & Shearer, P.C. / Smile  
Partners USA

Walmart





# Pontiac & Auburn Hills Zone



# Pontiac & Auburn Hills

## Demographic Makeup

40.9 mile<sup>2</sup> zone

Population: ~91,300 (2020 Census)

Households car free: 14%

Poverty Level: ~23%

% of people living with a disability: ~18%

## Top Destinations

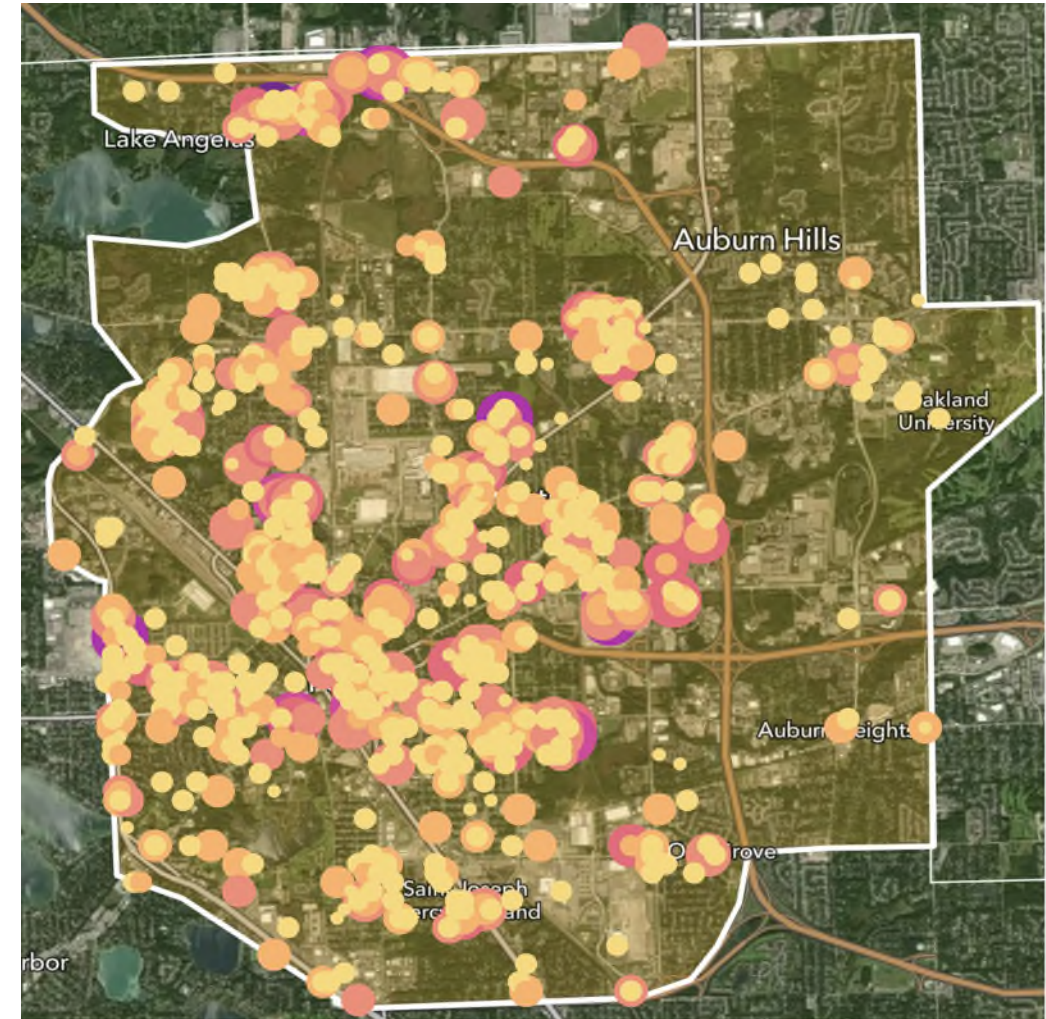
Great Lakes Crossing Outlets

Amazon

Pontiac High School

Auburn Mile Shopping Center

Oakland Pointe Shopping Center





# Farmington/Farmington Hills Zone



# Farmington & Farmington Hills

## Demographic Makeup

36.4 mile<sup>2</sup> zone

Population: ~96,500 (2020 Census)

Households car free: 7%

Poverty Level: ~7%

% of people living with a disability: ~12%

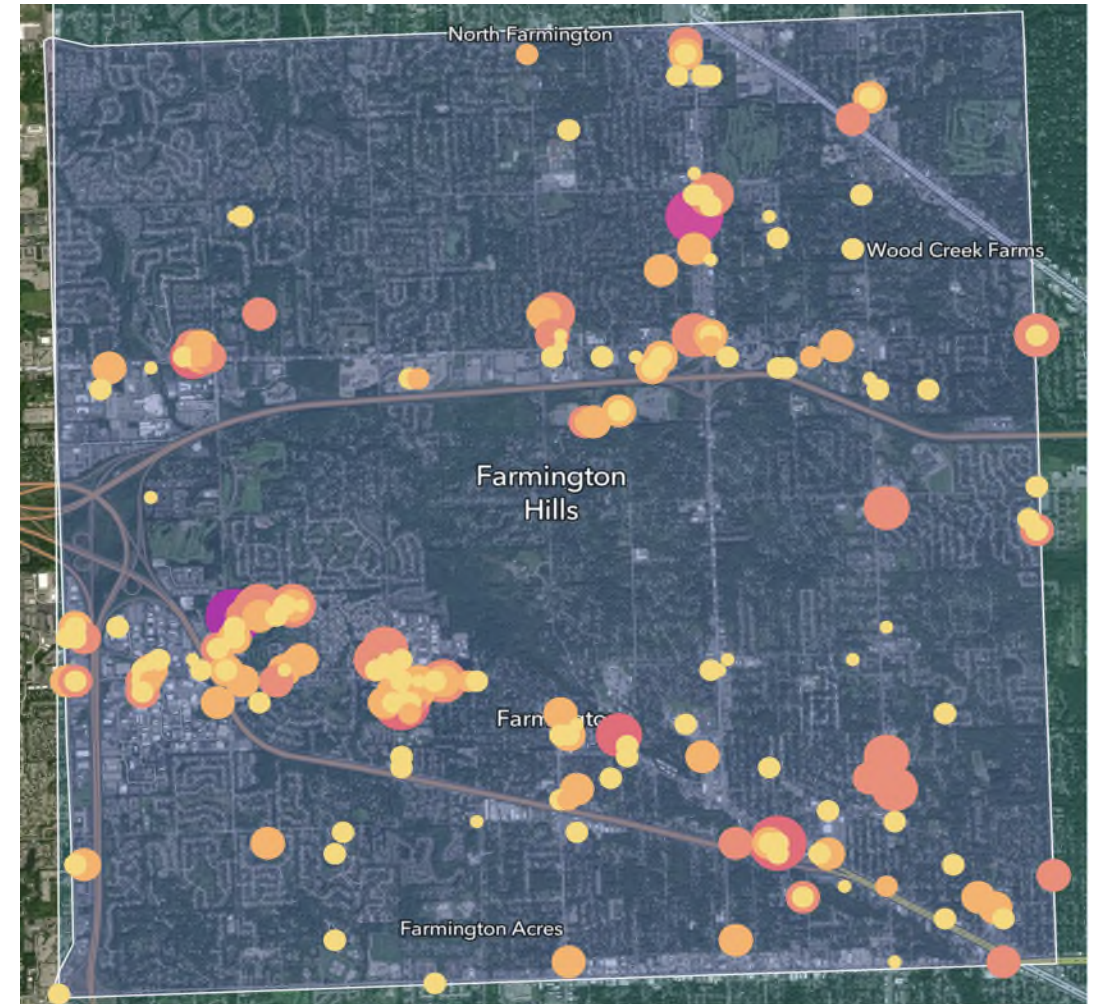
## Top Destinations

Independence Green Apartments

Beaumont Urgent Care – Farmington Hills North /  
ABC Warehouse

Shiva-Baalaalayam at Sri Bhaktha Hanuman Temple

Drakeshire Apartments





# Measures of Success

- The KPI's for Success
  - Ridership
  - Utilization
  - Response Time
  - Rider Satisfaction

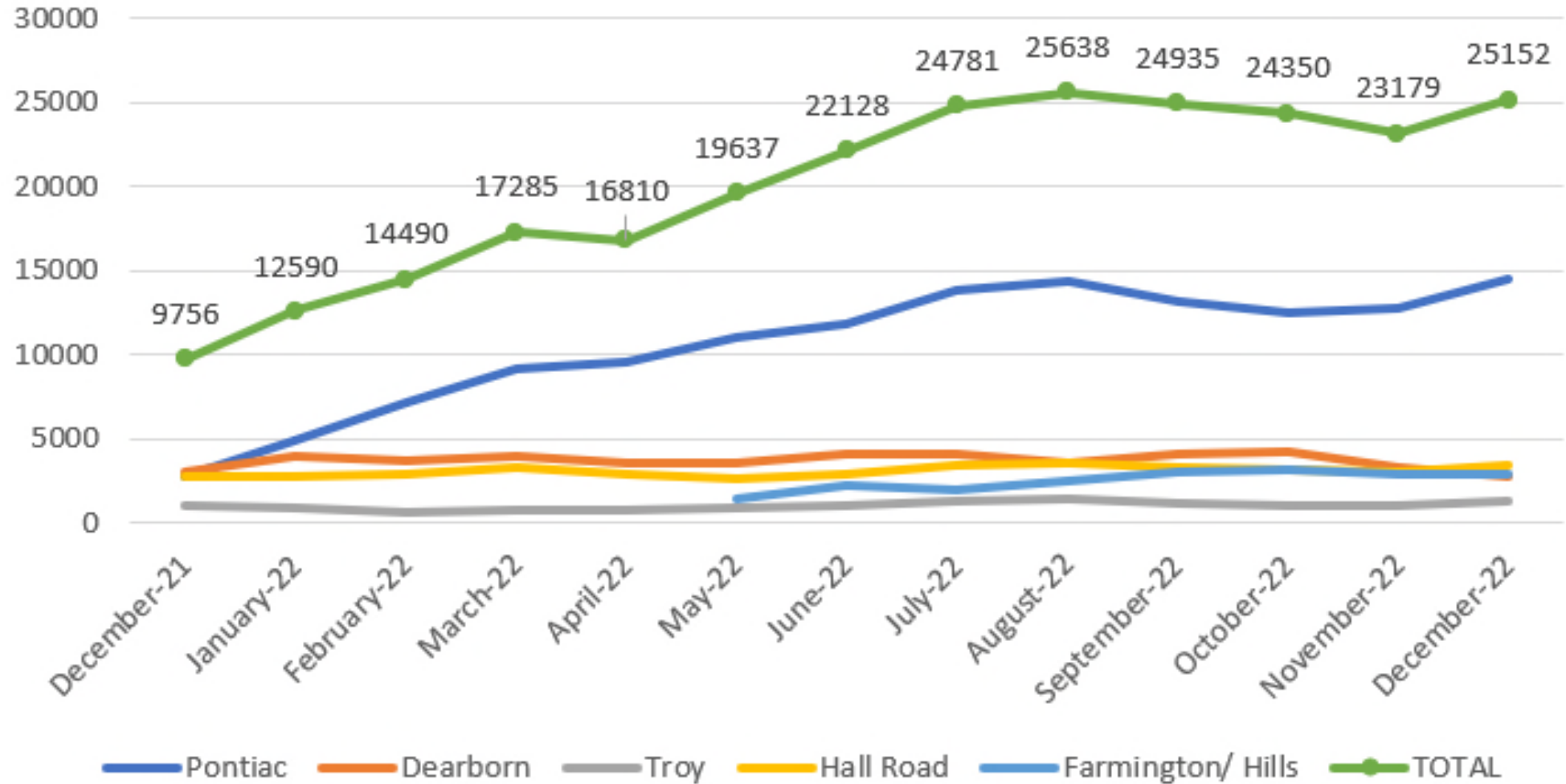


# Ridership

- Ridership has steadily increased with only a few months of decline.
- Current ridership is averaging over 24,000 rides per month.



# Ridership

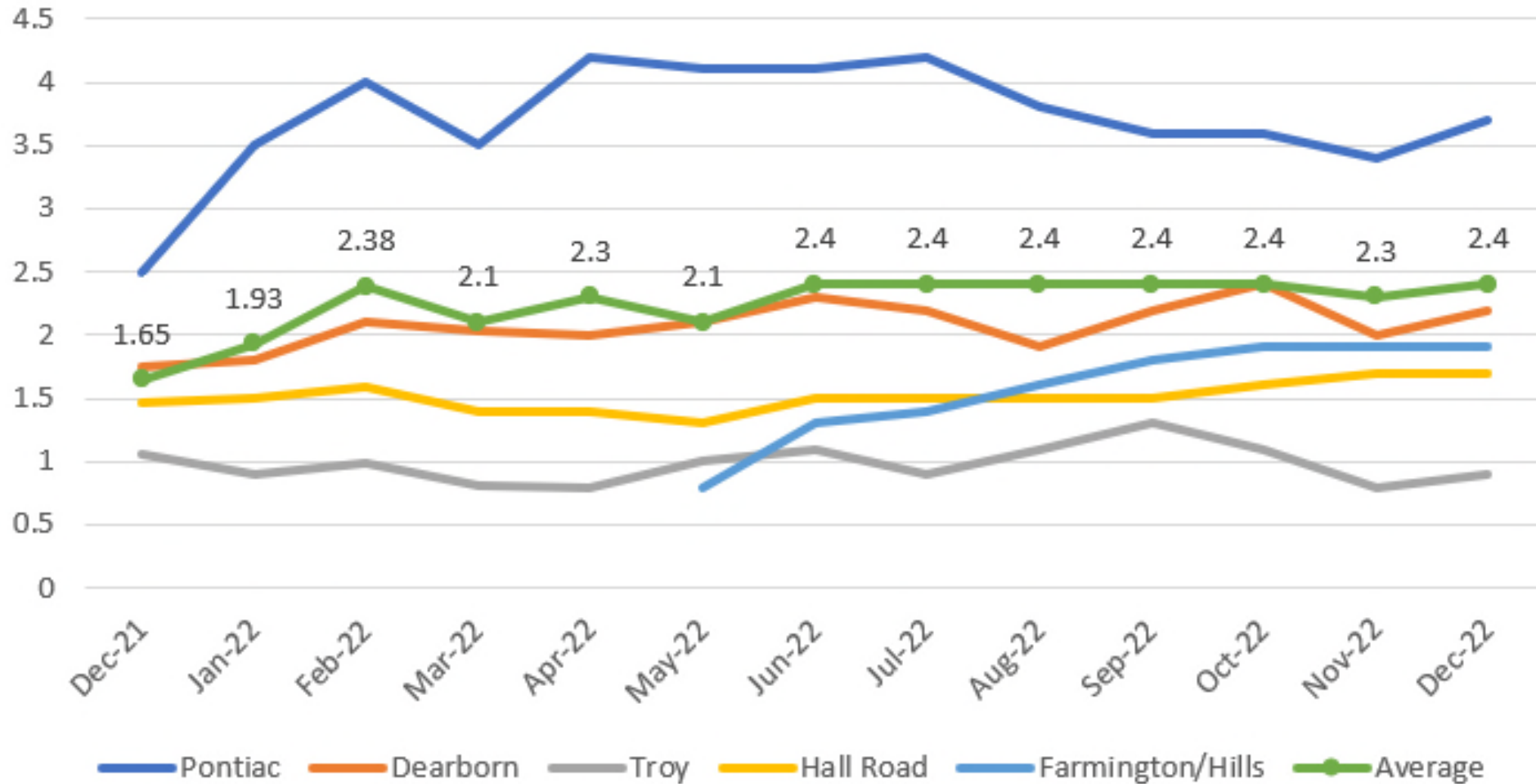


# Utilization

- SMART has exceeded the rides per revenue hour goal of 2.0 rides
- Consistency at 2.4 rides per revenue hour.



# Utilization

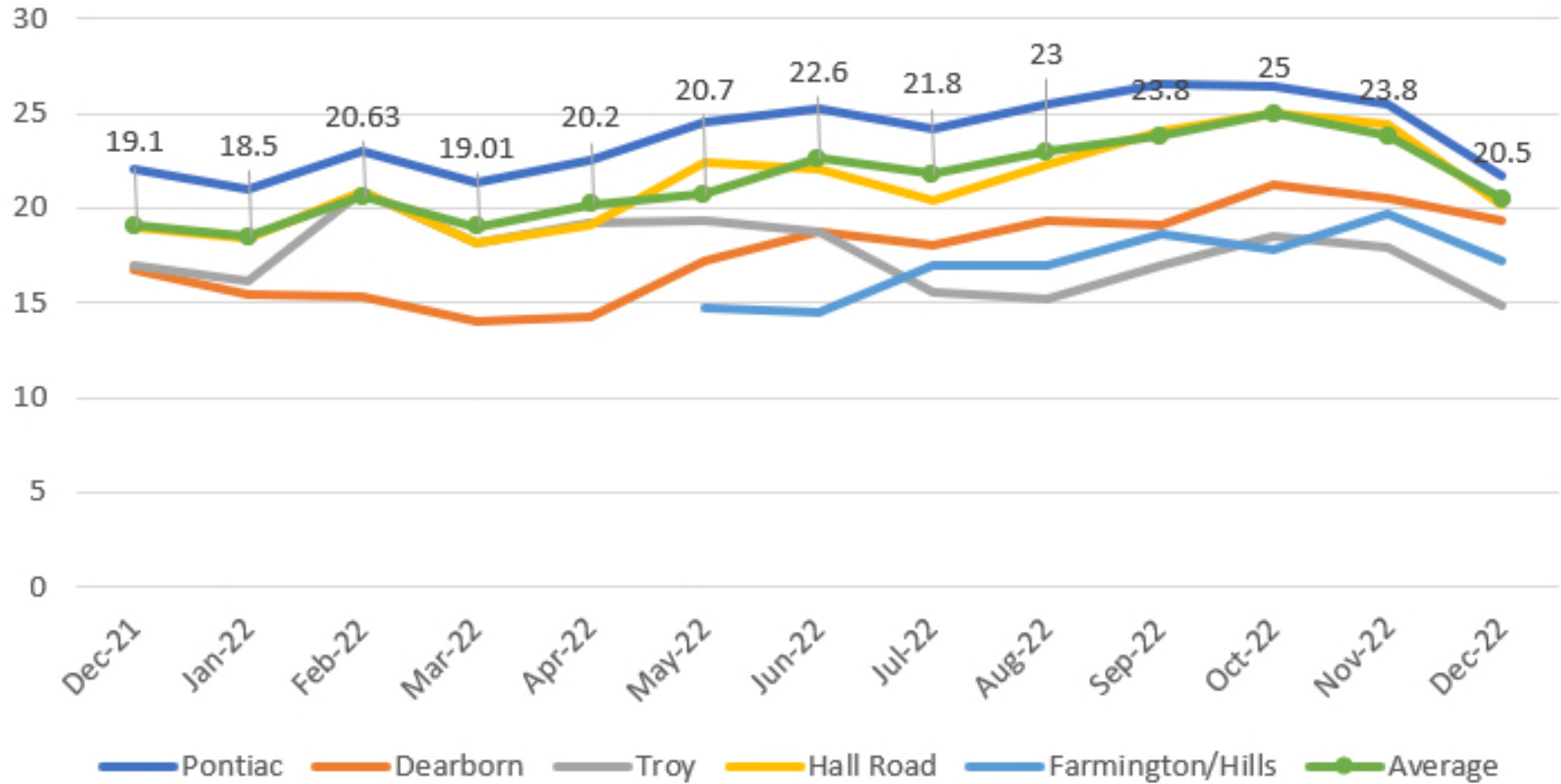


# Response Time

- As ridership continues to grow, the response time has increased.
- Response time goal has been adjusted to 15-30 minutes.



# Response Time

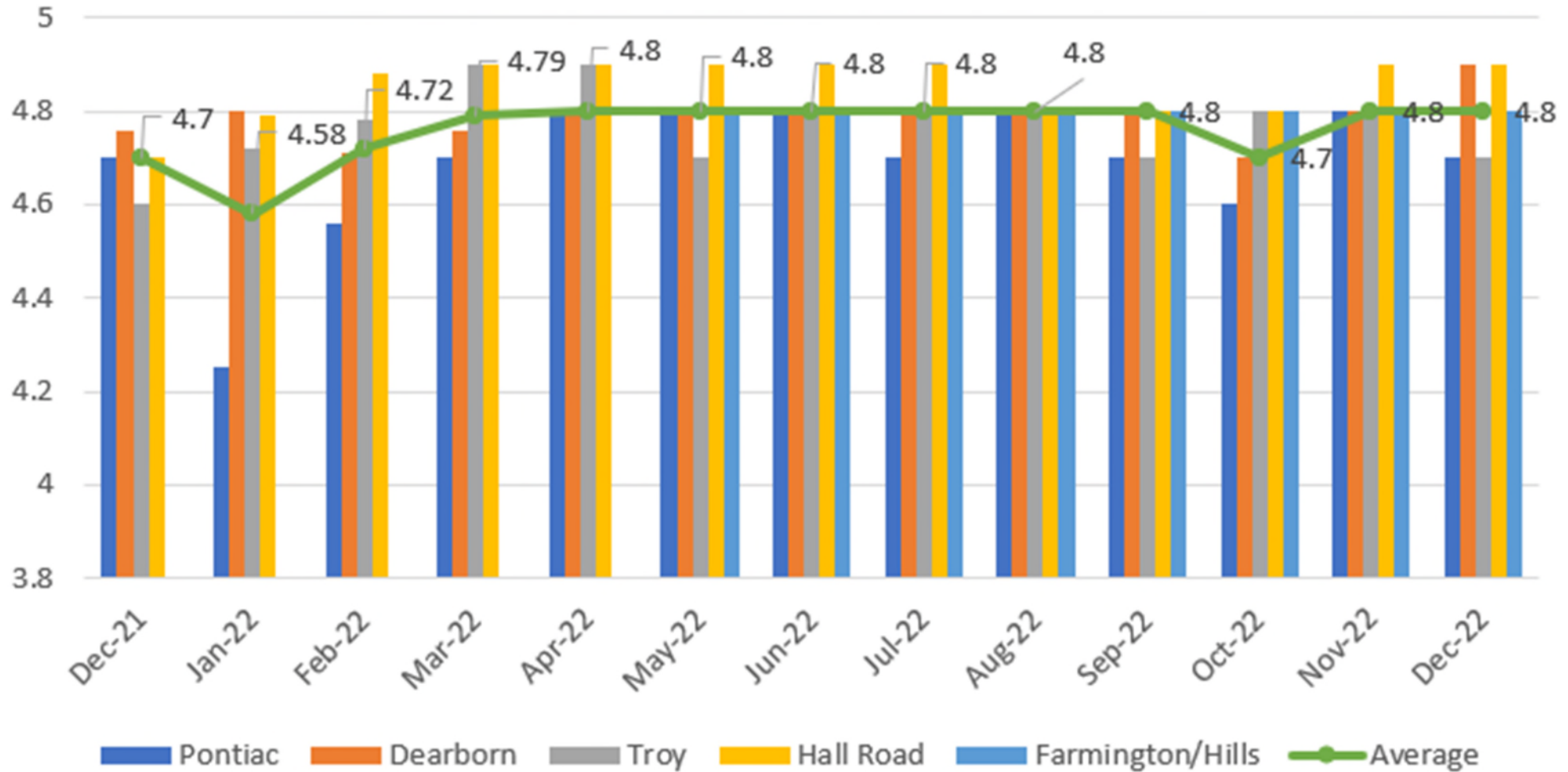


# Rider Satisfaction

- Rider satisfaction has remained high with monthly ride ratings consistently at 4.8 out of 5.0.



# Rider Satisfaction



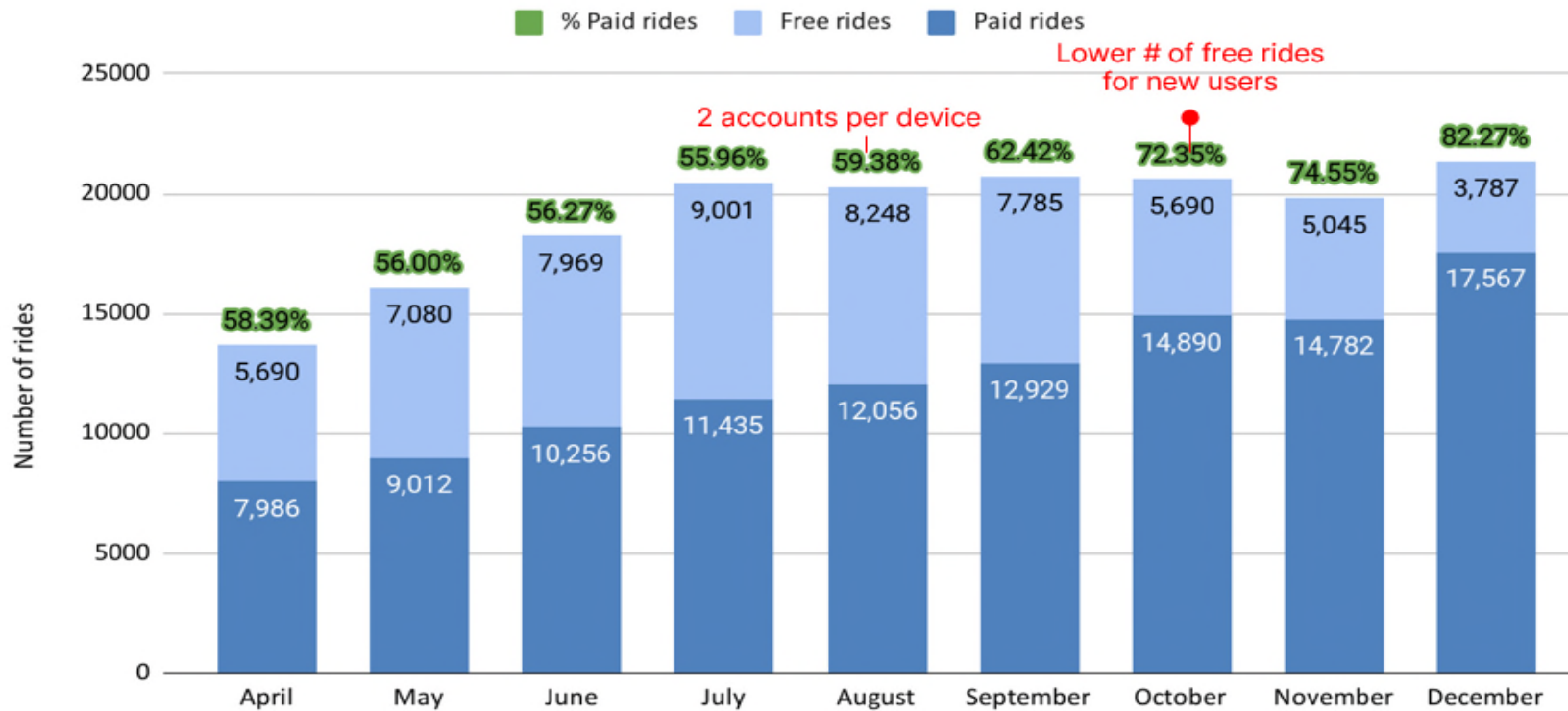
# Lessons Learned

- Cost of service
- Vehicle type
- Ridership destinations
- Hours and days of service
- Multi-modal service
- Customer experience
- Community Involvement



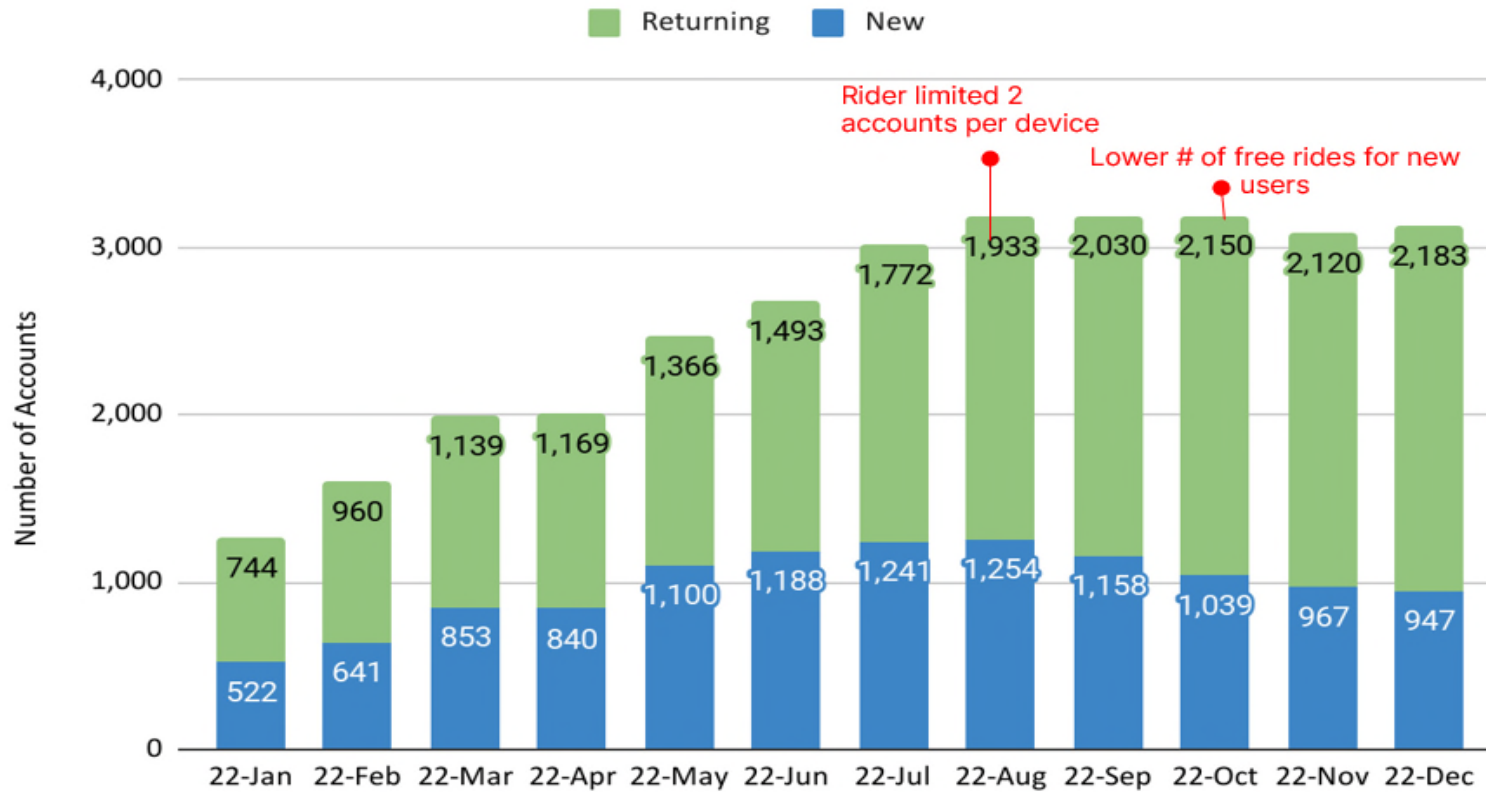
# Paid Rides vs Free Rides

The percentage of paid rides per month is continuing to grow



# Returning VS. New Riders

The percentage of returning riders is increasing month over month



Via. Proprietary & Confidential.





# Contact Information

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