



Coordinated Public Transit Human Services Transportation Plan for Delaware

November 2024

**MOBILITY
IN MOTION** 2024



DART
Moving Forward

Delaware Transit Corporation

ACKNOWLEDGMENTS

Nichole Majeski, Secretary of Transportation

John T. Sisson, Chief Executive Officer

DTC Project Team

Mike Neal, Deputy Chief Operating Officer

Lindsay Kelly, Fleet and Contract Operations Director

Crystal Alexander-Wilson, Contract Operations Manager

Catherine Smith, Planning Manager

Kathleen Grier, Program Manager, Delaware Commute Solutions

TABLE OF CONTENTS

- 1. INTRODUCTION AND BACKGROUND 1
- 2. OUTREACH AND PLANNING PROCESS 3
- 3. DEMOGRAPHIC ANALYSIS 9
- 4. INVENTORY OF TRANSPORTATION PROVIDERS 17
- 5. UNMET TRANSPORTATION NEEDS AND ISSUES 21
- 6. OBJECTIVES AND POTENTIAL STRATEGIES 25

LIST OF FIGURES

Figure 1: Public Survey Responses Overview 4

Figure 2: Response to Question 1 - What do you use to get around most of the time? 5

Figure 3: Response to Question 2 - How satisfied are you with the transportation options available to you? 5

Figure 4: Response to Question 3 - Which of the following challenges have you experienced while getting around locally? 6

Figure 5: Response to Question 4 - How do you find out about transportation services available? 6

Figure 6: Stakeholder Questionnaire Responses 8

Figure 7: Study Area 9

Figure 8: No-Vehicle Households 10

Figure 9: Senior Population 11

Figure 10: Individuals with Disabilities 12

Figure 11: Low Income Populations 13

Figure 12: Population Density 14

Figure 13: Projected Population Change from 2020 to 2050 15

Figure 14: Types of DTC Trips 17

Figure 15: Existing 5310 Partner Locations 19

Figure 16: Inputs to Identify Regional Transportation Needs 21

LIST OF TABLES

Table 1: Disability Prevalence 12

Table 2: Population Change by County 14

Table 3: Projected Population Change from 2020 to 2050 15

Table 4: Projected Senior Population Change from 2020 to 2050 by County 16

Table 5: List of Potential Strategies by Implementation Timeframe 31

APPENDICES

Appendix A: Communication Toolkit 32

Appendix B: List of Outreach Events 33

Appendix C: Inventory of Transportation Services (2024) 34

ABBREVIATIONS

ACS	American Community Survey
ADA	Americans with Disabilities Act
CDL	Commercial Driver's License
DelDOT	Delaware Department of Transportation
DPC	Delaware Population Consortium
DTC	Delaware Transit Corporation
EDTAC	Elderly and Disabled Transit Advisory Committee
FTA	Federal Transit Administration
SCAT	Senior Citizen Affordable Taxi
SEPTA	Southeastern Pennsylvania Transportation Authority

1. INTRODUCTION & BACKGROUND

INTRODUCTION

The intent of the Delaware Transit Corporation's (DTC) Coordinated Public Transit Human Services Transportation Plan (Coordinated Plan) is to evaluate existing transportation providers and unmet transportation needs in local human service agency and public transportation services in Delaware. The Federal Transit Administration (FTA) provides funding to assist private nonprofit groups to provide transportation services for seniors, individuals with disabilities, and people with low incomes. This plan identifies the unmet transportation needs of these populations, provides opportunities and strategies for meeting those needs, and prioritizes transportation services for implementation. The efforts of the community to coordinate transportation for Delaware residents, especially the elderly and individuals with disabilities, are evaluated in the plan. This plan is intended for use by:

- Community advocates for improved access to transportation services for people with disabilities, elderly, and low income people
- Transportation businesses and services willing to work cooperatively to increase ridership and revenue
- Government and agencies wanting to grow or enhance community transportation services while managing efficient use of resources and supporting positive community qualities

BACKGROUND

The FTA provides funding for transportation services under the Infrastructure Investment and Jobs Act. One FTA grant program is the Enhanced Mobility of Seniors and Individuals with Disabilities Program, better known as Section 5310.

One of the requirements of the Section 5310 Program is that projects selected for funding must be “included in a locally developed, coordinated public transit-human services transportation plan.” FTA notes that a Coordinated Plan is an important tool for community transportation planning because it creates a systematic way for communities to improve collaboration and communication across human service organizations and transportation providers. A plan can improve access, efficiency, and effectiveness of community transportation systems. FTA requires that the Coordinated Plan be updated every four years.

What is Human Service Transportation?

Human services transportation includes a broad range of transportation services designed to meet the needs of transportation disadvantaged populations, **including older adults, people with disabilities, and/or individuals with lower incomes**. Individuals have different needs and abilities and may require different transportation services depending on their needs, the size of the community they live in, and the options available.

Human services transportation providers serve limited populations such as agency or institutional clients or schools. These organizations include public and private providers of transportation services, social service agencies, community health centers, and disability organizations, public health departments, behavioral or mental health centers, criminal justice programs, veterans' transportation programs, vocational rehabilitation programs, advocacy groups, faith-based communities, and more.

DTC, an operating division of the Delaware Department of Transportation (DelDOT), is the State of Delaware's designated recipient of Section 5310 funds. DTC administers Delaware's public transit and Section 5310 Program. DTC is responsible for the preparation of the Coordinated Plan and its subsequent updates. Delaware's initial plan was produced in 2007, and subsequently updated in 2017 and in 2020. Future projects funded through the Section 5310 Program will be derived from this updated Coordinated Plan.

This coordinated transportation planning effort was not limited to the Section 5310 Program. This plan takes a broader approach and includes information on existing public and paratransit transportation services offered in the region. The Coordinated Plan serves to improve transportation for seniors, individuals with disabilities, and people with low incomes. This plan provides recommended strategies for meeting these needs and prioritizes the strategies for implementation. This Coordinated Plan covers fiscal years 2025 – 2029.

SECTION 5310 PROGRAM

The program aims to improve mobility by removing barriers to transportation services and expanding transportation mobility options. In Delaware, DTC is the designated recipient of 5310 funds; it administers the program and conducts a competitive application process for sub-recipients. Coordination among 5310 partners offers several benefits, such as increased ridership, efficiencies, expanded service hours, and improved customer service. Other benefits could include:

- Lowered trip costs for travelers and human service agencies
- Service to new areas or communities

- Improved frequency, schedules, and areas of service
- Potential door-to-door service
- More flexible payment and service options

Coordinated Transportation Planning Requirements

The FTA requires the preparation of a Coordinated Plan that identifies the transportation needs of vulnerable populations; provides strategies for meeting those local needs; and prioritizes transportation services and projects for funding and implementation.

The plan must include the following:

- An assessment of available services that identifies current transportation providers (public, private, and nonprofit)
- An assessment of transportation needs for individuals with disabilities and seniors. This assessment can be based on the experiences and perceptions of the planning partners or on more sophisticated data collection efforts and gaps in service
- Strategies, activities, and/or projects to address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery
- Priorities for implementation based on resources (from multiple program sources), time, and feasibility for implementing specific strategies and/or activities identified

DTC led a broad outreach approach built upon previous coordinated transportation planning efforts involving a wide range of regional stakeholders and the public. An outreach

2. OUTREACH & PLANNING PROCESS

plan was developed that follows FTA guidance on the individuals, groups, and organizations that should be invited to participate in the coordinated planning process.

As a part of the outreach and planning process, the project team developed a detailed strategy to meet federal mandates for participatory planning process. The outreach process focused on two discrete outreach audiences:

- The general public
- Existing and potential 5310 stakeholders

For each of these audiences, custom outreach materials and strategic outreach plans were developed to effectively collect information, opinions, and thoughts on existing transportation gaps. While reaching out to the general public, the project team focused on participation by seniors, individuals with disabilities, and representatives of these populations. In doing so, the project team members collected information on transportation needs and used this information to identify transportation gaps between current services and transportation needs. Public and stakeholder outreach began in July 2024 and was completed in September 2024.

PUBLIC OUTREACH

To engage a targeted public audience, the project team created a public survey to obtain feedback on the usefulness and effectiveness of existing transportation services. The aim of the survey was to gather information on typical travel methods, identify gaps in services, and discover why participants choose to take or not take existing transportation services. The survey was available digitally as well as a hard copy version. In instances where a hard copy survey was completed, the participant had the option to mail the completed survey to DTC offices or provide it to the agency or organization from whom they received it.

Public Engagement Strategy

In order to promote the public survey, the project team updated the language and marketing on the [Mobility in Motion](#) webpage. The webpage served as the central location for the public to access the public survey and 2020 Coordinated Plan, and for 5310 partner organizations to access an outreach communication toolkit. The toolkit included fliers, and sample text for newsletters, email blasts, and social media, as well as images for a variety of social media platforms to assist 5310 partners in promoting the public survey (see [Appendix A](#)).

Additionally, the project team publicized the public survey through DTC's website and social media accounts, in-foamprint screens on buses and in transit centers, their stakeholder email listserv, and at in-person and virtual events between June 2024 and September 2024.

A list of DTC's outreach efforts is available in [Appendix B](#).

Snapshot of Public Survey Results Summary

The public survey was open from early July 2024 to late September 2024. **Figure 1** illustrates the high-level summary of all responses received and the geographies reached during the outreach period. The project team analyzed the survey responses by developing summary tables for each question and using crosstabulations to see how people from different demographics responded.

The project team also reviewed and summarized hundreds of individual open-ended comments. The comments provided an expansion of thoughts and rationales for certain opinions. Finally, once the public survey closed, the project team reviewed all survey responses and removed responses from people outside of the Delaware region.

“
 The Harrington Senior Center utilizes only one bus. Two would be the most beneficial as there have been numerous times when I could not go on a trip as the current bus was full.
 ”
Public Survey Respondent Comment

Figure 1: Public Survey Responses Overview

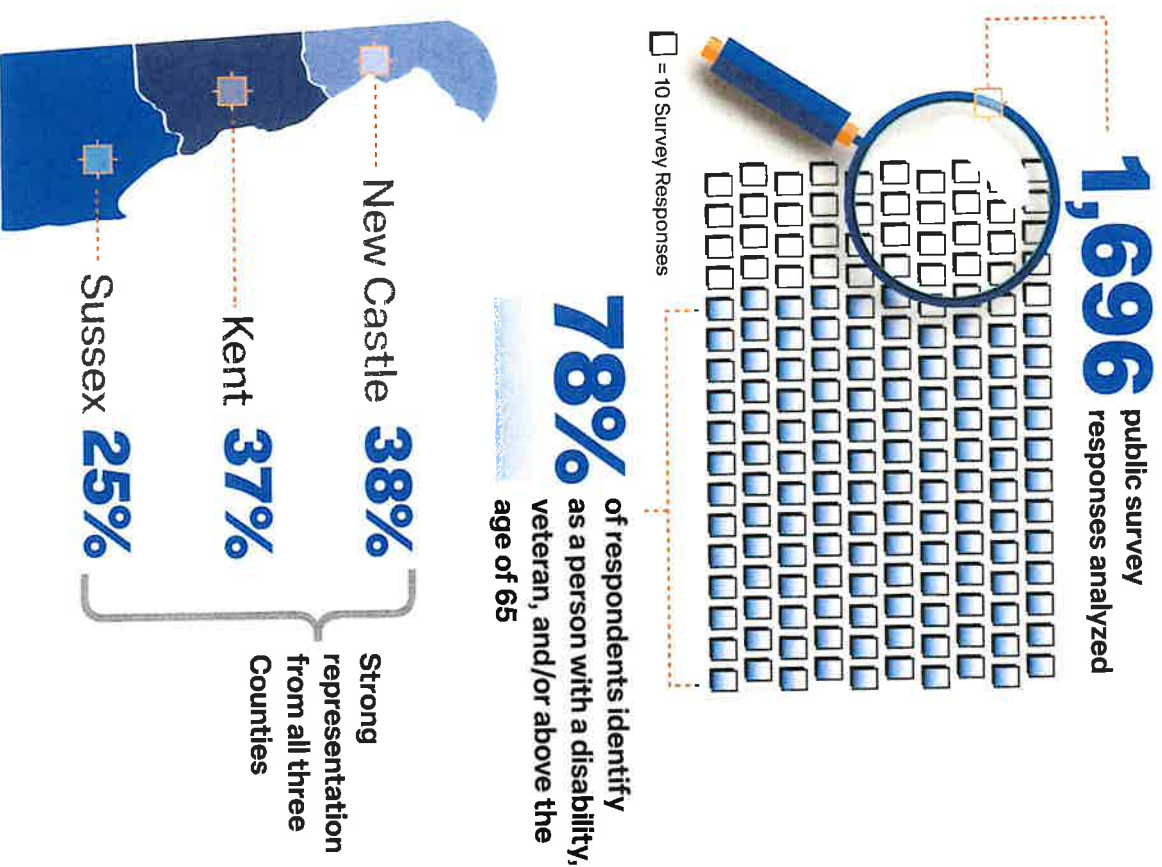
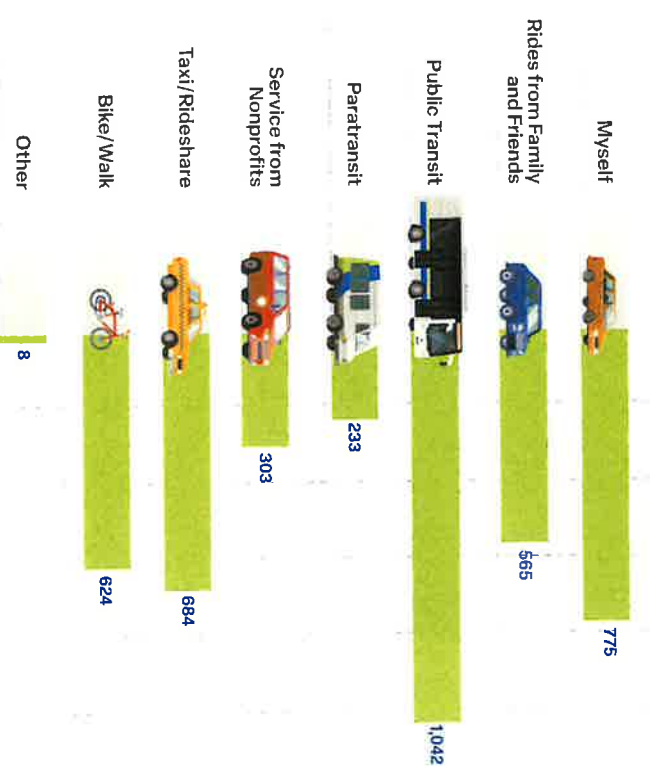
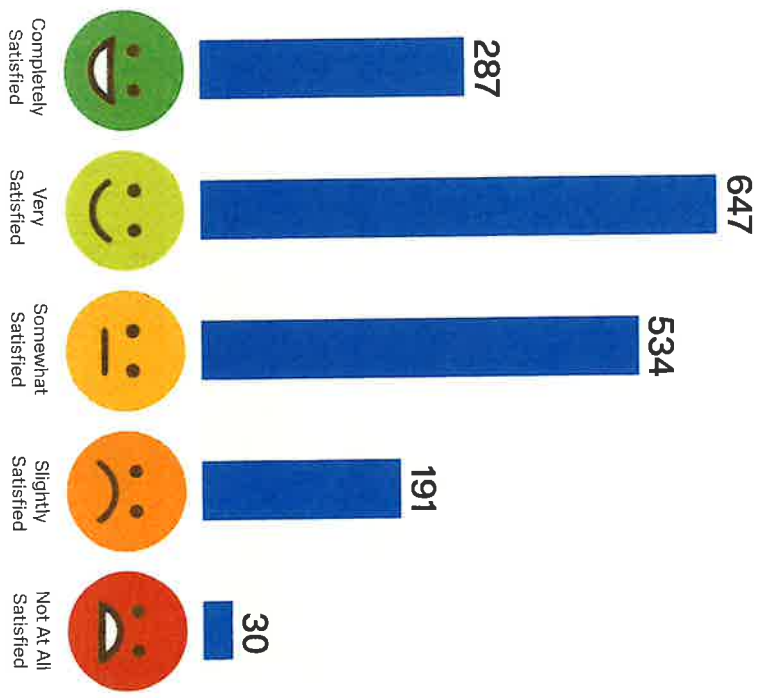


Figure 2: Response to Question 1 - What do you use to get around most of the time?



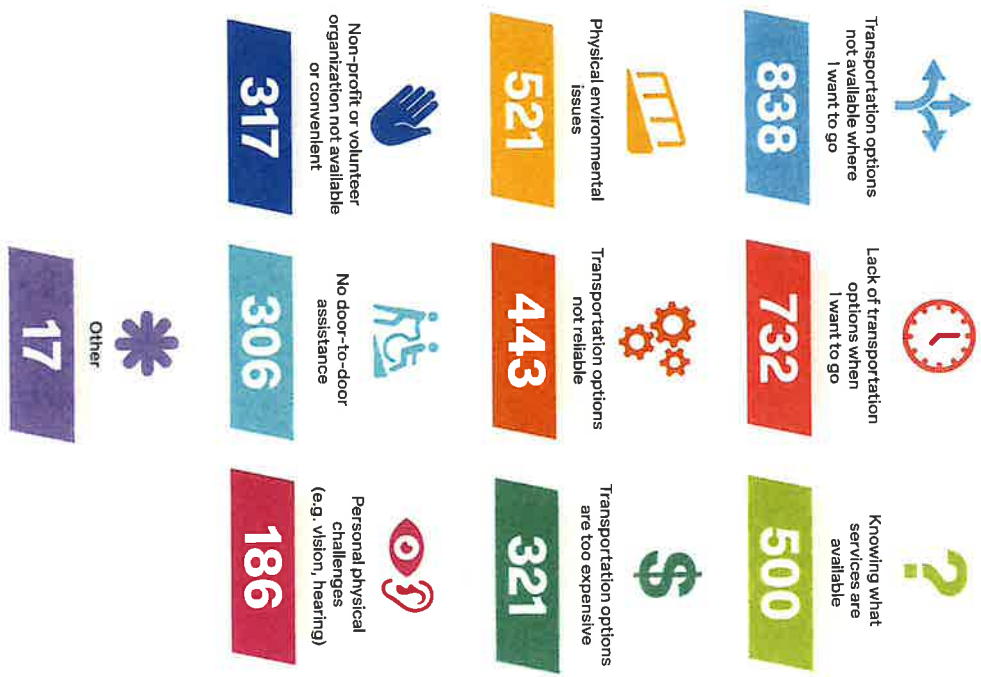
Around 1,042 respondents stated they use public transit. 775 respondents selected "Drive Myself". These response patterns are similar when examining specific subsets of demographics, such as individuals with disabilities, veterans, and/or over the age of 65, county, and income groups.

Figure 3: Response to Question 2 - How satisfied are you with the transportation options available to you?



Overall, many respondents are "Very Satisfied" with transportation options near them. Only small number of responses are "Not at All Satisfied" or "Slightly Satisfied."

Figure 4: Response to Question 3 - Which of the following challenges have you experienced while getting around locally?



About 49% of all respondents selected “Transportation options not available where I want to go” and 43% of respondents selected “Lack of transportation options when I want to go”.

Figure 5: Response to Question 4 - How do you find out about transportation services available?



Around 1,249 respondents selected “Internet search” for how they find transportation options. However, 1,479 respondents go find information about transportation services through “Word of Mouth” or “Community Organizations”.

STAKEHOLDER OUTREACH

The project team reached out to existing 5310 partners to understand their experience with the 5310 program operated by DTC. The team also reached out to other social service and community organizations to gather information on transportation challenges faced by their clients. For the Coordinated Plan update, stakeholders had two primary roles:

Promoting the Public Survey: To help stakeholders spread awareness of the public survey to their clients, the project team provided a communication toolkit (**Appendix A**) for stakeholders to use. The toolkit included instructions, images, and prewritten text for use in social media, emails, and newsletters, and a printer-friendly flyer. All materials included a QR code to the online survey and hard copy of the survey.

Responded to the Stakeholder Questionnaire: The project team gathered information from stakeholders through a questionnaire. The questionnaire was sent to stakeholders prior to DTC's quarterly meetings in June 2024. It asked about organization type, the transportation services they provide (if any), and resources or services needed, as well as any barriers or challenges in providing 5310 services or serving clients' transportation needs.

Stakeholder Engagement Strategy

The project team participated in two of DTC's quarterly meetings with existing 5310 partners to discuss stakeholder's perspectives on transportation needs, potential strategies, and challenges in allocating 5310 services. These meetings allowed project team members to engage in an open discussion about organizational needs, challenges, and opportunities.

“Our population is growing, and we need to offer more local transportation support. Seniors in this area do not have families and therefore depend on local transportation.”

Stakeholder Comment

Stakeholder Questionnaire Takeaways

The consistent theme for organizations that participated in the questionnaire was the need for additional transportation services. Organizations that provide transportation to non-emergency medical appointments noted that their clients need transportation to other activities, such as shopping, errands, social outings, other appointments, etc.

Thirty-two organizations completed the stakeholder questionnaire. Some of the respondents were not service providers but were advocacy groups or organizations that serve populations who rely on transportation services. Their input was useful and so was included. Eighteen of the thirty-one respondents represented private/non-profit organizations. Seventy-six percent (76%) of the respondents serve the elderly, people with disabilities, and people with low incomes. See **Figure 6** for more detail.

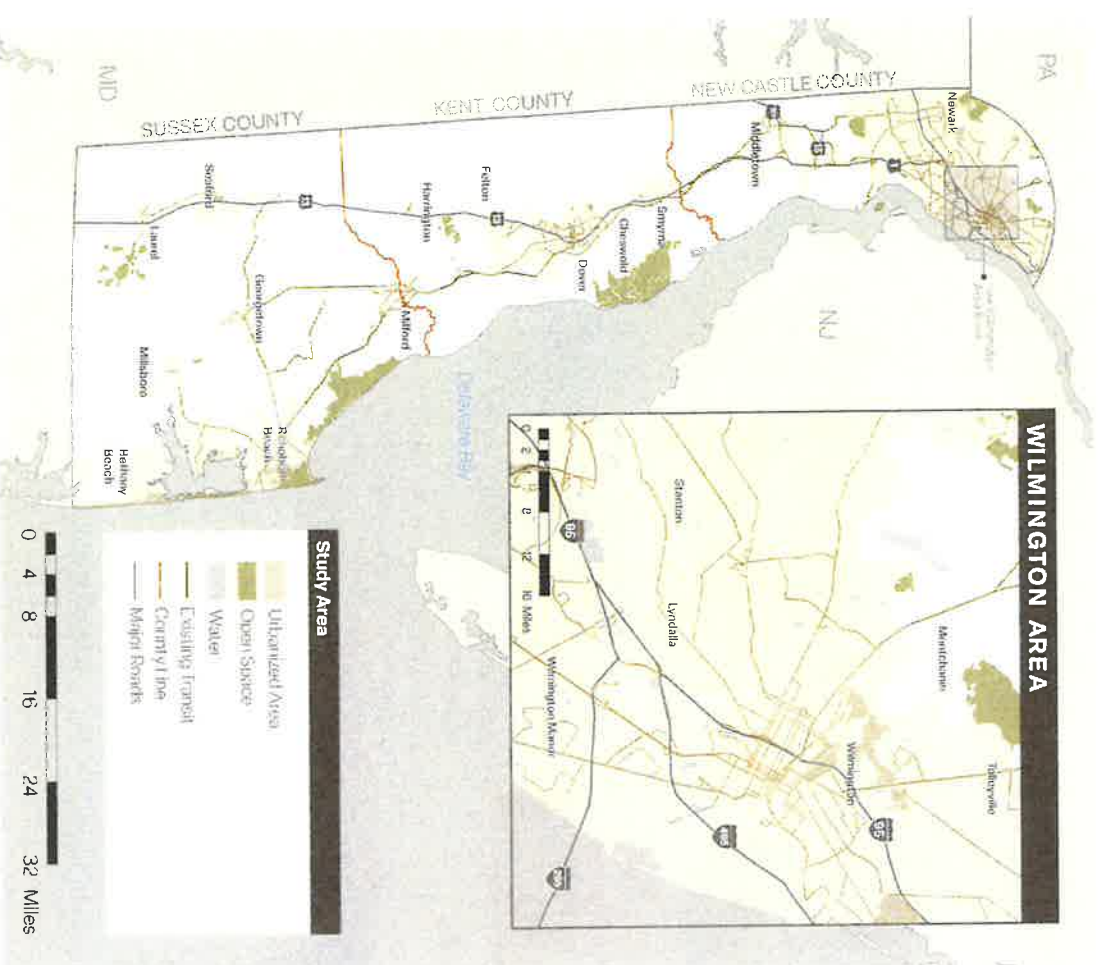
The most commonly cited constraints were a general lack of funding and a lack of qualified drivers to transport the public. The nonprofit organizations in particular noted that they are not able to offer a salary (and benefits) for drivers that is competitive with for-profit businesses.

Figure 6: Stakeholder Questionnaire Responses



3. DEMOGRAPHIC ANALYSIS

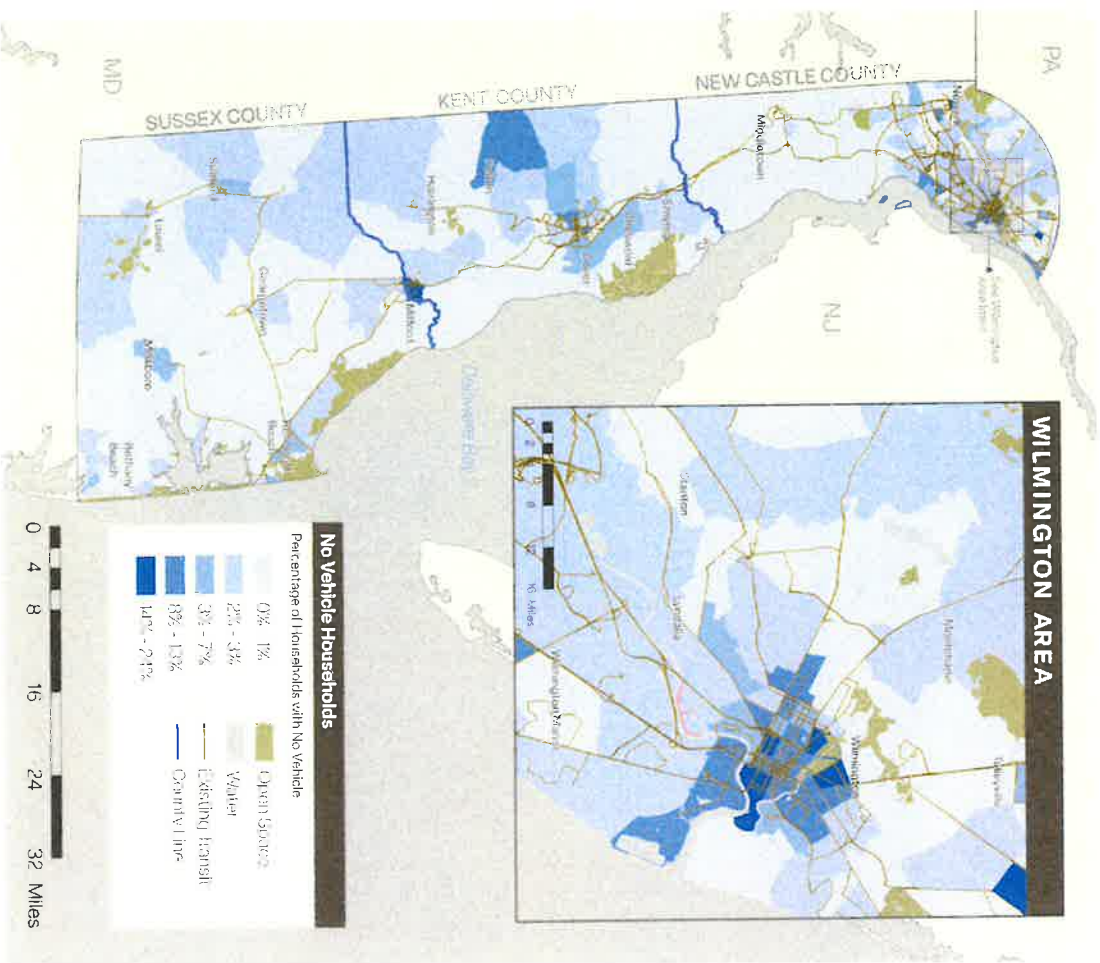
Figure 7: Study Area



Study Area

FTA coordinated planning guidelines require an assessment of transportation needs for individuals with disabilities and seniors. A community assessment was conducted to evaluate the demographics patterns within the service area. The analysis included many factors related to or correlated with transit use and/or the need for coordinated transportation services, including population density, population change, low-income households, vehicle ownership, population of people with disabilities, and senior populations. The study area is defined as all census tracts that are within the State of Delaware (**Figure 7**).

Figure 8: No-Vehicle Households



No-Vehicle Households

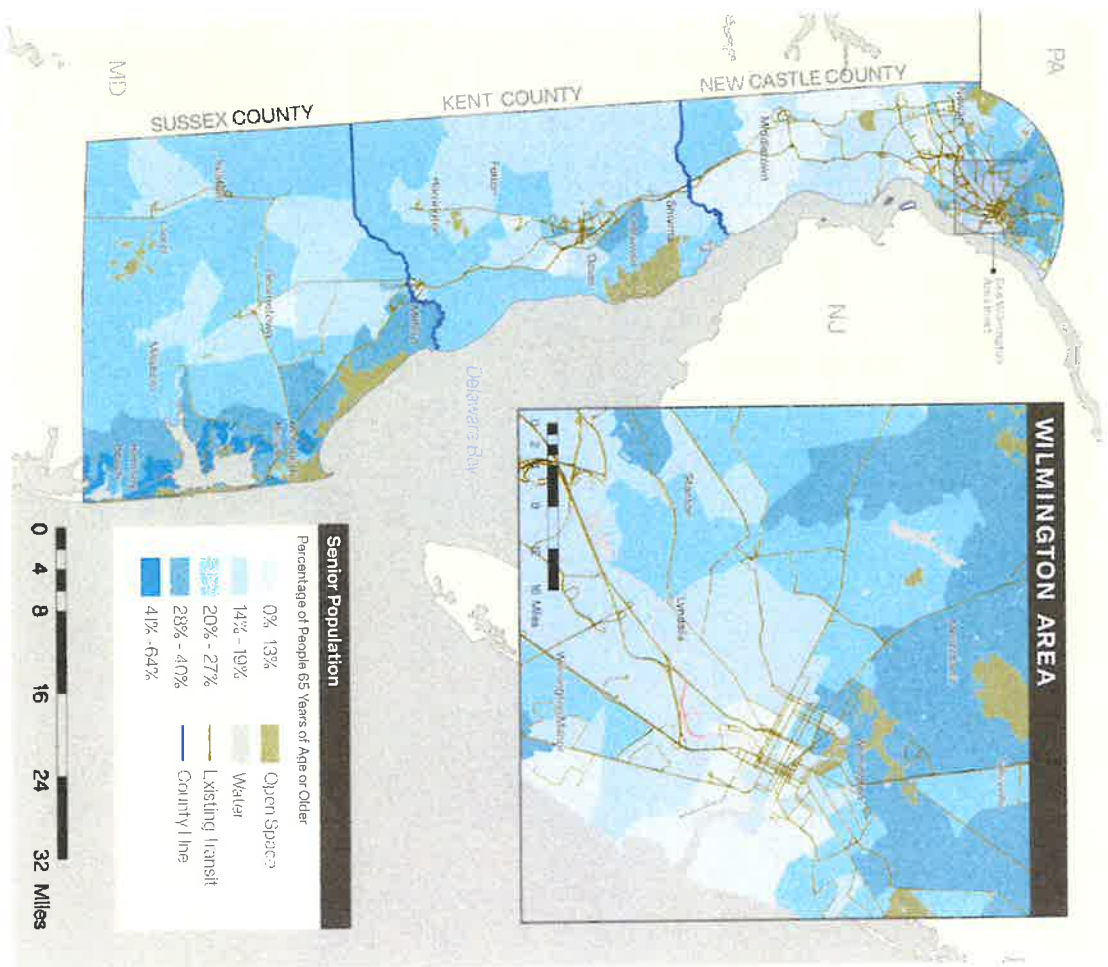
For some households, having no access to a car is a choice, but for others, it is a limitation beyond their control. Factors such as income and physical/mental capability can influence car ownership or use in a household. **Figure 8** depicts no-vehicle households in Delaware. In general, no-vehicle households are more common in the more densely populated areas of the state, such as the Wilmington, Dover, and Newark metropolitan areas, compared to Kent and Sussex counties. However, there are exceptions, areas such as Milford in Kent County have a high percentage of households without vehicles, which could be challenging in rural/suburban surroundings.

According to the American Community Survey (ACS), about 8.3% of US households do not own a vehicle.¹ Delaware's median household percentage that do not own a vehicle is 1.48%.² This means that a vast majority of people in Delaware have access to a vehicle.

¹ ACS 2022 5-Year Estimates Physical Housing Characteristics for Occupied Housing Units (US)

² ACS 2022 5-year Estimate Physical Housing Characteristics for Occupied Housing Units (Delaware)

Figure 9: Senior Population



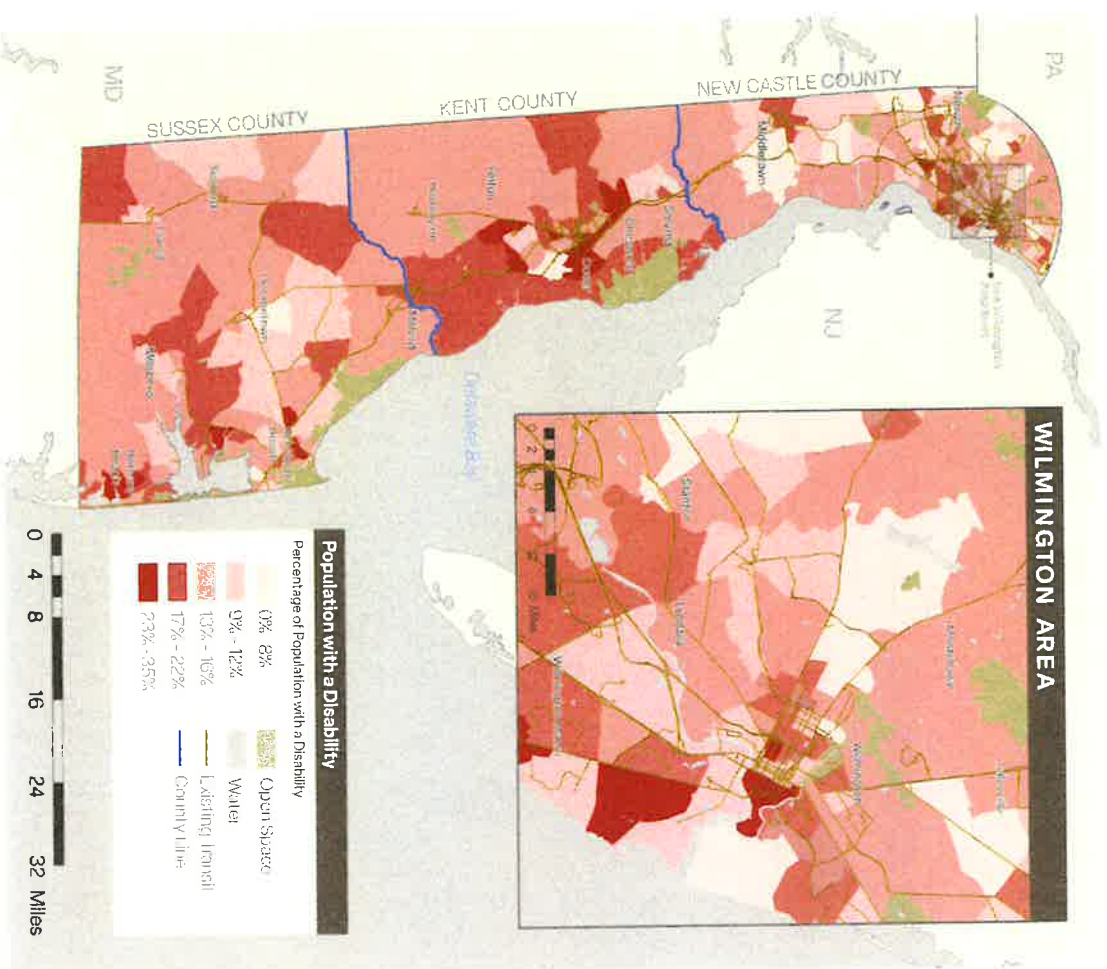
Senior Population

Senior residents often rely on public transit and human services transportation for affordable, accessible transportation to get to work, medical appointments, shopping, and other recreational activities. According to the 2020 – 2024 Delaware State Plan on Aging, Delaware’s adult population over 60 is expected to reach one-third of the total population of the state by 2040.³ The projected national average of populations over 60 is anticipated to be 22%, below the average in Delaware.⁴ **Figure 9** shows that the census tracts with the highest percentages of seniors (41%-61%) are in the Rehoboth Beach and Bethany Beach areas. Regions with the lowest percentage of senior residents are primarily concentrated in New Castle County and Wilmington.

³ Delaware 2020 - 2024 State Plan on Aging

⁴ Demographic Turning Points for the United States: Population Projections for 2020 to 2060

Figure 10: Individuals with Disabilities



Individuals with Disabilities

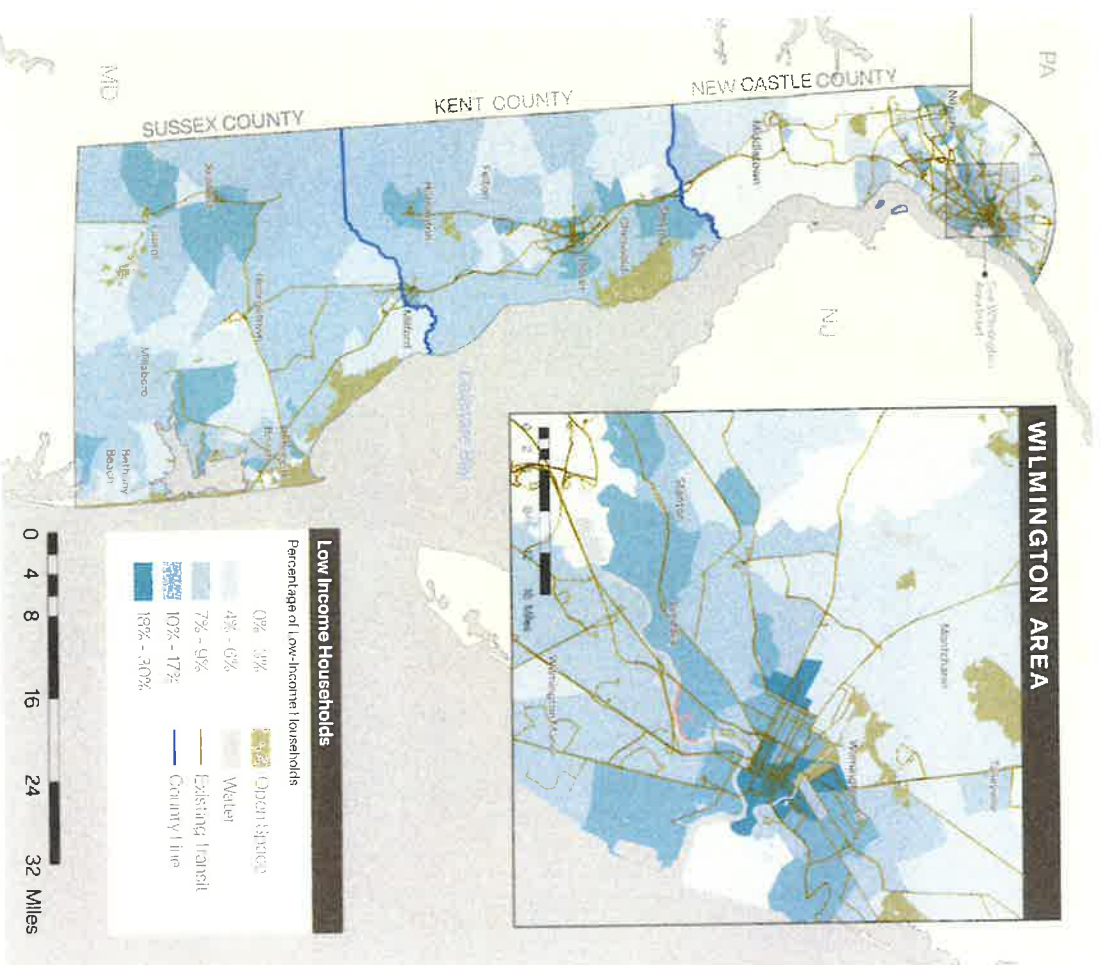
As noted above, Delaware’s population is aging, and as a result, the rate of people with disabilities is increasing. These disabilities may prevent people from driving or using traditional forms of public transit. **Figure 10** presents high variation in the prevalence of residents with disabilities throughout the state. Census tracts with a high percentage of residents with disabilities (above 25%) are located near Rehoboth Beach/Bethany Beach, downtown Wilmington, Dover, and several surrounding communities near Dover. The prevalence of disabilities in Delaware is aligned with the national average (12.9%);⁵ The prevalence of disabilities is highest in Kent County and lowest in New Castle County (**Table 1**).

Table 1: Disability Prevalence

	Total Population with Disability	Total Population	Percent of Population with Disability
New Castle County	69,734	578,284	12%
Kent County	29,616	188,255	16%
Sussex County	34,574	254,585	14%
Total	133,924	1,021,124	13%

⁵ ACS 2022 5-Year Estimates Disability Characteristics

Figure 11: Low Income Populations

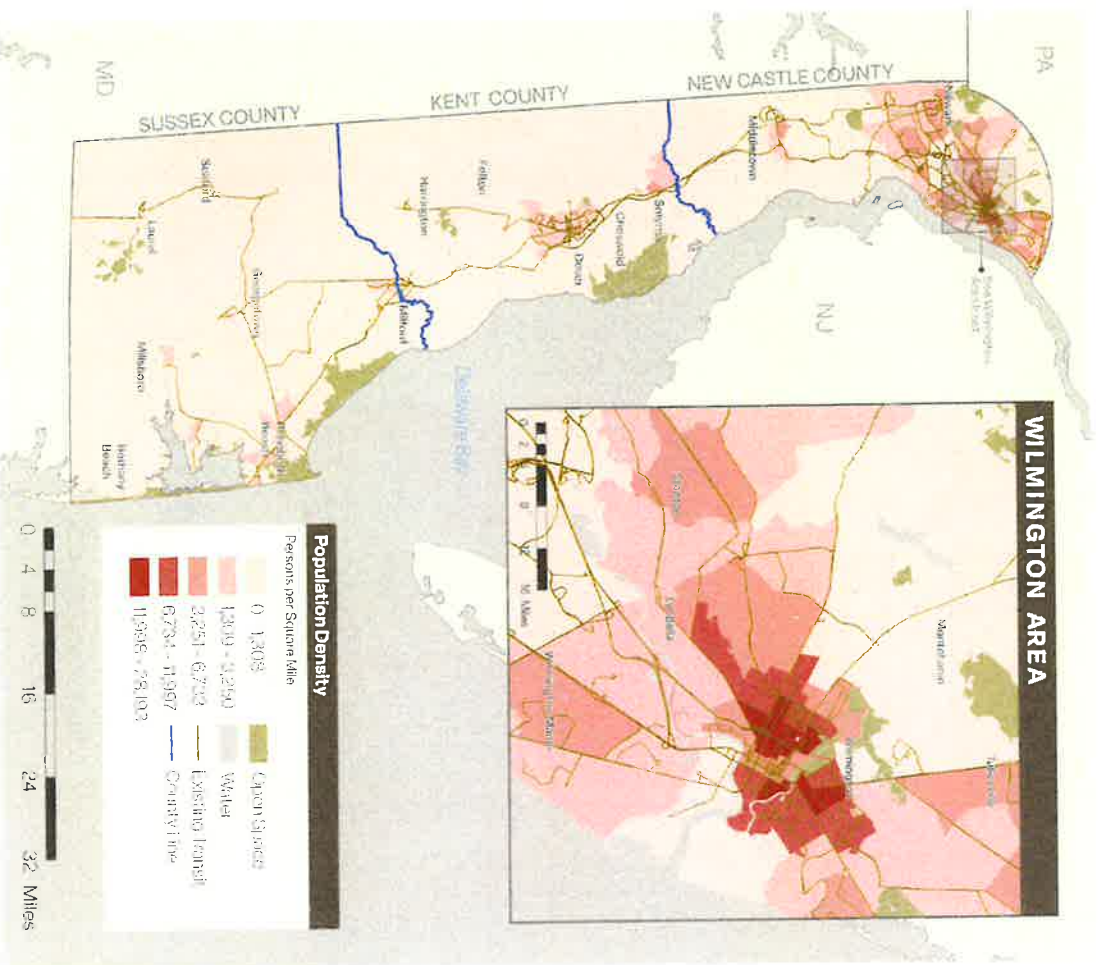


Low-Income Populations

Many low-income households rely on public transit and may also depend on human services transportation to access affordable mobility and economic opportunities. Transportation services can provide lifeline services to those without access to a car or with limited public transit service. **Figure 11** depicts the prevalence of low-income households.⁶ Census tracts with the highest percentage (18% - 30%) of low-income households are in Wilmington, Newark, and Dover. Conversely, census tracts with the lowest population of low-income households (less than 3%) are located near Rehoboth Beach and the southern half of New Castle County.

⁶ ACS 2022 Poverty Status in the Past 12 Months

Figure 12: Population Density



Population Density

Figure 12 illustrates population density in Delaware. The most densely populated areas are in and near Wilmington, Newark, Middletown, and Dover. Kent and Sussex counties have relatively low population densities compared to New Castle County. The combination of high senior populations and relatively low population density with sparse fixed-transit service in Sussex County likely indicates a high need for human service transportation options.

Population Change

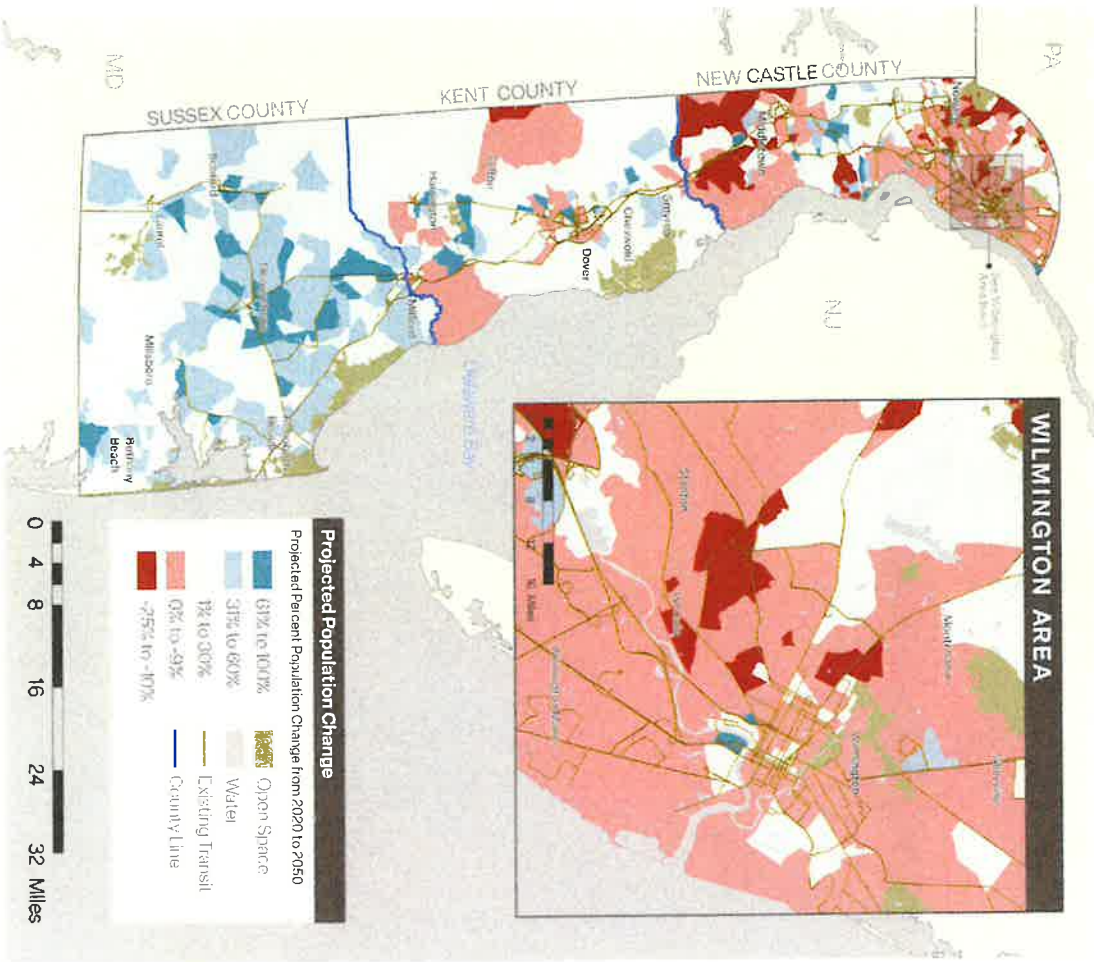
Between 2010 and 2022, Delaware experienced population growth throughout and the population in the state has grown by 11% since 2010 (Table 2). Population growth ranged from 21% in Sussex County to 6% in New Castle County.

Table 2: Population Change by County

	2010	2022	2010 to 2022 Change	% Change from 2010 to 2022
New Castle County	533,514	570,567	37,053	6%
Kent County	156,918	182,400	25,482	14%
Sussex County	190,846	240,668	49,822	21%
Total	881,278	993,635	112,357	11%

Source: ACS 2022 and 2010 5-Year Estimate

Figure 13: Projected Population Change from 2020 to 2050



Population Projection

Figure 13 and Table 3 present the projected population change from 2020 to 2050. New Castle, Kent, and Sussex counties are projected to experience increases in population. Although New Castle County is anticipated to experience minor population growth by 2050, areas in and around Wilmington and Newark are projected to experience population decline.

Table 3: Projected Population Change from 2020 to 2050

	2020	2050	2020 to 2050 Change	% Change 2020 to 2050
New Castle County	564,371	580,939	16,568	3%
Kent County	181,497	211,150	29,653	14%
Sussex County	235,820	351,350	115,530	33%
Total	981,688	1,143,439	161,751	14%

Source: Delaware Population Consortium (DPC) October 31, 2023 - Population Project by Single Year and 5-Year Age Cohorts

Projected Senior Populations

Delaware has the fifth largest percentage of individuals over the age of 65 in the nation. **Table 4** highlights the projected population of people at or above the age of 65. Overall, Delaware is anticipated to see a significant growth (46%) in senior populations. Sussex County is expected to see the highest amount of senior population growth (70%) over the next 25 years – the combined growth rate of both New Castle and Kent counties. The projected total population growth in Sussex County is likely due to the increase in senior populations to in the county.

Table 4: Projected Senior Population Change from 2020 to 2050 by County

	2020	2030	2040	2050	2020 to 2050 Change	% Change 2020 to 2050
New Castle County	90,986	128,035	139,152	139,208	48,222	35%
Kent County	28,664	43,423	44,950	44,688	16,024	36%
Sussex County	26,697	99,362	97,257	89,523	62,826	70%
Total	146,347	270,820	281,359	273,419	127,072	46%

Source: Delaware Population Consortium (DPC) October 31, 2023 – Population Project by Single Year and 5-Year Age Cohorts

3. INVENTORY OF TRANSPORTATION PROVIDERS

INVENTORY OF TRANSPORTATION PROVIDERS

A variety of public transit, human service transportation, and private transportation services are available in different parts of Delaware. This section describes the transportation programs and services. The process to identify the various transportation resources available in the region included:

- Using information from the previous coordinated transportation plan for the region
- Obtaining input from stakeholders through DTC's stakeholder meetings and a stakeholder questionnaire
- Following up with transportation program staff to fill gaps in information

Public Transportation

DART First State

DTC operates DART First State, offering statewide public transportation options. Services provided include fixed route, intercounty, microtransit, flex-route, seasonal resort service, paratransit, commuter train service contracted through SEPTA, and Delaware Commute Solutions' ride matching program.

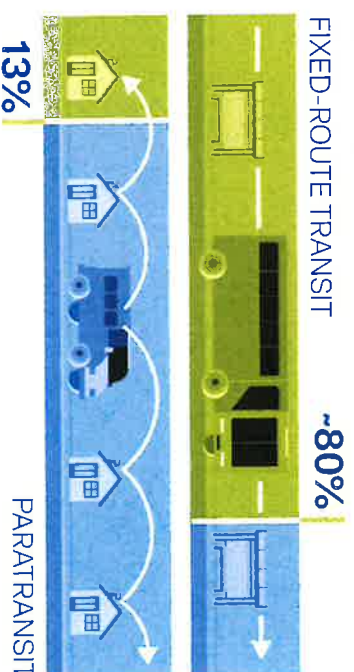
Fixed-Route Bus Services

DTC is the only statewide public transit provider in Delaware and operates as DART First State. It provides 51 year-round, fixed-route bus routes, as well as 3 seasonal beach bus routes, and expanded service on four routes in the summer, serving over 2,300 bus stops with 240 buses.

- 30 Routes in New Castle County
- 10 Routes in Kent County
- 6 Routes in Sussex County
- 4 Intercounty
- 1 Flex route -- Circulator in Seaford

DTC also provides commuter train service in Delaware along the Northeast Corridor contracted through SEPTA. In fiscal year 2023, DTC provided 499,837 trips system-wide on SEPTA's Wilmington/Newark Line. **Figure 14** visualizes the types of DTC trips. Around 80% of trips are on fixed transit service, while 13% of all trips are on paratransit services. And the remaining 8% is on SEPTA.

Figure 14: Types of DTC Trips



The majority of the fixed-route transit service in Delaware is concentrated in New Castle County where population is densest. However, DTC has recently completed a year-long statewide transit service study to find ways to provide a more sustainable and equitable statewide transit system.

Called DART Reimagined, the study recognizes that fixed-route bus service is not capable of meeting the transit needs of much of Delaware, and in particular, the needs of many of Delaware’s paratransit customers. DART Reimagined has identified opportunities to reconfigure the bus network and implement new service plans. The list of recommended changes includes:

- Modification of routes (alignment, destinations served, and frequency)
- Consolidation of routes
- Addition of new routes
- Discontinuation of routes
- Addition of eight new DART Connect microtransit services to replace fixed routes
- DART’s paratransit service will implement a new software technology and transition paratransit customers to use more fixed route and microtransit services

One significant recommendation is the increased use of microtransit zones in areas not well suited for fixed routes. These zones in Kent and Sussex counties, and in areas in New Castle County outside Wilmington, will provide the community circulation and connections to employment, retail, services, and transit hubs. The Plan envisions eight new microtransit zones throughout the state.

DTC has developed a three-phase implementation plan of the service changes over approximately five years. The first phase was implemented as part of the Spring and Fall 2024 service changes. Through the expansion of microtransit zones, it is anticipated DART Reimagined will increase access

to transportation for many of the people who currently rely on 5310 providers.

DART Connect On-Demand Microtransit

DART Connect is an On-Demand microtransit service in Newark, Georgetown, and Millsboro. DART Connect is available to everyone who needs a ride in or around Newark, Georgetown, and Millsboro. For customers traveling in these areas, it will provide first and last-mile connections to DART bus routes. Customers using a wheelchair will be picked up and dropped off as close to the customer’s pick-up and drop-off point as possible. DART operates microtransit service with 8 vehicles.

DART First State Paratransit Service

DART First State provides paratransit service for individuals with disabilities unable to use DTC’s fixed routes. Reservations for trips must be made in advance. DART provides these services with 276 vehicles.

Delaware Commute Solutions

Delaware Commute Solutions is DTC’s ride-sharing program that helps form carpools and vanpools and offers commuter programs such as a Guaranteed Ride Home and a rewards program. The program is supported by state and federal funds.

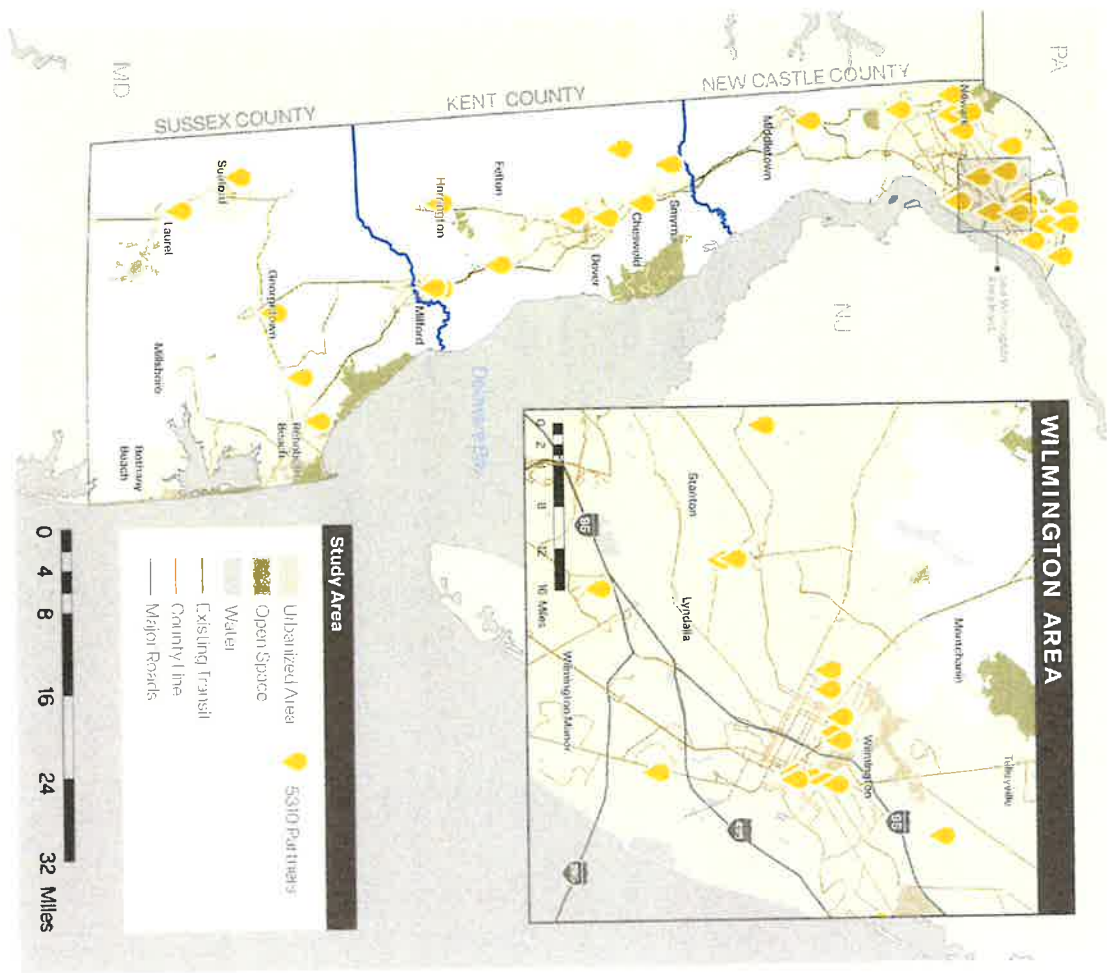
Senior Citizen Affordable Taxi (SCAT)

The SCAT program provides a 50% discount on taxi fares in privately-owned taxis for senior citizens and persons with disabilities.

SEPTA Rail Service

DART First State contracts with Southeastern Pennsylvania

Figure 15: Existing 5310 Partner Locations



Transportation Authority (SEPTA) to operate the Wilmington segment of the Wilmington/Newark line of SEPTA regional rail. The service has 32 trains on weekdays and 17 on weekends.

Cecil Transit

Cecil County, Maryland provides fixed-route bus service on the Cecil County, Maryland provides fixed-route bus service on the Route 1 Glasgow Connection with stops in Glasgow and Route 4 Elkton-Newark Connection route with stops in Newark and Glasgow. Deviations may be made up to 3/4 mile along a fixed route upon request.

Cape May-Lewes Ferry

The Cape May-Lewes Ferry offers year-round ferry service between Cape May, New Jersey and Lewes, Delaware across the Delaware Bay. The ferry service is operated by Delaware River & Bay Authority and offers varying service Monday through Sunday from 7:00 AM to 6:00 PM.

Seasonal Shuttles

The Jolly Trolley is a fixed-route seasonal service that offers public transportation between Rehoboth Beach and Dewey Beach from Memorial Day to Labor Day. The Town of Bethany Beach also operates a seasonal trolley shuttle to transport residents and visitors to the beaches. The trolley runs the Friday before Memorial Day through mid-September.

Section 5310 Service Providers

The purpose of the Section 5310 program is to provide transportation assistance to vulnerable populations. Section 5310 transportation services are typically provided only to agency clients and for a specific trip purpose, generally either medical or to access agency locations and for limited hours and days. **Figure 15** maps the location of current Section 5310 participants in Delaware. The service providers listed on the right side of page 20 includes non-emergency medical transportation, veterans' services, membership-based, private, and non-profit organizations.

CURRENT 5310 PARTNERS

- Absalom Jones Senior Center
New Castle County Senior Center
- Bernard and Ruth Siegel Jewish Community Center
- Bethel AME Church
- Brandywine Community Resource Center (Claymont Community Center)
- Cape Henlopen Senior Center
- C E R T S - Forward Journey
- CHEER (Sussex County Senior Services)
- Christ the Cornerstone Church
- Emmanuel AME Church
- Exceptional Care for Children
- Ezion Mt. Carmel Church
- First Baptist Church of Cheswold
- Frederica Senior Center
- Harrington Senior Center
- Harvest Years Senior Center
- Ingleside Retirement Homes, Inc.
- Kent Sussex Industries
- Laurel Senior Center
- Lewes Senior Center
- Lorelton Foundation
- Lutheran Senior Services (previously named Luther Towers)
- M O T Senior Center
- Mammie A. Warren Senior Center
- Mary Campbell Center
- Mid-County Senior Center
- Milford Senior Center
- Ministry of Caring (Sacred Heart Village)
- Modern Maturity Center
- Nantuxuke Senior Center
- New Castle Senior Center
- Newark Senior Center
- Peoples Settlement Association
- Rock of Ages Missionary Baptist Church
- Rosehill Community Center
- Sellers Senior Center
- Shiloh Baptist Church
- St. Anthony's Senior Center
- St. Joseph's Catholic Church
- St. Matthew's Church of N.C.C.D
- St. Patrick's Senior Center
- The Kurtz Home
- Wilmington Senior Center

OTHER TRANSPORTATION PROVIDERS

- Career TEAM
- Delaware Center for Homeless Veterans
- Delaware Veterans Home
- Department of Human and Social Services -- Bureau of Oral Health
- Disabled American Veterans (DAV) Transportation Network Sites:
 - American Legion Post #28, Oak Orchard
 - DAV Dover
 - DAV Seaford
 - Peoples Place Veterans' Outreach
- FISH of Northern Delaware
- Food Bank of Delaware
- Freedom Center for Independent Living
- Griswold Home Care
- Homewatch Caregivers of Delaware
- ITN Southern Delaware
- Jewish Family Services (JFS) Network
- Kent County Code Purple
- Modivcare (formerly LogistCare Solutions)
- Nurses and Neighbors Collaborative
- Operation Homefront
- Renal Care Transportation
- Home of the Brave
- Senior Helpers
- Shore Care of Delaware
- Veterans Transportation Service
- Veterans Administration Mobile Health Clinic
- Village Volunteers (formerly Greater Lewes Village Network)
- Warriors Helping Warriors
- Wilmington Alliance
- Wilmington Veteran Administration Medical Center Shuttle

Many of these organizations provide transportation assistance. The forms of assistance vary and include:

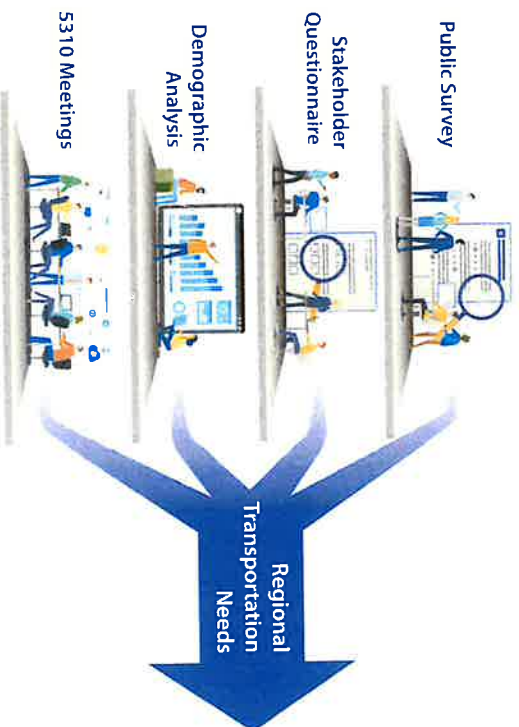
- Transporting clients in agency/organization vehicles
- Referring clients to public transportation services or providing transportation vouchers to clients
- Contracting with third parties to provide transportation when needed
- Coordinating transportation to medical services/delivering goods or services to clients

4. UNMET TRANSPORTATION NEEDS & ISSUES

INTRODUCTION

The combination of the public survey, stakeholder questionnaire, and attendance at DTC's 5310 partner quarterly meetings helped to identify regional transportation needs (Figure 16). These findings, combined with the demographic analysis documented in the preceding chapters, provide a broad assessment of transportation needs. These needs have been used to generate potential strategies that would improve human service transportation coordination across the region.

Figure 16: Inputs to Identify Regional Transportation Needs



REGIONAL TRANSPORTATION NEEDS

The needs that were reported in the public survey, the questionnaire, 5310 partner meetings, as well as the conclusions from the demographic data analyses, were sorted into the following needs categories:

- Expanded Transportation Services
- More Funding
- Specialized Service Needs
- Affordability of Transportation Services
- Ease of Use
- Improved Customer Experience
- Outreach, Marketing, and Education

Many of the needs align with more than one category.

Expanded Transportation Services

The most common feedback received from the public was the need for more transportation. This included both the location of services and the schedule of services.

Location of Available Services

- Transportation does not serve where I live or where I need to go (e.g, grocery store)
- Bus stops are too far away from my house or my destination
- Not enough service in Sussex County, in rural areas, and in Southern Delaware in general

- Need more door-to-door service when a person can only walk limited distances
- Outside the town or city limits there are far fewer options
- More transportation options for non-medical trips

Timing/Schedule of Services

- Transportation services don't go the times I want or need to go
- The availability of public transportation on weekends and holidays is limited
- Need for more 5310 frequent travel services
- Need service for travel later in the evening
- Travel times are long for evening service, where it exists at all
- Transfers are not well coordinated so travel times can be very long
- Need more service in the early morning and evening hours and on weekends for service industry and shift workers
- There are limited options on weekends
- Wait times for transportation are too long
- Need for more drivers

Lack of Funding

- 5310 recipients stated a compelling need for additional funding and explained that this need impacted the services they provide in multiple ways.
- Senior centers and social service organizations need more buses

- Insufficient funds for vehicle maintenance
- Social service organizations need more drivers or financial support to pay drivers more

Specialized Service Needs

Aging populations and people with disabilities face specific challenges in transportation. As the general population ages, this is becoming a greater issue and results in a greater demand for services.

- Not enough options for the elderly, less mobile, or individuals with disabilities
- Not all non-federally funded service providers can take wheelchairs
- Need accessible features at and around the bus stop (sidewalks in good condition, curb ramps, etc.)
- Need accessible features on transit vehicles or human service transportation vehicles
- Fixed-route buses are hard to board for the people with disabilities
- Accessible infrastructure such as sidewalks with curb cuts is rare in rural areas
- Privacy of an individual with a disability must be protected
- Need for door-to-door service for individuals with disabilities
- Need training for the public on how to use transportation options – especially for individuals with disabilities
- Need training for transportation workers on the unique needs of people with disabilities
- Need to ensure service quality for paratransit users

Affordability of Transportation Services

Fares may be cost-prohibitive for people whose trips are not subsidized by a program or agency, or who live on a fixed income.

- Cost of fares is too expensive (especially taxis and transportation network companies)
- Fares for intercounty fixed-route services are high
- No affordable same-day options

Ease of Use

Challenges with using the services were cited by many survey respondents. Some challenges were related to technology, but others reflected the lack of information about the services or how to use them.

- Transit access technology can be hard for some
- DART app does not always work
- Hard to purchase paper passes
- Hard to figure out how to pay on transit
- Difficulty in seeing a DART vehicle in real-time in an app or on-line
- Transfers to other transit systems or within DTC are difficult

Improved Customer Experience

Several people stated that the elderly people or individuals with disabilities have difficulty using paratransit and other services.

- Improved service quality for paratransit users
- Training for operators and drivers on how to help their

customers with dignity

- Need for door-to-door service when a person cannot walk long distances
- Improved accessible features on transit vehicles or human service transportation vehicles

Outreach, Marketing, and Education

One identified need was the lack of awareness of the transportation resources in the region. Activities that address these needs can help increase the visibility of transportation services among the public and policy makers, while teaching individuals how to use the transportation system. Many people and agencies are often unaware of the range of services available, and how to use them.

- Need for centralized resource for transportation services, particularly seniors, individuals with disabilities, and low income people
- Hard to figure out what services there are
- Need for more robust travel training program or awareness of the services
- Transfers are difficult to other transit systems or within DTC
- Publicize the contact information of volunteers or non-profit organizations to help more people in need
- Payment options on public transit can be confusing
- Lack of awareness of carpooling and ride-sharing options or opportunities

5. OBJECTIVES & POTENTIAL STRATEGIES

Overarching Objectives

INTRODUCTION

Based on the unmet transportation needs and existing gaps between current services and those needs, this chapter provides strategies to help meet those needs. The development of these strategies was based on a transportation needs/gaps analysis. The broader objectives are outlined to the right.

In general, the two greatest needs cited by the public and the 5310 providers was the lack of funding. This was reflected in the need for additional services, both in terms of areas of coverage and in amount of service, whether it was frequency or availability on evenings and weekends. The lack of drivers is a related issue – non-profit providers may not be able to offer drivers competitive salaries and benefits. Many of the strategies seek to address funding concerns, whether it is a matter of finding more funding sources, exploring ways to use the limited funds more efficiently, or identifying ways to support more use of DTC's public transit and paratransit services to relieve the demand on the social service providers.

Some of these strategies are easier to implement than others. Some are longer-term items, and some will require support from other agencies. For each strategy, an estimated time to begin implementation is shown using the following scale:

		
Short - Term	Medium - Term	Long - Term
1-2 years	3-5 years	6-10 years



Objective #1: Explore additional sources of funding for 5310 program partners



Objective #2: Address the need for more drivers



Objective #3: Partner for more efficient use of existing resources



Objective #4: Create an advisory committee for the 5310 Program



Objective #5: Reduce accessibility challenges for public transit users



Objective #6: Ensure quality customer service



Objective #7: Expand outreach, marketing, and education



Objective #8: Prepare the public for additional microtransit services through DART Reimagined



Objective #9: Prepare for demographic changes in the future



Objective #1

Explore additional sources of funding for 5310 program partners

Funding was identified as one of the greatest needs for human services transportation. Coordinated human services transportation services require sufficient capital to maintain vehicle replacement, vehicle rehabilitation, vehicle equipment improvements, and new vehicles. Ensuring these capital resources exist for current and future 5310 partners is essential to provide transportation for the elderly, individuals with disabilities, and low-income communities. This offers the opportunity to identify additional creative, future funding opportunities.

Potential Strategies	Timeline
Explore funding and service opportunities through healthcare and health insurance industries	●
Investigate potential additional funding sources such as the ACL Digital Equity Act Competitive grant program or Pilot Program for Innovation Coordinated Access and Mobility Grant	● ●



Objective #2

Address the need for more drivers

The lack of drivers, particularly with Commercial Driver's Licenses (CDL), is not just being felt by the participants in the 5310 program; and the competition with for-profit employers is also a challenge. The following are strategies to encourage people to become drivers, whether CDL certified employees or volunteers.

Potential Strategies	Timeline
DTC could maintain a list of service providers looking for drivers	●
Advertise the jobs as potentially part-time or post-retirement positions	●
Advertise need for drivers on DTC's Infotainment and Engage screens on buses and in transit centers	●
Implement new or expand volunteer driver training programs	● ●
Partnerships with career centers, job training programs, and educational facilities that provide CDL training to share opportunities at DTC and in the 5310 program	● ●
Provide Class D minivans so that a CDL license is not required	● ● ●



Objective #3

Partner for more efficient use of existing resources

resources

Partnering agreements between 5310 recipients to share resources could help address the lack of resources (including drivers and vehicles). This could be done by either sharing use of the same vehicles at different times or on different days. For example, a church that uses its vehicles mostly on Sundays might find a week-day partner. This would make sense if an organization was not using its vehicles at full or near full capacity.

This would be a big effort, and it is recommended that DTC try this as a pilot program. This could be discussed at one of the 5310 quarterly meetings to gauge interest and find a few organizations willing to participate. Benefits would include shared responsibility for secure vehicle storage, driving, and maintenance. DTC could serve as a “matchmaker” and offer support in implementing such a program. It would be helpful to have DTC work with the organizations through some of the possible issues (insurance, regulations, peak travel times, how to coordinate schedules, etc.) It could make it easier to find drivers if the position offers more hours per week. Partnering may also provide the opportunity to offer a more competitive salary for drivers if resources are pooled. It would be beneficial to find other agencies who have done this and speak to them about experiences and lessons learned.

Potential Strategies	Timeline
Create a pilot program for 5310 partnerships between providers	● ● ●



Objective #4

Create an advisory committee for the 5310 Program

Program

The Elderly and Disabled Transit Advisory Committee (EDTAC) is a valuable resource for DTC. Their involvement in the 5310 program could provide some fresh insights and recommendations. DTC could create an advisory committee that includes representatives of EDTAC and the 5310 recipients. It could also be helpful to have other social service organizations, medical providers, and advocacy groups on this committee. This would create an opportunity to strengthen communication and coordination amongst agencies that work with the needs of older adults, individuals with disabilities, and low-income communities. This committee could provide feedback and suggestions and take responsibility for some of the recommendations in this report and future coordinated human services plans.

Potential Strategies	Timeline
Consider development of a 5310 Advisory Committee with monthly or quarterly meetings.	● ●
Engage the Elderly and Disabled Transit Advisory Committee	● ●



Objective #5

Reduce accessibility challenges for public transit users

Many individuals who participated in the public survey mentioned there were difficulties in accessing transit stops (i.e. missing sidewalks, ramp is not ADA accessible, etc.) and there is an overall need for improved ADA access to transit stops. By strengthening interagency coordination and communication between human service transportation providers, DTC, DeIDOT, and other Delaware agencies, could better address infrastructural barriers. Some of these strategies are the responsibility of DeIDOT.

Potential Strategies	Timeline
In areas with significant accessibility concerns, consider awarding 5310 funds to program partners to provide accessibility improvements such as building an accessible path to a bus stop, curb cuts, and sidewalk, etc.	●
Coordinate with DeIDOT to prioritize implementation of ADA-compliant upgrades to sidewalks and intersections near bus stops. These improvements could include curb cuts, barrier-free sidewalks, and accessible pedestrian signals	● ●



Objective #6

Ensure quality customer service

DTC is committed to providing an exceptional customer experience every day, and in every way to the communities it serves. DTC paratransit should be the public's first choice in transportation and that will not happen if the customer does not have a good experience. As noted earlier, DTC can manage the 5310 services better if more members of the public are able to use DTC's services. These strategies are the responsibility of DTC's Operator Customer Service Training. Given the ongoing nature of these strategies, these strategies could take place in both the short and long term.

Potential Strategies	Timeline
Ensure that operators and drivers help their customers with dignity	●
Ensure that the privacy of individuals with disabilities is protected	●
Train transportation workers on the needs of people with disabilities	●
Ensure service quality for paratransit users	●



Objective #7

Expand outreach, marketing, and education

Potential users are often unaware of the services that are available. These services include DTC's regular services, paratransit, and the 5310 service providers. In the public survey, many respondents stated they learned about transportation resources through word of mouth. A marketing campaign would help individuals with limited mobility or resources, their families, agency staff, and others seeking transportation services for individuals with disabilities, seniors, and/or low-income households. Other comments from the public stated people had difficulty understanding how to use the available service. The expanded use of microtransit zones will be beneficial to many people, but it requires some education on how it works. Every rider who discovers that DTC's services work for them reduces the pressure on the 5310 and other transportation providers.

The internet is the main source of information today, and it should be a centralized resource that for all transportation information. This objective would establish both digital and in-person resources on public transit and human services transportation information.

Potential Strategies	Timeline
Review online information for clear and simple language	●
Publicize the inventory of 5310 partner organizations and the areas/clients/needs they serve (web, Enplug, senior centers, etc.)	●

Potential Strategies

Timeline

Publicize the list of DTC 5310 grant awardees for each year, value, and the intended use of the grant (web only)

●

Expand the travel training program in targeted locations. The travel trainers can teach people how to use DTC and Paratransit services, including how to pay, when and how to book services, and how microtransit works

●

Advertise information about the services (DTC, paratransit, 5310 services (or providers), and where to find more details on DTC vehicles infotainment and Enplug screens in transit centers

● ●

Consider the creation of a Mobility Manager position to provide information about all transportation services (DTC, paratransit, and 5310 providers). This person would work with the public and serve as a "transportation social worker." The Mobility Manager would be able to answer questions about transportation resources for both public transit and all human services transportation options in Delaware

● ●

Create a statewide call center to provide information on transportation services and options, including how to use them

● ● ● ●



Objective #8

Prepare the public for additional microtransit services through DART Reimagined

The implementation of DART Reimagined services includes eight new microtransit zones. Older adults and individuals with disabilities will need clear and direct education on how to use the variety of transportation options available in Delaware and in particular, microtransit service in which many people are not familiar. As noted earlier, increased use of DTC transit services will lessen the demand for 5310 services.

Potential Strategies	Timeline
Educate the public about the definition of ride-share service and set expectations for ride quality, costs, trip length, etc. for riders to make informed decisions	●
Consider using the Mobility Manager to prepare social service and community organizations on how the public can use microtransit services	● ●



Objective #9

Prepare for demographic changes in the future

Given the growing number of elderly adults in Delaware, particularly in the southern part of the state, a variety of transportation services will be needed to meet the mobility needs of older adults and individuals with disabilities in less densely settled parts of Delaware. This recommendation offers the opportunity to prepare for the future and start building partnerships in critical areas. By establishing and prioritizing those partnerships in the 5310 application process, DTC will be better equipped to address transportation needs in the future.

Potential Strategies	Timeline
Target the development of 5310 partnerships in underserved areas of Delaware	● ● ● ●
Educate social service organizations that are not in the 5310 program and in underserved areas of the state about the 5310 program, and support their participation	● ● ● ●

The following table organized the strategies by short, medium, and long term implementation durations.

Table 5: List of Potential Strategies by Implementation Timeframe

Short-Term (1-2 years) ●	Medium-Term (3-5 years) ●●	Long-Term (6-10 years) ●●●
<ul style="list-style-type: none"> ■ Explore funding and service opportunities through healthcare and health insurance industries ■ DTC could maintain a list of service providers looking for drivers ■ Advertise need for drivers on DTC's infotainment and Enplug screens on buses and in transit centers ■ Advertise the jobs as potentially part-time or post-retirement positions ■ Consider awarding 5310 funds to program partners to provide accessibility infrastructure ■ Educate the public about the definition of ride-share service and set expectations ■ Review online information for clear and simple language ■ Expand the travel training program ■ Publicize the inventory of 5310 partners ■ Publicize the list of DTC 5310 grant awardees ■ Ensure that operators and drivers help their customers with dignity ■ Ensure that the privacy of individuals with disabilities is protected ■ Train transportation workers on the needs of people with disabilities ■ Ensure service quality for paratransit users 	<ul style="list-style-type: none"> ■ Investigate potential additional funding sources such as the ACL Digital Equity Act Competitive grant program or Pilot Program for Innovation Coordinated Access and Mobility Grant ■ Partnerships with career centers, job training programs, and educational facilities that provide CDL training to share opportunities at DTC and in the 5310 program ■ Implement new or expand volunteer driver training programs ■ Consider development of a 5310 Advisory Committee with monthly or quarterly meetings. ■ Engage the Elderly and Disabled Transit Advisory Committee ■ Coordinate with DelDOT to prioritize implementation of ADA-compliant infrastructure upgrades ■ Create a Mobility Manager position ■ Advertise information about the services (DTC, paratransit, 5310 services (or providers), and where to find more details on DTC vehicles infotainment and Enplug screens in transit centers 	<ul style="list-style-type: none"> ■ Provide Class D minivans so that a CDL license is not required ■ Create a pilot program for 5310 partnerships between providers ■ Target the development of 5310 partnerships in underserved areas of Delaware ■ Educate social service organizations that are not in the 5310 program and in underserved areas of the state about the 5310 program, and support their participation ■ Create a statewide call center to provide information on transportation services and options and how to use them

Appendix A: Communication Toolkit

Email to Stakeholders

SUBJECT: Help Shape the Future of Mobility in Delaware with Mobility in Motion

Dear Delaware Community,

Your networks have a unique opportunity to be part of an initiative that will redefine transportation in Delaware. In 2020, Delaware Transit Corporation (DTC), operating as "DART", launched the [Mobility in Motion](#) survey to understand the transportation challenges faced by many Delawareans, including issues related to disability, income, age, and lack of car ownership. The information from the survey was used to create a Coordinated Plan which helps to improve mobility for seniors and individuals with disabilities by reducing barriers to transportation services and expanding mobility options.

This summer/fall, DTC will release the **Mobility in Motion 2024 Public Survey** to update the Coordinated Plan and improve mobility strategies in Delaware. Since the launch of the **Mobility in Motion** initiative, DTC has continued to strive and redefine transportation and mobility options in Delaware. To help you spread the word, the attached toolkit features a sample newsletter, social media language, poster, and flyers in multiple languages for you to share via your organization's website, social media and/or newsletter distribution lists.

We are also happy to partner with you to reach your community by offering in-person outreach options and materials for distribution. Simply reply to this email and a member of our team will help you find the best way to tell your community about Mobility in Motion.

As a token of our appreciation, everyone who completes the survey and provides their email or phone number will be entered into a drawing for a \$50 gift card. The survey will be open until **[insert date]**.

For more information and to access the survey, visit delawarecommunitysolutions.org/mobility-in-motion.

Thank you for your support and participation.

Best regards,

Visit the webpage for the [Mobility in Motion Survey](#) to share your experiences.

As a token of appreciation, everyone who completes the survey and provides their email or phone number will be entered into a drawing for a \$50 gift card. The survey will remain open until [insert date].

Since the launch of the Mobility in Motion initiative, DTC has continued to work toward redefining transportation and mobility options in Delaware. DTC invites you to share your travel experiences and provide valuable feedback through their 2024 Mobility in Motion survey. Whether you walk, bike, or roll to your DART First State bus stop, your input is critical in identifying gaps and making meaningful mobility improvements in our transit system.

In 2020, Delaware Transit Corporation (DTC), operating as "DART", launched the [Mobility in Motion](#) survey to understand the transportation challenges faced by many Delawareans, including issues related to disability, income, age, and lack of car ownership.

Mobility in Motion: Creating Accessible and Affordable Transit for All Delawareans

Sample e-Newsletter Copy:

delawarecommutesolutions.org/mobility-in-motion

Web Page:

We thank you for helping us get the word out about the Mobility in Motion survey. Please feel free to use or adapt the sample material below.

Overview:





Sample Social Media Copy:

Instagram :

🍷🍷 Help shape the future of transportation in Delaware! 🍷🍷

Complete our survey at delawarecommutesolutions.org/mobility-in-motion to share your travel experiences and enter for a chance to win a \$50 gift card. Your input is vital in identifying gaps and improving transit services statewide. The survey is open until **(DATE TBC)**. Join us in making mobility accessible for all residents. Your voice matters—let's enhance transportation together!

#DelawareCommuteSolutions #MobilityInMotion #TransportationForAll #Delaware #Survey #Win50 #Community

Facebook:

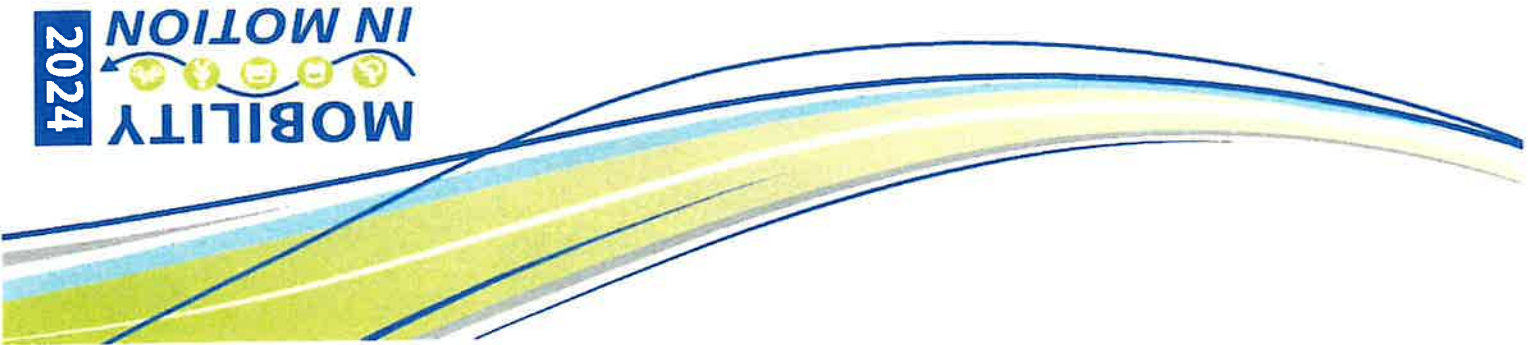
DART wants you to tell us about your travel experiences and help shape the future of transportation in Delaware!

Complete our mobility survey at www.delawarecommutesolutions.org/mobility-in-motion for a chance to win a \$50 gift card. Your input is vital in identifying gaps and improving transit services statewide. The survey is open until **(DATE TBC)**.

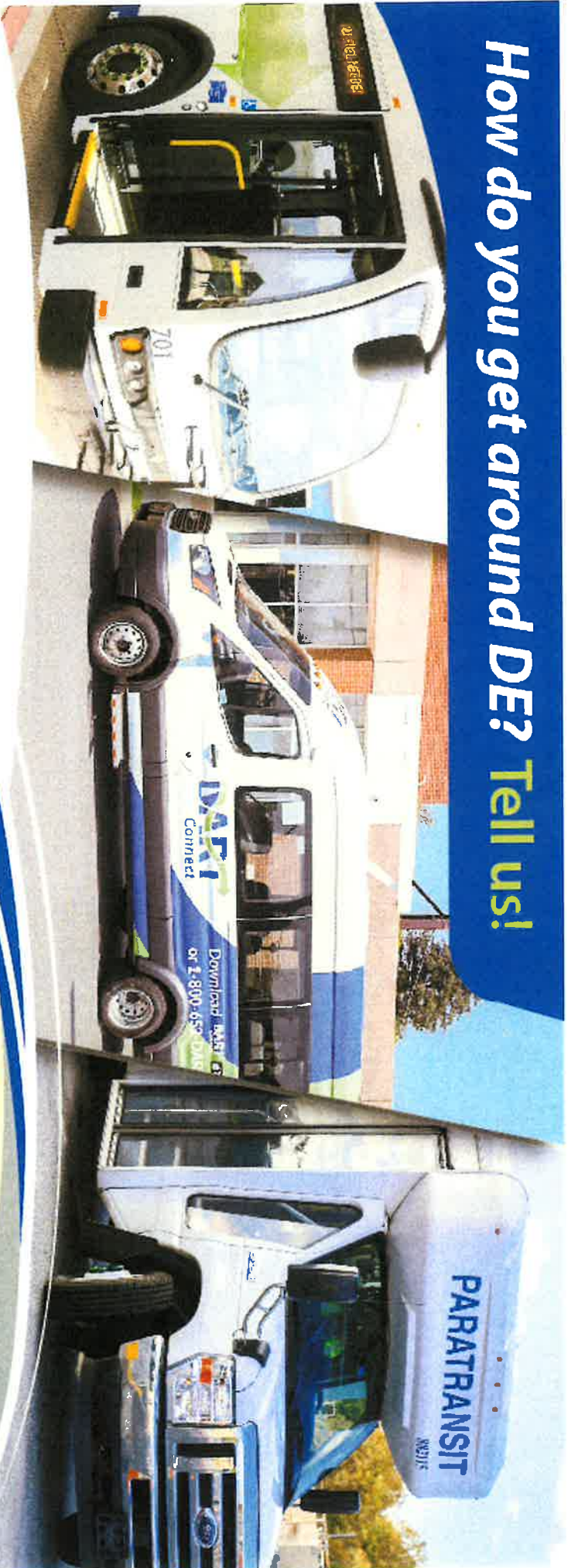
Many Delawareans face challenges accessing transportation due to disability, income, age, or lack of car ownership. These barriers prevent people from reaching essential services and opportunities. Your answers will help DART plan transportation improvements with partners across the state. Let's make mobility accessible for all residents—together!

#DelawareCommuteSolutions #MobilityInMotion #TransportationForAll #Delaware #Survey #Win50 #Community

X/Twitter:
Help shape Delaware's transportation future! Complete the [survey](#) by **(DATE TBC)** to share your travel experiences and enter to win a \$50 gift card. Your voice matters!
#DelawareCommuteSolutions #MobilityInMotion



How do you get around DE? Tell us!



Take our survey at [MobilityDE.org](https://www.MobilityDE.org)
You could win a \$50 gift card!

MOBILITY
IN MOTION
2024

DAPI
Moving Forward

**MOBILITY
IN MOTION**
2024



You could win a \$50 gift card!



Take our survey



Want to be a part of the future of transit in Delaware?

Appendix B: List of Outreach Events

Outreach Description	Communication Type	Completed					
		Date	Date	Date	Date	Date	
Direct email to the following audiences:							
DECS program partners – 193	Email Blast Text	24-Jul	31-Jul				
Gal/GAR partners – 144	Email Blast Text	24-Jul	31-Jul				
DECS program members – 14,396	Email Blast Text	29-Jul	21-Aug				
Delaware Libraries List Serve – 573 businesses (public and potentially stakeholders)	Email Blast Text	29-Jul					
Delaware State Chamber of Commerce members (public and potentially stakeholders)	Email Blast Text	5-Aug					
New Castle County Chamber of Commerce members (public and potentially stakeholders)	Email Blast Text	29-Jul					
Georgetown Chamber of Commerce members (public and potentially stakeholders)	Email Blast Text	29-Jul					
Rehoboth/Lewes Chamber of Commerce members (public and potentially stakeholders)	Email Blast Text	7-Aug					
Central Delaware Chamber of Commerce members (public and potentially stakeholders)	Email Blast Text	29-Jul					
WILMARCO – New Castle County MPO - (public and potentially stakeholders)	Email Blast Text	29-Jul	31-Jul				
Dover/Kent MPO - (public and potentially stakeholders)	Email Blast Text						
Website and Social Media Platforms							
DECS Website rotating banner (carousel)*	Communication Type	Date	Date	Date	Date	Date	
DECS Facebook*		18-Jul					
DECS Instagram*		24-Jul	1-Aug	8-Aug	22-Aug	5-Sep	
DECS X*		24-Jul	1-Aug	8-Aug	22-Aug	5-Sep	
DECS X*		24-Jul	1-Aug	8-Aug	22-Aug	5-Sep	
DECS LinkedIn*		29-Jul	8-Aug	22-Aug	12-Sep		
DART spotlight banner							
DART Facebook							
DART Instagram							
DART X							
DART LinkedIn							
Air Quality Partnership Facebook page							
Air Quality Partnership Facebook page							
Dover/Kent MPO social media pages- (public and potentially stakeholders)							
Dover/Kent MPO social media pages- (public and potentially stakeholders)							
Facebook and LinkedIn - personal account							
Facebook and LinkedIn - personal account							
Utilization of MPO's and Chamber's direct email and newsletters							
Chambers	Communication Type	Date	Date	Date	Date	Date	
DSCC - does not facilitate direct mail on behalf of members, but DSCC can do paid advertising - \$150 for a banner ad in the Digital Weekly Report (3,000 audience), \$75 for event blasts, post MIM flyers in DSCC office, have their Membership Executive, Ken Evans equipped to disseminate Stakeholder and public MIM project.	Newsletter Text						
GTCC will send an email blast to all members, posting on all the GTCC social media pages and the Georgetown DE Circle Facebook page; you manage for the community as well. DECS looks forward to participating in person at one farmer's market events in August and will confirm our attendance of either August 14, 21, or 28. Thanks for sharing our survey at the August 7, 2024, farmer's market for us. The farmer's markets are held every Wednesday from 4-7 p.m.	Social Media, Email blast, Farmer's Market	31-Jul					
Central Delaware Chamber of Commerce members (public and potentially stakeholders)	Newsletter	7-Aug					
Dover/Kent MPO - (public and potentially stakeholders)	Newsletter	8-Aug					

DECS and DART In-Person and Virtual Outreach Opportunities July 17 - September 27, 2024 (to date 7/22/24)		Communication Type	Date	Date	Date	Date	Date
Bank of American virtual webinar		Virtual Webinar	25-Jul				
Chamber meeting at Faithful Friends		In Person	25-Jul				
Chamber - follow up from New Castle County Transportation Forum		Email	23-Jul				
Collaborative Forum - Transportation & Demographic Challenges Post Covid Era (public and potentially stakeholders)		Public QR Code Sheet	17-Jul				
DART Buses		Infotainment System - Public QR Code	ongoing				
Delaware Park and Casino		Employee tabling	23-Aug				
Delaware State Fair - DART table with QR code WMM 2024 flyer)		Public QR Code Sheet	July 18 - 28				
Dover/Kent MPO PAC meeting		Announcement in meeting	8-Aug				
Dover/Kent MPO TAC meeting		Announcement in meeting	13-Aug				
DTC - 5310 FY24 Quarterly Meeting		In Person	5-Aug				
DTC - 5310 FY24 Quarterly Meeting		In Person	7-Aug				
Georgetown Chamber of Commerce (Hops and Crops outdoor market		In Person	21-Aug	28-Aug			
Goldley Beacom College		In Person	23-Jul				
Hope Conference - Killian's Pond - 10 a.m. - 2 p.m. (rain location Dover)		In Person	7-Aug				
Kent County One Stop (links will be in the meeting notes)		Virtual meeting/in meeting notes	16-Aug				
New Castle County One Stop (links will be in the meeting notes)		Virtual meeting/in meeting notes	27-Aug				
One-Stop (Workforce Development) Statewide meeting		In Person	20-Sep				
Sussex County One Stop (links will be in the meeting notes)		Virtual meeting/in meeting notes	28-Aug				
PIRCOD New Castle (links will be in the meeting notes)		Virtual meeting	15-Aug				
PIRCOD Sussex County (links will be in the meeting notes)		Virtual meeting	28-Aug				
State of the County - New Castle County Chamber (potentially stakeholders)		Public QR Code Sheet	16-Jul				
University of Delaware - bike safety check point		The Green Event	10-Sep	18-Sep			
VA Hospital on-site tabling		In Person	12-Sep				

Appendix C: Inventory of Transportation Services (2024)

