

Modernizing Dial-a-Ride with an Intelligent, Digital On-Demand Solution

The Challenge

The Suburban Mobility Authority for Regional Transportation (SMART) is Southeast Michigan's regional bus system, operating 234 fixed-route buses on 47 routes with an annual ridership of 11 million. SMART is dedicated to their community, with services available for a wide range of rider needs, including ADA Paratransit, Community Transit services, and, until now, a Dial-A-Ride service.

The agency continually monitors its routes and ridership to ensure its resources are being utilized efficiently and eliminating unproductive routes in order to reassign resources to more high-demand services. Because of this, SMART understood that the software used to power their Dial-A-Ride service in Farmington and Farmington Hills was reaching its end of life.

The Dial-A-Ride service, while a helpful way for residents to get to and from work, errands, medical services, and the like, was slow, taking up to an hour for the service to pick up riders after they called the operator. This required riders to plan well in advance in order to enjoy the convenience of the service and did not have exact details on when their ride would arrive to pick them up.

SMART required a new, more modern approach in order to continue serving their riders effectively.



“SMART is taking a big step by modernizing the Dial-a-Ride service in Farmington and Farmington Hills and is now able to offer a quick, convenient, and more reliable way to ride around their community. We are always looking for ways to improve service, meet the increasing demand for transit as well as address the challenges the pandemic has imposed. Partnering with Moovit and offering the On-Demand feature to riders allows us to address all of these issues with one application, while also developing new and innovative ways to deliver better services with our existing resources.”

Robert Cramer
Deputy General Manager of SMART

The Solution

SMART chose Moovit's On-Demand technology to power their new service, SMART Quick Connect. SMART had already determined the service zone, which covers the same area of Farmington and Farmington Hills that was covered by the Dial-a-Ride service, but the on-demand solution creates a more efficient network from the get go.

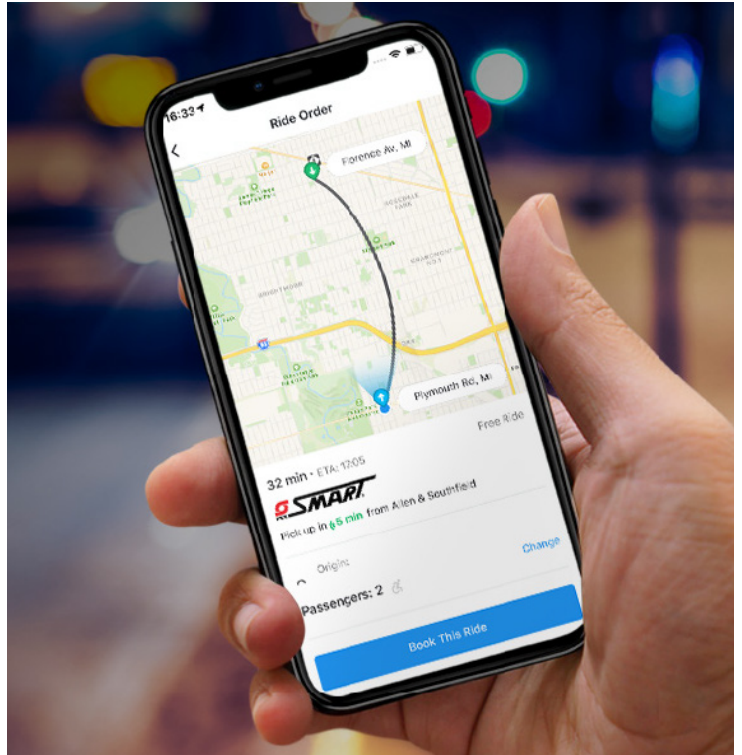
During the planning phase, Moovit performed simulations to determine the ideal number of vehicles needed for the service to hit SMART's SLAs and did in-the-field testing in order to optimize the solution.

Moovit's On-Demand technology includes a smart algorithm that pools riders heading in the same direction into the same shuttle efficiently and without delays. The new SMART Quick Connect service allows riders to seamlessly plan, pay for, and book their ride through the Moovit app, instead of needing to call the dispatch center as before. Launched during the COVID-19 pandemic, the solution helps mitigate COVID-19 safety concerns through capacity planning, which limits the number of riders per shuttle, helping keep both passengers and drivers safer.

With extensive training for operators and drivers, the agency was ready and prepared for the switch from Dial-A-Ride to on-demand microtransit. SMART adopted smaller, 6-person shuttles for a more economical and eco-friendly approach. Moovit created an educational promo video for the service, which explains the sign-up and booking process in-depth for all users. In addition, the SMART call center will remain open for riders without smartphones or who need technical assistance.

Results

- Wait time reduced from an hour to 15 minutes average down by 45 minutes
- A decrease in booking calls to dispatch
- Resource optimization enables the reallocation of drivers in places with more demand



Reasons For Choosing Moovit

- On-Demand service integrated into Moovit's well-known app
- Moovit's flexibility in working with SMART's needs
- Multimodal trip-planning for seamless connectivity between modes
- Future-proofed solution: Ability to add mobile payments and scale service as needed

MaaS Components



Branded Apps



Fare Payment



On-Demand



Urban Mobility Analytics



Real-Time for Buses

About Moovit

Moovit is a leading Mobility as a Service (MaaS) provider and the world's #1 urban mobility app. Moovit simplifies urban mobility all around the world, making getting around town via transit easier and more convenient. Moovit helps municipalities, governments and transit operators improve urban mobility in their cities.

Learn more about Moovit's mobility solution and schedule a demo: sales@moovit.com