



August 23, 2024

# DuranGO! Microtransit Service

Sarah Hill,  
Durango Transportation  
Director

Dave Woodruff,  
Durango City Councilor

## *Strategic Plan goals*

Reliable Infrastructure &  
Community Connectivity

**Mission** (Why we exist)

“We provide outstanding services and experiences for the entire community.”





**Vision** (What we want to be)

“A multigenerational community which is authentic, diverse, engaged, thriving, and environmentally responsible.”

**Values** (What we believe)

Teamwork | Dependability | Professionalism | Service  
Respect | Innovation | Well-Being

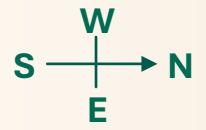
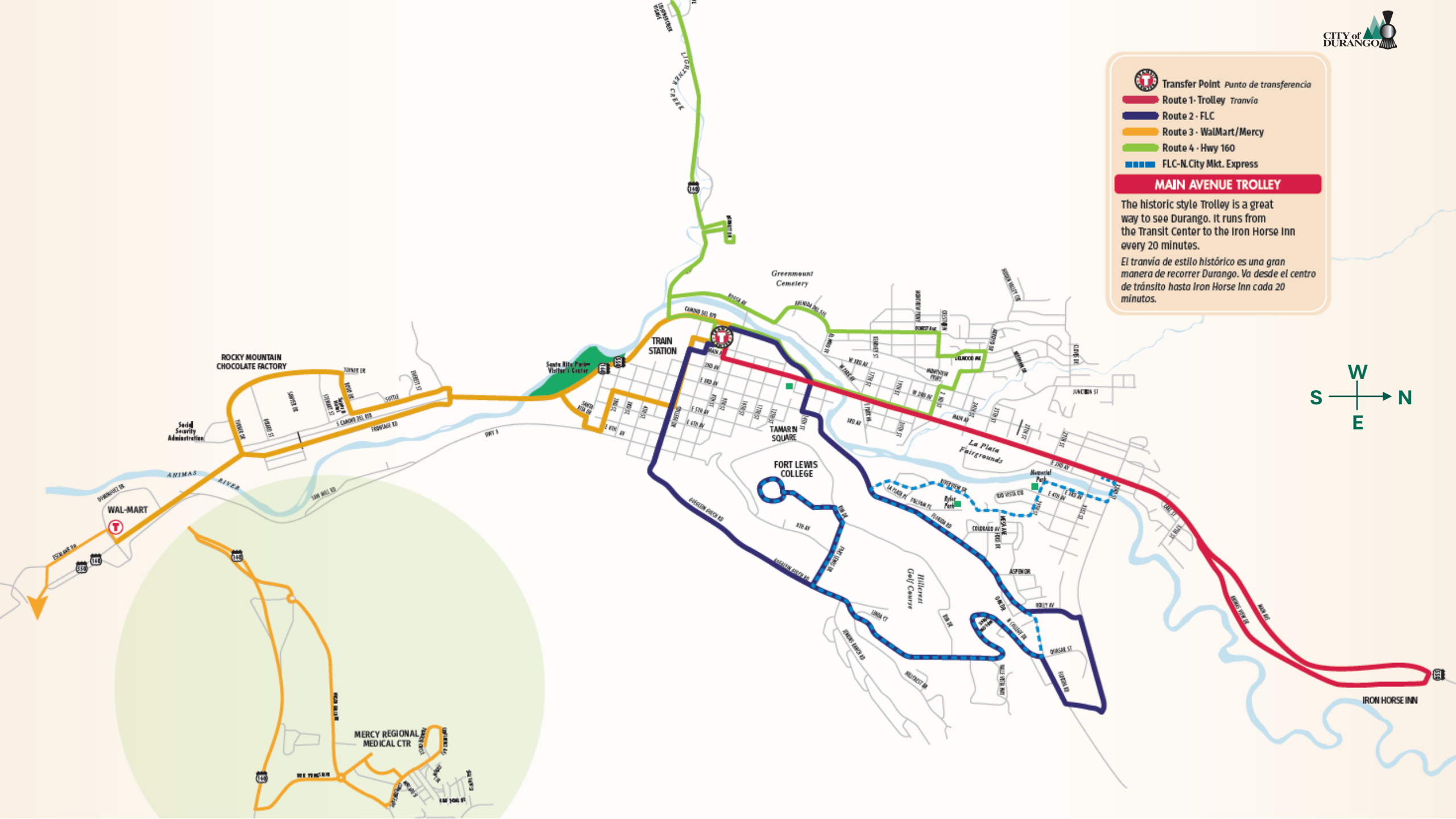


-  Transfer Point *Punto de transferencia*
-  Route 1 - Trolley *Tranvía*
-  Route 2 - FLC
-  Route 3 - WalMart/Mercy
-  Route 4 - Hwy 160
-  FLC-N.City Mkt. Express

**MAIN AVENUE TROLLEY**

The historic style Trolley is a great way to see Durango. It runs from the Transit Center to the Iron Horse Inn every 20 minutes.

*El tranvía de estilo histórico es una gran manera de recorrer Durango. Va desde el centro de tránsito hasta Iron Horse Inn cada 20 minutos.*



# Transit Ridership

- 77% Transit-dependent
- 62% Ride Daily
- **Residency**
  - 54% City resident
  - 22% County resident
  - 16% College Student
  - 7% tourist/seasonal
- **Occupation**
  - 23% Service Industry
  - 20% College Students
  - 18% Unemployed
  - 13% Retired
  - Laborer/Sales/Technical/Administration
- **Income**
  - 75% households <\$50,000/year
  - 51% of the total makes <\$25,000/year
- **Satisfaction**
  - 8.28 out of 10



“People in Durango are working professionals. Public transit should be available into late hours of the night to account for those still working.”

*Comments from the 2023 Transit Ridership Survey*



“I’d give [Durango Transit] a 10 out of 10 if the bus ran longer nightly hours.”

*Comments from the 2023 Transit Ridership Survey*



“For us in the service industry, our work shifts go until 1-2 am. It’d be helpful to have a public ride option.”

*Comments from the 2023 Transit Ridership Survey*

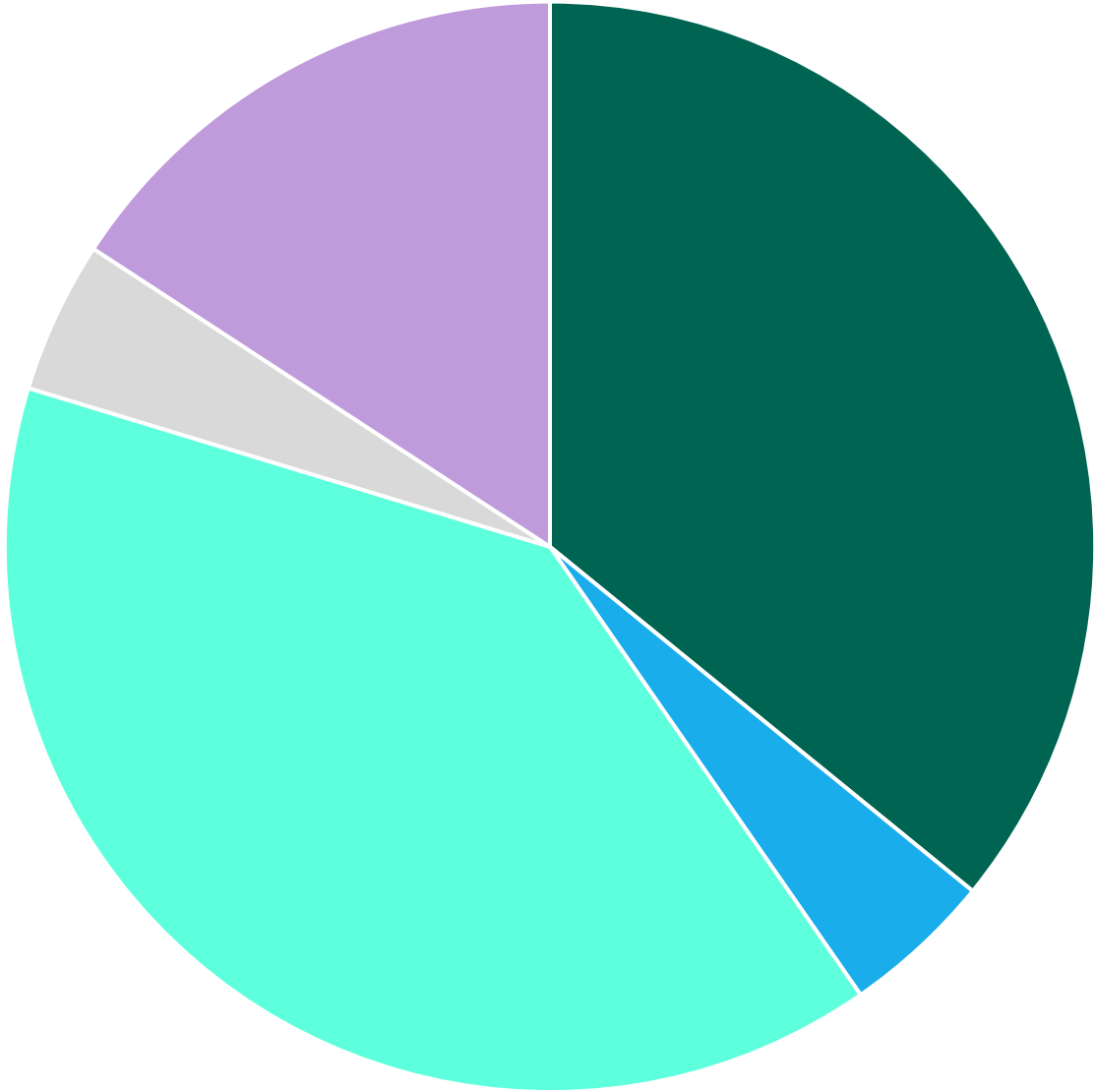


“Would really like longer hours so I’m not walking in the dark.”

*Comments from the 2023 Transit Ridership Survey*



**2024 Adopted  
Budget  
Revenue:**  
**Transportation  
Enterprise  
Fund**



■ Grants ■ Farebox Revenue ■ Parking Revenue ■ Contracts ■ Lodgers' Tax

## DuranGO! Microtransit pilot

- \$50,000 CDOT grant
- Purchased software
- Used existing fleet
- Hourly differential for existing staff



## Microtransit service model

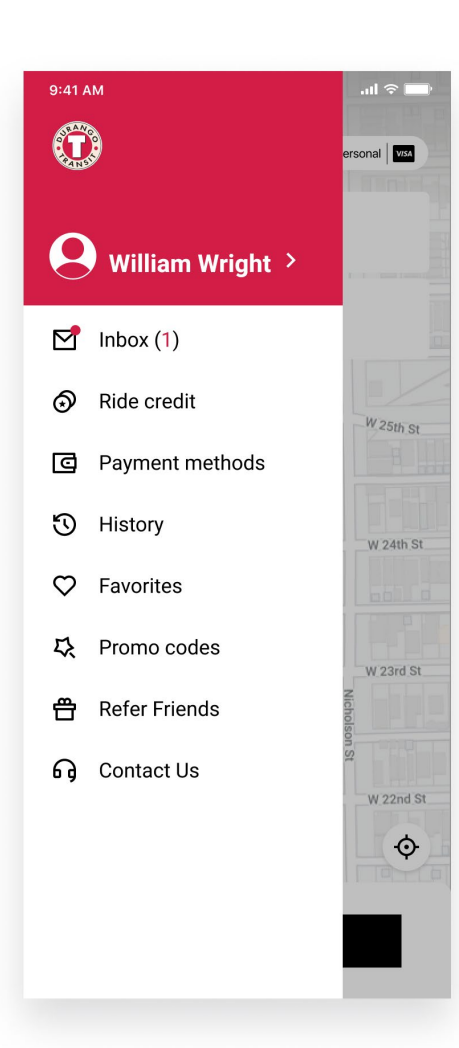
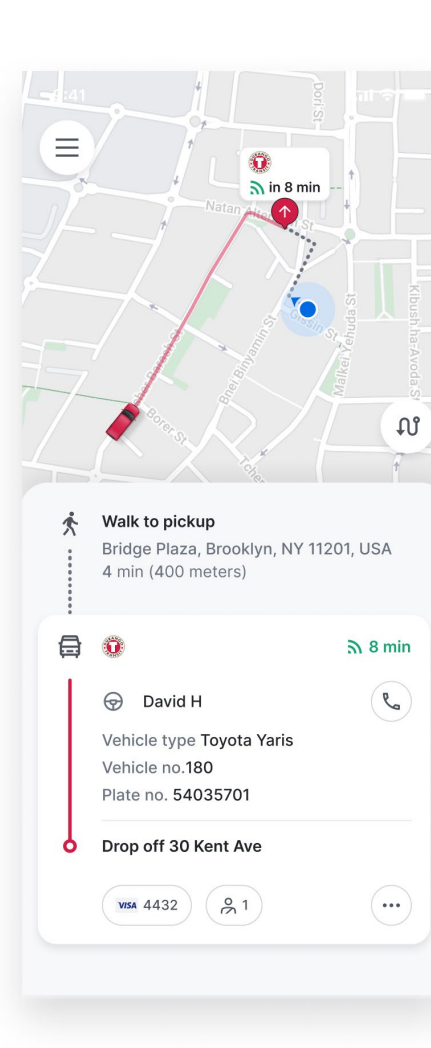
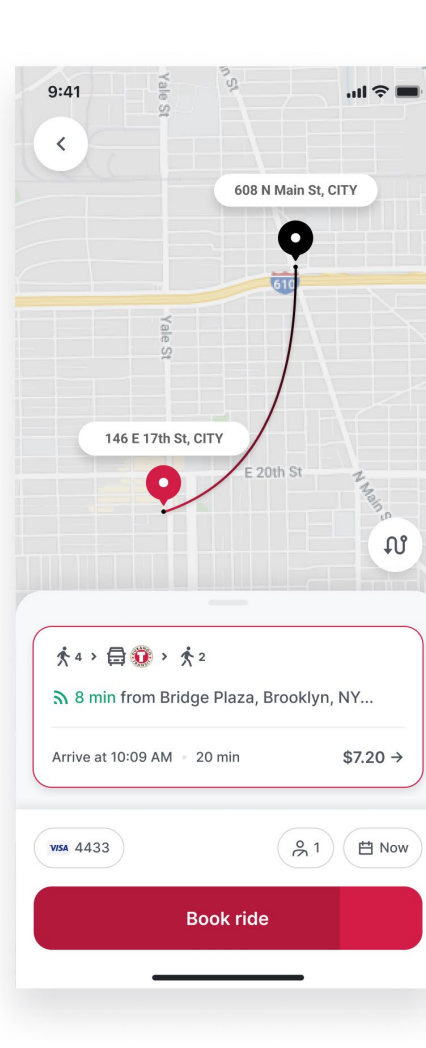
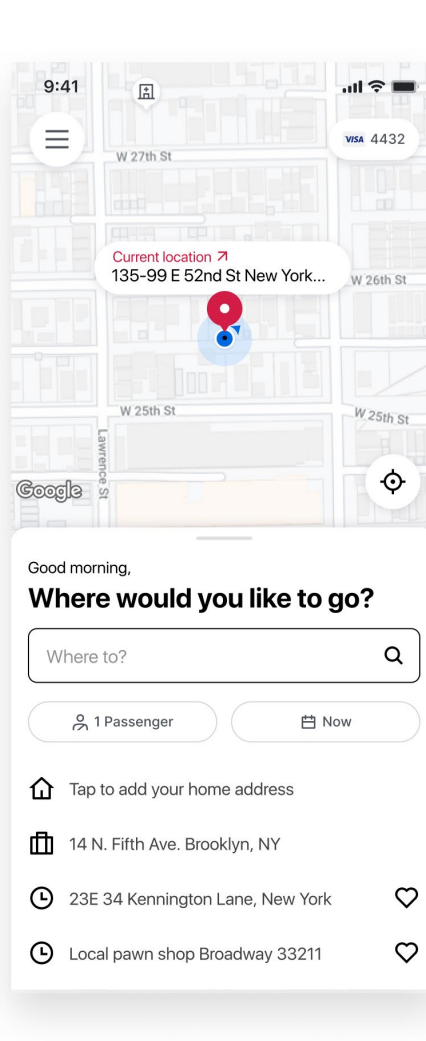
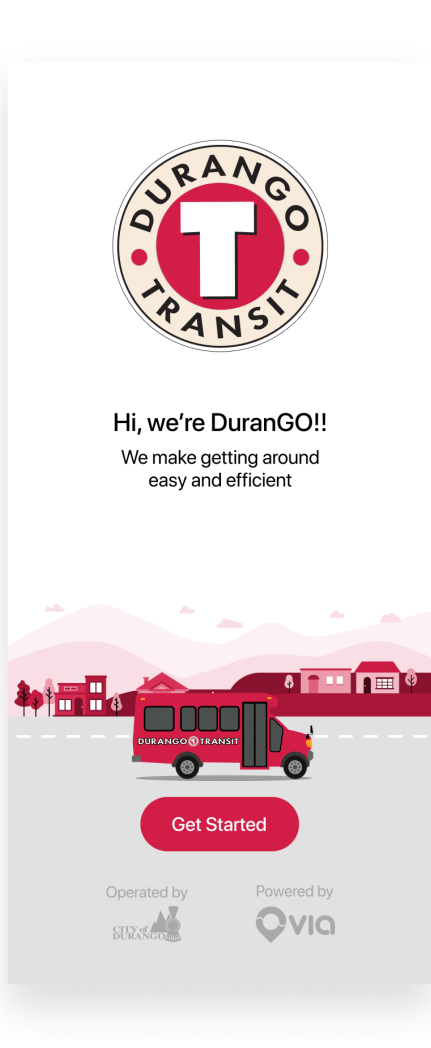
Service concept between private taxis or Uber/Lyft and public mass transit

On-demand option that is more flexible than fixed-routes and paratransit



# EASY TO USE

App available in English and Spanish



# Operational benefits



## Data enhanced

- App-based
- No handling cash
- Collects usage data to optimize routes and service

## Cost effective

- No dispatcher, admin staff, or facility overhead costs
- Flexible service options

## Sustainable

- Groups passengers together to reduce traffic congestion and pollution

# User benefits

# DuranGO!

Evening transit service

**8 pm-midnight every night**

Serving Durango & Three Springs

**\$2 per ride**

FLC students ride free with valid student pass



a service of Durango Transit



## Safe

- Curb-to-curb
- Short wait times (30 minutes max)

## Accessible

- No passenger left behind
- Appropriate for all ages and mobility experience

## Efficient

- Demand-responsive
- Shared rides
- 7 days a week, 5 pm-midnight

## Equitable

- Affordable \$2 rides
- College Students ride free with their student ID

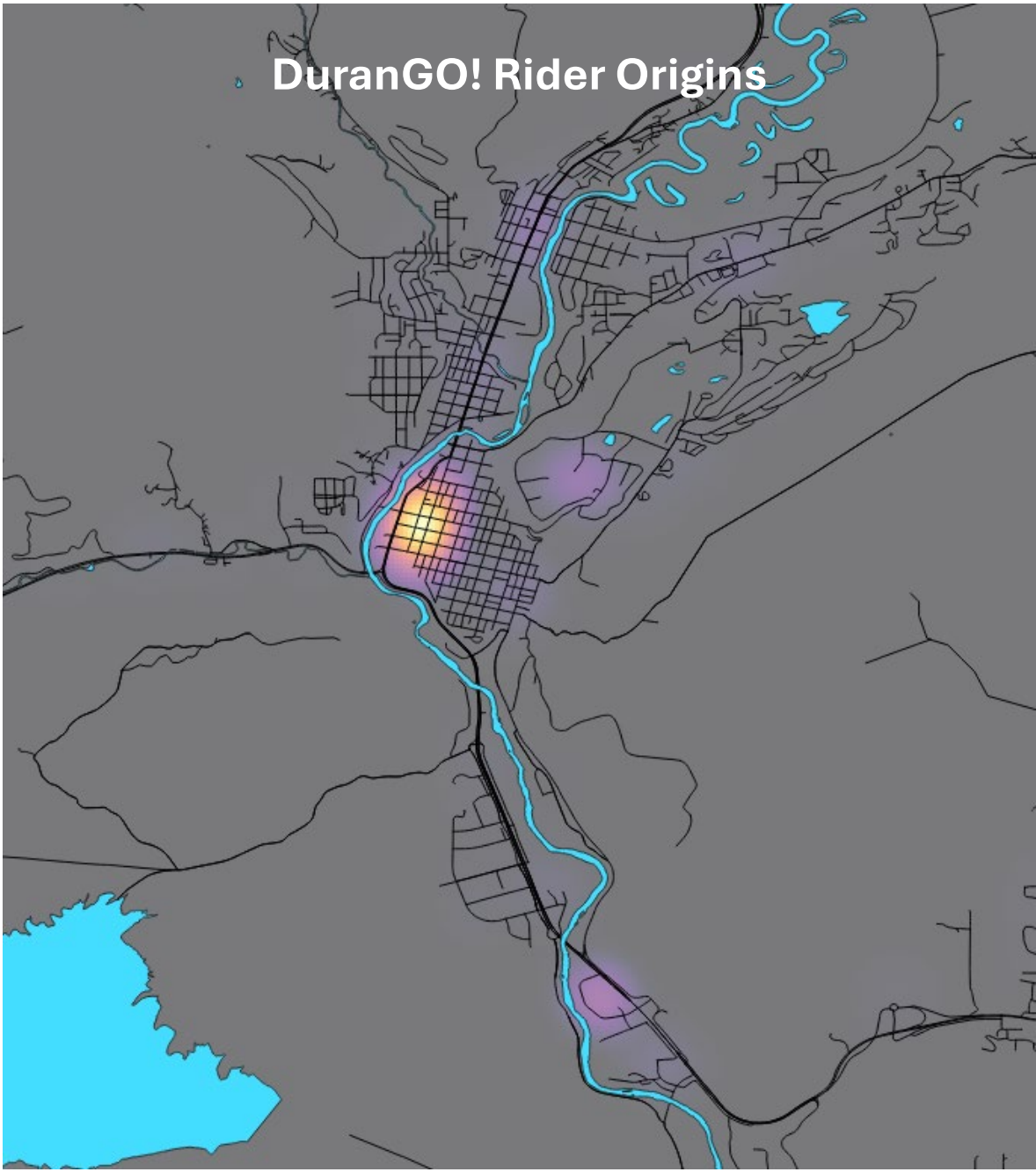
## DuranGO! by the numbers

- **7,428 rides** in first 6 months of 2024
- **15 minutes** average wait time
- **9.35 minutes** average ride time
- **3.65 miles** average ride distance
- Rider rating score is **4.9 out of 5 stars**

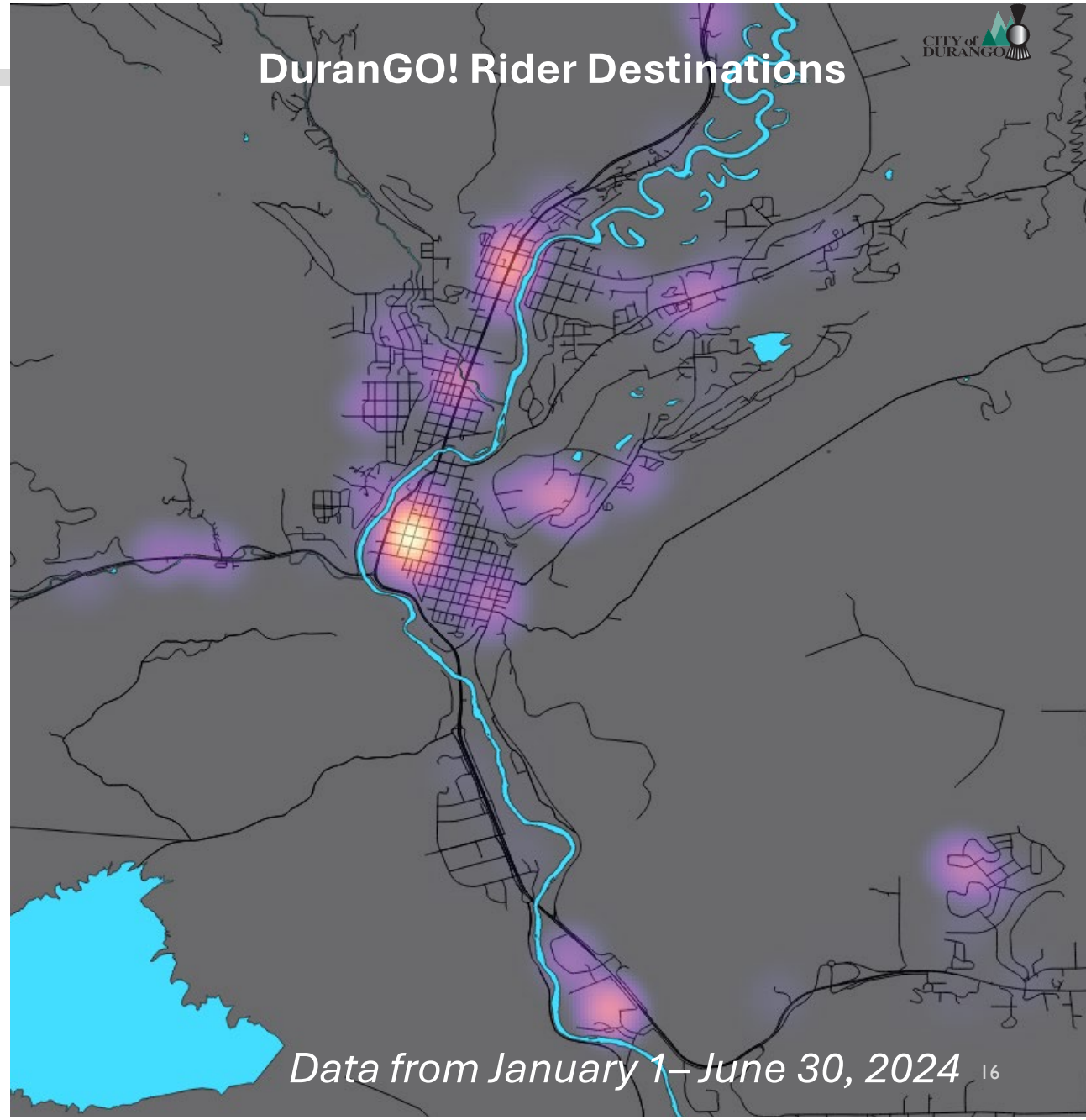
*Data from January 1–June 30, 2024*



# DuranGO! Rider Origins



# DuranGO! Rider Destinations



Data from January 1–June 30, 2024 <sup>16</sup>



# THE Durango HERALD

## Durango Transit adding late-night transportation services, rider app



Standard bus fare for new program fixed at \$2, regardless of trip distance

By Christian Burney Herald Staff Writer

Tuesday, Oct 3, 2023 2:30 PM Updated Tuesday, Oct. 3, 2023 6:18 PM



## Early adopters of on-demand DuranGO Microtransit say service is needed



Late-night workers, bar patrons applaud public transit program instated Oct. 18

By Christian Burney Herald Staff Writer

Wednesday, Nov 1, 2023 5:00 AM Updated Wednesday, Nov. 1, 2023 1:46 PM



## City of Durango expands its late-night, on-demand bus service



Ridership is increasing and passengers are offering positive feedback

By Christian Burney Herald Staff Writer

Wednesday, Mar 6, 2024 4:21 PM Updated Thursday, Mar. 7, 2024 1:53 PM





“Thank you for the DuranGO! program! This has been such a great support for more youth to be employed and have transportation after 8 pm. We appreciate the opportunity!”

Fondly,  
Carrie Harrison, Executive Director Oak Tree Youth  
Resources  
Oak Tree Youth Resources Youth Advisory Board



“I play on the local billiards league. One of our long-time players told me last night that DuranGO! was a life changer for him. He can’t drive (no license or car), but loves to go out and play pool with his friends. He always relied on rides from others but felt bad. He said now he can get out and go socialize without worrying about how he’ll get home. Nice!”

Faye



“We’re visiting Durango for the week from Denver and were told about DuranGO! by a local. Such a great idea! Steve was a great driver and answered some questions. We’re going back tomorrow, but will visit frequently and will incorporate DuranGO! into our plans. We’ll be telling everyone in Durango that we know about it too!

Thanks for offering an amazing service.”

Autumn



“I tell you, you have a great crew of drivers. They are beyond helpful and courteous... I’m disabled and they have always treated me so wonderful. Thank you for this service.”

Barbara

# Lessons learned



- Adjusted start time
- Need smaller, more nimble vans
- User error and app-education
- Hardware adjustments post-launch
- Private taxi company concerns
- Need additional FTE long-term

# Other ideas and applicability

- First- and last-mile connections to fixed-route
- Seasonal trailhead and recreation expansion
- Special events and airport overflow



# QUESTIONS?



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