

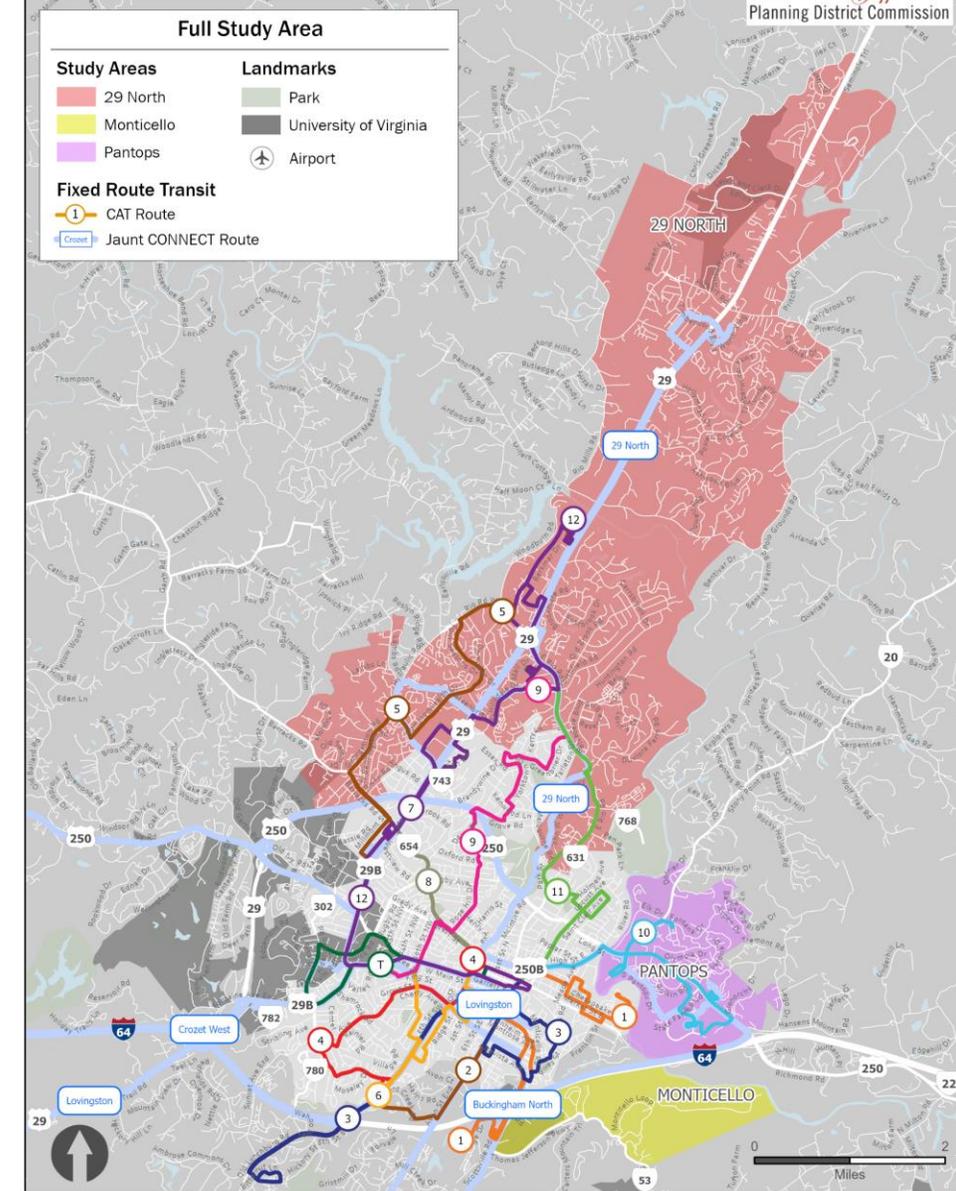
# Albemarle County Transit Expansion Study

FINAL PUBLIC MEETING PRESENTATION – FEBRUARY 2021



# Project Background

- Goal: To identify short-range opportunities to expanded transit service to key population and employment centers in Albemarle County.
- Focus of study on two growth areas and one major cultural destination:
  - US-29 North corridor (between Charlottesville city limits and the North Fork UVA Discovery Park/Rivanna Station area)
  - The Pantops area, east of Charlottesville
  - Thomas Jefferson's Monticello



# Transit Market

- There are many ways to provide transit service – each with its own ideal operating environment.
- Density is key for fixed-route service
  - The more people and/or jobs per acre, the greater the ridership potential for fixed-route transit service.
- Fixed-route service also requires a supportive pedestrian environment to be most effective.
  - Sidewalks, crosswalks, grid-network of streets



Reference: <https://www.cnu.org/publicsquare/2017/04/13/great-idea-rural-urban-transect>

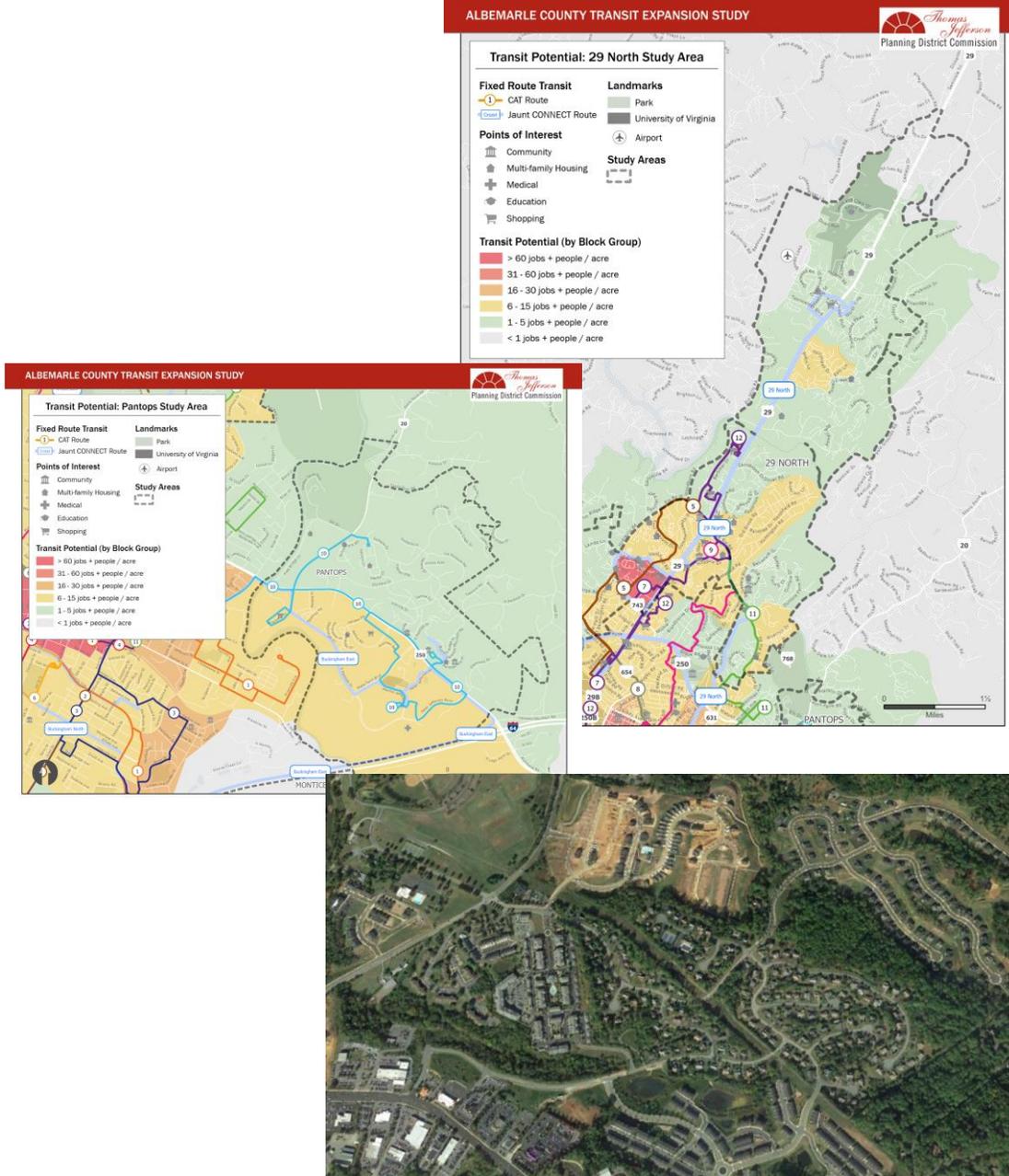
# Transit Market

- For lower-density areas, or areas with challenging pedestrian environments, demand-response service is often a better option than fixed-route service.
  - Large capture area
  - Can meet riders where they are
- Microtransit is a new technology-driven approach to demand-response service.
  - Familiar interface for those who have used Uber/Lyft app (phone reservations also possible)
  - Dedicated fleet
  - Predictable / affordable fares
  - Used for local circulation and regional feeder service
  - Data-rich platform (useful for future planning).



# Key Findings

- The US-29 North corridor and Pantops area are fast-growing, destination rich environments, but still relatively low density and automobile-oriented.
- Monticello typically attracts ~500,000 visitors per year.
  - 98% arrive by personal or rented vehicle
    - 6% **very likely** to use transit if offered
    - 16% **likely** to use transit if offered
  - 98% of employees arrive by personal vehicle
    - 8% **very likely** to use transit if offered
    - 21% **likely** to use transit if offered



# Service Scenarios

- Two service scenarios were developed for each study area, including a mix of fixed-route and microtransit options.
- Scenarios were presented at a series of public and stakeholder meetings, as well as on the project website.
  - 39 meeting participants
- Meeting attendees and website visitors were asked to complete a preference survey.
  - 159 surveys submitted

## Public Survey

### Albemarle County Transit Expansion Study

Albemarle County and the Thomas Jefferson Planning District Commission (TJPDC) are considering options to improve transit service for current and prospective riders in three key areas of Albemarle County: **The US-29 North corridor, the Pantops area, and Thomas Jefferson's Monticello.**

Your feedback is important to the success of this study! Scan the QR code to the right or follow the link to review potential service improvement scenarios for any or all of the three study areas and provide your feedback in the surveys that follow. Thank you for your participation!



<https://bit.ly/3Bk2KxX>



## Sondeo Público

### Estudio de la Expansión del Transporte Público en Albemarle

El condado de Albemarle y la comisión del distrito planeamiento Thomas Jefferson están considerando opciones para mejorar el servicio del transporte público para pasajeros actuales y futuros en tres áreas del condado: el corredor de US-29 Norte, Pantops, y Monticello de Thomas Jefferson.

¡Sus comentarios son importantes al éxito de este estudio! Use el código QR a la derecha o use el enlace para repasar los planes potenciales de servicio mejorado en una o todas las tres áreas de estudio y denos sus comentarios en los sondeos. ¡Gracias por su participación!



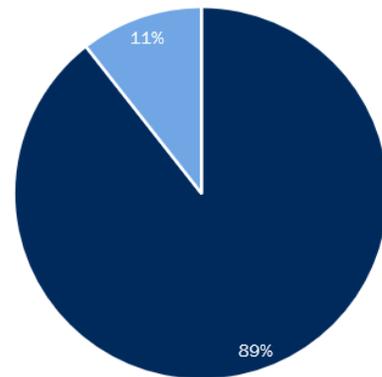
<https://bit.ly/3pJm8IU>



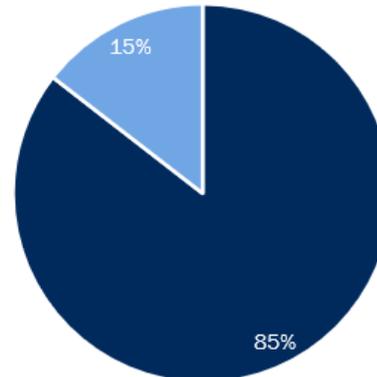
# Preferences

- Among meeting attendees and survey participants, there was a strong interest and preference for microtransit service in all three study areas.
  - *“I think microtransit would be more helpful for those with mobility concerns who find it difficult to get to a bus stop and who want reliable service for appointments.”*
  - *“Microtransit makes sense for shopping centers where rider demand probably varies considerably by time of day.”*

Comfort Using App for Transit Service  
(Monticello Staff)

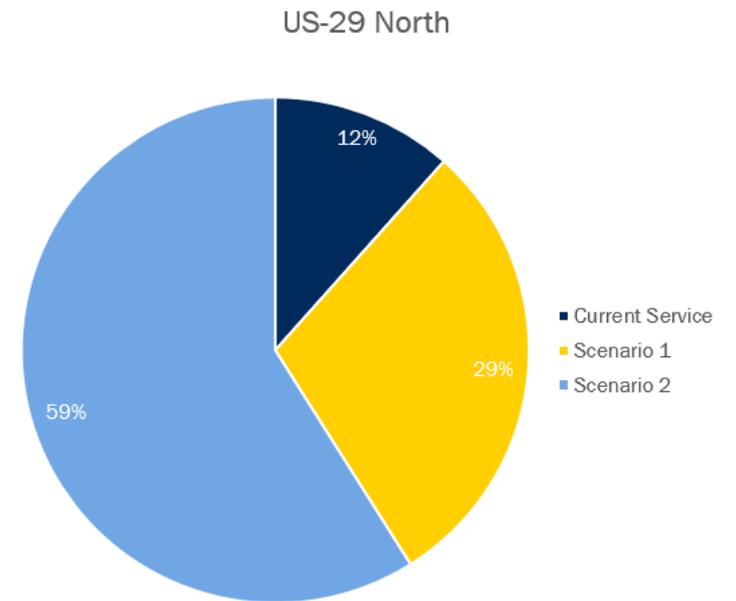
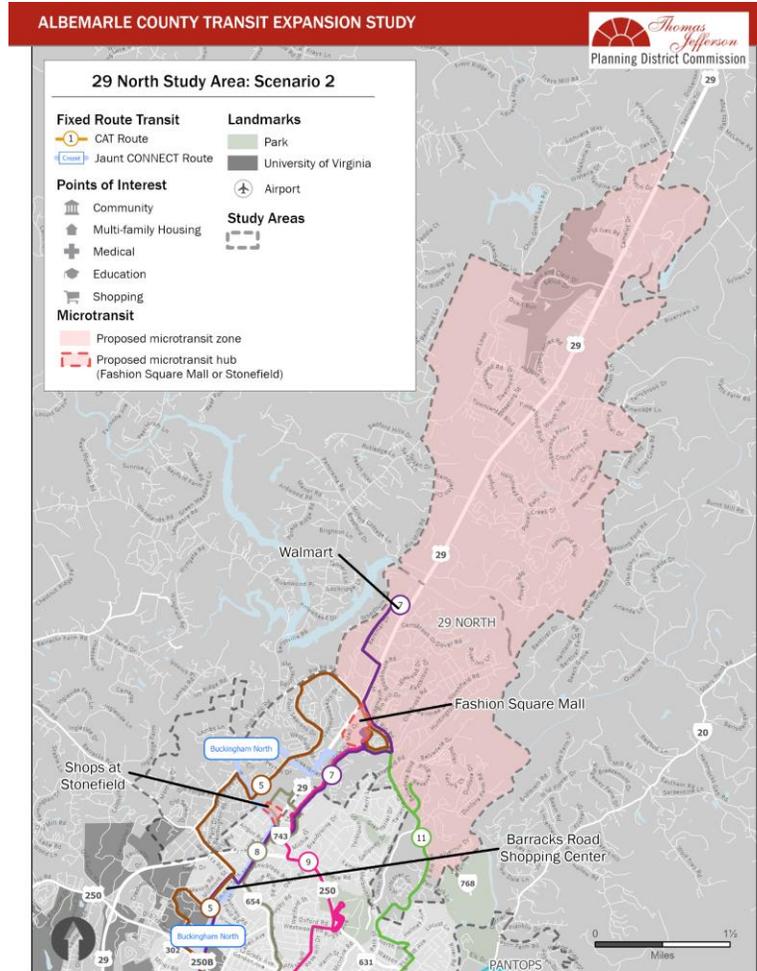
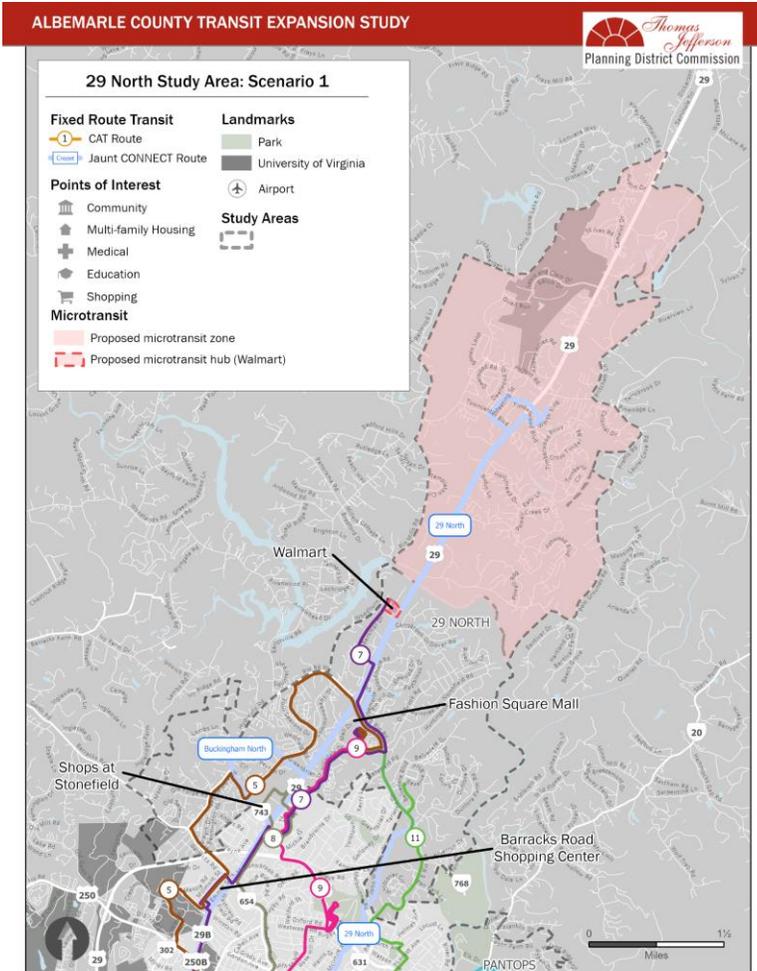


Comfort Using App for Transit Service  
(Monticello Visitors)

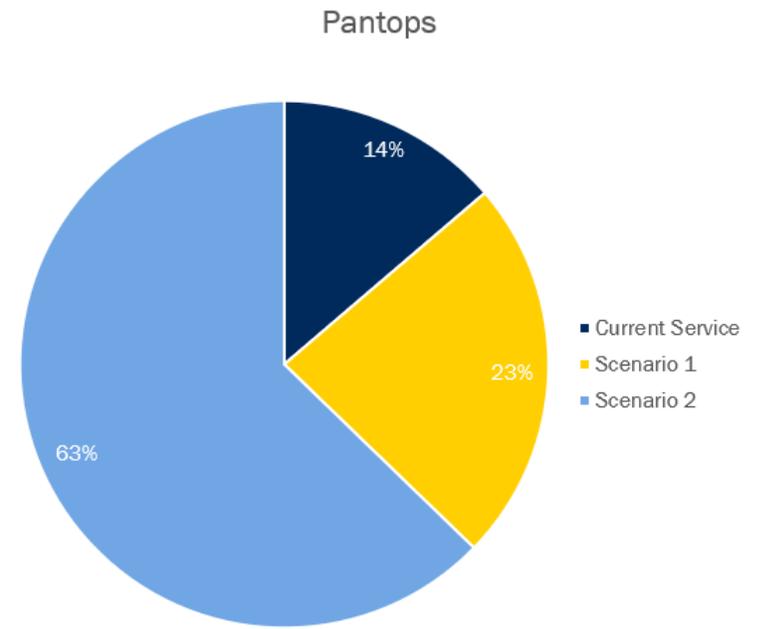
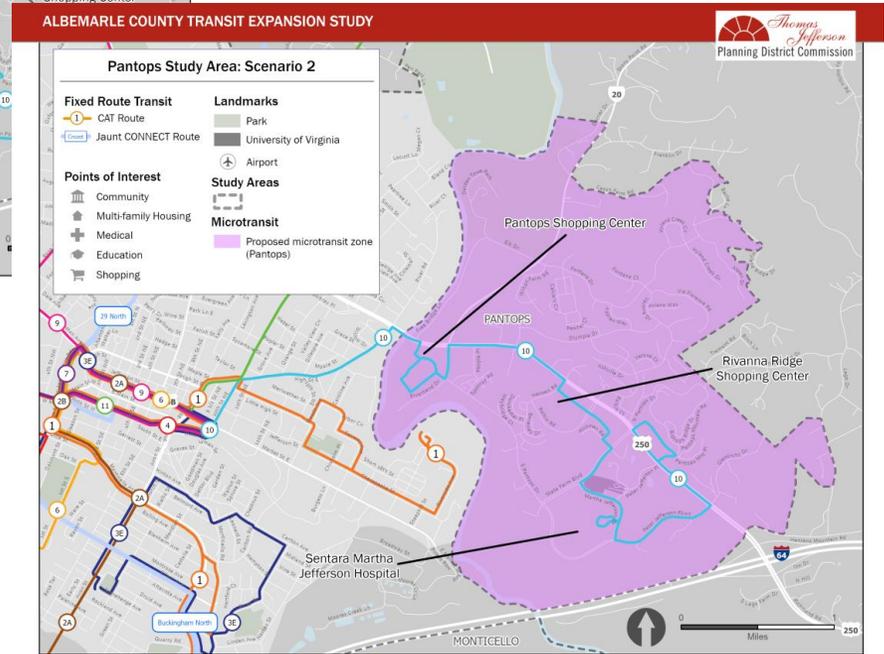
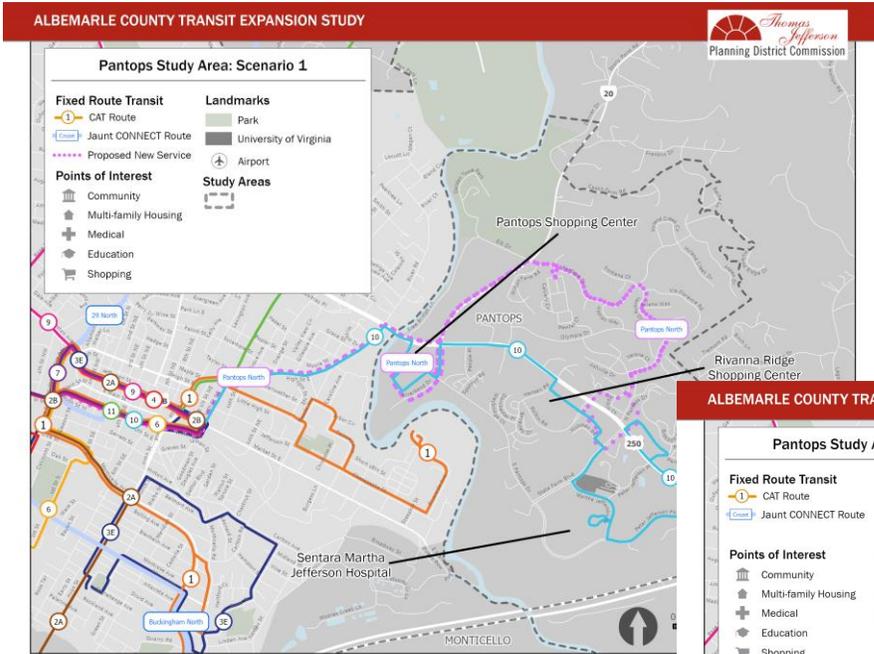


■ Yes  
■ No

# Preferences (US-29 North Corridor)



# Preferences (Pantops)





# Recommendations (US-29 North)

## ■ Microtransit Pilot Project

### — Market

- 14 square mile zone
- Entirely within the region's urbanized area
- Growing area with ~15,000 people / ~6,200 jobs
- Initial daily ridership ~75 per weekday (potential ridership up to 360/day)

### — Service Parameters

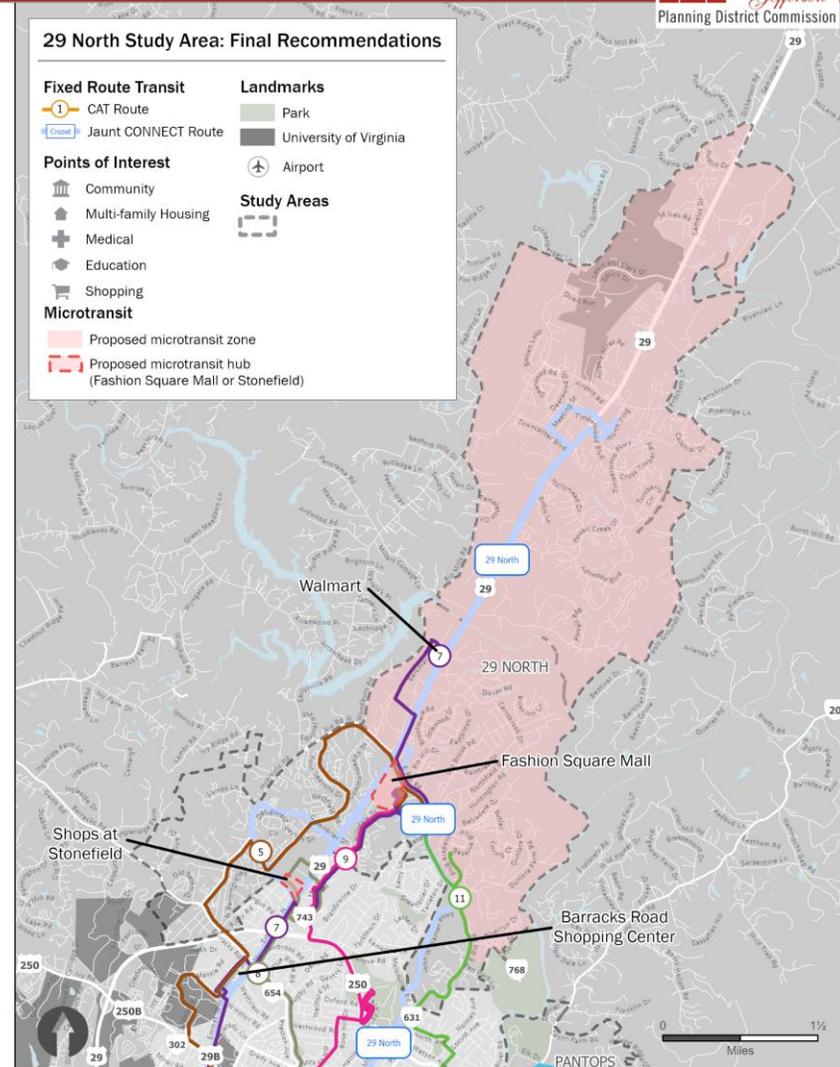
- Weekdays only
- 6:00 am – 9:00 pm
- 3 vehicles for 15-minute median wait times

### — Estimated Operating Cost

- ~\$1.32 million annually, including vehicle operating costs and platform/software fees

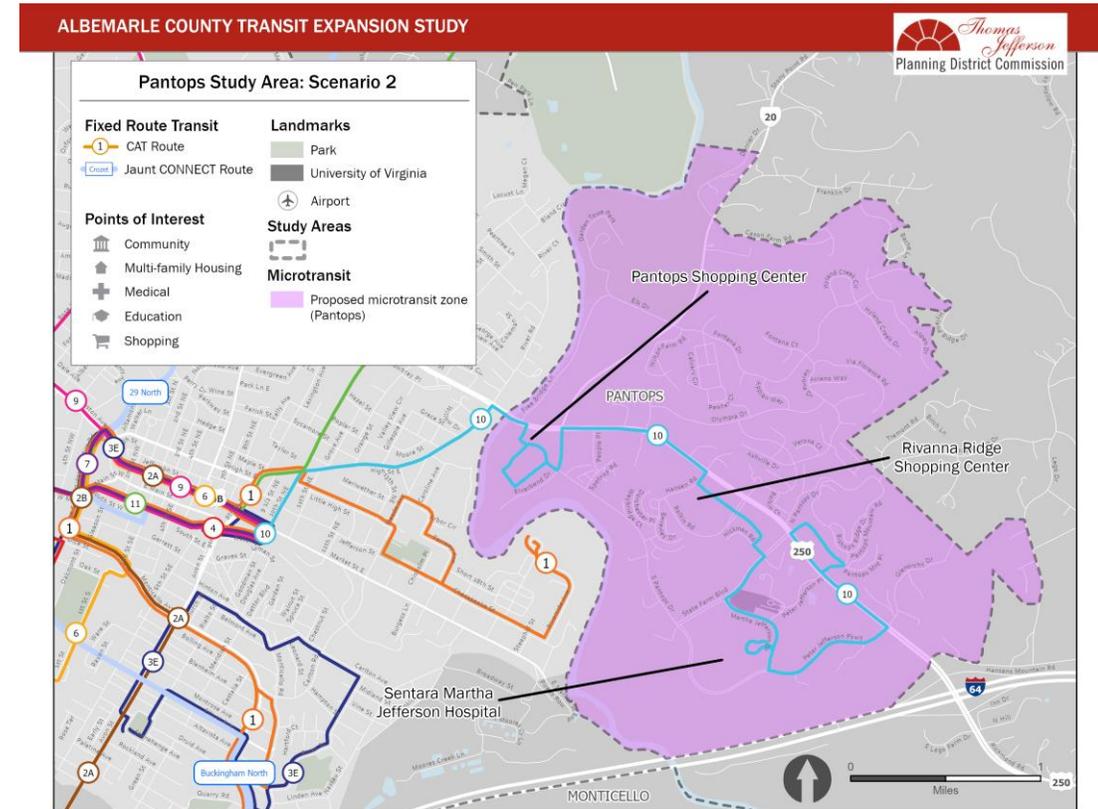
### — Operational Responsibility

- CAT branded and/or operated, as service area is entirely within the region's urbanized area
- CAT serves as grant applicant



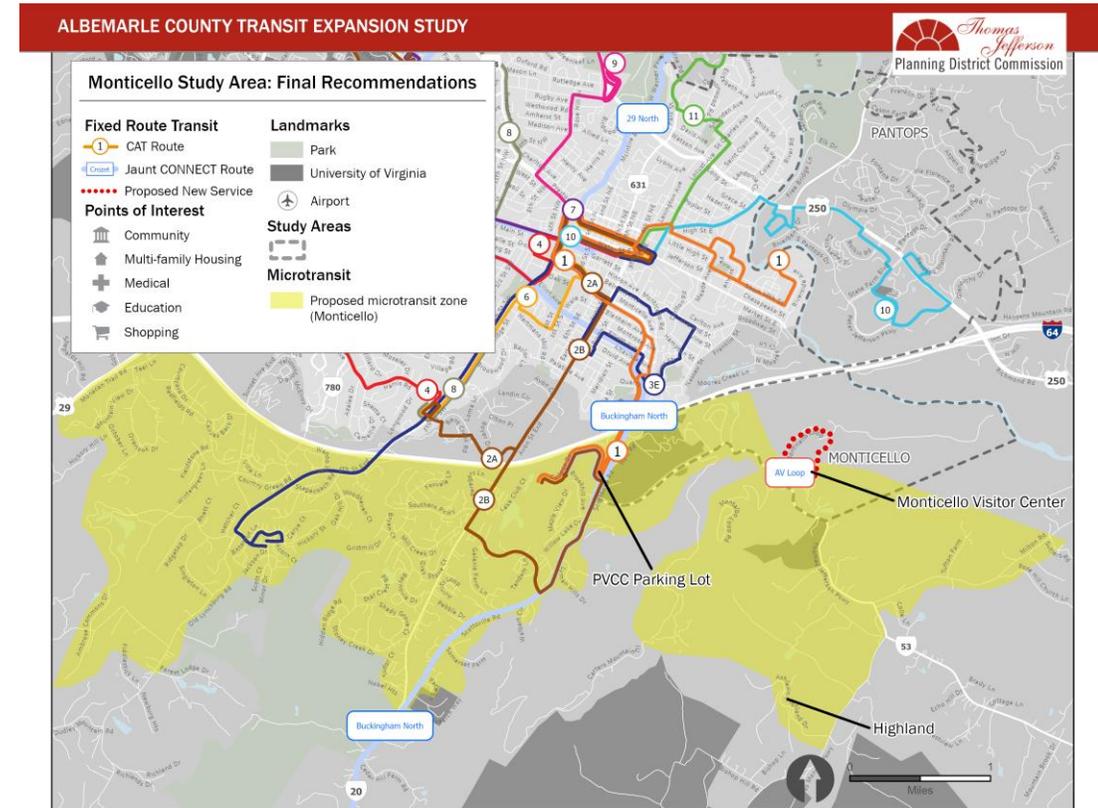
# Recommendations (Pantops)

- **Microtransit Pilot Project**
  - **Market**
    - 2 square mile zone in urbanized area
    - Several large multi-family housing communities, including senior housing
    - Challenging pedestrian environment
    - ~4,500 people / ~7,500 jobs
    - Initial daily ridership ~25 per weekday (potential ridership up to 240/day)
  - **Service Parameters**
    - Weekdays only
    - 6:00 am – 9:00 pm
    - 1 dedicated vehicles + 1 shared vehicle for 15-minute median wait times
  - **Estimated Operating Cost**
    - ~\$432,500 annually, including vehicle operating costs and platform/software fees
  - **Operational Responsibility**
    - CAT branded and/or operated, as service area is entirely within the region's urbanized area;
    - CAT serves as grant applicant



# Recommendations (Monticello)

- Microtransit Pilot Project (long-term)
  - Scope of recommendations expanded beyond focus on just Monticello
    - Monticello alone would have limited utility/ridership
  - Proposed zone includes Monticello Visitor Center, Neighborhoods South of I-64, PVCC, and James Madison's Highland
  - Zone would require at least two microtransit vehicles, which are not available or programmed for in the near-term





# Implementation Strategy

 FOURSQUARE ITP

**Michael Baker**  
INTERNATIONAL

REGIONAL PUBLIC TRANSIT  
**Jaunt**  
ALL ELECTRIC BUS

# Microtransit: Pantops and 29 North

	Year 1 Cost	Year 2+ Cost	Notes
<b>Service Initiation Fee</b>	\$50,000	-	Average of multiple providers. Final fee depends on provider and set up options.
Annual Operating Cost (Pantops)	\$425,000	\$425,000	Based on 1 vehicle at \$100/hour
Annual Software Fee (Pantops)	\$7,500	\$7,500	Typical fee was approximately \$600/vehicle/month.
<b>Total Software + Operating Costs (Pantops)</b>	<b>\$432,500</b>	<b>\$432,500</b>	
Annual Operating Cost (29 North)	\$1,300,000	\$1,300,000	Based on 3 vehicles at \$100/hour
Annual Software Fee (29 North)	\$22,500	\$22,500	Typical fee was approximately \$600/vehicle/month.
<b>Total Software + Operating Costs (29 North)</b>	<b>\$1,322,500</b>	<b>\$1,322,500</b>	
Advertising	\$135,000	\$100,000	Based on CAT estimates of advertising needs
<b>TOTAL (Approx.)</b>	<b>\$1,940,000</b>	<b>\$1,855,000</b>	

# Short-Term Implementation

- DRPT Transit Demonstration Project Grant

- Grants can generally cover first year of service and additional start up needs, including advertising, software training, and other service-related needs
- Grant period can be for 18 months to cover pilot development and full year of service
- Grant requires 20 percent local match

	2022												2023												2024											
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
DRPT Grant Application (Feb 1)		■																																		
Grant Funding Awarded (Jul 1)							■																													
Grant Duration (18 Month Request)							■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■												
Pilot Program Advertising & Development							■	■	■	■	■	■																								
Vehicle Delivery									■	■	■	■																								
Pilot Program (Year 1) – Microtransit Service													■	■	■	■	■	■	■	■	■	■	■	■												
Continued Microtransit Service (to be determined)																									■	■	■	■	■	■	■	■	■	■	■	■

Pilot Grant Request (est.): **\$1,940,000**

Albemarle County (20%): **\$390,000**

Additional Years (est.): **\$1,855,000**

Albemarle County: **\$1,855,000 (max)**

# Questions / Comments

