# Albemarle County Transit Expansion Study

STAKEHOLDER MEETINGS – OCTOBER 2021

Project Background

- Goal: To identify short-range opportunities to expanded transit service to key population and employment centers in Albemarle County.

- Focus of the study is 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
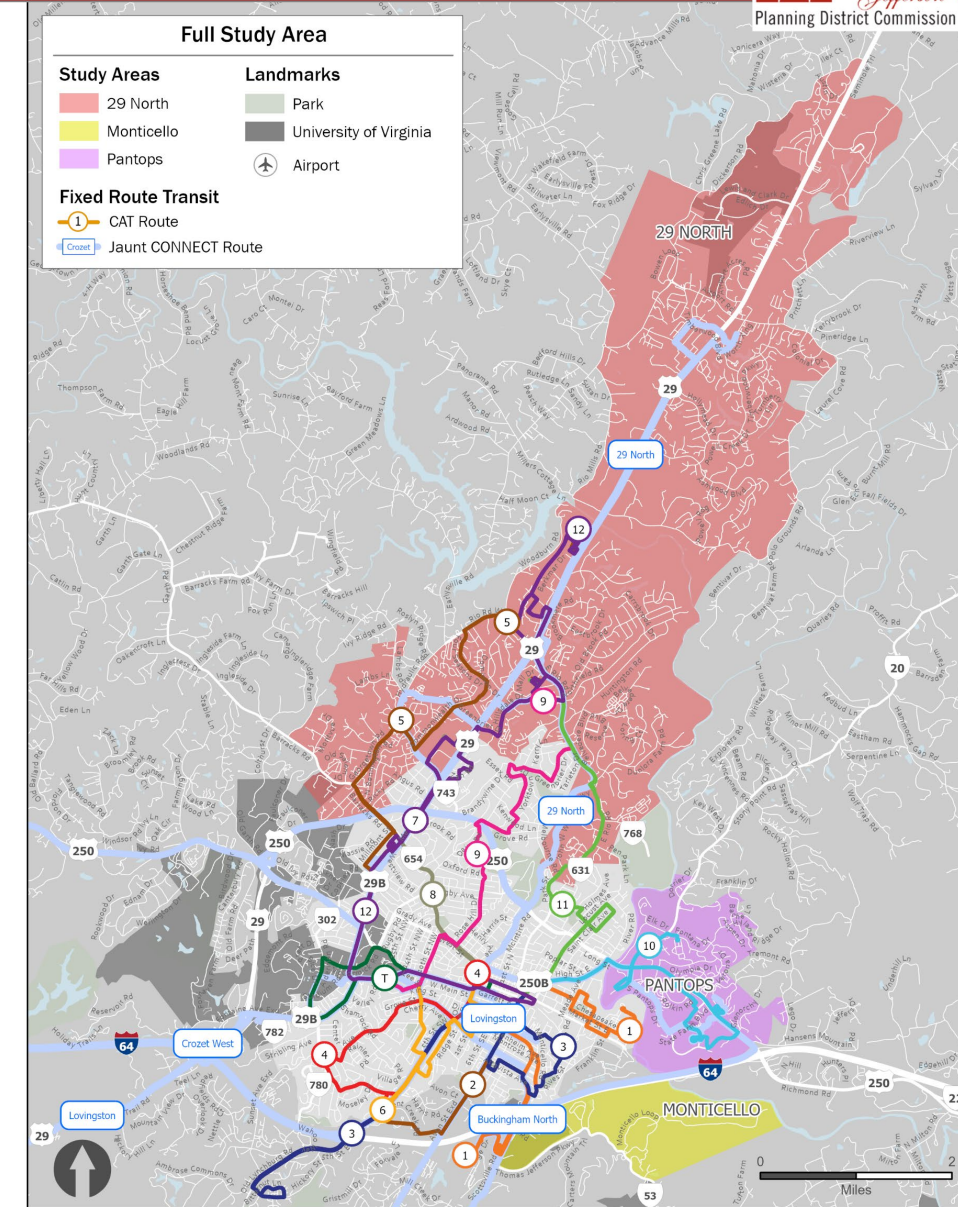
Transit Market

- 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

- **Fixed-route transit service is generally most efficient in areas with high concentrations of people and jobs.**
  - Fixed-route transit service begins to make sense at densities above 5 people and/or jobs per acre.


- **For lower-density areas, or areas with challenging pedestrian environments, alternatives to fixed-route service should be considered.**
  - Commuter park-and-rides
  - Microtransit
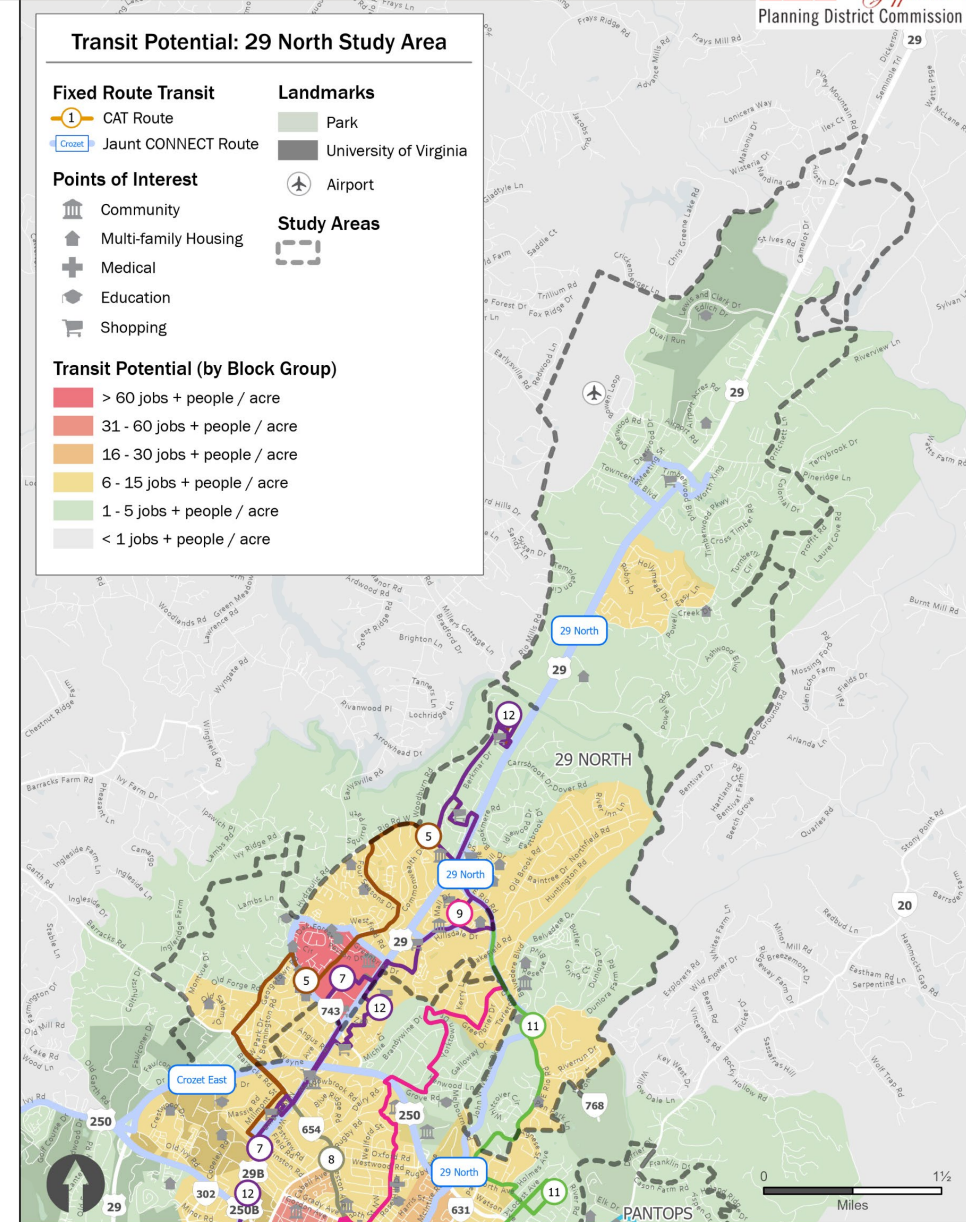
Microtransit

- Technology-driven demand-response service.

- Familiar interface for those who have used Uber/Lyft app (phone reservations also possible).

- Dedicated fleet.

- Predictable / affordable fares.

- Effective approach for auto-oriented environments.

- Data-rich platform (useful for future planning).
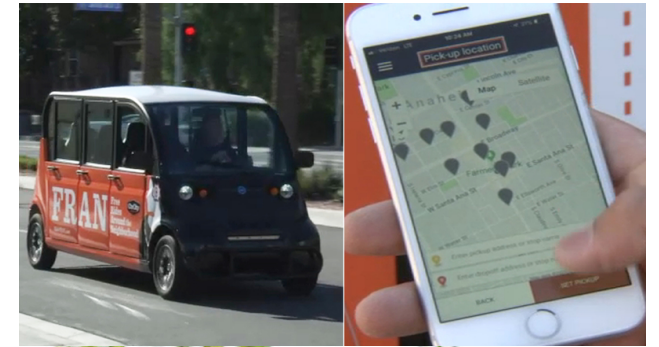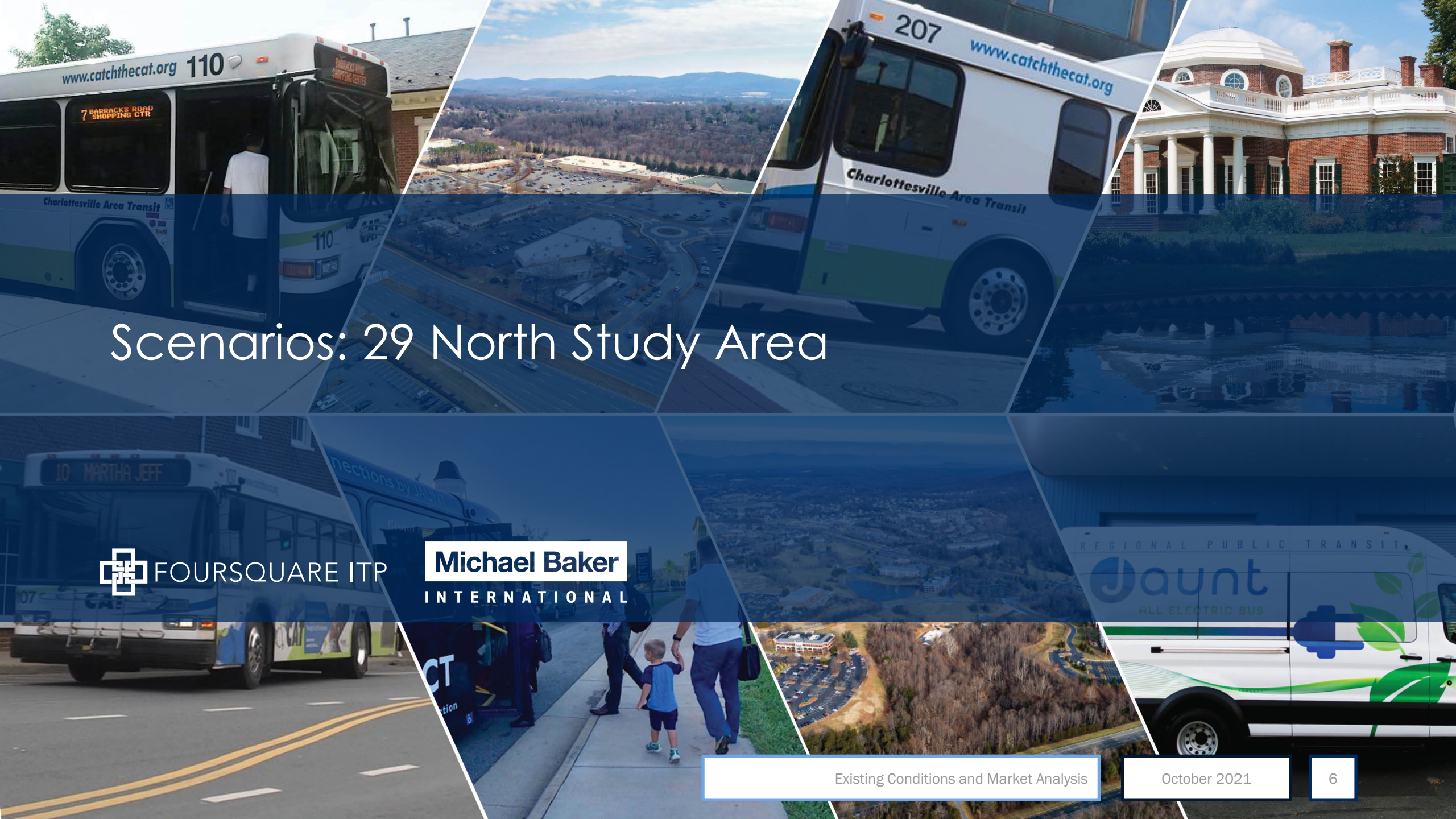
Scenarios: 29 North Study Area

FOURSQUARE ITP

Michael Baker
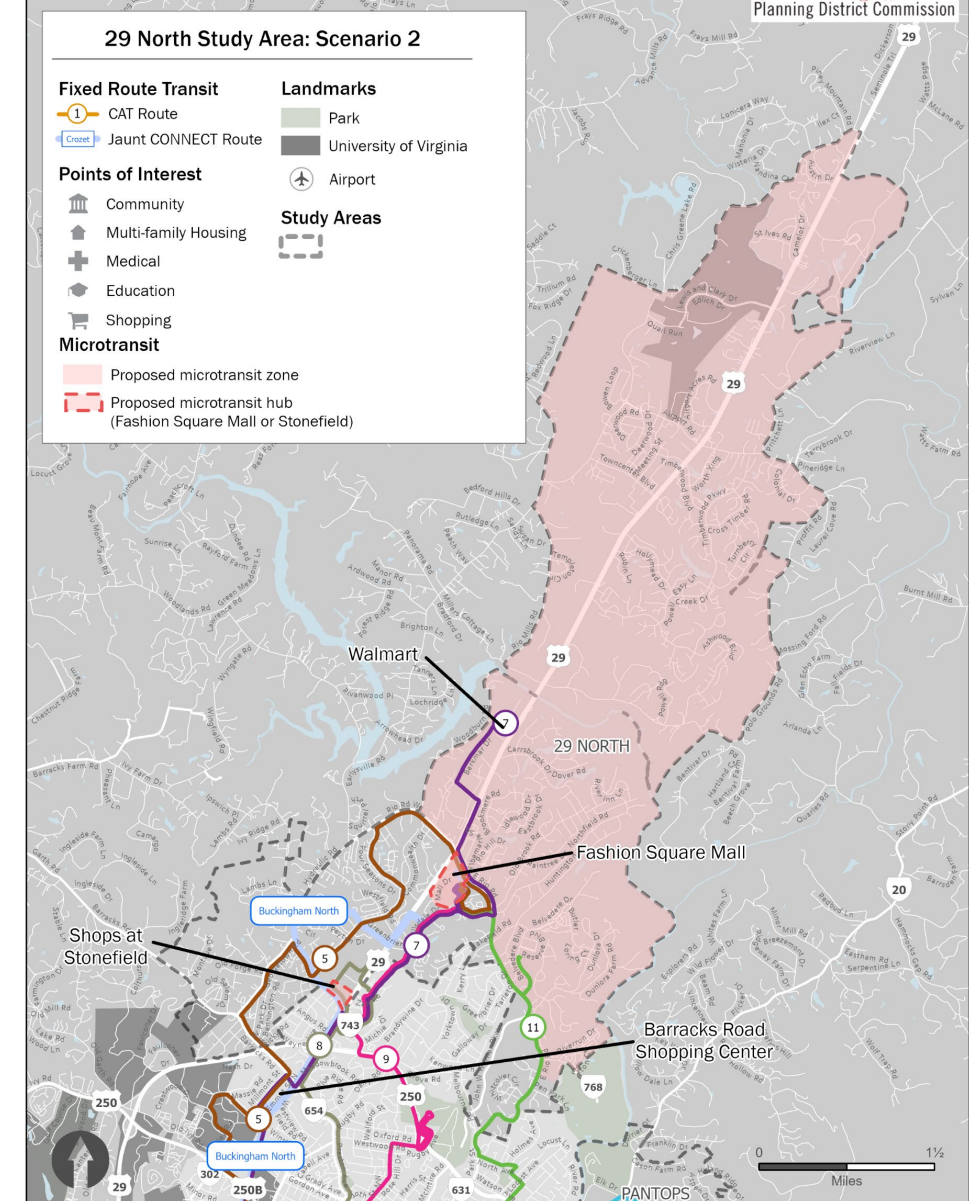INTERNATIONAL

29 North: Scenario 2

- **Transit expansion through a microtransit pilot project north of the Rio Road.**
  - 4 vehicles operating concurrently
  - Initially weekdays only
  - 6:00 am – 9:00 pm
  - CAT Connection opportunities at Fashion Square Mall (current CAT hub) or Shops at Stonefield (planned CAT hub)

- **Projected key performance indicators:**
  - ~75 riders per weekday
  - < 10-minute average wait time

ALBEMARLE COUNTY TRANSIT EXPANSION STUDY

29 North Study Area: Scenario 2
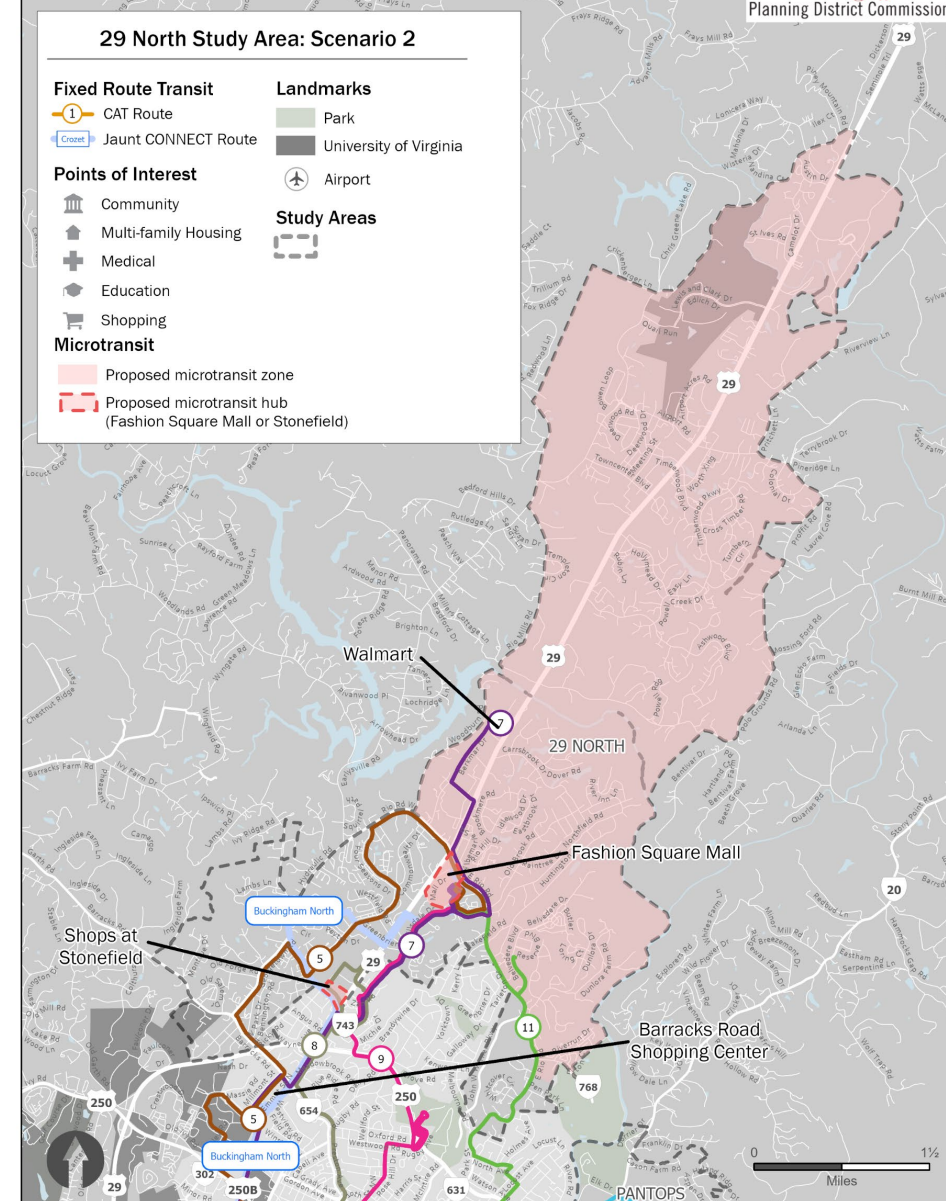
29 North: Scenario 2

- Other service recommendations:
  - Implement recently proposed CAT service changes, including:
    - Route 7 service to Walmart
    - Route 5 service to Fashion Square Mall

  - Eliminate JAUNT 29 North Route
    - Microtransit would serve as a feeder to a CAT hub such as Fashion Square Mall or Shops at Stonefield, where riders could choose from multiple transfer opportunities throughout the service day (i.e. an attractive alternative to JAUNT's 29 North service)

  - Extend JAUNT Buckingham North Route from Our Lady of Peace Church to Fashion Square Mall
    - Improved coordination with CAT service

FOURSQUARE ITP   Michael Baker INTERNATIONAL
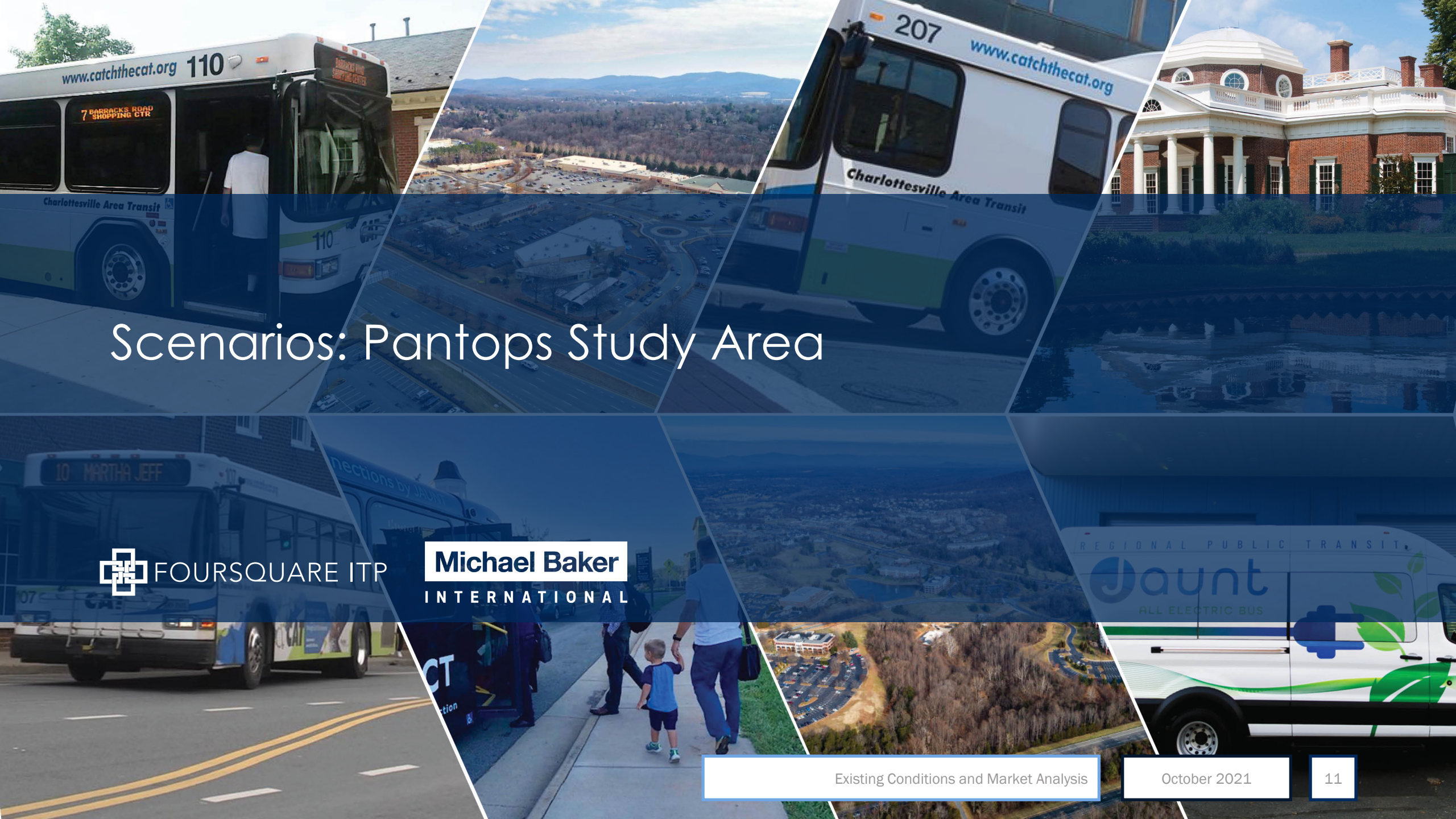
Scenarios: Pantops Study Area

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INTERNATIONAL

Pantops: Scenario 1

- Transit expansion through an additional fixed route serving neighborhoods north of Richmond Rd. in the Pantops area.
  - 1 additional transit vehicle
  - Initially weekdays only
  - 6:00 am – 9:00 pm
  - CAT connection opportunities at Pantops Shopping Center and Rivanna Ridge Shopping Center

- Projected key performance indicators:
  - Hourly service
  - ~20 new riders per weekday

ALBEMARLE COUNTY TRANSIT EXPANSION STUDY

Pantops Study Area: Scenario 1
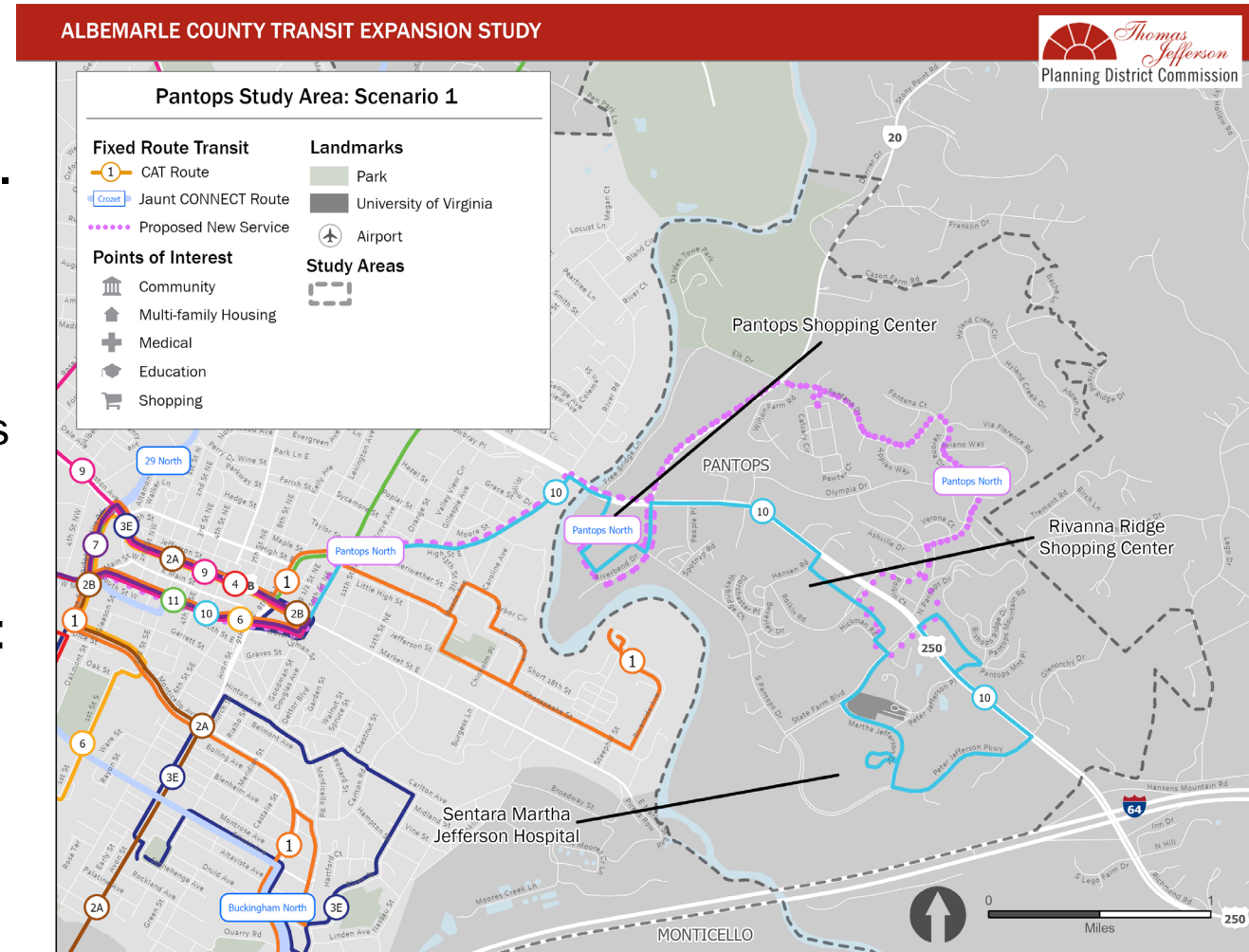
Pantops: Scenario 2

- **Transit expansion through a microtransit pilot project serving the Pantops area.**
  - 2 vehicles operating concurrently
  - Initially weekdays only
  - 6:00 am – 9:00 pm
  - Would add coverage north of Richmond Rd. as well as the Pantops Dr. corridor
  - CAT connection opportunities at Pantops Shopping Center

- **Projected key performance indicators:**
  - ~25 riders per weekday
  - < 10-minute average wait time

ALBEMARLE COUNTY TRANSIT EXPANSION STUDY

Pantops Study Area: Scenario 2