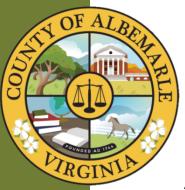


MicroCat Update

Kevin McDermott

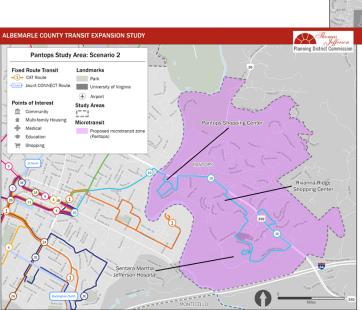
Deputy Director of Planning

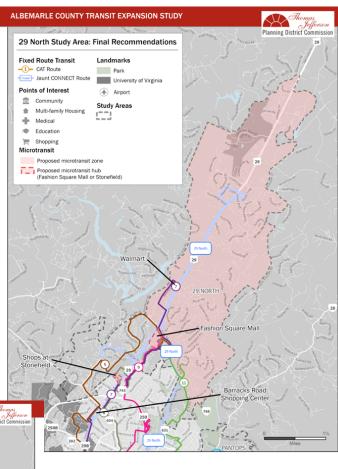


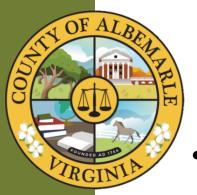
Background

2022 Albemarle County Transit Expansion Study

- Recommended MicroTransit for Pantops and 29 North as separate zones
- Estimated 100 total rides/day
- 2023 Resulted in successful Demonstration Grant from DRPT
 - \$1.94 Million
 - 2-year grant







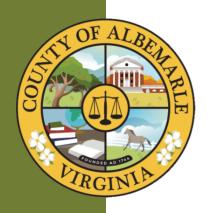
Background

- 2023 Competitive procurement process resulted in hiring VIA as turnkey operator
- Launched service on October 30, 2023
- Service Hours 6:30 am 9:00 pm,
 Monday Saturday
- Eight hybrid minivans in operation









Service Performance

MicroCat provides quality service resulting in high engagement and retention.

Excellent Service Quality

98%

Call Center CSAT

<0.3%

Complaints per ride

Loved by Riders

92%

5 star ride ratings

"I love the staff, very friendly and supportive. Great service and always smiling. Thank you" High Rider Engagement

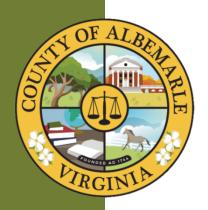
10

Rides / rider / month

79%

Rider retention rate

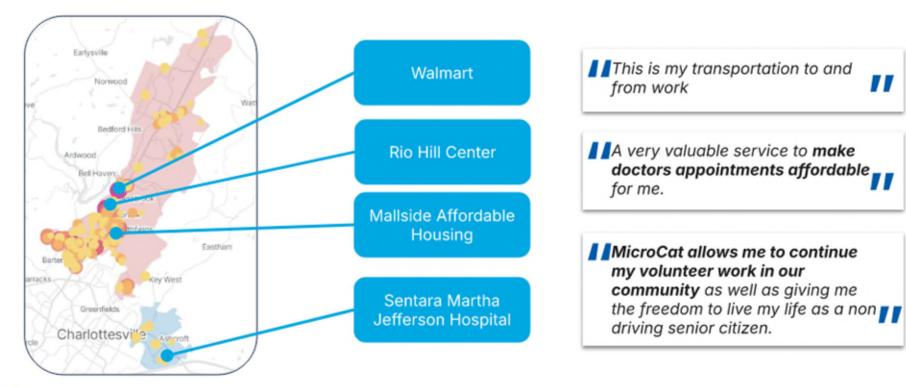
OVIO Proprietary & Confidential



OVIO Proprietary & Confidential.

Service Performance

MicroCat provides access to essential community services...





Service Performance

...and serves many of the most vulnerable members of the community

71% don't have a personal car

73% earn less than \$50k per year

40%
Report having a disability

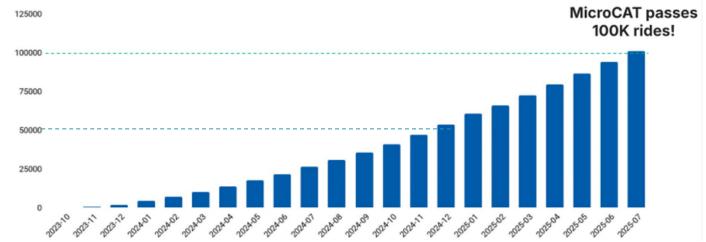
I'm a disabled senior that can't drive. I do not live within my ability to walk to a bus stop. Your service has given me back an Independence that I thought I had lost for good.

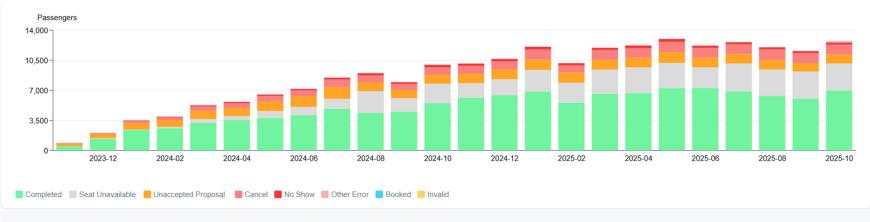
I no longer own a car, and my income is limited, so a free transport service is very welcome. Also, it is very convenient.

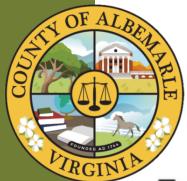


Service Data

120,060 rides completed! (~190 rides/day)





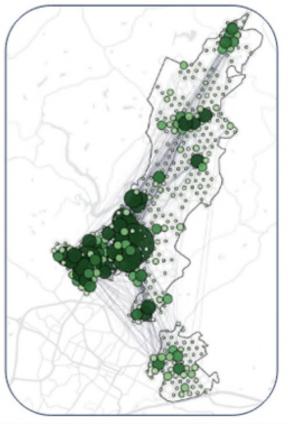


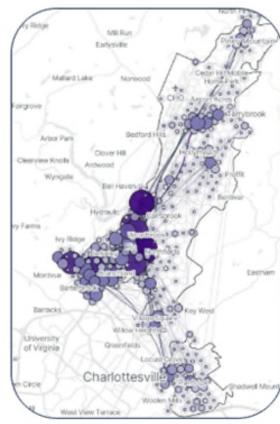
Service Data

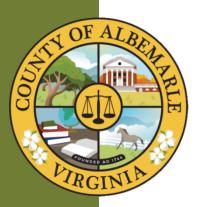
Top Origins and Destinations Deep Dive

- Walmart Supercenter
- Mallside Forest Court Apartments
- T.J. Maxx
- 4. Food Lion
- 5. 2338 Peyton Drive apartments
- 6. Albemarle High School
- Kroger
- 8. Rio Hill Apartments
- 9. Hyatt Place Charlottesville
- 10. Turtle Creek Condos
- 11. Dollar Tree
- 12. Sentara Martha Jefferson Hospital

Aggregated addresses within same apartment complex

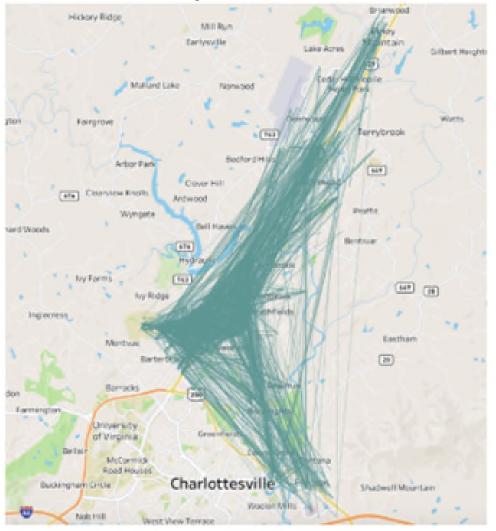


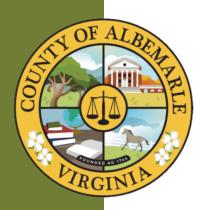




Service Data

Completed Rides

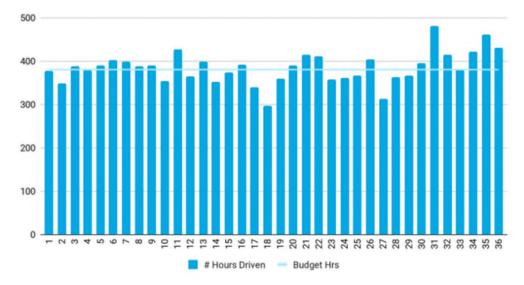


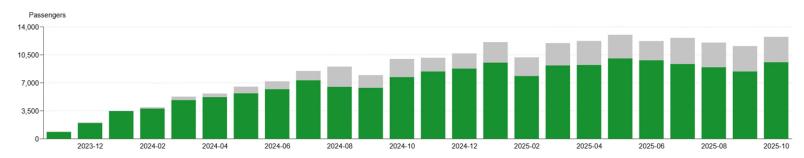


Met Demand Seat Unavailable

Limitations on Service

Budget allows for 380 driver hours/week

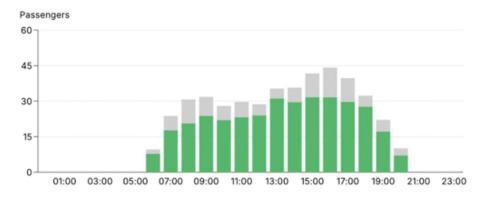


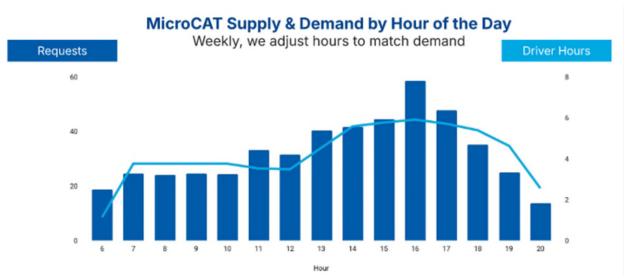




Limitations on Service

Vehicle hours require optimization to increase efficiency

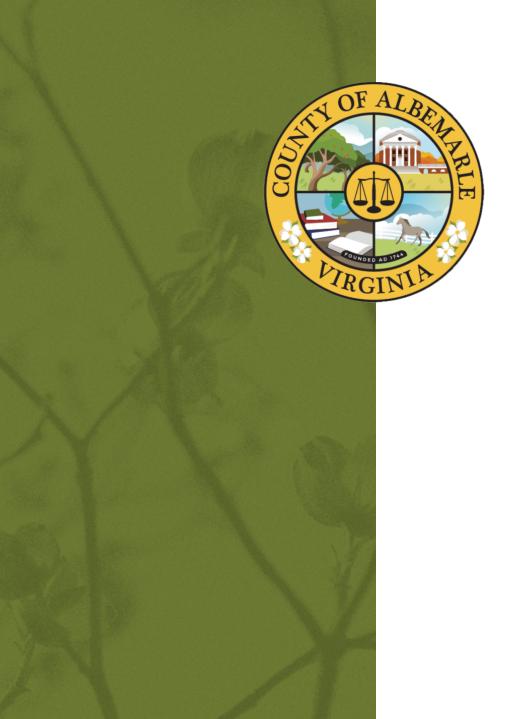






What's Next

- Contract extended until end of FY26
 - One additional contract extension still available
- Incorporation of GTFS Feed into App
 - Ability to alter service to first mile/last mile
- Discussion on the future of the service will be part of upcoming budget discussions



MicroCat Update

Questions?

Kevin McDermott

Deputy Director of Planning



County Financial Commitments

Initial Demonstration Grant Budget of \$1,940,000

- State (DRPT) funding: \$1,552,000
- Albemarle County match: \$388,000

County Actual Expenditures

FY 2024 \$156,948

FY 2025 \$292,081

County Adopted Budget

FY 2026 \$1,300,000