



MicroCat Update

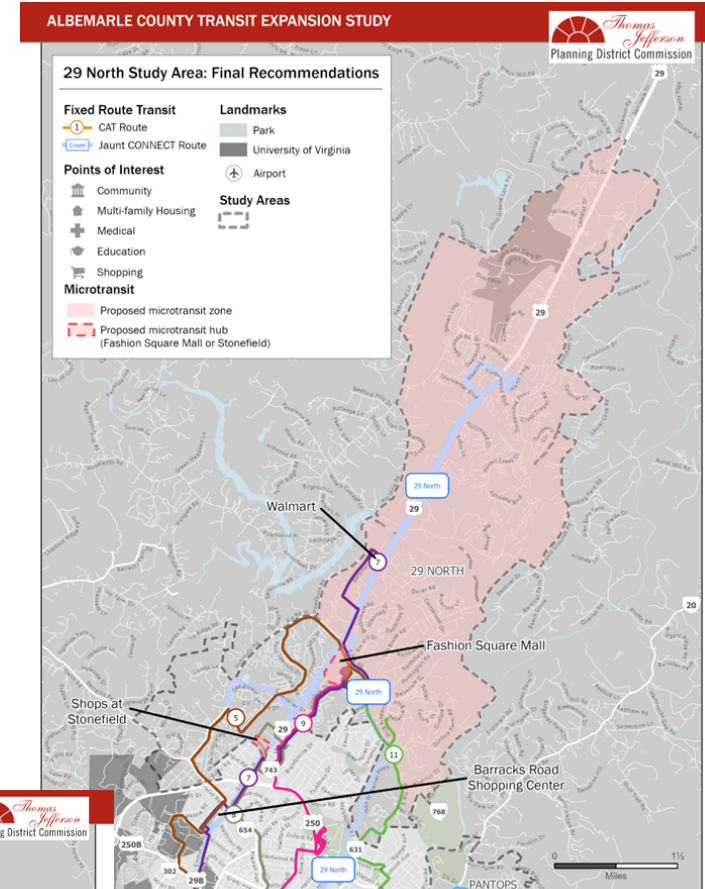
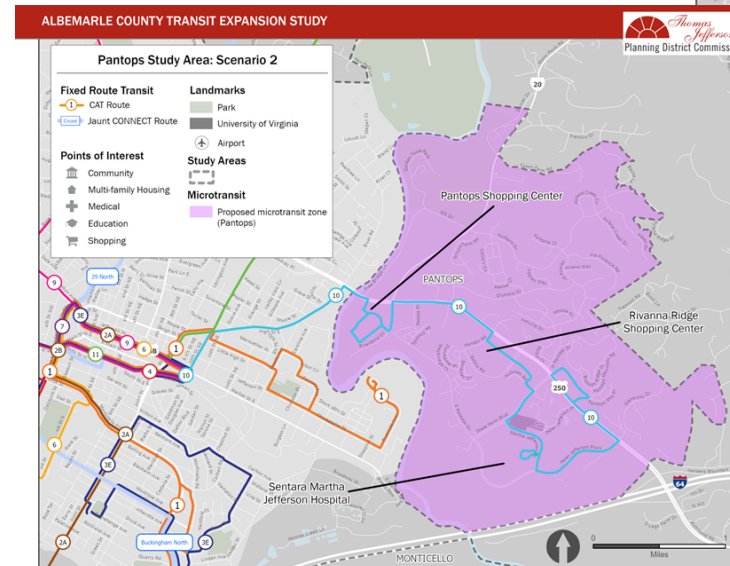
Kevin McDermott
Deputy Director of Planning



Background

2022 Albemarle County Transit Expansion Study

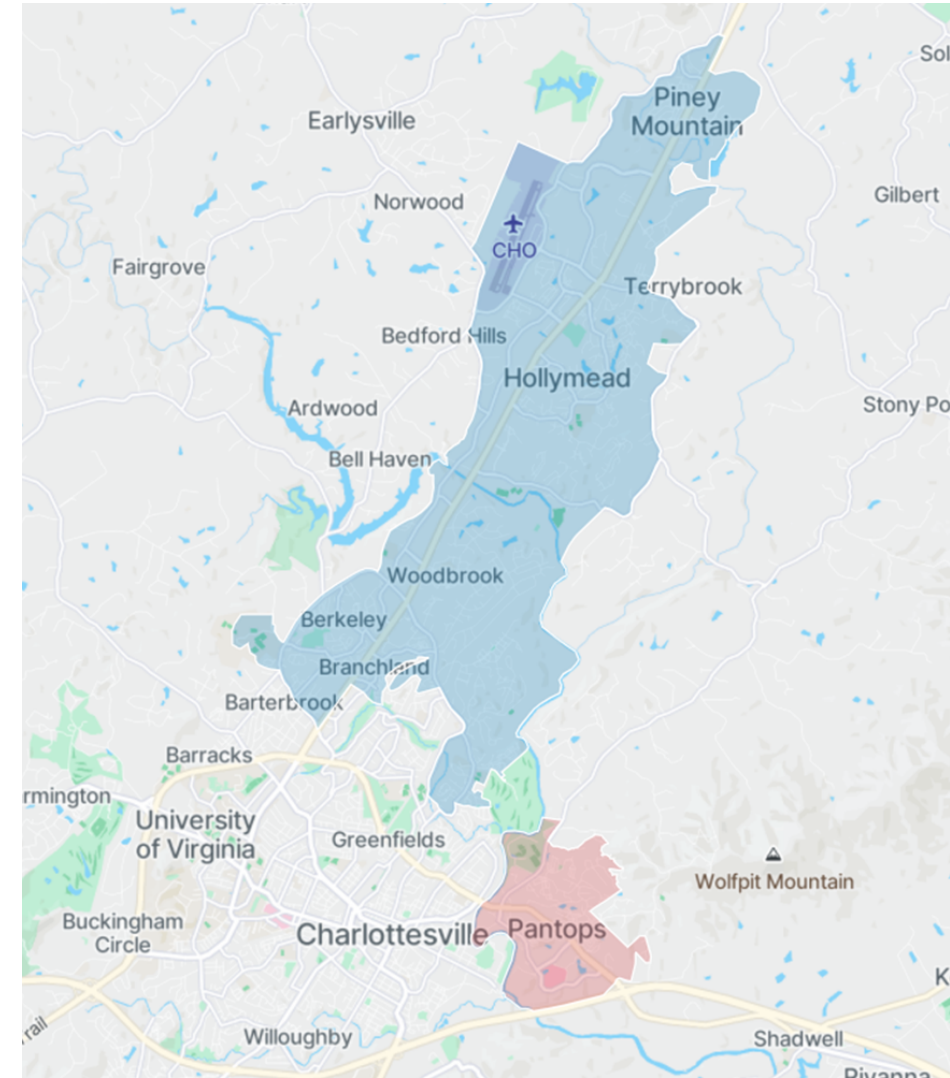
- Recommended MicroTransit for Pantops and 29 North as separate zones
- Estimated 100 total rides/day
- 2023 - Resulted in successful Demonstration Grant from DRPT
 - \$1.94 Million
 - 2-year grant





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

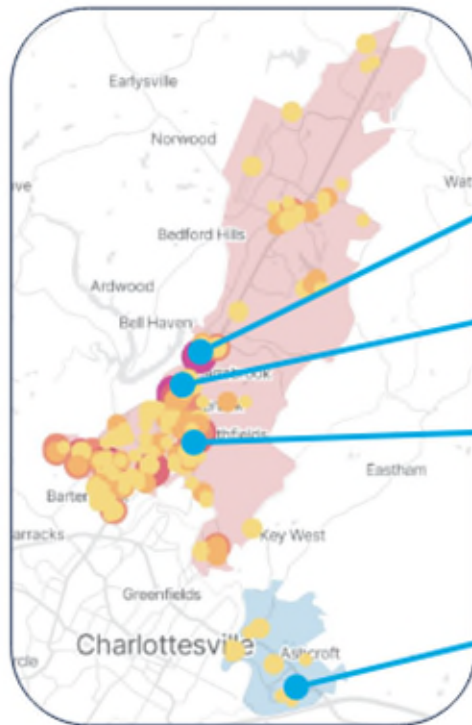
79%

Rider retention rate



Service Performance

MicroCat provides access to essential community services...



Walmart

"This is my transportation to and from work"

Rio Hill Center

*"A very valuable service to **make doctors appointments affordable** for me."*

Mallside Affordable Housing

*"MicroCat allows me to continue my volunteer work in our **community** as well as giving me the freedom to live my life as a non driving senior citizen."*

Sentara Martha Jefferson Hospital



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

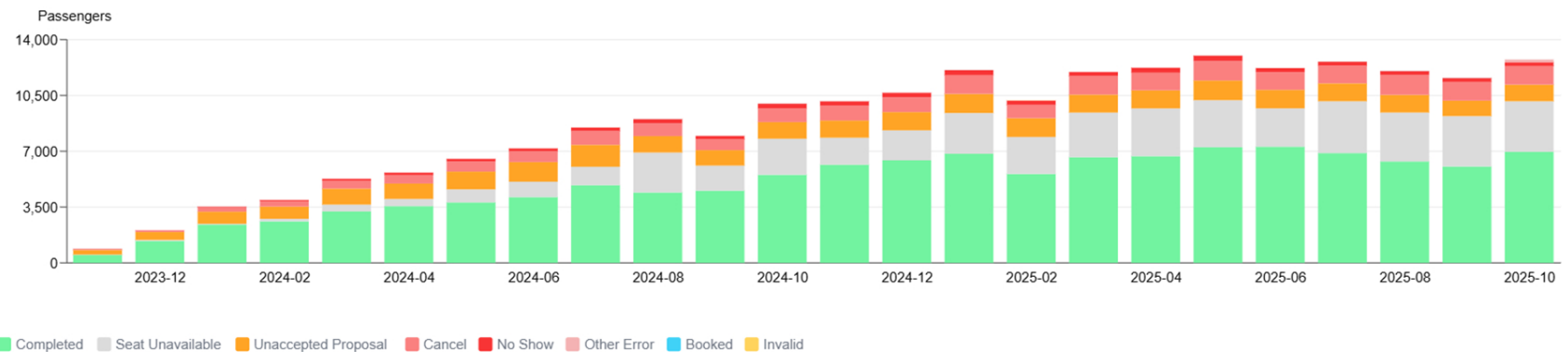
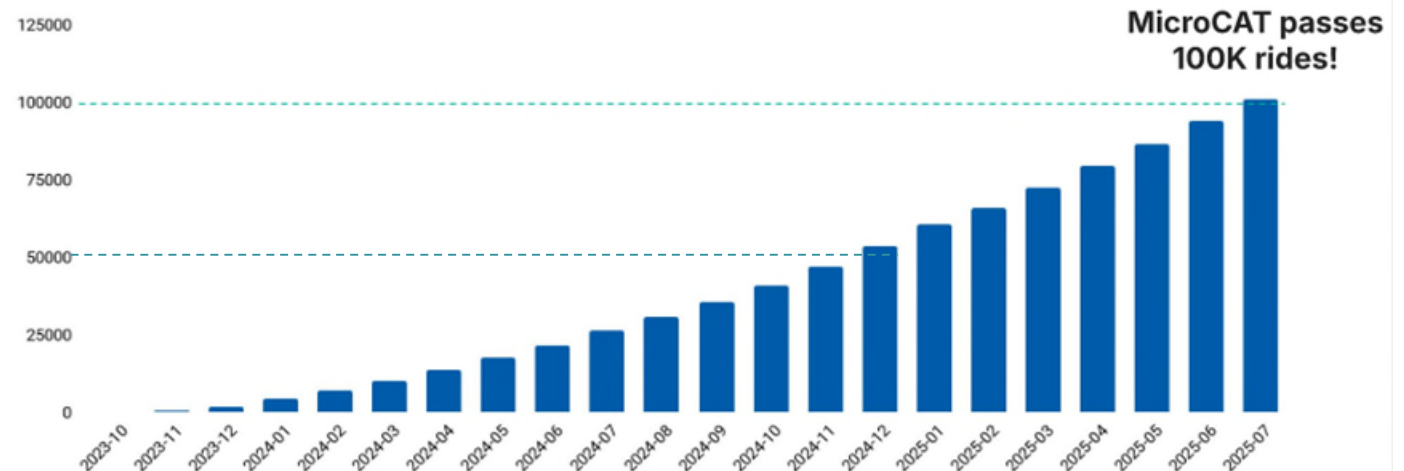
*“I'm a disabled senior that can't drive. I do not live within my ability to walk to a bus stop. **Your service has given me back an Independence that I thought I had lost for good.**”*

“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)



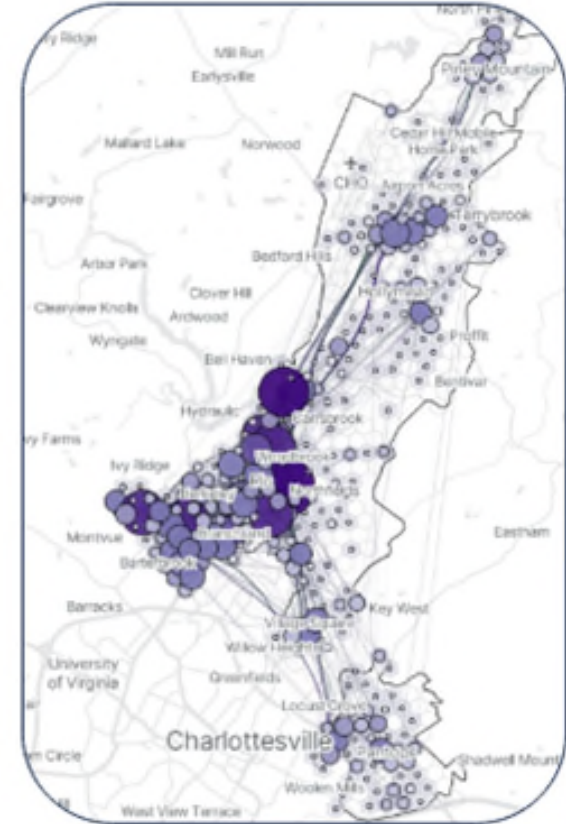
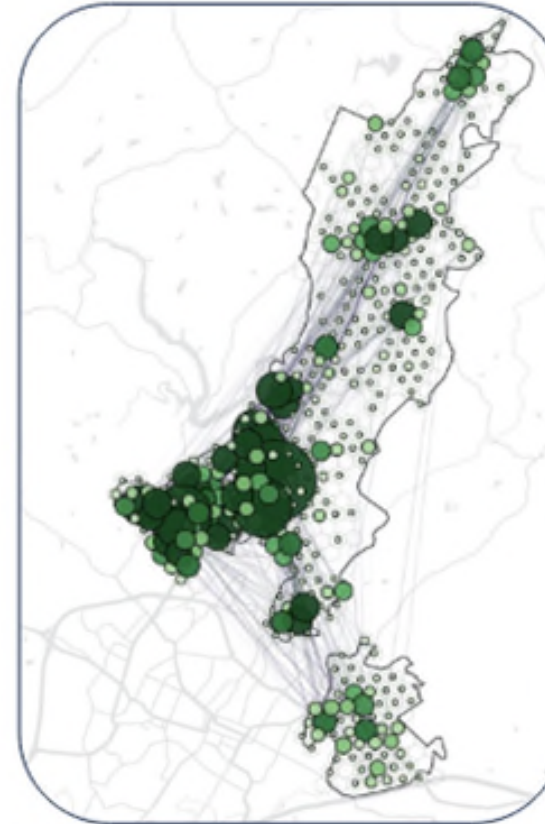


Service Data

Top Origins and Destinations Deep Dive

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

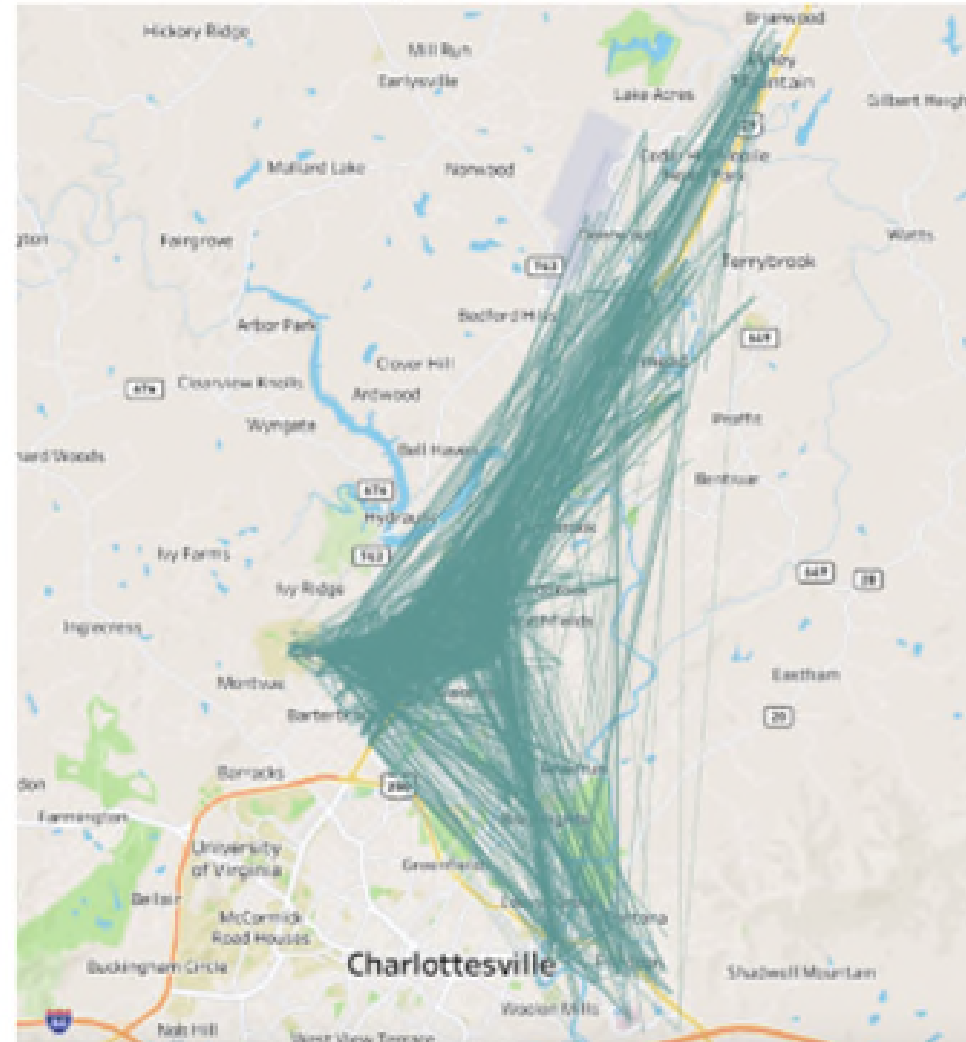
Aggregated addresses within same apartment complex





Service Data

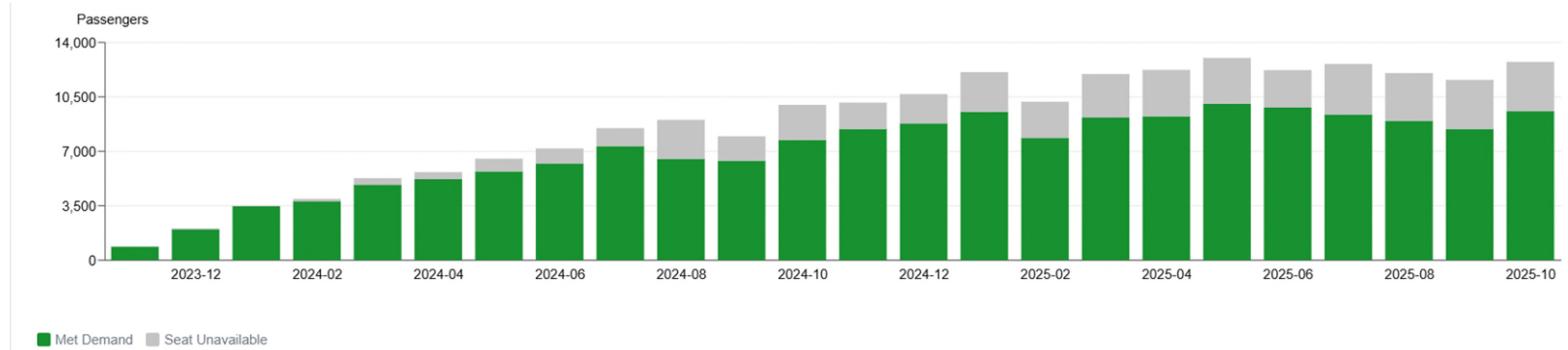
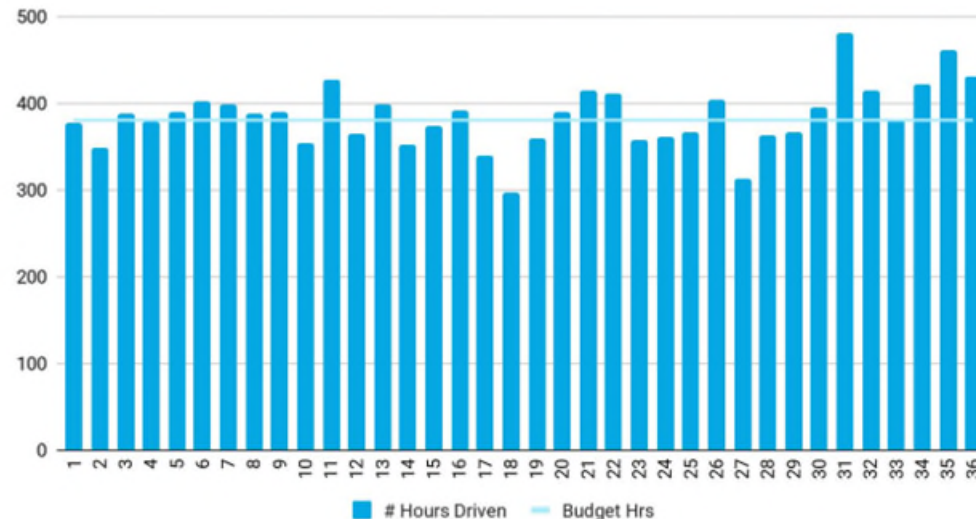
Completed Rides





Limitations on Service

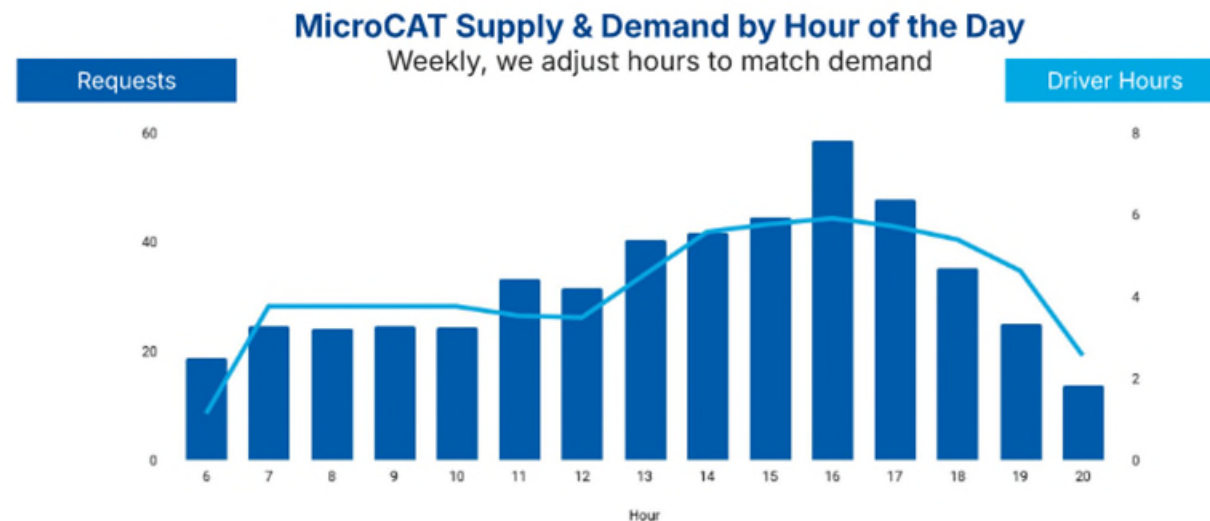
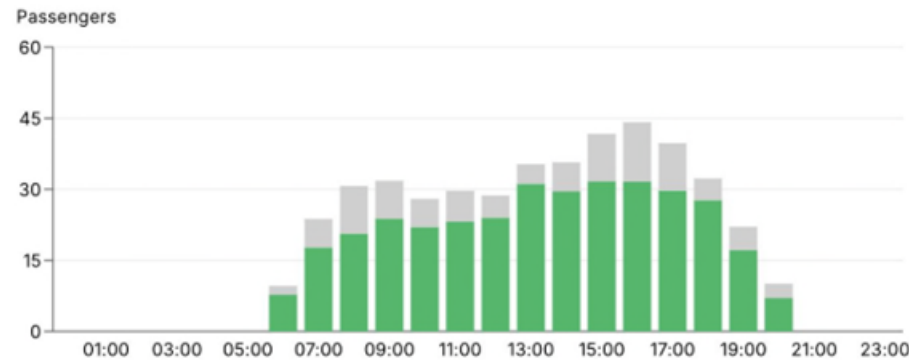
- Budget allows for 380 driver hours/week





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