ABOUT THE STUDY AND MEETING OBJECTIVE

- Study purpose:
  - Identify locations in the region where on-demand micro-transit would be a feasible and beneficial service and identify where, when, and how it should operate.

- Elements:
  - Engagement: Public survey, meetings with jurisdictions and providers
  - Quantitative analysis: Demographic, market, and travel pattern analyses
  - Qualitative analysis: Literature and best practices reviews, peer agency interviews

- Next steps:
  - After identifying top pilot candidates, finalize service details and begin implementation process.
WHAT IS MICRO-TRANSIT?

- **Technology-enabled, on-demand** public transportation service, using smaller vehicles
  - Technology features like Uber/Lyft (book ride from your phone, track vehicle location, etc.)
  - Call-in option available for riders without smartphones
  - All trips would be eligible for sharing (no guarantee of a private trip)
  - Fare will be affordable (possibly comparable to fixed-route) – no decision on exact fares has been made at this time
  - Service would be available to the general public; no conditions
KEY CONSIDERATIONS FOR MICRO-TRANSIT SERVICE

- Micro-transit is typically most suitable in locations where the need for transit among population is higher (low-income households, zero-car households, etc.), but feasibility for fixed-route service is lower (i.e., lower density).
- The on-demand nature of micro-transit requires enough activity that the vehicles can be kept in service continuously for the service to be productive. In highly rural areas, pre-scheduled services may be more likely to be productive.
- Micro-transit is a very flexible and customizable service and can provide insights into where there is previously-unidentified demand.
APPROACH AND OBJECTIVES FOR TODAY’S MEETING

- At the last meeting, we reviewed the subset of zones identified for further consideration for micro-transit service and received your input on zone boundaries and your thoughts on prioritization.
- We want to focus the discussion today on each zone’s **readiness to implement on-demand micro-transit service**. This will inform identification of top candidate zones for pilots.
POTENTIAL MICRO-TRANSIT ZONES

Across the nine jurisdictions in the region, the study identified locations with potential micro-transit suitability based primarily on:

- Population need for transit service
- Right level of density (adequate density to sustain productive service but lower density that cannot support fixed-route service)
- Presence of destinations for riders
Building on the areas initially identified as suitable for micro-transit, the team identified and defined 30 candidate zones for further evaluation.

The boundaries for some of the zones were customized based on stakeholder input.
After evaluating and prioritizing the candidate zones using a variety of metrics,* the team identified the top zones to move forward with for further consideration for a pilot.

- Zones shown in gray could still be suitable for future micro-transit service.

*Low-income and minority populations, residential areas, intersection density, presence of destinations, connections to bus routes (where applicable), and geographic distribution (top zone in each jurisdiction)
FACTORS INFLUENCING READINESS TO IMPLEMENT MICRO-TRANSIT

- There is a **recognized need in the community for public transportation service that is not currently being adequately met** by any other service.
- There is **political support** for micro-transit service in the community.
- There are **resources available in the short term to market the service and educate the public on how to use it.**
INPUT-GATHERING TODAY

- To gauge your impressions of each zone’s readiness to help identify top pilot candidates, we will review each zone and welcome your input on two key questions:

  - Considering the readiness factors (unmet transportation need, political support, and resources to market and educate), what is your opinion regarding this zone’s readiness for micro-transit?
  - How soon do you anticipate this zone would be ready for implementation (1 year, 2-3 years, 4-5 years, after 5 years)?
EAST HIGHLAND PARK-MECHANICSVILLE

- **Use Cases:**
  - New Service / Neighborhood Circulation
  - First / Last Mile Connections

- **Key Activity Centers:**
  - N. Laburnum Avenue at Watts Lane apartments, library, and recreation centers
  - Bon Secours Medical Center
  - Hanover Square Mall
  - *Future:* Amazon Facility

Considering the readiness factors (unmet need, political support, and resources to market and educate), what is your opinion regarding this zone’s readiness for micro-transit?

How soon do you anticipate this zone would be ready for implementation (1 year, 2-3 years, 4-5 years, after 5 years)?
Considering the readiness factors (unmet need, political support, and resources to market and educate), what is your opinion regarding this zone’s readiness for micro-transit? How soon do you anticipate this zone would be ready for implementation (1 year, 2-3 years, 4-5 years, after 5 years)?
Use Case:
- New Service / Neighborhood Circulation
- First / Last Mile Connections

Key Activity Centers:
- Commonwealth Center Mall
- Shopping centers along Route 360 (including supermarkets and medical offices)

Considering the readiness factors (unmet need, political support, and resources to market and educate), what is your opinion regarding this zone’s readiness for micro-transit?
How soon do you anticipate this zone would be ready for implementation (1 year, 2-3 years, 4-5 years, after 5 years)?
Considering the readiness factors (unmet need, political support, and resources to market and educate), what is your opinion regarding this zone’s readiness for micro-transit?
How soon do you anticipate this zone would be ready for implementation (1 year, 2-3 years, 4-5 years, after 5 years)?
Considering the readiness factors (unmet need, political support, and resources to market and educate), what is your opinion regarding this zone’s readiness for micro-transit?

How soon do you anticipate this zone would be ready for implementation (1 year, 2-3 years, 4-5 years, after 5 years)?
The North zone would serve Innsbrook.
Both the South and East zones would connect with Route 79.
The recommendation would be to implement the North zone in the short-term, followed by a phased implementation of the East zone, then the South zone.

Considering the readiness factors (unmet need, political support, and resources to market and educate), what is your opinion regarding this zone’s readiness for micro-transit?
How soon do you anticipate this zone would be ready for implementation (1 year, 2-3 years, 4-5 years, after 5 years)?
Considering the readiness factors (unmet need, political support, and resources to market and educate), what is your opinion regarding this zone’s readiness for micro-transit?

How soon do you anticipate this zone would be ready for implementation (1 year, 2-3 years, 4-5 years, after 5 years)?
GOOCHLAND

- Use Case:
  - New Service / Neighborhood Circulation

- Key Activity Centers:
  - Food Lion
  - Reynolds Community College

Considering the readiness factors (unmet need, political support, and resources to market and educate), what is your opinion regarding this zone’s readiness for micro-transit?

How soon do you anticipate this zone would be ready for implementation (1 year, 2-3 years, 4-5 years, after 5 years)?
POWHATAN

- Use Case:
- New Service / Neighborhood Circulation
- Key Activity Centers:
  - Powhatan Plaza
  - Powhatan County Library

Considering the readiness factors (unmet need, political support, and resources to market and educate), what is your opinion regarding this zone’s readiness for micro-transit?

How soon do you anticipate this zone would be ready for implementation (1 year, 2-3 years, 4-5 years, after 5 years)?
PROVIDENCE FORGE – RUTHVILLE ZONE

- Use Case:
  - New Service / Neighborhood Circulation
- Key Activity Centers:
  - Charles City County Social Services
  - Heritage Public Library
  - Charles City Regional Health Services

Considering the readiness factors (unmet need, political support, and resources to market and educate), what is your opinion regarding this zone’s readiness for micro-transit?

How soon do you anticipate this zone would be ready for implementation (1 year, 2-3 years, 4-5 years, after 5 years)?
OTHER QUESTIONS OR DISCUSSION?
THANK YOU!

Adrienne Torres
Chief Development Officer
(804) 474-9798
adrienne.torres@ridegrtc.com