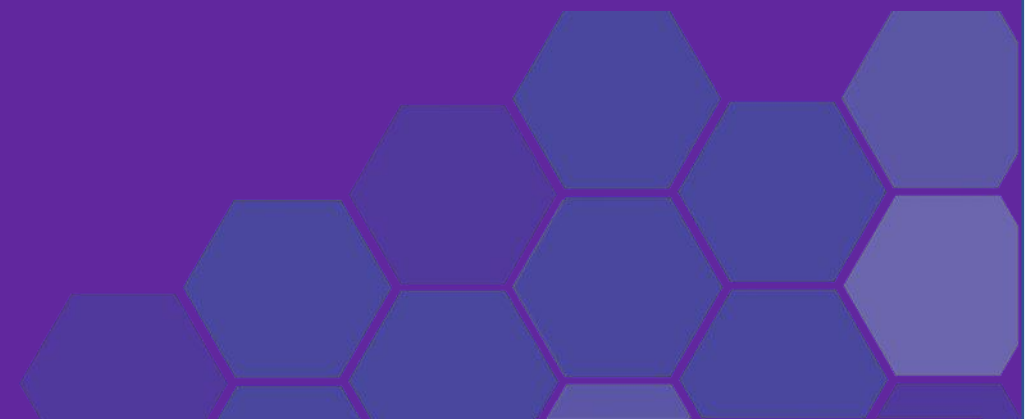




Richmond Region Micro-Transit Study

Briefing to the CVTA – December 8, 2022



Agenda

- About Micro-Transit
- About the Study
- Findings and Recommendations
- Next Steps

About Micro-Transit

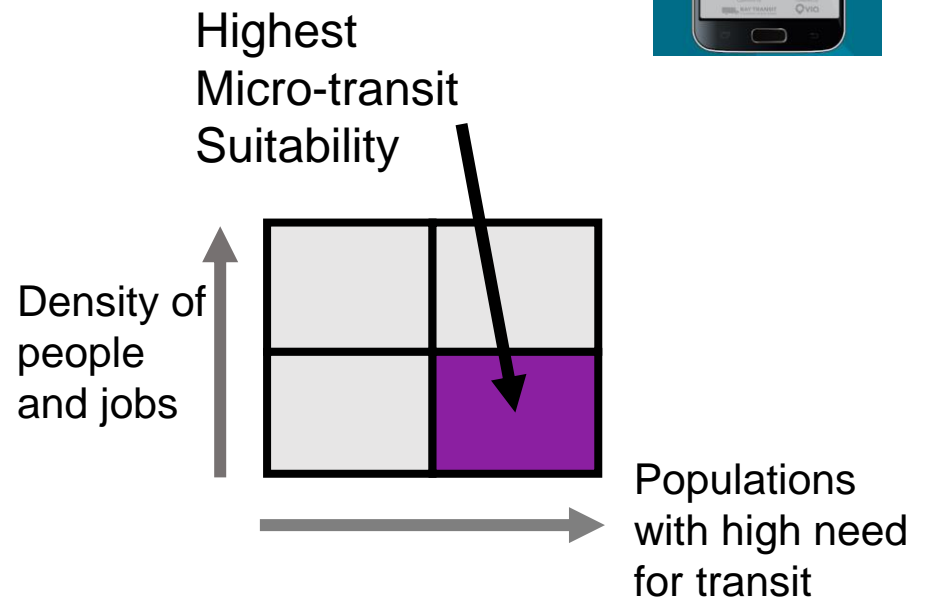
What is Micro-Transit?

- **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 the population is higher** (low-income households, zero-car households, etc.), **but feasibility for fixed-route bus 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 nearly 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.



About the Study

About the Study

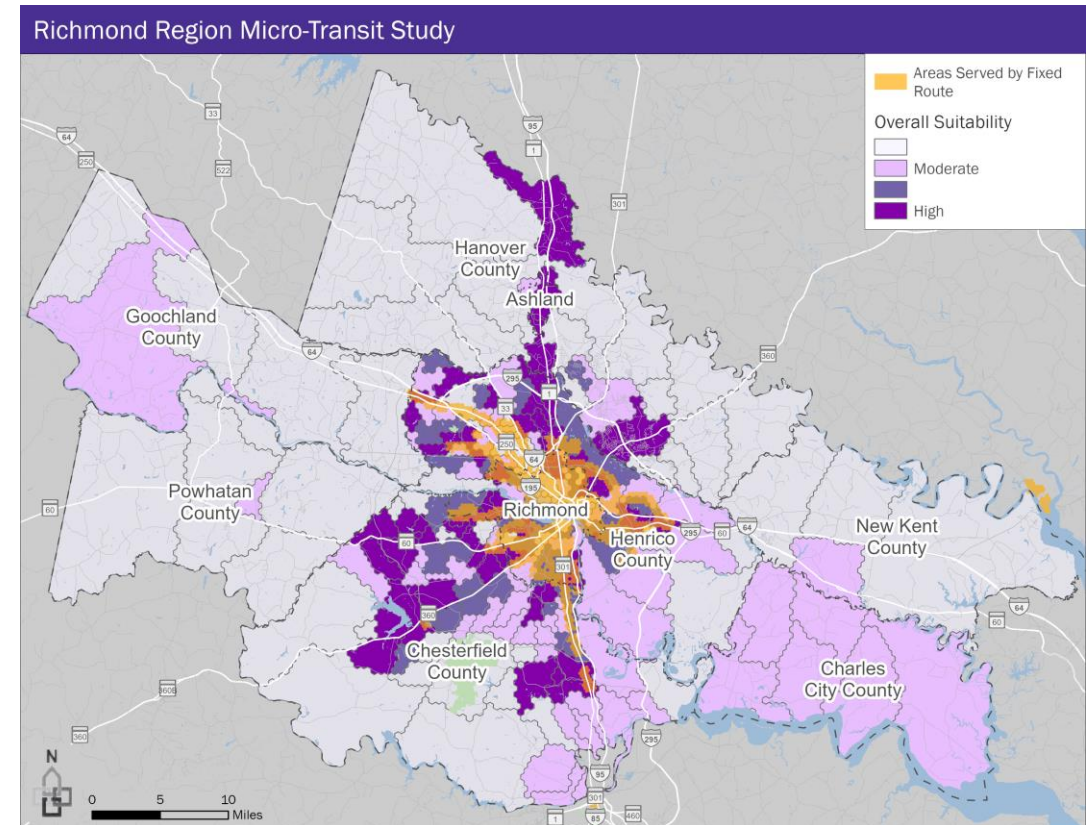
- Purpose: Identify locations in the region where on-demand micro-transit would be a feasible and beneficial service and identify where, when, and how it should operate.
- Elements:
 - Engagement: Public survey, interviews and meetings with jurisdictions, providers, and other stakeholders
 - Quantitative analysis: Demographic, market, and travel pattern analyses
 - Qualitative analysis: Literature and best practices reviews, peer agency interviews

Engagement

- Public Survey to Understand Public Priorities
 - High level of interest in micro-transit service; over a third indicated they would use it at least once a week.
 - Reliability and cost were the most important factors to consider for the service.
 - About 80 percent of respondents were willing to pay up to \$6 per trip and wait up to 20 minutes for a ride.
 - Most respondents said they are comfortable with app-based booking.
- Interviews with the region's major providers (Access Chesterfield, Bay Transit, GRTC CARE, Hanover DASH) to understand current operations and conditions
- Meetings with each of the nine jurisdictions to share information about the study and show suitability analysis results to gather input
- Two RRTPO Public Transportation Working Group meetings / work sessions to gather input, discuss readiness and collaboration opportunities.
- GRTC Board briefings throughout the project

Technical Approach

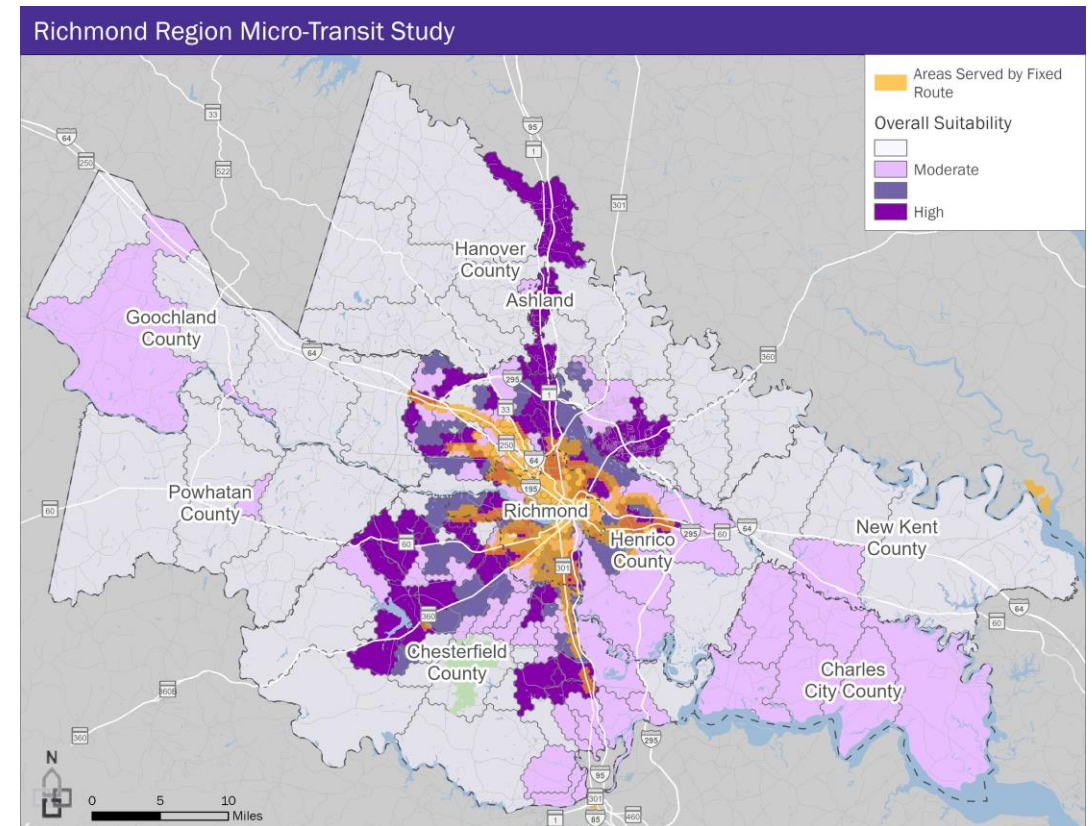
- Conducted analyses to identify locations in the region with appropriate conditions for micro-transit, including different use cases (e.g., internal circulation versus connections to the bus network).
 - Qualitative – Based on input from jurisdictions and understanding of best practices from literature review and 7 peer agency interviews
 - Quantitative – Heavily informed by data on population need (low-income and zero-car households, people with disabilities, etc.), destination locations, and trip patterns indicating where there is demand for service.



Technical Approach

Steps:

1. Identified potential zones based on suitability
 - *Held meetings with each jurisdiction to gather input*
2. Refined zones and conducted data-driven prioritization of zones for further study
 - *Held Public Transportation Working Group Session to gather input on top priority zones*
3. Identified vehicle requirements and costs for each zone based on provider/service model recommendations (also developed)
4. Made boundary adjustments, developed short list of higher priority zones for further consideration, refined cost estimates
 - *Held Public Transportation Working Group work session to discuss each zone's readiness for implementation*
5. Developed pilot recommendations



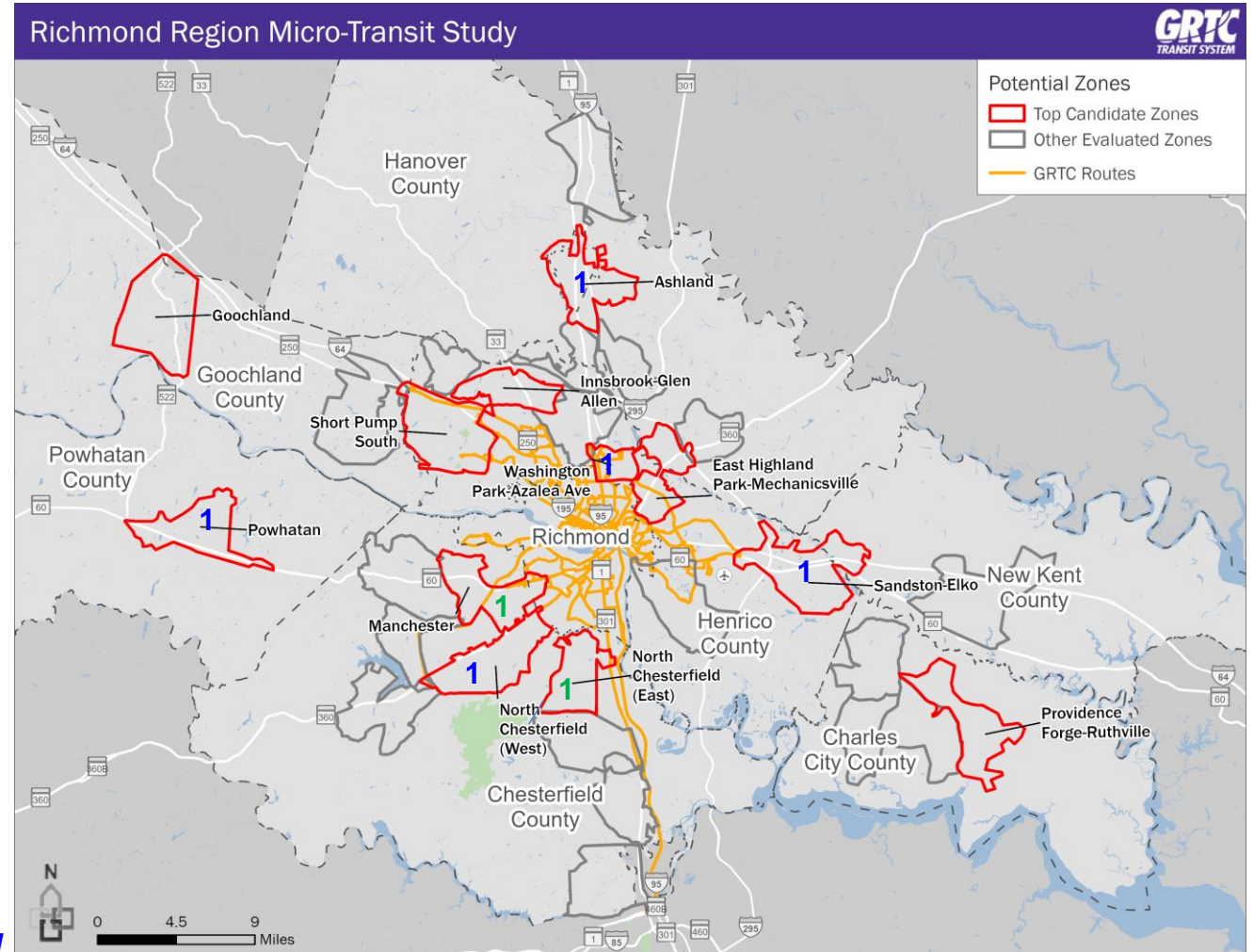
Findings & Recommendations

Pilot Recommendations

Pilot-readiness factor considerations:

- Unmet transportation need
- Political support
- Resources to market and educate

Short Term	Medium Term
1 Year (Pilot)	3-5 Years
<ul style="list-style-type: none"> • Washington Park – Azalea Ave • Ashland • Sandston-Elko • Powhatan • North Chesterfield – West • North Chesterfield – East • Manchester 	<ul style="list-style-type: none"> • Short Pump • Innsbrook • Midlothian • Brandermill
1-3 Years	5+ Years
<ul style="list-style-type: none"> • Providence Forge – Ruthville • Hanover/Mechanicsville • Matoaca-Ettrick • Chester and Chesterfield Court House • Goochland 	<ul style="list-style-type: none"> • Woodlake



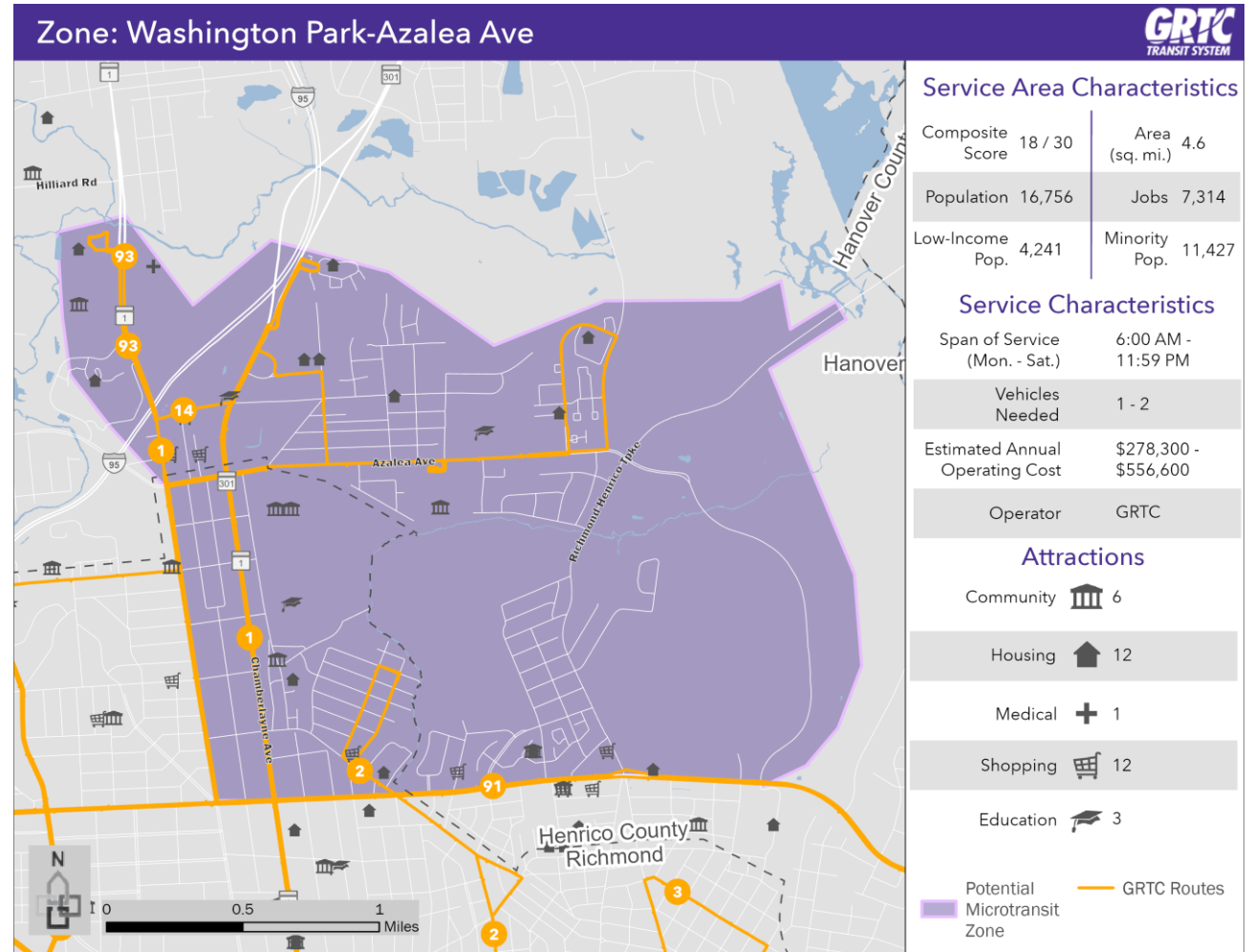
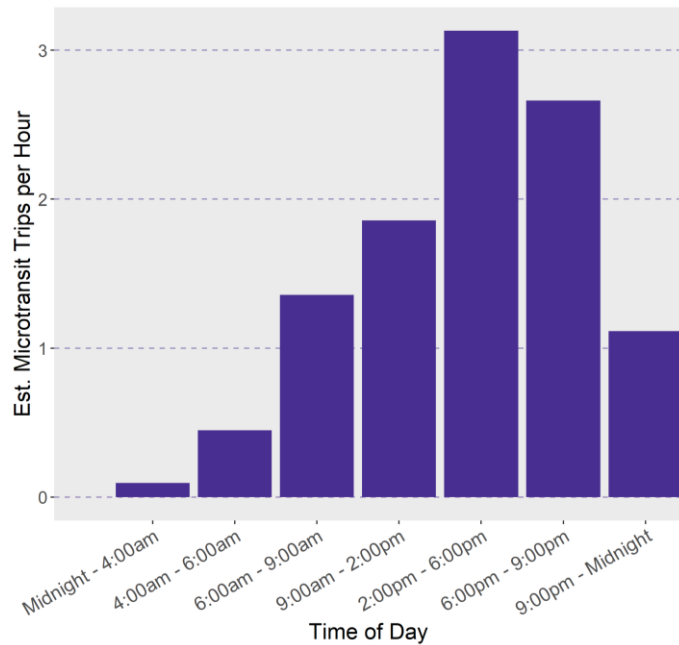
Year 1 (Pilot) Operating Cost Estimate Range: \$1.56 M - \$3.15 M

About the Proposed Pilot Zones

Micro-Transit Zone	Service Model and Cost Range	Key Information
Washington Park – Azalea Ave (Henrico County)	Model: GRTC-operated	<ul style="list-style-type: none"> Potential to replace underperforming fixed route service (Route 93) Following initial implementation, potential to expand into Hanover County (Mechanicsville area) to enhance regional connections
	Cost: \$285,200 - \$570,300	
Ashland (Hanover County)	Model: Third party-operated	<ul style="list-style-type: none"> Need for public transportation in the area has been recognized since at least 2008. Service would provide circulation to destinations in central Ashland and nearby. Community confirmed high level of readiness and support for the service
	Cost: \$299,600 - \$839,100	
Sandston-Elko (New Kent and Henrico Counties)	Model: GRTC-operated	<ul style="list-style-type: none"> Covers areas in New Kent and Henrico Counties, including shopping, healthcare, and government destinations Serves area with recognized public transportation need
	Cost: \$229,900 - \$364,700	
Powhatan (Powhatan County)	Model: Third party-operated	<ul style="list-style-type: none"> Serves major Powhatan County destinations along Route 60, as well as residential areas to the northeast
	Cost: \$214,200 - \$531,200	
North Chesterfield – West (Chesterfield County)	Model: GRTC-operated	<ul style="list-style-type: none"> Identified among top priorities by Chesterfield County. Serves apartments, shopping centers, supermarkets.
	Cost: \$554,500 - \$839,900	

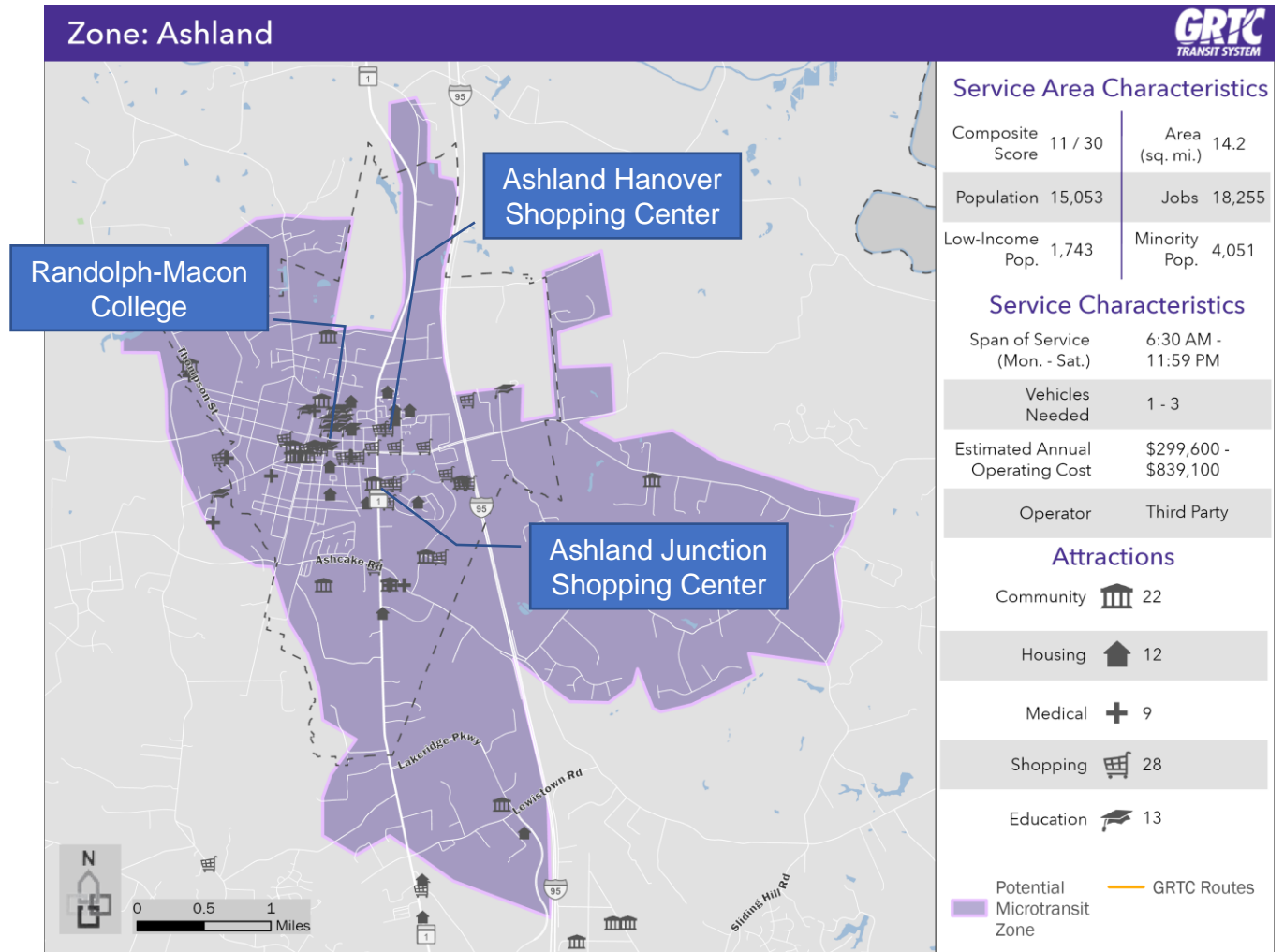
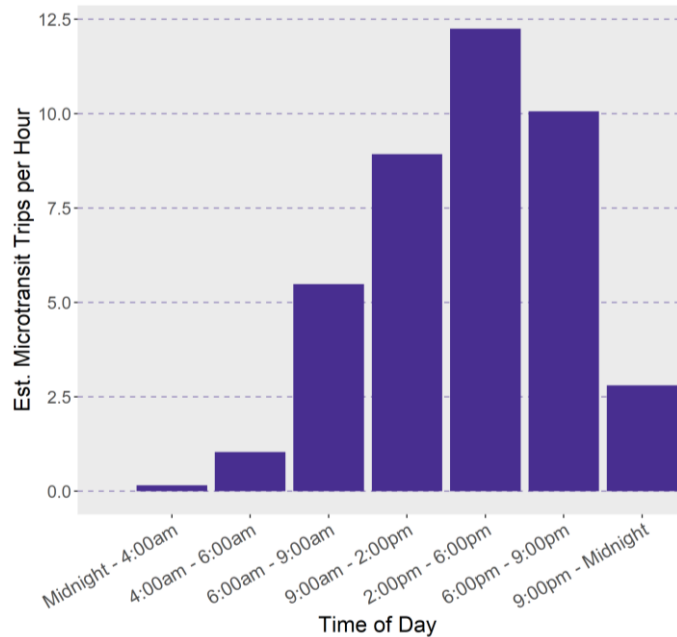
Washington Park - Azalea Avenue

- Use Case:
 - New Service / Neighborhood Circulation
 - Fixed-Route Replacement (Route 93)
- Key Activity Centers:
 - Brookhill Azalea Shopping Center
 - Senior Apartments
 - Future: Amazon Facility



Ashland

- Use Case:
 - New Service / Neighborhood Circulation
- Key Activity Centers:
 - Randolph-Macon College
 - Ashland Junction Shopping Center
 - Ashland Hanover Shopping Center



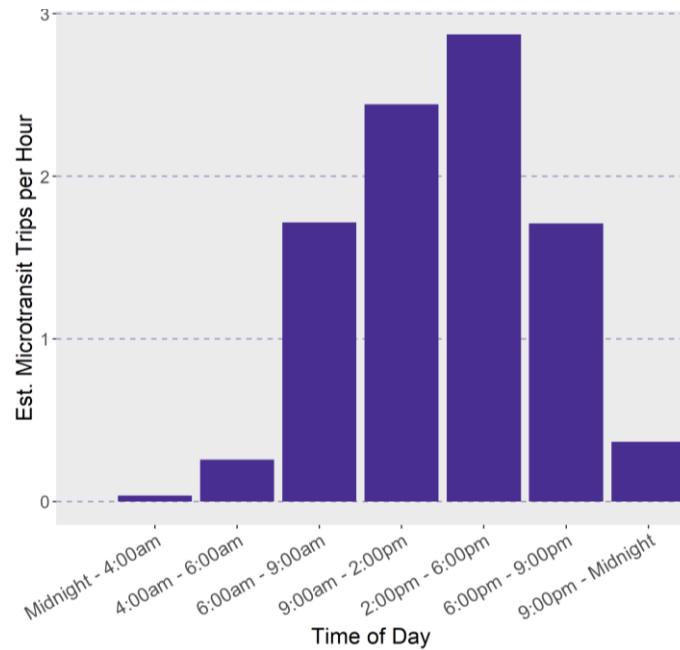
Sandston-Elko

- Use Cases:

- New Service / Neighborhood Circulation
- First / Last Mile Connections

- Key Activity Centers:

- Social Security Office
- VCU Health Emergency Center
- Food Lions on US 60 and New Kent Highway



Zone: Sandston-Elko

Service Area Characteristics

Composite Score	23 / 30	Area (sq. mi.)	19.5
Population	15,844	Jobs	3,379
Low-Income Pop.	1,840	Minority Pop.	4,200

Service Characteristics

Span of Service (Mon. - Sat.)	6:30 AM - 9:00 PM
Vehicles Needed	1 - 2
Estimated Annual Operating Cost	\$224,400 - \$355,900
Operator	GRTC

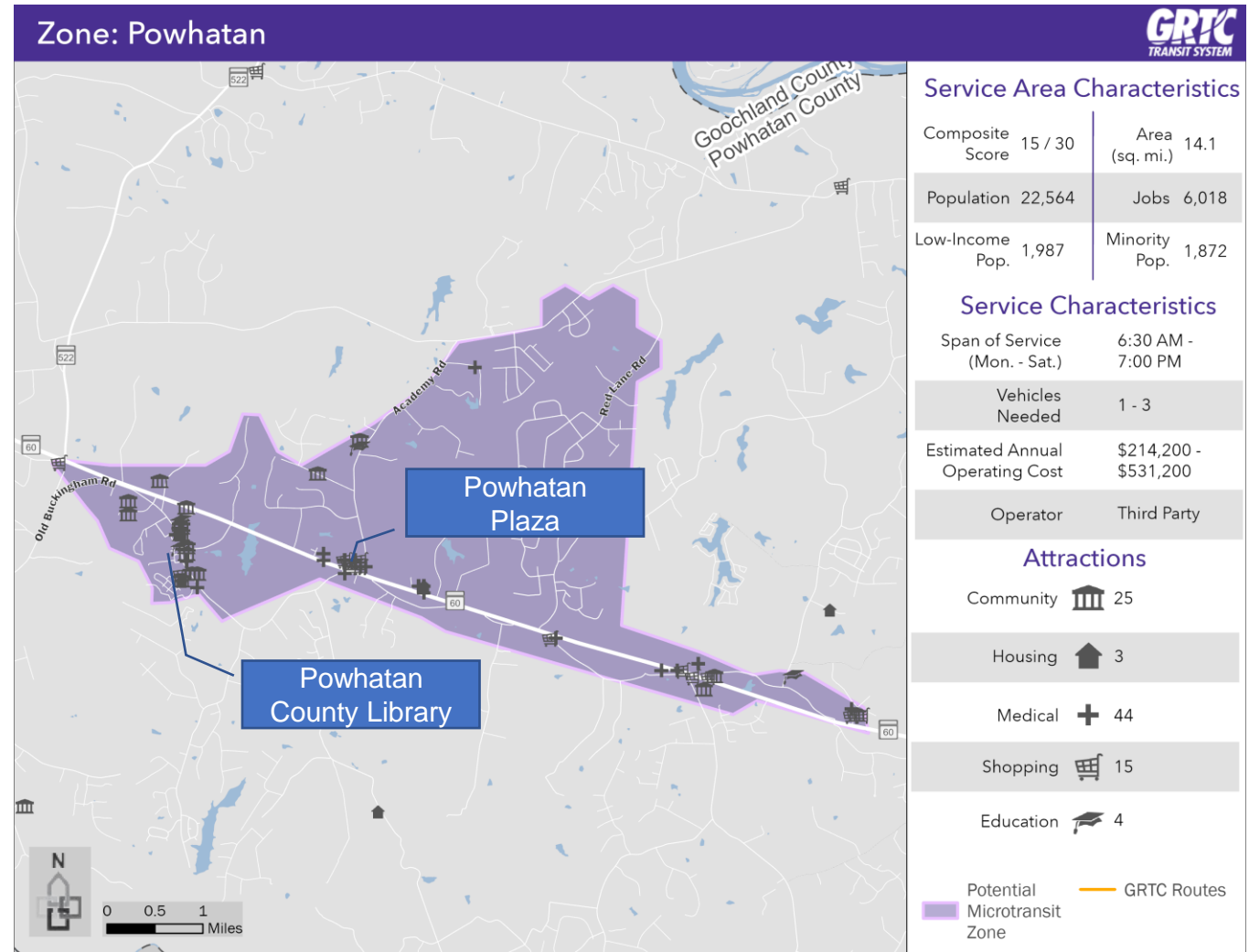
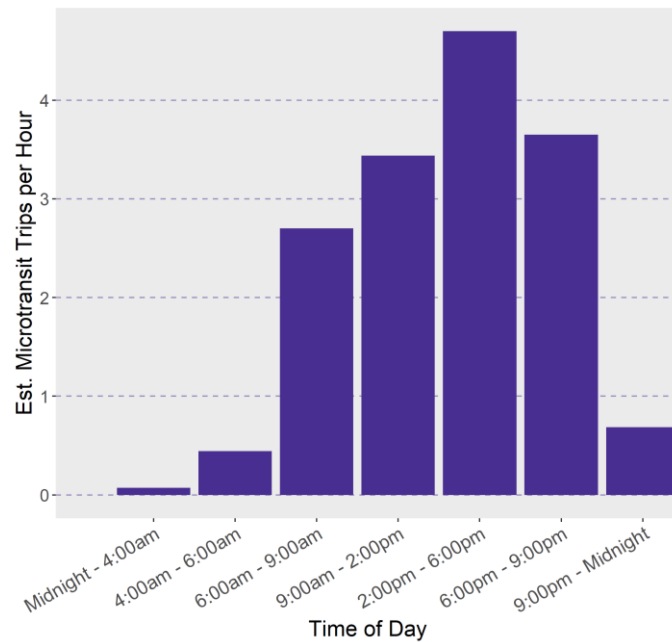
Attractions

Community	8
Housing	4
Medical	21
Shopping	9
Education	1

Potential Microtransit Zone
 GRTC Routes

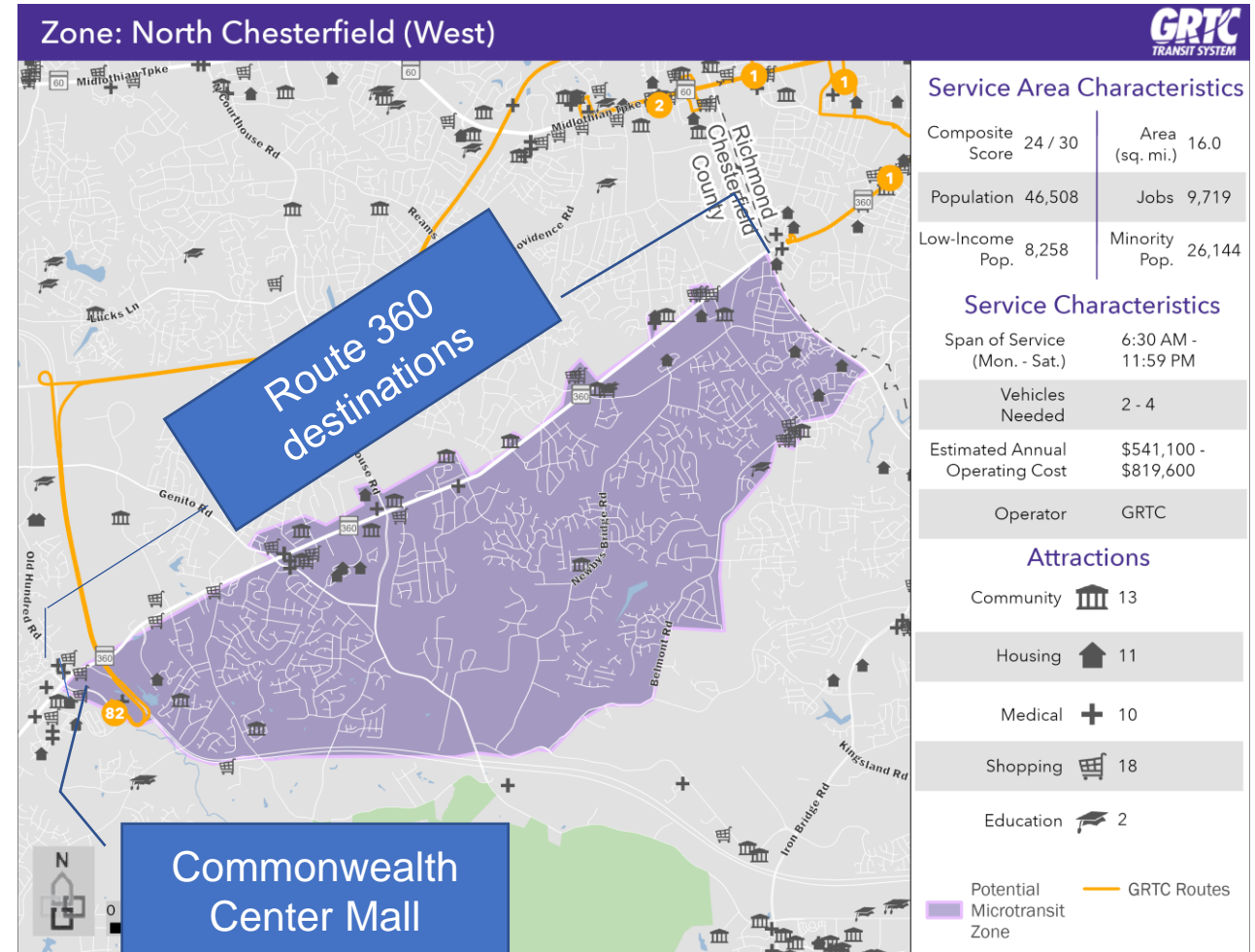
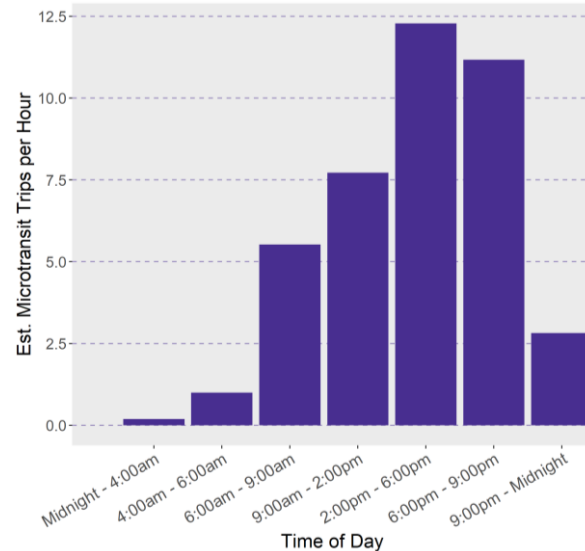
Powhatan

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



North Chesterfield (West)

- Use Case:
 - New Service / Neighborhood Circulation
 - First / Last Mile Connections (Commuter)
- Key Activity Centers:
 - Commonwealth Center Mall
 - Shopping centers along Route 360 (including supermarkets and medical offices)



Next Steps

Next Steps

- Begin Phase 2 Study – Pilot implementation planning, including coordination with jurisdictional partners
- Funding
 - Successful TRIP application
 - COVID relief funds
- Launch Pilot FY24
- For more information, please see GRTC's [microtransit study webpage](#)

Thank You!

For more information, contact:

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