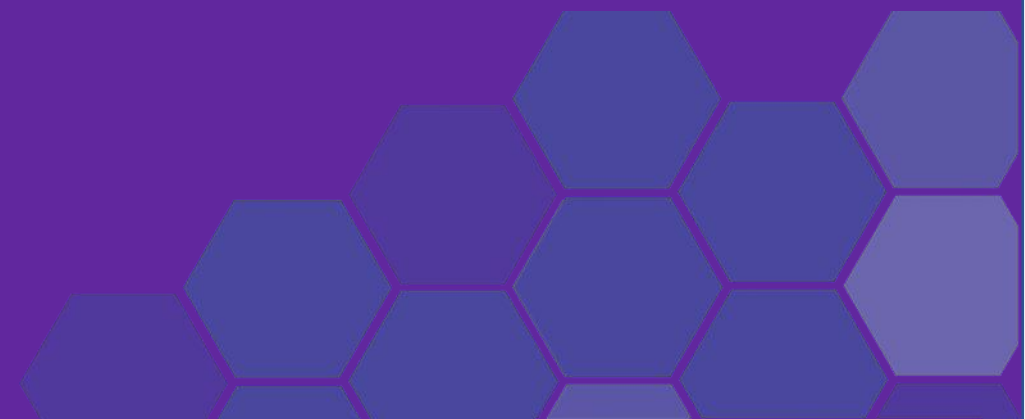




Richmond Region Micro-Transit Study

Briefing to the RRTPO Policy Board – November 3, 2022



Agenda

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

About Micro-Transit

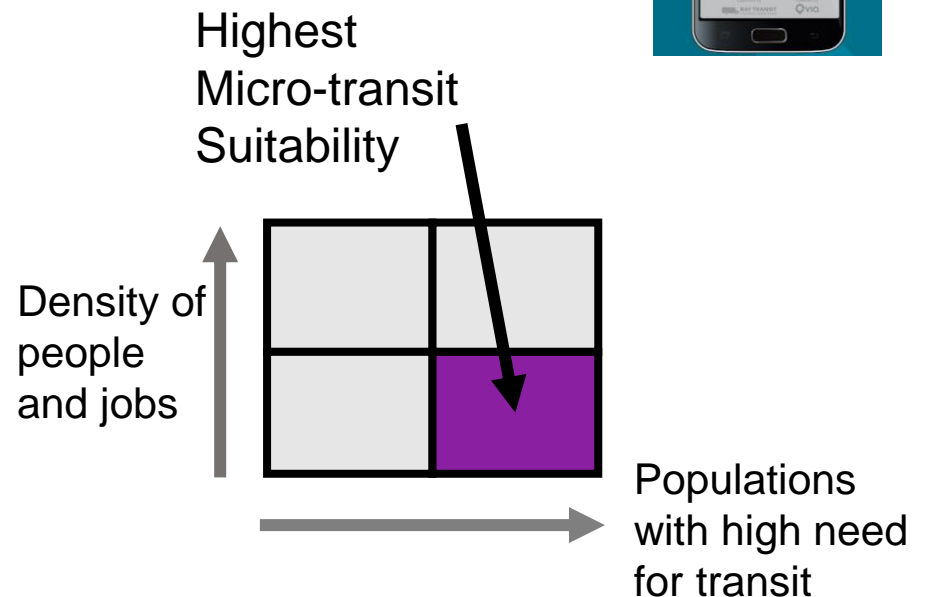
What is Micro-Transit?

- **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

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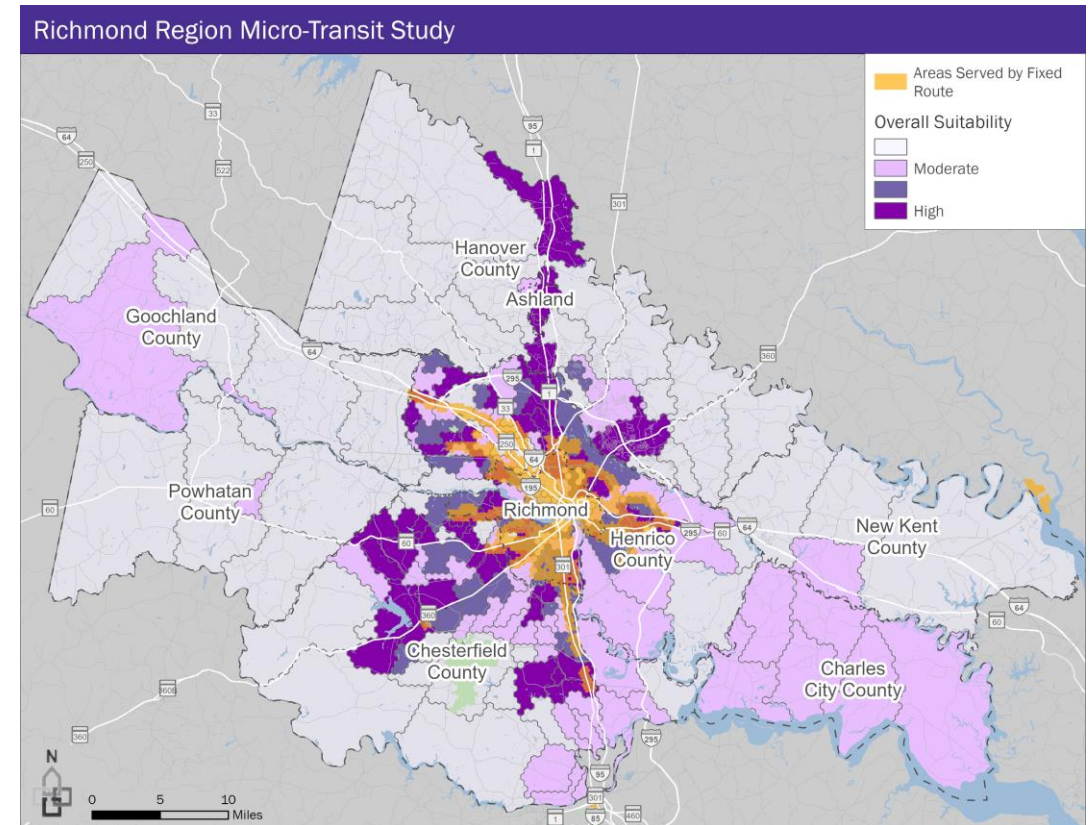
- Purpose: Identify locations in the region where on-demand micro-transit would be a feasible and beneficial service and identify where, when, and how it should operate.
- Elements:
 - Engagement: Public survey, interviews and meetings with jurisdictions, providers, and other stakeholders
 - Quantitative 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

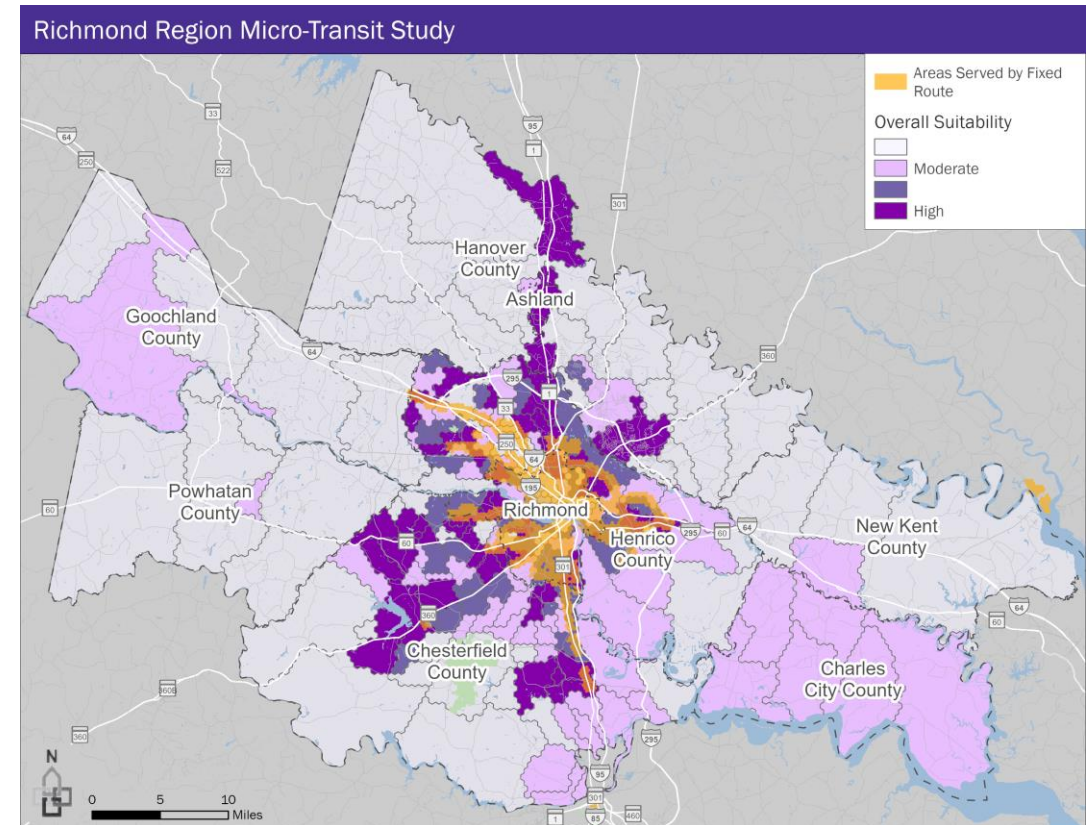
- Conducted analyses to identify locations in the region with appropriate conditions for micro-transit, including different use cases (e.g., internal circulation versus connections to the bus network).
 - Qualitative – Based on input from jurisdictions and understanding of best practices from literature 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 zone prioritization
 - *Held MPO Working Group Work 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 MPO Working Group work session to discuss each zone's readiness for implementation*
5. Developed pilot recommendations



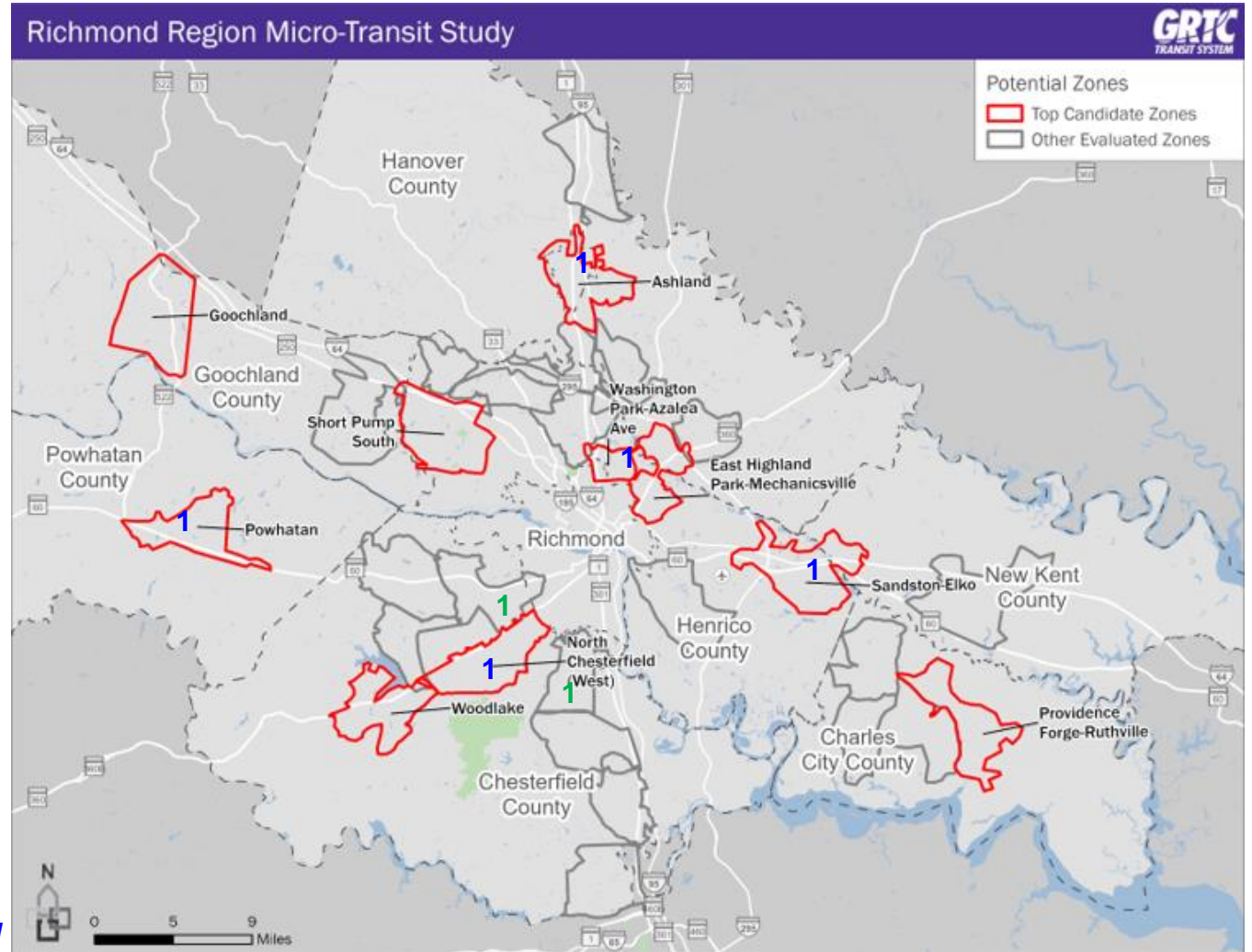
Findings & Recommendations

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 – East • North Chesterfield – West • 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: \$1.5 M - \$3.1 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 (East) (Chesterfield County)	Model: GRTC-operated	<ul style="list-style-type: none"> ▪ Identified among top priorities by Chesterfield County. Serves apartments, shopping centers, supermarkets.
	Cost: \$475,700 - \$634,300	

Next Steps

Next Steps

- Update to CVTA
- Begin Phase 2 Study – Pilot implementation planning, including coordination with jurisdictional partners
- Funding
- Launch Pilot FY24

Thank You!

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