

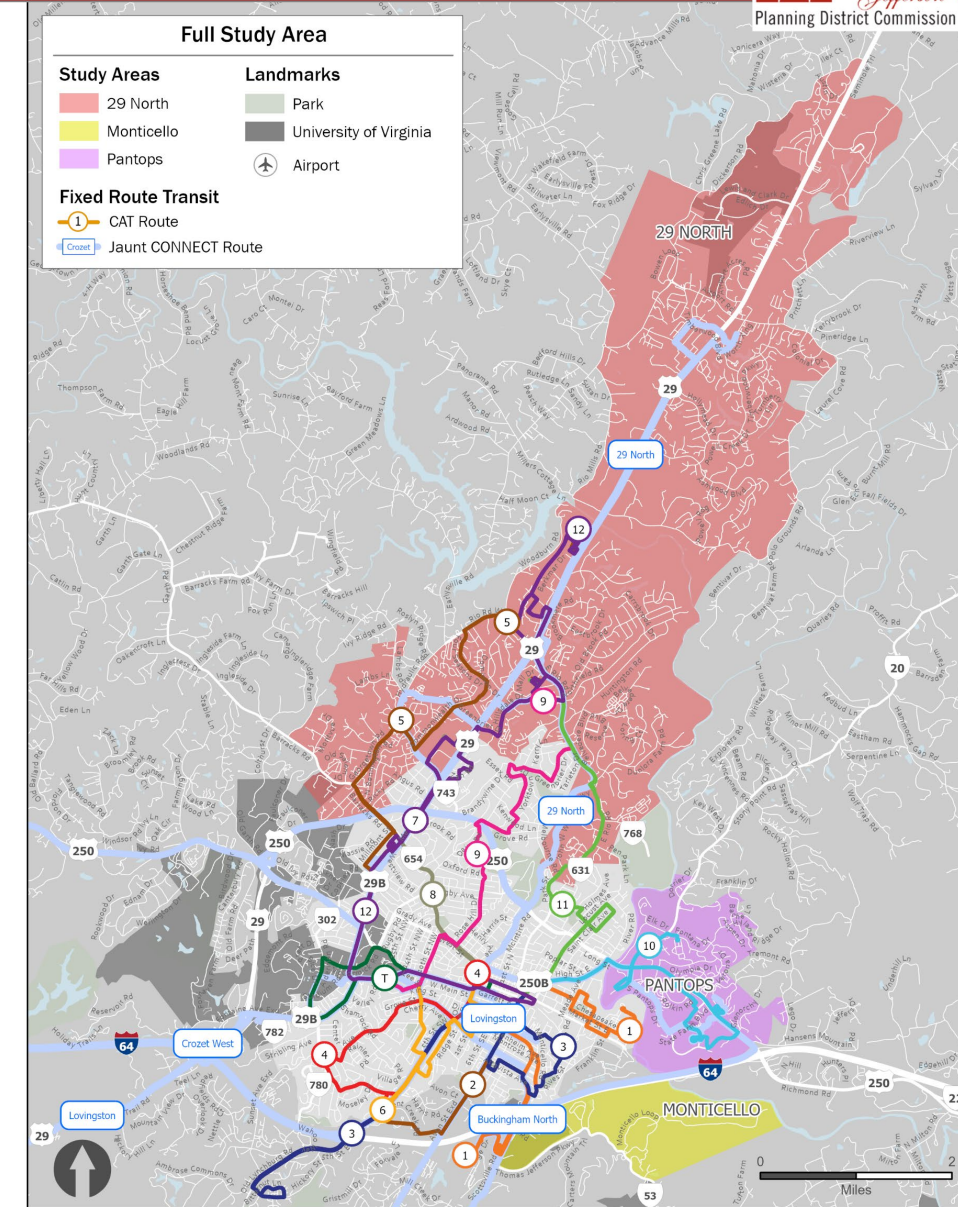
# Albemarle County Transit Expansion Study

PANTOPS AREA PUBLIC MEETING – JULY 2021



# Introduction

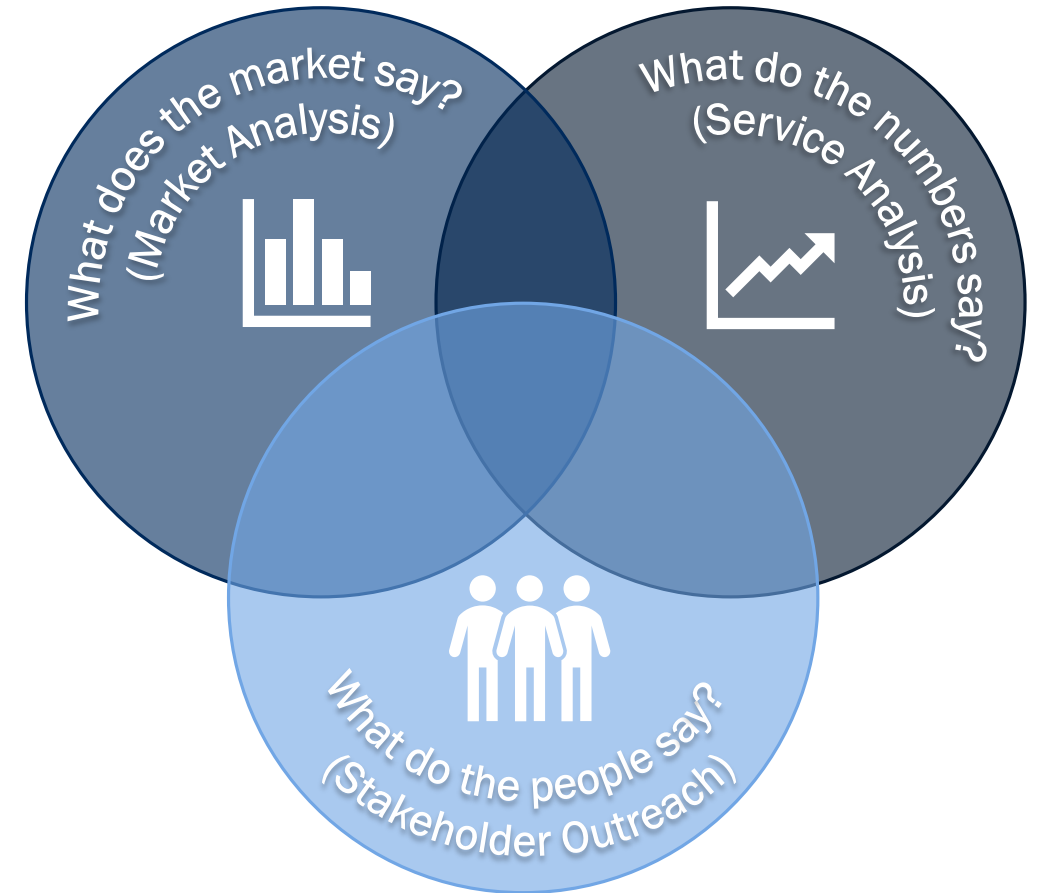
- A feasibility study and implementation plan for expanded transit service to population and employment centers within Albemarle County, particularly:
  - The Pantops area,
  - Thomas Jefferson's Monticello, and
  - Along US-29 North Corridor (between City limits and the UVA Research Park/Rivanna Station)
- Innovative transit options (to include on-demand service) that emphasize accessibility and responsiveness to customer needs will be investigated alongside traditional fixed-route options





# Introduction

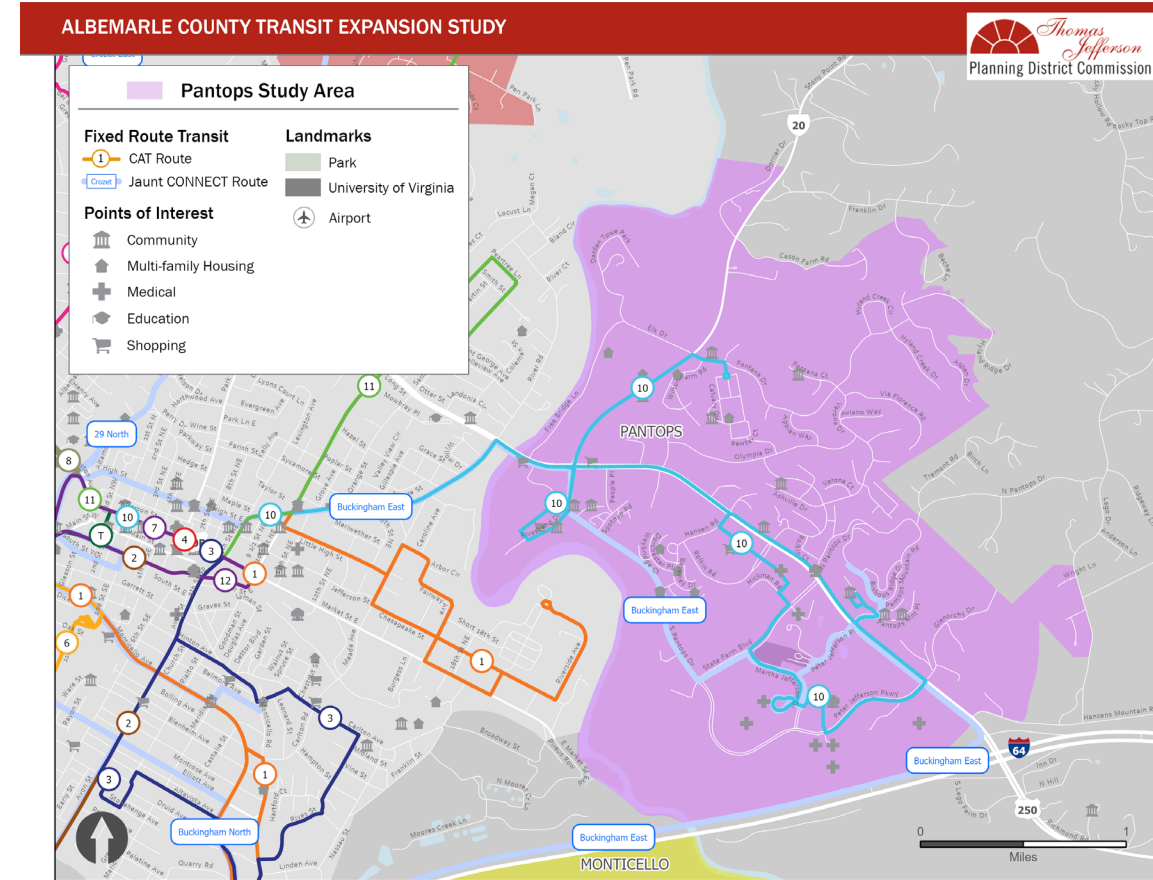
- Good data is critical to establishing a clear understanding of the needs and opportunities present in each study area.
- Three key datasets:
  - Market Analysis
  - Service Analysis
  - Stakeholder Outreach



# Market Analysis

## ■ Pantops Area

- Bounded by the Rivanna River to the west, I-64 to the south, and the Fontana neighborhood to the northeast.
- Two major arterials serve the area
  - Richmond Road (US 250)
  - Stoney Point Road (VA 20)
- Key destinations in the study area include:
  - Pantops Shopping Center
  - Rivanna Ridge Shopping Center
  - Martha Jefferson Hospital
  - Charlottesville VA Clinic
  - Social Security Administration
- Transit service includes
  - CAT Route 10
  - Jaunt Buckingham CONNECT East Route





# Market Analysis

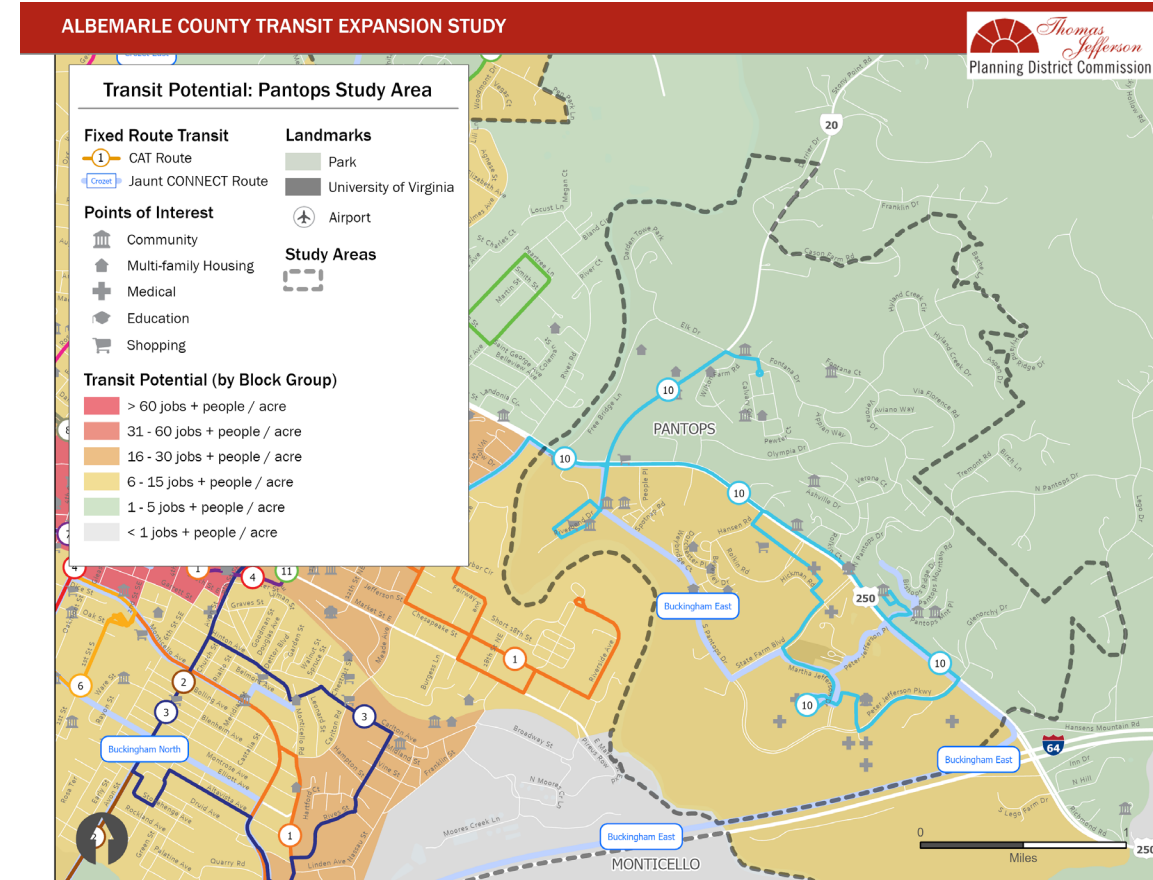
- There are many ways to provide transit service – each with its own ideal operating environment.
- The aim of the market analysis is to understand the environment in which transit services must operate.
- Key components of the environment include:
  - Density
  - Demographics
  - Land-use
  - Built environment



Reference: <https://www.cnu.org/publicsquare/2017/04/13/great-idea-rural-urban-transect>

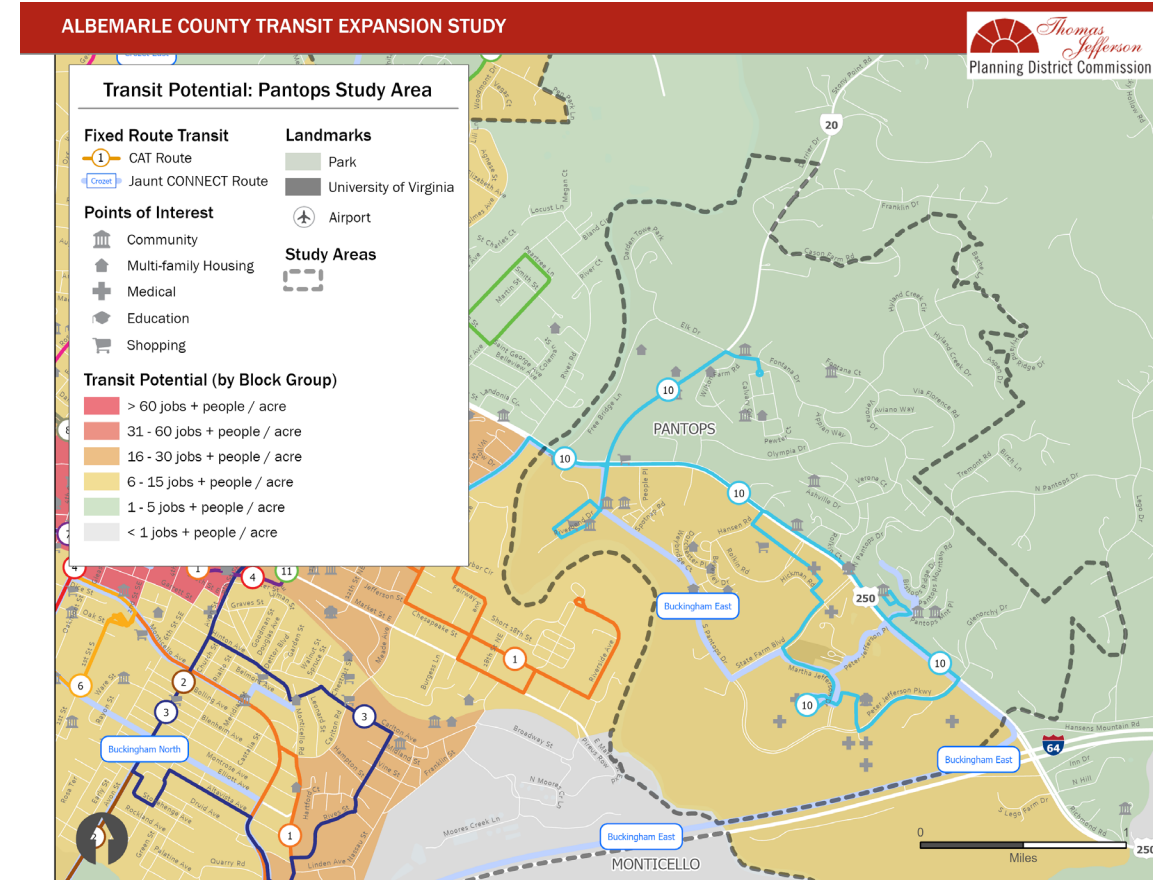
# Transit Potential

- Transit service is generally most efficient in areas with high concentrations of people and jobs.
- Fixed-route transit service begins to make sense at densities above 5 people and/or jobs per acre.
- For lower-density areas, or areas with challenging pedestrian environments, other service models may be more effective.



# Transit Potential

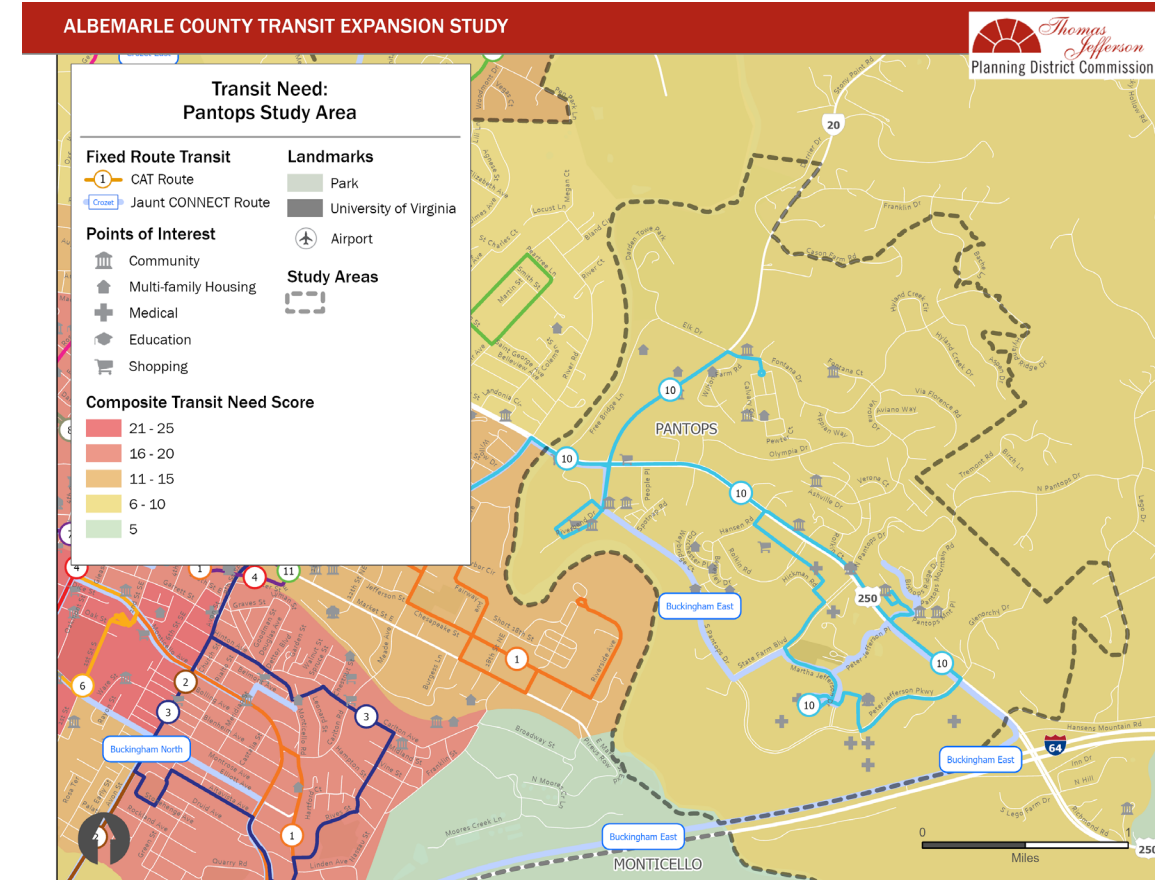
- In the Pantops study area, moderate transit potential is found southwest of Richmond Road.
- Higher transit potential southwest of Richmond Road is driven primarily by relatively high employment density (retail, medical, community services).
- Areas northeast of Richmond Road are seeing growth in population density, including new multifamily housing.





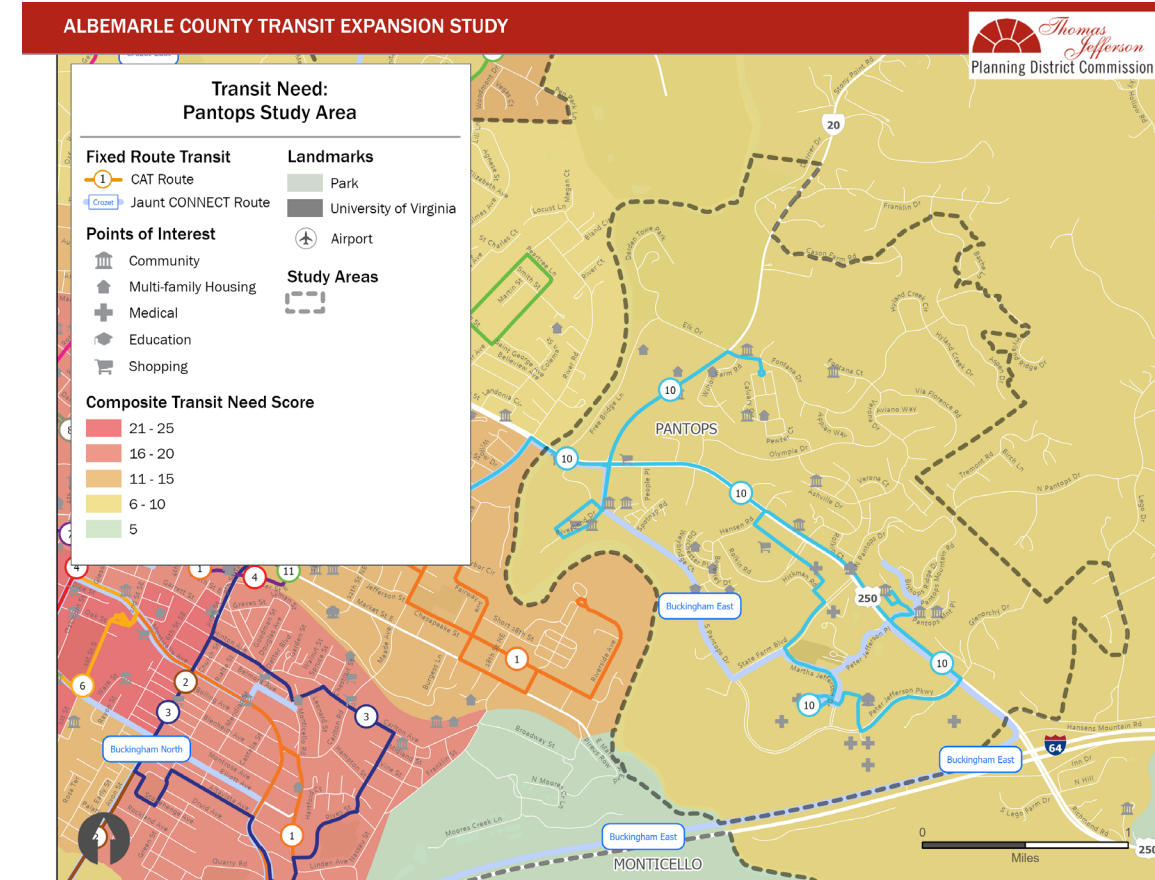
# Transit Need

- Certain population subgroups are more likely to use transit than other modes as their primary means of transportation.
  - Zero-Vehicle Households
  - Low-Income Households
  - Persons with Disabilities
  - Older Adults
  - Youth and Young Adults
- As opposed to Transit Potential, Transit Need is a relative measure.
- Areas with relatively high Transit Need may still have low fixed-route Transit Potential.



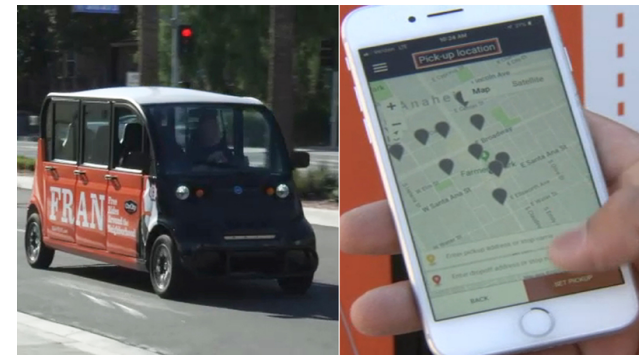
# Transit Need

- Transit Need in the Pantops area is relatively low compared to nearby areas.
- However, the area is rich in regionally significant destinations that may drive transit activity.
  - Pantops Shopping Center
  - Rivanna Ridge Shopping Center
  - Martha Jefferson Hospital
  - Social Security Administration
  - Charlottesville VA Clinic



# Land Use / Built Environment

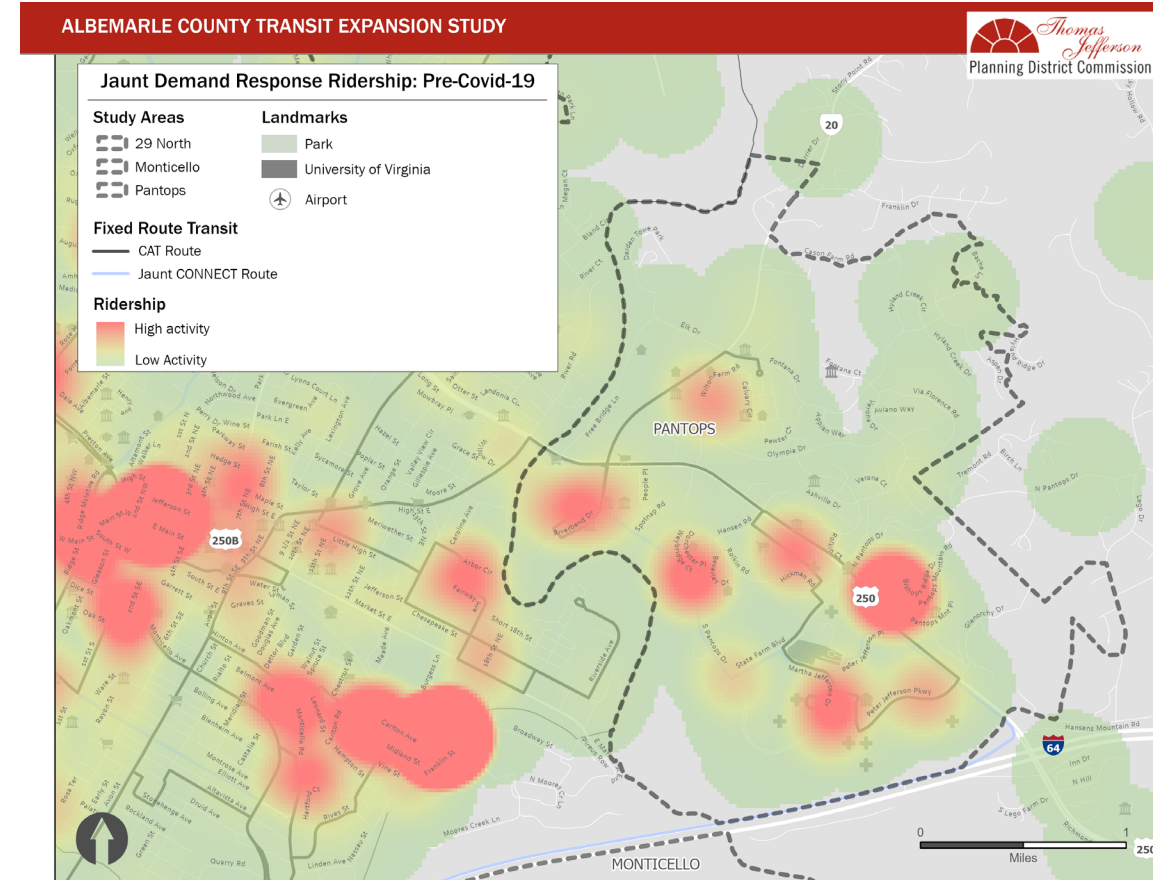
- Certain land uses tend to generate a high percentage of total transit trips.
  - Multi-family housing, medical, educational, major retail, community and civic centers, major employers
- Fixed-route service requires a supportive pedestrian environment to be most effective.
  - Sidewalks, crosswalks, direct paths
- Areas that lack the serve area characteristics to support fixed-route transit service may be good candidates for demand response service.
  - Microtransit is a new technology-driven approach to demand response service
  - Similar interface to Uber/Lyft but with dedicated vehicles





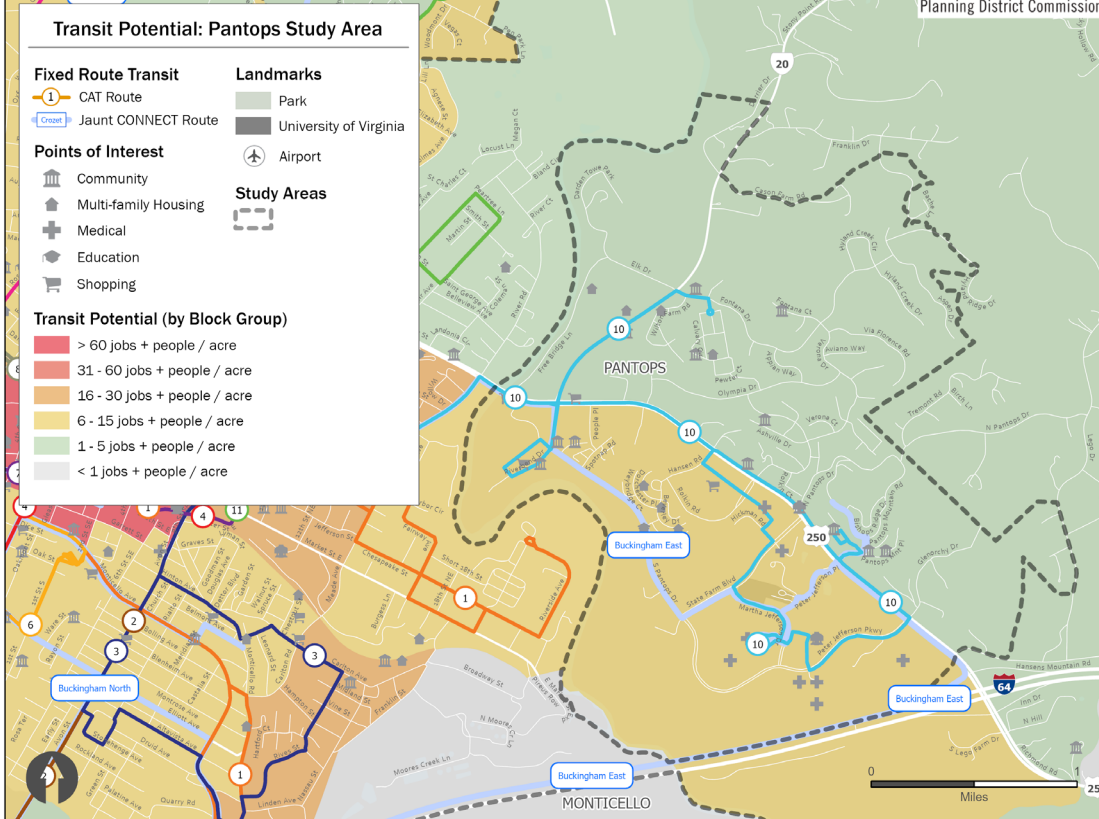
# Service Analysis

- Aims to identify the strengths and weaknesses of each CAT route and Jaunt service operating in the study area, and to highlight opportunities to improve service.
  - CAT Routes 10
  - Jaunt Buckingham CONNECT East
- The market analysis provides important context for the service analysis.
  - Particularly important due to challenges in obtaining representative data

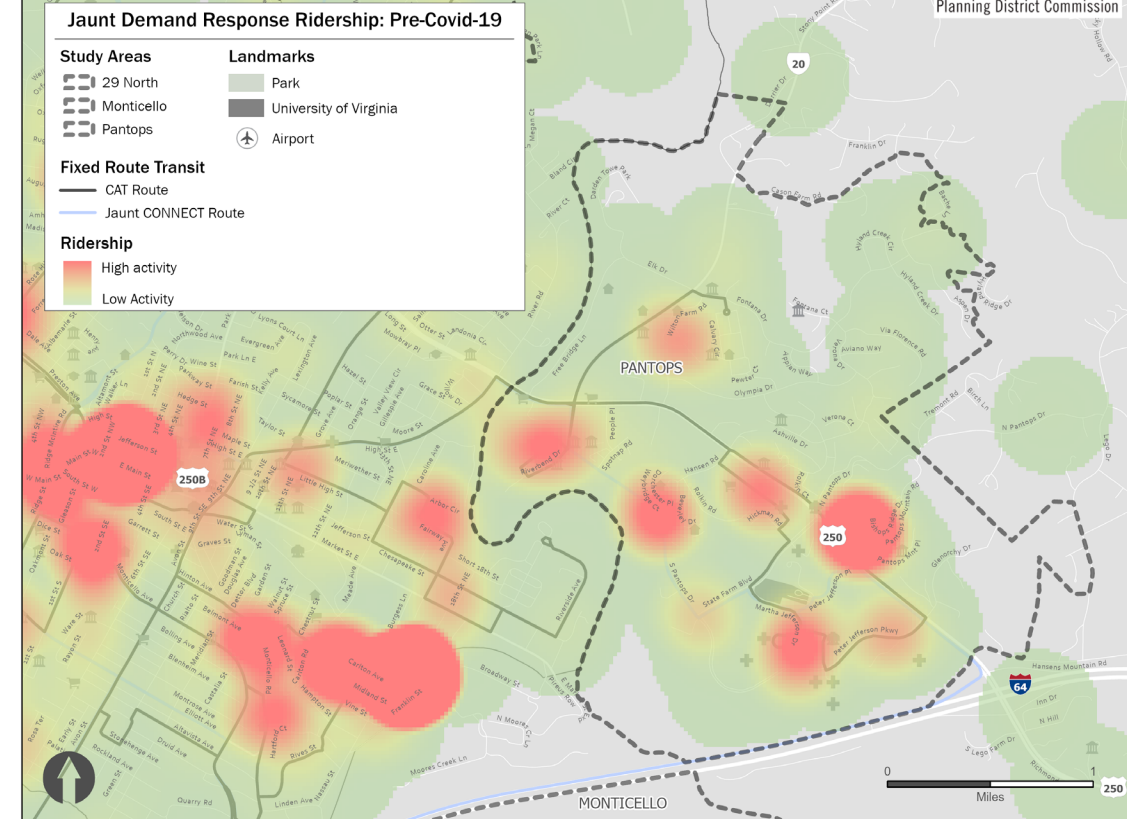


# Service Analysis

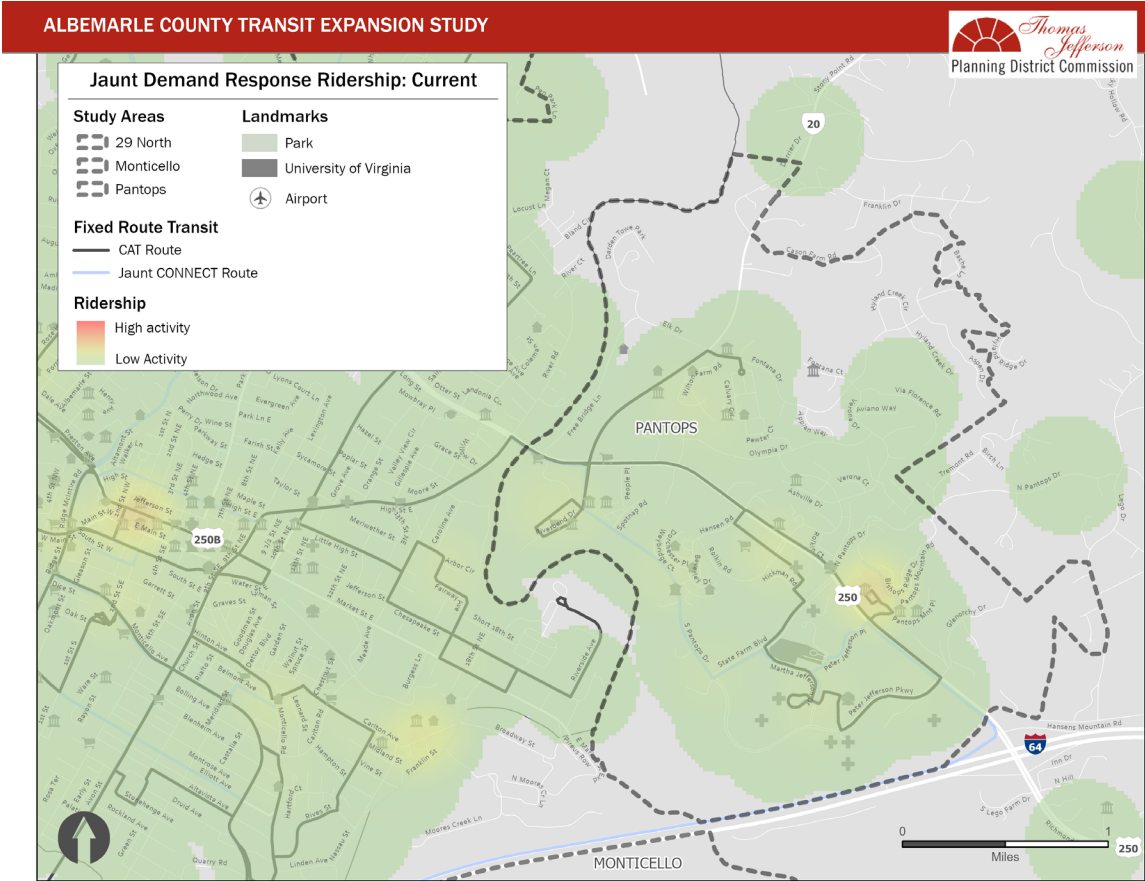
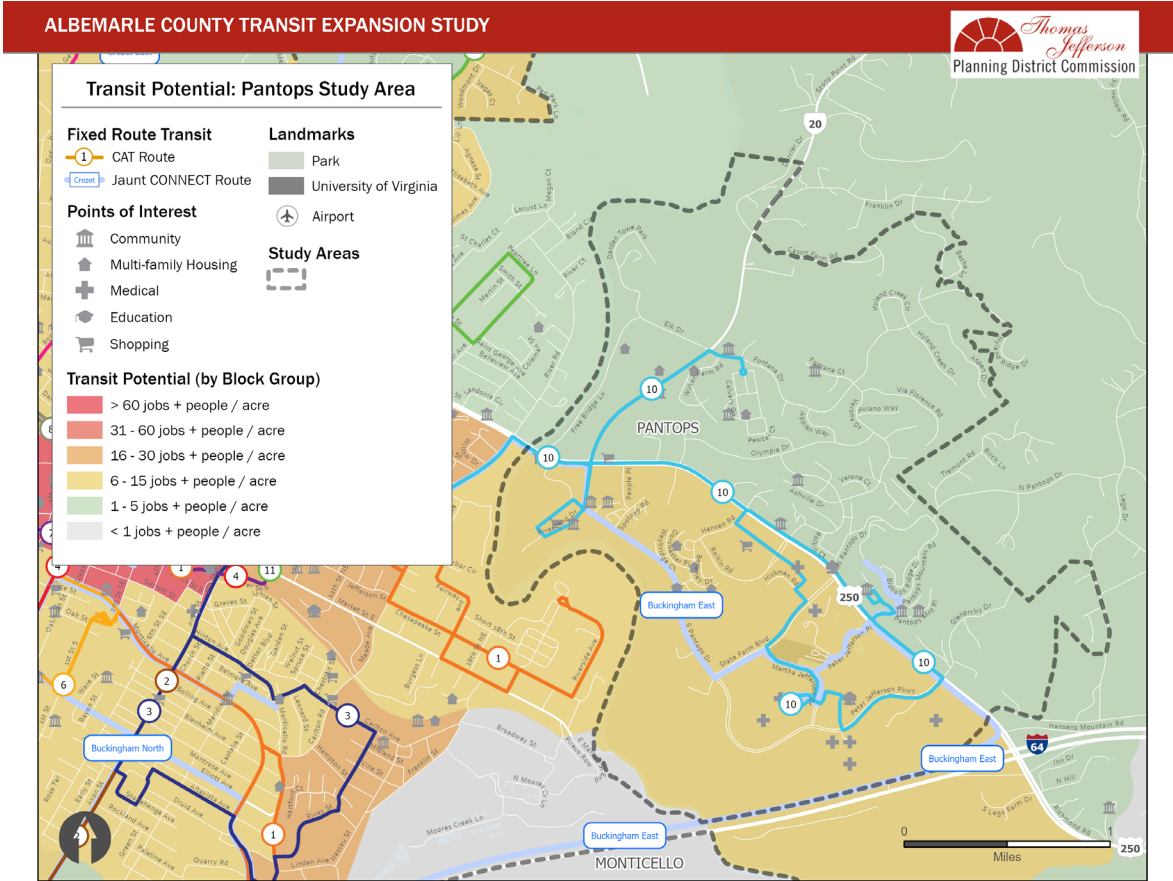
## ALBEMARLE COUNTY TRANSIT EXPANSION STUDY



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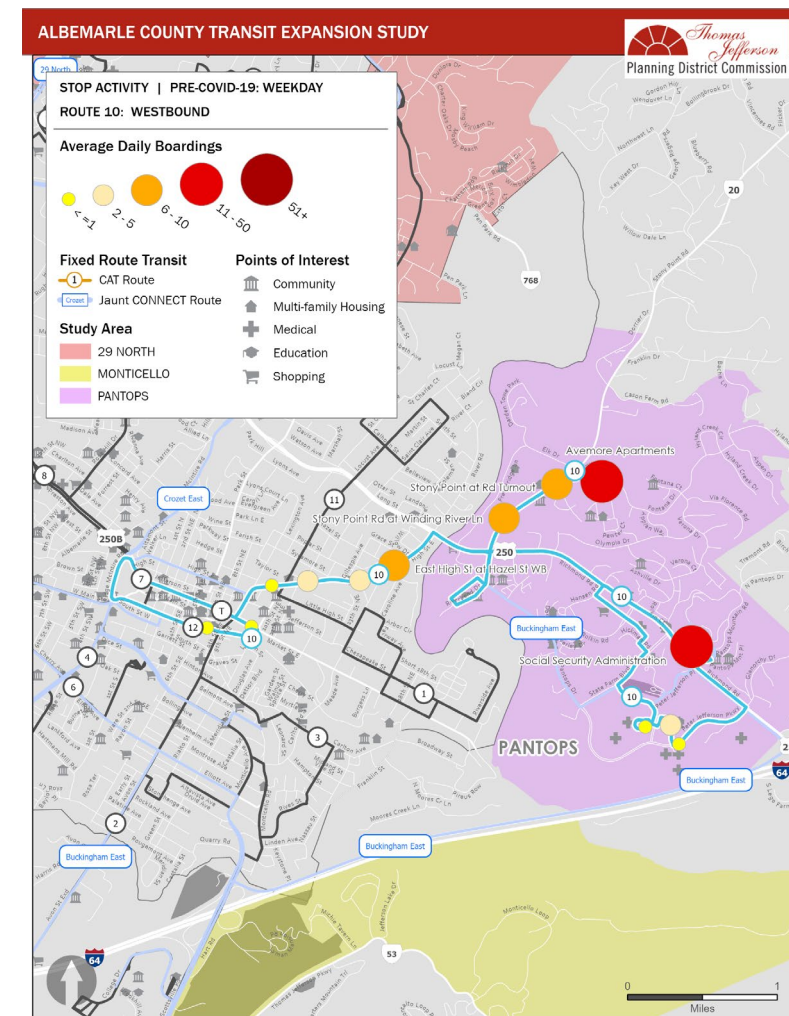
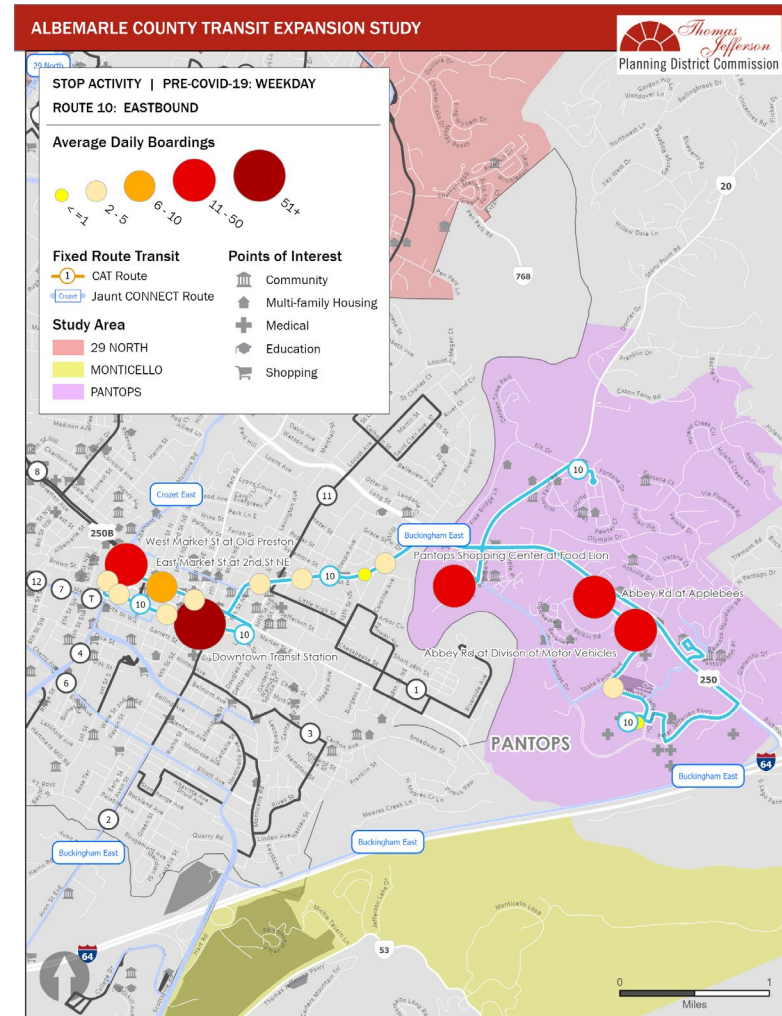
# Service Analysis





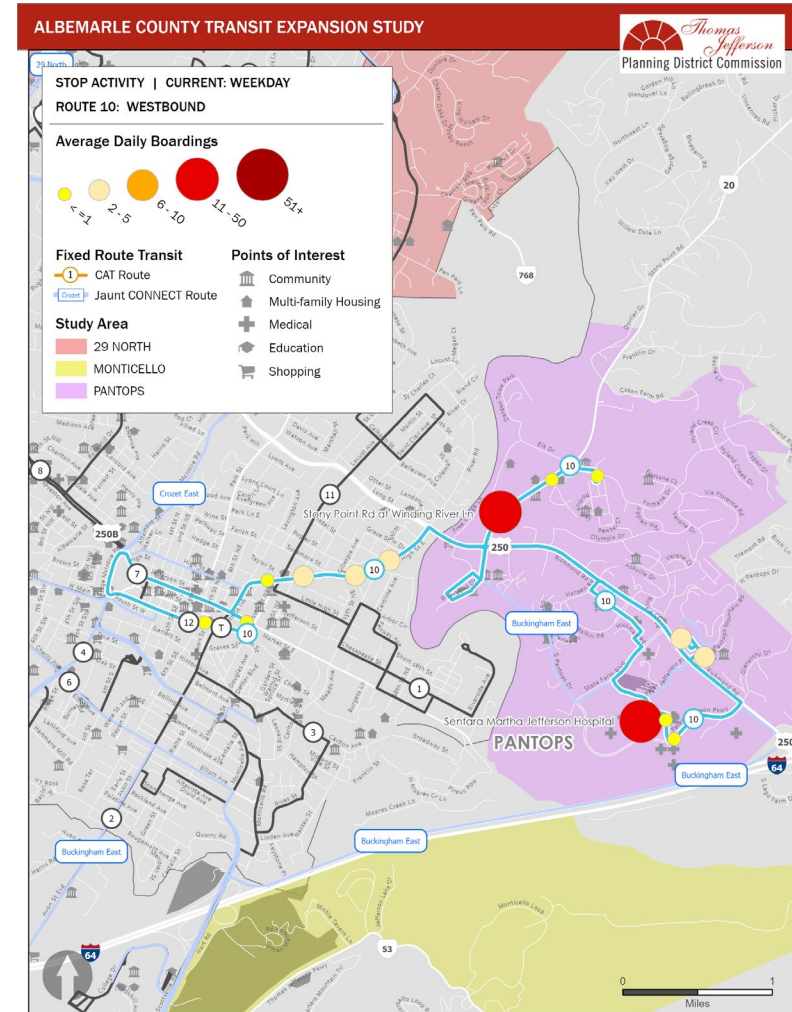
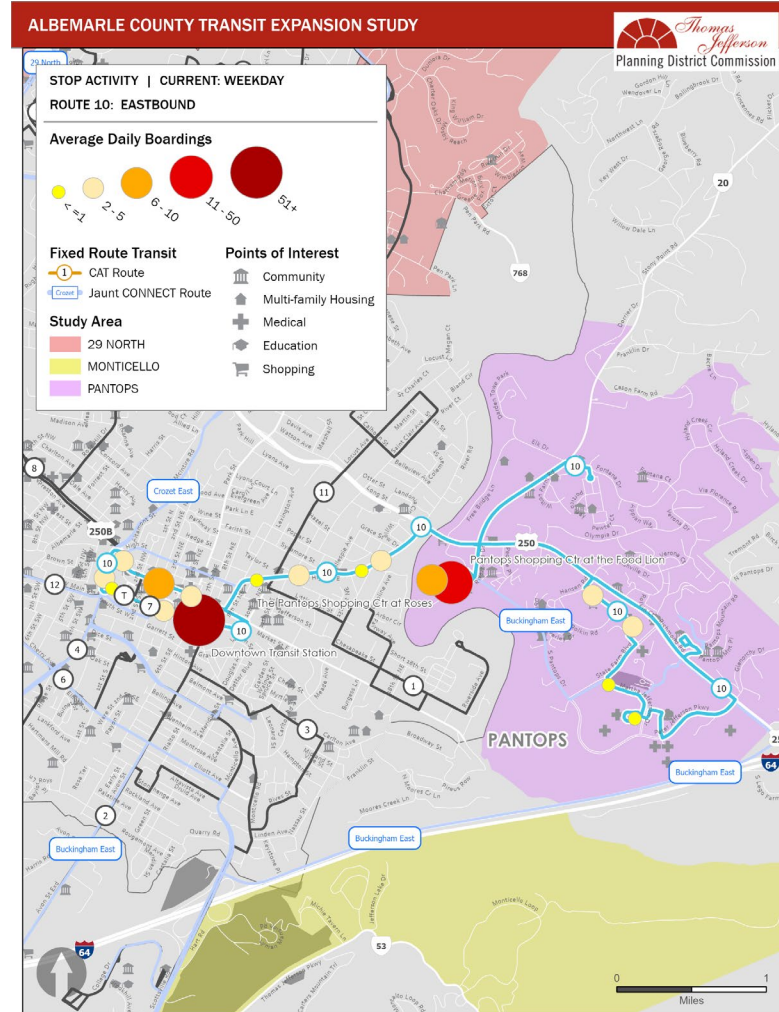
# CAT Route 10

- Operates between downtown Charlottesville and destinations in the Pantops area, including:
  - Pantops Shopping Center
  - Rivanna Ridge Shopping Center
  - DMV
  - Martha Jefferson Hospital
  - VA Clinic
  - Social Security Administration



# CAT Route 10

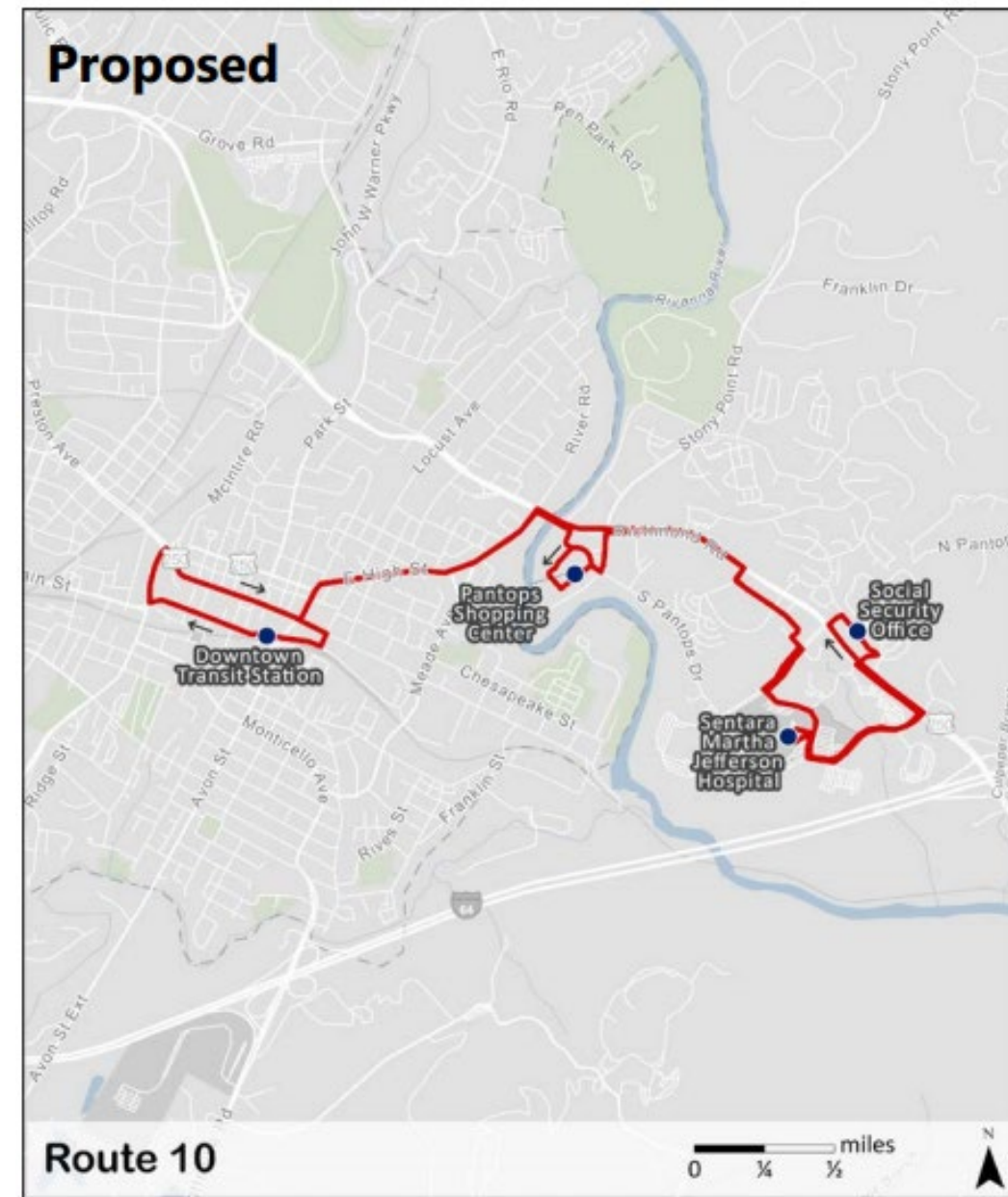
- Current Lifeline Reduced Service:
  - Monday-Saturday: 6:30 am – 9:00 pm
  - Headway: 60 minutes
- Areas of high ridership during pandemic:
  - Pantops Shopping Center
  - Stoney Point Road (nearest westbound stop to Pantops Shopping Center)
  - Martha Jefferson Hospital
- Potential Issues
  - Service to Pantops Shopping Center and Stoney Point Road provided only in eastbound and westbound directions, respectively
  - Large one-way loop that limits travel options





# CAT Route 10

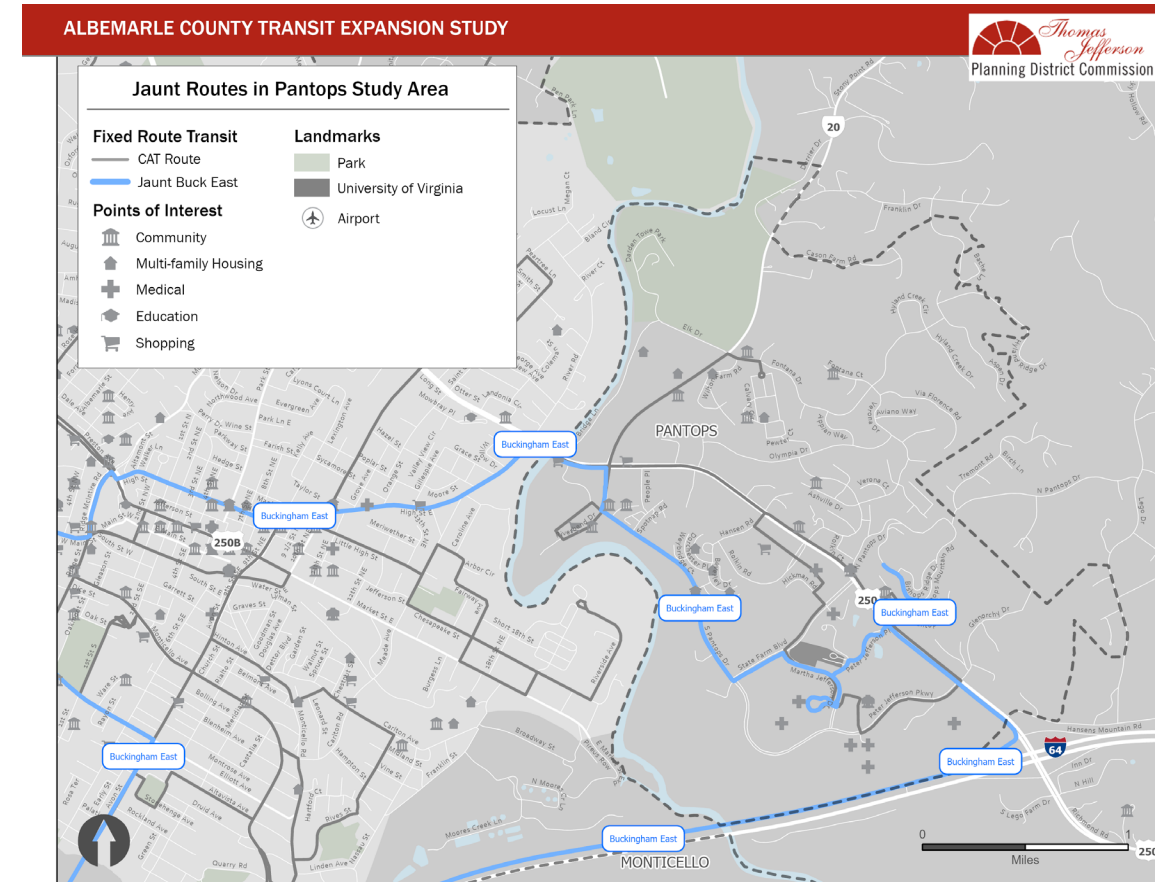
- Upcoming Changes (Proposed by CAT)
  - Eliminate Stony Point segment and replace with Pantops service in both directions of travel
  - Modify east end of route to provide bidirectional service
  - Improve weekday frequencies to 30 minutes
  - Saturday frequencies remain at 60 minutes
  - Add Sunday service at 60-minute frequencies





# Jaunt Route Buckingham CONNECT East

- Operates between Buckingham County and destinations in Charlottesville and Albemarle County, including downtown Charlottesville, UVA University Hospital, the Sentara / Martha Jefferson Hospital, and the Westminster-Canterbury retirement community.
- Current Service:
  - Monday-Friday:
    - 5:45 am – 7:07 am
    - 4:00 pm – 5:27 pm
  - 1 morning and 1 afternoon trip
    - To Pantops in the morning
    - From Pantops in the afternoon



# Stakeholder Questions

- Are there any current CAT or Jaunt routes in the study area that should be changed?
- Are there parts of study area that are not currently served that should be?
- How are people reaching unserved areas today (other than driving)?
- Are there any other issues that serve as barriers to transit use in the study area (schedules, fares, amenities, etc.)?
- Would you see real-time on-demand service as an upgrade or downgrade from traditional fixed-route service?

# Questions / Comments

