



# **RICHMOND REGION MICROTRANSIT STUDY**

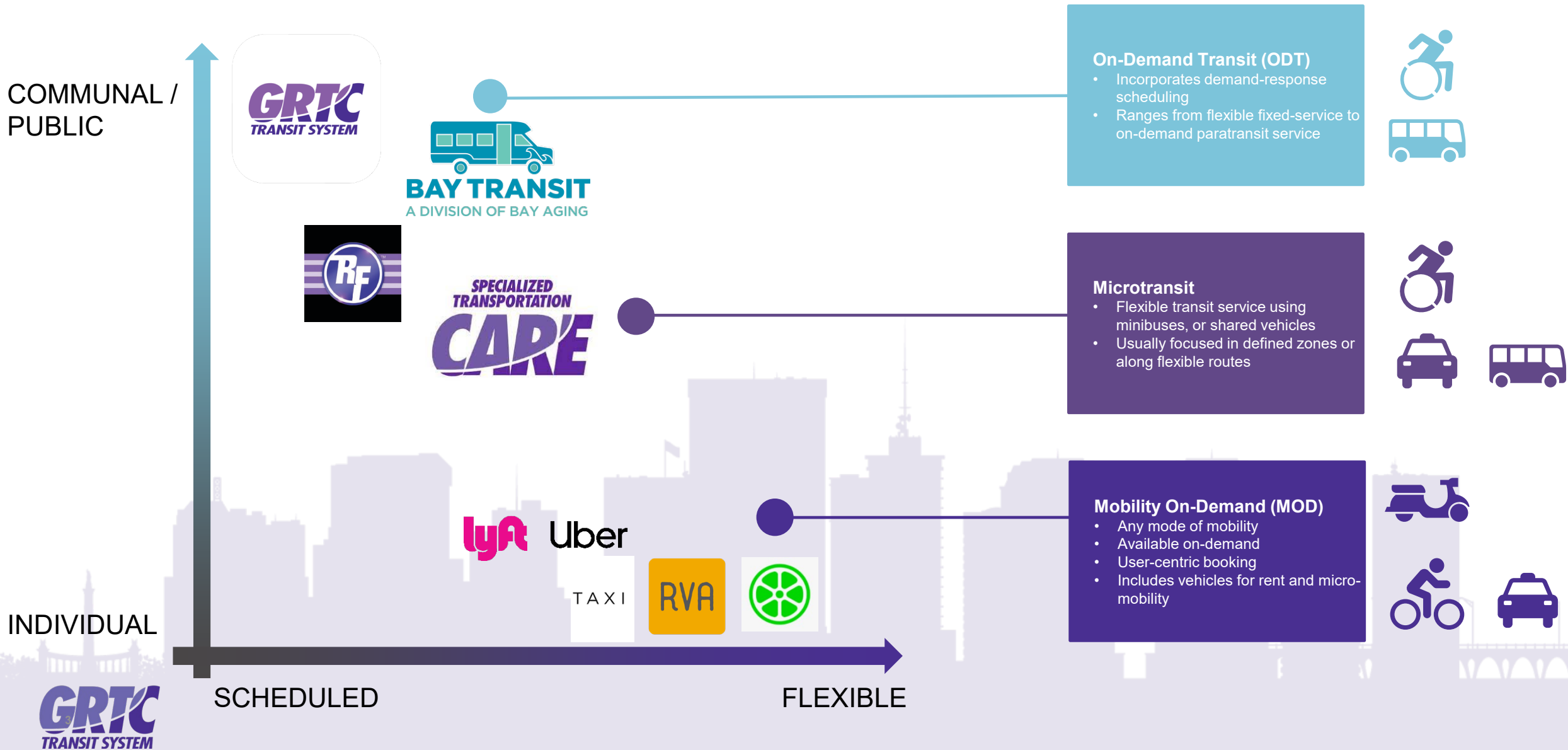
CVTA Technical Advisory Committee

November 8, 2021

# AGENDA

- Scope overview
- Schedule
- Survey
- Next steps:
  - Survey launch
  - One-on-one jurisdiction meetings in January

# WHAT IS MICRO-TRANSIT/ON-DEMAND SERVICE?



# TASK 1: EXISTING CONDITIONS

- **Propensity and Potential Analyses:** to identify where and to what extent transit is needed throughout the region.
- **Micro-transit Suitability Analysis:** to show areas that might be better served with on-demand transit.
- **Service Gaps Analysis:** to show gaps in the current/proposed network versus need, which will also be used to identify the types of micro-transit needed.

# TASK 2: PUBLIC & STAKEHOLDER OUTREACH

## Two rounds of public engagement

- **Round 1: Needs Assessment**
  - 1 – 2 regional stakeholder “focus groups”
  - Virtual public outreach
    - Presentation with a detailed survey: emphasis on education, travel needs, and preferences
    - Advertised through the GRTC website, social media
- **Round 2: Recommendation Presentations**
  - Virtual public outreach
    - Present and survey: emphasis on presenting and prioritizing recommendations
- **Stakeholder meetings to summarize results**

# TASK 3: BEST PRACTICES

- Comprehensive review of the various types of micro-transit/on-demand services in operation across the country, with a focus on:
  - Purpose or type of service (i.e., first/last mile, new service area, fixed-route replacement, etc.)
  - Service area characteristics
  - Ridership / Productivity
  - Fleet sizes / Accessibility of vehicles
  - Service model (turnkey versus agency-operated)
  - Integration of the service to existing fixed-routes and paratransit services
  - Technology used
  - Fares and funding
  - Marketing / Rider information
- Lessons Learned and Key Takeaways

## Potential Microtransit Peers

- DART Connect, Delaware Transit Corporation, Delaware
- ReditRide, Jacksonville Transportation Authority, Florida
- Greater Attleboro-Taunton Regional Transit Authority, Massachusetts
- Worcester Regional Transit Authority, Massachusetts
- Pickup, Capital Metropolitan Transportation Authority, Texas
- RideOn Flex, Montgomery County, Maryland
- Prince George's Link, Prince George's County, Maryland
- COTA Plus, Central Ohio Transit Authority
- SmaRT Ride, Sacramento Regional Transit District, California

# TASK 4: OPERATIONAL CHALLENGES AND OPPORTUNITIES

## Informational Interviews

- Service Operator Meetings
- Peer Agency Interviews

## Major Questions to Focus On:

- What benefits could a micro-transit service bring to the community?
- Are there particular populations that would be particularly interested in using micro-transit?
- What platform and/or key features should be considered for a micro-transit platform?
- Is regional operational integration a realistic option?
- Are there other challenges or opportunities associated with implementing micro-transit service that should be considered?

# TASK 5: RECOMMENDATIONS AND NEXT STEPS



## Step 1 - Identify zones across the study area:

- Analyze origins, destinations, and density
- Based upon contiguous areas in the ODT Suitability create zones



## Step 2 - Prioritize zones based upon factors such as:

- Intersection density
- Activity generators
- Land use
- Equity
- Transit Hubs



## Step 3 – Design service:

- Create service and implementation plan
- Develop financial plan that includes capital and operating costs



# SCHEDULE

Task	2021												2022						
	August			September			October			November			December			January			
Project Management	◆		◆	◆		◆	◆		◆	◆		◆	◆		◆	◆		◆	
Existing Conditions										■									
Engagement																	✓	✓	✓
Best Practices									■										
Operational Challenges										◆	◆	■							
Recommendations & Next Steps																		■	

- ◆ Biweekly Meetings
- Deliverable
- ◆ Agency/Peer Agency Interviews
- ✓ Jurisdictional Meeting
- Survey

# SCHEDULE AND DELIVERABLES

- Deliverables
  - Existing Conditions technical memo (late October/early November)
  - Best Practices technical memo (late October)
  - Operational Challenges technical memo (late November)
  - Financial plan (late January)
- Meeting Timeline
  - Round 1 survey (November) [↗](#)
  - Agency and Peer Agency interviews (November)
  - Round 2 survey (December – January)
  - Jurisdictional stakeholder meetings (January)