



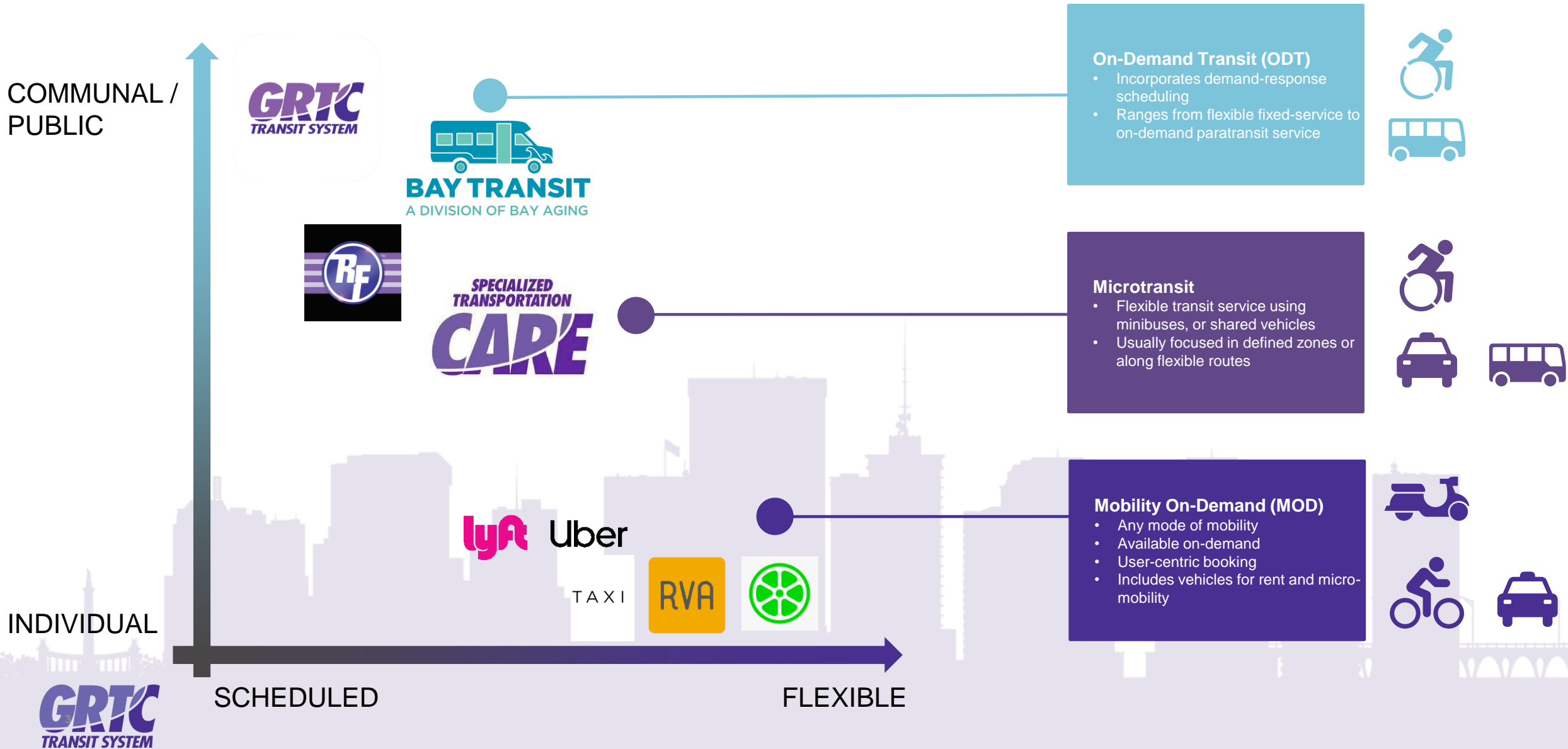
RICHMOND REGION MICROTRANSIT STUDY

September 21, 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 AND DELIVERABLES

- Deliverables
 - Existing Conditions technical memo (Fall 2021)
 - Best Practices technical memo (Fall 2021)
 - Operational Challenges technical memo (Fall 2021)
 - Financial plan (Winter 2022)
- Meeting Timeline
 - Round 1 survey (Fall 2021)
 - Agency and Peer Agency interviews (Fall 2021)
 - Round 2 survey (Winter 2022)
 - Jurisdictional stakeholder meetings (Winter 2022)

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