



Regional Transit Service Prioritization and Implementation Feasibility Study

Draft Implementation Strategy

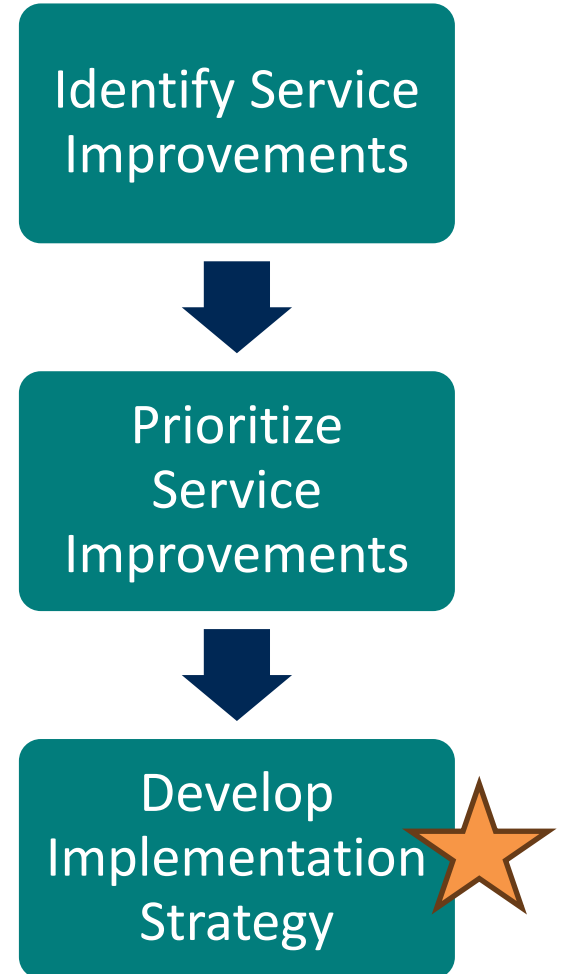
CARTA Board Meeting

August 24, 2026

PROJECT OVERVIEW

Project Overview

- Regional Transit Vision Plan (2022) developed a constrained and unconstrained network of services
- Localities, transit agencies have completed their own studies as well
- **This study will develop an implementation strategy that identifies costs for those services and potential funding options**



Next steps from last CARTA Board Meeting:

- Revise scenarios based on input from the CARTA Board
- Refine funding options (federal/state/local) and costs
- Optimize service assumptions
- Complete public survey
- Draft Implementation Strategy for CARTA board review

The project ranking and funding scenarios in today's presentation will change based on these refinements

DRAFT IMPLEMENTATION STRATEGY

Implementation Strategy

Since the July meeting:

- ✓ Refined 2030 scenario based on achievable levels of service (operators and fleet) and input from transit providers
- ✓ Refined potential strategies to reflect policy guidance from CARTA Board – blended prioritization with logical service area assumptions
- ✓ Refined cost estimates including estimated ADA/Paratransit cost where required
- ✓ Provided incremental cost – assuming continued local funding at FY27 service level

These updates have significantly revised the implementation strategy and recommendations

Key Definitions

- Preliminary Score – methodology presented at May CARTA Board which includes factors related to equity, population density, and activity centers

Metric	Category	Weight
% Population Age 65+	Equity	1
% Population with Disabilities	Equity	1
% Zero-Vehicle Households	Equity	1
% Population Below 200% Poverty	Equity	2
% Minority Population	Equity	2
Population per Square Mile	Pop Density	2
Retail Counts per Square Mile	Activity Centers	1
School Counts per Square Mile	Activity Centers	1
Senior Facility Counts per Square Mile	Activity Centers	1
Medical Facility Counts per Square Mile	Activity Centers	1

- Calculation of Costs:
 - Operating – cost to operate based on hourly cost multiplied by hours of service
 - Capital
 - Vehicles
 - Bus Stop Improvements
 - Maintenance/Operation Facility expansion
 - Transfer centers

Key Definitions

- Local Cost share – match required for state/federal funds
 - 70% for operating (very conservative)
 - 4% for most capital (vehicles, bus stop improvements)
 - 50% for large capital construction projects (large facilities over \$3M total cost)
- Total Annualized Cost – Sum of estimated annual operating cost and an annualized capital estimate (vehicles and infrastructure)
- **Incremental Annualized Cost – Difference between Total Annualized Cost and FY27 local cost for service**
- Cumulative Local Cost – Captures total costs based on score working down a prioritized list of improvements (how far does your money go, based on priority)

Two Scenarios

- 2030 Scenario
 - Incremental service improvements achievable for 2030 based on operators and fleet needs
 - Separates Route 5/US 29 North: Rte 5 to Walmart, US 29 North Connect, Rte 5 to Hollymead
 - Bundles potential MicroCAT and Jaunt LINK expansions
 - Includes “incremental cost”
- Aspirational
 - Similar service level to July presentation
 - Includes “incremental cost”

2030 Scenario - Draft

Agency	Route Name	Improvement Type	City/County	Preliminary Score	Total Annualized Local Costs	Incremental Annualized Local Costs	Existing Annual Ridership	Future Annual Ridership	Annual Cost/ Rider	Weighted Blended Rank (70/30)	Cumulative Total Local Cost	Cumulative Incremental Local Cost
CAT	7 New Emmet St / Seminole Trail	Mixed	Charlottesville	45	\$ 5,092,000	\$ 1,147,000	380,000	776,000	\$ 6.56	1	\$ 5,092,000	\$ 1,147,000
CAT	Trolley	Footprint	Charlottesville	45	\$ 2,272,000	\$ 352,000	181,100	271,000	\$ 8.38	2	\$ 7,364,000	\$ 1,499,000
CAT	10 New Pantops	Mixed	Charlottesville	40	\$ 1,464,000	\$ 444,000	75,800	139,000	\$ 10.53	3	\$ 8,828,000	\$ 1,943,000
Jaunt	Buckingham Connect	Intensity	Albemarle, Buckingham	47	\$ 375,000	\$ 183,000	11,500	20,000	\$ 18.75	4	\$ 9,203,000	\$ 2,126,000
CAT	3 Southwood / Belmont	Mixed	Charlottesville	35	\$ 1,468,000	\$ 688,000	122,600	225,000	\$ 6.52	5	\$ 10,671,000	\$ 2,814,000
CAT	5A & 5B UVA /Commonwealth	Intensity	Charlottesville	37	\$ 3,078,000	\$ 1,293,000	191,200	252,000	\$ 12.21	6	\$ 13,749,000	\$ 4,107,000
Jaunt	US 29 North Connect	Mixed	Albemarle	37	\$ 625,000	\$ 410,000	19,200	49,000	\$ 12.76	7	\$ 14,374,000	\$ 4,517,000
Jaunt	Lovington Connect	Intensity	Albemarle, Nelson	39	\$ 142,000	\$ 74,000	4,900	9,000	\$ 15.78	8	\$ 14,516,000	\$ 4,591,000
CAT	6 New Ridge St / Prospect Ave	Mixed	Charlottesville	37	\$ 1,814,000	\$ 29,000	102,600	141,000	\$ 12.87	9	\$ 16,330,000	\$ 4,620,000
CAT	8 Preston Ave / Emmit St	Mixed	Charlottesville	34	\$ 793,000	\$ 238,000	84,600	114,000	\$ 6.96	9	\$ 17,123,000	\$ 4,858,000
CAT	4 Cherry Ave / Harris Rd	Mixed	Charlottesville	36	\$ 1,827,000	\$ 582,000	91,500	132,000	\$ 13.84	11	\$ 18,950,000	\$ 5,440,000
CAT	9 New UVA Health / YMCA	Mixed	Charlottesville	40	\$ 2,302,000	\$ 1,267,000	44,600	95,000	\$ 24.23	12	\$ 21,252,000	\$ 6,707,000
Jaunt	Crozet Connect	Mixed	Albemarle	36	\$ 1,385,000	\$ 753,000	31,900	63,000	\$ 21.98	13	\$ 22,637,000	\$ 7,460,000
CAT	2a/2b Avon St	Mixed	Charlottesville	31	\$ 2,514,000	\$ 1,089,000	98,400	299,000	\$ 8.41	14	\$ 25,151,000	\$ 8,549,000
CAT	5 Extension to Hollymead	Footprint	Albemarle	37	\$ 1,646,000	\$ 1,646,000	0	48,000	\$ 34.29	15	\$ 26,797,000	\$ 10,195,000
CAT	11 Locust Ave/Rio Rd	Mixed	Charlottesville	32	\$ 797,000	\$ 62,000	56,600	62,000	\$ 12.85	16	\$ 27,594,000	\$ 10,257,000
Jaunt	Louisa Connect	Footprint	Albemarle, Louisa	35	\$ 226,000	\$ 226,000	0	10,000	\$ 22.60	17	\$ 27,820,000	\$ 10,483,000
Jaunt	Standarsville Connect	Footprint	Albemarle, Greene	33	\$ 132,000	\$ 132,000	0	6,000	\$ 22.00	18	\$ 27,952,000	\$ 10,615,000
CAT	MicroCAT Services	Intensity	Albemarle	31	\$ 1,851,000	\$ 924,000	51,600	94,000	\$ 19.69	19	\$ 29,803,000	\$ 11,539,000
CAT	1 PVCC / Woolen Mills	Intensity	Charlottesville	26	\$ 793,000	\$ 148,000	31,300	37,000	\$ 21.43	20	\$ 30,596,000	\$ 11,687,000
Jaunt	Albemarle County Link Expansion	Mixed	Albemarle	22	\$ 1,968,000	\$ 1,019,000	6,000	14,000	\$ 140.57	21	\$ 32,564,000	\$ 12,706,000

2030 Scenario Summary - Draft

Tier 1: Lower Funding Level (~\$12M/year)

- Funds aspirational level of service for all routes based on incremental cost (assuming continuation of FY27 local funding level)
- Funds top 5 routes based on total cost

Tier 2: Higher Funding Level (~\$25M/year)

- Funds top 14 routes based on total cost

Aspirational Scenario - Draft

Agency	Route Name	Improvement Type	City/County	Preliminary Score	Total Annualized Local Costs	Incremental Annualized Local Costs	Existing Annual Ridership	Future Annual Ridership	Annual Cost/ Rider	Weighted Blended Rank (70/30)	Cumulative Total Local Cost	Cumulative Incremental Local Cost
CAT	7 New Emmet St / Seminole Trail	Mixed	Charlottesville	45	\$ 5,857,000	\$ 1,889,000	380,000	884,000	\$ 6.63	1	\$ 5,857,000	\$ 1,889,000
CAT	Trolley	Footprint	Charlottesville	45	\$ 2,391,000	\$ 465,000	181,100	284,000	\$ 8.42	2	\$ 8,248,000	\$ 2,354,000
CAT	10 New Pantops	Mixed	Charlottesville	40	\$ 1,617,000	\$ 591,000	75,800	152,000	\$ 10.64	3	\$ 9,865,000	\$ 2,945,000
Jaunt	Buckingham Connect	Intensity	Albemarle, Buckingham	47	\$ 572,000	\$ 380,000	11,500	30,000	\$ 19.07	4	\$10,437,000	\$ 3,325,000
CAT	3 Southwood / Belmont	Mixed	Charlottesville	35	\$ 1,621,000	\$ 835,000	122,600	247,000	\$ 6.56	5	\$12,058,000	\$ 4,160,000
CAT	5 UVA-Commonwealth-Walmart	Intensity	Charlottesville	37	\$ 3,913,000	\$ 2,117,000	191,200	314,000	\$ 12.46	6	\$15,971,000	\$ 6,277,000
Jaunt	29 North Connect	Mixed	Albemarle	37	\$ 653,000	\$ 438,000	19,200	52,000	\$ 12.56	7	\$16,624,000	\$ 6,715,000
CAT	6 New Ridge St / Prospect Ave	Mixed	Charlottesville	37	\$ 1,986,000	\$ 190,000	102,600	153,000	\$ 12.98	8	\$18,610,000	\$ 6,905,000
CAT	8 Preston Ave / Emmet St	Mixed	Charlottesville	34	\$ 2,338,000	\$ 1,783,000	84,600	315,000	\$ 7.42	9	\$20,948,000	\$ 8,688,000
Jaunt	Lovington Connect	Intensity	Albemarle, Nelson	39	\$ 291,000	\$ 223,000	4,900	18,000	\$ 16.17	10	\$21,239,000	\$ 8,911,000
CAT	4 Cherry Ave / Harris Rd	Mixed	Charlottesville	36	\$ 2,540,000	\$ 1,290,000	91,500	179,000	\$ 14.19	11	\$23,779,000	\$ 10,201,000
CAT	9 New UVA Health / YMCA	Mixed	Charlottesville	40	\$ 2,826,000	\$ 1,780,000	44,600	115,000	\$ 24.57	12	\$26,605,000	\$ 11,981,000
Jaunt	Crozet Connect	Mixed	Albemarle	36	\$ 2,181,000	\$ 1,549,000	31,900	97,000	\$ 22.48	13	\$32,031,000	\$ 15,339,000
CAT	2a/2b Avon St	Mixed	Charlottesville	31	\$ 3,245,000	\$ 1,809,000	98,400	383,000	\$ 8.47	14	\$29,850,000	\$ 13,790,000
CAT	5 Extension to Hollymead	Footprint	Albemarle	37	\$ 2,295,000	\$ 2,295,000	0	57,000	\$ 40.26	15	\$34,326,000	\$ 17,634,000
CAT	11 Locust Ave/Rio Rd	Mixed	Charlottesville	32	\$ 1,372,000	\$ 637,000	56,600	102,000	\$ 13.45	16	\$35,698,000	\$ 18,271,000
Jaunt	Louisa Connect	Footprint	Albemarle, Louisa	35	\$ 294,000	\$ 294,000	0	13,000	\$ 22.62	17	\$35,992,000	\$ 18,565,000
Jaunt	Stanardsville Connect	Footprint	Albemarle	33	\$ 179,000	\$ 179,000	0	8,000	\$ 22.38	18	\$36,171,000	\$ 18,744,000
CAT	15 Harris	Footprint	Albemarle	29	\$ 1,381,000	\$ 1,381,000	0	94,000	\$ 14.69	19	\$37,552,000	\$ 20,125,000
CAT	MicroCAT Service Expansion	Intensity	Albemarle	31	\$ 2,240,000	\$ 915,000	51,600	94,000	\$ 23.83	20	\$39,792,000	\$ 21,040,000
CAT	1 PVCC / Woolen Mills	Intensity	Charlottesville	26	\$ 1,489,000	\$ 844,000	31,300	66,000	\$ 22.56	21	\$41,281,000	\$ 21,884,000
Jaunt	Albemarle County Link Expansion	Mixed	Albemarle	22	\$ 2,921,000	\$ 1,971,000	6,000	23,000	\$ 127.00	22	\$44,202,000	\$ 23,855,000

Aspirational Scenario Summary - Draft

Tier 1: Lower Funding Level (~\$12M/year)

- Funds aspirational level of service for 12 routes based on incremental cost (assuming continuation of FY27 local funding level)
- Funds top 5 based on total cost

Tier 2: Higher Funding Level (~\$25M/year)

- Funds aspirational level of service for all routes shown based on incremental cost (assuming continuation of existing local funding level)

DRAFT SURVEY RESULTS

Survey – Key Themes

- Familiarity – vast majority of respondents are familiar with transit services available in the region (93% CAT, 58% Jaunt)
- Frequency of use – 62% of respondents have used CAT, 7% have used Jaunt
- Factors influencing transit use:
 - More frequent service is the most important consideration amongst regular users
 - Proximity and accessibility are the most important factors for infrequent or non-users

Next Steps – Draft Report

- Finalize scenarios based on CARTA Board input
- Complete technical report
- Input from City and County
- Draft Final Report for CARTA board review

TJPCD PROJECT DESCRIPTIONS - DRAFT 8/17/2026																				
Agency	Route Name	Service Description	Improvement Type	2030 Scenario Service Span	Aspirational Scenario Service Span	2030 Scenario Frequency	Aspirational Scenario Frequency	2027 Base Trips (weekday one-way)	2030 Scenario Trips (weekday one-way)	Aspirational Scenario Trips (weekday one-way)	2030 Total Annualized Local Cost	2030 Incremental Annualized Local Cost	2030 Scenario Future Annual Ridership	2030 Scenario Total Annual Cost/Rider	2030 Prioritization Ranking	Aspirational Scenario Total Annualized Local Costs	Aspirational Scenario Incremental Annualized Local Costs	Aspirational Scenario Future Annual Ridership	Aspirational Scenario Future Annual Cost/Rider	Aspirational Scenario Prioritization Ranking
CAT	7 New Emmet St / Seminole Trail	EXPANDED ROUTE, HOURS, FREQUENCY - Extends route north to Walmart as potential BRT. Add Sunday service	Mixed	6A to 10:30P	6A to 12A	15 min from 6A-6P/30 min after 6P	15 min from 6A-6P/30 min after 6P	90	110	114	\$ 5,092,000	\$ 1,147,000	776,000	\$ 6.56	1	\$ 5,857,000	\$ 1,889,000	884,000	\$ 6.63	1
CAT	Trolley	EXTENDED HOURS - Add Sunday service	Footprint	6A to 10:30P	6A to 12A	15 min from 6A-6P/30 min after 6P	15 min from 6A-6P/30 min after 6P	102	No change in weekday	116	\$ 2,272,000	\$ 352,000	271,000	\$ 8.38	2	\$ 2,391,000	\$ 465,000	284,000	\$ 8.42	2
CAT	10 New Pantops	INCREASED FREQUENCY AND SPAN OF SERVICE - Modified to provide bi-directional service. Add Sunday service	Mixed	6A to 10:30P	6A to 12A	30 min from 6A-6P/60 min after 6P	30 min from 6A-6P/60 min after 6P	46	58	60	\$ 1,464,000	\$ 444,000	139,000	\$ 10.53	3	\$ 1,617,000	\$ 591,000	152,000	\$ 10.64	3
Jaunt	Buckingham Connect	HOURS, FREQUENCY . Adds additional trips	Intensity	Mon-Fri 6A to 6P	Mon-Fri 6A to 6P	n/a	n/a	2	4	6	\$ 375,000	\$ 183,000	20,000	\$ 18.75	4	\$ 572,000	\$ 380,000	30,000	\$ 19.07	4
CAT	3 Southwood / Belmont	EXTENDED HOURS and FREQUENCY. Add Sunday service	Mixed	6A to 10:30P	6A to 12A	30 min from 6A-6P/60 min after 6P	30 min from 6A-6P/60 min after 6P	34	58	60	\$ 1,468,000	\$ 688,000	225,000	\$ 6.52	5	\$ 1,621,000	\$ 835,000	247,000	\$ 6.56	5
CAT	5A & 5B UVA /Commonwealth/Walmart	HOURS, FREQUENCY . Add Sunday service	Intensity	6A to 10:30P	6A to 12A	15 min peak, 30 min midday	15 min from 6A-6P/30 min after 6P	82	No change in weekday	112	\$ 3,078,000	\$ 1,293,000	252,000	\$ 12.21	6	\$ 3,913,000	\$ 2,117,000	314,000	\$ 12.46	6
Jaunt	US 29 North Connect	INCREASED FREQUENCY AND COVERAGE - Additional trips & extension to Pantops	Mixed	Mon-Fri 6A to 6P	Mon-Fri 6A to 6P	n/a	n/a	12	20	24	\$ 625,000	\$ 410,000	49,000	\$ 12.76	7	\$ 653,000	\$ 438,000	52,000	\$ 12.56	7
CAT	6 New Ridge St / Prospect Ave	MODIFIED ROUTE - route modified to operate directly to/from downtown Charlottesville. Add Sunday service	Mixed	6A to 10:30P	6A to 12A	15 min peak, 30 min midday	15 min from 6A-6P/30 min after 6P	82	No change in weekday	108	\$ 1,814,000	\$ 29,000	141,000	\$ 12.87	9	\$ 1,986,000	\$ 190,000	153,000	\$ 12.98	8
CAT	8 Preston Ave / Emmet St	EXTENDED HOURS. No Sunday service	Mixed	6A to 10:30P	6A to 10:30P	60 min all day	30 min from 6A-6P/60 min after 6P	24	34	58	\$ 793,000	\$ 238,000	114,000	\$ 6.96	9	\$ 2,338,000	\$ 1,783,000	315,000	\$ 7.42	9
Jaunt	Lovington Connect	INCREASED FREQUENCY	Intensity	Mon-Fri 6A to 6P	Mon-Fri 6A to 6P	n/a	n/a	2	4	8	\$ 142,000	\$ 74,000	9,000	\$ 15.78	8	\$ 291,000	\$ 223,000	18,000	\$ 16.17	10
CAT	4 Cherry Ave / Harris Rd	EXTENDED HOURS and FREQUENCY. Add Sunday service	Mixed	6A to 10:30P	6A to 12A	15 min peak, 30 min midday	15 min from 6A-6P/60 min after 6P	58	82	108	\$ 1,827,000	\$ 582,000	132,000	\$ 13.84	11	\$ 2,540,000	\$ 1,290,000	179,000	\$ 14.19	11
CAT	9 New UVA Health / YMCA	EXPANDED ROUTE, HOURS, FREQUENCY. Add Sunday service	Mixed	6A to 10:30P	6A to 12A	30 min from 6A-6P/60 min after 6P	30 min from 6A-6P/60 min after 6P	48	58	60	\$ 2,302,000	\$ 1,267,000	95,000	\$ 24.23	12	\$ 2,826,000	\$ 1,780,000	115,000	\$ 24.57	12
Jaunt	Crozet Connect	INCREASED FREQUENCY AND COVERAGE - Additional trips & extension to Pantops	Mixed	Mon-Fri 6A to 6P	Mon-Fri 6A to 6P	n/a	n/a	29	48	48	\$ 1,385,000	\$ 753,000	63,000	\$ 21.98	13	\$ 2,181,000	\$ 1,549,000	97,000	\$ 22.48	13
CAT	2a/2b Avon St	ROUTE and SERVICE IMPROVEMENTS - route modified in FY27 to have two branches (2A and 2B) with a trunk (overlap). Add Sunday service	Mixed	6A to 10:30P	6A to 12A	30 min on 2a/2b with 15 min on trunk from 6A-6P/60 min on 2a/2b with 30 min on trunk after 6P	30 min on 2a/2b with 15 min on trunk from 6A-6P/60 min on 2a/2b with 30 min on trunk after 6P	62	110	120	\$ 2,514,000	\$ 1,089,000	299,000	\$ 8.41	14	\$ 3,245,000	\$ 1,809,000	383,000	\$ 8.47	14
CAT	5A & 5B UVA /Commonwealth/Extension North to Hollymead	EXPANDED ROUTE - extends north to Hollymead/North Fork and south to UVA Medical Center with two service patterns. Statistics are incremental from Route 5	Footprint	6A to 10:30P (until 8P north of Walmart)	6A to 10:30 (until 8P north of Walmart)	15 min peak, 30 min midday	30 min from 6A-6P/60 min after 6P	0	60	60	\$ 1,646,000	\$ 1,646,000	48,000	\$ 34.29	15	\$ 2,295,000	\$ 2,295,000	57,000	\$ 40.26	15
CAT	11 Locust Ave/Rio Rd	EXTENDED HOURS (Sat. only). No Sunday service	Mixed	6A to 10:30P	6A to 10:30P	60 min all day	30 min from 6A-6P/60 min after 6P	34	No change in weekday	56	\$ 797,000	\$ 62,000	62,000	\$ 12.85	16	\$ 1,372,000	\$ 637,000	102,000	\$ 13.45	16
Jaunt	Louisa Connect	NEW ROUTE connecting the Town of Louisa to Charlottesville	Footprint	Mon-Fri 6A to 6P	Mon-Fri 6A to 6P	n/a	n/a	0	6	8	\$ 226,000	\$ 226,000	10,000	\$ 22.60	17	\$ 294,000	\$ 294,000	13,000	\$ 22.62	17
Jaunt	Stanardsville Connect	NEW ROUTE connecting the Town of Stanardsville to Charlottesville	Footprint	Mon-Fri 6A to 6P	Mon-Fri 6A to 6P	n/a	n/a	0	6	8	\$ 132,000	\$ 132,000	6,000	\$ 22.00	18	\$ 179,000	\$ 179,000	8,000	\$ 22.38	18
CAT	15 Harris	NEW ROUTE	Footprint		6A to 10:30P		30 min from 6A-6P/60 min after 6P	0	0	56	\$ -	\$ -	n/a	\$ -	n/a	\$ 1,381,000	\$ 1,381,000	94,000	\$ 14.69	19
CAT	MicroCAT Services	EXTENDED HOURS, COVERAGE, ADD'L. SERVICE	Intensity	Mon-Sat 6:30A to 9P	Mon-Sat 6:30A to 9P						\$ 1,851,000	\$ 924,000	94,000	\$ 19.69	19	\$ 2,240,000	\$ 915,000	94,000	\$ 23.83	20
CAT	1 PVCC / Woolen Mills	EXTENDED HOURS - Add Saturday service. No Sunday service	Intensity	6A to 10:30P	6A to 10:30P	60 min all day	30 min from 6A-6P/60 min after 6P	34	No change in weekday	58	\$ 793,000	\$ 148,000	31,300	\$ 21.43	20	\$ 1,489,000	\$ 844,000	66,000	\$ 22.56	21
Jaunt	Albemarle County Link Expansion	INCREASE FREQUENCY - Additional midday service on all Albemarle Link routes	Mixed	Mon-Fri 6A to 6P	Mon-Fri 6A to 6P	n/a	n/a	11	22	33	\$ 1,968,000	\$ 1,019,000	14,000	\$ 140.57	21	\$ 2,921,000	\$ 1,971,000	23,000	\$ 127.00	22

Footprint - extension or realignment of routes, new routes, increased hours/days of operation, introduction/expansion of Microtransit
Intensity - increased frequency
Mixed - includes improvements in footprint and intensity