

Service Prioritization and Implementation Feasibility Study

Background and Purpose

The Thomas Jefferson Planning District Commission (TJPDC) covers Virginia's Region 10, with a planning area including the City of Charlottesville and the Counties of Albemarle, Fluvanna, Greene, Louisa, and Nelson. The region has three major public transportation providers, each serving different populations but with overlapping service areas:



- Charlottesville Area Transit (CAT), who provides fixed route and micro-transit (microCAT) services
- Jaunt, and
- University of Virginia's University Transit Service (UTS)

Additionally, Albemarle County Public School Transportation Services Department and the City of Charlottesville Pupil Transportation operate within the region.

According to the 2020 US Census, the TJPDC service area has a total population of 259,120, with 46,553 individuals living in the City of Charlottesville and 112,395 living in Albemarle County. The Charlottesville-Albemarle Metropolitan Planning Organization consists of the City of Charlottesville and the urbanized portions of Albemarle County. It currently contains a total of 243 square miles, with a 2020 population of 158,948.

Past and recent planning efforts illustrate a clear need and desire for regionally coordinated transit service expansion, including the Regional Transit Vision Plan (2022) and the Transit Governance Study (2024). Following the appointment of Board members for the newly activated Charlottesville Area Regional Transit Authority (CARTA), the purpose of this Service Prioritization and Implementation Feasibility study is to create an implementation plan by identifying costs and feasibility of transit service expansion over the next ten years.

Using the Regional Transit Vision Plan, the consultant will further evaluate transit services identified in the constrained and unconstrained networks to develop a prioritized list of recommended services based on potential transit demand and cost. Service characteristics will be detailed, including service areas, hours of operations, operating budgets, capital budgets, and service benefits.

Project Approach

As CARTA works with partners to meet existing riders and community goals for improved service, it is essential to generate a near term regional transit plan to prioritize and guide

transit expansion over the next ten years. The community developed a constrained and unconstrained network of services in the Regional Transit Vision Plan to meet the community's transit needs, and the next step is to identify cost by service recommendation and feasible timelines for implementation.

The core project team will be assembled to include the following members:

1. Staff from TJPDC (CA-MPO, Partnership for Accessible Transportation Help [PATH], and RideShare)
2. Representatives from the City of Charlottesville and Albemarle County
3. Transit agency representatives (CAT, Jaunt, and UTS)
4. Representatives from Charlottesville City Schools and Albemarle County Public Schools
5. Representative from DRPT
6. Representative from VDOT

A brief outline of the proposed study actions is presented below.

Task One: Service Identification and Prioritization

To ensure the Service Prioritization and Implementation Study captures the most up-to-date transit planning efforts, the consultant will review relevant planning documents to inform the direction of services for consideration. They will minimally include, but not be limited to, the following:

- Regional Transit Vision Plan
- CAT Transit Strategic Plan
- CAT Alternative Fuel Feasibility Study
- Albemarle County Transit Expansion Plan
- Jaunt Transit Development Plan
- Jaunt rural needs assessment
- Jaunt Microtransit Study
- Jaunt Battery Electric Study
- Comprehensive Plan from each locality
- UVA Parking and Transportation Plan

The consultant will then identify and select services for evaluation, primarily from the Regional Transit Vision Plan. Using data provided by TJPDC from the Transit Vision Plan and under guidance of the CARTA Board, the consultant will assess potential benefits of each service and develop rough planning-level cost estimates for operations and capital costs. The consultant will develop, launch, and summarize a public outreach survey to inform prioritization alongside selected criteria to develop a list of service recommendations for further study in Task Two.

Deliverables

- 1) Service identification technical report with the following information:

- a. Summary of previous plan review with key takeaways related to transit
 - b. List of individual service recommendations from the Transit Vision Plan, with rough cost estimates
 - c. Prioritized list of services to continue evaluating in task two
- 2) One public outreach survey and summary (survey results can be included in the service identification technical report)

Task Two: Implementation Plan

In Task Two, the consultant will develop a regional transit service implementation plan focused on the prioritized list of services developed in Task One. The consultant will refine the cost estimates to include costs related to corridor infrastructure, bus stop infrastructure, pedestrian improvements, and the costs of existing services. In the implementation plan, potential funding sources (federal/state/local), strategies, and timelines will be identified. Services will be programmed over a five to ten year horizon based on availability of resources.

Deliverables

- 1) Implementation Plan Technical Memo
 - a. Refined cost estimates for each service recommendation
 - b. Prioritized service plans with cost and benefit estimates
 - c. A matrix evaluating funding sources for capital and operating expenses for each service plan

Task Three: Draft and Final Plan Document

Draft and final plan documents will be prepared for presentation to the CARTA Board and regional stakeholders. The final plan document will include any requested revisions, and the consultant will provide all data to the project team.

Deliverables

- 1) Draft Plan Document
 - a. Service Identification Technical Memo
 - b. Implementation Plan Technical Memo
 - c. Public Engagement
- 2) Preparation of materials for two presentations to CARTA Board: one of the draft plan and one of the final plan
- 3) Preparation of materials for presentations to stakeholders, including but not limited to:
 - a. City of Charlottesville City Council
 - b. Albemarle County Board of Supervisors
 - c. Rural Transportation Advisory Committee
 - d. TJPD Commission
 - e. Other Boards of Supervisors, as requested

- f. MPO Committees, as requested
- 4) All relevant GIS data and plan documents

Project Schedule

Actual dates in the project schedule will be determined by the grant execution date. From grant award to project closure, a schedule of 20 months is anticipated.

	Month Number																			
Milestone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Grant Executed																				
RFP Issuance and Selection																				
Task 1: Service Identification and Prioritization																				
Task 2: Implementation Plan																				
Project Closeout																				

F = Final Document

Project Budget

The project budget will not exceed \$180,000.