



MicroCAT

Charlottesville Area Transit + VIA



Executive Business Review

Goal: Provide detailed insight into service performance

- Every 3-6 months
- Make observations on trends & provide detailed service analysis
- Suggest ideas for service adjustments, changes & enhancements
- Provide relevant trends from the Via ecosystem of 750+ partners

Via is the world's leading provider of advanced public mobility solutions

750

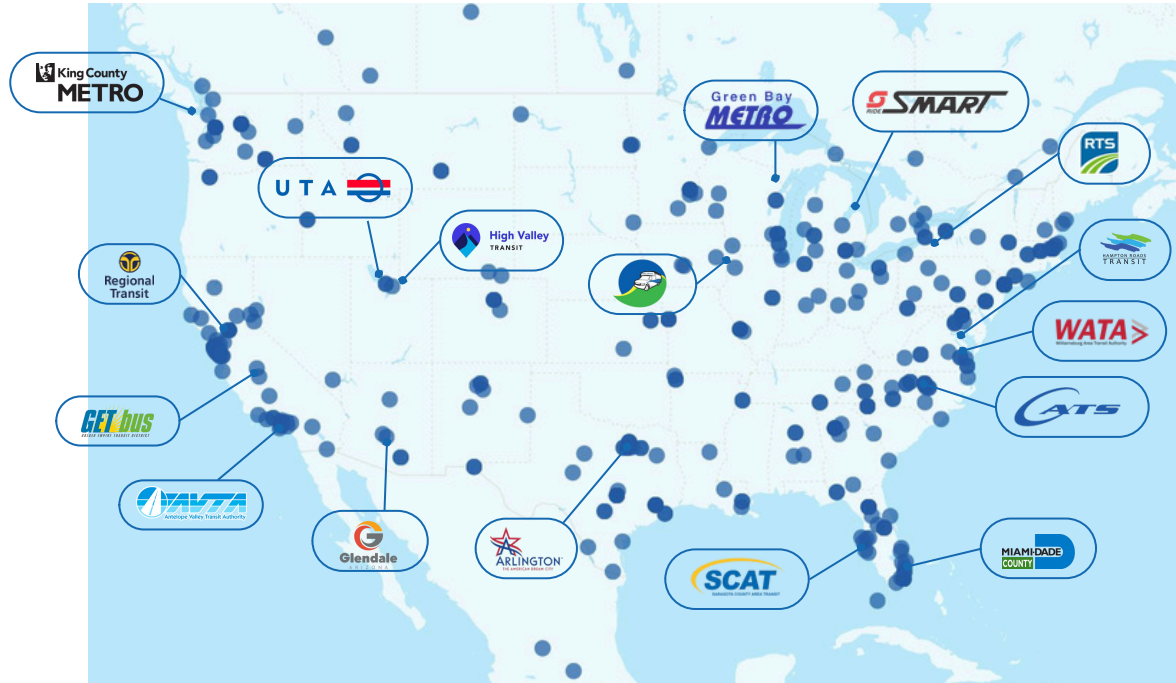
Partners

40

Countries

140M

Rides Served



Via has a deep commitment to transit in Virginia.

40+

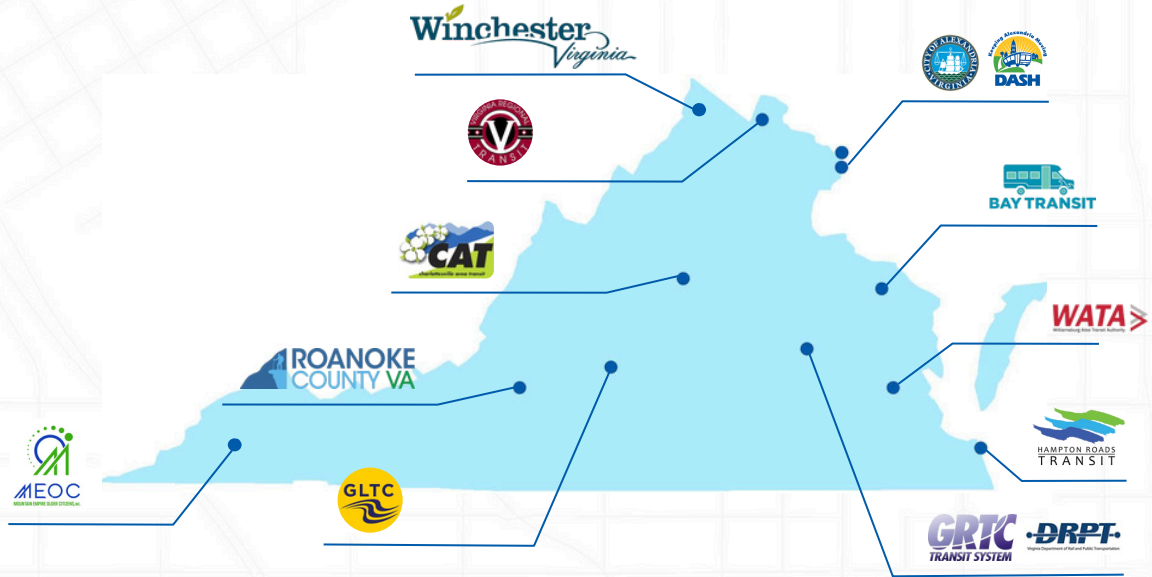
Partners in VA

9+

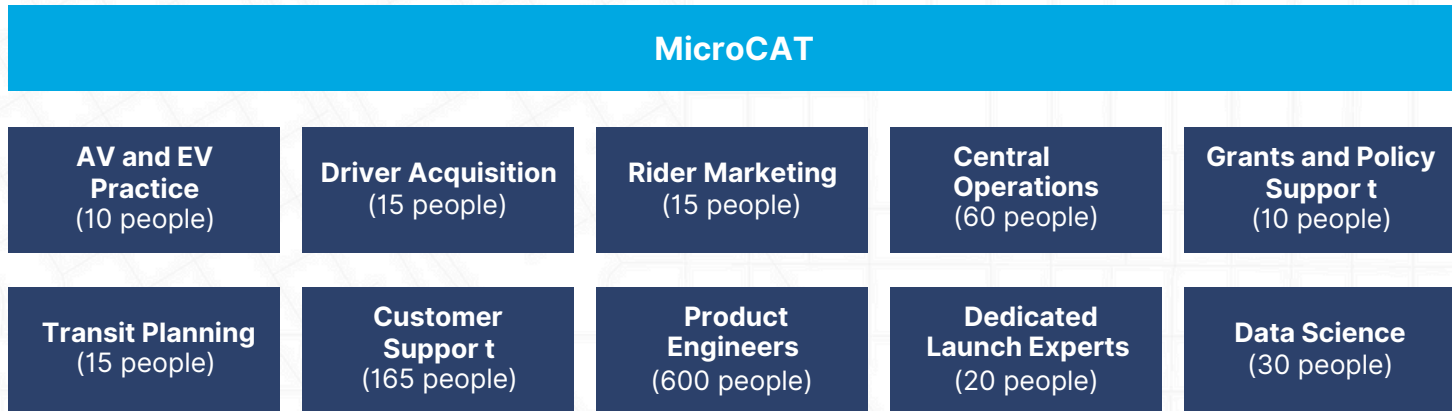
Years of partnering
with agencies in VA

4+

Years of working with
DRPT on microtransit
projects



Via has designed our team to resemble a transit agency to support our partners across all mobility initiatives



Agenda

1. Via/ MicroCAT Introduction
2. Service Performance Review
3. Opportunities & Next Steps

In just a few months, CAT and Via have successfully launched and grown the County's first microtransit program

TRANSPORTATION

A big day for micro transit: CAT launches free, on-demand program

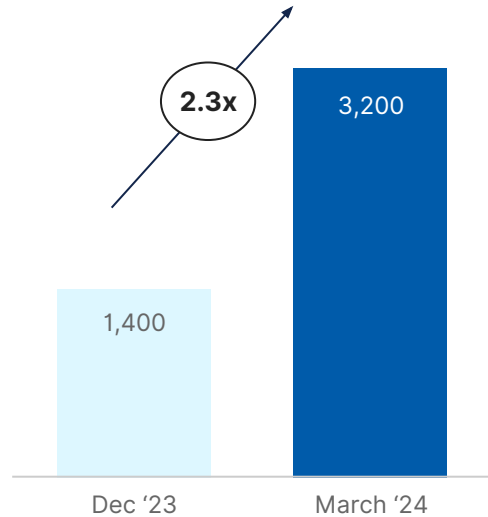
“

This is such a special service in our community. Having MicroCAT available makes Charlottesville extra special. It has opened my mind to possibilities.”



MicroCAT Rider Testimonial

Monthly Ridership



4.9

out of 5 ride rating

3-4

Passengers per revenue hour

MicroCAT is a natural extension of the public transit ecosystem



100% of trips eligible to be shared



Fare free, consistent with the network



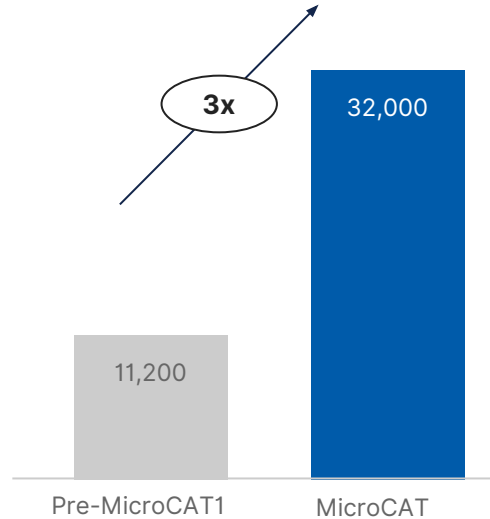
Accessible for all

MicroCAT is driving sustainable access across the County

Fully-hybrid electric vehicle fleet



Population with Access to Public Transit

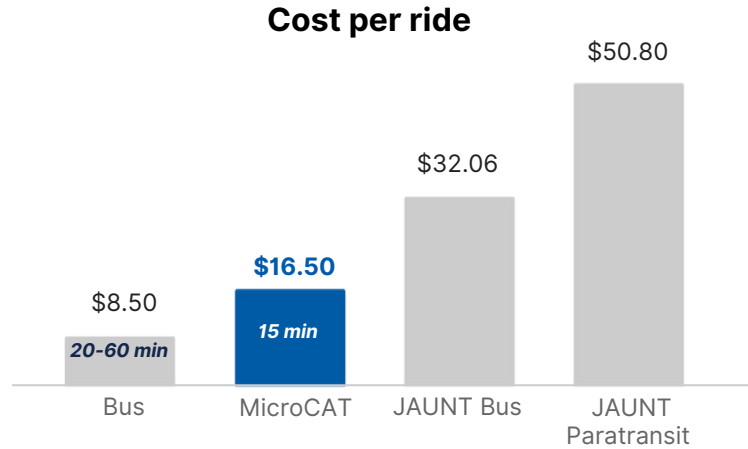


Driving usage of CAT's broader public transit network

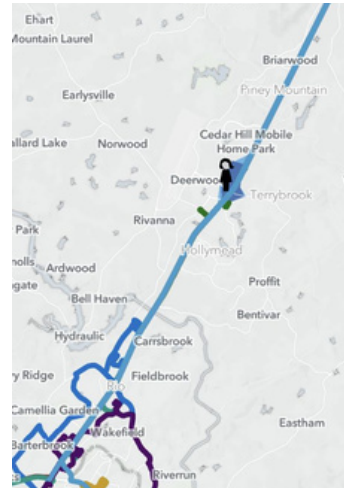
35%
of riders connect to another form of public transit

MicroCAT Performance Overview

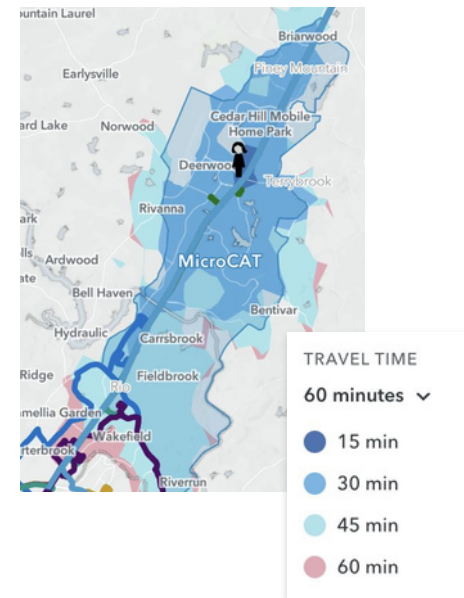
MicroCAT is highly efficient and cost-per-ride continues to drop, soon to be in-line with bus efficiency



Pre-MicroCAT



MicroCAT



Source: Charlottesville NTD, 2022.

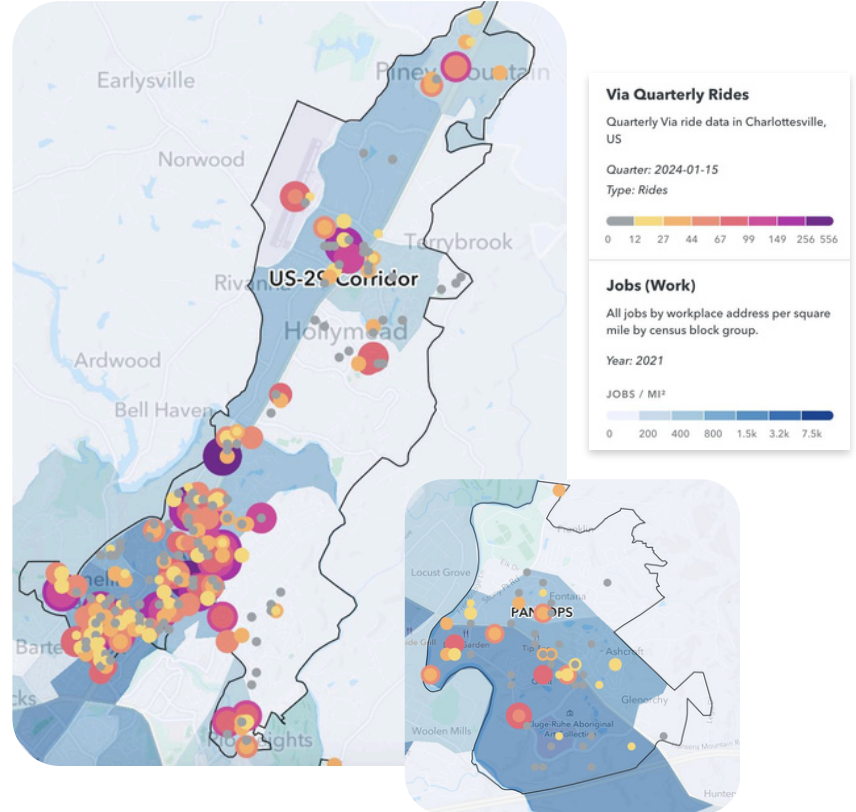
Increasing residents' ability to participate in the local economy

40x
more jobs
accessible
within 1 hour¹

40%
of riders use
service for
daily errands

30%
of riders use
service to
commute

“ I use MicroCAT whenever I need it. I love the service and the fact it gives me the **ability to work daily** and still get home to take care of my children.”



MicroCAT has proven essential for riders

70%

of riders do not have access to a personal car

30%

of riders have an annual household income of <\$25k

40%

of riders have a long-term disability

I have **no car** and a low paying food service job so free rides are very helpful!

I use it on the regular to pick up food and make getting around easier in addition to the bus system. It's **helped me live a better life** and save time. The drivers are kind.

I use this frequently for appointments, on a fixed, **low income and I'm disabled**, so I appreciate that it's a free and convenient service.

[MicroCAT] is the **only way** I can get to my doctor appointments and to the Center.

I **no longer own a car** and need MicroCat the get to my appointments.

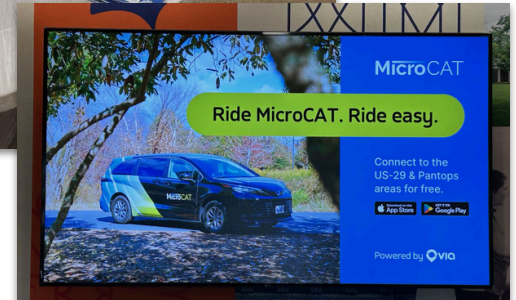
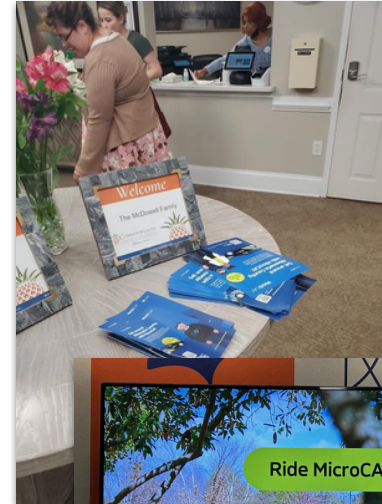
MicroCAT Performance Overview

Impactful marketing and a high-quality service are continuing to drive ridership among new and existing riders



96%
of rides are rated
5 out of 5 stars

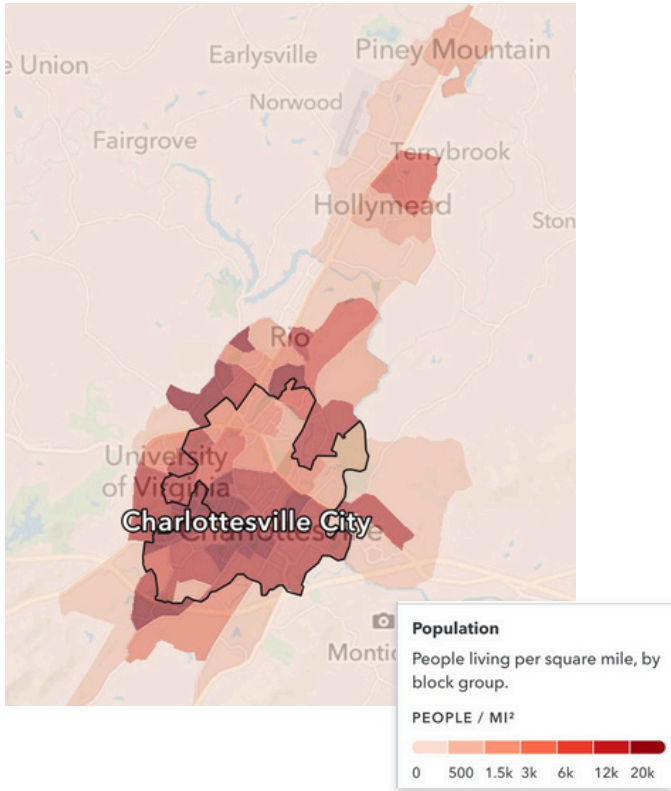
4.5
average rides per
rider per week



Agenda

- 1.Introduction and Via Update
- 2.Services Performance Overview
- 3.Opportunities for Expansion

Downtown Charlottesville has strong rider demand



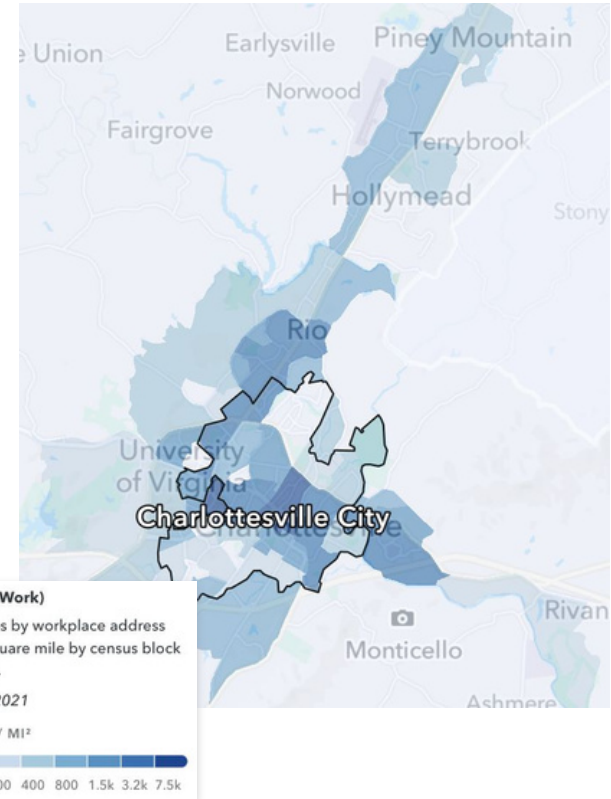
"I would appreciate being able to go to **Downtown** locations."

"I need to go downtown and to other **locations in Charlottesville** and in the county."

"If MicroCAT offered service within **Charlottesville city proper**, I would use it much more frequently."

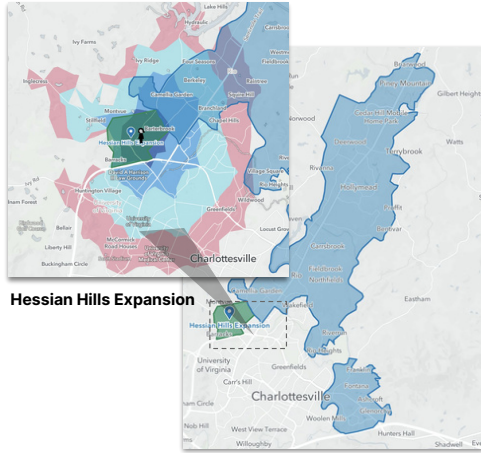
"We really want [MicroCAT] to expand its operation to Ivy Road, **Charlottesville.**"

"Wider radius (incl. **UVA area**) would be great."



Possible Opportunities for Expansion:

Hessian Hills Expansion

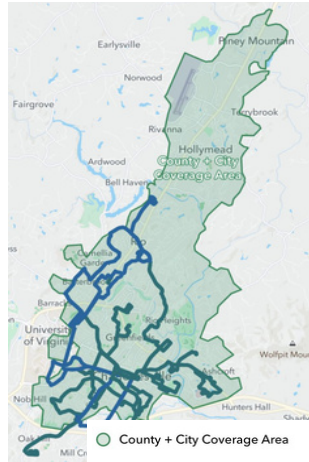


Hessian Hills Expansion

	Current Zone	Expanded Zone	Change
Population Coverage	32k	36k	+14%
Population with Transit Access¹	19k	21k	+16%
Productivity	3.3	3.4	+3%

Notes: 1. Residents in zone more than 0.25 miles from any fixed route with <=30 min frequency

Combined Service Zone

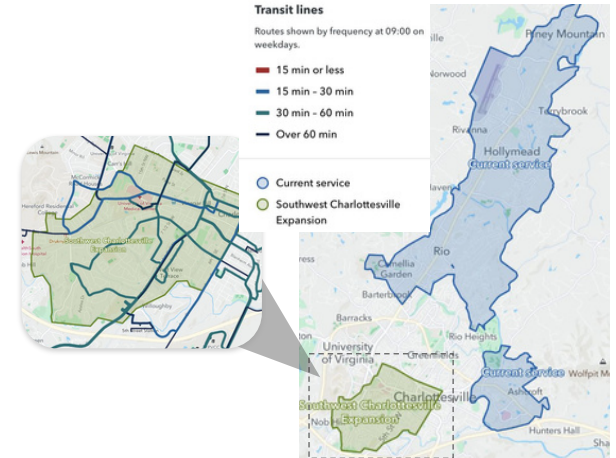


Downtown residents increase **employment** access by up to **300%** US-29 residents can seamlessly take intermodal journeys to / from Charlottesville

	Current Service	Expanded Service	Change
Population Coverage	32k	82k	+156%
Monthly Ridership	3,200	~12,000	+275%
Productivity	3.3	4.5	+36%
Cost per Ride	\$16.50	\$12.10	-36%

Notes: 1. Residents in zone more than 0.25 miles from any fixed route with <=30 min frequency

SW Charlottesville



	Current Service	Expanded Service	Change
Population Coverage	32k	63k	+97%
Monthly Ridership	3,200	~8,000	+150%
Productivity	3.3	4.5	+36%
Cost per Ride	\$16.50	\$12.10	-36%

Notes: 1. Residents in zone more than 0.25 miles from any fixed route with <=30 min frequency

Thank you!

MicroCAT