



TJPDC Regional Transit Service Prioritization and Implementation Project Update

September 16, 2026



Content/Agenda

What is CARTA?

What is the Prioritization Study?

Transit Projects and Prioritization strategy

Survey Results

Touch points with CARTA

Next Steps



What is CARTA?

- A body established by the legislature and activated by the City and County (Virginia Code 33.2 Chapter 28)
- Current members are Charlottesville and Albemarle County, and DRPT (non-voting)
- Fluvanna, Greene, Louisa, and Nelson may join in the future
- Began meeting in 2025



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

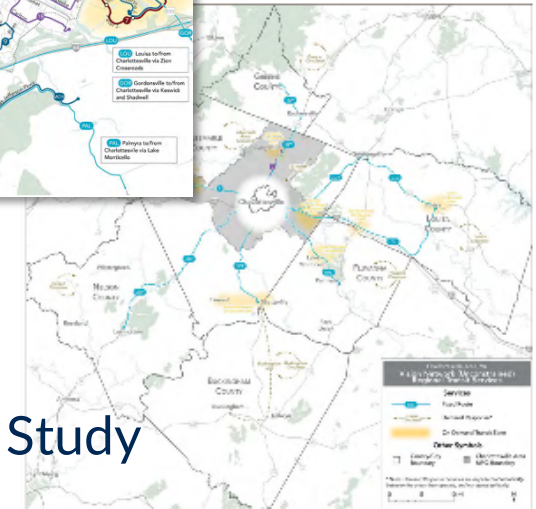
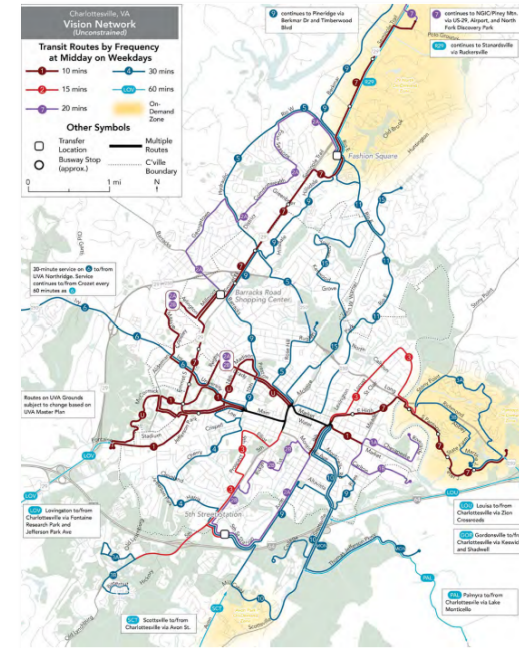
This study will produce a prioritized list of transit service improvements that could be implemented by additional funding.





Sample of Plans Reviewed

TJPDC Regional Transit Vision Plan
CAT Service Optimization Plan
CAT Transit Strategic Plan
Jaunt Transit Development Plan
Jaunt Microtransit Feasibility Study
Jaunt Rural Transit Needs Assessment
BRITE Afton Express Transit Service Plan
Comprehensive Plans (All Localities)
Albemarle County Transit Expansion Study
UVA Parking and Transportation Master Plan
CAT Facility Design & Zero Emissions Vehicles Feasibility Study
Jaunt Feasibility Study of Alternative-Fuel Vehicles





Prioritization Criteria

Increase Intensity

»»» Achieved primarily by...

- Increasing frequencies
- Introduce BRT and associated enhancements, such as bus priority treatments

Note: More likely to increase ridership

Increase Footprint

↗ Achieved primarily by...

- Extending/realigning routes
- Adding new routes
- Increasing hours of operation
- Introducing/expanding microtransit services

Note: More likely to increase access



Prioritization Criteria

Metric	Normalization	Average	Weight
Population	Per Square Mile	1,505	2
Population Age 65+	Percent of Population	19%	1
Population with Disabilities	Percent of Population	11%	0
Zero-Vehicle Households	Percent of Households	8%	0
% Population Below 200% Poverty	Percent of Population	54%	1
% Minority Population	Percent of Population	29%	0
Retail services	Per Square Mile	1.81	1
School Facilities	Per Square Mile	0.31	0
Senior Facilities	Per Square Mile	0.35	2
Medical Facilities	Per Square Mile	1.06	2

Per square mile normalization metrics evaluates density within a quarter-mile corridor buffer around each stop location



Two Scenarios

2030 Scenario

- Incremental service improvements achievable for 2030 based on operations and fleet needs
- Considers the extension of both Route 5 and 29 North Connect
- Bundles potential MicroCAT and Jaunt LINK expansions
- Includes “incremental cost”

Aspirational

- Includes “incremental cost”

2030 Scenario



Agency	Route Name	Improvement Type	City/County	Preliminary Score	Incremental Annualized Local Costs	Existing Annual Ridership	Future Annual Ridership	Weighted Blended Rank (70/30)
CAT	7 New Emmet St / Seminole Trail	Mixed	Charlottesville	45	\$ 1,147,000	380,000	776,000	1
CAT	Trolley	Footprint	Charlottesville	45	\$ 352,000	181,100	271,000	2
CAT	10 New Pantops	Mixed	Charlottesville	40	\$ 444,000	75,800	139,000	3
Jaunt	Buckingham Connect	Intensity	Albemarle, Buckingham	47	\$ 183,000	11,500	20,000	4
CAT	3 Southwood / Belmont	Mixed	Charlottesville	35	\$ 688,000	122,600	225,000	5
CAT	5 UVA-Commonwealth-Walmart	Intensity	Charlottesville	37	\$ 1,293,000	191,200	252,000	6
Jaunt	US 29 North Connect	Mixed	Albemarle	37	\$ 410,000	19,200	49,000	7
Jaunt	Lovington Connect	Intensity	Albemarle, Nelson	39	\$ 74,000	4,900	9,000	8
CAT	6 New Ridge St / Prospect Ave	Mixed	Charlottesville	37	\$ 29,000	102,600	141,000	9
CAT	8 Preston Ave / Emmit St	Mixed	Charlottesville	34	\$ 238,000	84,600	114,000	9
CAT	4 Cherry Ave / Harris Rd	Mixed	Charlottesville	36	\$ 582,000	91,500	132,000	11
CAT	9 New UVA Health / YMCA	Mixed	Charlottesville	40	\$ 1,267,000	44,600	95,000	12
Jaunt	Crozet Connect	Mixed	Albemarle	36	\$ 753,000	31,900	63,000	13
CAT	2a/2b Avon St	Mixed	Charlottesville	31	\$ 1,089,000	98,400	299,000	14
CAT	5 Extension to Hollymead	Footprint	Albermarle	37	\$ 1,646,000	0	48,000	15
CAT	11 Locust Ave/Rio Rd	Mixed	Charlottesville	32	\$ 62,000	56,600	62,000	16
Jaunt	Louisa Connect	Footprint	Albemarle, Louisa	35	\$ 226,000	0	10,000	17
Jaunt	Stanardsville Connect	Footprint	Albemarle	33	\$ 132,000	0	6,000	18
CAT	MicroCAT Services	Intensity	Albemarle	31	\$ 924,000	51,600	94,000	19
CAT	1 PVCC / Woolen Mills	Intensity	Charlottesville	26	\$ 148,000	31,300	37,000	20
Jaunt	Albermarle County Link Expansion	Mixed	Albemarle	22	\$ 1,019,000	6,000	14,000	21

Aspirational Scenario

Agency	Route Name	Improvement Type	City/County	Preliminary Score	Incremental Annualized Local Costs	Existing Annual Ridership	Future Annual Ridership	Weighted Blended Rank (70/30)
CAT	7 New Emmet St / Seminole Trail	Mixed	Charlottesville	45	\$ 1,889,000	380,000	884,000	1
CAT	Trolley	Footprint	Charlottesville	45	\$ 465,000	181,100	284,000	2
CAT	10 New Pantops	Mixed	Charlottesville	40	\$ 591,000	75,800	152,000	3
Jaunt	Buckingham Connect	Intensity	Albemarle, Buckingham	47	\$ 380,000	11,500	30,000	4
CAT	3 Southwood / Belmont	Mixed	Charlottesville	35	\$ 835,000	122,600	247,000	5
CAT	5 UVA-Commonwealth-Walmart	Intensity	Charlottesville	37	\$ 2,117,000	191,200	314,000	6
Jaunt	29 North Connect	Mixed	Albemarle	37	\$ 438,000	19,200	52,000	7
CAT	6 New Ridge St / Prospect Ave	Mixed	Charlottesville	37	\$ 190,000	102,600	153,000	8
CAT	8 Preston Ave / Emmet St	Mixed	Charlottesville	34	\$ 1,783,000	84,600	315,000	9
Jaunt	Lovingston Connect	Intensity	Albemarle, Nelson	39	\$ 223,000	4,900	18,000	10
CAT	4 Cherry Ave / Harris Rd	Mixed	Charlottesville	36	\$ 1,290,000	91,500	179,000	11
CAT	9 New UVA Health / YMCA	Mixed	Charlottesville	40	\$ 1,780,000	44,600	115,000	12
Jaunt	Crozet Connect	Mixed	Albemarle	36	\$ 1,549,000	31,900	97,000	13
CAT	2a/2b Avon St	Mixed	Charlottesville	31	\$ 1,809,000	98,400	383,000	14
CAT	5 Extension to Hollymead	Footprint	Albemarle	37	\$ 2,295,000	0	57,000	15
CAT	11 Locust Ave/Rio Rd	Mixed	Charlottesville	32	\$ 637,000	56,600	102,000	16
Jaunt	Louisa Connect	Footprint	Albemarle, Louisa	35	\$ 294,000	0	13,000	17
Jaunt	Stanardsville Connect	Footprint	Albemarle	33	\$ 179,000	0	8,000	18
CAT	15 Harris	Footprint	Albemarle	29	\$ 1,381,000	0	94,000	19
CAT	MicroCAT Services	Intensity	Albemarle	31	\$ 915,000	51,600	94,000	20
CAT	1 PVCC / Woolen Mills	Intensity	Charlottesville	26	\$ 844,000	31,300	66,000	21
Jaunt	Albemarle County Link Expansion	Mixed	Albemarle	22	\$ 1,971,000	6,000	23,000	22



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



How was CARTA involved in the study?

- January 22 – reviewed scope
- March 25 – summary of stakeholder discussions, reviewed prioritization criteria
- May 28 – reviewed prioritization methodology, factors, and scoring along with preliminary results
- July 23 – reviewed draft prioritization strategy
- August 24 – reviewed revised prioritization strategy



CARTA Feedback

- Revised based on achievable levels of service (operators and fleet) by 2030 with input from transit providers
- Blended scenario – intensity, footprint, cost effectiveness, and Vision Plan goals
- Refined cost estimates including ADA/Paratransit cost where required



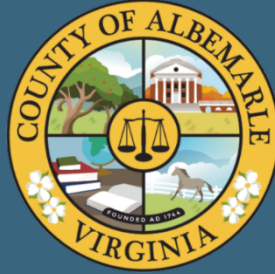
Next Steps – Draft Report

- Input from the City Council (Oct. 5) and County Board of Supervisors (today)
- Finalize scenarios based on stakeholder input
- Complete technical report
- Draft Final Report for CARTA Board review



Questions?

1. Any questions on the process?
2. Are there projects on the list that should be more or less of a focus?



Back Pocket Slides



Implementation Strategy

Agency	Route Name	Improvement Type	City/County	Preliminary Score
CAT	7 New Emmet St / Seminole Trail	Mixed	Charlottesville	45
CAT	Trolley	Footprint	Charlottesville	45

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
\$ 5,092,000	\$ 1,147,000	380,000	776,000	\$ 6.56	1	\$ 5,092,000	\$ 1,147,000
\$ 2,272,000	\$ 352,000	181,100	271,000	\$ 8.38	2	\$ 7,364,000	\$ 1,499,000



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

Total Annualized Cost – Sum of estimated annual operating cost and an annualized capital estimate (vehicles and infrastructure)

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)



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 - Draft

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

- Funds 2030 recommended 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	\$28,786,000	\$ 15,339,000
CAT	2a/2b Avon St	Mixed	Charlottesville	31	\$ 3,245,000	\$ 1,809,000	98,400	383,000	\$ 8.47	14	\$32,031,000	\$ 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 routes 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)
- Funds top 11 based on total cost