



# Regional Transit Service Prioritization and Implementation Feasibility Study

CARTA Board Meeting – Prioritization Discussion  
March 25, 2026

# 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 plan that identifies costs for those services and feasible short-, mid-, and long-term timelines based on a funding strategy**

Identify Service Improvements



Prioritize Service Improvements



Develop Implementation Plan

# Connection to the Regional Transit Vision (2022)



## Guiding Principles

 Equity

 Multi-modality

 Climate Change Mitigation

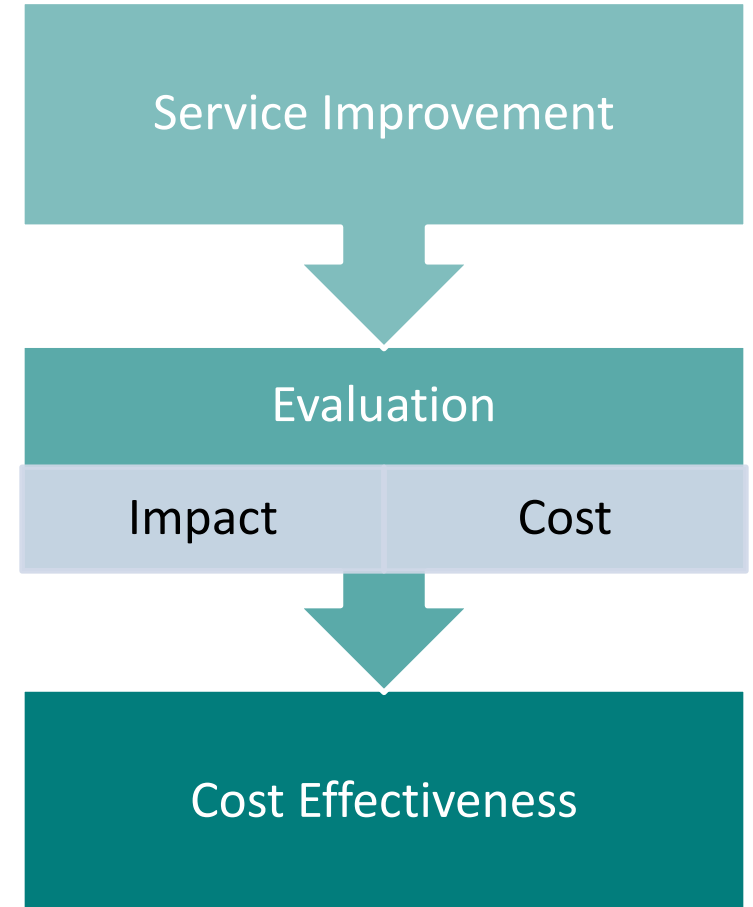
## Goals

- 1 Enhance
- 2 Expand
- 3 Connect
- 4 Collaborate
- 5 Improve Equity
- 6 Grow Equitably
- 7 Support
- 8 Sustainability/Climate



# Types of Improvements

- Expanded route coverage
  - New fixed routes
  - Extensions of existing fixed routes
  - Realignment of existing fixed routes
  - Introduction of BRT
  - Introduction/continuation of microtransit and on-demand services
- Improved frequencies at different times of day
  - Peak, Mid-day, night, Saturday, Sunday
- Extended hours of service
  - Mid-day, night, Saturday, Sunday



# Stakeholder Discussions

- Met with several groups to discuss priorities

County

City

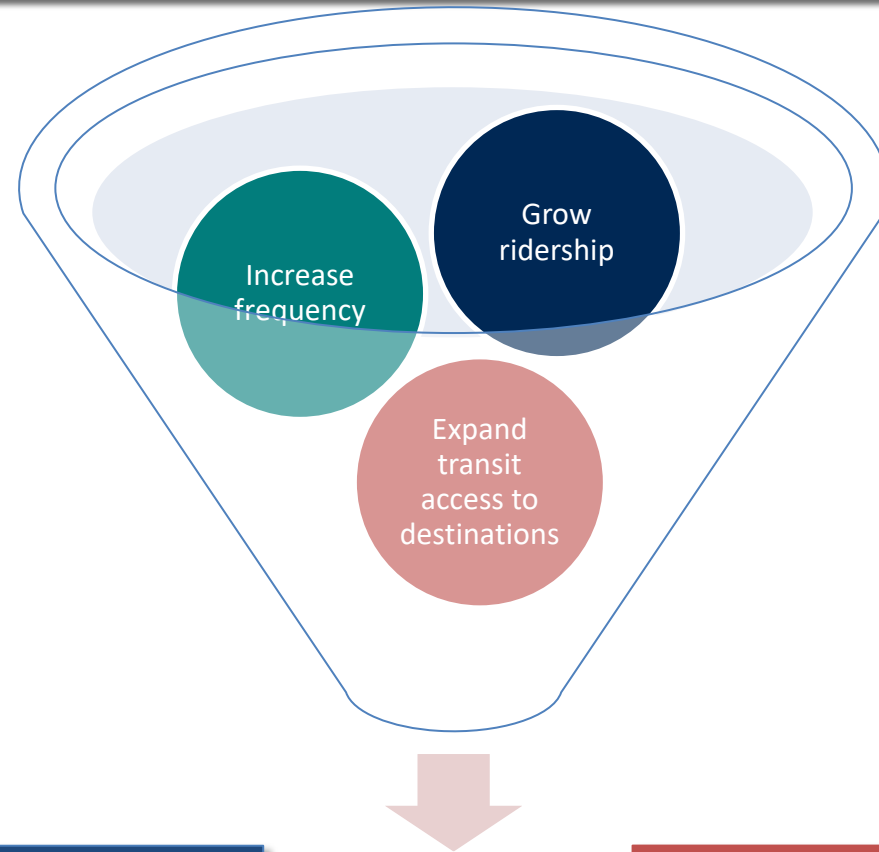
TJPDC & Jaunt

Broader set of stakeholders including DRPT, School District, UVA, Charlottesville Area Alliance, and Piedmont Environmental Council

## Top priorities we heard:

- Grow ridership
- Provide transit access to more people and essential destinations
- Increased frequency

# Priorities Into Prioritization Criteria




**Increase Intensity**






**Increase Footprint**

# Criteria #1: Increase Intensity

## »»» Achieved primarily by...

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

## Includes focus on:

- Serving communities that rely on transit 
- Providing convenient alternatives in congested areas 
- Providing service that is better than hourly in outer areas, where possible  

**Note:** Increasing intensity is more likely to increase ridership

## Guiding Principles



Equity



Multi-modality




Climate Change Mitigation

# Criteria #2: Increase Footprint




## Achieved primarily by...

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

**Note:** Increasing footprint is more likely to increase access

## Includes focus on:

- Making sure everyone has access to some level of transit service throughout the week – especially the elderly and people with disabilities 
- Providing convenient alternatives in congested areas 
- Connecting to activity centers (e.g., medical facilities, senior centers, schools, retail centers)  

# Measuring the Impact of Service Improvements



## Increase Intensity

- People with access to increased frequency of service
- Bonus for:
  - Serving larger proportion of low-income households
  - Providing high-frequency service to people who don't already have it
  - Improving from 60 min service

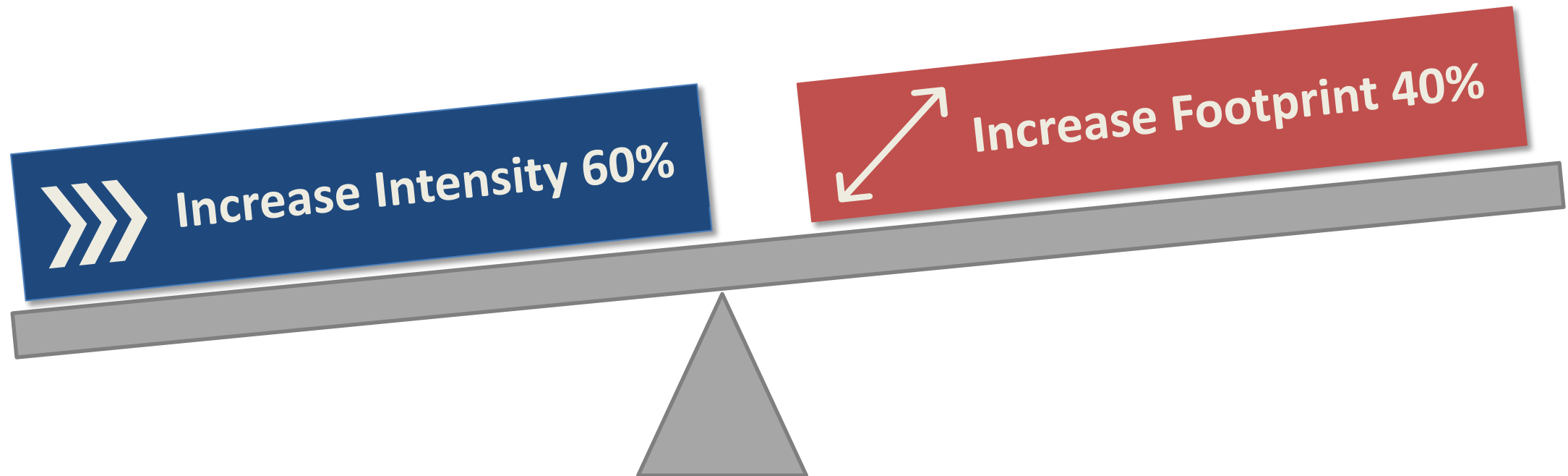


## Increase Footprint

- Additional people with access to transit service across the week
- Bonus for:
  - Serving larger number of low-income households
  - Serving key activity centers – medical, schools, senior centers, etc.

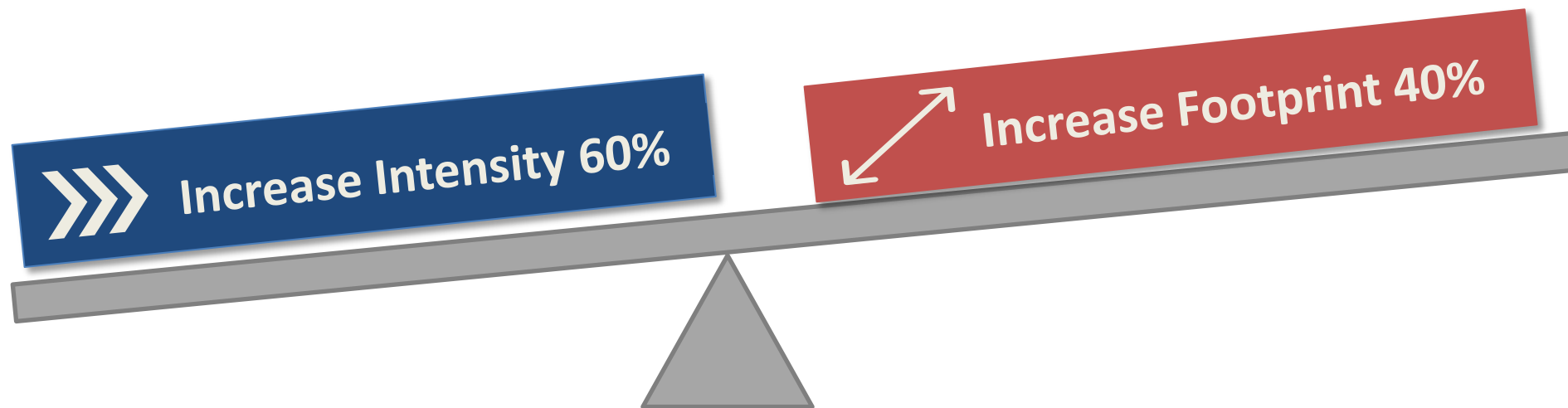
# Proposed Prioritization Weighting

Based on stakeholder feedback, we are proposing a 60/40 split



# Discussion

- Do you agree with this weighting?
- Any questions about the proposed prioritization methodology?



# Next Steps

- **March/Early April:** Update and finalize prioritization methodology based on today's discussion
- **April – May:** Apply prioritization methodology to list of service improvements, develop capital and operating costs
- **May:** Bring draft prioritized list of service improvements to CARTA Board Meeting
- **Summer:** Public Survey & Develop Implementation Plan

