AGENDA

July 11, 2017
8:30 AM to 10:00 AM
407 E. Water Street, Charlottesville

I. Welcome and Introductions 8:30
II. Discussion of “Driving CAT Forward” as the TDP Guiding Principles 8:40
   a. Strengthen The Transit network
   b. Simplify CAT Routes
   c. Match Travel patterns and provide greater frequency at Peak times
III. Build stronger ridership by creating a Transit First mindset
    a. Begin regular neighborhood outreach
    b. Promote the commuter network

CAT’s Mission

The mission of Charlottesville Area Transit is to ensure an accessible, effective, compelling regional public transportation option for all area residents.
Driving CAT Forward

In the next few months, CAT will begin the process of gathering information for its next six-year Transit Development Plan (TDP). As we move forward, the following principles will guide us:

- **Match CAT service to modern travel patterns:** Place bus service where it will benefit the most likely transit users. Our current system addresses past traffic patterns. We must strive to update our system to reflect where jobs are, when our customers need to be at those jobs, and what areas these commuters are traveling from to get to our area.

- **Strengthen our Network structure:** Use major road corridors to improve connectivity between County routes and City routes in order to make transit trips competitive with auto travel. Our current network makes some crosstown and neighborhood-to-neighborhood trips slow and difficult.

- **Simplify our Routes:** Simplify our system map with more direct routes and more clock based schedules to create a transit system that is more efficient and easy to use. Our current routing and schedule has become highly customized. While this has allowed CAT to achieve some efficiencies, it hinders first-time or casual use of the system.

- **Foster a Transit First lifestyle:** Increase the frequency, days, and hours that service is available to allow greater flexibility in trip planning, shorter wait times and ultimately the ability to live without a car.

- **Build Financial Stability:** Increase system ridership to improve fare box recovery, providing better value to customers and taxpayers.

CAT will be using the TDP process to evaluate our entire fixed route bus system and redesign our transit network as necessary to meet current transit demand and address trends of flat to declining ridership. VDRPT will engage a consultant to assist us in the development of this new six-year plan. CAT will provide data from our AVL and AFC system to assist the consultant group. The consultant group will conduct public involvement sessions and CAT may choose to conduct additional outreach before the plan is created.

We will share data via our website during the project, especially prior to decision points.

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