

The logo for 'max' features the word in a bold, lowercase, sans-serif font. The letters 'a' and 'x' are colored in a gradient from blue to orange.The logo for 'Our Community Foundation For a Greater Birmingham' consists of a stylized icon of three vertical bars in blue, orange, and purple, followed by the text 'Our Community Foundation' and 'For a Greater Birmingham' in a smaller font.The logo for 'via' features a blue location pin icon followed by the word 'via' in a lowercase, sans-serif font.

April 13, 2026

# Microtransit in Homewood: A Pilot Proposal

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# A strategic solution for persistent challenges



- 2021 Brookings study: if you have a vehicle in Birmingham, you have access to 100x more jobs in a 30-minute radius
- 1952 Amendment to the State Constitution limits state funding for public transportation
- Only state in the U.S. that does not fund public transportation
- Reflecting these challenges, Birmingham has a low public transit rating: 3/10 (*All Transit, 2025*)
- Mixing microtransit with fixed routes improves the system for riders

# Birmingham On-Demand: from pilot to essential service



**2019:** CFGB funds Birmingham On-Demand pilot



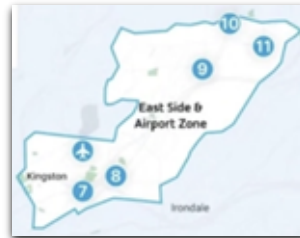
**2020:** City takes over pilot and expands zone



**2022:** BJCTA invests in service to expand downtown, extend hours, and add the East Zone



**2023:** Downtown zone expands to cover sunsetted routes 12, 18, 43

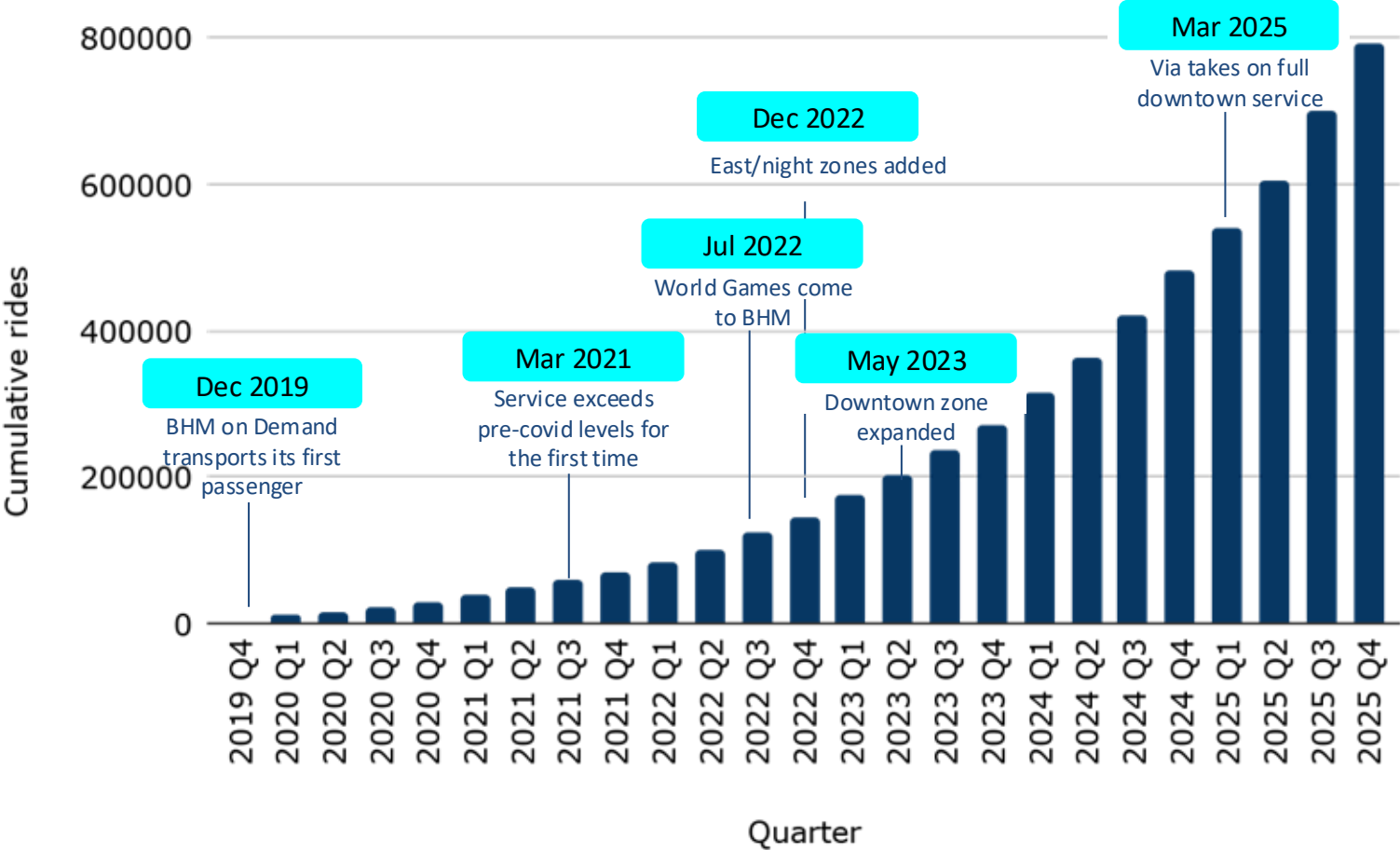


**2024:** BJCTA expands East Zone to include airport & operates ~5 SaaS vehicles w/ Via in zone

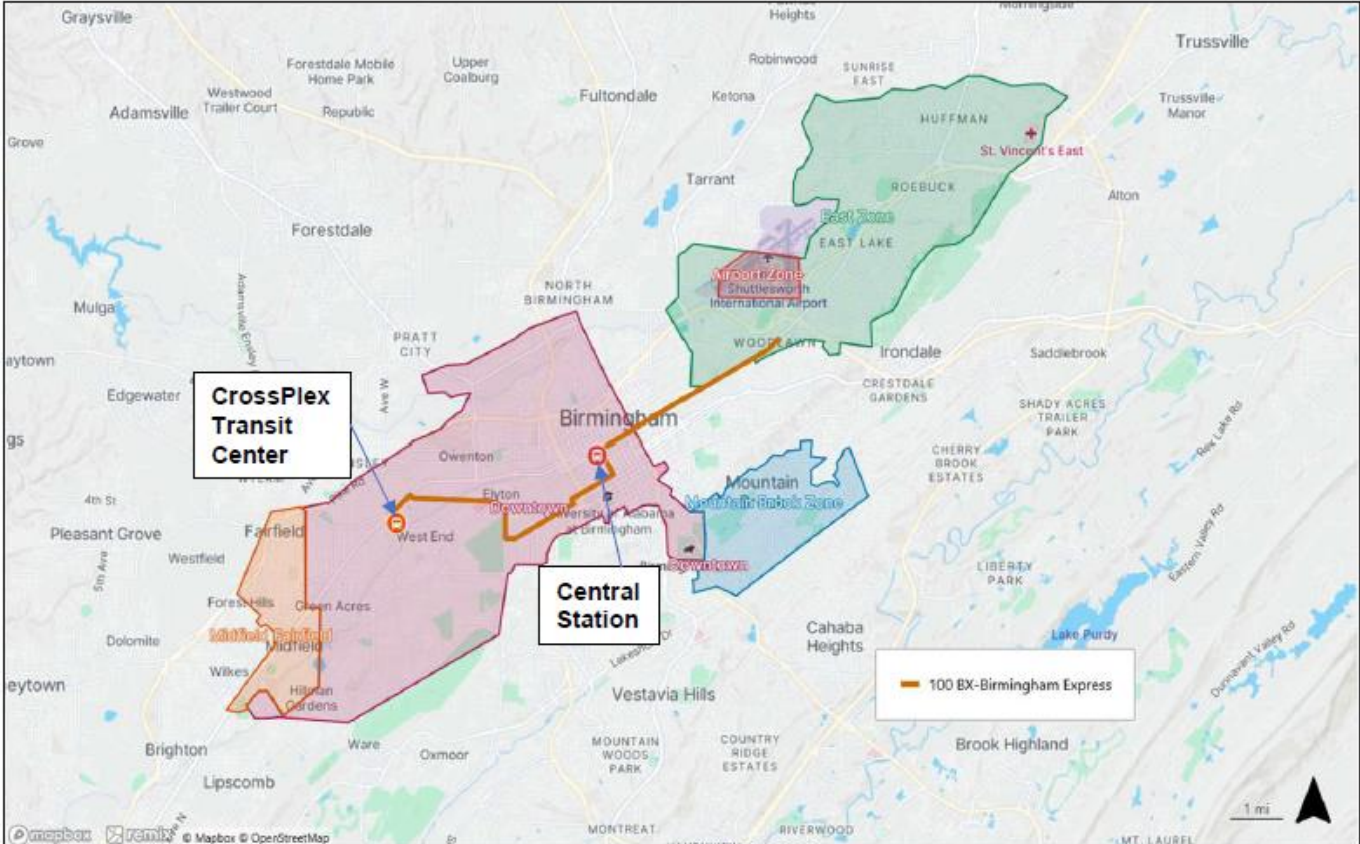


**2025:** Service transitions fully to BJCTA; Via takes on full Downtown service

# Ridership has grown steadily as the service has evolved



# Active BJCTA microtransit zones



# The service is popular with riders and provides real value

4.9 of 5

consistent average rider rating.

12.5 min

average wait time

57%

of riders use service to get to work or school

33%

of rides connect to hospitals, clinics and pharmacies

79%

more jobs accessible within 30 minutes than with fixed-route transit alone.

It's one of the best services that I get in Birmingham as a student. It's affordable and easy to understand.

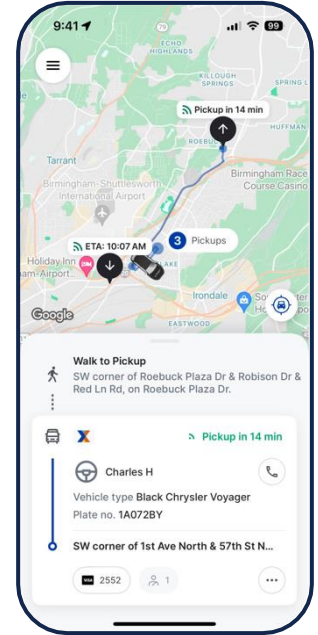
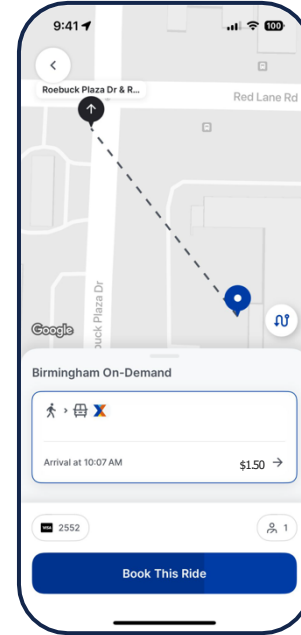
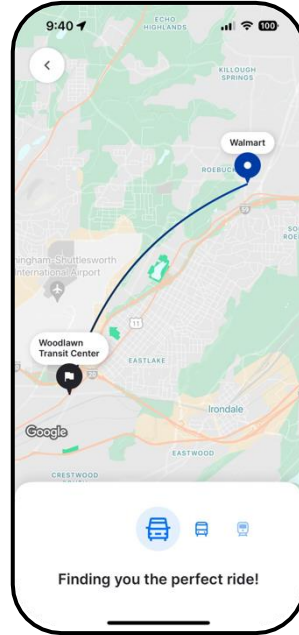
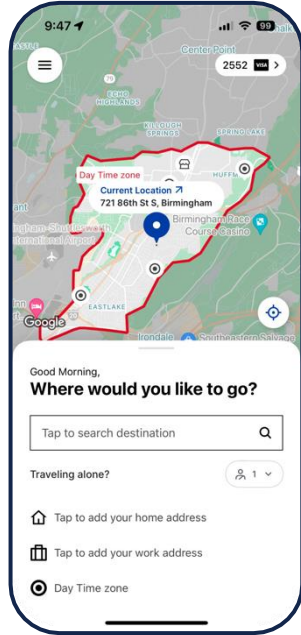
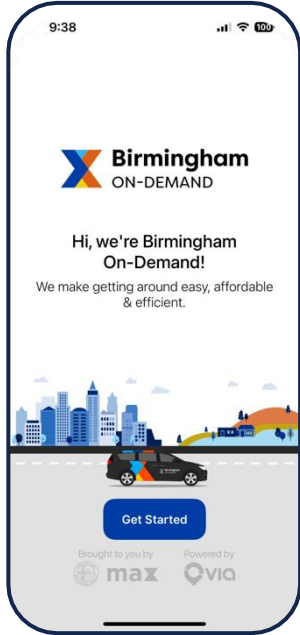
Good and flexible hours all week round! Convenient and flexible for every person in Birmingham.

Outstanding service, definitely recommend this service to everyone! Wish every city had this service! Drivers very friendly and helpful!

I do not own a car and this service makes it extremely easy for me to get places I need to go quickly and at an affordable price.

Convenient, friendly drivers, on time, great for elderly people like me.

# Booking a ride is intuitive and easy



# Benefits of microtransit for municipalities

- 1 Improve access** to jobs, healthcare, and other locations.
- 2 Complement** fixed-route with first and last-mile solutions.
- 3 Promote quality of life** with increased connectivity across the community.
- 4 Increase mobility** for seniors or disabled riders.
- 5 Reduces need** for parking and other car infrastructure.



## Homewood demographics and microtransit

- 1 in 5 Homewood households are within 200% of the poverty threshold
- 39% of Homewood households have one or no cars
- 11% of Homewood residents are over 65
- 7% of Homewood residents live with a disability
- 80% of Homewood commuters drive alone to work

## Homewood transit survey results

A 2024 Homewood transit survey found:

- 37% of Homewood residents have transportation challenges getting to work and errands
- 95% of Homewood residents want more public transit options in their community
- 93% of Homewood residents would use a microtransit service



# Homewood Pilot Proposal

## Via Transportation

Service Hours	Fleet Composition	Not-to-Exceed Cost			One-Time Up-Front Costs	Base Fee/ Vehicle Hour*
		7/2026-9/2027 (1.25 years)	10/2027-9/2028 (1 year)	10/2028-9/2029 (1 year)		
Mon – Fri: 5AM - 9 PM Sat: 7 AM – 8 PM	Up to 3 vehicles	\$740,000	\$610,000	\$630,000	\$52,000	\$57.00

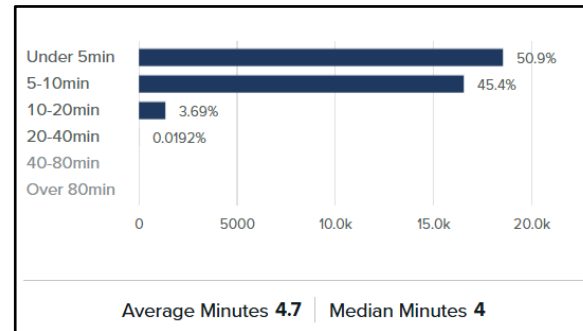
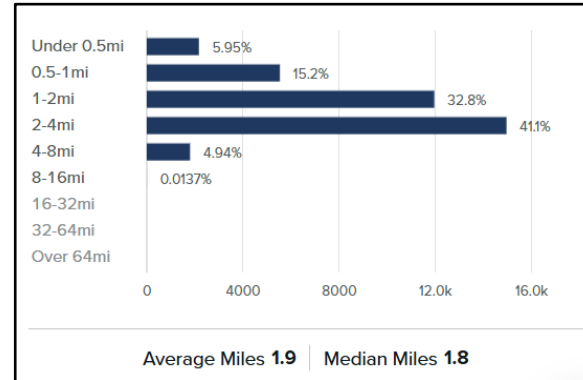
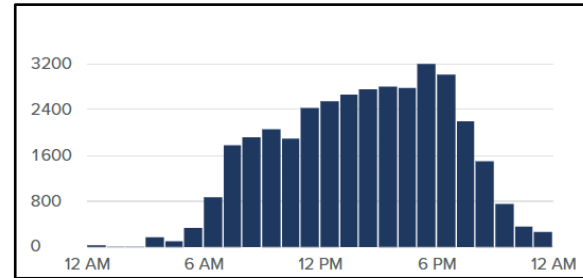
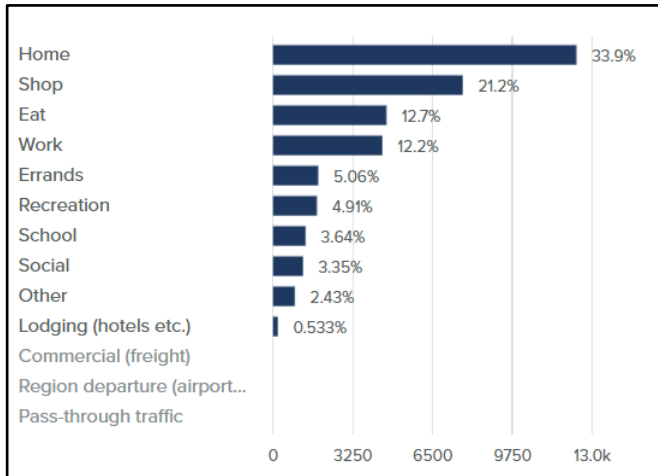
Note: One-time up-front costs include 2 wheelchair accessible vehicle retrofits and four vehicle wraps, which will be treated as a pass-through at-cost.

\*Fee per vehicle hour subject to annual 3% CPI increase.

Community Foundation will cover **100% of cost** for pilot 7/2026 – 9/2027: **\$792,000**

# Homewood Car Trips

- 36.4k trips per day by 17.8k trip takers
- 55% of trips are to either home or shops
- 54% of trips less than 2 miles
- Trip distribution fairly even throughout the day, peaking at 5-7pm



# Parking infrastructure required for all of Homewood

Apply the following conditions:

- All car trips taken by Homewood residents
- Trip purpose: eat, errands, shop, work
- Trip peak time 6pm-7pm

**1,770** trips of this kind on an average weekday between 6pm-7pm

Would require 1,770 parking locations to accommodate this number trips

Average cost to build a car parking spot in Homewood: **\$10,000 - \$20,000**

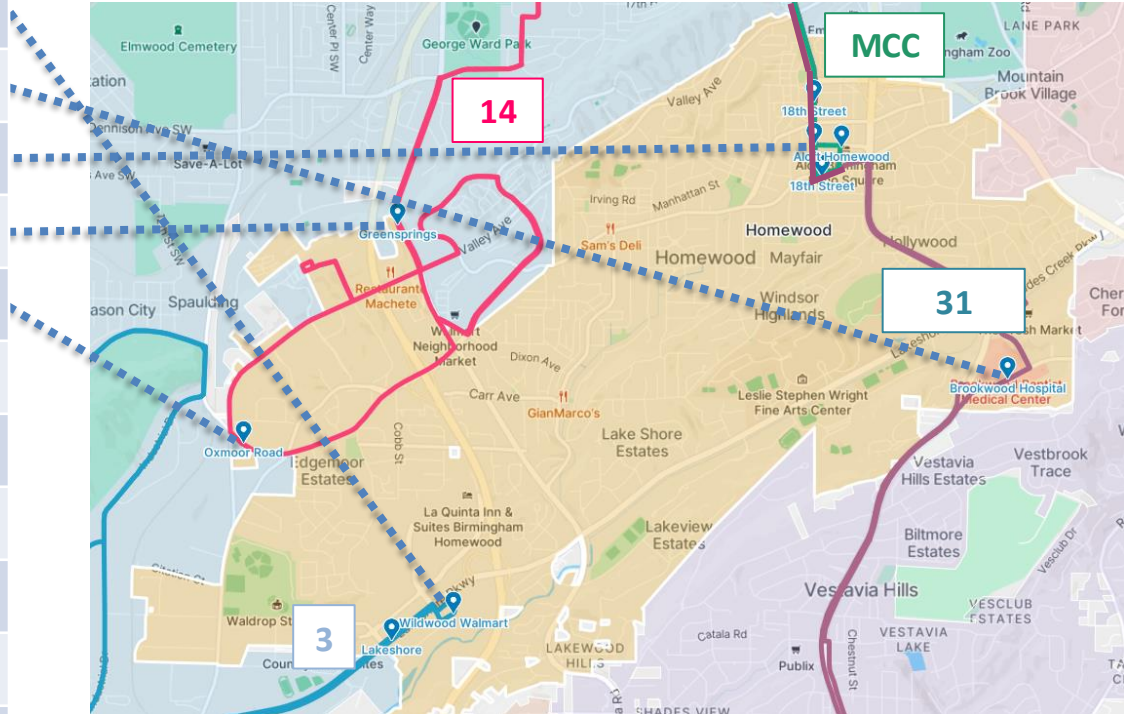
Total cost of parking spots required is **\$17.7M - \$35.4M**

When we include all car trips from other cities that end in Homewood with the above conditions, the number of trips increase to **5,880**

This correlates to a total cost of **\$58.8M - \$117.6M**

# Where do riders travel to in Homewood?

Stop	Location Type	Alights
Wildwood Walmart	Retail/Work	9,598
Brookwood Hospital	Hospital/Work	3,410
18 <sup>th</sup> Street	Retail	3,211
Greensprings	Retail/Residential	2,191
Oxmoor Road	Industry/Jobs	1,937
18 <sup>th</sup> Street	Retail	1,389
18 <sup>th</sup> Street	Retail	1,355
Aloft Homewood	Retail/Hotel	1,258
Lakeshore	Retail/Work	1,226
<b>Top 9 stops Total</b>		<b>25,575</b>
<b>Total Travelers to Homewood</b>		<b>34,000</b>



Thank you!

**max**



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