TRANSIT
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PROJECT

REGIONAL SURVEY

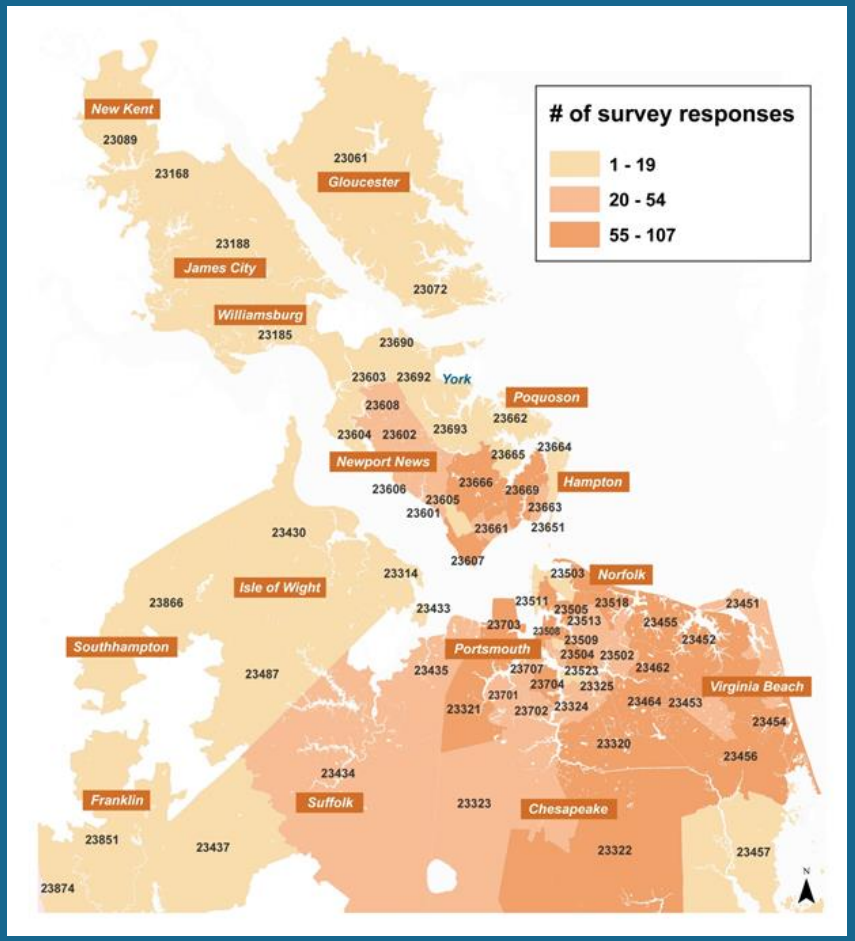
Description

A survey was conducted (Nov 2018-Feb 2019) to gather community feedback on how to best prioritize improvements to the HRT bus system.

Participants

Most of the 2,434 total participants reside in cities served by HRT:

City	#
Virginia Beach	626
Norfolk	592
Chesapeake	319
Portsmouth	244
Newport News	224
Hampton	193



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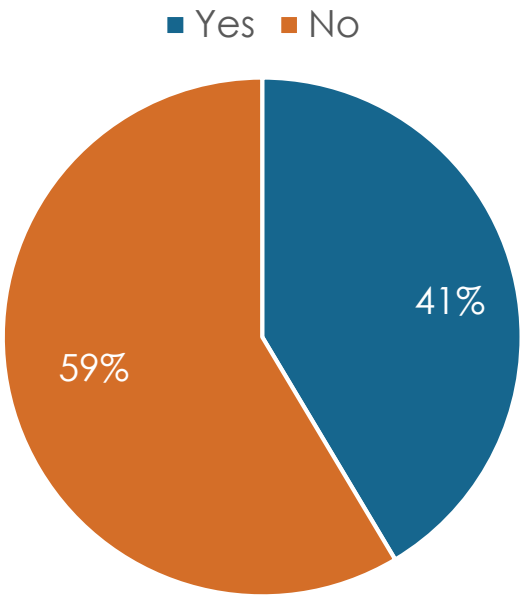
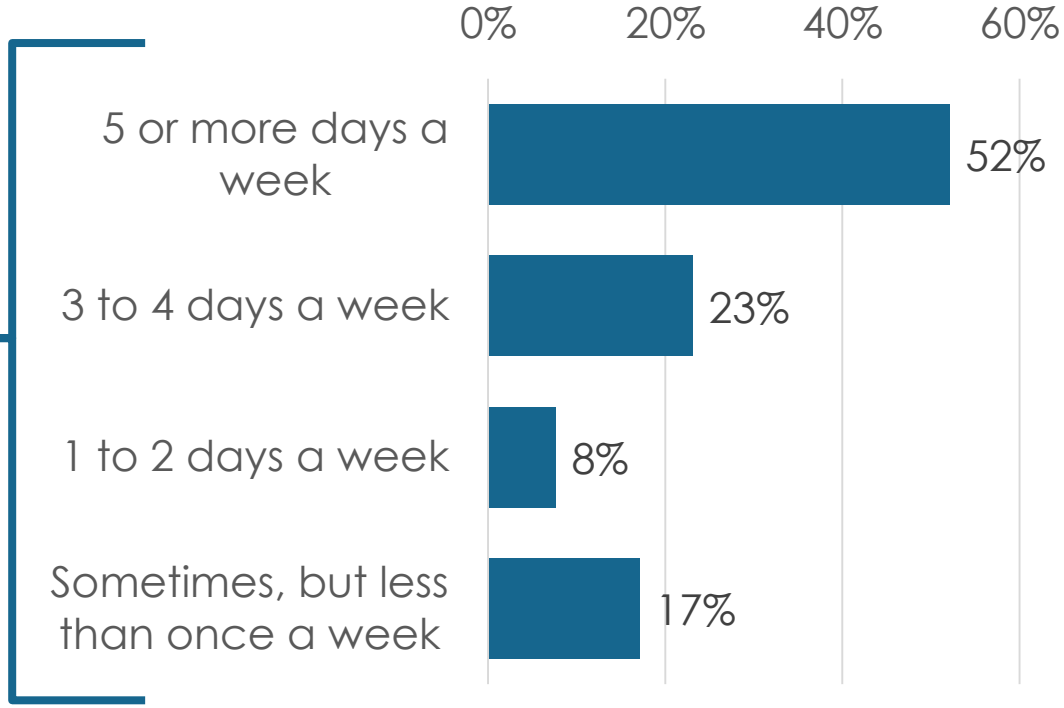
Transit Use

There was a mix of both current HRT bus riders and non-riders.

Do you ride Hampton Roads Transit buses?



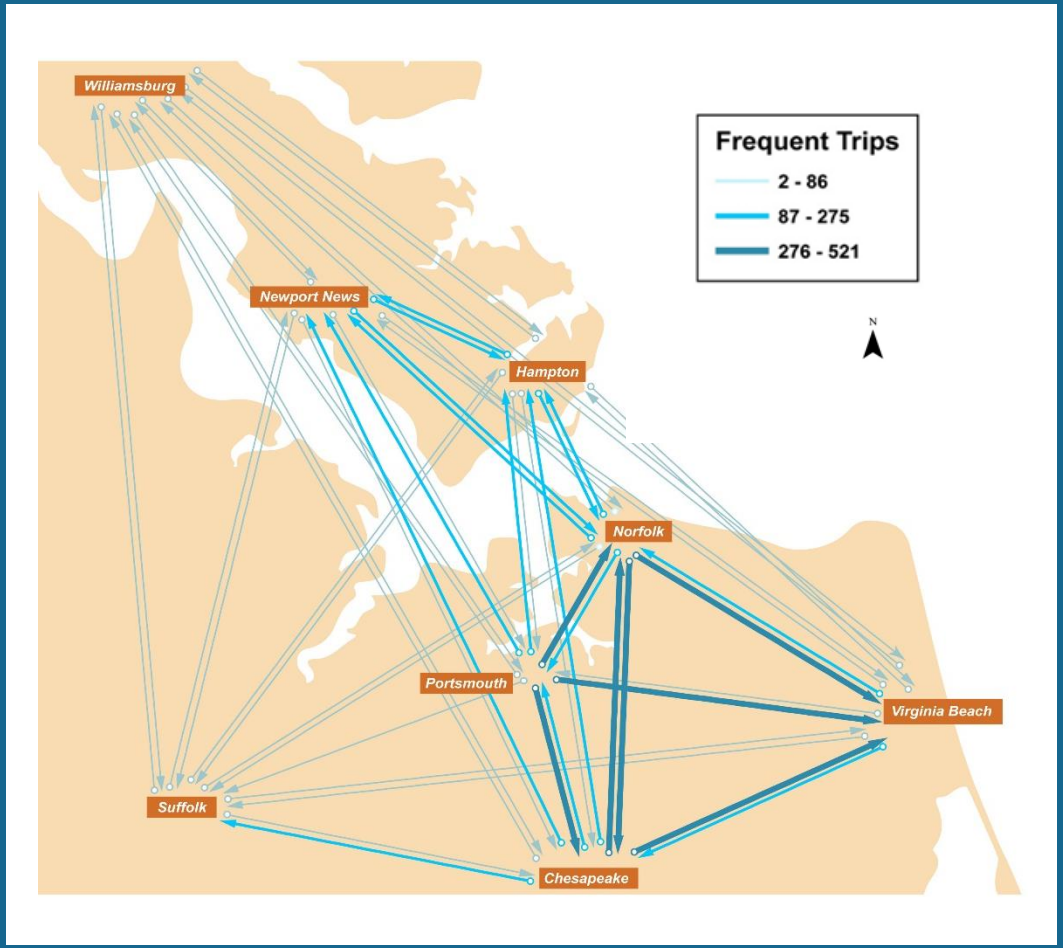
If yes, how often?



n = 2,434

Making Connections Regionally

Trips connecting *between cities* represent the majority (82.5 %) of the 9,870 most frequent commutes (once a week or more) identified by respondents.



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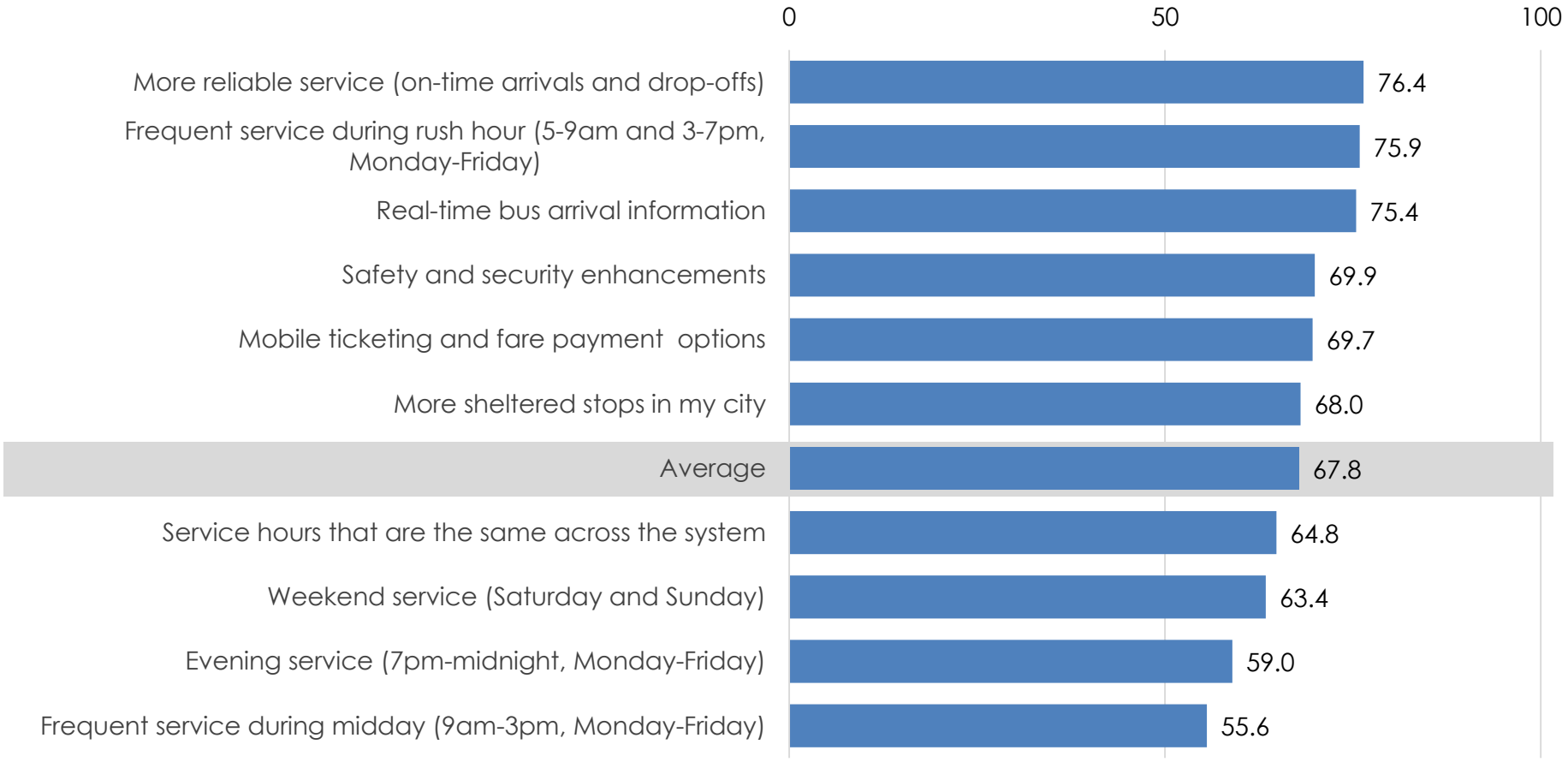
Priority Improvements

Respondents prioritized improvement options to the HRT bus system

(0 = Not a priority at all, 100 = Extreme high priority):



n = 2,434 (displayed in unique randomized order)

Priority Improvements

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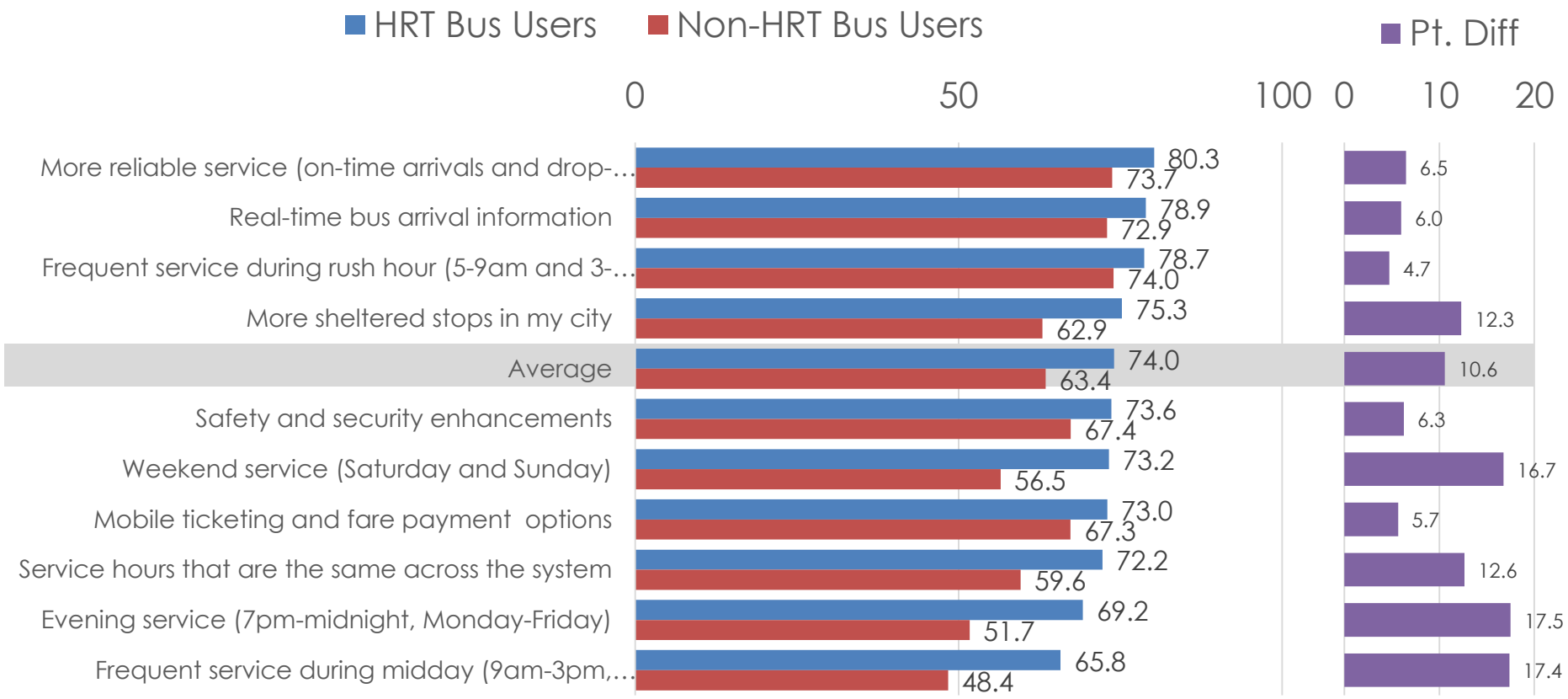
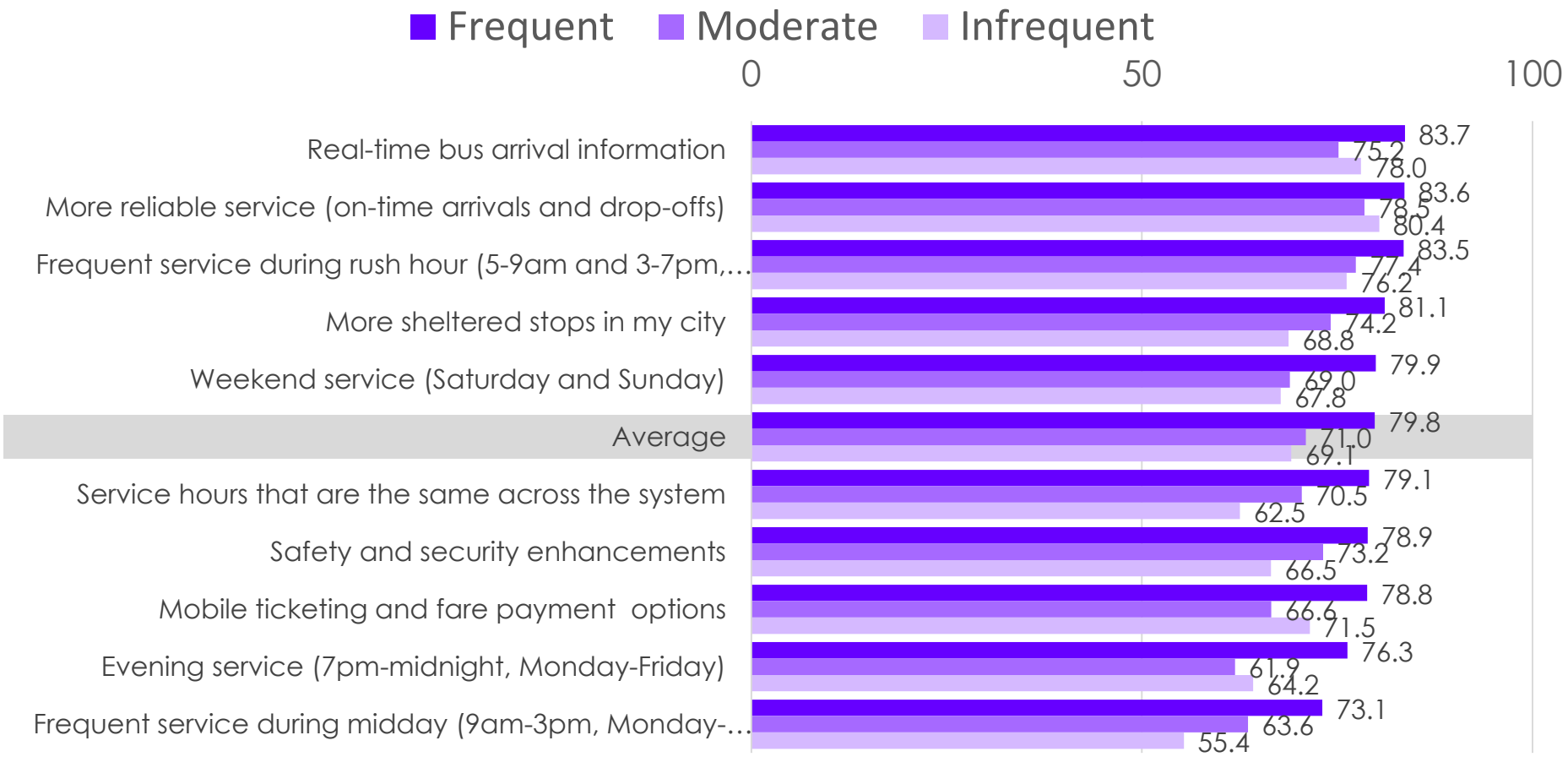


HRT Bus Users (n) = 1,008; Non-HRT Bus Users (n) = 1,426

Priority Improvements

by Frequency of HRT Bus Ridership

Infrequent = Sometimes, but less than once a week
Moderate = 3 to 4 times per week
Frequent = 5 or more times per week



Infrequent (n) = 172; Moderate (n) = 233; Frequent (n) = 526

0 = Not a priority at all, 100 = Extreme high priority

Top 6 Priorities

1. More reliable service
   (on-time arrivals and drop-offs)
2. Frequent Service during rush hour
   (5-9am and 3-7pm, Monday-Friday)
3. Real-time bus arrival information
4. Safety and security
5. Mobile ticketing and fare payment options
6. More sheltered stops in my city

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Top 6 Priorities

1

More reliable service
(on-time arrivals and drop-offs)

"Buses should be on time"

"Make sure our folks who need it the most have connections that are timely."

"Buses that work and run."

Top 6 Priorities

2

Frequent Service during rush hour (5-9am and 3-7pm, Monday-Friday)

"We need the 05:18 967 MAX bus back. You added the 05:08 but stopped the 05:18. Both times are needed."

"The only way to transform bus services in Hampton Roads is to decrease transit time between major areas. Completely unreasonable travel times!"

"Shorter wait times with scheduled on-time service."

"Buses running every half hour instead of every hour."

"More frequent service every 15-20 mins during week, every 30 mins on weekends"

Top 6 Priorities

3 Real-time bus arrival information

"On time buses and real-time information."

"Real time bus tracking. I understand things happen and buses don't always run on-time. I'd rather sit at home an extra 10 minutes than stand out in the weather looking down the road wondering where my bus us."

"Better mobile technology integration and real-time route info"

"A real focus on on-time performance and real-time bus arrival information."

Top 6 Priorities

4 Safety and security enhancements

“Better safety and security.”

Top 6 Priorities

5

Mobile ticketing and fare payment options

"Switching from paper tickets to a hard pass where you can reload funds"

"Real time arrival on mobile & mobile pay fare"

"We need an app that gives real time locations and estimated wait and transit times. We need to be able to pay via the app as well."

Top 6 Priorities

6

More sheltered stops in my city

"Covered bus shelters with good rain protection. Good lighting."

"Better shelters . . . You feel valued, more human, protected from the elements in a sheltered stop."

"Quicker, more reliable service with covered stops. Real time updates. Destinations that matter, on routes that are easy to understand."

"More sheltered bus stops to protect passengers from inclement weather."

System Preferences

Respondents rated how much they value (or would value) different bus service qualities, with trade-offs in four Categories:

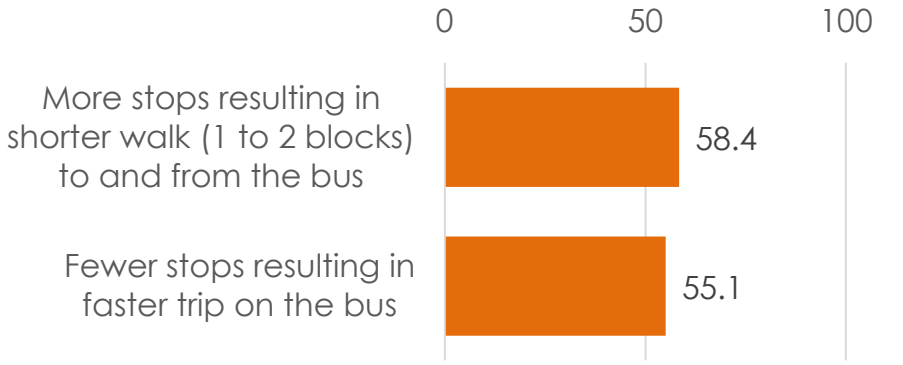
1. **Route Design** (trade-offs in Travel Time & Access)
2. **System Design** (trade-offs in Frequency & Coverage)
3. **Service Times** (trade-offs in Rush Hour & non-Rush Hour)
4. **Connectivity** (trade-offs in Coverage & Direct Routes)

All respondents

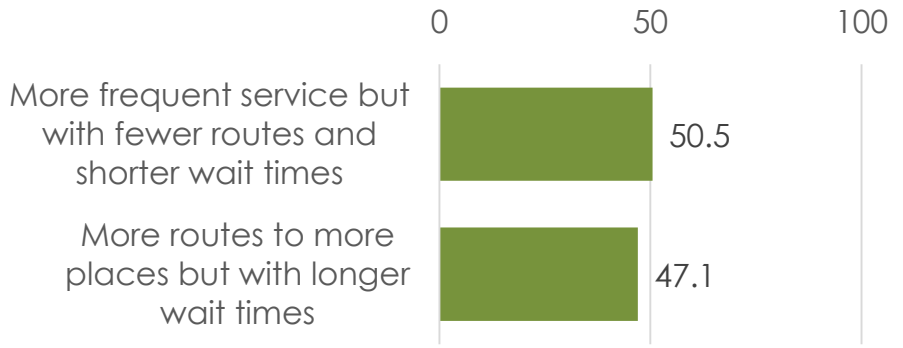
System Preferences

(0 = Not at all valuable, 100 = Extremely valuable)

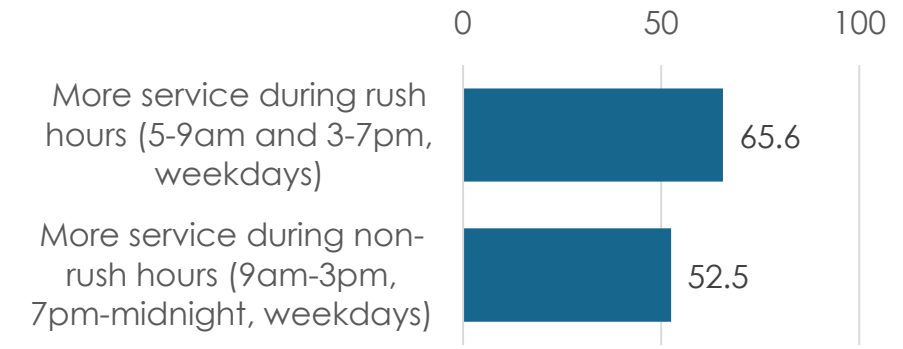
1. Route Design



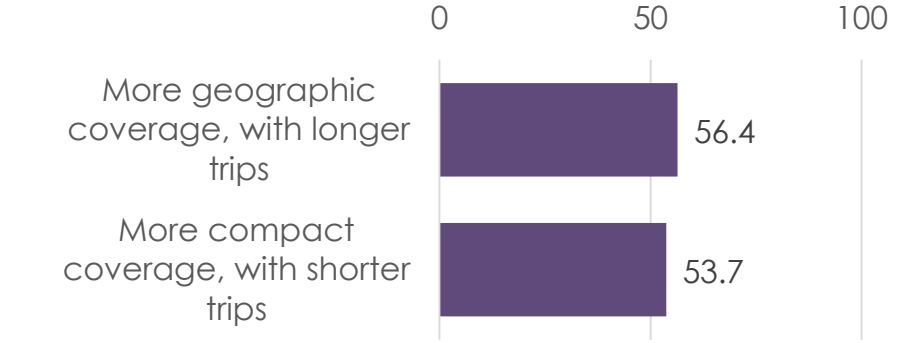
2. System Design



3. Service Times



4. Connectivity



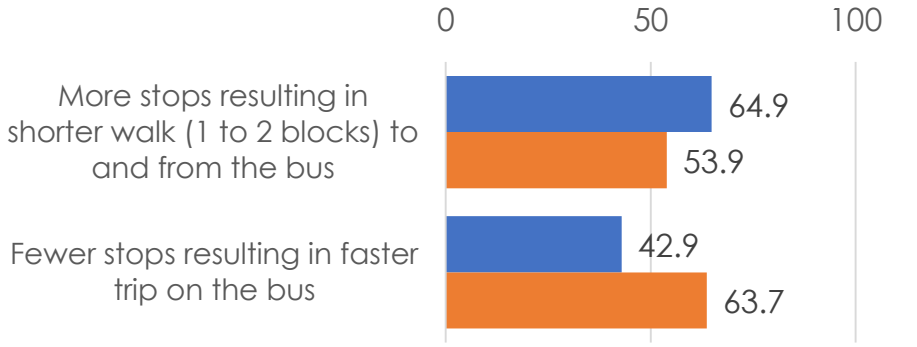
n = 2,434

HRT Bus Users Non-HRT Bus Users

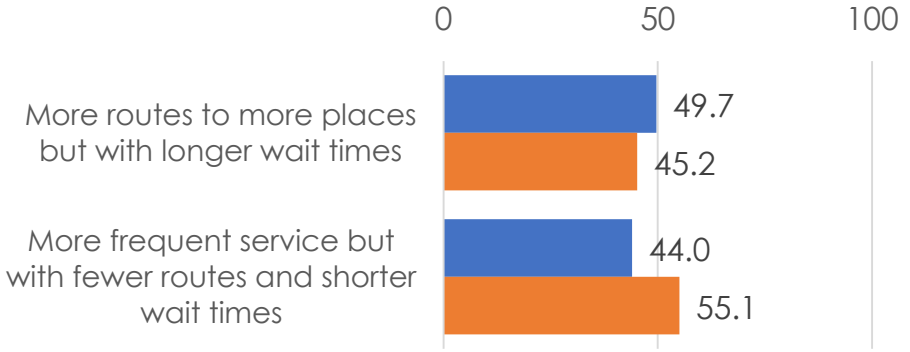
System Preferences

(0 = Not at all valuable, 100 = Extremely valuable)

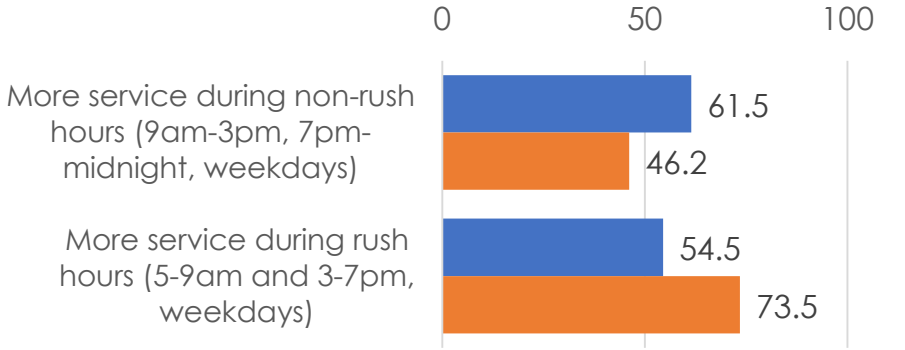
1. Route Design



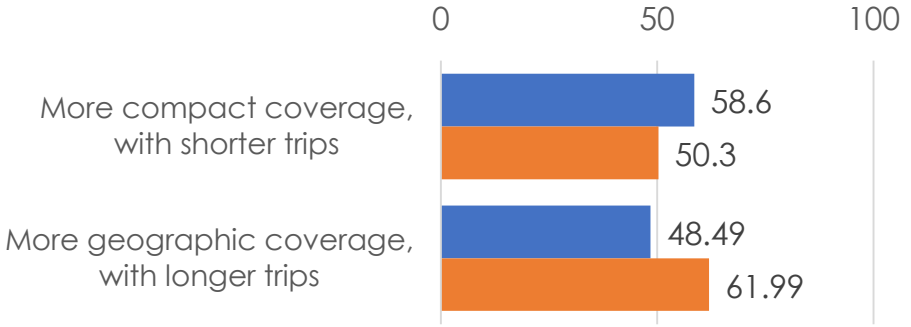
2. System Design



3. Service Times



4. Connectivity



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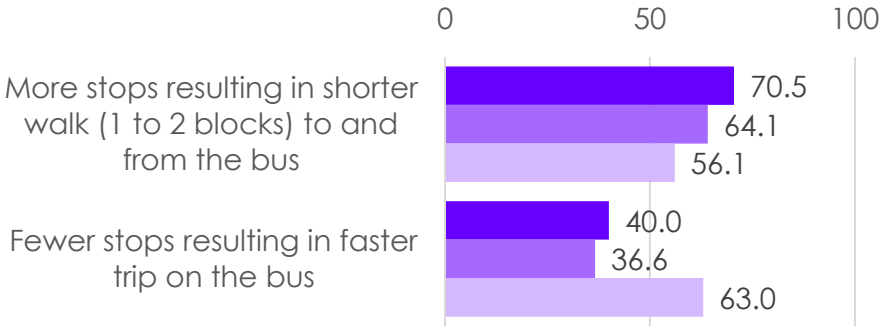
HRT Bus Users (n) = 1,008; Non-HRT Bus Users (n) = 1,426

Current bus customers Infrequent Moderate Frequent

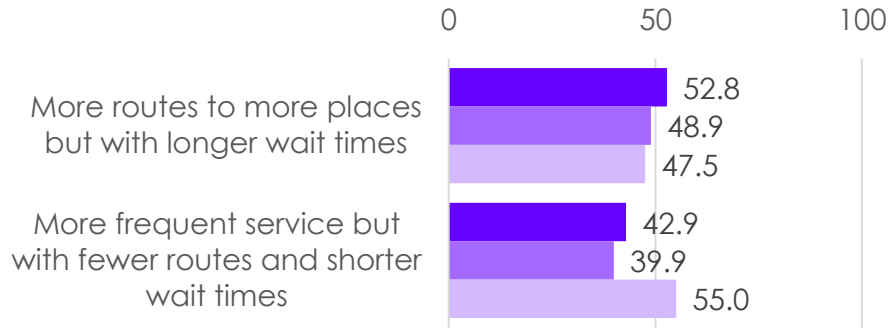
System Preferences

(0 = Not at all valuable, 100 = Extremely valuable)

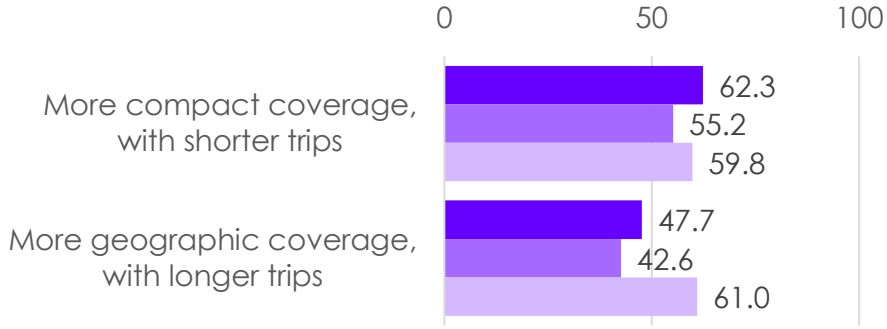
1. Route Design



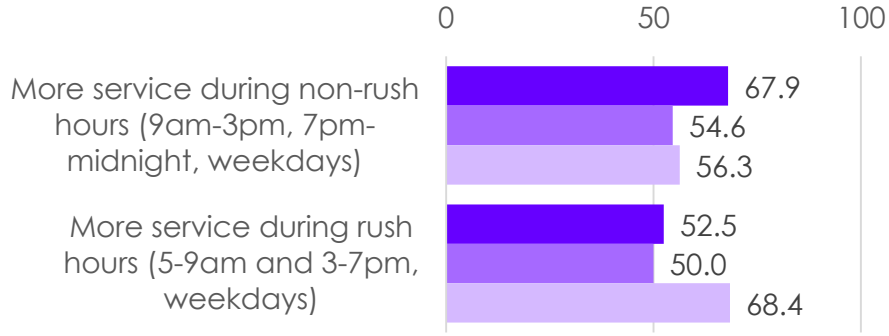
2. System Design



3. Service Times



4. Connectivity



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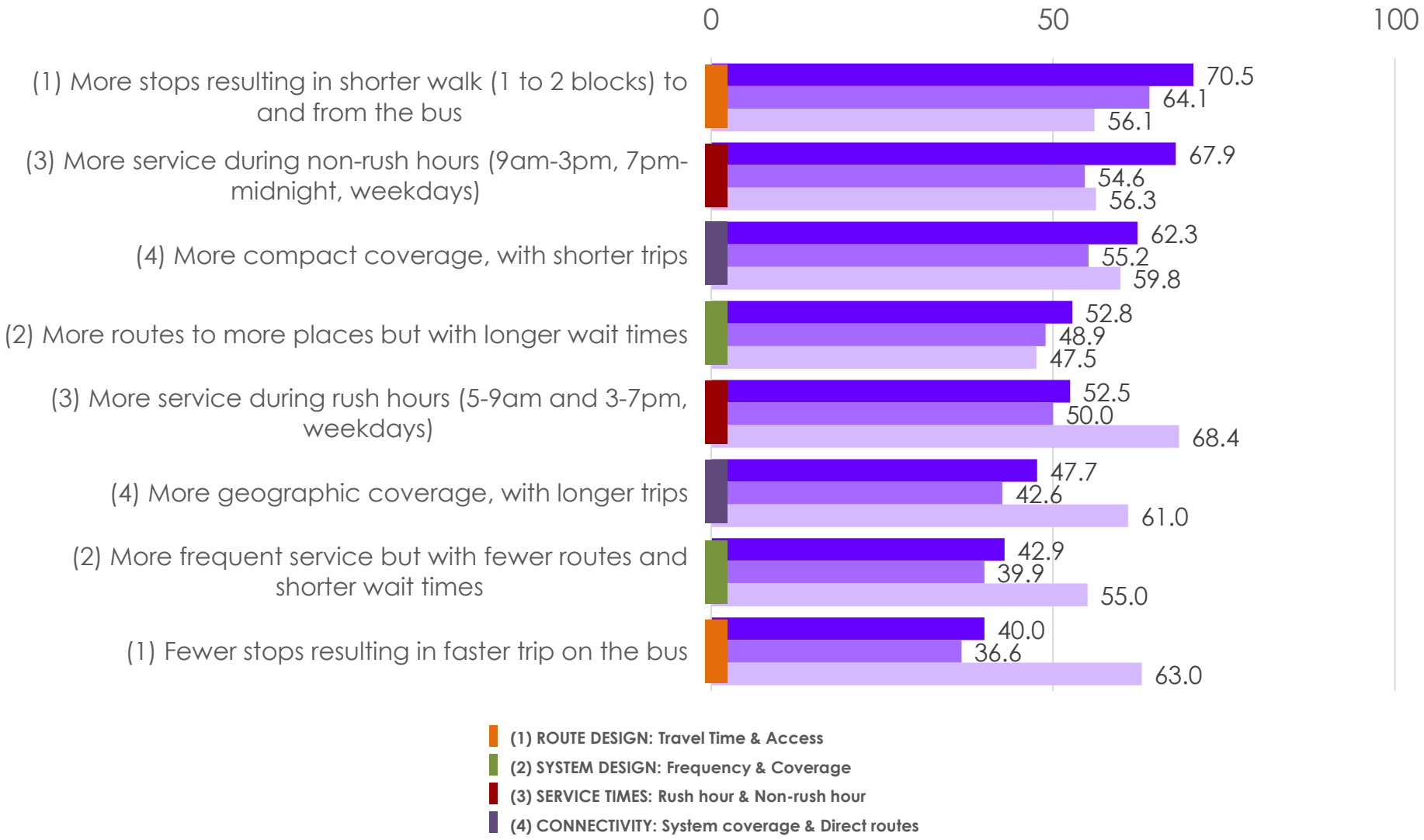
Current bus customers Infrequent Moderate Frequent

Preference Ratings

(0 = Not at all valuable, 100 = Extremely valuable)



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Observations

Reported commuting patterns are cross-jurisdictional, mimicking what we've seen in other regional transportation research.

Overall priorities for HRT Customers and would-be customers center around:

- **Frequent service during rush-hour**
- **More reliable service**
- **Real-time bus arrival information**

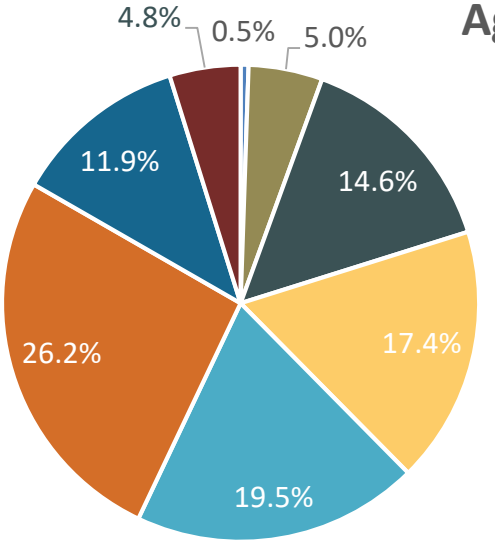
Conclusion

Community inputs from across Hampton Roads, including this survey, are being used to help develop a new strategic plan for HRT bus system improvements. For more information, visit www.TransformTransit.com.

Thank you.

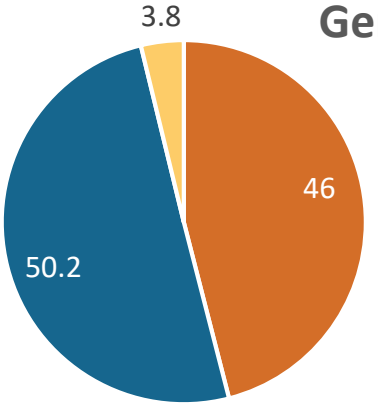
SURVEY DEMOGRAPHICS

Age



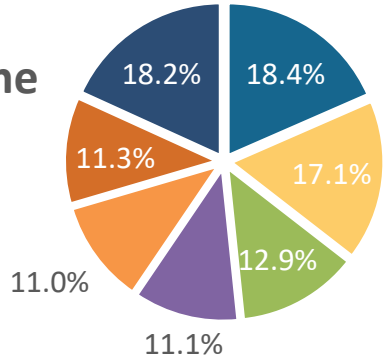
- 17 or younger
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to to 74
- 75 or older

Gender



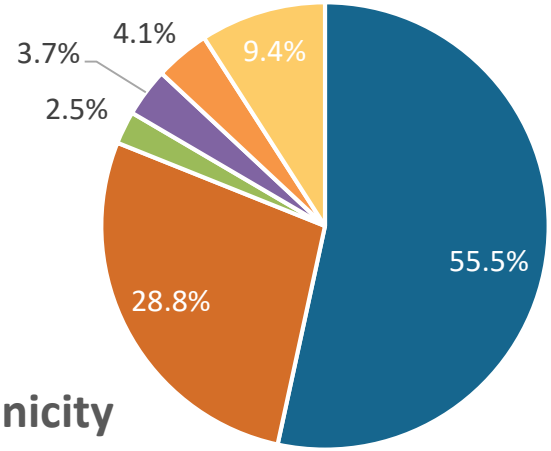
- Male
- Female
- Choose not to answer

Annual Household Income



- Less than 25,000
- $25,000-$34,999
- $35,000-$49,999
- $50,000-$74,999
- $75,000-$99,999
- $100,000-$249,999
- Choose not to answer

Race/Ethnicity



- White/Caucasian
- Black/African American
- Asian
- Hispanic
- Other
- Choose not to answer