



Hampton City Council Work Session

October 25, 2023

[gohrt.com](https://www.gohrt.com)

Hampton Roads Transit is On the Move

Improving Service Hours & Frequency

15-minute service was launched on Routes 112 in October and 114 in May. Both routes have seen ridership growth.

New Buses

HRT received 24 new buses allocated for 757 Express expansion. Additional buses will be received later this summer.

Expanding & Upgrading Passenger Amenities

620 bus stops will be upgraded with a shelter, bench, or both. 47 shelters have been installed in Hampton since 2021. Another 7 shelters are scheduled to be installed in Hampton within the next 90 days.

Deploying Next-Gen Technologies

HRT launched Real-Time Bus functionality and is working on its mobile fare collection system to include mobile ticketing.



Hampton Roads Transit is On the Move

Upgrading Major Transfer Centers

HRT cut a ribbon on the exterior improvements to the Hampton Transit Center in May 2023.

Investing in Our Workforce

As HRT continues to build its workforce, the agency has increased base salaries for frontline workers and is offering service bonuses for qualified candidates.

Exploring New Partnerships & Innovative Services

After a successful 6-month pilot in Newport News and Virginia Beach, HRT is looking to secure long-term funding that would make microtransit one of its core services.

Expanding Outreach & Ridership Promotions

Customers can ride for free on Transit Equity Day (Feb), Earth Day (Apr), Juneteenth (Jun) and Election Day (Nov).



Transit Means Business

Better Reliability, Faster Commutes, New Connections

-60% of HRT customers use transit to get to/from work.

-This includes major employment destinations, such as Newport News Shipbuilding, Naval Station Norfolk & Sentara.

-As HRT continues to expand routes, we will have seen a 127% increase in the number of jobs served by transit.

-While you may never ride Hampton Roads Transit, chances are you depend on someone who does.



Purpose of Today's Briefing

- Recap of Current Service
- Hampton Service Changes
 - FY24 Service Changes & Public Outreach Plan
 - FY25 Planned Improvements
- 757 Express Update

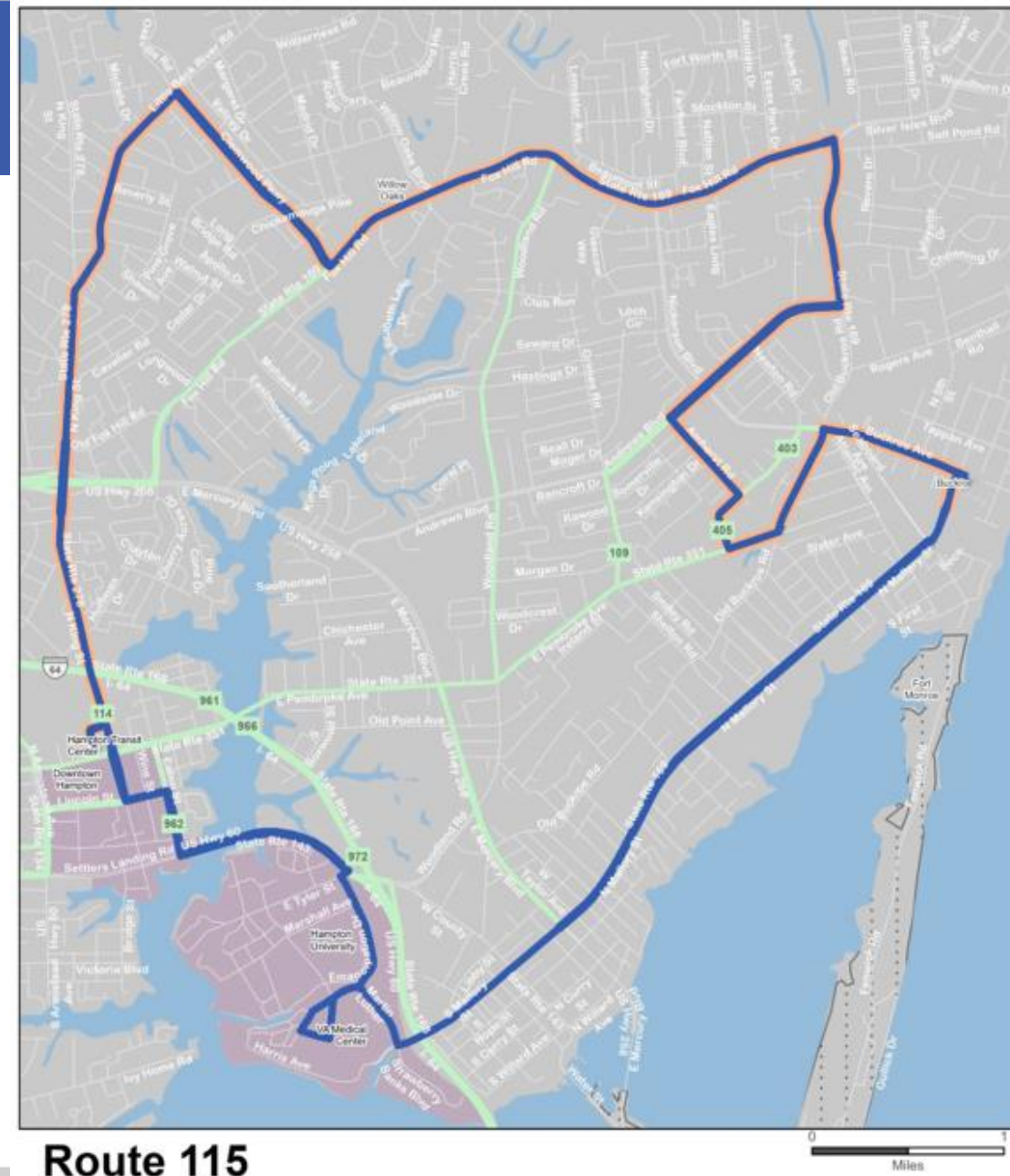
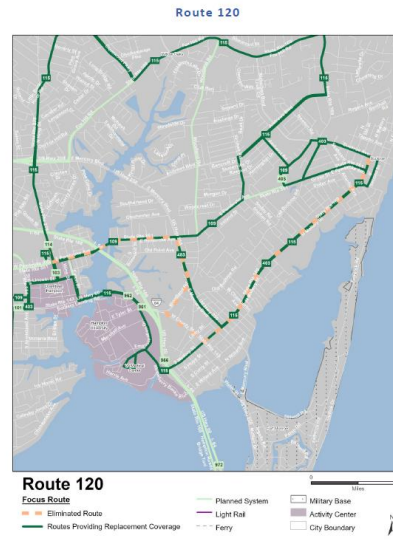
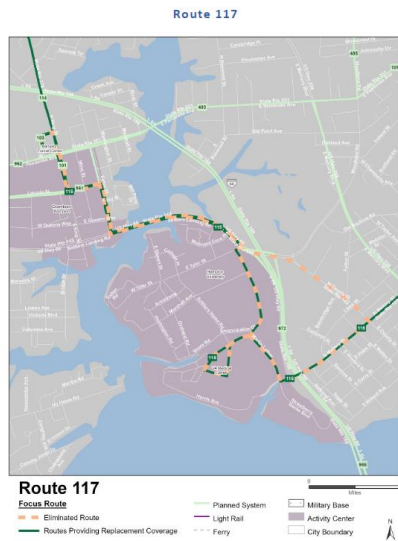
Recap: Current Service

- **Current Bus Service in the City of Hampton**
 - 15 bus routes
 - Level of service - 7 days per week, Monday through Friday from 5:00 a.m. until 1:30 a.m., Saturday from 5:15 a.m. until 12:30 a.m. and Sunday from 5:45 a.m. until 12:30 a.m.
 - In FY2023 these routes carried 1,028,951 passengers

Hampton Service Changes

FY 2024 Service Changes

- On November 12th, Route 115 is realigned to be a combination of three routes, Route 115, 117 and 120. This change will improve connections in Hampton.
- Weekday span will begin at 5:17 a.m. - midnight
- Saturday span 6:17 a.m. - 10:00 p.m.
- Sunday Span 8:17 a.m. - 8:00 p.m.
- Route 117 and 120 are eliminated.



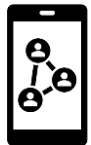
Public Outreach Plan

Online



GoHRT.com

- Summary of changes
- Links to updated timetables



Social Media

- Announcements
- Links back to website/schedules



Email/Text

- Customer Alerts

In Person



Pop-up Events

- Hampton Transit Center
- Buckroe & Mallory

Distribution of Information

- Hampton University
- VA Medical Center
- Business in Phoebus
- Business in Buckroe

Interacting with Us



ACS Announcements

- Onboard announcement of service changes

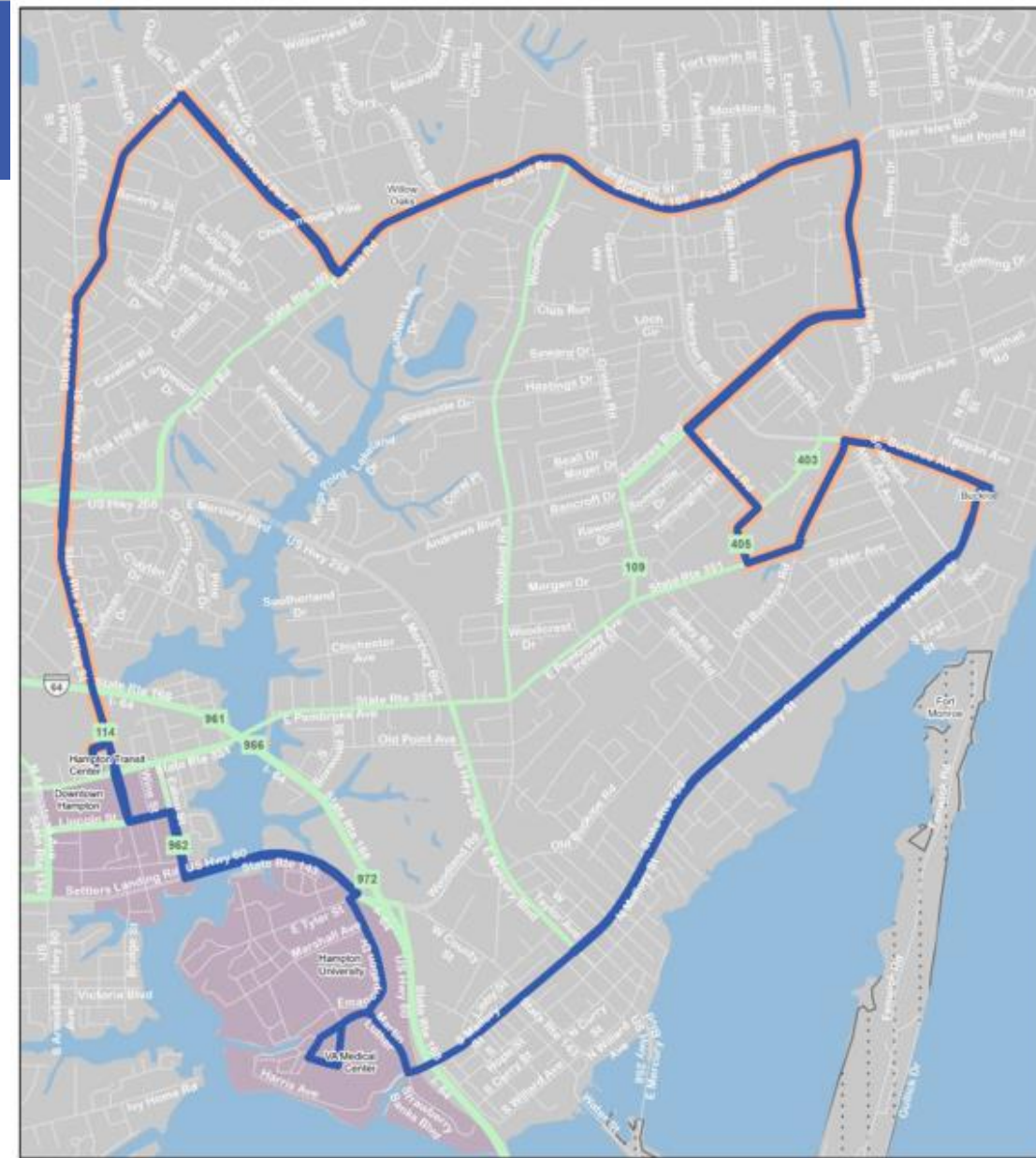


Customer Notices

- Customer Alerts posted in shelters at transit centers and impacted bus stops along the routes

FY 2025 Planned Improvements

- **Route 115 service improvements**
 - Provide 30-minute service during peak periods Monday through Friday.
 - Improve weekday span to begin at 5:00 a.m.



Route 115

Focus Route

- Planned Alignment
- Existing Alignment

- Planned System
- Light Rail
- Ferry

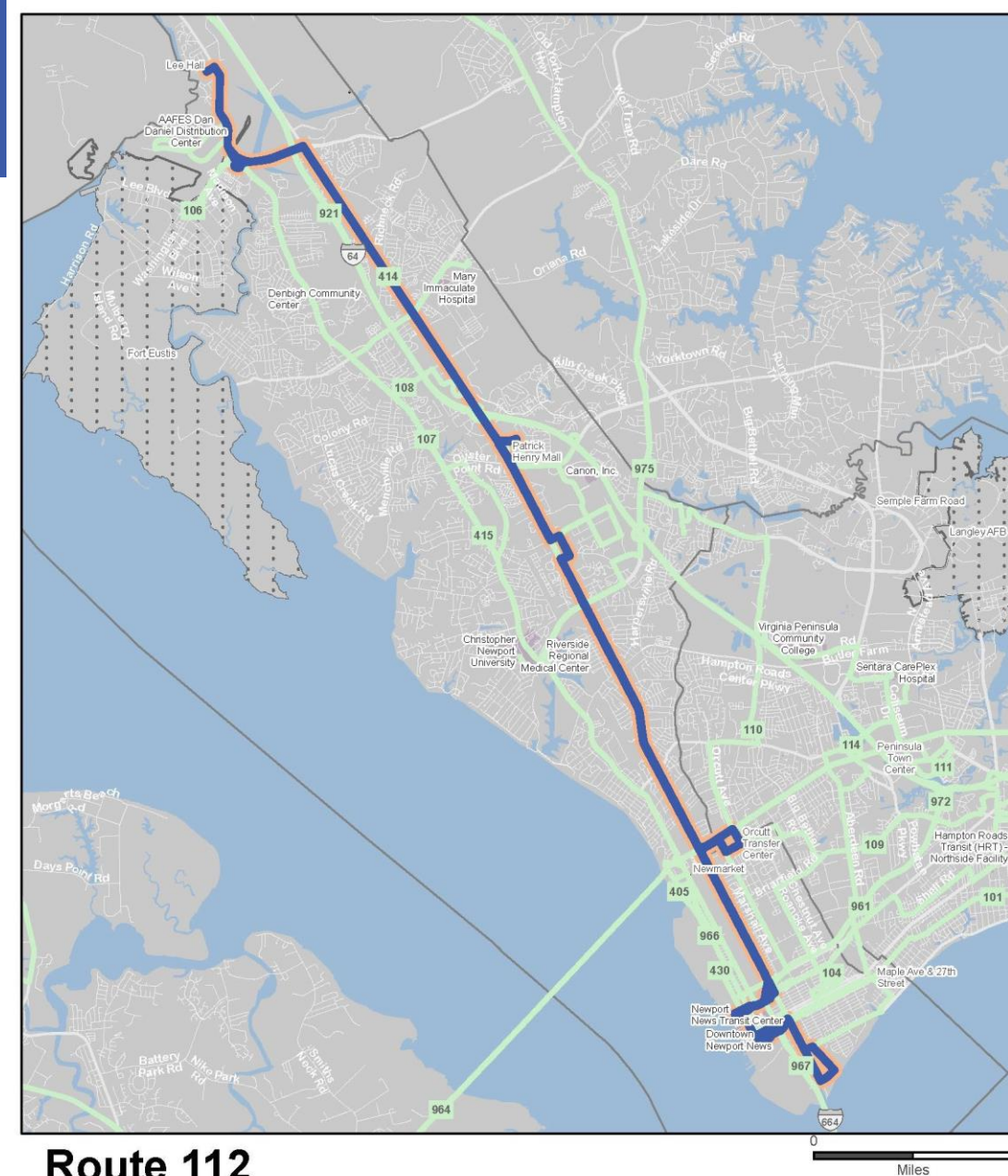
- Military Base
- Activity Center
- City Boundary

757 Express Implementation Plan

Route 112

757 Express service (all improvements paid for by HRRTF)

- **FY 2023**
 - 15-minute service is provided during peak periods between 6th and Ivy and Patrick Henry Mall with a stop at Orcutt Avenue and 81st Street Monday through Friday.
 - 30-minute service is provided to Lee Hall from 6:00 a.m. to 6:00 p.m. Monday through Friday.
 - Weekday span was improved to 5:00 a.m. to 1:00 a.m. and Sunday span improved to 5:15 a.m. to 12:30 a.m.
- **FY 2031**
 - Improve weekday midday, Saturday base, and Sunday baseheadways to 30-minutes.



Route 112

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- Planned Alignment
- Existing Alignment

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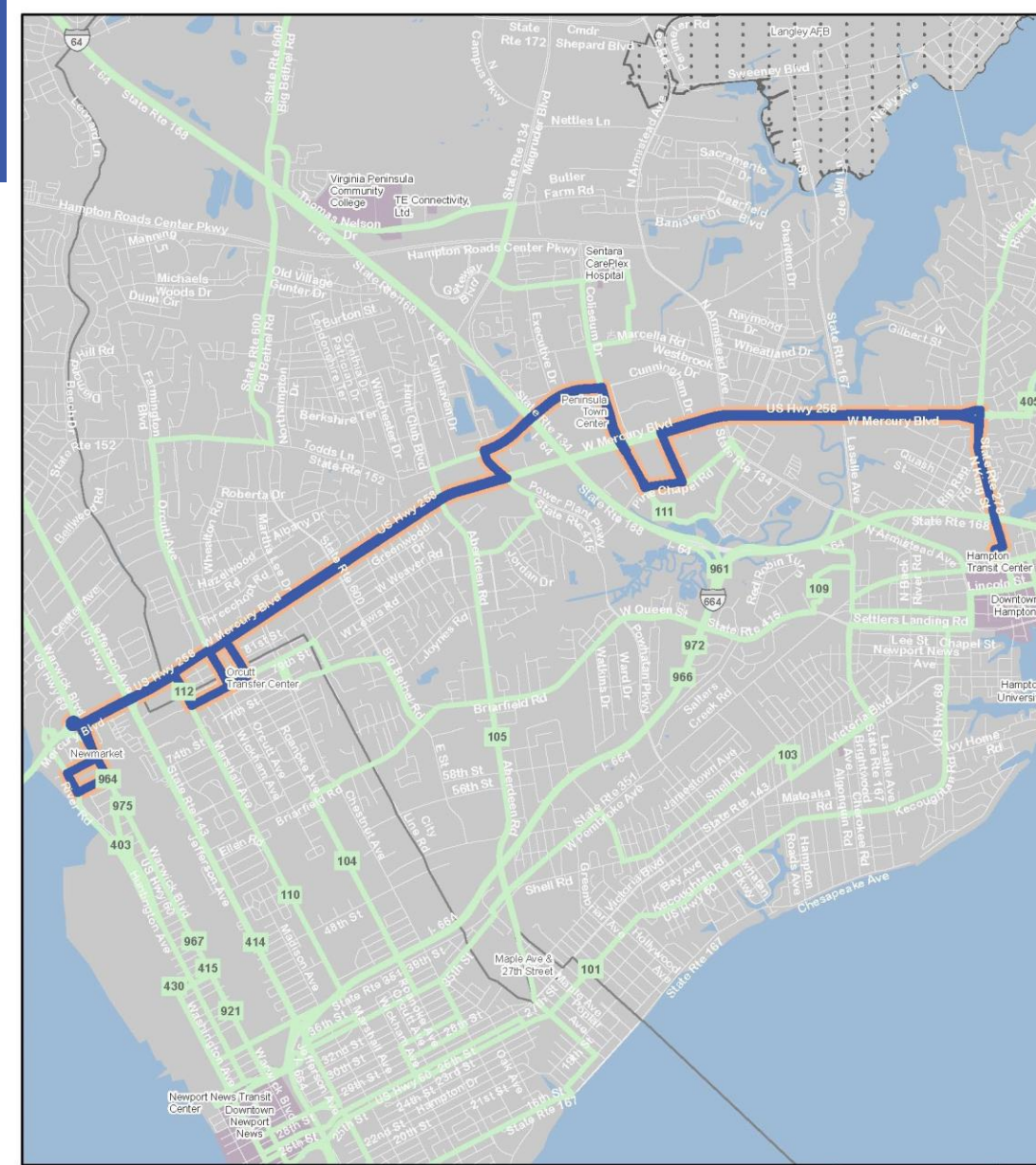
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Route 114

757 Express service (all improvements paid for by HRRTF)

- **FY 2024**
 - 15-minute service is provided during peak periods Monday through Friday.
 - Improved weekday span to 5:00 a.m. to 1:00 a.m. and weekend span improved to 6:00 a.m. to 12:00 a.m.
- **FY 2031**
 - Improve weekday midday, Saturday base, and Sunday baseheadways to 30-minutes.



Route 114

Focus Route

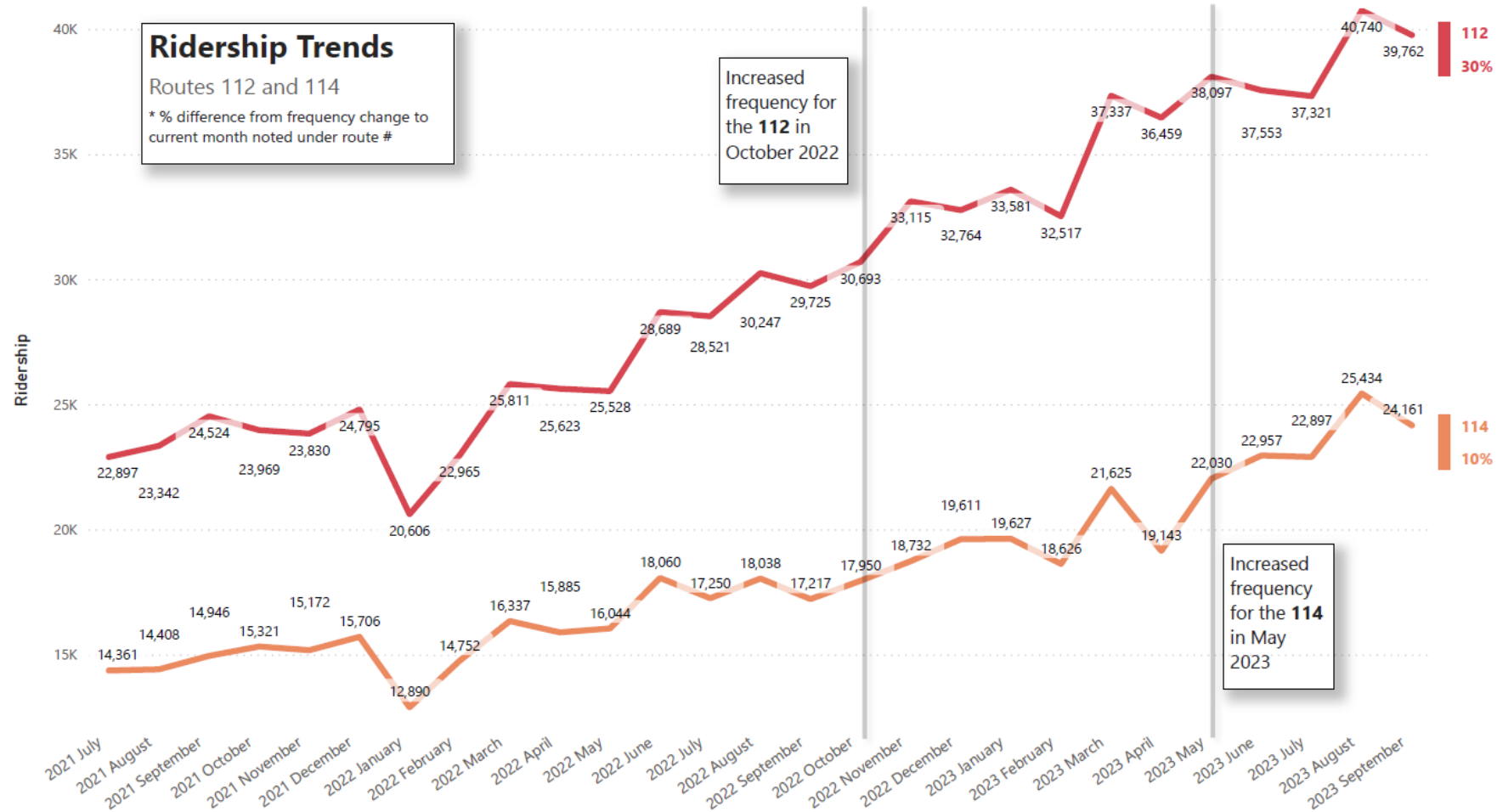
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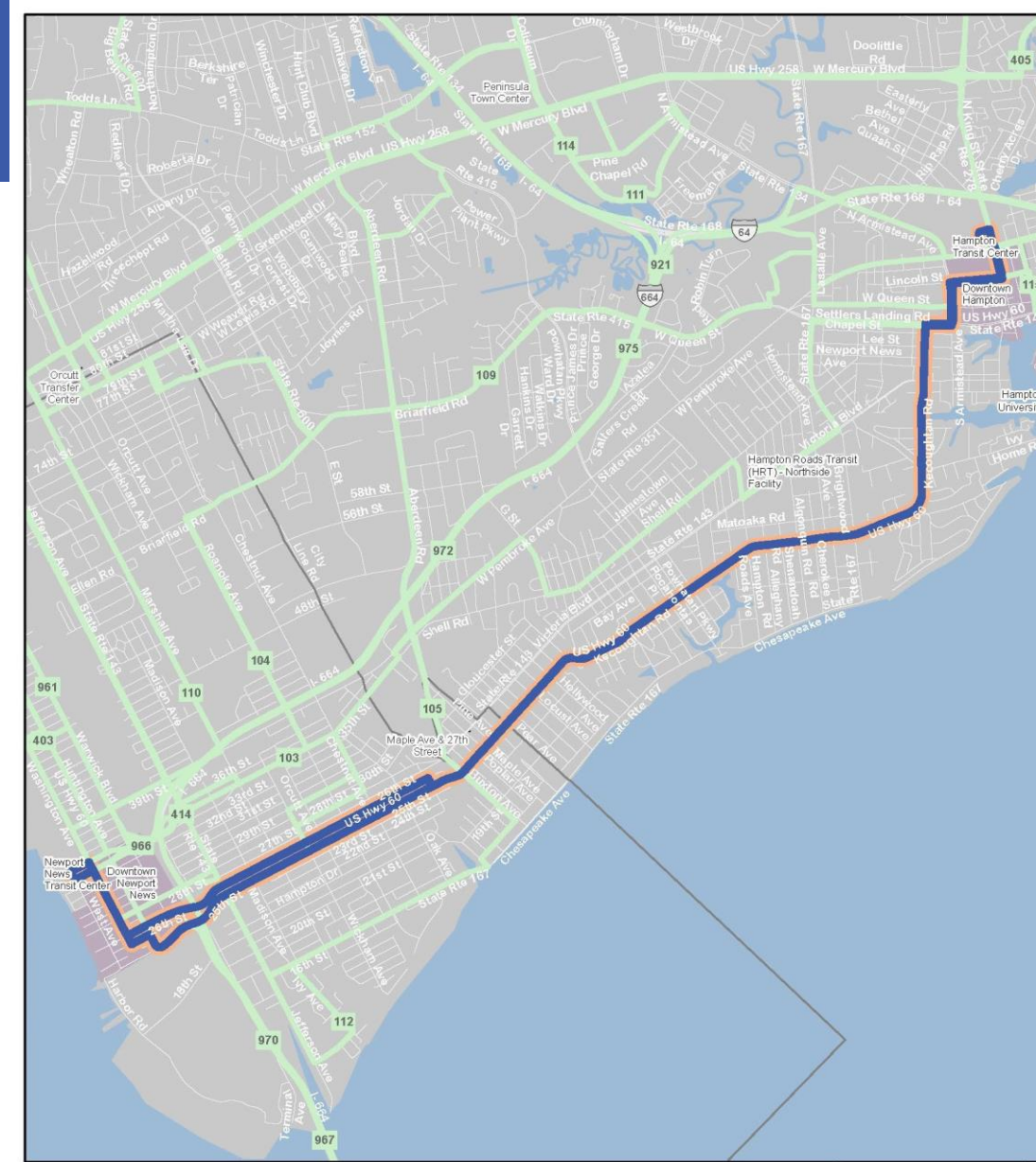
Routes 112 and 114 Ridership



Route 101

757 Express service (all improvements paid for by HRRTF)

- **FY 2028**
 - 15-minute service will be provided during peak periods Monday through Friday.
 - Weekday span improved to 5:00 a.m. to 1:00 a.m. and Sunday span improved to 5:15 a.m. to 12:10 a.m.



Route 101

Focus Route

- Planned Alignment
- Existing Alignment

- Planned System
- Light Rail
- Ferry

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Questions?