

Transit System Optimization Plan (SOP)

January 28, 2026
City Council Meeting



Pandemic Impacts



- Ridership
- Drivers
- Financial

System Optimization Plan (SOP) Goals

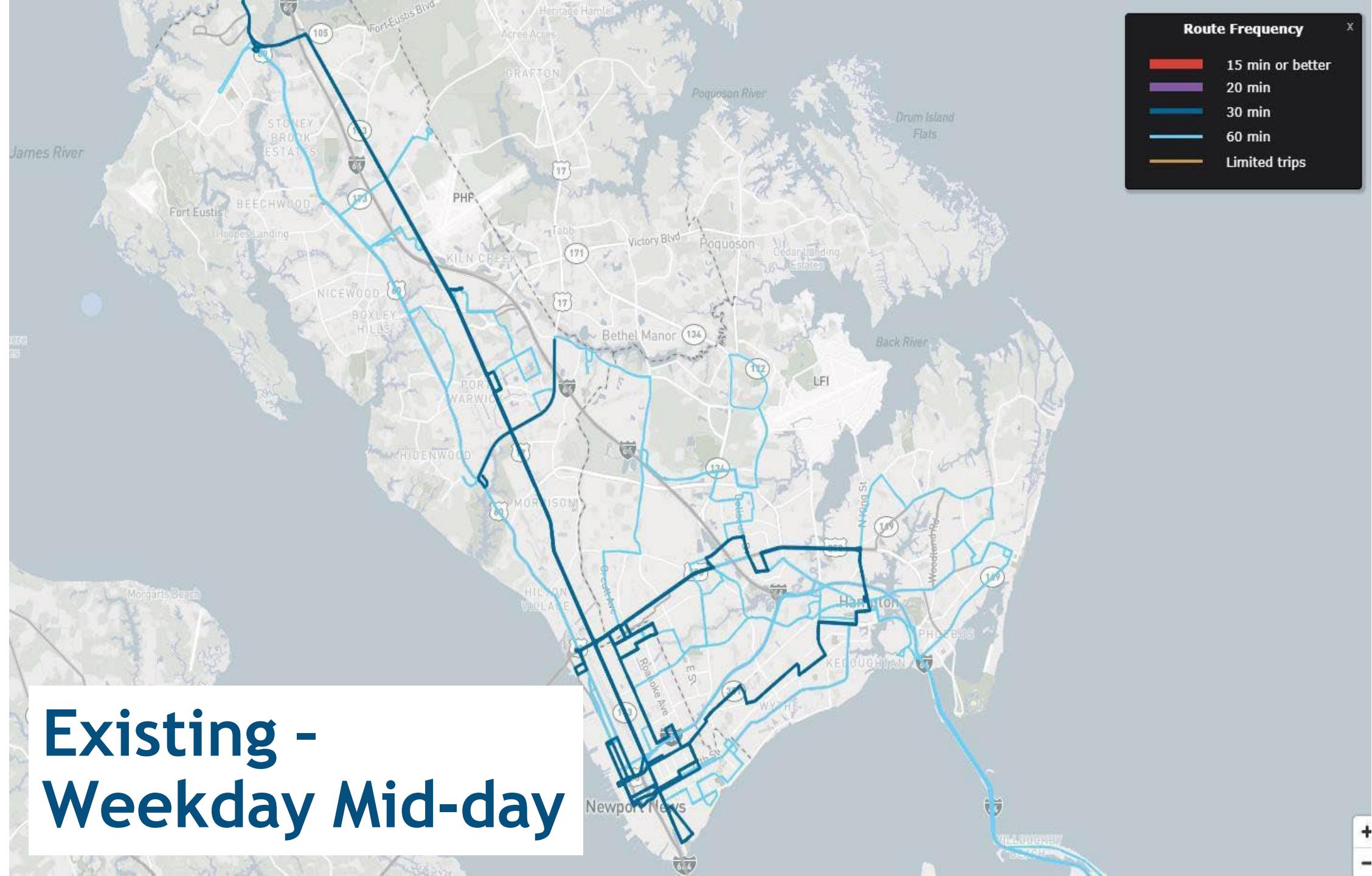


- Make more efficient use of funding and scarce drivers
- Provide consistent service 7-days-a-week where the most people ride
- Simplify the network
- Plan more useful routes that allow people to reach more of the Peninsula
- Strategically use microtransit to limit system impacts from efficiencies

Microtransit



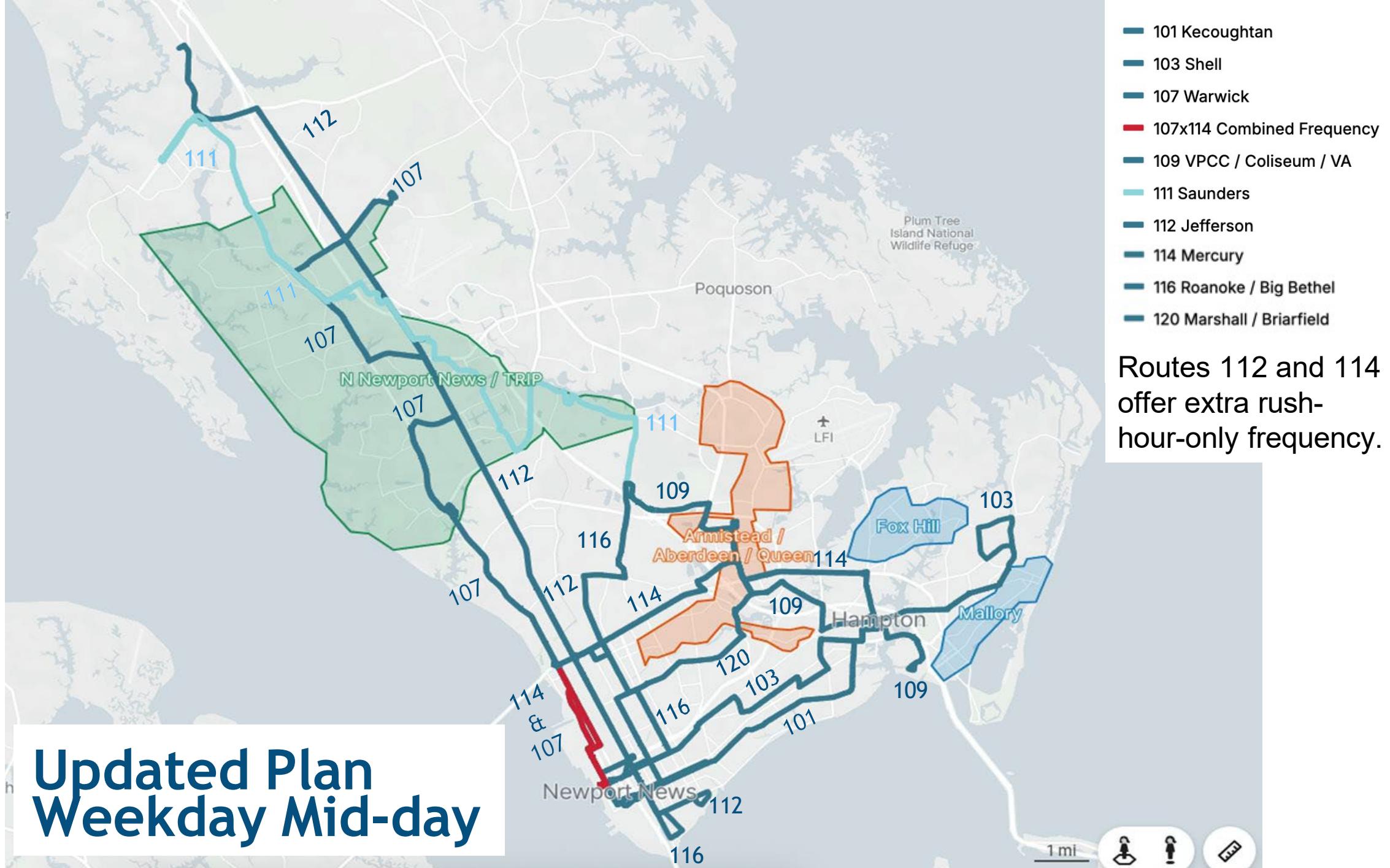
- On-demand small vehicle service
- Best suited for areas with low density and low ridership demand
- Effective where fixed-route transit would be inefficient or costly due to low ridership and/or long, circuitous or one-way service routes.
- Microtransit Zones
 - Small, generally 7 square miles or less
 - Support the fixed route network, rather than chop up long routes currently used for cross-Peninsula trips
 - Can be operated to allow any trips within the zone, and trips to a number of transit connection points and major destinations near (but outside) the zone



Updated Plan



- Strategic use of microtransit, limits service coverage impacts
- Modified, updated routes responding to recent ridership and development
- Extends routes across the Peninsula from east Hampton to the Newport News Shipbuilding area to reduce transfers and travel time
- Consistent 30-minute frequency Monday through Saturday on 4 of 10 routes (Routes 112, 114, 103 & 107)
- 60-minute frequency on Sundays for all routes, no service on Route 111
- 15-minute extra peak frequency on Routes 112 and 114, and along the Newport News Shipbuilding area





Efficiency Impacts

Peninsula Scenarios	Route Type	Estimated Peak Fleet Needed	Estimated Annual Revenue Hours	Estimated Operators Needed	Estimated Microtransit Operating Cost (2026)
Existing	Local	50	160,051	105	Not applicable
	Regional (112,114)		77,661	53	
	Combined		237,712	158	
SOP Alternative	Local	44	111,140	73	\$1,990,760
	Regional (101, 112, 114)		88,859	60	
	Combined		199,999	133	

Hampton's service hours go from 82,279 to 73,004



Proximity to Service

- Total coverage will increase with 61% of residents near transit service (up from 59%)
- Twice as many jobs in Hampton will be located near transit service with 30-minute frequency (instead of 60-minute)
- More than double the residents will have access to 30-minute service. On Saturdays, the number of residents and jobs near higher frequency service will increase.
- Expanded microtransit replaces some 60-minute fixed routes
- More single bus, cross-Peninsula trips - all day without transfers

Next Steps



March 2026 HRT Public Outreach Begins

TBD Hampton Public Input Meeting
Details will be posted on gohrt.com

April 2026 HRT Board Action on the SOP

October 2027 Implementation Begins

Questions?

