

Transit System Optimization Plan (SOP)

January 28, 2026
City Council Meeting



Pandemic Impacts

- Ridership
- Drivers
- Financial



System Optimization Plan (SOP)

Goals

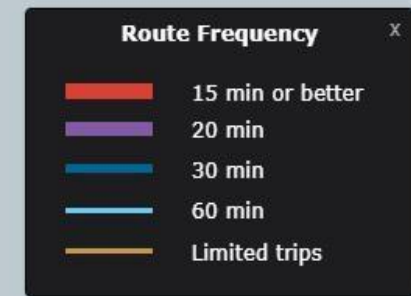


- Make more efficient use of funding and scarce drivers
- Provide consistent service 7-days-a-week where the most people ride
- Simplify the network
- Plan more useful routes that allow people to reach more of the Peninsula
- Strategically use microtransit to limit system impacts from efficiencies



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



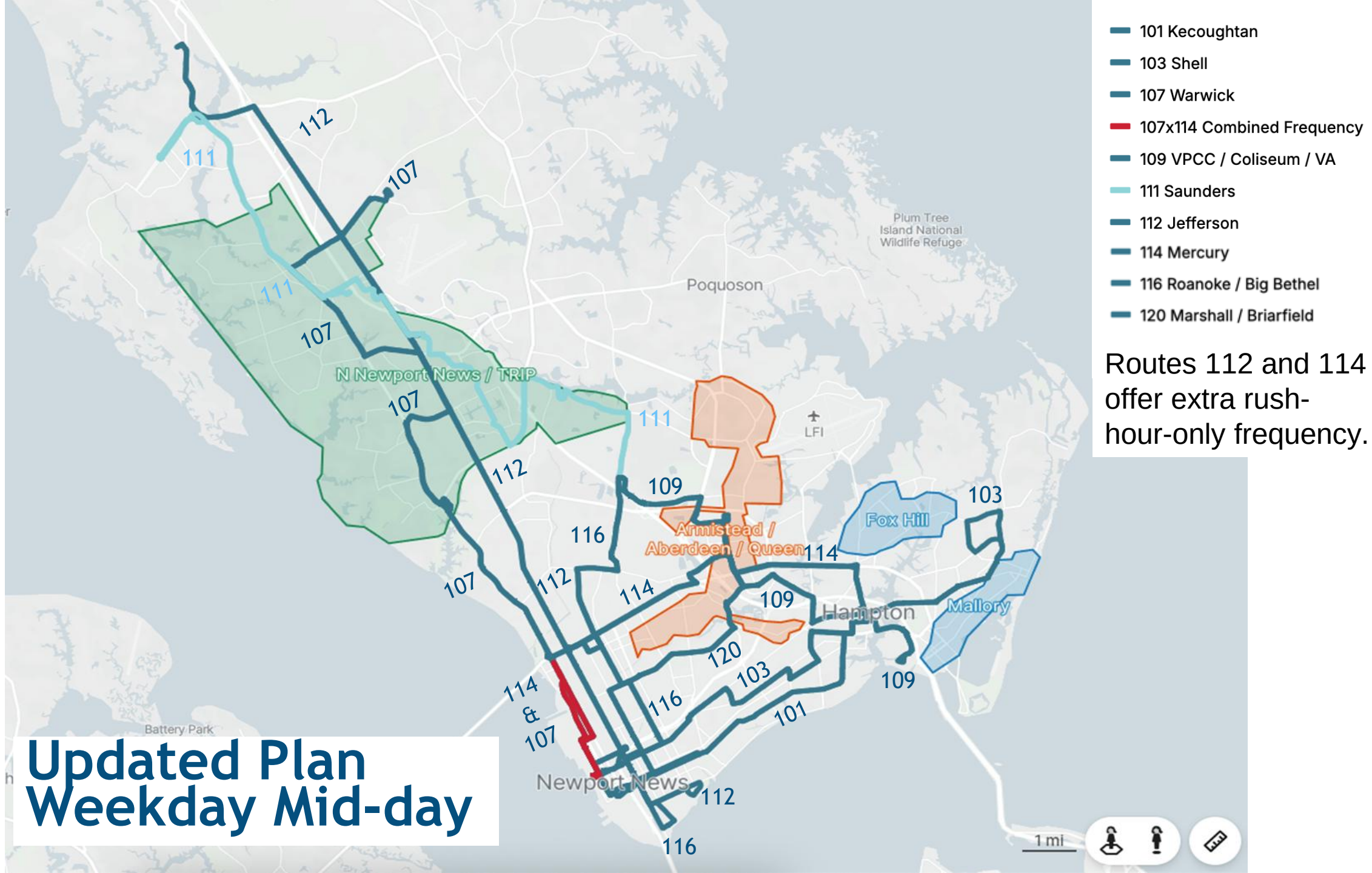
**Existing -
Weekday Mid-day**





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 Route 101 and along the Newport News Shipbuilding area





Efficiency Impacts

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

Hampton's service hours go from 108,623 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 <i>Details will be posted on gohrt.com</i>
April 2026	HRT Board Action on the SOP
October 2027	Implementation Begins

Questions?

