

Hampton Roads Transit

Hampton City Council

Ride along



CITY OF HAMPTON PARTICIPANTS

Donnie Tuck Mayor
Jimmy Gray Council Member
Billy Hobbs Council Member
Mary Bunting City Manager
Brian DeProfio Assistant City Manager
Hui-Shan Walker Interim Assistant City Manager
Steve Bond City Attorney
Taiub Mohammad Management Analyst
Katherine Glass Clerk
Chris Bowman Council Member
Steven L. Brown Council Member
Hope L. Harper Council Member
Martha Mugler Council Member

HRT PARTICIPANTS

William Harrell President & CEO
Ray Amoruso Chief Planning & Development Officer
Antoinette White Assistant Director of Planning/ Scheduling
Chandler Motley Planner
Noelle Pinkard Organizational Advancement Officer

ITINERARY

Route 114 Mercury Blvd to 73rd & Warwick

City Hall	HTC	PTC	81 st & Orcutt	73 rd & Warwick
10:00 AM	10:05 AM	10:23 AM	10:47AM	10:57 AM

Route 114 Mercury Blvd to HTC

73 rd & Warwick	81 st & Orcutt	PTC	HTC	City Hall
11:00 AM	11:24 AM	11:42 AM	11:57 AM	12:03 PM

ROUTE 114 MERCURY BOULEVARD

GENERAL

- + Provides service along Mercury Blvd connecting HTC to Peninsula Town Center, Orcutt & 81st, and finally Newmarket at the James River Bridge.
 - + Operates 7 days a week
 - 15 min. service during peak, Monday through Friday
 - 30/60 min. service off peak, Monday through Friday from 5:00 AM to 1:30 AM
 - 30/60 min. service on Saturdays from 6:00 AM to 12:30 AM
 - 60 min. service on Sundays from 6:00 AM to 12:30 AM

MAJOR TRANSFER LOCATIONS

- + Hampton Transit Center – Routes – 101, 102, 103, 109, 110, 115, 118, 403, 961
- + Coliseum Central / Peninsula Town Center - Routes - 102, 105, 118
- + Orcutt Avenue / 81st Street - Routes - 104, 110, 112, 405

EDUCATIONAL INSTITUTIONS SERVED

- + Thomas Eaton Middle School | Aberdeen Elementary School | Francis Mallory Elementary School | Carver Elementary School | Crittenden Middle School | Mary Peake Elementary School

NEIGHBORHOODS SERVED

- + Downtown Hampton | Old North Hampton | Windsor Terrace | Pine Chapel | Aberdeen Gardens | Newmarket | Pasture Point | Coliseum Central | Briarfield | Carver | River

GROCERY STORES SERVED

- + Swami Food Store | Hampton Oriental Market | Food Lion (Langley Square) | Walmart (Pine Chapel) | Target (Peninsula Town Center) | Kroger (Riverdale) | Lidl | Aldi | Walmart Neighborhood Market (Mercury Plaza) | E-Z Pick | Food Lion (Hampton Plaza) | Food Lion (Newmarket) | Walmart (Newmarket)

POINTS OF INTEREST

- + City Hall
- + Hampton Courts
- + Vanguard Brewpub & Distillery
- + Langley Square Shopping Center
- + Peninsula Golf Club
- + Air Power Park
- + Hampton Coliseum
- + Hampton Convention Center
- + Peninsula Town Center
- + Riverdale Shopping Center
- + Mercury Plaza
- + Hampton Plaza Shopping Center
- + DMV
- + Newmarket
- + YMCA
- + Various other retail, commercial, healthcare and religious establishments

RIDERSHIP

ROUTE	MONTH	FY 2024	FY 2023	FY 2022	FY 2021	FY 2020	FY 2019
114	July	22,897	17,250	14,361	17,704	28,308	27,025
	Aug	25,434	18,038	14,408	16,931	28,442	29,583
	Sep	24,161	17,217	14,946	17,741	26,633	24,740
	Oct	25,823	17,950	15,321	18,531	30,379	30,018
	Nov	25,505	18,732	15,172	16,239	27,566	27,852
	Dec	24,637	19,611	15,706	15,675	27,938	28,222
	Jan		19,627	12,890	14,875	27,868	27,928
	Feb		18,626	14,752	13,225	26,975	26,403
	Mar		21,625	16,337	15,852	23,451	27,956
	Apr		19,143	15,885	15,525	7,633	28,732
	May		22,030	16,044	13,965	7,069	30,209
	Jun		22,957	18,060	13,300	12,419	27,428
FY Totals		148,457	232,806	183,882	189,563	274,681	336,096

Covid Response

15-Min
Headway

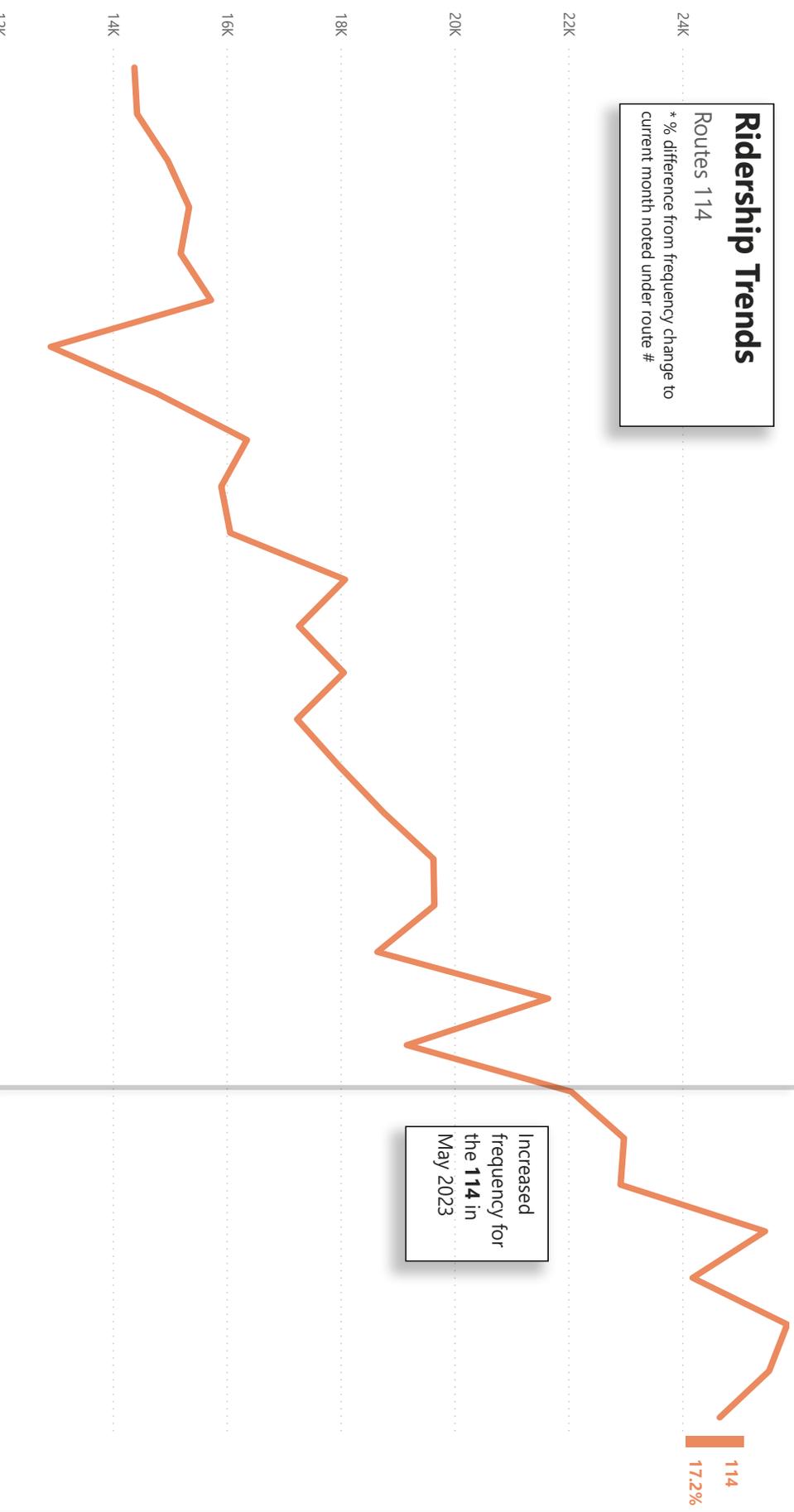
Ridership Trends

Routes 114

* % difference from frequency change to current month noted under route #

Ridership

2021 July
2021 August
2021 September
2021 October
2021 November
2021 December
2022 January
2022 February
2022 March
2022 April
2022 May
2022 June
2022 July
2022 August
2022 September
2022 October
2022 November
2022 December
2023 January
2023 February
2023 March
2023 April
2023 May
2023 June
2023 July
2023 August
2023 September
2023 October
2023 November
2023 December



Increased frequency for the 114 in May 2023

114
17.2%

Route 114 Performance

Since increasing service to 15-minute frequency in May 2023, Route 114 and its related routes have seen large increases in ridership. The "Before" period below refers to [June 2022 - Dec. 2022](#). "After" refers to [June 2023 - Dec. 2023](#). Bars show sum ridership.

ROUTE 114 UP

35%

The increase in service frequency most likely resulted in an increase in ridership when compared to the same period in the previous year.



RELATED ROUTES UP

22%

The frequency increase has had a residual impact on routes that share stops with Route 114. This is likely due to an increase in transfer opportunities.



OTHER ROUTES UP

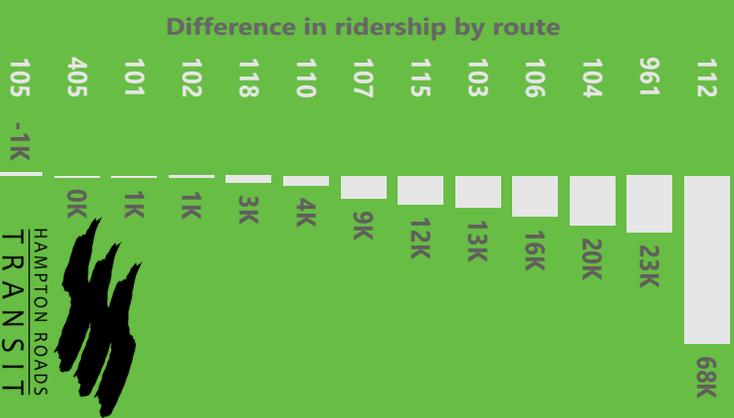
2%

The increases in the impacted routes can be compared to the ridership increase shared by routes not related to Route 114.



WHAT ARE THE RELATED ROUTES?

Many routes in Hampton and Newport News share stops with Route 114. All of these routes utilize the transfer centers.



HAMPTON ROADS
TRANSIT