



HAMPTON ROADS
TRANSIT

Transit Development Plan Review

Hampton City Council Briefing September 13, 2017

gohrt.com

Regional Transit Development Plan

What is a Transit Development Plan?

The Transit Development Plan (TDP) is a ten-year plan required by the Department of Rail and Public Transportation. The plan outlines existing transit service, plans for service enhancements, future service and anticipated costs

The TDP Guides HRT Service Planning:

- Analyzing existing service, socioeconomic and demographic data to understand transit supply and demand throughout the region
- The plan is guided by stakeholder and general public input
- Recommendations would be phased in over a ten year period

Transit Development Plan (TDP) Public/Stakeholder Input

- ❖ The major goal of the TDP outreach effort is to capture feedback from key regional City staff stakeholders and members of the public, both existing and potential riders
- ❖ Feedback was collected through a series of focus groups and meetings that took place in the April through June timeframe
- ❖ A pop-up meeting was held on March 30, 2017 at Hampton Transit Center
- ❖ Focus group meeting held at on April 30, 2017 at Northhampton Public Library
- ❖ Feedback helped shape the initial service planning concepts within the TDP

Service Planning Concepts

Service Planning concepts used to improve bus service included:

- ❖ Adjusting frequency of existing routes
- ❖ Adjusting service hours of existing routes
- ❖ Realigning existing routes
- ❖ Incorporating new routes
- ❖ Changing the length of a route
- ❖ Route eliminations
- ❖ Establishing a High Frequency Bus Network

Existing Service in Hampton

**CURRENTLY 18 ROUTES OPERATE IN THE CITY OF HAMPTON: 14 LOCAL,
2 PENINSULA COMMUTER ROUTES (PCS) AND 2 MAX ROUTES**

Route 101 Downtown Newport News to Downtown Hampton via Kecoughtan Ave.

Route 102 Peninsula Town Center to Downtown Hampton via Queen St.

Route 103 Downtown Hampton to Downtown Newport News via Shell Rd.

Route 104 Downtown Newport News to Newmarket via Marshall Ave.

Route 105 Maple Ave. & 27th St. to Peninsula Town Center via Briarfield Rd.

Route 109 Downtown Hampton to Buckroe via Pembroke Ave.

Route 110 Downtown Hampton to Thomas Nelson via Big Bethel Rd.

Route 111 Thomas Nelson to Patrick Henry Lane via Saunders Rd.

Existing Service in Hampton

Route 112 Downtown Newport News to Patrick Henry Mall via Jefferson Ave.

Route 114 Downtown Hampton to Newmarket via Weaver Rd.

Route 115 Downtown Hampton to Buckroe via Fox Hill Rd.

Route 117 Downtown Hampton to VA Hospital via Settlers Landing Rd.

Route 118 Downtown Hampton to Semple Farm via Armistead Ave.

Route 120 Downtown Hampton to Buckroe via Mallory St.

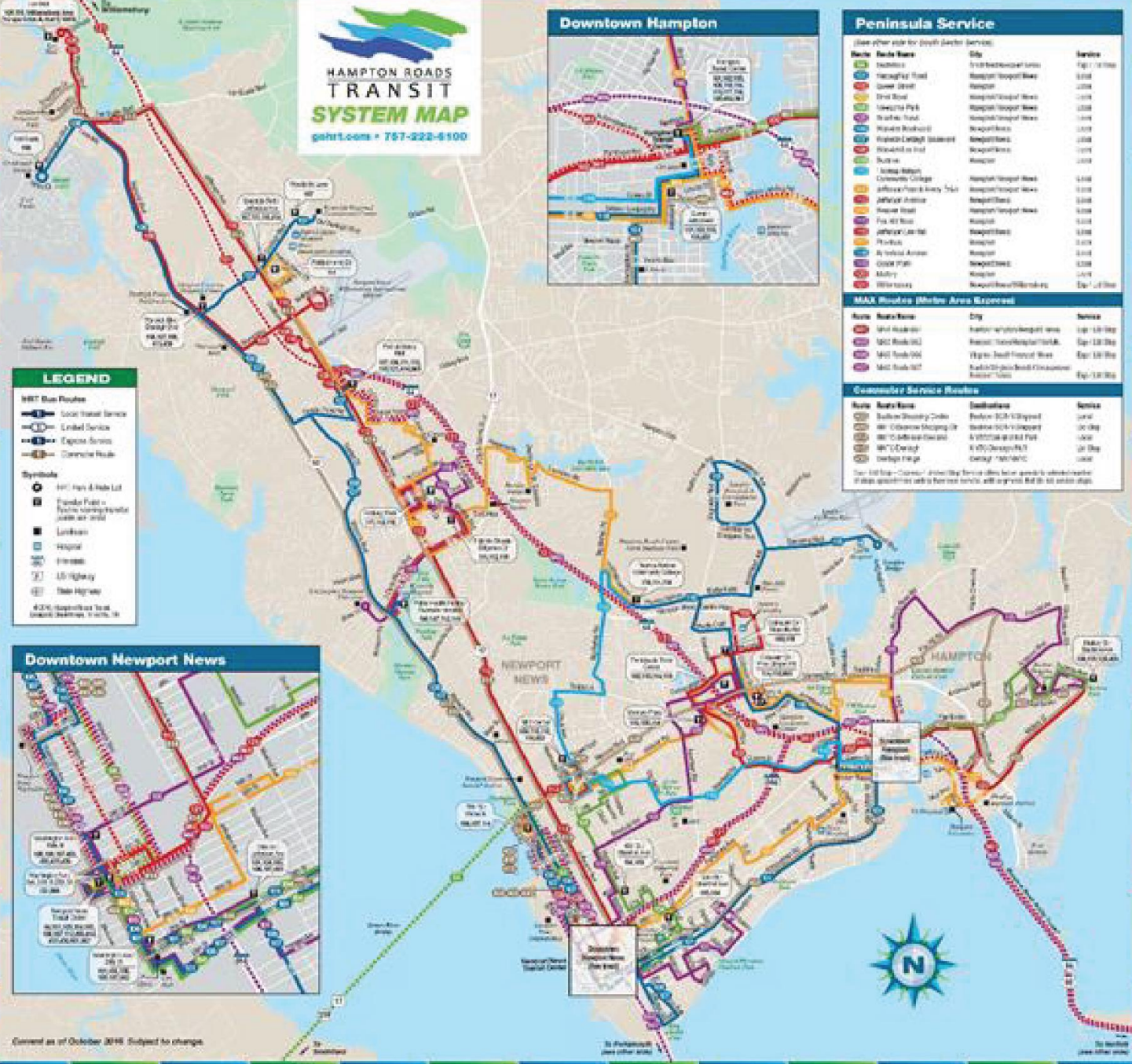
MAX Route 961 Newport News to Hampton to Norfolk

MAX Route 965 Patrick Henry Mall to Naval Station Norfolk

PCS Route 403 Buckroe Shopping Center to Newport News Shipyard

PCS Route 405 Buckroe Shopping Center to Newport News Shipyard to NNTC

HAMPTON ROADS **TRANSIT** **SYSTEM MAP** hrt.com • 757-222-6100



LEGEND

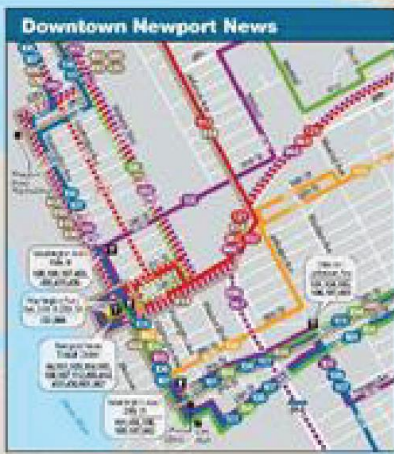
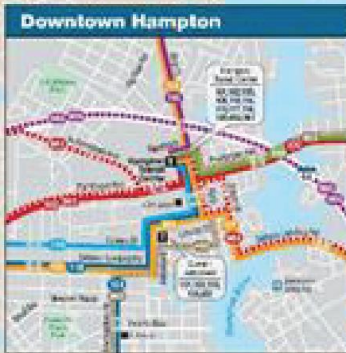
HRT Bus Routes

- Local Transit Service
- Local Service
- Express Service
- Commuter Route

Symbols

- HRT Bus & Rail Lot
- Transfer Point to Public transportation from an area
- Landmark
- Hospital
- Interstate
- US Highway
- State Highway

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Peninsula Service

(See other side for South Sector Service)

Route	Route Name	City	Service
101	Peninsula	York/Bedford/Henry	10/15
102	Peninsula	Hampton/Neptune/Bass	10/15
103	Peninsula	Hampton	10/15
104	Peninsula	Hampton/Neptune/Bass	10/15
105	Peninsula	Hampton/Neptune/Bass	10/15
106	Peninsula	Hampton/Neptune/Bass	10/15
107	Peninsula	Hampton/Neptune/Bass	10/15
108	Peninsula	Hampton/Neptune/Bass	10/15
109	Peninsula	Hampton/Neptune/Bass	10/15
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113	Peninsula	Hampton/Neptune/Bass	10/15
114	Peninsula	Hampton/Neptune/Bass	10/15
115	Peninsula	Hampton/Neptune/Bass	10/15
116	Peninsula	Hampton/Neptune/Bass	10/15
117	Peninsula	Hampton/Neptune/Bass	10/15
118	Peninsula	Hampton/Neptune/Bass	10/15
119	Peninsula	Hampton/Neptune/Bass	10/15
120	Peninsula	Hampton/Neptune/Bass	10/15

MAX Routes (Metropolitan Area Express)

Route	Route Name	City	Service
MAX 1	MAX 1	Hampton/Neptune/Bass	10/15
MAX 2	MAX 2	Hampton/Neptune/Bass	10/15
MAX 3	MAX 3	Hampton/Neptune/Bass	10/15
MAX 4	MAX 4	Hampton/Neptune/Bass	10/15

Commuter Service Routes

Route	Route Name	Locations	Service
Commuter 1	Commuter 1	Hampton/Neptune/Bass	10/15
Commuter 2	Commuter 2	Hampton/Neptune/Bass	10/15
Commuter 3	Commuter 3	Hampton/Neptune/Bass	10/15
Commuter 4	Commuter 4	Hampton/Neptune/Bass	10/15

See other side for South Sector Service

High Frequency Transit Network

- ❖ Implement a new High Frequency Transit Network (HFTN) that will connect the region's major employment centers, education, healthcare, and retail centers

The HFTN would include:



- ❖ New routes/buses with better frequency and reliability
- ❖ State-of-the-art technology and customer amenities
- ❖ Seamless links with other transportation providers
- ❖ Simpler ways to pay fares and access the system

Proposed High Frequency Network on the Peninsula

Route

101 Kecoughtan Road

106 Warwick Boulevard

107 Denbigh Boulevard

112 Jefferson Avenue

114 Weaver Road

961 MAX

971 (new MAX route)

Service Area

Hampton/Newport News

Newport News

Newport News

Newport News/Hampton

Hampton/Newport News

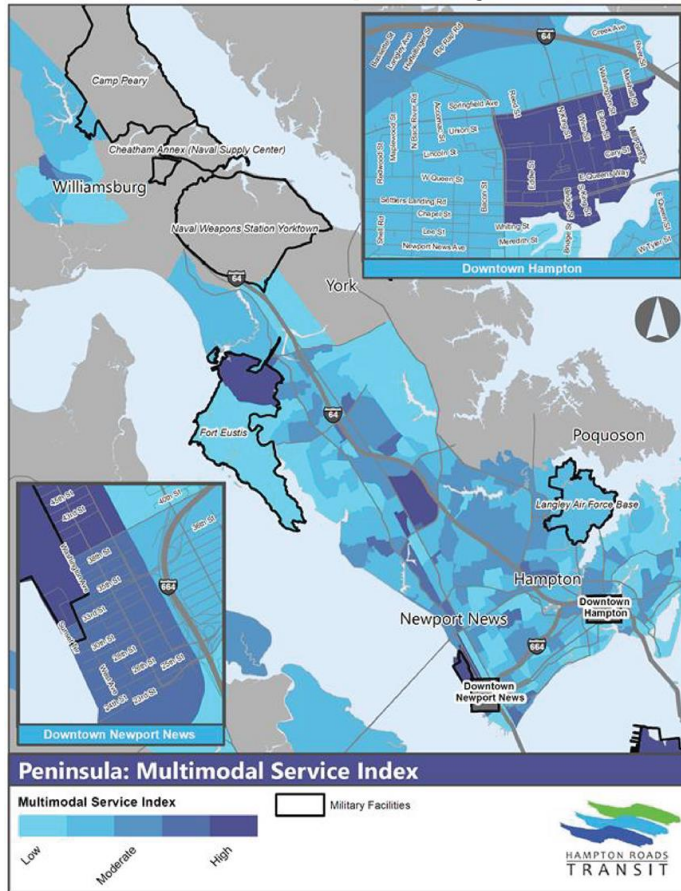
Newport News/Hampton/Norfolk

Norfolk/Hampton

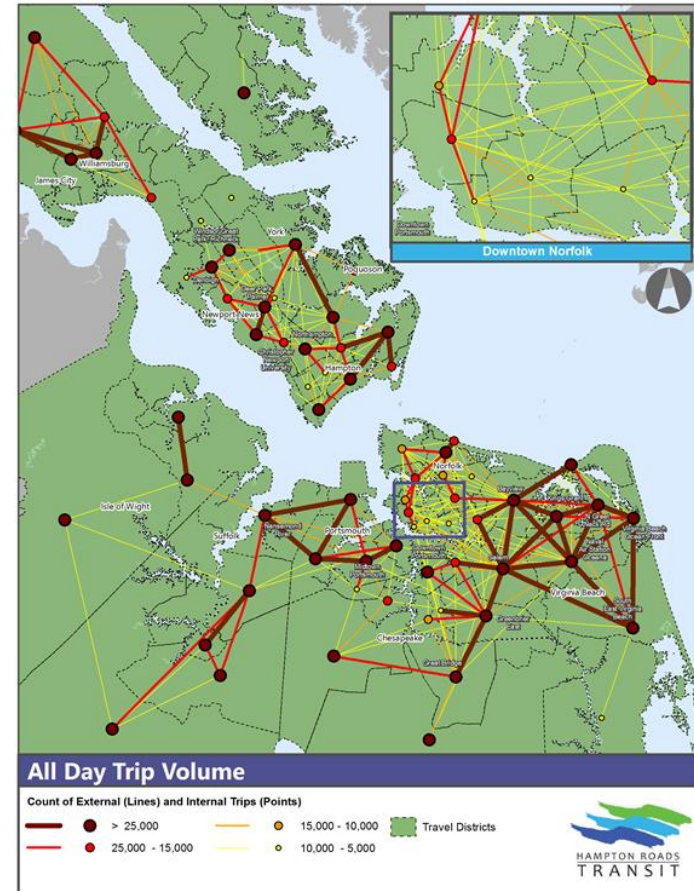


Market Assessment: Needs

Transit Propensity

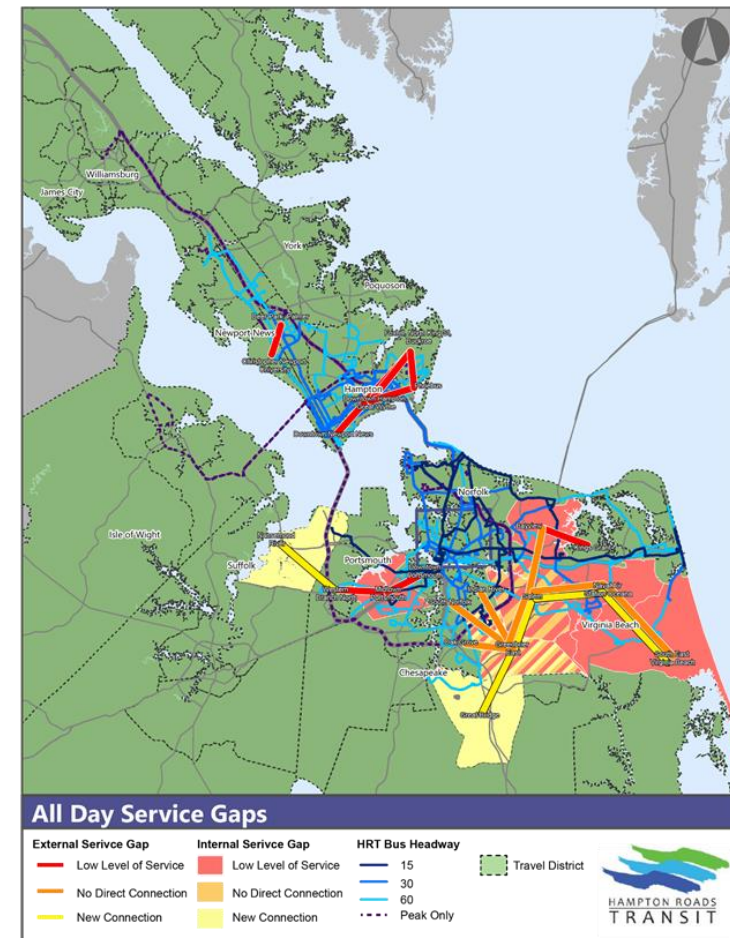


Travel Flows



Market Assessment: Service Gaps

- ❖ Combined transit needs and travel flows
- ❖ Compared against existing service
- ❖ Determined gaps:
 - Low level of service
 - Lack of connections
 - New service areas



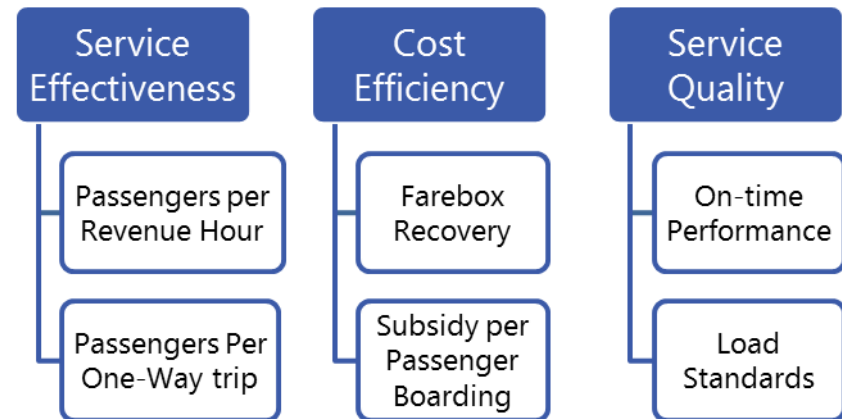
Maximize Resources

Assessed and evaluated service effectiveness and efficiency to maximize resources

High Frequency Transit Network will:

- ❖ Maximize ridership
- ❖ Be cost effective
- ❖ Be reliable and dependable
- ❖ Be comfortable

Key Bus Service Performance Indicators



HFTN Concept Overview

- ❖ Centered around a High Frequency Transit Network of 20 “core” routes
- ❖ Address issues:
 - More dependable, frequent, and on-time service
 - Gaps in service coverage and level of service
 - Inconsistent service spans
 - Duplicative services
 - Circuitous routings
 - Unrealistic run times and schedules
 - Underlying the HFTN will be improved local feeder bus
- ❖ MAX routes and peninsula commuter services will remain with some targeted improvements

Services Characteristics of High Frequency Transit Network

Recommended Frequency

Time Period	Frequency
Morning & Evening Peak	15 minutes
Midday & Evening	30 minutes
Early Morning & Late Night	60 minutes
Saturday	30 minutes
Sunday	60 minutes

Recommended Span of Service

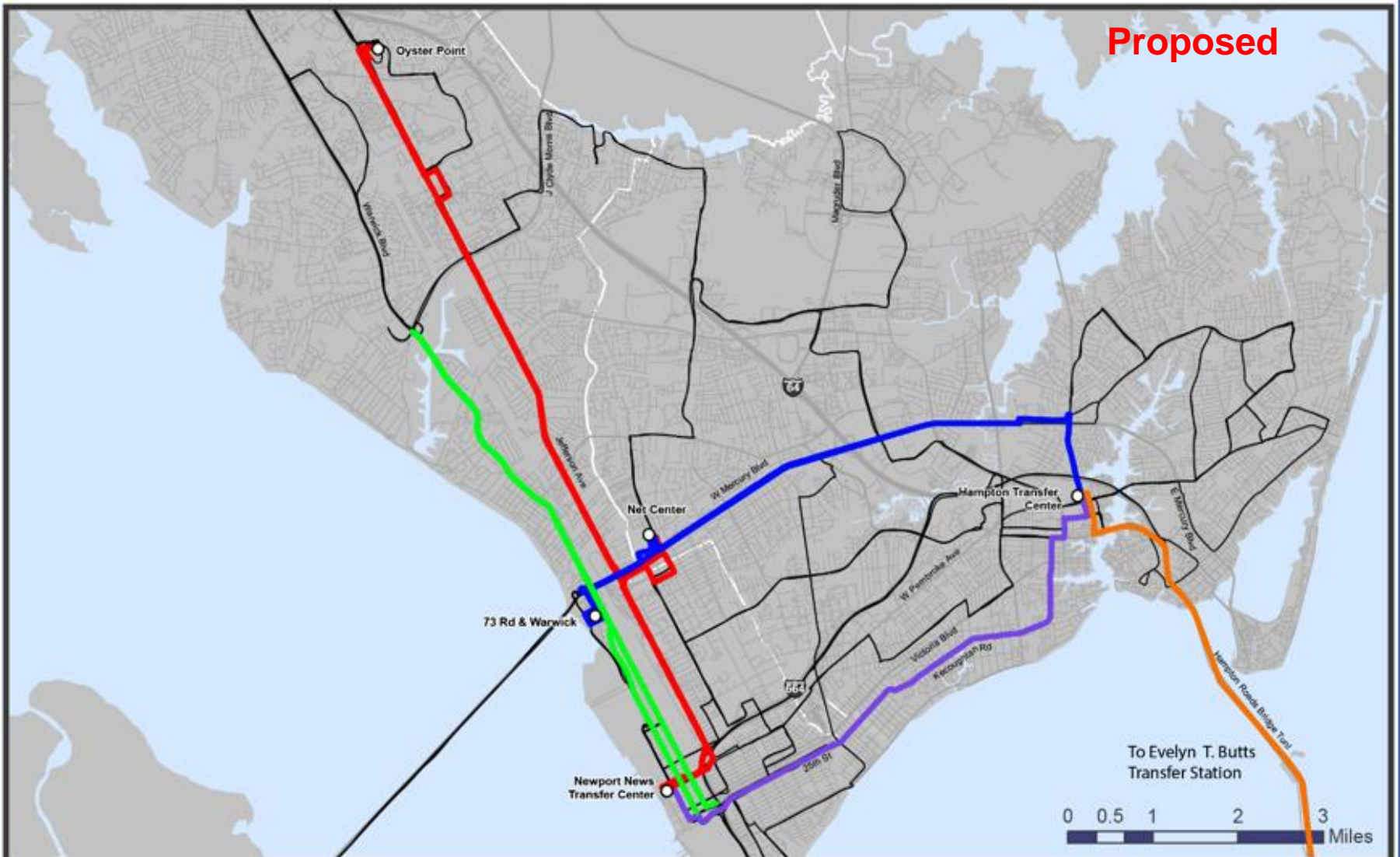
Day	Span
Weekdays	6:00am – 11:00pm
Saturday	6:00am – 11:00pm
Sunday	7:00am – 8:00pm

Return on Investment

- Better coverage
- Better access to jobs
- Higher ridership
- ↑ 73%: Area served by high frequency transit
- ↑ 190%: Population within ¼ mile of high frequency transit
- ↑ 97%: Jobs within ¼ mile of high frequency transit

Network	Service Area (mi ²)	Population	Jobs
Existing	30	121,000	174,000
HFTN	82	351,000	343,000
Percent Change	173%	190%	97%

Proposed



Peninsula Potential High Frequency Transit Routes / Corridors

High Frequency Transit Routes

101 112 114 106 / 107 Corridor 971

— Proposed Local Bus Network

○ Points of Interest

Hampton

Hampton Routes

High Frequency Route

101

114

112

971

Unchanged Alignments

103

961

405

966

New/Updated Alignments

104

115

105

118

110

121/921

111

403

City of Hampton

Transfer Location

Other HRT Route

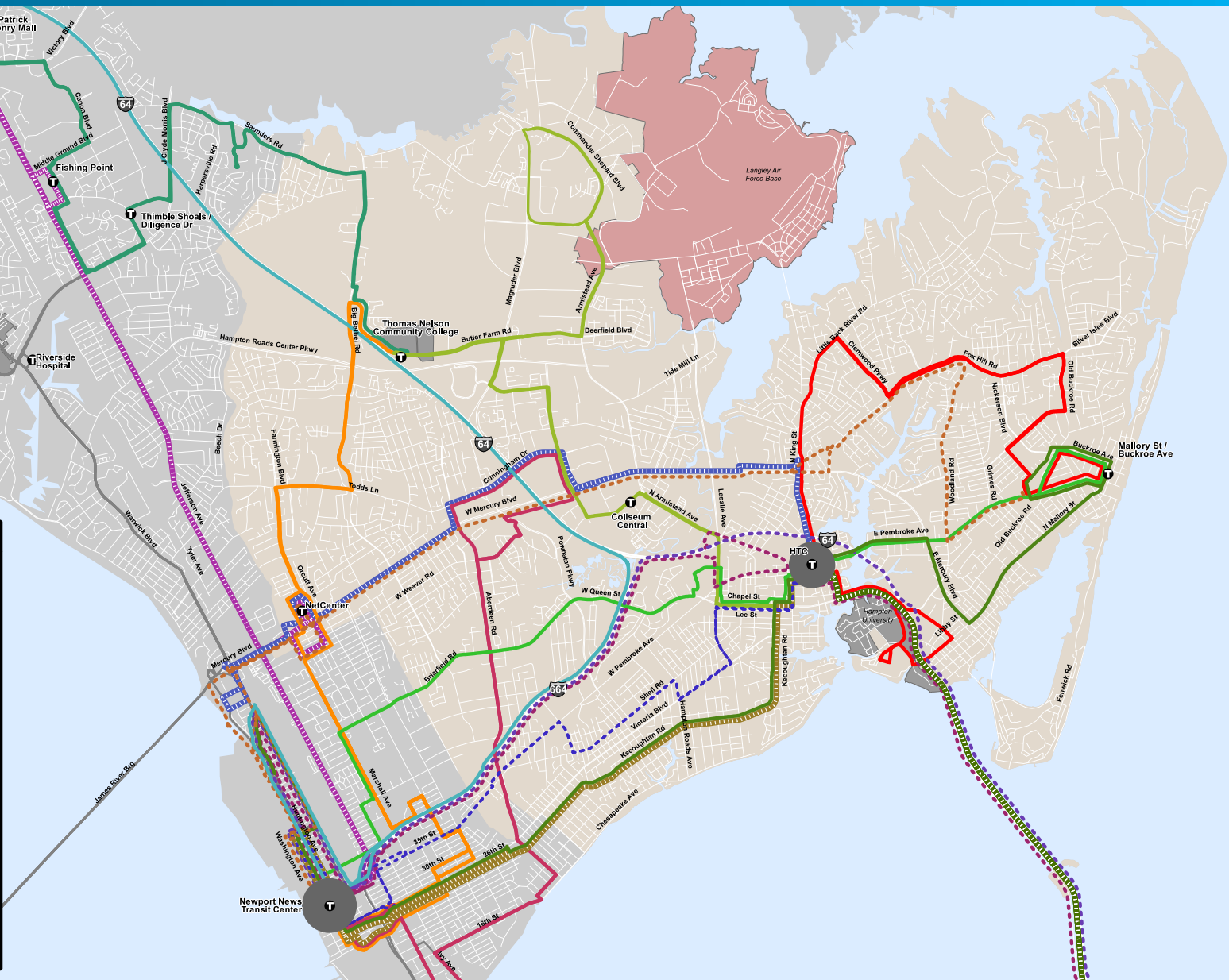
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Miles



Next Steps

- ❖ Continue public involvement on Transit Development Plan
 - Pop-up at Hampton Transit Center to distribute material information regarding the proposed TDP recommendations on September 13, 2017
 - TDP community workshop at HRT headquarters in Hampton on September 21, 2017
 - On-line passenger survey to solicit feedback on proposed recommendations
- ❖ Final recommendations and costs associated with Transit Development Plan
- ❖ Phased approach to implementing prioritized bus service changes
- ❖ Legislative Agenda support for regional High Frequency Transit Network funding