



HAMPTON ROADS
TRANSIT

2016 REGIONAL ORIGIN AND DESTINATION STUDY

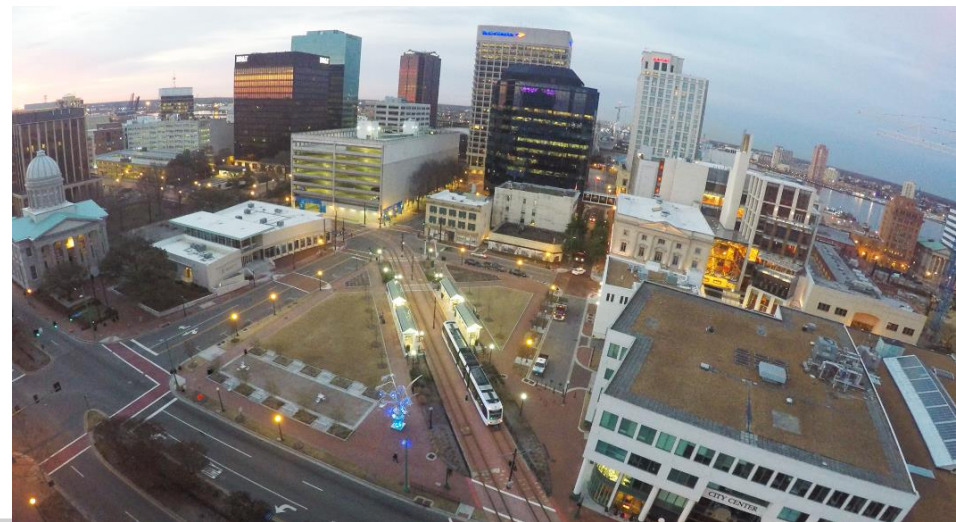
TDCHR WORKSHOP

APRIL 27, 2017

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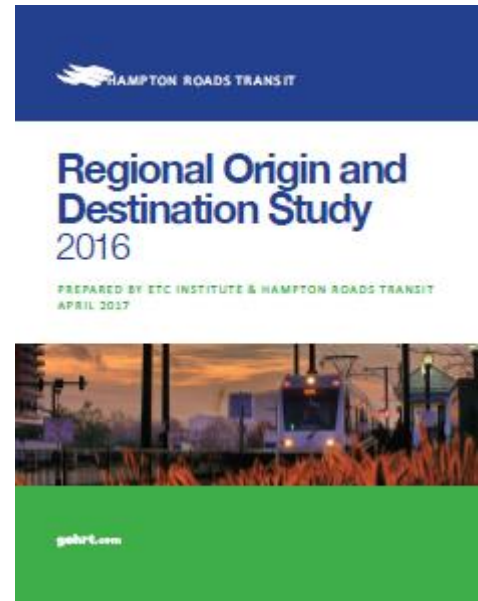
WORKSHOP AGENDA

- 2016 Regional Origin & Destination (O&D) Study
 - Purpose
 - Methodology
- How our Riders use the HRT System?
- Who Are Our Riders?
- Attitudinal Survey
- Data Visualization
- City and Regional Profiles
- Closing Summary/Questions



STUDY PURPOSE

- Gather updated travel behavior data from transit users,
- Support transit planning & operations activities,
- Environmental Justice & Title VI reporting,
- Update the regional travel demand model.



METHODOLOGY

- Survey conducted: August 2016 – February 2017
- Survey administered on every route and mode
- Survey Elements:
 - On-to-Off (O2O), Boarding & Alighting (BA), Park and Ride (PnR), and O&D Survey
 - Sampling Goals:

| TYPE | GOAL |
|--------------------------------|-------|
| O2O | 716 |
| BA | 7,575 |
| PnR | 13 |
| O&D Survey (weekend & weekday) | 6,112 |

- Confidence Interval: 95%, Margin of error $\pm 5\%$





HAMPTON ROADS
TRANSIT

HOW OUR RIDERS USE THE HRT SYSTEM

ORIGIN AND DESTINATION DATA AND INFORMATION

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HOW OUR RIDERS USE HRT

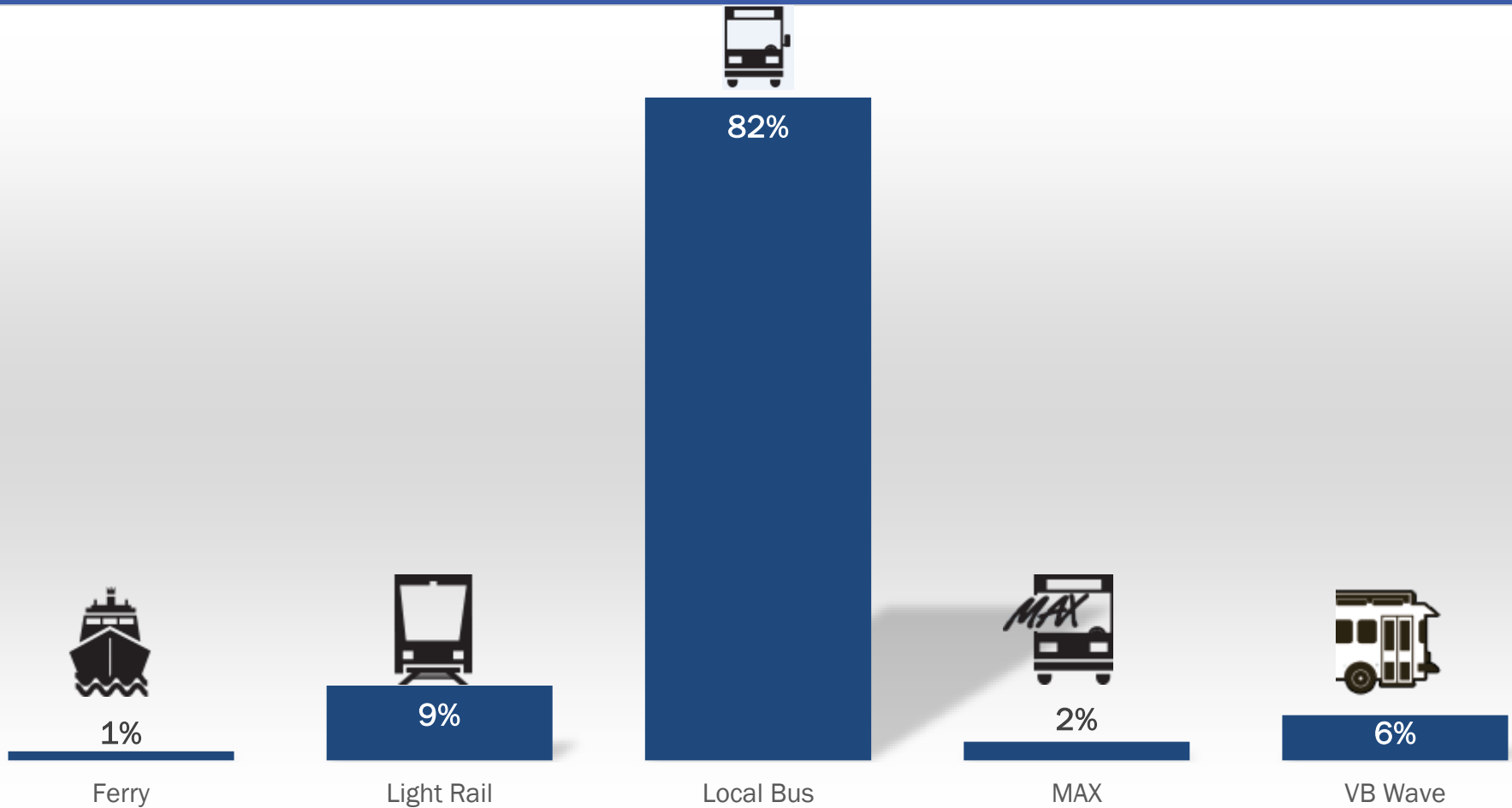
RIDERSHIP BY MODE

HRT IS A TRANSIT COMPANY, THAT OFFERS MULTIPLE MODES OF TRANSIT
HOWEVER, THE CORE OF OUR BUSINESS IS BUS



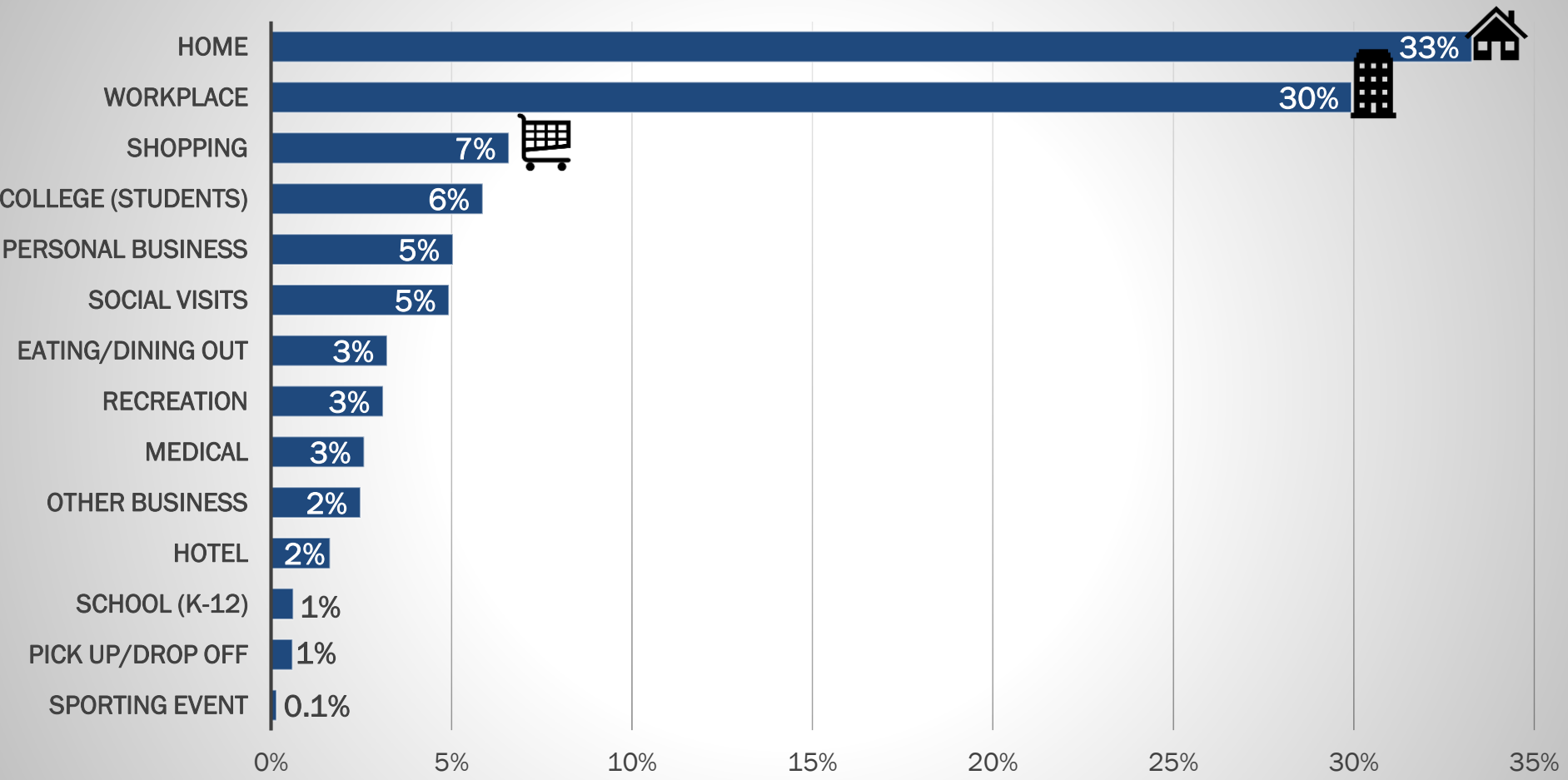
HOW OUR RIDERS USE HRT

RIDERSHIP BY MODE - WEEKDAY



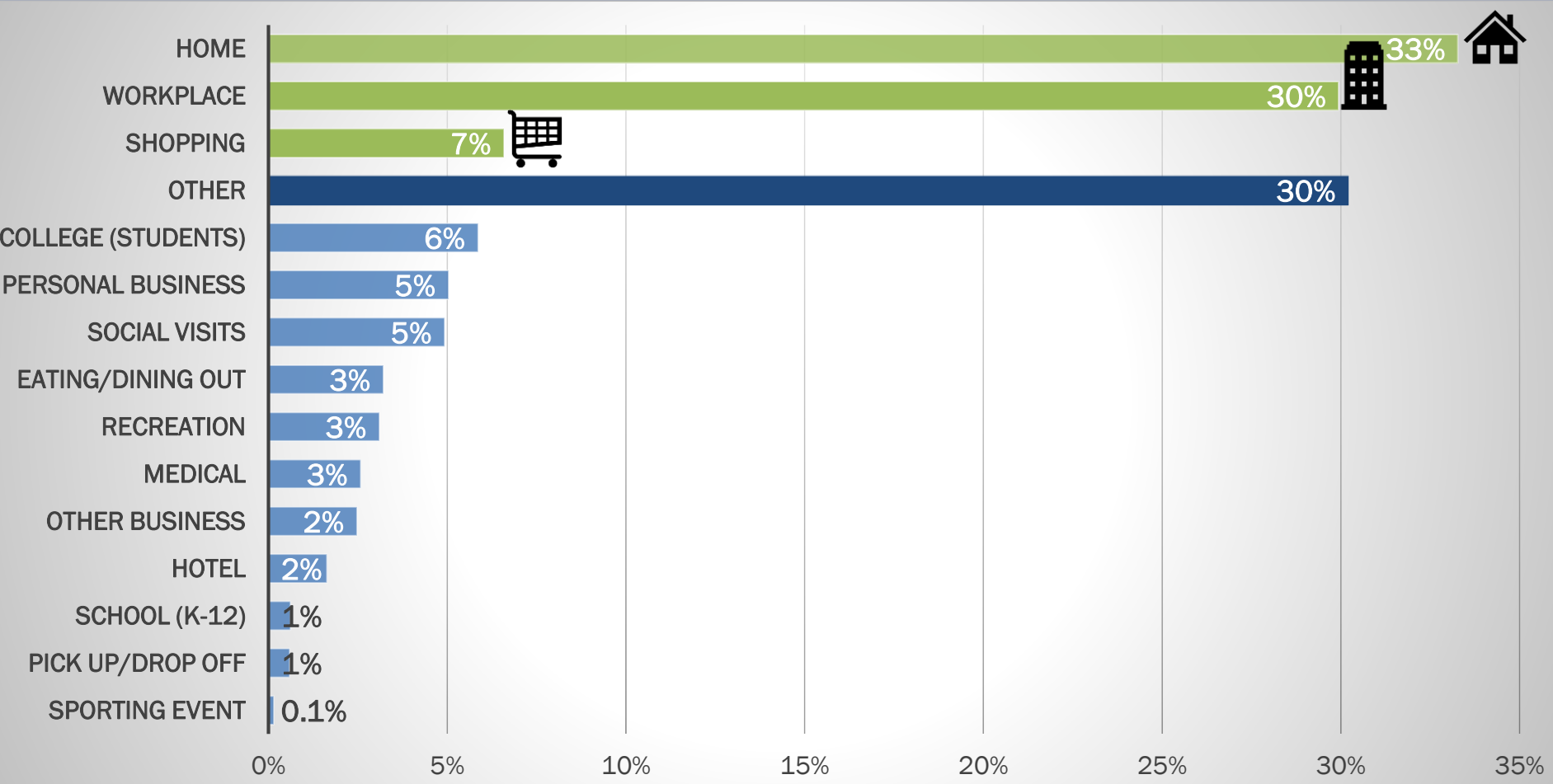
HOW OUR RIDERS USE HRT

MOST COMMON TRIP DESTINATIONS - WEEKDAY



HOW OUR RIDERS USE HRT

MOST COMMON TRIP DESTINATIONS



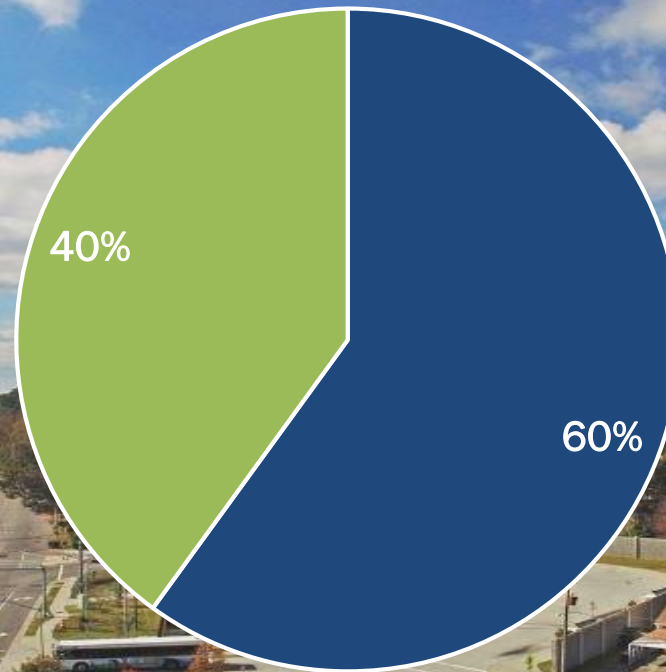
HOW OUR RIDERS USE HRT

REVERSE TRIP

DID THE RESPONDENT TAKE A ROUND TRIP?

■ YES - ROUND-TRIP TAKEN

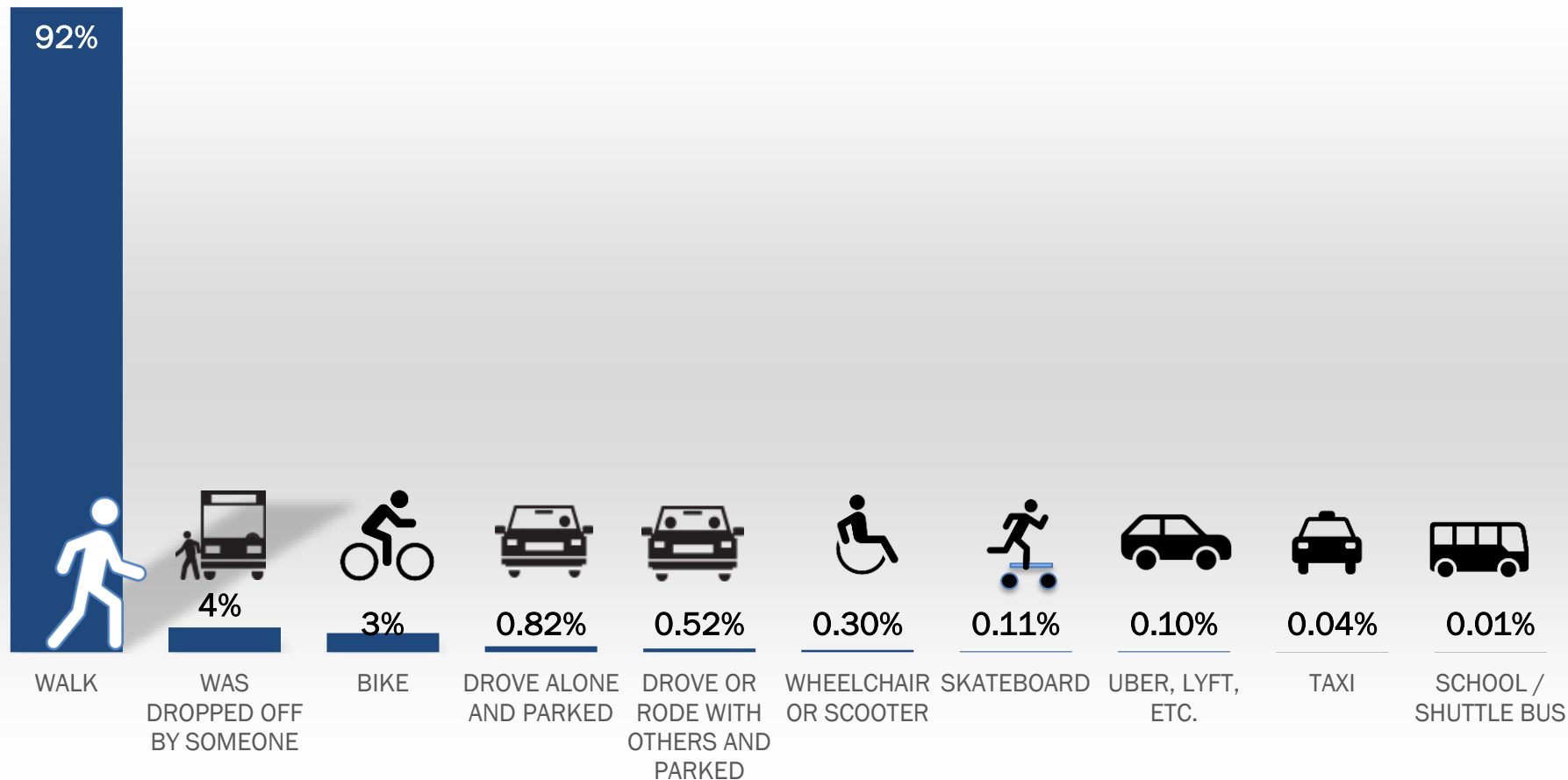
■ NO - ROUND-TRIP NOT TAKEN



HAMPTON ROADS TRANSIT

HOW OUR RIDERS USE HRT

ACCESS MODE



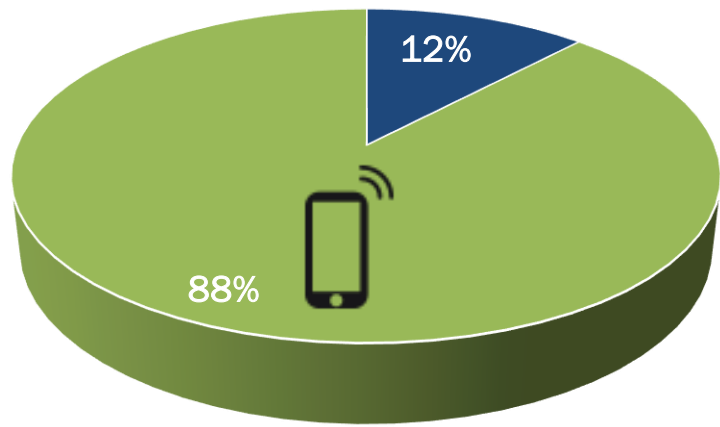
HOW OUR RIDERS USE HRT SMARTPHONE OWNERSHIP



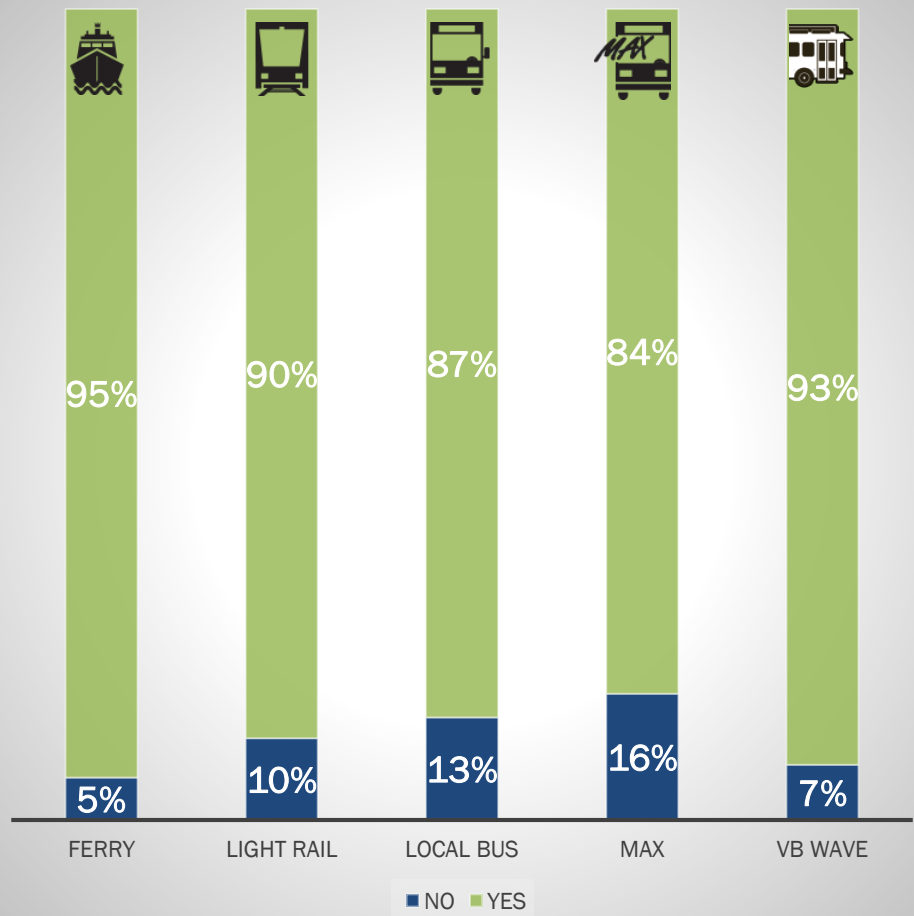
HAMPTON ROADS TRANSIT

HOW OUR RIDERS USE HRT

SMARTPHONE OWNERSHIP

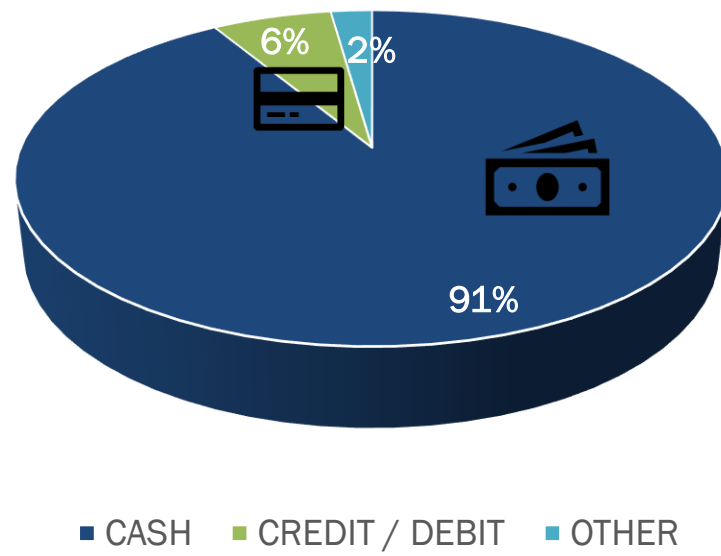
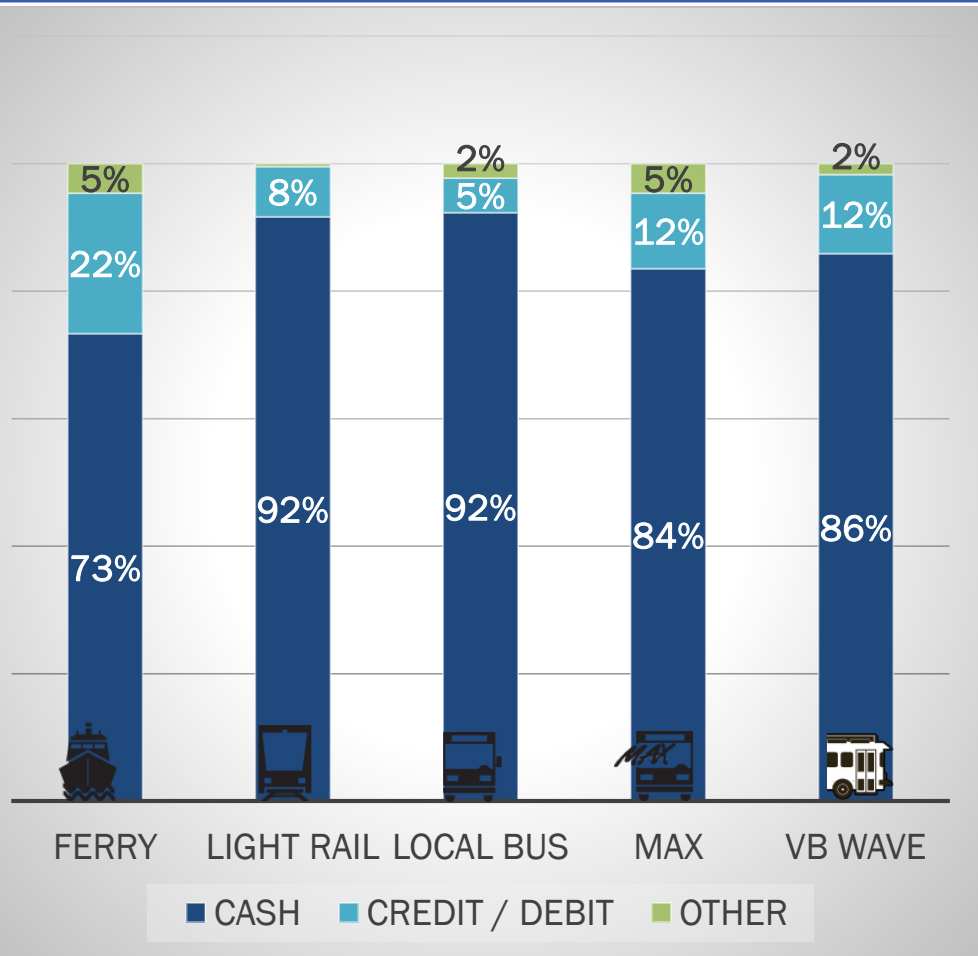


- NO - DOES NOT OWN A SMARTPHONE
- YES - OWNS A SMARTPHONE



HOW OUR RIDERS USE HRT

FARE PAYMENT & TECHNOLOGY





HAMPTON ROADS
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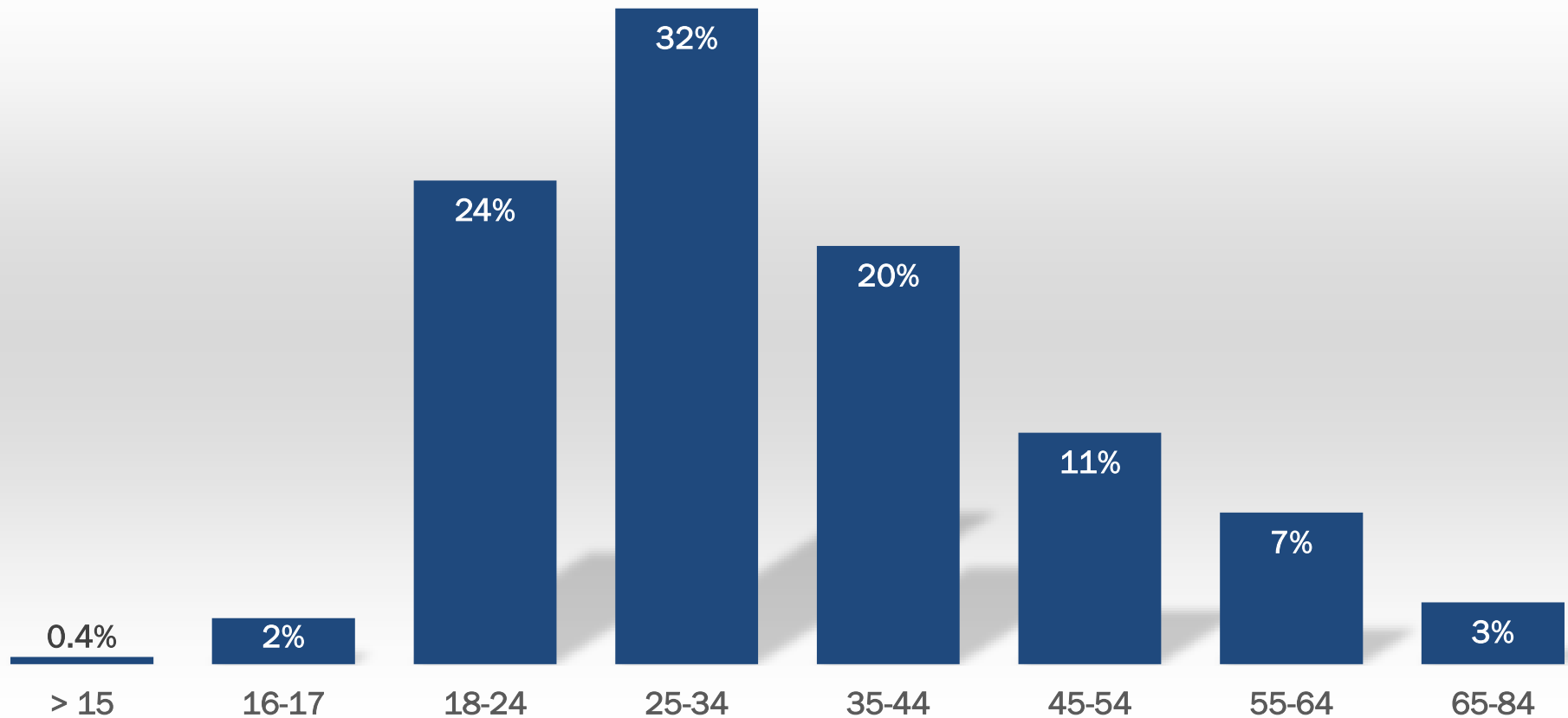
WHO ARE OUR RIDERS?

RIDERSHIP DATA AND INFORMATION

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WHO ARE OUR RIDERS?

AGE

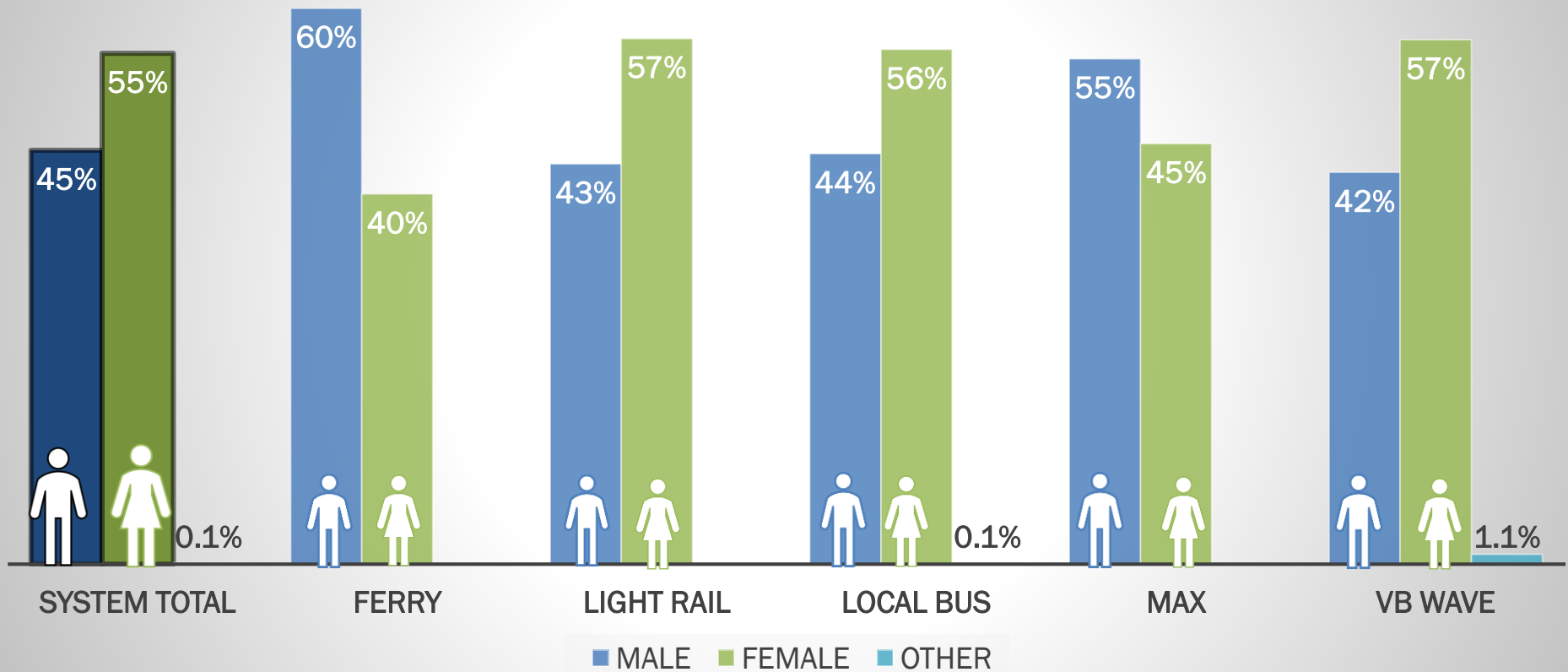


HAMPTON ROADS TRANSIT

18-34: 2014- 53%
2016- 56%

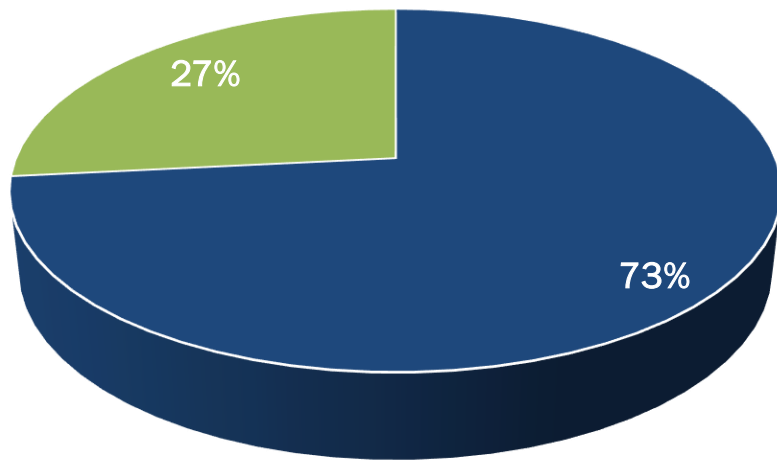
WHO ARE OUR RIDERS?

GENDER



WHO ARE OUR RIDERS?

RACE

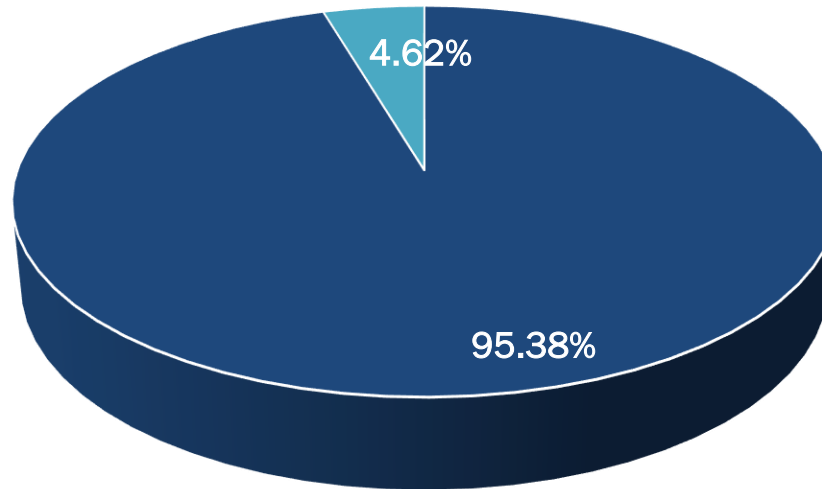


■ MINORITY ■ NON-MINORITY

| | MINORITY | NON-MINORITY |
|--------------|----------|--------------|
| SYSTEM TOTAL | 73% | 27% |
| FERRY | 34% | 66% |
| LIGHT RAIL | 64% | 36% |
| LOCAL BUS | 78% | 22% |
| MAX | 70% | 30% |
| VB WAVE | 33% | 67% |

WHO ARE OUR RIDERS?

LANGUAGE



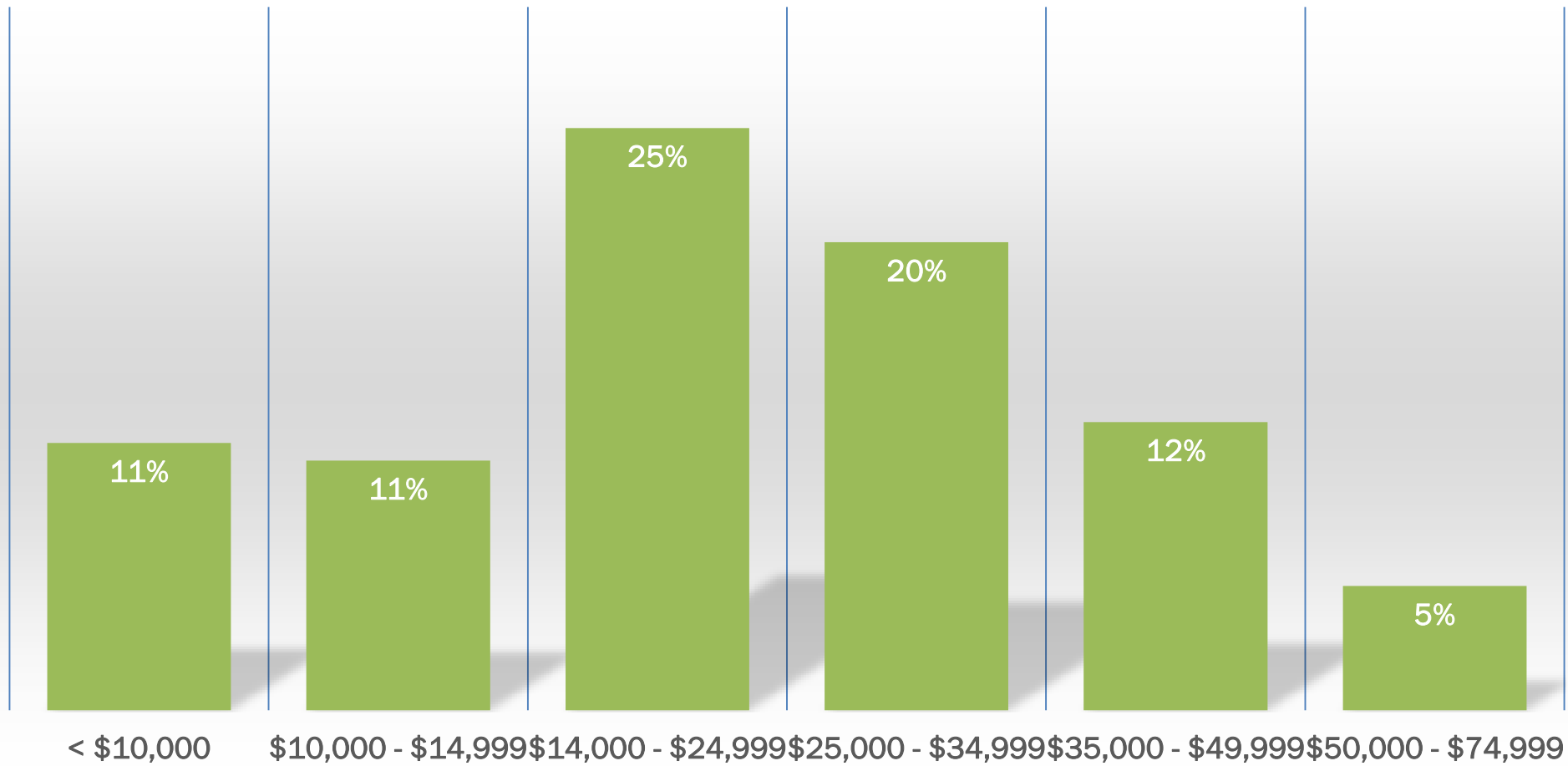
■ ENGLISH IS NOT PRIMARY LANGUAGE SPOKEN AT HOME

■ ENGLISH PRIMARY LANGUAGE SPOKEN AT HOME

| | SYSTEM TOTAL | FERRY | LIGHT RAIL | LOCAL BUS | MAX | VB WAVE |
|-----|-----------------|-------|---------------|--------------|-----|------------|
| NO | 95.38% | 100% | 95% | 96% | 96% | 84% |
| YES | 4.62% | 0% | 5% | 4% | 4% | 16% |

WHO ARE OUR RIDERS?

ANNUAL HOUSEHOLD INCOME (2016)

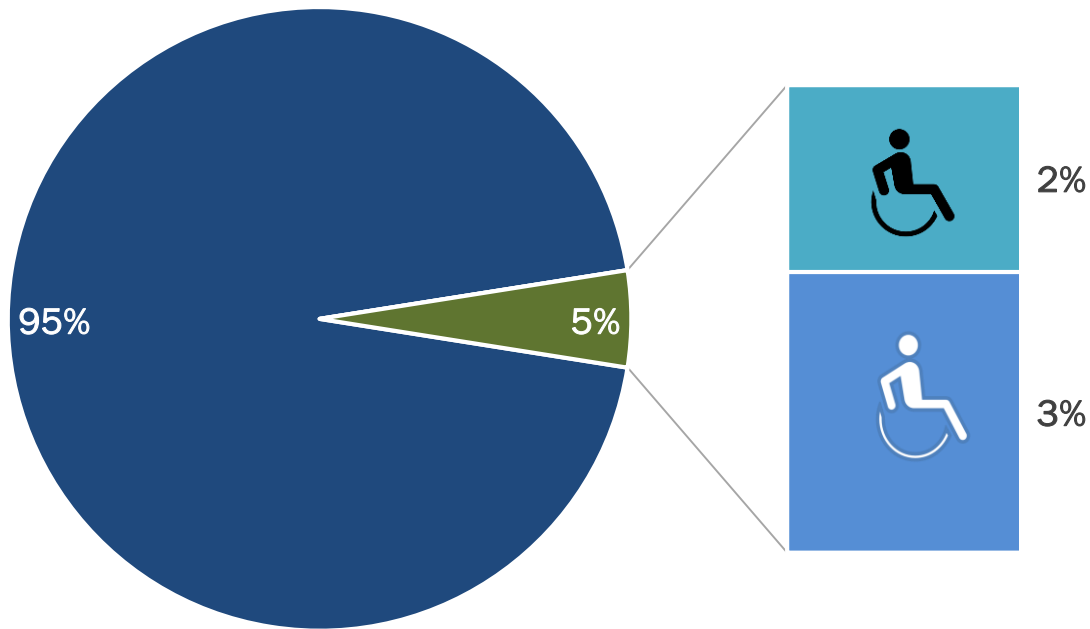


HAMPTON ROADS TRANSIT

47% OF OUR CUSTOMERS HAVE A TOTAL HH
INCOME <\$25,000

WHO ARE OUR RIDERS?

DISABILITY STATUS



■ NO - NOT DISABLED

■ DISABLED (TOTAL)

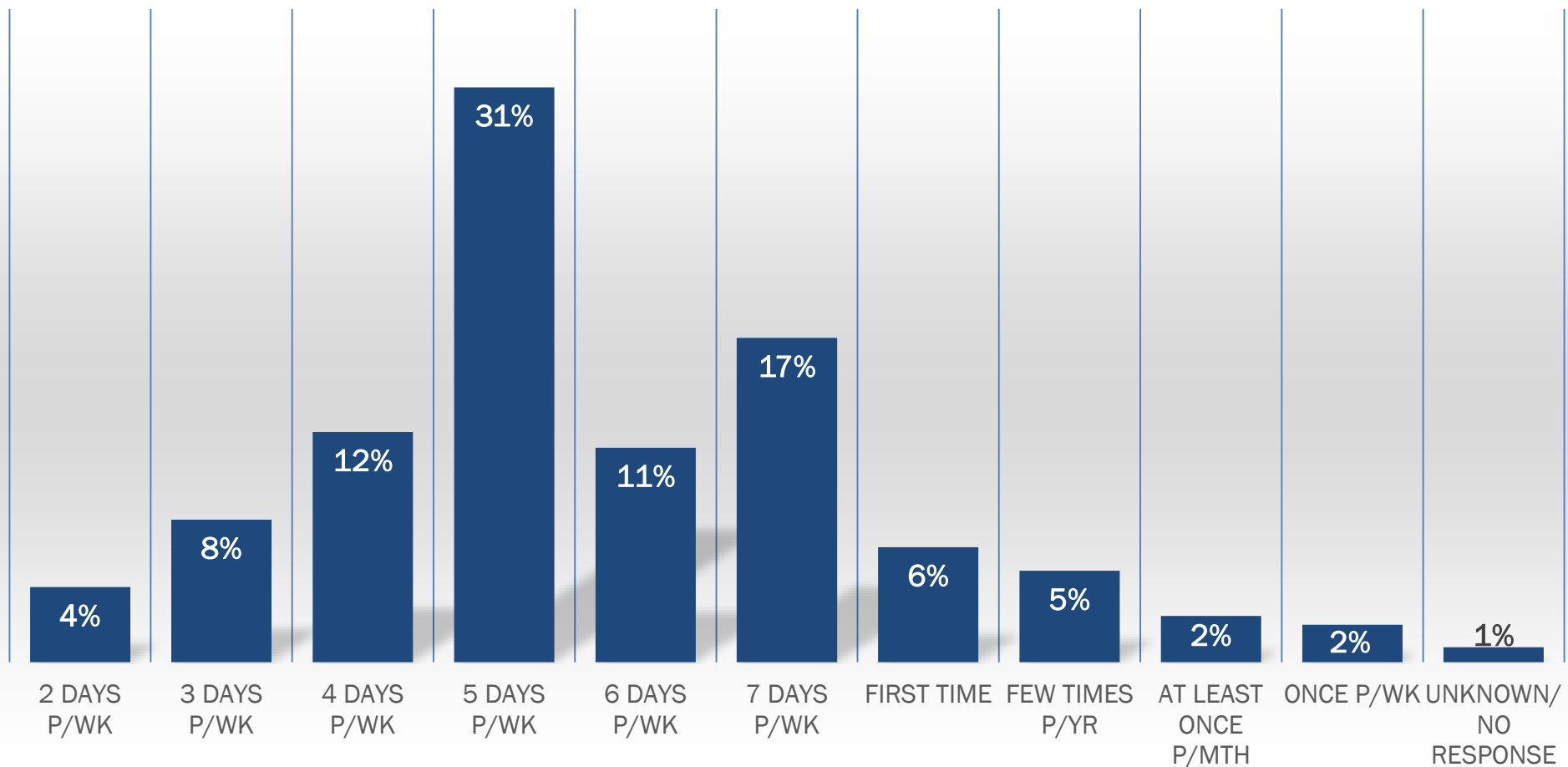
■ YES- HRT CERTIFIED DISABILITY

■ YES- DISABLED OTHER

- SLIGHT DECREASE
 - 5.5% IN 2014
 - 5% IN 2016
- SHIFT TO PARATRANSIT

WHO ARE OUR RIDERS?

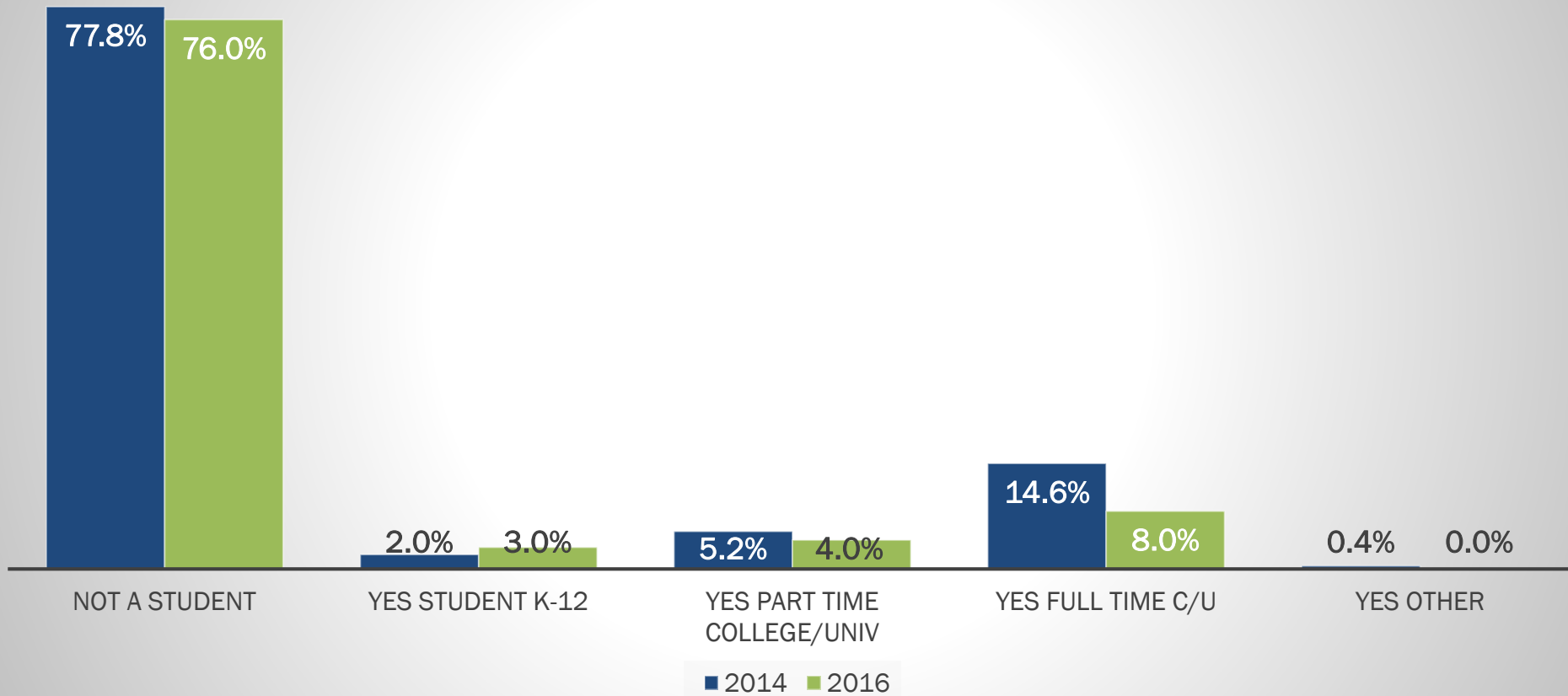
SYSTEM UTILIZATION - FREQUENCY



- 71% OF OUR RIDERS USE TRANSIT 4-7 DAYS PER WEEK

WHO ARE OUR RIDERS?

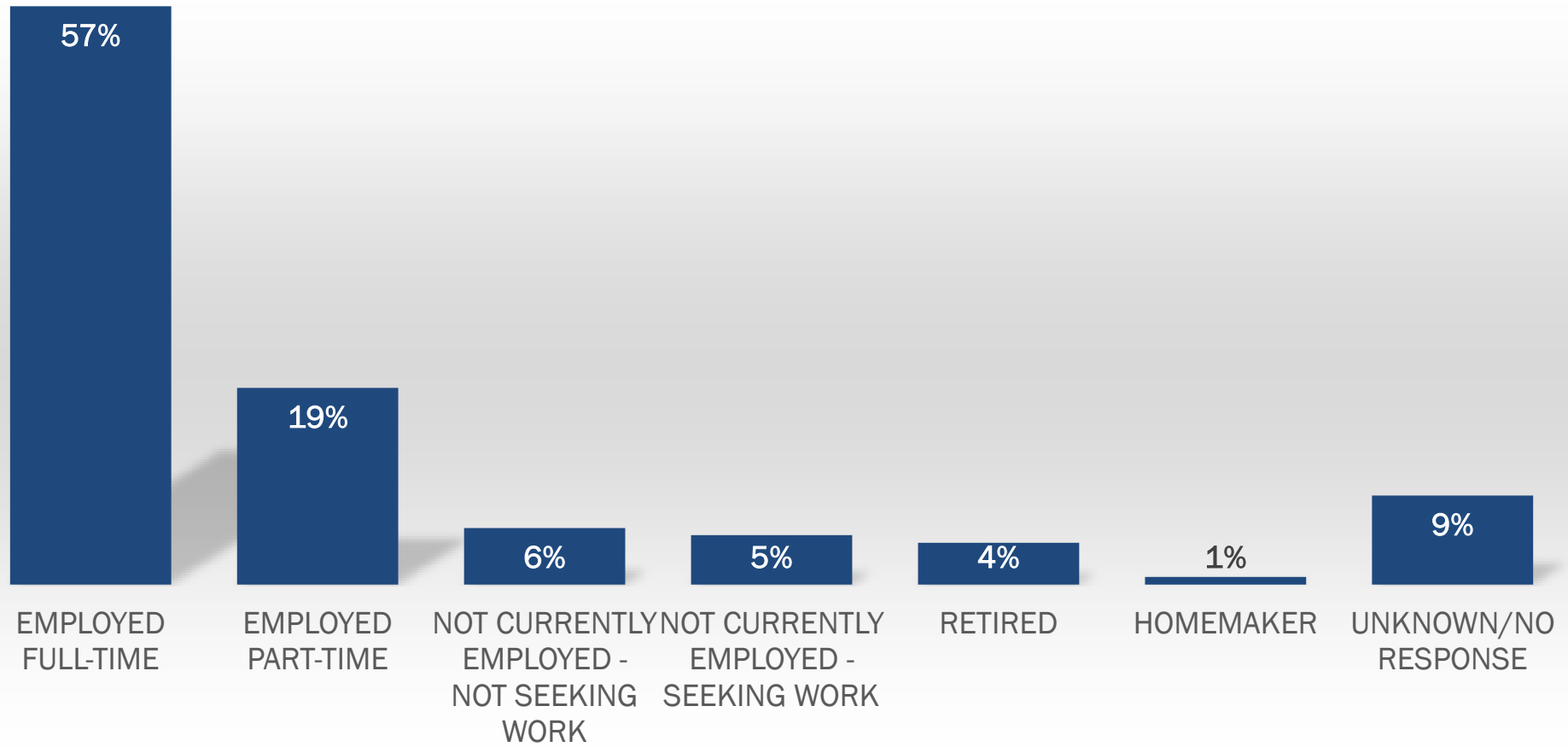
STUDENT STATUS



HAMPTON ROADS TRANSIT

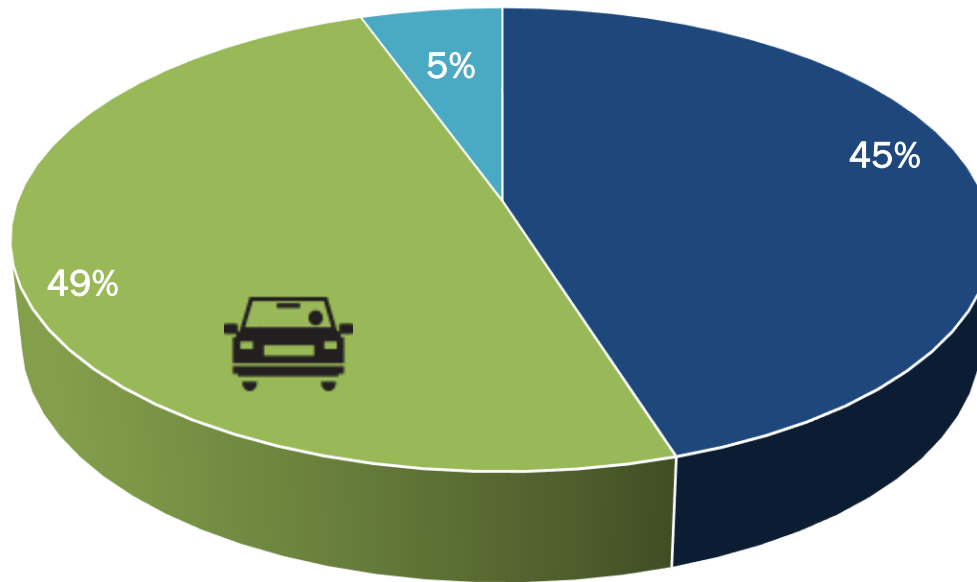
WHO ARE OUR RIDERS?

EMPLOYMENT STATUS



WHO ARE OUR RIDERS?

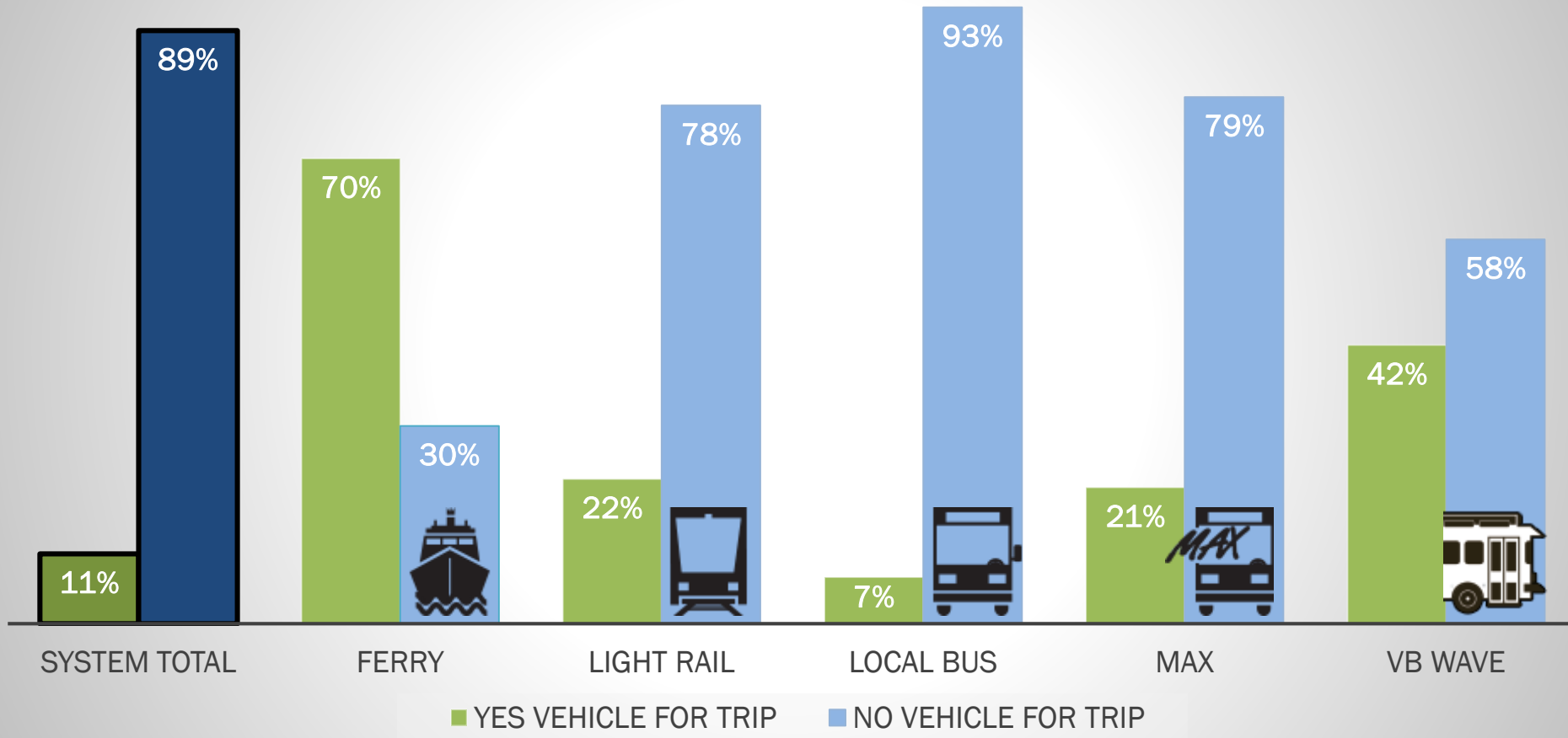
DRIVER'S LICENSE



■ NO DRIVER'S LICENSE ■ DRIVER'S LICENSE
■ UNKNOWN/ NO RESPONSE

WHO ARE OUR RIDERS?

CAR AVAILABILITY





HAMPTON ROADS
TRANSIT

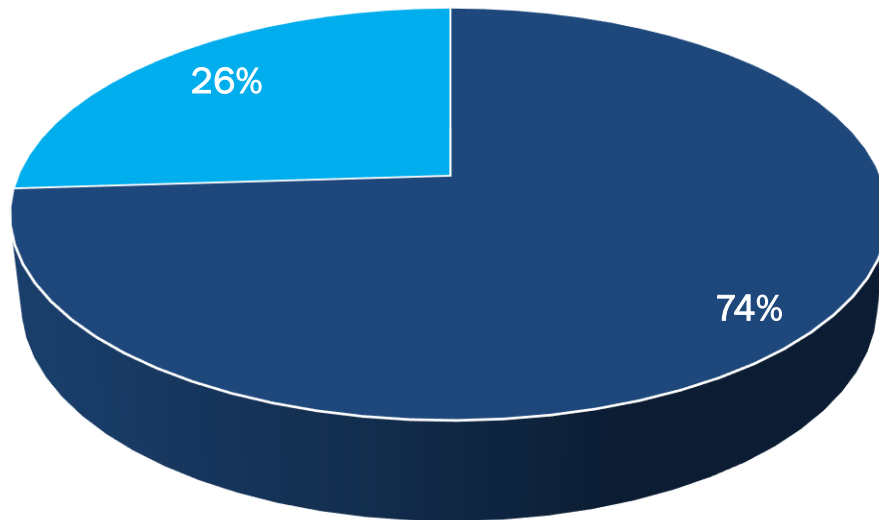
ATTITUDINAL SURVEY RIDER RESPONSES

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ATTITUDINAL SURVEY

BUS STOP CLEANLINESS

WAS THE BUS STOP CLEAN?



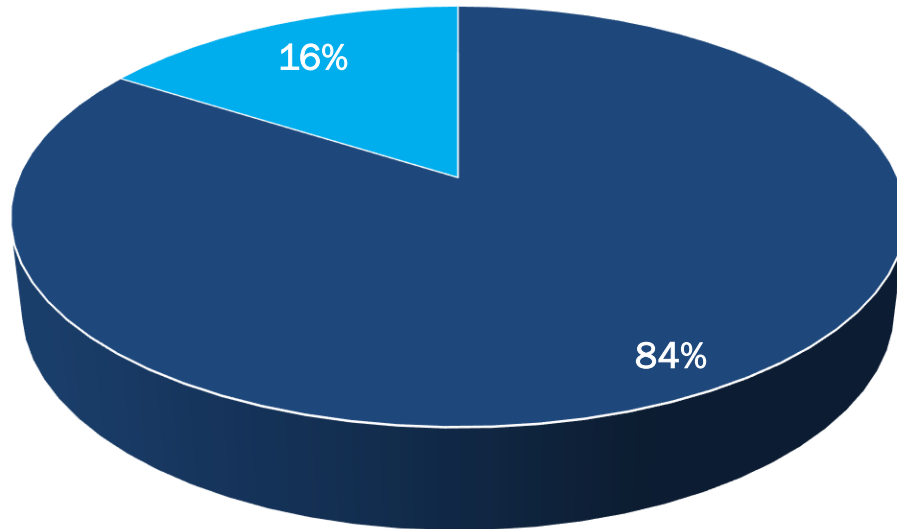
- YES - THE BUS STOP WAS CLEAN
- NO - THE BUS STOP WAS NOT CLEAN



ATTITUDINAL SURVEY

PROFESSIONALISM

WAS THE OPERATOR PROFESSIONAL AND HELPFUL?



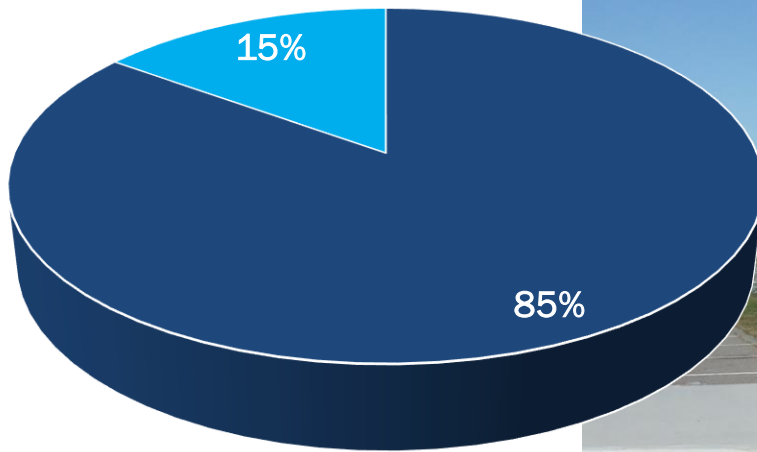
- YES - THE OPERATOR WAS PROFESSIONAL AND HELPFUL
- NO - THE OPERATOR WAS NOT PROFESSIONAL AND HELPFUL



ATTITUDINAL SURVEY

BUS STOP SAFETY

DID THE RESPONDENT FEEL SAFE
WAITING AT THE BUS STOP?



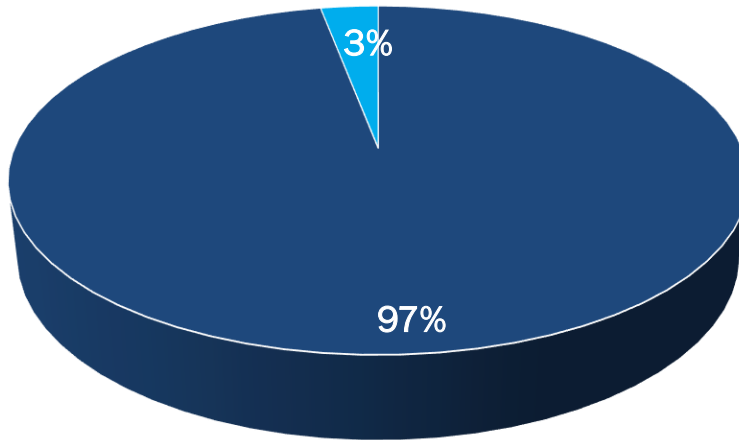
- YES - RESPONDENT FEELS SAFE
- NO - RESPONDENT DOES NOT FEEL SAFE



ATTITUDINAL SURVEY

ON-BOARD SAFETY

DID THE RESPONDENT FEEL SAFE WHILE RIDING HRT?



- YES - RESPONDENT FEELS SAFE
- NO - RESPONDENT DOES NOT FEEL SAFE





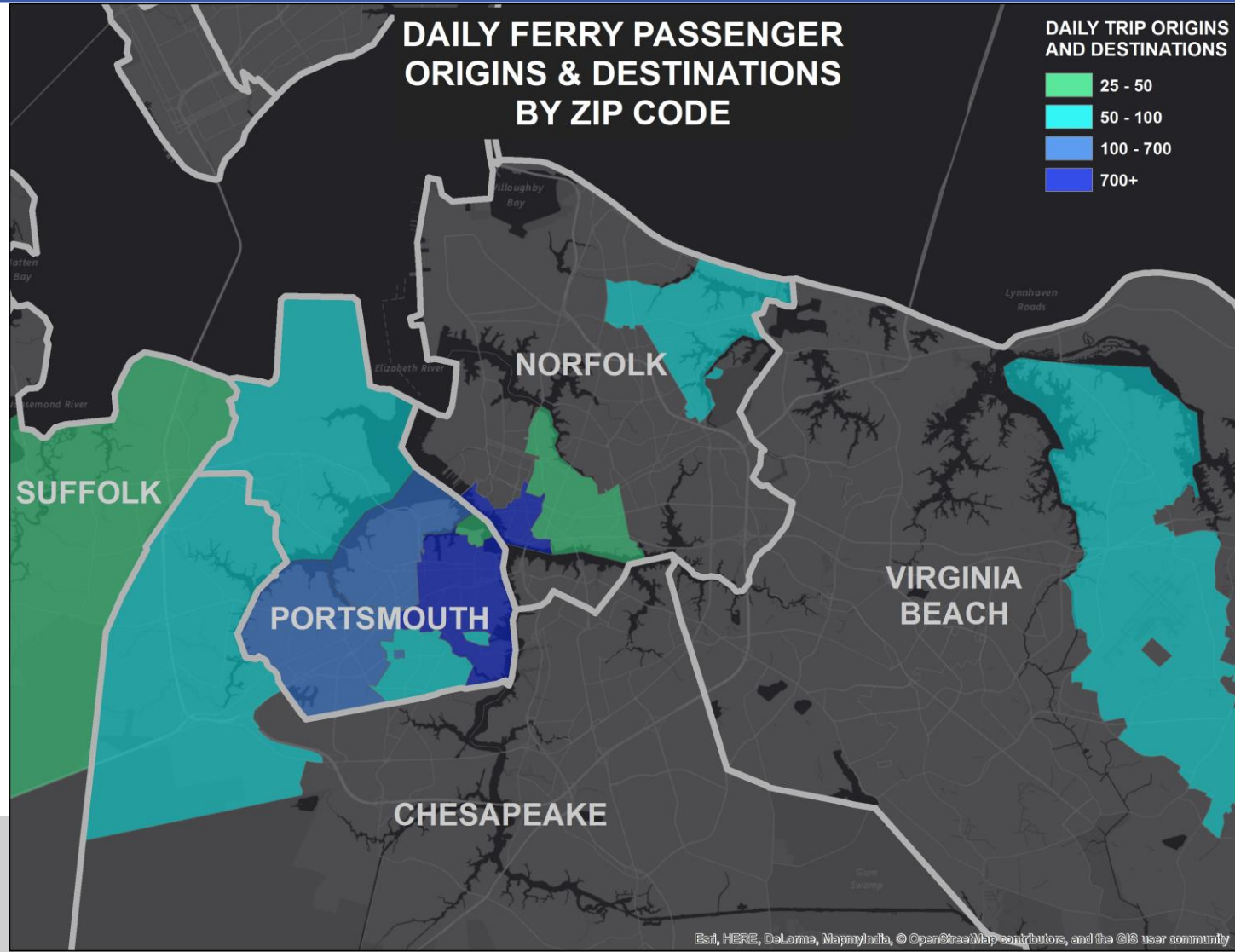
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TRANSIT

DATA VISUALIZATION

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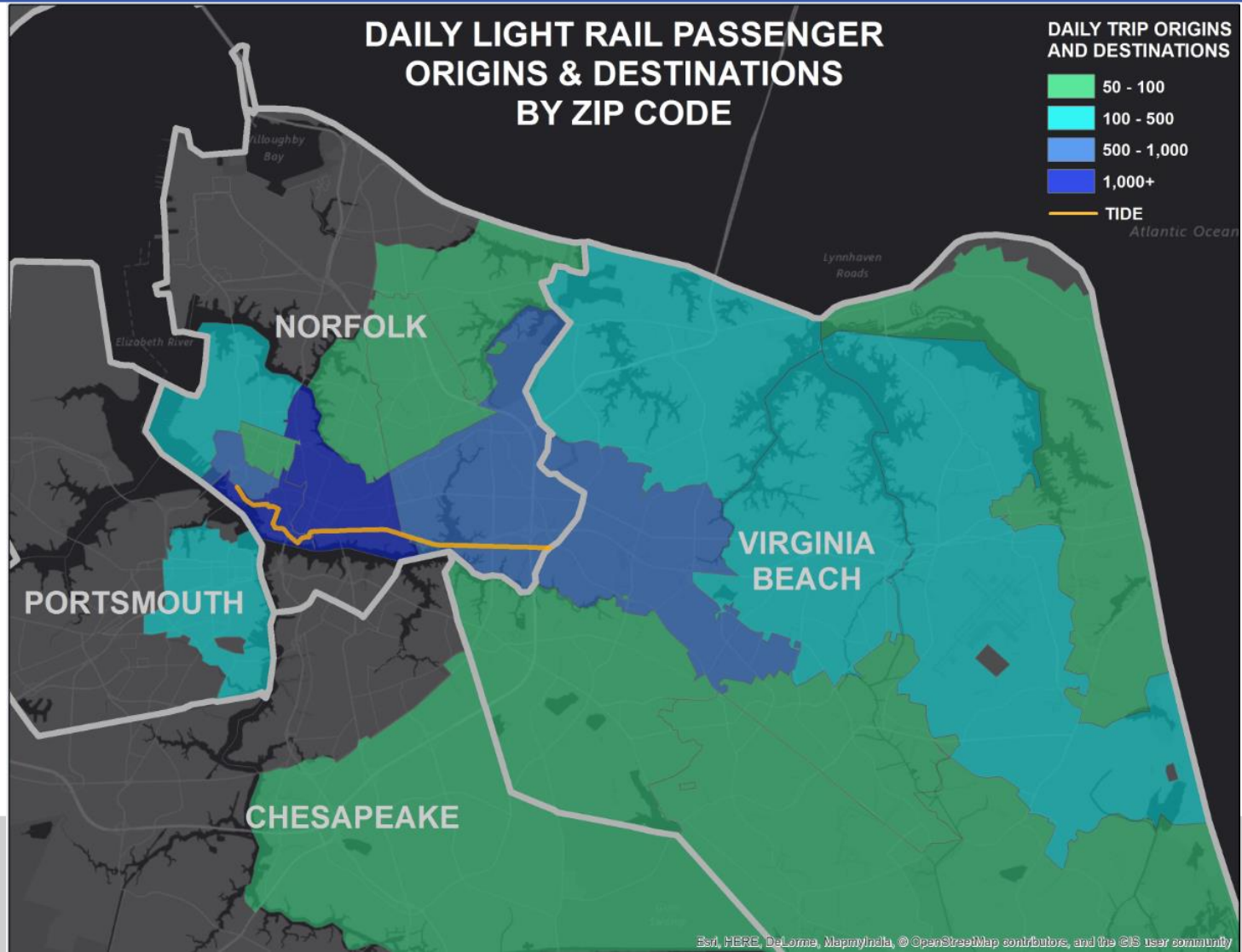
DATA VIZUALIZATION

ORIGINS & DESTINATIONS: FERRY



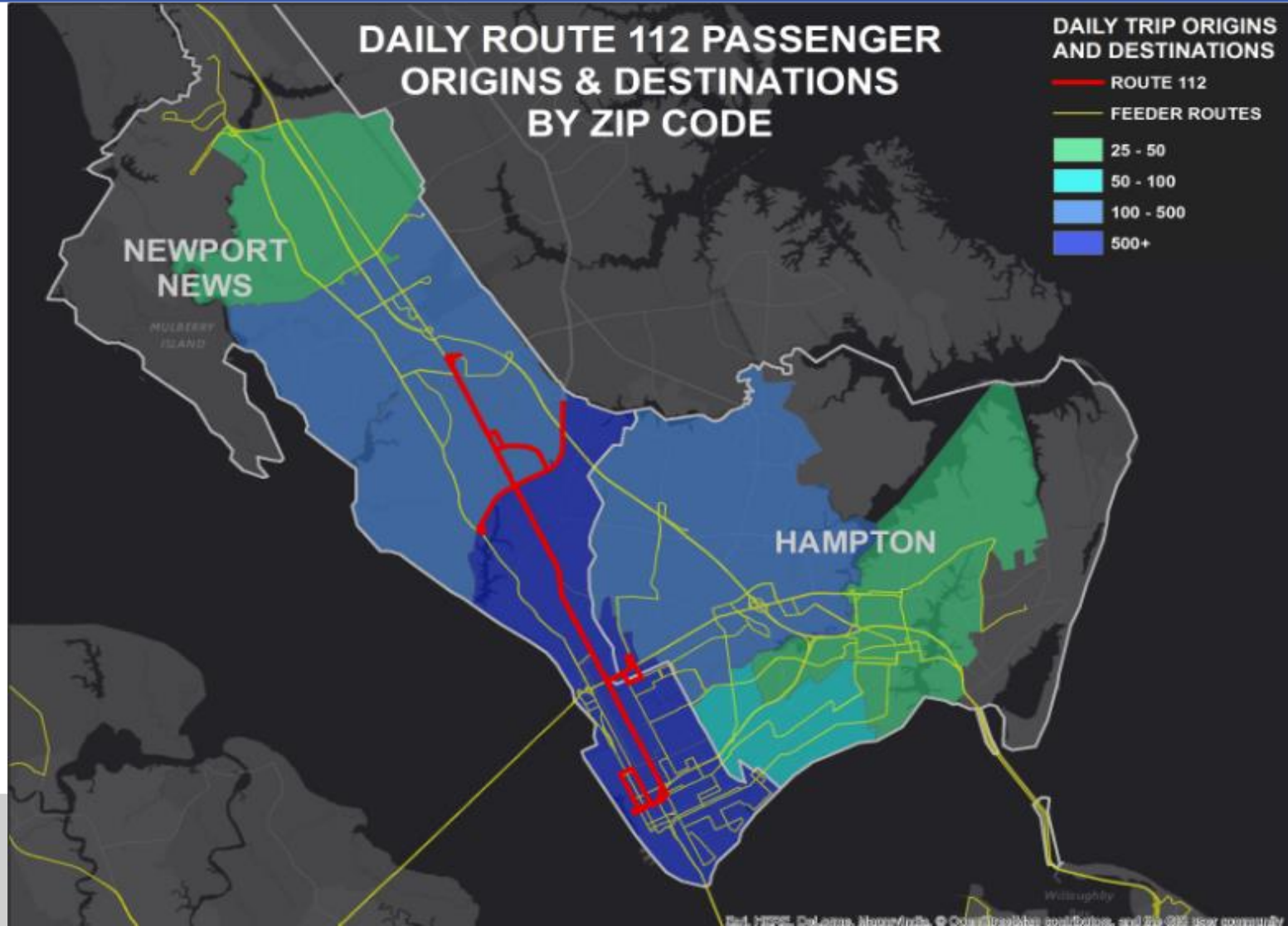
DATA VIZUALIZATION

ORIGINS & DESTINATIONS: LIGHT RAIL



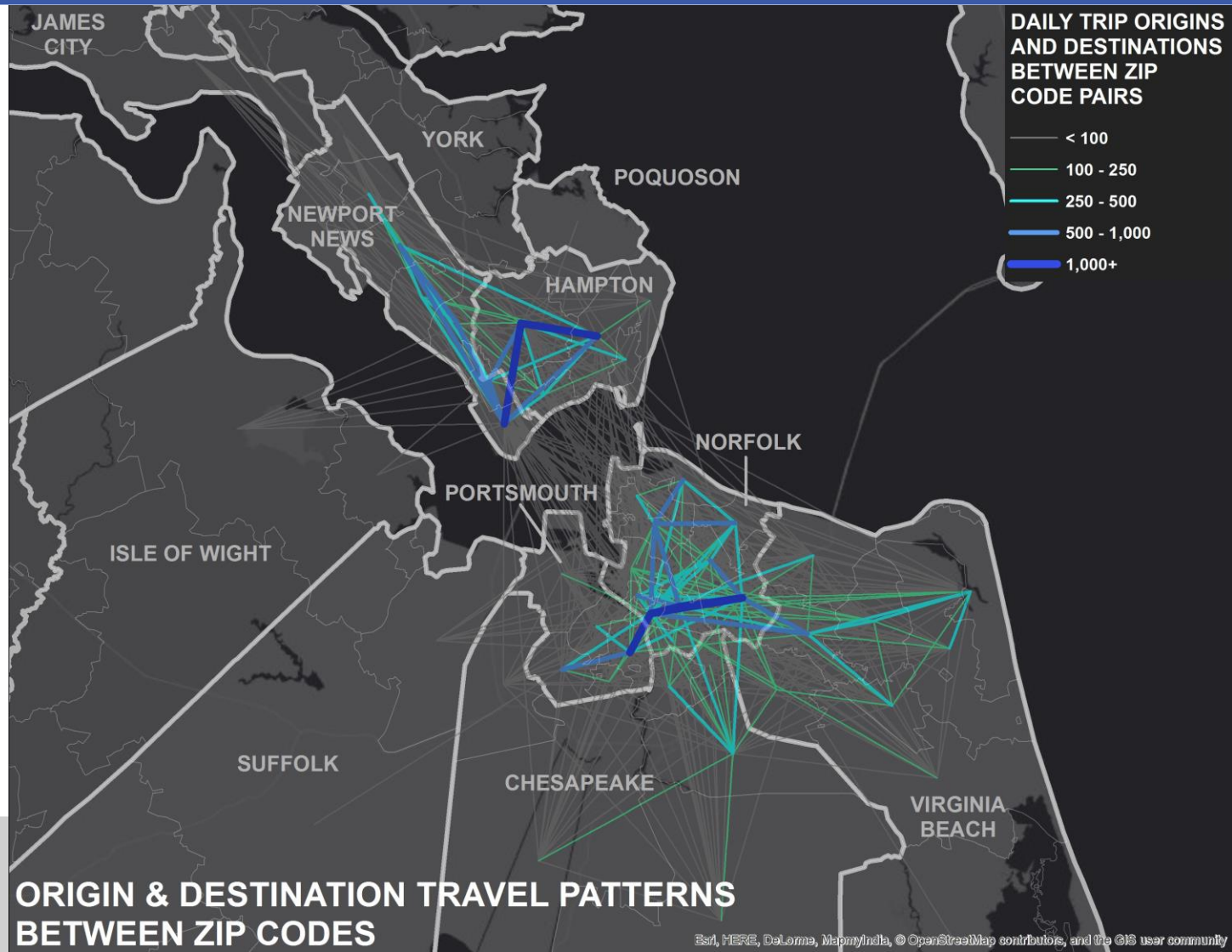
DATA VIZUALIZATION

ORIGINS & DESTINATIONS: ROUTE 112



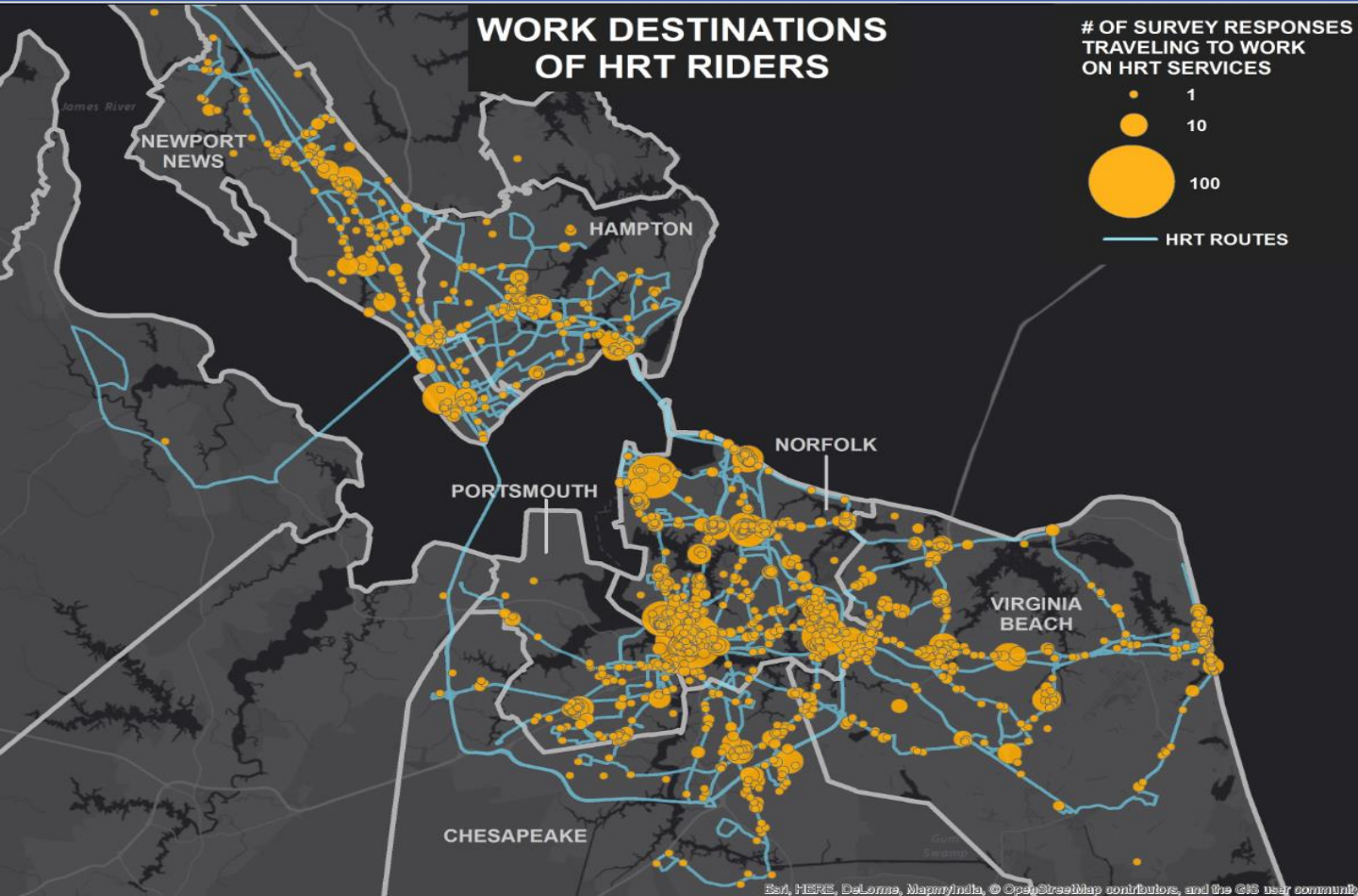
DATA VIZUALIZATION

ORIGINS & DESTINATIONS: TRAVEL PATTERNS



DATA VIZUALIZATION

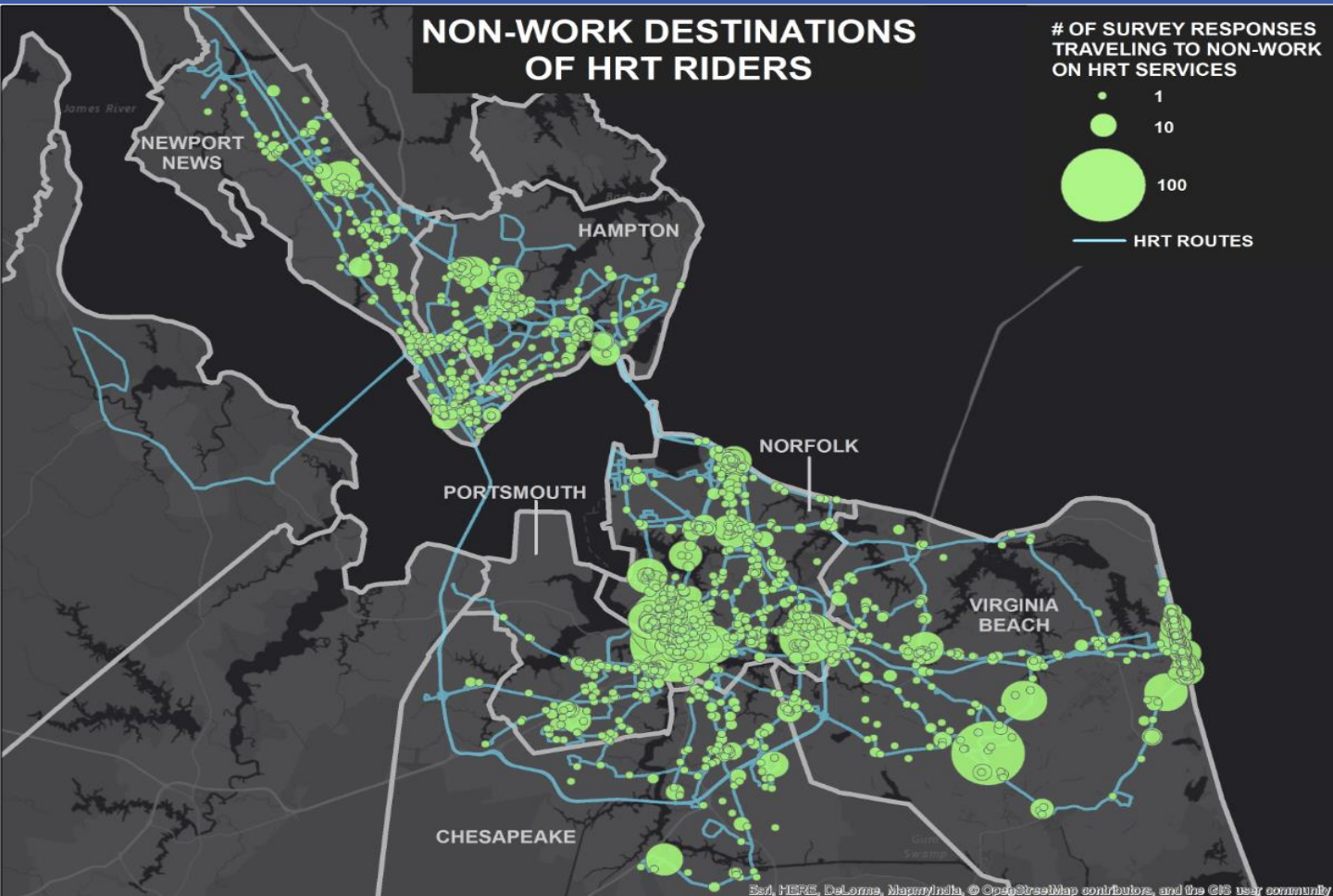
DESTINATIONS: EMPLOYMENT



- Coliseum Central
- Downtown Norfolk
- Greenbrier
- Military Highway
- Naval Station
- NN Shipyard
- Oceanfront
- Victory Crossing

DATA VIZUALIZATION

DESTINATIONS: NON-WORK



- Downtown Norfolk
- Govt Centers
- Military Circle
- Oceanfront
- Patrick Henry Mall
- Peninsula Town Center
- TCC & TNCC
- Victory Crossing



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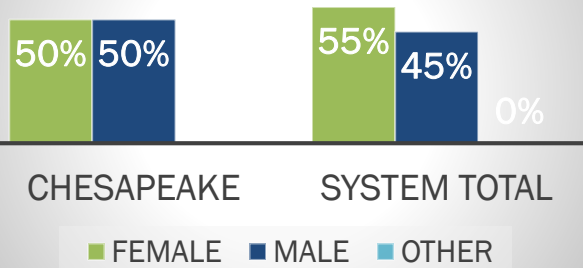
2016 ORIGIN & DESTINATION INFORMATION CITY AND REGIONAL PROFILES

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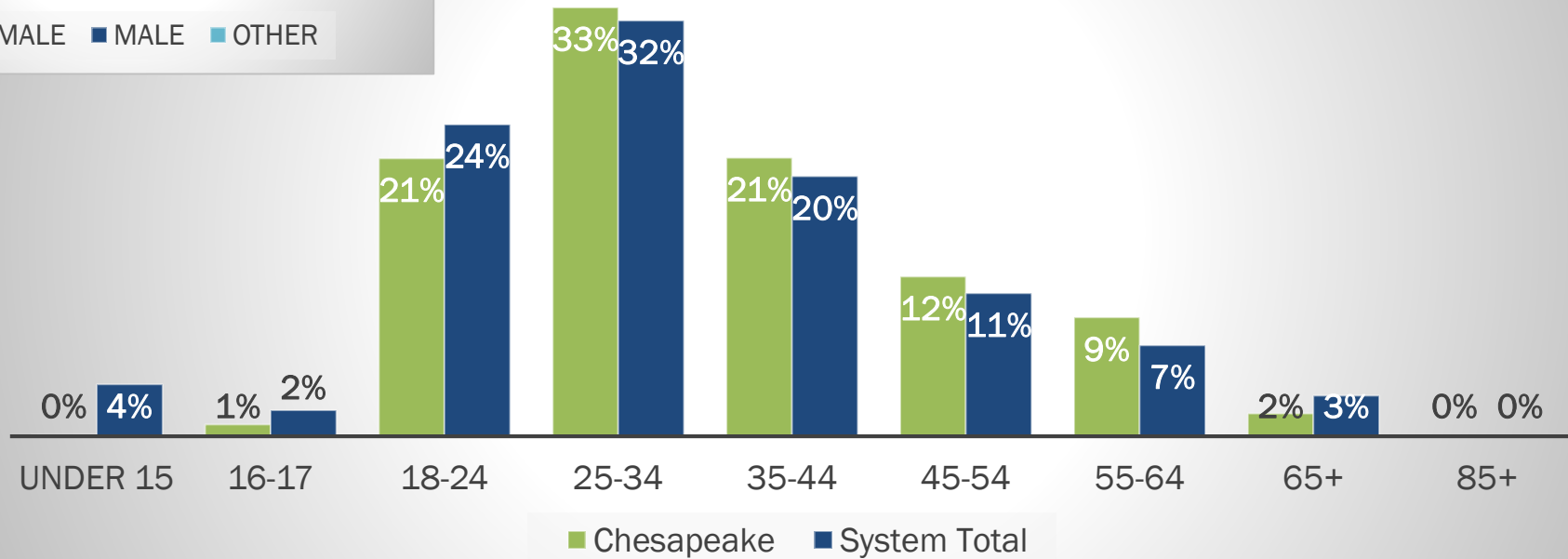
CITY O&D PROFILE

CHESAPEAKE

GENDER

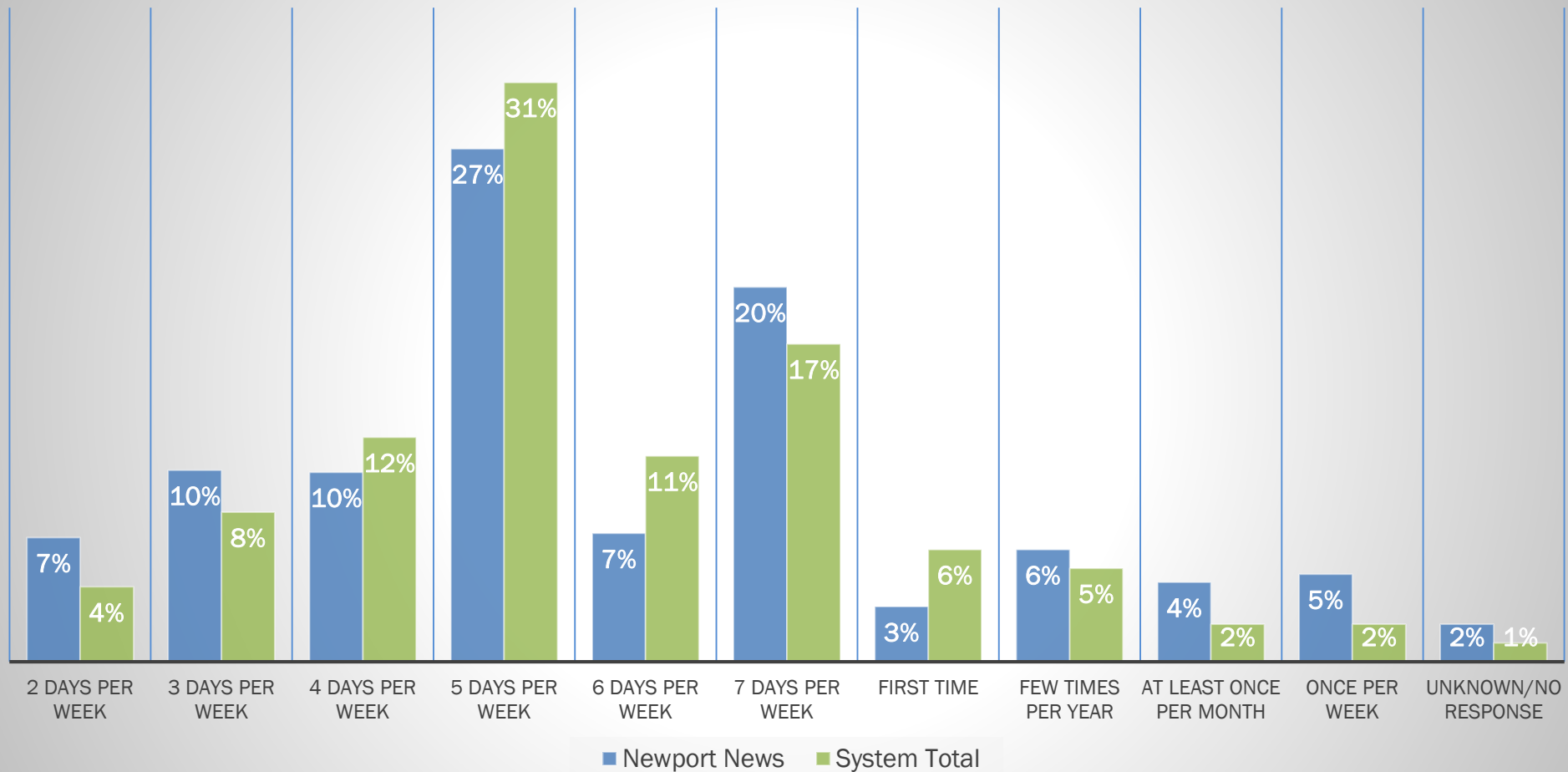


AGE



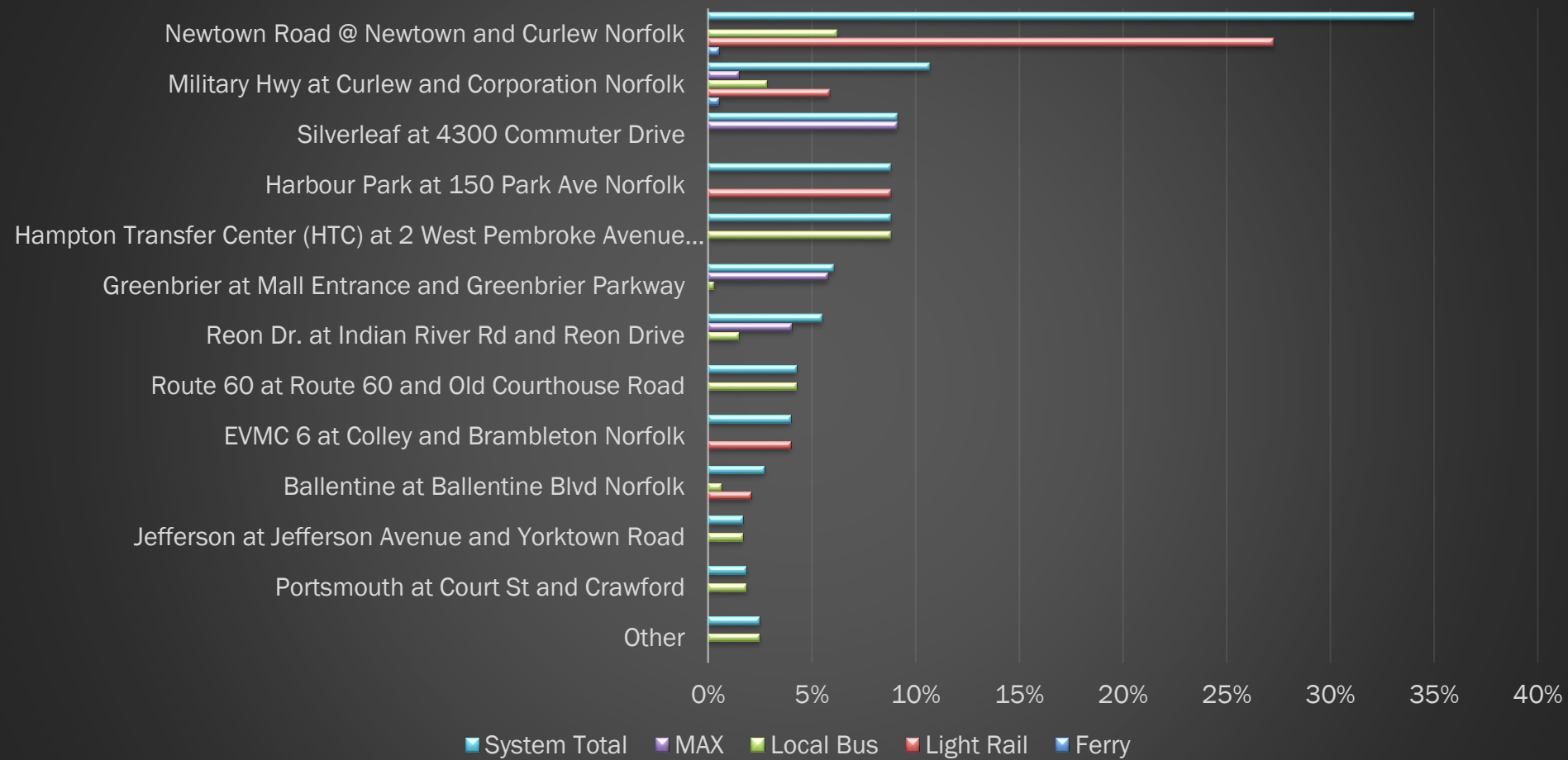
CITY O&D PROFILE

NEWPORT NEWS

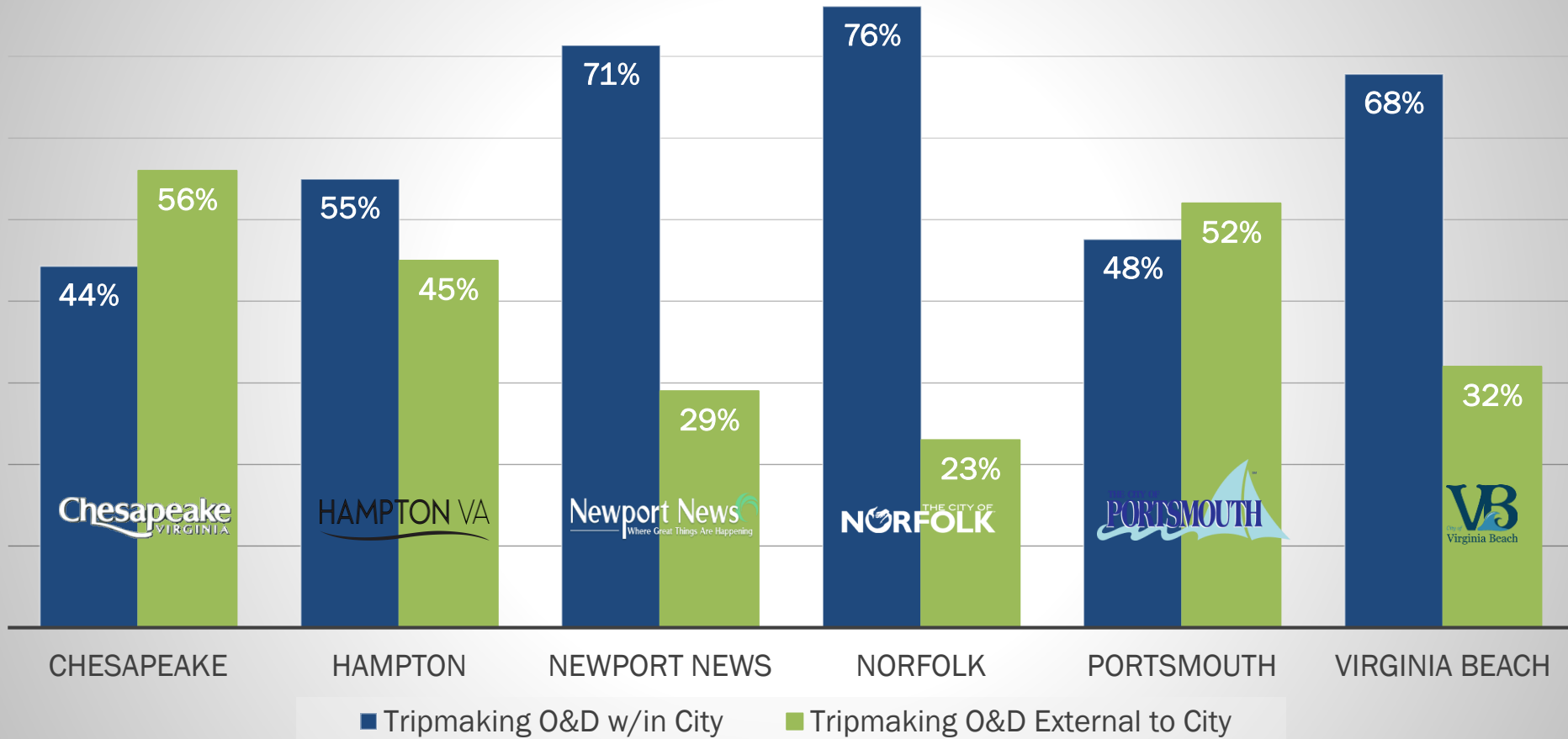


HAMPTON ROADS TRANSIT

PARK AND RIDE UTILIZATION BY MODE



CITY TRIPMAKING



2016 REGIONAL ORIGIN & DESTINATION STUDY

- PROJECT SUMMARY
- PRESIDENT/CEO PROJECT REMARKS
- QUESTIONS?

