



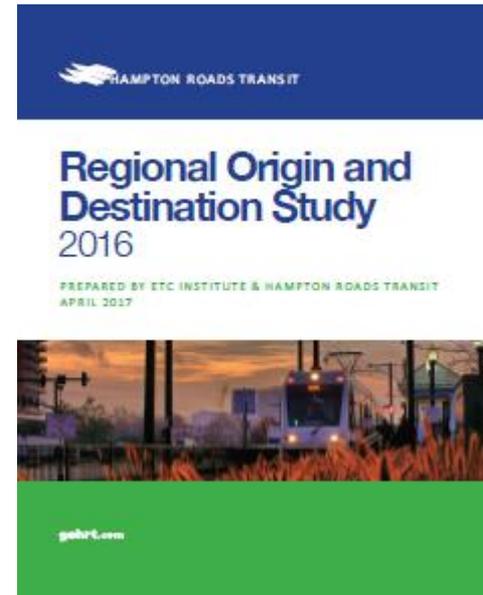
HAMPTON ROADS  
TRANSIT

# 2016 REGIONAL ORIGIN AND DESTINATION STUDY OVERVIEW

[gohrt.com](http://gohrt.com)

# 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.





HAMPTON ROADS  

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TRANSIT

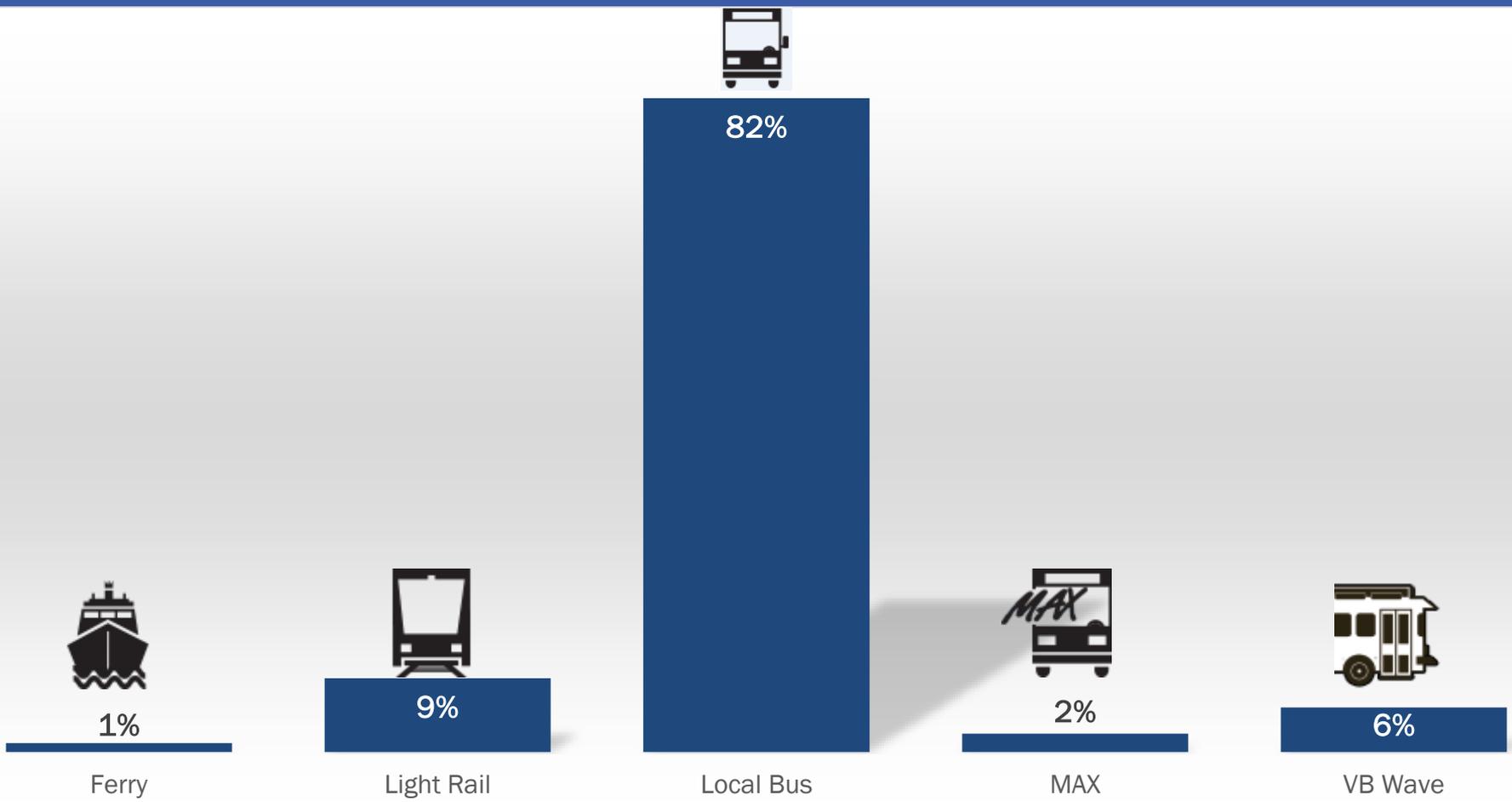
# HOW OUR RIDERS USE THE HRT SYSTEM

## ORIGIN AND DESTINATION DATA AND INFORMATION

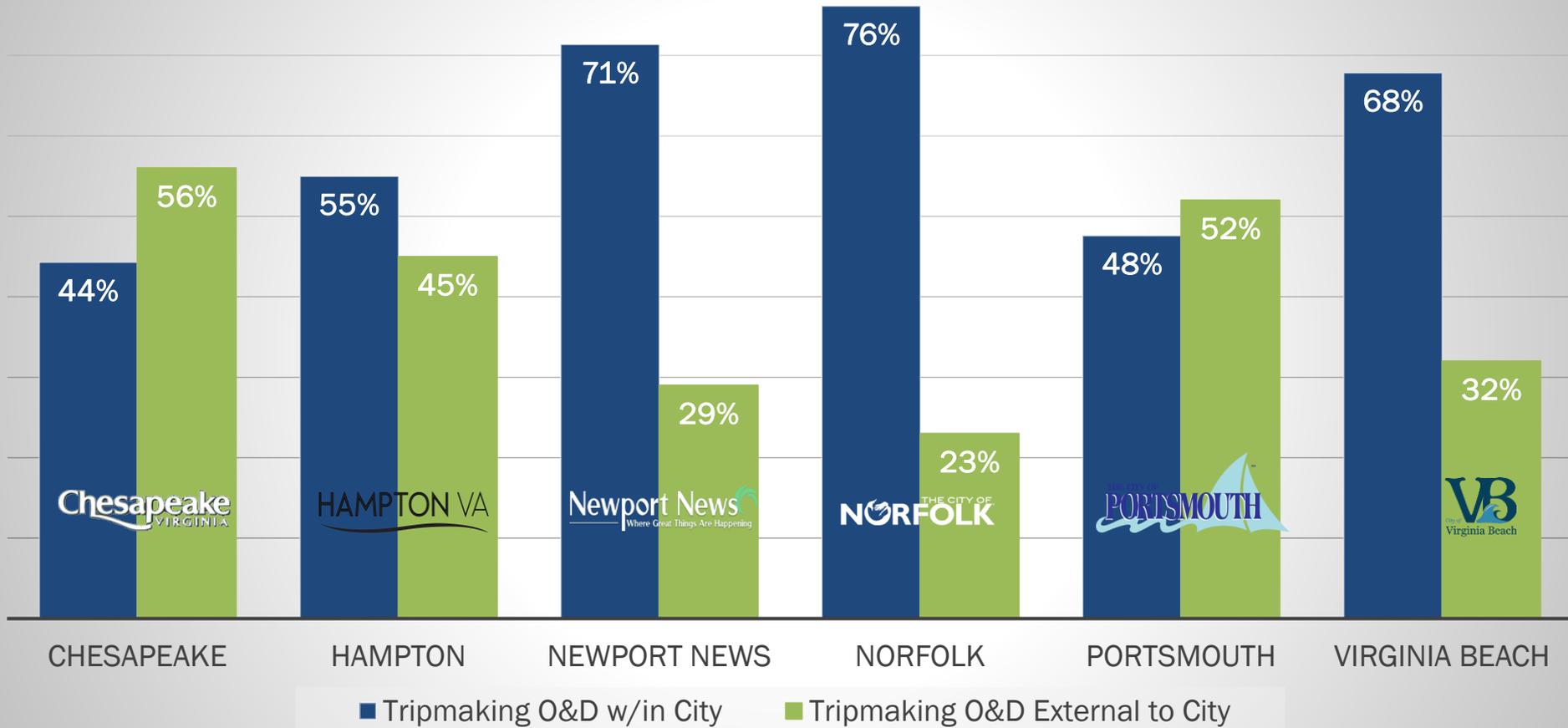
[gohrt.com](http://gohrt.com)

# HOW OUR RIDERS USE HRT

## RIDERSHIP BY MODE - WEEKDAY

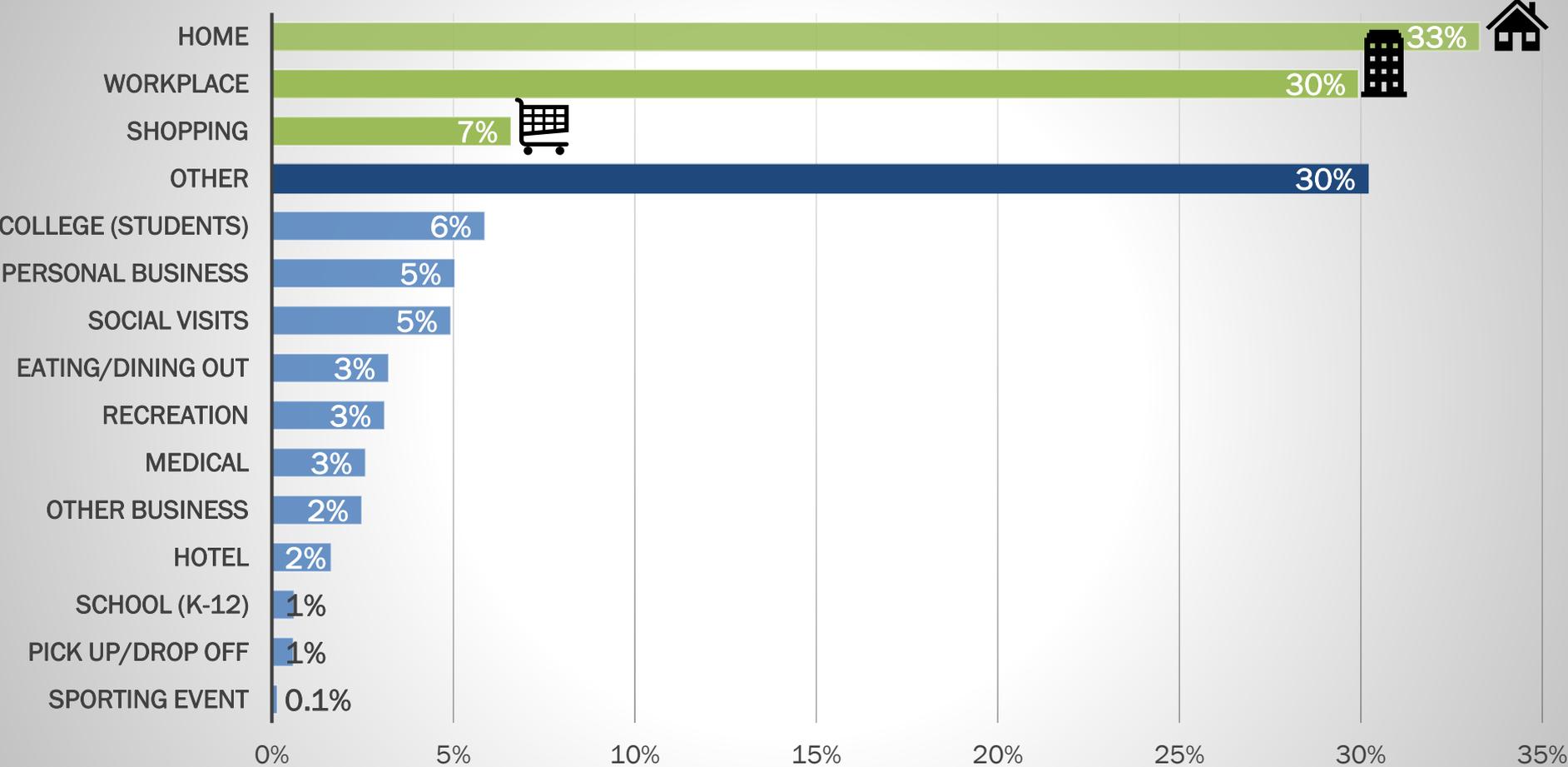


# CITY TRIPMAKING

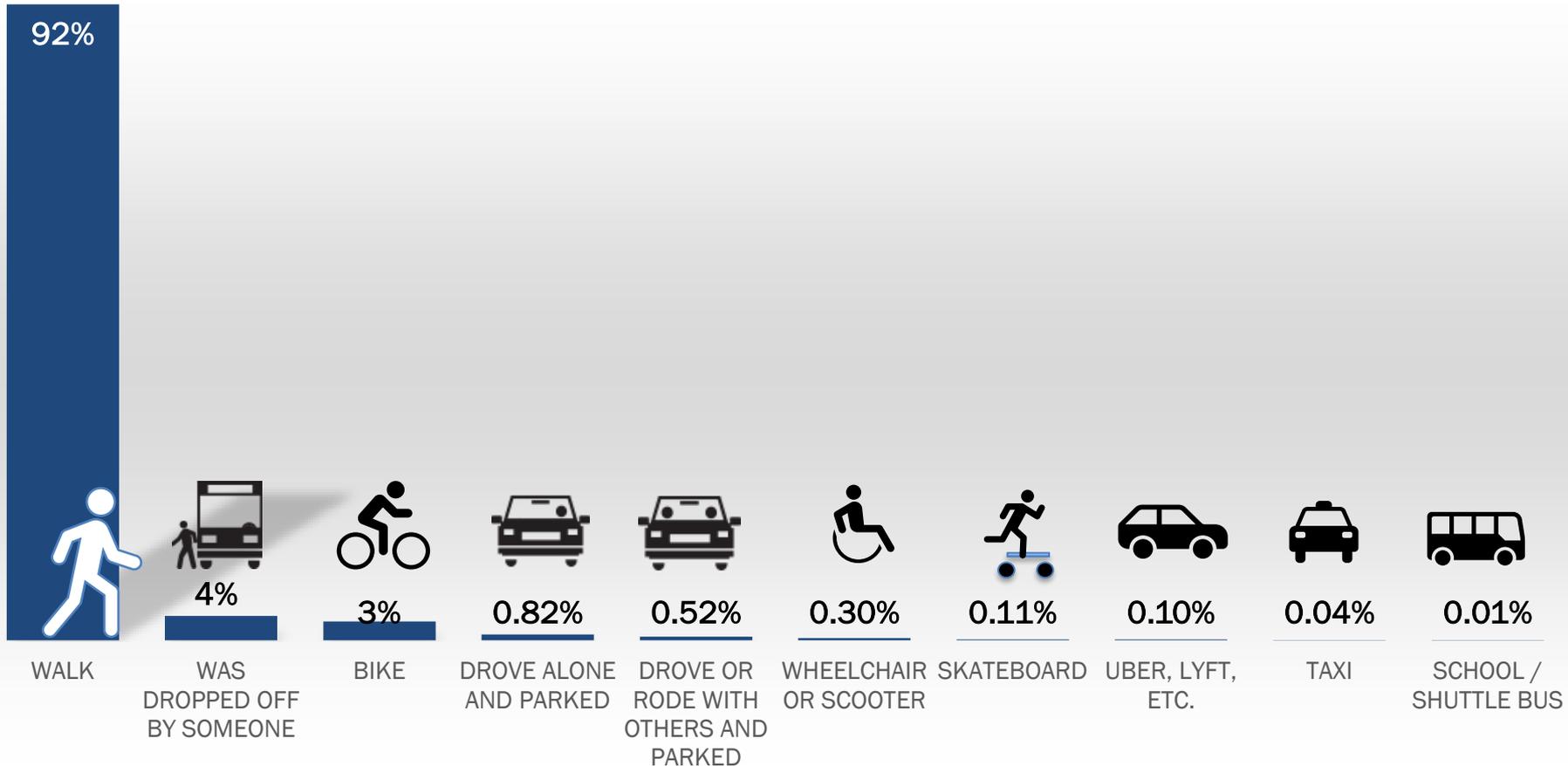


# HOW OUR RIDERS USE HRT

## MOST COMMON TRIP DESTINATIONS

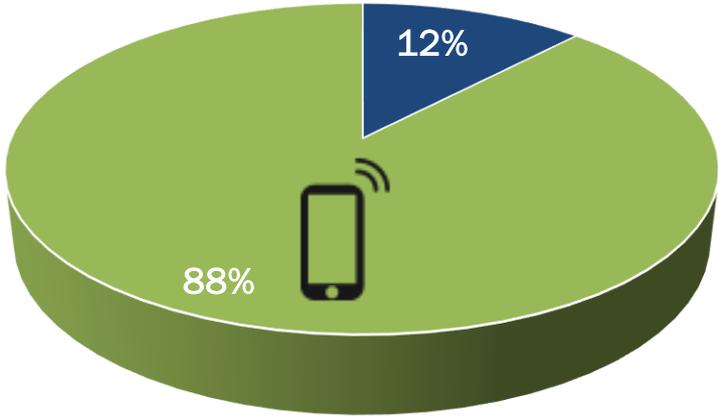


# HOW OUR RIDERS USE HRT ACCESS MODE

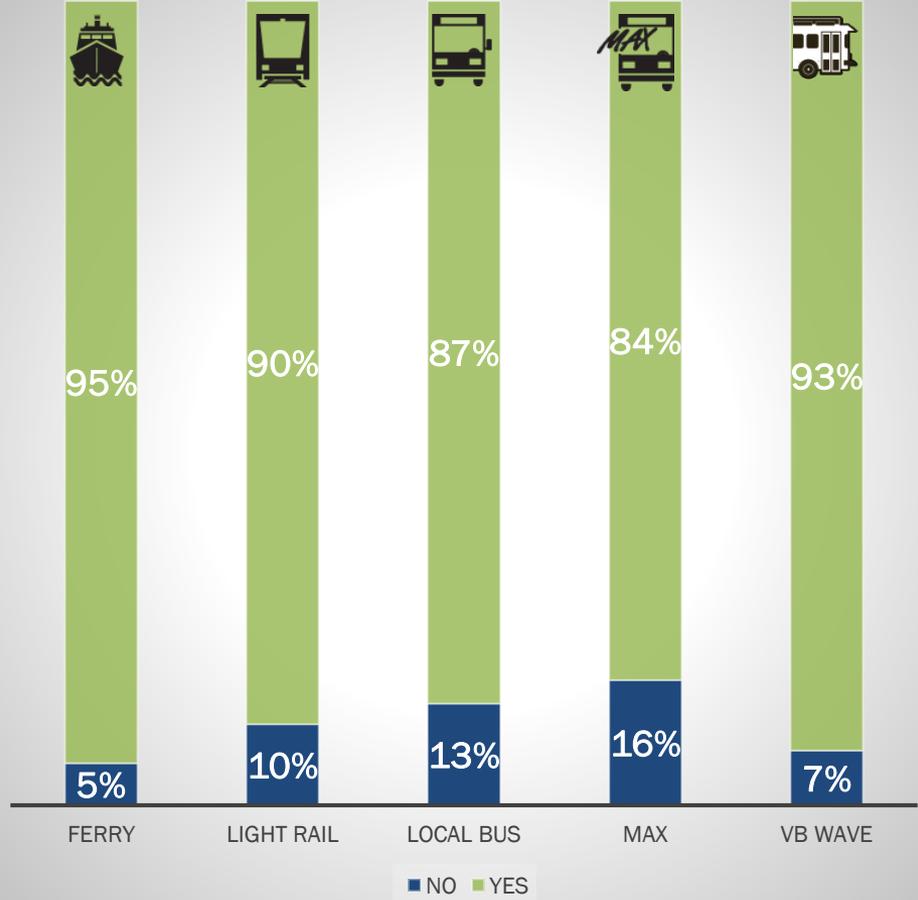


# HOW OUR RIDERS USE HRT

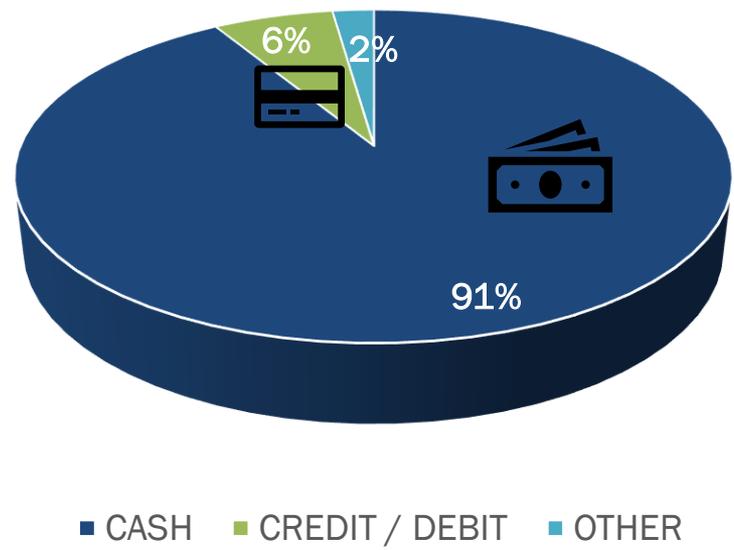
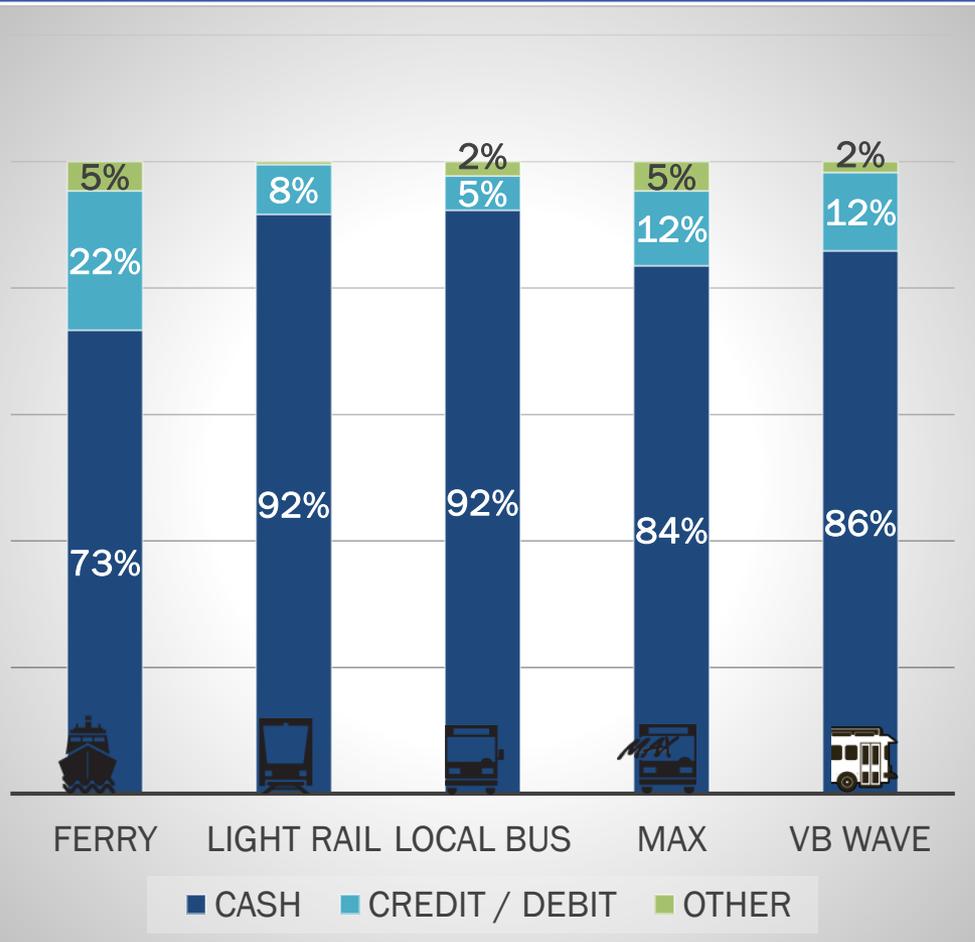
## SMARTPHONE OWNERSHIP



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



# HOW OUR RIDERS USE HRT FARE PAYMENT & TECHNOLOGY





HAMPTON ROADS  

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TRANSIT

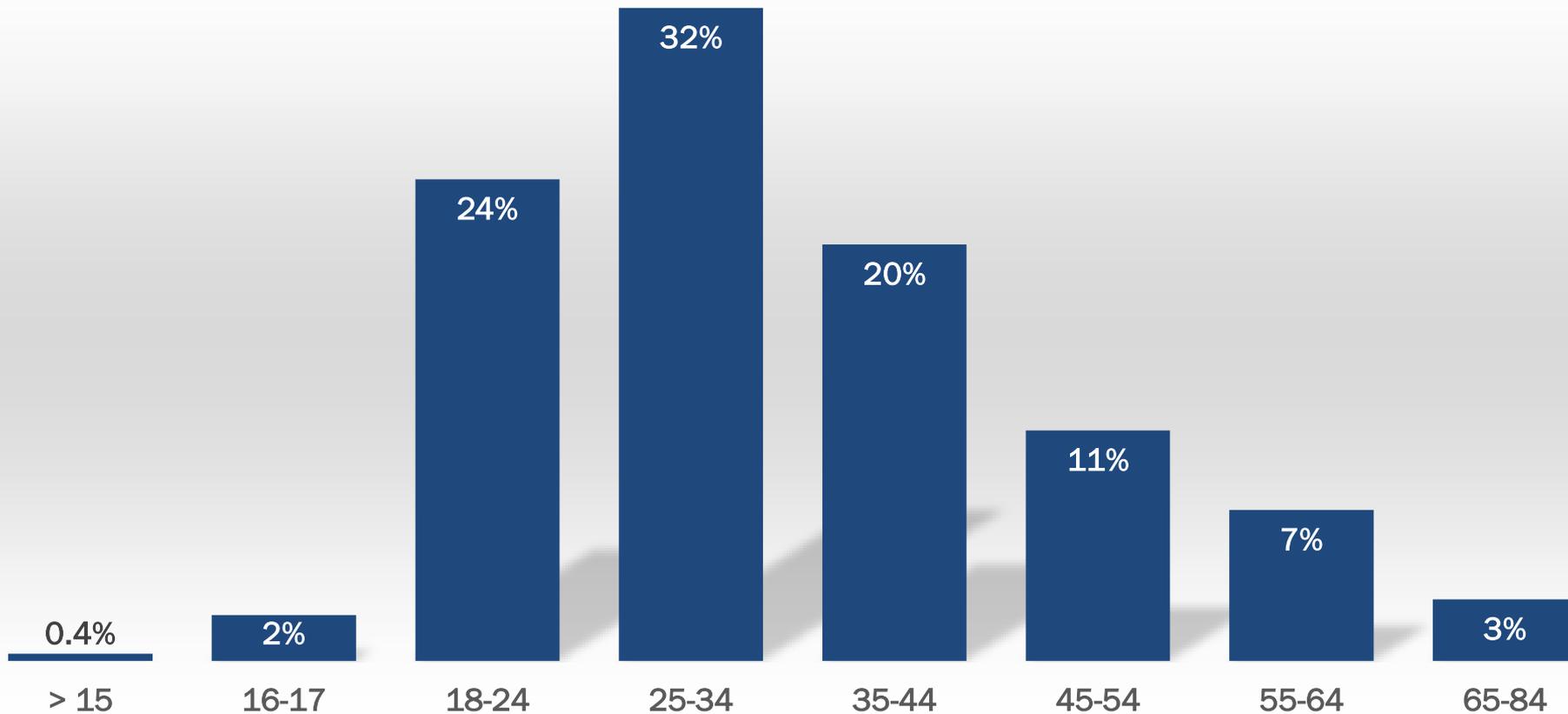
**WHO ARE OUR RIDERS?**

**RIDERSHIP DATA AND INFORMATION**

**[gohrt.com](http://gohrt.com)**

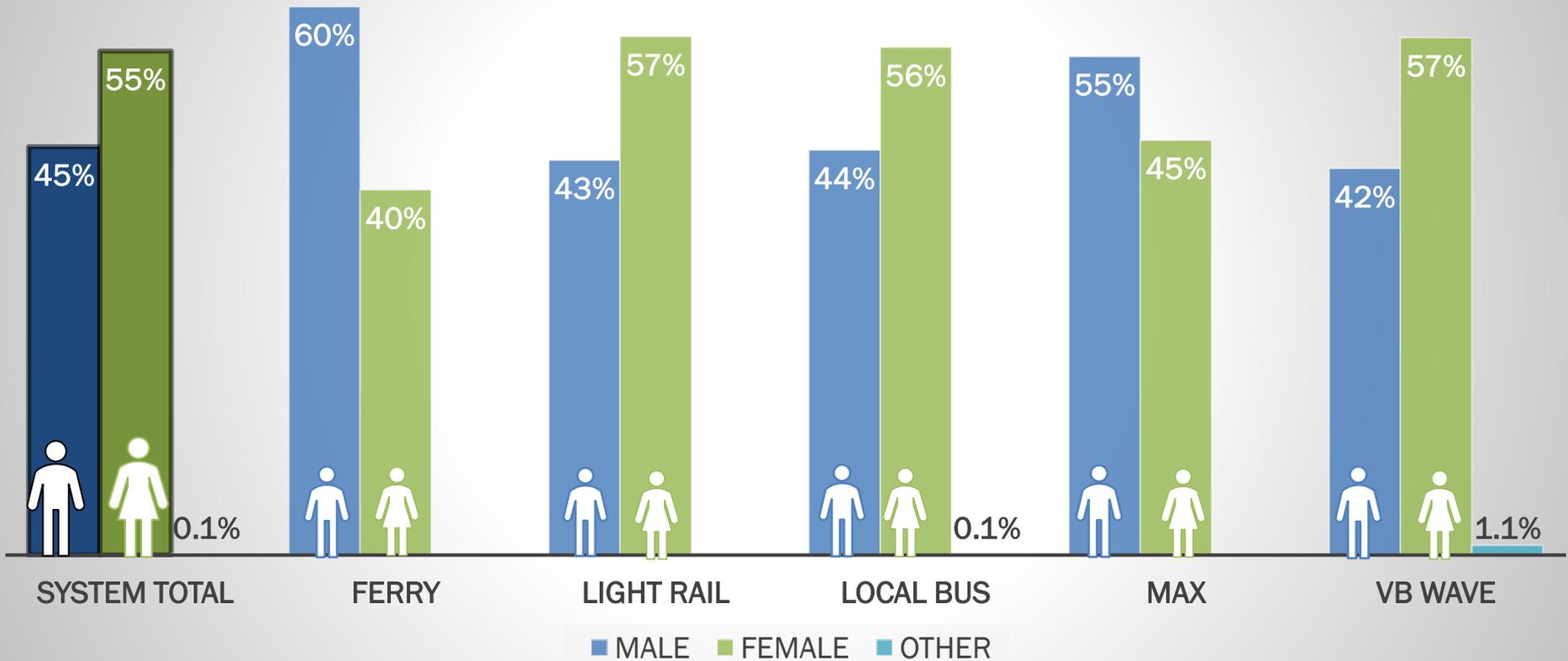
# WHO ARE OUR RIDERS?

## AGE



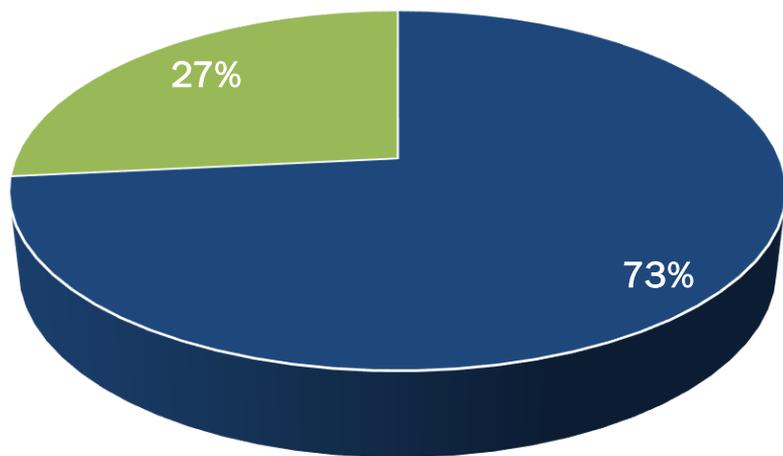
# WHO ARE OUR RIDERS?

## GENDER



# WHO ARE OUR RIDERS?

## RACE

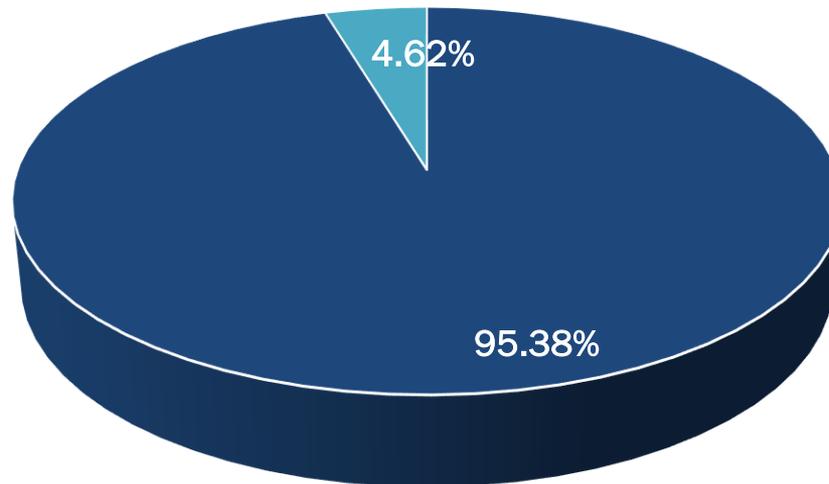


■ MINORITY ■ NON-MINORITY

	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%

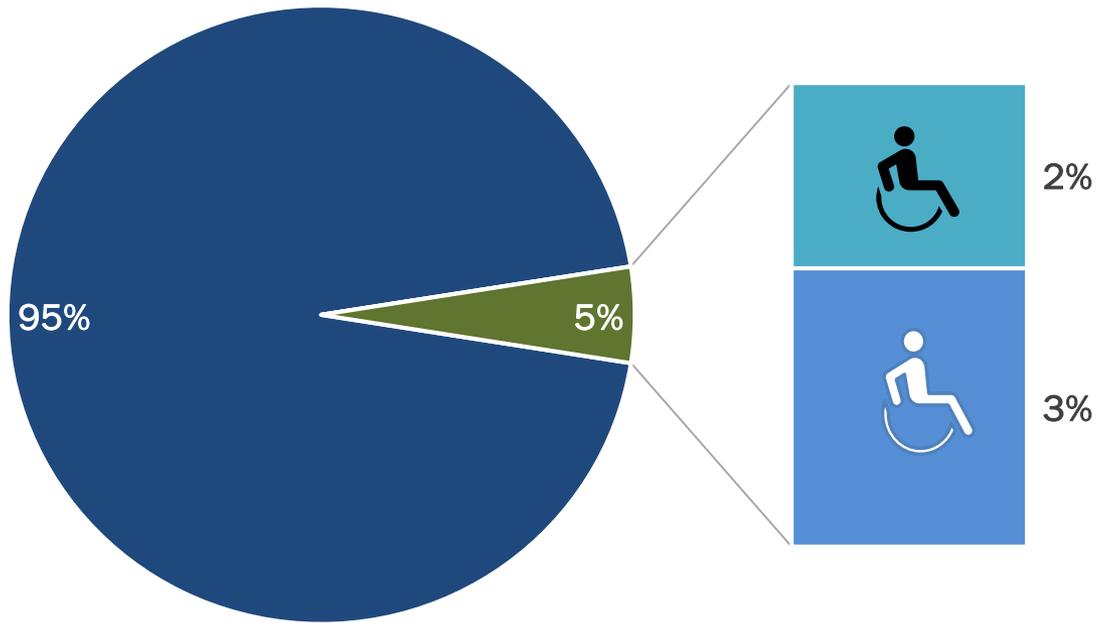
# WHO ARE OUR RIDERS?

## ANNUAL HOUSEHOLD INCOME (2016)



# WHO ARE OUR RIDERS?

## DISABILITY STATUS



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

■ NO - NOT DISABLED

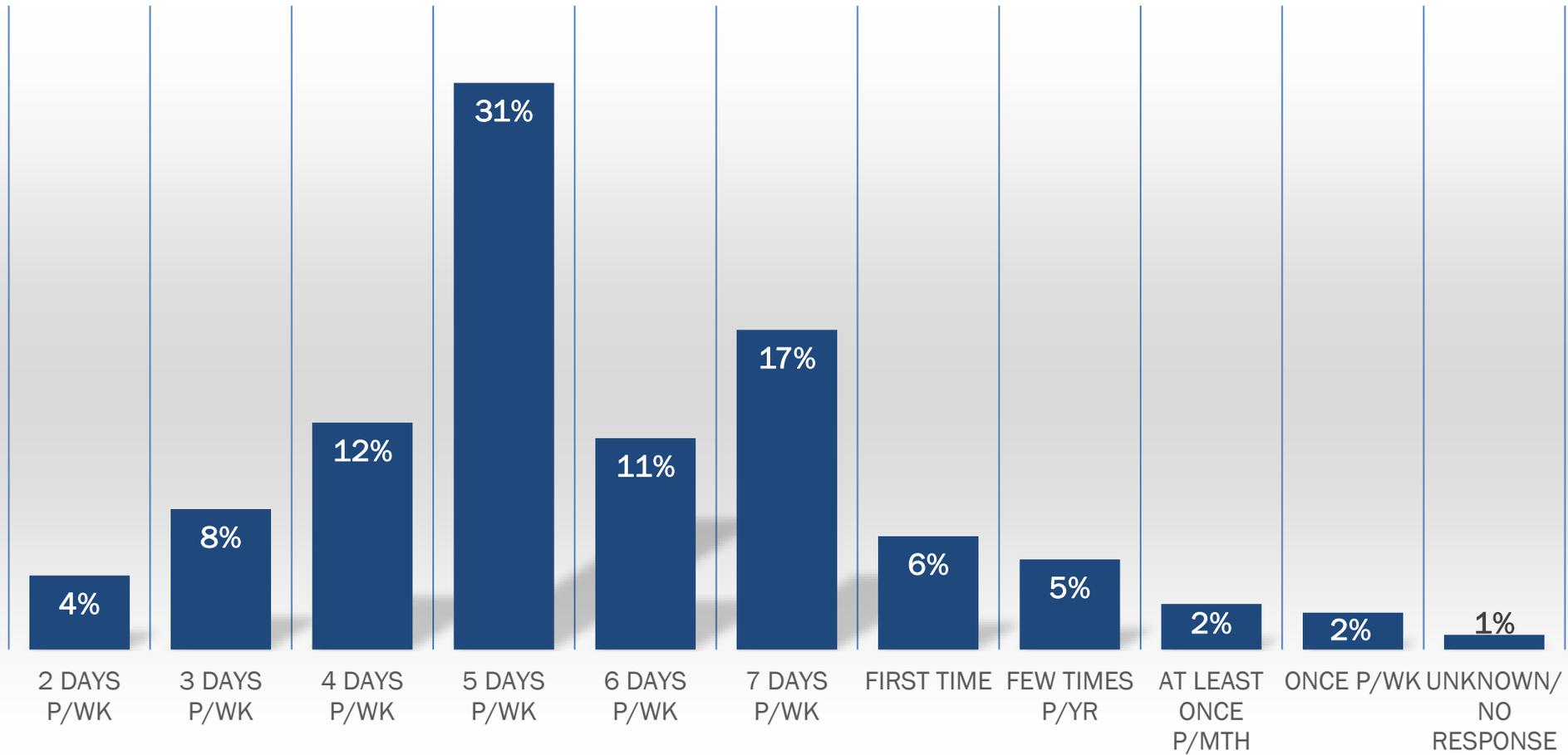
■ DISABLED (TOTAL)

■ YES- HRT CERTIFIED DISABILITY

■ YES- DISABLED OTHER

# WHO ARE OUR RIDERS?

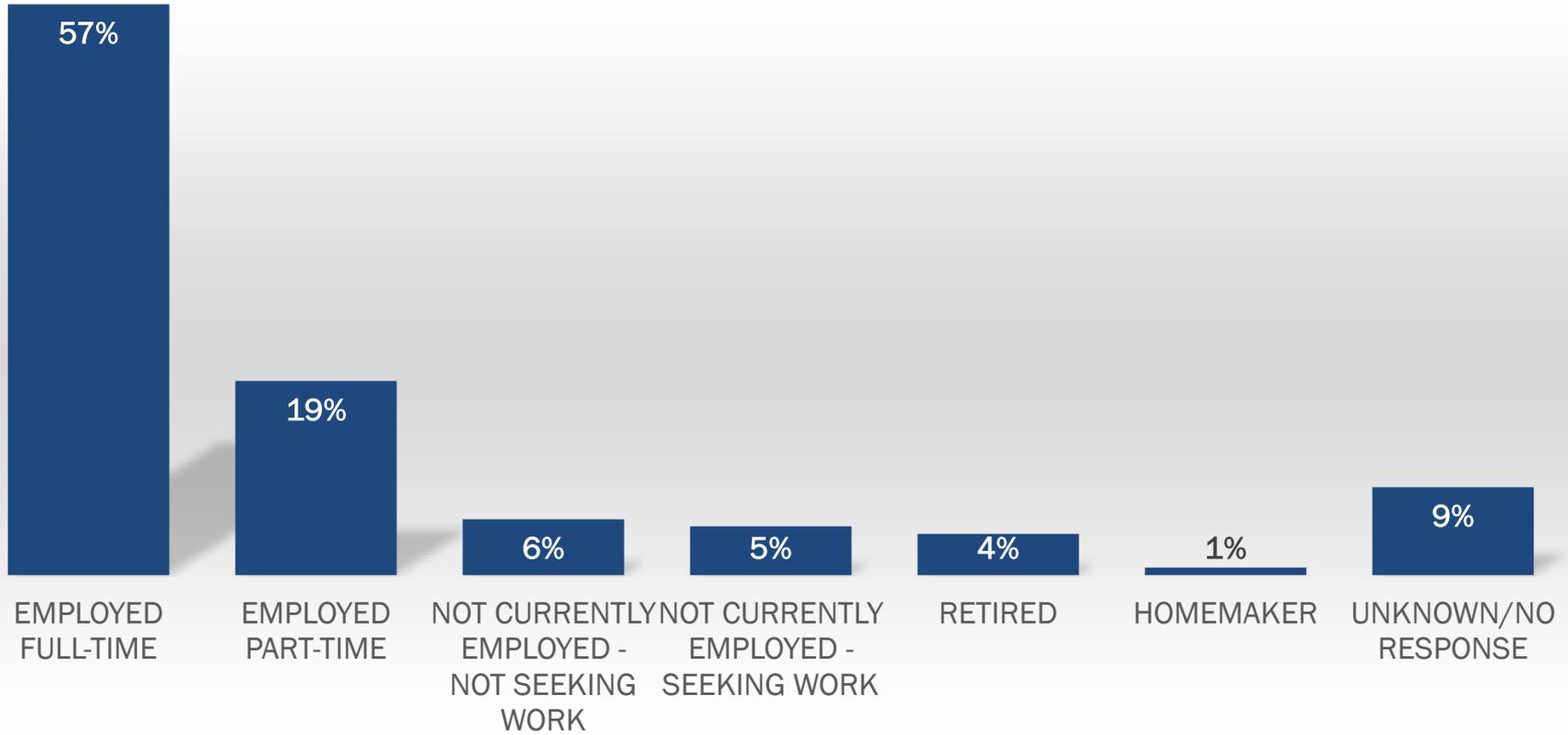
## SYSTEM UTILIZATION - FREQUENCY



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

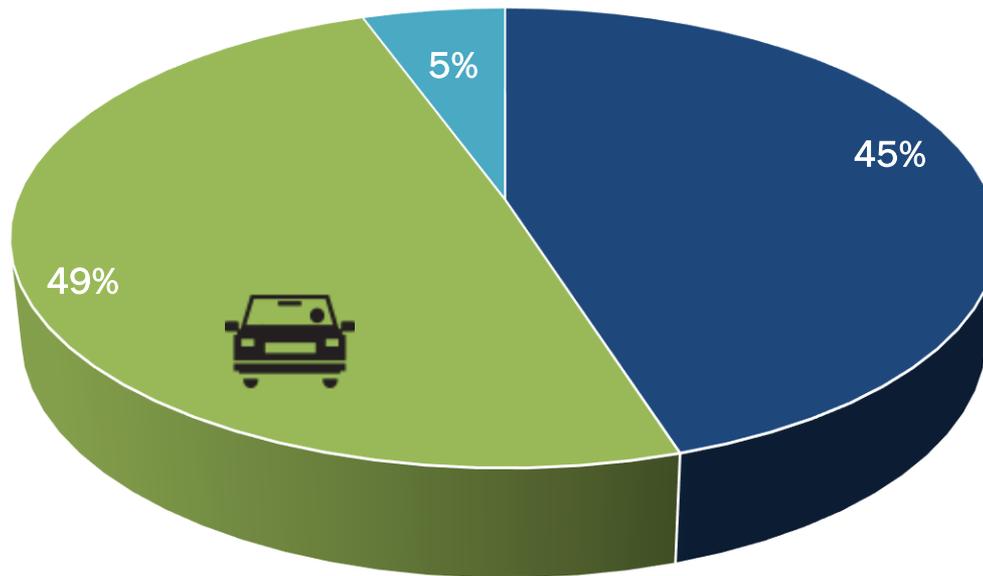
# WHO ARE OUR RIDERS?

## EMPLOYMENT STATUS



# WHO ARE OUR RIDERS?

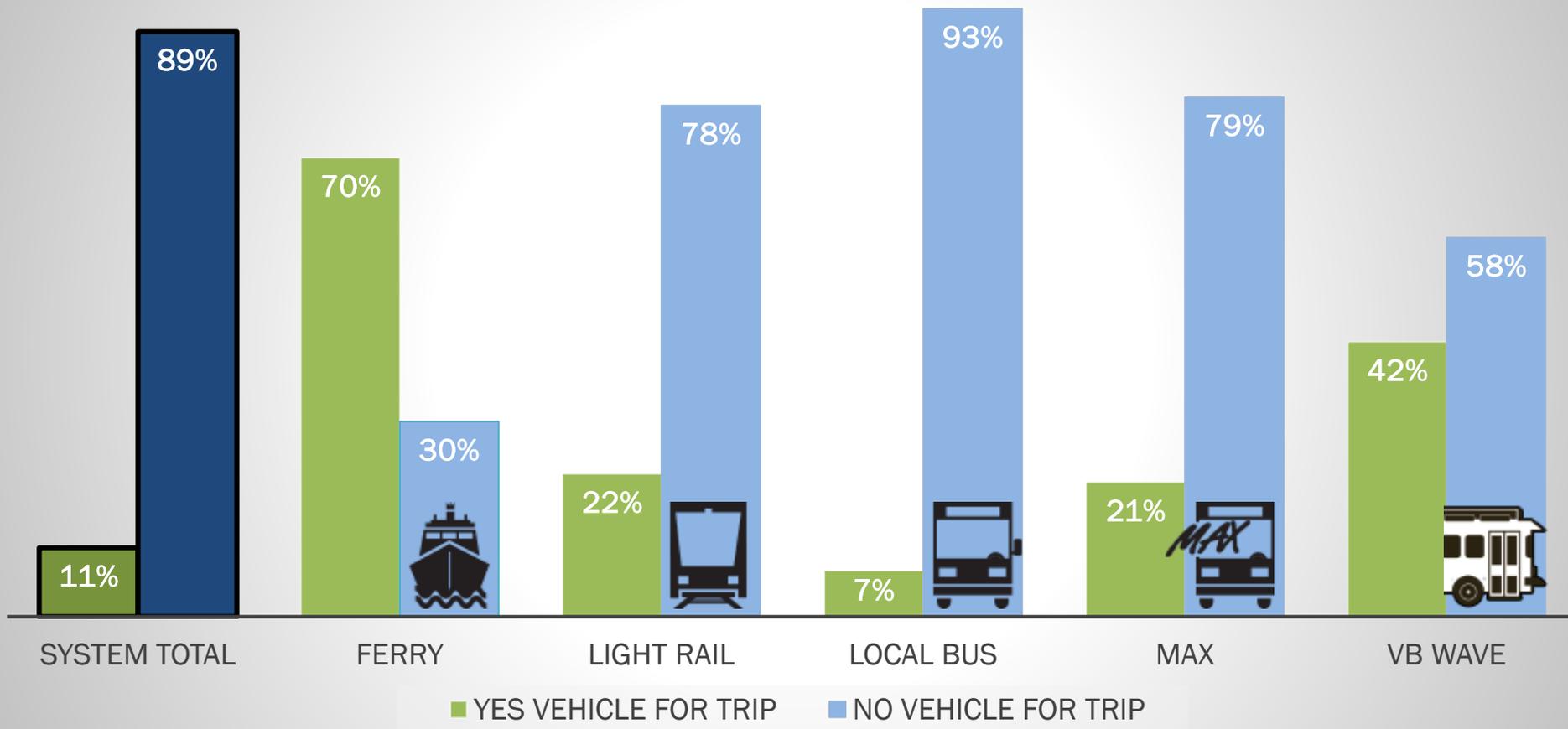
## DRIVER'S LICENSE



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

# WHO ARE OUR RIDERS?

## CAR AVAILABILITY





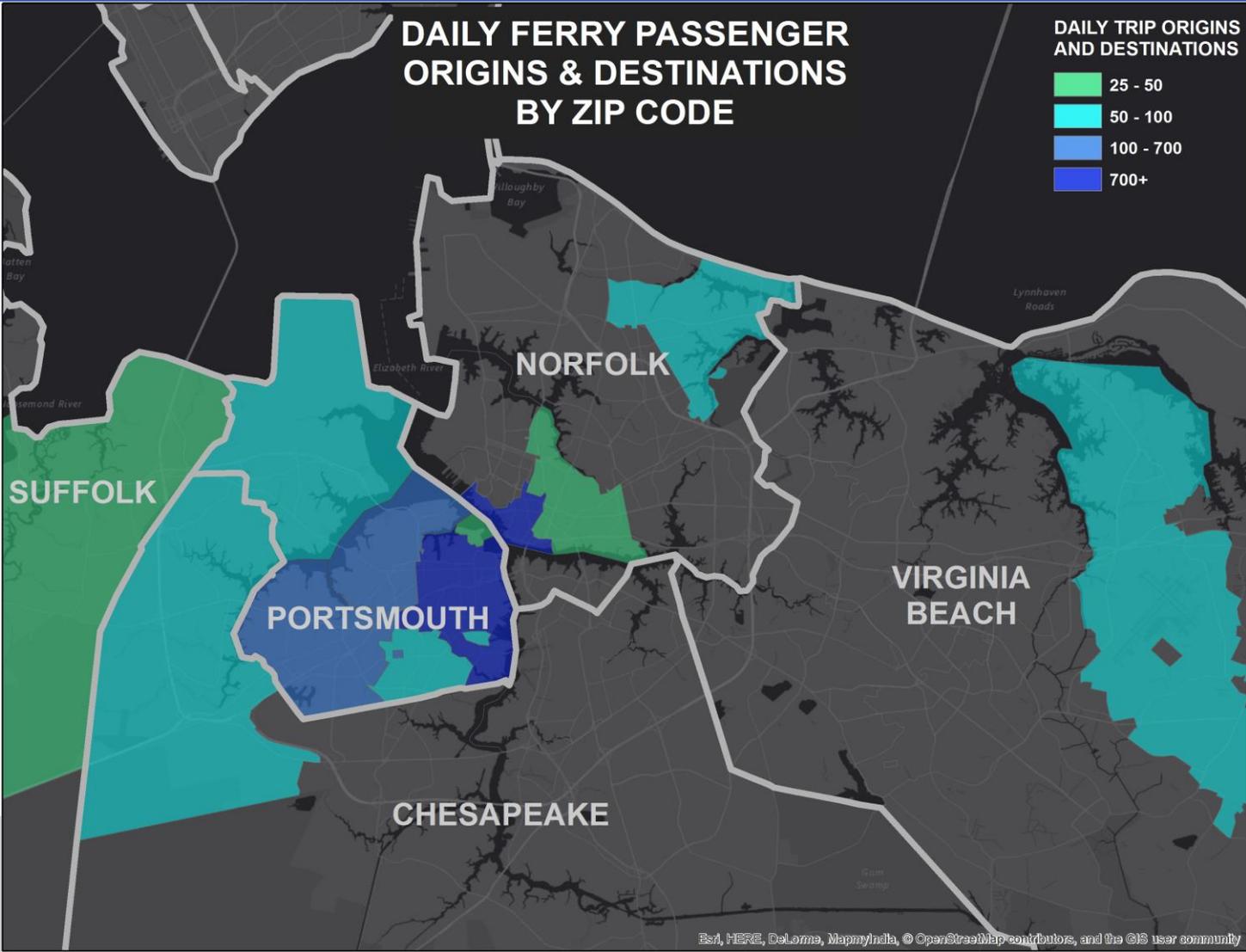
HAMPTON ROADS  
TRANSIT

# DATA VISUALIZATION

[gohrt.com](http://gohrt.com)

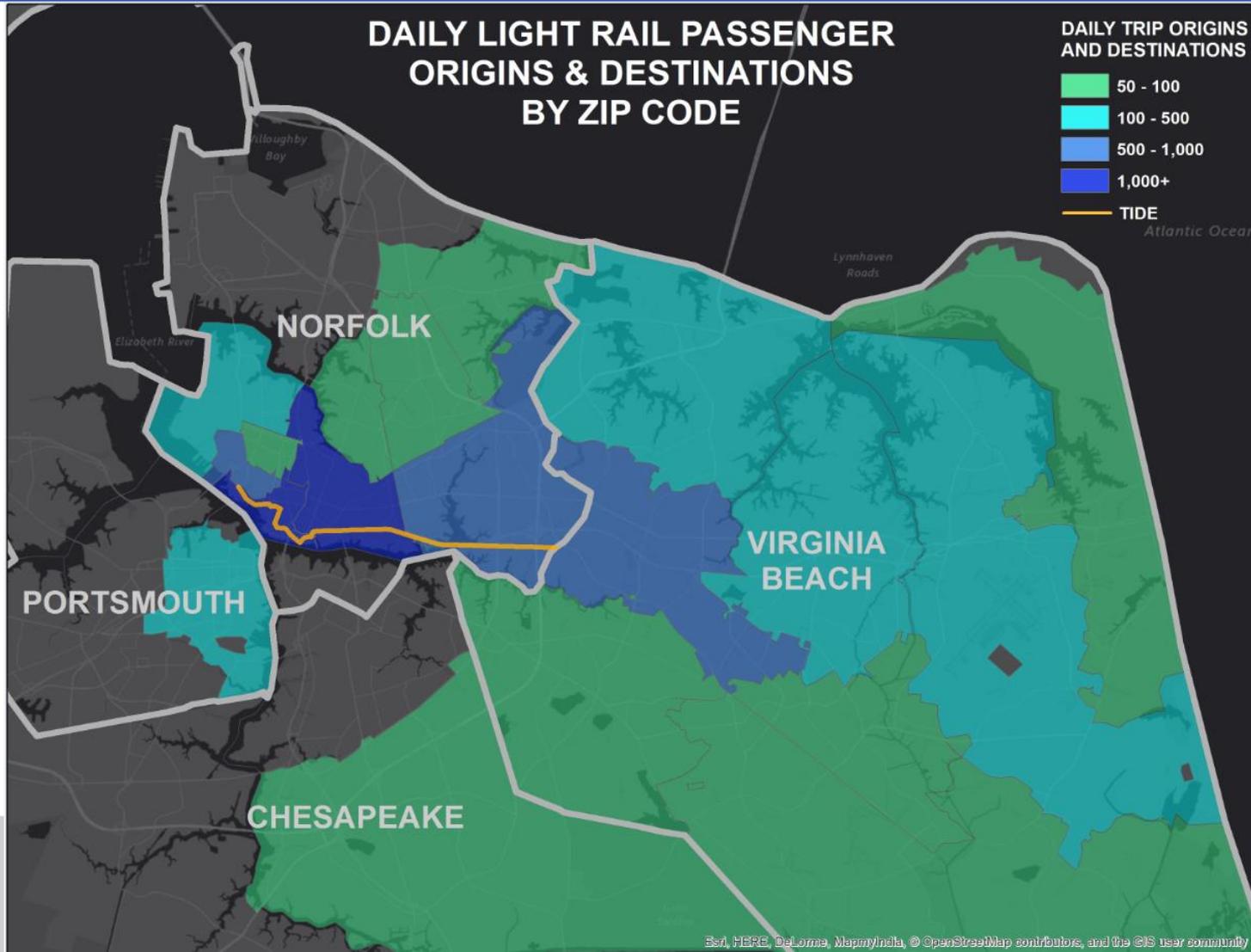
# DATA VIZUALIZATION

## ORIGINS & DESTINATIONS: FERRY



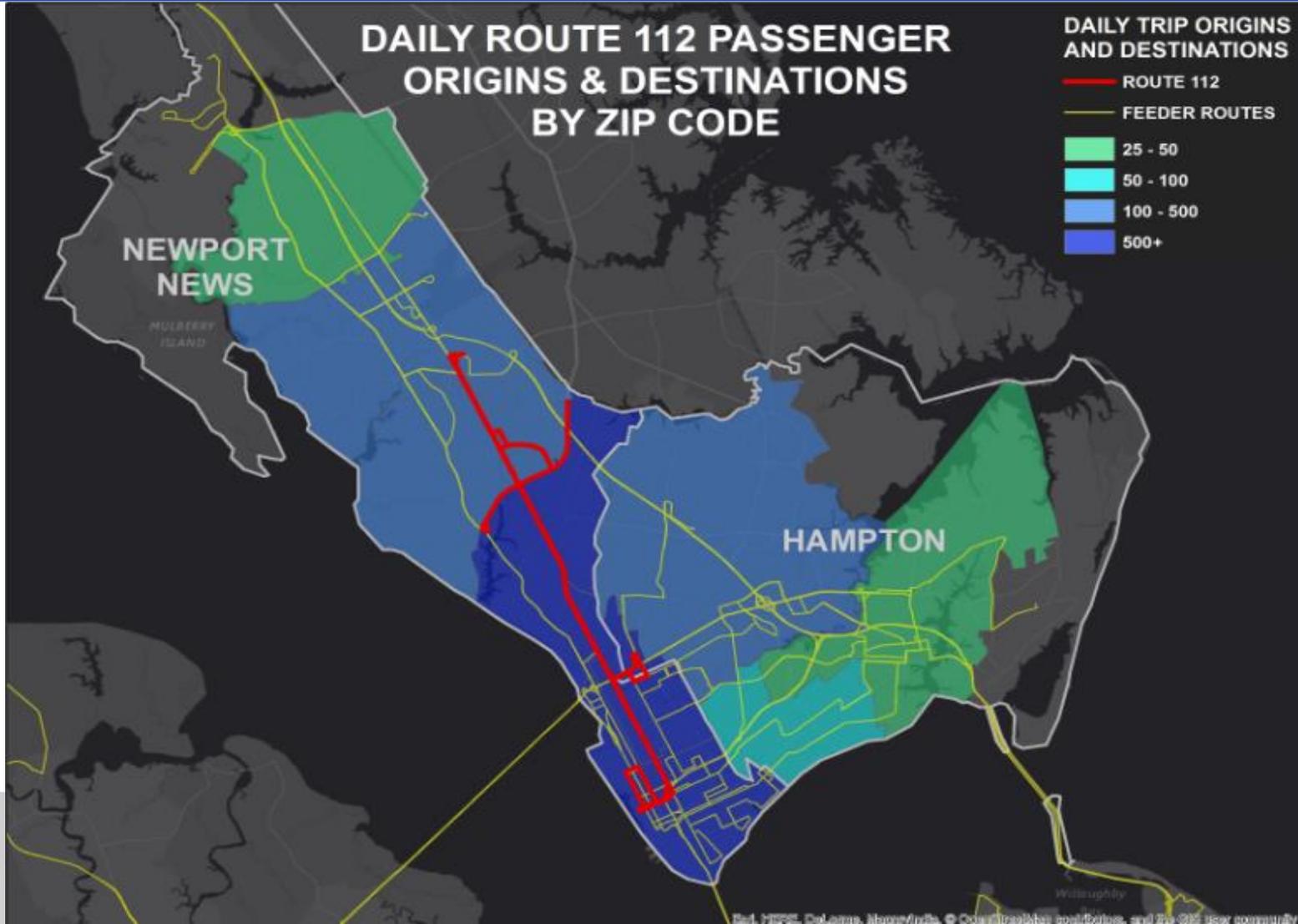
# DATA VIZUALIZATION

## ORIGINS & DESTINATIONS: LIGHT RAIL



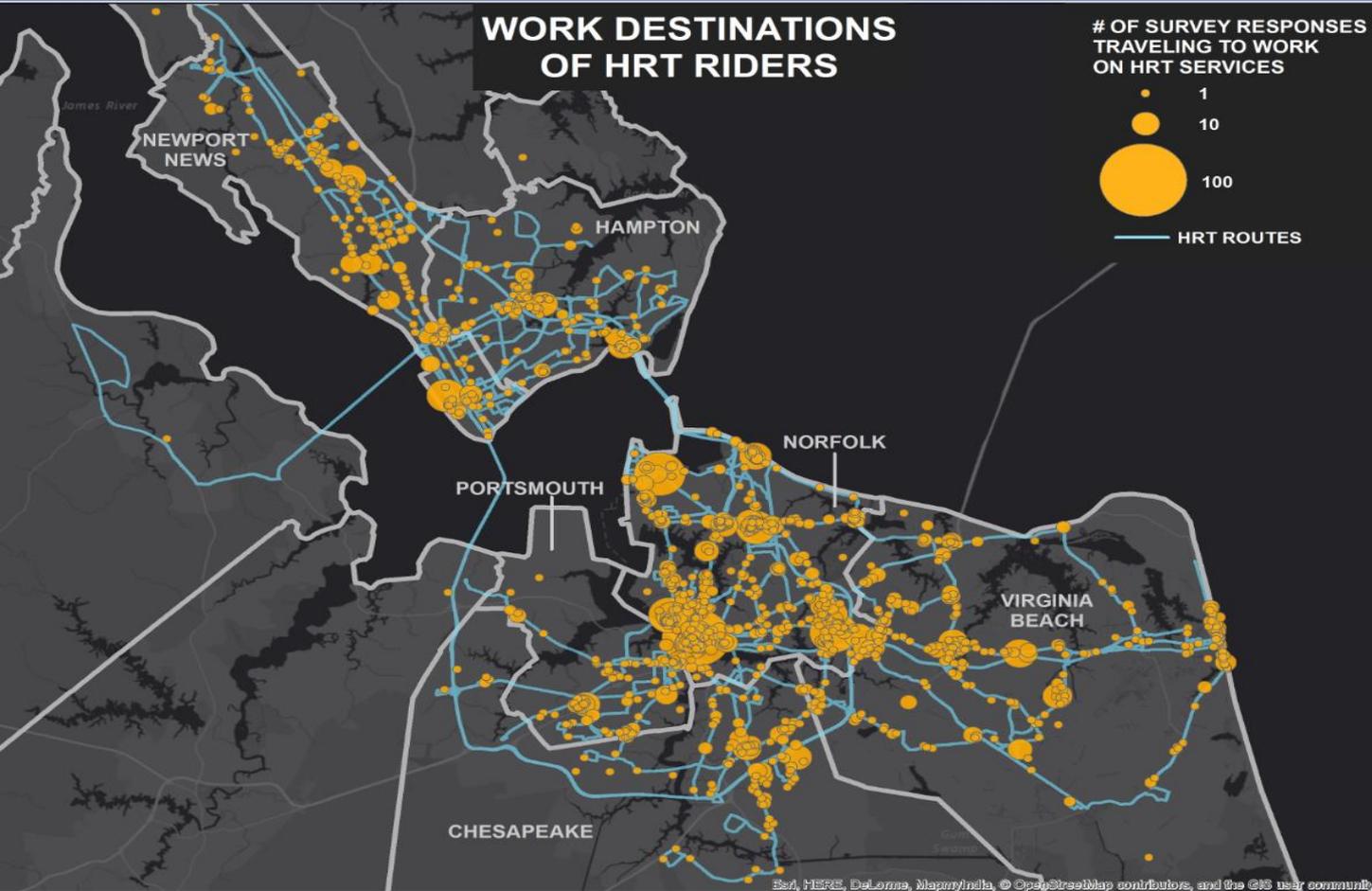
# DATA VIZUALIZATION

## ORIGINS & DESTINATIONS: ROUTE 112



# DATA VIZUALIZATION

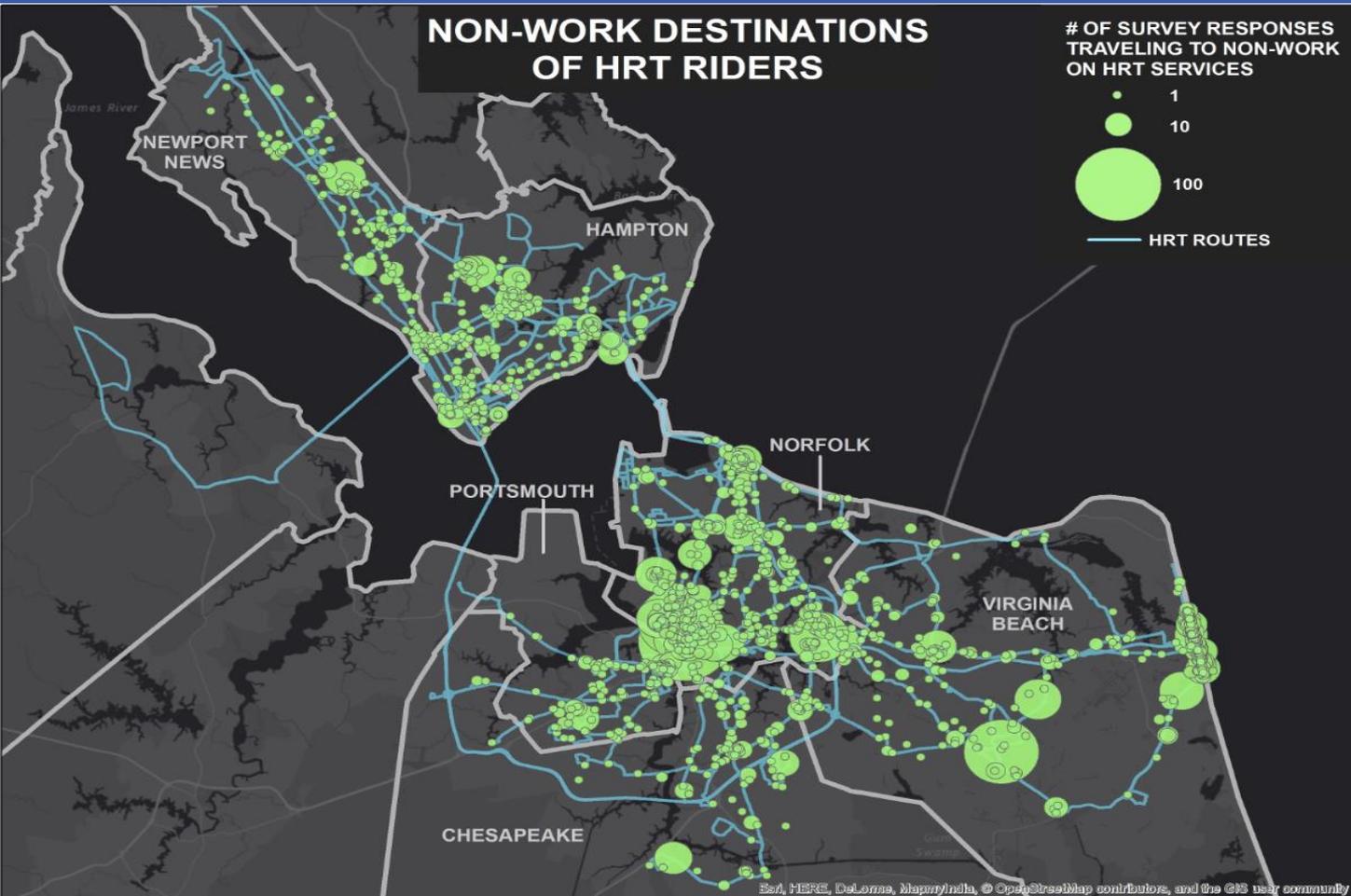
## DESTINATIONS: EMPLOYMENT



- 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