REGIONAL SURVEY
A survey was conducted (Nov 2018-Feb 2019) to gather community feedback on how to best prioritize improvements to the HRT bus system.
Participants

Most of the 2,434 total participants reside in cities served by HRT:

<table>
<thead>
<tr>
<th>City</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Beach</td>
<td>626</td>
</tr>
<tr>
<td>Norfolk</td>
<td>592</td>
</tr>
<tr>
<td>Chesapeake</td>
<td>319</td>
</tr>
<tr>
<td>Portsmouth</td>
<td>244</td>
</tr>
<tr>
<td>Newport News</td>
<td>224</td>
</tr>
<tr>
<td>Hampton</td>
<td>193</td>
</tr>
</tbody>
</table>
There was a mix of both current HRT bus riders and non-riders.

Do you ride Hampton Roads Transit buses?

- Yes: 41%
- No: 59%

If yes, how often?

- 5 or more days a week: 52%
- 3 to 4 days a week: 23%
- 1 to 2 days a week: 8%
- Sometimes, but less than once a week: 17%

n = 2,434
Making Connections Regionally

Trips connecting *between cities* represent the majority (82.5 %) of the 9,870 most frequent commutes (once a week or more) identified by respondents.
Respondents prioritized improvement options to the HRT bus system (0 = Not a priority at all, 100 = Extreme high priority):

- More reliable service (on-time arrivals and drop-offs): 76.4
- Frequent service during rush hour (5-9am and 3-7pm, Monday-Friday): 75.9
- Real-time bus arrival information: 75.4
- Safety and security enhancements: 69.9
- Mobile ticketing and fare payment options: 69.7
- More sheltered stops in my city: 68.0
- Average: 67.8
- Service hours that are the same across the system: 64.8
- Weekend service (Saturday and Sunday): 63.4
- Evening service (7pm-midnight, Monday-Friday): 59.0
- Frequent service during midday (9am-3pm, Monday-Friday): 55.6

n = 2,434 (displayed in unique randomized order)
Respondents prioritized improvement options to the HRT bus system (0 = Not a priority at all, 100 = Extreme high priority):

**Priority Improvements**

<table>
<thead>
<tr>
<th>Improvement</th>
<th>HRT Bus Users</th>
<th>Non-HRT Bus Users</th>
<th>Pt. Diff</th>
</tr>
</thead>
<tbody>
<tr>
<td>More reliable service (on-time arrivals and drop-offs)</td>
<td>80.3</td>
<td>73.7</td>
<td>6.5</td>
</tr>
<tr>
<td>Real-time bus arrival information</td>
<td>78.9</td>
<td>72.9</td>
<td>6.0</td>
</tr>
<tr>
<td>Frequent service during rush hour (5-9am and 3-7pm)</td>
<td>78.7</td>
<td>74.0</td>
<td>12.3</td>
</tr>
<tr>
<td>More sheltered stops in my city</td>
<td>75.3</td>
<td>72.9</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>74.0</td>
<td></td>
<td>10.6</td>
</tr>
<tr>
<td>Safety and security enhancements</td>
<td>63.4</td>
<td>67.4</td>
<td></td>
</tr>
<tr>
<td>Weekend service (Saturday and Sunday)</td>
<td>73.6</td>
<td>73.2</td>
<td></td>
</tr>
<tr>
<td>Mobile ticketing and fare payment options</td>
<td>56.5</td>
<td>67.3</td>
<td></td>
</tr>
<tr>
<td>Service hours that are the same across the system</td>
<td>73.2</td>
<td>73.0</td>
<td></td>
</tr>
<tr>
<td>Evening service (7pm-midnight, Monday-Friday)</td>
<td>51.7</td>
<td>69.2</td>
<td></td>
</tr>
<tr>
<td>Frequent service during midday (9am-3pm, Monday-Friday)</td>
<td>65.8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

HRT Bus Users (n) = 1,008; Non-HRT Bus Users (n) = 1,426
by Frequency of HRT Bus Ridership

Infrequent = Sometimes, but less than once a week
Moderate = 3 to 4 times per week
Frequent = 5 or more times per week

Priority Improvements

0 = Not a priority at all, 100 = Extreme high priority

Infrequent (n) = 172; Moderate (n) = 233; Frequent (n) = 526
Top 6 Priorities

1. More reliable service (on-time arrivals and drop-offs)
2. Frequent Service during rush hour (5-9am and 3-7pm, Monday-Friday)
3. Real-time bus arrival information
4. Safety and security
5. Mobile ticketing and fare payment options
6. More sheltered stops in my city
Top 6 Priorities

1. More reliable service (on-time arrivals and drop-offs)

“Buses should be on time”

“Make sure our folks who need it the most have connections that are timely.”

“Buses that work and run.”
Frequent Service during rush hour
(5-9am and 3-7pm, Monday-Friday)

“We need the 05:18 967 MAX bus back. You added the 05:08 but stopped the 05:18. Both times are needed.”

“The only way to transform bus services in Hampton Roads is to decrease transit time between major areas. Completely unreasonable travel times!”

“Shorter wait times with scheduled on-time service.”

“Buses running every half hour instead of every hour.”

“More frequent service every 15-20 mins during week, every 30 mins on weekends”
3. Real-time bus arrival information

“On time buses and real-time information.”

“Real time bus tracking. I understand things happen and buses don’t always run on-time. I’d rather sit at home an extra 10 minutes than stand out in the weather looking down the road wondering where my bus us.”

“Better mobile technology integration and real-time route info”

“A real focus on on-time performance and real-time bus arrival information.”
Top 6 Priorities

All respondents

4. Safety and security enhancements

“Better safety and security.”
Mobile ticketing and fare payment options

“Switching from paper tickets to a hard pass where you can reload funds”

“Real time arrival on mobile & mobile pay fare”

“We need an app that gives real time locations and estimated wait and transit times. We need to be able to pay via the app as well.”
More sheltered stops in my city

“Covered bus shelters with good rain protection. Good lighting.”

“Better shelters . . . You feel valued, more human, protected from the elements in a sheltered stop.”

“Quicker, more reliable service with covered stops. Real time updates. Destinations that matter, on routes that are easy to understand.”

“More sheltered bus stops to protect passengers from inclement weather.”
System Preferences

Respondents rated how much they value (or would value) different bus service qualities, with trade-offs in four Categories:

1. Route Design (trade-offs in Travel Time & Access)
2. System Design (trade-offs in Frequency & Coverage)
3. Service Times (trade-offs in Rush Hour & non-Rush Hour)
4. Connectivity (trade-offs in Coverage & Direct Routes)
### System Preferences

(0 = Not at all valuable, 100 = Extremely valuable)

#### 1. Route Design

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>More stops resulting in shorter walk (1 to 2 blocks) to and from the bus</td>
<td>58.4</td>
</tr>
<tr>
<td>Fewer stops resulting in faster trip on the bus</td>
<td>55.1</td>
</tr>
</tbody>
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#### 2. System Design

<table>
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<tr>
<th>Option</th>
<th>Percentage</th>
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<tr>
<td>More frequent service but with fewer routes and shorter wait times</td>
<td>50.5</td>
</tr>
<tr>
<td>More routes to more places but with longer wait times</td>
<td>47.1</td>
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#### 3. Service Times

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#### 4. Connectivity

<table>
<thead>
<tr>
<th>Option</th>
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<tr>
<td>More geographic coverage, with longer trips</td>
<td>56.4</td>
</tr>
<tr>
<td>More compact coverage, with shorter trips</td>
<td>53.7</td>
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n = 2,434
# System Preferences

(0 = Not at all valuable, 100 = Extremely valuable)

## 1. Route Design

- More stops resulting in shorter walk (1 to 2 blocks) to and from the bus
  - HRT Bus Users: 64.9
  - Non-HRT Bus Users: 53.9

- Fewer stops resulting in faster trip on the bus
  - HRT Bus Users: 42.9
  - Non-HRT Bus Users: 63.7

## 2. System Design

- More routes to more places but with longer wait times
  - HRT Bus Users: 49.7
  - Non-HRT Bus Users: 45.2

- More frequent service but with fewer routes and shorter wait times
  - HRT Bus Users: 44.0
  - Non-HRT Bus Users: 55.1

## 3. Service Times

- More service during non-rush hours (9am-3pm, 7pm-midnight, weekdays)
  - HRT Bus Users: 61.5
  - Non-HRT Bus Users: 46.2

- More service during rush hours (5-9am and 3-7pm, weekdays)
  - HRT Bus Users: 54.5
  - Non-HRT Bus Users: 73.5

## 4. Connectivity

- More compact coverage, with shorter trips
  - HRT Bus Users: 58.6
  - Non-HRT Bus Users: 50.3

- More geographic coverage, with longer trips
  - HRT Bus Users: 48.49
  - Non-HRT Bus Users: 61.99

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HRT Bus Users (n) = 1,008; Non-HRT Bus Users (n) = 1,426
### System Preferences

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<tr>
<td>More stops resulting in shorter walk (1 to 2 blocks) to and from the bus</td>
<td>40.0</td>
<td>36.6</td>
<td>63.0</td>
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Infrequent (n) = 172; Moderate (n) = 233; Frequent (n) = 526
Preference Ratings

(0 = Not at all valuable, 100 = Extremely valuable)

(1) More stops resulting in shorter walk (1 to 2 blocks) to and from the bus
(2) More routes to more places but with longer wait times
(3) More service during non-rush hours (9am-3pm, 7pm-midnight, weekdays)
(4) More compact coverage, with shorter trips

(2) More frequent service but with fewer routes and shorter wait times
(3) More service during rush hours (5-9am and 3-7pm, weekdays)
(4) More geographic coverage, with longer trips

(1) Fewer stops resulting in faster trip on the bus

Infrequent (n) = 172; Moderate (n) = 233; Frequent (n) = 526
Observations

Reported commuting patterns are cross-jurisdictional, mimicking what we’ve seen in other regional transportation research.

Overall priorities for HRT Customers and would-be customers center around:

- Frequent service during rush-hour
- More reliable service
- Real-time bus arrival information
Conclusion

Community inputs from across Hampton Roads, including this survey, are being used to help develop a new strategic plan for HRT bus system improvements. For more information, visit www.TransformTransit.com.

Thank you.