



HAMPTON ROADS
TRANSIT

**2023
ORIGIN AND DESTINATION STUDY
RESULTS**

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AGENDA

- 2023 Regional Origin & Destination (O&D) Study
 - Purpose
 - Methodology
- How our Riders use the HRT System?
- Who Are Our Riders?
- Attitudinal Survey
- Data Visualization
- Closing Summary/Questions



O&D STUDY PURPOSE

- Compile statistically accurate information about transit customers and how they use the transit system for HRT planning purposes.
- Support transit planning & operations activities.
- Support HRT staff with Title VI analyses as required by the Federal Transit Administration (FTA).
- Supports the regional travel forecasting model.



METHODOLOGY

- Survey conducted: August 2023 – November 2023
- Survey administered on every route and mode
- Survey Elements:
 - On-to-Off (O2O), Park and Ride (PnR), and O&D Survey
 - Sampling Goals: (OD goal combined 18% of bus ridership, O2O goal of 20% of daily ridership)

Type	Goal	Completed
O2O	2,437	6,593
O&D Survey (weekend & weekday)	4,600	4,793
PNR	4	4



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



HAMPTON ROADS
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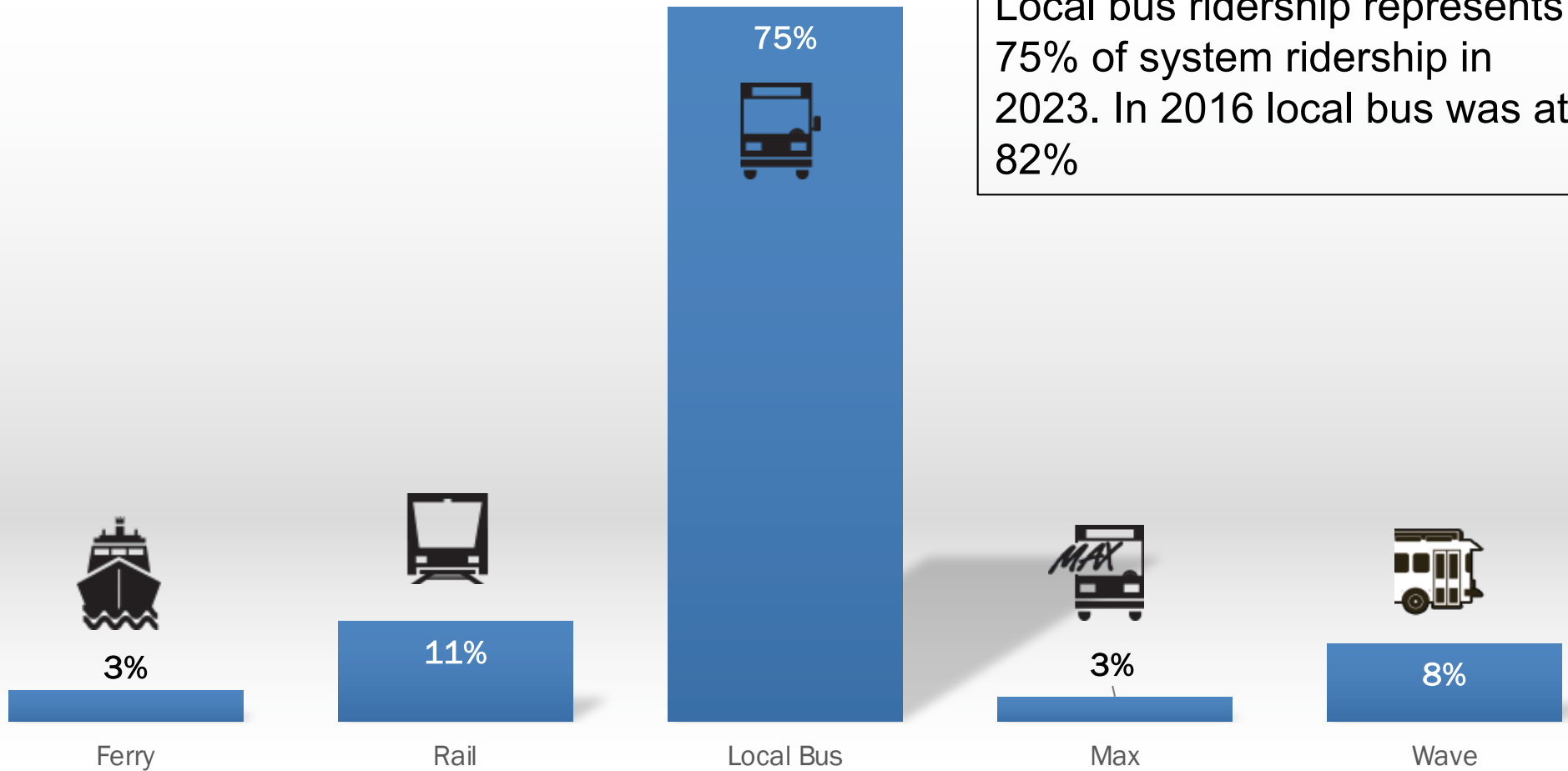
**HOW OUR RIDERS USE THE HRT
SYSTEM?**

**ORIGIN AND DESTINATION DATA AND
INFORMATION**

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HOW OUR RIDERS USE HRT

RIDERSHIP BY MODE – WEEKDAY

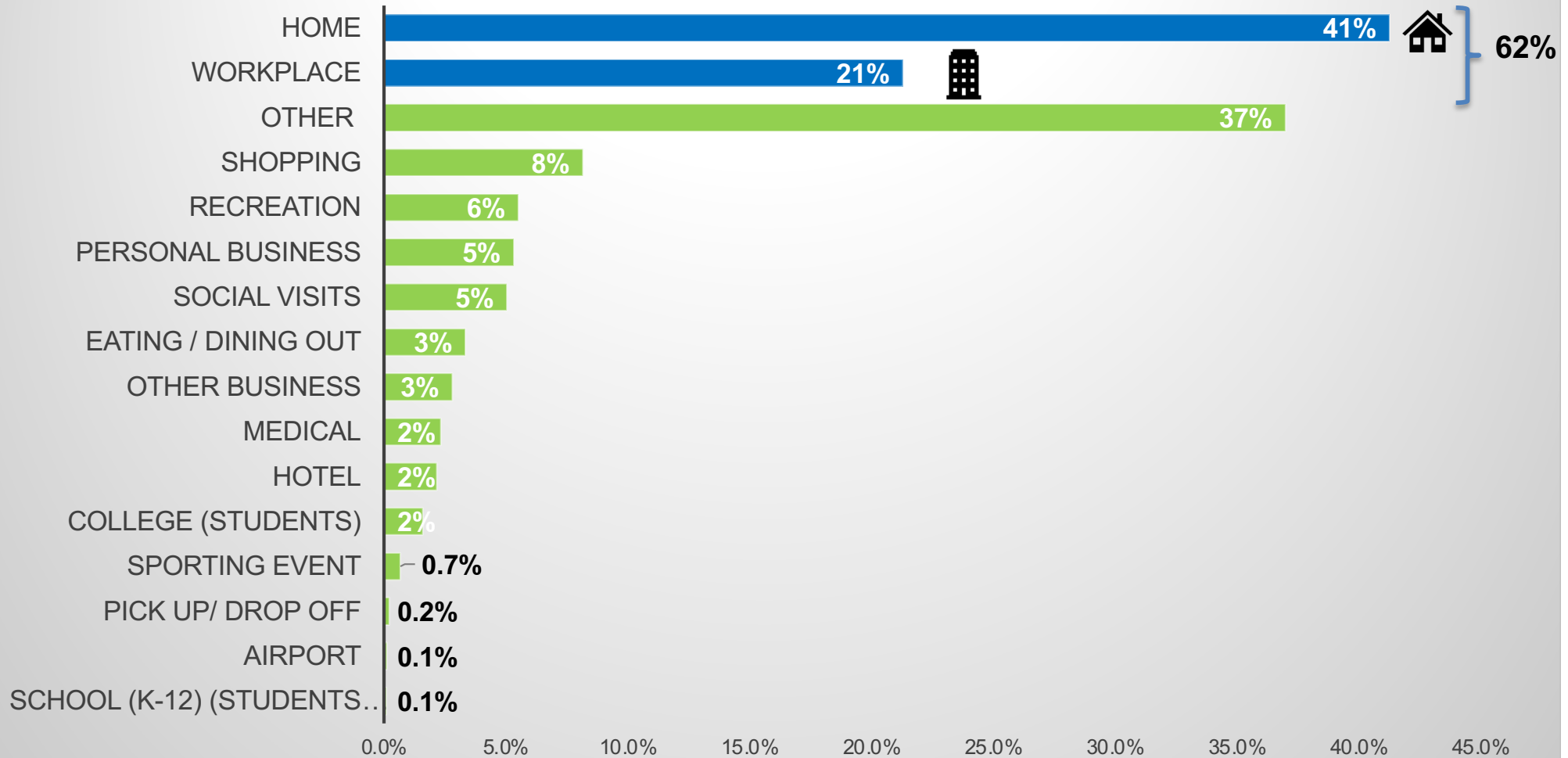


Local bus ridership represents 75% of system ridership in 2023. In 2016 local bus was at 82%

HOW OUR RIDERS USE HRT

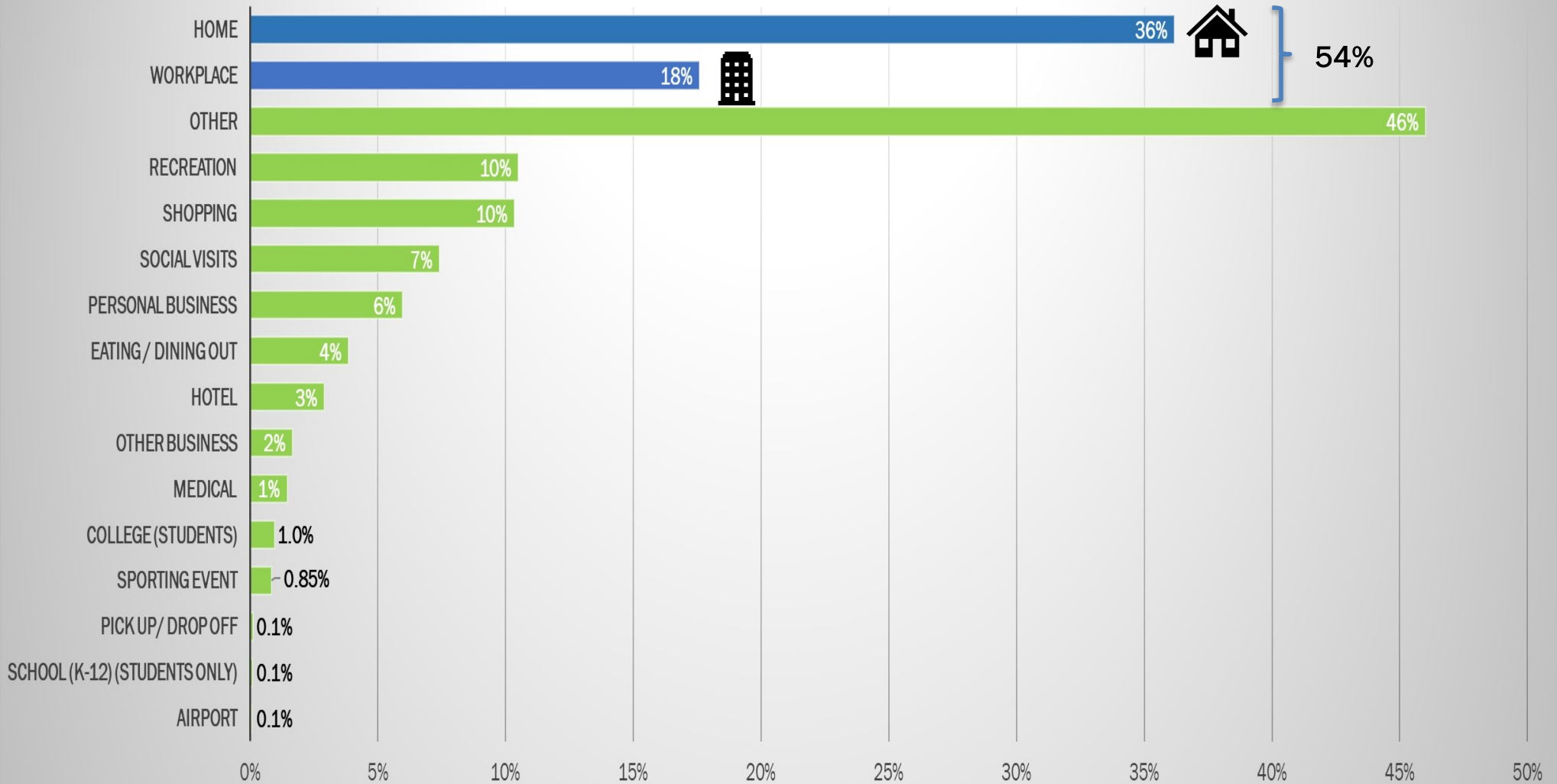
MOST COMMON TRIP DESTINATIONS-

Weekday Only



HOW OUR RIDERS USE HRT

MOST COMMON TRIP DESTINATIONS – 7 Days

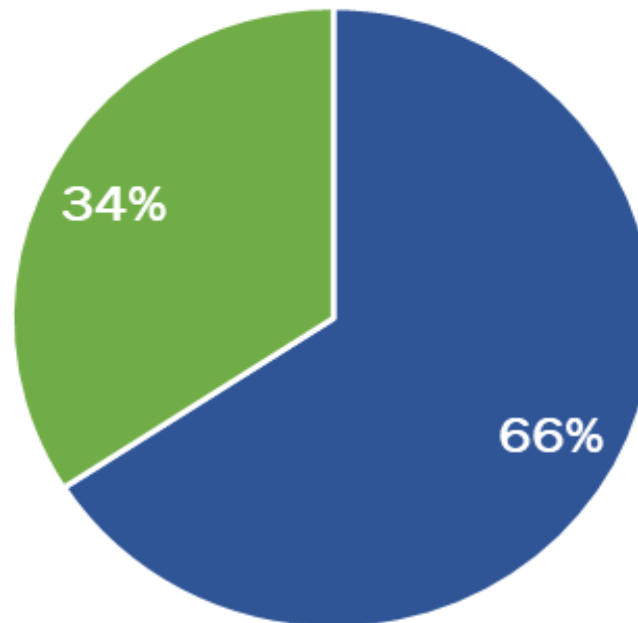


HOW OUR RIDERS USE HRT

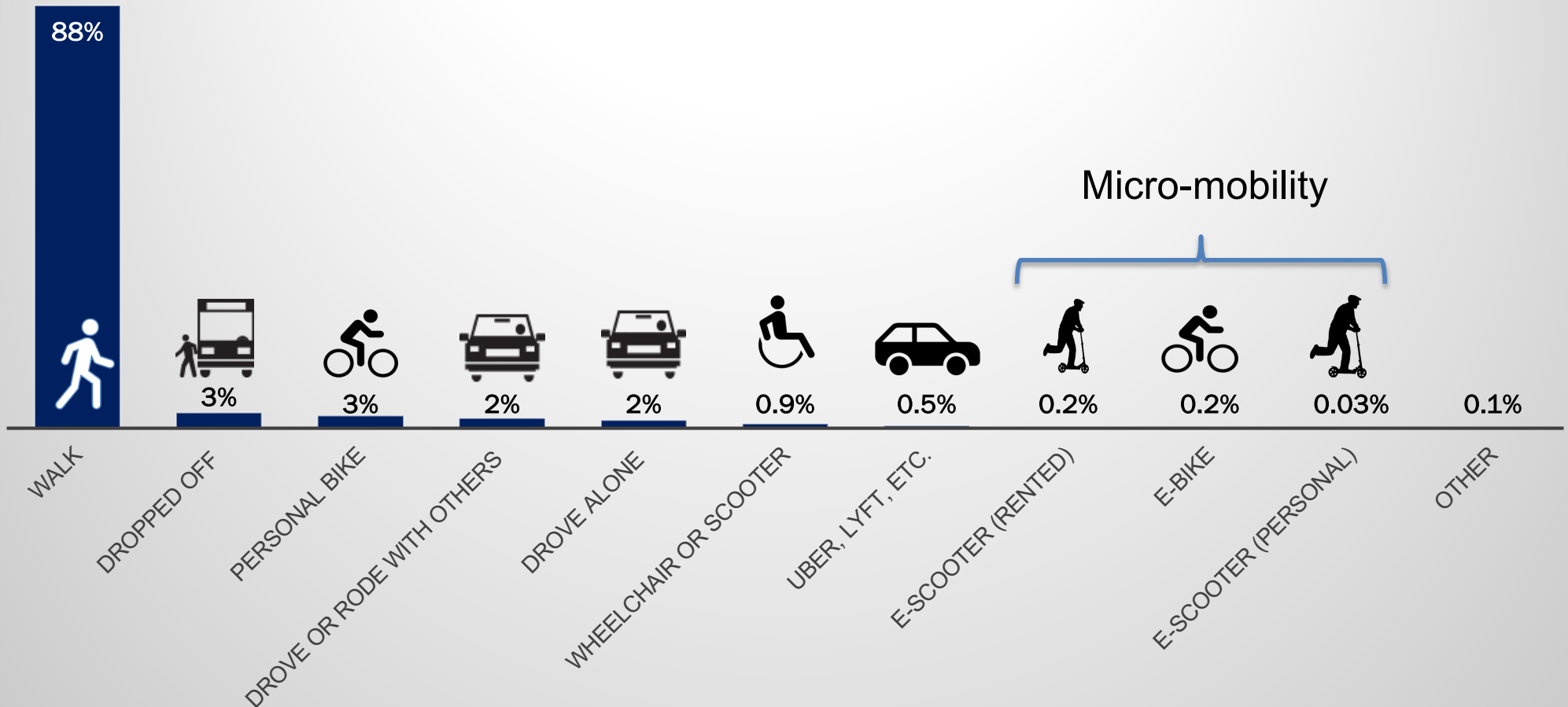
REVERSE TRIP

DID THE RESPONDENT TAKE A ROUND TRIP?

■ Yes- Round Trip Taken ■ No- Round Trip Not Taken



HOW OUR RIDERS USE HRT ACCESS MODE





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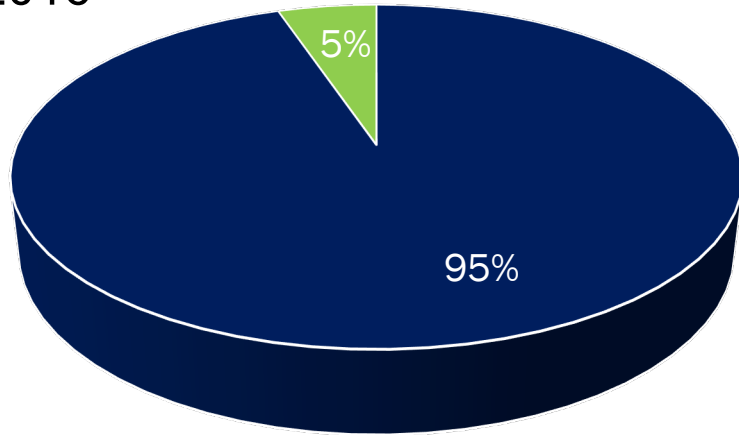
HOW OUR RIDERS USE HRT? SMARTPHONE OWNERSHIP

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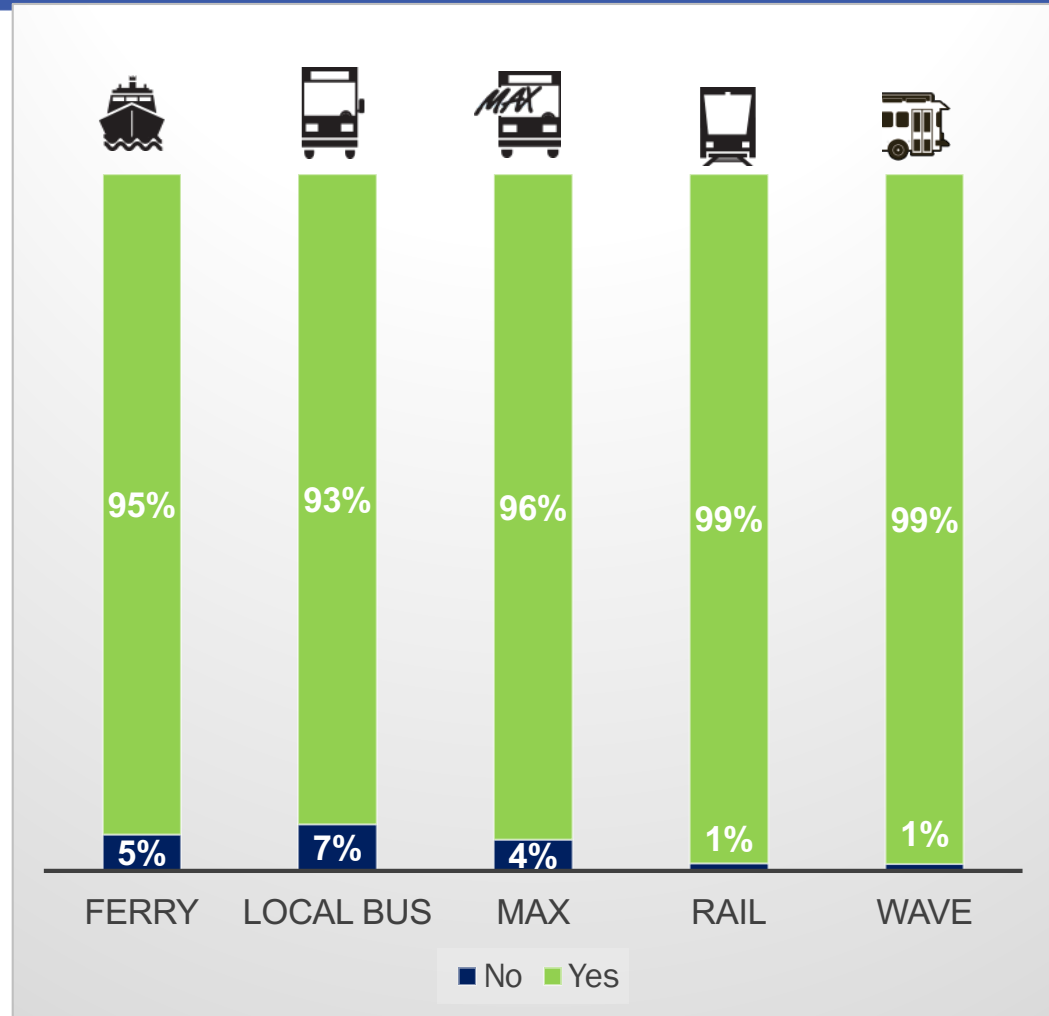
HOW OUR RIDERS USE HRT

SMARTPHONE OWNERSHIP

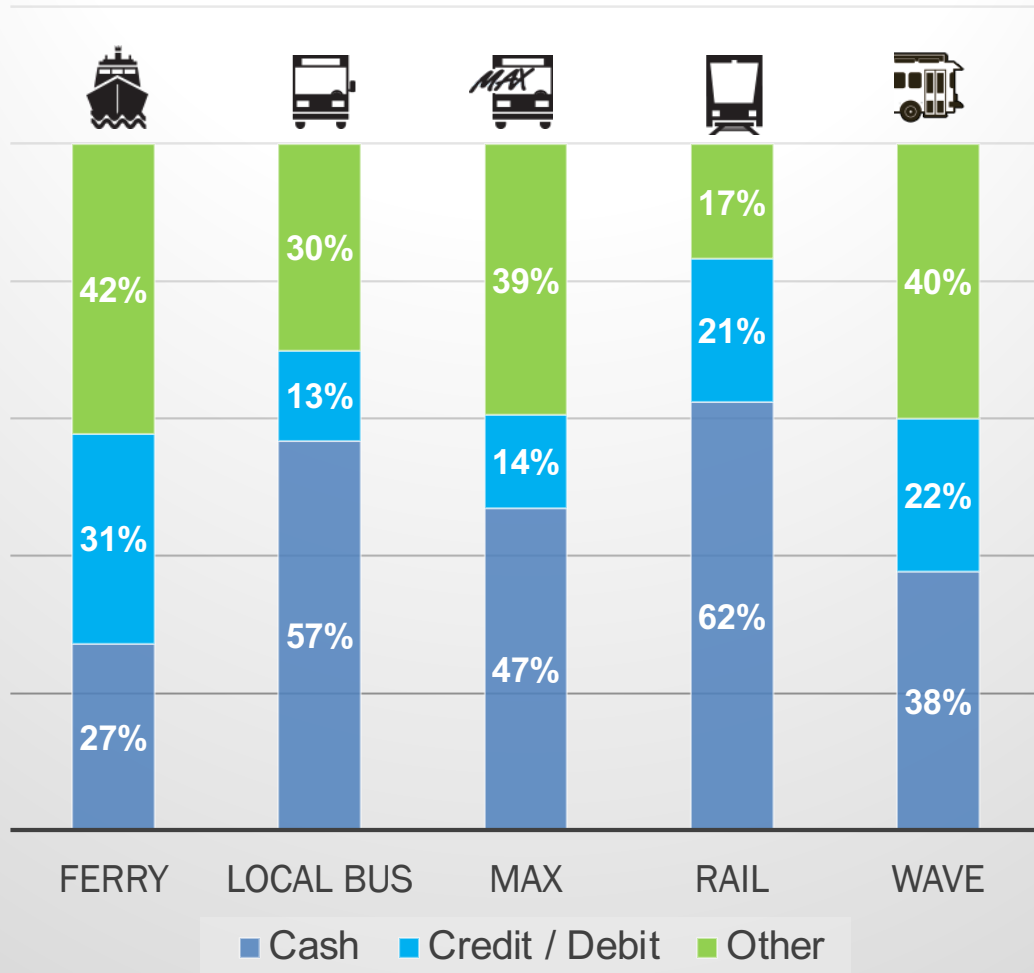
Smartphone ownership has increased from 88% in 2016



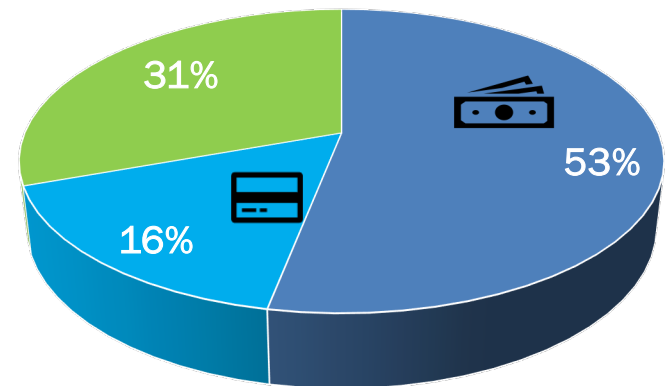
■ Yes ■ No



HOW OUR RIDERS USE HRT FARE PAYMENT Methods



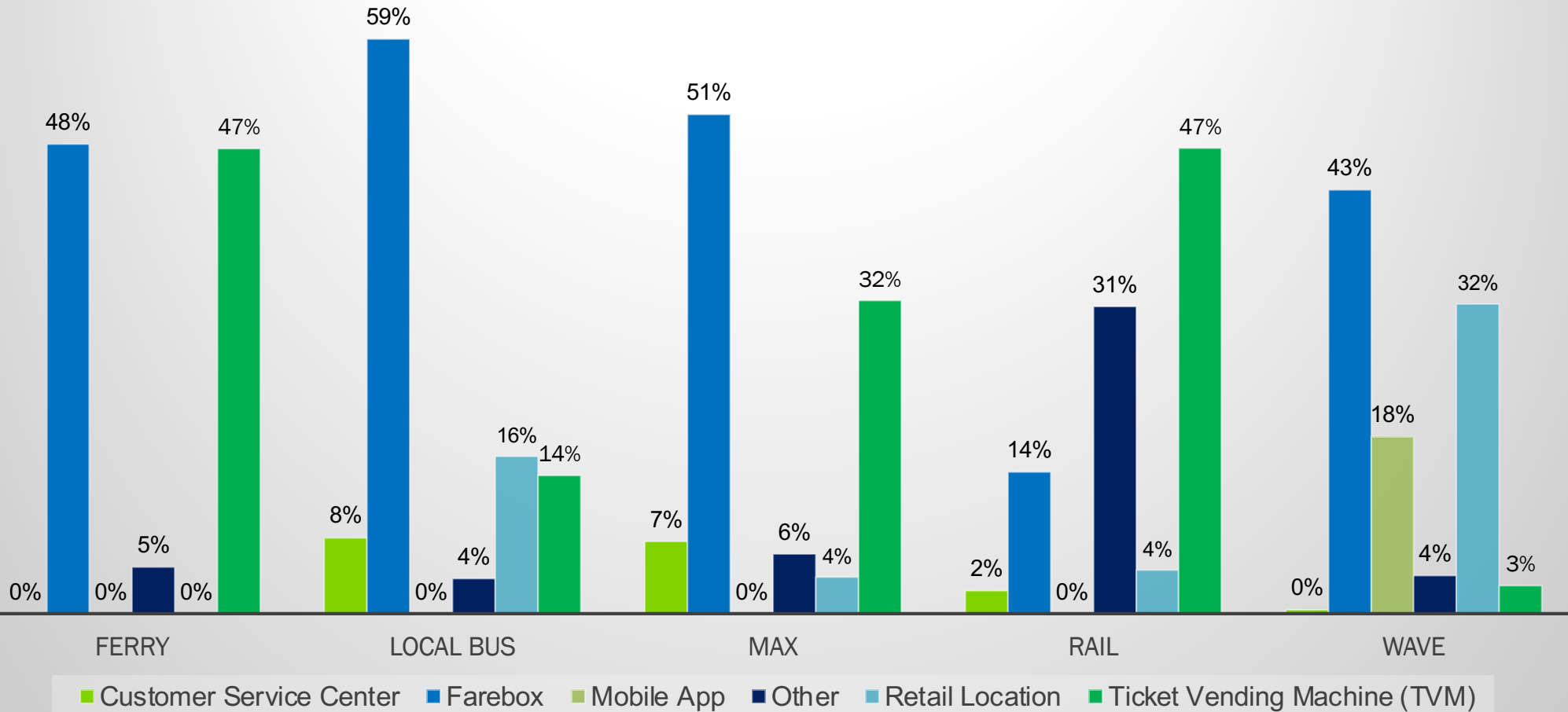
While a little over half of riders utilize cash, this has decreased from 91% in 2016



■ Cash ■ Credit / Debit ■ Other

HOW OUR RIDERS USE HRT

WHERE ARE THEY PAYING FARES?



HOW OUR RIDERS USE HRT

Fare Data

- Nearly half (47%) of riders use a 1-Day Go Pass
- 24% of riders use a “discounted” fare





HAMPTON ROADS
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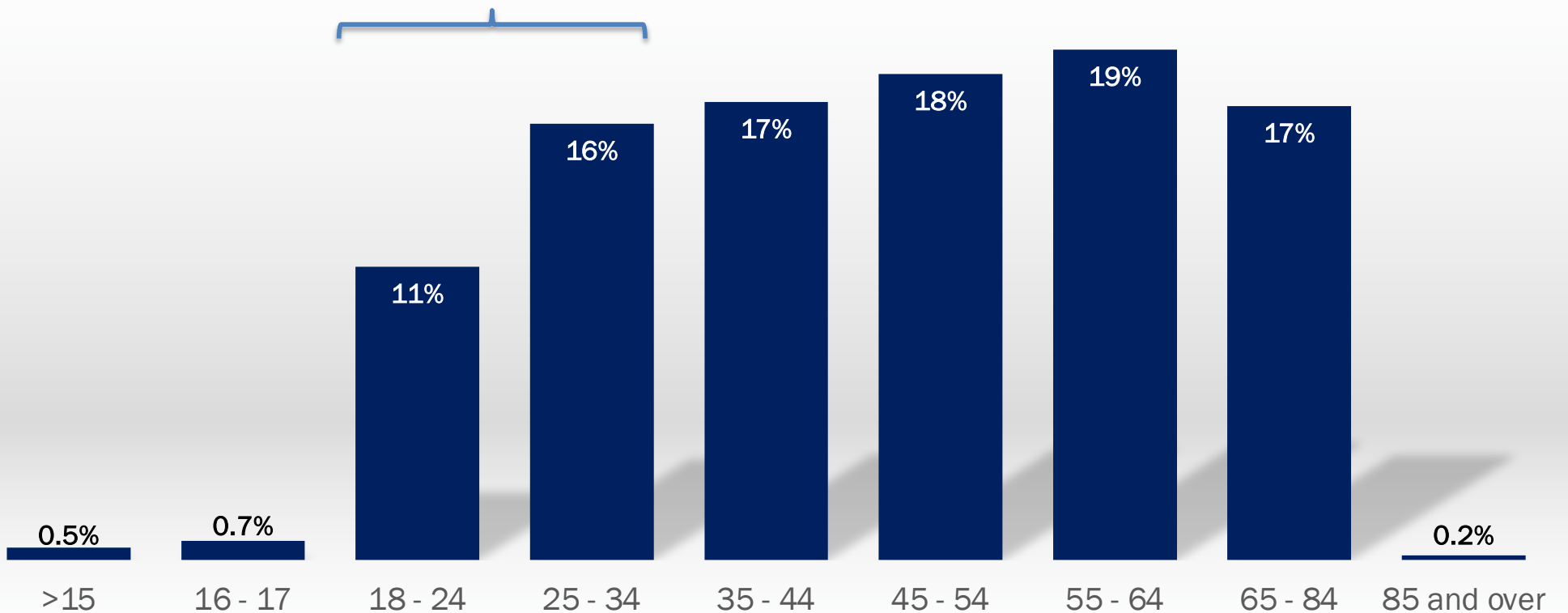
WHO ARE OUR RIDERS?

RIDERSHIP DATA AND INFORMATION

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WHO ARE OUR RIDERS?

AGE

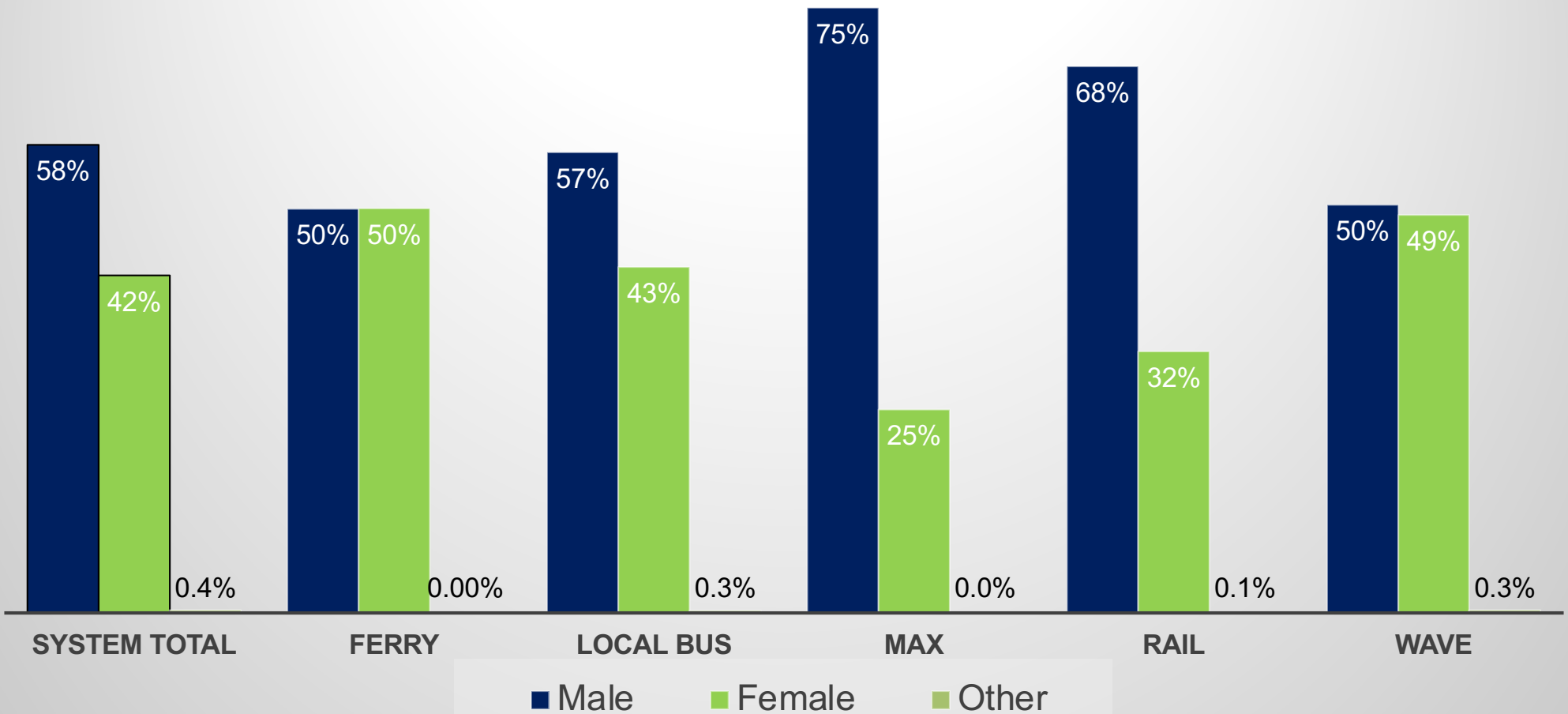


HAMPTON ROADS TRANSIT

18-34: 2016- 56%
2023- 27%¹⁷

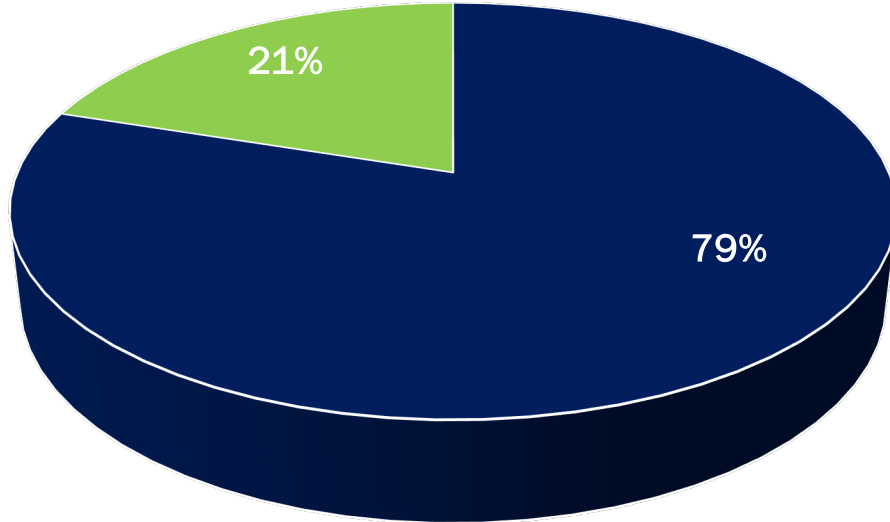
WHO ARE OUR RIDERS?

GENDER



WHO ARE OUR RIDERS?

RACE



■ MINORITY ■ NON-MINORITY

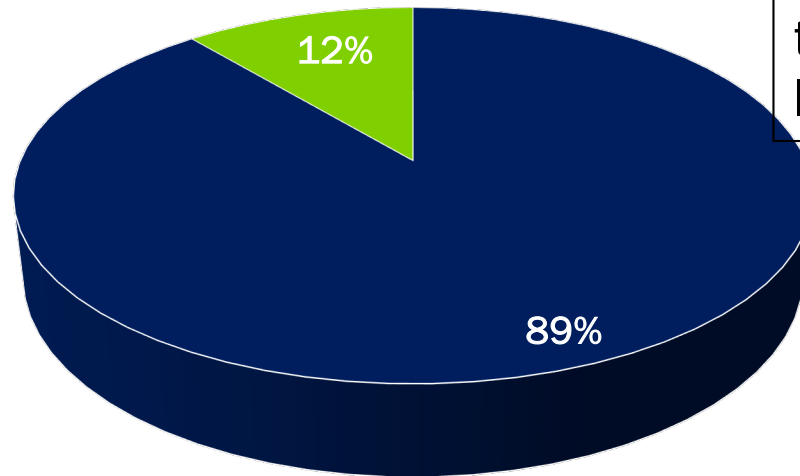
2016	MINORITY	NON-MINORITY
SYSTEM TOTAL	73%	27%
FERRY	34%	66%
LIGHT RAIL	64%	36%
LOCAL BUS	78%	22%
MAX	70%	30%
VB WAVE	33%	67%

2023	MINORITY	NON-MINORITY
SYSTEM TOTAL	79%	21%
FERRY	68%	32%
LIGHT RAIL	79%	21%
LOCAL BUS	84%	16%
MAX	80%	20%
VB WAVE	57%	43%



WHO ARE OUR RIDERS?

LANGUAGE



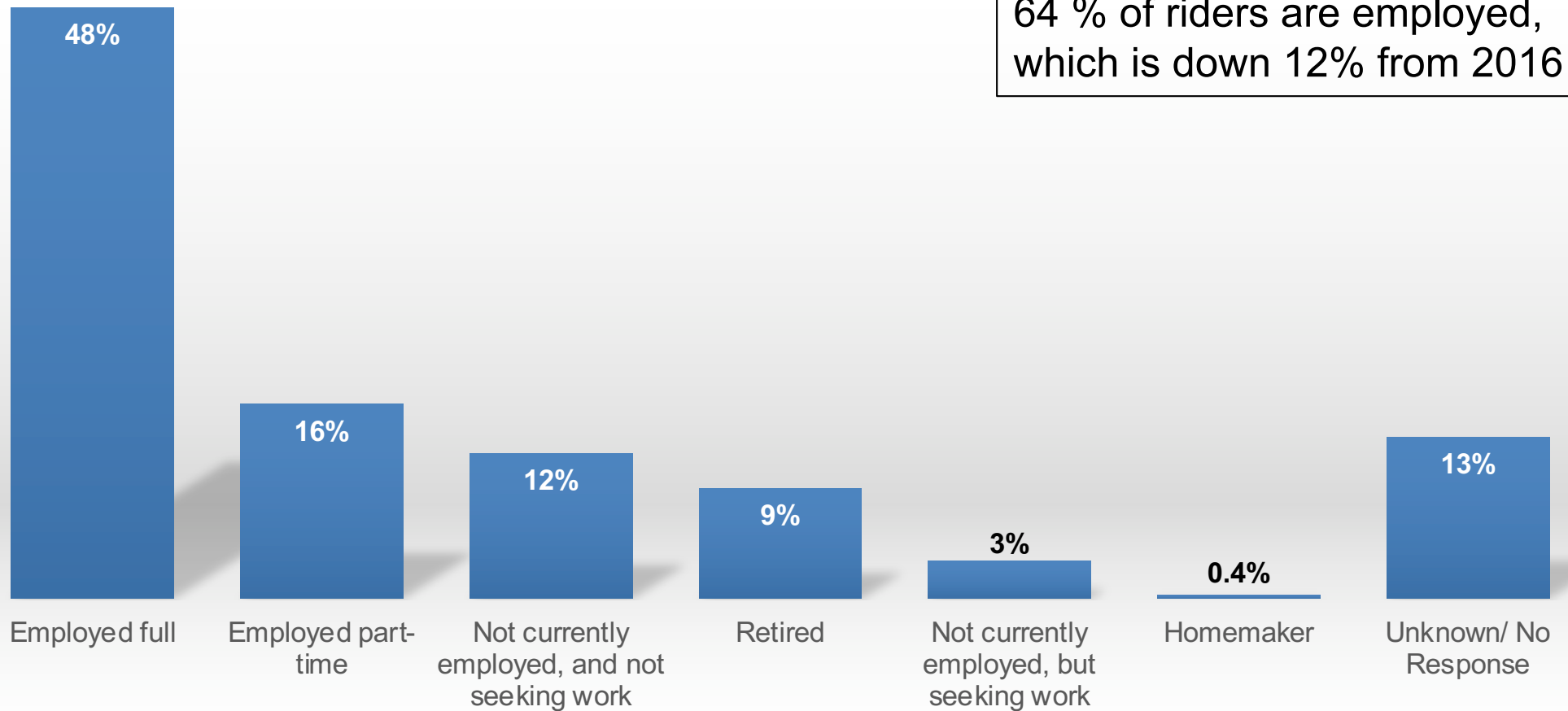
Spanish and Tagalog are the most common languages behind English

■ Yes ■ No

	System Total	Ferry	Local Bus	Max	Rail	Wave
Yes	88%	84%	90%	92%	88%	76%
No	12%	16%	10%	8%	12%	24%

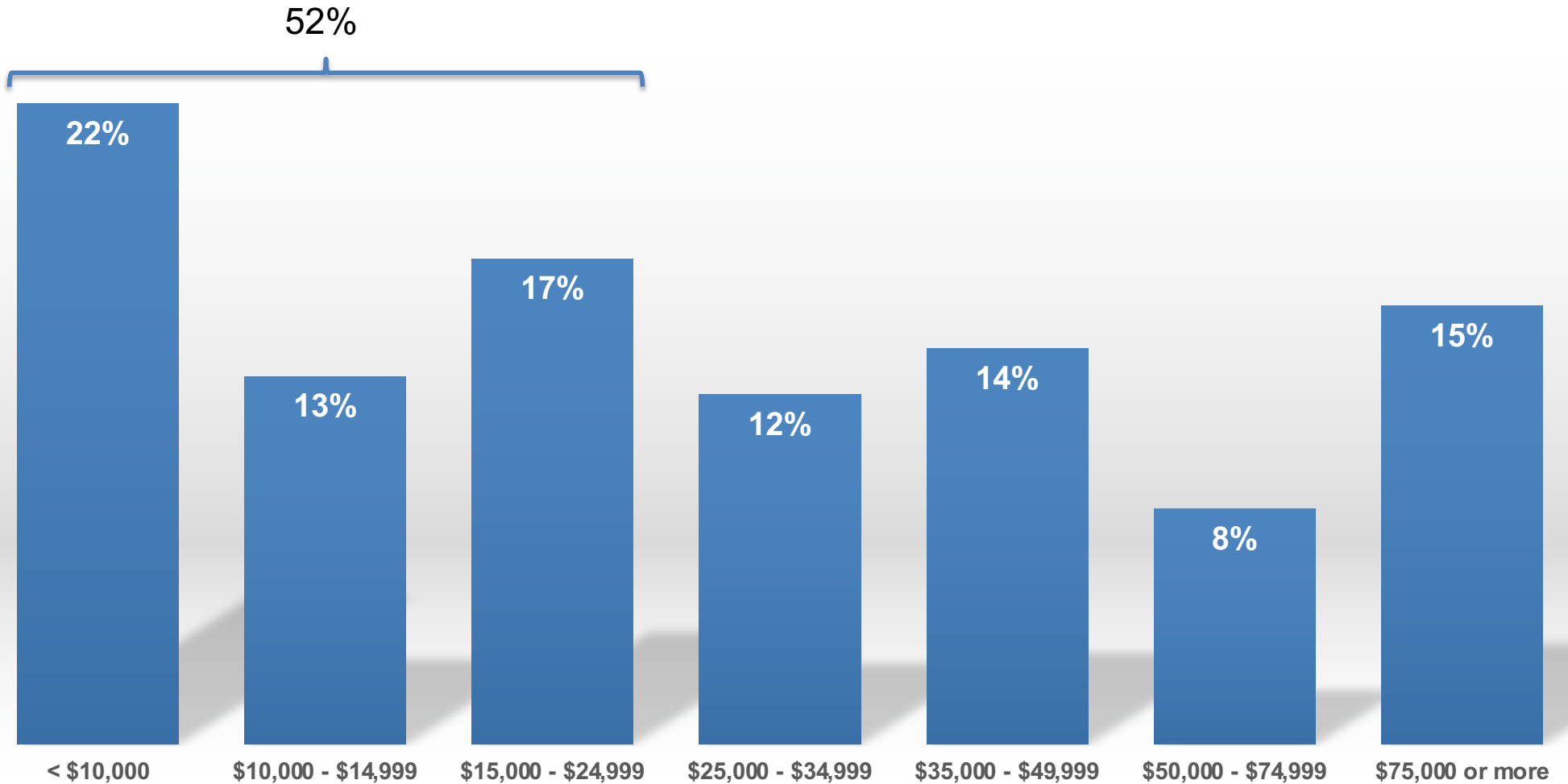
WHO ARE OUR RIDERS?

EMPLOYMENT STATUS



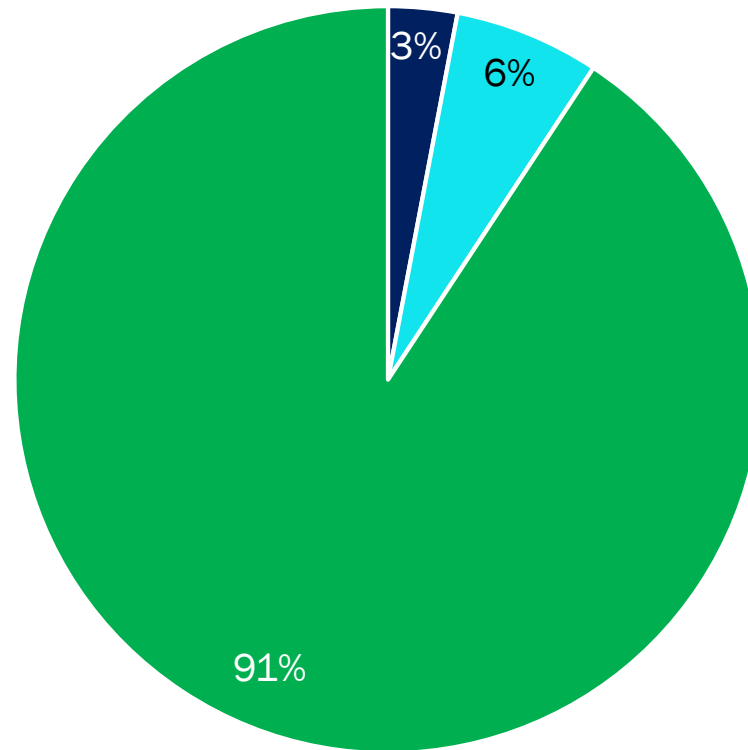
WHO ARE OUR RIDERS?

ANNUAL HOUSEHOLD INCOME



WHO ARE OUR RIDERS?

DISABILITY STATUS



■ Yes - Disabled Other

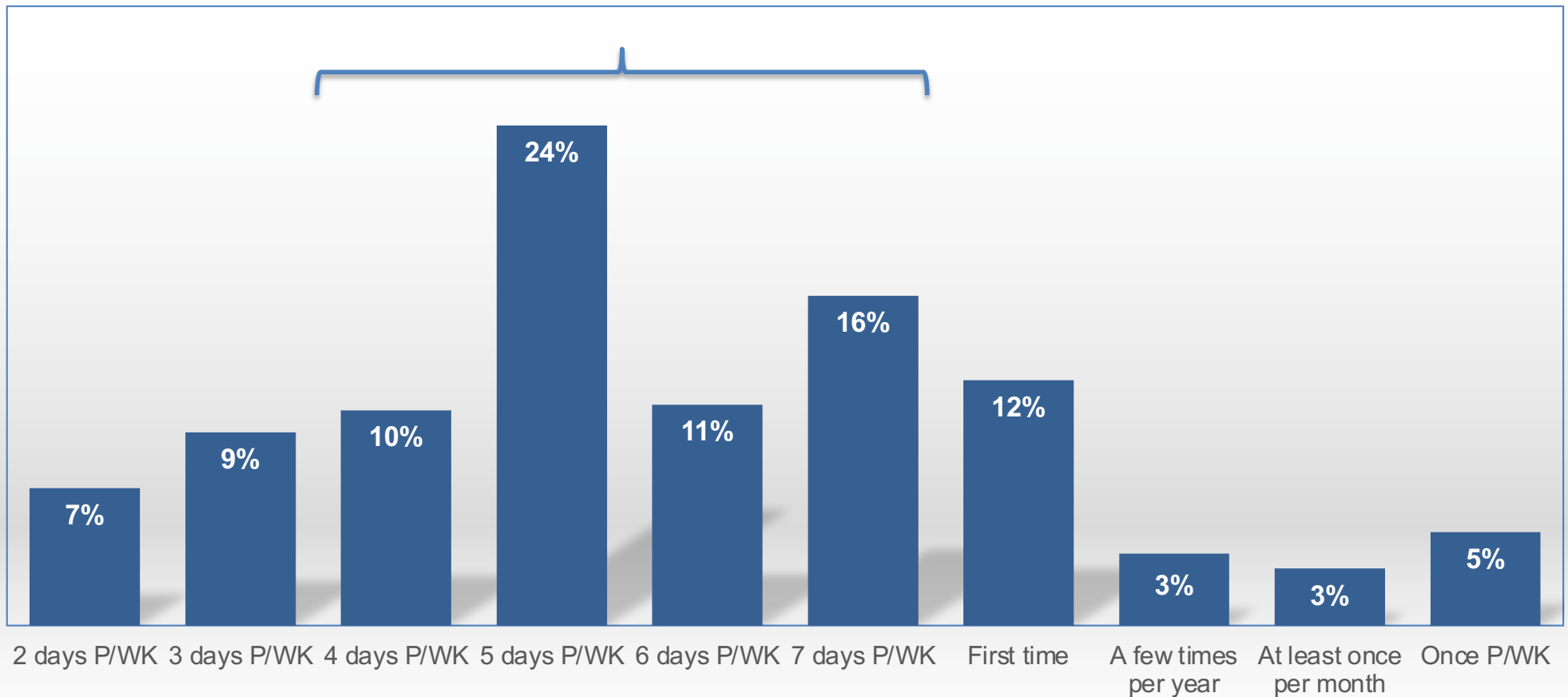
■ Yes - HRT Verified disability

■ No - Not Disabled



WHO ARE OUR RIDERS?

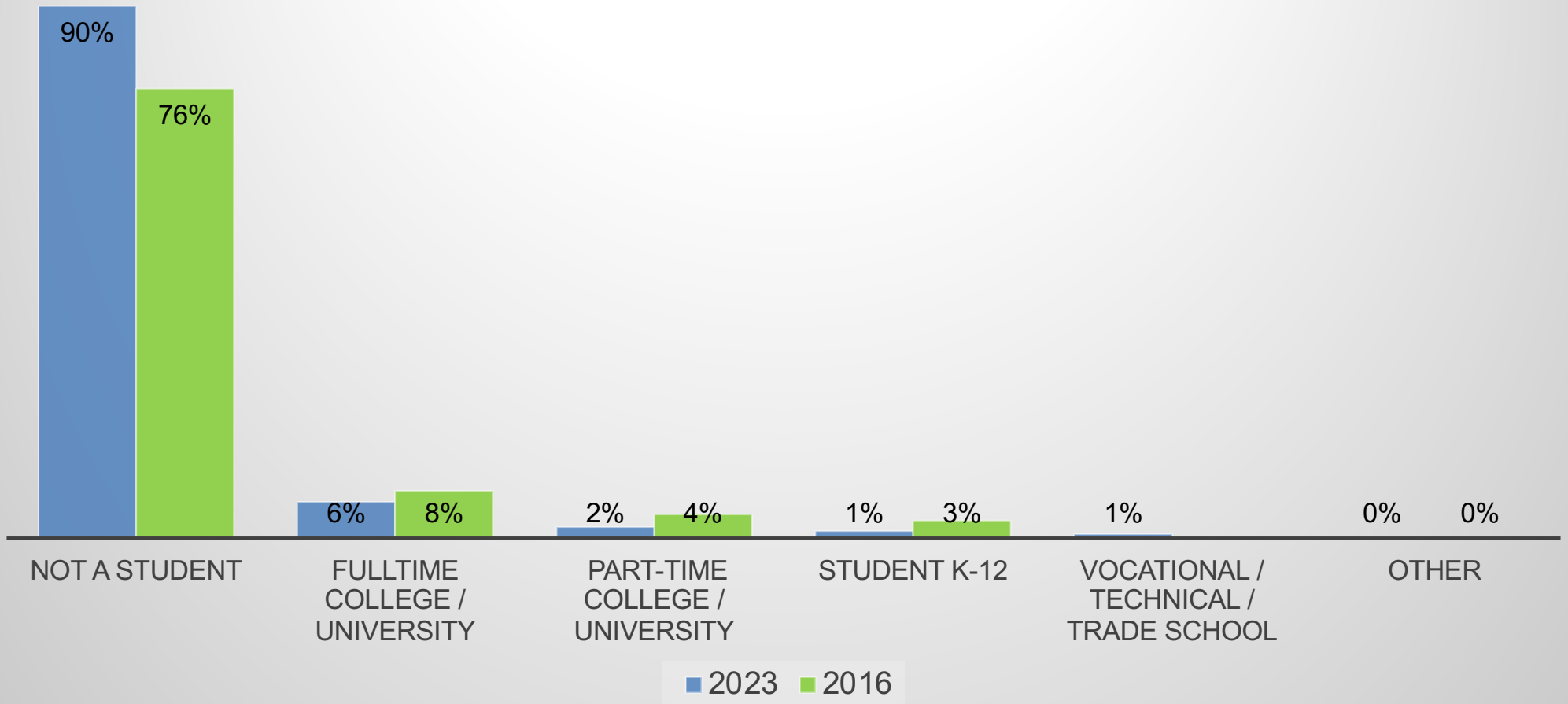
SYSTEM UTILIZATION - FREQUENCY



- 61% OF OUR RIDERS USE TRANSIT 4-7 DAYS PER WEEK

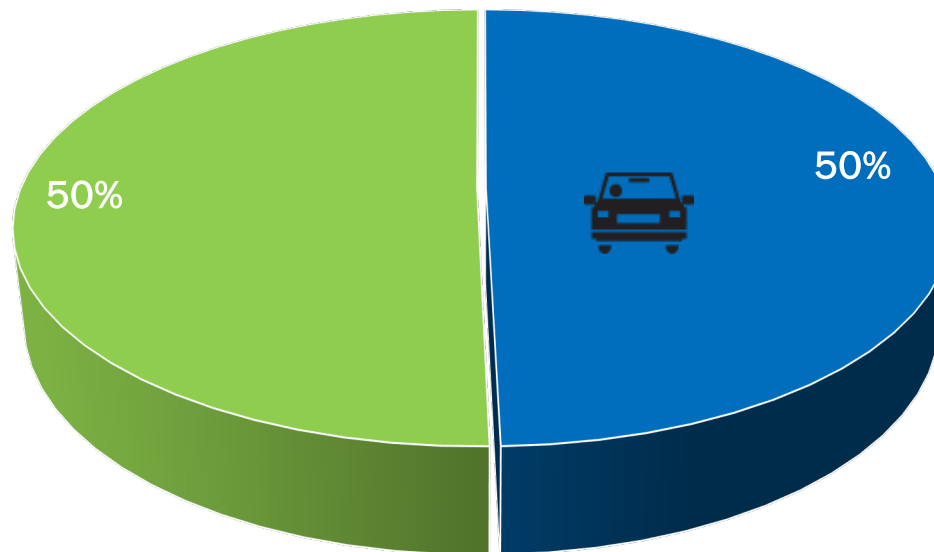
WHO ARE OUR RIDERS?

STUDENT STATUS



WHO ARE OUR RIDERS?

DRIVER'S LICENSE

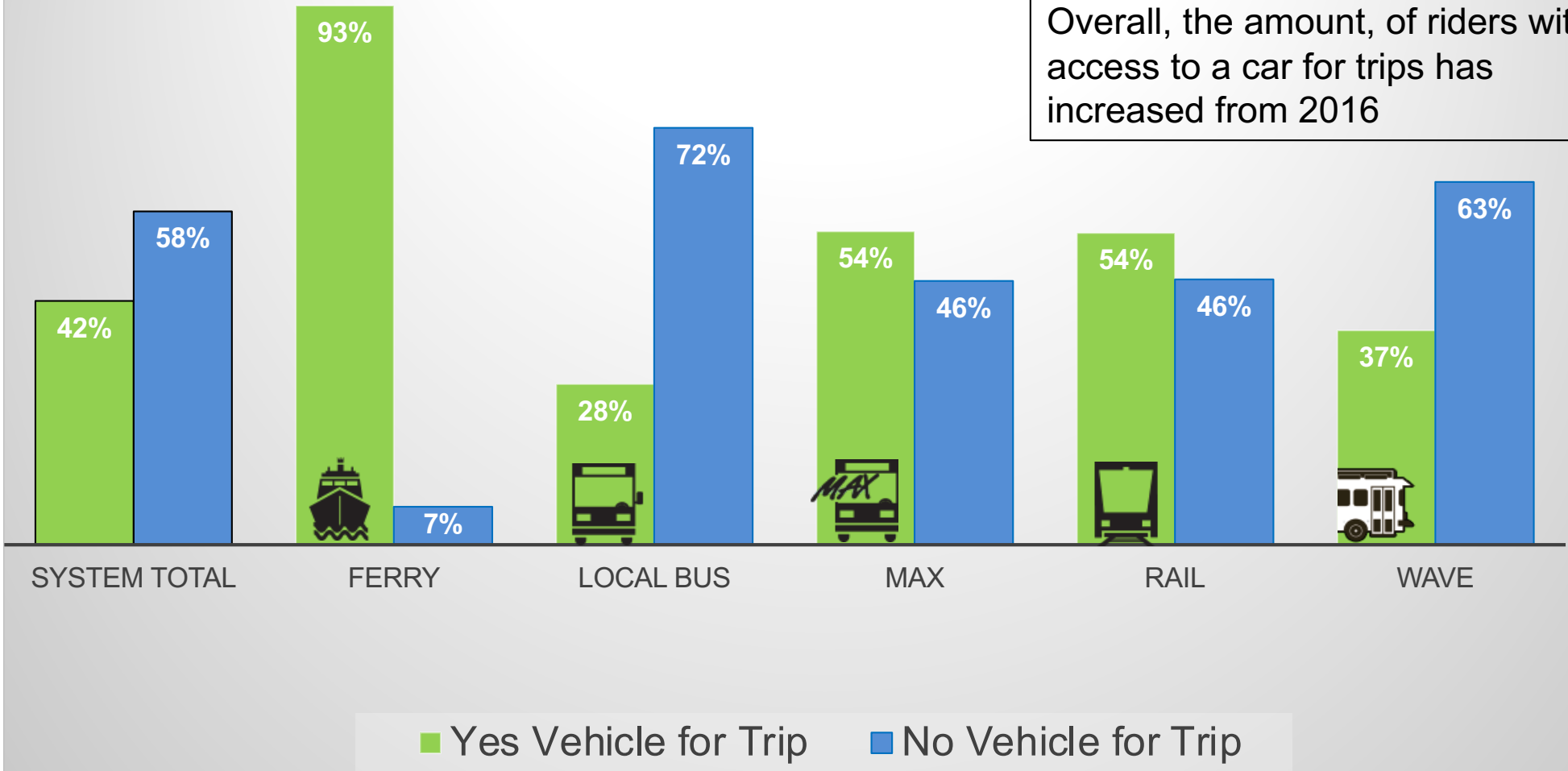


■ Driver's License ■ No Driver's License

WHO ARE OUR RIDERS?

CAR AVAILABILITY

Overall, the amount, of riders with access to a car for trips has increased from 2016



WHO ARE OUR RIDERS?

PARK AND RIDE USAGE

Weekday

Location	Counts 1 (wed)	Counts 2 (thurs)	Counts 3 (tues)	Average
Newtown Road Station	38	73	25	45.3
Military Hwy Station	21	33	20	24.7
Ballentine/Broad Creek Station	14	14	15	14.3
Harbor Park Station	37	78	41	52.0

Weekends

Location	Counts 1	Counts 2	Average
Newtown Road Station	15	13	14
Military Hwy Station	8	3	5.5
Ballentine/Broad Creek Station	11	3	7
Harbor Park Station	7	5	6



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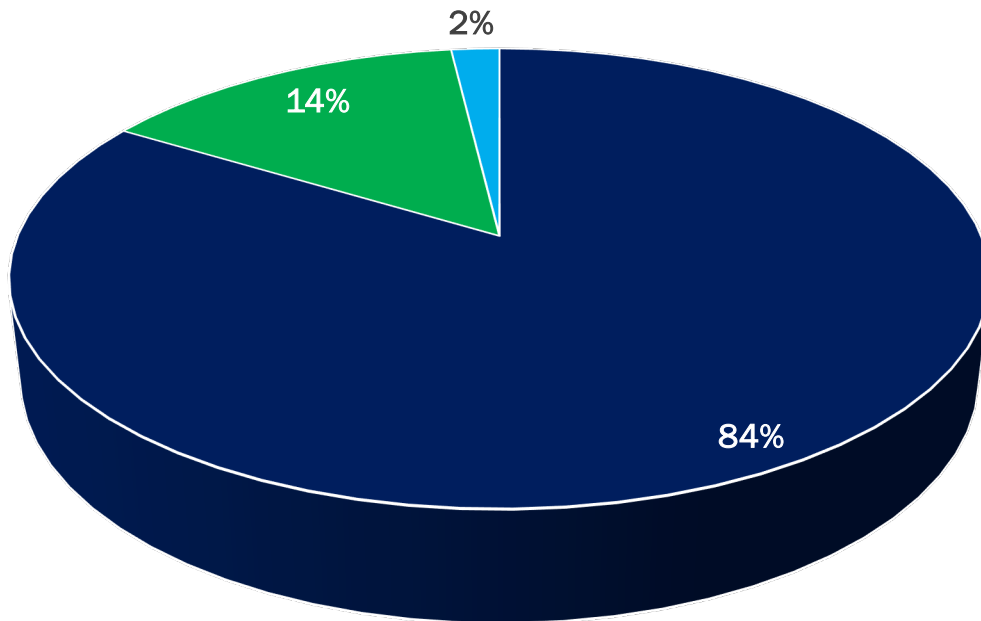
ATTITUDINAL SURVEY RIDER RESPONSES

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ATTITUDINAL SURVEY

BUS STOP CLEANLINESS

WAS THE BUS STOP CLEAN?



- Yes- Yes The Bus Stop Was Clean
- No- The Bus Stop Was Not Clean
- Don't know

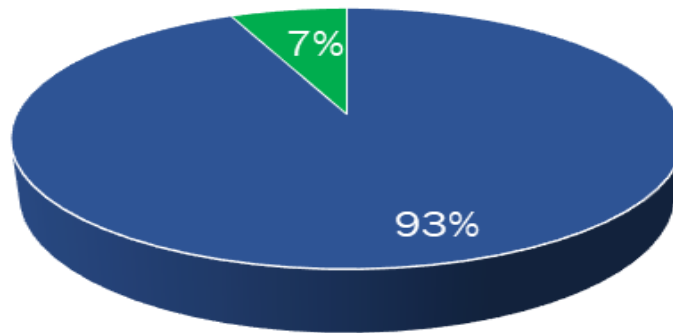


ATTITUDINAL SURVEY

PROFESSIONALISM

Professionalism rating is up from 84% in 2016

WAS THE OPERATOR PROFESSIONAL AND HELPFUL?



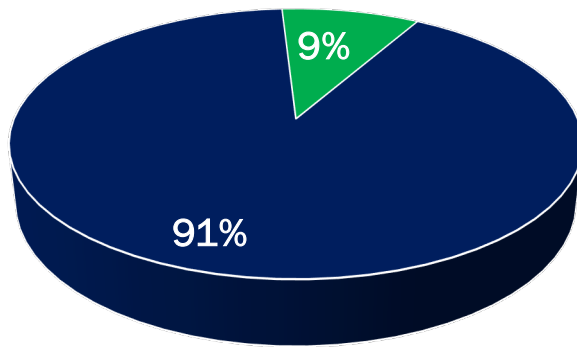
■ Yes ■ No



ATTITUDINAL SURVEY

BUS STOP SAFETY

DID THE RESPONDENT FEEL SAFE
WAITING AT THE BUS STOP?



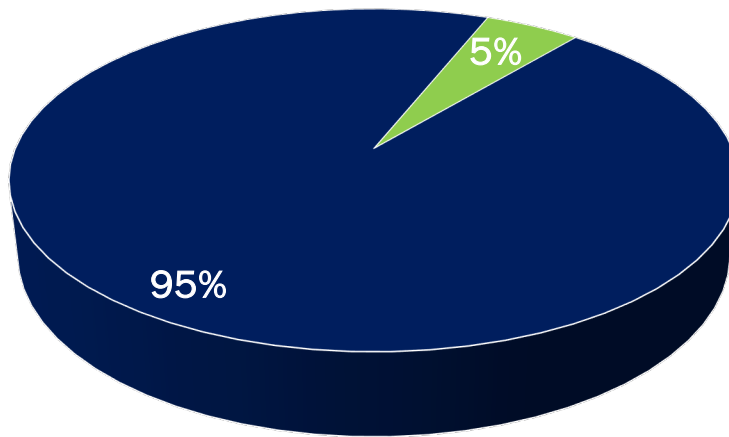
■ Yes ■ No



ATTITUDINAL SURVEY

ON-BOARD SAFETY

DID THE RESPONDENT FEEL SAFE WHILE RIDING HRT?



■ Yes ■ No





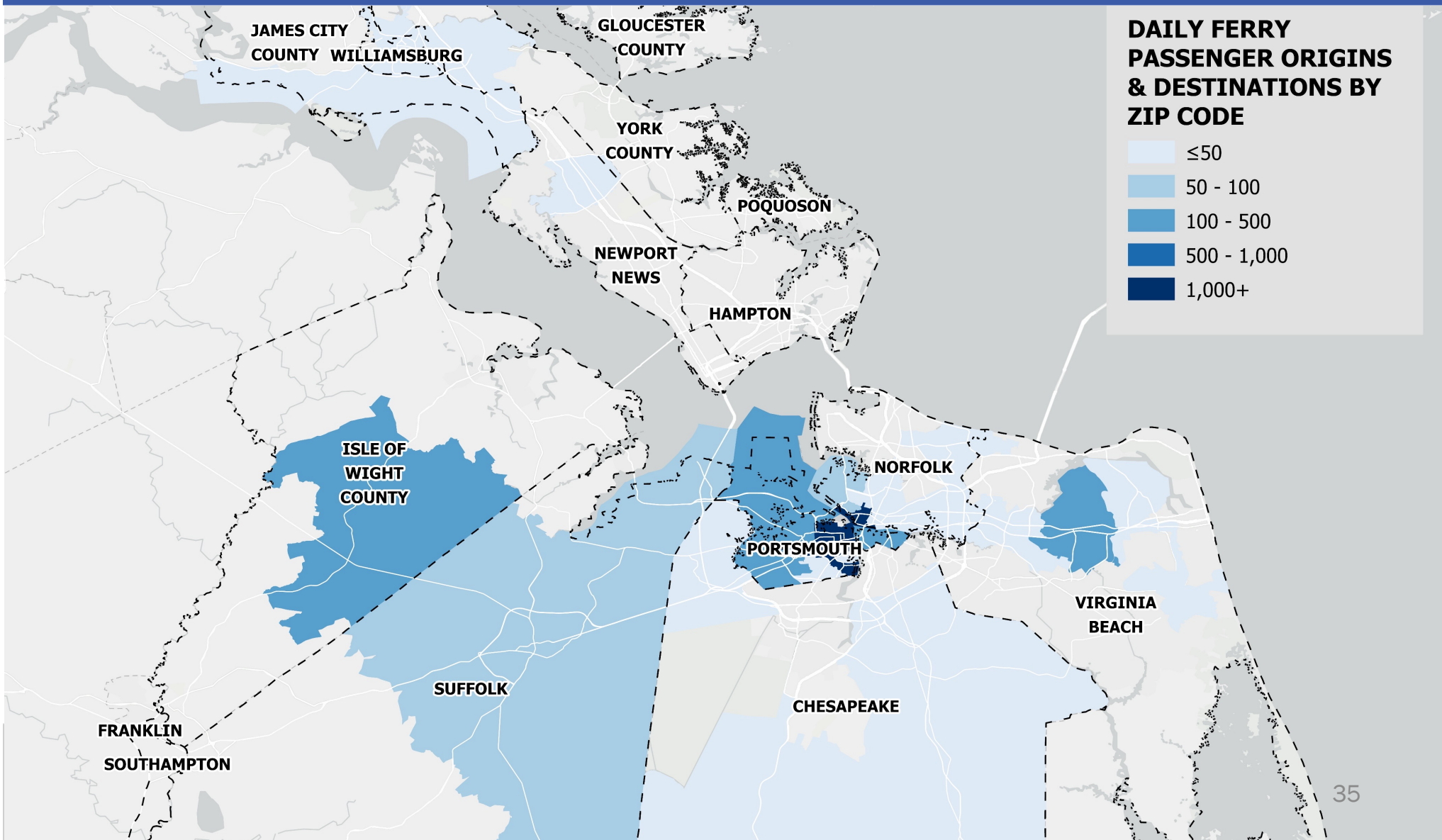
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DATA VISUALIZATION

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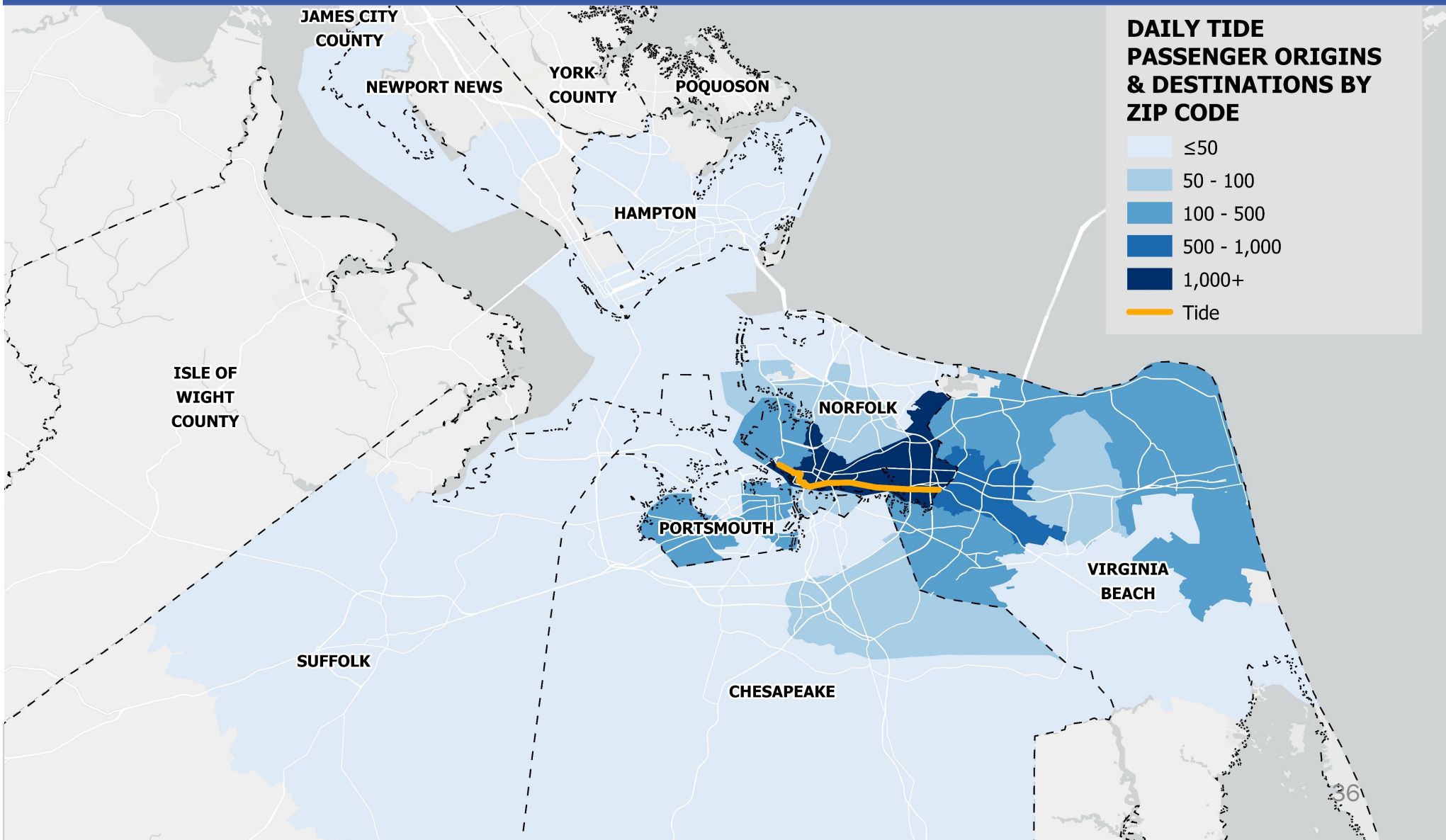
DATA VIZUALIZATION

ORIGINS & DESTINATIONS: FERRY



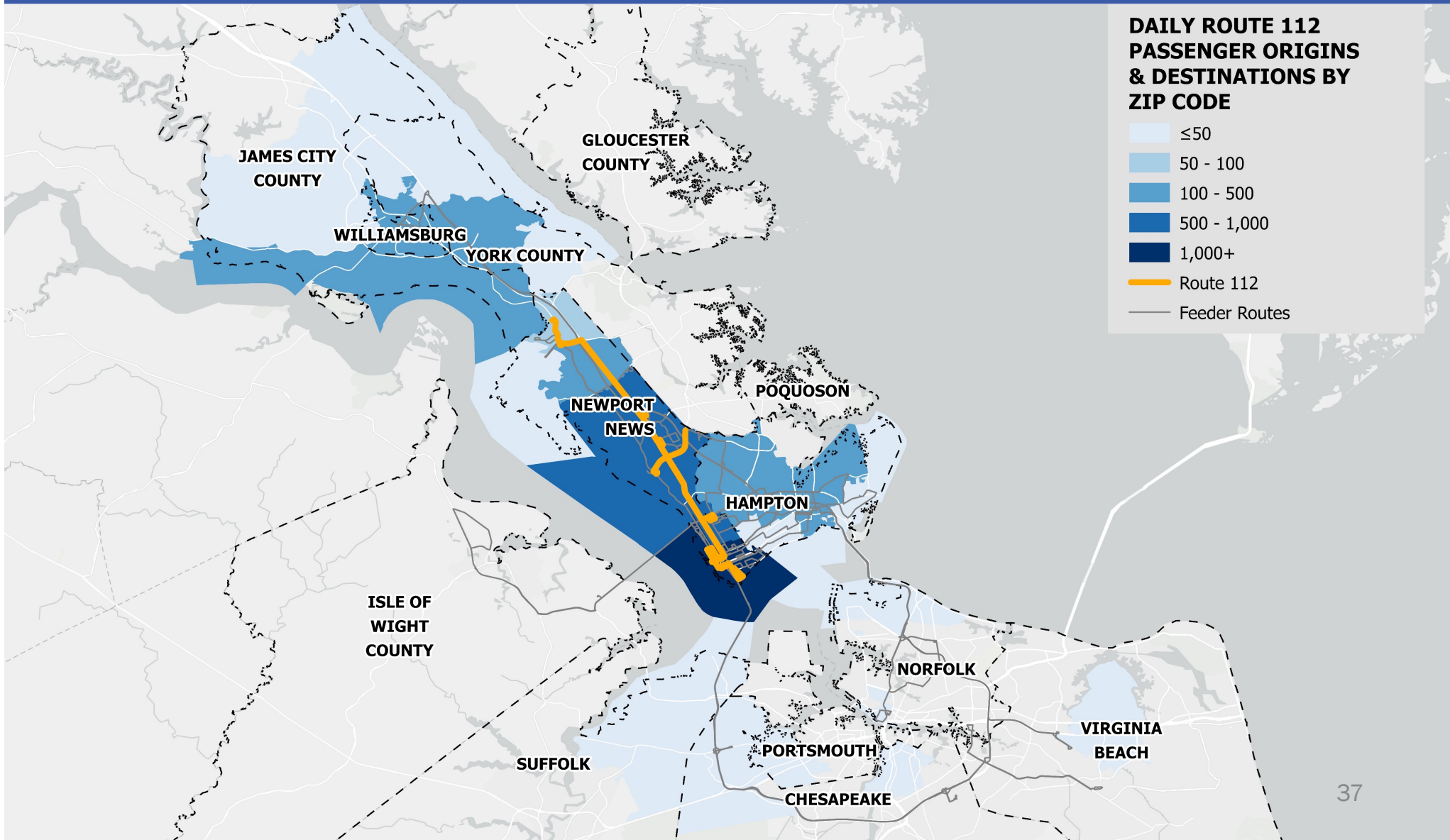
DATA VIZUALIZATION

ORIGINS & DESTINATIONS: LIGHT RAIL



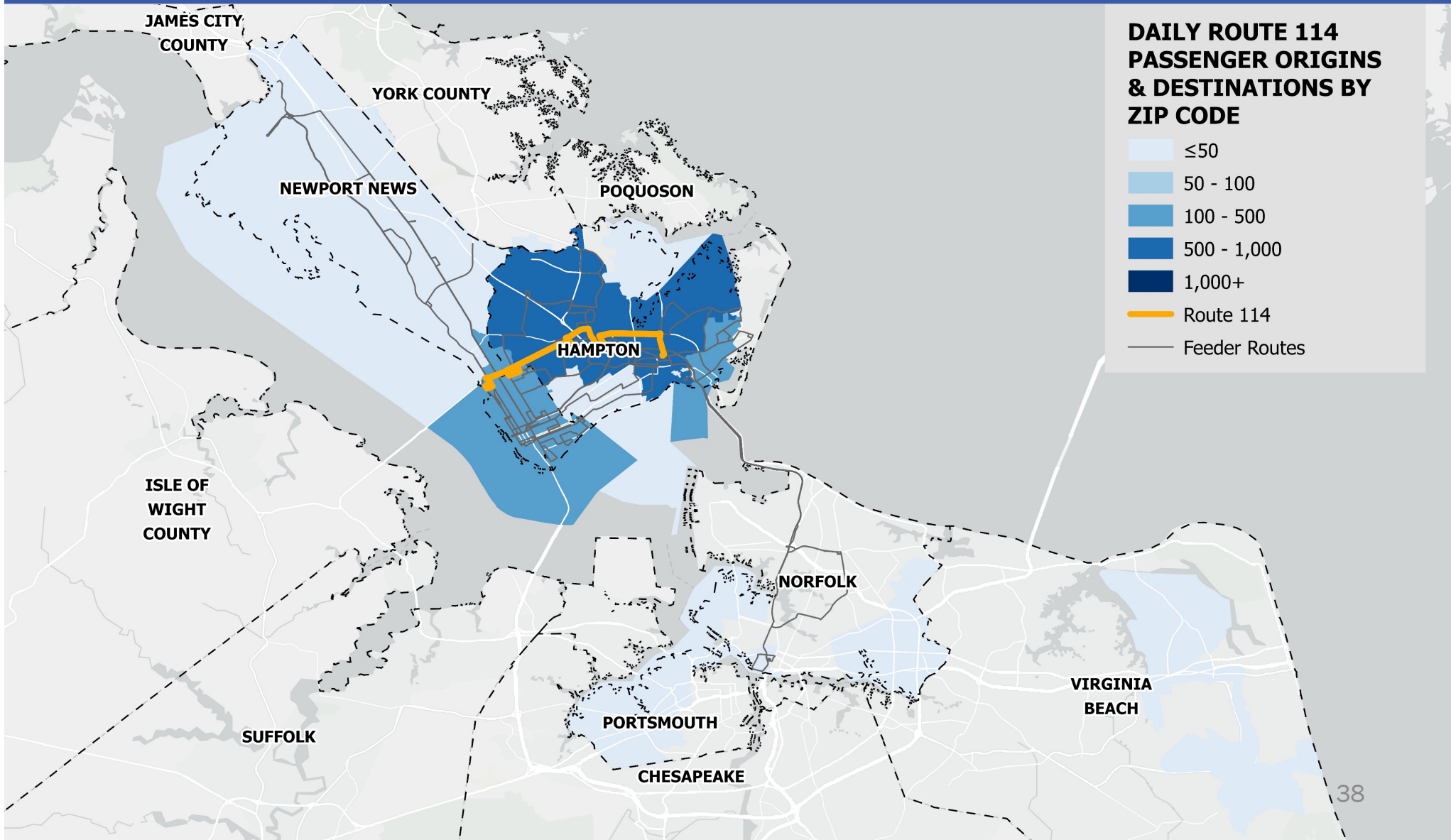
DATA VIZUALIZATION

ORIGINS & DESTINATIONS: ROUTE 112



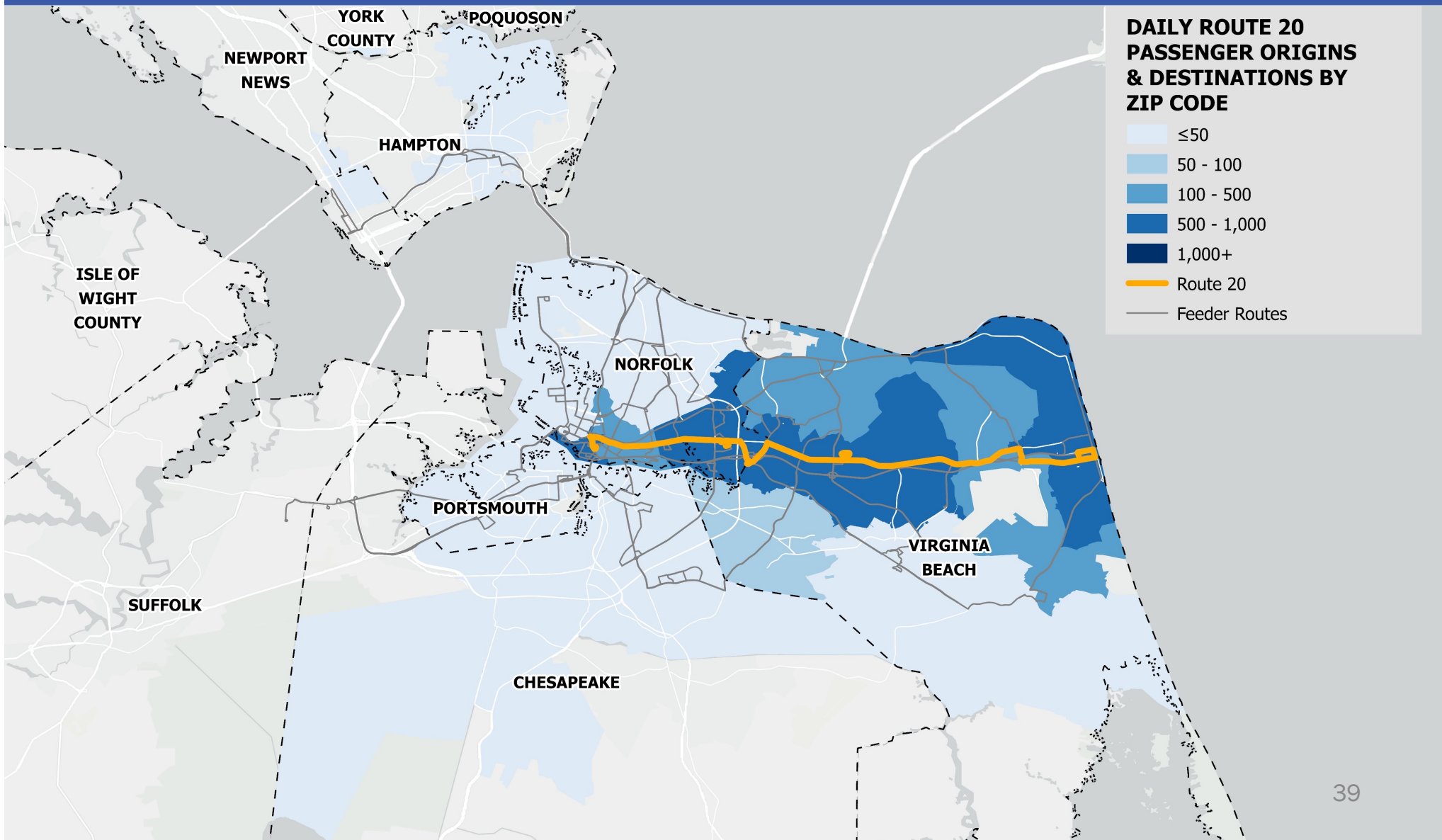
DATA VIZUALIZATION

ORIGINS & DESTINATIONS: ROUTE 114



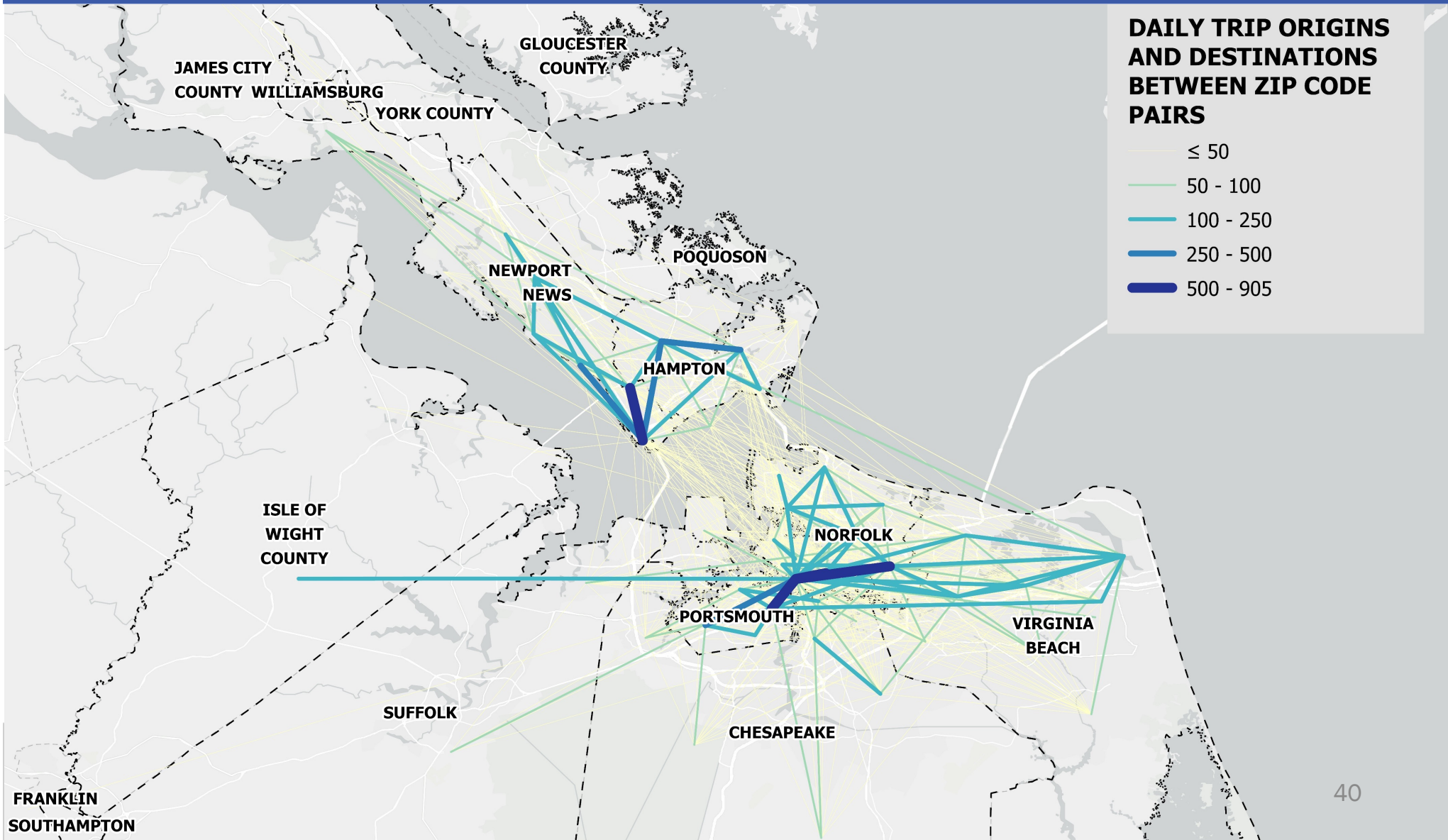
DATA VISUALIZATION

ORIGINS & DESTINATIONS: ROUTE 20



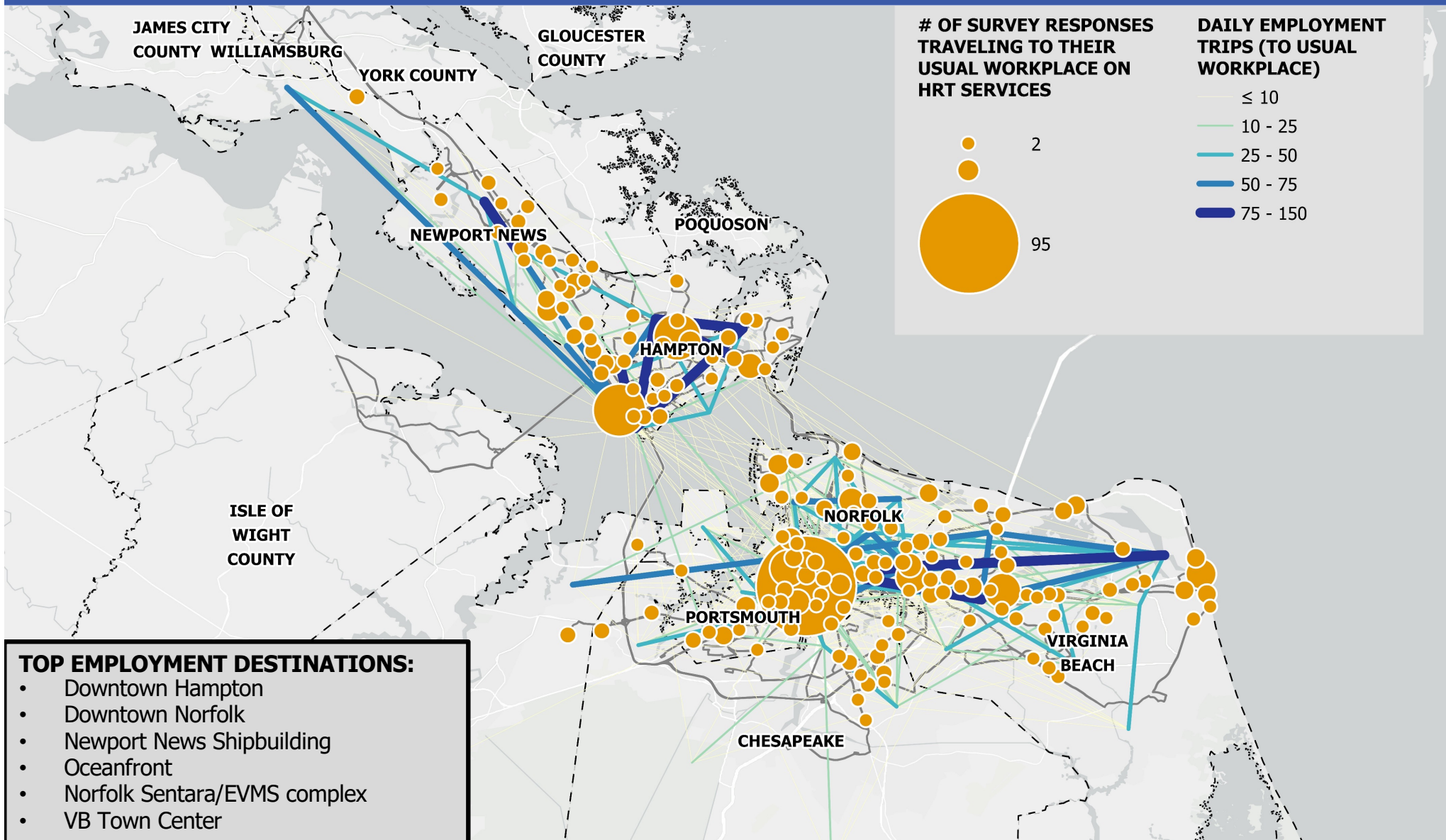
DATA VIZUALIZATION

ORIGINS & DESTINATIONS: TRAVEL PATTERNS



DATA VIZUALIZATION

DESTINATIONS: EMPLOYMENT :USUAL WORKPLACE



TOP EMPLOYMENT DESTINATIONS:

- Downtown Hampton
- Downtown Norfolk
- Newport News Shipbuilding
- Oceanfront
- Norfolk Sentara/EVMS complex
- VB Town Center

DATA VIZUALIZATION

DESTINATIONS: NON-WORK

