



2023/2024

Initiatives and Accomplishments

Our Vision

A progressive mobility agency that promotes prosperity across Hampton Roads through collaboration and teamwork.

Our Mission

To connect Hampton Roads with transportation solutions that are reliable, safe, efficient, and sustainable.

Our Core Values

Customer Service, Safety, Workforce Success, Fiscal Responsibility.

Customer-Focused Operations

- Implemented 15-minute service on Route 20 as part of the 757 Express program, leading to a 34 percent increase in ridership between October 2023 and April 2024 and complementing ridership increases on other Express routes: Route 112 is up 57 percent since October 2022 and Route 114 is up 44 percent from April 2023.
- Installed Passenger Information Display Systems at Transit Centers in Norfolk, Hampton and Newport News to show real-time bus status and customer service messaging to enhance the customer experience.
- Relaunched Journey app for mobile ticketing on the VB Wave trolley in preparation for future system-wide rollout.
- Began installing newly designed bus stop signs with QR codes that provide customers with custom transit experiences based on their location.
- Upgraded additional bus stop amenities with installations of 65 shelters and 14 benches across six cities, including shelter #500 on Atlantic Avenue in Virginia Beach to support oceanfront hospitality workers.
- Continued fleet-wide technology overhaul and upgrade with enhanced video surveillance recording equipment on buses, trains, ferries and transfer centers and free Wi-Fi for customers.
- Completed new, comprehensive Origin and Destination Survey, providing key data and insights for ongoing service improvements.
- Served 106,261 customer calls through Customer Call Center.
- Increased participation and improved HRT's overall Customer Satisfaction rating to 3.6 out of 5, based on year-over-year results of annual survey as part of the American Bus Benchmarking Group.

Organizational Performance

- Supported various adoptions of the FY25-FY34 Transit Strategic Plan and initiated work on the System Optimization Plan to set the course for HRT's future.
- Certified to use Automatic Passenger Counters to report ridership numbers on both fixed routes and light rail, providing more accurate ridership data.
- Continued to refresh the fleet with delivery of more than 32 new buses and anticipated arrival of two new VB Wave trolleys in the fall.
- Issued new contracts to continue providing essential multi-modal services across the region, including Norfolk by Boat, operator of the Elizabeth River Ferry with two new ferries that entered revenue service.
- Issued a new contract for paratransit service and call center and prepared for delivery of 32 new paratransit vans for delivery starting July 2024.
- Preparing launch of new 12-month Microtransit Pilot Program contract for early FY25 launch in up to three zones in Newport News and Williamsburg, providing a new mobility option for the Peninsula.
- Increased ridership of Base Express to more than 60,000 sailors, dependents, contractors and visitors covering two routes daily inside and around Naval Station Norfolk, the largest employer in Hampton Roads.
- Developed funding plan and purchase agreement for Evelyn Butts bus transfer relocation.
- Developed preliminary engineering and purchase agreement for new Southside Maintenance Facility in Virginia Beach.
- Coordinated funding and completed design review of Duffy's Lane bus transfer site relocation.
- Implemented visual and audible turn-by-turn route navigation system to help operators driving unfamiliar routes.
- Updated the Accountability Center at gohrt.com and rolled out a new Balanced Scorecard for ongoing tracking and reporting of Key Success Factors for organizational and operational performance.
- Digitized over 16,435 new records and continued sound Records Management in compliance with State guidelines for records storage, handling, and disposal of records – with environmental benefits equivalent to over 14 barrels of oil, 22.9 cubic yards of landfill, and reduction of 428 pounds of particulate air pollutants.
- Added additional Transit Security Officers, helping to perform nearly 20,900 shelter, rider and transit asset checks across all modes and municipalities.

Regional Impact

- Expanded partnership with Norfolk Tides Baseball Club and the City of Norfolk to provide free rides on the Tide light rail for all 75 home games, an increase previously from Saturday night games only.
- Held public information sessions about Connecting Chesapeake, the Chesapeake High-Capacity Transit Corridor Study, to gain insights for future planning.
- Secured a special federal appropriation and hosted Congressman Scott to commemorate a \$1 million (FY24 THUD Bill) award to support ongoing implementation of bus electrification.
- Engaged in strategic government relations activities in Richmond and Washington, D.C., resulting in new \$3 million federal request supporting paratransit fleet investment.
- Conducted first-ever State of Transit Summit showcasing collaboration between HRT, Suffolk Transit and Williamsburg Area Transit Authority to deliver quality transit across the region.
- Completed feasibility study for new passenger ferry service between the Peninsula and downtown Norfolk.
- Completed the “Why I Ride” Campaign, featuring videos and complementary communications featuring HRT passengers talking about why they ride public transportation.
- Received the Outstanding Community Program Award for Multifaceted Community Engagement from the Virginia Transit Association (VTA) for HRT’s partnership with the Norfolk Tides and two HRT initiatives – Transit Equity Day and Student Freedom Pass.
- Received Platinum HRSD Award for five years of perfect environmental compliance at 18th Street facility.
- Secured special TRIP funding to examine potential unified regional transit pass involving HRT, Suffolk Transit and Williamsburg Area Transit Authority.

Workforce Success

- Finalizing a new competitive contract with Amalgamated Transit Union Local 1177, a foundational building block for the future.
- Increased recruitment and retention premium for union employees to bring the starting wage of bus operators to a competitive rate of \$21 per hour.
- Trained and prepared 159 operators, completed 266 refresher trainings and conducted 174 CDL tests. Trained 34 trolley operators to support a full schedule for the seasonal service.
- Supported hiring objectives through participation in over 83 job fairs, an increase of 20% from previous year.
- Decreased major accidents for bus and rail by 1.5% and reduced Workers Compensation nurse case management expenses by 73%.
- Secured a TRIP Grant for the procurement and installation of protective bus barriers in all HRT buses and trolleys.
- Successfully negotiated health insurance renewals to no increase in premiums despite a trend of higher costs.
- HRT’s L.E.A.D. leadership program graduated 133 employees, an increase of 45% over last year.
- Improved agency turnover for FY24 by 5% with an average retention rate of 98.3%.
- Completed comprehensive cybersecurity training for all employees and implemented Multi-Factor Authentication (MFA) throughout the agency to enhance cyber resiliency.
- Delivered workplace violence and de-escalation training to more than 200 staff.

