

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

Provide a high-quality service that is easy to use and enhances people's lives

- Completed new Bus Stop Signage project at all 2,683 stops, giving customers real-time bus information via QR codes on all signs.
- Installed 50 new bus shelters and 18 benches to provide customers with more comfort and protection.
- Installed 3 new shelters at Elizabeth River Ferry docks to enhance the customer experience.
- Processed 108,374 customer calls through the Customer Service Call Center.
- Created over 2,000 new Student Freedom Passes, contributing to more than 220,000 total youth ridership trips.
- Launched the Student Transit Rider Commission to recruit student leaders and advocate for the next generation of transit riders.
- Successfully held four free fare days: Juneteenth 2024 (ridership up 37% from previous year), Election Day 2025 (+31%), Transit Equity Day 2025 (flat) and Earth Day 2025 (+4%), resulting in an average increase in ridership of 18% for free fare days.
- Launched communications, marketing and public outreach to introduce HRT's new interactive system map.
- Marked the 40th anniversary of the VB Wave and increased ridership by 59% through expanded marketing communications.
- Public outreach team completed 20 travel training sessions to help customers and advocates learn to ride transit.
- Expanded HRT's marketing and communications to engage current and potential customers with 20 episodes of On the Move YouTube shows, 11 episodes of the Going Places podcast, 68 news releases, and expansion of "On the Move" blog.



Regional Impact

Foster regional quality of life and economic vitality

- Completed the Chesapeake High-Capacity Transit Corridor Study to redefine the future of transit in the city.
- Prepared draft System Optimization Plan (SOP) to enhance reliability and efficiency of bus network.
- Launched the rebrand of goCommute, with an increase resulting in more than 6,000 successful rider matches.
- Celebrated HRT's 25th anniversary with a commemorative video and webpage.
- Marked the 100,000th rider on the Base Express at Naval Station Norfolk and secured funding for an additional 2 years of service.
- Contracted to acquire a suitable replacement site for the Evelyn Butts Transfer Center.
- Received Platinum Award from Hampton Roads Sanitation District (HRSD) for 5 years of perfect compliance at Southside facility and Gold Award for 4 years of perfect compliance at Northside facility.
- Participated in 20 community events, reaching thousands of people at festivals, community events and business expos.
- Grew partnership with City of Norfolk and Norfolk Tides to increase opening-weekend ridership on light rail and ferry by 30% over previous year.
- Safety and orderly transported baseball fans to three sold-out Savannah Bananas games over 3 days.



Organizational Performance

Ensure financial stewardship and cost-effective operations

- Completed financial audits for Fiscal Years 2022 and 2023, including significant true-up to member cities via checks or credit.
- Maintained availability of discretionary federal funding through the creation of the Budgetary Stability Fund and proactive drawdowns.
- Adopted FY26 operating budget at May Commission meeting.
- Launched GoMobile app on VB Wave trolley seasonal service to test for broader rollout on all modes.
- Installed onboard fare validators on every fleet vehicle.
- Initiated planning and remediation for ticket vending machines, light rail station validators and future expansion phases such as reloadable cards, tap-to-pay, contactless credit cards, mobile wallets and wearable devices.
- Generated \$1.7 million in fare card revenue, up 6% over previous year.
- Signed up 8 new advertising clients to increase non-fare box revenues.
- Improved bus on-time performance to more than 70 percent, highest since March 2024.
- Reduced number of buses out of service more than 30 days by 20%.
- Installed 67 bus barriers to protect operators.
- Received 51 new buses to refresh the fleet.
- Hosted successful local Bus Rodeo, sending three operators to the statewide competition and 1 to the national event.
- Received 2 new trolley buses for the VB Wave to replace aging fleet.
- Initiated a new Paratransit contract with Easton Coach, improving on-time performance to 95%.
- Received 32 new Paratransit fleet vehicles both replacement and expansion with \$3.2 million in funding.
- Maintained a 99% average on-time performance for the Elizabeth River Ferry.
- Successfully relaunched OnDemand microtransit services in October and secured funding for an additional 2 zones.
- Maintained a 94% retention rate of existing advertising clients, above the industry average of 72%.
- Wrapped 48 bus and light rail vehicles, an increase of 35% over FY24.
- Increased on-time performance for The Tide light rail to 99.2% with no employee reportable work injuries.
- Expanded Transit Security Officer program to 7, creating first evening shift.
- Private Security team performed over 40,000 rail fare inspections.
- Transit Security Officer team performed over 9,590 security actions throughout region and inter-modally.
- Enhanced HRT's cybersecurity and successfully maintained viability without loss of data or funds.
- Implemented Data Management System to consolidate National Transit Database reporting.
- Comprehensive revision of the HRT Continuity of Operations Plan (COOP).
- Successfully negotiated health insurance renewals to no increase in premiums for the third consecutive year.
- Achieved a reduction of \$287,000 in insurance premiums by exploring alternative options for underwriters.
- Consolidated ferry insurance with excess liability coverage, resulting in an increase of HRT's coverage limit from \$20 million to \$30 million at no additional cost.
- Increased training provided by the Safety Department, exceeding 1,000 hours.



Workforce Success

Build a culture for innovation and workforce success to ensure HRT remains relevant to the dynamic needs of the region

- Successfully negotiated a new collective bargaining agreement that increased the hourly rate by 19.4% for top earners and an increase of 27% for starting operator rates.
- Introduced successful pilot of Voluntary Overtime Practice to reduce mandatory overtime.
- Achieved the highest number of full-time bus operators (445) in May 2025 since FY21.
- Installed new roofing and cladding at Hampton HQ facility to improve comfort and safety of staff.
- Conducted second annual employee survey, increasing participation by 19% over previous year.
- Introduced employee email access for Operators and Mechanics.
- Increased number of employee referrals by 50% and the number of candidates hired from employee referrals by 63%.
- Increased number of bus operator trainees recruited at job fairs by 75% compared to the same months in FY24.
- Successfully recruited and hired 11 new Mechanics, an increase of 38%, resulting in a 22% decrease in vacancies.
- Turnover for Bus Operator Trainees fell 21% from FY24 and Bus Operator resignations are down 16% over FY24.
- Onboarded 68 full-time administrative positions and promoted 32 employees.
- Established a robust password access management system to increase audit capabilities and enhance cybersecurity.
- Added an extra layer of security with implementation of Multi-Factor Authentication (MFA).
- Conducted employee phishing training to educate staff on recognizing and avoiding phishing attempts.
- Prepared major initiative for organizational change management with the adoption of Workday operating system for HR functions.

