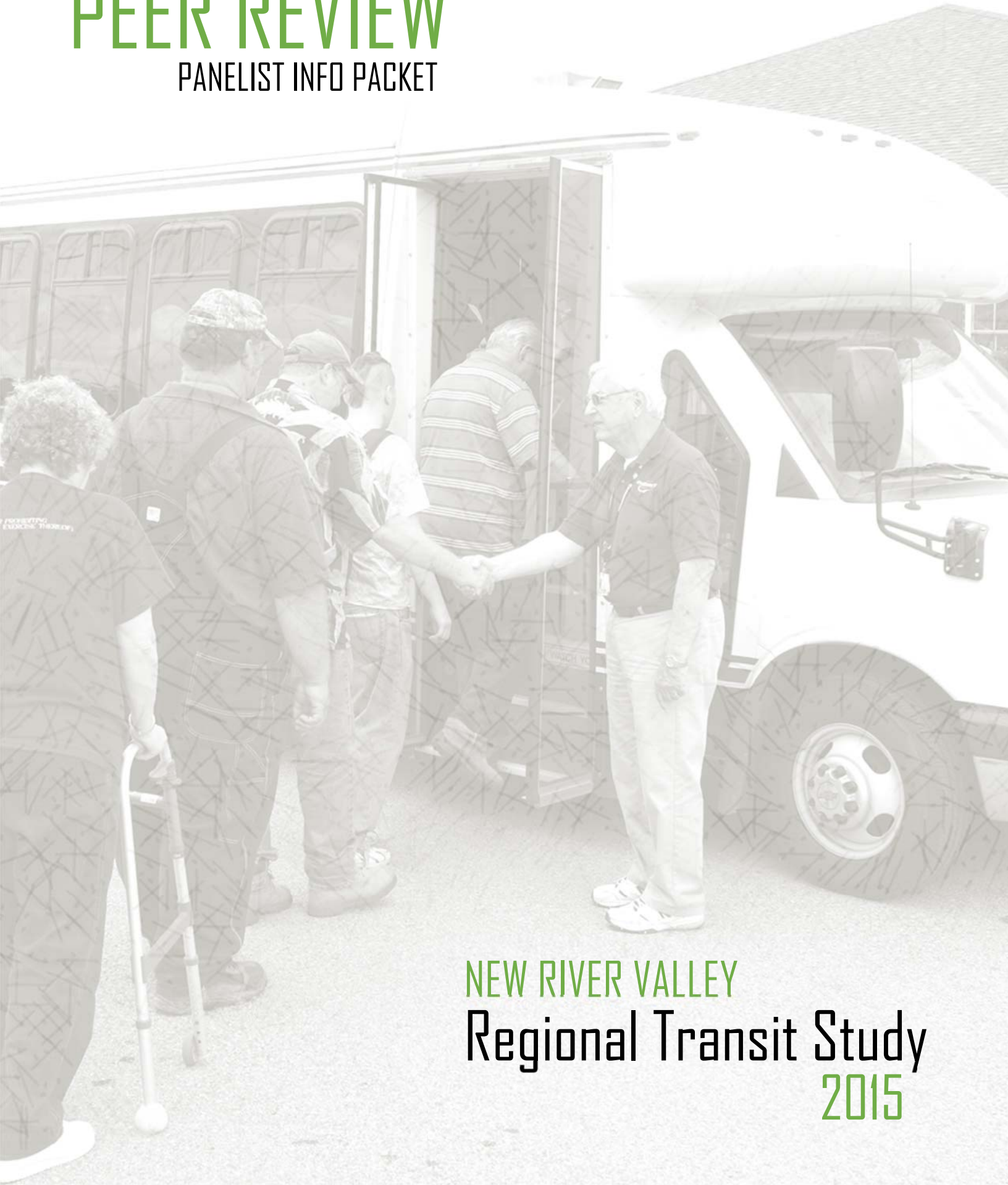


PEER REVIEW

PANELIST INFO PACKET



NEW RIVER VALLEY

Regional Transit Study
2015

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NRV Regional Transit Study – Project Overview

In 2010, the New River Valley Metropolitan Planning Organization and New River Valley Regional Commission partnered to develop a transit organization study. The purpose of the work was to evaluate potential opportunities to create new services, establish partnerships, and increase funding competitiveness for transit stakeholders in the region. Through a series of committee meetings, surveys, and one-on-one meetings with individual stakeholders; a Regional Transit Coordinating Council (RTCC) was established.

The RTCC is intended to create more dialog across the region between public transit providers. While the RTCC provides a stronger multi-jurisdictional/multi-system perspective, a disadvantage is that no new revenue sources have been generated. The inaugural meeting of the RTCC was held on July 17, 2012. The group identified two key priorities for the region's partners to work on: 1) identify a common technology platform between service providers; and 2) enhance the presence of public transit stops at overlapping service locations.

In 2014, the NRV Regional Commission purchased ArcGIS Online and provided a seat for an NRV Metropolitan Planning Organization funded intern. The partnership enabled the region's partners to work collaboratively to complete the first goal identified by the RTCC. The New River Valley Transit GIS Portal is now available online here: <http://nrvc.org/nrvmpo/transit/>.

The 2015 Regional Transit Study aims to complete the second strategy identified by the RTCC. The purpose of the work is to investigate potential enhancements at overlapping and high-volume bus stop locations. Particular focus will be on the physical appearance and accessibility to information about existing public transit services. The final product will outline potential partnerships, investments, and changes that elevate the presence of public transit. Furthermore, identify strategies that elevate public transit as a preferred transportation choice in the New River Valley. A project website is available online here: <http://nrvc.org/regionaltransitstudy/>.

Overlapping Stops

Transit services are currently provided in the Counties of Montgomery and Pulaski and the City of Radford. A total of five unique public transit operators have routes/stops that overlap at nine unique locations throughout the region. For the purpose of this Peer Review, four stops have been selected that reflect the range of amenities/services indicative of stops throughout the region. The following section provides a map, photos, list of service providers, and current schedules.

As a Peer Reviewer, do you have suggestions for physical improvements, schedule enhancements, branding/marketing approaches, and or educational strategies that you would recommend? What is the role of technology in transit and what are consumers receptive to?

NRV Mall (Christiansburg) Stop



NRCC stop visibility (above);
stop marking (top right);
NRCC entrance (right).

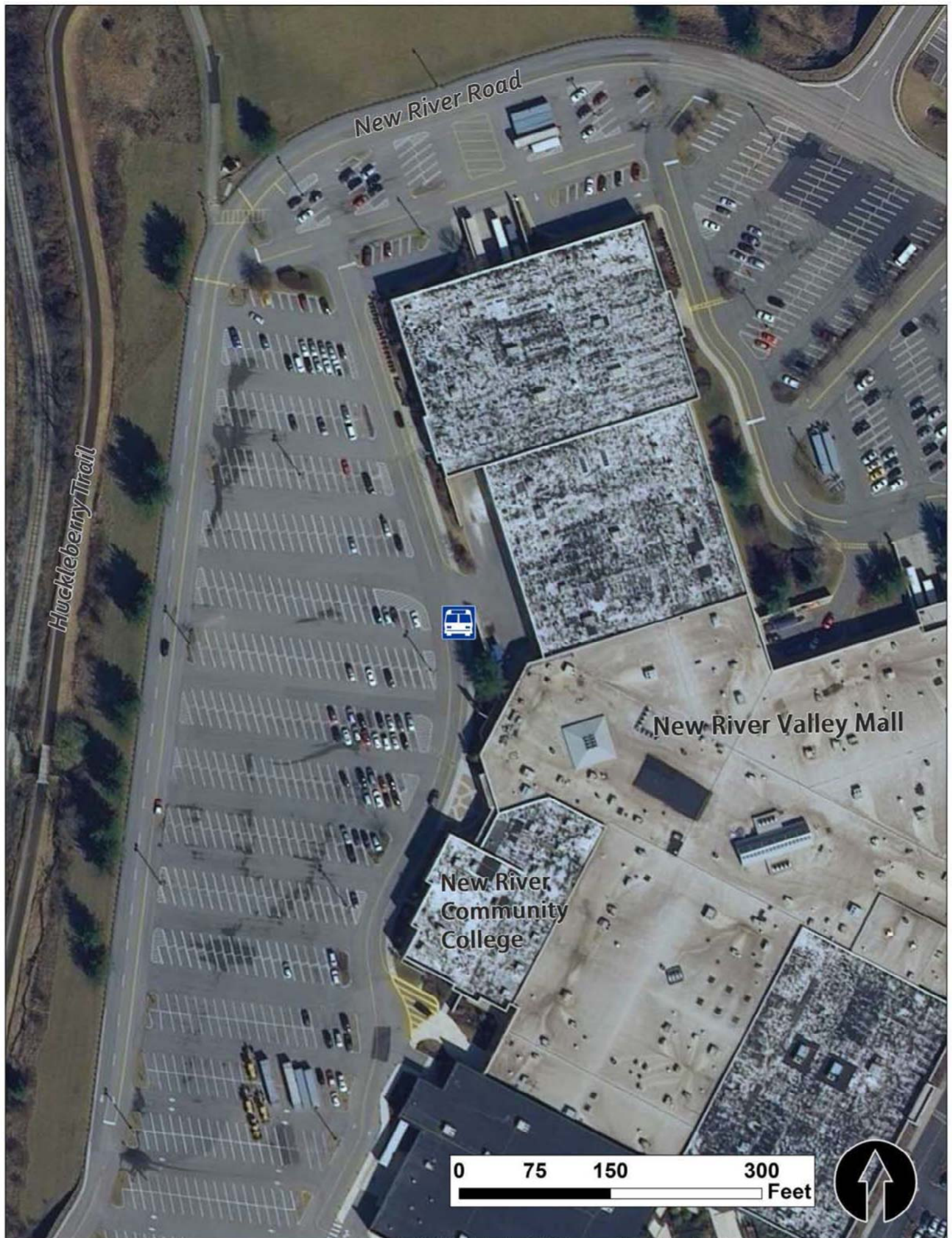
Time Frame		Service Provider		
		BT	PAT	RT
Monday thru Wednesday	Before 9am	x	x	
	9am -2pm	x	x	
	2pm-5pm	x		x
	After 5pm	x		x
Thursday thru Friday	Before 9am	x	x	
	9am -2pm	x	x	
	2pm-5pm	x		x
	After 5pm	x		x
Saturday	Before 9am			
	9am -2pm	x		x
	2pm-5pm	x		x
	After 5pm	x		x
Sunday	Anytime	x		

Annual Boardings: 13,985. This number was calculated by adding together the average April and September 2014 boarding data from BT and RT, multiplying them by 12, then multiplying them by 0.85. (((904+467) x 12) x 0.85). PAT is not included, because they recently began service.

Population + Jobs within ½ mile: 3,845

Population + Jobs within 1 mile: 8,701

Note: Only location where all three NRV service providers overlap. Few stop amenities.



Corporate Research Center (Blacksburg) Stop



CRC stop (above);
pedestrian crossing (top
right); parking for 3 (right).

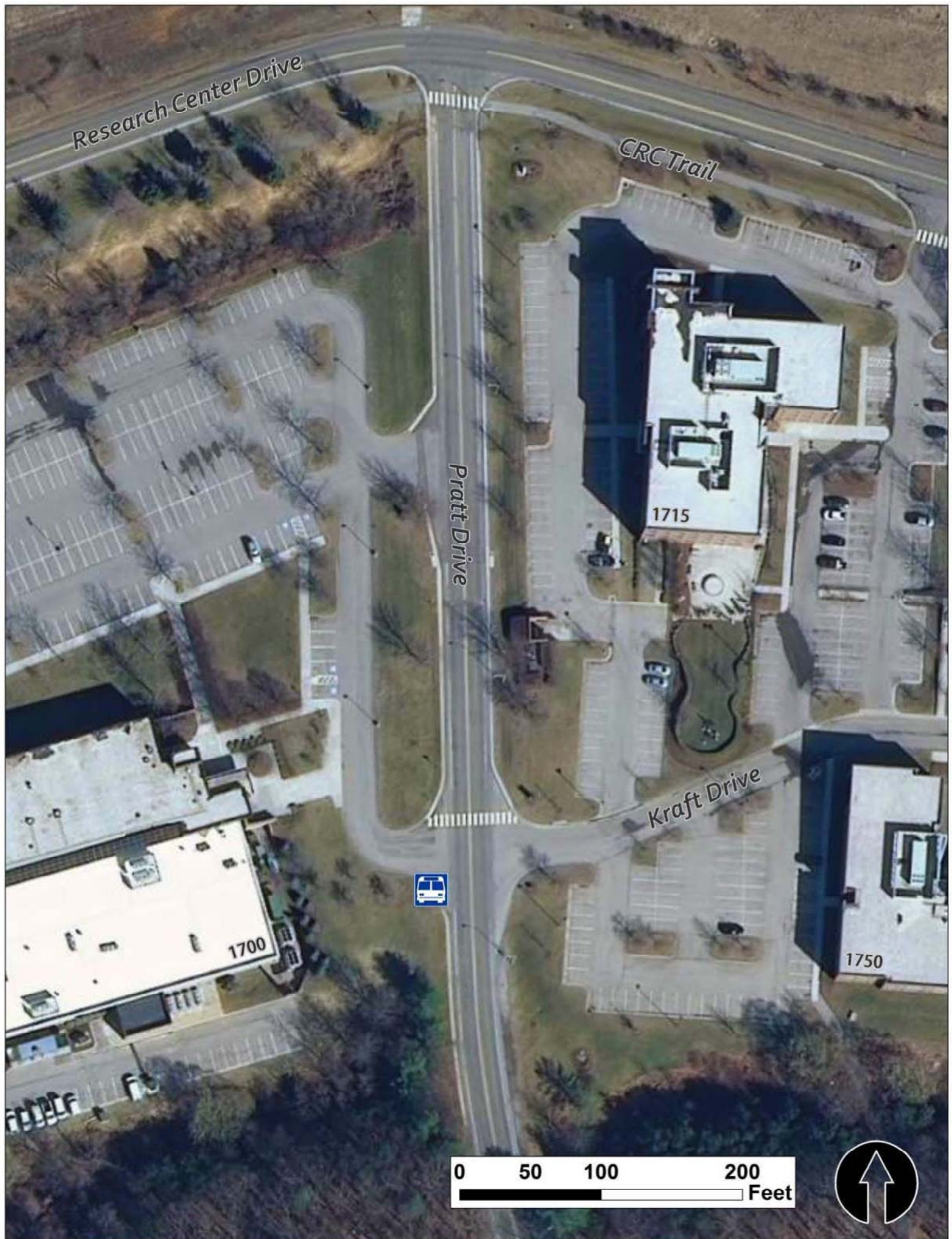
Time Frame		Service Provider	
		BT	Smart Way
Monday thru Friday	Before 9am	x	x
	9am -2pm		x
	2pm-5pm		x
	After 5pm	x	x
Saturday	Before 9am		x
	9am -2pm		x
	2pm-5pm		x
	After 5pm		x
Sunday	Anytime		

Annual Boardings: 1,594. This number was calculated by multiplying the average April and September 2014 boarding data from BT by 12, then multiplying by 0.85, then adding the annual total from The Smart Way. $((135 \times 12) \times 0.85) + 217$.

Population + Jobs within ½ mile: 2,485

Population + Jobs within 1 mile: 6,238

Note: Location where two service providers that originate in a different MPO overlap.



Walmart (Fairlawn, Pulaski County) Stop



Fairlawn Walmart stop (above); stop visibility (top right).

Time Frame		Service Provider	
		PAT	RT
Monday thru Friday	Before 9am	x	x
	9am -2pm	x	x
	2pm-5pm	x	x
	After 5pm		x
Saturday	Before 9am		
	9am -2pm		x
	2pm-5pm		x
	After 5pm		x
Sunday	Anytime		

Annual Boardings: 9,213. This number was calculated by multiplying the average April and September 2014 boarding data from RT by 12, then multiplying by 0.85, then adding the annual total from PAT. (((813*12)*.85) + 920)

Population + Jobs within ½ mile: 993

Population + Jobs within 1 mile: 4,603

Note: University and community services overlap at a grocery store.



Exit 118 Park and Ride (Christiansburg) Stop



Park and Ride Stop (above); stop shelter/information (top right).

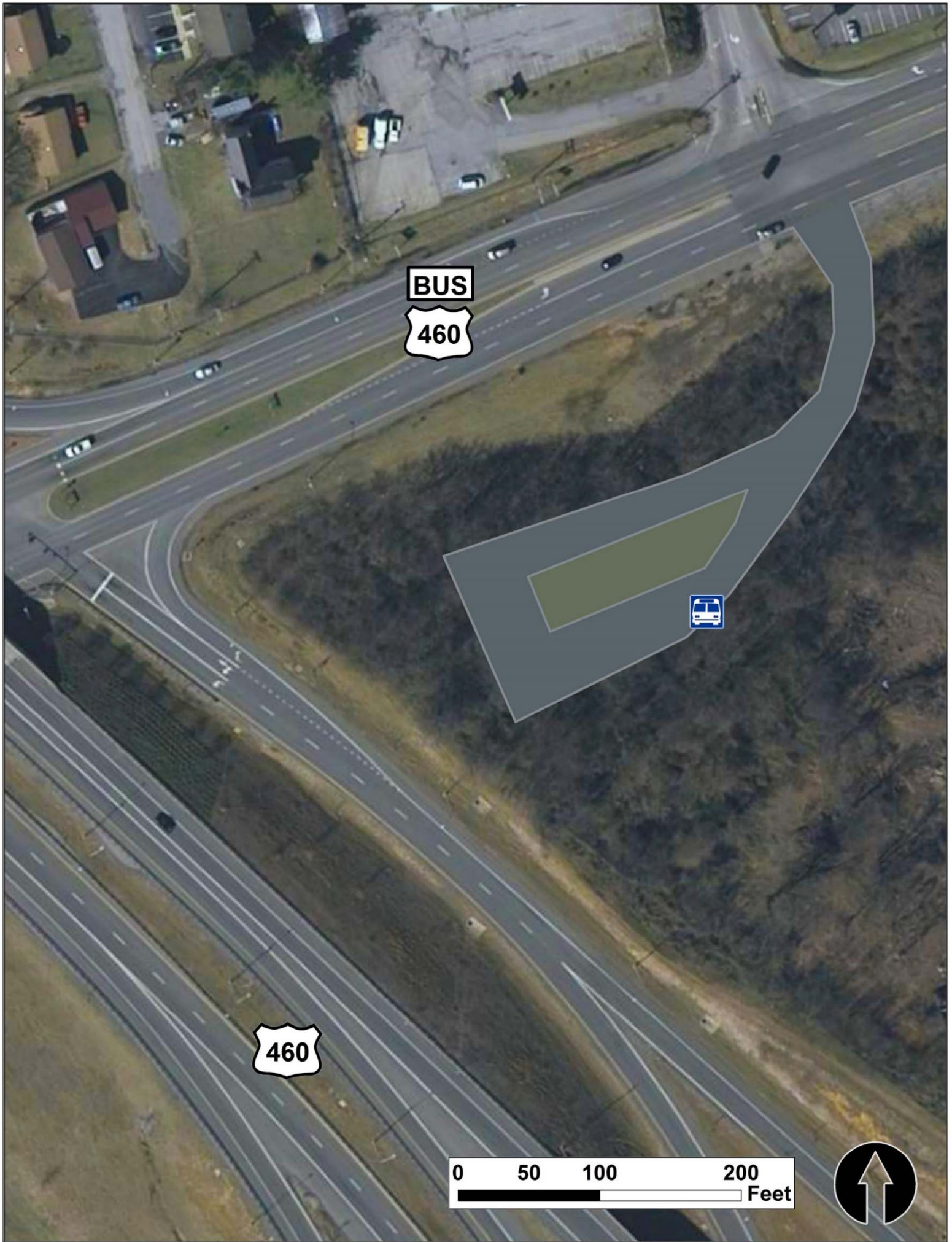
Time Frame		Service Provider			Private Service
		BT	Smart Way	District 3	Mega Bus
Monday thru Wednesday	Before 9am	x	x	x	x
	9am -2pm	x	x		
	2pm-5pm	x	x	x	x
	After 5pm	x	x		
Thursday thru Friday	Before 9am	x	x		x
	9am -2pm	x	x	x	
	2pm-5pm	x	x	x	x
	After 5pm	x	x		
Saturday	Before 9am		x		x
	9am -2pm		x		
	2pm-5pm		x		x
	After 5pm		x		
Sunday	Anytime				x

Annual Boardings: 5,538. This reflects The Smart Way only, as the other service providers did not provide us with the ridership data for this stop.

Population + Jobs within ½ mile: 3,845

Population + Jobs within 1 mile: 8,701

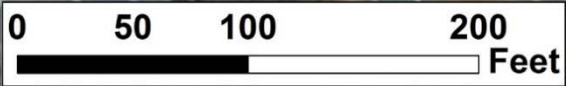
Note: Location where services from three different MPO regions overlap. Megabus departures are 3:55am and 2:55pm (BT arrives 55 minutes early, District 3 arrives 45 minutes late, Smart Way arrives 70 minutes early)



BUS

460

460



Transit Providers

This section includes general information about the services each provider offers and annual operating budget.

Blacksburg Transit

(<http://www.blacksburg.gov/index.aspx?page=791>)

FY2016 operating budget: \$6,665,947

BT provides a traditional bus system in Blacksburg that operates on a published time schedule of 12 routes with over 300 stops connecting major shopping, educational and residential areas. BT also offers “Access for individuals” for those with physical disabilities unable to use a traditional bus system. In Christiansburg, BT operates two routes: the Explorer route offers a traditional scheduled bus stop system; the Go Anywhere service is a call ahead reservation-based service which can pick you up at a safe location of your choice and deliver you to your destination. Lastly, there is a Christiansburg-to-Blacksburg weekday commuter service.



Radford Transit

(<http://www.radfordtransit.com>)

FY2016 operating budget: \$ 1,390,965

Radford Transit provides public transit to the citizens of Radford, Radford University students, faculty and staff and those who live in the surrounding areas with six routes. It is operated by NRVCS Transit Services, through a joint partnership between Radford University, Radford City, the Virginia Department of Rail and Public Transportation, and the Federal Transit Administration.



Pulaski Area Transit

(<http://www.pulaskitransit.org>)

FY2016 operating budget: \$ 584,403

Pulaski Area Transit (PAT) operates 7 am to 5 pm, Monday thru Friday service and 9-to-3 Saturday service. Users can call for a pick-up at or near their location with an approximate wait time of 15 minutes. PAT also runs a demand-response system which requires a 24-hour notice.



Smart Way (Valley Metro)

(<http://www.smartwaybus.com>)

FY2016 operating budget: \$ 7,977,553

Valley Metro is the public transportation provider serving the Roanoke Valley with approximately 30 daily routes. In addition to its traditional bus service, it also provides commuter bus service between Roanoke and the New River Valley with the Smart Way.

The service begins in downtown Roanoke at Valley Metro's Campbell Court Transportation Center and ends at the Virginia Tech Squires Student Center. The route from the New River Valley to the Roanoke Valley is the exact reverse.



District 3

(<http://www.district-three.org/transit>)

FY2016 operating budget: \$ 1,898,172

District Three Public Transit is operated as a Joint-Exercise of Powers entity by the localities of the Mount Rogers Planning District. They provide public transit service in 10 separate locality systems ranging from fixed-loop, demand-response, and deviated-fixed, as well as the New Freedom Bristol-to-Roanoke route along the Interstate 81 corridor from Washington County as far north as the Roanoke Valley, including a stop in the New River Valley. The Bristol to Roanoke route runs on Mondays.



Megabus

(<http://us.megabus.com/top-routes.aspx>)

Megabus.com is a low-cost, express bus service offering city center-to-city center travel purchased via the Internet on coach-style double-decker buses with free wi-fi and at-seat plug ins. They have an undetermined number of routes, listing 18 “popular” routes on their website and claim service to 120 cities. At least seven cities are directly accessible from their Christiansburg stop.