

NEW RIVER VALLEY

# Regional Transit Study

2015

# PROJECT OVERVIEW

- Investigate potential enhancements
  - Overlapping service locations
  - High-volume bus stops
- Physical appearance of bus stops
- Access to information about services
- Elevate the presence of public transit

# NRV OVERLAPPING SERVICE LOCATIONS

- There are 8 overlapping service locations in the New River Valley
- For the purpose of the Peer Review, four were selected to be representative of typical existing conditions.



# PEER REVIEW - OCTOBER 5, 2015



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Director of Regional Services Development  
GoTriangle Transit, NC



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Eco-Transportation and Alternative Technologies  
Virginia Tech Transportation Institute

# PEER REVIEW



- GoTriangle = GoSmart: 5 transit systems, vanpool/carpool, bike/walk, and university travel
- Initial coordination began in 2004
- Began exploring consolidation, common fare boxes and trip planner applications
- Arrived at enhanced coordination, joint call center, GoTriangle umbrella (website/communication), and Google Transit Feed.
- Supported by: \$5 vehicle registration fee, 5% vehicle rental fee, and ½ cent county sales tax in two counties

# PEER REVIEW



- VTTI study on real-time communications for enhanced operations and user information.
- Evaluated 15 different technologies which included smart phone applications and touch screen kiosks.
- Initial findings pointed towards creating a texting app
- Survey participants needed to be encouraged to explore touch screen information kiosks.

# PEER REVIEW

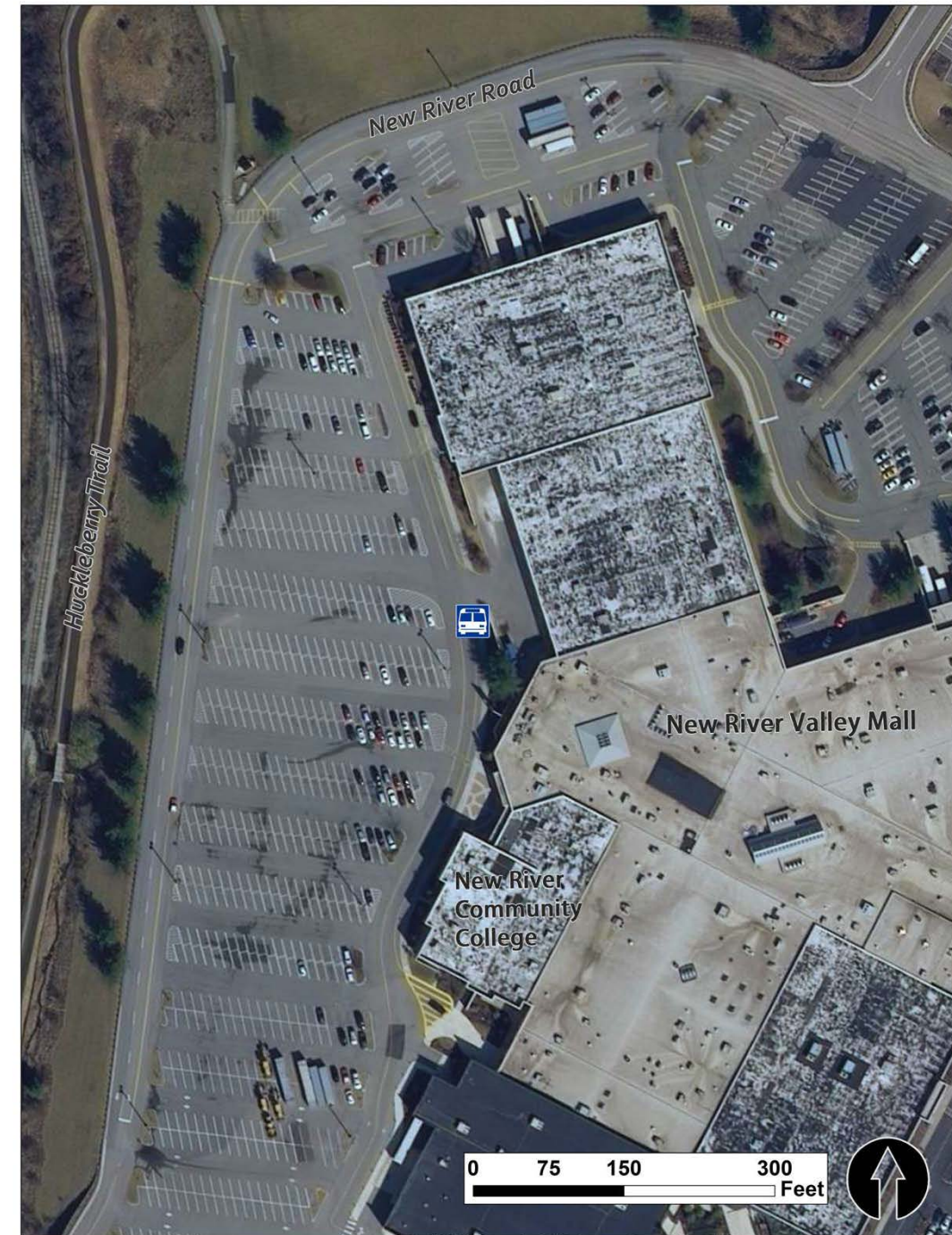
- Outside Perspective:
  - Physical Improvements
  - Schedule Enhancements
  - Branding/Marketing Approaches
  - Educational Strategies
  - What role does technology play in modern transit services?
  - What types of communication are transit users receptive to?

# NRV MALL

(CHRISTIANSBURG STOP)

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		

- 14,000 boardings/alightings
- Population + Jobs ½ mile: 3,845
- Population + Jobs 1 mile: 8,701
- Only location all NRV services overlap



# NRV MALL

(CHRISTIANSBURG STOP)

- Currently under new ownership
  - Indoor seating waiting area
  - Outdoor marque for bus arrival info
  - Enhanced services information
  - Designated parking area for users
  - Improve visibility from within the mall
- Potential Multimodal Hub
  - Enhanced transit pick-up/drop-off area
  - Connectivity to Huckleberry Trail
  - Consolidation of multiple mall stops

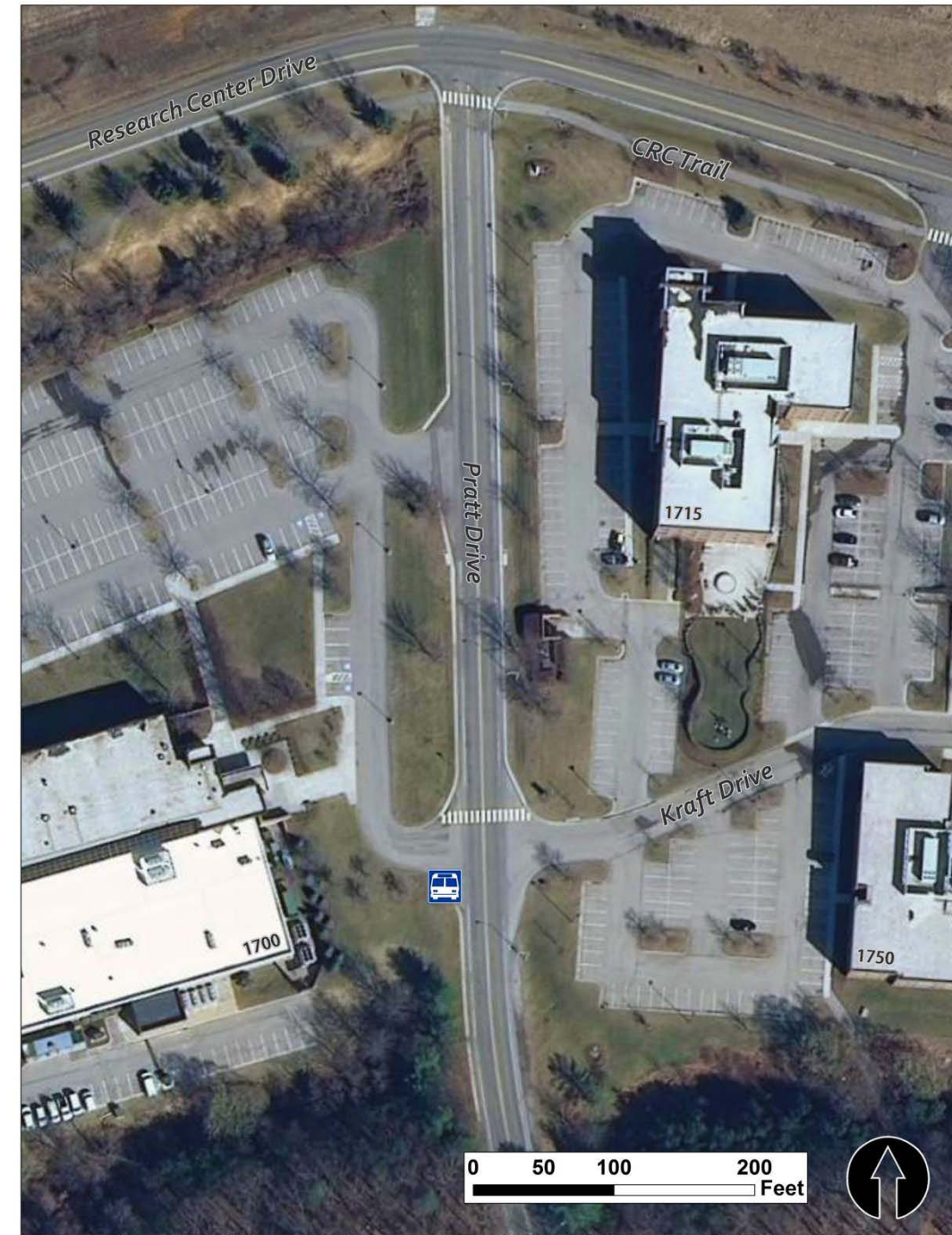


# CORPORATE RESEARCH CENTER

(BLACKSBURG STOP)

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		

- 1,600 boardings/alightings
- Population + Jobs ½ mile: 2,485
- Population + Jobs 1 mile: 6,238



# CORPORATE RESEARCH CENTER

(BLACKSBURG STOP)

- Low annual ridership
  - Is this stop meeting ridership targets?
  - Would a different location within the CRC increase ridership?
- Shelter
  - Currently does not have power/lighting
- Limited parking
  - Potentially provide more parking spaces
  - Do people avoid using stop due to limited parking?



# WALMART

(FAIRLAWN, PULASKI STOP)

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		

- 9,200 boardings/alightings
- Population + Jobs ½ mile: 993
- Population + Jobs 1 mile: 4,603



# WALMART

(FAIRLAWN, PULASKI STOP)

- Target audience
  - High volumes of low-income, alternative transportation dependent residents/students
  - Ability to communicate services and market use
- Presence of transit
  - Currently low visibility of stop
  - Opportunity for indoor seating and communications
- Potential public/private partnership
  - Currently two property owners

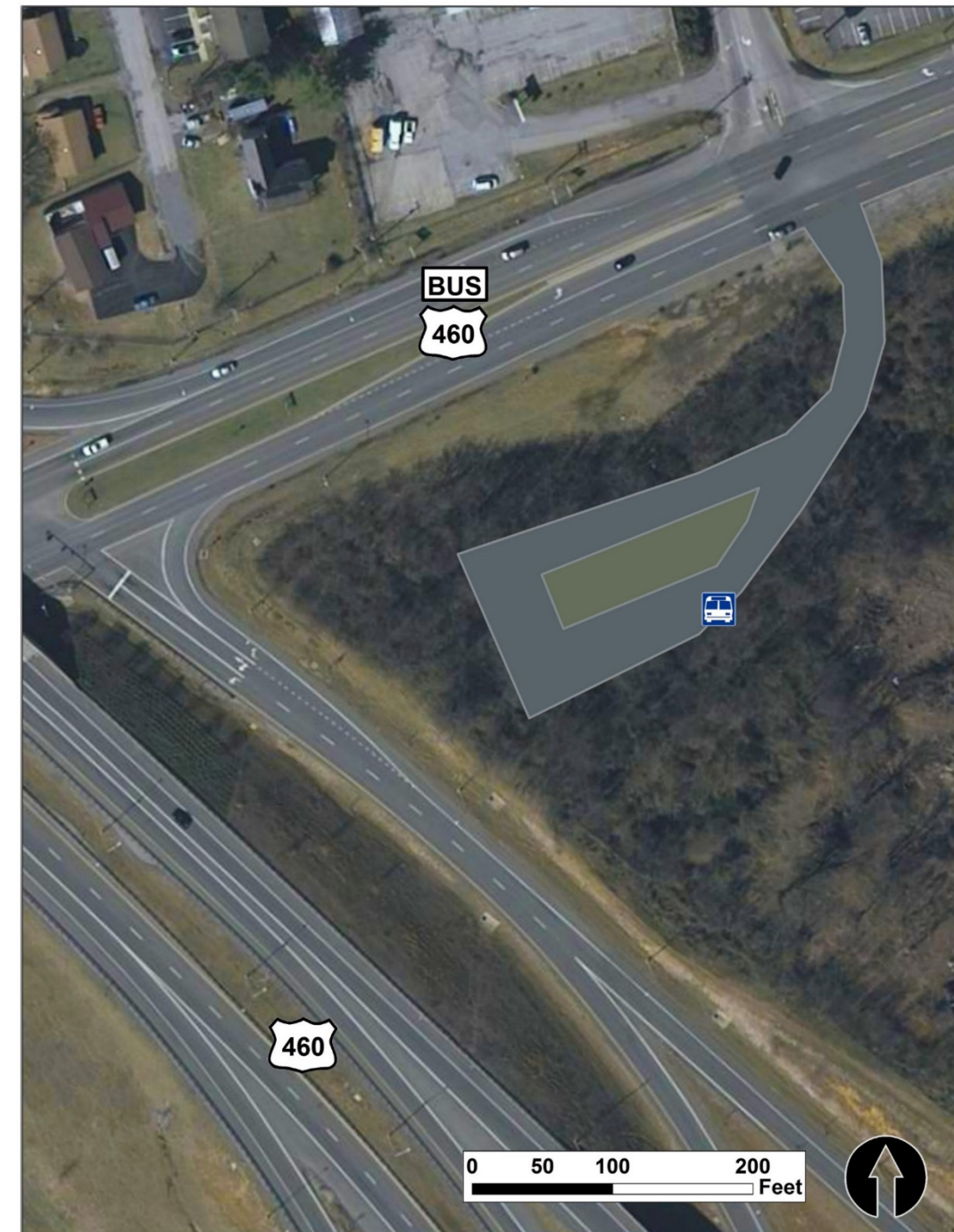


# EXIT 118 PARK AND RIDE

(CHRISTIANSBURG STOP)

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

- 6,000+ boardings/alightings
- Population + Jobs ½ mile: 3,845
- Population + Jobs 1 mile: 8,701



# EXIT 118 PARK AND RIDE

(CHRISTIANSBURG STOP)

- Major overlapping service location
  - Public/Private services
  - Real-time service info
- Riders potentially unfamiliar with area
  - Maps/information about region
  - Bicycle/pedestrian parking and routes connecting businesses within 1-mile
  - Phone numbers
- Temporary site configuration
  - More defined transit hub planned



# RIDERS' SURVEY

Gathering information on the users' perspective –

- What will make their ride and their wait better?
- What will make them use transit more?
- For example...
  - Who is using the bus?
  - Why are they using transit?
  - What amenities and services exist at their stop?
  - What amenities and services do they think are missing?
  - How long is their wait to catch the bus, to change buses?



# SURVEY RESPONSES BY SYSTEM

n=716 surveys completed

System	Response (Percent)	N
Radford Transit	68.7%	492
Blacksburg Transit	23.3%	167
Smart Way	6.6%	47
Pulaski Area Transit	1.1%	8
District Three @Exit 118 P&R	0.3%	2



Tell us what you think  
about this  
bus stop.



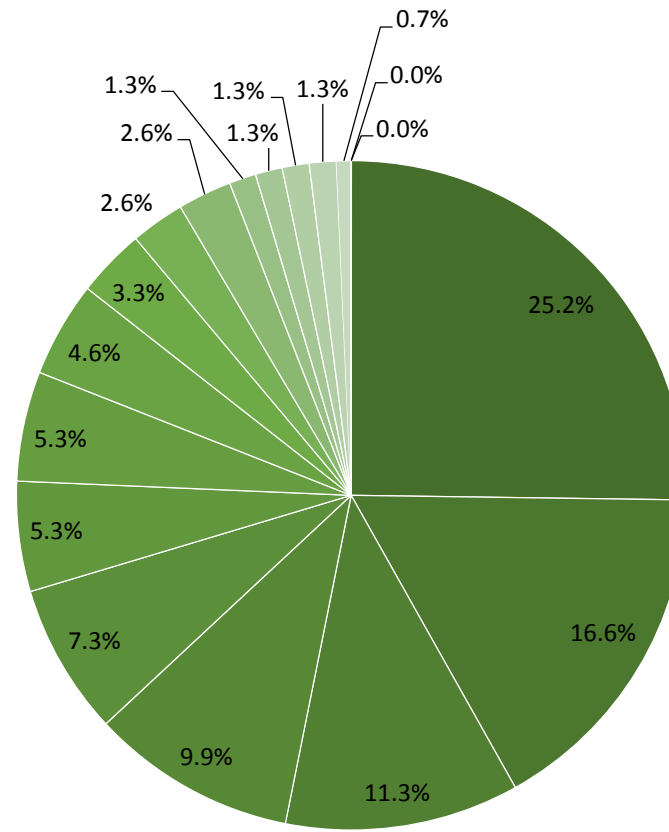
<http://bit.ly/NRVRiderSurvey>  
or call (540) 639-9313 x209



# MOST POPULAR STOPS

## *BLACKSBURG TRANSIT*

- Squires (25.2%)
- Burruss Hall (16.6%)
- CRC (11.3%)

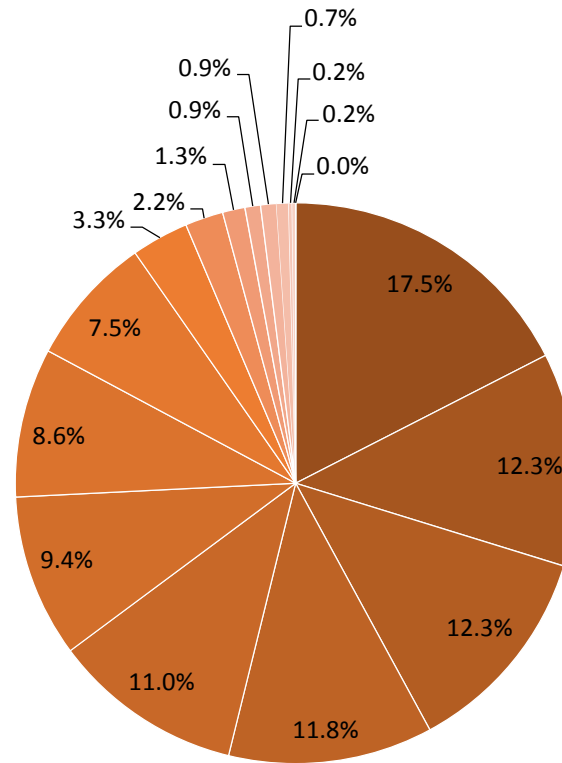


- Squires
- Burruss Hall
- VT Corporate Research Center
- University City/Toms Creek
- New River Valley Mall
- Montgomery County Govt Center
- Newman Library
- Prices Fork/Plantation
- University Mall
- Blacksburg Municipal Center
- Litton Reaves Hall
- Exit 118 Park and Ride
- Main and Lee
- Wal Mart
- Marlington/Main
- Pheasant Run
- Laurel/Sycamore (Kmart)
- Regal Cinemas

# MOST POPULAR STOPS

## *RADFORD TRANSIT*

- Lot A (17.5%)
- Copper Beech (12.3%)
- Greenhill Apartments (12.3%)
- The HUB (11.8%)
- Burlington Lot (11.0%)

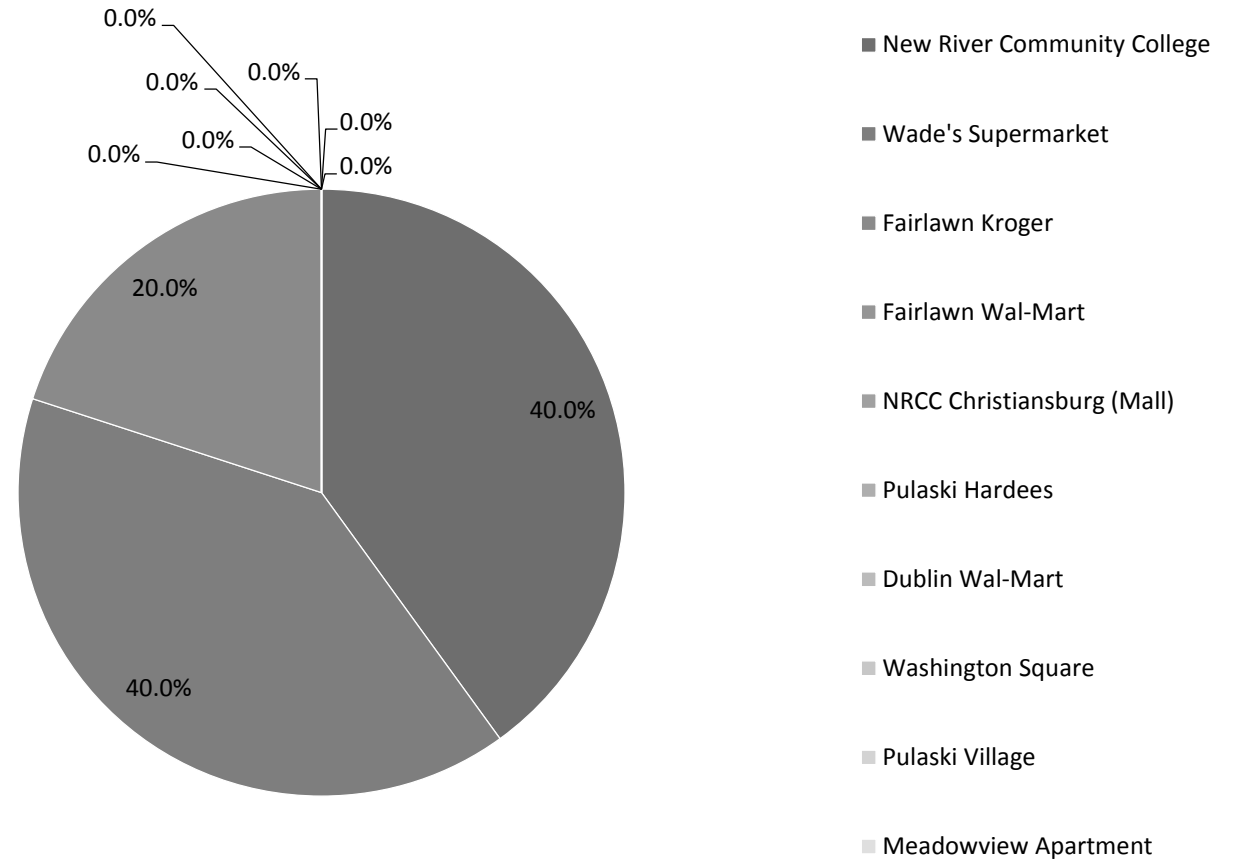


- Lot A
- Copper Beech
- Greenhill Apartments
- The HUB
- Burlington Lot
- Walmart Fairlawn
- Waldron Hall
- Dedmon Center Riverside
- NRV Mall
- Squires Student Center
- Kroger Fairlawn
- Jeffries Dr.
- Main St./ Kent St. North
- Blacksburg Municipal Building
- Regal Cinemas
- Willow Woods Apt.
- Main St./ Kent St. South

# MOST POPULAR STOPS

## *PULASKI AREA TRANSIT*

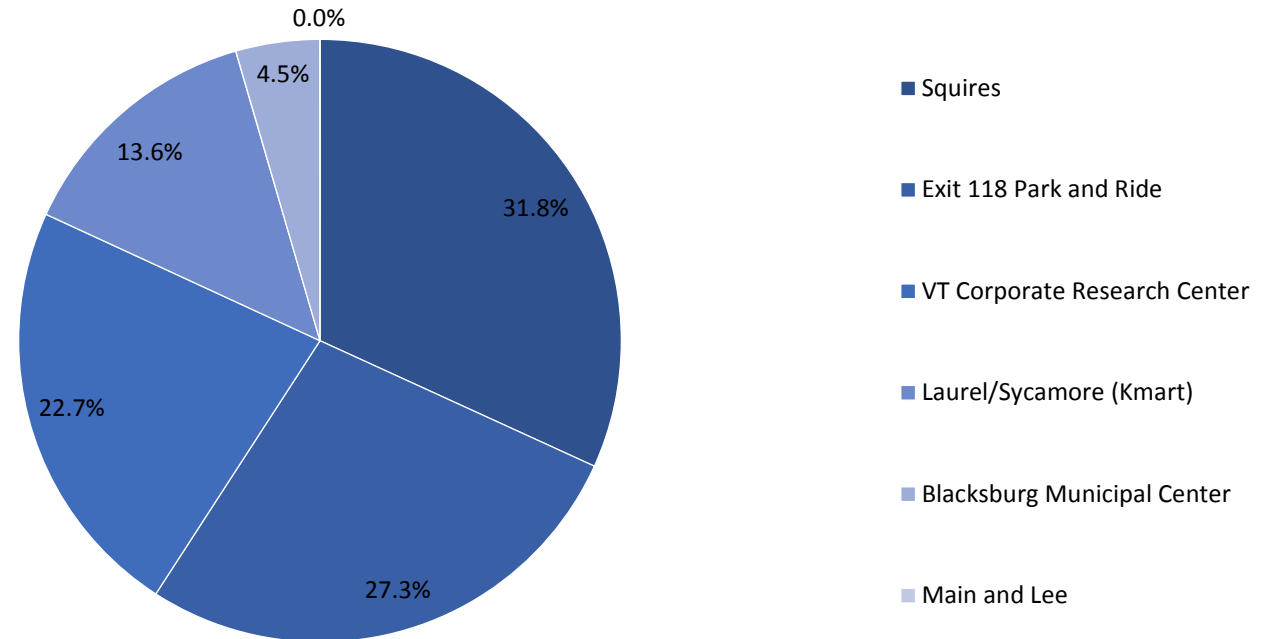
- New River Community College (40.0%)
- Wade's Supermarket (40.0%)
- Fairlawn Kroger (20.0%)



# MOST POPULAR STOPS

## *SMART WAY*

- Squires (31.8%)
- Exit 118 Park and Ride (27.3%)
- VT CRC (22.7%)
- Laurel/Sycamore (Kmart)(13.6%)



# WHAT RIDERS SEE & WANT AT THE STOP

## Existing Conveniences

n=564

Answer Options	Response Percent
Bus stop sign	77.8%
Shelter	54.1%
Bench or other seating	47.9%
Lighting (after dark)	43.4%
Trash can	41.5%
Bus schedule	38.8%
Handicap-accessible	18.8%
Bike rack	11.0%

## Desired Conveniences

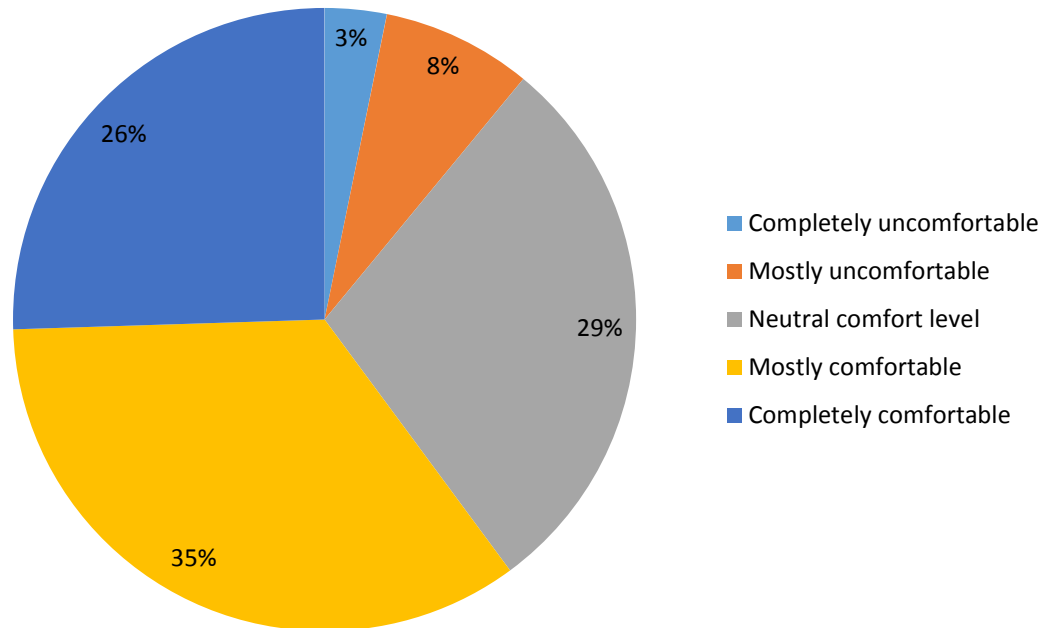
n=456

Answer Options	Response Percent
Bus schedule	55.5%
Bench or other seating	46.5%
Shelter	38.8%
Lighting (after dark)	36.4%
Trash can	23.0%
Bike rack	15.1%
Bus stop sign	12.3%
Handicap-accessible	10.5%

# COMFORT & SAFETY

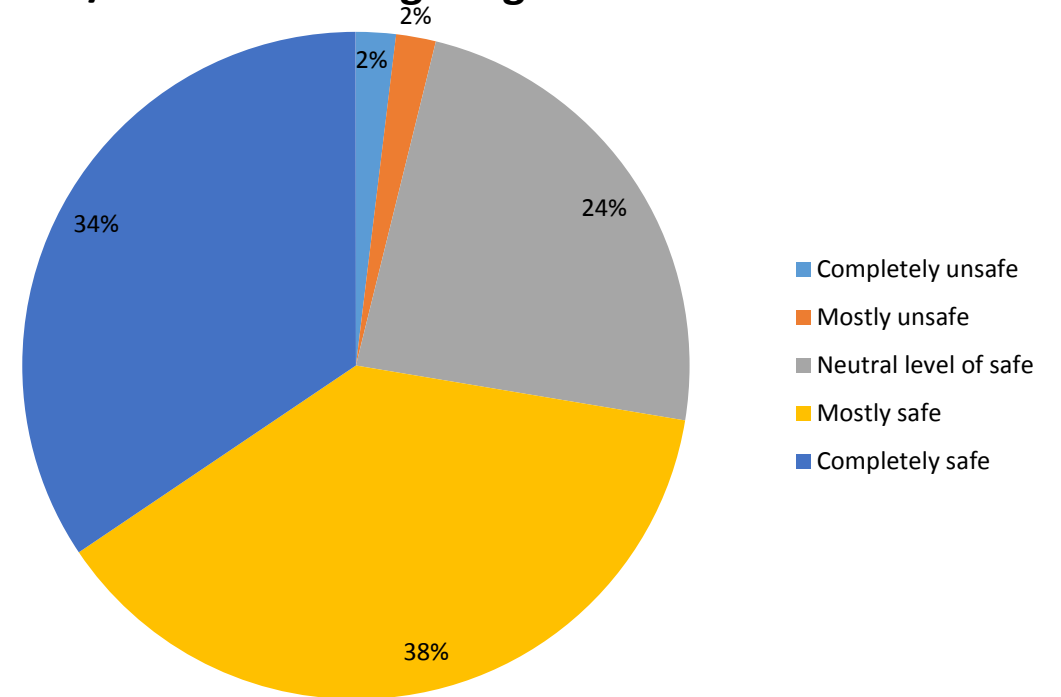
**How Comfortable?** n=592

**Mostly thanks to shelter, benches & lighting**



**How Safe?** n=572

**Mostly thanks to high visibility, proximity to houses/businesses & lighting**



# TRANSIT MODE USE

- Most frequent use is 1 day (27.9%), then 5 days (22.6%), and another 38.5% ride 2/3/4 days [n=535]
- Bus is primary mode: 41.4 yes, 58% no [n=568]
- 40% also drive

# DESTINATION & TRAVEL TIMES

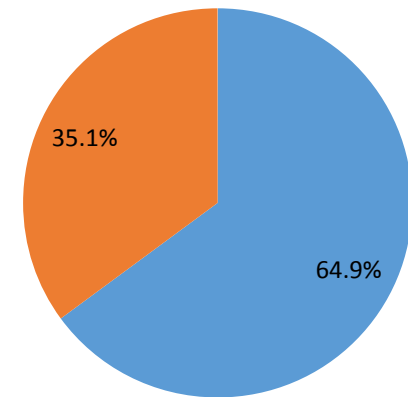
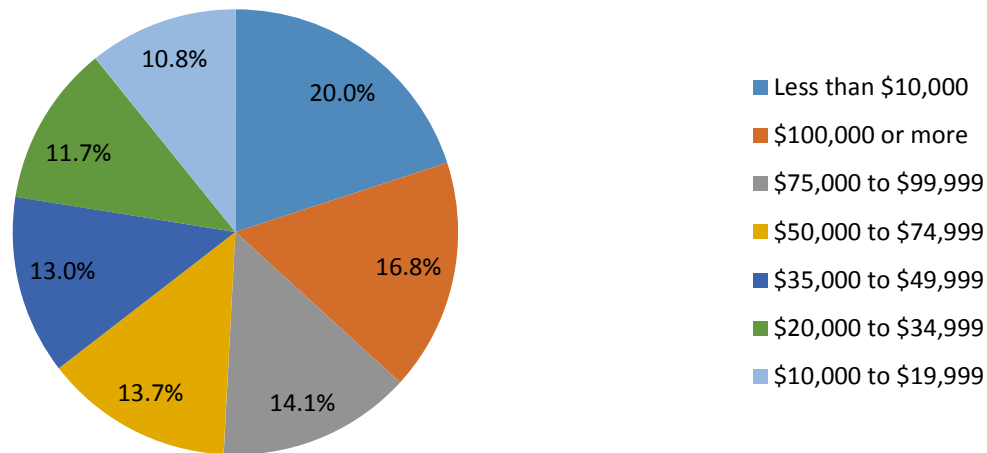
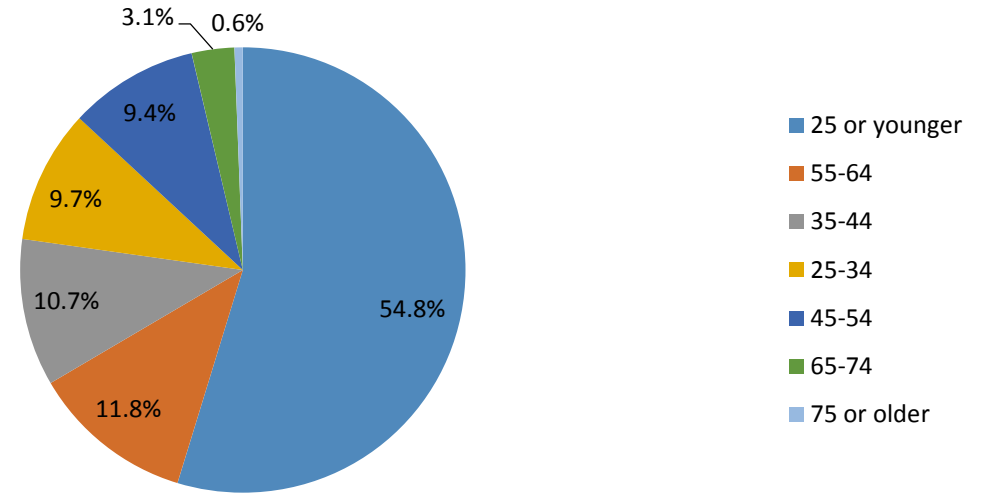
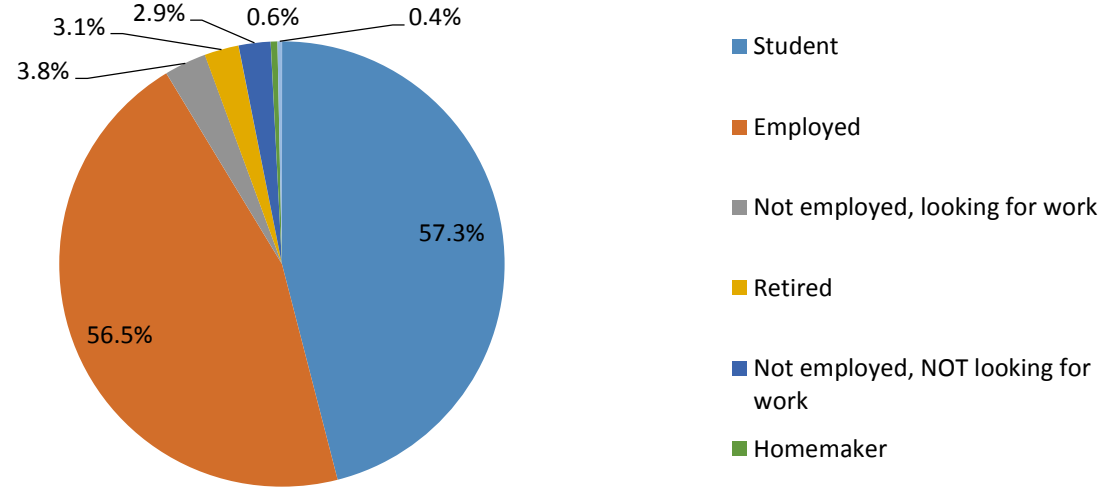
N=556

- School – 41.4% – most <15 minutes away (except by walking)
- Work – 27.0% – most <29 minutes away by bus or car
- Errands – 18.3% – most travel 15-29 minutes by bus and <15 by car
- Social Activities – 10.8% – most <29 minutes away (except by walking)

# TRANSFERS

- Only 10.9% changes buses
- Most of these changed buses once or twice
- They waited between 5 and 30 minutes for the next bus (most in the 10-15 minutes range)

# RIDERS' DEMOGRAPHIC PROFILE



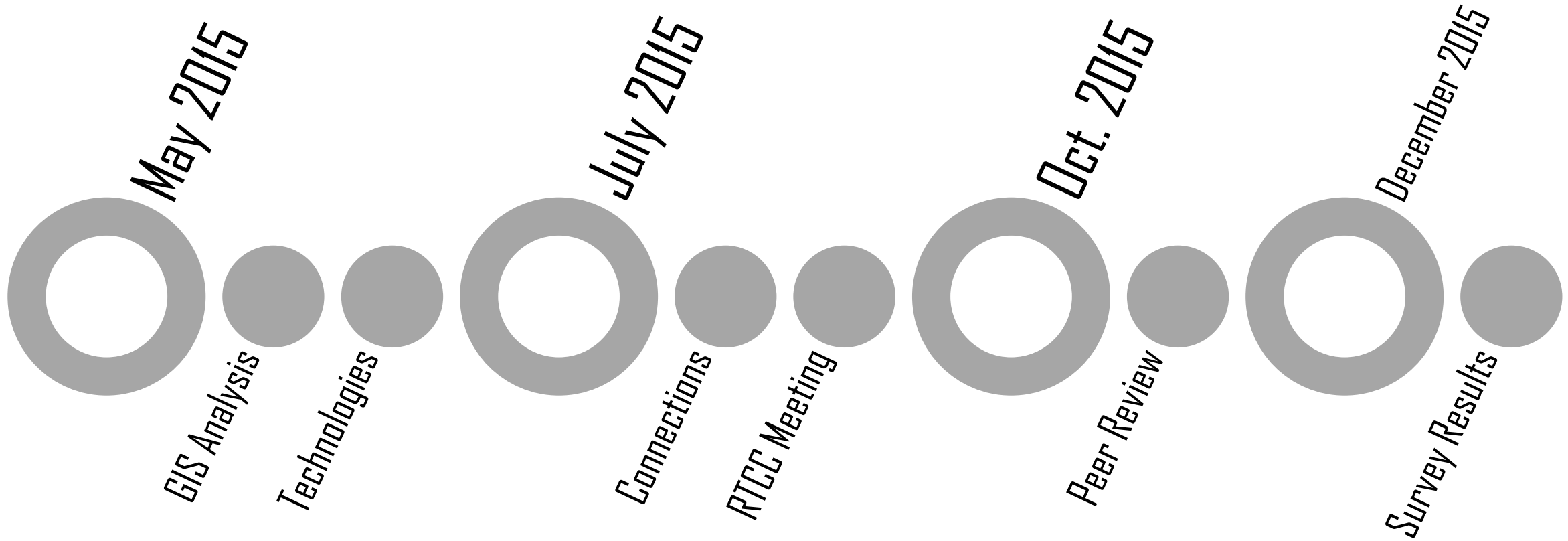
Female Female Male Male

# I CHOOSE TRANSIT BECAUSE...

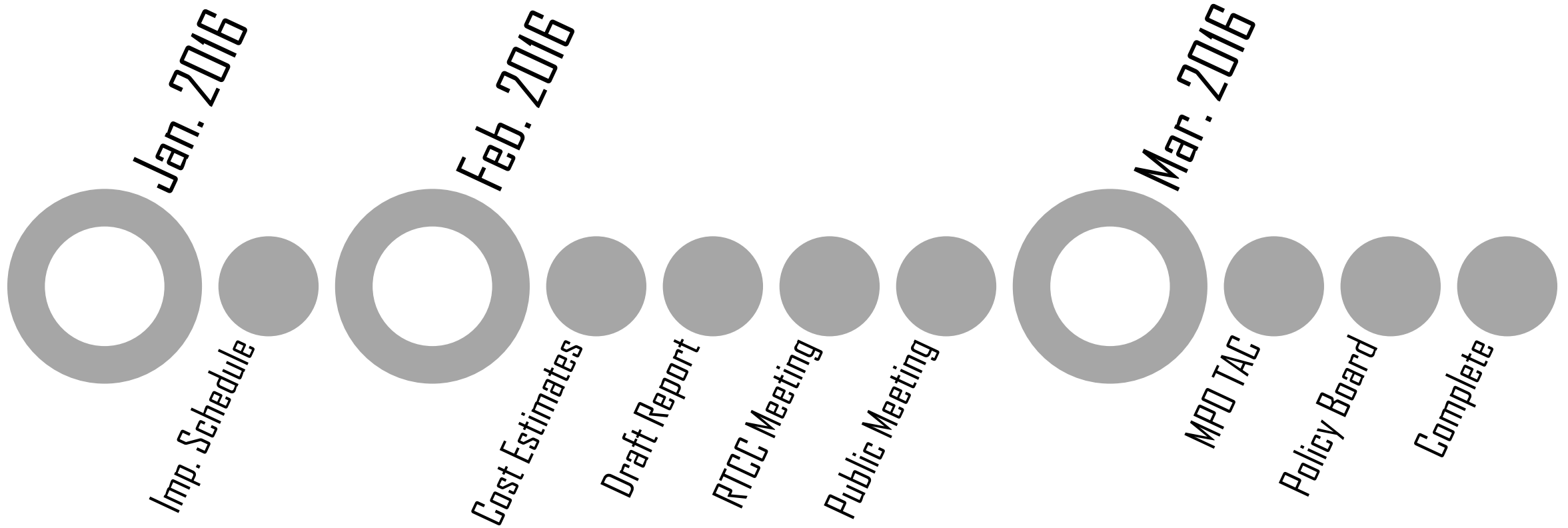
Answer Options	Response Percent
I save money on gas and car maintenance	47.0%
it's good for the environment	36.4%
I don't have access to my own car	27.8%
it helps reduce congestion	26.2%
it reduces stress	25.4%
Other (please specify)	23.2%
the park and ride lot makes it easier to leave my car and take the bus	20.9%
I can use my bike as part of my trip	5.1%

# COMMENTS FROM SURVEY TAKERS

# PROJECT OUTLINE



# PROJECT OUTLINE



# WORKING GROUP MEETING SCHEDULE

