Regional Transit Advisory Panel

BUS STOP AMENITIES

Work Group participating members

- Ben Goodill

- Mark Shea

- Kristin Hatchett

- Brenda Johnson

- With support from HRTPO and HRT staff

Recommendation #1

▶ **<u>Simme-seat / Eco – Seat (brand name)</u>**, to include lighting for non-sheltered stops

    ▶ WATA $2,200/each, seats with light/materials only – requires only 22" concrete base

    ▶ Additional lighting at stops/non-sheltered locations

    ▶ *Suggested action:*

        ▶ Share details with the other localities for consideration in future stop plans
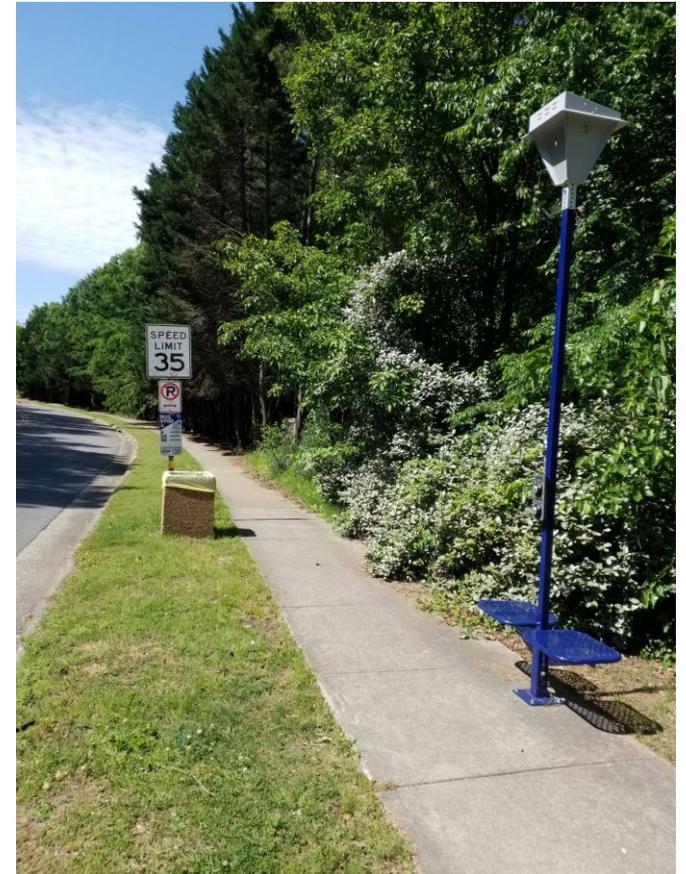
Recommendation #2

▶ **Adopt a spot campaign**

  ▶ Enhance information available on the webpage, make it easier to find details

    ▶ Only 67 of 2693 stops are currently adopted, 2354 are without a trash can

    ▶ Utilize locality webpages to support, share information, develop "brand"

  ▶ Create business sponsorship program to build a spot, not only maintain

  ▶ Engagement / encourage private sector to participate in adopt a spot,
    to include new apartments, new businesses open, etc

  ▶ *Suggested action:*

    ▶ Marketing team staffing, utilize resources to engage sponsorships, execute outreach (Traffix)

    ▶ Fund webpage enhancement of information for sponsors

    ▶ Ensure brand consistency, make sure service is represented well, stops are a static marketing tools and standards need to be clear for civic supporters

Recommendation #3

▶ **Sidewalks** to improve accessibility, especially in underserved areas that typically don't have sidewalks

  ▶ VDOT considerations?

  ▶ Need to compile ridership information to support conversations, suggest safety improvements

  ▶ Might need to examine long term partnership funding

  ▶ *Suggested actions:*

    ▶ HRT, WATA, Suffolk Transit and counties discuss with cities multi-year road plans, determine viability of expansion

Recommendation #4

- **<u>Technology</u>**
  - Learn more about the app Wednesday, how is it advertised?
    - What are the capabilities? Is there a different app for ticket purchase versus routes and status
    - Is there a need to only use Google?
    - Learn more about available apps and how they are promoted
  - Put tablets in place on poles or attach to shelters at stops to provide status – *see Simme-seat*
  - Display poster/map of routes on the shelters – not just via electronic media as may not be possible at all stops
  - Assess what proportion of consumers don't have smart phones and might need other means to get route information
  - ***Suggested action:***
    - Partner with technology committee to share our ideas, get answers to questions around what is already available and future plans