

Regional Transit Advisory Panel Recommendations

Advocacy/Ambassadors

- Develop a transit advocacy group to advocate for the importance of transit in our region
- Meet with state legislators and local elected officials to discuss importance of transit to the region
- Create a “transit awareness event” in Richmond for all Hampton Roads transit agencies
- Develop an education campaign on the importance of transit

Affordable Housing

- Education is needed on affordable housing and how it relates to a living wage.
- Assemble a team of urban planners and human service organizations to develop checklists for city and county planning departments
- Explore opportunities for workforce housing near regional backbone routes

Bus Stop Amenities

- Enhance transit agency websites for information related to “Adopt-A-Stop” programs
- Utilize locality webpages to advertise Adopt-A-Stop opportunities
- Engage private sector business and community partners to Adopt-A-Stop
- Establish a transit agency marketing team to engage sponsorships for Adopt-A-Stop
- Coordinated effort between transit agencies and localities to develop multi-year plans to improve sidewalk accessibility to bus stops
- Investigate the real-time bus app call “Wednesday”
- Place “display tablets at bus shelters and stops that allow passengers to use mobile device to determine “next bus arrivals”
- Display route maps at bus shelters
- Determine level of Smart Phone ownership among regular users of transit.
- WATA- Investigate Simm Seat/Eco Seats at bus stops

Military and Transit

- Survey personnel on Naval Station Norfolk to determine level of interest from base personnel for using public transit
- Consider implementing an internal base circulator as a pilot project – pursue funding as a potential pilot project
- Develop more park-and ride facilities serving military installations

Serving Major Employment Centers

- Provide enhanced transit service to emerging epicenter for Healthcare (EVMS/CHKD and ODU Health Care Center in Norfolk). Consider using EVMS green space as a bus transit center (at Children’s Lane)
- Additional discussions with Newport News Shipbuilding to explore approaches to encourage increased transit usage
- Southside shipyards have major parking challenges. Initiate discussions with Virginia Ship Repair Association to explore transit for shipyard employees
- Add more park-and-ride facilities along 13 regional backbone routes. Utilize parking lots of big-box commercial establishments. Collaborate with Virginia Peninsula Chamber and Hampton Roads Chamber to convene roundtable with property representatives to explore park-and-ride opportunities. Potential for win/win opportunities

Technology

- Develop a combined regional transit app
- Provide live GPS data into existing ‘real-time’ apps
- Create an app for fare payment and mobile ticketing for all three transit properties
- Expand capabilities of existing HRT app
- Expand app capabilities with additional services like traffic conditions and last mile availability

Tourism

- Focus on immediate and on-going needs of hospitality and tourism employment
- Expand routes to accommodate workforce to tourism and hospitality jobs
- Connect job seekers and job providers through dialogue

- Opportunity for Tourism Transit Corridor between regional tourism sites – potential for Williamsburg to Oceanfront connector
- Implement Max Route service improvements to MAX 960 and Max 121
- WATA - consider service frequency changes for routes serving Historic Triangle
- WATA - consider peak period frequencies to Lee Hall and coordinate with HRT to match route frequencies and span of service
- HRT/WATA create park-and-rides at shopping centers, government buildings and schools
- Identify funding partners for improvements to service
- Identify a “pilot project” and related funding that will address workforce deficits.

Transit Oriented

- Study other regions with similar sized markets that have successfully implemented Transit Oriented Development policies and strategies.
- Incentivize developers to develop transit-oriented centers near regional backbone routes.
- Consider micro-transit connections regional backbone routes
- Create and implement Public Relations campaign to expand ridership base
- Expand transit access for workers during peak hours

Universities and Colleges

- Collaborate with campuses to promote transit to student base – i.e. student orientation, etc.
- Connect colleges/universities through transit system
- Develop options for autonomous transit vehicles. Implement a ‘pilot project’ on a college campus or along Granby Street between Brambleton and Main Street
- Better integrate micro-mobility services like electric scooters and electric bikes with transit services
- Encourage HRT to apply for ‘TRIP’ Program funds for zero-fares for the Tide and annual passes.