



Hampton Roads Transit  
3400 Victoria Blvd.  
Hampton, VA 23661

757-222-6000  
gohrt.com

## About HRT

### How does HRT's recent ridership figures compare to the previous years?

August 2008 – 1,290,327  
August 2009 – 1,396,169  
September 2008 – 1,245,213  
September 2009 – 1,354,035  
October 2008 – 1,476,132  
October 2009 – 1,318,003

### How is HRT funded?

20% Passenger Revenue  
32% Federal Funding  
16% State Funding  
31% Local Funding  
Each city separately determines how much service is provided in their area.

### What cities does HRT serve?

HRT serves seven cities; Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Suffolk, and Virginia Beach. The HRT service area population is 1.3 million.

**What is HRT's FY2010 Operating Budget?**  
HRT's Operating Budget for Fiscal Year 2010 is \$76,185,067.

**How many employees does HRT have?**  
HRT currently has 823 employees.

### Where are HRT's facilities located?

- HRT Headquarters – 3400 Victoria Blvd. Hampton, VA 23661
- HRT Hampton Transportation Center – 2 W. Pembroke Ave. Hampton, VA 23661

- HRT Newport News Transportation Center – 150 35th St. Newport News, VA 23607
- HRT Norfolk Administrative Facility – 1500 Monticello Ave. Norfolk, VA 23510
- HRT Norfolk Operations Facility – 2424 Springfield Ave. Norfolk, VA 23523
- The Tide Project Office – 500 E. Plume St. Norfolk, VA 23510
- Virginia Beach Operations Facility – 1400 Parks Ave. Virginia Beach, VA 23451
- Silverleaf Commuter Station – 4300 Commuter Dr. Virginia Beach, VA 23462
- HRT Suffolk Operations Facility – 866 Carolina Rd. Suffolk, VA 23434

The Transportation District Commission of Hampton Roads, HRT's governing body, consists of representatives from each of the seven cities it serves

#### Virginia Beach

The Honorable John E. Uhrin  
The Honorable James L. Wood (Chair)

#### Norfolk

The Honorable Paul R. Riddick  
The Honorable W. Randy Wright (Vice-Chair)

#### Chesapeake

The Honorable C. E. "Cliff" Hayes, Jr.  
The Honorable Dr. Richard W. "Rick" West

#### Hampton

Ms. Grace G. Routten  
The Honorable Paige V. Washington, Jr.

#### Newport News

The Honorable Joseph C. Whitaker  
The Honorable Patricia P. Woodbury

#### Portsmouth

The Honorable Dr. James W. Holley III  
The Honorable Charles B. Whitehurst, Sr.

#### Suffolk

The Honorable Charles F. Brown  
The Honorable Curtis R. Milteer, Sr.

Commonwealth Transportation Board  
Virginia Department of Rail and Public Transportation (VDRPT)  
Mr. Corey W. Hill

Virginia General Assembly  
The Honorable G. Glenn Oder  
The Honorable Ralph S. Northam

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# on the MOVE

Fall 2009 gohrt.com

## President's Corner

Hampton Roads Transit is moving closer to the historic moment when The Tide begins carrying its first passengers. While nearly a year away, I can easily envision speeches, celebrations and more than a few parties during that exciting, opening week. But I also want people to know about the important role that safety will play in operating The Tide.

Of all the myriad of details that fall into building and operating a light rail system, there may be none as important as public safety during the operational phase. Fortunately, for the hundreds of HRT workers – not to mention the thousands of our daily customers – safety has long been a hallmark of public transit in Hampton Roads.

It does not take much digging to see proof of that claim. HRT has cameras on all buses and ferries, transportation centers and facilities – and we put eyes behind what the camera sees to look for problems. Emergency exercises with local first responders also are a regular feature of life at HRT. Those are exercises with people – police officers, paramedics – who practice safety as often as we do.

Need I mention our Advanced Communications System? This relatively new technology allows HRT to easily locate buses along their routes and has improved response time during emergency situations. It also monitors our fleet's engine performance so that the necessary repairs can be made before the bus ever hits the road.

And while we like to think our customers are smarter than average, we still encourage them to wait for buses in well-lit areas and allow buses to stop completely before boarding.

The addition of light rail to HRT's range of services, however, will add an intense, new focus to safety. The launch of The Tide will include a safety campaign to support numerous safety features built into the system. Upgraded communications and train control network, flashers and gates at many street crossings, a public address system, variable-message boards and emergency call centers on station platforms, all will add special emphasis to one of our key safety messages: "Any Time is Train Time."

Given that The Tide will operate at street-grade with buses and motor vehicles, motorists will need to be keenly aware of their surroundings and avoid dangerous notions of trying to "beat" the trains. Pedestrian safety is of utmost importance especially for young children and students attempting to cross tracks to get to school, play with friends or go shopping.

HRT is committed to ensuring a safe and secure environment for all. Be on the look out for promotional material designed to communicate our safety messages.

Michael S. Townes  
President/CEO  
Hampton Roads Transit



## First Light Rail Cars Arrive

They looked like miniature blue blimps strapped to the back of a rail road flat car. But the only flying they would do is up and down the light rail track.

On an overcast October morning, the first of nine trains for The Tide light rail system arrived in Hampton Roads after a cross-country trip that began in an assembly plant in Sacramento, CA.

The protective shrink wrap kept them clean and in near perfect condition as they were moved along the Sewell's Point freight line before they were delivered to the new light rail line in Norfolk.

The trip, slowed on its final leg by rough weather in the south, began at the Siemens Transportation Systems facility where vehicles start out as components and

sheet metal before assembly into transit vehicles.

Among the cars to arrive is one that will be designated at No. 407 in honor of Norfolk's last electric street car which bore the same identification number until that service was discontinued in July, 1948.

In the weeks following the arrival of the first two trains, the last of HRT's fleet slipped into town unceremoniously. The trains will be stored on the tracks and moved periodically as system construction proceeds. They will undergo a series of static and dynamic tests in the months to come before revenue service begins.

They will be guarded 24 hours a day while construction continues on the vehicle storage and maintenance facility which will be completed next year.

The light rail system represents a rebirth of train service for downtown Norfolk and a new era for Hampton Roads Transit which has been overseeing The Tide project since construction began in December 2007.

# Ticket vending machines now accept credit, debit cards

## Here's a sign of the times.

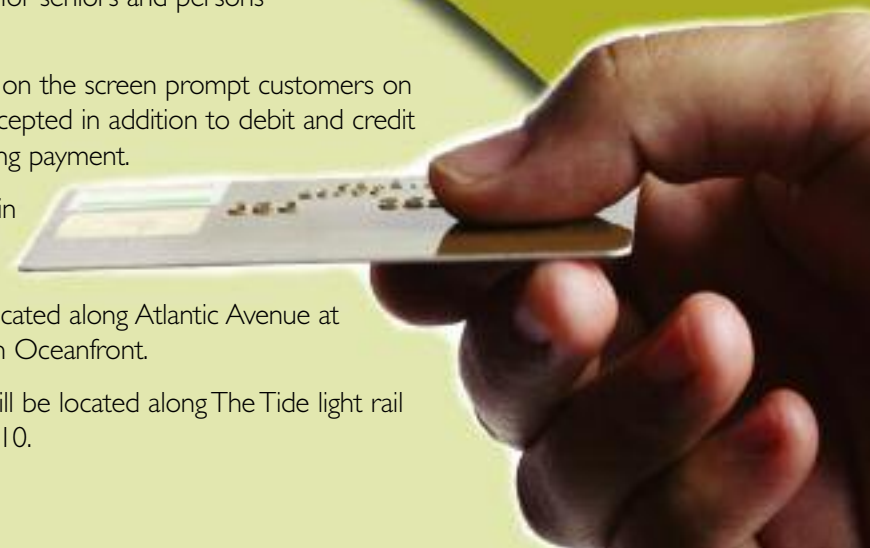
Hampton Roads Transit's new ticket vending machines now accept debit and credit card transactions, making it easier for customers to purchase fare media and use mass transit.

The new machines dispense fare cards for local and express services, as well as shuttle and ferry passes. They even sell reduced-fare cards for seniors and persons with disabilities.

The ticket vending machines are also easy to use. Instructions on the screen prompt customers on how to select a fare card and how to pay for it. Cash is accepted in addition to debit and credit cards, and the machine will dispense the pass upon receiving payment.

There are eight machines now in use. One can be found in Norfolk at HRT's 15th Street office, and two are located on the Peninsula at the Hampton Transfer Center and the Newport News Transfer Center. Five machines are located along Atlantic Avenue at 13th, 17th, 29th, 37th and 41st Streets at the Virginia Beach Oceanfront.

HRT plans to purchase about 21 more machines, which will be located along The Tide light rail route when it begins carrying passengers in mid-to-late 2010.



## HRT changes Peninsula commuter routes, gives them a new name too

Hampton Roads Transit launched an improved version of its "Work Trips" commuter service over the summer in an effort to improve the efficiency of a familiar and vital service to customers.

The new service is a system of eleven routes designed to connect commuters to some of the Peninsula's major employment destinations. These work sites include The ARC and the Copeland Industrial Park in Hampton, as well as the Oakland Industrial Park, the Cannon production facility, and the Northrop Grumman shipyard in Newport News. In addition to connections to these locations, some commuters now have the option of using the park and ride lots at Denbigh and the Hampton Transfer Center during their commute.

These routes have long been known as the "Work Trips" service because their final destinations were employment centers. After studying the routes, HRT determined that half the routes - 12 of the 23 -

should be discontinued because they were inefficient. The remaining routes stayed the same, while some were expanded to include additional service areas, or merged with similar routes.

To kick off the revised service, HRT gave the service a new name: Peninsula Commuter Service. It operates Monday through Friday. Routes leave the garage as early as 5 a.m. and return as late as 1 a.m. The one-way fare for this service remains \$1.50. Passengers continue to have the option of purchasing an all-day pass on board the bus for \$3.50.

"HRT was happy to provide increased access to the Peninsula's major employment sites," said Michael Townes, HRT's president and chief executive officer. "Accessibility to these destinations is important as over 70 percent of every trip taken on HRT services take someone to work, shop, school or home."

## HRT wins Marketing awards

HRT is proud to announce that the agency's "Simplify Your Ride" marketing campaign was awarded the Outstanding Public Transportation Marketing award, an honor presented by the Virginia Transit Association.

The campaign, a two-month-long effort, was used to communicate to HRT passengers that the agency was streamlining its fare structure and eliminating free transfers. The restructuring included the introduction of GO passes printed in 1-, 7-, and 30-day increments. The campaign included a series of marketing materials, including interior and exterior bus advertisements, flyers, posters, bus rail hangers, as well as a web video.

After the first three months following the implementation of the new fare structure, HRT exceeded its projected sales of the GO 1-day pass by \$350,000. In addition,



HRT's ridership has increased by eight percent. These numbers impressed the panel of judges that selected HRT for this esteemed award.

HRT is pleased to announce that it is also the recipient of two Silver and two Bronze Telly Awards for its "MAX: Oasis" commercials.

The "MAX: Oasis" commercials included two interchangeable commercials that introduced HRT's Metro Area Express service, a new service designed to provide commuters with an economical, stress-free, fast ride to work. The campaign also included radio and newspaper advertisements, as well as flyers and posters. Each commercial also received two additional Bronze awards, one



for Public Service and another for Special Effects.

HRT is proud to say that the ridership on this new service has doubled since its launch date, and has carried nearly 400,000 commuters to and from their destinations.

The Telly, one of the most prestigious awards in the industry, showcases the best local, regional, and cable television commercials and programs, as well as finest video and film productions. The "MAX: Oasis" commercials were picked over almost 14,000 other entries from across the world.