

# *New River Valley*

## 2015 Passenger Rail Study



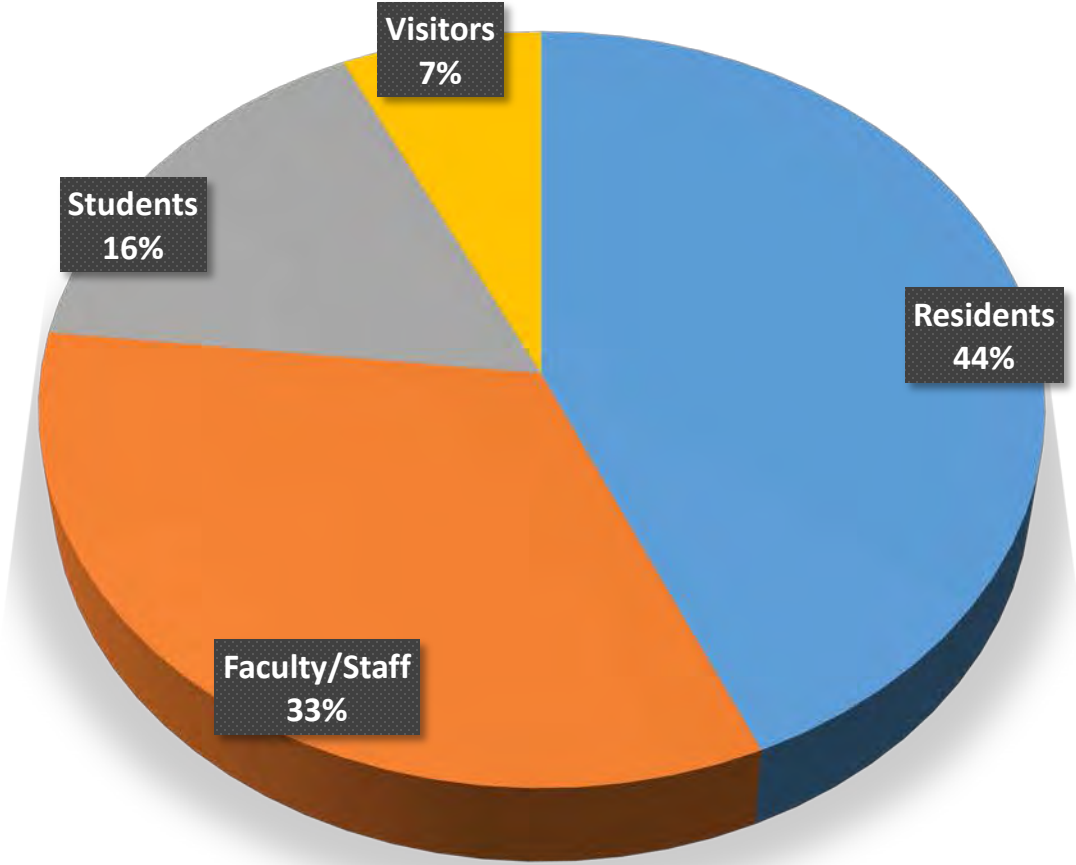
# Project Update

- Surveys
  - Launched April 14, 2015
  - 4,124 responses as of May 18, 2015
  - [www.NRVPassengerRail.org/](http://www.NRVPassengerRail.org/)



# Online Survey

## Responses



- Residents
- Faculty/Staff
- Students
- Visitors

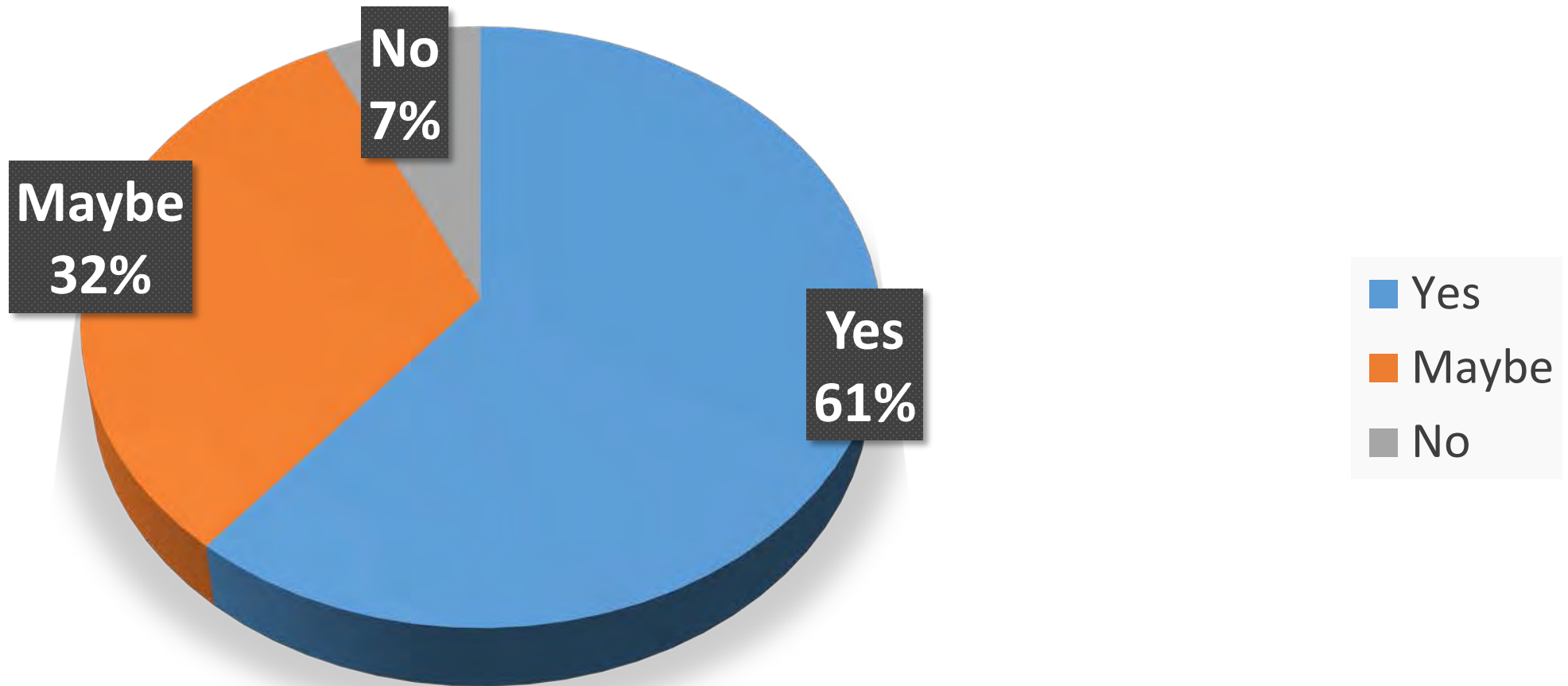
# Online Survey

- Students = visit family
- Most folks travel by car
- 20% = work trips > once a month
- 50% = fly at least once per year
- 70% = never take Megabus



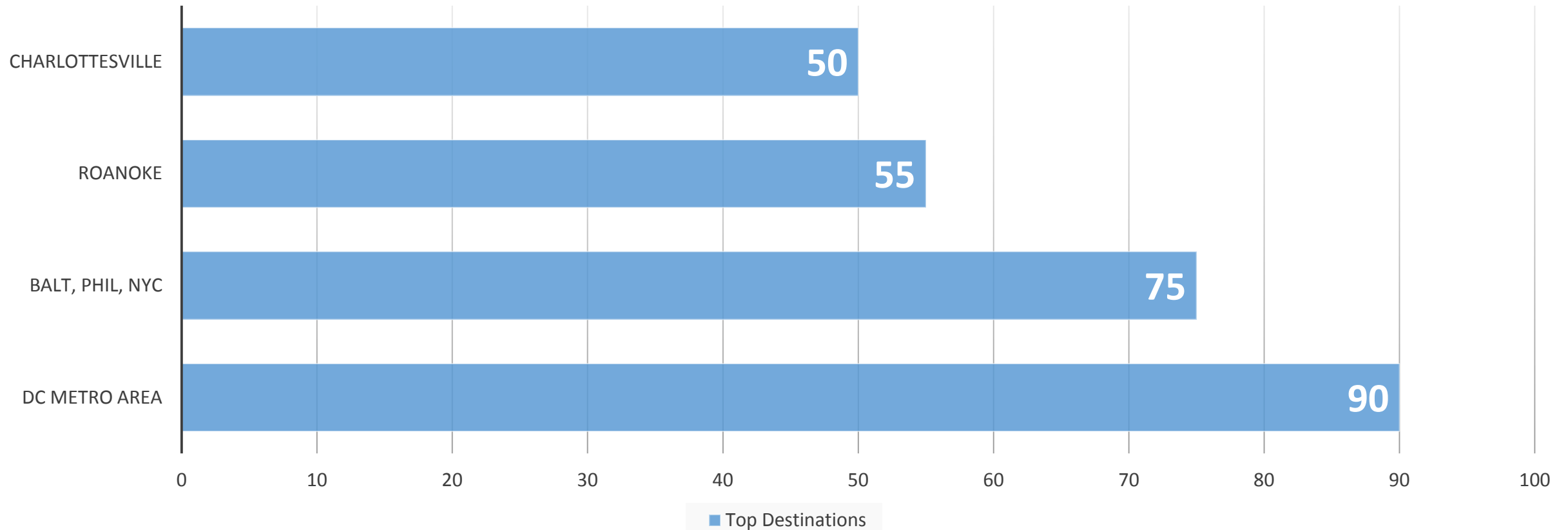
# Online Survey

Would your friends/family visit more often?



# Online Survey

## Top Destinations



# Online Survey

- Top amenities:
  - Rest rooms
  - Long-term parking
  - On site staff/ticketing
  - Maps/visitor information
- Preferred departure = early/late morning
- Preferred arrival = afternoon/evening



# Online Survey

- 950 written comments
- Positive feedback:
  - Economic development
  - Quality of life
  - Transportation options
  - Increase travel
- Negative feedback:
  - Train speed
  - Cost of service





# Zimride Data 2012 - 2015

City origin or destination	Need a ride TO the NRV	Need a ride FROM the NRV
<b>Total, all locations</b>	<b>1,316</b>	<b>5,095</b>
DC metro area	44%	36%
Richmond area	6%	11%
Hampton Roads	6%	7%
Harrisonburg	5%	7%
Charlottesville	3%	6%

# Home Ride Data 2013 - 2014

<b>Destination</b>	<b>Buses from RU</b>	<b>Buses from VT</b>	<b>TOTAL</b>
<b>Northern Virginia</b>	<b>624</b>	<b>2,297</b>	<b>2,921</b>
<b>Hampton Roads</b>	<b>189</b>	<b>371</b>	<b>560</b>
<b>Charlottesville</b>	<b>106</b>	<b>357</b>	<b>463</b>
<b>Richmond</b>	<b>144</b>	<b>256</b>	<b>400</b>
<b>Harrisonburg</b>	<b>93</b>	<b>210</b>	<b>303</b>
<b>Total</b>	<b>1,156</b>	<b>3,491</b>	<b>4,647</b>

# Data Analysis

- Zimride:
  - Numerous requests in PA, NJ, NY, NC
- Home Ride
  - Buses leave Friday afternoon
  - Buses return Sunday afternoon
  - Tickets = \$70-\$126 round trip
  - Highest ridership in fall semester



# *More to come...*

- Amtrak intercept surveys
  - Lynchburg station
  - Bus connector
- Megabus ridership data + intercept surveys
- University student zip code analysis
- In-depth survey analysis



# Working Group Meeting Schedule

