

## Meeting #5 Summary

### Project Status

- RAMP Committee Coordination
  - Meetings (four to date: 8/27, 9/10, 10/8, 10/29)
  - Surveys (two)
- Stakeholder Focus Group Sessions
  - 11/12: Atlantic Avenue Association; Restaurants & Retail; Hotel; Public Safety; Bikeways & Trails
  - 12/8: Hampton Roads Transit
  - 12/14: Police/Fire/EMS; Special Events and Traffic Operations
- Data Collection, Analysis, Verification
- Atlantic Avenue Initial Concept Development
- Existing Conditions Documentation

### What We've Heard

- General Consensus | Overall vehicle, bicycle, and pedestrian networks
- Mixed Views | Function and need for the Trolley
  - Trolley ridership data supports modification to existing stops and/or routes
- Ongoing Considerations | Atlantic Avenue Concepts
  - Public safety needs
  - Commercial and Hotel delivery impacts

### Public Survey Overview

- Objectives
  - Provide brief background on the planning process, including its relationship to the Resort Area Strategic Action Plan
  - Establish expectations for mobility in the Resort Area
  - Identify challenges and opportunities for different user types and travel modes
- Categories of Questions
  - General, Taking the Trolley, Tradeoffs, Atlantic Avenue, Parking
- Process and Next Steps
  - Soft launch preview by the RAMP Committee (preview link coming soon!)
  - Active Survey: 1/6/21 to 1/29/21

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### Existing Conditions

#### Transportation and Mobility | Transit Stops & Average Daily Boardings

1. Provided a graphical summary of findings based on available HRT boardings data for the weekday.
2. Does this information help determine whether there should be a dedicated lane for the trolleys?
  - It helps us measure the existing use of the stops and opportunities to consolidate.
3. Is 100 people a day good or bad? Or is there projected data that says what's acceptable?
  - 100 people is a good number at these stops & if we could break out the data then we'd see a lot more disparity between stops depending upon the uses around it
  - Follow up comment - 100 people doesn't seem like a large percentage based on the total number of people down there
4. Any thought to keep the trolley, how are we going to increase the numbers or accommodate people off Atlantic Ave (ViBe, Marina, etc.)?
  - Transit is an important component for mobility at the resort, especially for guests and employees. We'll use this information to optimize the existing routes and stops based on current demands with the hope to increase ridership.
5. Barriers to ridership on the Trolley:
  - For a long time only could pay by cash
  - Attempt to get visitors or residents to buy 2-3 day passes which was marginally successful
  - Lack of stop amenities
  - Lack of technology and information
6. Trolley considerations:
  - Can we consider a park & ride situation?
  - Trolleys were a way to link the parking and the oceanfront – let's make it easier for people to get on & off
  - Hard marketing push for Go HRT App for the trolley & extended it for all the trolley survey & HRT has budgeted to integrate this into their system because of success from Something in the Water.
  - Cashless payment was supposed to be implemented in Summer of 2020

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### Mobile/Bluetooth Data (2019)

#### Resort Area Entering

1. What about the numbers outside 23451 coming from Shore Drive?
  - a. Not representative of Shore Drive; focused from the West
  - b. What about residents who live in that area and go to the grocery store, quick stops at restaurant for takeout, etc?
    - i. If the stop is less than 5 minutes, it is measured as a continuous trip.

#### Graphs

1. Why doesn't the length of trip match up to the duration?
  - a. It ties back to the trip circuitry, length of stop, and destination.
  - b. The data doesn't take into consideration the mode of travel.
  - c. Should likely focus on improving mode choice for the length of trip rather than the duration of trip.
2. Does walking in the neighborhood count?
  - a. Yes.

#### Origins & Destinations

1. How were the division lines determined? Would it have been better to group the neighborhoods?
  - a. The groupings were specifically focusing on the Atlantic Avenue & Pacific Avenue corridors to understand the travel patterns.

#### General Questions

1. Who will receive the survey?
  - a. The survey will be administered through PublicInput.com. It is intended to be an open survey for everyone including past guests.
2. Where are the survey results with the RAMP Committee from October/Early November?
  - a. They will be posted on the RAMP website.