



THE CITY OF  
**HARRISONBURG**  
VIRGINIA

**TRANSIT STRATEGIC PLAN**

# **Harrisonburg Department of Public Transportation (HDPT)**

**APPENDIX B**

**May 2024**

# Route 1

**Description:** E. Gay St. Hub to North Main St. at East Rock St. via Charleston Townes

**Key Points of Interest:** E. Gay St. Hub, Cloverleaf Shopping Center, Walmart, Martin's (Across), The Pointe, Charleston Townhomes, Valley Mall, S. Main St. at MLK Way, Mass. Library

**Operates:** Year Round

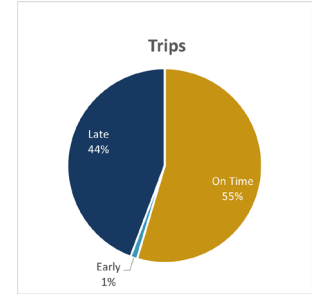
## Operating Characteristics

## Annual Statistics

## On-Time Performance

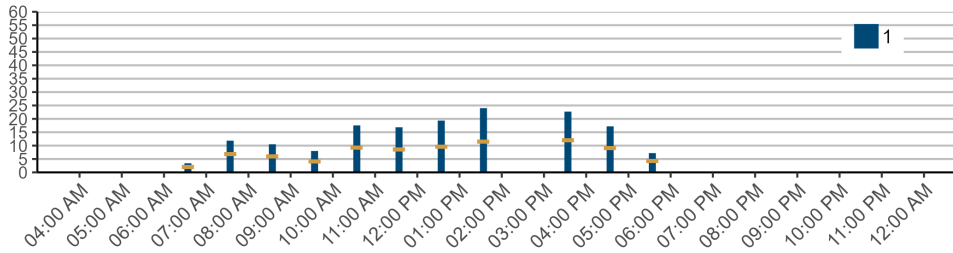
	Span	Frequency	
		Peak	Off-Peak
Weekday	6:34 a.m. - 6:16 p.m.	60 min	60 min
Saturday	8:34 a.m. - 5:16 p.m.	60 min	60 min
Sunday	-	- min	- min

	Revenue Hours	Revenue Miles	Ridership	Rank
	3,481	38,438	63,143	3/6
				4/6
				1/6



\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

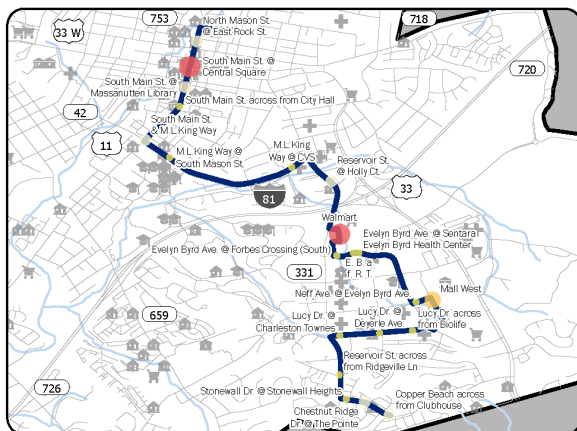
## Weekday\* Ridership by Trip



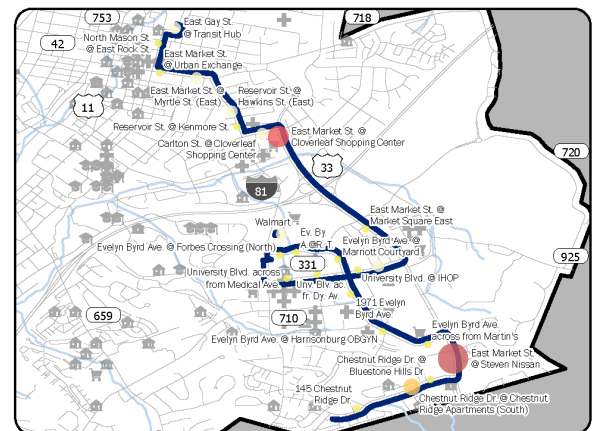
## Weekday\*\* Ridership by Stop

Inbound

Outbound



- Average Daily Boardings by Stop by Route**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping



- Average Daily Boardings by Stop by Route**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping

**Data Sources:**

Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

Annual Statistics, Span, and Frequency - Financial Year 2022  
On-Time Performance - February 2022

# Route 1

**Description:** E. Gay St. Hub to North Main St. at East Rock St. via Charleston Townes

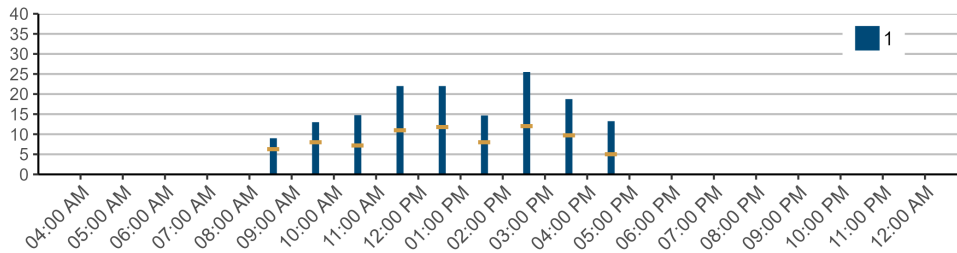
**Key Points of Interest:** E. Gay St. Hub, Cloverleaf Shopping Center, Walmart, Martin's (Across), The Pointe, Charleston Townhomes, Valley Mall, S. Main St. at MLK Way, Mass. Library

**Operates:** Year Round

## Daily Statistics

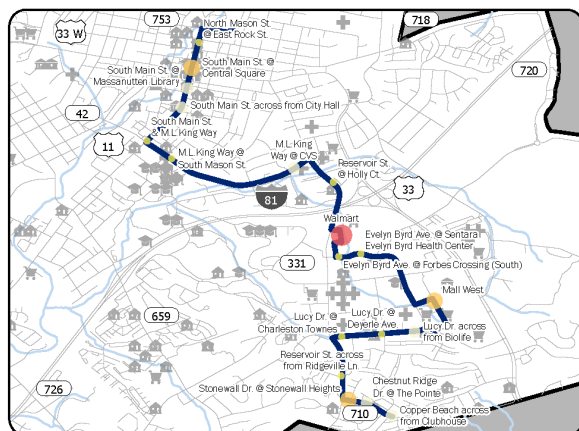
	Average Daily Boardings	Rank	Passengers per Hour	Rank	Passengers per Mile	Rank	Passengers per Trip	Rank
Weekday	212	1/6	18	1/6	1.6	1/6	18	1/6
Saturday	171	1/6	19	1/6	1.7	1/6	19	1/6
Sunday	-	-	-	-	-	-	-	-

## Saturday Ridership by Trip



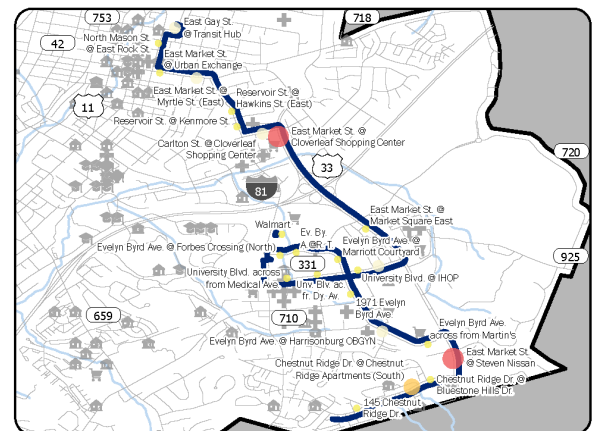
## Saturday Ridership by Stop

**Inbound**



- Average Daily Boardings by Stop by Route**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping

**Outbound**



- Average Daily Boardings by Stop by Route**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping

**Data Sources:**  
 Trip Ridership Charts - Harrisonburg APC 2022  
 Stop Ridership Maps - Harrisonburg APC 2022

**Annual Statistics, Span, and Frequency - Financial Year 2022**  
**On-Time Performance - February 2022**

# Route 1

**Description:** E. Gay St. Hub to North Main St. at East Rock St. via Charleston Townes

**Key Points of Interest:** E. Gay St. Hub, Cloverleaf Shopping Center, Walmart, Martin's (Across), The Pointe, Charleston Townhomes, Valley Mall, S. Main St. at MLK Way, Mass. Library

**Operates:** Year Round

## Route Analysis

### Strengths

- Year-round weekday and Saturday service.
- Easy-to-remember clockface service frequency.
- Strong anchors including Walmart, Target, and Valley Mall.
- Good mix of origins (multi-family housing) and destinations (retail, medical, etc.).
- Third-highest weekday ridership and third-highest weekday productivity in terms of passengers per trip among HDPT routes.
- Strong Saturday ridership (80% of weekday ridership).

### Weaknesses

- Poor on-time performance. Late arrivals account for 44% of timepoint samples.
- Relatively infrequent service for such a destination-rich route.
- No service after 6:20 p.m. on weekdays or after 5:20 p.m. on Saturdays.
- Significant segments of one-way service, forcing out-of-direction travel for passengers.
- No Sunday service.
- No maps shown in passenger schedules.

### Opportunities

- Split route into two bi-directional routes allowing for direct travel between downtown and key retail destinations; between key retail destinations and JMU; and between JMU and downtown.
- Increase frequency throughout the route, or by operating a trunk and branch where service is more frequent between downtown and Walmart, and less frequent on branches splitting after Walmart.
- Operate weekday and Saturday service later to facilitate evening shopping trips.
- When funding becomes available, add Sunday service, due to strong Saturday ridership.
- Add maps to passenger schedules to assist new passengers with orientation and navigation.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

Inbound

Outbound

# Route 2

**Description:** E. Gay St. Hub to RMH via Martin's

**Key Points of Interest:** E. Gay St. Hub, Cloverleaf Shopping Center, Valley Mall (West Side), RMH, Market Place Shoppes, Country Club at Linda Lane, North 38, E. Gay St. at Hill St.

**Operates:** Year Round

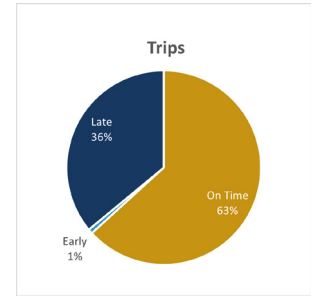
## Operating Characteristics

## Annual Statistics

## On-Time Performance

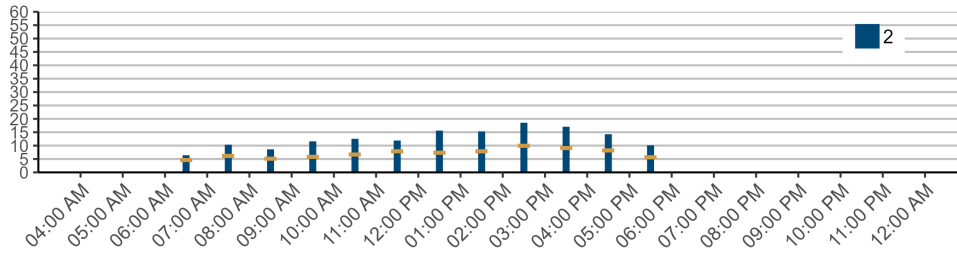
	Span	Frequency	
		Peak	Off-Peak
Weekday	6:30 a.m. - 6:14 p.m.	60 min	60 min
Saturday	8:30 a.m. - 5:14 p.m.	60 min	60 min
Sunday	-	- min	- min

	Revenue Hours	Revenue Miles	Ridership	Rank
	3,418	46,465	41,648	5/6
				2/6
				3/6



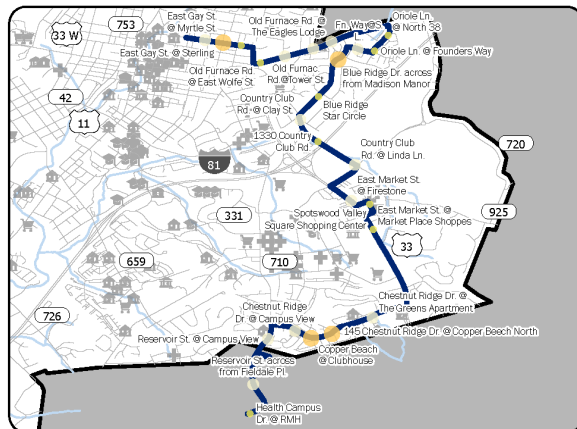
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday\* Ridership by Trip



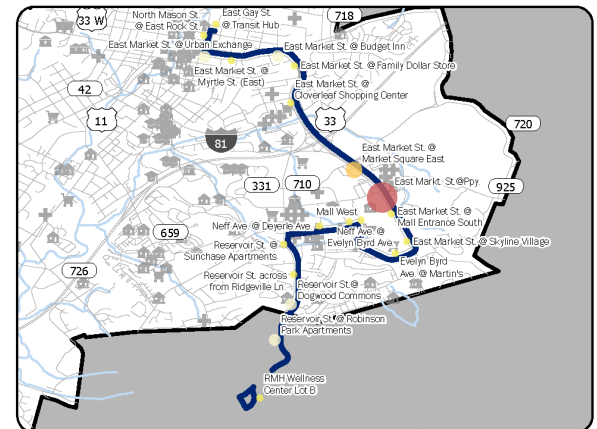
### Weekday\*\* Ridership by Stop

Inbound



- Average Daily Boardings by Stop by Route
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping

Outbound



- Average Daily Boardings by Stop by Route
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping

**Data Sources:**  
Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

**Annual Statistics, Span, and Frequency - Financial Year 2022**  
**On-Time Performance - February 2022**

# Route 2

**Description:** E. Gay St. Hub to RMH via Martin's

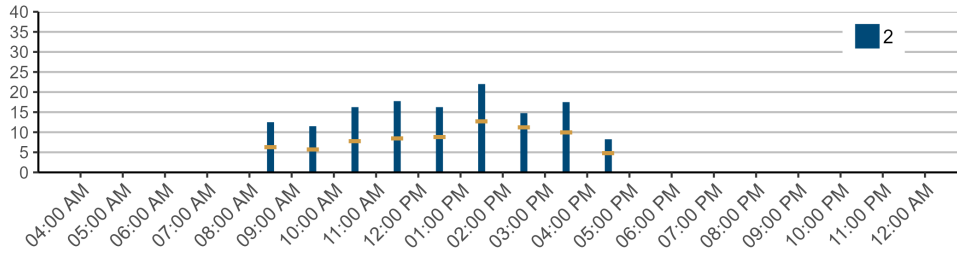
**Key Points of Interest:** E. Gay St. Hub, Cloverleaf Shopping Center, Valley Mall (West Side), RMH, Market Place Shoppes, Country Club at Linda Lane, North 38, E. Gay St. at Hill St.

**Operates:** Year Round

## Daily Statistics

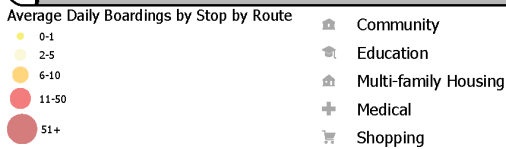
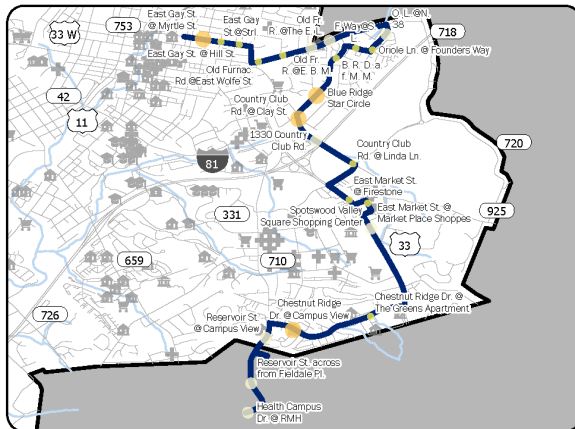
	Average Daily Boardings	Rank	Passengers per Hour	Rank	Passengers per Mile	Rank	Passengers per Trip	Rank
Weekday	141	3/6	12	3/6	0.9	4/6	12	3/6
Saturday	105	3/6	12	3/6	0.9	4/6	12	3/6
Sunday	-	-	-	-	-	-	-	-

### Saturday Ridership by Trip

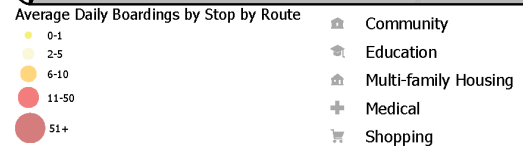
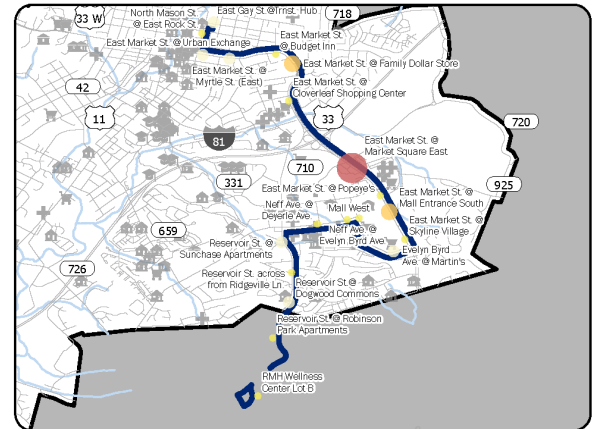


### Saturday Ridership by Stop

**Inbound**



**Outbound**



**Data Sources:**  
 Trip Ridership Charts - Harrisonburg APC 2022  
 Stop Ridership Maps - Harrisonburg APC 2022

**Annual Statistics, Span, and Frequency - Financial Year 2022**  
**On-Time Performance - February 2022**

# Route 2

**Description:** E. Gay St. Hub to RMH via Martin's

**Key Points of Interest:** E. Gay St. Hub, Cloverleaf Shopping Center, Valley Mall (West Side), RMH, Market Place Shoppes, Country Club at Linda Lane, North 38, E. Gay St. at Hill St.

**Operates:** Year Round

## Route Analysis

### Strengths

- Year-round weekday and Saturday service.
- Easy-to-remember clockface service frequency.
- Strong anchors including Kroger, Target, Martin's, and Sentara RMH Medical Center.
- Good mix of origins (multi-family housing) and destinations (retail, medical, etc.).
- Strong Saturday ridership (80% of weekday ridership).

### Weaknesses

- No direct service to Walmart, which limits the appeal of the route for residents east of downtown.
- Low ridership in residential neighborhoods along Blue Ridge Drive and Country Club Road.
- Some functional redundancies with Route 1, but not clearly explained in passenger schedules.
- No service after 6:16 on weekdays or after 5:16 on Saturdays.
- Significant segments of one-way service, forcing out-of-direction travel for passengers.
- No Sunday service.
- No maps shown in passenger schedules.

### Opportunities

- Split route into two bi-directional routes, in coordination with Route 1, allowing for direct travel between downtown and key retail destinations; key retail destinations and JMU; and JMU and downtown.
- Consider replacing fixed-route service in residential neighborhoods east of downtown with microtransit service.
- Operate later weekday and Saturday service to facilitate evening shopping trips, or consider evening microtransit service to supplement fixed-route service.
- Add maps to passenger schedules to assist new passengers with orientation and navigation.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

Inbound

Outbound

# Route 3

**Description:** E. Gay St. Hub to W. Gay St. at Collicello St. via Memorial Hall

**Key Points of Interest:** E. Gay St. Hub, Vine St. at Meadowlark, Cloverleaf Shopping Center, GTC, Memorial Hall, Auction House, Rockingham Square, HHS, Westover Park

**Operates:** Year Round

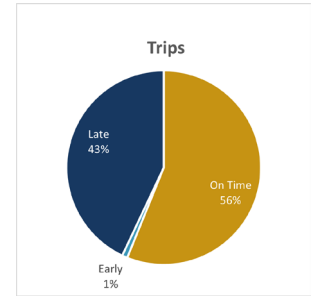
## Operating Characteristics

## Annual Statistics

## On-Time Performance

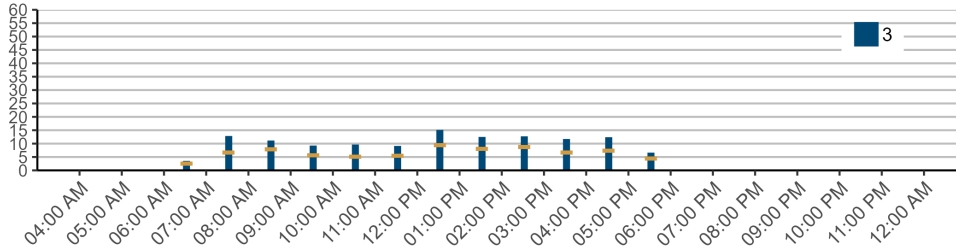
	Span	Frequency	
		Peak	Off-Peak
Weekday	6:32 a.m. - 6:10 p.m.	60 min	60 min
Saturday	8:32 a.m. - 5:10 p.m.	60 min	60 min
Sunday	-	- min	- min

	Revenue Hours	Revenue Miles	Ridership	Rank
	3,466	44,069	34,969	4/6



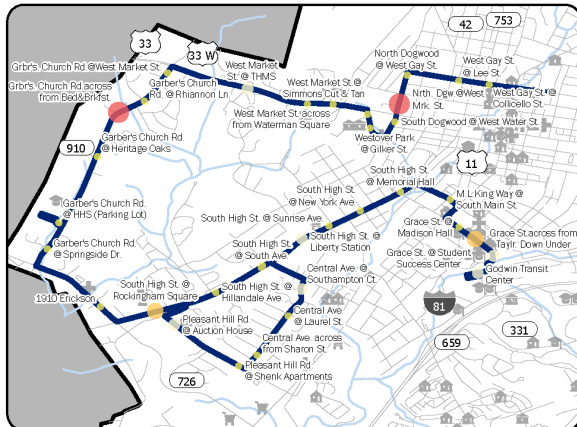
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

## Weekday \* Ridership by Trip

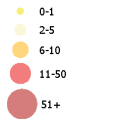


## Weekday \*\* Ridership by Stop

**Inbound**

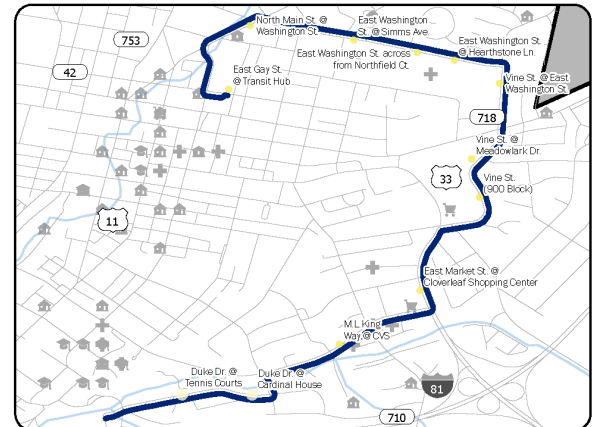


Average Daily Boardings by Stop by Route

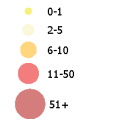


- Community
- Education
- Multi-family Housing
- Medical
- Shopping

**Outbound**



Average Daily Boardings by Stop by Route



- Community
- Education
- Multi-family Housing
- Medical
- Shopping



**Data Sources:**  
Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

Annual Statistics, Span, and Frequency - Financial Year 2022  
On-Time Performance - February 2022



# Route 3

**Description:** E. Gay St. Hub to W. Gay St. at Collicello St. via Memorial Hall

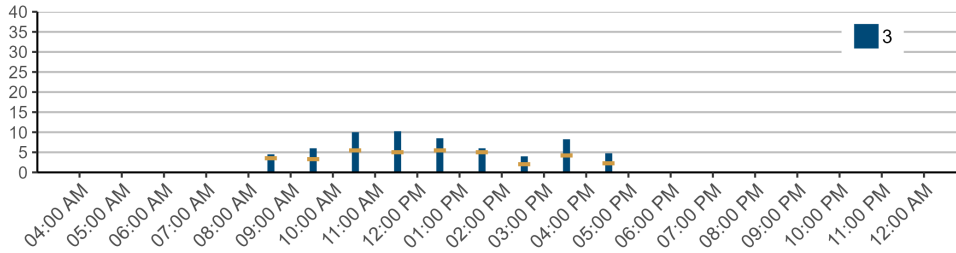
**Key Points of Interest:** E. Gay St. Hub, Vine St. at Meadowlark, Cloverleaf Shopping Center, GTC, Memorial Hall, Auction House, Rockingham Square, HHS, Westover Park

**Operates:** Year Round

## Daily Statistics

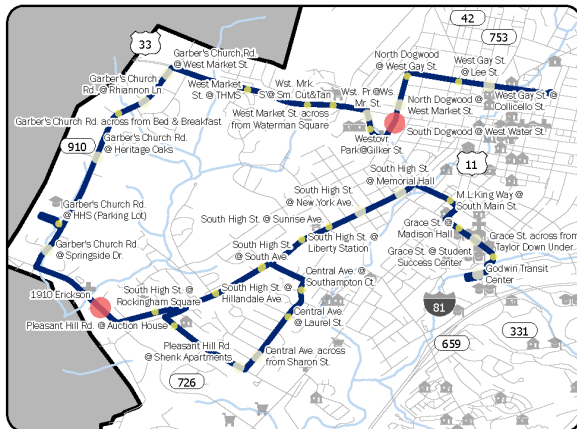
	Average Daily Boardings	Rank	Passengers per Hour	Rank	Passengers per Mile	Rank	Passengers per Trip	Rank
Weekday	120	4/6	10	4/6	0.8	5/6	10	4/6
Saturday	80	5/6	9	4/6	0.7	5/6	9	5/6
Sunday	-	-	-	-	-	-	-	-

## Saturday Ridership by Trip



## Saturday Ridership by Stop

**Inbound**

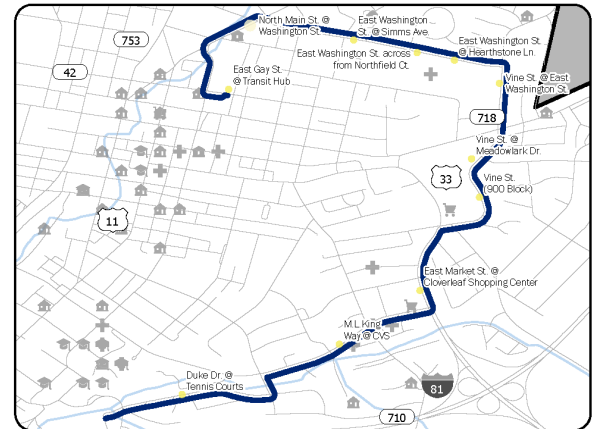


Average Daily Boardings by Stop by Route



- Community
- Education
- Multi-family Housing
- Medical
- Shopping

**Outbound**



Average Daily Boardings by Stop by Route



- Community
- Education
- Multi-family Housing
- Medical
- Shopping

# Route 3

**Description:** E. Gay St. Hub to W. Gay St. at Collicello St. via Memorial Hall

**Key Points of Interest:** E. Gay St. Hub, Vine St. at Meadowlark, Cloverleaf Shopping Center, GTC, Memorial Hall, Auction House, Rockingham Square, HHS, Westover Park

**Operates:** Year Round

## Route Analysis

### Strengths

- Year-round weekday and Saturday service.
- Easy-to-remember clockface service frequency.
- Serves both E. Gay St. Hub and Godwin Transit Center
- Links many neighborhoods to Harrisonburg High School
- Good mix of origins (multi-family housing) and destinations (retail, medical, etc.).

### Weaknesses

- Poor on-time performance. Late arrivals account for 43% of timepoint samples.
- No service after 6:15 p.m. on weekdays or after 5:15 p.m. on Saturdays.
- Operates as a large one-way loop, forcing out-of-direction travel for passengers.
- Does not serve Walmart on John Wayland Highway, located just outside city limits.
- No Sunday service.
- No maps shown in passenger schedules.

### Opportunities

- Split route into at least two bi-directional routes anchored at the E. Gay St. Hub to reduce out-of-direction travel. For example, a west side route could operate between the hub and Harrisonburg High School via Main Street, South Street, Central Street, Pleasant Hill Road, and Erickson Avenue. The east side route could operate between the hub and the 38 North Apartments on Old Furnace Road, via Washington Street and Vine Street.
- Consider serving Walmart on John Wayland Highway to increase ridership potential.
- Operate later weekday and Saturday service to facilitate evening shopping trips, or consider evening microtransit service to supplement fixed-route service.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

Inbound

Outbound

# Route 4

**Description:** S. Main St. at Harrison St. to Cottontail Train via DMV and Massnutten Technical Center

**Key Points of Interest:** GTC, S. Main St., Sharp Shopper, DMV, Rockingham Motel, Cracker Barrel, Interchange, Cottontail Trail, S. Main St. at Rocco Dr.

**Operates:** Year Round

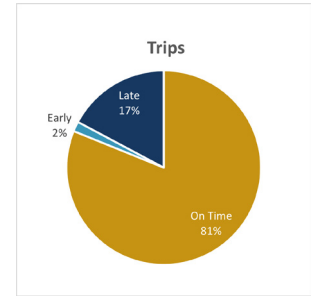
## Operating Characteristics

## Annual Statistics

## On-Time Performance

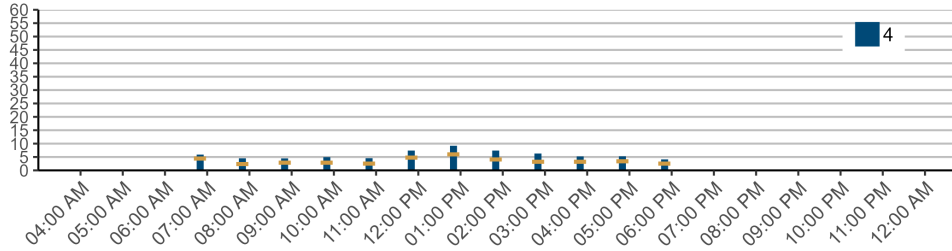
	Span	Frequency	
		Peak	Off-Peak
Weekday	6:50 a.m. - 6:31 p.m.	60 min	60 min
Saturday	8:50 a.m. - 5:31 p.m.	60 min	60 min
Sunday	-	- min	- min

	Value	Rank
Revenue Hours	3,529	1/6
Revenue Miles	52,559	1/6
Ridership	24,865	6/6



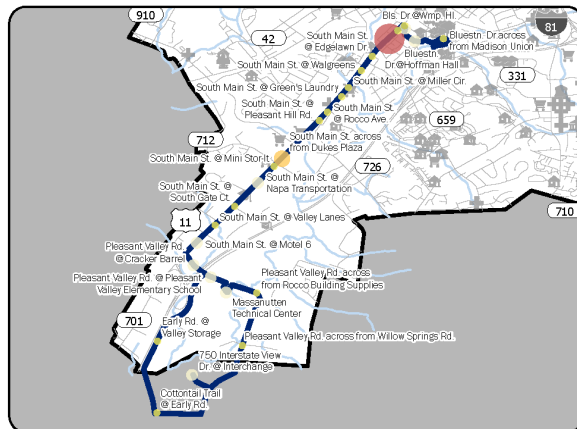
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday\* Ridership by Trip



### Weekday\*\* Ridership by Stop

Inbound

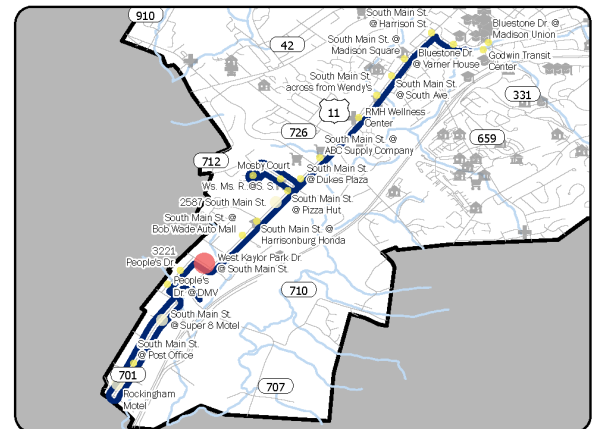


Average Daily Boardings by Stop by Route

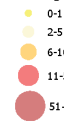


- Community
- Education
- Multi-family Housing
- Medical
- Shopping

Outbound



Average Daily Boardings by Stop by Route



- Community
- Education
- Multi-family Housing
- Medical
- Shopping

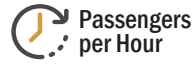
# Route 4

**Description:** S. Main St. at Harrison St. to Cottontail Train via DMV and Massnutten Technical Center

**Key Points of Interest:** GTC, S. Main St., Sharp Shopper, DMV, Rockingham Motel, Cracker Barrel, Interchange, Cottontail Trail, S. Main St. at Rocco Dr.

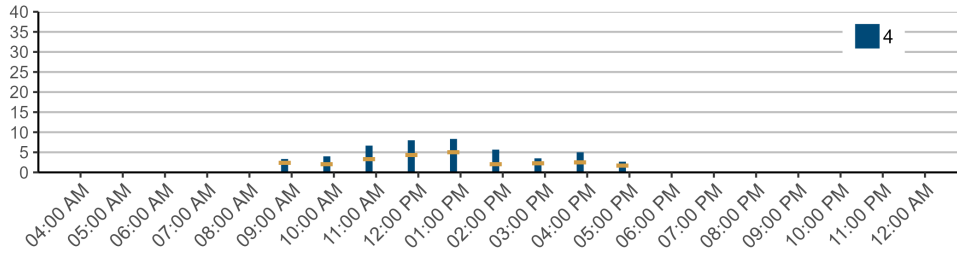
**Operates:** Year Round

## Daily Statistics



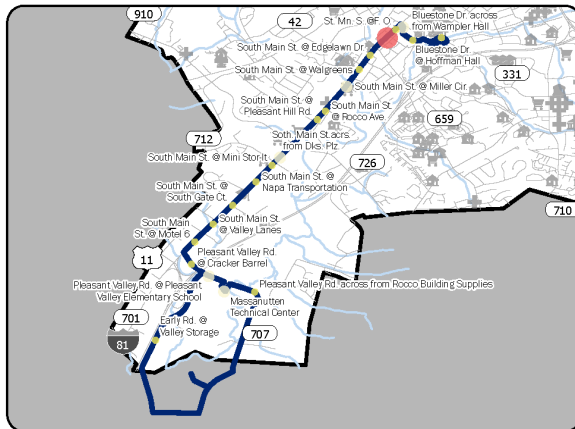
	Average Daily Boardings	Rank	Passengers per Hour	Rank	Passengers per Mile	Rank	Passengers per Trip	Rank
Weekday	88	6/6	7	6/6	0.5	6/6	7	6/6
Saturday	45	6/6	5	6/6	0.3	6/6	5	6/6
Sunday	-	-	-	-	-	-	-	-

## Saturday Ridership by Trip



## Saturday Ridership by Stop

### Inbound

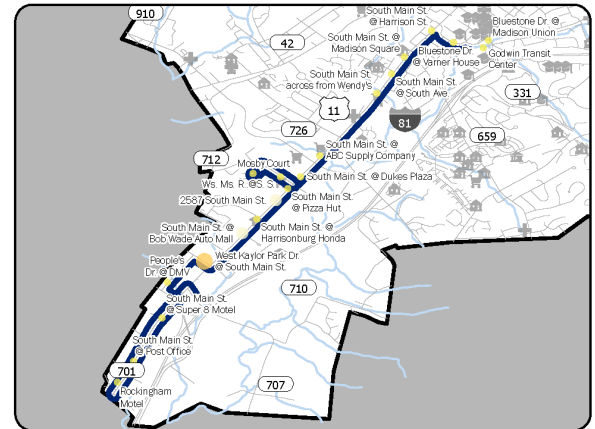


Average Daily Boardings by Stop by Route



- Community
- Education
- Multi-family Housing
- Medical
- Shopping

### Outbound



Average Daily Boardings by Stop by Route



- Community
- Education
- Multi-family Housing
- Medical
- Shopping

### Data Sources:

Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

Annual Statistics, Span, and Frequency - Financial Year 2022  
On-Time Performance - February 2022

# Route 4

**Description:** S. Main St. at Harrison St. to Cottontail Train via DMV and Massnutt Technical Center

**Key Points of Interest:** GTC, S. Main St., Sharp Shopper, DMV, Rockingham Motel, Cracker Barrel, Interchange, Cottontail Trail, S. Main St. at Rocco Dr.

**Operates:** Year Round

## Route Analysis

### Strengths

- Year-round weekday and Saturday service.
- Easy-to-remember clockface service frequency.
- Only route serving the S. Main Street corridor south of Rocco Avenue.
- Strong on-time performance, with 81% of timepoint samples being as scheduled.
- Provides job-access opportunities to several light-industrial business parks, including Interstate View Drive, which is outside the city limits.

### Weaknesses

- Low ridership, with no trips carrying more than 10 passengers.
- Lowest weekday productivity of all HDPT routes, in terms of passengers per hour.
- Serves low-density areas with low ridership potential.
- Several out-of-direction deviations due to challenging land-use and roadway network.
- No service after 6:37 p.m. on weekdays or after 5:37 p.m. on Saturdays.
- No maps shown in passenger schedules.

### Opportunities

- Eliminate route due to low ridership and productivity. Reallocate resources to allow routes with greater ridership potential, like Route 4, to operate bi-directionally.
- Replace service along S. Main Street /Lee Highway Corridor with microtransit service that is better suited for low-density and automobile-oriented environments.
- Add maps to passenger schedules to assist new passengers with orientation and navigation.
- Consider later service hours after route has been restructured to improve ridership potential.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

Inbound

Outbound

# Route 5

**Description:** E. Gay St. Hub to North Main St. at East Rock St. via Cloverleaf Shopping Center and VMRC

**Key Points of Interest:** E. Gay St. Hub, Vine St. at Meadowlark, Cloverleaf Shopping Center, E. Market St. at Myrtle St., Kline's Dairy Bar, Red Front (Across), Gift & Thrift, VMRC, Red Front

**Operates:** Year Round

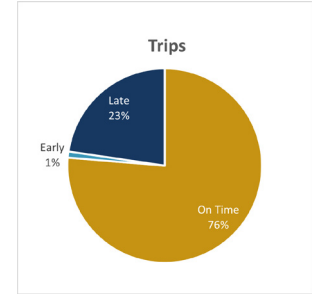
## Operating Characteristics

## Annual Statistics

## On-Time Performance

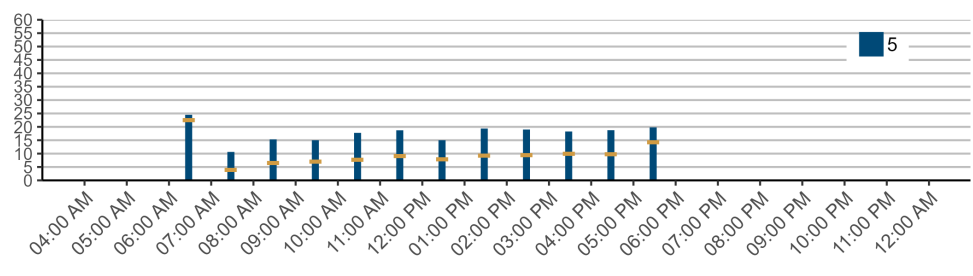
	Span	Frequency	
		Peak	Off-Peak
Weekday	6:28 a.m. - 6:05 p.m.	60 min	60 min
Saturday	8:28 a.m. - 5:05 p.m.	60 min	60 min
Sunday	-	- min	- min

	Value	Rank
Revenue Hours	3,397	6/6
Revenue Miles	38,184	5/6
Ridership	56,340	2/6



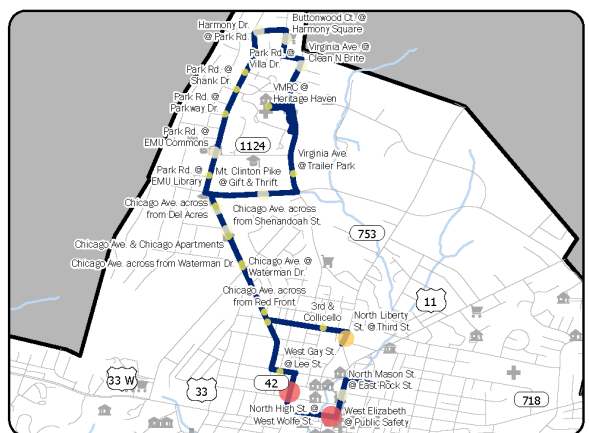
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday \* Ridership by Trip



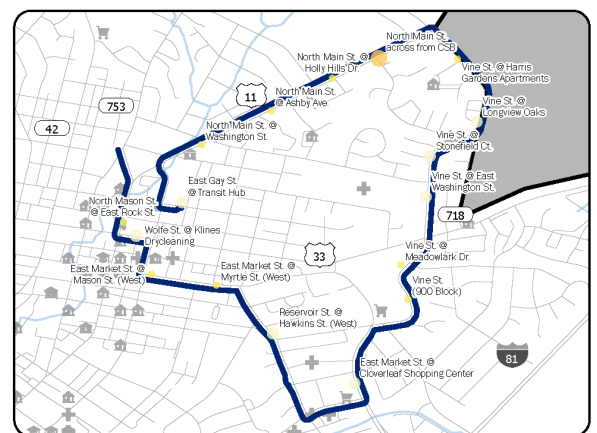
### Weekday \*\* Ridership by Stop

**Inbound**



- Average Daily Boardings by Stop by Route**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping

**Outbound**



- Average Daily Boardings by Stop by Route**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping



**Data Sources:**  
Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

**Annual Statistics, Span, and Frequency - Financial Year 2022**  
**On-Time Performance - February 2022**

# Route 5

**Description:** E. Gay St. Hub to North Main St. at East Rock St. via Cloverleaf Shopping Center and VMRC

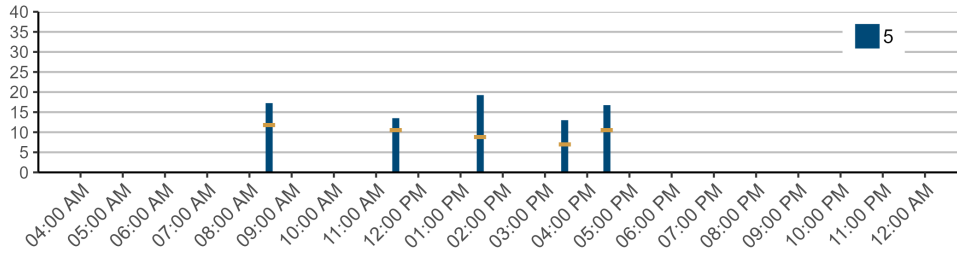
**Key Points of Interest:** E. Gay St. Hub, Vine St. at Meadowlark, Cloverleaf Shopping Center, E. Market St. at Myrtle St., Kline's Dairy Bar, Red Front (Across), Gift & Thrift, VMRC, Red Front

**Operates:** Year Round

## Daily Statistics

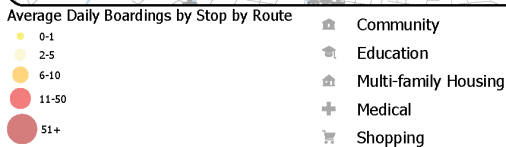
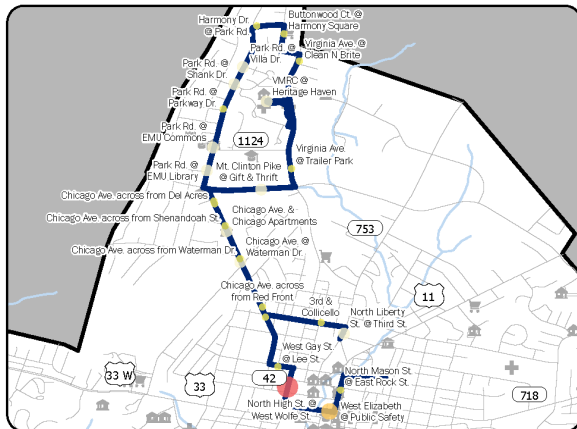
	Average Daily Boardings	Rank	Passengers per Hour	Rank	Passengers per Mile	Rank	Passengers per Trip	Rank
Weekday	192	2/6	17	2/6	1.5	2/6	16	2/6
Saturday	134	2/6	15	2/6	1.4	2/6	15	2/6
Sunday	-	-	-	-	-	-	-	-

## Saturday Ridership by Trip

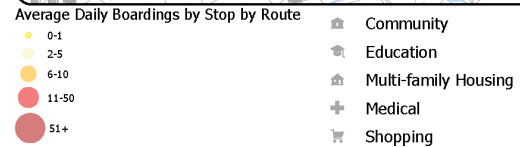
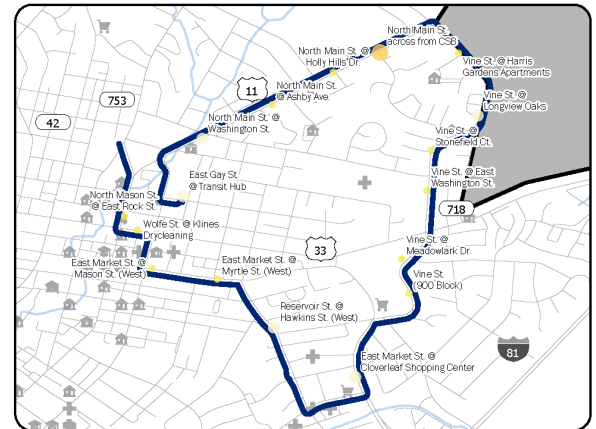


## Saturday Ridership by Stop

**Inbound**



**Outbound**



**Data Sources:**  
 Trip Ridership Charts - Harrisonburg APC 2022  
 Stop Ridership Maps - Harrisonburg APC 2022

**Annual Statistics, Span, and Frequency - Financial Year 2022**  
**On-Time Performance - February 2022**

# Route 5

**Description:** E. Gay St. Hub to North Main St. at East Rock St. via Cloverleaf Shopping Center and VMRC

**Key Points of Interest:** E. Gay St. Hub, Vine St. at Meadowlark, Cloverleaf Shopping Center, E. Market St. at Myrtle St., Kline's Dairy Bar, Red Front (Across), Gift & Thrift, VMRC, Red Front

**Operates:** Year Round

## Route Analysis

### Strengths

- Year-round weekday and Saturday service.
- Easy-to-remember clockface service frequency.
- Relatively strong on-time performance, with 76% of timepoint samples being as scheduled.
- Only route serving Eastern Mennonite University, and VMRC.
- Good mix of origins (multi-family housing) and destinations (retail, groceries, etc.).

### Weaknesses

- Serves two unrelated markets from downtown Harrisonburg, creating potential confusion for riders who may board a bus wishing to travel east, but instead end up traveling north by mistake.
- Buses returning downtown from Cloverleaf Shopping Center do not appear to serve the E. Gay Street Hub, making transfers to other routes somewhat inconvenient for passengers.
- Very little ridership along most of Vine Street, except one stop near Harris Gardens Apartments.
- No maps shown in passenger schedules.

### Opportunities

- Split route into two separate routes serving areas north of downtown and east of downtown to avoid confusion and out-of-direction travel.
- Restructure service east of downtown to provide bi-directional service and a stronger anchor, such as Walmart or JMU.
- Consider evening microtransit service to supplement fixed-route service.
- Add maps to passenger schedules to assist new passengers with orientation and navigation.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

Inbound

Outbound



# Route 6

**Description:** E. Gay St. Hub to E. Market St. via Northview and RMH

**Key Points of Interest:** E. Gay St. Hub, Hoffman Hall, GTC, Northview, RMH, Dream Come True Park, Walmart, E. Market St. at Myrtle St.

**Operates:** Year Round

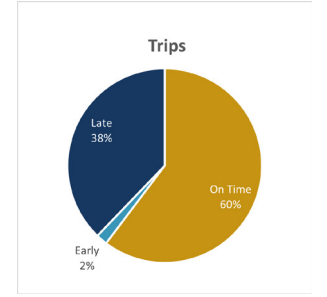
## Operating Characteristics

## Annual Statistics

## On-Time Performance

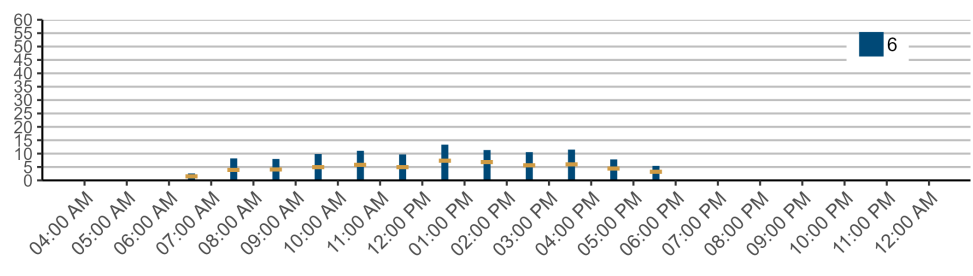
	Span	Frequency	
		Peak	Off-Peak
Weekday	6:32 a.m. - 6:16 p.m.	60 min	60 min
Saturday	8:32 a.m. - 5:16 p.m.	60 min	60 min
Sunday	-	- min	- min

	Value	Rank
Revenue Hours	3,487	2/2
Revenue Miles	37,060	6/6
Ridership	33,841	5/6



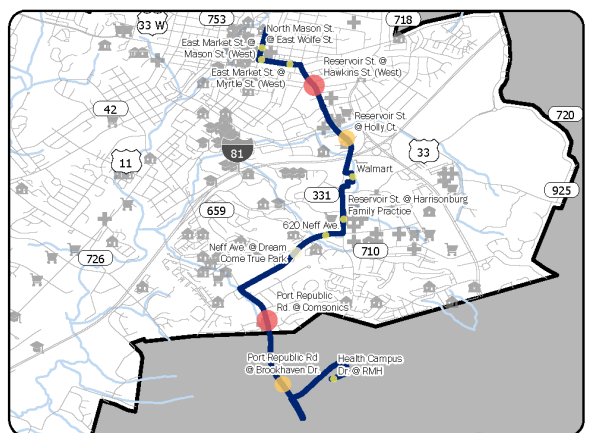
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday\* Ridership by Trip

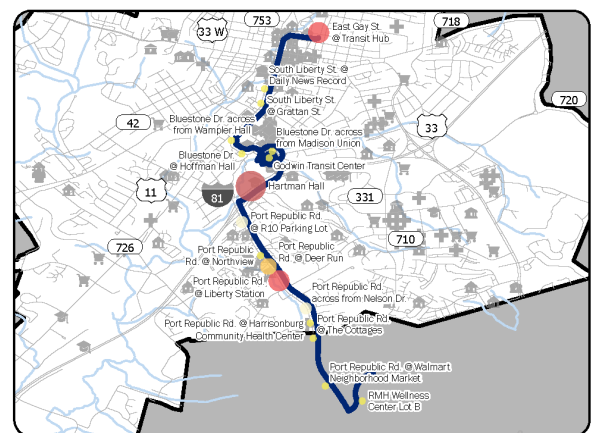


### Weekday\*\* Ridership by Stop

Inbound



Outbound



**Data Sources:**  
Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

**Annual Statistics, Span, and Frequency - Financial Year 2022**  
**On-Time Performance - February 2022**

# Route 6

**Description:** E. Gay St. Hub to E. Market St. via Northview and RMH

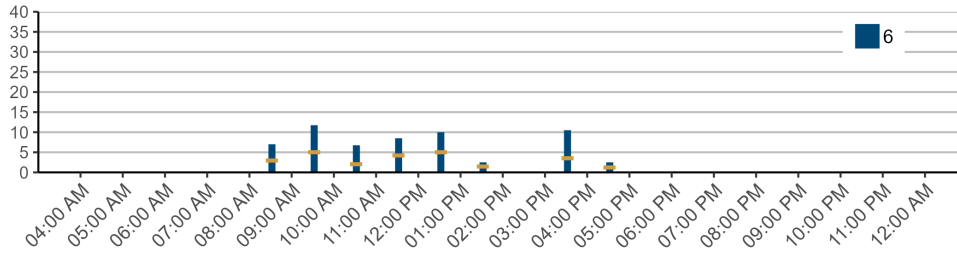
**Key Points of Interest:** E. Gay St. Hub, Hoffman Hall, GTC, Northview, RMH, Dream Come True Park, Walmart, E. Market St. at Myrtle St.

**Operates:** Year Round

## Daily Statistics

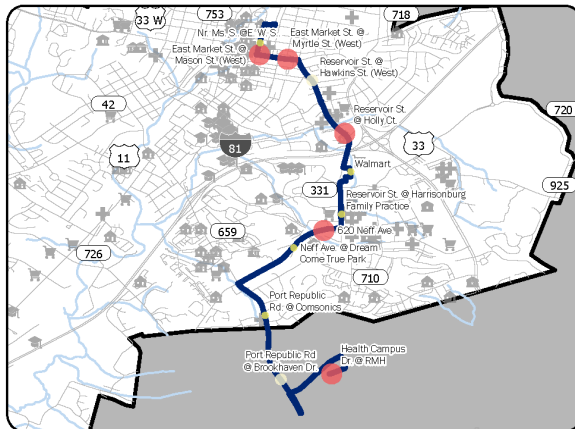
	Average Daily Boardings	Rank	Passengers per Hour	Rank	Passengers per Mile	Rank	Passengers per Trip	Rank
Weekday	114	5/6	10	5/6	0.9	3/6	9	5/6
Saturday	91	4/6	10	5/6	0.9	3/6	10	4/6
Sunday	-	-	-	-	-	-	-	-

## Saturday Ridership by Trip



## Saturday Ridership by Stop

**Inbound**

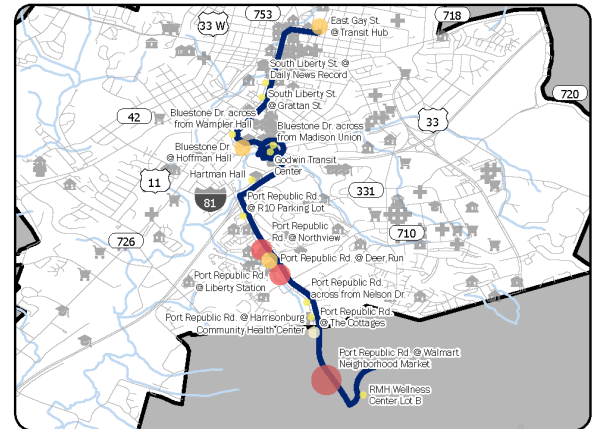


Average Daily Boardings by Stop by Route

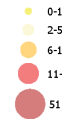


- Community
- Education
- Multi-family Housing
- Medical
- Shopping

**Outbound**



Average Daily Boardings by Stop by Route



- Community
- Education
- Multi-family Housing
- Medical
- Shopping

# Route 6

**Description:** E. Gay St. Hub to E. Market St. via Northview and RMH

**Key Points of Interest:** E. Gay St. Hub, Hoffman Hall, GTC, Northview, RMH, Dream Come True Park, Walmart, E. Market St. at Myrtle St.

**Operates:** Year Round

## Route Analysis

### Strengths

- Year-round weekday and Saturday service.
- Easy-to-remember clockface service frequency.
- Moderate on-time performance, with 60% of timepoint samples being as scheduled.
- Strong anchors include JMU, RMH Medical Center, and Walmart.
- Good mix of origins (multi-family housing) and destinations (retail, medical, etc.).

### Weaknesses

- No service after 6:18 p.m. on weekdays or after 5:18 p.m. on Saturdays.
- Significant segments of one-way service, combined with a long deviation to serve RMH Medical Center, forcing out-of-direction travel for passengers.
- Second-lowest weekday productivity among HDPT routes, with 10 passengers per hour.
- No Sunday service.
- No maps shown in passenger schedules.

### Opportunities

- Restructure route as two bi-directional routes interlined at the RMH Medical Center, or as a single bi-directional loop to provide clockwise and counter-clockwise service between downtown and RMH Medical Center via JMU and Walmart.
- Shift northbound service to Reservoir Street if route is restructured as bi-directional loop.
- Increase service frequency and brand service as BRT or enhanced bus service connecting key ridership and activity centers in Harrisonburg (downtown, JMU, RMH Medical Center, Walmart). Higher frequency can improve convenience of connections from other fixed-route and/or microtransit service.
- Add Sunday service if route is restructured as enhanced bus service.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

Inbound

Outbound



**Data Sources:**  
Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

Annual Statistics, Span, and Frequency - Financial Year 2022  
On-Time Performance - February 2022

# Black Line

**Description:** Festival to Aspen Heights via Southview and The Harrison

**Key Points of Interest:** Festival, Festival Conference Center, Northview, The Cottages, Southview, Convocation Center

**Operates:** Fall and Spring Semesters Only

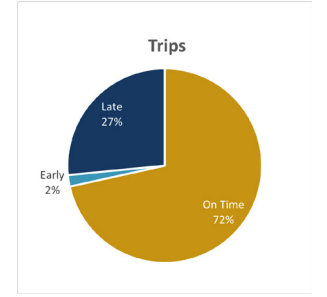
## Operating Characteristics

## Annual Statistics

## On-Time Performance

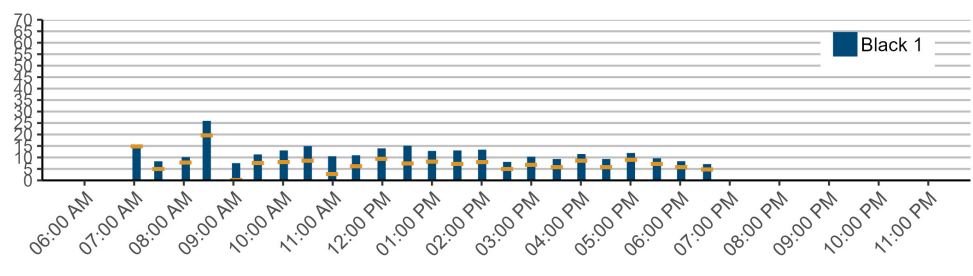
	Span	Frequency	
		Peak	Off-Peak
Weekday	7:08 a.m. - 6:55 p.m.	30 min	30 min
Saturday	-	- min	- min
Sunday	-	- min	- min

	Revenue Hours	Rank
Revenue Hours	1,773	6/9
Revenue Miles	20,199	4/9
Ridership	23,894	7/9



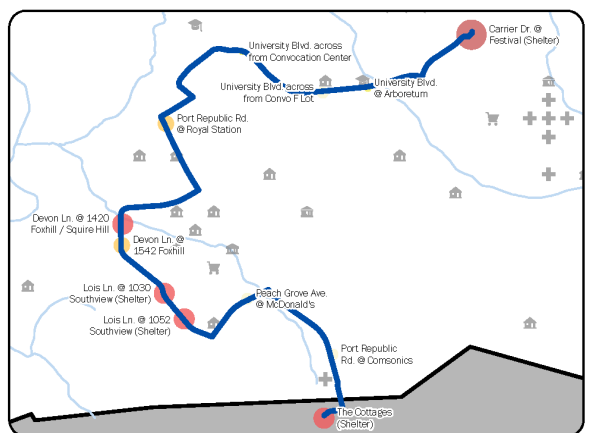
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday\* Ridership by Trip



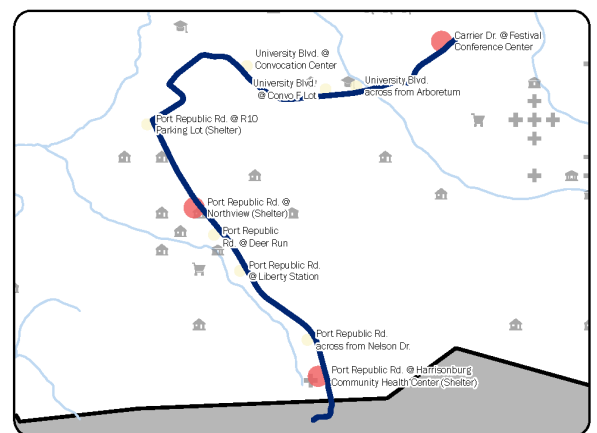
### Weekday\*\* Ridership by Stop

#### Inbound



- |  |   |
|--|---|
| <p><b>Average Daily Boardings</b></p> <ul style="list-style-type: none"> <li>● 0-1</li> <li>● 2-5</li> <li>● 6-10</li> <li>● 11-50</li> <li>● 51+</li> </ul> | <p><b>Points of Interest</b></p> <ul style="list-style-type: none"> <li>🏠 Community</li> <li>🎓 Education</li> <li>🏠 Multi-family Housing</li> <li>⚕️ Medical</li> <li>🛒 Shopping</li> </ul> |
|--|---|

#### Outbound



- |  |   |
|--|---|
| <p><b>Average Daily Boardings</b></p> <ul style="list-style-type: none"> <li>● 0-1</li> <li>● 2-5</li> <li>● 6-10</li> <li>● 11-50</li> <li>● 51+</li> </ul> | <p><b>Points of Interest</b></p> <ul style="list-style-type: none"> <li>🏠 Community</li> <li>🎓 Education</li> <li>🏠 Multi-family Housing</li> <li>⚕️ Medical</li> <li>🛒 Shopping</li> </ul> |
|--|---|



**Data Sources:**  
Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

**Annual Statistics, Span, and Frequency - Financial Year 2022**  
**On-Time Performance - February 2022**





# Black Line

**Description:** Festival to Aspen Heights via Southview and The Harrison

**Key Points of Interest:** Festival, Festival Conference Center, Northview, The Cottages, Southview, Convocation Center

**Operates:** Fall and Spring Semesters Only

## Daily Statistics

	 Average Daily Boardings	Rank	 Passengers per Hour	Rank	 Passengers per Mile	Rank	 Passengers per Trip	Rank
Weekday	159	7/9	13	7/9	1.2	7/9	7	8/9
Saturday	-	-	-	-	-	-	-	-
Sunday	-	-	-	-	-	-	-	-



### Saturday Ridership by Trip



### Saturday Ridership by Stop

Inbound

Outbound

# Black Line

**Description:** *Festival to Aspen Heights via Southview and The Harrison*

**Key Points of Interest:** *Festival, Festival Conference Center, Northview, The Cottages, Southview, Convocation Center*

**Operates:** *Fall and Spring Semesters Only*

## Route Analysis

### Strengths

- Fairly simple service design connecting off-campus housing with JMU campus.
- Easy-to-remember 30-minute service frequency.
- Moderately strong on-time performance, with 72% of timepoint samples being as scheduled.

### Weaknesses

- Devon Lane served in the northbound direction only, potentially limiting the appeal of the route for prospective riders.
- Fairly low ridership for a JMU route, with an average of just seven passengers per one-way trip.
- Ridership surge on first trip of the morning, suggesting pent-up demand for earlier service.
- Passengers south of Peach Grove must make transfer to reach destinations beyond East Campus.
- Unprotected left turn onto Port Republic Road when existing The Cottages.

### Opportunities

- Operate northbound and southbound along Devon Lane to better serve area with a high concentration of multifamily housing.
- Consider ending route at Peach Grove Ave. as Route 6 provides service further south along Port Republic Road.
- Extend route across I-81, potentially through an interline with another route, to provide one-seat rides for more riders.
- Start service 30 minutes earlier in response to pent-up demand.
- Coordinate with transportation department about the possibility of a traffic signal at The Cottages exit.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

Inbound

Outbound

# Blue and Purple Line

**Description:** Festival to The Retreat via Martins and Charleston Townes

**Key Points of Interest:** Festival, Sunchase, Charleston Townes, Across from Martin's, The Pointe, Redpoint

**Operates:** Fall and Spring Semesters Only

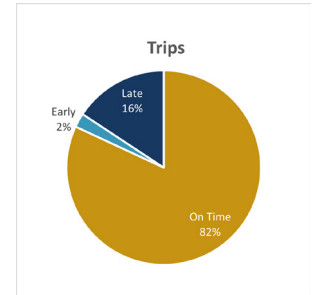
## Operating Characteristics

## Annual Statistics

## On-Time Performance

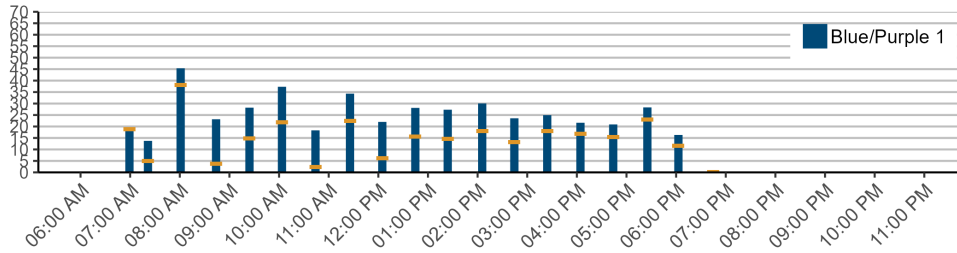
	Span	Frequency	
		Peak	Off-Peak
Weekday	7:00 a.m. - 7:17 p.m.	40 min	40 min
Saturday	-	- min	- min
Sunday	-	- min	- min

	Rank
Revenue Hours	1,757 / 7/9
Revenue Miles	15,338 / 7/9
Ridership	37,163 / 5/9



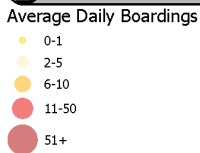
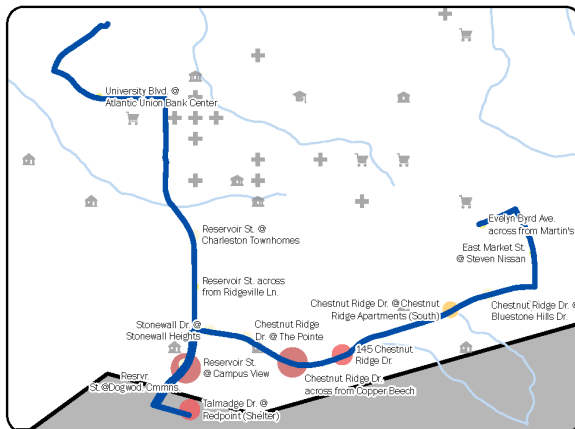
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday\* Ridership by Trip

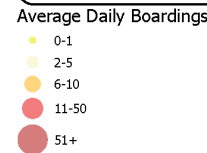
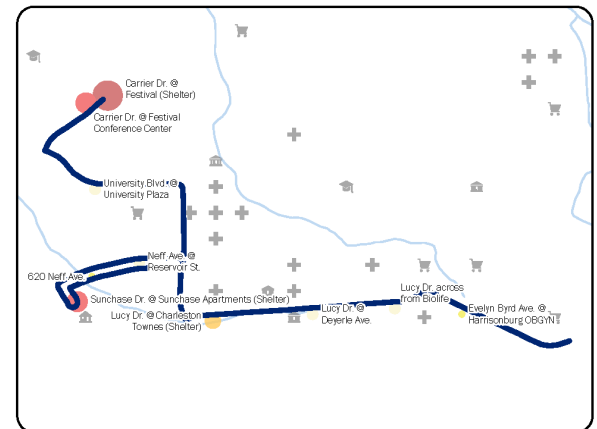


### Weekday\*\* Ridership by Stop

#### Inbound



#### Outbound







# Blue and Purple Line

**Description:** Festival to The Retreat via Martins and Charleston Townes

**Key Points of Interest:** Festival, Sunchase, Charleston Townes, Across from Martin's, The Pointe, Redpoint

**Operates:** Fall and Spring Semesters Only

## Daily Statistics

	 Average Daily Boardings	Rank	 Passengers per Hour	Rank	 Passengers per Mile	Rank	 Passengers per Trip	Rank
Weekday	248	4/9	21	4/9	2.4	4/9	14	4/9
Saturday	-	-	-	-	-	-	-	-
Sunday	-	-	-	-	-	-	-	-

### Saturday Ridership by Trip

### Saturday Ridership by Stop

Inbound Outbound



# Blue and Purple Line

**Description:** Festival to The Retreat via Martins and Charleston Townes

**Key Points of Interest:** Festival, Sunchase, Charleston Townes, Across from Martin's, The Pointe, Redpoint

**Operates:** Fall and Spring Semesters Only

## Route Analysis

### Strengths

- Connects large concentrations of off-campus housing southeast of JMU with East Campus.
- Relatively strong on-time performance, with 82% of timepoint samples being as scheduled.

### Weaknesses

- Somewhat circuitous alignment due to deviations to serve The Retreat and Sunchase apartments.
- Relatively infrequent 40-minute service frequency.
- Potentially missed ridership opportunities along Crystal Lane and Blue Stone Hills Drive, but these streets have difficult grades.

### Opportunities

- Consider splitting route into two separate routes, with one operating out and back on Reservoir Street to The Retreat to provided better access to neighborhoods on the west side of Reservoir; and another continuing to operate as a loop along Lucy Drive and Chestnut Ridge Drive, to reduce out-of-direction travel for passengers not associated with The Retreat.
- Shift Sunchase coverage to another route, such as the Pink Route to reduce out-of-direction travel for most passengers.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

Inbound

Outbound

# Green Line

**Description:** Godwin Transit Center to The Harrison via Hunter's Ridge and Southview

**Key Points of Interest:** Godwin Transit Center, Hunter's Ridge, Northview, Southview, The Harrison, Showker Hall, Taylor Down Under, Student Success Center, Hoffman Hall

**Operates:** Fall and Spring Semesters Only

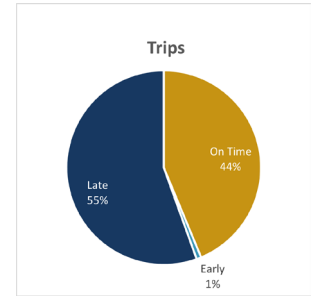
## Operating Characteristics

## Annual Statistics

## On-Time Performance

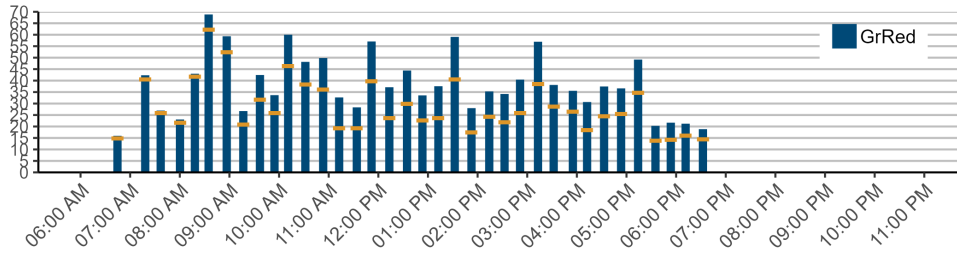
	Span	Frequency	
		Peak	Off-Peak
Weekday	7:00 a.m. - 7:03 p.m.	20 min	20 min
Saturday	-	- min	- min
Sunday	-	- min	- min

	Value	Rank
Revenue Hours	3,405	2/9
Revenue Miles	30,246	2/9
Ridership	105,309	2/9



\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

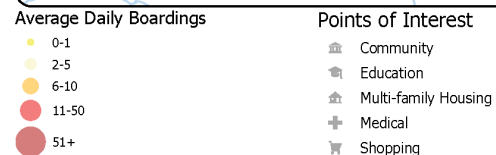
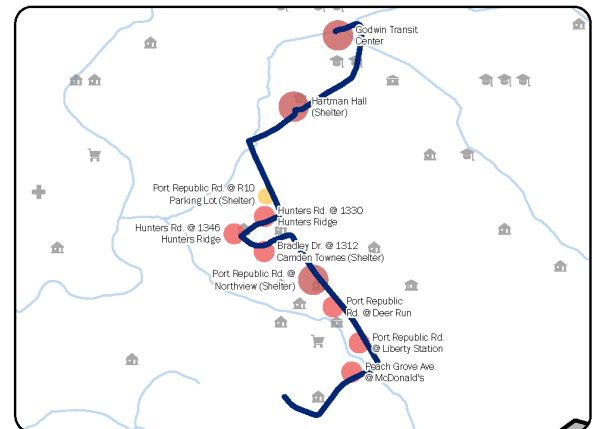
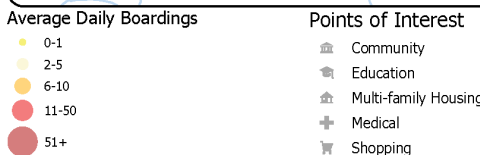
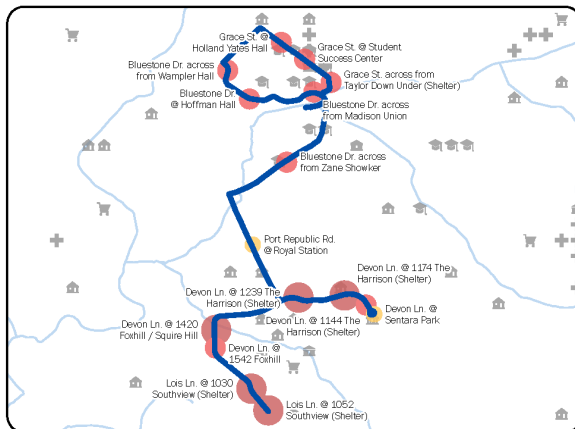
### Weekday\* Ridership by Trip



### Weekday\*\* Ridership by Stop

**Inbound**

**Outbound**







# Green Line

**Description:** Godwin Transit Center to The Harrison via Hunter's Ridge and Southview

**Key Points of Interest:** Godwin Transit Center, Hunter's Ridge, Northview, Southview, The Harrison, Showker Hall, Taylor Down Under, Student Success Center, Hoffman Hall

**Operates:** Fall and Spring Semesters Only

## Daily Statistics

	 Average Daily Boardings	Rank	 Passengers per Hour	Rank	 Passengers per Mile	Rank	 Passengers per Trip	Rank
Weekday	702	2/9	31	2/9	3.5	2/9	20	2/9
Saturday	-	-	-	-	-	-	-	-
Sunday	-	-	-	-	-	-	-	-

### Saturday Ridership by Trip

### Saturday Ridership by Stop

Inbound

Outbound

# Green Line

**Description:** Godwin Transit Center to The Harrison via Hunter's Ridge and Southview

**Key Points of Interest:** Godwin Transit Center, Hunter's Ridge, Northview, Southview, The Harrison, Showker Hall, Taylor Down Under, Student Success Center, Hoffman Hall

**Operates:** Fall and Spring Semesters Only

## Route Analysis

### Strengths

- Connects large concentrations of off-campus housing south of JMU with main campus.
- Relatively frequent 20-minute service frequency.
- Strong ridership and productivity, with an average of 20 passengers per trip.

### Weaknesses

- Poor on-time performance, with only 44% of timepoint samples being as scheduled.
- Circuitous alignment with deviations to serve The Harrison and Bradley Drive.
- No signalized intersections serving Hunters Road/Bradley Drive loop, precluding buses from turning left onto Port Republic Road, and forcing out of direction travel for some riders.
- Overcrowding likely on some trips as passenger loads build up due to out-of-direction travel.
- Layover at Goodwin Transit Center after campus look may result in long waits for passengers on board buses.

### Opportunities

- Split route into at least two routes, with one serving Devon Lane west of Port Republic Road, and the other serving Bradley Drive and Devon Lane east of Port Republic Road.
- Consider loop through campus before and after Goodwin Transit Center to reduce likelihood of long dwell times for passengers.
- Work with City to install traffic signal at either Hunters Road or Bradley Drive to allow for left turns onto Port Republic Road.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

Inbound

Outbound

**Key Points of Interest:** Memorial Hall, Grace Street Apartments, The Quad & Madison Union, Hanson Hall, ISAT/CS & Phys/Chem, Festival, Jennings Hall, Godwin Transit Center, Taylor Down Under, Student Success Center

**Operates:** Fall and Spring Semesters Only

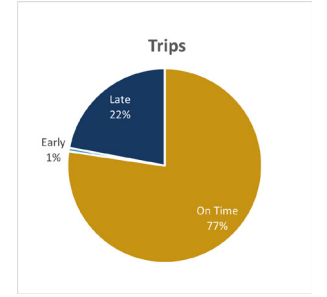
### Operating Characteristics

### Annual Statistics

### On-Time Performance

	Span	Frequency	
		Peak	Off-Peak
Weekday	6:57 a.m. - 10:49 p.m.	5 min	30 min
Saturday	9:00 a.m. - 10:47 p.m.	5 min	30 min
Sunday	-	- min	- min

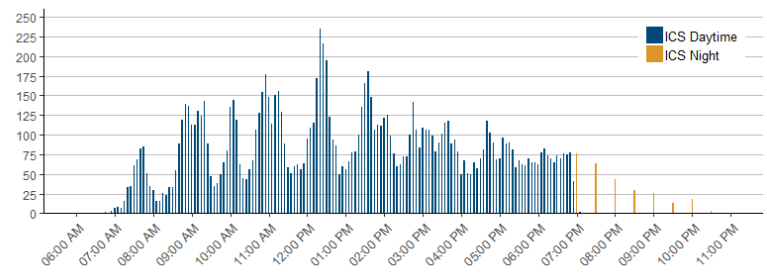
	Revenue Hours	Revenue Miles	Ridership	Rank
	14,530	104,783	773,842	1/9



\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday\* Ridership by Trip

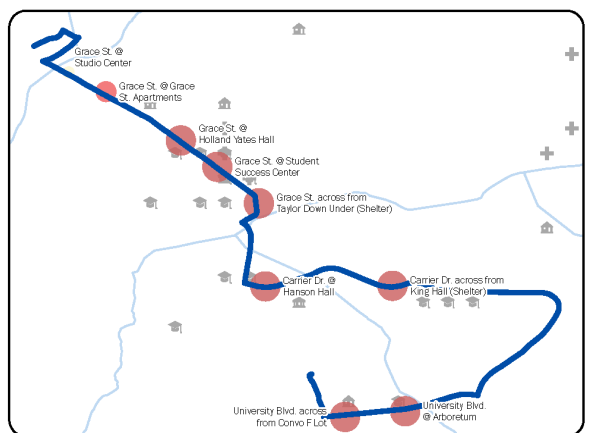
\* From 7:00 a.m. to 7:00 p.m., buses run every 5 minutes. After 7:00 p.m., buses run every 30 minutes.



\* For the ICS, each bar in the graph represents all boardings on ICS vehicles during the corresponding time interval regardless of trip departure time.

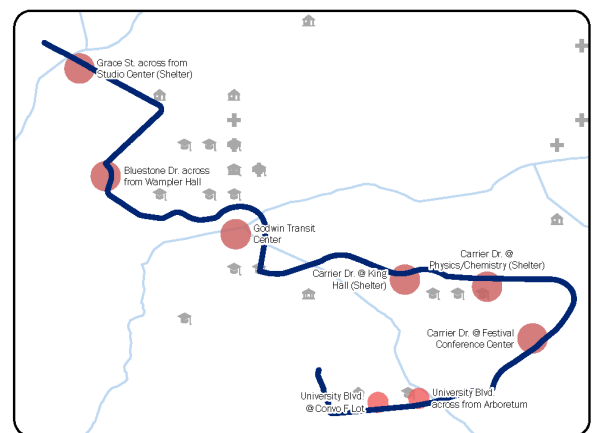
### Weekday\*\* Ridership by Stop

#### Inbound



Average Daily Boardings	Points of Interest
0-1	Community
2-5	Education
6-10	Multi-family Housing
11-50	Medical
51+	Shopping

#### Outbound



Average Daily Boardings	Points of Interest
0-1	Community
2-5	Education
6-10	Multi-family Housing
11-50	Medical
51+	Shopping

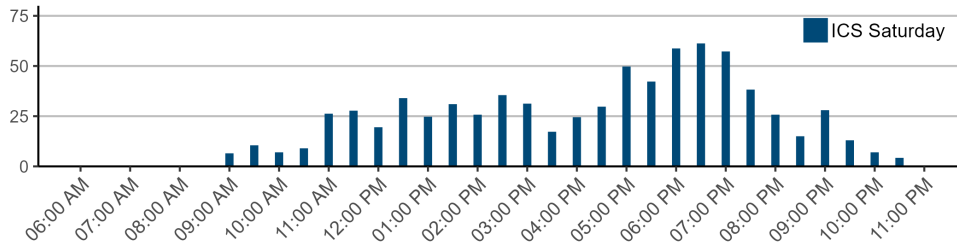
**Key Points of Interest:** Memorial Hall, Grace Street Apartments, The Quad & Madison Union, Hanson Hall, ISAT/CS & Phys/Chem, Festival, Jennings Hall, Godwin Transit Center, Taylor Down Under, Student Success Center

**Operates:** Fall and Spring Semesters Only

### Daily Statistics

	Average Daily Boardings	Rank	Passengers per Hour	Rank	Passengers per Mile	Rank	Passengers per Trip	Rank
<b>Weekday</b>	5,098	1/9	55	1/9	7.6	1/9	33	1/9
<b>Saturday</b>	276	2/4	10	2/4	2.1	2/4	10	2/4
<b>Sunday</b>	-	-	-	-	-	-	-	-

### Saturday Ridership by Trip

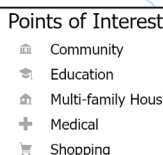
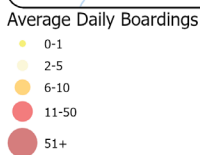
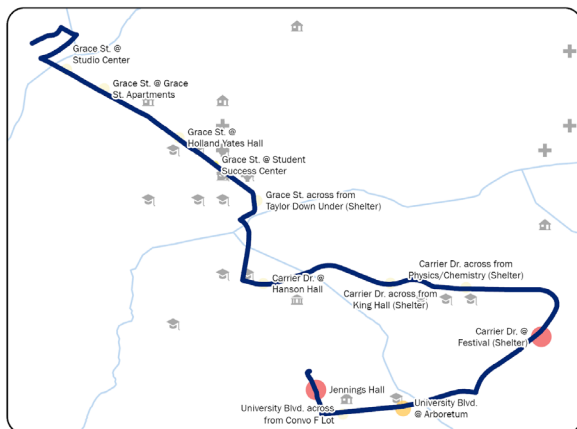


\* From 7:00 a.m. to 7:00 p.m., buses run every 5 minutes. After 7:00 p.m., buses run every 30 minutes.

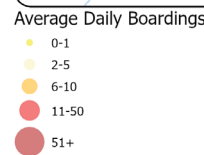
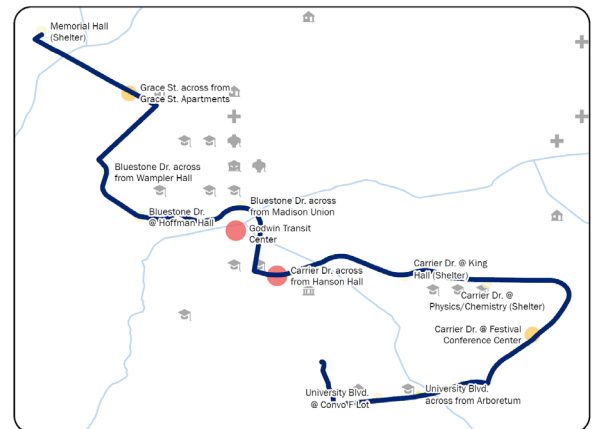
\* For the ICS, each bar in the graph represents all boardings on ICS vehicles during the corresponding time interval regardless of trip departure time.

### Saturday Ridership by Stop

#### Inbound



#### Outbound



**Key Points of Interest:** Memorial Hall, Grace Street Apartments, The Quad & Madison Union, Hanson Hall, ISAT/CS & Phys/Chem, Festival, Jennings Hall, Godwin Transit Center, Taylor Down Under, Student Success Center

**Operates:** Fall and Spring Semesters Only

### Route Analysis

#### Strengths

- Very frequent service on weekdays between 7:00 a.m. and 7:00 p.m.
- Late night and Saturday service.
- Links East Campus with main campus.
- Highest weekday ridership and productivity among HDPT routes.
- Moderate on-time performance, with 77% of timepoint samples being as scheduled.

#### Weaknesses

- Does not facilitate West Campus circulation because northbound buses continue from Grace Street to Memorial Hall, and southbound buses continue from Bluestone Drive to East Campus.
- Does not serve Business School.

#### Opportunities

- Split route into two “lasso” shaped routes to facilitate West Campus Circulation. One route would start in East Campus, loop the main campus counter-clockwise, and return to East Campus. The other route would start at Memorial Hall, loop the main campus clockwise and return Memorial Hall. This approach would create bi-directional circulation around the main campus.
- Split route into “express” and “coverage” routes. The express route would take the most direct path between Memorial Hall and Jennings Hall, via Grace Street. The coverage route would operate between Memorial Hall to Jennings Hall via Bluestone Drive, Goodwin Transit Center, and the College of Business.



### Sunday Ridership by Trip



### Sunday Ridership by Stop

Inbound

Outbound

# Pink Line

**Description:** Festival to Northview via Stonegate

**Key Points of Interest:** Festival, Arcadia, The Harrison

**Operates:** Fall and Spring Semesters Only

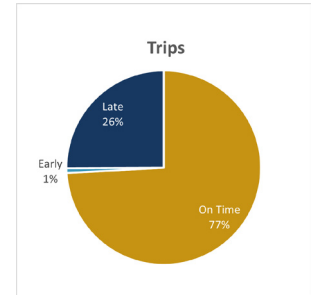
## Operating Characteristics

## Annual Statistics

## On-Time Performance

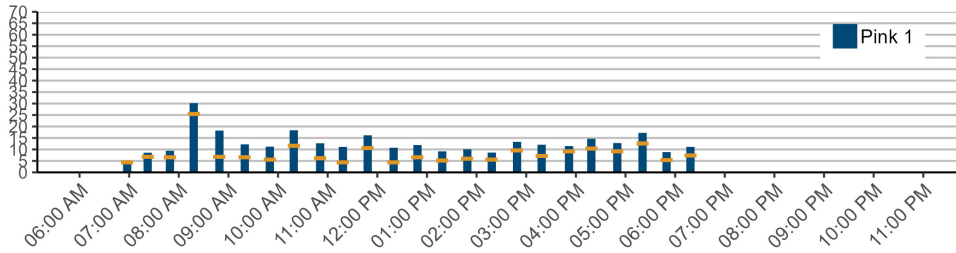
	Span	Frequency	
		Peak	Off-Peak
Weekday	7:00 a.m. - 6:39 p.m.	30 min	30 min
Saturday	-	- min	- min
Sunday	-	- min	- min

	Revenue Hours	Rank
Revenue Hours	1,794	5/9
Revenue Miles	16,190	6/9
Ridership	24,933	6/9



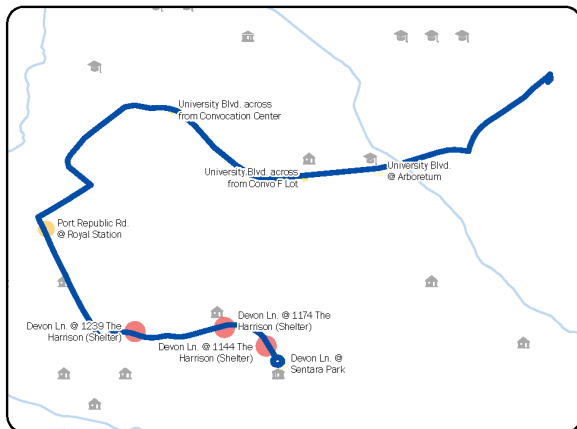
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday\* Ridership by Trip

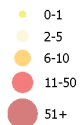


### Weekday\*\* Ridership by Stop

#### Inbound



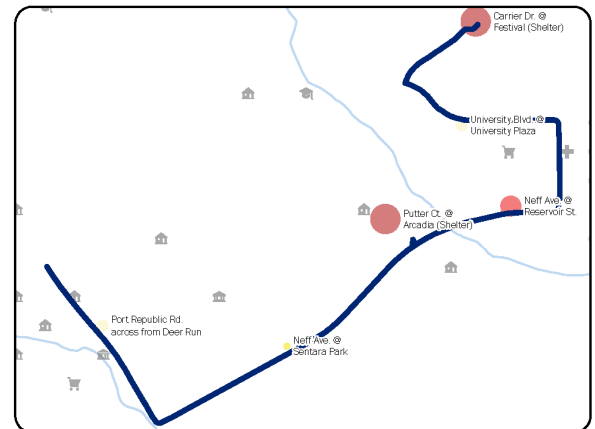
Average Daily Boardings



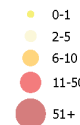
Points of Interest



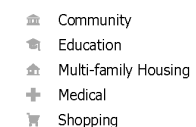
#### Outbound



Average Daily Boardings



Points of Interest









# Pink Line

**Description:** Festival to Northview via Stonegate

**Key Points of Interest:** Festival, Arcadia, The Harrison

**Operates:** Fall and Spring Semesters Only

## Daily Statistics

	 Average Daily Boardings	Rank	 Passengers per Hour	Rank	 Passengers per Mile	Rank	 Passengers per Trip	Rank
Weekday	166	6/9	14	6/9	1.5	6/9	7	6/9
Saturday	-	-	-	-	-	-	-	-
Sunday	-	-	-	-	-	-	-	-



### Saturday Ridership by Trip



### Saturday Ridership by Stop

Inbound

Outbound

# Pink Line

**Description:** *Festival to Northview via Stonegate*

**Key Points of Interest:** *Festival, Arcadia, The Harrison*

**Operates:** *Fall and Spring Semesters Only*

## Route Analysis

### Strengths

- Easy-to-remember 30-minute service frequency.
- Connects large concentrations of off-campus housing south and southeast of JMU with East Campus.
- Provides access to University Park.
- Moderate on-time performance, with 77% of timepoint samples being as scheduled.

### Weaknesses

- Operates in one direction only, forcing out-of-direction travel for many riders.
- Deviation to Arcadia Harrisonburg makes route more circuitous and generates little ridership.
- Relatively low ridership and productivity overall, with an average of just seven passengers per trip.
- No weekend service.

### Opportunities

- Coordinate with City to install enhanced shelters and other passenger amenities along Neff Avenue, between Arcadia Harrisonburg and Sunchase, to serve both complexes and help streamline the Pink Line.
- Restructure route to provided bi-directional service between East Campus and University Park, via Lois Lane / Devon Lane.
- Interline with another route operating between University Park and West Campus.
- Interline with another route operating between University Park and West Campus.
- Consider microtransit service for late night and weekend service to maintain baseline service coverage.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

**Inbound**

**Outbound**

# Shopper

**Description:** Godwin Transit Center to Valley Mall via Gabe's

**Key Points of Interest:** Godwin Transit Center, King Hall, Festival Conference Center, Across from Gabe's, Valley Mall, Walmart, Festival Parking Lot, Taylor Down Under, Student Success Center, Hoffman Hall

**Operates:** Fall and Spring Semesters Only

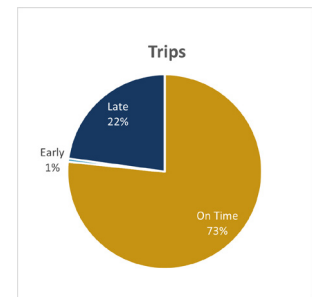
## Operating Characteristics

## Annual Statistics

## On-Time Performance

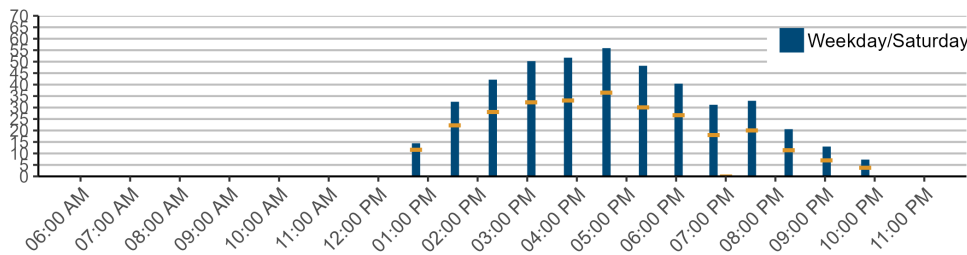
	Span	Frequency	
		Peak	Off-Peak
Weekday	1:00 p.m. - 10:25 p.m.	45 min	45 min
Saturday	1:00 p.m. - 10:25 p.m.	45 min	45 min
Sunday	1:00 p.m. - 10:13 p.m.	45 min	45 min

	Revenue Hours	Revenue Miles	Ridership	Rank
	2,180	16,801	54,178	4/9
				5/9
				3/9



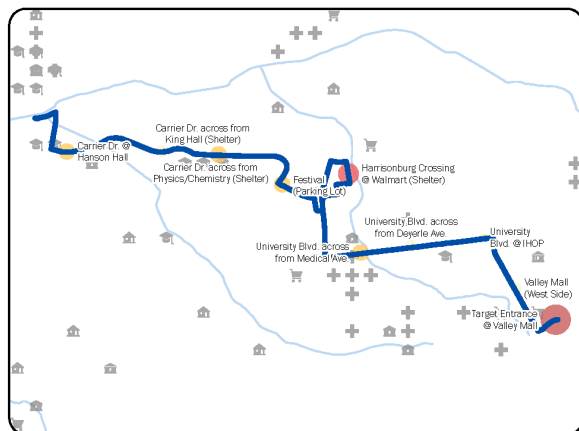
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday\* Ridership by Trip



### Weekday\*\* Ridership by Stop

#### Inbound



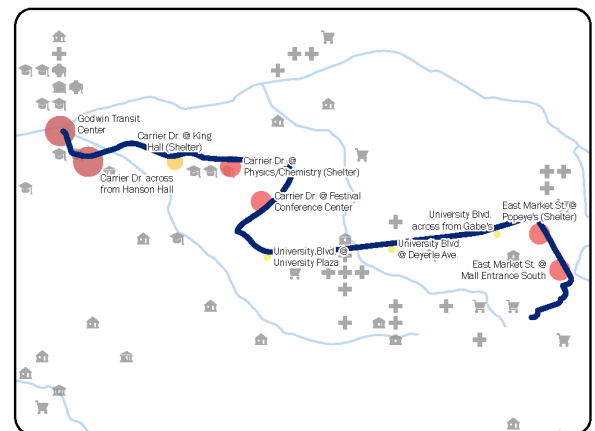
Average Daily Boardings

Points of Interest

- 0-1
- 2-5
- 6-10
- 11-50
- 51+

- 🏠 Community
- 🎓 Education
- 🏠 Multi-family Housing
- 🏥 Medical
- 🛒 Shopping

#### Outbound



Average Daily Boardings

Points of Interest

- 0-1
- 2-5
- 6-10
- 11-50
- 51+

- 🏠 Community
- 🎓 Education
- 🏠 Multi-family Housing
- 🏥 Medical
- 🛒 Shopping



**Data Sources:**  
Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

Annual Statistics, Span, and Frequency - Financial Year 2022  
On-Time Performance - February 2022

# Shopper

**Description:** Godwin Transit Center to Valley Mall via Gabe's

**Key Points of Interest:** Godwin Transit Center, King Hall, Festival Conference Center, Across from Gabe's, Valley Mall, Walmart, Festival Parking Lot, Taylor Down Under, Student Success Center, Hoffman Hall

**Operates:** Fall and Spring Semesters Only

## Daily Statistics



**Average Daily Boardings**



**Passengers per Hour**



**Passengers per Mile**

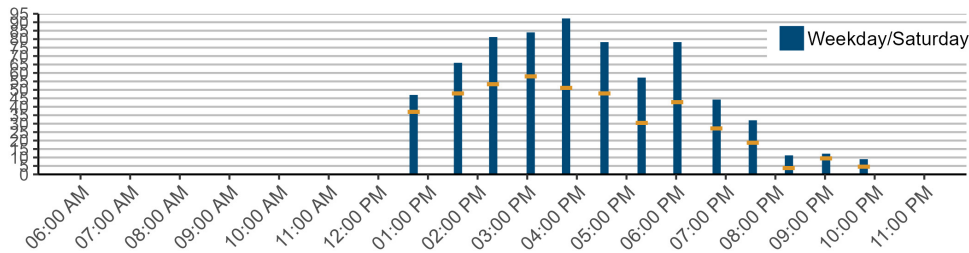


**Passengers per Trip**

	Average Daily Boardings	Rank	Passengers per Hour	Rank	Passengers per Mile	Rank	Passengers per Trip	Rank
Weekday	217	5/9	24	5/9	3.2	5/9	17	3/9
Saturday	306	1/4	24	1/4	4.4	1/4	24	1/4
Sunday	374	1/1	21	1/1	73	1/1	21	1/1

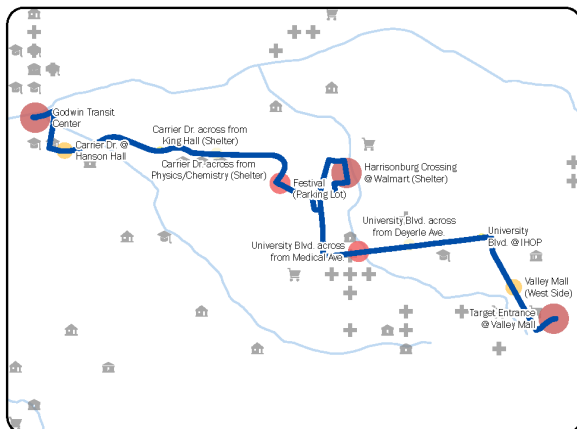


## Saturday Ridership by Trip



## Saturday Ridership by Stop

### Inbound



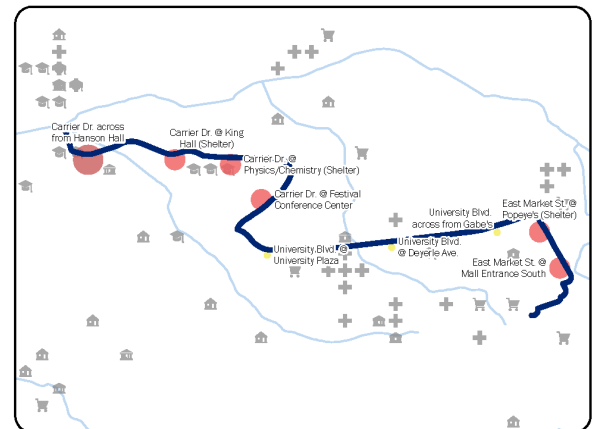
**Average Daily Boardings**



**Points of Interest**

- Community
- Education
- Multi-family Housing
- Medical
- Shopping

### Outbound



**Average Daily Boardings**



**Points of Interest**

- Community
- Education
- Multi-family Housing
- Medical
- Shopping

# Shopper

**Description:** Godwin Transit Center to Valley Mall via Gabe's

## Key Points of Interest:

Godwin Transit Center, King Hall, Festival Conference Center, Across from Gabe's, Valley Mall, Walmart, Festival Parking Lot, Taylor Down Under, Student Success Center, Hoffman Hall

**Operates:** Fall and Spring Semesters Only

### Route Analysis

#### Strengths

- Daily service during Fall and Spring semesters.
- Connects JMU campus including on-campus housing to major retail destinations.
- Late service hours to facilitate after-school shopping and job access opportunities.
- Relatively strong ridership and productivity, especially on weekends, with more than 20 passengers per hour.
- Moderate on-time performance, with 73% of timepoint samples being as scheduled.

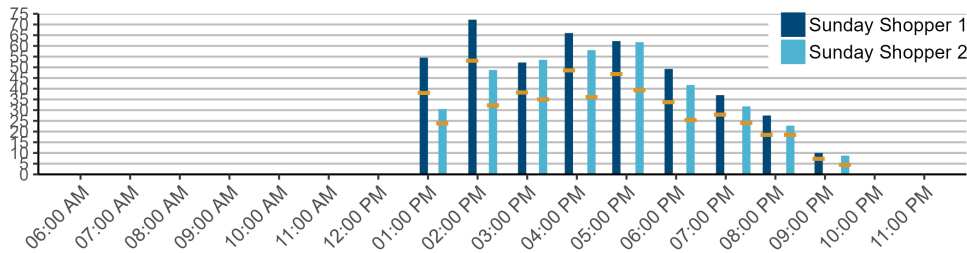
#### Weaknesses

- East Campus residential halls only served in the outbound direction, meaning residents can get directly to retail destinations but can't get back without a riding to Goodwin Transit Center or walking from Soccer Field Service Drive.
- Non-clockface frequency.
- High ridership on first trip of the day on Saturday and Sunday, suggesting pent-up demand for earlier service.

#### Opportunities

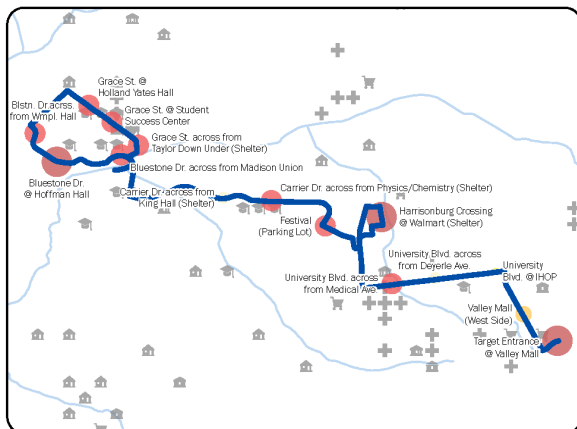
- Start service an hour earlier on Saturdays and Sundays, based on high demand.
- Adjust alignment to serve East Campus residence halls on inbound and outbound trips.
- Operate service hourly to make schedules easier for riders to remember.

### Sunday Ridership by Trip

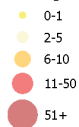


### Sunday Ridership by Stop

#### Inbound



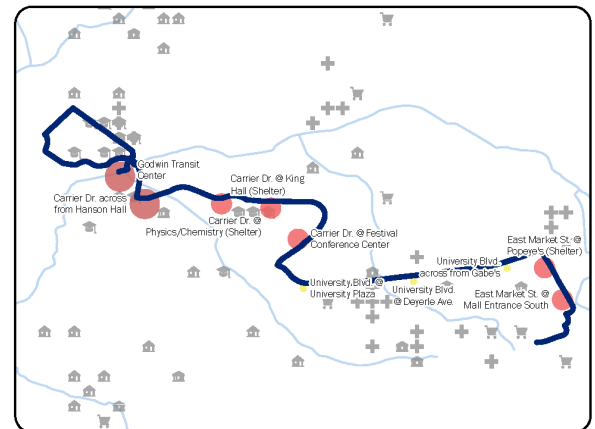
#### Average Daily Boardings



#### Points of Interest

- Community
- Education
- Multi-family Housing
- Medical
- Shopping

#### Outbound



#### Average Daily Boardings



#### Points of Interest

- Community
- Education
- Multi-family Housing
- Medical
- Shopping

#### Data Sources:

Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

Annual Statistics, Span, and Frequency - Financial Year 2022  
On-Time Performance - February 2022

# Yellow Line

**Description:** Godwin Transit Center to Pheasant Run via The Mill

**Key Points of Interest:** Godwin Transit Center, Madison Union, The Mill, Pheasant Run, FedEx

**Operates:** Fall and Spring Semesters Only

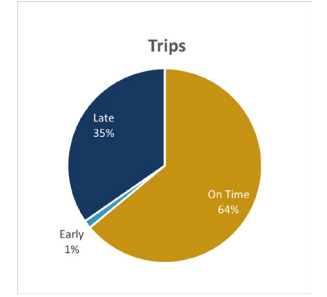
## Operating Characteristics

## Annual Statistics

## On-Time Performance

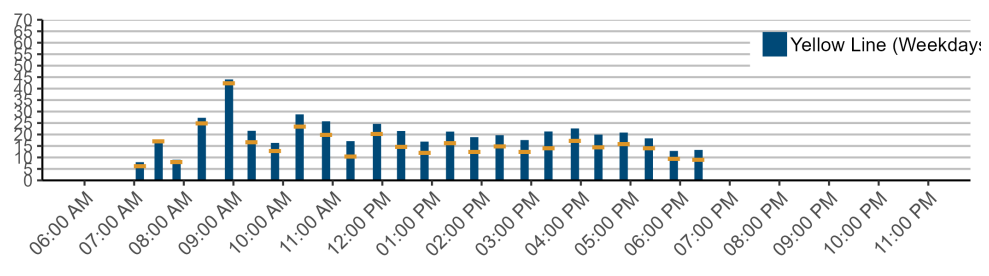
	Span	Frequency	
		Peak	Off-Peak
Weekday	7:00 p.m. - 10:46 p.m.	30 min	30 min
Saturday	-	- min	- min
Sunday	-	- min	- min

	Value	Rank
Revenue Hours	2,613	3/9
Revenue Miles	20,895	3/9
Ridership	44,697	4/9



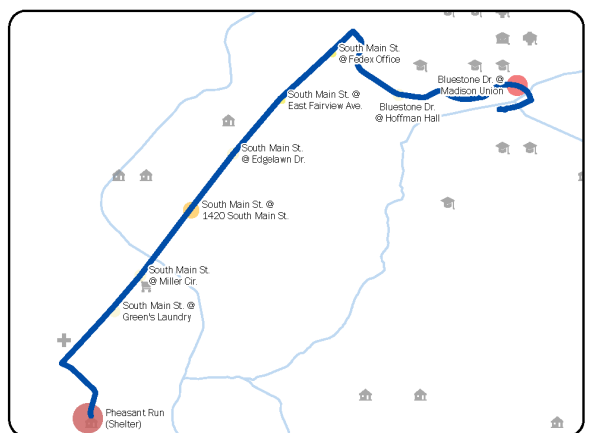
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday\* Ridership by Trip



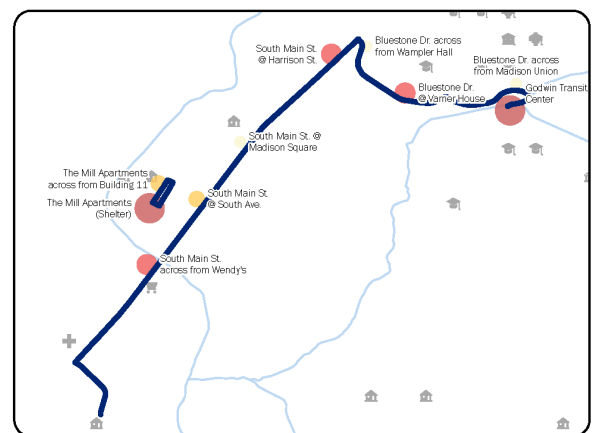
### Weekday\*\* Ridership by Stop

#### Inbound



- |  |  |
|--|--|
| <p><b>Average Daily Boardings</b></p> <ul style="list-style-type: none"> <li>0-1</li> <li>2-5</li> <li>6-10</li> <li>11-50</li> <li>51+</li> </ul> | <p><b>Points of Interest</b></p> <ul style="list-style-type: none"> <li>Community</li> <li>Education</li> <li>Multi-family Housing</li> <li>Medical</li> <li>Shopping</li> </ul> |
|--|--|

#### Outbound



- |  |  |
|--|--|
| <p><b>Average Daily Boardings</b></p> <ul style="list-style-type: none"> <li>0-1</li> <li>2-5</li> <li>6-10</li> <li>11-50</li> <li>51+</li> </ul> | <p><b>Points of Interest</b></p> <ul style="list-style-type: none"> <li>Community</li> <li>Education</li> <li>Multi-family Housing</li> <li>Medical</li> <li>Shopping</li> </ul> |
|--|--|



**Data Sources:**  
Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

**Annual Statistics, Span, and Frequency - Financial Year 2022**  
**On-Time Performance - February 2022**





# Yellow Line

**Description:** Godwin Transit Center to Pheasant Run via The Mill

**Key Points of Interest:** Godwin Transit Center, Madison Union, The Mill, Pheasant Run, FedEx

**Operates:** Fall and Spring Semesters Only

## Daily Statistics

	 Average Daily Boardings	Rank	 Passengers per Hour	Rank	 Passengers per Mile	Rank	 Passengers per Trip	Rank
Weekday	283	3/9	19	3/9	2.3	3/9	9	5/9
Saturday	-	-	-	-	-	-	-	-
Sunday	-	-	-	-	-	-	-	-



### Saturday Ridership by Trip



### Saturday Ridership by Stop

Inbound

Outbound

# Yellow Line

**Description:** Godwin Transit Center to Pheasant Run via The Mill

**Key Points of Interest:** Godwin Transit Center, Madison Union, The Mill, Pheasant Run, FedEx

**Operates:** Fall and Spring Semesters Only

## Route Analysis

### Strengths

- Fairly simple service design connecting off-campus housing along the Lee Highway corridor with JMU's West Campus.
- Easy-to-remember 30-minute service frequency.
- Extensive span of service, with route operating until almost 11 pm on weekdays and Saturdays.

### Weaknesses

- Relatively poor on-time performance, with 64% of timepoint samples being as scheduled.
- Very low ridership after 7 pm, with most trips carrying fewer than five passengers.
- Low ridership and productivity on Saturdays, with an average of just 3 passengers per hour.

### Opportunities

- Consider microtransit service for late night and weekend service when ridership and productivity fall.
- Interline route with another route to provide one-seat service to East Campus and to optimize running time and recovery time to address poor on-time performance.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

Inbound

Outbound



# Gold Line

**Description:** Godwin Transit Center to The Retreat via Sunchase and Martin's

**Key Points of Interest:** Godwin Transit Center, Festival Conference Center, Sunchase, Charleston Townes, Across from Martin's The Pointe, Redpoint

**Operates:** Fall and Spring Semesters Only

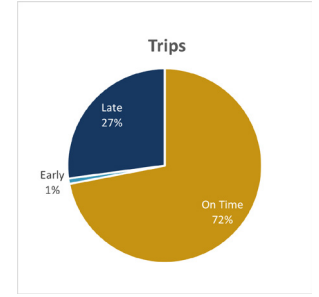
## Operating Characteristics

## Annual Statistics

## On-Time Performance

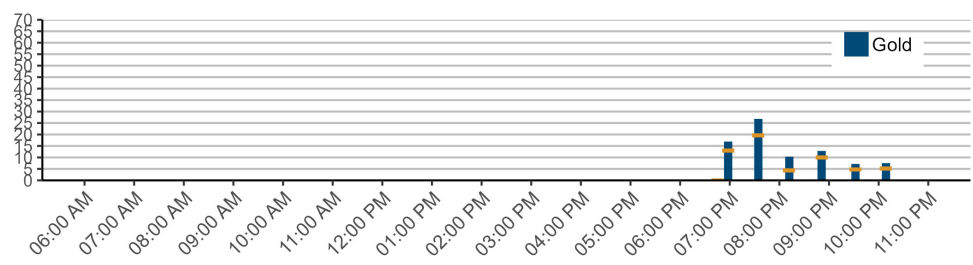
	Span	Frequency	
		Peak	Off-Peak
Weekday	7:00 p.m. - 11:01 p.m.	40 min	- min
Saturday	10:20 a.m. - 10:50 p.m.	40 min	40 min
Sunday	-	- min	- min

	Revenue Hours	Revenue Miles	Ridership	Rank
	983	11,109	9,333	8/9
				8/9
				9/9



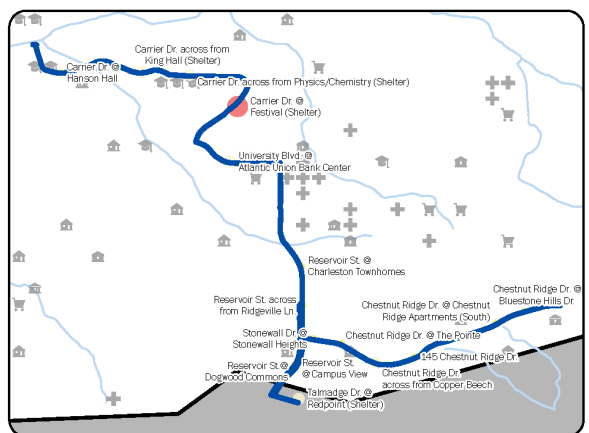
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday\* Ridership by Trip



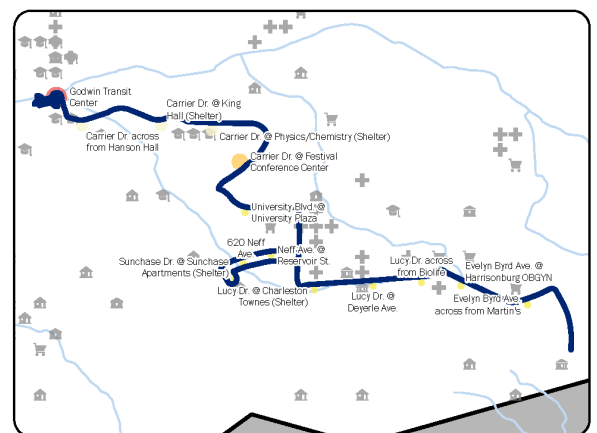
### Weekday\*\* Ridership by Stop

#### Inbound



- Average Daily Boardings**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Points of Interest**
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping

#### Outbound



- Average Daily Boardings**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Points of Interest**
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping



**Data Sources:**  
Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

**Annual Statistics, Span, and Frequency - Financial Year 2022**  
**On-Time Performance - February 2022**

# Gold Line

**Description:** Godwin Transit Center to The Retreat via Sunchase and Martin's

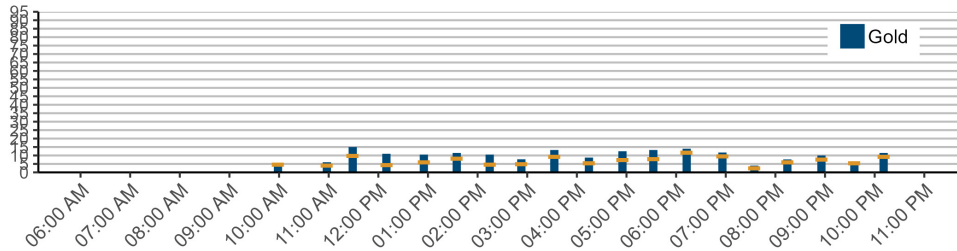
**Key Points of Interest:** Godwin Transit Center, Festival Conference Center, Sunchase, Charleston Townes, Across from Martin's The Pointe, Redpoint

**Operates:** Fall and Spring Semesters Only

## Daily Statistics

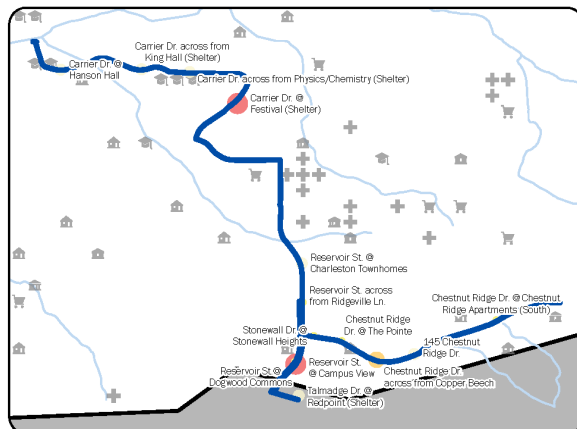
	Average Daily Boardings	Rank	Passengers per Hour	Rank	Passengers per Mile	Rank	Passengers per Trip	Rank
Weekday	40	9/9	11	9/9	0.9	9/9	7	7/9
Saturday	101	4/4	5	4/4	0.7	4/4	5	4/4
Sunday	-	-	-	-	-	-	-	-

## Saturday Ridership by Trip



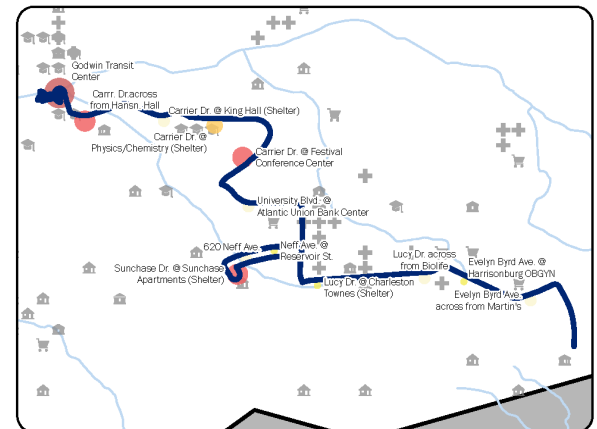
## Saturday Ridership by Stop

### Inbound



- Average Daily Boardings**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Points of Interest**
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping

### Outbound



- Average Daily Boardings**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Points of Interest**
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping



**Data Sources:**  
 Trip Ridership Charts - Harrisonburg APC 2022  
 Stop Ridership Maps - Harrisonburg APC 2022

**Annual Statistics, Span, and Frequency - Financial Year 2022**  
**On-Time Performance - February 2022**

# Gold Line

**Description:** Godwin Transit Center to The Retreat via Sunchase and Martin's

**Key Points of Interest:** Godwin Transit Center, Festival Conference Center, Sunchase, Charleston Townes, Across from Martin's The Pointe, Redpoint

**Operates:** Fall and Spring Semesters Only

## Route Analysis

### Strengths

- Complements Blue/Purple Line by providing similar coverage at times when Blue/Purple is not running.
- Relatively poor on-time performance, with 72% of timepoint samples being as scheduled.

### Weaknesses

- Low ridership and productivity, with an average of fewer than eight passengers per trip.
- Circuitous alignment, forcing out of direction travel for many riders.
- Non-clockface schedule.

### Opportunities

- Consider replacing route with microtransit service due to low demand. Two late-night and weekday microtransit zones could focus on areas south/east and north/west of I-81 respectively. Both zones could serve transit hubs to facilitate transfers.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

Inbound

Outbound

# Silver Line

**Description:** Godwin Transit Center to Aspen Heights via Hunter's Ridge and Northview

**Key Points of Interest:** Godwin Transit Center, Hunter's Ridge, Northview, The Cottages, Arcadia, Southview, The Harrison, Across from Zane Showker Hall

**Operates:** Fall and Spring Semesters Only

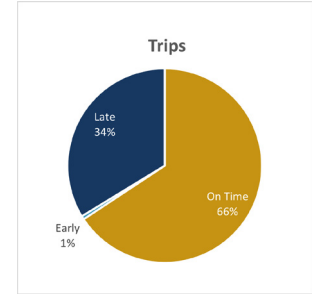
## Operating Characteristics

## Annual Statistics

## On-Time Performance

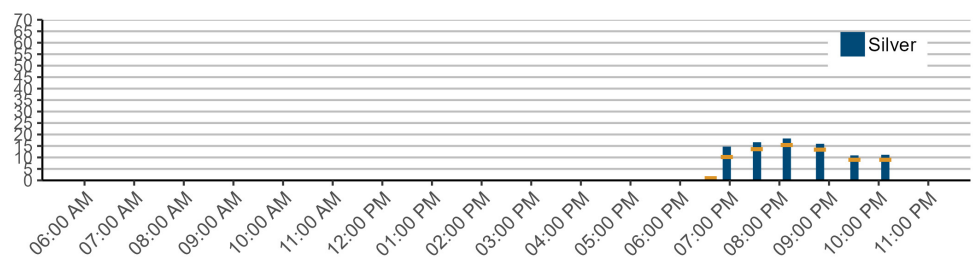
	Span	Frequency	
		Peak	Off-Peak
Weekday	7:00 p.m. - 10:47 p.m.	40 min	- min
Saturday	10:20 a.m. - 10:47 p.m.	40 min	40 min
Sunday	-	- min	- min

	Value	Rank
Revenue Hours	881	9/9
Revenue Miles	9,845	9/9
Ridership	9,928	8/9



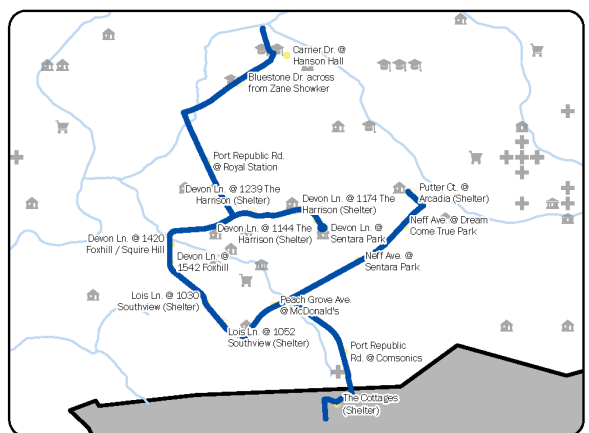
\*Early: Arriving earlier than Scheduled Time  
Late: Arriving over 5 minutes later than Scheduled Time

### Weekday\* Ridership by Trip



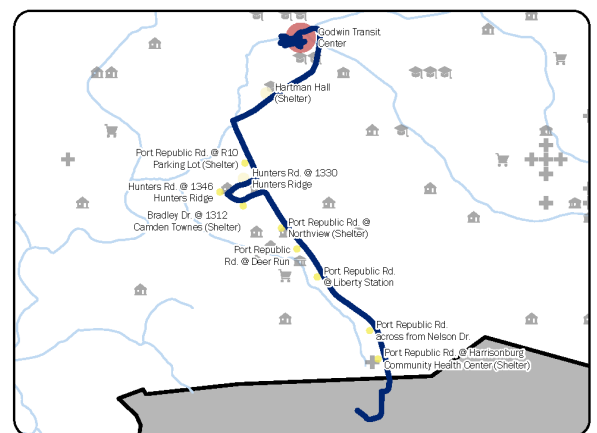
### Weekday\*\* Ridership by Stop

**Inbound**



- Average Daily Boardings**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Points of Interest**
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping

**Outbound**



- Average Daily Boardings**
- 0-1
  - 2-5
  - 6-10
  - 11-50
  - 51+
- Points of Interest**
- Community
  - Education
  - Multi-family Housing
  - Medical
  - Shopping

**Data Sources:**  
Trip Ridership Charts - Harrisonburg APC 2022  
Stop Ridership Maps - Harrisonburg APC 2022

Annual Statistics, Span, and Frequency - Financial Year 2022  
On-Time Performance - February 2022



# Silver Line

**Description:** Godwin Transit Center to Aspen Heights via Hunter's Ridge and Northview

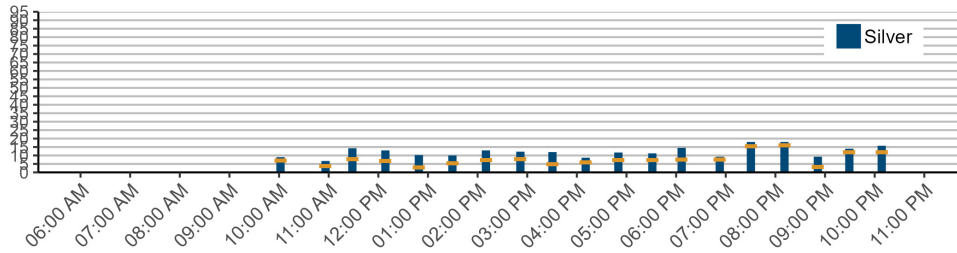
**Key Points of Interest:** Godwin Transit Center, Hunter's Ridge, Northview, The Cottages, Arcadia, Southview, The Harrison, Across from Zane Showker Hall

**Operates:** Fall and Spring Semesters Only

## Daily Statistics

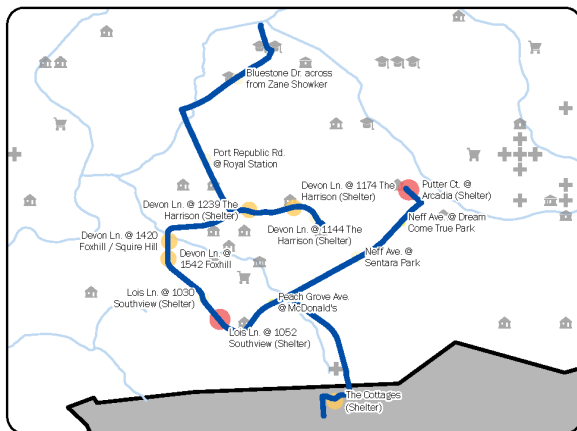
	Average Daily Boardings	Rank	Passengers per Hour	Rank	Passengers per Mile	Rank	Passengers per Trip	Rank
Weekday	44	8/9	12	8/9	1.0	8/9	3	9/9
Saturday	102	3/4	5	3/4	0.9	3/4	5	3/4
Sunday	-	-	-	-	-	-	-	-

## Saturday Ridership by Trip



## Saturday Ridership by Stop

### Inbound



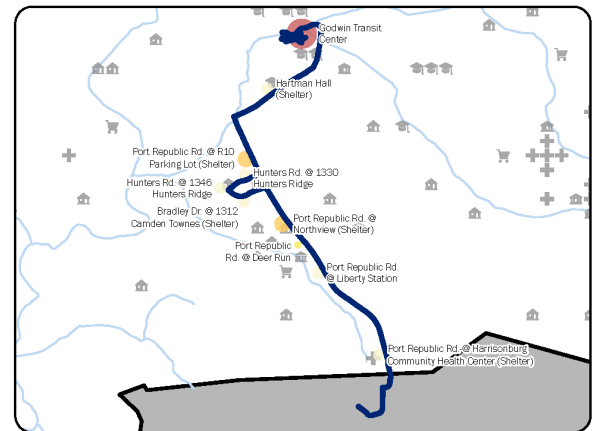
Average Daily Boardings



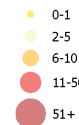
Points of Interest

- Community
- Education
- Multi-family Housing
- Medical
- Shopping

### Outbound



Average Daily Boardings



Points of Interest

- Community
- Education
- Multi-family Housing
- Medical
- Shopping

# Silver Line

**Description:** Godwin Transit Center to Aspen Heights via Hunter's Ridge and Northview

**Key Points of Interest:** Godwin Transit Center, Hunter's Ridge, Northview, The Cottages, Arcadia, Southview, The Harrison, Across from Zane Showker Hall

**Operates:** Fall and Spring Semesters Only

## Route Analysis

### Strengths

- Complements Black, Green/Red, and Pink lines by providing similar coverage at times when other routes are not running.

### Weaknesses

- Low ridership and productivity, with an average of fewer than six passengers per trip.
- Circuitous alignment, forcing out of direction travel for many riders.
- Non-clockface schedule.

### Opportunities

- Consider replacing route with microtransit service due to low demand. Two late-night and weekday microtransit zones could focus on areas south/east and north/west of I-81 respectively. Both zones could serve transit hubs to facilitate transfers.



## Sunday Ridership by Trip



## Sunday Ridership by Stop

**Inbound**

**Outbound**