



THE CITY OF
HARRISONBURG
VIRGINIA

TRANSIT STRATEGIC PLAN

Harrisonburg Department of Public Transportation (HDPT)

APPENDIX C

May 2024

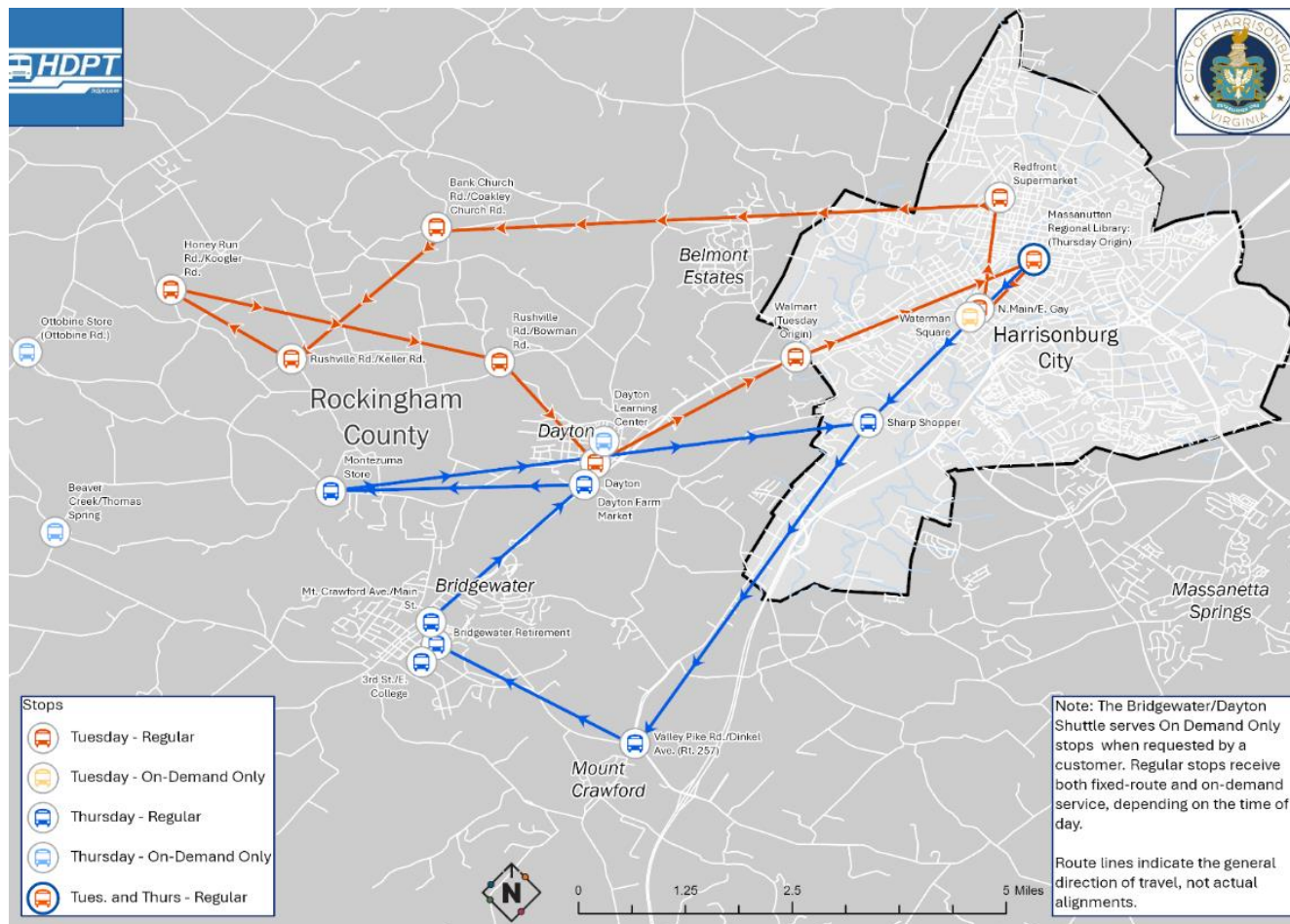
Appendix C: Bridgewater/Dayton Shuttle Memo

The Bridgewater/Dayton Shuttle is a hybrid fixed-route and on-demand transit service operated by the Harrisonburg Department of Public Transportation (HDPT). This assessment provides an overview of the shuttle’s performance, which is intended to aid in on-going and future service planning decisions.

Description of Current Service

The Bridgewater/Dayton Shuttle offers a hybrid fixed-route/on-demand service on Tuesdays and Thursdays, with a different service pattern operated respectively on each day (**Figure 1**).

Figure 1: Stops and Direction of Travel on Bridgewater/Dayton Shuttle



On Tuesdays (**Figure 2**), the Bridgewater/Dayton Shuttle provides two trips originating at the Walmart on Route 42 and serving the Massanutten Regional Library and retail destinations in Harrisonburg. It then proceeds to serve stops in the rural area north of Rushville and then operates to Dayton, where it serves the Dayton Learning Center. The shuttle then continues back to the Walmart on Route 42, where the trip terminates.

Figure 2: Bridgewater/Dayton Shuttle Schedule

Bridgewater/Dayton Shuttle Tuesday Schedule												
Wal-mart (Route 42)	Mass. Reg. Library	N. Main E. Gay St.	Redfront Supermarket	Waterman Square	Bank Curch Rd. Coakley Church Rd.	Rushville Rd. Keller Rd.	Honey Run Rd. Koogler Rd.	Rushville Rd. Bowman Rd.	Dayton Learning Center	Dayton	Wal-mart (Route 42)	
☰	8:30	8:31	8:35	☰	8:45	8:55	9:05	9:12	☰	9:15	☰	
☰	11:20	11:30	11:31	☰	11:45	11:55	12:05	12:12	☰	12:15	☰	
☰	☰	☰	☰	☰	☰	☰	☰	☰	☰	☰	☰	
Bridgewater/Dayton Shuttle Thursday Schedule												
Mass. Reg. Library	Sharp Shopper	Valley Pike Rd. Dinkel Ave. (Rt. 257)	Bridgewater Retirement	3rd St. E. College	Mt. Crawford Ave. Main St.	Dayton Farm Market	Ottobine Store (Ottobine Rd.)	Beaver Creek Thomas Spring	Dayton Learning Center	Montezuma Store	Sharp Shopper	
☰	8:30	8:40	8:49	8:55	8:58	9:00	9:07	☰	☰	☰	9:13	9:20
☰	11:30	11:40	11:49	11:55	11:58	12:00	12:07	☰	☰	☰	12:13	12:20
☰	☰	☰	☰	☰	☰	☰	☰	☰	☰	☰	☰	☰

*** This route will run only on Thursdays. The fare is \$2.00 for persons 12 years of age and older (\$1.00 for persons with a disabilities and those age 62 and over) and \$.75 for persons under 12. There is no charge for infants. This route will run only as far as the Montezuma Store unless you call in and request otherwise. Pick-ups will be made anywhere along the route. To assist our driver, please call our office at 432-0492 to notify dispatch as to where you will be waiting along the route. The 4:30 PM run (On Demand Only) will be going to Massanutten Regional Library and Sharp Shopper and then taking passengers home from those locations. If you need to come into Harrisonburg on the 4:30 PM run, please call our office by 3:45 PM to request a pick up. Transfers from any HDPT route will be honored on the Bridgewater/Dayton Shuttle.**

☰
On-Demand Stop
Call (540) 432-0492

The service also offers two trips on Thursdays (**Figure 2**), starting service at the Massanutten Regional Library with stops at the Sharp Shopper in Harrisonburg, and then operating to Mount Crawford and Bridgewater, where it serves the Bridgewater Retirement Community and Bridgewater College. The Thursday service then returns to Harrisonburg via Dayton and a lengthy deviation to the Montezuma Market. The Thursday shuttle also serves stops to the west of Montezuma Market, as requested by passengers.

In addition to these scheduled stops, the Bridgewater/Dayton shuttle conducts an on-demand run at 4:30 p.m. on both service days to take customers to the Massanutten Regional Library and the Sharp Shopper and then to any other stop by request. Passengers can call ahead to arrange a pickup anywhere along the shuttle’s route.



Evaluation of Service

The Bridgewater/Dayton shuttle’s utilization performance is analyzed in comparison with other HDPT routes; this information serves as a qualitative assessment of the shuttle’s existing service pattern.

Service Statistics

Table 1 shows how the Bridgewater/Dayton shuttle compares to the city routes operated by HDPT. The Bridgewater/Dayton shuttle requires many times the resources per passenger as Harrisonburg Transit’s city bus routes, having the fewest passengers per trip, per hour of service, and per mile of service. It also has the highest operating cost per hour; this discrepancy in cost is greater on a per passenger-basis: the Bridgewater/Dayton shuttle costs 2.4 times as much to operate per rider than any other HDPT route.

Table 1: Service Statistics: Bridgewater/Dayton Shuttle and HDPT City Routes

SERVICE	AVERAGE DAILY WEEKDAY RIDERSHIP	PASSENGERS PER WEEKDAY TRIP	PASSENGERS PER REVENUE HOUR	PASSENGERS PER REVENUE MILE	OPERATING COST PER REVENUE HOUR	COST PER PASSENGER
City Route 1	211.7	17.64	17.97	1.63	\$73.24	\$4.08
City Route 2	141.0	11.75	12.21	0.90	\$74.70	\$6.12
City Route 3	120.0	10.00	10.26	0.80	\$74.04	\$7.22
City Route 4	87.7	7.31	7.35	0.49	\$74.01	\$10.07
City Route 5	192.5	16.04	16.69	1.48	\$72.60	\$4.35
City Route 6	113.6	9.47	9.66	0.91	\$72.96	\$7.55
Bridgewater/Dayton Shuttle	10.0	3.33	3.33	0.17	\$81.05	\$24.31

Evaluation of Service Pattern

The current service pattern of the Bridgewater/Dayton shuttle has several shortcomings from the perspective passengers.

- On both Tuesdays and Thursdays, the Bridgewater/Dayton Shuttle operates as a single-directional loop which may force substantial out-of-direction travel for some riders.
- Several destinations served by the shuttle have closed since the most recent schedule was posted, including the Dayton Learning Center and the Red Front Supermarket. Fewer destinations within the service area indicate the likelihood of service utilization increases are low.
- Each service pattern only operating three times on a single day means that riders can only use the service for a single round-trip each week. This limits the usefulness of the service to only a few trip purposes, including shopping and visiting the library. Other uses—including getting to work, school, or attending most medical appointments—would not be possible using the shuttle.

While the drawbacks of the current service pattern could be addressed, doing so would require either substantial increases in resources (which is not justified by current levels of ridership) or removing service all together. The latter option would allow HDPT to reinvest valuable transit



resources—including operators and vehicles—to areas that show a higher likelihood of transit utilization.

Conclusion

While the Bridgewater/Dayton shuttle offers an important service to customers who need to access the library or go shopping, the service has limited usefulness to most customers while being the system's most costly service on a per unit basis.

