

Making a Business Case for Transit

Presentation to TSDAC

October 25, 2016



SIR Process

Italicized steps have been completed

- 1. SIR identified arguments and searched for available evidence for each point.*
- 2. SIR packaged the most salient points with supporting evidence for the committees' review and consideration.*
- 3. The Revenue Advisory Board helped prioritize the strongest arguments, challenged some of the supporting evidence, and pointed SIR to additional arguments and related evidence.*
- 4. SIR collected input from the Virginia Transit Association's (VTA) leadership at a VTA strategic planning retreat.*
5. Once the leading arguments are finalized and all supporting evidence is approved, SIR will package the arguments into narrative form (Word document).
6. SIR will work with all stakeholders to review and refine this narrative.
7. Portions of the final, approved narrative will be part of the draft report to the General Assembly that is scheduled for November 2016.

15

Arguments
That Make a
Business Case
for Transit

15 Arguments That Make a Business Case for Transit

Virginia's transit industry is big business —supporting jobs across Virginia.	Transit enables and supports smart growth and land use decisions.
Transit delivers a positive economic impact return for its communities.	Public investment in transit increases private investment in local real estate – a positive ROI.
Virginia's transit systems are moving Virginia's workers.	Transit service is now part of the new economic development model, a community feature that attracts and retains young professionals.
Virginia's business leaders value transit services today.	Other states and communities are investing in expanded transit systems to enhance their economic development appeal as a great place to live, work, and play.
Business leaders see transit playing an even more important role for the success of their businesses in the future.	Transit provides many other community benefits as well: reduced traffic congestion, consumer dollars that can be locally redirected, improved air quality, and mobility options for everyone.
Business leaders want even greater investment to be made in transit services.	Transit, along with other alternatives to single-occupant vehicle (SOV) travel, are needed now more than ever to help minimize the impact of the projected population growth on current congestion.
The general public wants more, and more convenient, transit service.	The majority of people all across the country and around Virginia—SOVers included—want greater investment in alternatives to SOV travel.
Transit services deliver greater mobility, and greater mobility drives higher quality of life ratings.	

15 Arguments That Make a Business Case for Transit

Virginia's transit industry is big business —supporting jobs across Virginia.	Transit enables and supports smart growth and land use decisions.
Transit delivers a positive economic impact return for its communities.	Public investment in transit increases private investment in local real estate – a positive ROI.
Virginia's transit systems are moving Virginia's workers.	Transit service is now part of the new economic development model, a community feature that attracts and retains young professionals.
Virginia's business leaders value transit services today.	Other states and communities are investing in expanded transit systems to enhance their economic development appeal as a great place to live, work, and play.
Business leaders see transit playing an even more important role for the success of their businesses in the future.	Transit provides many other community benefits as well: reduced traffic congestion, consumer dollars that can be locally redirected, improved air quality, and mobility options for everyone.
Business leaders want even greater investment to be made in transit services.	Transit, along with other alternatives to single-occupant vehicle (SOV) travel, are needed now more than ever to help minimize the impact of the projected population growth on current congestion.
The general public wants more, and more convenient, transit service.	The majority of people all across the country and around Virginia—SOVers included—want greater investment in alternatives to SOV travel.
Transit services deliver greater mobility, and greater mobility drives higher quality of life ratings.	

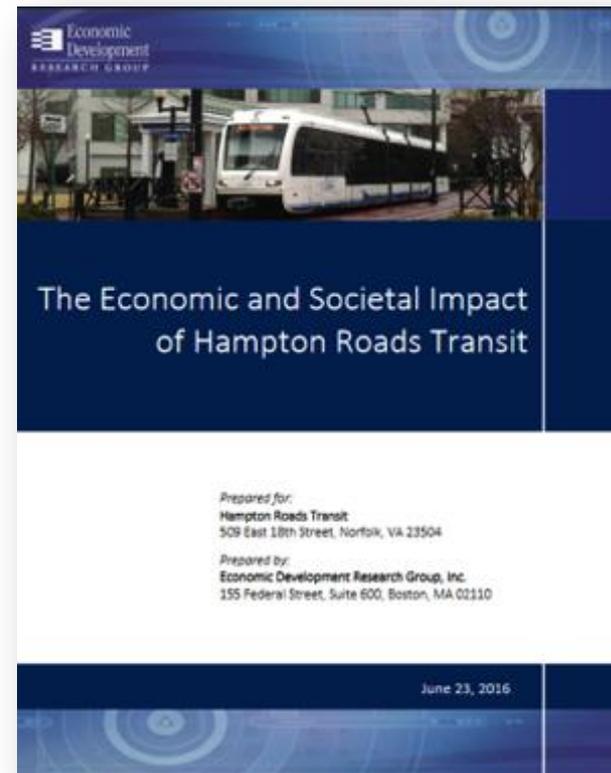
2

Transit delivers a positive economic impact return for its communities.

According to the American
Public Transportation
Association, every **\$1**
invested in public transit
generates **\$4**
in economic returns.

Hampton Roads Transit Generates **\$155.5 Million in Output**

“Overall, spending of \$100.4 million in 2015 resulted in a total within-region economic impact of \$155.5 million in output, over 1,800 jobs, and \$89.1 million in labor income within the Hampton Roads region.”



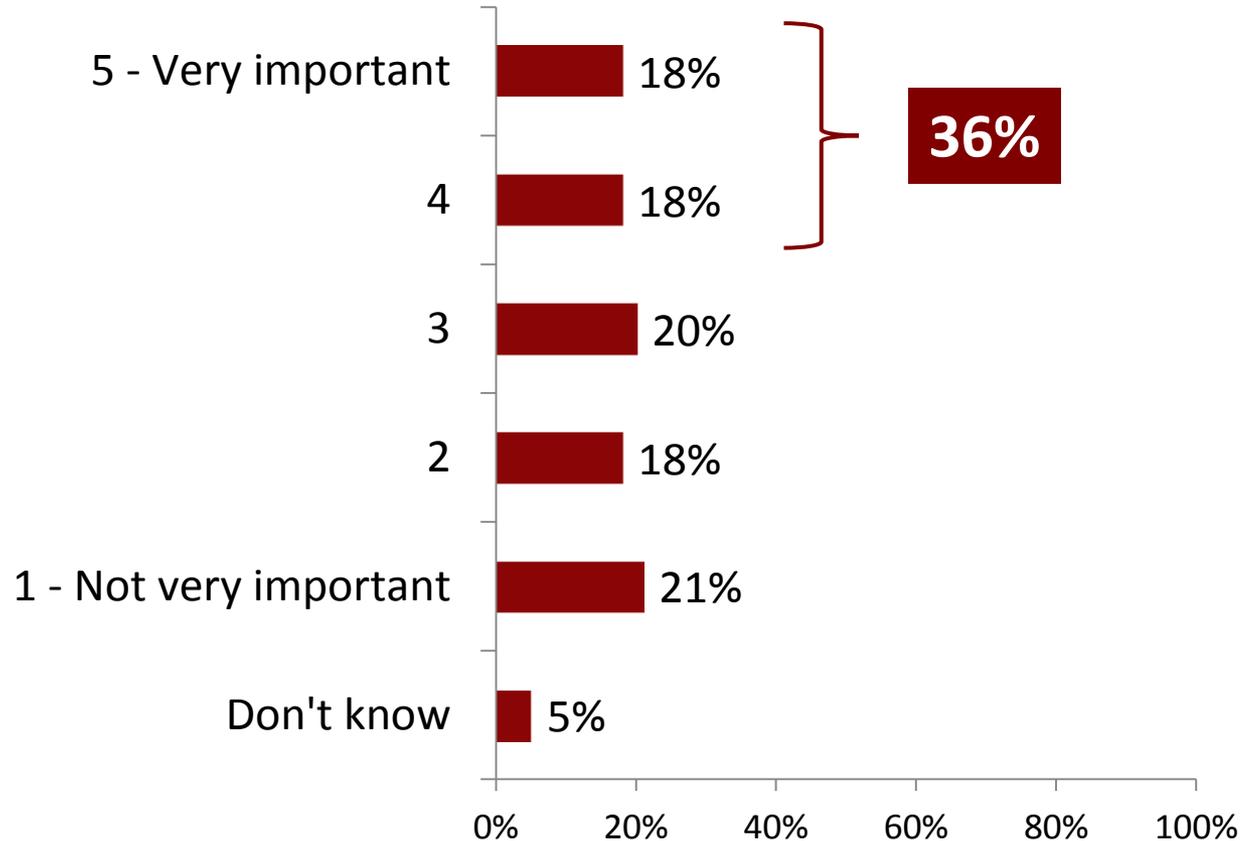
Source: *The Economic and Societal Impact of Hampton Roads Transit*

4

Virginia's business
leaders value transit
services today.

More Than a Third of Richmond Business Leaders Say Transit Is Important to the **Success of Their Business Today**

Note:
Large organizations (49%) are significantly more likely to say transit is important to their current business than small (24%) or medium-sized (33%) organizations.



n = 306

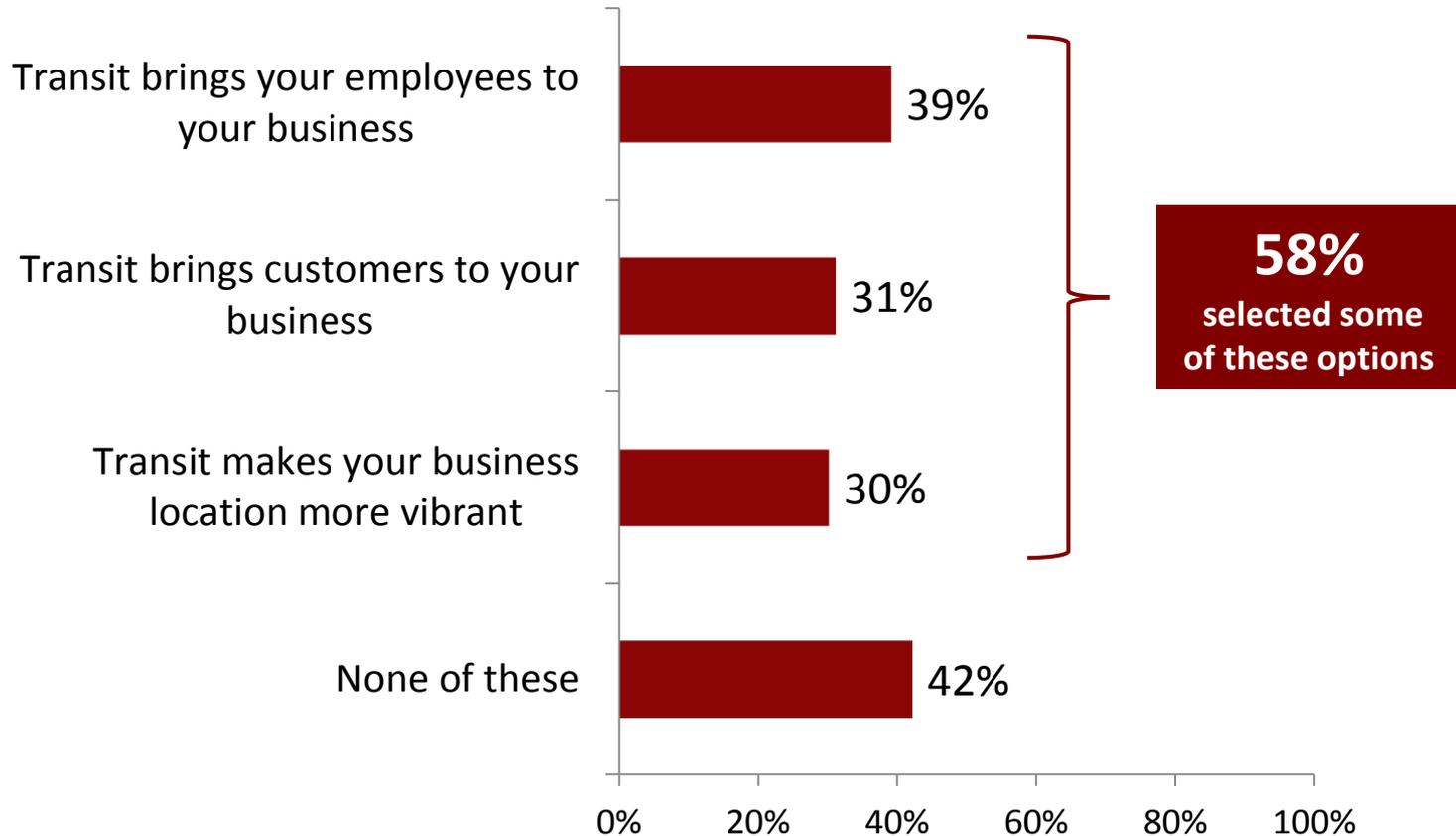
Q14. How important is access to transit service to the success of your current business?
Source: 2015 GRTC RVA Top Business Leader Study

Nearly Six in Ten Richmond Business Leaders Say Transit Helps Their Business Today

Note:
Respondents were instructed to “Check all that apply.” Therefore, percentages do not add to 100%.

Note:
Large organizations (81%) are significantly more likely to say transit plays a role in their business today than small organizations (46%) or medium-sized organizations (51%).

n = 306



Q16. What role does transit play today for your business?
Source: 2015 GRTC RVA Top Business Leader Study

We Detailed “Business Case Studies” from All Across the Commonwealth



Hampton Roads Transit Provides Desired Reliable Transportation for Gateway Employees

- Over 75% of businesses ask about the availability of public transportation when considering relocation to the Hampton Roads area.
- After Gateway computer company relocated to Hampton Roads, they requested a guaranteed bus route to the plant through Hampton Roads Transit (HRT). Today, Gateway has requested the route be extended to their distribution warehouse.



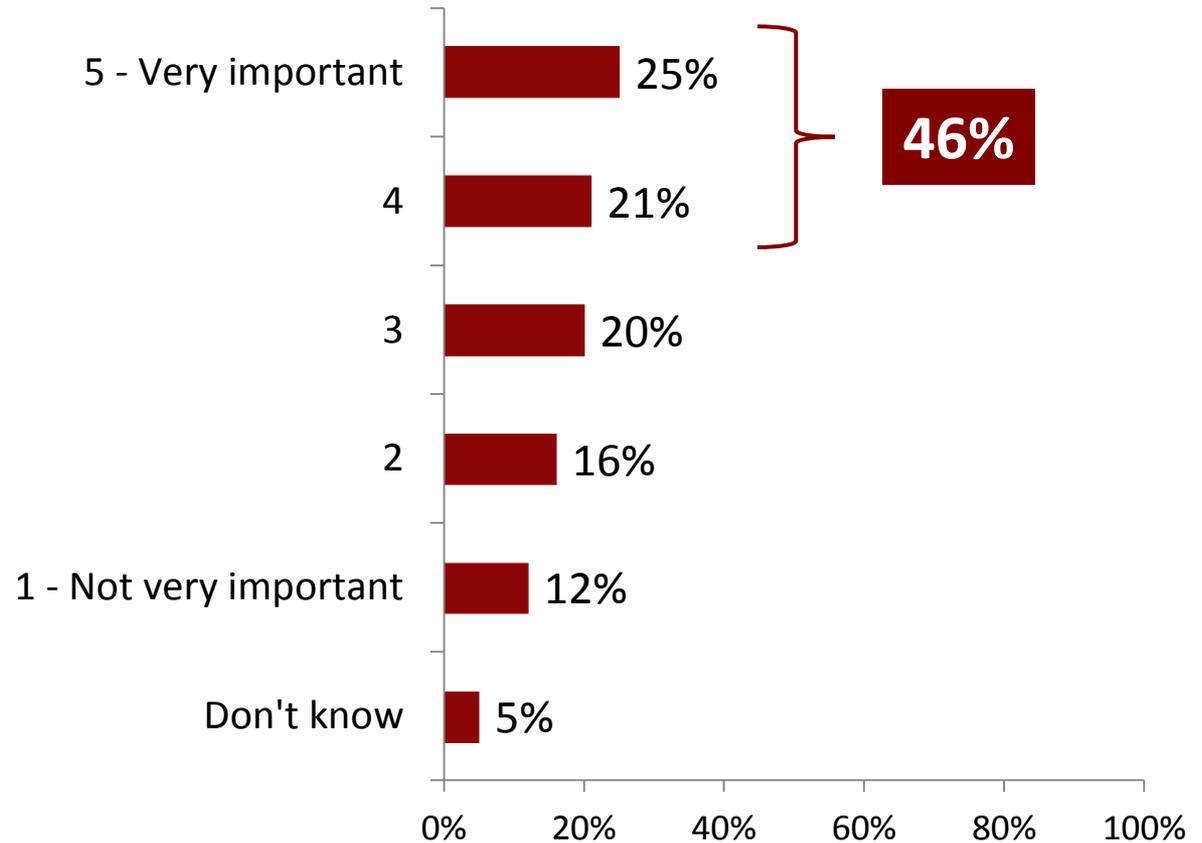
Source: HRT, <http://blog.gohrt.com/page/2>

5

Business leaders see transit playing an even more important role for the success of their businesses in the future.

Nearly Half of Richmond Business Leaders Think That Transit Service Will Be Important to the Success of Their Business **in the Future**

Note:
Large organizations (60%) are significantly more likely to say transit will be important to their business in the future than small organizations (36%).



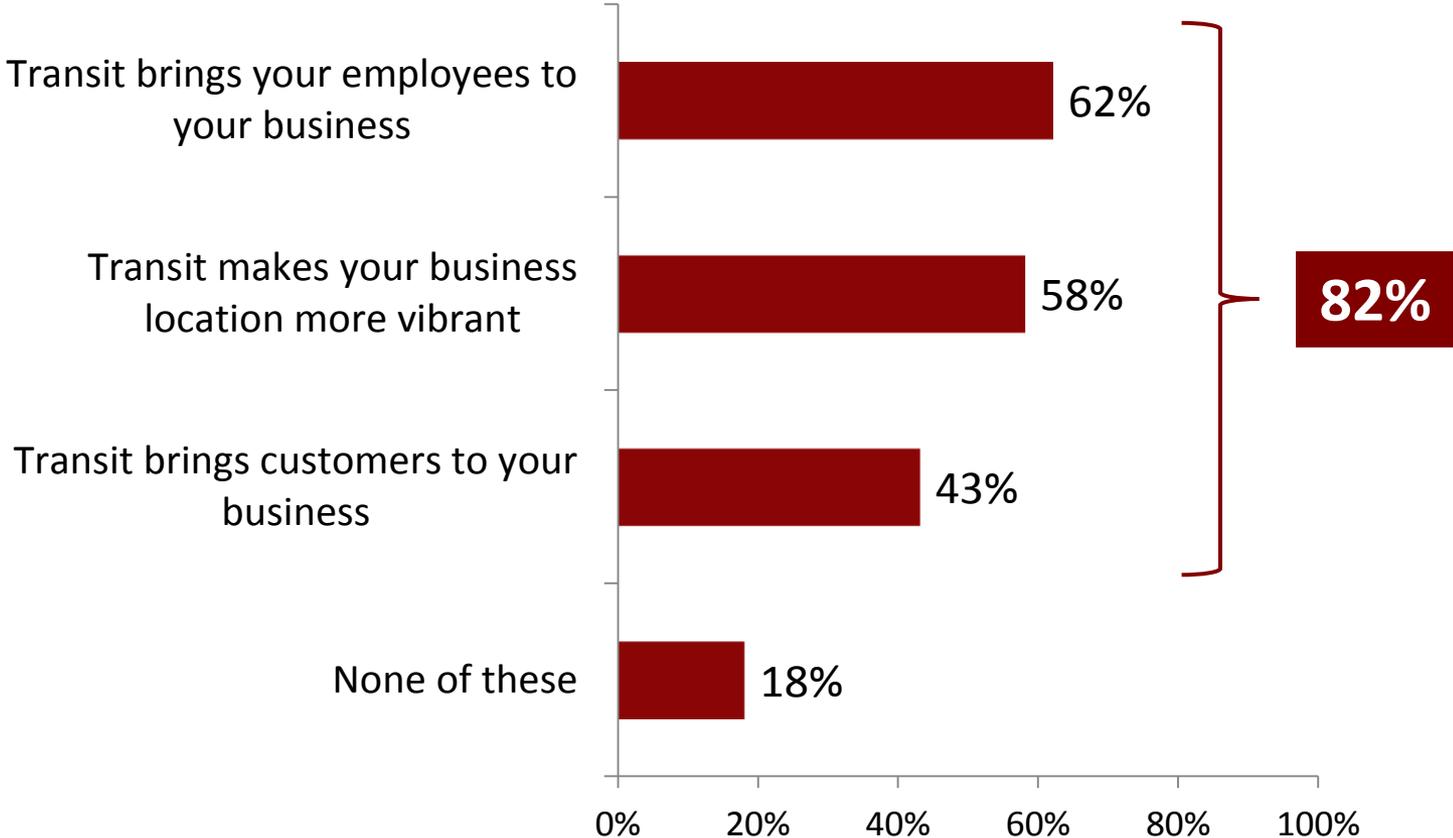
Q15. How important do you think access to transit service will be to the success of your business in the future?

Source: 2015 GRTC RVA Top Business Leader Study

Note:
Respondents were instructed to “Check all that apply.” Therefore, percentages do not add to 100%.

Note:
Similarly, large organizations (95%) are significantly more likely to say they would like transit to play a role in their business in the future than small organizations (74%) or medium-sized organizations (84%).

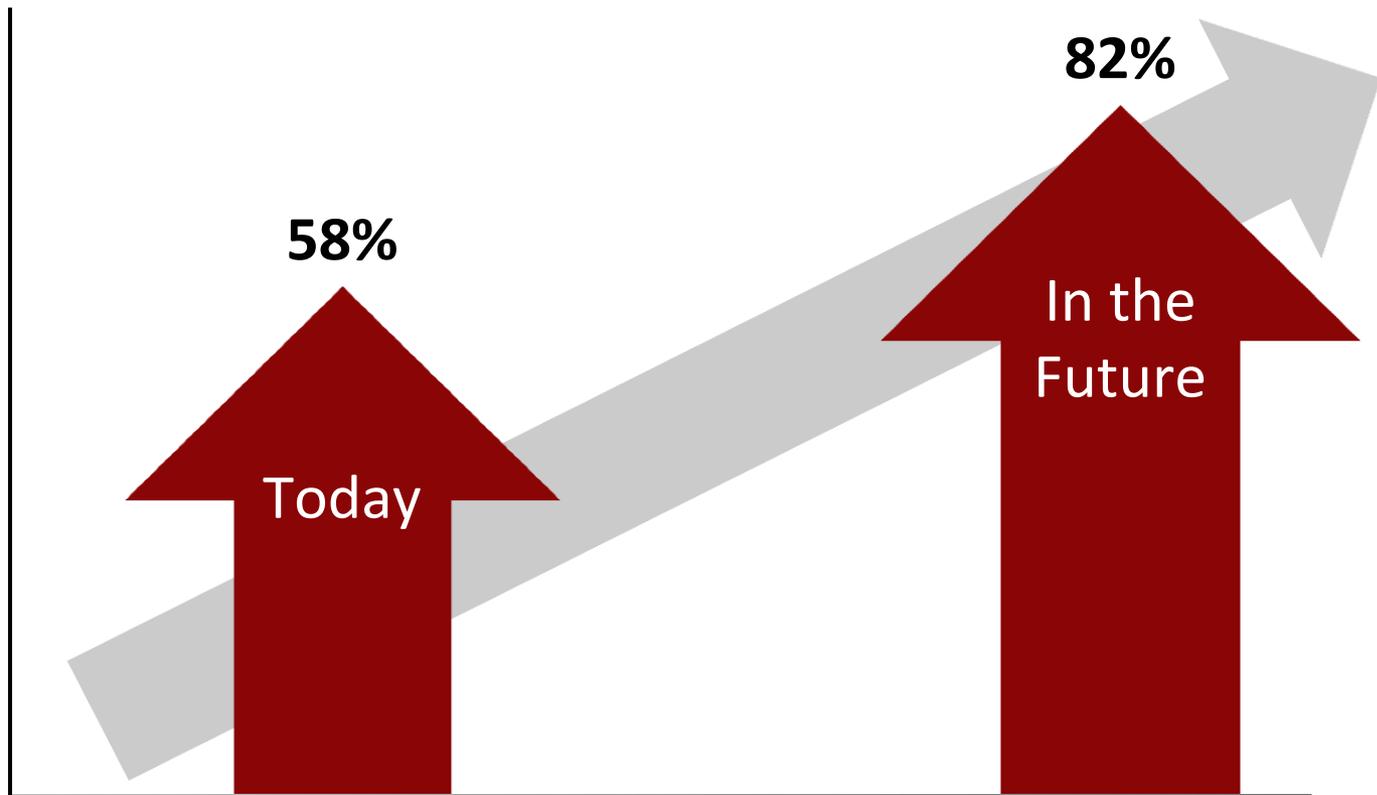
Over Eight in Ten Richmond Business Leaders Would Like Transit to Play a Part in Their Business in the Future



Q17. What role would you like transit to play for your business in the future?
Source: 2015 GRTC RVA Top Business Leader Study



Across the Richmond Community, Business Leaders Would Like Transit to Play a Bigger Part in Their Business in the Future



n = 306

Q16. What role does transit play today for your business?

Q17. What role would you like transit to play for your business in the future?

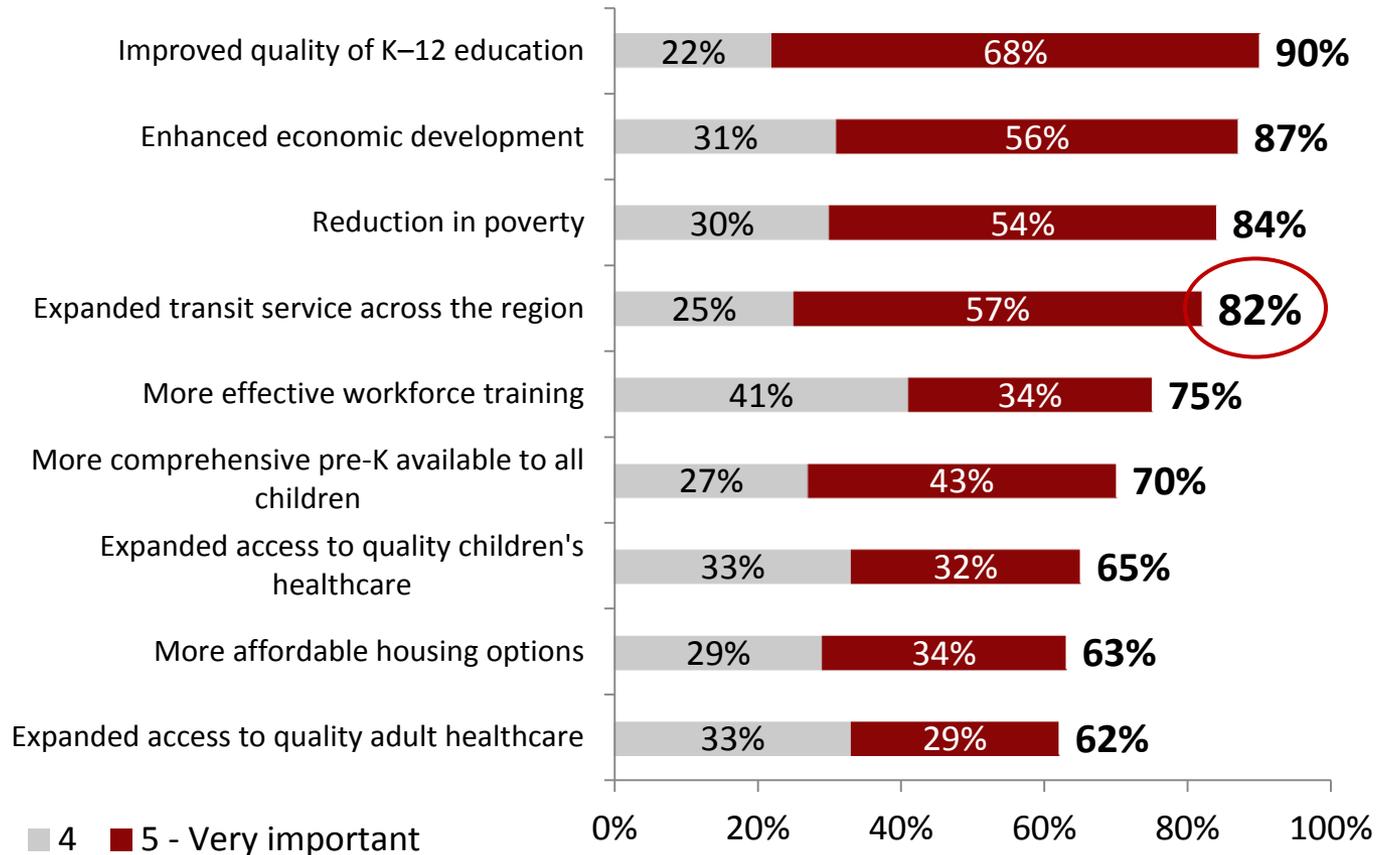
Source: 2015 GRTC RVA Top Business Leader Study

6

Consequently, business leaders want even greater investment to be made in transit services.

Note:
Nonprofits were significantly more likely to rate “expanded transit service across the region” as important compared to private or government organizations

Expansion of Transit Ranks Fourth in Important Regional Needs Among Richmond Business Leaders

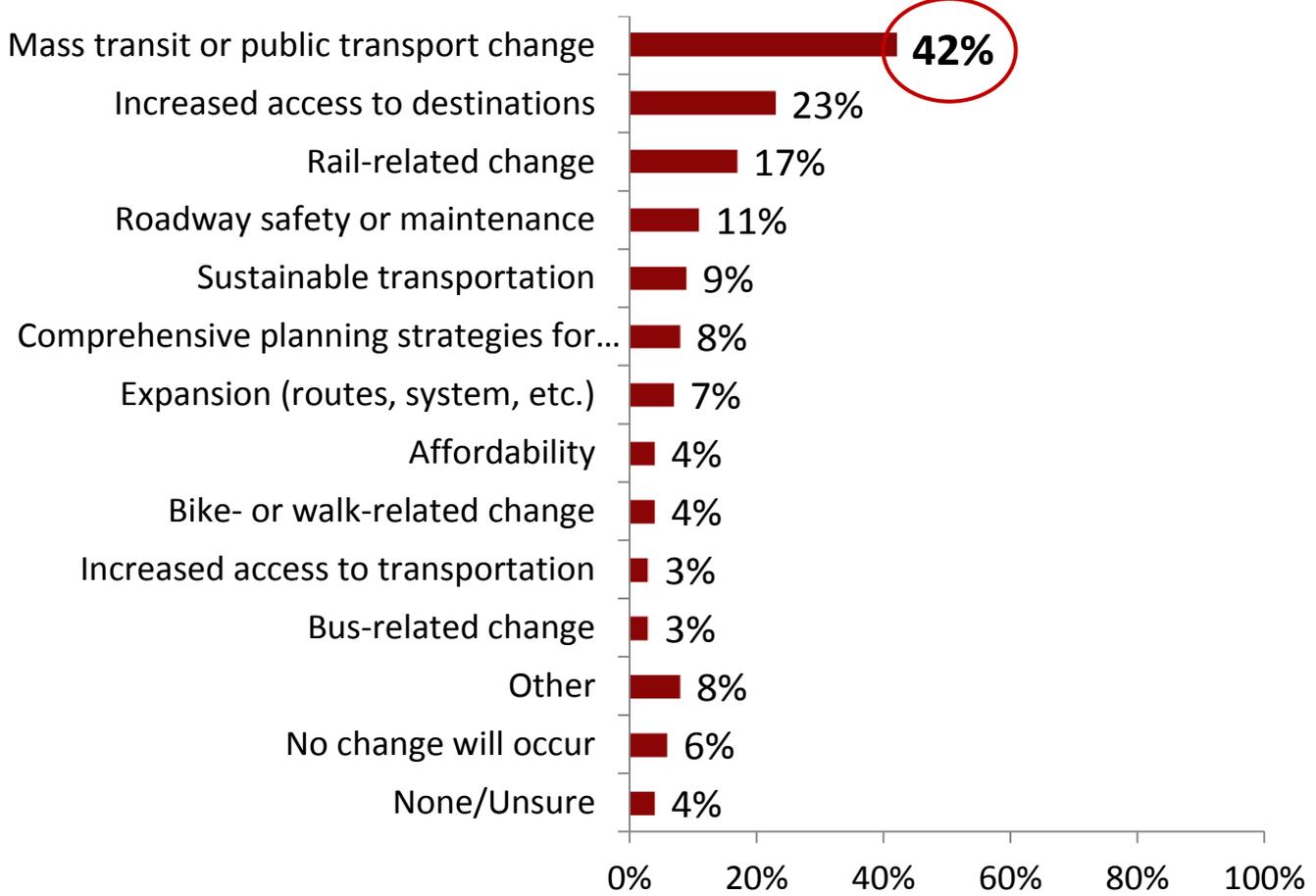


Q4. How important are each of these regional needs today?
Source: 2015 GRTC RVA Top Business Leader Study

In 2030, Richmond Business Leaders Predict That Mass Transit Will Become the Region's Greatest Transportation Need

Note:
Respondents could give multiple answers, so percentages add to more than 100%.

Note:
Nonprofits were significantly more likely to mention "mass transit or public transport change" as a future need compared to private or government organizations



Q7. What will be our region's greatest transportation-related need in 2030, fifteen years from now?
Source: 2015 GRTC RVA Top Business Leader Study



Q13. How would you distribute the \$100 among these services and needs?

Public transit service would receive the most funding.

	Total
Public transit service	\$31
Passenger train service	\$17
Sidewalks and bicycle paths	\$15
Local secondary roads such as Broad Street and Hull Street	\$12
Intercity highways such as I-95 and I-64	\$11
Local highways such as Powhite Parkway	\$8
Airport facility	\$7
TOTAL:	\$100

Note:
Nonprofits would
be the most
generous to public
transit service.

This Is True Across All Business Sectors

	Total	Private	Nonprofit	Government	Other
Public transit service	\$31	\$26	\$37	\$27	\$40
Passenger train service	\$17	\$17	\$18	\$14	\$16
Sidewalks and bicycle paths	\$15	\$16	\$16	\$11	\$14
Local secondary roads such as Broad Street and Hull Street	\$12	\$12	\$10	\$16	\$9
Intercity highways such as I-95 and I-64	\$11	\$11	\$9	\$15	\$11
Local highways such as Powhite Parkway	\$8	\$10	\$5	\$12	\$4
Airport facility	\$7	\$8	\$5	\$5	\$5
TOTAL:	\$100	\$100	\$100	\$100	\$100

Q13. How would you distribute the \$100 among these services and needs?
Source: 2015 GRTC RVA Top Business Leader Study

Business Leader Support for **Public Transit Service** Almost Doubled from the 2009 Level

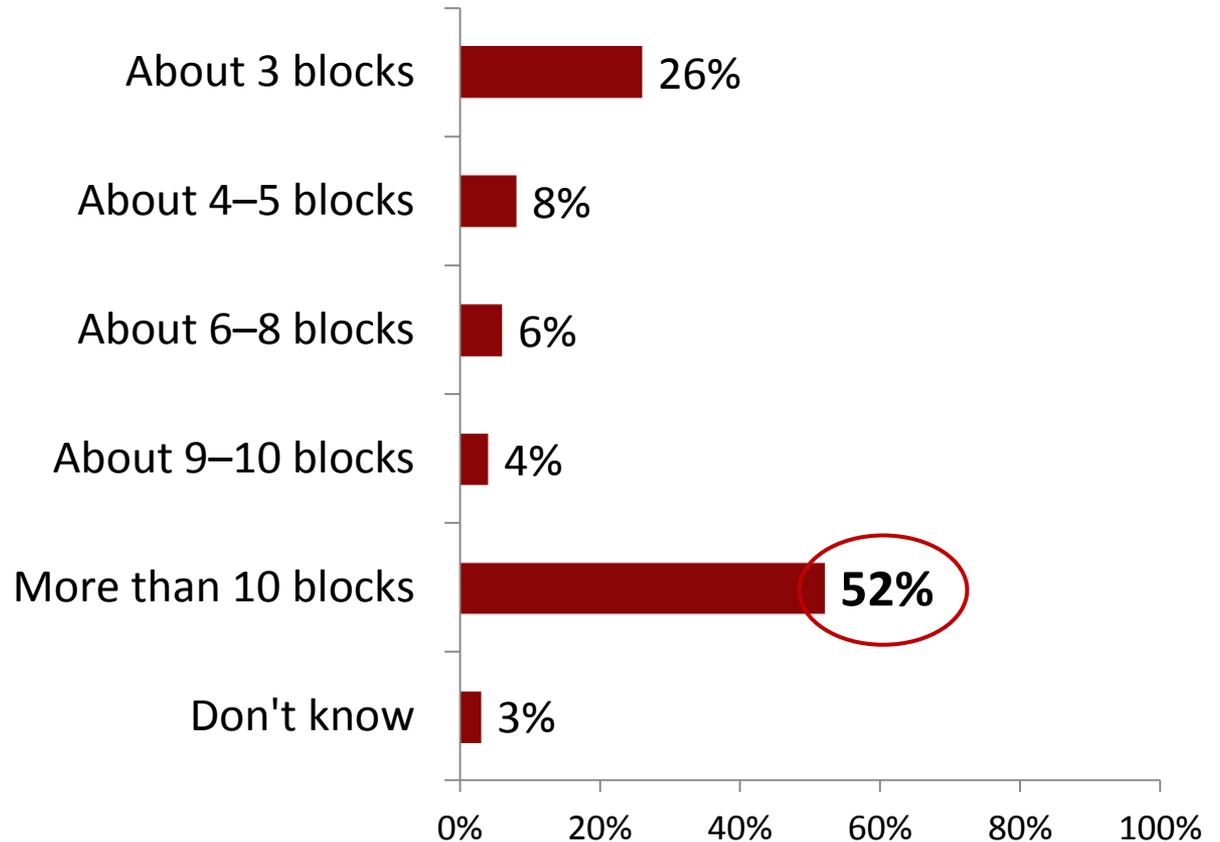
	2005	2009	2015
Public transit service	\$13	\$17	\$31
Passenger train service	\$15	\$13	\$17
Sidewalks and bicycle paths	\$8	\$10	\$15
Local secondary roads such as Broad Street and Hull Street	\$18	\$17	\$12
Intercity highways such as I-95 and I-64	\$18	\$19	\$11
Local highways such as Powhite Parkway	\$17	\$15	\$8
Airport facility	\$12	\$7	\$7
TOTAL:	\$100	\$100	\$100

Q13. How would you distribute the \$100 among these services and needs?

7

The general public wants more, and more convenient, transit service.

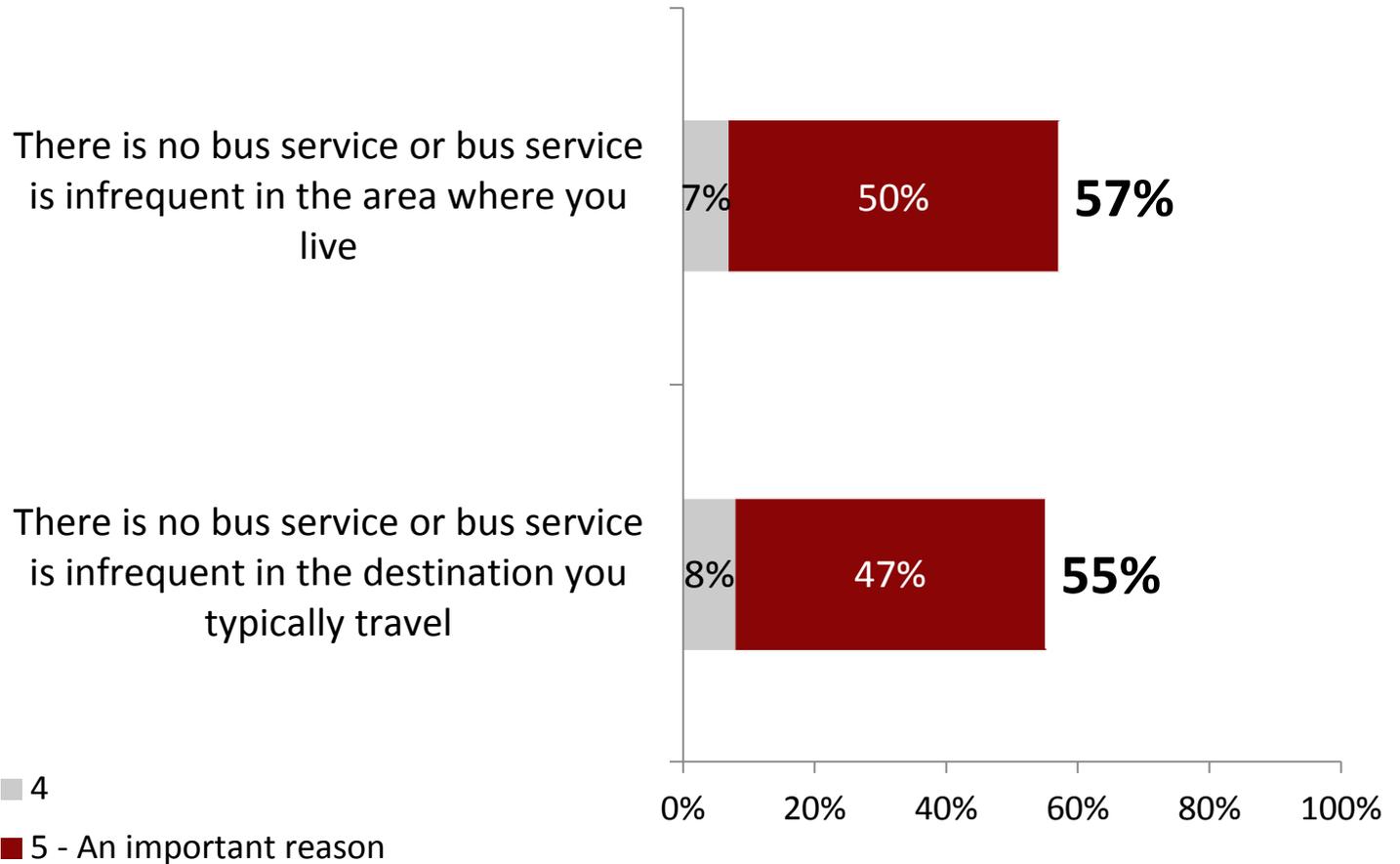
Half of Residents Live More than One Mile from a GRTC Bus Stop



Source: 2015 GRTC RVA Resident and Prospective Rider Study

Q18. How close is this GRTC bus stop to your home?

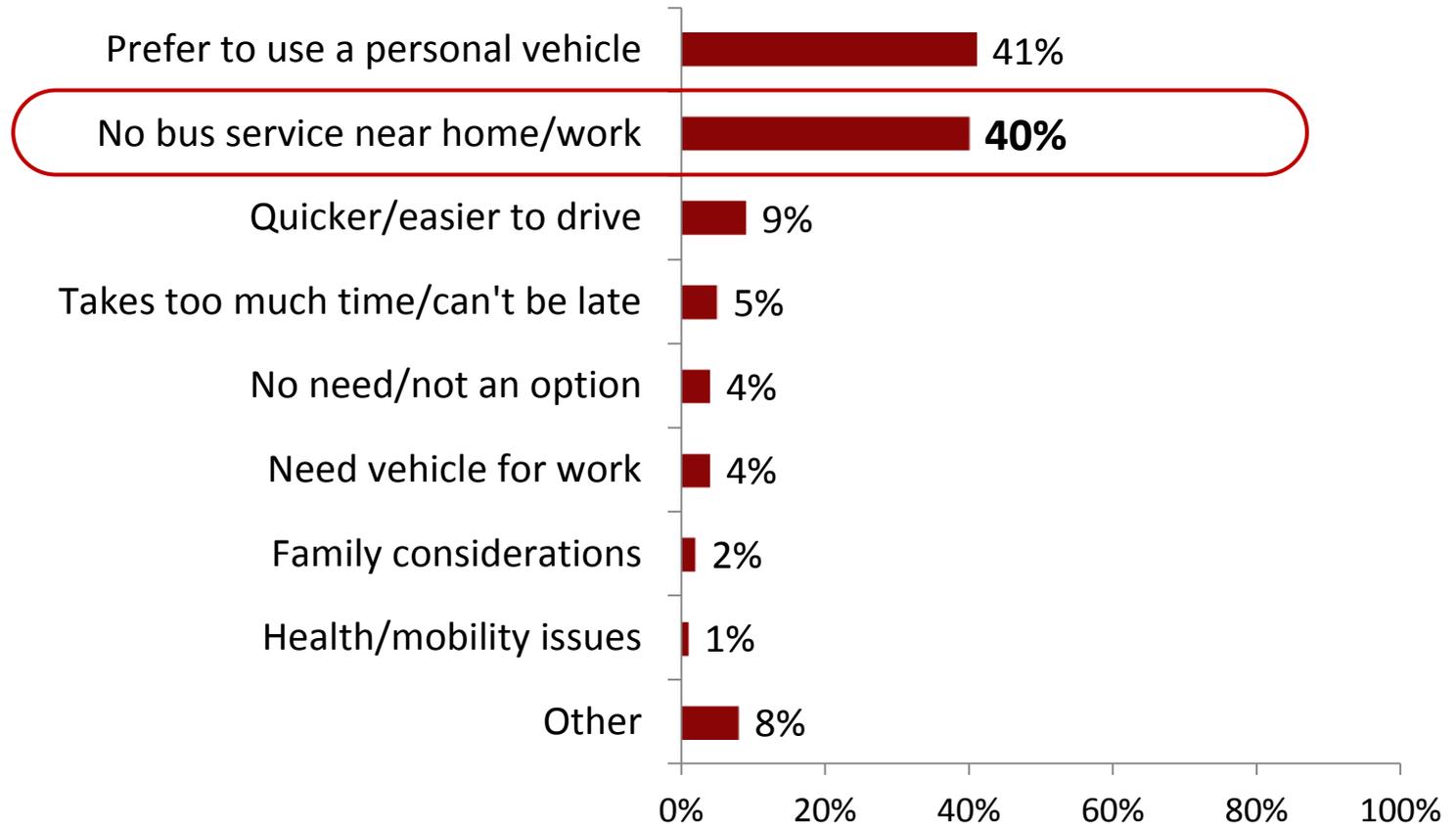
Lack of Bus Service and Infrequent Bus Service Are the Most Important Reasons Residents Do Not Ride or Do Not Ride Regularly



Source: 2015 GRTC RVA Resident and Prospective Rider Study

Q33. How important is each of the following as a reason you do not ride the bus or do not ride it regularly:

40% of Non-Riders Reported They Don't Ride the Bus Because Bus Service Isn't Available in Areas They Travel

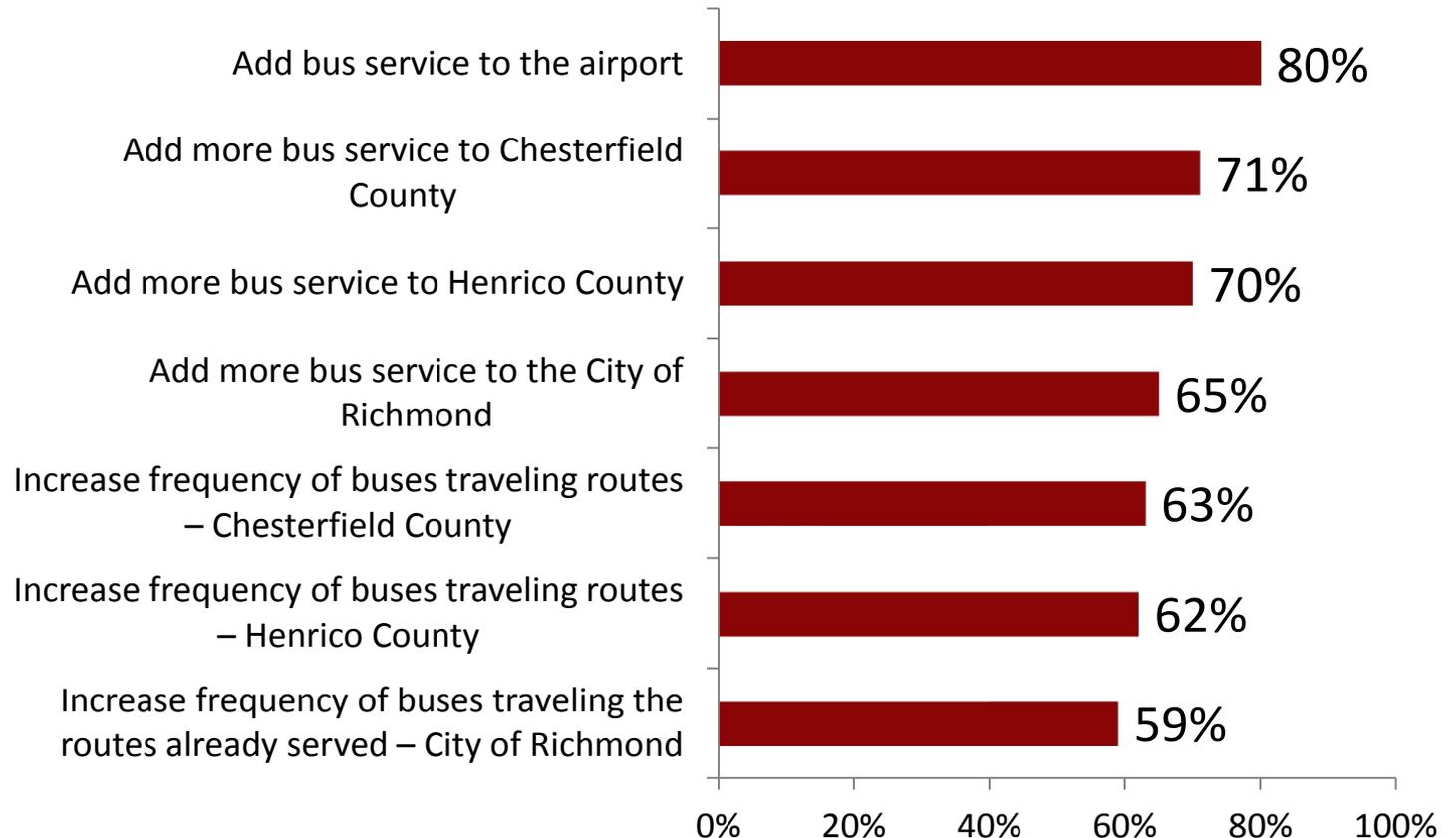


Source: 2015 GRTC RVA Resident and Prospective Rider Study

Q22. You indicated that you do not typically ride a GRTC bus. Why do you not ride the bus?

The Majority of the Richmond Region's Residents Support Improving or Expanding GRTC's Bus Services Across The Region

Values shown are total proportion rating importance a "4" or "5" on a 5-point scale.



Source: 2015 GRTC RVA Resident and Prospective Rider Study

n = 2,000

Q28. To what extent would you support each of the following types of expansion or improvement of GRTC bus service?

Source: 2015 GRTC RVA Resident and Prospective Rider Study

There Is High Support for Expanded GRTC Service Among Both City And County Residents

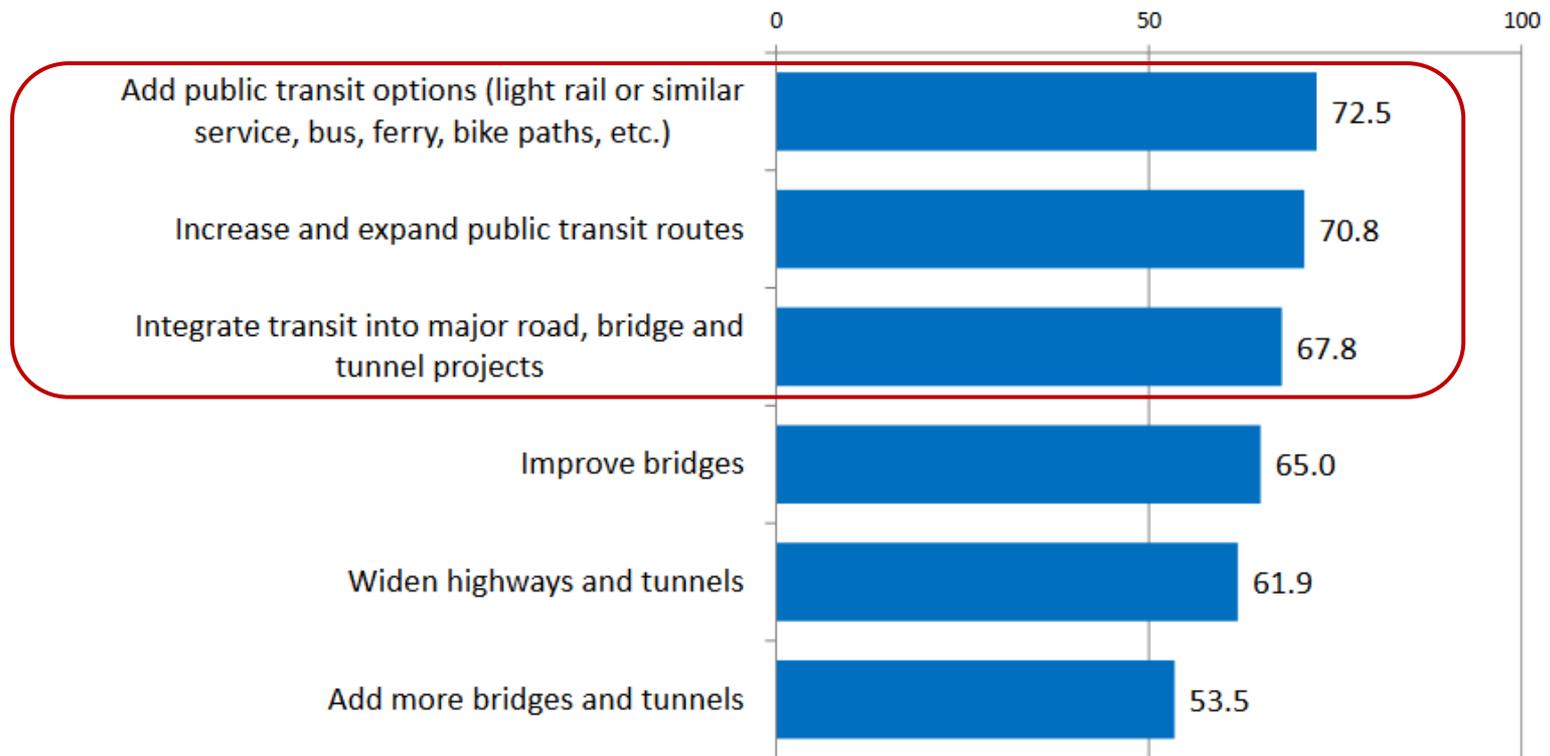
	Total	City of Richmond Residents	Henrico County Residents	Chesterfield County Residents
Add more bus service to Chesterfield County	71%	74%	63%	77%
Add more bus service to Henrico County	70%	79%	78%	56%
Add more bus service to the City of Richmond	65%	76%	65%	57%

Source: 2015 GRTC RVA Resident and Prospective Rider Study

Q28. To what extent would you support each of the following types of expansion or improvement of GRTC bus service?

Hampton Roads Residents Feel Improvements in Public Transit Should Be the Highest Transportation-related Priorities

How much of a priority are the following transportation improvements?
(0 = Not a priority, 100 = Highest priority)

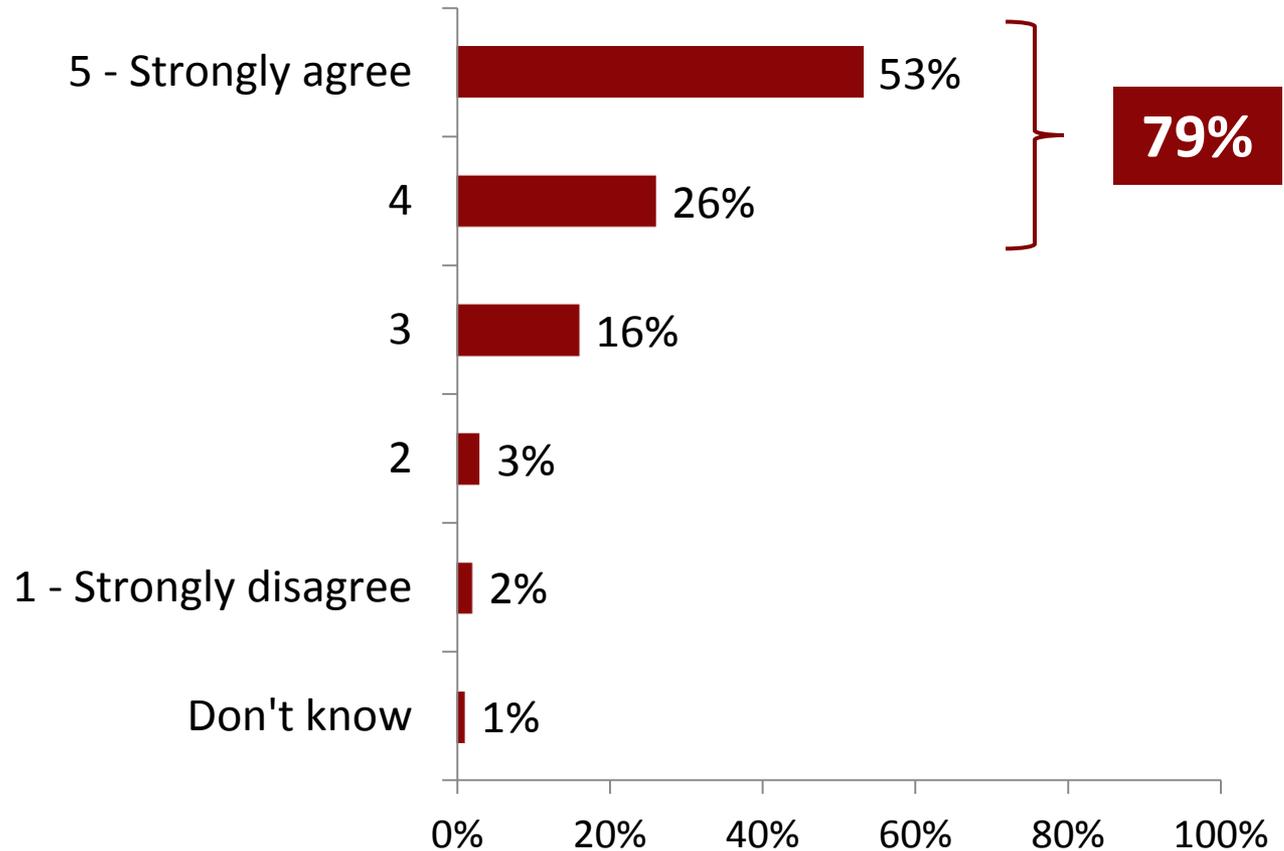


Source: 2014 Connect Hampton Roads Survey

8

Transit services deliver greater mobility, and greater mobility drives higher quality of life ratings.

More than Three Quarters of Residents Believe That Bus Service Improves the Overall Quality of Life of Residents Living in the Richmond Region



n = 2,000

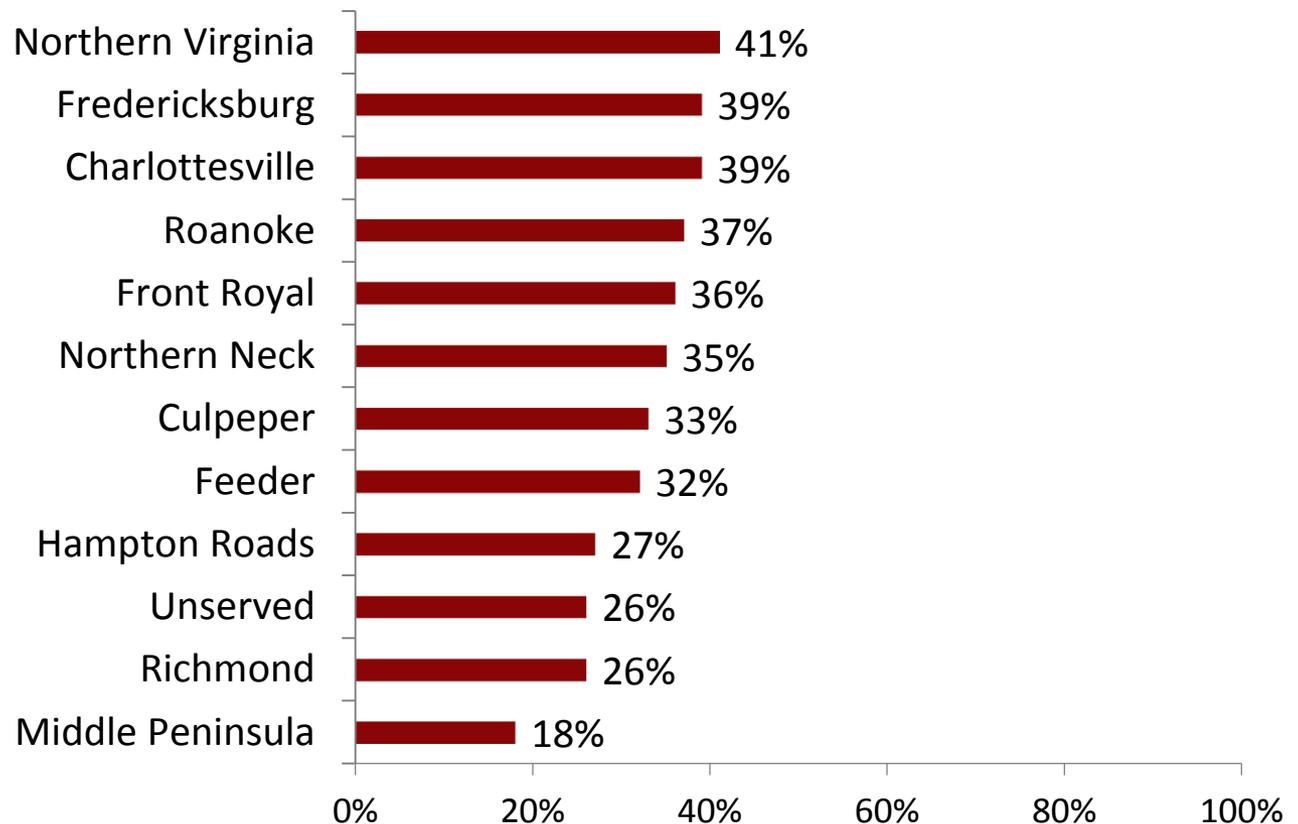
Q30. How much do you agree or disagree with the following statement: Bus service improves the overall quality of life of residents living in our region.

Source: 2015 GRTC RVA Resident and Prospective Rider Study

The Highest Levels of Satisfaction with the **Transportation System** in Their Area Are Posted for Northern Virginia, Fredericksburg, and Charlottesville

Values shown are total proportion rating their satisfaction a “4” or “5” on a 5-point scale, where “5” means “very satisfied.”

Northern Virginia
n = 2,777
Fredericksburg
n = 253
Charlottesville
n = 117
Roanoke
n = 105
Northern Neck
n = 77
Front Royal
n = 116
Culpeper
n = 101
Feeder
n = 135
Hampton Roads
n = 254
Unserved
n = 129
Richmond
n = 257
Middle Peninsula
n = 81

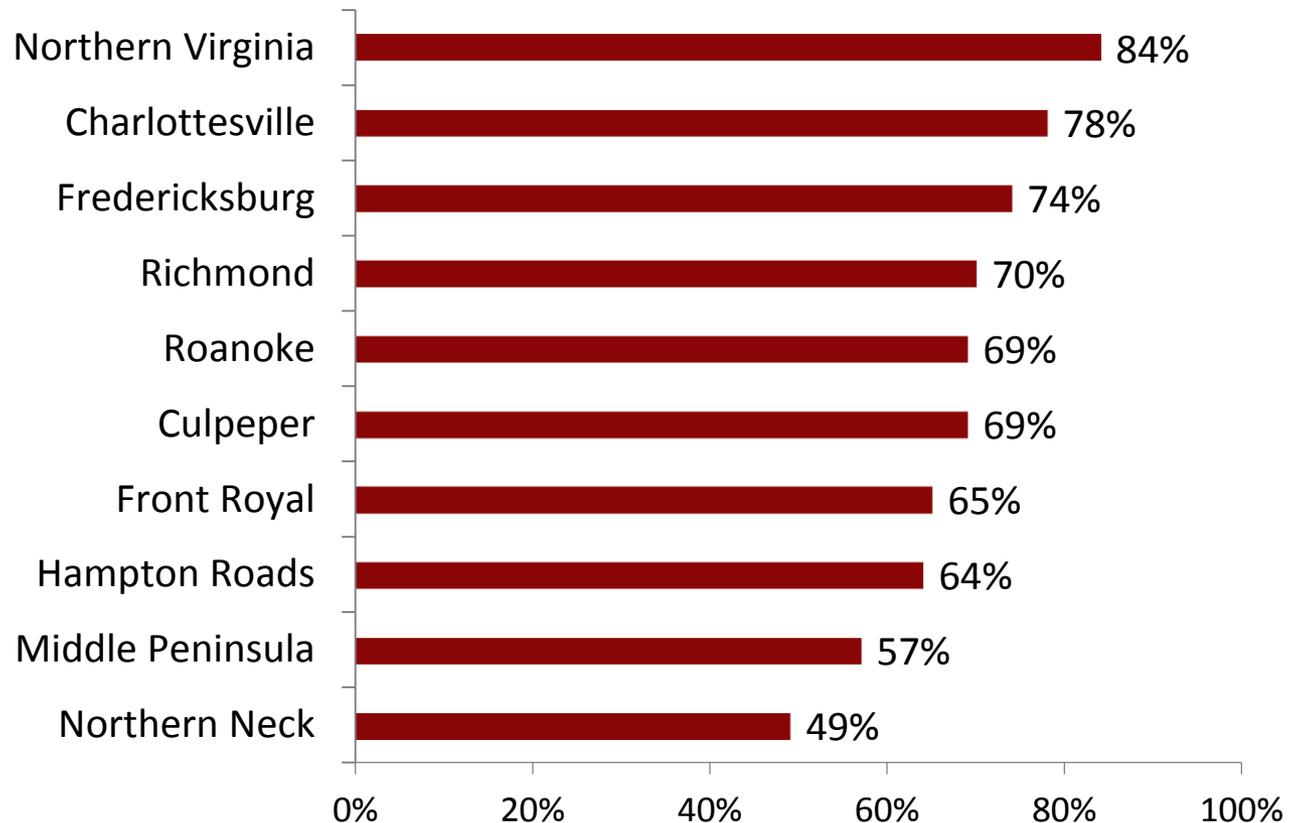


2015 Telephone Q56e: How satisfied are you with the transportation system in the [HOME] region?
Source: 2015 DRPT Statewide Mobility Survey

The Highest Levels of Satisfaction with the Quality of Life in Their Area Are Also for Northern Virginia, Charlottesville, and Fredericksburg

Values shown are total proportion rating their satisfaction a “4” or “5” on a 5-point scale, where “5” means “excellent quality of life.”

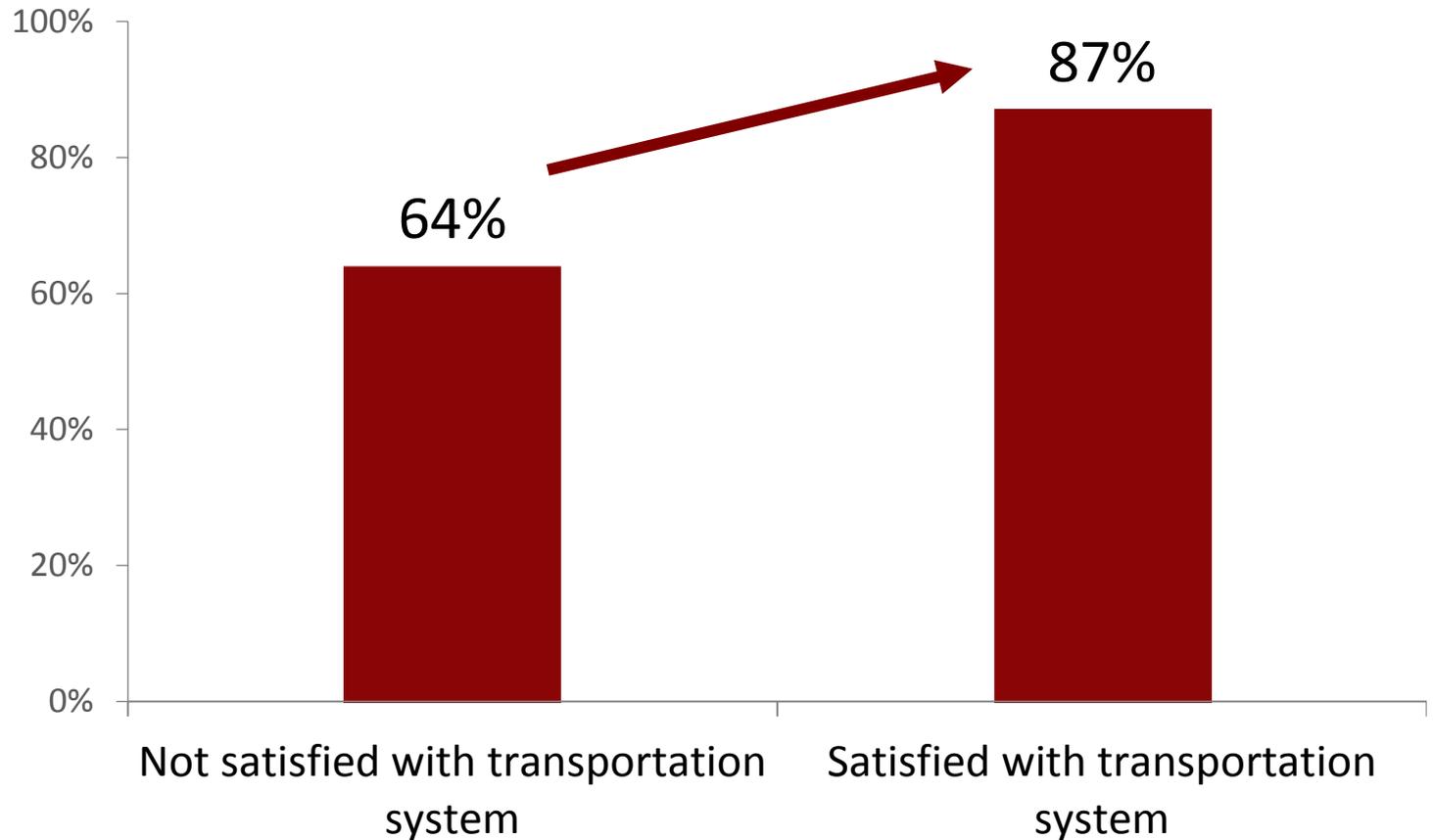
- Northern Virginia
n = 1,303
- Fredericksburg
n = 418
- Charlottesville
n = 255
- Roanoke
n = 245
- Northern Neck
n = 239
- Front Royal
n = 271
- Culpeper
n = 235
- Hampton Roads
n = 567
- Richmond
n = 585
- Middle Peninsula
n = 222



2015 Telephone Q56d1: Overall, how would you rate the quality of life in the area where you live?
 Source: 2015 DRPT Statewide Mobility Survey

Those Who Are Satisfied with the Transportation System in the Area Where They Live Are More Likely to Rate Quality of Life Favorably

Proportions are those who rated the quality of life in the area where they live a "4" or "5" on a 1-5 scale, where "5" means "excellent."



Not satisfied with transportation system
n = 1,069

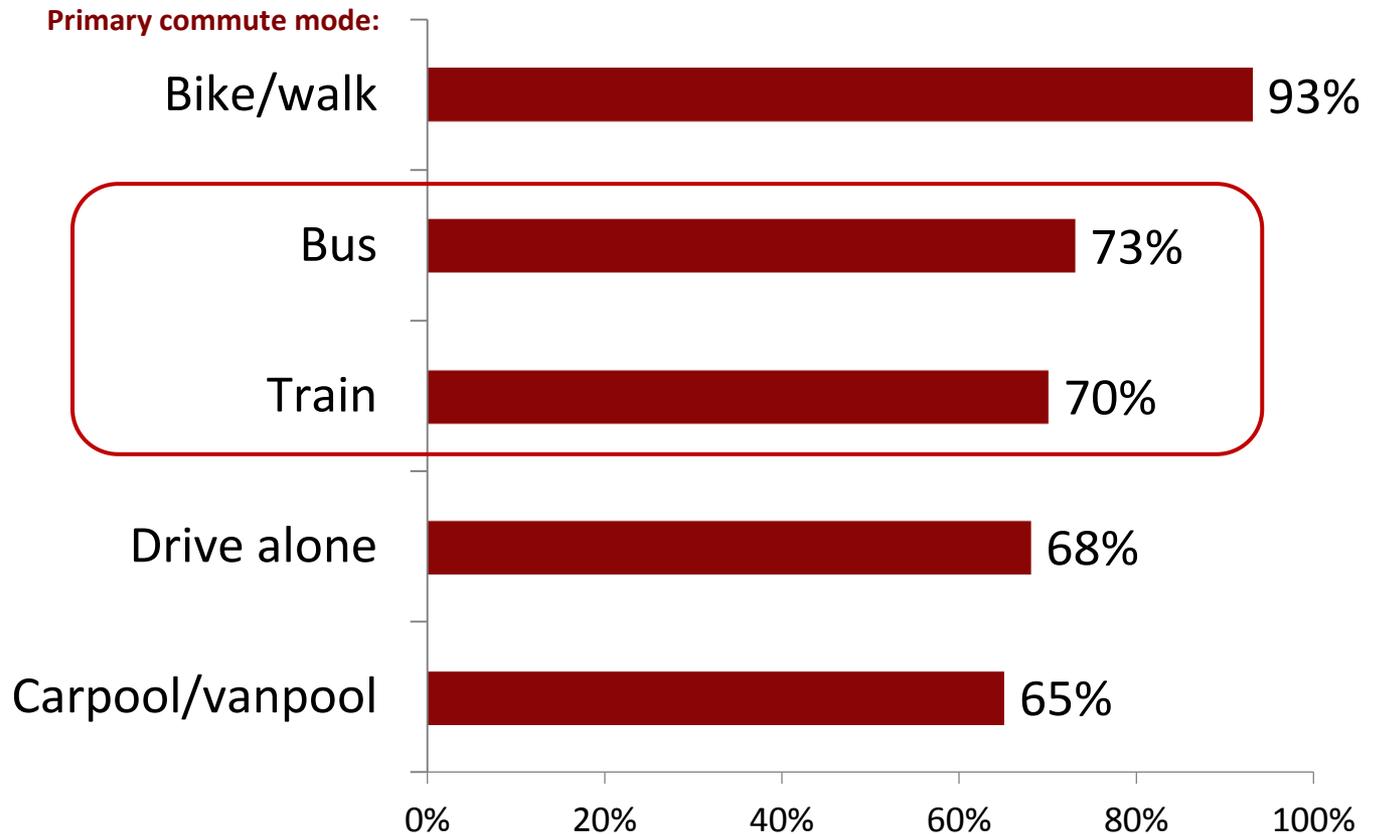
Satisfied with transportation system
n = 3,185

2015 Telephone Q56d1: Overall, how would you rate the quality of life in the area where you live?
2015 Telephone Q56e: How satisfied are you with the transportation system in the [HOME] region?
Source: 2015 DRPT Statewide Mobility Survey

Guess who's more
satisfied with their
work commute and
transportation system?

Those Who Bike/Walk or Commute by Bus or Train Are More Likely to Be Satisfied with Their Trip to Work

Values shown are total proportion rating their satisfaction a “4” or “5” on a 5-point scale, where “5” means “very satisfied.”



Bike/walk
n = 98

Bus
n = 183

Train
n = 362

Drive alone
n = 3563

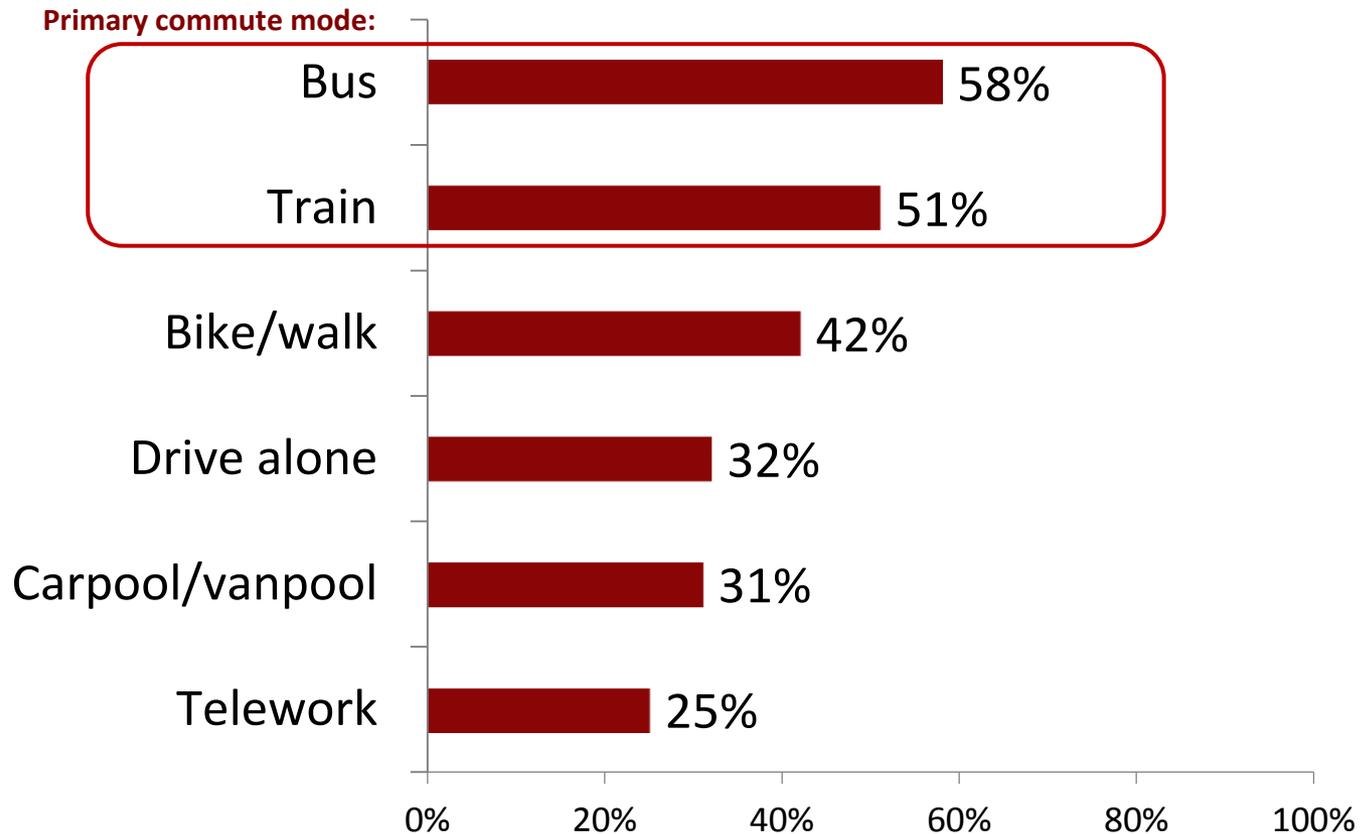
Carpool/vanpool
n = 312

Excludes “don’t
knows”

2007 Telephone Q56f: Overall, how satisfied are you with your trip to work?
Source: 2015 DRPT Statewide Mobility Survey

Those Who Commute by Bus and Train Are More Likely to Be Satisfied with the Transportation System

Values shown are total proportion rating their satisfaction a “4” or “5” on a 5-point scale, where “5” means “very satisfied.”



Bus
n = 183
Train
n = 358
Bike/walk
n = 93
Drive alone
n = 3,278
Carpool/vanpool
n = 290
Telework
n = 134
Excludes “don’t
knows”

2015 Telephone Q56e: How satisfied are you with the transportation system in the [HOME] region?
Source: 2015 DRPT Statewide Mobility Survey

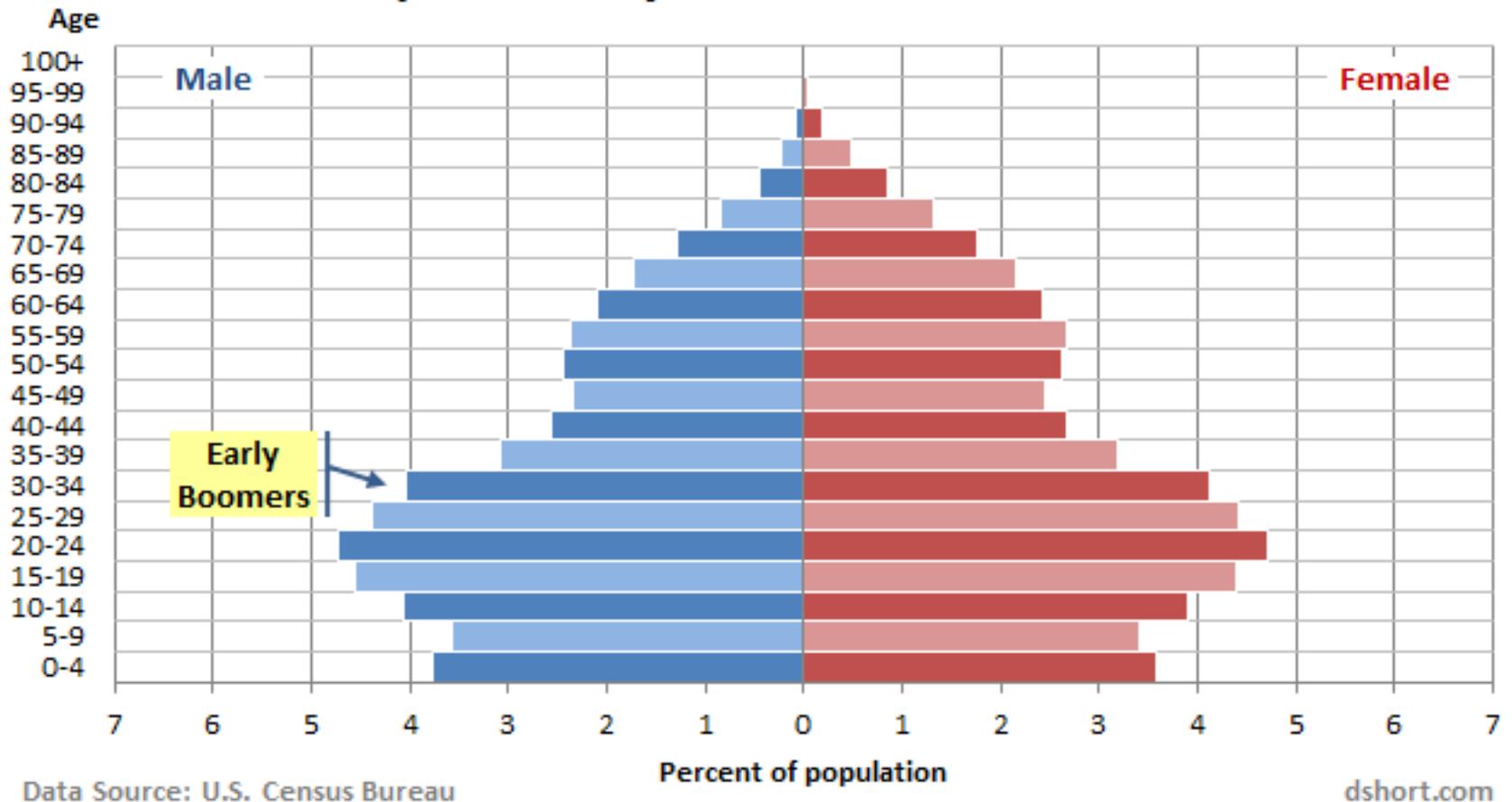
11

Transit service is now part of the new economic development model, a community feature that attracts and retains young professionals. Today, most corporate relocations are following young people.

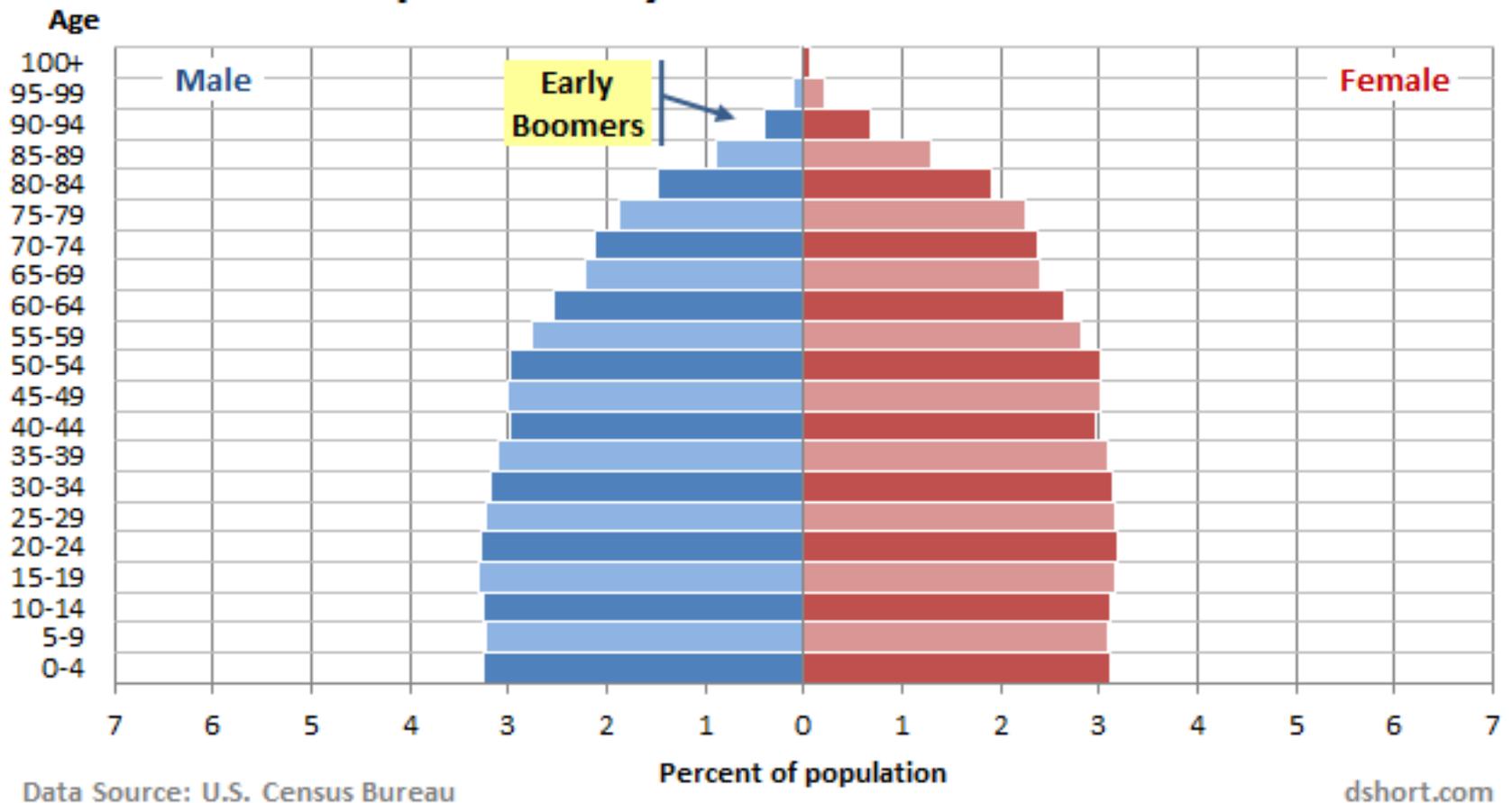
A nighttime photograph of a city skyline, likely Singapore, featuring several illuminated skyscrapers and a prominent fountain in the foreground. The lights from the buildings and fountain are reflected in the water. The text "Cities in the Future: Winners or Losers" is overlaid in large white font.

Cities in the Future:
Winners
or
Losers

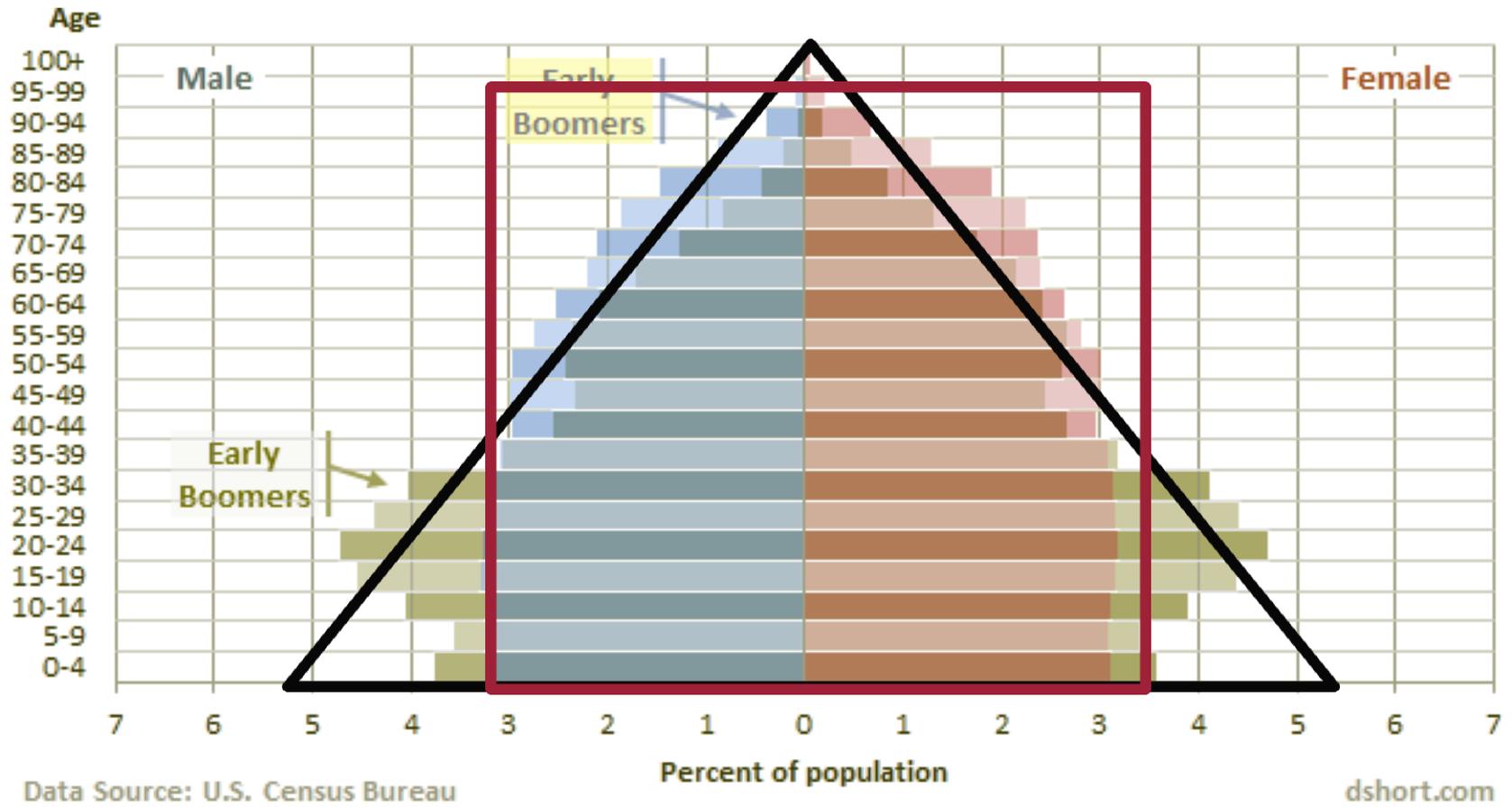
1981 Population Pyramid for the United States



2041 Population Pyramid for the United States



1981 vs. 2041





Old Age

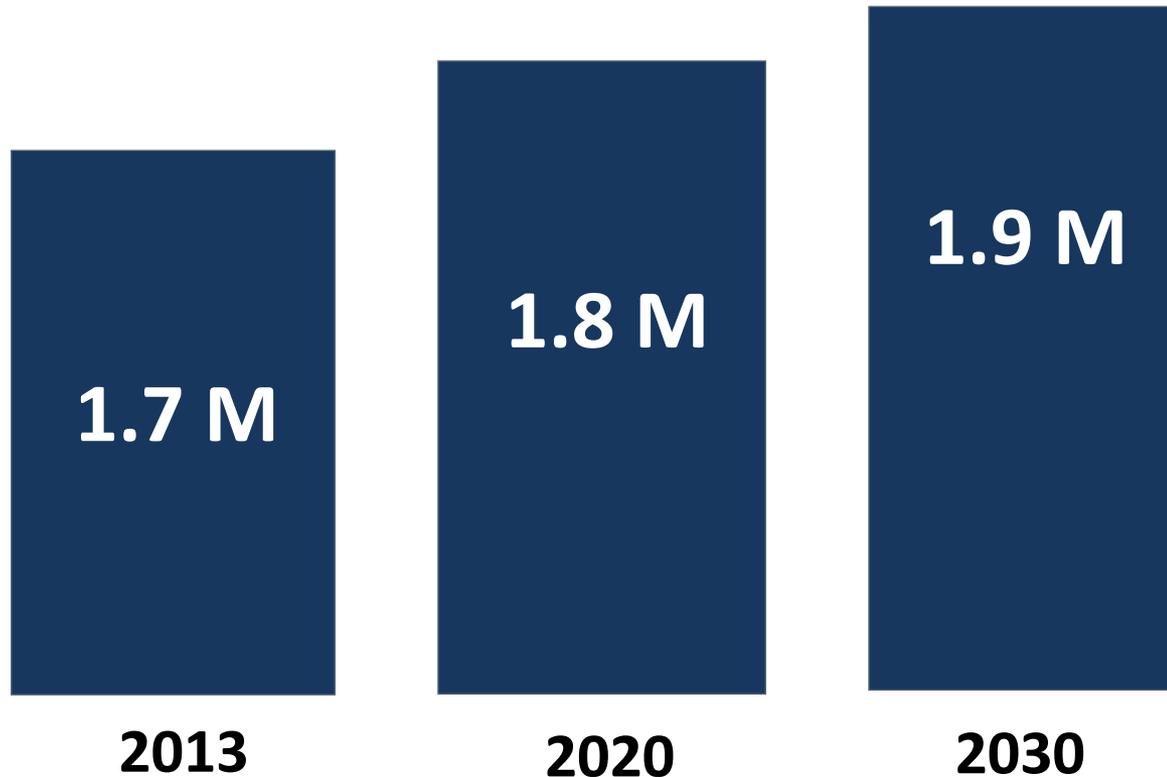
Midlife

Young Adult

Youth

Hampton Roads PDC

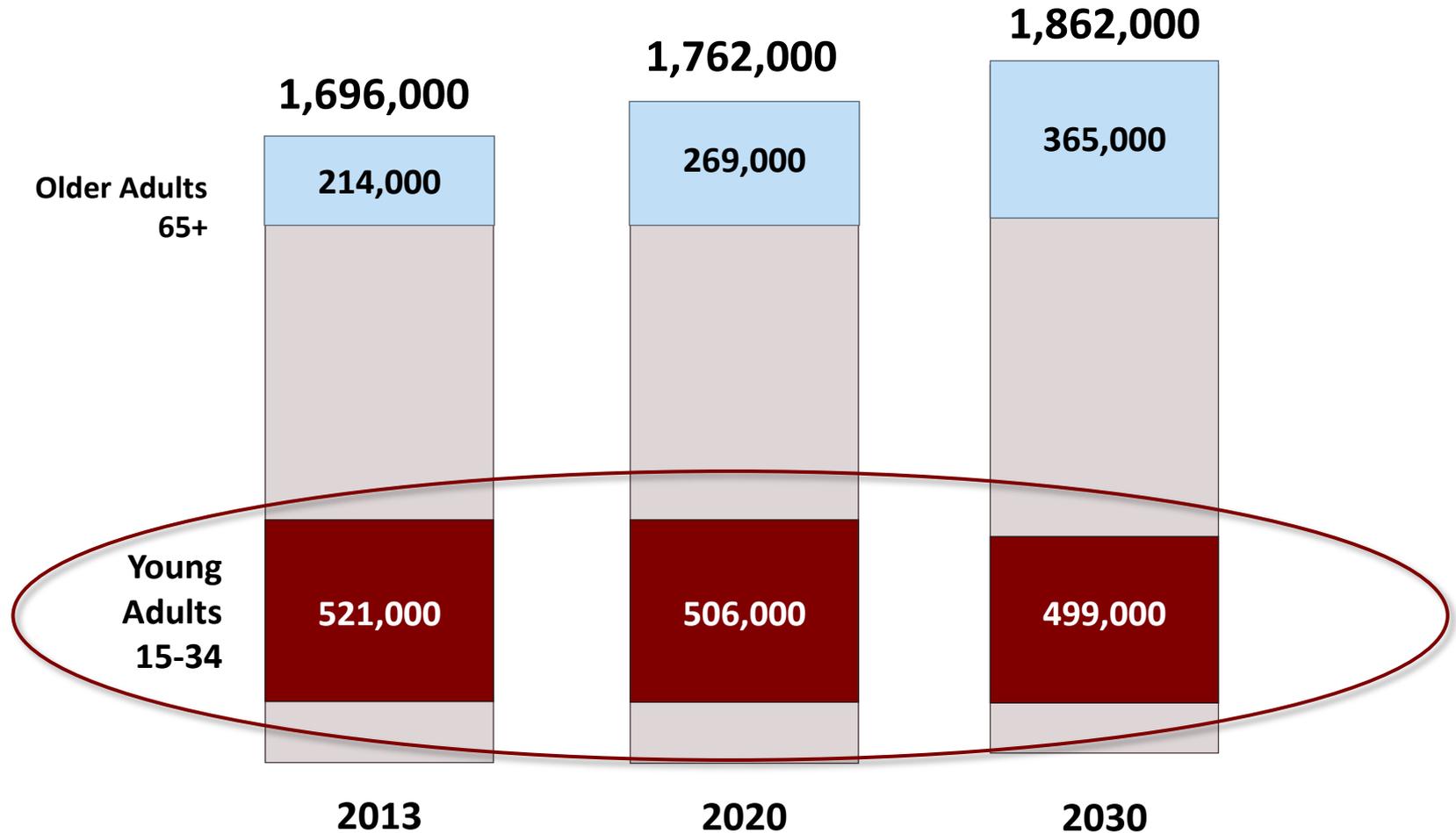
Expected Population Growth



Source: Weldon Cooper Center for Public Service, Demographics & Workforce Group,
www.coopercenter.org/demographics, University of Virginia.

Hampton Roads PDC

Population Growth and Composition

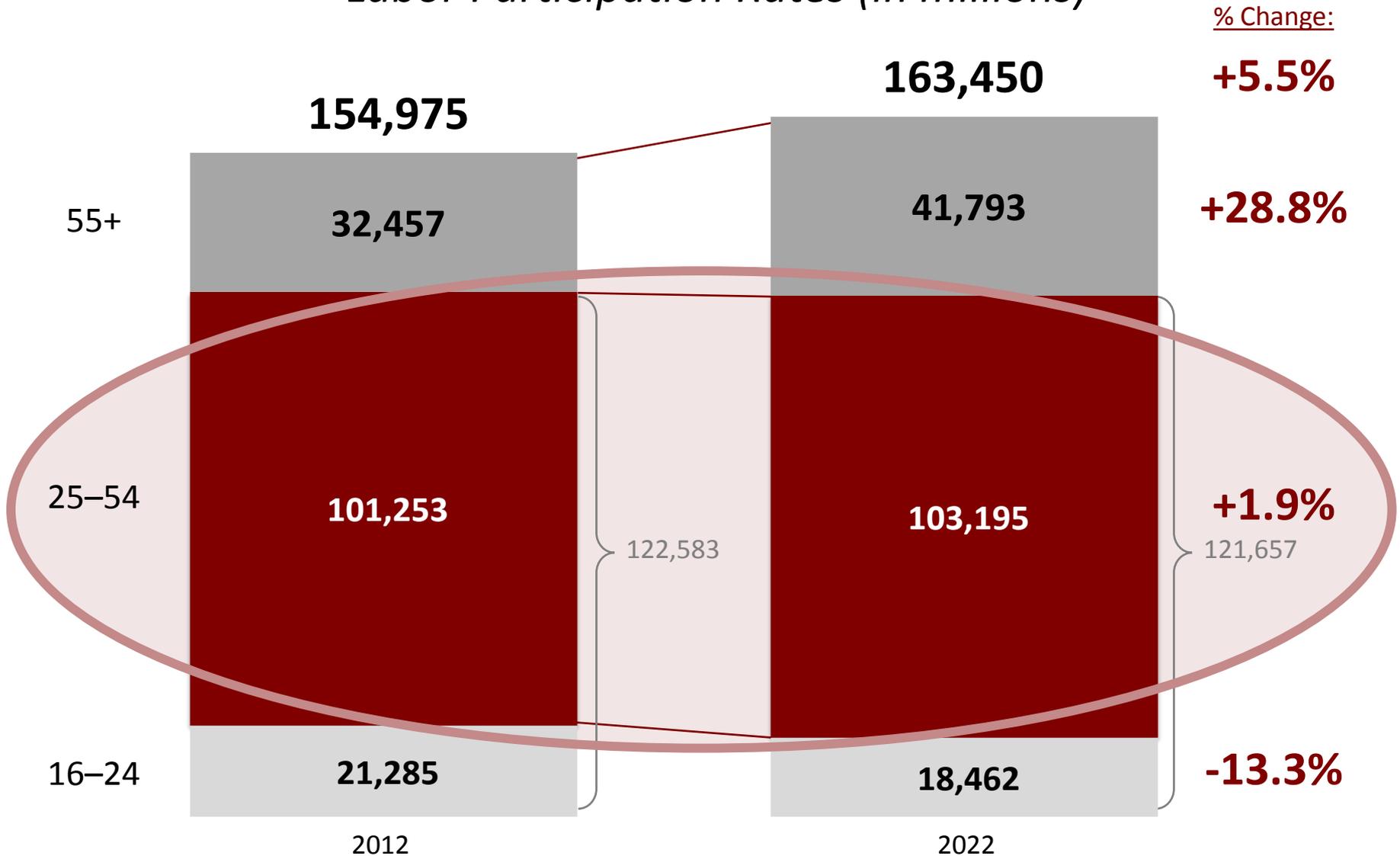


Source: Weldon Cooper Center for Public Service, Demographics & Workforce Group,
www.coopercenter.org/demographics, University of Virginia.

Age shift impact on the future workforce pipeline?

The 25–54 Segment Not Expecting Significant Growth

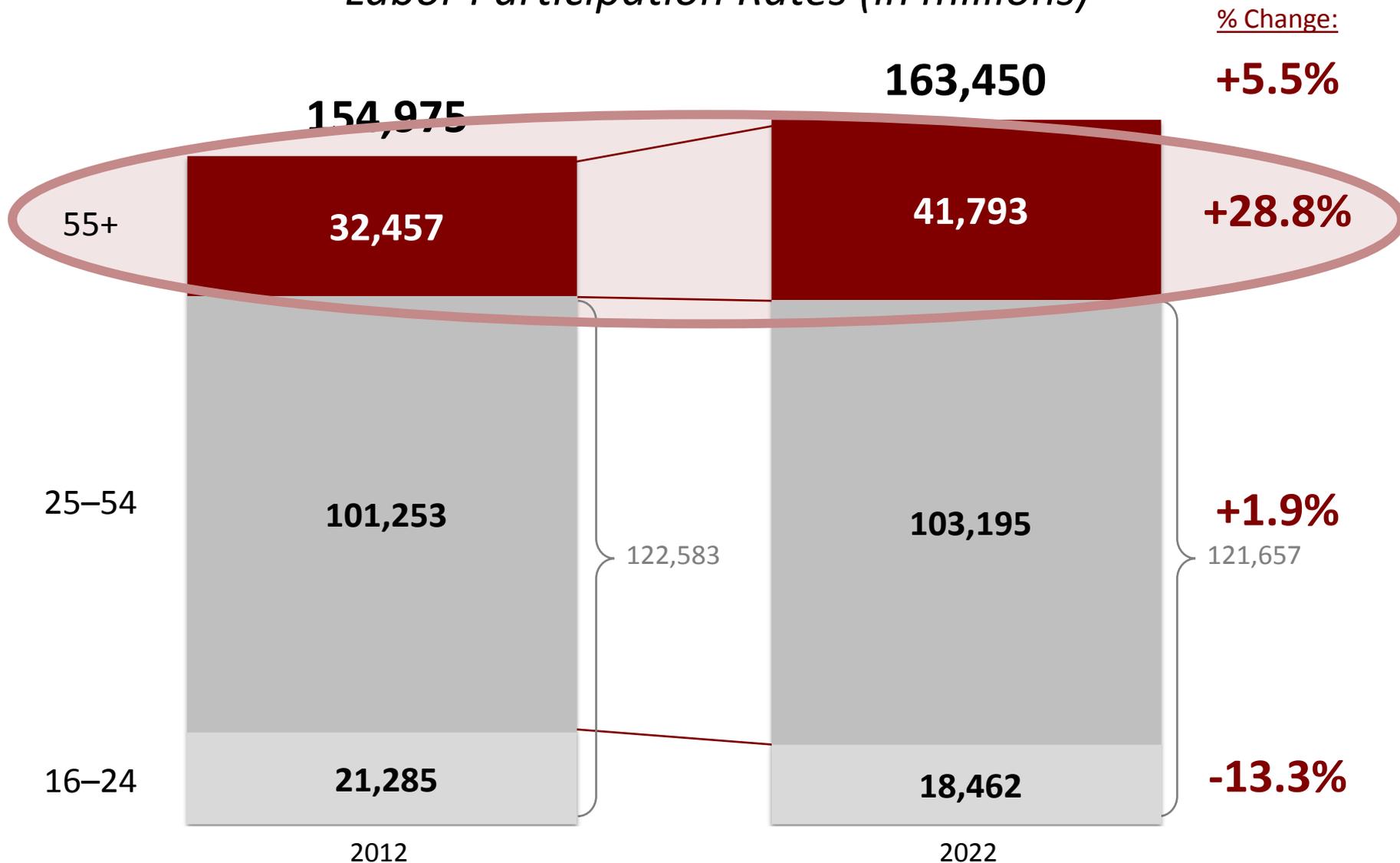
Labor Participation Rates (in millions)



Source: SIR Analysis of Bureau of Labor Statistics Feb 2012 Labor Force Projections

The Use of *Older Workers* Will Increase

Labor Participation Rates (in millions)

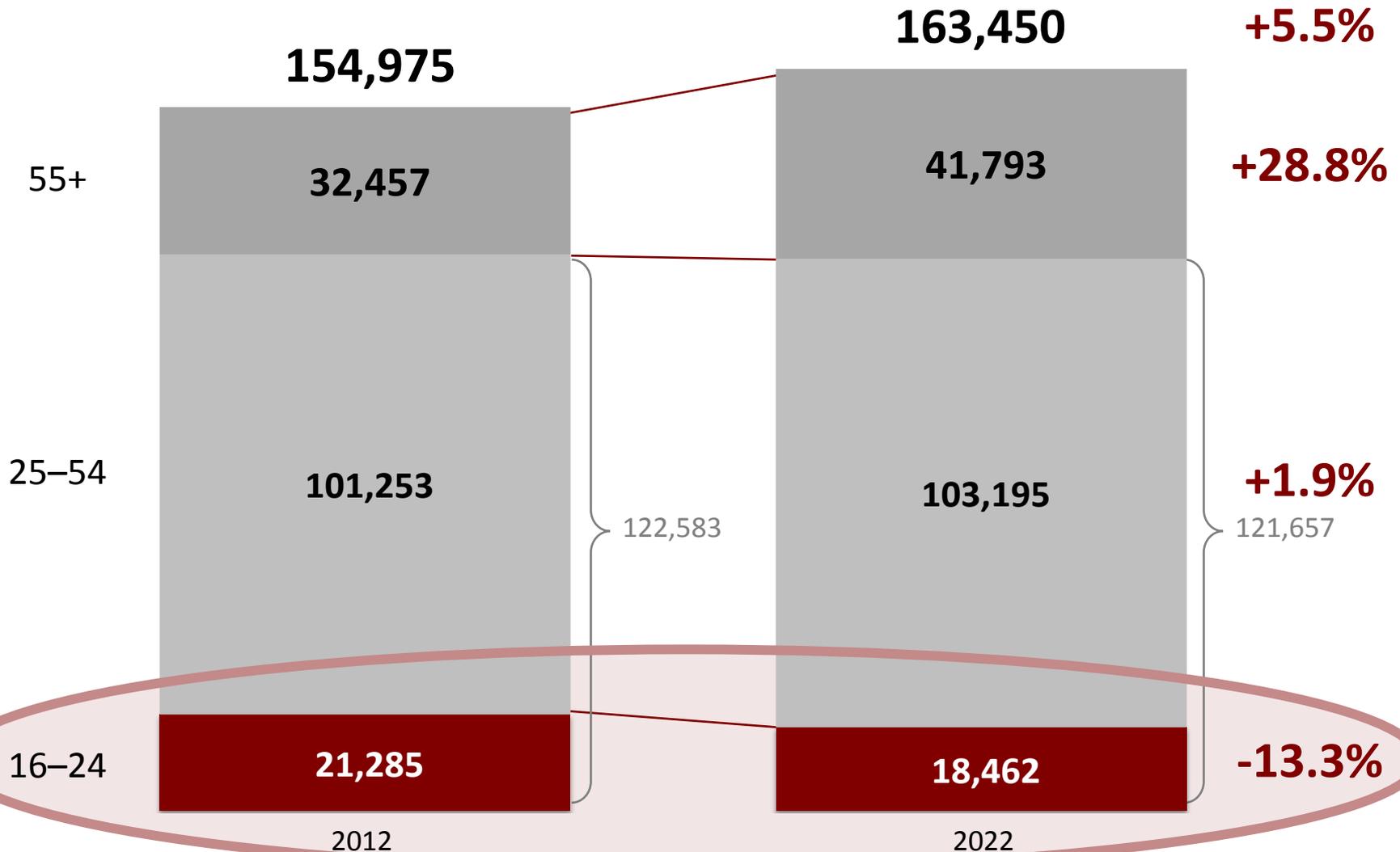


Source: SIR Analysis of Bureau of Labor Statistics Feb 2012 Labor Force Projections

The Battle Will Pick Up for *Younger Workers*

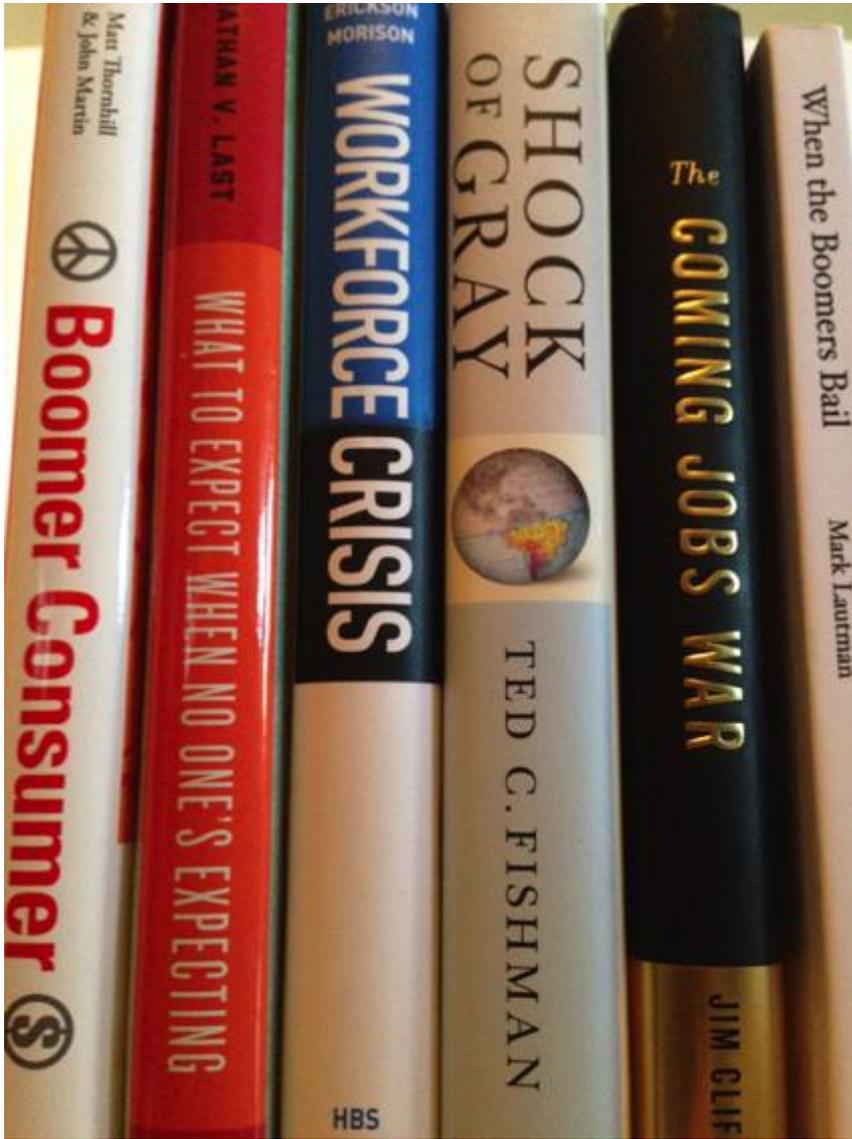
Labor Participation Rates (in millions)

% Change:



Source: SIR Analysis of Bureau of Labor Statistics Feb. 2012 Labor Force Projections

Coming battle for the young workforce



**The
word is
getting
out**

**Make your
community a
“hot place”
for young
professionals**

“The pipeline of workers is the ultimate driving force of all relocation decisions today.”

– Site Selection Consultant

“Companies expanding or relocating know that 85 percent or more of their workers will come from the population already in place.”

– Site Selection Consultant

A night-time photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower on the left and the Aon Center on the right. The city lights are reflected in the water in the foreground. A large, white, rounded rectangular box is centered over the image, containing the text 'Placemaking Shift' in a bold, black, sans-serif font.

Placemaking Shift

The New Economic Development Model

Old Model

Recruit big
companies

People follow companies

Community grows

The New Economic Development Model

Old Model

Recruit big companies

People follow companies

Community grows

New Model

Build sense of place and community

People will flock to it

Businesses will grow from within and others will come

Placemaking



**What do
Millennials want
in a place?**

SIR's Millennial city placemaking research

66%

of Millennials place high-quality transportation in their top three concerns when evaluating a new place to live

75%

**of Millennials believe
they will live in a place that
does not require a car**

*“For me this choice has almost nothing to do with being anti-car. Instead, it's about all the other things a **‘non-car life’** represents— it helps me be more **environmentally conscious, socially aware, and local.**”*

– Millennial

For Millennials, Expectations for Safety, Variety of Employment, and Quality and Affordability of Housing

Basics

	Raleigh NC	Wash. DC	Charlotte NC	Austin TX	Atlanta GA	Denver CO
Is safe	89%	87%	86%	91%	81%	90%
Has a variety of employment options	90%	82%	83%	85%	82%	87%
Quality <u>and</u> affordability of housing options	92%	83%	87%	87%	83%	83%
Offers outdoor recreation options	71%	60%	71%	77%	71%	76%
Offers a great food scene	76%	75%	78%	85%	77%	75%
Embraces creativity	59%	55%	58%	69%	59%	64%
Embraces innovation	70%	58%	61%	69%	60%	64%
Is near the mountains	28%	24%	40%	17%	30%	64%
Has access to water	59%	54%	64%	65%	54%	63%
Is bikeable/walkable	46%	50%	41%	43%	44%	61%
Has easy public transportation	42%	66%	40%	47%	46%	60%
Embraces small business/start-ups/entrepreneurship	54%	48%	60%	61%	54%	57%
Higher education options	76%	60%	60%	73%	62%	57%
Is diverse	60%	63%	55%	69%	55%	55%
Urban living environment	47%	59%	51%	60%	46%	53%
Offers an active music scene	51%	36%	46%	53%	49%	49%
Offers an active arts scene	42%	38%	44%	43%	42%	46%
Has rich history	42%	47%	39%	41%	42%	42%

Q20. When you think about a city as a place you'd really want to live, how important are each of the following to you?

New Mobility Modes Are Important Placemaking Assets

Placemaking

	Raleigh NC	Wash. DC	Charlotte NC	Austin TX	Atlanta GA	Denver CO
Is safe	89%	87%	86%	91%	81%	90%
Has a variety of employment options	90%	82%	83%	85%	82%	87%
Quality <u>and</u> affordability of housing options	92%	83%	87%	87%	83%	83%
Offers outdoor recreation options	71%	60%	71%	77%	71%	76%
Offers a great food scene	76%	75%	78%	85%	77%	75%
Embraces creativity	59%	55%	58%	69%	59%	64%
Embraces innovation	70%	58%	61%	69%	60%	64%
Is near the mountains	28%	24%	40%	17%	30%	64%
Has access to water	59%	54%	64%	65%	54%	63%
Is bikeable/walkable	46%	50%	41%	43%	44%	61%
Has easy public transportation	42%	66%	40%	47%	46%	60%
Embraces small business/start-ups/entrepreneurship	54%	48%	60%	61%	54%	57%
Higher education options	76%	60%	60%	73%	62%	57%
Is diverse	60%	63%	55%	69%	55%	55%
Urban living environment	47%	59%	51%	60%	46%	53%
Offers an active music scene	51%	36%	46%	53%	49%	49%
Offers an active arts scene	42%	38%	44%	43%	42%	46%
Has rich history	42%	47%	39%	41%	42%	42%

Q20. When you think about a city as a place you'd really want to live, how important are each of the following to you?



**Recent corporate
moves validate
this new model**

The Quest for Great Employees Now Drives Business Relocation Decisions



When Hillshire Brands moved to downtown Chicago, they found “the type of employees we wanted—externally focused and agile.”

– Mary Oleksiuk
Head of HR

Source: City Observatory report, *The Young and Restless and the Nation's Cities*



Quicken Loans moved into Detroit because “the youth of America, when they graduate, they’re looking to go to an urban environment.”

– Bill Emerson, CEO

Source: Fortune article, *Companies Head Back Downtown*



Inforce Technologies moved into downtown Cleveland “to be in the heart of a vibrant and growing area that will allow team members to work and live in the same community.”

– Brian MacKenzie
President

Source: Cleveland.com article, *Millennials Driving Job Growth in Downtown Cleveland*

List Goes On And On . . .

Businesses who, in an effort to be near talent, have either made the move from the suburbs to the city or located operations in central business districts:

- Accretive Health
- Allscripts Healthcare Solutions
- Amazon
- Archer Daniels Midland
- Bel Brands
- Biogen/IDEC
- BlueBridge
- Cirrus Logic
- Coca-Cola
- Dakota Software
- Facebook
- FlashStarts
- GE Capital
- Google
- Groupon
- Hillshire Brands
- Microsoft
- Morningstar
- Motorola Mobility
- Navteq
- OnShift
- Pinterest
- Quicken Loans
- Rosetta
- SalesForce
- Twitter
- UBS
- United Airlines
- VISA
- Walgreens
- Yahoo



Sources: City Observatory report, *The Young and Restless and the Nation's Cities*; Urban Land Institute report, *What's Next?*; Fortune article, *Companies Head Back Downtown*; Brookings Institution article, *Forget Big Suburban Campuses*; Cleveland.com article, *Millennials Driving Job Growth in Downtown Cleveland*; Crain's Chicago Business article, *Corporate Campuses in Twilight*; Downtown Cleveland Alliance, *Downtown Cleveland Market Update Q3 2014*

More Evidence: Norfolk's ADP Win

“The “urban feel” of downtown Norfolk helped clinch the deal. They (ADP) liked the fact that we have light rail, we have the ability to walk around, they like the feel of a downtown environment.”

John Padgett

Chairman

Hampton Roads Economic Alliance

Source: http://pilotonline.com/business/jobs/adp-says-it-will-hire-mostly-locals-for-jobs-in/article_091af4e5-16ae-5e5c-aaf0-a343778c05b0.html

15

The majority of people all across the country and around Virginia—SOVers included—want greater investment in alternatives to SOV travel.

National Study by APTA and the Mineta Transportation Institute

Nearly **73%** of Americans
support the use of tax dollars
to create, expand, and improve
public transportation

68%

of transportation ballot
measures across 10 states
passed in 2015.

In Virginia:

How important is the
**availability of alternative
transportation options**
to Virginia's economy?

Source: 2015 DRPT Statewide Mobility Survey

82%

Say It's Important

Source: 2015 DRPT Statewide Mobility Survey

2015 Internet

Virginians Believe the *Availability of Alternative Transportation Options* Is Important to Virginia's Economy

Internet Survey
2015

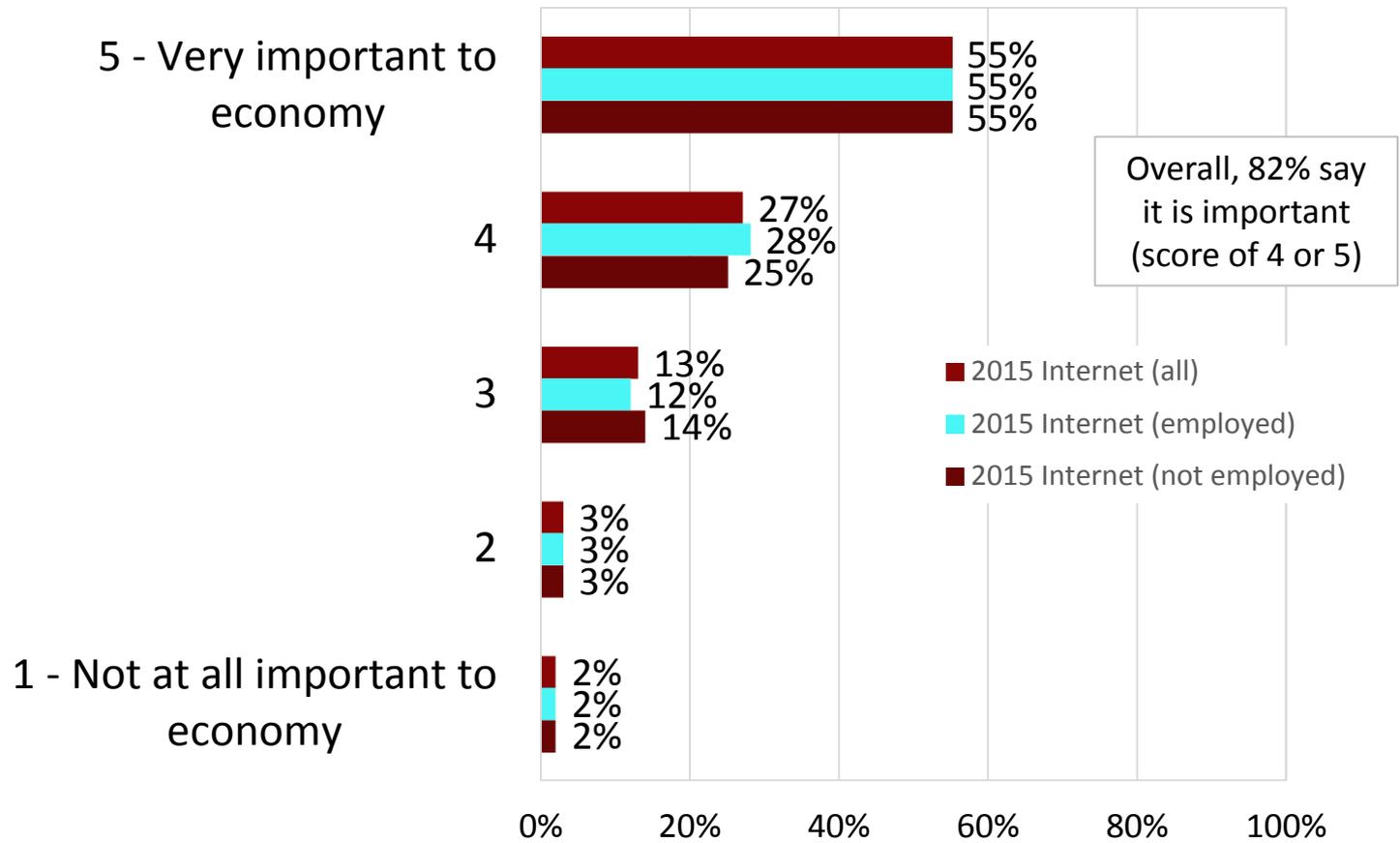
Question asked
only in internet
survey.

Overall
n = 4,560

Employed
n = 2,938

Not employed
n = 1,622

Excludes "don't
knows"



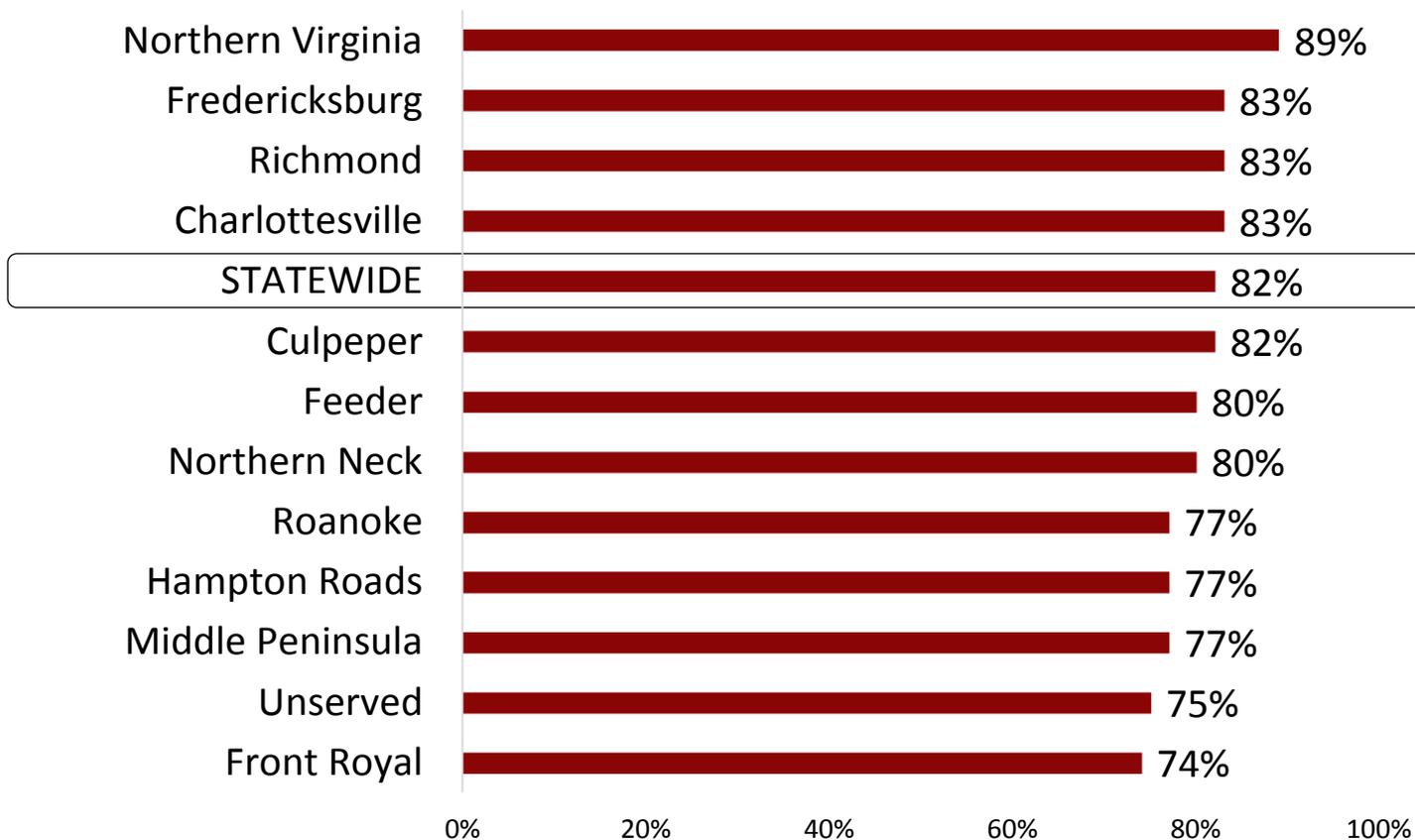
Source: 2015 DRPT Statewide Mobility Survey

2015 Internet Q60c: How important is the availability of alternative transportation options to Virginia's economy?

Residents Across Virginia Believe *Availability of Alternative Transportation Options* Is Important to Virginia's Economy

Values shown are total proportion rating importance a "4" or "5" on a 5-point scale, where "5" means "very important."

Northern Virginia
n = 1,283
Fredericksburg
n = 418
Culpeper
n = 247
Richmond
n = 530
Charlottesville
n = 255
Feeder
n = 123
Northern Neck
n = 228
Roanoke
n = 263
Hampton Roads
n = 563
Middle Peninsula
n = 220
Unserved
n = 115
Front Royal
n = 265



Source: 2015 DRPT Statewide Mobility Survey

2015 Internet Q60c: How important is the availability of alternative transportation options to Virginia's economy?

How important is it for Virginia to **invest in alternative transportation options to provide workers with affordable travel** for their work commutes?

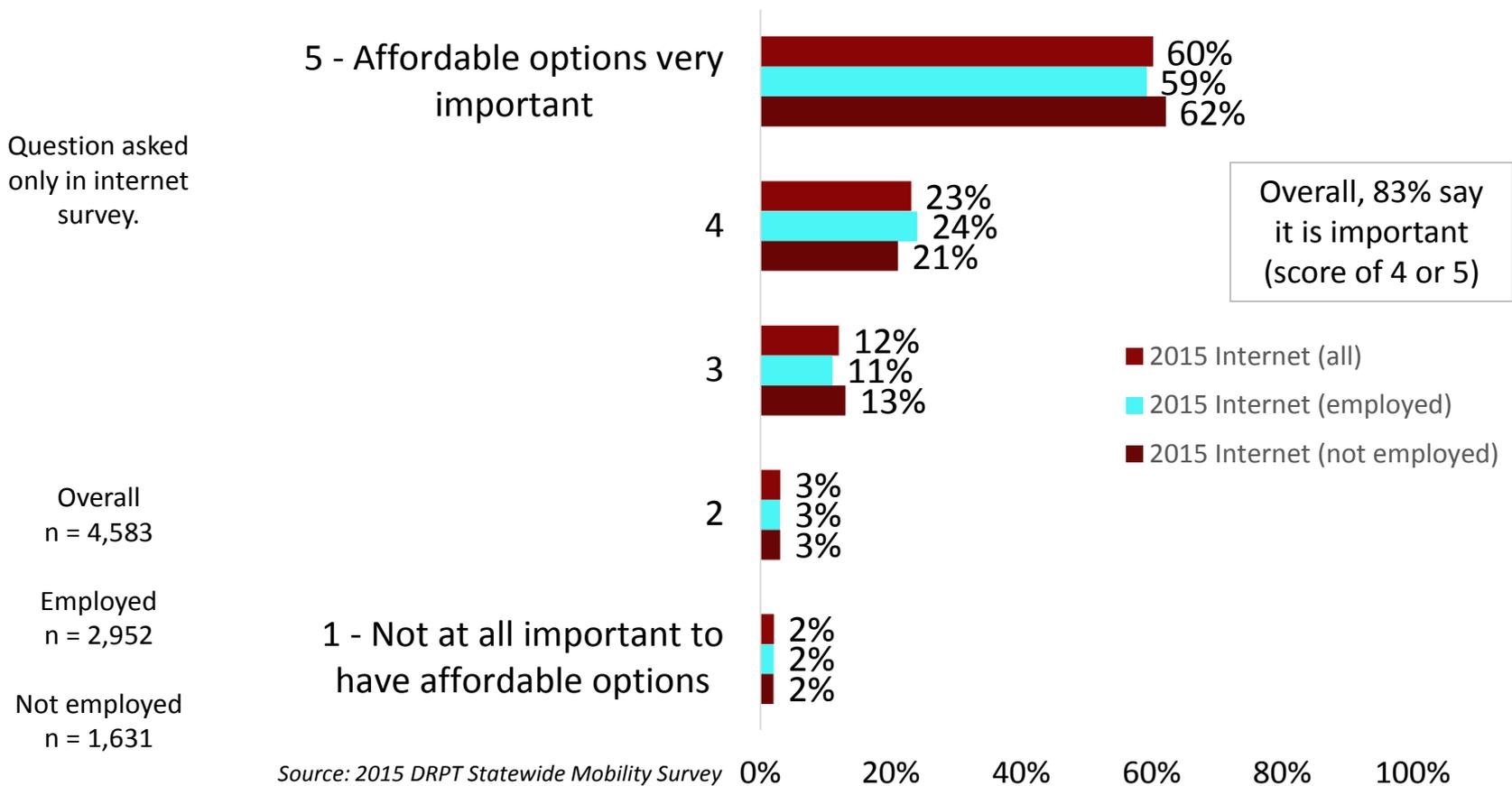
Source: 2015 DRPT Statewide Mobility Survey

83%

Say it's Important

Source: 2015 DRPT Statewide Mobility Survey

Virginians Say It Is Important to Invest in Alternative Transportation to Provide Workers with Affordable Travel for the Work Commute



Excludes "don't knows"

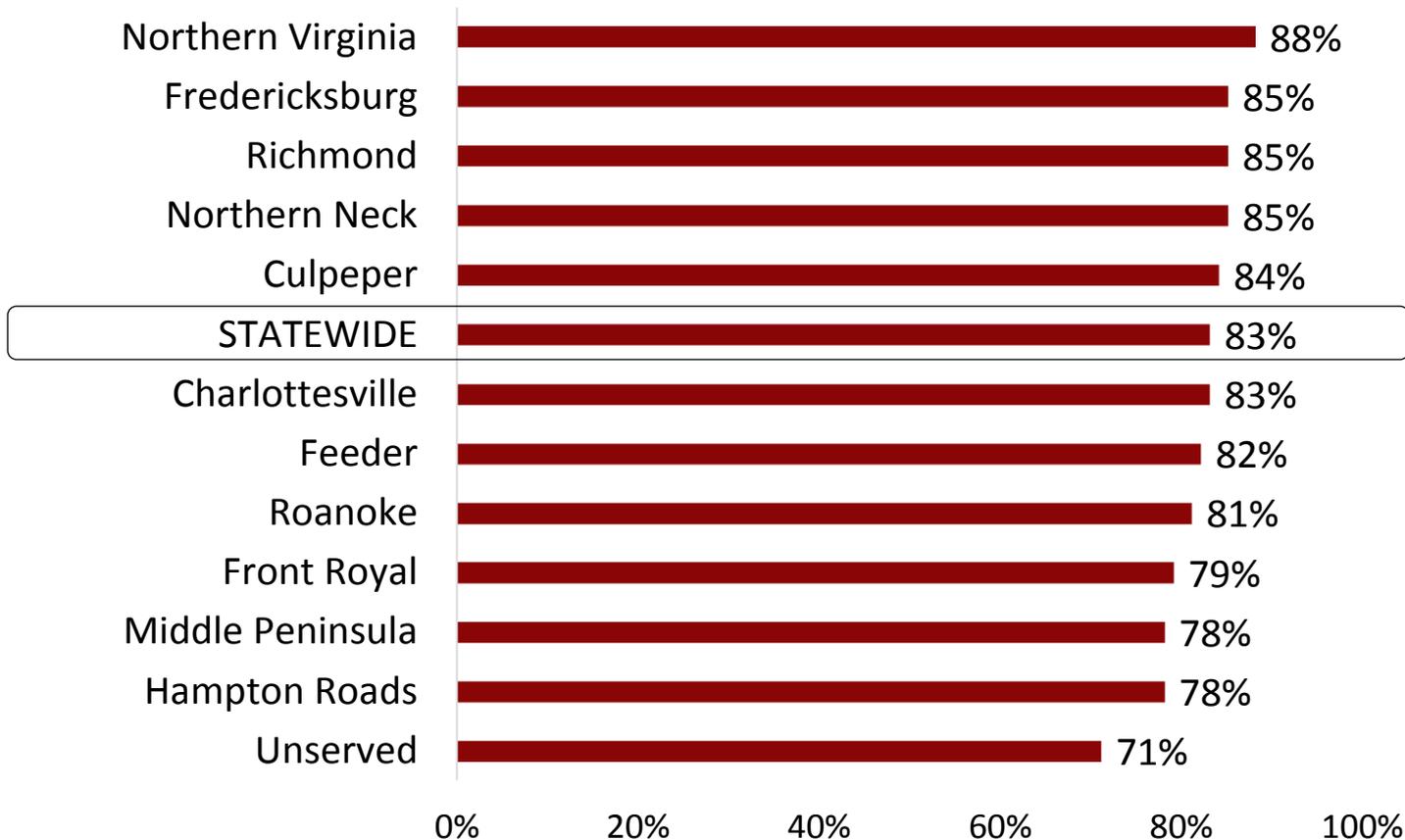
2015 Internet Q60e: How important is it for Virginia to invest in alternative transportation options to provide workers with affordable travel for their work commutes?



Values shown are total proportion rating importance a “4” or “5” on a 5-point scale, where “5” means “very important.”

Residents Across Virginia Believe It Is *Important For Virginia To Invest In Affordable Work Commute Options*

Northern Virginia	n = 1,283
Fredericksburg	n = 419
Richmond	n = 581
Northern Neck	n = 232
Culpeper	n = 251
Charlottesville	n = 255
Feeder	n = 125
Roanoke	n = 261
Front Royal	n = 273
Middle Peninsula	n = 219
Hampton Roads	n = 566
Unserved	n = 120



Source: 2015 DRPT Statewide Mobility Survey

2015 Internet Q60e: How important is it for Virginia to invest in alternative transportation to provide workers with affordable travel options for their work commutes?

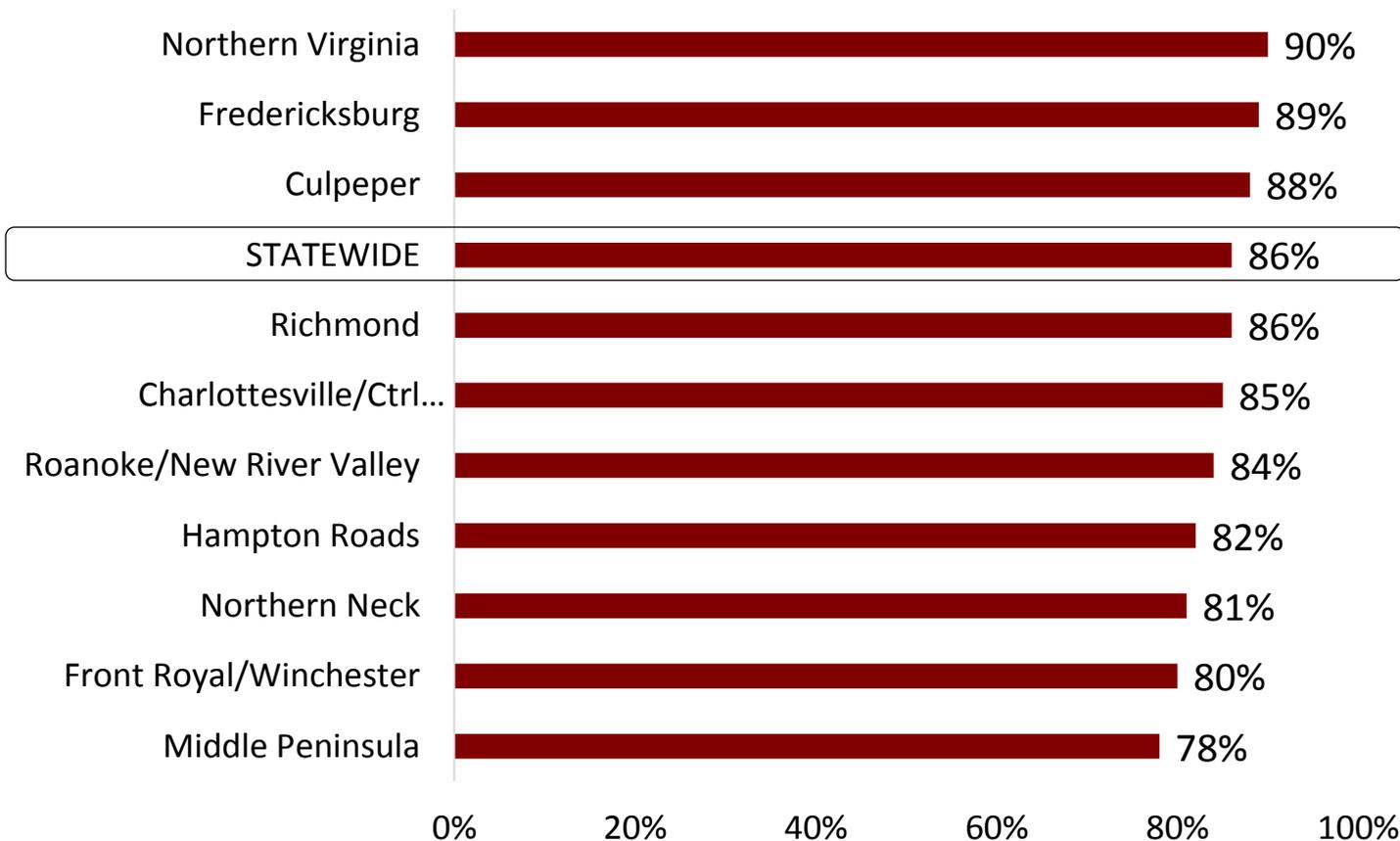
How important is it that
Virginia **invests in its
transportation system to
maintain and grow
Virginia's economy?**

Source: 2015 DRPT Statewide Mobility Survey

Values shown are total proportion rating importance a “4” or “5” on a 5-point scale where “5” means “very important.”

Northern Virginia
n = 1296
Fredericksburg
n = 422
Culpeper
n = 250
Richmond
n = 584
Charlottesville
n = 258
Roanoke
n = 266
Hampton Roads
n = 563
Northern Neck
n = 236
Front Royal
n = 273
Middle Peninsula
n = 221

Residents of the Commonwealth as a Whole Believe It is Important to Invest in Virginia’s Transportation System *to Maintain and Grow Virginia’s Economy*



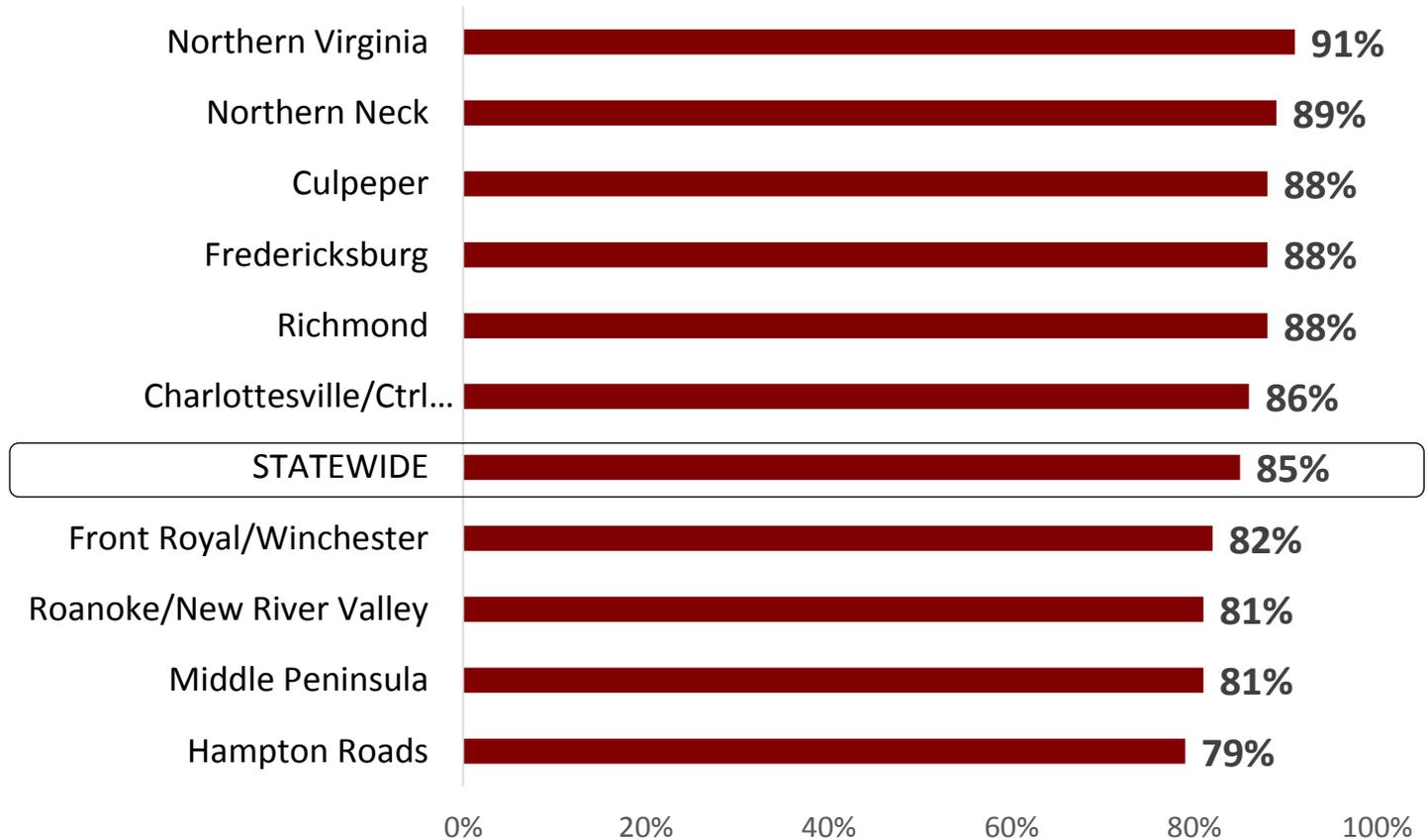
Note: Those who responded “not sure” to this question are excluded from these calculations. “Not sure” responses range from 0% in Charlottesville to 4% in Culpeper.

2015 Internet Q60b. In your opinion, how important is it that Virginia invests in its transportation system to maintain and grow Virginia’s economy? (Asked of both employed and non-employed respondents.)

Values shown are total proportion rating importance a “4” or “5” on a 5-point scale where “5” means “very important.”

Northern Virginia
n = 1284
Northern Neck
n = 230
Culpeper
n = 252
Fredericksburg
n = 416
Richmond
n = 583
Charlottesville
n = 254
Front Royal
n = 271
Roanoke
n = 263
Middle Peninsula
n = 219
Hampton Roads
n = 566

Virginians Also Believe the *Availability of Alternative Transportation Options is Important for Virginia’s Workers to Get to and From Work*



Note: Those who responded “not sure” to this question are excluded from these calculations. “Not sure” responses range from 1-5%.

2015 Internet Q60d. How important is the availability of alternative transportation options for Virginia’s workers to get to and from work? (Asked of both employed and non-employed respondents.)

These Are Shared Beliefs!

Source: 2015 DRPT Statewide Mobility Survey

Across Alt. Mode Users

	Train	Carpool/ Vanpool	Bus	Walk/Bike
Importance of alternative transportation options to Virginia's economy	91%	86%	88%	93%
Important to invest in alternative transportation to provide affordable travel options for work commuters	91%	87%	84%	93%

Drive Alone Commuters and Telework Users Also Believe This

	Drive Alone	Telework	Train	Carpool/ Vanpool	Bus	Walk/Bike
Importance of alternative transportation options to Virginia's economy	81%	85%	91%	86%	88%	93%
Important to invest in alternative transportation to provide affordable travel options for work commuters	82%	88%	91%	87%	84%	93%

Base sizes not shown due to space limitations.
2015 Internet Q60e: How important is it ... ?

Source: 2015 DRPT Statewide Mobility Survey

15 Arguments That Make a Business Case for Transit

Virginia's transit industry is big business —supporting jobs across Virginia.	Transit enables and supports smart growth and land use decisions.
Transit delivers a positive economic impact return for its communities.	Public investment in transit increases private investment in local real estate – a positive ROI.
Virginia's transit systems are moving Virginia's workers.	Transit service is now part of the new economic development model, a community feature that attracts and retains young professionals.
Virginia's business leaders value transit services today.	Other states and communities are investing in expanded transit systems to enhance their economic development appeal as a great place to live, work, and play.
Business leaders see transit playing an even more important role for the success of their businesses in the future.	Transit provides many other community benefits as well: reduced traffic congestion, consumer dollars that can be locally redirected, improved air quality, and mobility options for everyone.
Business leaders want even greater investment to be made in transit services.	Transit, along with other alternatives to single-occupant vehicle (SOV) travel, are needed now more than ever to help minimize the impact of the projected population growth on current congestion.
The general public wants more, and more convenient, transit service.	The majority of people all across the country and around Virginia—SOVers included—want greater investment in alternatives to SOV travel.
Transit services deliver greater mobility, and greater mobility drives higher quality of life ratings.	

Next Steps

SIR Process

1. SIR will identify arguments and search for available evidence for each point.
2. SIR will package the most salient points with supporting evidence for the committees' review and consideration.
3. The committees will prioritize the strongest arguments, challenge some of the supporting evidence, and point SIR to additional arguments and related evidence.
4. SIR will seek input from the Virginia Transit Association's (VTA) leadership at a VTA strategic planning retreat (coincidentally scheduled for late September at SIR).
5. Once the leading arguments are finalized and all supporting evidence is approved, SIR will package the arguments into narrative form (Word document).
6. SIR will work with all stakeholders to review and refine this narrative.
7. Portions of the final, approved narrative will be part of the draft report to the General Assembly.

Other Arguments

1

Virginia's transit industry is big business—supporting jobs across Virginia.

According to the American
Public Transportation
Association, every **\$1 million**
invested in public transit
creates **over 50** jobs.

Since Opening in 1977, Metro Washington's Metro System Has Created **90,000 Jobs**



KPMG Peat Marwick found that **90,000 additional jobs** have been generated since the opening of Washington, DC's first Metrorail station in 1977.

Source: Virginia Transit Association (VTA)

Source: International Business Times, <http://www.ibtimes.com/washington-dc-metro-closing-six-months-district-might-shut-down-whole-rail-lines-2346068>

In 2015, Hampton Roads Transit Supported over **1,800 Jobs**



HAMPTON ROADS

TRANSIT

In 2015, the Greater Richmond Transit Company (GRTC) Supported **550 Jobs**



Source: GRTC

GRTC Is a **Top 50** Richmond Region Employer



Source: *Richmond Times Dispatch*

Public Transit Jobs in Virginia

Preliminary Estimate

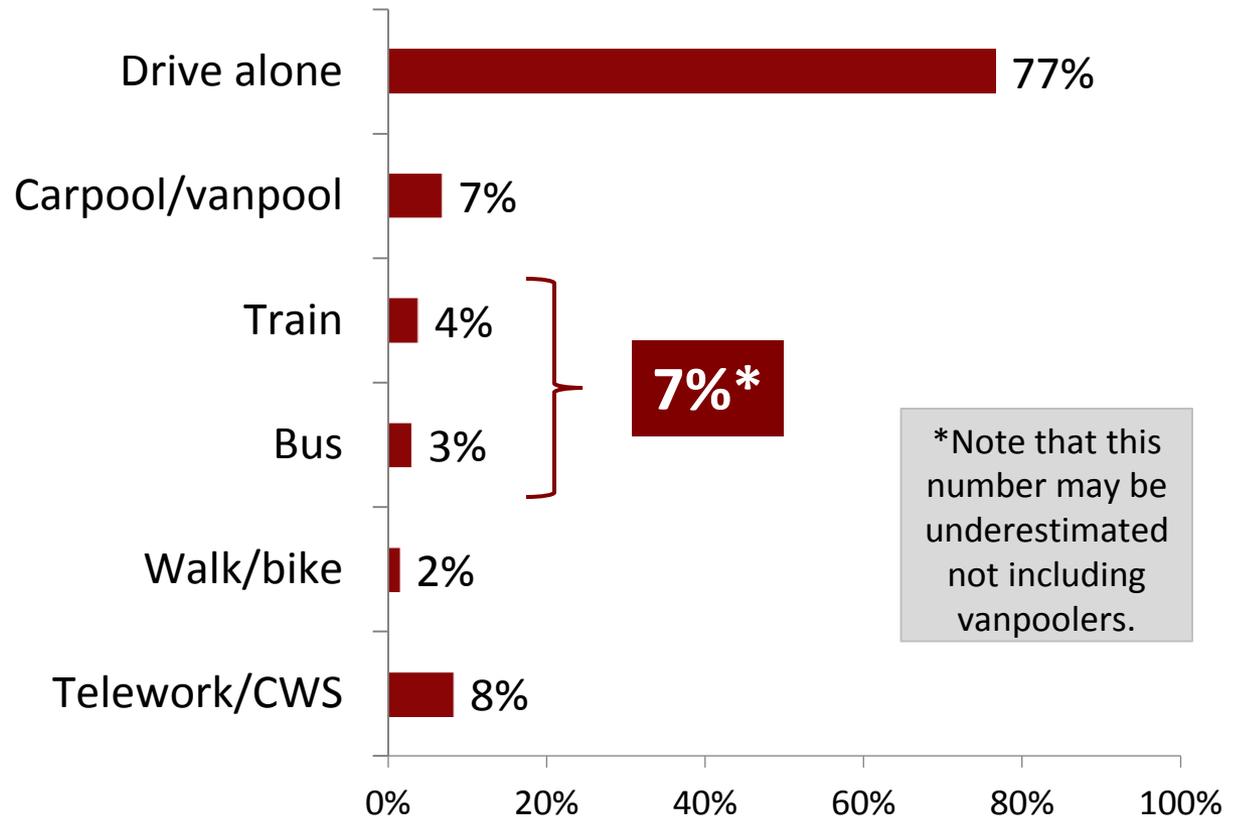
Transit Company	Number of Jobs
GRTC – Richmond	550
HRT – Hampton Roads	1,800
FRED – Fredericksburg	
ART – Arlington County	
...	
Total	???

An estimate of public transit jobs in Virginia could be generated by researching individual transit company employment statistics.

3

Virginia's transit systems are moving Virginia's workers.

In Virginia, 7% of Commuters Use Transit (Train/Bus) to Get to Work Each Day



n = 4,659

Excludes employees who are self-employed with only work location at home

2015 Telephone Q15: Now thinking about LAST week, how did you get to work each day?
Source: 2015 DRPT Statewide Mobility Survey

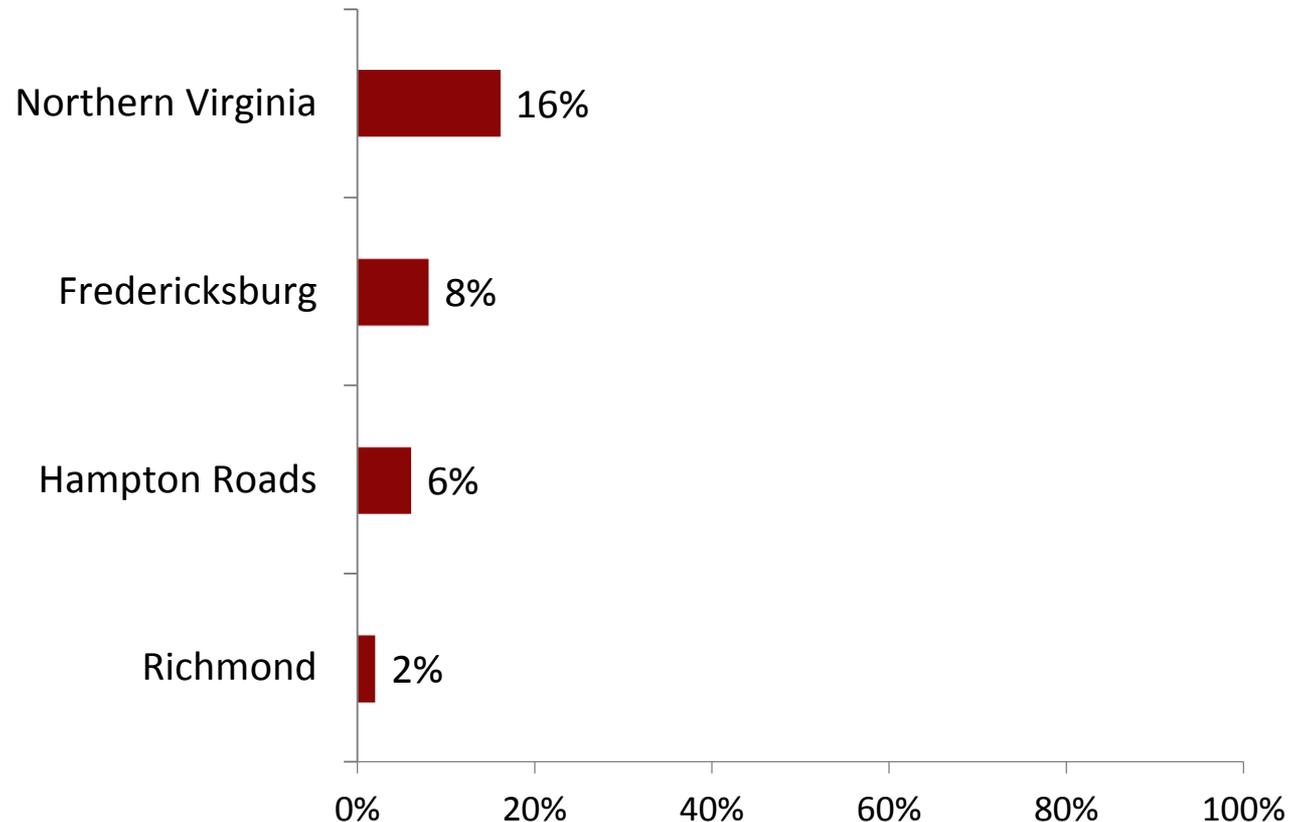
Northern Virginia Has the Largest Proportion of Commuters Using Transit (Train or Bus)

Values shown are total proportion selecting train or bus.

Percentages may be slightly underestimated due to the exclusion of vanpooling.

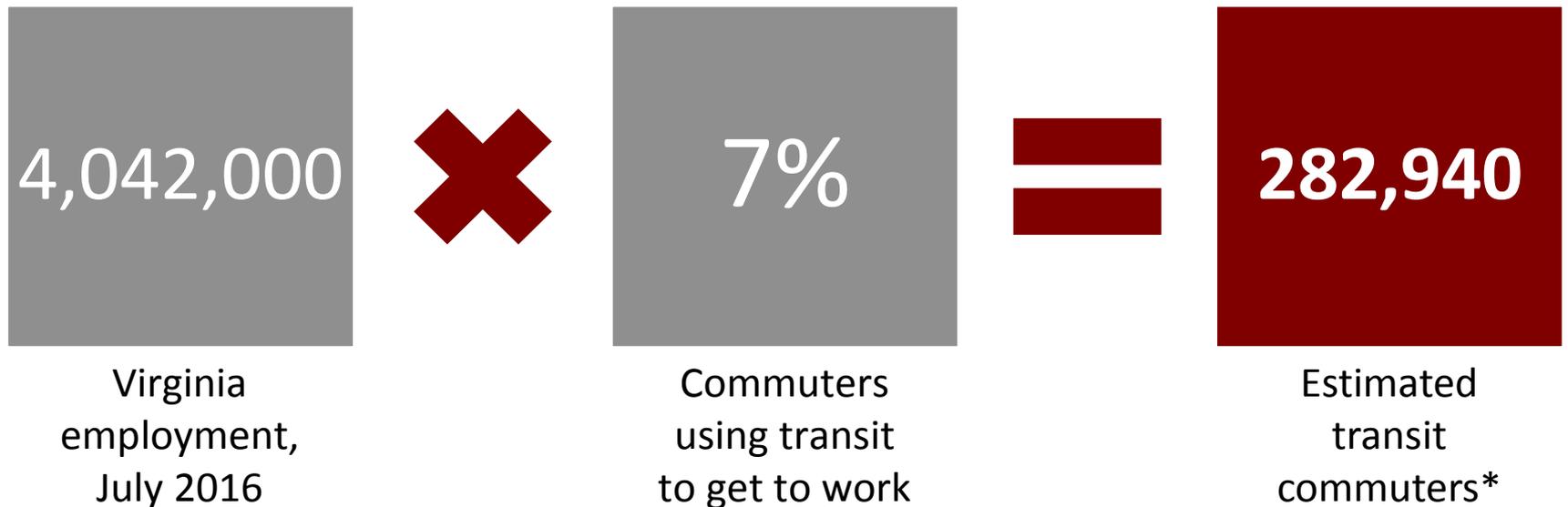
Northern Virginia
n = 2,950
Fredericksburg
n = 287
Hampton Roads
n = 282
Richmond
n = 289

Excludes employees who are self-employed with only work location at home



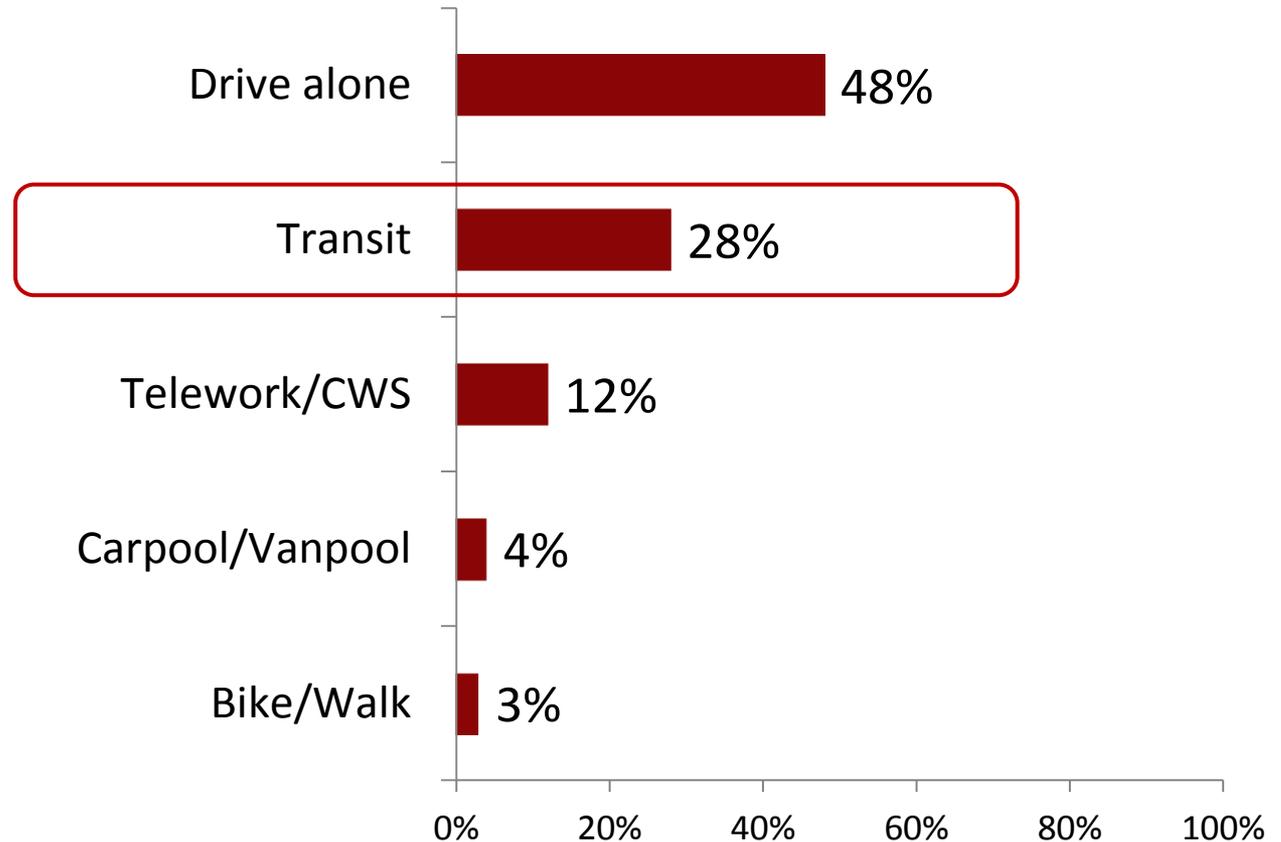
2015 Telephone Q15: Now thinking about LAST week, how did you get to work each day?
Source: 2015 DRPT Statewide Mobility Survey

Estimating the Number of Transit Commuters in Virginia



*Note that this is a rough estimate. A more accurate estimate could be produced by matching employment demographics to survey demographics (18+ commuters).

In Arlington County, over a Quarter of Commuters Get to Work via Transit

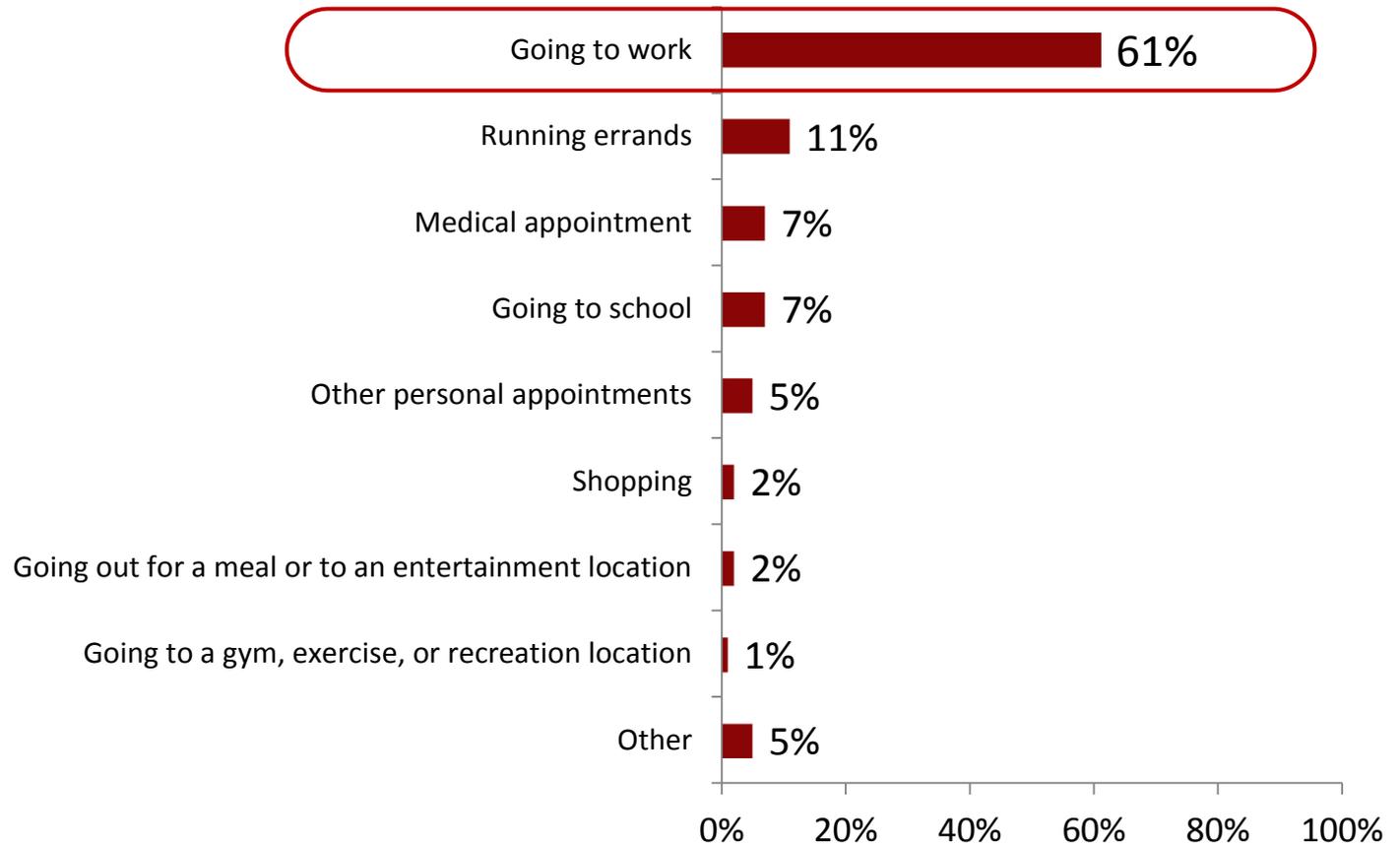


n = 242

Q25. Now I'd like to know how you get to work. Thinking about LAST week, how did you get to work each day? Let's start with Monday. How about Tuesday? ... Wednesday? ... Thursday? ... Friday?
Source: 2015 Arlington County Residents' Transportation Study

In Richmond, Three in Five GRTC Riders' Primary Purpose for Riding the Bus Is Going to Work

Note:
Almost four in ten riders (38%) were riding the bus exclusively to go to work.



n = 1,511

Q1. What is the primary purpose of your trip today?
Source: 2015 GRTC Current Rider Study

28,500 GRTC daily riders
x
61% using bus to get to work
=
17,385 workers a day

9

Transit enables and supports smart growth and land use decisions—past, present, and future.

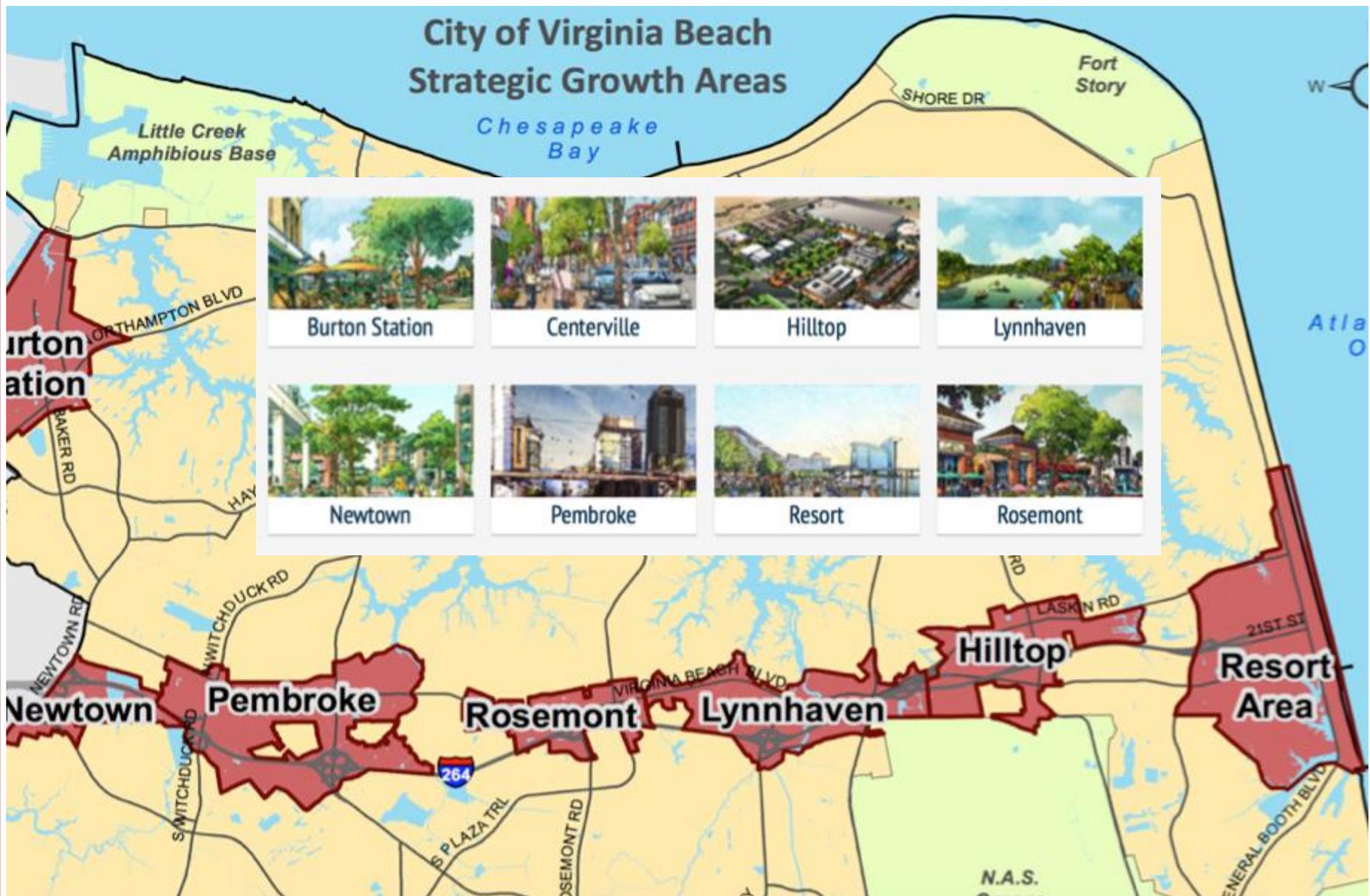
The Metro and Transit Created Arlington County's "Urban Villages" — 15-Minute Livable Communities

Neighborhoods with shopping, restaurants, recreation, offices, and homes, all within a few blocks of each other and easily accessible via transit.



Source: Arlington Economic Development

City of Virginia Beach Strategic Growth Areas



15-Minute Livable Community

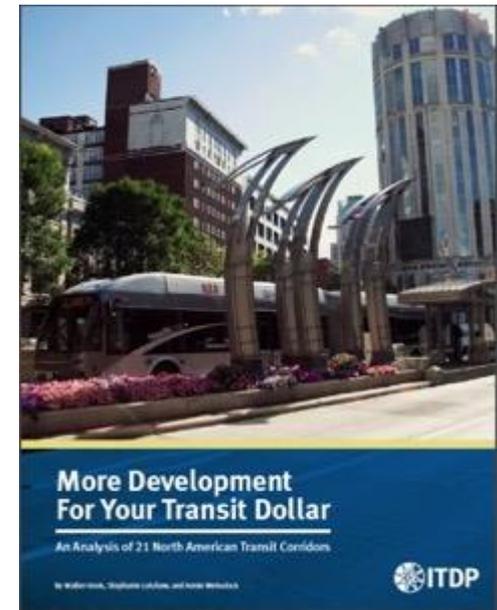


10

Public investment in transit increases private investment in local real estate – a positive ROI.

Public Investing in Transit Produces a Positive ROI

- Public investment in transit can leverage many times more the amount of private investment in transit-oriented development.
- Fourteen of the 21 corridors studied leveraged **more than \$1** of transit-oriented development **per \$1** of transit investment.
- The study cites Cleveland as a best practice:



*“Despite Cleveland’s weak overall economy, it managed to take a **\$5 million per mile** transit investment and leverage **\$5.8 billion** in new development.”*

Source: *More Development For Your Transit Dollar Report by the Institute for Transportation and Development Policy (ITDP)*

Positive ROI for Transit Investing

CORRIDOR		BRT STANDARD	TOTAL TOD INVESTMENT (IN MILLIONS)	DEVELOPMENT PER DOLLAR OF TRANSIT (IN MILLIONS)
STRONG				
	Cleveland HealthLine		\$5,800	\$114.54
	Kansas City Main Street Metro Area Express (MAX)	Below Basic	\$5,200	\$101.96
	Seattle South Lake Union (SLU) Streetcar	Below Basic	\$3,000	\$53.57
	Portland Streetcar	Below Basic	\$4,500	\$41.48
	Portland MAX Blue Line		\$6,600	\$3.74
MODERATE				
	Las Vegas Strip & Downtown Express (SDX)		\$2,000	\$42.28
	Boston Washington Street Silver Line	Below Basic	\$650	\$20.97
	Denver Central Corridor		\$2,550	\$14.88
	Eugene Emerald Express Green Line (EmX)		\$100	\$3.96
	Pittsburgh Martin Luther King, Jr. East Busway		\$903	\$3.59
	Phoenix Metro		\$2,820	\$1.99
	Ottawa Transitway		\$1,000	\$1.71
	Charlotte Lynx		\$810	\$1.66
	Boston Waterfront Silver Line	Below Basic	\$1,000	\$1.39
	Los Angeles Orange Line		\$300	\$0.83
	Denver Southwest Corridor		\$160	\$0.71

Source: *More Development For Your Transit Dollar Report* by the Institute for Transportation and Development Policy (ITDP)

“There is a 74 percent premium in real estate values when an area’s walkability score is over 70.”

Christopher Coes

Director

LOCUS

LOCUS, Latin for “place,” is a national coalition of real estate developers and investors who know that transportation drives development and who advocate for sustainable, walkable urban development in our metropolitan areas.

Downtown Norfolk Real Estate Values

*“Norfolk has already experienced over **\$1.2 billion in investment** along the 7.4 mile light rail alignment not including the Light Rail.”*

City of Norfolk

Economic Development web site

12

Other states and communities are investing in expanded transit systems to enhance their economic development appeal as a great place to live, work, and play.

Portland



Charlotte



Denver

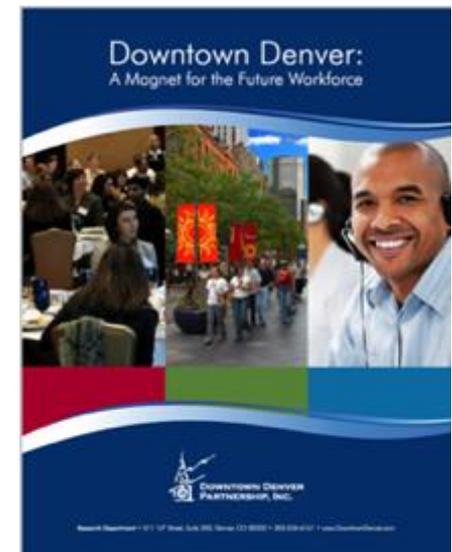


Downtown Denver

Downtown Denver promotes itself as a “Millennial Magnet” and identifies six aspects of the region that will attract and keep younger workers (in hopes that the employers will follow):

1. Amenities: Features that make it fun to live and play downtown.
2. **Transportation infrastructure: 46% use non-car modes to commute.**
3. An educated populace: More than half are college graduates.
4. Residential growth: New housing being built.
5. Innovation and entrepreneurship: Incubators abound.
6. Emerging green economy: Startups and existing firms.

This combination, downtown Denver asserts, means any employer seeking younger workers should consider Denver first.



*“We want your kids
and grandkids!”*

Scott Smith
Interim CEO of Valley Metro
Former mayor of Mesa, Arizona (Phoenix)

*Source: Mr. Smith’s speech at
Rail~Volution Transformational Transit Summit
June 27, 2016, Town Center, Virginia Beach*

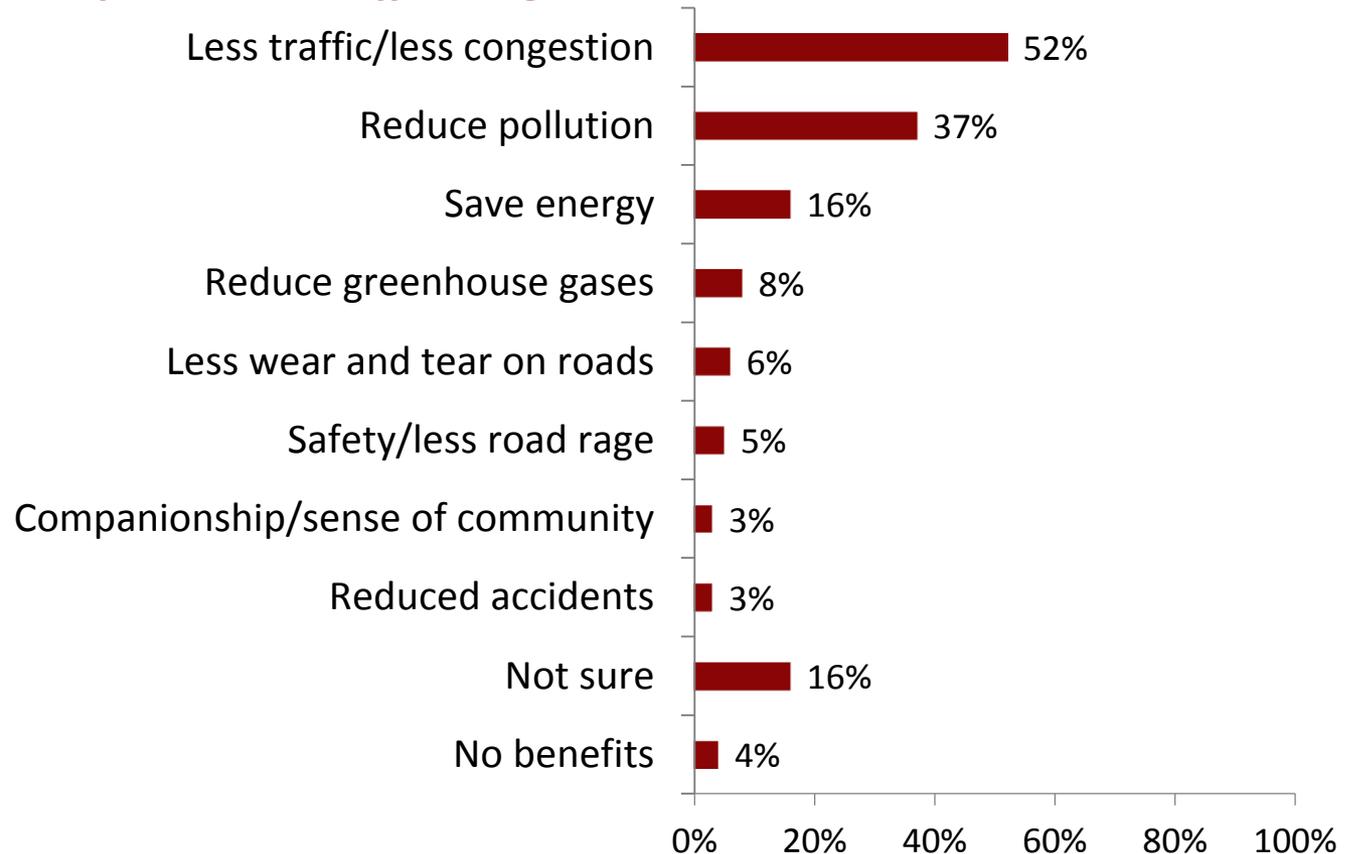
13

Transit provides many other community benefits as well: reduced traffic congestion, consumer dollars that can be locally redirected, improved air quality, and mobility options for everyone.

80% of Commuters Recognize the Societal Benefits of Ridesharing

Top Benefits Are Less Traffic/Congestion and Reduced Pollution

Proportions will total to more than 100% because respondents were allowed to give more than one answer.



n = 4,659

2015 Telephone Q56a: What impact or benefit does a community or region receive when people use these types of transportation?

Source: 2015 DRPT Statewide Mobility Survey



GRTC riders eliminate
2,400,000
vehicle trips
annually

A nighttime photograph of a city street with light trails from vehicles. A large purple rounded rectangle is overlaid on the image, containing white text. The text reads: "GRTC riders eliminate 18,300,000 vehicle miles traveled annually".

GRTC riders eliminate
18,300,000
vehicle miles
traveled annually

GRTC riders eliminate
18,000,000
pounds of greenhouse
gases annually



GRTC riders save
771,000
gallons of fuel
annually

403

GET THE BUS INFORMATION
ON THE GO!
FOR MORE INFO
VISIT
GRTC.BUSDIRECT.COM



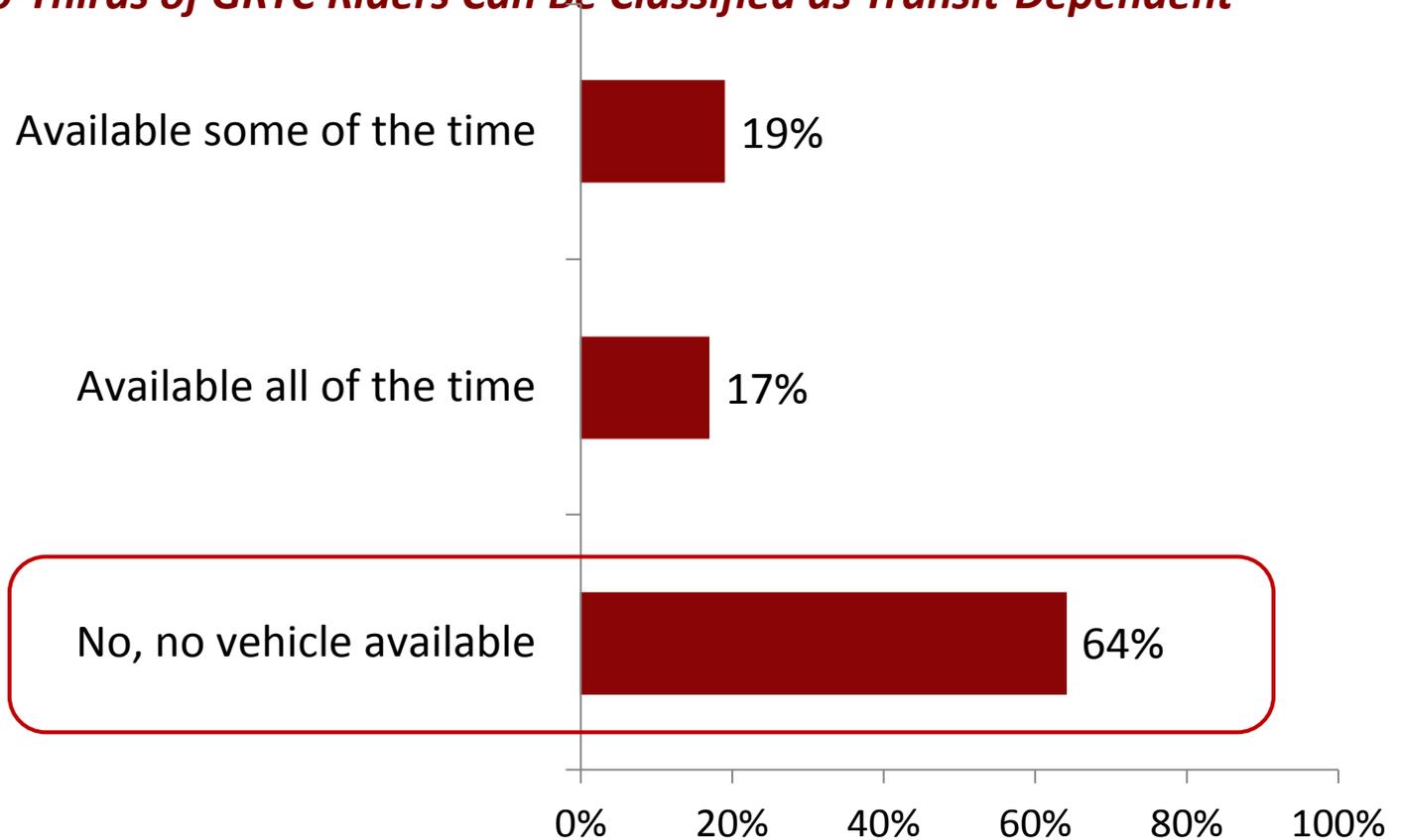
GRTC riders redirect
\$2,000,000
into RVA's economy
annually

403

GET THE BUS INFORMATION
ON THE GO!
FOR MORE INFO
VISIT
GRTC.GOV

Transit Provides Mobility for Everyone

Two-Thirds of GRTC Riders Can Be Classified as Transit-Dependent

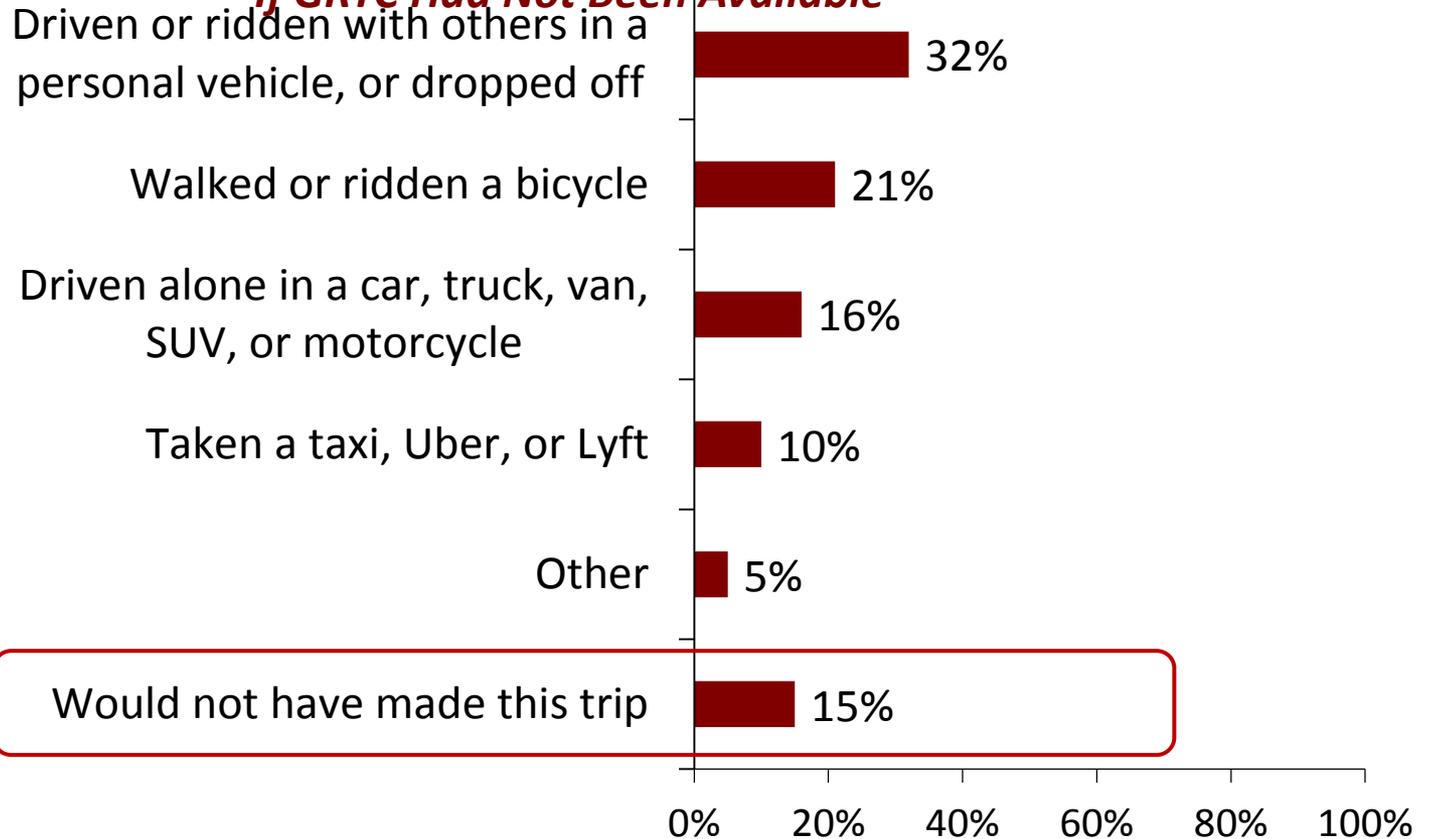


n = 1,441

Q3. Do you have a car or other personal vehicle available to you on a regular basis for your travels?
Source: 2015 GRTC Current Rider Study

Transit Provides Mobility for Everyone

**15% of Riders Would Not Have Made Their Trip
If GRTC Had Not Been Available**



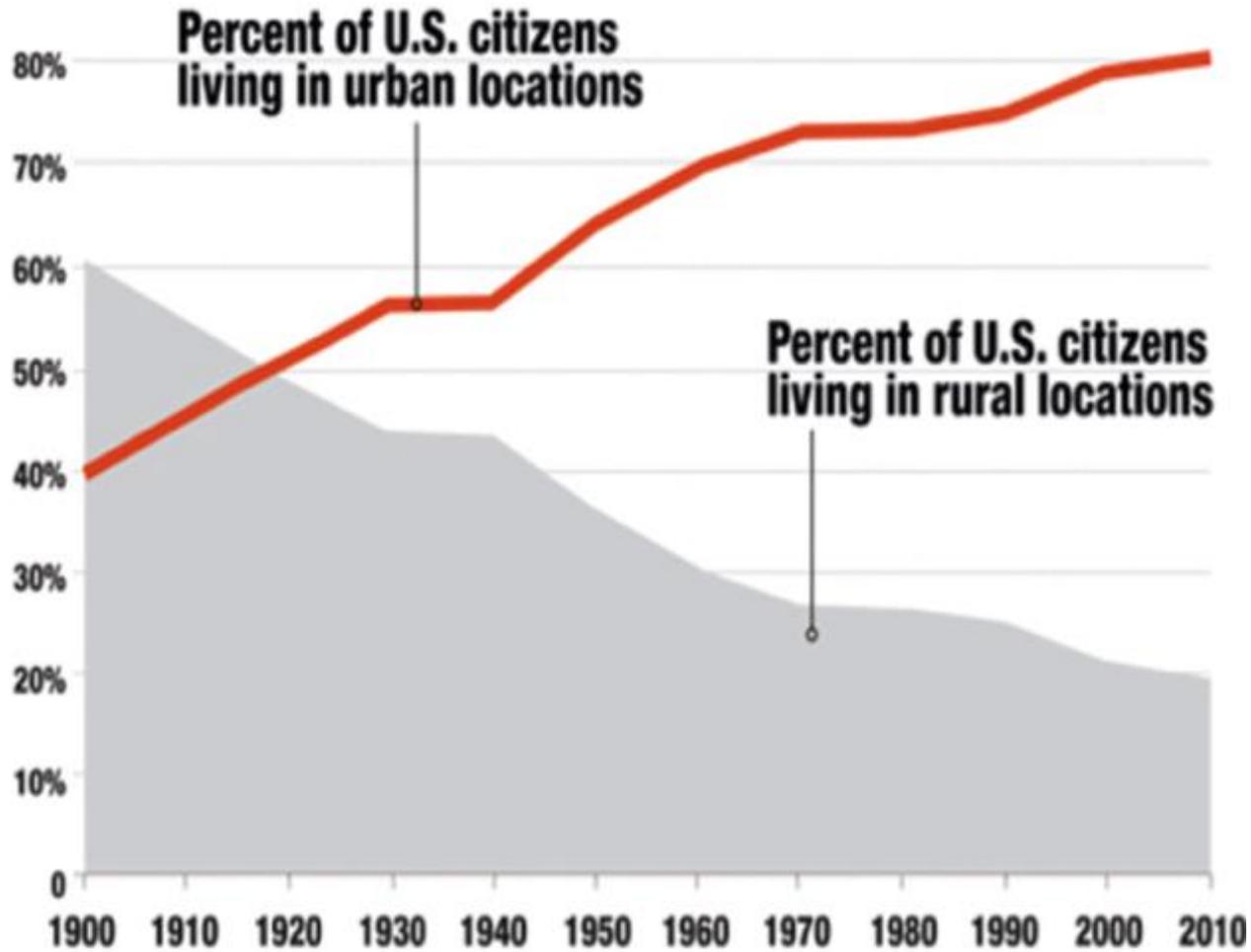
n = 1,419

Q5. If GRTC had not been available today, how would you most likely have made this trip?
Source: 2015 GRTC Current Rider Study

14

Transit, along with other alternatives to single-occupant vehicle (SOV) travel, are needed now more than ever, especially in Virginia's "Golden Crescent," to help minimize the impact of the projected population growth on current congestion.

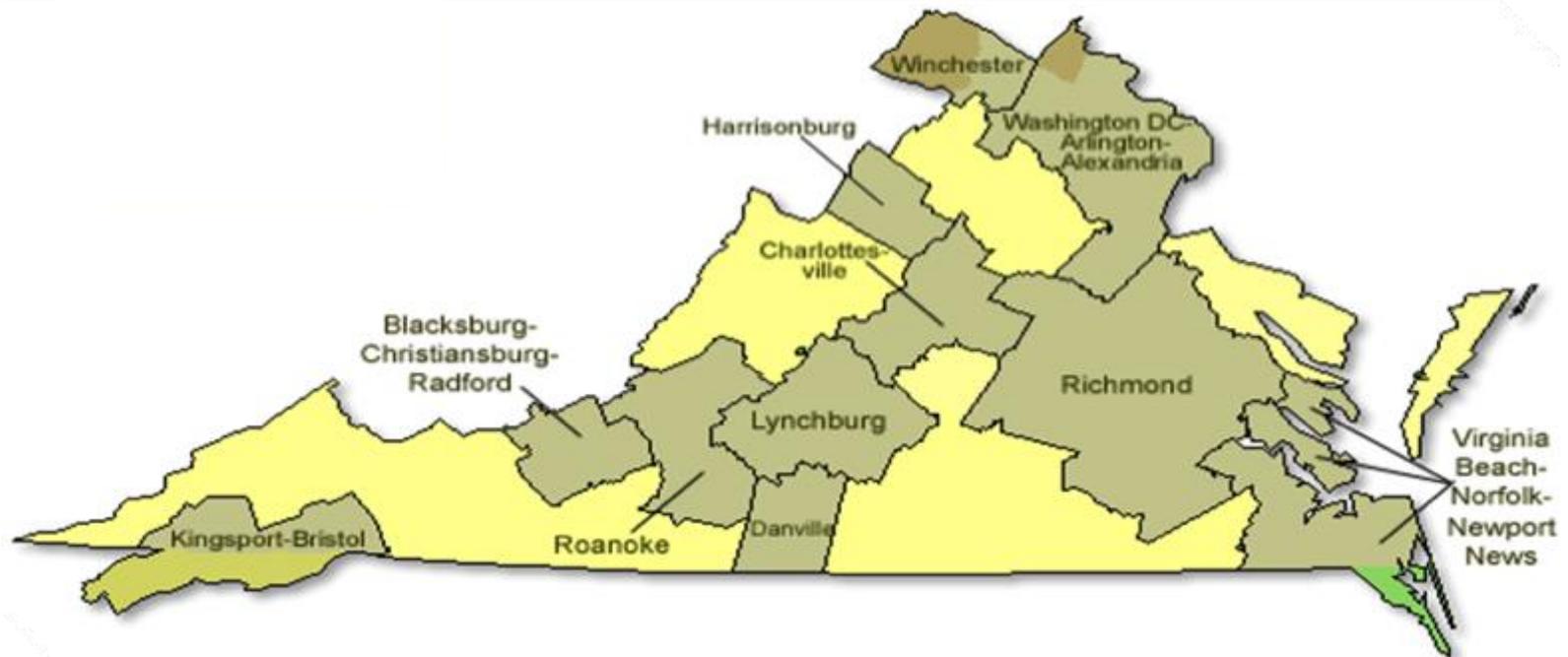
Out of the Countryside, Into the City



Source: U.S. Census Bureau, Decennial Censuses

Macro View

87% of Virginia's Population Lives in
Metropolitan Statistical Areas (MSAs)



Almost 9 in 10 Virginians live in an MSA.

Source: Weldon Cooper Center for Public Service, Demographics & Workforce Group, www.coopercenter.org/demographics, University of Virginia.

Metropolitan Areas

Blacksburg

Bristol combined

Charlottesville

Harrisonburg

Lynchburg

NoVa

Richmond

Roanoke

Staunton

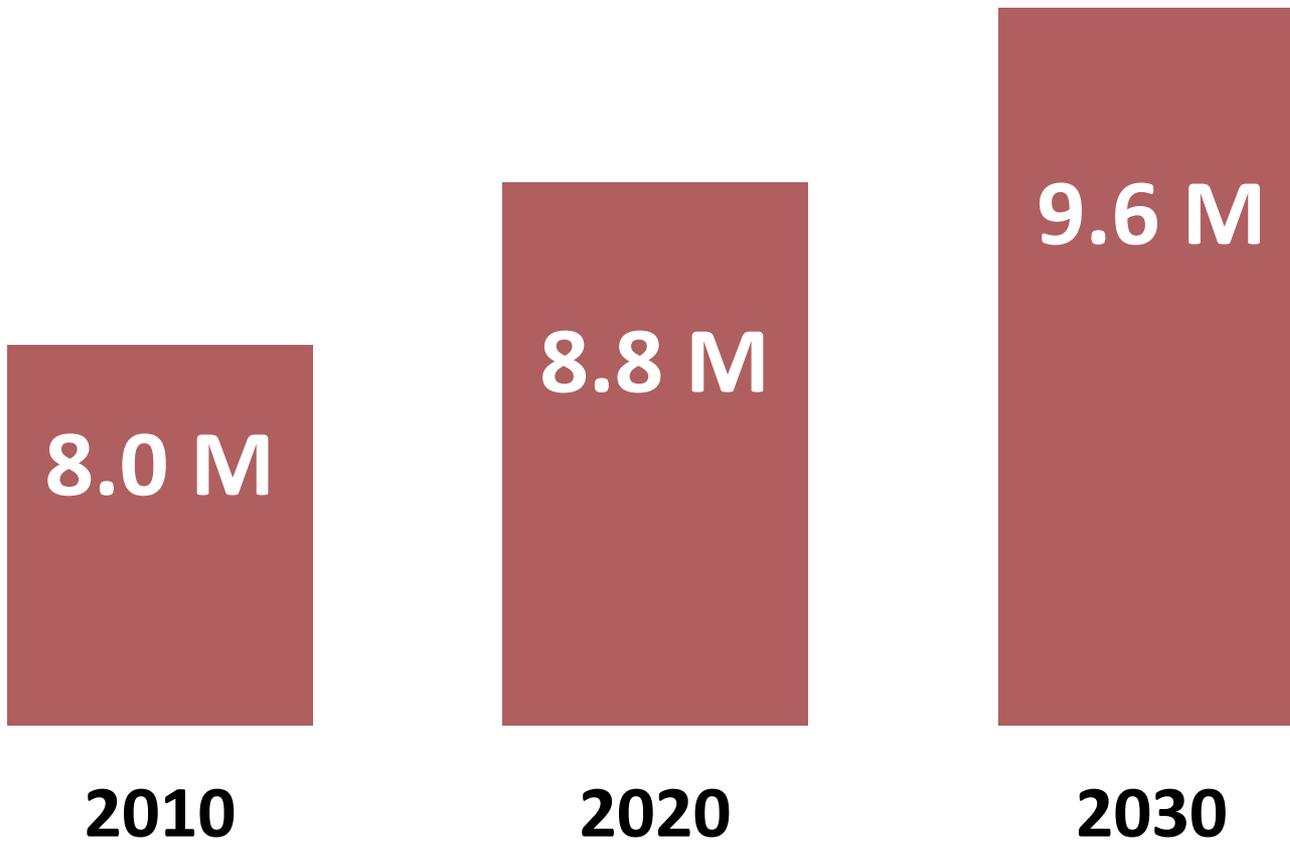
Tidewater/H.R.

Winchester

87%
of the
growth
2010–14

Virginia

Projected Population Growth

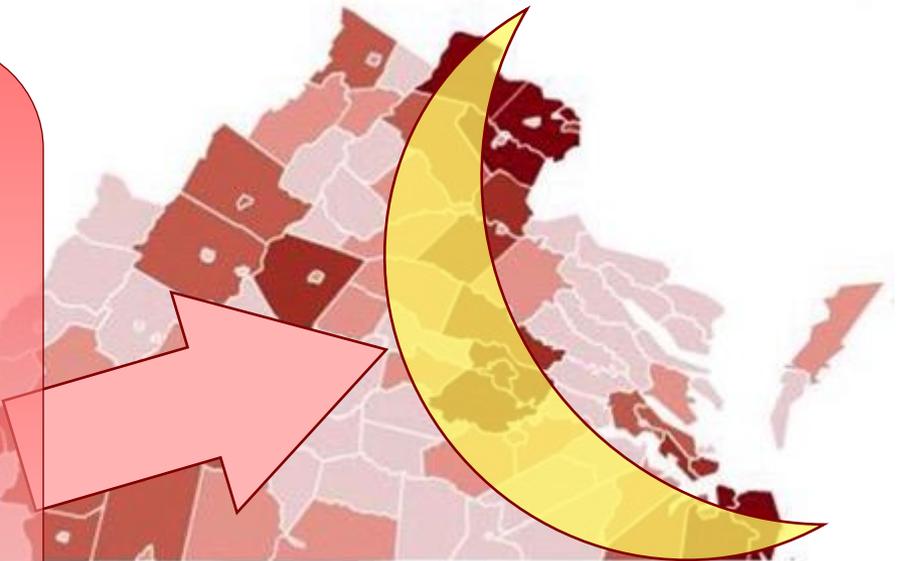


Source: U.S. Census Bureau, Virginia Employment Commission.

Virginia Population Growth

80%

**of Virginia's future
population growth
will occur in the
"Golden Crescent"**



Data Source: Weldon Cooper Center, January 27, 2015

Source: Weldon Cooper Center for Public Service, Demographics & Workforce Group, www.coopercenter.org/demographics, University of Virginia.

Efficient Public Transportation Is Part of the Solution