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# Virginia Breeze - Intercity Bus Expansion

July 16, 2019

Commonwealth Transportation Board

Jennifer DeBruhl, Chief of Public Transportation  
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Corridor Development



Virginia Department of Rail and Public Transportation

# What is Intercity Bus?

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- Available to the general public
- Regularly scheduled fixed-route service
- Operates with limited stops between two or more urban areas not in close proximity
- Capable of carrying baggage
- Schedules coordinate with longer-route service, not commuter service
- Meaningful connections to national intercity bus network

## FTA Requirement

- States must assess unmet needs for intercity bus service
  - » *2013 assessment identified significant need across the Commonwealth*

# Goals of Intercity Bus Service

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- **Connect underserved communities to interregional bus, rail, and air travel**
  - » *Households without cars*
  - » *Students*
  - » *Elderly/disabled*
- **Fulfill the federal requirements associated with assessing and meeting rural transportation needs – established in ISTEA, minimum 15% set aside since SAFETEA-LU**
- **Provide travel options in corridors where alternatives to the personal vehicle are limited or do not exist**
- **Supplement service of private providers – fill gaps and make connections**

# The Virginia Breeze

- **First Virginia Breeze service launched December 1, 2017**
  - » *Blacksburg to Washington D.C.*
- **7 days a week**
- **Approx. 50 seats with luggage compartment, Wifi, in-seat power outlets, and a restroom**
- **Fares range from \$15 - \$50**
- **1<sup>st</sup> state to partner with MegaBus for interline ticketing**



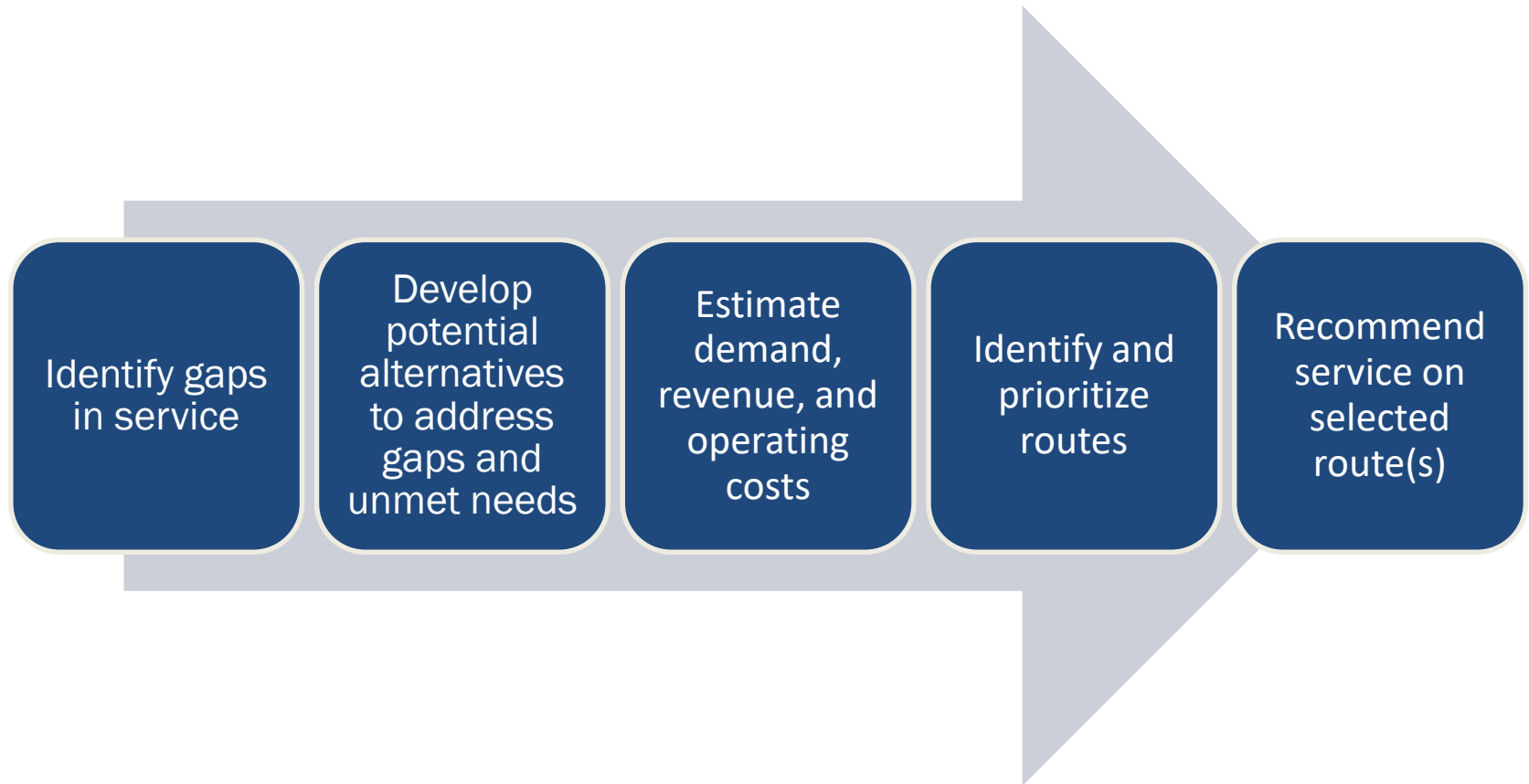
# Performance and Cost



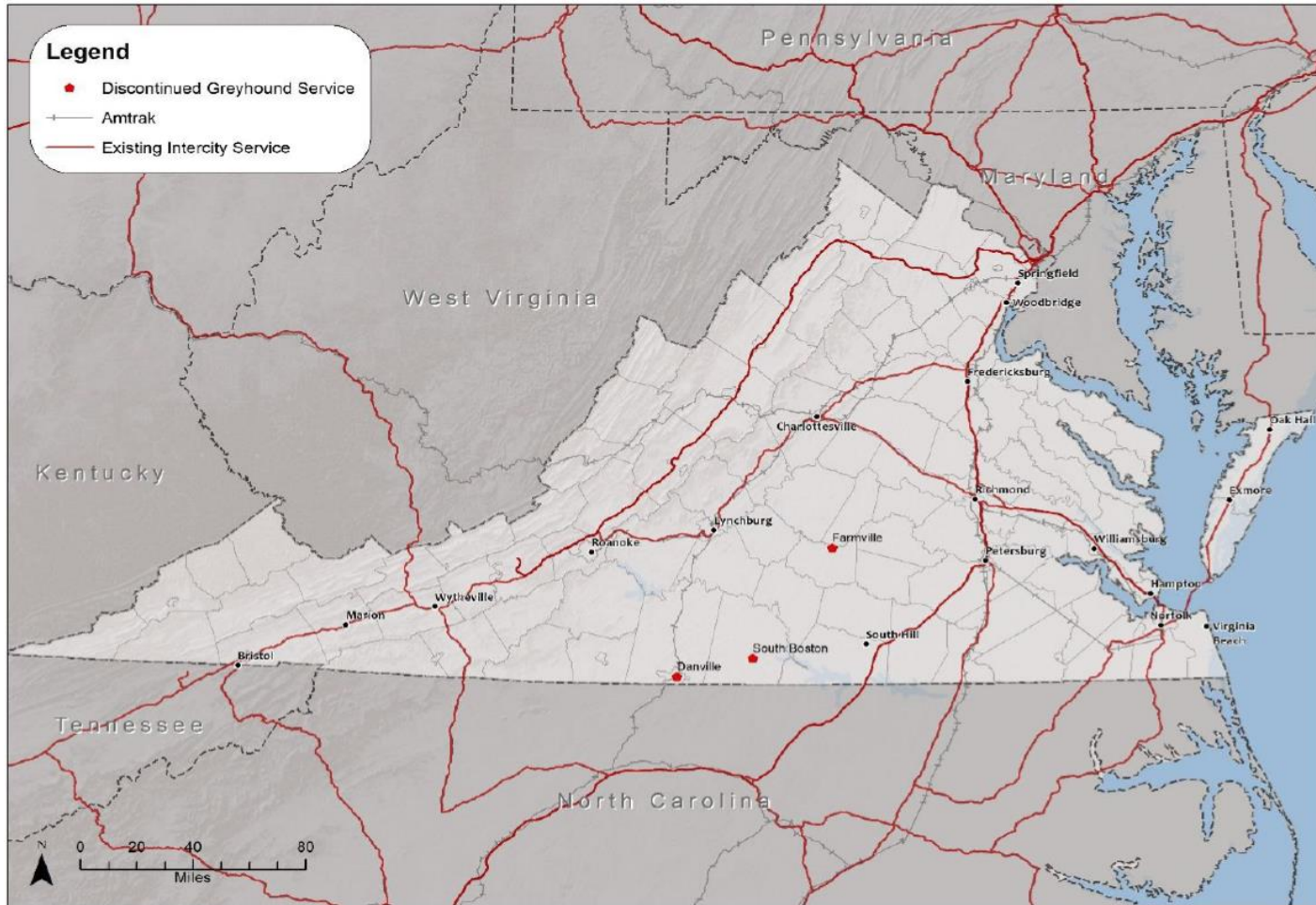
- **Projected Annual Ridership**
  - » 7,125
- **Actual Annual Ridership**
  - » 19,300 (+271% of estimate)
- **Farebox Recovery Rate**
  - » 81%
- **Annual Cost**
  - » \$1M
- **Annual Farebox Revenue**
  - » \$800K
- **Annual Net Cost**
  - » \$200K\*

\*Funded through FTA 5311(f) funds

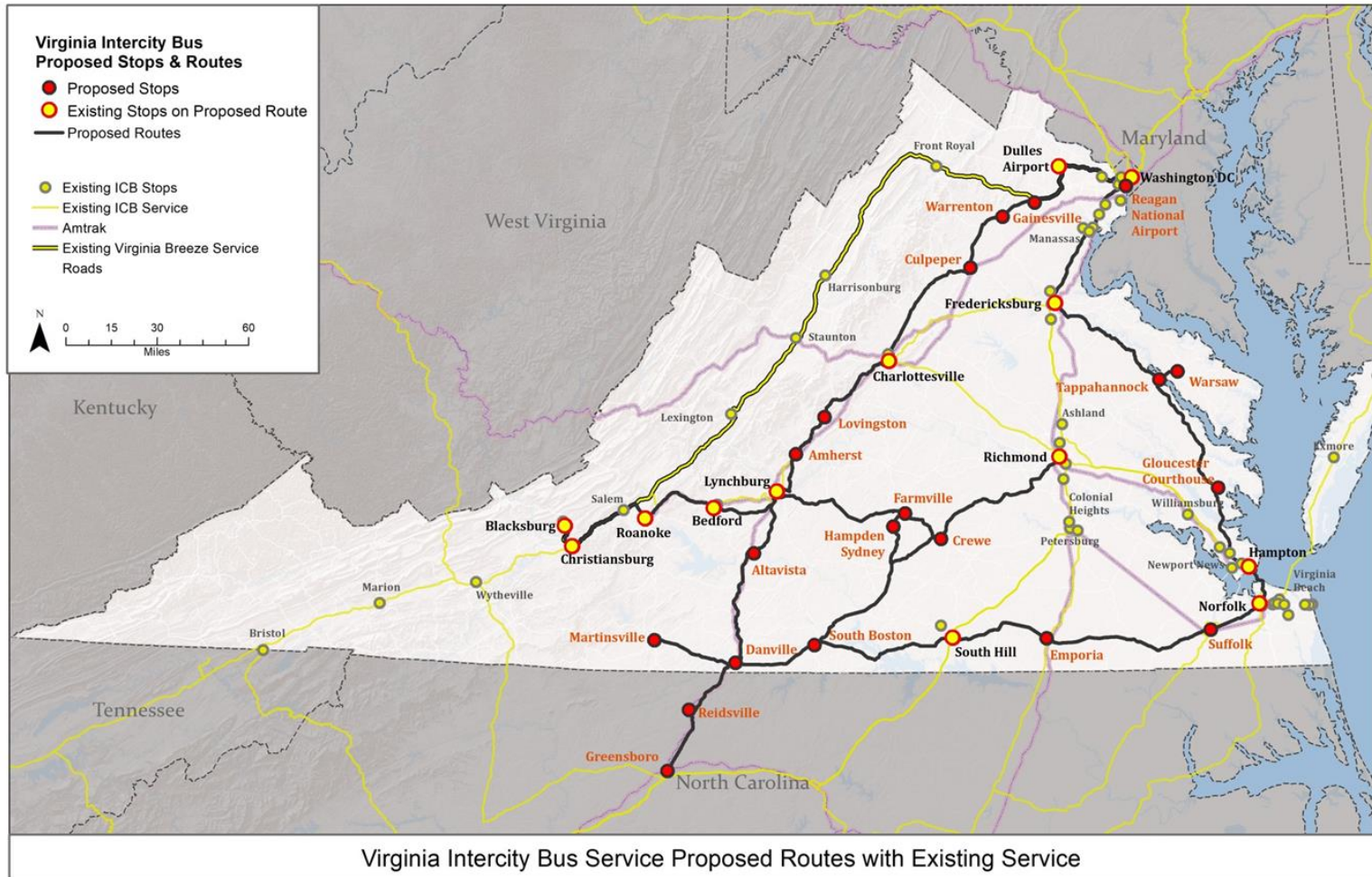
# Service Expansion Study



# Existing Intercity Bus Service



# Potential Expansion Corridors



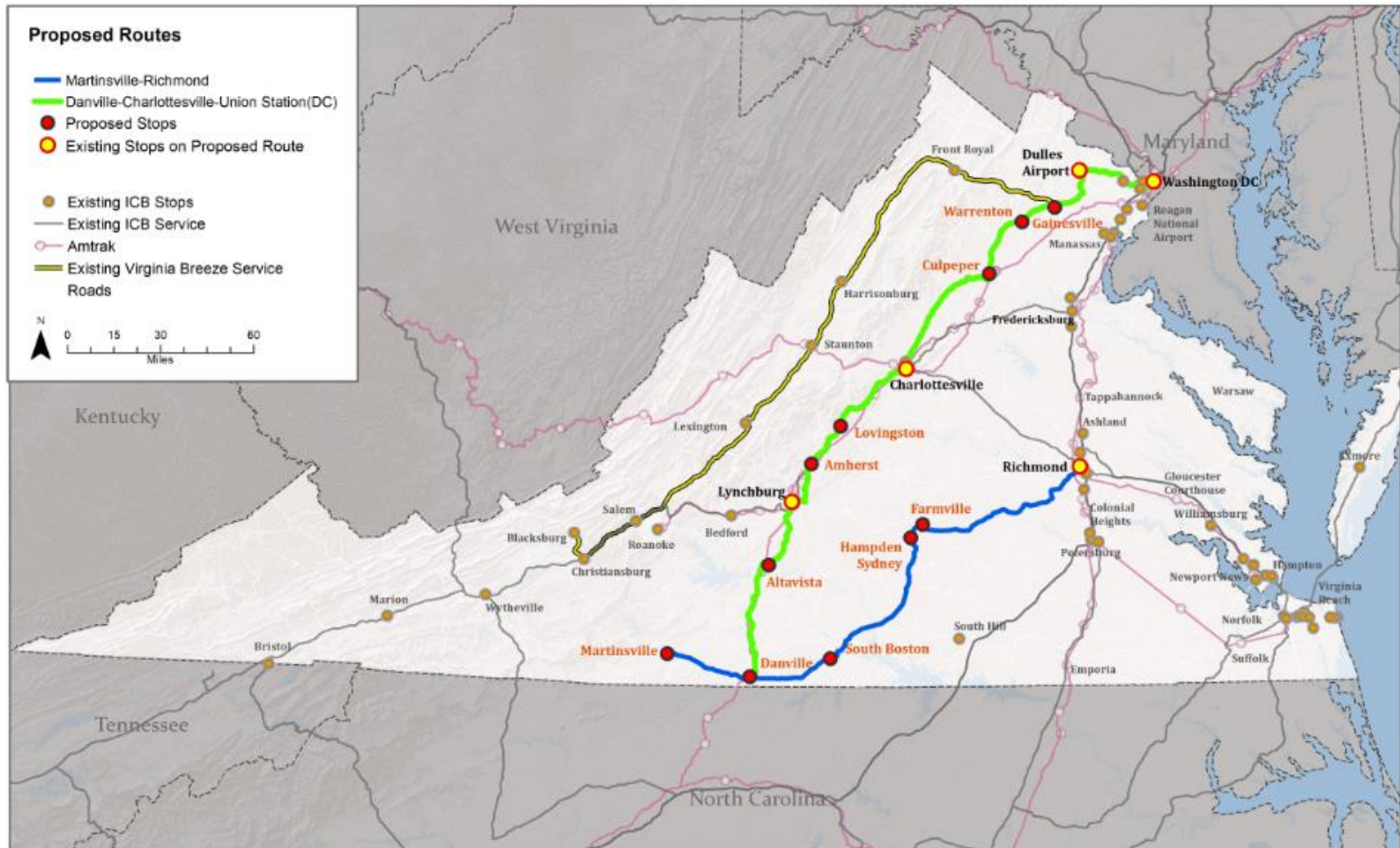


# Prioritization Criteria

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- Degree to which each route provides access to underserved populations
- Potential ridership
- Anticipated cost of operations
- Projected Fare Revenue
- Degree to which proposed service supplements existing service and fills service gaps

# Recommended Expansion



# Anticipated Ridership and Cost

- **Danville to Washington D.C.**
  - » *Projected Annual Ridership: 10,050*
  - » *Estimated Annual Cost: \$901,360*
  - » *Estimated Annual Revenue: \$364,001*
  - » *Estimated Annual Net Cost: \$537,358*
- **Martinsville to Richmond**
  - » *Projected Annual Ridership: 5,500*
  - » *Estimated Annual Cost: \$606,083*
  - » *Estimated Annual Revenue: \$178,596*
  - » *Estimated Annual Net Cost: \$427,487*
- **Net cost will be covered by FTA 5311(f) funds**



# Next Steps

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- Transportation provider procurement
- New branding
- New mobile app and ticketing synchronization
- Final stop selection
- Launch service in Spring/Summer 2020 (tentative)



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