

Naval Station Norfolk Transportation Needs Assessment Study Final Report

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February 13, 2001

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Research Objectives

- Measure changes in commuter awareness of the *TRAFIX* program.
- Determine awareness and familiarity of the *TRAFIX* Commuter Transportation Coordinator.
- Assess awareness and attractiveness of transportation alternatives.
- Identify current mode split and measure the percentage of Naval Base commuters who use transportation alternatives.
- Identify transportation and awareness deficiencies.

Study Components

**Command
Interviews**

**Commuter
Surveys**

Methodology

Command Interviews

- 27 one-on-one interviews
- Discussion group with 24 local CMCs
- Conducted interviews with:
 - ✓ Captains
 - ✓ Executive Officers
 - ✓ Master Chiefs
 - ✓ Civilian Managers

Commuter Surveys

- 1,045 completed surveys
 - 949 Commuter Surveys
 - 96 HOV Express Bus Surveys
- Conducted August to December
- Self-administered

Command Interviews

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Whom did we survey?

Commands Interviewed

- Naval Station Norfolk
- Airborne Early Warning Wing
- Public Works Center
- Armed Forces Staff College
- Naval Support Activity
- Defense Finance and Accounting Services
- Fleet and Industrial Supply Center
- Fleet Imaging Command Atlantic
- Helicopter Combat Support Squadron 8
- Port Operations
- Force Master Chief-AIRLANT
- Force Master Chief-SURFLANT
- Naval Computer and Telecom. Area Master Station Atlantic
- Naval Safety Center
- Naval Transportation Support Center Norfolk
- Naval Station Norfolk, AIMD
- Submarine Squadron Support Unit
- Afloat Training Group
- Marine Aircraft Group 42, Det B
- Operational Test & Evaluation Force
- Naval Dental Center Norfolk
- Wind & Sea
- Naval Legal Service Office Mid-Atlantic
- Naval Station Norfolk, Brig

Commanding Officer Interviews

Key Findings

Commanders agree that traffic congestion is a problem.

- All but one of the Commanding Officers interviewed believed that traffic congestion is a problem in the area.
- Most noted that traffic congestion was highly dependent on the number of ships in port.
- Many are using the HOV lanes at off-peak times.
- Peak congestion times are:
 - ✓ 6:00 AM - 7:30 AM
 - ✓ 3:30 PM - 6:00 PM

Commanding Officers identify areas of congestion.

- Most highly congested areas:
 - ✓ I-64, I-564, I-264
 - ✓ All tunnels
 - ✓ Naval Station Gates

Parking is not a problem but an inconvenience.

- While most Commands had adequate parking, some, especially those near the piers, experienced parking problems.
- While parking may be available for worksites, the parking is not considered to be convenient.
- All Commands had reserved parking for senior staff. Civilian Commands were more likely to have preferential parking for ridesharers.

Commands suggestions for improvement.

- Initially, many Military Shore Commands felt that there was little that they could do to improve traffic congestion.
- Most suggested improving the current mass transit system, opening up the HOV to all traffic and Light rail.
- Most Military Commands were unfamiliar with the *TRAFIX* programs available to their staff.
- Once they were aware of programs available, they were very interested in disseminating information to their staff.

Civilian and Military Commands felt differently.

- Civilian Commands were more likely to be participating in transportation programs, and more familiar with alternate modes available to Naval Station Norfolk.
- Military Commands cited that their hours were not conducive to ridesharing.
- Military Commands were more likely to expect their personnel to be on time.

Will Commands offer transportation programs?

- Civilian Commands are willing to help by:
 - ✓ Offering information to their employees.
 - ✓ Allowing preferential parking for ridesharers.
 - ✓ Supplying Commuter Checks.
- Military Commands are eager to distribute information to staff.
- All Commands need information on Commuter Choices.

How should the *TRAFFIX* Programs be promoted?

- Through the CMCs
- Web pages
- The Flagship/Surroundings Magazines
- Department/Ship's newsletter
- Promotions on the side of the buses
- Promotions within the bus/shuttle
- Welcome Packages (Base and Ships)
- Real time traffic information
- Indocs and Captains' Calls
- Ombudsmen

HRT Shuttle Service

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**Results of shuttle
discussion group held with
Local Command Master
Chiefs**

Awareness of Base Shuttle Service

- All CMCs acknowledged the need for an efficient shuttle service at Naval Station Norfolk.
- Awareness of the HRT shuttle service was very limited among the CMCs.
- Most could not distinguish the shuttle from other buses on Base.
- Many were confused about the HRT service and the Naval Station Norfolk shuttle.
- Only three of the 24 CMCs were aware of the tokens available to the sailors for a free ride.
- Several CMCs noted that it would be much easier to use military IDs rather than tokens.

Ideal Base Shuttle Service

- Operates between 0530 and 2200
- Feel evening shuttle is important
- Distinguishable vehicle
- Wait time no longer than 15 minutes
- Free to riders with military identification
- No tokens

Where should the Shuttle Service stop?

- The Exchange
- Movie theaters
- McDonald's restaurants [3]
- All piers
- All aircraft hangars
- Barracks
- Gyms
- MWR
- Dental/Medical Clinics

What about promoting the Shuttle Service as a Park & Ride?

The Master Chiefs felt that this might be a good way to promote the shuttle service and encourage more ridership among those working at the piers.

How should the Shuttle Service be promoted?

- Through the Command Master Chief
- Individual Ship's web page
- Signs on shuttle
- Signs at stops saying, "Shuttle Service every 15 minutes"
- Bus signs with web sites posted
- The *Flagship/Surroundings* magazines

Recommendation for HRT Shuttle Service

A feasibility study needs to be conducted on the HRT Shuttle Service to better serve the needs of Naval Station Norfolk.

Commuter Surveys

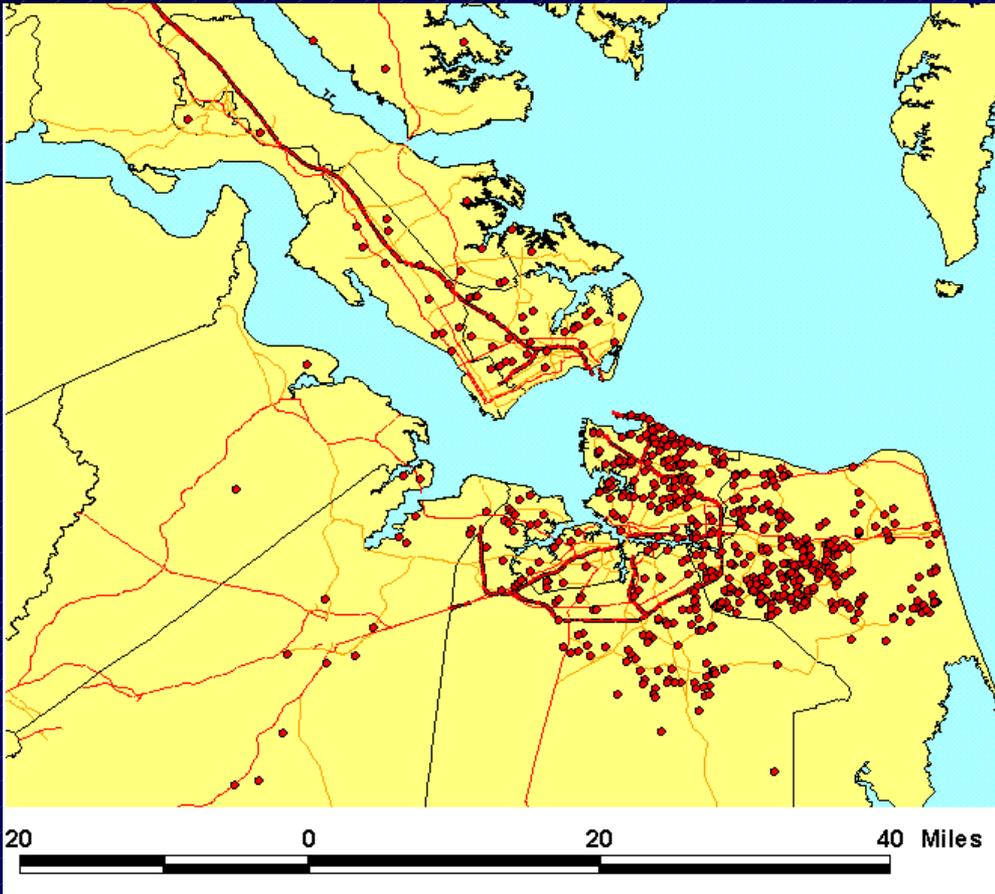
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Whom did we survey?

Survey Respondents

- Over half (54%) were in Commands of over 500 persons.
- The majority (74%) were military personnel.
- Length of time at the Naval Station varies.
 - ❖ 80% Civilians have worked at the Naval Station over 4 years versus 26% for Military personnel.

Place of Residence



<u>Origin</u>	<u>%</u>
Virginia Beach	29%
Norfolk	21
On Base	11
Chesapeake	10
Hampton/Newport News	7
Portsmouth/Suffolk	6
Other	2
No response	14

Commuter Survey

Key Findings

Commuting to Work and travel around Naval Station Norfolk

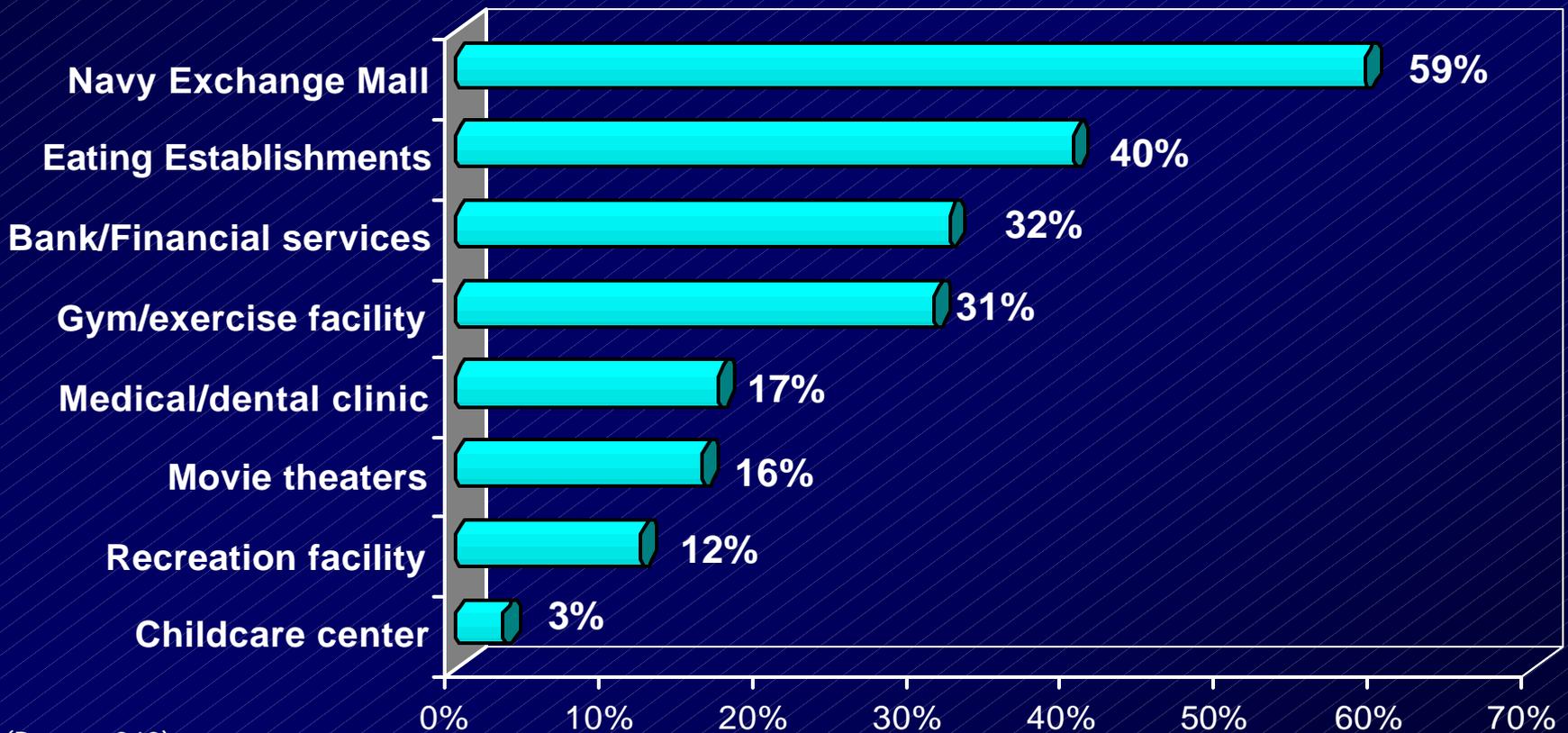
Currently, nearly all personnel drive alone in their cars to work.



- Drive alone 81%
- Carpool 10
- Bus 2
- Combination 3
- Walk <1
- Other 3

(Base = 949)

Aside from the building where they work, base personnel most often visit the Navy Exchange Mall and eating establishments.



(Base = 949)

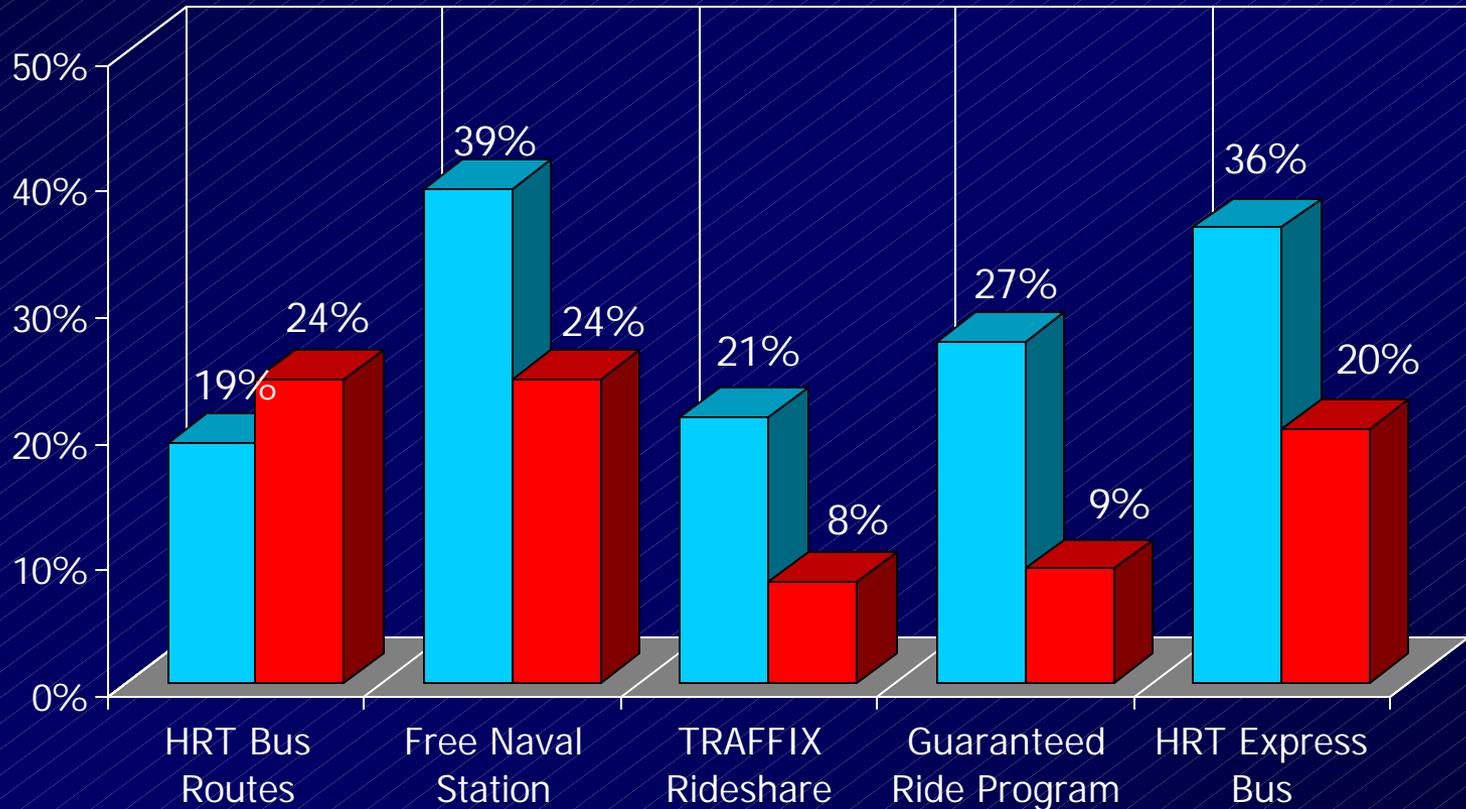
Commuters most often drive alone to these destinations.

	(Base)	Drive alone	Carpool	Bus	Walk	Other
Navy Exchange Mall	(568)	65%	27%	<1%	3%	4%
Eating Establishments	(380)	47	41	<1	6	5
Bank/Financial Services	(313)	73	16	1	5	5
Gym/Exercise Facility	(291)	64	22	<1	9	4
Medical/Dental Clinics	(183)	85	6	1	3	5
Movie Theater	(151)	31	61	1	2	5
Recreation Facility	(119)	51	40	1	3	5
Childcare Center	(25*)	80	12	0	4	4

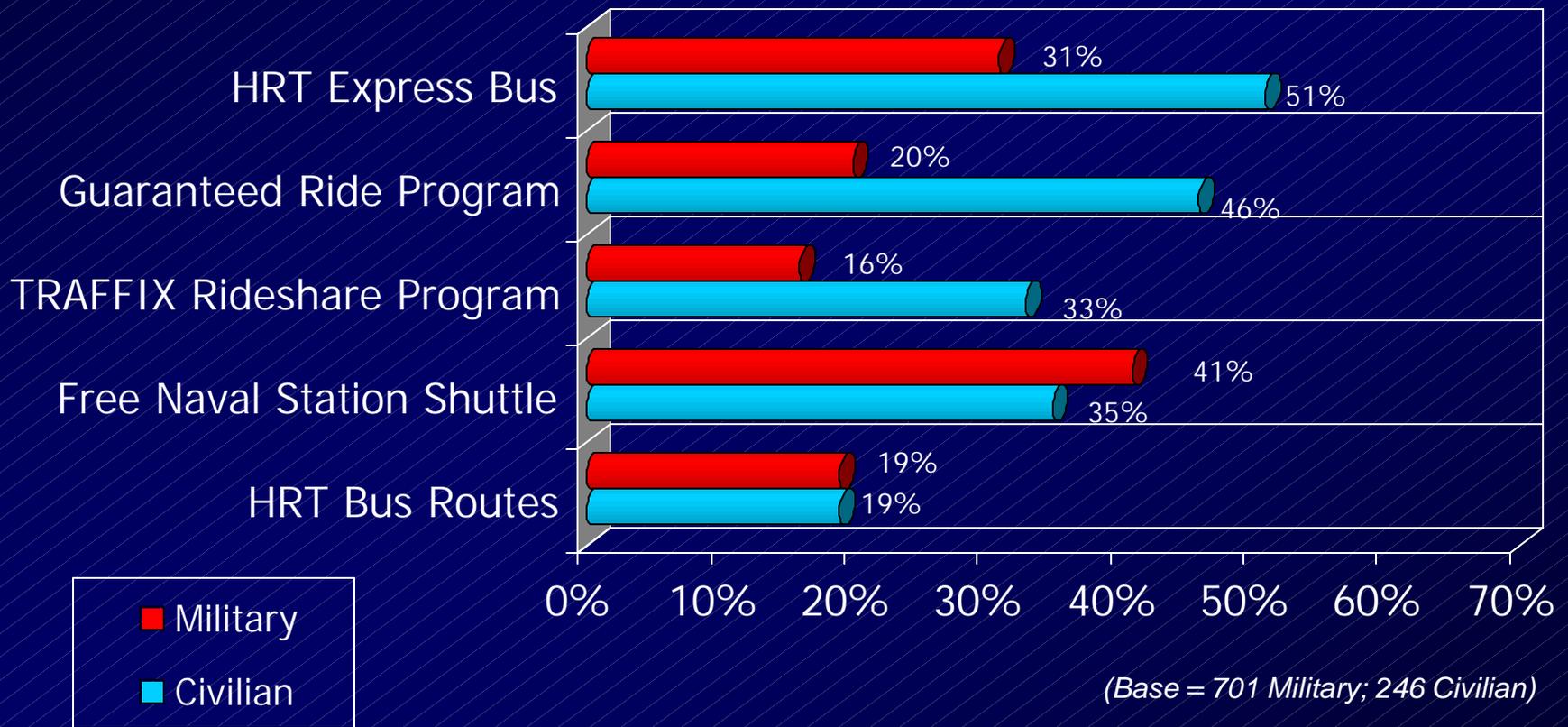
* Caution: Low sample size

Familiarity of Area Transportation Services

Familiarity and Usage of Area Rideshare Alternatives.



Civilians were more familiar with available transportation services.



Ways that commuters find out about these services varies.

Transportation Service

HOV Express Bus Routes

HRT Bus Routes

TRAFIX Rideshare Program

Guaranteed Ride Program

Naval Station Norfolk Free Shuttle

How commuters most frequently learned about this service

See buses/signs

See buses/bus stops

Radio/television; signs/brochures

Friends/co-workers

See buses/bus stops

Ways that commuters find out about these services varies.

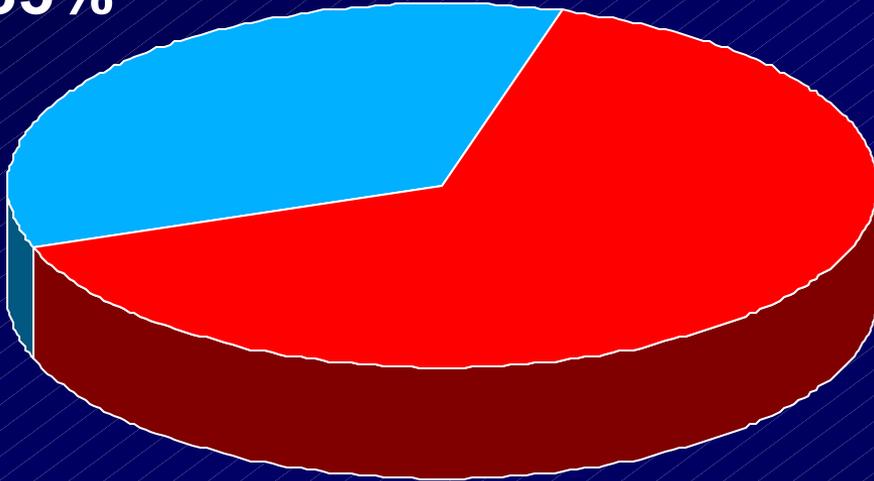
<u>Transportation Service</u>	<u>% Familiar 1996</u>	<u>% Familiar 2000</u>	<u>Dif.</u>
HOV Express Bus Routes	45%	36%	-9
HRT Bus Routes	27	19	-8
TRAFIX Rideshare Program	37	21	-16
Guaranteed Ride Program	22	27	+ 5
Naval Station Norfolk Free Shuttle	63	39	-24

Awareness of the **TRAFFIX** Program

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A third (35%) of commuters had heard of TRAFFIX.

**Yes
35%**



**No
65%**

(Base = 949)

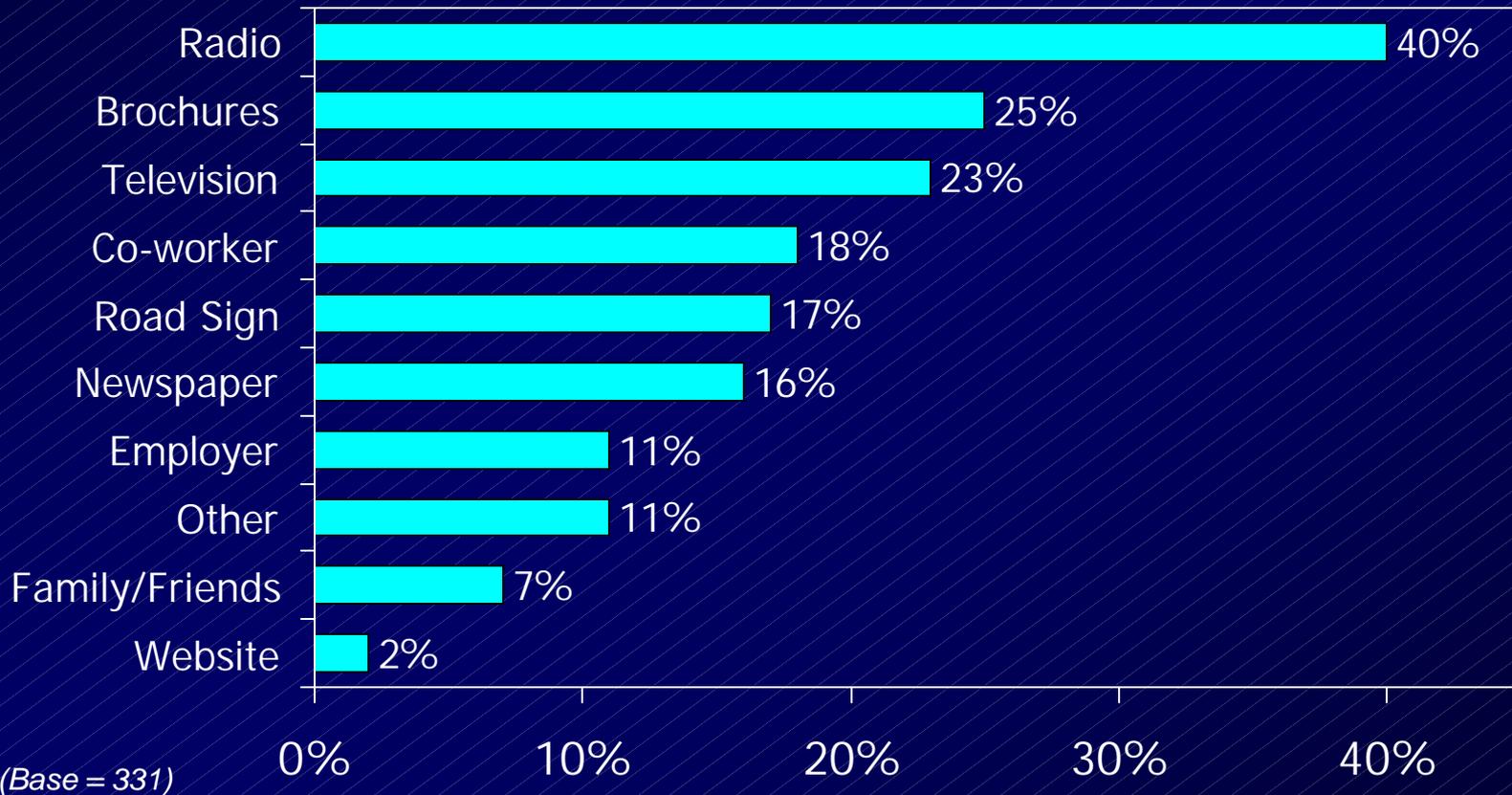
% Aware

56% Civilians



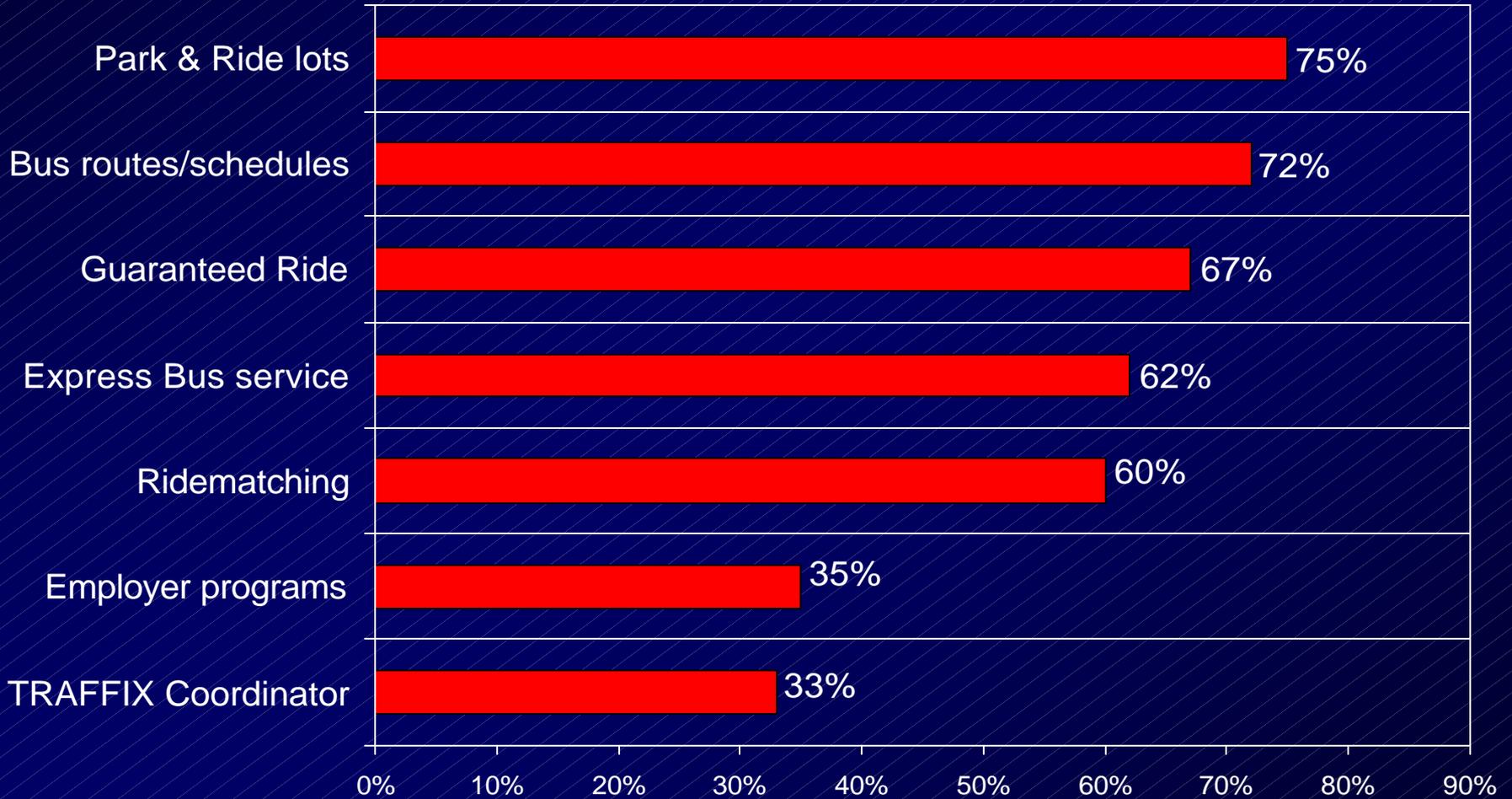
28% Military

Many of those aware of TRAFFIX learned about the program on the radio.



Familiarity of TRAFFIX programs

% Aware that TRAFFIX offered

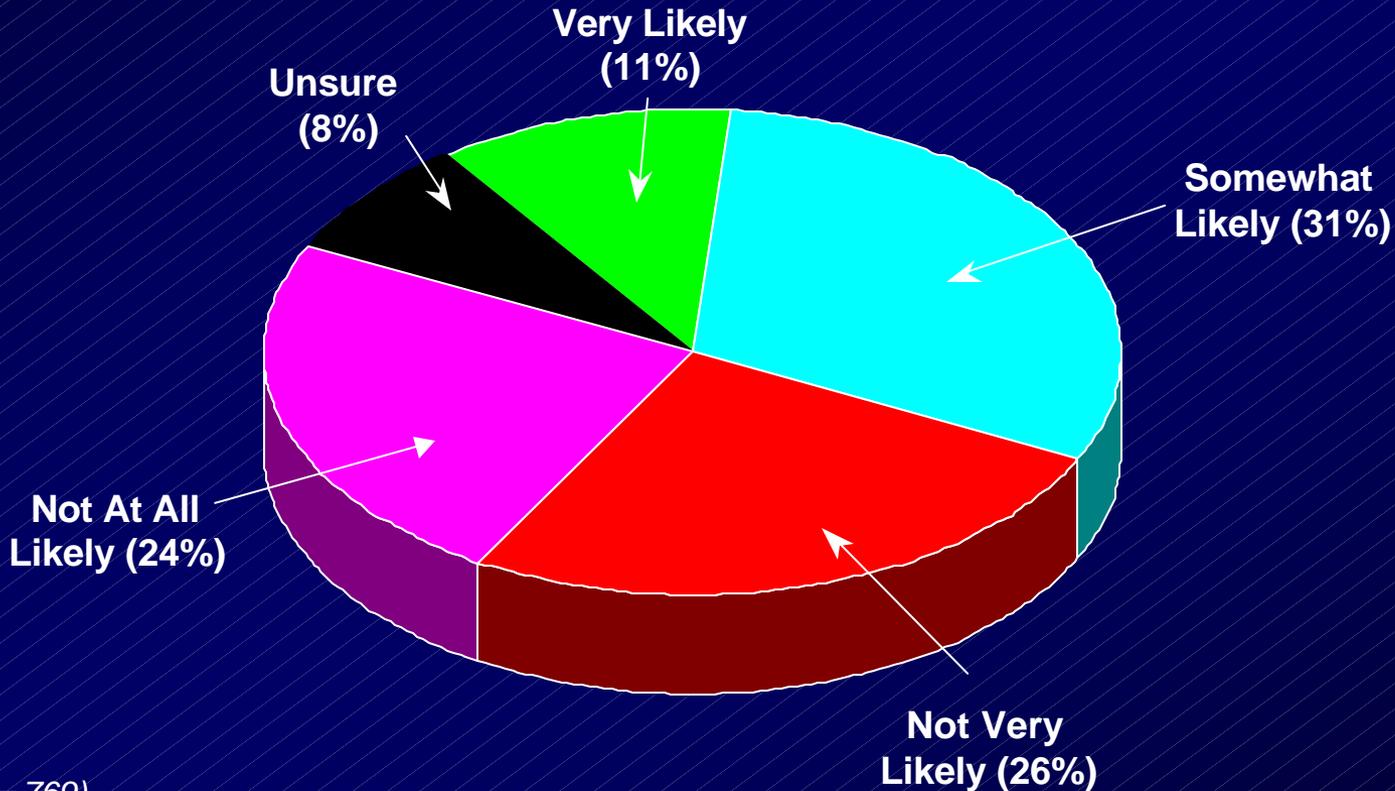


Base = Those aware of TRAFFIX; n=331

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Willingness to Use Alternate Modes of Transportation

Nearly half (42%) of SOV commuters show interest in sharing a ride to work at least once a week.

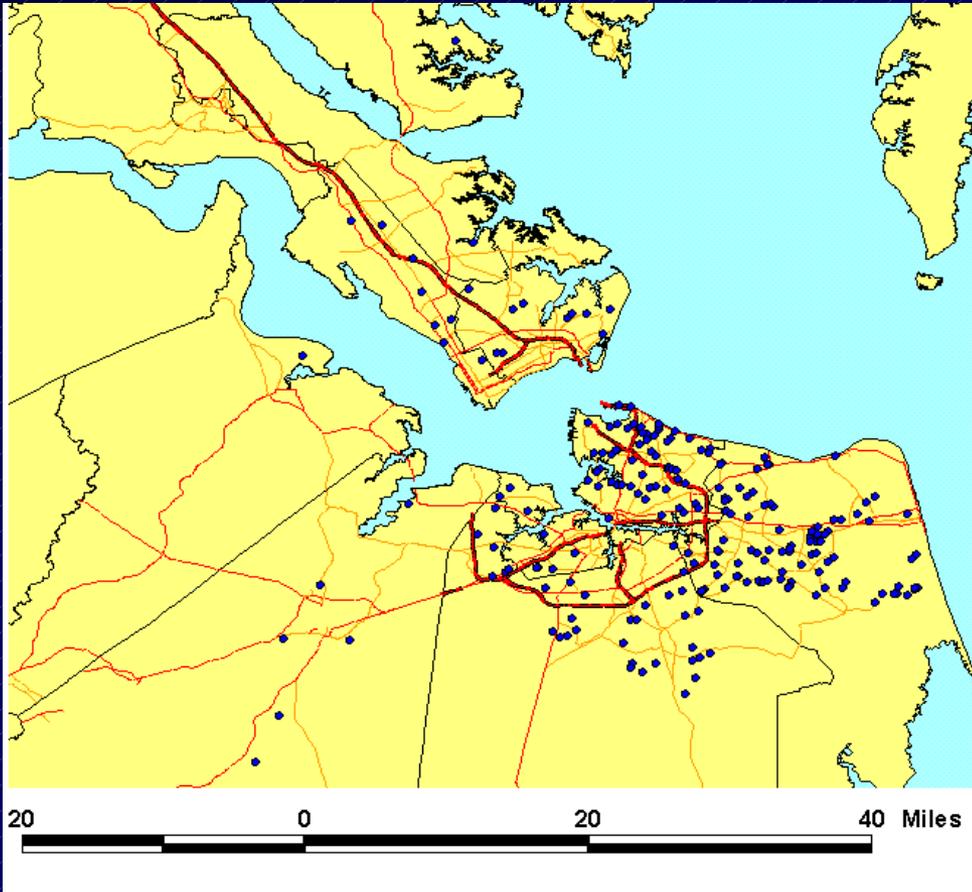


(Base = 769)

How does this compare to other areas?

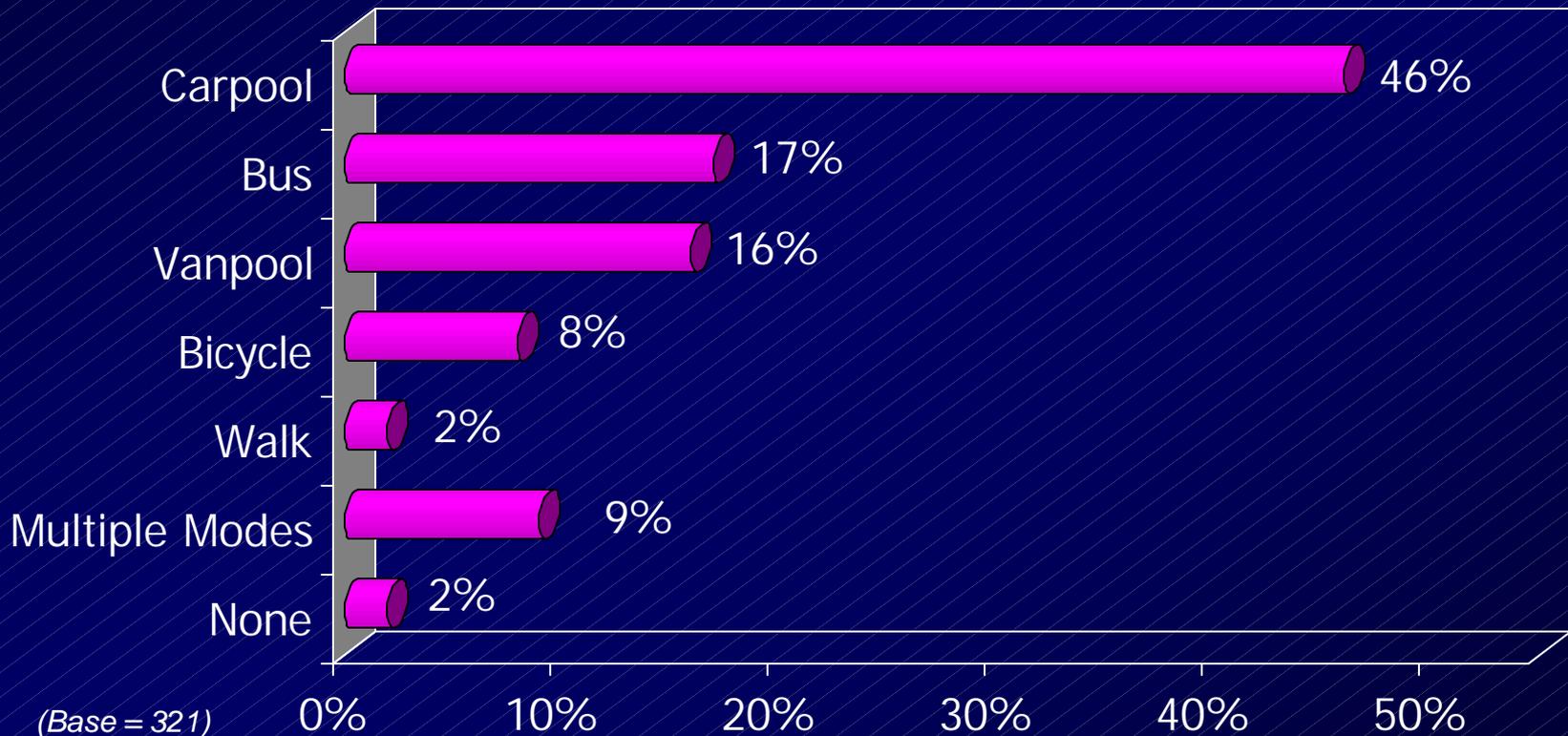
<u>Area</u>	<u>% Who Drive Alone</u>	<u>% Willing to Rideshare</u>
Oyster Point area	88%	26%
Oceanfront area	66%	26%
Norfolk Commerce Park area	86%	33%
Lynnhaven Mall area	91%	24%
Naval Station Norfolk	81%	42%

Origin of SOV commuters willing to rideshare



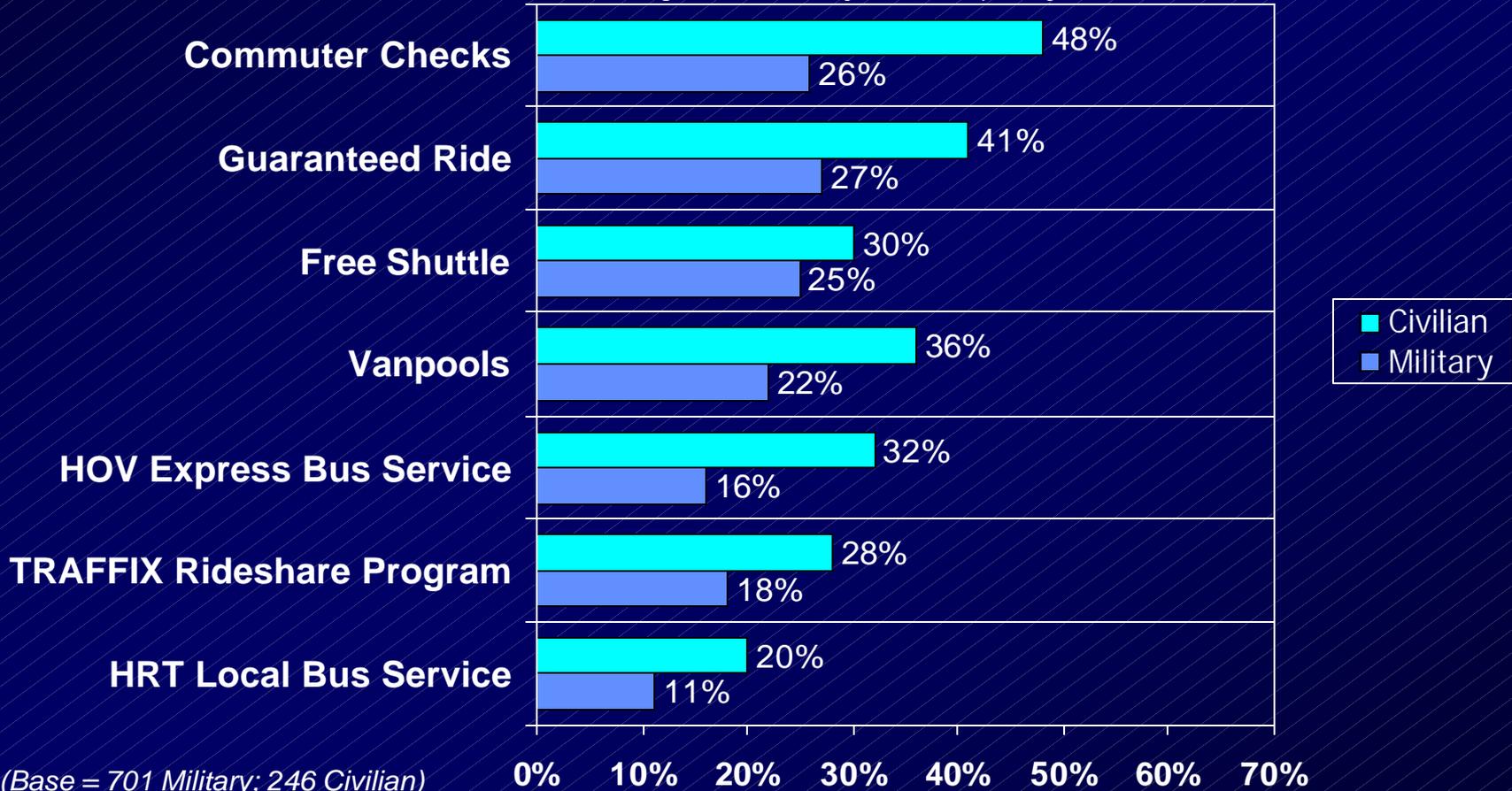
<u>Origin</u>	<u>%</u>
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Other	3
No response	13

Carpools are clearly the favored alternate travel mode among commuters interested in ridesharing.



Incentives increase interest among commuters, particularly Civilians.

% willing to occasionally/more frequently rideshare



Key Findings

Command interviews show that...

- Commanding Officers view traffic congestion as a problem in the area.
- Traffic is highly dependent on the number of ships in port.
- Parking is available but not necessarily considered convenient.
- TRAFFIX faces several challenges, including the transient nature of military personnel.
- Overall awareness of TRAFFIX programs appears limited among Commanding Officers.
- Civilian and military personnel differ in awareness of available transportation alternatives to Naval Station Norfolk.
- There appears to be a willingness among both groups to get the transportation information disseminated.
- The HRT shuttle service at Naval Station Norfolk could better meet the needs of personnel.

Commuter surveys show that...

- Sample:
 - ❖ Civilians have a longer tenure at the Naval Station.
 - ❖ About one-tenth live on-base.
- Travel Patterns:
 - ❖ Majority of commuters drive alone to work.
 - ❖ Aside from the building where they work, base personnel most often visit the Navy Exchange Mall and nearby eating establishments.
- Transportation Alternatives:
 - ❖ Commuters are most familiar with the Free Naval Station Shuttle and HRT Express Bus service. Usage is highest for the Shuttle and local bus service.
 - ❖ Compared to military personnel, civilians are more aware of Express Bus service, Guaranteed Ride Program, and rideshare matching.

Commuter surveys show that...

➤ Awareness of *TRAFFIX*

- ❖ A third of commuters had heard of *TRAFFIX*, mostly by way of radio spots.
- ❖ These commuters were mostly aware that *TRAFFIX* provided information on Park and Ride lots as well as bus routes and schedules.

➤ Willingness to Rideshare

- ❖ Nearly half (42%) commuters show interest in sharing a ride to work at least once a week.
- ❖ The most preferred alternate mode was carpooling.
- ❖ Incentives increase interest among commuters, particularly Civilians.

TRAFFIX Challenges

- Awareness of TRAFFIX is low.
 - ❖ Military transfers every 3-4 years.
 - ❖ Sailor deployment for as long as 6 months.
- Uniqueness of Military compared to private business.
- Civilian vs Military.
- Inconsistent traffic congestion.
- Communication is difficult.

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