

RCIT/Blue Hills Transportation Survey Analysis Report



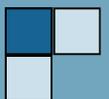
RVTPO

Roanoke Valley Transportation
Planning Organization



Prepared by the

REGIONALcommission



RCIT/Blue Hills Transportation Survey Analysis Report

On Thursday, November 14, 2013 at 3:54 P.M., via e-mail, the RCIT/Blue Hills Transportation Survey link (<https://www.surveymonkey.com/s/8CTRLWQ>) and PDF copy, was sent to representatives of all the RCIT/Blue Hills businesses in attendance at their quarterly tenants meeting on Thursday, November 7, 2013. The online survey was closed at 5:45 P.M. on Monday, December 16, 2013. The last paper copy responses were received on Monday, December 30, 2013.

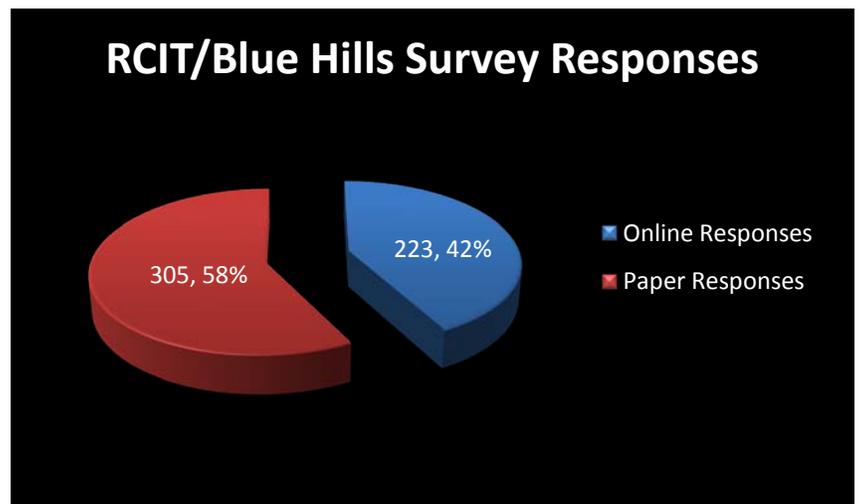
The joint goal of the Roanoke Centre for Industry and Technology, the City of Roanoke, Valley Metro and the Roanoke Valley-Alleghany Regional Commission, was to determine how any potential pedestrian and public transit improvements to the RCIT/Blue Hills area will be utilized by its employees.



Survey Population and Statistics

Overall, there were 528 respondents to the survey. Of those respondents, 223 took the survey online and 305 completed and submitted a paper copy. Occasionally, there will be questions that respondents skipped, which explains why every answer does not have 528 respondents.

The overall response rate for the survey is 23.4%, and is based on the 2,255 employees in the Roanoke Center for Industry and Technology, as reported by the tenants and estimated by the City of Roanoke.



Of the total number of respondents, the following table shows each company's response rates, to Question 1, as a percentage of the overall response rate.

Company	Online Surveys	Paper Surveys	Total Surveys	Total Employees	% of Total Employees
AT&T	26	0	26	70	37.1%
Advance Stores	1	56	57	330	17.3%
Blue Hills Golf Course	1	0	1	25	4.0%
Blue Hills Village, LLC.	2	0	2	30	6.7%
Creative Day School	0	0	0	5	0.0%
Eaton-Crouse Hinds	0	0	0	323	0.0%
Elizabeth Arden	78	136	214	550	38.9%
FedEx	0	0	0	70	0.0%
Heritage Point	1	0	1	4	25.0%
Infoseal	10	51	61	75	81.3%
Maple Leaf	0	0	0	303	0.0%
Orvis	99	62	161	400	40.3%
SEMCO	0	0	0	70	0.0%
Unknown	5	0	5	N/A	N/A
TOTALS	223 (42.2%)	305 (57.8%)	528	2,255	

Typical Hours Worked

In Question 2, "On what days do you typically work? (Please check all that apply)", 94 to 96 percent of all respondents indicated that their regular weekly schedule fell between Monday and Friday. Only 15 to 16 percent of respondents regularly work on Saturday and Sunday.

Questions 3 and 4 inquired of employee's arrival and leave times to work. Of the 520 respondents, the following table lists RCIT employee arrival and departure times from work:

Arrival Times	Number	Percentage of Respondents
3:15-5:55 A.M.	56	11%
6:00-8:00 A.M.	315	61%
8:15 A.M.-Noon	74	14%
1:00-11:00 P.M.	74	14%

Leave Times	Number	Percentage of Respondents
2:00-4:00 P.M.	213	41%
4:15-6:30 P.M.	226	43%
6:45-9:00 P.M.	24	5%
10:00 P.M.-12:30 A.M.	57	11%

The most common arrival time, based on the chart above, was between 6:00 and 8:00 a.m. The most common leave times ranged anywhere from 2:00 and 6:30 p.m.

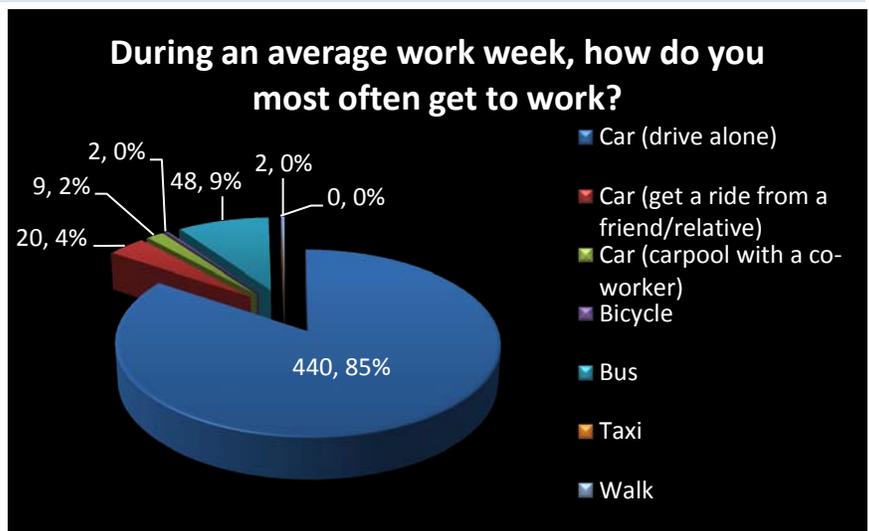
Question 5 asked, "If you also work other shifts, please list those days and start/end times." The valid responses to the question are below.

10 a.m.- 6:30 p.m.
 10 am-6:30pm; 12pm-8:30pm; 2pm-10pm
 10:00 a.m.-6:30 p.m.; 12:00 p.m.-8:30 p.m.;2:00 -10:00 p.m.
 10:00am-6:30pm; 12:30pm-8:30pm
 10am-6:30pm Monday through Friday, when needed.
 10AM-6PM
 10am-6pm; 4am-12:30pm
 12:00 p.m. to 8:00 p.m., Saturday.
 12:00 p.m.-8:30 p.m.
 12:00pm-8:30 pm; 7:00 a.m.-3:30 p.m.
 12pm-8:30 p.m.; 4:00pm-12:30pm
 3:45pm 2nd shift - start of shift 4:00pm 12:30am end 2nd shift
 3:45pm-12:45am
 4:00 p.m.-12:30 a.m.
 6 - 4:30 Monday thru Sat
 6 am until 8 pm
 6:00 AM - 3:00 PM
 6:00 am-2:30 pm
 6:30-12:00, sometimes
 6:to 4:30
 6am-4:30pm, Saturdays, Sundays and holidays
 7 am-5:30pm; 12 am-8:30pm; 4pm-12:30am
 7:00 am-3:30pm
 7:00am-3:30pm
 7-3 on Saturdays

7am-3:30pm
 7am-3:30pm; 8am-4:30pm; 5am-2:30pm
 7AM-7PM
 8am to 5pm
 9-6
 9-6
 9am-6pm, 2pm-10pm, it varies
 During peak season, Sat. & Sun: 5am-2:30 p.m. or later.
 In the off season: 11:30 a.m.-8:30 p.m. and some weekends.
 Nov/Dec peak season 7 days/week: 5:00 a.m.-6:00 p.m.
 often stay later than 5:30 also sometimes work Saturdays and Sundays, but very sporadically
 Sat. & Sun (sometimes) 5:00am-2:30 pm or 6:00 am-3:30pm.
 Saturday - 7 a.m. - 3:30 p.m. Sunday - 7 a.m. - 3:30 p.m.
 Saturday, 5:50 a.m.-11:20 a.m.
 Saturday, 6 to 6
 Saturday, 7:00am-3:30pm
 Saturday, 7:30am-3:30pm
 Some Saturdays (same time)
 Some Saturdays and Sundays 5am-2:30pm; 6am-3:30pm; and 6am-4:30pm
 Some Saturdays and Sundays at the same time
 Some weekends and some shifts 5:00 a.m. to 5:30 p.m.
 Sometimes Fridays from 10:30 p.m. to 7:00 a.m.

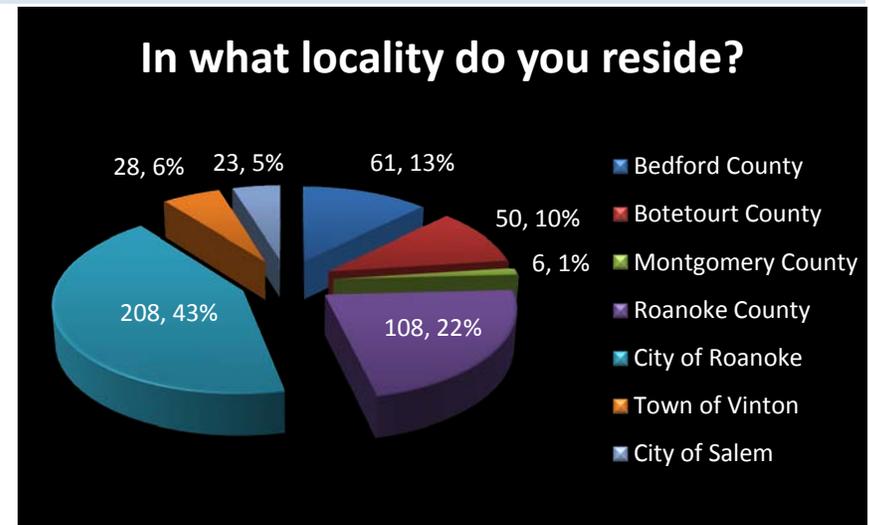
Transportation to Work

Question 6 asked about the most often mode of transportation the employee uses to get to work during the average week. Of the 521 respondents to this question, 85% or 440 indicated that they most often used a single occupancy vehicle (car [drive alone]) to travel to work. There were 48 respondents or 9% who stated that they most often used a bus to travel to work. The remaining responses were as follows: getting a car ride from a friend/relative received 4% (20); carpooling with a co-worker received 2% (9); those that bicycle were 2 (.4%); there were 2 (.4%) who walked; and 0 respondents to taking a taxi.



Place of Residence

In Question 7, when respondents were asked, "In what locality do you reside?" 43% (208 of 525) of respondents live in the City of Roanoke and 22% (108) live in Roanoke County. 111 respondents live in Bedford and Botetourt Counties (61, 13% and 50, 10% respectively). There were 28 (6%) Vinton residents, 23 (5%) Salem residents, and 6 (1%) respondents from Montgomery County.



Question 8, "To get a better idea of where people are coming from, please list your residential street name and zip code." was a follow-up to the respondents' locality of residence. Additionally, the responses to this question provide a regional snapshot of employee residences in relation to employment and public transit.

The table below shows the 384 valid addresses, of the 485 respondents to Question 8. In many cases, a respondent did not provide a street name, city/zip, or any information in order to accurately identify an address.

Locality	Respondents	Percentage	Zip Code(s)
Roanoke City	172	44.8%	24011, 24012, 24013, 24014, 24015, 24016, 24017, 24018, 24019
Roanoke County	61	15.9%	24012, 24014, 24018, 24019
Blue Ridge	10	2.6%	24064
Boones Mill	4	1.0%	24065
Buchanan	5	1.3%	24066
Callaway	1	0.3%	24067
Christiansburg	1	0.3%	24073
Cloverdale	3	0.8%	24077
Daleville	8	2.1%	24083
Eagle Rock	1	0.3%	24085
Elliston	1	0.3%	24087
Fincastle	1	0.3%	24090
Floyd	1	0.3%	24091

Glade Hill	1	0.3%	24092
Goodview	1	0.3%	24095
Hardy	6	1.6%	24101
Huddleston	1	0.3%	24104
Moneta	8	2.1%	24121
Montvale	3	0.8%	24122
Rocky Mount	6	1.6%	24151
Salem	25	6.5%	24153
Spencer	1	0.3%	24165
Thaxton	8	2.1%	24174
Troutville	7	1.8%	24175
Union Hall	1	0.3%	24176
Vinton	35	9.1%	24179
Wirtz	1	0.3%	24184
Woolwine	1	0.3%	24185
Bedford	9	2.3%	24523
Goode	1	0.3%	24566
TOTALS	384	100.0%	

In looking at the above table, 44.8% of the respondents live in the City of Roanoke, 15.9% in Roanoke County and 9.1% in the Town of Vinton, representing a total of 69.8%.

The following maps show the residences of respondents to Question 8. Some respondents, although not required, provided their full street address. Many respondents provided a street name and zip code, while others either did not respond. Where only a street name and zip code were provided, a random location on that street was selected to get a general view on the map of the residence's location. All addresses are represented in the form of dots. Additionally, the address dots were cross-tabulated with Question 11 in the survey, "Would you consider using Valley Metro, or a smaller specialized bus service, if frequent and convenient service was provided to Blue Hills Drive?", to geographically represent where there was desire for transit service.

Commute Time to Work

Question 9 asked, "How long does it typically take you to get to work from home? (minutes/hours)". The following chart shows the distribution of the 515 responses received for this question.

All responses, where a respondent gave a range as a commute time, were converted to the mean of the two times listed in the range (ex. 30 to 45 minutes is converted to 38 minutes).

Commute Time (minutes)	Number	Percentage of Respondents
0-15 minutes	136	26%
16-30 minutes	242	47%
31-45 minutes	88	17%
46-60 minutes	31	6%
61-90 minutes	10	2%
91-120 minutes*	3	1%
Over 120 minutes*	5	1%
TOTALS	515	100%

In the table to the right, the bottom two rows are asterisked indicating respondent commute times in excess of 90 minutes.

This represents two (2) percent of respondents to Question 9. Further analysis of the eight individual responses yields the following information:

Commute Time (hours)	Street Address	Bus Ridership	Ridership Frequency
2:00	Roanoke, VA 24012	Yes	About every day
2:00	Roanoke, VA 24017	Yes	About every day
2:00	Lafayette Boulevard, NW, Roanoke, VA 24017	Yes	About every day
2:15	Salem Avenue, SW, Roanoke, VA 24016	Yes	About every day
2:25	Delaware Avenue, NW, Roanoke, VA 24017	Yes	About every day
2:30	Melrose Avenue, NW, Roanoke, VA 24017	Yes	About every day
2:30	Grayson Avenue, NW, Roanoke, VA 24017	Yes	About every day
2:30	Melrose Avenue, NW, Roanoke, VA 24017	Yes	About every day

As this table shows, 100% of the respondents with commute times exceeding 90 minutes reported riding the bus and using it about every day.

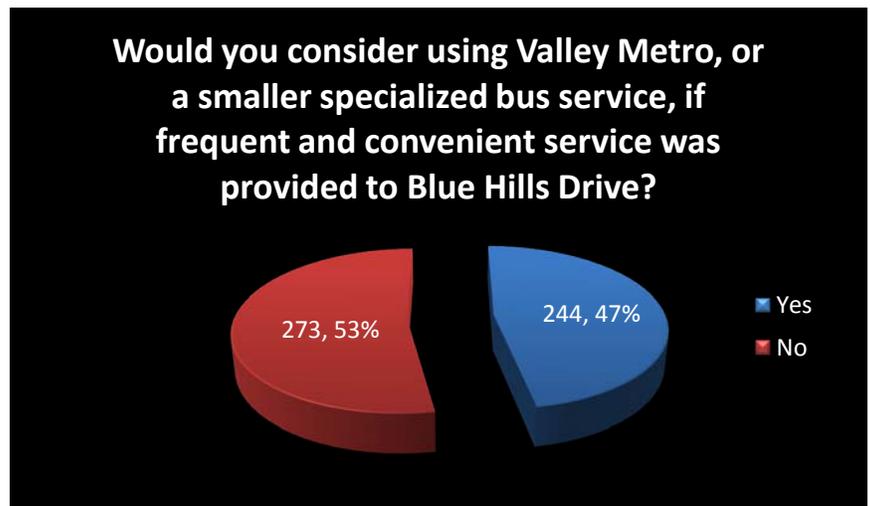
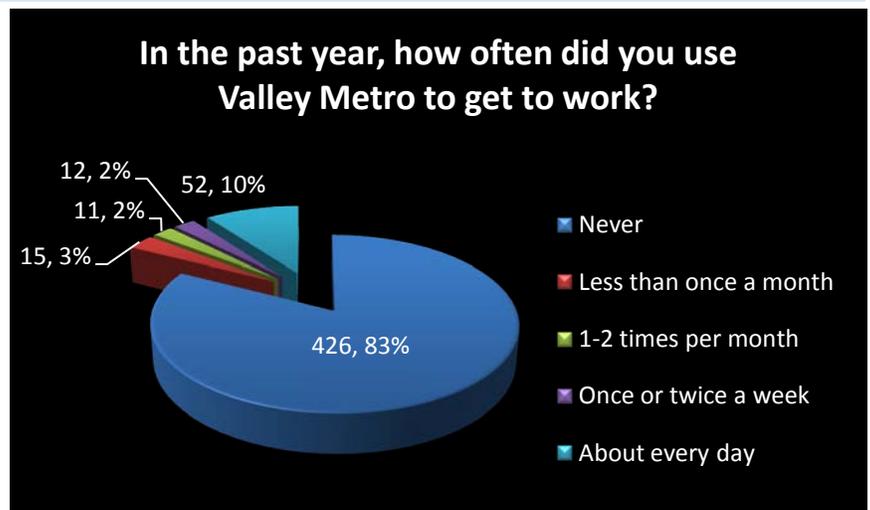
Transit Service Usage

Question 10, "In the past year, how often did you use Valley Metro to get to work?", had 516 responses. Of those respondents, 83% (426) indicated never having used Valley Metro in the past year as a means to get to work. The remaining 17% of respondents (90) indicated using transit, at some frequency to get to work.

Of those 90 transit users, 52 (58%) indicated that they ride the bus daily to work. Conversely, 15 (17%) use transit to get to work less than once a month.

In Question 11, 517 respondents replied to whether or not they would use Valley Metro or a specialized bus service that provided them with frequent and convenient service to Blue Hills Drive. While 53% or 273 respondents said they would not consider using bus service, 47% or 244 indicated they would. It is important to note the willingness of employees to consider using a new or specialized service, nearly half, when currently 83% do not use bus service at all.

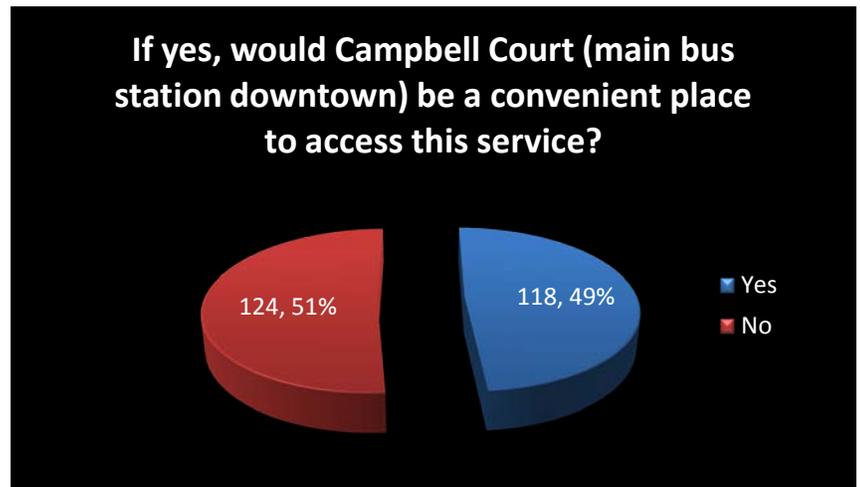
Question 12 asked the reason(s) why an employee would not consider Valley Metro or a specialized bus service. The chart below illustrates the variety of responses from those answering "No" to Question 11.



Of the 265 “No” responses to Question 12, (those who would not ride the bus) 136 (51%) said they prefer to drive. There were 63 respondents who only answered “I prefer to drive”; 47 who answered “I prefer to drive and I do not live near a Valley Metro bus stop”; 27 who answered “I prefer to drive and the ride would take too long”; and 31 respondents who answered “I prefer to drive and I need to have the flexibility because of my children or other persons I care for”.

Question 13 asked a follow-up to those answering “Yes” to Question 11 by inquiring whether or not the Campbell Court Transportation Center (the main bus station on Campbell Avenue downtown) would be a convenient place to access a new service.

Question 14 asked the respondent, if “No” to Question 13, where they would prefer the service be offered. Of the 85 responses, there were several common choices (as follows):



- 13th Street bus stop
- 460 & Peters Creek
- 460 and Blue Hills Drive.
- 9th Street, SE
- Bedford County
- Blue Hills Drive (5)**
- Blue Hills Golf Course
- Botetourt County (2)**
- Brandon Avenue
- Carilion Hospital on Jefferson St would be even better, but there is a bus stop across the street from where I live I could connect from.
- Close to the Melrose/Rugby neighborhood
- Closer to home, if lot to park car for the day. Like GE does in Salem.
- Closer to the Cave Spring Area
- Cloverdale & Rt. 460
- Colonial Ave. I probably will never use the bus, but have had friends who would greatly benefit from this service.
- Somewhere closer to Botetourt.
- Coming the Hwy 460 area in Bedford County
- Food Lion at Bennington Street.
- Food Lion on 24 in Vinton
- Goodwill in Salem (2)**
- Harrison Avenue, NW
- Hershberger Road
- Hershberger Rd. NW near the middle school. There are no sidewalks or any other means for transportation in my neighborhood and it is really frustrating at times.
- I do not know where Campbell Court is.
- I live in Blue Ridge so most likely wouldn't be a probability. However there are so many people that I see walking to and from these businesses in this industrial park that would benefit. Any time there's inclement weather I feel for them. What an effort they make to get to work, it shouldn't be that hard.

- I live in Botetourt so would not help but for people in Roanoke.
- If I could get there from Salem without having to leave my house at 5AM
- In a place where the smart way bus can meet up with the bus so that if I am taking the bus from a farther location then I can hop between the two of them to get to work
- Kroger in Vinton.
- Kroger's at Westlake in Moneta
- Lee St. in Vinton
- Loudon Ave NW and 14th St. Valley Metro bus stop
- Lynchburg
- Melrose and Peters Creek (3)**
- Melrose Avenue stops.
- Monterey Elementary School
- Montvale
- Near Mountain View Road and Washington St
- Normal Valley Metro bus stops (2)**
- Old Mountain Rd / Hollins Rd
- On Plantation Road
- Peters Creek and Williamson Road
- Roanoke
- Rocky Mount (2)**
- Salem (3)**
- Salem, Hanging Rock park and ride location.
- Service not available at any convenient location
- Somewhere closer to where I live (3)**
- Somewhere in Vinton (8)**
- Somewhere on 460 (3)**
- Stewartsville Road
- Tanglewood Mall area (4)
- Towers Mall (3)**
- Valley View area (2)**
- Washington Ave in Vinton
- Williamson Road (2)**

Walking and Lunch

Question 15 asked, “How do you spend your lunch break? (Please check all that apply)”

The vast majority of the 500 respondents to this question, 379 or 76%, indicated they brought their lunch from home. This was followed by eating at an area restaurant, 242 or 48%; picking up lunch from an area restaurant, 159 or 32%; running errands 101 or 20%; not taking a lunch break 43 or 9%; and going home for lunch, 32 or 6%. “Other” responses were:

Don't have time to go out - 1/2 hour
 I buy lunch at work.
 I do all of the above plus walk sometimes
 I do not take a lunch break
I eat at work (4)
 I jog in the area at lunch
 I only get 30 minutes for lunch.
 I stay at work during break
 I use my breaks to smoke
 I walk on Blue Hills Drive

In my area
 Lunch from break room
 Mostly just rest for 30 minutes
 Outside
 Play lottery
 Sit in my car
 Sometimes use delivery service
Walk (4)
We do not get a lunch break (3)
 Where I please

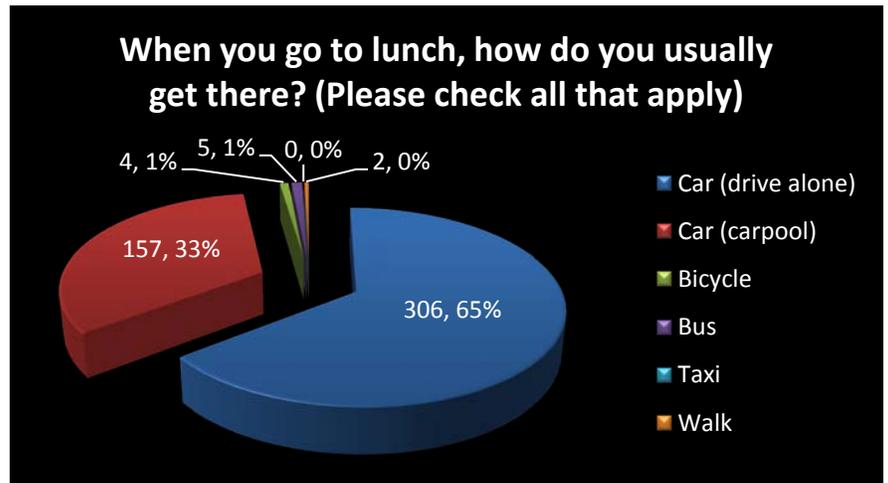
Question 16 inquired of the respondents all of the places they went if they ate out or picked up their lunch. 318 respondents answered the question, with the following results:

Restaurant	Number	Percentage of Respondents
Bratcher's Ice Cream Parlor	39	12%
Burger King	164	51%
Domino's Pizza	33	10%
El Rodeo	110	35%
Famous Anthony's	97	31%
Jimmy John's	190	60%
Kroger	126	40%
Subway	152	48%
Other (listed below)	181	

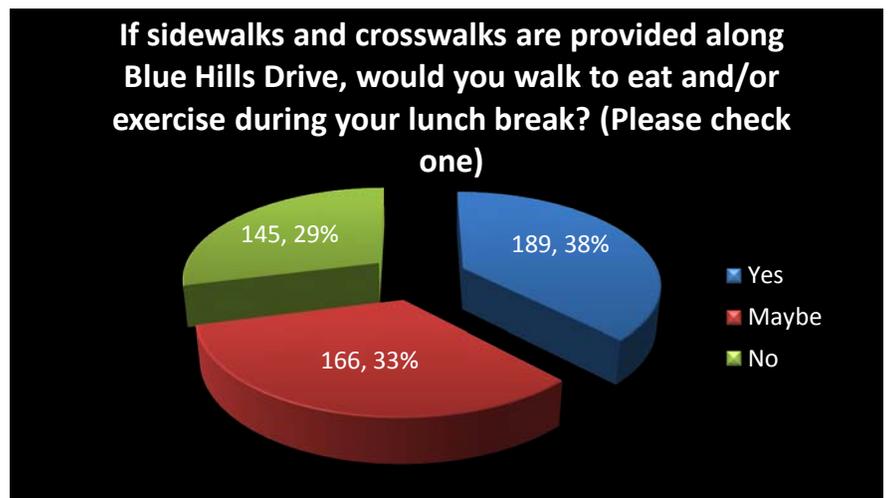
There were 22 write-in restaurants, from a total of 181 respondents. Those write-in restaurants are:

Write-In Restaurant	Number	Percentage of Respondents
Applebee's	9	5%
Blue Hills Clubhouse	5	3%
Bojangle's (Vinton)	1	1%
Buffalo Wild Wings	1	1%
Café Asia	18	10%
Dairy Queen	3	2%
Denny's	5	3%
Frank's Pizza	3	2%
Jerry's Family Restaurant	2	1%
Jersey Lilly's	15	8%
KFC	15	8%
Little Caesar's	2	1%
Macado's	1	1%
McDonald's	69	38%
Nanjing	4	2%
Pho Saigon	2	1%
Sal's	12	7%
Sheetz	1	1%
Sonic	5	3%
Walmart	5	3%
Wendy's	91	50%
Wing Boss	5	3%

Question 17 asked, “When you go to lunch, how do you usually get there? (Please check all that apply)”. Of the 398 respondents to this question, 65% (306) drive alone. One-third of the respondents (157) indicated that they carpool to lunch. The remaining 2% bicycle and take the bus.



Question 18 asked, “If sidewalks and crosswalks are provided along Blue Hills Drive, would you walk to eat and/or exercise during your lunch break? (Please check one)”. 189 (38%) of the 500 respondents indicated they would walk if sidewalks and crosswalks were provided. Another 166 (33%) said “Maybe. Those that would not walk or exercise during lunch numbered 145 or 29%.



Question 19 wanted to know where a respondent would like to go on a walk, if answering “Yes” or “Maybe”. Those responses are as follows:

2 miles			
A sidewalk would be great!			
Advance Auto facility			
Antique mall			
Anywhere	9	Blue Hills Circle	3
Anywhere safe around the area, it would be nice to have a couple mile loop to do within the blue hill drive area. Or connect up into the nearby neighborhoods to get a longer loop to do for exercise.		Blue Hills Circle, then left onto Blue Hills Drive to the end of that road and back.	
Area restaurants	6	Blue Hills clubhouse	3
Around my work (parking lot)	6	Blue Hills Golf Course	13
Around my work area		Blue Hills Village	1
Around the area	6	Burger King	9
Around the park	18	Denny's	2
As far as I could go in the time allotted for exercise.		Down Blue Hills Drive	
As far as the sidewalk lasted.		Down to the restaurants and throughout the park.	
Away from my cubicle.		Eat lunch	3
Away from traffic congestion.		Either to restaurants or just walk in industrial park	
Blue Hills Circle to Blue Hills Drive		El Rodeo	3
		Famous Anthony's	2
		Fast food restaurants close by.	
		From Elizabeth Arden, past Blue Hills Golf Course, to the cul de sac and back or from Elizabeth Arden past	
		Advance Auto to Clover Leaf and back	
		From AT&T down to Co-Op where less traffic	
		From child care place to Elizabeth Arden and from Arden to the bakery	
		I like to walk in the industrial park.	
		Traffic can be a hazard.	
		I often run on Blue Hills Drive and area roads. Having a sidewalk on which to run would make this running much safer.	
		I walk along the road to the co-op farm	
		I walk laps in the parking lot occasionally when the weather is nice.	
		If there were sidewalks, I would take advantage and walk down the street.	
		I would like a greenway – could lead around the industrial park or towards 460.	
		I would like to be able to walk on a sidewalk down to the end of Blue Hills	

Drive and back on my lunch break for exercise.

I would like to ride my bike but don't feel safe on Blue Hills Drive.

I would use 30 minutes of my lunch (to walk) on nice sunny days and do sometimes

I would walk from AT&T down to hill towards the strip mall

I would walk wherever there is a sidewalk so I don't have to dodge cars.

If there was a park nearby, I would go there and have lunch in spring and summer.

It doesn't matter, just to exercise 24

It would be safer for me to do my walking.

Jimmy John's 49

Job would allow 30 minutes for a jog.

Maple Leaf or Infoseal

McDonald's 2

30 minutes for lunch 4

No destination, just a safer place to walk.

No preference, I could just follow the sidewalk wherever it may lead

No specific place, anywhere that is convenient

Not too far, only 30

Nowhere.

On + up + down the sidewalk

Orange Avenue 2

Out of the traffic

Out to the co-op farm 3

Really need a walkway or sidewalks as a lot of people like to walk during breaks and traffic is dangerous away from busy street.

Maybe near golf course or water tower, wooded area

Several people walk throughout the industrial park. It would be very helpful if there were sidewalks throughout the entirety of the complex.

Sidewalks

Subway

Take a power nature walk

The wooded areas of the business park

To Blue Hills Golf Club – lunch or walk to the Heritage Point farm

To get out

To the bottom of the hill and back

To the end of Blue Hills Drive and back 3

To the entrance of the RCIT

To the restaurants at end of Blue Hills Drive toward 460 37

Through the entire blue hills technical center. Sort of make it like a greenway path and show at different points the distance traveled markers

Toward Blue Hills golf course or down towards FedEx 2

Toward the bakery at the end of Blue Hills

Trail 2

Up and down Blue Hills Drive. I try to do it some now, but it is so dangerous. Cars fly on this road during lunch hour time.

Up to Miss Utility and down to Co-op farm

Upper end of Blue Hills Drive

Wendy's 8

Where am I going to go?

Wing Boss 6

Would like to see a full wide side walk on both sides of the road on Blue Hills Drive to promote more walking in the park. Like the Greenway but this would be the Blue Hills Greenway

Additional Respondent Comments

Question 20 asked respondents if they had additional comments or concerns regarding public transit service or walking which was not already addressed in the survey. The following are those comments:

I worked at other guard house before it was outsourced to a private company. I would see lots of people walking, running, etc. at all hours. But the thing that got to me most was people would get off bus at Orange Avenue & King Street and cut through the woods to get into center to go to work in rain, cold, etc.. Bus service should be #1 at this point. A lot of temp services will not place people in jobs if they can't or don't have a way to work and be on time.

Walking to get food would take up more time than driving.

We have lost some good workers because of the lack of bus service to this facility.

Maybe to add a covered shelter stop around Blue Hills Drive since there are numerous people who use the bus for work to provide shelter from rain, etc. like used @ CEI.

Offer bus to East Park Drive.

The bus doesn't carry enough people to pay the driver, much less pay for itself upkeep fuel - and mechanic. Taxpayers are providing the service paying driver salary so it should go on Blue Hills Drive. Taxpayers should ride free.

I hate walking.

Also need to run on Sundays for the people that don't have their own transportation.

Needs to run on Sundays like back 60 and 70 go back to when ran to midnight and went everywhere every half hour.

This survey is pointless.

I would like to see public transportation where I live.

It would be a great service to employees who do not drive (bus).

I drive to work but many of my fellow workers catch rides to work or ride bus to McDonald's and walk from there. I think that if the bus brought them all the way into the industrial park, more would ride rather than get a ride from someone. If you had a bus go to DCII it would help a lot of people out.

Sidewalks are desperately needed for pedestrians, especially to use at night.

Picking up sickness on a bus. In case of heavy snow/ice I would ride the bus no matter how long it took.

No sidewalks--waste of money. People can walk in the grass. They also need to stay out of the road.

People need a bus service to Blue Hills, so it will be easier to get back and forth from work.

I see a number of folks who walked into this park from the closest drop-off point for the bus--would be great for them to have

the service and would be a lot safer for them too.

Bikes

It would be really nice not to have to walk in the cold, rain and during hot weather.

Stop drinking alcohol on the buses.

Too many people have to walk to and from the BP station in weather conditions that are at times severe.

There is too many people I know that have to walk to and from the bus stop.

They need to come up to Blue Hills Drive. Walking everyday is not good when you have to work hard every day.

Bus service into the industrial park would be a great idea.

Buses should arrive on time.

There is no bus service on Hollins Road.

Please provide bus service on Blue Hills Drive. I have been taking the bus here for almost five years and it would be so much more convenient than having to walk from McDonald's!

Yes, it would be great for the bus to run all night. There are people that get off at all times during the night that need transportation.

Would love to see late night service. How late would the bus run out here? Would there be one bus that could make a "one Way" to Campbell Court that late from this area?

Bus service on Blue Hills Drive would be nice.

Bus, PLEASE! Sidewalk, PLEASE (safer)! A lot of people are not fortunate enough to have a car so yes, it would be way more convenient for the route to be on Blue Hills Drive.

It will help a lot if a bus comes this way.

The public transit service needs to run later.

People riding the bus need a sidewalk when walking to the bus stop. The street is dangerous and with winter coming with ice and snow, someone can get seriously hurt.

Bring the bus to Blue Hills Drive--it's a long walk.

This would be a very good thing (bus service) and would reduce the amount of traffic on Blue Hills Drive.

It is too cold to walk everyday to work. We need a bus to go to our jobs.

It would be a lot easier if a shuttle bus comes to Blue Hills Drive.

It would be easier to get to work if a shuttle bus ran.

Make it easier to work different schedules.

Not convenient or not enough areas of service in Roanoke County. Service could be a little later so people could work later in the evening.

They need a bus stop or shuttle bus closer inside industrial park for the bus drivers.

Bus or shuttle that will be closer to the job.

Closer ride near job--bus or shuttle.

Buses should come up Blue Hills Drive since there is so many companies up here that have employees who catch the bus.

This service would benefit many employees. Sidewalks would be good too.

Walking isn't very safe right now in the dusk hours.

We need safe transportation instead of walking. Walking is dangerous with so much traffic.

It is a long walk from the bus stop to Elizabeth Arden.

Dangerous walking Blue Hills/460 to get here from closest bus stop.

There are countless workers who pay taxes (meals, sales, etc.) which help make Valley Metro possible. It should work better for them.

if you're walking on need a sidewalk and more street light at night

Issue is pickup near home and availability to leave vehicle for the day that's close enough to home to make worthwhile to not just go the rest of the way to work.

I don't always know when I will be leaving work hence the bus is not a good option.

Sidewalks would be very appreciated and I think would encourage more employees to take advantage of getting outside and moving for a little while.

I think there is a huge need for better public transportation with more locations and longer hours. I know many people that would take advantage of this even though they have a car.

We really need bus service for our Temporary employees.

I know several of our temporary employees use PT and I see them walking along Blue Hills which is very dangerous for them.

People coming from the Golf course speed through this area all of the time.

Nature trails or a greenway connection would be much more awesome than sidewalks! Would also like to see improvements on the increasing dangerous intersection at Blue Hills and 460.

The survey did not mention a sidewalk on Blue Hills Circle. Only Blue Hills Drive was listed. Sidewalk is needed on BH Circle just as much. There are many temporary employees in the industrial park that may not answer this survey, but we know of many that walk to/from bus transportation. Currently it is a long walk for those doing so, especially if they are leaving work for an emergency, appointment, or are ill. Lighting along BH Drive and Circle is not sufficient for pedestrians without a sidewalk because they can't see their footing on uneven ground surfaces. Most tend to walk in the road which is unsafe. Sidewalks would also help reflect light to see where they are stepping.

Sidewalks would be great and would increase my comfort level walking in Blue Hills Park

I may decide to move to Montgomery county, it would be nice if I could commute from Christiansburg on the smart way to a connecting stop either at the airport or downtown to then get on a bus to take me to blue hills drive. It would be best to have it take normally less than 1.5 hours to get to blue hills drive otherwise it wouldn't make sense and I would probably drive myself.

I think it would be get for the hourly employees to have a more accessible service that drops them off within the Blue Hills Park. I see people walking on the road for more than a mile to catch the bus. This is a safety issue to them as well as the public.

Would not feel safe walking on sidewalk on main Blue Hills Drive

Many of our employees are temporary and use current bus service. Having the bus come into the industrial park would be of great service to them.

Public transit coming up the hill, serving all businesses on Blue Hills drive is essential. I would like to be able to take the bus, especially during warmer months. Also, it would be a backup plan for a lot of people without a car, and for those occasional times when a car might break down. I had my car in the garage once that forced me to rent a car, as I had to have a way to make it to work. I would have saved the expense if I could have taken the bus.

It would be safer to walk with sidewalks

I like the idea of Public Transportation, but I live so close to work, it doesn't make sense for me. It would actually take longer to get the work via public transportation.

If this is happening, add a crosswalk on 460 for me to get to Wendy's

People that work after hours and have to ride the bus to work, usually have to walk or find a ride home at the end of their shift, which usually ends around midnight

I personally do not have the need to utilize the bus service however, as a manager; many of my associates have expressed an interest. The closet pick-up / drop-off is the old Kroger on 460 and then they have a 15-20 minute walk to the industrial park. In addition, 460 is too busy to safely walk on a consistent basis.

Commuting to or parking at Campbell Court. Safety issues.

I'm looking forward to having sidewalks. Much safer and will look more attractive throughout the park. Also, I know people haven't been able to work for us because we aren't on a bus route....the current walk to the nearest bus stop is too far away.

There are not any restaurants near enough to be able to walk, eat and be able to return to work in a 1 hour time frame.

Having a safer walking place (as in a sidewalk) would encourage many more to exercise at lunch... the fear of tractor trailers rushing around is a concern for myself and others.

We have quite a few temporary employees who would possibly use bus service to Blue Hills if there was a bus stop within the park. Could service be extended into the park instead of ending at 460/King Street?

If there can be a bus stop in the center of blue hills.

Suggestion - set-up park and ride lots within industrial parks around the city/county so that employees can park in a location closest to them and ride to another industrial park.

The parking for Elizabeth Arden is too dangerous when parking on Blue Hills Circle. People have almost gotten hit by walking and while parking their cars and leaving in their cars.

Should provide bus for employee's without vehicles

Bus service and sidewalks would be a real benefit for the people in the park that do not have vehicle transportation. The Please put more sidewalks around Roanoke. The walkability of Roanoke will never allow it to become a city that's worth living in.

Bus transportation would be ideal for me but not from downtown.

I think that public transit service would benefit some of our employees. I know one person who walks to Orvis from 460. There are several people at Orvis that would benefit from public transit and it would cause some people to consider employment here.

Very excited about the possibilities with an option for public transport to the office!

No, but I feel sorry for those folks that work in the industrial park and have to walk from the McDonalds drop off, especially during the heat of the summer, the rain in the spring and the cold/ice in the winter. I don't feel there's a real good reason to not have valley metro drop off in the industrial park.

Sidewalks would be something good to invest in just because it would be safer for the people that do walk

existing situation of people having to walk from the last Valley Metro stop is not safe and very inconvenient.

We need a bus coming up here. It is too many people walking up Blue Hills Drive. I wouldn't mind catching the bus myself .A lot of people that want to work here can't because of no transportation.

I am glad that you are considering implementing transportation to Blue Hills Drive. I believe it is a greatly needed service!

So many more people could get jobs at the above companies if the bus ran on Blue Hills Dr.

I believe this would be a great service in this area and is very much needed to help employment and businesses.

I do not need this service, but I do know many that do.

A bus service is needed for the Blue Hills Dr. area. We have needed one for a long time. It is not right to make the ones that need to ride the bus to walk from KFC to Orvis in the heat/bitter weather/rain...etc. This service would also greatly help the work force in the park area.

Public transit will allow more people from Roanoke work in the park. Lack of Bus service in the park hinders some people to not apply for open positions because of lack of transportation.

I think it is a wonderful idea. It is dark when I come in and there are lots of people walking; a potentially dangerous situation.

Do not like walking past Elizabeth Arden in the evening--the smoking crew are bullies

Yes, I would like it to start at my apartments Blue Ridge Manor in Roanoke County towards William Byrd High School

Sidewalks would be GREAT. I see a lot of people walking along the main road here and I worry they may get hit.

Not really. I would just like to say that although I drive a car, I feel that the service would benefit others that work in this area that I constantly see walking to and from work.

Cars go very fast on Blue Hills Drive. Without sidewalks it is very dangerous. I think is it needed.

A walkway would entice me to walk more

If you are serious about safety, exercise, and workable bus service, you need sidewalks on Blue Hills Drive.

I see many people walking on Blue Hills road. It would be nice to have a bus stop on this road for all those that currently walk several miles to get to the closest one all the way down at McDonald's...especially in the winter.

This is such a beautiful area. A lot of folks try to walk outside at lunch, but pretty much have to stick to our small parking lot because there is no place to safely walk on blue hills. sidewalks would encourage outdoor walking along this strip. Great idea--I sure hope you can make it happen! I think public transit service would open up employment opportunities for those that depend on public transit service

Some Advance Auto employees walk down the hill in dark clothing and are hard to spot in the dark.

I use smart bus to come from Blacksburg. It would be perfect if I could use Campbell court connection to get to work before 8:30 AM! and be able to connect to the smart bus to go back to Blacksburg.

Sidewalks would be awesome!

Cut the grass more often

Safety is a concern without sidewalks

Conclusions

1. Based on the survey response rate, there is a desire among employees in the RCIT for bus service. This is based on 47% or 244 of the respondents indicating they would consider using some sort of transit service to Blue Hills Drive. This is significant insofar as 83% of all respondents indicated not using bus service at all.
2. 17 percent (90) of respondents use Valley Metro to get to work anywhere from once a month to daily. Many of these individuals have a commitment to using Valley Metro service and would most likely continue and/or increase their frequency in riding if the service was provided to or along Blue Hills Drive.
3. Several of the tenants at the RCIT hire temporary staff at varying seasons and times throughout the year. Due to shortened working hours or employment agreements, many of these employees do not have lunch breaks. The questions relative to walking and exercise are oftentimes prohibitive. On the other hand with regard to transit service, there may be more need among temporary employees. It is unknown what percentage of survey respondent employees were full-time versus part-time/temporary.
4. With regard to whether a new transit service should be accessed through Campbell Court, the response was split down the middle. Of those who didn't feel Campbell Court was an appropriate access point, many of the responses requested more direct service from existing stops or points in the existing Valley Metro system. Several people indicated they would need service from locations outside the current service area.
5. In terms of economic development and employment opportunities, many respondents (and tenants during the November 7, 2013 meeting) indicated that more people would apply for jobs at RCIT if there was more convenient and nearby bus service to Blue Hills Drive.
6. There is concern among tenants and employees about people's ability to walk safely given the lack of pedestrian walkways and crosswalks in the RCIT. The provision of pedestrian facilities would increase recreational opportunities and provide a connection to the existing transportation network. Transit service and walking facilities should be coordinated so that transit riders can alight the bus and safely walk to work. Many employees frequent local restaurants at lunchtime and more individuals would walk if adequate pedestrian facilities existed.

Other Data Research

From July 2001 through January 2002, RADAR operated a shuttle bus service which ran one-way between Campbell Court and SEMCO, the last business on Blue Hills Drive. The distance for this service was 5.5 miles and the trip took 15 minutes. The following is service and ridership information for the seven-month period of service.

Month/Year	Hours	Miles	One-Way Trips
July 2001	2.25	33	0
August 2001	48.75	649	15
September 2001	49.5	603	23
October 2001	45.25	649	4
November 2001	39.5	599	3
December 2001	42.5	617	0
January 2002	28.5	413	2

The service was cancelled in early 2002 due to low ridership, even though it was promoted internally through the tenants' human resources departments. The service was funded with federal Job Access and Reverse Commute (JARC) funds. The program ceased to exist on September 30, 2012.

The following questions should be considered with regard to a second attempt at transit service to the RCIT:

1. Are there more employees at RCIT now that would use the service than there were in 2001?
2. How would the service need to be different in order to have increased ridership?
3. Given that the previous funding source is no longer available, other funding strategies need to be identified (e.g. employer contribution to fund the service and provide employees with free passes).