

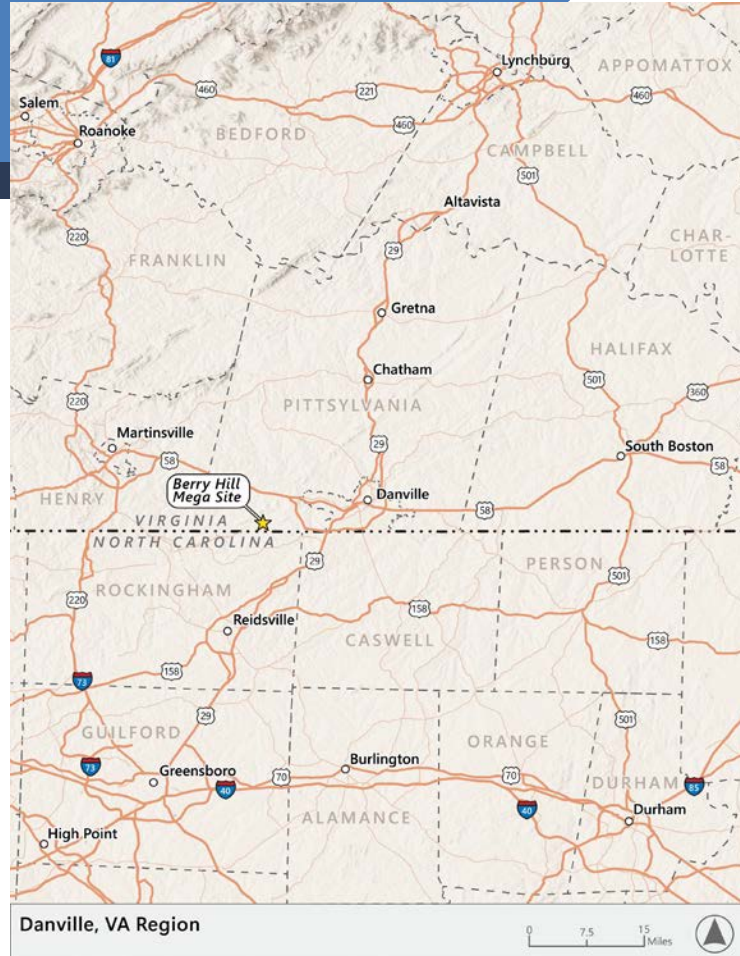
# Regional Bus Service Feasibility Study

Danville Transportation Advisory Committee Meeting | January 14, 2025



# Agenda

- Overview of Study Process
- Stakeholder Discussions
- Survey Process and Results
- Alternatives Considered
- Intercity Bus News
- Draft Recommendations
- Funding Unknowns
- Next Steps



# Study Process

Task 1 – Stakeholder Outreach

Task 2 – Data and Surveys

Task 3 – Service Alternatives

Task 4 – Organizational and Funding Alternatives

Task 5 – Recommended Plan

Task 6 – Final Report and Presentations



# Stakeholder Discussions

- Virginia Department of Rail and Public Transportation (DRPT)
- North Carolina Department of Transportation – Integrated Mobility Division
- Piedmont Authority for Regional Transportation (PART, NC)
- SKAT, Reidsville, NC
- Greensboro Transit Authority
- Greater Lynchburg Transit Authority
- RADAR (transit provider for the City of Martinsville)
- Caesar's Virginia
- Danville Office of Economic Development and Tourism
- Microporous
- Western Piedmont Planning District Commission



# Survey Process

## Survey Purpose

- To gain insight into some key questions that the study team has concerning the need and demand for regional bus service in the Danville area.

## Survey Distribution

- On board the Danville Transit vehicles
- At the Danville Transit Center
- Online
- Survey open mid-September through October 2024

## 849 survey responses received

- 729 hard copies, completed primarily by Danville Transit customers
- 130 electronic surveys completed online by a variety of people



# Survey Results

## Which Service Areas are Most Desired?

Service Area	Average Raning	Percentage Ranked #1
Greensboro, NC to and from the Danville area via Reidsville, NC	1.71	62.78%
Martinsville to and from the Danville area	2.59	15.98%
Lynchburg to and from the Danville area via Altavista, Gretna, and Chatham	2.62	16.30%
South Boston to and from the Danville area	2.85	13.50%

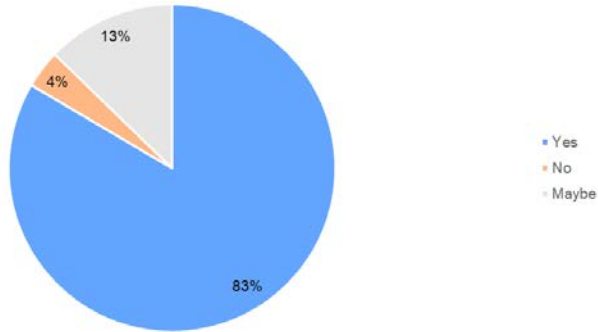
# Survey Results

## Service Location Rankings

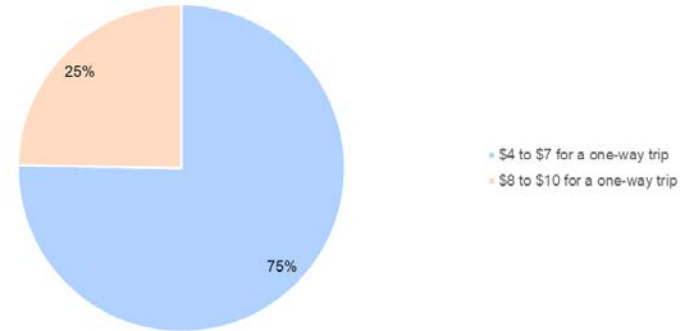
Service Area	Average Ranking	Percentage Ranked #1
Greensboro	1.97	54.76%
Martinsville	2.97	13.99%
Lynchburg	3.06	11.06%
Danville Transit hub to make connections to the Virginia Breeze and local routes	3.08	33.66%
South Boston	3.30	11.06%
Caesar's Virginia to access job and entertainment opportunities	3.64	18.09%
The Mega Site at Berry Hill to access job opportunities	3.75	15.79%

# Survey Results

## Would you use the service if it met your travel needs?



## Reasonable Fare for Regional Bus Service





# Alternatives Considered

## Corridors:

- Greensboro (NC) – Reidsville (NC) – Danville
- Lynchburg – Altavista – Gretna – Chatham – Danville
- Martinsville – Danville
- South Boston – Danville

## Transportation Providers Considered:

- Danville Transit
- PART (NC)
- Greater Lynchburg Transit Company
- Private Operators



# Intercity Bus News

- **Outreach to NCDOT-IMD** indicated they are planning to operate an intercity bus route between Winston-Salem, Greensboro and Danville to re-instate intercity bus travel on the U.S. 29 Corridor.
- **NC intercity bus**, operated by Sunway Charters, will meet one morning and one afternoon/evening Virginia Breeze bus in Danville.
- The service will be called the Triad-Danville Connector.
- Tentative start date is January 15, 2025.
- This will be a useful supplement to any regional commuter service offered, as there will be one morning and one afternoon trip.

# Intercity Bus News



**New Service**

## Triad-Danville Connector

Now connecting **Danville, VA** to **North Carolina** 7 days a week

Get your ticket on [sunwaycharters.com](https://sunwaycharters.com)



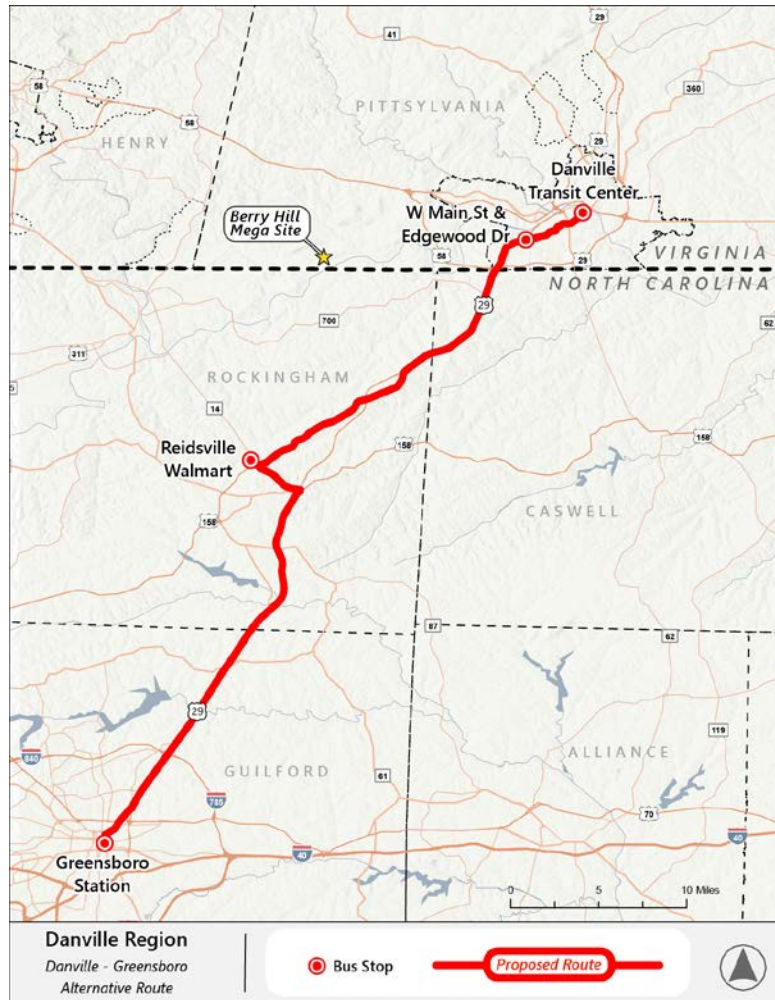
Southbound*			Northbound*	
7:30am	7:15pm	▽ <b>Danville, VA</b>	△ 7:15am (Arrives)	6:20pm (Arrives)
8:10am	7:55pm	▽ <b>Reidsville, NC</b>	△ 6:35am	5:40pm
8:55am	8:40pm	▽ <b>Greensboro, NC</b>	△ 5:50am	4:50pm
9:30am (Arrives)	9:05pm (Arrives)	▽ <b>Winston-Salem, NC</b>	△ 5:10am	4:00pm

\*All times are departure times unless otherwise noted.

Image: candy1812 - stock.adobe.com

# Draft Service Recommendations

- Corridor service – Greensboro – Reidsville – Danville. This corridor reflects survey results and stakeholder input.
- **Start up:** one morning round trip; one afternoon/evening round trip. Service days TBD, either Monday through Friday or Monday through Saturday.
- **Scheduled to accommodate** the **7:00 a.m. to 3:00 p.m.** shift at the Southern Virginia Megasite at Berry Hill.
- Two vehicles – one in operation, one back-up.
- Microporous indicated a desire to have service begin in **January 2027**.
- Directly operated by **Danville Transit**.



Main route would provide service between the Greensboro Station and the Danville Transit Center, with a stop at the regional Walmart in Reidsville, NC.

# Draft Recommendations

- Estimated annual operating expenses: **\$94,669 for *Monday through Friday* service or \$113,231 for *Monday through Saturday* service**, using Danville Transit's marginal operating costs, inflated to FY2027.
- Estimated capital – 2 heavy duty body on chassis vehicles. One in service, one back-up.
- Estimated capital cost – \$253,585 per vehicle (\$507,170 for both).
- Possible Ancillary capital costs – Bus stop shelters and signs. Note there are already sheltered passenger waiting areas at the Greensboro Station, the Danville Transit Center, and at West Main Street and Edgewood Drive.

# Draft Recommendations

- Fare (per passenger trip) recommended to be consistent with the proposed Triad-Danville intercity bus fare. These fares are: **\$8.00 for the trips between Danville and Greensboro** and **\$4.00 for trips between Reidsville and Danville.**
- Once implemented - monitor ridership, sustainability, and cost over an 18-month period.
- Adjust schedules as needed to meet the needs of riders.
- Consider additional corridors if there is interest and funding.

# Funding Unknowns

- **State Funding** - Service is primarily in NC. Study team has discussed potential for State Demonstration Funding with DRPT. It is a **possibility**. DRPT will need to evaluate the application when the time comes. State Demonstration funding requires a **20% local match** for operating. Capital funding requires a **4% local match**.
- **Federal Operating Funding** – Rural transit funding from the Federal Transit Administration (FTA) for programs in Virginia is currently completely programmed and near-term increases are unlikely.
- **Local Funding** may be needed to fund the majority of the service. Note that Microporous may have some funding to use to assist with employee mobility.



# Next Steps

- By February 1, 2025, Danville Transit to submit a grant application to DRPT to purchase two 28-passenger expansion vehicles.
- If grant awarded, Danville Transit to order vehicles by July 2025, as vehicle delivery is at about 18 months.
- Danville Transit to continue to seek guidance from DRPT regarding the possibility of State Demonstration Program funding for FY2027.
- Continue communications with NCDOT and DRPT regarding the Triad-Danville intercity bus service.

# Questions?

## Contact information:

**Elisabeth (Lib) Rood, AICP**  
Senior Transportation Planner

---

**KFH** GROUP  
p 301-951-8660 | m 301-514-7030  
a 9200 Corporate Blvd., Suite 330,  
Rockville, MD 20850  
e [erood@kfgroup.com](mailto:erood@kfgroup.com)  
[www.kfgroup.com](http://www.kfgroup.com) |  



Marc D. Adelman  
Director of Transportation Services  
Airport/Mass Transit  
[madelman@danvilleva.gov](mailto:madelman@danvilleva.gov)  
424 Airport Dr | Danville, VA 24540  
O: 434.799.5110 ext: 2780 | C: 434.489.6132 | F: 434.797.8959  
[www.danvilleva.gov](http://www.danvilleva.gov)  
Follow us!    