

ROUTE AND COST INFORMATION
FOR
WEST MAIN STREET TROLLEY ROUTE

BACKGROUND

The Transit Division has been asked to develop some preliminary information and cost estimates for operating a trolley bus route on West Main Street, connecting the University of Virginia and the Downtown Mall area.

The suggestion that a trolley route might be helpful in connecting Downtown and U.Va., came out of the West Main Task Force. The specific suggestion was for trolley buses operating on ten minute headways between U.Va. and Downtown.

ROUTE STRUCTURE

The West Main Street Task Force did not make specific route recommendations. Since the intent of the service is to provide access to and from Downtown, the logical route would be from Downtown Mall, up W. Main Street, to JPA, to Stadium Road, to Alderman Road, to McCormick Road, to University Avenue and back downtown via W. Main Street. The round trip could be made in thirty minutes.

HOURS OF OPERATION

For the purposes of this report, it is assumed that a West Main Street trolley route would operate from approximately 9:30 a.m. to 7:00 p.m. The start up time is aimed at moving people into the Downtown area at the time that retail businesses are open and the ending time coincides with the end time for all other CTS routes.

AVAILABILITY OF EQUIPMENT

The Transit Division has two trolley buses, one of which could be assigned to the proposed route. The other trolley bus cannot be committed to every day service, as it must be used as a back up for all regular routes.

HEADWAYS

Headways address the frequency of service, referring to how often a bus passes a specific route point. Since the above round trip route takes thirty minutes, one trolley would produce two round trips an hour, or a bus every 30 minutes at a given point. It would take two trolley buses to produce 15 minute headways and three for service every 7 and one half minutes.

With only one trolley available in the present fleet, it would be necessary to purchase additional buses, if service is to produced more frequently than every 30 minutes. The cost to purchase additional buses is addressed in "Costs" below. It would take approximately two years from the date of decision, to the date of delivery, if federal and state funds are used to purchase the additional buses.

COST AND FUNDING SOURCES

A. Operating Costs and Revenue Sources

Operating costs for one trolley, on thirty minute headways with the above route and time schedule, are estimated at \$62,500 per year. This figure is based on projected FY94 costs. Transit staff estimates farebox revenue for the route at \$8,500 (65 cents per one way trip) per year. The total deficit then would be \$54,000 and this amount would have to be paid from local funds. The federal and state subsidies are currently capped and through FY94 we cannot anticipate any additional funds from those sources. It is possible that additional federal operating funds could be made available in FY95.

The above operating costs are for one bus on thirty minute headways only. The net operating cost for each additional bus would be slightly less, or about \$49,500.

B. Capital Costs

When the trolley buses were purchased in 1987, they cost \$150,000 each, and the federal government paid 80% of cost, the state 15% and the City 5%.

Staff estimates that trolley buses purchased today would cost around \$215,000. There is some possibility that federal and state funds would be available at a federal 80%, state 10% matching ratio.

PRIOR EXPERIENCE WITH W.MAIN STREET TROLLEY ROUTE

In 1987, a Task Force made up of representatives from the University of Virginia, Downtown Charlottesville, Inc., the Visitors Center and City Staff, recommended a trolley route operating between U.VA. and Downtown. The new route was implemented in September, 1987. A study was made in early 1989, examining the productivity of the route over a sixteen month period from its inception in September, 1987 through 1988.

In the study we found that an average of 67 passengers per day were using the service. On weekdays, most of the trips were for getting to and from work and the majority of those trips could have been made on other buses traveling between Downtown and U.Va. On Saturdays most of the trips were for shopping and the average number of trips for Saturday service was lower than for weekday service.

The trolley route was eliminated in June, 1989 because of low productivity.

CURRENT BUS SERVICE BETWEEN U.VA. AND DOWNTOWN

CTS currently has buses leaving the Rotunda for Downtown at :03, :05, :33, and :35 past each hour from 6:33 AM to 6:35 PM. Two buses leave U.Va. Hospital/JPA at :10 past each hour from 7:10 AM to 6:10 PM.

SUMMARY

CTS currently has one trolley available which could provide bus service on 30 minute headways between Downtown and U.Va. at a net cost to the City of \$54,000 per year. Increasing the frequency of service would require the purchase of additional trolley buses which would not be available for at least two years from the date a decision is made to purchase them. The net operating cost to the City for each additional bus on the route would be approximately \$50,000 per year.

Person Preparing Report: Helen Poore
November 25, 1992

CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date: September 15, 1997

Action Required: Appropriation - \$ 19,500 for HOO Bus

Staff Contacts: Judith M. Mueller, Director of Public Works
Helen Poore, Transit Manager

Reviewed By: Gary B. O'Connell, City Manager

Title: HOO BUS FUNDING

Background: In September, 1996, CTS began operating a special trolley route between U.Va. and Downtown. The HOO Route operated 4 days/week, Thursday through Sunday, with service ending at 11:30 p.m., during weeks that U. Va. was in session. The route carried a total of 18,000 riders, most of whom were traveling to Downtown destinations. A survey of the riders indicated a high level of satisfaction with the HOO route.

Discussion: The purpose of the HOO Bus is to provide U.VA students with improved access to the community, during evening hours. CTS staff have estimated that the route will carry 24,000 trips during FY98.

Budgetary Impact: Total cost of the service is \$33,000. The City agreed to fund one-third of the cost, and the appropriation for \$11,000 was approved by Council on September 2, 1997.

Recommendations: Appropriate \$19,500 for contributions from the University of Virginia (\$11,000), the Charlottesville Downtown Foundation (\$5,000), and D&R Development (\$3,500).

Attachment: Appropriation

CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date	August 19, 2008 Expires 12/31/2011
Action Required	Approval of \$11,500,000 Bus
Staff Comments	Major X-roads Program of Public Works Weldon Boon, Transit Manager
Reviewed by	Gary H. McConnell, City Manager

THE PROPOSED PLANING

Background: In September 2007, CTS began operating a special routes route between E. Va. and Dollywood. The HCOO route operated in the Spring, (Tuesday through Friday) with service ending at 1:30 p.m. during winter but "V" was in session. The route carried a total of 18,000 riders, most of whom were waiting to Dollywood destinations. A survey of the route indicated a high level of satisfaction with the HCOO route.

Discussion: The purpose of the HCOO bus is to provide the RMA students with improved access to the community during evening hours. CTS will be equipped for the route with jury duty 24,000 trips during FY08.

Budgetary Impact: Total cost of the service is \$31,000. The City has agreed to fund ²⁰⁰⁸ one-third of the cost of the route, with the appropriate for 2009 and 2010. Recommendation: Agree to the route.

Responsible Agency: Appropriate for conditions for the study of Virginia (811,000), the Charlottesville Development Foundation (55,000) and Public Development (55,000).

Attachments: See page 10 of agenda.

APPROPRIATIONS
To the Trustees for University of Virginia
1898

BE IT RESOLVED by the Board of Trustees of the University of Virginia that the sum of Sixty thousand dollars be appropriated to expenditure hereafter _____ to support operation of the new General Education Trusts of the University of Virginia and also to the purchase of the land for the new General Education Trusts to be considered upon receipt of State bonds in payment of the \$1,000,000 loan secured under the loan with Foundation and SASSY from the State of Virginia.

Council Agenda - Sept. 15, 1997

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Type	Description	Memo by	Comments
	Regular		
Report	Neighborhood Protection Task Force	Huja	done
Ord (2nd)	Castalia Street Closing	Huja	Mtg on 8/29 at 1:00 pm
Public Hrg	CDBG Goals	Huja	done
	Consent		
App (2nd)	Victim Witness Program \$92,903	Linda	done
App (2nd)	Curfew enforcement \$3,300	Linda	done
App (2nd)	Truant Offender grant \$94,790	Linda	done
Ord (2nd)	Quitclaim Gas Easement to VDOT (Forest Lakes)	Clyde	done
App	Hoo Bus \$14,500 (UVA/DNR share of funding)	Judy	need memo
App	Partners in Prevention Grant \$24,051	Linda/Kate G.	done
App	Rivanna Trails Grant \$50,000	Huja	need memo
App	CACY funding \$108,959	Kate Gaston	need memo
Res	IDA Bonds - JABA	Jim Gahres	done
Res	IDA Bonds - Worksource	Jim Gahres	done

Executive Session:

Important Dates:

Background memos to City Atty by Tuesday, August 26

Packet to Gary on Tuesday, September 2

Prepared August 25, 1997

Packet to City Council on Monday, September 8

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CITY OF CHARLOTTESVILLE

Office of the Mayor
P.O. Box 911 • Charlottesville, Virginia • 22902
Telephone (804) 970-3113



August 20, 1997

Mr. Lee Danielson
Mr. Colin Rolph
D & R Development
218 W. Main Street
Charlottesville, Va. 22902

Dear Lee and Colin:

On behalf of the City Council, I would like to thank you for your financial support for continuation of the HOO Bus. We share your enthusiasm for this link to the University, and heartily support the route. We remain optimistic that the Charlottesville Downtown Foundation will agree to share in the funding.

Again, thanks for all you have done to contribute to the health and vitality of Downtown.

Sincerely yours,

Kay Slaughter
Kay Slaughter
Mayor

✓

Rob Shiseil
Rob McCubber

HOO FOR 97-98

BACKGROUND

In September 1996, CTS began operating a special trolley route between U. Va. and Downtown. The HOO Route operated 4 days/week, Thursday through Sunday, with service ending at 11:30 p.m. The route operated only during those time periods when U. Va. was in session and carried a total of 18,000 riders, most of who were traveling to Downtown destinations. A survey of the riders indicated a high level of satisfaction with the HOO bus and with the opportunity to travel Downtown. In 1996-97 funding for the route was supplied by the Charlottesville Ice Park, the University of Virginia and the City of Charlottesville.

DISCUSSION

The purpose of the HOO Bus is to provide U. Va. students with improved access to the community, during hours when regular CTS routes are not operating. The hours of service, 4:30 p.m. to 11:30 p.m., Thursday through Sunday were selected based on survey results, indicating when students would be available for leisure activities such as shopping, dining, movies, skating, etc.

Marketing activities in 1996, included posters, flyers, radio, newspaper, and direct contact with first year students at the Oasis Orientation held in late August. Because returning students had already established activity patterns, much of the advertising was aimed at first year students. The U. Va. athletic department supplied posters, banners and other material to decorate the trolley buses. In addition, U. Va. cheerleaders and the Cavalier mascot rode the HOO bus to several events on the Downtown Mall.

This year we have an opportunity to build on last year's HOO Bus success. CTS staff estimates that the route will carry a minimum of 24,000 trips during the 97-98 school year.

COST AND FINANCING

Total cost to operate the service in 97-98 is \$33,000. The City is being asked to fund one-third of the cost, or \$11,000, the Downtown property owners and businesses, one-third, and the University of Virginia, one third.

CONTACT PERSON: Helen Poore, Transit Manager

CHARLOTTESVILLE TRANSIT SERVICE (CTS)
315 4th Street N.W.
Charlottesville, Virginia 22902
Phone: 296-RIDE - 970-3840

August 28

CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date: August 18, 1997

Action Required: Appropriation - \$ 11,000 for HOO Bus

Staff Contacts: Judith M. Mueller, Director of Public Works
Helen Poore, Transit Manager

Reviewed By: Gary B. O'Connell, City Manager

Title: HOO BUS FUNDING

Background: In September, 1996, CTS began operating a special trolley route between U. Va. and Downtown. The HOO Route operated 4 days/week, Thursday through Sunday, with service ending at 11:30 p.m., during weeks that U. Va. was in session. The route carried a total of 18,000 riders, most of whom were traveling to Downtown destinations. A survey of the riders indicated a high level of satisfaction with the HOO route.

Discussion: The purpose of the HOO Bus is to provide U. VA students with improved access to the community, during evening hours. CTS staff have estimated that the route will carry 24,000 trips during FY98.

Budgetary Impact: Total cost of the service is \$33,000. The City is being asked to fund one-third of the cost, or \$11,000. Requests are being submitted to Downtown merchants and businesses and to U. Va. for one third funding from each of those sources.

Recommendations: Appropriate \$11,000 for City's share of service to begin August 28, 1997 and run through the school year.

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CITY OF CHARLOTTESVILLE
CITY COUNCIL AGENDA



Agenda Date: August 18, 1997

Action Required: *Appropriation - \$511,000 for HOO BUS*
Funding Approval - \$10,500 for HOO Bus

Staff Contacts: Judith Mueller, Director of Public Works
Helen Poore, Transit Manager

Reviewed By: Gary B. O'Connell, City Manager

Title: HOO BUS FUNDING

Background: In September, 1996, CTS began operating a special trolley route between U.Va. and Downtown. The HOO Route operated 4 days/week, Thursday through Sunday, with service ending at 11:30 p.m., during weeks that U.Va. was in session. The route carried a total of 18,000 riders, most of whom were traveling to Downtown destinations. A survey of the riders indicated a high level of satisfaction with the HOO route.

Discussion: The purpose of the HOO Bus is to provide U.Va. students with improved access to the community, during evening hours. CTS staff have estimated that the route will carry 24,000 trips during FY98.

Budgetary Impact: Total cost of the service is \$33,000. The City is being asked to fund one-third of the cost, or \$11,000. Requests are being submitted to Downtown merchants and businesses and to U.Va. for one third funding from each of those sources.

Recommendation: *Appropriate \$11,000 for City's share with*

Attachments: *Service to begin August 5, 1997
See Memo in School 1997.*

I've gotten a letter from Lee Danielson's CFO asking for a breakdown of the actual operating costs for the H00 bus during the two month period that his development company was paying 1/3 of the cost. (we had sent him a bill last October for \$3666, 1/3 of the \$11000 appropriation). A couple of questions-

1-Do you have or can you put together an itemized list of the costs of operating the bus during that time period? It's not broken down to that level in FMS.

2-Do you have any correspondence that clarifies what he agreed to pay-ie, is it a flat amount or is it 1/3 of the actual cost of operation? The wording of the appropriation could go either way and is not very clear.

Not sure I know why they waited from October to March to raise this question.....

pls. give me a call if you want to discuss, or if we can help you with this.
.finished.

APPROPRIATION
Trolley Bus Service for University of Virginia
\$11,000

BE IT RESOLVED by the Council of the City of Charlottesville, Virginia, that a sum of \$11,000.00 is hereby appropriated to fund a pilot project of trolley bus service for two months between the University of Virginia and downtown Charlottesville. The cost of this service is to be equally shared by the City, the University of Virginia, and D & E Corporation, owners of the Regal Circuit on the downtown end. This appropriation is conditioned upon receipt of \$3,666.66 from the University of Virginia, and \$3,666.66 from D & E Corporation. As be conditional with the City's payment of \$3,666.68 funded from the unappropriated balance of the General Fund, for a total appropriation of \$11,000.

Approved by Council
September 10, 1966

Francis C. Cox
City Clerk of City Council

HOO BUS SERVICE 9/6/95-11/3/95

DATE	HRS/DVPR	MILEAGE	PASSENGERS	CITY RATE	ADDTL	REG RATE	REG RATE
				BASE-2HR		BASE-2HR	ADDTL
6 SEPT-FR	7.75	69	375	\$72.00	\$184.00	\$84.00	\$218.50
7 SEPT-SA	6	71	191	\$72.00	\$192.00	\$84.00	\$228.00
8 SEPT-SU	3	15	17		\$66.00		\$114.00
8 SEPT	7.5	75	33	\$72.00	\$176.00	\$84.00	\$209.00
8 SEPT	6.5	45	33		\$208.00		\$247.00
12 SEPT-TH	7.25	76	138	\$72.00	\$188.00	\$84.00	\$199.50
13 SEPT-FR	9	66	177	\$72.00	\$192.00	\$84.00	\$228.00
14 SEPT-SA	2	94	256	\$72.00	\$192.00	\$84.00	\$728.00
15 SEPT-SU	6	61	36	\$72.00	\$126.00	\$84.00	\$152.00
15 SEPT	6.5	61	50		\$208.00		\$247.00
19 SEPT-TH	7.5	77	106	\$72.00	\$178.00	\$84.00	\$209.00
20 SEPT-FR	8	78	291	\$72.00	\$192.00	\$84.00	\$228.00
21 SEPT-SA	6.5	61	330	\$72.00	\$148.00	\$84.00	\$171.00
22 SEPT-SU	11.75	122	126	\$72.00	\$312.00	\$84.00	\$370.50
26 SEPT-TH	8	82	99	\$72.00	\$192.00	\$84.00	\$228.00
27 SEPT-FR	7.5	76	207	\$72.00	\$194.00	\$84.00	\$218.50
28 SEPT-SA	7.5	82	50	\$72.00	\$176.00	\$84.00	\$209.00
29 SEPT-SU	5.75	60	103	\$72.00	\$120.00	\$84.00	\$142.50
29 SEPT	6.25	62	55		\$200.00		\$237.50
3 OCT-TH	8	68	98	\$72.00	\$192.00	\$84.00	\$228.00
4 OCT-FR	7.5	88	102	\$72.00	\$176.00	\$84.00	\$209.00
5 OCT-SA	7.5	83	62	\$72.00	\$176.00	\$84.00	\$209.00
6 OCT-SU	6	67	43	\$72.00	\$126.00	\$84.00	\$152.00
6 OCT	5.5	60	25		\$176.00		\$209.00
10 OCT-TH	7.5	82	142	\$72.00	\$176.00	\$84.00	\$209.00
11 OCT-FR	8	86	141	\$72.00	\$192.00	\$84.00	\$228.00
12 OCT-SA	7.5	85	193	\$72.00	\$176.00	\$84.00	\$209.00
13 OCT-SU	12.25	135	170	\$72.00	\$328.00	\$84.00	\$389.50
17 OCT-TH	7.5	78	158	\$72.00	\$176.00	\$84.00	\$209.00
18 OCT-FR	7.75	83	228	\$72.00	\$194.00	\$84.00	\$218.50
19 OCT-SA	7.5	72	187	\$72.00	\$176.00	\$84.00	\$209.00
20 OCT-SU	5.75	63	52	\$72.00	\$120.00	\$84.00	\$142.50
20 OCT	6.75	63	70		\$216.00		\$256.50
24 OCT-TH	7.25	72	139	\$72.00	\$168.00	\$84.00	\$199.50
25 OCT-FR	7.5	72	181	\$72.00	\$170.00	\$84.00	\$209.00
26 OCT-SA	7.5	81	180	\$72.00	\$176.00	\$84.00	\$209.00
27 OCT-SU	8	50	46	\$72.00	\$128.00	\$84.00	\$152.00
27 OCT	6.25	67	136		\$200.00		\$237.50
31 OCT-TH	7.75	86	189	\$72.00	\$184.00	\$84.00	\$218.50
1 NOV-FR	7.5	64	204	\$72.00	\$176.00	\$84.00	\$209.00
2 NOV-SA	8	64	243	\$72.00	\$192.00	\$84.00	\$228.00
3 NOV-SU	4	49	65	\$72.00	\$64.00	\$84.00	\$76.00
3 NOV	6.25	64	87		\$264.00		\$313.50
TOTALS	312.6	3043	6793	\$2,559.00	\$7,799.00	\$2,940.00	\$9,216.50

ADDITIONAL

TOTAL AT CITY RATE \$10,316.00
 TOTAL AT REG RATE \$12,155.00

A

"HOO" BUS RIDERSHIP INFORMATION

WEEK OF 9/06/96	THURS 375 FRIDAY 131 SAT 17 SUNDAY 66	WEEK OF 9/12/96	THUR 138 FRIDAY 177 SAT 256 SUNDAY 106	WEEK OF 9/19/96	THUR 106 FRIDAY 291 SAT 330 SUNDAY 126
TOTAL:	589	TOTAL:	677	TOTAL:	853

WEEK OF 9/26/96	THURS 99 FRIDAY 221 SAT 200 SUNDAY 158	WEEK OF 10/03/96	THUR 98 FRIDAY 102 SAT 62 SUNDAY 68	WEEK OF 10/10/96	THUR 142 FRIDAY 141 SAT 193 SUNDAY 170
TOTAL:	678	TOTAL:	330	TOTAL:	646

WEEK OF 10/17/96	THURS 156 FRIDAY 228 SAT 197 SUNDAY 152	WEEK OF 10/24/96	THUR 139 FRIDAY 161 SAT 160 SUNDAY 182	WEEK OF 10/31/96	THUR 166 FRIDAY 204 SAT 243 SUNDAY 162
TOTAL:	733	TOTAL:	642	TOTAL:	775

WEEK OF 11/07/96	THURS 173 FRIDAY 203 SAT 158 SUNDAY 127	WEEK OF 11/14/96	THURS 176 FRIDAY 297 SAT 189 SUNDAY 164	WEEK OF 11/21/96	THURS 132 FRIDAY 277 SAT 160 SUNDAY 120
TOTAL:	661	TOTAL:	826	TOTAL:	689

WEEK OF 11/28/96 THANKS- GIVING HOLIDAY	THURS 0 FRIDAY 69 SAT 29 SUNDAY 68	WEEK OF 12/05/96 SNOW DAY	THURS 164 FRIDAY 196 SAT 100 SUNDAY 183	WEEK OF 12/12/96	THURS 141 FRIDAY 197 SAT 134 SUNDAY 173
TOTAL:	166	TOTAL:	643	TOTAL:	645

WEEK OF 01/16/97	THURS 130 FRIDAY 155 SAT 34 SUNDAY 64	WEEK OF 1/23/97	THURS 137 FRIDAY 187 SAT 159 SUNDAY 77	WEEK OF	THURS FRIDAY SAT SUNDAY
TOTAL:	383	TOTAL:	560	TOTAL:	0

TOTAL OF "HOO" BUS CHARTER TO DATE: 10496

CITY OF CHARLOTTESVILLE

Public Works Department

305 4th Street, N.W. • Charlottesville, Virginia • 22903
Telephone 804-~~921-3301~~ 970-3301



January 17, 1997

Mrs. Terri Shotwell
President
Charlottesville Downtown Foundation
Charlottesville, VA 22902

Dear Terri,

This is a follow up to our telephone conversation concerning the HOO Bus. As you know, since the beginning of the UVA school year CTS has been operating the HOO Bus Thursday - Sunday.

The service has been funded equally by three sponsors, the City of Charlottesville, the University of Virginia and Charlottesville 2000. After only two months of service the HOO Bus was averaging 700 trips per week. Several weekends it transported over 800 trips.

Attached for your information is a copy of the on-board survey which was completed October 10-13 and my memo to the City Manager recommending continuance of the service.

As I stated in our conversation, Charlottesville 2000 would like to see the Charlottesville Downtown Foundation take over the merchants' share of this service. Please feel free to call me if you need further information or have questions.

Sincerely,

A handwritten signature in cursive script, appearing to read "Judith", is written over a faint, illegible typed name.

Judith M. Mueller
Director

MEMO

CITY OF CHARLOTTESVILLE

DEPARTMENT OF PUBLIC WORKS

TO : Gary B. O'Connell, City Manager

FROM : Judith M. Mueller, Director of Public Works

DATE : October 23, 1996

RE : HOO BUS - Trail Period Evaluation

BACKGROUND

In April of 1996, the City of Charlottesville, University of Virginia and Charlottesville 2000 agreed to fund a trolley bus route. The primary purpose of the route was to provide an easily identifiable public transportation vehicle for University students to access West Main Street and the Downtown Mall businesses during the evenings and weekends. The project was funded for a two month period at a cost of \$11,000 shared equally by the three sponsors, so there is no charge to riders.

The HOO BUS operates on 30 minute headways between the University Grounds and Downtown via West Main Street. On Thursday, Friday and Saturday the hours of service are 4:30 P.M. to 11:30 P.M. and on Sunday from 12:30 P.M. to 11:30 P.M.

To introduce the service CTS conducted the following marketing activities:

- *Paid newspaper ads - Cavalier Daily, University Journal
- *Radio Advertising - WINA Cavalier pre-game
- *Media Reports - Daily Progress, Cavalier Daily, WINA, WVIR University Journal
- *Posters distributed at UVA sites - 600
- *First Year Orientation at UVA
- *Promotional events with UVA Athletic staff

*Meetings with Downtown and West Main Street Merchant/Business owners
*Distributed over 4000 bus schedules

EVALUATION

An on-board survey conducted by CTS October 10-13 indicates that 71% of riders are UVA students and 16% UVA employees. Of these, 70% have used the HOO BUS to travel Downtown for the following purposes (respondents could have multiple responses):

movie theater	47%
ice park	25%
restaurants	48%
retail	38%

Passenger comments indicate a high level of satisfaction with the HOO BUS.

An average of 700 trips are made on the HOO BUS each week. After less than two months of service the HOO BUS already exceeds the productivity of some regular CTS routes.

RECOMMENDATION

We recommend continuing to operate the HOO BUS with the same days and hours of service except that service would be eliminated on those dates that UVA buses are running holiday schedules. To continue this service through May of 1997 would cost a total of \$28,000.

HOO BUS SURVEY
October 10, 11, 12 and 13, 1996

A survey of HOO Bus passengers was made on October 10, 11, 12 and 13. Drivers distributed survey forms (see Attachment 1) to passengers.

A total of 646 passengers boarded the HOO on the three survey days and 191 passengers filled out the form, for a return rate of 30%.

Date	# of Trips	Survey Completed
10-10 (Thursday)	142	34
10-11 (Friday)	141	43
10-12 (Saturday)	193	60
10-13 (Sunday)	170	54
Total	646	191

Of the riders completing surveys, 135 (71%) were U.Va. students and 31 (16%) were U.Va. employees.

Destinations and Trip Purpose

On the days that the survey was conducted, 184 passengers responded to the question asking the destination of that day's trip. Of those responding 112 (61%) indicated they were traveling to the Downtown Mall; 5 (3%) were going to West Main Street; 22 (12%) to the Corner; 22 (12%) to Scott Stadium and 23 (12%) were traveling from one U.Va. site to another U.Va. site.

While the preceding paragraph addresses trip destinations on the day of the survey, passengers were also asked if they had used the HOO to travel to various destinations. Survey responses were as follows:

Downtown - 134 (70%) passengers indicated they have traveled Downtown via HOO for the following trip purposes:

Movie Theatre = 89 (47%)

Ice Park = 47 (25%)

Restaurant = 91 (48%)

Retail = 73 (38%)

Other - Bookstore (1), Connect with Other Bus (1), Coffee Shops (1), Amphitheatre (5)

Music Festival (1), Art Galleries (3), Bars (1)

West Main Street - 80 (42%) of passengers indicated that they have traveled to W. Main Street destinations on HOO:

Restaurant = 59 (31%)

Retail = 39 (20%)

Other = Greyhound (4), Connect with Other Bus (1), Trax (1)

HOO BUS SURVEY
OCTOBER 15, 1996
PAGE TWO

Corner - 83 (43%) passengers have traveled to Corner destinations as follows:

Restaurant = 83 (43%)

Retail = 67 (35%)

Other = Bookstores (2), Walk around (1), See Friends (2), Connect with Other Bus (1)

Frequency of Travel

Passengers were asked how frequently they use the HOO bus. Responses were as follows:

Once each week = 64 (34%)

Twice each week = 35 (18%)

At least 3 times a week = 30 (16%)

Infrequently = 51 (27%)

HOO Bus Advertising/Information

Passengers were asked how they learned about the HOO. Responses were as follows:

Newspaper Ad = 44

Newspaper Article= 22

Radio = 5

Poster = 14

Saw the Bus = 103*

Other = Friend 29, CTS Driver 4, Internet 1.

* A number of respondents checked "Saw the Bus" in addition to checking ads, articles, etc.

Comments

Of the 134 comments, 132 were positive. (See attachment B)

HOO BUS SURVEY

CTS is conducting a survey of HOO Bus riders. Please take a few minutes to complete this form and return it to the bus driver. If you have questions about the survey, call the CTS office at 296-RIDE. Thank you.

1. Are you a U.Va. student? Yes No
2. Are you employed at U.Va.? Yes No
3. Where did you board the bus for this trip? (exact location) _____
4. What is your destination? (exact location) _____
5. How often do you ride the HOO bus? once a week twice a week
 at least three times each week infrequently.
6. Have you used the HOO Bus to travel to the Downtown Mall? Yes No
(If no, go to question 7)
 - 6a. When you travel to the Downtown Mall on the Hoo Bus, what businesses do you frequent? (Check all appropriate destinations.)
 Movie Theatre
 Ice Park
 Restaurants
 Retail Stores
 Other _____

7. Have you used the Hoo Bus to travel to destinations along West Main Street? Yes No
(If no, go to question 8)
 - 7a. When you travel to destinations along West Main Street on the HOO, what businesses do you frequent? (Check all appropriate destinations.)
 Restaurants
 Retail Stores
 Other _____
8. Have you used the Hoo Bus to travel to "The Corner"? Yes No
(If no, go to question 9)

- 8a. When you travel to Corner destinations on the HOO, what businesses do you frequent?
 Restaurants
 Retail Stores
 Other _____
9. How did you learn about the HOO Bus? Newspaper ad Newspaper article
 Radio Poster Saw the Bus Other _____

10. COMMENTS _____

HOO SURVEY COMMENTS
10/10/96

1. It is extremely useful!!
2. HOO Bus is a great service to complement UTS.
3. It's great. "I like it I love it I want some more of it" Tim McGraw
4. It's awesome. I love it. The bell is great! It makes our trips enjoyable and it sure as hell is better than walking.
5. The HOO Bus is the best!
6. I love it!
7. Great transportation! I love it! Keep it!!!
8. Keep it!
9. This is a great idea because I don't have to drink and drive.
10. It's nice to have public transportation at night.
11. It's very convenient.
12. Keep the HOO Bus Rolling
13. It is good -- don't kill it!
14. I like it!
15. Enjoyed the ride!
16. I would use it to go to Downtown Mall for lunch if I had known about this service. Now I have a schedule, I will use the HOO Bus.
17. Nice and I'm impressed.
18. This is the first time I saw the bus but would ride again.
19. I like it - it should travel my route to work and back more often.
20. Glad it's free! Thanks!
21. Good idea.
22. The bus is great. It would be even better if it went to Barracks Road and ran more days of the week since CTS stops at 6:00 pm. I'm glad it runs on Sunday, but I live on Wilder Drive and have to walk down Park Street to catch it by City Hall on Sunday -- then connect to U.Va. bus to shop.
23. This is a cool bus. It has a cool bell and a cool bus driver. It's like riding a cable car.
24. Cool bus driver, looks cool
25. Could become more often-used service if kept going and people become accustomed to using it.

HOO BUS SURVEY
Saturday, September 12, 1996
COMMENTS

1. This is a vital service that should be extended indefinitely.
2. Give the bus a chance to catch on.
3. Use it a lot.
4. Keep the bus going.
5. Love it!
6. Please keep the bus. It really helps.
7. Save the HOO bus!
8. The HOO bus should run earlier on Thursday --maybe 2 p.m.?
9. I like it.
10. I like it.
11. I like it.
12. A fun ride.
13. It was a good choice, an A-1 idea to implement this to the U.Va. Thanks a lot.
14. Very nice driver, very helpful bus line to retail and restaurants.
15. This is a great means of transportation for those who don't have a vehicle.
16. Thanks for the ride.
17. Keep it going.
18. It's a great service, keep it going.
19. We could not survive without it.
20. I love this bus, it's quaint and something I'm very proud the University has it running. It's a pretty bus and I always smile when I am on it or see it passing by.
21. It's very convenient because it goes Downtown. It has character!!
22. I think the bus is extremely convenient - especially for first years who don't have cars and the trip to the Downtown Mall would otherwise be very hard.
23. Good job. I love the HOO bus.
24. Good service. Save the Bus!!!!
25. I love the HOO Bus! It's so quaint; I love the old style. I wish it would run more often. That would be really convenient.
26. Save the bus.
27. I love this bus! I need to get to the Downtown Mall. Public (free) transportation is awesome and necessary to my life because I have no intentions of buying a car so U.Va. Police can ticket it and Ch-ville Toll Truckers can haul it away!! Please keep HOO Bus in service because it's NEEDED for everyone, not just for me!. Thanks for the opportunity to comment. Concerned Rider.
28. This thing is so great! I love you guys so much! Go CTS !!! HOO-WA-HOO!!!!
29. Excellent! Please continue service! Wonderful opportunity to go off U.Va. campus, an easy, free way.
30. Good way for UVVA students to get off campus - Downtown, etc.....
31. Great way to have off-campus excursions for students without cars.
32. Finally! We needed this service a long time ago.

HOO BUS SURVEY
Sunday, October 13, 1996
Comments

of Riders 170
Surveys Returned 54

1. The HOO Bus is one in a million
2. Run later.
3. Way cool! I think it would be great if this bus was kept in service. I would use it a lot.
4. This is a good thing
5. It was fun!
6. It was fun!
7. blah, blah, blah....
8. I really like the bus. It's neat because it's a little different! I think it's a neat idea!
9. I love this thing!
10. Go HOOO! Keep the bus alive!
11. Love the bus.
12. This is the first time I've used it because I don't know its route but I think it's a great idea and look forward to using it more.
13. I think having the HOO Bus is a good idea because it gives me the opportunity to go Downtown. It's also better than taking the City bus.
14. The buses are really cool. It's like being in a San Francisco trolley.
15. I would not come to the Mall without the bus.
16. The HOO bus is very important to me.
17. I don't know what I would do without the HOO Bus.
18. Don't stop it.
19. The HOO Bus is the best.
20. If you get rid of the HOO bus, you get rid of business
21. The HOO bus rules.
22. I think the HOO bus is a great idea. I don't have my license yet so the bus takes me where I want to go. It's also really good because it's difficult to find parking at the Corner, so people can come Downtown to park and then take the HOO bus.
23. The Hoo bus connects Charlottesville's two great locations the Corner and Downtown Mall. It is easy access for those without vehicles such as me. Keep it!
I think this is a great asset to Charlottesville. It is really helpful to those of us who don't have cars but like to get around.
- 24.
25. Keep going Downtown. Didn't find out about it till today.
26. The HOO bus is the best way to go, with it's friendly drivers and fast service, I love it.
27. I love the HOO bus.
28. A great idea with a sense of community and overall concern for the people of Charlottesville.
29. The HOO bus rules, I don't want to get off.
30. I want to keep the HOO Bus!!! It's convenient and very cute!

Hoo Survey 10/13/96 cont. comments

31. I love the HOO bus.
32. I love the HOO bus and Mr. Bus Driver Man is cool too.
33. It's awesome!! The more people find out about it the more they'll use it.
34. I love the concept of HOO bus! I don't shop much so I haven't used it much, but PLEASE keep it going!
35. It's great. I finally have the ability to leave central grounds - even when I don't have a car. I only wish it ran till later at night - like 12:30 or so.
36. I like the HOO bus - it makes getting around much easier. Without it us students without cars wouldn't be able to get places easily.
37. It provides the University with a useful service.
38. Keep it going - we need transportation to Downtown Mall! Advertisel
39. Great! It's easy and fun to ride----no UTS bus goes to Downtown Mall so is a great service.
40. Great service when you don't have a car.
41. Please keep the service! You need more advertising - no one knows about it!!
42. Good additional service
43. I love the HOO bus.
44. Good idea. Keeps people moving and buying at the U and downtown.

PUBLIC WORKS DEPT.

FAX Transmission

From: JUDITH MUELLER, PW DIRECTOR DATE 11/11/96
To: LEONARD SANDRIDGE FAX # 982-2770
VICE PRESIDENT, UVA # PGS: 12 w/cover
VOICE: (804)971-3301 FAX: (804)980-9817

Gary asked me to talk to you about the future funding of the HOO Bus. I thought it would be best for you to see the enclosed information first.

As you will see 87% of the riders are UVA students and employees.

We hope you will agree that this is a great service and will agree to continue participating in its funding.

Please call me at 971-3301, or Gary at 971-3101, and let us know your thoughts.

4
PrintingMUELLER, JUDY / CHAR/DP - Opendesk print.

Message.

Subject: HOO Bus

Dated: 11/21/96 at 1320

Sender: Helen POORE / CHAR/DP

TO: Judy MUELLER / CHAR/DP

Contents: 2.

Part 1.

TO: Judy MUELLER / CHAR/DP

Part 2.

Per your request: The cost for running the HOO Bus January through close of U.Va.school year is \$23,500. The bus will not run on dates when school is not in session.

FYI, There were 836 HOO Bus trips this past weekend. Also, wwhen you talk to merchants, please renew our offer to give away % off goods and services coupons on the bus and remind them we have logos which could be used to tag their ads. A great idea with restaurants would be a Hoo Diner's Card --- ride the bus and get 15% off meals. We could validate coupons on bus.

Do you have survey results which show, percentage of people going Downtown to restaurants, theatres, etc.? If not, let me know and I will give you another copy.
.finished.

HOO BUS SURVEY
October 10, 11, 12 and 13, 1996

A survey of HOO Bus passengers was made on October 10, 11, 12 and 13. Drivers distributed survey forms (see Attachment 1) to passengers.

A total of 646 passengers boarded the HOO on the three survey days and 191 passengers filled out the form, for a return rate of 30%.

Date	# of Trips	Survey Completed
10-10 (Thursday)	142	34
10-11 (Friday)	141	43
10-12 (Saturday)	193	60
10-13 (Sunday)	170	54
Total	646	191

Of the riders completing surveys, 135 (71%) were U.Va. students and 31 (16%) were U.Va. employees.

Destinations and Trip Purpose

On the days that the survey was conducted, 184 passengers responded to the question asking the destination of that day's trip. Of those responding 112 (61%) indicated they were traveling to the Downtown Mall; 5 (3%) were going to West Main Street; 22 (12%) to the Corner; 22 (12%) to Scott Stadium and 23 (12%) were traveling from one U.Va. site to another U.Va. site.

While the preceding paragraph addresses trip destinations on the day of the survey, passengers were also asked if they had used the HOO to travel to various destinations. Survey responses were as follows:

Downtown - 134 (70%) passengers indicated they have traveled Downtown via HOO for the following trip purposes:

- Movie Theatre = 89 (47%)
- Ice Park = 47 (25%)
- Restaurant = 91 (48%)
- Retail = 73 (38%)
- Other - Bookstore (1), Connect with Other Bus (1), Coffee Shops (1), Amphitheatre (5)

West Main Street - 80 (42%) of passengers indicated that they have traveled to W. Main Street destinations on HOO:

- Restaurant = 59 (31%)
- Retail = 39 (20%)
- Other = Greyhound (4), Connect with Other Bus (1), Trax (1)

HOO BUS SURVEY
OCTOBER 15, 1996
PAGE TWO

Corner - 83 (43%) passengers have traveled to Corner destinations as follows:

Restaurant = 83 (43%)

Retail = 67 (35%)

Other = Bookstores (2), Walk around (1), See Friends (2), Connect with Other Bus (1)

Frequency of Travel

Passengers were asked how frequently they use the HOO bus. Responses were as follows:

Once each week = 64 (34%)

Twice each week = 35 (18%)

At least 3 times a week = 30 (16%)

Infrequently = 51 (27%)

HOO Bus Advertising/Information

Passengers were asked how they learned about the HOO. Responses were as follows:

Newspaper Ad = 44

Newspaper Article= 22

Radio = 5

Poster = 14

Saw the Bus = 103*

Other = Friend 29, CTS Driver 4, Internet 1.

*A number of respondents checked "Saw the Bus" in addition to checking ads, articles, etc.

Comments

Of the 134 comments, 132 were positive. (See attachment B)

HOO BUS SURVEY

CTS is conducting a survey of HOO Bus riders. Please take a few minutes to complete this form and return it to the bus driver. If you have questions about the survey, call the CTS office at 296-RIDE. Thank you.

- 1. Are you a U.Va. student? Yes ____ No ____
- 2. Are you employed at U.Va.? Yes ____ No ____
- 3. Where did you board the bus for this trip? (exact location) _____
- 4. What is your destination? (exact location) _____
- 5. How often do you ride the HOO bus? _____ once a week _____ twice a week
 at least three times each week _____ infrequently.
- 6. Have you used the HOO Bus to travel to the Downtown Mall? Yes ____ No ____
(If no, go to question 7)
 - 6a. When you travel to the Downtown Mall on the Hoo Bus, what businesses do you frequent? (Check all appropriate destinations.)
 _____ Movie Theatre
 _____ Ice Park
 _____ Restaurants
 _____ Retail Stores
 _____ Other _____
- 7. Have you used the Hoo Bus to travel to destinations along West Main Street? Yes ____ No ____
(If no, go to question 8)
 - 7a. When you travel to destinations along West Main Street on the HOO, what businesses do you frequent? (Check all appropriate destinations.)
 _____ Restaurants
 _____ Retail Stores
 _____ Other _____
- 8. Have you used the Hoo Bus to travel to "The Corner"? Yes ____ No ____
(If no, go to question 9)
 - 8a. When you travel to Corner destinations on the HOO, what businesses do you frequent?
 _____ Restaurants
 _____ Retail Stores
 _____ Other _____
- 9. How did you learn about the HOO Bus? _____ Newspaper ad _____ Newspaper article
 _____ Radio _____ Poster _____ Saw the Bus Other _____

10. COMMENTS

HOO SURVEY COMMENTS

10/10/96

1. It is extremely useful!!
2. HOO Bus is a great service to complement UTS.
3. It's great. "I like it I love it I want some more of it" Tim McGraw
4. It's awesome. I love it. The bell is great! It makes our trips enjoyable and it sure as hell is better than walking.
5. The HOO Bus is the best!
6. I love it!
7. Great transportation! I love it! Keep it!!!
8. Keep it!
9. This is a great idea because I don't have to drink and drive.
10. It's nice to have public transportation at night.
11. It's very convenient.
12. Keep the HOO Bus Rolling
13. It is good -- don't kill it!
14. I like it!
15. Enjoyed the ride!
16. I would use it to go to Downtown Mall for lunch if I had known about this service. Now I have a schedule, I will use the HOO Bus.
17. Nice and I'm impressed.
18. This is the first time I saw the bus but would ride again.
19. I like it - it should travel my route to work and back more often.
20. Glad it's free! Thanks!
21. Good idea.
22. The bus is great. It would be even better if it went to Barracks Road and ran more days of the week since CTS stops at 6:00 pm. I'm glad it runs on Sunday, but I live on Wilder Drive and have to walk down Park Street to catch it by City Hall on Sunday -- then connect to U.Va. bus to shop.
23. This is a cool bus. It has a cool bell and a cool bus driver. It's like riding a cable car.
24. Cool bus driver, looks cool
25. Could become more often-used service if kept going and people become accustomed to using it.

HOO BUS SURVEY
Friday - 10/11/96

1. The service is great. Riding the bus is the greatest way to get anywhere along University Avenue and the Downtown Mall.
2. The HOO Bus is great, otherwise I would have to walk to the Mall. The Mall is a great change of scenery.
3. Excellent Service
4. Cool, wish it it came more often.
5. Looks nice!
6. I like it. That's a good name. Going to Downtown Mall. Cavs - Number One.
7. Very happy with the new service.
8. I enjoy riding the HOO Bus, it is a favorite vehicle to ride. Keep the good work.
9. It is a great idea to have HOO Bus. I shall bring my kids to Downtown Mall area on weekends riding the HOO Bus. They will love it.
10. The HOO bus is pretty. I like it.
11. It's good.
12. Keep it up.
13. Great service! It would be useful to have it run earlier in the afternoons.
14. I like riding the bus.
15. Looks neat and clean - great change from regular bus service.!
16. This bus is neat!
17. I like the HOO Bus!
18. The drivers are friendly, the service is quick and convenient.
19. Really neat! The seats are hard though!
20. I like it. It is fun and comfortable. My sons like to ride in the rear area. Now that I know where the route travels, I will use it for transportation.

HOO BUS SURVEY
Saturday, September 12, 1996
COMMENTS

1. This is a vital service that should be extended indefinitely.
2. Give the bus a chance to catch on.
3. Use it a lot.
4. Keep the bus going.
5. Love it!
6. Please keep the bus. It really helps.
7. Save the HOO bus!
8. The HOO bus should run earlier on Thursday --maybe 2 p.m.?
9. I like it.
10. I like it.
11. I like it.
12. A fun ride.
13. It was a good choice, an A-1 idea to implement this to the U.Va. Thanks a lot.
14. Very nice driver, very helpful bus line to retail and restaurants.
15. This is a great means of transportation for those who don't have a vehicle.
16. Thanks for the ride.
17. Keep it going.
18. It's a great service, keep it going.
19. We could not survive without it.
20. I love this bus, it's quaint and something I'm very proud the University has it running. It's a pretty bus and I always smile when I am on it or see it passing by.
21. It's very convenient because it goes Downtown. It has character!!
22. I think the bus is extremely convenient - especially for first years who don't have cars and the trip to the Downtown Mall would otherwise be very hard.
23. Good job. I love the HOO bus.
24. Good service. Save the Bus!!!!
25. I love the HOO Bus! It's so quaint; I love the old style. I wish it would run more often. That would be really convenient.
26. Save the bus.
27. I love this bus! I need to get to the Downtown Mall. Public (free) transportation is awesome and necessary to my life because I have no intentions of buying a car so U.Va. Police can ticket it and Ch-ville Toll Truckers can haul it away!! Please keep HOO Bus in service because it's NEEDED for everyone, not just for me!. Thanks for the opportunity to comment. Concerned Rider.
28. This thing is so great! I love you guys so much! Go CTS !!! HOO-WA-HOO!!!!
29. Excellent! Please continue service! Wonderful opportunity to go off U.Va. campus, an easy, free way.
30. Good way for UVA students to get off campus - Downtown, etc.....
31. Great way to have off-campus excursions for students without cars.
32. Finally! We needed this service a long time ago.

Saturday, October 12, contd. Survey comments

33. This bus is a good idea.
34. Save the HOO Bus - it just makes C-ville a great place to be.
35. It's a great trolley - nice and warm - feels like Christmas.
36. Nice homney PR schtick - really is so much more pleasant than the average public transportation.
37. This one f----- up, scary trolley.
38. Yay HOO Bus!
39. The HOO bus is a necessity for any student who doesn't have a car. It should be continued because it is very useful.
40. Please keep the bus - teenagers with parents who go to bed late and vehicleless need you!
41. Like a protestant wind the HOO Bus can be a lifesaver.
42. I'm a first year and I love beaing able to go into Downtown C-ville. The HOO-Bus is a lifesaver!
43. Keep it!
44. Very helpful in getting me to Mall for Fridays after 5, to go shopping and get groceries. I hope you continue providing this service, if not in the winter, then again in the spring.
45. I think that as more people learn about the HOO Bus and different attractions on the mall, ridership will increase. But it might take some time.

HOO BUS SURVEY
Sunday, October 13, 1996
Comments

of Riders 170
Surveys Returned 54

1. The HOO Bus is one in a million
2. Run later.
3. Way cool! I think it would be great if this bus was kept in service. I would use it a lot.
4. This is a good thing
5. It was fun!
6. It was fun!
7. blah, blah, blah....
8. I really like the bus. It's neat because it's a little different! I think it's a neat idea!
9. I love this thing!
10. Go HOOS! Keep the bus alive!
11. Love the bus.
12. This is the first time I've used it because I don't know its route but I think it's a great idea and look forward to using it more.
13. I think having the HOO Bus is a good idea because it gives me the opportunity to go Downtown. It's also better than taking the City bus.
14. The buses are really cool. It's like being in a San Francisco trolley.
15. I would not come to the Mall without the bus.
16. The HOO bus is very important to me.
17. I don't know what I would do without the HOO Bus.
18. Don't stop it.
19. The HOO Bus is the best.
20. If you get rid of the HOO bus, you get rid of business
21. The HOO bus rules.
22. I think the HOO bus is a great idea. I don't have my license yet so the bus takes me where I want to go. It's also really good because it's difficult to find parking at the Corner, so people can come Downtown to park and then take the HOO bus.
23. The Hoo bus connects Charlottesville's two great locations the Corner and Downtown Mall. It is easy access for those without vehicles such as me. Keep it!
24. I think this is a great asset to Charlottesville. It is really helpful to those of us who don't have cars but like to get around.
25. Keep going Downtown. Didn't find out about it till today.
26. The HOO bus is the best way to go, with it's friendly drivers and fast service, I love it.
27. I love the HOO bus.
28. A great idea with a sense of community and overall concern for the people of Charlottesville.
29. The HOO bus rules, I don't want to get off.
30. I want to keep the HOO Bus!! It's convenient and very cute!

Hoo Survey 10/13/96 contd. comments

31. I love the HOO bus.
32. I love the HOO bus and Mr. Bus Driver Man is cool too.
33. It's awesome!! The more people find out about it the more they'll use it.
34. I love the concept of HOO bus! I don't shop much so I haven't used it much, but PLEASE keep it going!
35. It's great. I finally have the ability to leave central grounds - even when I don't have a car. I only wish it ran till later at night - like 12:30 or so.
36. I like the HOO bus - it makes getting around much easier. Without it us students without cars wouldn't be able to get places easily.
37. It provides the University with a useful service.
38. Keep it going - we need transportation to Downtown Mall! Advertisel
39. Great! It's easy and fun to ride----no UTS bus goes to Downtown Mall so is a great service.
40. Great service when you don't have a car.
41. Please keep the service! You need more advertising - no one knows about it!!
42. Good additional service
43. I love the HOO bus.
44. Good idea. Keeps people moving and buying at the U and downtown.

MEMO

CITY OF CHARLOTTEVILLE

DEPARTMENT OF PUBLIC WORKS

TO : Gary B. O'Connell, City Manager

FROM : Judith M. Mueller, Director of Public Works



DATE : December 30, 1996

RE : Letters to the Editor - HOO Bus

The enclosed is for your use with the City Council as you see fit.

CONFIDENTIAL

M E M O R A N D U M

To: Judith M. Mueller, Director of Public Works
From: Helen Poore, Transit Manager *HP*
Date: December 10, 1996
Subject: Letters to the Editor - HOO Bus

The Daily Progress recently published two letters to the editor which referenced the HOO Route. The first was a letter from a Corner merchant who objected to the City participating in funding what he apparently perceived as an exclusive Downtown-U.Va. bus service. Passengers do use the HOO to go Downtown, but they also ride the HOO to Corner businesses. Our October surveys of HOO riders show that 43% of the passengers used HOO to access Corner destinations.

The most recent letter, from Mr. R. A. Coffey, a booking agent for a charter bus company, was published on December 10, 1996. Mr. Coffey referenced the loss of the trolley buses for local charters.

Because of federal regulations implemented in the mid-80's, CTS cannot charter its buses directly to individuals, but *may* do so through a private charter bus company. Mr. Coffey acted as a booking agent for LUV Bus, Inc., to book trolley charters. His comment that "Charlottesville City Council also abandoned income of more than \$12,000 annually", is very misleading. The fact is that CTS has done little more than recover its costs for charter operations. On the other hand, it is likely that Mr. Coffey's company made a substantial profit from the trolley charters.

CTS charged the private company between \$38 and \$42 an hour for the use of a trolley and driver. We have learned that the private company charged \$80 to \$100 an hour for the use of the trolley, a mark-up of 100% or more for simply accepting the order from the customer and relaying it to CTS. Mr. Coffey's letter expressed a concern for the customer that did not appear to

Letters to the Editor - the HOO Bus

Page Two

December 10, 1996

be reflected in his company's pricing strategy. It is unfortunate that Mr. Coffey's letter did not also acknowledge his self-interest in continuing the trolley charters.

Over the years, CTS has attempted to help meet the local short trip charter needs, despite problems with private companies. The attached correspondence demonstrates some of the problems we experienced in collecting money from LUV Bus, Inc. In addition, over the last several months, we expended considerable effort to meet charter obligations made to customers by LUV Bus, Inc.; despite the fact that we had notified the company months in advance that CTS would suspend charter service on September 1. This effort was made in the interest of meeting the customers needs and to protect the reputation of our bus service.

All CTS buses were paid for with 80% federal funding. Federal regulations stipulate that the buses must be used **primarily** for fixed route bus service open to the general public, and charters must only be incidental. The Hoo Route, a fixed route open to the general public, is the most appropriate use of the trolley buses.



To:
Russell Coffey, Luv Bus Inc.

From:
Janice T. Woodson, Charlottesville Transit Service
804-971-3350/fax 804-971-9841

Date and Time
Wednesday, May 08, 1996 at 8:20AM

Number of Pages
6, including this cover page.

Attached you will find the copies of invoices, which you requested. In addition, I am also faxing a copy of your account status with the City of Charlottesville. Several invoices on your account have become seriously past due. As stated in our conversation on May 7, 1996, it will be necessary for Mary McConville to send CTS a formal letter stating that it is acceptable for all LUV Bus, Inc. billings to be sent to your Charlottesville address.

◆
If you have any problems or questions regarding this transmission,
please call. ◆

TYPE: C ID: LUV BUS USER: REF: STS: OPER:

UJT INDEX: 000148 MASTER: 000148 BALANCE DUE: 2515.50 AGE: PD90
AME: LUV BUS UNAPPLD BAL: STATUS: OK

INDEX	DOCUMENT	BILL DATE	AGE CLS	DOC ST	DUE DATE	ORIGINAL BALANCE	CURRENT BALANCE
044283	IN2187	04/29/96	CURR	BL	05/29/96	302.50	302.50
044282	IN2188	04/29/96	CURR	BL	05/29/96	321.50	321.50
044281	IN2189	04/29/96	CURR	BL	05/29/96	84.00	84.00
044242	IN2183	04/22/96	CURR	BL	05/22/96	774.50	774.50
044241	IN2184	04/15/96	CURR	BL	05/15/96	112.50	112.50
043658	IN2136	04/02/96	CURR	BL	05/02/96	253.50	253.50
043653	IN2141	04/08/96	CURR	BL	05/08/96	84.00	84.00
042962	IN2016	02/26/96	PD45	BL	03/27/96	179.00	179.00
041708	IN1939	01/10/96	PD90	BL	02/09/96	141.00	141.00
041706	IN1941	01/02/96	PD90	BL	02/01/96	122.00	122.00
041705	IN1942	01/02/96	PD90	BL	02/01/96	141.00	141.00
040993	IN1841	12/04/95	PD60	DN	01/03/96	93.50	0.00

SCREEN: 1 OF: 8 GO TO: GO TO FORM:

past due



FAX Transmission

From: JANICE T. WOODSON
CHARLOTTEVILLE TRANSIT
SERVICE

Questions? Call 804-971-3350
Fax 804-980-9841
P.O. BOX 911
CHARLOTTEVILLE, VIRGINIA
22902

To: MARY MCCONVILLE
Company: LUV BUS, INC. -804-625-1724, 804-585-1779
Address: P.O. BOX 4769 LYNCHBURG, VIRGINIA 24502
Date: February 21, 1996
Time: 11:00 AM
Pages: 2 (including this one)

Message: Please be advised that this fax is being forwarded to you concerning the status of your account with Charlottesville Transit Service. In checking our records, we have found that several invoices for Luv Bus, Inc. have become seriously past due. All invoices are billed on a thirty day due basis. Attached you will find a list of delinquent invoices for your records.

As the City of Charlottesville operates on a thirty day basis, it will be necessary for you to bring your account up to date as soon as possible. Charlottesville Transit Service does not wish to cancel any charters previously confirmed by your company, but if no payment is received by March 15, 1996, it will be necessary for us to start collection procedures for this account.

Your attention to this serious matter, would be greatly appreciated. If you have any questions, please do not hesitate to contact me at 804-971-3350 as soon as possible.

Thank you.

CUSTOMER INQUIRY

FMS ACCOUNTS RECEIVABLE

SUMDSRCH

TYPE: C ID: 148

USER: REF:

STS: OPER:

JUST INDEX: 000148 MASTER: 000148
NAME: LUV BUS

BALANCE DUE: UNAPPLD BAL:

1397.50

AGE: PD90
STATUS: OK

INDEX	DOCUMENT
041708	IN1939
041706	IN1941
041705	IN1942
040993	IN1841
040992	IN1842
040963	IN1823
040372	IN1807
040329	IN1742
040328	IN1743
040326	IN1745
040276	IN1739
039708	IN1868

BILL DATE	AGE	CLS	DOC	ST-BUR DATE	ORIGINAL BALANCE	CURRENT BALANCE
01/10/96	PD30	BL	02/09/96	141.00	141.00	
01/02/96	PD30	BL	02/01/96	122.00	122.00	
01/02/96	PD30	BL	02/01/96	141.00	141.00	
12/04/95	PD60	BL	01/03/96	93.50	93.50	
12/04/95	PD60	BL	01/03/96	84.00	84.00	
11/20/95	PD60	BL	12/20/95	103.00	103.00	
11/13/95	PD90	BL	12/13/95	84.00	84.00	
11/01/95	PD90	BL	12/01/95	84.00	84.00	
11/03/95	PD90	BL	12/03/95	131.50	131.50	
11/02/95	PD90	BL	12/02/95	84.00	84.00	
10/23/95	PD90	BL	11/22/95	150.50	150.50	
10/15/95	PD90	BL	11/14/95	179.00	179.00	

SCREEN: 1 OF: 8 GO TO: GO TO FORM:

Fax Transmission

No. of pages incl. this one: 4

To: TOM

Fax number: 804-977-0089 Voice: 804-977-0089

cc:

From: JANICE T. WOODSON

Date: Thursday, November 2, 1995

If you do not receive all pages, please contact:

CHARLOTTESVILLE TRANSIT SERVICE
P.O. BOX 911
CHARLOTTESVILLE, VIRGINIA 22902
804-971-3350/804-980-9841

Subject: DELINQUENT ACCOUNT

Special Instructions: THOUGHT I SHOULD FAX YOU A COPY OF THIS
CORRESPONDENCE.

Is your RETURN ADDRESS completed on the reverse side?

SENDER:

- 1. Complete items 1, and/or 2 for additional services.
- 2. Complete items 3, 4, and 4a, b, c.
- 3. Print your name and address on the reverse of this form so that we can return this card to you.
- 4. Attach this form to the front of the package, or on the back if space does not permit.
- 5. Write "Return Receipt Requested" on the mailpiece below this article number.
- 6. The Return Receipt will show to whom the article was delivered and the date delivered.

3. Article Addressed to:

LUV Bwo Inc
 T/A Deonwe dooch
 PO Box 47169
 Lynchburg, Va 24502
 Attn: Mary McConville
 Signature (Addressee)
 Signature (Agent)

4a. Article Number

P 482 319 814

4b. Service Type

- Registered
- Certified
- Exp. Mail
- Insured
- COD
- Return Receipt for Merchandise

7. Date of Delivery

11-4-91

8. Addressee's Address (Only if requested and fee is paid)

P 482 319 814

Also wish to receive the following services (for an extra fee):

- Addressee's Address
- Restricted Delivery

Consult postmaster for fee.

Thank you for using Return Receipt Service.

PS Form 3811, December 1991 * U.S.G.P.O.: 1992-307-530

DOMESTIC RETURN RECEIPT

P 482 319 814

RECEIPT FOR CERTIFIED MAIL

NO INSURANCE COVERAGE PROVIDED
 NOT FOR INTERNATIONAL MAIL.

(See Reverse)

Sent to	
Street and No.	
P.O., State and ZIP Code	
Postage	\$
Certified Fee	
Special Delivery Fee	
Restricted Delivery Fee	
Return Receipt Showing to whom and Date Delivered	
Return Receipt Showing to whom, Date, and Address of Delivery	
TOTAL Postage and Fees	\$
Postmark or Date	

PS Form 3800, Feb. 1982



CITY OF CHARLOTTESVILLE

Charlottesville Transit Service

P.O. Box 911 • Charlottesville, Virginia • 22902

425 4th Street, N.W. • City Yard

Telephone 296-RIDE



November 02, 1995

LUV Bus, Inc.
t/a Leisure Coach
P. O. Box 4769
Lynchburg, Virginia 24502
Attention: Mary McConville

Dear Mrs. McConville:

This letter is being forwarded to you, concerning the status of your delinquent account with Charlottesville Transit Service. The current balance on your account is \$2,260.00. In the fax sent to your office on 10/20/95, it was stated that your account has become seriously past due. Attached you will find a list of delinquent invoices highlighted for your records.

As the City of Charlottesville operates on a thirty day basis, it will be necessary for you to bring your account up to date, by November 15, 1995. In the event, that your account is still delinquent as of that date, it will be necessary for Charlottesville Transit Service to cancel all charters dated after November 16, 1995 and turn this account over to the City Attorneys office for collection.

Your attention to this serious matter would be greatly appreciated. If you have any questions, please do not hesitate to contact me at 804-971-3350 as soon as possible.

Sincerely,

Janice T. Woodson
Account Clerk

jtw/jtw
Enclosure

CUSTOMER INQUIRY

FMS ACCOUNTS RECEIVABLE

SUMDSRCH

TYPE: C ID: 000148

USER: REF:

STS: OPER:

JUST INDEX: 000148 MASTER: 000148
NAME: LUV BUS

BALANCE DUE: 2260.00
UNAPPLD BAL:

AGE: BAD
STATUS: OK

INDEX	DOCUMENT	BILL DATE	AGE CLS	DOC ST	DUE DATE	ORIGINAL BALANCE	CURRENT BALANCE
037549	IN1444	07/01/95	PD90	BL	07/31/95	84.00	84.00
037548	IN1445	07/01/95	PD90	BL	07/31/95	122.00	122.00
036944	IN1428	06/26/95	PD90	BL	07/26/95	112.50	111.50
036943	IN1427	06/26/95	PD90	BL	07/26/95	141.00	141.00
036926	IN1380	06/20/95	BAD	BL	07/20/95	103.00	103.00
036925	IN1381	06/20/95	BAD	BL	07/20/95	122.00	122.00
036194	IN1301	05/18/95	PD90	DN	06/17/95	84.00	0.00
036165	IN1284	05/11/95	PD90	DN	06/10/95	84.00	0.00
036080	IN1235	05/01/95	PD90	DN	05/31/95	84.00	0.00
035447	IN1170	04/10/95	BAD	DN	05/10/95	122.00	0.00
035446	IN1171	04/10/95	BAD	DN	05/10/95	274.00	0.00
035445	IN1172	04/25/95	BAD	DN	05/10/95	93.50	0.00

SCREEN: 2 OF: 11 GO TO: GO TO FORM:

CUSTOMER INQUIRY

FMS ACCOUNTS RECEIVABLE

SUMDSRCH

TYPE:C ID:000148

USER: REF:

STS: OPER:

CUST INDEX:000148 MASTER:000148
NAME:LUV BUS

BALANCE DUE:
UNAPPLD BAL:

2260.00

AGE:BAD
STATUS:OK

INDEX	DOCUMENT	BILL DATE	AGE CLS	DOC ST	DUE DATE	ORIGINAL BALANCE	CURRENT BALANCE
039708	IN1710	10/15/95	CURR	BL	11/14/95	217.00	217.00
039665	IN1684	10/09/95	CURR	BL	11/08/95	141.00	141.00
039655	IN1693	10/02/95	CURR	BL	11/01/95	84.00	84.00
039654	IN1694	10/02/95	CURR	BL	11/01/95	84.00	84.00
039626	IN1661	09/25/95	PD20	BL	10/25/95	168.00	168.00
038858	IN1558	08/28/95	PD45	BL	09/27/95	103.00	103.00
038846	IN1570	09/05/95	PD45	BL	10/05/95	169.50	169.50
038840	IN1576	08/29/95	PD45	BL	09/28/95	84.00	84.00
038231	IN1530	08/11/95	PD60	BL	09/10/95	122.00	122.00
038229	IN1532	08/14/95	PD60	BL	09/13/95	150.50	150.50
038164	IN1502	07/24/95	PD60	BL	08/23/95	112.50	112.50
037558	IN1435	07/10/95	PD90	BL	08/09/95	141.00	141.00

SCREEN: 1 OF: 11 GO TO: GO TO FORM:



FAX Transmission

From: JANICE T. WOODSON

**CHARLOTTEVILLE TRANSIT
SERVICE**

**Questions? Call 804-971-3350
Fax 804-980-9841**

**P.O. BOX 911
CHARLOTTEVILLE, VIRGINIA
22902**

To: MARY MCCONVILLE

Company: LUV BUS INC.

804-525-1724,

Address: P.O. BOX 4769

LYNCHBURG, VIRGINIA 24502

Date: October 20, 1995

Time: 4:06 PM

Pages: (including this one) 3

Message: Please be advised that this fax is being forwarded to you concerning the status of your account with Charlottesville Transit Service. In checking our records, we have found that several invoices for Luv Bus, Inc. have become seriously past due. All invoices are billed on a thirty day due basis. Attached you will find a list of delinquent invoices for your records.

As the City of Charlottesville operates on a thirty day basis, it will be necessary for you to bring your account up to date as soon as possible. Charlottesville Transit Service does not wish to cancel any charters previously confirmed by your company, but if no payment is received by October 31, 1995, it will be necessary for us to start collection procedures for this account.

Your attention to this serious matter, would be greatly appreciated. If you have any questions, please do not hesitate to contact me at 804-971-3350 as soon as possible.

Thank you.

TOM, THIS IS BEING SENT TO YOU FOR YOUR OWN INFORMATION.

**THANK YOU, JANICE WOODSON
TRANSIT ACCOUNT CLERK**

CUSTOMER INQUIRY

FMS ACCOUNTS RECEIVABLE

SUMDSRCH

TYPE:C ID:000148

USER: REF:

STS: OPER:

CUST INDEX:000148 MASTER:000148
NAME:LUV BUS

BALANCE DUE: 2043.00
UNAPPLD BAL:

AGE:PD90
STATUS:OK

INDEX	DOCUMENT	BILL DATE	AGE CLS	DOC ST	DUE DATE	ORIGINAL BALANCE	CURRENT BALANCE
039665	IN1684	10/09/95	CURR	BL	11/08/95	141.00	141.00
039655	IN1693	10/02/95	CURR	BL	11/01/95	84.00	84.00
039654	IN1694	10/02/95	CURR	BL	11/01/95	84.00	84.00
039626	IN1661	09/25/95	CURR	BL	10/25/95	168.00	168.00
038858	IN1558	08/28/95	PD30	BL	09/27/95	103.00	103.00
038846	IN1570	09/05/95	PD20	BL	10/05/95	169.50	169.50
038840	IN1576	08/29/95	PD30	BL	09/28/95	84.00	84.00
038231	IN1530	08/11/95	PD45	BL	09/10/95	122.00	122.00
038229	IN1532	08/14/95	PD45	BL	09/13/95	150.50	150.50
038164	IN1502	07/24/95	PD60	BL	08/23/95	112.50	112.50
037558	IN1435	07/10/95	PD60	BL	08/09/95	141.00	141.00
037549	IN1444	07/01/95	PD90	BL	07/31/95	84.00	84.00

SCREEN: 1 OF: 11 GO TO: GO TO FORM:

CUSTOMER INQUIRY

FMS ACCOUNTS RECEIVABLE

SUMDSRCH

TYPE: C ID: 000148

USER: REF:

STS: OPER:

UJST INDEX: 000148 MASTER: 000148
AME: LUV BUS

BALANCE DUE: UNAPPLD BAL:

2043.00

AGE: PD90
STATUS: OK

INDEX	DOCUMENT	BILL DATE	AGE CLS	DOC ST	DUE DATE	ORIGINAL BALANCE	CURRENT BALANCE
037548	IN1445	07/01/95	PD90	BL	07/31/95	122.00	122.00
036944	IN1428	06/26/95	PD90	BL	07/26/95	112.50	111.50
036943	IN1427	06/26/95	PD90	BL	07/26/95	141.00	141.00
036926	IN1380	06/20/95	PD90	BL	07/20/95	103.00	103.00
036925	IN1381	06/20/95	PD90	BL	07/20/95	122.00	122.00
036194	IN1301	05/18/95	PD90	DN	06/17/95	84.00	0.00
036165	IN1284	05/11/95	PD90	DN	06/10/95	84.00	0.00
036080	IN1235	05/01/95	PD90	DN	05/31/95	84.00	0.00
035447	IN1170	04/10/95	BAD	DN	05/10/95	122.00	0.00
035446	IN1171	04/10/95	BAD	DN	05/10/95	274.00	0.00
035445	IN1172	04/25/95	BAD	DN	05/10/95	93.50	0.00
035444	IN1173	04/10/95	BAD	DN	05/10/95	122.00	0.00

SCREEN: 2 OF: 11 GO TO: GO TO FORM:

From: JANICE T. WOODSON

CHARLOTTEVILLE TRANSIT
SERVICE

Questions? Call 804-971-3350
Fax 804-980-9841

P.O. BOX 911
CHARLOTTEVILLE, VIRGINIA
22902

To: MARY MCCONVILLE

Company: LUV BUS, INC.

LYNCHBURG, VIRGINIA 24502

Address: P.O. BOX 4769

Date: August 15, 1995

Time: 1:48 PM

Pages: (including this one) 2

Please be advised that this fax is being forwarded to you concerning the status of your account with Charlottesville Transit Service. In checking our records, we have found that several invoices for Luv Bus, Inc. have become seriously past due. All invoices are billed on a thirty day due basis. Attached you will find a list of delinquent invoices for your records.

As the City of Charlottesville operates on a thirty day basis, it will be necessary for you to bring your account up to date as soon as possible. Charlottesville Transit Service does not wish to cancel any charters previously confirmed by your company, but if no payment is received by August 31, 1995, it will be necessary for us to start collection procedures for this account.

Your attention to this serious matter, would be greatly appreciated. If you have any questions, please do not hesitate to contact me at 804-971-3350 as soon as possible.

Thank you.

CUSTOMER INQUIRY

FMS ACCOUNTS RECEIVABLE

SUMDSRCH

TYPE: C ID: 148

USER: REF:

STS: OPER:

JUST INDEX: 000148 MASTER: 000148
NAME: LUV BUS

BALANCE DUE: 1961.50
UNAPPLD BAL:

AGE: BAD
STATUS: OK

INDEX	DOCUMENT	BILL DATE	AGE CLS	DOC ST	DUE DATE	ORIGINAL BALANCE	CURRENT BALANCE
038164	IN1502	08/23/95	CURR	BL	08/23/95	112.50	112.50
037558	IN1435	08/09/95	CURR	BL	08/09/95	141.00	141.00
037549	IN1444	07/31/95	CURR	BL	07/31/95	84.00	84.00
037548	IN1445	07/31/95	CURR	BL	07/31/95	122.00	122.00
036944	IN1428	07/26/95	PD20	BL	07/26/95	112.50	112.50
036943	IN1427	07/26/95	PD20	BL	07/26/95	141.00	141.00
036926	IN1380	07/20/95	PD20	BL	07/20/95	103.00	103.00
036925	IN1381	06/20/95	PD20	BL	07/20/95	122.00	122.00
036194	IN1301	06/17/95	PD60	BL	06/17/95	84.00	84.00
036165	IN1284	06/10/95	PD60	BL	06/10/95	84.00	84.00
036080	IN1235	05/31/95	PD60	BL	05/31/95	84.00	84.00
035447	IN1170	05/10/95	PD90	BL	05/10/95	122.00	122.00

SCREEN: 1 OF: 10 GO TO: GO TO FORM:

All checked invoiced and seriously
past due as of this date.

Thank you.

CUSTOMER INQUIRY

FMS ACCOUNTS RECEIVABLE

SUMDSRCH

TYPE: C ID: 148 USER: REF: STS: OPER:

CUST INDEX: 000148 MASTER: 000148 BALANCE DUE: 1961.50 AGE: BAD
NAME: LUV BUS UNAPPLD BAL: STATUS: OK

INDEX	DOCUMENT	BILL DATE	AGE CLS	DOC ST	DUE DATE	ORIGINAL BALANCE	CURRENT BALANCE
0354446	IN1171	[REDACTED]	90	BL	05/10/95	274.00	274.00
0354445	IN1172	[REDACTED]	90	BL	05/10/95	93.50	93.50
0354444	IN1173	[REDACTED]	90	BL	05/10/95	122.00	122.00
034796	IN1108	[REDACTED]	AD	BL	04/12/95	160.00	160.00
0334444	IN918	01/09/94	DEBT	DN	02/08/94	84.00	0.00
033415	IN916	01/06/95	PD30	DN	02/05/95	84.00	0.00
033381	IN893	12/19/94	PD60	DN	01/18/95	84.00	0.00
033380	IN894	12/19/94	PD60	DN	01/18/95	160.00	0.00
032718	IN821	12/01/94	PD60	DN	12/31/94	93.50	0.00
032706	IN833	11/28/94	PD60	DN	12/28/94	84.00	0.00
032705	IN834	11/28/94	PD60	DN	12/28/94	84.00	0.00
032105	IN782	11/21/94	PD60	DN	12/21/94	84.00	0.00

SCREEN: 2 OF: 10 GO TO: GO TO FORM:

Memo

To: MARY GALLAIZO-FLORES
From: JANICE T. WOODSON
Date: February 28, 1995
Re: LUV BUS, INC.

ATTACHED YOU WILL FIND CHECK NUMBER 210, FROM LUV BUS, INC., IN THE AMOUNT OF \$1,201.00. THIS CHECK COVERS THE BALANCE OWED BY LUV BUS, INC. ON THEIR DELINQUENT ACCOUNT. WITH THIS PAYMENT, THE ACCOUNT OF LUV BUS, INC., IS RE-OPENED FOR CHARTER BOOKINGS.

IN THE EVENT THAT THIS ACCOUNT BECOMES 30 DAYS PAST DUE AT ANY POINT, IT WILL BE NECESSARY TO MONITOR THE ACTIVITY CAREFULLY, BEFORE THE ACCOUNT CAN BECOME SERIOUSLY PAST DUE AGAIN.

THANK YOU FOR YOUR ATTENTION TO THIS MATTER. IF YOU HAVE ANY QUESTIONS, PLEASE CALL ME AT EXTENSION 350.

CC: CLYDE GOULDMAN, CITY ATTORNEY
HELEN POORE, TRANSIT MANAGER
JACK RIDLEY, OPERATIONS SUPERVISOR

LUV BUS, INC.
T/A LEISURE COACH
P.O. BOX 4789
LYNCHBURG, VA 24502

10-94

0210

88-84/514
1438

PAY
TO THE
ORDER OF

Charlottesville Transit Co. 2/27 1995 \$ 1,201.00
One thousand two hundred one & no/100 DOLLARS

NationsBank
NationsBank of Virginia, N.A.
Lynchburg, VA

FOR *an acct. thru 2/28/95*
#000210# :051400646: 1064 4155#

Mary J. McConville



USE THE AIRBILL FOR SHIPMENTS WITHIN THE CONTINENTAL U.S.A., ALASKA AND HAWAII.
USE THE INTERNATIONAL AIRWAYBILL FOR SHIPMENTS TO PUERTO RICO AND ALL NON U.S. LOCATIONS.
QUESTIONS? CALL 800-238-6355 TOLL FREE.

1919125250

AIRBILL
PACKAGE
TRACKING NUMBER

1919125250

RECIPIENT'S COPY

Date 2/21/95

In (Your Name) Please Print

MARY McConville

Your Phone Number (Very Important)

804

To (Recipient's Name) Please Print

JANICE T. WARDSON

Recipient's Phone Number (Very Important)

804 771-3358

Company

KUY BUS, INC

Department/Floor No.

Company

CHARLOTTEVILLE TENNIS

Department/Floor No.

at Address

1825 AVON ST. EXT. 1

Exact Street Address (No Camp/ Deliver to P.O. Boxes or P.O. Zip Codes.)

425 4TH ST., NW

Charlotteville, VA

City

Charlotteville, VA

ZIP Required

22901

INTERNAL BILLING REFERENCE INFORMATION (optional) (First 24 characters will appear on invoice)

1919125250

IF HOLD AT FEDEX LOCATION, Print FEDEX Address Here

EMT 1 Bill Sender 2 Bill Recipient's FedEx Acct. No. 3 Bill 3rd Party FedEx Acct. No. 4 Bill Credit Card

Check Credit

City State ZIP Required

SERVICES (Check only one box) 5 DELIVERY AND SPECIAL HANDLING (Check service required) 6 WEIGHT (Pounds in Pounds) 7

Standard Overnight (Delivery by next business day, no Saturday delivery)
OTHER PACKAGING OTHER PACKAGING

FEBEX LETTERS FEBEX LETTERS

FEBEX PAK FEBEX PAK

FEBEX BOX FEBEX BOX

FEBEX TUBE FEBEX TUBE

Government Overnight (Specified for delivery same day)
ECONOMY GOVT LETTER

GOVT PACKAGE

Special Handling
DANGEROUS GOODS (Extra charge)

DRY ICE

HOLIDAY DELIVERY (if observed)

WEEKDAY SERVICE (Delivery by next business day, no Saturday delivery)
HOLD AT FEDEX LOCATION WEEKDAY (Print in Section H)
DELIVER WEEKDAY

SATURDAY SERVICE (Extra charge)
HOLD AT FEDEX LOCATION SATURDAY (Print in Section H)
SATURDAY PICK-UP (Not available in all locations)

Special Handling
DANGEROUS GOODS (Extra charge)

DRY ICE

HOLIDAY DELIVERY (if observed)

WEIGHT (Pounds in Pounds) Total Total Total

YOUR DECLARED VALUE (per lbs)

DM SHIPMENT (Changeable Weight)

Regular Ship Drop Box On-Call Ship

Received At L X W X H

Released At

Emp. No. Date

City State ZIP

Received By: X

Date/Time Received

FedEx Employee Number

FedExal Express Use
Rates Changes
Prepaid Value Change

Other 1
Other 2

Total Charges

Full Service Date 12:30 PM 1/17/95 GRTF

FORMAL #19

158

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PRINTED IN U.S.A.

Is your RETURN ADDRESS completed on the reverse side?

SENDER: Complete Items 1 and 2 for essential services. Complete Items 3 and 4 for optional services. Print your name and address on the reverse of this form so that we can return the bill to you. If possible, print the name of the person to whom the bill should be sent. Attach the form to the front of the package, or on the back if space does not permit. Write "Return Receipt Requested" on the mailing label below the article number. The Return Receipt will show B when the article has been delivered and the date delivered.		I also wish to receive the following services (for an extra fee): <input type="checkbox"/> Addressee's Address <input type="checkbox"/> Restricted Delivery Consult postmaster for fee.	
3. Article Addressed to: LVM Bus, Inc. c/a Leisure Coach P.O. Box 4769 Lynchburg, Virginia 24502 Attention: Mary McConville		4a. Article Number: 482 319 815	
5. Signature (Addresser): [Signature]		4b. Service Type: <input type="checkbox"/> Registered <input type="checkbox"/> Insured <input checked="" type="checkbox"/> Certified <input type="checkbox"/> COD <input type="checkbox"/> Express Mail <input type="checkbox"/> Return Receipt for Merchandise	
6. Article Agent: [Signature]		7. Date of Delivery: 2/17/95	
8. Addressee's Address (Only if requested and fee is paid):		2. <input type="checkbox"/> Restricted Delivery Consult postmaster for fee.	

Thank you for using Return Receipt Service.

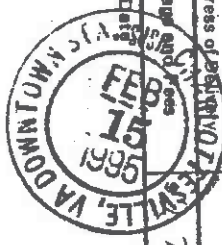
P 482 319 815

RECEIPT FOR CERTIFIED MAIL

NO INSURANCE COVERAGE PROVIDED
 NOT FOR INTERNATIONAL MAIL

(See Reverse)

Sent to	LVM Bus INC
Street and No.	P.O. Box 4769
P.O., State and Zip Code	Lynchburg Va. 24502
Postage	\$.55
Certified Fee	1.10
Special Delivery Fee	
Restricted Delivery Fee	
Return Receipt Showing to whom and Date Delivered	1.10
Return Receipt Showing to whom, Date, and Address of person to whom	
TOTAL Postage and Fees	75
Postmark or Date	



PS Form 3800, Feb. 1982

PS Form 3811, December 1991 * U.S.A.P.O. 1992-907-930 DOMESTIC RETURN RECEIPT

CITY OF CHARLOTTESVILLE

Charlottesville Transit Service
P.O. Box 911 • Charlottesville, Virginia • 22902
425 4th Street, N.W. • City Yard
Telephone 296-RIDE



February 14, 1995

LUV Bus, Inc.
/a Leisure Coach
P.O. Box 4769
Lynchburg, Virginia 24502
Attention: Mary McConville

Dear Mrs. McConville:

This letter is being forwarded to you as a second and final notice, concerning the status of your delinquent account with Charlottesville Transit Service. The current balance of your account is \$1,201.00. In the letter sent to you on January 18, 1995, we notified you that if LUV Bus, Inc. did not bring its account up-to-date, it would be necessary to cancel all charters which have been scheduled.

As payment has not been received, this letter is being sent as a final notice that if payment, in full, is not received by February 28, 1995, all charters will be canceled due to non-payment of funds. In addition, this matter will be turned over to the City Attorneys office for further collection procedures.

Your attention to this serious matter would be greatly appreciated. Your company has several charters scheduled and I am certain that you will want to bring the account up to date so that these trips can be provided. If you have any questions, please do not hesitate to contact me at 804-971-3350.

Sincerely,

Janice T. Woodson
Account Clerk

jtw/jtw
Enclosure

cc: Clyde Gouldman, City Attorney
Jack Ridley, Operator Supervisor
Tom Jorgensen

Certified Mail: P482 319 815

GIMMOR CHARLOTTESVILLE

Charlotteville Transit Service
P.O. Box 911 • Charlottesville, Virginia • 22902

415 4th Street, N.W. • City Yard
Telephone 296-KIDS



January 19, 1995

LUV Bus, Inc.
Va Leisure Coach
P.O. Box 1769
Lynchburg, Virginia 24502
Attention: Mary McCorville

Dear Mrs. McCorville:

We are in receipt of your check. In the amount of \$1,571.50. It covers outstanding invoices, through November 07, 1994, on the account of LUV Bus, Inc. Per our conversation on January 18, 1995, it is my understanding that a check, in the amount of \$1,201.00 will be sent to Charlottesville Transit Service within a week, to bring your account up to date. Upon receipt of this check, Charlottesville Transit Service will resume booking charters for LUV Bus, Inc.

In addition, it will be necessary for Charlottesville Transit Service to receive a letter from your office stating that Tom Jorgensen will be acting as an agent for LUV Bus, Inc. with the authority to call and book charters. In order to keep all records current, future bills and correspondence will be sent to Leisure Coach, Lynchburg, Virginia.

We thank you for your attention to this matter. If you need any further assistance now or in the future, please do not hesitate to contact me at 804-971-3350.

Sincerely,

Janice H. Woodson
Account Clerk

cc: Jack Ritley, Operator Supervisor
Tom Jorgensen

Dated: 01/18/95 at 1541.

Contents: 2.

10001 LUV BUS INC.

10001 DANICE WOODSON / CHAR/DP

10001 DANICE WOODSON / CHAR/DP

10001 DANICE WOODSON / CHAR/DP

10001 HELEN BOONE / CHAR/DP

10001 MIKE CARROLL / CHAR/DP
10001 GACK RIDLEY / CHAR/DP

UGHT YOU WOULD LIKE TO KNOW THAT TODAY, I RECEIVED A CHECK FROM
CHBURG BUS SERVICE IN THE AMOUNT OF \$1,571.50 FOR INVOICES THRU
EMBER 07ON LUV BUS, INC.'S ACCOUNT. ALSO MARY MCCONVILLE
LED ME TO ADVISE THAT THE REMAINING BALANCE WOULD BE PAID BY
CHBURG BUS SERVICE WITHIN A WEEK AND THAT A LETTER WOULD BE
ING TO STATE THAT TOM IS A REPRESENTATIVE OF THEIR NEW COMPANY.

OW IS THE NEW NAME AND ADDRESS FOR THIS COMPANY AND ALL INVOICES
ULD BE SENT THERE IN THE FUTURE:

Bus, Inc.

PO BOX 4769

CHBURG, VIRGINIA 24502

AND MARY MCCONVILLE, 804-525-1724 OR 1-800-255-5495

AT THIS INFORMATION, I NEED TO KNOW HOW TO PROCEED WITH THE MATTER AT

D BY THE REMAINING OUTSTANDING BALANCE. I WILL PROCEED WITH THE LETTER
DONION CHARTER, BUT ARE ALL CHARTERS FOR LUV BUS, INC. STILL ON HOLD.

AKES FOR THE HELP,

Alashed!

OFFICE OF CHARLOTTEVILLE

Charlottesville Transit Service

P.O. Box 911 • Charlottesville, Virginia 22902

415 4th Street, N.W. • City Yard

Telephone 296-8126



December 13, 1994

Liv Bus, Inc.
P.O. Box 6361
Charlottesville, Virginia 22906
Attention: Tom Jorgensen

Dear Mr. Jorgensen:

Please be advised that this letter is being forwarded to you concerning the status of your account with the City of Charlottesville. All invoices are billed on a thirty day due basis. In checking our records, we have determined that several invoices that were billed to you, have become seriously past due. Attached you will find a list of delinquent invoices highlighted for your records.

As the City of Charlottesville operates on a thirty day basis, it will be necessary for you to bring your account up to date, by January 15, 1995. In the event, that your account is still delinquent as of that date, it will be necessary for Charlottesville Transit Service to cancel all charters dated after January 16, 1995. This will include scheduled charters, which were previously confirmed with our office.

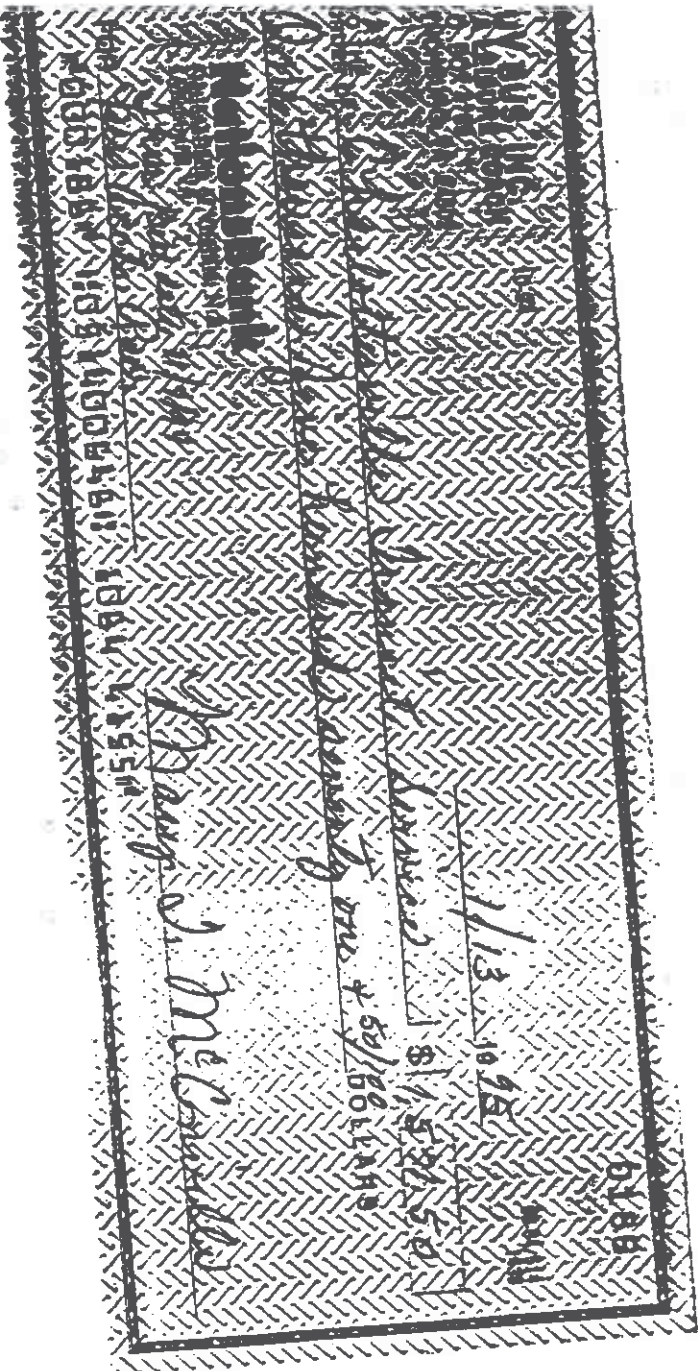
Your attention to this serious matter, would be greatly appreciated. If you have any questions, please do not hesitate to contact me at 804-971-3350 as soon as possible.

Sincerely,

James H. Woodcock
Account Clerk

JHW/KW

CC: City of Charlottesville,
Finance Department



088
R870

MAIL

11/13 10 95

81 50250

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10/13/95

8

CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date: November 18, 1996

Action Required: Appropriation

Staff Contacts: Judith M. Mueller, Director of Public Works

Reviewed By: Gary B. O'Connell, City Manager

Title: HOO BUS - Trial Period Evaluation

Background:In April of 1996, the City of Charlottesville, University of Virginia and Charlottesville 2000 agreed to fund a trolley bus route. The primary purpose of the route was to provide an easily identifiable public transportation vehicle for University students to access West Main Street and the downtown Mall businesses during the evenings and weekends. The project was funded for a two month period at a cost of \$11,000, shared equally by the three sponsors, so there is no charge to riders.

Discussion: The service has been extremely successful. An on-board survey conducted by CTS October 10-13 indicates that 71% of the riders are UVA students and 16% UVA employees. Of these, 70% have used the HOO BUS to travel Downtown for the following purposes (multiple responses)

movie theater	47%
ice park	25%
restaurants	48%
retail	38%

An average of 700 trips are made on the HOO BUS each week. After less than two months of service the HOO BUS already exceeds the productivity of some regular CTS routes. Passenger comments indicate a high level of satisfaction.

Budgetary Impact: \$5100 to continue the service until the UVA students leave for the Christmas holidays.

Recommendations: Continue the service if UVA will fund 50% of the cost.

HOO BUS SURVEY
October 10, 11, 12 and 13, 1996

A survey of HOO Bus passengers was made on October 10, 11, 12 and 13. Drivers distributed survey forms (see Attachment 1) to passengers.

A total of 646 passengers boarded the HOO on the three survey days and 191 passengers filled out the form, for a return rate of 30%.

Date	# of Trips	Survey Completed
10-10 (Thursday)	142	34
10-11 (Friday)	141	43
10-12 (Saturday)	193	60
10-13 (Sunday)	170	54
Total	646	191

Of the riders completing surveys, 135 (71%) were U. Va. students and 31 (16%) were U. Va. employees.

Destinations and Trip Purpose

On the days that the survey was conducted, 184 passengers responded to the question asking the destination of that day's trip. Of those responding 112 (61%) indicated they were traveling to the Downtown Mall; 5 (3%) were going to West Main Street; 22 (12%) to the Corner; 22 (12%) to Scott Stadium and 23 (12%) were traveling from one U. Va. site to another U. Va. site.

While the preceding paragraph addresses trip destinations on the day of the survey, passengers were also asked if they had used the HOO to travel to various destinations. Survey responses were as follows:

Downtown - 134 (70%) passengers indicated they have traveled Downtown via HOO for the following trip purposes:

Movie Theatre = 89 (47%)

Ice Park = 47 (25%)

Restaurant = 91 (48%)

Retail = 73 (38%)

Other - Bookstore (1), Connect with Other Bus (1), Coffee Shops (1), Amphitheatre (5)
Music Festival (1), Art Galleries (3), Bars (1)

West Main Street - 80 (42%) of passengers indicated that they have traveled to W. Main Street destinations on HOO:

Restaurant = 59 (31%)

Retail = 39 (20%)

Other = Greyhound (4), Connect with Other Bus (1), Trax (1)

HOO BUS SURVEY
OCTOBER 15, 1996
PAGE TWO

Corner - 83 (43%) passengers have traveled to Corner destinations as follows:

Restaurant = 83 (43%)

Retail = 67 (35%)

Other = Bookstores (2), Walk around (1), See Friends (2), Connect with Other Bus (1)

Frequency of Travel

Passengers were asked how frequently they use the HOO bus. Responses were as follows:

Once each week = 64 (34%)

Twice each week = 35 (18%)

At least 3 times a week = 30 (16%)

Infrequently = 51 (27%)

HOO Bus Advertising/Information

Passengers were asked how they learned about the HOO. Responses were as follows:

Newspaper Ad = 44

Newspaper Article = 22

Radio = 5

Poster = 14

Saw the Bus = 103*

Other = Friend 29, CTS Driver 4, Internet 1.

* A number of respondents checked "Saw the Bus" in addition to checking ads, articles, etc.

Comments

Of the 134 comments, 132 were positive. (See attachment B)

HOO SURVEY COMMENTS
10/10/96

1. It is extremely useful!!
2. HOO Bus is a great service to complement UTS.
3. It's great. "I like it I love it I want some more of it" Tim McGraw
4. It's awesome. I love it. The bell is great! It makes our trips enjoyable and it sure as hell is better than walking.
5. The HOO Bus is the best!
6. I love it!
7. Great transportation! I love it! Keep it!!!
8. Keep it!
9. This is a great idea because I don't have to drink and drive.
10. It's nice to have public transportation at night.
11. It's very convenient.
12. Keep the HOO Bus Rolling
13. It is good -- don't kill it!
14. I like it!
15. Enjoyed the ride!
16. I would use it to go to Downtown Mall for lunch if I had known about this service. Now I have a schedule, I will use the HOO Bus.
17. Nice and I'm impressed.
18. This is the first time I saw the bus but would ride again.
19. I like it - it should travel my route to work and back more often.
20. Glad it's free! Thanks!
21. Good idea.
22. The bus is great. It would be even better if it went to Barracks Road and ran more days of the week since CTS stops at 6:00 pm. I'm glad it runs on Sunday, but I live on Wilder Drive and have to walk down Park Street to catch it by City Hall on Sunday -- then connect to U.Va. bus to shop.
23. This is a cool bus. It has a cool bell and a cool bus driver. It's like riding a cable car.
24. Cool bus driver, looks cool
25. Could become more often-used service if kept going and people become accustomed to using it.

HOO BUS SURVEY
Friday - 10/11/96

1. The service is great. Riding the bus is the greatest way to get anywhere along University Avenue and the Downtown Mall.
2. The HOO Bus is great, otherwise I would have to walk to the Mall. The Mall is a great change of scenery.
3. Excellent Service
4. Cool, wish it it came more often.
5. Looks nice!
6. I like it. That's a good name. Going to Downtown Mall. Cavs - Number One.
7. Very happy with the new service.
8. I enjoy riding the HOO Bus, it is a favorite vehicle to ride. Keep the good work.
9. It is a great idea to have HOO Bus. I shall bring my kids to Downtown Mall area on weekends riding the HOO Bus. They will love it.
10. The HOO bus is pretty. I like it.
11. It's good.
12. Keep it up.
13. Great service! It would be useful to have it run earlier in the afternoons.
14. I like riding the bus.
15. Looks neat and clean - great change from regular bus service.!
16. This bus is neat!
17. I like the HOO Bus!
18. The drivers are friendly, the service is quick and convenient.
19. Really neat! The seats are hard though!
20. I like it. It is fun and comfortable. My sons like to ride in the rear area. Now that I know where the route travels, I will use it for transportation.

HOO BUS SURVEY
Saturday, September 12, 1996
COMMENTS

1. This is a vital service that should be extended indefinitely.
2. Give the bus a chance to catch on.
3. Use it a lot.
4. Keep the bus going.
5. Love it!
6. Please keep the bus. It really helps.
7. Save the HOO bus!
8. The HOO bus should run earlier on Thursday --maybe 2 p.m.?
9. I like it.
10. I like it.
11. I like it.
12. A fun ride.
13. It was a good choice, an A-1 idea to implement this to the U.Va. Thanks a lot.
14. Very nice driver, very helpful bus line to retail and restaurants.
15. This is a great means of transportation for those who don't have a vehicle.
16. Thanks for the ride.
17. Keep it going.
18. It's a great service, keep it going.
19. We could not survive without it.
20. I love this bus, it's quaint and something I'm very proud the University has it running. It's a pretty bus and I always smile when I am on it or see it passing by.
21. It's very convenient because it goes Downtown. It has character!!
22. I think the bus is extremely convenient - especially for first years who don't have cars and the trip to the Downtown Mall would otherwise be very hard.
23. Good job. I love the HOO bus.
24. Good service. Save the Bus!!!!
25. I love the HOO Bus! It's so quaint; I love the old style. I wish it would run more often. That would be really convenient.
26. Save the bus.
27. I love this bus! I need to get to the Downtown Mall. Public (free) transportation is awesome and necessary to my life because I have no intentions of buying a car so U.Va. Police can ticket it and Ch-ville Toll Trickers can haul it away!! Please keep HOO Bus in service because it's NEEDED for everyone, not just for me!. Thanks for the opportunity to comment. Concerned Rider.
28. This thing is so great! I love you guys so much! Go CTS !!! HOO-WA-HOO!!!!
29. Excellent! Please continue service! Wonderful opportunity to go off U.Va. campus, an easy, free way.
30. Good way for UVVA students to get off campus - Downtown, etc.....
31. Great way to have off-campus excursions for students without cars.
32. Finally! We needed this service a long time ago.

Saturday, October 12, contd. Survey comments

33. This bus is a good idea.
34. Save the HOO Bus - it just makes C-ville a great place to be.
35. It's a great trolley - nice and warm - feels like Christmas.
36. Nice homey PR schtick - really is so much more pleasant than the average public transportation.
37. This one f----- up, scary trolley.
38. Yay HOO Bus!
39. The HOO bus is a necessity for any student who doesn't have a car. It should be continued because it is very useful.
40. Please keep the bus - teenagers with parents who go to bed late and vehicleless need you!
41. Like a protestant wind the HOO Bus can be a lifesaver.
42. I'm a first year and I love being able to go into Downtown C-ville. The HOO-Bus is a lifesaver!
43. Keep it!
44. Very helpful in getting me to Mall for Fridays after 5, to go shopping and get groceries. I hope you continue providing this service, if not in the winter, then again in the spring.
45. I think that as more people learn about the HOO Bus and different attractions on the mall, ridership will increase. But it might take some time.

HOO BUS SURVEY
Sunday, October 13, 1996
Comments

of Riders 170
Surveys Returned 54

1. The HOO Bus is one in a million
2. Run later.
3. Way cool! I think it would be great if this bus was kept in service. I would use it a lot.
4. This is a good thing
5. It was fun!
6. It was fun!
7. blah, blah, blah....
8. I really like the bus. It's neat because it's a little different! I think it's a neat ideal!
9. I love this thing!
10. Go HOOO! Keep the bus alive!
11. Love the bus.
12. This is the first time I've used it because I don't know its route but I think it's a great idea and look forward to using it more.
13. I think having the HOO Bus is a good idea because it gives me the opportunity to go Downtown. It's also better than taking the City bus.
14. The buses are really cool. It's like being in a San Francisco trolley.
15. I would not come to the Mall without the bus.
16. The HOO bus is very important to me.
17. I don't know what I would do without the HOO Bus.
18. Don't stop it.
19. The HOO Bus is the best.
20. If you get rid of the HOO bus, you get rid of business
21. The HOO bus rules.
22. I think the HOO bus is a great idea. I don't have my license yet so the bus takes me where I want to go. It's also really good because its difficult to find parking at the Corner, so people can come Downtown to park and then take the HOO bus.
23. The Hoo bus connects Charlottesville's two great locations the Corner and Downtown Mall. It is easy access for those without vehicles such as me. Keep it!
24. I think this is a great asset to Charlottesville. It is really helpful to those of us who don't have cars but like to get around.
25. Keep going Downtown. Didn't find out about it till today.
26. The HOO bus is the best way to go, with it's friendly drivers and fast service, I love it.
27. I love the HOO bus.
28. A great idea with a sense of community and overall concern for the people of Charlottesville.
29. The HOO bus rules, I don't want to get off.
30. I want to keep the HOO Bus!!! It's convenient and very cute!

Hoo Survey 10/13/96 contd. comments

31. I love the HOO bus.
32. I love the HOO bus and Mr. Bus Driver Man is cool too.
33. It's awesome!! The more people find out about it the more they'll use it.
34. I love the concept of HOO bus! I don't shop much so I haven't used it much, but PLEASE keep it going!
35. It's great. I finally have the ability to leave central grounds - even when I don't have a car. I only wish it ran till later at night - like 12:30 or so.
36. I like the HOO bus - it makes getting around much easier. Without it us students without cars wouldn't be able to get places easily.
37. It provides the University with a useful service.
38. Keep it going - we need transportation to Downtown Mall! Advertise!
39. Great! It's easy and fun to ride----no UTS bus goes to Downtown Mall so is a great service.
40. Great service when you don't have a car.
41. Please keep the service! You need more advertising - no one knows about it!!
42. Good additional service
43. I love the HOO bus.
44. Good idea. Keeps people moving and buying at the U and downtown.

William L

HOO BUS SURVEY

CTS is conducting a survey of HOO Bus riders. Please take a few minutes to complete this form and return it to the bus driver. If you have questions about the survey, call the CTS office at 296-RIDE. Thank you.

1. Are you a U.Va. student? Yes No
2. Are you employed at U.Va.? Yes No
3. Where did you board the bus for this trip? (exact location) _____
4. What is your destination? (exact location) _____
5. How often do you ride the HOO bus? once a week twice a week
_____ at least three times each week infrequently.
6. Have you used the HOO Bus to travel to the Downtown Mall? Yes No
(If no, go to question 7)
- 6a. When you travel to the Downtown Mall on the Hoo Bus, what businesses do you frequent? (Check all appropriate destinations.)
_____ Movie Theatre
_____ Ice Park
_____ Restaurants
_____ Retail Stores
_____ Other
7. Have you used the Hoo Bus to travel to destinations along West Main Street? Yes No
(If no, go to question 8)
- 7a. When you travel to destinations along West Main Street on the HOO, what businesses do you frequent? (Check all appropriate destinations.)
_____ Restaurants
_____ Retail Stores
_____ Other
8. Have you used the Hoo Bus to travel to "The Corner"? Yes No
(If no, go to question 9)
- 8a. When you travel to Corner destinations on the HOO, what businesses do you frequent?
_____ Restaurants
_____ Retail Stores
_____ Other
9. How did you learn about the HOO Bus? Newspaper ad Newspaper article
_____ Radio Poster Saw the Bus Other

10. COMMENTS

HOO BUS SURVEY
October 10, 11, 12 and 13, 1996

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HOO BUS SURVEY
OCTOBER 15, 1996
PAGE TWO

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HOO SURVEY COMMENTS

10/10/96

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4. It's awesome. I love it. The bell is great! It makes our trips enjoyable and it sure as hell is better than walking.
5. The HOO Bus is the best!
6. I love it!
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8. Keep it!
9. This is a great idea because I don't have to drink and drive.
10. It's nice to have public transportation at night.
11. It's very convenient.
12. Keep the HOO Bus Rolling
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HOO BUS SURVEY

Friday - 10/11/96

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3. Excellent Service
4. Cool, wish it it came more often.
5. Looks nice!
6. I like it. That's a good name. Going to Downtown Mall. Cavs - Number One.
7. Very happy with the new service.
8. I enjoy riding the HOO Bus, it is a favorite vehicle to ride. Keep the good work.
9. It is a great idea to have HOO Bus. I shall bring my kids to Downtown Mall area on weekends riding the HOO Bus. They will love it.
10. The HOO bus is pretty. I like it.
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12. Keep it up.
13. Great service! It would be useful to have it run earlier in the afternoons.
14. I like riding the bus.
15. Looks neat and clean - great change from regular bus service!
16. This bus is neat!
17. I like the HOO Bus!
18. The drivers are friendly, the service is quick and convenient.
19. Really neat! The seats are hard though!
20. I like it. It is fun and comfortable. My sons like to ride in the rear area. Now that I know where the route travels, I will use it for transportation.

HOO BUS SURVEY
Saturday, September 12, 1996
COMMENTS

1. This is a vital service that should be extended indefinitely.
2. Give the bus a chance to catch on.
3. Use it a lot.
4. Keep the bus going.
5. Love it!
6. Please keep the bus. It really helps.
7. Save the HOO bus!
8. The HOO bus should run earlier on Thursday --maybe 2 p.m.?
9. I like it.
10. I like it.
11. I like it.
12. A fun ride.
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14. Very nice driver, very helpful bus line to retail and restaurants.
15. This is a great means of transportation for those who don't have a vehicle.
16. Thanks for the ride.
17. Keep it going.
18. It's a great service, keep it going.
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23. Good job. I love the HOO bus.
24. Good service. Save the Bus!!!!
25. I love the HOO Bus! It's so quaint; I love the old style. I wish it would run more often. That would be really convenient.
26. Save the bus.
27. I love this bus! I need to get to the Downtown Mall. Public (free) transportation is awesome and necessary to my life because I have no intentions of buying a car so U.Va. Police can ticket it and Ch-ville Toll Truckers can haul it away!! Please keep HOO Bus in service because it's NEEDED for everyone, not just for me!. Thanks for the opportunity to comment. Concerned Rider.
28. This thing is so great! I love you guys so much! Go CTS !!! HOO-WA-HOO!!!!
29. Excellent! Please continue service! Wonderful opportunity to go off U.Va. campus, an easy, free way.
30. Good way for UVVA students to get off campus - Downtown, etc.....
31. Great way to have off-campus excursions for students without cars.
32. Finally! We needed this service a long time ago.

Saturday, October 12, contd. Survey comments

33. This bus is a good idea.
34. Save the HOO Bus - it just makes C-ville a great place to be.
35. It's a great trolley - nice and warm - feels like Christmas.
36. Nice homney PR schtick - really is so much more pleasant than the average public transportation.
37. This one f----- up, scary trolley.
38. Yay HOO Bus!
39. The HOO bus is a necessity for any student who doesn't have a car. It should be continued because it is very useful.
40. Please keep the bus - teenagers with parents who go to bed late and vehicleless need you!
41. Like a protestant wind the HOO Bus can be a lifesaver.
42. I'm a first year and I love beaing able to go into Downtown C-ville. The HOO-Bus is a lifesaver!
43. Keep it!
44. Very helpful in getting me to Mall for Fridays after 5, to go shopping and get groceries. I hope you continue providing this service, if not in the winter, then again in the spring.
45. I think that as more people learn about the HOO Bus and different attractions on the mall, ridership will increase. But it might take some time.

HOO BUS SURVEY
Sunday, October 13, 1996
Comments

of Riders 170
Surveys Returned 54

1. The HOO Bus is one in a million
2. Run later.
3. Way cool! I think it would be great if this bus was kept in service. I would use it a lot.
4. This is a good thing
5. It was fun!
6. It was fun!
7. blah, blah, blah.....
8. I really like the bus. It's neat because it's a little different! I think it's a neat ideal!
9. I love this thing!
10. Go HOOO! Keep the bus alive!
11. Love the bus.
12. This is the first time I've used it because I don't know its route but I think it's a great idea and look forward to using it more.
13. I think having the HOO Bus is a good idea because it gives me the opportunity to go Downtown. It's also better than taking the City bus.
14. The buses are really cool. It's like being in a San Francisco trolley.
15. I would not come to the Mall without the bus.
16. The HOO bus is very important to me.
17. I don't know what I would do without the HOO Bus.
18. Don't stop it.
19. The HOO Bus is the best.
20. If you get rid of the HOO bus, you get rid of business
21. The HOO bus rules.
22. I think the HOO bus is a great idea. I don't have my license yet so the bus takes me where I want to go. It's also really good because its difficult to find parking at the Corner, so people can come Downtown to park and then take the HOO bus.
23. The Hoo bus connects Charlottesville's two great locations the Corner and Downtown Mall. It is easy access for those without vehicles such as me. Keep it!
24. I think this is a great asset to Charlottesville. It is really helpful to those of us who don't have cars but like to get around.
25. Keep going Downtown. Didn't find out about it till today.
26. The HOO bus is the best way to go, with it's friendly drivers and fast service, I love it
27. I love the HOO bus.
28. A great idea with a sense of community and overall concern for the people of Charlottesville.
29. The HOO bus rules, I don't want to get off.
30. I want to keep the HOO Bus!!! It's convenient and very cute!

William L

HOO BUS SURVEY

CTS is conducting a survey of HOO Bus riders. Please take a few minutes to complete this form and return it to the bus driver. If you have questions about the survey, call the CTS office at 296-RIDE. Thank you.

- 1. Are you a U.Va. student? Yes ___ No ___
- 2. Are you employed at U.Va.? Yes ___ No ___
- 3. Where did you board the bus for this trip? (exact location) _____
- 4. What is your destination? (exact location) _____
- 5. How often do you ride the HOO bus? _____ once a week _____ twice a week
_____ at least three times each week _____ infrequently.
- 6. Have you used the HOO Bus to travel to the Downtown Mall? Yes ___ No ___
(If no, go to question 7)
- 6a. When you travel to the Downtown Mall on the Hoo Bus, what businesses do you frequent? (Check all appropriate destinations.)
_____ Movie Theatre
_____ Ice Park
_____ Restaurants
_____ Retail Stores
Other _____
- 7. Have you used the Hoo Bus to travel to destinations along West Main Street? Yes ___ No ___
(If no, go to question 8)
- 7a. When you travel to destinations along West Main Street on the HOO, what businesses do you frequent? (Check all appropriate destinations.)
_____ Restaurants
_____ Retail Stores
Other _____
- 8. Have you used the Hoo Bus to travel to "The Corner"? Yes ___ No ___
(If no, go to question 9)
- 8a. When you travel to Corner destinations on the HOO, what businesses do you frequent?
_____ Restaurants
_____ Retail Stores
Other _____
- 9. How did you learn about the HOO Bus? _____ Newspaper ad _____ Newspaper article
_____ Radio _____ Poster _____ Saw the Bus _____ Other _____

10. COMMENTS _____

CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date: November 18, 1996

Action Required: Appropriation

Staff Contacts: Judith M. Mueller, Director of Public Works

Reviewed By: Gary B. O'Connell, City Manager

Title: HOO BUS - Trial Period Evaluation

Background: In April of 1996, the City of Charlottesville, University of Virginia and Charlottesville 2000 agreed to fund a trolley bus route. The primary purpose of the route was to provide an easily identifiable public transportation vehicle for University students to access West Main Street and the downtown Mall businesses during the evenings and weekends. The project was funded for a two month period at a cost of \$11,000, shared equally by the three sponsors, so there is no charge to riders.

Discussion: The service has been extremely successful. An on-board survey conducted by CTS October 10-13 indicates that 71% of the riders are UVVA students and 16% UVVA employees. Of these, 70% have used the HOO BUS to travel Downtown for the following purposes (multiple responses)

movie theater	47%
ice park	25%
restaurants	48%
retail	38%

An average of 700 trips are made on the HOO BUS each week. After less than two months of service the HOO BUS already exceeds the productivity of some regular CTS routes. Passenger comments indicate a high level of satisfaction.

Budgetary Impact: \$5100 to continue the service until the UVVA students leave for the Christmas holidays.

Recommendations: Continue the service if UVVA will fund 50% of the cost.

MEMO

CITY OF CHARLOTTEVILLE

DEPARTMENT OF PUBLIC WORKS

TO : Gary B. O'Connell, City Manager

FROM : Judith M. Mueller, Director of Public Works

DATE : October 23, 1996

RE : HOO BUS - Trail Period Evaluation

BACKGROUND

In April of 1996, the City of Charlottesville, University of Virginia and Charlottesville 2000 agreed to fund a trolley bus route. The primary purpose of the route was to provide an easily identifiable public transportation vehicle for University students to access West Main Street and the Downtown Mall businesses during the evenings and weekends. The project was funded for a two month period at a cost of \$11,000 shared equally by the three sponsors, so there is no charge to riders.

The HOO BUS operates on 30 minute headways between the University Grounds and Downtown via West Main Street. On Thursday, Friday and Saturday the hours of service are 4:30 P.M. to 11:30 P.M. and on Sunday from 12:30 P.M. to 11:30 P.M.

To introduce the service CTS conducted the following marketing activities:

- *Paid newspaper ads - Cavalier Daily, University Journal
- *Radio Advertising - WINA Cavalier pre-game
- *Media Reports - Daily Progress, Cavalier Daily, WINA, WVIR
University Journal
- *Posters distributed at UVA sites - 600
- *First Year Orientation at UVA
- *Promotional events with UVA Athletic staff

- *Meetings with Downtown and West Main Street Merchant/Business owners
- *Distributed over 4000 bus schedules

EVALUATION

An on-board survey conducted by CTS October 10-13 indicates that 71% of riders are UVA students and 16% UVA employees. Of these, 70% have used the HOO BUS to travel Downtown for the following purposes (respondents could have multiple responses:

movie theater	47%
ice park	25%
restaurants	48%
retail	38%

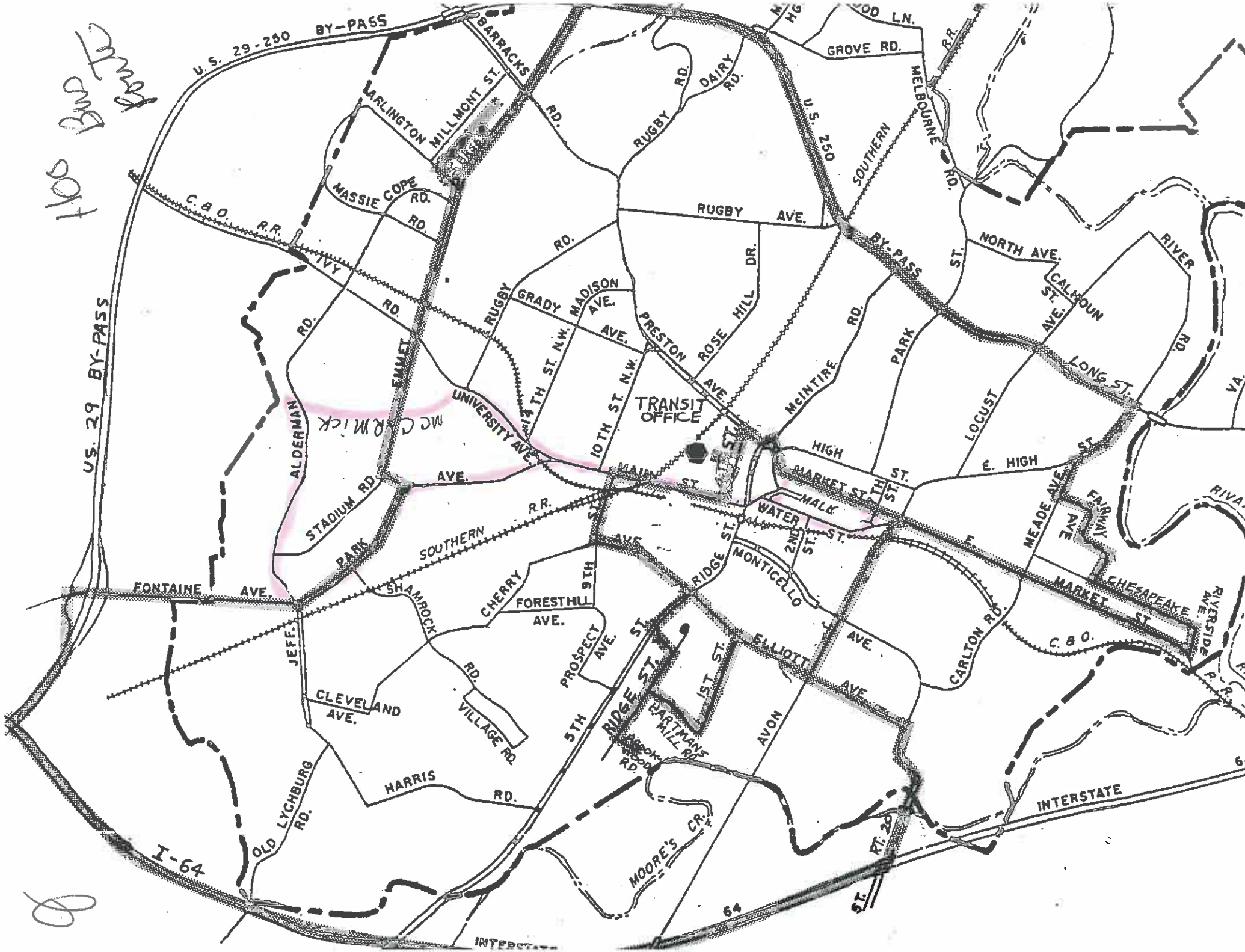
Passenger comments indicate a high level of satisfaction with the HOO BUS.

An average of 700 trips are made on the HOO BUS each week. After less than two months of service the HOO BUS already exceeds the productivity of some regular CTS routes.

RECOMMENDATION

We recommend continuing to operate the HOO BUS with the same days and hours of service except that service would be eliminated on those dates that UVA buses are running holiday schedules. To continue this service through May of 1997 would cost a total of \$28,000.

Front Back
1967



U.S. 29 BY-PASS

U.S. 29-250 BY-PASS

I-64

TRANSIT OFFICE

MCGRICK

[Handwritten signature]

INTERSTATE

64

ST. RT. 20

6

Memo

To: Judith M. Mueller, Director of Public Works
From: Helen Poore, Transit Manager
Date: August 27, 1996
Re: HOO BUS

START DATE - The H00 Bus will begin service on September 6, 1996.

END DATE - November 6

ROUTE - The H00 will operate between Downtown and U.Va., via W.Main St., JPA, Alderman, McCormick and University Avenue. The bus will cross the Mall at 2nd Street.

SCHEDULE - Hoo will operate Thursday through Sunday during the following hours:

Thursday, Friday and Saturday: 4:30 to 11:30 p.m.

Sunday: 12:30 to 11:30 p.m.

Frequency of service: One bus every 30 minutes as follows:

:00 & 30 JPA & Brandon
:03 & 33 JPA & Alderman
:06 & 36 Alderman & McCormick
:08 & 38 University Ave. at Rotunda
:11 & 33 11th & W. Main Streets (east bound)
:20 & 50 2nd Street at Mall
:25 & 55: W.Main & 8th (west bound)

*Times shown are past the hour.

*There are many stops in addition to those listed above.

FARE: Free

COST - The cost for the service is \$11,000 to be paid one-third City, one-third U.Va. and one-third D&R Corporation. This is a pilot project, funded for only two months.

ADVERTISING - The above cost figure does not include any advertising money. We will be distributing schedules and HOO Bus info at U.Va. registration. Posters and schedules will also be placed at various locations on grounds. Media releases will be prepared. I am meeting with Downtown group on Monday at which time we will be discussing "tagging" promo on trolley with their paid advertising. I also intend to request that businesses provide discounts to Hoo riders and/or sponsor promotions which would award free merchandise or service to randomly selected Hoo riders.

Trolley buses will be decorated with orange and blue balloons and streamers and will have a HOO sign on exterior. Bus stops will be marked with HOO. Drivers will wear U.Va. colors.

UPDATE: 8/27/96 Information on HOO schedules were distributed by CTS staff at Oasis (orientation for first year students) and are being distributed at student activity center for two days this week. The U.Va. Athletic Department has provided sports team jerseys for the drivers to wear and will have the Cavalier mascot on the bus on 9/6. On 9/13 (Paint the Town Orange and Blue) the mascot will again ride the HOO. We have also invited the U.Va. cheer leaders to ride the bus on 9/13.

In addition to meeting with Downtown Merchants, staff also met with West Main Street merchants to encourage them to promote the Hoo in their paid advertisements..

The CTS HOO Bus will begin its route this Friday at 4:30 p.m. HOO buses will run Thursday through Saturday from 4:30 p.m. to 11:30 p.m. and on Sunday from 12:30 to 11:30 p.m.

The bus will travel from the Downtown Mall, up West Main Street to Jefferson Park Avenue, it will turn right on Alderman, go past the Stadium, down McCormick Road to University Avenue and back down West Main Street. The bus will make two round trips per hour.

The route is designed, primarily, to provide transportation to students, giving them access to transportation off grounds, along West Main Street and to Downtown. However, any can ride and we believe that some people may use it to travel from Downtown to U.Va. For instance, we already know that some people are planning to park Downtown and use HOO to go to the season's first U.Va. football game --a night game this Saturday. We have been in touch with Mr. Stroh at CPC and with the Downtown Foundation about opportunities this presents for marketing downtown attractions. An example might be parking in one of the Downtown garages, or along West Main Street, having dinner at a restaurant and using the HOO bus to get to and from the game.

CTS staff distributed information at Oasis, which is the orientation held for first year students, we were also at the Student Activity Center two days during the week when students returned to U.Va. We have had excellent cooperation from the U.Va. Athletic Department, they have given us football and basketball jerseys for the drivers to wear -- the Cavalier mascot will ride the bus on this Friday when the route begins and on September 13 - paint the town blue and orange day -- the mascot will again ride the bus and we understand that Coach Welch and the U.Va. cheerleaders will ride the HOO Bus to the Downtown Mall for the Paint the Town Orange festivities.



CITY COUNCIL AGENDA

TYPE OF ITEM SUBJECT

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC

Matters by the public that are not on the formal agenda

1. CONSENT AGENDA* (Public comment allowed)

- a. Approval of the minutes of August 5
- b. APPROPRIATION: \$143,740 - IDEA Grant (2nd reading)
- c. APPROPRIATION: \$13,000 - Amphitheater Footings (2nd reading)
- d. APPROPRIATION: \$4,226 - State Entitlement - Charlottesville-Albemarle Children and Youth Commission
- e. RESOLUTION: Approving cafe permit for Omni Hotel
- f. RESOLUTION: Approving cafe permit for Antojitos
- g. ORDINANCE: Settlement of Claim (2nd reading)
- h. ORDINANCE: Repeal of Bingo/Raffle Ordinance

2. PUBLIC HEARING RESOLUTION* Fair Housing Plan

3. STAFF REPORT APPROPRIATION* West Main Street Trolley
\$11,000 - West Main Street Trolley

4. STAFF REPORT Dixie Little League Proposal for Ballfield at McIntire Park

5. RESOLUTION* Establishing Towing Contract Advisory Board

6. ORDINANCE* Rezoning property on 5th Street, S.W. from R-3 to B-1
(2nd reading)

PUBLIC Matters by the public that are not on the formal agenda

OTHER BUSINESS
ADJOURNMENT

September 3, 1996
7:30 p.m.

*ACTION NEEDED

Reasonable accommodations will be provided for persons with disabilities if requested

PrintingVIA,TRUDY / CHAR/DP - OpenDesk print.

Message:

Dated: 09/05/96 at 1122.

Subject: HOO BUS

Sender: Betty SAUNDERS / CHAR/DP

Contents: 2.

TO: Trudy VIA / CHAR/DP

Part 1.

TO: DISTRIBUTION

Part 2.

HOO'S BUS?

It's the new CTS route called HOO-free and open to the public.

HOO GOES WHERE?

HOO will travel from Downtown to U.Va., via W. Main St., JPA, Alderman, McCormick and University Avenue, serving all CTS and UTS stops along the route.

HOO GOES WHEN?

CTS will begin the HOO route Friday, September 6. It will run Thursday through Saturday from 4:30 p.m. to 11:30 p.m. and on Sundays from 12:30 p.m. to 11:30 p.m. Downtown Mall stops are at 20 and 50 minutes after each hour.

GO HOO'S!!!!

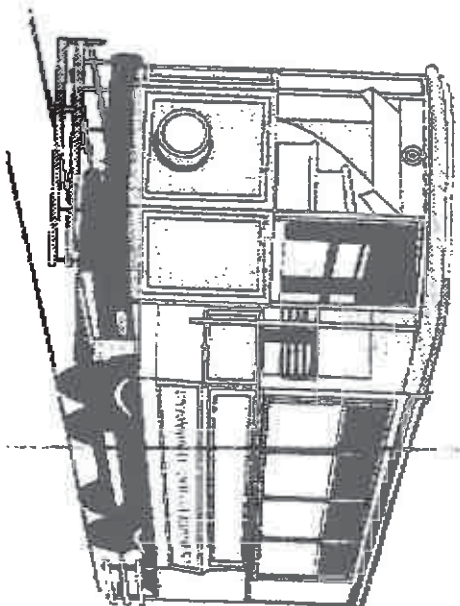
BEAT THE CHIPPEWAS!!!!

Park Downtown and take HOO to the football game this Saturday evening.

For schedule information call CTS at 296-RIDE.
.finished.

**It's new!
It's new for you!
It's a bus for 'Hoosi!**

It's the HOO BUS!



Starting tomorrow, Charlottesville Transit System's newest route will run between Downtown and U.Va., via W. Main St., JPA, Alderman, McCormick and University Avenues so you can get to where you need to go! And it's **FREE!**

SCHEDULE

Bus serves all UTS and CTS stops along the route every 30 minutes.

Thurs.-Sat. — 4:30-11:30 p.m.
Sun — 12:30-11:30 p.m.

:00 & :30	JPA & Brandon
:03 & :33	JPA & Alderman
:06 & :36	Alderman & McCormick
:08 & :38	University Ave. At Rotunda
:11 & :41	11th and W. Main St. (east bound)
:20 & :50	2nd St. at Mall
:25 & :55	W. Main & 8th (west bound)

The HOO Bus does not operate
Monday, Tuesday and Wednesday.

Call Josh, 924-1748!

MEMO

CITY OF CHARLOTTEVILLE

TO : Gary B. O'Connell, City Manager

FROM : Judith M. Mueller, Director of Public Works

DATE : September 16, 1996



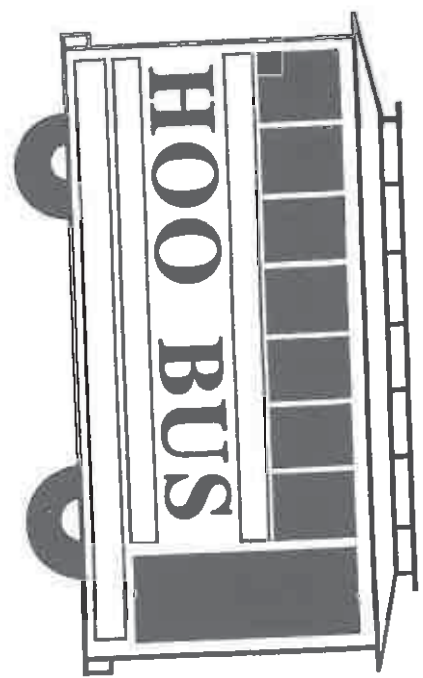
RE : HOO BUS

For the first two weekends the following number of passengers have boarded the HOO bus.

9/6 - 9/8 589

9/12 - 9/15 677

8



1

Memo

To: Judith M. Mueller, Director of Public Works
From: Helen Poore, Transit Manager
Date: August 16, 1996
Re: HOO BUS

START DATE - The H00 Bus will begin service on September 6, 1996.

END Date - November 6.

ROUTE - The bus will operate between Downtown and U.Va., via W.Main St., JPA, Alderman, McCormick and University Avenue. As shown on the attached map, the bus will cross the Mall at 2nd Street.

SCHEDULE - Hoo will operate Thursday through Sunday during the following hours:
Thursday, Friday and Saturday: 4:30 to 11:30 p.m.
Sunday: 12:30 to 11:30 p.m.
Frequency of service: One bus every 30 minutes as follows:
:00 & 30 JPA & Brandon
:03 & 33 JPA & Alderman
:06 & 36 Alderman & McCormick
:08 & 38 University Ave. at Rotunda
:11 & 33 11th & W. Main Streets (east bound)
:20 & 50 2nd Street at Mall
:25 & 55: W.Main & 8th (west bound)

*Times shown are past the hour.

*There are many stops in addition to those listed above.

COST - The cost for the above service is \$11,000 to be paid one-third City, one-third U.Va. and one-third Lee Danielsen

ADVERTISING - The above cost figure does not include any advertising money. We will be distributing schedules and HOO Bus info at U.Va. registration.

Posters and schedules will also be placed at various locations on grounds. Media releases will be prepared. I am meeting with Downtown

group on Monday at which time we will be discussing "tagging" promo on trolley with their paid advertising. I also intend to request that businesses provide discounts to Hoo riders and/or sponsor promotions which would award free merchandise or service to randomly selected Hoo riders.

Trolley buses will be decorated with orange and blue balloons and streamers and will have a HOO sign on exterior. Bus stops will be marked with HOO. Drivers will wear U.Va. colors.