Connecting Opportunities
Breaking Down Barriers

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PlanRVA CTAC
RVA Public Mass Transit
GRTC Quick Facts

• Greater Richmond Transit Company
  • Public Mass Transit for RVA region (population ~ 1.3M)
  • Primarily serving Richmond and Henrico, Virginia (service population ~ 500,000)

• Providing Local Bus, Commuter Bus, Bus Rapid Transit, and Paratransit services

• Launch of BRT service and System redesign in 2018 resulted in double digit ridership growth in direct contrast to national trends showing double digit ridership drops

• Expansion of service area routes and core route frequencies starting in FY2022 with new dedicated regional funding (In planning phase now)
RVA Public Mass Transit
GRTC Revenue Shifts

FY2021 Budget and Revenue Projections

FY2021 Pre-COVID - $55.9 M
- $0.2
- $3.0
- $7.0
- $8.1
- $9.5
- $15.9
- $10.1
- $0.9
- $8.1
- $26.1

FY2021 Onset of COVID - $60.2 M
- $0.7
- $2.1
- $0.2
- $1.2
- $4.2
- $8.0
- $8.1
- $9.6
- $26.1

FY2022 Baseline Projections - $63.7 M
- $0.0
- $0.7
- $6.8
- $2.0
- $8.1
- $11.9
- $4.3
- $2.3
- $0.2
- $1.2
- $2.1
- $0.9

Revenue Sources:
- FTA
- DRPT
- Richmond
- Henrico
- Chesterfield
- Petersburg
- Business Partnerships
- Fares
- Other Sources
- Federal CARES Act
- CVTA
FY2022 Baseline Operational Budget ($63.2M)

- **Operations**: $8.2M
- **Maintenance**: $20.0M
- **Benefits**: $6.8M
- **Insurance & Safety**: $8.1M
- **Planning & Scheduling**: $11.9M
- **Communications & Marketing**: $4.3M
- **Information Technology**: $1.2M
- **Administrative**: $0.7M
- **Operating Taxes**: $2.3M

Sources:
- **FTA**: $20.0M
- **DRPT**: $8.2M
- **Richmond**: $11.9M
- **Henrico**: $6.8M
- **Chesterfield**: $4.3M
- **Petersburg**: $1.2M
- **Business Partnerships**: $0.7M
- **Fares**: $2.3M
- **Other Sources**: $0.2M
- **Federal CARES Act**: $0.0M
- **CVTA**: $0.0M

**FY2017 Actuals**
- Operations: $15.0M
- Maintenance: $20.0M
- Benefits: $10.0M
- Insurance & Safety: $8.0M
- Planning & Scheduling: $12.0M
- Communications & Marketing: $6.0M
- Information Technology: $2.0M
- Administrative: $1.0M
- Operating Taxes: $3.0M

**FY2018 Baseline**
- Operations: $15.0M
- Maintenance: $20.0M
- Benefits: $10.0M
- Insurance & Safety: $8.0M
- Planning & Scheduling: $12.0M
- Communications & Marketing: $6.0M
- Information Technology: $2.0M
- Administrative: $1.0M
- Operating Taxes: $3.0M

**FY2019**
- Operations: $20.0M
- Maintenance: $25.0M
- Benefits: $12.0M
- Insurance & Safety: $10.0M
- Planning & Scheduling: $15.0M
- Communications & Marketing: $10.0M
- Information Technology: $3.0M
- Administrative: $2.0M
- Operating Taxes: $4.0M

**FY2020**
- Operations: $30.0M
- Maintenance: $30.0M
- Benefits: $20.0M
- Insurance & Safety: $20.0M
- Planning & Scheduling: $20.0M
- Communications & Marketing: $20.0M
- Information Technology: $5.0M
- Administrative: $3.0M
- Operating Taxes: $5.0M

**FY2021 Budget**
- Operations: $35.0M
- Maintenance: $35.0M
- Benefits: $25.0M
- Insurance & Safety: $25.0M
- Planning & Scheduling: $25.0M
- Communications & Marketing: $25.0M
- Information Technology: $6.0M
- Administrative: $4.0M
- Operating Taxes: $6.0M

**FY2022 Baseline**
- Operations: $40.0M
- Maintenance: $40.0M
- Benefits: $30.0M
- Insurance & Safety: $30.0M
- Planning & Scheduling: $30.0M
- Communications & Marketing: $30.0M
- Information Technology: $7.0M
- Administrative: $5.0M
- Operating Taxes: $7.0M
Defining GRTC’s Target “Market”
Market Size and Use – Total Ridership

GRTC Originally Projected to Serve 10,000,000 Trips in FY21

Half of GRTC trips are for part of the commute. On the express routes, 92 percent of travelers are going between home and work.

A very small share of riders who walk to their home end bus stop have to walk more than five blocks to catch the bus.
Defining GRTC’s Target “Market”
Ridership by Mode, Fare Payment, Race, Income

May 2019 Trips by Mode and May 2020 COVID Trips by Mode

May 2019 Trips by Mode and Household Income

May 2019 Trips by Mode and Race

May 2019 Trips by Mode and Fare Payment

- BRT
- Local
- Express

- May 2019
- May 2020

- Other
- Asian
- African American/Black
- Hispanic or Latino

- E-Pass / U-Pass / VCU-Go
- 30 Day Pass
- 7 Day Pass
- Cash / One Ride

Thousands

53%
22%
93%
Defining GRTC’s Target “Market”
Ridership by Route and Location

COVID Essential Transit Trips

54% of the People served by GRTC have an annual household income below $25,000.

79% have annual household incomes below $50,000.

Economically Distressed Areas

Average per capita income = $29,829
Red = 30% per capita income
Yellow = 50%
Green = 80% per capita income
Average labor force participation = 65%
Hatch is 50% to 65%
Double Hatch is <50%
The Equity of Transit
Winter Weather: BRT versus Hourly Service
The Equity of Transit
Fare Collection: GRTC collects $5.3 M from Fares

Fare Expenses FY 19 and FY22

<table>
<thead>
<tr>
<th></th>
<th>FY2019</th>
<th>FY2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actuals of $1.6M</td>
<td>Estimated at $1.7M</td>
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<tr>
<td>Fare Enforcement Contract</td>
<td>$394,959</td>
<td>$400,000</td>
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<tr>
<td>Hardware, Software, Warranties</td>
<td>$344,862</td>
<td>$361,782</td>
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<td>Fare Media</td>
<td>$336,876</td>
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<td>RPS Pass Program</td>
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<tr>
<td>Fare Technology Staffing</td>
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<td>$300,280</td>
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<tr>
<td>Money Room Staffing</td>
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<td>$269,604</td>
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Fixed Route Fares Collected FY19, $7.4M (includes VCU)

<table>
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<tr>
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<th>in $ M</th>
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<td>By Jurisdiction</td>
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<tr>
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<td>$5.9</td>
</tr>
<tr>
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<td>$1.2</td>
</tr>
<tr>
<td>Chesterfield</td>
<td>$0.1</td>
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<tr>
<td>By Mode</td>
<td></td>
</tr>
<tr>
<td>Local</td>
<td>$5.2</td>
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<tr>
<td>Express</td>
<td>$0.5</td>
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<tr>
<td>BRT</td>
<td>$1.6</td>
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<tr>
<td>By Mode and Jurisdiction</td>
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<tr>
<td>Richmond Local</td>
<td>$4.4</td>
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<tr>
<td>Henrico Local</td>
<td>$0.8</td>
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<tr>
<td>Chesterfield Local</td>
<td></td>
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<tr>
<td>Richmond Express</td>
<td>$0.1</td>
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<tr>
<td>Henrico Express</td>
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<tr>
<td>Richmond BRT</td>
<td>$1.4</td>
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<tr>
<td>Henrico BRT</td>
<td>$0.2</td>
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<tr>
<td>Chesterfield BRT</td>
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</table>

FY22 Draft Baseline Budget

$6.8

- FTA
- DRPT
- Richmond
- Henrico
- Chesterfield
- Petersburg
- Business Partnerships
- Fares
- Other Sources
- Federal CARES Act
- CVTA
The Equity of Transit
Zero Fares: $5.3 M Investment

• DRPT and State Zero Fare Pilot
  • $10 M on FY 2022 State Budget

• Federal Stimulus
  • American Rescue Plan Act: Third Round of Federal Stimulus Dollars
  • Richmond and GRTC expected to receive significant dollars with passing of new Act

• Expected increase in state and federal formula funds from ridership increase
  • Post-COVID ridership will increase dramatically under Zero Fares
  • One to two years post COVID, GRTC would expect to see increase

• Other Sources
  • Application for Federal Capital Grants to allow shift of Federal Formula Funds to Preventative Maintenance
  • Advertising on buses and on Clever Screens
  • Slow increase in Local Contributions year over year with economic recovery
To champion social and economic mobility by prioritizing connecting people to essential human services and needs.

To prioritize the development of interconnected mobility infrastructure and services for historically underserved and economically distressed communities.

To create multi-modal partnerships that connect to high-frequency public mass transit support essential connections between affordable housing, quality employment, food, education, and health care.
GRTC Next Steps
FY2022 Projects and Studies

• Improve Local Service, Infrastructure, and Equity
  • Focus on reliability of service - on-time performance and detour communications
  • Implement increased frequency and extensions on high-capacity corridors
  • Advance fare equity solutions
  • Improve shelters, benches, and signage at existing stops in economically disadvantaged communities

• Improve Stop Level Connectivity and Accessibility
  • Partner for local coverage connections and on-demand micro-transit, small vehicle pilots
  • Partner to expand sidewalk network, crosswalks, mid-block signals

• Improve Route Level Connectivity and Accessibility
  • Identify location and start financing and engineering plans for Downtown Transfer Center - Temporary and Permanent
  • Identify local needs and design concepts for Southside Transfer Plaza and GRTC Annex Property Development
  • Identify and design Pulse West End transfer center and park and ride

• Expand and Upgrade High-Capacity Service
  • Launch articulated buses on frequent routes and BRT
  • Increase dedicated lanes on high frequency corridors and Pulse
  • Construct additional Pulse stations
  • Develop Locally Preferred Alignment for North-South BRT study and Pulse Extension

• Future Proofing Service and Technology
  • Study fleet electrification by 2050
GRTC Next Steps
CVTA Funded Service Expansion
# GRTC Next Steps

## Performance Metrics – Improving Efficiency and Reliability

### Quarter 1 FY 2021 (July 1 - Sep 30)

<table>
<thead>
<tr>
<th>Category</th>
<th>Jurisdiction</th>
<th>Route Name</th>
<th>Route</th>
<th>Ridership</th>
<th>Rev Hours</th>
<th>Rev Miles</th>
<th>Pass/Hr</th>
<th>Pass/Mi</th>
<th>Total/Pass</th>
<th>Pass/Trip</th>
<th>OTP</th>
<th>Grade</th>
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<td>BRT</td>
<td>Richmond/Henrico</td>
<td>PULSE</td>
<td>Pulse</td>
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<td>13,060</td>
<td>124,563</td>
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<td>Arterial</td>
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<td>CHAMBERLAYNE/HULL/SOUTHSIDE</td>
<td>1</td>
<td>6,646</td>
<td>194</td>
<td>1,978</td>
<td>34.22</td>
<td>3.36</td>
<td>2.42</td>
<td>31.20</td>
<td>58%</td>
<td>Fail</td>
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<td>Arterial</td>
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<td>CHAMBERLAYNE/HULL/MIDLOTHIAN</td>
<td>1A</td>
<td>174,112</td>
<td>7,394</td>
<td>76,098</td>
<td>23.55</td>
<td>2.29</td>
<td>3.55</td>
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<td>2,580</td>
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<td>1.95</td>
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<td>4,088</td>
<td>42,738</td>
<td>22.85</td>
<td>2.19</td>
<td>3.72</td>
<td>26.22</td>
<td>59%</td>
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<td>NORTH AVE/FOREST HILL</td>
<td>2A</td>
<td>65,932</td>
<td>3,797</td>
<td>50,319</td>
<td>16.57</td>
<td>1.31</td>
<td>6.20</td>
<td>18.25</td>
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<td>68,914</td>
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<td>48,687</td>
<td>12.84</td>
<td>1.42</td>
<td>5.74</td>
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<td>NORTH AVE/MIDLOTHIAN/BELT BLVD</td>
<td>2C</td>
<td>78,991</td>
<td>6,315</td>
<td>67,679</td>
<td>12.51</td>
<td>1.17</td>
<td>6.97</td>
<td>13.41</td>
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<td>Arterial</td>
<td>Richmond</td>
<td>HIGHLAND/JOFFE DAVIS/HARWOOD</td>
<td>3A</td>
<td>59,710</td>
<td>3,157</td>
<td>33,110</td>
<td>18.92</td>
<td>1.80</td>
<td>4.51</td>
<td>13.70</td>
<td>71%</td>
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<td>HIGHLAND/JOFFE DAVIS</td>
<td>3B</td>
<td>91,672</td>
<td>4,290</td>
<td>47,776</td>
<td>21.37</td>
<td>1.92</td>
<td>4.24</td>
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<td>HIGHLAND/JOFFE DAVIS</td>
<td>3C</td>
<td>47,292</td>
<td>3,260</td>
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<td>CARY/MAIN/WHITCOMB</td>
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<td>8,258</td>
<td>70,015</td>
<td>17.07</td>
<td>2.01</td>
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<td>HERMITAGE/EA MAIN</td>
<td>1A</td>
<td>66,255</td>
<td>6,656</td>
<td>60,337</td>
<td>9.95</td>
<td>1.10</td>
<td>7.40</td>
<td>9.36</td>
<td>64%</td>
<td>Fail</td>
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<td>BROAD STREET</td>
<td>50</td>
<td>17,226</td>
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<td>22,520</td>
<td>17.91</td>
<td>1.12</td>
<td>7.64</td>
<td>10.50</td>
<td>72%</td>
<td>Fail</td>
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<td>NINE MILE HENRICO</td>
<td>7A</td>
<td>53,129</td>
<td>3,063</td>
<td>33,978</td>
<td>17.35</td>
<td>1.56</td>
<td>5.20</td>
<td>16.73</td>
<td>67%</td>
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<td>Arterial</td>
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<td>NINE MILE HENRICO</td>
<td>7B</td>
<td>48,951</td>
<td>2,942</td>
<td>34,606</td>
<td>16.64</td>
<td>1.41</td>
<td>5.75</td>
<td>16.02</td>
<td>62%</td>
<td>Pass</td>
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<td>Henrico</td>
<td>WEST BROAD STREET</td>
<td>19</td>
<td>66,172</td>
<td>5,418</td>
<td>69,826</td>
<td>12.21</td>
<td>0.95</td>
<td>8.58</td>
<td>10.70</td>
<td>55%</td>
<td>Fail</td>
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</tbody>
</table>

**Productivity**

- **Pass**: More than 60%
- **Watch**: Between 40% and 59%
- **Fail**: Less than 40%

**System OTP**: 66%

**Grades**:
- **Pass**: 77%
- **Watch**: 80%
- **Fail**: 65%
Shelter Program Identified Significant Needs

- Stops in ditches with no shelters, benches, or pads
- Stops/shelters inaccessible or wrong size for the location
- Shelters with no or very low boardings
GRTC Next Steps
FY2022 Shelter Program
FY22 Shelter Installations
GRTC Next Steps

Neighborhood Transfer Centers

Highest Transfer Activity Locations (Max On/Off by Day Type)

- Willow Lawn: 1,922 / 1,878
- Broad + 4th: 3,147 / 3,132
- Transfer Plaza/Broad+ 9th: 5,611 / 5,590
- 23rd + Franklin: 1,293 / 1,316
- SouthSide Plaza: 846 / 817
GRTC Next Steps
Neighborhood Transfer Center – 23\textsuperscript{rd} and Franklin
GRTC Next Steps
Neighborhood Transfer Center – West End Park and Ride
GRTC Next Steps
Permanent Downtown Transfer Center
GRTC Next Steps
Permanent Downtown Transfer Center
GRTC Next Steps
Permanent Downtown Transfer Center

Raleigh NC - The RUS Bus
- Private development above the public transportation facility
- Include mixed-income housing – both market rate and affordable
- Also on the table are retail and office space and perhaps even a hotel.
GRTC Next Steps
Articulated Vehicles

60 Foot Articulated Vehicle
Connecting Opportunities
Breaking Down Barriers

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@GRTC_CEO