



Connecting Opportunities

Breaking Down Barriers

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March 18, 2021

PlanRVA CTAC

RVA Public Mass Transit

GRTC Quick Facts

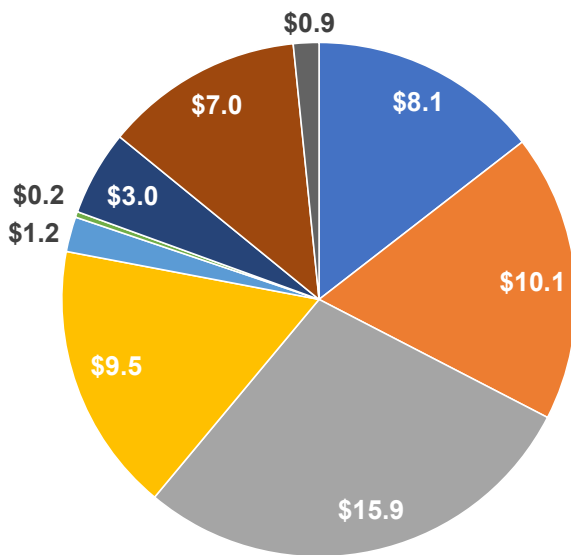
- Greater Richmond Transit Company
 - Public Mass Transit for RVA region (population ~ 1.3M)
 - Primarily serving Richmond and Henrico, Virginia (service population ~ 500,000)
- Providing Local Bus, Commuter Bus, Bus Rapid Transit, and Paratransit services
- Launch of BRT service and System redesign 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

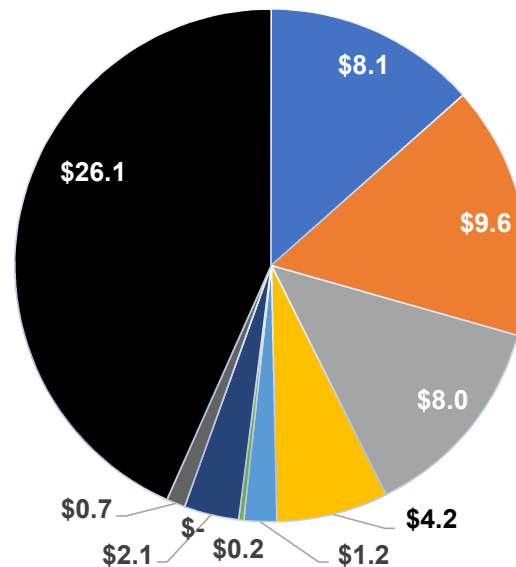
GRTC Revenue Shifts

FY2021 Budget and Revenue Projections

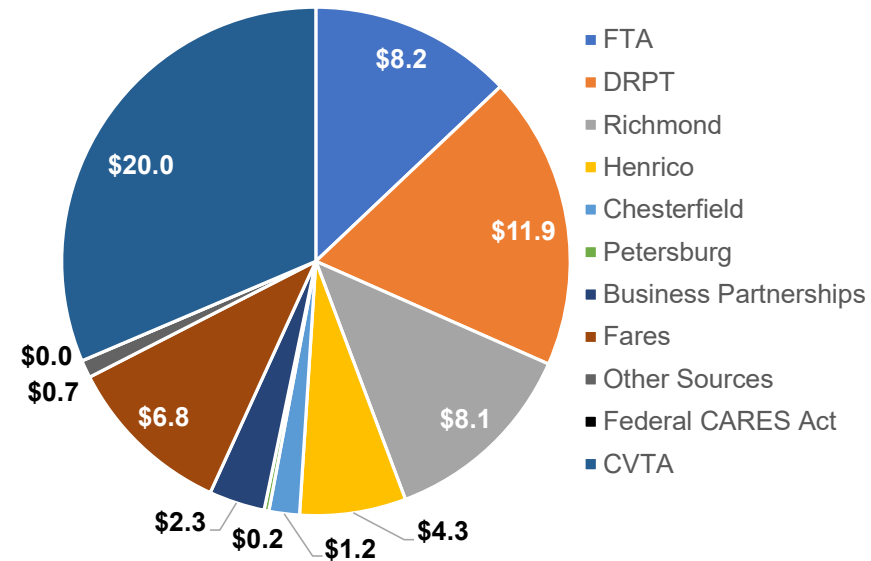
FY2021 Pre-COVID -
\$55.9 M



FY2021 Onset of COVID -
\$60.2 M



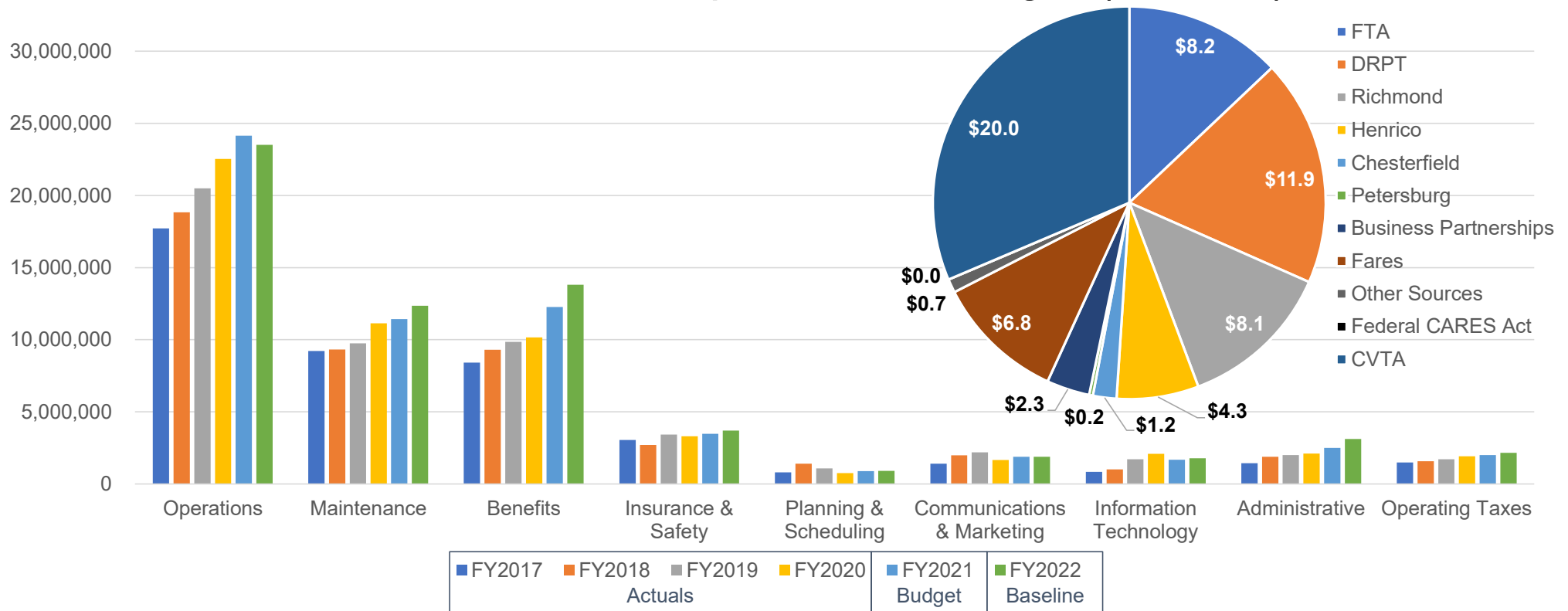
FY2022 Baseline Projections -
\$63.7 M



RVA Public Mass Transit

GRTC Expenses to Revenues

FY2022 Baseline Operational Budget (\$63.2M)

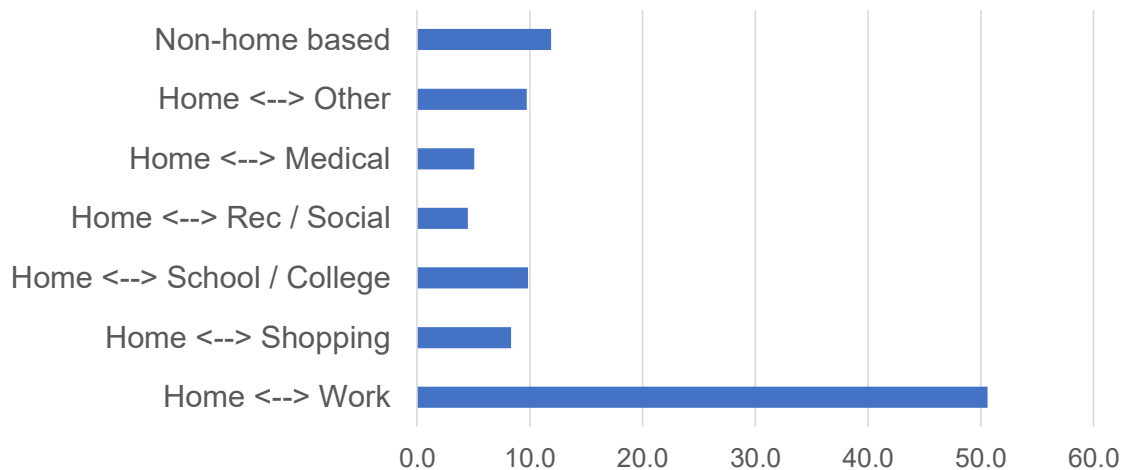


Defining GRTC's Target "Market"

Market Size and Use – Total Ridership

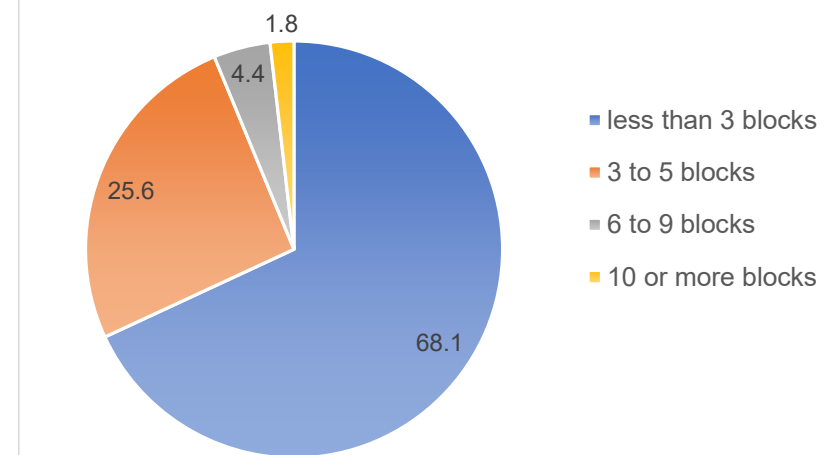
GRTC Originally Projected to Serve 10,000,000 Trips in FY21

GRTC system all trips



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

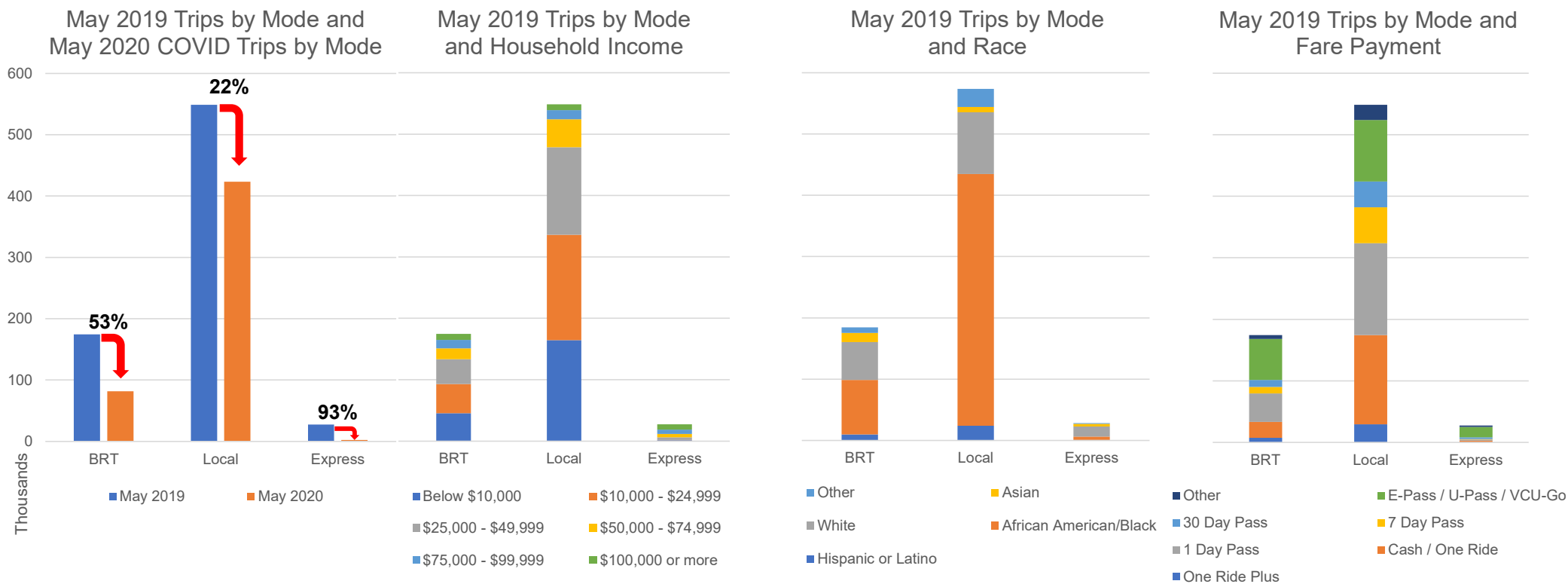
GRTC system all trips



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"

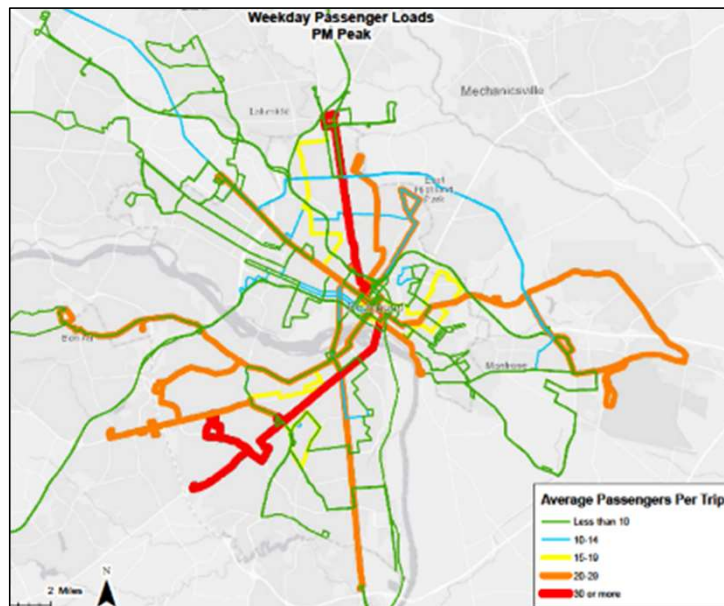
Ridership by Mode, Fare Payment, Race, Income



Defining GRTC's Target "Market"

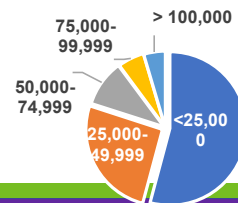
Ridership by Route and Location

COVID Essential Transit Trips

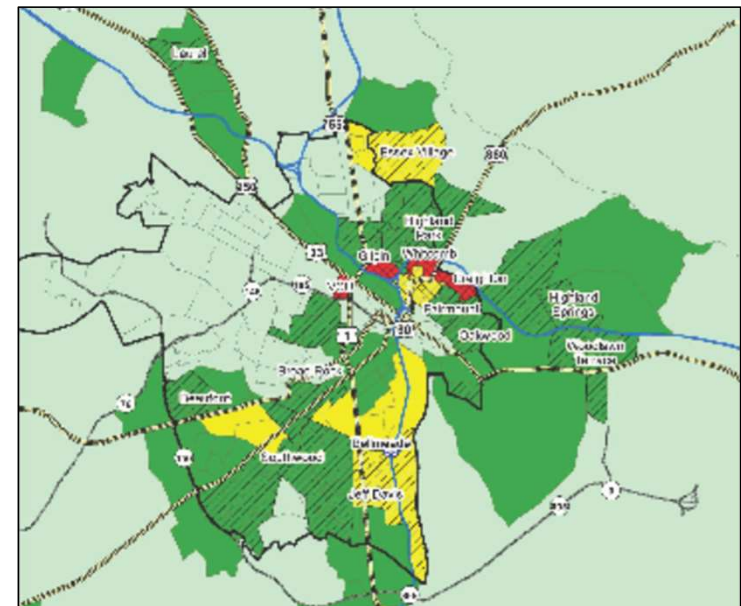


54 % of the People served by GRTC have an annual household income below \$25,000.

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

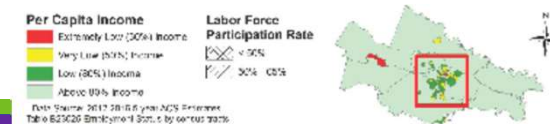
Average labor force participation = 65%

Hatch is 50% to 65%

Double Hatch is <50%

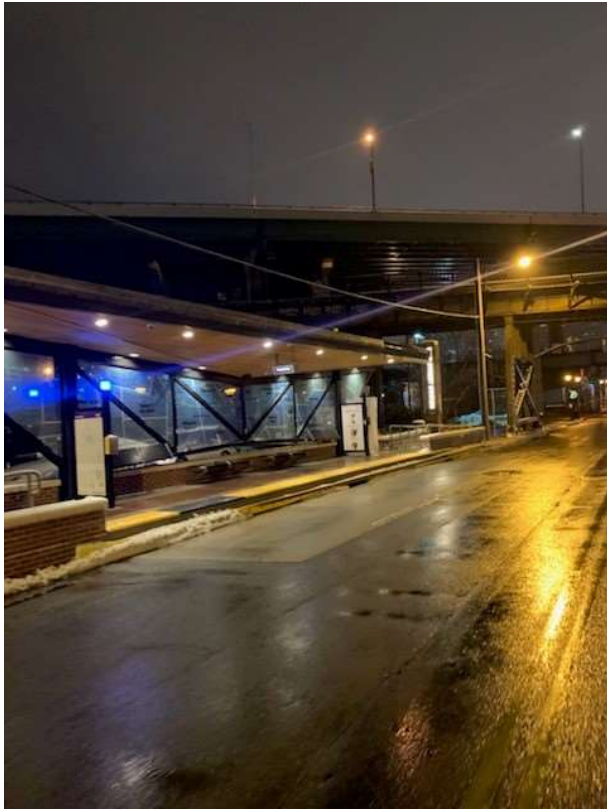
Richmond Regional Comprehensive Economic Development Strategy FY18

Labor Force Participation in RRPC's Most Distressed Neighborhoods



The Equity of Transit

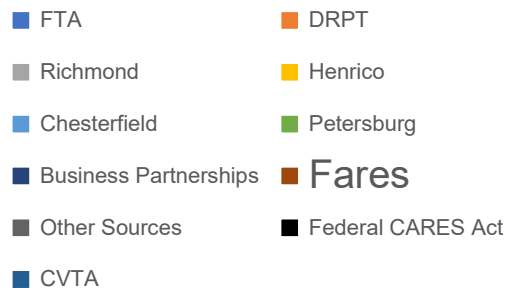
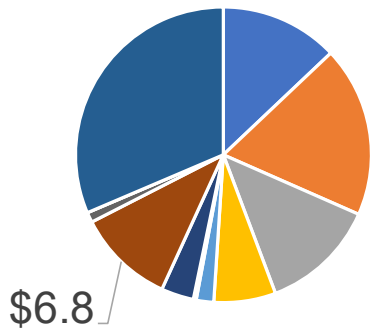
Winter Weather: BRT versus Hourly Service



The Equity of Transit

Fare Collection: GRTC collects \$ 5.3 M from Fares

FY22 Draft Baseline Budget



Fare Expenses FY 19 and FY22		
	Actuals of \$1.6M	Estimated at \$1.7M
	FY2019	FY2022
Fare Enforcement Contract	\$394,959	\$400,000
Hardware, Software, Warranties	\$344,862	\$361,782
Fare Media	\$336,876	\$340,000
RPS Pass Program	\$27,629	\$12,000
Money Room Security	\$19,399	\$17,200
Armored Truck	\$7,153	\$9,013
TVM Cash Servicing	\$6,395	\$6,467
Fare Technology Staffing	\$245,083	\$300,280
Money Room Staffing	\$252,443	\$269,604

Fixed Route Fares Collected FY19, \$7.4M (includes VCU)		
		in \$ M
By Jurisdiction		
	Richmond	\$5.9
	Henrico	\$1.2
	Chesterfield	\$0.1
By Mode		
	Local	\$5.2
	Express	\$0.5
	BRT	\$1.6
By Mode and Jurisdiction		
	Richmond Local	\$4.4
	Henrico Local	\$0.8
	Chesterfield Local	
	Richmond Express	\$0.1
	Henrico Express	\$0.3
	Chesterfield Express	\$0.1
	Richmond BRT	\$1.4
	Henrico BRT	\$0.2
	Chesterfield BRT	

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

Our Commitment

Guiding Principles to Focus on GRTC's Core Market

- 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

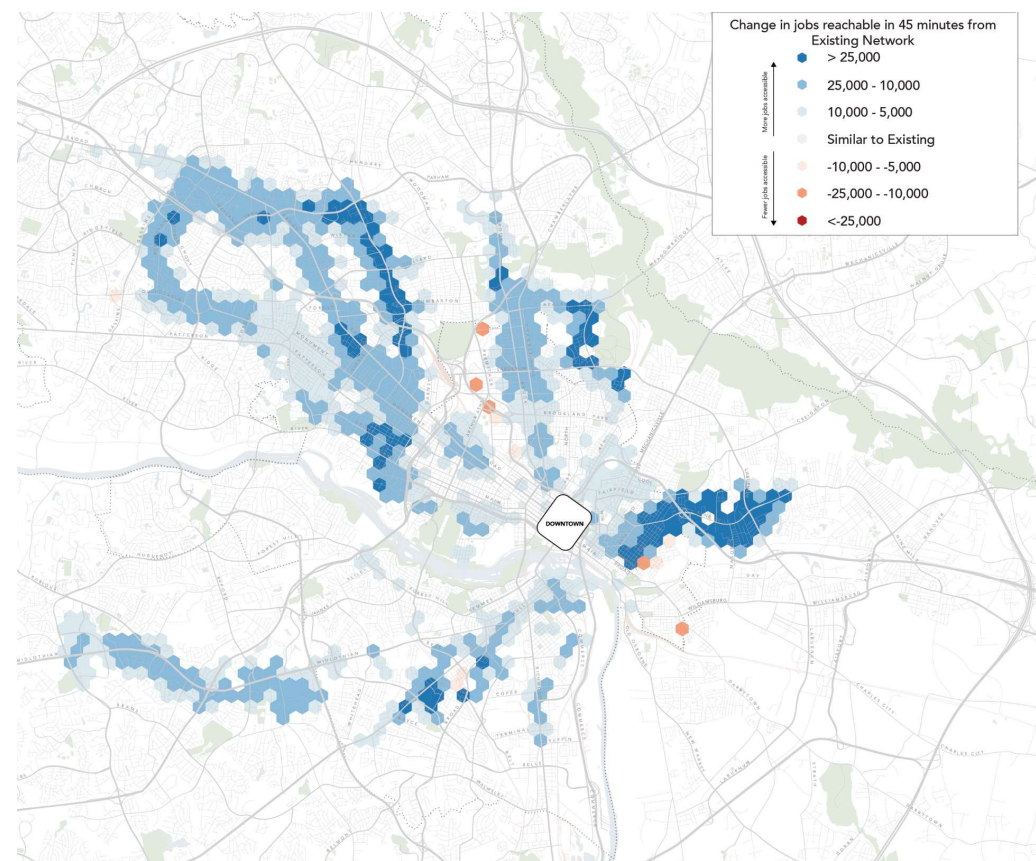
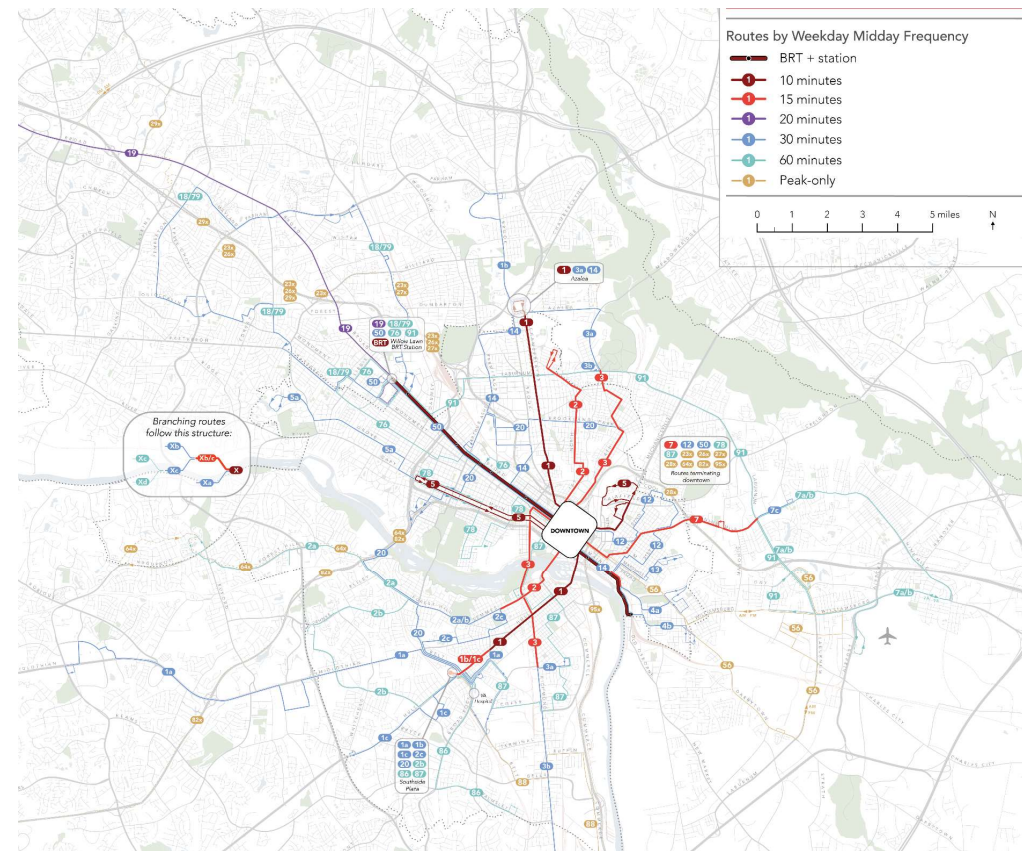
GRTC Next Steps

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)

System OTP **66%**

BRT: The routes in this category travel along a major corridor/ thoroughfare and operate at high frequencies and capacities. Terminus stops are major activity centers and route intersections.

Category	Jurisdiction	Route Name	Route	Ridership	Rev Hours	Rev Miles	Productivity				OTP
							Pass/Hrs	Pass/Mi	Total\$/Pass	Pass/Trip	
BRT	Richmond/Henrico	PULSE	Pulse	329,997	13,060	124,563	25.27	2.65	\$ 3.07	18.35	77%
											88% Pass
											80% Watch
											65% Fail

Arterial: The routes in this category travel more than 50% of their route on major corridor/ thoroughfare. Terminus stops are major activity centers.

Category	Jurisdiction	Route Name	Route	Ridership	Rev Hours	Rev Miles	Productivity				OTP
							Pass/Hrs	Pass/Mi	Total\$/Pass	Pass/Trip	
Arterial	Richmond	CHAMBERLAYNE/HULL/SOUTHSIDE PLAZA	1	6,646	194	1,978	34.22	3.36	\$ 2.42	31.20	58%
Arterial	Richmond	CHAMBERLAYNE/HULL/MIDLOTHIAN	1A	174,112	7,394	76,098	23.55	2.29	\$ 3.55	30.18	62%
Arterial	Richmond	CHAMBERLAYNE/HULL/WARWICK	1B	52,753	2,580	27,002	20.45	1.95	\$ 4.16	23.85	62%
Arterial	Richmond	CHAMBERLAYNE/HULL/ELKHARDT	1C	93,408	4,088	42,738	22.85	2.19	\$ 3.72	26.22	59%
Arterial	Richmond	NORTH AVE/FOREST HILL	2A	65,932	3,979	50,319	16.57	1.31	\$ 6.20	18.25	63%
Arterial	Richmond	NORTH AVE/JAHNKE/MIDLOTHIAN	2B	68,914	5,369	48,687	12.84	1.42	\$ 5.74	19.80	59%
Arterial	Richmond	NORTH AVE/MIDLOTHIAN/BELT BLVD	2C	78,991	6,315	67,679	12.51	1.17	\$ 6.97	13.41	62%
Arterial	Richmond	HIGHLAND/JEFF DAVIS/HARWOOD	3A	59,710	3,157	33,110	18.92	1.80	\$ 4.51	13.70	71%
Arterial	Richmond	HIGHLAND/ JEFF DAVIS	3B	91,672	4,290	47,776	21.37	1.92	\$ 4.24	20.72	69%
Arterial	Richmond	HIGHLAND/ JEFF DAVIS	3C	47,292	3,260	37,920	14.51	1.25	\$ 6.52	17.57	57%
Arterial	Richmond	CARY/MAIN/WHITCOMB	5	140,951	8,258	70,015	17.07	2.01	\$ 4.04	12.36	72%
Arterial	Richmond	HERMITAGE/EAST MAIN	14	66,255	6,656	60,337	9.95	1.10	\$ 7.40	9.36	64%
Arterial	Richmond	BROAD STREET	50	17,226	2,914	22,520	5.91	0.76	\$ 10.63	2.69	72%
Arterial	Henrico	NINE MILE HENRICO	7A	53,129	3,063	33,978	17.35	1.56	\$ 5.20	16.73	67%
Arterial	Henrico	NINE MILE HENRICO	7B	48,951	2,942	34,606	16.64	1.41	\$ 5.75	16.02	63%
Arterial	Henrico	WEST BROAD STREET	19	66,172	5,418	69,826	12.21	0.95	\$ 8.58	10.70	55%
Pass(Less than 40% Below)							17.31	1.65	\$ 5.60	17.67	78% Pass
Watch							10.38	0.99	\$ 7.84	10.60	70% Watch
Fail							8.65	0.83	\$ 8.40	8.84	55% Fail

GRTC Next Steps

FY2022 Shelter Program

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

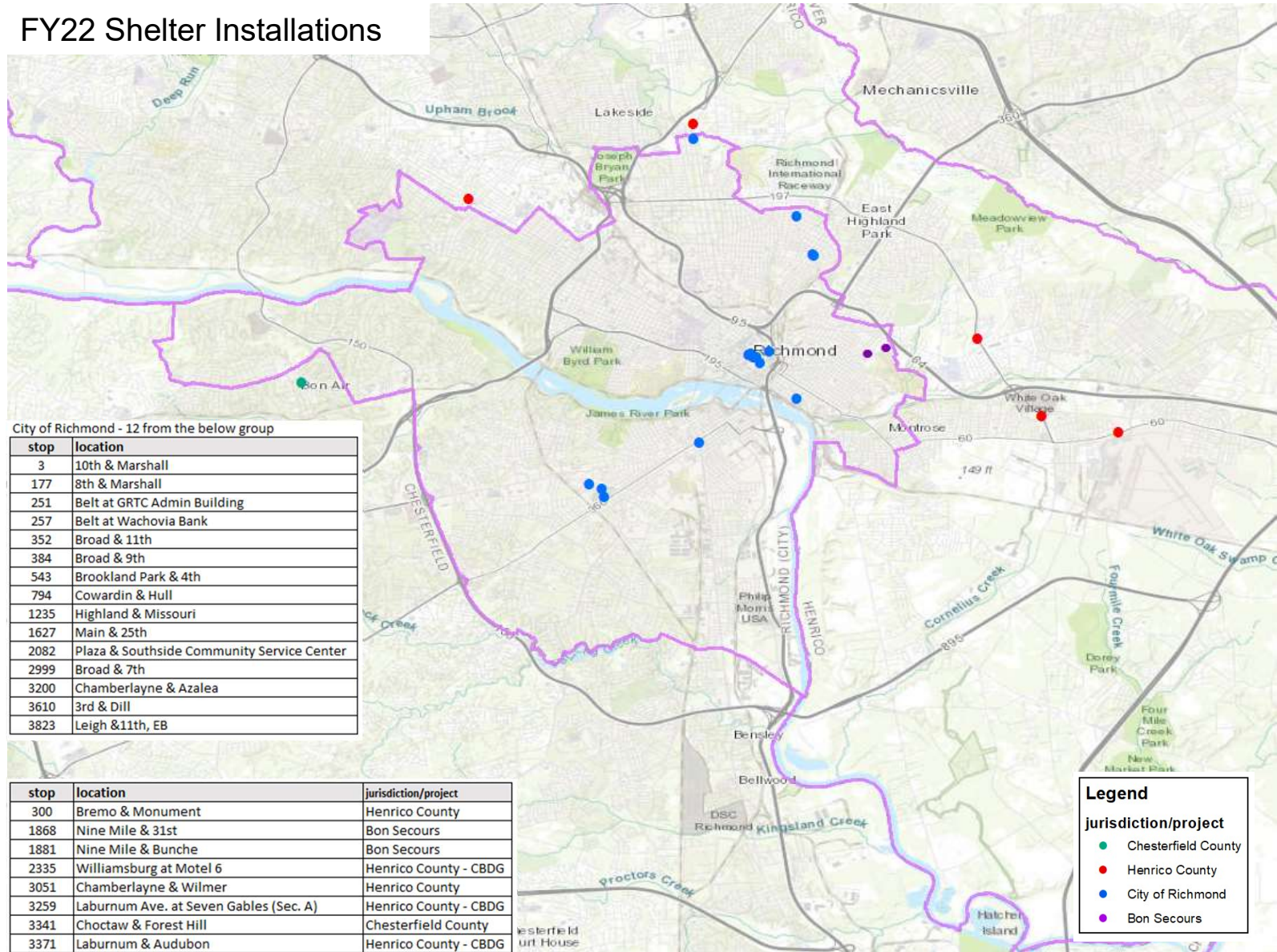


GRTC Next Steps

FY2022 Shelter Program

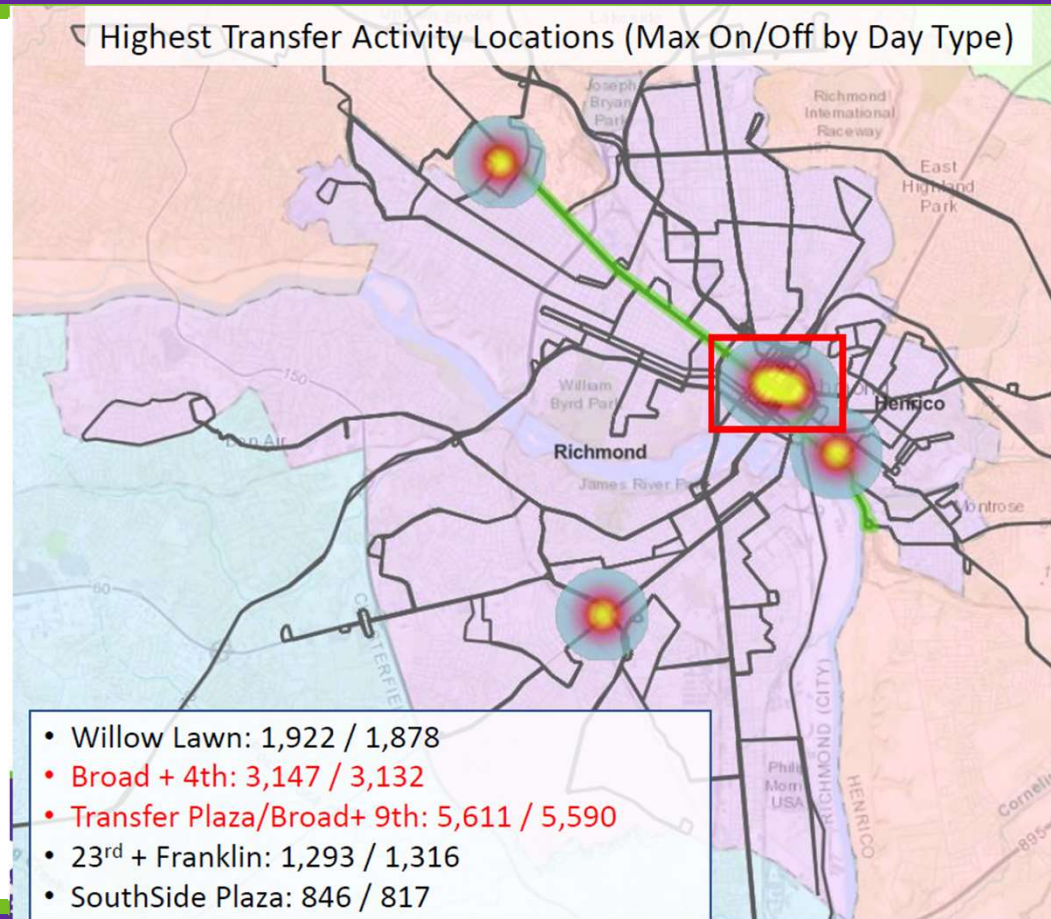


FY22 Shelter Installations



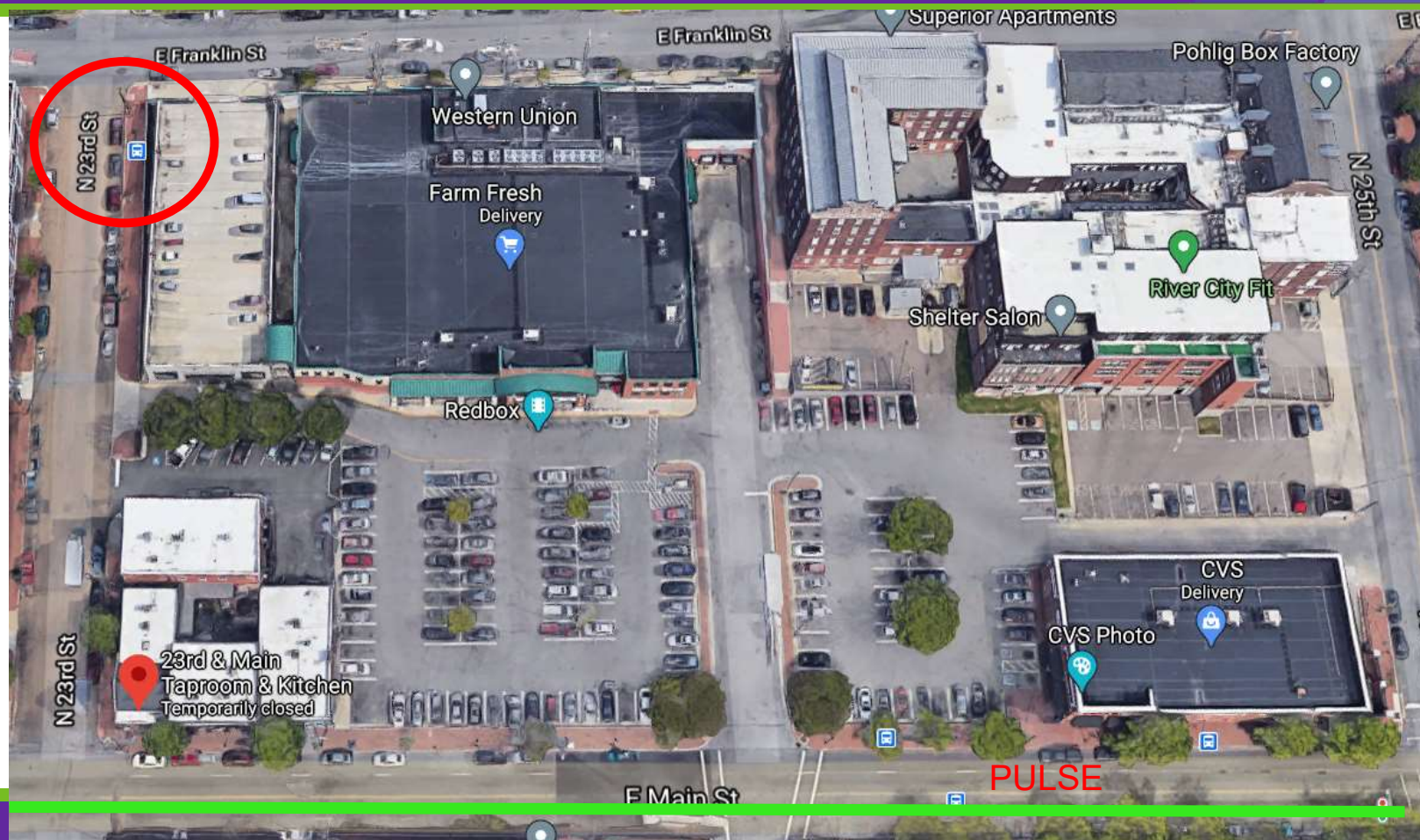
GRTC Next Steps

Neighborhood Transfer Centers



GRTC Next Steps

Neighborhood Transfer Center – 23rd and Franklin



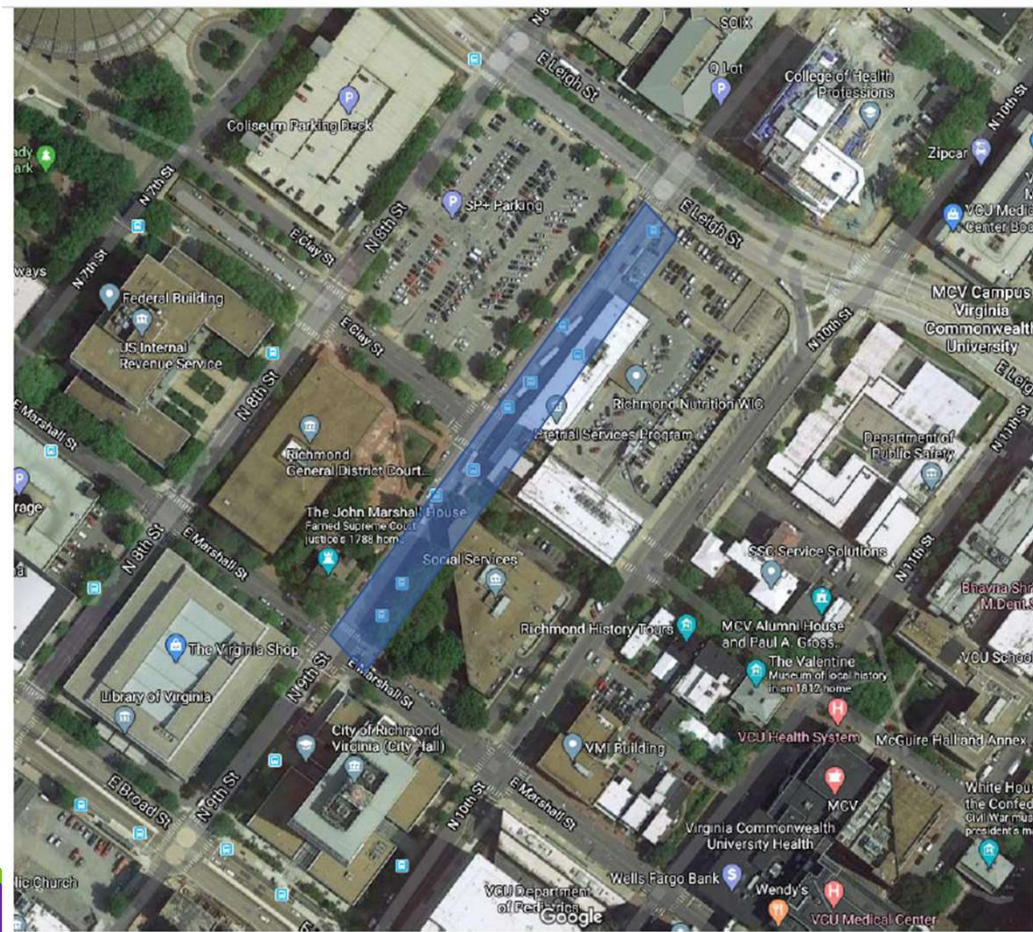
GRTC Next Steps

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

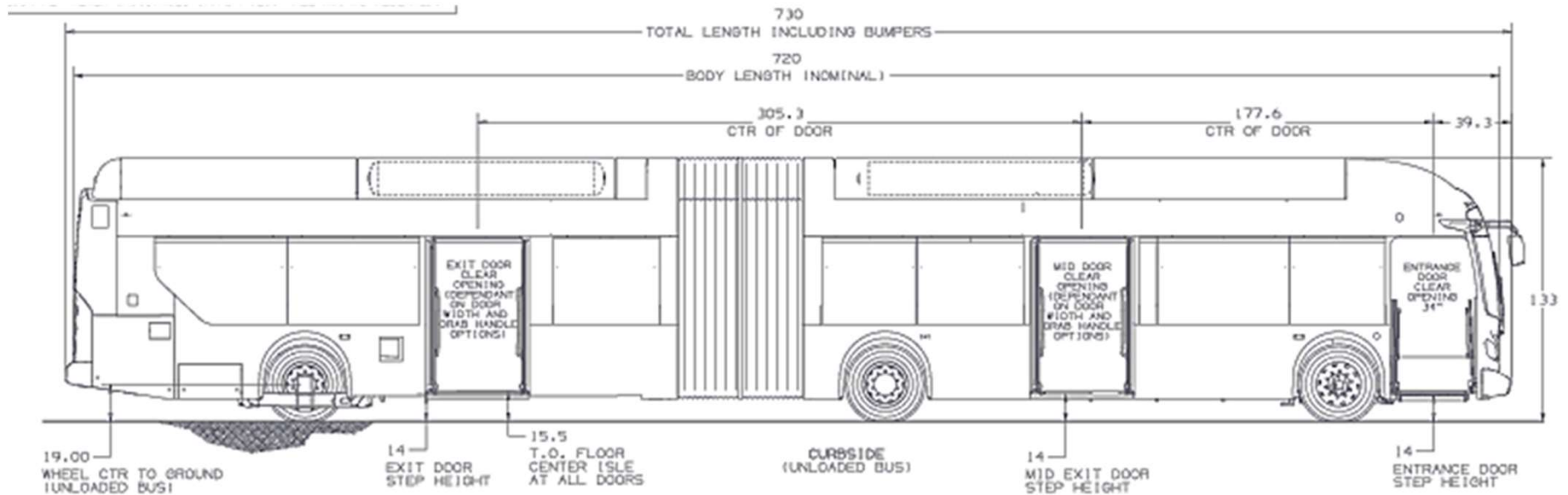
- Private development above the public transportation facility
- Include mixed-income housing – both market rate and affordable.
- Also on the table are retail and office space and perhaps even a hotel.



GRTC Next Steps

Articulated Vehicles

60 Foot Articulated Vehicle





Connecting Opportunities

Breaking Down Barriers

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