Equity in Transit: Planning for Infrastructure and Service Enhancements
GRTC Network

GRTC Connects People Through:

- Local Bus
- The Pulse BRT
- Commuter/Express Bus
- Paratransit Van
- Vanpool
- Carpools/Rideshares
- Multi-Modal Connections
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.

GRTC Originally Projected to Serve 10,000,000 Trips in FY21
GRTC Ridership Snapshot
Transit Use by Mode: Pre vs Early COVID

Paratransit
- 56%

BRT
- 53%

Local
- 22%

Express
- 93%

Trips

May-19 vs May-20
GRTC Ridership Snapshot
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%
Transit and Social and Economic Mobility

Ways Transit can Contribute to Quality of Life:
• Safe, Accessible and Comfortable
• Affordable
• Well-Connected to Destinations
• Frequent with Service All Day, Every Day
• Easy and Reliable
• Multi-Modal
Transit Should Be: Safe, Accessible and Comfortable

Addressing Inequities

Essential Infrastructure Program
Essential Infrastructure Program
- Shelters and Benches – essential infrastructure
- Goal – 50% of bus stops have essential infrastructure
- Developing 5-year shelter plan
- Board Presentation for Approval – June 2022
Transit Should Be: Safe, Accessible and Comfortable

Addressing Inequities
Temporary Downtown Transfer Center

- IFB for Construction and CM/CEI Out for Bid
- Scheduled for May Board
- Projected 6 Month Construction
Transit Should Be: Safe, Accessible and Comfortable

Addressing Inequities

Permanent Transfer Center

Raleigh NC - The RUB 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.

Mixed-use with vanpool parking

Kiss & Ride??

Scooters? uber/Lyft?

Bike Share?
Transit Should Be: Safe, Accessible and Comfortable

Addressing Inequities

Neighborhood Transfer Center:
23\textsuperscript{rd} and Franklin

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
- 23\textsuperscript{rd} + Franklin: 1,293 / 1,316
- SouthSide Plaza: 846 / 817
Transit Should Be: Safe, Accessible and Comfortable

Addressing Inequities

Fleet Plan

Considerations:
• Mixed Vehicle Size
• Expansion Need

Alternative Fuel Study

Considerations:
• Electric
• Hydrogen Fuel Cell

Facilities Master Plan

Considerations:
• Maintenance
• Admin Offices
• Customer Service
• Bus Parking
• Neighborhood Transfer Center
Transit Should Be: Safe, Accessible and Comfortable
Addressing Inequities

West End Park and Ride

• GRTC Current Study to Identify Opportunities for Western Pulse Park and Ride Location
• Study Area: Near Willow Lawn
• L on the Map
Transit Should Be: Affordable
Addressing Inequities

The Case For GRTC Zero Fare

• Regressive fees on lowest income residents that maintain existing barriers to access and prosperity

• Immediate capture of investment dollars in local GDP from low-income rider spending in local marketplace in place of farebox

• Social signal to younger workforce to move to or stay in RVA: Stronger work force = Stronger local and regional economy

• Business signal to move to and invest in RVA: Stronger job market = More Jobs = Stronger local and regional economy
The Case For GRTC Zero Fare

- Demonstrated increase in ridership by double digit percentages
- Higher ridership leverages higher state and federal funding opportunities
- More efficient bus operations: Reduced headways without increased cost
- More efficient administrative costs: Elimination of costs supporting fare collections
## Fixed Route Fares Collected FY19, $7.4M (includes VCU)

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Amount in $ M</th>
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<tbody>
<tr>
<td>Richmond</td>
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<tr>
<td>Henrico</td>
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</tr>
<tr>
<td>Chesterfield</td>
<td>$0.1</td>
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</table>

<table>
<thead>
<tr>
<th>Mode</th>
<th>Amount in $ M</th>
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</thead>
<tbody>
<tr>
<td>Local</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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## Fixed Route Fares Collected FY19, $7.4M (includes VCU)

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<thead>
<tr>
<th>Mode and Jurisdiction</th>
<th>Amount in $ M</th>
</tr>
</thead>
<tbody>
<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>$0.0</td>
</tr>
<tr>
<td>Richmond Express</td>
<td>$0.1</td>
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<tr>
<td>Henrico Express</td>
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<td>Chesterfield Express</td>
<td>$0.1</td>
</tr>
<tr>
<td>Richmond BRT</td>
<td>$1.4</td>
</tr>
<tr>
<td>Henrico BRT</td>
<td>$0.2</td>
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[https://youtu.be/e7jVf8eJS-E](https://youtu.be/e7jVf8eJS-E)
Transit Should Be: Affordable
Addressing Inequities

• FY2023-FY2025 Partial State Funding (TRIP Program)
  • Need for Fare Support totaling $16.5M over three years ($5.5 M per year)
  • Received State Grant $8 M over three years (FY23 - $4.5M, FY24 - $2.5M, FY25 - $1M)
  • Local partners responsible for $8.5M over three years (FY23 - $1.0M, FY24 - 3.0M, FY25 - $4.5M)

• FY2026 End of Pilot
  • GRTC and local partners identified sustainable source of $5.5M annually for ongoing zero fares, OR
  • GRTC returns fares and submits grants to fund implementation of Account Based Fare System and Fare Capping
Zero Fares Funding

- Federal Stimulus
  - Three Rounds of Federal Stimulus Dollars
  - Expected increase in Formula Funds under Federal

- DRPT and State Zero Fare Pilot
  - TRIP Program

- 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

Transit Should Be: Affordable
Addressing Inequities
Transit Should Be: Affordable
Addressing Inequities

Studying Zero Fares and Related Efforts

- Use of Federal Relief Dollars on Concurrent Studies on Fare System and Ridership
  - Study of alternative fare technologies for low-income subsidies and fare capping
  - Study of economic impacts from zero fare service including future costs of transit service
  - Study on social impact of zero fare service
  - Assessment of ridership and travel patterns under zero fare operations compared to Pre-Covid fare service

- Funding for Social Services and Security Coordination
  - Use of Dollars for to support training and staffing for added support by social workers and security
  - Develop partnerships to address underling regional issues of homelessness and mental health

- Existing Fare System Hardware (TVMs and Fareboxes)
  - Consider the sale or donation of TVMs and Fareboxes
  - Set aside funding for re-implementation of fares if recommended by pilot results
Transit Should Be: Well Connected to Destinations
Addressing Inequities

Regional Public Transportation Plan: Prioritized Expansion

- Extend Route 1c to Brook/Parham
- Extend Route 3 to Laburnum and Route 3a to Azalea
- Route 5 to 10 minutes, consolidate Route 77 into 5a
- New Route 7c for 15 minute frequency on Route 7 from Laburnum to downtown
- Fold Route 111 into Route 3b
  - Sunday service, and span improvements
- Route 86 extended to Chesterfield
- New Route 84 to Wilkinson Terrace
- Route 85 to Chesterfield Gov’t Center
- Extend Route 1a to Chesterfield Towne Center
- Routes 18/79 increased to 30 minute frequency, extended to create West End Loop
  - Weekend service and span improvements
- Route 29x to Innsbrook
- Route 19 increased to 20 minute frequency
Transit Should Be: Frequent
Addressing Inequities

Increased Frequencies and Connections
Transit Should Be: Easy and Reliable

Addressing Inequities

Communication Enhancements

• Clever Vision

• E-Signs
Articulated Vehicles

- Current funding for 6 Vehicles
- Have completed feasibility study for Pulse station modifications
- Exploring alternative fuel
Transit Should Be: Multimodal
Addressing Inequities

Step 1: Zone Identification
- Analyze origins, destinations, and density
- Identify areas with Micro-transit Suitability
- Gather input to inform adjustments to identified zones

Step 2: Zone Evaluation for Prioritization
- The prioritization considers:
  - Intersection density
  - Activity generators
  - Land use
  - Equity
  - Transit Hubs

Step 3: Service Design
- Categorize zones for service type/use case
- Refine zone boundaries
- Define operational characteristics

Guiding Questions:
- Where would micro-transit service work?
- Which of these are the strongest contenders for a Micro-transit program?
- What type of service will work best in these areas?
Transit Should Be: Multimodal

Addressing Inequities

• Overall, **30 zones** we identified for prioritization.
• At least one per jurisdiction.
## Transit Should Be: Multimodal

### Addressing Inequities

<table>
<thead>
<tr>
<th>Intended Benefits for Each Micro-transit Use Case</th>
<th>Underperforming Fixed-Route Replacement</th>
<th>First/Last Mile Connections</th>
<th>New Service Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved customer experience</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Increase ridership on or connection to higher capacity network</td>
<td>✓</td>
<td>✓</td>
<td>✓ (where relevant)</td>
</tr>
<tr>
<td>Increase productivity and/or cost savings</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Increased coverage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Enhanced safety</td>
<td>✓ (esp. late night)</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

- Primary intended benefit; ✓ – Secondary benefit (or potential benefit)
North/South BRT Study

- RFP – Summer 2022
- 12 Month Study – Phase 1 (Preferred Corridor)
Questions?