



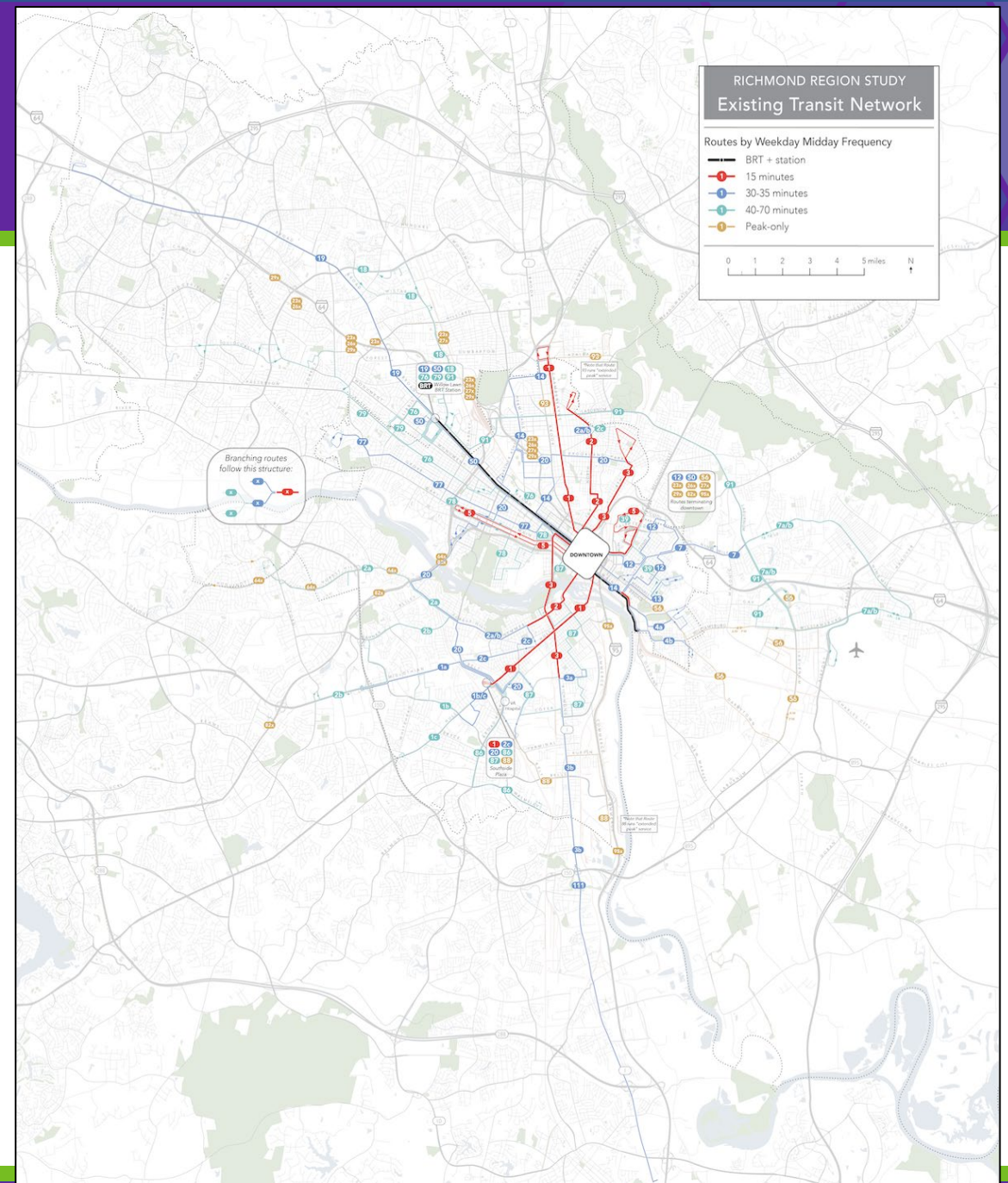
Equity in Transit: Planning for Infrastructure and Service Enhancements



GRTC Network

GRTC Connects People Through:

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

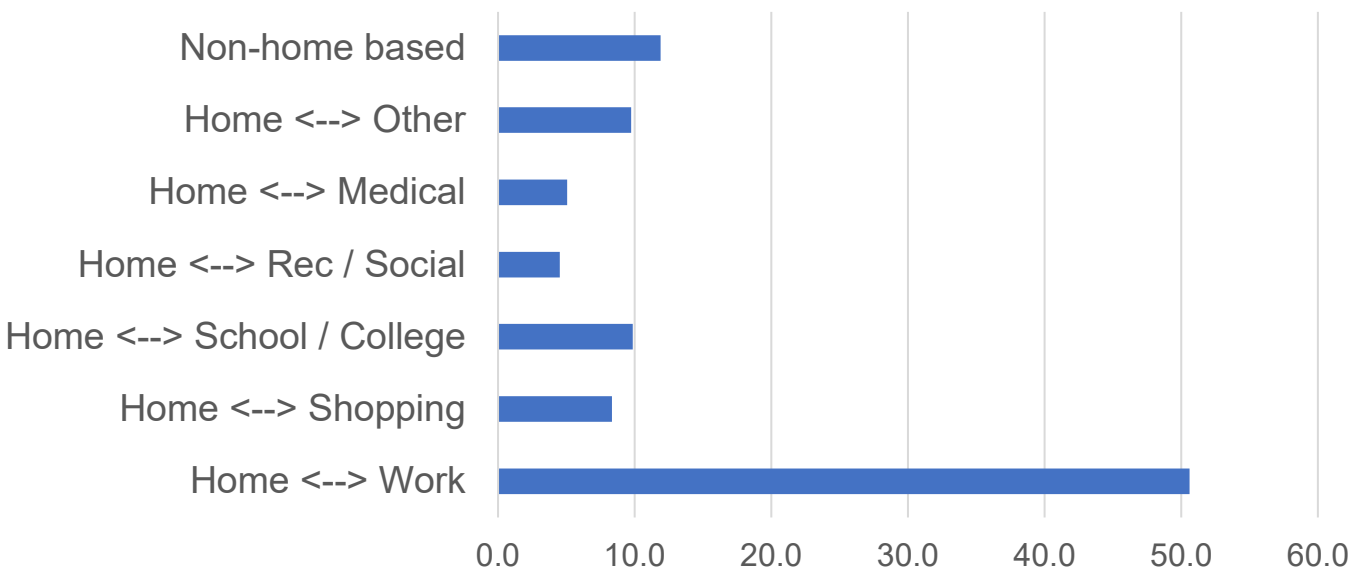


GRTC Connects People To:

Pre-COVID Transit Use

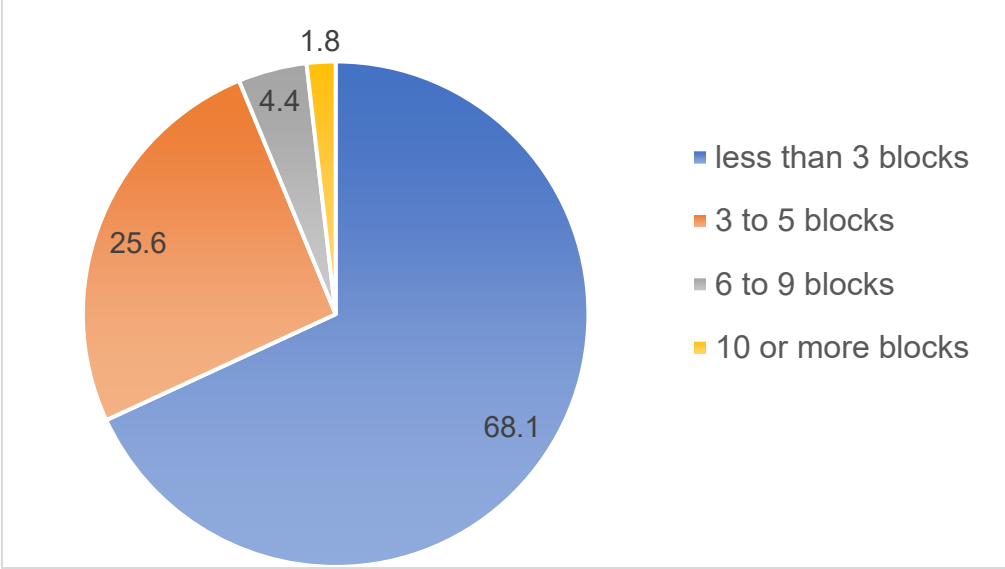
GRTC Originally Projected to Serve 10,000,000 Trips in FY21

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.

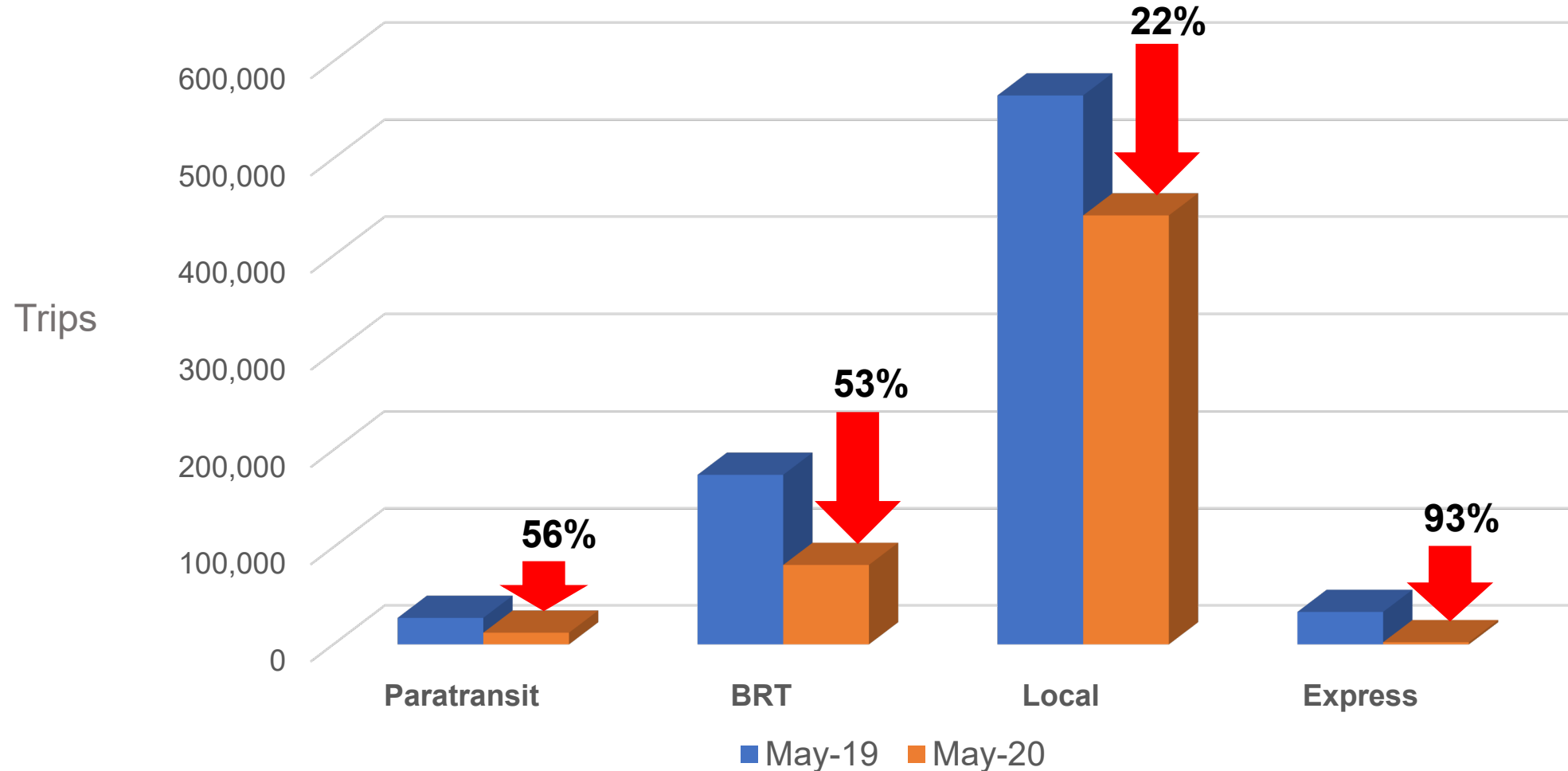
GRTC system all trips



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.

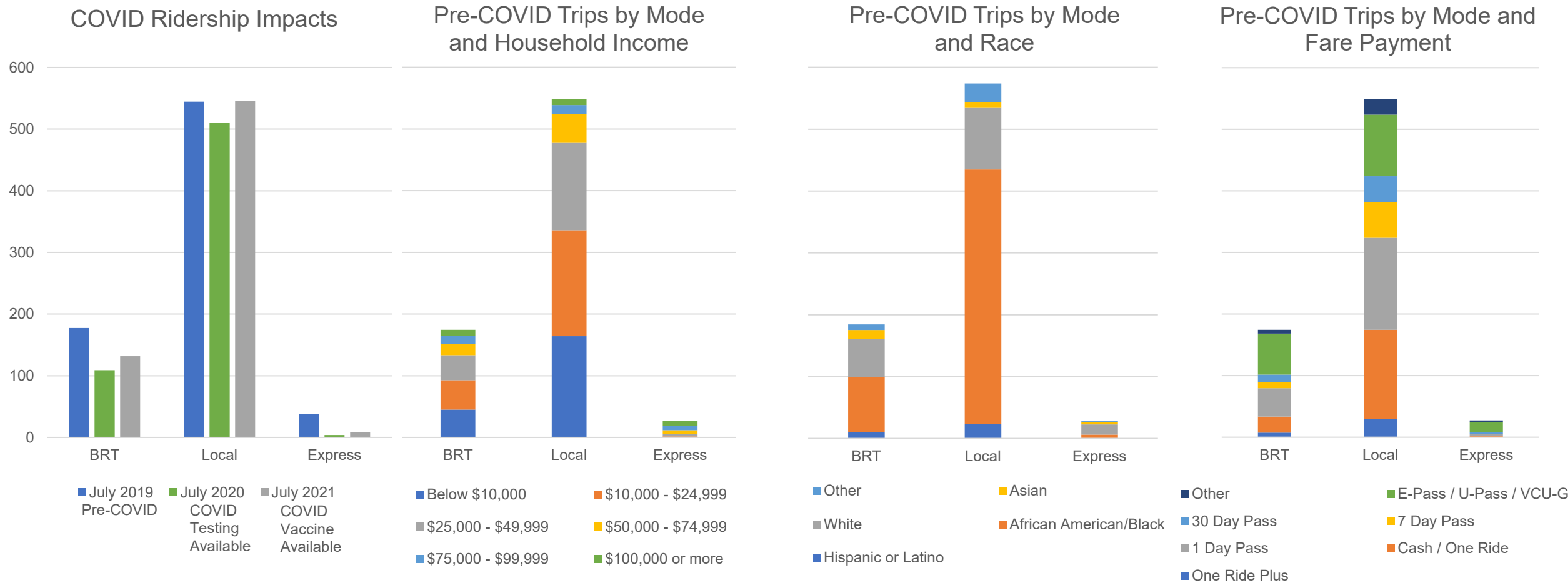
GRTC Ridership Snapshot

Transit Use by Mode: Pre vs Early COVID



GRTC Ridership Snapshot

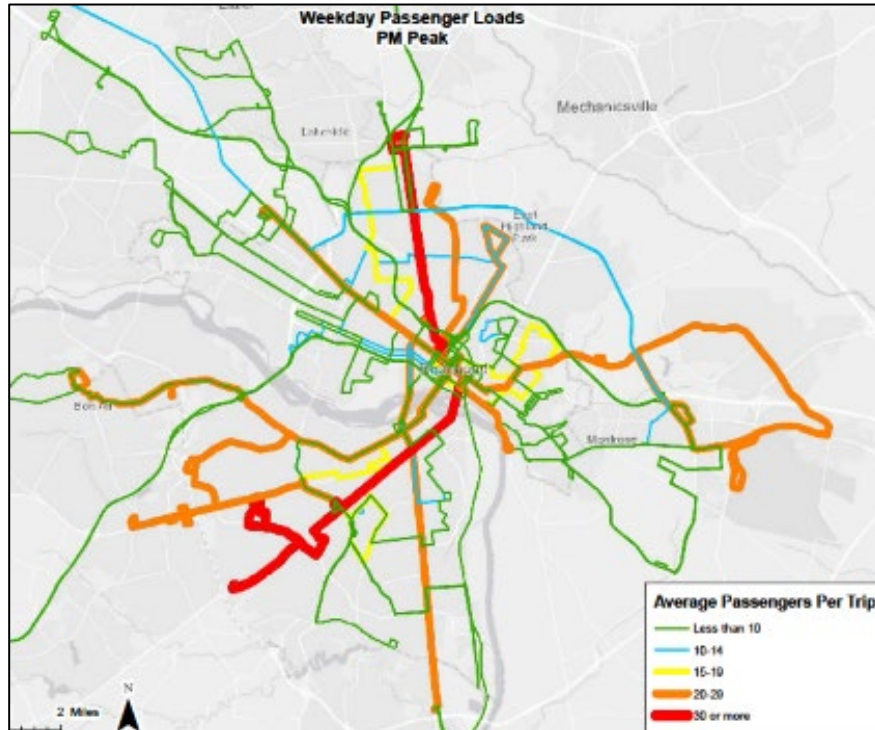
Transit Use by Mode and Rider Demographics



GRTC Ridership Snapshot

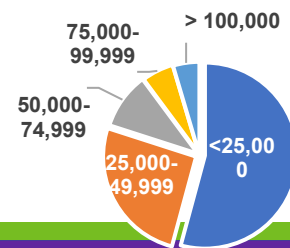
Ridership by Route and Location

COVID Essential Transit Trips

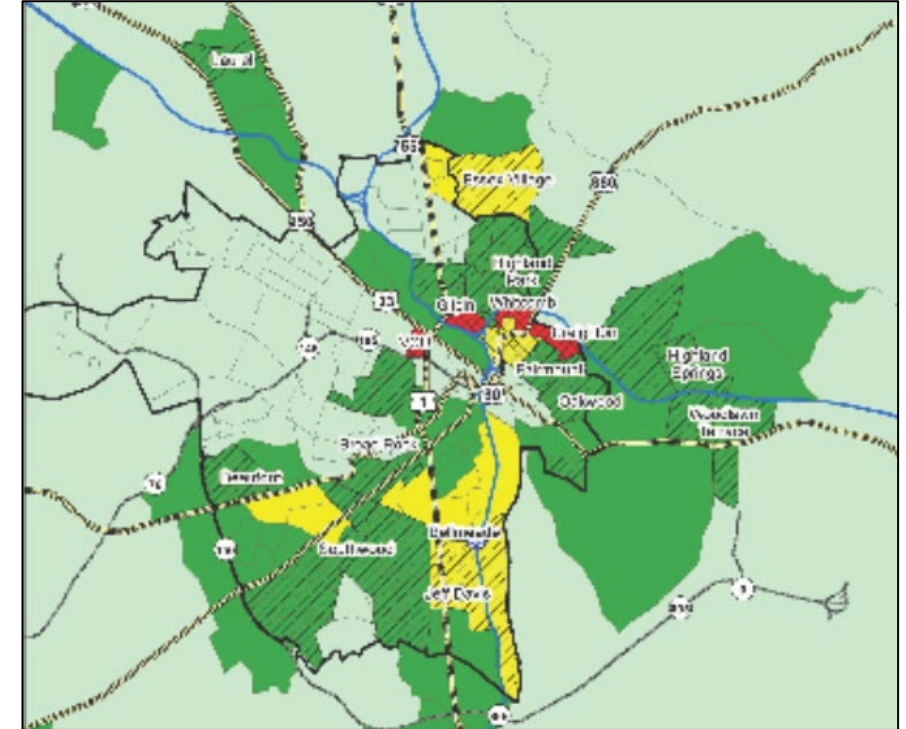


54 % of the People served by GRTC have an annual household income below \$25,000.

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

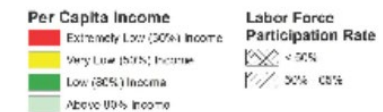
Average labor force participation = 65%

Hatch is 50% to 65%

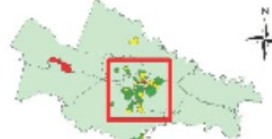
Double Hatch is <50%

Richmond Regional Comprehensive Economic Development Strategy FY18

Labor Force Participation in
RRPDC's Most Distressed Neighborhoods



Data Source: 2017-2018 ACS 5-year ACS Estimates
Table B23020 Employment Status by sex and race



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

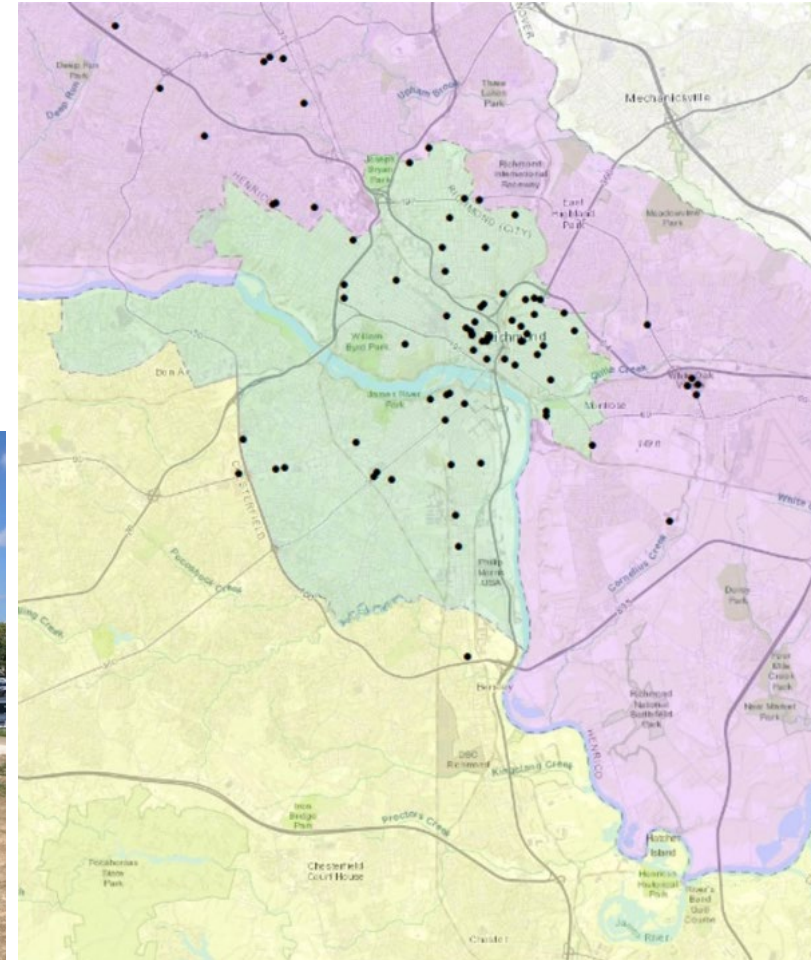


Transit Should Be: Safe, Accessible and Comfortable

Addressing Inequities

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



Transit Should Be: Safe, Accessible and Comfortable

Addressing Inequities

Permanent 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.

Mixed-use
with vanPool
parking

Kiss &
Ride??



Scooters?

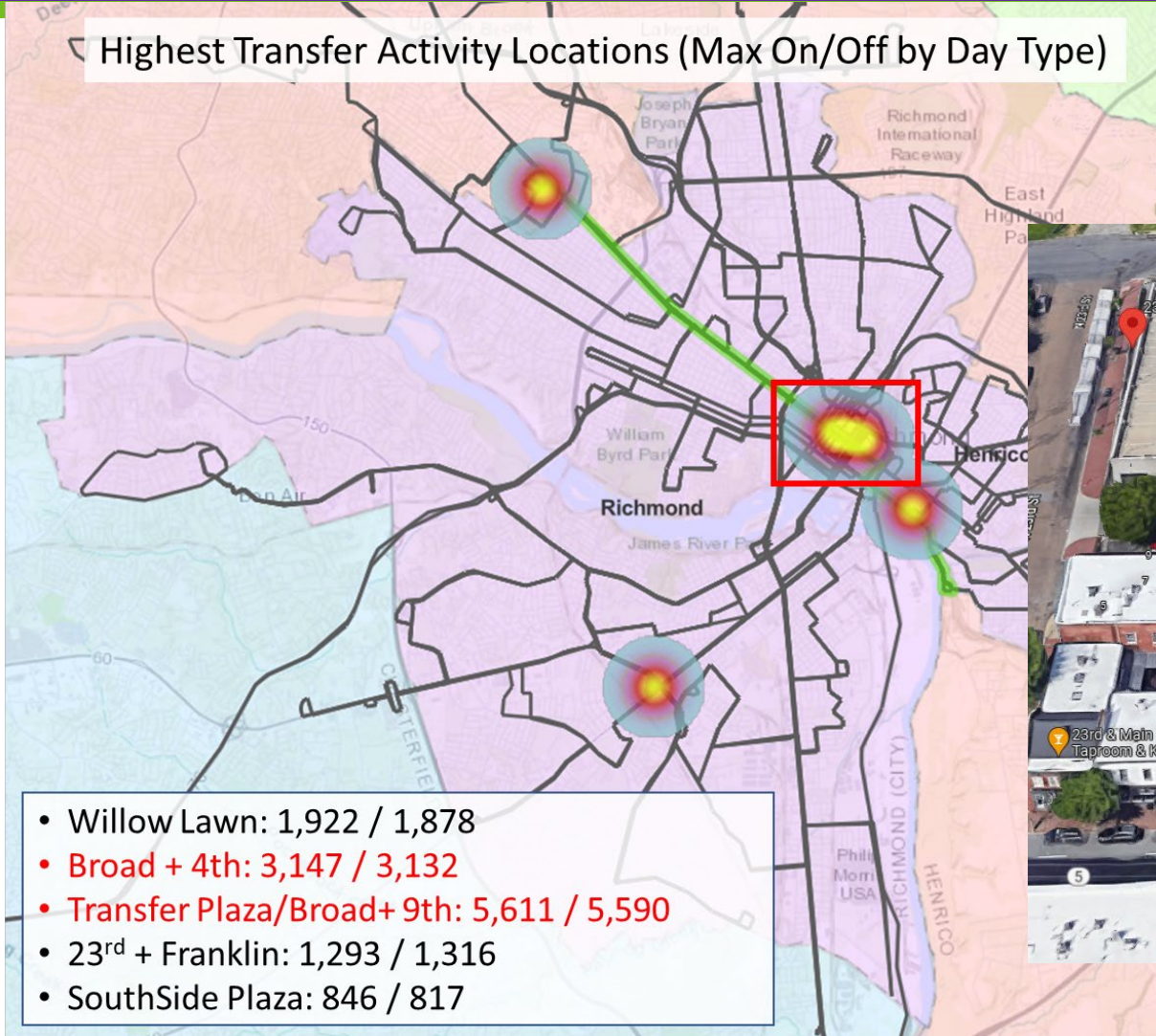
uber/Lyft?

Bike Share?

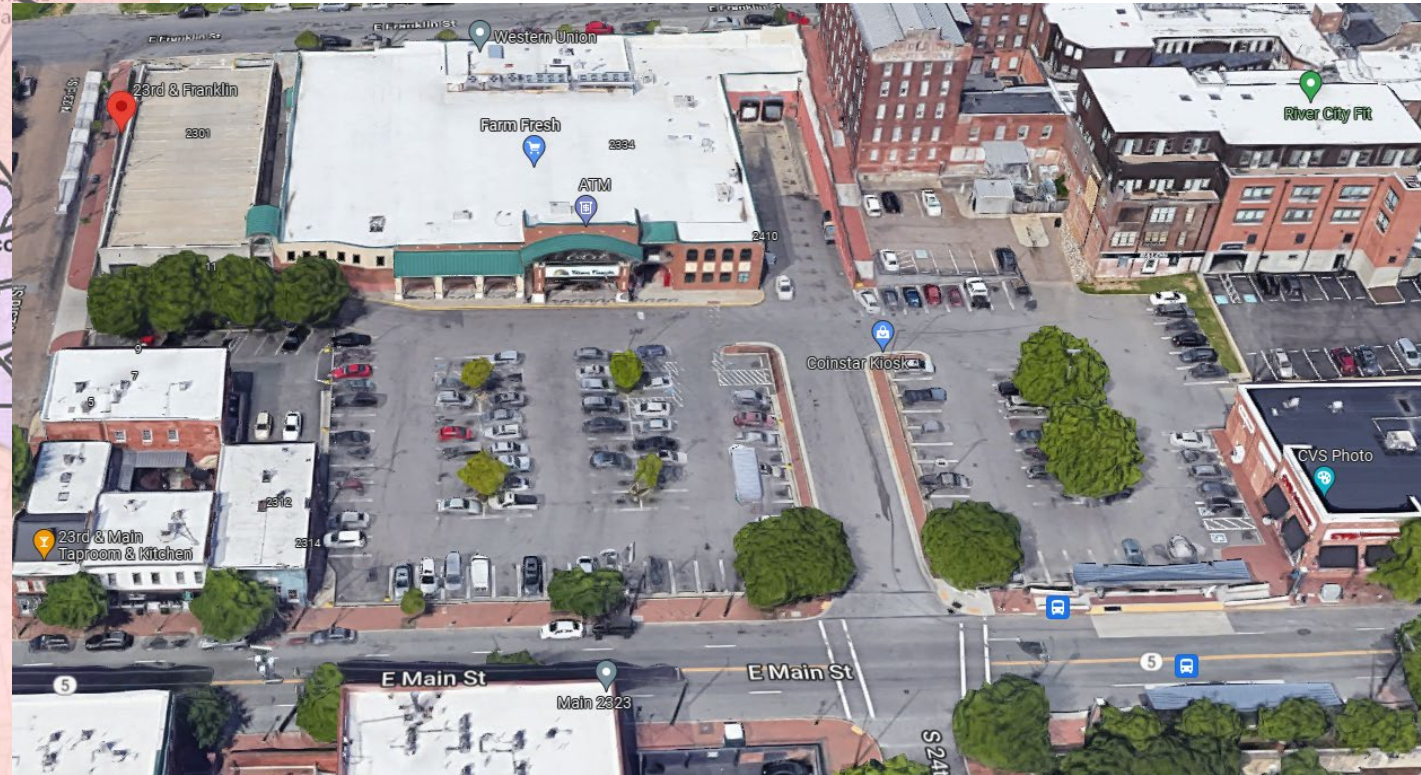
Transit Should Be: Safe, Accessible and Comfortable

Addressing Inequities

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



Neighborhood Transfer Center: 23rd and Franklin



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: 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

Transit Should Be: Affordable

Addressing Inequities

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

Transit Should Be: Affordable

Addressing Inequities

Numbers Supporting Zero Fares

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

Fixed Route Fares Collected FY19, \$7.4M (includes VCU)		
		in \$ M
By Mode and Jurisdiction		
	Richmond Local	\$4.4
	Henrico Local	\$0.8
	Chesterfield Local	\$0.0
	Richmond Express	\$0.1
	Henrico Express	\$0.3
	Chesterfield Express	\$0.1
	Richmond BRT	\$1.4
	Henrico BRT	\$0.2
	Chesterfield BRT	\$0.0

<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

Transit Should Be: Affordable

Addressing Inequities

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

Studying Zero Fares and Related Efforts

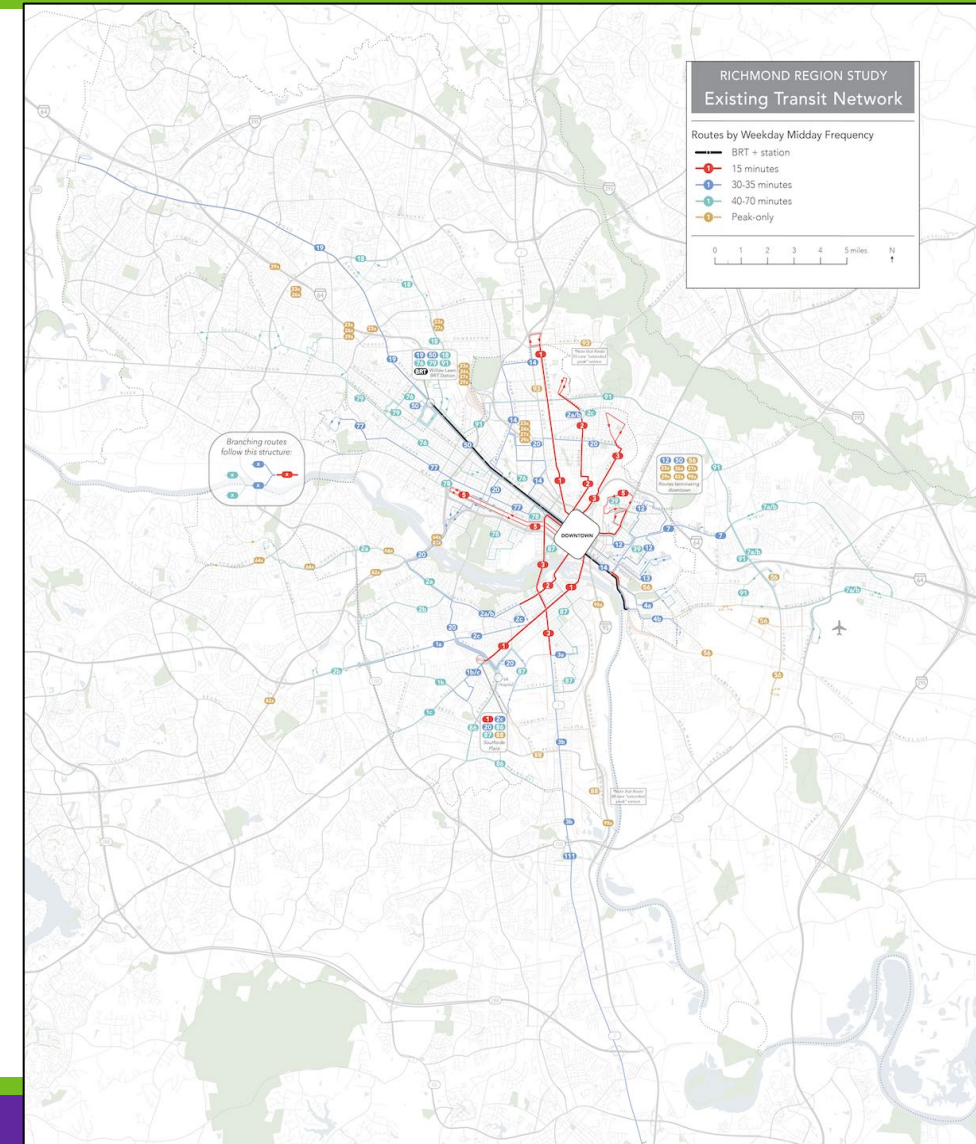
- Use of Federal Relief Dollars on Concurrent Studies on Fare System and Ridership
 - Study of alternative fare technologies for low-income subsidies and fare capping
 - Study of economic impacts from zero fare service including future costs of transit service
 - Study on social impact of zero fare service
 - 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 underlying 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

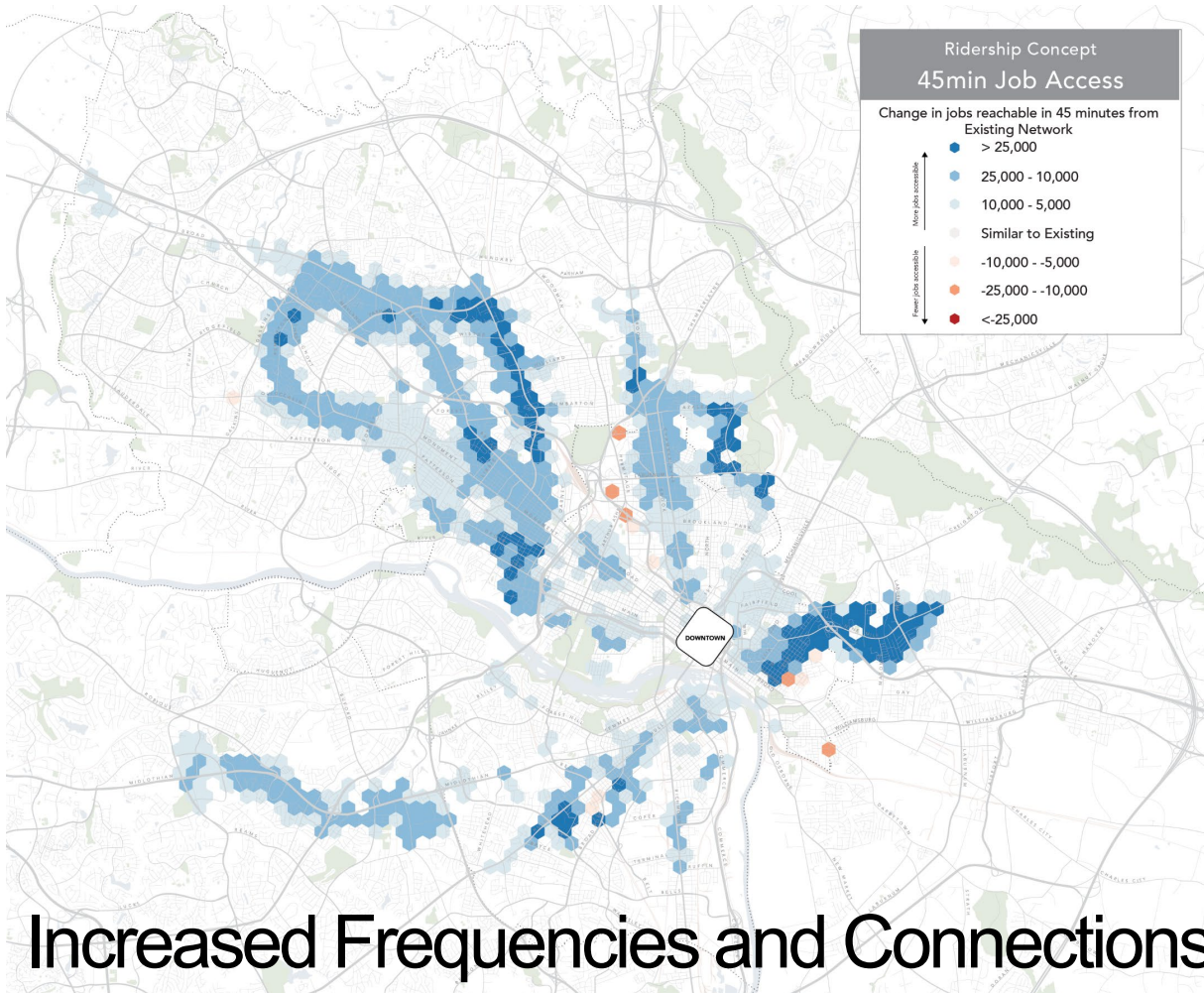
- Extend Route 1c to Brook/Parham
- Extend Route 3 to Laburnum and Route 3a to Azalea
- Route 5 to 10 minutes, consolidate Route 77 into 5a
- New Route 7c for 15 minute frequency on Route 7 from Laburnum to downtown
- Fold Route 111 into Route 3b
 - Sunday service, and span improvements
- Route 86 extended 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

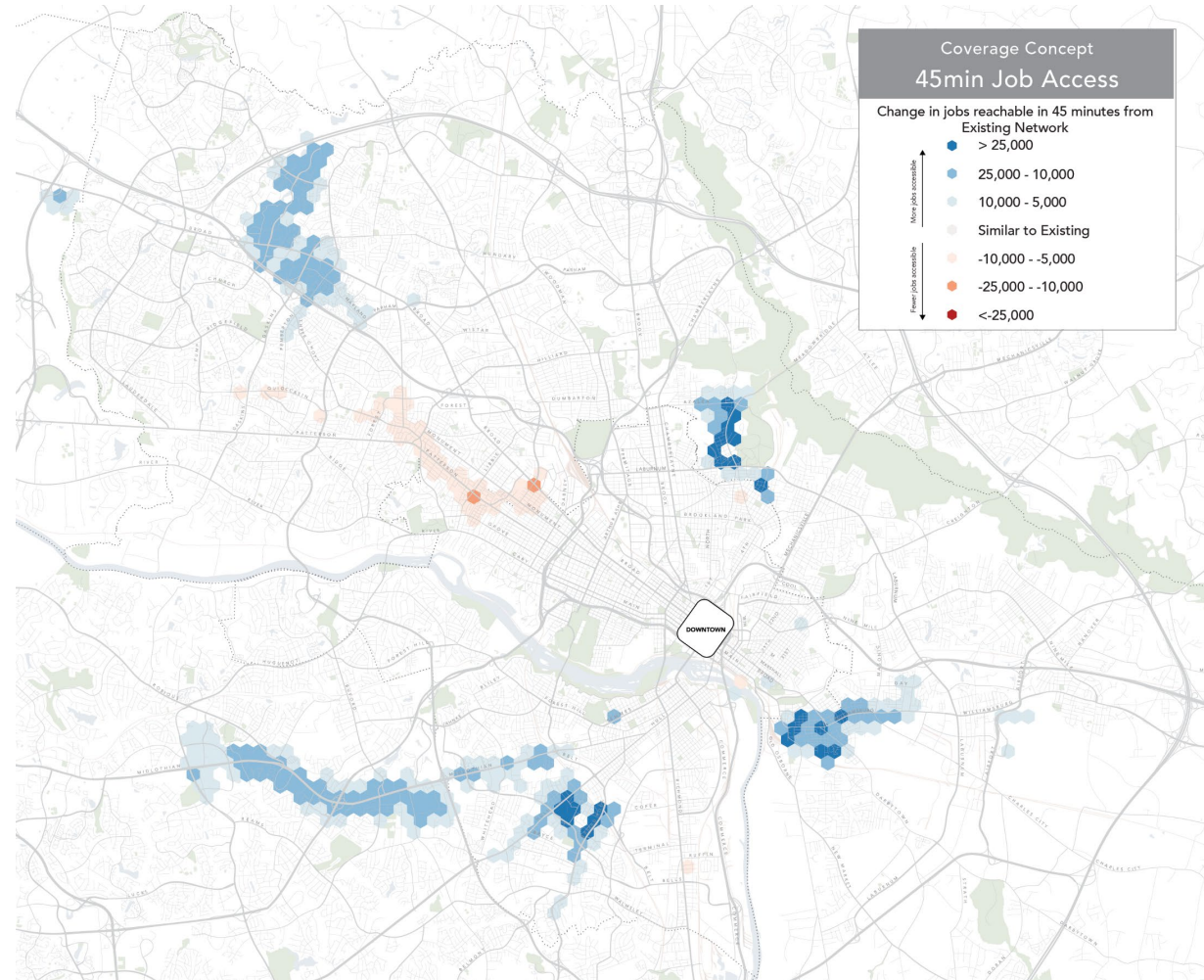
Addressing Inequities

Bus



and

Multi-modal



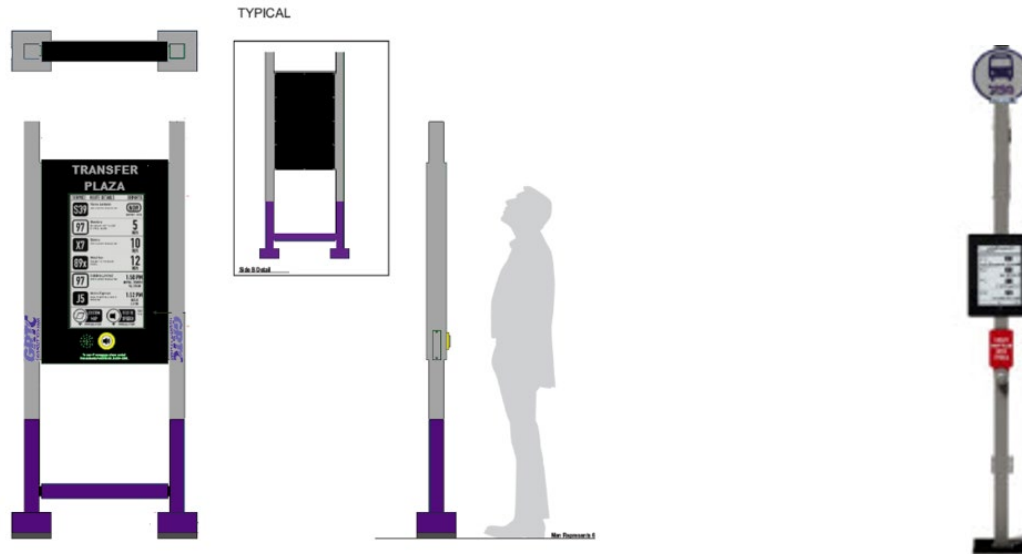
Increased Frequencies and Connections

Transit Should Be: Easy and Reliable

Addressing Inequities

Communication Enhancements

- Clever Vision
- E-Signs



Transit Should Be: Easy and Reliable

Addressing Inequities

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?

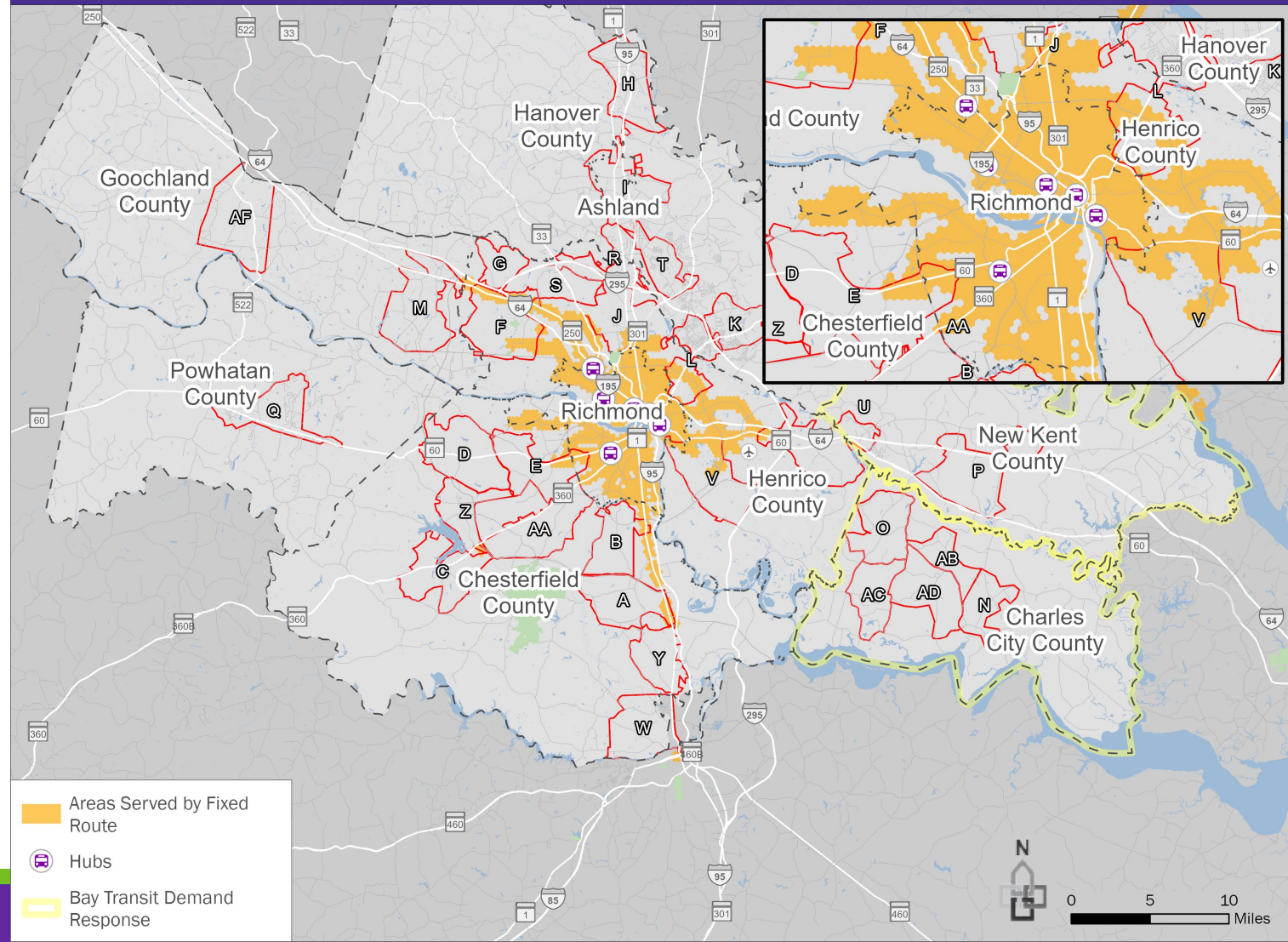


Transit Should Be: Multimodal

Addressing Inequities

- Overall, **30 zones** we identified for prioritization.
- At least one per jurisdiction.

Richmond Region Micro-Transit Study



Transit Should Be: Multimodal

Addressing Inequities

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

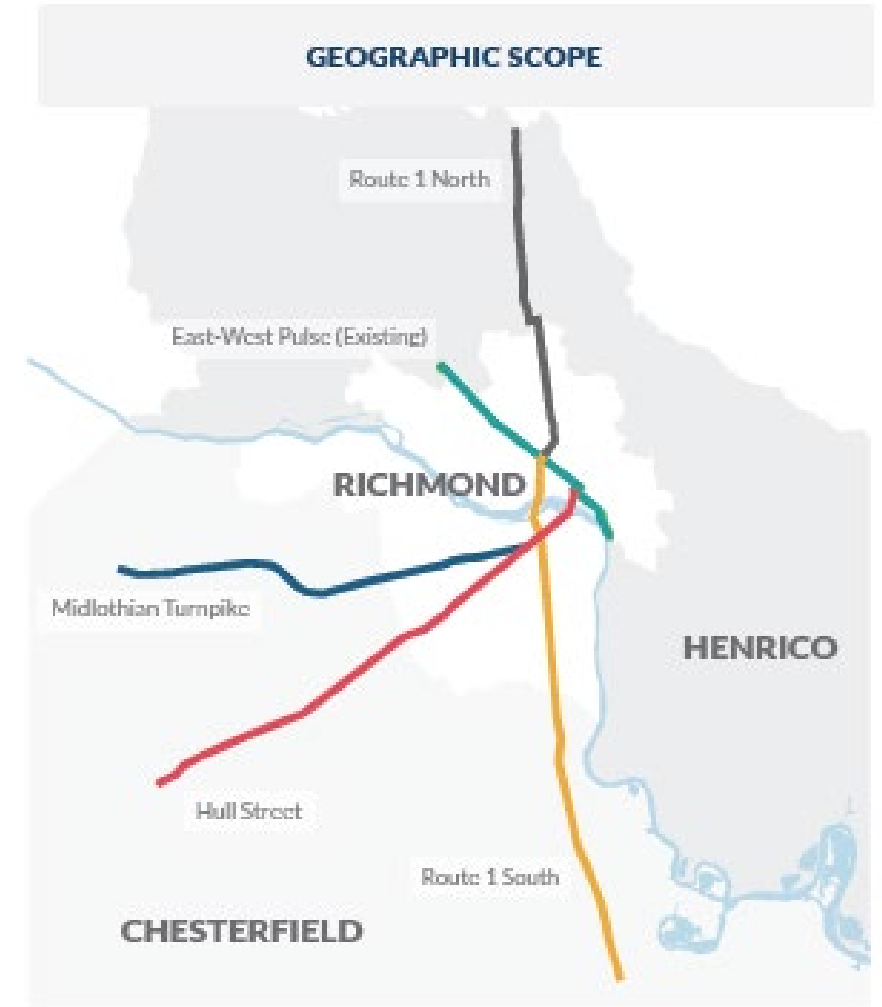
✓ – Primary intended benefit; ✓ – Secondary benefit (or potential benefit)

Transit Should Be: Multimodal

Addressing Inequities

North/South BRT Study

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



Questions?