

West Broad Street BRT Corridor Analysis

RRTPO Policy Board

July 6, 2023



Agenda

- Project Introduction
- Public Survey Results
- Analysis Details
- Recommendations
- Next Steps
- Action Requested



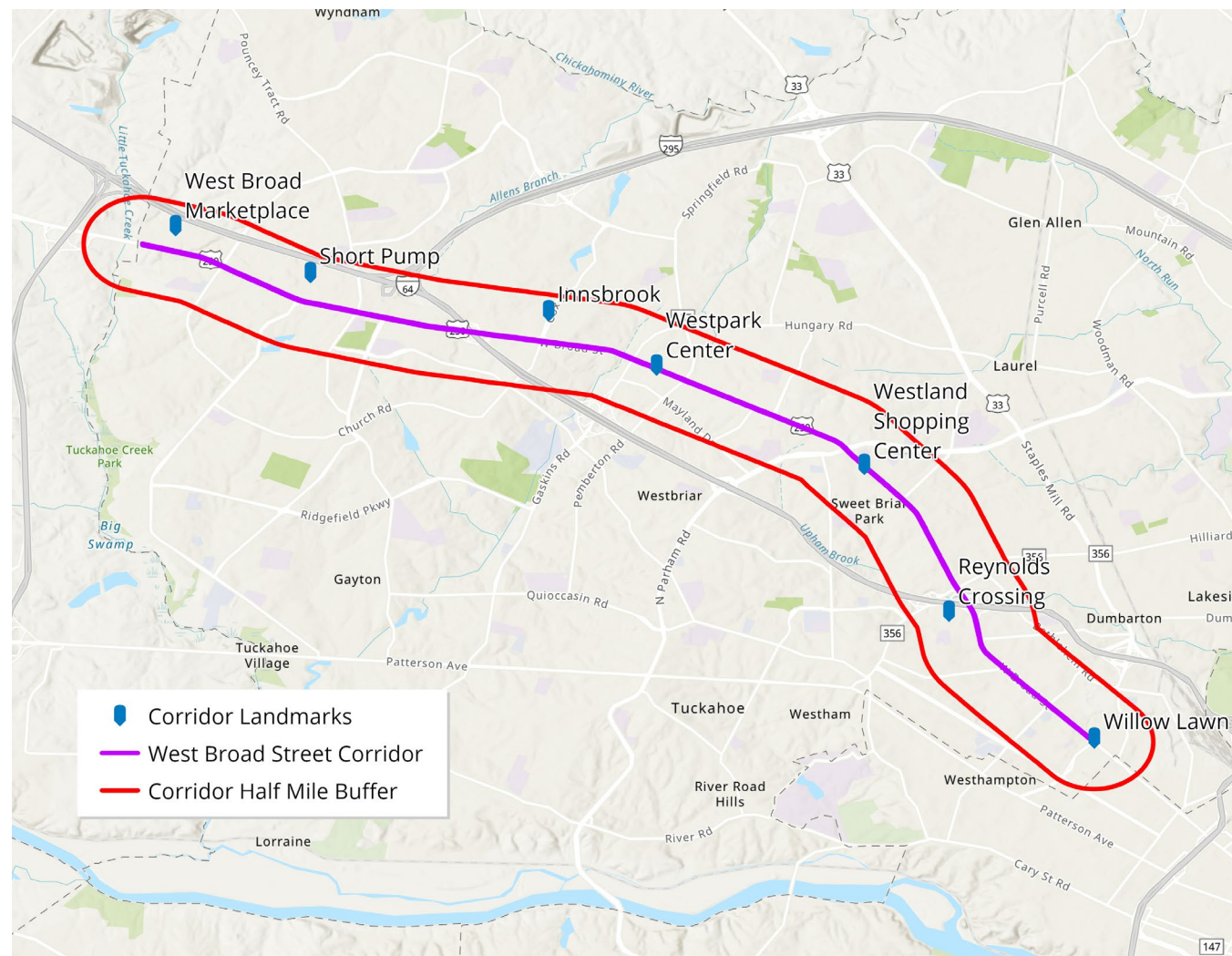
Project Introduction

- Exploring a possible western extension of current Pulse line
 - Bus Rapid Transit (BRT)
 - Initial analysis spring 2023
- Components of project
 - Outreach
 - Transit Propensity
 - Economic Impact
 - Segment Options
 - Final Report



Study Area

- Broad Street from Willow Lawn to West Broad Marketplace (288)
- 10.4 miles in length
- Half-mile buffer
- Primarily within Henrico County
- Community assets
 - 90+ grocery stores
 - 22 schools/educational facilities
 - 4 parks



Public Survey

- Open from 11/15 – 12/16/2022
- 1,378 responses
- Goal
 - Understand priorities, travel behavior, and barriers to travel
- 31k+ data points/1k+ comments
- [Project Website](https://WestBroadBRT.com) – WestBroadBRT.com

WestBroadBRT.com

WEST BROAD STREET BRT CORRIDOR ANALYSIS

EXPANDING RAPID TRANSIT IN RVA

GRTC has launched a study with the support of PlanRVA to examine a possible extension of the Pulse Bus Rapid Transit (BRT) line west, beyond its current terminus at Willow Lawn.

Tell us about your experience and priorities!

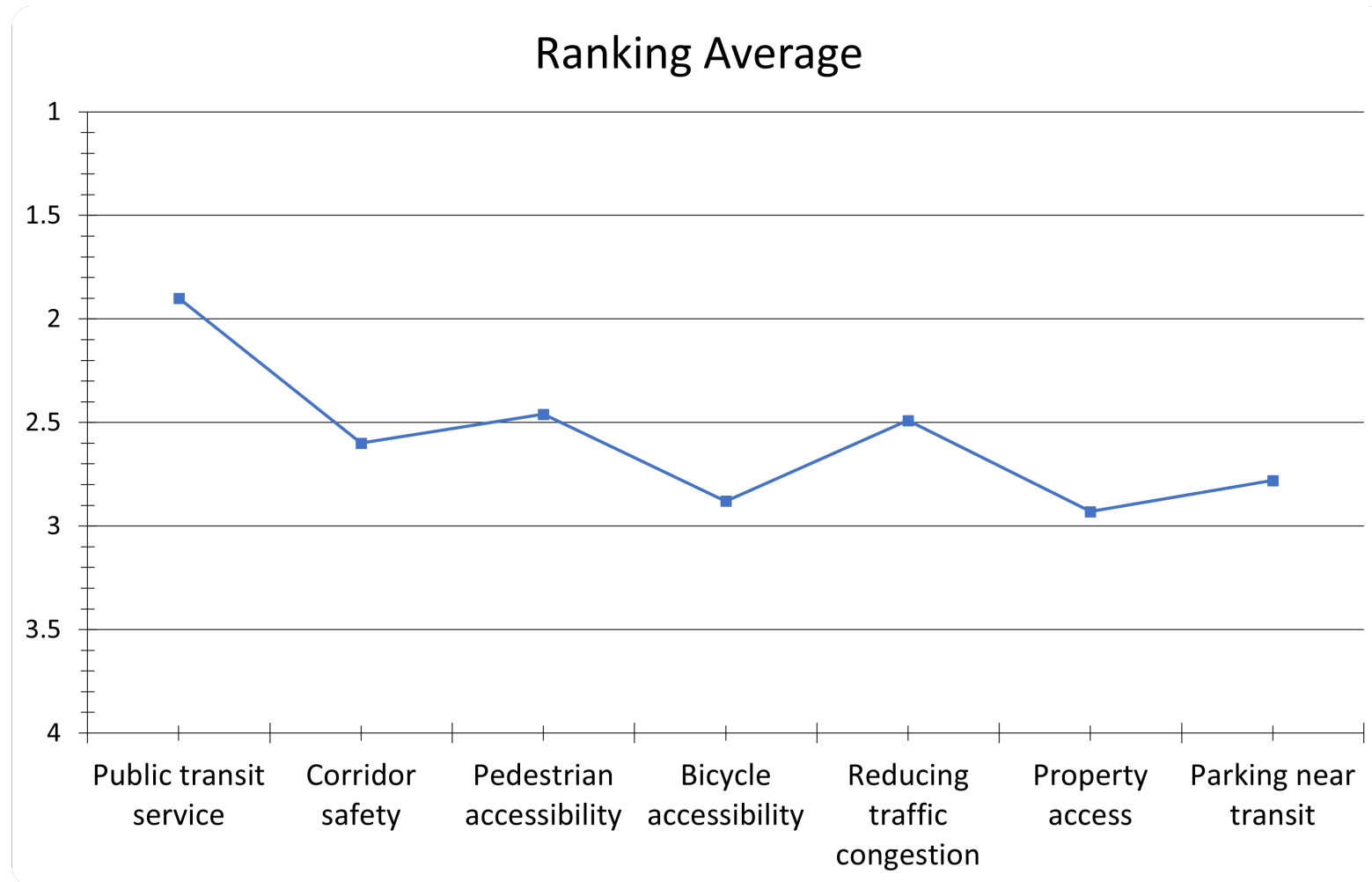
Take the survey



bit.ly/WestBRT
(case sensitive)

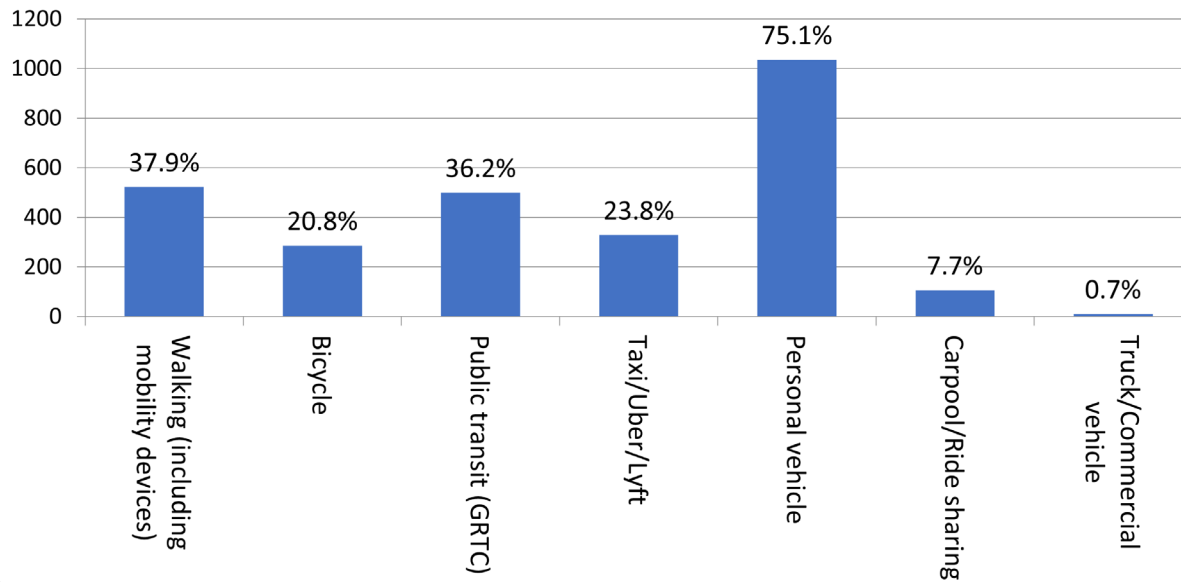


Public Survey - Priorities

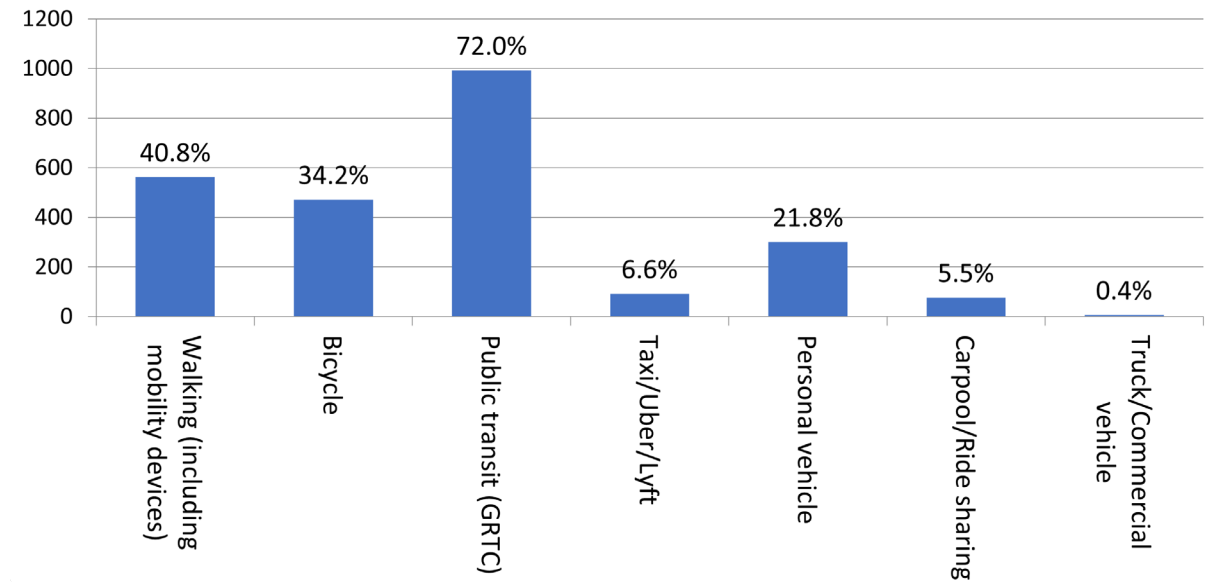


Public Survey - Travel

What form of transportation do you currently use?
(Select all that apply)

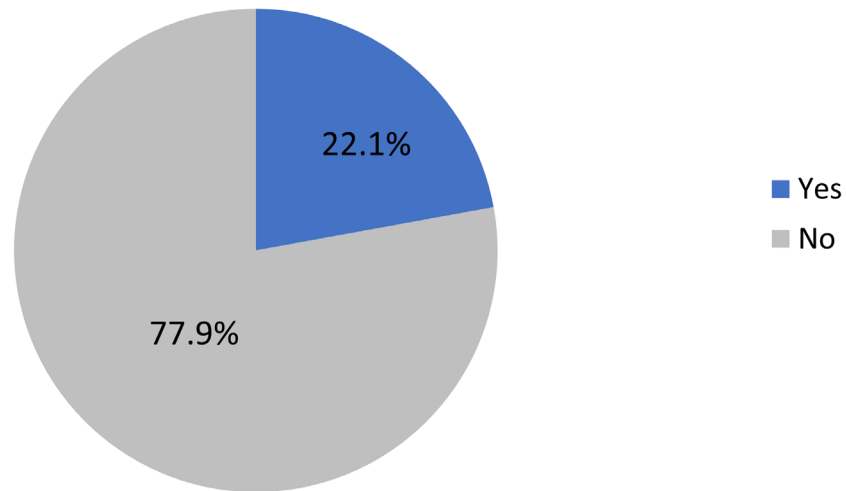


What form of transportation would you use if it was
more available? (Select all that apply)

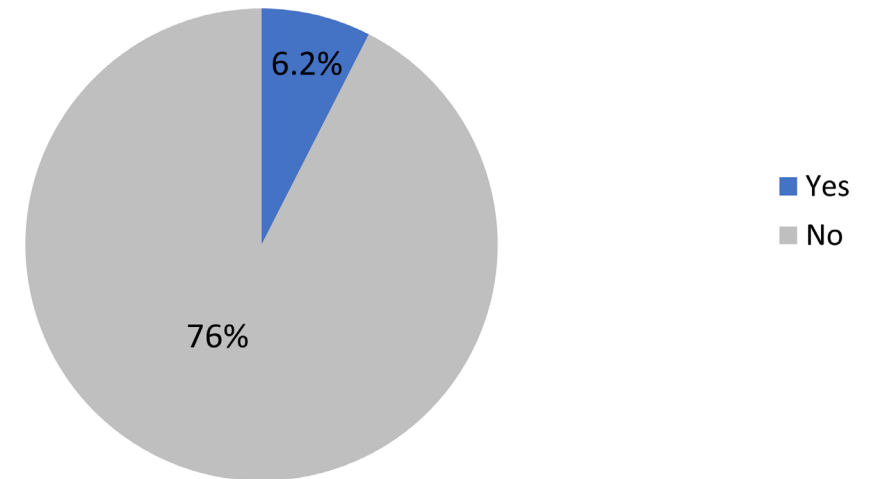


Public Survey - Travel

Has a lack of reliable transportation ever prevented you from finding or keeping a job?



Does a lack of reliable transportation prevent you from working now?



“Our transportation status quo has worsened social mobility. A long commute is one of the biggest barriers to escaping poverty.”

- Steven Higashide

Analysis Details



Transit Propensity

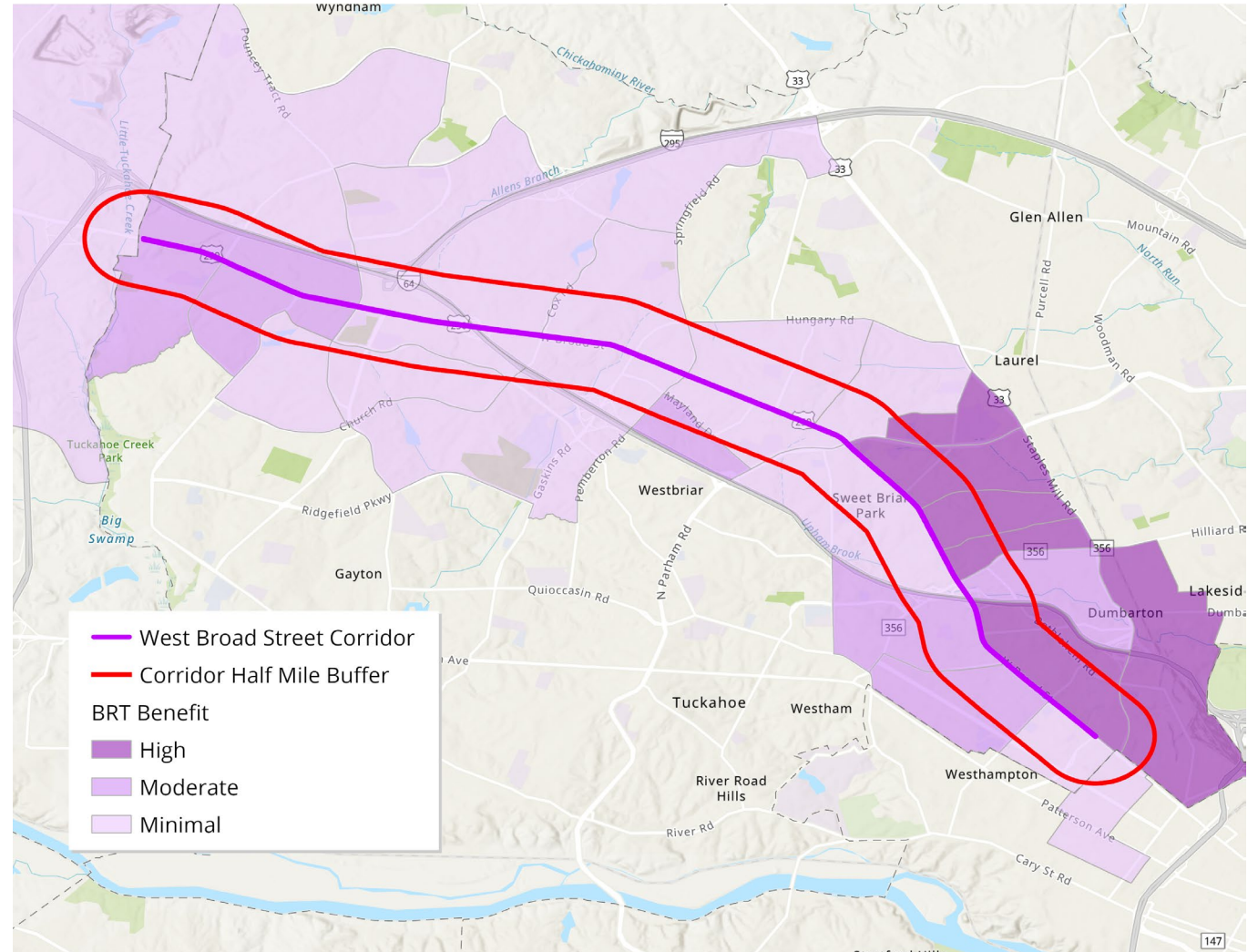
- Examined factors to determine transit propensity, or friendliness
 - Current transit
 - Equity
 - Low vehicle ownership
 - High transit use
 - Walkability
 - Activity centers
 - Parking lots
 - Development in the area



Photo: Richmond Times-Dispatch, Broad Street at Willow Lawn (stop #3628)

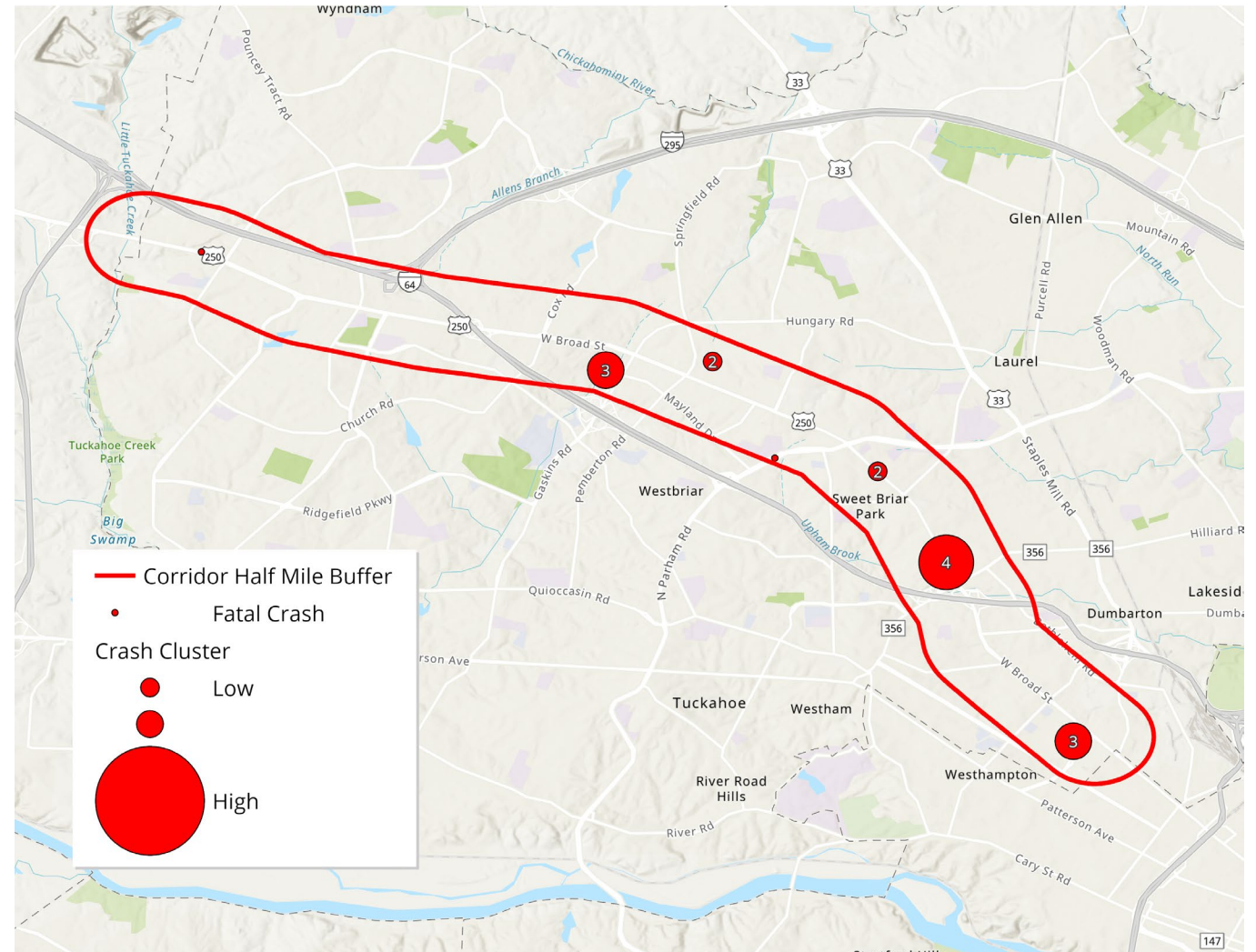
Transit Propensity

- BRT Benefit Areas
 - Uses weighted scoring
 - Equity (EEA) – 20%
 - Low Vehicle Ownership – 20%
 - High Transit Use – 20%
 - Activity Center – 15%
 - Worker Population – 15%
 - Transit Supportive Employment – 10%



Roadway Analysis

- Crash Data
 - Over 5,000 crashes on corridor from 2018–2022
 - Fatal: 16
 - Severe Injury: 110
 - Visible Injury: 1,168
 - Nonvisible Injury: 103
 - Property Damage: 3,630
 - All Crashes: 5,024



Roadway Analysis

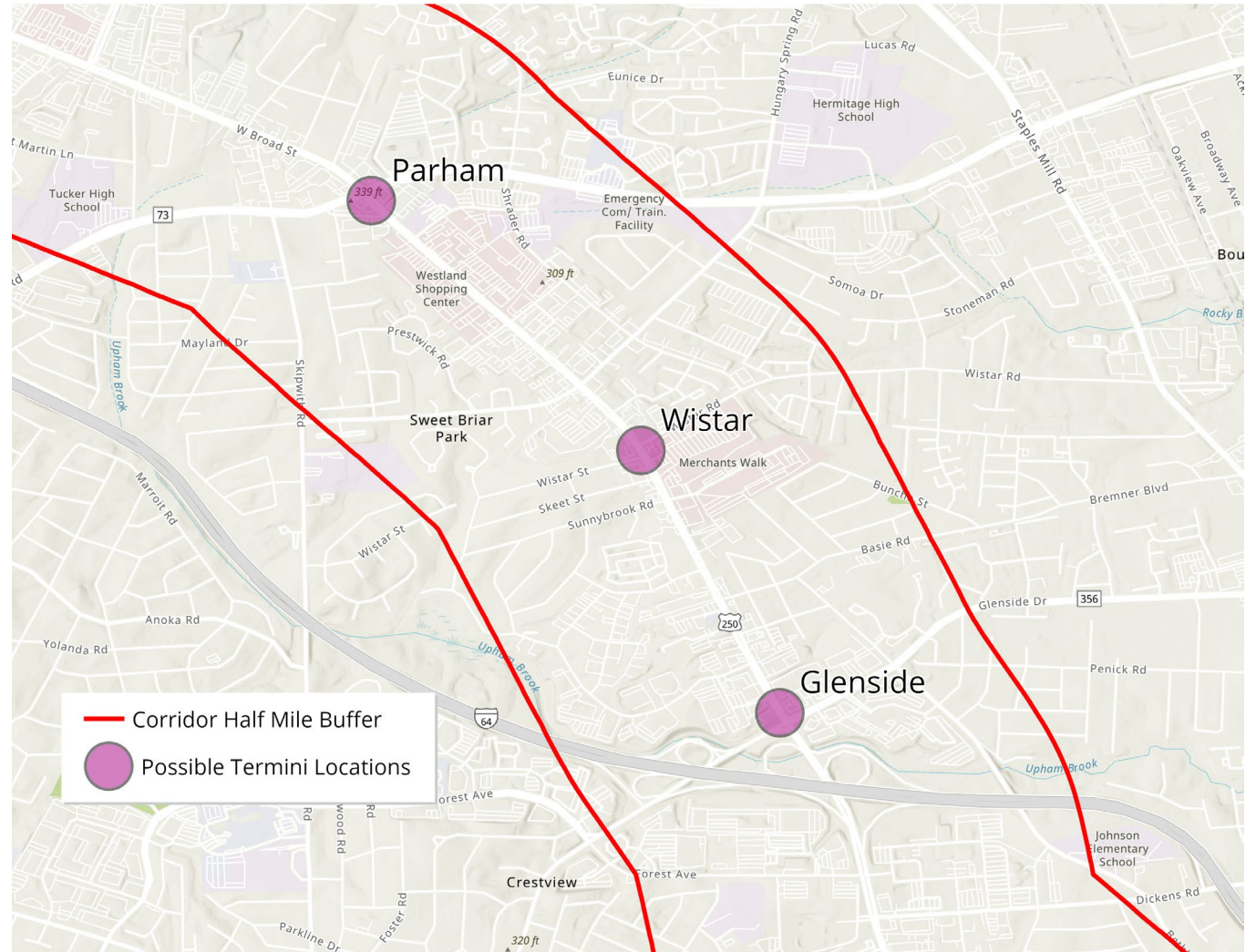
Challenges & Opportunities

1. Improve essential bus stop infrastructure
2. Complete the sidewalk network
3. Ensure all bus stops comply with ADA standards
4. Better integrate the surrounding bicycle network
5. Add pedestrian-scale lighting
6. Make sustained efforts to promote transit



Logical Termini Locations

- Based on transit propensity and traffic analyses
 - Glenside Drive
 - Wistar Road
 - Parham Road
- Turn-around routing was analyzed for potential locations



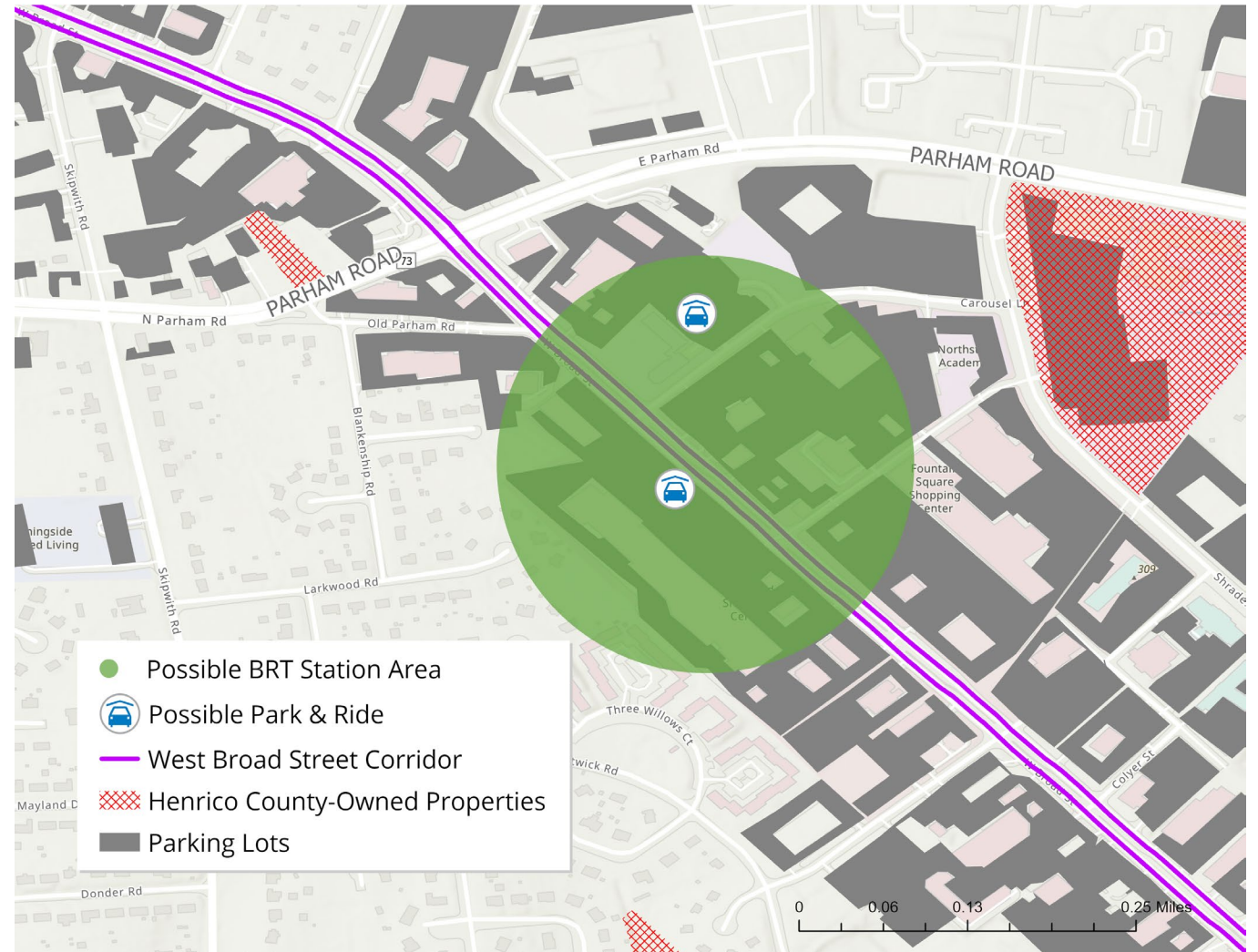
Recommendations

1. Extend the current Pulse BRT to Parham Road
2. Explore an extension to Short Pump as future phase
3. Re-examine alignment of Routes 18 & 19 to better compliment an extended Pulse
4. Further assess opportunities for park & ride



Park & Ride

- Parking lots make up 17.1% of the corridor
 - Corridor with half mile buffer is 11.28 square miles
 - Parking lots in corridor cover **1.93 square miles**
- Opportunity for park & ride and future infill development



Economic Impact Analysis



Findings Summary

- Job growth along the Pulse corridor shifted towards higher-skilled and higher-wage jobs
- Commercial land use and property values increased significantly
- Implementation of BRT can lead to increased building and rehab activities



Next Steps

- Review [Final Report](#) →
- Presenting report to GRTC Board of Directors in August
- Stay connected at WestBroadBRT.com
 - Email updates
 - View final report and other resources



Questions/Comments?

WestBroadBRT.com

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Action Requested

RESOLVED, that the RRTPO Policy Board adopts the West Broad Street BRT Corridor Analysis as presented.



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