

West Broad BRT Corridor Analysis

Introduction & Survey Results

January 10, 2023



Agenda

- Project Introduction
- Study Area Conditions
- Public Survey Results
- Next Steps
- Questions/Comments



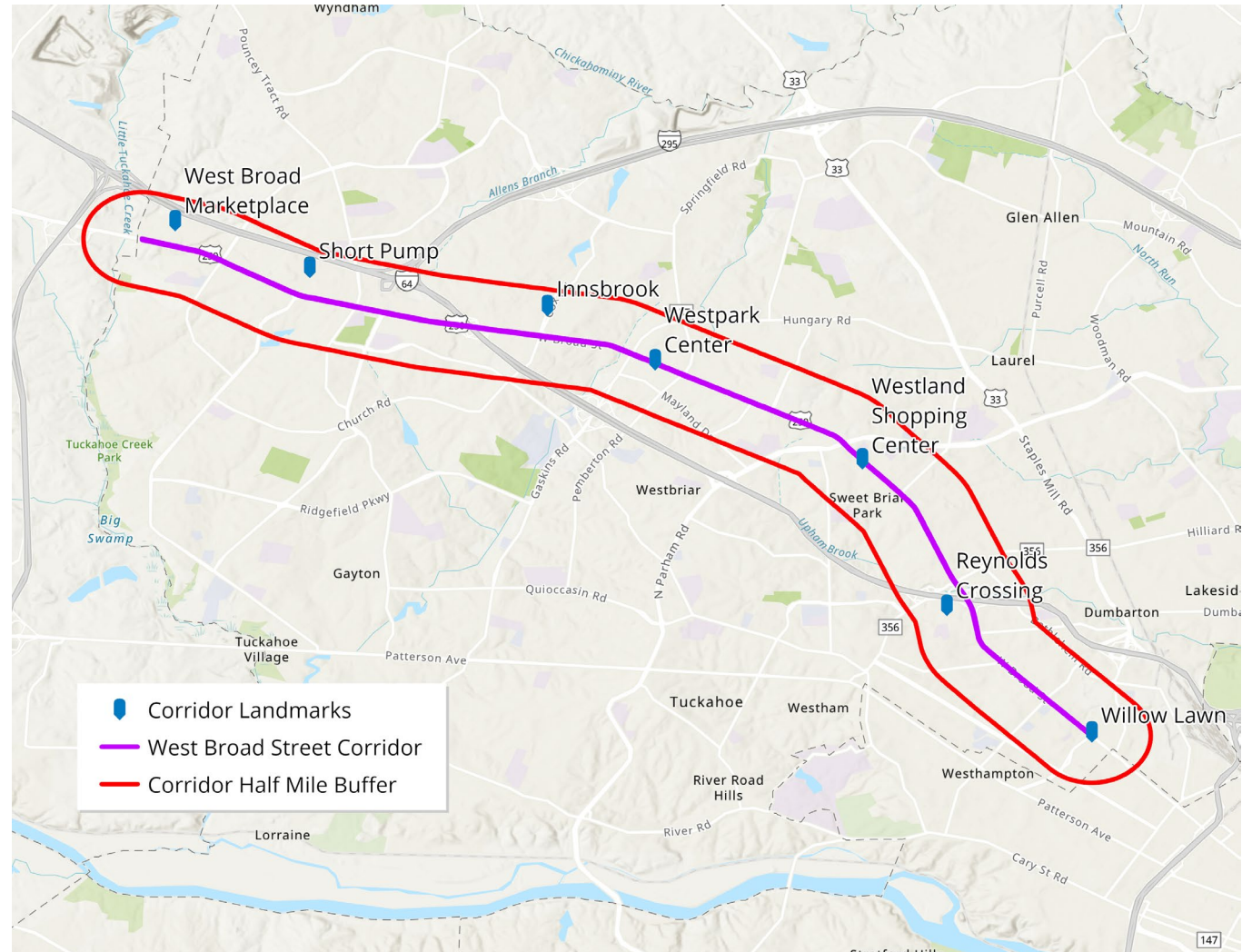
Project Introduction

- 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



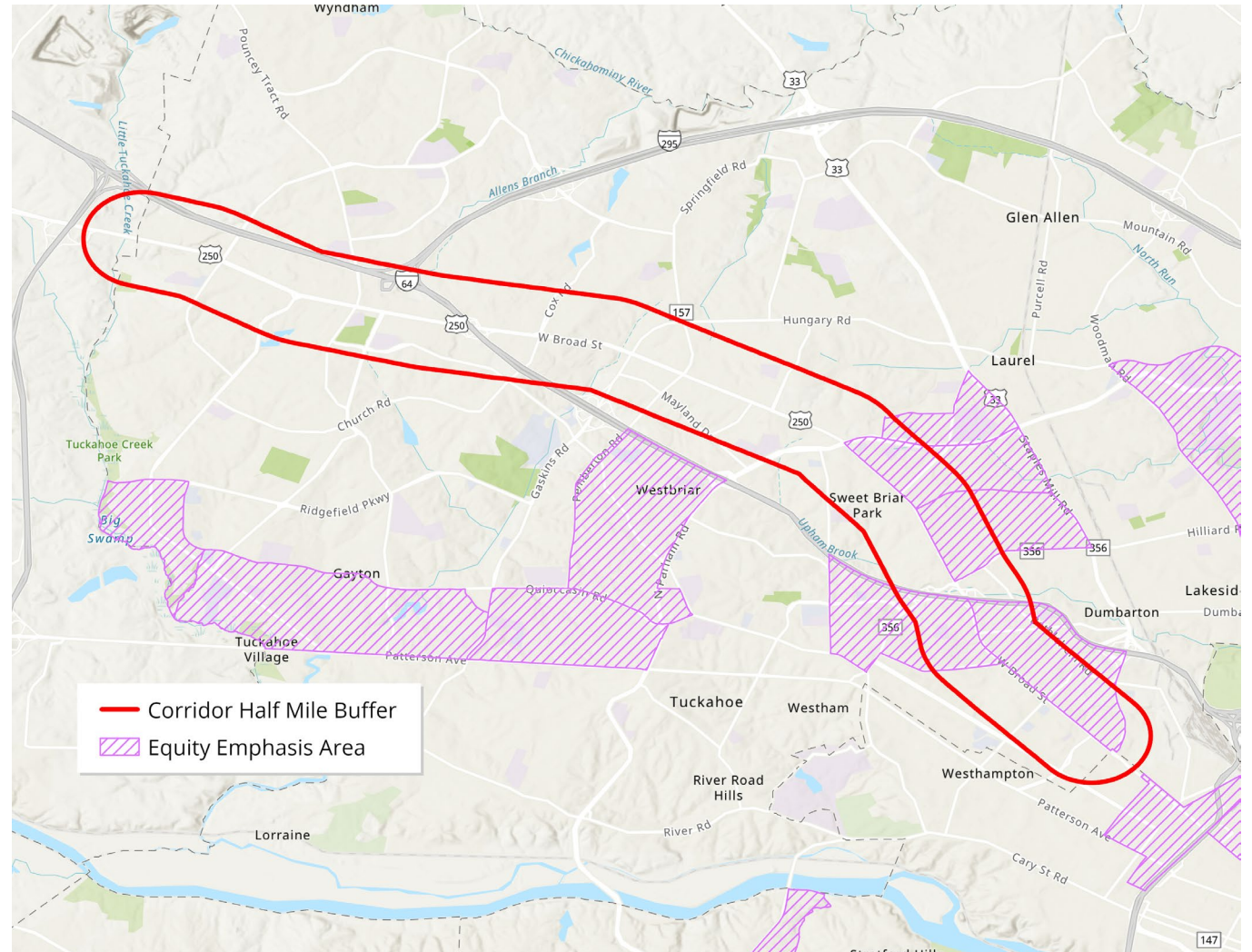
Study Area

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



Study Area

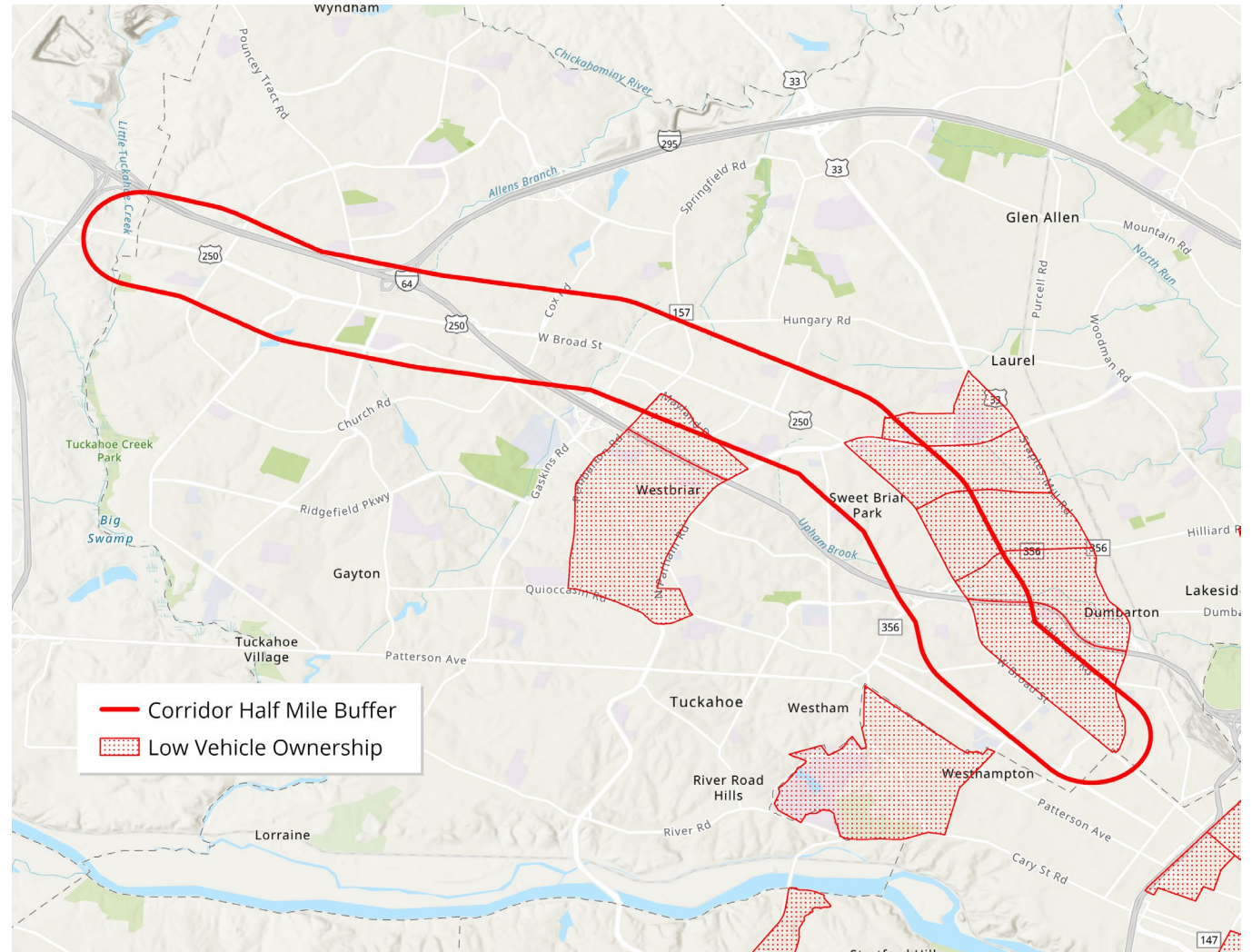
- Equity Emphasis Areas
 - A measurement showing areas with populations that have been historically disadvantaged
 - Race
 - Poverty
 - Zero-car households
 - Older adults (65+)
 - People with disabilities
 - People with limited English proficiency (LEP)



Derived from ConnectRVA 2045 Methodology using 2013–2017 American Community Survey 5-year data

Study Area

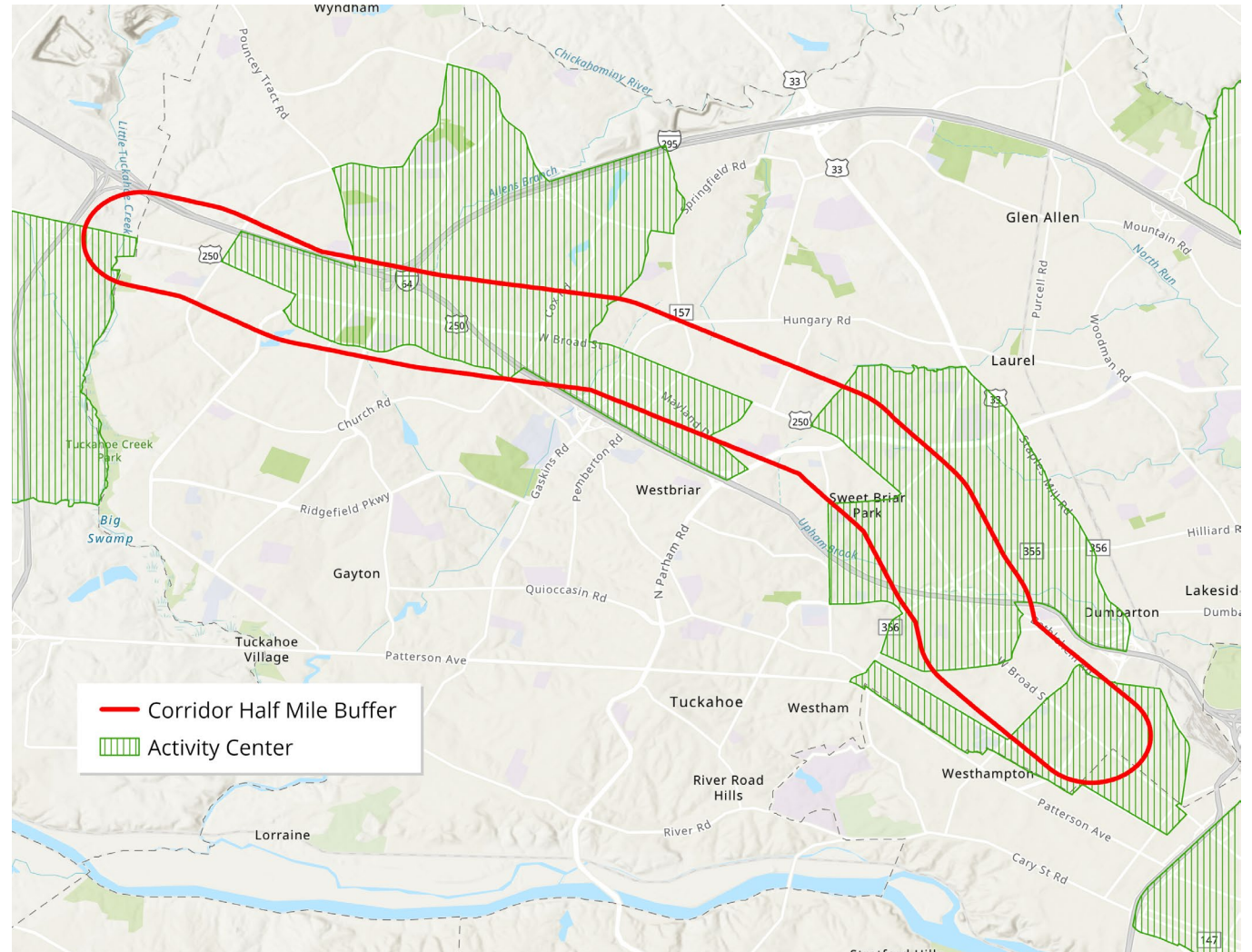
- Low Vehicle Ownership
 - Households with one/zero cars



Derived from 2013–2017 American Community Survey 5-year data

Study Area

- Activity Centers
 - Regional areas with a high density of population and employment



Derived from ConnectRVA 2045 Methodology using 2013–2017 American Community Survey 5-year data

Public Survey

- MetroQuest platform
- Open from 11/15 – 12/16/2022
- 1,378 responses
- Goal
 - Understand priorities, travel behavior, and barriers to travel
- Promotion
 - Partners and Media
 - Flyers at 47 transit stops
 - In-person engagement
- 31k+ data points/1k+ comments
- [Project Hub](#)

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!

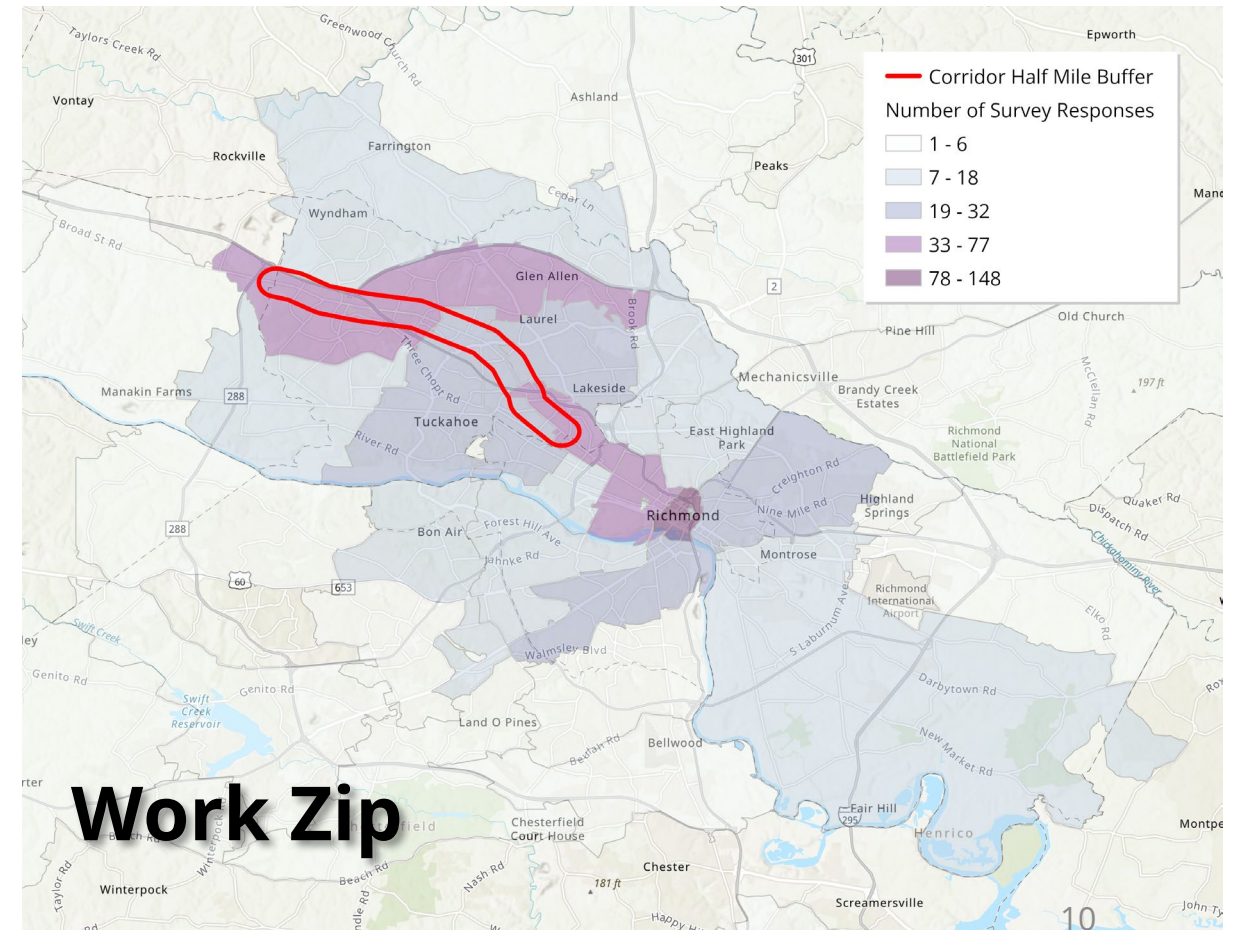
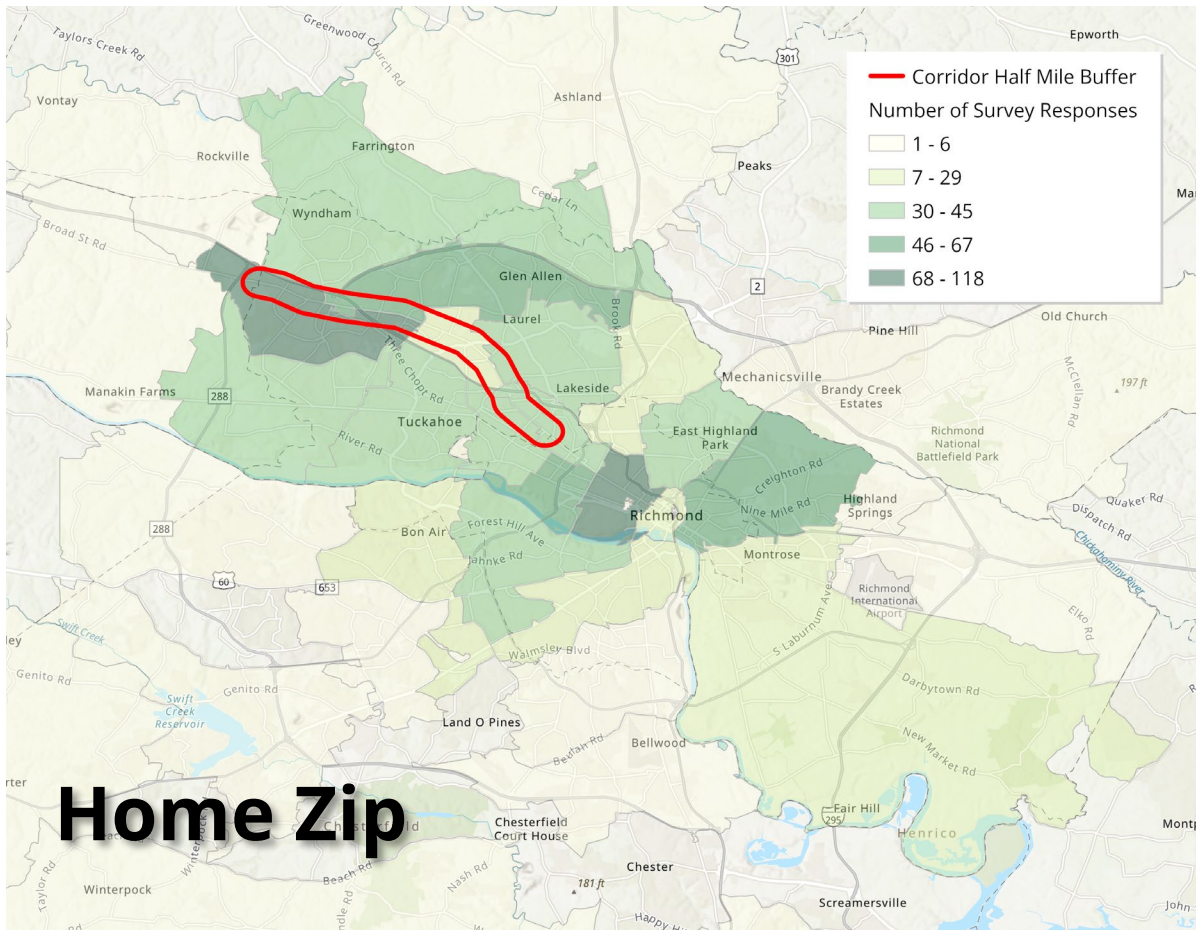
Take the survey



bit.ly/WestBRT

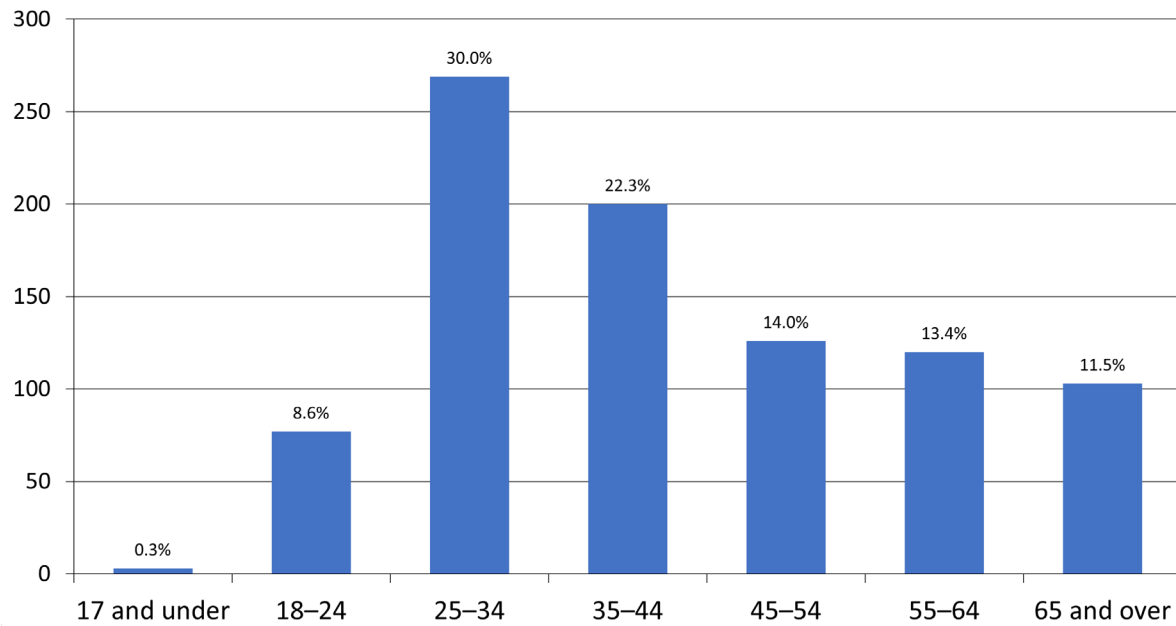
(case sensitive)

Public Survey - Demographics

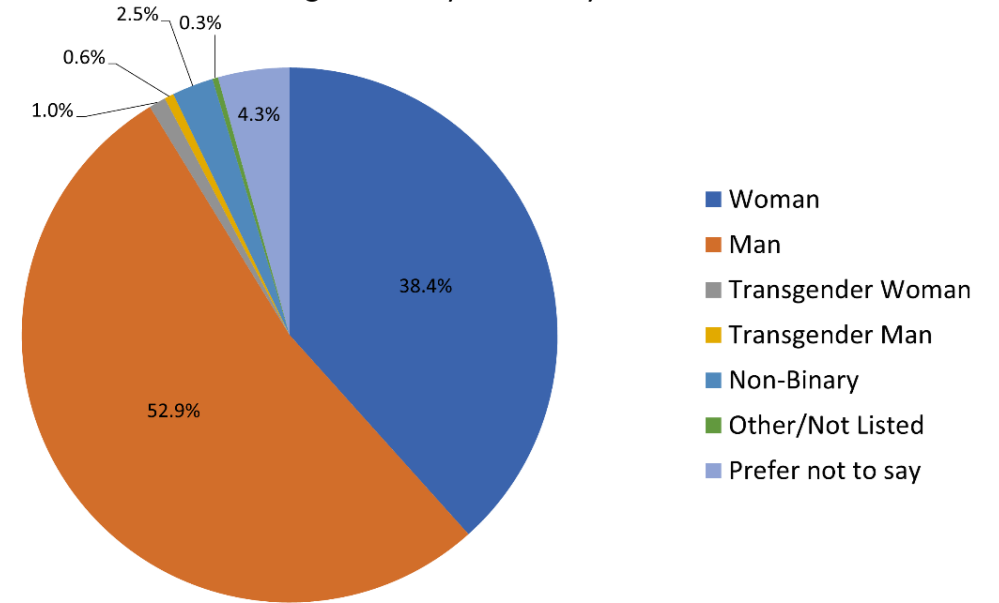


Public Survey - Demographics

What is your age?

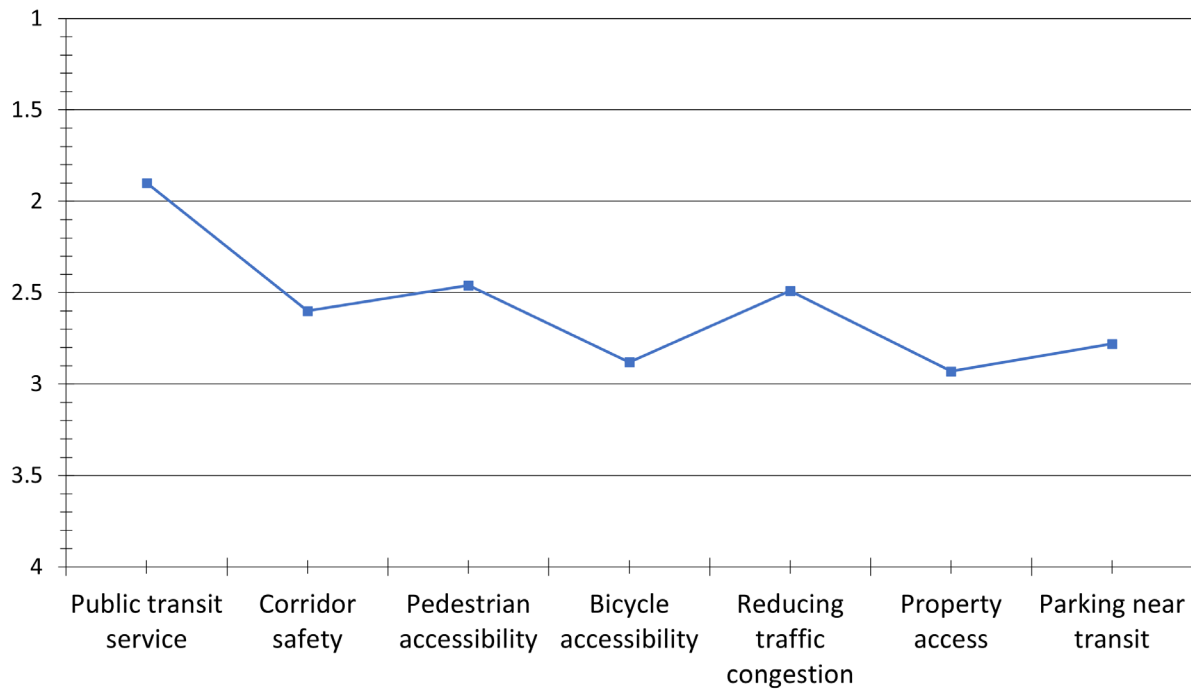


What gender do you identify as?

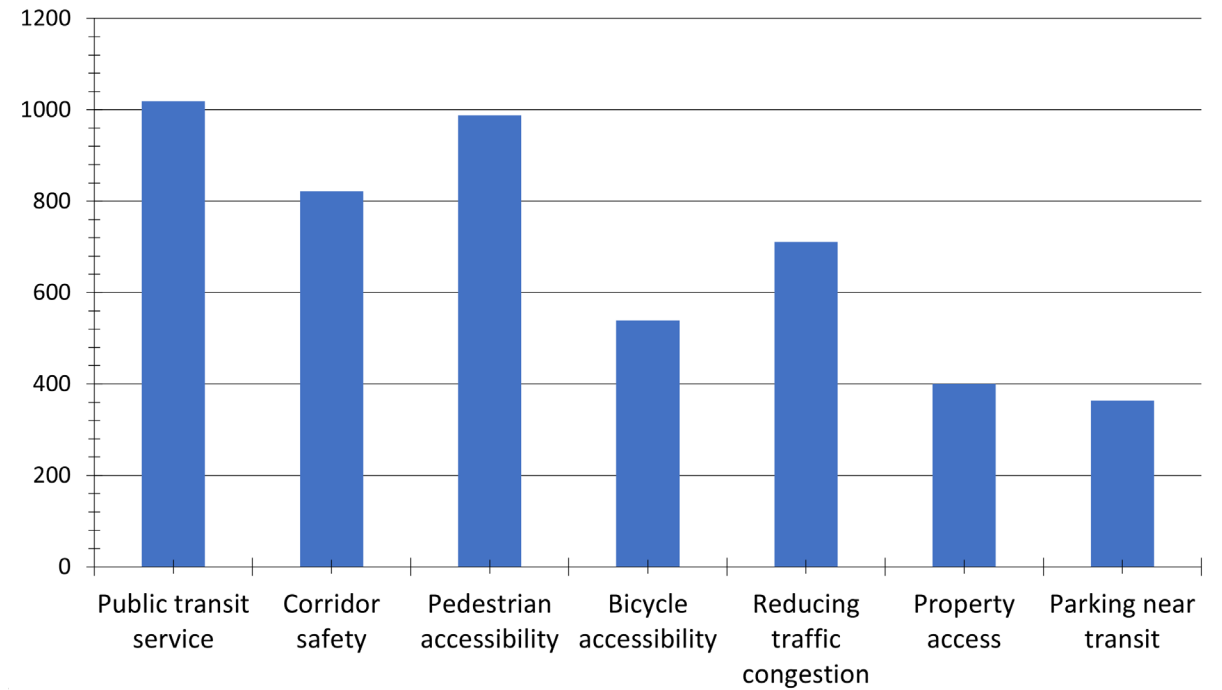


Public Survey - Priorities

Ranking Average

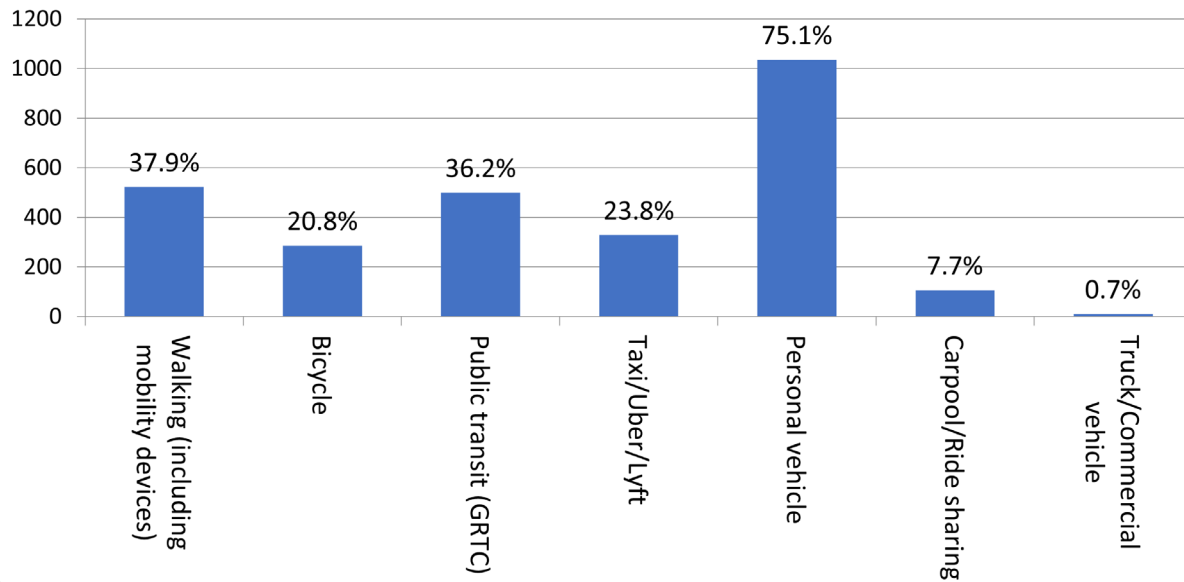


All Rankings Bar Chart

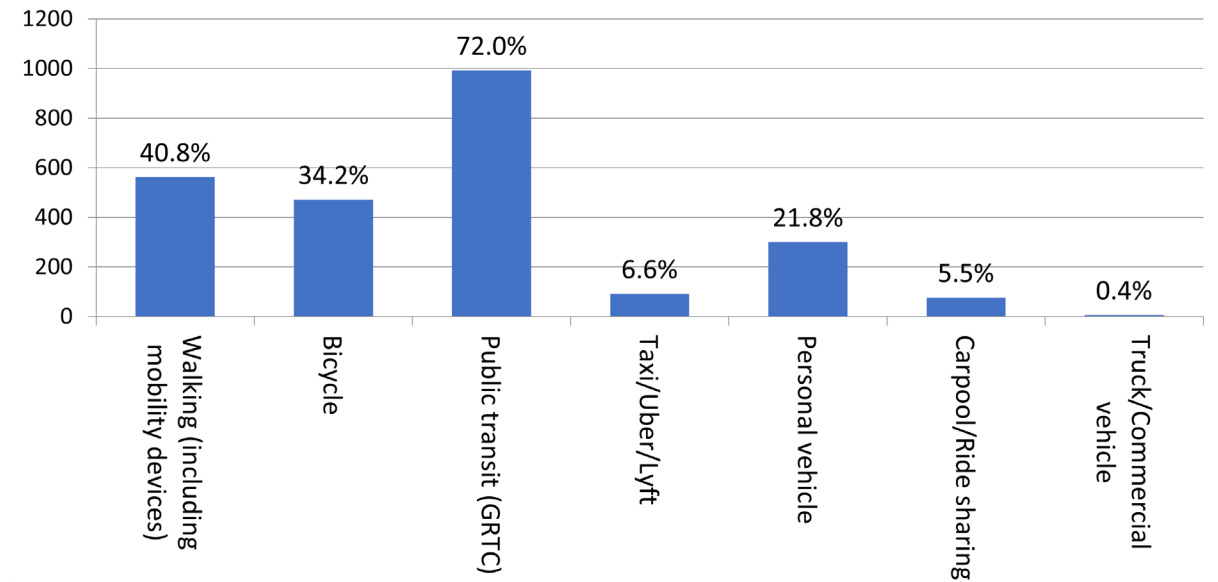


Public Survey - Travel

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

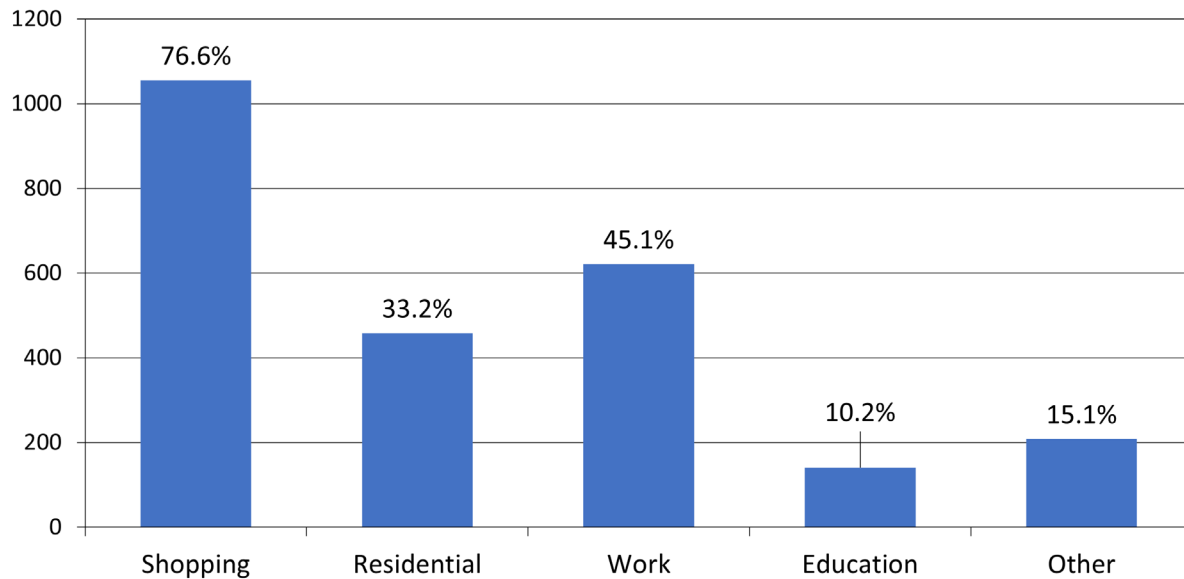


What form of transportation would you use if it was more available? (Select all that apply)

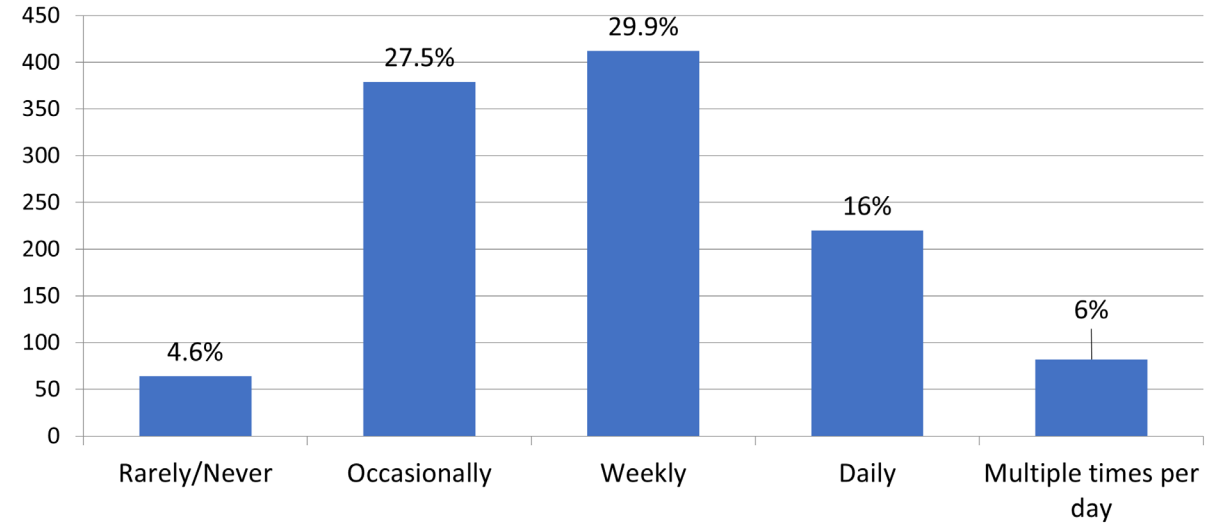


Public Survey - Travel

What is the purpose of your travel through this corridor? (Select all that apply)

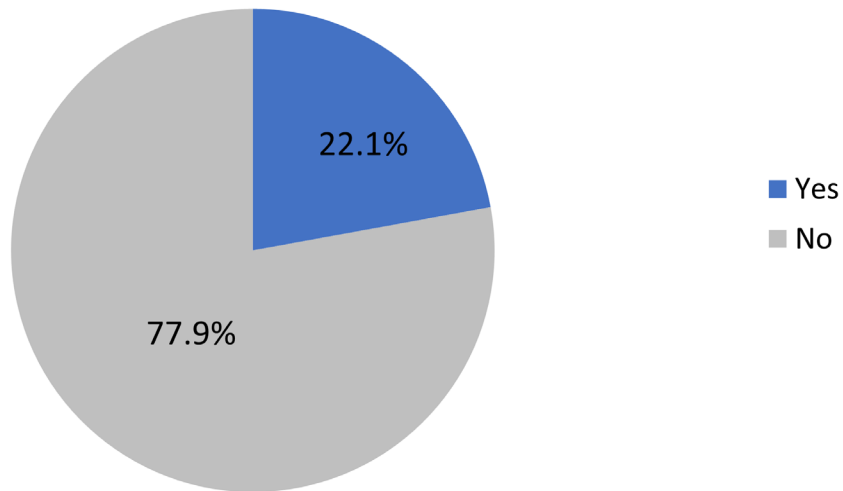


How often do you travel to or from Route 250 (W Broad Street) between Willow Lawn Drive and State Route 288?

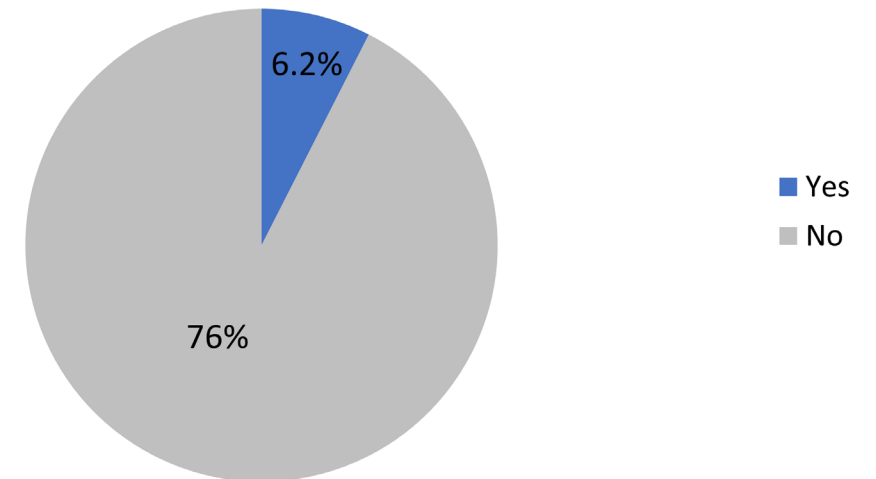


Public Survey - Travel

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

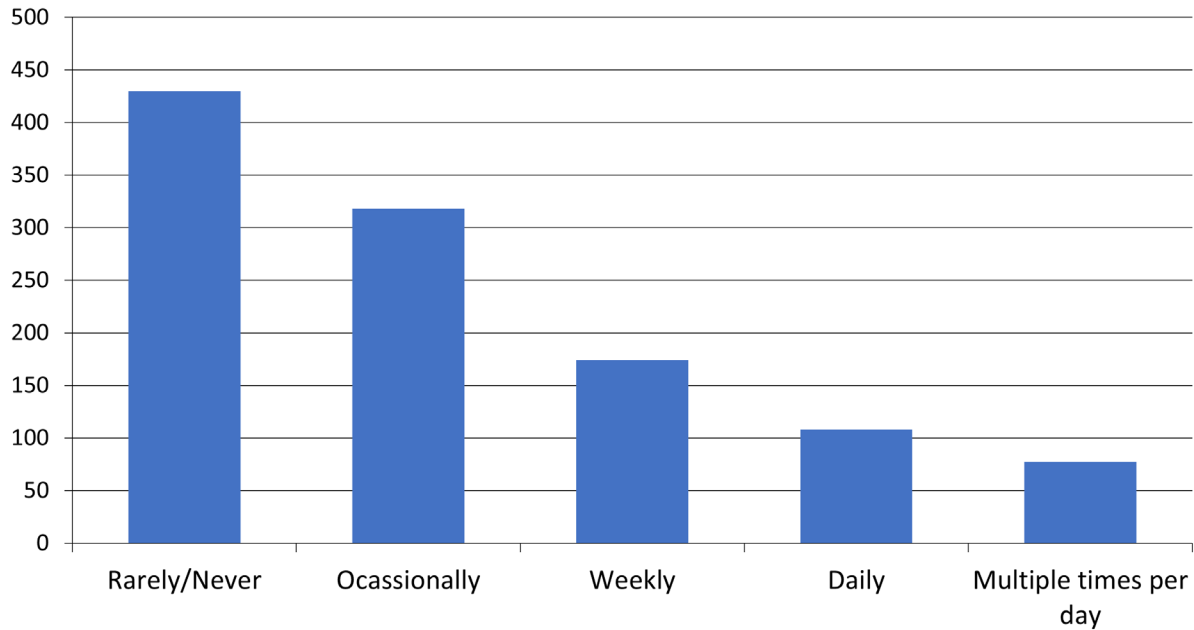


Does a lack of reliable transportation prevent you from working now?

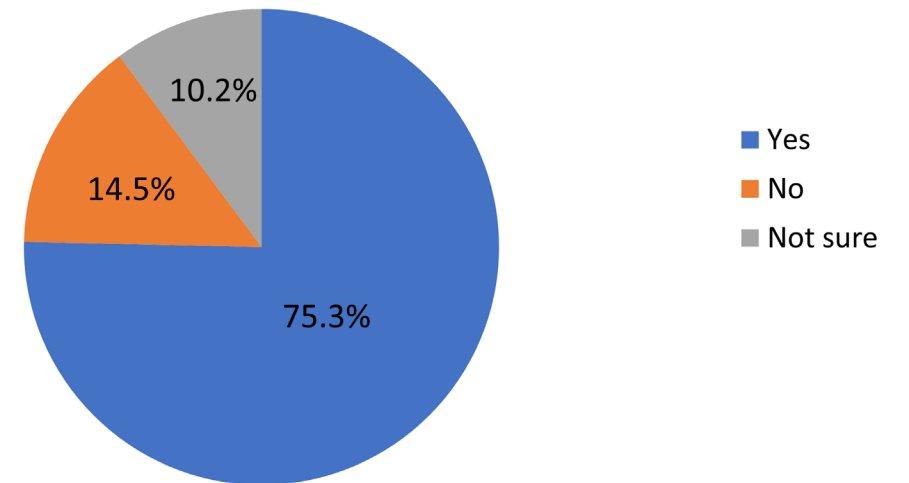


Public Survey - Travel

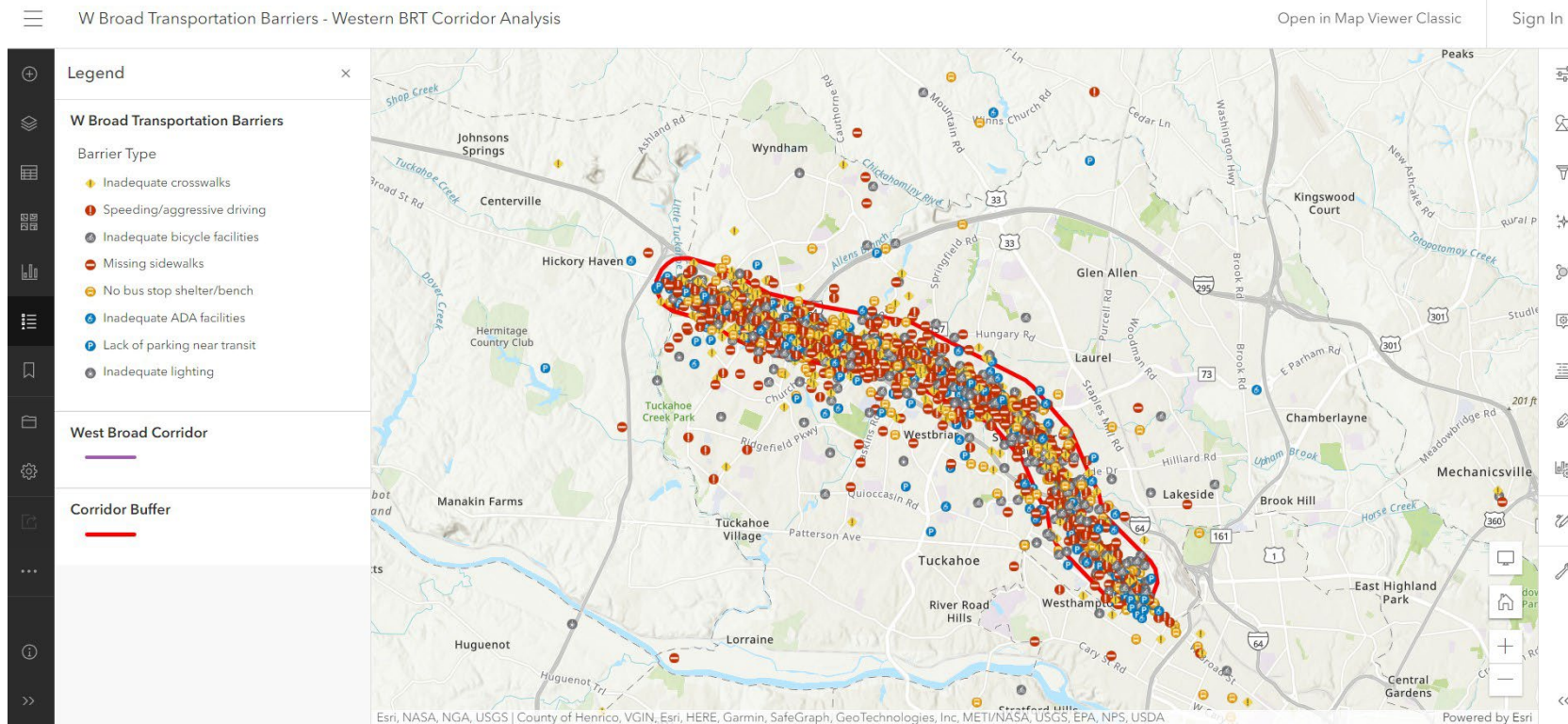
How often do you use transit?



Would an expanded Pulse BRT down W Broad Street impact how you consider traveling along this corridor?



Public Survey - Barriers



Next Steps

- Transportation Analyses
 - Transit Propensity
 - Economic Impact
 - Segment Options
- March Public Stakeholder Meeting
- Updates to [Project Hub](#)
- Final Report



Questions/Comments?

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