



# Network Redesign Implementation

Virginia Transit Association: 2021 Annual Conference & Expo

Tuesday, September 28, 2021

# GRTC Overview:

- Public Transit Provider
- Servicing Metro Richmond Area
- Co-owned by the City of Richmond and Chesterfield County



# Redesign Timeline:

- 2016
  - BRT construction began
  - City of Richmond requires system connectivity to BRT
  - Concept development
  - Public outreach
- 2017
  - City of Richmond supports a concept
  - Final Richmond Transit Network Plan Report
  - GRTC outreach
  - Henrico County Network Plan
- 2018- Pulse & New Network Launch

# Pulse Overview:

- Bus Rapid Transit
- 7.6 miles
- Dedicated bus only lanes
- Transit Signal Priority
- 10 min peak/15 min off peak

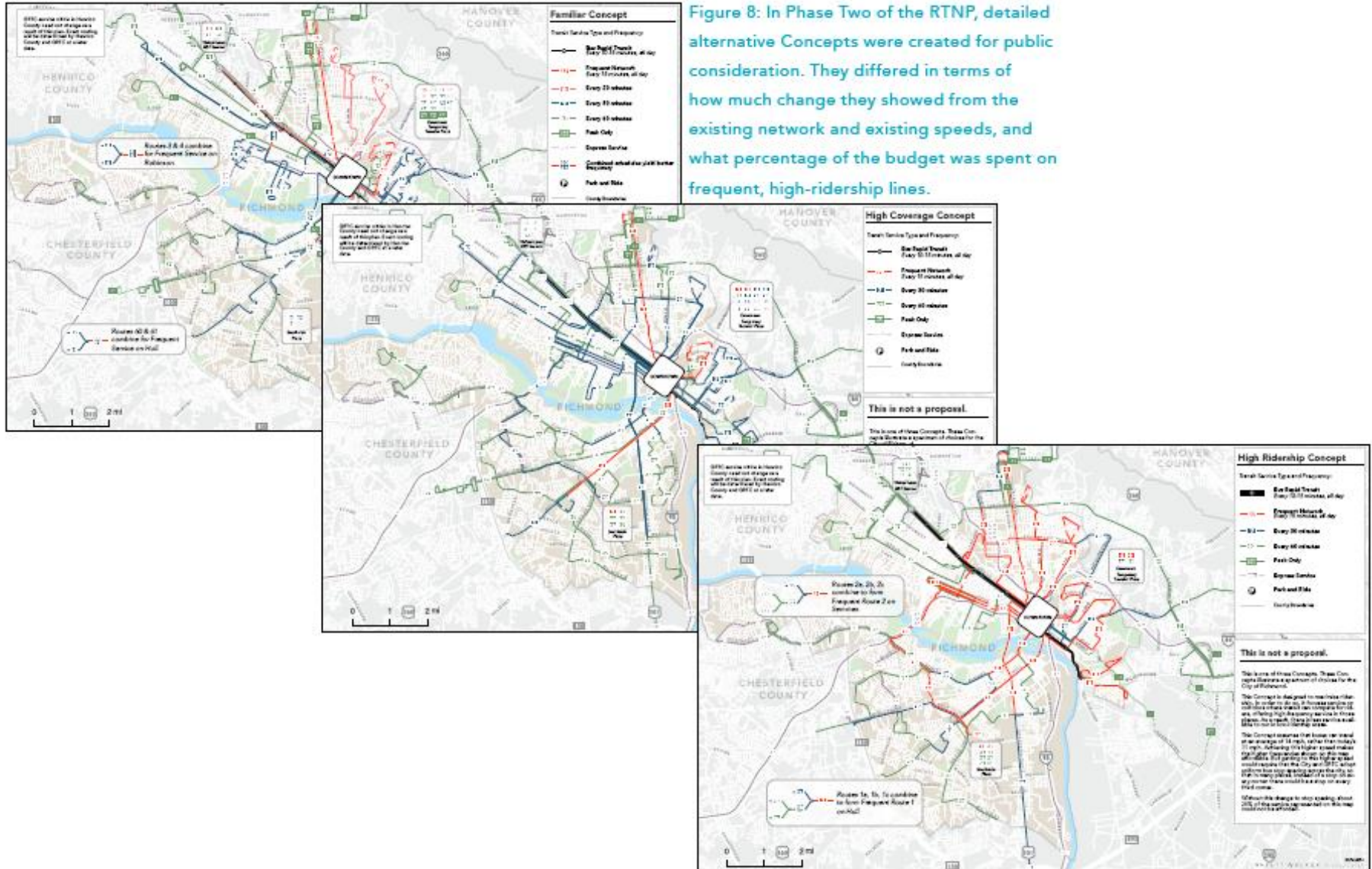


# Pulse Overview (Continued):

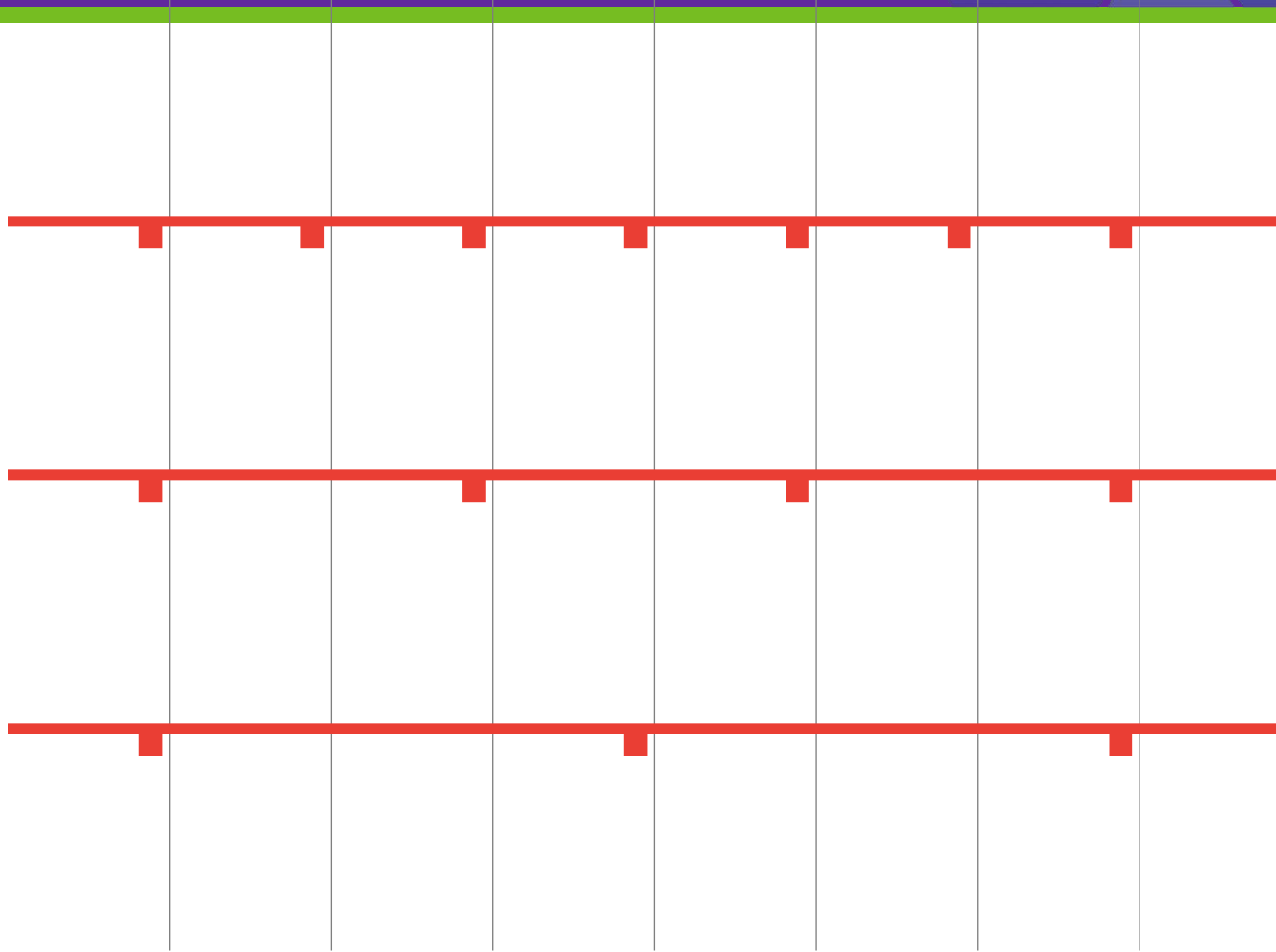
- Off-board fare collection
- 26 stations
- Construction: August 2016 – June 2018



# Network Redesign Concepts:



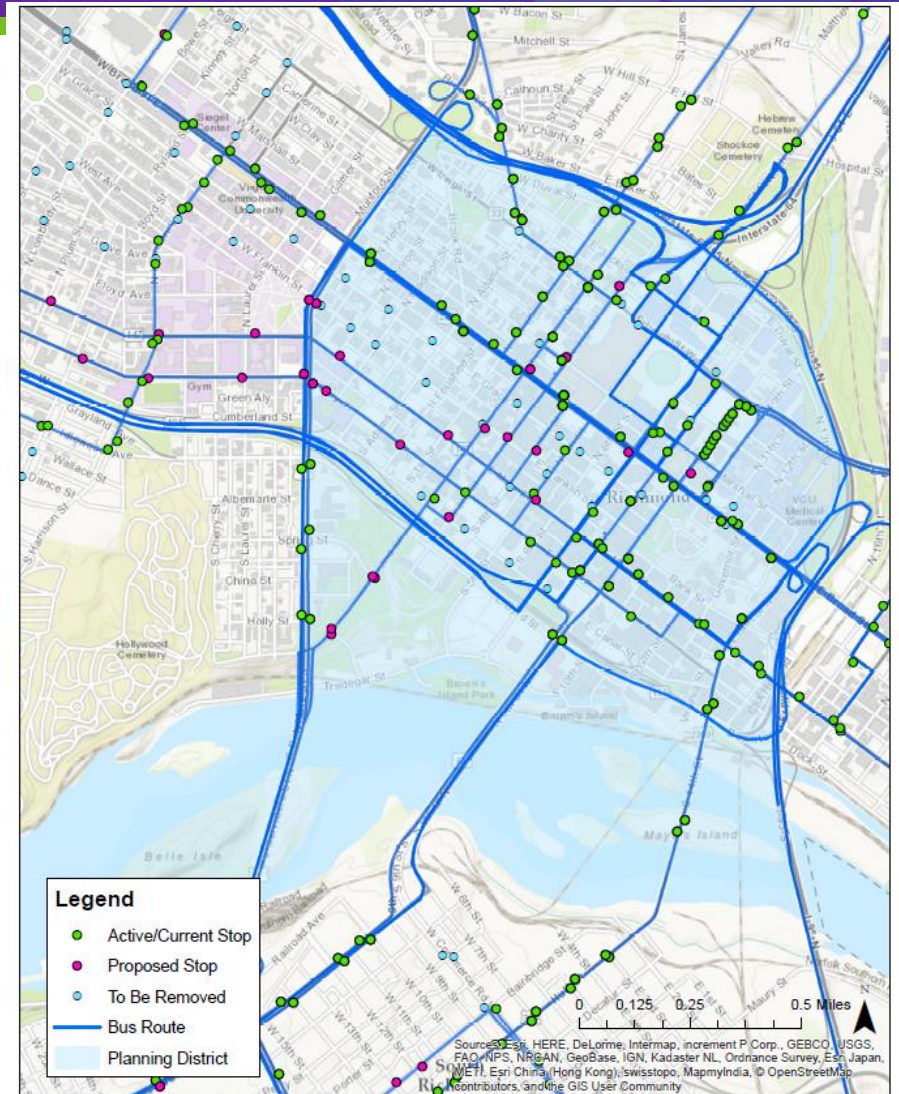
# Bus Stop Spacing:





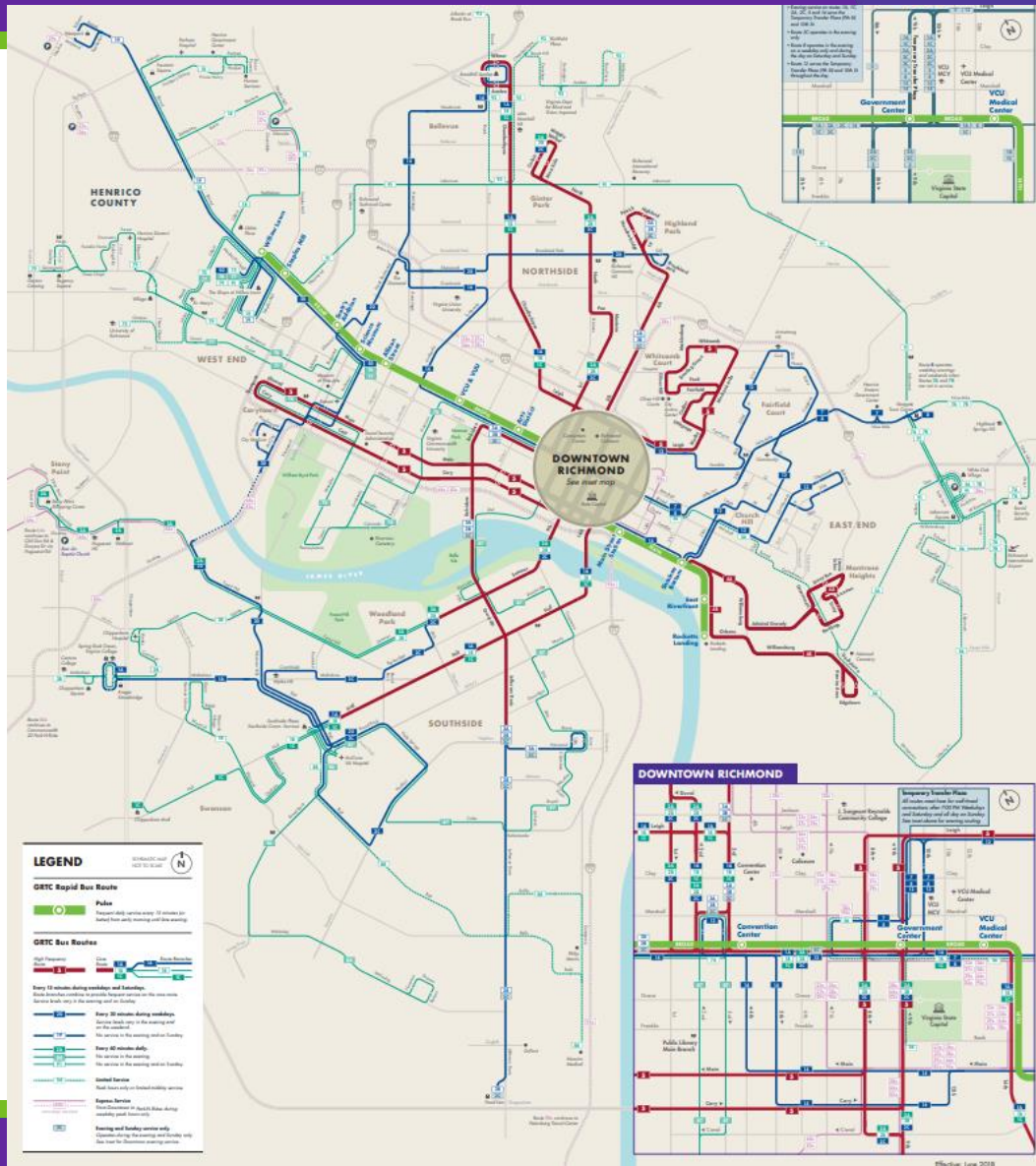
# Final Plan Development:

- 14 Public Meetings throughout the System
- Bus Stop Meetings and Notifications
- Public Meetings for final plan and bus stop locations
- GRTC Board Acceptance

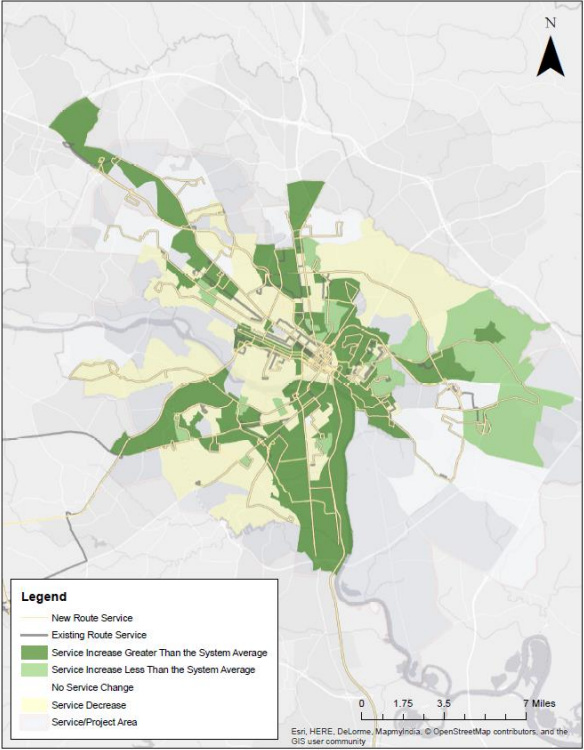


Recommended Placement of Added Stops  
Planning District 301 - Downtown

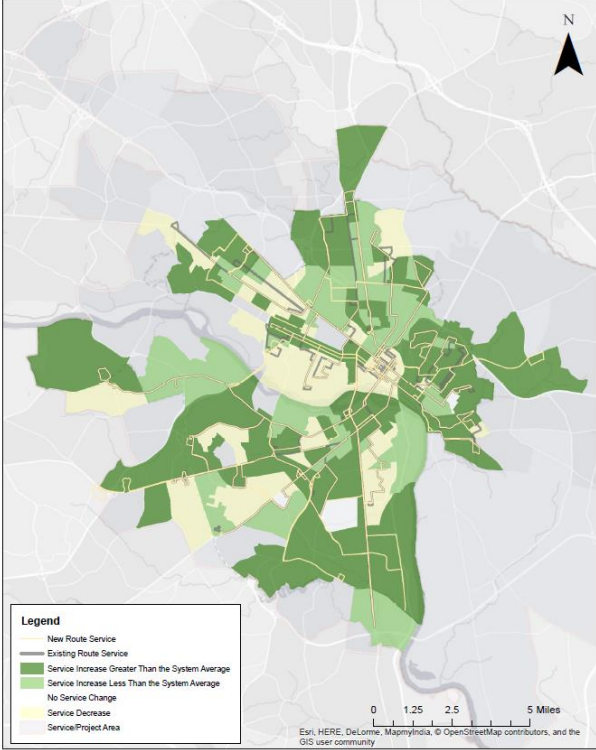
# Final Plan:



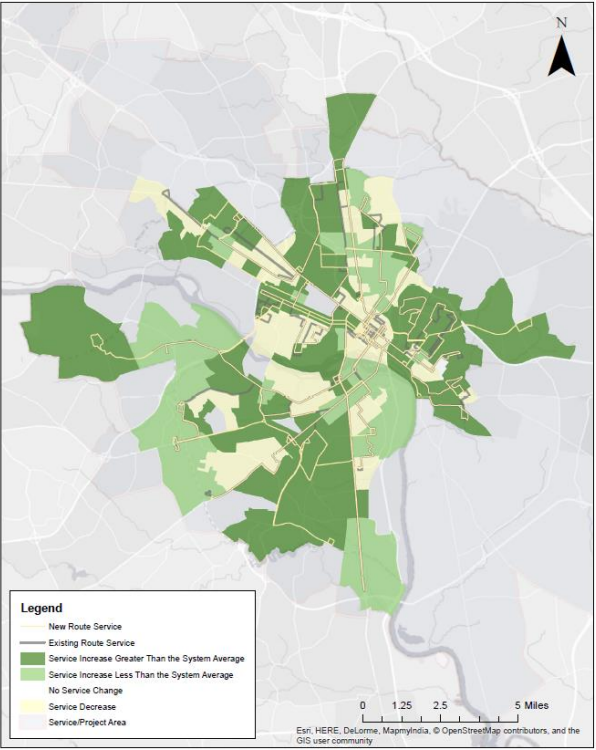
# Service Change Analysis:



Weekday Service Change



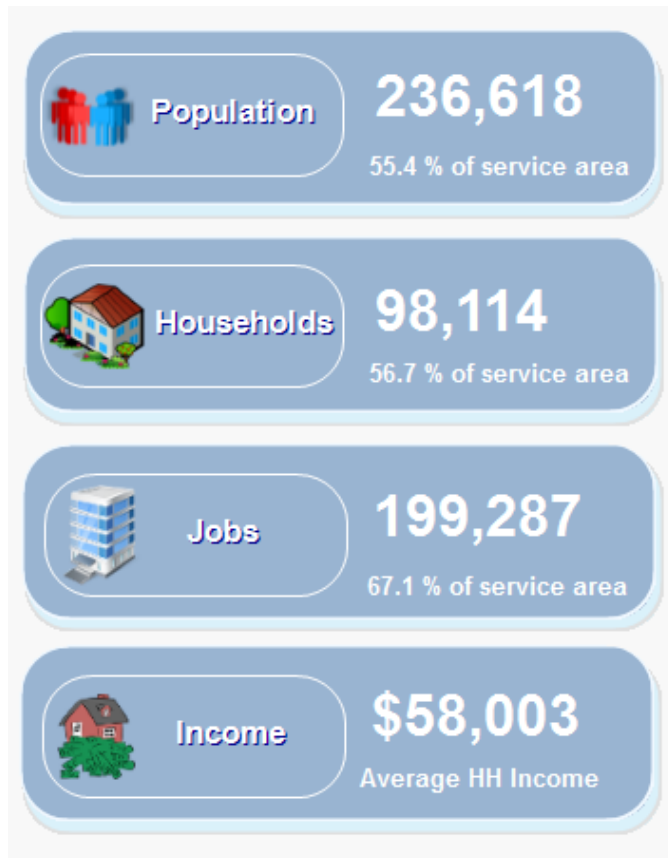
Saturday Service Change



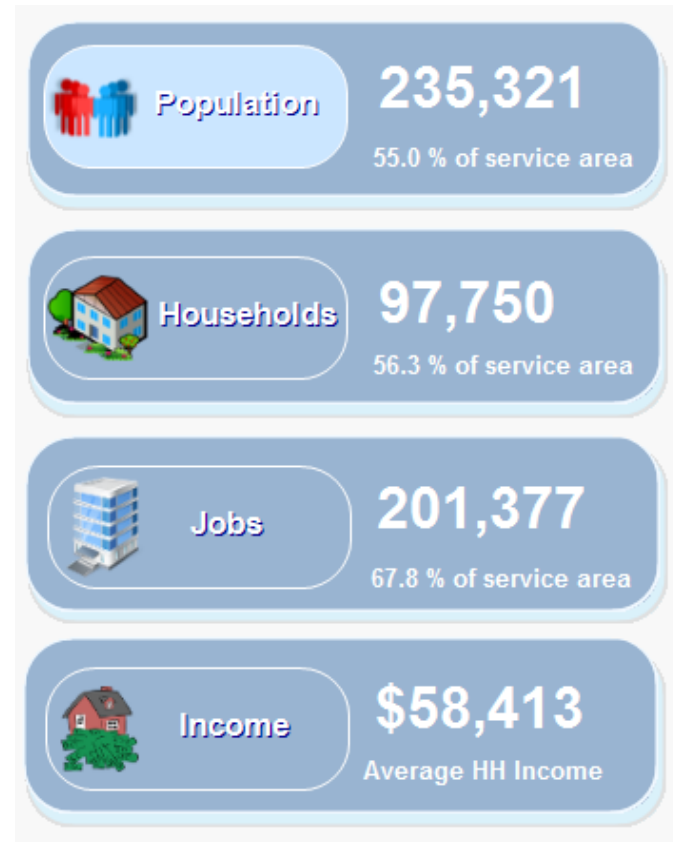
Sunday Service Change

# Service Change Analysis- Access to Transit:

## Original Network

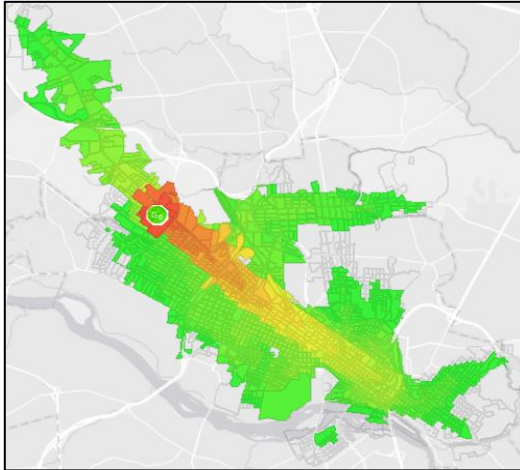


## Redesign Network

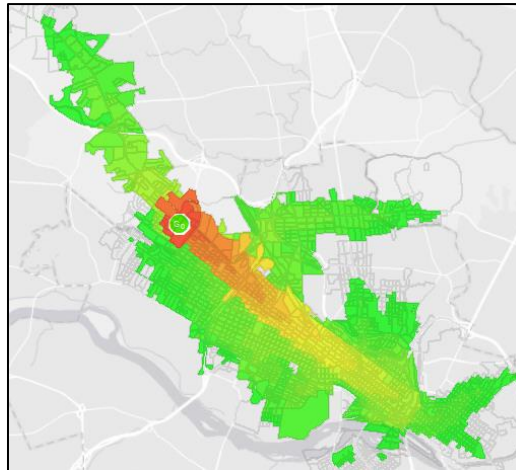


# Service Change Analysis- Network Accessibility:

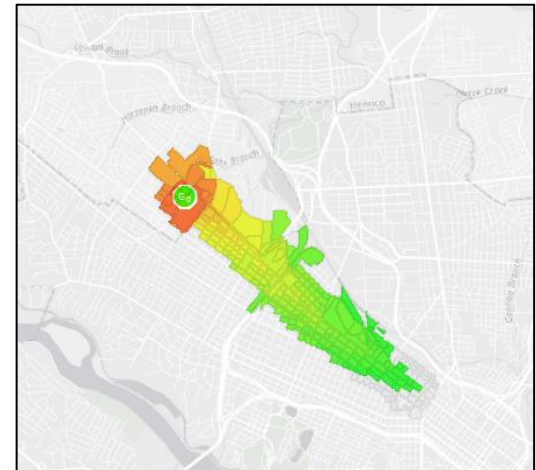
Willow Lawn  
60 minute 1 transfer



Willow Lawn  
60 minute 2 transfers

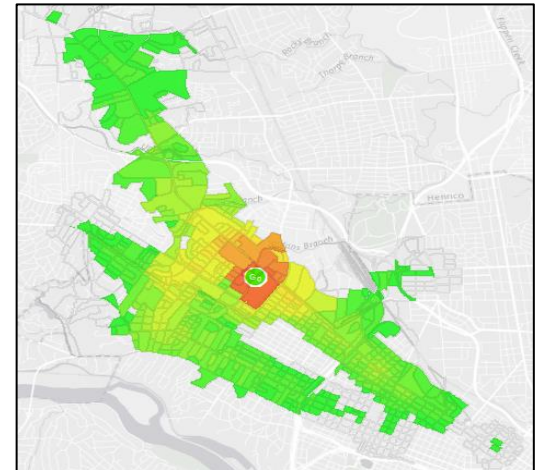
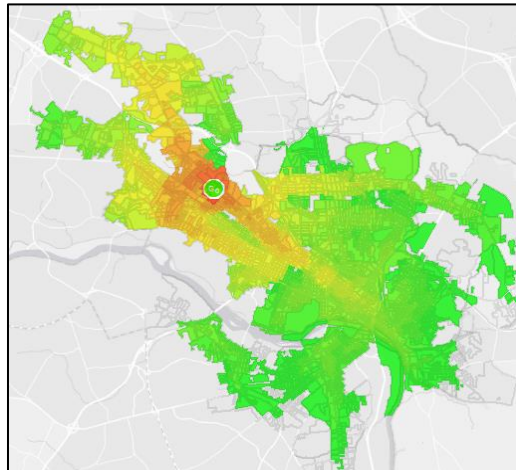
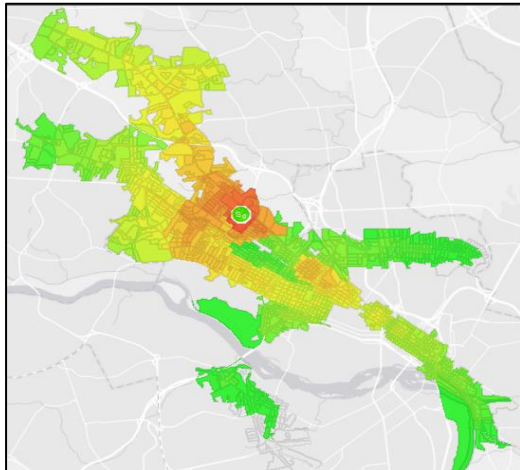


Willow Lawn  
30 minute 2 transfers



Original  
Network

Redesigned  
Network





# Implementation Efforts:

- Marketing
  - Marketing Contract
  - Public Meetings
  - Newspaper Ads
  - TV Commercials
  - How to Videos
  - Bus Boards
  - Radio Commercials
  - Free Rides
- Customer Service
  - Additional Customer Service Reps
  - Extend Customer Service Hours
  - Outreach Ambassadors
  - Travel Buddies
- IT
  - Network Comparison Trip Planner
  - CleverWorks
- Operations
  - System Overview Sessions
  - Route Maps
  - Turn-by-turn Sheets
- Planning & Scheduling
  - Scheduling
  - Route & System Maps
  - Public Timetables
  - Bus Stop Signage

# Bus Stop Signs:

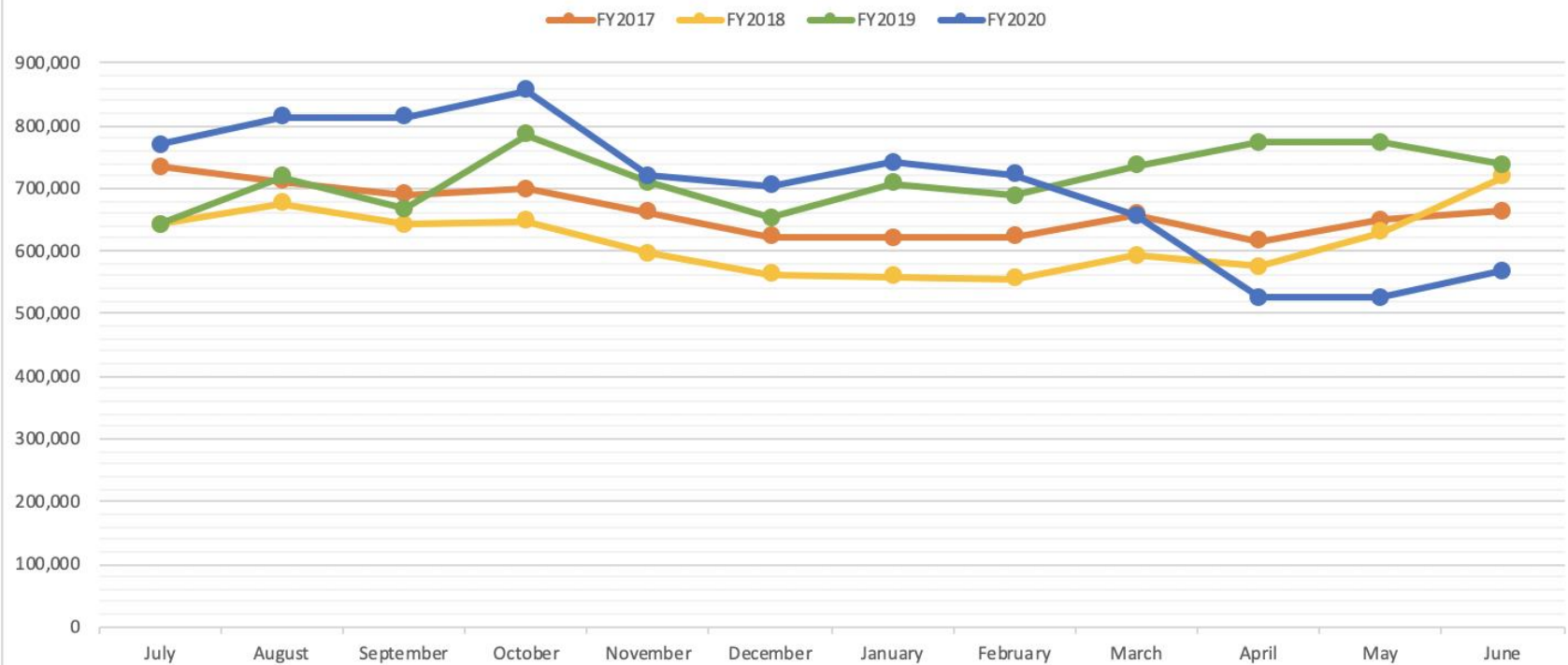
- Implemented spacing policy
  - Consolidation: from 1,900 to 1,600 stops
- Replaced route blades
- Used temporary sleeves to cover prior to launch
- Volunteers assisted in removing sleeves the day before launch



# Obstacles Overcome:

- Individuals against transit on their street
- Learning curve for operators and customers
- Popularity of the Pulse in the first week
- Condensed timeline

## Ridership Trends by Month



Month	Quarter	FY2017	FY2017QTR	FY2018	FY2018QTR	FY2019	FY2019QTR	FY2020	FY2020QTR
July		733,963		641,316		641,421		768,667	
August	Quarter 1	711,460	2,135,201	675,734	1,959,506	718,693	2,026,465	814,000	2,396,534
September		689,778		642,455		666,351		813,867	
October		699,294		647,438		784,569		856,007	
November	Quarter 2	661,684	1,983,094	596,306	1,806,046	708,693	2,145,631	720,258	2,279,488
December		622,117		562,301		652,369		703,223	
January		620,235		559,548		706,619		740,996	
February	Quarter 3	623,225	1,900,570	556,125	1,707,369	688,236	2,131,391	721,958	2,118,512
March		657,111		591,696		736,536		655,558	
April		615,225		574,313		773,300		525,962	
May	Quarter 4	648,490	1,926,477	629,686	1,921,414	773,700	2,284,183	525,383	1,619,610
June		662,762		717,415		737,183		568,265	
<b>Sub-total Q1 + Q2 + Q3 + Q4</b>			<b>7,945,342</b>		<b>7,394,334</b>		<b>8,587,670</b>		<b>8,414,144</b>

# Regional Growth:

- Enhanced service in Henrico County
- Service agreement with Virginia Commonwealth University as primary transit provider
- Enhanced service in Chesterfield County
- Establishment of the Central Virginia Transportation Authority
  - Dedicated transit funds from gas and sales tax



Questions?

