

GRTC BUS RAPID TRANSIT

Virginia Transit Association Annual Conference
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Multimodal Transportation & Strategic Planning
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EVERY 10 MIN.

GRTC
pulse
BUS RAPID TRANSIT

I ❤️ RICHMOND

ARRIVING 2017

OFF PEAK EVERY 15 MIN.

I ❤️ HENRICO



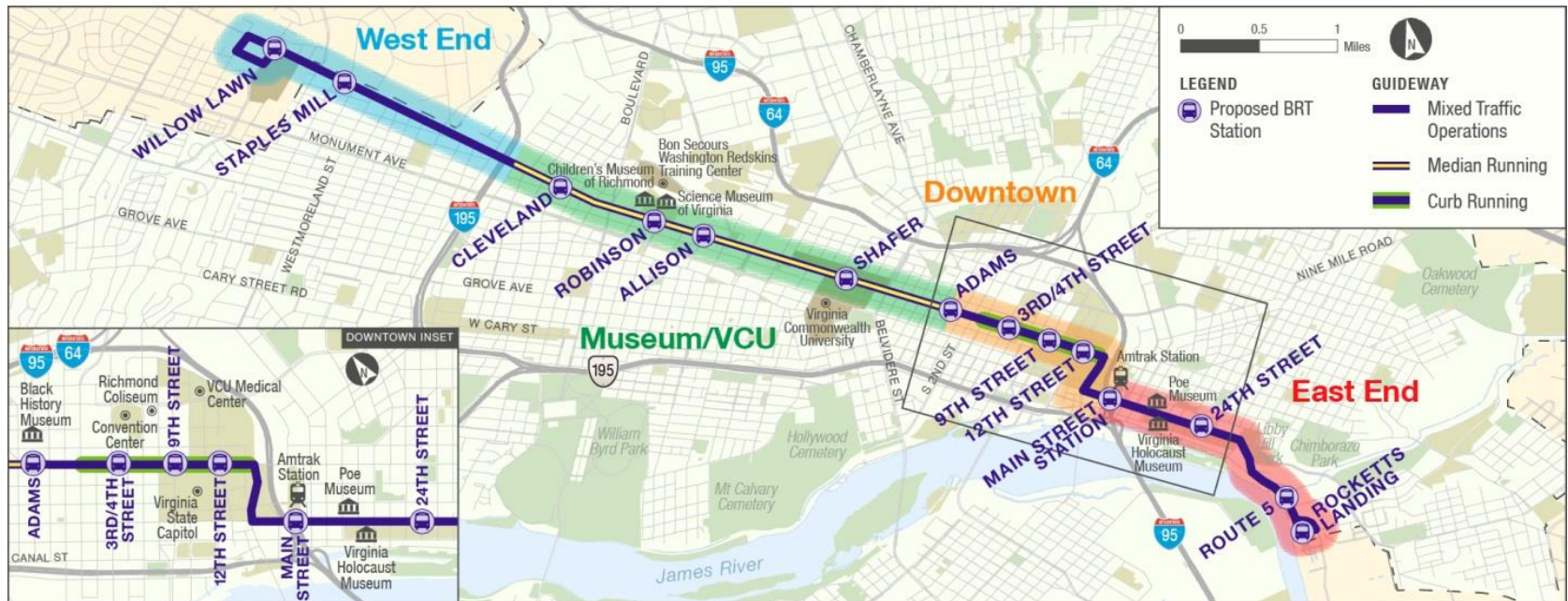
Project Description

GRTC Pulse is a modern, high quality, high capacity rapid transit system that will serve a 7.6 mile route through the high-density and high-ridership areas along Broad Street to Main Street in the City of Richmond, terminating on the East End at Rocketts Landing and on the West End in Henrico County at Willow Lawn.



Corridor Description

- **Route length:** 7.6 miles on Broad St., 14th St. & Main St.
- **Dedicated Bus Only Lanes:** 3.2 Miles (Thompson to Foushee and 4th St. to 14th St.)
- **14 Station Locations:** 5 median and 9 curbside



Key Elements of Success

- Technical Capabilities
 - Have a strong planning team that can navigate the rigorous journey associated with a major capital transit project
 - Convene a core multidisciplinary team comprised of transportation and land-use planners, engineers and design professionals
- Public and Stakeholder Involvement
 - Engage the public early and often
 - Be creative about the public involvement and do not limit yourself to traditional public meetings
 - Identify community leaders who can communicate the benefits of the projects
- Identify a Champion for the Project
 - Ideally this is an elected official or someone in an executive position with the locality or agency
 - This person will provide stability to the project *when* debate over the project occurs.



THANK YOU!!
ARRIVING OCTOBER 2017!

