

BROAD STREET

RAPID TRANSIT STUDY



Study Background

Over the last decade, three transportation decision-makers – GRTC Transit System, Virginia Department of Rail and Public Transportation (DRPT), and Richmond Area Metropolitan Planning Organization (RAMPO) – have worked to devise an integrated strategy for investment in a regional transit infrastructure.

Though the following three reports were completed independently of each other, they are clearly complementary, frequently cross-referencing each other to demonstrate how they support a broader vision.

- GRTC Comprehensive Operations Analysis (2008)
- City of Richmond Downtown Master Plan (2009)
- Richmond Regional Mass Transit Study (2008)

Links to these documents are available on the study Web site at: <http://study.ridegrtc.com>.

In these plans to upgrade the region's transit options, Broad Street consistently emerged as a prime candidate for transit improvement with frequent recommendations that the corridor proceed to the next phase of study.

Rapid transit improvements are now being examined along a seven-mile section of Broad Street between Rocketts Landing and Willow Lawn. Broad Street is central to the economic activity of the metropolitan area, linking the residential areas east and west of the corridor with the government offices and commercial activities downtown, as well

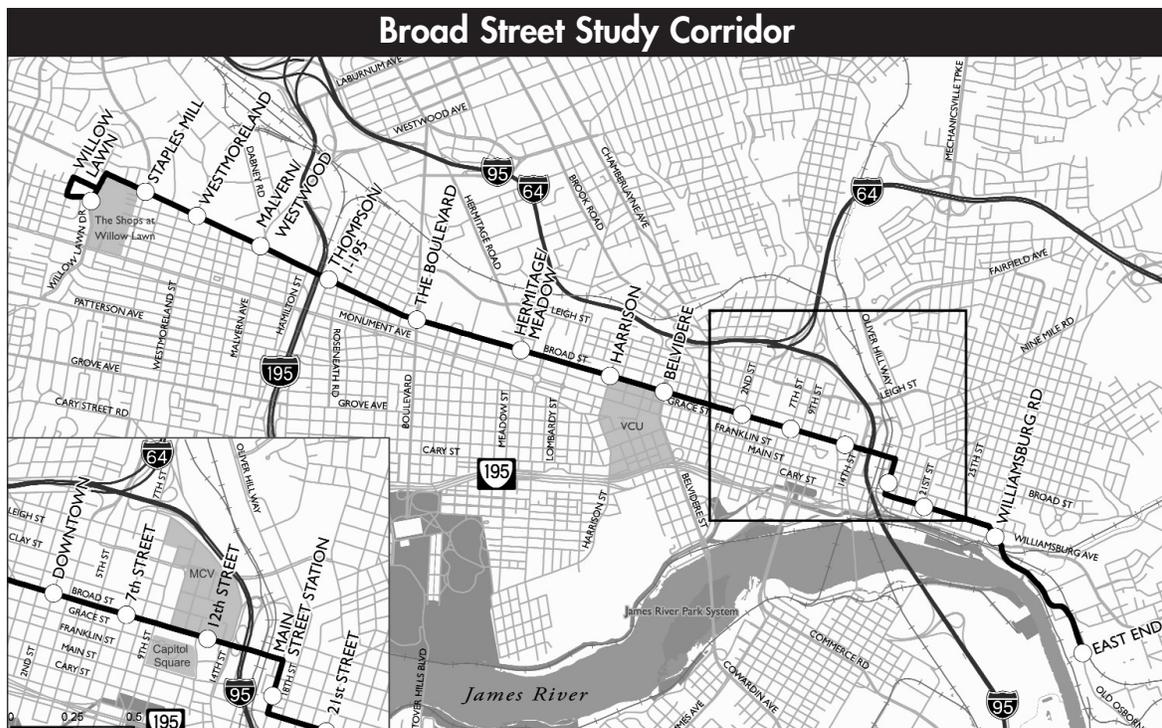
as the industrial land uses immediately north of the corridor. This important roadway and transit route serves numerous commercial and residential areas and averages more than 700 bus trips daily. The study team will evaluate different approaches to introducing Bus Rapid Transit (BRT) to Broad Street. BRT uses a combination of new routes, stations, and roadway improvements to provide a faster, more efficient transit service.

Study Purpose and Need

The purpose of this study is to identify a package of improvements that will provide rapid, reliable transit service to increase overall mobility and serve existing patterns of transit-oriented development and redevelopment in the corridor.

This study will seek to identify the transit improvement(s) best able to serve the following key needs:

- Increase overall mobility and support GRTC's Comprehensive Operations Analysis recommendations for a more efficient and effective organization of transit services
- Serve existing patterns of transit-oriented land use and support local plans to generate new transit-oriented development (TOD)
- Provide an attractive alternative to the automobile for east-west travel in terms of time and convenience
- Improve the environmental quality of the region and support the attainment of Environmental Protection Agency (EPA) air quality goals



STUDY SCHEDULE

Fall 2009-Winter 2010 (WE ARE HERE)

- Scoping
- Define Purpose and Need
- Define Initial Alternatives
- Public Meeting #1

Winter 2010-Summer 2010

- Conduct Initial Screening of Alternatives
- Define Detailed Alternatives
- Conduct Detailed Traffic Analysis
- Evaluate Station Locations
- Study Station Area Land Use
- Public Meeting #2

Summer 2010 – Spring 2011

- Develop Station Prototypes
- Assess Environmental Impacts
- Final Results of Alternatives Analysis/
Environmental Assessment process
- Recommend Locally Preferred Alternative
- Public Meeting #3

Where We Are Today: Scoping and Defining the Purpose & Need

At this time, we'll address Scoping and the Purpose and Need of the study. **Scoping** begins the formal environmental review and analysis process for the various solutions being considered. It begins a partnership with the public to understand issues and concerns. During Scoping, we determine the range of feasible alternatives/solutions to be addressed and issues related to each of them, especially the environmental impacts they may have.

The study **Purpose and Need** addresses the issues that need to be solved. During this initial study phase, the team also will identify the major activity centers that are served by Broad Street to determine solutions for connectivity. These solutions may include doing nothing (No Build) or build options where improvements are made. Read on to learn more about the **Alternatives Under Study**.

ALTERNATIVES UNDER STUDY

No Build Alternative

The No Build Alternative represents future conditions if **no improvements** are made beyond those already planned. It is used to assess the performance of the other alternatives.

Baseline Alternative

The Baseline Alternative is the **lowest cost alternative** for addressing the needs in the Broad Street corridor. It represents the best that can be done without a major capital investment.

Build Alternatives

Build Alternatives seek to address the needs of the Broad Street corridor through **capital investment**. They provide a peak-travel period fixed guideway for some or all of the corridor.

What is BRT?

Bus Rapid Transit (BRT) is a high quality, high capacity rapid transit system that offers many of the advantages of rail transit but at a lower and more affordable cost. Instead of trains and tracks, BRT invests in improvements to vehicles, stations, operations, roadways, rights-of-way, intersections and traffic signals to speed up bus transit service.

BRT is not a uniform, turn-key transit technology, but represents a spectrum of service enhancements. BRT systems are constructed by choosing and integrating among various BRT elements. The integration of elements improves system performance and the experience for customers, with the overall goal of making the BRT line accessible, attractive, reliable and, above all, rapid.

Add Your Voice to the Discussion

We invite your input on a variety of topics including: the Purpose and Need, Alternatives Under Study and the issues to be studied in the Environmental Assessment. Comments can be submitted for the record in one of three ways:

- Provide written public comments at a citizen information meeting.
- Provide written comments at any time during the public comment period using the electronic comment form at <http://study.ridegrtc.com>
- Mail written comments at any time during the public comment period to: Larry Hagin, Director of Planning, GRTC Transit System, 301 East Belt Blvd., Richmond, VA 23224.

The formal public comment period ends on **Saturday, March 27, 2010**.

What's Next?

Following the public meetings, the study team will review and summarize all comments received and begin to determine viable alternatives to refine and evaluate further. Those that are carried forward in the study process will be presented at the next public meeting/workshop tentatively scheduled for late Summer 2010.

How Can You Stay Informed?

To stay involved and informed about the progress of the Broad Street Rapid Transit Study, either visit the study Web site and submit your contact information on the "Keep Me Informed" page or provide your name, postal address, e-mail address and any group affiliation to: Larry Hagin, Director of Planning, GRTC Transit System, 301 East Belt Blvd., Richmond, VA 23224