PUBLIC MEETING #2: ALTERNATIVES DEVELOPMENT:
SUMMARY REPORT

GRTC and DRPT held public information meetings to discuss alternatives under review on October 19 and 20, 2010 for the Broad Street Rapid Transit Study. The purpose of the October 2010 public meetings was to provide citizens with an update on the project and gather input regarding the recommended route alignment, station locations and transit improvements for the rapid transit study. Citizens were invited to provide comments about the proposed transit improvements before, during and after each meeting through various formats. The public information meetings satisfy a requirement of the National Environmental Policy Act that the public be given an opportunity to provide input on alternatives to be studied.

The meeting notification process, information presented, comments received from the general public and agencies, and responses to comments are presented below.

1.0 NOTIFICATION OF PUBLIC MEETINGS

Notification for the public meetings was accomplished in a variety of ways, including posting updated study information and meeting dates on the study website, newspaper advertisements, postcard direct mail notifications, email announcements, bus shelter posters, press releases, and distribution of flyers. These methods are described below.

1.1 Study Website

The study website was updated to include updated study information and schedule, public meeting notice, downloadable meeting flyer, and electronic and downloadable comment forms. The study website can be viewed at http://study.ridegrtc.com. A screen capture of the “Get Involved” page is included in the Appendix A.

1.2 Newspaper Advertising

Newspaper advertisements were placed in several newspapers in the City of Richmond and Henrico County. Further details about the placement of the advertisements are shown below in Table 1-1. Copies of the advertisements are included in Appendix A. Newspaper advertising notifications were supplemented by a postcard direct mail notification and flyers that were also distributed in the study area.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Advertisement Dates</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richmond Times Dispatch</td>
<td>10/4 &amp; 10/16</td>
<td>4 columns by 6 inches</td>
</tr>
<tr>
<td>Henrico Citizen</td>
<td>10/7</td>
<td>4 columns by 6 inches</td>
</tr>
<tr>
<td>Richmond Free Press</td>
<td>10/7</td>
<td>4 columns by 6 inches</td>
</tr>
</tbody>
</table>
1.3 E-Mail Announcements
Study information and public meeting details were sent via e-mail to approximately more than 700 contacts in the stakeholder database. E-mail notifications were further disseminated by various group contacts on the database such as city public information officers for DRPT, City of Richmond, Henrico County, business and community organizations, council liaisons to their constituency, business and human service organization advocates. Copies of the e-mail announcements are included in Appendix A.

The email distribution list included the following groups:

- Policy Advisory Committee (PAC)
- Technical Advisory Committee (TAC)
- Public Involvement Offices (PIOs)
- Elected Officials and Community Leaders
- Citizens (those who requested to be included via the study website or at the first set of public meetings)
- Multimodal/Transit Users - RideFinders participants and Employee Travel Coordinators
- Business/Institutional Community
- Community Organizations & Special Interest Groups
- Environmental Justice Populations
- Richmond Regional PDC e-mail list

Three separate e-mails were sent out as follows:

- E-mail #1: 10/6/10: Initial announcement of the public meeting with links to website.
- E-mail #2: 10/18/10: A second announcement was sent to emphasize the meeting dates.
- E-mail #3: 11/17/10: A final reminder to comment was sent to all contacts with a link to the electronic comment form.

City of Richmond and Henrico County Public Information Offices and City Council liaisons complemented study team efforts by sending meeting information out through their own e-mail distribution systems. These groups were sent an email on 10/6/10 that offered them various outreach tools (ad, TV cable slide, PSAs, email alert) for them to distribute to citizens and stakeholders. DRPT sent a meeting reminder email on October 19 to their stakeholder lists (staff, grantees, Commonwealth Transportation Board, RideFinders Advisory Board, press request lists).

1.4 Bus Shelter Posters
GRTC developed bus shelter posters based on the newspaper advertisement and flyer copy to promote the study to transit riders. The poster placements were selected to inform Broad Street pedestrians and motorists of meetings. Large posters were mounted in three shelters along the Broad Street bus route in the study area. A copy of the shelter posters is included in Appendix A.

1.5 Media Relations
Local and government media play a vital role in helping to disseminate important information to both citizens and special interest groups. In the weeks prior to the meetings, information was distributed to
the public via print and electronic media including newspaper, radio, television and internet. Members of the press were sent media advisories and public service announcements. Several articles appeared in the local newspapers and morning and afternoon news shows mentioned the study, meeting dates and locations. Press releases are included in Appendix A.

1.6 News Releases
To broaden message distribution, news releases were sent to local print and broadcast media as well as minority media in the Richmond metropolitan area. A series of news releases were developed and distributed as follows:

- 10/12/10: News Release and Public Service Announcements (for broadcast use) were distributed to local and regional media outlets and interviews were pitched and developed. The following media outlets covered the meetings and discussed the study: Richmond Times Dispatch, WWBT TV 12 (NBC), WTVR TV 6 (CBS) and WRIC TV 8 (ABC).
- 10/6/10: Public Service Announcements and a Calendar of Events slide was distributed to Henrico County and City of Richmond government access cable television stations. City of Richmond and Henrico County posted meeting information on their government access cable stations, on their websites, on city/county calendars, via social networking sites: FaceBook and Twitter.
- 10/7/10 & 10/19/10: DRPT included news release information in their agency’s electronic RSS Feed.

The local television and print media covered both public meetings.

1.7 Postcard/Direct Mail Notification
Two weeks prior to the October meetings, 300 postcards were mailed to study participants and other key stakeholders and an additional 200 postcards were distributed by USPS in packages to be displayed at area libraries, RideFinders offices, and GRTC Transit as major distribution points. A copy of the postcard is included in Appendix A.

The postcard mailing list included the following groups:
- Elected Officials
- Meeting Participants
- Comment Participants
- Social Service Organizations (including Senior and Disability Groups)
- Property Owners
- RideFinders (ETCs)
- Community Organizations

A copy of the postcard/direct mail notification is included in Appendix A.

1.8 Flyers
Two weeks prior to the October 19th and 20th, 2010 meetings, a downloadable flyer (version of the newspaper ad) to promote the meetings was placed on the study website and sent as an attachment on e-mailed notices. Citizens were encouraged to print and post the flyer at various businesses, schools, community centers and government buildings. Distribution was focused on the corridor and in the areas surrounding potential transit stations, complementing the postcard sent out earlier by the team. During the first phase of the effort, leasing offices of many major apartment and condominium complexes were contacted to serve as distribution points for the flyers in addition to the Boys and Girls
Club and several Subway and Exxon locations along the corridor. Emails of the flyer were provided to each of these contacts to further distribute into the community. For those not located in the Broad Street corridor, flyers were sent as attachments using the e-mail distribution list. The flyers were also sent to the Public Involvement Committee representatives for further distribution. A copy of the flyer is presented in Appendix A.

1.9 Environmental Justice and Other Special Targeted Outreach

Special targeted outreach was conducted to ensure that diverse segments of the population were given the opportunity to become involved with the study. Targeted outreach included continuing to identify contacts representing low income, minority, seniors, disabled, human service groups and organizations that advocate and/or provide services on their behalf. Additionally, businesses along Broad Street, particularly those near the potential station areas were included. Approximately 50 retail and business owners on Broad Street were added to the mailing database from the first phase of the study. Prior to the October 2010 meetings, they received a mailed postcard to announce the 2nd meeting dates. Additionally, many received packaged postcards for distribution through their businesses in the weeks leading up to the meetings. Advertisements and flyers using simple language were generated in both electronic and print versions to engage audiences. All groups and individuals identified through this process were provided information regarding the project, the public information meetings, and asked to help disseminate information. Social Services, Disabilities Boards, the Area Agency on Aging and the NAACP were included in addition to community centers, universities, neighborhood associations and businesses.

Transit users were reached via bus shelter posters displayed at key stops to inform transit users of the study and of the meeting dates. Bus shelter posters with large visual images also were developed to inform transit users.

Public meetings were held at ADA and transit accessible locations. All informational materials and meeting notifications were developed in an easy-to-read format and included visuals as appropriate. The meeting notifications and the public meeting presentations included study area maps and other visuals such as Bus Rapid Transit photos and aerial views of study alternatives.

1.10 Public Involvement Committee

Throughout the scoping phase of the project, the PIOs were provided information to disseminate to their City/County groups. An email on 10/6/10 provided multiple outreach tools to distribute to citizens and stakeholders. These tools included a news release, TV cable slide, public service announcement, announcement flyer and email alert.

The City of Richmond and Henrico County PIOs complemented the GRTC’s and DRPT’s efforts by sending meeting information through their e-mail distribution system and included study information and links on locality websites and on their official social networking sites: Face Book and Twitter. City Council liaisons for Richmond and Henrico County distributed study and meeting information to their e-mail lists.

2.0 SUMMARY OF PUBLIC SCOping MEETINGS

Open-house public information meetings were held October 19 and 20, 2010 from 6:00 p.m. until 8:00 p.m. Formal presentations were offered at 7:00 p.m. each night followed by a question and answer
period. Upon arrival, attendees were given a public meeting handout providing background on the study and a comment form.

Throughout the evening, project display boards were available for public review and members of the project team were present to answer questions. Meeting attendees were encouraged to provide written comments at the meeting, mail comment forms to the project manager or comment electronically by November 19, 2010.

2.1 Public Information Meeting Attendance
Both public information meetings were well attended with more than 91 in attendance over both nights. Details are provided in Table 2-1. Sign in sheets from the meetings are presented in Appendix B

<table>
<thead>
<tr>
<th>Meeting Date</th>
<th>Meeting Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, October 19, 2010</td>
<td>DMV West Broad Street</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Richmond, VA 23220</td>
<td></td>
</tr>
<tr>
<td>Wednesday, October 20, 2010</td>
<td>Main Street Station</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>Richmond, VA 23230</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>91</td>
</tr>
</tbody>
</table>

2.2 Meeting Agenda
The agenda for the public meeting is presented in Table 2-2 below.

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic/Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 p.m.</td>
<td>Open House Public Information Meeting begins</td>
</tr>
<tr>
<td>7:00 p.m.</td>
<td>Opening remarks, introduce elected officials</td>
</tr>
<tr>
<td></td>
<td>• Larry Hagin, GRTC Transit System</td>
</tr>
<tr>
<td>7:10 p.m.</td>
<td>Presentation</td>
</tr>
<tr>
<td></td>
<td>• Larry Hagin, GRTC Transit System</td>
</tr>
<tr>
<td></td>
<td>• Amy Inman, DRPT</td>
</tr>
<tr>
<td></td>
<td>• Gibran Hadj-Chikh, PTG</td>
</tr>
<tr>
<td>7:40 p.m.</td>
<td>Citizen Comments, Formal Questions and Answers moderated by Larry Hagin, GRTC Transit System</td>
</tr>
<tr>
<td>8:00 p.m.</td>
<td>Open house (informal discussion and questions and answers)</td>
</tr>
<tr>
<td>8:00 p.m.</td>
<td>Public Information Meeting ends</td>
</tr>
</tbody>
</table>

A copy of the PowerPoint presentation given at the meetings is included in Appendix C.

2.3 Meeting Displays
Display boards were positioned around the room and included:
• Alternatives Analysis/ Environmental Assessment
• Study Overview and Background
• Draft Project Purpose
• Need for the Project
• What is Bus Rapid Transit?
• FTA Application Process
• Project Justification: User Benefit
• Initial Screening of Alternatives
• Summary of Alternatives
• Route and Station Recommendations
• Alternatives for Detailed Study
• Transit Supportive Elements
• West End
• Museum/VCU
• Downtown
• East End
• Ways to Stay Involved

Copies of the display boards are included in Appendix D. Following the meetings, the display boards/meeting presentation materials were posted on the study website.

2.4 Meeting Handouts
Meeting handouts included the comment form and study fact sheet. Copies of these are included in Appendix E.

2.5 Special Assistance
Sign language interpreters were on reserve but were not requested for the public meetings. Those with special needs were asked to contact GRTC Transit System at least 48 hours in advance of the meetings. No calls were received. Both meeting locations were ADA compliant.

3.0 SUMMARY OF COMMENT PROCESS AND COMMENTS RECEIVED
Public meeting participants were encouraged to provide comments for the study team. Printed comment forms were available at each meeting, a PDF comment form was made available on the study website and an electronic comment form was circulated by e-mail and promoted before and during the meetings. The formal public comment period ended on Friday, November 19, 2010. A copy of the comment form is included in Appendix E.

Written comments were accepted at any time during the public comment period using the electronic comment form at http://study.ridegrtc.com. Written comments were also accepted at each information meeting or by mail to GRTC. By the close of the formal comment period, the public and agencies submitted 58 comments.

A summary of the comments received follows. A detailed summary of the comments made and the project team’s responses to the comments is presented below in Section 4.

• Support for the proposed BRT system was good. Although concern was expressed regarding the exact details of implementation, including objections to GTRC spending more tax dollars to fund a
study that doesn’t include light rail, most were encouraged by that a project was underway to enhance the transit system in Richmond. Several comments indicate that a desire reduce traffic congestion and automobile dependence in the Richmond region.

- **Project alignment.** There were multiple supporters for the shift of alignment to use 14th Street as the north/south connection between Broad and Main Streets; a previous point of public concern. However, some people stated that Broad Street is a far too busy transit and automobile corridor and that other parallel routes should be explored. Suggested alternatives include Main Street, Grace, Leigh and Monument Avenue.

- **Support for expansion of currently planned system.** Many comments indicate that extension of the BRT route is desired. More specifically, some people indicated a need for the BRT to operate further west to areas such as Short Pump and east to Church Hill and the airport. Similarly, extension to activity centers such as Carytown, The Diamond, the financial district, nursing homes, and malls currently in the proposed service area are seen by the public as important.

- **Support for median running guideway.** Many comments indicated that the preferred alternative should include a median running guideway between I-195 and 14th Street. Concern was noted for the transition between a median and curb running guideway. Comments include concern that the BRT will be slowed when mixing with local bus service and that operationally making the transition will be difficult for large buses.

- **Operations and logistics with regard to a transfer center.** Another concern raised by the public is the implementation of the GRTC transfer center and its coordination with the BRT route. It was noted that Broad Street is too congested with bus traffic and that the BRT will only increase traffic congestion and reduce parking, exacerbating the existing problems. It was indicated that a transfer center was needed to take buses off Broad Street and improve GRTC operations.

- **Support for current and planned transit-oriented development.** Comments also were made about the need for an enhanced transit system in order for Richmond to be able to support current and planned transit-oriented development. Urban amenities and streetscaping are seen as a must to support the BRT system and help revitalize the city.

- **Study process.** There is some concern for the planning process, although comments vary significantly. Some of the common themes include concern that transit dependant populations are being overlooked in this study. Additionally, some feel that this project is too small and should be expanded to include rail and/or a longer route.

- **Station placement.** The most common theme regarding station placement is that there are too many stations in the downtown area. Some noted a worry that too many stations will slow operations significantly. In addition to various specific station location recommendations, the public supports inclusion of station amenities such as shelters, recycling bins, signage and route information.

### 4.0 RESPONSES TO COMMENTS

For this report, each comment was reviewed and summarized to capture the substance of the issues raised. Similar comments have been grouped together by subject as follows:

- **Purpose and Need for Proposed Action**
- **Alternatives Analysis**
In addition to the written comments and questions summarized below. Respondents were also asked whether or not they support the currently proposed build alternative. Of the 58 respondents, 30 indicated their support for the build alternative, five respondents did not support the build alternative, and 23 abstained from answering.

4.1 PURPOSE AND NEED OF PROPOSED ACTION

Comment: I support this project and look forward to using the BRT to commute to work downtown and run errands during lunch.

Response: Thank you for your comment.

Comment: I feel we need to reduce traffic and car dependence in this region. This project is a great step forward.

Response: Two of the key goals of the project are to improve local and regional mobility in Richmond and to create a multi-modal transportation system with attractive travel choices. The current study will help to determine if the introduction of BRT would result in improved regional and corridor mobility through reductions in travel times and more frequent service along the corridor. This study will assess the potential for BRT to increase transit ridership, improve transit service and reliability, decrease travel times, and support higher density land uses along the corridor. Another important objective of the study is to promote transit use among choice riders by making transit service in the corridor competitive with the private automobile.

Comment: I support transit enhancements, but believe it should be a light rail/trolley system, not bus.

Response: Previous regional planning efforts and a Technology Assessment conducted as a part of this Study, have determined that BRT would be the most cost-effective investment for the Broad Street Corridor at the present time. Its technical attributes would allow it to address local transportation needs, support economic development plans and achieve environmental objectives, all within difficult fiscal constraints. Most importantly, the lower capital costs of BRT would make it a more competitive candidate for Small Starts funding, while offering the opportunity to phase in rail alternatives once ridership and land use in the study area warrant further investment.

4.2 ALTERNATIVES ANALYSIS

4.2.1 Alignment
Comment: BRT alignment should be extended west to areas such as Libbie Place, Innsbrook and Short Pump.

Response: As a part of the Richmond Regional Mass Transit Study (2008), the Richmond Area Metropolitan Planning Organization (Richmond Regional Planning District Commission) conducted a detailed study of the potential growth and changes in population, employment, and land use throughout the Richmond region to develop and implement a program of regional mass transit improvements. The result of this study was a set of recommendations for new transit service and improvements to the existing transit system. The recommendations were divided into three tiers for implementation based on the corridors and modal alternatives (i.e., BRT, light rail, express bus) that would be the most likely to have supportive land use and high enough employment and population densities.

For the Broad Street corridor, this plan recommended both a Tier I and Tier II project to implement BRT service. The Tier I recommendation was to implement BRT from Rocketts Landing to Willow Lawn; the Tier II recommendation was that BRT service should be extended from Willow Lawn to Short Pump. The Broad Street corridor was recommended for a Tier I transit improvement project because it has the highest existing and projected population and employment densities and the most transit supportive land use in the Richmond region.

Comment: Broad Street is a vital artery for the region and is already congested with cars and bus traffic. The BRT should use parallel routes such as Grace, Leigh, Monument or Main Street.

Response: In addition to the Richmond Regional Mass Transit Study (2008), which identified transit improvements along Broad Street between Willow Lawn and Rocketts Landing, there are also statistical and operational reasons for operating the BRT route along Broad Street. Specifically, Broad Street serves as the spine of the GRTC’s transit operations. A majority of riders, routes, and transfers occur along this corridor. Altering the operations along Broad would significantly impact the thousands of current riders and the many routes that operate there.

In addition, the impacts to general traffic as a result of implementing BRT service on Broad were studied. This impact assessment suggests that Broad Street will continue to function at an acceptable LOS in the peak hour.

Furthermore, compared to the parallel routes suggested here, Broad Street is the only roadway currently operating with two-way traffic and has the largest right of way width. As a result, the least impact on infrastructure and therefore capital costs will be associated with implementing the service along Broad Street.

Comment: I support the 14th Street transition over 17th Street, but think that other options such as Governor Street could be more advantageous to the project.

Response: The project team studied several alternatives to make the connection between Broad and Main: 8th/9th, Governor Street, 14th Street, 21st Street, and 25th Street. The study of these alternatives determined that 14th Street was the most logical connection because it provides direct access to both MCV and Main Street Stations (both critical activity centers), has the largest ROW of the north/south options, and already accommodates bus service minimizing disruption to the current traffic patterns.

Specifically regarding the Governor Street option, this connection route has specific security concerns due to its proximity to state offices and the Governor’s mansion. Due to these safety concerns it is likely that the bus would be slowed down significantly in order to pass a security check point.
access the road. In addition, the roadway is currently closed to vehicular traffic and would likely require policy and infrastructure change in order to accommodate the bus.

Comment: I am concerned that not enough of the activity centers in Richmond are being met. Areas such as the financial district, Carytown, The Diamond, retirement facilities, regional malls, and neighborhoods in surrounding jurisdictions have been overlooked by this alignment. Extend spurs from the proposed alignment to serve these areas.

Response: The Broad Street corridor was recommended for transit improvements because it has the highest existing and projected population and employment densities and the most transit supportive land use in the Richmond region. However, it is understood that not all activity centers in the Richmond region are present along this corridor. This project is meant to serve as a starting point for regional improvements to the transit system, which can expand in future years to serve other major activity centers in the region.

Comment: The alignment should serve Church Hill instead of going to Rocketts Landing due to the existing ridership in Church Hill.

Response: First and foremost, as part of the FTA application process the incorporation of a BRT route cannot create a negative impact to existing riders. As a result, the BRT route is planned as an overlay system to supplement the current GRTC service. Therefore, the service that currently serves Church Hill will remain in place regardless of the proposed BRT alignment.

Secondly, the Church Hill neighborhood was specifically investigated as part of the study. Specifically, origin/destination survey data for GRTC riders in Church Hill was used to assess travel patterns, population and employment data was studied to identify potential for ridership, and major activity centers were assessed. The result of the study revealed several advantageous attributes of serving the Main Street corridor terminating at Rocketts Landing. The Main Street corridor has closer proximity to the financial district which is major employment center; contains multiple redeveloped apartment buildings that have higher residential densities than Church Hill; allows the BRT route to directly serve Main Street Station, an important regional intermodal link; and provides the potential to extend BRT service further east to developments along Route 5. In addition, survey data revealed that a majority of riders originating in Church Hill start their trip over a half mile away from Broad Street, which would require a transfer to the BRT service or excessive walking distances.

Comment: The alignment should serve the Richmond International Airport.

Response: Another corridor that was included in the Regional Mass Transit Study (2008) was limited stop service to the airport. As noted earlier, the currently proposed system is meant to serve as the start of improvements to the greater regional transit system. Extensions and additions to this service are expected in the future.

Comment: I do not support Rocketts Landing as the terminus of the route.

Response: Rocketts Landing was identified as the route terminus in the Richmond Regional Mass Transit Study (2008), which was used to establish the preliminary station locations for this project. A terminus at Rocketts Landing is supported because it is expected to be a large multi-use development and will contribute to route ridership. According to property managers, at build-out Rocketts Landing is expected to contain 4 million square feet of commercial space and over 1,500 residential units. In addition, route alignment along Main Street heading towards Rocketts Landing allows for the BRT...
route to connect with the multiple high density apartment buildings in the area and the potential to extend BRT service further east to developments along Route 5.

Comment: I support Rocketts Landing as the terminus of the route, especially due to the expected development in the area and further east on Route 5.

Response: Comment noted. Thank you for your input.

4.2.2 Guideway

Comment: The transition from the median to the curb in the downtown area seems unnecessary. The BRT will operate much more efficiently if the guideway was kept in the median, it will likely be slowed by local bus traffic in curb running guideway. In addition, making the transition with a large bus will be operationally difficult.

Response: One of the purposes of the study is to increase overall mobility in the corridor, not just for the BRT service. While a median bus lane would increase the speed and reliability of the BRT service, it would require the removal of the existing bus lane, which would degrade service for riders of the existing services. By widening the curb bus lanes, reducing the number of stations between 2nd and 12th, and adding platforms for multiple buses at these stations, the proposed Build Alternative will be able to increase overall mobility and reliability for all buses on Broad Street in downtown Richmond while still allowing the new service to operate faster and more reliably than it would without a bus lane.

Regarding the transition from median to curb: the transition would occur in the five blocks between Adams and 2nd Street, which would give the buses sufficient time and distance to safely go between the median and curb bus lanes with minimal impact to general traffic.

Comment: I am concerned about traffic and parking impacts due to the incorporation of a dedicated lane for the bus.

Response: The build alternative was designed to minimize the parking and traffic impacts to the corridor. In the east and west ends, the bus will travel in general traffic lanes so as not to impact parking or the general flow of traffic. In the VCU/Museum District, the buses will travel in a dedicated lane in the median. Although a general traffic lane will be converted to a dedicated bus lane in this area, left turns from Broad Street will be accommodated, as well as curb-side parking outside of the station areas. In the downtown section of the corridor, the BRT and local buses will operate in a dedicated lane along the curb. This will affect on street parking somewhat. However, parking is currently restricted in these areas due to the presence of the current bus lane. An Environmental Assessment will be developed for this project. This document will include a more detailed assessment of impacts to parking as a result of the project. The EA will be available for review and another public meeting will be held in mid-2011.

Furthermore, detailed traffic modeling of current and future conditions along Broad Street indicates that the presence of a dedicated bus lane on Broad Street will not cause failing level of service on the roadway.
Comment: I am not concerned about losing a traffic lane or parking due to the incorporation of a dedicated lane for the bus because I think that the benefit of prioritizing and increasing the efficiency of transit is more important for the region as a whole.

Response: Comment noted. Thank you for your input.

Comment: How exactly will the dedicated lanes be separated from general traffic? I think it should be more than just signage and striping.

Response: Although the final design of the BRT guideway and its separation from general traffic will be decided during the design phase of this project, the study team is considering tactile markings to delineate the dedicated lanes.

Comment: 14th Street should be reconstructed for better accommodation of traffic and the BRT buses.

Response: Existing service currently operates along 14th Street, the BRT service is also expected to operate along 14th Street without any improvements necessary.

Comment: Implementing dedicated lanes while excluding the new BRT route would allow many local buses to take advantage of the increased speeds and efficiency. The cost of the project will be reduced because new stations will need to be constructed and new buses will not need to be purchased.

Response: Existing bus service will benefit from the curb side running lanes in the downtown section of the study corridor. The time saving benefits for local service in this area will help improve performance system wide.

The purpose of this project is to create a premium transit service in the Richmond region. Bus Rapid Transit combines the best of what bus has to offer, including dedicated lanes, identifiable stations, off-board fare collection, and a modern fleet of streamlined buses. The improvements to the system are designed to provide an attractive and competitive alternative to the automobile.

Comment: I support having the BRT operate in general traffic lanes in the east end. Implementing a dedicated guideway would be too great an impact in this area.

Response: Thank you for your input. Dedicated lanes are no longer under consideration on Main Street due to the limited width of the right of way and potential for impacts.

4.2.3 Stations

Comment: The gathering of people and the crimes associated with these individuals need to be addressed at station areas.

Response: Prevention of crime and response to incidents is within the jurisdiction of the Richmond Police Department. The study team will coordinate with these entities during the station design phase, elements such as an open station layout and increased lighting can help reduce criminal incidences.

Comment: Stations should have amenities such as recycling bins, shelters, heating/cooling of shelters, information signage.
Response: Stations are expected have various amenities such as shelters, seating and information signage, among others. The precise amenities are not yet determined.

Comment: I support the proposed station locations: Willow Lawn, Staples Mill, Robinson, 3rd Street, Main Street.

Response: Comments noted. Thank you for your input.

Comment: I think that the Staples Mill station should be eliminated, the Hamilton/I-195 station should be eliminated.

Response: The preliminary station locations, throughout the entire study corridor, were determined by the Richmond Regional Mass Transit Study (2008). Station locations were refined using eight different analysis criterion, including: location of community facilities, existing and future land use densities for both population and employment, distance between stations, land use and economic development potential, transit supportive plans and policies, connections to other modes, transit activity, and traffic impacts.

For the Staples Mill station specifically, the location for this station was determined based on its proximity to the major employment center at Anthem and for the proximity to the I-64 interchange with Staples Mill. The Hamilton/I-195 station was determined an appropriate station location due to the proximity to the interchange with I-195 and due to the redevelopment potential in this area.

Comment: Park and ride lots should be incorporated at Willow Lawn station.

Response: The study team feels that the integration of park and ride lots are an important amenity to the proposed BRT service. Placement of park and ride lots were considered at the Willow Lawn, Staples Mill, Hamilton/I-195 and Rockets Landing stations. Regarding Willow Lawn specifically, the property managers at Willow Lawn indicate that parking spaces are owned by the retail stores located there. As a result, it is not likely to provide parking spaces for BRT users at Willow Lawn.

Comment: There are too few stations in the West End, adding a station in the Malvern/Westmorland area would be advantageous.

Response: Based on the current bus service present in the west end, potential for transfers to and from other service, and land use characteristics, the study team developed the station locations in the west end to maximize speed and efficiency while serving the major activity centers.

Comment: There should be a stop in the Museum District due to the proximity of the residential properties and to provide access to Carytown; perhaps at Beaumont or Roseneath.

Response: Although Carytown is a major activity center in the region, it falls outside of the half mile buffer used in the study. The half mile buffer was used because it is considered a reasonable walking distance for transit users. Data collection and analysis was not conducted outside this half mile buffer.

Comment: I do not support the Meadow/Hermitage station, it should be moved to Lombardy.
Response: A station at Meadow/Hermitage was part of the preliminary station locations set forth by the Richmond Regional Mass Transit Study (2008). Further analysis of this location indicates that there is a supportive presence of residential density and transit activity, as well as a potential for further development in the area. This station also accommodates appropriate spacing between stations.

Comment: There should be a station at Harrison and Belvedere.

Response: Both station locations were part of the preliminary station locations set forth by the Richmond Regional Mass Transit Study (2008). Further analysis lead to the proposal that these stations be consolidated to one station at Shafer to serve VCU’s Monroe Park Campus. Consolidating these stations allows for better station spacing maximizing efficiency of the BRT route, while still serving major activity centers. In addition, the Belvedere intersection has the highest traffic count of any intersection along the corridor, creating an implementation problem for station development.

Comment: There should be a station at the Boulevard.

Response: A station at the Boulevard was part of the preliminary station locations set forth by the Richmond Regional Mass Transit Study (2008). Further analysis of this location suggests that it is one of the busiest intersections on the corridor and has turning restrictions in place due to the heavy traffic flow. Development of a station at the intersection would difficult due to the heavy north/south traffic movements on the Boulevard.

As a result, the station was moved to Robinson Street because a station at Robinson would directly serve the Virginia Science Museum, Children’s Museum, and direct bus transfers to and from existing routes.

Comment: I feel that there are too many stops in the downtown area. It will slow down the bus too much (several comments suggest that the 3rd, 6th or 9th Street stations should be removed).

Response: Under the build alternative, it is proposed that local stops be consolidated to only those locations where BRT stations have been proposed. As a result, accessibility to some local service will be diminished as the number of stops in the downtown will be diminished. To ensure that appropriate accessibility is achieved, stations are placed closer together than in other areas of the corridor.

Data analysis in the downtown area shows that the downtown section of the corridor has the highest bus activity, with the greatest density of activity centers than anywhere else in the region. This analysis supports the presence of closely placed stations.

Comment: Other comments suggest that the downtown area should include stations at 4th, 5th, 7th, 8th, and/or 10th Streets.

Response: The preliminary station locations, throughout the entire study corridor, were determined by the Richmond Regional Mass Transit Study (2008). Station locations were refined using eight different analysis criterion, including: location of community facilities, existing and future land use densities for both population and employment, distance between stations, land use and economic development potential, transit supportive plans and policies, connections to other modes, transit activity, and traffic impacts.
In the downtown specifically, stations located at 3rd, 6th, 9th and 12th Street are spaced for appropriate walking distances due to the density of land use. In addition, these locations serve specific community facilities expected to generate and attract transit users, such as the Richmond Convention Center, City Hall, and MCV.

Comment: I support Main Street Station.
Response: Comment noted. Thank you for your input.

4.2.4 BRT Operations

Comment: Is signal priority being considered? It should be incorporated into the project to maximize efficiency of service.
Response: Signal synchronization and signal priority is proposed to increase efficiency of bus service in both the Build and the Baseline alternatives.

Comment: BRT service should run later at night, particularly on Thursday, Friday, and Saturday nights to reduce drunk driving incidents.
Response: Like the rest of GRTC’s system, the BRT service would operate from 5:30 am to 11:30 pm on weekdays and from 6:00 am to 11:30 pm on weekends.

Comment: Monthly/Weekly/Daily passes should be incorporated.
Response: Only Go Cards would be accepted for BRT service. Go Cards will also be accepted as payment when other buses use BRT stations along the dedicated right-of-way. This policy will improve the flow of passengers and the user benefits across all routes using the Broad Street bus lanes.

Comment: Will the BRT fare rate be higher than current local service? I think it would be advantageous to simply supply dedicated bus lanes for use by local service, since there are already a solid base of existing riders that would benefit from this infrastructure, rather than developing a new premium service that creates class inequity due to higher fares.
Response: It is assumed that the BRT service would have the same fare structure as the other GRTC services.

4.2.5 Land Use Development and Streetscape

Comment: Providing streetscaping and urban amenities such as sidewalk improvements and ADA compliance is essential to the success of this project. The combination of streetscaping and BRT development will entice commercial and residential development and will help revitalize the city. Specifically, Transit Oriented Development should be included along with this project.
Response: Economic development has been experienced in association with BRT investment in various other cities that have implemented BRT routes. However, the allowances for development, density and streetscaping are within the jurisdiction of the City of Richmond and Henrico County.

Comment: The project should include bike lane accommodation for cyclists.
Response: Although this study focuses on the implementation of premium transit service, bike parking and access will be incorporated into the design and location of BRT stations. In addition, the City of Richmond is currently conducting a detailed bicycle and pedestrian study, which will coordinate with the implementation plans for rapid transit service.

Comment: A moving sidewalk should be incorporated on 14th to assist users with getting up the steep hill.

Response: Comment Noted. Thank you for your input.

4.2.6 Study Process

Comment: Transit dependent populations should be the first priority of this project. For example, reaching the disadvantaged populations in Church Hill should be a priority.

Response: As part of the FTA application process the incorporation of a BRT route cannot create a negative impact to existing riders. As a result, the BRT route is planned as an overlay system to supplement the current GRTC service. Therefore, the service that currently serves Church Hill will remain in place regardless of the proposed BRT alignment.

Comment: Vehicle crash statistics and the transportation and housing toolkit should be used while developing project alternatives.

Response: This study follows the requirements set forth by the FTA Small Starts Application process, which includes elements such as vehicle crash statistics and a broad range of transportation and land use statistics that are included in the housing and transportation toolkit.

Comment: The Build is too expensive.

Response: Comment noted. Thank you for your input.

Comment: This project and the meetings need a greater amount of publicity to capture everyone’s attention.

Response: Section “1.0 Notification of Public Meetings” of this document describes in detail the outreach used to advertise the project meetings. Multiple media sources and venues of approach were used to entice public participation. Prior to the next public meeting, the project team will review the notification methods.

Comment: I am disappointed that there no representatives from the City of Richmond were present at the public meeting.

Response: Both the City of Richmond and Henrico County have been engaged throughout this planning process with participants on both the policy and technical advisory committee. Representatives from Henrico County were present at the October 19th meeting at the DMV and representatives from the City of Richmond were present at the October 20th meeting at Main Street Station.
4.2.7 Other

Comment: The downtown transfer center needs to be incorporated into GRTC’s plans. The BRT alignment should coordinate with the transfer center location.

Response: The bus transfer station is the subject of a separate study being conducted by GRTC. The Broad Street Rapid Transit Study is being conducted to investigate improvements to transit service along the Broad Street Corridor and includes study of bus rapid transit and the addition of new bus stations for this service. It is important to have the transfer center very close to the BRT route so that transfers have minimal walking distance between the transfer center and the BRT.

Comment: Security and medical provisions/procedures should be in place on buses.

Response: GRTC’s bus operators and street supervisors are trained to work together to immediately handle emergency situations per the company’s crisis management procedures. To enhance security, GRTC’s buses are fully equipped with digital video and sound recorders strategically placed around the interior and exterior of the vehicle. The buses are also equipped with automatic vehicle location technology that allows for the real-time monitoring of the vehicle’s location.

Comment: Driving practice of bus operators is a problem and needs improvement.

Response: GRTC’s bus operators must go through an extensive Commercial Driver’s License training course prior to operating a bus in revenue service and they have to go through periodic refresher training throughout their employment at GRTC. GRTC’s street supervisors conduct one-on-one evaluations to ensure safe operating practices are continually being employed.

Comment: Small pets should be allowed on buses.

Response: GRTC’s policy is to allow service animals and small pets in carriers on revenue service vehicles.

Comment: There need to be two way streets and more left hand turns off Broad Street in down town. This will improve the overall flow of traffic along the study corridor.

Response: The scope of the Broad Street Rapid Transit Study does not address roadway network changes throughout the City of Richmond. However, it should be noted that the currently adopted master plan for the City of Richmond indicates support for converting streets from one-way to two-way traffic flow.
Appendices Content:

A. Public Meeting Notification Materials
   1. Study website screen capture
   2. Newspaper Advertisements/Flyer
   3. Postcard/Direct Mail Notification
   4. E-mail Announcements
   5. Bus shelter posters
   6. Press Release
   7. Public Service Announcements
   8. Cable TV Slide
   9. Environmental Justice & Special Targeted Outreach

B. Handouts (Comment Card, Meeting Fact Sheet)

C. Sign-in Sheets

D. Copy of Presentation

E. Copy of Display Boards
A.1. Study Website Screen Capture (Get Involved Page)

Your Voice Can Make a Difference!

Our team is committed to a collaborative process and wants to hear your ideas about improving transit along Broad Street. We hope you will attend the public meetings as they are scheduled and contribute your ideas using the comment forms provided here. Comment on the next phase of the study by November 19, 2010. Read below to learn how you can provide your input.

Add Your Voice to the Discussion!

Public meetings were held in October 2010 to discuss ways to improve transit service and traffic conditions on Broad Street. The study team showed several ways how Bus Rapid Transit (BRT) can use a combination of enhanced transit services, stations, and roadway improvements to provide faster, more efficient transit service in Richmond and Henrico County. You can review the presentation given at the meeting as well as review the public meeting handout on the Documents page of this website.

Your input is an important aspect of this study. We encourage you to review the public meeting handout which details the most current study information prior to completing this form. The formal public comment period ends November 19, 2010. Comments can be submitted for the record in one of the following ways:

1. Electronic Comment Form
2. Print Comment Form Use this version to print and mail.
3. Mail. Send written comments during the public comment period to:
   Larry Haga, Director of Planning
   GRTC Transit System
   201 East Broad Blvd.
   Richmond, VA 23224

"Join Our Mailing List"
A.2. Newspaper Advertisement/Flyer

Your voice can make a difference. Join us to improve transit service and traffic conditions on Broad Street. This study is focused on a seven mile corridor connecting Rockets Landing, downtown Richmond, and Willow Lawn in Henrico County. To provide faster, more efficient transit service, different approaches are being examined: Bus Rapid Transit (BRT); a combination of new bus routes and stations; and roadway improvements.

Public information meetings will provide insight about the proposed options. Citizens will have the opportunity to review detailed displays and discuss with the team the study alternatives, proposed BRT stations and corridor land use.

Mark your calendar. These informal open house meetings are identical and will be held from 6 pm – 8 pm, with a presentation and question/answer period offered at 7 pm each evening.

**Tuesday, October 19, 2010**
Department of Motor Vehicles (DMV)
2300 W. Broad St., Richmond (Beside the Science Museum)

**Wednesday, October 20, 2010**
Main Street Station
1500 East Main St., Richmond

Can’t make the meeting?
Learn more online and send your comments by November 19, 2010:
- Online: http://study.ridegrtc.com
- By mail: Larry Hagin, Director of Planning; GRTC Transit System; 301 East Belt Blvd., Richmond, VA 23224

For special assistance, call 804-358-4782 or TDD 711 by Friday, October 15.

Visit http://study.ridegrtc.com for information and to be added to the study mailing list.
A.3. Postcard/Direct Mail

Working together to improve Broad Street.

Join us to improve transit service and traffic conditions on Broad Street. This study is focused on a seven mile corridor connecting Rocketts Landing, downtown Richmond, and Willow Lawn in Henrico County. To provide faster, more efficient transit service, different approaches are being examined: Bus Rapid Transit (BRT); a combination of new bus routes and stations; and roadway improvements.

Public information meetings are scheduled for October 19 and 20, 2010 to provide insight about the proposed options. Citizens will have the opportunity to review detailed displays and discuss with the team the study alternatives, proposed BRT stations and corridor land use.

Learn more at: http://study.ridegrtc.com

Mark your calendar.

These informal open house meetings are identical and will be held from 6 pm – 8 pm each night with a presentation and question/answer period offered at 7 pm each evening.

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- Online: http://study.ridegrtc.com
- By mail: Larry Hagin, Director of Planning; GRTC Transit System
  301 East Belt Blvd., Richmond, VA 23224

Learn more at: http://study.ridegrtc.com
A.4. E-mail Alert #1 of #3

Sent: Wednesday, October 06, 2010
To: Broad Street Rapid Transit Study Contacts
Subject: Broad Street Rapid Transit Study - Public Meetings 10/19 &20

Your voice can make a difference.
Join us to improve transit service and traffic conditions on Broad Street. The study team is ready to show you several ways how Bus Rapid Transit (BRT) can use a combination of enhanced transit services, stations and roadway improvements to provide faster, more efficient transit service in Richmond and Henrico County. This study is focused on a seven-mile corridor connecting Rocketts Landing, downtown Richmond and Willow Lawn.

Public information meetings are scheduled for October 19 and 20, 2010, to provide insight about the proposed options. Citizens will have the opportunity to review detailed displays and discuss the study alternatives, proposed BRT stations and corridor land use.

Mark your calendar to attend a public meeting.
These informal meetings are identical and will be held from 6 p.m. – 8 p.m. with a presentation at 7 p.m. For special assistance, call 804-358-4782 or TDD 711 by Friday, October 15.

Tuesday, October 19, 2010
Department of Motor Vehicles (DMV-Beside the Science Museum)
2300 W. Broad St., Richmond

Wednesday, October 20, 2010
Main Street Station
1500 East Main St., Richmond

Can’t make the meeting? Learn more about the study and comment online (http://study.ridegrtc.com).

Quick Links:
If you would like a downloadable flyer to post at your school, business, community center etc., email Deborah DeMarco at demarco@cordell-crumley.com

Study Web site
Learn About Bus Rapid Transit (Federal Transit Administration site)
GRTC Web site
DRPT Web site
A.4. E-mail Alert #2 of #3

Sent: Monday, October 18, 2010
To: Broad Street Rapid Transit Study Contacts
Subject: Broad Street Rapid Transit Study Public Meeting this Tues and Wed

Study website: http://study.ridegrtc.com

Public Meeting Reminder

Please join us to improve transit service and traffic conditions on Broad Street. Public information meetings are scheduled for October 19 and 20, 2010. The study team will show you several ways how Bus Rapid Transit (BRT) can use a combination of enhanced transit services, stations, and roadway improvements to provide faster, more efficient transit service in Richmond and Henrico County.

Tuesday, October 19, 2010
Department of Motor Vehicles (DMV-Beside the Science Museum)
2300 W. Broad St., Richmond

Wednesday, October 20, 2010
Main Street Station
1500 East Main St., Richmond
Limited free parking available on west side of building- West Lot at 15th and East Franklin.

These informal meetings are identical and will be held from 6 p.m. – 8 p.m. with a presentation at 7 p.m.

Can’t make the meeting? Please send your comments by November 19, 2010.

Visit the study website to learn more http://study.ridegrtc.com. We encourage you to review the Public Meeting Handout found on the Documents page of the website or under Quick Links below before completing this form. You may send your comments in one of the following ways:

· Electronic Comment Form
· Printed Comment Form
· Mail: Larry Hagin, Director of Planning; GRTC Transit System; 301 East Belt Blvd., Richmond, VA 23224

Quick Links:

Study Web site
Public Meeting Handout
Study Corridor Map (More detailed version, showing potential bus stations)
Learn About Bus Rapid Transit (Federal Transit Administration site)
GRTC Web site
DRPT Web site
A.4. E-mail Alert #3 of #3

Sent: Wednesday, November 17, 2010
To: Broad Street Rapid Transit Study Contacts
Subject: Broad Street Rapid Transit Study-Please Comment

Study website: [http://study.ridegrtc.com](http://study.ridegrtc.com)

Don’t Miss the Opportunity to Comment on this Phase of the Broad Street Rapid Transit Study
Public meetings were held in October to discuss ways to improve transit service and traffic conditions on Broad Street. The study team showed several ways how Bus Rapid Transit (BRT) can use a combination of enhanced transit services, stations, and roadway improvements to provide faster, more efficient transit service in Richmond and Henrico County.

If you attended the meetings and provided a formal comment, THANK YOU. If you couldn’t make the meeting or comment, now is your chance to provide your comments to the study team.

All comments for this phase are due by **November 19, 2010**.

Visit the study website to learn more [http://study.ridegrtc.com](http://study.ridegrtc.com). We encourage you to review the Public Meeting Handout found on the Documents page of the website or under Quick Links below before completing this form. You may send your comments in one of the following ways:

- [Electronic Comment Form](http://study.ridegrtc.com)
- [Printed Comment Form](http://study.ridegrtc.com) to mail
- Mail: Larry Hagin, Director of Planning; GRTC Transit System; 301 East Belt Blvd., Richmond, VA 23224

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- [Study Web site](http://study.ridegrtc.com)
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- [Learn About Bus Rapid Transit](http://study.ridegrtc.com) (Federal Transit Administration site)
- [GRTC Web site](http://study.ridegrtc.com)
- [DRPT Web site](http://study.ridegrtc.com)

Thank you!

BRT Study Team
A.5. Bus Shelter Signage

Public Meeting #2: Summary Report
Public Meetings Scheduled to Present Recommendations for Bus Rapid Transit Improvements to Broad Street between Rocketts Landing and Willow Lawn

Richmond, Va., October 12, 2010 – GRTC Transit System and Virginia Department of Public Transportation (DRPT) are conducting a study to improve transit service and traffic conditions on Broad Street. This study is focused on a seven-mile corridor connecting Rocketts Landing, downtown Richmond and Willow Lawn in Henrico County. Public information meetings are scheduled for October 19 and 20, 2010 to provide insight about the proposed recommendations.

The purpose of these public meetings is to provide the public with an update on the project and gather input regarding the recommended route alignment, station locations and transit improvements. Since the last set of public meetings, the team has conducted a detailed analysis of the corridor’s characteristics to refine its recommendations for the corridor. Based on this analysis and feedback from the public, the team has adjusted the route and station locations to better serve major community facilities, population, and employment centers; provide access to other transit routes and multimodal infrastructure; and achieve the proper spacing between stations to minimize travel times.

The study team will present several ways in which Bus Rapid Transit (BRT) can use a combination of enhanced transit services, stations and roadway improvements to provide faster, more efficient transit service in Richmond and Henrico County. At the meetings, citizens will have the opportunity to review detailed displays, discuss the study alternatives, review proposed routing and station locations, and provide their comments on the recommendations. Two identical citizen information meetings will be held from 6 p.m. – 8 p.m. at the following locations. A presentation will be made each evening at 7 p.m.

Tuesday, October 19, 2010
Department of Motor Vehicles (Beside the Science Museum), 2300 W. Broad St., Richmond

Wednesday, October 20, 2010
Main Street Station, 1500 East Main St., Richmond
Limited free parking available on the West side of the building - West Lot at 15th and East Franklin.
The public comment period for this phase of the study ends on November 19, 2010. Comments can be submitted for the record in one of three ways:

- Provide written comments at any time during the public comment period using the electronic comment form at http://study.ridegrtc.com.
- Provide written public comments at a citizen information meeting.
- 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 next phase of the study focuses on a detailed evaluation of the remaining alternatives, including traffic impacts and cost estimates, in order to recommend a Locally Preferred Alternative. The results of the detailed evaluation and a subsequent Environmental Assessment will be reviewed by the study’s Technical Advisory Committee and Policy Advisory Committee and presented at public meetings to be held in late spring 2011.

Additional information on the Broad Street Rapid Transit Study is available on the study Web site: http://study.ridegrtc.com

For special assistance, such as an interpreter for the meeting, citizens should call GRTC at 804-358-4782 or TDD 711 by October 15, 2010.

About GRTC Transit System
GRTC Transit System is the primary mass transit carrier in the Richmond region. GRTC is a non-profit public service corporation that was created by the City of Richmond and Chesterfield County and incorporated on April 12, 1973. GRTC operates an active fleet made up of 176 transit vehicles, 60 CARE vans and 21 C-VAN vans. The geographic region GRTC operates in consists of 41 routes and over 9 million passenger rides. RideFinders, the ride share component of the transit system, provides assistance to 869 car pools and 39 van pools.

About DRPT
The Virginia Department of Rail and Public Transportation (DRPT) is the state agency for rail, public transportation and commuter services in Virginia. DRPT’s mission is to improve mobility and expand transportation choices in Virginia. Visit us at www.drpt.virginia.gov.

###
A.7. Public Service Announcements (Radio & Television)

Broad Street Rapid Transit Study
PSAs
Date: 9/27/10

:15 “Public Meetings”

V/O: Join us to discuss ways to improve transit service and traffic conditions on Broad Street from Rocketts Landing to Willow Lawn. Mark your calendar to attend a public meeting on October 19th at DMV at 2300 West Broad Street or October 20th at Main Street Station. Visit ridegrtc.com for more information.

:30 “Public Meetings”

V/O: Want to make your voice heard about the Broad Street Rapid Transit Study? Join us for a Public Meeting on October 19th at DMV at 2300 West Broad Street or on October 20th at Main Street Station to learn more about ways to improve transit service and traffic conditions along Broad Street from Rocketts Landing to Willow Lawn. The meetings will be held from 6 p.m. to 8 p.m. with a presentation at 7. Visit ridegrtc.com for more information. That’s ridegrtc.com.
A.8. Cable Slide

Plan to attend an important meeting to learn more about ways to improve transit options along Broad Street from Rocketts Landing to Willow Lawn.

**Public Meetings - Mark Your Calendar**

**Wednesday, February 24, 2010**
Children’s Museum of Richmond
2626 W. Broad St.
Richmond, VA 23220

**Thursday, February 25, 2010**
Thomas Jefferson High School
4100 W. Grace St.
Richmond, VA 23230

6:00 p.m. – 8:00 p.m. (Presentation at 7:00 p.m.)

Snow dates will occur one week later.

Formal public comment period ends on Saturday, March 27, 2010.

[http://study.ridegrtc.com](http://study.ridegrtc.com)
A.9. Environmental Justice & Special Targeted Outreach List

This is a list of key stakeholders in the study area who were specially targeted to receive flyers to share with their staff, customers or membership. This list does not include all who received the e-mail blast. In addition to this list, more than 700 contacts received e-mail meeting notifications.

<table>
<thead>
<tr>
<th>Broad Street Study Corridor (Flyers)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regional</strong></td>
</tr>
<tr>
<td>▪ Richmond Regional Planning District Commission (RRPDC)</td>
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<tr>
<td><strong>Rocketts Landing/East End</strong></td>
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<tr>
<td>▪ Millie’s Tavern</td>
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<tr>
<td>▪ Market at Tobacco Row (employee breakroom)</td>
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<tr>
<td>▪ Subway</td>
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<tr>
<td>▪ Rocketts Landing Sales office and via e-mail</td>
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<tr>
<td>▪ Virginia Management Incorporated Sales office</td>
</tr>
<tr>
<td>▪ River Lofts Leasing office</td>
</tr>
<tr>
<td>▪ Bookbinders Restaurant</td>
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<tr>
<td><strong>2nd to 4th East Broad Street</strong></td>
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<tr>
<td>▪ Subway</td>
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<tr>
<td>▪ Eden’s Beauty &amp; Hair Supply</td>
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<tr>
<td>▪ Shoe Tree</td>
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<tr>
<td>▪ Clay Market</td>
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<tr>
<td>▪ New Fish Market</td>
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<tr>
<td>▪ Hot Nails</td>
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<tr>
<td>▪ Awas Hair Braiding</td>
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<tr>
<td>▪ 707 Men’s Shop</td>
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<tr>
<td>▪ Market Place</td>
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<tr>
<td>▪ Sunny Men’s Wear</td>
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<tr>
<td>▪ Nur Perfumes</td>
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<tr>
<td>▪ Colonial Hair Goods</td>
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<tr>
<td>▪ Pants Plus</td>
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<tr>
<td>▪ Ann’s Soul Food Restaurant</td>
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<tr>
<td>▪ Hilton Garden Inn</td>
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<tr>
<td><strong>200 West Broad Street</strong></td>
</tr>
<tr>
<td>▪ Harlem Café</td>
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<tr>
<td>▪ Brian Alexander</td>
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<tr>
<td>▪ Comfort Restaurant</td>
</tr>
<tr>
<td>▪ Richmond Camera</td>
</tr>
<tr>
<td>▪ Lift Coffee Shop and Café</td>
</tr>
<tr>
<td><strong>800 West Broad St. (Near North Laurel and VCU)</strong></td>
</tr>
<tr>
<td>▪ Tropical Smoothie Cafe</td>
</tr>
<tr>
<td>▪ Barber Shop</td>
</tr>
<tr>
<td>▪ Qdoba</td>
</tr>
<tr>
<td>▪ 5 Guys Burgers and Fries</td>
</tr>
<tr>
<td>▪ Jersey Mikes Sub</td>
</tr>
<tr>
<td>▪ West Broad Church of Christ</td>
</tr>
<tr>
<td>▪ RAMZ Nails</td>
</tr>
<tr>
<td>▪ Extreme Pizza</td>
</tr>
</tbody>
</table>
## Potential Transit Station Areas (Flyers)

<table>
<thead>
<tr>
<th>Area</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Boulevard Area</td>
<td>Exxon</td>
</tr>
<tr>
<td>Robinson Street/Fan District Area</td>
<td>Starbucks Community Board, Robinson Laundromat, Boys and Girls Club, Fan Tan</td>
</tr>
<tr>
<td>Westwood/Malvern Area</td>
<td>Goldy’s</td>
</tr>
<tr>
<td>Staples Mill Area</td>
<td>Exxon, Rowlett’s Bicycles</td>
</tr>
<tr>
<td>Willow Lawn Area</td>
<td>Dairy Queen, Sherwin-Williams, Panera/Willow Lawn, Community Board, Starbucks, Willow Lawn</td>
</tr>
</tbody>
</table>

## Environmental Justice Communities (Flyers & E-mail)

- Action Alliance For Virginia
- Big Brothers and Big Sisters
- Boys Girls Clubs of Richmond
- Department for the Blind and Vision Impaired
- Department of Behavioral Health and Developmental Services (DBHDS)
- Department of General Services
- Dept. of Behavioral and Developmental Services
- Family Lifeline
- Goodwill Industries
- NAACP Henrico County
- Partnership for People with Disabilities
- Richmond Behavioral Health Authority
- Richmond City Department of Social Services
- Richmond City Disability Services Board
- Senior Connections-Capital Area Agency on Aging, Inc.
- United Way of Greater Richmond & Petersburg
- Virginia Department of Social Services

## Other Specially Targeted Stakeholders (Flyers & E-mail)

- VCU - several departments, including Parking & Transportation Services
- Dean of Student Affairs MCV
- Community Centers
- Shockoe Bottom Neighborhood Association
- Canal Walk
- Theatre IV, Barksdale Theatre
B.1. Meeting Handouts - Comment Form – Side 1 of 2

Comment Form – Public Meeting
October 19 & 20, 2010
Comments due by: Friday, November 19, 2010

Your voice can make a difference. Thank you for your participation in this important study. We encourage you to review the public meeting information packet which details the most current study information prior to completing this form or the online form at http://study.ridegrtc.com. The meeting information packet, along with additional study background, also can be found on the study website. Every comment is important and will be read and considered. During this phase of the study, we are specifically seeking input on the following topics:

Station Locations and Land Use: (Please print)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Project Alternatives: (Please print)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Do you support the Build Alternative? □ Yes □ No

Other Comments: (Please print)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Your Contact Information:
Please include your contact information if you would like to be added to the study mailing list to receive study updates.

First Name: ____________________________ Last Name: ____________________________

Affiliation/Neighborhood: ____________________________

City: __________________________________ State: ______ Zip: __________

Phone: ____________________________ E-mail: ____________________________

http://study.ridegrtc.com
B.1. Meeting Handouts - Comment Form – Side 2 of 2

Mail to:
Mr. Larry Hagin
Director of Planning & Government Affairs
GRTC Transit System
301 East Belt Boulevard
Richmond, VA 23224
B.2. Meeting Fact Sheet (also posted online) - Page 1 of 4

**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.

In multiple studies conducted by these agencies, Broad Street consistently emerged as a prime candidate for transit improvement with frequent recommendations that the corridor proceed to the next phase of study. As a result, rapid transit improvements are now being examined along a seven-mile portion of Broad Street spanning the City of Richmond and anchored at either end by the Rocketts Landing and Willow Lawn in Henrico County.

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. This important roadway and transit route serves numerous commercial and residential areas and averages more than 700 bus trips daily.

More information regarding the study background and the previously completed studies can be found on the project website at: [http://study.rtsdrgrtc.com](http://study.rtsdrgrtc.com).

**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. Bus Rapid Transit (BRT) uses upgraded buses and a combination of new routes, stations, and roadway improvements to provide a faster, more efficient transit service that will provide an attractive alternative to the automobile.

**What We Heard**
The initial public meetings for the Broad Street Rapid Transit Study were held in February 2010. More than 140 citizens attended the meetings. A summary of public comments is provided in the Public Scoping Report which can be found on our website at [http://study.rtsdrgrtc.com](http://study.rtsdrgrtc.com). Most comments reflected support for rapid transit and transit oriented development in the corridor. Comments also addressed the initial proposal for route and stations, concerns about impacts to traffic and businesses along the corridor, and questions about impacts to current bus operations.

Following the public meetings, the study team met with groups representing key interests and institutions along the corridor to provide further opportunity for their input in this process. Many of the concerns and questions raised through these meetings have shaped the analysis and screening of alternatives, resulting in revised recommendations regarding potential BRT routes and station locations.

**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 improved vehicles, stations, operations, roadways, intersections and traffic signals to speed up bus transit service.
Initial Alternatives and Screening

The initial screening of alternatives was the first round analysis performed to refine route alignment and eliminate those alternatives least likely to meet the established Purpose and Need for this study. The initial screening utilized accepted measures of effectiveness guidelines in combination with feedback provided by the public and our Technical Advisory Committee. Measures of effectiveness include:

- Improve Local and Regional Mobility
- Support Economic Development
- Promote Livable Transit Oriented Development
- Provide Attractive Transportation Choices
- Optimize Return on investment
- Enhance Environmental Quality

The initial alternatives put through the screening evaluation are listed in the box below.

**INITIAL ALTERNATIVES**

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<th>No Build</th>
<th>Baseline</th>
<th>Build Alternative 1</th>
<th>Build Alternative 2</th>
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<tr>
<td>Represents future conditions if no improvements are made beyond those already planned as GRTC system improvements.</td>
<td>Represents the lowest cost alternative for addressing the needs of the corridor. Improvements include consolidated stops, increased frequency, and improved signal timing, but does not include a major capital investment.</td>
<td>Seeks to address the needs of Broad Street corridor through capital investment. Investment includes 3.4 miles of dedicated bus lanes, BRT stations with branding, dedicated BRT buses with branding, and signal priority.</td>
<td>Seeks to address the needs of Broad Street corridor through capital investment. Investment includes 6.7 miles of dedicated bus lanes, BRT stations with branding, dedicated BRT buses with branding, and signal priority.</td>
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**Build Alternative 2 Eliminated**

Based on the measures of effectiveness outlined above, Build 2 was removed from further consideration due to irresolvable impacts on general traffic and on-street parking within the limited right-of-way on Main Street. In addition, Build 2 included much greater capital costs while providing only limited additional benefit to the efficiency and operation of the BRT system.

**Recommended Station Locations**

As part of the initial screening, station locations were reviewed in detail as was the alignment (or route) between Broad and Main streets. An analysis of the corridor’s land use characteristics was used to refine the station locations. The recommended station locations target major community facilities, population and employment centers; provide access to other transit routes and multimodal infrastructure; and achieve the proper spacing to maximize travel efficiency. In addition, growth and development potential were assessed to ensure that stations will continue to be in appropriate locations in the future. The recommended stations are illustrated on the map on page 3 of this fact sheet.

**Recommendation for Broad Street to Main Street Transition**

The alignment (or route) for the Build Alternative 1 in its transition from Broad Street to Main Street was revised. An analysis of alternatives spanning Governor’s Street to 25th Street was undertaken with consideration of the feasibility, transit destinations served, station locations, and interaction with other GRTC routes. The recommended alignment now follows 14th Street between Broad and Main because this option provides the best balance of roadway characteristics (such as turning accommodation) and station locations with the lowest potential for impacts to adjacent properties.
Study Corridor Characteristics and Recommendations

The study area was divided into four distinct sections: West End, Museum/VCU District, Downtown and East End. Each section along the corridor varies due to its individual characteristics. These varied characteristics, such as Travel and Land Use, were used to determine recommendations specific to each area.

West End
Travel: Good traffic flow, longer signal spacing and lower local bus volumes.
Land Use: Suburban land use pattern with large surface parking lots and employment hot spots, but low pedestrian accessibility.
Recommendation: Use general travel lanes, limit number of stations to improve travel time, consider park-and-ride lots.

Museum/VCU District
Travel: Good traffic flow, closer signal spacing and moderate local bus volumes.
Land Use: Older urban commercial and redevelopment land use pattern with medium density residential to the south. Smaller blocks with improved pedestrian infrastructure.
Recommendation: Fixed guideway for BRT only in the median with some accommodations for general traffic left turns.

Downtown
Travel: Good traffic flow, close signal spacing and heavy local bus volumes.
Land Use: Highly urbanized area with large scale institutional and commercial employment buildings. Traditional urban grid with extensive pedestrian infrastructure.
Recommendation: Fixed guideway for BRT and local buses along the curb with elongated station platforms to accommodate multiple bus boarding and alighting.

East End
Travel: Good traffic flow, narrow right-of-way and limited local bus volumes.
Land Use: Lower density with historic redevelopment and infill potential. Substantial change and development is expected in this area.
Study Schedule

Fall 2009 – Winter 2010
- Scoping
- Define Purpose and Need
- Define Initial Alternatives
- Public Meeting #1

Winter 2010 – Fall 2010
(We Are Here)
- Conduct Initial Screening of Alternatives
- Define Detailed Alternatives
- Conduct Detailed Traffic Analysis
- Evaluate Station Locations
- Study Station Area Land Use
- Public Meeting #2

Fall 2010 – Summer 2011
- Develop Station Prototypes
- Assess Environmental Impacts
- Final Results of Alternatives Analysis/Environmental Assessment
- Recommend Locally Preferred Alternative
- Public Meeting #3

Add Your Voice to the Discussion
We invite your input on a variety of topics including the alternatives under study and the recommended station locations and findings relating to land use and station area characteristics. 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 for this phase ends on Friday, November 19, 2010.

What’s Next?
Following the October public meetings, the study team will review and address relevant comments received and begin the detailed evaluation of the alternatives to recommend a Locally Preferred Alternative. The results of the detailed evaluation and a subsequent Environmental Assessment will be presented to the study's Technical Advisory Committee and Policy Advisory Committee and presented at another set of public meetings to be held in late Spring 2011.

How Can You Stay Informed?
To stay involved and informed about the progress of the Broad Street Rapid Transit Study, either visit the study website 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.

http://study.ridegrtc.com

Notes:
C. Public Meeting Sign In Sheets
## Public Information Meetings

**Tuesday, October 19, 2010 - DMV**

**Wednesday, October 20, 2010 - Main Street Station**

<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Priscilla Eggleston</td>
<td></td>
<td>3010 0:11 Ave 23222</td>
<td>804 267-9893</td>
<td><a href="mailto:C_Pooh90@Hotmail.com">C_Pooh90@Hotmail.com</a></td>
</tr>
<tr>
<td>Ben Tyler</td>
<td></td>
<td>2800 Barton Pl, Richmond 23222</td>
<td>804</td>
<td></td>
</tr>
<tr>
<td>Jin Lee</td>
<td>RRPDC</td>
<td>9211 Forest Hill Ave, Ste 200, Richmond 23233</td>
<td>323-2033</td>
<td><a href="mailto:jlee@richmonddregional.org">jlee@richmonddregional.org</a></td>
</tr>
<tr>
<td>Larry Lightfoot</td>
<td></td>
<td>3013 Base Rd, Richmond, VA</td>
<td>804-878-971</td>
<td></td>
</tr>
<tr>
<td>Caroline Smith</td>
<td></td>
<td>530 2 Fitzhugh Ave</td>
<td>804 920-0231</td>
<td><a href="mailto:Rainbow-spirit247@gmail.com">Rainbow-spirit247@gmail.com</a></td>
</tr>
<tr>
<td>Virginia Stepp</td>
<td>VDOT</td>
<td>6029 LeVeque Drive, Richmond VA</td>
<td>804-524-6120</td>
<td><a href="mailto:Virginia.stepp@vamitrine.com">Virginia.stepp@vamitrine.com</a></td>
</tr>
<tr>
<td>Cindy Reilly</td>
<td></td>
<td>1401 W. Albernum Ave</td>
<td>823-2252</td>
<td></td>
</tr>
<tr>
<td>Charles Samuels</td>
<td>2nd Dist. City of Richmond</td>
<td>900 E Broad St Ste 505, RVA 23219</td>
<td>804-690-0878</td>
<td></td>
</tr>
<tr>
<td>Sylvina Poole</td>
<td>Voice</td>
<td>4321 Austin Ave, Richmond</td>
<td>804-873-9287</td>
<td><a href="mailto:Sr.poole@me.yahoo.com">Sr.poole@me.yahoo.com</a></td>
</tr>
<tr>
<td>Doug Allen</td>
<td></td>
<td>31 S Davis Ave, Richmond</td>
<td>757-951-5121</td>
<td><a href="mailto:allenhk@vcu.edu">allenhk@vcu.edu</a></td>
</tr>
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<td>Name</td>
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</tr>
<tr>
<td>Jim Congable</td>
<td>Senior Connections</td>
<td>234 E Cary St, Richmond, VA 23219</td>
<td>672-4495</td>
<td><a href="mailto:jconga@virginia.gov">jconga@virginia.gov</a></td>
</tr>
<tr>
<td>Jason Callahan</td>
<td>Richmond Hill</td>
<td>2201 E Grace St, 23223</td>
<td></td>
<td><a href="mailto:jcallahan@richmondhillva.org">jcallahan@richmondhillva.org</a></td>
</tr>
<tr>
<td>Todd Evere</td>
<td>Henrico County</td>
<td>P.O. Box 90795, Henrico, VA 23227</td>
<td>501-4617</td>
<td><a href="mailto:tevere@co.henrico.va.org">tevere@co.henrico.va.org</a></td>
</tr>
<tr>
<td>Nicholas Coile</td>
<td>Grey &amp; Hans Architects</td>
<td>185 S. 15th St, APT 403, 23219</td>
<td>291-8649</td>
<td><a href="mailto:ncoile@greyhansarchitects.com">ncoile@greyhansarchitects.com</a></td>
</tr>
<tr>
<td>David Bass</td>
<td>Manchester Alliance</td>
<td>815 Parker St #105, Richmond, VA 2324</td>
<td>677-8270</td>
<td><a href="mailto:dbass1978@gmail.com">dbass1978@gmail.com</a></td>
</tr>
<tr>
<td>Bob Mooney</td>
<td>Centerstage</td>
<td>405 N. Allen Ave, Richmond, VA 23220</td>
<td>304-6644</td>
<td><a href="mailto:Bob@opticality.com">Bob@opticality.com</a></td>
</tr>
<tr>
<td>Sally Mooney</td>
<td>Historic Richmond</td>
<td></td>
<td></td>
<td><a href="mailto:mooneycpa@ursin-thedax.com">mooneycpa@ursin-thedax.com</a></td>
</tr>
<tr>
<td>James Gause</td>
<td></td>
<td>236 EAST 36TH CIR, 23224</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amy A. Bryant</td>
<td></td>
<td>3405 Chamberlay Ave</td>
<td>332-6722</td>
<td></td>
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<tr>
<td>Corey Hill</td>
<td>DRPT</td>
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<tr>
<td>Jazmell Winton</td>
<td></td>
<td>2029 Maplewood Ave, 23220</td>
<td>433-8830</td>
<td><a href="mailto:jazmellwinton@gmail.com">jazmellwinton@gmail.com</a></td>
</tr>
<tr>
<td>Jason Sook</td>
<td>Commonwealth Chapel</td>
<td>1003 Catherine St, Richmond, VA 23220</td>
<td>804-332-1220</td>
<td><a href="mailto:js@broadstreet.com">js@broadstreet.com</a></td>
</tr>
<tr>
<td>Helene Colen</td>
<td>A TV/LOCAL1220</td>
<td>184 East Belt Blvd, Richmond, VA 23226</td>
<td>804-232-1220</td>
<td><a href="mailto:helene.colen@broadstreet.com">helene.colen@broadstreet.com</a></td>
</tr>
<tr>
<td>Edward Hare</td>
<td></td>
<td>5301 Fithark Ave, VA 23226</td>
<td>804-331-0759</td>
<td><a href="mailto:edward.hare@broadstreet.com">edward.hare@broadstreet.com</a></td>
</tr>
<tr>
<td>Rosemary Deemer</td>
<td>Henrico County/ Hanover</td>
<td>P.O. Box 90775, VA 23223</td>
<td>804-418-8888</td>
<td><a href="mailto:rdw@henrico.va.us">rdw@henrico.va.us</a></td>
</tr>
<tr>
<td>Hunter Jamerson</td>
<td>Macaulay &amp; Burch</td>
<td>Macaulay &amp; Burch, Richmond, VA</td>
<td>804-467-0307</td>
<td><a href="mailto:hunter@macbur.com">hunter@macbur.com</a></td>
</tr>
<tr>
<td>Juns S. Choi</td>
<td>Sales</td>
<td>211 E Broad St, Richmond, VA</td>
<td>804-649-9560</td>
<td><a href="mailto:junschoi@gmail.com">junschoi@gmail.com</a></td>
</tr>
<tr>
<td>Kenneth Yates</td>
<td>Richmond Transit Riders Union</td>
<td>220 W Broad St, RVA 23220</td>
<td>804-317-1988</td>
<td><a href="mailto:kjyates@broadstreet.com">kjyates@broadstreet.com</a></td>
</tr>
<tr>
<td>Frederick S. Fisher</td>
<td>Partnership for Suzuki</td>
<td>7020 Westover Rd, Charles City, VA</td>
<td>804-232-2832</td>
<td><a href="mailto:fsfisher@aol.com">fsfisher@aol.com</a></td>
</tr>
<tr>
<td>Barbana Nelson</td>
<td>RCPDC / MPO</td>
<td>9211 Forest Hill Ave, Suite 200</td>
<td>804-323-2032</td>
<td><a href="mailto:bnelson@broadstreet.com">bnelson@broadstreet.com</a></td>
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<td>Oscar Ruiz</td>
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<td></td>
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<td>Andrea Lea</td>
<td>Self</td>
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<tr>
<td>Nick Ruiz</td>
<td>Self</td>
<td></td>
<td></td>
<td><a href="mailto:nickr123@gmail.com">nickr123@gmail.com</a></td>
</tr>
<tr>
<td>Patrick McCrery</td>
<td>One South Realty Group</td>
<td>F211 Forest Hill Ave Suite 200 Richmond, VA 23235</td>
<td></td>
<td><a href="mailto:adollay@richmondrealtors.com">adollay@richmondrealtors.com</a></td>
</tr>
<tr>
<td>Arlene Darby</td>
<td>RRPDC</td>
<td></td>
<td></td>
<td><a href="mailto:adollay@richmondrealtors.com">adollay@richmondrealtors.com</a></td>
</tr>
<tr>
<td>Jamie Jackson</td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:jjjacksom@eastern.com">jjjacksom@eastern.com</a></td>
</tr>
<tr>
<td>John Easter</td>
<td>Great. Richard Clarke</td>
<td></td>
<td></td>
<td><a href="mailto:john.eastov@grcc.com">john.eastov@grcc.com</a></td>
</tr>
<tr>
<td>Meghan Hesse</td>
<td>Self</td>
<td></td>
<td></td>
<td><a href="mailto:maghan.hesse@gmail.com">maghan.hesse@gmail.com</a></td>
</tr>
<tr>
<td>James Shelnit</td>
<td>Project &amp; Transit Union</td>
<td>811 Richmond</td>
<td></td>
<td><a href="mailto:James.Shelnit88@yahoo.com">James.Shelnit88@yahoo.com</a></td>
</tr>
<tr>
<td>Patrick Name</td>
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<tr>
<td>Ralph Rhudy PE</td>
<td>Citizen</td>
<td>100 Montreal Rd Richmond VA 23227 804 220 0874</td>
<td></td>
<td><a href="mailto:1hrudy52@verizon.net">1hrudy52@verizon.net</a></td>
</tr>
<tr>
<td>Olivia Perkins</td>
<td>Citizen</td>
<td>6911-B Coronalion St Richmond VA 23226</td>
<td>804-367-1686</td>
<td><a href="mailto:Solstarv@yahoo.com">Solstarv@yahoo.com</a></td>
</tr>
<tr>
<td>Dan Lisy</td>
<td>Resident</td>
<td>Richmond VA 23220</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zachary Young</td>
<td>Student</td>
<td>710 West Franklin Blvd Richmond VA 23220</td>
<td>804-323-2033</td>
<td><a href="mailto:dzl750@richmond.com">dzl750@richmond.com</a></td>
</tr>
<tr>
<td>Kelly Kinahan</td>
<td>Citizen</td>
<td>1023 W. Grace St. Apt. 2 Richmond VA 23222</td>
<td>804-601-7414</td>
<td><a href="mailto:Kelly.kinahan@gmail.com">Kelly.kinahan@gmail.com</a></td>
</tr>
<tr>
<td>Michael Teirstman</td>
<td>Citizen</td>
<td>Va. Assn. of Railway Patrons. P.O. Box 867</td>
<td>804-649-1405</td>
<td><a href="mailto:testtrack@verizon.net">testtrack@verizon.net</a></td>
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<tr>
<td>Carle Childs</td>
<td>Citizen</td>
<td>Richmond, VA 23014-0867</td>
<td></td>
<td>Chiko <a href="mailto:32e@eai.com">32e@eai.com</a></td>
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<tr>
<td>Shelley Othenbrite</td>
<td>self</td>
<td>1809 W Grace St, RVA 23220</td>
<td>804-901-9334</td>
<td><a href="mailto:tidgas@hotmail.com">tidgas@hotmail.com</a></td>
</tr>
<tr>
<td>Jonathan L. Vanes</td>
<td>SELF/SCAD</td>
<td>521 Commerce St, Richmond, VA 23220</td>
<td>804-649-9208</td>
<td><a href="mailto:jjon89@gmail.com">jjon89@gmail.com</a></td>
</tr>
<tr>
<td>Lisa Heald</td>
<td>SCF</td>
<td>300 N Mulberry St, #2, RVA 23220</td>
<td>804-356-5902</td>
<td></td>
</tr>
<tr>
<td>John Roberts</td>
<td>RAF</td>
<td>1108 Skipwith Rd, Richmond 23229</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Julien Williams</td>
<td>SELF/CTAC</td>
<td>6427 Roseboro Rd, 23221</td>
<td>804-334-4561</td>
<td>julie@<a href="mailto:nra69@verizon.in">nra69@verizon.in</a></td>
</tr>
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<tr>
<td>Jim McCarthy</td>
<td>Shockoe Partnership</td>
<td>29 Lexington Road, Richmond, VA 23224</td>
<td></td>
<td><a href="mailto:mccarthy107@comcast.net">mccarthy107@comcast.net</a></td>
</tr>
<tr>
<td>Lee Crowell</td>
<td></td>
<td>3017 M ST Richmond, VA 23233</td>
<td>698 4450</td>
<td><a href="mailto:lmcrowell89@yahoo.com">lmcrowell89@yahoo.com</a></td>
</tr>
<tr>
<td>Mary Marks</td>
<td></td>
<td>2724 Forest Hill, Richmond, VA</td>
<td>252-3248</td>
<td><a href="mailto:Mary.Marks@masimo.org">Mary.Marks@masimo.org</a></td>
</tr>
<tr>
<td>Glenn Williams</td>
<td></td>
<td>811 Goodwood Court, Richmond, VA</td>
<td></td>
<td><a href="mailto:vanhight@aol.com">vanhight@aol.com</a></td>
</tr>
<tr>
<td>Virginia Teagle</td>
<td>League of Women Voters - Richmond Metro</td>
<td>301 Monument Ave, Richmond, VA 23230</td>
<td>363-0926</td>
<td><a href="mailto:vaowls@verizon.net">vaowls@verizon.net</a></td>
</tr>
<tr>
<td>Harry Karlale J.</td>
<td>Richmond Magazine</td>
<td>221 W Broad St, Richmond, VA</td>
<td>785-0491</td>
<td><a href="mailto:harrvkg@achmay.com">harrvkg@achmay.com</a></td>
</tr>
<tr>
<td>Jim Wright</td>
<td>PULSAR</td>
<td>630 E. Main St, Richmond, VA</td>
<td>225-9300</td>
<td><a href="mailto:Misnor@pulsa.com">Misnor@pulsa.com</a></td>
</tr>
<tr>
<td>David Negri</td>
<td>SBNG</td>
<td>1548 E Main St, Richmond, VA</td>
<td>400-6871</td>
<td><a href="mailto:thecat95@yahoo.com">thecat95@yahoo.com</a></td>
</tr>
<tr>
<td>Isatu Turay</td>
<td></td>
<td>115 N Jefferson St, Richmond, VA 23220</td>
<td>643-6624</td>
<td></td>
</tr>
<tr>
<td>Walter Johnson</td>
<td></td>
<td>5120 Tiffanywoods St, Richmond, VA 23233</td>
<td>737-5695</td>
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<tr>
<td>Name</td>
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<tr>
<td>Linda Herrman</td>
<td>N/A</td>
<td>1112 N Marshall St</td>
<td>804-646-231-1363</td>
<td><a href="mailto:marvinrdb1953@yahoo.com">marvinrdb1953@yahoo.com</a></td>
</tr>
<tr>
<td>Marvin Robinson</td>
<td></td>
<td>105 E. 33rd St. Richmon, Va</td>
<td>272-677-1232</td>
<td></td>
</tr>
<tr>
<td>Richard Souter</td>
<td></td>
<td>PO Box 8029 Richmond, VA 23223</td>
<td>272-677-1232</td>
<td></td>
</tr>
<tr>
<td>Craig MacIver</td>
<td></td>
<td>1722 Grove Ave. #2, Richmond, Va 23220</td>
<td>804-677-1233</td>
<td></td>
</tr>
<tr>
<td>Courtland Hacker</td>
<td>VCU</td>
<td>14 S 17th St. Richmond, Va</td>
<td>510-818-1234</td>
<td><a href="mailto:Courtland.177@gmail.com">Courtland.177@gmail.com</a></td>
</tr>
<tr>
<td>Ebony Moss</td>
<td>VCU</td>
<td>3212 Ellwood Ave. APT 11</td>
<td>547-2347</td>
<td><a href="mailto:masleyes@vcu.edu">masleyes@vcu.edu</a></td>
</tr>
<tr>
<td>Donna Winburne</td>
<td>MCW-VLC</td>
<td>301 Virginia St. #120 B</td>
<td>804-677-1234</td>
<td><a href="mailto:dywinburne@mail.com">dywinburne@mail.com</a></td>
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<tr>
<td>Ron W.</td>
<td></td>
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<tr>
<td>Michael Testerman</td>
<td>Va. Ass. of RY. Patrons</td>
<td>804-649-1405</td>
<td><a href="mailto:testerman@verizon.net">testerman@verizon.net</a></td>
<td></td>
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<tr>
<td>Steve Meyer</td>
<td></td>
<td>1 S 17th St. Richmond, Va</td>
<td>914-7001</td>
<td><a href="mailto:vanpark@comcast.net">vanpark@comcast.net</a></td>
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<tr>
<td>Cheryl S. Luther</td>
<td>Feltner</td>
<td>4335 Crump Field St, #116</td>
<td>804-886-8506</td>
<td></td>
</tr>
<tr>
<td>Felicia A. Woodruff</td>
<td></td>
<td>605 Garfield Rd, RVA 23229</td>
<td>804-729-2236</td>
<td><a href="mailto:felicia.woodruff@gmail.com">felicia.woodruff@gmail.com</a></td>
</tr>
<tr>
<td>Richard Runnels</td>
<td></td>
<td>203 6 West Clay, 23220</td>
<td>804-654-9606</td>
<td><a href="mailto:randerumrill@gmail.com">randerumrill@gmail.com</a></td>
</tr>
<tr>
<td>Claudia Sin</td>
<td></td>
<td>1011 W. Clay</td>
<td>703-432-4318</td>
<td><a href="mailto:studellana@gmail.com">studellana@gmail.com</a></td>
</tr>
<tr>
<td>Chip Badger</td>
<td></td>
<td>13536 Starcross Rd, Midlothian</td>
<td>804-774-4972</td>
<td><a href="mailto:chipersen@verizon.net">chipersen@verizon.net</a></td>
</tr>
<tr>
<td>Vaunmean L. Louis</td>
<td>SCAD Urban Service</td>
<td>521 Catherine St, Richmond, VA</td>
<td>804-649-9268</td>
<td><a href="mailto:jen84c@gmail.com">jen84c@gmail.com</a></td>
</tr>
<tr>
<td>Brooke Harding</td>
<td>City of Richmond</td>
<td>City Hall</td>
<td>804-646-6990</td>
<td><a href="mailto:brooke.harding@richmondva.com">brooke.harding@richmondva.com</a></td>
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<tr>
<td>Robert Sullivan</td>
<td></td>
<td>2023 Grove Ave., Richmond 23230</td>
<td>804-567-6819</td>
<td><a href="mailto:rbsullivan@gmail.com">rbsullivan@gmail.com</a></td>
</tr>
<tr>
<td>Brandon Lowe</td>
<td></td>
<td>3619 Noble Ave., Apt. A 23227</td>
<td>804-567-6819</td>
<td><a href="mailto:livebob@vericloud.com">livebob@vericloud.com</a></td>
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<tr>
<td>Benet Clark</td>
<td></td>
<td>307 Grove Ave 23226</td>
<td>804-884-1880</td>
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<tr>
<td>Susan Segura</td>
<td>VCU</td>
<td>5930 Forest Dr, Richmond VA 23234</td>
<td>646-5871</td>
<td><a href="mailto:segura@virginia.gov">segura@virginia.gov</a></td>
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<tr>
<td>VIKTORIA BARDEK</td>
<td>City of Richmond</td>
<td>Main St, E. Side</td>
<td>711-5830</td>
<td><a href="mailto:VKTORIA.BARDEK@virginia.gov">VKTORIA.BARDEK@virginia.gov</a></td>
</tr>
<tr>
<td>Sandra Beal</td>
<td>United Way</td>
<td>2001 Magnolia St, RVA 23230</td>
<td></td>
<td><a href="mailto:boothl@youvisitway.org">boothl@youvisitway.org</a></td>
</tr>
<tr>
<td>Stuart Squier</td>
<td>VCU</td>
<td>516 W. 2nd St, Richmond 23219</td>
<td></td>
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</tr>
<tr>
<td>Clinton Edwards</td>
<td>GRTC</td>
<td>301 E Belt Blvd, Richmond 23224</td>
<td>474-5984</td>
<td><a href="mailto:cedwards@ridgetrail.com">cedwards@ridgetrail.com</a></td>
</tr>
<tr>
<td>Billy Gammel</td>
<td>RPD</td>
<td>3 S. Adelison St, Richmond 23226</td>
<td></td>
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</tr>
<tr>
<td>Lauren Blair</td>
<td>Chesterfield County</td>
<td>2401 E Franklin St, Richmond 23223</td>
<td></td>
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</tr>
<tr>
<td>Chris Richardson</td>
<td>Chesterfield</td>
<td>9101 Jacob St, Chesterfield VA 23831</td>
<td>276-6831</td>
<td><a href="mailto:C.R.Hoke@Huddle.com">C.R.Hoke@Huddle.com</a></td>
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<tr>
<td>Grant Hummcutt</td>
<td></td>
<td>2210 E. Broad St, Richmond 23223</td>
<td>339-2202</td>
<td><a href="mailto:Grant_hummcutt@hotmail.com">Grant_hummcutt@hotmail.com</a></td>
</tr>
<tr>
<td>Chris Tucker</td>
<td></td>
<td>4704 Westover Hills Blvd, Richmond 23225</td>
<td>804-882-8748</td>
<td><a href="mailto:chris777@yahoo.com">chris777@yahoo.com</a></td>
</tr>
<tr>
<td>John Johnson</td>
<td></td>
<td>14153 Forrest Rd, Glen Allen, VA</td>
<td>804-431-9328</td>
<td><a href="mailto:JohnsonJ@concast.net">JohnsonJ@concast.net</a></td>
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</table>
D. Copy of Presentation
Welcome

The purpose of tonight’s meeting is to gather your feedback about the alternatives under detailed study.
Meeting Agenda

- Project Process and Schedule
- February Public Meetings
- Initial Screening of Alternatives
- Development of Study Alternatives
  - Cost Effectiveness and User Benefit
  - Corridor Districts and Station
- Summary of Findings
Federal Small Starts Program

Alternatives Analysis ↔ Environmental Analysis

Project Development

Construction

Service Begins
Project Schedule

- Alternatives Analysis
- LPA: Locally Preferred Alternative
- FTA SSA: FTA Small Starts Application
- FTA FFA: FTA Project Construction Grant Agreement
- Environmental Assessment
- Project Development

We are here
February Public Meetings

Introduce the study scope and purpose, outline project steps and analyses.
Public Input

- Support for Enhanced Transit Service
  - Concerns regarding implementation
  - Concern regarding alignment
- Support Transit Oriented Development
- Support for Intermodal Connections
- Funding Concerns
Initial Screening of Alternatives

To identify and remove from further consideration those alternatives which contain fatal flaws or irresolvable impacts or issues.
Initial Screening

- Eliminate alternatives least likely to meet the Purpose and Need of the project

- Process:
  - Measure alternatives for ability to meet project goals
  - Take public input into account
  - Identify alternatives to carry forward
  - Refine remaining alternatives

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<th>Goals</th>
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<td>Improve Local and Regional Mobility</td>
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<td>Support Economic Development</td>
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<tr>
<td>Promote Livable TOD Development</td>
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<tr>
<td>Provide Attractive Transportation Choices</td>
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<tr>
<td>Optimize Return on Investment</td>
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<td>Enhance Environmental Quality</td>
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## Initial Alternatives

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<tr>
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<th>No-Build Alternative</th>
<th>Baseline Alternative</th>
<th>Built Alternatives 1</th>
<th>Built Alternatives 2</th>
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<td>Number of Stations</td>
<td>Existing Local Stops</td>
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<td>Peak/Off-Peak Frequency (min.)</td>
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<td>Fare Collection</td>
<td>On-Board (Cash, Go Cards)</td>
<td>Off-Board Proof of Purchase (BRT Tickets)</td>
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<td>Vehicles</td>
<td>Existing GRTC Vehicles</td>
<td>Dedicated BRT Vehicles</td>
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<td>Existing Traffic Control Systems</td>
<td>Signal Priority at Intersections along Bus Lanes</td>
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<td>None</td>
<td>Stations Only</td>
<td>Stations, Vehicles, Guideway, Signage, Marketing</td>
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Initial Screening Results

Remove Build 2 from further study

Requires long-term testing of the market

Decision not to preclude potential future implementation
Initial Screening Results

- Remove Build 2 from further study (requires long term testing of market)
- Move Transition to 14th Street (serve major attracts, use largest north-south ROW)
- Revise Station Locations (reduce number of stations, condense station distance in downtown)
- Retain all other alternatives (No Build, Baseline, Build 1)
Alternatives for Detailed Study

- **No-Build**
  - Current bus operations with already committed improvements
  - Required by FTA to be used as a comparison to the baseline and build alternative

- **Baseline**
  - Limited stop bus service along the existing Route 6 alignment that would bypass local stops; only stopping at the proposed stations in the build

- **Build**
  - Bus Rapid Transit service utilizing dedicated lanes in various segments of the corridor
Project Justification Criteria
- Develop Detailed Definition of Alternatives
- Evaluate alternatives with project justification criteria
Costs vs. Benefits

**Costs**
- Guideway
- Stations
- Fare Collection

**Benefits***
- Faster Bus Speed
- Walking/Waiting
- Faster On/Off

*Measured For All Users
User Benefits: Example

- Streamlined transfers
- Low floor buses
- Sidewalk & crosswalk improvements
- Signal priority
- Off-board ticketing
- Dedicated lanes
Transit Supportive Elements

- **Density & Land Use Mix**
  - Number of jobs and households in station area
  - Activity types and trip generators

- **Land Development Potential**
  - Underutilized land
  - Expected growth

- **Multimodal Accessibility**
  - Street network
  - Bike/Pedestrian facilities
  - Connections to transit
Corridor Districts and Stations

Analysis of the Build Alternative
Build Alternative

Station area is a ¼ mile radius (5 minute walk)
Excludes station overlap and undevelopable areas
### West End
- Suburban commercial and low density residential land use
- Limited multimodal connections
- Auto-oriented with large surface parking lots, numerous driveways and curb cuts

### Table: Land Use Context

<table>
<thead>
<tr>
<th></th>
<th>Willow Lawn</th>
<th>Staples Mill</th>
<th>Hamilton/ I-195</th>
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<tbody>
<tr>
<td>Household Density</td>
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<tr>
<td>Jobs Density (2000)</td>
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<tr>
<td>Jobs to Housing Ratio</td>
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<tr>
<td>Vacant</td>
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<td>Redevelopment Potential</td>
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### Table: Multimodal Connectivity

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<tr>
<td>Intersection Density</td>
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<tr>
<td>Sidewalk Connectivity</td>
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<td>Bicycle Connectivity</td>
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<td>Transit Stop Density</td>
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<tr>
<td>Bus Activity</td>
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</table>
West End

**Conditions**
- Lower volumes of bus traffic (21 buses/hr AM)
- Traffic LOS A-C
- Lower density land uses

**Solutions**
- Use general travel lanes
- Limit number of stations to improve travel times
- Consider Park and Rides
West End
- Museum/VCU
- Downtown
- East End

**Museum/VCU**
- Concentration of major civic attractions
- Transitions from strip development to older commercial/redeveloped
- Bordered by medium density residential to the south, and industrial and commercial to the north

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<tr>
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</table>

**LAND USE CONTEXT**
**Conditions**
- Moderate volumes of bus traffic (20-29 buses/hr AM)
- Traffic LOS A-C
- Local buses cannot pass one another

**Solutions**
- Median lane to bypass local buses
- Split platforms to minimize ROW impacts
- Stations closer together than West End Museum/VCU
Illustration of Median Guideway Station
Downtown

- Major employment destination
- Transitions from finer-grain commercial uses to larger scale institutional buildings at Adams Street
- Raised median and high visibility crosswalks are present
**Conditions**

- High volumes of bus traffic (36-48 buses/hr AM)
- Traffic LOS A-C
- Increased auto-bus conflicts
- One bus at a time boards at stations

**Solutions**

- Widen shoulder bus lane to improve speeds, minimize conflicts
- Use fewer stations with longer platforms
- Spread user benefits for all routes on Broad St.
East End

- Historic development character with new, infill and redevelopment constrained by water and land features (steep slopes)
- Lower density residential and employment area
- Substantial change anticipated with continued infill/redevelopment
**East End**

**Conditions**
- Low volumes of bus traffic (0-12 buses/hr AM)
- Traffic LOS A-C
- Constrained ROW (4 lanes)

**Solutions**
- Use general travel lanes and on-street bus stops
- Limit number of stations to improve travel times
- Consider Park and Ride at Rocketts Landing
Illustrative Curb Side Platform Station
• Evaluate ridership, user benefits, and costs
• Identify Locally Preferred Alternative for environmental impact evaluation
• Next public meeting in Spring 2011
Public Participation

☐ Your Input Counts!

☐ Public input is one of three main areas analyzed in the decision-making process
Stay Involved!

- Your participation in this study is important!
- Other ways to stay involved:
  - Website:  http://study.ridegrtc.com
  - Project contact:
    Larry Hagin, Director of Planning
    GRTC Transit System
    301 East Belt Blvd
    Richmond, VA 23224
    (804) 474-9345
QUESTIONS
E. Copy of Displays
Welcome to Tonight's Meeting!

Alternatives Analysis/Environmental Assessment (AA/EA)
Study Overview and Background

- Transit improvements recommended for Broad Street for many years

- Recent regional transportation planning efforts recommend **Bus Rapid Transit (BRT)**
  - **GRTC Comprehensive Operations Analysis** (GRTC, 2008)
  - **Richmond Regional Mass Transit Study** (DRPT and Richmond Area Metropolitan Planning Organization, 2008)
  - **City of Richmond Downtown Master Plan** (City of Richmond, 2008)

- This study is the first step toward implementing improvements
  - Required for projects seeking funding through the Federal Transit Administration (FTA)
  - Joint study by **GRTC Transit System** and **Department of Rail and Public Transit (DRPT)**
Purpose of the study is to identify a package of transit improvements that will:
- Provide rapid, reliable transit service
- Increase mobility
- Serve existing patterns of transit-oriented development and redevelopment
Need for the Project

- **Need to improve local and regional mobility**
  - Area highways congested
  - High traffic leads to bus bunching and low reliability
  - Existing peak-hour bus lanes cause conflicts and accidents

- **Need to support livable, transit-oriented development**
  - Recent increase in density downtown
  - Local land use plans recommend pedestrian friendly, mixed-use development
  - Existing land use patterns in Richmond favor redevelopment

- **Need to provide attractive transportation choices**
  - Improve travel times and reliability
  - Improve convenience, efficiency of transfers

- **Need to enhance the environment**
  - Encourage more sustainable growth patterns
  - Contribute to better regional air quality
What is Bus Rapid Transit?

- BRT is a package of improvements to provide high-quality transit service using rubber-tired vehicles.

- Typical BRT characteristics:
  - Operates in dedicated lanes, a guideway or mixed traffic.
  - Specialized vehicles that offer the same look and feel as rail vehicles.
  - Station amenities like off-board fare collection, level boarding, and/or enhanced stations/platforms.
FTA Application Process

**Project Process**

- **Small Starts Program**
  - Alternatives Analysis
  - Environmental Analysis
  - Project Development
  - Construction
  - Service Begins

**Steps in Alternative Analysis**
- Initial Screening of Alternatives - refine routing and station locations to develop Build Alternative
- Detailed Study of Alternatives – precise elements of No-Build, Baseline and Build to be analyzed

**Project Justification**
- Elements of analysis used in FTA application
- Focus on cost/benefit analysis

**Alternative Analysis**
- Results in Locally Preferred Alternative
- Provides justification for project
- Needed for Small Starts grant application
- Estimated completion spring 2011

**Environmental Analysis**
- Detailed assessment of benefits and impacts of Locally Preferred Alternative
- Needed for FTA Full Funding Grant Agreement
- Completion fall 2011
Initial Screening of Alternatives

Summary of Alternatives

<table>
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<tr>
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<th>No-Build</th>
<th>Baseline</th>
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<th>Build 2</th>
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<td>7.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miles of Dedicated Bus Lanes</td>
<td>0.75</td>
<td>0.75</td>
<td>3.4</td>
<td>6.7</td>
</tr>
<tr>
<td>Number of Stations</td>
<td>Existing local stops</td>
<td>16 stations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peak/Off Peak Frequency (min.)</td>
<td>n/a</td>
<td>10/15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours of Operation</td>
<td>Weekdays: 5:30 AM-11:30 PM</td>
<td>Weekends: 6:00 AM-11:30 PM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Network Changes and Feeder Service</td>
<td>None</td>
<td>Comprehensive Operations Analysis Phase I and Phase II recommendations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fare Collection</td>
<td>On-board (cash, Go Cards)</td>
<td>Off-board Proof of purchase (BRT tickets)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vehicles</td>
<td>Existing GRTC vehicles</td>
<td>Dedicated Bus Rapid Transit (BRT) vehicles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intelligent Transportation Systems</td>
<td>Existing traffic control systems</td>
<td>Signal priority at intersections along bus lanes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branding</td>
<td>No</td>
<td>Stations only</td>
<td>Stations, vehicles, guideway, signage, marketing efforts</td>
<td></td>
</tr>
</tbody>
</table>

Initial Screening Results

<table>
<thead>
<tr>
<th>Measures of Effectiveness</th>
<th>No Build</th>
<th>Baseline</th>
<th>Build 1</th>
<th>Build 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve local and regional mobility</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Impact on transit ridership</td>
<td>C</td>
<td>B</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>• Impact on general traffic</td>
<td>C</td>
<td>C</td>
<td>D</td>
<td>F</td>
</tr>
<tr>
<td>• Impact on on-street parking</td>
<td>C</td>
<td>C</td>
<td>D</td>
<td>F</td>
</tr>
<tr>
<td>• Impact on vehicles and pedestrian safety</td>
<td>F</td>
<td>F</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>Support economic development along the corridor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Impact on residential access to transit</td>
<td>C</td>
<td>B</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>• Impact on transit access to activity centers</td>
<td>C</td>
<td>B</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>• Impact on transit access to redevelopment sites</td>
<td>C</td>
<td>B</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>Promote livable, transit-oriented development</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ability to support higher density land uses</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>Create a multi-modal transportation system with attractive travel choices</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Average operating speed</td>
<td>C</td>
<td>B</td>
<td>B</td>
<td>A</td>
</tr>
<tr>
<td>• Number of intermodal connections</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>• Level of investment that can support future upgrades</td>
<td>C</td>
<td>B</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>• Frequency, schedule, and travel times of transit services in the corridor</td>
<td>C</td>
<td>B</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>Optimize return on public investment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Order-of-magnitude capital cost</td>
<td>C</td>
<td>C</td>
<td>D</td>
<td>F</td>
</tr>
<tr>
<td>• Order-of-magnitude operating cost</td>
<td>C</td>
<td>C</td>
<td>D</td>
<td>D</td>
</tr>
<tr>
<td>Enhance environmental quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Impact on natural resources (parklands, wetland, water, habitat)</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>• Impact on historic and cultural resources</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
</tr>
</tbody>
</table>

Initial Screening Recommendations

- Initial Screening eliminated those alternatives least likely to meet the Purpose and Need of the project.
- Each alternative was measured against the same set of criteria (Measures of Effectiveness) to determine how well it met the goals of the project.
- The study team also took into account comments from the public received during the study.

Narrow right of way on Main Street causes significant impact on general traffic and on-street parking in Build 2.

Build 2 at least double the capital cost of Build 1.

Remove Build 2 from further consideration.
Station Analysis: Balancing efficiency with access to riders and destinations

Analysis Criteria:
- Community Facilities
- Existing and Future Densities
- Distance Between Stations
- Economic Development Potential
- Transit Supportive Plans and Policies
- Connections to Other Modes
- Transit Activity
- Traffic Impacts

Recommended Station Locations:
- Reduce total number of stations
- Increase distance between stations in east and west ends
- Decrease distance between stations in downtown
- Shift stations to serve specific sites (i.e. community centers, multimodal connection points, etc.)

Transition Analysis: Connecting Broad Street to Main Street

Analysis Criteria:
- Multimodal Connections
- Impacts to Other Modes
- Impacts to Transit Service
- Population
- Employment
- Special Generators
- Economic Development Potential
- Transit Supportive Plans and Policies
- Connections to Other Modes
- Transit Activity
- Traffic Impacts

Recommended Transition: 14th Street
- Critical Regional Destination
- MCV
- Main Street Station
- Minimize Right-of-Way (ROW) Impacts
- 14th Street has widest north-south ROW
- Shift stations to serve specific sites (i.e. community centers, multimodal connection points, etc.)
Project Justification: User Benefit

Balancing Cost and Benefit
- Critical element of analysis that is used to justify project to FTA
- Improvements such as dedicated lanes and off-board fare collection can increase the efficiency of rapid transit, but the more improvements made, the higher the cost of building and operating the project.

<table>
<thead>
<tr>
<th>Costs</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated Lanes</td>
<td>Faster Bus Speed</td>
</tr>
<tr>
<td>Stations</td>
<td>Walking/Waiting</td>
</tr>
<tr>
<td>Fare Collection</td>
<td>Faster On/Off</td>
</tr>
</tbody>
</table>

Station Rendering: Improvements Considered and their Benefit

When considering a project for federal funds, the FTA looks to see if it generates user benefits: travel time savings for existing riders as well as for new riders to the service. Below are some improvements that can generate user benefits.

- Transfers between services can be made faster and more convenient by locating local stops next to rapid transit stops.
- Using ticket machines instead of fareboxes can reduce the time it takes for each passenger to board the vehicle.
- Signal priority can allow rapid transit vehicles to reduce time spent waiting at intersections.
- Crosswalks and sidewalk improvements can reduce the time it takes to walk to and from stations.
- Using a combination of dedicated lanes, stations and vehicles can create an identity for the service that makes it more attractive to new riders.
- Dedicated lanes allow rapid transit vehicles to bypass local buses and automobile traffic.
- Low floor buses can reduce boarding times for passengers and make boarding easier for wheelchairs and strollers.
Alternatives Under Study

- **No Build Alternative**
  - Represents future conditions if **no improvements** are made beyond those already programmed
  - Used to assess the performance of the other alternatives

- **Baseline Alternative**
  - The **lowest cost alternative** for addressing the needs in the corridor
  - Represents the best that can be done without a major capital investment

- **Build Alternatives**
  - Seek to address the needs of the corridor through **capital investment**
  - Provide peak-period fixed guideway for some or all of the corridor
Alternatives for Detailed Study

- **No-Build**
  - Current bus operations with already committed improvements
  - Required by FTA to be used as a comparison to the baseline and build alternative

- **Baseline**
  - Limited stop bus service along the existing Route 6 alignment that would bypass local stops; only stopping at the proposed stations in the build

- **Build Alternative**
  - Bus Rapid Transit service utilizing dedicated lanes in various segments of the corridor
  - Depicted in the map below

Study Corridor

- The study corridor has been divided into 4 sections based on the unique characteristics of each district. Differing characteristics of each section dictate the differing recommendations along the corridor.

  ![Study Corridor Map](image)

<table>
<thead>
<tr>
<th>West End</th>
<th>Museum/VCU District</th>
<th>Downtown</th>
<th>East End</th>
</tr>
</thead>
</table>

  **Legend**
  - Proposed BRT Alignment
  - Median Running
  - Curb Running
  - Miled Traffic Operations
  - Proposed BRT Stations
  - Quarter Mile Buffer
  - Half Mile Buffer

  Recommendations described in detail in the following boards
Transit Supportive Elements

Transit oriented development (TOD) patterns, improved multimodal access, and enhanced pedestrian walkability support transit investments and overall community livability.

Successful transit systems reflect strong ridership and provide great access. They improve mobility by connecting workplaces, homes, shopping, recreation, entertainment and major regional destination attractions together. Transit efficiently serves higher concentrations of jobs, households and potential transit riders.

Density & Land Use Mix

- Density is a measure of the total amount of households, jobs and activities located within a station area.
- Land use mix describes the type of activity and the corresponding type and number of daily trips generated.
- The higher the density and mixture of uses located within the core walkable station area, the higher the potential to serve more trips by transit.

Land Development Potential

- Land development potential measures the amount of future growth that can be accommodated within the station areas.
- It is measured by looking at the total amount of vacant or underutilized land.
- The higher the land development potential, the higher the economic development potential in terms of attracting new jobs and housing within the station areas.
- The amount of future growth potential within the station areas is another indicator of future transit ridership.

Multimodal Accessibility

- Multimodal accessibility measures evaluate street network connectivity, sidewalk conditions, crosswalks, and bicycle access within the station areas.
- Creating strong walking and biking conditions around transit station areas helps to make transit a more attractive, safer and convenient transportation choice.
West End

- **Conditions**
  - Lower volumes of bus traffic (21 buses/hr AM)
  - Light-to-medium vehicle traffic
  - Local buses cannot pass one another

- **Context**
  - **Willow Lawn**
  - **Staples Mill**
  - **Hamilton/I-195**
  - **To Museum/VCU**

- **Land Use**
  - Suburban commercial and low-density residential land use
  - Auto-oriented with large surface parking lots, numerous driveways and curb cuts

- **Major Trip Generators**
  - Major shopping center at Willow Lawn
  - Other shopping destinations along Broad Street

- **Multimodal Facilities**
  - Low- to medium-quality pedestrian environment; many destinations not connected by contiguous sidewalks
  - Connections to local bus routes at Willow Lawn
  - Existing bicycle routes near, but not connecting to, the proposed route
West End

Alternative for Detailed Study

**Shared BRT/Local Bus**
**Curbside Stations/Stops**

- BRT uses general travel lanes and is allowed to pass local buses
- Limited number of stations improves travel times
- Potential to include Park-and-Ride facility

Main Street (Proposed)

Boston, MA

Los Angeles, CA
Museum/VCU

**Conditions**
- Moderate volumes of bus traffic (20-29 buses/hr AM)
- Light-to-medium vehicle traffic
- Local buses cannot pass one another

**Context**

**Land Use**
- Along Broad Street, land use transitions from strip development to older urban commercial
- Bordered by medium-density residential to the south, and industrial and commercial to the north
- Redevelopment underway; many redevelopment opportunities remain

**Major Trip Generators**
- Concentration of major civic attractions and institutions (Science Museum, Children’s Museum, Siegel Center, VCU Monroe Campus)

**Multimodal Facilities**
- Medium- to high-quality pedestrian environment; increasing quality moving east along the corridor and south of the corridor
- Connections to many local bus routes
- Existing bicycle routes near, but not connecting to, the proposed route
Alternative for Detailed Study

**Median Guideway with Split Platforms**

- High profile for the system
- Median lanes bypass local buses and bus stops
- Split platforms minimize right-of-way impacts
- Lane shift allows parking to remain
- Stations closer together than in West End

Other Alternatives Considered

**Curbside Guideway with Parking**

Crossover conflict at local bus stops

Loss of travel lane

**Curbside Guideway with No Parking**

Crossover conflict with parking cars

Potential conflict with loading/unloading

Conflict at local bus stops

Loss of parking lane
Downtown

**Conditions**
- High volumes of bus traffic (36-48 buses/hr AM)
- Light-to-medium traffic
- Increased auto-bus conflicts
- One bus at a time boards at stations

**Context**

**Land Use**
- Historical commercial heart of the region
- Development character transitions from finer-grain commercial uses to larger scale institutional buildings at Adams Street
- Few residential uses; largely institutional, commercial and civic
- Redevelopment underway; redevelopment opportunities remain

**Major Trip Generators**
- Concentration of major employment centers (VCU Medical Campus, Virginia State Capitol, government offices, other offices)

**Multimodal Facilities**
- Raised median and high visibility crosswalks
- Connections to many local bus routes
- Existing bicycle routes near, and connecting to, the proposed route at 3rd Street
Downtown

Alternative for Detailed Study

Curbside Guideway with Separated BRT and Local Bus Stations/Stops

- Widened bus lanes improve speeds and minimize conflicts
- Fewer stations with longer platforms speeds boarding and overall travel time, spreading user benefits for all routes on Broad Street

Other Alternatives Considered

Curbside Guideway with Parking

- Loss of travel lane
- Crossover conflict with parking cars

Median Guideway

- Does not make use of existing bus lane
- Local buses do not benefit from bus lane
- Loss of existing median
- Loss of travel lane
East End

- **Conditions**
  - Low volumes of bus traffic (0-12 buses/hr AM)
  - Light-to-medium traffic
  - Narrow roadway (2 lanes per direction)

- **Context**
  - **Main Street Station**
  - **25th Street**
  - **Rockets Landing**

- **Land Use**
  - Historic character with new infill redevelopment constrained by water and steep slopes
  - Lower density residential and employment
  - Redevelopment underway; many redevelopment opportunities remain

- **Major Trip Generators**
  - Anchored by Main Street Station at one end and Rockets Landing development at the other

- **Multimodal Facilities**
  - Medium- to high-quality pedestrian environment along Main Street; Rockets Landing sidewalk infrastructure continues to develop
  - Existing bicycle routes near, and connecting to, the proposed route at Main Street Station
Shared BRT/Local Bus
Curbside Stations/Stops

- BRT uses general travel lanes and is allowed to pass local buses
- Limited number of stations improves travel times
- Potential to include Park-and-Ride facility
Ways to Stay Involved

**Next Steps**
- Finalize Detailed Definition of Alternatives
- Evaluate alternatives using FTA criteria
- Adopt Locally Preferred Alternative

**Tell Us What You Think!**
- Do the study alternatives make sense?
- Which ones do you prefer?
- Leave your comments here tonight, by mail by November 19th, or complete on-line form

**How to Contact Us:**
- Website: http://study.ridegrtc.com
- Email: lhagin@ridegrtc.com
- Hotline: (804) 474-9345
- Mail: Larry Hagin, Director of Planning
  GRTC Transit System
  301 East Belt Blvd.
  Richmond, VA 23224