



For Immediate Release

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For more information, contact:

CARRIE ROSE PACE – (804) 516-4148 – carrie.rosepace@ridegrtc.com

GRTC Welcomes New Director of Equitable Innovation and Legislative Policy

Joe Dillard Jr. assumes newly created diversity, equity, and inclusion role at GRTC.

RICHMOND, Va. (August 20, 2021) – GRTC is pleased to announce its Director of Equitable Innovation and Legislative Policy Joe Dillard Jr. In this newly created position, Dillard will curate the role to encourage diversity, equity, and inclusion throughout the organization while promoting and cultivating community partnerships. Reporting directly to the Senior Executive Team, Dillard will define and implement strategies, programs, and projects that encompass both internal and external activities supporting organizational advancement, as well as manage policy and external advocacy at the local, state, and federal levels. Dillard officially joins the GRTC Family on September 3, 2021.

GRTC Chief Executive Officer Julie Timm says, “I had the privilege of working with Joe when we were both at Hampton Roads Transit, and I am thrilled he has chosen to bring his wealth of experience and personality to our GRTC Family. GRTC has made incredible development strides since the bus system redesign and the launch of the Pulse BRT in 2018, and Joe will serve as GRTC’s liaison to staff, riders, and communities, guiding our future initiatives with an ever-increasing focus on inclusion and equity. Our employees and riders have a strong champion in Joe, and I could not be prouder to welcome him aboard.”

GRTC Director of Equitable Innovation and Legislative Policy Joe Dillard Jr. shares, “With so much conversation about improving our infrastructure, it is a great time to be in the public transportation industry and its an even a greater time to be joining the Greater Richmond Transit Company. I think Julie and her staff are setting a precedent for the future of public transportation across the nation with innovative ideas and outside-the-box thinking when it comes to public transportation issues arising across the country, which include declining ridership and maintaining a strong workforce. I look forward to joining this great organization as we continue to improve the lives of riders in communities we serve and value our front-line employees in their tireless efforts to make it happen.”

Dillard comes to GRTC after serving as the Organizational Advancement Officer for Hampton Roads Transit (HRT), where he managed and directed engagement and legislative strategies to promote and accomplish the agency’s vision, mission, goals, and objectives.

Dillard has been successful in securing a dedicated funding stream for transit in the greater Hampton Roads region totaling \$31 million annually. He has also secured over \$25 million in various one-time state funding opportunities for public transportation in the region. Both experiences will be crucial to GRTC’s goals supporting the increasing public mobility needs of the RVA region. At the federal level, Dillard was



GRTC Transit System’s mission is to provide clean, safe, and reliable transportation and to improve mobility and access throughout Central Virginia.



successful at lobbying for the inclusion of various earmarks to benefit public transportation in southeast Virginia.

Dillard earned his Bachelor of Arts Degree from Norfolk State University in 2012 and graduated from the University of Virginia Sorensen Institute of Political Leadership in 2015. Dillard also has his Diversity, Equity and Inclusion Certificate from the University of South Florida. In 2016, Dillard was ranked eighth on the Historical Black College & Universities (HBCU) Top 30 under 30 list. In 2018, he was recognized as an Inside Business Hampton Roads Top 40 under 40 honoree. Dillard has experience serving on various city, region and state boards and commissions. He is also a member of the LEAD Peninsula Class of 2016 and LEAD 757 Class of 2021.

GRTC is a public service corporation providing mobility services in the Greater Richmond area. GRTC's current operational budget (FY22) of \$63.2 million primarily funds daily mobility operations and vehicle maintenance. GRTC provided 7.8 million trips during FY21 (July 1, 2020 – July 30, 2021).

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