



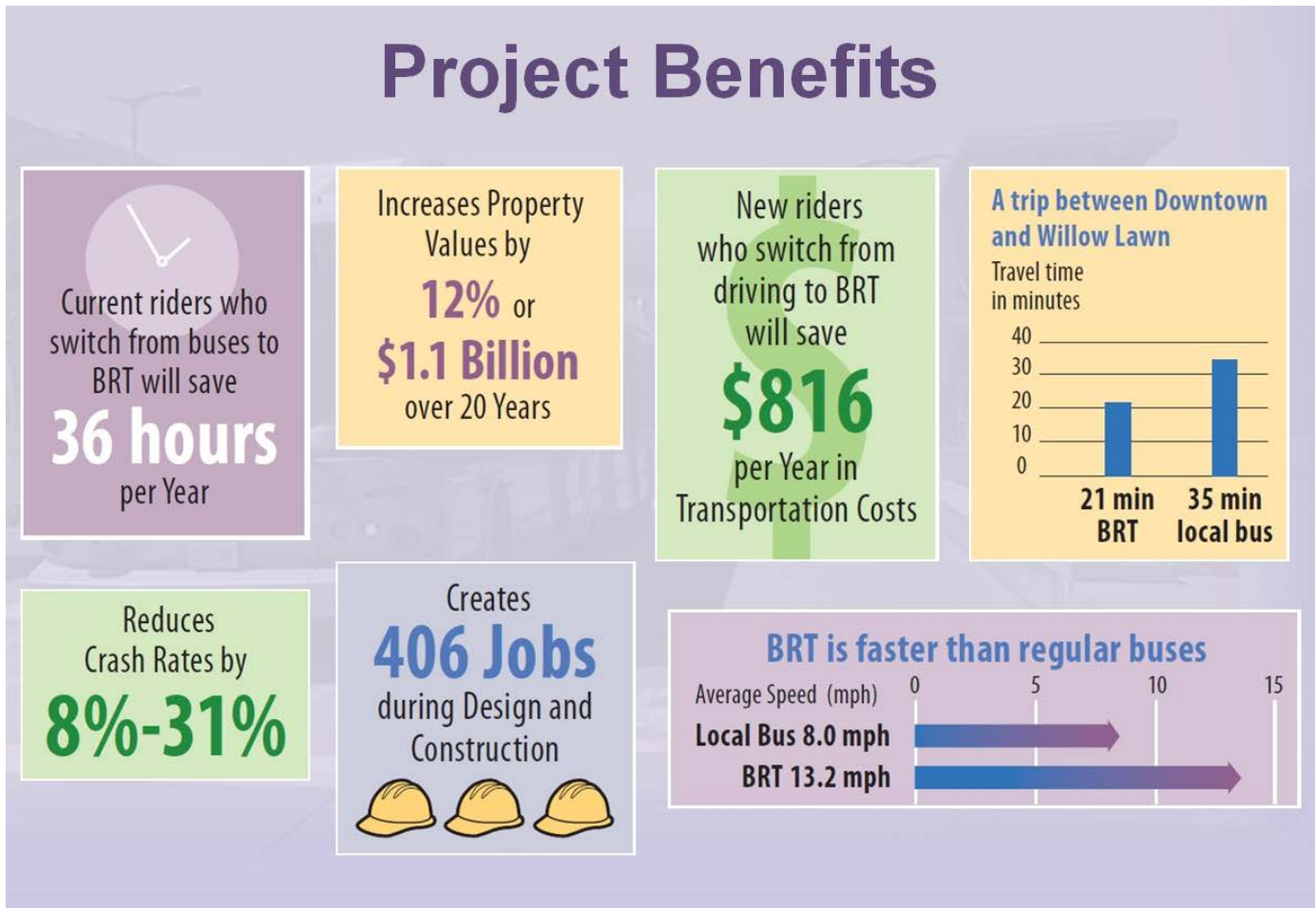
Broad Benefits:

This *first line* is the *first step* in a much broader transit vision for the Greater Richmond Area to improve the overall quality of life.

- Improve local and regional mobility
 - Shorter travel times
 - Affordable, rapid transit option competitive with an automobile
 - More transit reliability and arrivals on-time
 - Easier transit connections
 - Move more people more efficiently along the corridor (passengers/hour)
 - Better access to healthcare/education/retail/food/community centers
- Promote livable, transit-oriented development and planning
 - Safe and useful for all users of the corridor
 - More safe pedestrian access & urban “walkability”
 - More multi-modal transit choices (buses, bicycles, walking/mobility devices, automobiles)
 - Provide attractive and affordable transit options to an aging Boomer population and a growing Millennial population – both groups have a decreasing dependency on automobiles and an increased need for other reliable transit solutions to maintain or improve independence and quality of life.
- Cost-effective transit solutions for users
 - Use existing roads and sidewalks, and improve the transit options on them.
 - Coordinate with local, regional and state current and future plans
 - City Downtown Plan – BRT is a component of this plan, approved by the City Planning Commission.
 - Richmond Strategic Multimodal Transportation Plan – BRT is a component of this plan.
 - City Master Plan – need for a rapid transit option along Broad Street (light rail or a precursor like BRT).
 - City Bike Plan – BRT supports multi-modal transit choices, providing bike racks on the buses and at stations.

- Richmond Regional Transit Vision Plan – BRT is a part of this broader project currently being developed by the Commonwealth of Virginia.
- U.S. Department of Transportation LadderSTEP Transportation Empowerment Pilot – GRTC Pulse was one of only seven U.S. projects selected for this Pilot, described as such: “To help build and restore connections, develop workforce capacity, and catalyze neighborhood revitalization.”

Economic Benefits (DRPT):



The U.S. Department of Transportation says projects like GRTC Pulse really can:

1. Revitalize economically distressed neighborhoods
2. Support economic development
3. Connect people from where they live to where they work
4. Connect people to essential services
5. Create jobs in the transportation industry

