



For Immediate Release

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GRTC PULSE BEGINS SERVICE TODAY

Local transit route changes also take effect with Pulse launch.

RICHMOND, Va. (June 24, 2018) – GRTC Pulse opened its doors to the public at 6 A.M. on Sunday June 24, 2018. The project is being completed in budget and on time with the contractual completion date of June 30, 2018. GRTC's innovative and groundbreaking project was funded and built in partnership with generous support from the USDOT's TIGER grant program, the Virginia Department of Rail and Public Transportation, the Virginia Department of Transportation, the City of Richmond, and Henrico County.

GRTC Pulse is a modern, high quality, high capacity rapid transit system that serves a 7.6-mile route along Broad Street and Main Street, from Rocketts Landing in the City of Richmond to Willow Lawn in Henrico County. GRTC Pulse is jointly sponsored by Bon Secours Richmond Health System and VCU Health System. The Pulse links the public to many exciting destinations, businesses, services and restaurants.

"We are excited to see this project connect residents, workers and visitors in our city," says Mayor Levar Stoney. "One quarter of the city's population and two thirds of all jobs in Richmond are within a half mile of the Pulse. This new service, when integrated with our new Richmond Transit Network Plan, can become the transit heartbeat of our thriving city."

The Honorable Frank J. Thornton, Chairman of the Henrico County Board of Supervisors, says, "Henrico County is excited about the needed and enhanced connectivity that the Pulse will provide to the county's expanded GRTC service and the opportunities this service will afford our citizens."

Lane Construction will continue with some remaining work as the service is in its integration period. With service now underway, drivers, cyclists and pedestrians are encouraged to pay close attention to traffic signage, lane markings and signalization. For everyone's safety, please do not drive, bike, walk, or skateboard in Bus Only lanes. Bicyclists are welcome to use the Downtown Bus Only lanes between 4th and 14th Sts., and drivers are permitted to make right-turns from these Downtown Bus Only lanes. Please yield to pedestrians in crosswalks. Pedestrians, please do not walk down the median; use sidewalks and marked crosswalks. Remain alert for Pulse buses and bus movements that may be different from neighboring lanes.

GRTC CEO David Green emphasizes, "Our team is excited to welcome the public aboard today to experience a world-class bus rapid transit service. GRTC is committed to providing





clean, safe, and reliable transportation; to that end, we ask for the public's attention to new travel patterns. This increased awareness is essential for the safety for all users of the roadway."

The same day the Pulse service launches, significant transit improvements across Richmond also take effect for GRTC riders. The City of Richmond's new network with all new routes, numbers and increased frequencies launches today. GRTC has teamed up with the City of Richmond to rework our area's transit system through the Richmond Transit Network Plan - and the result will mean faster, more consistent service throughout the day, along with easier connections. Riders can also expect very similar service on weekdays and Saturdays with several new high-frequency bus routes north-south and east-west. These new City routes make it even easier to connect with the Pulse and reach destinations faster. The new City network lays the groundwork for us to keep serving this vibrant, growing region. To learn more about the new City routes, please visit: <http://thegreatrichmondreroute.com/>.

Several Henrico County service adjustments will also begin Pulse launch week on Monday, June 25, 2018. Enhanced weekday service every 30 minutes to Richmond International Airport, a major employer in Henrico's East End, will be available on the Route 7 A/B Nine Mile Henrico. Taking advantage of the efficiency provided by the Pulse, the Route 19 Pemberton will offer more frequent service every 30 minutes between Willow Lawn and Pemberton and Broad. Also in the West End, Henrico's new Route 79 Patterson/Parham will extend farther west to Quioccasin and Gaskin Roads at the Gayton Crossing Shopping Center. Additional Henrico County transit expansions are planned for Fall 2018.

Members of the media and public are welcome to attend the official ribbon cutting ceremony to celebrate the Grand Opening of the GRTC Pulse on Monday, June 25, 2018, beginning promptly at 10:00 A.M. at the Maggie Lena Walker Memorial Plaza located at the intersection of W. Broad Street and N. Adams Street in Richmond, Virginia.

Federal Transit Administration Executive Director Matthew Welbes, Virginia Governor Ralph Northam, Virginia Secretary of Transportation Shannon Valentine, Richmond Mayor Levar Stoney, Henrico County Chairman Frank J. Thornton, will be among the guests of honor speaking at this event. Other Federal, State and Local officials will also be in attendance.

The GRTC Pulse is free to ride through Saturday, June 30, 2018, along with free rides on all GRTC bus routes (except the Kings Dominion Express). After this week, the fare to ride the Pulse is the same as local routes at \$1.50 per ride or \$0.75 for reduced fare customers. The Pulse is free to ride for CARE customers. To learn more about the Pulse and explore how to ride this new service, please visit: <http://www.ridegrtc.com/brt/>.

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

