



For Immediate Release

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GRTC PULSE RIDERSHIP FAR EXCEEDS EXPECTATIONS

More than 30,000 trips completed in first four days.

RICHMOND, Va. (June 29, 2018) – GRTC Pulse opened its doors to the public at 6 A.M. on Sunday June 24, 2018, completing 6,240 trips on the first day. The ridership goal for Sunday was 1,600. On Monday, the first weekday of service, GRTC Pulse welcomed 8,669 riders aboard, far exceeding the daily weekday ridership goal of 3,500. On Tuesday, ridership remained very high at 7,968, more than double the weekday ridership goal. Wednesday ridership was similar to Tuesday's, at 7,877. GRTC is still processing yesterday's data.

This means that in just the first four days of Pulse service alone, the Pulse welcomed more than 30,000 riders onto the new service.

Sunday, June 24, 2018	Monday, June 25, 2018	Tuesday, June 26, 2018	Wednesday, June 27, 2018
6,240	8,669	7,968	7,877

Excitement about the new rapid service, coupled with free rides and Summer break, led to an overwhelmingly positive response from riders. Some of these riders and their stories are shared on GRTC Pulse's social media ([Twitter](#); [Facebook](#); [Instagram](#)). 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'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.

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.

Connect With GRTC:

ridegrtc.com

GRTC Customer Service Center at 804-358-GRTC (4782).



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

