

# GRTC Transit System

## Board Discussion Item

**Meeting Date: January 21, 2020**

**Item Title: Route 1 Update and Outreach Activities**

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### **BACKGROUND:**

On March 16, 2020, GRTC will launch new local transit service on Route 1 in Chesterfield County from Falling Creek to John Tyler Community College, funded 80% by a DRPT demonstration grant and 20% by a local match from Chesterfield County.

### Highlights

- **Marketing:** Creative commercials were completed in December, including translations into Spanish for targeted Hispanic outreach. Media buys authorized by Chesterfield County and approved by GRTC were secured in December for runs between Feb 10 and Apr 26, 2020. Post-production continues on the educational video series, with an anticipated completion on schedule in January. Lamar billboards are scheduled to go live at the end of January along the Route 1 corridor. In January, creative work on the digital and print advertising elements occurs, as well as coordination with HR on temporary staff needs the week of launch.
- **Planning & Scheduling:** Route 111 schedule complete and submitted with the Jan 2020 booking to take effect on Mar 16, 2020. Service Agreement reviewed by Chesterfield County Attorney in December and will be reviewed by GRTC before going to Board of Supervisors for execution. Coordination continues with County staff on bus stops and amenities. Performance measures and ridership goals are being finalized in January.
- **Chesterfield County Staff:** Staff are leading launch day efforts, with GRTC support of logistics. Staff are also submitting grant requests by Feb 1 (DRPT for additional capital/operational funds for Route 111 and Feasibility Study for Route 60; Smart Scale for Route 1 Transit Accessibility Project; CMAQ for operational cost once demo funding ends). County staff are arranging a meeting with John Tyler Community College and GRTC to discuss operational logistics. County staff are reviewing corridor for park-n-ride opportunities.
- **Education & Outreach:** GRTC's Travel Training Instructor provided information at the Senior Holiday Luncheon at Bensley in December and is scheduled with another educational session at Bensley in January. GRTC and Chesterfield reviewing other outreach events and locations in 2020.

### **CURRENT STATUS:**

In progress and on schedule, working toward March 16, 2020 service launch.