

Fifth of five: GRTC to launch Sandston/Elko LINK, completing microtransit pilot



Richmond – GRTC’s fifth LINK Microtransit zone will launch on July 1, providing new on-demand transit connections in Sandston and Elko and completing the five zones that make up GRTC’s initial microtransit program. LINK first launched in Azalea in November of 2023 and has since carried over 15,000 passengers across four zones, providing a new on-demand transit option to riders across the Richmond region and welcoming several new communities to the GRTC network.

The addition of LINK microtransit service to Henrico County’s east end is the result of work that began in 2021 when the Richmond region began investigating the effectiveness of microtransit and other innovations in transit service to improve regional connectivity.

“GRTC is thrilled to expand the promise of microtransit service to Sandston & Elko,” said **GRTC CEO Sheryl Adams** “Microtransit service has been a key part of GRTC’s efforts to innovate and expand across the Richmond region, and we look forward to celebrating this new zone and the freedom of access it provides while we continue the work of providing the freedom of transit access to the entire Richmond region.”

The new service provides fare-free on-demand service Monday through Friday from 5:00 am to 8:00 pm daily, with rides available by phone call or using the GRTC on the Go app. A ceremonial ribbon cutting, featuring GRTC, Henrico County, and DRPT staff will be held on Thursday, June 27, at 11:00 am at the Henrico Theater to celebrate. [RSVP here.](#)

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GRTC’s mission is to connect people to opportunities by providing safe, sustainable, reliable, and equitable transportation.