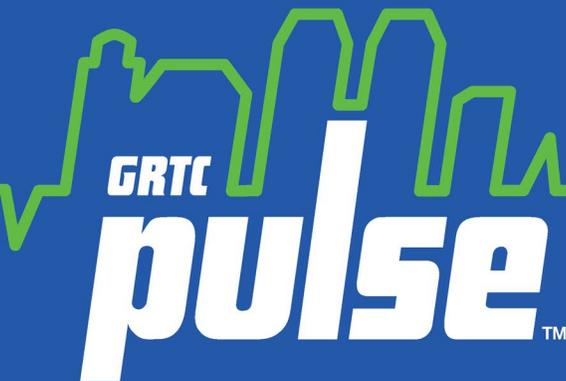


GRTC Pulse

North-South BRT

Richmond 300: Code Refresh
Advisory Council



October 8, 2025

Agenda

- Overview of Presentation
 - Project Description
 - History & Schedule
 - Concept Development
 - Round 1 Public Engagement
 - Updated Conceptual Design
 - Round 2 Public Engagement
 - Concurrent Efforts
- Introductions

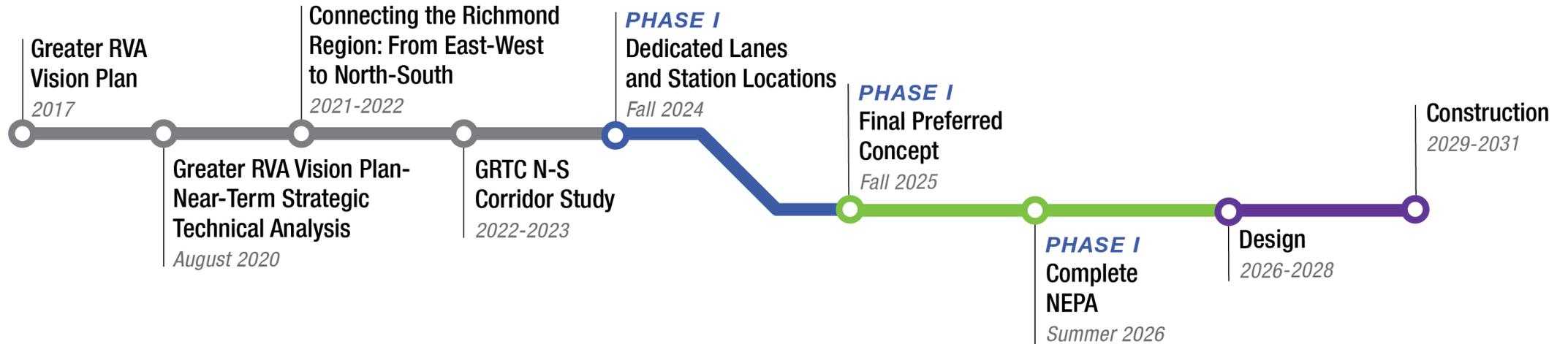


Project Corridor and Stations

- Phase 1 route from Northside, through Downtown, to Midlothian
- Approximately 12 miles
- 16 station locations
 - 14 station pairs
 - 1 station platform at the northern terminus
 - 1 station platform at the southern terminus



History and Project Schedule



Concept Development



Minimize

- Property Impacts
- Environmental Impacts
- Historic Resources
- Traffic Impacts
- Parking Impacts

Maximize

- Ridership
- Equity
- Access to Key Destinations
- Multimodal Connections
- Operational Efficiency

Public Engagement Overview



■ **INFORM**

Educate the public and stakeholders on the project and the role of public feedback

■ **CONSULT**

Invite the public's opinion and feedback to inform decision making

■ **COLLABORATE**

Partner with technical stakeholders to consider public feedback outlining challenges related to the N-S BRT

Guiding Principles

- Increase awareness and understanding
- Gather community input to assist in decision-making
- Promote collaboration and partnership
- Develop intentional communication practices
- Foster open conversation through deliberate community outreach
- Ensure the plan establishes and reflects community priorities

Public Engagement Process

- **Round 1**
 - Introduce the Phase I corridor alignment
- **Round 2**
 - Showcase the updated conceptual design
- **Future Rounds**
 - Sharing results of the environmental analysis

Engagement Methodology

- Pop-up events
- In-person community meetings
- Online surveys
- Technical advisory committee
- Stakeholder advisory committee

Round 1 Public Engagement



Meetings and Pop-Up Events



119

Meeting Attendees



619

Touchpoints
with Community



~148

Community
Hours Invested

Online Survey



189

Participants



1,525+

Feedback Datapoints

Community Priorities

- **Pedestrian and bicycle safety**
 - Emphasizing vehicle speeds
 - Opportunities for traffic calming
- **Station accessibility**
- **Connectivity with existing E-W Pulse**
- **Preservation of street trees along the corridor**



Community Priorities (cont.)

- **Balance design benefits and tradeoffs**
 - Need for on-street parking along corridor
 - Preservation community character
 - Appropriate accommodations for all road users (motorists, bus riders, pedestrians, cyclists, etc.)
- **Design choices**
 - Curbside versus median-running dedicated bus lanes
 - Station locations



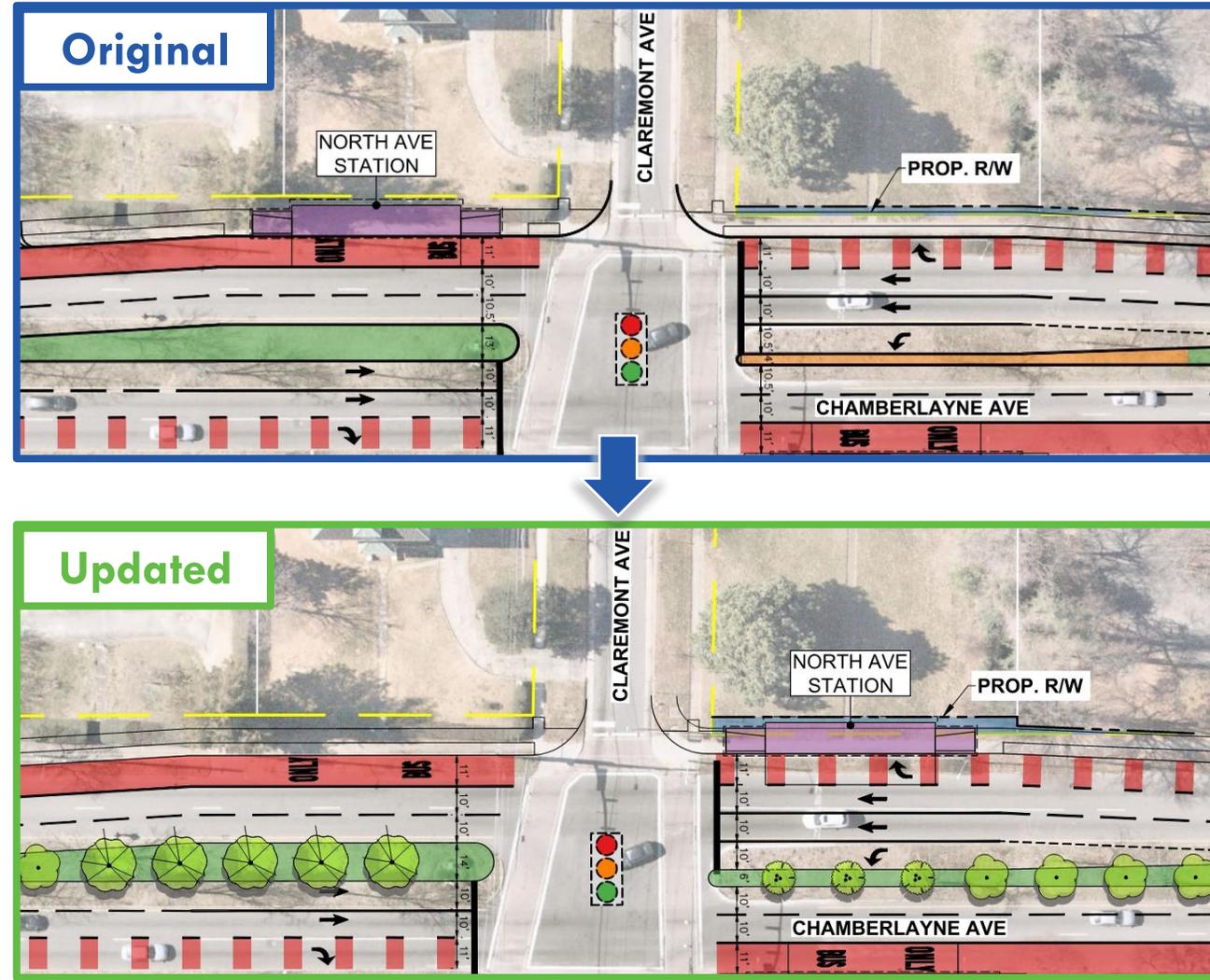
Updated Conceptual Design



Updated Concept Considerations

GRTC Pulse North-South BRT

- Public Feedback
- Land Use Context
- Traffic
- Parking
- Preservation of community character



- **Corridor design changes**
 - Median running segment on Midlothian Turnpike
 - Curbside running segment on Chamberlayne Parkway
 - Shared parking/bus lane on Leigh Street
- **Station changes**
 - New Brook Road northern terminus
 - New southern terminus location on the south side of Midlothian Turnpike
 - Additional station at Broad Street to better connect to East-West BRT
- **Additional elements, such as new signals or prohibition of certain vehicle movements**

Round 2 Public Engagement



Round 2 By the Numbers

Meetings and Pop-Up Events



170 Meeting Attendees



663 Touchpoints with Community



~173 Community Hours Invested

Online Survey



301 Participants



6,000+ Feedback Datapoints

Community Priorities

- **Station accessibility and safety**
 - Creating safe access to median stations
 - Create safe and convenient transfers to other bus lines
- **Tree plantings along corridor**
- **Preserve neighborhood character around new station development**
- **Expand opportunities for engagement**



What's next?

- Future rounds of public engagement
- NEPA approval and completion
- Coordination with related projects along corridor
- Preliminary engineering of the Phase I corridor



Concurrent Efforts



TOD Study

- Assess options for transit-supportive development that will complement existing neighborhoods around new stations
- Goals
 - Promote transit ridership
 - Boost investment in region
 - Expand existing bus network
 - Complement rezoning initiatives
- Engagement ongoing, report release in Winter 2026

North-South BRT Transit-Oriented Development



Downtown Transfer Station

- Establish a permanent transfer hub for GRTC's bus system in Downtown Richmond
- In conjunction, create a mixed-use development opportunity to raise revenue for GRTC
- City executed an MOU authorizing GRTC to use site – (January 13, 2025)



Questions?

Thank You!

