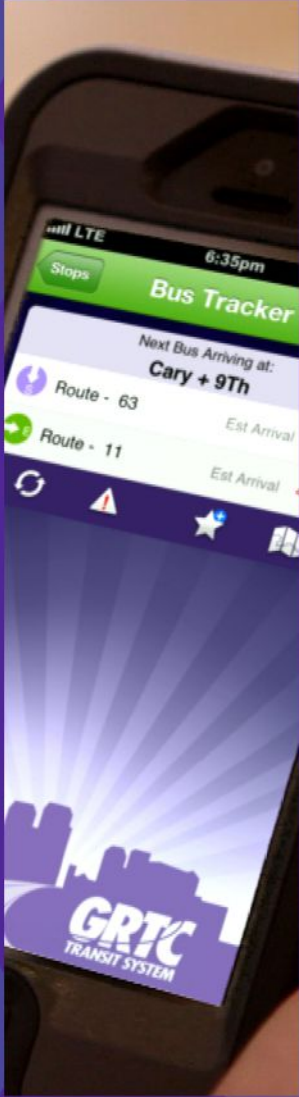


NEXT LEVEL



ANNUAL REPORT | 2014

GRTC
TRANSIT SYSTEM

MESSAGE FROM THE CEO

For more than 150 years, the transit company known today as GRTC Transit System has led the way in cultivating connections. One of the ways GRTC accomplishes this next level of customer service is through advances in transit technology. From operating the first public electric streetcar system in the world in 1887, to opening its Compressed Natural Gas (CNG) fueling station for its safer and greener fleet in 2014, GRTC continues its commitment to providing world class transportation.

GRTC continues to replace retiring diesel-fueled buses with new CNG buses, which fuel just as quickly as a diesel bus, but produce significantly less greenhouse gas emissions and cost less than half as much to fuel. Full-fleet deployment of exclusively CNG buses is expected by 2024, furthering GRTC's commitment to improving efficiency, increasing ridership and collaborating with regional partners.

With GRTC's evolving world class fleet, customers expect what's now and new in technology to make riding not only safe, reliable and clean, but also enjoyable and desirable. Responding to the customer's needs is why in 2014 GRTC continued its big plans for major upgrades in 2015. What's new will take GRTC to the next level!

NEW FAREBOXES

In 2014, final preparations for the first major upgrade to GRTC's farebox system in 20 years were made. In 2015, new fareboxes will not only make completing a transit transaction easier, its new technology will also open new ways for riders to pay.

NEW FARE PASSES AND WAYS TO PAY

The new fareboxes still accept cash, Go Cards, Transfers and Employee Swipe Cards, but the new technology allows customers to pay for their ride using smart QR code technology, scanning smart devices directly to the new farebox, using the new version of the GRTC app. Additionally, a new online store will open in 2015, enabling riders to conveniently purchase fare media online, another option GRTC is excited to offer our customers. New passes will also debut in 2015, providing more value to customers during each transit day, through unlimited use daily, weekly and monthly passes.

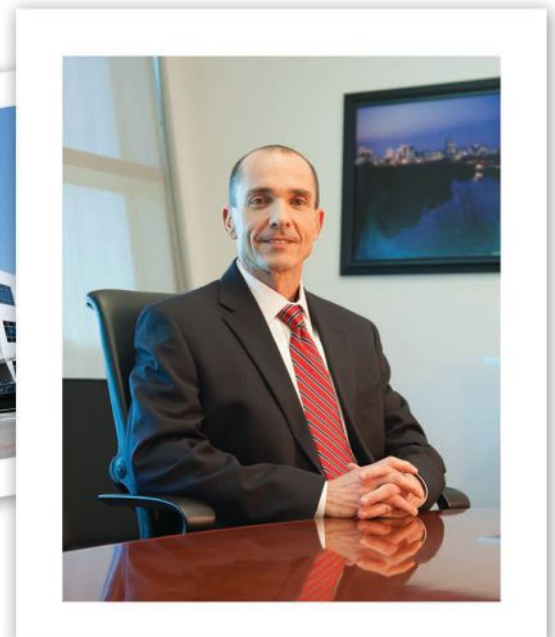
NEW BUS STOP SIGNS

GRTC continues to implement new bus stop signs, with the final and most significant phase beginning in late Summer 2015. It has been nearly 20 years since GRTC's bus stop signs had a makeover. The first two phases in 2014 included digital display signs at the Temporary Transfer Plaza and information kiosks at stops along high-ridership routes. The final phase will upgrade all of GRTC's more than 2,000 systemwide bus stop signs. These new signs are bigger, more informative and interactive with smart technology. Riders can track buses in real time and know all the places they go, making it even easier to plan a trip.

On behalf of the Board of Directors, GRTC Transit System, and myself, I invite you to review the 2014 Annual Report and see how we are working to take GRTC to the next level of world class transportation.

David Green

Chief Executive Officer



BOARD OF DIRECTORS



GRTC's overall direction is guided by its Board of Directors, with a management team that conducts the day to day operations. Directors are appointed annually, in October, by the City Council of Richmond, Virginia and the Board of Supervisors for Chesterfield County, Virginia, acting in their capacity as shareholders. In Fiscal Year 2014, the directors, the offices they held, and the jurisdictions they represent are as follows:

George P. Braxton (City of Richmond) ; President/Chairman

Daniel K. Smith (Chesterfield County) ; Vice President/Vice Chairman

James M. Johnson (City of Richmond) ; Secretary/Treasurer

David W. Mathews (Chesterfield County) ; Director

Gary Armstrong (Chesterfield County) ; Director

Reginald E. Gordon, Esq. (City of Richmond) ; Director

L-R, Daniel K. Smith, James M. Johnson, Reginald E. Gordon, Esq., George P. Braxton, David W. Mathews, and Gary Armstrong.



WHO WE ARE

GRTC VISION

GRTC Transit System seeks to become the leading provider of world class transportation.

GRTC MISSION

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

GRTC CORE VALUES

- Absolute Integrity, Competence, and Diligence in the performance of our duties
- Commitment to providing exceptional customer service
- Responsiveness to the needs of the communities we serve
- Promotion of the personal and professional growth of our employees



GRTC OVERVIEW

GRTC Transit System operates superior service for customers using computer-aided technology on each of its buses. The Maintenance Department operates a 24-hour service schedule 365 days a year to keep its fleet fully prepared for any road condition. With an active fleet of 268 buses, vans, and support vehicles, GRTC operates at the authorization and funding of each individual locality. As vehicles are retired, the fleet is being converted to Compressed Natural Gas (CNG) fueled vehicles. Services are comprised of fixed route bus transit, over-the-road coach express service, specialized transportation for those needing individualized care, and a transportation demand management (TDM) agency that provides services to facilitate reduction of single occupancy vehicles on the road.

GRTC FIXED ROUTE SERVICES

156 transit vehicles (42 are CNG), which include both buses and cutaway vans, provide fixed route services to the City of Richmond and the Counties of Henrico and Chesterfield. GRTC's fixed route services are a combination of local and express bus service, with all local route buses being equipped with low-floor entry or wheelchair ramps. As an additional amenity, GRTC buses are equipped with front-mounted bicycle racks so cyclists can easily load a bicycle onto their bus and catch a ride.

TRANSPORTATION

The Transportation Department started 2014 working in conjunction with various departments within the company to implement CPR-AED and first aid training, Terrorist/Suspicious Package training and Mobile Command Center training. A Snow Emergency Plan was also devised. The goal is to eventually provide this training companywide.

A Temporary Transfer Plaza began operation in April 2014 as a means to overcome challenges to transit operations during events that will impact our riders. The plaza is currently situated along 9th and Leigh Streets and includes 13 bays for buses to park. The plaza services approximately 5,000-8,000 riders per day. Later in 2014, benches, trashcans, information kiosks, and shelters were installed to make the plaza more accommodating. A Customer Satisfaction Survey was conducted in later months. The results showed that the majority of our riders were satisfied with the plaza.

(continued on next page)

WHO WE ARE



The USA Cycling Collegiate National Road Championships took place May 2-4. As a result, portions of several routes were detoured to accommodate the cyclists. A great deal of valuable information was gained in our preparation of the keenly anticipated UCI Road World Championships coming in September 2015.



A new program entitled Circle of Excellence was established to recognize elite bus operators. These individuals must meet very rigorous criteria to qualify. Membership in this program is rewarded with various privileges, some of which are awarded personally by the CEO. The Transit Advisory Group (TAG) was established in September. This is a group of volunteers who meet quarterly and serve as the eyes and ears of GRTC Transit System. The members identify service challenges and recommend suggestions that could improve the experience of customers throughout the system. TAG is a collaborative effort between GRTC and the community.



EXPRESS SERVICE

GRTC Transit System operates eight over-the-road coach buses to service the Express commuter routes, including the Richmond-Petersburg Express. These vehicles offer riders amenities such as luxurious seating, greater capacity, overhead storage for personal items, and underneath storage for bicycles.

SPECIALIZED TRANSPORTATION

The No Show/Late Cancellation Policy for CARE and CARE Plus was revised in February. Several public meetings were conducted to inform the public of the policy changes. This policy is applied to customers who make a late cancellation, forget to cancel, decline their on-time trip at the door, or are not available for pick-up for their scheduled trip. Cancellations made less than two hours before the scheduled pickup window are considered no-shows. Excessive no-shows/late cancellations can result in the suspension of service. GRTC will notify the customer after each no show/late cancellation occurrence via the Integrated Voice Response (IVR) system. The CARE Advisory Committee (CAC) organized in 2014. The purpose of this committee is to provide a customer-based communication link between GRTC and individuals with disabilities who use CARE. CAC meetings are held quarterly. The look of our CARE ADA, Disabled Reduced Fare, and Senior Fare cards are receiving a makeover. The newer cards will involve a color coding system that will make it easier for our customers and drivers to establish differences between fares. A new service provider for specialized transportation assumed responsibilities on December 1, 2014. The contract with Keolis Transit ended and a new contract with MV Transportation began. Recruitment took place to include incumbent employees as well as several additional drivers. The operational transition was seamless.

CUSTOMER SERVICE

With technological advances, more resources have become available to our Customer Service Representatives (CSR's) and to our customers. As a result, training and refresher training on our Transit On The Go! mobile apps, Trip Planner through use of Google Maps, Bus Tracker for real time bus information, and other software programs has been scheduled department wide.



NEXT LEVEL

RIDEFINDERS

RideFinders, a division of GRTC Transit System, is the Richmond region's transportation demand management and ridesharing agency that assists commuters in identifying and exploring alternative modes of transportation vs. single occupancy vehicle travel. As the regional transportation demand management agency, RideFinders works to increase the efficiency of the transportation network and infrastructure while simultaneously reducing travel-related expenditures for the region's commuters. The scope of services includes the following:

rideshare matching; employee commute surveys, transportation fares, employee trip reduction programs, car and vanpool formation and assistance, company relocation assistance, commuter choice program development; trip planning; air quality information distribution; transit information for GRTC Transit System, Petersburg Area Transit and electronic fare programs, emergency ride home program; downtown commuter guide with mapping for parking facilities and lots, park and ride lot information; and telework consulting, in addition to bike and pedestrian commuter services. RideFinders also operates a Commuter Store that sells transit media, postage stamps, and other consumer merchandise.



RideFinders published its first Corporate Annual Report that details the summary of the organization's impact on the region based on research and the performance evaluation conducted by the Southeastern Institute of Research. The following results were impressive: RideFinders was responsible for removing nearly 5,700 vehicle trips from the Richmond area highways each day; helped to eliminate 34 million vehicle miles travelled; reduced 1.4 million vehicle trips; helped save area residents over 1.9 million gallons of gasoline, which translates into over \$6 million in fuel savings (November 2013 gas price of \$3.20 per gallon). Subsequently, RideFinders received the Association for Commuter Transportation "2014 Outstanding Transportation Management Agency" Award. RideFinders enhanced its technology components. GreenRide replaced the obsolete ridematching system. This user-friendly system enables customers to sign-in using a profile and receive instant/real-time rideshare matches as well as request an Emergency Ride Home. GreenRide reported 8,707 registered participants.



Finally, RideFinders launched Phase I of its On the Move Mobile App which allows users to find Park and Ride lots based on their geo-location using the smartphone's GPS, receive daily Air Quality updates, plan a trip using google transit and receive RideFinders' news and updates. RideFinders partnered with GRTC's IS Department to update and rebuild www.ridefinders.com to include ADA compliance. The new site is also responsive to desktop, tablet and various mobile platforms.



NEXT LEVEL



HUMAN RESOURCES

2014 was an exceptionally busy year for the Human Resources department. HR expanded recruiting efforts to include partnerships with area non-profits in an effort to increase GRTC's reach and recruit its largest number of potential applicants. The Human Resources department also focused on the holistic health and wellness of GRTC employees by implementing a stretching/walking program, Stretch Yourself, three free health fairs and continuing GRTC's annual participation in the Monument Avenue 10K. Additionally, GRTC is recognized by Sports Backers as an Active RVA Certified Company, providing meaningful pathways for all employees to get moving and get healthy. HR also provided group and individual finance workshops. Finally, HR continued to expand and refine the benefits offerings to best match the needs of GRTC's workforce and to remain an employer of choice throughout the Richmond metro area.



MAINTENANCE

This was a very busy year in maintenance with the purchase of new vehicles and the retiring of old vehicles. In January and February, GRTC received twenty-one, forty foot, low floor Gillig buses and fifteen Ford E-450 paratransit buses that are fueled with compressed natural gas (CNG). In May and June, GRTC received eight, forty foot, low floor CNG Gillig buses and five, thirty-five foot, low floor CNG Gillig buses. These vehicles are an addition to the existing natural gas fleet of eight Gillig and fifteen Ford CNG buses now bringing the GRTC fleet of natural gas vehicles to seventy-two. Natural gas vehicles are lower in exhaust emissions and lower in engine noise than the diesel fueled vehicles they replace. As the new CNG vehicles began service, diesel fueled vehicles were retired from service. GRTC has committed to replacing them now and in the future with natural gas fueled vehicles.

At the beginning of April 2014, GRTC dedicated and began fueling the natural gas fleet from one of the largest natural gas compression stations in Virginia. Prior to the opening of GRTC's own station, CNG vehicles were fueled off-site at a public station. The CNG bus fleet has operated in excess of 2.9 million miles on CNG this year. With the cost of CNG being considerably lower than diesel, this resulted in cost savings for GRTC.



NEXT LEVEL

SAFETY & RISK MANAGEMENT

Safety is always first at GRTC. To encourage employees to practice safety; the Risk Management Department conducts a monthly safety blitz. A blitz was conducted on the property during AM pull-out to ensure every operator leaving the garage conducted a pre-trip inspection. One blitz was held at the temporary transfer plaza to make sure bus operators were safely servicing the plaza and following the proper procedures. Another blitz involved riding buses to conduct ride checks. Staff will continue conducting safety blitzes throughout the year to keep safety in the forefront of everyone's minds. In addition to the safety blitz, quarterly safety meetings were held to discuss various safety issues. Safety also recognized all operators that did not have a preventable accident from January 1st through December 31st with a safety award.



GRTC started a new employee recognition program called Circle of Excellence. This program recognizes employees that have perfect attendance, no preventable accidents, no disciplinary action, no workplace safety violations and no valid customer complaints. The employees receive a pin to wear on their uniform, a plaque with their name in the boardroom and lobby, their photo placed on a wall of fame, a special elite nameplate for operators to place inside the bus and a reserved parking area. Safety developed and implemented a new Physical Security plan for GRTC's corporate office. The plan is designed to ensure that effective and efficient resources are applied to meet the needs of the company. Its purpose is to protect against traditional criminal and terrorist activities and includes security of the facility. Personnel are expected to take a proactive approach to safeguarding and securing facility buildings, equipment and vehicles. The plan details the responsibilities of every employee and requires an annual inspection of the property.

GRTC issued a Request for Proposals (RFP) for liability insurance broker services. The process resulted in a contract with Arthur J. Gallagher as the new broker and GRTC subsequently purchased new insurance effective August 1, 2014. GRTC had three loss control visits from our carriers.

GRTC hosted a Federal Transit Administration (FTA) Safety Management Systems conference on August 5 – 6, 2014 that focused on safety principles for bus transit agencies. Several transit agencies throughout the state of Virginia attended, along with representatives from the Washington Metropolitan Area Transit Authority (WMATA).

The Safety Department is working with consultants from Kimley-Horn on the Bus Rapid Transit (BRT) Safety and Security Plan. Safety conducted a field visit on December 15, 2014 to evaluate every proposed station for safety and security issues. Finally, GRTC makes hiring new bus operators easier by being a third party tester for the Virginia Department of Motor Vehicles (DMV) for the Commercial Driver License (CDL). New hire operators are able to be CDL-tested onsite at GRTC, instead of having to schedule an appointment at the DMV.



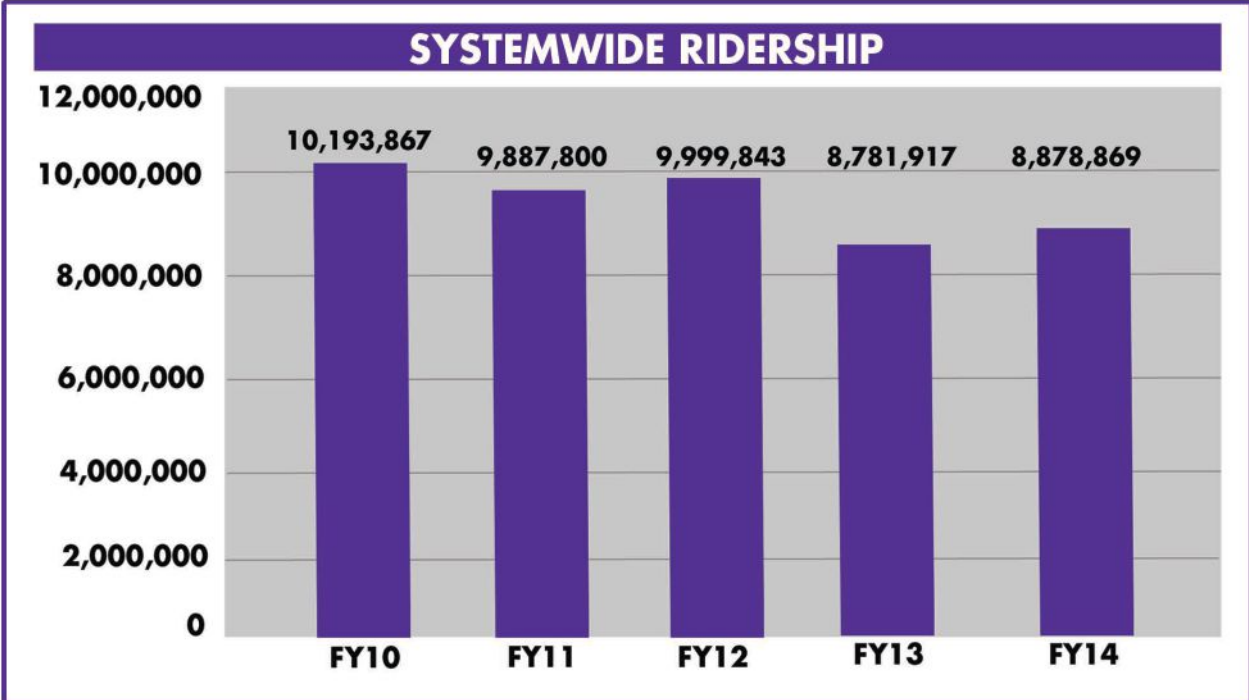
FINANCIAL SUMMARY



FY2014 REVENUES	
Purchased Service	38%
Fares	57%
VCU	1%
Charters and Other	2%
Advertising	2%
Total	100%

FY2014 EXPENSES	
Equipment & Facility	15%
Transportation	41%
Schedules & Marketing	2%
Insurance & Safety	6%
General & Administrative	22%
Purchase of Service	11%
Operating Taxes & Licenses	3%
Total	100%

FY2014 SUBSIDIES	
Federal	19%
State	38%
Local	43%
Total	100%



OPERATING RESULTS

	2014 Actual	2015 Budget
OPERATING REVENUE		
Customer Revenue - Fixed Route	\$ 9,157,806	\$ 9,017,138
Customer Revenue - CARE	\$ 718,585	\$ 814,157
Charter Revenue	\$ 141,673	\$ 138,122
Advertising Revenue	\$ 443,872	\$ 400,500
VCU Shuttle Revenue	\$ -	\$ -
VCU Pass Program Revenue	\$ 150,671	\$ 154,000
City Contribution - Senior Fares	\$ 175,000	\$ 190,000
Taxi Program	\$ -	\$ -
Special Bus Revenue	\$ -	\$ -
Total Operating Revenue	\$ 10,787,607	\$ 10,713,917
OPERATING EXPENSES		
Equipment & Facility Maintenance	\$ 6,642,825	\$ 11,391,048
Transportation	\$ 18,077,170	\$ 15,074,594
Schedules & Marketing	\$ 778,372	\$ 2,144,019
Insurance & Safety	\$ 2,611,652	\$ 2,723,635
General & Administrative	\$ 9,735,553	\$ 8,333,575
Purchase of Service - Spectran & Van Pool	\$ 5,101,624	\$ 5,396,637
Operating Taxes & Licenses	\$ 1,524,029	\$ 1,671,379
Total Operating Expenses	\$ 44,471,225	\$ 46,734,887
OTHER INCOME		
Purchase of Service - Henrico Co.	\$ 2,781,163	\$ 3,507,348
Purchase of Service - Petersburg	\$ 200,000	\$ 200,000
Purchase of Service - Henrico Co. CARE	\$ 3,042,315	\$ 3,232,893
Purchase of Service - Chesterfield	\$ 328,708	\$ 163,000
Purchase of Service - City of Richmond	\$ 54,802	\$ -
Purchase of Service - CVAN	\$ 120,481	\$ 102,337
RideFinder's Leased Personnell	\$ 434,638	\$ 403,741
Interest/Non Transportation Income	\$ 149,608	\$ 91,000
Total Other Income	\$ 7,111,715	\$ 7,700,319
OPERATING CONTRIBUTIONS		
Federal Funds	\$ 5,224,596	\$ 6,593,922
State Funds	\$ 10,438,235	\$ 9,301,688
City of Richmond Funds	\$ 12,125,000	\$ 12,460,000
Total Other Income	\$ 27,787,831	\$ 28,355,610

NEXT LEVEL



TECHNOLOGY

GRTC has made several enhancements to its information systems throughout the year. There have been several modifications to internal network and server based systems to accommodate GRTC's new Transit on the Go! Initiative. This includes upgrading GRTC's virtual server environment and additional storage to GRTC's SAN environment.

GRTC also completed overhauling its major transportation scheduling and operations software Hastus 2004 to the much more improved Hastus 2012. Installation began in June 2013 and was completed in October 2014. GRTC will continue to automate manual processes with this new application in 2015 with the addition of Hastus Bid/Bid Web, which allows operators to select their work online instead of through the current paper based system.

The Information Systems Department also made major improvements to the paratransit application RouteMatch over the last year. This includes implementing a night before call reminder for riders who have trips scheduled the next day. GRTC also reduced the manifest paper requirement 50% by consolidating information and installing duplex capabilities on all dispatch printers, which allows two-sided automatic printing.

Further enhancements include upgrading the core server and storage network to enable faster network speeds and application performance, and adding layers of security to protect GRTC's vital network assets. The upgrades provide GRTC's data systems with increased resilience against natural and manmade disasters so that operations may continue in the event of a disaster.

To provide better communications to its riders, GRTC added some technical enhancements:

- The new GRTC Mobile App was launched in early 2013 for both android and iOS operating systems. This application allows riders to see real time bus information to include stop arrival times, and "where's my bus" vehicle tracking to know exactly where their expected vehicle is along the route. Further updates in 2015 will include an integrated trip planner to allow riders to plan their trip right within the app itself.
- Planning was initiated for the replacement of GRTC's legacy fareboxes with a new and improved version that fully integrates with GRTC's information systems. This will allow for future integration with GRTC's mobile app and offer more ways to pay for riders. This new system will be available in mid-2015. Development of technical improvements to better connect riders with GRTC services will continue.

Focus will be placed in 2015 on installing brand new state of the art fareboxes on GRTC's fixed route fleet, along with several improvements to GRTC's mobile app. This includes the ability to buy passes and other fare media electronically.

The result of the combined integration and enhancement of existing technology platforms will allow GRTC to increase efficiencies and reduce overall technical operating expenses while remaining on the cutting edge of transit technology.



NEXT LEVEL

PROCUREMENT

GRTC acquires many goods and services to aid in the daily operations of the company. Procurement supports the needs of every department in the organization. Staff ensures that public funds are used responsibly by employing a process that includes open competition for all suppliers. Several procurement methods are used to accomplish these goals. Some of the major acquisitions in 2014 consisted of Architectural and Engineering Services for the implementation of the new BRT line, Technical Assistance Services in conjunction with the BRT line, a new Fare Collections System, Specialized Transportation Management Services, Janitorial Services, Design Services for a Passenger Information project and Corporate Marketing Services for the BRT line. These goods and services will assist GRTC in achieving its goal of improving and expanding the public transit system in the Richmond, Virginia region.



SUPPLIER DIVERSITY

GRTC continues to strengthen its Supplier Diversity Program through internal and external initiatives.

Internal:

- Conduct monthly updates to Senior Management, directors, and managers to monitor progress.
- Centralized Supplier Diversity Vendors lists for easy access to purchasing decision makers.
- Continue to update knowledge of Supplier Diversity Liaison by attending at least one annual training.

External:

- Increase the number of registered diverse vendors/suppliers through our website, [www.ridegrtc.com/aboutusvendor-registration form/](http://www.ridegrtc.com/aboutusvendor-registration-form/).
- Host at least one vendor registration drive annually.
- Actively pursue Small, Women, Minority, and Disadvantaged business enterprises for purchasing opportunities.
- Continue outreach throughout 2015

NEXT LEVEL



ENGINEERING & CONSTRUCTION

Facilities: There are several annual projects this department performs – these consist of facility plant maintenance and inspection, including management of annual equipment preventive maintenance contracts, janitorial services, industrial wastewater inspection, sampling, and testing with the City of Richmond, the removal and installation of custom shelters and amenities at bus stops, location coordination and installation of bus stop signs, as well as completion of Helpdesk work requests. This department also led the effort for planning and installation of shelters and amenities at the Temporary Transfer Plaza. This team continues to perform maintenance and repair to rooftop heating and cooling equipment and is working to install cooling wall packs in the IT telecommunication rooms in the Maintenance building. The Facilities Department continues to support all other departments with their day to day office needs.

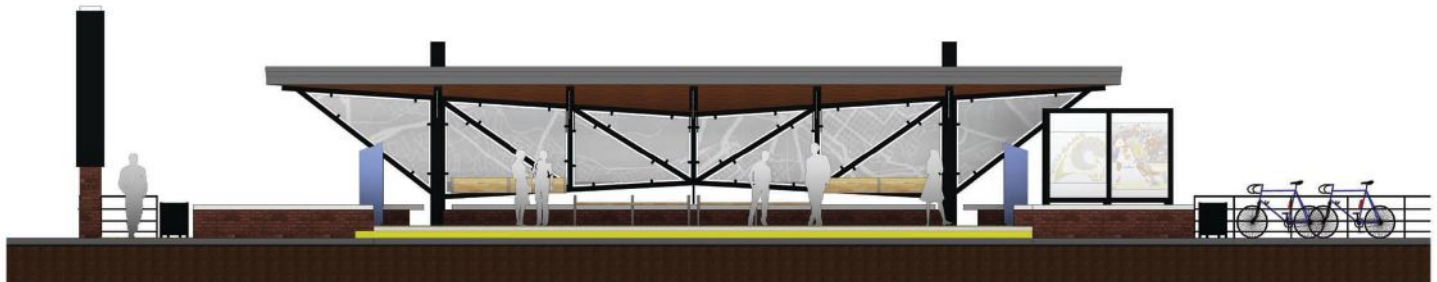
Construction projects: The most significant project of 2014 is the work associated with BRT Preliminary Engineering and coordination with the Planning department on the companion Technical Assistance Study of our local routes. This project will dominate the work load for the next three years. This work effort includes numerous activities associated with management of a major capital project

including: stakeholder meetings with the Policy Advisory Committee/Technical Advisory Committee, project partners, and City Commissions; review and approval of multiple technical reports; interface with the Federal Transit Administration on technical issues as well as the TIGER Grant compliance; developing the project delivery method; public meetings; BRT corridor field work verifying surface and below-grade conditions, utilities, ROW issues; Station design architecture; and, working with Department of Historic Resources.

Other capital work includes completion of plans and specifications, bidding, and award of the construction package for the build-out of GRTC's Annex site. Environmental remediation efforts also continue at GRTC's Davis Avenue property.



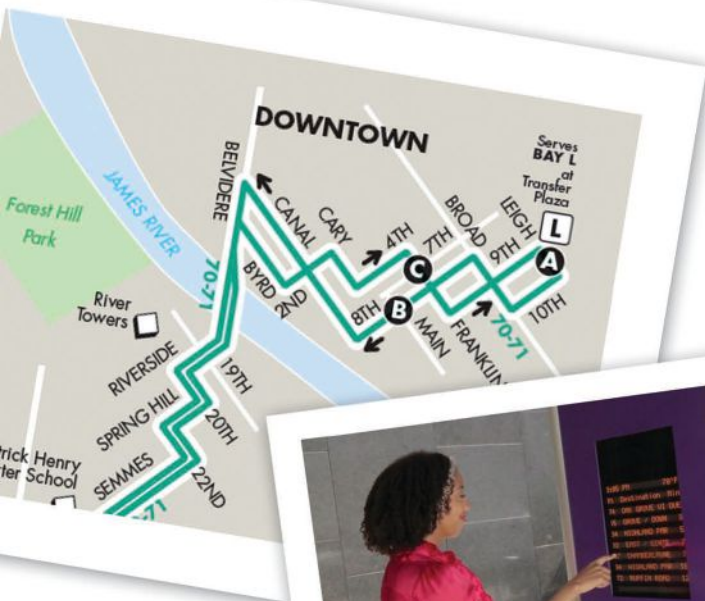
January 2015 BRT Station Concept:



NEXT LEVEL

PLANNING & SCHEDULING

Over the past 12 months, GRTC experienced an increase in ridership, and accomplished many of its operational and capital objectives set the previous year.



GRTC implemented many service changes after analyzing several routes, and will continue this practice as we strive for efficiency. Below are highlights of some of the major service changes, operational achievements, and capital project updates.

- Calendar year 2014 was the beginning of a new chapter for GRTC, as it received a \$29.4 million TIGER grant, which allowed for the kick-off of the Bus Rapid Transit project. Bus Rapid Transit is scheduled to begin operating in October 2017.

- In April, GRTC opened the Temporary Transfer Plaza (TTP). The primary benefits of the TTP Are:

- Improved efficiency / productivity and cost efficiencies
- Reduced duplication of service
- Improved scheduling and connections
- Streamlined services that maintain ridership and geographic coverage
- Safe and friendly transfer environment
- Quick and efficient transfers

- In August 2014, due to increased demand and ridership, Route 101 was extended becoming the Southside Plaza/ Belt Boulevard Connector. This route operates as a Neighborhood Circulator. The Connector runs from 9 am to 8 pm Monday through Friday and from 9 am to 6:20 pm on Saturday.

- GRTC experienced an overall increase in ridership over the past 12 months. Total ridership (bus, paratransit, and vanpool) increased 0.15% from the same time last year.

- The company split five crosstown Local Routes and added six new routes resulting in more efficient service.
- The planning team began an in-depth analysis of low performing routes, and developed a new "Routes under Review List", with an 18 month monitoring requirement for any changes that are made.

NEXT LEVEL



GRTC PULSE (BUS RAPID TRANSIT)

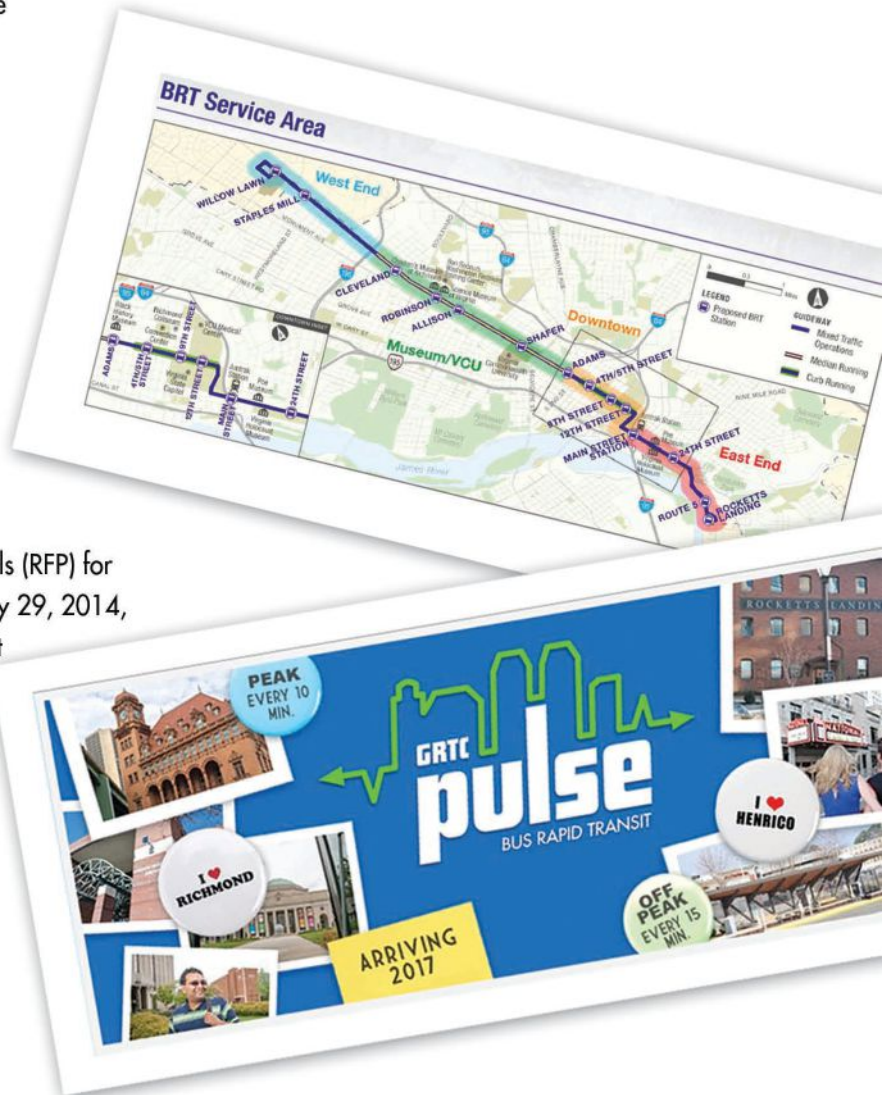
In partnership with the Virginia Department of Rail and Public Transportation (DRPT), The Department of Transportation (DOT), The City of Richmond and Henrico Counties, GRTC continues pursuing activities for the GRTC Broad Street Rapid Transit Project (newly named the "GRTC Pulse"). Bus Rapid Transit systems provide frequent, reliable transit service that allows greater movement of people along a corridor without depending on cars and parking. Expected impacts from this transit include an increase in ridership over existing services, increased investment along the corridor, enhanced accessibility, reduced dependence on automobiles, more residential and retail development, and increased efficiency and safety of the travel corridor.

The Broad Street Corridor Rapid Transit Project study team presented the "recommended alternative" to GRTC's Board of Directors in March 2014 after completion of the Broad Street Rapid Transit Study. The study team also presented to: City of Richmond Land Use, Housing and Transportation Committee in April 2014; attendees at two Public Meetings in May 2014; BRT Project's Policy Advisory Committee/Technical Advisory Committee in May 2014; Transportation Planning Organization (TPO) in May 2014 to August 2014. On June 17, 2014, GRTC's Board of Directors approved GRTC Broad Street Bus Rapid Transit as the locally preferred alternative (LPA). A Request for Proposals (RFP) for Architectural and Engineering (A&E) services was issued May 29, 2014, and a contract awarded in September 2014. The BRT project subsequently transitioned into the preliminary design phase, for which funding of \$4 million was already obtained.

Meanwhile, with endorsements and assistance from the Virginia DRPT, the City of Richmond and Henrico County, GRTC applied for a TIGER (Transportation Investment Generating Economy Recovery) grant from the U.S. Department of Transportation (DOT) in spring 2014. On September 13, 2014 DOT Secretary Anthony Foxx awarded GRTC a TIGER grant in the amount of \$24.9M. Overall cost of the BRT Project will be supported with matching funds from the Commonwealth of Virginia, the City of Richmond and Henrico County.

The project has an estimated construction cost of \$49.8 million to provide service from Willow Lawn in the west to Rocketts Landing in the east, including fourteen stations and over three miles of dedicated travel lanes. Half of the final design and construction costs come from the federal TIGER grant (\$24.9 Million). The other half come in the form of a 50% match funded by both state and local sources. The Virginia Department of Rail and Public Transportation (DRPT) will provide 34% (\$16.9 Million) with the remaining 16% provided by the City of Richmond (\$7.6 Million) and Henrico County (\$400,000). Operation of the service was preliminarily estimated to cost \$2.7 million - \$3.7 million per year but new cost estimates are being prepared in 2015 to refine this prediction. Some of the operating cost would be covered by fares and the remainder to be provided annually from yet to be determined local funding sources.

Frequent updates on the project can be found at <http://www.ridegrtc.com/brt/>



NEXT LEVEL

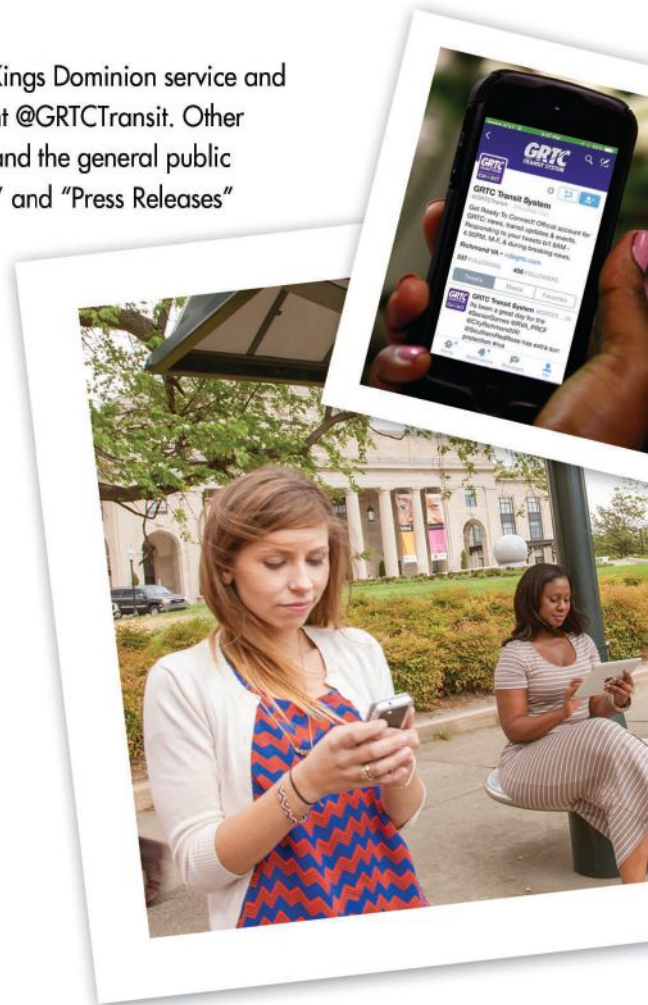
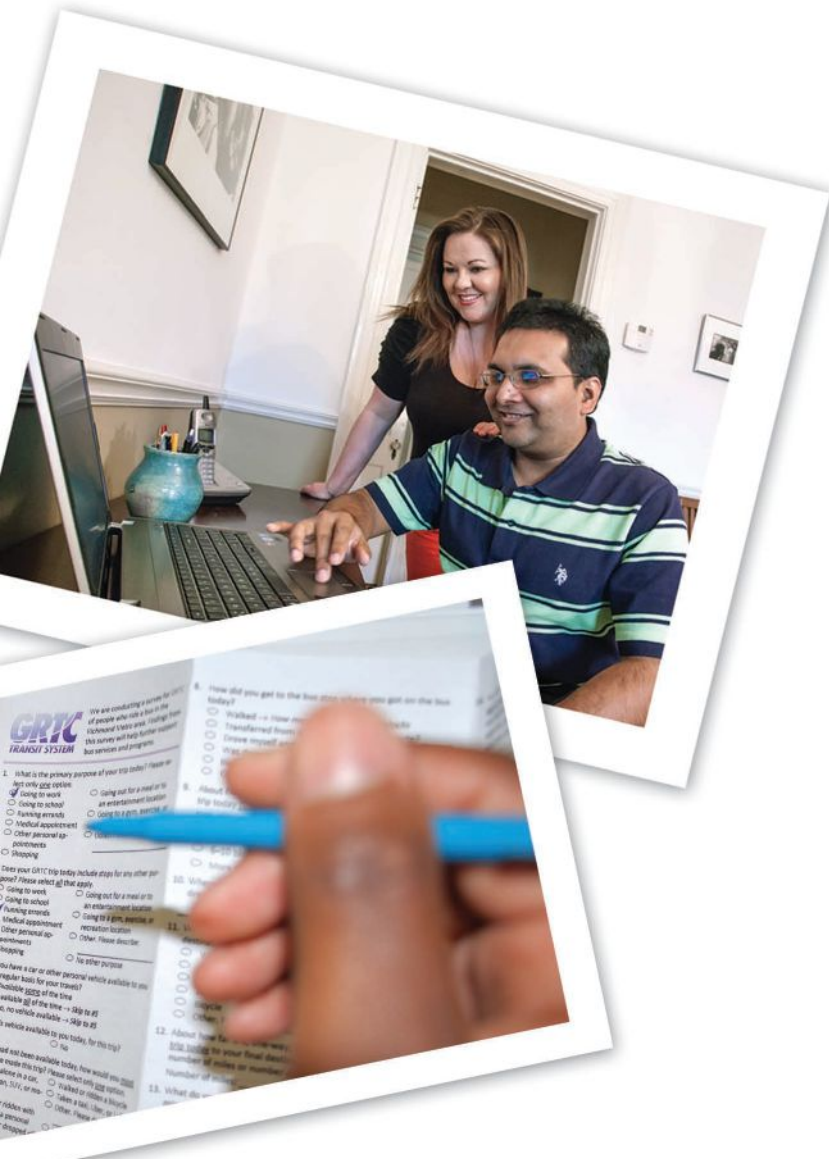


MARKETING

The Marketing Department provides complete marketing support, acting as an in-house ad agency and public relations entity for GRTC, collaborating with partners at RideFinders and with Specialized Transportation.

In 2014, Marketing continued the "Get Ready To Connect" campaign, supported Kings Dominion service and implemented the first step of interactive social media by launching a Twitter account @GRTCTransit. Other social media platform roll-outs were targeted for Spring 2015. Customers, media and the general public were updated on GRTC activities on ridegrtc.com through the "News and Updates" and "Press Releases" sections. Marketing updated ridegrtc.com to include a section devoted to Bus Rapid Transit, making information and updates more accessible.

GRTC awarded a surveys and data collection contract to Richmond-based Southeastern Institute of Research, Inc. The most extensive surveys in GRTC's history will be conducted in 2015, gathering vital information from riders and non-riders. The Marketing Department will continue to connect with GRTC customers, with an increased focus on destinations to connect riders to the next places they want to go.



GRTC IS SOCIAL!

Get ready to connect with us on Social Media!

You can even interact directly with GRTC's CEO David Green.



@grtctransit



@grtc_CEO



@ridegrtc



@ridegrtc



Grtc Transit System



Grtc Transit System



ridegrtc



ridegrtc