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ITDP Awards Bronze Standard BRT Rating to Richmond GRTC Pulse

Becomes 7th world-class bus rapid transit corridor in the U.S.

Richmond, VA (June 25, 2019) – The [Institute for Transportation & Development Policy](#) (ITDP) today awarded the [Greater Richmond Transit Company](#) (GRTC) a Bronze Standard rating for its bus rapid transit (BRT) service, [The Pulse BRT](#). The GRTC Pulse [received 57.6 points on the BRT Scorecard](#), placing it among 10 verified BRT corridors in the United States, of which only seven hold the Bronze rating or better.

“Richmond’s leap from incremental bus transit improvements to bold infrastructure investment took leadership. For years to come, daily riders and former car drivers will appreciate more frequent bus service,” said Michael Kodransky, ITDP U.S Director. “The Pulse’s 2.6-mile segregated segment is notable for connecting to downtown, a model for other cities pursuing similar projects. It is exceeding ridership projections and increasing access to jobs in the region along the entire 7+ mile route. We hope to see other cities pursue this kind of partnership to promote economic development, equity, and cleaner air.”

“Richmond’s transit improvements present a best in-class roadmap for peer regions nationwide,” said Jason Miller, CEO of the Greater Washington Partnership. “Richmond is on its way to becoming a transit leader, furthering enhancing the Capital Region’s ability to attract and retain top talent. We should all be proud.”

ITDP technical experts [evaluated](#) the GRTC Pulse against the [BRT Scorecard](#), a tool for rating bus rapid transit based on international best practices to ensure that BRT systems more uniformly deliver world-class passenger experiences, significant economic benefits, and positive environmental impacts.

The 7.6-mile Pulse route connects the City of Richmond with Henrico County, VA, to the west. For 2.6 miles through the Museum District and near Virginia Commonwealth University, riders enjoy fast, efficient commutes along the BRT corridor, fully separated from car traffic through median-aligned, bus-only lanes. Traffic signal priority at each intersection and left turn restrictions at about one-third of the intersections help minimize delays for passengers. GRTC Pulse’s 14 covered stations give riders real-time bus arrival information shown on digital displays and heard through audible announcements. Five of these stations are located along the

median-aligned segment, while seven curbside stations outside of the BRT corridor feature built-in platforms for easy level boarding.

This Bronze Standard award recognizes the GRTC Pulse BRT for its high-quality bus-based transit system that delivers fast, comfortable, and cost-effective services that replace less competitive local services. A true urban corridor, Broad Street is one of the region's densest residential and commercial strips. Today, GRTC Pulse sees daily ridership of approximately 7,000 passengers, double the forecasted ridership of 3,500. Compared with other U.S. examples, the Pulse is a low-cost and high-quality BRT corridor. The corridor cost approximately \$8.5 million per mile, among the lowest in the country.

[Bus Rapid Transit](#) (BRT) is a high-quality bus-based transit system that delivers fast, comfortable, and cost-effective services at metro-level capacities. It does this through the provision of dedicated lanes, with busways and iconic stations typically aligned to the center of the road, off-board fare collection, and fast and frequent operations. To be considered BRT, a corridor must be at least 1.9 miles long with dedicated bus-only lanes; score 4 or more points in dedicated right-of-way element; score 4 or more points in busway alignment element; and score 20 or more points across all five BRT Basics element.

Other U.S. transit systems with high ratings from ITDP include:

- CTfastrak in Hartford, CT (Silver)
- Healthline in Cleveland, OH (Silver)
- Emerald Express in Eugene, OR (Bronze)
- Orange line in Los Angeles, CA (Bronze)
- Martin Luther King Jr. East Busway in Pittsburgh, PA (Bronze)
- sbX in San Bernardino, CA (Bronze)

Learn more about the BRT Standard at www.itdp.org and view all of ITDP's international BRT rankings [here](#).

About ITDP

The Institute for Transportation and Development Policy (ITDP) is a global organization at the forefront of innovation, using technical expertise, direct advocacy, and policy guidance to mitigate the impacts of climate change, improve air quality, and support prosperous, sustainable, and equitable cities. We have worked with over 100 cities in more than 40 nations to design and implement transport and urban development systems and policy solutions that make cities more viable, fair, and livable. Today, ITDP works in all types of cities on five continents, with offices in China, Brazil, India, Indonesia, Kenya, Mexico and the United States. Our teams include architects, urban planners, leading transport experts, cycling activists, developers, data scientists, and policy specialists working directly with local governments to make visible, on-the-ground improvements. Our extensive resources for cities, planners, policymakers, and activists include technical reports, guides, standards, videos, infographics, and white papers on everything from bus rapid transit to e-scooter policies.

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