

●●● Strategic Plan

RVA Rapid Transit 2023-2026

Our Goals & Strategies

1. Goals

- Expanding Bus Rapid Transit (BRT) quality service
- 75% of stops with shelters & benches by 2027 (Essential Infrastructure Plan)
- 50% of jobs in the region accessible by transit by 2040
- Fully staff GRTC bus operator fleet for expansion
- Sustainable Zero Fare policy
- Extend service to:
 - Lego Plant (Chesterfield County)
 - Mechanicsville Corridor (Hanover County)
 - Capital One, West Creek (Goochland County)
 - Reynolds Community College, Parham Campus (Henrico County)
- Increase frequency to:
 - Staples Mill Amtrak Station (Henrico County) code
 - Airport (Henrico County)
- Restore service to Kings Dominion

2. The Riders Voice

- Establish and sustain a Transit Advisory Group, which will operate externally to GRTC and provide consistent engagement and leadership development space.
 - Launch TAG Apr 11, 2023
 - TAG will present 1st report to GRTC board on October 17th
- Develop a coalition of social services organizations that serve transit-dependent clients.

- Develop Relationships & Collaborations with these organizations over the next 3 years:
 - Community Health Workers Association
 - Housing Coalitions
 - Office Of Community Wealth Building (City of Richmond)
 - Workforce Alliance
 - Neighborhood Resource Center
 - DSS
- Talk with and listen to current riders, amplify their voice, and help get them more involved with regional transit advocacy.
 - Launch Transit Ambassador Outreach (**Start Date Feb 20th**)
 - Launch “Rider’s Voice Pod Cast”
 - Find volunteer content editors

3. Be the leading source in the Richmond region for information and stories about transit.

- Build strong relationships with decision-makers
 - Implement a Mobility University for local leaders
- Empower citizens to self-advocate
 - **Mobility University** : 5 week training course
 - **May 1st** (Every Wednesday night in MAY)
 - **Transit Talk**: Monthly webinars providing updated information on transportation issues and topics
 - **February 16th Topic: Sheryl Adams, GRTC’s First African American Female CEO**
 - Why is it important for black females to be leading in transportation?
 - Tell us about your career journey
 - What is your vision for GRTC in the coming years
 - **March 9th Topic: Laura Schewel, RVA Transportation Data That will SHOCK YOU!**
 - What are the shocking transportation trends for our region

- **April 13th Topic:** *GRTC 50th Anniversary: RVA's Transportation History Panel Discussion*
 - *Panel Guest: Ben Campbell, The Valentine Museum, GRTC*
 - GRTC's History
 - What are the triumphs and major milestones
- **May 11th Topic:** *Stephen Higashide, Better Buses Better Cities*
- **June 8th Topic:** *Listening Session: Hear stories & experiences of bus riders collected by our Transit Ambassadors*
- **July 6th Topic:**
- **August 17th Topic:**
- **September 3rd Topic:** Zero Fare in other Cities
- **October 12th Topic:**
- **November 9th Topic:**
- **December 7th Topic:**
- **Riders & Advocates Connect:** Quarterly gatherings in person of bus riders and transit advocated over a catered lunch
 - o **March 11th 12-2pm Special Guest:** *Plan RVA*, (contact Rashaunda Lanier-Jackson RLJackson@planrva.org)
 - Who is plan RVA?
 - How can the public participate in planning?
 - What is Plan RVA working on now?
 - o **June 10th 12-2pm Special Guest:** *Wyatt Gordon*
 - Tips & Tricks when Using Public Transit,
 - How to use Transit App, Google Maps ect
 - Google Maps ect, how
 - o **September 9th 12-2pm**
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- **December 9th Transit Holiday Party Time TBD (possibly during the week)**
 - **Find Partnerships(City of Richmond, Plan RVA, PSG)**
 - o Mobility University May 2023
 - o Riders & Advocates Connect Quarterly Gathering
- Mainstream riding the bus

- o Bus Tours

- February 25th (Wine Tasting)
- July ? Taco Tour
- December? Tacky Light Tour

- o Engage Youth with riding the bus

- Encourage field trips by bus with RPS
- Create partnerships with

4. Grow our finances and people to help us reach our goals

- Hire a full-time Outreach Coordinator
- Hire a part-time development staff member
- Make sure our board reflects the bus rider community, is passionate about transit and can assist in developing the organization.