



# BOARD OF DIRECTORS MEETING

Tuesday, March 19, 2024

## Ridership Performance Review



- Pulse BRT Ridership**
- Arterial Routes Ridership**
- Community Radial Routes Ridership**
- Circulator/Feeder/Connector Routes Ridership**
- Express Routes Ridership**
- Link Microtransit Performance**
- Clover Dale Microtransit Launch**
- Ashland Microtransit Launch**



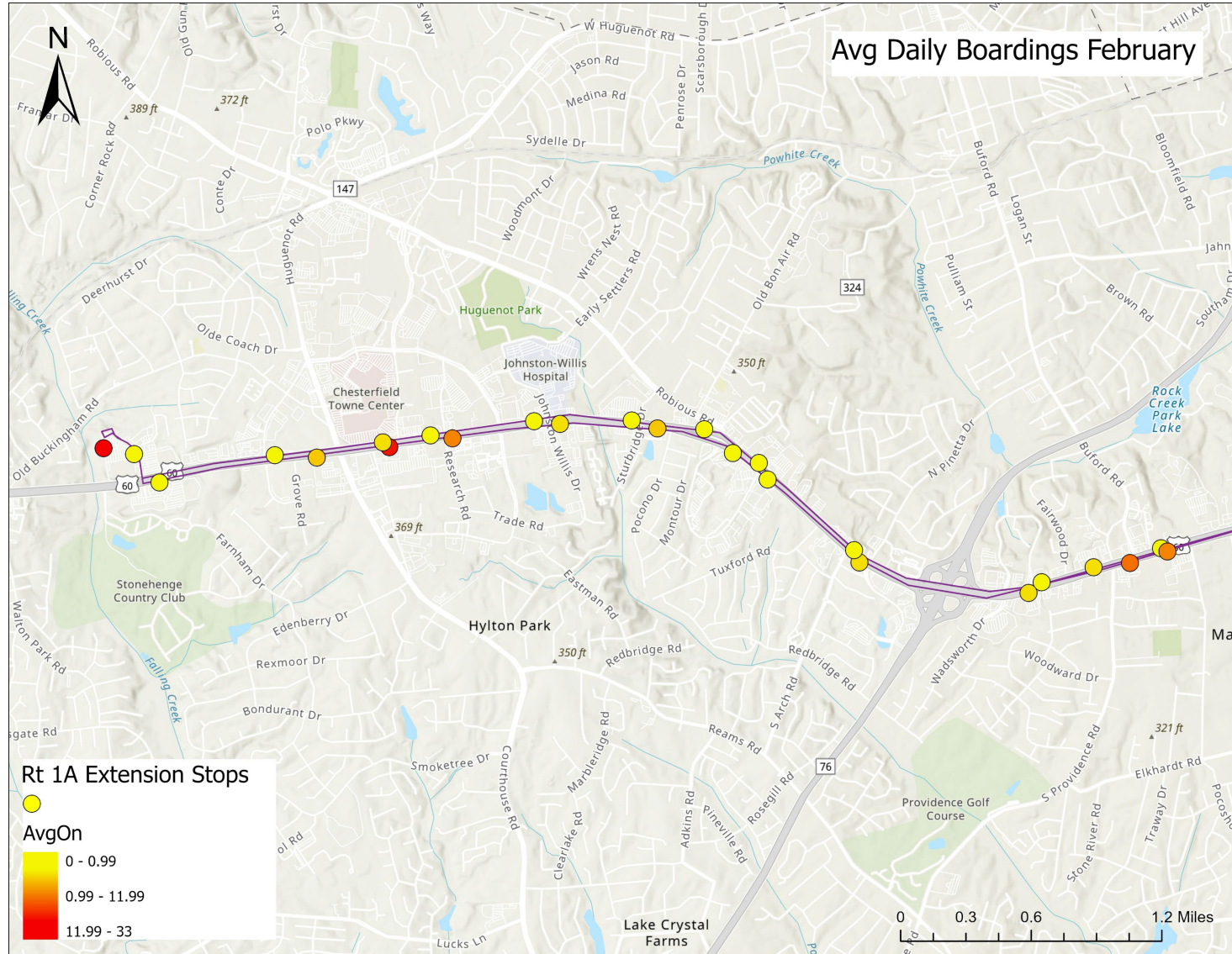
Route	Route Name	Jurisdiction	Feb 24	MoM % (Jan 24 – Feb 24)	YoY% (Feb 23 – Feb 24)
Pulse	Pulse	Richmond/Henrico	151,438	↑ 12.69	↑ 12.16%

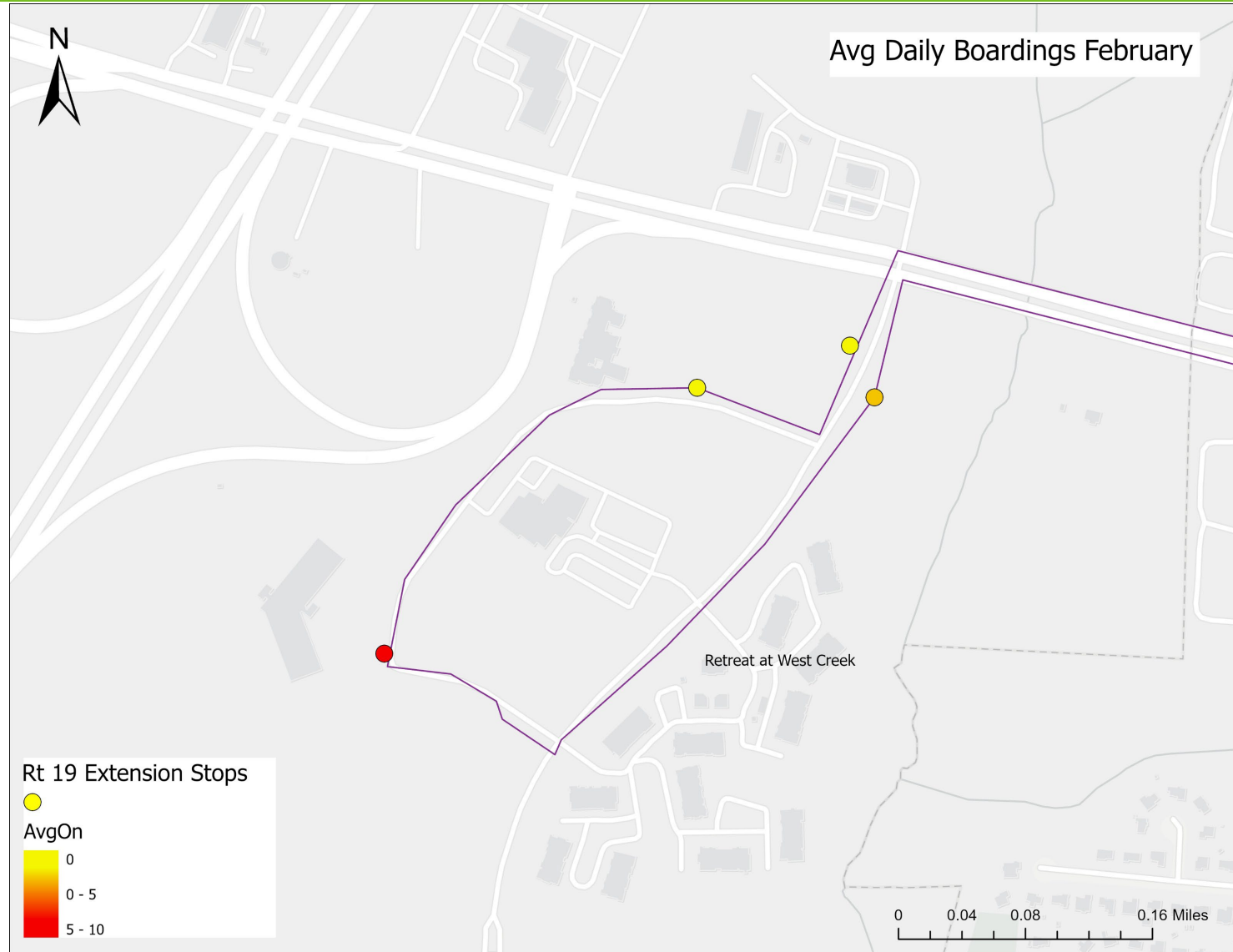


# Arterial Routes Ridership

Route	Route Name	Jurisdiction	Feb 24	MoM % (Jan24 – Feb 24 )	YoY% (Feb 23 – Feb 24)
1	Chamberlayne/Hull/Southside Plaza	Richmond	78,929	↑ 3%	↑ 18%
1A	Chamberlayne/Hull/Midlothian	Richmond	47,975	↑ 14%	↑ 46%
1B	Chamberlayne/Hull/Warwick	Richmond	18,089	↓ -5%	▬ 0%
1C	Chamberlayne/Hull/Elkhardt	Richmond	39,132	↑ 8%	↑ 37%
2A	North Ave/Forest Hill	Richmond	26,307	↑ 4%	↑ 20%
2B	North Ave/Jahnke/Midlothian	Richmond	27,553	↑ 8%	↑ 13%
2C	North Ave/Midlothian/Belt Blvd	Richmond	35,728	↑ 5%	↑ 15%
3A	Highland/Route 1/Harwood	Richmond	29,944	↑ 8%	↑ 20%
3B	Highland/ Route 1	Richmond/Chesterfield	41,641	↑ 14%	↑ 19%
3C	Highland/ Route 1	Richmond	16,784	▬ 0%	↑ 24%
5	Cary/Main/Whitcomb	Richmond	69,516	↑ 7%	↑ 51%
7A	Nine Mile Henrico	Henrico	26,679	↑ 3%	↑ 34%
7B	Nine Mile Henrico	Henrico	26,001	↑ 6%	↑ 26%
14	Hermitage/East Main	Richmond	29,900	↑ 6%	↑ 13%
19	West Broad Street	Henrico	44,795	↑ 21%	↑ 49%
50	Broad Street	Richmond	20,831	↑ 3%	↑ 30%









Route	Route Name	Jurisdiction	Feb 24	MoM % (Jan24 – Feb24)	YoY% (Feb23 – Feb24)
12	Church Hill	Richmond	43,347	↑ 1%	↑ 21%
20	Orbital	Richmond	18,398	↑ 20%	↑ 32%
56	South Laburnum	Henrico	1,183	↓ -3%	↑ 36%
76	Patterson	Richmond	3,047	↓ -3%	↑ 6%
77	Grove	Richmond	4,634	↑ 15%	↑ 26%
78	Cary/Maymont	Richmond	11,455	↑ 8%	↑ 73%
79	Patterson/Parham	Henrico	4,815	↑ 13%	↑ 13%
87	Bellemeade/Hopkins	Richmond	9,561	▬ 0%	↑ 7%





Route	Route Name	Jurisdiction	Feb 24	MoM % (Jan24 – Feb24)	YoY% (Feb23 – Feb24)
4A	Montrose	Richmond	5,181	↑ 2%	↑ 20%
4B	Darbytown	Richmond	8,625	↑ 1%	↑ 64%
18	Henrico Government Center	Henrico	4,813	↑ 4%	↑ 55%
86	Broad Rock/Walmsley	Richmond	7,037	↑ 17%	↑ 28%
88	Belt/Bells/Ruffin	Richmond	1,314	▬ 0%	↓ -22%
91	Laburnum Connector	Henrico	20,610	↑ 8%	↑ 26%







# Express Routes Ridership

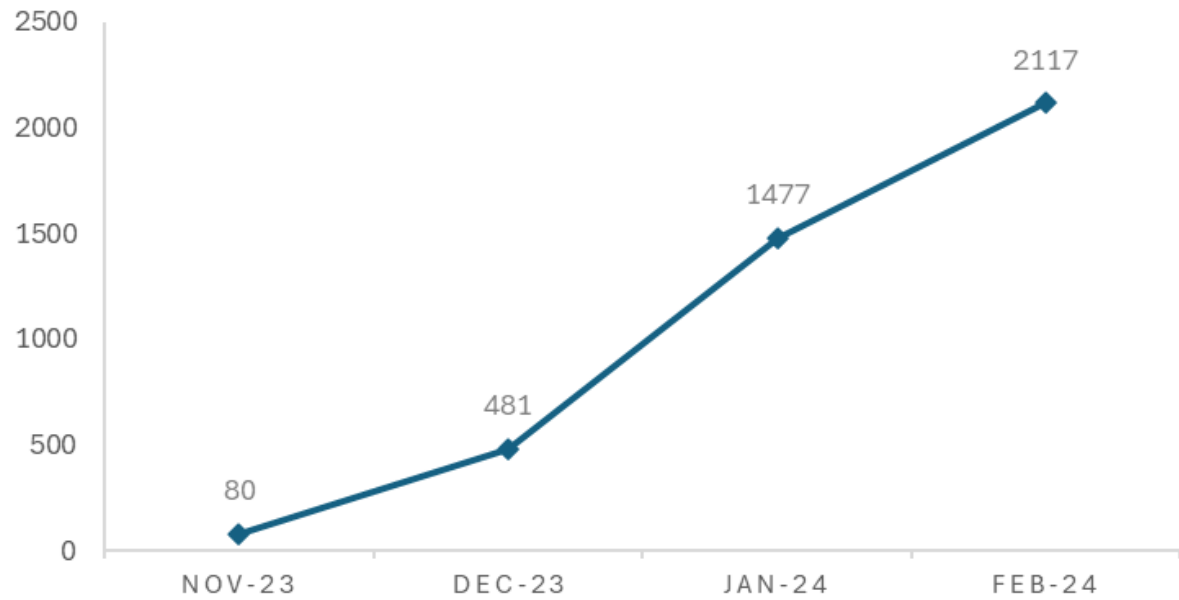
Route	Route Name	Jurisdiction	Feb 24	MoM % (Jan24 – Feb24)	YoY% (Feb23 – Feb24)
29	Gaskins Express	Henrico	3,767	▬ 0%	↑ 23%
64	Stony Point Express	Richmond	1,230	↑ 10%	↓ -2%
82	Commonwealth 20 Express	Chesterfield	1,603	↓ -4%	▬ 0%
95	Richmond / Petersburg Express	Petersburg	1,155	↓ -8%	↑ 11%



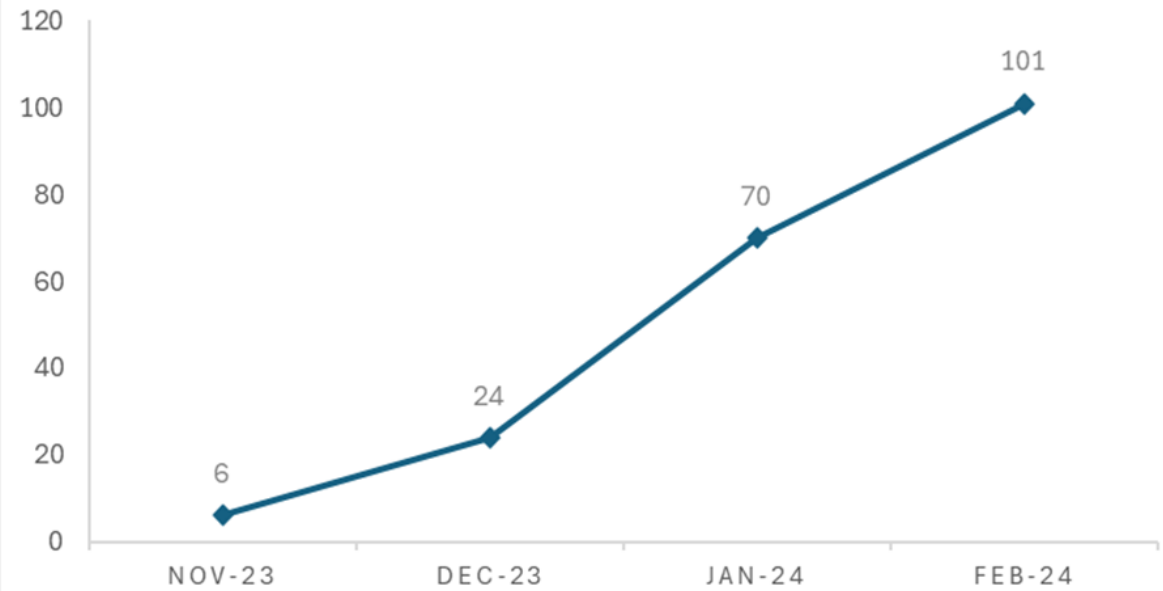
- ❑ This is a shared, technology-enabled form of public transportation that routes vehicles based on real-time passenger demand
- ❑ Existing Zones
  - ❑ Azalea (November 13, 2023)
  - ❑ Clover Dale (March 11, 2024)
  - ❑ Ashland (March 18, 2024)



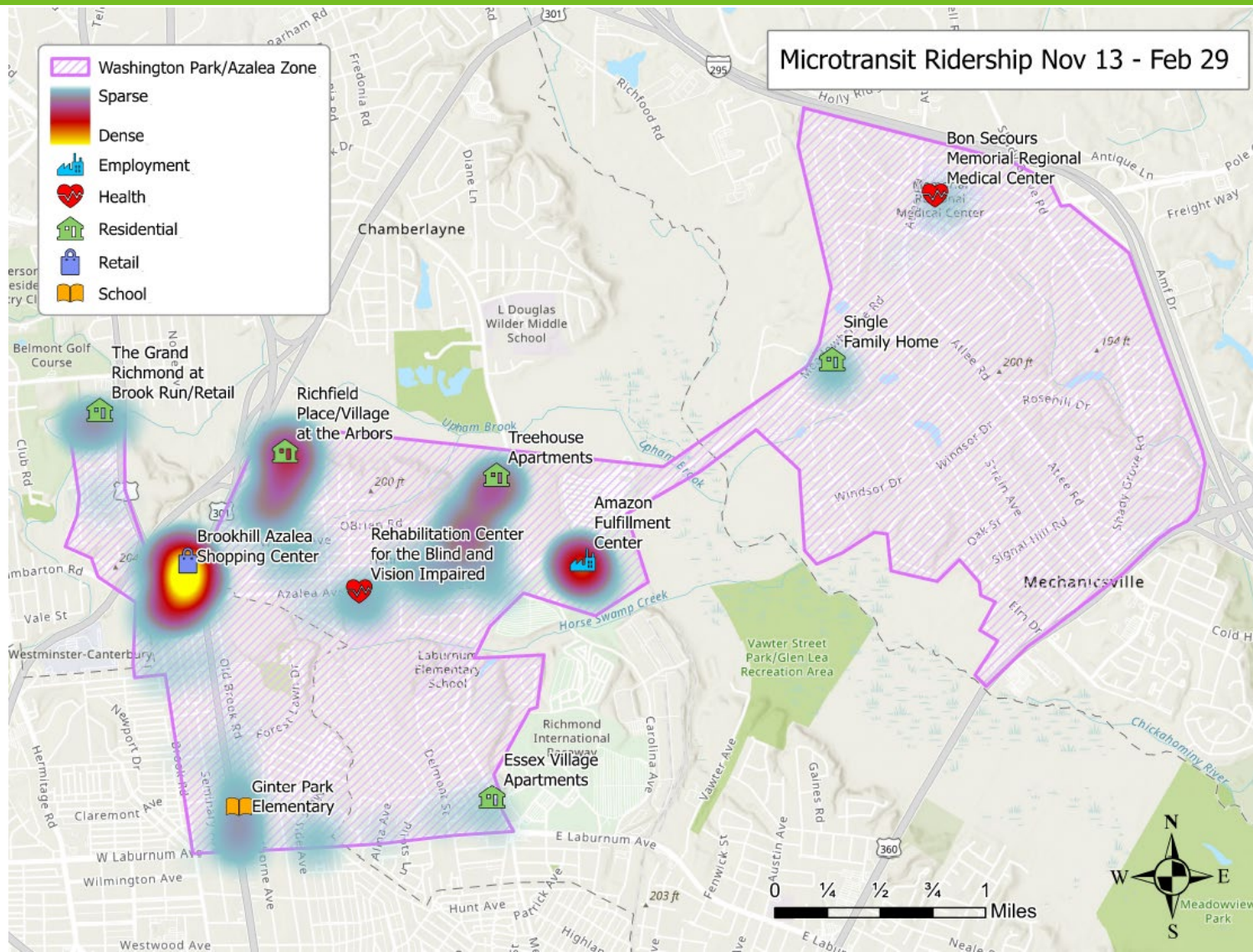
### TOTAL MONTHLY RIDERSHIP

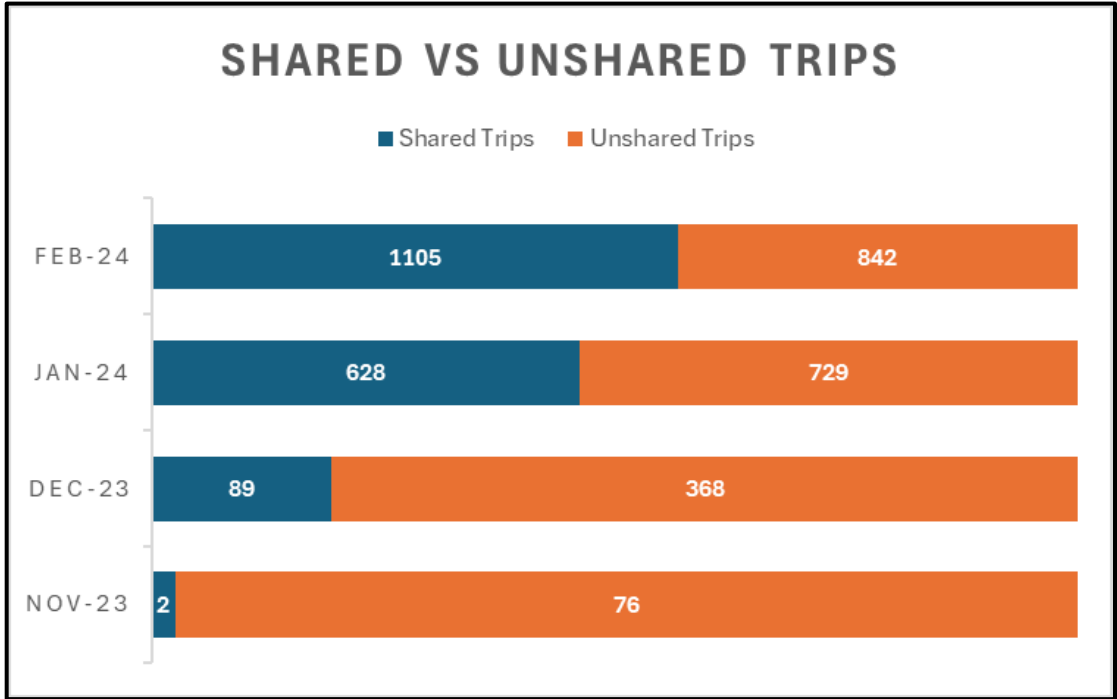
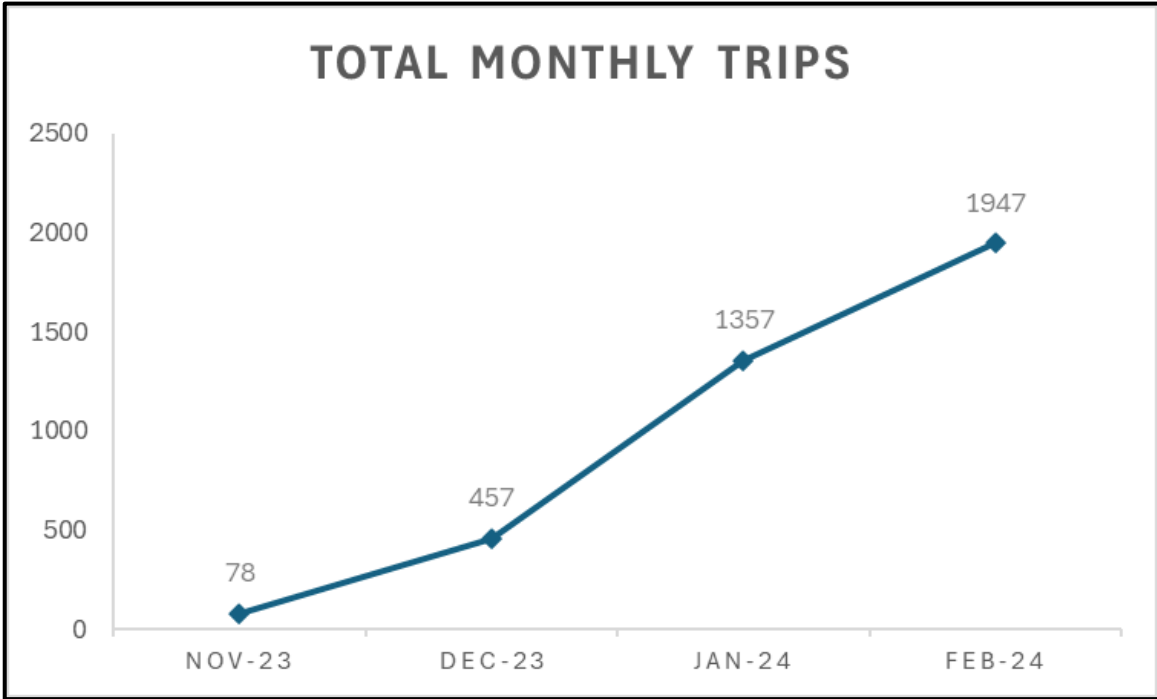


### AVG DAILY RIDERSHIP



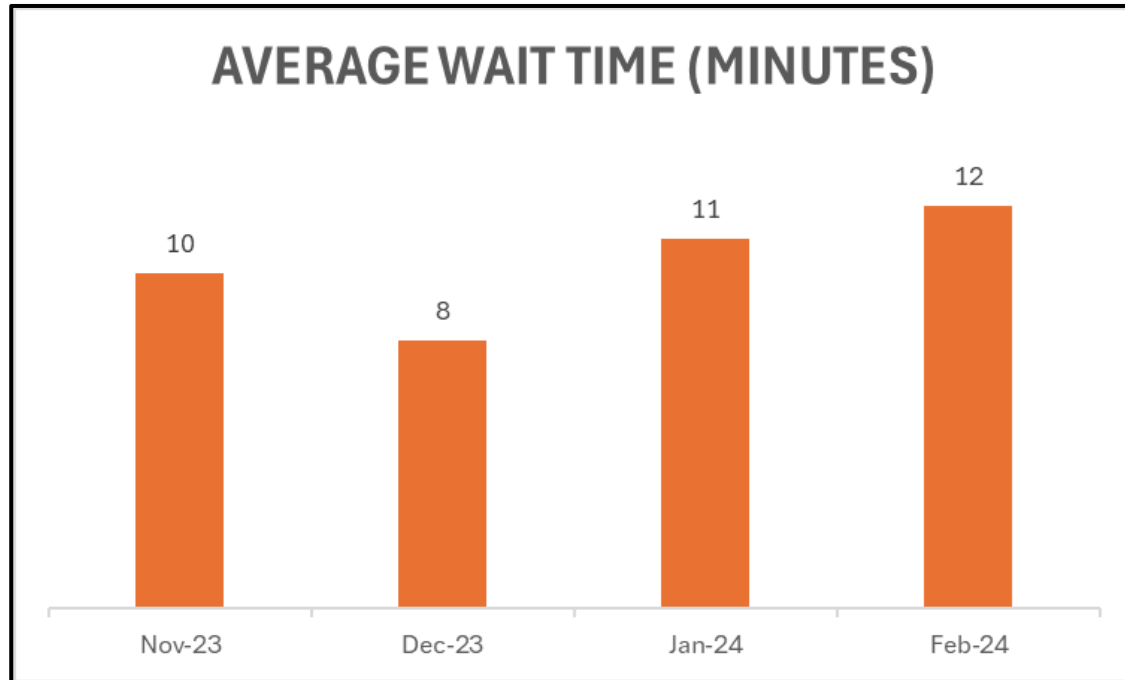
## Microtransit Ridership and Productivity



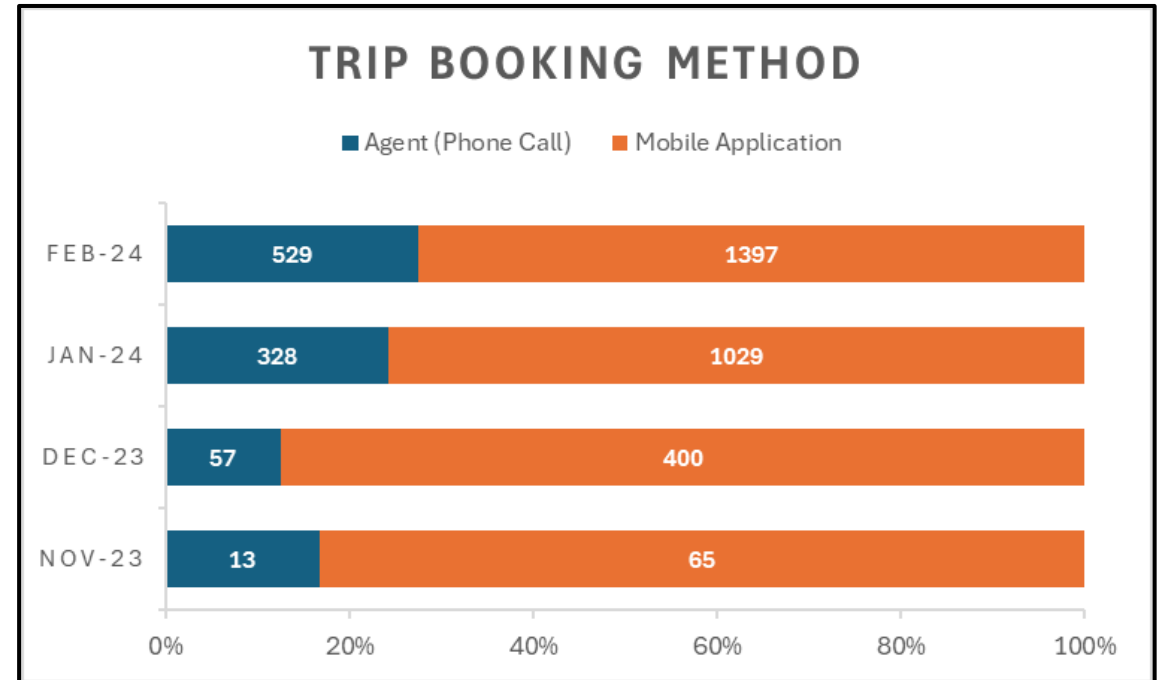




### AVERAGE WAIT TIME (MINUTES)



### TRIP BOOKING METHOD





# Clover Dale Microtransit Launch

## March 11, 2024









**Ashland Microtransit Launch**  
**March 18, 2024**







THANK YOU

