



***More Time For Life.*** <sup>TM</sup>

**ridegrtc.com**





## WELCOME ABOARD!

Grand Opening of  
*GRTC Pulse*  
GRTC Transit System's Bus Rapid Transit Service  
Monday, June 25, 2018  
Maggie Lena Walker Memorial Plaza – W. Broad Street & N. Adams Street,  
Richmond, Virginia  
10:00 A.M.

We are honored to welcome you to the official ribbon cutting ceremony to celebrate the Grand Opening of the GRTC Pulse, GRTC Transit System's new bus rapid transit system serving a 7.6-mile corridor between Willow Lawn and Rocketts Landing. GRTC's innovative and groundbreaking project was funded and built in partnership with generous support from the USDOT's TIGER grant program, the Virginia Department of Rail and Public Transportation, the Virginia Department of Transportation, the City of Richmond, and Henrico County.

Federal Transit Administration Executive Director Matthew Welbes, Virginia Governor Ralph Northam, Virginia Secretary of Transportation Shannon Valentine, Richmond Mayor Levar Stoney, Henrico County Chairman Frank J. Thornton, and GRTC Board Chairman Gary Armstrong are among the guests of honor speaking at this event. Other Federal, State and Local officials are also in attendance.

GRTC Pulse is a modern, high quality, high capacity rapid transit system jointly sponsored by Bon Secours Richmond Health System and VCU Health System. The Pulse links to many exciting destinations, businesses, services and restaurants. Service began Sunday, June 24, 2018. You can ride the Pulse, and all GRTC bus routes, for free the rest of this week.

Thank you for joining us, and  
Welcome Aboard!

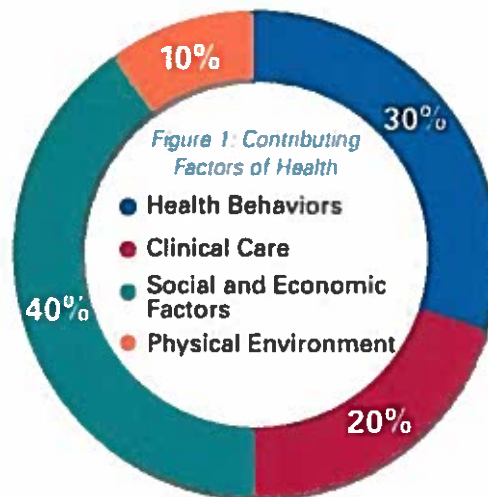
To learn more about the Pulse,  
please visit:  
<http://www.ridegrtc.com/brt/>.

For Customer Service assistance,  
please call 804-358-4782.



### Improving the Health of our Community through a Joint Sponsorship of GRTC Pulse

- [Richmond Bon Secours Health System](#) and VCU [Health](#) share a commitment to improving the health of the Greater Richmond Community. We understand that transportation plays a critical role in the health of our community by providing access to jobs, health care, affordable housing and education.
- According to research by the [American Hospital Association](#), only 20 percent of health outcomes are determined by clinical care. Transportation is a key pillar of the social and economic factors that account for 40 percent of overall health.



Source: Health Research & Educational Trust, 2017.

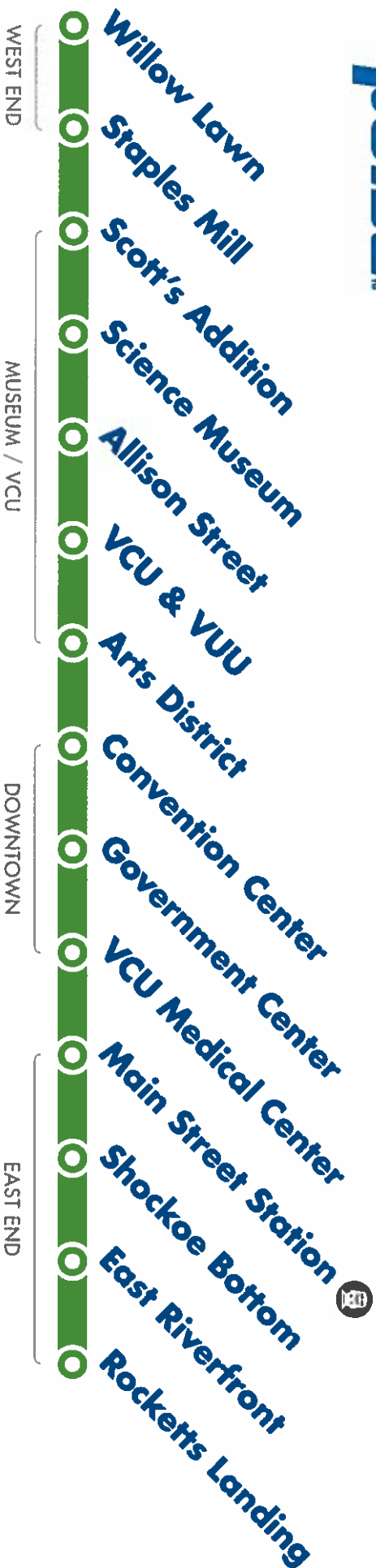
- By expanding the access, availability, and safety of a variety of transportation options, a community can prevent chronic disease, reduce motor-vehicle-related injury and death, improve environmental health and increase access to basic needs.
- Every year hundreds of thousands of residents are left without access to public transportation. As is often the case, the burden of this limited access disproportionately falls on the most vulnerable among us – the poor, elderly, immigrants, racial and ethnic minorities, and the chronically ill.

#### **Sponsorship details:**

- The sponsorship investment is two-fold. It provides GRTC's Pulse with a sustainable revenue source that will assist in operating the Pulse while simultaneously encouraging riders to learn about health screenings and reducing risk factors for conditions such as heart disease, stroke, obesity and diabetes.
- Transit advertising is an efficient medium for reaching a broad audience. These moving billboards, along with the interior bus posters, can easily be changed with timely health messages, reminders, and eye-catching visuals. The first campaign highlights the partnership between Bon Secours Health System and VCU Health with the headline "making you healthier together."
- Bon Secours Health System and VCU Health are confident that large-scale transportation projects such as Pulse will spur economic growth and social enrichment along the corridor, as they have in many other cities that have implemented bus rapid transit.



More Time For Life.



## High Frequency

Buses every 15 minutes (or better)  
6 am – 11:30 pm, seven days a week

	AM PEAK 6:00–9:00 am	MIDDAY 9:00 am–4:00 pm	PM PEAK 4:00–7:00 pm	OFF PEAK Night	LATE NIGHT 11:30 pm–1:00 am
<b>Weekday</b> 5:30 am – 1:00 am	<b>10</b> MIN	<b>15</b> MIN	<b>10</b> MIN	<b>15</b> MIN	<b>30</b> MIN
<b>Weekends</b> 6:00 am – 1:00 am	operates every <b>15</b> minutes during the day				

Sponsored By:



Bon Secours



VCU Health