



GRTC LINK – GOOCHLAND COUNTY COORDINATION

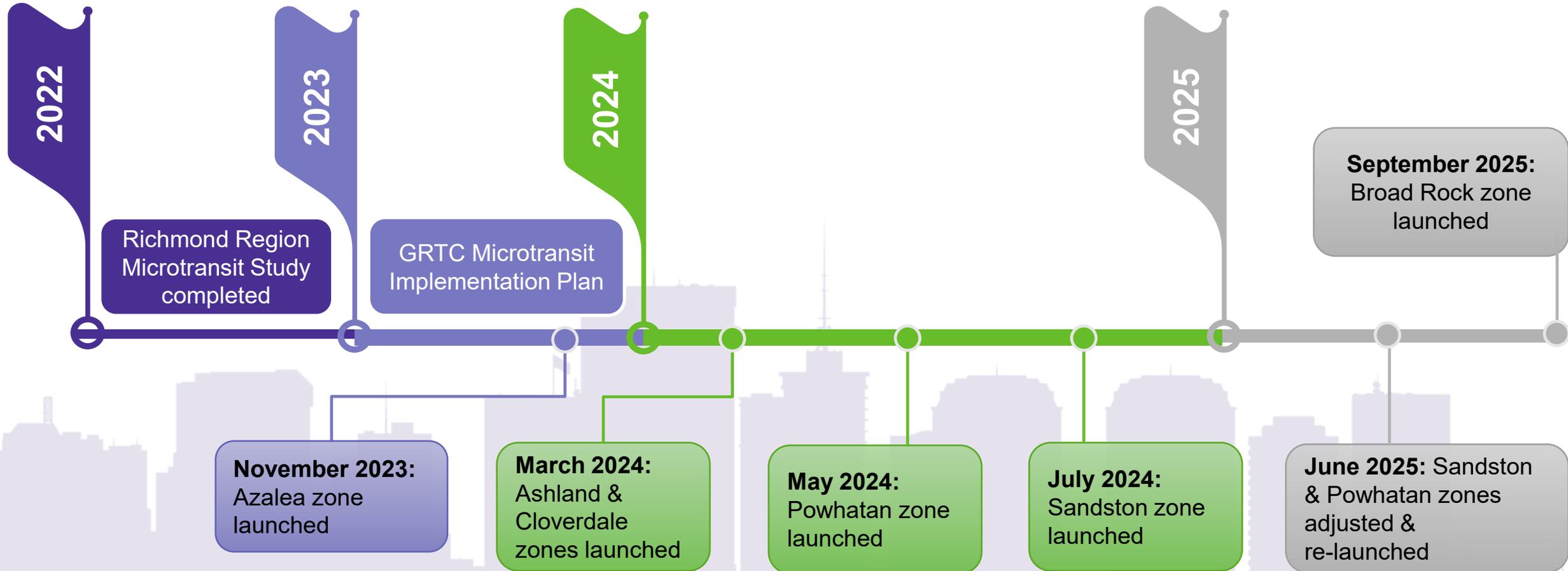
November 2025

OBJECTIVES FOR TODAY

- Provide an update on LINK service.
- Discuss Goochland County's priorities for microtransit.
- Review opportunities for microtransit in Goochland County.
- Confirm next steps.



LINK TIMELINE



LINK PERFORMANCE SUMMARY

- All Zones:
 - 83,132 Passenger Trips (Between November 2023 and December 2024) – ~6,000/month
 - 14-minute average wait time
 - Average cost per trip – \$26.18
- Microtransit can be a big investment, especially in rural areas.
- Performance can vary greatly depending on local context

CLOVERDALE

- **5,002** total passenger trips
- **21** daily average ridership
- **1.8** passengers per revenue hour
- **\$51.22** average cost per trip
- **13**-minute average wait time

POWHATAN

- **962** passenger trips provided
- **5** average daily ridership
- **1.5** passengers per revenue hour
- **\$118.21** average cost per trip
- **14**-minute average wait time

ASHLAND

- **27,085** total passenger trips
- **97** daily average ridership
- **5.2** passengers per hour
- **\$20.48** average cost per trip
- **16**-minute average wait time

SANDSTON

- **4,677** total passenger trips
- **35** daily average ridership
- **2.1** passengers per revenue hour
- **\$48.75** average cost per trip
- **13**-minute average wait time

AZALEA

- **45,546** total passenger Trips
- **137** daily average ridership
- **7.3** passengers per revenue hour
- **\$15.47** Average cost per trip
- **16**-min average wait time



LINK OVERVIEW



LINK PURPOSE STATEMENT

- LINK enhances and expands GRTC's transit service in a sustainable and resource-efficient way by:
 - Providing service where transportation needs and gaps exist.
 - Connecting people to GRTC's fixed-route network.
 - Providing coverage to replace low productivity fixed route.



LINK GOALS

Safety: Deliver a safe service.

Equitable access: Enhance access to mobility where transportation needs exist.

Financial stewardship: Use public resources wisely.

Quality: Provide reliable and adaptable service that people want to use by ensuring customer satisfaction and reliability.

Network support: Ensure LINK is supportive of GRTC's multimodal network and GRTC's goal to provide transit services that are suitable to the local context.



ONGOING PLANNING INITIATIVES

Planning Manual

- Policy document laying out processes for planning LINK service, monitoring performance, and adjusting zones.

Fare Analysis

- Considerations and decision framework for implementing fares on LINK.



LESSONS LEARNED

- Local context is important in zone operations—zones in more rural parts of the region function differently than zones located in urban and suburban areas.
- Operating parameters should be adjusted to meet the specific context in which a zone operates.
- Support from local stakeholders is vital to the success of a zone.
- Zone purpose should be clearly defined prior to launch and should inform performance expectations.

DISCUSSION: GOOCHLAND COUNTY'S PRIORITIES

What mobility challenges are you hoping to address with the implementation of microtransit service?

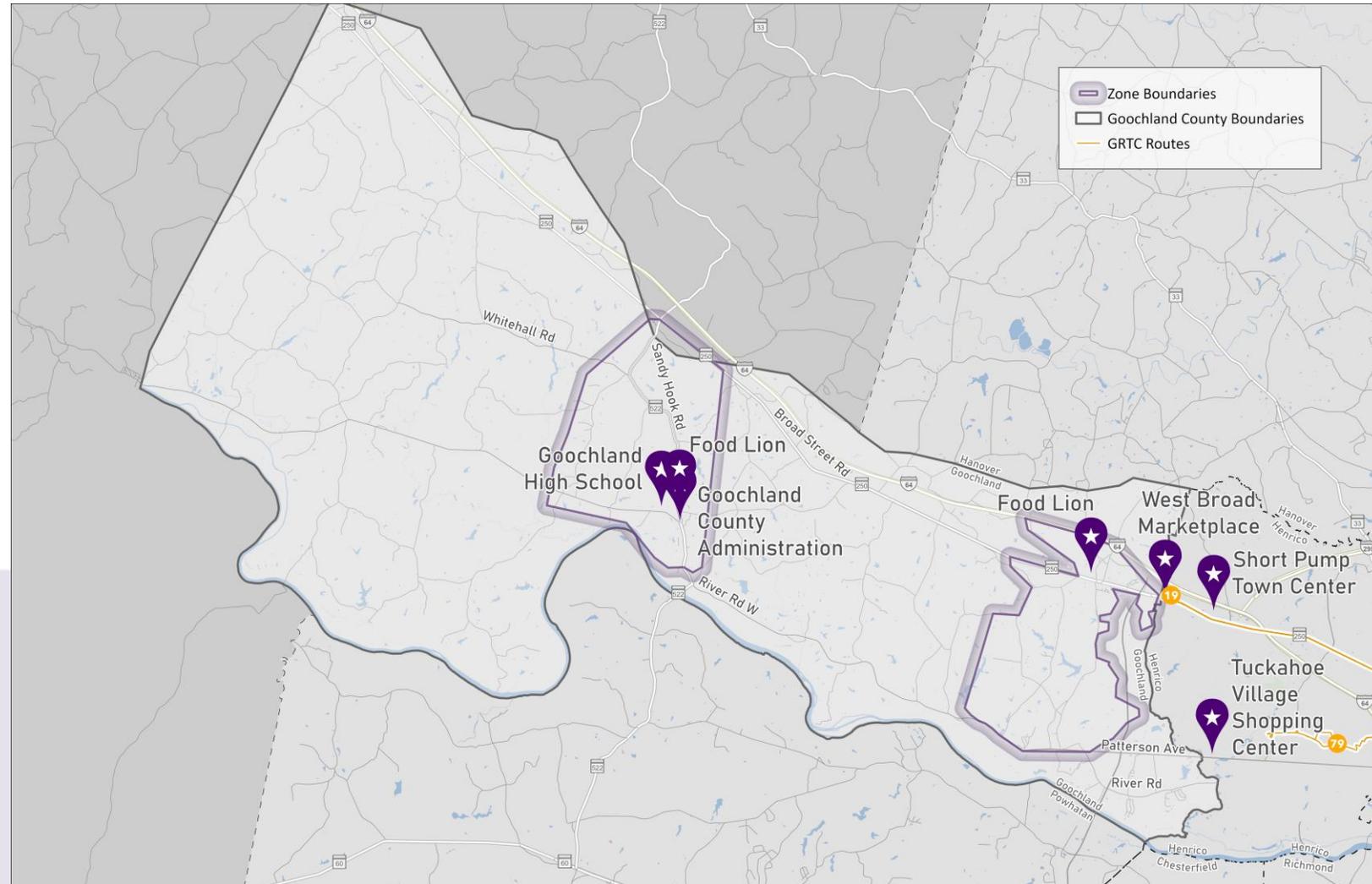


GOOCHLAND CONTEXT



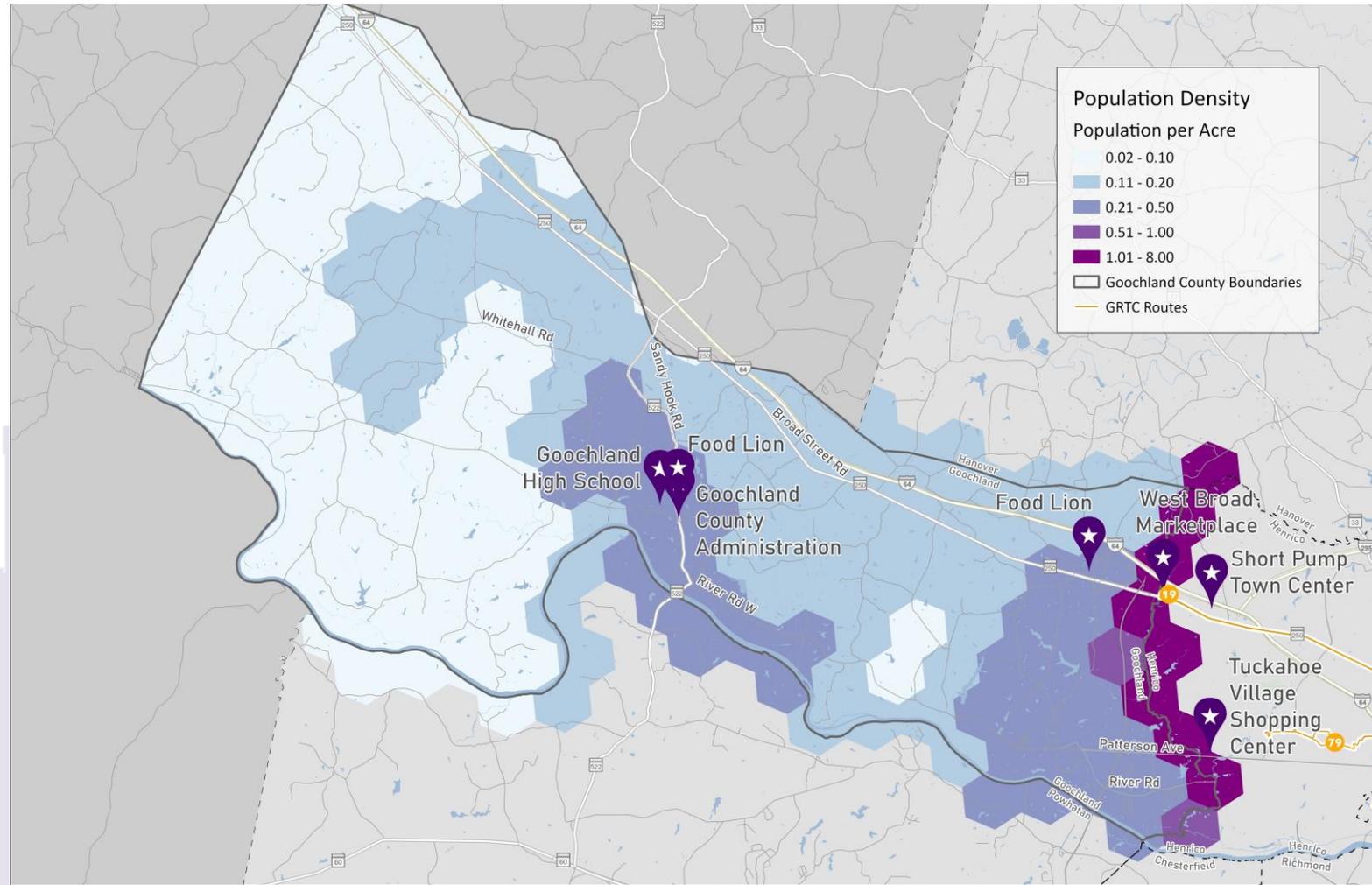
LOCAL CONTEXT

- Two zones proposed in the 2023 Richmond Region Microtransit Study:
 - **Goochland Zone:** Serving most of downtown Goochland.
 - **Hockett Road Zone:** Covering eastern Goochland and extending into Henrico County near Short Pump.



GOOCHLAND DEMOGRAPHICS

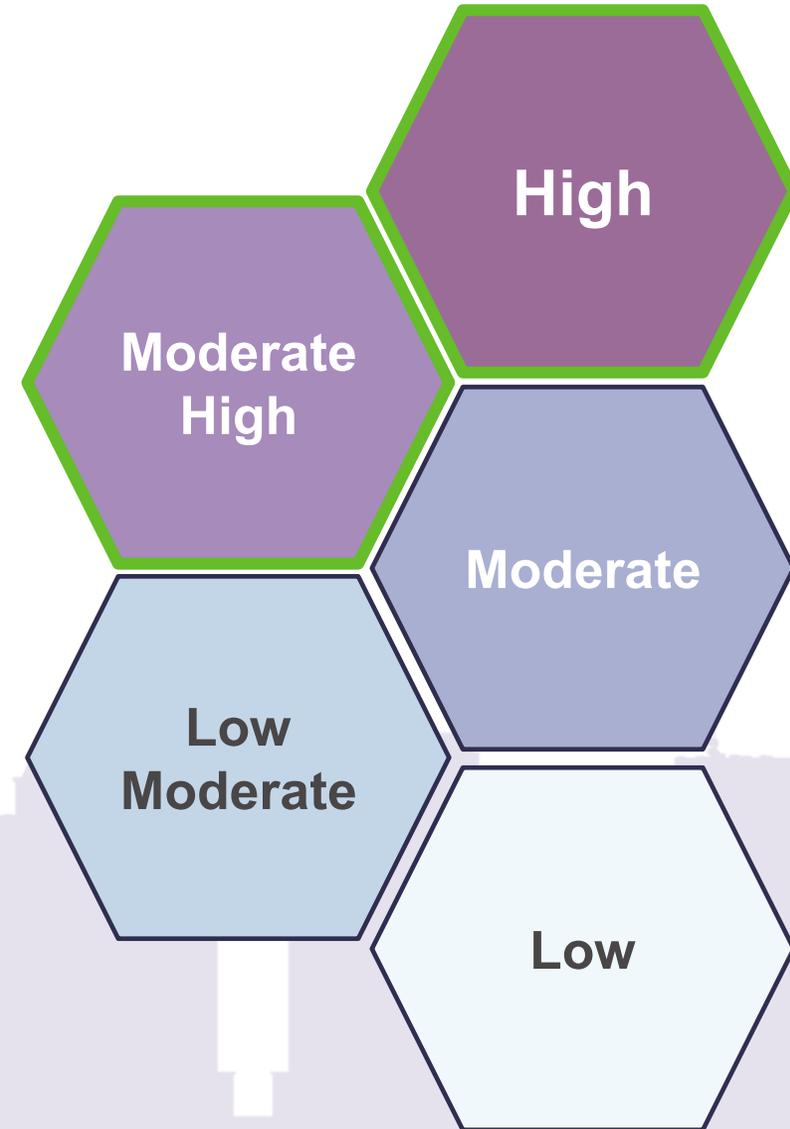
- Eastern Goochland has the highest population density, concentrated along the Henrico–Goochland boundary.
- Population is also concentrated in downtown Goochland, though at a significantly lower density than in the eastern portion of the county.



TRAVEL FLOW ANALYSIS

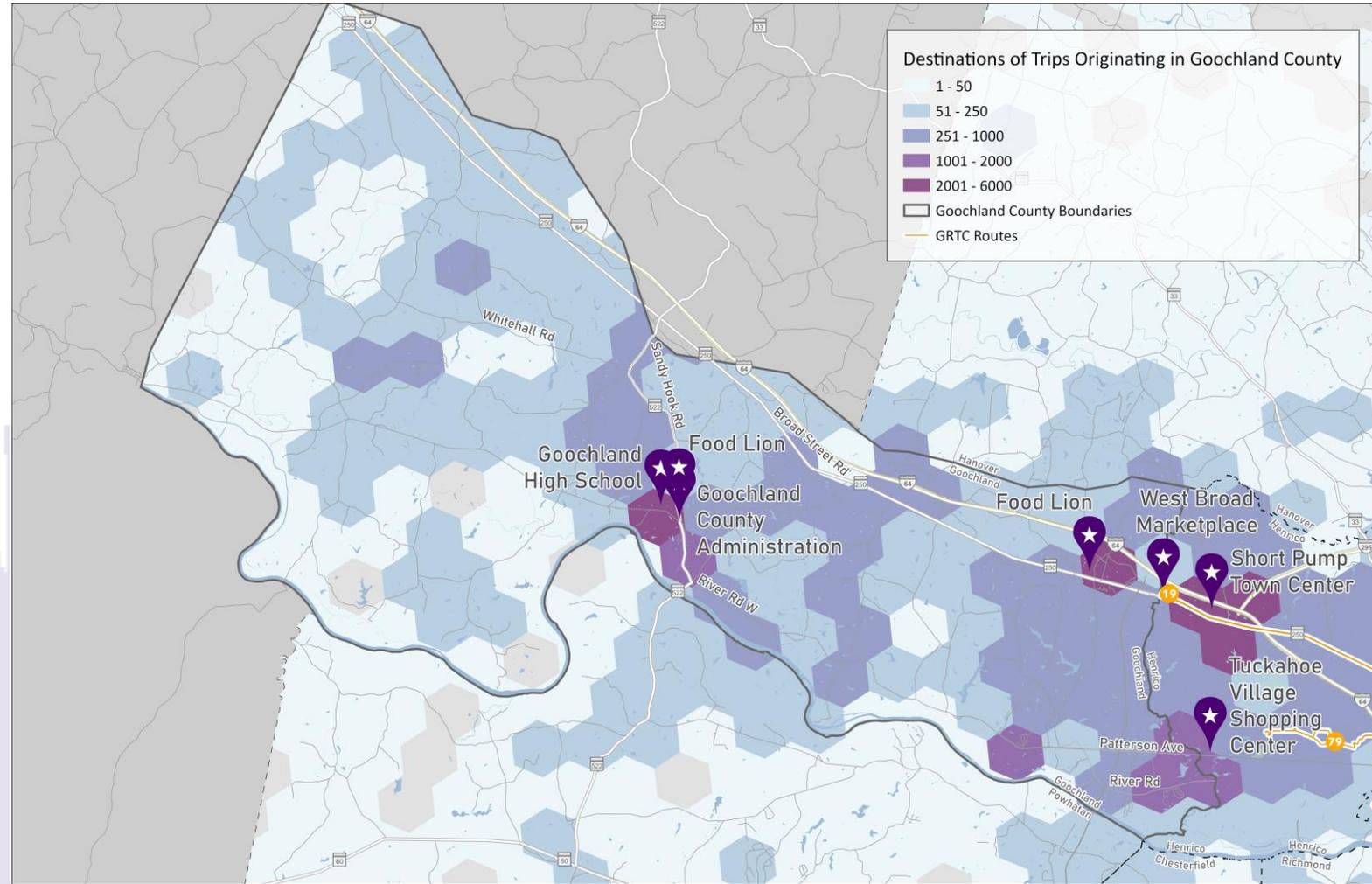
- Identifies trip demand using data sourced from Replica, an agent-based travel model that simulates travel behavior.
 - The analysis was conducted for all trips starting in Goochland County.
 - Trip demand was broken down further by **mode**, **trip purpose**, and **trip-taker demographics**.
- Trips demand was identified for hexagonal areas approximately one mile in size.

Moderate High to High Trip Demand highlights areas where Goochland County residents frequently travel and could benefit from expanded transportation options.



TRAVEL FLOW ANALYSIS

- Of the trips originating in Goochland County, 44 percent ended within Goochland County.
 - The downtown Goochland area and shopping along Broad Street are popular destinations within the County.
- Of trips originating in Goochland County, 28 percent end in Henrico County.
 - Many trips are ending in the Short Pump Town Center area and near Tuckahoe Village Shopping Center.



PROPOSED SERVICE



PROPOSED SERVICE CHARACTERISTICS

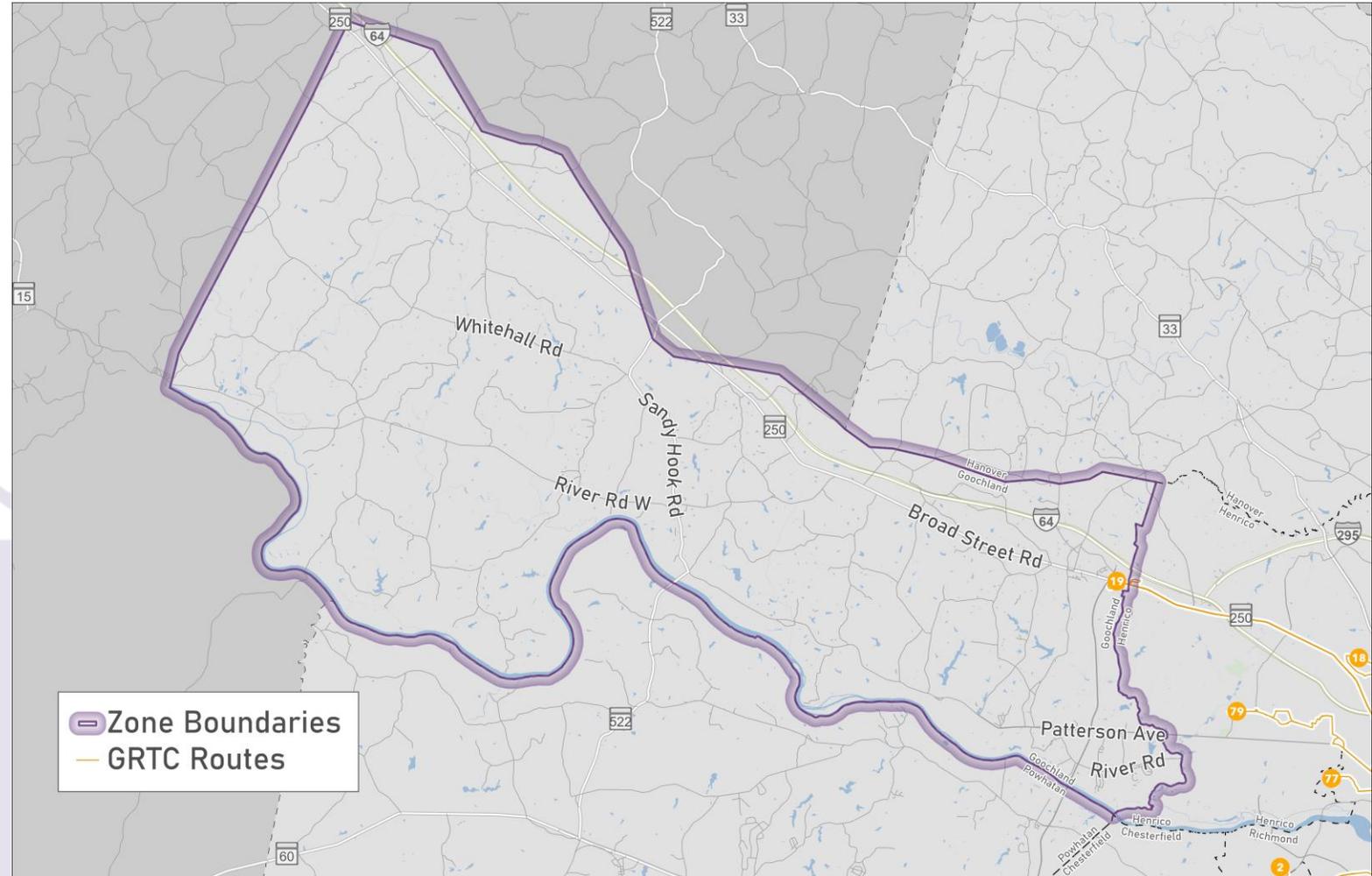
ZONE BOUNDARIES

Service Hours

- Monday - Friday
- 7 a.m. to 7 p.m.

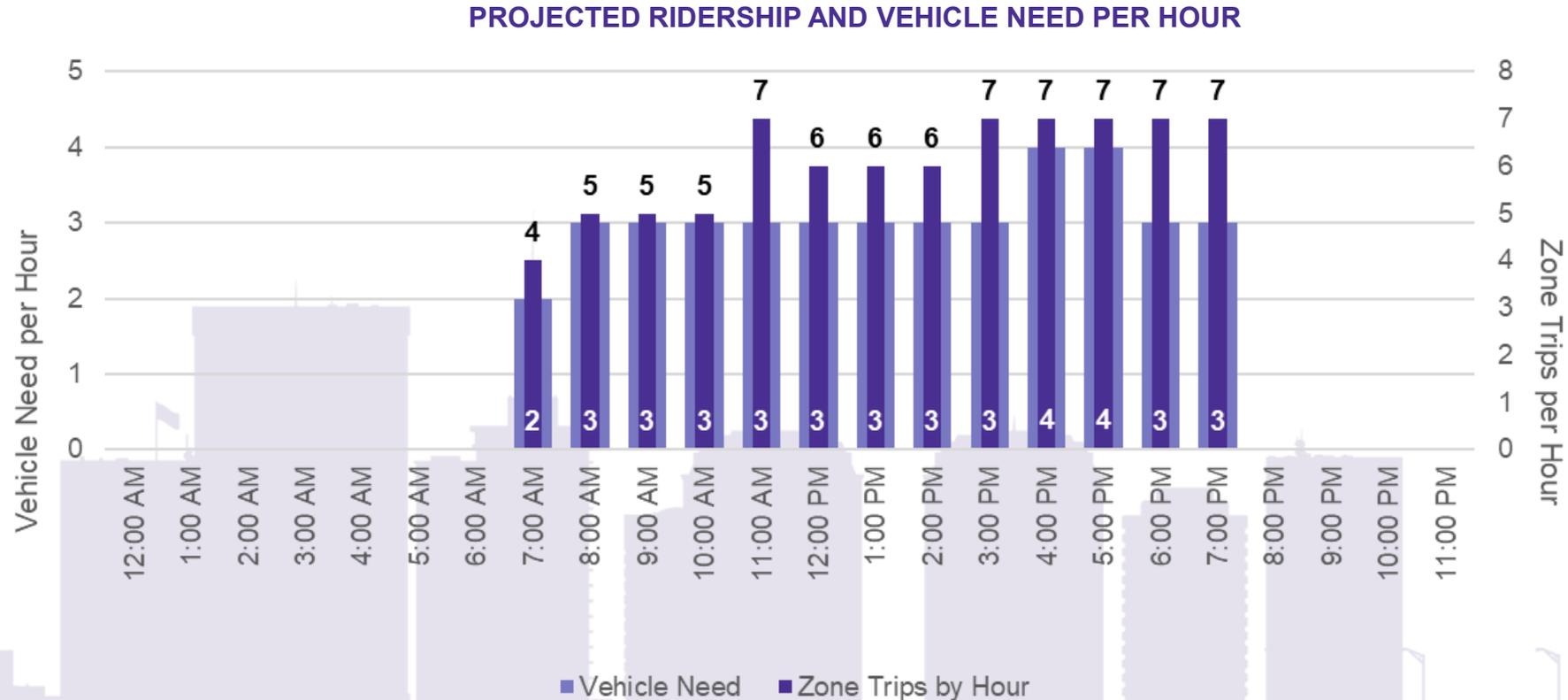
Wait times

- On-demand service with option for booking 24-hours in advance



PROJECTED RIDERSHIP AND COST

- **Projected Ridership:** 9,000 to 20,000 riders per year
- **Projected Vehicle Need:** 2 - 4 vehicles at maximum need
- **Projected Cost:** \$360,000-\$632,000 annually (w/o overhead)



DISCUSSION



NEXT STEPS

- Develop grant application and submit to the County for review

