



Go Green & Ride Blue With GLTC!

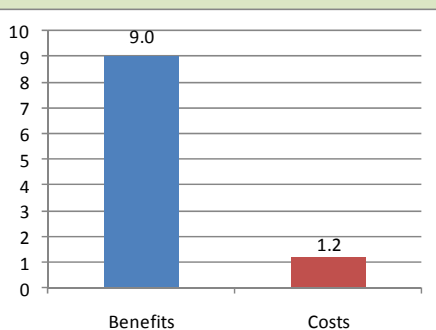
GLTC PROVIDES LYNCHBURG REGION WITH \$9 MILLION IN LOCAL BENEFITS ANNUALLY

GLTC creates \$7.60 in benefits for every \$1 in funding from Lynchburg and Amherst County

Overview - The Greater Lynchburg Transit Company (GLTC) provides transit service to people in Lynchburg and Madison Heights, Virginia. A study of GLTC's average annual economic impacts was completed in February 2010; this fact sheet details the findings of the study. GLTC's benefits to local residents are significantly larger than the costs to fund the bus service incurred by Lynchburg and Amherst County, where Madison Heights is located. Transit service provides the Lynchburg region with \$9 million in benefits annually.

GLTC background - GLTC is a publicly-owned, non-profit company that provides public transportation service in Lynchburg and the adjacent community of Madison Heights. GLTC provides fixed-route transit service, open to the general public, and paratransit service for qualifying persons with disabilities. GLTC also operates, under the name LU Transit, fixed-routes that serve Liberty University. The transit service area has a population of about 80,000 people.

Annual Local Transit Benefits and Costs (\$ Millions)



The City of Lynchburg provides GLTC with about \$1.2 million in funding annually. Amherst County contributes about \$53 thousand in funding annually.

The ratio of benefits to cost can be compared using a benefit-cost analysis.

GLTC provides the region a total of \$9.0 million in benefits and costs local governments about \$1.2 million annually. Therefore, the ratio of local benefits to funding costs is 7.6 to 1, which means that almost every dollar spent by local governments on the GLTC system returns \$7.60. dollars in benefits to the community.

Transit Passenger Statistics in FY09

Service	Passengers (thousands)	Average trip length (miles)
City Fixed Route	1,116	6.5
Paratransit	14	6.2
LU Transit	1,933	1.1
Total	3,064	NA

GLTC's Impact on Jobs - GLTC directly employs 112 employees and indirectly supports an additional 289 full time equivalent jobs in the local economy.



GLTC's Mission - To provide safe, dependable, affordable, accessible and high quality public transportation to the Central Virginia community.

GLTC'S Annual Impacts to Region

- Provides 3 million passenger trips to destinations across Lynchburg and Madison Heights
- Employs 112 administrators, bus drivers, and mechanics
- Indirectly supports an additional 289 local jobs
- Saves \$2.3 million in transport costs to local residents
- Saves \$306,000 in accidents, air pollution, & congestion
- Enables \$27 million in economic activity in a wide variety of economic sectors
- 70 percent of bus riders said their personal independence would decrease in the absence of transit



Greater Lynchburg Transit Company Economic Impact Fact Sheet

More Than Just a Social Program - GLTC

facilitates more than \$27 million worth of economic activity annually across a wide range of economic sectors. Local residents recognize the convenience and value transit service adds to their lives. In a GLTC onboard rider survey, the average bus rider that is not transit dependent indicated he or she would be willing to pay \$59 annually to maintain transit as a local transportation option.

Other local economic impacts created by GLTC can be measured against a theoretical scenario in which transit in Lynchburg no longer exists. Such impacts include:

- Avoided costs of switching to other transportation modes
- Avoided economic costs of trips that would be cancelled
- Avoided accidents, air pollution, and congestion
- Lost GLTC employee compensation
- Lost GLTC operating and capital purchases

GLTC Facilitates \$27 Million in Local Economic Activity

Transit facilitates transactions in a wide range of economic sectors. The following examples detail spending in some sectors:

- Medical: \$1.4 million
- Education: \$3.9 million
- Shopping: \$5.6 million
- Dining: \$0.8 million

Transit Rider Comments - Some benefits are better described qualitatively than quantitatively. Anonymous anecdotal information collected from an on-board bus rider survey is provided below to illustrate the value of transit to local residents.

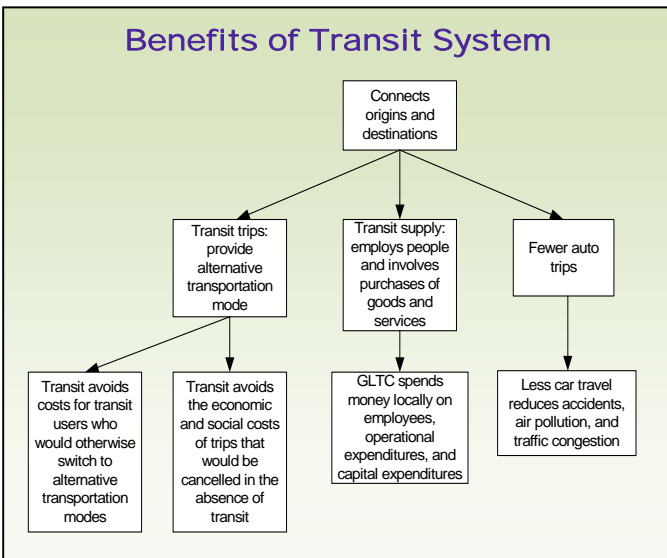
"I am a full time employee at Liberty University and I live in Madison Heights ... if there was no bus system, I wouldn't be able to commute and in this economy I would lose my job!"

"I use the bus to go to work, grocery stores, volunteer at hospitals, doctor visits ... there are many others who use the bus as their only means of transportation. Cabs are too expensive, Lynchburg needs [GLTC]."

"The bus service is very convenient for me. It makes it so I don't have to depend on others for a ride."

"With a bus to ride it gives me an inexpensive mode of reliable transportation. Presently I have been having to ride the bus more often because I have been suffering from a broken ankle and am unable to drive. If Lynchburg were to lose its bus service, it would put many people in a bad position not having a way to get to work. [Transit] is a good thing for all people concerned including the leaders of the city. They need to be made aware of the importance of mass transit for our city and the people who live here."

Benefits of Transit System



Transit and Individual Independence -

Transit can help certain people live more independently if they cannot drive or afford taxis. It can help an older person to continue living in his or her home instead of a retirement home. It can allow mentally and physically disabled people an opportunity to live a better life. It can allow younger people the opportunity to attend activities to which their parents do not have the time or means to transport them.



Monument Terrace



James River

For More Information

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Key Data Sources

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