

# Introducing LINK:

## On-demand microtransit in your community from GRTC



### WHAT IS MICROTRANSIT?

Microtransit is a convenient new transit service that provides point-to-point connections across your community. No matter where you are, you'll simply open up the **GRTC On the Go** app or make a phone call, and a vehicle will arrive within 20 minutes to take you where you want to go! LINK will launch fare-free, like the rest of the GRTC network. Just put in your drop-off and pick-up locations and wait for your ride.

### WHERE CAN I GO?

The Ashland Zone will provide new on-demand transit connections to locations including Randolph-Macon College, Ashland Hanover Shopping Center, Hanover County Municipal Airport, Ashland Square, Amazon, Walmart, Patrick Henry YMCA, and Food Lion. For connections to trips beyond zone limits, Ashland LINK will also serve the Ashland Amtrak Station.



### HOW TO BOOK A RIDE:



1

Download and request a ride from your **GRTC On the Go** app or by phone.



2

A LINK van will meet you at a pick-up location. Check the **GRTC On the Go** app for your time and location.



3

Enjoy a comfortable, safe, and sustainable ride to your destination within the zone.



4

Request another ride through the **GRTC On the Go** app to your next destination.

### 📍 THINGS TO KNOW:

- LINK operates Monday to Friday 6:00 am to 11:00 pm  
Saturday 6:00 am to 11:00 pm
- Be ready 5 minutes before pick-up time
- Drivers will wait for about 5 minutes
- **It's the law...**passengers must wear seat belts
- Children under 16 must be accompanied by an adult
- Car seats and booster seats must be brought if needed

For more information visit [ridegrtc.com/link](https://ridegrtc.com/link)

GRTC customer service representatives are here to help you with all your transit needs.

Call **(804) 358-4782** for more information or email [webcustomerservice@ridegrtc.com](mailto:webcustomerservice@ridegrtc.com)

# How to Ride



[ridegrtc.com/link](https://ridegrtc.com/link)



## Connecting Your Community

Ride to these places and more within the zone:

- Home
- Work
- Medical Care
- Groceries & Errands
- Schools
- Libraries



### 1 Download the app

Scan the QR code or visit [ridegrtc.com/link](https://ridegrtc.com/link) to download the **GRTC on the Go** app and create an account — available on the App Store® and on Google Play™. To book by phone, call **(804) 358.4782**

### 2 Book and wait for your ride

Enter your starting point and destination within the zone. If you need space for a wheelchair, be sure to select the passenger type that meets your needs. A LINK van will meet you at the pick up location. Note the arrival time and be ready 5 minutes early. Maximum 4 passengers per booking.

### 3 Enjoy your ride

LINK is a comfortable, safe, and sustainable way to navigate around your community. You may pick up other riders traveling in the same direction during your trip. Book another ride in the app to your next destination or connect with nearby GRTC bus routes.

## Rules of Riding

- **It's the law...**passengers must wear seatbelts.
- Your driver will wait for 5 minutes after arrival.
- No bikes permitted at this time.
- Children under 16 must be accompanied by an adult.
- Car seats and booster seats must be brought if needed.

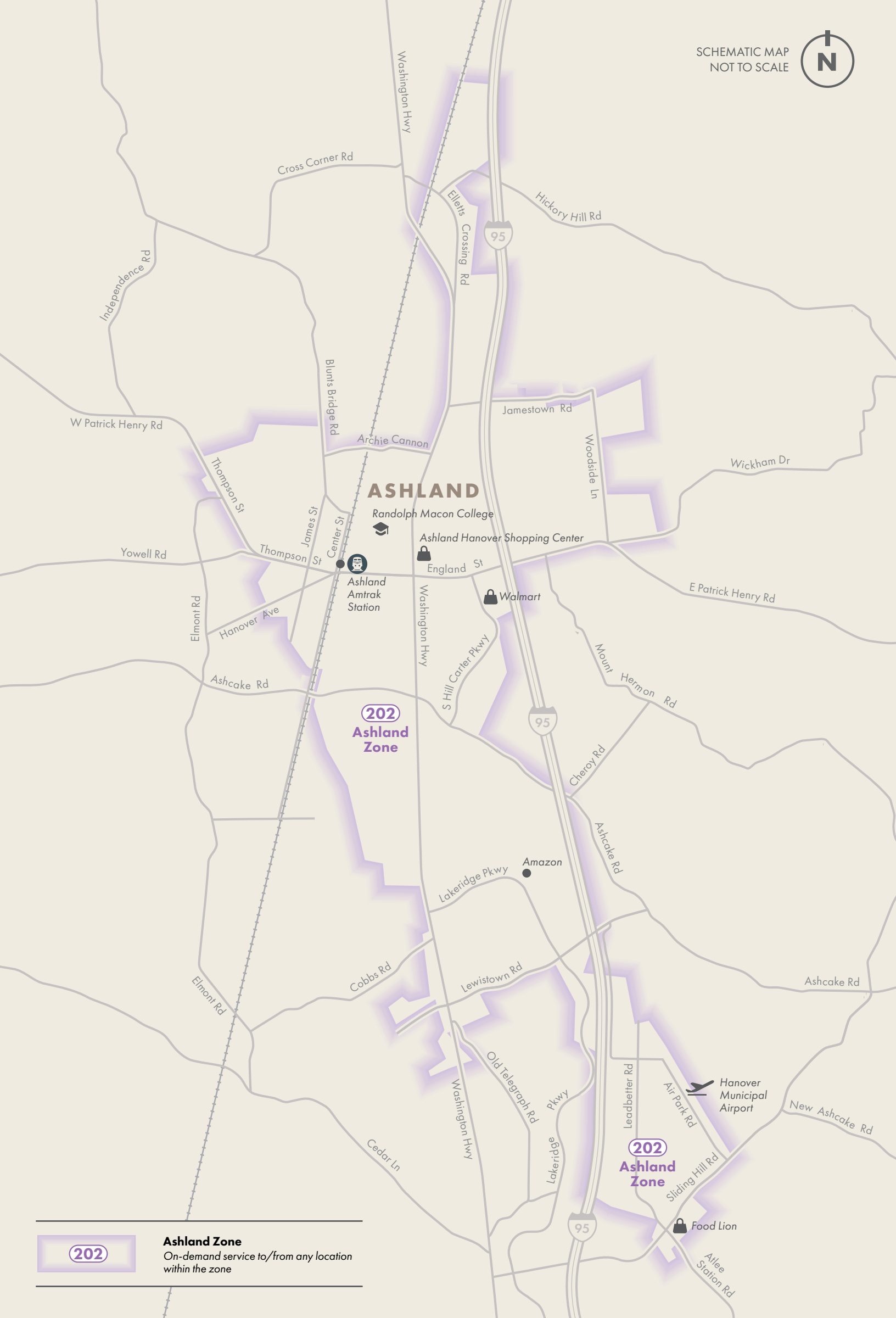
## Fare Information

No fare required to ride until further notice.  
For more information, visit [ridegrtc.com/link](https://ridegrtc.com/link)

CONNECT WITH US ON SOCIAL



**CONNECTING**  
THE RICHMOND REGION



**Ashland Zone**  
On-demand service to/from any location within the zone

GRTC BUS CONNECTIONS

There are no bus routes that operate within this microtransit zone.  
For full service details, visit our website [ridegrtc.com](https://ridegrtc.com)

HOW TO RIDE LINK

- 1



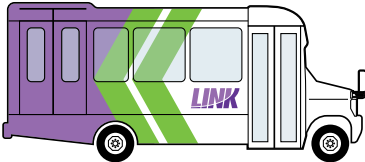
**Download the app**

Scan the QR code or visit [ridegrtc.com/link](https://ridegrtc.com/link) to download the **GRTC On the Go** app and create an account — available on the App Store® and on Google Play™. To book over the phone, call **(804) 358.4782**
- 2

**Book and wait for your ride**

Enter your starting point and destination within the zone. If you need space for a wheelchair, be sure to select the passenger type that meets your needs. A LINK van will meet you at the pick up location. Note the arrival time and be ready 5 minutes early. Maximum 4 passengers per booking.
- 3

**Enjoy your ride**

LINK is a comfortable, safe, and sustainable way to navigate around your community. You may pick up other riders traveling in the same direction during your trip. Book another ride in the app to your next destination or connect with nearby GRTC bus routes.
- 

RULES OF RIDING

- It’s the law...passengers must wear seatbelts.
- Your driver will wait for 5 minutes after arrival.
- No bikes permitted at this time.
- Children under 16 must be accompanied by an adult.
- Car seats and booster seats must be brought if needed.
- Traffic, weather, and request volume may cause actual times to vary. Please allow ample time to complete your trip.

FARE INFORMATION

No fare payment required to ride until further notice.  
For more information, visit [ridegrtc.com/link](https://ridegrtc.com/link)

Information is subject to change.



EFFECTIVE  
March 18, 2024



Wheelchair  
accessible



NO  
SERVICE

SUNDAY

MON-SAT ONLY  
6:00 AM (M-F) /  
8:00 AM (SAT)  
to 11:00 PM

**Ashland Zone**



[ridegrtc.com](https://ridegrtc.com)  
804.358.4782

**HOLIDAY SERVICE SCHEDULE**

New Year’s Day	Labor Day
Martin Luther King Jr. Day	Indigenous Peoples’ Day
Presidents’ Day	Veterans Day
Memorial Day	Thanksgiving Day
Juneteenth	Christmas Day
Independence Day	

Actual holiday schedule will occur pending state and local government notification.

**GRTC CONTACT INFORMATION**

**Customer Service Center** ..... (804) 358.GRTC (4782)  
Monday through Friday ..... 6:00 am to 7:00 pm  
Saturday and Sunday ..... 8:30 am to 6:00 pm

**Lost & Found** ..... (804) 358.3871

**RideFinders** ..... (804) 643.RIDE (7433)

**CARE Specialized Transportation** ..... (804) 782.2273

**GRTC Headquarters**  
301 E. Belt Boulevard, Richmond, VA 23224

**RideFinders**, A Division of GRTC  
The Ironfronts Building,  
1013 E. Main Street  
Richmond, VA 23219

PLEASE RECYCLE