



112 MacTanly Place
Staunton, VA 24401

Phone: (540) 885-5174
Fax: (540) 885-2687

**BRITE Transit Advisory Committee Meeting Summary
January 10, 2024, 2:30 p.m.**

Electronic Meeting via Zoom
Central Shenandoah Planning District Commission
112 MacTanly Place
Staunton, VA 24401

[Click Here for Audio Recording of Meeting](#)

	Name	Organization
✓	Amanda Kaufman	City of Staunton
	Jennifer Whetzel	County of Augusta
✓	Leslie Tate	City of Waynesboro
✓	Krystal Moyers	Augusta Health
	Mike Kelley	Wilson Workforce & Rehabilitation Center
	Greg Beam	Staunton Downtown Development
✓	Terry Rodgers, Chair	Shenandoah Valley Social Services
✓	Anastasia Triplett	Blue Ridge Community College
✓	Becky Messer	Transit Service Rider
	Paul Terry	Transit Service Rider
✓	Phil Thompson	Virginia Regional Transit
✓	Kyle Trissel	Department of Rail and Public Transportation

	Name	Organization
✓	Ann Cundy	CSPDC
	Bonnie Riedesel	CSPDC
✓	Devon Thompson	CSPDC
✓	Paula Melester	CSPDC
✓	Alisande Tombarge, City of Waynesboro	
✓	Rodney Rhodes, City of Staunton	
✓	Zach Beard, CSPDC	

Call to Order

The January 10, 2024, meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:31 PM by Ms. Terry Rodgers, Chairperson. Pursuant to §2.2-3708.2 of the Code of Virginia, BTAC members may participate in meetings through electronic communication means. All attendees attended virtually.

Public Comment

Chairperson Rodgers opened the floor for public comment. There were no public comments.



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Approve Minutes

Chairperson Rodgers presented the minutes from the November 8, 2023, BTAC meeting for consideration.

Ms. Leslie Tate moved, seconded by Ms. Krystal Moyers, to approve the minutes of the November 8, 2023, meeting as presented. Motion carried unanimously.

Business

FY 2025 Budget & Grant Applications: Ms. Devon Thompson announced that the Fiscal Year (FY) 2025 budget was being finalized. Ms. Thompson indicated that like other goods and services impacted by inflation, the cost of delivering transit service would be higher for operating and capital expenses for the upcoming fiscal year. Contract costs would be going up to reflect an increase in revenue hours – as planned from the Transit Development Plan (TDP) with the assumption add Saturday paratransit service and to keep the second midday paratransit bus that was in lieu of the FY 2024 paratransit Saturday service due to high paratransit demand during the week – and keep driver pay competitive for recruitment and retention. Additionally, there were some increased facility costs, as the building aged and original equipment needed to be repaired/replaced, and fuel costs. Percentage increases among the outlined factors ranged from 2-8 percent (facility costs were the highest at 12 percent to account for unexpected/expected repairs).

Ms. Thompson indicated that FY 2025 Virginia Department of Rail and Public Transportation (DRPT) grant applications were due February 1, 2024, and Central Shenandoah Planning District Commission (CSPDC) staff would be submitting applications for: Urban and Rural Operating & Capital Cost of Contracting; Commuter Assistance Program Operating (Rideshare); and a Technical Assistance grant for a microtransit feasibility study. The microtransit scope of services would look at both supplementing underperforming fixed-route service or increasing mobility options in the service area.

Valley Community Services Board – Future Stop and Funding Partner: Ms. Thompson announced that CSPDC and Virginia Regional Transit (VRT) staff continued to evaluate options available to serve Valley Community Services Board (VCSB). Ms. Thompson reminded the Committee that VCSB reached out in fall 2023 with interest to reinstate their status as funding partner and reinstate a bus stop at their offices on Sanger Lane. As discussed in November 2023, this would need to be vetted through multiple meetings as the 250 Connector was the tightest route timewise in the system. Once grant applications were submitted, CSPDC would schedule meetings with VCSB and VRT to gather the information needed, such as projected and actual VCSB usage; peak usage times; availability of the gravel lot across the street; any underutilized stops that could be removed from the 250 Connector route; and to propose alternatives for consideration by this committee.

Staunton Lewis Street Hub Rehabilitation Update: Ms. Ann Cundy reported that some new milestones had been reached since November 2023. Ms. Cundy indicated that the City of Staunton approved the site plan for the Lewis Street Hub lot rehabilitation, and the Invitation for Bid for construction would be posted in the coming days. CSPDC staff continued to work with the City of Staunton, VRT, and the technical assistance consultant Kimley-Horn to identify the temporary hub location during the construction phase for the lot. Additionally, a communications plan



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would need to be developed, in coordination with the City of Staunton, to make sure passengers, property neighbors, nearby businesses, and the community at-large were aware of the temporary changes.

ITS – Mobile Data Collection System Update: Ms. Thompson reported that implementation for the Mobile Data Collection System (MDCS) – the backend software for data collection and real-time GPS for buses – continued. The Passio Technologies account had been built out on the backend, and the mobile data terminals had been installed on all buses. Passio would host onsite training with CSPDC and VRT staff, along with the technical assistance consultant Kimley-Horn, in January (scheduled for January 16-17, but postponed due to weather to January 30-31). Once trainings had been conducted, the system would be formally launched, with a transition period that would include a period of time of both electronic and paper data gathering to verify that the software was operating as intended.

Afton Express Update: Ms. Thompson indicated that Ms. Paula Melester put together a slide deck of preliminary information on the Afton Express Annual Rider Survey. Such information would be featured in the Afton Express Annual Report. Ms. Thompson reviewed the following information:

- **Annual Rider Survey:**
 - 67 responses were received between November 13-December 15
 - Questions focused on utilization, barriers to access, customer experience, and rider demographics
 - Data would be combined and should complement the performance metrics, all of which would be featured in the annual report
- **Utilization & Barriers to Access:**
 - About 84 percent of survey respondents rode regularly or occasionally; and about 16 percent were not riding
 - Of those that did not ride, 81 percent would like to, but faced barriers to access (such as the schedule not working for their schedule, not understanding the schedule or knowing how to ride, or not having a way to access the bus stops)
 - About 84 percent of riders used Afton Express to commute to and from work/school
 - Riders primarily traveled from the Valley to Charlottesville, with a small percentage that rode the reverse commute
 - The most common reason cited for riding Afton Express was to save money on gas, vehicle maintenance, and parking fees
- **Customer Experience:**
 - What we were doing right – friendly drivers and staff, with many thanks to VRT; reliability; relaxed environment
 - Where could we improve – better delivery of farecards for UVA-affiliated riders; expanded AM/PM times; additional stops and increased access

Contractor Update: Mr. Phil Thompson reported on the following:

- **Ridership:** Mr. Thompson indicated that there were 15,849 passenger trips on BRITE in December 2023, a 19 percent increase from December 2022.



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- **Staffing:** Mr. Thompson announced that VRT was actively seeking and hiring fully endorsed bus drivers. Mr. Thompson noted that VRT was not at a critical point, but was attempting to upstaff for vacations and illnesses.
- **Operations:** Mr. Thompson indicated that two new 20-passenger buses were introduced into the fleet, which made for five new buses in the fleet over the last calendar year.

Other Business: Chairperson Rodgers asked if there was any other business to come before the committee.

- **Transit Equity Day – Monday, February 5, 2024:** Ms. Thompson proposed providing a fare-free operations day on the observed Transit Equity Day, Monday, February 5. Ms. Krystal Moyers noted the holiday last year, and suggested participating in some manner. Ms. Thompson asked if there were any other promotions/ideas from the BTAC for ways to celebrate the holiday. Ms. Amanda Kaufman inquired if information/social media posts could be shared with the BTAC so information could be shared on partners' various social platforms and information sharing outlets.

Adjournment

Chairperson Rodgers indicated that the next BTAC meeting was scheduled for Wednesday, March 13, 2024, at 2:30 PM at the CSPDC office.

There being no further business to come before the BTAC, the meeting concluded at 2:49 PM.

AFTON EXPRESS

ANNUAL RIDER SURVEY SUMMARY

JANUARY 10, 2024



Annual Rider Survey

- Available from November 13th through December 15th
Received 67 responses
- Prize drawing to boost response rate
- Asked questions about utilization, barriers to access, customer experience, and rider demographics
- Pair data from the survey with performance metrics for the Annual Report



Utilization & Barriers to Access

83.6% Ride regularly or occasionally; **16.4%** do not ride

Of those who do not ride, **81%** would like to but face barriers to access.

Most riders (**84.1%**) use Afton Express to commute to and from work or school.

Riders primarily travel from the Valley to Charlottesville in the AM and return in the PM. A small number are traveling in reverse (~**15%**).

The most common reason for riding was to save money on gas, vehicle maintenance, and parking fees.

Barriers to Access for those who want to ride:

The schedule does not work for their schedule

Do not understand the schedule or know how to ride

Do not have a way to get to the bus stops

Other





Customer Experience

What we're doing right:

- Friendly drivers and staff
- Reliability
- Relaxing environment

Where we can improve:

- Better delivery of farecards for UVA-affiliated riders
- Expanded times in AM and PM
- Adding more stops/increasing access





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**BRITE Transit Advisory Committee Meeting Summary
March 13, 2024, 2:30 p.m.**

Central Shenandoah Planning District Commission
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✓	Leslie Tate	City of Waynesboro
✓	Krystal Moyers*	Augusta Health
	Mike Kelley	Wilson Workforce & Rehabilitation Center
	Michele Waitier	Staunton Downtown Development
✓	Terry Rodgers, Chair	Shenandoah Valley Social Services
✓	Anastasia Triplett*	Blue Ridge Community College
✓	Becky Messer	Transit Service Rider
✓	Paul Terry	Transit Service Rider
✓	Steve Wilson*	Virginia Regional Transit
✓	Kyle Trissel*	Department of Rail and Public Transportation

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✓	Devon Thompson	CSPDC
✓	Paula Melester	CSPDC
✓	Alisande Tombarge, City of Waynesboro	
✓	Tammy DuBose, Valley Community Services Board	
✓	Rodney Rhodes, City of Staunton	

Call to Order

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Public Comment

Chairperson Rodgers opened the floor for public comment. There were no public comments.



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Approve Minutes

Chairperson Rodgers presented the minutes from the January 10, 2024, BTAC meeting for consideration.

Ms. Leslie Tate moved, seconded by Ms. Becky Messer, to approve the minutes of the January 10, 2024, meeting as presented. Motion carried unanimously.

Business

Valley Community Services Board – Future Stop & Funding Partner: Ms. Devon Thompson reminded the committee that Valley Community Services Board (VCSB) requested a stop at their facility on Sangers Lane in Staunton in fall 2023. Ms. Thompson noted that VCSB was a previous funding partner, and their facility was served by transit when the BRITE Bus system was still operating as Coordinated Area Transit System (CATS). VCSB requested that their role as a funding partner along with the bus stop be reinstated. Due to the time constraints of the 250 Connector Route, which would serve VCSB, an additional stop at the Sangers Lane facility on every trip would have an impact on the performance of the route. Ms. Thompson indicated that Central Shenandoah Planning District Commission (CSPDC) and Virginia Regional Transit (VRT) staff prepared and proposed an alternative that would provide service to VCSB at three relevant times of the day without significantly impacting the overall timing of the route. Ms. Thompson presented the proposed stop times and location that would work well operationally for VRT and align with peak programming at VCSB (see attached presentation for additional detail). The 250 Connector (eastbound and westbound) would serve VCSB Monday through Friday at 7:50 AM/8:00 AM, 12:00 PM, and 4:50 PM/5:00 PM in a gravel lot south of the building (privately owned and maintained by VCSB).

Ms. Thompson outlined the next steps if the committee voted to approve the stop and funding partner status of VCSB. The bus stop sign would be installed, and communications would be pushed out via BRITE Bus and VCSB. Additionally, staff would look into implementing the Transit Development Plan (TDP) recommendation for the Waynesboro Circulator which would assist the 250 Connector by picking up a stop currently served by the 250 Connector. This would allow for hourly service to VCSB.

Ms. Thompson also indicated that the way the new stop was being phased in would be reflected in the funding partner addition. VCSB would pay a pro-rated amount as a preliminary funding partner, and then be added in as a full funding partner. Once voted on as a stop and funding partner, the BTAC bylaws would need to be amended to reflect the addition of a funding partner.

Questions that regarded stop implementation time and changes to future bus stop signs were asked, and Ms. Thompson indicated that implementation time would be quick, around two weeks, and that once service transitioned from three times a day to hourly a new bus stop sign would be installed to reflect the change. Additionally, Ms. Tammy DuBose indicated that a small shelter was already on the premises and would be moved over to the bus stop area to serve as a covered place for riders to wait for the bus.

Ms. Messer moved, seconded by Ms. Amanda Kauffman, to approve the stop as presented, and the subsequent addition of VCSB as a funding partner. Motion carried unanimously.



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Staunton Lewis Street Hub Rehabilitation Update: Ms. Paula Melester provided an update on the Lewis Street Transit Hub rehabilitation project. Ms. Melester reminded the committee that the CSPDC purchased the property from the American Shakespeare Center in 2020, and applied for and received a competitive federal discretionary grant in 2021 for repavement and passenger amenities improvements. The federal funds were matched with state and local dollars, and the CSPDC received support from the Virginia Department of Rail and Public Transportation (DRPT) through both matching funds and project support. Ms. Melester indicated that the CSPDC worked with engineers from Kimley-Horn and Associates to develop design plans for the renovation and wrapped up the design phase at the end of 2023. The CSPDC solicited bids from construction firms in January 2024, and received a competitive bid from a contractor. The CSPDC was in the process of awarding a contract. Ms. Melester summarized project next steps, which included hosting a pre-construction meeting, issuing a Notice to Proceed, and beginning construction work in mid-April. Construction would last approximately four months. Additionally, Ms. Melester provided an overview of the improvements that would be made to the site (see attached presentation for more detail):

- ADA compliant sidewalks that would connect the passenger boarding area to the existing Lewis Street sidewalks;
- Designated crosswalks with detectable warning plates at the curbs and a herringbone stamped concrete feature;
- A dedicated bus lane fully separated from the parking area with a concrete median and landscaping;
- Electrical conduit for future Electric Vehicle charging;
- New lighting along the back of the lot for passenger safety;
- Retaining wall with seat cap to provide additional seating capacity; and
- Designated accessible parking spaces with connectivity to the passenger boarding area and the existing Lewis Street sidewalk.

Questions were asked regarding capacity for the rehabilitated hub, and Ms. Melester indicated that four buses would be able to utilize the bus lane in the back of the lot and seating would be maximized with a seating wall in addition to the two existing bus shelters that would be reinstalled. Additionally, Ms. Ann Cundy noted that the new parking area would accommodate between 15 -20 parking spaces, which was slightly less than the current footprint (but more than enough based on known utilization).

Ms. Melester then shared logistics for the temporary hub location during construction on North Augusta Street. Ms. Melester acknowledged the City of Staunton staff for their support to develop the alternate location and accommodation for bus operations during construction. The temporary space would occupy 19 angled parking spaces on North Augusta Street between Academy Street and Frederick Street (see the attached diagram for more detailed information). A robust communications plan was developed with the City of Staunton to notify nearby residents and businesses of the changes, both at the construction site on Lewis Street and the temporary hub on North Augusta Street.



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Ms. Tate inquired about who the contractor was, and Ms. Melester replied that Virginia Infrastructure, a small business based out of Lexington that had completed VDOT projects, would be awarded the contract.

ITS – Mobile Data Collection System Update: Ms. Thompson reported that implementation for the Mobile Data Collection System (MDCS) – the backend software for data collection and real-time GPS for buses – continued and was nearing completion. Passio Technologies, the company that provided the software, conducted on-site training January 30 and 31, and VRT had trained all of their drivers and staff on the mobile data terminals and corresponding software. Ms. Thompson announced that the new technology was launched on March 1, but that drivers would continue to track data manually in addition to digitally until the two sources of data corresponded in accuracy.

Ms. Thompson shared a view of the reporting dashboard with committee members, and noted the different features and reports that could be generated through the Passio platform. Some noted features included: fleet logistics (buses in service); dispatcher messaging; detailed reporting; and a real-time GPS map.

Ms. Messer sought clarification on “Passenger Type”, and Ms. Thompson explained that different types of passengers, such as a student rider, a hospital rider, or fare type (cash versus farecard payment), were tracked throughout the system to get a better understanding of the ridership. Additionally, Ms. Messer asked if the new software tracked the time for mobility device loading times, and Ms. Thompson indicated that this was not information that was tracked since paratransit operations utilized a different type of software to manage and schedule requests.

Ms. Melester added that the data collected through the new platform would allow for more consistent and accurate information for route performance and stop utilizations than what was only currently available through random sampling. This feature would be helpful for advising the BTAC on decisions that regarded adding service or stops.

Afton Express Update: Ms. Melester provided a brief update on the Afton Express. The Annual Report was published the prior week, and it included a comprehensive overview of the year’s activities. Ms. Melester highlighted the annual ridership for 2023 of 16,482 passengers which was a nearly 60 percent increase over 2022 and noted that the annual report contained responses from passenger surveys that provided deeper insight into how the public utilized the Afton Express.

Contractor Update: Mr. Steve Wilson reported on the following:

- **Operations:** Mr. Wilson stated that staffing was improving – a number of new drivers had been hired recently. VRT would celebrate Transit Operator Appreciation Day later in March with lunch for their drivers, and donuts from the CSPDC. Mr. Wilson shared that ridership was up approximately 13 percent from the prior year. He also echoed Ms. Thompson’s comments about the messaging features provided by the mobile data terminals, and expressed how useful they were in communicating with drivers.
- **Bus Stop – Citgo (Staunton):** Mr. Wilson presented a proposed bus stop at the Citgo gas station in Staunton (West Beverley Street). This was a known and already well-utilized stop for existing riders. Staff requested that the BTAC vote to formally approve this location as a permanent stop. Mr. Wilson stated that the stop



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would be served by the Staunton West Loop and was the last stop before the bus turned around at Food Lion (West Beverley Street). The stop would be served by both out- and in-bound buses (eastbound and westbound). Mr. Wilson confirmed there were no concerns about access, safety, or timing to add the new stop from an operational standpoint.

Mr. Rodney Rhodes commented that the City of Staunton would be re-paving that particular segment of West Beverley Street and would be adding a bike lane to the shoulder. Mr. Rhodes inquired if there would be any conflict between buses and cyclists once that is complete, and Mr. Wilson replied that the buses would be mindful of cyclists while stopping along that stretch of roadway and would defer to cyclists who have the right of way.

Mr. Paul Terry moved, seconded by Ms. Jennifer Whetzel, to approve the stop as presented. Motion carried unanimously.

Other Business: Chairperson Rodgers asked if there was any other business to come before the committee.

- **Remote Area Medical Clinic:** Ms. Thompson announced that BRITE would provide one-day only service to the Remote Area Medical Clinic at the Augusta Expo Center via the Stuarts Draft Link. Ms. Thompson extended her thanks to Ms. Krystal Moyers for bringing this partnership to fruition. This service would help make the clinic more accessible. Ms. Thompson noted that the Stuarts Draft Link did not typically operate on Saturdays, but would on April 13 for the clinic. The route would mirror the typical weekly route, and would operate from 6:45 AM to 6:45 PM, with one exception that it would serve the Augusta Expo Center instead of the Amazon facility.
- **RideShare Strategic Plan:** Ms. Melester announced that the RideShare Commuter Assistance Program was developing a strategic plan to guide operations for the next five years, and had a survey available to collect data on commuter trends and behaviors. Ms. Melester shared that the survey was live and was available through April 15. She encouraged the BTAC members to share the survey link with their respective agencies and organizations.

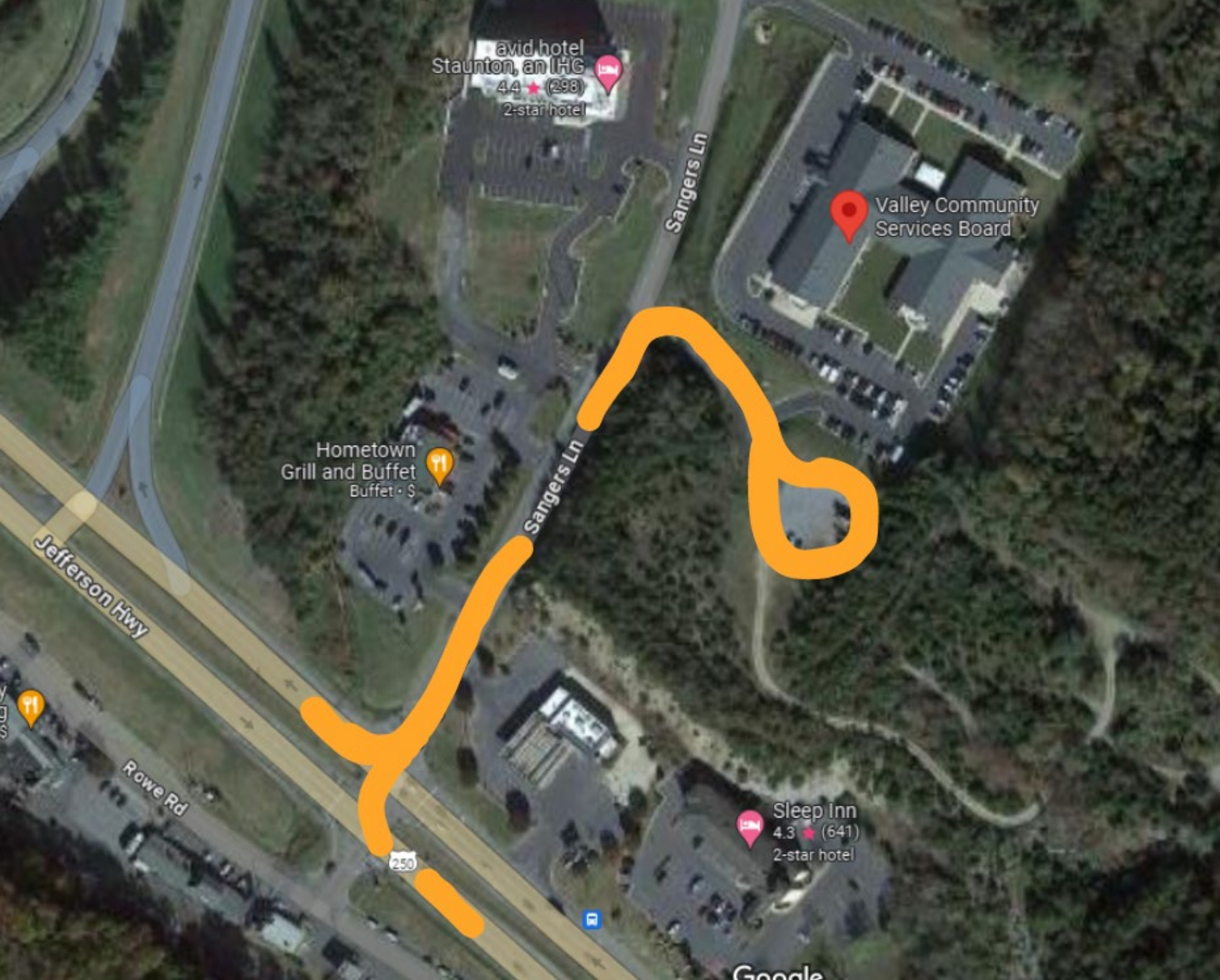
Adjournment

Chairperson Rodgers indicated that the next BTAC meeting was scheduled for Wednesday, May 8, 2024, at 2:30 PM at the CSPDC office.

There being no further business to come before the BTAC, the meeting concluded at 3:21 PM.

**Valley Community
Services Board –
Potential Funding
Partner and New Stop**





Proposed Alternative

- Buses would utilize gravel lot to the south of the VCSB offices
- Begin with three designated timed stops throughout the day, Monday through Friday – 8AM, 12PM, and 5PM
- Gravel pathway to access the parking lot/building
- Reduces safety impacts of traveling through parking lot

Timing Impact

- Time impact of 5-10 minutes to travel to VCSB and back to Route 250



BRITE STOP

Valley Community Services Board



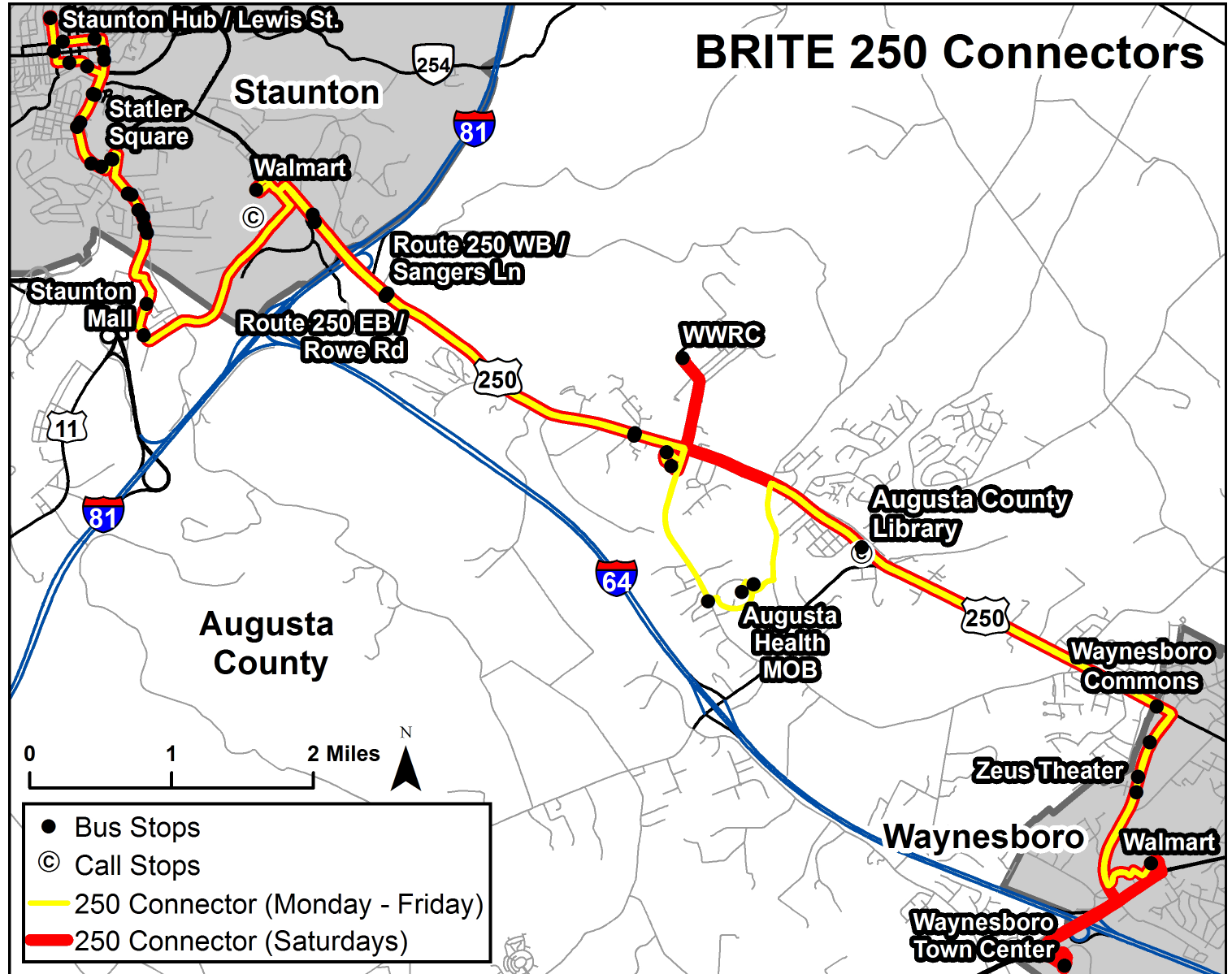
540-943-9302 | www.britebus.org

Routes Served

250 Connector

WB STOPS: 8 AM / 12 PM / 5 PM

EB STOPS: 7:50 AM / 12 PM / 4:50 PM



Next Steps & Future Operations

Begin serving VCSB at designated stop times, monitor usage, and bring on VCSB as a funding partner.

TDP Projects / Planned Projects:

- Waynesboro Circulator route change (W Main St travel instead of Rosser Ave)
- Bus stop safety improvements (SMART SCALE project at Sangers Ln)
- Staunton Crossing Park & Ride Lot



LEWIS STREET HUB UPDATE

March 13, 2024



LEWIS STREET HUB REHABILITATION

2020
2021

Purchased Lewis Street Lot from American Shakespeare Center

2021
2022

Applied for & awarded Federal 5339 Bus and Bus Facilities discretionary grant

2022
2023
2024

Engineering and architectural design and pre-construction work (Current Phase)

2024

Construction (Estimated April - July 2024)



Existing Lot Conditions (2023)

LEWIS STREET HUB REHABILITATION



LEWIS STREET TRANSFER HUB - VIEW 3 (LOOKING SOUTH)

AUGUST 2023



Colored Concrete

**New Sidewalks & Curbs
(ADA Accessible)**



**Herringbone Stamped
Crosswalks**



**Lighting & Future EV
Charging Capacity**



**New/Upgraded
Amenities**



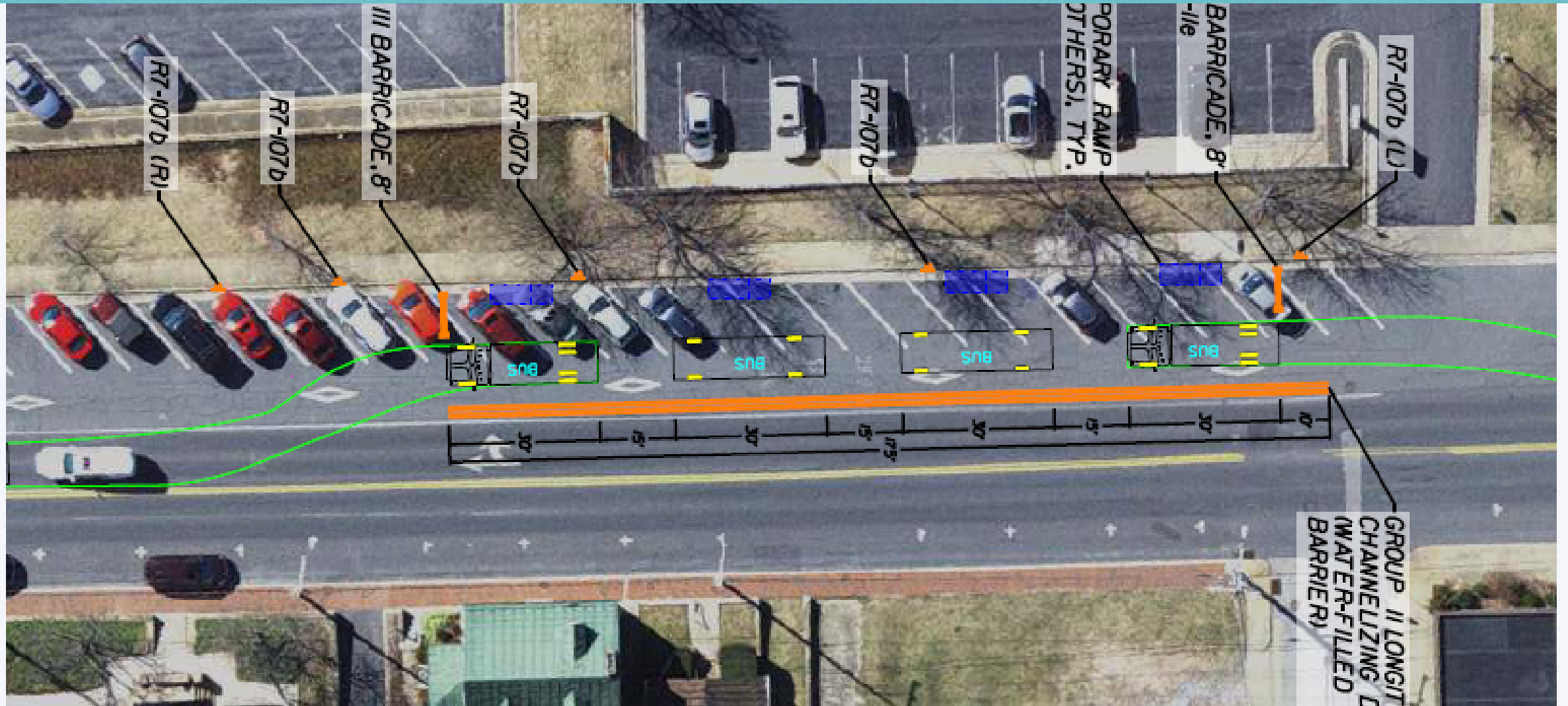
Landscaping

Designated Bus Lane



Seating Wall

TEMPORARY TRANSIT HUB



QUESTIONS



LEWIS STREET TRANSFER HUB - VIEW 1 (LOOKING NORTH)

AUGUST 2023



Kimley»Horn

PAGE 1


Proposed BRITE Bus Stop Addition



Staunton West Loop

Citgo Station
(West Beverley St)




Food Lion 

Food Lion



Savex CITGO
\$3.30

W Beverley St

Beverley Street
Barber Shop 

 Little O

W Beverley St


Central
Shenandoah EMS
Council, Inc.

Noon St

BTAC Discussion – Citgo; West Loop

- Request
 - *A signed bus stop at Citgo (West Beverley St)*
- Feasibility and Route Impact
 - *This is currently an often-requested stop that will not impact the route or timetable*
- Safety Concerns
 - *There are no safety concerns with this stop*



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✓	Mike Kelley	Wilson Workforce & Rehabilitation Center
	Jessica Sawyers	Staunton Downtown Development
✓	Terry Rodgers, Chair	Shenandoah Valley Social Services
✓	Anastasia Triplett*	Blue Ridge Community College
✓	Becky Messer	Transit Service Rider
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✓	Alisande Tombarge, City of Waynesboro	
✓	Tammy DuBose, Valley Community Services Board*	
✓	Rodney Rhodes, City of Staunton	
✓	Zach Beard, CSPDC	
✓	Garreth Bartholomew, CSPDC	
✓	Gregory Bruno, Transit Service Rider	
✓	AJ Young, Lifeworks Project*	

Call to Order

The May 8, 2024, meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:31 PM by Ms. Terry Rodgers, Chairperson. Pursuant to §2.2-3708.2 of the Code of Virginia, BTAC members may participate in meetings through electronic communication means. Those who attended virtually were indicated by an asterisk; all others attended in person.

Public Comment

Chairperson Rodgers opened the floor for public comment. Mr. Gregory Bruno, Waynesboro.Com and frequent and long-time rider of BRITE Transit, commented on the BRITE Bus service to the Remote Area Medical (RAM) Clinic at the Augusta Expo in April 2024, and expressed appreciation for the provision of transportation access to the event for



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those in need of medical care. The Stuarts Draft Link operated a special, one-time only Saturday service (service normally operated Monday-Friday) to directly serve the clinic location.

Approve Minutes

Chairperson Rodgers presented the minutes from the January 10, 2024, BTAC meeting for consideration.

Ms. Leslie Tate moved, seconded by Mr. Paul Terry, to approve the minutes of the January 10, 2024, meeting as presented. Motion carried unanimously.

Business

Election of Chair and Vice Chair: Ms. Devon Thompson announced that it was time to conduct an election for BTAC Chairperson and Vice Chairperson. Per the BTAC bylaws, elections for the Chairperson and Vice Chairperson positions were to be held every three years. Ms. Thompson reviewed the criteria and role of the Chairperson and Vice Chairperson, such as eligibility, duties, and the history of prior Chairpersons and Vice Chairpersons. Ms. Thompson indicated that the current Chairperson, Ms. Terry Rodgers, was not eligible for another term per the terms of office, which was a three-year term for no more than one additional consecutive term.

Ms. Krystal Moyers was nominated as Chairperson, and Ms. Tate for Vice Chairperson. The newly elected Chairperson and Vice Chairperson would assume their roles effective July 1, 2024.

Ms. Messer moved, seconded by Ms. Amanda Kauffman, to approve the election and appointment of Ms. Moyers and Ms. Tate as Chairperson and Vice Chairperson, respectively. Motion carried unanimously.

BTAC Bylaws Amendment: Ms. Thompson asked the committee to call for a separate, formal vote for Valley Community Services Board (VCSB) to become a funding partner.

Mr. Paul Terry moved, seconded by Ms. Moyers, to add the Valley Community Services Board as a funding partner for BRITE Bus Transit. Motion carried unanimously.

Ms. Thompson indicated that upon adding VCSB as a BRITE funding partner, the BTAC Bylaws would need to be amended to reflect the change to funding partner and voting member of the BTAC. Additionally, Ms. Thompson proposed that this was a good time to add Afton Express representation through a non-voting member. Ms. Thompson indicated that both changes were outlined in the draft Bylaws shared (see attached). Once this body voted on the proposed changes, the amended Bylaws would be presented for adoption by the CSPDC Board of Commissioners at their June meeting.

Ms. Alisande Tombarge moved, seconded by Ms. Tate, to approve the BTAC Bylaws Amendment as presented. Motion carried unanimously.

Valley Community Services Board – New Stop and Funding Partner: Ms. Thompson reminded the committee that the new bus stop at VCSB's Sangers Lane facility in Staunton went into effect on May 1st, and the 250 Connector route was serving the stop at 8:00 AM, 12:00 PM, and 5:00 PM (eastbound and westbound directions). From an



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operations standpoint, Virginia Regional Transit (VRT) shared that service was going well; additionally, Ms. Tammy DuBose, VCSB, shared that clients were excited about the new stop and were utilizing it. Ms. Thompson noted that once the planned Waynesboro Circulator route modification occurred (highlighted in the BRITE Transit Development Plan), hourly service to VCSB would be provided.

Staunton Lewis Street Hub Rehabilitation Update: Ms. Paula Melester provided an update on the Lewis Street Transit Hub renovation project. Construction was progressing on schedule, and excavation and grading work was completed. Ms. Melester indicated that operations at the temporary hub on North Augusta Street were going well, for both drivers and riders.

ITS – Mobile Data Collection System Update: Ms. Thompson reported that implementation of the new Mobile Data Collection System (MDCS) neared completion – drivers continued to track data manually and electronically until full accuracy of the electronic system was achieved.

Afton Express Update: Ms. Melester provided a brief update on the Afton Express. CSPDC staff had been working with UVA staff to add a new stop at the Fontaine Research Park in Charlottesville. This had been a highly requested stop since service began, but prior to the new construction undertaken it was a challenge to access the facility with larger buses. With said construction, parking at the research park was being diverted to other parking garages, so the addition of the stop would be beneficial to those displaced by the change. Beginning May 28, 2024, two morning and two evening Afton Express trips would serve the research park. Ms. Melester indicated that if the stop was well-utilized during construction, a permanent stop could be evaluated.

Contractor Update: Mr. Steve Wilson reported on the following:

- **Staffing:** VRT continued to see an upward trend in staffing with fully endorsed new hires that were onboarded this year, which had alleviated pressure on the transit supervisors.
- **Passio:** VRT was working alongside CSPDC staff to address implementation challenges with the Passio system.
- **Downtown Trolley Summer Hours:** The Staunton Downtown Trolley Summer hours were implemented in the beginning of May.

Other Business: Chairperson Rodgers asked if there was any other business to come before the committee.

- **SAWMPO 2050 Long Range Transportation Plan Kick-Off:** Mr. Zach Beard, with the Staunton-Augusta-Waynesboro Metropolitan Planning Organization (SAWMPO), announced the kickoff of the 2050 Long-Range Transportation Plan (LRTP) update process. Mr. Beard likened the LRTP to the BRITE Transit Development Plan (TDP) that BRITE underwent last year, and noted that the plan captured the region's existing transportation conditions, needs, and potential impacts that could be seen in the next 25 years. Additionally, transportation projects were identified that the SAWMPO could advance to address regional needs.

Mr. Beard noted that public engagement would be emphasized for this update and requested that BTAC members provide essential input on transportation needs and barriers faced by disadvantaged communities in the region.



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- **New Transportation Planner & Promotion Announcements:** Ms. Melester introduced the new CSPDC Transportation Planner Garreth Bartholomew. Additionally, Ms. Thompson announced Ms. Melester's new promotion to Director of Transportation.

Adjournment

Chairperson Rodgers indicated that the next BTAC meeting was scheduled for Wednesday, July 10, 2024, at 2:30 PM at the CSPDC office.

There being no further business to come before the BTAC, the meeting concluded at 3:00 PM.



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**BRITE Transit Advisory Committee Meeting Summary
July 10, 2024, 2:30 p.m.**

Electronic Meeting via Zoom

Central Shenandoah Planning District Commission
112 MacTanly Place
Staunton, VA 24401

[*Click Here for Audio Recording of Meeting*](#)

	Name	Organization
✓	Amanda Kaufman	City of Staunton
✓	Jennifer Whetzel	County of Augusta
✓	Leslie Tate	City of Waynesboro
✓	Krystal Moyers	Augusta Health
✓	Mike Kelley	Wilson Workforce & Rehabilitation Center
	<i>Vacant</i>	Staunton Downtown Development
✓	Terry Rodgers, Chair	Shenandoah Valley Social Services
	Anastasia Triplett	Blue Ridge Community College
✓	Becky Messer	Transit Service Rider
	Paul Terry	Transit Service Rider
✓	Jeannie Puffenbarger	Virginia Regional Transit
✓	Kyle Trissel	Department of Rail and Public Transportation

	Name	Organization
✓	Ann Cundy	CSPDC
✓	Devon Thompson	CSPDC
✓	Paula Melester	CSPDC
✓	Alisande Tombarge, City of Waynesboro	
✓	Tammy DuBose, Valley Community Services Board	
✓	Rodney Rhodes, City of Staunton	
✓	Zach Beard, CSPDC	
✓	Garreth Bartholomew, CSPDC	
✓	Le’Roy Sweezy, Jr., VRT	

Call to Order

The July 10, 2024, meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:32 PM by Ms. Krystal Moyers, Chairperson. Pursuant to §2.2-3708.2 of the Code of Virginia, BTAC members may participate in meetings through electronic communication means. All attendees attended virtually.

Public Comment

Chairperson Moyers opened the floor for public comment. There were no public comments.

Approve Minutes

Chairperson Moyers presented the minutes from the May 8, 2024, BTAC meeting for consideration.



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Ms. Leslie Tate moved, seconded by Ms. Terry Rodgers, to approve the minutes of the May 8, 2024, meeting, as presented. Motion carried unanimously.

Business

Proposed Staunton North & West Loops and Downtown Trolley Route Modifications: Ms. Devon Thompson announced that a request was received to serve potential new development on the southwestern end of Staunton around Middlebrook Avenue. Bus service was not currently available to that area of Staunton, so the Central Shenandoah Planning District Commission (CSPDC) and Virginia Regional Transit (VRT) staff worked on a proposed route change to the Staunton North & West Loops and the Staunton Downtown Trolley to make the accommodation. The proposed changes provided a few different options on how to move forward, and after the presentation the floor would open for questions, comments, and/or vote to move forward (see attached presentation for additional detail and information).

Ms. Thompson provided background for the request, which came from a developer constructing new multifamily apartment units off Montgomery Avenue, accompanied by additional built and planned future developments along the Middlebrook Avenue corridor. Said developer needed a bus stop within a quarter mile of the new development to qualify for Low-Income Housing Tax Credits, and additional planned development in the area prompted further exploration into stop locations (a map was shown to detail proposed development in the area).

Ms. Thompson detailed the current route operations and schedule of the Staunton North & West Loops – the route that provided the closest service to Middlebrook Avenue. The Staunton North & West Loops operated as two, 30-minute loops that connected the northern and western ends of Staunton (stops included the Staunton Library, YMCA/Food Lion, Terry Court Shopping Center, Food Lion (West Beverley), Gypsy Hill Park, Gypsy Hill House, and Staunton Medical Center). The hours of operation for the route were Monday-Friday, 8:00AM-9:00PM, and Saturday, 8:00AM-6:00PM.

Ms. Thompson and Ms. Jeannie Puffenbarger detailed the proposed modifications to the Staunton North & West Loops and Staunton Downtown Trolley routes and hours of service for the Staunton North & West Loops.

- Staunton North & West Loops:
 - The bus would travel along Middlebrook Avenue and turn around on Seth Drive, off Lacy B. King Drive (the bus would then be on the correct side of the street for CALL stop passenger pickup at Middlebrook Trace Apartments). The bus would then turn on Bridge Street (current operations) and travel along Stuart Street to Hays Avenue rather than Sudbury Street. The bus would then resume the current route.
 - With the added time for service along Middlebrook Avenue, the route would need to be adjusted into one, one hour loop rather than two, 30-minute loops.
 - Staff also proposed a change to the hours of operation for the route while making the route change. The current hours would not allow for a connection to the first 250 Connector trip and the proposed change would accommodate this connection. The proposed new hours would be Monday-Friday,



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6:30AM-7:30PM, and Saturday, 7:30AM-5:30PM. A shift in starting on the half hour would also mean the West Loop would start the route rather than the North Loop (current operations).

- Staunton Downtown Trolley:
 - The Staunton Downtown Trolley would in turn pick up some stops that were previously served by the West Loop – Booker T. Washington Community Center and the Sudbury Street stops. The Downtown Trolley would then resume its route by turning on Jefferson Street to travel along West Beverley Street.

Ms. Puffenbarger outlined the impacts of the change, which included timing impacts and safety impacts.

- Timing:
 - Benefits to an earlier start time for hours of operation were noted – especially the connection that would be established with the first 250 Connector run.
 - The change to the one-hour loop would mean riders would not need to stand out in extreme climates for 30 minutes while waiting for other connections that hubbed at the Lewis Street Hub on the half hour.
 - The proposed 5:30PM end time would still allow for a connection to the Saturday Night Trolley (start time of 6:00PM).
- Safety:
 - No safety impacts were cited for the proposed changes.
 - Future bus stop amenities could be installed, with a pull-off and shelter offered by the developer. Once the development was finalized and utilization determined, such amenities could be considered.

Ms. Thompson opened the floor for questions, comments, and concerns. Ms. Thompson indicated that if the committee was comfortable with the proposed changes they could vote to move forward with the change, or if there were questions and concerns staff could do further research on the impacts of the changes and find other alternatives or solicit rider feedback.

Discussion ensued regarding the timeline of the proposed changes (two or three months); timeline constraints of the developer that requested the stop (none known); and short-term versus long-term changes for the corridor.

Mr. Mike Kelley moved, seconded by Ms. Jennifer Whetzel, to approve the proposed route and schedule changes to the Staunton North & West Loops and route modifications to the Staunton Downtown Trolley, as presented. Motion carried unanimously.

Microtransit Feasibility Study: Ms. Thompson indicated that the CSPDC made application for and was awarded a Technical Assistance grant from the Virginia Department of Rail and Public Transportation (DRPT) to conduct a microtransit feasibility study in Fiscal Year (FY) 2025.

On-demand microtransit service was becoming a popular solution for transit providers looking to supplement underperforming fixed-route service or to increase mobility options in the service area. The CSPC would conduct a microtransit feasibility study to analyze potential service models and related costs and considerations to implement



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on-demand microtransit services within the service area. This process would help BRITE identify opportunities for microtransit, determine project demand for microtransit service, and simulate potential service models for future implementation.

Staunton Lewis Street Hub Rehabilitation Update: Ms. Paula Melester provided an update on the Lewis Street Transit Hub rehabilitation project. Construction status consisted of curbs and sidewalks being poured, and next steps would include underground work like conduit installation and stormwater drainage work.

The project was on track to be completed on schedule for the end of summer and on budget. A ribbon cutting event would be planned at the time of completion.

ITS – Mobile Data Collection System Closeout: Ms. Thompson reported that implementation of the new Mobile Data Collection System (MDCS) was closed out with final acceptance testing completed with Passio and Kimley-Horn. VRT was starting to phase some drivers to full electronic data collection while other drivers continued to collect both manual and electronic data to ensure the accuracy of the electronic data. Ms. Thompson also applauded all the work Mr. Le’Roy Sweezy had done regarding implementation of the MDCS.

Recently, there was a good usage case study of Passio data with the City of Waynesboro. City staff submitted a SMART SCALE application for bus stop improvements at a few existing stops in Waynesboro, and part of the application required stop usage data. CSPDC staff was able to provide the City with usage data at those particular locations since Passio was launched in the Spring.

Afton Express Update: Ms. Thompson announced that Afton Express operations continued to go well, and announced the following updates:

- UVA Fontaine Research Park:
 - A stop at UVA Fontaine Research Park was added in May to help accommodate the shift in parking due to construction. The addition of the stop was in line with construction and had seen a decent amount of usage. If utilization continued to increase, staff would look to make it a permanent change.
- Afton Express’s Third Anniversary:
 - September marked the third anniversary of Afton Express, and CSPDC would start planning pop-up events in the next month.
- Stop Relocations:
 - Staff were looking to move the Staunton Mall stop to Staunton Crossing Park and Ride Lot. The City of Staunton was anticipating opening the road either this or next month, and plans were tentative to move the stop in September.

Paratransit Service Update: Ms. Thompson indicated that there was still a large demand for BRITE Access (paratransit service), and reminded the committee that last fiscal year’s proposed Saturday service hours were shifted back into the weekdays to help accommodate the increased demand. The demand was still there, and this fiscal year the same change would be made – an additional two hours would be added to the Staunton Access 2 bus



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to help with the increased demand for Access service. That would increase the total hours of operation for Staunton Access 2 bus to 4 hours Monday-Friday.

VRT reported that since starting at the beginning of this month, these additional hours had been very helpful to scheduling the influx of passengers utilizing the service. CSPDC and VRT would continue to track demand and usage, and as the budget for the next fiscal year was developed, additional paratransit service may need to be considered as the area's population was aging. Ms. Thompson indicated the Staunton-Augusta-Waynesboro region was not the only region to see an uptick in paratransit usage – other regions and transit agencies throughout the Commonwealth were seeing the same trends.

Ms. Melester added that paratransit demand would be factored into the microtransit feasibility study, with the idea that implementation of microtransit could potentially alleviate the paratransit demand seen.

Contractor Update: Mr. Sweezy reported that operations were going well.

Other Business: Chairperson Moyers asked if there was any other business to come before the committee.

- **SMART SCALE Application for the City of Waynesboro:** Ms. Leslie Tate announced that the City of Waynesboro was submitting a SMART SCALE application for bus stop improvements (bus shelters, ADA compliant features, pedestrian infrastructure) for six existing bus stops in Waynesboro – Walmart, Walmart Market, Speedway Gas Station, Food Lion (King Avenue), Kroger, and Mountain View Apartments.
- **Bylaw Approval by CSPDC Board of Commissioners:** Ms. Thompson indicated that there was no quorum at the June CSPDC Board of Commissioners meeting, so the action would be presented at the August meeting for approval.
- **BTAC Alternates:** Ms. Thompson asked that any committee members that did not have an alternate in place appoint one in the coming weeks. Not only would this provide new perspectives for the committee, but also streamline attendance.
- **SAWMPO Long-Range Transportation Plan Update:** Ms. Melester announced that the Staunton-Augusta-Waynesboro Metropolitan Planning Organization (SAWMPO) was embarking on their 2050 Long-Range Transportation Plan (LRTP). Public engagement activities were being planned, such as a public engagement survey and stakeholder information sessions (both planned for August).
- **Transit Planner Hired:** Ms. Melester announced that a new Transit Planner was hired, and they would start in August. The position would oversee the RideShare/Commuter Assistance Program and would assist with day-to-day transit tasks.

Adjournment

Chairperson Moyers indicated that the next BTAC meeting was scheduled for September 11, 2024, at 2:30 PM at the CSPDC office.

There being no further business to come before the BTAC, the meeting concluded at 3:16 PM.



BRITE BUS

PROPOSED ROUTE CHANGE

Staunton North & West Loops
and Downtown Trolley



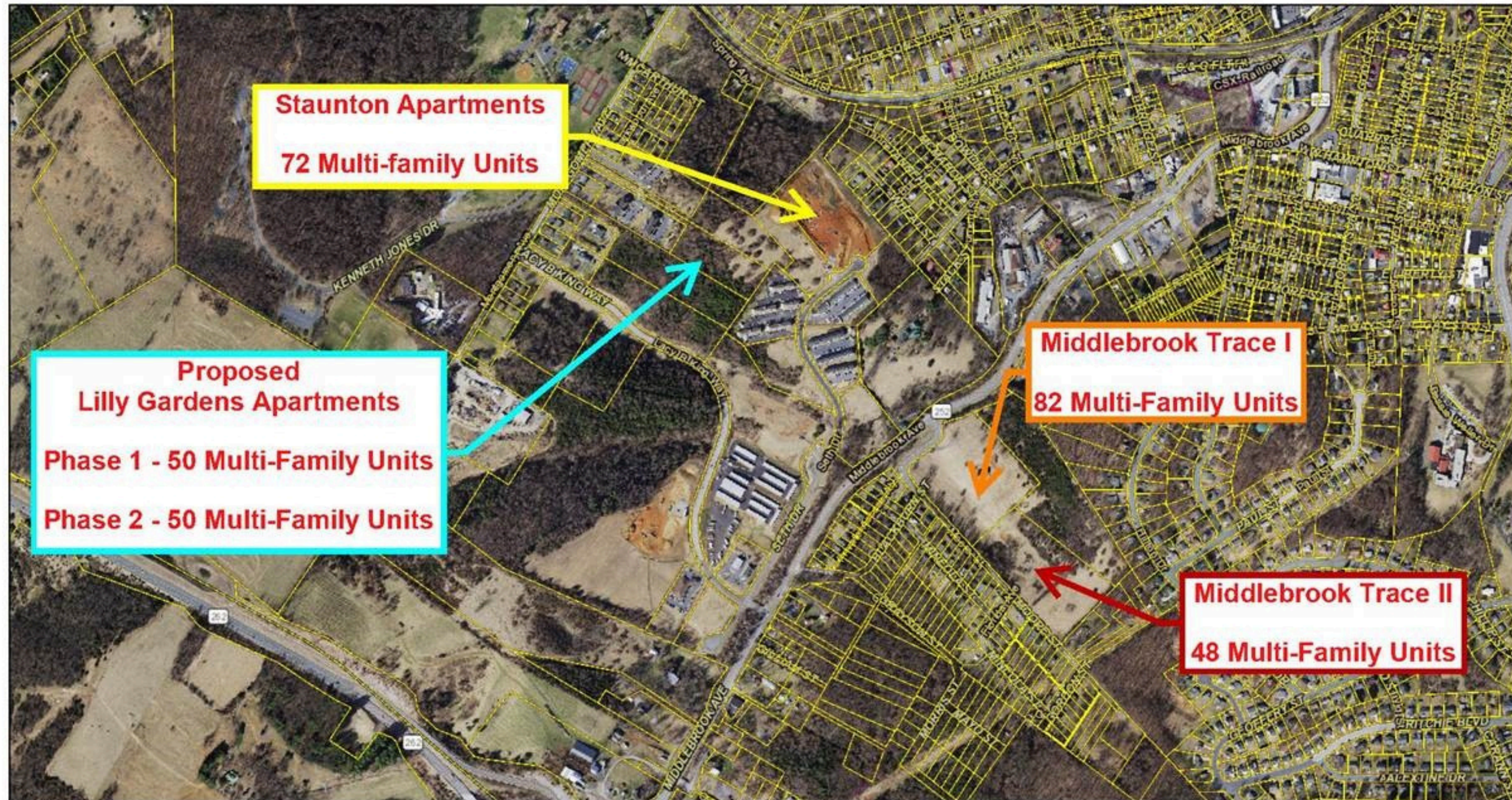
REQUEST

- Lily Gardens VA LLC
- Application submitted to Virginia Housing for a reservation of Low Income Housing Tax Credits to develop 50 new construction multifamily apartments located off Montgomery Avenue
- Existing public bus stop needed to move forward with development

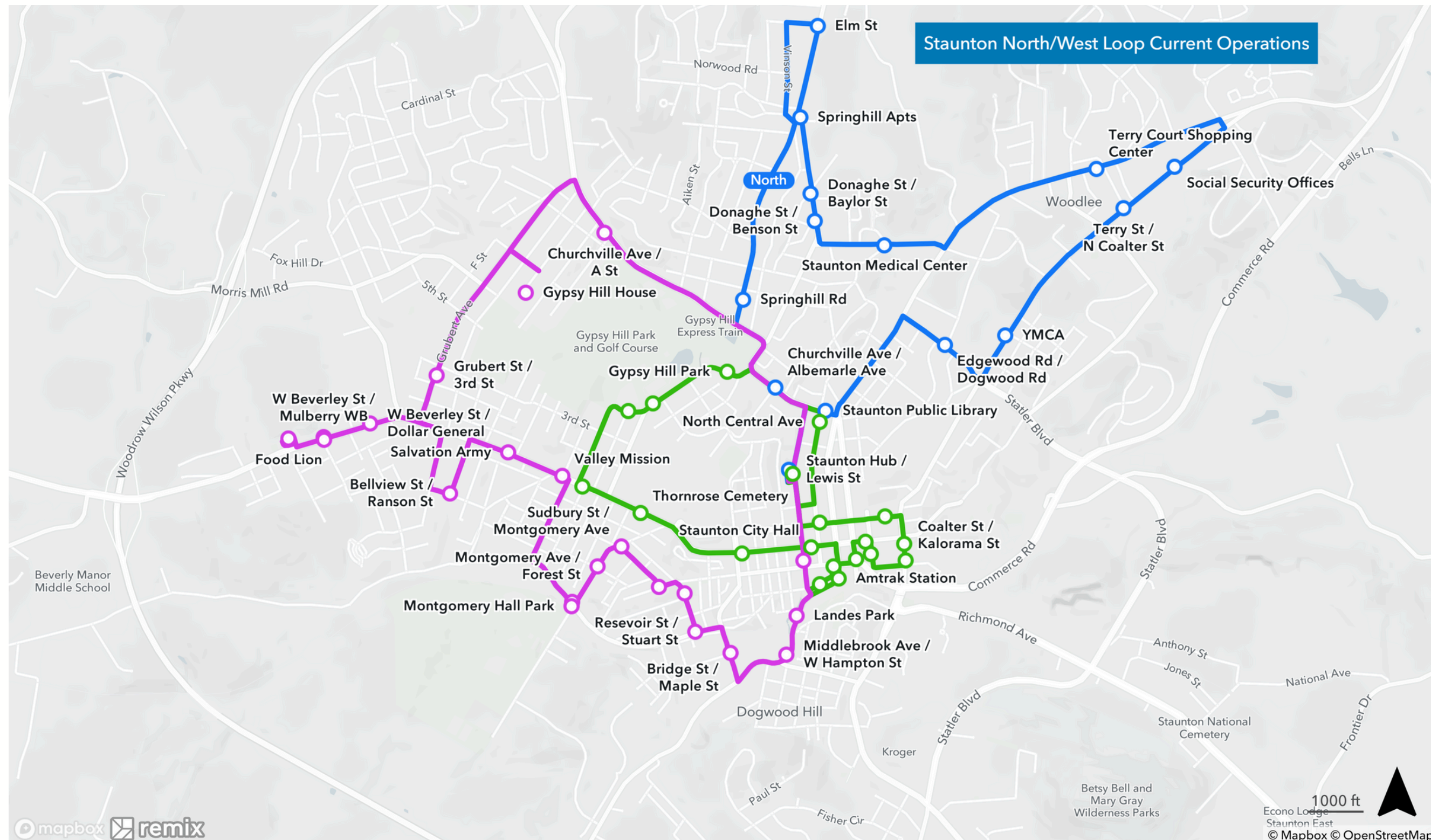


FUTURE CONDITIONS

Development on Middlebrook Ave




CURRENT ROUTE





CURRENT OPERATIONS

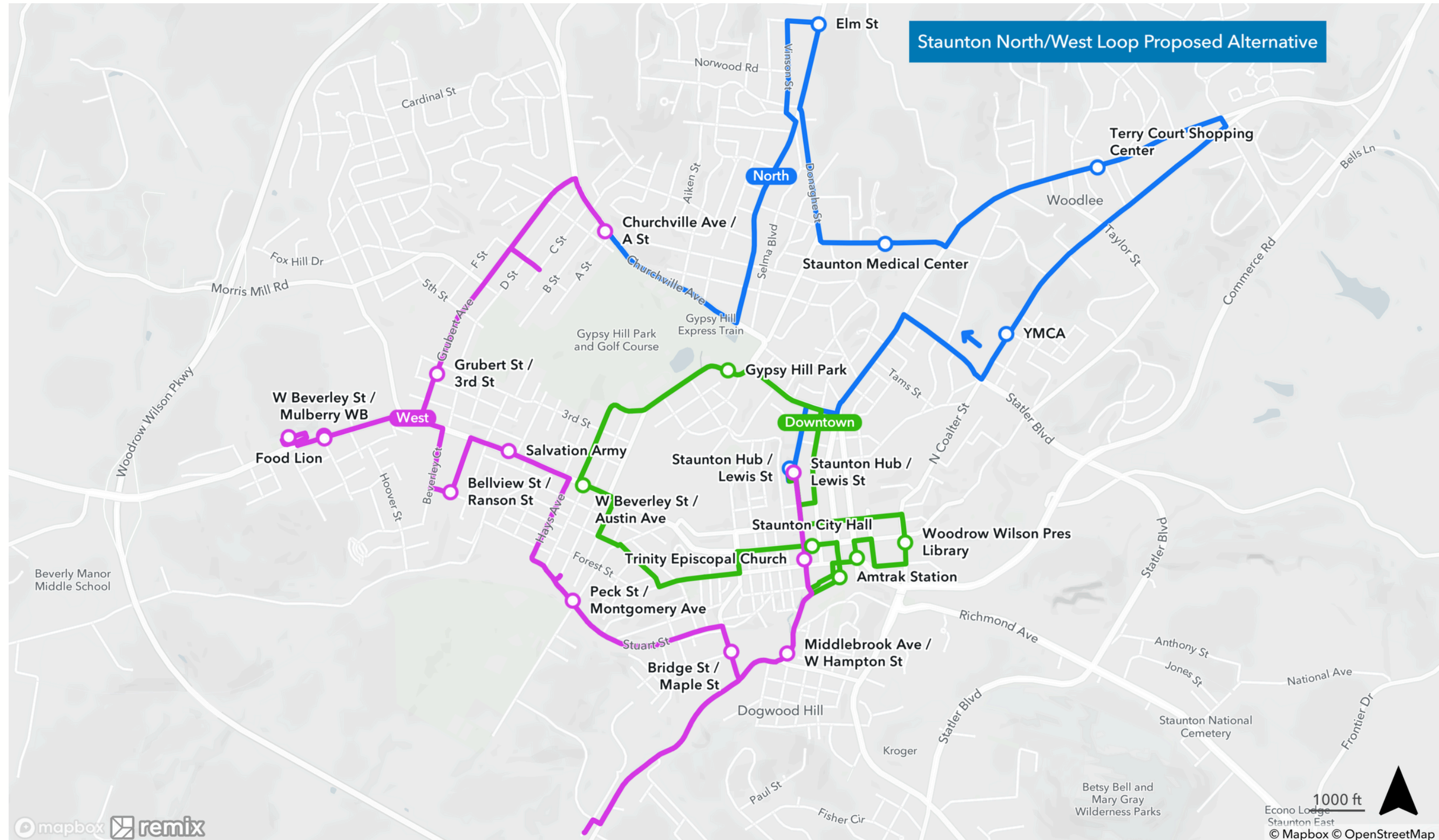
- North & West Loops are two, thirty minute loops that connect the northern and western ends of Staunton to the Lewis Street Hub
 - No service along southwest end of Staunton and along Middlebrook Avenue
- 

CURRENT SCHEDULE

North Loop, Monday – Friday: 8:00 a.m. – 8:30 p.m. & Saturday: 8:00 a.m. – 5:30 p.m.													
STAUNTON HUB/LEWIS STREET	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00
ELM STREET EB	8:08	9:08	10:08	11:08	12:08	1:08	2:08	3:08	4:08	5:08	6:08	7:08	8:08
STAUNTON MEDICAL CENTER	8:12	9:12	10:12	11:12	12:12	1:12	2:12	3:12	4:12	5:12	6:12	7:12	8:12
TERRY COURT SHOPPING CENTER	8:15	9:15	10:15	11:15	12:15	1:15	2:15	3:15	4:15	5:15	6:15	7:15	8:15
SOCIAL SECURITY OFFICES	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL
YMCA	8:18	9:18	10:18	11:18	12:18	1:18	2:18	3:18	4:18	5:18	6:18	7:18	8:18
STAUNTON HUB/LEWIS STREET	8:30	9:30	10:30	11:30	12:30	1:30	2:30	3:30	4:30	5:30	6:30	7:30	8:30


West Loop, Monday – Friday: 8:30 a.m. – 9:00 p.m. & Saturday: 8:30 a.m. – 6:00 p.m.													
STAUNTON HUB/LEWIS STREET	8:30	9:30	10:30	11:30	12:30	1:30	2:30	3:30	4:30	5:30	6:30	7:30	8:30
RESERVOIR ST./STUART ST.	8:35	9:35	10:35	11:35	12:35	1:35	2:35	3:35	4:35	5:35	6:35	7:35	8:35
MONTGOMERY AVE/FOREST ST.	8:37	9:37	10:37	11:37	12:37	1:37	2:37	3:37	4:37	5:37	6:37	7:37	8:37
BELLVIEW ST./RANSON ST.	8:42	9:42	10:42	11:42	12:42	1:42	2:42	3:42	4:42	5:42	6:42	7:42	8:42
FOOD LION	8:45	9:45	10:45	11:45	12:45	1:45	2:45	3:45	4:45	5:45	6:45	7:45	8:45
GRUBERT ST./3RD ST.	8:48	9:48	10:48	11:48	12:48	1:48	2:48	3:48	4:38	5:48	6:48	7:48	8:48
GYPSY HILL HOUSE	8:50	9:50	10:50	11:50	12:50	1:50	2:50	3:50	4:50	5:50	6:50	7:50	8:50
STAUNTON HUB/LEWIS STREET	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00

PROPOSED ROUTE CHANGES





PROPOSED OPERATIONS

- Serve Middlebrook Ave housing units via Middlebrook Trace CALL Stop
 - Downtown Trolley will pick up Booker T. Washington Community Center & Sudbury Street and resume route at West Beverley & Jefferson Street
 - New operating hours:
 - Monday-Friday: 6:30AM - 7:30PM vs. 8:00AM-9:00PM
 - Saturday: 7:30AM-5:30PM vs. 8:00AM-6:00PM
- 

DRAFT PROPOSED SCHEDULE CHANGES

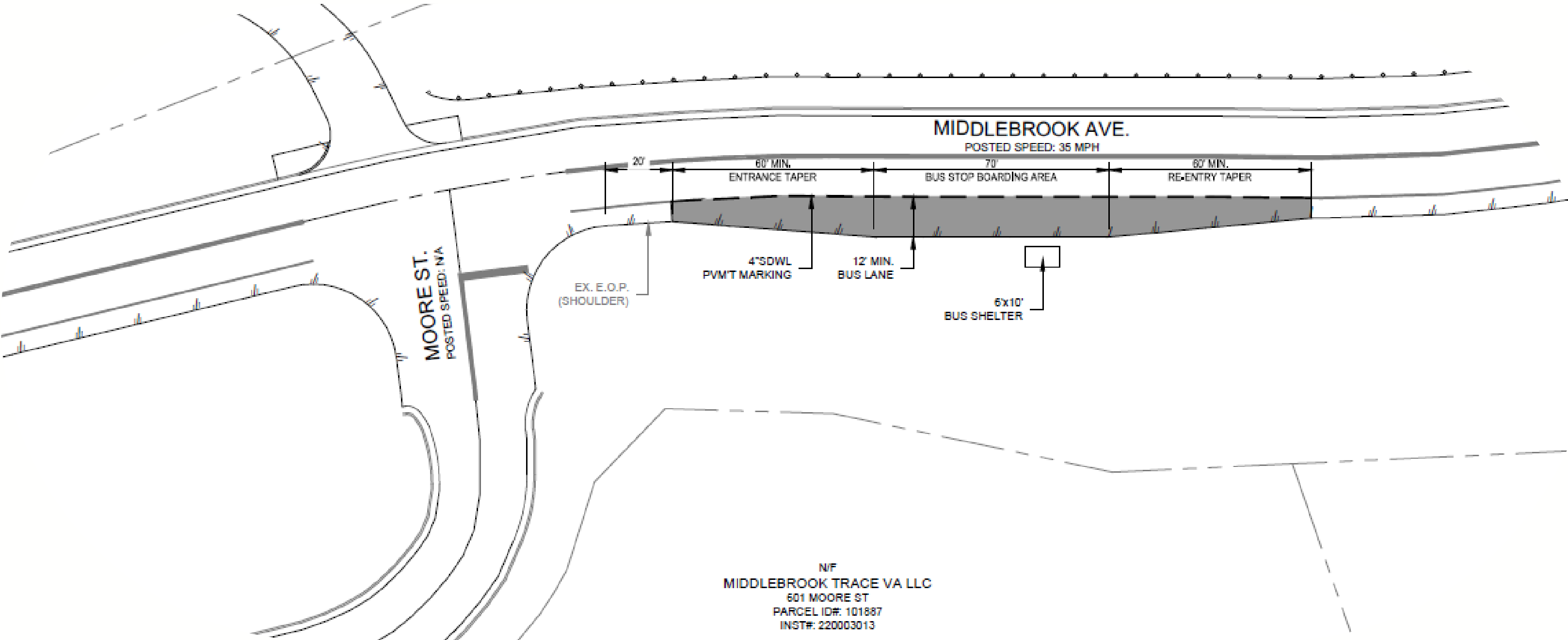
West Loop													
Staunton Hub	6:30	7:30	8:30	9:30	10:30	11:30	12:30	1:30	2:30	3:30	4:30	5:30	6:30
Middlebrook Trace	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL
Reservoir/Stuart	6:39	7:39	8:39	9:39	10:39	11:39	12:39	1:39	2:39	3:39	4:39	5:39	6:39
Bellview/Ransom	6:46	7:46	8:46	9:46	10:46	11:46	12:46	1:46	2:46	3:46	4:46	5:46	6:46
Food Lion (W Beverley)	6:50	7:50	8:50	9:50	10:50	11:50	12:50	1:50	2:50	3:50	4:50	5:50	6:50
Grubert/3rd	6:52	7:52	8:52	9:52	10:52	11:52	12:52	1:52	2:52	3:52	4:52	5:52	6:52
Gypsy Hill House	6:55	7:55	8:55	9:55	10:55	11:55	12:55	1:55	2:55	3:55	4:55	5:55	6:55
North Loop													
Springhill NB	7:00	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00
Elm St	7:05	8:05	9:05	10:05	11:05	12:05	1:05	2:05	3:05	4:05	5:05	6:05	7:05
Staunton Medical Center	7:12	8:12	9:12	10:12	11:12	12:12	1:12	2:12	3:12	4:12	5:12	6:12	7:12
Terry Court Shopping Center	7:15	8:15	9:15	10:15	11:15	12:15	1:15	2:15	3:15	4:15	5:15	6:15	7:15
Social Security	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL	CALL
YMCA	7:18	8:18	9:18	10:18	11:18	12:18	1:18	2:18	3:18	4:18	5:18	6:18	7:18
Staunton Hub	7:30	8:30	9:30	10:30	11:30	12:30	1:30	2:30	3:30	4:30	5:30	6:30	7:30

IMPACTS

TIMING & SAFETY IMPACTS OF PROPOSED CHANGES

- Timing
 - Go from two, thirty minute loops to one, one-hour loop
 - Run time to include Middlebrook Trace as a CALL Stop is approximately 60 minutes
 - New proposed hours while making a change to the route
- Safety
 - No safety impacts
 - Proposed Middlebrook Trace stop would accommodate bus pull off

ACCOMMODATIONS





QUESTIONS



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**BRITE Transit Advisory Committee Meeting Summary
November 13, 2024, 1:30 p.m.**

BRITE Transit Facility
51 Ivy Ridge Lane
Fishersville, VA 22939

[*Click Here for Audio Recording of Meeting*](#)

	Name	Organization
✓	Amanda Kaufman	City of Staunton
✓	Rodney Rhodes	City of Staunton
✓	Jennifer Whetzel	County of Augusta
✓	Leslie Tate	City of Waynesboro
✓	Alisande Tombarge	City of Waynesboro
✓	Krystal Moyers, Chair	Augusta Health
✓	Abby Calvert	Augusta Health
✓	Mike Kelley	Wilson Workforce & Rehabilitation Center
✓	Darren Smith	Staunton Downtown Development
✓	Terry Rodgers	Shenandoah Valley Social Services
✓	Alexis Have	Shenandoah Valley Social Services
✓	Josiah Hojohn	Shenandoah Valley Social Services
✓	Melissa Walker	Blue Ridge Community College
✓	Tammy DuBose	Valley Community Services Board
✓	Becky Messer	Transit Service Rider
	Paul Terry	Transit Service Rider
✓	Kyle Trissel	Department of Rail and Public Transportation

	Name	Organization
	Ann Cundy	CSPDC
✓	Devon Thompson	CSPDC
✓	Paula Melester	CSPDC
✓	Danielle Gannon	CSPDC
✓	Zach Beard, CSPDC*	
✓	Garreth Bartholomew, CSPDC*	
✓	Alex Wilmer, Town of Bridgewater	
✓	Le’Roy Sweezy, Jr., VRT	
✓	Phil Thompson, VRT	
✓	Tyler Beduhn, Kimley-Horn*	
✓	Poonam Patel, Kimley-Horn*	
✓	Zadie Lacy, Kimley-Horn*	



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Call to Order

The November 13, 2024, meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 1:30 PM by Ms. Krystal Moyers, Chairperson. Pursuant to §2.2-3708.2 of the Code of Virginia, BTAC members may participate in meetings through electronic communication means. Those who attended virtually were indicated by an asterisk; all others attended in person.

Public Comment

Chairperson Moyers opened the floor for public comment. There were no public comments.

Approve Minutes

Chairperson Moyers presented the minutes from the July 10, 2024, BTAC meeting for consideration.

Ms. Jennifer Whetzel moved, seconded by Ms. Leslie Tate, to approve the minutes of the July 10, 2024, meeting, as presented. Motion carried unanimously.

Business

Staunton West/North Loops Route Modifications Update: Ms. Devon Thompson reviewed the changes made and voted on at the July 2024 meeting for the Staunton North & West Loops and the Staunton Downtown Trolley. The Staunton West/North Loops were modified beginning November 1, 2024.

- In addition to changing the route from two, half hour loops to one, one hour loop, hours of operation changed to 6:30AM-7:30PM Monday-Friday, and 7:30AM-5:30PM Saturday. According to Virginia Regional Transit (VRT), the change in start time had been well received.
- For the Staunton West/North Loops, a CALL stop was added at Middlebrook Ave / Moore St (Middlebrook Trace Apartments), and consistent usage had been seen. Staff would monitor demand and usage to see when the stop should become a fixed stop versus a CALL stop.
- The Staunton Downtown Trolley picked up three stops from the old Staunton North & West Loops – Booker T. Washington Community Center; Walnut St / Montgomery Ave; and Sudbury St / W Johnson St to maintain existing coverage.

Ms. Thompson indicated that the developer was notified of the stop addition and had been able to move forward with their future development plans. Ms. Thompson reminded the committee that this was the first step in providing service along this corridor, and as future developments came online staff would work to make further adjustments.

Staunton Lewis Street Hub Operational: Ms. Paula Melester announced that the final completion paperwork for the Lewis Street Hub Rehabilitation Project would be signed the week of this meeting (11/13/24), marking the Lewis Street Hub fully operational and the project complete. Riders were comfortable and happy with the new hub, and it had streamlined operations.

Afton Express Update: Ms. Danielle Gannon indicated that Afton Express operations continued to go well, and announced the following updates:



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- The Afton Express celebrated its third anniversary in September. CSPDC staff held multiple pop-up events at various stops to celebrate.
- There were two recent stop relocations:
 - The Staunton Mall stop had moved to the Staunton Crossing Park and Ride lot (210 Crossing Way, Staunton).
 - The Fishersville Park and Ride lot stop (BRITE Transit Facility, 51 Ivy Ridge Lane, Fishersville) was moved to Augusta Health at the Diabetes & Endocrinology Clinic parking lot (15 Sports Medicine Drive, Fishersville).
- Additionally, the University of Virginia (UVA) launched its Wahoo Commute program, so now all UVA affiliates were able to ride fare free. Fares were subsidized by the UVA's Department of Parking and Transportation.

Contractor Update: Mr. Le'Roy Sweezy reported that operations were going well and discussed the following topics:

- **Neighbor Bridge Bus Stop Request:** Mr. Sweezy presented a request for a fixed, signed stop at the Neighbor Bridge, inside the Fishersville Community Church (see attached presentation for details). The stop was requested by the Neighbor Bridge, a non-profit organization providing food, clothing, and supplies to local families in need through community connections and projects. The stop currently operated as a flag down spot, but was well utilized by riders that needed to access the church/the Neighbor Bridge and shopping plaza nearby.

Mr. Sweezy outlined the logistics, timing, and safety impacts of the proposed stop location. A fixed, signed stop on the westbound side (side of the church/shopping plaza) had no timing or safety impacts. Though on the eastbound side (opposite side of the street from the church/shopping plaza) there was currently no safe and pedestrian-friendly area to pick-up/drop-off riders (noted: currently no immediate plans for pedestrian infrastructure at the intersection). VRT proposed a safe workaround of riding the bus to Augusta Health (nearby) and transferring buses to align to the proper side of the road of the needed stop. This would add approximately 10-15 minutes to the trip, but was a much safer alternative to crossing a busy highway.

Ms. Whetzel moved, seconded by Ms. Terry Rodgers, to approve the signed stop request for the westbound side at the Neighbor Bridge and to reevaluate stop implementation for the eastbound side at a future date, pending safety and pedestrian infrastructure being built.

- **Passio Update:** Drivers had fully switched over to using the electronic Passio system, rather than manual data collection. Passio was functioning as it should, and VRT continued to investigate new ways to use and capitalize on the software to gain valuable information for operations.

Future Outlook: Ms. Melester provided an update on future funding and operations for transit services, BRITE and statewide. The current turnkey service contract with Virginia Regional Transit (VRT) would expire June 30, 2026, and the CSPDC was required to complete a federally-compliant and competitive procurement for a new service contract. Putting together such a technical and expansive procurement was a large undertaking and the CSPDC would receive



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technical assistance from a consultant (yet to be secured) to help with the process, that would include composing the Request for Proposals, solicitation, review and scoring, and selection.

Fiscally speaking, the cost of operating transit had been increasing annually, and once the current contract expired there would likely be an increase in price. Additionally, at the state level there was an approaching fiscal shortfall that would affect rural transit systems. The increased cost of contracting, along with the fiscal shortfall, would most likely affect pricing around the same time, Fiscal Year 2027. The Virginia Department of Rail and Public Transportation (DRPT) were exploring options to combat the fiscal shortfall, and additionally the CSPDC would also be exploring different options to lessen the impacts seen to transit partners. There would be many more conversations to come on these matters at future meetings.

Microtransit Feasibility Study Kickoff: Mr. Tyler Beduhn presented the microtransit feasibility study that was being conducted, led by Kimley-Horn (see attached presentation for details). Mr. Beduhn and his team discussed the following topics during the presentation:

- **Project Background:** Ms. Poonam Patel stated that the CSPDC's 2022 Transit Development Plan (TDP) indicated microtransit as a potential suitable option for the BRITE service area, and that the TDP advised that the CSPDC conduct a microtransit feasibility study in FY25. The TDP would be used to inform the general guidelines, potential service areas, and models for this microtransit feasibility study.
- **Microtransit Outline:** Ms. Patel discussed the characteristics of microtransit:
 1. On-demand service so potential riders would not need to schedule rides ahead of time
 2. Technology enabled so riders could schedule through an app or phone call, and could typically track where their ride was
 3. Flexible so that routes were adjusted and could change in real-time, such as when additional riders were picked up
 4. Worked within a specified zone or defined area
 5. Shared ride experience
- **Study Overview:** Mr. Beduhn discussed microtransit best practices and shared that service worked best when it was catered to the specific needs and goals of the area in which it was serving. For the study, Kimley-Horn would identify opportunity zones, and would draft recommendations while considering ridership, cost, technology, and recommended areas. The study would be completed in May 2025.
- **Goals and Needs Identification/Open Discussion:** Mr. Beduhn led a discussion to understand the challenges and needs of the BRITE service area, and various members of the committee voiced challenges, concerns, and questions. Potential goals were drafted and included, but not limited to: provision of convenient, reliable, and adaptable transit service, and expanded connections and mobility options.

Other Business: Chairperson Moyers asked if there was any other business to come before the committee.

- **Holiday Parades:** Ms. Gannon announced that BRITE would be making appearances at the upcoming Staunton, Waynesboro, and Stuarts Draft Christmas parades.
- **2025 Calendar:** Ms. Thompson reviewed the 2025 calendar with the committee and confirmed that the current dates and times still worked for the group.



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- January 8
- March 12
- May 14
- July 9
- September 10
- November 12

Adjournment

Chairperson Moyers indicated that the next BTAC meeting was scheduled for January 8, 2025, at 2:30 PM.

There being no further business to come before the BTAC, the meeting concluded at 2:45 PM.

BRITE Transit Advisory Committee

Bus Stop Request – The Neighbor Bridge

Stop Location: Fishersville Community
Church

Stop Request | The Neighbor Bridge / Fishersville Community Church



REQUEST BACKGROUND

- The Neighbor Bridge reached out to request a stop at the Fishersville Community Church for eastbound and westbound service on the 250 Connector (1819/1503 Jefferson Highway, Fishersville).
- The Neighbor Bridge provides food, clothing, and supplies to local families in need through projects connecting neighbors & community.
- Currently utilized as an unofficial stop on the 250 Connector route (flag down stop).

Stop Request | The Neighbor Bridge / Fishersville Community Church



IMPACTS | LOGISTICS, TIMING, & SAFETY

- No impact to current eastbound service since it is already utilized as a flag down stop.
- Westbound stop location would be located before stoplight at Windward Drive.
- The westbound stop request poses a slight safety concern for crossing the highway.
 - Potential workaround for safe crossing.
- The stop would also serve the Windward Drive shopping center.

BRITE Microtransit Feasibility Study

BTAC Meeting
November 13, 2024



Kimley»Horn

Agenda

- Team Introductions
- Project Background
- What is Microtransit?
- Study Overview – Scope and Milestones
- Goals and Needs Identification Workshop
- Open Discussion and Q&A

Team Introductions



**Tyler Beduhn,
Project Manager**



Poonam Patel



Zadie Lacy

Project Background

- Transit Development Plan adoption in 2022
 - Timing
 - FY 2025 – Conduct microtransit feasibility study
 - FY 2026 – Microtransit implementation
 - Microtransit recommendation goals from TDP
 - Expand the current fixed-route network
 - Provide first-mile/last-mile connections
 - Serve new areas
 - Recommended areas not served by BRITE Bus in Staunton, Waynesboro, or Fishersville
 - Key consideration was the availability of a local match

What is Microtransit?

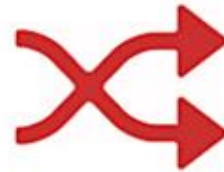
**ON-
DEMAND**



**TECHNOLOGY
-ENABLED**



FLEXIBLE



**ZONE OR
DESIGNATED
STOPS**



**SHARED
VEHICLE**



A Microtransit Trip



Example Microtransit Services



WinReady
Winchester, VA



MicroCAT
Charlottesville, VA



GRTC LINK
Richmond, VA



OmniRide Connect
Prince William County, VA



Ride On Flex
Montgomery County, MD



METGo!
Wise and Norton, VA

Study Overview

Scope

- Goals
- Identify Opportunity Zones
- Service Delivery Model Evaluation
- Service Plan Recommendations

Milestones

- Kick-Off: Oct. 2024
- **BTAC Meeting: Nov. 2024**
- Opportunity Zones: Dec. 2024
- Service Model and Plan: March 2025
- **BTAC Meeting: March 2025**
- Study Complete: May 2025

Goals and Needs Identification Workshop



1. Where are you seeing the most unmet transportation needs and challenges?



2. Which areas or populations do you feel need better or more tailored service?



3. What specific goals would you like to see a solution like microtransit achieve?

For example, greater coverage, connectivity, frequency/flexibility, cost-efficiency?



Draft Goals for BRITE Microtransit

Provide a convenient, reliable, and adaptable transit service.

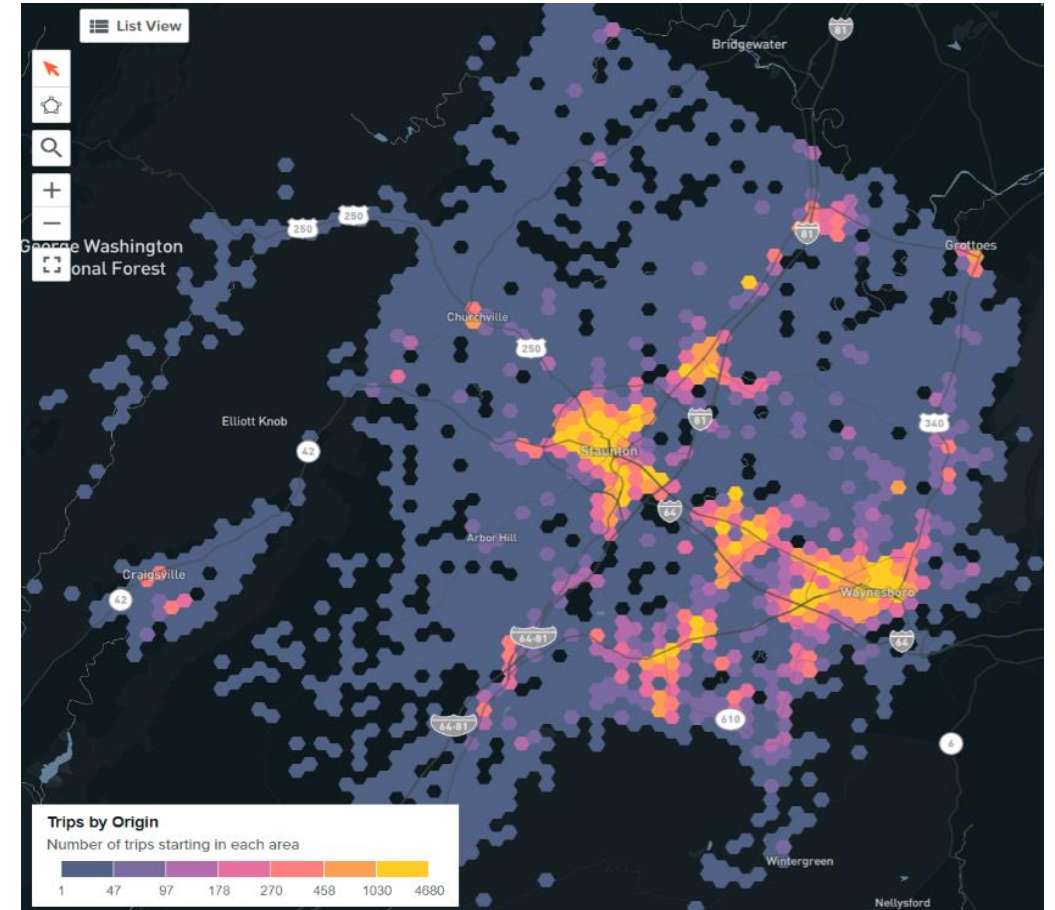
Expand transit connections and mobility options to serve underserved areas, increase access to essential destinations, and complement existing transit routes.

Prioritize financially sustainable strategies that support local economic development, improve the quality of life for residents, and maximize resource efficiency.

Next Steps

- Finalize goals
- Identify opportunity zones
 - Transit potential and need
 - Travel patterns
 - Draft zones
 - Prioritization
- Evaluate service models

BTAC Input on Draft Recommendations in Spring



Open Discussion and Q&A

