



112 MacTanly Place  
Staunton, VA 24401

Phone: (540) 885-5174  
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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\*](#)

	<b>Name</b>	<b>Organization</b>
✓	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

	<b>Name</b>	<b>Organization</b>
	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

Kimley»»Horn



**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.**

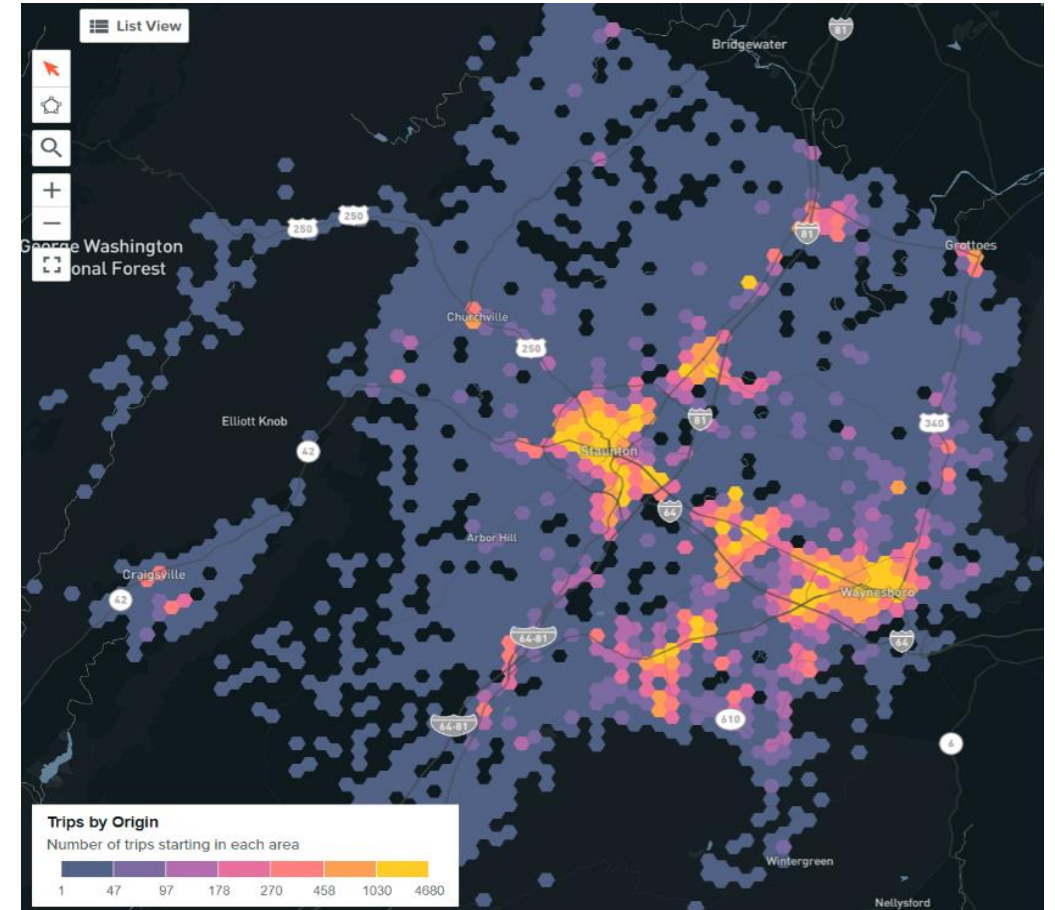
**Expand transit connections and mobility options to serve underserved areas, increase access to essential destinations, and complement existing transit routes.**

**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

