



112 MacTanly Place
Staunton, VA 24401

Phone: (540) 885-5174
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**BRITE Transit Advisory Committee Meeting Summary
January 19, 2018, 2:30 p.m.**

BRITE Transit Facility
51 Ivy Ridge Lane
Fishersville, VA 22939

	Name	Organization
✓	Steve Rosenberg	City of Staunton
✓	Jennifer Whetzel	County of Augusta
✓	Sunny Yang	City of Waynesboro
✓	Lisa Cline	Augusta Health
	Russell Neyman	Wilson Workforce & Rehabilitation Center
✓	Julie Markowitz	Staunton Downtown Development Association
✓	Terry Rodgers	Shenandoah Valley Social Services
✓	Cynthia Page	Blue Ridge Community College
✓	Becky Messer	Transit Service Rider
✓	Susan Newbrough	Virginia Regional Transit
✓	Steve Hennessee	Department of Rail and Public Transportation

	Name	Organization
✓	Nancy Gourley	CSPDC
✓	Devon Thompson	CSPDC
	Bonnie Riedesel	CSPDC
✓	Elizabeth Wilson, CSPDC	
✓	Dr. Kristen Shrewsbury, Estland Design	
✓	Mary Snow, Estland Design	

Election of New Chair

Ms. Nancy Gourley indicated that the election of a new chair would be the first item of business. The election was originally scheduled for the November meeting, but due to the lack of quorum, the vote was deferred to this meeting. Ms. Gourley asked for any volunteers or nominations and gave the committee time to review the bylaws that outline officer duties.

Ms. Jennifer Whetzel nominated Ms. Terry Rodgers to be the Chairperson, seconded by Mr. Steve Rosenberg. Ms. Rodgers accepted the nomination, and the BTAC unanimously voted in favor of Ms. Rodgers nomination.

The topic of Vice Chairperson was also discussed. Ms. Lisa Cline, current Vice Chairperson, will be retiring in July. It was the will of the committee to let her successor assume the position of Vice Chairperson.



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Call to Order

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:35 PM by Ms. Terry Rodgers, Chairperson.

Public Comment

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

Approve Minutes

Chair Rodgers presented the minutes from the November 8, 2017 BTAC meeting.

Ms. Cline moved, seconded by Ms. Becky Messer, to approve the minutes of the November 8, 2017 meeting, as presented. Motion carried unanimously, apart from the abstained vote of Mr. Rosenberg due to his absence at the November meeting.

Business

Contractor Update: Ms. Susan Newbrough discussed various items with the committee:

- Inclement Weather: Ms. Newbrough indicated that the area experienced inclement weather recently, but service ran on time with a few route deviations implemented in select areas.
- Augusta County Library Bus Stop / Staunton Parole & Probation Office Bus Stop Request: Ms. Newbrough indicated that BRITE staff has scheduled a meeting with Augusta County Library staff regarding the implementation of the new bus stop (east bound) and call stop (west bound) that was discussed at the November meeting. BRITE staff also met with Staunton Parole and Probation staff to discuss their bus stop request. At this time, no routes will be modified to provide service to the office, but the use of the Staunton Demand bus was proposed. Requests for Parole and Probation office stops will be tracked, and if demand is high the request will be revisited.

Ms. Gourley indicated that BRITE staff offered to come speak with their staff about BRITE and the services provided. Ms. Gourley announced that this type of presentation / meeting is available to other agencies and organizations.

- Staunton Mall Bus Stop Relocation: Ms. Newbrough indicated that work is being done to relocate the Staunton Mall bus stop to one of the Mall main entrances. BRITE staff met with Staunton Mall staff to scout out appropriate locations, and a shelter will be installed at the new stop location.
- Virginia Regional Transit Employee of the Year: Ms. Newbrough announced that the Virginia Regional Transit employee of the year was BRITE driver Mark Alt.



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Inter-Regional Transit Plan Update/Inter-City Bus Update: Ms. Gourley provided an update on the Inter-Regional Transit Study – the plan of service from the Central Shenandoah Valley to Charlottesville. Ms. Gourley indicated that staff discussed a phased plan approach with the Virginia Department of Rail and Public Transportation (DRPT) in early December. Proposed Phase I service would be from Staunton, Fishersville, and Waynesboro to Charlottesville. As the system matured, the service area could then expand. Currently, CSPDC is making application for a DRPT Demonstration Grant (80% state money and 20% local money); grants are due on February 1, 2018. The initial phase would potentially have five funding partners. Ms. Bonnie Riedesel is working on obtaining commitments from Staunton, Augusta, and Waynesboro, and Mr. Chip Boyles is working on obtaining commitments from Charlottesville and the University of Virginia.

Ms. Gourley provided a progress update on the State's inter-city bus service, the Virginia Breeze. Ms. Gourley indicated that the northbound bus departs from Martin's at 10:30 AM every morning, taking passengers all the way to Washington, D.C. which provides a multitude of connectivity; and the southbound bus arrives at Martin's at 1:30 PM, on its way to Blacksburg. Operation began December 1st, and the service has been well received. DRPT, which manages the service and oversees the funding, recently released a report that outlines December performance (see attachment). There were over 1,000 rides provided, which exceeded expectations. One day an additional bus was added to the route to accommodate demand. Ms. Gourley indicated that press releases have been sent out, and a press event was held the day before service began. Additionally, a DRPT representative will be joining in an event at WWRC to talk about the service and how it can be useful for WWRC students.

Other Business: Ms. Gourley announced that DRPT's Try Transit Week Grand Prize Winner was recently announced. In September, transit providers throughout the state participate in Try Transit Week – BRITE provides free rides one day during the week. The grand prize winner, who won a year of free transit rides and two round-trip tickets, is from our area. A celebration will be held at the Central Shenandoah Planning District Commission office on Wednesday, January 24, 2018 at 10 AM, and all BRITE TAC members are invited to attend.

Content Interview with Estland Design Staff: Estland Design staff conducted the website content interview with committee members, asking them questions about the BRITE brand and services offered.

Adjournment

There being no further business to come before the BTAC, the meeting was adjourned at 12:56 PM – motion by Mr. Rosenberg, seconded by Ms. Cline.

The next meeting will be held at the Central Shenandoah Planning District Commission office on Wednesday, March 14, 2018 at 2:30 PM.



December 2017

First Month Ridership Exceeds Expectations

- Service began on Friday, December 1.
- The northbound Virginia Breeze sold out for Thursday, December 21. DRPT was able to provide a second northbound bus to meet the needs along the route. Eighty-nine tickets were sold, and the motor coach holds 56 passengers.

NORTHBOUND									
	BLA	CHS	LEX	STA	HRB	FR	IAD	ARL	WAS
BLA									
CHS	0								
LEX	1	0							
STA	3	1	1						
HRB	5	0	0	0					
FR	5	3	0	0	0				
IAD	119	12	24	3	106	1			
ARL	29	9	5	4	22	3	0		
WAS	156	99	19	13	75	6	12	7	
Total Rides	318	124	49	20	203	10	12	7	

Dulles International Airport and Washington – Union Station stops account for 88% of northbound trips.

Harrisonburg, Blacksburg, and Christiansburg account for 82% of the southbound trips.

SOUTHBOUND									
	WAS	ARL	IAD	FR	HRB	STA	LEX	CHS	BLA
WAS									
ARL	7								
IAD	11	0							
FR	3	0	0						
HRB	49	15	22	0					
STA	10	0	3	1	1				
LEX	16	4	0	0	0	0			
CHS	28	4	6	3	0	1	0		
BLA	50	12	22	2	7	1	1	0	
Total Rides	174	35	53	6	8	2	1	0	

- All nine of the current stops have had passengers boarding and alighting in the month of December.
- Of the 1,022 passengers who rode Virginia Breeze during December, 105 connected to or through MegaBus. Sixty-five of those connections were with New York City, while 40 were with Philadelphia.



VIRGINIA BREEZE

December 2017



- Operational budgets were developed based on an estimated annual ridership of 7,125 riders by the end of the first year of operations.

December 2017		
	Ridership	Farebox
Estimated	736	\$ 27,145
Actual	1022	\$ 41,569

- The Breeze surpassed estimated ridership and farebox revenue by 39% and 53%, respectively.
- Monthly operating costs are budgeted at \$73,000. With passenger revenues of \$41,569, the Breeze had a farebox recovery of 57%. The performance goal for farebox recovery in the first year of service was 10-20%. The Breeze exceeded the revenue goal by 285%.