



112 MacTanly Place
Staunton, VA 24401

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

BRITE Transit Advisory Committee Meeting Summary
January 11, 2017, 2:30 p.m.

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

	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
	Wayne Martin	Blue Ridge Community College
✓	Stephen Ferguson	CATS Board
✓	Becky Messer	Transit Service Rider
✓	Susan Newbrough	Virginia Regional Transit
✓	Patrice Strachan	Department of Rail and Public Transportation

	Name	Organization
✓	Nancy Gourley	CSPDC
✓	Devon Thompson	CSPDC
	Bonnie Riedesel	CSPDC
✓	Lib Rood, KFH	

Call to Order

Due to the absence of the Chair and the Vice Chair, Ms. Terry Rodgers volunteered to conduct the meeting. The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:34 PM by Ms. Rodgers.

Public Comment

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

Approve Minutes

Ms. Rodgers presented the minutes from the November 9, 2016 BTAC meeting.



112 MacTanly Place
Staunton, VA 24401

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

Mr. Steve Rosenberg moved, seconded by Ms. Lisa Cline, to approve the minutes of the November 9, 2016 meeting, as presented. Motion carried unanimously.

Business

Inter-Regional Bus Study Presentation: Ms. Lib Rood, KFH Group, presented the Inter-Regional Bus Study to the committee. Ms. Rood indicated that the study has been progressing for approximately a year, and the study is almost complete. The study assessed the potential need and demand for a regional service connecting Harrisonburg and Charlottesville, serving Staunton, Waynesboro, and perhaps an additional location along the I-81 and I-64 Corridors, and proposes service alternatives and estimated costs that would match the level of demand that was indicated.

Ms. Rood's presentation covered information such as the study scope; challenges, needs, and opportunities; previous plans and studies; commuter survey information highlights; demand methodology; various commuting patterns; projected demand; service alternatives that were considered; preferred alternatives; purposes of the service; sample schedule (planning purposes only); service considerations; potential fares; operating costs and potential funding options; capital costs and additional costs associated; park and ride lot needs; and organizational alternatives and next steps.

Ms. Nancy Gourley provided further detail on the next steps for the study, and indicated that a meeting with the Virginia Department of Rail and Public Transportation (DRPT) was held recently in Charlottesville to discuss these next steps. Direction is needed on the type of eligible funding that should be anticipated and who should oversee the project's implementation. KFH Group and CSPDC staff came away from the meeting with clear direction from DRPT. Work will focus on further finalizing details to get the project to a "shovel-ready"/implementation phase, such as finalizing schedules and refining cost estimates. It was also indicated that another meeting with DRPT could be held after the General Assembly session as to get a better sense of the funding outlook for upcoming years. The earliest anything could come about would be for the FY2019 grant cycle, about 18 months away.

A question and answer period followed up the presentation:

- Verification of the number of service days was inquired. Service is planned for five days per week initially, but if there were significant interest it could be considered to extend to weekend service.
- Deviations from the interstate corridor were discussed in more detail. It was indicated that the route is preliminary, once further along trial routes could be run to determine the most efficient route.
- An inquiry was made about Charlottesville and Shenandoah airport connections. It was indicated that there was interest, but due to the distance, congestion, and time it would take to



112 MacTanly Place
Staunton, VA 24401

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

get there it was ruled out for initial planning. Both of these could be explored further in the future or during the implementation phase.

Bus Stop Sign Project: Ms. Thompson indicated that two quotes for the production and partial installation of the BRITE bus stop signs have been received. Ms. Gourley and Ms. Thompson will conduct a cost analysis and award a vendor in the coming weeks. Sign production will begin with the City of Staunton, and be followed by the City of Waynesboro and Augusta County.

Turnkey Contractor Procurement Status: Ms. Gourley reminded the committee that the current contract between the CSPDC and Virginia Regional Transit (VRT) expires the end of June. On December 6, 2016, the CSPDC released a Request for Proposal (RFP) for a five-year contract for provision of service beginning July 1, 2017 – the procurement document was sent to approximately 21 firms and advertised on multiple publications. A pre-proposal meeting was hosted on December 15, 2016 at the transit facility so potential proposers could view the space they could be operating in. Until December 30, 2016, proposers had the ability to submit questions. All questions were responded to in the form of amendments to the original RFP document. The CSPDC received in excess of 120 questions, and all amendments were drafted and posted by the first of the year.

The deadline for proposals is January 20, 2017 with an opening date of January 23, 2017. A Proposal Analysis Group (PAG) has been created to perform the initial evaluation and is comprised of representatives from the BTAC, CSPDC Commission, and CSPDC staff. The State has kindly provided the KFH Group to assist during the procurement process. The PAG will shortlist from the proposals received, and invite proposers to present more about their firms and answer any questions the PAG may have. The intent is to have this process completed by March 1, 2017, giving the successful proposer adequate time to set up before July 1, 2017.

Discussion on BRCC Schedule/Verona Bus Stop Follow-Up: Ms. Jennifer Whetzel indicated that she spoke with the Virginia Department of Labor and Industry Verona Field Office as they will be impacted by the change through sacrificing some of their parking spaces for the bus turnaround. They seemed receptive and agreeable to the idea. Ms. Whetzel suggested that it may be beneficial to meet with them in the future to finalize the logistics of the stop.

Ms. Gourley reiterated that the intent is for the first and last runs on the Blue Ridge Community College Shuttle South to stop at a designated location within the Augusta County Government Center complex rather than stopping along Route 11, which has been deemed an unsafe location. There is a fairly significant number of people who utilize that stop for transportation to and from their place of employment in Harrisonburg. The schedule will be modified and funding for extra time will have to be addressed. Work will continue to move forward on this project.



112 MacTanly Place
Staunton, VA 24401

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

Other Business: Ms. Rodgers inquired as to whether any members had any announcements or other business to discuss:

- Election of Vice Chair – Committee members agreed to defer this discussion to the March meeting.

Adjournment

There being no further business to come before the BTAC, the meeting was adjourned at 3:13 PM.

The next meeting will be held Wednesday, March 8, 2017 at 2:30 PM at the CSPDC office.



112 MacTanly Place
Staunton, VA 24401

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

**BRITE Transit Advisory Committee Meeting Summary
March 8, 2017, 2:30 p.m.**

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

	Name	Organization
✓	Steve Rosenberg	City of Staunton
✓	Jennifer Whetzel	County of Augusta
✓	Luke Juday	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
✓	Wayne Martin	Blue Ridge Community College
✓	Stephen Ferguson	CATS Board
	Becky Messer	Transit Service Rider
✓	Susan Newbrough	Virginia Regional Transit
	Patrice Strachan	Department of Rail and Public Transportation

	Name	Organization
✓	Nancy Gourley	CSPDC
✓	Devon Thompson	CSPDC
✓	Bonnie Riedesel	CSPDC
✓	Sunny Yang, City of Waynesboro	

Call to Order

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:30 PM by Mr. Wayne Martin, Chairperson.

Public Comment

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

Approve Minutes

Chair Martin presented the minutes from the January 11, 2017 BTAC meeting.



112 MacTanly Place
Staunton, VA 24401

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

Mr. Steve Rosenberg moved, seconded by Ms. Terry Rodgers, to approve the minutes of the January 11, 2017 meeting, as presented. Motion carried unanimously.

Business

New Appointment: Prior to welcoming the new appointment to the committee, Chair Martin initiated introductions of the entire committee. Chair Martin welcomed Mr. Luke Juday, City of Waynesboro, to the BTAC.

Election of Vice Chair: Chair Martin called for volunteers or nominations for the position of Vice Chair. Ms. Lisa Cline volunteered to be the BTAC Vice Chair, and there was a unanimous vote confirming her election as Vice Chair.

Transit Facility Update: Ms. Nancy Gourley updated the committee on the status of the transfer of the transit facility in Fishersville from Virginia Regional Transit (VRT) to the Central Shenandoah Planning District Commission (CSPDC) in support of the BRITE transit services. The transfer was directed by the Federal Transit Administration (FTA), who funded the construction of the facility. Ms. Gourley indicated that a Memorandum of Understanding (MOU) has been executed between the Virginia Department of Rail and Public Transportation (DRPT), operating on behalf of the FTA, and VRT to complete the transfer.

Ms. Gourley also indicated that in December 2016, the CSPDC made application to the State for funds to pay the expenses related to the transfer of the transit facility. The Commonwealth Transportation Board (CTB) voted to award funding to the CSPDC during their February meeting. Any expenses that are incurred as part of the transfer will be paid for from the aforementioned grant – there will be no out of pocket expenses to the CSPDC or transit partners. Part of the grant funding is for the use of a consultant to perform real estate survey work, an environmental assessment, and a building and equipment condition report to help assess expected life and plan for projected costs of upkeep and maintenance. The building and equipment condition report should satisfy the last finding of the Triennial Review, which was related to oversight of the transit facility. An inquiry was made as to how old the transit facility is. The facility was built in 2011.

Ms. Gourley indicated that the real estate transaction is projected to occur in May / June 2017. An inquiry was made confirming that the grant received would cover the one time facility transfer cost only, and not the operating costs of the facility too. Ms. Gourley confirmed this, and indicated that each year applications would be made to cover the operating costs for the facility.

Ms. Gourley also indicated that there is a tenant in the building, Augusta Health, and rental income goes towards transit activities. The income will be used as local match for the operating or capital costs related to the building, with the remainder designated for transit.



112 MacTanly Place
Staunton, VA 24401

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

Bus Advertising Program Overview: Ms. Gourley briefed the committee on the background of the advertising program. Ms. Julie Markowitz has previously been doing some advertising on the Downtown Trolley and the bus that operates the North & West Loops. There is the opportunity to advertise on all of the buses and have additional income for the transit program; the money generated is required to go towards transit. The CSPDC has developed an agreement with the Staunton Downtown Development Association (SDDA) to allow them to sell advertisements on all BRITE vehicles.

Ms. Markowitz indicated that a Request for Proposals (RFP) was released for a provider to create signage as well as provide design services to clients. The contract was awarded to Augusta Sign Company. Signage can be placed in two locations on the vehicles, depending on the type / design of vehicle. For the 250 Connectors, perforated vinyl signs can be placed directly on the glass. For other vehicles, a vinyl sign can be placed directly on the body of the vehicle. These materials lend themselves for easy application and removal. All vehicles were measured to determine placement logistics. Price lists have been created and are available. Ms. Markowitz outlined the next steps for the program, which included designing and creating an informational brochure that helps communicate the available services to potential clients. The advertising program won't be completely finalized until the transition of the fleet has occurred in July 2017. The process described above will be replicated on the new fleet. In the interim, some short-term advertising will take place on the current fleet.

An inquiry was made clarifying where the advertisements would be placed, specifically interior or exterior. Ms. Markowitz indicated that the program will begin with exterior advertisements. Measurements were taken for the interior, but it won't be pursued initially due to installation of additional materials for displaying the advertisements. Interior advertisements could be explored more in the future.

BRCC Shuttle Schedule Changes: Ms. Susan Newbrough indicated that discussion had taken place at prior meetings concerning the Blue Ridge Community College (BRCC) Shuttle schedule, and announced that changes were implemented on March 6, 2017. Ms. Newbrough provided background as to why changes were made, and indicated that multiple requests had been received for the relocation of the BRCC Shuttle South stop located on Route 11 in Verona, near Subway and Central Tire. Safety concerns for waiting passengers were expressed in these requests, and CSPDC and VRT staff met with the Virginia State Police, an Augusta County Supervisor, and Augusta County staff to discuss viable solutions. CSPDC and VRT staff examined this area for possible alternative stop locations and time adjustments, as the route was already very tight on the schedule times. It was determined that an additional stop could be located just inside the Augusta County Government Center complex for the BRCC Shuttle South route, and be used only for the first run of the morning. This run has the highest number of boardings for this specific stop. To allow additional time for accessing the relocated stop, the BRCC Shuttle South route



112 MacTanly Place
Staunton, VA 24401

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

now begins at the Staunton Hub at 7:15AM versus 7:30AM, with respective changes made for the remaining route stops. To allow for connections, the BRCC Shuttle North route changed its start time to 6:50AM instead of 7:00AM at the BRCC Campus in Weyers Cave, with respective changes made for the remaining route stops. The schedule for both BRCC Shuttles remains unchanged for the remainder of the day.

Ms. Newbrough outlined the plan that was put in place to notify riders of the changes. New printed schedules were created by the CSPDC, notifications were posted on the buses and shelters two weeks in advance of the change implementation date, drivers informed passengers and handed out new schedules, social media and website notifications were posted on the various platforms and websites (BRITE, VRT, James Madison University (JMU), and BRCC), and BRCC sent out announcements via email blasts and newsletters. Ms. Newbrough indicated that the day of the change VRT staff was onsite, and overall things went smoothly.

Ms. Newbrough indicated some of the benefits of the change. In addition to addressing the safety concern, BRITE buses now arrive to the BRCC campus prior to the 8:00AM classes, whereas previously the bus arrived promptly at 8:00AM. Drivers also received the benefit of avoiding various school zones; now the buses are ahead of the school zone reduced speed limit times, resulting in a smooth run. The change also resulted in an earlier arrival time at JMU. Overall, this small change will be beneficial for many.

An inquiry was made clarifying the exact location of the new stop at the Augusta County Government Center. Ms. Newbrough indicated that the pick-up and drop-off location for the stop is located on the campus behind the Subway on Route 11. Another inquiry was made about whether the Augusta County Supervisor was made aware of the change. Ms. Jennifer Whetzel indicated that notification was sent. Ms. Newbrough indicated that there was a cost associated with the changes and Augusta County covered said cost.

Bus Stop Sign Project Update: Ms. Devon Thompson reminded the committee that the last update received in January for the bus stop signs indicated that a cost analysis would be performed. In late January, after completing the cost analysis, a vendor was selected and a contract was awarded. Production and printing of the City of Staunton signs has commenced, and will be followed by the City of Waynesboro and Augusta County. Two prototypes were shown to committee members. Ms. Thompson indicated that CSPDC staff will coordinate with Augusta County to finalize the border color and stop names and locations. Installation of signs will begin respectively.

An inquiry on the timeline for installation was made. It was indicated that the Public Works departments for the Cities of Staunton and Waynesboro would oversee the installation, and VDOT agreed to assist



112 MacTanly Place
Staunton, VA 24401

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

with the installation of signs in Augusta County. Wilson Workforce and Rehabilitation Center (WWRC) and Augusta Health agreed to put up their signs, respectively. It is projected that signs would be installed in all three localities by the summer.

Preliminary Website Discussion: Ms. Gourley indicated that creation of a website was the next project to be completed from the scope of the Transit Development Plan (TDP). Ms. Thompson indicated that to initiate the process of website development it would be beneficial to review the status of the current webpage and review some best practices for content on transit websites.

Ms. Thompson briefly reviewed the content of the existing webpage. Currently, britebus.org has its own domain name, but is a subpage of the CSPDC website. Other content on the webpage included the customer service phone number and service updates; CSPDC contact information and current schedules for all the routes; the inclement weather notification plan; other pertinent information (currently the RFP information); route, schedule & fare information; an enhanced/live map; ADA transportation service information; safety and rider tips; translation assistance; Title VI/Non-Discrimination Statement; policies and governance; and the CSPDC TDP.

Ms. Thompson walked through some examples of best practices for transit websites, showing examples of other transit websites. General best practices were outlined for the home page (clean visual appearance, navigation menus, and service alerts); schedules and maps (clear listings of routes, schedules, and maps); trip planners / bus tracking; other service information (information tailored to new riders and comprehensive information for persons with disabilities); and agency information (recognition for partners). Conversations ensued among the committee and feedback was provided throughout the discussion. Such topics of discussion included:

- Possibility of a transit app, and a mobile device adaptive website design
- Service alerts scrolling across the top of the page is attention grabbing, but limited characters are available for the message
- Preference for combination of one central page with map showing all routes and links to individual pages for each route (10 fixed routes for this system), and by these links having a short description of the respective routes
 - Be able to differentiate the different schedules and routes for the different days of the week (i.e., 250 Connector Saturday schedule v. Monday through Friday)
- Preference for the time frame feature, departure or arrival time, for the trip planner
- Possibility of bus tracking feature in the future
- Preference for including “How to Ride” video tutorials
- Preference for consistent graphic icons on every page for easy navigation



112 MacTanly Place
Staunton, VA 24401

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

An inquiry was made concerning timeline, funding, and other logistics pertaining to website development. Ms. Gourley indicated that a procurement would most likely have to take place, at the very least quotes need to be obtained. Preliminary discussions have also taken place about collaborating with students at BRCC for a portion of the project. Ms. Gourley indicated that a timeline has not been set and that it is currently in the preliminary stages. This process will be similar to the creation of the bus stops signs and CSPDC staff will come back to the committee at each meeting with progress and questions. A suggestion was made to create and administer a survey to riders to gain additional input; this could be a beneficial exercise for the BRCC students to complete.

An inquiry was made about whether or not any research has been done to implement a transit app. Ms. Gourley indicated that after July 1, 2017 a consultant will be hired to perform a technical evaluation and needs assessment, Intelligent Transportation Systems (ITS) Study, for the needs of the BRITE service. Once the assessment has been completed and the needs and costs associated known, application for funding can be made. Ms. Gourley further explained that Computer Aided Dispatch and Automated Vehicle Location (CAD and AVL) are needed to use a transit app, and they are usually part of a program / package; the City of Harrisonburg is currently embarking on implementing such a system.

Other Business: Chair Martin inquired as to whether any members had any announcements or other business to discuss. No other business was brought before the committee.

Adjournment

There being no further business to come before the BTAC, the meeting was adjourned at 3:17 PM.

The next meeting will be held Wednesday, May 10, 2017 at 2:30 PM at the CSPDC office.



112 MacTanly Place
Staunton, VA 24401

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

**BRITE Transit Advisory Committee Meeting Summary
May 10, 2017, 2:30 p.m.**

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

	Name	Organization
	Steve Rosenberg	City of Staunton
	Jennifer Whetzel	County of Augusta
✓	Luke Juday	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
✓	Wayne Martin	Blue Ridge Community College
	Stephen Ferguson	CATS Board
✓	Becky Messer	Transit Service Rider
✓	Susan Newbrough	Virginia Regional Transit
✓	Patrice Strachan	Department of Rail and Public Transportation

	Name	Organization
✓	Nancy Gourley	CSPDC
✓	Devon Thompson	CSPDC
✓	Bonnie Riedesel	CSPDC
✓	Phil Thompson, VRT	

Call to Order

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:30 PM by Mr. Wayne Martin, Chairperson.

Public Comment

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

Approve Minutes

Chair Martin presented the minutes from the March 8, 2017 BTAC meeting.



112 MacTanly Place
Staunton, VA 24401

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

Mr. Luke Juday moved, seconded by Ms. Terry Rodgers, to approve the minutes of the March 8, 2017 meeting, as presented. Motion carried unanimously.

Business

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

- **New Bus Fleet:** Per the July 1, 2017 contract, a new fleet of buses have been ordered and they are currently in production. Virginia Regional Transit (VRT) staff is scheduled to visit Indiana to check the status of production. Ms. Newbrough presented the committee with pictures of what the new fleet will look like. New buses will have a silver base, with the exception of the traditional Staunton green for the Downtown Trolley, with BRITE logos and striping. Ms. Newbrough reviewed detailed specifications of the vehicles with the committee. Delivery will begin in mid-June with all vehicles delivered and in service, pending any delays, by July 1st.
- **Service Animal Accommodation:** Ms. Newbrough also discussed a reasonable accommodation request received by VRT for a driver to have a service animal for accompaniment while on routes. Under the Equal Employment Opportunity Commission, Title I of the Americans with Disabilities Act, VRT is required to meet the reasonable accommodation request, if able. VRT notified the CSPDC of the request and their duty to meet the request if able, met with the employee to discuss the process of what they would go through to meet the accommodation, and further discussed the process with the CSPDC in meeting the accommodation. Some considerations to take into account included making passengers aware, how to approach questions, and the transition.

The employee has been working with an agency to transition into life with the service dog, and the employee and service dog have been riding on the trolley as passengers on days off to acclimate the dog. The employee is a regular driver of the Downtown Trolley, at least four days per week, and a space up front was determined to fit the dog and the dog bed. Ms. Newbrough further discussed the details of the transitional and training period for the service dog and employee. Interaction with the service dog and passengers was also discussed. Ms. Newbrough indicated the employee has no objection to speaking openly with the passengers and informing them of the arrangement. There will also be a sign posted on the trolley, and the first few days Ms. Newbrough or the Transit Supervisor will be on board to field any questions and make sure things run smoothly. Prior to the implementation, Ms. Newbrough will send notification to CSPDC.

Chair Martin inquired as to whether VRT will be held liable in any situation involving the service dog since they are honoring the accommodation. Ms. Newbrough indicated that VRT brought this topic up to their insurance provider, and there is coverage if there were to be any type of incident regarding the service dog. Ms. Messer also noted the possibility of a situation where another



112 MacTanly Place
Staunton, VA 24401

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

animal would board the vehicle. Ms. Newbrough noted that it could be a possibility, but it would most likely be another service animal with the appropriate training.

Ms. Riedesel expressed that she was appreciative of the professional manner in which VRT handled the process, and thought they went above and beyond the requirements and compassionate in accommodating the employee's needs.

- **Feedback on New Signage:** Ms. Newbrough announced that she has received positive feedback concerning the new bus stop signs. The sign size and color is more noticeable and provides for more uniformity. Ms. Newbrough also noted the transition between providing flag-down service to having fixed stops and signage, especially the challenges of doing so with rural service. The transitions have begun in the cities and will then be implemented in the rural areas.
- **Drug & Alcohol Training:** Ms. Newbrough recently had the opportunity to attend the Federal Transit Administration (FTA) Drug and Alcohol Program National Conference. As a transit provider under the Department of Transportation and FTA, VRT is required to perform drug and alcohol screenings on all safety-sensitive employees. VRT follows the guidelines which include quarterly random testing, pre-employment screening, reasonable suspicion testing, and post-accident screening, if required by the type of accident. Ms. Newbrough indicated that VRT is a zero-tolerance company – employees who test positive are terminated. If employees refuse the test, it is considered a positive test. Ms. Newbrough noted that through the Triennial Review, the CSPDC is responsible to monitor and oversee that the VRT is compliant with drug and alcohol guidelines. There are certain percentages that VRT needs to meet for yearly employee random testings – 25 percent for drug screenings and 10 percent for alcohol screenings. Annual MIS reports are also completed – data is submitted to both the CSPDC and the Virginia Department of Rail and Public Transportation (DRPT), who submits to FTA.

Ms. Newbrough indicated that the training was very beneficial; and Ms. Patrice Strachan expressed that DRPT is very vested in drug and alcohol trainings and was very glad that Ms. Newbrough was able to attend.

Transit Facility Update: Ms. Nancy Gourley updated the committee on the status of the transfer of the transit facility in Fishersville from Virginia Regional Transit (VRT) to the Central Shenandoah Planning District Commission (CSPDC) in support of the BRITE transit services. There is now an executed sales contract to purchase the facility. Additionally, there is funding from DRPT to cover the expenses of the transfer – which was approved by the Commonwealth Transportation Board (CTB). The Draft Facilities Conditions Report has been received from the Timmons Group – a complete evaluation of the building,



112 MacTanly Place
Staunton, VA 24401

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

facility, and equipment was conducted. The report should be finalized by the end of the week. The real estate closing date has been scheduled for June 30, 2017.

Bus Stop Sign Project Update: Ms. Devon Thompson reminded the committee that the last update received in March for the bus stop signs indicated that sign production had begun. As of now, all of the signs for the system have been produced, and now installation is occurring. Installation updates were provided:

- City of Staunton: Installation of signs has neared completion. A new stop was added in Staunton (Dollar General on West Beverley Street) in addition to the new bench that was installed, and the sign was recently ordered and should be delivered soon.
- City of Waynesboro: Signs were recently delivered to Waynesboro Public Works for installation.
- Augusta County / Harrisonburg-Rockingham: Signs were recently delivered to the CSPDC office for delivery to respective recipients for installation. Signs will be delivered to the County, VDOT, and private property owners, respectively.
- Private Property Owners / Private Transit Partners: Coordination for sign installation with funding partners and private property owners has taken place, and all have agreed to assist with installation.

Next steps will be to submit payment to the sign maker and finish the installation process.

Website Development Update: Ms. Thompson indicated that in March the topic of website development was introduced. Feedback was received from the committee on current website content and new preliminary content was discussed as well as best practices for transit websites. Ms. Thompson and Ms. Gourley met with a Blue Ridge Community College (BRCC) web design and development student for assistance and to discuss desired web design elements that could potentially be implemented on the BRITE website. Ms. Thompson indicated that the next step would be to draft the scope of work – Ms. Thompson and Ms. Gourley will be meeting with the BRCC student again in the following weeks to start crafting the language. This scope of work will be a component of the Request for Quotes / Proposal for the procurement of web design services.

BRITE Social Media: Ms. Thompson announced that work has commenced on creating a social media presence for BRITE with Facebook and Twitter pages. CSPDC staff has met with Ms. Karen Lawrence, KL Creative Media, and VRT staff to discuss initial logistics of creating these pages. Content for the pages will be focused on service alerts, with some social posts mixed in. The pages are currently being developed, and will be reviewed by Ms. Thompson, Ms. Gourley, and Ms. Bonnie Riedesel before going live.



112 MacTanly Place
Staunton, VA 24401

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

Ms. Thompson also indicated that cross-promotion / coordination with transit partners will be beneficial. For instance, if there is an event in Downtown Staunton there could be a post promoting the event and outlining which bus route would provide service. Ms. Julie Markowitz noted the potential of creating transit service promotion events as well in the near future. Ms. Markowitz indicated that BRITE could capitalize on the new bus fleet and host events that show off the new buses; Ms. Markowitz volunteered to assist with such endeavors. Ms. Riedesel also mentioned another potential promotional media opportunity regarding bus delivery – there may be a possibility of the buses arriving to the area simultaneously, being driven up from Lynchburg, Virginia. If that is the case, there could be media coverage of the “convoy” headed to the Staunton-Augusta-Waynesboro area. Committee members agreed that this would be an excellent celebration and media opportunity for BRITE.

In the coming weeks CSPDC staff will work with Ms. Lawrence to develop standard procedures for creating posts and responding to comments received from the public.

Other Business: Chair Martin inquired as to whether any members had any announcements or other business to discuss.

- **Inter-Regional Transit Study:** Ms. Gourley updated the committee on the progress of the Inter-Regional Transit Study. Ms. Gourley indicated that the 18-month planning effort studying the feasibility of offering transit service in the Interstate 81 and 64 corridors, connecting Harrisonburg, Staunton, Waynesboro, and Charlottesville should be wrapped up by the end of June. There are some critical issues to be resolved, and the Steering Committee will meet next week with the consultant to resolve said issues in order to produce a final plan / document as well as a plan for how to move forward. Ms. Gourley indicated that at the next BTAC meeting there should be a decision on how everything will move forward.
- **Route Request Policy:** Ms. Gourley introduced the topic of implementing a route request policy. Ms. Gourley indicated that a structure and process should be developed whereby staff and the BTAC can entertain requests from the public for changes to and / or additional stops / routes. Ms. Gourley noted that staff recently received a call concerning a change in route. There are implications to making such changes, such as changing printed materials, funding, and Title VI, if the change could affect a Title VI population. Moving forward, discussions and decisions need to be had and made concerning how to address these requests and have a structured framework for responses. If it would be a new route there would be planning implications where a feasibility study would have to be conducted – looking at reasonability of the change and availability of funding. Ms. Gourley indicated that the BTAC should be the group to screen the requests and be responsive to the public. CSPDC staff will do some preliminary research to see what policies are in place at other transit agencies, and bring the information back to the BTAC at the next meeting



112 MacTanly Place
Staunton, VA 24401

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

for further discussion. Ms. Riedesel added that some requests come from local elected officials as well, so it will be beneficial to have a process in place so everyone gets fair and equal treatment.

Ms. Markowitz moved, seconded by Mr. Juday, to have CSPDC staff research the topic of route request policies and present information and potential policies at the next meeting. Motion carried unanimously.

- BRITE Driver Award: Ms. Newbrough announced that recently a BRITE driver participated in the 2017 Virginia State Transit ROADEO alongside of many other drivers from all over the state. Mr. Phil Thompson announced that said BRITE driver, Mr. Kevin Anstine, came in first place in the written knowledge exam.
- BRITE Patches: Ms. Bonnie Riedesel announced that BRITE patches have been created and delivered for drivers' uniforms. An example of the patch was shared with committee members.

Adjournment

There being no further business to come before the BTAC, the meeting was adjourned at 3:05 PM.

The next meeting will be held Wednesday, July 12, 2017 at 2:30 PM at the CSPDC office.

****The July meeting was cancelled; the next scheduled meeting is September 13, 2017.***



112 MacTanly Place
Staunton, VA 24401

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

**BRITE Transit Advisory Committee Meeting Summary
September 13, 2017, 2:30 p.m.**

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

	Name	Organization
	Steve Rosenberg	City of Staunton
✓	Jennifer Whetzel	County of Augusta
✓	Luke Juday	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
	Wayne Martin / Cynthia Page	Blue Ridge Community College
✓	Stephen Ferguson	CATS Board
✓	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
✓	Sunny Yang, City of Waynesboro	

Call to Order

Due to the absence of the Chair and Vice Chair, Ms. Terry Rodgers volunteered to conduct the meeting. The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:30 PM by Ms. Rodgers.

Public Comment

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

Approve Minutes

Ms. Rodgers presented the minutes from the May 10, 2017 BTAC meeting.



112 MacTanly Place
Staunton, VA 24401

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

Mr. Russ Neyman moved, seconded by Ms. Jennifer Whetzel, to approve the minutes of the May 10, 2017 meeting, as presented. Motion carried unanimously.

Business

Ribbon Cutting Slideshow: Ms. Thompson started the meeting by presenting some of the photos taken during the BRITE Transit Facility Ribbon Cutting Event that took place July 27, 2017.

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

- **General Service Update:** Ms. Newbrough indicated that new buses are running smoothly, and riders are enjoying them; delivery of the last BRITE bus (BRCC Shuttle Bus) is slated for the end of September due to production. Service is continuing as normal.
- **Facility Update:** Ownership of the transit facility was transferred to the CSPDC at the end of June, and VRT and CSPDC staff have been working together to continue this transition. Ms. Newbrough indicated that she and Ms. Thompson would be completing the second monthly facility inspection this month.
- **Web Presence and Social Media:** Ms. Newbrough also indicated that riders were enjoying the BRITE webpage and new social media presence, and that it proves to be an effective method of communication.
- **On/Off Study:** VRT staff will be conducting an on/off study on all BRITE routes for a week during September.

Discussion ensued on whether ridership numbers have been impacted by certain actions, such as the new bus fleet and previous changes to the schedules. Ridership was further discussed, and Ms. Newbrough indicated a few trends of ridership data among some of the routes that have been altered, such as increases in the Staunton North & West Loops, Waynesboro Circulator, and Stuarts Draft Link. Discussion then followed regarding visibility of the new buses and the new signage as well. Ms. Newbrough indicated that more people are noticing the new buses and that all new signage installation has been completed. Ms. Newbrough also indicated that more signage is present in the urban areas versus the rural areas, and that flag-down service is still being operated in those rural areas; if flag-down service were removed, stops and signs would have to be placed every 200-300 feet, and in corridors like Route 250 there would be challenges.

Inter-Regional Transit Plan Update: Ms. Bonnie Riedesel provided a progress update on the Inter-Regional Transit Study. Ms. Riedesel indicated that about 18 months ago, KFH Group was hired to conduct a feasibility study on implementing a regional commuter bus system that would link the Cities of Harrisonburg, Staunton, Waynesboro, and Charlottesville. The three area Metropolitan Planning Organizations (MPOs) – Harrisonburg-Rockingham, Staunton-Augusta-Waynesboro, and Charlottesville-Albemarle – commissioned the study. A Stakeholder Group, that consisted of representatives from the



112 MacTanly Place
Staunton, VA 24401

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

three participating MPOs, University of Virginia, James Madison University, area transit providers, and Virginia Department of Rail and Public Transportation (DRPT), met regularly throughout the process and provided guidance and input to the consultants. An online survey was conducted to collect data from residents and their need for this type of service, and Ms. Riedesel outlined some of the relevant statistics. Ms. Riedesel indicated that the study is complete, and such a service is feasible. Funding partners are currently being identified and work is being done to move forward with implementation.

Ms. Riedesel indicated that the consultants developed a service concept of the route, stops, service times, and fares:

- It would be a service that would run Monday through Friday.
- The first bus would depart before 6:00AM and the last bus would arrive around 9:00PM – the earliest run would cater to those with early working shifts, another run would cater to regular work schedules, and there would be a mid-day run as well.
- The service was designed to provide connections with Greyhound and Amtrak.
- Estimated fares would range among \$3-\$5, depending on length of ride.
- The fleet for this service would be made up of three 28-passenger buses with one spare bus.
- Yearly operating costs would be approximately \$500,000 per year.
 - The system could be eligible to receive federal and state funds, with local match to cover remaining balance.
 - If at least ten funding partners were identified (major institutions and localities within the corridor), each local contribution about \$14,000-15,000.
 - If local match can't be raised, grant applications cannot be submitted.

Ms. Riedesel also discussed some elements of the service that need to be finalized:

- Outreach to the major institutions and localities within the corridor is taking place to gauge interest and commitment for local match. Application deadlines for the federal and state funds is February 1st, and commitments would need to be in place by then. Proposed start date would be January 2019 if funded and local match contributed.
- In order to receive a certain funding stream, a stop must be identified in a rural area. Ms. Riedesel indicated that Weyers Cave has been identified, but there is not a designated Park & Ride lot. Blue Ridge Community College (BRCC) could be a potential stop since it is close to the Interstate and may have parking capacity.
- If funding were awarded, discussions would need to take place with DRPT concerning whether this service could be added to an existing contract, or if a new contract would have to be drafted and how to determine the contracted provider of the service.

Inquiries were made concerning other potential stops within the corridor, like Piedmont Virginia Community College (PVCC) and Northridge Medical Center. Ms. Riedesel indicated that adding stops could



112 MacTanly Place
Staunton, VA 24401

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

negatively impact the schedule that needs to make connections with other transportation modes, and the targeted audience is primarily commuters.

In the coming weeks, presentations will be made to all three MPOs. Ms. Riedesel reiterated that discussions are taking place with the localities and stakeholders' organizations to gauge interest and commitment.

Additionally, Ms. Riedesel announced that the State put out a bid for inter-city bus service that would travel between Blacksburg and Washington, D.C. Stops would be sited throughout the Interstate 81 corridor, with service twice a day – one northbound and one southbound. The State received three bids and are currently in negotiations. Announcement of the service and provider are expected within the next few weeks, and service is expected to begin in December.

Website Development / Procurement Update: Ms. Thompson indicated that previous discussions on website development focused on best practices for transit websites and desired functionalities that the BTAC wished to see in the new BRITE website. The Proposal Analysis Group (PAG), which consisted of Ms. Thompson, Ms. Nancy Gourley, and Ms. Elizabeth Wilson (BRCC Web Development Student), crafted a Request for Proposals (RFP) for web design services. Ms. Thompson outlined some of the information included in the RFP, such as background information, scoring criterion, scope of work, required contract clauses, and proposal submission and evaluation.

After being released in early August, the proposals were due August 25, 2017. Twenty proposals were received. The PAG has scored the proposals and interviews have been scheduled in October with the three short-listed firms. During those interviews, the proposers will present information from the proposals as well as additional information, followed by a question and answer session. After the interviews, the PAG will reconvene and re-evaluate the shortlisted firms. A vendor will then be selected, and contract negotiations will take place. Ms. Thompson indicated that the BTAC will be kept updated on the process of the project status as it continues to move forward. The website will be complete and live by July 2018.

Ms. Riedesel stated that currently the BRITE bus website is a page on the CSPDC website, and can be reached either through the CSPDC website or by going to www.britebus.org. The CSPDC has been hosting this webpage until the stand-alone website is completed.

ITS Study Update: Ms. Thompson indicated that BRITE is currently conducting an Intelligent Transportation System (ITS) study, led by Kimley Horn and Associates. CSPDC and VRT staff participated in both a kick-off phone call, August 24th, and an on-site visit/workshop, September 7th, with the study team. Ms. Thompson outlined the components of an ITS study:

- Evaluate driver and rider experiences and interactions, specifically tasks related to data collection;



112 MacTanly Place
Staunton, VA 24401

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

- Observe data consolidation and completion, as well as ADA reservation procedures;
- Define and assess application areas to organize needs and solutions (scheduling, vehicle tracking, fare collection, safety and security, traveler information, passenger counting, business intelligence, and maintenance);
- Summarize ITS of peer agencies (Bay Transit, Winchester, Fredericksburg, Harrisonburg, and Charlottesville);
- Perform a needs assessment; and
- Create a six-year plan that includes prioritization of projects and cost estimates.

Ms. Thompson indicated that at the September 7th workshop, Kimley Horn, CSPDC, and VRT staff reviewed gathered data, and application areas were reviewed and discussed in detail. Ms. Newbrough also stated that to expand the data gathered, a short survey to gauge riders' comfort with technology would continue through the week, and this survey information has been posted on the buses, website, and social media. Next steps for Kimley Horn include creating a draft report/plan for review by mid-October. Once finalized, the consultants will give a presentation to the BTAC at their November meeting.

Route / BRITE Stop Request Discussion: Ms. Thompson and Ms. Newbrough gave an overview of the draft protocol being established for bus stop and route requests. Ms. Newbrough indicated that many requests are received, and there are many aspects/impacts to implementing such changes. Ms. Gourley created a chart (see attached) outlining four different scenarios of adding stops/routes to the BRITE system, and what steps are involved in implementing those requests. Those scenarios included:

- Add Stop on Existing Route
- Add Stop that Impacts an Existing Route
- Add Additional Days/Hours to Existing Route
- Add a New Route

Ms. Thompson outlined the corresponding information and steps needed to implement each of the scenarios listed above. Such information included checking timing and safety impacts; BTAC discussion/direction; signage implementation, including GPS'ing the stop and creating and installing the sign; altering printed and web materials; conducting public meetings; operator trainings; assessment of financial impacts; grant applications; amendment of the existing service contract; and communication of changes. The timelines for applying said changes range from 4 months to 18-24 months.

Ms. Newbrough indicated that on/off studies, which will be conducted later this month, show stop usage and thus play a critical role in identifying potential changes, like those discussed. Ms. Newbrough also stated that the on/off study counts are done manually, which ties back into the aforementioned ITS Study being conducted – with certain technology in place this could all be completed automatically.



112 MacTanly Place
Staunton, VA 24401

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

Ms. Thompson inquired if the committee had any additional input, comments, or edits to what was presented. Ms. Newbrough added that having these procedures in place will allow the BTAC to review the requests received throughout the year. With standardized protocols in place, inquiries and justifications for changes will be easier to answer. An inquiry was made as to whether there are any outstanding requests currently, to which the answer was yes.

Other Business: Ms. Rodgers inquired as to whether any members had any announcements or other business to discuss.

- **Brochure Printing Quotes Received:** Ms. Thompson indicated that printing costs have exceeded that of a micro-purchase, so quotes were solicited for printing the BRITE schedule brochures; Good Printers was selected. In addition to printing existing brochures, the new all routes brochure will be printed as well. Ms. Thompson indicated that once printing is completed she will coordinate deliveries with partners.
- **Waynesboro Library Random Act of Kindness – September 15, 2017:** Ms. Thompson announced that the Waynesboro Public Library and BRITE have partnered together to participate in a random act of kindness day. Free rides will be provided on the Waynesboro Circulator between the hours of 6:30AM and 10:30AM, Friday, September 15th. To keep the event “random” postings online and on the buses will occur the day of.
- **Try Transit Week – September 18-22, 2017:** Ms. Thompson announced that Virginia’s Try Transit Week was going to be the week of September 18-22. As in the past, BRITE will participate by providing free rides on all routes on Wednesday, September 20th. Ms. Thompson indicated that advertising for this event will be through social media and online postings as well as posters on the buses. A press release was also developed and sent out to media channels.
- **Inclement Weather Notification Plan:** Ms. Newbrough reiterated that the Inclement Weather Notification Plan had been sent out to members of the BTAC. Ms. Newbrough asked that if any information needs to be updated, please do so. Should there be inclement weather, email notification is sent, as well as TV, radio, and social media postings and a message on the customer service phone number.
- **Mobility Management Meeting Kickoff:** Ms. Riedesel indicated that the CSPDC’s Mobility Management Program would be hosting a kick-off meeting in the coming weeks. Ms. Thompson announced that this meeting would give an overview of the program and solicit feedback from the area’s human service organizations, and is scheduled for October 3, 2017 at the CSPDC office. This meeting will take place prior to the DRPT Coordinated Human Service Mobility Grantee Meeting since there would be overlap in attendees.
- **BRITE Bus Advertising:** Ms. Julie Markowitz presented BTAC members with a draft brochure for the bus advertisement program. SDDA and CSPDC have a program in place for buying and placing advertisements on the BRITE buses and trolley – buses have perforated vinyl signs on the windows and the trolley has a vinyl sign on the body of the vehicle. Ms. Riedesel indicated that the



112 MacTanly Place
Staunton, VA 24401

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

advertising money goes back into transit, minus the administrative money that goes to SDDA; advertisements are regulated and subject to federal regulations.

Adjournment

There being no further business to come before the BTAC, the meeting was adjourned at 3:35 PM. The next meeting will be held Wednesday, November 8, 2017 at 2:30 PM at the CSPDC office.

Add stop on existing route	Add stop that impacts an existing route	Add additional days/hours to existing route	Add a new route
Check schedule timing impacts	Check schedule timing impacts	Budget Issue - Funding	Requires feasibility study and plan (funding)
Safety check	Safety check path and stop		Preliminary safety check route and stop
BTAC discussion/direction	BTAC discussion/direction	BTAC discussion/direction	BTAC discussion/direction
Add signage	Add signage		Identify funding source and local match
GPS stop	GPS stop		Conduct public meeting(s) on proposed service, and make adjustments as necessary
Add to map	Revise map		Apply for grant(s) based on cycle
Add to printed material	Revise printed material	Revise printed material	Amend contract if necessary
	Assess impacts on current riders		Provide lead time to contractor to purchase rolling stock
	Conduct public meeting		Contractor hires and trains drivers
	Operator Training	Operator Training	Final safety checks on stops
	Financial Impact / Funding Partner		GPS all stops
		Contractual Implications	Install signage / shelters
		Grant application	Add route to maps
			Create printed materials
Press release - social media	Press release - social media	Press release - social media	Press release - social media
Lead time - 4 months	Lead time - 6 to 8 months	Lead time - budget dependent	Lead time - 18 to 24 months



112 MacTanly Place
Staunton, VA 24401

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

**BRITE Transit Advisory Committee Meeting Summary
November 8, 2017, 2:30 p.m.**

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

	Name	Organization
	Steve Rosenberg	City of Staunton
	Jennifer Whetzel	County of Augusta
	Luke Juday	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
	Stephen Ferguson	CATS Board
✓	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

Call to Order

Due to the absence of the Chair and Vice Chair, Ms. Nancy Gourley conducted the meeting. The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:35 PM by Ms. Gourley. Introductions were then made.

Public Comment

Ms. Gourley opened the floor for public comment. There were no public comments.

Approve Minutes

Ms. Gourley presented the minutes from the September 13, 2017 BTAC meeting.



112 MacTanly Place
Staunton, VA 24401

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

Ms. Terry Rodgers moved, seconded by Mr. Russ Neyman, to approve the minutes of the September 13, 2017 meeting, as presented. Motion carried unanimously.

Business

Intelligent Transportation Systems (ITS) Presentation: Ms. Gourley introduced Mr. Tyler Beduhn and Mr. Mike Harris of Kimley-Horn and Associates. Kimley-Horn and Associates led the development of the Intelligent Transportation Systems (ITS) study conducted for BRITE. The study is in the final stages, and today's presentation covered the proposed six-year plan for technology use by BRITE.

Mr. Beduhn presented on the process and outcome of the study (see presentation slides attached). The presentation covered:

- ITS definition & BRITE's current systems
- The study scope, methodology & assessment
- Application areas – vehicle tracking & dispatch; business intelligence; traveler information; fare collection; scheduling; safety & security; passenger counting; and maintenance
- User needs
- Proposed projects (eight projects implemented over six years) – General Transit Feed Specification (GTFS) data feed and integration with Google Transit; Mobile data collection; Next Generation paratransit and deviated fixed-route scheduling software; Real-time data feed for third-party applications; Next Bus arrival text message service; Traveler information displays at major activity centers; Advanced Driver-Assistance System; and Mobile ticketing
- Six-year program (FY 2019-2024), schedule & pricing
- Staffing requirements

Mr. Beduhn and Mr. Davis allowed for questions and comments during the presentation. Ms. Terry Rodgers inquired about the mobile ticketing project and how Department of Social Services would be able to buy their clients tickets through this system – currently, the agency buys tokens for clientele. Potential solutions presented included using tokens in addition to mobile ticketing, developing business partnership agreements with willing participants, or developing a "BRITE gift card" to purchase. Ms. Ann Cundy also asked for further clarification on the timeline presented for the six-year program projects. Mr. Beduhn clarified that the sequencing of projects was based on financial responsibility, but if more funding were to be available in a given year project order could be accelerated. Mr. Beduhn also indicated that some of the projects lend themselves to joint procurements since vendors have capability to provide multiple types of technologies. If procurements aren't done jointly, they should at least be coordinated and additional functionalities spelled out in scope of work so all technologies are compatible with one another. Additionally, Ms. Gourley suggested that under the capital cost information, financial responsibility of BRITE and the contractor be separated.



112 MacTanly Place
Staunton, VA 24401

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

Election of New Chair: Ms. Gourley deferred election of the BTAC Chair for the January meeting due to absence of a quorum.

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

- Bus Stop Requests Update: Ms. Newbrough reminded the committee of the last conversation regarding bus stop requests and the newly established protocol for evaluating those requests. Two bus stop requests have been received, Augusta County Library and Staunton Parole & Probation. Ms. Newbrough reviewed background and contextual information and data compiled by VRT regarding the two stops, like safety and timing information (see presentation slides attached).

Augusta County Library: The Augusta County Library is currently served by the 250 Connector, but the stop is not signed. Ms. Newbrough outlined various information on the stop location, and reviewed safety concerns for this stop, which included the dangers of westbound (Staunton bound) passengers crossing Route 250 at an intersection with no pedestrian amenities. A safe alternative was presented to the BTAC – creating a call stop for the westbound route at the library in the side parking lot. The eastbound (Waynesboro bound) stop would be located on Route 250. To avoid passengers crossing Route 250 for the westbound stop, the westbound bus would execute a left turn into the library entrance, turn around within the side overflow parking lot, and execute a left turn back on to Route 250 if a passenger would call to request a pick-up there. New signage would be placed for eastbound and westbound stops, and the westbound sign would indicate that rider needs to call for pick-up and specify as well as specifying direction based on city direction (Staunton bound).

Subsequent discussion focused on meeting with VDOT about future solutions for this intersection and current lack of signing the stop due to safety concerns. Ms. Newbrough and Ms. Gourley noted that a future meeting with VDOT is needed to discuss the safety challenges of the entire Route 250 corridor.

District 12 Staunton Parole and Probation Office: The Staunton Parole and Probation Office on Commerce Road in Staunton is currently not served by any routes – the two closest routes to the stop are the BRCC Shuttle South and the Staunton North Loop. Ms. Newbrough outlined various information on the stop location. Safety challenges and other concerns for this stop were also reviewed:

- Significant timing effect it would have on either route, individually (approximately 10 additional minutes to modify either route) as well as other current route schedules that connect with either route;
- Lack of pedestrian amenities in the vicinity of the stop location;



112 MacTanly Place
Staunton, VA 24401

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

- Dangerous and busy intersection at the entrance of the office;
- Office parking lot not conducive for turning around a bus;

A potential solution for this request was proposed – provide service to the office through the use of a demand response bus. The stop is not currently served by a fixed route, so riders can request on demand service to access this location. It was also indicated that the closest stop on the Staunton North Loop is within ¼ mile walk to the parole office.

Discussion ensued regarding the reason behind the request, the planning logistics behind enacting a significant change, the number of passengers to be served by the stop, and the availability of matching funds to contribute to BRITE. There was consensus to present the proposed solutions to officials at the parole office.

- Summary of On/Off Count Study: VRT completed an on/off count study during the week of September 25-30, 2017 on all BRITE routes. Ms. Newbrough indicated that 6,085 passengers were recorded – which totaled 12,170 passengers counted getting on and off – at over 200 stop locations were counted, with signed and unsigned (flag-down) stops being tallied. Ms. Newbrough provided BTAC members with the on/off count data in chart form, including number of passengers utilizing the stop and whether any amenities, bus stop signs, benches, or shelters, were present, and reviewed the information gleaned from the study. Mr. Neyman inquired about the number of flag-down stops, and Ms. Newbrough indicated that the rural area routes have a higher number of flag-down stop than small urban area routes. Presenting all of the listed information together indicated where high and low demand service areas are located, and this information can help direct future improvements. Ms. Gourley indicated that there is money available to purchase shelters or benches, and will schedule a meeting with Staunton, Augusta County, and Waynesboro staff to work on determining potential locations for added amenities.

Discussion ensued regarding ridership numbers on the Staunton Saturday Night Trolley. It was agreed to conduct a month-long on/off count study for this route – the one night data obtained from September could have been effected by outside circumstances like weather. Various solutions could make the route more effective, and those will be further investigated with additional ridership data.

Inter-Regional Transit Plan Update/Inter-City Bus Update: Ms. Gourley provided a progress update on the State's inter-city bus service, the Virginia Breeze. Bus service will be provided between Blacksburg and Washington, D.C., with stops in Christiansburg, Lexington, Staunton, Harrisonburg, Front Royal, Dulles Airport, and Arlington. Ms. Gourley indicated that service will be administered by the Virginia Department of Rail and Public Transportation (DRPT) and run by a private operator, Dillon, affiliated with Megabus. Service will begin at the start of December and consist of one northbound bus and one southbound bus



112 MacTanly Place
Staunton, VA 24401

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

running once per day, with the Staunton stop located at Martin's. The specific schedule has not been released, but the northbound bus will come through Staunton in the morning and the southbound bus will come through in the afternoon. The bus will be a motorcoach with amenities and luggage accommodation. Fares will be distance-based and tickets will be sold online on Megabus's website. BRITE staff will assist in promoting the service, and link to the Virginia Breeze website from the BRITE website; Ms. Gourley indicated that staff will also share information with the BTAC as it is received.

Additionally, Ms. Gourley provided an update on the Inter-Regional Transit Study/Plan. Ms. Gourley indicated that work is focused on soliciting funding partners and assessing potential funding streams and grant funding to start and maintain service. Ms. Gourley reiterated that staff will keep the BTAC informed on any new progress.

Website Development / Procurement Update: Ms. Thompson reminded the committee that Request for Proposals (RFP) for Web Design Services were solicited in August and twenty proposals were received. Proposals were scored by the Proposals Analysis Group (PAG), and interviews were scheduled and held with three shortlisted firms in October. After the interviews were conducted, the shortlisted firms were reevaluated and rescored. Ms. Thompson indicated that Estland Design was awarded the project. Estland Design is a full-service marketing firm in Harrisonburg, Virginia that specializes in web design and development. All proposing firms were notified of the decision in late October, and notice to proceed has been issued and an agreement has been executed with Estland Design.

Ms. Thompson stated that the Kick-Off Meeting with Estland Design was held earlier that morning with staff from Estland, CSPDC, and VRT, with discussion focused on the draft site map, project management software, and photoshoot details and timeline. Ms. Thompson also outlined next steps for the project, which included conducting a Content Interview Meeting with BRITE staff and BTAC members at the BRITE Transit Facility. These content interviews will help the consultant gain a deeper understanding of BRITE's services and brand, and gain the needed information to write meaningful content for the new website. Ms. Thompson indicated that the Content Interview Meeting would coincide with the January BTAC meeting, and Ms. Thompson will send an email out to the group to find a date and time conducive with everyone's schedule.

Other Business: Ms. Gourley inquired as to whether any members had any announcements or other business to discuss.

Adjournment

There being no further business to come before the BTAC, the meeting was adjourned at 3:55 PM.

A Doodle Poll will be sent to BTAC members in the coming weeks to assess January availability.



ITS Study and 6-Year Plan

BRITE Transit Advisory Committee Meeting
November 8, 2017

What is ITS?

ITS = Intelligent Transportation Systems

- ▶ Technologies to enhance service delivery and customer experience

BRITE's Current Systems

- ▶ Demand response scheduling software
- ▶ Radio communication
- ▶ On-board and facility camera systems

Study Scope

1. Data Collection and Observation
2. Study Report 6-Year Plan
3. Presentation to BTAC

Purpose

Explore ITS that may improve the **reliability of data**, foster **efficiency in service delivery**, and enhance the **transit experience for customers**. The outcome of the study was a 6-year plan and program for implementing technology solutions appropriate for BRITE.

Application Areas



Vehicle Tracking and Dispatch



Traveler Information



Scheduling



Passenger Counting



Business Intelligence



Fare Collection



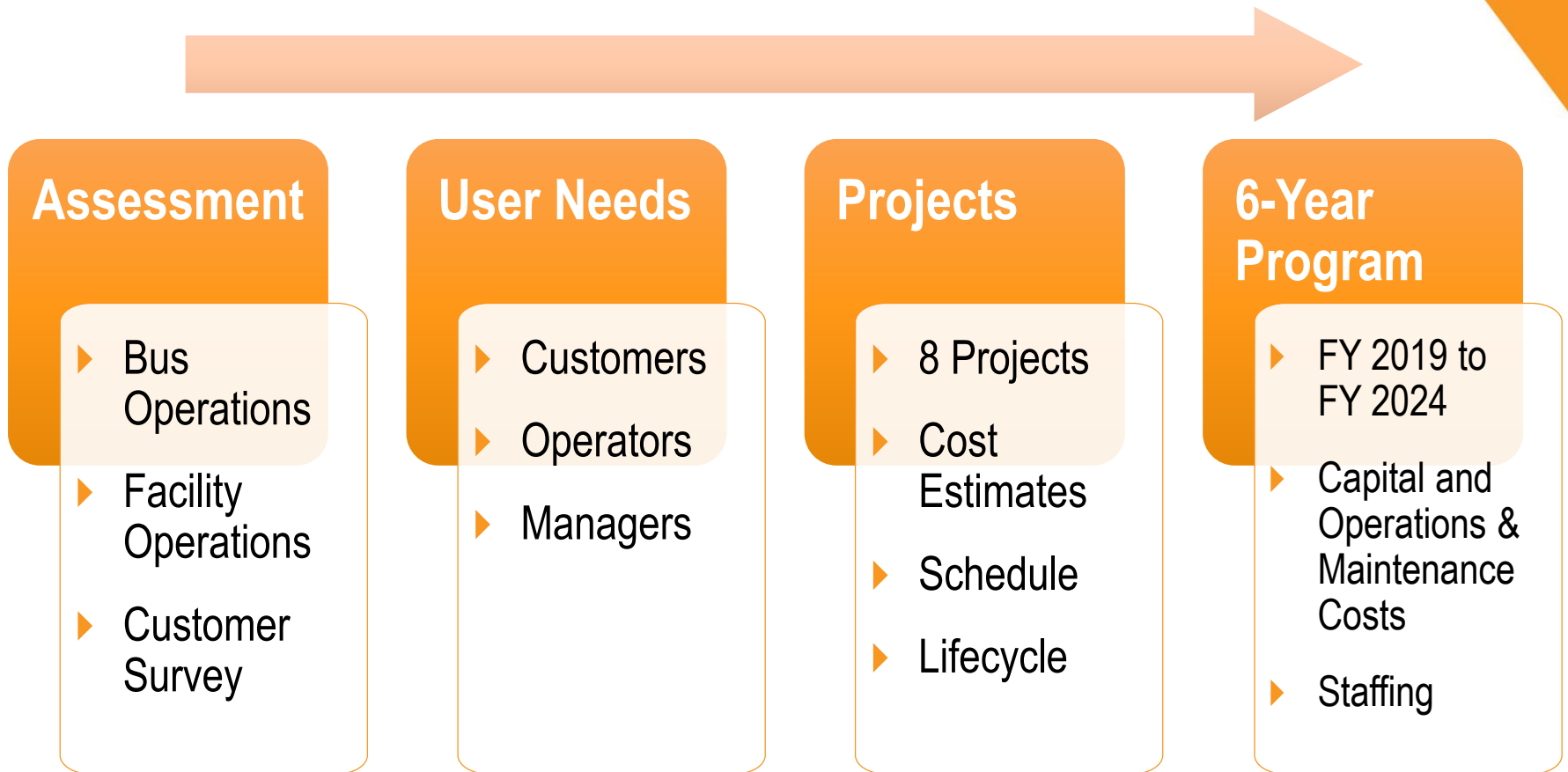
Safety and Security



Maintenance

Methodology

5



Assessment *Observations*

Bus Observations

- ▶ Spotty communication with dispatch
- ▶ Difficult to enforce or verify fares
- ▶ Route deviations can cause delays = stressed operators and customers

Facility Observations

- ▶ Manual scheduling
- ▶ A lot of paperwork
- ▶ Sound methods, but time consuming



Image Source: CSPDC

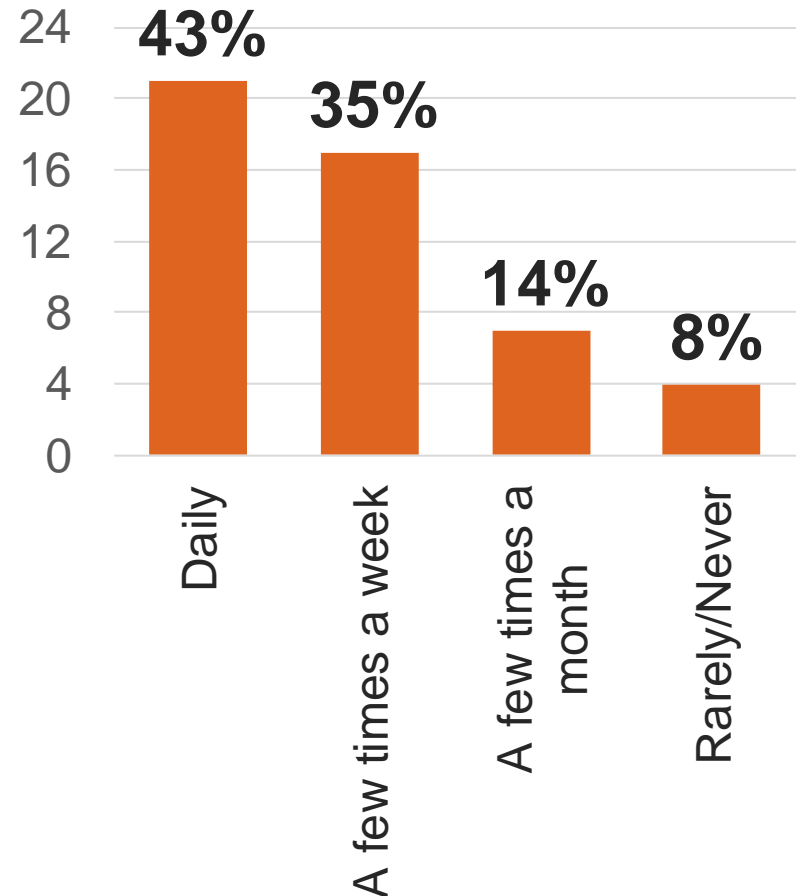
Assessment

Customer Survey

- ▶ Respondents from 6 routes and demand response
 - ▶ **25** in-person
 - ▶ **24** online
- ▶ Regular riders
 - ▶ **78%** use the service at least weekly
 - ▶ **76%** use the same route
- ▶ Common trip purposes
 - ▶ Work – **33%**
 - ▶ Shopping – **24%**
 - ▶ College/University – **20%**



How often do you ride the bus?

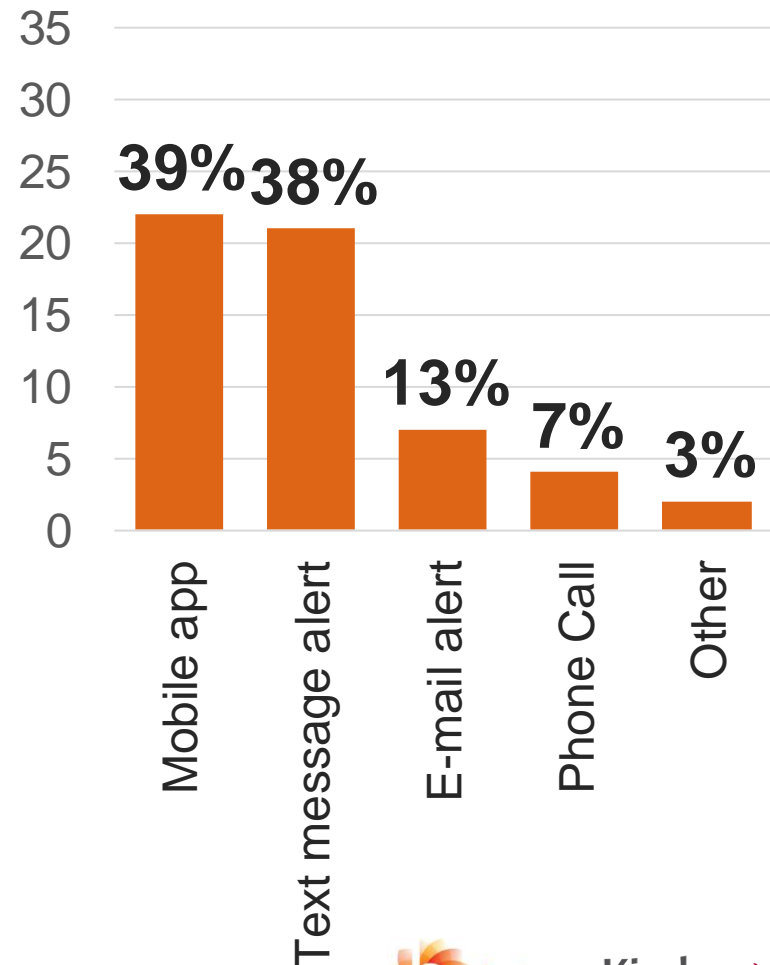


Assessment *Customer Survey*

- ▶ Evaluated desire for real-time information or other technology
- ▶ **76%** desire real-time information
- ▶ Those that do not need information stated the service was reliable



How would you like to receive information about your bus?



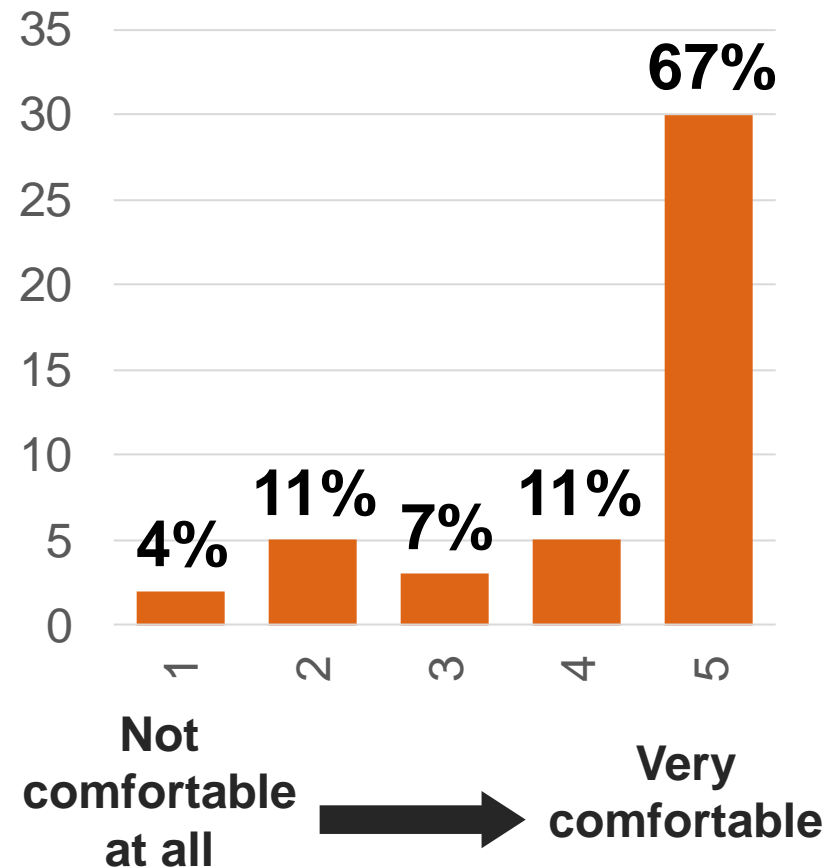
Assessment

Customer Survey

- ▶ **78%** own a smartphone
 - ▶ **88%** on BRCC Shuttles
 - ▶ **79%** on 250 Connector
 - ▶ **70%** on Waynesboro Circulator



How comfortable are you with using technology to receive information?



User Needs – *Highlights*

- ▶ **Customers** ▶ Effective information for a range of rider demographics
- ▶ **Operators** ▶ Reliable communication with dispatch
▶ Information on service impacts from traffic
▶ Reduced burden of cash collection
- ▶ **Managers** ▶ Transition from manual methods to more technology-assisted methods
▶ Ability to track bus location

Projects

- ▶ 8 projects over 6 years (FY 2019 – FY 2024) to meet user needs

Requires upfront **capital costs**, on-going **operations and maintenance (O&M) costs**, **lifecycle replacement** when systems reach the end of their useful life, and **additional staff skills and responsibilities** for the contractor and the CSPDC.

P-1: GTFS Data Feed and Integration with Google Transit

- ▶ Develop General Transit Feed Specification (GTFS) data feed for schedule – included in website upgrade
- ▶ Publish on BRITE's website
- ▶ Establish partnership with Google

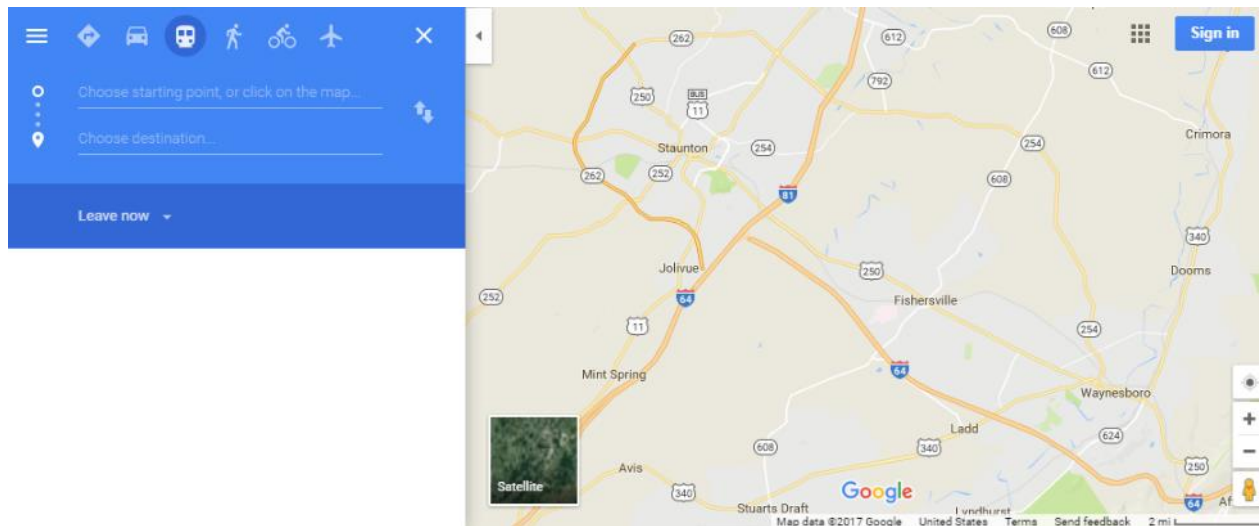


Image Source: Google

P-2: Mobile Data Collection System

- ▶ GPS and cellular-enabled mobile devices on buses
- ▶ Bus location tracking
- ▶ Bus operator counts passengers, enters mileage, tracks fuel
- ▶ Demand response trip manifest
- ▶ On-time performance feedback
- ▶ Data reporting



Image Source: Kimley-Horn

P-3: Next Generation Paratransit and Deviated Fixed-Route Scheduling Software

- ▶ New scheduling software with greater intelligence
- ▶ Optimized or manual scheduling
- ▶ Integrated with mobile data collection system
- ▶ VRT committed to implement in 2018

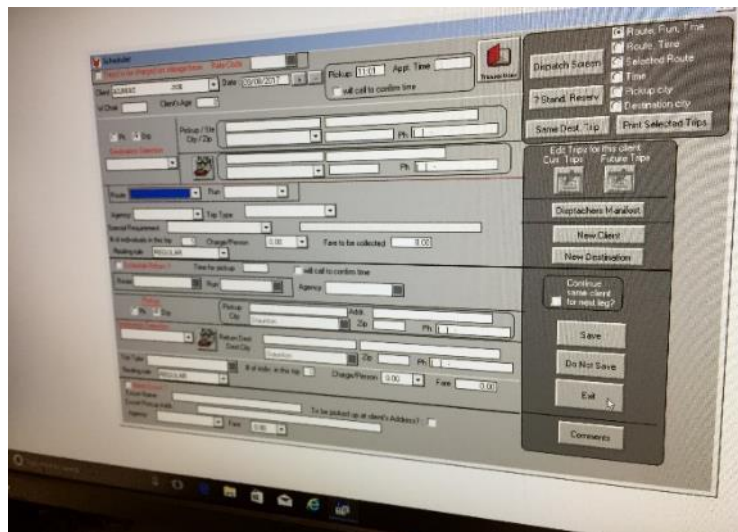


Image Source: Kimley-Horn



P-4: Real-Time Data Feed for Third-Party Applications

- ▶ Generate GTFS Realtime feed
- ▶ Bus arrival times and other service alerts
- ▶ Data feed consumed by free and publicly available mobile apps
- ▶ Reduced capital costs associated with app development and maintenance



Image Source: Transit App

P-5: Next Bus Arrival Text Message Service

- ▶ Customer texts stop ID and receives text back with next bus arrival times
- ▶ Additional sign panels at bus stops
- ▶ Customers can subscribe to service alerts



Image Source: Kimley-Horn

P-6: Traveler Information Displays at Major Activity Centers

- ▶ Indoor digital signage displays at major activity centers
 - ▶ BRCC
 - ▶ Augusta Health
 - ▶ WWRC
- ▶ Customized information
 - ▶ Bus arrivals
 - ▶ Service alerts
 - ▶ Traffic conditions
 - ▶ Weather
 - ▶ Organization announcements
 - ▶ Advertising



Image Source: Arlington County Commuter Services

P-7: Advanced Driver-Assistance System

- ▶ Sensors that monitor the road and alerts bus operator of potential hazards
- ▶ Visual and audible alerts
- ▶ Feedback for:
 - ▶ Forward collision warning
 - ▶ Lane departure warning
 - ▶ Pedestrian and cyclist detection
 - ▶ Blind spot detection
- ▶ Responsibility of service contractor



Image Source: Mobileye

P-8: Mobile Ticketing

- ▶ Customers purchase bus pass on smartphone (day or month)
- ▶ Customer activates ticket and shows bus operator when boarding
- ▶ Ticket animations or countdown to easily identify valid passes
- ▶ Opportunities for expanding for unbanked or underbanked customers in future
- ▶ Reduced reliance on cash collection



Image Source: Virginia Railway Express

6-Year Program

20

Project		6-Year Schedule					
		FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
P-1	GTFS Data Feed and Integration with Google Transit		O&M →				
P-2	Mobile Data Collection System			O&M →			
P-3	Next Generation Paratransit and Deviated Fixed-Route Scheduling Software			O&M →			
P-4	Real-Time Data Feed for Third-Party Applications				O&M →		
P-5	Next Bus Arrival Text Message Service				O&M →		
P-6	Traveler Information Displays at Major Activity Centers					O&M →	
P-7	Advanced Driver-Assistance System						
P-8	Mobile Ticketing				O&M →		
Capital Cost:		\$37,300	\$235,500	\$89,800	\$45,600	\$16,600	\$97,600
Annual O&M Cost:		\$0	\$0	\$52,700	\$63,200	\$68,500	\$68,500

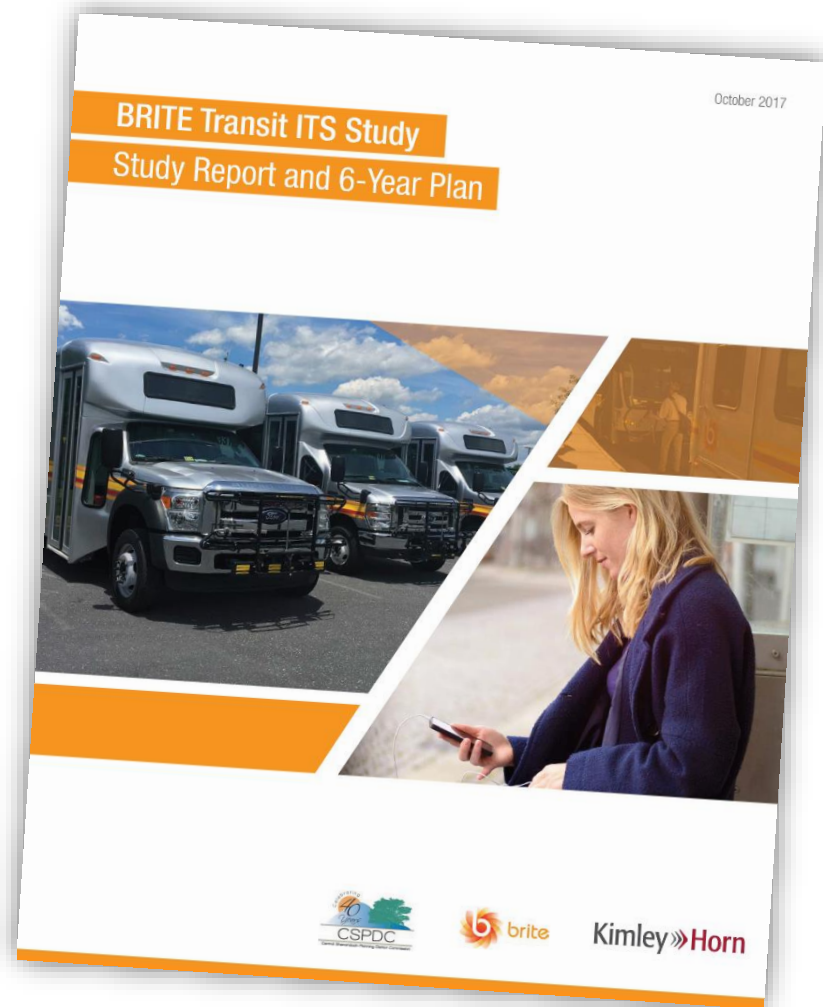
Staffing Requirements

▶ Skillsets

- ▶ Maintenance of on-board equipment
 - ▶ Maintenance of software in coordination with vendor support
 - ▶ Familiarity with GTFS data format
 - ▶ Basic spreadsheet and database skills
 - ▶ Bus operator familiarity with basic mobile device functionality
- ▶ 0.5 – 1.0 FTE or contracted support

Questions

22



Tyler Beduhn, EIT

Kimley-Horn

tyler.beduhn@kimley-horn.com

(703) 674-1386

BRITE Transit Bus Stops



Bus Stop Locations - Augusta County Library (Fishersville)
Parole and Probation District 12 (Staunton)



Augusta County Library (Fishersville)

250 Connector

Passengers Accessing Local Libraries

- Free Services Available - High Speed Internet, Primary Method to Apply for Jobs, Paying Taxes, and Other Necessary Services
- Education and Entertainment - Books, DVDs, Tapes, and Research Resources
- Planned Local Events

BRITE Service to Current Libraries



Staunton Library

- BRCC South
- North Loop



Waynesboro Library

- Waynesboro Circulator



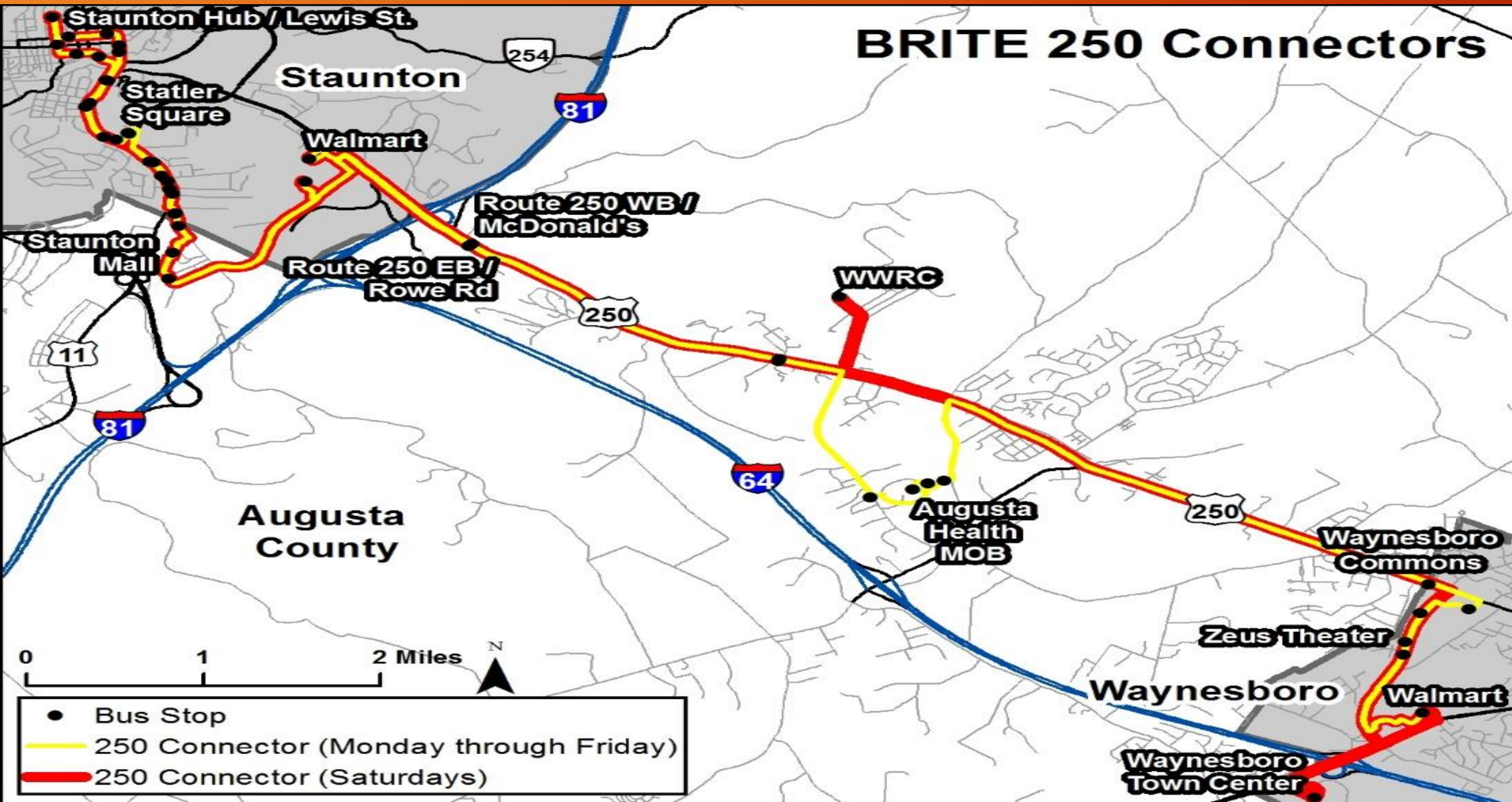
Stuarts Draft Library

- Stuarts Draft Link

Safety



BRITE 250 Connectors



Safe Alternative

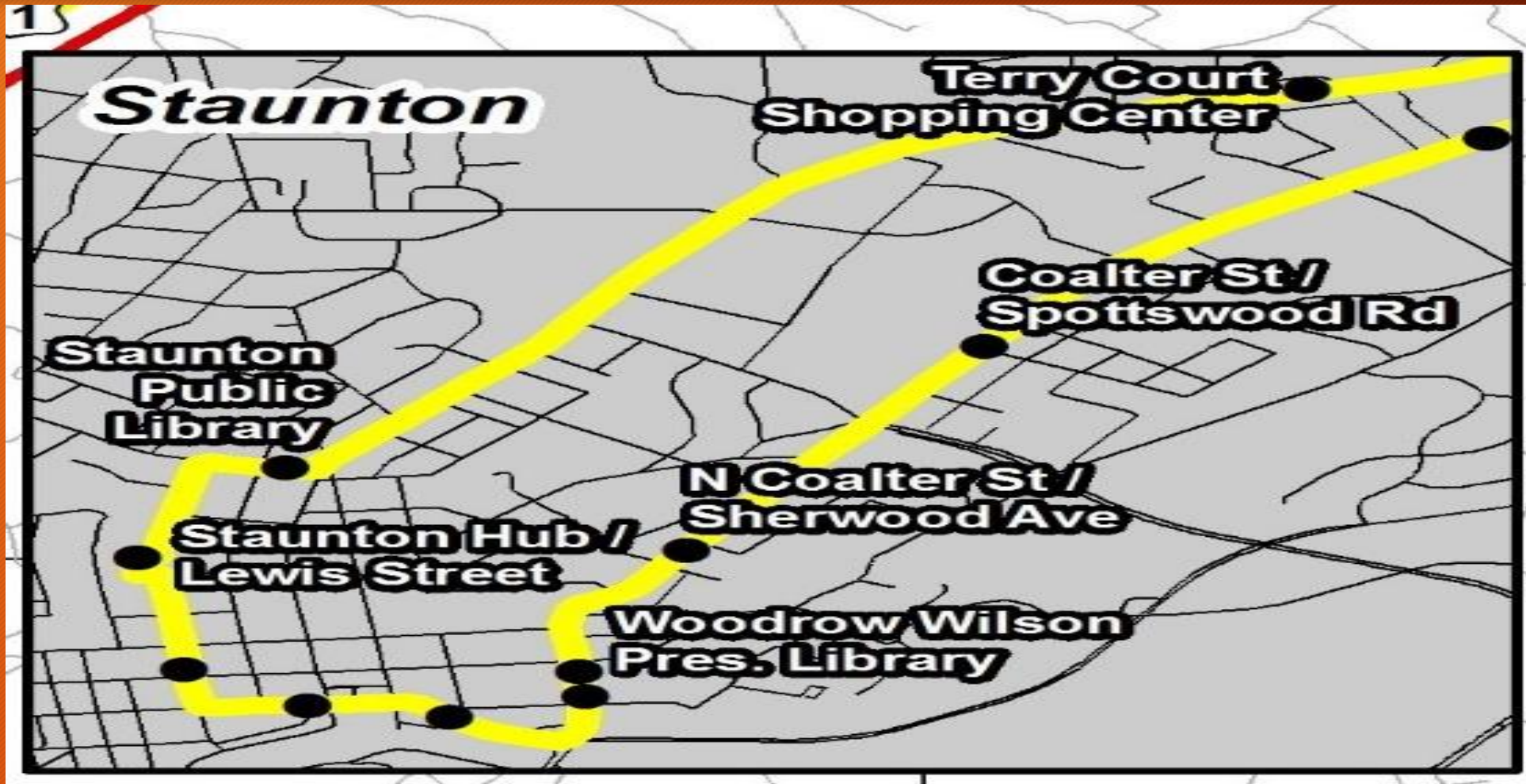




Parole and Probation District 12 (Staunton)

Currently Not Served by BRITE

BRCC South



North Loop



Route Changes?

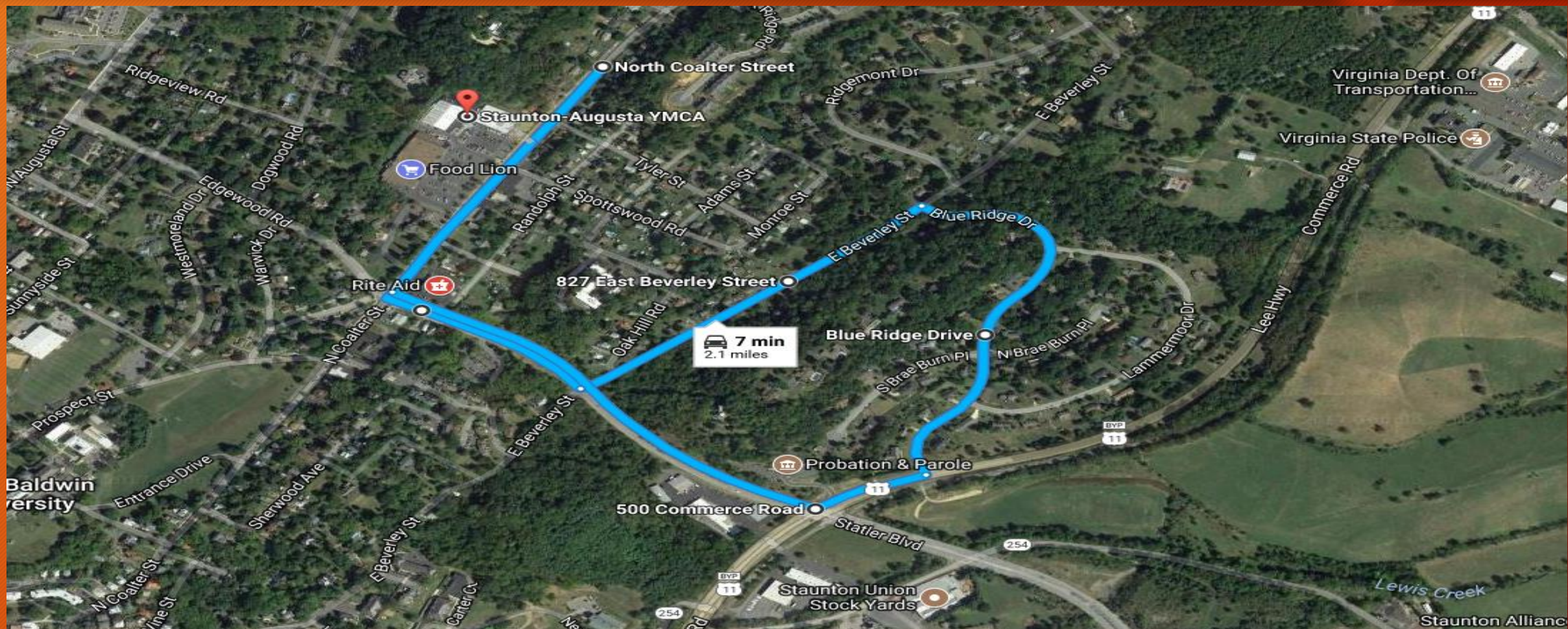
BRCC South

- Extra Time on Route
- Service direction
- Brochure Changes
- Map Changes
- Schedule Changes

North Loop

- Extra Time on the Route
- Brochure Changes
- Map Changes
- Schedule Changes

Additional Time



Safety



BRITE TRANSIT



Passenger On and Off Study

September 25, 2017 - September 30, 2017

Passenger Counts

- 6,085 recorded passengers during study; which equates to 12,170 passengers counted (on/off)
- Over 200 stop locations were counted
- Stop locations included designated timed stops (scheduled arrival/departure), designated stops (BRITE bus stop sign), and flag down stops (no signage on existing route)



BRCC North & South

BRCC SOUTH	Use	Bus Sign	Shelter	Bench
Hub	508			
Central Methodist Church	19			
Johnson & Byers Streets	22			
Greenville & Mill Street	22			
Coalter & Kalorama Streets	17			
Coalter & Beverly Streets	5			
Coalter & Sherwood Streets	18			
Coalter & Spottswood Streets	20			
Lee High School	22			
Across from Eye One	2			
Aug.Co Gov Center/Subway	93			
Rite Aid	63			
Blue Ridge Apts.	2			
Taylor's Grocery	33			
Royal Gas Station	7			
BRCC	476			
Rout 11 & Overlook Street	13			
Augusta Motel	34			
Across Blue Ridge Apartments	3			
Across from Rite Aid	26			
Central Tire	59			
Eye One	8			
Across from Terry Court	12			
King's Daughters	1			
Library	19			

BRCC NORTH	Use	Bus Sign	Shelter	Bench
BRCC	657			
BP/Subway	6			
Showker Hall (JMU)	25			
JMU Transit Center	389			
Port Republic Road	25			
Maryland Avenue	34			
S. High & Sunrise Streets	23			
S. High Across from CVS	16			
S. High (Foodlion)	11			
Walmart (Dayton)	247			
Bridgewater Market	13			
Dinkle & Liberty Streets	14			
Dillon Hall (Bridgewater)	26			
Burger King (Mt. Crawford)	14			
Subway (Weyers Cave)	13			

Stuarts Draft Link & Waynesboro Circulator

STUARTS DRAFT LINK	Use	Bus Sign	Shelter	Bench
Shenandoah Valley Estates	0			
Augusta Farms Apartments	4			
Brittany Knoll Apartments	0			
Highland Hills Apartments	8			
AH Urgent Care	32			
Montague Apartments (CALL)	8			
Broadmoore Plaza	3			
Target Distribution	0			
SD Retirement Community	1			
Walmart (Waynesboro)	66			
AH Physical Therapy	7			
AH Medical Office Building	34			
McDonald's/Sheetz (Rt. 608)	4			
Ivy Ridge Center	2			

WAYNESBORO CIRCULATOR	Use	Bus Sign	Shelter	Bench
Walmart (Waynesboro)	552			
Target	64			
Brandon Ladd Apartments	8			
Arby's	48			
CVS (Broad & Poplar)	6			
Walmart (Neighborhood Market)	42			
Mountain View Apartments	68			
DMV/Foodlion	45			
King & Gum Streets	26			
Gum & James Streets	4			
Beta & Florence Streets	29			
Rosenwald Community Center	9			
Sherwood Avenue	8			
Ash Street (Brethern Church)	10			
N. Augusta & Bridge Streets	4			
High Street	40			
Social Services	66			
4th Street & Delphine Avenue	66			
Speedway	67			
Shell (Broad Street)	35			
Firehouse	8			
Kroger's	36			
Springdale Apartments	37			
Library	79			
VPAS	5			
13th & Pine Streets	14			
Oak & 13th Streets	8			
13th & Magnolia Streets	10			

North & West Loops

NORTH LOOP	Use	Bus Sign	Shelter	Bench
Hub	273			
Churchville & Albermarle Streets	0			
Gypsy Hill House	141			
Old Tastee Freeze	9			
Springhill Road (Market)	19			
Elm Street (Springhill Market)	17			
Springhill Village Apartments	23			
Donaghe & Baylor Streets	65			
Donaghe & Benson Streets	12			
Staunton Medical Center	22			
Terry Court	25			
Social Security (CALL)	9			
Terry & Coalter Streets	20			
YMCA	62			
Edgewood & Dogwood Streets	8			
Library	11			

WEST LOOP	Use	Bus Sign	Shelter	Bench
Hub	332			
Methodist Church (Lewis Street)	17			
Trinity Church (Lewis Street)	8			
Landes Park	3			
Hampton & Middlebrook Ave.	20			
Bridge & Maple Streets	12			
Reservoir & Stuart Streets	52			
Boys and Girls Club	8			
Johnson & Sudsbury Streets	27			
Montgomery & Forest Streets	16			
Austin & W. Beverly Streets	50			
Valley Mission	23			
Salavation Army Store	8			
Bellview & Ranson Streets	60			
Cash's Convience Store	15			
Dollar General (W. Beverly)	35			
Food Lion (W. Beverly)	97			
Grubert & 3rd Streets	23			
3rd & Park Streets	11			
Circle Drive	0			
Thornrose Avenue	0			
Senior Center	2			
Albermarle Avenue	2			

Downtown Trolley & Saturday Night Trolley

DOWNTOWN TROLLEY	Use	Bus Sign	Shelter	Bench
Hub	353			
Central Avenue (Hardware Store)	35			
Chruchville & Albermarle Streets	14			
Gypsy Hill Park (Thornrose Ave)	40			
Football Field (Circle Drive)	19			
Circle & Lake Drives	8			
Beverly Street (Rite Aid)	168			
Little's Convenience Store	12			
Funeral Home (Thornrose Ave)	57			
Newtown Bakery	12			
Beverly & Jefferson Streets	26			
Beverly & St. Clare Streets	0			
Trinity Church	4			
City Hall	51			
Amtrak Station	21			
Wharf	13			
Johnson & Byers Streets	10			
Visitor's Center	179			
Beverly & Market Streets	13			
Stonewall Jackson Hotel	15			
Coalter & Kalorama Streets	39			
Coalter & Beverly Streets (Wilson)	0			
Mary Baldwin College (Frederick)	25			
Frederick & Central Streets	10			

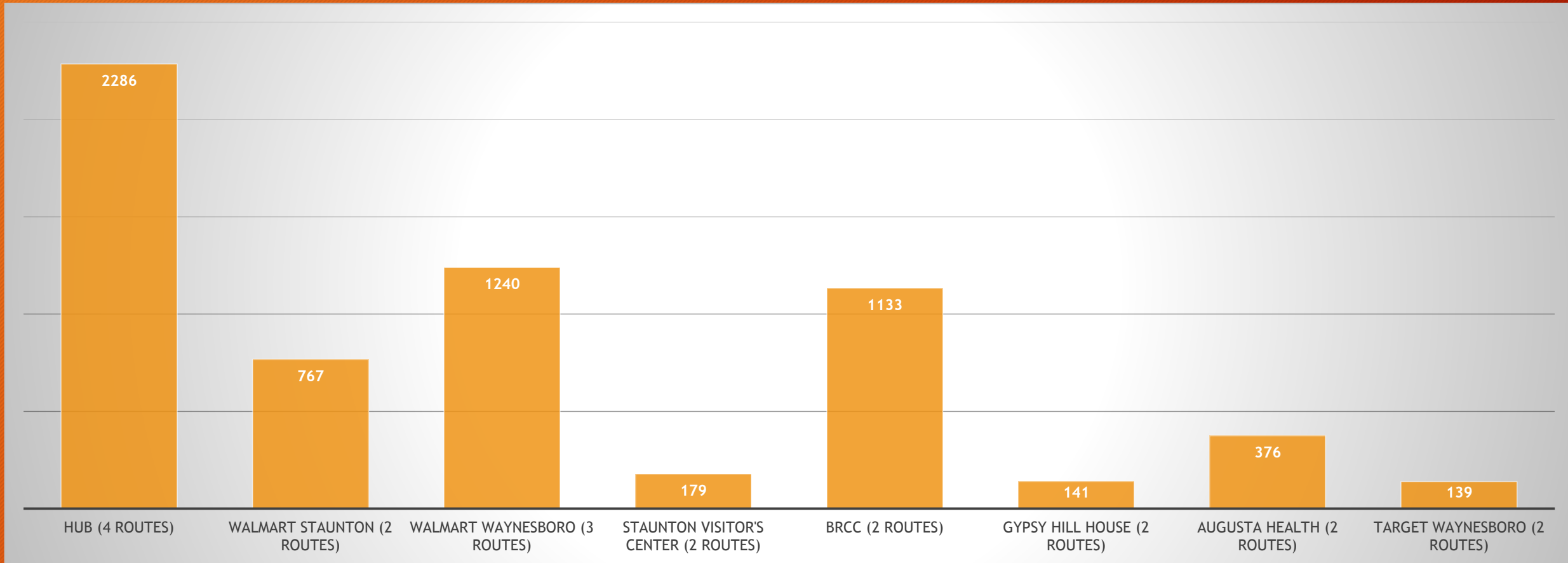
SATURDAY NIGHT TROLLEY	Use	Bus Sign	Shelter	Bench
Gypsy Hill House	11			
Old Tastee Freeze	0			
Gypsy Hill Park	8			
Thornrose Avenue (Football)	0			
W. Beverly & Austin Ave.	4			
Montgomery Hall Park (Call Stop)	0			
Reservoir & Stuart Streets	1			
Boys and Girls Club	0			
Johnson & Byers Streets	0			
Greenville & Mill Streets	0			
Wright's Dairy	0			
Federated Auto	0			
Fast Lane	3			
Kroger & Taco Bell	3			
Walmart (Staunton)	13			
Kroger & Taco Bell	1			
Long John Silver	0			
Across from Federated	0			
Across from Wright's	0			
Visitors Center	4			
Beverly & Market Streets	4			
Coalter & Sherwood Streets	0			
YMCA	0			
Edgewood & Dogwood Ave.	0			
Lambert & Lynnhaven Streets	0			
Georgetown Apartments	0			
Donaghe & Baylor Streets	5			
Springhill Apartments	1			
Elm Street (Springhill Market)	0			
Queen City Brewing	0			

250 Connector

250 CONNECTOR	Use	Bus Sign	Shelter	Bench
Walmart (Waynesboro)	622			
Goodwill/Credit Union	14			
Frontier Bank/Zeus Theater	0			
Augusta Health Urgent Care	6			
K-Mart	78			
Across from Kroger's	4			
Across from Skyline Motel	2			
Across from Library	12			
Across from Post Office	3			
Augusta Health Physical Therapy	17			
AH Medical Office Building	79			
Lifecore Drive	2			
WWRC	318			
Old 7-11	43			
Across from Desper Hollow	20			
McDonald's	85			
MED Express	2			
Walmart (Staunton)	365			
Valley View	37			
Manchester Apartments	5			
Plaza Apartments (Gazebo)	12			
Peebles Staunton Mall	83			
CVS	11			
Mary Grey Lane	16			
Burger King	13			
Subway	31			
Kroger/Taco Bell	38			
Long John Silver	26			
Across from Federated Auto	7			
Across from Wright's	4			
Coalter & Kalorama Streets	60			
Coalter & Beverly Streets (VSDB)	2			
Frederick Street (Mary Baldwin)	35			
Frederick & Central Streets	36			

HUB	820			
Central Methodist Church	50			
Johnson & Byers Streets	23			
Greenville Avenue & Mill Street	38			
Wright's Dairy Rite	11			
Federated Auto	10			
Fast Lane Gas	28			
Kroger/Taco Bell	42			
Budget Inn	29			
Arby's	16			
Goodwill	37			
CVS	18			
Peebles Staunton Mall	98			
Plaza Apartments (Gazebo)	7			
Manchester Apartments	9			
Valley View	22			
Walmart (Staunton)	389			
Waffle House	3			
Royal Gas Station	102			
Desper Hollow	16			
Across from Old 7-11	23			
WWRC	265			
Lifecore Drive	7			
Augusta Health Physical Therapy	30			
AH Medical Office Building	78			
Post Office	5			
Library	18			
Subway	2			
Skyline Motel	5			
Kroger's (Low Dewitt)	30			
Kmart	56			
Augusta Health Urgent Care	10			
Zeus Theater	8			
Goodwill/Credit Union	9			
Target (PM & Sat only)	75			

Most Utilized Single Stops - Served by Multiple Routes



Most Utilized Stops - Served by Single Routes

