



112 MacTanly Place
Staunton, VA 24401

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

BRITE Transit Advisory Committee Meeting Summary
January 13, 2016, 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
	Michael Barnes	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
✓	Kevin McDermott	CSPDC
✓	Brent Schoenduby (SDDA)	

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 November 19, 2015 BTAC meeting.



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Mr. Russ Neyman moved, seconded by Ms. Becky Messer, to approve the minutes of the November 19, 2015, as submitted. Motion carried unanimously.

Old Business

Triennial Review Update: Ms. Nancy Gourley indicated that she was not present at the previous meeting due to a two-day Triennial Review Training she attended with Ms. Cindi Johnson. Following the training, CSPDC staff, with assistance from VRT staff, completed and submitted a 187-page questionnaire to the consultant, along with supplemental documents and information. In March, there will be an on-site review that will go into further detail.

One of the topics that came up at the training included the requirement of reduced fare for seniors, persons with disabilities, and Medicare card holders that staff was unaware of. If complimentary para-transit service is provided, it is required that people who meet this criteria have a reduced fare. This policy will be implemented fairly quickly, with stickers on the fare box and information on the website and brochures. It is intended to encourage those who can do so to ride the fixed-route versus using the demand service.

Inter-Regional Transit Study: Mr. Kevin McDermott briefed the committee on the current status of the Inter-Regional Transit Study. The contract with the consultant, KFH, has been finalized for the study, and was signed in December. A coordination call was conducted, in which KFH requested a list of data they would like to look at, and Mr. McDermott has reached out to Charlottesville to help collect the data requested. The hope is to hold another meeting the end of January/early February 2016.

New Business

Development of Webpages and Domain Name: Ms. Gourley briefed the committee on the status of webpage development. An element identified in the TDP was to develop a web presence; the survey indicated that riders use the internet to get their information. The long-term goal is to have a more sophisticated website, including amenities such as a trip planner, but for the short-term it is important to get something out there that is a resource and includes basic information about the service and other FTA required information. The domain name www.britebus.org has been acquired. Within the CSPDC website, there is a transit page, and the domain name links directly to this page; in the future a standalone website will be developed. The webpage was shown to the committee.

Ms. Messer inquired about accessibility to the site, like capabilities for those visually impaired. Ms. Gourley and Ms. Messer will coordinate on finding out if the webpage has the capability. Mr. Steve Rosenberg inquired as to whether there would be any publicizing for the new webpage. Ms. Gourley indicated that moving forward the domain name would be added to the print schedules, bus stop signage (as they are developed and placed), and any future press releases/marketing materials released.



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Mr. Rosenberg also suggested adding the domain name on the buses, and Ms. Gourley noted she would look into that option. Ms. Jennifer Whetzel inquired on the possibility of committee members' organizations linking to the new webpage on their respective websites. Ms. Gourley welcomed transit partners to provide the link on their webpages.

Ms. Gourley encouraged committee members to review the page in detail and give any thoughts, comments, or concerns.

Incident/Accident Reporting Procedures and Requirements: Ms. Susan Newbrough gave an overview of Virginia Regional Transit's (VRT) Incident/Accident Reporting Procedures and Requirements. The points of discussion during Ms. Newbrough's presentation included importance of safety; number and types of accidents in 2015, and their designations (nonpreventable (5), preventable (7), and undetermined (1)); response and subsequent procedures; investigation protocol; disciplinary actions; and resolution and follow-up with CSPDC.

Ms. Bonnie Riedesel inquired as to whether or not the Triennial Review will be looking at the accident records, and Ms. Gourley indicated that they have been given access to those files and the information will be reviewed. Ms. Newbrough noted that VRT maintains accident records back to 2009.

Ms. Gourley indicated that a recent pedestrian incident occurred with the 250 Connector in the Staunton Walmart parking lot. Ms. Gourley noted that parking lots tend to be high-risk areas, and she and Ms. Newbrough have scheduled a meeting with the store manager and will present an alternative location for stop/shelter. The goal is to find a location that is convenient for riders, but at the same time out of the way of vehicular and pedestrian traffic. Discussion of the proposed location's safety and logistical challenges ensued.

Trolley Route Schedule (Draft): Ms. Gourley presented the draft Staunton Trolley Routes Schedule brochure to the committee, which has the same template as the 250 Connector schedule. If any committee members have any comments or edits, please contact CSPDC staff and they will be addressed. Schedule brochures for the Blue Ridge Community College Shuttles and Waynesboro Circulator will be revised concurrent with plan changes to the routes.

FY2017 Grant Applications: Ms. Gourley indicated that work is being done to complete state grant applications that are due on February 1, 2016. The budgets have been finalized; it was noted that enhancements identified in the Transit Development Plan (TDP) have been included in these budgets. The new fiscal year (FY2017) begins July 1, 2016. The CSPDC is applying for urban and rural route funds, as recommended in the TDP. Ms. Gourley also indicated that private funders and local contributors will not have to provide additional funds for the coming fiscal year.



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Adjournment

There being no further business to come before the BTAC, the meeting was adjourned at 3:12 PM.

The next meeting will be held March 9, 2016 at 2:30 PM at the CSPDC office.



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BRITE Transit Advisory Committee Meeting Summary
March 9, 2016, 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
✓	Michael Barnes	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
✓	Kevin McDermott	CSPDC
✓	Cynthia Johnson (CSPDC)	

Call to Order

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:35 PM by Mr. Michael Barnes, Vice Chairperson.

Public Comment

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

Approve Minutes

Vice Chair Barnes presented the minutes from the January 13, 2016 BTAC meeting.



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Mr. Steve Rosenberg suggested the following three revisions:

- Under **Call to Order**, change the word *Technical* to *Transit*, thus reading the BRITE Transit Advisory Committee;
- Under **FY2017 Grant Applications**, change the spelling of *contributers* to *contributors*; and
- Under **Trolley Route Schedule**, propose revising the last sentence to read, "Schedule brochures for the Blue Ridge Community College Shuttles and Waynesboro Circulator will be revised concurrent with planned changes to the routes."

Mr. Rosenberg moved, seconded by Ms. Becky Messer, to approve the minutes of the January 13, 2016 meeting, as revised with the above outlined changes. Motion carried unanimously.

Old Business

Inter-Regional Transit Study Update: Ms. Nancy Gourley updated the committee on the progress of the Inter-Regional Transit Study. The project is studying the feasibility of offering a commuter transit service through Harrisonburg, Staunton, Waynesboro, and Charlottesville; something that was identified as a top priority in the Transit Development Plan (TDP). The project is being led by a contracted consultant, KFH Group. A stakeholder Steering Committee has been assembled consisting of the four transit agencies, James Madison University, the University of Virginia, and the three area MPO's. Current work is focused on Task Two of the Scope which is establishing the need, which includes surveying the public. Language for the survey is being drafted, and advertising logistics are being discussed. The survey will be targeting commuters who currently travel along the corridor. The question was asked whether users looking for transportation connections (i.e. Amtrak and Greyhound) and other trip-purposes would be able to complete the survey. Ms. Gourley indicated that the questions are crafted so as to solicit responses from all potential users. The survey will be advertised through a media campaign which may include TV and radio coverage, newspaper articles, and through local jurisdictional and private stakeholder websites.

Staunton Transit Improvements Update: Ms. Gourley indicated that she and Staunton City Staff met regarding the implementation of the remaining Staunton-specific improvements that were identified in the Transit Development Plan (TDP). Certain improvements have already been implemented, like replacing the vehicle used for the Silver Trolley/Line, with a transit bus instead of trolley.

Other discussion focused on remaining improvements, such as renaming the Staunton routes. Currently, route names are based on color, which causes confusion and lacks description. The following are recommendations for new route names:

- **Current:** Green Trolley › **Future:** Downtown Trolley (operated by a trolley vehicle)
- **Current:** Silver Trolley › **Future:** West Loop and North Loop (one bus making two 30-minutes loops v. one 60-minute loop)



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Another item of discussion included how to brand the trolley vehicle and transit bus. Currently, the trolley and bus are painted green and have a lot of remaining useful life. The option to paint both vehicles white, to match the 250 Connector buses, would not be cost effective. It was agreed that both the vehicles would remain green and add the BRITE logo, directly on the green, to the sides and back. The aim is to have these changes implemented by May, and additionally have the new schedules printed and information up on the website by that time.

FTA – Triennial Review: Ms. Gourley indicated that the Central Shenandoah Planning District Commission’s (CSPDC) Federal Transit Administration (FTA) Triennial Review site visit will be coming up at the end of March. The assigned reviewer recently had a family emergency, and would be unable to conduct the review. A new reviewer has been assigned, and the Triennial Review will proceed as scheduled.

New Business

FTA Apportionment: Ms. Cynthia Johnson provided an overview of the CSPDC transit funding. The points of discussion during Ms. Johnson’s presentation included where the money comes from and different program areas associated with the organizations (Urban, Rural, MPO, Other); detailed overviews of the Urban and Rural funds (5307 and 5311); allocation formulas; and information on capital cost of contracting and operating cost reimbursement.

Following the presentation, some committee members inquired on some details from the presentation, and Ms. Johnson clarified and answered the inquiries.

FTA – Implementation of TRAMS: Ms. Gourley briefed the committee about the new online system FTA is utilizing for grant applications and fund administration. The previous system was named TEAM, and had been used for about 20 years. The new system, now operating, is called TRAMS, and CSPDC staff has participated in webinar trainings for using the new platform.

Transit Partners – Visibility on Website: Ms. Gourley requested feedback from the committee concerning partners’ visibility on the website. Ms. Gourley presented the example of Fredericksburg, VA, whose transit system is structured similarly to BRITE in that they receive funding from their local jurisdictions and private partners. These jurisdictions and private funders are getting exposure on the transit website and schedules, in the form of adding jurisdictional seals and logos.

Of the partners present at the meeting, the majority agreed that this is something they would like to see utilized for this transit system. Mr. Rosenberg noted his only reservation would be that this inclusion



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wouldn't make future print media unnecessarily busy. Ms. Gourley indicated that she would ask partners not in attendance separately about their feelings on the subject.

Bus Stop Signs – Discussion of Alternative Designs: Ms. Devon Thompson presented a variety of iterations of potential bus stop sign designs. Ms. Thompson indicated that these examples, and the subsequent discussion, piggybacks on the prior bus stop sign discussion the committee had in November 2015. With components agreed upon in November, this discussion focused on design elements to incorporate in the signs. Ms. Thompson outlined the differences among the iterations, such as calling the stops BUS STOPS or BRITE STOPS, the varied location of information and visual graphics, and color schemes and usage.

Ideas/suggestions/comments voiced by committee members included:

- Prioritize clarity of signs
- Avoid information that is subject to changing, like bus stop numbers – any changes of information would result in changing the signs
- Contact information doesn't have to be in large print
- Avoid making signs busy
- Preference for the colorful sign examples, which draws the eye, vs. less color, which is a little bland
- Preference for the sign examples that incorporate the BRITE stripe so users can make the connection with the buses and brochures
- Preference for BRITE STOP vs. BUS STOP
- List the name of the stop under the BRITE STOP text
- Prioritize layout of information top to bottom
 - What: Bus Stop
 - Where: Location
 - Who: Contact information
 - Where: Routes serving the stop
- Functionality vs. design
- Checking to make sure requirements are met – traffic control sign standards (Manual on Uniform Traffic Control Devices (MUTCD))
- Keep sign design consistent through all of the localities
- Specify routes served by the stop by adding "Routes Served" near the route name to lessen any possible confusion
- For the list of route names serving the stop, if changes were ever to be made, decals could be made to paste over the old listings
- The names of the routes served by the stop should be included – this information helps the drivers and the users



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- Have BRITE STOP spelled out in all capital letters
- Discussion of the pros and cons of stop names and random, multi-digit numbering
- Discussion of whether all stops need names
- Discussion of historical area restrictions that may be in place
- The image of the bus should stand out

After receiving comments from the committee, it was decided that a few of the designs would be reworked to encompass suggestions from the conversations. These would be sent out to the committee prior to the next meeting, and could be shared with their respective agencies for additional feedback.

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, May 11, 2016 at 2:30 PM at the CSPDC office.



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BRITE Transit Advisory Committee Meeting Summary
May 11, 2016, 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
✓	Michael Barnes	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
✓	Kevin McDermott	CSPDC

Call to Order

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:35 PM by Mr. Michael Barnes, Vice Chairperson.

Public Comment

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

Approve Minutes

Vice Chair Barnes presented the minutes from the March 9, 2016 BTAC meeting.



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Ms. Becky Messer moved, seconded by Mr. Stephen Ferguson, to approve the minutes of the March 9, 2016 meeting, as presented. Motion carried unanimously.

Old Business

Inter-Regional Transit Study Update: Ms. Nancy Gourley updated the committee on the progress of the Inter-Regional Transit Study. The project is studying the feasibility of offering a commuter transit service through Harrisonburg, Staunton, Waynesboro, and Charlottesville. Current work continued to focus on Task Two of the Scope, which is gathering data and establishing the need. In April, an electronic survey was conducted, which was advertised to the public through many media and print outlets, and 610 responses were collected. Ms. Gourley reviewed some of preliminary results from the survey responses, such as need and potential usage, driving patterns (driving alone versus carpooling), fare pricing, bus stop locations, trip destinations and purposes, and recurring themes noted in the write-in comments. The study will continue to progress, with additional data gathering, like conducting interviews with stakeholders.

Conversation shifted to existing vanpools and their lack of success. There have been attempts, Waynesboro to Charlottesville and for JMU, but there is limited interest. Some committee members reasoned as to why this might be, like the challenges to organize versus the distance (30 miles), rural population versus an urban population, different demographic, not seen as a difficult commute (interstate), lack of traffic and parking issues, etc.

Staunton Transit Improvements Update: Ms. Susan Newbrough presented an overview of the Staunton Transit improvements, implementation beginning Monday, May 31, 2016. Committee members were provided a copy of the new brochures. Through the Transit Development Plan (TDP), it was found that passengers wanted later service hours with more frequency on routes.

Ms. Newbrough detailed improvements:

- The Silver Trolley, originally a one hour loop, will be changed to create two 30-minute loops – now named the North Loop and the West Loop and will be operated by a bus. No additional costs were incurred to make this change, and there were no changes to the stops being served. Service hours will be increased by three hours in the evening and will provide additional connections with the 250 Connector.
- The BRITE logo decal has been added to the green trolley and bus vehicles that operate the Staunton routes.
- The Red Trolley, which operated on Friday and Saturday nights for four hours each night, has seen a drop in ridership over the last couple of years. The Red Trolley route will be discontinued, but a Saturday Night Trolley route with an expanded route was created to fill this void, notably for the residential population.



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- The Green Trolley will be renamed the Downtown Trolley, and will be operated by a trolley type vehicle. There were no changes made to this route.

Ms. Newbrough indicated that passengers are happy with the new schedules. The new schedules for the Staunton routes will be made available on the buses prior to the changes being implemented. The brochures will also be stocked in local public spaces, such as the city administration offices, library, etc. Ms. Gourley indicated that the Staunton schedule brochures are currently at the printers, and when they are available committee members will be notified via email and arrangements can be made for distribution. Mr. Stephen Ferguson suggested bus drivers communicate new changes to the visually impaired riders who ride the affected routes. Ms. Newbrough agreed, and indicated that she would bring this up at their upcoming training.

Discussion ensued regarding potential confusion over the name and route of the Saturday Night Trolley for tourists/visitors. It was indicated that tourists would most likely use the stops within the downtown area, and a trolley vehicle will operate along the route. Also, the number of residents riding the route will likely exceed the number of visitors who would ride. There is always difficulty in serving more than one market and catering to everyone's specific needs, but there is always the possibility of reevaluating and readjusting the route in the future, if needed.

Mr. Kevin McDermott also suggested that the 250 Connector route be shown on the map next time the brochures are printed. Even though it isn't a Staunton service, it may be beneficial for users to see other routes that serve the same area.

FTA – Triennial Review: Ms. Gourley indicated that the Central Shenandoah Planning District Commission's (CSPDC) Federal Transit Administration (FTA) Triennial Review on-site visit occurred at the end of March. After the on-site review, a draft report was completed, to which the CSPDC had the ability to respond before finalizing. A response was sent, and the CSPDC concurred with most of the findings. The final report was received prior to this meeting.

One of the findings directed that the CSPDC was not permitted to exercise the final year renewal on the contract with VRT for operation of the service. The FTA granted the CSPDC to enter into a month-to-month contract for a six-month term with VRT. During that six-month period, the CSPDC was to complete procurement, and have a service provider under contract. The CSPDC indicated that there are issues that need to be resolved before procurement language can be drafted; and a year term, versus six months, was requested for the month-to-month contract. FTA granted a nine month term. Currently, the CSPDC is in the process of drafting and finalizing contract language with VRT, with the contract beginning in July 2016 and terminating in March 2017. During the nine month period, issues related to the transit facility are to be resolved, and the procurement will be released and advertised with a



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contractor in place by April 1, 2017. Discussion concerning future guidance and review from FTA concerning procurement ensued. Single bids are viewed and treated as a sole source, and a justification needs to be submitted as to why only one operator can operate the service. It is expected that the new procurement will result in multiple proposals.

Another finding requires the CSPDC to monitor the contractor's (currently VRT) drug and alcohol program more closely, and develop procedures on how to accomplish this. The CSPDC is also required to monitor the vendor(s) who completes the drug testing, Augusta Health and MedExpress. Additionally, the CSPDC is required to oversee and manage a plan for how the transit facility, and equipment within the facility, is maintained.

Bus Stop Signs: Ms. Devon Thompson presented new bus stop sign designs to the committee. As previously discussed in the March meeting, a few iterations were reworked to reflect comments based on the committee's input, like prioritized layout of information. Incorporation of ADA identification was suggested and incorporated as well.

Discussion on the location of the ADA signage, as well as any misconceptions on location and size, ensued. It was agreed not to have ADA signage on the bus or near the listing of routes served. Ms. Thompson will re-place the ADA signage for the final iteration.

Committee members discussed next steps regarding the signs. Ms. Gourley indicated that with the committee's approval, CSPDC staff can move forward on an implementation plan. There was consensus to move the project forward.

New Business

Waynesboro Service Revamping:

Ms. Gourley outlined expectations concerning the upcoming changes to Waynesboro service. The Waynesboro service changes are some of the last changes of the Transit Development Plan (TDP) to be implemented. The current route hasn't been evaluated/revamped in many years, and changes may be significant as this route experiences difficulty maintaining a reliable schedule. Preliminary discussions took place during the TDP development process with Waynesboro staff about stop locations, service area, and on-time performance and reliability. In the summer, work should begin towards implementing changes, setting up the route, branding the buses, and signage.

With such significant changes in mind, it will be important to hold a public information meeting. The meeting will include maps, provide opportunity for questions, and will solicit comments from the public before the route is finalized. There was consensus that outreach efforts will be beneficial. Discussion shifted to the changes anticipated for the 340 Connector, which could have an impact on Waynesboro



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riders as well. Changes to the 340 Connector, a rural service route, were budgeted for September, and VRT will work with the CSPDC to implement planned changes. It was suggested that making changes at one time for the area would be best for riders. VRT will begin conducting on-off counts for both the Waynesboro Circulator and the 340 Connector, so data will be available when meetings have been scheduled.

FY17 Funding: Ms. Gourley indicated that the draft budget for Fiscal Year (FY) 2017 has been completed, and no additional funding from partners will be required.

Adjournment

There being no further business to come before the BTAC, the meeting was adjourned at 3:25 PM.

The next meeting will be held Wednesday, July 13, 2016 at 2:30 PM at the CSPDC office.

****The July meeting was canceled; the next scheduled meeting is for September 14, 2016.***



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**BRITE Transit Advisory Committee Meeting Summary
September 14, 2016, 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
✓	Michael Barnes	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

Call to Order

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:34 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 May 11, 2016 BTAC meeting.



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Ms. Julie Markowitz moved, seconded by Mr. Russ Neyman, to approve the minutes of the May 11, 2016 meeting, as presented. Motion carried unanimously.

Business

Triennial Review Status Update: Ms. Bonnie Riedesel updated the committee on the Triennial Review conducted by the Federal Transit Administration (FTA) in March 2016. Ms. Riedesel reported that six of the seven findings have been resolved and closed out. The final finding involves the maintenance and ownership of the transit facility located in Fishersville, and FTA, Department of Rail and Public Transportation (DRPT), and Virginia Regional Transit (VRT) are working to resolve this.

Inter-Regional Study Update: Ms. Riedesel updated the committee on the progress of the Inter-Regional Transit Study. The project is studying the feasibility of offering transit service in the Interstate 81 and 64 corridors, connecting Harrisonburg, Staunton, Waynesboro, and Charlottesville. The stakeholder Steering Committee met recently, and the consultants, KFH Group presented the data collected from the online commuter survey conducted earlier this year. KFH Group analyzed the results, and created a framework of what a potential system could look like, such as the route and timetable, number of buses, location of stops, etc. The consultants are also working on service alternatives and the projected costs associated with each of them. The planned completion date for the study is the end of the calendar year. Next steps for the project include prioritizing service alternatives, projecting capital and operational costs, as well as making recommendations on oversight providers and funding sources. KFH Group will present the work that has been completed to date on the plan at the Joint MPO Meeting (Staunton-Augusta-Waynesboro Metropolitan Planning Organization and Charlottesville-Albemarle Metropolitan Planning Organization) that will be held in late October.

Ms. Riedesel also indicated that while there is a demand for such a service, there are some challenges to its provision, such as finding conveniently located park and ride lots for the service. Consultants and the Steering Committee have been working together to identify park and ride lot locations, and a few options have been identified. In Waynesboro, a Virginia Department of Transportation (VDOT) SMART SCALE application will be submitted for improving the current Park & Ride lot at the Waynesboro Town Center. Similarly in Staunton, at the new Staunton Crossing development, there are plans to include a Park & Ride lot within the development, and a SMART SCALE application will be submitted for this as well.

Procurement Status: Ms. Riedesel informed the committee on the status of the procurement process related to one of the Triennial Review findings. A turnkey contract needs to be executed in time to have service in place by July 1, 2017. An RFP is currently being developed that includes provision of buses and service for both the urban and rural routes. DRPT has provided a consultant to assist with the development of the RFP document to insure that it meets all of the federal and state requirements. The



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plan is to release the RFP in early December, receive proposals by mid-January, and select a provider and have them under contract in time to meet the July 1, 2017 deadline.

Bus Stop Sign Project: Ms. Devon Thompson updated the committee on the status of the bus stop sign inventory that commenced this month. Now that sign design has been completed, Central Shenandoah Planning District Commission (CSPDC) and VRT staff are jointly working on inventorying all of the bus stops for each of the routes served by the transit service. Currently, the Downtown Trolley route and the West Loop route in Staunton have been completed, and this week the remaining Staunton routes, the Saturday Night Trolley and the North Loop, will be completed. The remaining routes to be inventoried during September include the 250 Connector, Waynesboro Circulator, Stuarts Draft Link, and the North and South Blue Ridge Community College Shuttles. The inventory is comprehensive and includes information such as GPS coordinates; photos of the stop locations; landmarks at or near the bus stops; a listing of existing amenities at the stop, such as benches, lighting, trash cans, etc.; a listing of routes served by the stop; and the current sign mounting. Inventories will continue the entire month of September and into October in preparation for ordering and installing the new bus stop signs.

Shelter/Bench Plans: Ms. Thompson indicated that Ms. Nancy Gourley initiated and released a RFQ for pricing on up to four shelters, including display holders for schedules, and two benches. Two quotes have been received, and a third is expected. Funding is available for these items, and more funding will be applied for in the next grant application.

An inquiry was made as to how much these items cost. Ms. Thompson nor Ms. Newbrough were aware of the cost associated with these items, but will report the cost estimates in the minutes. Bus shelters with bench cost about \$5500; a stand alone 8' bench is \$1500. Grants have been awarded for one shelter and two stand-alone benches. These costs do not include the cost of a concrete pad or installation. Discussion ensued concerning the potential locations for the shelters and benches. Ms. Newbrough indicated that the locations would be within the small urban area.

Discussions also took place about procuring money from outside sources to fund amenities, such as shelters, and potential shelter placement in Verona. Ms. Newbrough indicated that she and Ms. Gourley have spoken with Augusta County and discussed the challenges of shelter placement in that area. Specifically, shelter placement along Route 11 has the challenge of getting permission from the business(s) to install a shelter or bench on private property. Relocating the Verona stop(s) to the Government Center would add time to the BRCC routes that is not available in the schedule. CSPDC and VRT staff are looking into potential alternatives and solutions. Other challenges indicated by committee members were also discussed and noted. Ms. Newbrough also indicated that Ms. Gourley would be the best resource for finding out what is allowable in using outside sources of funding.



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August 22 Service Changes Report/Bus Re-Branding: Ms. Thompson outlined the service changes that were implemented on August 22nd. These service changes were the last remaining route modifications that were recommended in the Transit Development Plan (TDP):

- **BRCC North & South Shuttles:** The evening service breaks were closed. Now service operates on one hour headways all day with no interruptions.
- **Waynesboro Circulator:** This route was revamped to improve reliability and on-time performance. A stop was added at the new Walmart Neighborhood Market, and under-utilized stops were removed ensuring timely connections to the 250 Connector and Stuarts Draft Link could occur at the Waynesboro Hub.
- **Stuarts Draft Link:** The Link was introduced to replace the underperforming 340 Connector, and to better serve the residents of Stuarts Draft. This new route includes the addition of stops at retail, medical, and employment destinations within Stuarts Draft as well as providing service to the Waynesboro Hub and Augusta Health, allowing additional connections throughout the entire system.

Ms. Susan Newbrough indicated that the new changes have been well-received. No negative reports have been received.

- Waynesboro riders appreciate the hourly service without detours.
- The Stuarts Draft Link ridership is growing. CSPDC and VRT staff are scheduled to give a presentation about the service to the retirement community in November, and bus drivers are encouraging riders at the Waynesboro Hub to ride the new route, which alleviates some stress on the 250 Connector.
- BRCC Shuttle riders are appreciative of the uninterrupted service.

Ms. Riedesel indicated that all of the buses have been rebranded, excluding the BRCC North and South Shuttles. Ms. Riedesel also indicated that since the Transit Development Plan (TDP) was adopted in August 2015 most of the recommended changes have been implemented.

Richmond Avenue Discussion: Ms. Newbrough informed the committee of some challenges for the 250 Connector stop areas along Richmond Avenue. Ms. Newbrough provided maps to the committee members to show the particular area. Ms. Newbrough indicated that there is still flag-down service since designated bus stops aren't located in every desired area. Because of the speed limit and traffic congestion, Route 250 is a challenging corridor to maneuver when picking-up and dropping-off passengers, both for the passengers and the bus drivers. VRT staff determined two safe stop locations in this corridor – Waffle House and Starbucks. Ms. Newbrough provided the justification for choosing these locations for stops, and indicated that passengers will be notified verbally by the drivers, posters on the buses, and through social media and websites. The BTAC concurred with the relocation of these two stops.



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Discussion then ensued concerning new commercial developments in this particular area of the Richmond Avenue corridor and how that may impact future stop locations. It was noted that as the construction progresses and this becomes a bus rider destination, conversations about additional stops will occur.

Discussion on BRCC Schedule: Ms. Riedesel indicated that an email had been received from an instructor at Blue Ridge Community College (BRCC) concerning timing of the shuttle's arrival to the college. On this specific day, the bus departed the Staunton Hub at 7:30 AM and arrived at BRCC at 8:01 AM, and the class he instructs begins at 8:00 AM. The instructor inquired as to whether or not the schedule could be adjusted so riders can arrive before classes begin. Ms. Riedesel mentioned that this type of complaint hasn't been brought up before. Chair Martin indicated that instructors at BRCC are advised to allow some flexibility for students who utilize public transportation.

Additional discussion took place regarding the impacts of making changes to the existing schedule. If the schedule is changed for this route, routes with connections to it will be effected as well, and riders would miss their transfers at the Hub(s). Ms. Riedesel indicated that staff would respond, and that this committee would be consulted about any decisions that are made concerning this. Various points and potential solutions were discussed by the committee, such as changing the schedule for the first bus of the day only, budgeting for different service hours if a change were made, time performance over the history of the route, and addressing other factors that could be impacting ridership on this route. Committee members agreed that staff should reach out to BRCC administration to see if this is a concern for BRCC and if they would like to see a change made.

Try Transit Week: Ms. Riedesel announced that BRITE will again this year be partnering with DRPT to participate in the statewide Try Transit Week, held the week of September 19-23. As in previous years, BRITE will participate by offering free rides that Wednesday. For promotion, press releases have been issued, information has been posted on social media and websites, drivers are announcing to passengers, and posters have been created and posted on buses and shelters. Ms. Riedesel passed out additional posters to committee members to take and display at their respective offices and agencies. Ms. Riedesel indicated that the free rides offered last year increased ridership by 200 riders for the day. Also, if riders go to the Try Transit website and pledge to ride public transportation, they will be entered in a contest to win two free Amtrak tickets.

*Additional Announcements/Business: Ms. Newbrough indicated that recently she received a phone call from two visitors who rode the Staunton Downtown Trolley, and received wonderful comments about the driver and service they had using the Trolley. The driver has been nominated to be VRT's employee of the month.



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Adjournment

There being no further business to come before the BTAC, the meeting was adjourned at 3:26 PM.

The next meeting will be held Wednesday, November 9, 2016 at 2:30 PM at the CSPDC office.



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**BRITE Transit Advisory Committee Meeting Summary
November 9, 2016, 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
✓	Michael Barnes	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
✓	Robert Mortensen, SDDA	

Call to Order

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:39 PM by Mr. Michael Barnes, Vice Chairperson.

Public Comment

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

Approve Minutes

Vice Chair Barnes presented the minutes from the September 14, 2016 BTAC meeting.



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Ms. Terry Rodgers suggested a few grammatical revisions, which she would review with Ms. Devon Thompson following the meeting. Ms. Rodgers moved, seconded by Mr. Russ Neyman, to approve the minutes of the September 14, 2016 meeting, as revised. Motion carried unanimously.

Business

Inter-Regional Study Update: Ms. Nancy Gourley updated the committee on the progress of the Inter-Regional Transit Study. The project is studying the feasibility of offering transit service in the Interstate 81 and 64 corridors, connecting Harrisonburg, Staunton, Waynesboro, and Charlottesville. The consultant, KFH Group, and the stakeholder Steering Committee, made up of representatives from the four area transit agencies, James Madison University, University of Virginia, and the two area Metropolitan Planning Organizations (MPOs), have been meeting over the course of this year, and are currently finalizing the study.

In early October, the committee met to finalize the Technical Memo that presents the alternatives and potential funding sources. In late October, the Study was presented at the Staunton-Augusta-Waynesboro (SAW) and Charlottesville-Albemarle (CA) MPOs Joint Meeting in Fishersville, as well as being presented to the Harrisonburg-Rockingham (HR) MPO this month. Another Steering Committee meeting will be scheduled in December to finalize the study.

It was inquired as to whether this would be a new system/service and who the service would be geared towards. Ms. Gourley indicated that it would be a new service, and some considerations include how to pay, potential funding sources, fare level, operational logistics, etc. Ms. Gourley also indicated that the study was geared toward commuters (majority), transportation for medical appointments, connections to other transportation options, students, etc.

Ms. Gourley indicated that if this committee was interested in hearing the presentation on this study, it could be scheduled for the January, 2017 meeting. Committee members expressed interest.

Bus Stop Sign Project: Ms. Thompson indicated that the bus stop sign inventory was complete – resulting in a comprehensive database. The system's 135 bus stops were inventoried. Staunton bus stops will be the first to be produced and installed, with a total number of 86 stops. CSPDC and VRT staff met with Staunton City staff to finalize the bus stop names and locations. CSPDC staff will schedule meetings with local sign makers to gain additional information on the production of the signs and get preliminary price quotes. The process of production and installation will then be repeated with the City of Waynesboro and Augusta County.

There was an inquiry on stop identification. Ms. Thompson indicated that stop locations were determined by current identified route stops, although in Augusta County signs are not at every stop;



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when signs weren't present, CSPDC and VRT staff determined the safest and most feasible stop locations for riders and bus drivers. At a later date, CSPDC, VRT, and Augusta County staff can meet to finalize stop names and locations, similar to the process with Staunton. Ms. Gourley indicated that there will be challenges with completing Augusta County due to the Virginia Department of Transportation (VDOT) right of way issues.

Turnkey Contractor Procurement Status: Ms. Gourley informed the committee regarding the status of the procurement process related to one of the Triennial Review findings. A turnkey contract needs to be executed in time to have service in place by July 1, 2017. CSPDC staff has worked with Department of Rail and Public Transportation (DRPT), and the contract will include both the urban and rural services. The Request for Proposal (RFP) has been drafted and sent to the Federal Transit Administration (FTA) and DRPT for their review to insure inclusion of mandated language, with the intention of being back to the CSPDC by the end of the month and an advertisement of December 1, 2016. Ms. Gourley indicated that this is a minimum five-year contract, with the potential of two two-year extensions, a total of up to nine years.

September Service Changes/Bus Re-Branding: Ms. Susan Newbrough reminded the committee that some service changes occurred in late August/early September, which were discussed at the last meeting. Ms. Newbrough updated the committee on the status of these changes:

- **Additional On-Demand Service:** The additional on-demand bus serves primarily in the 250 corridor and operates six hours per day. The service is going well, and is aiding the 250 Connector by reducing the crowding and deviations.
- **Waynesboro Circulator:** The midday deviation route was removed and it became one consistent one hour route, resulting in increased ridership.
- **Stuarts Draft Link:** Ridership for this new route has been increasing. Ms. Newbrough compared previous ridership numbers of the old 340 Connector to the new Stuarts Draft Link – the 340 Connector served about 250 riders per month, and in its first two months of operation the Stuarts Draft Link has served about 370 passengers per month. Ms. Newbrough and Ms. Gourley also gave a presentation detailing the transit service to the Stuarts Draft Retirement Community this month.

Ms. Newbrough indicated that bus rebranding is almost complete, the two remaining buses being the BRCC Shuttles, with anticipated completion at the end of the month. Ms. Newbrough showed committee members mock-ups of what the branded BRCC buses will look like.

Shelter/Bench Plans: Ms. Gourley indicated that the procurement is finalized and a bus shelter and bench provider has been selected. One shelter and two benches have been ordered. The shelter will be located in Waynesboro, specific location to be determined; the benches will be located in Staunton,



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specific location to be determined. Ms. Gourley informed committee members that funding applications for Fiscal Year (FY) 2017 include two additional shelters. New signs and additional shelters and benches will help to enhance the rider experience.

It was inquired as to who is responsible for maintaining amenities, and Ms. Gourley indicated that it is primarily the responsibility of the contractor. Currently, VRT cleans and maintains the bus shelters, but if structural damage were to occur, the CSPDC would pay for repairs. It was also asked how often damage occurs to the bus stop amenities (structural and vandalism), and Ms. Newbrough indicated that vandalism is sporadic and infrequent. Another inquiry was made as to how many shelters are part of the overall system, and it was indicated that there are currently seven shelters, including retail locations – two in Waynesboro and the remaining in Staunton/Augusta County.

Discussion on BRCC Schedule/Verona Bus Stop Follow-Up: Ms. Gourley indicated that the topic of the Verona bus stop, near the Government Center, and safety issues/concerns was discussed at the previous meeting. Currently, the safety concerns are being evaluated and alternatives are being explored. CSPDC and VRT staff had been approached by the Verona Business Association about moving the stop to a shopping center north of the current stop location, but it was noted that this could be an unsafe location due to vehicular and pedestrian activity in the parking lot. A meeting had also taken place with Augusta County staff to discuss relocating the stop to inside the Government Center complex, but it was noted that this location could present timing challenges for the route. Options will be further discussed after this meeting with Ms. Jennifer Whetzel, and Ms. Gourley indicated that a meeting with Blue Ridge Community College staff would be scheduled to discuss potential effects to the schedule if the stop were to be relocated. Ms. Gourley indicated that many parties have called attention to the issue of the stop and respective safety concerns and staff will work on creating options to correct or improve the situation.

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

- Ms. Terry Rodgers announced that she presented information on the transit system to the Valley Community Services Board, on behalf of the CSPDC and BRITE. One suggestion made during the presentation was the development of a monthly bus pass program. Discussion ensued concerning the logistics and feasibility of developing and implementing such a program. Conversation topics included potential reproduction of coupons/tickets, tracking, supporting technology, costs, purchasing, and accountability.
- Vice Chair Barnes indicated that this would be his last meeting with the BTAC, he will be leaving the City of Waynesboro in December. Vice Chair Barnes expressed his well wishes for the committee and transit in the region.



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- Ms. Newbrough announced information on the inclement weather plan for the system. Ms. Newbrough indicated that contact information had been updated and informed the committee members where the closing/delay schedule and information is posted.
- Ms. Newbrough also announced that winter hours for the Downtown Trolley will be effective starting November 7, 2016.

Adjournment

There being no further business to come before the BTAC, the meeting was adjourned at 3:12 PM.

The next meeting will be held Wednesday, January 11, 2017 at 2:30 PM at the CSPDC office.