



## June 2018 | FY 2018 Year End Summary

| Urban & Rural Ridership       | FY 2018        | FY 2017        | FY 2016        | FY 2015        |
|-------------------------------|----------------|----------------|----------------|----------------|
| 250 Connector                 | 90,149         | 97,919         | 106,309        | 99,447         |
| 250 Connector—Saturday        | 11,978         | 12,636         | 10,671         | 8,495          |
| Waynesboro Circulator         | 36,927         | 38,313         | 36,077         | 32,693         |
| Downtown & Sat Night Trolleys | 28,005         | 29,661         | 33,782         | 37,494         |
| North & West Loops            | 39,381         | 36,770         | 30,612         | 33,357         |
| Paratransit 1                 | 3,812          | 3,788          | 4,024          | 3,634          |
| Paratransit 2                 | 2,421          | 1,745          | —              | —              |
| Stuarts Draft Link            | 5,204          | 4,572          | —              | —              |
| BRCC North                    | 21,511         | 24,383         | 26,613         | 28,752         |
| BRCC South                    | 27,935         | 30,088         | 34,982         | 37,710         |
| 340 Connector                 | —              | 388            | 3,422          | 3,320          |
| Augusta County On-Demand      | —              | 45             | 256            | 149            |
| <b>Totals</b>                 | <b>267,323</b> | <b>280,308</b> | <b>286,748</b> | <b>285,051</b> |

| Year End Statistical Summary—Urban |          |          |          |
|------------------------------------|----------|----------|----------|
|                                    | FY 18    | FY 17    | FY 16    |
| Passenger Trips                    | 212,673  | 220,832  | 221,175  |
| Service Hours                      | 21,240   | 21,046   | 18,260   |
| Cost per Passenger                 | \$6.56   | \$6.52   | \$5.71   |
| Passengers per Hour                | 10.01    | 10.49    | 12.11    |
| Fares                              | \$64,299 | \$65,632 | \$58,537 |
| Year End Statistical Summary—Rural |          |          |          |
|                                    | FY 18    | FY 17    | FY 16    |
| Passenger Trips                    | 54,650   | 59,476   | 65,273   |
| Service Hours                      | 9,475    | 9,469    | 9,308    |
| Cost per Passenger                 | \$11.94  | \$ -     | \$ -     |
| Passengers per Hour                | 5.77     | 6.28     | 7.41     |
| Fares                              | \$13,294 | \$14,219 | \$14,612 |

| Year End Financial Summary—Urban & Rural |                    |
|--|--------------------|
| Expenses                                 |                    |
| Administrative                           | \$212,473          |
| Service Contract                         | \$1,489,995        |
| Fuel                                     | \$212,539          |
| Facility                                 | \$93,176           |
| Other Costs                              | \$80,278           |
| <b>Subtotal</b>                          | <b>\$2,088,461</b> |
| Less Fares                               | \$77,593           |
| <b>Total</b>                             | <b>\$2,010,868</b> |
| Revenues                                 |                    |
| Federal                                  | \$1,209,502        |
| State                                    | \$395,642          |
| Local                                    | \$405,724          |
| <b>Total</b>                             | <b>\$2,010,868</b> |

### FY 2018 Transit Highlights:

- At the end of July, state, regional, and local leaders and several BRITE transit riders gathered to officially open the BRITE Transit Facility and welcome new buses to the fleet. The event was a celebration of reaching several milestones since the CSPDC took over the administration of the BRITE Bus Transit System in 2014.
- BRITE staff participated in several community outreach events throughout the year: Blue Ridge Community College's Welcome Day; Mary Baldwin University's Orientation Day; and Life After High School: An Inclusion Transition Fair.
- Updated and new print material became available. In the Fall, a BRITE Bus Route Network brochure was developed, giving a brief description of areas served and run time for all routes as well as a map that shows the connections of the entire network. In the Spring, display posters and brochure holders were ordered and custom posters created. Displays were delivered to partner organizations and local community organizations and agencies.
- A new BRITE Bus website was developed. Estland Design, a full-service marketing firm in Harrisonburg that specializes in web design and development, was awarded the project after a Request for Proposal for Web Design was solicited. The scope of services included the creation of an interactive, accessible, easy to navigate, mobile-responsive website, and included new photography and a trip planner.
- An Intelligent Transportation System (ITS) Study was completed by Kimley-Horn and Associates. ITS refers to technologies used to enhance service delivery and customer experience. The six-year plan included eight proposed projects and cost estimates of implementation and maintenance.
- BRITE submitted a statement of interest to the State and was selected to participate in the Driver Assistance System (DAS) Pilot Program. This program will equip three BRITE buses with DAS, which provides technology to detect "events," such as pedestrians, bicyclists, etc., in close proximity of the vehicle.
- A BRITE rider was named the Grand Prize winner of the 2017 Virginia Department of Rail and Public Transportation (DRPT) Try Transit Week giveaway. A special ceremony was held in January to celebrate and present the winner with a unique one-year pass for BRITE Bus Transit and Amtrak tickets.