



112 MacTanly Place
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**BRITE Transit Advisory Committee Meeting Summary
May 9, 2018, 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
✓	Karen Clark	Augusta Health
	Russell Neyman	Wilson Workforce & Rehabilitation Center
✓	Julie Markowitz	Staunton Downtown Development Association
	Terry Rodgers	Shenandoah Valley Social Services
✓	Cynthia Page	Blue Ridge Community College
✓	Becky Messer	Transit Service Rider
✓	Jeannie Puffenbarger	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

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:32 PM by Ms. Karen Clark, Vice Chairperson. Vice Chair Clark introduced herself to the committee and indicated that she is replacing Lisa Cline’s representation on this committee for Augusta Health.

Public Comment

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

Approve Minutes

Vice Chair Clark presented the minutes from the January 19, 2018 and March 14, 2018 BTAC meetings for two separate votes. Due to the absence of a quorum at the March meeting, January meeting minutes still required approval.



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Ms. Jennifer Whetzel moved, seconded by Ms. Becky Messer, to approve the minutes of the January 19, 2018 meeting, as presented. Motion carried unanimously.

Mr. Luke Juday moved, seconded by Ms. Cynthia Page, to approve the minutes of the March 14, 2018 meeting as presented. Motion carried unanimously, apart from the abstained vote of Mr. Steve Rosenberg due to his absence at the March meeting.

Business

Additional Bridgewater Bus Stop Vote: Ms. Jeannie Puffenbarger and Ms. Nancy Gourley reminded committee members of discussions regarding the addition of a BRITE bus stop at the Bridgewater Market on North Main Street in the Town of Bridgewater. Staff's recommendation was to sign the current flag-down stop and make it an official stop. It passed a safety check by Virginia Regional Transit (VRT) and there are no time implications to the BRCC Shuttle North route. It was confirmed that this additional stop would be southbound as the BRCC Shuttle travels to the BRCC campus from Harrisonburg.

Mr. Rosenberg moved, seconded by Ms. Page, to approve an additional stop in Bridgewater be established on the BRCC Shuttle North route, as recommended by staff. Motion carried unanimously.

BRITE Website Preliminary Reveal and Review: Ms. Devon Thompson reminded committee members that at the March meeting the website content had been developed and design work had begun. Ms. Thompson indicated that the website has neared completion, and showed committee members the current progress. The website was projected for committee members to view, and copies of the site map were distributed for reference.

Ms. Thompson reviewed some of the best practices that were outlined based on other transit websites at the beginning of the process. Estland Design worked to meet all of the outlined practices:

- Clean visual appearance
- Dropdown navigation menus
- Service alert on homepage
- Clear listing of stops, routes, schedules, and maps
- Trip planner
- Information tailored to first-time riders
- Comprehensive information for persons with functional and access needs or challenges
- Meets accessibility guidelines
- Agency information (contact information, partners page, agendas and minutes, etc.)
- Mobile responsive



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Ms. Thompson and Ms. Gourley addressed various questions and comments received throughout the showing of the website. In conclusion, Ms. Thompson indicated that next steps will include a final photo shoot at the BRITE transit facility, BRCC, and Waynesboro, completion of the trip planner, a final review by staff, and then proceed to the soft launch.

Contractor Update: Ms. Puffenbarger discussed various items with the committee:

- Additional Waynesboro Bus Stops: Ms. Puffenbarger indicated that additional requested bus stops in Waynesboro would be discussed with Mr. Juday following the meeting.
- Demo Driver Assistance Project: Ms. Puffenbarger indicated that in October 2017, BRITE received notification of its participation in planning, implementation, and evaluation of a Driver Assistance System (DAS). BRITE submitted a statement of interest to the State and was selected to participate. This program will equip three BRITE buses with the DAS system – the 250 Connector, Staunton Downtown Trolley, and Waynesboro Circulator. The system will provide technology to detect “events,” such as pedestrians, bicyclists, etc., in close proximity to the vehicle. This provides an alert/alarm for operators to avoid potential conflicts, as well as provide data to record and report incidents and trends, primarily to improve safety. CSPDC, VRT, and the Virginia Department of Rail and Public Transportation (DRPT) participated in a conference call on May 1 to gather more information, determine next steps, and move forward with this implementation. This new technology should be operational on the buses as early as June or July.

Ms. Gourley indicated that program participants are to provide data to DRPT and the Virginia Transportation Research Council for one year. This pilot program is being tested throughout the whole state on 50 buses. After a year of reporting data, BRITE will evaluate whether or not this is something that should be implemented on the entire bus fleet. The three particular routes for the pilot program were chosen because of their high volume of pedestrian and bicycle activity. Ms. Gourley also indicated that the system does not apply the brakes; the alert is only audibly communicated. Ms. Riedesel inquired as to whether or not the drivers will be trained on the system, and Ms. Puffenbarger replied that they will go through a training period before final implementation. Ms. Gourley further explained that part of the training and implementation includes a “stealth period” in which there are no audible alerts and the system learns the driving patterns of the routes – like recognizing different speed limit changes. Ms. Riedesel added that pilot program is funded by the State and BRITE will own the equipment at the conclusion of the pilot program. Ms. Cynthia Page inquired about obtaining additional equipment and whether or not that would be a cost for BRITE or a shared cost. Ms. Gourley indicated that BRITE will be able to apply for State funding, with local match, to equip more buses in the future – the equipment is valued at \$10,000 per unit.

- Myers Corner Development: Vice Chair Clark inquired about the new development at Myers Corner in Fishersville and the process of adding new or adjusting current stops. Vice Chair Clark indicated that a



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doctor's office that relocated to Myers Corner reached out to her to request adding or adjusting the stop locations in and around the new development. Ms. Puffenbarger indicated that VRT and CSPDC would visit the site and make recommendations on safe stop locations and finalize a determination. It was indicated that there is a protocol spreadsheet that outlines the steps necessary once a request has been received, and this protocol will be provided to the two newest committee members. Discussion ensued concerning the current stop location and future potential stop locations. It was determined that CSPDC and VRT staff will analyze the area and new development and provide the committee with staff recommendation on stop locations at the next meeting.

DRPT Update: Due to Mr. Steven Hennessee's absence there was no DRPT update.

Other Business: Ms. Julie Markowitz announced a welcome party event (Labor Day weekend) being hosted for the incoming Mary Baldwin University class in an effort to help build a closer relationship between the university and community. Ms. Markowitz indicated interest in involving BRITE at the event – like a tabletop display and maybe a bus or trolley. Ms. Riedesel indicated that such a display would be available, and that BRITE does similar displays at BRCC's new student orientation in the Fall. Ms. Riedesel also proposed including Mary Baldwin University as a stakeholder, especially to gain student input. Ms. Markowitz also noted that it may be good to survey the students to compare the perceived needs to the actual needs since the student population and demographics have changed in recent years. Ms. Gourley indicated that in the past they met with a student group doing a project on transportation, and incorporated and implemented some of their ideas.

Ms. Page announced that the new BRITE displays have been well received at BRCC and others confirmed they were well received at their respective locations. It was suggested that Mary Baldwin University receive a display as well.

Adjournment

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

The next meeting will be held at the Central Shenandoah Planning District Commission office on Wednesday, July 11, 2018 at 2:30 PM.