



112 MacTanly Place  
Staunton, VA 24401

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

**BRITE Transit Advisory Committee Meeting Summary  
January 19, 2018, 2:30 p.m.**

BRITE Transit Facility  
51 Ivy Ridge Lane  
Fishersville, VA 22939

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

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

**Election of New Chair**

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

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

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



112 MacTanly Place  
Staunton, VA 24401

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

### **Call to Order**

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

### **Public Comment**

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

### **Approve Minutes**

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

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

### **Business**

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

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

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

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



112 MacTanly Place  
Staunton, VA 24401

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

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

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

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

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

### **Adjournment**

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

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



December 2017

## First Month Ridership Exceeds Expectations

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

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

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

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

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

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



December 2017



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

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

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





112 MacTanly Place  
Staunton, VA 24401

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

**BRITE Transit Advisory Committee Meeting Summary**  
**March 14, 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
	Lisa Cline	Augusta Health
	Russell Neyman	Wilson Workforce & Rehabilitation Center
	Julie Markowitz	Staunton Downtown Development Association
	Terry Rodgers	Shenandoah Valley Social Services
✓	Cynthia Page	Blue Ridge Community College
✓	Becky Messer	Transit Service Rider
✓	Susan Newbrough	Virginia Regional Transit
	Steve Hennessee	Department of Rail and Public Transportation

	Name	Organization
✓	Nancy Gourley	CSPDC
✓	Devon Thompson	CSPDC
	Bonnie Riedesel	CSPDC

**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.

**Public Comment**

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

**Approve Minutes**

Ms. Gourley deferred the approval of minutes from the November 8, 2017 BTAC meeting due to absence of a quorum.



112 MacTanly Place  
Staunton, VA 24401

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

## **Business**

“State of Transit”: Financial Overview and Presentation: Ms. Gourley introduced Ms. Cindi Johnson, CSPDC Fiscal Officer. Ms. Johnson presented on financial and ridership data for BRITE. The State of Transit presentation covered (see attached presentation slides):

- An overview of BRITE services;
- Funding, allocation, five-year financial plan, and reimbursement information; and
- Comparisons of revenue hours and ridership for urban and rural routes and paratransit service from FY 2015 to FY 2018.

At the conclusion of the presentation, an inquiry was made concerning the basis for route evaluation and route enhancements. Ms. Gourley indicated that basis for route enhancement is predicated on what passengers request – information can come directly from passengers and customer satisfaction surveys are distributed periodically. Ms. Gourley cited the example of Saturday service, and indicated that during the Transit Development Plan (TDP) process, provision of Saturday service was continually requested. Ms. Newbrough noted that ridership numbers are monitored monthly and can decide if routes need to be re-evaluated. Outside factors do need to be noted when evaluating ridership data, such as weather and area college enrollments. Ms. Gourley indicated that BRITE’s ridership is fairly stable – generally public transportation ridership is down throughout the country.

FY 2019 Grant Applications: Ms. Gourley announced that Fiscal Year 2019 state grants were submitted by the February 1<sup>st</sup> deadline. Six grant applications were submitted – two operating, two capital, one for the Inter-Regional Transit service, and one for consultant assistance to formalize a contractor oversight program. DRPT will review the applications and create their Six-Year Plan. The Six-Year Plan will then be presented to the Commonwealth Transportation Board (CTB). The CTB will review and edit the plan as necessary and proceed with a vote to approve it. Definitive allocations and awards will be known by June 2018, and Federal applications can then be made.

An inquiry was made as to whether or not these grants are competitive. Ms. Gourley indicated that two of the application programs are competitive – the demonstration grant for the Inter-Regional Study and the technical grant for the contractor oversight program. Capital and operating grants are based on what the General Assembly allocates to the budget, and from there it is divided among recipients based on the size of the agency.

Inter-City Bus Update: Ms. Gourley provided a progress update on the State’s inter-city bus service, the Virginia Breeze. DRPT, which manages the service and oversees the funding, provided Ms. Gourley with some ridership data for February. There were 979 passenger trips, 506 northbound and 473 southbound. Of those, there were 17 northbound rides (4 to West Falls Church, 4 to Dulles, and 9 to Union Station) and 2 southbound rides (1 to Christiansburg and 1 to Blacksburg) out of Staunton. Additionally, on March 11<sup>th</sup> a third bus was added for the southbound route to accommodate demand.



112 MacTanly Place  
Staunton, VA 24401

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

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

- Overall Service Update: Ms. Newbrough indicated that the service was doing well overall, and February numbers are up from January. Ms. Newbrough also indicated that service ran on time with a few route deviations implemented in select areas during the recent inclement weather.
- Proposed Bridgewater Bus Stop: Ms. Newbrough announced that the Town of Bridgewater has requested a bus stop sign at the Bridgewater Market. Per the new route/bus stop request protocol, BTAC members now review and approve proposed new routes/stops to the BRITE system.

Ms. Newbrough presented general information on service that is now provided in Bridgewater – currently there are two existing bus stops within the Town on the BRCC Shuttle North route, one on the Bridgewater College campus and the other N. Liberty and Dinkle Streets. Mr. Alex Wilmer of Bridgewater has requested a formal bus stop and bus stop signage on Main Street at Bridgewater Foods. Currently, there are no stops along Main Street, but this is a well-used flag-down stop. Ms. Newbrough also presented safety information on the proposed stop, like good visibility and low speed limit, as the bus would be stopping in the travel lane to pick up passengers. The proposed stop location is already ADA accessible as well. Ms. Newbrough indicated the only cost of implementing the proposed stop would be to purchase the bus stop sign, and there would be no impact to the schedule since the stop is along the existing route. Overall, Ms. Newbrough indicated that from a safety and service standpoint this stop can be added to the BRCC Shuttle North route. Additionally, it was noted that the Town of Bridgewater is not a funding partner for BRITE.

Mr. Wilmer addressed the committee and expressed the Town's appreciation for the service. Mr. Wilmer indicated that the on/off count data showed this was a well used flag-down stop location, and noted the employment centers that are located nearby. The Town of Bridgewater welcomes the opportunity of an additional bus stop and will do their part to promote the stop and encourage use of the system. Ms. Gourley inquired as to whether there was any room on either side of the sidewalk at the location to place a bench, and Mr. Wilmer believed space is available.

Ms. Gourley noted that a vote could not be executed today due to absence of a quorum, but could gauge consensus. All present committee members were in support of the addition and agreed that it would be a logical addition. Ms. Gourley indicated that a formal vote would take place at the next meeting.

Website Development Update: Ms. Devon Thompson reminded the committee that at the last meeting Estland Design conducted content interviews, and Ms. Thompson thanked them for their participation. Ms. Thompson indicated that Estland Design has developed the content for the website and current work is focused on finalizing the content – the next round of edits will take place when the content is loaded into the pages. Estland Design has also started designing the homepage and secondary and tertiary pages, and BRITE staff will be reviewing those





112 MacTanly Place  
Staunton, VA 24401

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

pages as they are developed. In the following weeks, work will begin on developing the trip planner through Google.

Ms. Gourley and Ms. Thompson indicated that at the next BTAC meeting, there may be an opportunity to share a draft of the website. An inquiry was made about the photography, and Ms. Thompson indicated that a final shoot for Blue Ridge Community College and Waynesboro will be scheduled to take place in the Spring.

Other Business: Ms. Thompson presented the new BRITE displays to committee members and gave an update on their progress. Displays have been ordered, delivered, and assembled, and the custom posters are being created for the specific destinations.

#### **Adjournment**

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

The next meeting will be held at the Central Shenandoah Planning District Commission office on Wednesday, May 9, 2018 at 2:30 PM.



Presented to the BRITE Transit Advisory Committee  
March 14, 2018

# THE STATE OF TRANSIT

# BRITE Public Transit

Urban Service

Rural  
Service

BRITE  
Facility

Staunton  
Trolley &  
Loops

250  
Connectors

Waynesboro  
Circulator

Paratransit

Blue Ridge  
Community  
College  
Shuttles

Stuarts Draft  
Link

Transit  
Offices &  
Maintenance  
Bays

Office Rental  
Space

# BRITE TRANSIT - FUNDING

## URBAN –

### Direct Recipient of Federal Funds

Federal Funds FTA – 5307 Funds	State Funds – DRPT	Local Funds <ul style="list-style-type: none"><li>• Staunton</li><li>• Waynesboro</li><li>• Augusta Health</li><li>• Wilson Workforce Rehab Center</li><li>• Staunton Downtown Development Association</li><li>• Social Services</li></ul>	Other <ul style="list-style-type: none"><li>• Fares</li><li>• Rents</li><li>• Advertising</li></ul>
--------------------------------------	--------------------------	--	---

CFDA # 20.507 – Federal Transit Formula Grants

## RURAL –

### Sub-Recipient of Federal funds

Federal Funds FTA 5311 through DRPT	State Funds – DRPT	Local Funds <ul style="list-style-type: none"><li>• Blue Ridge Community College</li><li>• Augusta County</li></ul>	Other <ul style="list-style-type: none"><li>• Fares</li><li>• Rents</li><li>• Advertising</li></ul>
--	-----------------------	---	---

CFDA # 20.509 – Formula Grants for Rural Areas

# Public Transit – Urban and Rural – Funding

## URBAN FEDERAL FUNDING

### Federal Funds – FTA

Annual allocation in Federal budget –  
Approximately \$725,000

Up to 6 years to spend

Based on application Fiscal Year Award  
authorizes funds to be spent

Can carry over unspent funds

Reimbursement on CSPDC Schedule

Triennial review every three years

## RURAL FEDERAL FUNDING

### Federal Funds – FTA (through DRPT)

Annual application

Expenses Reimbursed

Reimbursement on CSPDC  
Schedule

Compliance review every three  
years

## RURAL AND URBAN STATE FUNDING

### State Funds – DRPT

Annual allocation

Use or lose


\$ varies each year based upon  
application and availability of funds

Usually annual payment

Compliance review every three  
years



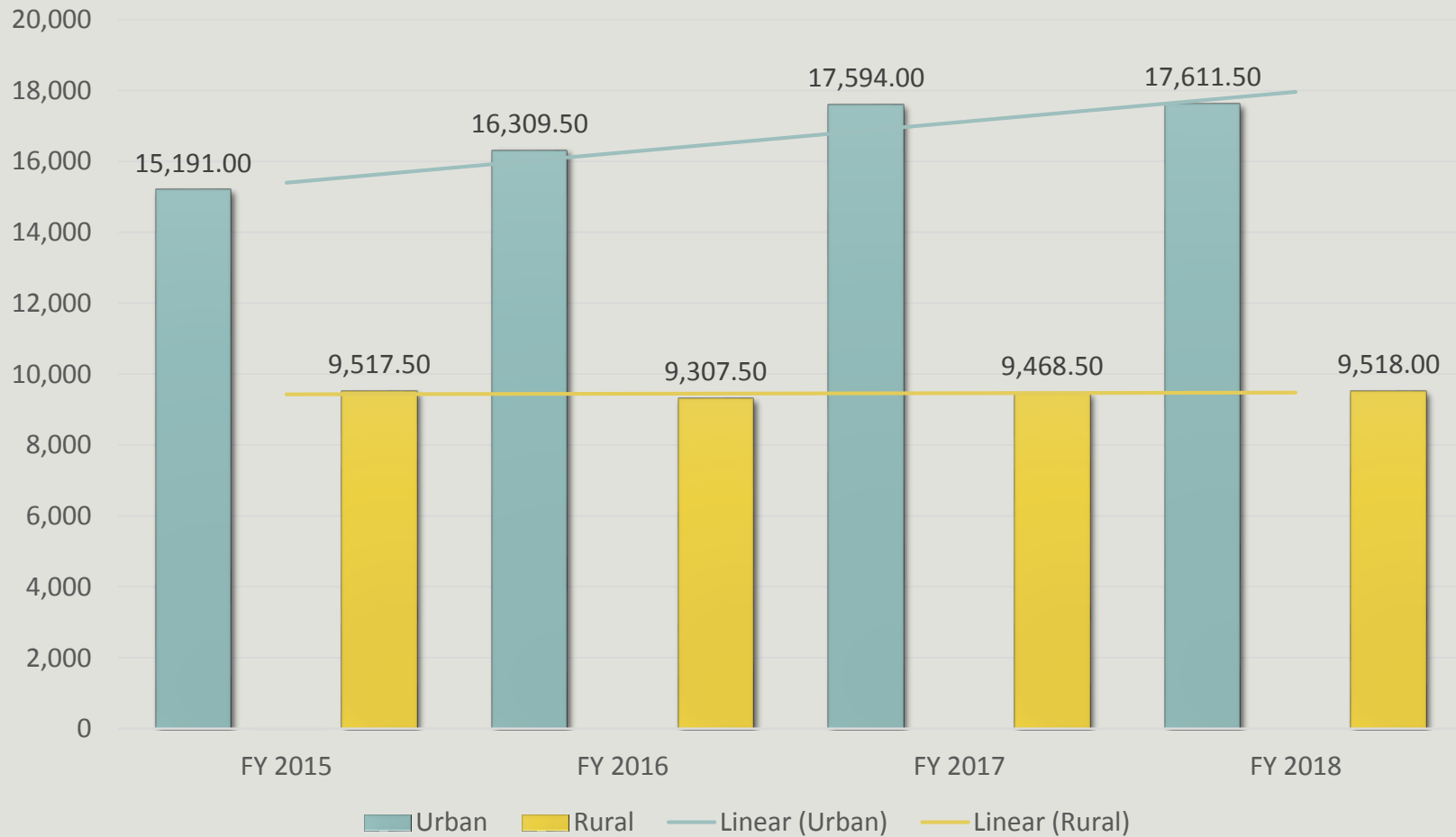
# Transit Reimbursement Methodology



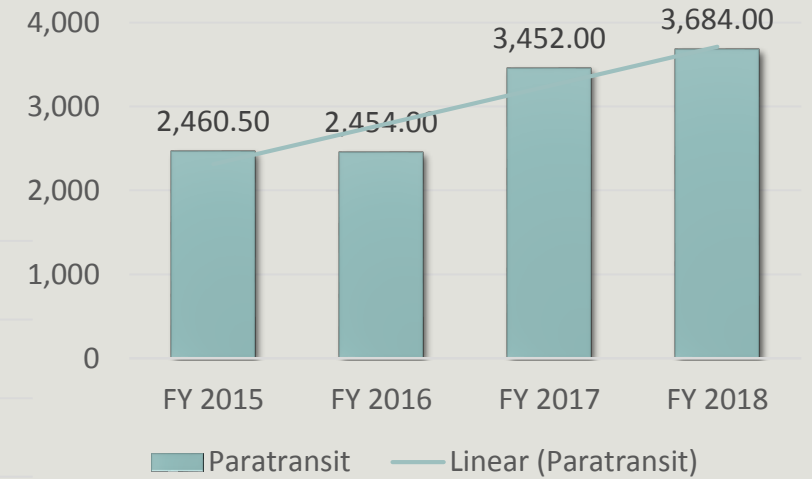
Operating	<ul style="list-style-type: none"><li>• 50% of Services Contract</li><li>• CSPDC expenses</li><li>• Reimbursed by<ul style="list-style-type: none"><li>• Federal = 50%</li><li>• State = 20%</li><li>• Local = 30%</li></ul></li></ul>
Capital Cost of Contracting	<ul style="list-style-type: none"><li>• 50% of Service Contract</li><li>• Reimbursed by<ul style="list-style-type: none"><li>• Federal = 80%</li><li>• State = 16%</li><li>• Local = 4%</li></ul></li></ul>
Capital	<ul style="list-style-type: none"><li>• Reimbursed by<ul style="list-style-type: none"><li>• Federal = 80%</li><li>• State = 16%</li><li>• Local = 4%</li></ul></li></ul>



## Urban & Rural Revenue Hours

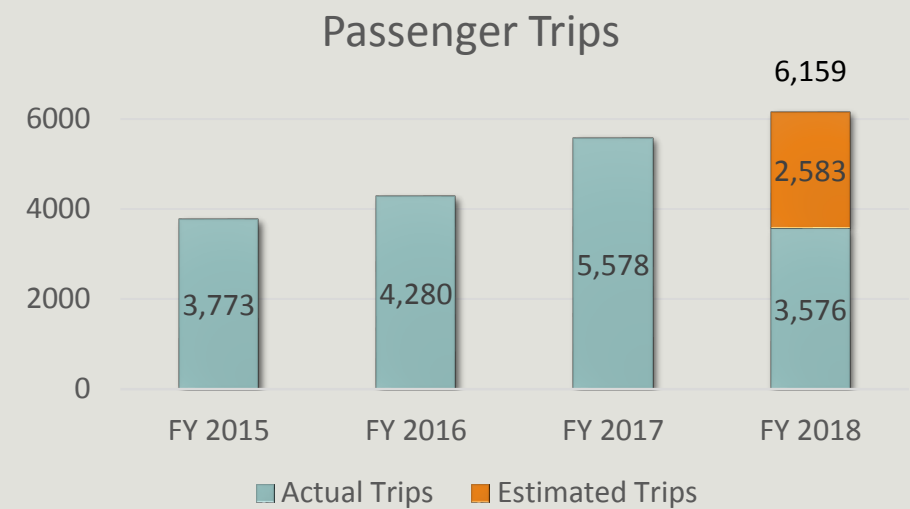


## Paratransit Revenue Hours

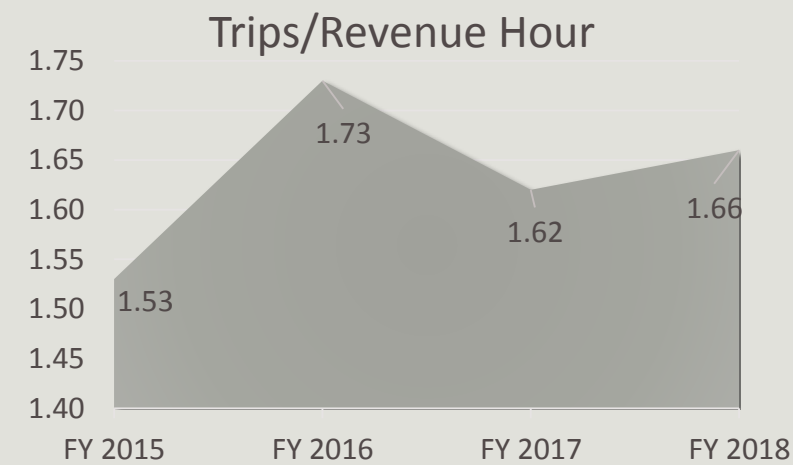


FY 18 = 7 months actual  
plus 5 months budget

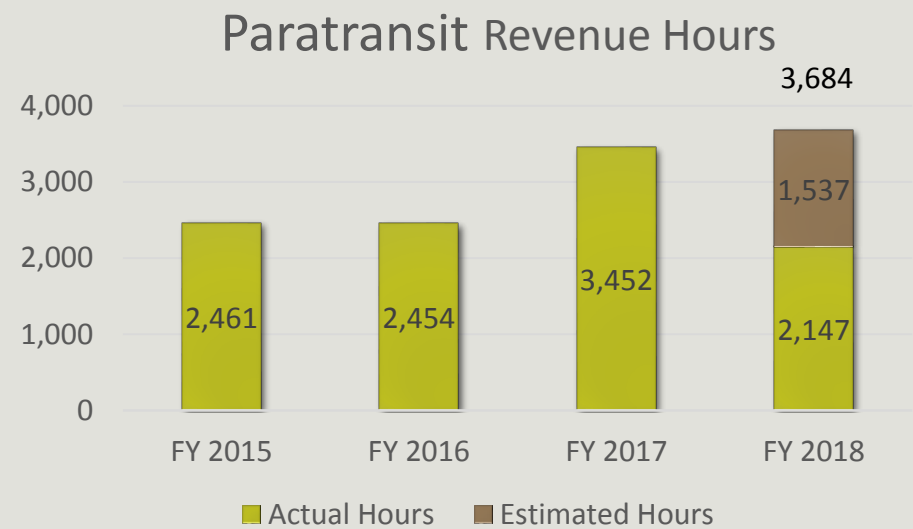
# PARATRANSIT SERVICES



39% Increase in passenger trips



8% Increase in trips/hour



33% Increase in revenue hours

# Paratransit Profile

October Passenger Trips

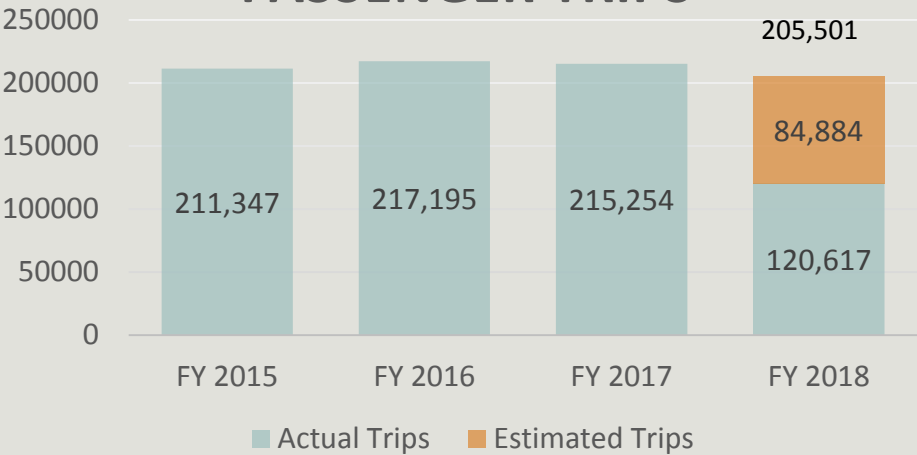
Month	Hours	Trips/Hour
Oct-14	228	1.33
Oct-15	220	1.72
Oct-16	305	1.72
Oct-17	319	1.67

Month	Fare Trips	Special Fare Trips	Students	Tokens	Augusta Health	Totals
Oct-14	261	2	-	21	19	303
Oct-15	293	8	1	8	68	378
Oct-16	334	3	96	23	68	524
Oct-17	274	5	70	53	132	534

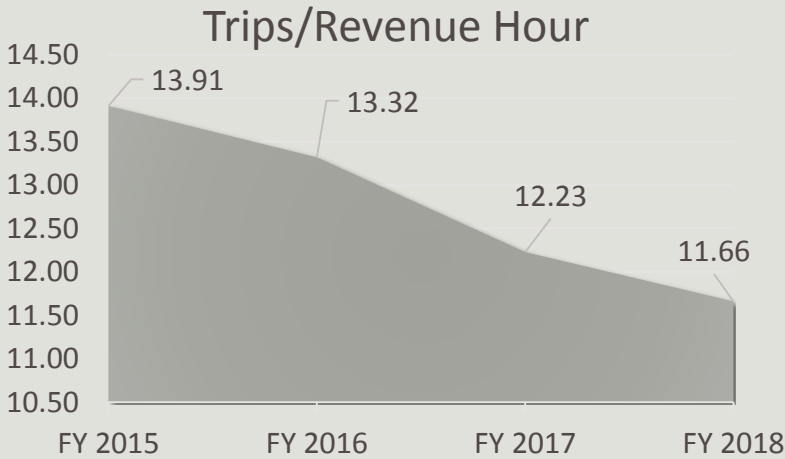


# URBAN SERVICES

## PASSENGER TRIPS

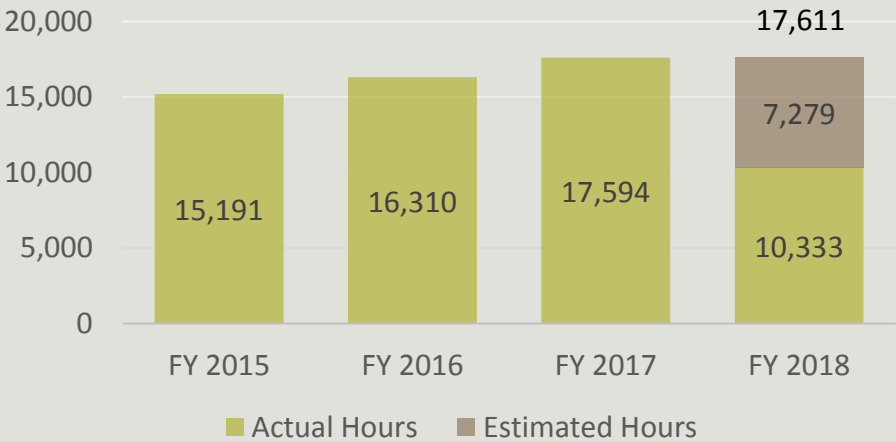


3% Decrease in Trips



16% Decrease in Trips/Hour

## URBAN REVENUE HOURS



16% Increase in Service Hours

# URBAN PROFILE

## OCTOBER PASSENGER TRIPS

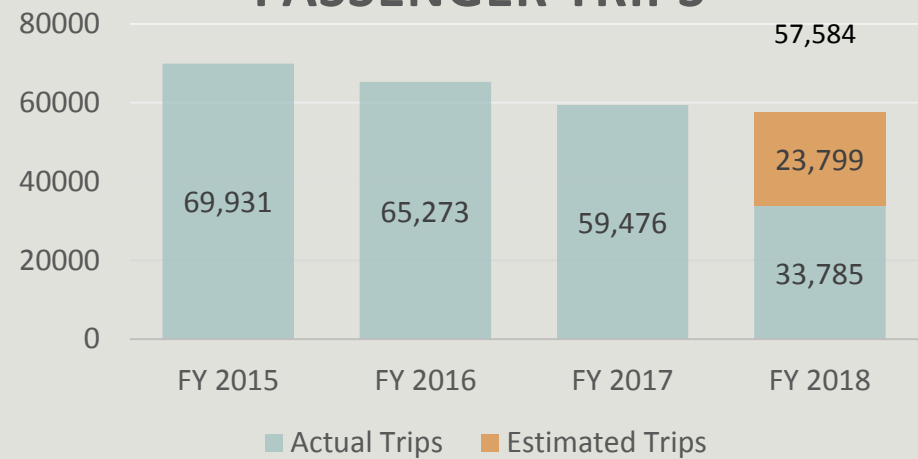
	Hours	Trips/Hour
Oct-14	1,407	13.89
Oct-15	1,377	14.53
Oct-16	1,509	12.51
Oct-17	1,540	12.06

	Fare Rides	Special Fare Rides	Students	Tokens	Augusta Health	Totals
Oct-14	11,506	539	5,092	575	1,826	19,538
Oct-15	11,979	68	5,240	803	1,911	20,001
Oct-16	12,687	271	4,125	521	1,281	18,885
Oct-17	12,934	265	3,632	351	1,384	18,566

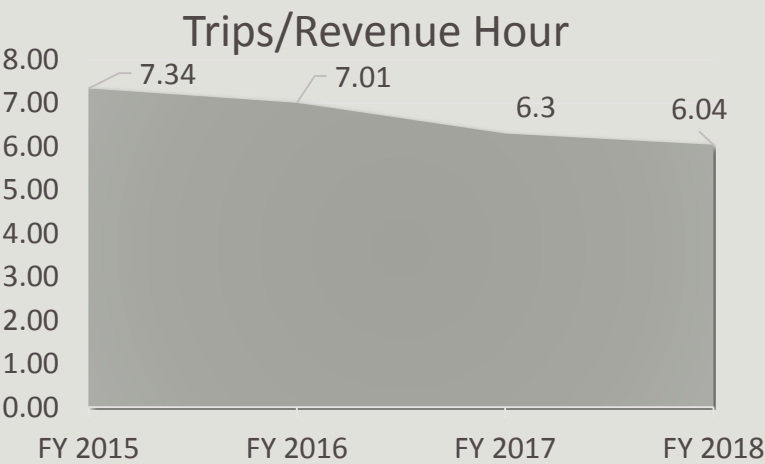


# RURAL SERVICES

## PASSENGER TRIPS

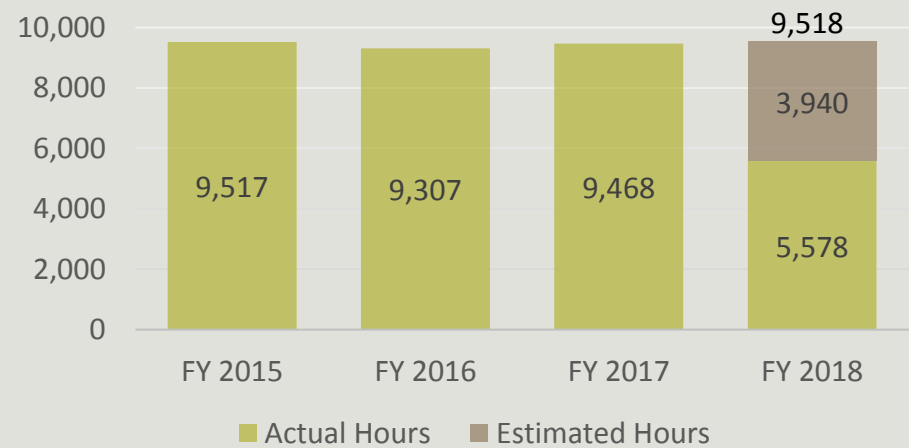


17% Decrease in Passenger Trips



18% Decrease in Trips/Hour

## RURAL REVENUE HOURS



Level Hours per year



# RURAL PROFILE

## OCTOBER PASSENGER TRIPS

	Hours	Trips/Hour
Oct-14	845	9.26
Oct-15	807	9.04
Oct-16	779	7.83
Oct-17	829	7.55

	Fare Rides	Special Fare Rides	Students	Tokens	Augusta Health	Totals
Oct-14	2,244	32	5,448	68	27	7,819
Oct-15	2,911	27	4,314	19	20	7,291
Oct-16	2,388	17	3,427	92	175	6,099
Oct-17	2,390	33	3,510	73	251	6,257



## Cost per Revenue Hour

	6/30/2015	6/30/2016	6/30/2017	1/31/2018
CSPDC Staff Costs	6.47	8.89	8.64	7.43
Transit Facility Costs	0.00	0.00	0.00	3.07
Fuel Costs	0.00	0.00	0.00	6.63
Service Contract	58.75	58.75	58.75	48.51
Other Costs	0.35	1.48	0.99	0.76
<b>Total</b>	<b>65.56</b>	<b>69.12</b>	<b>68.38</b>	<b>66.40</b>

	Revenue %
Federal Income	59%
State Income	18%
Local Support Income	17%
Rental Income	3%
Advertising Income	0%
Fare Income	3%



## Financial Summary

# 5 YEAR PLAN – FY 2019 to 2023

- Established fiscal goals
- Identified savings that did not impact service delivery
- Triennials in FY 2019 and 2022
- Identified service enhancements & developed an implementation plan, within financial constraints
- Developed a financial plan
- Determined future match requirements
  - Local match requirements constant since January 2014
  - Increase anticipated in FY 2021

## Unknowns

- Impact of 2020 Census on Rural Route Funding
- DPRT Capital Fiscal Cliff

# Route Enhancements

---

## POTENTIAL Route Enhancements Over the next 5 years

- Stuarts Draft – close the mid day break
- Waynesboro Circulator and Staunton Loops – add Saturday service
- Increase Paratransit by 2 hours

	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
Cost per Service Hour	\$69.23	\$69.21	\$71.93	\$75.14	\$77.85
Partner Match	Constant	Constant	2% increase from prior year	2% increase from prior year	2% increase from prior year

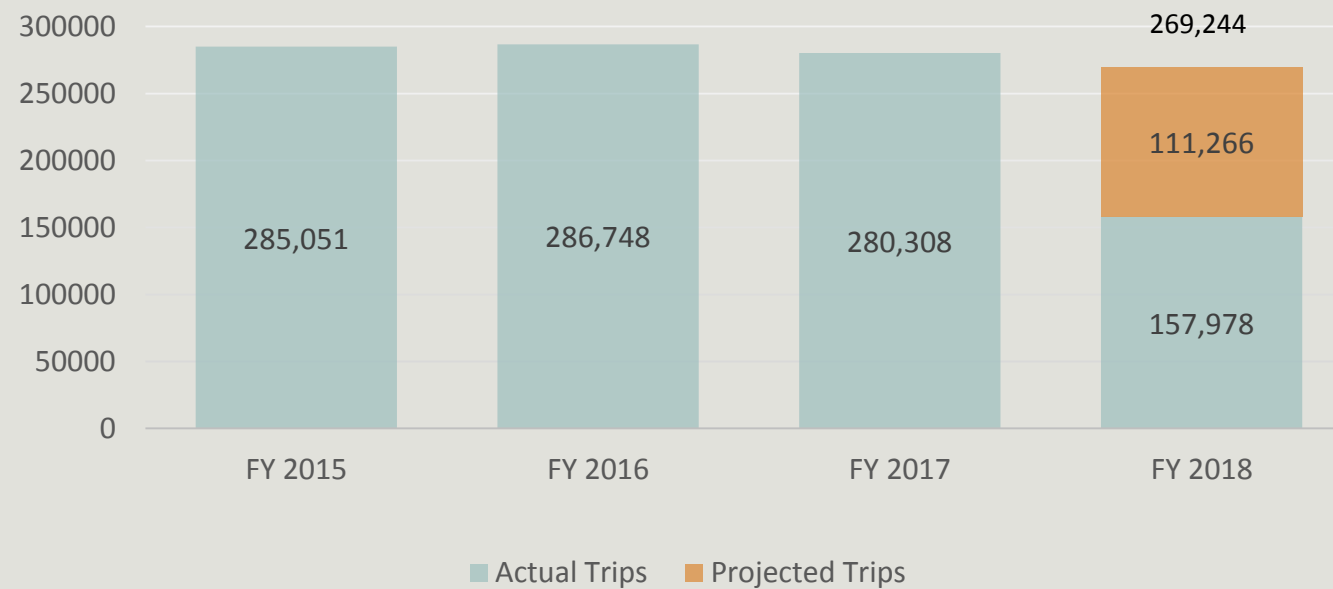


# britePROFILE

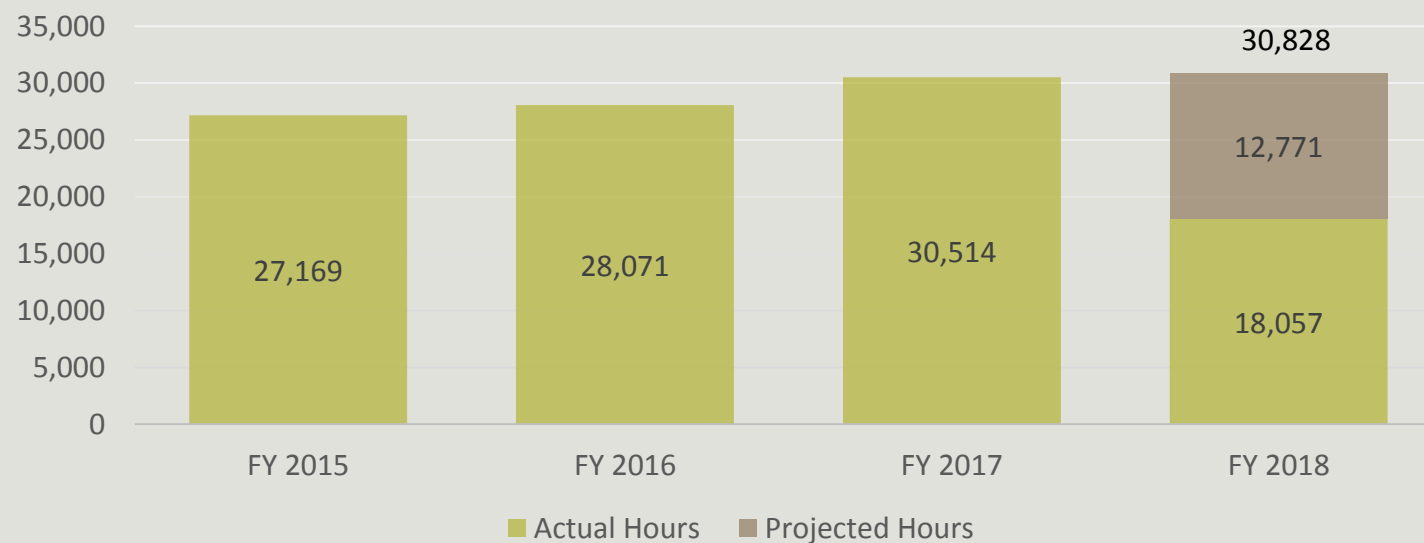
## YEAR TO YEAR COMPARISON



### Passenger Trips



### Revenue Hours







brite

Thank You







112 MacTanly Place  
Staunton, VA 24401

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

**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.



112 MacTanly Place  
Staunton, VA 24401

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

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



112 MacTanly Place  
Staunton, VA 24401

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

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



112 MacTanly Place  
Staunton, VA 24401

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

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.



112 MacTanly Place  
Staunton, VA 24401

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

**BRITE Transit Advisory Committee Meeting Summary  
November 12, 2018, 1:00 p.m.**

BRITE Transit Facility  
51 Ivy Ridge Lane  
Fishersville, VA 22939

	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
✓	Susan Newbrough	Virginia Regional Transit
	Steve Hennessee	Department of Rail and Public Transportation

	Name	Organization
✓	Nancy Gourley	CSPDC
✓	Devon Thompson	CSPDC
	Bonnie Riedesel	CSPDC
✓	Jeannie Puffenbarger, Virginia Regional Transit	

**Call to Order**

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 1:00 PM by Ms. Terry Rodgers, Chairperson.

**Public Comment**

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

**Approve Minutes**

Chair Rodgers presented the minutes from the May 9, 2018 BTAC meeting.

Ms. Jennifer Whetzel moved, seconded by Ms. Karen Clark, to approve the minutes of the May 9, 2018 meeting, as presented. Motion carried unanimously.



112 MacTanly Place  
Staunton, VA 24401

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

## **Business**

Proposed Bylaw Amendment: Ms. Nancy Gourley reviewed membership information contained in the current bylaws and the proposed amendment language. The original membership of the BTAC was appointed by the CSPDC Commission in August 2015. The Commission appointed organizations represented, and the organizations and agencies were charged with naming their representatives.

Per the bylaws, one of the representatives was to come from the CATS Board, the organization that had previous oversight of transit in the Staunton-Augusta-Waynesboro area. The CATS Board named Mr. Stephen Ferguson to be the representative, and he served on the BTAC until his recent retirement. The CATS Board was legally terminated in April 2016.

The proposed BTAC bylaw amendment would remove the designation of the CATS Board member representation and add a second rider representative. This would maintain the current number of members of the BTAC. Currently, Ms. Becky Messer is the rider representative, and second rider representative nominations would be solicited through multiple mediums, including the BRITE website, Facebook, and posters on the buses. If the BTAC approves this proposed bylaw amendment, it will move forward to the CSPDC Commission at their December 17, 2018 meeting for action. Per the bylaws, the BTAC makes recommendations and the CSPDC Commission takes action.

Ms. Whetzel moved, seconded by Mr. Luke Juday, to approve the proposed bylaw amendment of removing the previous CATS Board member designation and adding a second rider representative. Motion carried unanimously.

BRITE Punch Cards: Ms. Gourley reminded the committee that one of the 2015 Transit Development Plan (TDP) recommendations included the implementation of bus passes. Currently, riders pay fare via exact change or tokens, and tokens can be purchased at the BRITE Transit Facility or the CSPDC offices. Riders have stated that these fare medias are inconvenient – both having exact change and the inconvenient locations to purchase tokens. Additionally, Ms. Gourley noted that tokens are being used less frequently. Tokens are being sold, but are not being recovered in the fare boxes.

For the past 18 months, staff has been researching different fare medias used by other comparable transit agencies. There are various options, but most are cost prohibitive. Ms. Gourley indicated that BRITE collects approximately \$70,000 per year in fares, and if electronic fare boxes were purchased at \$15,000 per unit it would take a considerable amount of time to recoup those costs. Some riders have indicated that they are not comfortable with any fare media that would be tied to a credit card or bank account. In addition to the inconveniences to riders, there is also the accountability and banking logistics for Virginia Regional Transit (VRT) staff. Technology for fares is currently emerging for smaller systems – larger systems have access to smart cards,





112 MacTanly Place  
Staunton, VA 24401

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

electronic fare boxes, etc. which are beyond BRITE's means. The idea proposed today would serve as a first step, and BRITE will reassess as technology evolves.

VRT recommended that BRITE reintroduce punch cards – they were previously utilized in this area years ago, but the program was discontinued for unknown reasons. The passes were sold on-board the buses by the drivers, and drivers that were around during its use were agreeable and supportive to re-implement them. Ms. Gourley indicated that there would be two different punch cards to represent the two different fares of 25 cents (Staunton routes) and 50 cents (all other routes). The two punch cards would be easily identifiable as to their monetary value. The 25 cent card would be sold for \$3 per card for 12 punches. A 25 cent fare is reasonable, so there would be no added benefits. The 50 cent card would be sold for \$5 per card for 12 punches. This would equate to a benefit of two free rides. Cards can be utilized by the paratransit service, and the punches would then correlate to the respective fares (50 cents and \$1.00). The punch cards would be printed on a heavy paper stock and be the size of a credit card; drivers would have hole punchers to punch the cards as riders board the bus. Each card would have a unique identifying number to prevent fraudulent use. Language will detail BRITE's responsibility and that there is no cash monetary value/refunds of the cards. If the committee recommends moving further with the program, Ms. Newbrough will work through the driver accountability and accounting logistics.

Ms. Messer inquired about affordability of the passes at the end of the month for those that receive monetary allocations at the beginning of the month. It was clarified that single rides could still be purchased with change as rider budgets allowed. The punch cards will serve as an additional option for fares alongside use of exact change and tokens. Mr. Steve Rosenberg suggested exploring low-cost methods that would guard against counterfeiting, such as a watermark or embossing. Ms. Gourley stated that this would be researched with the printer producing the cards.

Ms. Messer moved, seconded by Ms. Cynthia Page, to approve moving forward with punch card implementation with the suggestion of researching cost-effective methods to guard against counterfeiting. Motion carried unanimously. Ms. Gourley indicated that planned implementation would be in January 2019, with an advertising campaign and time to train drivers on their usage.

Shelters & Benches: Ms. Gourley indicated that five bus shelters and three benches had been ordered and received. They were funded with urban grant money, thus will need to be installed in urban locations. Shelters and benches will be stored at the BRITE Transit Facility until installation at their respective locations. Three potential locations have been identified – Waynesboro Public Library, Augusta County Library, and the Walmart Neighborhood Market in Waynesboro. Ms. Gourley asked that if there are any other potential locations for benches or shelters, that are ADA compliant, please forward those suggestions along.



112 MacTanly Place  
Staunton, VA 24401

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

Ms. Clark inquired whether or not Fishersville was located within the urban area. It was clarified that areas along the 250 corridor are classified as urban. Bridgewater has expressed interest in benches, and that would require an application for rural money, which could occur with the FY20 applications.

SMART SCALE Application: Ms. Gourley announced that BRITE submitted a VDOT SMART SCALE application for intersection improvements at Route 250 and Sangers Lane and Brand Station Road. Ms. Gourley indicated that there is considerable transit activity there – two bus stops in the eastbound and westbound directions for the 250 Connector – and no pedestrian amenities. The application is for bus pull-offs, bus shelters, solar lighting, connecting sidewalks, and a pedestrian-controlled signalized crossing. Ms. Gourley indicated that the application is currently in the final round of approval, and if approved, development would occur in 2022.

250 Connector Study / Greenville Avenue: Ms. Gourley reviewed a few studies that are underway.

- 250 Connector: One of the TDP recommendations was to assess the 250 Connector route since it has challenges maintaining its schedule on its long route. Additional paratransit service was implemented two years ago to help alleviate the route. New developments have been cropping up along the corridor making this a good time to evaluate the route. The Staunton-Augusta-Waynesboro Metropolitan Planning Organization (SAWMPO) is performing a small area study of the Richmond Road corridor, between the I-81 interchange and Frontier Drive, due to new developments, and thus the two studies have been combined using the same consultant, Kimley-Horn. There is a six month timeline for the study, and part of the scope of work includes public information meetings once alternatives have been identified and a presentation to the BTAC. An inquiry was made about a future bus stop at Staunton Crossing, and it was indicated that the next phase of development includes a park and ride lot.
- Greenville Avenue: VDOT has initiated a safety study along Greenville Avenue between Commerce Road and the Staunton Mall, with the potential to be extended to DMV. BRITE asked for the inclusion of evaluations, recommendations, and improvements for the 12 transit stops through the study area; if it is unsafe for vehicles, it is equally unsafe for buses and pedestrians.

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

- Risk & Vulnerability Assessment Recap: Ms. Newbrough reminded the committee members of the risk and vulnerability assessment of the BRITE Transit Facility that took place earlier this year. This assessment concluded with a list of recommendations to address. Ms. Newbrough reported that most of the suggested tasks have been completed – these minor suggestions ranged from re-striping the parking lot to posting security notices and locking certain interior doors. Emergency evacuation procedures were also assessed, and the local fire department will be performing a walkthrough to become familiar with the facility.



112 MacTanly Place  
Staunton, VA 24401

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

- Demo Driver Assistance Project: Ms. Newbrough reminded committee members of the Demo Driver Assistance Project, in which BRITE was selected by the Virginia Department of Rail and Public Transportation (DRPT) to receive three Mobile Eye Shield Plus technologies to be placed on the Staunton Downtown Trolley, 250 Connector, and Waynesboro Circulator. Unfortunately, installation has been delayed throughout the state. A new update will be given once installed.
- Additional Bus Stops: Ms. Newbrough indicated that new stops have been implemented in the past few months:
  - Myers Corner in Fishersville served by the 250 Connector – Gosnell Crossing / Myers Corner Drive and Myers Corner Drive / Old Oaks Drive
  - Frontier Center & Richmond Avenue in Staunton served by the 250 Connector – 1209 Richmond Road (MedExpress) and Frontier Center (Bojangle's)
  - Additional Waynesboro bus stops to be served by the Waynesboro Circulator are being identified, and locations will be finalized and verified in the coming weeks
- Staunton Downtown Trolley Winter Hours / Stuarts Draft Link Mid-Day Break Closure: Ms. Newbrough reviewed the recent changes to service hours. Beginning November 5<sup>th</sup>, the Staunton Downtown Trolley began operating its winter hours, with service concluding at 6PM Monday through Saturday, and on Saturday the Saturday Night Trolley service begins at 6PM and concludes at 9PM. These hours will remain in effect until the first Monday in May 2019.

On September 3<sup>rd</sup>, the Stuarts Draft Link closed its mid-day break, and now has continuous service throughout the day. The previous schedule ran in two split 4 hour shifts – 6:50AM to 10:45AM with a two-hour break, and then resume service from 12:50PM to 4:45PM.

- Inclement Weather Plan: Ms. Newbrough indicated that the Inclement Weather Notification Plan was sent out to BTAC members previously for all contact information to be updated. Ms. Newbrough explained that when there is inclement weather, Ms. Jeannie Puffenbarger and Ms. Newbrough are charged with evaluating road conditions, checking in with the Augusta County Sheriff's Department, and monitoring other area closings to determine the best decision for transit service delivery. Decisions are made early since the first bus begins service at 6:30AM. Notifications are immediately sent out once a decision has been made and approved, including emails, customer service phone number voicemail message, social media and website postings, and local radio and tv closing listings.

Holiday Parade Participation: Ms. Devon Thompson announced the upcoming Holiday/Christmas Parades that BRITE will be participating in: Staunton on November 26<sup>th</sup>; Waynesboro on December 1<sup>st</sup>; Bridgewater on December 1<sup>st</sup>; and Stuarts Draft on December 8<sup>th</sup>.



112 MacTanly Place  
Staunton, VA 24401

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

BRITE Website & Social Media Presentation: Ms. Thompson indicated that since the website went live in August with enhanced search engine optimization (SEO) and greater capability in tracking usage, this would be a good time to give a brief overview of the kind of engagement seen on the website and social media. Ms. Thompson reviewed information gathered from Google My Business, Google Analytics, Facebook, and website communications (refer to the attached presentation).

- Google My Business: Reveals total customer searches and how they searched, as well as the queries used in Google to search.
- Google Analytics: Gives access to information such as audience, acquisition, and behaviors. Search sources, type of user, sessions, bounce rate, page views, visit times, and type of device are other information categories that can be analyzed.
- Facebook: Facebook Insights provides page statistics like post performance and reach. Weekly emails that compare previous week's data with the current week are also received.
- Website: The new website has multiple ways the public can contact BRITE, and through these outlets there have been over 100 communications and responses that range from route information, service cost, paratransit information, and compliments and complaints.

This information will continue to be tracked, and can be reported on if desired by the committee. Mr. Rosenberg presented a question regarding boosting Facebook posts. Currently, posts aren't boosted, but this can be looked into in the future. A suggestion of incentivizing for shares and likes was also made.

Other Business: Ms. Gourley relayed the following announcements:

- BRITE and VRT sponsored the Augusta County Sheriff's Office Donuts with a Deputy event held on November 11<sup>th</sup>.
- BRITE participated in Augusta County Parks and Recreation's Senior Health Fair that morning at the Augusta County Government Center, and will be presenting at Staunton University at the end of the month.
- New and updated brochures of all routes will be printed by the end of the year.

### **Adjournment**

Prior to adjourning, the 2019 meeting schedule was discussed. Currently, the committee meets on the second Wednesday every other month at 2:30 PM. Ms. Messer inquired about meeting quarterly. The bylaws were referenced, and they state the committee must meet at least quarterly. Mr. Rosenberg inquired about staff's recommendation on the adequacy of meeting on a quarterly basis. Ms. Gourley expressed her opinion that quarterly meetings would not be adequate since there are many things to be discussed and guidance to be given. It would be safe to schedule meetings and cancel as needed.

Committee members indicated that the current schedule accommodates their schedules. The meeting calendar for 2019 was reported by Ms. Thompson – January 9, March 13, May 8, July 10, September 11, and November 13.



112 MacTanly Place  
Staunton, VA 24401

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

There being no further business to come before the BTAC, the meeting concluded at 1:58 PM.

The next meeting will be held at the Central Shenandoah Planning District Commission office on Wednesday, January 9, 2019 at 2:30 PM.

# BRITE Website & Social Media

Google My Business Insights

Google Analytics Insights

Facebook Insights

Website Communications



Google My Business

## How customers search for your business

1 month ▼



### Direct

Customers who find your listing searching for your business name or address



### Discovery

Customers who find your listing searching for a category, product, or service



### Branded

Customers who find your listing searching for a brand related to your business

Queries used to find your business • [Send feedback](#)

The most popular queries for your business by unique users

1 month ▾

	Query	Users
1	brite bus	163
2	bright bus	23
3	bus tickets	14
4	green cafe	12
5	transportation	10
6	24 hour taxi	<10
7	250 bus	<10
8	64	<10
9	air medical transport	<10
10	blue ridge community college	<10

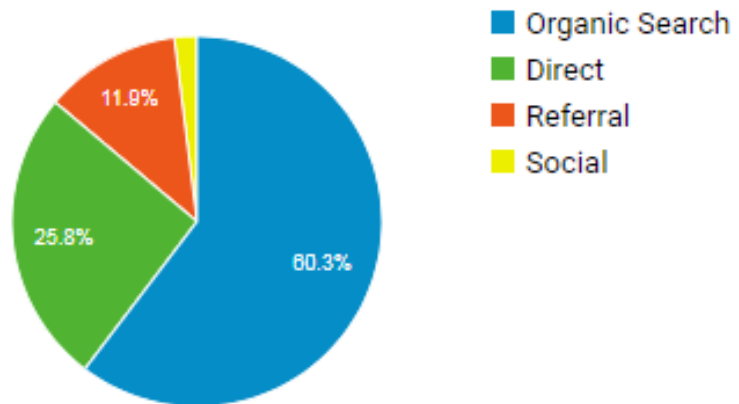


Users

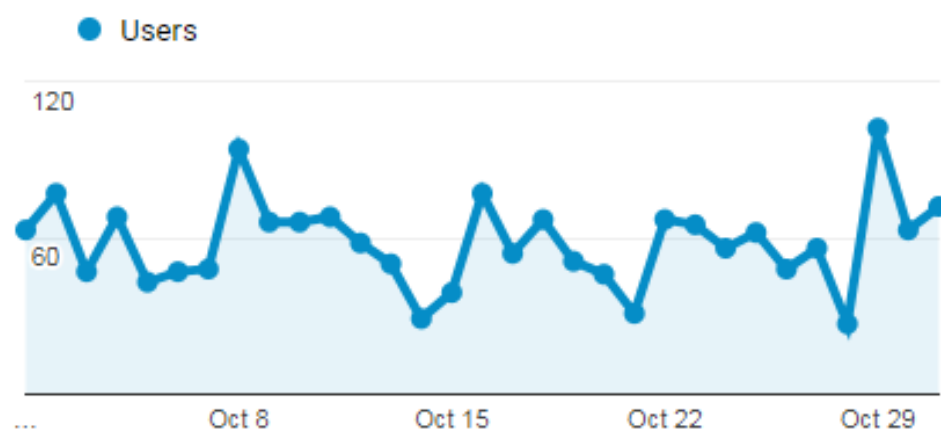


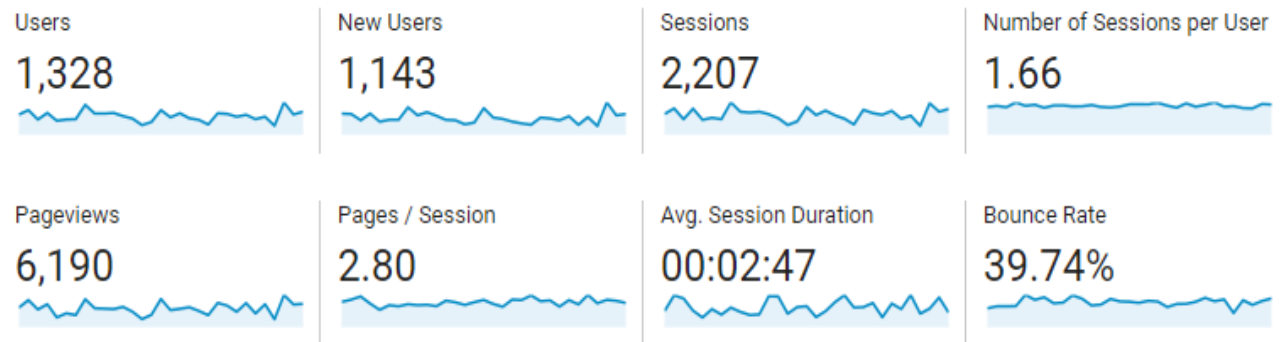
Google Analytics

### Top Channels

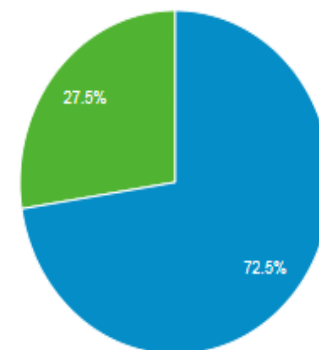


### Users















■ New Visitor ■ Returning Visitor

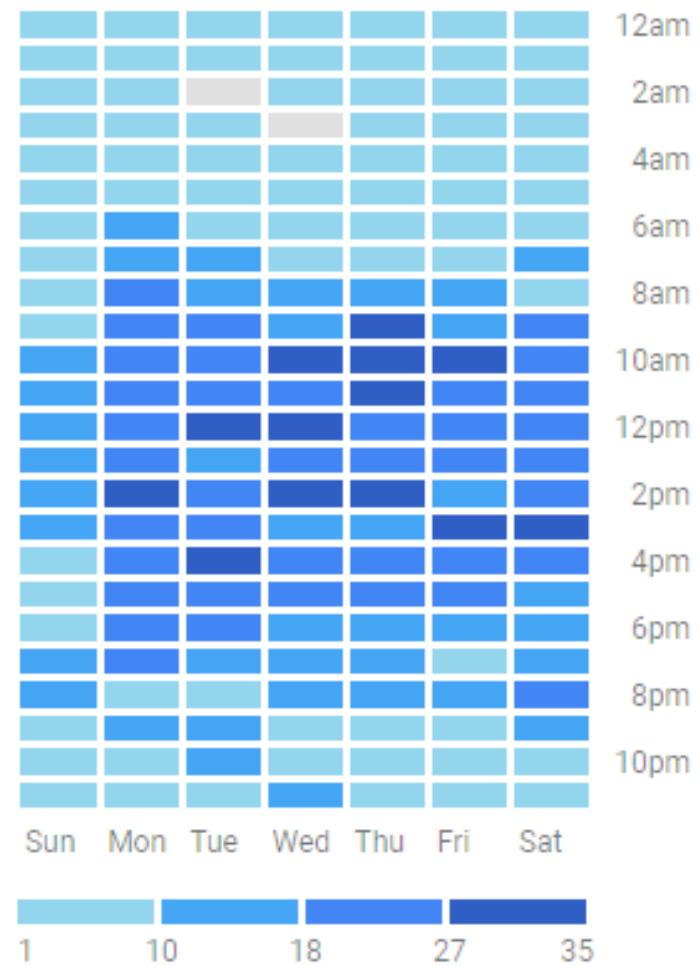




<input type="checkbox"/>	Page <sup>?</sup>	Pageviews <sup>?</sup> ↓	Unique Pageviews <sup>?</sup>	Avg. Time on Page <sup>?</sup>	Entrances <sup>?</sup>	Bounce Rate <sup>?</sup>
		<b>6,190</b> % of Total: 100.00% (6,190)	<b>4,652</b> % of Total: 100.00% (4,652)	<b>00:01:32</b> Avg for View: 00:01:32 (0.00%)	<b>2,207</b> % of Total: 100.00% (2,207)	<b>39.74%</b> Avg for View: 39.74% (0.00%)
<input type="checkbox"/>	1. / 	<b>1,574</b> (25.43%)	1,241 (26.68%)	00:00:46	1,171 (53.06%)	22.72%
<input type="checkbox"/>	2. /bus-routes/250-connector/ 	<b>987</b> (15.95%)	738 (15.86%)	00:02:14	298 (13.50%)	73.49%
<input type="checkbox"/>	3. /bus-routes/ 	<b>699</b> (11.29%)	485 (10.43%)	00:00:46	136 (6.16%)	30.15%
<input type="checkbox"/>	4. /bus-routes/staunton-north-west-loops-downtown-trolley/ 	<b>647</b> (10.45%)	445 (9.57%)	00:02:48	139 (6.30%)	53.96%
<input type="checkbox"/>	5. /bus-routes/blue-ridge-community-college-shuttle/ 	<b>478</b> (7.72%)	362 (7.78%)	00:02:58	162 (7.34%)	65.43%
<input type="checkbox"/>	6. /bus-routes/waynesboro-circulator/ 	<b>474</b> (7.66%)	322 (6.92%)	00:01:43	139 (6.30%)	53.24%
<input type="checkbox"/>	7. /trip-planner/ 	<b>280</b> (4.52%)	226 (4.86%)	00:02:49	29 (1.31%)	68.97%
<input type="checkbox"/>	8. /contact/ 	<b>184</b> (2.97%)	145 (3.12%)	00:02:33	17 (0.77%)	58.82%
<input type="checkbox"/>	9. /bus-routes/stuarts-draft-link/ 	<b>176</b> (2.84%)	122 (2.62%)	00:01:23	23 (1.04%)	52.17%
<input type="checkbox"/>	10. /bus-fares/ 	<b>113</b> (1.83%)	85 (1.83%)	00:00:55	16 (0.72%)	31.25%

## When do your users visit?

Users by time of day



<input type="checkbox"/>	Device Category ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		1,328 % of Total: 100.00% (1,328)	1,143 % of Total: 100.00% (1,143)	2,207 % of Total: 100.00% (2,207)	39.74% Avg for View: 39.74% (0.00%)	2.80 Avg for View: 2.80 (0.00%)	00:02:47 Avg for View: 00:02:47 (0.00%)
<input type="checkbox"/>	1. mobile	804 (60.54%)	666 (58.27%)	1,528 (69.23%)	41.75%	2.67	00:02:44
<input type="checkbox"/>	2. desktop	478 (35.99%)	433 (37.88%)	624 (28.27%)	34.62%	3.13	00:02:55
<input type="checkbox"/>	3. tablet	46 (3.46%)	44 (3.85%)	55 (2.49%)	41.82%	2.89	00:02:09

Facebook

## Post Reach

The number of people who had any posts from your Page enter their screen.


































### BENCHMARK

Compare your average performance over time.
































Organic

Paid

Reach: Organic / Paid
Post Clicks
Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/06/2018 6:00 AM	 Make sure you get out and vote today - FREE rides being offered			878 	9 27 	<a href="#">Boost Post</a>
11/05/2018 5:00 PM	 Do you know what is just as fun as voting? Riding on BRITE Bus			3.1K 	70 63 	<a href="#">Boost Post</a>
11/05/2018 10:00 AM	 Winter Hours for the Staunton Downtown Trolley - Effective			65 	2 5 	<a href="#">Boost Post</a>
11/03/2018 10:00 AM	 Winter Hours for the Staunton Downtown Trolley - Effective			62 	2 0 	<a href="#">Boost Post</a>
11/02/2018 10:30 AM	 Don't forget BRITE will be offering FREE rides on Election			161 	4 11 	<a href="#">Boost Post</a>
11/01/2018 4:30 PM	 Don't forget Winter Hours for the Staunton Downtown Trolley will			66 	0 4 	<a href="#">Boost Post</a>
11/01/2018 9:07 AM	 Thursday, November 1, 2018 BRCC North is unable to travel			64 	0 3 	<a href="#">Boost Post</a>
10/30/2018 1:30 PM	 Voting is fun. So is riding BRITE for free. Do both on Tuesday,			1.1K 	42 55 	<a href="#">Boost Post</a>



10/29/2018 6:00 PM	 Winter Hours for the Staunton Downtown Trolley - Effective			67		1 0		<a href="#">Boost Post</a>
10/27/2018 10:00 AM	 Winter Hours for the Staunton Downtown Trolley - Effective			61		3 1		<a href="#">Boost Post</a>
10/26/2018 12:00 PM	 Election Day is coming up! Ride FREE on BRITE.			60		1 4		<a href="#">Boost Post</a>
10/23/2018 2:00 PM	 BRITE will be offering FREE rides on Election Day - Tuesday,			6.6K		221 227		<a href="#">Boost Post</a>
10/22/2018 12:00 PM	 Winter Hours for the Staunton Downtown Trolley - Effective			77		0 4		<a href="#">Boost Post</a>
10/15/2018 12:35 PM	 Have you used the trip planner on the website yet?			48		1 0		<a href="#">Boost Post</a>
10/15/2018 7:00 AM	 Beginning today, October 15, BRITE Bus will be adding two			63		0 0		<a href="#">Boost Post</a>



## Your Page Insights Summary for BRITE Bus Transit Service

October 14 - November 10

9.5K

Post Reach

+193%

859

Post Engagements

+281%

24

New Page Likes

+500%

Trends compare the current and previous 28-day periods.

# Website Communications

# “Get In Touch” / “Have A Question”

- ▶ From going live in August...
  - ▶ There have been over **100** communications and responses from the website through “Get In Touch” and “Have A Question”
  - ▶ Topics include:
    - ▶ Route information
    - ▶ Cost of service
    - ▶ Paratransit eligibility & application
    - ▶ New residents seeking information for transportation in the area
    - ▶ Compliments & complaints
    - ▶ Employment inquiries

# Future Tracking