



112 MacTanly Place
Staunton, VA 24401

Phone: (540) 885-5174
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**BRITE Transit Advisory Committee Meeting Summary
March 13, 2019, 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
✓	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

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:33 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 January 9, 2019 BTAC meeting.

Ms. Karen Clark moved, seconded by Mr. Steve Rosenberg, to approve the minutes of the January 9, 2019 meeting, as presented. Motion carried unanimously.



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Business

250 Connector Route Study Update: Ms. Nancy Gourley reminded the committee of the 250 Connector Route Study that is underway with Kimley-Horn. The route is pressed for time, sometimes presenting reliability issues, and it is critical that it remains on schedule since other routes are tied to the connections with the 250 Connector at the hubs. Rider surveys were completed in December, and alternatives will be presented to and reviewed by staff this week. Of those alternatives, two will be finalized and presented to the working group on March 27, 2019. Last minute edits and comments will then be made prior to the first public meeting on April 10, 2019 at Staunton City Council Chambers (116 W Beverley St, Staunton), which will be led by the consultant. If the impacts from these alternatives are significant, additional meetings may be held in Fishersville and Waynesboro, which would be led by the CSPDC. Ms. Gourley indicated that alternatives may consist of shortening or splitting the route.

Ms. Becky Messer indicated that most stops served by this route are vital, and Ms. Gourley agreed that all destinations and stops are popular, thus making it difficult to cut any service unless it was to be served by another route. Ms. Gourley indicated that there is some redundancy in parts of the route that could be eliminated.

2019 Triennial Review Update: Ms. Gourley indicated that the timeline for the Triennial Review continues to be pushed back due to the government shutdown at the beginning of the year. The new date to submit materials has been scheduled for April. At that time, a reviewer will be assigned and documents submitted, and a date for the onsite review would be scheduled.

Ms. Clark made an inquiry regarding the status of available operating funds in the case of another government shutdown. Ms. Gourley indicated that once the government re-opened after the last shutdown, all reimbursement requests went in and were fulfilled. The regular schedule of reimbursements is being maintained, so, if the government were to shutdown again the contingency reserve of operating funds would still be available. Ms. Gourley indicated that after the shutdown, FTA put all their resources into addressing reimbursements.

New Rider Member of BTAC Update: Ms. Devon Thompson indicated that it was originally planned to have a new rider member in place for this meeting, but due to unforeseen circumstances the BTAC sub-committee members were unable to meet with the candidate prior to this meeting. The sub-committee plans on meeting with the candidate prior to the May BTAC meeting.

BRITE Punch Card Update: Ms. Thompson announced that the BRITE farecards were implemented on March 4, 2019. Ms. Susan Newbrough forwarded the tracking report to Ms. Thompson, and after one week of implementation 165 farecards have been sold – 132 \$5 farecards and 33 \$3 farecards. Ms. Thompson passed around the BRITE farecards for the committee members to see the final product, since only a prototype was available at the last meeting. Ms. Newbrough indicated that positive feedback was coming from both riders and



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drivers. On the first day of selling the farecards drivers were provided with five of each of the farecards, and they were selling out quickly and their stocks had to be replenished multiple times throughout the day.

Ms. Clark inquired about the printing of the farecards, and Ms. Thompson indicated that Mid Valley Press printed the cards, which included the UV coating on one side.

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

- Service: Ms. Newbrough indicated that the service is running well overall. There was no service on February 20, 2019 due to inclement weather.
- 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. These devices were installed in late November 2018 and placed in stealth mode, during which there were no alerts but data reports were generated. The devices went live in January 2019, and in February 2019 an overview and training took place with Ms. Newbrough and her Operations Supervisor, Ms. Jeannie Puffenbarger. Ms. Newbrough passed around and talked through informational posters that illustrate what the drivers see from their viewpoint as well as some of the functionalities of the devices (see attached). Ms. Newbrough and Ms. Thompson recently participated in a telematics training webinar with Rosco Vision to review the data reports that are available through the system. Such data includes hot zone mapping, speeding, and different types of alerts.

Ms. Messer inquired as to whether or not the bus drivers were aware of alerts and how they felt about the new system. Ms. Newbrough indicated that drivers are aware of the system, and if an event occurs while driving they are notified on one of the three monitors on the bus. Ms. Newbrough also noted that some of the drivers have mixed feelings about being monitored; but, this is not a camera system, and this is a support system that monitors safety and the potential for vehicular and pedestrian incidents. Mr. Russ Neyman had a few clarification inquiries regarding the system's display on the buses, which Ms. Newbrough addressed accordingly. Ms. Gourley inquired about the speed limit indicator being enabled. Ms. Newbrough indicated that it is enabled and reports can be tailored to show speed limit information in a variety of forms. Ms. Newbrough added that some testing is being done regarding the posted speed limit variable – in some instances the system is not catching speed limit changes. Rosco Vision indicated that information and data can be formatted to better reflect the service area. For instance, Staunton streets are narrower than bus widths, so the notification for lane departure has been modified within historic downtown Staunton. Thus, speed limit information can be altered to be correct in all service areas.



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Ms. Newbrough indicated that more information should be available at the next meeting, with the possibility of doing a demonstration of the data received for the BTAC members.

Ridership Statistics Presentation: Ms. Gourley indicated that ridership data had been requested. Ms. Cindi Johnson, CSPDC, and Ms. Gourley assembled a comprehensive report on ridership data, and Ms. Gourley presented said report (see attached). The presentation covered data such as:

- Total passenger trips by Fiscal Year (2017, 2018, and through January of 2019)
- Average trip profile by fare collection
- Average fixed route trips by day
- Average paratransit trips by day
- Total passenger trips and average trips by day broken down by individual routes (BRCC Shuttles North & South, Stuarts Draft Link, Staunton Downtown Trolley & Saturday Night Trolley, Waynesboro Circulator, 250 Connector, Staunton North & West Loops, and BRITE Access)

Ms. Gourley also provided information on the routes' service areas and operating hours, and provided data analysis, speaking to any trends that were found. Ms. Gourley addressed the various inquiries as they were made throughout the presentation.

Mr. Rosenberg inquired as to whether any ridership goals had been identified. Ms. Gourley indicated that there are ridership projections in the Transit Development Plan (TDP), but ridership has been fairly flat the past three years. There is a general trend that transit ridership is decreasing – so, level ridership is positive news. Ms. Gourley added that generally when the economy is doing well transit ridership declines. Mr. Rosenberg also inquired as to how the ridership data compared to the projected ridership, and Ms. Gourley indicated that current statistics are about on par with the projections.

Mr. Steven Hennessee indicated that DRPT will be using performance based data in the operating formula for fund allocations, and BRITE's data was easily reconciled. Mr. Hennessee complimented Ms. Johnson's thorough work.

Ms. Gourley indicated that the presentation would be electronically mailed to BTAC members, and they could distribute and share the data accordingly. Ms. Gourley noted that, if requested, the data could be provided in different formats.

Other Business:

- Ms. Gourley announced that new BRITE promotional materials have been purchased – pens, chapstick, chip clips, and hand sanitizer. These promotional items are distributed at the various outreach events and fairs BRITE participates in.
- Ms. Thompson announced that new Virginia Breeze brochures had been printed and were available for BTAC members. Ms. Gourley noted that additional pick-up and drop-off times had been added for Friday



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and Sunday evenings. Mr. Rosenberg made an inquiry regarding the development of an additional route, to which Mr. Hennessee and Ms. Gourley indicated that DRPT staff was looking into new routes and public surveys previously administered indicated a need for connecting Lynchburg to Richmond and the Route 29 Corridor.

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, May 8, 2019 at 2:30 PM.