



112 MacTanly Place  
Staunton, VA 24401

Phone: (540) 885-5174  
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**BRITE Transit Advisory Committee Meeting Summary**  
**November 9, 2022, 1:30 p.m.**

Central Shenandoah Planning District Commission  
112 MacTanly Place  
Staunton, VA 24401

[Click Here for Audio Recording of Meeting](#)

	Name	Organization
	Leslie Beauregard	City of Staunton
✓	Jennifer Whetzel	County of Augusta
✓	Leslie Tate	City of Waynesboro
✓	Krystal Moyers	Augusta Health
	Mike Kelley	Wilson Workforce & Rehabilitation Center
	Greg Beam	Staunton Downtown Development
✓	Terry Rodgers, Chair	Shenandoah Valley Social Services
	Anastasia Triplett	Blue Ridge Community College
✓	Becky Messer	Transit Service Rider
✓	Paul Terry	Transit Service Rider
✓	Steve Wilson	Virginia Regional Transit
✓	Steven Hennessee	Department of Rail and Public Transportation

	Name	Organization
✓	Ann Cundy*	CSPDC
✓	Bonnie Riedesel	CSPDC
✓	Devon Thompson	CSPDC
✓	Paula Melester	CSPDC
✓	Lib Rood, KFH Group*	
✓	Alisande Tombarge, City of Waynesboro	
✓	John Blair, City of Staunton	
✓	Rodney Rhodes, City of Staunton	
✓	Zach Beard, CSPDC	
✓	Joshua Smoot, CSPDC	
✓	Shane Doran, Dominion Commercial	
✓	John Reno, Countryside Srv. Co.	

**Call to Order**

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 1:30 PM by Ms. Terry Rodgers, Chairperson. Pursuant to §2.2-3708.2 of the Code of Virginia, BTAC members may participate in meetings through electronic communication means. Those who attended virtually are indicated by an asterisk; all others attended in-person.

**Public Comment**

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



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### **Approve Minutes**

Chairperson Rodgers presented the minutes from the July 13, 2022, BTAC meeting for consideration.

***Mr. Paul Terry moved, seconded by Ms. Krystal Moyers, to approve the minutes of the July 13, 2022, meeting, as presented. Motion carried unanimously.***

Chairperson Rodgers presented the minutes from the September 14, 2022, BTAC meeting for consideration.

***Mr. John Blair moved, seconded by Ms. Becky Messer, to approve the minutes of the September 14, 2022, meeting, as presented. Motion carried unanimously.***

### **Business**

Staunton Lewis Street Hub Rehabilitation Update: Ms. Ann Cundy announced the progress of the Staunton Lewis Street Hub Rehabilitation project. The Request for Proposals (RFP) for design, engineering, and construction administration closed at the end of October, and two proposals were received. The proposal review committee, made up of Virginia Department of Rail and Public Transportation (DRPT), Central Shenandoah Planning District Commission (CSPDC), and City of Staunton staff were reviewing and scoring the proposals, and would meet at the end of November to make a final decision and negotiation for award and contract. After review, construction documents and final design would be developed for the rehabilitation of the hub.

Ms. Cundy also extended her thanks to Mr. John Blair and Ms. Leslie Beauregard, City of Staunton, for their work on the formal dedication of the easement for the City's path that begins at the back of the Lewis Street lot and goes through the woods to Fillmore Street – an important non-motorized, off-road connection.

ITS – Mobile Data Collection System (MDCS) Update: Ms. Devon Thompson provided an update on the ITS project. Vendor demonstrations for the MDCS – tablets and back-end software to assist with data collection and reporting for bus drivers, VRT managers and supervisors, and CSPDC staff – were hosted in late September. Once demos were conducted, Kimley-Horn, the technical assistance consultant, was able to finalize the technical specifications, which would be part of the scope of work for the RFP. Kimley-Horn staff was finalizing the draft RFP for CSPDC staff review, and the RFP would be slated for release at the end of November with proposals due by the end of the year. Ms. Thompson indicated that once the award had been made, they could move forward with implementation.

Afton Express Update: Ms. Paula Melester reported on Afton Express operations. Ms. Melester indicated that a date had been set for implementation of the expanded schedule. The expansion would add a third bus to the fleet that would allow for increased frequency and scheduled times to pick-up and drop-off 12-hour shift workers. The launch date was planned for February 1, 2023.



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Current ridership remained strong, and daily average passenger trips were around 55-60. Ms. Melester indicated that there was a consistent core group of about 30 riders per day. The hope was that ridership continued to increase month to month as it had been doing over the course of the year.

Transit Development Plan (TDP) Update: Ms. Lib Rood presented on the progress of TDP. The presentation included information on the revised Chapter 5 – Implementation Plan and the activities that were planned for the next 10 years (see attached presentation). Ms. Rood also gave an update on the status of the full Draft Plan. Once staff level edits were finalized, the Draft Plan would be sent out to the BTAC for review. Once reviewed by the BTAC, it would be forwarded to the CSPDC Board of Commissioners for their approval.

Ms. Bonnie Riedesel inquired as to whether or not there needed to be documentation in the TDP regarding the change of funding for Afton Express from Demonstration Grant funds to being included under the umbrella of BRITE Bus funding, and Ms. Rood indicated that it was referenced in the Draft Plan. It was decided that it could also be included in the appropriate out-year recommendation list.

Ms. Thompson indicated that the BTAC would recommend the CSPDC Board of Commissioners to release the Draft Plan for public comment; after the public comment period, the Plan would be approved by the CSPDC Board of Commissioners. Ms. Thompson proposed that a special meeting could be held in December to vote on this item. Ms. Riedesel indicated that the CSPDC Board of Commissioners would meet on Monday, December 19, 2022, and that would be when they would need to release the Draft Plan for a 21-day public comment period. Then final approval would be voted on at their February meeting, following the 21-day period. Ms. Moyers inquired if there was a revision process in between the public comment period and final approval, and Ms. Thompson indicated there would be if any public comments were received.

Partner Match Restructure: Ms. Thompson updated the committee on the two additional tasks that came to light at the end of the TDP development. As discussed in September, the CSPDC hired KFH Group to evaluate the partner match formula for the local funds that matched state/federal funds that were applied for and received by the CSPDC, as well as develop and analyze some alternatives for the BRCC Shuttle routes that reflected new, pandemic-related conditions at Blue Ridge Community College.

A sub-committee tasked with working closely with the CSPDC and KFH Group staff to review work that had been drafted had met to review the first draft of alternatives and formula options. The first tech memo outlined two BRCC alternatives that adjusted span of service, based on existing ridership by time-of-day data. The tech memo also outlined some potential ways to develop an equitable and transparent formula for local match funds, that considered equity, funding availability, control, and sustainability. Preliminary numbers were based on the current FY2023 approved budget as well as projected expenses and operations for FY2024. Ms. Thompson indicated that these numbers would be further refined and shared with the working sub-committee prior to coming before the full BTAC for review and approval.



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Ms. Krystal Moyers inquired as to what the current hours of operations were for the BRCC North & South Shuttles, and Ms. Thompson indicated that hours of operation were 6:50 AM to 10:30 and 11:00 PM (South and North, respectively). Ms. Thompson added that it would be beneficial to cut service in those evening hours with low ridership during that time. Ms. Riedesel also indicated that those original times reflected the original intent of serving students that attended night classes prior to the pandemic. Ms. Moyers also asked if there was a sense of how many passengers were BRCC students and staff, and Ms. Thompson and Mr. Steve Wilson answered that in a general sense, drivers would see BRCC badges and mark this information on their ridership tracking forms (versus other college badges presented).

Contractor Update: Mr. Steve Wilson reported on the following:

- **General Operations**
  - **Virginia Regional Transit (VRT) Staffing:** Staffing was presented as an ongoing challenge for VRT's operations like every other transit agency. Ms. Melester had posters printed for BTAC members to take and distribute at their locations.
- **Bus Stop Request – Imperial Drive:** Mr. Wilson indicated that a request had been made for a permanent stop at Imperial Drive on Route 250. Mr. Wilson presented on existing conditions and safety concerns at the proposed locations, both eastbound and westbound (see attached presentation):
  - Existing conditions – currently served as a flag down/call stop, stop location conditions, posted highway speeds
  - Safety concerns – stop location conditions, posted highway speeds, visibility

Mr. Wilson recommended two options for consideration by the BTAC. Option A was to operate as is (flag down/call stop) until infrastructure was installed. Option B was to install a sign westbound and delay sign installation for the eastbound stop once infrastructure was installed.

Mr. Shane Doran and Mr. John Reno addressed the BTAC with additional comments regarding the existing developments and conditions at the site and the planned future housing developments. Mr. Doran and Mr. Reno indicated that once there was a need established, a stoplight would be warranted – they believed that this would be reached once all the developments were constructed. It was indicated that all plans were fully approved, and that a bus stop would assist with their tax credit application for construction. Discussion ensued that regarded the timeframe of application and construction, the bus stop's implication for the tax credit application, current stop usage, awareness of flag down/call stops, and safety and timing of the stop. The logistics of Option B were further discussed.

***Ms. Jennifer Whetzel moved, seconded by Ms. Becky Messer, to approve the addition of the Imperial Drive bus stop (Call Stop), westbound, with the future addition of an eastbound stop once more infrastructure was installed. Motion carried unanimously.***

Other Business: Chairperson Rodgers asked if there was any other business to come before the committee.



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- **Remote Area Medical Clinic** – Ms. Thompson indicated that the Remote Area Medical Clinic would be in hosted in Fishersville on November 19-20. Posters would be distributed on the buses, and Ms. Thompson had additional flyers printed for BTAC members to take and distribute and post as well.
- **2023 Meeting Calendar** – Ms. Thompson reviewed the 2023 meeting calendar and announced the meeting dates, set on the second Wednesday of every other month beginning in January:
  - January 11, 2023
  - March 8, 2023
  - May 10, 2023
  - July 12, 2023
  - September 13, 2023
  - November 8, 2023

Ms. Whetzel proposed meeting on the same day for the December meeting – second Wednesday would be December 14, 2022. This would allow a month for BTAC review of the TDP, and the finalized BRCC Shuttle alternatives and funding partner match formula would be ready to share. There was consensus among the committee for a Zoom meeting to be held that day. Ms. Thompson indicated that the special meeting would be advertised as needed, and this would count as the one electronic meeting allowed per the Electronic Meeting Policy.

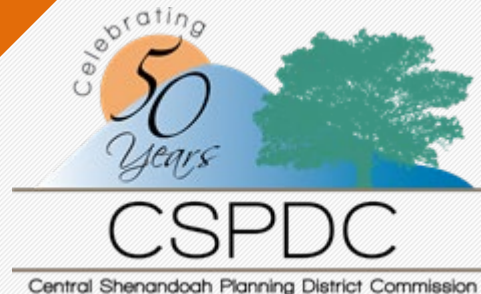
#### **Adjournment**

Chairperson Rodgers indicated that the next BTAC meeting was scheduled for Wednesday, January 11, 2023, at 2:30 PM at the CSPDC office.

There being no further business to come before the BTAC, the meeting concluded at 2:18 PM.

# BRITE TDP

**Study Update | September 14, 2022**



# Today's Discussion



- TDP Draft Implementation Plan-  
Chapter 5 - Revised
- Full Draft Plan
  - ✓ Completing staff-level edits
  - ✓ BTAC review - Draft available November 14
  - ✓ CSPDC Board of Commissioners – Next scheduled meeting



# Chapter 5 – Implementation Plan



## FY2023

- Lewis Street Hub Rehabilitation – Full design, grant funded
- Waynesboro route adjustments
- Stuarts Draft route adjustments
- The addition of a third bus for the Afton Express
- Procurement process for Mobile Data Collection System and Scheduling Software
- Development of an updated local funding formula
- Adjustments to the Blue Ridge Community College Shuttle program



# Chapter 5 – Implementation Plan



## FY2024

- Implement Saturday paratransit service
- Implement Mobile Data Collection System and Scheduling Software-completes Phase I of ITS Plan
- Evaluate Waynesboro and Stuarts Draft route adjustments
- Participate in DRPT electrification study
- Install shelter at one of the identified locations
- Lewis Street Hub construction (grant funded)
- FTA Triennial Review

# Chapter 5 – Implementation Plan

## FY2025

- Conduct a microtransit feasibility study
- Procure paratransit scheduling software – continued implementation of ITS Plan
- Evaluate fares and fare payment system
- Install shelter at one of the identified locations

# Chapter 5 – Implementation Plan



## FY2026

- Conduct procurement process for turn-key transit operations contract
  - Consultant assistance through DPRT Technical Assistance Grant
- Incorporate findings from electrification and fare studies, as warranted
- Implement microtransit demonstration program
- Implement real-time schedule information – continued implementation of ITS Plan
- Install shelter at one of the identified locations

# Chapter 5 – Implementation Plan



## FY2027

- Start a new contract with turn-key transit operations contractor
- Implement the Staunton South Route
- Extend the hours of service for the Waynesboro Circulator later into the evening
- Implement the Traveler Information Displays – continued implementation of ITS Plan
- Install shelter at one of the identified locations

# Chapter 5 – Implementation Plan



## FY2028

- Add a second vehicle to the microtransit pilot program
- Implement Sunday service
- Implement the Advanced Driver Assistance Program – final project of the ITS Plan
- Install shelter at one of the identified locations

# Chapter 5 – Implementation Plan



## **FY 2029**

- Prepare for a full TDP Update

## **FY2030- FY2032**

- Begin implementing projects recommended within the FY2029 TDP

# TDP Wrap Up



- KFH Group completing staff-level edits – this week
- Full Draft TDP available for BTAC review – week of November 14<sup>th</sup>
- Comments open through early December
- CSPDC Board of Commissioners - Review and Approval
  - At their next scheduled meeting

# Imperial Drive Bus Stop

The logo features a large, stylized white letter 'G' with a thick outline. The 'G' is positioned on the left side of the slide. Behind it is a circular graphic composed of several overlapping, semi-transparent segments in shades of orange, yellow, and pink, creating a sunburst or flower-like effect.

brite

**Permanent stop proposal for Imperial Drive and planned Goose Creek Crossing expansion**





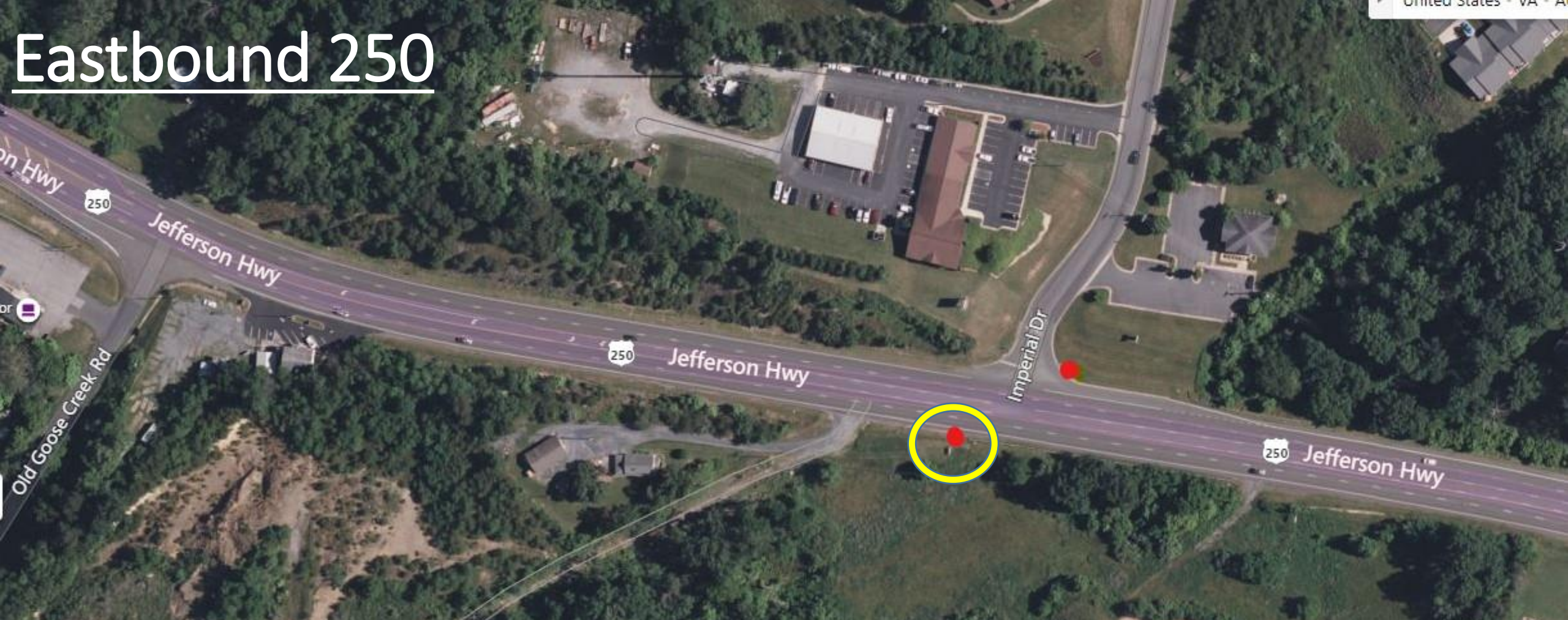
Imperial Dr,  
Staunton, VA 24401

**WEST**

**EAST**



# Eastbound 250



- ☐ Currently served as a flag down / call stop
- ☐ Eastbound service requires stopping in the road, soft shoulder
- ☐ Posted highway speed 55 mph
- ☐ 250 Connector operates at night, reduced visibility

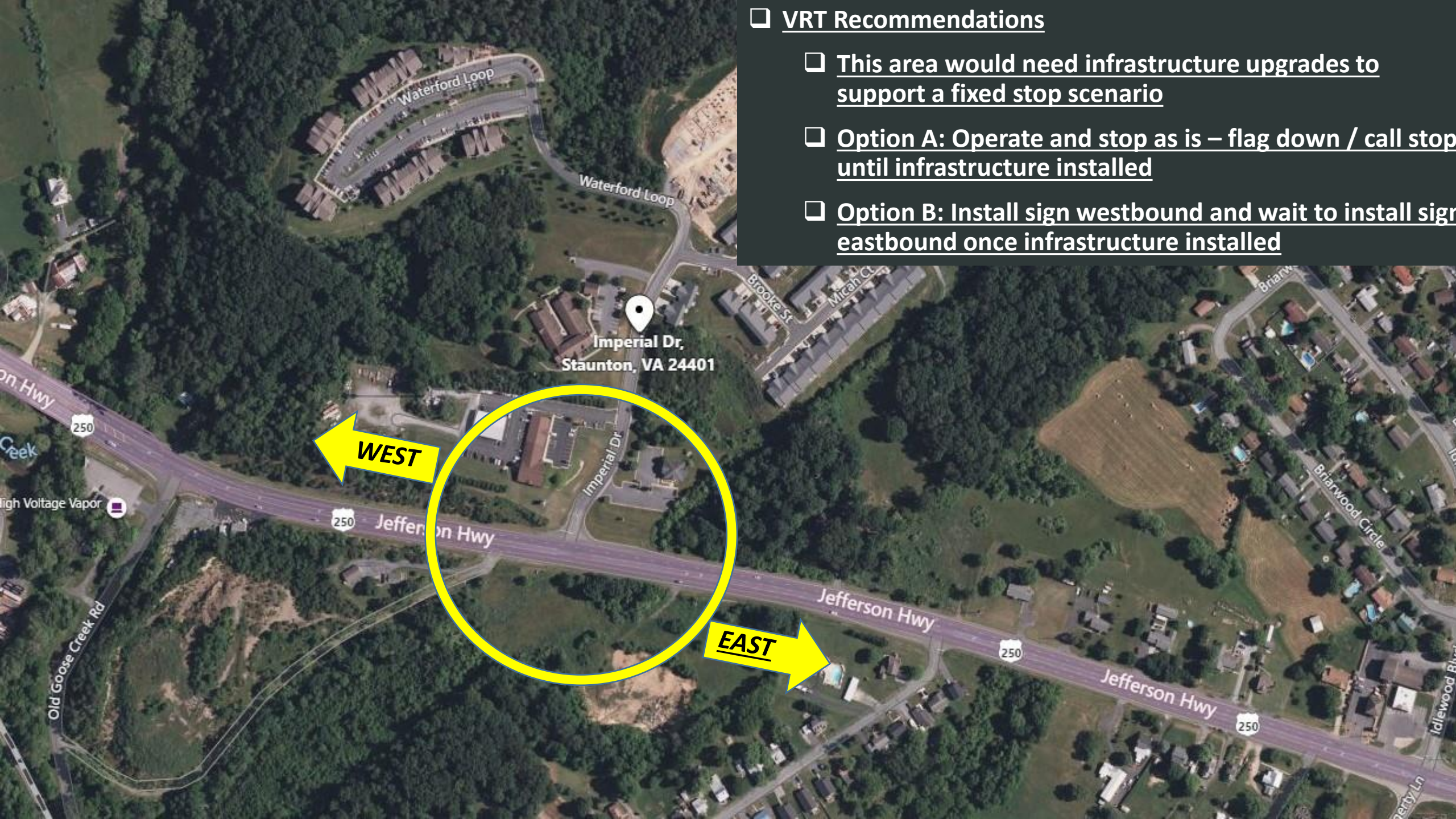


# Westbound 250



- ☐ Currently served as a flag down / call stop
- ☐ Westbound service has adequate space to pull over in current turn lane
- ☐ Posted highway speed 55 mph not an issue, requires normal precautions
- ☐ 250 Connector operates at night





## ☐ VRT Recommendations

- ☐ This area would need infrastructure upgrades to support a fixed stop scenario
- ☐ Option A: Operate and stop as is – flag down / call stop until infrastructure installed
- ☐ Option B: Install sign westbound and wait to install sign eastbound once infrastructure installed

# Imperial Drive Bus Stop

The logo features a large, stylized letter 'G' in white, set against a background of overlapping, semi-transparent circles in shades of orange, red, and pink. To the right of the 'G' is the word 'brite' in a lowercase, orange, sans-serif font.

brite

**Permanent stop proposal for Imperial Drive and planned Goose Creek Crossing expansion**

**Thank you.**