



112 MacTanly Place
Staunton, VA 24401

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BRITE Transit Advisory Committee Meeting Summary
May 10, 2023, 2:30 p.m.

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

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

	Name	Organization
✓	Amanda Kaufman	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
✓	Alisande Tombarge, City of Waynesboro	
✓	Kyle Trissel, DRPT*	
✓	Michele Waitier, SDDA*	
✓	Zach Beard, CSPDC*	
✓	Gregory Bruno, Citizen*	

Call to Order

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:30 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 December 14, 2022, BTAC meeting for consideration.

Mr. Paul Terry moved, seconded by Ms. Leslie Tate, to approve the minutes of the December 14, 2022, meeting as presented. Motion carried unanimously, with abstention from Ms. Amanda Kaufman.

Chairperson Rodgers presented the minutes from the March 8, 2023, BTAC meeting for consideration.

Ms. Jennifer Whetzel moved, seconded by Mr. Mike Kelley, to approve the minutes of the March 8, 2023, meeting as presented. Motion carried unanimously.

Business

Introductions: Ms. Devon Thompson introduced Ms. Michele Waitier, Staunton Downtown Development Association (SDDA), and Mr. Kyle Trissel, Virginia Department of Rail and Public Transportation (DRPT).

Fiscal Year 2024 Draft Six-Year Improvement Program: Ms. Ann Cundy reported that DRPT published the Draft Six-Year Improvement Program (SYIP) in April, and the Central Shenandoah Planning District Commission (CSPDC) was fully funded on all of the applications submitted. This included funding to operate the BRITE Transit System (Operating and Capital Cost of Contracting for both Urban and Rural services) and funding to operate the Commuter Assistance Program (CAP), RideShare. Ms. Cundy additionally noted that RideShare, and other commuter assistance programs across the state, would be developing a strategic plan for the CAP program in the coming year. The CSPDC applied to DRPT for Technical Assistance to hire a consultant to develop the plan. Ms. Cundy acknowledged and thanked DRPT for not just funding the plan at the usual 50/50 match rate, but for funding the project at 96 percent of the total strategic plan project cost.

Ms. Cundy noted that the SYIP would be approved by the Commonwealth Transportation Board (CTB) at their June meeting. CSPDC staff attended the Spring meeting at Blue Ridge Community College (BRCC) and thanked DRPT and the CTB for their work and support.

Lastly, Ms. Cundy reminded the BTAC that this would be the first year Afton Express would be funded under the 5311 BRITE Rural service. Up until this point, Afton Express had been funded by a series of Demonstration grants from DRPT. During the Demonstration grant period, Afton Express proved to be a viable, well-received service and would be continued through regular service funding.

Bus Stop Requests – Amazon (Fishersville) & Augusta Health Outpatient Pavilion: Mr. Steve Wilson presented an overview of two new stop requests that were received by BRITE – further and detailed information to be found in the attached presentation. The first stop was requested by Global Procurement Organization – Associate Commute Services with Amazon to serve their new facility in Fishersville. Mr. Wilson noted that Stuarts Draft Link route departed the BRITE Transit Facility at 6:40 a.m. and ended at 6:45 p.m. Given the proximity to the existing route



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and location, Mr. Wilson confirmed there were no concerns about adding time to the route or safety of the stop; there was existing and planned bus infrastructure at the stop (bus pullout and shelter). Mr. Wilson noted that some Amazon shift times fell outside the current schedule for the route, but BRITE and Amazon staff would monitor the demand and utilization of the stop. Mr. Wilson recommended the stop be added to the Stuarts Draft Link's existing route and schedule. Ms. Whetzel asked if the Stuarts Draft Link operated Monday through Friday, and Mr. Wilson answered in the affirmative.

Mr. Wilson presented the second requested stop at the Augusta Health Outpatient Pavilion on Lifecore Drive. Mr. Wilson stated that passengers already travelled and requested stops along this corridor, and that an additional stop, on either side of the street, would create a designated boarding area that was in a safe location for both passengers to wait and the bus to stop. Mr. Wilson recommended the stops be added to the 250 Connector route as a CALL stop initially, and that utilization would be observed to determine whether a timed stop should be added in the future.

Chairperson Rodgers asked if there were any additional questions. Hearing none, a vote to approve both requested stops was called.

Ms. Whetzel moved, seconded by Mr. Terry, to approve both requested bus stops as presented. Motion carried unanimously.

Blue Ridge Community College Shuttles Decreased Hours: Ms. Thompson indicated that everything was on schedule to implement the decreased hours for the BRCC Shuttles on June 5, 2023. Ms. Thompson reviewed the current schedule:

- North Shuttle – Monday-Thursday: 6:50AM-11:00PM, Friday: 6:50AM-8:00PM
- South Shuttle – Monday-Thursday: 7:15AM-10:30PM, Friday: 7:15AM-7:30PM

The new schedule decreased the evening hours and shored up the first morning run to reflect the scheduled times for the rest of the day (operations would begin at the top of the hour and half hour, respectively).

Ms. Thompson outlined the public outreach process for disseminating information on the schedule changes, which included information posted online (website and social media); information posted on buses and in bus shelters; an online survey; and pop-events hosted at James Madison University (JMU), BRCC, and the Staunton Lewis Street Hub. Ms. Thompson indicated that a small number of comments were received regarding the schedule change – most comments cited the schedule should be pushed back by a half-hour or hour to accommodate riders that commuted for work. Public comments would be documented and saved. The next steps included developing new brochures to reflect the schedule change.

BRITE Title VI Plan Update: Ms. Thompson indicated that it was time to update the CSPDC/BRITE Title VI Plan. Ms. Thompson reminded the BTAC that Title VI of the Civil Rights Act of 1964 stated that: "No person in the United



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States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” Subsequent laws and Presidential Executive Orders added handicap, sex, age, or income status to the criteria for which discrimination was prohibited. Title VI Plans described the measures taken to assure compliance with the rules and regulations associated with Title VI and subsequent nondiscrimination laws, Environmental Justice (mandated that federal agencies addressed equity and fairness towards low-income and minority persons and populations), and Limited English Proficiency (LEP) (mandated that federal agencies ensured that people who have LEP have meaningful access to federally conducted and/or funded programs and activities). These plans were required to be updated and approved every three years and sent to the FTA regional civil rights officer for concurrence.

Ms. Thompson indicated that currently the Plan was being updated, and staff were on an accelerated timeline to meet the deadline. The Plan would need to be released for public comment at the end of May for a 21-day public comment period prior to seeking CSPDC Board of Commissioners adoption at their June meeting. Ms. Thompson reviewed what aspects of the plan would be updated – further and detailed information to be found in the attached presentation: Title VI Compliance History; Assessment of Needs and Resources (four-factor analysis); Title VI Outreach Activities; and Demographic Profiles (population profiles and mapping).

In regards to the population profiles and mapping, LEP, minority, and low-income populations were similar to the 2020 plan update data, with a slight uptick in LEP population. There was still a relatively low LEP population in the region, over 90% of all localities in the region spoke only English, with Spanish being the next language spoken; the highest concentration of that was in Waynesboro. Ms. Thompson indicated that she and Ms. Krystal Moyers had discussed getting brochures for the Waynesboro Circulator and 250 Connector translated in Spanish. Chairperson Rodgers asked when the data on Limited English Proficiency (LEP) was gathered. Ms. Thompson stated the data came from the 2021 American Community Survey Census (5-year dataset).

Ms. Thompson also reviewed that CSPDC/BRITE adhered to the Staunton-Augusta-Waynesboro Metropolitan Planning Organization’s Public Participation Plan (SAWMPO PPP) to guide the public outreach and involvement processes for transit services. The Plan described the procedures for inclusive public participation and ensured access to low-income and minority populations.

Ms. Thompson noted that the plan needed to be released for a public comment period prior to Board adoption. No formal vote from the BTAC was required to release the plan, but Ms. Thompson asked the Committee for concurrence to release the plan as presented. Chairperson Rodgers asked if there were any comments or questions, and hearing none, the BTAC concurred.

Staunton Lewis Street Hub Rehabilitation Update: Ms. Paula Melester reminded the BTAC that the contract for Preliminary Engineering and Design was awarded to Kimley-Horn in February and noted that plans had been moving quickly. The CSPDC had received the 30 Percent Design Plans and met with the City of Staunton for an informal



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review of those draft plans. Ms. Melester explained that the purpose of the informal review was to seek feedback from the City during early-stage development and make changes as needed before submitting a final plan set for formal approval. Following this feedback, the consultants would work to develop 60 Percent Design Plans. Ms. Melester indicated that the CSPDC would review those 60 Percent plans when available and would participate in a Value Engineering Workshop delivered by DRPT in June. Ms. Cundy acknowledged how helpful DRPT had been in supporting this project, not only through funding but by the additional availability of their own engineering staff to the CSPDC as needed.

Ms. Cundy also announced that the CSPDC was moving forward with plans for the installation of four electric vehicle chargers at the Lewis Street Hub when completed. She reminded the BTAC that installation of the electrical conduit for the charging spaces was part of the scope for this project, but grant funding opportunities available through the Bipartisan Infrastructure Law (BIL) would likely make it possible to install the chargers during construction. Ms. Cundy noted that the application deadline for the funds was May 30 and the CSPDC planned to submit a regional grant application that would include two chargers for the Lewis Street Hub.

ITS – Mobile Data Collection System Update: Ms. Thompson provided an update on the procurement of the ITS mobile data collection system. The CSPDC received one proposal and was taking the necessary steps to proceed with a single-bid procurement.

Afton Express Update: Ms. Melester was pleased to announce that ridership on Afton Express continued to grow. Ms. Melester reminded the BTAC that the expanded schedule was implemented prior to the March meeting and noted that CSPDC staff continued to monitor the performance of the fifth evening trip. Data currently showed some riders utilized the fifth trip regularly and others intermittently. Intermittent riders were likely utilizing Afton Express to connect to other regional transportation services like Amtrak and Greyhound. Efforts to promote the expanded schedule to UVA hospital workers were ongoing, and CSPDC staff recently met with UVA Parking and Transportation staff to coordinate marketing and outreach plans for the summer.

Ms. Melester indicated that CSPDC staff had begun development of a five-year plan for Afton Express. Since the launch of the service in September 2021, all planned services had been implemented to date and staff was looking forward to future enhancements. A timeline for phased improvements would be available to share with stakeholders later this year.

Finally, Ms. Melester announced that with the incorporation of Afton Express in the greater BRITE Transit service funding, CSPDC staff were considering adding an Afton Express rider representative to the BTAC. The addition of a representative would require a change to the bylaws of the BTAC, which would be discussed and voted on at a future BTAC meeting.

Contractor Update: Mr. Wilson stated that passenger counts for the whole BRITE system continued to rise relative to last year, but that ridership overall was still behind 2019 numbers. Mr. Wilson reported that staffing had



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improved with the addition of three new CDL drivers and three non-CDL drivers. Mr. Wilson noted that the addition of new employees made it easier to manage the schedule and to move drivers where they were best utilized.

Mr. Wilson announced that route enhancements to the North and West Loops went into effect on May 1. The changes were made to allow the bus to travel on roads that were wider and safer to navigate. The changes were minimal and had been well received. Additionally, VRT was working through the upcoming changes to the BRCC Shuttles and the associated impacts on driver scheduling. Mr. Wilson felt this would provide an opportunity to potentially move an evening BRCC driver to Afton Express for additional driver versatility.

Mr. Wilson also acknowledged that the students from Wilson Workforce and Rehabilitation Center (WWRC) had been riding the Afton Express and stated that the new arrangement had been going well. Mr. Mile Kelley stated that the Afton Express had opened up more diverse job training and development opportunities in Charlottesville.

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

- **Upcoming Staunton Bus Stop Request** – Ms. Thompson brought up the future plans for the Staunton Juvenile and Domestic Relation District Court – dependent upon final location selection a new bus stop could be needed. Ms. Kauffman confirmed the City had an interest in the location to be served by transit.
- **BRITE Buzz Changes** – Ms. Thompson proposed a change to the frequency of the BRITE Buzz reports. Reports were currently distributed monthly, and Ms. Thompson proposed moving to a bi-monthly release with the reports shared in the months between scheduled BTAC meetings. Ms. Thompson also stated that Afton Express data would be incorporated in the reports moving forward. There was no opposition to the proposal.
- **Microtransit** – Ms. Thompson and Ms. Melester attended a commuter assistance meeting at the Northern Neck Planning District Commission to learn about microtransit in rural areas. The meeting included a presentation by Bay Transit on their experience with implementing microtransit in a rural area. Ms. Thompson asked the BTAC if they would be interested in having a presentation by Bay Transit at a future BTAC meeting, and interest was expressed. Ms. Thompson and Ms. Melester would coordinate a presentation either in person or via zoom at a fall BTAC meeting.
 - Ms. Melester indicated that there was a [case study report](#) available on the DRPT website that featured Bay Transit and Mountain Empire Older Citizens / METGo! who implemented microtransit in rural areas.

Adjournment

Chairperson Rodgers indicated that the next BTAC meeting was scheduled for Wednesday, July 12, 2023, at 2:30 PM at the CSPDC office.

There being no further business to come before the BTAC, the meeting concluded at 3:16 PM.



Amazon (Fishersville Facility)

Bus Stop Request

Stuarts Draft Link

Amazon Bus Stop Request

Stuarts Draft Link

Bus stop request for the new Amazon facility in Fishersville along the Stuarts Draft Link route.

- Request came through Global Procurement Organization – Associate Commute Services.

Amazon Bus Stop Request

Stuarts Draft Link

Request & Stop Information

- Confirmed shift schedules are: 7am-5:30pm; 7:30am-6pm; 6:15pm-4:45am; 6:30pm-5am
- Currently, the Link starts its route at the BRITE Transit Facility at 6:40am, and the route ends at 6:45pm. If implemented, the first stop at the Amazon campus would be around 7:45am.

Amazon Bus Stop Request

Stuarts Draft Link

Request & Stop Information

- Designated stop for entirety of service hours
- Anticipated usage would not exceed current bus capacity
- Non-restricted usage (stop within public right-of-way)
- Anticipated launch date of May 1, 2023

Amazon Bus Stop Request

Stuarts Draft Link



There are no adverse timing implications by adding the stop.

The Amazon facility access is controlled by traffic lights at both the entrance and exit.

Amazon Bus Stop Request

Stuarts Draft Link

VRT Recommendation

- VRT will accommodate request for service into and out of the Amazon campus within the schedule.
- Continue the Stuarts Draft Link as scheduled.
- Monitor the requests for service.

Augusta Health Outpatient Pavilion

Stop request for the new Outpatient Pavilion:

The stop request is for a CALL stop as a first step.

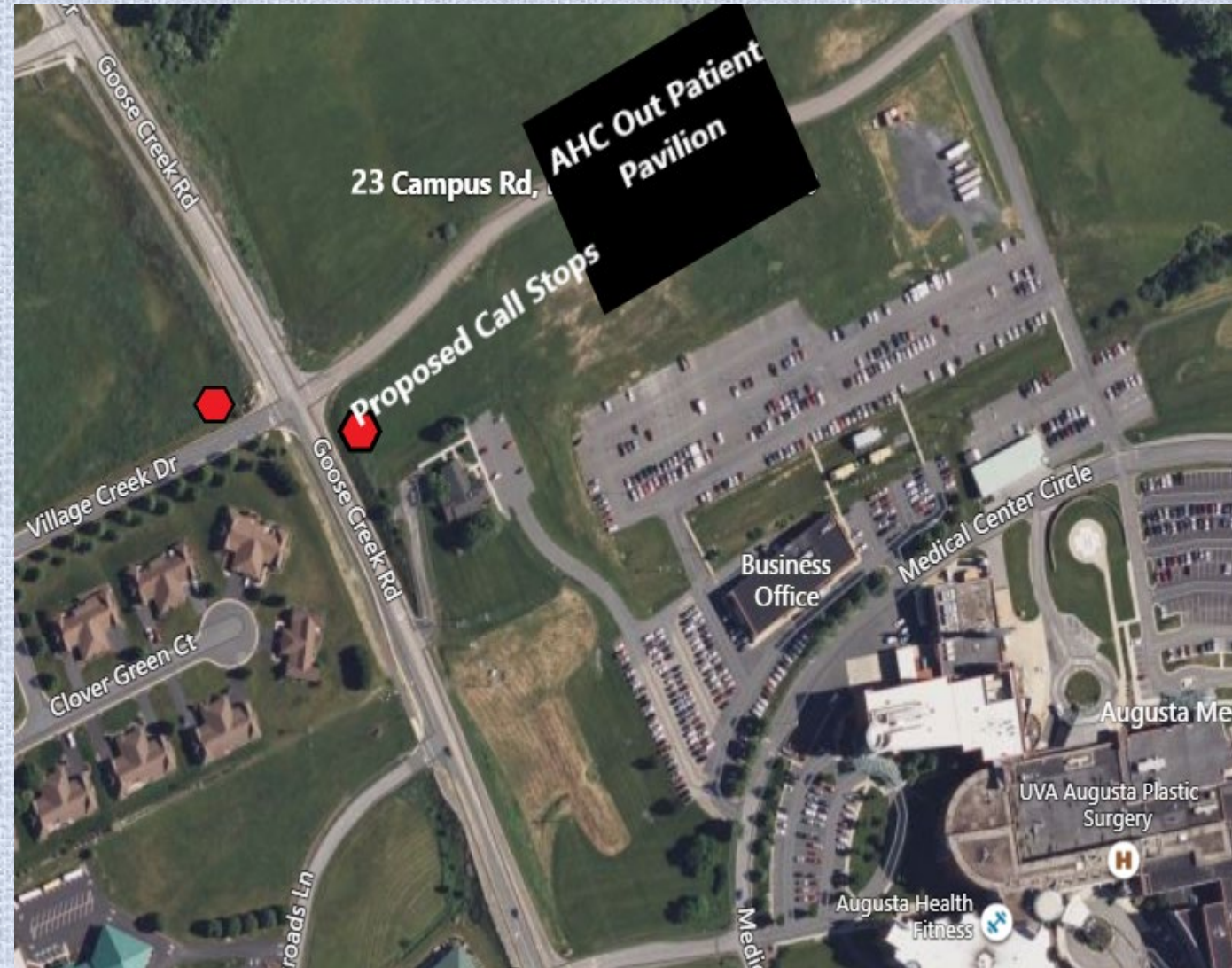
- To establish a need for a permanent stop.
- To define a location for a fixed stop if it is determined there is a need.
- Effects on the current schedule of the 250 Connector.

Safety & Timing Concerns

- Would require stopping in the travel lane.
- Passengers would have to cross the road if traveling on the 250 Connector into Waynesboro.
- Request should not have a substantial impact on route timing.

Recommendations

- BRITE currently stops along this corridor by request, and a fixed stop request can be revisited should the usage and demand increase.





Questions/Discussion



BRITE TITLE VI PLAN UPDATE

BRITE TITLE VI PLAN UPDATE

TITLE VI REQUIREMENTS

- Title VI of the Civil Rights Act of 1964 states that: “No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”
- Subsequent laws and Presidential Executive Orders added handicap, sex, age, or income status to the criteria for which discrimination is prohibited.
- Title VI Plans describe the measures taken to assure compliance with the rules and regulations associated with Title VI and subsequent nondiscrimination laws, Environmental Justice, and Limited English Proficiency.
 - Required to be updated and approved every three years.

BRITE TITLE VI UPDATE

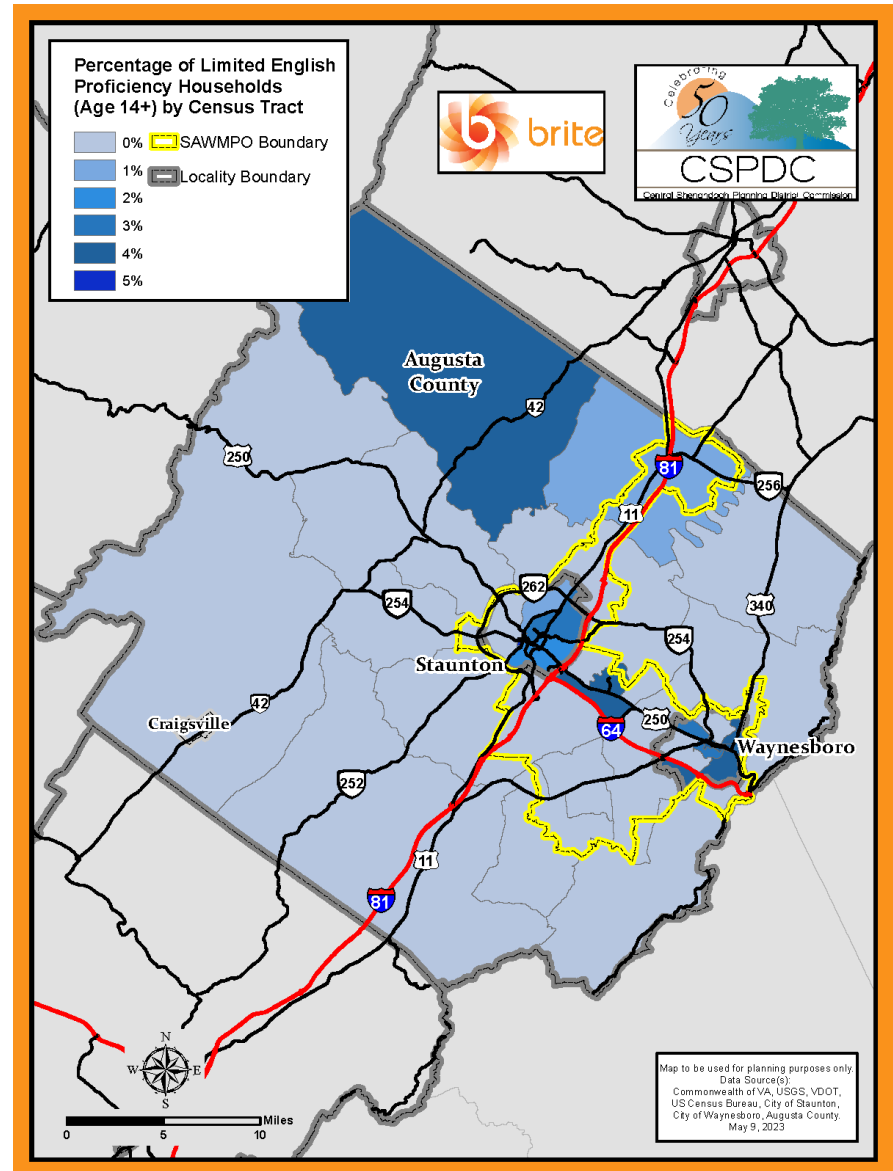


OVERVIEW OF UPDATES

- Title VI Compliance History
 - There have been no transit-related Title VI investigations, complaints, or lawsuits during the past three years (and since 2014).
- Assessment of Needs and Resources
 - Evaluating and updating elements of the four-factor analysis recommended by FTA guidance
- Title VI Outreach Activities Completed/Ongoing
 - BTAC meetings; Title VI trainings; Service standards monitoring; Public outreach; Involvement with Community Organizations
- Demographic Profile
 - Population profile and mapping – LEP, minority, and low-income populations

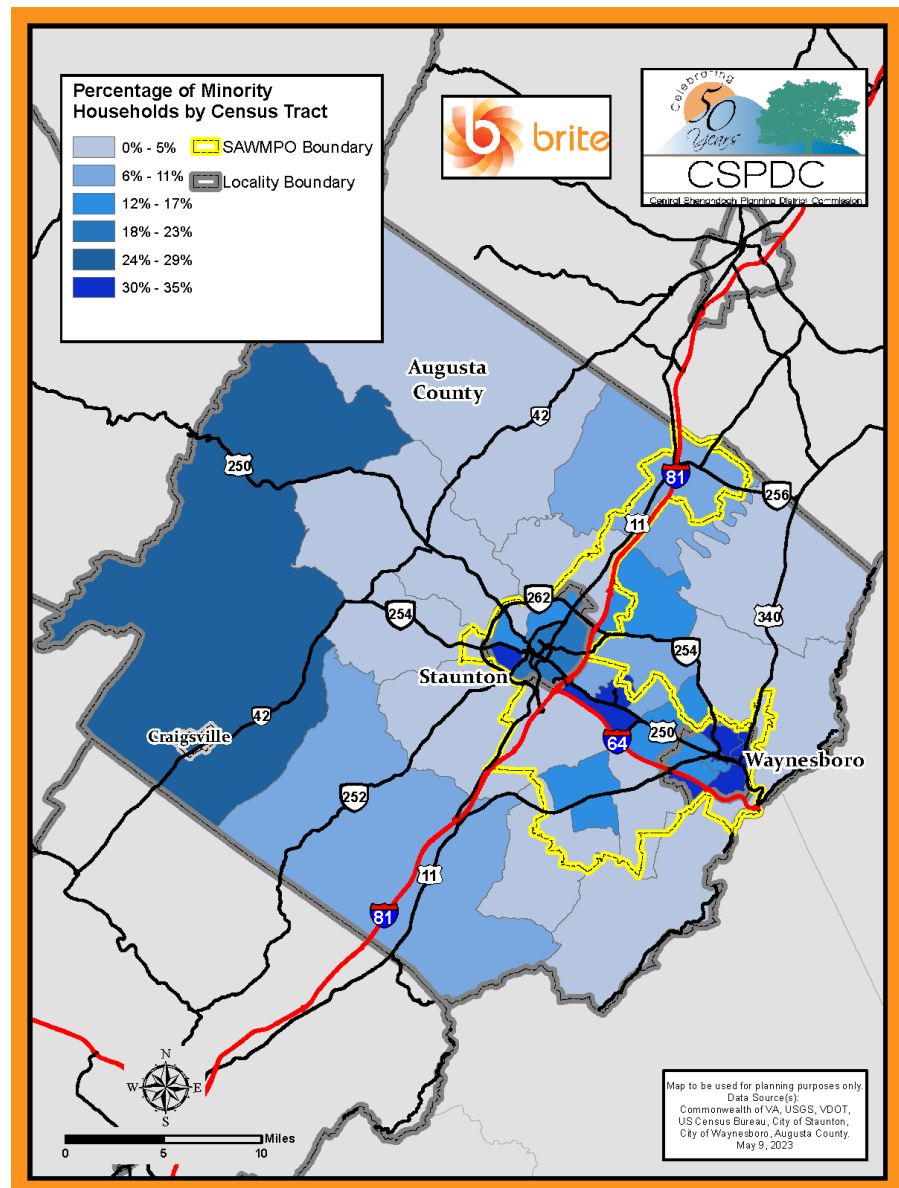
BRITE TITLE VI UPDATE

LEP POPULATION MAPPING



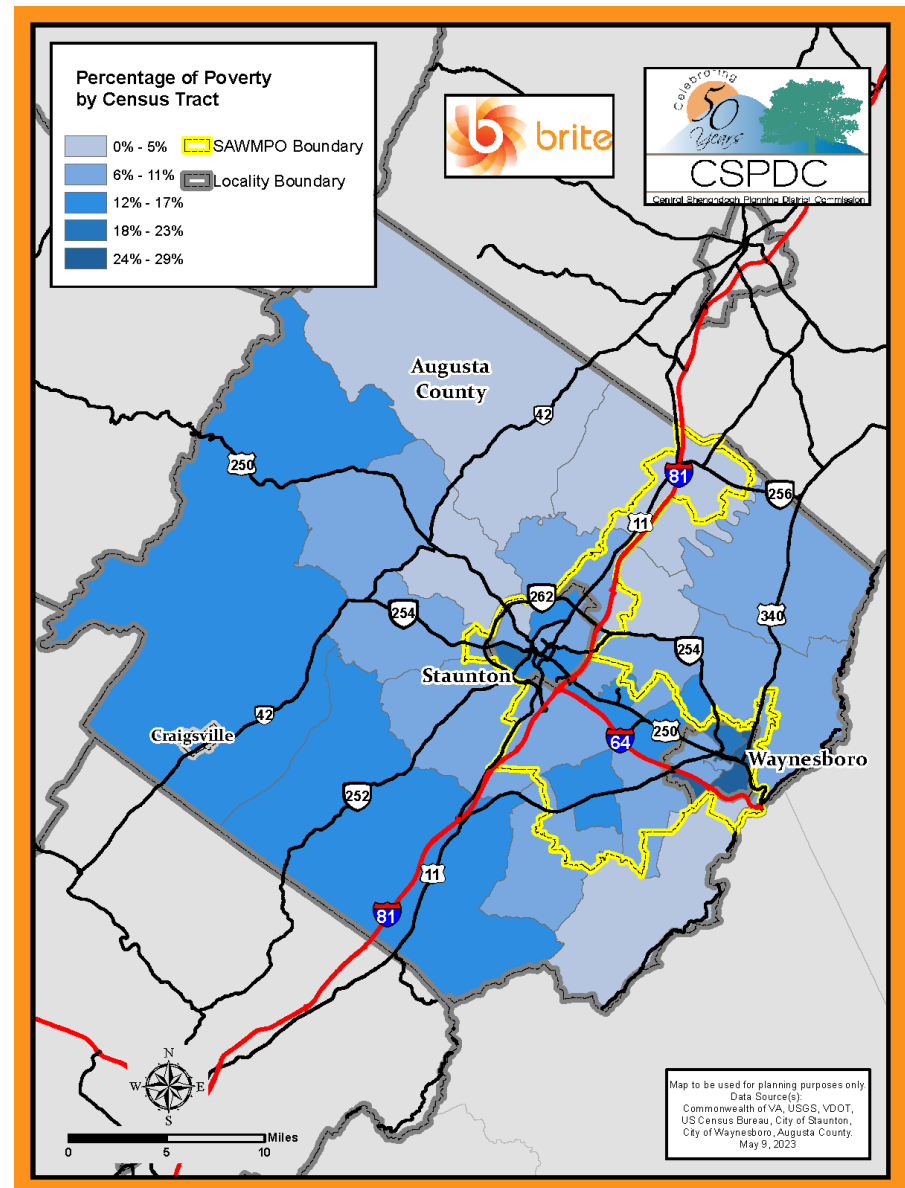
BRITE TITLE VI UPDATE

MINORITY POPULATION MAPPING



BRITE TITLE VI UPDATE

LOW-INCOME POPULATION MAPPING



BRITE TITLE VI UPDATE



PUBLIC PARTICIPATION PLAN

- The CSPDC adheres to the SAWMPO Public Participation Plan to guide the public outreach and involvement process for the BRITE Transit Program.
 - Describes procedures for inclusive public participation that ensures access to low-income and minority populations to the transit agency's activities and programs.
- The Plan describes procedures for inclusive public participation and ensures access to low-income and minority populations.

BRITE TITLE VI UPDATE



TIMELINE

- Recommend for release for public comment on May 26
 - Final Draft Plan will be sent out for review prior to the release date
- Twenty-one-day public comment period
 - May 26 through June 19
- Presented to CSPDC Board of Commissioners for adoption June 20
 - Uploaded to TrAMS for FTA Region 3 office review and concurrence