



112 MacTanly Place  
Staunton, VA 24401

Phone: (540) 885-5174  
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**BRITE Transit Advisory Committee Meeting Summary**  
**March 8, 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	
✓	Rodney Rhodes, City of Staunton	
✓	Phil Thompson, Virginia Regional Transit*	
✓	Zach Beard, CSPDC*	
✓	Kayla Payne, Transit Rider*	

**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 stated that there was not an in-person quorum and did not request a vote to approve minutes from the December BTAC meeting.

### **Business**

Introductions: Chairperson Rodgers introduced Ms. Amanda Kaufman, Assistant City Manager for Staunton.

Contractor Update: Mr. Steve Wilson stated that ridership continued to rise on BRITE Bus routes and the Afton Express; and that the Afton Express recently expanded its service. Mr. Wilson provided an update on BRITE staffing and noted they had hired two fully endorsed CDL drivers, and there were three additional drivers in various stages of the Entry Level Driver Training (ELDT) program that would be ready to begin driving soon. VRT lost a driver on the Afton Express who had been driving since the service launched – Mr. Wilson noted that he was a great driver and kind person and that he would be missed.

Ms. Devon Thompson followed Mr. Wilson's update and announced that BRITE had received two new bus stop requests – one from Amazon (Fishersville facility), and the other from Augusta Health for their new Outpatient Pavilion. Ms. Thompson noted that without a quorum they would not be able to vote to approve or deny those requests at this meeting, but that they would be presented at the May BTAC meeting for consideration (pending a quorum). Both stops were along existing routes and would be treated as a "stop by request" until the BTAC was able to review the requests.

Transit Development Plan Adopted: Ms. Thompson provided an update on the BRITE Transit Development Plan (TDP). Ms. Thompson indicated that after this committee's recommendation to release the TDP to public comment at their special December meeting, the Central Shenandoah Planning District Commission (CSPDC) Board of Commissioners released the Draft Plan for public comment at their December 19, 2022, Executive Committee meeting. The Draft Plan was posted from January 9, 2023, through January 30, 2023, and no public comments were received. The CSPDC Board of Commissioners then adopted the Plan at their February 9, 2023, Commission meeting. The Final Plan had been submitted to the Virginia Department of Rail and Public Transportation (DRPT).

Fiscal Year 2024 Virginia Department of Rail and Public Transportation Grants Submitted: Ms. Ann Cundy provided an update on grant submissions to DRPT for Fiscal Year 2024. This year's submissions included operating grants for urban and rural operating and capital cost of contracting grants, for both the Federal and State shares. Ms. Cundy explained that the capital cost of contracting grants provided funding for part of the contract with Virginia Regional Transit (VRT), and those funds were offered at a more favorable match rate than the operating funds. The CSPDC also submitted the annual grant for the Commuter Assistance Program, Rideshare, in the amount of \$95,000 – 80 percent of which is funded by the State with 20 percent local match required.

Ms. Cundy indicated that the Demonstration grant for the Afton Express was ending, and funding for the service would now be included in the total BRITE budget. Ms. Cundy noted that because of the addition of the Afton



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Express, CSPDC/BRITE had increased their total transit budget to \$3.25 million dollars for FY24, even with the decreased hours of operation on the BRCC Shuttles. The CSPDC expected to hear about these grant requests when the Commonwealth Transportation Board (CTB) and Virginia Department of Transportation (VDOT) released their recommendations for the Six-Year Improvement Program in May.

Federal Transit Administration Triennial Review: Ms. Thompson announced that the CSPDC would be undergoing a Federal Transit Administration (FTA) Triennial Review this year. These reviews, conducted every three years, assessed management practices and program implementation to ensure that the FTA programs were administered in accordance with FTA requirements and met program objectives.

The CSPDC's last review was conducted in 2019, and all documentation from that timepoint to the present would be under review. Twenty-three areas of compliance would be reviewed through the process, including: legal; financial management and capacity; technical capacity – award, program, and project management; transit asset management; satisfactory continuing control; maintenance; procurement; DBE; Title VI; ADA – general and complementary paratransit; EEO; school and charter bus; Drug-Free Workplace Act; drug and alcohol program; Section 5307, 5310, and 5311 requirements; PTASP; and cybersecurity.

The Recipient Information Request (RIR) was completed and due February 3. The virtual site review would be conducted in late July/early August.

Staunton Lewis Street Hub Rehabilitation Update: Ms. Paula Melester announced that a contractor was selected for architectural engineering and design services for the Lewis Street Transit Hub project. After a competitive procurement process, Kimley-Horn was selected as the most qualified firm and a notice to proceed was issued in February. Ms. Melester stated that a kick-off meeting for the project was scheduled in March and the CSPDC hoped to learn more about the timeline for the project at this meeting. She noted that there would be two phases for the project: design and engineering phase and construction phase. The CSPDC originally hoped to have this project completed by the end of Calendar Year 2023 and they expected to find out whether they were still on track to meet that target at the kick-off meeting.

Ms. Melester indicated that there should be no disruption to service or access to the Hub until construction, which would begin in late 2023 or early 2024.

ITS – Mobile Data Collection System Update: Ms. Thompson provided an update on the procurement of the ITS mobile data collection system. The system would include tablets on the buses and the back-end software needed to manage the data collection system. Ms. Thompson stated that the Request for Proposals (RFP) was released on February 6, 2023, and proposals were due on February 24, 2023. The CSPDC received one proposal and was taking necessary steps to proceed as a single-bid procurement. Ms. Thompson noted that the CSPDC, along with their consultant from Kimley-Horn, and staff at VRT were reviewing the proposal thoroughly to ensure it met BRITE's



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needs. A cost analysis would need to be conducted and additional documentation was required to document the due diligence to move forward with the selection.

Afton Express Update: Ms. Paula Melester reiterated Mr. Wilson's prior announcement of the Afton Express expansion. The expanded schedule, which included additional times at the Staunton Mall, a new stop in Charlottesville, and a fifth trip in the evening, went into effect on February 13, 2023. Ms. Melester noted that the later trip in the evening was designed to serve 12-hour hospital employees at UVA Health.

Ms. Melester indicated that the implementation launch date went well and they hoped to see ridership increase on the new evening trip as more commuters learned about the expanded schedule. Ridership across the service as a whole had increased in the month of February with an average of 65 passenger trips per day, and a single-day high of 79 passenger trips. This could have been a result of increased marketing efforts associated with the expansion. Ms. Melester shared that the schedule brochures had been updated and were delivered to various locations throughout the region, and that brochures were available at the CSPDC office.

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

- **March – Transit Employee Appreciation Day** – Ms. Melester announced that March 18, 2023, was National Transit Operator Appreciation Day, and BRITE and Afton Express would celebrate their transit operators for the week of March 20, 2023. Social media posts would be shared to highlight drivers and their work, and CSPDC would provide donuts to drivers on Friday, March 24, 2023. Ms. Melester noted that she and Ms. Thompson would be at the Lewis Street Hub on Friday, March 24, 2023, to thank the drivers and invited BTAC members to join them.
- **BRCC Shuttles Decreased Hours** – Ms. Thompson reminded the BTAC that the hours would be decreased on the BRCC North and South Shuttles as approved by the BTAC. She expected the reduced schedule to go into effect in June 2023. Ms. Thompson announced that CSPDC staff would partner with BRCC staff to conduct outreach to riders leading up to the change through a series of pop-up events at various stops along the route.

### **Adjournment**

Chairperson Rodgers indicated that the next BTAC meeting was scheduled for Wednesday, May 10, 2023, at 2:30 PM at the CSPDC office.

There being no further business to come before the BTAC, the meeting concluded at 2:48 PM.



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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  
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	Name	Organization
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✓	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
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✓	Steven Hennessee*	Department of Rail and Public Transportation

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	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 safety concerns associated with this bus stop request. There is a designated bus pull-out in place that has allowed for shelter installation once completed.





# 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



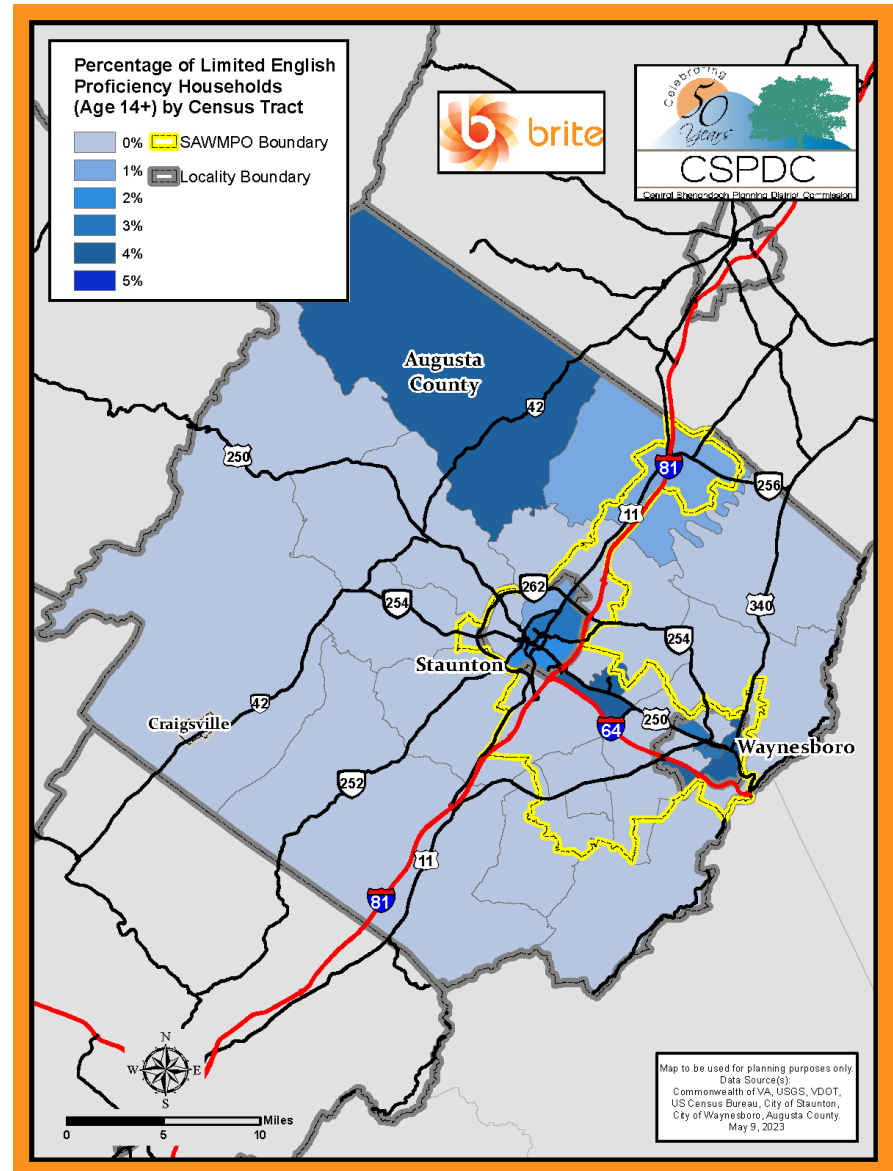
## OVERVIEW OF UPDATES

- 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



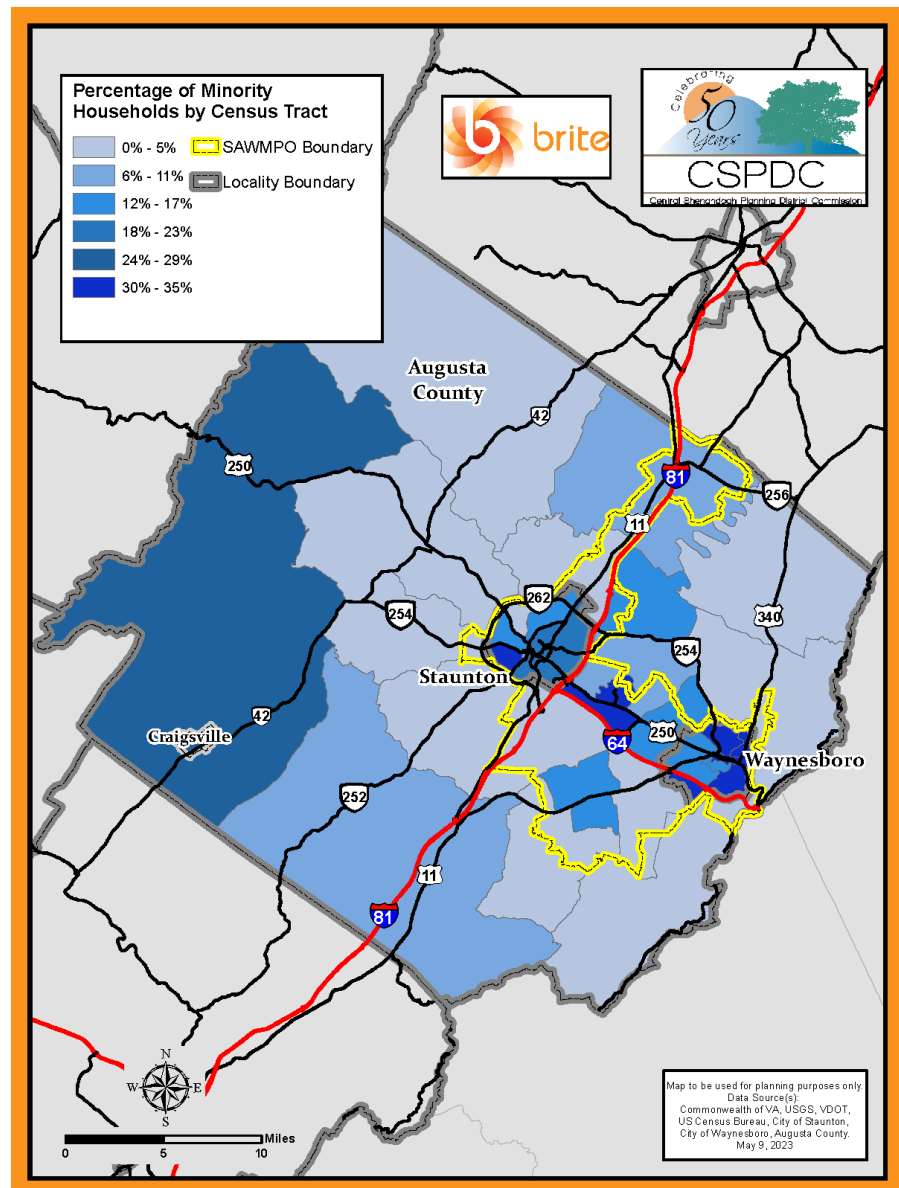
# BRITE TITLE VI UPDATE

## LEP POPULATION MAPPING



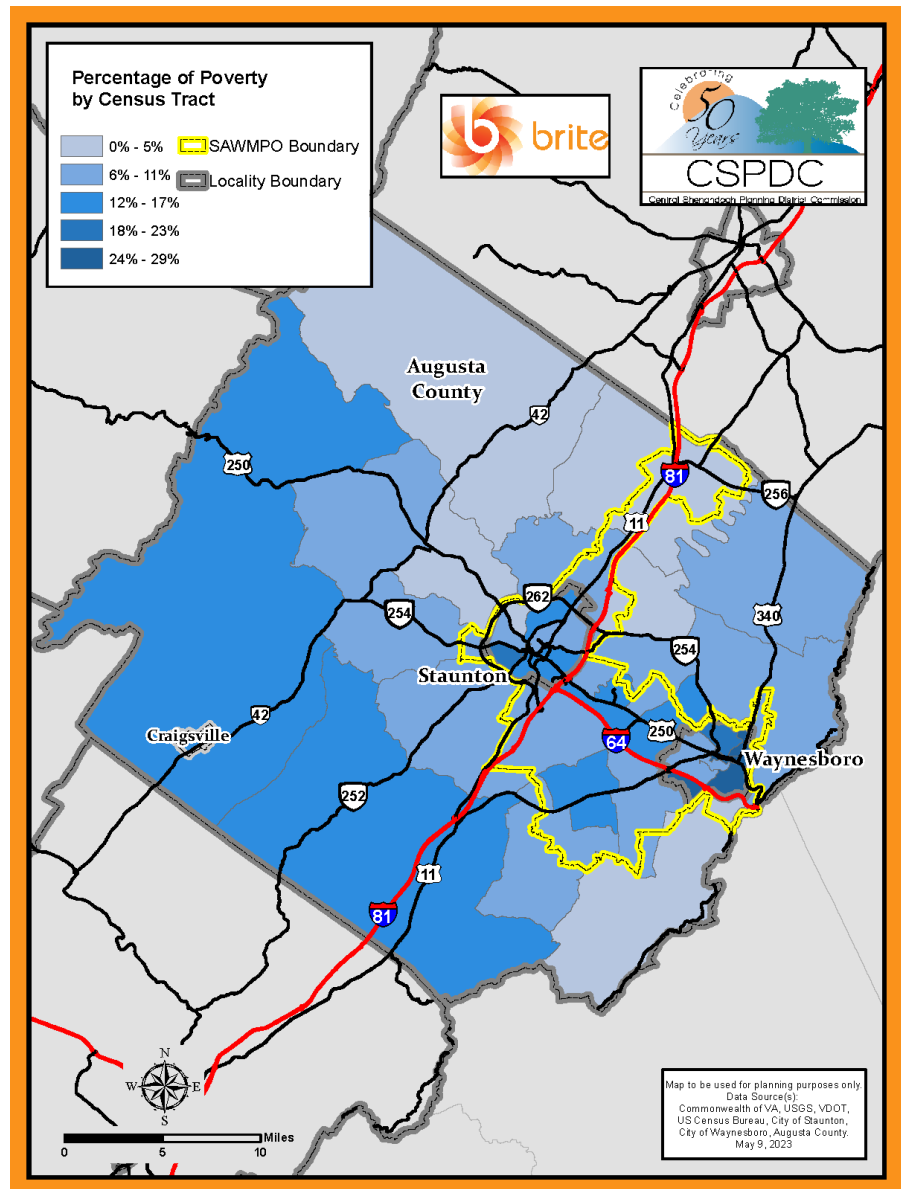
# BRITE TITLE VI UPDATE

## 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



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**BRITE Transit Advisory Committee Meeting Summary**  
**July 12, 2023, 2:30 p.m.**

*Electronic Meeting via Zoom*

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	
✓	Alidia Vane, Augusta County	
✓	Zach Beard, CSPDC	

**Call to Order**

The meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:32 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. All attendees attended virtually.

**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 May 10, 2023, BTAC meeting for consideration.

***Mr. Paul Terry moved, seconded by Ms. Alisande Tombarge, to approve the minutes of the May 10, 2023, meeting as presented. Motion carried unanimously.***

### **Business**

BRCC Shuttles Hours: Ms. Devon Thompson reminded BTAC members that the previously approved schedule changes to the Blue Ridge Community College (BRCC) Shuttles went into effect on June 5, 2023. The schedule changes included shortened evening hours and shored up the first run times to reflect half hour and top of the hour pick up/drop off times seen for the rest of the days schedule. Prior to implementation of those changes, CSPDC staff conducted a comprehensive outreach campaign that encouraged public comment on the proposed changes – through an online survey, in person pop-up events in Staunton, Weyers Cave, and Harrisonburg, and mail/email comments. Responses from the public expressed understanding of decreased late evening hours, but there was concern about the chosen end times (5:30PM and 6:00PM) not being late enough for commuters to get home from work.

It was recommended to add an hour back into the revised schedule, which would extend the end times for the BRCC Shuttle routes from 5:30PM and 6:00PM, to 5:30PM and 7:00PM. Ms. Thompson noted that one bus would still conclude service at the Staunton Lewis Street Hub at 5:30PM, and another bus would make one additional trip from BRCC to Staunton and terminate at 7:00PM at BRCC, to ensure maximum connectivity between Harrisonburg and Staunton at the end of the work day.

A visual of the schedule changes was provided. Ms. Thompson explained the differences from the prior schedule layout. The new version reflected the BRCC Shuttle routes as one complete loop between Staunton and Harrisonburg, with BRCC at the center. Previous schedules portrayed the BRCC Shuttles as two separate routes, North and South, which was not representative of the single seat service was provided between the two end points. Ms. Thompson indicated that the new schedule format would be easier for riders to read and understand.

Ms. Thompson asked the BTAC for a consensus to implement the change on August 1, 2023, and noted the nominal cost for the additional service hour would be covered by contingency funds and no adjustment to the partner match for FY24 would be required. Utilization of the additional hour would be monitored over the course of the year.

Additionally, Ms. Thompson indicated that a general summary of the public outreach surveys would be made available to the BTAC following the meeting.

Ms. Thompson asked if there were any questions before consensus was provided. Chairperson Rodgers inquired as to when new brochures would be available. Ms. Thompson indicated that the CSPDC was currently procuring outside printing services for the new fiscal year and brochures would be printed and delivered upon completion. Hearing no additional questions or comments, a consensus was confirmed.





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BRITE Title VI Plan Update: Ms. Thompson thanked the BTAC for releasing the draft Title VI Plan for public comment at the May BTAC meeting, and reminded the BTAC that the plan described the measures taken to assure compliance with the rules and regulations associated with non-discrimination (based on race, color, and national origin, as well as other subsequent laws and Presidential Executive Orders), Environmental Justice, and Limited English Proficiency (LEP).

Ms. Thompson reported that the draft plan was released for public comment on May 26, 2023, and the CSPDC Board of Commissioners approved it at their meeting on June 20, 2023. After approval from the Board, the Plan was submitted to the Federal Transit Administration (FTA) Region 3 Civil Rights Office for review and concurrence.

Staunton Lewis Street Hub Rehabilitation Update: Ms. Paula Melester indicated that the Lewis Street Hub project was progressing – the CSPDC received the 60 percent design plans from the engineering consultants, Kimley-Horn, for review and approval. CSPDC staff and Kimley-Horn participated in a Value Engineering workshop hosted by the Virginia Department of Rail and Public Transportation (DRPT), of which the purpose was to identify potential areas to add value and/or find efficiencies in the project before it progressed to final plans. Ms. Melester noted that the next steps included plan review by the City of Staunton’s Historic Preservation Commission – the project required a Certificate of Appropriateness before final plans could be submitted to the city for permitting. CSPDC staff would present the project to the Historic Preservation Commission at the end of July and once the certificate was received consultants could begin developing final plans.

Ms. Melester confirmed that the city review process was the last step before the project could be advertised for bids. These two activities would determine the timeline for construction.

ITS – Mobile Data Collection System Update: Ms. Thompson confirmed that the CSPDC was moving forward with single-bid procurement. Unexpected delays in the procurement process necessitated a grant extension for project funding. Ms. Thompson was working with Mr. Steven Hennessee, DRPT, to finalize the extension. Ms. Thompson expected that the CSPDC would soon finalize the contract with the bidder and still anticipated a Fall implementation.

Afton Express Update: Ms. Melester reported that ridership continued to grow, and that Afton Express hit a new record for ridership with 93 passenger trips in a single day in June. CSPDC staff would start to include Afton Express performance data in the BRITE Buzz reports. Ms. Melester reminded the BTAC that the BRITE Buzzes would now be distributed every other month, in the months opposite BTAC meetings.

Ms. Melester provided an update on Afton Express marketing efforts. Afton Express sponsored Waynesboro Parks & Recreation’s Groovin’ on the Greenway event in June, which allowed CSPDC staff to market information about Afton Express route with attendees. Ms. Melester noted that word-of-mouth was the most effective method of advertising, and these community events were a valuable opportunity to engage with the community.



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

- **Ridership:** Ridership on BRITE routes continued to rise, though ridership was still not at pre-pandemic levels. Mr. Wilson indicated that there was an increase on the following routes – the Staunton Paratransit (BRITE Access) service (35 percent), Staunton North & West Loops (15 percent), Waynesboro Circulator (12 percent), and Afton Express (38 percent). The overall increase for the BRITE system, including Afton Express, was 10 percent.
- **Staffing:** Mr. Wilson noted that staffing had stabilized, and the operations staff were no longer driving routes as frequently as in prior months. Mr. Wilson stated that Virginia Regional Transit (VRT) was no longer actively recruiting drivers, but they would not turn away an ideal candidate should they come along.
- **250 Connector Bus:** Mr. Wilson briefed the BTAC about an incident on the 250 Connector in July. The bus experienced an electrical fire while in service – the driver handled the situation well and evacuated passengers safely. Mr. Wilson indicated that the fire department responded promptly and extinguished the fire. VRT staff arrived with a spare bus and got the route back on schedule with minimal delay – the entirety of the incident was resolved within one hour.
- **WWRC & Afton Express:** Mr. Wilson shared his appreciation to Wilson Workforce & Rehabilitation Center (WWRC) for their support of the BRITE system and described their students as model passengers on Afton Express. In response to Mr. Wilson's accolades, Ms. Thompson shared that CSPDC staff had been working with WWRC to help their students utilize Afton Express to access job training in Charlottesville. Mr. Kelley thanked BRITE for their partnership.

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

- Ms. Thompson confirmed that Mr. Mike Norvell from Bay Transit was available to give a presentation on microtransit at a future BTAC meeting, and sought members' preference for either a September or November meeting presentation. Hearing no comments, the presentation would be scheduled in September.

**Adjournment**

Chairperson Rodgers indicated that the next BTAC meeting was scheduled for Wednesday, September 13, 2023, at 2:30 PM at the CSPDC office.

There being no further business to come before the BTAC, the meeting concluded at 2:57 PM.



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**BRITE Transit Advisory Committee Meeting Summary  
September 13, 2023, 2:30 p.m.**

*Electronic Meeting via Zoom*

Central Shenandoah Planning District Commission  
112 MacTanly Place  
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	Name	Organization
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✓	Jennifer Whetzel	County of Augusta
✓	Leslie Tate	City of Waynesboro
✓	Krystal Moyers*	Augusta Health
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✓	Anastasia Triplett*	Blue Ridge Community College
✓	Becky Messer*	Transit Service Rider
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✓	Steven Hennessee*	Department of Rail and Public Transportation

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✓	Devon Thompson	CSPDC
✓	Paula Melester	CSPDC
✓	Alisande Tombarge, City of Waynesboro	
✓	Rodney Rhodes, City of Staunton	
✓	Kyle Trissel, DRPT*	
✓	Zach Beard, CSPDC*	
✓	Josiah Hojohn, Shenandoah Valley Social Services	
✓	Mike Norvell, Bay Transit	

**Call to Order**

The September 13, 2023 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 were 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 stated that there was not an in-person quorum and did not request a vote to approve minutes from the July BTAC meeting.

### **Business**

Introductions: Chairperson Rodgers called for a round of introductions, and committee members introduced themselves.

Bay Transit Microtransit Presentation: Mr. Mike Norvell, Bay Transit, introduced himself and his presentation on Bay Transit's Microtransit Pilot Project. Mr. Norvell's presentation covered the following information (see attached presentation slides for additional detail):

- **About Bay Transit** – Bay Transit, one of three divisions of Bay Aging (one of 25 area agencies on aging in Virginia) operated in a 12-county service area in the Northern Neck region in Virginia. Within the large geographical service area, Bay Transit operated demand responsive service, operated two deviated fixed-route lines, provided mobility management services (New Freedom), operated three (two in 2023) seasonal trolleys, and now provided microtransit.
- **About Bay Transit Express** – Bay Transit Express was launched in June 2021. Along with Mountain Empire Older Citizens, Inc. (MEOC), Bay Transit solicited competitive bids for a contract to provide microtransit software. Bay Transit started with a small geofenced zone of service around the Gloucester Courthouse area.
- **Microtransit Process Flow** – Riders would request a trip via a mobile app or phone; dynamic routing would get a vehicle to the rider; rider would be picked up; there could be some trip sharing based on the dynamic routing; and rider would be dropped off.
- **Ridership Summary & Analysis** – Through April of 2022, there was a solid start to growth and ridership. Bay Transit Express replaced one of the two deviated fixed-routes. The microtransit service ridership quickly eclipsed the ridership for fixed-route it replaced. Passengers enjoyed short wait times for the microtransit service versus the long wait times of fixed-route which helped to secure high ratings (4.9/5 stars) from passengers. Monthly rides started with 13 for the few days in June 2021 after launch, and grew to 506 in April 2022, and these rides were a healthy mix of new and returning riders.
- **Challenges & Opportunities** – Challenges included a large senior population in the area that were not comfortable using app-based services, lack of no Rappahannock Community College campuses in the microtransit service zone, and marketing needed to be done through multiple concurrent channels to ensure it reached diverse audiences. Opportunities included the development of a webpage portal, promotion through the school system opened up new opportunities for disadvantaged students with after school activities, and development of a Brand Ambassador program to reward referrals.
- **Marketing** – Bay Transit distributed flyers in the service area that described the basics and logistics, with heavy emphasis on businesses and apartment complexes. Promotions also included print and radio ads, along with paid advertising on social media. A Brand Ambassador program was also launched that rewarded referrals.



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- **Efficiency** – Through comparing Cost/Revenue Mile, Cost/Revenue Hour, and Cost/Rider, one could see the cost benefit of operating microtransit versus fixed-route services.
- **Next Steps & Expansion** – Through such success, Bay Transit Express was expanded with a larger service area and an additional van. Simultaneously, it was decided to discontinue one of the deviated fixed-routes. Expanded service called for expanded promotions of the microtransit services.
- **Ride Analysis & Utilization** – Metrics and analyses to show utilization and success of microtransit services were based on account creation, new and returning riders, average number of rides taken per active rider per month, key performance indicators (total ride requests, met demand, completed rides, active riders, and driver hours), monthly ride requests by status, completed riders per vehicle hour, and comparison of microtransit and fixed-route ridership.
- **Applications for Microtransit** – Microtransit could provide a new service focused on high-need populations (seniors, individuals with a disability); replace fixed-route buses; replace older demand-response service; expand service into areas with limited or no existing public transit; and provide first-and-last mile connections to other transit routes (Virginia Breeze).

Questions received and answered throughout the presentation included:

- **What size vehicles were used to operate the service?** Bay Transit started with body-on-chassis vehicles, but later transitioned to two raised-roof, accessible minivans that could accommodate nine passengers.
- **What was the payment method for microtransit?** Passengers could pay through the app, but if they were un-banked, passengers could pay in cash. Payment was not collected until the passenger boarded the vehicle.
- **What kind of impact was seen from no-shows to the dynamic routing?** A record of no-shows was kept, and no-shows did have an impact on timing. But, microtransit was still averaging a 10-11 minute wait time – still successful compared to fixed-route wait times.
- **Did microtransit services provide door-to-door service?** Yes, service was door-to-door, but could also be bus stop to convenient drop-off point.
- **Would additional stops be accommodated on the way to a final destination (e.g., a stop to a daycare center on the way to work)?** This level of information was not collected for passenger trips on microtransit, but it was assumed that this kind of stop could be accommodated. Passengers under 13 years of age must be accompanied by an adult.
- **What was the layout of the vans – was there a center aisle?** There was no center aisle on the Ford transit vans. At any one time there was only one to two passengers in the van at a time, so there would be no need to climb over other passengers. The only challenge with the van was that drivers had to get out of the vehicle and open the door for passengers to board and alight (this was only a problem in inclement weather).

Ms. Thompson reminded the BTAC that microtransit was one of the out-year projects identified in the Transit Development Plan (TDP). The feasibility study for a microtransit pilot project was scheduled to be completed in Fiscal Year 2025.

Triennial Review Update: Ms. Devon Thompson announced that the Central Shenandoah Planning District Commission's (CSPDC) Triennial Review was nearly complete. The virtual site visit was conducted July 31 –



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August 3, 2023. Ms. Thompson indicated that Triennial Reviews were conducted every three years and examined how recipients of Urbanized Area Formula Program funds met statutory and administrative requirements through 23 areas of compliance. There were only three findings, for which corrective actions would be implemented by the end of the year. The three areas of findings were in Technical Capacity – Award Management; Procurement; and Title VI. The final report would be emailed to the CSPDC Board of Commissioners Chairperson in mid-October and would be available to committee members as well.

BRCC Shuttles Hours Update: Ms. Thompson reminded the committee about the new changes to the BRCC Shuttles. The additional hour discussed at the July BTAC meeting was added back into the schedule beginning August 1, 2023. The newly revised hours were 7:00 AM-7:00 PM, and 7:30 AM-5:30 PM. One bus began at Blue Ridge Community College (BRCC) at 7:00 AM and another began at 7:30AM at the Staunton Lewis Street Hub; one bus terminated at the Staunton Lewis Street Hub at 5:30 PM and another terminated at 7:00 PM at BRCC. Implementation was smooth and well received by passengers.

Paratransit Operations Update: Ms. Thompson reminded committee members that Saturday paratransit service had been planned for Fiscal Year 2024 (one bus). Due to increased paratransit service demand, CSPDC/Virginia Regional Transit (VRT) agreed and opted to add two hours daily, Monday-Friday, to cover peak trip request time, 11:00 AM-1:00 PM. The additional weekday hours had greatly helped with scheduling. Ms. Thompson indicated that Saturday service would be assessed later in the Fiscal Year or next Fiscal Year based on the budget.

Staunton Lewis Street Hub Rehabilitation Update: Ms. Paula Melester indicated that the engineering and design phase was progressing. The certificate of appropriateness was granted from the City of Staunton Historic Preservation Commission, which allowed work to proceed on 90 percent design plans. Ms. Melester indicated that the next steps would include submitting the designs to the City of Staunton for site plan review and approval along with starting the procurement process for the construction project. Staff would expect to break ground around Spring 2024.

Mr. Steven Hennessee inquired about an agreement that would need to be in place with Dominion Power and CSPDC regarding power to the lot, for EV conduit and lighting. Ms. Melester indicated that the consultant assisting with the project had electrical experts on staff to assist with the process.

ITS – Mobile Data Collection System Update: Ms. Thompson indicated that the contract with Passio Technologies had been executed. CSPDC staff was working with Passio to schedule a kickoff meeting in the coming weeks, with implementation to follow later in the Fall. Ms. Thompson reiterated that the mobile data collection system (MDCS) would serve as the backend software for future forward-facing technologies for passengers. The system would also include tablets for bus drivers to input performance data, such as mileage and passenger trips, and the system would provide real-time location (GPS) for all buses.

Afton Express Update: Ms. Melester announced that Afton Express celebrated its second year of operations on September 1, 2023. Ridership continued to increase with average daily passenger trips around 75-95. It was projected that daily passenger trips could reach up to 100 by the end of 2023.





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Ms. Melester indicated that CSPDC and VRT were participating in the Virginia Department of Rail and Public Transportation's (DRPT) Discover Transit Month. The two initiatives, Afton Express anniversary and Discover Transit Month, were observed and celebrated simultaneously with pop-up events held throughout the month in Staunton and Charlottesville. These events would thank current riders for their patronage as well as entice new riders to try out the service. Additionally, there would be a fare-free day across the entire service, BRITE and Afton Express, on Wednesday, September 20, 2023.

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

- **Ridership:** Mr. Wilson indicated that ridership on both BRITE and Afton Express continued to rise.
- **Staffing:** Mr. Wilson announced that VRT was actively seeking and hiring bus drivers.
- **Operations:** Mr. Wilson indicated the following operational changes:
  - 250 Connector – Valley View Senior Apartments was a CALL stop all day, but recently was changed to a fixed stop in the morning to proactively serve the many calls that were received at the beginning part of the day.
  - Stuarts Draft Link – The Amazon facility stop in Fishersville was adjusted to become the first and last stop of the day and was now served between 6:45 AM to 6:45 PM.

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

- Ms. Thompson announced that she and Mr. Kyle Trissel were selected as statewide fellows for the inaugural class of Virginia Transit Association's (VTA) Virginia Transit Leadership Institute (VTLI). VTLI aimed to foster the next generation of public transportation leaders in Virginia. The comprehensive program would span nine months with sessions held around the state.

### **Adjournment**

Chairperson Rodgers indicated that the next BTAC meeting was scheduled for Wednesday, November 8, 2023, at the BRITE Transit Facility – lunch would be served at 1:00 PM, and the meeting would start at 1:30 PM.

There being no further business to come before the BTAC, the meeting concluded at 3:43 PM.



# Rural Microtransit in Gloucester, VA

## September 13, 2023





# **BAY AGING**

DIGNITY AT EVERY AGE



**BAY HEALTH**  
A DIVISION OF BAY AGING



**BAY HOUSING**  
A DIVISION OF BAY AGING



**BAY TRANSIT**  
A DIVISION OF BAY AGING

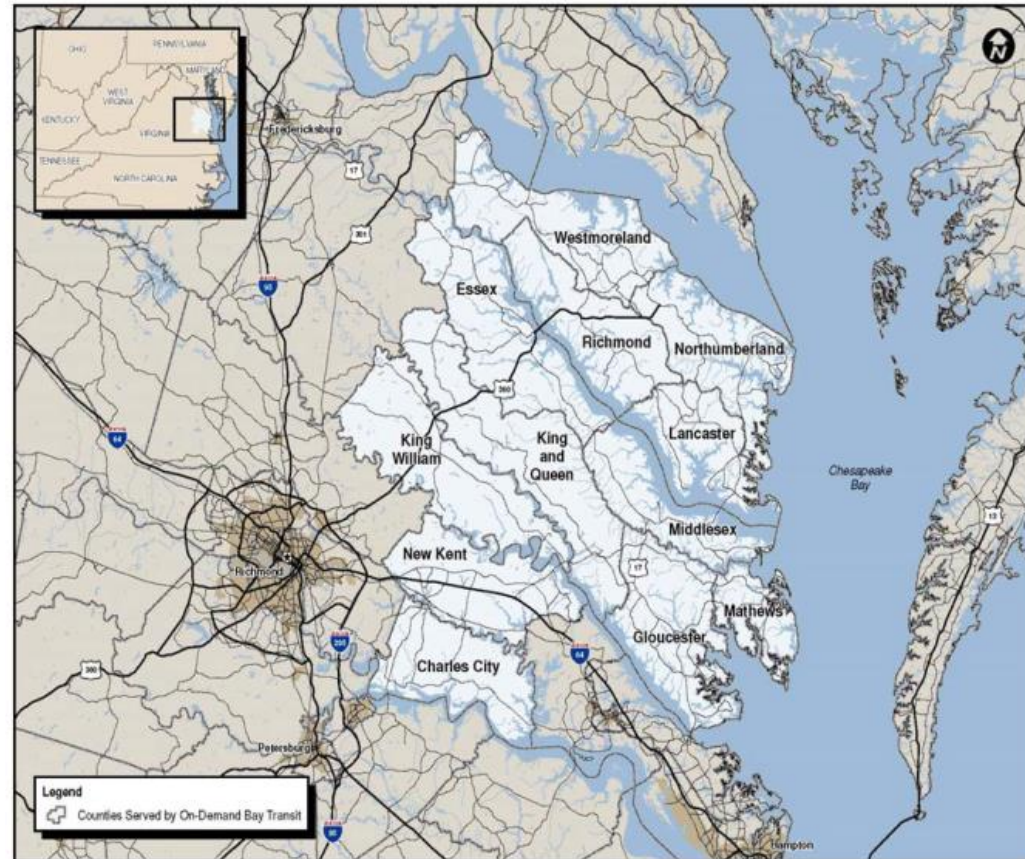
# Bay Transit: Transportation for people of all ages

Art Dubey is a 78-year-old veteran who has visual impairments that prevent him from driving. Bay Transit has been providing Art with transportation services for over twelve years. “Without Bay Transit, I would not be able to continue living at my home and be active in my community.”



# Bay Transit

- Public transportation provider for the Middle Peninsula, Northern Neck, and Charles City & New Kent Counties (12 counties)
- Demand Responsive Service (systemwide)
- Two Deviated Fixed Route Lines
- Mobility Management
- Three Seasonal Trolleys
- Microtransit
- Averaging 10.1 miles per trip



# Demand Responsive Service

- 82.6 % of Bay Transit's services.
- Requires 24-hour reservations
- Standing orders for regular commuters
- \$2 per ride





# Bay Transit

In FY 2022, 123,903 rides were taken on Bay Transit including on Bay Transit Express, our microtransit service launched in 2021, deviated fixed-route lines, and our seasonal trolleys. Just considering demand responsive trips:

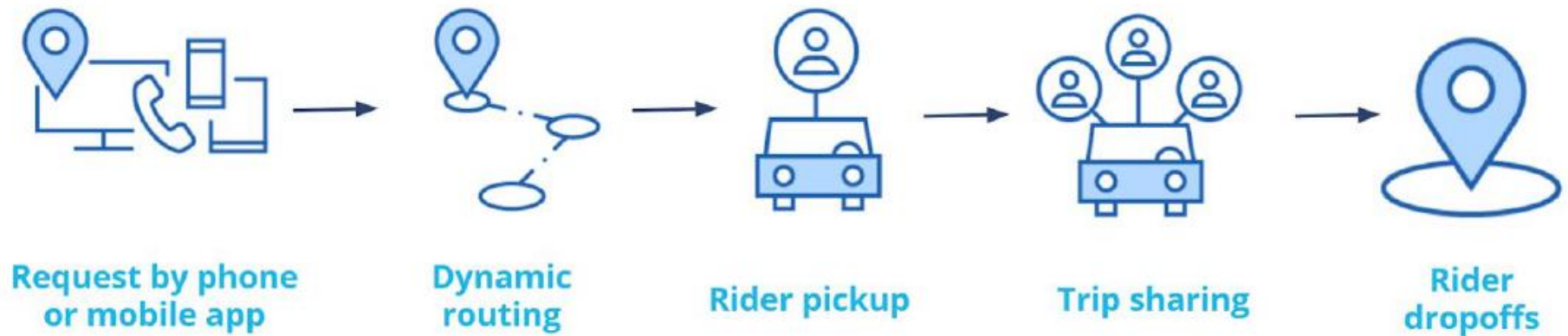
- 56.3% of these trips were for people commuting to work
- 18.2% for health care service access
- 18.4% for other consumer services, businesses, county and town government offices
- 2% of trips were for educational purposes taking students to and from RCC.



# Bay Transit Express Launched on June 28<sup>th</sup>, 2021



# Microtransit Process Flow





# What is Bay Transit Express?

A promotional graphic for Bay Transit Express. It features a dark blue background with white and teal text and graphics. On the right, there's a white van with 'BAY TRANSIT EXPRESS' and a logo on its side. A person wearing a face mask and carrying boxes and a bag stands next to the van. Inside the van, several passengers are visible, also wearing masks. A teal circular callout contains the text 'Your first 10 trips are FREE!' with a smaller line '\*Expires October 31, 2021.' below it. The top right corner has the 'BAY TRANSIT EXPRESS' logo. The bottom right corner says 'Powered by VIA'. The bottom left corner has the website 'baytransit.org/express'. In the center-left, there's a QR code and text about downloading the app or calling 804-693-6977, with 'Download on the App Store' and 'GET IT ON Google Play' buttons below.

**BAY TRANSIT EXPRESS**

Introducing Bay Transit Express:  
\$2 rides around the Gloucester Courthouse area.

Your first 10 trips are **FREE!**  
\*Expires October 31, 2021.

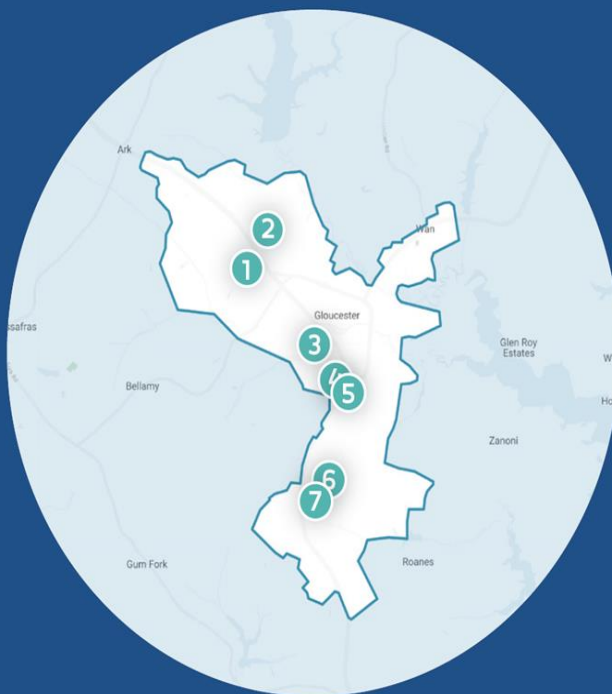
Download the Bay Transit Express app or call 804-693-6977 to get started.

Download on the App Store GET IT ON Google Play

baytransit.org/express

Powered by VIA

# How it works



- |                                  |                          |
|----------------------------------|--------------------------|
| ① Food Lion                      | ⑤ Shoppes at Gloucester  |
| ② Riverside Walter Reed Hospital | ⑥ Lowe's                 |
| ③ Walmart                        | ⑦ MD Express Urgent Case |
| ④ Aldi                           |                          |

## The basics.

Bay Transit Express is a fast, easy, affordable way to get around — book rides straight from your phone, get picked up in minutes, and get to work or run your errands without needing a car.

### Service hours:

Weekdays 8am-5pm

**Price:** \$2 per ride

## Two easy ways to pay.



Add your credit or debit card information to your account in the app.



Pay in cash on board.  
Exact change required.

# Overall Ridership Summary Through April of 2022

**3,800+**

Rides completed since launch

**7.4 min**

Avg. ride duration

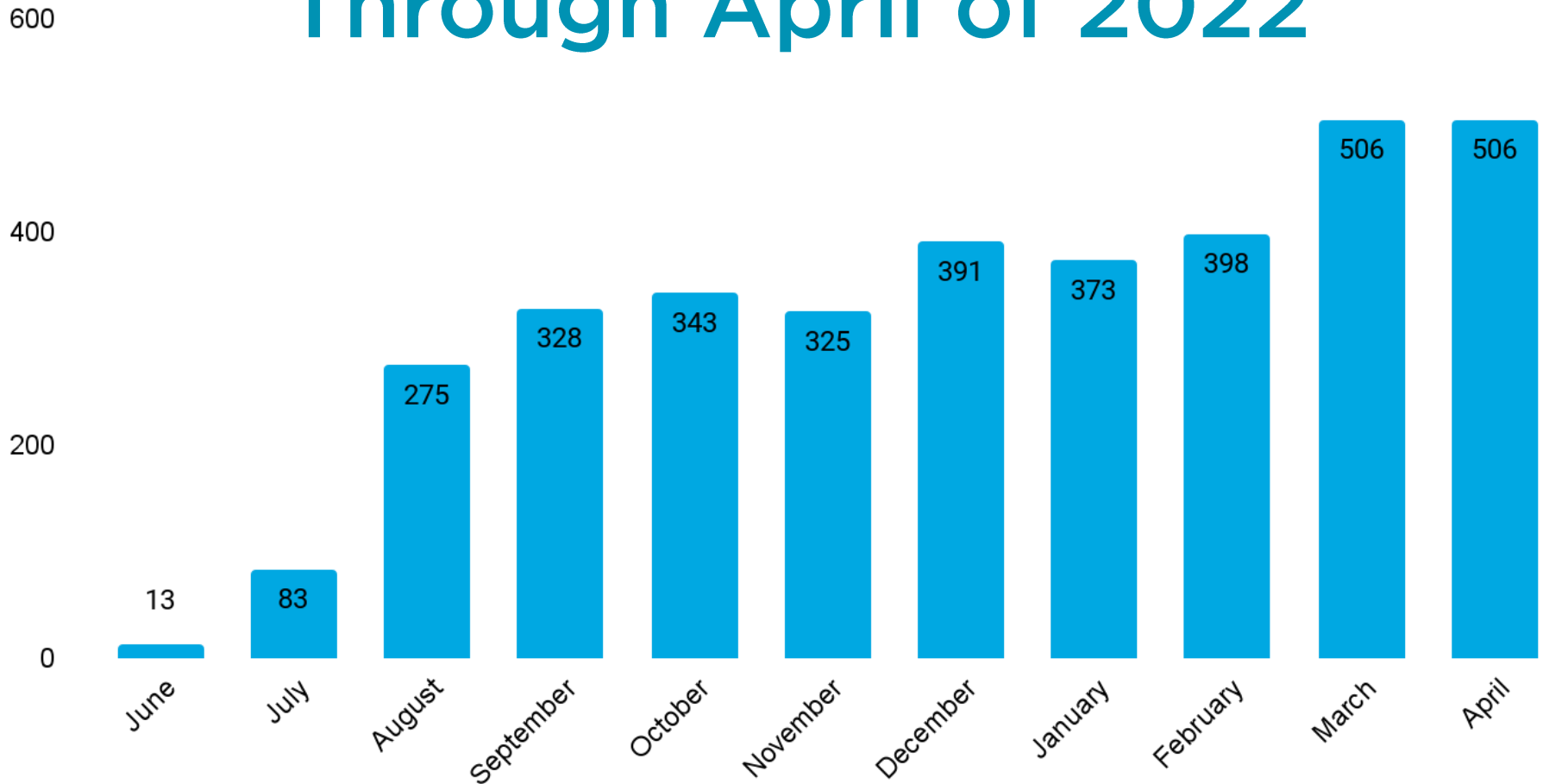
**4.9/5 stars**

Average ride rating

**180**

Unique riders

# Growth in Monthly Rides Through April of 2022

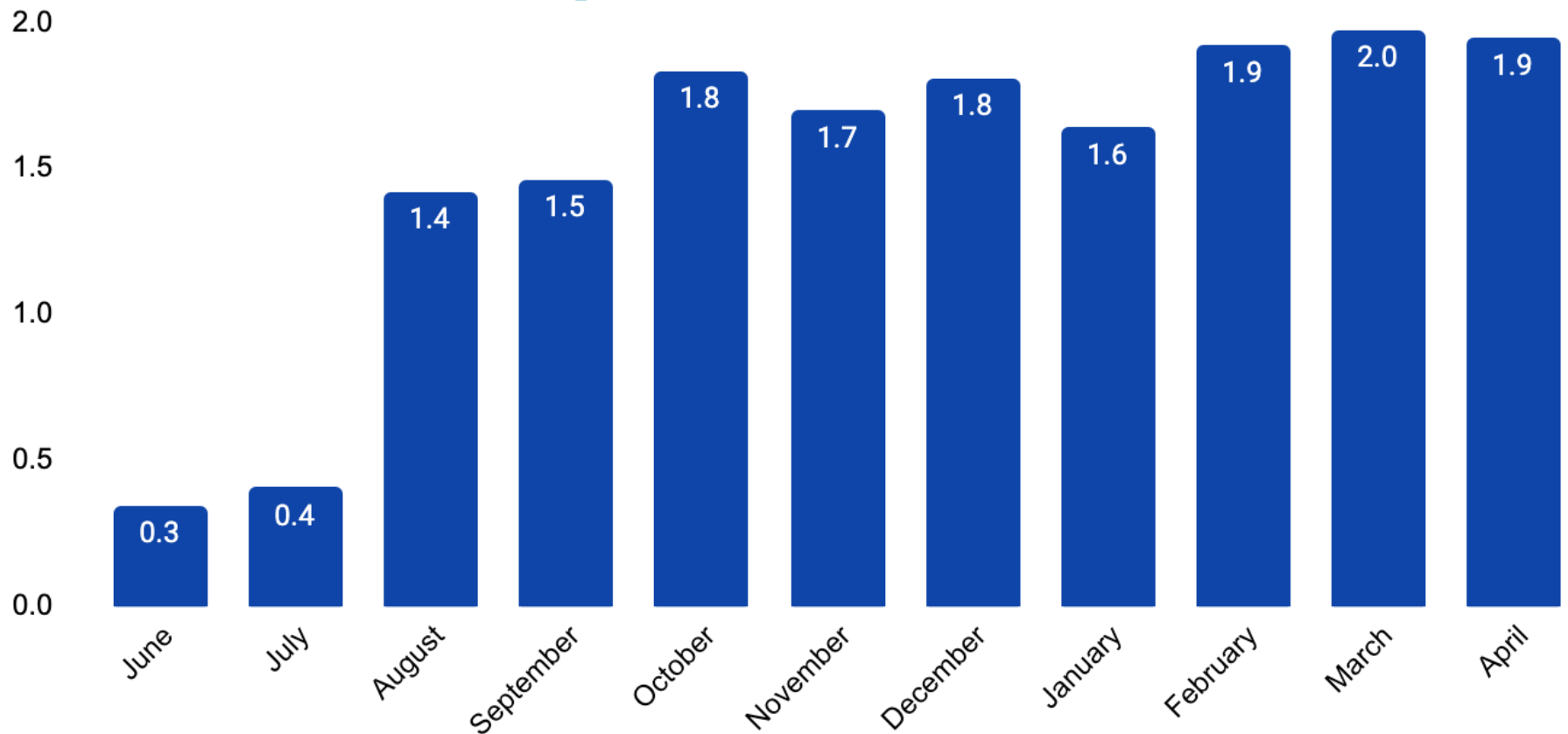


# Growth and Acquisition Through April of 2022





# Growth in Utilization Through April of 2022



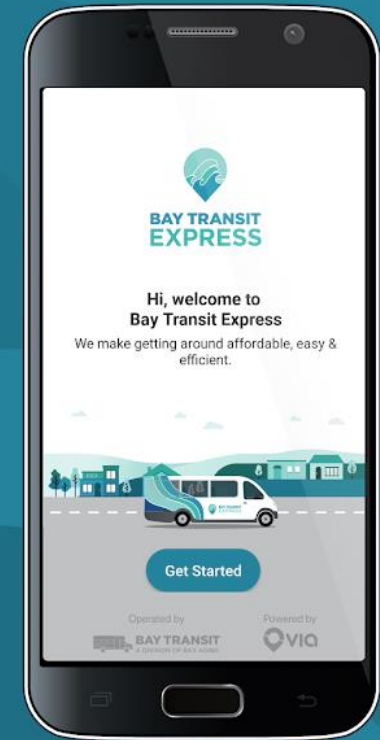
# Bay Transit Express Started Using More Fuel-Efficient Vehicles in May of 2022



# Challenges

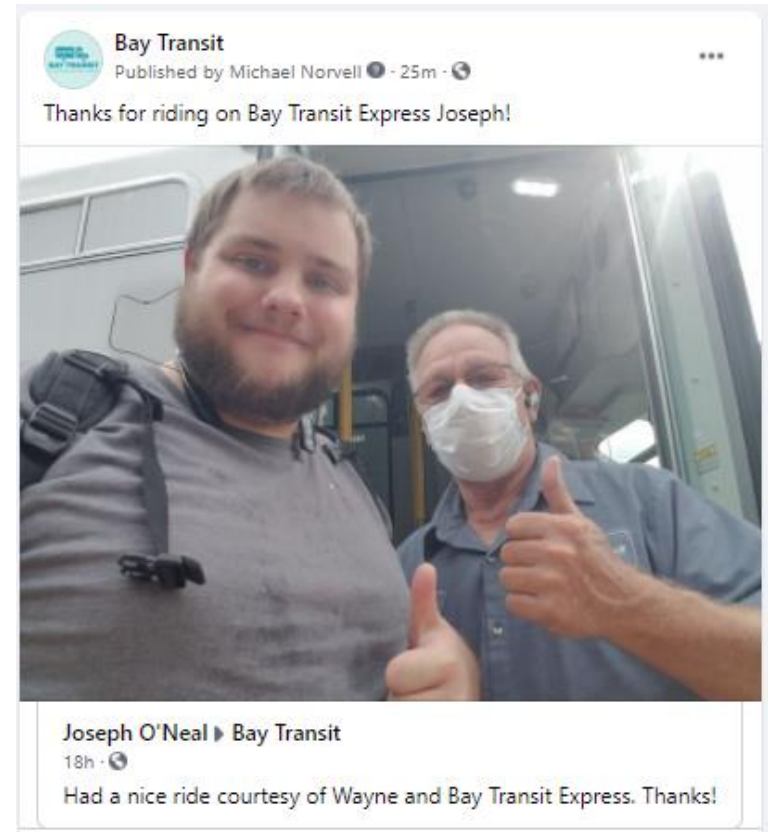
- Significant percentage of Gloucester County residents are seniors who may not be comfortable using app-based services.
- There are no Rappahannock Community College campuses in the current Bay Transit Express service zone.
- Marketing must be done through multiple concurrent channels to ensure that it reaches diverse audiences.

Book rides straight  
from your phone.



# Opportunities

- Developed a Bay Transit Express webpage portal as well as promoted the local phone number in newspapers, local radio stations, etc.
- Promoted Bay Transit Express to the Gloucester County Public Schools leadership team and expanded service hours until 5 PM to appeal to transportation disadvantaged students that have after school activities.
- Developed “Brand Ambassador” program that rewards referrals and posting about Bay Transit Express on social media.



# Ongoing Marketing

- Distributed Bay Transit Express posters and brochures to Gloucester Courthouse area businesses and apartment complexes.
- Promoted service in local newspaper and radio station.
- Paid advertising on Bay Transit's Facebook page.
- Developed "Brand Ambassador" program that rewards referrals and postings about Bay Transit Express on social media.





# Measuring Program Efficiency: FY22 Deviated Fixed-Route versus Bay Transit Express

	Cost/Revenue Mile	Cost/Revenue Hour	Cost/Rider
Oct.	\$ 2.96	\$ 70.96	\$ 34.64
Nov.	\$ 3.16	\$ 75.41	\$ 35.99
Dec.	\$ 3.44	\$ 81.24	\$ 41.33
Jan.	\$ 3.58	\$ 80.94	\$ 48.93
Feb.	\$ 3.03	\$ 71.70	\$ 39.31
Mar.	\$ 3.16	\$ 74.98	\$ 34.96
April	\$ 2.94	\$ 70.03	\$ 38.21
May	\$ 3.16	\$ 75.12	\$ 31.05
June	\$ 3.46	\$ 82.63	\$ 26.38
July	\$ 3.72	\$ 86.88	\$ 22.73
Aug.	\$ 2.91	\$ 66.82	\$ 30.59
Sept.	\$ 3.31	\$ 75.56	\$ 35.46
Monthly Avg	\$ 3.24	\$ 76.02	\$ 34.96

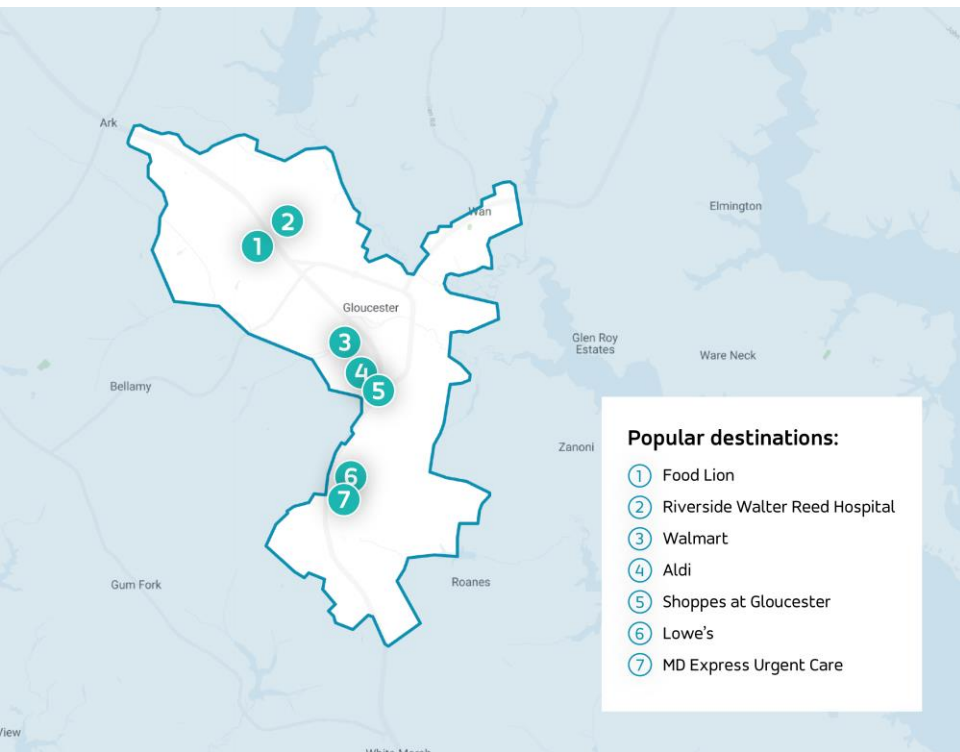
	Cost/Revenue Mile	Cost/Revenue Hour	Cost/Rider
Oct.	\$ 3.51	\$ 32.87	\$ 18.11
Nov.	\$ 3.87	\$ 34.88	\$ 19.32
Dec.	\$ 3.60	\$ 37.31	\$ 18.03
Jan.	\$ 3.30	\$ 33.96	\$ 16.39
Feb.	\$ 4.06	\$ 48.40	\$ 20.91
Mar.	\$ 2.43	\$ 29.71	\$ 12.15
April	\$ 2.86	\$ 34.67	\$ 12.95
May	\$ 2.94	\$ 33.38	\$ 15.24
June	\$ 3.67	\$ 44.60	\$ 16.32
July	\$ 3.80	\$ 46.65	\$ 17.92
Aug.	\$ 1.79	\$ 22.99	\$ 8.01
Sept.	\$ 4.05	\$ 49.34	\$ 21.05
Monthly Avg	\$ 3.32	\$ 37.39	\$ 16.37

# Next Steps: Expansion

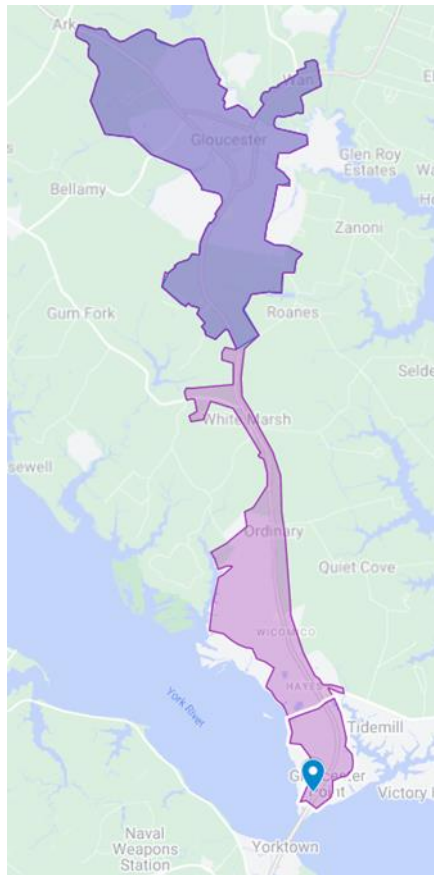


- Expand Bay Transit Express service zone to Gloucester Point.
- Simultaneously, discontinue our hiveXpress deviated fixed-route service in Gloucester County .
- Add a second, new Bay Transit Express van into service.
- Look for opportunities to take advantage of the more cost-efficient, microtransit service to replace other deviated fixed-route lines in Tappahannock and West Point.

# Initial Service Zone and Expanded Service Zone



# Next Steps: Market Expanded Service



- Targeted marketing to businesses, apartment complexes, and mobile home parks in the expanded service zone.
- Distributed hundreds of updated promotional postcards to the residents of mobile home parks in Hayes, VA.
- Promoted the expanded service zone and reduced fare through local newspapers and radio stations.



# Postcards Promoting Expanded Service



Introducing **\$1 rides**  
in the newly expanded  
Bay Transit Express  
service zone.



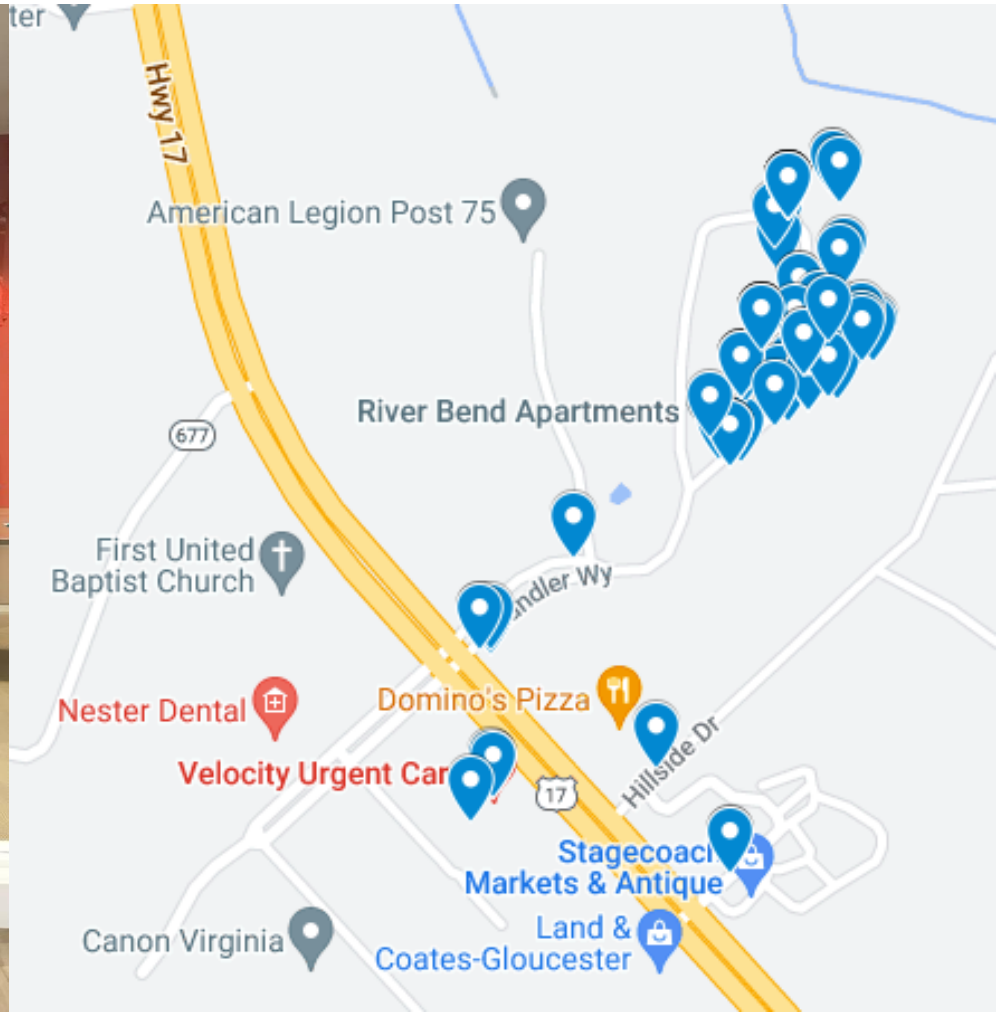
Download the Bay  
Transit Express app  
or call 804-693-6977  
to start riding.

Start riding  
anywhere from  
Gloucester Point  
to the Gloucester  
Courthouse area on  
October 11th.



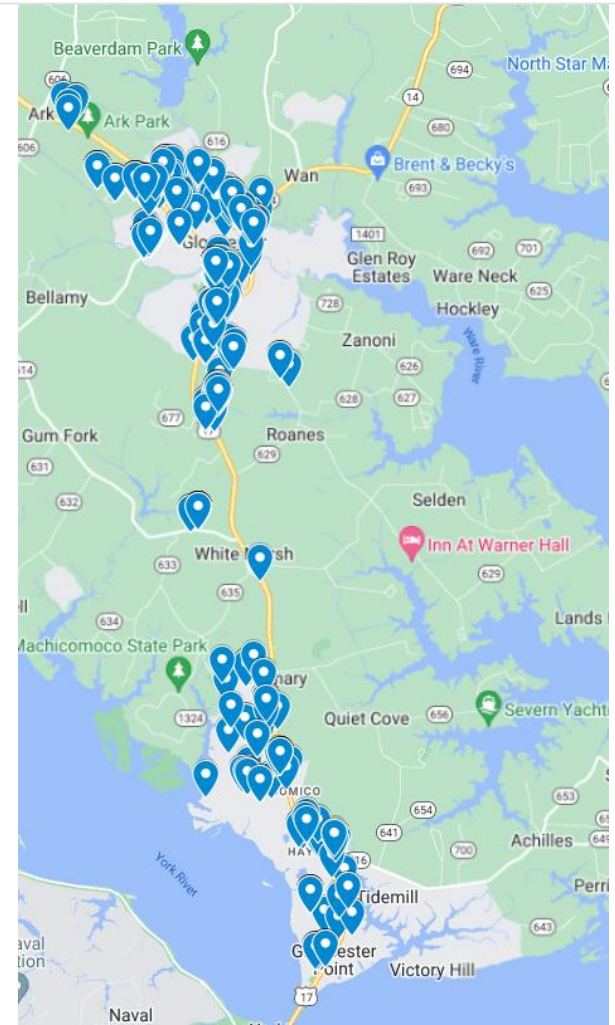


# Measuring Utilization at Locations Where Promotional Postcards Were Disseminated



# Measuring Utilization at Locations Where Promotional Postcards Were Disseminated

- Daffodil Gardens I & II, Bay Aging's Income Restricted Senior Apartments
- Wicomico I and Wicomico II
- Woodsville Mobile Home Park
- Beacon's Bay Mobile Park



# Account Creation Drives Ridership Growth

Accounts created since launch

**1,075**

# of Riders made at least one...

**633** 58.9%

# of Riders completed 1+...

**536** 49.9%

# of Riders completed 2+...

**410** 38.1%

# of Riders completed 5+...

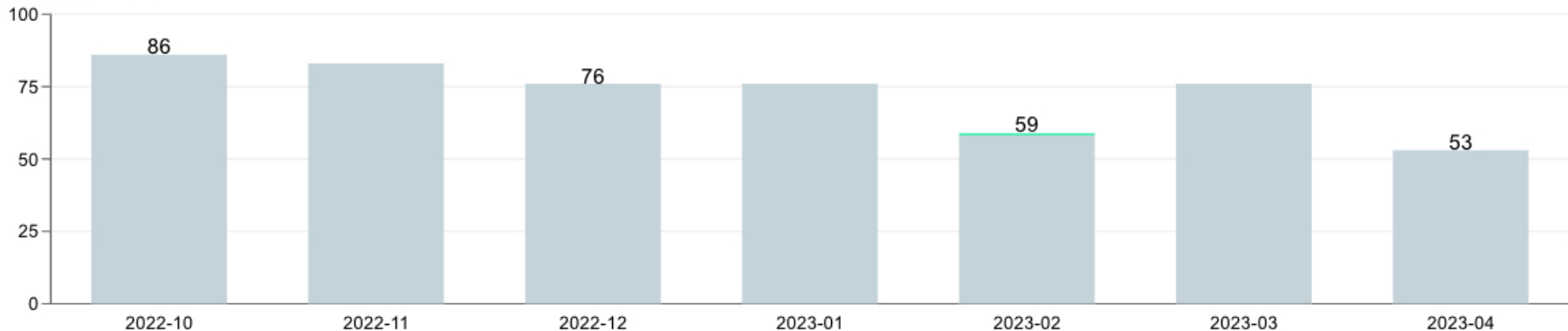
**285** 26.5%

■ Riders since launch ■ Riders Portion (percentage)

## Accounts Created Trend

Number of accounts created segmented by acquisition source.

Rider accounts created

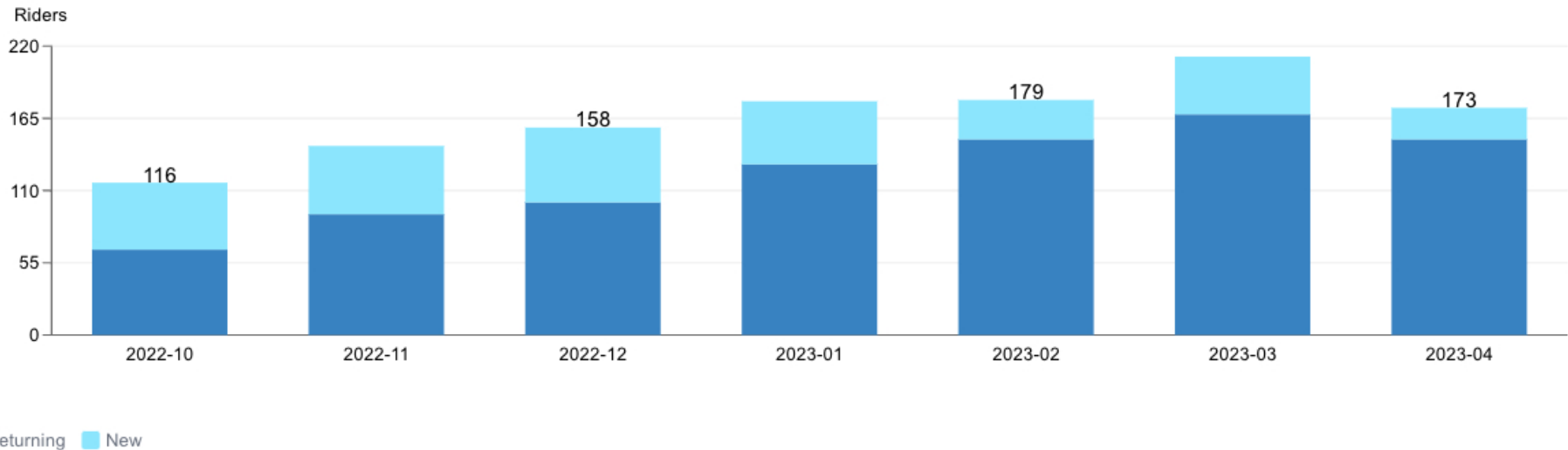


■ non-referral ■ referral

# New and Returning Riders

## Active Riders

Riders who took a ride in the period selected (broken down by those who took their first ride ever and returning riders).

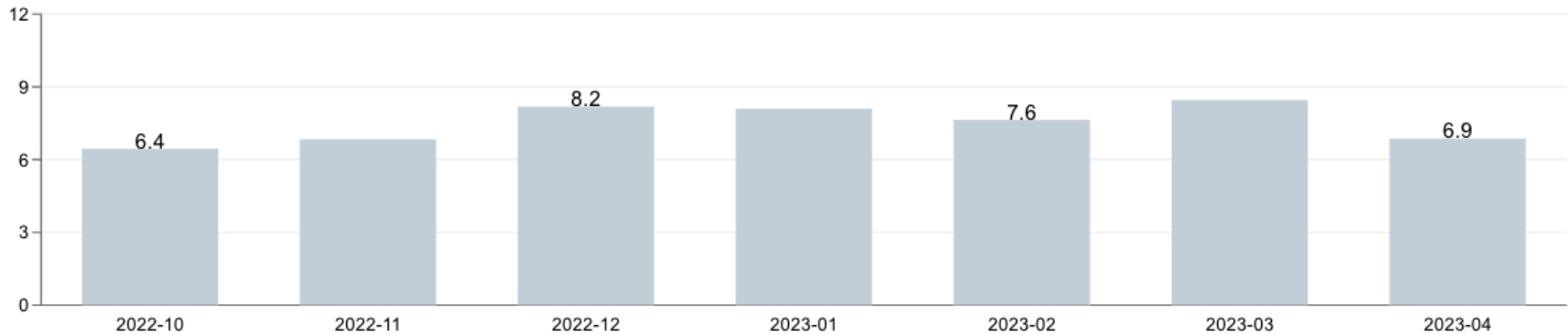


# Average Number of Rides Taken Per Active Rider Per Month

## Completed Rides

Average number of rides taken per active rider.

Rides completed per rider



Completed Rides



# FY 2023 Operational KPIs from 10/1/2022 to 4/23/2023

Total ride requests

**9,977**

Met Demand

**9,726**

Met Demand Rate

**97.5%**

Completed rides

**8,813**

Completed Rides Rate

**88.3%**

Completed Prebooking Rides...

**0.3%**

Completed On Demand Rides...

**99.7%**

Active Riders

**399**

Driver Hours

**4,366.9**

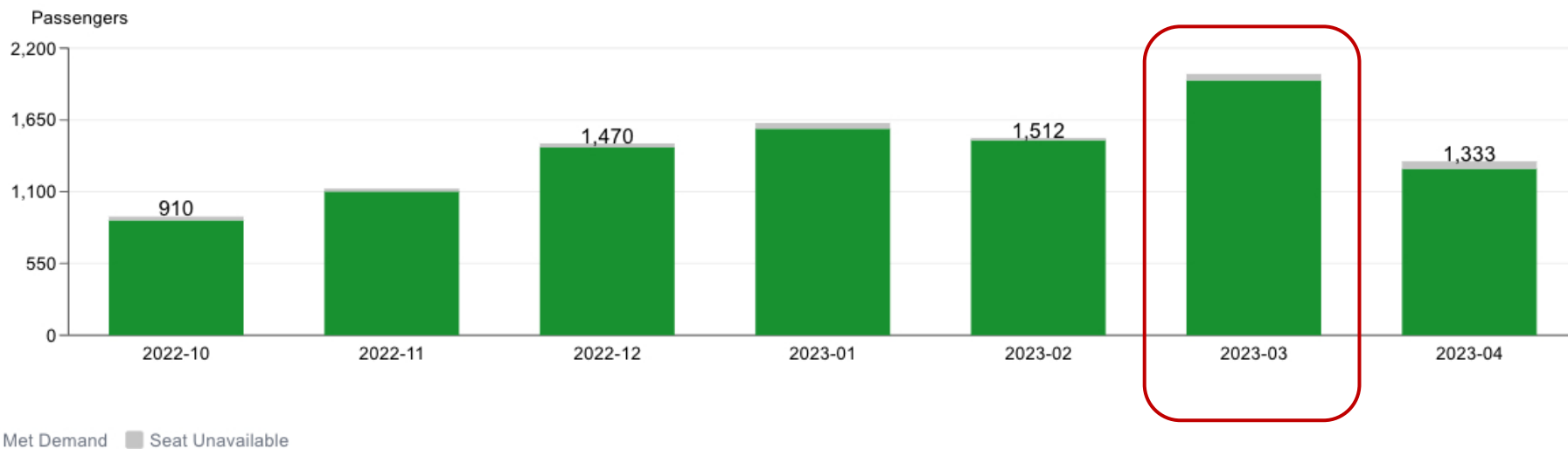
Utilization

**2**

■ Filtered period

## Met Demand

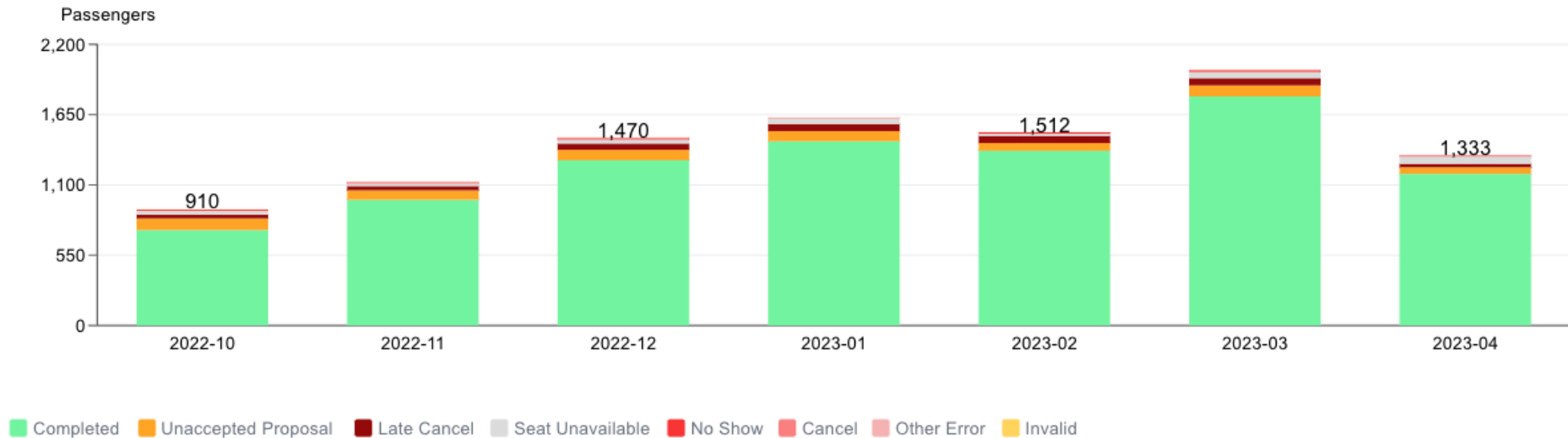
Number of ride requests (passengers) met with a ride proposal.



# Monthly Ride Requests by Status

## Detailed Ride Requests Status

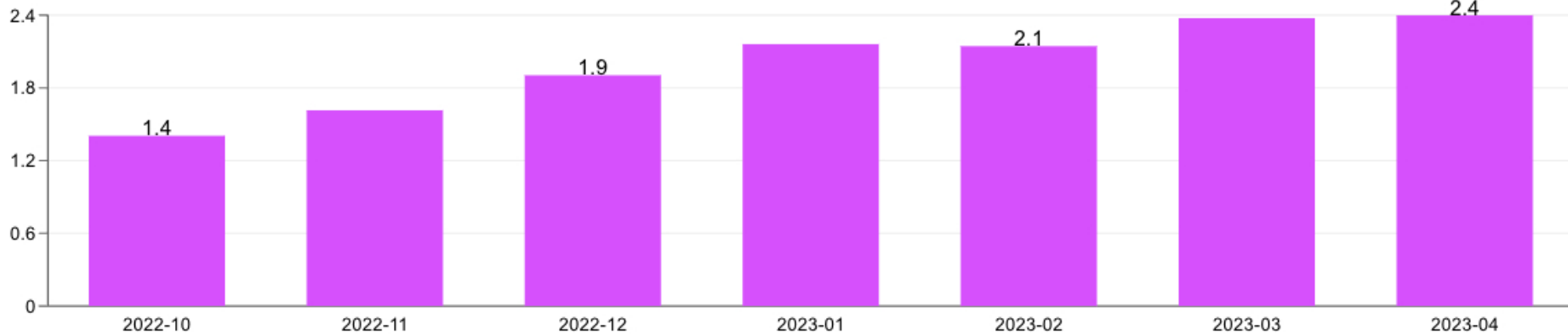
Breakdown of all ride requests (passengers) by status.



# Utilization, completed rides per vehicle-hour, surges 71%

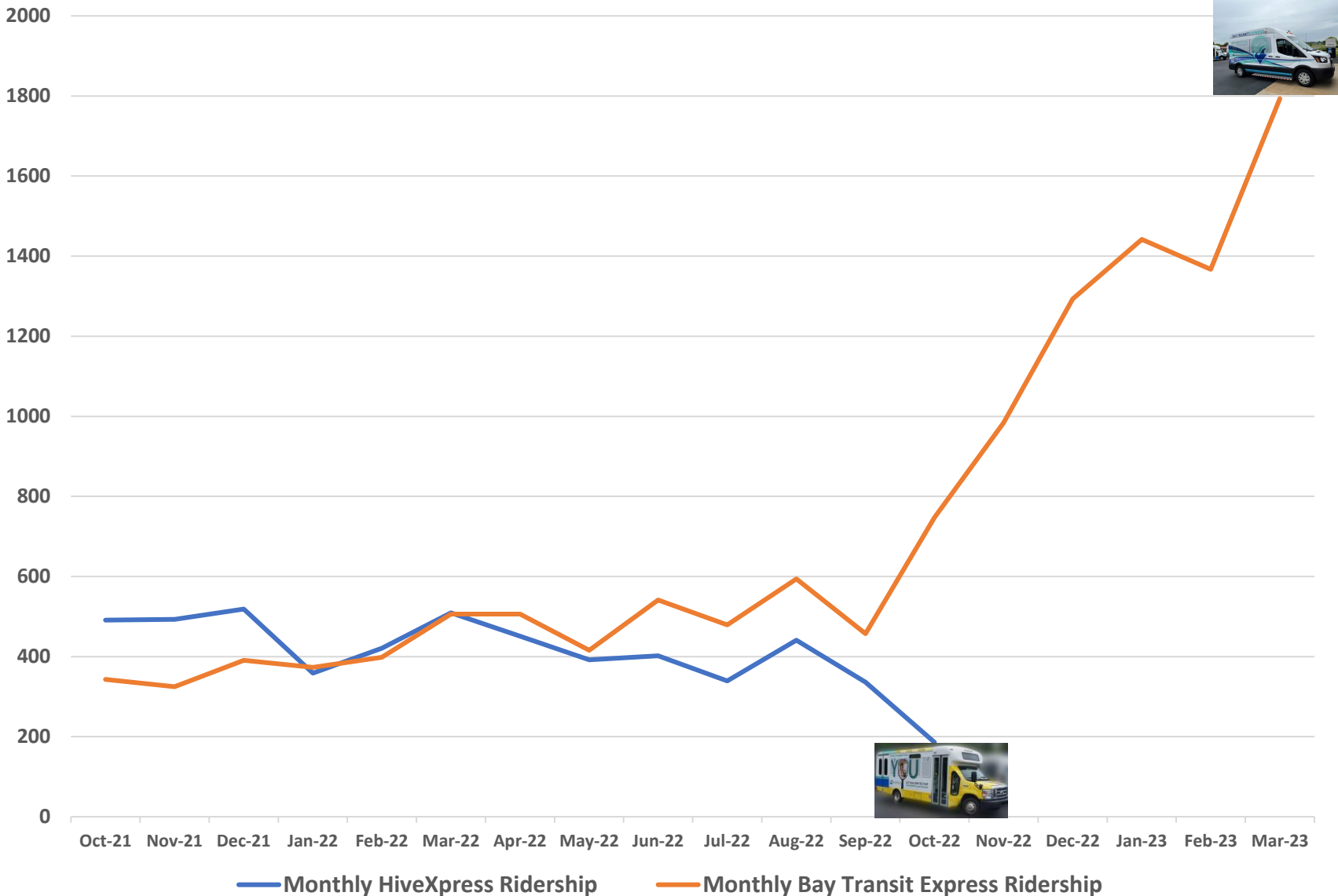
**Utilization**  
Completed rides / net driver hours.

Utilization Rate

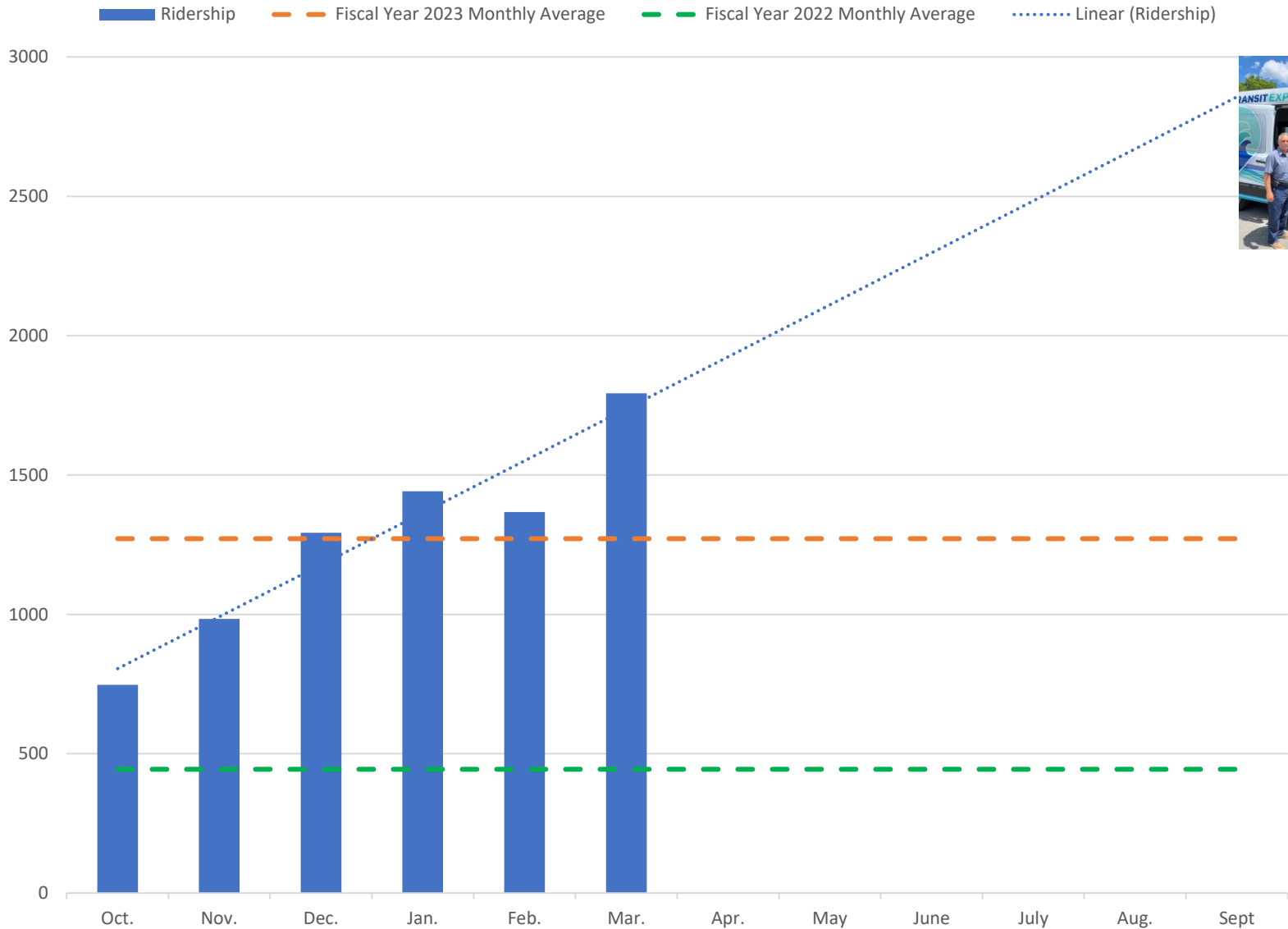


■ Utilization

# HiveXpress vs. Bay Transit Express Monthly Ridership



## FY 2023 Bay Transit Express Ridership

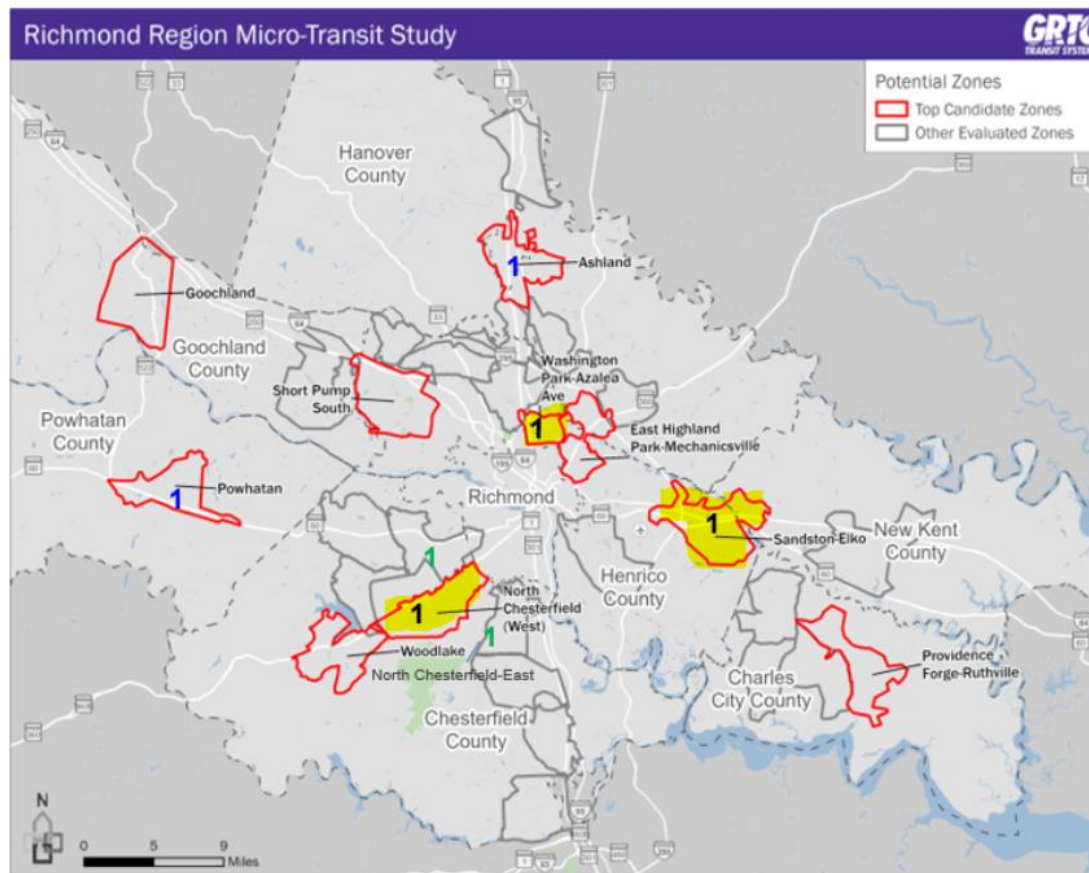




# Applications For Microtransit

1. Provide a new service focused on high-need populations (e.g., seniors, individuals with a disability)
2. Replace fixed-route buses with microtransit
3. Replace older demand-response (e.g. dial-a-ride) service with microtransit
4. Expand service into areas with limited or no existing public transit
5. Provide first-and-last mile connections to other transit routes (e.g., Virginia Railway Express, Virginia Breeze)

# GRTC: Microtransit to bolster ridership on underperforming fixed-routes



A map of planned and potential microtransit zones should the pilot expand. Image provided by GRTC.



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**BRITE Transit Advisory Committee Meeting Summary**  
**November 8, 2023, 1:30 p.m.**

BRITE Transit Facility  
51 Ivy Ridge Lane  
Fishersville, VA 22939

[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	
✓	Michele Waitier, SDDA	
✓	Kyle Trissel, DRPT	
✓	Tammy DuBose, Valley Community Services Board	

**Call to Order**

The November 8, 2023, 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 were 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 12, 2023, BTAC meeting for consideration.

***Mr. Paul Terry moved, seconded by Ms. Alisande Tombarge, to approve the minutes of the July 12, 2023, meeting as presented. Motion carried unanimously, with abstention from Ms. Leslie Tate.***

Chairperson Rodgers presented the minutes from the September 13, 2023, BTAC meeting for consideration.

***Ms. Jennifer Whetzel moved, seconded by Ms. Tate, to approve the minutes of the September 13, 2023, meeting as presented. Motion carried unanimously.***

### **Business**

Introductions: Chairperson Rodgers called for a round of introductions, and committee members introduced themselves.

Valley Community Services Board – Future Stop and Funding Partner: Ms. Devon Thompson introduced and provided context for the presentation on a potential new stop at/new funding partner of Valley Community Services Board (VCSB). VCSB was a previous funding partner of the BRITE Bus system and had recently reached out to the Central Shenandoah Planning District Commission (CSPDC) to express interest in the reinstatement of their status as a funding partner and to reimplement a bus stop located at their offices on Sangers Lane near the intersection of Route 250 in Staunton. Ms. Thompson noted that the stop, if approved, would be served by the 250 Connector route, a route with the tightest schedule within the system. To address this request more information would need to be gathered and assessed, and today's purpose was to present the idea to the BTAC along with some potential paths forward.

Mr. Steve Wilson presented on various factors that would go into the reinstatement of the VCSB stop, such as on-time performance of the 250 Connector route and safety and timing information:

- **Timing Implications:** Travel time to serve the location would add up to approximately 5-10 minutes to the route in both directions, on an already tight schedule.
- **Safety:** There was a need to identify a safe location for passengers to board and alight the bus. Additionally, parking lot access presented a challenge with a narrow roadway and a 90-degree turn in order to service the location.
- **Access Alternatives:** An alternative to the VCSB parking lot access was a gravel lot across the street from their offices. The privately-owned lot had some challenges as well, including permission to use the lot and lot maintenance.

Ms. Tammy DuBose acknowledged the challenges for transit vehicle and pedestrian access. VCSB was interested in exploring any and all options to get clients to their offices safely. Currently, clients had to walk up Sangers Lane from Route 250 to access their offices, and Ms. DuBose indicated that approximately 25 percent of the 100+ clients seen in a day utilize the bus. On occasions, staff had to call EMS services for clients who experienced health emergencies accessing the building. Through two follow-up questions, Ms. DuBose indicated that peak usage times



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were the beginning of the day for new client intake (between 8:00-9:00 AM) and the end of the day for group sessions (around 4:00 PM), and that transportation for substance abuse appointments was not eligible under Medicaid.

Further discussion ensued regarding overall access and safety challenges presented by this potential stop location.

Ms. Thompson reiterated that this was the first discussion, and further discussions would take place to find the best solution. Additionally, Ms. Thompson reminded the BTAC of some mid- and long-term improvements slated for the corridor and route: an awarded SMART SCALE project that would improve pedestrian and transit rider infrastructure on Route 250 at Sangers Lane; and improvements noted in a 2019 250 Connector study & 2022 Transit Development Plan – improvements ranged from slight adjustments the 250 Connector and other connecting routes to the development of a new Staunton route that would take on some of the 250 Connector route to allow it to only serve the Route 250 Corridor.

The group agreed that providing better access to VCSB was warranted, and further work would be pursued to identify a solution.

Staunton Lewis Street Hub Rehabilitation Update: Ms. Paula Melester reported that the CSPDC had received a Certificate of Appropriateness from the City of Staunton's Historic Preservation Committee, which was required before the full site plans could be submitted for approval. The CSPDC had submitted the site plans, received comments back from the City of Staunton, and were in the process of addressing the comments. Ms. Melester noted that Staunton requested minor changes and the revised plans would be submitted before Thanksgiving. Once fully approved, the CSPDC would issue an Invitation for Bid (IFB) for construction and would accept bids from contractors through January-February 2024. Construction should begin in early Spring 2024.

ITS – Mobile Data Collection System Update: Ms. Thompson reported that implementation for the Mobile Data Collection System (MDCS) had begun, and after the kick-off meeting bi-weekly meetings with the Passio Technologies installation/implementation team were hosted. Passio was loading all of BRITE's information to build out the account in their system – agency information, driver and vehicle information, route information and hours of operation, and BRITE General Transit Feed Specification (GTFS). Ms. Thompson expected the equipment/tablets to be shipped to BRITE in the next few weeks.

Afton Express Update: Ms. Melester provided the following updates on Afton Express operations:

- **Discover Transit Month:** September was Discover Transit Month as well as the second anniversary of Afton Express' launch. Staff facilitated multiple outreach events throughout the month in both Staunton and Charlottesville. During these outreach events, positive feedback was received by passengers, and the most popular request was for more frequent service.
- **Ridership:** Ridership continued to rise, with a September average of 75 passenger trips per day with a single day high of 96 passenger trips. There had been an increase in non-commute trips with more travelers accessing Amtrak and Downtown Charlottesville. Ridership data showed that certain AM and PM trips were





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between 50-75 percent capacity, and thus CSPDC staff was developing potential future solutions to mitigate the potential challenges of full buses.

- **Fiscal Year (FY) 2025 Budget:** The FY25 budget was being developed, and match amounts would be included in the locality assessment letters in early 2024.

Contractor Update: Mr. Wilson reported on the following:

- **Staffing:** Mr. Wilson announced that VRT was actively seeking and hiring bus drivers.
- **Ridership:** Mr. Wilson indicated that ridership on both BRITE and Afton Express continued to rise.

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

- **Virginia Department of Rail and Public Transportation (DRPT):** Mr. Kyle Trissel reported that DRPT was moving to a new grant platform, WebGrants. The new system would replace the existing OLGA system, and would be launched December 1, 2023. Mr. Trissel noted that there would be a short black-out period in November when the system would be unavailable for reimbursement requests.
- **A LIFEworks Project – River City Bread Basket:** Ms. Thompson indicated that LIFEworks Project reached out to inquire about a bus stop at their River City Bread Basket – a free, client-choice food outlet servicing the Waynesboro community. An existing bus stop was located about one block away from their location on Winchester Avenue in Waynesboro. It was decided that they would collect usage data prior to submitting a formal bus stop request, and staff supplied them with BRITE Bus brochures. Flyers for River City Bread Basket were printed out for distribution among respective agencies.
- **National Transit Database (NTD):** Ms. Thompson announced that the Report Year 2023 NTD submission was finalized and submitted by the October 31 deadline. Data reporting was required, and transit agencies reported data on metrics such as Vehicle Revenue Miles, Vehicle Revenue Hours, Unlinked Passenger Trips, and Operating Expenses.
- **State Plan Updates – Transit Asset Management (TAM) and Public Transportation Agency Safety Plans (PTASP):** Ms. Thompson indicated that BRITE was a Tier II participant of DRPT's Transit Asset Management and Public Transportation Agency Safety Plans, both of which were required plans. The TAM Plan utilized the condition of assets to guide the optimal prioritization of funding to keep transit networks in a state of good repair, and inventoried capital assets and condition assessments. Annually, state transit agencies either completed a self-assessment or underwent a consultant-led comprehensive assessment. This year the CSPDC completed a self-assessment prior to the completion deadline.

The PTASP outlined Safety Management Systems programs, and was annually evaluated with any updates documented. CSPDC staff would work with VRT staff to review and make any necessary updates prior to the end of the year.

- **RideShare Commuter Assistance Program:** Ms. Melester announced that the RideShare program was developing a new strategic plan, with kick-off slated for December and a completion timeline of approximately six months. Ms. Melester indicated that BTAC members would be contacted throughout the



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plan's development to get information regarding the transportation needs of the populations they represent.

### **Adjournment**

Chairperson Rodgers announced the 2024 meeting schedule:

- January 10
- March 13
- May 8
- July 10
- September 11
- November 13

The BTAC agreed that the January meeting would be conducted via Zoom, and the November meeting would continue to be a lunch meeting at the BRITE Transit Facility.

Ms. Thompson reminded the BTAC that each agency and locality should designate an alternate member to attend in the event their representative was not able to be at the meeting – this would ensure a quorum at each meeting.

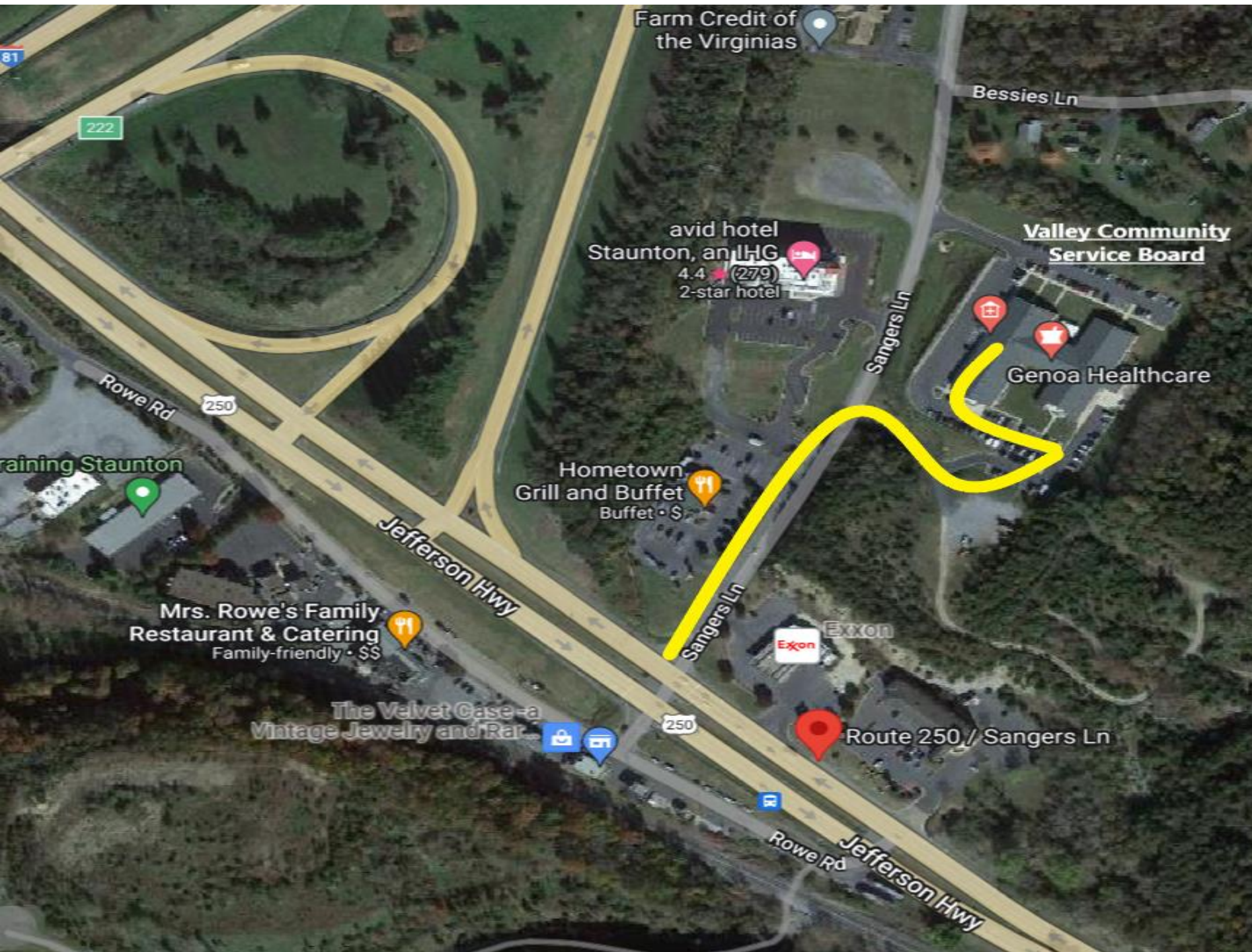
There being no further business to come before the BTAC, the meeting concluded at 2:11 PM.

## **250 Connector Considerations**

**Valley Community Services Board  
– Potential Funding Partner and  
New Stop**





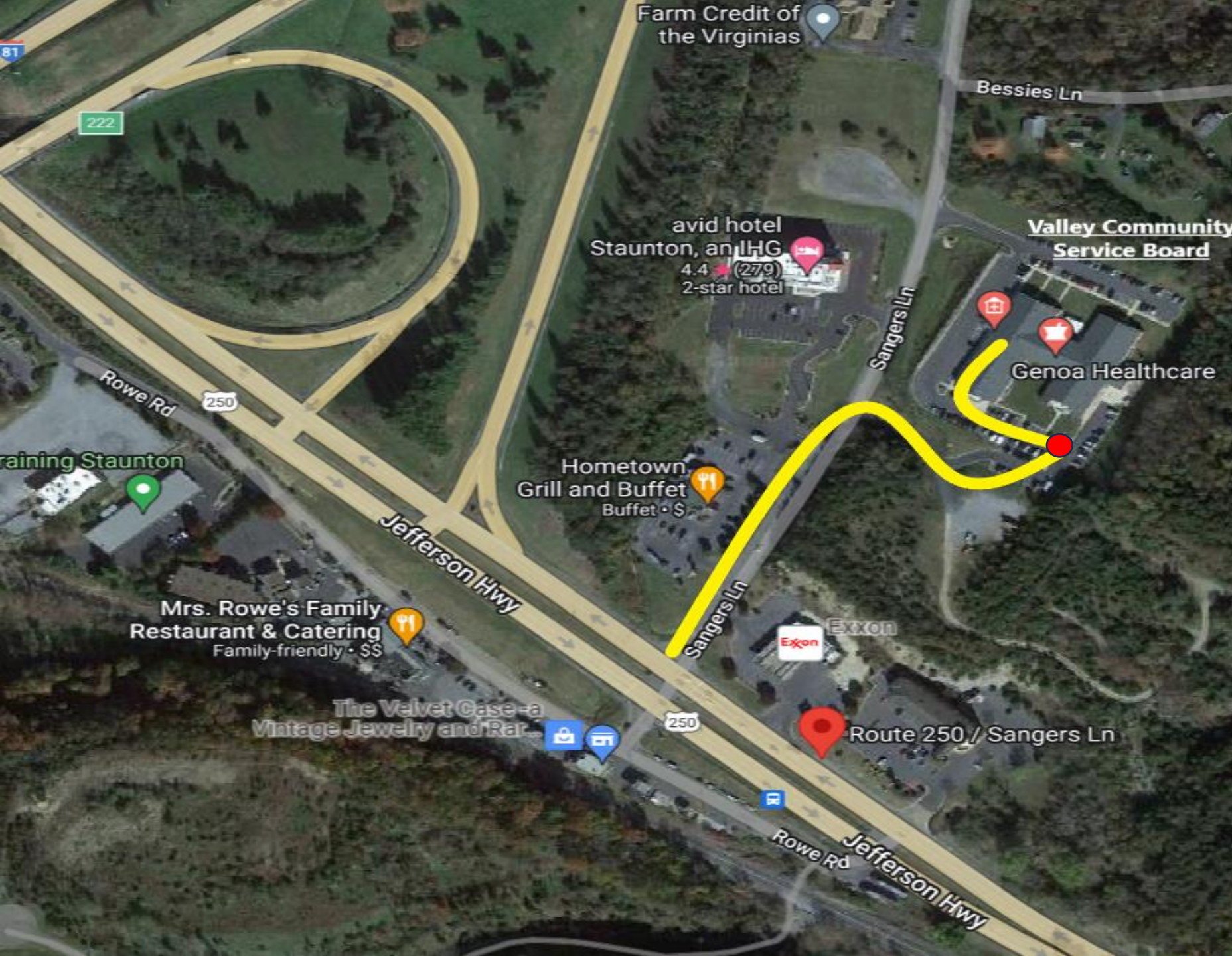


The two buses for the 250 Connector route operate along the Route 250 corridor, between Waynesboro (Walmart) and Staunton (Lewis Street Hub). The buses leave these two points on the half hour in opposing directions.

### **Timing Impact**

Time impact of 5-10 minutes to travel to VCSB and back to Route 250.

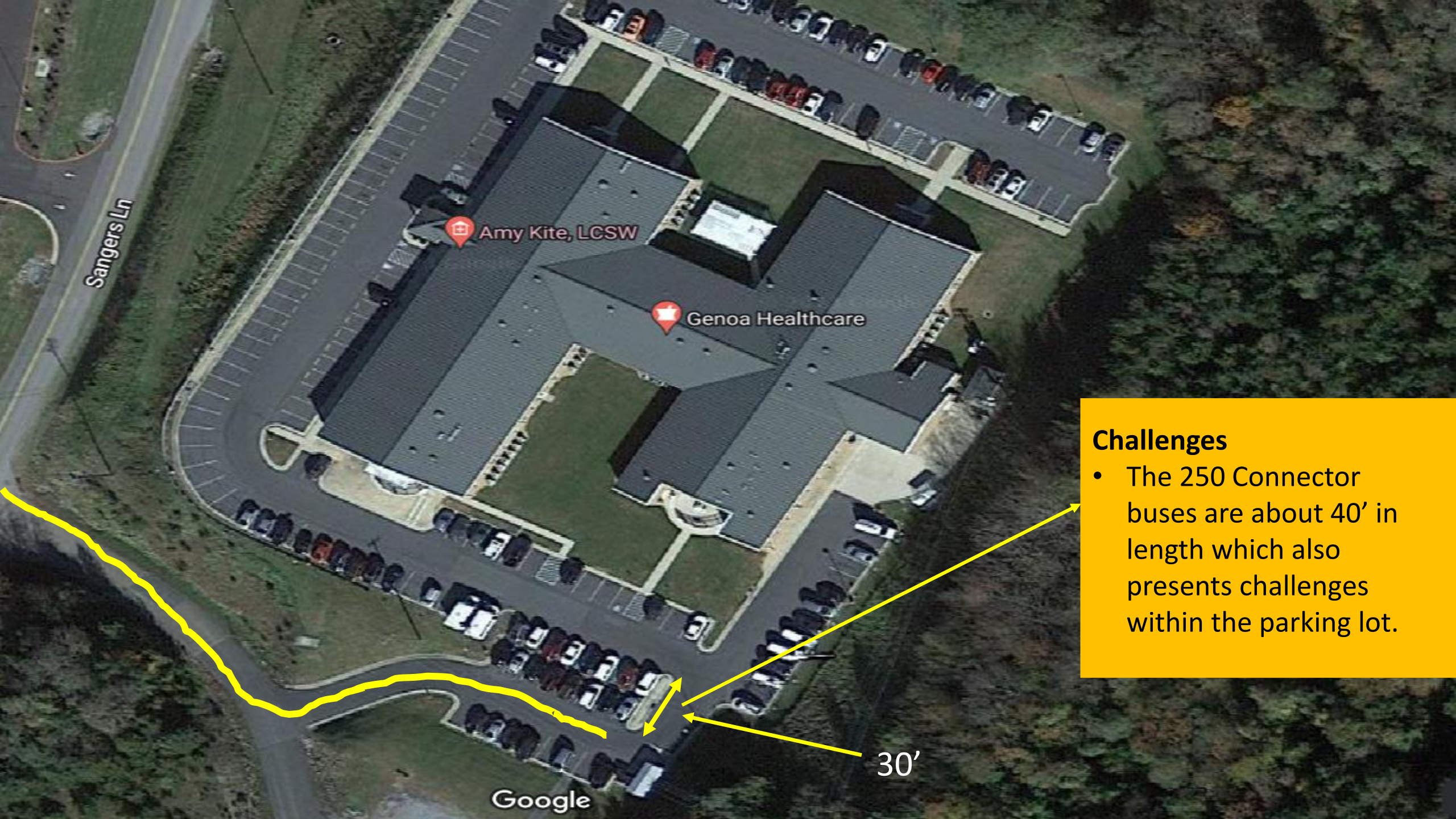




## Safety Concerns

- The buses would follow the path as outlined in yellow. This aligns the buses for boarding & alighting of fixed-route riders and Access (paratransit) riders from the right side of the bus.
- The path is narrow and winds through a parking lot.
- The area does not offer a way to travel around the building to facilitate the right-side boarding & alighting without backing up.





Sangers Ln

Amy Kite, LCSW

Genoa Healthcare

### Challenges

- The 250 Connector buses are about 40' in length which also presents challenges within the parking lot.

30'

Google





**Possible alternative:** Parking area on across from VCSB.

- Ownership and permissions
- Gravel lot & maintenance
- Boarding and alighting on street, which would mean street crossing



## 250 Connector Route Evaluation – 2019 Study & Recommendations

Adjustments to the 250 Connector will continue to be needed to respond to the increased growth in along to the 250 corridor.

Alternatives proposed in 2019 study:

- Three phases outlined

TDP Projects / Planned Projects:

- Direct Hub to Hub service; creation of Staunton South Loop (included in TDP for FY27)
- Bus stop safety improvements (SMART SCALE project at Sangers Ln)
- Staunton Crossing Park & Ride Lot

