



112 MacTanly Place
Staunton, VA 24401

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

**BRITE Transit Advisory Committee Meeting Summary
May 21, 2025, 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
✓	Rodney Rhodes	City of Staunton
✓	Jennifer Brown	County of Augusta
	Kaitlin Savage	County of Augusta
	Leslie Tate, Vice Chair	City of Waynesboro
✓	Alisande Tombarge	City of Waynesboro
✓	Krystal Moyers, Chair	Augusta Health
	Abby Calvert	Augusta Health
✓	Mike Kelley	Wilson Workforce & Rehabilitation Center
✓	Darren Smith	Staunton Downtown Development
✓	Melissa Walker	Blue Ridge Community College
	Tammy DuBose	Valley Community Services Board
✓	Becky Messer	Transit Service Rider
	Paul Terry	Transit Service Rider
✓	Kyle Trissel	Department of Rail and Public Transportation

	Name	Organization
✓	Ann Cundy*	CSPDC
✓	Devon Thompson	CSPDC
✓	Paula Melester	CSPDC
✓	Danielle Gannon	CSPDC
✓	Zach Beard, CSPDC	
✓	Garreth Bartholomew*, CSPDC	
✓	Kayla Dixon, CSPDC	
✓	Steve Wilson, VRT	
	Phil Thompson, VRT	
	Alex Wilmer, Town of Bridgewater	
✓	Brian Borne, Town of Dayton	
✓	Tyler Beduhn, Kimley-Horn	
✓	Zadie Lacy, Kimley-Horn	
✓	Poonam Patel*, Kimley-Horn	
	<i>*Indicates participant attended virtually</i>	



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Call to Order

The May 21, 2025 meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:32 PM by Ms. Krystal Moyers, Chairperson. Pursuant to §2.2-3708.2 of the Code of Virginia, BTAC members may participate in meetings through electronic communication means. Members who participated virtually are marked accordingly.

Public Comment

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

Introduction

Ms. Paula Melester introduced the committee to the Central Shenandoah Planning District Commission's (CSPDC) Summer Intern/Graduate Assistant through James Madison University's (JMU) Master in Public Administration Program, Ms. Kayla Dixon.

Approval of Minutes

Ms. Moyers presented the minutes from the March 12, 2025, BTAC meeting for consideration.

Ms. Alisande Tombarge moved, seconded by Ms. Jennifer Brown, to approve the minutes of the March 12, 2025, meeting, as presented. The motion carried unanimously.

Business

Microtransit Feasibility Study Presentation: Mr. Tyler Beduhn, Project Manager with Kimley-Horn, presented on the Microtransit Feasibility Study. He was joined by Ms. Zadie Lacy and Ms. Poonam Patel, who participated virtually. The presentation to the committee included (see attached presentation for more details):

- Study Overview
- What is Microtransit?
- Opportunity Zone Selection & Prioritization
- Service Recommendations
- Open Discussion & Q&A

Mr. Beduhn provided an overview of the project, which was initiated following the recommendation from the 2022 Transit Development Plan (TDP). The purpose of the study was to identify potential service zones within the BRITE service area where microtransit would be most viable, with consideration for factors such as transit need, job and population densities, existing route performance, and travel patterns. The specific goals for BRITE microtransit that were developed with the study team revolved around convenient, reliable, and adaptive service, along with expanded connections and financially sustainable strategies.

After reviewing specifics of what microtransit was and how it was operated, Mr. Beduhn and Ms. Lacy spoke to the opportunity selection and prioritization process. Zones were identified through analysis that covered transit potential, transit need, bus service performance, and travel patterns; seven viable potential zones were identified, with four



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prioritized for near-term implementation: North Staunton, South Waynesboro, Fishersville, and Stuarts Draft. Each of these were evaluated in terms of connectivity, cost, potential ridership, and operational feasibility, and discussed in further detail.

Kimley-Horn recommended beginning with a pilot in one of the priority zones. Each of the four prioritized zones had service plans developed that were based on nearby bus service, estimated ridership, size of zone, and expected trip time that would determine potential weekday service hours, targeted wait times, and peak vehicles. Mr. Beduhn reviewed projected annual costs and weekday ridership. The service delivery model, both the technology and operations pieces, recommended through the study would be to have operations implemented under a turnkey contract model – one contract for technology and operations through an amendment to an existing turnkey services contract (how BRITE operates). Vehicle options were also discussed, with sprinter vans recommended as the preferred type for flexibility and accessibility. Additionally, booking and payment mechanism recommendations were shared. In regards to the engagement and implementation stages, Mr. Beduhn emphasized the need for consistent branding with BRITE services, robust outreach and engagement prior to launch, and performance monitoring during the pilot.

Committee members posed questions and discussed opportunities for microtransit to support transportation to Augusta Health, logistics for transitioning from fixed route to microtransit, success rates of microtransit pilots, operational logistics, and to improve accessibility for underserved populations. Staff noted that further steps would include reviewing the final study report and including microtransit language in the forthcoming service contract RFP.

Afton Express Update: Ms. Danielle Gannon reported on ongoing efforts to revise the Afton Express schedule in response to increased ridership and changing demand. Consultants at WRA were analyzing current stop and trip usage, as well as employer start and end times, to optimize the schedule and utilize the fleet optimally. A revised draft schedule would be presented at the July BTAC meeting, with implementation targeted for September 2025.

Contractor Update: Mr. Steve Wilson provided a general operations update. Ridership was recovering from the pandemic on BRITE routes and the Afton Express, but had not yet reached pre-pandemic levels. Driver recruitment efforts continued, particularly targeted to school bus operators. Fleet maintenance remained routine.

250 Connector / Waynesboro Route and Stop Changes: Mr. Wilson presented on proposed stop and route changes to the 250 Connector and Waynesboro Circulator routes. The proposed changes included (reference the attached slide presentation for more details):

- 250 Connector Changes
 - Removal of Amazon (Waynesboro) stop
 - Serve the Valley Community Services Board (VCSB) stop as a full-time hourly service stop (previously served three times per weekday)
- Waynesboro Circulator Changes
 - Serve missed Amazon (Waynesboro) stop via Bookerdale Road
 - Modify travel path to serve West Main Street, via Lew Dewitt Boulevard to Bookerdale Road to West Main Street



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- Reroute for through travel on 13th Street

Current operations were compared to the proposed changes, and included time and safety checks performed by Virginia Regional Transit (VRT). The proposed changes were designed to improve service without reducing coverage, through realigned route travel that increased access.

Discussion ensued among BTAC members concerning various potential impacts, such as service to the nearby dialysis center. BRITE staff confirmed availability existed to serve the nearby dialysis center via BRITE Access (ADA paratransit service) and deviated fixed route service.

Mr. Mike Kelley moved, seconded by Ms. Tombarge, to approve the proposed 250 Connector and Waynesboro Circulator route changes. The motion carried unanimously.

Other Business:

There was no other business brought before the committee.

Adjournment

Ms. Moyers indicated that the next BTAC meeting is scheduled for July 9, 2025.

There being no further business, the meeting was adjourned at 3:34 PM.