



112 MacTanly Place
Staunton, VA 24401

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BRITE Transit Advisory Committee Meeting Summary September 10, 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
	<i>Vacant</i>	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
✓	Julie-Ann Kent	Shenandoah Valley Social Services

	Name	Organization
✓	Ann Cundy*	CSPDC
✓	Devon Thompson	CSPDC
✓	Paula Melester	CSPDC
✓	Danielle Gannon	CSPDC
✓	Zach Beard, CSPDC	
✓	Garreth Bartholomew*, CSPDC	
✓	Susan Wilson, City of Staunton	
✓	Steve Wilson, VRT	
	Phil Thompson, VRT	
✓	Alex Wilmer, Town of Bridgewater	
✓	Brian Borne, Town of Dayton	
	<i>*Indicates participant attended virtually</i>	



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Call to Order

The September 10, 2025 meeting of the BRITE Transit Advisory Committee (BTAC) was called to order at 2:35 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.

Approval of Minutes

Ms. Moyers presented the minutes from the May 21, 2025, BTAC meeting for consideration.

Ms. Alisande Tombarge moved, seconded by Ms. Rebecca Messer, to approve the minutes of the May 21, 2025, meeting, as presented. The motion carried unanimously.

Business

Solicitation of Turnkey Contract Services for BRITE Bus: Ms. Paula Melester provided an update on the solicitation process for BRITE's turnkey contract services. Ms. Melester explained that BRITE contracts out transit operations to a third-party contractor. Currently, Virginia Regional Transit (VRT) operates the service under a contract that runs through June 30, 2026.

The Request for Proposals (RFP) for procuring turnkey transit operations and maintenance services was published on Monday, September 8. The RFP will remain open through the end of October 2025. Staff anticipate receiving proposals from a competitive pool of contractors, which would be evaluated in November 2025. The goal would be to have a new contract in place by the end of December 2025. Ms. Melester noted that the procurement process provides an opportunity to review current operations and gain new perspectives on the future of BRITE Transit.

There were no questions from the committee.

Afton Express Proposed Schedule Changes: Ms. Danielle Gannon presented proposed schedule changes for Afton Express service. The presentation covered the following key points:

Background and Goals:

- The current Afton Express schedule was created pre-COVID, and significant changes have occurred since then
- The budget included funding for an additional trip, but staff wanted to optimize the schedule before adding capacity



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- A key rider request was an arrival time corresponding to an 8:00 AM shift at UVA, which was not accommodated on the current schedule
- Goals included meeting the 8:00 AM start time need, serving other shift times, utilizing the fleet optimally, maintaining current ridership, and allowing for future growth

Process: BRITE has been working with consultant Whitman, Requardt and Associates, LLP (WRA) over the past several months to analyze ridership data, passenger counts, trip and stop usage, rider feedback from annual surveys and ongoing communications, and popular employer shift times at UVA. CSPDC transit staff members worked with the consultant to develop multiple alternative schedules.

Proposed Schedule Highlights:

- **Better alignment with employer start times:** Arrivals at UVA would correspond with all major shift times
 - AM Trip 1 leaves 15 minutes earlier to arrive before 6:00 AM
 - AM Trip 2 arrives shortly before 7:00 AM
 - AM Trip 3 leaves 40 minutes earlier to arrive at UVA before the 8:00 AM start time
 - Last two morning trips arrive before 9:00 AM
- **More even spacing:** Morning trips would depart at 5:30, 6:30, and 7:30; afternoon pickups at popular stops would occur at 3:10, 4:10, and 5:10, making the schedule easier to follow and remember
- **Enhanced afternoon coverage:** Pickups at both 5:10 PM and 5:25 PM would serve the high-volume 5:00 PM shift end time, providing backup capacity if riders get out late or if a bus reaches capacity
- **Express trips:** AM Trip 1 and PM Trip 1 would be converted to express runs, focusing solely on the UVA-Valley connection, saving 20-30 minutes per trip and enabling the additional morning trip at a lower cost
- **Increased bidirectional service:** More trips would operate in both directions to better serve reverse commuters
- **Improved readability:** Schedule formatted for maximum clarity to reduce barriers to understanding transit operations

Committee members expressed appreciation for the addition of the 8:00 AM arrival time.

Next Steps: A public comment period would begin after the meeting, with outreach conducted through the website, social media, press release, posters on buses and at shelters, UVA partner communications, and a Social Pinpoint feedback page. Committee members were encouraged to share information through their respective channels. After the public comment period, staff would review feedback and make any necessary revisions before implementation, which was anticipated for the first Monday in November. The schedule would be distributed to committee members for additional feedback.

Staunton-Augusta-Waynesboro Metropolitan Planning Organization (SAWMPO) Long Range Transportation Plan Update: Mr. Zach Beard provided an overview of the SAWMPO Long Range Transportation Plan (LRTP) update. Mr. Beard noted that his presentation would provide a high-level overview rather than a chapter-by-chapter review, focusing on the process, main needs, and transportation projects.



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SAWMPO Overview: The Staunton-Augusta-Waynesboro Metropolitan Planning Organization (SAWMPO) serves as the regional transportation planning body for Waynesboro, Staunton, and urbanized portions of Augusta County, including Fishersville, Stuarts Draft, Verona, areas along Route 11 between Verona and Blue Ridge Community College, and the Shenandoah Valley Regional Airport. The boundary encompasses most of the region's main roadways (I-81, Routes 11, 340, 250, etc.) and much of BRITE Transit's network.

The MPO conducts short-range planning (annual site-specific studies) and long-range planning through the 25-year LRTP, updated every five years. The current update process began in May 2024 and will consider transportation needs and improvements from 2025 to 2050, with approval anticipated in December 2025.

Plan Purpose and Transit Coverage: The LRTP captured current and future transportation needs and potential projects based on projected revenues over 25 years, covering all transportation modes including transit. Transit's coverage in the LRTP was supplemented by the BRITE Transit Development Plan (TDP), which provides in-depth analysis of service needs. The LRTP summarized BRITE and Afton Express needs and references the more detailed TDP.

Population Projections: Population projections for the MPO area had not changed significantly since the last LRTP update five years ago. The region was projected to reach approximately 100,000 people by 2050, an increase of about 13,000 from current levels. Most growth would occur in Augusta County (approximately 10,000 people), with Staunton adding about 4,000 and Waynesboro about 3,000.

Several demographic factors exceed state averages within the MPO:

- Poverty: Waynesboro and Staunton exceeded the statewide poverty average, with Waynesboro 6 percentage points above the state average of 10.6%
- Elderly population: Approximately 21% within the MPO, about 4% higher than the state average
- Disabled population: 1% above the statewide average of 13.5%
- Zero-car households: Region-wide numbers were at or slightly below state average, but Staunton and Waynesboro both exceeded the state average (the county levels out the overall MPO average)

When these demographic groups were combined and growth was projected over 25 years, significant transportation challenges emerge, particularly for transit. Mr. Beard noted that the aging population would likely become an increasing focus not only regionally but statewide, as Virginia's population grows older, especially in rural areas like the Valley.

Transportation Needs: Transportation needs typically focused on congestion and safety. Regarding congestion, the MPO was not projecting that any roads within the MPO boundary would be over capacity in the next 25 years. Current roadway designs and configurations would be able to handle projected vehicle growth. Mr. Beard noted that this assessment excluded I-81, which had separate VDOT planning and funding through the I-81 Capital Improvement Program.



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Safety represented the biggest transportation need within the MPO. Since COVID in 2020, fatalities had increased dramatically. The region averaged about 7 fatalities per year historically, but that average had increased to about 10.5, including one year (2022 or within that timeframe) with 18 fatalities. Key safety findings:

- Intersections were the primary crash location
- 80% of impaired driving crashes occurred at intersections
- 67% of pedestrian crashes occurred at intersections
- 100% of bicycle crashes within the MPO occurred at intersections
- Major roadways (Routes 250, 11, and 340) had the highest crash numbers
- The segment along Rosser Avenue near Lew DeWitt Boulevard in Waynesboro was the top crash corridor not only in the MPO but in the entire VDOT Staunton Construction District (a 12-county area from Winchester to Lexington); additionally, a committee member noted that BRITE buses have been hit multiple times at that intersection.

Regional Transportation Priorities: The SAWMPO Technical Advisory Committee and Policy Board identified and ranked the region's top transportation priorities, which would inform future study and project funding decisions. Each locality ranked six transportation goals, which were averaged to create a weighted prioritized list:

1. Safety
2. Accessibility
3. Efficient system management
4. Environmental sustainability
5. Land use and economic development

These weighted priorities were used in the project evaluation methodology.

Public Engagement - Phase 1: The first public engagement phase occurred in the fall of 2024 with approximately 300 participants. The main component was a survey using a mapping exercise where users could drop pins for six need categories: safety, congestion, walking/crossing, biking, transit, and speeding issues.

Results showed:

- The cities of Staunton and Waynesboro had more responses related to walking and biking
- Top three categories by percentage: walking and biking, safety, and safety-related issues
- Lower response categories: transit, speeding, and congestion

A drag-and-rank activity asked users to prioritize nine different issues by importance. The three highest-ranking categories were:

1. Missing sidewalks and crosswalks
2. Safety
3. Distracted driving



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Project and Study Development: Staff additionally worked with each locality to identify projects for the next 25 years. This produced 22 new projects and 12 potential studies. The goal was to maintain updated project and study lists to prepare for future grant funding applications and ensure understanding of regional priorities.

Public Engagement - Phase 2: The second engagement phase focused on receiving public input on the 22 projects and studies through an interactive map. Users could click on individual projects, learn details, indicate support (thumbs up/down), and provide comments. Approximately 200 contributions were received. Results indicated that overall projects were very well received. Specifically, 16 of the 23 projects received 100% support and roundabout projects received 70-80% support.

Projects by Locality: Mr. Beard discussed various projects listed within the LRTP:

Augusta County (10 projects), including:

- Improvements along I-81 exits 222, 227, and 235 and along US 250 west of Waynesboro
- Safety improvements at Christians Creek Road
- Several pedestrian improvements in the Stuarts Draft area
- Long-term improvements at Woodrow Wilson Rehabilitation Center

Highest-rated Augusta County project: US 250 Safety Improvements west of Waynesboro, that included a raised median on Jefferson Highway between Goose Creek Road and Shentel Boulevard, five-foot sidewalk along the north side, and traffic signal timing improvements between Old White Bridge and Waynesboro city limits.

Staunton (7 projects), including:

- Improvements along Greenville Avenue, Coalter Street, Commerce Road, and George Cochran Parkway
- Greenville Avenue corridor-wide improvements to the county line
- West Beverley and North Jefferson roundabout in downtown
- Safety improvements at North Coalter, Statler, and Edgewood

Highest-rated Staunton project: Greenville Avenue improvements at Amherst, Statler, and Ritchie, that included a signal for westbound right turns, an extended right-turn island, new crosswalks, and a new sidewalk on the east side of Greenville Avenue.

Waynesboro (6 projects), including:

- Improvements at Delphine Avenue and Hopeman Parkway, and Exit 96 off I-64
- New road connection from Lew DeWitt to Rosser
- Access improvements along South Delphine and Mountain Road
- New sidewalk along Lew DeWitt and West Main to Lucy Lane
- Shared-use path from city to Crozet Tunnel



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Highest-rated Waynesboro project: Shared-use path to Crozet Tunnel received the most enthusiasm of any project among all three localities.

Project Prioritization: After public engagement, a consultant evaluated and ranked projects based on how well they addressed the five LRTP goals and project cost. Staunton had six of the top ten scoring projects. Top-scoring projects typically addressed safety well while having low costs.

Augusta County projects generally didn't score as high as city projects because minimum county project costs were higher and the higher starting point affected scoring.

Top Three Prioritized Projects:

1. Waynesboro: Access management improvements at South Delphine and Mountain Road
2. Augusta County: Small additional sidewalk segments in Stuarts Draft area near Howardsville Turnpike
3. Staunton: Improvements along Greenville Avenue from Orchard Hill Road to Barterbrook Road

Potential Studies Identified:

Augusta County:

- Fishersville area pedestrian and bicycle safety improvements study
- County-wide greenways study
- Rural secondary roads improvement study within MPO
- US 11/Verona corridor safety and congestion study
- Greenville area Exit 213 interchange study

Waynesboro:

- Intersection improvements at Hopeman Parkway and Genicom Drive
- City-wide bicycle/pedestrian study

Staunton:

- US 11 and Woodrow Wilson Parkway study
- Augusta Woods Drive shared-use path study

Timeline: The draft document was being finalized for internal review by the end of the week, with a 45-day public comment period beginning at the next SAWMPO Policy Board meeting in mid-October 2025. Comments would be accepted through the end of November 2025, with final approval anticipated in December 2025.

Ms. Devon Thompson noted the presentation's dual purpose: educating committee members and fostering better integration between the MPO and transit planning, given the significant overlap between the two. She emphasized the



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importance of getting transit considerations into project planning from the beginning and ensuring elected officials on the Policy Board understand transit's role in the broader transportation network. Mr. Beard agreed, noting the transportation network's interrelated nature and the MPO's goal to improve transit inclusion in all aspects of planning.

There were no additional questions from the committee.

Contractor Update: Mr. Steve Wilson, Virginia Regional Transit, provided an operations update. VRT had been experiencing driver shortages but recently saw an influx of applicants. Two former drivers had returned, two new drivers had been hired, and four additional candidates were progressing through the vetting process including drug testing and background checks. One of the new drivers specifically requested assignment to the Afton Express route. Ridership remained consistent over the past month with no significant increases or decreases, and continued to recover from the pandemic on BRITE routes and Afton Express but has not yet reached pre-pandemic levels.

Mr. Wilson reported that the Waynesboro Circulator route changes implemented following the May 2025 approval were performing well, with the newly added West Main Street stops being well utilized. The 250 Connector changes had shortened the route and service to the Sangers Lane area was working well, with no significant issues reported. Fleet maintenance remains routine with no major issues.

There were no questions from the committee.

Other Business

Ms. Devon Thompson shared several announcements:

Virginia Transit Leadership Institute: Ms. Danielle Gannon had been selected for the third cohort of the Virginia Transit Leadership Institute, a nine-month intensive program designed for mid-level professionals and future executives. The program provides comprehensive statewide perspective on transit through visits to transit agencies throughout Virginia, presentations from speakers on various facets of transit operations and leadership, industry knowledge expansion, critical skills enhancement, and networking opportunities. The program would begin next week (September 2025) in Norfolk.

Community Transportation Association of Virginia (CTAV) Outstanding Business Partner Award: Augusta Health was recognized with the Outstanding Business Partner Award at the CTAV conference held last month. The award recognized Augusta Health as a dedicated funding and community partner for BRITE Transit, exemplifying how healthcare organizations can support mobility in their communities. Their multifaceted commitment to healthcare access was applauded through this recognition.

Discover/Try Transit Month: September is Try Transit Month. BRITE will offer a fare-free day on Wednesday, September 17, 2025. Announcements would be made through social media and other avenues. Committee members were encouraged to share graphics and information through their respective channels. The fare-free day will be complemented by pop-up events at various stop locations in celebration of the Afton Express's fourth anniversary.

Adjournment



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Ms. Moyers reminded the committee that the next BTAC meeting was scheduled for November 12, 2025, at 1:30 PM at the BRITE Transit Facility, 51 Ivy Ridge Lane, Fishersville. Lunch would be served at 1:00 PM. Committee members were encouraged to bring their alternates to this meeting.

There being no further business, the meeting was adjourned at 3:25 PM.