

# BRITE Transit Annual Report

2025



**Central Shenandoah Planning  
District Commission**

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# 2025 Year in Review

In 2025, BRITE strengthened regional mobility through targeted service improvements, expanded partnerships, and increased accessibility. Providing 213,981 rides this year, our work focused on improving route efficiency, broadening access to essential services, and responding to evolving community needs.

A renewed partnership with the Valley Community Services Board expanded hourly service to their facility in Staunton, ensuring transit access throughout the day. BRITE also increased ADA Paratransit operations from four to nine hours per day, adding five service hours to meet increased demand. This change provides broader access to individuals with mobility challenges for essential trips such as medical appointments and grocery shopping.

BRITE maintained a community presence at senior health fairs, college welcome events, and at outreach activities throughout the service area. Feedback gathered through these efforts continues to inform service planning while reinforcing BRITE's role as a visible and trusted community resource.

Reducing travel time and delays on BRITE's most popular route - the 250 Connector - continues to be a priority. We made several route adjustments this year that mark progress toward this goal. In Waynesboro, stops along Route 250 near Lew Dewitt Boulevard were moved from the 250 Connector to the Waynesboro Circulator. Moving the West Main Plaza stop to Bookerdale Road & West Main Street also provided an opportunity to serve a residential area not previously on the route and increased access to businesses along West Main Street. In Staunton, the West/North Loops were modified to begin service two hours earlier to improve transfer times with the 250 Connector.

Finally, we added a stop at the new Middlebrook Trace Apartments in Staunton, first introduced as a call stop to assess demand, and soon expanded to a full hourly stop. We continue to work with our localities and developers to support access to and from new housing complexes as they come online.

Across 2025, BRITE's investments in accessibility, routing efficiency, and community partnerships reinforced the system's essential role in regional mobility. As the region's transportation network and needs continue to evolve, these improvements lay a strong foundation for sustained access, coordination, and long-term success.

## Expanded Service to Valley Community Services Board



## Increased Paratransit Hours



# Lewis Street Hub



We thought it would be hard to top the excitement that came with the official opening of the renovated Lewis Street Hub in August 2024 - but the crown jewel of the BRITE Transit system continues to shine.

Every day, the Lewis Street Hub serves as an anchor in BRITE's network, proving that thoughtful transit infrastructure can reshape how communities connect and travel. During 2025, over 40,000 passenger trips originated or ended at the Hub. The Hub provides access to five routes including the 250 Connector, BRCC Shuttles, Staunton West/North Loops, the Downtown Trolley, and ADA Access buses.

## Award Winning Improvements

The improvements to the Hub include a dedicated bus lane and separated parking area, ADA ramps and accessible curbs, new sidewalks and crosswalks, a retaining wall that adds seating, safety lighting, and new bike racks. These transit amenities serve a functional purpose but also provide a dignified space for passengers to wait for the bus.

In 2025, the CSPDC accepted a National Civic Improvement Commendation from the Garden Club of America for the use of native plants in the landscaping of the Hub. The CSPDC was nominated by the Augusta County Garden Club. In December, we were notified that the Hub was once again recognized for the thoughtful design with an Engineering Excellence Award from the American Council of Engineering Companies.

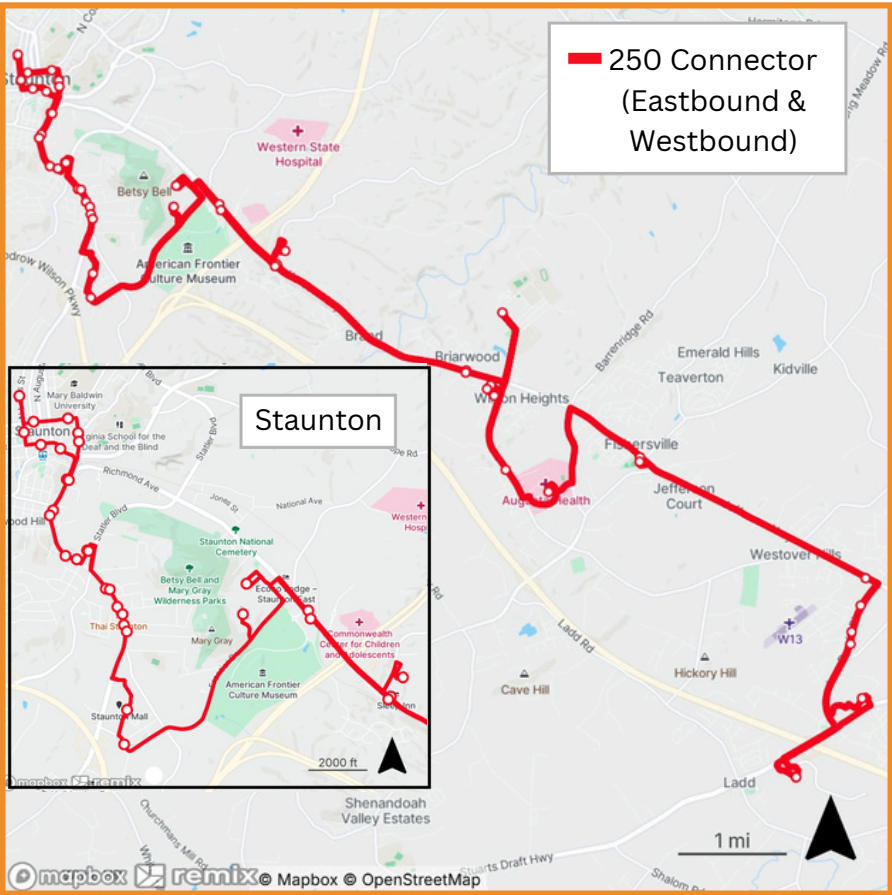
The Lewis Street Hub will be a valuable asset to the BRITE Transit system for decades to come.



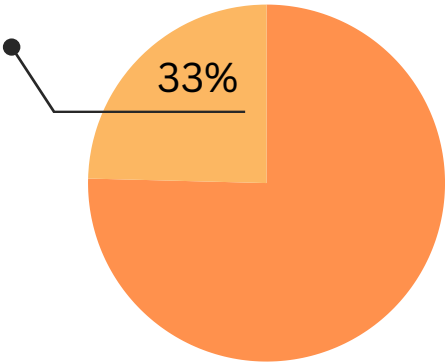
# Route Profiles

## 250 Connector

The 250 Connector is BRITE’s most utilized route, providing frequent, reliable intercity travel between Staunton and Waynesboro on weekday and Saturday schedules. The route links major commercial, healthcare, education, and civic destinations across both cities, offering riders direct mobility between urban centers. As a key regional connection, the 250 Connector supports employment access, daily travel, and community integration across the BRITE service area.



250 Connector represents 33% of total system annual ridership



### Route Stats

|                        |         |
|------------------------|---------|
| Annual Operating Hours | 8,284   |
| Annual Operating Miles | 148,173 |
| Annual Passenger Trips | 67,811  |

### Most Utilized Stops

|                                                                                      |                                                              |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------|
|  | Walmart<br>24,081 passenger trips<br>(Waynesboro & Staunton) |
|  | Augusta Health<br>2,029 passenger trips                      |
|  | Valley Community Services Board<br>2,280 passenger trips     |
|  | Central United Methodist Church<br>1,028 passenger trips     |

\*Elevated figure reflects Waynesboro Walmart’s role as a key transfer hub connecting multiple routes



# Route Profiles

## Blue Ridge Community College Shuttle

The BRCC Shuttle provides dependable service linking communities across Staunton, Verona, Dayton, Bridgewater, and neighboring areas, enabling riders to reach jobs, services, shopping, and educational opportunities at BRCC, Bridgewater College, and Staunton High School. This route also provides a connection to Harrisonburg's transit network through shared stops, expanding regional mobility options. Operating weekdays from early morning into the evening, the BRCC Shuttle supports access throughout the day and enhances connectivity across jurisdictions.

## Most Utilized Stops



BRCC  
4,482 passenger trips



JMU Godwin Transit Center  
2,758 passenger trips

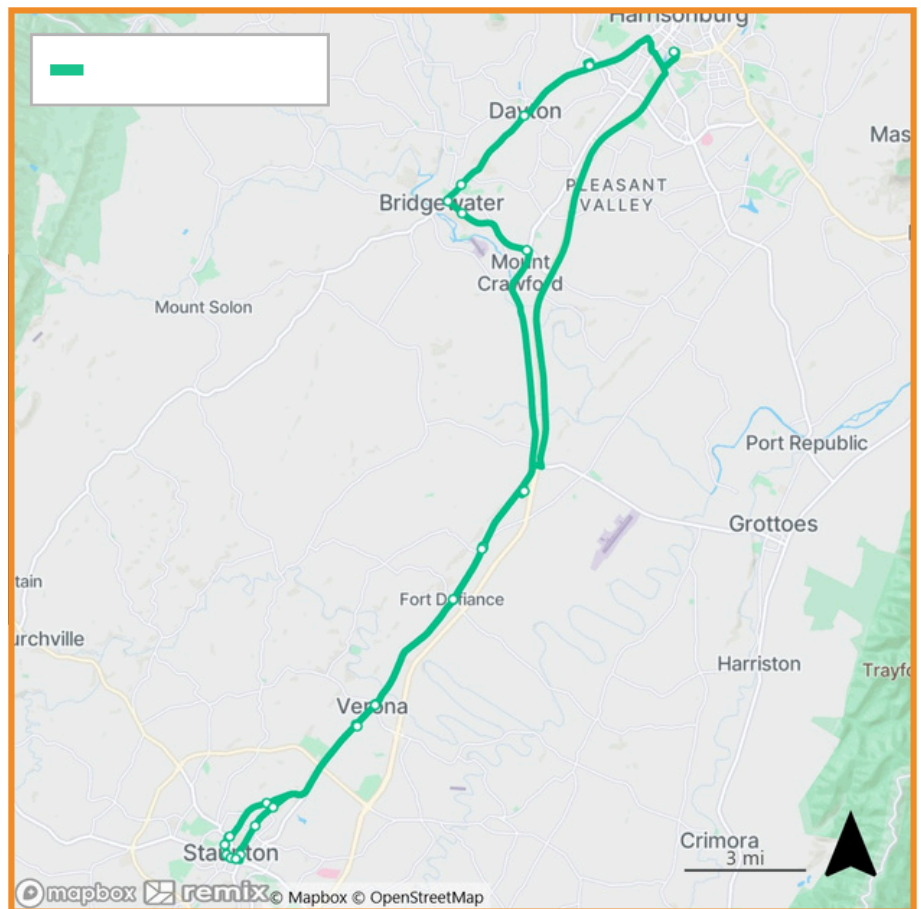


Route 11 - Valley View Dr.  
& Overlook Ave.  
2,728 passenger trips

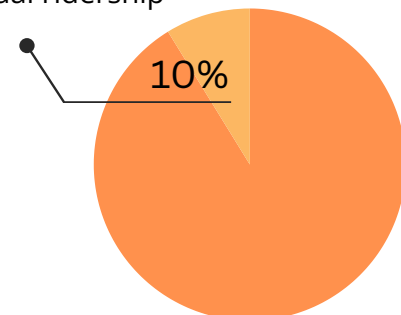


## Route Stats

|                        |         |
|------------------------|---------|
| Annual Operating Hours | 5,610   |
| Annual Operating Miles | 157,080 |
| Annual Passenger Trips | 20,036  |



BRCC Shuttle represents 10% of total system annual ridership



# Route Profiles

## Staunton Downtown Trolley

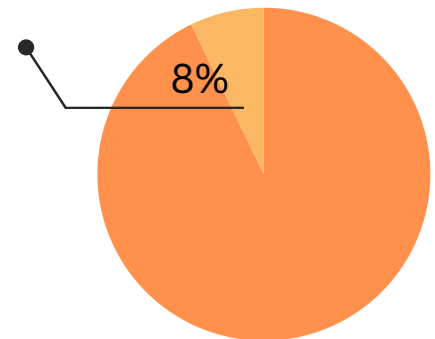
The Staunton Downtown Trolley enhances mobility within the city's core by connecting riders to cultural venues, retail, services, and civic destinations on an extended weekday and Saturday schedule. This route supports local economic activity and social engagement in one of the region's most active districts. By offering accessible downtown transit, the trolley strengthens community connectivity and encourages frequent ridership.



## Route Stats

|                        |        |
|------------------------|--------|
| Annual Operating Hours | 2,876  |
| Annual Operating Miles | 24,158 |
| Annual Passenger Trips | 16,099 |

Staunton Downtown Trolley represents 8% of total system annual ridership



## Most Utilized Stops



W. Beverley St. / Austin Ave.  
3,220 passenger trips



Staunton City Hall  
952 passenger trips



Staunton Visitor Center  
666 passenger trips



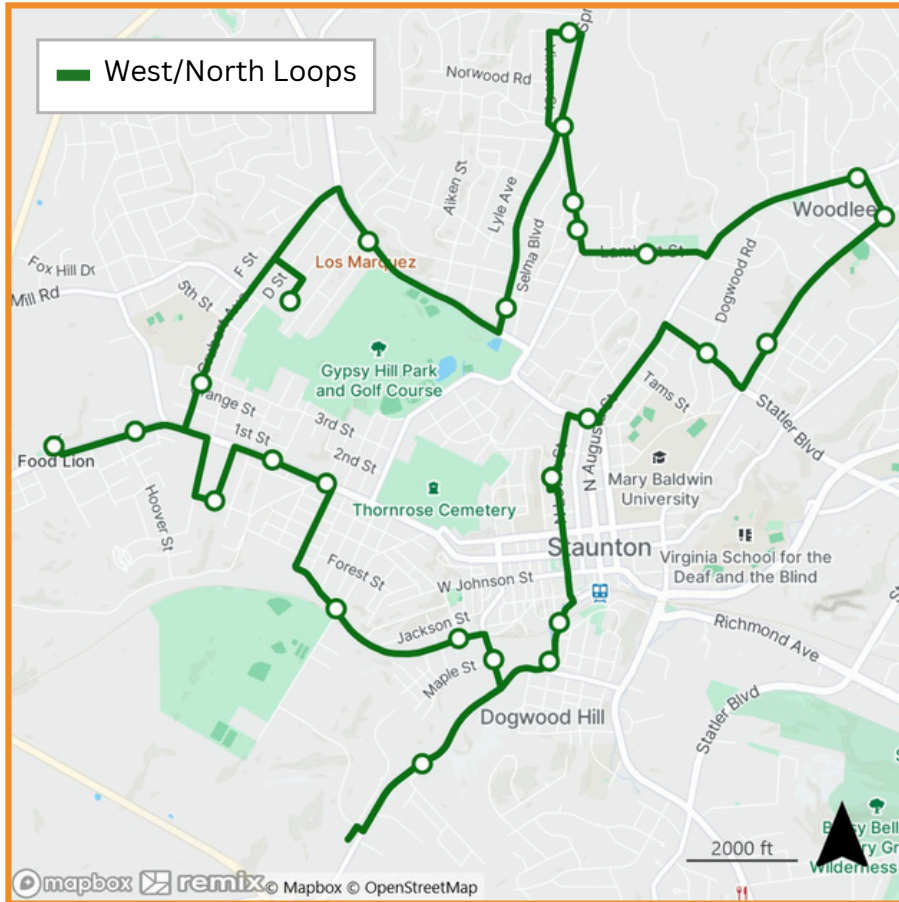
Gypsy Hill Park  
625 passenger trips



# Route Profiles

## Staunton West & North Loops

The Staunton West and North Loops provide comprehensive circulator service within Staunton, connecting residential areas with employment, services, and community institutions. Operating on regular weekday and Saturday schedules, these loops offer riders consistent internal mobility across the city. They also link with other BRITE routes at hubs to support broader travel throughout the region.



## Route Stats

|                        |        |
|------------------------|--------|
| Annual Operating Hours | 3,835  |
| Annual Operating Miles | 48,705 |
| Annual Passenger Trips | 28,307 |

## Most Utilized Stops



Valley Mission  
2,675 passenger trips



Food Lion  
2,154 passenger trips

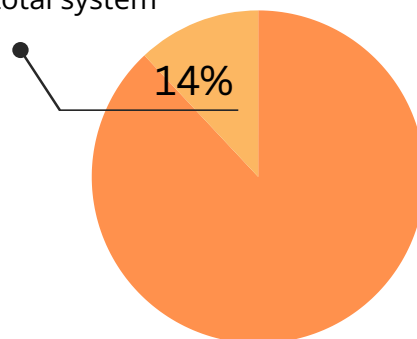


Gypsy Hill House  
1,685 passenger trips



YMCA  
1,247 passenger trips

Staunton West & North Loops  
represents 14% of total system  
annual ridership



# Route Profiles

## Stuarts Draft Link

The Stuarts Draft Link connects the Stuarts Draft community with Fishersville, Waynesboro, and key destinations in between, creating reliable travel options for community members. The route supports access to jobs, shopping, healthcare, and other daily needs on a weekday service span. By linking these communities together, the Stuarts Draft Link enhances regional movement and everyday opportunity.

### Most Utilized Stops



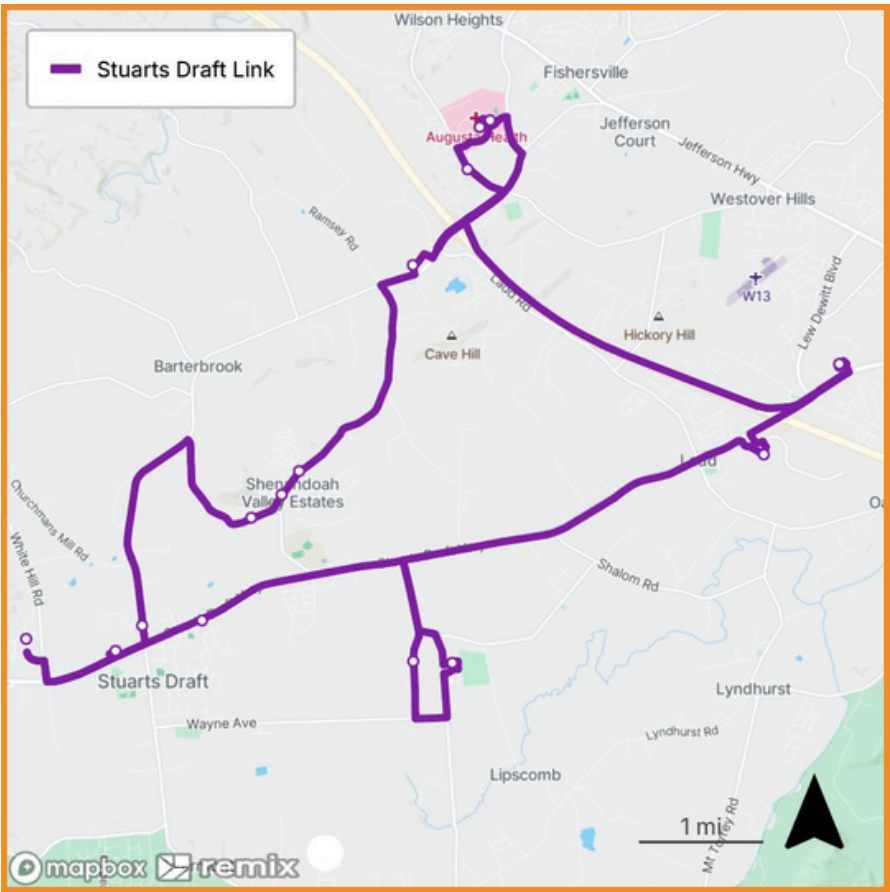
Walmart (Waynesboro)  
2,492 passenger trips



Waynesboro Town Center  
1,452 passenger trips



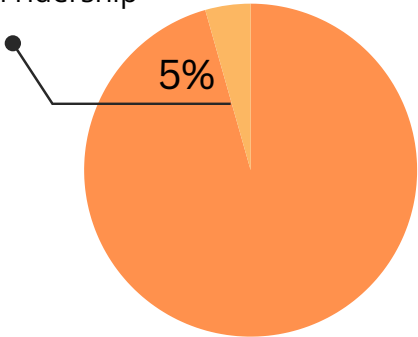
Amazon Fulfillment Center  
1,861 passenger trips



### Route Stats

|                        |        |
|------------------------|--------|
| Annual Operating Hours | 3,060  |
| Annual Operating Miles | 64,260 |
| Annual Passenger Trips | 9,562  |

Stuarts Draft Link represents 5% of total system annual ridership



# Route Profiles

## Waynesboro Circulator

The Waynesboro Circulator offers consistent local service throughout the City of Waynesboro, helping riders reach employment, retail centers, community services, and daily destinations. Its weekday and Saturday schedules provide travel choices for errands, work, and appointments. By linking neighborhoods across the city, this route strengthens internal mobility and supports independence for Waynesboro residents.

### Most Utilized Stops



Walmart  
12,389 passenger trips



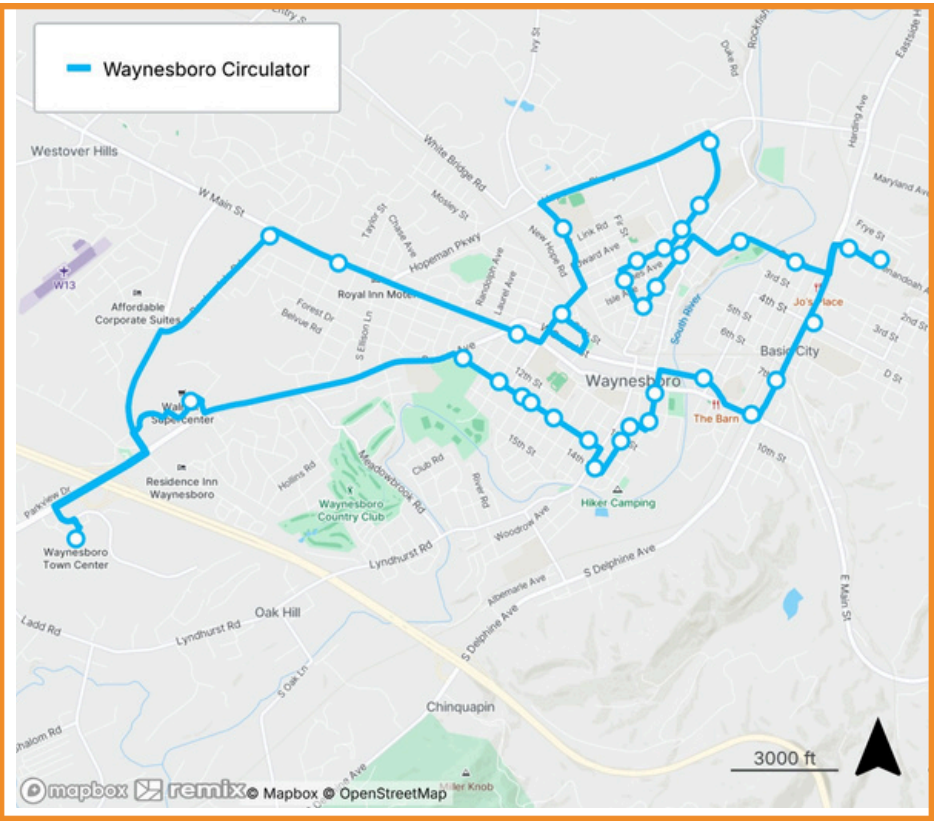
Library / YMCA  
4,493 passenger trips



Mountain View Apartments  
3,161 passenger trips



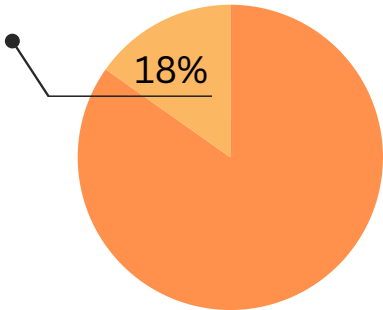
E. Main St & N. Commerce Ave.  
2,007 passenger trips



### Route Stats

|                        |        |
|------------------------|--------|
| Annual Operating Hours | 3,736  |
| Annual Operating Miles | 62,764 |
| Annual Passenger Trips | 37,304 |

Waynesboro Circulator represents 18% of total system annual ridership



# Impact

Public transit's impact extends beyond moving people from point to point - it's measured in the lives it supports and the opportunities it creates.

Augusta Health's Community Health Needs Assessment revealed that 8.5% of our community members do not own a vehicle. For these residents, accessing healthcare, groceries, work, and social connection depends entirely on alternatives like public transit, rides from others, or walking. When transportation becomes a barrier, health outcomes suffer.

Healthcare providers recognize that certain fundamental needs must be met before health can improve. Housing provides stability. Transportation provides access. Without the ability to reach medical appointments, pick up prescriptions, buy groceries, or spend time with friends and families, individuals face not just inconvenience but isolation - and isolation affects health as significantly as any physical condition.

This is where BRITE's role becomes essential. The system connects people to medical appointments when missing them isn't an option. It provides access to pharmacies, grocery stores, and community meal programs that support nutrition and food security. It creates pathways to education and workforce development at Blue Ridge Community College and the Wilson Workforce and Rehabilitation Center - connections that lead to employment, independence, and long-term economic stability.

Beyond meeting basic needs, BRITE strengthens the social fabric of the region. Riders use the system to reach libraries, downtown districts, and community gathering places where people connect, learn, and participate in civic life. Access to these spaces transforms daily life from survival to participation. For thousands of residents across the Central Shenandoah Valley, BRITE isn't just convenient - it's the infrastructure that makes independence, health, and a feeling of belonging in the community possible.

**21% of U.S. adults missed needed medical care last year due to lack of transportation - with public transit access, that number drops to just 9%.**

**8.7% of trips on public transit have a direct impact on the local economy.**



# Rider Testimonials



"I was on dialysis for 14 years... Because I didn't have any transportation, I wasn't driving at that time, I didn't have a driver's license ... they would pick me up every day, every Monday, Wednesday, Friday, and they would bring me back home...I knew the drivers by name."

- Vernice  
Waynesboro Resident

"People need to get around, and cars are expensive...buses are affordable especially for us on a fixed income."

- Peter  
Waynesboro Resident



"... Oh it has improved my life... It supplied my need as far as transportation because I didn't have any."

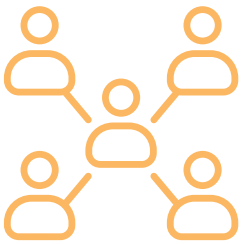
- Marcellus  
Staunton Resident



# Looking Ahead

We understand that our services are only helpful if the people who need them know they exist and know how to use them. We're committed to reducing barriers to access through more targeted community engagement. Our team is focused on increasing awareness and helping people feel confident and comfortable using the transit system. To support this work, BRITE is pursuing a marketing grant to develop "how to ride" videos and informational materials that provide clear, step-by-step guidance for new and existing riders, making the system more approachable for everyone.

We're also identifying community partners who serve transit-dependent populations and reaching out to them to better understand how we can support their communities. We recognize that the region is stronger when we work together - BRITE sees this as an opportunity to leverage the excellent human service work already happening in the Valley, and create greater access.



## **Access to Paratransit Service**

As the region's population ages and community needs evolve, demand for paratransit service continues to grow. BRITE is responding by planning to add Saturday paratransit service in fiscal year 2027, contingent on available funding. The added service hours will better support riders who depend on transit for work, medical appointments, and essential activities but cannot physically access a fixed bus stop.



## **Investing in Rider Infrastructure**

BRITE has acquired funding to purchase three new bus shelters and will work with the three localities to install a new shelter in each community - improving comfort and accessibility for riders. These investments reflect BRITE's ongoing commitment to providing all riders a safe and dignified place to wait for the bus.

## **Improving Service Delivery**

BRITE will evaluate the Blue Ridge Community College route to identify opportunities for efficiency and increased access to the communities along Route 11 and Route 42. The evaluation will balance rider needs with financial sustainability, looking for ways to grow ridership without increasing the cost to our funding partners.

Through expanded outreach, improved access, infrastructure investment, and thoughtful planning, BRITE is working to make transit a practical and welcoming option for more residents. These efforts support the region's growth while strengthening the connections between people and the jobs, services, and destinations that shape their daily lives.



# Acknowledgements



CSPDC shares the success of BRITE with the many partners who make this service possible. Operating BRITE would not be possible without the support of the Virginia Department of Rail and Public Transportation (DRPT), the Federal Transit Administration (FTA), Virginia Regional Transit (VRT) operators and staff, our local funding partners, and community collaborators. We are grateful for their continued partnership and commitment to providing accessible, reliable transit for the region. We also appreciate our riders, whose use of the system helps shape and strengthen transit across our communities.

## BRITE Funding Partners

Augusta County, City of Staunton, City of Waynesboro,  
Augusta Health, Blue Ridge Community College, Shenandoah Valley Social  
Services, Staunton Downtown Development Association, Valley Community  
Services Board, and Wilson Workforce and Rehabilitation Center

Thank you for your support of public transit and commitment to building better communities.





For inquiries related to this report please contact  
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