

**GREATER ROANOKE TRANSIT COMPANY
BOARD OF DIRECTORS**

Monday, November 17, 2025

12:30 P.M.

**HR Learning Center
3rd Floor North
ROOM 309**

AGENDA

1. Call to Order – Roll Call
2. Approval of Minutes: Regular meeting of GRTC held on Monday, September 15, 2025.
3. Reports of Officers:
 - a. General Manager:
 1. Management Update:
 - a. Valley Metro's 50th Anniversary Celebration Kickoff Event
 - b. Transit Passenger Advisory Committee (TPAC) Update – October 2025 Meeting
 - c. GRTC External Audit Update
 - d. GRTC Ridership Update
4. GRTC Financial Report:
5. Other Business:
6. Next Meeting: Tuesday, January 20, 2026, at 12:30 p.m., in the City Manager's Conference Room.
7. Adjourn.

GREATER ROANOKE TRANSIT COMPANY
September 15, 2025

A regular meeting of the Board of Directors of the Greater Roanoke Transit Company was called to order by President Joseph L. Cobb on Monday, September 15, 2025, at 12:30 p.m., in the HR Learning Center, located in Room 309, Third Floor North, Noel C. Taylor Municipal Building, 215 Church Avenue, S.W., Roanoke, Virginia, pursuant to written notification by the Secretary of the Corporation.

PRESENT: Directors Matthew Crookshank, Maxwell Dillon Andrew Keen, Karen Michalski-Karney, Vivian Sanchez-Jones and President Joseph L. Cobb-6.

ABSENT: Director Dwayne D'Ardenne-1.

Also present were Valmarie Turner, Vice-President of Operations; Angela O'Brien, Assistant Vice-President for Operations; Cecelia F. McCoy, Secretary; Timothy R. Spencer, General Counsel and Registered Agent; Laura Carini, Assistant General Counsel; Margaret Lindsey, Treasurer; Kevin L. Price, General Manager, Valley Metro; and Ronnie Parker, Assistant General Manager, Valley Metro; Corey Alshouse, Interim Director of Finance, Valley Metro.

President Cobb declared the existence of a quorum.

MINUTES: Without objection by the Board, President Cobb advised that the reading of the minutes of the regular meeting held on Monday, July 21, 2025, would be dispensed with and approved as written.

(See copy of Minutes on file in the Secretary's Office.)

REPORTS OF OFFICERS:

GENERAL MANAGER:

MANAGEMENT UPDATE: The General Manager submitted the Management Update dated September 15, 2025, regarding the following items:

- Try Transit Week – September 15 – 20, 2025
- Transit Passenger Advisory Committee (TPAC- August 25 Meeting)
- Art by Bus Event – October 1, 2025 – Third Street Station
- GRTC Ridership Update

(See Management Update on File in the Secretary's Office.)

General Manager Price updated the Board on the annual Try Transit Week event that takes place from September 15-20. There will be regional and local contests to

encourage the public to ride transit and to record their transit trips in the ConnectingVA app for chances to win local transit prizes. Valley Metro will be offering two 31-day passes as a prize.

Mr. Price gave an update on August 14, 2025, Transit Passenger Advisory Committee (TPAC) meeting held via Zoom. New member introductions, bus shelters, bus stops, transit ridership updates, and follow up items were the primary topics of discussion. Director Michalski-Karney offered to attend the next meeting virtually.

(See meeting notes from August 14, 2025, TPAC meeting on file in the Secretary's office).

The General Manager informed the Board about the upcoming 2025 Art by Bus project, which will be celebrated on October 1, 2025, at the Third Street Station passenger waiting area. The event will begin at 10:30 a.m., followed by a special bus ride featuring visual art displays. This year's project will highlight a bus chat book and an exterior art display by Joe Lee, presented in a graphic novel style.

GRTC FINANCIAL REPORT:

Corey Alshouse, Interim Director of Finance updated the Board on GRTC Statement of Revenues, Expenses and Changes in Net Position; and Statement of Net Position reports - Assets, Liabilities, and Net Position – (Unaudited).

(See report on file in the Secretary's office).

Director Michalski-Karney offered the following resolution:

“A RESOLUTION approving and adopting Fare Free Election Day Service for Tuesday, November 4, 2025, for the Greater Roanoke Transit Company (GRTC) DBA Valley Metro.”

(For full text, see resolution on file in the Secretary's office).

Director Michalski-Karney moved the adoption of the resolution. The motion was seconded by Director Sanchez-Jones and adopted by the following vote:

AYES: Directors Crookshank, Dillon, Keen, Michalski-Karney, Sanchez-Jones and President Cobb-6.

NAYS: None-0. (Director D'Ardenne was absent.)

OTHER BUSINESS:

General Manager Price informed the Board about plans for Valley Metro's 50th Anniversary celebration. He shared that the event would take place at the Third Street Station and is expected to be an exciting occasion.

Directors Keen and Dillon recommended appointing Sharon Fritz to the TPAC Committee. On a motion by Director Keen, seconded by Director Dillon, the Board unanimously approved Ms. Fritz's appointment. Discussion was also held regarding revisions, additions, and recommendations to the Transit Passenger Advisory Committee (TPAC) Charter. Duties of the Secretary were discussed, and it was agreed that the Secretary will record the minutes of each meeting and distribute them to the TPAC members and send a copy of the minutes to the Committee Chair and GRTC staff, as specified. The Board agreed with the said modification and concurred unanimously.

Director Michalski-Karney expressed appreciation for the recently completed handicap-accessible ramp located at the Municipal Building on Church Avenue, as well as for the designated parking spaces provided for citizens with disabilities.

Laura Carini, Assistant General Counsel to the GRTC Board, provided legal guidance on the upcoming RFP for transit management services for the Greater Roanoke Transit Company. The RFP will be released on October 15, 2025, with services set to begin on July 1, 2026.

NEXT MEETING:

President Cobb announced that the next GRTC Board of Directors meeting would be on Monday, November 17, 2025, at 12:30 p.m., in the HR Learning Center, Room 309, on the Third Floor North of the Noel C. Taylor Municipal Building, 215 Church Avenue, S.W.

There being no further business, the President declared the regular meeting adjourned at 1:15 p.m.

APPROVED:

Joseph L. Cobb
President

ATTEST:

Cecelia F. McCoy
Secretary



**Greater Roanoke Transit Company (GRTC)
Board of Directors Meeting
Management Update**

November 17, 2025

Planning and Special Projects

Valley Metro's 50th Anniversary Celebration Kickoff Event

The Greater Roanoke Transit Company, known to the community as Valley Metro, is proudly celebrating 50 years of providing public transit service in the Roanoke Valley. Since operations began in 1975, Valley Metro buses have been a cornerstone of the community, connecting residents to jobs, schools, shopping, and essential services in Roanoke, Salem, and Vinton. A 50th Anniversary Celebration Kickoff event will be held on Tuesday, November 18, 2025, at Third Street Station. Event activities are set to begin at 10:30am on the North Platform.

TPAC Meeting Update

On October 9, 2025, TPAC held a virtual meeting via Zoom Meeting. New TPAC member introductions, Updated TPAC Charter, transit ridership updates, and transit route detours, were the primary topics discussed. Staff also responded to questions from TPAC members. Minutes from the October 9, 2025 meeting is included in the GRTC Board Packet.

GRTC External Audit Update

On November 10th, 2025, audit staff from Brown and Edwards began the field work for GRTC's FY 25 Annual External Audit at the Valley Metro Administrative Building.

GRTC Ridership Update

FY 2026	July	August	September	October	November	December	January	February	March	April	May	June	Year Total
City Routes	100,603	99,299	100,173										300,075
Smart Way-Base	3,010	3,171	3,467										9,648
Smart Way-Amtrak	221	325	519										1,065
Smart Way Express	1,092	1,372	2,054										4,518
Star Line Trolley	5,229	5,782	5,299										16,310
STAR	8,155	8,453	7,115										23,723
MetroFLX	1,728	1,772	1,638										5,138
Total	120,038	120,174	120,265	0	0	0	0	0	0	0	0	0	360,477
YTD Total	120,038	240,212	360,477	360,477	360,477	360,477	360,477	360,477	360,477	360,477	360,477	360,477	
FY 2025	July	August	September	October	November	December	January	February	March	April	May	June	Year Total
City Routes	108,763	112,615	103,468	118,880	106,260	97,756	95,917	84,954	92,131	103,398	100,004	95,190	1,219,336
Smart Way-Base	2,906	3,771	3,577	4,327	3,599	4,069	3,286	3,052	3,795	3,967	3,861	2,941	43,151
Smart Way-Amtrak	689	638	754	642	887	614	291	562	517	904	785	424	7,707
Smart Way Express	1,597	1,796	1,548	2,233	1,677	1,082	1,305	1,726	1,526	2,333	1,183	950	18,956
Star Line Trolley	5,372	5,585	5,289	5,934	5,248	5,073	5,031	4,957	5,428	5,902	5,500	5,103	64,422
STAR	7,016	7,150	7,852	7,803	7,504	6,456	6,339	6,220	7,252	8,167	6,800	7,424	85,983
MetroFLX	1,066	1,180	1,316	1,285	1,453	1,361	1,457	1,445	1,475	1,812	1,502	1,525	16,877
Total	127,409	132,735	123,804	141,104	126,628	116,411	113,626	102,916	112,124	126,483	119,635	113,557	1,456,432
YTD Total	127,409	260,144	383,948	525,052	651,680	768,091	881,717	984,633	1,096,757	1,223,240	1,342,875	1,456,432	
FY 2024	July	August	September	October	November	December	January	February	March	April	May	June	Year Total
City Routes	90,824	101,999	93,429	97,155	97,893	97,679	92,928	103,864	98,019	105,396	108,287	101,320	1,188,793
Smart Way-Base	2,641	4,202	2,816	2,578	3,718	2,242	884	806	895	2,170	3,700	3,038	29,690
Smart Way-Amtrak	586	877	955	1,258	1,264	942	579	442	503	694	864	408	9,372
Smart Way Express	851	1,115	1,294	2,350	2,053	1,188	1,835	2,295	1,891	1,860	1,257	1,656	19,645
Star Line Trolley	4,979	5,401	4,825	5,311	4,905	3,915	4,928	5,173	5,046	5,440	5,417	5,004	60,344
STAR	6,196	6,969	6,608	7,004	7,092	6,652	6,508	7,363	7,025	7,586	7,396	6,746	83,145
MetroFLX							20	743	802	922	1,073	1,199	4,759
Total	106,077	120,563	109,927	115,656	116,925	112,618	107,682	120,686	114,181	124,068	127,994	119,371	1,395,748
YTD Total	106,077	226,640	336,567	452,223	569,148	681,766	789,448	910,134	1,024,315	1,148,383	1,276,377	1,395,748	



Kevin L. Price
General Manager

Copy: Vice President of Operations
Assistant Vice President of Operations
Treasurer
Secretary
GRTC General Counsel
Municipal Auditor



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TPAC Meeting Notes from October 9, 2025

October 9, 2025 – 6:30pm

Virtual Meeting

1. Welcome/Roll Call

TPAC Member	Present
Steve Grammer	X
Laura Hartman	
Cole Kiester	X
Sean McGinnis	
Ginny Pannabecker	X
Alison Stinnette	X
Hope Trachtenberg-Fifer	
Sharon Fritz	X
Vacant	
GRTC	
William Long	X
Ron Parker	X

2. New Member Introduction

a. Sharon Fritz – City of Roanoke

- Sharon Fritz introduced herself as the new representative of City of Roanoke. With her joining TPAC, the committee has filled eight of nine positions. The Vinton representative position will be appointed by the GRTC Board.

3. GRTC Updates

a. Stop/Shelter Updates

- None

b. Routes/Schedules

- William Long noted three long-term detours currently affecting routes:
 - Apperson Bridge Reconstruction: Bus 91 travels 8th Street, Indiana, and Electric to continue onto the route. The Apperson Drive stops west of Electric Road are not being served until the end of construction.
 - Roadwork on Belleview: Buses 51 and 52 travel on Old Jefferson near Roanoke Memorial Hospital. Stops on Belleview are not being served until the end of construction.
 - Wasena Bridge Replacement: Buses 61 and 62 travel Marshall, 13th, and Wasena. The stops at Elm/8th and Main/Winona are not being served until the end of construction.

c. Ridership



- William Long reviewed ridership updates. Ridership remains steady across the services.

d. Other Updates

- William Long announced that the GRTC Board has approved the updated TPAC Charter. The Charter now outlines positions and duties for TPAC Chair, Vice Chair, and Secretary. William said that the positions will be decided at the November 13 meeting and duties will be fulfilled at the February 12, 2026, meeting.
 - William noted that Laura Hartman had emailed a question regarding the operator liaison position. That position and its duties are still being discussed by the GRTC Board, and the Board will appoint the liaison.
- William announced the completion of the "How-to-Ride" video by RVTV. RIDE Solutions and BRRAG helped to produce this video, which instructs riders how to plan a trip, board the bus, pay the fare, transfer, and schedule a MetroFLX trip. The video is about eight minutes long; however, RVTV has also divided the video by topic to smaller parts. The video is on YouTube and pinned to the Valley Metro Facebook page.
- William reviewed the 2025 Art by Bus event that took place at Third Street Station on October 1. This year's Artist and Writer were illustrator Joe Lee. Allison Stinnette said that free copies of this year's book were available at the regional commission's office.
- William said that a manual check of the automated passenger counters was completed in September. The APCs met the state's accuracy threshold. The next count will be completed in 2028.
- William announced that all Valley Metro buses will be fare free on Election Day, November 4.

e. Follow-up Items

- None

4. Questions/Comments

- Steve Grammer asked if committee members participated in last week's Week Without Driving. Ginny Pannabecker and Sharon Fritz participated, and Allison Stinnette noted that the regional commission's staff held on in-office challenge, with four staff members completing the week.
- William Long discussed questions that Laura Hartman sent via email before the meeting:
 - Laura asked how many operators Valley Metro currently has. William said that the number has hovered a little over 50 for the past four years.
 - Laura asked about Roanoke City's 2024 extension of Valley Metro's contract. William confirmed that the contract was extended for one year in June/July 2024.
 - Laura asked if MetroFLX will be extended beyond the pilot project timeline. William said that MetroFLX has been extended with state support once the ARPA-funded two-year pilot is over.
 - Laura asked if there are plans to update fareboxes. Ron Parker confirmed that Valley Metro will explore funding sources for farebox updates in 2026. An exact replacement timeline would be better known after funding is secured.
- Steve asked if RADAR would also be updating its fare-payment alternatives, creating a way to track RADAR buses, and incorporating the ability to schedule rides virtually. Ron



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answered that RADAR has been examining options for all the above; however, there are no specifics at this time. Ron will reach out to RADAR to clarify its progress.

5. Next Meeting – November 13, 2025

- William Long announced that the next meeting is November 13, 2025, and shared the 2026 TPAC meeting schedule.

6. Adjourn