

**People****Service****Connection**

## AGENDA

**Meeting of the Board of Directors**

August 13, 2025, at 10:00 AM EST

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PUBLIC ARE ENCOURAGED TO ATTEND REMOTELY USING THE BELOW LINKS

- Meeting Link: <https://us02web.zoom.us/j/89346833051>
- Or One tap mobile: US: +3052241968, 89346833051#
- Or Telephone Only: +1 312 626 6799
- Webinar ID: 893 4683 3051

*Do not use both computer and phone audio together: use one only to avoid audio distortion.*

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**I. Call to Order — Brad Burdette, President**

**II. Roll Call — Ben Chambers, Secretary**

**III. Introductions & Welcome — Brad Burdette, President**

**IV. Call to Order — Brad Burdette, President**

**V. Public Comments — Brad Burdette, President**

The public may address the board by first contacting Amanda Powell before the start of the meeting. Comments are limited to three minutes at the discretion of the board president. Contact Amanda Powell at [amandap@ridejaunt.org](mailto:amandap@ridejaunt.org) or (434) 296-3184, extension 115.

**VI. Board Presentation**

A. Communications Strategy and Road Map- *Mike Murphy with Chaski Global* **PGS 2-38 of 91**

**VII. Action Items**

A. June 11, Board of Directors Meeting Minutes- *Ben Chambers, Secretary* **PGS 39-42 of 91**

B. Adopt Revised Budget for Fiscal Year 2026--*Mike Murphy, Missy Corbin* **PG 43 of 91**

**VIII. Standing Committee Reports**

A. Finance Committee—*Missy Corbin, Mike Murphy, Jacob Sumner, Treasurer* **PGS 44-49 of 91**

B. Operations and Safety Reports—*Jason Espie, Janet Jackson* **PGS 50-57 of 91**

C. Regional Transit Partnership Update-- *Christine Jacobs/Randy Parker*

D. CEO Report--*Mike Murphy* **PGS 58-60 of 91**

**IX. New Business**

A. Code of Ethics Review and Signing - *Brad Burdette, Jordan Bowman, Mike Murphy* **PGS 61-71 of 91**

B. Community Survey Preliminary Results — *Jason Espie, Senior Director Planning* **PGS 72-82 of 91**

**X. Announcements and Board Member comments**

**XI. Closed Session:** Discuss the performance, assignment, appointment, promotion, demotion, salary, disciplining, or resignation of specific officers or employees of Jaunt, as authorized by section 2.2-3711(A)(1) of the state code. The subject of the meeting is the CEO.

**Adjourn to the next meeting: October 1, 2025, at 10:00 AM EST**

# Communications Roadmap for Jaunt

13 August 2025

# Purpose

**Create a communications strategy and plan which included:**

- SWOT Analysis
- Market research
- Audience segmentation
- Messaging plan
- Survey analysis
- Tactics, timelines and budget
- Evaluation metrics

# Process

- **Process:**
  - Employee & Stakeholder Surveys
  - Stakeholder Analysis
  - SWOT Analysis
- **To inform:**
  - Messaging
  - Branding
  - Communications & Implementation Plan

# What We Looked Into

1. **Branding**
2. **Messaging**
3. **Communications**
4. **Engagement**
5. **Tools**

# Branding

## Logo Feedback

- Positive: Simple, clean, readable
- Concerns: Bland, confusing “big J,” lacks mission expression
- Suggestions: Add motion/people elements

## Colors Feedback

- Mostly positive; some want more dynamic, playful palette

## Employees

- 9/46 like the logo, 2 dislike it, rest neutral/positive
- 37% unsure if brand reflects mission

## Stakeholders

- 53% find logo appealing
- 55% neutral on mission alignment

**Brand Insight:** Logo and name awareness is high, but clarity and dynamism need improvement; openness to refresh exists.



# Messaging

## Employees Focus on Daily Operations & Human Impact

### Words like:

*Ride, Drivers, Medical, Appointments, Work, Trips, Shopping, Job, Dedication, Independence*

...show that employees are focused on the logistics and impact of getting people where they need to go for essential services.

**Comms Insight:** Internal stories and values center around dedication to **individual clients, reinforcing the “human side” of Jaunt** that stakeholders appreciate but don’t always see.

## Stakeholders Focus on Visibility, Brand, and Perception

### Words like:

*Logo, Brand, Mission, Connect, Suggestions, Good, Disabilities, Transit*

...show concern with how Jaunt is perceived, its clarity of mission, and how it can better connect with the public.

**Brand Insight:** External stakeholders want Jaunt to be more **recognizable, cohesive, and visible**. They’re not just interested in operations — they’re looking at **identity and trust**.

## Shared Language = Foundation for Messaging

### Words in the middle (shared) such as:

*Service, Community, Transportation, People, Help, ADA, Needs, Connection*

...show there is common ground between employees and stakeholders around mission-driven service and meeting transportation needs — especially for ADA and rural communities.

**Brand Insight:** Build messaging around these shared values. Words like “community,” “help,” and “needs” are **human-centered and powerful** for both internal and external audiences.

# Communications

- Nearly 45% of staff hear misconceptions about Jaunt, and 55% of stakeholders rate messaging poorly.
- Key opportunities include clarity on ADA service perceptions, and scheduling concerns—highlighting the need for clearer communication and operational improvements.
- Current tagline is confusing as it implies availability take people anywhere.





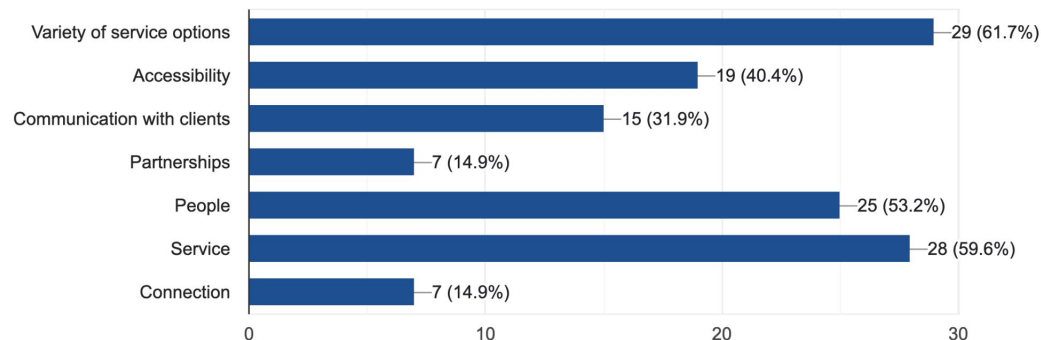
# Engagement

Internal alignment with values of People and Service, less with Connection.

- From the Employee Survey, the top three strengths—**Variety of Services, Service, and People**—align with findings from the SWOT analysis.
- Bottom three—**Connection, Partnerships, Communication with Clients**—are all connected.
- **While connection is a key value, it is an opportunity to speak to the value add that Jaunt provides**

In your view, what are Jaunt's biggest strengths?

47 responses

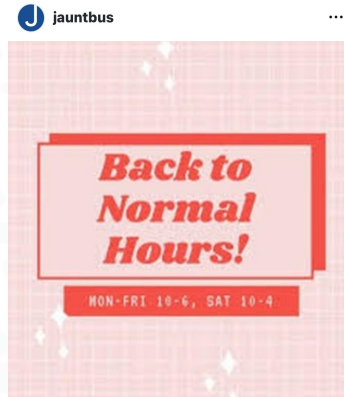


# Tools

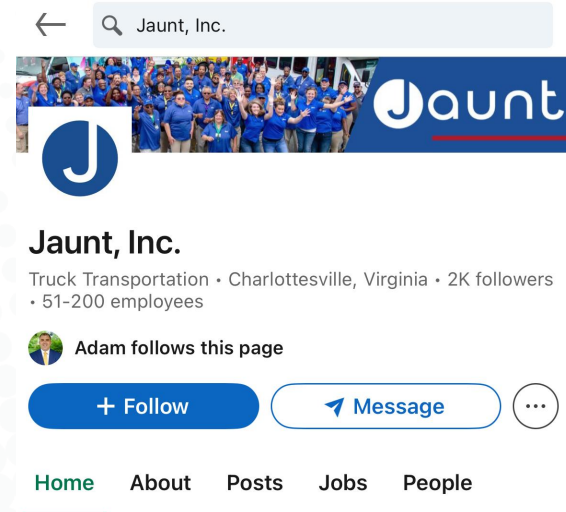
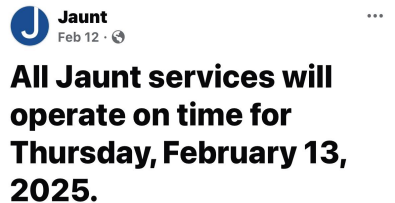
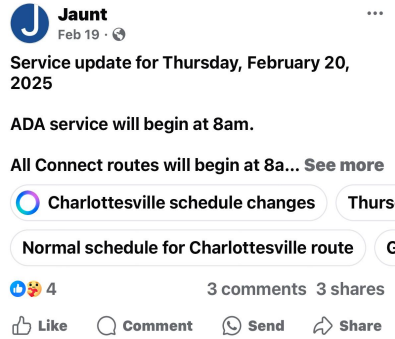
Jaunt's biggest weakness is inconsistent communication.

**Facebook:** 696 likes  
**Instagram:** 174 followers  
**LinkedIn:** 2k followers

jauntbus Jaunt will be closing at 5:30 PM on Wednesday, February 19, 2025.  
All Connect routes - Pick up at 2:00PM... more  
February 19

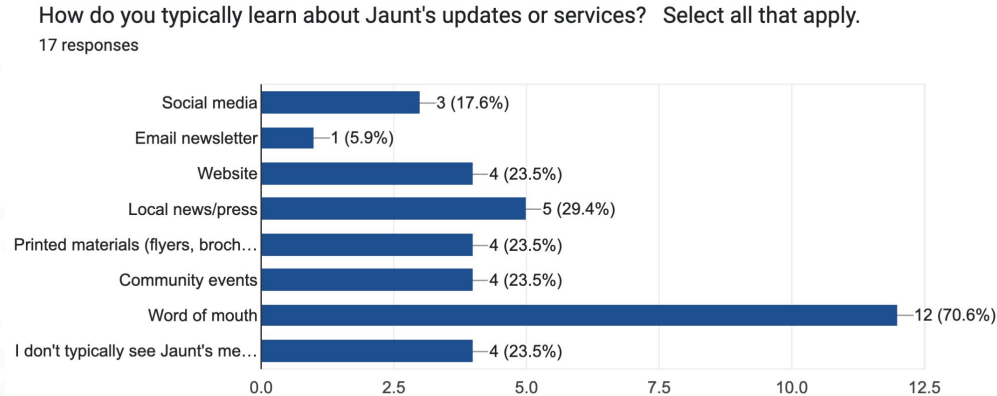


jauntbus All Jaunt services will operate on normal hours for Thursday, February 13, 2025.  
February 12



# Tools

- Majority of stakeholders identify word of mouth as the communication channel they use to learn about Jaunt.



# Goal

Consistently communicate Jaunt's story and service offerings in ways that reflect and reinforce its core values of ***People. Service. Connection.***

Jaunt is seen more than a transit provider. **It's a lifeline**—centered on people, access and community connection that leads to independence.

And at the core of  
that is **CARE.**

# Recommendations

1. **Branding:** Refresh Jaunt's identity and tools to reflect mission, unify communications, and engage stakeholders.
2. **Messaging:** Build clear, audience-specific messaging and storytelling to strengthen trust and visibility.
3. **Engagement:** Launch creative campaigns and events to boost awareness and celebrate Jaunt's legacy.
4. **Communications:** Simplify and rename services with community input to improve clarity and connection.
5. **Tools:** Modernize website and channels for better accessibility, user experience, and real-time info.
6. **Internal Enablement:** Equip staff with messaging, celebrate wins, and align internal communications.

# **6 month plan forward**



# 1. Branding

- **Finalize and Roll out Tagline**
- **Visual Identity Refresh:** refreshed photography & video content for use on website, social media, and other marketing/campaign materials.
- **Update Brand Guidelines:** establish comprehensive brand toolkit (logos, colors, typecases, image style) for internal and external use with fonts and colors that are easy for team members to utilize. Include tone of voice and inclusive language guidance.
- **Fleet Branding:** Use vehicle wraps more strategically and with updated brand assets. Add QR codes, simple messaging, or rotating campaigns tied to community values.

## 2. Messaging

- **Building Trust and Visibility**
  - **Test Messaging**
    - Share pillars and messaging drafts through focus groups
  - **Develop a Messaging Framework:** Craft a 1-pager that aligns all staff and partners around core themes and three pillars (people, service, connection)
    - Who we serve → people
    - What we offer → service
    - Why it matters → connection
  - **Segment Messaging by Audience:** Create simple versions of messages tailored for each stakeholder group
  - **Storytelling Series:** Launch a Voices of Jaunt campaign that shares 1-minute stories of real riders, staff, and community partners. Format for web, social, and internal engagement.

# 3. Communications

- **Community-Centered Naming**

- **Streamline and Clarify Service Lines:** Eliminate jargon, and ensure new naming is consistent with Jaunt's messaging.
- **Align Names with Messaging Pillars:** Develop naming conventions that reinforce Jaunt's values
- **Engage the Community in Naming:** Run a community input campaign to invite riders, partners, and local youth to help name key routes or services. Test results in focus groups.
- **Update Materials for Consistency:** Apply new names across maps, brochures, digital platforms, call scripts, and vehicle signage.

## 4. Engagement

- **Launch 50th Anniversary Campaign:** Highlight what makes Jaunt different – compassionate service, respectful drivers, and human connection.
  - Tie in with the Voices of Jaunt content
- **Pop-Up events & Ride Alongs:** Offer local ride alongs with press, city officials, or partners to experience Jaunt firsthand. Create a culminating anniversary event.
- **Bus as Billboard:** Turn select Jaunt vehicles into storytelling tools with bold messaging.
- **Partner Toolkit:** Provide local organizations with brochures, co-branded flyers, and digital assets to promote Jaunt as a resource for their clients.

# 5.Tools

## Improve Access & Experience

- **Website Enhancements**

- Prioritize accessibility, mobile performance, and route/service clarity
- Ensure website is a solid foundation for future tech developments (maps, real time tracking, online booking).
- Include translated content where possible

- **Social Media Plan**

- Create templates for consistent branding look and feel
- Ensure tone is consistent across platforms
- Focus on localized impact storytelling and rider information
- Create monthly themes with a posting schedule
- Incorporate more visuals rather than text. Prioritize short, consistent formats.

- **Email & Text Updates:** Improve opt-in communications to keep current riders informed, reduce call volume, and build long-term loyalty.

## 6. Internal Enablement

- **Frontline Messaging Training:** Provide scripts, FAQs, and a simple comms guide to drivers and customer service reps so they can reinforce key messages.
- **Monthly Internal Highlights:** Share internal wins and stories to build staff pride and alignment.
- **Celebrate Milestones:** As new services or branding elements roll out, celebrate wins publicly and internally to keep morale and momentum high.
- **Build Communications team and resources:** hire a full time Communications Manager/Strategic Communications Lead who can be supported by communications agencies.

# **Connecting Our Region, Powered by Care**

# Thank You!



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# Jaunt Communications Strategy & Plan Recommendations

PREPARED FOR

Jaunt, Inc.

June 2025

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## Background

The previous strengths, weaknesses, threats, and opportunities ([SWOT analysis](#)) identified the following goal for Jaunt Inc.'s communications efforts: Consistently communicate Jaunt's story and service offerings in ways that reflect and reinforce its core values of **People.Service.Connection.**

The strategic objectives that will lead Jaunt toward the attainment of this goal are:

- Intentionally tailor strategies to engage stakeholders
- Clarify and strengthen brand identity to reflect its mission and values
- Increase public awareness, trust and ridership across the region
- Engage stakeholders and community partners as ambassadors and collaborators
- Celebrate Jaunt's 50th Anniversary and legacy to build pride and connection
- Ensure communications tools are being used effectively and consistently across platforms
- Clearly communicate upcoming changes and improvements to foster transparency and understanding

The [stakeholder analysis](#), which analyzed quantitative and qualitative feedback from staff, board, and committee members, confirms strong support for enhancing Jaunt's communications to reinforce its core values of people, service, and connection. Feedback from both employees and stakeholders highlights a clear gap in brand awareness and perception, emphasizing the need for cohesive, human-centered storytelling to build trust and public engagement. While perceptions of the visual brand are generally neutral to positive, there's an opportunity to strengthen pride and trust through refreshed, unified visuals and messaging. Clear, consistent messaging—especially around services and community impact—will be a key focus of the communications strategy moving forward.

The following communications recommendations are grouped into six main sections: Branding, Messaging, Service Line Simplification, Creative and Community Engagement, Digital Tools & Owned Channels, and Internal Enablement. The strategic objectives that each section prioritizes are listed first, before diving into the specific tasks and considerations. Following the recommendations is a communications plan for the next six (6) months, a resources and staffing plan, and finally a high-level evaluation framework. An appendix that includes preliminary messaging for previously identified stakeholder groups is also included, however please note that these messages are subject to change pending review during the first phases of the communications plan, as well as the pending analysis of feedback from the Jaunt Customer Survey.

## Recommendations

### 1. [Branding: Clarify, Align, and Activate](#)

- **Main Objectives:**
  - Clarify and strengthen brand identity to reflect its mission and values
  - Ensure communications tools are being used effectively and consistently across platforms
- **Consider Refresh versus Rebrand:** We want stakeholders to feel cared for. Does a rebrand or refresh achieve this?
  - Refresh
    - Logo: Keep the current logo, embracing the positive stakeholder feedback. During the refresh, no risk of old logos versus new logos across buses and additional materials.
    - Colors: Keep the primary brand colors but expand. Most stakeholders like the current colors, but remove the black and grey that are rarely used and instead expand the palette with additional warm and friendly colors (e.g. blues, greens). Consider modifying the blue and red slightly to feel less Americana.
    - Fonts: New the fonts to reflect tone of additional color palette and current logo, selecting fonts that are easy for team to use.
    - Elements: Consider new elements that can be used across collateral that helps reinforce brand consistency. These elements can be symbolic of the brand as a way to dial back the use of the larger J logo mark.
  - Rebrand
    - Logo: Start fresh. Consider more movement or regional symbols.
    - Colors: Brand new palette, losing the primary red and blue.
    - Fonts: New fonts to reflect style of new logo. Fonts would be carefully chosen to ensure team can use.
    - Elements: New elements similar to refresh option, that would match in style to new logo design.
- **Finalize and Roll Out Tagline:** Select and activate a tagline that speaks to Jaunt's purpose (e.g., *"Connecting Our Region With Care"*). Integrate across all materials—print, digital, signage, and bus wraps.

**Tagline options that are warm, clear, aligned with Jaunt's three pillars and communicates the essence of what Jaunt provides:**

- Your regional transportation connector
- Driving Regional Connection, With Care. or Driving Regional Connection. Powered by People.
- We Care. We Drive. We Connect.

- **Visual Identity Refresh:** Consider refreshed photography and video content that highlights real riders, drivers, and rural routes—making Jaunt’s impact feel personal and local. Images can be used on website, social media, and other marketing materials.
- **Update Brand Guidelines:** Ensure there’s a comprehensive brand toolkit (logos, colors, typefaces, image style) for internal and external use with fonts and colors that are easy for team members to utilize. Include tone of voice and inclusive language guidance.
- **Fleet Branding:** Use vehicle wraps more strategically and with updated brand assets. Add QR codes, simple messaging, or rotating campaigns tied to community values (e.g., “Ride to your next job interview. On us.”)

## 2. [Messaging: Build Trust, and Visibility](#)

- **Main Objectives:**
  - Intentionally tailor strategies to engage stakeholders
  - Clarify and strengthen brand identity to reflect its mission and values
  - Engage stakeholders and community partners as ambassadors and collaborators
- **Test messaging**
  - Share pillars and messaging framework draft with focus group
- **Develop a Messaging Framework:** Craft a 1-pager that aligns all staff and partners around core themes and three pillars:
  - Who we serve (**people** with few transportation choices or those who value public transportation)
  - What we offer (**service**, safe, caring, reliable door-to-door rides)
  - Why it matters (independence, access, dignity, **connection**)
- **Segment Messaging by Audience:** Create simple versions of messages tailored for:
  - **Riders & Service Users:** Rural, Commuter, Transit Dependent
  - **Government & Policymakers:** Local elected officials & municipal staff, state legislators, state agencies (VDOT, DRPT), Federal Government
  - **Peer & Regional Planning Partners:** Transit, Planning partners,
  - **Human Services & Community Based Partners**
  - **General Public/ Non-riders**
- **Storytelling Series:** Launch a “Voices of Jaunt” campaign that shares 1-minute stories of real riders, drivers, and community partners. Format for web, social, and internal engagement.

## 3. Service Line Simplification & Community-Centered Naming

- **Main Objectives:**
  - Clarify and strengthen brand identity to reflect its mission and values
  - Increase public awareness, trust and ridership across the region
  - Engage stakeholders and community partners as ambassadors and collaborators
  - Clearly communicate upcoming changes and improvements to foster

transparency and understanding

- **Streamline and Clarify Service Lines:**

Conduct a review of all existing service offerings (e.g., on-demand, fixed route, paratransit, medical rides) and identify opportunities to simplify how services are described to the public. Eliminate jargon and ensure naming is consistent with Jaunt’s messaging.

- **Align Names with Messaging Pillars:**

Develop naming conventions that reinforce Jaunt’s values—people, service, connection. For example:

- “JauntCare” for medical rides
- “JauntAccess” for ADA riders
- “JauntConnect” for commuter/workforce routes
- “JauntLocal” for town or city circulators

- **Engage the Community in Naming:**

Host a **community input campaign** (e.g., “Name Your Ride”) inviting riders, partners, and local youth to help name key routes or services. This encourages local ownership, builds awareness, and strengthens emotional connection to the brand.

- **Update Materials for Consistency:**

Apply the simplified names across maps, brochures, digital platforms, call scripts, and vehicle signage—making the rider experience more intuitive and aligned with Jaunt’s refreshed messaging.

## 4. Creative & Community Engagement

- **Main Objectives:**

- Increase public awareness, trust and ridership across the region
- Engage stakeholders and community partners as ambassadors and collaborators
- Celebrate Jaunt’s 50th Anniversary and legacy to build pride and connection
- Ensure communications tools are being used effectively and consistently across platforms

- **Launch a “Ride with Care” Campaign for 50th Anniversary:** Highlight what makes Jaunt different—compassionate service, respectful drivers, and human connection.

- **Pop-Up Events or Ride-Alongs:** Offer local ride-alongs with press, city officials, or partners to experience Jaunt firsthand.

- **Bus as Billboard:** Turn select Jaunt vehicles into storytelling tools with bold messaging:

- “Your Neighbor’s Ride to Chemotherapy”
- “Helping Grandparents Get to Church”
- “Rides That Keep Rural Virginia Moving”

- **Partner Toolkit:** Provide local organizations with brochures, co-branded flyers, and digital assets to promote Jaunt as a resource for their clients.

## 5. Digital Tools & Owned Channels: Improve Access + Experience

- **Main Objectives:**
  - Ensure communications tools are being used effectively and consistently across platforms
  - Clearly communicate upcoming changes and improvements to foster transparency and understanding
  - Increase public awareness, trust and ridership across the region
- **Website Enhancements:**
  - Prioritize accessibility, mobile performance, and route/service clarity
  - Audit site architecture and improve UX experience
  - Assess overall design and improve to modernize layout for a more engaging and cohesive brand presence
  - Add real-time service alerts and an easier way to book or get help
  - Include translated content where possible (Spanish, others)
  - Ensure website is a solid foundation for future tech developments (maps, real time tracking, booking)
  - Update website visually with revitalized brand colors and elements, and include more images of community members, riders, and other images of people
- **Social Media Plan:**
  - Create templates for consistent branding look and feel
  - Make sure tone is consistent across platforms
  - Focus on localized impact storytelling and rider info
  - Build monthly themes (e.g., healthcare access, senior mobility, workforce rides)
  - Use visuals over text; prioritize short, consistent formats (reels, carousels)
- **Email and Text Updates:** Improve opt-in communications to keep current riders informed, reduce call volume, and build long-term loyalty.

## 6. Internal Enablement

- **Main Objectives:**
  - Clarify and strengthen brand identity to reflect its mission and values
  - Engage stakeholders and community partners as ambassadors and collaborators
  - Celebrate Jaunt's 50th Anniversary and legacy to build pride and connection
  - Ensure communications tools are being used effectively and consistently across platforms
  - Clearly communicate upcoming changes and improvements to foster transparency and understanding
- **Frontline Messaging Training:** Provide scripts, FAQs, and a simple comms guide to drivers and customer service reps so they can reinforce key messages.
- **Monthly Internal Highlights:** Share internal wins and stories to build staff pride and alignment.
- **Celebrate Milestones:** As new services or branding elements roll out, celebrate wins publicly and internally to keep morale and momentum high.

## Communications Plan (6 Months)

### Phase 1: Foundation – Brand, Messaging, and Service Lines

**Timeline: Weeks 1–8**

#### Branding

- Evaluate rebrand vs. refresh with key stakeholders
- Begin rebrand or refresh (timeline may differ depending on selection)
- Finalize and approve tagline (e.g., *Connecting Our Region With Care*)
- Begin visual identity updates: logo, fonts, photo/video style, tone
- Begin development of brand guidelines document
- Scope and begin fleet branding design work
- Create Sub-brand for the 50th Anniversary Campaign

#### Messaging

- Finalize messaging framework based on the three pillars: **People, Service, Connection**
- Develop segmented messaging for riders, partners, and supporters
- Test messaging and naming conventions with focus groups
- Refine based on feedback and finalize framework
- Confirm 50th Anniversary Campaign direction

#### Service Line Naming

- Conduct internal audit of current service lines and touchpoints
- Draft simplified naming aligned with pillars (e.g., *JauntCare*, *JauntConnect*)
- Launch “Name Your Ride” campaign for community input
- Select final names and prepare integration plan for materials

### Phase 2: Activation – Visuals, Voice, and Experience

**Timeline: Weeks 8–13**

#### Branding & Messaging Activation

- Apply updated branding to digital templates, business cards, signage, and vehicle design
- Share brand and messaging guide internally and externally
- Develop “Voices of Jaunt” storytelling series: short videos or social cards featuring real riders/staff
- Develop and position 50th Anniversary Campaign within new messaging framework.
- Evaluate community response to naming and branding — gather feedback
- Begin rolling out updated service line names in brochures and route maps



## **Website & Digital**

- Begin website updates: accessibility, service clarity, booking features, language support
- Align imagery and messaging with refreshed brand
- Finalize visual content (photos/videos) for web and social

## **Phase 3: Engagement – Public Rollout & Creative Campaigns**

**Timeline: Weeks 13–18**

### **Social Media & Communications**

- Launch monthly theme-driven content (e.g., health access, senior mobility, UVA commuters)
- Deploy consistent branded templates for social posts
- Share early rider stories - “Voices of Jaunt”- and teaser visuals of new fleet branding

### **Community Engagement**

- Launch **50th Anniversary campaign** publicly
- Coordinate ride-alongs with media, local officials, or partners
- Begin “Bus as Billboard” storytelling graphics roll-out
- Distribute partner toolkit to clinics, senior centers, employers

## **Phase 4: Sustain – Internal Readiness & Ongoing Updates**

**Timeline: Weeks 19–24**

### **Internal Ambassadors**

- Deliver messaging training and materials to frontline staff
- Launch monthly internal updates/newsletters to highlight progress and team stories
- Recognize team milestones tied to launch (e.g., new fleet design, naming rollout)

### **Final Integration**

- Launch full brand experience across all routes and communication materials
- Launch refreshed website.
- Set calendar for ongoing storytelling, community engagement, and mini-campaigns

## Resources & Staffing Plan

### 1. People (Internal + External)

Full-Time Communications Lead (1 hire)

**Ideal Hire Window: Month 2** of the plan (early Phase 2), once branding/messaging direction is approved but before rollout accelerates.

#### Primary Responsibilities:

- Own the messaging framework and service line communications
- Coordinate internal/external creative and brand efforts
- Lead storytelling initiatives (Voices of Jaunt, 50th campaign)
- Oversee and edit content across digital and print platforms
- Liaise between operations, leadership, and vendors

#### Key Skillsets:

- Strategic communications and copywriting
- Project management and vendor coordination
- Community engagement and public speaking
- Media relations or press writing (a bonus)

### 2. Specialized Firms

(Supplement core team with flexible, high-skill partners)

Design + Brand Firm (3–6 month retainer or hourly)

- Brand refresh/rebrand
- Brand guidelines and templates
- Fleet wrap design and signage
- Partner toolkit materials
- Visual assets for social media and printed materials

Social Media + Digital Marketing Partner

- Monthly social content planning
- Asset creation (reels, carousels, graphics)
- Paid ad buys or boosted posts (if budget allows)

Web Developer & Design / UX Support

- Redesign and Development
- Accessibility compliance (WCAG)

## Photo/Video Team

- Rider/driver photos and short-form video content
- Campaigns (e.g., “Ride with Dignity,” 50th stories)
- Visuals for website, email, and storytelling

## 3. Tech & Tools

- Branded Canva or Adobe templates for consistent visual creation
- Social scheduling platform (e.g., Later, Buffer, or Hootsuite)
- Email/text tool (if not already in use – Mailchimp, etc.)
- Internal project tracker (Airtable, Monday, Trello, Asana)

# Staffing Model Recommendation

## In-House First, Agencies for Depth *(Recommended)*

- Hire a full-time **Communications Manager or Strategic Communications Lead** by Month 2
- Use existing agencies or identify new partners for:
  - Brand design
  - Social media execution
  - Website improvements
  - Content creation (video/photo)

## Why this works:

- Keeps institutional knowledge and daily execution in-house
- Allows flexibility and access to specialist skill sets when needed
- Prevents burnout and reduces risk of relying on one “unicorn” hire

## Evaluation Framework

### Brand and Visual Identity

Objective	Metric	Target/Indicator	Source
Improve brand recognition	% of external partners or riders who recognize tagline or brand visuals (via survey)	60%+ recognition by Month 6	Jaunt ridership survey
Increase brand consistency	% of materials using new branding (audit of templates, signage, website)	90%+ by Month 5	Brand audit
Fleet visibility	# of vehicles with updated branding and messaging	At least 30% of fleet branded by Q1 2026	Operations / Fleet inventory

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### Messaging and Storytelling

Objective	Metric	Target/Indicator	Source
Validate messaging resonance	Focus group feedback on draft pillars and language	Positive alignment from 75%+ participants	Focus group results
Share impact stories	# of “Voices of Jaunt” stories published (web, social, email)	2–3 per month	Content calendar / CMS records
Align internal messaging	Staff survey on comfort/confidence sharing Jaunt’s mission	80% feel confident by Month 6	Staff survey

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## Service Line Clarity & Community Engagement

Objective	Metric	Target/Indicator	Source
Simplify service names	Finalized and public-facing naming conventions	All live by Month 4	Website / Marketing checklist
Drive community ownership	# of community submissions to “Name Your Ride” campaign	At least 100+ submissions	Campaign tracking / CRM
Improve public understanding	Rider focus group feedback on new service names	80%+ say it’s clearer/easier to understand	Focus group results

## Digital Channels & Tools

Objective	Metric	Target/Indicator	Source
Improve website UX	Bounce rate on key service pages	Reduce by 20% from baseline	Google Analytics
Increase digital engagement	Social media reach & engagement	30% increase in average reach per post	Social media analytics (e.g., Meta, X)
Improve info access	# of text/email subscribers	25% increase by Month 6	Email platform / SMS dashboard

## Creating Community Campaigns

Objective	Metric	Target/Indicator	Source
Drive awareness of Jaunt's impact	Reach and engagement from "Ride with Dignity" or 50th stories	10K+ combined impressions	Campaign analytics
Activate local partnerships	# of partners using co-branded materials	20+ community partners engaged	Partnership tracking spreadsheet
Celebrate milestone year	Attendance and visibility at 50th event	100+ attendees, media coverage secured	Event sign-in / media mentions

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## Internal Enablement

Objective	Metric	Target/Indicator	Source
Train and empower team	# of staff trained in messaging	100% frontline staff trained by Month 4	Training attendance records
Reinforce internal alignment	Frequency of internal story/highlight sharing	Monthly highlights distributed	Internal newsletter / comms log
Build staff pride and morale	Staff feedback on involvement in 50th branding/messaging	80%+ report feeling involved or informed	Staff pulse survey

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## Board Attendance Roster

Month: June    Year: 2025

<b>Directors</b>	<b>Present In Person</b>	<b>Present Virtual</b>	<b>Absent</b>
Brad Burdette, [President], Nelson (Personal)			<b>X</b>
Lucas Ames, [Vice President], Charlottesville	<b>X</b>		
Iscella Wittich, [Secretary], Fluvanna	<b>X</b>		
Jacob Sumner, [Treasurer], Albemarle		<b>X</b>	
Nick Pilipowskyj, Albemarle	<b>X</b>		
Kristi Hagen, Albemarle	<b>X</b>		
Jason Eversole, Albemarle (Personal)		<b>X</b>	
Ben Chambers, Charlottesville	<b>X</b>		
Christine Appert, Charlottesville	<b>X</b>		
Ray Heron, Charlottesville	<b>X</b>		
Randy Parker, Louisa	<b>X</b>		
Rachel Jones, Louisa (Left at 11:08am)	<b>X</b>		
Dian McNaught, Nelson			<b>X</b>
James Schoenster, Fluvanna (Out of the country)			<b>X</b>
<b>Ex Officio Directors</b>			
Christine Jacobs, TJPDC		<b>X</b>	
Garland Williams, CAT			<b>X</b>
Katy Miller, DRPT		<b>X</b>	
Juanita Shanks, Buckingham		<b>X</b>	
Davis Lamb, Greene County			<b>X</b>
<b>Staff</b>			
Mike Murphy, CEO	<b>X</b>		
Missy Corbin, CFO	<b>X</b>		
Robin Munson, CFO	<b>X</b>		
Mike Mills, Dir of Procurement			<b>X</b>
Ben Rutherford, Sys Admin	<b>X</b>		
Janet Jackson, Chief of People and Operations	<b>X</b>		
Amanda Powell, Executive Asst	<b>X</b>		
Jason Espie, Director of Planning	<b>X</b>		
Jordan Bowman (Legal Counsel)	<b>X</b>		
Corey Houchens, Fleet Manager		<b>X</b>	
Angla Jones, Call Center Supervisor	<b>X</b>		
Simona Howard, Road Supervisor		<b>X</b>	
Phyllis Williams, Operator, Training, and Performance		<b>X</b>	
Jennifer Douglass, Safety Manager	<b>X</b>		
Tisha Jaudon, Senior Finance Manager		<b>X</b>	
<b>Public</b>			
Lucinda Shannon, TJPDC		<b>X</b>	



## People

## Service

## Connection

### Minutes

#### Meeting of the Board of Directors

June 11, 2025, at 10:00 AM EST

#### **I. Call to Order** — *Lucas Ames, Vice President*

10:01 am

#### **II. Roll Call** — *Isella Wittich, Secretary*

See Roster

#### **III. Introductions & Welcome** — *Lucas Ames, Vice President*

As the new CFO and head of the finance and administration teams, Missy Corbin was welcomed by the board to Jaunt. As Jaunt's new CFO, Mike M. informed the board that Missy had already begun building her team and had brought in Tisha Jaudon, who was attending the meeting via Zoom, as Jaunt's Senior Finance Manager. It was also announced that Lucas Ames, the current vice president of the Jaunt board, would be attending his final meeting with us in August and that Robin Munson, Jaunt's former CFO, would be officially resigning at the end of June.

#### **IV. Public Comments** — *Lucas Ames, Vice President*

None

#### **V. Action Items**

##### **A.** April 9, 2025, Board of Directors Meeting Minutes- *Isella Wittich, Secretary*

Motion: Randy P.

2<sup>nd</sup>: Ben C.

Vote: Unanimous to accept

##### **B.** Establish Board Officers for FY2026 — *Brad Burdette, President*

The board was presented with the FY26 board officer nominees by the nominating committee, which was composed of Lucas A., Ben C., and Randy P. The Jaunt board of officers will consist of the following members on July 1, 2025, pending board approval: Brad B. as President, James S. as Vice President, Jacob S. as Treasurer, and Ben C. as Secretary. Additionally, it was suggested that Ray H. continue to serve on the Executive Committee. Before voting, Jordan B., Jaunt's legal counsel, stated that a motion was not required before a vote on the slate of officials unless there were floor nominations.

Motion:

2<sup>nd</sup>:

Vote: Unanimous to accept



### C. Adopt Budget for Fiscal Year 2026--Mike Murphy

Mike M. began by informing the board that the State's Commonwealth Transportation board had not fully approved all funding for FY26 and that the budget they were looking at would be adjusted once new state funding is approved, potentially reducing the local burden on capital programs from 36% to 4%. He went on to say that he would like for the board to adopt the budget as it was observed when Jaunt made all of the requests to local governments, with the understanding that changes may be realized in August and brought back to the board for approval at that time.

Motion: Ben C.

2<sup>nd</sup>: Randy P.

Vote: Unanimous to accept

## VI. Standing Committee Reports

### A. Finance Committee—Robin Munson, *Mike Murphy, Jacob Sumner, Treasurer*

Robin M. presented the financial review for April 2025 to the board. As of April 30, 71% of the operating expenses budget had been recognized leaving 29% unrecognized, while 87% of the operating revenue budget had been recognized, leaving just 13% unrecognized. She did point out that the telephone amount that was allocated for the camera system-which Jaunt ultimately decided not to move forward with- and empty roles within the company were the reasons why salaries, facilities, and equipment were all down. However, she said that this would help make up for the fact that insurance and bonding were over because of how much more expensive the new vehicles were compared to the older vehicles. She went on to report that as of April 30, Jaunt had recognized 44% of the capital revenue budget, leaving 56% unrecognized as well as 45% of capital expenses recognized, leaving 55% unrecognized.

### B. Operations and Safety Reports—Jason Espie, *Jennifer Douglass, Angie Jones*

Jennifer D. presented the safety reports for March and April 2025, highlighting 0 preventable accidents, 1 non-preventable accident, 2 customer related incidents, and 0 staff related incidents for the month of March. She also reported that for the month of April, Jaunt had, 3 preventable accidents, 2 non-preventable accidents, 1 customer related incident, and 0 staff related incidents. Jason E. went over the statistic reports for both March and April with the board, which showed a 21% increase in trips from February, with ridership trending higher across most jurisdictions, except agency.

### C. Regional Transit Partnership Update-- *Christine Jacobs/Randy Parker*

Garland W. from CAT and Mike M. from Jaunt are scheduled to present their annual update on the FY26 budget projections at the next Regional Transit Partnership meeting on Thursday, June 26, 2025. The topic of non-voting board membership is still being discussed by the Regional Transit Authority. Christine J. added that they have some funding for a study to do regional service prioritization, which looks at the PDC's recently completed regional vision plan along with transit development and strategic plans to help them decide where to start first in tandem to go before the general assembly for additional authority and dedicated revenue. In closing, Christine J. mentioned that their PATH program has been participating in bi monthly field trips with CAT, conduction ride-alongs, and collaborating with the Center at Belvedere doing presentations to high schools and community groups.

#### D. CEO Report--*Mike Murphy*

Mike M. began by stating that Jaunt is now using the search firm that the board had previously selected to assist in finding a Senior Director of Operations to join Janet J's team. All employees of Jaunt will receive cost-of-living increases of 4%, with the exception of operators and mechanics, who will earn a 6% increase as a result of market influences. Jaunt is moving on with a marketing campaign and communication strategy that includes surveys of stakeholders, employees, and the general public. Additionally, he discussed strategic goals, including solidifying the ADA contract, engaging with regional transit partnerships, and implementing performance evaluations for staff. Lastly, he mentioned plans to pilot micro transit strategies using state budgeting funding.

#### **VII. New Business**

#### **VIII. Announcements and Board Member comments**

**Adjourn to the next meeting: August 13, 2025, at 10:00 AM EST**

## Jurisdictional Summary

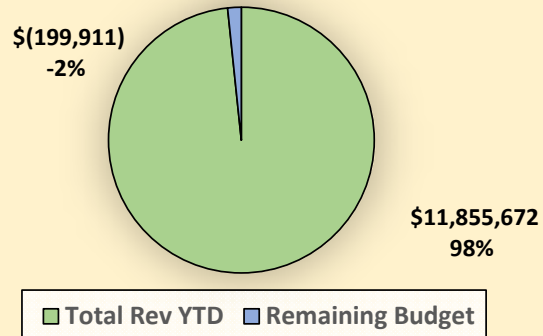
### REVISED FY2026 OPERATING AND CAPITAL BUDGETS



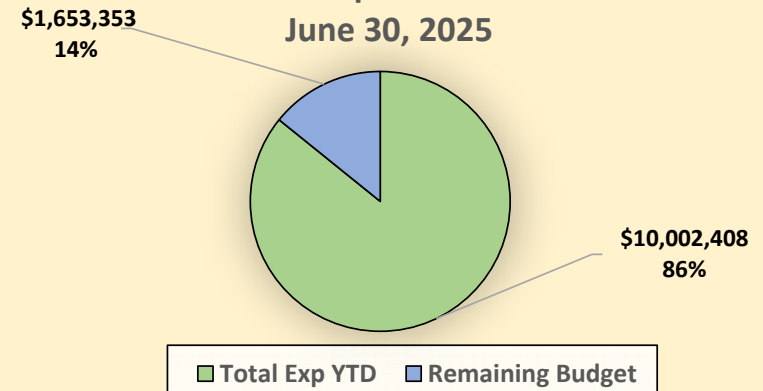
Aug 2025

		FY2026																	
Item		Albemarle County	Buckingham County	City of Charlottesville	Fluvanna County	Greene County	Louisa County	Nelson County		Subtotal Jurisdictions	Agency	Unrestricted	Grand Total						
Sources of Financial Resources																			
Fee Revenue:																			
Contract Revenue																			
Operating		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 62,579	\$ -	\$ 62,579						
Total Fee Revenue		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 62,579	\$ -	\$ 62,579						
Governmental Revenue:																			
Federal Grants																			
Operating		\$ 1,640,523	\$ 143,608	\$ 464,931	\$ 133,092	\$ 815,703	\$ 902,822	\$ 137,217	\$ 4,237,898	\$ -	\$ -	\$ 4,237,898							
Capital		\$ 979,367	\$ 5,036	\$ 478,589	\$ 3,883	\$ 19,518	\$ 27,992	\$ 4,320	\$ 1,518,704	\$ -	\$ -	\$ 1,518,704							
Total Federal		\$ 2,619,890	\$ 148,644	\$ 943,521	\$ 136,975	\$ 835,220	\$ 930,813	\$ 141,537	\$ 5,756,602	\$ -	\$ -	\$ 5,756,602							
Virginia DRPT																			
Operating		\$ 367,170	\$ 42,992	\$ 16,003	\$ 39,844	\$ 364,477	\$ 270,280	\$ 41,079	\$ 1,141,845	\$ -	\$ -	\$ 1,141,845							
Capital		\$ 4,013,562	\$ 20,636	\$ 1,961,318	\$ 15,915	\$ 79,986	\$ 114,713	\$ 17,703	\$ 6,223,833	\$ -	\$ -	\$ 6,223,833							
Total DRPT		\$ 4,380,732	\$ 63,629	\$ 1,977,320	\$ 55,759	\$ 444,463	\$ 384,993	\$ 58,782	\$ 7,365,678	\$ -		\$ 7,365,678							
Local Government																			
Operating		\$ 3,205,218	\$ 75,492	\$ 1,953,572	\$ 78,785	\$ 395,717	\$ 561,785	\$ 87,436	\$ 6,358,005	\$ -	\$ -	\$ 6,358,005							
CAT Operating Pass-Thru		\$ 408,277		\$ 334,045					\$ 742,321			\$ 742,321							
Carryover Transfer (Capital)									\$ -	\$ -	\$ -	\$ -							
Capital		\$ 318,383	\$ 1,637	\$ 155,585	\$ 1,262	\$ 6,345	\$ 9,100	\$ 1,404	\$ 493,717	\$ -	\$ -	\$ 493,717							
Total Local		\$ 3,931,878	\$ 77,129	\$ 2,443,201	\$ 80,047	\$ 402,062	\$ 570,884	\$ 88,840	\$ 7,594,043	\$ -		\$ 7,594,043							
In Lieu of Local			\$ 40,000						\$ 40,000	\$ -		\$ 40,000							
Interest Income		\$ 1,101	\$ 1,437	\$ 50	\$ 21,329	\$ 7,793	\$ 128,204	\$ 20,018	\$ 179,932	\$ -	\$ 32,000	\$ 211,932							
Total Operating Revenue		\$ 5,622,290	\$ 303,530	\$ 2,768,600	\$ 273,050	\$ 1,583,690	\$ 1,863,090	\$ 285,750	\$ 12,700,001	\$ 62,579	\$ 32,000	\$ 12,794,580							
Total Capital Revenue		\$ 5,311,312	\$ 27,309	\$ 2,595,492	\$ 21,061	\$ 105,848	\$ 151,805	\$ 23,427	\$ 8,236,254			\$ 8,236,254							
Total Revenue		\$ 10,933,602	\$ 330,839	\$ 5,364,092	\$ 294,111	\$ 1,689,538	\$ 2,014,895	\$ 309,177	\$ 20,936,255	\$ 62,579	\$ 32,000	\$ 21,030,835							
Uses of Financial Resources																			
Salaries & Wages		\$ 3,364,520	\$ 181,640.00	\$ 1,656,800	\$ 163,400.00	\$ 947,720	\$ 1,114,920.00	\$ 171,000	\$ 7,600,000	\$ 41,334	\$ -	\$ 7,641,334							
Fringe Benefits/Staff Development		\$ 1,175,369	\$ 63,455	\$ 578,790	\$ 57,083	\$ 331,079	\$ 389,489	\$ 59,738	\$ 2,655,000	\$ 15,502	\$ -	\$ 2,670,502							
Travel/Business Meals/Meetings/Training		\$ 15,937	\$ 860	\$ 7,848	\$ 774	\$ 4,489	\$ 5,281	\$ 810	\$ 36,000	\$ -	\$ 28,000	\$ 64,000							
Facility/Equipment Maintenance/Utilities		\$ 88,097	\$ 4,756	\$ 43,382	\$ 4,279	\$ 24,815	\$ 29,193	\$ 4,478	\$ 199,000	\$ 127	\$ 500	\$ 199,627							
Supplies & Materials		\$ 360,358	\$ 19,455	\$ 177,452	\$ 17,501	\$ 101,506	\$ 119,414	\$ 18,315	\$ 814,000	\$ 5,234	\$ -	\$ 819,234							
Marketing & Advertising		\$ 37,630	\$ 2,032	\$ 18,530	\$ 1,828	\$ 10,600	\$ 12,470	\$ 1,913	\$ 85,000	\$ -	\$ -	\$ 85,000							
Insurance & Bonding		\$ 276,688	\$ 14,938	\$ 136,250	\$ 13,438	\$ 77,938	\$ 91,688	\$ 14,063	\$ 625,000	\$ -	\$ -	\$ 625,000							
Professional Services		\$ 287,755	\$ 15,535	\$ 141,700	\$ 13,975	\$ 81,055	\$ 95,355	\$ 14,625	\$ 650,000	\$ 383	\$ -	\$ 650,383							
Miscellaneous		\$ 15,937	\$ 860	\$ 7,848	\$ 774	\$ 4,489	\$ 5,281	\$ 810	\$ 36,000	\$ -	\$ 3,500	\$ 39,500							
Capital Expenditures		\$ 5,311,312	\$ 27,309	\$ 2,595,492	\$ 21,061	\$ 105,848	\$ 151,805	\$ 23,427	\$ 8,236,255	\$ -	\$ -	\$ 8,236,255							
Total Expenditure		\$ 10,933,602	\$ 330,839	\$ 5,364,092	\$ 294,111	\$ 1,689,538	\$ 2,014,895	\$ 309,177	\$ 20,936,255	\$ 62,580	\$ 32,000	\$ 21,030,835							
Net Change in Fund Balance		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -							

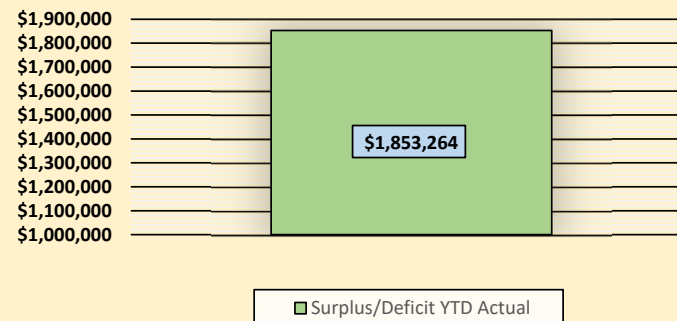
**FY25 YTD Operating Budget v Actual  
Revenue  
June 30, 2025**



**FY25 YTD Operating Budget v Actual  
Expenses  
June 30, 2025**



**FY25 YTD Operating Surplus/Deficit  
June 30, 2025**

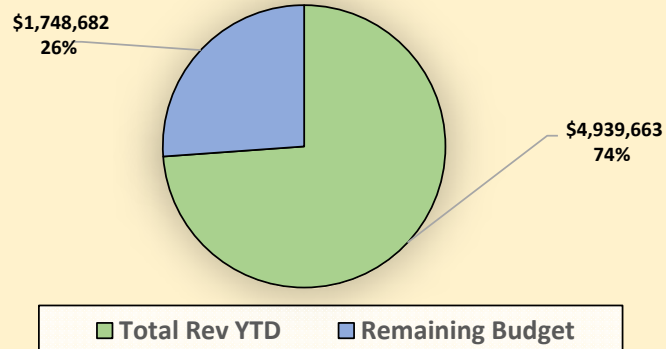


**Jaunt, Inc. FY2025 Monthly Financial Summary**  
**Operating**

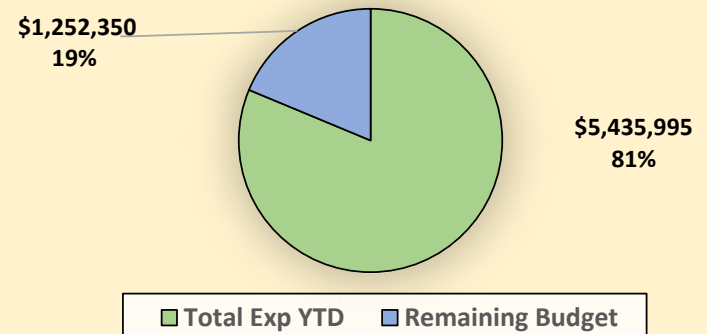
**June 2025 Year To Date**

Sources of Financial Resources	YTD Budgeted	YTD Actual	Budget Variance	Total Budget	Budget Realized	Comments
<b>Fee Revenue:</b>						
Interest Revenue	\$ 228,000	\$ 294,154	\$ 66,154	\$ 228,000	129%	
Contract Revenue	\$ 96,000	\$ 58,234	\$ (37,766)	\$ 96,000	61%	
<b>Governmental Revenue:</b>						
Federal Operating Grants	\$ 4,184,371	\$ 4,258,051	\$ 73,680	\$ 4,184,371	102%	ARPA Income Recognized - \$956,273 Variance is Special Grants
Virginia DRPT Operating	\$ 1,873,883	\$ 1,896,024	\$ 22,141	\$ 1,873,883	101%	
Local Government Operating	\$ 5,245,814	\$ 5,283,119	\$ 37,305	\$ 5,245,814	101%	
In Lieu of Local	\$ 27,690	\$ 40,000	\$ 12,310	\$ 27,690	144%	
Other Revenue	\$ -	\$ 26,088	\$ 26,088			
Account Transfer (Jaunt Reserves)	\$ -	\$ -	\$ -	\$ -		
<b>Total Revenue</b>	\$ 11,655,758	\$ 11,855,672	\$ 199,913	\$ 11,655,758	102%	
<b>Uses of Financial Resources</b>	<b>YTD Budgeted</b>	<b>YTD Actual</b>	<b>Budget Variance</b>	<b>Total Budget</b>	<b>Budget Realized</b>	<b>Comments</b>
Salaries & Wages	\$ 6,768,670	\$ 5,967,580	\$ (801,091)	\$ 6,768,670	88%	Not at full staff
Fringe Benefits/Staff Development	\$ 2,444,221	\$ 2,055,143	\$ (389,077)	\$ 2,444,221	84%	Not at full staff
Travel/Business Meals/Meetings	\$ 71,516	\$ 18,503	\$ (53,013)	\$ 71,516	26%	
Facility/Equipment Maintenance/Utilities	\$ 187,235	\$ 147,531	\$ (39,704)	\$ 187,235	79%	Telephone service over budgeted
Supplies & Materials	\$ 1,079,792	\$ 723,042	\$ (356,750)	\$ 1,079,792	67%	Fuel prices low. Less parts/tires purchased
Marketing & Advertising	\$ 55,780	\$ 15,993	\$ (39,787)	\$ 55,780	29%	Marketing over budgeted due to outsourcing
Insurance & Bonding	\$ 432,562	\$ 473,738	\$ 41,176	\$ 432,562	110%	Premium cost increased
Professional Services	\$ 568,874	\$ 563,954	\$ (4,920)	\$ 568,874	99%	On target
Miscellaneous	\$ 47,108	\$ 36,923	\$ (10,185)	\$ 47,108	78%	
<b>Total Expenditure</b>	\$ 11,655,758	\$ 10,002,408	\$ (1,653,351)	\$ 11,655,758	86%	
<b>Net change in fund balance</b>	\$ -	\$ 1,853,264	\$ 1,853,264	\$ (0)		

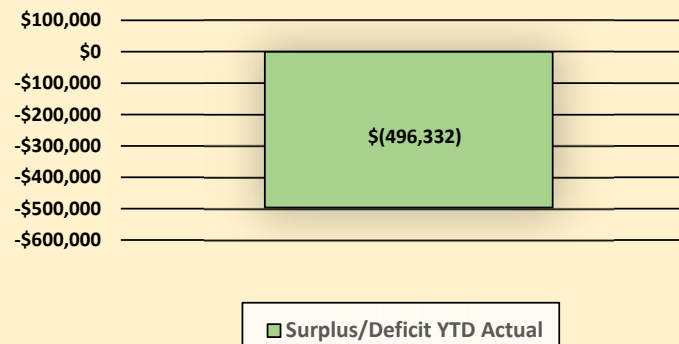
**FY25 YTD Capital Budget v Actual  
Revenue  
June 30, 2025**



**FY25 YTD Capital Budget v Actual  
Expenses  
June 30, 2025**



**FY25 YTD Capital Surplus/Deficit  
June 30, 2025**



**Jaunt, Inc. FY2025 Monthly Financial Summary**  
**Capital**

**June 2025 Year To Date**

Sources of Financial Resources	YTD Budgeted	YTD Actual	Budget Variance	Total Budget	Budget Realized	Comment
Federal Capital Grants	\$ 3,535,929	\$ 2,827,832	\$ (708,097)	\$ 3,535,929	80%	Based on expenses reimbursed
Virginia DRPT Capital Grants	\$ 1,032,999	\$ 869,759	\$ (163,240)	\$ 1,032,999	84%	Based on expenses reimbursed
Local Government	\$ 1,242,073	\$ 1,242,072	\$ (1)	\$ 1,242,073	100%	On Target
Account Transfer (Jaunt Reserves)	\$ 877,344	\$ -	\$ (877,344)	\$ 877,344	0%	Reserves not used
<b>Total Revenue</b>	<b>\$ 6,688,345</b>	<b>\$ 4,939,663</b>	<b>\$ (1,748,682)</b>	<b>\$ 6,688,345</b>	<b>74%</b>	
Uses of Financial Resources	YTD Budgeted	YTD Actual	Budget Variance	Total Budget	Budget Realized	Comment
Revenue Vehicles	\$ 5,737,938	\$ 5,224,625	\$ (513,313)	\$ 5,737,938	91%	New Buses delivered in May
Support Vehicles	\$ -	\$ -	\$ -	\$ -	0%	
Spare Parts for Vehicles	\$ 279,023	\$ 123,307	\$ (155,716)	\$ 279,023	44%	Replacements as needed
Facility	\$ 257,034	\$ 63,907	\$ (193,127)	\$ 257,034	25%	Engineering Award Signed in May
Information Technology	\$ 414,350	\$ 24,156	\$ (390,194)	\$ 414,350	6%	Waiting on Vehicle Camera System Procurement
		\$ -	\$ -			
<b>Total Expenditure</b>	<b>\$ 6,688,345</b>	<b>\$ 5,435,995</b>	<b>\$ (1,252,350)</b>	<b>\$ 6,688,345</b>	<b>81%</b>	
	\$ -	\$ (496,332)	\$ (496,332)	\$ -		

**JAUNT, Inc.**  
**Balance Sheet Summary**

	<u>6/30/2025</u>	<u>6/30/2024</u>
<b>Assets</b>		
Cash and Cash Equivalents	\$ 10,094,488.72	\$ 8,538,918.46
Receivables, Net of Allowances	3,638.27	12,586.95
Due From Other Governmental Units	1,401,208.97	1,447,536.22
Prepaid Items	124,268.71	94,529.17
Capital Assets	6,266,993.23	6,266,993.23
<b>Total Assets</b>	<b><u>\$ 17,890,597.90</u></b>	<b><u>\$ 16,360,564.03</u></b>
Accounts Payable	\$ 1,495,614.57	\$ 785,408.44
Accrued Payroll & Related Liabilities	145,232.88	493,412.28
Lease Liability	69,956.08	69,956.08
Deferred Revenue	-	1,550.36
<b>Total Liabilities</b>	<b><u>1,710,803.53</u></b>	<b><u>1,350,327.16</u></b>
<b>Fund Balance/Net Position</b>		
JAUNT Inc. Stock	16.00	16.00
Fund Balance:		
Nonspendable:		
Prepaid Items	124,268.71	94,529.17
Committed:		
Rainy Day	3,000,000.00	3,000,000.00
Capital Reserve	1,965,808.00	1,965,808.00
Unassigned	5,065,470.12	3,925,652.16
Total Fund Balance	<u>10,155,546.83</u>	<u>8,985,989.33</u>
Total Equity	<u>10,155,562.83</u>	<u>8,986,005.33</u>
<b>Total Liabilities and Equity</b>	<b><u>\$ 11,866,366.36</u></b>	<b><u>\$ 10,336,332.49</u></b>
Net Position:		
Investment in Capital Assets	6,197,037.15	6,197,037.15
Unrestricted	9,982,741.22	8,813,183.72
Total Net Position	<u>16,179,778.37</u>	<u>15,010,220.87</u>
Total Net Position and Equity	<u>16,179,794.37</u>	<u>15,010,236.87</u>
<b>Total Liabilities and Net Position</b>	<b><u>\$ 17,890,597.90</u></b>	<b><u>\$ 16,360,564.03</u></b>



## Jaunt, Inc.

### Statement of Cash Flow for Month Ended June 30, 2025

#### Cash Flow from Operations for June 2025

Local Match	\$ 1,064,393.75
DRPT Receipts	965,940
CAT Receipts	-
Agency Receipts	1,328
Other Receipts	7,171
Transfer from Investment Account	-
Payroll	(569,503)
Transfer to Investment Account	-
Capital Payments	(156,887)
Other Payments	<u>(1,188,844)</u>
Total Cash Flow from Operations	123,598

#### Cash Flow from Investing for June 2025

Interest	23,274
Transfer from Operating Account	-
Transfer to Operating Account	<u>-</u>
Total Cash Flow from Investing	23,274

Net Change in Cash 146,873

Beginning Cash Balance 6/1/2025 9,934,626

Ending Cash Balance 6/30/2025 \$ 10,081,499

Days of Cash on Hand	315.70
Months of Cash on Hand	10.52

## **Jaunt Safety Report May 2025**

### **Preventable Vehicle Accident(s): 2**

5/3/2025 – Operator hit a low-lying tree branch causing significant damage to Jaunt vehicle

5/16/2025 – Operator drove under an underpass that was too low for a Jaunt vehicle

### **Non-Preventable Vehicle Accident(s): 4**

5/13/2025 – Operator was coming to a stop when a car backed out of a parking space and struck the Jaunt bus

5/22/2025 – Operator was driving around a curve when the mirror of a Ford truck driving in the opposite direction struck the Jaunt bus mirror

### **Customer Related Incident(s): 2**

5/9/2025 – Operator was getting the rollator when a client who was waiting outside of the Jaunt bus fell

5/19/2025 – Operator had assisted a client off of the bus and once the operator got back onto the Jaunt bus they noticed that the client had fallen down

### **Staff Related Incident(s): 0**

Jaunt traveled 112,156 revenue miles and had 2 preventable accidents from 5/1/2025 to 5/31/2025. Jaunt has a goal of less than 1 preventable Accident for every 100,000 miles driven. Jaunt has had 20 preventable accidents since 7/1/2024 and recorded 1,231,460 total revenue travel miles.

### **Safety Concerns Shared and Investigated: 0**

There were no safety concerns reported in the month of May 2025

### **Site Visits:**

There were 4 site visits for the month of May 2025

### **National Transit Database Reporting: 1**

There was 1 reportable safety event for the month of May 2025

## **Jaunt Safety Report June 2025**

### **Preventable Vehicle Accident(s): 1**

6/3/2025 – Operator hit a tree causing damage to the top of the Jaunt bus

### **Non-Preventable Vehicle Accident(s): 3**

6/6/2025 – Operator was making a right turn when a city bus contacted the back of the Jaunt bus

6/10/2025 – Operator was making a left turn at a stop sign and was struck by another vehicle

6/16/2025 – Operator was parked at bus stop waiting on clients to board the bus when another bus pulled up to pick up passengers, while pulling off their bike rack hit the back bumper of the Jaunt bus

### **Customer Related Incident(s): 2**

6/2/2025 – Client was distracted and took a misstep, causing them to fall, the operator offered assistance but the client declined

6/3/2025 – Operator assisted a client to her apartment and went back to bus, when getting back on the Jaunt bus the operator noticed that the client has fallen, the operator assisted the client and called rescue

### **Staff Related Incident(s): 0**

Jaunt traveled 106,090 revenue miles and had 1 preventable accident from 6/1/2025 to 6/30/2025. Jaunt has a goal of less than 1 preventable Accident for every 100,000 miles driven. Jaunt has had 21 preventable accidents since 7/1/2024 and recorded 1,337,550 total revenue travel miles.

### **Safety Concerns Shared and Investigated: 0**

There were no safety concerns reported in the month of June 2025

### **Site Visits:**

There were no site visits for the month of June 2025

### **National Transit Database Reporting: 1**

There was 1 reportable safety event for the month of June 2025

## Jaunt Board of Directors Meeting

August 13, 2025, 10 AM

This service report includes May and June 2025 data, the last two month of fiscal year 2025. Both month saw a decrease in ridership from a high in April.

The two columns to the right show a comparison of the average monthly for all of FY24 to Year-to-Date average monthly for FY25, followed by a percent change column.

Jaunt Performance Statistics		2024							2025						Avg FY24	Avg FY25	Pct Diff
Reporting Category		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June			
ADA	Passengers	7,906	8,406	8,351	8,144	9,332	8,172	7,537	7,577	7,209	8,311	8,463	7,950	7,727	8,517	8,098	-4.9%
	Revenue Hours	3,409	3,710	3,519	3,454	3,762	3,437	3,249	3,258	2,872	3,214	3,156	3,173	3,041	3,353	3,320	-1.0%
	Revenue Miles	35,484	38,032	37,350	36,745	40,627	36,950	33,474	33,587	31,073	35,948	36,278	36,171	34,659	35,974	35,908	-0.2%
Demand Response	Passengers	5,709	6,502	6,682	6,149	7,001	5,722	5,653	5,314	4,982	6,354	6,822	6,361	5,834	5,991	6,115	2.1%
	Revenue Hours	2,852	3,253	3,254	3,030	3,362	2,814	2,849	2,725	2,470	3,022	3,202	3,036	2,824	2,939	2,987	1.6%
	Revenue Miles	54,990	61,901	62,328	55,354	62,270	52,711	52,172	48,299	45,677	57,036	62,302	58,090	54,758	55,893	56,075	0.3%
Agency Trips (Public)	Passengers	228	249	266	193	201	166	134	50	20	19	27	60	28	486	118	-75.8%
	Revenue Hours	74	65	78	73	85	68	53	19	8	8	12	22	13	133	42	-68.3%
	Revenue Miles	1,264	1,145	1,337	1,283	1,466	1,224	903	229	120	112	156	336	251	2,398	714	-70.2%
Agency Trips (Exclusive Use)	Passengers	-	-	141	110	302	59	260	959	212	805	150	219	40	-	271	na
	Revenue Hours	-	-	9	8	16	6	14	40	15	31	6	10	4	-	13	na
	Revenue Miles	-	-	243	255	360	162	273	648	315	640	108	333	68	-	284	na
N/A	Passengers	29	72	482	133	177	139	148	198	224	241	207	159	159	89	195	118.6%
	Revenue Hours	15	39	73	78	86	66	71	101	96	92	86	75	79	38	79	107.0%
	Revenue Miles	198	507	776	922	1,171	886	846	1,203	1,077	1,080	1,062	910	954	488	950	94.5%
Connect 29 North	Passengers	1,295	1,583	1,603	1,592	1,840	1,294	1,111	1,387	1,376	1,471	1,685	1,665	1,593	1,392	1,517	9.0%
	Revenue Hours	136	159	165	160	173	146	146	156	133	154	167	150	145	141	155	9.7%
	Revenue Miles	2,201	2,443	2,485	2,213	2,486	2,025	2,098	2,247	1,932	2,286	2,479	2,266	2,244	2,232	2,267	1.6%
Connect Buckingham	Passengers	964	1,100	1,032	980	1,184	900	904	1,115	991	1,073	1,090	1,201	1,100	894	1,056	18.1%
	Revenue Hours	131	155	154	145	157	132	138	128	120	140	144	137	131	144	140	-2.8%
	Revenue Miles	3,726	4,315	4,243	3,796	4,077	3,424	3,452	3,383	3,195	3,735	3,895	3,820	3,663	4,054	3,750	-7.5%
Connect Crozet	Passengers	1,482	1,863	2,019	2,050	2,516	2,052	1,804	2,391	2,276	2,252	2,393	2,397	1,974	1,368	2,166	58.3%
	Revenue Hours	414	483	473	451	494	409	406	420	378	441	458	441	427	434	440	1.5%
	Revenue Miles	9,280	10,639	10,741	12,303	10,697	9,211	9,159	9,500	8,301	9,972	10,456	10,032	9,154	9,547	10,014	4.9%
Connect Lovington	Passengers	440	384	298	323	388	307	258	372	373	347	362	382	359	356	346	-2.7%
	Revenue Hours	53	68	64	62	69	53	53	54	47	57	62	60	58	52	59	13.7%
	Revenue Miles	1,270	1,481	1,482	1,257	1,569	1,293	1,290	1,289	1,222	1,424	1,503	1,441	1,361	1,416	1,384	-2.2%

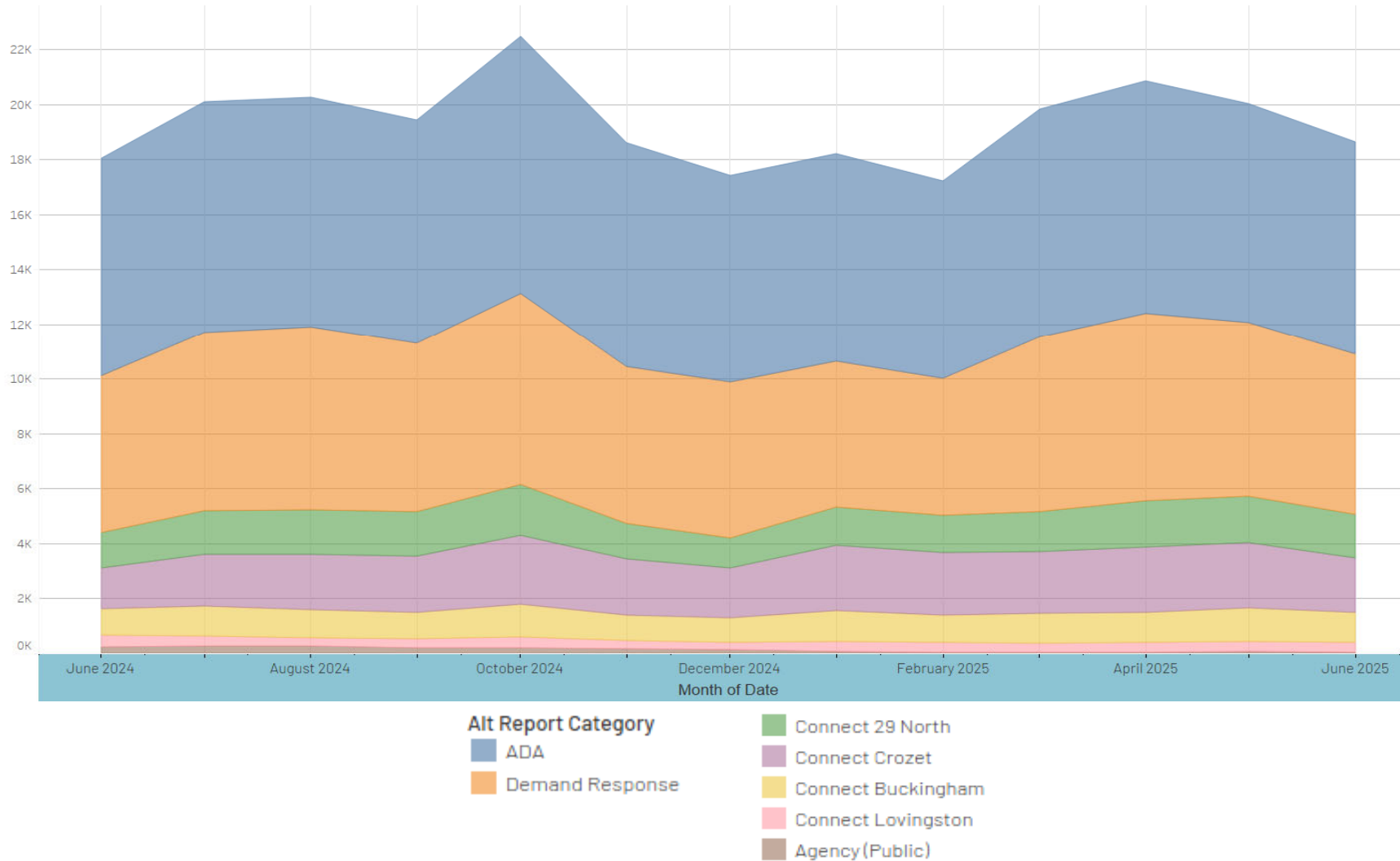
Metric	FY23 Monthly Avg	FY24 Monthly Avg	FY245 Monthly Avg	FY24-FY25 Diff
UPT	19,848	19,004	19,415	2.2%
VRH	7,656	7,195	7,143	-0.7%
VRM	120,025	111,513	110,111	-1.3%

Note, excludes NA and Agency Exclusive Use trips



This area chart that visualizes Jaunt Performance Statistics in the previous table, but only for UPT (Unlinked Passenger Trips). Percentage of total passenger trips for FY25 final is as follows: **ADA 41%, Demand Response 31%, Agency Public 1%, Agency Exclusive 1%, NA 1%, and Commuter Bus 26%**. DR is 72% and CB is 26% of total ridership. The percentage of Revenue Hours by service is: **ADA 46%, Demand Response 41%, Agency Public 1%, Agency Exclusive 0%, and Commuter Bus 11%** of total revenue hours.

Jaunt Service Performance - UPT Area Chart



Albemarle Statistics		2024							2025						Avg All FY24	Avg YTD FY25	Pct Diff
Reporting Category		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June			
ADA	Passengers	3,839	4,067	4,045	3,997	4,539	3,856	3,488	3,726	3,441	4,038	4,015	3,861	3,759	4,207	3,903	-7.2%
	Revenue Hours	1,692	1,849	1,758	1,740	1,915	1,687	1,570	1,690	1,465	1,652	1,561	1,622	1,554	1,694	1,672	-1.3%
	Revenue Miles	18,724	20,020	19,779	19,665	21,813	19,341	17,225	18,338	16,504	19,431	19,078	19,484	18,618	19,391	19,108	-1.5%
Demand Response	Passengers	2,225	2,585	2,582	2,279	2,657	2,080	2,109	1,933	1,955	2,453	2,606	2,521	2,211	2,194	2,331	6.2%
	Revenue Hours	1,050	1,197	1,183	1,072	1,222	1,011	1,037	944	890	1,102	1,159	1,134	1,025	1,035	1,081	4.5%
	Revenue Miles	19,342	21,683	21,618	19,413	22,583	18,399	18,202	17,179	16,510	20,506	22,114	21,136	19,672	18,883	19,918	5.5%
Connect 29 North	Passengers	1,295	1,583	1,603	1,592	1,840	1,294	1,111	1,387	1,376	1,471	1,685	1,665	1,593	1,392	1,517	9.0%
	Revenue Hours	136	159	165	160	173	146	146	156	133	154	167	150	145	141	155	9.7%
	Revenue Miles	2,201	2,443	2,485	2,213	2,486	2,025	2,098	2,247	1,932	2,286	2,479	2,266	2,244	2,232	2,267	1.6%
Connect Crozet	Passengers	1,482	1,863	2,019	2,050	2,516	2,052	1,804	2,391	2,276	2,252	2,393	2,397	1,974	1,368	2,166	58.3%
	Revenue Hours	414	483	473	451	494	409	406	420	378	441	458	441	427	434	440	1.5%
	Revenue Miles	9,280	10,639	10,741	12,303	10,697	9,211	9,159	9,500	8,301	9,972	10,456	10,032	9,154	9,547	10,014	4.9%

Buckingham Statistics		2024							2025						Avg All FY24	Avg YTD FY25	Pct Diff
Reporting Category		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June			
Connect Buckingham	Passengers	964	1,125	1,092	1,017	1,207	922	925	1,125	991	1,073	1,090	1,201	1,100	894	1,072	19.9%
	Revenue Hours	131	155	154	145	157	132	138	128	120	140	144	137	131	144	140	-2.8%
	Revenue Miles	3,726	4,315	4,243	3,796	4,077	3,424	3,452	3,383	3,195	3,735	3,895	3,820	3,663	4,054	3,750	-7.5%

Charlottesville Statistics		2024							2025						Avg All FY24	Avg YTD FY25	Pct Diff
Reporting Category		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June			
ADA	Passengers	4,067	4,339	4,306	4,147	4,793	4,316	4,049	3,851	3,768	4,273	4,448	4,089	3,968	4,310	4,196	-2.6%
	Revenue Hours	1,705	1,845	1,746	1,699	1,836	1,735	1,664	1,563	1,406	1,562	1,595	1,548	1,487	1,634	1,641	0.4%
	Revenue Miles	16,760	18,012	17,572	17,080	18,814	17,608	16,248	15,249	14,569	16,517	17,200	16,687	16,041	16,583	16,800	1.3%
Demand Response	Passengers	212	211	256	236	288	211	219	126	103	142	132	127	160	189	184	-2.3%
	Revenue Hours	96	103	114	92	113	98	87	66	45	66	50	46	62	83	79	-5.2%
	Revenue Miles	1,462	1,613	1,767	1,322	1,669	1,533	1,203	1,004	688	939	684	678	1,009	1,261	1,176	-6.8%



Fluvanna Statistics		2024							2025						Avg All FY24	Avg YTD FY25	Pct Diff
Reporting Category		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June			
Demand Response	Passengers	237	322	286	290	343	276	321	325	263	286	366	326	254	289	305	5.3%
	Revenue Hours	118	139	145	134	166	131	161	148	135	147	188	175	148	124	151	22.0%
	Revenue Miles	2,545	2,945	3,081	2,827	3,495	2,761	3,666	3,199	3,061	3,169	4,344	3,866	3,513	2,588	3,327	28.6%

Greene Statistics		2024							2025						Avg All FY24	Avg YTD FY25	Pct Diff
Reporting Category		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June			
Demand Response	Passengers	1,223	1,433	1,432	1,404	1,590	1,272	1,205	1,368	1,110	1,419	1,621	1,432	1,314	1,449	1,383	-4.5%
	Revenue Hours	625	717	664	655	725	539	532	646	487	596	649	592	550	691	613	-11.3%
	Revenue Miles	9,844	11,285	11,062	10,223	11,323	8,593	8,468	9,052	7,707	9,811	11,012	9,486	8,871	10,663	9,741	-8.6%

Louisa Statistics		2024							2025						Avg All FY24	Avg YTD FY25	Pct Diff
Reporting Category		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June			
Demand Response	Passengers	1,694	1,833	1,982	1,804	1,977	1,630	1,668	1,469	1,425	1,875	1,918	1,775	1,721	1,732	1,756	1.4%
	Revenue Hours	888	1,022	1,070	1,003	1,054	918	966	865	850	1,027	1,073	1,007	941	923	983	6.5%
	Revenue Miles	19,957	22,447	22,782	19,716	21,237	18,658	18,894	16,470	16,156	20,598	22,304	21,276	19,763	20,612	20,025	-2.8%

Nelson Statistics		2024							2025						Avg All FY24	Avg YTD FY25	Pct Diff
Reporting Category		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June			
Demand Response	Passengers	118	118	144	136	146	188	131	93	126	179	179	180	174	139	150	7.9%
	Revenue Hours	71	73	73	72	79	84	66	55	63	85	83	82	98	71	76	6.6%
	Revenue Miles	1,839	1,928	2,017	1,854	1,963	2,191	1,739	1,395	1,556	2,014	1,844	1,647	1,930	1,885	1,840	-2.4%
Connect Lovington	Passengers	440	384	298	323	388	307	258	372	373	347	362	382	359	356	346	-2.7%
	Revenue Hours	56	68	64	62	69	53	53	54	47	57	62	60	58	54	59	10.0%
	Revenue Miles	1,270	1,481	1,482	1,257	1,569	1,293	1,290	1,289	1,222	1,424	1,503	1,441	1,361	1,414	1,384	-2.1%

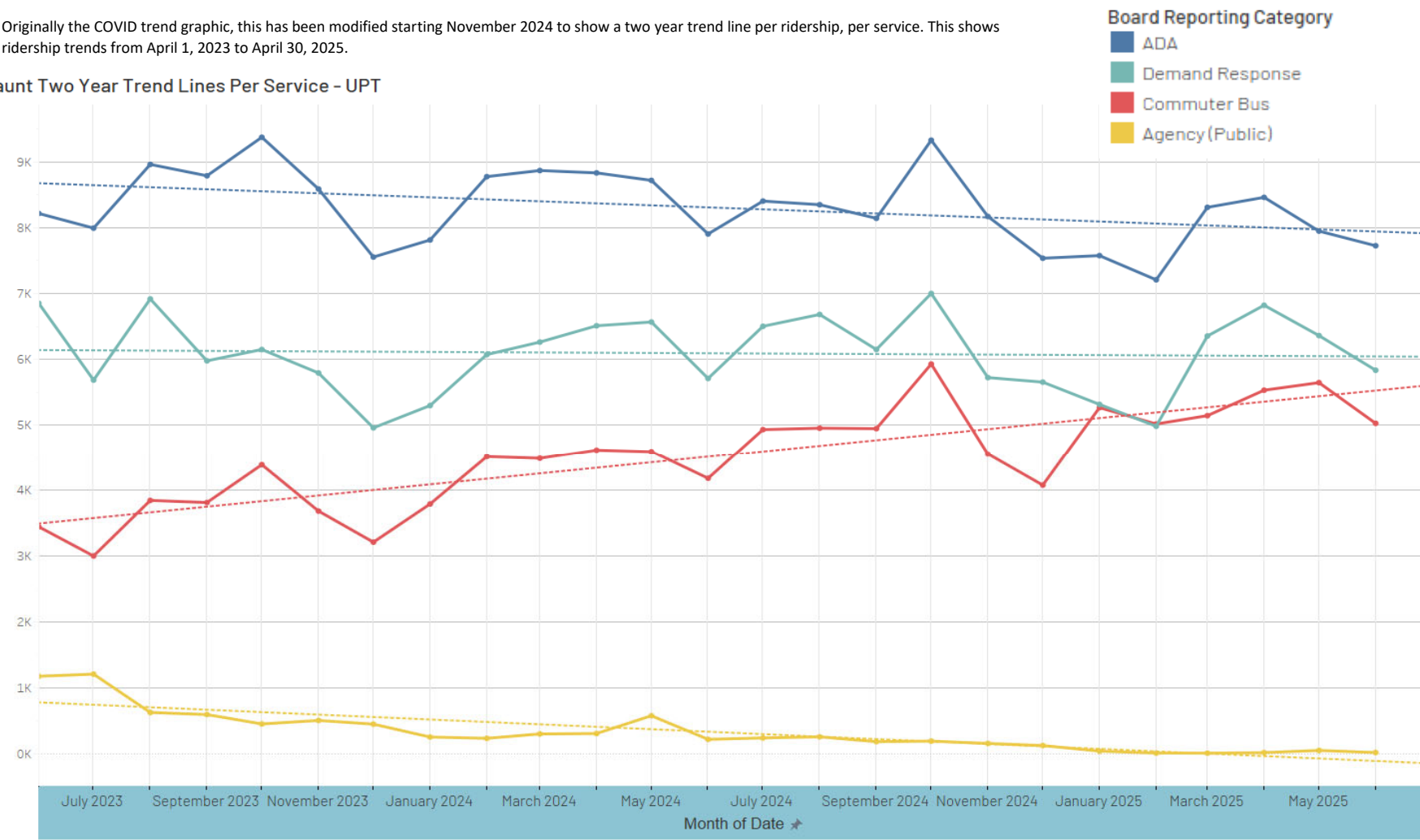


Jaunt Board of Directors Meeting

August 13, 2025, 10 AM

Originally the COVID trend graphic, this has been modified starting November 2024 to show a two year trend line per ridership, per service. This shows ridership trends from April 1, 2023 to April 30, 2025.

Jaunt Two Year Trend Lines Per Service - UPT





FY25 ADA Compliance Report - June 11, 2025 Board Meeting

Item	FY24	FY25												Average Monthly		Percent Difference
	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	FY24 Full	FY25 YTD	
ADA Unlinked Passenger Trips	7,906	8,406	8,351	8,144	9,332	8,172	7,537	7,577	7,209	8,311	8,463	7,950	7,727	8,517	8,098	-4.9%
All Demand Response UPT	13,843	15,157	15,299	14,596	16,554	14,060	13,324	12,941	12,211	14,684	15,312	14,371	13,589	14,994	14,342	-4.3%
ADA Revenue Miles	35,484	38,032	37,350	36,745	40,627	36,950	33,474	33,587	31,073	35,948	36,278	36,171	34,659	35,974	35,908	-0.2%
All Demand Response Revenue Miles ^	91,738	101,078	101,015	93,637	104,415	90,886	86,550	82,115	76,870	93,096	98,735	94,597	89,667	94,264	92,722	-1.6%
ADA Revenue Hours	2,926	3,318	3,332	3,110	3,449	2,881	2,902	2,743	2,478	3,030	3,214	3,058	2,837	3,303	3,029	-8.3%
All Demand Response Revenue Hours ^	6,335	7,028	6,851	6,564	7,211	6,318	6,151	6,001	5,350	6,244	6,370	6,231	5,878	6,424	6,350	-1.2%
ADA No Shows	178	201	215	207	243	226	233	286	263	251	244	238	237	268	237	-11.7%
All Demand Responses No Shows	389	409	449	385	473	415	442	486	469	482	445	424	408	503	441	-12.4%
ADA Missed Trips	3	6	2	3	3	4	1	3	6	3	3	1	2	7	3	-54.9%
All Demand Responses Missed Trips	5	8	9	4	6	9	4	5	8	5	6	5	4	15	6	-59.7%
ADA Denials	0	0	0	0	0	0	0	0	0	0	0	0	0	4.6	0.0	-100.0%
All Demand Responses Denials	31	31	62	40	71	40	23	32	37	29	46	26	53	92	41	-55.5%
ADA On Time Performance	91%	92%	94%	92%	91%	91%	91%	91%	89%	91%	87%	0%	0%	91%	76%	-17.0%
All Demand Responses OTP	90%	92%	93%	93%	91%	90%	91%	91%	89%	91%	88%	0%	0%	90%	76%	-15.6%
ADA Passenger Complaints	0	0	0	0	0	0	0	0	0	0	0	0	0	0.1	0.0	-100.0%
ADA Lifts Determined Inoperable	0	1	0	0	0	0	0	0	0	0	0	0	0	0.3	0.1	-66.7%
ADA Passenger Incidents/Accidents	1	0	1	0	1	0	2	0	2	2	0	0	0	0.4	0.7	60.0%
ADA Vehicle Accidents	0	0	0	0	2	5	0	2	2	1	5	0	0	0.3	1.4	466.7%
Excessively Long ADA Trips	17	29	18	21	32	19	42	10	20	31	38	18	30	27	26	-3.4%
Demand Response Reservations Hold Times	1:38	2:26	3:33	4:48	6:19	11:18	15:41	14:38	12:09	3:59	6:12	10:24	12:33	2:18	8:01	247.5%

^ DR Revenue Hours & Miles don't include NA trips, but does include Agency (Public) trips. NA trips are not reported to NTD/DRPT

YTD FY25	FY24	Metric
56%	57%	Percentage of ADA Trips of all Demand Response Trips
39%	38%	Percentage of ADA Revenue Miles of all Demand Response Revenue Miles
48%	51%	Percentage of ADA Revenue Hours of all Demand Response Revenue Hours
2.9%	3.2%	Percentage of ADA No Shows of all ADA Trips
3.1%	3.4%	Percentage of Demand Response No Shows of all Demand Response Trips
0.04%	0.08%	Percentage of ADA missed trips of all ADA Trips
0.04%	0.10%	Percentage of all Demand Response Missed Trips of all DR Trips
0.00%	0.05%	Percentage of ADA Denials of all ADA Trips
0.3%	0.6%	Percentage of Denials of all Demand Response Trips
76%	91%	Percentage of ADA trips that were on time of all ADA Trips
76%	90%	Percentage of Demand Response trips that were on time of all DR Trips
0.32%	0.31%	Percentage of Excessively long ADA trips of all ADA Trips made
8:01	2:18	Yearly Average Response Reservations Hold Times

Note: corrected data



## People

## Service

## Connection

### August 2025 CEO Report

Welcome to June! In July, we celebrated Les Thompson for his contributions as Jaunt's Employee of the Month. He was recognized by his colleagues for his positive outlook and the pride he takes in his work. In August we are honoring William Chambers. William is being celebrated for his strong work ethic and volunteering to help others. If you see Les or William, please share your thanks and congratulations. We have experienced a busy and productive summer. Join us on Wednesday 8/27 as we hold a Jaunt cookout and serve our employees lunch. There will be schedule changes in most localities for Labor Day on Monday 9/1.

The Board meeting this month has one significant action item, to accept the revised FY26 Budget now that State funding has been approved. You will recall that in June we endorsed the preliminary Budget. We now know that millions of additional dollars have been added in the form of approved capital projects. During new business we will conduct a brief refresher on the code of ethics and ask all Board members to sign and confirm their commitment for the upcoming year.

We have been adding to the strength of our team this summer. Tisha Jaudon has joined our team as the Senior Finance Manager. The next time you walk in the door at Jaunt you will most likely be greeted by Lizzie Shane, our new Office Manager. We have recently added two Road Supervisors to our team. Filling these vacancies is critical to supporting our operators. We are excited to welcome Sandy Levelle and Jermaine Butler in these roles. Recruitment continues for a senior level leader in operations. We have selected Osse Leandre to lead our efforts in Training and Safety. We expect Osse to move to Virginia and join the team in September. As you will hear in our August Board meeting, we have gained clarity on how a communications professional can help us advance our objectives. We will map out specific duties and begin recruitment this fall.

A few notes on activity during the past months. We working closely with Chaski Global to craft a strategy for communication, marketing, and design. You will be provided with an update on the strategy and branding at our Board Meeting. In addition, you will be

briefed on the next phases of our work as we have agreed to a scope of work for our next six months in this area. As I informed the Executive Committee, we have been bombarded with audit preparation since we last met. Preparations have consumed massive amounts of staff time. Much of this was driven by pent up demand from process delays during and post-COVID and due to Jaunt not being selected either at random or intentionally for a period of time after the cure letter. Regardless of the causes, we have or will have been a part of at least 6 audit processes leading up to and including August/September:

- A City audit process
- A 5307 audit process
- A 5311 audit process
- A VEC audit
- A DRPT Financial Compliance review
- Jaunt's FY25 Audit

I am happy to report that our results thus far have been very strong. I will advise the Board if there are any material findings. Many thanks to Janet, Missy, Jason, Mike and Corey who assisted me with the extensive preparations. Work continues with the State's Rural Strategy Advisory Group. Recent presentations have focused on cost drivers, useful life of capital assets, and changing demography in the State. I am happy to report that after two years of reduced service to Greene we have responded to community feedback and restored the midday link service.

#### FY 25-26 Strategic Goals Updates:

ADA Contract – We continue to await an update on a revised document from City staff and/or a date for the contract to be reviewed by the City Council.

CARTA – Based on the discussions at the July CARTA meeting the TJPDC staff is recommending dissolution of the Regional Transit Partnership effective 12/31/25. Charlottesville and Albemarle continue to study the potential funding sources to request authorization from the General Assembly in a future session.

Employee Performance and Development – We have reviewed job descriptions, and I have created a template for employee performance evaluations. The DRAFT CEO Evaluation template was presented to the Executive Committee at the June meeting.

Microtransit Pilot – Funding for the pilot was approved. We are able to implement a pilot strategy with ADA customers as a target population. We are awaiting a determination about the viability of a pilot in Greene County.

Scheduling Software – We received over \$1.5 million in the State budget for a refresh of all our software systems. We will participate in a procurement process with the Greater Lynchburg Transit Company to obtain on demand and demand response software. If we decide to seek new fixed route software we will need to engage in a separate selection process.

Looking ahead, many of our team members will be in Roanoke the week of 8/18 for the annual conference of the Community Transportation Association of Virginia. I have been invited by the City Manager to make a presentation to the City Council at their November 17<sup>th</sup> Council Work Session. We are currently exploring two new funding opportunities. In both cases we are engaged in discussion with DRPT and the TJPDC. The first considers expansion of service through a [Community Rides grant](#). The second is considering opportunities through 5310 funding to better serve elderly and disabled members of our community. I will update the Board on future efforts and results.

A quick note on some ways our values relate to ongoing work:

**PEOPLE:** We had some first-time riders who were confused about how our services worked. Delvante Meggett went out of his way to pick the clients up, pushed the rider up a very steep hill and took the time to patiently explain the pickups and drop-offs.

**SERVICE:** Juanita Bates-King was praised by Innisfree for going above and beyond picking up passengers. Jaunita is always making sure the clients are comfortable and is able to use her customer service skills to deescalate any situation.

**CONNECTION:** Kevin Custalow has selflessly changed his scheduled from being on Monday-Friday AM shift to working 2<sup>nd</sup> shift including every Saturday to cover for a coworker who is out on leave. He said he wants to make sure the operators having someone in dispatch to assist them.

As always thank you, you are appreciated!

Be well - Mike

# CODE OF ETHICS AND BUSINESS CONDUCT

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**July 10, 2024**

Adopted by Jaunt, Inc. Board of Directors

Next Review: July 2025



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# BUILD TRUST AND CREDIBILITY

The success of our business is dependent on the trust and confidence we earn from our employees, customers and shareholders. We gain credibility by adhering to our commitments, displaying honesty and integrity and reaching company goals solely through honorable conduct. It is easy to say what we must do, but the proof is in our actions. Ultimately, we will be judged on what we do.

When considering any action, it is wise to ask: will this build trust and credibility for Jaunt? Will it help create a working environment in which Jaunt can succeed over the long term? Is the commitment I am making one I can follow through with? The only way we will maximize trust and credibility is by answering “yes” to those questions and by working every day to build our trust and credibility.

# TRAINING AND LETTER TO STAFF

Annually, Jaunt’s president of the board, will send a letter to all staff covering ethical behavior in the workplace. In addition, Ethics training will occur at all levels of the organization to codify a culture of integrity and transparency. This will include a review of revised policies and procedures, reporting requirements for violations of Jaunt’s policies, and information about all available reporting resources.

# RESPECT FOR THE INDIVIDUAL

We all deserve to work in an environment where we are treated with dignity and respect. Jaunt is committed to creating such an environment because it brings out the full potential in each of us, which, in turn, contributes directly to our business success. We cannot afford to let anyone's talents go to waste.

Jaunt is an equal employment/affirmative action employer and is committed to providing a workplace that is free of discrimination of all types from abusive, offensive or harassing behavior. Any employee who feels harassed or discriminated against should report the incident to his or her manager or to human resources.

All Jaunt employees are also expected to support an inclusive workplace by adhering to the following conduct standards:

- Always treat others with dignity and respect.
- Address and report inappropriate behavior and comments that are discriminatory, harassing,

abusive, offensive or unwelcome.

- Foster teamwork and employee participation, encouraging the representation of different employee perspectives.
- Seek out insights from employees with different experiences, perspectives and backgrounds.
- Avoid slang or idioms that might not translate across cultures.
- Support flexible work arrangements for co-workers with different needs, abilities and/or obligations.
- Confront the decisions or behaviors of others that are based on conscious or unconscious biases.
- Be open-minded and listen when given constructive feedback regarding others' perception of your conduct.

Jaunt will not tolerate discrimination, harassment or any behavior or language that is abusive, offensive or unwelcome.

# CREATE A CULTURE OF OPEN AND HONEST COMMUNICATION

At Jaunt, everyone should feel comfortable speaking his or her mind, particularly with respect to ethics concerns. Managers have a responsibility to create an open and supportive environment where employees feel comfortable raising such questions. We all benefit tremendously when employees exercise their power to prevent mistakes or wrongdoing by asking the right questions at the right times.

Jaunt will investigate all reported instances of questionable or unethical behavior. In every instance where improper behavior is found to have occurred, the company will take appropriate action. We will not tolerate retaliation against employees who raise genuine ethics concerns in good faith.

For your information, Jaunt's whistleblower policy is as follows:

*A whistleblower is an employee who reports the illegal or wrongful activities of his or her employer*

*or refuses to participate in those illegal or wrongful activities. It is Jaunt's policy to protect whistleblowers from retaliation such as discharge or demotion when they report hazards, violations of laws, governmental fraud, waste or abuse or when they provide information to aid in an investigation of a violation, object to the violation, or refuse to participate in the violation. It should be noted that the employee is not eligible for protection if he or she knowingly provides false information.*

Employees are encouraged, in the first instance, to address such issues with their managers or the HR Department, as most problems can be resolved swiftly. If for any reason that is not possible or if an employee is not comfortable raising the issue with his or her manager or HR, Jaunt's Chief Executive Officer does operate with an open-door policy.



# SET TONE AT THE TOP

Management has the added responsibility for demonstrating, through their actions, the importance of this Code. In any business, ethical behavior does not simply happen; it is the product of clear and direct communication of behavioral expectations, modeled from the top and demonstrated by example. Again, ultimately, our actions are what matters.

To make our Code work, managers must be responsible for promptly addressing ethical questions or concerns raised by employees and for taking the appropriate steps to deal with such issues. Managers should not consider employees' ethics concerns as threats or challenges to their authority, but rather as another encouraged form of business communication. At Jaunt, we want the ethics dialogue to become a natural part of daily work.

# UPHOLD THE LAW

Jaunt's commitment to integrity begins with complying with laws, rules and regulations where we do business. Further, each of us must understand the company policies, laws, rules and regulations that apply to our specific roles. If we are unsure of whether a contemplated action is permitted by law or Jaunt policy, we should seek the advice from the resource expert. We are responsible for preventing violations of the law and for speaking up if we see possible violations.

# SELECTIVE DISCLOSURE

We will not selectively disclose (whether in one-on-one or small discussions, meetings, presentations, proposals or otherwise) any material nonpublic information with respect to Jaunt, its securities, business operations, plans, financial condition, results of operations or any development plan. We should be particularly vigilant when making presentations or proposals to customers to ensure that our presentations do not contain material nonpublic information.

# HEALTH AND SAFETY

Jaunt is dedicated to maintaining a healthy environment. A safety manual has been designed to educate you on safety in the workplace. If you do not have a copy of this manual, please see the HR department.

# AVOID CONFLICTS OF INTEREST

## CONFLICTS OF INTEREST

We must avoid any relationship or activity that might impair, or even appear to impair, our ability to make objective and fair decisions when performing our jobs. At times, we may be faced with situations where the business actions we take on behalf of Jaunt may conflict with our own personal or family interests. We owe a duty to Jaunt to advance its legitimate interests when the opportunity to do so arises. We must never use Jaunt property or information for personal gain or personally take for ourselves any opportunity that is discovered through our position with Jaunt.

### Here are some other ways in which conflicts of interest could arise:

1. Being employed (you or a close family member) by, or acting as a consultant to, a competitor or potential competitor, supplier or contractor, regardless of the nature of the employment, while you are employed with Jaunt.
2. Hiring or supervising family members or closely related persons.
3. Serving as a board member for an outside commercial company or organization.
4. Owning or having a substantial interest in a competitor, supplier or contractor.
5. Having a personal interest, financial interest or potential gain in any Jaunt transaction.
6. Placing company business with a firm owned or controlled by a Jaunt employee or his or her family.
7. Accepting gifts, discounts, favors or services from a customer/potential customer, competitor or supplier, unless equally available to all Jaunt employees.

Determining whether a conflict of interest exists is not always easy to do. Employees with a conflict of interest question should seek advice from management. Before engaging in any activity, transaction or relationship that might give rise to a conflict of interest, employees must seek review from their managers or the HR department

## GIFTS, GRATUITIES AND BUSINESS COURTESIES

We should avoid any actions that create a perception that favorable treatment of outside entities by Jaunt was sought, received or given in exchange for personal business courtesies. Business courtesies include gifts, gratuities, meals, refreshments, entertainment or other benefits from persons or companies with whom Jaunt does or may do business. We will neither give nor accept business courtesies that constitute, or could reasonably be perceived as constituting, unfair business inducements that would violate law, regulation or policies of Jaunt or customers, or would cause embarrassment or reflect negatively on Jaunt's reputation.

## ACCEPTING BUSINESS COURTESIES

Most business courtesies offered to us in the course of our employment are offered because of our positions at Jaunt. We should not feel any entitlement to accept and keep

a business courtesy. Although we may not use our position at Jaunt to obtain business courtesies, and we must never ask for them, we may accept unsolicited business courtesies that promote successful working relationships and good will with the firms that Jaunt maintains or may establish a business relationship with.

Employees who award contracts or who can influence the allocation of business, who create specifications that result in the placement of business or who participate in negotiation of contracts must be particularly careful to avoid actions that create the appearance of favoritism or that may adversely affect the company's reputation for impartiality and fair dealing. The prudent course is to refuse a courtesy from a supplier when Jaunt is involved in choosing or reconfirming a supplier or under circumstances that would create an impression that offering courtesy is the way to obtain Jaunt business.

## **MEALS, REFRESHMENTS AND ENTERTAINMENT**

We may accept occasional meals, refreshments, entertainment and similar business courtesies that are shared with the person who has offered to pay for the meal or entertainment, provided that:

- They are not inappropriately lavish or excessive.
- Courtesies are not frequent and do not reflect a pattern of frequent acceptance of courtesies from the same person or entity.
- Courtesy does not create the appearance of an attempt to influence business decisions, such as accepting courtesy or entertainment from a supplier whose contract is expiring soon.
- The employee accepting the business courtesy would not feel uncomfortable discussing the courtesy with his or her manager or co-worker or having the courtesy known by the public.

## **GIFTS**

Employees may accept unsolicited gifts, other than money, that conform to the reasonable ethical practices of the marketplace, including:

- Flowers, fruit baskets and other modest presents that commemorate a special occasion.
- Gifts of nominal value, such as calendars, pens, mugs, caps and t-shirts (or other novelty, advertising or promotional items).

Generally, employees may not accept compensation, honoraria or money of any amount from entities with whom Jaunt does or may do business. Tangible gifts (including tickets to a sporting or entertainment event) that have a market value greater than \$100 may not be accepted unless approval is obtained from management.

Employees with questions about accepting business courtesies should talk to their managers or the HR department.

## **OFFERING BUSINESS COURTESIES**

Any employee who offers a business courtesy must be assured that it cannot reasonably be interpreted as an attempt to gain an unfair business advantage or otherwise reflected negatively upon Jaunt. An employee may never use personal funds or resources to do something that cannot be done with Jaunt resources. Accounting for business courtesies must be done in accordance with approved company procedures.

# SET METRICS AND REPORT RESULTS ACCURATELY

## ACCURATE PUBLIC DISCLOSURES

We will make certain that all disclosures made in financial reports and public documents are full, fair, accurate, timely and understandable. This obligation applies to all employees, including all financial executives, with any responsibility for the preparation of such reports, including drafting, reviewing and signing or certifying the information contained therein. No business goal of any kind is ever an excuse for misrepresenting facts or falsifying records.

Employees should inform Executive Management and the HR department if they learn that information in any filing or public communication was untrue or misleading at the time it was made or if subsequent information would affect a similar future filing or public communication.

## CORPORATE RECORDKEEPING

We create, retain and dispose of our company records as part of our normal course of business in compliance with all Jaunt policies and guidelines, as well as all regulatory and legal requirements.

All corporate records must be true, accurate and complete, and company data must be promptly and accurately entered in our books in accordance with Jaunt's and other applicable accounting principles.

We must not improperly influence, manipulate or mislead any unauthorized audit, nor interfere with any auditor engaged to perform an internal independent audit of Jaunt books, records, processes or internal controls.

# PROMOTE SUBSTANCE OVER FORM

At times, we are all faced with decisions we would rather not have to make and issues we would prefer to avoid. Sometimes, we hope that if we avoid confronting a problem, it will simply go away.

At Jaunt, we must have the courage to tackle the tough decisions and make difficult choices, secure in the knowledge that Jaunt is committed to doing the right thing. At times this will mean doing more than simply what the law requires. Merely because we can pursue a course of action does not mean we should do so.

Although Jaunt's guiding principles cannot address every issue or provide answers to every dilemma, they can define the spirit in which we intend to do business and should guide us in our daily conduct.

## ACCOUNTABILITY

Each of us is responsible for knowing and adhering to the values and standards set forth in this Code and for raising questions if we are uncertain about company policy. If we are concerned whether the standards are being met or are aware of violations of the Code, we must contact the HR department.

Jaunt takes seriously the standards set forth in the Code, and violations are cause for disciplinary action up to and including termination of employment.

# BE LOYAL

## CONFIDENTIAL AND PROPRIETARY INFORMATION

Integral to Jaunt's business success is our protection of confidential company information, as well as nonpublic information entrusted to us by employees, customers and other business partners. Confidential and proprietary information includes such things as financial data, customer names/addresses or nonpublic information about other companies, including current or potential suppliers and vendors. We will not disclose confidential and nonpublic information without a valid business purpose and proper authorization.

## USE OF COMPANY RESOURCES

Company resources, including time, material, equipment and information, are provided for company business use. Nonetheless, occasional personal use is permissible if it does not affect job performance or cause a disruption to the workplace.

Employees and those who represent Jaunt are trusted to behave responsibly and use good judgment to conserve company resources. Managers are responsible for the resources assigned to their departments and are empowered to resolve issues concerning their proper use.

Generally, we will not use company equipment such as computers, copiers and fax machines in the

conduct of an outside business or in support of any religious, political or other outside daily activity, except for company-requested support to nonprofit organizations. We will not solicit contributions nor distribute non-work-related materials during work hours.

To protect the interests of the Jaunt network and our fellow employees, Jaunt reserves the right to monitor or review all data and information contained on an employee's company-issued computer or electronic device, the use of the Internet or Jaunt's intranet. We will not tolerate the use of company resources to create, access, store, print, solicit or send any materials that are harassing, threatening, abusive, sexually explicit or otherwise offensive or inappropriate.

Questions about the proper use of company resources should be directed to your manager.

## MEDIA INQUIRIES

Jaunt is a high-profile company in our community, and from time to time, employees may be approached by reporters and other members of the media. To ensure that we speak with one voice and provide accurate information about the company, we should direct all media inquiries to the Chief Executive Officer. No one may issue a press release without first consulting with the Chief Executive Officer.

# DO THE RIGHT THING

Several key questions can help identify situations that may be unethical, inappropriate or illegal. Ask yourself:

- Does what I am doing comply with the Jaunt guiding principles, Code of Conduct and company policies?
- Have I been asked to misrepresent information or deviate from normal procedure?
- Would I feel comfortable describing my decision at a staff meeting?
- How would it look if it made the headlines?
- Is this the right thing to do?
- Would I have a problem telling my co-workers, superiors, subordinates or stakeholders, partners, clients, coworkers, and the community in general what I am doing?

# INFORMATION AND RESOURCES

## **CHIEF EXECUTIVE OFFICER**

Mike Murphy

[murphym@ridejaunt.org](mailto:murphym@ridejaunt.org)

434-296-3184 x101

## **Chief PEOPLE and OPERATIONS**

Janet Jackson

[janetj@ridejaunt.org](mailto:janetj@ridejaunt.org)

434-296-3184 x102

## **CHIEF FINANCE and ADMINISTRATION**

Missy Corbin

[missyc@ridejaunt.org](mailto:missyc@ridejaunt.org)

434-296-3184 x103

**People****Service****Connection****Annual Ethics Message**

August 7, 2025

Dear Jaunt Team,

The success of our business is dependent on the trust and confidence we earn from our employees, customers, and shareholders. We gain credibility by adhering to our commitments, displaying honesty and integrity, and reaching company goals solely through honorable conduct.

At Jaunt, everyone should feel comfortable speaking his or her mind, particularly with respect to ethical concerns. Ethics are more than just compliance with laws. They are the expectations and standards of behavior that stakeholders, partners, clients, coworkers, and the community in general would find acceptable and proper when serving the public. We want the ethics dialogue to become a natural part of daily work. Each Jaunt employee needs to work in a manner reflecting the respect we hold for everyone.

These questions can help identify situations that may be unethical, inappropriate, or illegal:

- Does what I am doing comply with the Jaunt company policies?
- Have I been asked to misrepresent information or deviate from normal procedure?
- Would I feel comfortable describing my decision at a staff meeting?
- Is this the right thing to do?
- Does what I am doing feel in anyway inappropriate?
- Would I have a problem telling my co-workers, superiors, subordinates or stakeholders, partners, clients, coworkers, and the community in general what I am doing?

At Jaunt, everyone should feel comfortable speaking their mind, particularly regarding ethical concerns. Managers have a responsibility to create an open and supportive environment where employees feel comfortable raising such concerns. Everyone benefits when employees exercise their power to prevent mistakes or wrongdoing by asking the right questions at the right times. Your concerns could include hazards, violations of laws, governmental fraud, waste, or abuse. Any employee who reports a suspected violation in good faith will be protected from any form of retaliation for doing so. Concerns may be shared confidentially with Brad Burdette, Jaunt's Board President, or the Human Resources Department.

In closing, thank you for all you do to serve our community, and for your commitment to making Jaunt a place we can all feel safe, valued, and respected.

Respectfully,

  
Mike Murphy, CEO**Brad Burdette**  
Brad Burdette, Board President





# Community Survey SUMMARY

August 13, 2025  
Jaunt Board of Directors Meeting

 [www.ridejaunt.org](http://www.ridejaunt.org)

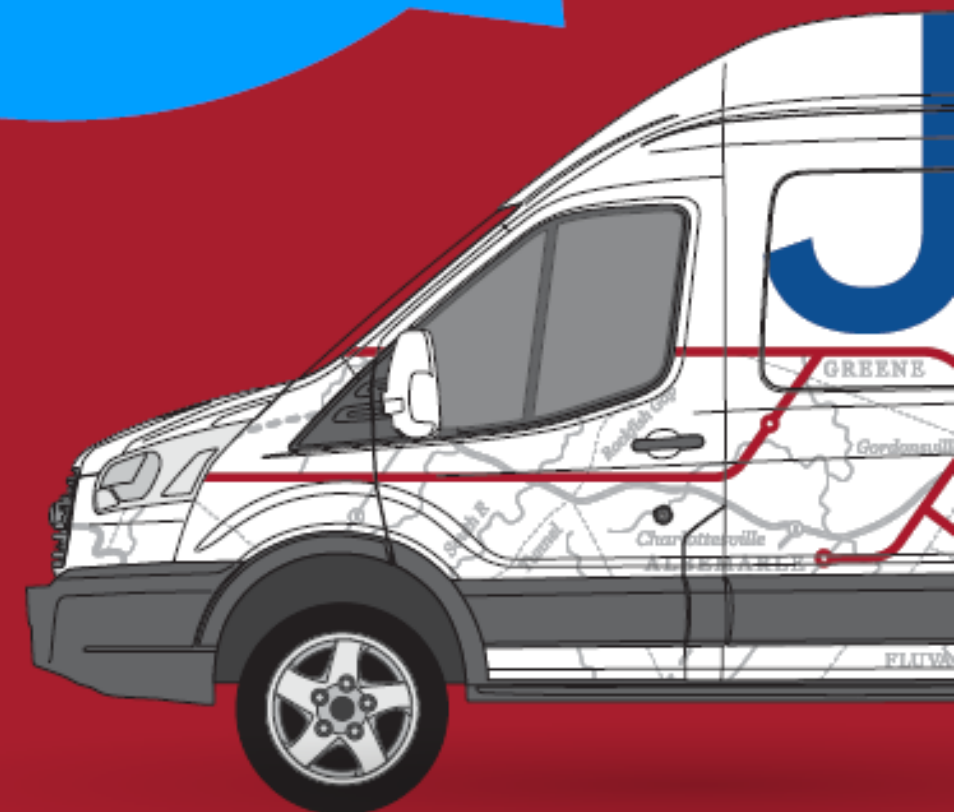
What do  
you  
think?

SCAN ME!



**Your feedback  
drives our  
future.**

Take a minute to complete  
the Jaunt survey and help us  
improve your ride—plus, enter  
to win one of 24 gift cards!



[go.ridejaunt.org/survey](http://go.ridejaunt.org/survey)

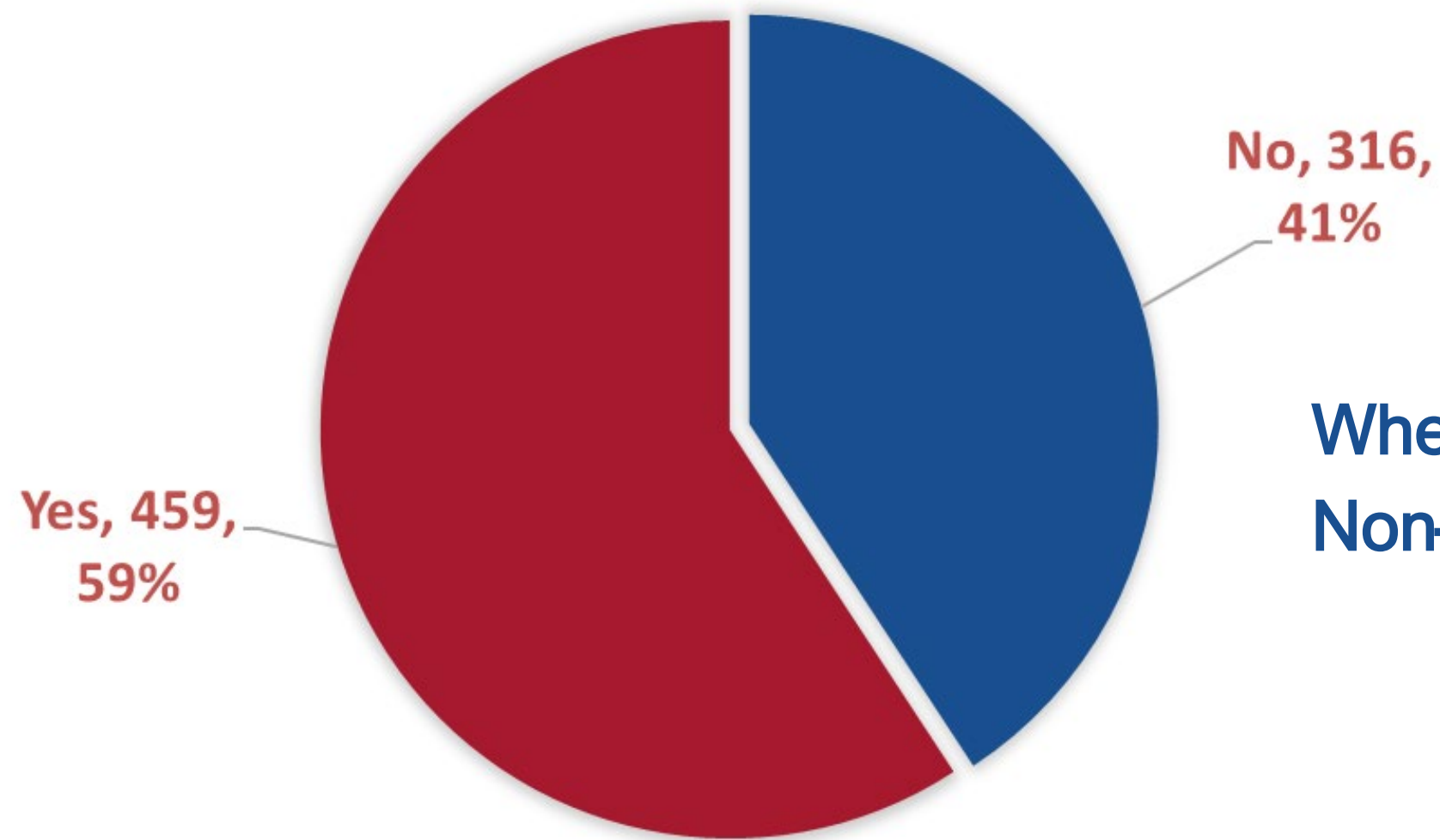


# Survey overview

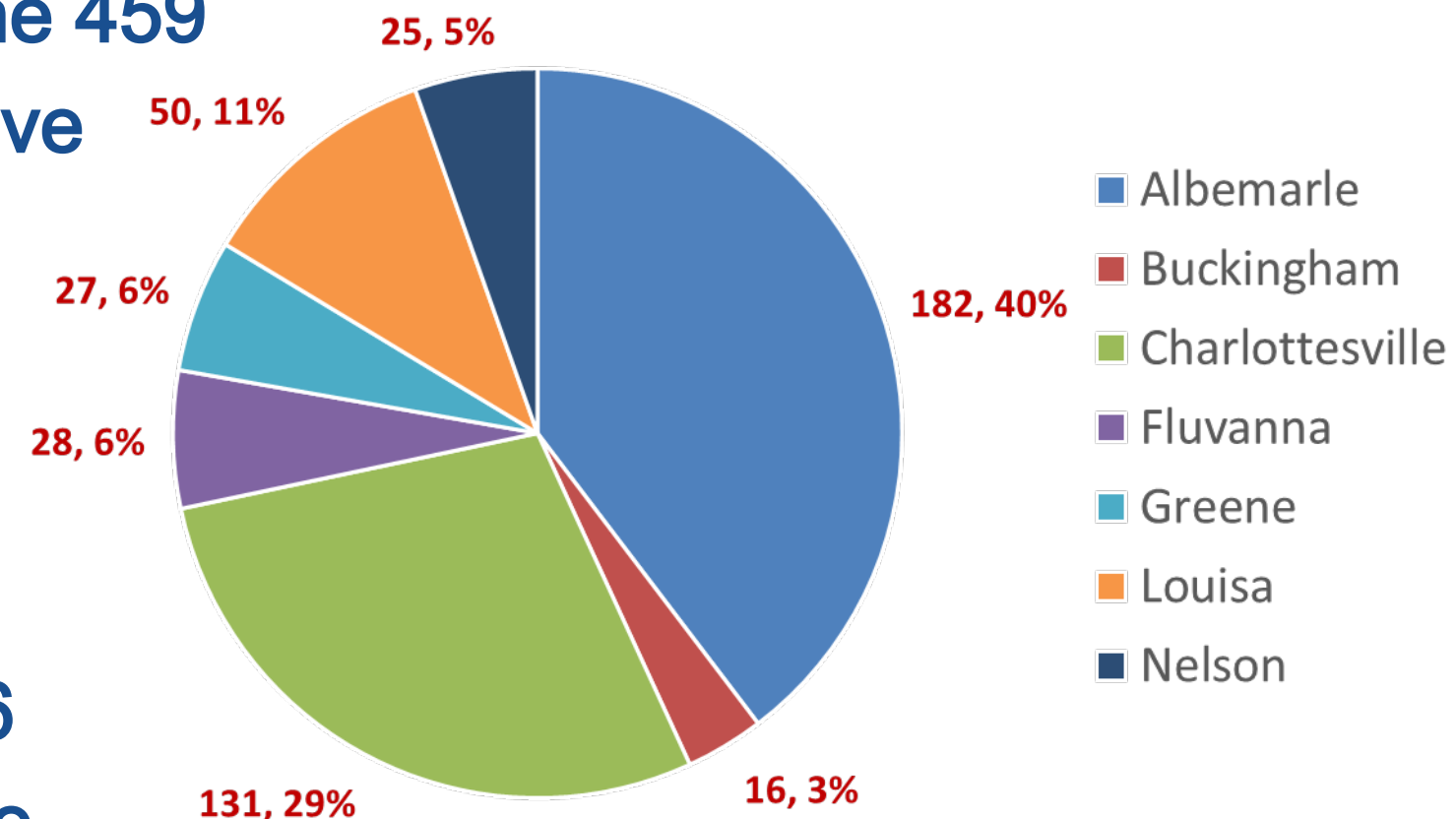
- Community Surveys are standard, due diligence and best practice in Transit.
- Jaunt was overdue for a rider/customer survey.
- Created a “branched” survey to identify
  - Riders vs Non-riders
  - Riders, Demand Response only
  - Riders, Demand Response and CONNECT
  - Riders, CONNECT only
- Deployment
  - June 2 – July 2, 2025, supported by many community partners
  - Paper copies and web, English and Spanish, QR codes in buses
  - 24 Gift Cards of \$25 randomly drawn
  - Contract support, Chaski – media, graphic assets, social, bot-scrubbing, translation
  - 775 responses (206 from paper)



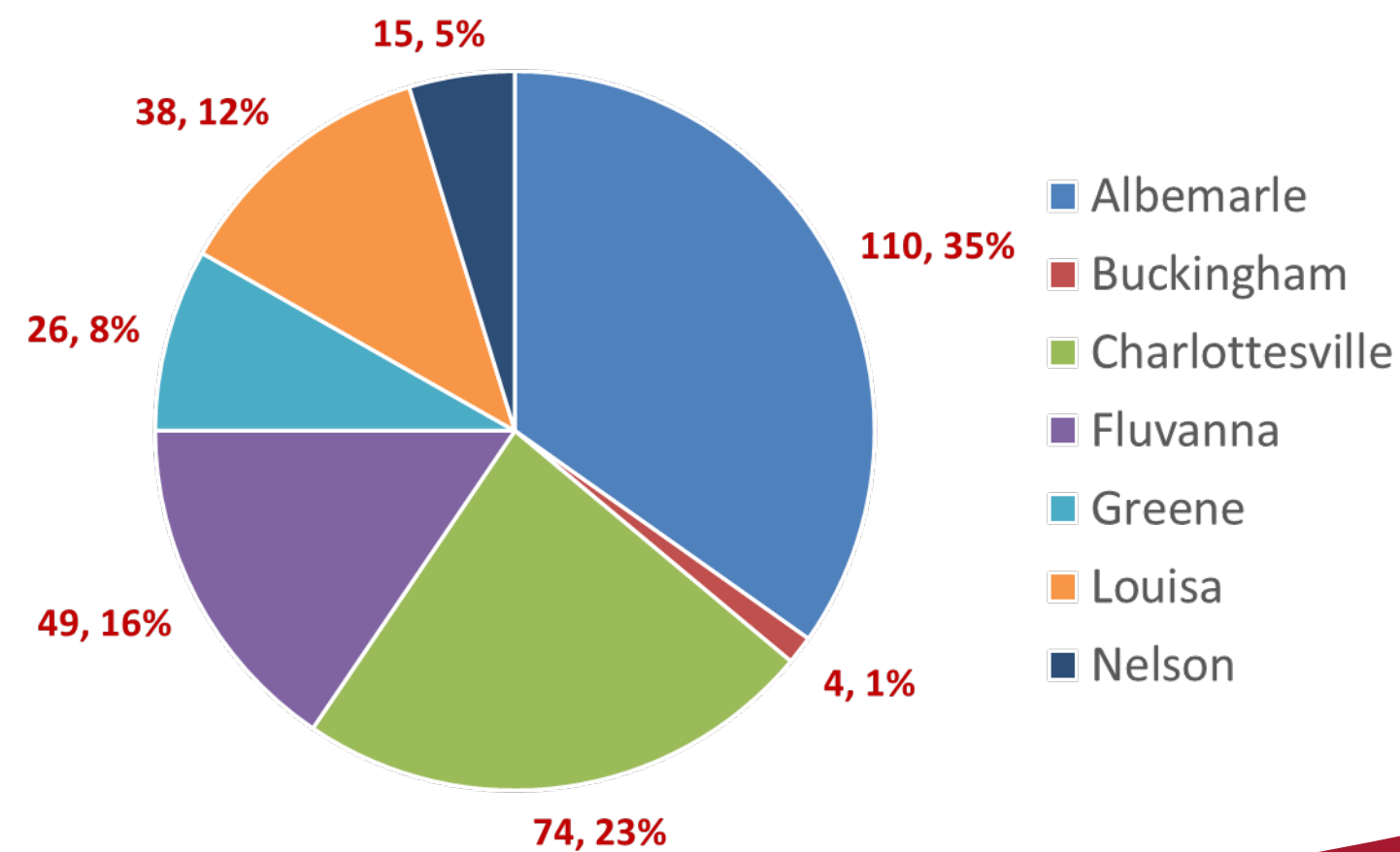
## Are you a current Jaunt Rider?

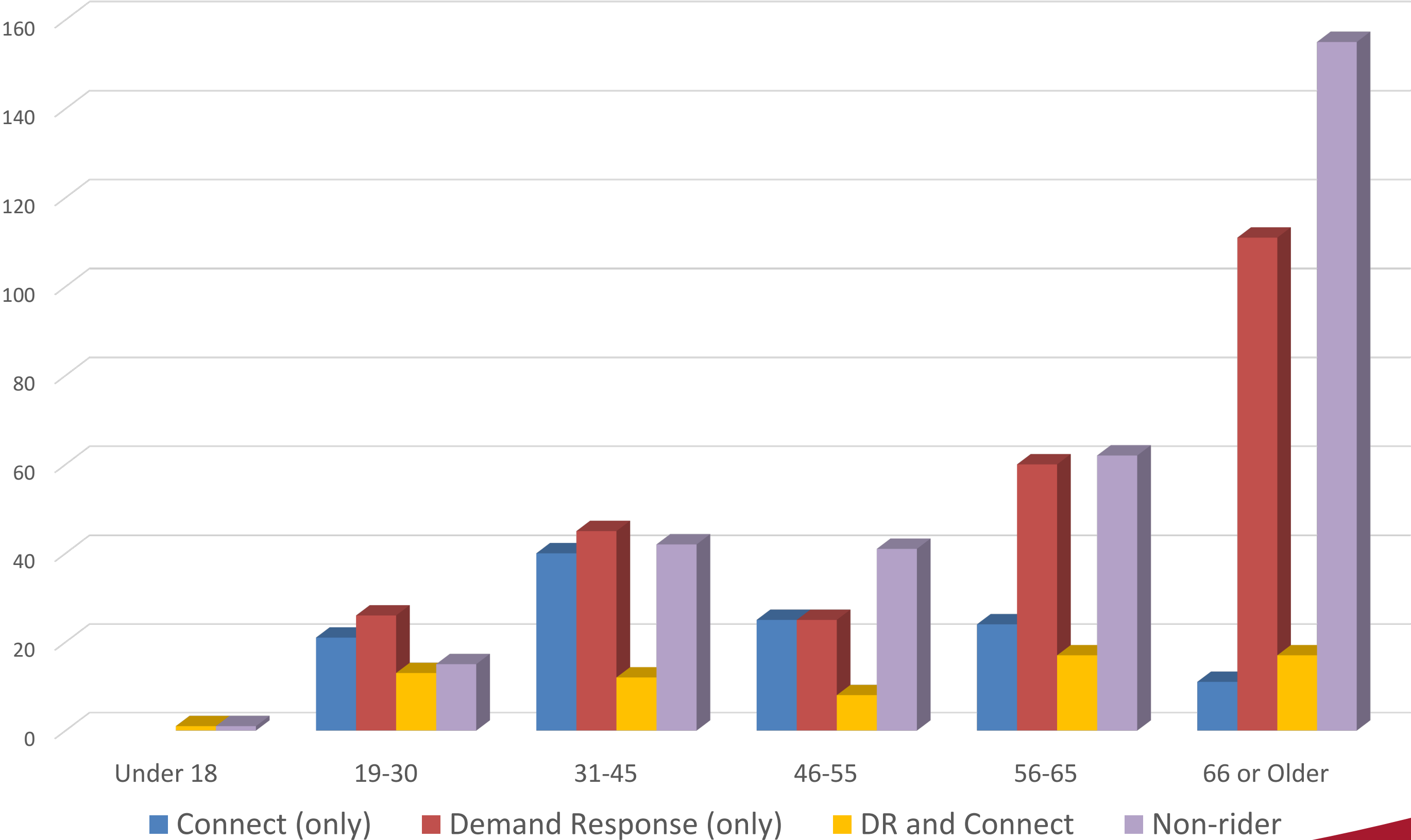


## Where the 459 Riders Live

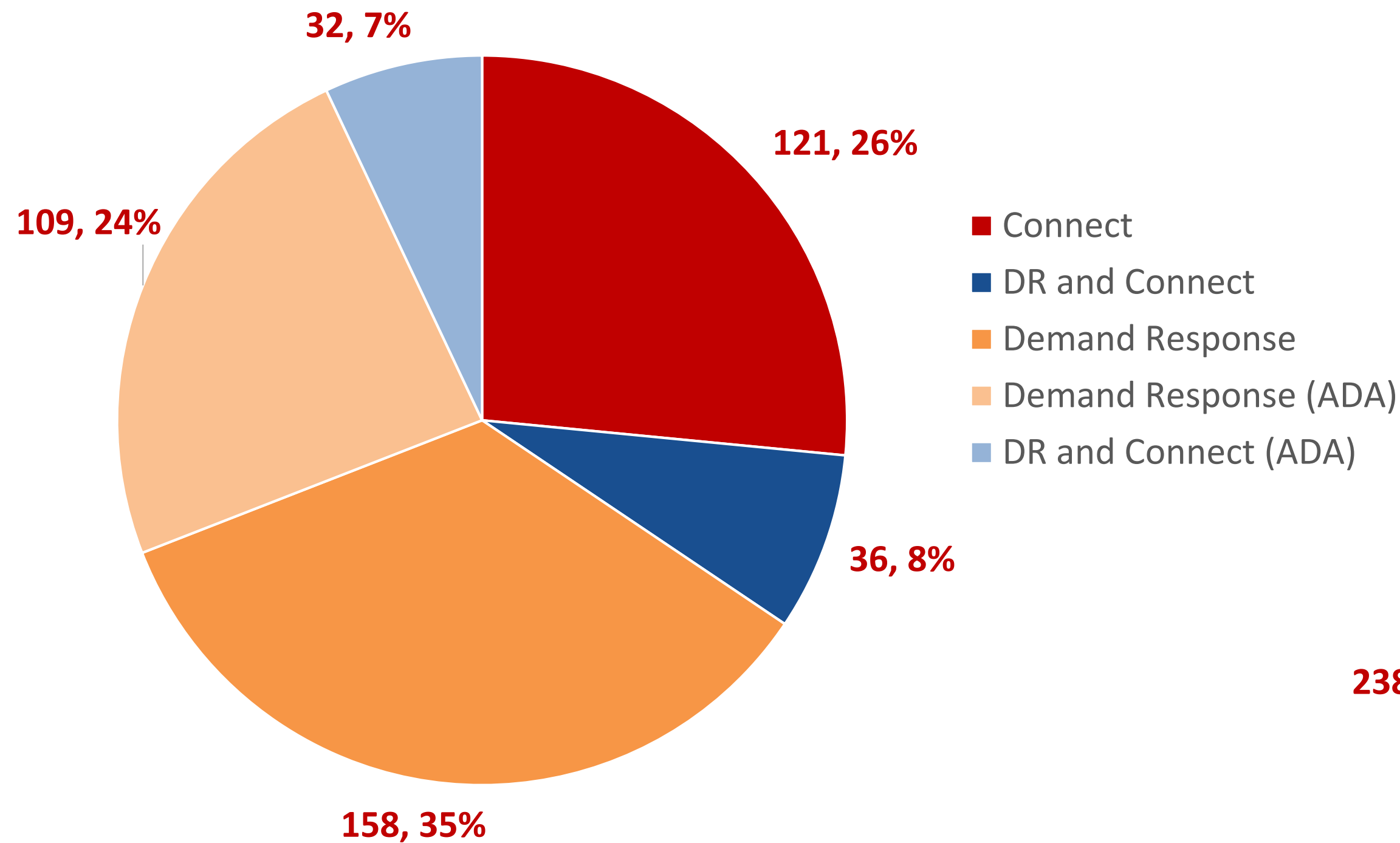


## Where the 316 Non-riders Live

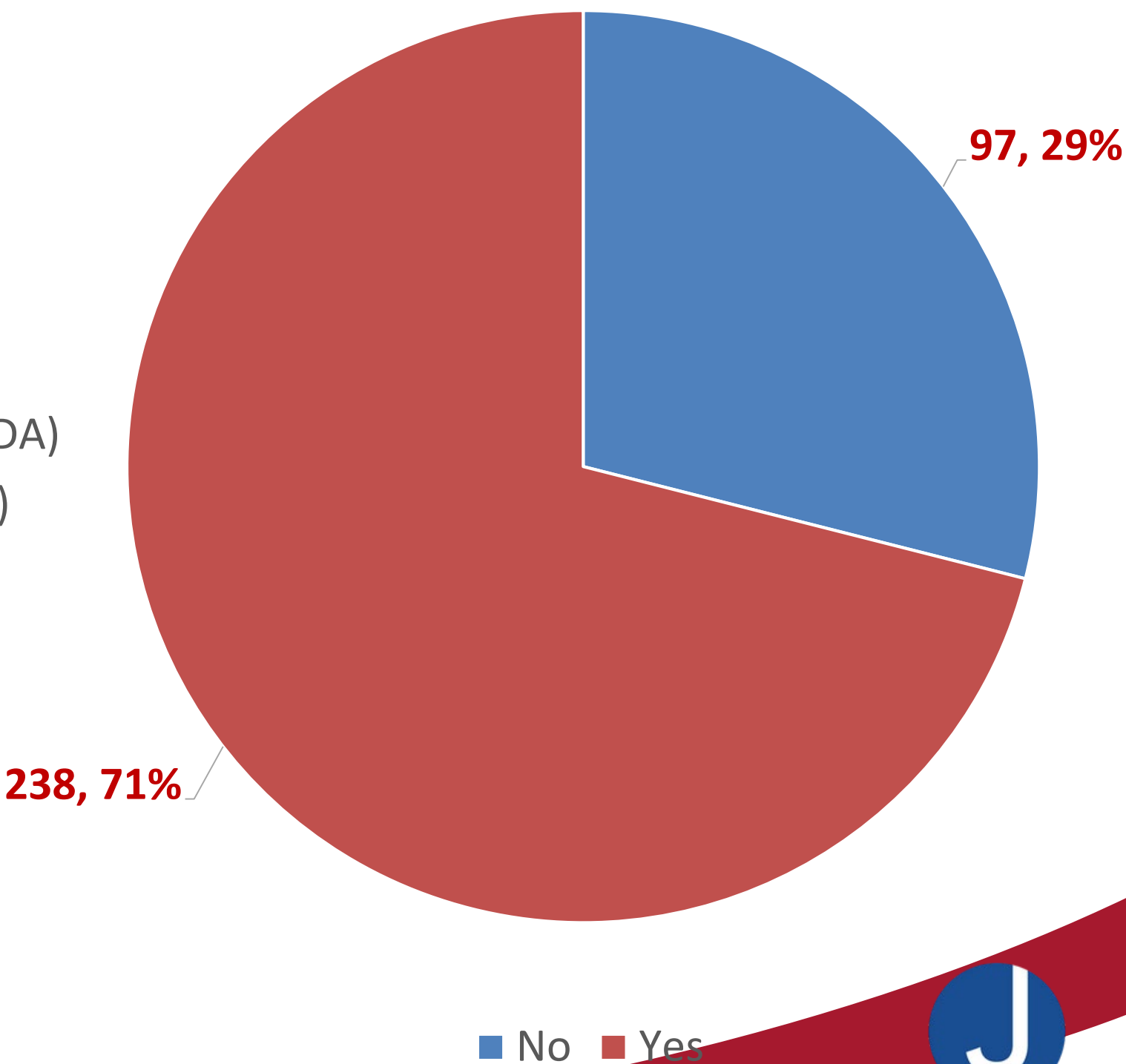




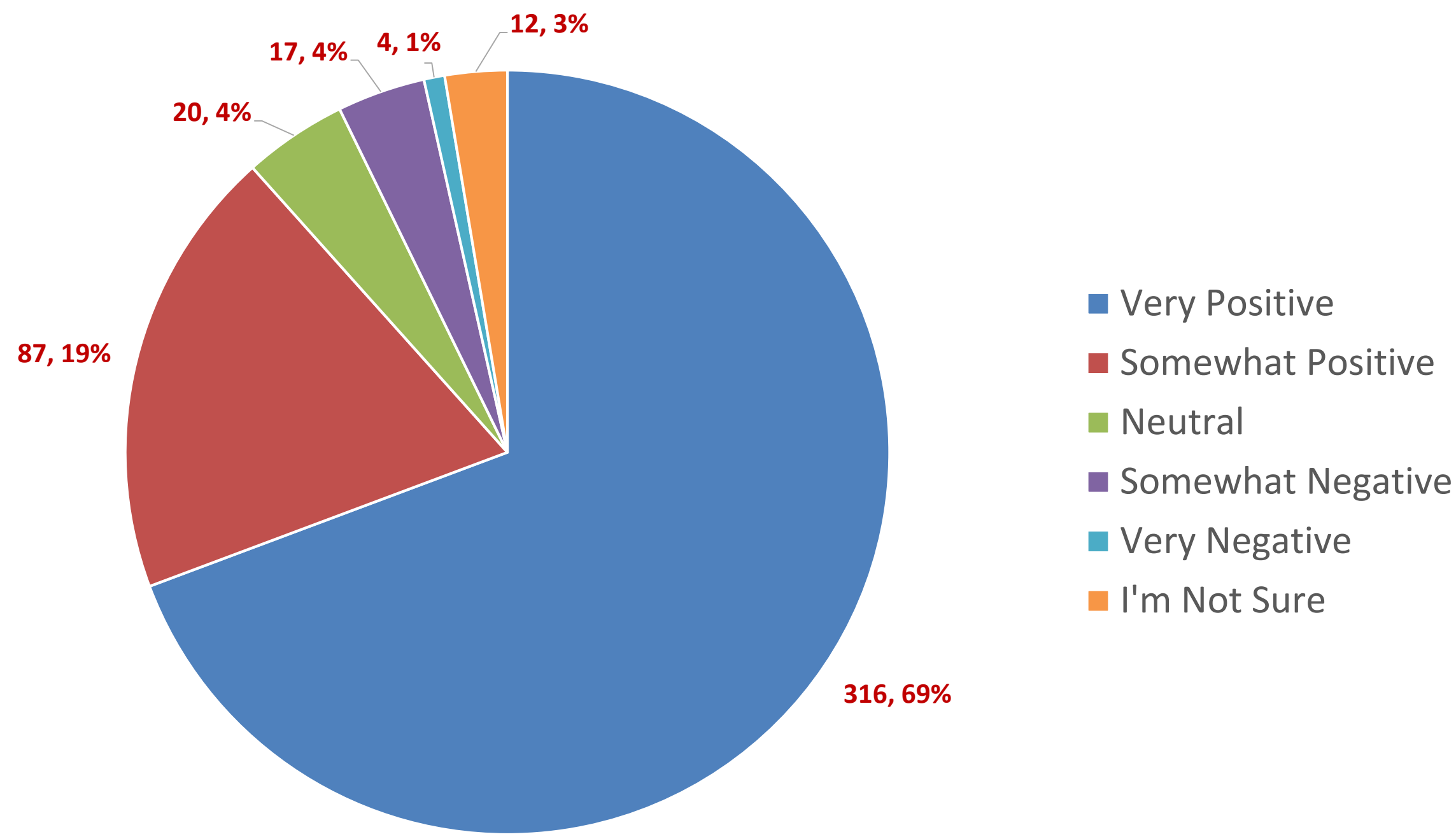
# Category of Rider



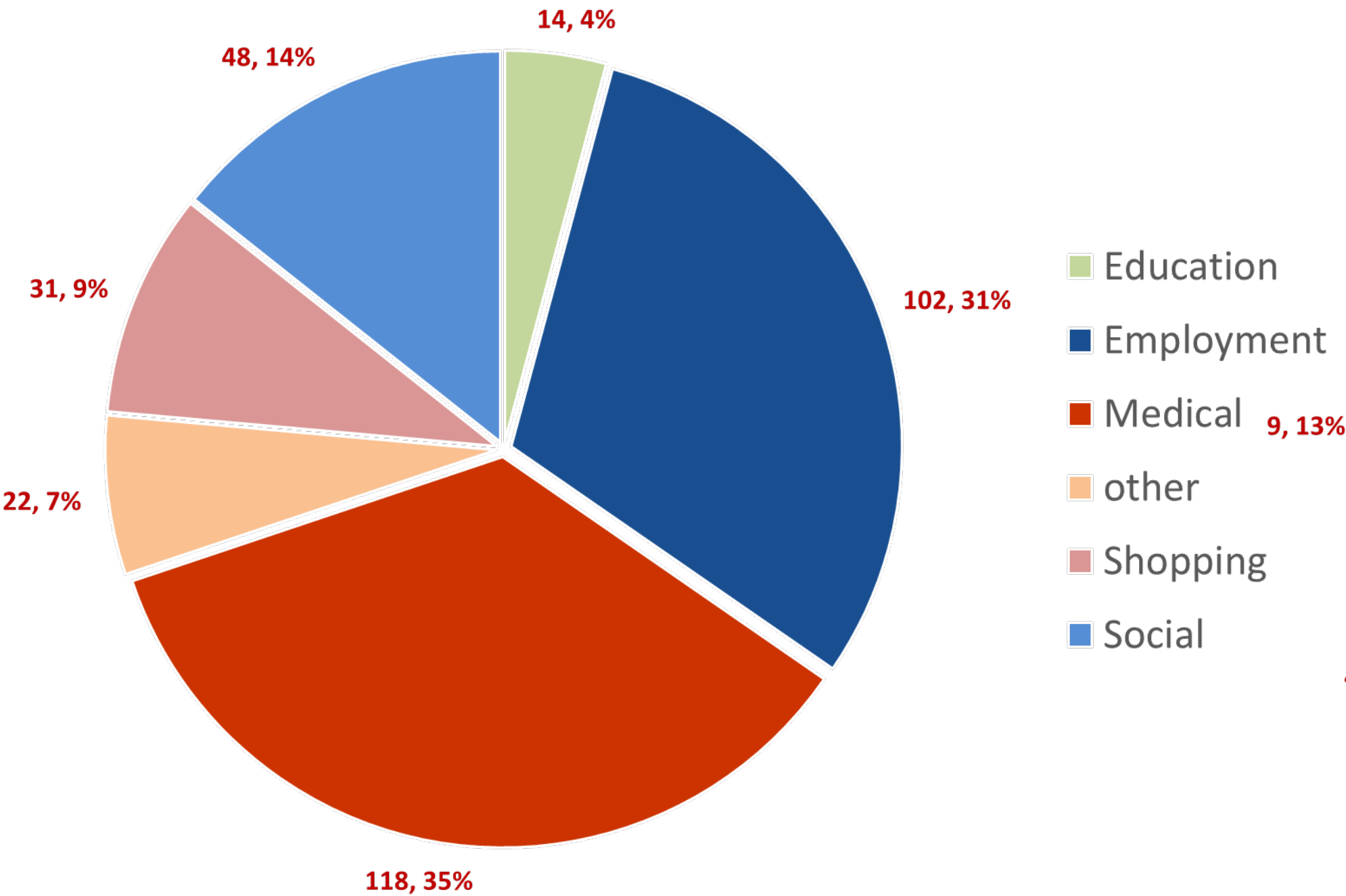
If Jaunt were to make scheduling reservations possible via a website or smartphone app, would you use it?



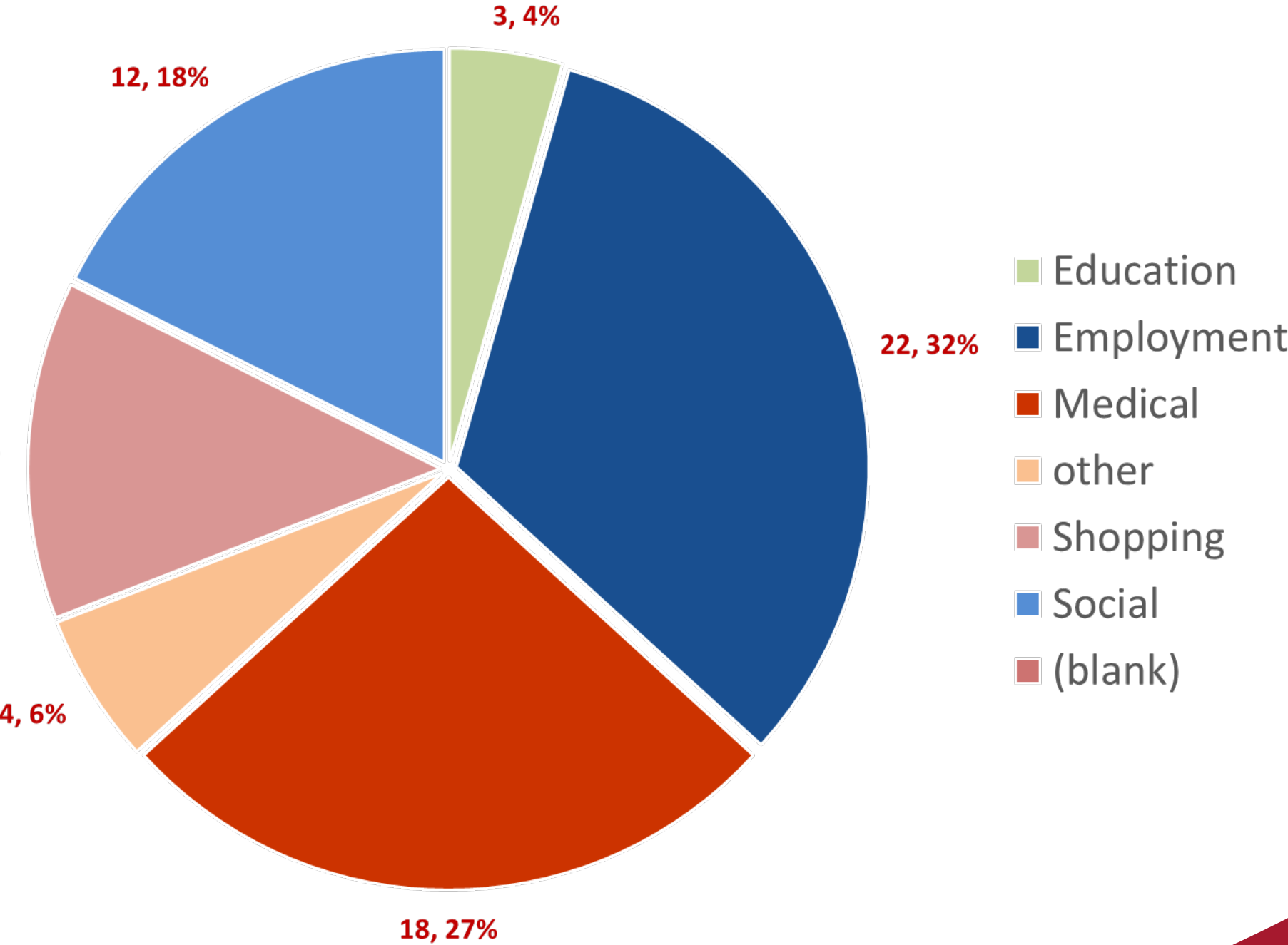
# How would you describe Jaunt's reputation in your community?



Demand Response Trip Purpose

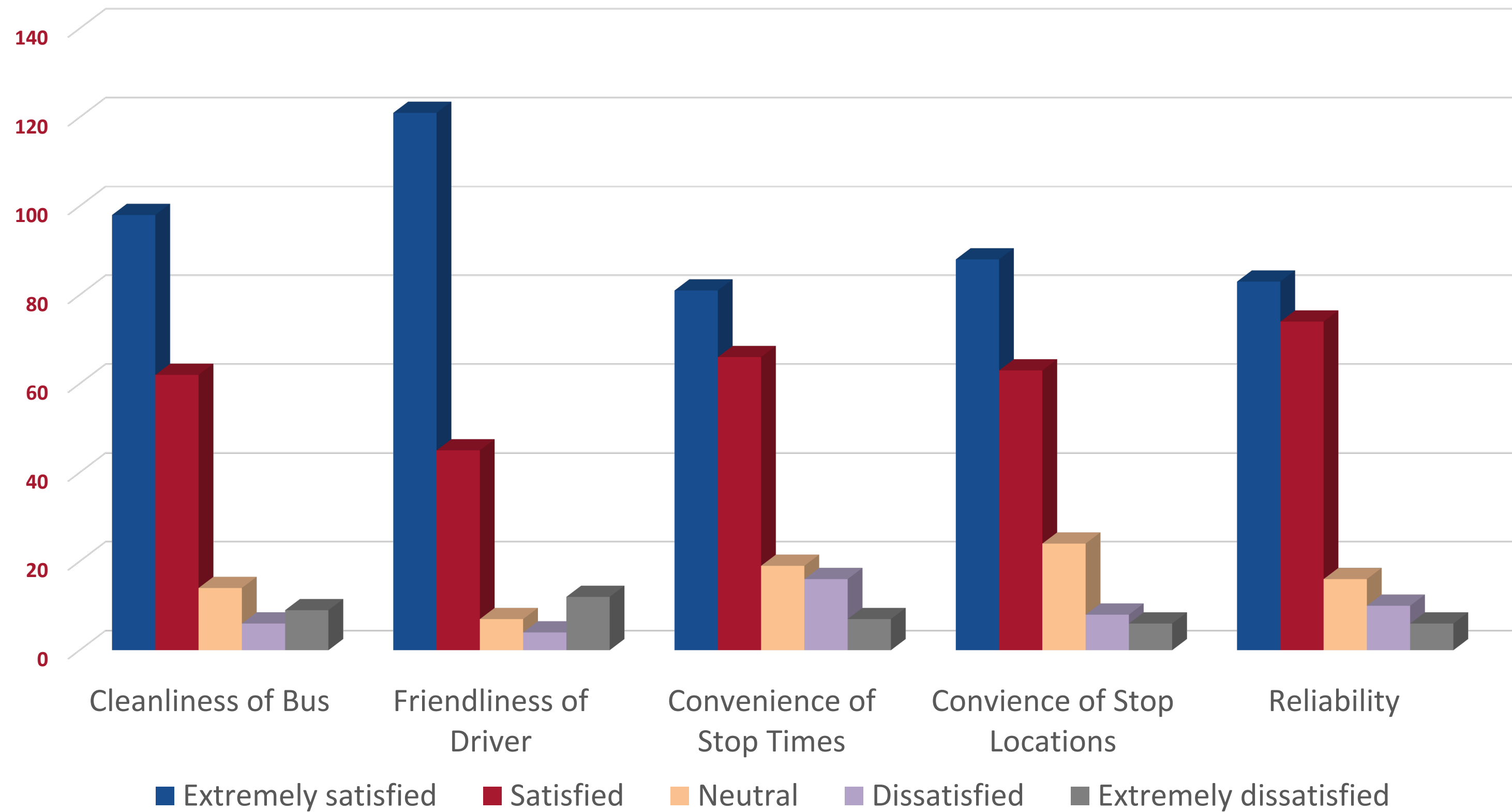


CONNECT Trip Purpose

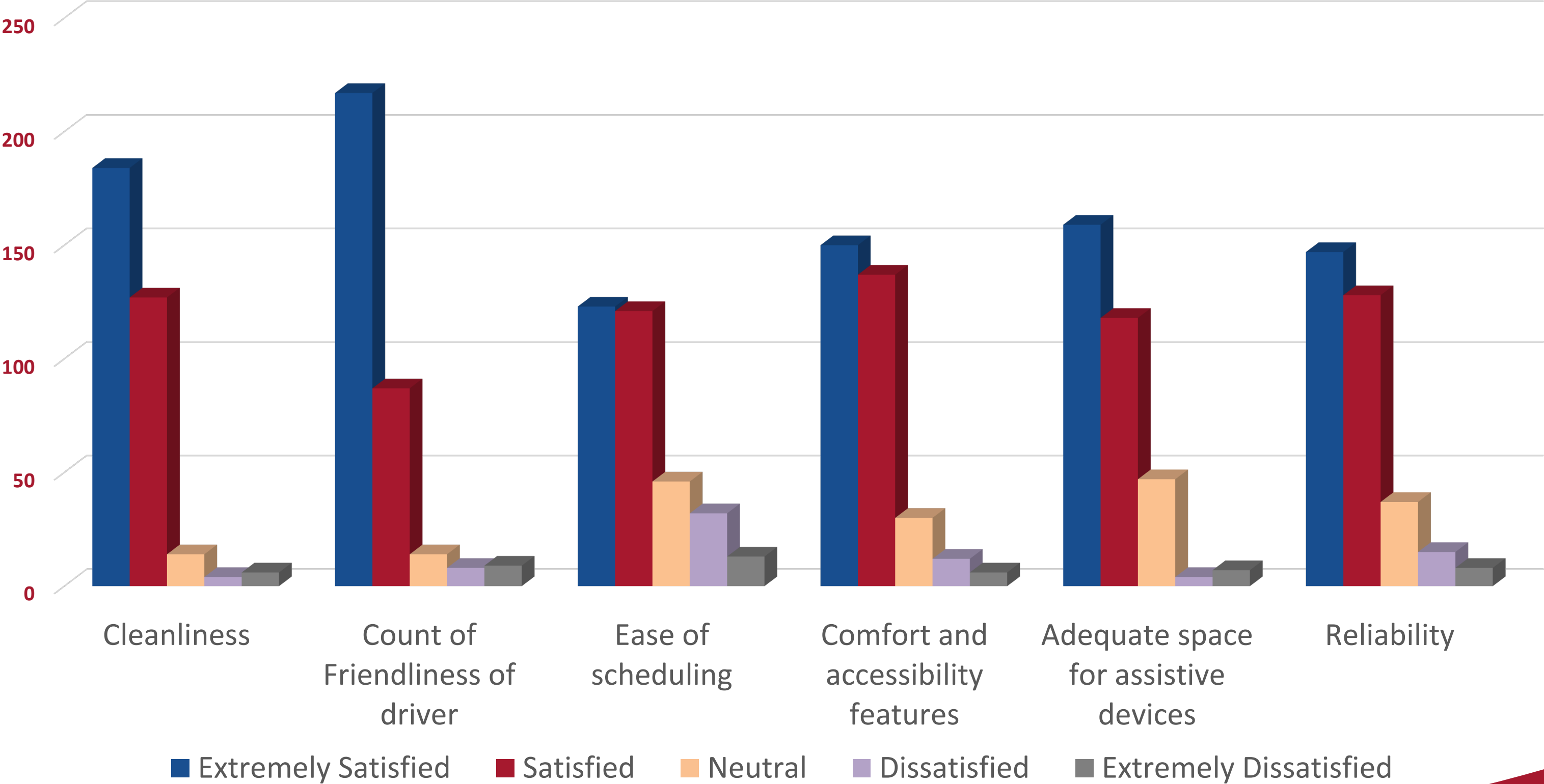




CONNECT Riders said...



# Demand Response Riders said...

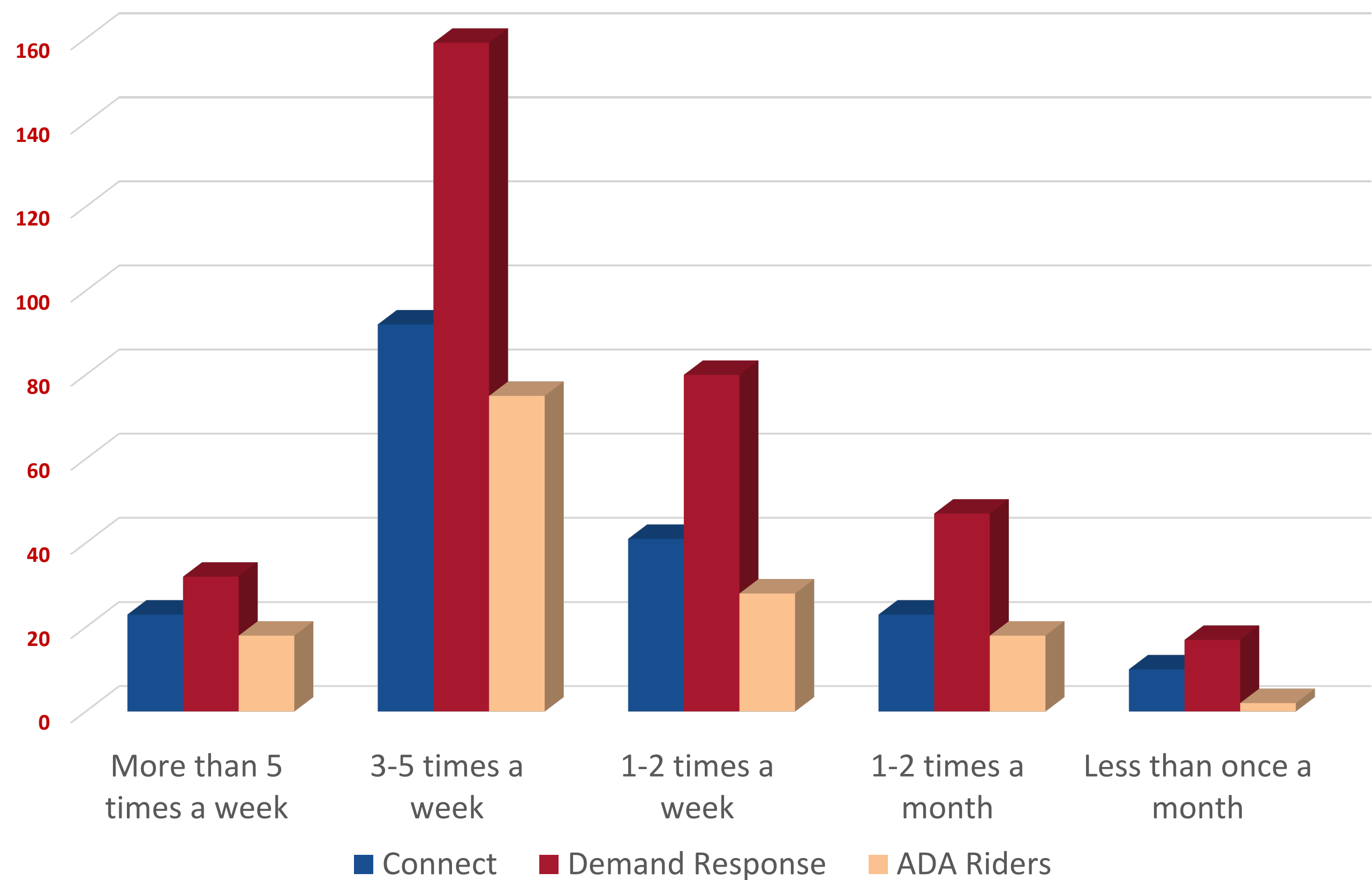


## GENERAL EVALUATION





# Frequency of Use



# IN GENERAL RIDERS SAID *ranked by frequency of occurrence*

1. Praise for Drivers and Staff
2. Long Wait Times for Reservations
3. Desire for Mobile App and Online Booking
4. Requests for Weekend and Extended Service Hours
5. Reliability and Timeliness of Service
6. Ride Comfort and Vehicle Condition
7. Routing and Scheduling Efficiency
8. Communication and Service Alerts
9. Impact on Quality of Life
10. Additional Suggestions





## ACRONYMS AND DEFINITIONS

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- **ACFR:** Albemarle County Fire Rescue
- **ADA:** Americans with Disabilities Act
- **AE:** Accountable Executive
- **AED:** Automated External Defibrillator
- **AHS:** Albemarle High School
- **APTA:** American Public Transportation Association
- **APC:** Automated Passenger Counter
- **ARC:** Arc of the Piedmont
- **AV:** Autonomous vehicle
- **BMP:** Best Management Practice
- **BOC:** Body-on-Chassis
- **BOS:** Board of Supervisors
- **BRT:** Bus Rapid Transit
- **BRHD:** Blue Ridge Health District
- **CARS:** Charlottesville-Albemarle Rescue Squad
- **CAT:** Charlottesville Area Transit
- **CB:** Commuter Bus
- **CCTV:** Closed-Circuit Television
- **CDL:** Commercial Driver's License

- **CEO:** Chief Executive Officer
- **CFD:** Charlottesville Fire Department
- **CHO:** Charlottesville-Albemarle Airport
- **CHS:** Charlottesville High School
- **CIP:** Capital Improvement Program
- **CFR:** Code of Federal Regulations
- **CLRP:** Constrained Long-Range Plan
- **CMAQ:** Congestion Mitigation and Air Quality
- **COOP:** Continuity of Operations Plan
- **CPR:** Cardio-Pulmonary Resuscitation
- **CSO:** Chief Safety Officer
- **CTAA:** Community Transportation Association of America
- **CTAC:** Citizen's Transportation Advisory Committee
- **CTAV:** Community Transportation Association of Virginia
- **CTB:** Commonwealth Transportation Board
- **CTF:** Commonwealth Transportation Fund
- **D&A:** Drug and Alcohol
- **DDI:** Diverging Diamond Interchange
- **DMV:** Department of Motor Vehicles
- **DO:** Directly Operated
- **DOT:** Department of Transportation
- **DR:** Demand Response
- **DRPT:** Virginia Department of Rail and Public Transit

- **DVIR:** Daily Vehicle Inspection Report
- **DVR:** Digital Video Recorder
- **EOP:** Emergency Operations Plan
- **EPA:** Environmental Protection Agency
- **ESF:** Emergency Support Function
- **ETA:** Estimated Time of Arrival
- **EV:** Electric Vehicle
- **FEMA:** Federal Emergency Management Agency
- **FHWA:** Federal Highway Administration
- **FMCSA:** Federal Motor Carrier Administration
- **FR:** Fixed Route Service
- **FTA:** Federal Transit Administration
- **FY:** Fiscal Year
- **HOS:** Hours of Service
- **HUD:** Housing and Urban Development, U.S. Department of
- **ICS:** Incident Command System
- **ISR:** Internal Safety Review
- **IT:** Information Technology
- **JARC:** FTA Job Access and Reverse Commute Program
- **Jaunt:** not an acronym, just Jaunt
- **JPA:** Jefferson Park Avenue
- **LEPC:** Local Emergency Planning Committee
- **LMS:** Learning Management System

- **LRTP:** Long Range Transportation Plan
- **LR:** Light Rail Transit
- **MAACA:** Monticello Area Community Action Agency
- **MAP-21:** Moving Ahead for Progress in the 21<sup>st</sup> Century
- **MDC:** Mobile Data Computer
- **MDT:** Mobile Data Terminal
- **MJH:** Martha Jefferson Hospital
- **MMIS:** Maintenance Management Information System
- **MPO:** Metropolitan Planning Organization
- **NGIC:** National Ground Intelligence Center
- **NIMS:** National Incident Management System
- **NS:** No Show
- **NTD:** National Transit Database
- **OE:** Operating Expense
- **OJT:** On-the-Job Training
- **OSHA:** Occupational Safety and Health Administration
- **OTP:** On-time Performance
- **PACE:** Program of All-Inclusive Care for the Elderly
- **PASS:** Passenger Service and Safety; for fire extinguisher use – point-aim-squeeze-sweep
- **PASS:** Passenger Assistance, Safety and Sensitivity
- **PCA:** Personal Care Attendant
- **PM:** Preventative Maintenance
- **PMT:** Passenger Miles Traveled
- **POV:** Personally Owned/Operated Vehicle

- **PT:** Purchased Transportation
- **PTASP:** Public Transportation Agency Safety Plan
- **PTSCTP:** Public Transportation Safety Certification Training Program
- **RideShare:** Free carpool matching service for the City of Charlottesville and Albemarle, Fluvanna, Louisa, Nelson, and Greene counties
- **RLRP:** Rural Long Range Transportation Plan
- **RTA:** Regional Transit Authority; also Rail Transit Agency
- **RTP:** Regional Transit Partnership
- **SA:** Safety Assurance
- **SAFETEA-LU:** Safe, Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users (legislation governing the metropolitan planning process)
- **Section 5307:** FTA Urbanized Area Formula Grants
- **Section 5310:** FTA Enhanced Mobility of Seniors and Individuals with Disabilities Grants
- **Section 5311:** FTA Formula Grants for Rural Areas
- **Section 5337:** FTA State of Good Repair Program
- **SGR:** State of Good Repair
- **SMP:** Safety Management Policy
- **SMS:** Safety Management System
- **SP:** Safety Promotion
- **SRM:** Safety Risk Management
- **SOV:** Single Occupant Vehicle
- **STIC:** FTA Small Transit Intensive Cities Formula (Section 5307)
- **STIP:** Statewide Transportation Improvement Plan
- **SYIP:** Six-Year Improvement Plan

- **TAM:** Transit Asset Management
- **TCRP:** Transit Cooperative Research Program
- **TDP** – Transportation Development Plan
- **TIP:** Transportation Improvement Plan
- **TJPDC:** Thomas Jefferson Planning District
- **TRB:** Transportation Research Board
- **TSA:** Transportation Security Administration
- **TSSP:** Transportation Safety and Security Professional
- **TWG:** Technical Working Group
- **UPT:** Unlinked Passenger Trips
- **UTS:** University Transit System
- **UVA:** University of Virginia
- **UZA:** Urbanized Area
- **VAMS** - Vehicles Available for Maximum Service
- **VEC:** Virginia Employment Commission
- **VGA:** Virginia General Assembly
- **VIB:** Virginia Industries for the Blind
- **VMT** – Vehicle Miles Traveled
- **VP:** Vanpool
- **VRH:** Vehicle Revenue Hours
- **VRM:** Vehicle Revenue Miles
- **VOMS:** Vehicles Operated in Annual Maximum Service
- **VTa:** Virginia Transit Association
- **WC:** Wheelchair



## **Glossary for Jaunt's ADA Monthly Performance Summary**

**The Americans with Disabilities Act (ADA)** The [Americans with Disabilities Act \(ADA\)](#) prohibits discrimination against people with disabilities in several areas, including employment, transportation, public accommodations, communications and access to state and local government' programs and services. Source: US Department of Labor

**Jaunt's ADA Monthly Performance Summary report** includes metrics for both Jaunt's ADA Service and the sum of all Demand Response service Jaunt performs (including ADA). Rows labeled as "ADA" are those pertinent to Jaunt's ADA Service.

**Unlinked Passenger Trip** – Passenger travels one-way; picked up from one destination, transported, and dropped off at a different destination. If a passenger books round-trip transportation to a destination and back home, that is two unlinked passenger trips. If the passenger transfers as part of their trip, each time they transfer marks the beginning of a new unlinked trip (this is more common for fixed-route transit). Source: National Transit Database

**Revenue Miles** – The miles that a vehicle is available to the general public and there is an expectation of carrying passengers (NTD Glossary). Vehicle revenue miles are calculated as the miles traveled between the first pickup after leaving the depot and the last drop-off before returning to the depot, excluding breaks and travel to/from breaks. Vehicle revenue miles are allocated to individual demand response trips in proportion to passenger ride distance. Source: Jaunt

**Revenue Hours** – The hours that a vehicle travels while in revenue service. Source: NTD Glossary

Vehicle revenue hours are calculated as the time between the first pickup after leaving the depot, or starting location, and the last drop-off before returning to the depot, excluding breaks and travel to/from breaks. Vehicle revenue hours are allocated to individual demand response trips in proportion to passenger ride time. Source: Jaunt

**No-Show:** A no-show occurs when a Jaunt vehicle arrives at the scheduled location, per GPS/AVL, within the 25-minute pickup window (15 minutes before the scheduled time to 10 minutes after the scheduled time) and the rider fails to appear to board the vehicle within a five-minute wait time. Source: Jaunt

**Missed Trips** – A missed trip occurs when a Jaunt bus arrives outside of the 25-minute pick up window (15 minutes before the scheduled time to 10 minutes after the scheduled time) and the passenger chooses not to ride. A missed trip is not counted against a passenger because it was Jaunt's error. If the passenger is unavailable or no longer wishes to ride, a "Missed Trip No-Show" is recorded. If the passenger rides with Jaunt regardless of the arrival time, or finds alternative transportation, a "Missed Trip but Transported" is recorded. When a passenger has additional trips scheduled after a missed trip, Jaunt will work with the customer to see if they still plan to take those trips. Jaunt strives to minimize Missed Trips to the greatest extent possible.

Missed trips, which are caused by agencies and not by riders, result from trips that are requested, confirmed, and scheduled, but do not take place

because:

- The vehicle arrives and leaves before the beginning of the pickup window without picking up the rider and without any indication from the rider that he or she no longer wants to make the trip. Note that a rider is not obligated to board until the beginning of the pickup window or—for transit agencies that have a 5-minute wait-time policy—from the start of the pickup window until 5 minutes have elapsed.
- The vehicle does not wait the required time within the pickup window, there is no contact with the rider, and the vehicle departs without the rider. Note that if during the wait time the rider indicates he or she no longer wants to take the trip, this is typically recorded as a “cancel at the door.”
- The vehicle arrives after the end of the pickup window and departs without picking up the rider (either because the rider is not there or declines to take the trip because it is now late).
- The vehicle does not arrive at the pickup location.

Source: FTA C 4710.1

A transit agency cannot have substantial numbers of trip denials and missed trips, as they are also considered capacity constraints and are not permitted under FTA ADA Circular § 37.131(f)(3)(i)(B).

**Denials**—Trip denials result when agencies do not accept trip requests.

Examples of trip denials include:

- A rider requests a next-day trip and the transit agency says it cannot provide that trip.
- A rider requests a next-day trip and the transit agency can only offer a trip that is outside of the 1-hour negotiating window. This represents a denial regardless of whether the rider accepts such an offer.
- A rider requests a round-trip and the agency can only provide one leg of the trip. If the rider does not take the offered one-way trip, both portions of the trip are denials. Source: 8.5.4 of the FTA ADA Circular C\_4710.1:

Per § 37.131(b)(2), while a transit agency may negotiate pickup times with the individual, it may not require an ADA paratransit eligible individual to schedule a trip to begin more than 1 hour before or after the individual’s desired departure time.

If Jaunt is unable to provide an ADA trip at the requested time, an alternative time will be offered 60 minutes before or after the requested time. Source: Jaunt

**On-Time Performance** – The percentage of passenger events performed where a rider arrived within the customer’s established time window(s). For most trips, this just refers to the 25-minute pickup window, but some trips also have a specified drop-off window, such as to reach a medical appointment on-time. In those cases, the pickup and drop-off are counted as two separate events for calculating on-time performance.

Note: FTA considers pickups as on time when a driver arrives at the pickup location within the established pickup window.

- Early – FTA considers pickups early if a driver arrives and departs with the rider before the established pickup window begins.
- Late – FTA considers pickups late if a driver arrives after the end of the established pickup window and the rider boards the

vehicle. Source: 8.5.4 of the FTA ADA Circular C\_4710.1:

**ADA Passenger Complaints** – An ADA complaint is when an individual (verbal or written) who has been certified as an ADA rider, indicates that the service provided is inaccessible to someone with a disability or someone with a disability has been denied service due to discrimination of the disability. This measures Jaunt’s adherence to the ADA regulations. Source: Jaunt

**Lifts Determined Inoperable** – The number of times a vehicle was put into service with a lift that was inoperable that prevented Jaunt from providing service to the rider that required the lift for transport. Source: Jaunt

**ADA Passenger Incidents/Accidents** – Accidents or incidents that result in an injury to a passenger who is ADA certified. Source: Jaunt

**ADA Vehicle Accidents** – Accidents that resulted in monetary damage of any size or a service disruption to a vehicle being used for ADA service. Source: Jaunt

**Excessively Long ADA Trips** – It is important to understand that “excessive” is in comparison to the time required to make a similar trip using the fixed route system; while a 1-hour travel time for a 5-mile complementary paratransit trip may seem excessive in the abstract, if the same trip takes an hour using the fixed route system, it is comparable, not excessive. Complementary paratransit service is by nature a shared-ride service. The standard of service is not intended to reflect that of a taxi service, which typically transports passengers directly to their destination. Source: Section 8.5.5 of ADA circular C\_4710.1:

**Call Hold Times** – Average length of time a caller is placed on hold while scheduling a demand response trip. Source: Jaunt