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Greater Lynchburg Transit Company

Work Session Packet

September 17th, 2026

8:30 a.m. - 10:00 a.m. | 800 Kemper St. Lynchburg, VA 24501

GLTC Work Session Agenda

September 17th, 2026 | 8:30 – 10:00 a.m. | 800 Kemper St, Lynchburg, VA 24501

CALL TO ORDER

- Roll call to confirm quorum and remote voting.

The Board has a quorum physically assembled, and arrangements have been made so that members can hear and be heard by all persons participating in the meeting.

PUBLIC COMMENT

- Speakers state name for the record; 3-minute limit.
 - Group representatives: 5-minute limit; state group name for the record.
-

NEW BUSINESS / DISCUSSION ITEMS

- Marketing Policy
 - Route / Fare Policy Update
-

PRESIDENT'S REPORT / ADJOURNMENT

President's Report: Verbal. Adjournment by motion of the Chair.

NEXT MEETINGS

Board Meeting

October 7, 2026

8:30 a.m. at 800 Kemper St.,
Lynchburg, VA
GLTC Board Room

Work Session

October 15th, 2026 · 8:30
a.m. at 800 Kemper St.,
Lynchburg, VA
GLTC Board Room

BOARD OF DIRECTORS

**Cameron Howe —
President**

**Tab Sprouse — Vice
President**

**Ben Blanks —
Secretary/Treasurer**

Brian Landergan

Gary DuPriest

Andre Miller

Christopher Hackman

Valerie Holmes

Mercedes Braun

*Correspondence: GLTC
Board of Directors, P O Box
11286, Lynchburg, VA
24506*

GREATER LYNCHBURG TRANSIT COMPANY

BOARD POLICY

Marketing, Communications, Advertising, Brand, Partnership, Sponsorship and Intellectual Property Policy

Including Fare Media, Digital Communications, Data, Public Appearances and Promotional Activities

STATUS OF THIS DOCUMENT

This is a staff final draft prepared for Board review. It does not constitute adopted GLTC policy until formally approved by the Greater Lynchburg Transit Company Board of Directors.

Contents

Article I	- Authority, Purpose and Policy Framework
Article II	- Definitions
Article III	- Scope and Applicability
Article IV	- Governance and Approval Authority
Article V	- GLTC Marketing and External Communications
Article VI	- Third-Party Advertising Program and Asset Standards
Article VII	- Partnerships and Sponsorships
Article VIII	- Public Appearances, Outreach and Events
Article IX	- Brand, Trademark and Intellectual Property
Article X	- Fare Media, Digital Technology, Data and Privacy
Article XI	- Promotional Products and GLTC Merchandise
Article XII	- Compliance, Enforcement and Appeals
Article XIII	- Records, Performance and Board Reporting
Article XIV	- Administrative Procedures and Attachments
Article XV	- Review, Interpretation, Conflicts and Severability

ARTICLE I - AUTHORITY, PURPOSE AND POLICY FRAMEWORK

1.1 Authority

The Greater Lynchburg Transit Company ("GLTC" or the "Company") is a publicly owned public-transportation organization governed by its Board of Directors. The Board establishes the general policies of GLTC and adopts this policy pursuant to that authority.

This policy establishes uniform standards governing the management, approval, development, placement, use, protection, licensing, procurement, administration, and enforcement of GLTC marketing, public communications, advertising, sponsorships, partnerships, public appearances, brand assets, intellectual property, fare-media promotional use, digital marketing resources, and other Company-controlled promotional assets.

This policy applies to the Board, GLTC management and staff, personnel serving GLTC through its contracted transit-management structure, contractors, consultants, vendors, advertisers, sponsors, partners, licensees, and other persons or organizations authorized to use GLTC assets.

Day-to-day implementation is performed under the authority of the General Manager and through GLTC responsible departments and contracted management personnel, subject to authority reserved to the Board and other applicable laws, agreements, grant requirements, and policies.

1.2 Purpose

The purpose of this policy is to ensure that GLTC communications, marketing resources, advertising assets, partnerships, sponsorships, intellectual property, public appearances, fare media, and other public-facing resources are used in a manner that:

1. Advances safe, reliable, accessible, equitable, efficient, and customer-focused public transportation;
2. Promotes public awareness and understanding of GLTC routes, services, fares, programs, technology, and mobility options;
3. Encourages appropriate ridership growth, customer engagement, fare education, travel training, safety education, workforce recruitment, community outreach, and public participation;
4. Supports appropriate advertising, sponsorship, licensing, merchandise, partnership, and other non-fare revenue opportunities;
5. Protects GLTC property, public resources, customer information, intellectual property, financial interests, operational integrity, and organizational reputation;
6. Maintains a consistent, recognizable, professional, and accessible GLTC brand;
7. Protects passenger information, operational systems, safety equipment, accessibility features, vehicles, facilities, fare systems, and digital resources;

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8. Establishes clear distinctions among GLTC communications, commercial advertising, sponsorships, partnerships, public-service information, and third-party messaging;
9. Avoids unauthorized actual or perceived endorsement of commercial products, private organizations, political candidates, political parties, religious beliefs, causes, or third-party viewpoints;
10. Establishes clear approval and accountability requirements; and
11. Ensures compliance with applicable federal, state, and local law and GLTC obligations associated with FTA, DRPT, civil-rights, Title VI, ADA, procurement, grant, public-record, records-retention, contractual, and other requirements.

1.3 Policy Hierarchy

GLTC marketing and communications activities generally operate under the following hierarchy:

- Board Policy
- Administrative Procedures and Brand Standards
- Campaign Plans, Communications Calendars, and Outreach Plans
- Individual Marketing Materials and Activities

When a lower-level document or activity conflicts with this policy, this policy controls unless the Board expressly authorizes otherwise where legally permissible.

1.4 Guiding Principles

Public Purpose. Use of GLTC resources must support a legitimate transit, mobility, customer-service, safety, education, public-information, workforce, community, or revenue purpose.

Safety First. Emergency, safety, accessibility, operating, route, schedule, fare, wayfinding, and passenger-information requirements take priority over promotional content.

Accuracy. GLTC communications should reflect current and reasonably verified information.

Accessibility. GLTC should design public information to be understandable and accessible to the communities it serves.

Equity and Language Access. Communications shall be administered consistently with Title VI, Limited English Proficiency, and other applicable civil-rights obligations.

Neutrality and Non-Endorsement. Use of GLTC assets in connection with another entity does not, by itself, imply GLTC endorsement.

Brand Stewardship. GLTC's name, identity, visual system, intellectual property, and reputation are organizational assets and shall be protected accordingly.

Fiscal Responsibility. Marketing expenditures and revenue-generating activities must comply with applicable financial, procurement, grant, contracting, and internal-control requirements.

Transparency. Material sponsorships, partnerships, advertising arrangements, licensing agreements, and Board approvals shall be documented.

Consistency. Comparable requests should be evaluated under comparable written standards.

Adaptability. Administrative marketing practices may evolve without Board policy amendment when changes remain consistent with this policy.

ARTICLE II - DEFINITIONS

2.1 Company / GLTC

The Greater Lynchburg Transit Company, including its Board of Directors, officers, personnel serving GLTC through its contracted management structure, contractors, consultants, facilities, vehicles, digital platforms, and controlled assets.

2.2 Marketing

The research, planning, development, production, placement, distribution, promotion, evaluation, and management of activities intended to increase awareness, understanding, use, support, participation, revenue, recruitment, or engagement associated with GLTC.

2.3 Advertising

A paid, exchanged, sponsored, or in-kind message primarily intended to promote, market, sell, lease, solicit, publicize, or generate awareness of a product, service, business, organization, program, event, activity, cause, or other offering.

2.4 Company Advertising

Advertising, promotions, campaigns, public education, recruitment, or communications created, funded, purchased, or authorized by GLTC for an Agency purpose.

2.5 Third-Party Advertising

Advertising submitted, purchased, funded, placed, or sponsored by an individual, business, nonprofit, governmental entity, political entity, or other outside party.

2.6 Advertising Asset or Inventory

Any GLTC-controlled physical, digital, printed, visual, audible, or virtual location or medium that GLTC has expressly designated for advertising or promotional messaging. The existence of a GLTC-controlled communication asset does not, by itself, make that asset available for third-party advertising.

2.7 Agency Communication

Information created, issued, published, or expressly authorized by GLTC in its official capacity.

2.8 External Communication

An official GLTC communication intended for riders, prospective riders, media, governmental entities, community organizations, businesses, educational institutions, stakeholders, or the general public.

2.9 Partnership

A documented collaborative relationship between GLTC and another organization or governmental entity established to advance a defined transportation, mobility, safety, customer-service, educational, workforce, community, revenue, or other legitimate public purpose.

2.10 Sponsorship

A cash or documented in-kind contribution provided to GLTC in exchange for specifically defined recognition, advertising, promotional exposure, access, naming, or other contractual benefits.

2.11 Co-Branding

The authorized presentation of GLTC's name, logo, trademark, service identity, or other brand element together with the brand identity of another organization.

2.12 GLTC Marks

GLTC names, abbreviations, logos, seals, slogans, service names, route symbols, distinctive vehicle graphics, designs, and other identifiers owned or controlled by GLTC.

2.13 Intellectual Property

GLTC-owned or GLTC-controlled trademarks, service marks, copyrights, designs, photographs, videos, audio recordings, publications, maps, graphics, websites, software, data products, creative works, inventions, trade secrets, and other legally protectable material.

2.14 Fare Media

Any physical or digital product or technology used to pay for, verify, provide, or facilitate access to GLTC transportation services, including smart cards, farecards, mobile tickets, passes, vouchers, QR codes, stored-value products, paper tickets, digital wallets, and fare-payment interfaces.

2.15 Public Appearance

An authorized GLTC presence at an external event or activity outside normal transit operations, including community events, festivals, fairs, school visits, employer events, job fairs, public meetings, conferences, parades, vehicle displays, ribbon cuttings, press events, travel-training events, and similar activities.

2.16 Public-Service Announcement

An approved noncommercial message primarily intended to educate, inform, protect, or otherwise benefit the public.

2.17 Political Advertising

Advertising that expressly advocates for or against a candidate, political party, election, ballot measure, referendum, political action committee, or campaign committee, or uses GLTC advertising assets to influence an electoral outcome.

2.18 Commercial Advertising

Advertising that primarily proposes a commercial transaction involving the sale, lease, purchase, promotion, or consumption of goods, services, entertainment, or events.

2.19 Social Media

Digital platforms used by GLTC to communicate publicly through social networking, video, imagery, professional networking, or similar online services.

2.20 Digital Content

Public-facing material distributed through GLTC websites, applications, social-media accounts, email, text, digital signs, monitors, video platforms, online advertising, QR-code destinations, or other electronic channels.

2.21 Promotional Item

A branded product or material purchased, created, sold, or distributed for marketing, outreach, customer education, recruitment, recognition, or another authorized GLTC purpose.

2.22 In-Kind Contribution

Goods, services, professional assistance, media placement, facilities, equipment, or other noncash consideration provided to GLTC with an identified or reasonably documented value.

2.23 Sound or Audio Content

Any audible content broadcast through onboard systems, transfer-station or facility speakers, kiosks, mobile applications, websites, recorded telephone systems, video content, or other GLTC-controlled channels.

ARTICLE III - SCOPE AND APPLICABILITY

3.1 Covered Activities

- GLTC marketing and public-information campaigns.
- Paid media, digital media, print advertising, radio, television, outdoor advertising, direct mail, email, social media, search, streaming, and video.
- Third-party advertising and sponsorships.
- Partnerships, cross-promotions, memoranda of understanding, and co-branded campaigns.
- Community outreach and public appearances.
- Advertising/concessionaire contracts and vendor-managed advertising programs.
- Requests to use GLTC logos, names, images, maps, routes, schedules, vehicles, fare media, photographs, videos, recordings, data, or other intellectual property.
- Internal displays, employee-facing promotional content, and content visible to riders or visitors.
- Public-facing audio, announcements, videos, and electronic/digital displays.
- Promotional merchandise, retail/store products, giveaways, customer contests, promotional drawings, and campaign-related surveys.

- Paid social-media placement, creator/influencer collaborations, photography and video productions, employee recruitment marketing, QR-code campaigns, and promotional fare initiatives.
- Artificial-intelligence-generated or assisted public-facing content used in GLTC communications or marketing.

3.2 Covered Locations and Channels

- Revenue and non-revenue vehicles, including interior and exterior advertising surfaces.
- Bus stops, shelters, benches, stop poles, timetable cases, signs, kiosks, and passenger-information infrastructure.
- The Kemper Street Transfer Station, Operations and Maintenance Facility, administrative areas, park-and-rides, and customer-service locations.
- Digital displays, electronic message boards, real-time arrival screens, monitors, kiosks, and interactive displays.
- Onboard, station, shelter, facility, and digital audio systems.
- Fare media, mobile ticketing, passes, vouchers, receipt stock, payment screens, and fare-media packaging.
- GLTC websites, applications, Wi-Fi portals, email, text alerts, social-media accounts, video channels, and virtual-meeting platforms.
- Uniforms, event tents, brochures, maps, Rider Guides, publications, promotional items, and giveaway materials.
- GLTC-owned or GLTC-controlled data, photographs, video, audio, recordings, software, designs, and documents.

3.3 Priority Communications and Exceptions

The following are not treated as advertising merely because they appear on a GLTC communication asset and may also be governed by other policies or legal requirements:

- Legally required notices.
- Emergency information.
- Service disruptions, detours, and stop-relocation notices.
- Safety and security notices.
- ADA, Title VI, Limited English Proficiency, civil-rights, and public-meeting notices.
- Labor and employee-rights notices.
- Procurement, employment, and public-record notices.
- Law-enforcement notices required by law.
- Board-authorized commemorative, historical, or public-art programs.

Emergency, safety, operational, route, schedule, fare, accessibility, wayfinding, and passenger-information communications take priority over commercial, sponsored, partner, or promotional content.

3.4 Other Applicable Policies

Activities governed by this policy remain subject to other applicable GLTC policies and procedures, including procurement, finance, personnel, information technology, cybersecurity, records management, safety, accessibility, Title VI, ethics, contracting, and operations requirements. Compliance with this policy does not exempt an activity from another approval that would otherwise be required.

ARTICLE IV - GOVERNANCE AND APPROVAL AUTHORITY

4.1 Board of Directors Authority

Unless otherwise authorized by law, Board policy, or formal delegation, the following matters are reserved to the GLTC Board of Directors:

- Adoption or material amendment of this policy.
- Major rebranding of GLTC or a GLTC service.
- Naming rights or co-naming of major GLTC facilities, stations, routes, services, or other significant public assets.
- Sponsorship or partnership agreements exceeding Board-established financial, duration, exclusivity, or other thresholds.
- Exclusive sponsorship or exclusive marketing arrangements.
- Long-term agreements that materially restrict GLTC's future use of an advertising, branding, facility, fare-media, or communication asset.

- Agreements that materially change GLTC's master brand, fleet identity, facility identity, fare-product identity, or public-service identity.
- Significant intellectual-property transactions involving permanent transfer, assignment, or exclusive licensing of GLTC rights.
- Material exceptions to this policy.
- Settlement of material disputes involving advertising policy enforcement or GLTC intellectual property.
- Matters specifically referred to the Board by the General Manager because of significant legal, financial, safety, public-interest, operational, or reputational considerations.

4.2 General Manager Authority

The General Manager is responsible for administration of this policy and may:

- Approve routine marketing, advertising, sponsorship, partnership, licensing, public-appearance, and promotional activities within delegated authority.
- Approve and administratively modify the GLTC Marketing Plan within the approved budget and Board policy.
- Approve administrative procedures, forms, standards, and internal controls needed to implement this policy.
- Execute routine agreements within delegated contracting and financial authority.
- Delegate specified approval responsibilities to qualified staff.
- Require interdepartmental or legal review of a proposed activity.
- Reject, suspend, cover, disable, or remove content when necessary to address an immediate legal, safety, operational, accessibility, cybersecurity, contractual, or material reputational concern.
- Refer any matter to the Board regardless of dollar amount when circumstances warrant additional oversight.

4.3 Marketing and Communications Authority

Marketing and Communications is the primary coordinating function and brand steward for activities governed by this policy. Responsibilities include:

- Managing GLTC brand standards and approved creative assets.
- Developing marketing campaigns and public-facing promotional content.
- Coordinating advertising requests and placements.
- Coordinating sponsorship and partnership requests.
- Reviewing proposed use of GLTC logos and other brand assets.
- Coordinating public appearances, outreach activities, photography, video, and promotional merchandise.
- Managing official social-media and marketing communication channels.
- Maintaining approved templates, asset libraries, and marketing records.
- Tracking campaign performance and marketing-related performance indicators.
- Coordinating with Operations on service-related information and with Finance on advertising, sponsorship, and other marketing-related revenue.
- Obtaining additional departmental or legal review when required.

4.4 Required Interdepartmental Review

Subject / Review Area	Primary Review	Typical Final Approval
Routine marketing campaign	Marketing and Communications	Marketing / GM per procedure
Service, route, schedule, fare or detour information	Operations + Marketing	Authorized management
Vehicle or facility advertising installation	Operations, Safety, Maintenance / Facilities	GM or delegate
Routine advertising content	Marketing; Legal as required	GM or delegate

Subject / Review Area	Primary Review	Typical Final Approval
Major sponsorship or partnership	Marketing + Finance + Legal	GM or Board
Naming rights / co-naming	Marketing + Finance + Legal	Board
Customer data / app / QR / Wi-Fi initiative	IT + Legal + responsible business unit	GM
Fare-media branding	Marketing + Finance + IT + Operations	GM; Board if material
ADA / accessibility issues	ADA / Accessibility	GM or responsible authority
Title VI / language access	Title VI / Civil Rights	GM or responsible authority
Third-party logo or IP license	Marketing + Legal as needed	GM
Emergency communications	Operations / GM / designated public-information staff	Authorized emergency personnel

4.5 Matters Requiring Legal Review

Legal review should be obtained before final approval of material changes to third-party advertising-content restrictions; restrictions involving political, religious, ideological, advocacy, or other constitutionally sensitive communications; naming-rights agreements; significant or exclusive sponsorship agreements; substantial intellectual-property licenses; agreements involving customer, fare, trip, location, payment, or other protected data; contests or sweepstakes with material legal requirements; threatened litigation or formal disputes; and other matters referred by the Board, General Manager, or responsible staff because of significant legal risk.

ARTICLE V - GLTC MARKETING AND EXTERNAL COMMUNICATIONS

5.1 Authorized Marketing Purposes

- Transit-service awareness and how-to-ride education.
- Ridership development and new-rider recruitment.
- Route, schedule, fare, app, pass, payment, paratransit, Flex, and mobility-service information.
- Safety, security, emergency preparedness, and rider conduct.
- Customer-service education and complaint-resolution information.
- Workforce recruitment and retention support.
- Public meetings, planning initiatives, surveys, Title VI/ADA outreach, and public participation.
- Major service changes, detours, construction, weather events, and emergency communications.
- Community mobility and access to jobs, education, health care, food, recreation, shopping, and public services.
- Employer, college/university, school, nonprofit, governmental, and community outreach.
- Promotional fares, fare-media adoption, and customer technology education.
- Board- or management-approved sponsorship, partnership, retail, merchandise, public-education, and revenue activities.

5.2 Communications Standards

Official GLTC communications should be accurate and reasonably current; consistent with approved service information; written in clear and understandable language; professionally presented; consistent with GLTC brand standards; accessible to the extent required by law and reasonably practicable; reviewed for correct dates, times, locations, route numbers, fares, links, contact information, and other material facts; appropriate for the communication channel and intended audience; coordinated with affected departments when operational information is involved; and retained in accordance with applicable records requirements.

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5.3 Operational Verification

Before publishing material operational information, Marketing and Communications shall verify applicable information with the responsible operational source. This includes routes, schedules, detours, stop relocations, fares, hours of operation, service suspensions, holiday service, fare-product conditions, emergency service conditions, and other significant operating information.

Marketing materials shall not be treated as the controlling operational directive where a formal operations order, schedule, public notice, Board action, or other controlling document is required.

5.4 Accessibility and Language Access

GLTC public-facing communications should consider plain language, readable typography, visual contrast, captions for video where appropriate, alternative text for meaningful digital images, screen-reader compatibility, accessible document formats, alternative formats where required, translation or language assistance when warranted, and avoidance of communicating essential information solely through color.

5.5 Authorized Spokespersons

Official statements representing GLTC shall be made by persons authorized by GLTC. Depending on subject matter, authorized spokespersons may include the Board Chair or designee for formal Board actions, the General Manager, the designated Marketing/Communications or Public Information representative, and other employees specifically authorized to address matters within their assigned responsibilities.

5.6 Social Media and Digital Channels

GLTC may operate official social-media and digital communication channels. Platform-specific requirements for account access, security, posting authority, records retention, comments, direct messages, moderation, crisis communication, and similar matters shall be established administratively so that GLTC may adapt as platforms and technology change.

5.7 Crisis and Emergency Communications

During emergencies or significant service disruptions, GLTC shall prioritize communications in approximately the following order:

- Immediate life-safety information;
- Emergency operating instructions;
- Service disruption and detour information;
- Accessibility and customer-assistance information;
- Security and severe-weather information;
- General GLTC public information; and
- Advertising, sponsorship, partnership, or promotional content.

GLTC may suspend scheduled marketing, advertising, digital, social-media, audio, video, or sponsor content when necessary to prioritize emergency or operational information.

ARTICLE VI - THIRD-PARTY ADVERTISING PROGRAM AND ASSET STANDARDS

LEGAL COUNSEL REVIEW REQUIRED BEFORE ADOPTION

This Article governs access to public-transit advertising inventory and may implicate First Amendment and other constitutional requirements. Forum designation, political or ideological advertising, religious or advocacy content, prohibited categories, appeals, and enforcement shall be finalized with legal counsel before adoption and reviewed when controlling law materially changes.

6.1 Designation of Advertising Inventory and Forum

Only GLTC assets expressly designated by GLTC as available advertising inventory may be offered for third-party advertising. The existence of a GLTC-controlled communication surface does not itself create advertising inventory or a right of access.

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Draft direction for counsel to finalize: GLTC advertising inventory is made available solely under the conditions established by this policy and applicable contracts. GLTC does not intend to create an unrestricted public forum through the sale or display of advertising. Advertising decisions shall be based on written, objective, consistently applied standards and shall not be based on disagreement with an advertiser's viewpoint.

6.2 Permitted Advertising Categories

- Commercial advertising.
- GLTC advertising.
- Government and public-agency information.
- Approved public-service announcements.
- Approved sponsorship, partnership, or co-branded content.
- Other categories expressly authorized by the Board after legal review.

6.3 Prohibited Advertising Categories

Subject to legal review, GLTC may prohibit advertising that:

- Is false, materially misleading, fraudulent, defamatory, or otherwise unlawful.
- Infringes copyright, trademark, privacy, publicity, or other legal rights.
- Is legally obscene, pornographic, or sexually explicit.
- Contains a true threat, incites imminent unlawful conduct, or promotes illegal activity.
- Contains objectively defined graphic violence or gore that GLTC has determined is incompatible with a general transit audience.
- Advertises goods or activities that the Board elects to exclude through a uniform category-wide rule, applied consistently to all advertisers, subject to legal review.
- Violates applicable discrimination, consumer-protection, housing, employment, public-health, or other law.
- Materially interferes with safe operations, rider wayfinding, emergency exits, operator visibility, ADA access, customer information, fare equipment, or facility maintenance.
- Uses GLTC marks, vehicle images, fare media, maps, or other GLTC property without written permission.
- Contains interactive features, QR codes, URLs, data collection, contests, sweepstakes, downloads, NFC tags, or similar technology without required privacy/security review.

GLTC should not rely on undefined, discretion-laden terms such as "controversial," "offensive," "objectionable," "in poor taste," or similar subjective criteria as stand-alone grounds for rejection. Any subject-matter restriction should be defined precisely enough to support consistent application.

6.4 Political, Religious, Ideological and Advocacy Advertising

Acceptance, exclusion, or limitation of political, religious, ideological, issue-oriented, or advocacy advertising shall be governed by Board-adopted standards developed with legal counsel and applied consistently. Marketing personnel shall not create ad hoc restrictions based solely on disagreement with a speaker, organization, belief, cause, or viewpoint.

6.5 Advertising Placement Standards

Administrative standards shall specify, for each asset class, maximum window coverage; preservation of operator sight lines; visibility of route/destination signs, vehicle numbers, emergency exits, and required markings; protection of ADA decals, lift/ramp areas, and priority-seating information; clearances at stops, shelters, benches, and facilities; prohibition on covering passenger-information displays, schedules, maps, emergency instructions, fare equipment, or real-time information; restrictions on lighting, animation, flashing content, sound, motion, scent, or interactive features; installation, maintenance, removal, and restoration responsibilities; and required insurance, indemnification, repair, and cleanup provisions.

6.6 Shelter and Bench Advertising, Sponsorship and Asset Standards

GLTC bus shelters and benches are first and foremost passenger-service, accessibility, safety, and wayfinding assets. Advertising, sponsorship recognition, or other promotional use of a shelter or bench is secondary to those functions and may occur only on assets and surfaces specifically designated by GLTC or otherwise authorized under a written agreement.

Advertising or sponsor recognition on shelters and benches shall:

- Preserve safe pedestrian circulation, boarding and alighting areas, wheelchair maneuvering space, accessible paths, curb access, and required clearances;
- Not obstruct the line of sight between approaching operators and waiting passengers or otherwise create an unreasonable safety or visibility concern;
- Not obscure stop identification, route numbers, schedules, maps, real-time information, emergency information, accessibility information, regulatory signs, lighting, or other passenger-information elements;
- Be located only on approved panels, faces, structures, or surfaces and comply with applicable right-of-way, zoning, permitting, property-owner, City of Lynchburg, VDOT, or other jurisdictional requirements;
- Be installed using materials and methods that do not damage the shelter, bench, concrete pad, electrical or solar components, glazing, structural members, lighting, drainage, or other equipment;
- Maintain adequate visibility into and through shelters where transparent panels or sight lines are intended to support passenger security and operator visibility;
- Avoid reflective, flashing, animated, audible, illuminated, projecting, interactive, or other features unless specifically approved following safety, accessibility, maintenance, and technology review;
- Be maintained in a clean, legible, secure, and professional condition for the duration of the placement; and
- Be removed at the end of the authorized term, with the affected asset restored to a condition acceptable to GLTC.

GLTC may immediately cover, remove, relocate, or require correction of shelter or bench advertising or sponsorship recognition when it creates a safety, accessibility, maintenance, operational, legal, or passenger-information concern, or when the associated agreement has expired or been terminated.

Unless otherwise provided by contract, the advertiser, sponsor, installer, or responsible vendor shall bear the cost of approved installation, routine maintenance attributable to the placement, removal, repair of damage, and restoration. GLTC may require insurance, indemnification, warranties, proof of professional installation, or other protections appropriate to the installation.

Technical specifications - including approved dimensions, panel sizes, allowable coverage, materials, attachment methods, illumination, artwork preparation, installation windows, inspection procedures, maintenance standards, replacement timelines, and removal requirements - shall be maintained in the administrative Shelter and Bench Advertising Standards rather than embedded in this Board policy.

Nothing in this subsection requires GLTC to make every shelter or bench available for advertising or sponsorship. GLTC may reserve individual assets for passenger information, public art, public-service messaging, community information, operational needs, or no advertising at all. Availability may also depend on ownership, easements, grant restrictions, local approvals, contractual rights, or physical conditions.

6.7 Digital, Video and Audio Advertising

Digital, video, and audio advertising may be subject to additional standards governing length, frequency, volume, hours of operation, maximum repetition, captions, disruptive or startling audio, sponsor access to GLTC systems, cybersecurity, data privacy, QR codes, NFC tags, mobile links, Wi-Fi portals, and immediate suspension during emergencies or service disruptions.

6.8 Rates, Discounts and In-Kind Advertising

Advertising rates, discounts, packages, charitable/public-service allocations, and in-kind arrangements shall be administered through an approved rate card or other written procedure. Comparable customers should receive comparable treatment under the applicable written standards. Material deviations from established rates or in-kind values shall require approval consistent with delegated financial authority.

ARTICLE VII - PARTNERSHIPS AND SPONSORSHIPS

7.1 Partnership Eligibility

Partnerships should demonstrate a documented public or organizational benefit, such as increasing transit awareness or ridership; expanding mobility access to jobs, education, health care, food, housing, recreation, or public services; supporting fare assistance, travel training, safety education, or accessibility; advancing community events where transit has a clear mobility role; supporting workforce recruitment or employee recognition; or providing measurable revenue or in-kind value to GLTC.

7.2 Partnership Evaluation

GLTC should consider transit relevance, public benefit, expected customer or ridership impact, required staff resources, direct and indirect cost, accessibility, brand implications, legal implications, data/privacy implications, duration, and measurable outcomes before entering a material partnership.

7.3 Ineligible Partnerships

- Conflict with GLTC mission, law, ethics rules, grant obligations, procurement rules, or safety requirements.
- Create unauthorized actual or perceived endorsement of a candidate, political party, ballot measure, religious belief, or private product.
- Require GLTC support for a partisan campaign, candidate event, political rally, or campaign fundraising activity.
- Create unlawful discrimination, harassment, inequitable treatment, or barriers to participation.
- Require release of customer, fare, trip, employee, security, or proprietary data without lawful authority and an approved agreement.
- Compromise operational independence, emergency communications, or safety priorities.

7.4 Sponsorship Requirements

Every material sponsorship agreement should identify the sponsor and GLTC legal names; purpose and public benefit; cash amount and/or documented fair-market value of any in-kind contribution; exact sponsor benefits and GLTC deliverables; term, renewal, cancellation, removal, and termination provisions; brand/logo use and artwork approval requirements; required disclaimers; insurance, indemnification, maintenance, and damage responsibility; data/privacy and technology terms where relevant; reporting and records-retention requirements; non-exclusivity unless Board-approved; and non-endorsement language.

7.5 Sponsorship Valuation

GLTC should document the estimated fair-market value of material benefits provided to a sponsor, including vehicle exposure, shelter or facility advertising, event presence, digital placement, fare-media branding, naming rights, exclusive placement, or GLTC-produced promotional content. Finance should be consulted when valuation is material or uncertain.

7.6 Requests for GLTC Monetary Donation or Outbound Sponsorship

This subsection governs requests from outside organizations, agencies, and businesses seeking a monetary contribution or sponsorship payment from GLTC. It is distinct from an inbound sponsorship under which an outside sponsor provides cash or in-kind value to GLTC in exchange for approved recognition or benefits.

7.6.1 Purpose and Public Benefit

GLTC may consider monetary donations or outbound sponsorships when funds have been lawfully budgeted or otherwise made available for that purpose and when the proposed use provides a documented public benefit connected to Lynchburg, community mobility, transit awareness, economic or community vitality, or another legitimate GLTC purpose. The intent is to administer public and Company resources diligently and consistently while allowing GLTC to support qualifying community activities.

7.6.2 Eligibility

An applicant should be an organization, agency, or business that serves the City of Lynchburg or provides a demonstrable benefit to Lynchburg residents. In evaluating eligibility and merit, GLTC may consider:

- The breadth of community impact and contribution to Lynchburg identity or quality of life;
- The number or type of Lynchburg residents reasonably expected to benefit;
- The relationship of the activity to transportation, mobility, access, education, employment, community services, or economic health;
- Whether the applicant is the primary organizer, manager, and financial administrator for the activity or event;
- Whether the activity complies with applicable federal, state, and local law, including applicable accessibility and civil-rights requirements; and
- The value of recognition, promotional consideration, transit-related exposure, services, or other benefits GLTC would receive in exchange for the contribution.

Individuals are not eligible to receive a monetary donation or sponsorship under this subsection.

7.6.3 Ineligible or Restricted Requests

GLTC shall not provide monetary donations or outbound sponsorships for activities that are unlawful, discriminatory, inconsistent with GLTC mission or grant obligations, or principally intended to support a partisan campaign, candidate, political committee, campaign fundraising activity, or electoral advocacy. Requests involving religious organizations or religious activity, governmental or taxing entities, or other legally sensitive categories shall be evaluated with legal counsel as appropriate to ensure that any support is for a lawful public purpose and is administered under neutral eligibility standards.

For-profit or corporate applicants without a meaningful Lynchburg presence or documented Lynchburg public benefit may be determined ineligible. GLTC may also decline requests that provide insufficient public benefit, insufficient value to GLTC, inadequate documentation, excessive risk, or an unreasonable demand on GLTC resources.

7.6.4 Significant Exchange of Value

A monetary sponsorship should provide GLTC a significant and documented exchange of value or community benefit. Examples may include appropriate sponsor recognition, display of the GLTC logo, acknowledgement in event materials, transit information or outreach opportunities, inclusion in media or digital promotion, event access, or other measurable consideration. The nature and value of the exchange shall be appropriate to the amount and purpose of the contribution.

7.6.5 Application and Timing

Applicants shall submit a complete request using the GLTC Donation/Sponsorship Application or other form approved by the General Manager. For a request connected to a specific event, the application should ordinarily be submitted at least one hundred twenty (120) days before the event and not more than three hundred sixty-five (365) days before the event. GLTC may waive or modify an administrative timing requirement when justified, provided doing so is consistent with available funding, delegated authority, and equal treatment of comparable applicants.

Applications may be accepted throughout the applicable budget year, but the existence of an application process does not guarantee funding. Available funds may be limited or exhausted before the end of the budget period.

7.6.6 Approval and Funding

The Board may establish an annual budget amount, per-request limit, aggregate threshold, or other financial parameters for monetary donations and outbound sponsorships. The General Manager shall administer approved requests within delegated authority and at the direction of the Board. Requests exceeding delegated financial authority, presenting a material policy issue, or requiring an exception shall be referred to the Board.

Where GLTC elects to structure an award as reimbursement, the applicant shall submit receipts, invoices, proof of payment, or other documentation acceptable to GLTC before reimbursement. GLTC may instead use another lawful payment structure when approved by Finance and consistent with procurement, grant, accounting, and contracting requirements.

7.6.7 Recognition and Use of GLTC Marks

When sponsor recognition is part of the exchange, GLTC shall provide or authorize the official GLTC logo or other approved mark. The awardee shall use only the supplied or approved artwork and shall obtain approval from the General Manager or designee for material use of GLTC signage, banners, graphics, or co-branded promotional materials. Recognition shall comply with Article IX and shall not imply a broader GLTC endorsement of the applicant, its products, beliefs, or activities.

7.6.8 No Continuing Entitlement

Approval of a donation or sponsorship in one year or for one event does not create a precedent, continuing entitlement, renewal right, or expectation of future support. Each request shall be evaluated under the policy, budget, facts, and priorities applicable at the time of the request.

7.6.9 Excluded Memberships and Ongoing Institutional Participation

This subsection does not govern routine memberships, subscriptions, dues, or joint participation in organizations that provide a direct and ongoing organizational benefit to GLTC, such as transit-industry associations, regional planning bodies, municipal-interest organizations, or economic-development organizations. Those expenditures shall be handled under the otherwise applicable budget, procurement, membership, or administrative process.

7.7 Naming Rights and Co-Naming

Naming rights require separate Board approval and a written agreement. Naming or co-naming shall not materially confuse riders about routes, fare products, emergency locations, or public ownership; replace essential wayfinding with commercial language; materially diminish the GLTC master brand; or create an appearance of permanent private ownership of public transportation infrastructure.

ARTICLE VIII - PUBLIC APPEARANCES, OUTREACH AND EVENTS

8.1 Purpose

GLTC may participate in public appearances, community outreach, educational events, employer events, school and college activities, public meetings, job fairs, festivals, parades, ribbon cuttings, press events, vehicle displays, Touch-a-Bus activities, travel-training events, and similar activities when they advance an authorized GLTC purpose.

8.2 Event Request and Evaluation

GLTC shall maintain an administrative event-request process. Requests should identify the host, date, purpose, audience, expected attendance, requested vehicle/staff/equipment, accessibility needs, safety considerations, operating cost, branding, media involvement, sponsor recognition, weather considerations, and expected transit/community benefit.

8.3 Use of Vehicles and Personnel

Vehicle and personnel participation is subject to operational availability. Public appearances shall not unreasonably interfere with scheduled service, maintenance, safety, training, emergency readiness, or other operating priorities. Where appropriate, GLTC may consider fuel, operator, overtime, transportation, or other incremental costs when evaluating a request.

8.4 Elected-Official and Political Events

GLTC participation in events involving elected officials may be appropriate for legitimate governmental, transportation, public-information, ceremonial, or community purposes. GLTC resources shall not be used to support partisan campaign

activity, campaign fundraising, or electoral advocacy except as required by law. Questions involving campaign status or political activity should be referred for legal review.

ARTICLE IX - BRAND, TRADEMARK AND INTELLECTUAL PROPERTY

9.1 GLTC Ownership and Brand Stewardship

All GLTC marks and intellectual property are owned or controlled by GLTC unless a written agreement provides otherwise. GLTC brand assets shall be used accurately, consistently, and only for authorized purposes.

9.2 Brand Standards Manual

GLTC shall maintain an administrative Brand Standards Manual addressing official names and abbreviations; logos, sub-logos, icons, seals, and service marks; approved colors and typography; photography, illustration, and graphic style; vehicle livery and fleet graphics; facility, shelter, stop, and wayfinding design; digital templates, social-media graphics, web/app design, and video standards; co-branding hierarchy; minimum logo size and required clear space; approved color, monochrome, and reverse versions; prohibited alterations; and the official brand-asset library and file formats.

Technical brand specifications should be maintained in the Brand Standards Manual rather than embedded in Board policy so that routine brand administration does not require formal policy amendment.

9.3 Trademark and Logo Licensing

Any non-GLTC use of GLTC marks requires written approval. Unless otherwise approved, licenses should be non-exclusive, non-transferable, revocable, limited to a specific purpose, audience, location, format, and time period, subject to pre-approval of final artwork, and subject to termination for misuse, legal risk, safety issues, reputational harm, or breach.

9.4 Copyright, Creative Works and Contractor Deliverables

Contracts for creative services should address ownership or assignment of final work; delivery of editable/source files; rights to photography, video, audio, maps, illustrations, and designs; releases for recognizable individuals where required; music, voiceover, stock-image, font, software, and other licenses; rights to reuse, modify, archive, publish, and distribute materials; and protection against copyright-infringement claims.

9.5 Photography, Video and Publicity Rights

GLTC shall maintain administrative procedures for photography and video releases, event photography, customer testimonials, employee participation, media productions, and use of recognizable individuals. Releases should be obtained where required by law, contract, or GLTC procedure.

9.6 Patents, Inventions and Technology

Employees, contractors, vendors, and partners shall disclose inventions, designs, software, processes, systems, or technologies developed using GLTC time, funds, facilities, data, or confidential information when required by contract or procedure. GLTC, with legal counsel as appropriate, shall determine ownership, confidentiality, patentability, licensing, commercialization, and publication rights. Technology contracts should specify ownership and ongoing rights to source code, data, interfaces, documentation, and brand elements where relevant.

ARTICLE X - FARE MEDIA, DIGITAL TECHNOLOGY, DATA AND PRIVACY

10.1 Fare-Media and Pass Branding

Fare media are functional rider-access tools and require special review. Sponsor or partner branding shall not obscure fare value, expiration, customer-service contact information, accessibility features, required terms, or fare-product identity; interfere with card reading, QR scanning, NFC use, fare inspection, visual verification, or mobile-ticket activation; create unequal access or different fare validity based on sponsor affiliation; or remain in use beyond the approved production run or term without authorization.

Material fare-media co-branding should include a plan for printing, replacement, unsold inventory, cancellation, transition, and customer communication.

10.2 Customer Data and Privacy

No advertiser, sponsor, partner, or third-party application may receive rider, fare-media, trip, payment, location, device, or customer-service data unless authorized by law and governed by an appropriate written agreement and required internal approvals.

10.3 Data Minimization

Marketing initiatives should collect only customer information reasonably necessary to achieve the authorized purpose and should retain or share that information only as permitted by law, contract, records requirements, and GLTC procedures.

10.4 No Sale of Identifiable Rider Data for Advertising

GLTC shall not sell identifiable customer trip, fare, payment, precise location, or personally identifiable customer information for third-party advertising purposes except where expressly authorized by law and Board policy.

10.5 Digital Security and Technology Review

Security or technology review may be required for QR codes, mobile applications, sponsor links, Wi-Fi splash pages, digital display systems, customer surveys, contests or giveaways, app integrations, third-party data feeds, digital fare-media promotions, analytics platforms, online forms, tracking technologies, and other interactive or connected systems.

10.6 External Links, QR Codes and Interactive Campaigns

Public-facing links, QR codes, NFC interactions, downloads, and other interactive features should be tested before publication and should direct users only to authorized destinations. Material campaigns that collect information, process payments, require account creation, or integrate a third-party service should receive appropriate privacy, cybersecurity, accessibility, procurement, and legal review.

ARTICLE XI - PROMOTIONAL PRODUCTS AND GLTC MERCHANDISE

11.1 Authorized Use

GLTC may purchase, produce, distribute, or sell branded merchandise and promotional products for marketing, customer education, outreach, recruitment, recognition, revenue generation, or another authorized purpose.

11.2 Brand and Procurement Requirements

Promotional products and merchandise shall comply with GLTC brand standards and applicable procurement, financial, contracting, and licensing requirements. GLTC shall control final approval of designs displaying GLTC marks.

11.3 Inventory and Revenue

Where merchandise is held for sale, GLTC shall establish appropriate procedures for pricing, inventory accountability, cash or electronic payment handling, revenue recording, returns, damaged or obsolete inventory, and end-of-life disposition.

11.4 Vendor and Intellectual-Property Rights

Vendors producing GLTC merchandise shall receive only the rights necessary to fulfill the authorized order or agreement. GLTC designs and marks may not be reused, sold, distributed, sublicensed, or reproduced for another purpose without written authorization.

ARTICLE XII - COMPLIANCE, ENFORCEMENT AND APPEALS

12.1 Compliance

All GLTC departments, personnel, contractors, advertisers, sponsors, partners, licensees, and others using GLTC assets must comply with this policy and related procedures.

12.2 Correction, Suspension and Removal

GLTC may reject, require correction, suspend, cover, disable, remove, cancel, or terminate content or an associated authorization when the content or activity creates a safety or operational concern; violates law, contract, or policy; infringes

Staff final draft for legal review and Board consideration - not adopted

GLTC or third-party rights; contains unapproved changes; interferes with emergency, ADA, fare, route, schedule, wayfinding, or passenger-information content; creates a cybersecurity or privacy risk; fails to meet payment or contract obligations; or otherwise violates an applicable written standard.

12.3 Written Denials

Formal denials of third-party advertising, material sponsorships, partnership applications, naming requests, logo licenses, or other formal requests should identify the applicable policy or procedural basis for the decision.

12.4 Appeals

GLTC shall maintain a written administrative appeal process for formal denials where an appeal is appropriate. The process should generally provide:

12. A written decision stating the policy provision or standard relied upon;
13. An opportunity to submit revised material when revision could resolve the issue;
14. Administrative review by the General Manager or designated review officer;
15. Legal consultation when constitutional, civil-rights, contractual, intellectual-property, or other significant legal issues are raised; and
16. A written final administrative determination.

Whether a category of appeal may be taken to the Board shall be established deliberately through Board policy or procedure after legal review and shall not be assumed merely because the Board adopted this policy.

12.5 Consistent Enforcement

GLTC shall endeavor to apply materially similar standards to materially similar requests. Enforcement records should be sufficient to demonstrate the basis for significant approvals, denials, removals, and appeals.

ARTICLE XIII - RECORDS, PERFORMANCE AND BOARD REPORTING

13.1 Records

Marketing and Communications, with other responsible departments, shall maintain appropriate records of requests and submissions; final artwork and placements; material review comments and decisions; contracts, licenses, memoranda, invoices, and payments; fair-market-value calculations for significant in-kind contributions; public-appearance approvals; complaints, removals, appeals, and enforcement actions; brand assets and licenses; and revenue, expense, and performance data as required by applicable records-retention requirements.

ARTICLE XIV - ADMINISTRATIVE PROCEDURES AND ATTACHMENTS

14.1 Administrative Documents

The Board intends this policy to establish governing principles and authority rather than prescribe every technical marketing requirement. The General Manager may authorize staff to maintain the following administrative documents, which may be updated without Board action unless an update changes a matter reserved to the Board:

- Advertising Content Standards
- Advertising Inventory and Rate Card
- Vehicle Advertising and Window-Coverage Specifications
- Shelter and Bench Advertising, Sponsorship, Installation and Maintenance Standards
- Digital Display Standards
- Video and Audio Standards
- Social Media Procedures
- Internal Display and Employee Communications Standards
- Brand Standards Manual
- Logo, Trademark and Intellectual-Property License Application
- Partnership Evaluation Form
- Sponsorship Evaluation Form

- Donation / Outbound Sponsorship Application and Review Form
- Public Appearance / Event Request Form
- Co-Branding and Naming-Rights Agreement Templates
- Fare-Media Co-Branding Standards
- Digital Privacy, QR Code and Technology Review Checklist
- Advertising Denial, Appeal and Removal Procedures
- Marketing Approval and Delegated Authority Matrix
- Photography / Video Release Procedures
- Promotional Merchandise Procedures
- Artificial Intelligence Use Guidance for Marketing and Communications
- Annual Marketing Reporting Template

14.2 Administrative Updates

Administrative procedures shall remain consistent with this policy and shall not alter authority reserved to the Board. Material procedural changes presenting significant legal, financial, operational, public-interest, or reputational consequences may be referred to the Board by the General Manager.

ARTICLE XV - REVIEW, INTERPRETATION, CONFLICTS AND SEVERABILITY

15.1 Periodic Review

This policy should be reviewed at least every two years, and sooner when a material court decision, statutory change, grant requirement, technology change, operational issue, or significant organizational change affects GLTC practices. Advertising-content standards should receive additional legal review when relevant controlling law materially changes.

15.2 Interpretation

The General Manager, in consultation with Legal Counsel and the responsible GLTC functions, is authorized to interpret and administer this policy. Interpretations shall be consistent with Board intent, applicable law, and GLTC's obligation to apply standards consistently.

15.3 Conflicts

Where this policy conflicts with controlling law, controlling law governs. Where this policy conflicts with an administrative procedure, campaign plan, brand standard, or other lower-level internal document, this policy governs unless the Board expressly authorizes otherwise where legally permissible.

15.4 Severability

If any provision of this policy is determined to be invalid or unenforceable, the remaining provisions shall remain in effect to the fullest extent permitted by law.

15.5 Effective Date

This policy becomes effective upon adoption by the Greater Lynchburg Transit Company Board of Directors.

ADOPTION

Adopted by the Greater Lynchburg Transit Company Board of Directors on _____.

_____	_____
Board Chair	Board Secretary

*The following documents are public
recorded comments regarding
2026 proposed fare and route
updates*



GLTC PUBLIC COMMENTS – FLEXFARE PRICE UPDATE
ROUTE CHANGE UPDATES 2026
8/5/2026

#1<shans3ladybugs@gmail.com>

Dear GLTC,

My name is Shannon M Ray and I have ridden the bus system since 2022. First off I would like to say I appreciate the position the Board is under given the financial and political changes in all levels of government that is affecting the decisions that you have to consider. I maybe very vocal in my opinions but would like to acknowledge the difficult situation you are in.

I am emailing you concerning the changes proposed to the Flex service. I would like to let you know that in all honesty this is a very very stupid idea. I understand that in the original setup for the Flex that it was to be under the paratransit portion of the company, and they would be in charge of the drivers needed and the dispatching of rides. However that has not been the case completely, very often it is fixed route operators who are driving the vehicles. The Board voted to take away the 6, 7 and 6/7x and change other routes not knowing if this project would work out and not having a backup plan should it be very popular or a total bust. Currently it is setup with the \$2 one way cash payment and no way to buy a paper ticket or scan a paper ticket on the vehicles. You do accept the app bought tickets and honor the paper ones. My concern with the proposed changes are as follows, you took away 3 fixed routes and changed what the routes are without looking at long term feasibility and cost. By raising the price to \$4 a ride one way with no bus tickets being accepted you are forcing everyone into the paratransit system without following your own guidelines. To become a paratransit rider you have an application process that requires the person to get their doctor to attest to their need to ride paratransit, but are saying that because this service doesn't really fit the fixed route mold or the paratransit mold you are just going to squish the Flex in their somewhere and hope it sticks. You have made a Frankenstein of a service taking parts from here and there and just going on vibes. While I understand that the program has been a huge success I acknowledge that it was an experiment and mainly state funded and those funds are not guaranteed. I respect that the one way price needs to go up to adjust for inflation but not accepting paper or electronic bus tickets is going in the face of your own rules. Those tickets were bought with the understanding that it would cover rides on the fixed routes including the Flex district. You are now saying that the tickets are only for buses and not all fixed routes. You have decided to be a guinea pig for the state and have no backup other than nickel and dime the riders to make up for your mistakes. Please I understand people have been abusing the one way cash payment system but you are taking it out on everyone else. I do have some recommendations to maybe help with this. Before you do this please launch the tap to ride cards and allow people to load and use them instead of cash for everything. Also launch the fare capping so that people who use the electronic tickets have an option to get the best deal with GLTC. Also if they pay cash they should be issued a slip that turns into a ticket on the bus when they connect like a ticket error slip. If I remember right the Flex was marketed as just a faster change to the route nothing more. I also recommend, even to my detriment stop the door to door pickup. Use the Flex vehicles but reduce the miles by using only the bus stops as pickup and drop off points. Honor bought bus tickets like any fixed route and half fare program. Honestly if it makes more sense financially go back to the buses and revert back to the old bus system. No



GLTC PUBLIC COMMENTS – FLEXFARE PRICE UPDATE ROUTE CHANGE UPDATES 2026 8/5/2026

matter what you do you will lose riders. Also raise the ticket prices to compensate. I would recommend that the fares be as follows One way \$2.50 half fare and \$5 full fare One day \$5? half fare and \$7 full fare 2 week \$15 half fare and \$30 full fare 31 day \$30 half fare and \$60 full fare. I know there is the formula for calculating ridership loss with fare increase but I would compare it to the ridership lost by raising Flex alone vs implementing the ticket prices. No matter what happens ridership will go down. It's a matter of how to compensate. I personally think it's better to stay in the good graces of DRPT and keep Flex just make changes all around to compensate than possibly losing access to grant money in the future. I would gladly pay the increase if it means the routes stay the same and a bus pass can be used for Flex. Thank you so much for your time.

In Christ,

Shannon M. Ray

#2 Robyn Lee <relm1993@gmail.com>

The proposed increase in flex costs is ridiculous. For those that argue its similar service to the paratransit and so its unfair they pay more than flex. Well para transit is not for everyone I as an able bodied person can not use paratransit. But the people who utilize paratransit can utilize all services GLTC offers with in reason. Plus para transtist goes more places than flex does. I would basically be paying the cost of a lyft or Uber to take flex with me and my children and that doesn't even guarantee a van. GLTC chose to end bus lines that serviced the area the flex does and now youre lucky to get a van. Let's take today July 24th its a friday I had a womens health appointment on nationwide I had to over draft and scrounge for a lyft to and from the dr appointment because I was unable to even get a van after trying for extended amount of time. The flex vans are only available in certain areas and another bus is bout to be cut from timberlake side of town on weekends. At this point I have been left stranded more often than not by GLTC. I have gotten to the point of saying those letter stand for "get left today cuz" because nothing is in the best interest of ridership. I have been riding the bus on and off for over a decade and there have been many instances walking miles was faster then waiting for a bus that may or may not come. You guys keep taking away routes or changing them up so much and then want to charge a full day fare amount to people who live and work in the flex zone? Most people on the bus dont have that kind of money or they wouldn't be on the bus to begin with. But just like everything else this email will be ignored like all the other public comments and GLTC will just do what they want and not care how it affects the people who rely on them.

#3 Renee Scott <Renee.Scott@Centrahealth.com>

To the Greater Lynchburg Transit Company Board of Directors, I am writing to strongly oppose the proposed increase in the GLTC Flex Microtransit fare from \$2.00 to \$4.00 per trip and the elimination of Flex period passes. My son has a physical disability that prevents him from safely accessing fixed-route bus stops. Because of his disability, GLTC Flex is not a convenience—it is his primary means of transportation. The service allows him to attend medical appointments, obtain groceries, access community resources, and maintain a level of independence that would



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otherwise be impossible. Like many individuals with disabilities, my son lives on a limited income. Doubling the fare would create a significant financial hardship. What may appear to be a small increase can quickly become an unaffordable monthly expense for riders who depend on Flex multiple times each week. Many individuals may be forced to choose between transportation and necessities such as food, medications, or utilities. I am equally concerned about the elimination of Flex period passes. These passes provide predictability and help riders budget transportation costs. Removing them creates additional financial strain for those already living with limited resources. I fear this proposal will have a profound impact on individuals with disabilities, seniors, and others who cannot safely access traditional bus routes. For these riders, Flex is not optional, it is essential. Without affordable transportation, many people risk becoming isolated from healthcare, employment opportunities, and community involvement. I respectfully urge the Board to reject the proposed fare increase, retain Flex period passes, and explore alternatives that do not place additional burdens on those who rely on this service the most. Accessible and affordable transportation is a lifeline for many residents in our community. I ask that you carefully consider the real-world consequences of these proposed changes and protect a service that enables individuals like my son to live with dignity, independence, and connection to the community. Thank you for your time and consideration.

Respectfully,

Renee W. Scott

#4 James J. Elleyby, SALT <james@elleyby.com>

**** A Proposal for the Future of Our Flex Service **To the GLTC Board of Directors:****

The introduction of the Flex service has brought a welcome level of innovation to our streets. As a professional, a Lynchburg resident, and a blind rider, I deeply appreciate the effort it takes to keep this city moving, and I completely understand our need to ensure the long-term sustainability of the budget. To support our operational viability while maintaining the heart of the service, I would like to offer a gentle, gradual compromise before the final vote is cast:

*** **Cap the Regular Fare increase at \$3.00** (A 50% increase, rather than jumping entirely to \$4.00).* **Cap the Half-Fare at \$1.50.*** **Reinstate the use of unlimited passes for all Flex routes.**** I offer this reasonable solution because we must step away from the spreadsheets for a moment and look at the harsh, flesh-and-blood reality of the original \$4.00 proposal. If this fare is doubled overnight and the validity of our transit passes is stripped away, we are not sustaining this service—we are paralyzing our community. ****People will lose their jobs.**** When a fixed-income worker suddenly finds out their commute costs double, or that their prepaid pass is completely useless, they will not be able to afford the ride to work. By excluding these passes, the very incentive to purchase an unlimited pass is removed—which is exactly why we buy them in the first place. This will price people out of their own livelihood. ****Citizens will miss critical medical care.**** There are elderly and disabled riders in Lynchburg, such as myself, who depend on Flex just to make it to the doctor. At \$8.00 round-trip out-of-pocket, we are actively choosing to price the most vulnerable people out of their own healthcare, and public infrastructure. What is the sense of having a public service if the people who need it most cannot afford to ride it?****This is a bait-and-switch on the community.**** Let's be completely real: Flex was brought in



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to replace the regular, fixed-route buses that were stripped from our neighborhoods. Taking away our buses, handing us Flex, and now proposing to charge us premium Paratransit rates to use it is unacceptable. Transit riders do not exist to single-handedly bail out operational costs; our fares subsidize a service that is already heavily backed by tax dollars precisely so it remains accessible. If it is made inaccessible, the service has failed. As a blind rider, I navigate enough obstacles in a day without the transit authority throwing up another wall. Do not let our legacy be the city that priced the working class, the elderly, and the disabled out of Lynchburg. Please, adopt the \$3.00 counter-proposal, honor our transit passes, and choose the human solution.

Sincerely, A Proud GLTC Rider
James J. Elleyby, SALT
Spiritual Advisor & Life Teacher
3831 Old Forest Road, Suite 6
Lynchburg, VA 24501
(434) 444 – 9594

#5 Anna Dittmann <annakdittmann@gmail.com>

I have a history of ovarian cancer. I find it to be unfair that our prices are increasing which I screen shot as stated in your website. Also, when are you bringing the route to jcrew back? Are you going to make the van accessible 100% of the time? I believe the best thing is for the jcrew bus route to come back. And for pricing and bus routes to be equal among all areas of Lynchburg as far as pricing goes \$2 for van and buses. Not only for the bus riders.
Thank you, Anna

#6 Kat Davis <katrenadavison666@gmail.com>

Please do not do this. I cant afford it. This is my only way to get to work and get groceries.

#7 - TChina Dunklee <tichinadunklev1@gmail.com>

I am writing to express my strong opposition to the proposed Flex fare increases and the elimination of unlimited passes. As a student at Central Virginia Community College (CVCC), these changes will severely impact my education and financial stability.

Please consider the following critical issues with the current Flex system:

- Unreliable Service: The Flex app is completely hit or miss. Because rides are frequently unavailable when needed, I am forced to spend extra money on expensive rideshare apps like Lyft just to get to my classes or work on time.
- No Advance Scheduling: The lack of a "schedule in advance" option makes it impossible for students and workers to reliably plan their days, leading to missed classes and shifts.
- Unfair Pass Restrictions: Eliminating the unlimited pass option for the Flex zone is incredibly unjust. Regular bus routes were removed from our neighborhoods, forcing us into this system. Making us pay extra for a service we were forced to use is wrong.

I urge the board to reject these fare increases, keep the unlimited pass options valid for Flex rides, and focus on fixing the app's reliability before charging riders more money.



GLTC PUBLIC COMMENTS – FLEXFARE PRICE UPDATE
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#8 Route Changes for 2026
by Andre Miller, GLTC Director

Scenario A

1A

Reroute from 5th St & Park Ave to Buchanan St to 5th St & Fillmore St
new stop at 7th St & Buchanan St instead of Transfer Station
riders can make a transfer at :45 connection

bus can keep moving

saves minimum of two minutes

Service to Jefferson & McGurk Houses

1A only every hour

every other hour when 1B is not in service

No service to Atherholt Rd extension

service every other hour when 1B is not in service

saves minimum of two minutes

No service to Lower Plaza

saves minimum of two minutes

Reroute from Wadsworth St & Euclid Ave to Fort Ave & Wadsworth St to Park Ave & Fort Ave

current route 12

1B

Reroute from Park Ave & Fort Ave to Wadsworth St & Fort Ave to Euclid Ave & Wadsworth St

current route 12

No service to Lower Plaza

saves minimum of two minutes

Service to Atherholt Rd extension

1B only every hour

1A serves every other hour when 1B is not in service

No service to Jefferson & McGurk Houses

saves a minimum of two minutes

1B serves only when 1A is behind schedule or out of service

Reroute from Fillmore St & 5th St to Park Ave & Buchanan St to 5th St & Park Ave

bus stop at 9th St & Buchanan St instead of Transfer Station

riders can make a transfer at the :45 connection

bus can keep moving

saves a minimum of two minutes



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Eliminate the first trips of both routes

route 5 starts at 8:15am

route 11 starts at 7:15am

Eliminate route 11 at night and transfer hours to route 10

route 11 ends at 6:15pm

route 10 will run at night

9

No change

If route 9 must be rerouted, it should be what is proposed in scenario B

Combine with route 10 when not in service

route 10 outbound to Oakley Ave to Stadium Rd to route 9 outbound to River Ridge Mall to
route 10 inbound to Transfer Station

10

Extend service at night

eliminate route 11 and transfer hours

Combine with route 9 when not in service

route 10 outbound to Oakley Ave to Stadium Rd, route 9 outbound to River Ridge Mall to
route 10 inbound to Transfer Station

12

Reroute from Park Ave & Fort Ave to Lakeside Dr & Park Ave to Plaza to Memorial Ave &
Wadsworth St

current route 10

Service to Lower Plaza

outbound only, 8am-5pm weekday

12X

Reroute from Park Ave & Fort Ave to Lakeside Dr & Park Ave to Fresh Market, inbound to
Oakley Ave & Lakeside Dr to Memorial Ave & Oakley Ave to Park Ave & Memorial Ave to
Fort Ave & Park Ave

saves minimum of three minutes

FLEX

Extend zone to cover the area of Fort Ave & Fort Hill Village

new connection to route 10

No service to River Ridge Mall

transfer to/from route 4 at CVCC/Target

transfer to/from route 10 at Fort Ave/Fort Hill Village

saves minimum of five minutes

Extend night hours to when all services end

Scenario B



GLTC PUBLIC COMMENTS – FLEXFARE PRICE UPDATE ROUTE CHANGE UPDATES 2026 8/5/2026

same as Scenario A except:

2

Pair with route 12X, weeknights and Saturdays
eliminate route 12 at night

4

Reduce by one bus, weeknights and Saturdays
2 buses in service only on 30/60 minute headway

5

Eliminate the first trip
start at 8:15am
Reroute from Transfer Station to Park Ave & Buchanan St to 5th St & Park Ave
current route 9
Pair with route 9
every other hour

9

Eliminate the first trip
start at 7:15am
Reroute from Transfer Station to 5th & Fillmore St to Plaza to Memorial Ave, Oakridge Blvd
& Fort Ave to Fort Ave & Wythe Rd to Stadium Rd to Carroll Ave
current route 11
Pair with route 5
every other hour
Service to Lower Plaza
could serve instead of route 12, outbound only, 8am-5pm weekday

10

Extend service at night
eliminate route 11 and transfer hours
Reroute outbound
option A = from Fort Ave & Long Meadows Dr to Wards Rd & Fort Ave to Candler's Mtn
Rd & Wards Rd to Seminole Dr
current route 11
option B = from Fort Ave & Long Meadows Dr to Wards Rd & Sheffield Dr to River Ridge
Mall
Reroute inbound to Wards Rd to Fort Ave & Wards Rd to Fort Hill Village to Long
Meadows Dr & Igloo Dr
current route 11
Combine with route 12 when not in service
route 10 outbound to Fort Ave & Graves Mill Rd to McConville Rd to Lakeside Dr to Fresh
Market to route 12 inbound to Transfer Station



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11

Eliminated entirely
transfer night hours to route 10

12

Reroute from Park Ave & Fort Ave to Lakeside Dr & Park Ave to Plaza to Memorial Ave & Wadsworth St

current route 10

Service to Lower Plaza

outbound only, 8am-5pm weekday

Eliminate service at night

service by route 12X

Combine with route 10 when not in service

route 10 outbound to Fort Ave & Graves Mill Rd to McConville Rd to Lakeside Dr to Fresh Market to route 12 inbound to Transfer Station

12X

Reroute from Park Ave & Fort Ave to Lakeside Dr & Park Ave to Fresh Market, inbound to Oakley Ave & Lakeside Dr to Memorial Ave & Oakley Ave to Park Ave & Memorial Ave to Fort Ave & Park Ave

saves minimum of three minutes

Service on weeknights

eliminate route 12 at night

pair with route 2, weeknights and saturday

Scenario C

same as Scenario B except:

1A

Rename midtown loop to new route 1B

eliminate route 1B

Service to Transfer Station

serve both :15 and :45 connections

1B

Eliminated

rename midtown loop of 1A to new route 1B

FLEX

Option A: Reduce by two vans

2 vans in service only

Option B: Eliminated

convert into new crosstown bus route serves Fresh Market, Graves Mill Rd, Fort Hill Village, CVCC, Leesville Rd, Timberlake Rd new route 11

Kelvin Jones

434-316-8645

I Agreed with the 1a and 1b change
Also it needs to be noted that someone needs to
watch the new drivers because they are leaving
these time points early and no supervisor is
watching to make sure that doesn't happen
A lot of passengers have complained to me
about that and I told them to notify a supervisor
but one lady told me that when she notified
a supervisor he just laughed in her face.