



Brazos Transit District

# Brazos Transit District

National RTAP:  
Service Expansion  
Project

Wendy Weedon  
Chief Executive Officer  
Brazos Transit District



# Wendy Weedon

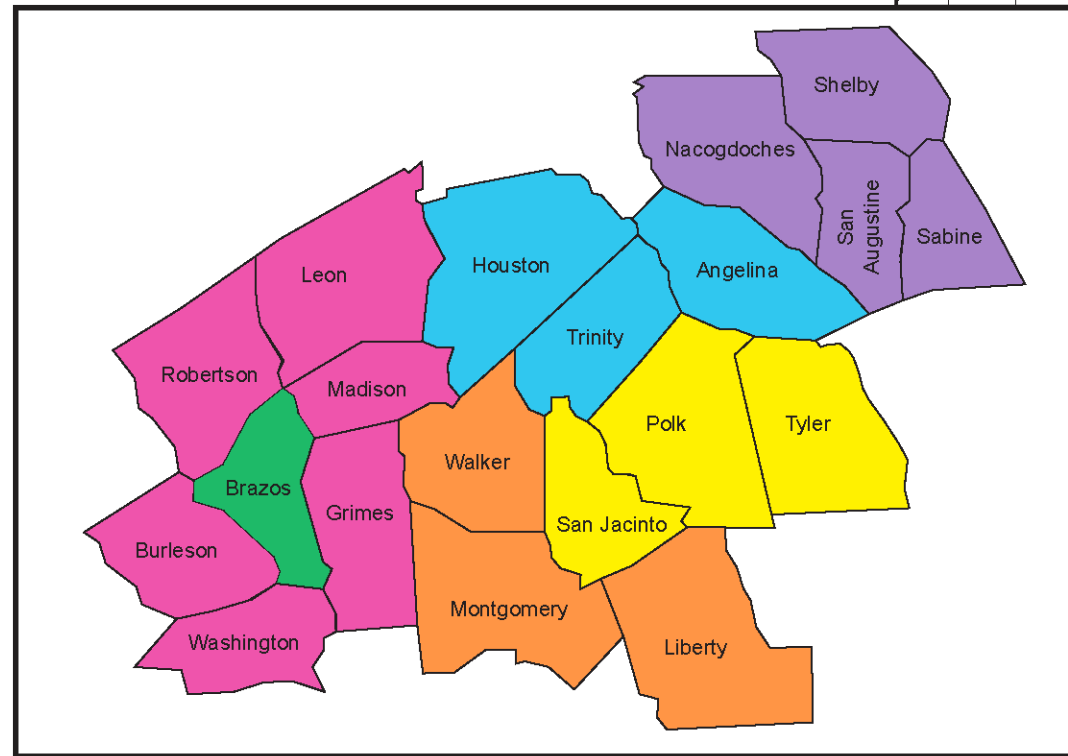
*Chief Executive Officer*



Wendy Weedon serves as Chief Executive Officer of the Brazos Transit District, leading public transportation services across 20 counties in Central and East Texas. With more than 17 years in the public transportation industry, she has led initiatives that expand mobility, strengthen safety, and improve customer experience.

Under her leadership, BTD earned the FTA Region VI Transit System of the Year (2022) and the Texas Transit Association's Outstanding Urban Transit System of the Year (2025).

A strong advocate for equitable access to transportation, Mrs. Weedon also serves on the Board of Directors for the Community Transportation Association of America (CTAA) and contributes to advisory boards focused on improving public transit across the county.



Angelina, Brazos, Burleson, Grimes, Houston, Liberty, Leon, Madison, Montgomery, Nacogdoches, Polk, Robertson, Sabine, San Augustine, San Jacinto, Shelby, Tyler, Trinity, Walker, and Washington.



# Service Expansion Program

## *Projects*



### **Fixed Route**

- Nacogdoches
- Added One Fixed Route
- Monday – Friday
- 5AM – 7AM
- Started October 1, 2024



### **Demand Response**

- City of Livingston:
  - Monday – Friday
  - 10AM – 2PM
- Counties of Sabine, San Augustine, Shelby, & Tyler
  - Once/Week
  - 7AM – 3PM



### **Micro-Transit**

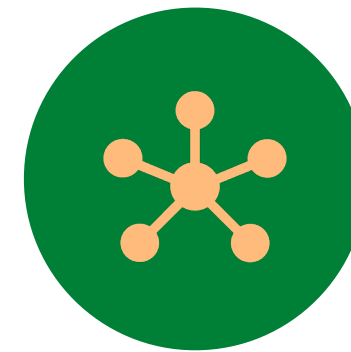
- Liberty-Dayton-Ames
  - Monday – Friday
  - 7AM – 3PM

# Expansion Opportunities



## Data Analysis

Every expansion must be realistic and sustainable. BTD reviews fleet availability, staffing levels, safe roadway conditions, and operating cost projections. Lessons learned from past expansions taught us to scale service responsibly to ensure quality and reliability for customers.



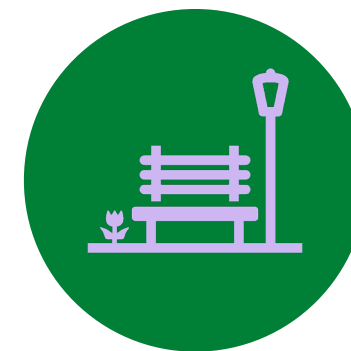
## Unmet Demand

BTB evaluates areas where residents and employers express consistent transportation gaps. Recurring patterns help BTB determine where new service models such as microtransit or expanded fixed routes would be most beneficial.



## Growth & Future Development

The planning team monitors patterns such as community growth, new commercial and medical, developments, new educational facilities, and infrastructure changes that allow safe bus operations. This type of analysis helped guide decisions where population growth and planned development justified adjustments or new service opportunities.



## Community Engagement

Community members help shape our priorities. BTB gathers input through public meetings, surveys and coordination with city councils, county officials, local organizations, school districts, and major employers.



# Challenges



1

## **Staffing and Workforce Capacity**

Recruiting and retaining enough operators to support new service has been one of the most consistent challenges. Support staff such as dispatch, maintenance, and road supervisors also need increased coverage to manage new service, which adds planning complexity.

2

## **Vehicle Availability & Local Match**

Even modest expansions create long-term operating commitments that require stable match funding. Expansions can required internal reallocation of vehicles or drivers which temporarily affected on-time performance until staffing stabilized.

3

## **Community Outreach and Awareness**

Multiple rounds of outreach are needed through city partners, community events, social media, and employer engagement to build awareness. Addressing misconceptions about eligibility, hours, or fares required ongoing communication.

# Community Response



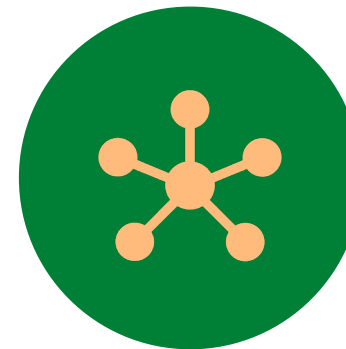
## Strong Ridership Growth

Ridership has increased across every expansion effort. This includes fixed route adjustments, rural midday service, and microtransit zones. The increase shows that residents were actively seeking improved mobility options and that the new services matched real community needs. Many riders have shifted from relying on friends or family for transportation to using BTD as a consistent and dependable option.



## Increased Engagement

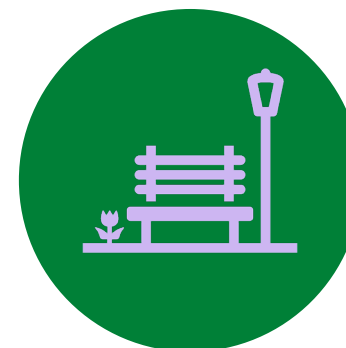
Cities, counties, schools, and major employers have been supportive and proactive in collaborating on outreach and awareness. Coordination with cities on promoting new routes and microtransit. Employers sharing information with staff about expanded service hours and new zones.



## Positive Customer Feedback

Feedback from riders has been encouraging and reflects appreciation for:

- Shorter wait times
- Expanded Hours
- New Destinations
- Improved Reliability



## Community Support

Elected officials have responded positively when BTD provided data showing how the expansions improved local mobility. Support from council members, county commissioners, and planning departments has helped reinforce the value of the new services and identify additional areas for future growth.



# Lessons Learned

1

## **Start With Data, but Validate It Through Community Input**

Ridership reports, density maps, and performance trends are valuable, but they never replace community conversations. The strongest expansion projects came from blending data analysis with local insight from riders, employers, and city partners. Agencies should budget enough time for both.



2

## **Build Outreach Into Every Stage of the Project**

Outreach cannot be a single press release or one public meeting. Repeated communication is needed to teach riders how, when, and where new services operate. Early and consistent outreach helped BTD shorten the time it took for ridership to grow

3

## **Be Ready to Adjust After Launch**

The most successful expansions remained flexible. Adjusting hours, routing, stops, or vehicle allocation after a few weeks often improved performance and customer satisfaction. Agencies should treat the first few months as a refinement period.

# Contact Us



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