MINUTES

PUBLIC TRANSIT ADVISORY BOARD

February 3, 2016
8:30 a.m.
Conference Room at FREDericksburg Regional Transit

Members in Attendance:	Lawrence A. Davies, City of Fredericksburg Erma Baker, University of Mary Washington Angeline Crowder, Caroline County Doug Morgan, Spotsylvania County Diana Utz, George Washington Regional Commission Dr. Roy Weinstock, Community Representative Ann Woolford, Germanna Community College
Staff Present:	Wendy Kimball, Director of Public Transit/FRED Rodney White, Assistant Director of Public Transit/FRED Glenn Jenkins, Operations Manager/FRED R. Craig Reed, Manager, Policy, Planning and Compliance/FRED Sharon Sullivan, Administrative Assistant/FRED
Others Present:	Don Engiles, Travel Trainer/RAAA Denis Paddeu, Regional Mobility Manager/RAAA
Members Absent:	Jan Erkert, Fredericksburg Regional Chamber of Commerce Joey Hess, Stafford County Kevin Koziol, disAbility Resource Center Lloyd Robinson, Alternate/George Washington Regional Commission
Others Absent:	Arnold Levine, Consultant/FRED

The meeting was called to order by Dr. Weinstock on February 3, 2016, at 8:36 a.m. in the conference room at the FREDericksburg Regional Transit facility (a/k/a The Lawrence A. Davies Transit Center), 1400 Jefferson Davis Highway, Fredericksburg, VA.

There were no public comments.

Report of Director of Public Transit:

- Update on IT Project: Mr. Reed reported that all FRED drivers will go paperless effective February 8, 2016. Multiple meetings have been held with FRED drivers to review this new process. The last two modules to be implemented in the RouteMatch software are RouteShout and deviated service.

- Update on Maintenance Facility: Mr. White reported that the remaining paint touch-up will be completed within the next 30 days. Mr. White also reported that the training room in the Operations building continues to be utilized for training/meetings by other City departments.
- Budget Status Update (FY'17): Ms. Kimball reported that all FY'17 budgets have been submitted to the localities. FRED staff is currently waiting for feedback from localities and should have a further update at the next PTAB meeting in April.
- FRED Bus Incident Update: Ms. Kimball reported that the City's insurance company, VML, will pay the City to replace the bus that was destroyed by fire on September 25, 2015 (in two installments). Ms. Kimball also reported that the replacement bus will be ordered as part of a larger scheduled bus procurement.
- Transit Development Plan (TDP): Ms. Kimball reported that the state has hired an outside consultant to work on FRED's six-year Transit Development Plan. The consultant will be compiling a list of questions for PTAB members to review prior to the next PTAB meeting in April 2016. Ms. Kimball noted that it will take approximately 8 – 12 months to complete the TDP.
- Fare Analysis: Mr. Reed prepared the FY2017 Fare Options document that was submitted to all members of PTAB prior to the meeting. Mr. Reed discussed the highlights of this analysis. A copy of this document is attached hereto and made a part of these minutes. After a lengthy discussion about the fare analysis report, FRED staff recommended Option 3 which will allow for the expansion the Half-fare program. With two jurisdictional representatives absent from this meeting, FRED staff recommended that PTAB wait to vote on the fare analysis at the April 2016 PTAB meeting.

Committee Reports:

(1) Mission, Goals and Objectives:

- Dr. Weinstock reported that a meeting was held in January 2016 with FRED staff to discuss the mid-year progress report. A copy of the Mission, Goals and Objectives Mid-year Report was sent out to PTAB members prior to this meeting. A copy of this document is attached hereto and made a part of these minutes. There was general discussion regarding a few items in the mid-year progress report. Ms. Kimball noted that Target C.7 (*Replace four buses in existing fleet with more efficient and heavier duty buses*) will not be completed by the end of TY16. This delay is a result of FRED hiring a new Fleet Manager in late December 2015. Ms. Woolford questioned the criteria used to measure the on-time performance statistics in Activity C.2 (*Strive to maintain on-time performance of FRED service within the Fredericksburg region*). Ms. Woolford made a motion to reduce the on-time performance criteria from 30 minutes to 15 minutes late. Ms. Utz seconded Ms. Woolford's motion. Mr. Reed will provide another on-time performance report reflecting the approved change at the next PTAB meeting in April 2016. Ms. Kimball commended Dr. Weinstock for his continued support of FRED staff to help with the Mission, Goals and Objectives reports.

(2) Partnership/Marketing:

- No report.

(3) Services to the Underserved:

- Ms. Woolford reported that Mr. Koziol has completed and submitted the draft survey to Ms. Kimball for review. A copy of the draft survey was submitted to PTAB members prior to this meeting. There was general discussion regarding the draft survey. A copy of this document is attached hereto and made a part of these minutes. Ms. Utz distributed a

list of survey target groups for PTAB members to review and provide feedback. Ms. Baker requested that an electronic copy of this document be sent to PTAB members. A copy of this document is also attached hereto and made a part of these minutes.

(4) Operations and Oversight:

- Mr. White reported that FRED staff has established great working relationships with localities to discuss rezoning, new developments, potential additional bus stops and shelters. A meeting will be held with the jurisdictional partners following this PTAB meeting.

RAAA Trainer Report:

- Mr. Engiles gave a report on his recent presentations and training trips. A copy of this report is attached hereto and made a part of these minutes.

Other Business:

- None

Announcements:

- RAAA, Community Services Board, and FRED Transit will participate in a local Roadeo on March 29, 2016.
- The next PTAB meeting will be held on April 6, 2016.

The meeting was adjourned at 10:02 a.m.

Approved by the Public Transit Advisory Board

Sharon L Sullivan 4/6/16

Sharon L. Sullivan Date

OPTIONS PAPER

FRED FARE LEVELS AND STRUCTURE

FOR FY2017

January 28, 2016

OPTIONS PAPER
FRED FARE LEVELS AND STRUCTURE

FRED'S Current Fare Level and Structure

For its regular service FRED charges passengers $1.00 for each boarding anywhere on its system any time of the day. Passengers can purchase a monthly pass for $40.00 and an annual pass for $225.00.

Children less than three (3) years old ride free.

The fare for an individual trip on a VRE feeder bus is $1.50; a monthly pass costs $50.00.

As a benefit of making significant contributions/grants to FRED (either in cash or in kind), students and employees of the University of Mary Washington and Germanna Community College, and employees of Medicorp Health Care System, the Star Radio Group, the Free Lance Star, the City and Spotsylvania, Stafford, and Caroline counties may ride for free upon showing a valid work/school ID.

On July 1, 2015, FRED began offering a half-fare program. The program is available during non-peak hours which are currently defined as 4:00 a.m. to 8:00 a.m. and 8:00 p.m. to 1:00 a.m. Persons with permanent or temporary disabilities, Medicare recipients, and seniors greater than 62 years of age are eligible.

Table 1 summarizes fares during the last seven fiscal years.

Table 1

Fare	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Basic	$0.50	$0.50	$0.75	$0.75	$1.00	$1.00	$1.00
Monthly Pass	$25.00	$25.00	$30.00	$30.00	$35.00	$35.00	$40.00
Annual Pass	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$225.00
VRE Service	$1.25	$1.25	$1.50	$1.50	$1.50	$1.50	$1.50
VRE Monthly Pass	$40.00	$40.00	$45.00	$45.00	$45.00	$45.00	$50.00

FRED did not change its fares in fiscal years 2009, 2011, 2013 or 2015.

Ridership

- Ridership has declined in each of the last three fiscal years.
- Ridership decreased in FY2013 due to the loss of service in King George County.
- Ridership continued to decrease in FY2014 and FY2015 (see Figure 1).
- The total ridership decline in FY2015 was 23,150. Ninety-four percent of that decline was in City ridership (21,758).
- During FY2015 ridership increased in all counties, led by Stafford with an increase of 4,092, and followed by Caroline (1,074) and Spotsylvania (255).

Figure 1

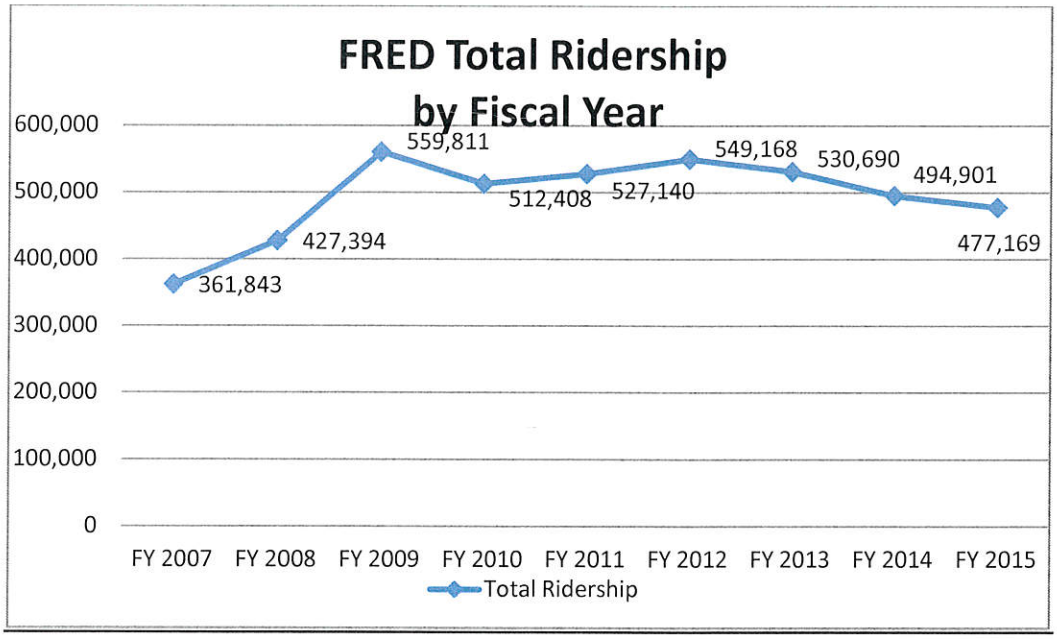


Figure 1: Ridership Fiscal Years 2007-2015

Fare Box Revenue and Recovery

- FRED's fare box revenues increased each year from $54,963 in FY2007 to $368,072 in FY2012, an increase of almost 700 percent.
- PTAB at its March 2009 meeting set as a target for FY2015 a fare box recovery ratio of 12% (the ratio of fare box revenues to operating expenses). PTAB's recommendation considered only true fare box revenue and did not consider cash contributions made by four major non-government partners in lieu of fares. Major non-government partners include – the University of Mary Washington, Mary Washington Healthcare, and Germanna Community College. They collectively contribute $102,750.
- Despite the decline in ridership in FY2010, the FY2010 fare rate increase offset the temporary decline in ridership and increased fare-box revenue by 70 percent over the prior fiscal year to $271,610.
- Revenue increased in FY2012 due to a rate increase and an increase in ridership.
- Fare box revenue decreased slightly in FY2013 due to the loss of service in King George County.
- Ridership decreased in FY2014 in part to re-routing Fall Hill Avenue service due to the construction road closure and to the particularly cold and snowy winter which resulted in the loss of service days. However, the FY2014 fare increase offset decreased ridership to produce a gain in fare box revenue.
- With no fare increase in FY2015, the decrease in ridership resulted in a corresponding decrease in revenue.
- FY2015 farebox recovery remained nearly equal to FY2014 at just under 12%.

Figure 2 Farebox Revenue

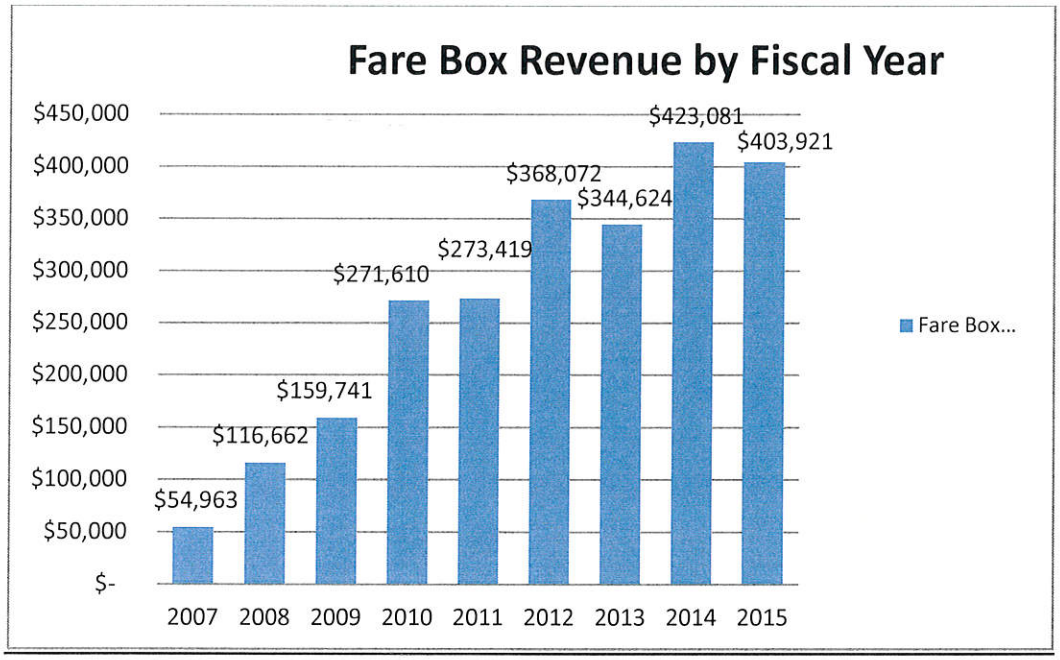
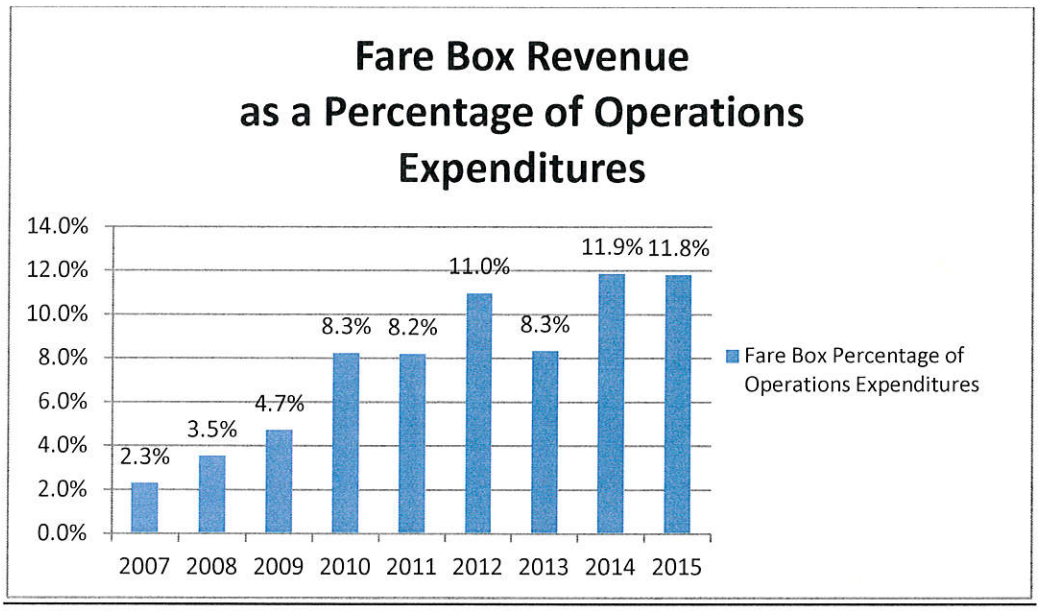


Figure 3 Farebox Recovery



Required Half-fare Program

FRED Transit (FRED) implemented its half-fare program on July 1, 2015. Current program policy offers reduced fares for trips during non-peak hours of operation. Non-peak is currently defined as 4:00 a.m. to 8:00 a.m. and 8:00 p.m. to 1:00 a.m. Persons eligible for reduced fares include: permanently or temporarily disabled; Medicare recipients; and persons greater than 62 years old.

During the first six months of FY2016 FRED tallied 33 half-fare trips. These trips produced a revenue reduction of $31 compared to full fare rates.

Performance-based Operating Assistance

Enacted during the 2011 General Assembly session, Senate Joint Resolution (SJR) 297 directed the Department of Rail and Public Transit (DRPT) to examine key issues related to the distribution of funding to transit agencies within the Commonwealth of Virginia. The legislation specifically called for the examination of Virginia's current transit funding practices with respect to performance, prioritization, stability, and allocation. DRPT completed its work in December 2012 and delivered a report to the General Assembly (Senate Document No. 11). Subsequently, the 2013 General Assembly responded to the SJR 297 findings and passed SB 1140 that established a new process for allocating state operating assistance funding above $160 million. These funds are to be distributed based upon the performance of competing transit agencies. The performance metrics used in the performance-based operating assistance allocation model and the percent of available funding that will be allocated to each metric are defined as follows:

Net Cost per Passenger (50%): Total operating costs less depreciation related to transit assets and any operating income derived from a source other than taxpayers divided by ridership. (An example of a non-operating income item would be interest income.)

Customers per Revenue Hour (25%): Ridership divided by revenue hours

Customers per Revenue Mile (25%): Ridership divided by revenue miles.

Options for Future Fare Levels

Fare changes include adjusting the prices for one, many, or all fare types which include:

- Regular Fare
- VRE Fare
- Regular fare monthly and yearly passes
- VRE passes
- Half-fare Program and
- Discounts and Other Free Ride Policies.

Fare adjustments necessarily must be considered within the context of the business environment. Existing and anticipated important factors relating to fare adjustment decisions include:

1. Total ridership has declined in each of the last three fiscal years.
2. The metrics as defined in DPRT's performance allocation model would show improved agency performance if ridership increased.
3. Revenue is not included in DRPT's metrics.
4. FRED's FY2017 budget is only a 0.3% increase over FY2016.
5. FRED's farebox revenue for the FY2017 budget is estimated to be $10,000 less than FY2015's actual farebox revenue.
6. Gasoline and diesel prices are anticipated to remain low during FY2017.

Options considered for FY2017 include:

Option 1: Discontinue Offering Annual Pass
Option 2: Offer Daily or Weekly Passes.
Option 3: Expand Half-fare Program to All Hours of Operation
Option 4: No change.

Discussion

Option 1 – Discontinue Annual Passes

During last year's fare discussions PTAB recommended that FRED consider discontinuing annual passes and also implementing daily or weekly passes, Options 1 and 2.

Regarding annual passes, we continue to sell 20-30 per year. Purchasers are predominantly area agencies on aging and social service organizations and are used by their staff for attending meetings and training events. During calendar year 2015, annual passes accounted for 1%[1] of total trips for the year (4,404 trips of 354,080 total trips). Based upon 28 passes sold for the year at a price of $200, annual passes generated $5,600 in revenue. Based upon the number of trips taken by annual pass holder, users of the annual passes would have generated $4,404 based upon our $1.00 fare. **Given the favorable revenue difference and the value to FRED of the agencies using the annual passes, we recommend continuing the annual pass program.**

Option 2 – Implement Daily or Weekly Passes

As a follow-up to last year's fare adjustment discussions, FRED prepared a briefing that evaluated daily and weekly passes and recommended that FRED implement a $5 daily pass. We did not move forward with the recommendation due to the workload already placed on our drivers associated with implementing the real-time transit information system. **Given that we will soon be "paperless" and relying solely on the software and that we still need to implement the paratransit module of the software, we recommend deferring a daily pass for another year.**

Option 3 – Expand the Half-fare Program

Under this option, FRED proposes to expand the half-fare program to all hours of operation. Participation eligibility would not change.

During the first six months of the program we recorded 33 trips under the half-fare program. The low participation was not unexpected given the program's limitation to non-peak hours of operation. These trips resulted in a potential $31 in lost revenue.

As noted in the ridership section of this paper, ridership has declined for the last three fiscal years. We also noted that DRPT's model for allocating additional funds to transit agencies is based upon metrics that improve as ridership increases. Further, the model and the metrics are not affected by decreases in revenue. Given these facts there is a compelling argument for taking steps that could increase ridership.

Expanding the half-fare program would affect our fare box revenue and the amount of revenue loss is difficult to estimate. According to our 2013 ridership survey 12% of our trips are taken by persons age 65 or more. In addition, we average approximately 1,500 wheel chair trips annually. Using our projected number of trips for FY2017 of 475,000 and assuming that 12% of trips and all wheel chair trips were at the half-fare rate of $0.50 instead of the regular fare of $1.00, FRED's fare box revenue could decline by $30,000. The above also assumes that all trips are all regular service and not VRE service.

According to our current half-fare policy senior citizens are defined as age 62 and therefore VRE ridership could be affected by expanding the program to all hours of operation. We currently do not have data to accurately estimate the number of VRE riders that could qualify however it is worthy to note that paying the half-fare rate of $0.50 per trip would be less than the cost of a VRE monthly pass even when riding the VRE twice per day for 22 days per month. VRE ridership in FY2015 accounted for 48,000

[1] Based upon RouteMatch data only.

trips or approximately 10% of our total ridership; VRE fares are nearly evenly split between cash, fare cards and monthly passes. If we assume that 12% of VRE riders are seniors our VRE service we could experience an additional $5,000 in lost revenue, bringing the total estimated loss to $35,000. **FRED staff recommends this option given the potential to increase ridership, the marginal impact on revenue, and its benefit to the community.**

Option 4 – Do Nothing

In FY2016 FRED raised the cost of regular service monthly and annual passes, and the monthly VRE pass. Historically, FRED has not increased fares in consecutive years. Given the decline in ridership and increases in the cost of passes for the current fiscal year, no increase in fares is an option to be considered.

Conclusions

Estimating the effect of changing fares on ridership with any certainty is challenging. The FY2008's elimination of free transfers had the effect of raising fares. Fares were also raised in FY2010, FY2012 and FY2014. Given these four increases, decreases in ridership occurred in only two of the four fiscal years, FY2010 and FY2014. Note that ridership also decreased in 2013 a fiscal year during which fares did not increase due to the loss of King George County service.

Based on the revenue and ridership effects of the adjustments made to FRED fares in FY2010 and FY2012, we believe that FRED's fare elasticity tends to be more inelastic given that ridership increased in FY2012 when fares increased indicating that factors other than price having a greater influence on ridership. VRE ridership also appears to be inelastic and more sensitive to changes in transportation subsidies provided to Federal workers than to FRED's fares. FRED has not had the opportunity to truly observe the affect on ridership of decreasing fares due to the very limited availability of half-fare rates during non-peak hours.

Increasing ridership should be an important consideration in driving our fare decisions.

Option 1 – Annual Passes
Based upon current data, annual passes and the agencies using annual passes are favorable to FRED. Discontinuing annual passes is not recommended.

Option 2 – Daily or Weekly Passes
Offering a daily pass may be beneficial but is not recommended at this time due to current and anticipated demands on drivers.

Option 3 – Expanding Half-fare Program Availability
We recommend expanding the half-fare program to all hours of FRED operation. We have no means to estimate the impact on ridership, however, we anticipate that the expanded program could attract new riders and possibly increase ridership. From a community perspective, discounted fares for senior citizens, persons on Medicare, and persons with disabilities would benefit those with the greatest need and be a positive contribution from FRED to the community.

This program can result in reduced farebox revenue when comparing fares at full-price to half-price for a given number of riders. However, if it has the effect of attracting new and/or more riders, it could lessen fare box revenue loss when considering half-fare vs. no-fare or possibly negate revenue loss. If program expansion would in fact result in an increase in ridership, it would benefit FRED by improving our DRPT performance measures and potentially improve our competitiveness for the funds to be distributed by DRPT's performance model. The potential to increase ridership would help our competitiveness and

conversely, loss of farebox revenue, if any, would not impact our competitiveness. We cannot estimate a potential revenue amount from improved standing in the performance allocation.

On this basis we recommended expanding the half-fare program.

Option 4 – Do Nothing

Given the decline in ridership over the last three fiscal years we do not recommend the do-nothing option. Option 3 provides opportunity to:

- explore the impact of a fare reduction on ridership;
- attract new riders; and
- make FRED more competitive regarding DRPT's performance based operating assistance.

Therefore, we do not recommend this option.

Next Steps

Once an option is selected (assuming there is a change of some type), FRED should:

1) Brief all partners on the prospective change;
2) Provide the public with opportunity to review and comment on the prospective change;
3) Advertise the prospective change on all buses, at FRED Central, on the FRED website and in local media;
4) Provide ample notice of when the prospective change is to take place; and
5) Make certain that all drivers and other FRED staff who deal with the public are fully trained on the prospective changes and on how to handle inquiries regarding same.

Prepared by: FRED Staff
January 2016

FREDERICKSBURG REGIONAL TRANSIT
Mission, Goals, and Objectives Mid-year Report*
for Transit Year July 1, 2015 – June 30, 2016

Mission

It is the purpose of FREDericksburg Regional Transit (FRED) to provide accessible, affordable, dependable, efficient, environmentally sound, and safe and secure transportation for people who reside or work or visit within the Fredericksburg, Virginia region (i.e., the City of Fredericksburg and the counties of Caroline, Spotsylvania and Stafford).

GOAL A

Provide a widely accessible public transit service to the region.

Transit Year Activities for Goal A

A.1 Investigate ways to make public transit more competitive with private means of transportation in terms of trip times, convenience (in the context of specific time-of-day and day-of-week trips), safety, and cost to the individual user, and comfort.
FRED will cease relying on paper data collection for all data being captured in RouteMatch beginning February 2016. Paper will remain as a fail-safe when the software is unavailable for data capture. In February we will re-direct our resources toward implementing deviations in RouteMatch and focus on evaluating the RouteShout software before releasing it to the public. We anticipate that RouteShout will enhance rider convenience by making next bus arrival information available to them on demand. Other agencies that have implemented this technology report increases in ridership and rider satisfaction. In addition, PTAB's Operations and Oversight Committee continues to hold/schedule meetings to discuss ways to improve operations in each of the localities that FRED serves.

A.2 Investigate the needs of those who are underserved by the existing transit system.
Ongoing. Staff continues to work with PTAB's Committee on Services to the Traditionally Underserved, RAAA Mobility Manager, and the Travel Trainer.

A.3 Investigate the needs of those in the region that are transit-dependent.
Ongoing.

A.4 Work with local county governments to define needs and apply for funding for existing and additional service.
Budgets have been submitted. There have been no new service requests for TY2017.

A.5 Publicize service to attract "choice riders" (those who have other transportation options) to the FRED system.
Ongoing. FRED staff continues to work on new advertisements throughout the year; as well as research new venues of marketing with the assistance of PTAB Marketing Committee.

A.6 Educational outreach to partners, residents and business leaders on the benefits and value of FRED.
Ongoing. (See Targets A.17 – A.19)

A.7 Continue to provide access to social service, recreational, employment and tourist areas.
Ongoing.

A.8 Educate employees of Partners on how to use the FRED system.
Ongoing. (See Targets A.17 and A.19)

A.9 Continue "Smart Benefits Program" (a program developed to cover the cost of mass transit for some government employees) to our VRE feeder service patrons.
Ongoing. Effective January 1, 2016, the transportation stipend allocated to government employees was increased from $130 to $255.

A.10 Install FRED stops at all appropriate locations.
Ongoing. Below are the FRED stops that have been added to date:

Route:	***Stop Number:***	***Location:***
C2	*273*	*Jefferson Davis Hwy. @ Meadow's Farm Nursery*
C2	*274*	*Jefferson Davis Hwy. @ Clayton Homes*
D1, D2	*449*	*Warrenton Rd. / Quarles Rd.*
D3, D4	*405*	*Pikes Pl. / Staffordboro Blvd.*
VF1	*649*	*1300 Block on Idlewild Blvd.*
VF1	*650*	*1300 Block on Idlewild Blvd.*
S1, S4	*256*	*Hilltop Plaza @ Burger King*

A.11 Review requests for the use of training space at the Bowman Center location.
Ongoing. The training space at the Bowman Center location was used by the following agencies/departments during the period of July 1, 2015 through December 31, 2015:

- *July 9 – 10, 2015 – Virginia Department of Transportation (VDOT) Basic Workzone Training*
- *August 18 – 19, 2015 – VDOT Training*
- *November 9 – 13, 2015 – Snow Plow Operators Training*

- *November 18 – 19, 2015 – Fredericksburg Public Works – Winter Prep/Defensive Driving*
- *December 1 – 3 and 5, 2015 – FRED Transit Safety Training*
- *December 4, 2015 – Fredericksburg City Fiscal Affairs – Accounting User's Group Meeting*
- *December 21, 2015 – Virginia Municipal League (VML) Driving Simulator Demonstration*

A.12 Monitor new growth and development within FRED service area that may have impact on FRED operations.
Ongoing. Quarterly meetings with PTAB's Operations and Oversight Committee have been held/scheduled to discuss new development, rezoning, and ways to improve operations in each of the localities that FRED serves. The most recent meeting was held on October 7, 2015 and next scheduled meeting is February 3, 2016.

A.13 Explore using social and digital media solutions to increase access to FRED Transit information.
Ongoing.

A.14 Respond to local government requests to review proffers, rezoning and site development plans.
Ongoing. FRED staff, upon request, reviews locality's General Development Plans (GDP) and site plans of new developments that they would like FRED service. FRED provides details for location of a bus stop, bus pull-off area, shelter, and trash receptacle. If proffers are involved, major and minor partnerships are encouraged to the developer. The requests are coordinated by the localities planner on the PTAB.

Transit Year Targets for Goal A

A.15 Maintain FRED ridership at TY2015 levels as a benchmark in each jurisdiction.
Ridership in TY2016 continues to decline; total ridership in the first months of TY2016 is 26,653 less trips than the same period in TY2015. Most transit agencies in the Commonwealth are having a similar experience with ridership decline. While many factors may be the cause, the sharp drop in petroleum prices is believed to be a significant contributor.

TOTAL RIDERSHIP	***TY2015***	***TY2016***
Ridership: July - December	*256,441*	*229,788*

As shown in the following table, ridership in the first six months of this fiscal year has declined in all jurisdictions except for the University of Mary Washington.

JURISDICTION	*TY2015*	*TY2016*
City	*128,581*	*114,371*
Spotsylvania	*60,894*	*51,999*
Stafford	*54,536*	*51,251*
Caroline	*6,454*	*5,680*
UMW	*5,976*	*6,487*

A.16 Implement new technologies and systems that permit FRED to take maximum advantage of its newly acquired GPS, GIS and related capabilities.
FRED staff continues to work on the implementation of the real-time information system. No new technologies can be considered until this system is fully-implemented.

A.17 Conduct, at minimum, seven "Ride FRED" seminars to educate the public on how to use the system with the help of Rappahannock Area Agency on Aging (RAAA).
Ongoing. RAAA Travel Trainer has conducted three presentations from July 1, 2015 through December 31, 2015.

- *The Meadows Apartments – August 6, 2015*
- *English Oaks Apartments – September 23, 2015*
- *Alexander Heights Apartments – December 1, 2015*

A.18 RAAA trainer to conduct 75 individual training sessions on how to ride FRED.
Ongoing. RAAA Travel Trainer has completed 63 individual trainings from July 1, 2015 through December 31, 2015.

A.19 Conduct at least three "Ride FRED" seminars to educate employees of Partners on how to use the system.
Ongoing. Two of the three "Ride FRED" seminars held. Staff made presentations at:

- *University of Mary Washington – Student Welcome Fair – August 24, 2015*
- *Porter Library – English as a Second Language Seminar – December 16, 2015*

GOAL B

Provide an affordable public transit service to the region through funding by grants and contributions from local, state and federal funding entities and public/private partnerships.

Transit Year Activities for Goal B

B.1 Continue to access all funding opportunities to assist jurisdictions in the Fredericksburg region.
Ongoing.

B.2 Maintain current private Partnership funding levels.
All partnership levels were maintained with the exception of Mary Washington Hospital. FRED typically receives between $50,000-$55,000 annually in grant funding from the Hospital (Fredericksburg and Stafford branches). In January 2016, FRED was awarded a total of $45,000 for this calendar year. The $5,000 reduction was due to the hospitals needs to fund the maximum number of highest priority grants during this grant cycle.

B.3 Actively seek new private Partners through the Public Transit Advisory Board's (PTAB) Partnership/Marketing Committee.
Ongoing.

B.4 Conduct annual review of fares and schedules.
The annual fare review has been prepared and will be discussed at the PTAB meeting on February 3, 2016.

B.5 Establish the half-fare program and collect information (i.e. number of users, money collected, impact on revenues).
For the period of July 1 to December 31, 2015, we recorded 33 half-fare trips. As of January 1, 2016, FRED has eight participants in the half-fare program. The fare revenue reduction to FRED was only $31.00.

B.6 Attend Transit Award Management System (TrAMS) training sessions when made available by Federal Transit Administration (FTA).
FRED Director received initial TrAMS training in February 2015. FTA is currently in the process of transitioning to the new TrAMS system. Once the new system is operational, additional training will be made available to FRED staff.

B.7 Monitor staff time and number of staff ID and half-fare program badges created.
As of January 1, 2016, FRED has eight participants in the half-fare program. FRED staff ID cards have not been implemented yet.

Transit Year Targets for Goal B

B.8 Request federal and state funding in a timely manner.
Grants will be submitted by February 1, 2016.

B.9 Increase, in collaboration with PTAB's Partnership/Marketing Committee, total Partnership/Marketing funding for FRED by $5,000 in cash or in kind by meeting with a minimum of one business.
Ongoing.

B.10 Market and track the number of "in-bus" advertising inquiries with a goal of raising $2,500.
Ongoing. FRED staff received four (4) in-bus advertisement inquires and one 3-month in-bus advertisement was purchased for $1,500.

GOAL C

Provide dependable transit service within the region.

Transit Year Activities for Goal C

C.1 Continue training drivers on the policies and procedures they are required to follow.
Ongoing.

C.2 Strive to maintain on-time performance of FRED service within the Fredericksburg region.
Meeting goal; with the exception of traffic situations and events not under the transit system's control.

The following are RouteMatch statistics for the period of January 1-15, 2016:

Period Summary:	
45	*Late Stops*
112	*Early Stops*
8,703	*Total Stops*
98.20	*Percent On Time*

(Based upon criteria of 15 minutes early and 30 minutes late)

C.3 Continue the process of review and improvement of service.
Ongoing.

C.4 Monitor the information provided by the real-time information system to include on-time performance, ridership, route efficiency, and possible schedule adjustments.
FRED staff continues to monitor the real-time information system for data quality and reliability. Once assured of the data quality, FRED will begin to monitor the data for the enumerated items. Activity D.3 represents our first reporting of RouteMatch data for on time performance and efficiency measures.

C.5 Plan for service adjustments by October of each transit year for implementation in following fiscal year.
No major adjustments brought to the Public Transit Advisory Board.

Transit Year Targets for Goal C

C.6 Implement plan to improve FRED's preventive maintenance program by better monitoring vendors and having most preventive maintenance performed internally.
Ongoing.

C.7 Replace four buses in existing fleet with more efficient and heavier duty buses.
A preliminary comparative review meeting was held on September 22, 2015. A more formal, comprehensive procurement kick-off meeting will be scheduled now that the new Fleet Manager and Purchasing Agent are on staff (hired December 21, 2015 and January 11, 2016 respectively).

C.8 Replace two employee transfer vehicles and purchase one additional maintenance service vehicle.
FRED will begin this process in March 2016.

C.9 Conduct at least 50 spot checks of drivers per quarter to ensure that drivers are fulfilling their responsibilities (using on-board video for 40 spot checks and on-bus or drive behind method for the remaining 10 spot checks).
Ongoing. First and second quarter spot check targets have been met.

GOAL D

Increase the efficiency of the movement of people.

Transit Year Activities for Goal D

D.1 Continue to provide FRED service to major employment, healthcare, tourism and social service centers within the Fredericksburg region.
Ongoing.

D.2 Promote FRED as a way to alleviate congestion within the Fredericksburg region.
FRED staff will meet with Marketing Committee to come up with new and innovative ways to promote FRED through radio ads.

D.3 Continue analysis of performance measures using FRED's new real-time information system for existing routes in entire system in terms of:

a. Effectiveness, such as number of trips and trips per vehicle hour

b. Efficiency, such as cost per trip and cost per vehicle hour

c. Quality, such as transit times, safety, and reliability

The following measures of effectiveness and efficiency (a. and b. above) are based upon TY2015 data with TY2014 data provided for comparison.

MGO Performance Metrics	***TY2015***	***TY2014***
Trips/Revenue hour	*9.204*	*9.611*
Cost / Trip	*$ 7.16*	*$ 6.75*
Revenue Hours	*$ 65.88*	*$ 64.88*
Total Hours	*$ 64.39*	*$ 63.42*

D.4 Explore the feasibility of acquiring electronic fare boxes for the fleet.
FRED will begin this process in April 2016.

D.5 Explore the feasibility of acquiring stand alone fare ticket machines.
FRED staff contacted one transit agency that has been using ticket vending machines (TVM) since 2008. Important information learned included:

- *Acquiring ticket vending machines must be done under competitive solicitation with the approval of the FTA.*
- *The agency's initial purchase was eight TVM for $571,510; over the life of the program TVM averaged $55,000 – 75,000 each.*
- *Maintenance is provided by the transit agencies maintenance staff of 11 persons and one IT support person. Vendor maintenance support is also required and is provided for an annual fee after the first year. Maintenance requires stocking of spare parts.*
- *Customers tend to prefer vending over a kiosk or customer service center for purchasing tickets specifically. No data was provided regarding the affect of TVM on ticket sales.*

D.6 Provide regional Partners with transit services to encourage and promote economic development opportunities within their respective jurisdictions.
FRED Transit Director and Assistant Director met with all County Administrators in December 2015 (Spotsylvania, 12/7; Caroline 12/8; and Stafford 12/28) to discuss budget, ridership data, status of new real-time information system, and ways we are working with existing staff to improve service and promote economic development along FRED routes. This will be an annual meeting with localities.

<u>Transit Year Targets for Goal D</u>

D.7 Conduct at least six outreach sessions for local businesses, civic groups, schools and other constituencies to inform them on how to use FRED for their benefit and the benefit of their employees, customers and clients.
Ongoing. Five of the six outreach sessions held. Staff made presentations at:

- *Fall Run Community Center – Community Day – September 22, 2015*
- *Battlefield Elementary School – Information Fair – October 6, 2015*
- *Riverbend High School – Touch-A-Truck – October 17, 2015*

- *disAbility Resource Center – Seminar for the Blind – October 25, 2015*
- *VFW Post – Homeless Veteran Stand-down Event – November 13, 2015*

D.8 Conduct at least three outreach sessions to special needs high school students.
Ongoing. Upcoming outreach session to be held:
- *Caroline Middle School – Family Day – March 12, 2016*

D.9 Add to FRED staff one full-time Supervisor and one part-time customer service representative.
After completing a thorough review of FRED's staffing needs, management has requested through the City's regular budget process to add a full-time Assistant Operations Manager and a part-time Data Analyst. The decision to approve or disapprove these requests should be made by May 2016.

GOAL E

Promote safety and security in maintaining and operating the FRED system to include personnel, ridership and facilities within the Fredericksburg region.

Transit Year Activities for Goal E

E.1 Continue to meet Americans with Disabilities Act requirements ensuring that drivers are properly trained to meet requirements of transporting persons with disabilities.
Ongoing.

E.2 Continue the comprehensive safety and security training program for FRED employees.
Ongoing.

E.3 Continue the wheelchair securement training program for all FRED drivers.
Ongoing.

E.4 Continue the CPR, AED, First Aid, and Blood Borne Pathogen training program for all FRED employees.
Ongoing.

E.5 Monitor and review daily reports related to suspicious activity and incident reports, counterterrorism, security awareness, and cyber security.
Ongoing.

E.6 Security officers will receive additional training and equipment during TY2016.
The majority of the training is complete; FRED staff met with a representative of the City's Police Department on December 30, 2015 to ensure that the proper equipment is ordered.

E.7 Explore the impact of redistributing staff among FRED facilities.
Ongoing.

E.8 Explore the impact of establishing a leadership team(s) to assist Senior Management with strategic and operational needs.
FRED Transit Director and Assistant Director were scheduled to observe Fredericksburg Social Services' Leadership Team meeting on January 26, 2016. Due to weather related reductions in service, this meeting has been rescheduled for February.

E.9 Explore installation of shelters at appropriate locations in the region.
Ongoing.

Transit Year Targets for Goal E

E.10 Construct a 5-bus transfer center adjacent to the new Rappahannock Goodwill Industry located in Spotsylvania during TY2016.
Ongoing. Environmental Checklist was reviewed and approved in November 2015 by FTA staff. Disadvantaged Business Enterprise (DBE) requirements will need to be evaluated.

E.11 Reduce the number of preventable vehicle accidents by at least five percent.
Ongoing.

E.12 Hold a minimum of two safety awareness meetings to be attended by all drivers.
Ongoing. FRED Driver Trainer held several safety awareness meetings at the Training facility in the Bowman Center on December 1-3 and 5, 2015.

E.13 Develop a FRED Roadeo Team.
An initial meeting was scheduled for January 25, 2016. This meeting will be rescheduled due to weather related reduction in service.

E.14 Purchase and install gate for rear access at FRED Central.
Ongoing. FRED staff met with Public Works staff and received support for the gate.

GOAL F

Comply with City, State and Federal policies and regulations.

Transit Year Activities for Goal F

F.1 Continue attending state and federal training seminars to keep abreast of current regulations.
FRED staff has attended the following Federal trainings:

- *November 9-10, 2015– Procurement Training*
- *November 30 – December 2, 2015 – Disadvantaged Business Enterprise (DBE) Training*
- *December 14-16, 2015 – Federal Triennial Review Training*

F.2 Continue to foster positive working relationships with state and federal grant managers.
Ongoing.

F.3 Prepare for the City of Fredericksburg audit.
Completed on November 20, 2015.

F.4 Prepare for Drug and Alcohol Testing Program audit.
Ongoing.

Transit Year Targets for Goal F

F.5 Complete reports required by the state and federal agencies to include:

a. TEAM/TrAMS milestones and financial status reports
Completed on October 29, 2015

b. FTA annual National Transit Data report
Completed on November 19, 2015

c. DRPT annual performance data report
Completed on October 21, 2015

F.6 Complete all grant applications by February 1, 2016.
FRED staff on target to complete and submit grants by the due date on February 1, 2016.

F.7 Apply for grant funding for replacement buses and funding for benches/shelters.
Application process is underway.

*

(1) A review of the progress being made for each of the objectives listed in this *Mission, Goals and Objectives* statement is to be completed in the January/February period of the current transit year.

(2) A report which summarizes the status of each of the objectives listed in this *Mission, Goals and Objectives* statement is to be completed by the end of June of the current transit year.

(3) The *Mission, Goals and Objectives* statement summary report for the current transit year (ending June 30) is to be adopted by PTAB at the July meeting. A draft of the *Mission, Goals and Objectives* statement for the upcoming transit year will be provided to the PTAB members for their review.

(4) The *Mission, Goals and Objectives* statement of FREDericksburg Regional Transit for the next transit year (commencing July 1) is also to be adopted by PTAB at the July meeting.

Public Transit Advisory Board
Committee on Services to the Traditionally Underserved

Needs-Identification Survey Questions

Please tell us about yourself.

1) What is your age?
Under 62
62 or older

2) Where do you live?
City of Fredericksburg
Caroline County
Spotsylvania County
Stafford County

Zip code? _____
Neighborhood, development, etc. (optional)? _____

[ADD FRED DEMOGRAPHIC INFO QUESTIONS FROM EARLIER SURVEYS]

Please tell us about your driving habits.

3) Do you have a disability?
Yes
No
Prefer not to say

4) Do you drive?
Yes
Yes, but only during daylight hours
No (skip to #7)

5) Do you own or have access to a vehicle?
Yes
No

6) Do you expect you will experience any driving limitations in the foreseeable future?
I am already experiencing some limitations
I will probably have some limitations in the next year or two

DRAFT

I will probably have some limitations in the next three to five years
I don't forsee any limitations in the next five years

Please tell us about your travel habits and needs.

7) What type of transportation do you use *most often* to run errands or get around?
I drive myself
My spouse, family member, or caregiver drives me
I take a taxi
I walk
I use the FRED bus system
Other: _____

8) Where do you go *most often*? (check up to 2)
Work
Social or recreational activities
Grocery or other shopping
Doctor's appointments/healthcare visits
Worship or church-related activities

9) How well are your overall transportation needs being met?
Very well
Fairly well
Poorly
Very poorly

10) On what day of the week is it hardest for you to get to your destination(s)? (check all that apply)
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

11) During what times of day is it hardest to get to your destination(s)? (check all that apply)
Early morning (5:00-8:30am)
Late morning (8:30am-12noon)
Early afternoon (noon-3:00pm)
Late afternoon (3:00-6:00pm)
Evening (6:00-9:00pm)

DRAFT

Late night (9:00pm or later)
Other time (please specify):_____

12) What areas of the Fredericksburg Region are hard to get to because of lack of transportation? (please be as specific as possible)

- _____
- _____
- _____
- _____
- _____

13) Have you ever quit a job or lost a job because you had no reliable transportation to get to work?
Yes
No

14) Does a lack of transportation options prevent you now from working?
Yes
No

15) Which of the following services do you use locally?
FRED bus service
Greyhound
Amtrak
Rappahannock Area Agency on Aging transportation
Taxis
Transportation Network Companies (Uber, Lyft, etc.)

Which of the above do you use most often?_____

Please tell us your thoughts about FRED bus service.

16) Please circle any statements that apply
I'm not aware of FRED bus service.
FRED bus service adequately meets my needs.
FRED bus service schedules and days of operation don't meet my needs.
FRED bus service doesn't go where I need to go.
FRED bus stop locations aren't convenient for me
Where is the closest bus stop? _____
How far is this bus stop from your home?_____
I have difficulty getting to/from the bus stop

DRAFT

What stop?_____

Why?_____

Would you use FRED bus service if you could get to the stop? Y/N

I don't feel safe using FRED bus service

I have access to a private community shuttle, bus, or van service

17) Based on your experience, how easy is it to get from the FRED bus line to other transit providers, such as Amtrak, Greyhound, and VRE?

Very easy

Easy

Difficult

Very difficult

Not applicable

18) Which of the following would most likely increase your use of FRED bus service?

More convenient routes and stop locations

More frequent service

Stop(s) closer to my home

Other:_____

If any of the above are circled, please explain:_____

_____

_____

_____

DRAFT

PTAB CSTU

Purpose: In accordance with the mission of FREDericksburg Regional Transit (FRED) to provide accessible, affordable, dependable, efficient, environmentally sound, and safe and secure transportation for people who reside or work or visit within the Fredericksburg, Virginia region. The purpose of the Committee on Services to the Traditionally Underserved is to advise the Public Transit Advisory Board (PTAB) of the needs of groups/individuals who are traditionally underserved by transit systems. The committee will: 1) identify the needs of the traditionally underserved and communicate these needs to PTAB; 2) facilitate communication between PTAB and the traditionally underserved and; 3) provide input concerning the traditionally underserved on the FRED annual Mission, Goals, and Objectives statement.

Survey target groups

(Adapted from GWRC Public Outreach Plan)

African-American community
Churches
Social Service and Health Departments in each locality
Outreach Programs

- Project Faith
- Bragg Hill Family Life Center
- Salvation Army
- Rappahannock Council Against Sexual Assault
- Rappahannock Community Service Board

Neighborhood/Community Associations,

- Mayfield, Dawn, Port Royal, Hazel Hill
- AA Elected Officials

NAACP Chapters and Other Community Activist Organizations
Barber Shops and Beauty Shops
Rappahannock United Way

African Refugee Communities
IMANI Multicultural Center
Catholic Charities Refugee Office (Fredericksburg)
Social Service Departments
ESL and Homemaker Skills Classes (Fredericksburg Baptist Church; St George's Episcopal Church)
Bragg Hill Family Life Center
Rappahannock United Way

Latino/Hispanic Communities
Latin Grocery Stores
SINOVA

- Meetings
- Health Fairs

Outreach Programs

- MWHC Cultural Services
- Lucha Ministries
- Project Faith
- Salvation Army
- Rappahannock Council Against Sexual Assault
- DisAbility Resource Center
- Rappahannock Community Service Board

Churches with Spanish services
Social Service and Health Departments
Salvation Army
ESL Classes (Churches and Schools)
Free Medical Clinics (Moss Free, Fredericksburg Christian Health Center, Caroline Christian Health Center)
Rappahannock United Way

Native American Tribes (Potomac & Rappahannock)
Monthly Tribal Meetings

Senior Communities
Rappahannock Area Agency on Aging

- Monthly lunches at locality Recreation Centers
- Senior Cafés
- CDSMP classes

Regional Human Service Transportation Coordinating Committee
Age Wave Steering Committee
YMCA Senior Programs
Fredericksburg Senior Citizens Inc.(Dorothy Hart Community Center)
AARP Chapters
Outreach Programs

- MWHC Cultural Services
- Lucha Ministries
- Project Faith
- Salvation Army
- Rappahannock Council Against Sexual Assault
- DisAbility Resource Center
- Rappahannock Community Service Board

Department of Aging and Rehabilitative Services
Churches
Rappahannock United Way

Asian Communities

Philippine American Association
Korean Churches

Asian Markets

People with disabilities

disAbility Resource Center
Department of Aging and Rehabilitative Services
Brain Injury Services
Goodwill Industries
FAHASS
Social Service and Health Departments
The ARC of Rappahannock
Thurman Brisben Homeless Shelter
Salvation Army
Rappahannock Area Agency on Aging
Rappahannock United Way
Public School Systems
Fredericksburg Regional Transit

Report for PTAB Meeting by DJE

Meeting Date 3 February 2016 @ 0830; Location FRED Central.

Activities since the 9 December 2015 Meeting:

Special Events/Presentations made: One (1)

12/08/15	Commonwealth Workforce Meeting @ VA. DARS –	(24)
	Total Attendees:	**(24)**

Special Events/Presentations Scheduled: Three (3)

02/08/16	Madonna House
03/12/16	Family Day @ Caroline Middle School
03/29/16	RAAA/RACSB Driver Safety Rodeo

Training Trips made: Two (2)

12/10/15	Alexander Heights to Spotsy Towne Center	(2)
01/19/16	Town Hall Bowling Green to FRED Central	(2)
	Total Individuals:	**(4)**

Training Trips – Scheduled: None

I researched several requests for information on feasibility of riding FRED. I also provided information pertaining to several deviation requests.