

MINUTES

PUBLIC TRANSIT ADVISORY BOARD

April 3, 2013

8:30 a.m.

Conference Room at FREDericksburg Regional Transit

- Present: Lawrence A. Davies, City of Fredericksburg
Erma Baker, University of Mary Washington
Jan Erkert, Fredericksburg Regional Chamber of Commerce
Debe Fults, disAbility Resource Center
Doug Morgan, Spotsylvania County
Angeline Pitts, Caroline County
Dr. Roy Weinstock, Community Representative
Rodney White, Citizen Representative
- Others Present: Kathleen M. Beck, Director of Public Transit/FRED
Wendy Kimball, Assistant Director of Public Transit/FRED
Arnold Levine, Consultant/FRED
R. Craig Reed, Manager, Policy, Planning and Compliance/FRED
Don Engiles, Travel Trainer/RAAA
- Members Absent: Florence Barnick, The Free Lance-Star
Mark Bass, The Star Radio Group
Joey Hess, Stafford County
Lloyd Robinson, Alternate/George Washington Regional Commission
Diana Utz, George Washington Regional Commission
Ann Woolford, Germanna Community College
Bryan R. Workman, Spotsylvania Regional Medical Center

The meeting was called to order by Rev. Davies on April 3, 2013 at 8:33 am 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.

The minutes of the December 5, 2012, meeting were presented for approval. A motion was made by Mr. White and seconded by Mr. Morgan to approve the minutes as written. The motion was approved by unanimous vote.

Report of Director of Public Transit:

- Update on maintenance facility: Ms. Kimball reported on the construction progress of the maintenance facility.

- Update of bus procurement: Ms. Kimball reported that FRED has received all but two buses and those should be coming during this week. All FRED drivers have been trained and can operate the new buses and staff and the drivers are very happy with these new buses. Two additional buses may be purchased in six months.
- Update on the solar lighting project: Ms. Beck reported that 22 of the 30 lights were installed; a couple were held back for the Goodwill building at Massaponax which is going to become a transfer point.
- Update on IT Project: Craig Reed reported that this project is about 50% complete. This project basically has three elements. One is migration to Google Transit; the second is to develop specifications for our web site for real time information and a stop enunciator we would like to install on the buses; and finally the bid document preparation. All our information has been sent to Google and we are awaiting their response back to us about the quality, the suitability, etc. and it is hoped that an RFP can be sent out by June 2013.
- 2014 Fare Analysis: Mr. Reed prepared a FY2014 Fare Options document that was sent to all members of PTAB before this meeting; He touched upon the highlights of this analysis. A copy of this document is attached hereto and made a part of these minutes. The 12% fare box recovery goal by 2015 was discussed; this was a goal set by PTAB when the first increase of fares was discussed in 2009. Mr. Reed commented that when you look at fares you need to be fair to the rider and the local governments and Partners and funding agencies who financially support FRED; we need to show them we are trying to be competitive among our peers. After discussion, Jan Erkert made a motion to accept Option #2. Dr. Weinstock seconded this motion and upon vote, the motion was passed unanimously.

Committee Reports:

- (1) **Mission, Goals and Objectives:** Dr. Weinstock stated that a Mission, Goals and Objectives' committee meeting was held on January 23rd to discuss the mid-year report. Ms. Beck reported that FRED had a good year and has hit most of the targets; she said it is a great tool to measure performance. The City Manager is now requiring each City department to have a set of Mission, Goals and Objectives; FRED was used as an example of performance measures by the City Manager.
- (2) **Partnership/Marketing** – Ms. Erkert reported that the Partnership/Marketing committee is working on a plan for the grand opening of FRED's new maintenance facility. She expressed that she would like to make better use of the ads that run in The Free Lance-Star. She will soon schedule a meeting of this committee. Ms. Beck asked that this meeting include Jonathan Irvin, FRED's planner. Mr. Levine has spoken with the manager of Wegman's who seemed amicable to working with FRED; he suggested that Wegman's be revisited about a Partnership.
- (3) **Services to the Underserved** – Ms. Fults reported that FRED went to Caroline County for their Family Fair and that Denis Padeau has returned to RAAA as the Mobility Options Coordinator. Don Engiles, RAAA travel trainer, gave a report on his recent presentations and training trips.
- (4) **Operations and Oversight:** Mr. White said this committee had no report.
- (5) **Safety and Security:** Ms. Beck stated that since the hiring of Joe McBride as a security guard at FRED, the number of calls to the Police Department has decreased and that another security guard will be hired.

Other Business:

- Ms. Beck notified PTAB that FRED was informed that our federal funding will be increased by a million dollars. FRED can only use 50% for operating expenses and the remainder can be used for capital projects (i.e., buses, maintenance facility).
- Two additional part-time supervisors have been hired.
- FRED hired a FRED driver, Mathew Ratliff, as its new mechanic.
- All new part-time positions are only working 29 hours/week. It would cost the City \$10,000 per employee to pay for healthcare insurance for anyone working over 30 hours per week.
- Marilyn Graves will be retiring at the end of June from FRED.
- Craig Reed informed PTAB that he has been trying to get surveys done on every one of the regular bus routes (not Eagle Express); trying to get 12 surveys per route (approximately 250 surveys). The surveys are 50% done. Some interesting results include:
 - 75% of of FRED riders transfer once on FRED
 - 20% are 18-24 years old
 - 34% are 25-34 years old
 - 20% are 35-49 years old
 - 23% are 50-64 years old
 - 2% are 65+ years old
 - Household income for 71% of FRED riders is \$40,000 or less a year
 - 35% make less than \$20,000 per year
 - 61% are African American
 - 17% are white
 - 13% are Hispanic/Latino
 - remainder are Pacific Island/Asian/Other
 - 25% work full time
 - 28% work part-time
 - 37% are unemployed
 - 6% are retired
 - 37% use FRED for shopping
 - 29% use it for work
 - 12% school
 - 17% medical/dental appointments
 - 5% childcare
 - 3% recreation
 - 2% tourism
 - 14% other

FRED is trying to perform random surveys in the mornings and afternoons. Eagle Express and VRE will be surveyed after the surveys of the regular routes are completed. Mr. Reed thinks we are getting some good information. Eighty per cent of FRED passengers feel that it would be very important to have real time bus arrival information available. Also noted was that FRED

riders would like to see extending hours and service. Ninety per cent of our riders rate FRED as good or very good in value. Driver courtesy is 85% good or very good; some riders rate our bus drivers as great but there is a small percentage of driver surveys that indicate that some of the drivers are less than courteous. Ninety per cent indicated that they have a mobile devise and that it has internet service.

Announcements:

- The next PTAB meeting will be held on June 5, 2013.

The meeting was adjourned at 9:42 am.

Approved by the Public Transit Advisory Board

Sharon L. Sullivan 6/5/13
Sharon L. Sullivan Date