



MEMORANDUM

TO: Mayor Greenlaw and Members of City Council
FROM: Beverly R. Cameron, City Manager
DATE: December 3, 2013
SUBJECT: City Manager's Update

Highlights of major activities and other notable developments:

FREDericksburg Regional Transit Maintenance and Training Facility - On November 13, FRED Transit held a VIP Grand Opening Event showcasing its new Maintenance and Training Facility. The event was attended by over 130 guests.

The new facility sits on 4.03 acres in the Bowman Center just outside the city in Spotsylvania County. The facility is comprised of two buildings: a 5000-square-foot Operations/Training building and a four-bay Maintenance building with over 8300 square feet of workspace.

Within the Operations/Training building, there is a training room large enough to hold the entire FRED Staff. This building also houses the operations center, where dispatchers communicate with drivers, schedules are posted, and data is processed.



The Maintenance building has an in-ground heavy duty lift and a mobile automated lift system, a wash bay, a fueling station, and covered bus parking. These features will

greatly assist with controlling expenses in the future. The bus washing facility alone will save tens of thousands of dollars yearly, and every hour of maintenance and repair work that FRED Transit is able to perform in-house will save between 50 and 75 dollars per hour compared to rates charged by outside contractors.

The cost of the facility from land acquisition through construction was under \$6 million, 80 percent of which was covered by Federal Transit Administration grants, 15 percent by the Virginia Department of Rail and Public Transportation grants, and approximately 5 percent, or \$300,000, paid for by the City of Fredericksburg.

EDT/EDA HUBZone Career Fair - Current and potential HUBZone contractors in Fredericksburg will have an opportunity to acquaint themselves with the city's rich pool of potential employees at the first HUBZone Career Fair on January 31. The location of the career fair has yet to be announced.

Thirty-five percent of HUBZone-qualified business must reside in a HUBZone. The entire City of Fredericksburg is a HUBZone and more than 60 percent of the city's workforce travels outside Fredericksburg to their place of employment. The career fair is an effort to employ city residents closer to home while also aiding federal contractors in achieving their employment standards. The career fair is a joint project of the Economic Development Authority and the Department of Economic Development and Tourism.

Fredericksburg Farmers Market - The [Fredericksburg Farmers Market](#) closed out another successful season at Hurkamp Park. This year, each First Saturday event had a specific theme to target the interest of various consumers throughout the area. In June, the "Kids Market" gave children under the age of 15 the opportunity to be vendors at the market for a day by selling their handmade goods. The interest for this event was so high that almost every booth space was claimed soon after the event announcement and nearly all of the goods offered by participating children were sold to enthusiastic shoppers. Providing the musical entertainment throughout the day was a local pre-teen band called "Home by Midnight." The Kids Market was the most popular of the summer First Saturday events and will continue in 2014.

Other new happenings at the market included the addition of guest wineries from around the region, including Rogers Ford, Ingleside, Mattaponi, Generals Ridge and Blue & Grey Brewery. While First Saturday events are themed to engage all interests, they also allow the market to provide space for community service organizations that are trying to reach a greater audience. This year those groups included the Central Rappahannock Regional Library, the Fredericksburg Area Museum & Cultural Center, Historic Fredericksburg Foundation, Hope House and the Rappahannock Area Agency on Aging.

Compared to the 2012 season overall, the token program grew in 2013. Token transactions, especially those with credit cards, are a general indication of the numbers of customers attending the market to shop. Credit purchases increased by 15% and SNAP purchases by 36%, with an increase in 24% for the value of bonus token distributions. Many of the [SNAP](#) consumers have become accustomed to shopping at the Farmers Market on a regular basis and individual withdrawals have increased from \$10 to \$60

over the \$10 minimum required to obtain the maximum weekly bonus distribution. Continued bonus funding remains tentative from year to year, depending on the grants awarded and the private funding pledged to support the program.

In addition to the bonus token financial support provided through funding to TFM.co, the Fredericksburg market has also worked with local organizations and vendors to secure additional backing. The market established a partnership with a local [Pitaiyo](#) group whose members came to the market on Saturday mornings throughout the season. The Pitaiyo participants generously donated 100% of their class fee proceeds to the bonus program in lieu of paying park rental fees. Profits generated from booth space fees from First Saturday vendors are used for a variety of activities, outreach for the market, and building relationships with community partners. Relay Foods, which delivers groceries to Hurkamp Park twice a week, donated their park usage fee to outreach and education at the market.

These partnerships also helped to fund a new market in Mayfield. The Mayfield market ran on Thursdays, 3 - 6 p.m., from August through October. One produce vendor was present each week, as was a Market Manager to facilitate the token program to shoppers. The market was popular with the community whose members were very supportive of its creation. Mr. James Bailey, a Mayfield resident and community leader, was instrumental in the outreach efforts for the market. Plans to expand the market season and offerings at the Mayfield market are slated for 2014.

The market will also be taking over the popular Art in the Park series, previously administered by the Special Event division in Parks & Recreation. Market Managers plan to expand the event and use the vendor fees to help defray the costs of running the market and the monthly community activities.

The Market Managers reached out to several local organizations this year by attending meetings to provide input and information regarding Farmers market opportunities. These organizations included Head Start, the Diabetes Foundation, University of Mary Washington Sustainability Group, Growing Healthy Schools, Fredericksburg Area Food Banks and the local Boys & Girls Clubs, among others.

First Night 2014 - [First Night Fredericksburg](#), the local New Year's Eve family celebration sponsored by Pohanka and the City of Fredericksburg, will take place in an exciting new footprint downtown. New attractions and performances, along with some popular favorites, are planned for Sophia Street, Riverfront Park, and the 100 blocks of Charlotte, Hanover, and George Streets. Once again, fireworks will be visible downtown to ring in the New Year. The event remains an alcohol-free gathering that is fun for the whole family. It includes an early New Year's celebration at 9 p.m. for the youngsters, which will feature a smaller replica of the New Year's Globe, constructed by the Fredericksburg Machine Shop.

Urban Trail Ride - This longstanding tradition continued by "hoofing" through downtown Fredericksburg on November 9. Over 60 riders participated as well as several

businesses and organizations including The Rising Sun Tavern, Thunder 104.5, the Fredericksburg Police Department, and [Trotsar](#), a mounted search and rescue team out of Maryland. The ride raised \$250 to be donated toward the Virginia Parks and Recreation Society Scholarship Program. The event also received excellent local media coverage.

Safety Coordinator Recognized - Loren Kato, the city's Safety and Risk Management Coordinator, was recognized at the 27th Annual Recreation Commission Banquet on November 21 for all her efforts and assistance in providing safety training and supervision for city employees. Some of the many training classes provided this year were CPR/AED, First Aid, Driver Training, Heat and Cold Weather, Environmental Safety, and Active Shooter. Additionally, Ms. Kato was responsible for overseeing a number of projects to assure their compliance with OSHA standards.

Police Academy Graduation - Six recruits from the Fredericksburg Police Department graduated from the Rappahannock Regional Criminal Justice Academy on November 26. The graduation ceremony was held in Dodd Auditorium on the campus of the University of Mary Washington. Before being allowed to work independently, the new officers must complete their education by spending several weeks on the street under the guidance of Field Training Officers.

*L-R: Officers
Melanie
Schafer, Chris
Brossmer,
Dillon Brooks,
Christopher
Perdue,
Auxiliary
Officer Nikki
Lovett, Officer
Abe Lasco*

