

## MINUTES

### PUBLIC TRANSIT ADVISORY BOARD

August 7, 2013

8:30 a.m.

#### Conference Room at FREDericksburg Regional Transit

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

The meeting was called to order by Ms. Utz on August 7, 2013, at 8:40 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.

The minutes of the June 5, 2013 meeting were presented for approval. A motion was made by Ms. Utz and seconded by Ms. Barnick, to approve the minutes as written. The motion was approved by unanimous vote. The minutes of the July 10, 2013 meeting were presented for approval. A motion was made by Ms. Utz and seconded by Ms. Barnick, to approve the minutes as written. The motion was approved by unanimous vote.

#### Report of Director of Public Transit:

- Update on IT Project: Mr. Reed reported the three primary deliverables for the IT project is Real-time scheduling software, bus stop annunciator and website update. The RFP

was written to allow FRED to proceed with one, two or all deliverables; encouraging one firm as prime with sub-consultants with capability for all three deliverables. Eight firms contacted FRED regarding the RFP; including two Small, Women and Minority-owned (SWaM) firms, one other firm interested as a sub-consultant and one custom software development firm. FRED received 10 questions from interested firms; responses were sent back and posted on the FRED and City websites. Mr. Reed reports that he anticipates receiving 3-4 proposals that are due on August 12, 2013.

- Update on maintenance facility: Ms. Kimball reported that hose reels have been installed in the maintenance building. The painting, duct work in the mezzanine, interior electric, and plumbing work are near completion. In the operation building, the interior painting is nearly complete, the ceiling tiles are being installed and the exterior metal staircase and entry canopy have been installed. Installation of site lighting continues, the curb and gutter has been poured and the gas line has been installed between the two buildings. Still on target for a mid-September completion date.

### **Committee Reports:**

#### **(1) Mission, Goals and Objectives:**

- Accomplishments for Transit Year 2013 were presented for approval. A motion was made by Mr. Morgan and seconded by Ms. Utz to approve this document as presented; said motion passed by unanimous vote.
- Mission, Goals and Objectives for Transit Year 2014 were presented for discussion and questions. Ms. Utz suggested adding an additional Transit Year Activity for Goal A. After discussion, the board unanimously agreed to add “A.6 Educational outreach to partners, residents and business leaders on the benefits and value of FRED.” Ms. Barnick made a motion to accept The Mission, Goals and Objectives for TY 2014 as written with the additional change; Mr. Morgan seconded the motion and the motion was passed unanimously.

#### **(2) Partnership/Marketing:**

- FRED continues to work closely with Ms. Erkert with advertising. Recent advertising includes radio ads about the new fare increases and in the newspaper about the stops to hospitals and medical offices.
- FRED was contacted by Brittney Commons Apartments requesting information about In-Bus advertising.
- On July 30, FRED held its annual “Customer Appreciation Day” at FRED Central from 8:30 a.m. to 6:30 p.m. and at Stop #26 in Lee’s Hill from 10 a.m. to 3 p.m. The first 500 riders received an “I take FRED instead” tee-shirt with a special thank you on the back to our Public and Private Partners. Every Wednesday during the month of August, passengers that received a tee-shirt can ride FRED for free. Passengers were also able to spin the FRED wheel to win additional prizes at both locations. Drawings were held to win FRED goodie bags, fare cards, monthly passes and a grand prize of a FRED yearly pass. FRED received a lot of good feedback from passengers that won prizes.
- Ms. Utz suggested putting rider testimonials on the FRED website. Mr. Bass also suggested setting up a meeting to provide rider testimonials for future radio ads.

#### **(3) Services to the Underserved:**

- Ms. Fults reported that a public meeting by DRPT was held for discussion on the collaborative plan for Human Service Mobility. Ms. Fults offered to order 20

free copies of the ADA Essentials for Transit Board Members. Ms. Fults recommended forming a Community Team next year to try and use outside sources for helping communities to provide better transportation for people with disabilities.

**(4) Operations and Oversight:**

- No report.

**(5) Safety and Security:**

- Ms. Beck suggested that we no longer need the Safety and Security subcommittee since it was established when FRED Central was in the old building. Ms. Beck feels that FRED is safe and secure with three added security officers. Ms. Utz made a motion to have reports as needed. Discussions were made about how to recognize FRED as a safe mode of transportation in the area.

**Other Business:**

- Don Engiles, RAAA travel trainer, gave a report on his recent presentations and training trips. Mr. Engiles also shared a success story about a new FRED rider that was provided a monthly pass from RAAA and got their picture taken on FRED's Customer Appreciation Day.
- Mr. Reed reported that a small article was placed in the Potomac Living Magazine about FRED and what areas are covered in Stafford County.
- Ms. Fults reported that she has tickets available to their ADA 20<sup>th</sup> Anniversary Gala at the Country Club on September 14, 2013 that includes a silent auction and an auction of the UMW Rugby Team.
- FRED Transit is going to have a bus set up at the Chili Fest on September 7, 2013 at the Fredericksburg Fairgrounds. FRED will be receiving two complementary tickets from WFLS for a FRED employee drawing to see Lonestar at the Chili Fest.
- Ms. Beck reports the Maintenance Facility Grand Opening to be at the end of September 2013. The Marketing and Partnership Committee will be meeting soon for discussion about the Grand Opening.

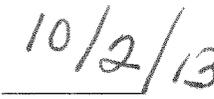
**Announcements:**

- The next PTAB meeting will be held on October 2, 2013.

The meeting was adjourned at 9:36 a.m.

Approved by the Public Transit Advisory Board

  
Sharon L. Sullivan

  
Date