

MINUTES

PUBLIC TRANSIT ADVISORY BOARD

February 5, 2014

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
Florence Barnick, The Free Lance-Star
Debe Fults, disAbility Resource Center
Paul Johnson, Star Radio Group
Doug Morgan, Spotsylvania County
Angeline Pitts, Caroline County
Diana Utz, George Washington Regional Commission
Dr. Roy Weinstock, Community Representative
Rodney White, Citizen Representative
Ann Woolford, Germanna Community College
- Others Present: Wendy Kimball, Director of Public Transit/FRED
Arnold Levine, Consultant/FRED
R. Craig Reed, Manager, Policy, Planning and Compliance/FRED
Sharon Sullivan, Administrative Assistant/FRED
Don Engiles, Travel Trainer/RAAA
Kevin Koziol, disAbility Resource Center
Denis Paddeu, Regional Mobility Manager/RAAA
- Members Absent: Jan Erkert, Fredericksburg Regional Chamber of Commerce
Joey Hess, Stafford County
Lloyd Robinson, Alternate/George Washington Regional Commission

The meeting was called to order by Rev. Davies on February 5, 2014, at 8:33 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.

The minutes of the December 4, 2013 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 IT Project: Ms. Kimball reported that FRED is still in the process of selecting a vendor for the Real-Time Scheduling Software. Ms. Kimball reported that FRED received a total of four proposals. Two of the four vendors were invited to discuss and present a software demonstration. Ms. Kimball informed the board that Mr. Reed will discuss further details at the next PTAB meeting in April 2014.
- Survey Results of Ridership: Mr. Reed reported that an on board passenger survey was conducted from April to June 2013 by FRED staff. This survey consisted of 32 questions. The goal was to get a certain number of passenger surveys from every bus route. A total of 201 surveys were collected during this period, with the exception of the Eagle Express routes. Mr. Reed distributed a 2013 Passenger Survey document that highlighted the survey results. A copy of this document is attached hereto and made a part of these minutes. There was general discussion regarding the survey results and how FRED can continue to improve ridership.
- Update on maintenance facility: Ms. Kimball reported that both Maintenance and Operations buildings are now open and operational. FRED drivers are now reporting to the Operations building to pick up bus keys and paperwork. There have been some heating issues that are being corrected by the contractor. Ron Newman, FRED's Driver Trainer, has moved to the Operations building. Ms. Kimball is working with Mr. Newman to compile a list of upcoming meetings and will coordinate with other City departments that may want to utilize the training room. In addition, Ms. Kimball reported that she will open up meeting space to the community, depending on availability.
- Assistant Director Recruitment: Ms. Kimball reported that the position for Assistant Director of Public Transit has been posted. The closing date to receive applications was January 24, 2013. Three of the 60 applicants will begin the interview process on Tuesday, February 11, 2013. Ms. Kimball has chosen Mr. Levine and Patrice Strachan, State Grant Representative, to help in the candidate selection.
- Grant Applications: Ms. Kimball reported that grant applications were due on Monday, February 3, 2014. FRED submitted their grant application on Friday, January 31, 2014 for Operating (Urban Area and Caroline County). In addition, FRED is requesting two replacement buses, two replacement service vehicles and the state match for an existing federal grant to be used for Phase II of our IT projects. Rev. Davies commented that although fare box revenue has been helpful, state and federal grants have been vital to FRED operations.

Committee Reports:

(1) Mission, Goals and Objectives:

- Dr. Weinstock stated that a meeting was held in January 2014 with Ms. Kimball and Ms. Sullivan to discuss the six month accomplishments. A copy of the Mission, Goals and Objectives Six Month Report was sent out to the PTAB members prior to this meeting. Ms. Kimball stated that FRED staff will start reporting quarterly updates internally to stay on task.

(2) Partnership/Marketing:

- Ms. Kimball reports that a marketing meeting has been scheduled for February 18, 2014. Additional information will be available at the next PTAB meeting in April 2014.

(3) Services to the Underserved:

- Mr. Koziol said this committee had no report.

(4) Operations and Oversight:

- Ms. Kimball reported that all operations in the old maintenance facility stopped at the end of October 2013. FRED is no longer in a lease agreement for that facility. Ms. Kimball also reported that safety is most important when determining the operation of FRED buses during winter weather. FRED will be closed when the City has closed for bad weather.

Other Business:

- PTAB Directory: Ms. Sullivan distributed an updated copy of the PTAB Directory. Ms. Sullivan asked members to let her know if any more revisions needed to be made.
- PTAB Committee Selection and Meeting Requirements: Ms. Kimball suggested that each board member review the PTAB Directory and see if any changes or additions should be made to the subcommittees. Ms. Kimball asked for any revisions to be sent to Ms. Sullivan within a week. Ms. Kimball also talked about how each committee should hold a minimum of two formal meetings a year, preferably Spring and Fall. The Mission, Goals and Objectives committee meets on a regular basis to be able to present reports to the board members. The Marketing committee meets to discuss their budget and upcoming advertising campaigns for FRED. Ms. Kimball discussed how she would like to provide staff assistance to the Services to the Underserved and Operations and Oversight committees. Ms. Utz volunteered to be moved from Partnership/Marketing committee to Services to the Underserved committee.
- Don Engiles, RAAA travel trainer, reported that three presentations (Homeless Veterans' event at the VFW Post in Fredericksburg, Alexander Heights apartments and The Madonna House Apartments) were held since the last PTAB meeting in December 2013. Mr. Engiles had a total of 28 attendees. Mr. Engiles reported three upcoming special presentations; Military Family Resource Fair at Goodwill Industries on February 15, 2014, National Association of Retired Federal Employees at Salem Church Library on March 19, 2014 and Social Services event at Caroline County Middle School on March 22, 2014. Mr. Engiles also reported researching several requests for information on feasibility of riding FRED.

Announcements:

- Mr. Paddeu announced a Tangible Taxicab Board meeting on February 13, 2014 at the Fredericksburg Police Department at 6 p.m.
- The next PTAB meeting will be held on April 2, 2014.

The meeting was adjourned at 9:38 a.m.

Approved by the Public Transit Advisory Board

Sharon L. Sullivan 4/2/14
Sharon L. Sullivan Date

2013 Passenger Survey

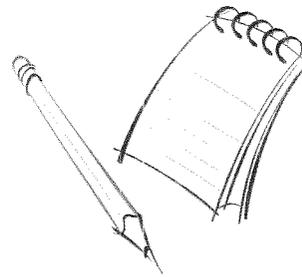
FREdericksburg Regional Transit

PTAB

February 5, 2014

The Survey

- On board survey
- 32 questions
- April – June 2013
- 201 responses
- All FRED routes except the Eagle Express



Who?

- Gender
 - 58% Male; 42% Female
- Passenger Age
 - 50% between the ages of 25 and 49
- 64% with household income < \$40,000/year
 - 35% < \$20,000/year



Who?

Age Distribution of
FRED Passengers



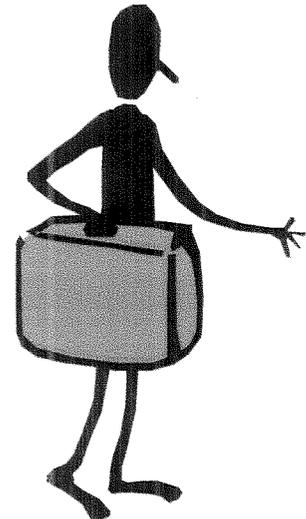
Who?

- Employment
 - 33% full-time
 - 27% part-time
 - 28% unemployed
- Private Automobiles
 - 38% none
 - 37% one
 - Of 122 households with an automobile → 74 had none available when needing to travel

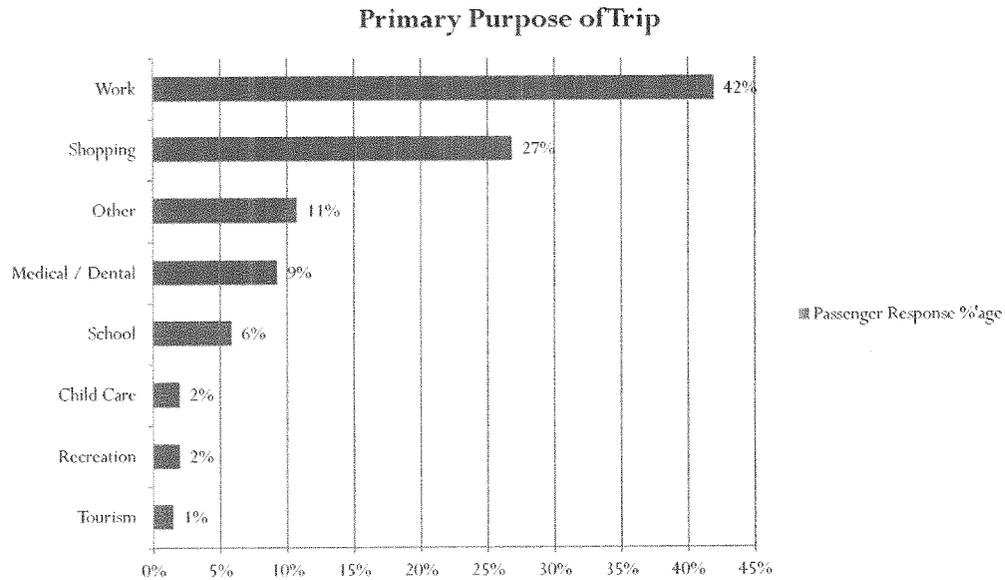


Passenger Travel

- To Reach Their Final Destination
 - 71% Transfer One or More Times
 - 41% Once
 - 21% Twice
 - 9% Three or More
- Frequency
 - 45% of passengers use FRED 5 days per week



Reason for Trip



Opinions of FRED

- “Good” or “Very Good” Ratings

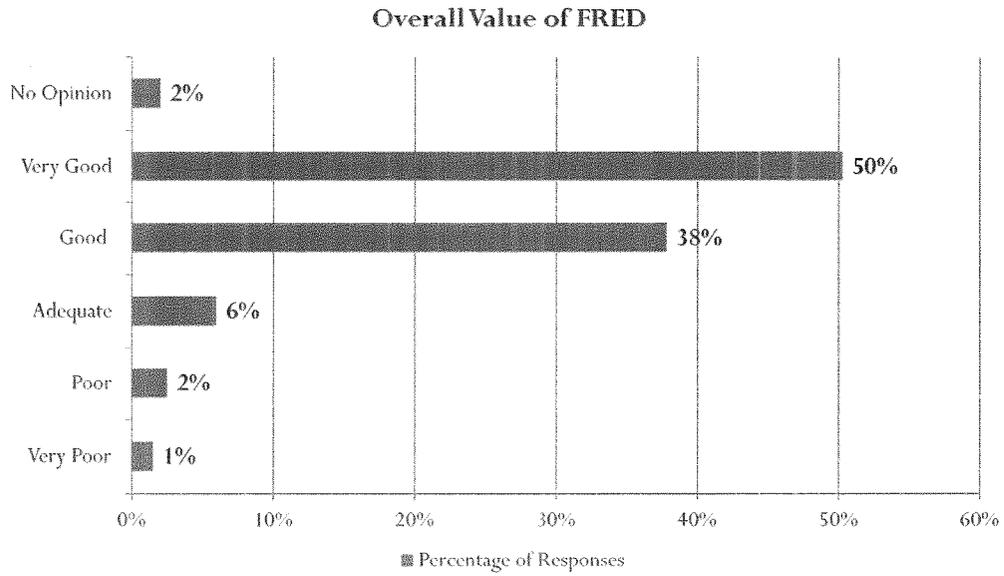
- Overall Value – 88%
- Driver Courtesy – 91%
- Frequency of Service – 80%
- Convenience of Stops – 77%
- Reliability of Service – 83%
- Vehicle Cleanliness – 91%



- Notes

- Overall Value – 3% rated “Poor” or “Very Poor”
- Driver Courtesy - 8 (of 201) respondents commented, “some drivers are nasty”

Overall Value



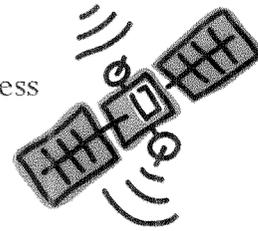
Wish List

- Passengers Want
 - Weekend Service – 53%
 - Extended Hours – 18%
 - Additional Routes – 19%

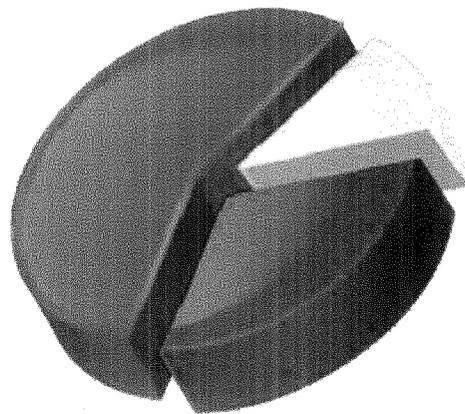


Noteworthy

- Traveler Information
 - 70% of respondents feel it is “very important” to receive real-time bus arrival information
- Cell Phone Usage
 - 91% of Passengers Have a Mobile Phone
 - 75% of their Mobile Phones have Internet Access

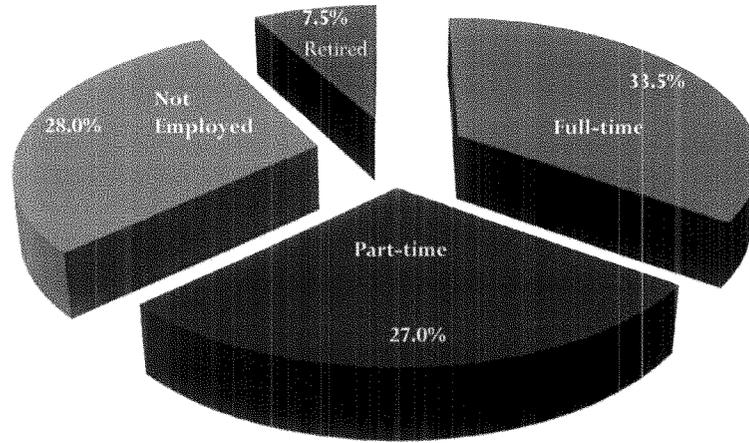


Charts



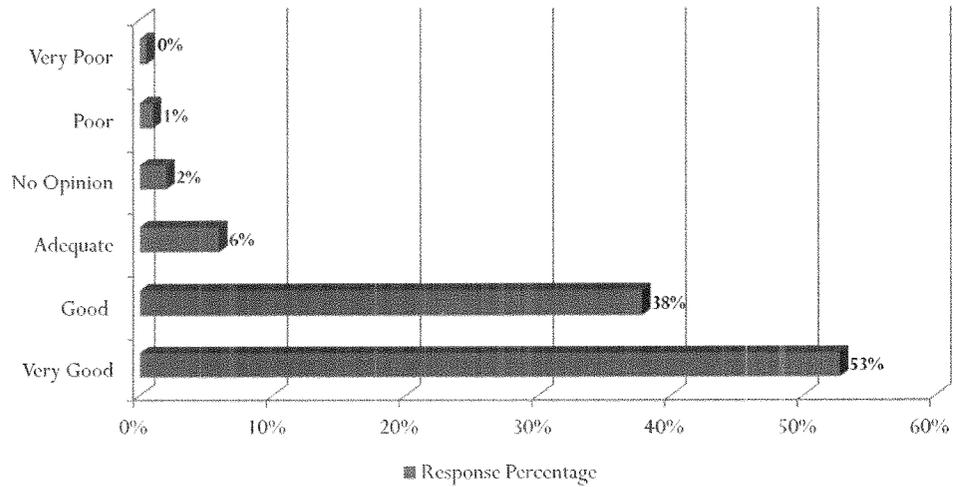
Employment

Employment Status



Drivers

Customer Rating of Driver Courtesy



Automobiles

Number of Automobiles per Household

