

MINUTES

PUBLIC TRANSIT ADVISORY BOARD

August 6, 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
Jan Erkert, Fredericksburg Regional Chamber of Commerce
Kevin Koziol, disAbility Resource Center
Doug Morgan, Spotsylvania County
Angeline Pitts, Caroline 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
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: Joey Hess, Stafford County
Paul Johnson, Star Radio Group
Lloyd Robinson, Alternate/George Washington Regional Commission

The meeting was called to order by Rev. Davies on August 6, 2014, at 8:32 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 June 4, 2014 and July 9, 2014 meetings were presented for approval. A motion was made by Ms. Erkert and seconded by Mr. Koziol to approve both sets of minutes as written. The motion was approved by unanimous vote.

Report of Director of Public Transit:

- Update on IT Project: Mr. Reed reported that mounting hardware and electrical hookups were installed by RouteMatch in all the FRED buses from August 1 – 4, 2014. Mr. Reed also reported that RouteMatch will be bringing the tablets to install on all the FRED

buses during training that has been scheduled for the week of September 8 – 11, 2014. Mr. Reed informed PTAB that the project is scheduled to go “live” in October.

- Update on Maintenance Facility: Mr. White reported that FRED received four bids on lawn services for both the Maintenance and Training facilities and FRED Central. The bid was awarded to Commonwealth Irrigation and Landscape that currently provides outstanding service to the City’s Park and Recreation department. Effective July 1, 2014, Commonwealth Irrigation and Landscape has provided week to week service which included mulching and cleaning up existing trees at FRED Central. Mr. White also reported that FRED staff will meet with the general contractor within the next few months to review a final punch list for the Maintenance and Training facilities.
- Upcoming Triennial Review: Ms. Kimball expressed her gratitude to all the FRED staff for their hard work during the Triennial Review process. Ms. Kimball reported that FRED will be taking a closer look at a few areas that include Disadvantaged Business Enterprise (DBE), Half Fare and procurement. A copy of the Triennial Review 2014 Overview report is attached hereto and made a part of these minutes.

Committee Reports:

(1) Mission, Goals and Objectives:

- Accomplishments for Transit Year 2014 were presented for approval. A motion was made by Mr. Morgan and seconded by Ms. Erkert to approve this document as presented; said motion passed by unanimous vote. Mission, Goals and Objectives for Transit Year 2015 were also presented for approval. A motion was made by Ms. Erkert and seconded by Mr. Morgan to approve this document as presented and the motion was passed unanimously.

(2) Partnership/Marketing:

- Ms. Erkert reported that a meeting would take place after the PTAB meeting to review the marketing budget and discuss how to promote the new IT project.

(3) Services to the Underserved:

- A draft purpose statement that would change the name of the committee from Services to the Underserved to the committee on Services to the Traditionally Underserved was presented for approval. A motion was made by Ms. Erkert and seconded by Ms. Baker to approve this change as presented and the motion was passed unanimously.

(4) Operations and Oversight:

- Mr. White reported that a meeting will be scheduled at the end of August 2014 to meet with jurisdictional representatives to discuss FRED staff providing assistance in evaluating new developments and rezonings for FRED service, evaluating existing service and operations in their counties.

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:

- Ms. Kimball suggested drafting a letter of appreciation to Flo Barnick from The Free Lance-Star for her years of service on PTAB. Rev. Davies further suggested drafting a resolution on behalf of PTAB. A resolution to Flo Barnick will be drafted by Ms. Kimball.
- Mr. Paddeu announced that he traveled to Dallas, TX in July 2014 to accept an award from the National Association of Area Agencies on Aging for Mr. Engiles Travel Training program. This award recognizes programs that have implemented successful initiatives to support older adults, people with disabilities and family caregivers.
- Mr. Paddeu discussed with PTAB his representation on the Taxicab Commission Board. There was also general discussion about other modes of transportation (such as UBER) in surrounding areas.

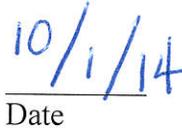
Announcements:

- The FRED Picnic will be held on Saturday, September 13, 2014 from 1 p.m. to 5 p.m. at Maintenance Facility in the Bowman Center.
- The next PTAB meeting will be held on October 1, 2014.

The meeting was adjourned at 9:28 a.m.

Approved by the Public Transit Advisory Board


Sharon L. Sullivan


Date

Triennial Review 2014 Overview

- Pre-visit Document Request -April and May- All Scoping Review material (approximately **90 pages** of questions and **181 documents**) and Baseline Review material submitted (approximately **46 pages** of questions and **91 documents**)
- Pre-visit conference call-July 8th
- Site visit -July 17th and 18th - FTA reviewed 17 distinct areas including:
 - Financial management- **No deficiencies found**
 - Technical capacity -**No deficiencies found**
 - Maintenance -**No deficiencies found**
 - ADA- **No deficiencies found**
 - Title VI -**No deficiencies found**
 - Procurement – Corrective action noted
 - DBE – Corrective action noted
 - Legal- **No deficiencies found**
 - Satisfactory continuing controls -**No deficiencies found**
 - Planning -**No deficiencies found**
 - Public comment on fare increases and major service reductions- **No deficiencies found**
 - Half fare – Corrective action noted
 - Charter bus -**No deficiencies found**
 - School bus -**No deficiencies found**
 - Safety and security -**No deficiencies found**
 - Drug-free work place/drug and alcohol program -**No deficiencies found**
 - EEO -**No deficiencies found**

No deficiencies found in 14 areas, but corrective actions were necessary in three areas - procurement, DBE, and Half Fare. As corrective action, FRED staff will need to develop/submit the following items:

1. Updated procurement procedures
2. Procurement checklists
3. Cost analysis worksheet
4. List of projected procurements for the next six months
5. DBE goal analysis
6. FY12 and FY13 DBE reports
7. A plan for the implementation of the Half Fare program.
8. Rolling Stock certifications

- Post-visit - Staff received a Triennial Review draft report on August 13th, response due back to FTA by August 27th, final report was mailed to the Mayor on September 5th

- Key response dates:
 - August 27th-responded to FTA draft report **(complete)**
 - October 22nd- FRED staff required to submit Half Fare plan and six-month projected procurement list (**draft Half Fare Plan submitted for review on August 27th**)
 - November 21st- FRED staff required to submit updated procurement procedures, checklists, certifications, and cost analysis checklists.

Public Transit Advisory Board
Committee on Services to the Traditionally Underserved

Committee 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.

Report for PTAB Meeting by DJE

Meeting Date: August 6, 2014 @ 0830; Location FRED Central

Activities since the June 4, 2013 Meeting:

Special Events/Presentations made: Two

6/11/14	Partners in Aging Event at The Expo Center	(40)
6/17/14	Presentation to The Evergreens Apts.	(9)
Total Attendees		(49)

Special Events/Presentations Scheduled: One

8/14/14 Presentation to The Madonna House Apt.

Training Trips made: Eleven

6/12/14	The Evergreens to Germanna Comm. Coll.	(2)
6/24/14	The Evergreens to Spotsy Towne Center	(4)
6/25/14	The Kenmore Club to Spotsy Towne Center	(5)
6/26/14	The Evergreens to the Downtown Loop	(6)
7/2/14	Forest Village Apts. to Spotsy Towne Center	(1)
7/8/14	Maureen Dr. to Hill Top Plaza	(1)
7/16/14	The Kenmore Club to Salem Church Library	(2)
7/17/14	Olde Forge Plaza to Spotsy Towne Center	(1)
7/24/14	The Evergreens to Spotsy Towne Center	(1)
7/31/14	Gideon Ct. to The Pines Apartments	(2)
7/31/14	The Pines to DARS, Spotsylvania Ave.	<u>(2)</u>
Total Individuals:		(27)

Training Trips – Scheduled: One

8/7/14 Bragg Hill Area to FRED Central

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

FREDERICKSBURG REGIONAL TRANSIT

Mission, Goals, and Objectives* for Transit Year July 1, 2013 – June 30, 2014 End of Year Report on Accomplishments

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. **According to the 2013 survey, FRED riders requested weekend and extended hours of transit service. Expansions of service would require the commitment of additional funding from our government Partners. Due to budget constraints, government agencies are unable to grant additional transit funding. FRED's current effort to implement a real-time transit information system is anticipated to enhance rider convenience by making next bus arrival information to riders. Other agencies that implemented this technology reported increases in ridership and rider satisfaction.**
- A.2 Investigate the needs of those who are underserved by the existing transit system. **Ongoing. Staff continues to work with RAAA Mobility Manager and 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. **All budgets approved. There will be no new service for TY2015.**

- A.5 Publicize service to attract “choice riders” (those who have other transportation options) to the FRED system.
By utilizing various media outlets we will continue to make the public aware of FRED. The creation of new ads for radio, as well as other media outlets will keep the public aware of FRED service. Staff continues to work on new ads throughout the year, as well as research new venues of marketing with the help 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.16 – A.18)
- 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.16 and A.18)
- 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, 2014, the transportation stipend given to government employees was decreased from \$245 to \$130. Due to this decrease in benefits, FRED has seen a slight decrease in participation with the Smart Benefits Program.
- A.10 Install FRED stops at all appropriate locations.
Ongoing. FRED added eight additional stops.

Bus Stops Added in TY2014:

Route:	Stop Number:	Location:
C1	279	Omaha Dr @ Westmont Dr.
C1	280	Rt 1 North from Ladysmith
C1	281	Rt 1 @ Clara Smith St.
C1	292	Rt 1 @ County Fair Ln.
C1	278	Omaha Dr. / Johnstown Dr.
D1	432	Chatham Heights Rd / Marion St.
F4	207	Hospital Dr.
F4	208	Hospital Dr. (near Care Way)

Transit Year Targets for Goal A

- A.11 Maintain FRED ridership at TY2013 levels as a benchmark in each jurisdiction.
Goal has not been met, possibly due to sequestration, government shutdown and winter storms.
- A.12 Complete re-design of rideFRED.com to make it easier to use, contain more information and make it 508 compliant (electronic and information technology accessible to people with disabilities).
This is an ongoing effort. Basic website design was completed by February 28, 2014. Further improvements such as trip planner and Google transit feed will be completed in TY2015.
- A.13 Implement new technologies and systems that permit FRED to take maximum advantage of its newly acquired GPS, GIS and related capabilities.
FRED received responses on January 26, 2014 and held a vendor selection meeting on January 29, 2014, tentatively awarding the project to RouteMatch, Inc., subject to successful negotiations and contract execution. On April 9, 2014, the contract execution was completed and a project kick-off meeting was held on May 14, 2014. Based upon a preliminary project schedule work is to be completed in approximately 20 weeks.
- A.14 Increase the availability of information about FRED's service through maps and schedules at selected bus stops.
Ongoing. Staff investigating new and improved information signs for bus stops.
- A.15 Complete renovation of property located at 11710 Main Street in the Bowman Center for use as FRED's maintenance and training facility.
Completed. VIP event was held on November 13, 2013.
- A.16 Conduct, at minimum, 10 "Ride FRED" seminars to educate the public on how to use the system with the help of Rappahannock Area Agency on Aging (RAAA).
RAAA Travel Trainer completed nine of the ten "Ride FRED" seminars.
- **The Meadows Apartments – July 2, 2013**
 - **English Oaks Apartments – August 8, 2013**
 - **King George Social Services Resource Fair – September 26, 2013**
 - **Alexander Heights Apartments – November 1, 2013**
 - **VFW Post (Princess Anne Street) – November 7, 2013**
 - **The Madonna House Apartments – January 9, 2014**
 - **Goodwill Industries – Military Family Resource Fair – March 4, 2014**
 - **The Evergreens Apartments – May 15, 2014**
 - **National Association of Retired Federal Employees (NARFE) – May 21, 2014**

- A.17 RAAA trainer to conduct 75 individual trainings on how to ride FRED.
RAAA trainer has completed 96 individual trainings in TY2014.
- A.18 Conduct at least three “Ride FRED” seminars to educate employees of Partners on how to use the system.
Completed. Eagle Express Supervisor attended the Community Welcome Fair on August 24, 2013 and UMW Orientation on June 26 – 27, 2014. Eagle Express Supervisor will attend another UMW Orientation on August 7 – 8 and 11, 2014. FRED staff will also be attending the Community Welcome Fair on August 23, 2014.

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.
Private Partnership funding levels have been maintained.
- B.3 Actively seek new private Partners through the Public Transit Advisory Board’s Partnership/Marketing Committee.
Ongoing.
- B.4 Investigate feasibility of advertising in FRED route brochures.
FRED Transit is currently investigating the feasibility of advertising in the FRED route brochures. Thus far, it has been noted that a complete redesign of the brochures will be needed.
- B.5 Conduct review of fares and schedules.
No activity to report for Transit Year 2014. Given the Triennial Review and start-up of the ITS project, no fare review was conducted.

Transit Year Targets for Goal B

- B.6 Request federal and state funding in a timely manner.
Completed. Grants submitted by February 1, 2014.
- B.7 Increase, in collaboration with PTAB's Partnership/Marketing Committee, total Partnership/Marketing funding for FRED by \$5,000 in cash or in kind.
Goal has not been met due to downward turn in economy.
- B.8 Aggressively market "in-bus" advertising with a goal of raising \$4,500.
Staff has secured a four month contract with Humana in the amount of \$2,000.

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.
FRED Transit has met and continues to meet this goal, with the exception of traffic situations and events not under the transit system's control.
- C.3 Continue the process of review and improvement of service.
Ongoing.
- C.4 Work with City Hall to negotiate multi-year "Memorandum of Understanding" to be signed by Spotsylvania and Stafford County and the University of Mary Washington.
Decision was made not to explore multi-year agreements with Spotsylvania and Stafford County. However, staff will meet with University of Mary Washington to discuss a multi-year agreement in TY2015.
- C.5 Review record of on-time performance to determine possible schedule adjustments, using on-board video and GPS as appropriate.
FRED Transit has met and continues to meet this goal, with the exception of traffic situation and events not under the transit system's control.

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.
All preventive maintenance inspections are now performed by FRED staff. No outside vendors are used for these inspections. Preventive Maintenance inspections are performed according to the vehicle manufacturer's guidelines. From July 2013 – April 2014, preventative maintenance costs were \$151,939.56; for the same time period in TY2013 costs were \$180,086.57, a savings of 15.63%.**
- C.7 Finalize and present survey results of ridership as to satisfaction with dependability and other aspects of service.
Survey results finalized and presented to Public Transit Advisory Board at the February 5, 2014 meeting.
- C.8 Replace four buses in existing fleet with more efficient and heavier duty buses.
Two replacement vehicles were delivered in April 2014. Staff will start the procurement process for four additional vehicles in TY2015.
- C.9 Conduct at least 50 spot checks of drivers per quarter to ensure that drivers are fulfilling their responsibilities using on-board video as appropriate.
Completed.
- C.10 Plan for service adjustments by October of each transit year for implementation in following fiscal year.
Completed. No adjustments brought to the Public Transit Advisory Board.

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.
New ads will be starting in the Fall 2014.

- D.3 Continue analysis of performance measures for existing routes in entire system in terms of:
- Effectiveness, such as number of trips and trips per vehicle hour
Ongoing.
 - Efficiency, such as cost per trip and cost per vehicle hour
Ongoing.
 - Quality, such as transit times, safety, and reliability
Ongoing.

Transit Year Targets for Goal D

- D.4 Conduct at least eight 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.
Five of the eight outreach sessions held. Staff made presentations at:
- **Wounded Warrior Information Fair – November 10, 2013**
 - **Goodwill Industries – Ride FRED Seminar – February 6, 2014**
 - **Goodwill Industries – Ride FRED Seminar – February 25, 2014**
 - **Goodwill Industries – Family Day Information Fair – March 1, 2014**
 - **Idlewild Subdivision – Town Hall Meeting – April 10, 2014**
- D.5 Conduct at least three outreach sessions to special needs high school students.
Three outreach sessions held. Staff made presentations at:
- **James Monroe High School – February 28, 2014**
 - **Courtland High School – March 15, 2014**
 - **Caroline High School – March 22, 2014**
- D.6 Add to FRED staff three full-time Supervisors, two part-time Mechanic helper's and three full-time drivers.
Due to budget constraints, no additional positions have been requested. FRED hired 13 part-time drivers in TY2014. In addition, the Route Planner position was converted to full-time in TY2014.

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/completed for TY2014 – June 18 and 19, 2014.
- E.2 Continue the comprehensive safety training program for FRED employees.
Ongoing. Driver Trainer conducted safety training at FRED Central on August 27 – 29, 2013 and September 21, 2013. In addition, safety awareness meetings were held at the Training facility in the Bowmen Center on June 24 – 26, 2014.
- E.3 Continue the comprehensive security training program for FRED employees.
Ongoing.
- E.4 Continue the wheelchair securement training program for all FRED drivers.
Ongoing. Driver Trainer conducted wheelchair securement training on September 24 – 26, 2013, October 19, 2013 and February 18 – 20, 2014.
- E.5 Continue the CPR, AED, First Aid, and Blood Borne Pathogen training program for all FRED employees.
Ongoing. Driver Trainer conducted CPR, AED, First Aid and Blood Borne Pathogen training on August 6, 2013, November 6 & 26, 2013 and April 30, 2014.

Transit Year Targets for Goal E

- E.6 Construct a 5-bus transfer center adjacent to the new Rappahannock Goodwill Industry facility located in Spotsylvania.
Not yet complete. Assistant Director has prepared the draft grant. However, per our FTA representative, additional environmental information is needed. FRED staff will prepare an environmental checklist for FTA review before September 2014.
- E.7 Install shelter at the Target Store located in South Stafford.
Completed on October 23, 2013.

- E.8 Explore installation of a shelter at the CVS Store at Mary Washington Hospital's main entrance.
FRED staff is currently researching land records to determine ownership and current easements of potential shelter locations.
- E.9 Reduce the number of preventable vehicle accidents by at least five percent.
Goal has not been met; FRED had two additional preventable accidents during TY2014 as compared to TY2013.
- E.10 Hold a minimum of two safety awareness meetings to be attended by all drivers.
Ongoing. Safety awareness meetings were held at FRED Central on August 27 – 29, 2013 and September 21, 2013. In addition, safety awareness meetings were held at the Training facility in the Bowmen Center on June 24 – 26, 2014.
- E.11 Hold a minimum of three customer service classes for FRED employees.
Staff will complete in early TY2015.
- E.12 Hold one class to review changes to FRED's Policy and Procedures Manual by December 2013.
Completed. Driver trainer conducted nine sessions during December 2013 and January 2014 to review changes to FRED's Policy and Procedures Manual.
- E.13 Develop a FRED Roadeo Team with participation of at least 15 drivers.
FRED sent a three person Roadeo team to the CTAV State Roadeo in Blacksburg, VA on May 3, 2014. Bernard "Butch" Shields received 1st place in the body-on-chassis division. Mr. Shields competed at the CTAA National Roadeo in St. Paul, MN on June 8, 2014 and placed 50th out of 92 drivers from around the country.

GOAL F

Comply with 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.
Ongoing. Assistant Transit Director attended a Triennial Review Workshop on April 10 – 11, 2014 in Richmond, Virginia.

- F.2 Continue to foster positive working relationships with state and federal grant managers.
Ongoing. Transit Director continues to foster positive working relationships with state and federal grant managers.
- F.3 Prepare for upcoming Triennial Review.
Triennial Review is scheduled for July 17 - 18, 2014; preliminary documentation was sent to the Federal Transit Association on April 11, 2014 and May 9, 2014.

Transit Year Targets for Goal F

- F.4 Complete reports required by the state and federal agencies to include:
- TEAM milestones and financial status reports
Completed.
 - FTA annual National Transit Data report
NTD report was accepted, finalized and closed on January 30, 2014.
 - DRPT annual performance data report
FRED Transit and Caroline County financial and performance data entered in December 2013. Report submitted by February 1, 2014.
- F.5 Complete all grant applications by February 1, 2014.
Completed.
- F.6 Apply for grant funding for two additional service vehicles, one replacement service vehicle, additional funding for IT project and ADP equipment.
FRED Staff applied for two replacement service vehicles and additional funding for the IT project which includes ADP equipment.

*

- (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 June 30 of the current transit year.
- (3) The *Mission, Goals and Objectives statement* of FREDericksburg Regional Transit for the next transit year is to be adopted at the August meeting.

** As of July 3, 2014, complete financial data is only available through April 30, 2014.

FREDERICKSBURG REGIONAL TRANSIT
Mission, Goals, and Objectives*
for Transit Year July 1, 2014 – June 30, 2015

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.
- A.2 Investigate the needs of those who are underserved by the existing transit system.
- A.3 Investigate the needs of those in the region that are transit-dependent.
- A.4 Work with local county governments to define needs and apply for funding for existing and additional service.
- A.5 Publicize service to attract “choice riders” (those who have other transportation options) to the FRED system.
- A.6 Educational outreach to partners, residents and business leaders on the benefits and value of FRED.
- A.7 Continue to provide access to social service, recreational, employment and tourist areas.
- A.8 Educate employees of Partners on how to use the FRED system.
- 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.
- A.10 Install FRED stops at all appropriate locations.

- A.11 Review requests for the use of training space at the Bowman Center location.
- A.12 Monitor new growth and development within FRED service area that may have impact on FRED operations.

Transit Year Targets for Goal A

- A.13 Maintain FRED ridership at TY2014 levels as a benchmark in each jurisdiction.
- A.14 Complete re-design of www.rideFRED.com to make it easier to use, contain more information and make it 508 compliant (electronic and information technology accessible to people with disabilities).
- A.15 Implement new technologies and systems that permit FRED to take maximum advantage of its newly acquired GPS, GIS and related capabilities.
- A.16 Increase the availability of information about FRED's service through maps and schedules at selected bus stops.
- 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).
- A.18 RAAA trainer to conduct 75 individual trainings on how to ride FRED.
- A.19 Conduct at least three "Ride FRED" seminars to educate employees of Partners on how to use the system.

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.
- B.2 Maintain current private Partnership funding levels.
- B.3 Actively seek new private Partners through the Public Transit Advisory Board's Partnership/Marketing Committee.

- B.4 Investigate feasibility of advertising in FRED route brochures.
- B.5 Conduct review of fares and schedules.

Transit Year Targets for Goal B

- B.6 Request federal and state funding in a timely manner.
- B.7 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 three businesses.
- B.8 Aggressively market "in-bus" advertising with a goal of raising \$2,500.

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.
- C.2 Strive to maintain on-time performance of FRED service within the Fredericksburg region.
- C.3 Continue the process of review and improvement of service.
- C.4 Work with City Hall to negotiate multi-year "Memorandum of Understanding" to be signed by the University of Mary Washington.
- C.5 Review record of on-time performance to determine possible schedule adjustments, using on-board video and GPS as appropriate.
- C.6 Monitor the information provided by the real-time information system to include on-time performance, ridership, and route efficiency.

Transit Year Targets for Goal C

- C.7 Implement plan to improve FRED's preventive maintenance program by better monitoring vendors and having most preventive maintenance performed internally.

- C.8 Replace four buses in existing fleet with more efficient and heavier duty buses.
- 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 ten spot checks).
- C.10 Plan for service adjustments by October of each transit year for implementation in following fiscal year.

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.
- D.2 Promote FRED as a way to alleviate congestion within the Fredericksburg region.
- 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

Transit Year Targets for Goal D

- D.4 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.
- D.5 Conduct at least three outreach sessions to special needs high school students.
- D.6 Add to FRED staff one full-time Supervisor, one part-time Mechanic's helper and three full-time drivers.

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.
- E.2 Continue the comprehensive safety training program for FRED employees.
- E.3 Continue the comprehensive security training program for FRED employees.
- E.4 Continue the wheelchair securement training program for all FRED drivers.
- E.5 Continue the CPR, AED, First Aid, and Blood Borne Pathogen training program for all FRED employees.
- E.6 Monitor and review daily reports related to suspicious activity and incident reports, counterterrorism, security awareness, and cyber security.
- E.7 Review changes to FRED's Policy and Procedures Manual.
- E.8 Security officers will receive additional training and equipment during TY2015.

Transit Year Targets for Goal E

- E.9 Construct a 5-bus transfer center adjacent to the new Rappahannock Goodwill Industry located in Spotsylvania during TY2015.
- E.10 Explore installation of a shelter at the CVS Store at Mary Washington Hospital's main entrance and other appropriate locations upon request.
- E.11 Reduce the number of preventable vehicle accidents by at least five percent.
- E.12 Hold a minimum of two safety awareness meetings to be attended by all drivers.
- E.13 Hold a minimum of three customer service classes for FRED employees.
- E.14 Hold one class to review changes to FRED's Policy and Procedures Manual during TY2015.

E.15 Develop a FRED Roadeo Team with participation of at least eight drivers.

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.
- F.2 Continue to foster positive working relationships with state and federal grant managers.
- F.3 Complete preparation for 2014 Federal Triennial Review.
- F.4 Prepare for City audit.
- F.5 Prepare for State audit.

Transit Year Targets for Goal F

- F.6 Complete reports required by the state and federal agencies to include:
 - a. TEAM milestones and financial status reports
 - b. FTA annual National Transit Data report
 - c. DRPT annual performance data report
- F.7 Complete all grant applications by February 1, 2015.
- F.8 Apply for grant funding for three replacement buses, one service vehicle and funding for benches/shelters.

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(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 to be adopted by PTAB at the August meeting.