



MEMORANDUM

TO: Mayor Greenlaw and Members of City Council
FROM: Beverly R. Cameron, City Manager
DATE: September 16, 2015
SUBJECT: City Manager's Update

Highlights of major activities and other notable developments:

College Heights Water System Improvements – The City contracted with W.C Spratt, Inc. to design and build various water system improvements in College Heights to enhance domestic water service and to increase fire protection capabilities. As part of this project, new water lines were installed along Dandridge Street and Payne Street. New fire hydrants were installed and new water service connections were made to individual properties along the route of the new lines. The utility trenches have been re-paved. While this re-paving is functional, the city manager recommends that the city come back next spring and re-pave both streets from curb to curb. The cost is estimated to be \$340,000.

Economic Master Plan Contractor to Begin Work - The Atlanta-based firm selected to conduct an economic development master plan for the city will be in town September 29-October 1. Garner Economics LLC will be touring the city, gathering information about the community with staff from the Department of Economic Development and Tourism, and holding four separate focus group meetings. Garner Economics plans to complete its master plan in early 2016 and present the findings to City Council and the Economic Development Authority.

2015 Soggy Doggie at Dixon Pool - The dog days of summer have come and gone, but Fredericksburg canines took to the water for one last summer splash. On September 11, at the Dixon Pool, the 5th Annual Soggy Doggie marked the end of the swimming season. About 375 people and more than 100 dogs of all ages, breeds, and sizes attended. Some dogs took to the water without hesitation; others seemed a bit skeptical and watched or barked from the sidelines. With plenty of tennis balls and Frisbees to pitch, adults and children kept the dogs in a lively frolic. The event began at 5:30 p.m. and ended around 9:00 p.m. and raised over \$300 for the Greater Fredericksburg SPCA.



Annual FRED Customer Appreciation Day – On July 31, FREDericksburg Regional Transit (FRED) held their “Annual Customer Appreciation Day” to show gratitude for our many riders throughout the region. They began the day by giving the first 500 customers a free "I take FRED instead" t-shirt. By wearing this t-shirt on Friday's in the month of August, customers could ride the bus for free. In addition, riders lined up all day at FRED Central to play games and win give-a-ways.



FRED Transit Routematch Project Update – For over a year, FRED has been working with a company called RouteMatch to automate the collection of data relating to fleet operations and passenger counting. The initial phase of the project is being 95% funded by the Department of Rail and Public Transportation (DRPT). Through the use of on-board Mobile Data Terminals (MDTs) and GPS, FRED is converting a time consuming and error-prone pencil and paper process, to an electronic automated one. The new system will allow customers to get real-time information about when the next bus is due to arrive.

This project, however, has run into implementation challenges and is behind schedule. Some passenger boardings and vehicle mileage are not being properly recorded because of the way certain FRED routes are structured and the placement of stops along those routes. FRED is continuing to work with RouteMatch to address these problems (e.g., to make certain that FRED's stops are accurately targeted and that paired inbound and outbound stops are distinguishable). This process will run through the fall. FRED expects the automated data collection and passenger information systems to be fully implemented by mid-December.