

**MINUTES**  
**PUBLIC TRANSIT ADVISORY BOARD**  
**July 13, 2022**  
**9:00 a.m.**  
**FXBGO! Operations/Training Building (Bowman Center)**  
**11710 Main Street**  
**Fredericksburg, VA 22408**

Members in Attendance: Rev. Lawrence Davies, Chairman/City of Fredericksburg  
Leigh Anderson, George Washington Regional Commission  
Kim Lett, disAbility Resource Center  
Ian Ollis, Fredericksburg Area Metropolitan Planning Organization  
Kathy Sandor, University of Mary Washington (*Participated through electronic communication in accordance with City policy*)  
Dr. Roy Weinstock, Community Representative  
Rodney White, Spotsylvania County

Staff Present: Jamie Jackson, Director/FXBGO!  
Donna Leahy, Budget Analyst/City of Fredericksburg  
Craig Reed, Policy, Planning & Compliance Manager/FXBGO!  
Sy Seibold, Safety Manager/FXBGO!

Others Present: Tamara Banks, Healthy Generations Area Agency on Aging  
Jennifer Falknor, Healthy Generations Area Agency on Aging  
JoAnna Roberson, George Washington Regional Commission

Members Absent: Paul Agnello, Spotsylvania County  
Chip Boyles, George Washington Regional Commission  
Jan Erkert, Fredericksburg Chamber of Commerce  
Mark Haines, Germanna Community College  
Alexander Owsiak, Stafford County

The meeting was called to order by Rev. Davies on July 13, 2022, at 9:06 a.m. from the FXBGO! Operations/Training Building (Bowman Center).

**Public Comments:** There were no public comments received in advance of today's meeting nor any presented at meeting.

**Adoption of Minutes – June 8, 2022:** Upon motion by Ms. Falknor and seconded by Dr. Weinstock, with all members concurring, the June 8th, 2022 PTAB minutes were approved as submitted.

**Report of Director of Public Transit**

**a.) Transit Projects and Initiatives**

Mrs. Jackson reported the Transit Strategic Plan (TSP) project kicked off last month. Mr. Reed is the staff lead for this project. FXBGO! is continuing its work with the consultant, Kimley-Horn. Staff continues to provide Kimley-Horn with necessary data and information that is needed for TSP data collection efforts. The City of Fredericksburg is moving forward with the acquisition of land adjacent to Central (formerly FRED Central) that will provide additional parking for the public and staff. Mrs. Jackson added this was a goal included in the Transit Development Plan (TDP).

Mrs. Jackson advised the Marketing and Rebranding consultant is still in the process of making changes to work product based on the comments provided by staff and PTAB Marketing sub-committee. Draft revisions provided to date will be included in the draft from the consultant. The consultant will provide FXBGO! staff a draft Brand

book and Marketing and Rebranding Plan by August 2022 for their review. Once the draft copies are made available to FXBGO! staff, copies will then be distributed to all PTAB members for review and comment.

Mrs. Jackson stated a purchase order for the Transit Security and Fiber project is scheduled to be released for approval within the next several weeks. This project will result in an enhancement of the existing security system and provide WiFi access at the Operations/Training building. FXBGO! has hired Timmons Group to provide engineering and design work which is planned for the next six (6) to eight (8) months. Project kick-off date is planned for August 2022.

Mrs. Jackson reported that facility improvements continue at Central to ensure a state of good repair. The FXBGO! branding logo was installed last week to the outside glass panels where passengers board the buses. Window tinting was applied indoors to help reduce the amount of heat coming into the facility resulting in higher electricity bills. A new and updated HVAC control system is planned to be installed at Central to help regulate the temperature on the second floor. Preventive maintenance continues to be performed outside of Central including window washing. Customer Service area improvements have been made to include replacing the floor and painting walls and trim with new branding colors. The City's Public Facilities department replaced the lighting in the hallway on the first floor and second floor conference room to LED lighting.

Mrs. Jackson reported the planned FY2023 transit projects include the purchase of Automatic Passenger Counters (known as APCs), upgrade FXBGO! Intrusion Alarm System, and purchase six (6) transit vehicles. Currently, FXBGO! operators use a punch method on bus tablets when passengers board the bus. APCs will collect passenger boarding's each time they board or disembark from the bus. The Intrusion Alarm System will upgrade the current access control panel system at both Central and Maintenance Facility. The new system will provide connectivity between both locations bringing them under a single umbrella instead of the current multi system configuration. FXBGO! received funding to purchase six (6) new transit vehicles. Nine (9) transit vehicles are currently on order and anticipated to arrive January to February 2023. Once the new vehicles arrive, FXBGO! will continue to wrap new vehicles with the updated branding logo.

Mrs. Jackson advised PTAB that a few FY2022 transit projects will carry over to FY2023. Staff is currently working on an Invitation for Bid (IFB) for the Maintenance Facility HVAC system. Staff continues discussion with the Federal Transit Administration (FTA) regarding the Radio Communications and Emergency Management System project. Unfortunately, some of the project components did not meet FTA's Buy America requirements. Staff will update PTAB once project begins. New uniforms will be ordered for operators. The City is considering a potential property acquisition adjacent from Central. This project was already included in FXBGO's current Transit Strategic Plan. Staff will be meeting with property owners within the next couple of months.

Mrs. Jackson informed PTAB that a public meeting is scheduled for July 20<sup>th</sup> at 1 PM to discuss FXBGO!'s Disadvantaged Business Enterprise (DBE) and Title VI programs. FXBGO! DBE Liaison, Mrs. Sullivan will conduct the meeting and provide the public and DBE vendors with information on upcoming procurement opportunities and how to become a certified DBE. Mrs. Sullivan will also provide an overview of FXBGO's current Title VI program.

Mrs. Jackson reported that FXBGO! will continue with modified bus service due to staffing constraints. Operations continues to hire and train operators in order to provide reliable and consistent bus service.

Mrs. Jackson advised that FXBGO! will submit their final Smart Scale application for transit service to Dahlgren by August 1<sup>st</sup>. Mr. White asked if transit service would begin in six (6) to seven (7) years and whether it would mainly provide service to the base or throughout King George County. Mrs. Jackson replied that service would begin in FY2028 and would mainly serve the base in Dahlgren along with two (2) to three (3) limited bus stops. King George County is a great opportunity to provide transit service, however it's not a concentrated population of people.

## **Committee Reports:**

### **1.) Mission, Goals and Objectives**

Dr. Weinstock advised the Mission, Goals and Objectives for Transit Year 2022 which covers July 1, 2021 through June 30, 2022 is included in the agenda packet and have also submitted prior to the meeting for review by committee members. Dr. Weinstock reviewed Goals A, B, C, D, E and F and asked for member comments and feedback on each specific goal. There were no additional questions, comments or feedback provided from any PTAB member at the July 13th PTAB meeting on the End-of-year Report for TY2022.

Upon motion by Dr. Weinstock and seconded by Ms. Anderson, with all PTAB members concurring, the End-of-year Report for TY2022 was accepted as presented.

Dr. Weinstock also reviewed the Mission, Goals and Objectives for Transit Year 2023 which covers July 1, 2022 through June 30, 2023 is also included in the agenda packet and also submitted prior to the meeting for review by committee members. Dr. Weinstock reviewed Goals A, B, C, D, E and F and asked for member comments/feedback on each specific goal. There were no member comments or feedback for Goals B, C, D, E, and F and was accepted as presented.

In regard to Goal A for Transit Year 2023, the following comments were provided from PTAB members in attendance to include the following items:

Goal A.3 – Ms. Falknor stated data collection and performance of outreach activities to those residents who are transit-dependent, unserved or underserved has been discussed at previous PTAB meetings. Ms. Falknor asked if data is now available for deviated route requests, usage, etc. Ms. Falknor recommended she would like this item specifically addressed during Transit Year 2023. Mrs. Jackson stated that FRED staff would develop specific language that addresses FXBGO!'s deviated routing process; data collection procedure; etc. and forward this information to PTAB members. Once the language and write-up has been endorsed by the PTAB members, it will then be added as A.15 under Goal A for Transit Year 2023.

Goal A.11 – Ms. Falknor asked if the installation of shelters and/or benches at existing bus stops would be ADA accessible. Mrs. Jackson stated all locations would be ADA compliant which is also a requirement of the application process through the Smart Scale grant funding process.

Goal A.12 – Ms. Falknor asked how FXBGO! would achieve the goal of conducting educational outreach sessions for the purpose of educating the public and partners on how to use the FXBGO! system. Mrs. Jackson advised that currently Ms. Banks has done an outstanding job with consistent public outreach opportunities and that her focus has been on designating needed outreach areas. Ms. Banks advised Ms. Falknor that if the partnering agency could provide her with additional areas where there is an underserved population base, that Ms. Banks would ensure public outreach opportunities are scheduled at these sites. Mrs. Jackson also relayed that FXBGO! has hired a consultant whose tasks are specifically designed for the creation of a method to determine underserved areas within the region; to determine the type of outreach these areas require; to interact with the residents to determine first-hand their obstacles; etc. Mrs. Jackson stated that PTAB members would be asked to review drafts, documents, etc. as they are provided from the consultant to ensure outreach options are being fulfilled within the Fredericksburg region.

With the following comments from Transit Year 2023 with the inclusion of Goal A.15 and revisions to Goal A.12, upon motion by Dr. Weinstock and seconded by Mr. White, with all PTAB members concurring, the Mission, Goals, and Objectives for Transit Year 2023 was accepted as submitted, with the understanding of designated updates would be forthcoming.

## **2.) Services to the Underserved**

Mrs. Jackson advised there is no report provided for the July 13<sup>th</sup> PTAB meeting from the Services to the Underserved sub-committee. Ms. Falknor stated the sub-committee would like to receive additional members to serve on the PTAB sub-committee. Mrs. Jackson stated FXBGO! staff will follow-up with the recruitment process of new sub-committee members.

## **3.) Partnerships and Marketing**

Mrs. Jackson advised there is no formal report to present at today's July 13<sup>th</sup> PTAB meeting. However, Mrs. Jackson presented a proposed change to the current PTAB Mission Statement for endorsement by PTAB members. The revised PTAB Mission Statement is a recommendation from the Marketing and Rebranding consultant, HDR to streamline and abbreviate the existing Mission Statement. Mrs. Jackson advised the draft Marketing Plan will be distributed to PTAB members for feedback and comments within the next week. Mrs. Jackson asked that comments be provided to Sharon Sullivan by August 1<sup>st</sup>. There was unanimous consent from PTAB members present to accept the revised Mission Statement that has been recommended from HDR.

## **4.) Operations and Oversight**

Mr. White advised the Operations and Oversight sub-committee does not have a formal report to present at today's July 13<sup>th</sup> PTAB meeting. Mrs. Jackson advised FXBGO! has hired two new operators. Mrs. Jackson announced that Sy Seibold was previously FXBGO!'s Fleet Manager and has recently moved into the new Transit Safety Manager position. The Fleet Manager's position is now open to be filled.

Mrs. Jackson advised the Eagle Express services at the University of Mary Washington will start-up again on August 19<sup>th</sup>. Mr. Ollis asked if the June 2022 ridership numbers are available for review. Mrs. Jackson stated these are being compiled and will be forwarded to the PTAB committee members.

Mr. White advised the FXBGO! stop off of Spotsylvania Avenue in front of the Rappahannock Goodwill site is going to be moved because the current business location is for sale. The Operations and Oversight sub-committee has worked with FXBGO! staff and VDOT to find an alternative location. The recommendation is to relocate the current transfer station stop to the Route 208 Park and Ride lot. This location does provide shelter and benches. Mr. White stated this transfer process should be completed within the next 18 – 24-month time frame.

Mr. Reed advised that FXBGO! staff will be providing a survey in August 2022 to customers to obtain feedback on the benefits they have experienced as a result of going fare free. Ridership continues to increase and that the overall feedback received to date has been all positive. Mr. Reed advised the FXBGO! ridership for FY2022 is included in today's PTAB agenda packet for committee review.

## **Healthy Generations Area Agency on Aging (HGAAA) Trainer Report**

Ms. Banks advised she has held travel training with two GWRC employees; had one assessment; and three referrals from HGAAA. One applicant was interested in travel training; however, was not eligible due to geographic residence and mobility options. This applicant was provided training and information on mobility options rather than travel training. Ms. Banks advised that outreach events have occurred with five different entities. Ms. Banks asked if FXBGO! staff can check the existing bus stop at Mill Park Terrace for a possible relocation site for safety reasons. Mrs. Jackson advised FXBGO! staff would follow-up.

## **Virginia Railway Express (VRE) Report**

Mrs. Jackson advised Mr. Ruiz was not able to attend today's meeting; however, has provided a VRE report which is included in today's agenda packet.


**New Business:** None

**Announcements:**

Rev. Davies thanked PTAB members for their attendance at today's meeting and for their continued participation for support of FXBGO!. Rev. Davies also thanked staff for their efforts in continuing to provide transit options to the residents of the region. The next PTAB meeting will occur on October 5, 2022 (In-Person – Operations/Training Building – Bowman Center).

**Adjournment** – The July 13th PTAB meeting adjourned at 10:29 a.m.

Approved by the Public Transit Advisory Board

  
JoAnna M. Roberson                      Date

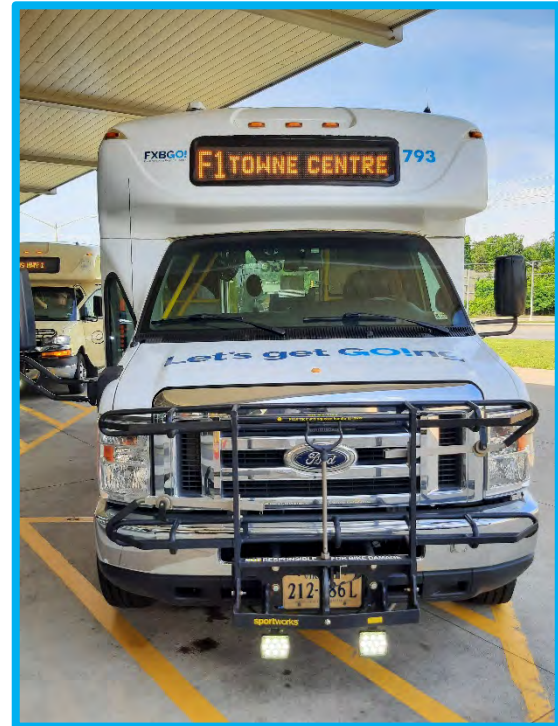


## **PUBLIC TRANSIT ADVISORY BOARD MEETING**

**JULY 13, 2022**

## AGENDA

1. Call to Order
2. Public Comment
3. Adoption of Minutes
4. Report of the Director of Public Transit
5. Committee Reports
6. HGAAA Trainer Report
7. Virginia Railway Express (VRE) Report
8. New Business
9. Announcements
10. Adjournment





# REPORT OF THE DIRECTOR OF PUBLIC TRANSIT

## Transit Projects & Initiatives

- Active Transit Projects and Initiatives
  - Transit Strategic Plan (TSP)
  - Transit Security & Fiber Project
  - Marketing and Rebranding Project
- FY2023 Planned Projects
- July 20<sup>th</sup> Public Meeting – DBE/Title VI
- General Information

A flyer for a public meeting. The top section features the FRED logo (FXBGOI) and the date and time: July 20, 2022, 1:00 PM. The main title is 'PUBLIC MEETING - DISADVANTAGED BUSINESS ENTERPRISE (DBE) & TITLE VI PROGRAM'. A blue box contains text stating that FRED will hold a virtual meeting to discuss DBE and Title VI programs, procurement opportunities, and how businesses can become DBE certified. To the right, under 'MEETING INFORMATION', are the phone number (408) 650-3123, access code 691-356-101, and electronic meeting information with a QR code and the URL https://meet.goto.com/691356101.

**FXBGOI**  
Fredericksburg Regional Transit

**July 20, 2022**  
**1:00 PM**

**PUBLIC MEETING -  
DISADVANTAGED  
BUSINESS ENTERPRISE  
(DBE) & TITLE VI PROGRAM**

**Fredericksburg  
Regional Transit  
(FRED) will hold a  
virtual meeting  
regarding its DBE and  
Title VI programs,  
discuss FRED  
procurement  
opportunities, how  
businesses can  
become DBE certified  
and answer questions  
from the public about  
the program.**

**MEETING  
INFORMATION**

PHONE :  
(408) 650-3123

ACCESS CODE:  
691-356-101

ELECTRONIC MEETING  
(ONLINE): 

<https://meet.goto.com/691356101>



## COMMITTEE REPORTS

- MISSION, GOALS, AND OBJECTIVES
  - FY2023 MGO
- SERVICES TO THE UNDERSERVED
  - No Report
- PARTNERSHIPS AND MARKETING
  - Fare Free Promotion
  - Mission and Vision
- OPERATIONS AND OVERSIGHT
  - Ridership



COMMITTEE REPORT  
MISSION, GOALS, AND OBJECTIVES  
END-OF-YEAR REPORT FOR TY2022

- **GOAL A** – PROVIDE QUALITY ACCESSIBLE PUBLIC TRANSIT SERVICE TO THE REGION.
- **GOAL B** – PROVIDE AFFORDABLE PUBLIC TRANSIT SERVICE TO THE REGION THROUGH THE UTILIZATION OF FUNDING, GRANTS, AND CONTRIBUTIONS FROM LOCAL, STATE AND FEDERAL FUNDING ENTITIES AND PUBLIC/PRIVATE PARTNERSHIPS.
- **GOAL C** – PROVIDE RELIABLE TRANSIT SERVICE WITHIN THE REGION.
- **GOAL D** – INCREASE THE EFFICIENCY OF THE MOVEMENT OF PEOPLE.
- **GOAL E** – PROMOTE SAFETY AND SECURITY IN MAINTAINING AND OPERATING THE FRED SYSTEM TO INCLUDE PERSONNEL, RIDERSHIP AND FACILITIES WITHIN THE FREDERICKSBURG REGION.
- **GOAL F** – COMPLY WITH CITY, STATE AND FEDERAL POLICIES AND REGULATIONS.

COMMITTEE REPORT  
MISSION, GOALS, AND OBJECTIVES  
TRANSIT YEAR 2023

- **GOAL A** – PROVIDE QUALITY ACCESSIBLE PUBLIC TRANSIT SERVICE TO THE REGION.
- **GOAL B** – PROVIDE AFFORDABLE PUBLIC TRANSIT SERVICE TO THE REGION THROUGH THE UTILIZATION OF FUNDING, GRANTS, AND CONTRIBUTIONS FROM LOCAL, STATE AND FEDERAL FUNDING ENTITIES AND PUBLIC/PRIVATE PARTNERSHIPS.
- **GOAL C** – PROVIDE RELIABLE TRANSIT SERVICE WITHIN THE REGION.
- **GOAL D** – INCREASE THE EFFICIENCY OF THE MOVEMENT OF PEOPLE.
- **GOAL E** – PROMOTE SAFETY AND SECURITY IN MAINTAINING AND OPERATING THE FRED SYSTEM TO INCLUDE PERSONNEL, RIDERSHIP AND FACILITIES WITHIN THE FREDERICKSBURG REGION.
- **GOAL F** – COMPLY WITH CITY, STATE AND FEDERAL POLICIES AND REGULATIONS.

## COMMITTEE REPORT

### PARTNERSHIP AND MARKETING

- **SUBCOMMITTEE MEETING**

- The subcommittee was not able to hold a full meeting to review the draft marketing plan and the brand applications.

- **BRAND STANDARDS & MARKETING & REBRANDING PLAN**

- PTAB board will review both draft plans and provide comments by August 1<sup>st</sup>

- **FY2023 ADVERTISING**

- The current fiscal year budget includes funds for paid advertising. Focus areas include Fare Free Service, Outreach to Spanish Speaking Populations.
- FRED Staff and Committee Chair discussed ways to promote—through unpaid tactics and paid advertising—the FREE FARES and other benefits to riders.

## COMMITTEE REPORT

### PARTNERSHIP AND MARKETING

#### **CURRENT PTAB MISSION STATEMENT**

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 Spotsylvania and Stafford).

*(Recommended abbreviated mission from New Marketing and Rebranding Plan)*

#### **BRAND STANDARDS & MARKETING & REBRANDING PLAN**

To provide an accessible, dependable, and safe transportation service for residents and visitors of the City of Fredericksburg, Spotsylvania, and Stafford Counties.

## COMMITTEE REPORT

### OPERATIONS AND OVERSIGHT

- **FARE FREE SERVICE UPDATE**

- Staff will begin surveying customers in August regarding their feedback on the benefits to them on Fare Free Service.

- **NEW HIRES**

- New Hire – Customer Service Representative (PT)
- 8 Full-Time Operator Vacancies, 2 Full-Time Supervisor Vacancies
  - *FY23 Budget - Transit gained 2 FT Transit Operator Positions, 1 FT Supervisor Position*

- **EAGLE EXPRESS**

- Service resumes August 19<sup>th</sup>

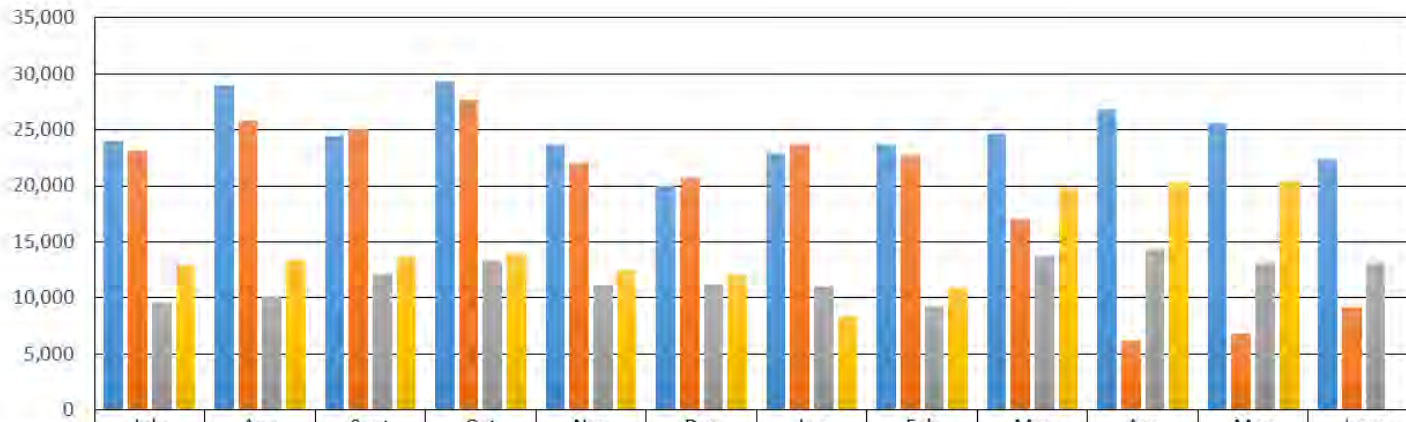
- **RIDERSHIP UPDATE**

- *See next slide for Ridership Information*

# COMMITTEE REPORT

## OPERATIONS AND OVERSIGHT

### FY 2022 RIDERSHIP INFORMATION



	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total Ridership
FY 2019 Ridership	24,054	28,982	24,445	29,324	23,766	19,977	22,888	23,704	24,682	26,841	25,612	22,357	296,632
FY 2020 Ridership	23,063	25,825	25,068	27,701	22,126	20,779	23,676	22,692	17,012	6,211	6,840	9,188	230,181
FY 2021 Ridership	9,533	10,073	12,202	13,278	11,107	11,240	10,989	9,313	13,787	14,305	13,080	13,131	142,038
FY 2022 Ridership	12,932	13,359	13,676	13,880	12,496	12,109	8,366	10,935	19,802	20,274	20,391		158,220

- Due to staffing shortages and low VRE ridership stats, FRED continues with its temporary suspension of service to its VRE route connections.
- FRED began “Fare Free” bus service on Monday, February 28, 2022.
- Eagle Express suspended transit service for the Summer on Sunday, May 15, 2022. Service will resume in the Fall of 2022.



# HEALTHY GENERATIONS AREA AGENCY ON AGING TRAVEL TRAINER REPORT



- **Travel Training**
  - 2 FAMPO/GWRC staff
  - 1 Assessment
  - 3 referrals from HGAAA
- **Outreach**
  - Fresenius MWHS
  - HGAAA Spotsylvania Café
  - The Evergreens
  - Mill Park Terrace
  - English Oaks
- **Events**
  - Art of Aging Expo
- **Future**
  - Read and Ride – Don't Let The Pigeon Ride the Bus
  - Senior2Senior Travel Trainers
  - Resuming virtual meetings with Travel Trainers across America
- **Conferences/Trainings**
  - Upcoming CTAV Expo and Conference

# VRE JULY 2022 UPDATE

PTAB July 13, 2022 Meeting  
Nick Ruiz—VRE Planning Program  
Manager



A BETTER WAY. A BETTER LIFE.

# VRE IN A RIDERSHIP RECOVERY

Week Ending	2022 Weekly Ridership	2022 ADR	2021 ADR	2020 ADR	2022 vs Pre-COVID ADR****
June 17	24,003	4,801	2,110**	827	-73.70%
June 24	22,291**	4,458**	2,313	983	-75.70%
July 1	22,603	5,121	2,311	1,030*	-72.00%
July 8***	19,728*	4,932*	2,541*	1,056	-73.0%

\*Four days of service \*\*One day of "S" schedule service \*\*\*Friday 2022 evening ridership is estimated

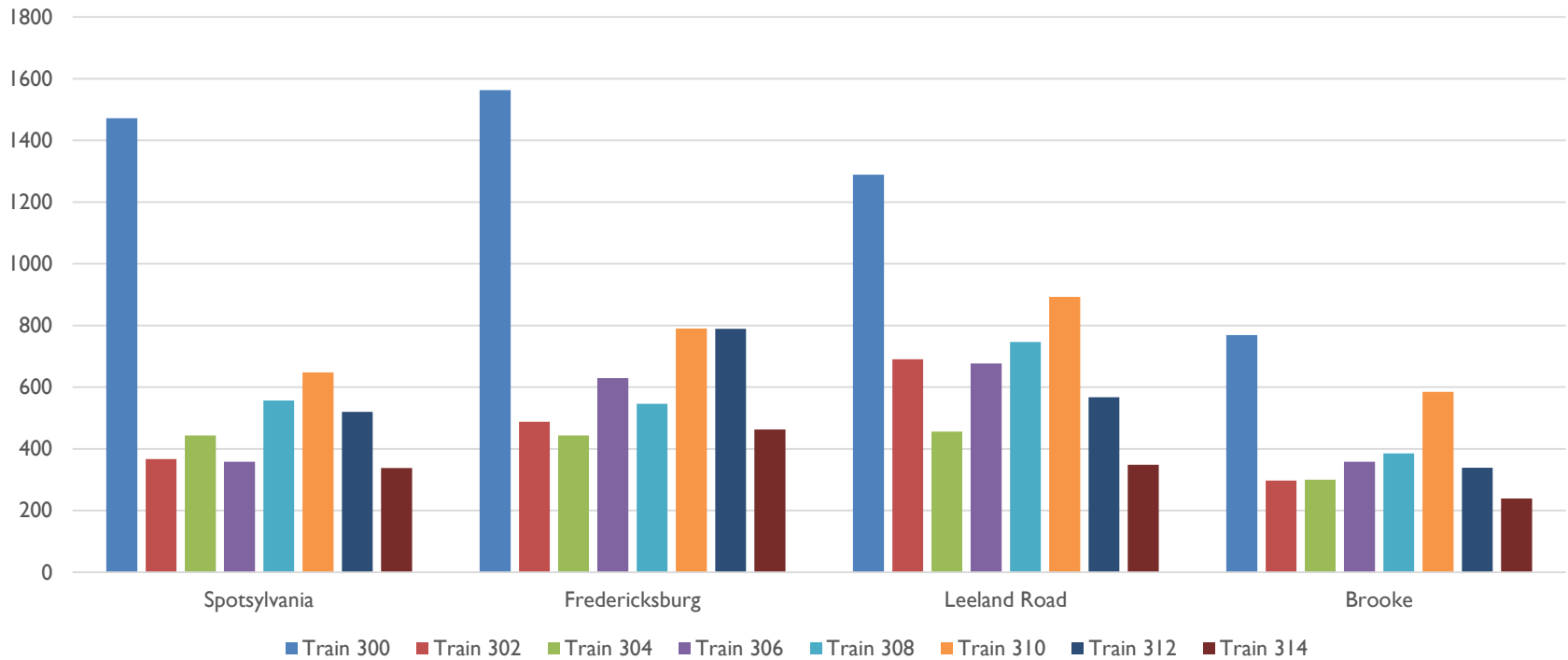
\*\*\*\*Comparison is based on ADR of 18,275 (Jan.- Feb.2020)



VIRGINIA RAILWAY EXPRESS

# FAMPO REGION ACTIVITY

AM Inbound June 2022 Ons/Offs by Station and Train



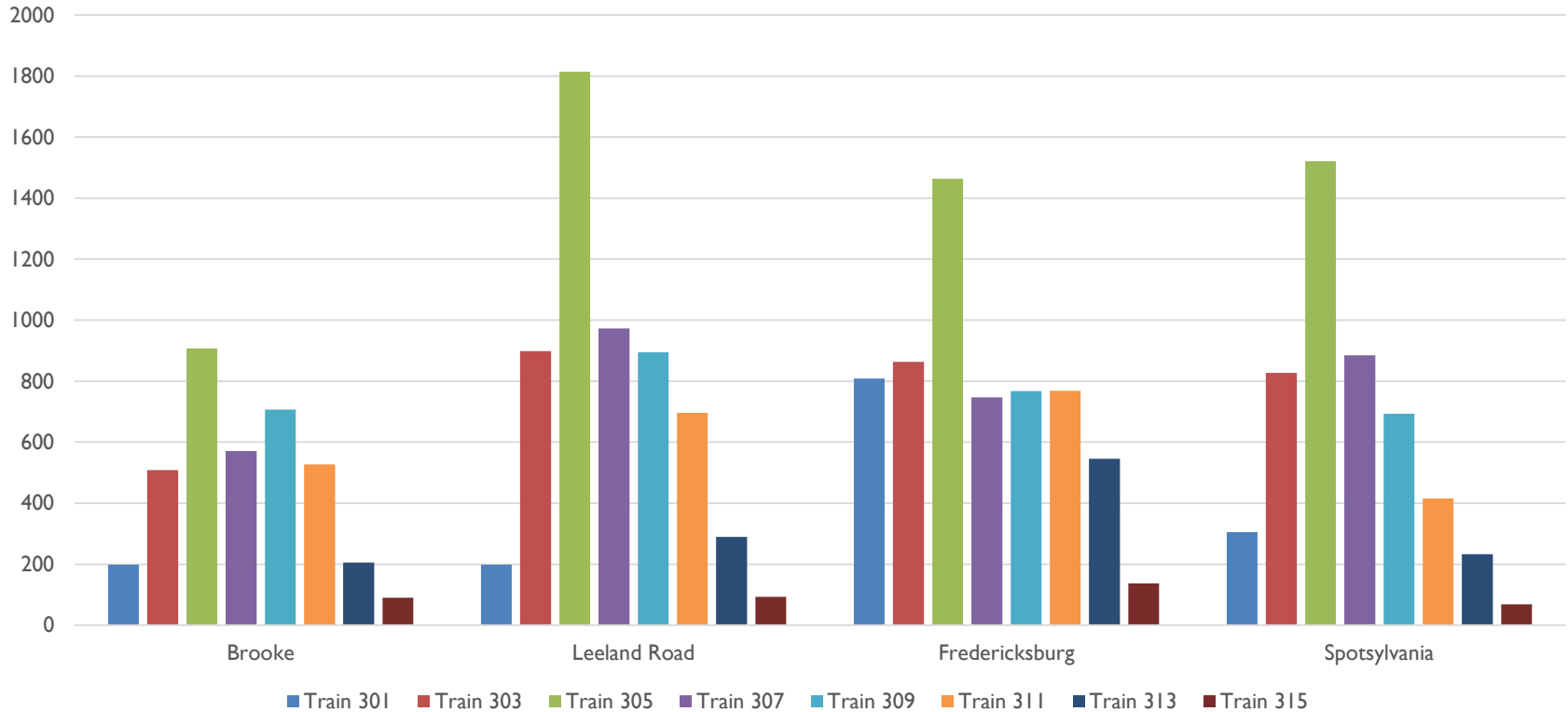
These four stations comprise 45% of VRE's Systemwide June 2022's ridership.



VIRGINIA RAILWAY EXPRESS

# FAMPO REGION ACTIVITY

PM Outbound June 2022 Ons/Offs by Station and Train



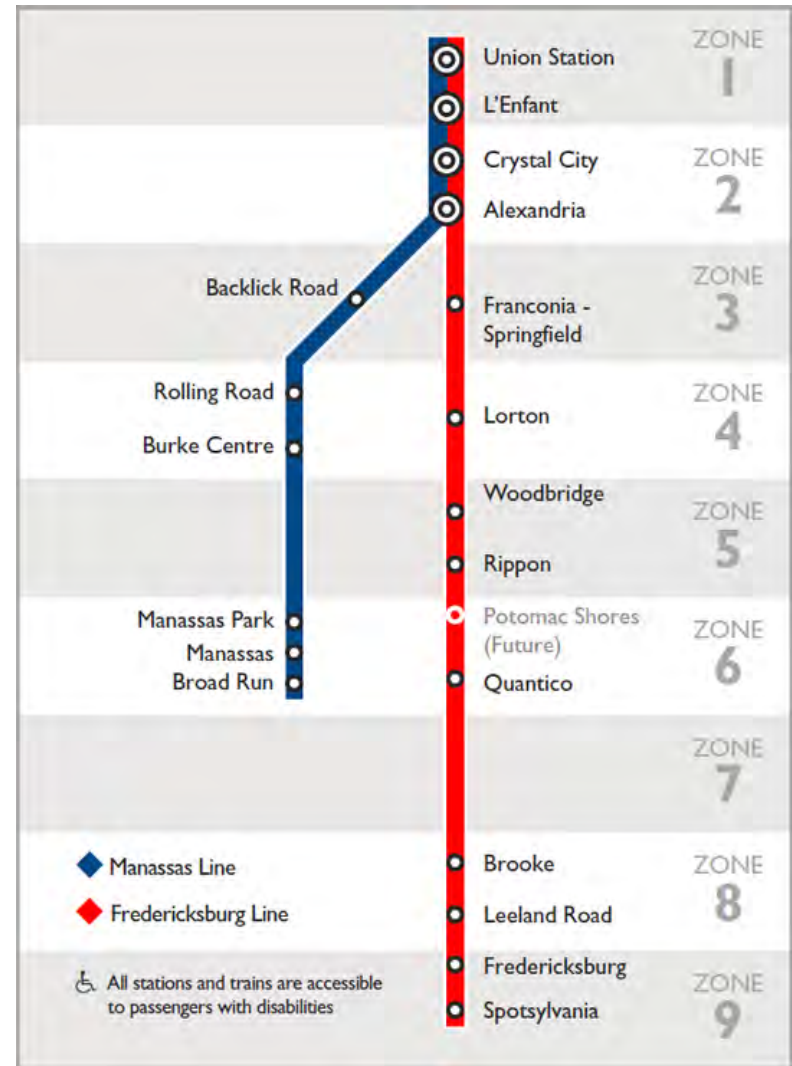
These four stations comprise 45% of VRE's Systemwide June 2022's ridership.



VIRGINIA RAILWAY EXPRESS

# FARE-FREE MONTHS

- VRE Operations Board will take action on a fare-free promotional period at July 15<sup>th</sup> meeting
- If approved:
  - **September:** System-wide free fares
  - **October:** Free fares in zones 1-3 only
- Coincides with period of WMATA Yellow Line shutdown planned to start September 10<sup>th</sup>
- VRE will collect and analyze ridership data from promotional period



## ANNOUNCEMENTS

- **Staff recommendation to hold next meeting on October 5, 2022**
  - *Currently Scheduled for August 3, 2022*



**FREDERICKSBURG REGIONAL TRANSIT**  
**Mission, Goals, and Objectives\***  
**for Transit Year 2022 (July 1, 2021 – June 30, 2022)**

**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 Spotsylvania and Stafford).

**GOAL A**

PROVIDE QUALITY ACCESSIBLE PUBLIC TRANSIT SERVICE TO THE REGION.

**Goal A – Transit Year Activities**

A.1 Make public transit better meet the needs of transit riders in terms of trip times, convenience (i.e. time-of-day and day-of-week trips), safety and cost to the individual user.

**One-hour earlier route start times went into effect on Monday, October 18th, with nine (9) routes adding an additional hour of earlier morning service and one route adding an additional hour at the end (evening) of the route. FRED hired one new operator to offset the additional ten new hours of both earlier/later start/end times. FRED advertised on multiple media platforms, at FRED Central, and with information being available for citizens on all FRED bus routes to make the public aware of the newly implemented route time additions.**

**FRED applied and was approved for the Transit Ridership Incentive Program (TRIP) with the Department of Rail and Public Transportation (DRPT). The TRIP pilot program will allow FRED to implement a free fare bus service, that began on February 28, 2022.**

A.2 Complete the DPRT Transit Strategic Plan (TSP) including a system-wide analysis of transit routes and services for FRED system.

**FRED selected Kimley-Horn (KH) to provide consulting services for its TSP. The project kicked-off on June 7<sup>th</sup>. The consultant developed a high-level monthly schedule and will provide a more detailed weekly schedule of activities. FRED staff has begun supplying the data requested by KH in order to begin components of the effort.**

A.3 Provide information and perform outreach activities to those who are unserved or underserved by the existing transit system.

**Ongoing cooperation with PTAB committee on Services to the Underserved. The Committee held telephonic meeting on November 10, 2021 to discuss ways that FRED can improve accessibility and identify potential bus stops that would benefit those who are underserved, who pays for bus stops and the maintenance and liability assumptions of whether this is a responsibility of FRED, Business Partners, and/or localities and FRED's deviation route process. FRED's newly hired Dispatcher is developing a manual database that compiles initial and on-going data on deviated routes.**

- A.4 Perform outreach and collect information on the needs of those in the region who are transit-dependent.  
**FRED is working with the University of Mary Washington on a potential student group project opportunity that will perform outreach and data collection on FRED's transit population. This work is anticipated to begin in the beginning of UMW's Spring 2023 semester.**
- A.5 Publicize service to attract commuters to the FRED system.  
**Due to staffing shortages and low Virginia Railway Express (VRE) ridership related to the pandemic, FRED continues with its temporary suspension of service to its VRE route connections. Publicity and outreach of commuter services will resume once VRE service returns to normal levels.**
- A.6 Monitor new growth and development within the FRED service area that may have impact on FRED operations, including access to social services, recreational, employment, tourist areas and activity centers.  
**FRED staff has had meetings with City of Fredericksburg Planning staff on the City's Area 1 Plan to ensure that future transit needs and amenities are included in the plan. Staff continues its participation in FAMPO's East-West Corridor Study.**
- A.7 Educate employees of Partners on how to use the FRED system.  
**Ongoing. FRED plans to work with employers within the region to help get the word out to their employees about the new earlier bus route services. FRED continues to work with partners at HGAAA to share information and distribute information to the public.**
- A.8 Continue "Smart Benefits Program" (a program developed to cover the cost of mass transit for some government employees) to our VRE feeder service patrons.  
**Due to staffing shortages and low VRE ridership, FRED continues its temporary suspension of service to its routes with connections to VRE.**
- A.9 Respond to local government requests to review proffers, rezoning and site development plans.  
**Ongoing work in cooperation with FAMPO and local jurisdictions.**
- A.10 Utilize social and digital media solutions to increase information to the public about FRED Transit.  
**FRED provides regular updates through social media platforms Facebook and Twitter. This includes updates for service changes, impacts, alerts, and general information. The department continues to promote one-hour earlier bus service and RouteShout 2.0, the real time bus arrival information for FRED passengers through its social media channels and on its vehicles. Spotsylvania County has frequently posted and/or reposted information regarding FRED updates and transit services.**
- A.11 Distribute and post FRED Transit schedules in public places that are on FRED Transit routes.  
**Ongoing work in cooperation with Healthy Generations Area Agency on Aging. FRED's Marketing and Rebranding Project is currently editing, updating and enhancing the look of its current transit schedules, maps and collateral materials.**

## **Goal A – Transit Year Targets**

A.12 Installation of FRED transit shelters and/or benches related to Transit Strategic Plan (TSP) at appropriate locations throughout service area.

**Six benches were installed at FRED Central during TY2022. A new bus shelter will be installed at Germanna Community College once State approval is received.**

A.13 Conduct at least ten (10) educational outreach sessions with partners, residents and business leaders on the benefits and value of FRED, which include “Ride FRED” seminars to educate the public and partners on how to use the system. Healthy Generations Area Agency on Aging (HGAAA) can be used as a resource for these sessions.

**The following events were conducted from July 1, 2021 – June 30, 2022:**

<b>Facebook Live and Pre-Recorded Videos Conducted</b>	<b>11</b>
<b>Facebook Live and Pre-Recorded Video Views</b>	<b>1,249</b>
<b>Outreach Opportunities/Contacts</b>	<b>18 / 264</b>
<b>Special Events (60 – Attendees)</b>	<b>1</b>
<b>Additional Activities Attended</b>	<b>3</b>
<b>Service Referrals Received</b>	<b>0</b>
<b>FRED Route Evaluations Conducted</b>	<b>3</b>
<b>Individual Travel Training Sessions (Total Participants)</b>	<b>128</b>

A.14 HGAAA trainer to conduct 75 individual training sessions on how to ride FRED.  
**See A.13**

A.15 Maintain FRED ridership at TY2021 levels as a benchmark in TY2022.

**During TY2022, FRED’s ridership increased more than 37,836 trips as compared to TY2021.**

A.16 Begin Transit Strategic Plan (TSP) by August 2021.

**Received proposals from three firms and selected vendor in December 2021. The contract for the Transit Strategic Plan was awarded to Kimley-Horn on May 13, 2022. Work began on this project effort with a kick-off meeting on June 7<sup>th</sup>.**

A.17 Implement Luminator system by the end of TY2022.

**Maintenance staff continues to work with vendors on determination of the technology that meets the needs of the system. Maintenance is currently working on testing a variety of destination sign and annunciator equipment to determine the right technology for the system. Staff continues to see significant delays with parts and parts availability, which has caused a delay on moving forward with project elements.**

## **GOAL B**

PROVIDE AFFORDABLE PUBLIC TRANSIT SERVICE TO THE REGION THROUGH THE UTILIZATION OF FUNDING, GRANTS, AND CONTRIBUTIONS FROM LOCAL, STATE AND FEDERAL FUNDING ENTITIES AND PUBLIC/PRIVATE PARTNERSHIPS.

## **Goal B – Transit Year Activities**

- B.1 Continue to maximize all funding opportunities to support jurisdictions ability to deliver quality transit service in the Fredericksburg region.  
**FRED continues to utilize CARES Act funding to support and offset regular jurisdictional support. FRED plans to leverage funding from George Washington Regional Commission (GWRC) in order to fund capital projects, which normally would require a local match for those efforts.**
- FRED utilized TRIP grant funding to offset the cost of a Transit Operator and fares. This provides a benefit to the jurisdictions and offers an overall increase in the quality of transit service for users.**
- B.2 Actively seek new public and private Partners through the Public Transit Advisory Board's (PTAB) Partnership/Marketing Committee and jurisdictional planners.  
**Ongoing. As a prior request from PTAB, Mr. Nick Ruiz from Virginia Railway Express (VRE) serves as the agency's representative on PTAB as a non-voting member.**
- B.3 Conduct annual review of fares and service schedules.  
**FRED's strategic plan project will include an analysis of offering free transit services. On February 28, 2022, FRED will begin fare-free service on a pilot basis. Data gathered during the pilot will be shared with the strategic plan consultant for inclusion in their analysis. Accordingly, FRED has deferred preparing an annual review of fares and schedules.**
- B.4 Collect data on the half-fare program utilization (i.e. number of users, money collected, and impact on revenues).  
**The half-fare program has been suspended since FRED began fare free bus service on February 28, 2022.**
- B.5 Request federal and state funding in a timely manner.  
**FRED applications for FY2023 federal and state funding were submitted by February 1, 2022.**
- B.6 Maintain private partnership funding levels through outreach efforts.  
**Completed for FY22. Private partnerships including University of Mary Washington, Mary Washington Healthcare, Germanna Community College, etc. have all been retained for FY22.**
- B.7 Evaluate zero fare options for transit system by August 2021.  
**On February 28, 2022, FRED began fare-free service on a pilot basis. Data gathered during the pilot will be shared with the strategic plan consultant for inclusion in their analysis.**

## Goal B – Transit Year Targets

- B.8 Provide annual report to PTAB and City Leadership on fare recommendations for TY2022. **FRED began fare-free service on a pilot basis beginning February 28, 2022. Accordingly, FRED deferred preparing an annual review of fares and schedules.**
- B.9 Market bus advertising program to meet the revenue goal of \$5,000. **FRED secured one exterior bus advertising contract (Germanna Community College) during the first calendar quarter of 2022.**
- B.10 Implement zero fare pilot program during TY2022. **FRED implemented zero fares on a pilot basis beginning February 28, 2022.**

## GOAL C

PROVIDE RELIABLE TRANSIT SERVICE WITHIN THE REGION.

## Goal C – Transit Year Activities

- C.1 Continue training Operators on the policies and procedures identified in the revised Operator Handbook. **Operator Handbook is currently in the process of being updated by the Driver Trainer.**
- C.2 Collect information provided by RouteMatch (the real-time information system) to include on-time performance, ridership, route efficiency, and possible schedule adjustments in order to maintain on-time performance of FRED service within the Fredericksburg region. **The following table presents on-time performance data for TY2021 and TY2022:**

July 1, 2020 through June 30, 2021				
FY2021	Late	Early	Total Stops	On time
<b>15 minutes</b>				
No. of Stops	76,535	6,117	1,043,739	
%	7.33%	0.59%		92.08%
<b>10 minutes</b>				
No. of Stops	11,707	124,432	1,043,739	
%	1.12%	11.92%		86.96%
July 1, 2021 through June 22, 2022*				
FY2022	Late	Early	Total Stops	On time
<b>15 minutes</b>				
No. of Stops	50,039	4,848	1,096,780	
%	4.56%	0.44%		95.00%
<b>10 minutes</b>				
No. of Stops	104,791	13,037	1,096,780	
%	9.55%	1.19%		89.26%

- C.3 Continue the process of service review and service improvement.  
**Ongoing. Service review and improvements are planned to occur as part of the Transit Strategic Plan process.**
- C.4 Develop plan for service adjustments identified in the planned service analysis for implementation in the identified project timetable.  
**The Transit Strategic Plan will provide the analysis and basis for changes. This project kicked off June 2022.**

### **Goal C – Transit Year Targets**

- C.5 Transit fleet will complete at least 95% of its preventative maintenance (PM) vehicle work on-time and on-schedule.  
**Ongoing.**
- C.6 Replace five buses in existing fleet to reflect vehicle replacement plan.  
**FRED was approved by DRPT for the acquisition of three (3) replacement vehicles in FY2022. Vehicles were ordered on July 12, 2021. The arrival of these vehicles has been delayed until January 2023 due to supply chain issues.**
- C.7 Implement Angeltrax camera system on all remaining buses by June 2022.  
**All FRED vehicles due to be retained beyond June 2022 have been equipped with Angeltrax camera systems. Remainder of FRED vehicles not equipped with Angeltrax will be replaced upon delivery of new vehicles that were ordered July 12, 2021. Delivery of the vehicles and related equipment has been delayed until January 2023 due to supply chain issues.**
- C.8 Update Transit Operator Training Program in TY2022.  
**In May 2022, FRED has acquired the Transit and Paratransit Company (TAPTCO) Transit Operator Development Course as the new program for New Transit Operators. This program focuses on Safety and High Quality Service.**
- C.9 Replace two support vehicles.  
**Completed. Two support vehicles were received on March 9, 2022 and both vehicles are in service.**
- C.10 Begin Hour early service implementation in September 2021.  
**One-hour earlier route start times went into effect on Monday, October 18th, with nine (9) routes adding an additional hour of earlier morning service and one route adding an additional hour at the end (evening) of the route.**

### **GOAL D**

INCREASE THE EFFICIENCY OF THE MOVEMENT OF PEOPLE.

**Goal D – Transit Year Activities**

D.1 Continue to provide FRED service to major employment, healthcare, education, tourism and social service centers within the Fredericksburg region.

**Renewed partnership with Mary Washington Healthcare. FRED staff met to discuss current and future service options and locations.**

D.2 Continue analysis of performance measures using RouteMatch for existing routes for:

a. Effectiveness, such as route level ridership,

**The following table presents the routes with the greatest ridership in each jurisdiction<sup>1</sup>.**

	Total Ridership	Routes With Greatest Ridership		% of Jurisdiction Total	% of System Total
City	101,122	F3	20,042	19.8	11.8
Spotsylvania	25,932	S1	14,396	55.5	8.5
Stafford	37,591	D2	14,460	46.6	8.5
UMW	4,812				
<b>TOTAL</b>	<b>169,457<sup>2</sup></b>				

b. Efficiency, such as cost per trip and cost per revenue hour,

Fiscal Year	Operating Expense	Trips	Revenue Hours	Cost Per Trip	Cost Per Revenue Hour
2020	\$2,191,420	230,263	44,153	\$9.52	\$49.63
2021	\$3,805,624	142,040	40,798	\$26.79	\$93.28
2022	TBD*	179,874	40,706	TBD*	TBD*

**\*FY2022 operating expenses will not be available until September 2022 when City’s Finance Department has completed fiscal year-end accounting entries and closeout.**

c. Quality, such as transit times, safety, and reliability

**One-hour earlier transit times have been provided which improves transit service quality for customers.**

D.3 Provide regional Partners with transit services to encourage and promote economic development opportunities within their respective jurisdictions.

**Ongoing.**

<sup>1</sup> As of June 23, 2022

<sup>2</sup> Total does not include “Other” ridership



## **Goal D – Transit Year Targets**

- 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.  
**HGAAA completed 18 sessions during TY2022.**
- D.5 Meet with partner jurisdiction planning and/or economic development departments annually regarding planned and proposed projects and developments.  
**Ongoing. FRED met with Stafford County on a shelter project at Stafford Courthouse, Spotsylvania County on service expansion due to the development of the VA Clinic, and City of Fredericksburg regarding transit requests for newly planned developments.**
- D.6 Implement Marketing and Rebranding Project beginning September 2021.  
**Marketing and rebranding efforts are ongoing with the Consultant, HDR. A draft Marketing Plan is currently under review by FRED staff. Collateral material related to bus design for all jurisdictions has been provided and was implemented on two vehicles.**
- D.7 Evaluate bike and pedestrian accessibility at five (5) major bus stop locations within the region during TY2022.  
**Ongoing cooperation with PTAB committee on Services to the Underserved. Committee held telephonic meeting on November 10, 2021 to discuss ways that FRED can improve accessibility and identify potential bus stops that would benefit those who are underserved, who pays for bus stops and the maintenance and liability assumptions of whether this is a responsibility of FRED, Business Partners, and/or localities and FRED's deviation route process.**

## **GOAL E**

PROMOTE SAFETY AND SECURITY IN MAINTAINING AND OPERATING THE FRED SYSTEM TO INCLUDE PERSONNEL, RIDERSHIP AND FACILITIES WITHIN THE FREDERICKSBURG REGION.

## **Goal E – Transit Year Activities**

- E.1 Continue to meet Americans with Disabilities Act requirements ensuring that drivers are properly trained to meet requirements of transporting persons with disabilities, including wheelchair securement training.  
**Ongoing.**
- E.2 Continue safety and security training for FRED employees.  
**Ongoing. Upon hire, all employees with access to computers are required to complete a KnowBe4 Security Training program facilitated by the IT department.**
- All City employees were required to complete a mandatory security training session in May 2022.**

E.3 Monitor and review reports related to suspicious activity and incident reports, counterterrorism, security awareness, and cyber security.  
**Ongoing.**

E.4 Develop transit amenities plan, which includes the installation of shelters, benches and trash receptacles at appropriate locations in the region and related cleaning and maintenance of those facilities.

**Ongoing. Six benches were installed at FRED Central during TY2022. A new bus shelter will be installed at Germanna Community College once State approval is received.**

### **Goal E – Transit Year Targets**

E.5 Ensure transit security and related staff participate in a minimum of one (1) TSA training per year.

**Ongoing. FRED Security Officer received Private Security Training certification on August 10, 2021.**

E.6 Reduce the number of preventable vehicle accidents per 100,000 miles.

**There has been an increase in preventable accidents. FRED is working on training and retraining Transit Operators to meet these targets.**

E.7 Hold a minimum of two safety meetings (or training sessions) to be attended by all drivers.  
**In process of scheduling a Spring/Summer safety meeting by Transit Driver Trainer.**

E.8 Relocate dispatch and operations to the Bowman Center by August 2021.

**Completed. The new location has a full-time dispatching office on site that is now fully functional and operational. FRED hired its first full-time dispatcher and hired a part-time dispatcher for the evening shift.**

E.9 Complete Fiber & Security project/upgrade by December 2021.

**Fiber security proposals were received in November 2021. A Notice to Award was posted in June 2022 to Timmons Group.**

E.10 Implement Motorola Radio project utilizing the radio tower in Stafford County by November 2021.

**Ongoing. Motorola Radio project went through the first read of approval by Fredericksburg City Council on November 23, 2021 and second read on December 14, 2021. Contract was planned to be awarded in January 2022. Due to Buy America requirements, the project was delayed during this period. Staff is working with FTA to request a waiver for Buy America and evaluate other acquisition options.**

E.11 Complete HVAC upgrades in the maintenance facility by September 2021.

**Ongoing. FRED received proposals for the completion of the Maintenance project. Due to the bids received, FRED worked with City Public Works and the contracted engineer to update proposal components. FRED will release a new solicitation in July 2022 with the updated system specifications.**

- E.12 Acquire land adjacent to FRED Central for Park and Ride lot by June 2022.  
**FRED received narrative appraisal reports on two properties – Route 1 and Rowe Street. Staff is currently evaluating next steps related to property acquisition with City staff.**

## **GOAL F**

COMPLY WITH CITY, STATE AND FEDERAL POLICIES AND REGULATIONS.

### **Goal F – Transit Year Activities**

- F.1 Attend conferences, trainings, and seminars to keep abreast of current regulations.  
**FRED staff attend Virginia Transit Association (VTA) Annual Conference & Expo in Tyson’s Corner, VA from September 28 – 29, 2021 and Roanoke, VA from May 31 – June 2, 2022. FRED’s Fleet Manager and Shop Foreman attended Community Transportation Association of America (CTAA) 2021 Expo and Trade Fair in Richmond, VA from November 8 – 10, 2021.**
- F.2 Prepare and complete audit for the City of Fredericksburg.  
**Completed in September 2021. FRED was audited the week of June 13 – 17, 2022 by the team conducting the City-wide audit.**
- F.3 Perform work identified in FRED’s Disadvantaged Business Enterprise (DBE) Program with objective of increasing participation by DBEs.  
**Ongoing. DBE Officer worked with Operations and Procurement Staff to identify DBEs for radio/emergency management equipment, ground maintenance, snow removal and window cleaning. A DBE, Premier Reprographics, Inc., was used to print interior bus ads in April 2022; contract total was \$4,706.55.**
- F.4 Monitor compliance with Public Transportation Agency Safety Plan (PTASP).  
**Ongoing. Worked with DRPT to continue to opt-in as an agency to the statewide PTASP. FRED had previously operated under the PTASP.**

### **Goal F – Transit Year Targets**

- F.5 Monitor compliance with Transit Asset Management (TAM) plan.  
**Ongoing.**
- F.6 Complete and submit reports required by state and federal agencies to include:
- a. Transit Award Management System (TrAMS) milestones and financial status reports by January, April, July, and October.  
**Ongoing. Milestones and financial status reports were submitted on time for Quarter 4 (July – September 2021) in October 2021, Quarter 1 (October – December 2021) in January 2022, and Quarter 2 (January – March 2022) in April 2022.**

b. Federal Transit Administration (FTA) annual National Transit Database (NTD) report by January 2022.

**Our NTD submission for FY2021 was submitted on time, November 18, 2021.**

c. Virginia Department of Rail and Public Transportation (DRPT) annual performance data report by February 2022.

**Ongoing. DRPT Compliance Review is being conducted by SC&H Group. FRED staff sent specific documentation requests electronically to SC&H by June 1, 2022. On-site visit from DRPT and SC&H Group scheduled on June 27 and 28, 2022.**

F.7 Complete all grant applications by February 1, 2022.

**DRPT grant application for FY2023 was submitted in January 2022 manually. DRPT's statewide system was "down" and applications were only able to be submitted manually at the time of the due date. All applications were submitted as required by DRPT.**

F.8 Meet or exceed FRED's DBE 2.4 percent participation goal for FY2022 – 24.

**Ongoing. FRED's DBE Liaison Officer received email notification from FTA on August 9, 2021 requesting revisions to FRED's DBE Goal Methodology. FRED's DBE Goal was revised in October 2021 from 2.4 to 5.27 percent. FTA approved FRED's revised DBE goal on November 7, 2021.**

**A DBE, Premier Reprographics, Inc., was used to print interior bus ads in April 2022; contract total was \$4,706.55.**

- 
- (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 also to be adopted by PTAB at the July meeting.

**FREDERICKSBURG REGIONAL TRANSIT**  
**Mission, Goals, and Objectives\***  
**for Transit Year 2023 (July 1, 2022 – June 30, 2023)**

**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 Spotsylvania and Stafford).

**GOAL A**

PROVIDE QUALITY AND ACCESSIBLE PUBLIC TRANSIT SERVICE TO THE REGION.

**Goal A – Transit Year Activities**

- A.1 Ensure public transit better meets the needs of transit riders in terms of trip times, convenience (i.e. time-of-day and day-of-week trips), safety and cost to the individual user.
- A.2 Complete the Transit Strategic Plan (TSP), including a system-wide analysis of transit routes and services for FXBGO! system and execute projects and components of the plan.
- A.3 Collect data and perform outreach activities to those who are transit-dependent, unserved or underserved by the existing transit system.
- A.4 Monitor new growth and development within the FXBGO! service area that may have impact on FXBGO! operations, including access to social services, recreational, employment, tourist areas and activity centers.
- A.5 Educate employees of Partners on how to use the FXBGO! system.
- A.6 Promote commuter service to VRE feeder service patrons (due to fare free service the “Smart Benefits Program” (a program developed to cover the cost of mass transit for some government employees) is suspended).
- A.7 Respond to local government requests to review proffers, rezoning and site development plans.
- A.8 Utilize print, social and digital media solutions to increase information to the public about FXBGO!.
- A.9 Distribute and post FXBGO! schedules in business, organizations and facilities that are on FXBGO! routes.
- A.10 Maintain FXBGO! ridership at TY2022 levels as a benchmark in TY2023.

## **Goal A – Transit Year Targets**

- A.11 Installation of up to 25 FXBGO! shelters and/or benches related to Transit Strategic Plan (TSP) and SmartScale grant funding at appropriate locations throughout service area.
- A.12 Conduct at least ten (10) educational outreach sessions with partners, residents and business leaders on the benefits and value of FXBGO!, which include “Ride FXBGO!” seminars to educate the public and partners on how to use the system. Healthy Generations Area Agency on Aging (HGAAA) can be used as a resource for these sessions
- A.13 HGAAA trainer to conduct 75 individual training sessions on how to ride FXBGO!.
- A.14 Implement Transit Strategic Plan (TSP) elements that improve the quality and accessibility of public transit by June 2023.

## **GOAL B**

PROVIDE AFFORDABLE PUBLIC TRANSIT SERVICE TO THE REGION THROUGH THE UTILIZATION OF FUNDING, GRANTS, AND CONTRIBUTIONS FROM LOCAL, STATE AND FEDERAL FUNDING ENTITIES AND PUBLIC/PRIVATE PARTNERSHIPS.

### **Goal B – Transit Year Activities**

- B.1 Continue to maximize all funding opportunities to support the jurisdictions' ability to deliver quality transit service throughout the Fredericksburg region.
- B.2 Actively seek new public and private Partners through the Public Transit Advisory Board's (PTAB) Partnership/Marketing Committee and jurisdictional planners.
- B.3 Conduct annual review of fares and service schedules.
- B.4 Collect data on the half-fare program utilization (i.e. number of users, money collected, and impact on revenues) – postponed due to Fare Free Service
- B.5 Request federal and state funding in a timely manner.
- B.6 Maintain private partnership funding levels through outreach efforts.
- B.7 Monitor the impact of zero fare and ridership with FXBGO!'s customers.

### **Goal B – Transit Year Targets**

- B.8 Provide annual report to PTAB and City Leadership on fare recommendations for TY2023.
- B.9 Market bus advertising program to businesses and organizations throughout the region to meet the revenue goal of \$5,000.



## **GOAL C**

PROVIDE RELIABLE TRANSIT SERVICE WITHIN THE REGION.

### **Goal C – Transit Year Activities**

- C.1 Continue training Operators on the policies and procedures identified in the revised Operator Handbook.
- C.2 Collect information provided by RouteMatch (the real-time information system) to include on-time performance, ridership, route efficiency, and possible schedule adjustments in order to maintain on-time performance of FXBGO! service within the Fredericksburg region.
- C.3 Continue the process of service review and service improvement.
- C.4 Monitor the impacts of hour early service implementation on affected routes.

### **Goal C – Transit Year Targets**

- C.5 Complete plan for service adjustments identified in the planned service analysis for implementation in the identified project timetable.
- C.6 Transit fleet will complete at least 95% of its preventative maintenance (PM) vehicle work on-time and on-schedule.
- C.7 Replace six (6) buses in existing fleet to reflect vehicle replacement plan.
- C.8 Implement Angeltrax camera system on all eligible remaining buses by March 2023.
- C.9 Purchase one (1) replacement service truck and one (1) replacement security service vehicle.
- C.10 Implement Automatic Passenger Counters (APCs) on all FXBGO! buses by June 2023.

## **GOAL D**

INCREASE THE EFFICIENCY OF THE MOVEMENT OF PEOPLE.

### **Goal D – Transit Year Activities**

- D.1 Continue to provide FXBGO! service to major employment, healthcare, education, tourism and social service centers within the Fredericksburg region.
- D.2 Continue analysis of performance measures using RouteMatch for existing routes for:
  - a. Effectiveness, such as route level ridership,
  - b. Efficiency, such as cost per trip and cost per revenue hour,
  - c. Quality, such as transit times, safety, and reliability
- D.3 Provide regional Partners with transit services to encourage and promote economic development opportunities within their respective jurisdictions.
- D.4 Eliminate transit stops with no, low and/or infrequent ridership that reduce route efficiency and are not connected to essential or lifeline services.

### **Goal D – Transit Year Targets**

- D.5 Conduct at least six (6) outreach sessions for local businesses, civic groups, schools and other constituencies to inform them on how to use FXBGO! for their benefit and the benefit of their employees, customers and clients.
- D.6 Meet with partner jurisdiction planning and/or economic development departments annually regarding planned and proposed projects and developments.
- D.7 Implement components of the Marketing and Rebranding Plan during the transit year.
- D.8 Evaluate bike and pedestrian accessibility at three (3) bus stop locations within the region during TY2023.

## **GOAL E**

PROMOTE SAFETY AND SECURITY IN MAINTAINING AND OPERATING THE FXBGO! SYSTEM TO INCLUDE PERSONNEL, RIDERSHIP AND FACILITIES WITHIN THE FREDERICKSBURG REGION.

### **Goal E – Transit Year Activities**

- E.1 Ensure that Transit Operators are properly trained to meet requirements Americans with Disabilities Act (ADA) requirements while transporting persons with disabilities, including wheelchair securement training.
- E.2 Continue safety and security training for FXBGO! employees.
- E.3 Monitor and review reports related to suspicious activity and incident reports, counterterrorism, security awareness, and cyber security.
- E.4 Finalize and implement transit amenities plan, which includes the installation of shelters, benches and trash receptacles at appropriate locations in the region and related cleaning and maintenance of those facilities.

### **Goal E – Transit Year Targets**

- E.5 Ensure transit security and related staff participate in a minimum of one (1) TSA training per year.
- E.6 Reduce the number of preventable vehicle accidents per 100,000 miles.
- E.7 Hold a minimum of two (2) safety meetings or training sessions to be attended by all Operators.
- E.8 Complete engineering and design work for Fiber and Security project/upgrade by February 2023.
- E.9 Implement Motorola Radio project utilizing the radio tower in Stafford County by June 2024.
- E.10 Complete HVAC upgrades in the maintenance facility by June 2023.
- E.11 Acquire land adjacent to FXBGO! Central for Park and Ride lot by April 2023.
- E.12 Install updated Intrusion Security Alarm System at all FXBGO! locations by June 2023.

## **GOAL F**

COMPLY WITH CITY, STATE AND FEDERAL POLICIES AND REGULATIONS.

### **Goal F – Transit Year Activities**

- F.1 Attend conferences, trainings, and seminars to keep abreast of transit best practices and current regulations.
- F.2 Prepare and complete audit for the City of Fredericksburg.
- F.3 Perform work identified in FXBGO!'s Disadvantaged Business Enterprise (DBE) Program with objective of increasing participation by DBEs.
- F.4 Monitor compliance with Public Transportation Agency Safety Plan (PTASP).
- F.5 Monitor compliance with Transit Asset Management (TAM) plan.

### **Goal F – Transit Year Targets**

- F.6 Complete and submit reports required by state and federal agencies to include:
  - a. TrAMS milestones and financial status reports by January, April, July, and October.
  - b. FTA annual National Transit Database (NTD) report by January 2023.
  - c. Virginia Department of Rail and Public Transportation (DRPT) annual performance data report by February 2023.
- F.7 Complete all grant applications by February 1, 2023.
- F.8 Meet or exceed FXBGO!'s DBE 5.27 percent participation goal for FY2022-24.

- 
- (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.
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