



FREDERICKSBURG REGIONAL TRANSIT

## PUBLIC TRANSIT ADVISORY BOARD MEETING AGENDA

Telephonic/Electronic Meeting  
June 2, 2021  
9:00 a.m.

### Conference Line Details

Please join our GoTo meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/871444149>

You can also dial in using your phone.

United States: +1 (646) 749-3122

Access Code: 871-444-149

### 1. CALL TO ORDER

“This Meeting is being held electronically virtual and telephonic application, pursuant to City Council Ordinance 20-05, An Ordinance to Address Continuity of City Government during the Pendency of a Pandemic Disaster.”

### 2. ROLL CALL

The members participating are:

- Rev. Lawrence A. Davies (Chairman)
- Dr. Roy Weinstock (Citizen Representative)
- Kim Lett (disAbility Resource Center)
- Jan Erkert (Fredericksburg Regional Chamber of Commerce)
- Adam Hager (Fredericksburg Area Metropolitan Planning Organization)
- Ian Ollis (Fredericksburg Area Metropolitan Planning Organization)
- Leigh Anderson (George Washington Regional Commission)
- Mark Haines (Germanna Community College)
- TaMara Banks (Healthy Generations Area Agency on Aging)\*
- Jennifer Falknor (Healthy Generations Area Agency on Aging)\*
- Paul Agnello (Spotsylvania County)
- Rodney White (Spotsylvania County)
- Brandon F. Brown (Stafford County)
- Alexander Owsiak (Stafford County)
- Kathy Sandor (University of Mary Washington)

\* = non-voting member

Members of the public have been invited to access the virtual and telephonic meeting at <https://global.gotomeeting.com/join/871444149> or dial in by phone to (646) 749-3122 and enter Access Code: 871-444-149.



FREDERICKSBURG REGIONAL TRANSIT

**3. PUBLIC COMMENT**

Citizens who wish to participate in the public comment period will be able to send their comments in writing by (1) U.S. Mail, or (2) email to Sharon Sullivan, Assistant to the Director at [slsullivan@fredericksburgva.gov](mailto:slsullivan@fredericksburgva.gov). Comments must be received at least one hour in advance of the meeting – for example, comments will be accepted until 8:00 a.m. the morning with a 9:00 a.m. PTAB meeting. The plan is to read these comments out loud during the public comment portion of the PTAB meeting. The standard rules apply to public comments: the person must identify himself or herself by name and address, including zip code, limit his or her remarks to 5 minutes or less (read aloud), and address a topic of City business.

**4. ADOPTION OF MINUTES**

- PTAB Meeting – April 7, 2021

**5. REPORT OF DIRECTOR OF PUBLIC TRANSIT**

- FRED Transit Projects and Initiatives
- DRPT Project Applications
- FY2022 Budget Process

**6. COMMITTEE REPORTS**

- Mission, Goals and Objectives
- Services to the Underserved
- Operations and Oversight
  - Ridership Update

**7. HEALTHY GENERATIONS AREA AGENCY ON AGING (HGAAA) TRAINER REPORT**

**8. NEW BUSINESS**

**9. ANNOUNCEMENTS**

- Next PTAB meeting – July 7, 2021 (Telephone/Electronic)
  - Mission, Goals, and Objectives End-of-year Report for TY2021
  - Mission, Goals, and Objectives Draft Report for TY2022

**10. ADJOURNMENT**

**MINUTES**  
**PUBLIC TRANSIT ADVISORY BOARD**  
**April 7 2021**  
**9:00 a.m.**  
**Telephonic/Electronic Meeting**

**\*\*\*Due to COVID-19, the April 7th PTAB meeting was held virtually via telephonic/electronic meeting access.\*\*\***

Members in Attendance: Leigh Anderson, George Washington Regional Commission  
Brandon Brown, Stafford County  
Jan Erkert, Fredericksburg Chamber of Commerce  
Mark Haines, Germanna Community College  
Kim Lett, (*In at 9:24 a.m.*) disAbility Resource Center  
Alexander Owsiak, Stafford County  
Dr. Roy Weinstock, Community Representative  
Rodney White, Spotsylvania County

Staff Present: Jamie Jackson, Director/FRED  
Aidan Quirke, Deputy Director/FRED  
Glenn Jenkins, Operations Manager/FRED  
Craig Reed, Manager, Policy, Planning and Compliance/FRED  
Sharon Sullivan, Assistant to the Director/FRED

Others Present: TaMara Banks, Travel Trainer/Healthy Generations Area Agency on Aging  
\*Maria Cornett, Continuum of Care/George Washington Regional Commission  
(*Alternate for Samantha Shoukas*)  
Jennifer Falknor, Regional Mobility Manager/Healthy Generations Area Agency on Aging  
Arnold Levine, Consultant/FRED  
JoAnna Roberson, George Washington Regional Commission

Members Absent: Rev. Lawrence A. Davies, Chair  
Paul Agnello, Spotsylvania County  
Adam Hager, Fredericksburg Area Metropolitan Planning Organization  
Ian Ollis, Fredericksburg Area Metropolitan Planning Organization  
Kathy Sandor, University of Mary Washington

The meeting was called to order by Dr. Weinstock on April 7, 2021, at 9:07 a.m. via a virtual telephonic/electronic meeting. Ms. Sullivan read the statement in regard to conference line details for the April 7th meeting that is in compliance with City Council Ordinance #20-05. This ordinance is for addressing continuity of City Government meetings during the pendency of COVID-19. Ms. Sullivan conducted roll-call and advised Dr. Weinstock that a quorum was present.

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

**Adoption of Minutes – February 3, 2021:** Upon motion by Mr. Owsiak and seconded by Mr. White, with all members concurring, the February 3rd, 2021 PTAB minutes were approved as submitted.

## **Committee Reports:**

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

Dr. Weinstock stated he has no report at this time. Over the next several months, the sub-committee will meet again for the purpose of completing the Mission, Goals and Objectives End-of-year report for TY2021 and the Mission, Goals and Objectives Draft report for TY2022. Once this meeting has been held, PTAB members will receive reports for review for further discussion at the upcoming July PTAB meeting.

### **2.) Partnership Marketing**

Ms. Erkert advised the Partnership Marketing sub-committee met and discussed moving forward with external vendor bus advertising on FRED buses. Ms. Erkert stated it was sub-committee consent to move forward with this business opportunity as the current advertising with GEICO has proven to be a successful venture. Ms. Erkert stated the sub-committee would be reviewing on a quarterly basis the amount of revenue that is generated from utilization of business advertisements to ensure the program remains a positive revenue source.

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

Mr. Quirke and Ms. Lett both stated the Services to the Underserved sub-committee met and discussed the following items: how to improve existing bus stops; to re-establish existing amenity needs at current bus stops – i.e., do existing stops need benches, shelters, lighting, etc.; and to prioritize which current stops need to be addressed first with current funding available. Better communication to the public on the availability of requesting deviated routes is necessary and better public education overall of how FRED operates would be an enhancement to the region. At the next sub-committee meeting, FRED staff will provide a history of costs, upgrades, etc. that have been completed as amenities to existing FRED bus stops in the past so the sub-committee can make recommendations on how to move forward with current year allocations.

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

Mr. Jenkins advised the following projects discussed at the February PTAB meeting have been completed which includes the following: lounge area at maintenance facility; new badge access program at FRED Central; and stairwell up-grade project at FRED Central.

Mr. Jenkins stated the Fiber RFP for the project at the Bowman Center will be released soon so this project will begin shortly. Mr. Jenkins advised that FRED is continually looking to hire drivers and maintenance staff members, which is an on-going effort.

Mr. Jenkins reported that FRED's ridership is currently still low; however, compared to other transit agency data this is not an isolated occurrence just to FRED. VRE ridership still remains much lower prior to COVID-19; however, the service is beginning to see more participation by commuters, so numbers are beginning to rise again and this same trend will occur with FRED.

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

Ms. Banks advised that training sessions are on-going and have recently been completed with both GWRideConnect and FAMPO staff. She continues to work with FRED staff on how to better inform the public of the services FRED provides. A training session was held at downtown Marriott with front desk hotel employees to help educate staff on FRED's RouteShout app and how to utilize Google Maps. These services would help overnight guests with potential transportation needs in this area. Ms. Banks stated she plans to continue training at all hotels within the region where FRED bus stops are available.

Ms. Banks challenged PTAB members to participate in a two-hour FRED training session that is currently available. Ms. Banks stated she would come to any agency, facility, office, etc. to conduct the training session(s). She encouraged PTAB to be more involved with promoting FRED's services. For PTAB members who have not

ridden FRED, Ms. Banks stated that it can be difficult sometimes to endorse what FRED provides to the community to other citizens, public officials, etc. Her goal is to have at least 75% of PTAB members to complete the FRED training course by May 31<sup>st</sup>. Ms. Banks requested that PTAB members contact her directly to schedule FRED training sessions.

**Report of Director of Public Transit:**

**a.) FRED Transit Projects and Initiatives**

Ms. Jackson advised that FRED continues to seek new grant opportunities as additional funding has become available as either a result of CARES Act funding, CMAQ funding, MPO funding, etc. Four projects have been submitted through George Washington Regional Commission for project approval. These projects include the following: Motorola, FRED's Strategic Plan, HVAC system upgrades and the heating/ac concerns at FRED Central. Ms. Erkert asked with the recent VRE article in The Free Lance-Star that indicated a huge influx of funding would be coming available to VRE improvements, if FRED would also be receiving additional funding as a result of COVID allocations. Ms. Jackson stated that it is likely that FRED would be the recipient of additional funding; however, at this time, the amount is unknown. FRED's receipt of additional monies would primarily go to funding operations which ultimately provides a reduction to the locality contribution.

**b.) FY2022 Budget Process**

Ms. Jackson advised FRED's FY2022 budget process is in its preliminary phase of review, updates, etc. Ms. Jackson stated currently the contract phase for branding and marketing is underway. Ms. Jackson advised that as this project moves forward, FRED staff will seek involvement from PTAB for their input.

**c.) Triennial Review**

Mr. Levine advised FRED is scheduled this Thursday and Friday for its Triennial Review. Mr. Levine relayed this is a federal review that is completed on transit agencies every three years. The federal review covers a review and evaluation of 21 different areas for its grantees. The review should have occurred last year, but as a result of COVID it was delayed. The review will be held virtual and will cover evaluations on finances, safety/equipment and civil rights. Mr. Levine advised once the review has been completed and the official report is provided to FRED, the Review results would also be provided to the PTAB committee.

**Unfinished Business:**

**d.) FY2022 Fare Review and Options**

Mr. Reed advised the FY2022 Fare Review and Options for consideration by the PTAB committee are included in the agenda packet. There have been no changes made to the report that was provided at the February meeting. The committee usually votes whether or not to endorse a fare increase during the April PTAB meeting. Mr. Reed stated the initial six fare option considerations are still in place. Mr. Reed advised that if fare increases are approved in any category that the revenue increase to FRED will have a minimal impact to FRED's overall operating budget over the next two years.

Upon motion by Ms. Erkert and seconded by Ms. Anderson, with all PTAB members unanimously concurring, the recommendation was to have no fare increases implemented for FY2022.

**e.) Advertising**

Ms. Erkert stated that after sub-committee discussion and review, it is the sub-committee's recommendation that external business advertising opportunities continue for display on FRED buses. Ms. Erkert stated even though Rev. Davies was not able to be at today's PTAB meeting, he had attended and participated in the sub-committee meeting and discussions and he too, was in support of the sub-committee's recommendation. There was

unanimous committee consent from PTAB members to endorse this advertising venture with a request that it be forwarded to City Council for action.

**New Business:** None

**Announcements:**

- **Next PTAB meeting – June 2, 2021**

**Adjournment** – The April 7th PTAB meeting adjourned at 10:02 a.m.

Approved by the Public Transit Advisory Board

\_\_\_\_\_  
JoAnna M. Roberson

\_\_\_\_\_  
Date

# **FREDERICKSBURG REGIONAL TRANSIT**

## **PUBLIC TRANSIT ADVISORY BOARD MEETING**

**APRIL 7, 2021**



## AGENDA

1. Call to Order
2. Roll Call
3. Public Comment
4. Adoption of Minutes
5. Report of the Director of Public Transit
6. Committee Reports
7. HGAA Trainer Report
8. Old Business
9. New Business
10. Announcements
11. Adjournment





# REPORT OF THE DIRECTOR OF PUBLIC TRANSIT

## FRED Transit Projects & Initiatives

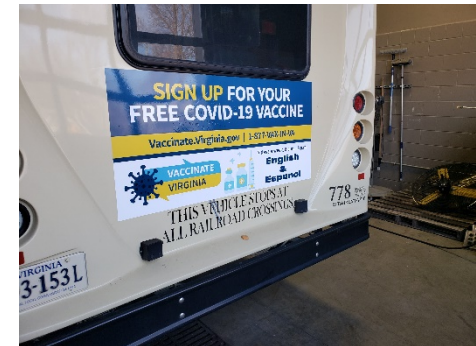
- FY2022 Grant Submissions
  - Federal/State Funding
  - NVTC Commuter Choice Grant
- Procurement and Project Update
  - New Vehicles
  - Marketing & Rebranding
  - Facility Projects and Improvements
- Recommended FY2022 Service
  - 1 hour earlier start time
  - Saturday Service
- Triennial Review



# COMMITTEE REPORTS

## PARTNERSHIPS AND MARKETING

- Committee Report and Update
  - Telephonic committee meeting held Monday, March 31, 2021
- Committee Advertising Recommendation to the Board
  - Action: PTAB Recommendation on Advertising Policy and Internal External Vehicle Advertisement  
*(vote will occur in Old Business)*



*Fred*  
 FREDERICKSBURG  
 REGIONAL  
 TRANSIT  
 ADVERTISING

 A screenshot of a document or website. At the top, there is a logo with the word "Fred" in a script font. Below the logo, there is a table with multiple columns and rows, likely representing a schedule or list of services. The text in the table is small and difficult to read, but it appears to be organized in a grid format.


# COMMITTEE REPORT

## SERVICES TO THE UNDERSERVED

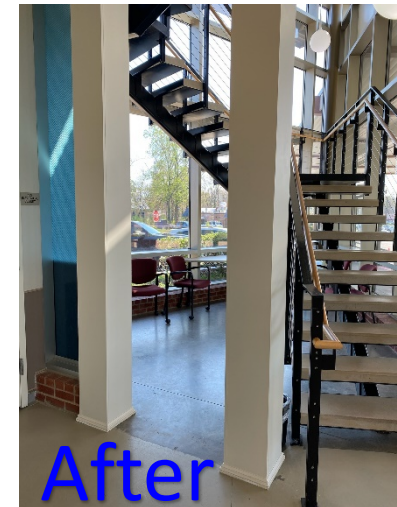
Telephonic committee meeting held Monday, March 31, 2021.

- Bus stops
  - Reviewing the bus stops to determine, if any, those needing improved accessibility for all with regards to sidewalks, terrain, curb cuts, etc.
  - Identify bus stops that would benefit from a bench and/or covered, lighted shed.
  - Identification of stops be a joint effort between a locality and FRED, FRED only, or localities only?
- Advertising
  - How is communication on deviated stops, half-fare, Transit Supporting Working Families grant, and Route Shout advertised to the underserved groups?



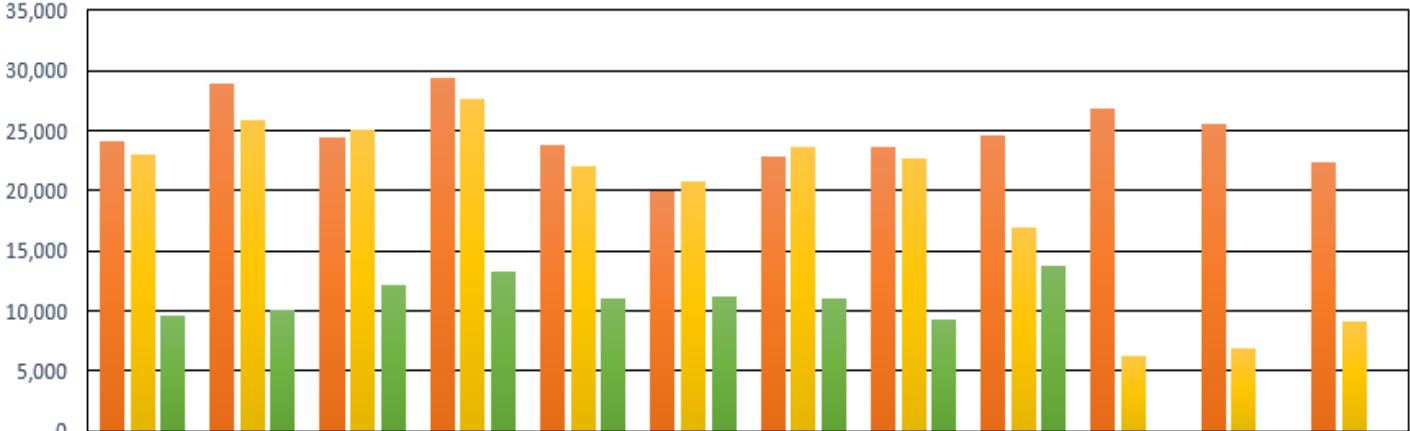
## COMMITTEE REPORT OPERATIONS AND OVERSIGHT

- Operations Manager Update
  - Ongoing efforts to hire more drivers
- Project Updates
  - New Bus
  - Stafford County BOS approved for Transit to join Stafford County's Public Safety radio system
  - FRED Central – 1<sup>st</sup> floor Driver Area
  - FRED Central – Outside Painting
  - RFP for FIOS line at Maintenance Facility
- Ridership Report (*next slide*)



# COMMITTEE REPORT OPERATIONS AND OVERSIGHT

## FY 2021 Ridership Report



	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	9,571	10,073	12,202	13,278	11,107	11,240	10,989	9,313	13,787				101,560

- Virginia Railway Express (VRE) continues to operate at reduced capacity with its "S" service schedule. FRED continues with its temporary suspension of service to its VRE route connections.
- FRED operations was closed on January 31, February 12, 13, 18, and 19 due to inclement weather. However, University of Mary Washington (UMW) Eagle Express bus service operated on February 12, 13 and 19.



# HEALTHY GENERATIONS AREA AGENCY ON AGING TRAVEL TRAINER REPORT



## **Travel Talk with TaMara – Weekly Facebook Live Series – 3 Videos, 402 views**

- Travel Talk with FRED Transit – 244 views
- National Women's History Month with Transit Professionals – 86 views
- Travel Talk with Kim Lett of disAbility Resource Center – 72 views

## **Program Outreach**

- Salon Studio (5 participants)

## **RouteShout 2.0 – "Train the Trainer"**

- Marriott Front Desk Staff (1 participant)

## **Travel Training**

- FAMPO/GWRC (10 participants)

**May is Older Americans Month! Travel Talks are being planned to celebrate Older Americans.**

**Does PTAB have any suggestions for Travel Talk? Are you ready for your own Travel Training Class?**

For more detailed information, please contact TaMara Banks, HGAAA Travel Trainer  
540-371-3375 or [tbanks@healthygenerationss.org](mailto:tbanks@healthygenerationss.org)



## ANNOUNCEMENTS

Next PTAB Meeting – June 2, 2021  
(Telephone/Electronic)





## Transit Travel Trainer Report

To: Public Transit Advisory Board (PTAB)

From: TaMara Banks, Transit Travel Trainer, Healthy Generations Area Agency on Aging

Date: April 7, 2021

Re: February and March 2021 Travel Trainer Activities

<u>Date</u>	<u>Event</u>	<u>Number in Attendance</u>
	<b>Travel Talk</b>	
2/22/21	Jamie T. Jackson and Aiden Quirke From FRED Transit	244
3/8/21	Recognizing National Women's History Month	86
3/22/21	Special Guest Speaker Kim Lett – disAbility Resource Center	72
	<b>Outreach</b>	
2/4/21	Hairdressers at Salon Studio (FREDERICKSBURG)	5
	<b>Information Distribution</b>	
	<b>Videos</b>	
2/24/21	Pay It Forward at Italian Station	123
	<b>Referrals</b>	
	<b>Route Evaluation</b>	
	F1, F4, F5	
	<b>Travel Training</b>	
2/4/21	Travel Training GWRC	3
2/25/21	Travel Training FAMPO	2
3/9/21	Travel Training GWRC	3
3/11/21	Travel Training FAMPO	2
	<b>Other</b>	
3/4/21	Marriot Hotel – Training Gust Services on the use of RouteShout & Google Maps	2



**Notes:**

In continuing with the CDC recommended COVID restrictions and social distancing guidelines, we were able to successfully Travel Train 10 participants from GWRC and FAMPO. We also had the opportunity to train the Marriott front desk associates how to successfully use RouteShout 2.0 and Google Trip Planner with plans to train other hotel front desk employees that have bus stops located near them.

Submitted respectfully,

**TaMara Banks**

Travel Trainer