

MINUTES

PUBLIC TRANSIT ADVISORY BOARD

July 1, 2009

8:30 a.m.

Conference Room at FREDericksburg Regional Transit

- Members in Attendance: Lawrence A. Davies, City of Fredericksburg
 Fulton deLamorton, Stafford County
 Jan Erkert, Fredericksburg Regional Chamber of Commerce
 Debe Fults, disAbility Resource Center
 Jack Green, King George County
 John Moen, WFLS
 Richard Pearce, University of Mary Washington
 Angeline Pitts, Caroline County
 Fred Sisk, Citizen Representative
 Diana Utz, George Washington Regional Commission
 Dr. Roy Weinstock, Community Representative
 Rodney White, Spotsylvania County
- Others Present : Kathleen M. Beck, Director of Public Transit/FRED
 Marilyn Graves, Administrative Assistant/FRED
 Wendy Kimball, Assistant Director of Public Transit/FRED
 Arnold Levine, Manager of Policy, Planning and Compliance
 Jane Wills, Regional Mobility Coordinator
- Members Absent : Deneal Helms, The Free Lance-Star
 Edd Houck, Mary Washington Hospital
 Lloyd Robinson, Alternate/George Washington Regional Commission
 Sara Woolfenden, Alternate, Stafford County

The meeting was called to order by Dr. Weinstock at 8:35 am on July 1, 2009, 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.

Dr. Weinstock called for the adoption of the minutes for the March 4, 2009, meeting. Ms. Utz made a motion to approve the minutes as written, seconded by Mr. Moen, and the motion was passed unanimously by the Board. He then called for the adoption of the minutes for the May 5, 2009, meeting. Mr. Pearce made a motion to approve the minutes as written, seconded by Mr. Moen, and the motion was passed unanimously by the Board. He then called for the adoption of the minutes for the June 3, 2009, meeting. Mr. Pearce made a motion to approve the minutes as written, seconded by Mr. Sisk, and the motion was passed unanimously by the Board.

Report of Director of Public Transit:

- Bus Procurement – Ms. Kimball gave the Board an overview of the procurement process and announced that an award has been made for eight buses; it will take six months for delivery after the order is placed. The buses will be a step-up from the fleet’s present buses. They will be medium duty and have a ten year life. These buses were purchased with CMAQ funds; no local match was needed. She further stated that there is an option for eight additional buses and if those eight additional buses are ordered, half of the current FRED fleet will have been replaced in a year.
- Virginia Transit Association Marketing Award – Ms. Beck showed the Honorable Mention award FRED received at the VTA annual conference in June for the “Take FRED Instead” campaign.
- Results of 2009 On-Board Survey – A copy of this survey is attached hereto and made a part of these minutes. Mr. Levine pointed out a few specifics in the survey. He told the Board that FRED’s driver-trainer and an intern from the University of Mary Washington actually rode the buses to interview persons for the survey. This survey has been shared with Kelly Hannon of The Free Lance-Star and she has cited it a couple of times. This survey will be shared with the Interim City Manager, City Council and the region’s County Administrators and Board of Supervisors through the monthly Progress Report. Ms. Erkert suggested sending this survey with a cover letter to all of FRED’s Partners. Dr. Weinstock suggested an article in the Chamber of Commerce newsletter. Mr. Levine also informed the Board that the May ridership is up over 21% from May of last year.
- July 1 Fare and Schedule Changes – It was announced that all is on go for the new fare and schedule changes to take effect today.
- Mr. Levine announced that FRED has an approved budget for fiscal year 2010 of \$4,908,860.
- Effective today, service in King George County has been restructured due to budget reduction.
- It was further announced that Stafford County froze FRED’s budgeted amount, being the same amount it was last year. Some minor adjustments were made to Stafford County’s service by taking two hours off the service of one of the south Stafford routes.
- The City of Fredericksburg, Caroline County, Spotsylvania County and the University of Mary Washington have all fully funded FRED.
- FRED has received some funds from the stimulus program.
- Ms. Beck did notify PTAB that there are still no signed Memorandums of Understanding with the localities.
- Mr. Levine described FRED’s new partnership with Quinn Rivers, a non-profit organization that has received stimulus money for some services, one being transportation for education, medical, employment or seeking employment purposes. This organization has purchased 7,000 fare cards.
- The concept paper for the Mary Washington Hospital Foundation grant for 2010 is due July 6th. FRED will increase its request from \$50,000 to \$75,000 since we are now providing transportation to Stafford Hospital Center.

Committee Reports:

- (1) **Mission, Goals and Objectives** – Ms. Beck passed out the accomplishments for Transit Year '09. Dr. Weinstock asked PTAB for adoption of this document with a change made to item B3. Ms. Erkert made a motion that this document be adopted with that change; Mr. Sisk seconded the motion, and the board passed the motion unanimously. A copy of this document is attached hereto and made a part hereof. Ms. Beck then passed out a draft of the Transit Year '10 Mission, Goals and Objectives. Dr. Weinstock requested the board members send their suggestions for Transit Year '10 to Ms. Graves by July 15th.
- (2) **Partnership/Marketing** – Ms. Erkert gave a report: A \$40,000 budget has been approved for advertising. Radio spots will now include the Hispanic station affiliated with the Star Radio Group. FRED will have a booth at the Chili Fest in October and will once again participate in Toys for Tots. Flyers for in-bus advertising will be going into the Chamber of Commerce newsletter. A marketing meeting will be scheduled in August.
- (3) **Services to the Underserved** – Ms. Fults announced that a speaker from LogistiCare will be at disAbility Resource Center tomorrow. Then Jane Wills spoke of her role in transportation services.
- (4) **Operations and Oversight** – no report.
- (5) **Safety and Security** – Mr. Sisk asked if there had been any incidents in the facility or on the bus. Mr. Levine replied “every day”, but they are handled either by FRED personnel or the police; nothing major has occurred. Dr. Weinstock inquired if the Metro incident will create discussion of reviewing equipment, etc. Ms. Beck replied that is another reason for ordering the new buses.

Other Business:


- Mr. Levine stated that FRED staff has the approval to proceed with the purchase of the maintenance facility. He was also very complimentary to Danny Stribling, FRED's fleet manager, in his ability to work on FRED's fleet. We now have better service, better prices, and better turn-around time.
- Ms. Beck gave out FRED's latest newsletter to the board members, complimenting Sharon Sullivan for the outstanding job she does on this every other month.

Announcements:

- August 5, 2009, is the next PTAB meeting. The meeting is only for the purpose of planning the Mission, Goals and Objectives for Transit Year '10.

The meeting was adjourned at 9:45 am.

Approved by the Public Transit Advisory Board:


Marilyn M. Graves

8-5-09
Date