



Transit Advisory Committee (TAC) Meeting Minutes

Mission Statement

The Mission of the Transit Advisory Council (TAC) is to implement the Carroll County Transportation Development Plan (TDP)

Meeting Date: 01/11/2016

Start Time: 2:00 pm

Location: County Office Building, Room 105

Chairperson: Barb Rodgers

Vice-Chair: Tammy Black

Topic	Discussion
Attendance:	Tammy Black, Larry Burbank, Gerald Fuss, Gary Legates, Brian Henline (for Sharon Sanders), Denise Beaver, Anita Farinetti, Jodi Glock, Mary Lane, Jeffrey Topper, Caren Jagoda, Brian Keseling, Dana Lunceford, Glenna Kinney, Lynda Eisenberg, Deborah Lundahl, Amanda Haugh, Ninette Legates, Doug Howard, Stephanie Krome
Introductions –	Tammy called the meeting to order and asked if there were any public comments. As there were not, the group moved onto the approval of minutes from last month’s meeting.
Approval of Minutes –	Gary noted that his name was listed wrong in the minutes for December under the Patron Subcommittee listing. With this noted change, a motion to approve was made by Denise and a second was made by Jerry. The motion received unanimous approval.
Director’s Update	<p>Jeff informed the group that he and Jodi are currently working on the FY17 budget for Transit. He also let everyone know that reporting for the first quarter of FY16 has been completed with second quarter reporting underway. On Thursday, January 14, Jeff and Jodi will go before the Board of County Commissioners (BCC) for approval of a grant for FY17 funding.</p> <p>Everyone is reminded to include Jeff on emails relating to Carroll Transit System and the Transit Advisory Committee.</p>
Marketing and Advertising Subcommittee	<p>Due to a scheduling conflict, Rich Keyes from Carroll Area Transit System (CATS) was unable to attend the January meeting. Instead, Denise gave a presentation on marketing and advertising that was created by the subcommittee.</p> <p>Through interviews with user agencies and riders and webinars, along with an in-depth look at current marketing practices, the mission statement of Safe, Timely, and Service Oriented Transit, and the logos, maps, and website in place, Denise and the Marketing Subcommittee created the following marketing goals: raise community and target market awareness; enhance CTS image; improve user services and accessibility; increase ridership; build community support.</p> <p>Target markets and non-riders alike were identified by the subcommittee in an effort to determine the best methods to reach all populations. Utilizing social media and text message services are key ways to reach a larger audience. In addition, more extensive connections with allied agencies must be made in an effort to educate potential riders. Besides informing the staff members and those they serve in allied agencies, efforts need to be made to reach out to businesses that the buses serve. Many businesses may not be aware that they are a Trail Blazer stop. If employees knew that buses stopped at or near their</p>



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	<p>businesses they could utilize the service and/or they could inform business patrons, creating a larger customer base.</p> <p>Other ideas presented include: putting maps and schedules on government television channels, in buses, and at stops; producing a video detailing how to ride CTS buses; approaching the Carroll County Times to have them run articles about Trail Blazer services; and attending events that serve potential clients. Having maps and schedules available in various locations will make the service more user-friendly and will encourage more people to ride the buses. Brochures with comprehensive maps and schedules can help patrons get to more locations and will increase the number of people using the buses. A video on how to ride CTS buses can be played at many allied agencies and could be made available on the website. By making people feel more comfortable with the transit system, usership should go up. The friendly and helpful nature of CTS bus drivers is widely acknowledged. Profiles of these individuals in the newspaper can show the public how nice it is to ride the buses. By attending events such as Seniors on the Go Expo, college open houses/student orientations, and the Emergency Expo and by correlating events that coincide with National Dump the Pump Day, more people can be informed of the services offered and will be more apt to use them.</p> <p>It was widely agreed that a few key goals should be established in order to keep from being overwhelmed with work. Encouraging people to ride the Trail Blazer routes is key. This is where transit makes the most money and it is what keeps the program running. Creating a video detailing how to ride Trail Blazer buses is imperative to increase users. Making a comprehensive brochure that includes all routes and schedules is also crucial to increase business for Trail Blazer buses.</p> <p>Anyone interested in the marketing report or this subcommittee is encouraged to contact the chairperson, Denise.</p>
<p>Transportation Development Plan Document Review Subcommittee</p>	<p>The Transportation Development Plan Review subcommittee has not met yet. Members of this subcommittee are reminded that a digital copy of the Plan is available online and that Jodi has a limited quantity of hard copies. Anyone interested in this subcommittee can contact the chair, Tammy.</p>
<p>Patron Experience Subcommittee</p>	<p>This subcommittee is chaired by Barb and has not met yet; members are waiting for passes to ride the buses. It was agreed that Anita would provide six passes (five for committee members and one for Jeff Topper) that would be good for unlimited rides for one month. This will allow members to experience the buses at their convenience and will also give them the opportunity to ride different routes.</p>
<p>Old Business</p>	<p>Commissioner Howard inquired about the status of presenting Summit data to the BCC. In order for the BCC to make decisions regarding transit, presenting the information gathered in a timely manner is imperative. Tammy and Barbara will meet with Jodi to work on a presentation that will help get increase Board awareness and interest in transit. The presentation should include information gathered at the summit, what priorities the TAC has after analyzing the data and what direction transit should go based on the data. It was noted that any information not pertaining to County Initiatives was left out of the data shared with committee members.</p>



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<p>New Business</p>	<p>Commissioner Howard pointed out a critical fact to the success of CTS: more Trail Blazer riders are needed. While there is a group of citizens who need Demand Response services, many riders could utilize Trail Blazer instead. An increase in Trail Blazer riders would increase revenue and a reduction in Demand Response riders would reduce expenses. It is necessary to increase Trail Blazer riders to ensure the success of CTS. By following the recommendations made by the Marketing Subcommittee, an increase in Trail Blazer riders will hopefully occur.</p> <p>Members asked for clarification in regards to the difference between what Jeff and Jodi do versus what Anita and her staff do. Jeff and Jodi are County staff who deal with budget/grant funding, administrative duties, reporting to the state, obtaining vehicles and equipment, etc. Anita and her staff are employees of Butler Mobility. Butler executes a contract with the County for the day-to-day operation of the buses. Butler hires drivers, schedules appointments, and ensures routes are completed as scheduled.</p> <p>As a County and grant funded entity, transit faces financial issues just like many Bureaus and Departments. Jeff reminded group members of the limited staff available to work on transit and asked committee members to be patient and not lose their enthusiasm for helping the community. While it may take longer than desired, transit will go before the BCC with ideas and concerns voiced during TAC meetings being presented.</p>
<p>Announcements</p>	<p>Tammy and Barb will begin work on a presentation to the BCC for February which will inform the Board on the findings of the summit.</p> <p>Group members will reconnect with Richard Keyes from CATS to reschedule his presentation for a future meeting.</p> <p>Members are reminded that a list of members and their contact information is available online along with minutes from previous meetings.</p>
<p>Adjournment</p>	<p>A motion was made by Gerry to adjourn the meeting and seconded by Lou.</p>
<p>Next Meeting Date</p>	<p>Next meeting date is March 14, 2016 at 2:00 pm in Room 105 of the County Office Building, 225 N. Center Street, Westminster, MD</p>