

# Human Services Transportation Plan Steering Committee Meeting

Wednesday, November 5, 2014 – 12:00 PM

TCRPC Conference Room, 456 Fulton Street, Suite 420, Peoria, IL

## Meeting Minutes

### Welcome & Introductions

Jill Goforth called the meeting to order at 12:00 p.m.

**Roll Call:**       Present                       Not Present

#### Rural Area Subcommittee

- Debbie Daykin**, Marshall-Stark Transportation
- John Redlingschafer**, Tazewell County Board
- Andrew Rinehart**, Tazewell County Board
- Robert Mueller**, Stark County Board
- Barb Long**, Fulton County Rural Transit (shared seat)
- Shelly Entrekin**, Fulton County Rural Transit (shared seat)
- Mary Patton**, AARP, Peoria County
- Mike Hutchinson**, Woodford County
- Jonathan Gauerke**, Association for the Developmentally Disabled of Woodford County
- Kraig McCluskie**, Galesburg Transit
- Susan Lindsey**, KCCDD
- John Hamann**, Rural Peoria County Link
- Travis McGlasson**, Marshall County Board
- Doug Manock**, Fulton County Board  
(Open, Stark County)

#### Urbanized Area Subcommittee

- Renée Razo (Lee Linwood)**, Central Illinois Agency on Aging
- Connie Schiele**, paratransit user
- Josh Moore**, Greater Peoria Mass Transit District
- Jeannine McAllister**, Advocates for Access
- Dawn Harper**, EPIC  
(Open, 2 seats)

#### Others present

Jill Goforth, TCRPC  
Maggie Martino, TCRPC  
Julie Main, City of Galesburg  
James Byron, Chillicothe Township  
Johnnie Sims, CDP, Inc.  
Kim Gurnsey, MV Transportation  
Jacqueline Waters, RTAC  
Ben Gauwitz, Advocates for Access  
Greg Cassidy, TCRC  
Pete Saunders, TCRPC  
Dedra Mannon, Galesburg Handivan

## **Approval of the August 6, 2014 Minutes**

Connie Schiele moved to accept the August 6, 2014 meeting minutes, with a second by Josh Moore. Motion carried with three corrections:

- The Council for Disadvantaged People, Inc. (CDP, Inc.) does not transport individuals to the Peoria County Jail, as CityLink already provides this transportation. Rather, CDP, Inc. provides transportation to various Illinois Department of Corrections Facilities.
- The truck received by ADDWC for their recycling program is a box truck, not a flat bed truck.
- Fulton County Rehabilitation Center (FCRC) took over the Fulton County Red Cross transportation program, not Fulton County Rural Transit (FCRT).

## **Provider and Agency Updates**

### *CityLink*

Josh Moore reported that the transition from CountyLink to CityLink in the expanded urbanized area is going well. Both CityLink and CityLift ridership numbers are increasing. Due to the transition of clients from Countylink to Citylink, Countylink ridership is down.

### *WeCare*

Mike Hutchinson reported that WeCare received two replacement vehicles in August.

### *Chillicothe Township*

Jim Byron reported that ridership is declining and is not sure of the cause. Mr. Byron expressed that the township is losing volunteer drivers and is having difficulty finding qualified replacements.

### *Central Illinois Agency on Aging (CIAA)*

Lee Linwood reported that CIAA is still working on an update to their website. The goal is to make the website easier for seniors to navigate.

### *Paratransit Users*

Connie Schiele reported that there are still some issues with the scheduling system at CityLift.

### *CityLift/MV Transportation*

Kim Gurnsey reported that CityLift has been very busy with the CountyLink transition.

### *Galesburg Handivan*

Dedra Mannon reported that Handivan received two new IDOT funded vehicles in July.

### *City of Galesburg*

Julie Main reported that the City has completed construction of the bus shelters that were funded through a New Freedom grant in 2008. Additionally, Ms. Main reported that the City is waiting on IDOT approval for expansion on the existing Amtrak station.

### *Galesburg Transit*

Kraig McCluskie reported that Galesburg Transit is looking at doing a joint procurement with Rides Mass Transit District and any other interested parties for the installation of video surveillance technology on their buses.

### *Rural Transit Assistance Center (RTAC)*

Jacqueline Waters reported that RTAC sent out the new classroom driver training program to all agencies on her mailing list. These can also be accessed at the RTAC website.

### *Fulton County Rural Transit*

Barb Long reported that she is very busy due to Rex Lewis retiring. Shelly Entekin was hired to fill the position of Operations Director, which will help with the workload.

### *EP!C*

Dawn Harper reported that EP!C recently had its IDOT Compliance Review. Additionally, Ms. Harper noted that it is difficult to acquire transportation from Washington and Pekin to Peoria.

### *Tazewell County Resource Center (TCRC)*

Greg Cassidy reported that TCRC received the vehicle that was funded through the JARC program in 2012.

### *Association for the Developmentally Disabled of Woodford County (ADDWC)*

Jonathan Gauerke reported that ADDWC is opening a new Center for Independent Living (CILA) in Eureka. Once the center is built, ADDWC will close the Washington center. All CILA's will then be located within Woodford County.

### *KCCDD*

Susan Lindsey expressed thanks to Galesburg Handivan for accommodating KCCDD when their vehicles are out of service.

## **HSTP Coordinator Updates**

Jill Goforth went over the CVP delivery schedule matrix included in the meeting packet. Ms. Goforth explained that she has yet to receive the final awards list for CY 2014 CVP applications.

Ms. Goforth explained that the vehicle delivery checklist included in the packet is a good comprehensive list to go over when an IDOT vehicle is received. This will ensure that all the requirements have been met and that the vehicle is in good working order.

Ms. Goforth announced that a PCOM Remote Training Webinar will be held on Thursday, November 13, 2014 at 1:30 p.m. The topic of the webinar is the Public Transportation Service Plan.

## **Transit Topics**

### *Transportation Marketing Tips and Tricks*

Ms. Goforth explained that IDOT had their Federal Transit Administration (FTA) Tri-Annual Review in August. Overall, things went well; however, FTA noted that improvements could be made in marketing and outreach by 5311 and 5310 operators.

Ms. Goforth asked the group about the marketing methods they currently use. Barb Long explained that FCRT uses window ads on their vehicles. This has been very successful, and FCRT uses the generated income for grant matching dollars. Dedra Mannon stated that Galesburg Handivan also sells ads that are placed on their vehicles. In terms of marketing the handivan service, Ms. Mannon meets with administrators of nursing homes to describe the handivan service, sets up a table at local health fairs, buys radio advertisements, and talks to doctor's offices about the service. Additionally, Handivan now requires drivers to wear uniform t-shirts. This has helped maintain a degree of professionalism in the community.

Ms. Goforth then went through a marketing presentation. She described Bureau-Putnam Area Rural Transit's marketing strategies. Key takeaways are as follows:

- It does not have to cost a lot of money to market your service effectively.
- Marketing starts with the passenger experience. If your customer's are happy, they are more likely to continue using the service and to recommend the service to others.
- Creating an online presence through a website and social media is extremely important in today's electronic world.
- A rider's guide is one of the most effective marketing tools. This guide should have all information needed in order for someone to use your service and should be disseminated to various places throughout your service area.
- Travel trainings are helpful for individuals who are unsure of how to use your service. Group travel trainings can also be done at nursing homes, senior centers, churches, etc.
- Branding is very important. Once you develop a brand (logo, colors, etc.), be consistent! All of your materials (rider's guide, flyers, decals, etc.) should have your logo and color scheme.
- Attend community events to get the word out about your service.

Connie Schiele asked for more information about the link trip described in the presentation. Ms. Goforth explained that link trips allow BPART clients to travel outside of the BPART service area. The mobility manager will set up a transfer location – BPART will transport the client to a certain location, and another service provider will pick the client up and take them to their desired location.

Mike Hutchinson asked if WeCare would have to post the WeCare Board meeting minutes on a website if one were to be created. Several individuals expressed that this was not a requirement.

#### *Vehicle Winterization*

Ms. Goforth went over the *Be Wise and Winterize* article included in the meeting packet.

#### **Other**

Ms. Goforth asked the committee to approve the proposed 2015 meeting schedule. Because the RTAC Annual Spring Conference is being held April 1-3, the committee agreed to change the April meeting date to Wednesday, April 8. The approved 2015 schedule is as follows:

- February 4
- April 8
- June 3
- August 5
- October 7
- December 2

All meetings are held at 12 p.m. at Tri-County Regional Planning Commission, 456 Fulton Street, Suite 420 in Peoria.

Josh Moore asked the group if there would be interest in having a regional maintenance center in Peoria. The maintenance center would operate similarly to the regional maintenance center in Springfield. The group agreed that this would be something they would be interested in.

## **Adjournment**

Josh Moore made a motion to adjourn the meeting, with a second by Mary Patton. The next meeting will be held February 4, 2015 at 12:00 p.m.

—Submitted by Jill Goforth