



Local Advisory Committee

Friday July 13, 2018 @ 12:00PM

Benzie Bus Station

Minutes Approved as Presented September 6, 2018

Members:

Matt Goodlin – Chair **Present**

Mary Carroll **Present**

Richard Heniser **Absent**

Bev Popp **Present**

Jeannette Feeheley **Absent**

Irene Nugent **Present**

Doug Durand – Vice Chair **Present**

Ingemar Johansson **Absent**

Ruth Ann Tyler **Present**

Dorene Strang **Present**

Jerry Heiman **Absent**

Staff Present Bill Kennis, Jessica Carland

Welcome and Call to Order Matt called the meeting to order at 12:05

Public Comment None

Review and Approve Agenda Jessica requested TCX be added to the agenda under 'Mobility Management'. *Motion* by Doug supported by Bev to approve the agenda as amended. All ayes, *motion carried*

Review and Approve March 9, 2018 Meeting Minutes *Motion* by Irene supported by Doug to approve the March 9, 2018 meeting minutes as presented. All ayes, *motion carried*.

Beach Bums We've had 45 riders on the Beach Bums shuttle so far, and already have a handful of reservations for the game on July 26th

Magical History Tour The Museum is running the Tour now. Benzie Bus is providing the transportation. Ridership has been low so far; we're hoping it will turn the corner soon

Mobility Manager

Non-Emergency Medical Transportation (NEMT)/Job Access and Reverse Commute (JARC)

Jessica will be spending more time analyzing NEMT and JARC ridership in order to determine how to better serve the needs of these populations. While NEMT rides have grown, the number of unique riders remains very small; Centra Wellness alone provides services for over 700 Medicaid beneficiaries. Crystal Mountain recently purchased punchcards for 15 employees. We will continue to work with them, and other employers. Bill has been working with Munson to see if they will purchase passes for their employees.

Universal Reduced Fare Card Pilot Program The program finally launched in June. We've given out 152 of the URFC's, allowing those riders to receive the reduced rate on other transit systems without being required to complete multiple Special Services Applications.

Smart Commute Week 2018 June 4th – 8th Smart Commute Week went very well. We had unique events such as our bus pop-ups and onboard karaoke. Our busiest day was Passenger Appreciation Day, with close to 500 riders

Go! Pass We've sold 68 passes so far. Over 2000 trips have been taken using a GO!Pass



Prescription Pick Up/Delivery This service has been going well and we continue to promote it as a service not only for residents but businesses as well

Extended Night Services The decision was made not to extend our evening hours. We will revisit it in the fall

Airport Service We have purchased a permit from Cherry Capital Airport and have launched our airport service. There was a great article in the Record Eagle. We've only given two rides so far, but expect the service to be successful

Friday Night Live We'll be promoting our services at Downtown TC's Friday Night Live on August 10th, 17th and 24th

Rider Survey MSU students were on our buses in June surveying riders. We expect to have the results in September

TCX Starting Monday, we've added an early morning TCX stop in Lake Ann, and 7PM departing Munson. We hope these extended hours will attract more commuters

Benzie County Chamber Community Impact Award Benzie Bus has been nominated. Jessica is working with the Employee and Marketing committees to submit our letter of interest.

Roundtable – General Announcements from LAC Members BSR is in the middle of their community senior needs survey. Walkathon is on August 4th. Brunch after the walkathon. Goal is to raise \$22,000. Rotary Chicken BBQ in Frankfort the same day between 11:30 and 6, or until there's no more food. Tickets are \$10

Future Meeting Schedule Meetings switched to Thursdays. New meeting schedule for the remainder of 2018 is September 6, December 6

Meeting adjourned at 1PM.

Recording Secretary

Date