



**Benzie Transportation Authority
Marketing Committee Meeting Minutes
November 21, 2019
Petals & Perks
Minutes Approved as Amended**

Call to Order Meeting called to order at 8:14AM

Roll Call Patty Roth, Anne Noah, Susan Kirkpatrick, Irene Nugent (ex-officio)

Approval of Agenda *Motion* by Patty to approve the November 21, 2019 meeting agenda as presented. Support by Susan. All ayes, *motion carried*.

Approval of September 19, 2019 Marketing Committee Meeting Minutes *Motion* by Patty to approve the September 19, 2019 Marketing Committee Meeting Minutes as presented. Support by Susan. All ayes, *motion carried*.

Public Comment None

Marketing

- a. **Budget** Marketing budget is looking good after the first two months of the fiscal year. We generated \$4050.00 in sponsorships for the Halloween and New Year's Nite Owl services and spent about \$1700, on marketing for the Halloween service.
- b. **NYE Nite Owl** Advertising has been scheduled and will begin in a couple of weeks. Banners and small rack cards are ready to go and will be put out next week in time for the Holly Berry show and Thanksgiving guests.
- c. **Traverse City Pit Spitters** Jessica had a good meeting with the general manager of the Pit Spitters and his marketing person. They are looking into purchasing some bus wraps, and would also like to grow the shuttle service and get more Benzie residents to their games.

PR/Recent Ink

- a) **Millionth Ride** Lots of great PR on the Millionth Ride, which took place on October 8th around 6:30AM. Both 9&10 and 7&4 News were at the station to do a live story, and there were several articles in the Record Patriot and Record Eagle.
- b) **Halloween Nite Owl** Lots of advertising out for the Halloween Nite Owl service. Ridership was down slightly from last year (90 vs 93).
- c) **Benzie Senior Resources Newsletter Articles** Bill and Jessica wrote an article on Safe Driving Options for the December edition of the BSR Newsletter. We will also have articles leading up to the Millage (January and February, topics TBD). Jessica will also be scheduling some regular times for outreach at The Gathering Place and is creating a brochure/postcard to send to the BSR mailing list.

Old Business

- a. **Communications Plan for 2020 Millage** Bill, Chad and Jessica have been attending Village/Township/County/City meetings and presenting the Annual Report. Feedback has been great so far; lots of really good questions about our organization, and support for the upcoming March millage. Jessica will be doing a presentation at the February 26, 2020 Benzie County Human Services Collaborative meeting. Anne has made some changes to the communication plan spreadsheet. Committee will review and make recommendations to the Management Team and Friends' group.
- b. **Routes/Services** Chad and Jessica have been doing some route analysis and will be making some recommendations in the next week or so. The Saturday Shopper service has been discontinued due to low utilization. We have been discussing using some of those service hours and increasing service between Frankfort and Beulah/Benzonia.
- c. **Hopthru** September meeting the Committee discussed having Jessica meet with Doug Durand (BSR) to educate them about the HopThru app and possibly distribute passes via the app. Jessica discussed technologies available that integrate dispatch software systems and electronic fare payment.

New Business

Mobility Management

- a) **SPLT Rides App** Unfortunately SPLT/BOSCH have not been able to develop a solution that will integrate with PC Trans or RouteMatch. The solution they have proposed will create more work for the Transportation Coordinators, and will add little value for our riders. The scope of the Michigan Health Endowment Fund grant (\$50,000) for BATA and Benzie Bus to promote the SPLT Rides app has been adjusted to promote non-emergency medical transportation in general. Jessica is attending monthly meetings with BATA and the Grand Traverse Regional Community Foundation (the fiduciary of the MHEF grant) to determine how to make the greatest impact with the funds.
- b) **Election Day Rides** We only provided 2 rides to the local elections on November 5th. We don't spend any money advertising the service, but do post it on our Facebook, website, and on the buses.
- c) **Crystal Mountain Job Fair Transportation** We provided 1 ride to the Crystal Mountain Job Fair on November 12th.
- d) **Non-Emergency Medical Transportation**
 - a. **Benzie Bus Rides to Wellness** DHHS agreed to pay \$15/trip for specialized non-emergency medical transportation services. Jessica is working with Bayside on a new logo to separate this service from regular Benzie Bus service.
 - b. **Mobility for All Grant** There is a grant opportunity through the Federal Transit Association (FTA) for a Mobility for All Pilot Program. The program seeks to improve mobility options and access to community services for older adults, individuals with disabilities, and people with low incomes to jobs, education, and health services. The funds must be used to finance innovative capital projects. Jessica and Chad are brainstorming some ideas and hope to identify some potential partners and apply for funding at the end of December. Deadline is January 6, 2020.
 - c. **DHHS/FTA \$ Match Announcement** The Department of Health and Human Services has also announced that they can use any HHS transportation funding as a match to

Enhanced Mobility of Seniors and Individuals with Disabilities Program (5310), Rural Formula Grants and Tribal Transit Formula Grants.

- d. **Michigan Health Endowment Fund Community Health Impact Grant** A funding opportunity was announced on November 19th for Community Health Impact projects. One of the focus areas is health-related transportation, and agencies may apply for up to \$100,000 in funding. Applications are due January 30, 2020.
- e) **Arcadia Student Transportation** Jessica and Chad are looking into the system's capacity to provide transportation to 19 Frankfort-Elberta Area Schools students that live in the Arcadia area.
- f) **SEEDS Transportation** The SEEDS program is growing, and we've had quite an uptick in ridership for after school kids from Benzie Central Schools. Jessica met with the middle and high school site coordinators and ironed out some minor issues. In the last 8 school days, we've provided 67 rides under that contract.

Public Comment None

Future Meeting Schedule January 30, 2020

Adjournment Meeting adjourned 9:15AM

Recording Secretary

Date