



**Benzie Transportation Authority
Marketing Committee Meeting
February 3, 2021 @ 8:30AM**

Minutes Approved as Presented March 18, 2021

Call to Order Meeting called to order at 8:29AM

Welcome Jeff Pataky Anne welcomed Jeff to the Marketing Committee. Jeff is semi-retired from Bay Area Transportation Authority (BATA)

Roll Call Anne, Irene, Jeff, Susan, Jessica

Approval of Agenda Motion by Susan with support by Irene to approve the agenda as presented. All ayes *motion carried*

Approval of November 19, 2020 and January 21, 2021 Marketing Committee Meeting Minutes

Motion by Irene with support by Susan to approve the November 19, 2020 and January 21, 2021 Marketing Committee Meeting Minutes as presented. All ayes, *motion carried*

Public Comment None

Marketing

1. **2021 Budget Discussion** Annual budget is \$15,000. \$3640 spent on grocery totes for outreach events. \$1100 spent on pre-paid advertising (see PR/Recent Ink (1) Advertising). Crystal Lake Express and NYE Nite Owl have been sponsor-paid in prior years. Unknown how much sponsorship might be raised this year. Main marketing campaigns for FY2021: COVID Safety, Fly Benzie Bus, Ecolane App/Portal, Crystal Lake Express, NEMT, Try Transit Week, Halloween/NYE Nite Owl

PR/Recent Ink

1. **Advertising** Purchased front page stickers for the Record Patriot (7/14 Crystal Lake Express, 9/8 ?, 12/29 NYE Nite Owl) (\$315 per run); Full page in Congregational Summer Assembly News 2021 (\$140). Also working on a deal with the Record Patriot for monthly advertising. More to come.
2. **Kudos and/or detractors** - "*Benzie Bus drivers spend 2020 giving free rides, delivering food, medicine*" Front page of Record Eagle Dec. 30th; Detroit Free Press and US News & World Report Jan. 1st; Mass Transit Magazine Jan. 4th, The Daily Globe (Ironwood, MI) Jan 5th

Old Business

1. **COVID Response**

- a. **Package Delivery** The number of food pantry deliveries was getting overwhelming so we added a run to do ONLY that service. As soon as we did that, requests decreased dramatically. We have since discontinued the Monday food delivery service for BACN clients and are now delivering any day of the week for them; only Wednesdays for the Drop-in Center. United Way has 30k face masks for Benzie residents. We will be working with them to set up a drive-thru event, and will be delivering large orders of masks to churches, schools, etc.

New Business

1. **Statewide "Make Your Connection" Campaign** - MDOT hired King Media out of Grand Rapids area to put together a cohesive campaign for marketing public transit during/after COVID. Jessica discussed the themes of the campaign. She will be meeting with BATA's Director of Communications to discuss possibly partnering on the campaign launch.

Mobility Management

Included below are the 2021 Board Goals that fall under Mobility Management. This section of the agenda is meant to keep the committee apprised of progress; not all items will require discussion at every meeting.

1. Operational Goals

- a. **Rider/Non-Rider Surveys** MSU is scheduled to conduct Rider Surveys in June. Jessica attended a 3.5-hour workshop called "Community Engagement 2021" on ways to pivot during these strange times, and how to better engage the community and get *real* feedback/ideas on change. She's still digesting what she learned, but plans on implementing some of the ideas for future surveys as well as the Local Advisory Committee
- b. **Bike n Ride** Jessica and Chad are determining if an old bus can be converted to hold more bicycles inside. After meeting with the Friends of the Betsie Valley Trail last Spring, it was suggested that the current capacity of only 3 bikes per vehicle is a limitation
- c. **Survey Lake Ann** Jessica and Bill discussed speaking with Networks Northwest about conducting community engagement sessions to get feedback on public transit in Lake Ann and Copemish.
- d. **Re-evaluate JARC** Jessica will continue to speak with major employers to ensure the transportation needs of their employees are being met.

Visionary Goals

- e. **Sleeping Bear/Empire Service Area** Jessica has been invited to participate in a committee to discuss a South Visitors Center located in Benzie County (TBD). The group consists (so far) of a member of the Benzie Chamber, Frankfort-Elberta Chamber, and Sleeping Bear Dunes National Park. The first meeting is February 3rd.
- f. **Rides to Wellness** Jessica is working on evaluating data from the Cadillac Transit Authority's volunteer driver program to make an educated estimate of the demand we might see in Benzie County for such a program.

2. Financial Goals

- a. **Pit Spitters** Jessica is working with Mickey Graham (General Manager) on vehicle advertising

3. Community Goals

- a. **Ecolane App** Discussion over marketing campaign to grow app/self-portal usage to 25% of total riders
- b. **Build summer ridership** Discussion over building summer ridership *safely*, highlighting our sanitation, barrier, encouragement of social distancing. More discussion at the next meeting re IronMan specifically

Public Comment None

Future Meeting Schedule: March 18, 2021 at 8:30AM

Adjournment Meeting adjourned at 9:19AM

Recording Secretary

Date