



**Local Advisory Committee**

Thursday, March 7, 2019 @ 12PM

**Benzie Bus Station**

**Minutes Approved June 6, 2019**

**Members:**

Matt Goodlin – Chair **Absent**  
Mary Carroll **Absent**  
Richard Heniser **Present**  
Bev Popp **Present**  
Jeannette Feeheley **Present**  
Irene Nugent **Present**

Doug Durand – Vice Chair **Present**  
Ingemar Johansson **Absent**  
Ruth Ann Tyler **Absent**  
Dorene Strang **Present**  
Jerry Heiman **Absent**

**Welcome and Call to Order** Meeting called to order at 12:07

**Roll Call**

**Staff Present** Jessica Carland, Bill Kennis

**Public Comment** None

**Review and Approve Agenda** Saturday Shopper Service added under Annual Application. Committee Round Table added under Rider Survey. *Motion* by Irene to approve the March 7, 2019 Local Advisory Committee Meeting Agenda as amended. Support. All ayes, ***motion carried.***

**Review and Approve December 6, 2018 Meeting Minutes** Irene added “will be taking” local seniors” under Sparkle in the Park. *Motion* by Dorene to approve the December 6, 2018 Local Advisory Committee meeting minutes as amended. Support. All ayes, ***motion carried.***

**Annual Application** We have submitted our annual application for funding for FY2020. We requested an increase in funding for our mobility manager, funds to procure new dispatch software with computer-aided scheduling, and two new vehicles.

**Saturday Shopper Service** We launched our Saturday route to TC at the end of January. Stops include Menards, Lucky’s Market, GT Mall, Walmart, and Meijer. We’ve provided about 50 rides so far. Fare is the same as the weekday TCX (\$5 one-way, \$8 roundtrip).

**Shelters** New shelters will be installed this spring at Benzie Central and the Elberta trailhead. Dorene suggested some way to enclose the shelters in the winter to help with the cold winter temperatures. Perhaps a removable screen of some sort.

**Ski ‘n Ride** March 6th was our last Ski n Ride bus. We provided over 550 rides for the season.

**Click It Results** Our Click-it campaign went very well. We gave out almost 100 gift cards to participants. Dorene suggested not doing it over Christmas break to get more children to participate.

**Summer Service** We’re working with the Chambers, the City of Frankfort, and the Frankfort DDA to develop an uber-like service during the evening hours on Fridays/Saturdays. We’re also working with the TC Pit Spitters to provide shuttles to their games.



**Youth Engagement – Spring Break, Ride and Read, Shelter Art, 5 to One Playgroup** Jessica is working on some new initiatives to engage youth riders. Projects include:

- Spring Break Bingo - kids ride free all week and engage in activities at participating businesses. Once their Bingo card is completed, they get entered in to a drawing to win movie tickets and bus passes on the Saturday Shopper Service
- Ride and Read - we are working with the libraries to provide rides to summer reading programs
- Shelter Art - community art project for kids in which their artwork will be displayed in bus shelters. Will take place during the summer
- 5 to One Playgroup - made a short “how to ride” video which will be shown to participants. Jessica will be doing outreach at the playgroups in March

**Mobile Fare Payment/Split App Update** We have signed a contract for a mobile fare payment app called HopThru. This offers an easier way to purchase tickets and board the bus. BATA currently uses the app; WexExpress just signed a contract as well. MDOT has received the work plan from BOSH/SPLT, and they are waiting on approval before work can begin.

**NEMT** Bill and Jessica continue to work on non-emergency medical transportation. The new legislative director at DHHS has agreed to some regional meetings between transits and local DHHS offices, and would like to start in Benzie. We look forward to collaborating with them and coming up with a solution that works for our residents and reimburses Benzie Bus at a fair rate.

**Try Transit Week June 3-7** Jessica is beginning to work on Try Transit promotions. Ideas include new bus shelter unveilings; bike n ride promotions with the Friends of Betsie Valley Trail, and more.

**Rider Survey (April)** Jessica is working on the annual rider survey, which will be handed out on the buses in mid-April.

**Committee Round Table** Dorene suggested Benzie Bus work with Kim Micham (Head Start) to find a volunteer to ride with Early Headstart kids to help parents.

**2019 Meeting Schedule** June 6, September 5, December 5

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Recording Secretary

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Date