



Benzie Transportation Authority

Marketing Committee Meeting

Thursday, March 15, 2018 @ 8AM

Ursa Major Bistro, 245 S Benzie Blvd, Beulah

MINUTES APPROVED JULY 17, 2018

- I. **Welcome and Call to Order** Chairwoman Anne Noah called the meeting to order at 8:07AM
- II. **Roll Call** Anne Noah, Susan Kirkpatrick, Irene Nugent, Josh Stoltz
- III. **Public Comment** None
- IV. **Review and Approval of Agenda** *Motion* by Susan supported Josh by to approve March 15, 2018 agenda as amended. All ayes, *motion carried*.
- V. **Review and Approval of January 18, 2018 meeting minutes** *Motion* by Susan supported by Josh to approve the January 18, 2018 meeting minutes as presented. All ayes, *motion carried*
- VI. **Marketing**
 - a. **Budget** We're looking good almost halfway through our fiscal year. We've got about \$11,500 remaining in the budget. There may be some expenditures in April on marketing items for job fairs and the chamber expo.
 - b. **NEMT Ridership** has grown, and we've already exceeded total NEMT ridership in FY2017. Bill and Jessica had a positive meeting with Jessica Cooper and Jennifer Savage at DHS. DHS fully supports Benzie Bus, and only uses volunteer drivers for long distance trips. Numbers of participants eligible for transportation services through their office is low due to changes in the way Medicaid is handled. Dispatchers are having difficulty scheduling some of the MTM rides as they don't usually work with our TCX schedule.
 - c. **Google Transit** Jessica is working on a short video tutorial illustrating how to use GoogleMaps to search our routes. The video will be on Facebook and our website.
 - d. **GO!Pass** Our GO!Pass launched successfully, and we've sold about a dozen so far. The feedback has been positive. Bill has reached out to Munson to see if they will purchase GO!Passes for Munson employees that live in Benzie.
 - e. **Rx Delivery Service** The new marketing materials are out and we've seen a slight increase in package delivery services.
 - f. **Grocery Delivery** In January we discussed the possibility of Benzie Bus delivering groceries to shut-ins. This will require an outside person establishing the service. Jessica voiced concern regarding the service becoming "too successful" and causing drivers to fall behind in their scheduled rides.
- VII. **Outreach**
 - a. **Smart Commute Week June 4-8, 2018** Jessica attended the first TC Smart Commute Week planning committee meeting. While it will be a good partnership, it will probably



have little to no impact on the success of Smart Commute Week in Benzie County. Discussion over ideas for engaging non-riders and business leaders. Discussion over Smart Commute Week activities.

- b. Universal Reduced Fare Card Pilot** No update on the Pilot. Still waiting on MDOT.
 - c. 2018 Outreach Event Ideas** Jessica will continue to look for opportunities to provide more Outreach in the community.
 - d. JARC** Jessica will be promoting the GO!Pass to local employers in hopes of gaining some new JARC riders.
 - e. Crystal Mountain** With the help of Anne, we're going to do another Crystal Mountain push to try and garner some JARC riders. Ridership for CM employees has not grown. We will have a table at the April job fair, provide free rides to and from the fair. Anne suggested getting absentee/tardiness data from HR to see if transportation is an issue. Unfortunately, we haven't been able to turn the corner and get any employers to purchase transit passes for employees. The payroll tax incentive was discontinued as well.
- VIII. Public Relations**
- a. Recent Ink** A nice article in the paper regarding the GO!Pass in the March edition of the Record Patriot. We also had an ad in the Sunday edition of the Record Eagle
- IX. New Business**
- a. Cherry Capital Airport** BATA has given permission for Benzie Bus to provide direct services to Cherry Capital Airport. The cost is \$25/day or \$250/year/vehicle. Discussion over cost of service and marketing plans.
 - b. Annual Survey** MSU students will be surveying our riders this year. They will be here June 18-20th. Discussion over survey questions. Benzie Bus will still survey non-riders starting on April 21st, at the Chamber Expo. Jessica to email committee members draft non-rider survey for their review
- X. Old Business** None
- XI. Public Comment** None
- XII. Future Meeting Schedule** May 10, 2018 at Petals & Perks, Frankfort