

PUBLIC TRANSIT ADVISORY BOARD

Advisory committee to the Mayor on public transit issues

Meeting Minutes for the meeting on February 28, 2011

Members present:

Kate Heligas
Jim Madsen
Deb Nelson
Chris Schiltz

Members absent:

Julie Johnson Dresbach
Greg Johnson
Thad Mooney

Public in attendance:

Amber Gibson, SECOG
Chad Powell
Joyce Weber

Staff present:

Dennis Erckfritz, Operations Manager
Debra Gaikowski, Transit Planner
Bill McCarty, Maintenance Manager
Karen Walton, General Manager

Call to order

Kate Heligas, Chair, called the Public Transit Advisory Board meeting to order at 3:45 p.m. and made introductory comments.

1. **Approval of January 24, 2011, PTAB Meeting Minutes**

Jim Madsen made a motion to accept the January 24, 2011 PTAB meeting minutes as written. Chris Schiltz seconded the motion. Motion passed unanimously.

2. **Public Input on Non-agenda Items** – None.

3. **Old Business** – None.

4. **New Business:**

a. **Discounted Pass Photo ID**

Debra Gaikowski explained a new process Transit would like to implement for the passengers eligible for discounted passes to reduce the potential for fraud and to increase revenue. It is proposed to start giving out photo ID eligibility cards which the passenger would be required to show the driver as they board the bus. This

would reduce any chances of fraud occurring. Currently, there are no fraud control mechanisms in place. This item was informational.

b. Mobility Manager position

Amber Gibson from the South Eastern Council of Governments announced to the Board that she is the new Mobility Manager for the Metropolitan Planning Organization. Her job duties will not only include managing the local transportation coordination efforts but she will also be involved in the local transportation planning process. This item was informational.

5. Reports:

a. January Operations Report

Karen Walton reviewed the ridership numbers for the month of January which were up considerably. Revenue was also up a sizeable amount which Karen stated could possibly be due to the new pass options such as the one-day pass which is sold for \$3. Five hundred eight one-day passes were sold in January.

b. Transit Marketing Committee

Debra Gaikowski reported that the Committee members would like to use some of the marketing budget on radio ads as was done last year. An article on using the bus system was published in the Active Generations monthly newspaper. The first Rider Appreciation drawing was conducted and 30-day pass was awarded to the winner. The launch of the Smart Card is set for March 14.

6. Other Business

Debra reported that several route changes were taken to the City Council for their approval. Routes 2, 4, 8, and 19 were approved and Routes 10, 11, and 12 were pulled out but will be presented to the Council again in approximately one month.

Adjournment

The meeting was adjourned at 4:05 p.m.