

Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Minutes
May 19th, 2017, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Sam Castro (NEICAC Transit), Michelle Barness (UERPC), Spiff Slifka (Howard Co. Business and Tourism), Megan Stammeyer (Upper Iowa University), Rachelle Howe (UERPC)

1. Meeting called to order at 9:05 a.m.
2. Mobility Manager/Transit Update:
 - The Pooch Scooch event EARL transit assisted with went well, and more sponsors were on board this year. Advertising was increased, with free radio advertising and more social media advertising. The Humane Society also assisted with advertising.
 - EARL Transit is doing a Stuff the Bus Event to collect food for the food shelf. The event was scheduled around the end of the school year when low income students may be more in need of meals during the summer break. But donations haven't been significant yet. TAG members discussed how to better advertise and promote the campaign to raise more donations (e.g. adjust date of the food drive to June, better social media advertising, church advertising, etc.).
 - Castro described a round table event attended with Agri-Star, a large employer in the area. Workforce, housing, and transportation were some of the issues addressed at the event. Castro explained that these large employers are interested pursuing van pool and rideshare options for their employees. Howe suggested these round tables should be set up with other large employers as well.
3. TAG members discussed the upcoming Transportation Summit in October of 2017. The group discussed speakers and activities for the summit, and finalized a summit schedule. The summit was given the title "Living in the Middle of Everywhere," based on the group's discussion of how we all live in a region when it comes to where we live, work and play. Effective transportation choices are important to support regions. Other details of the summit were discussed, including target audiences, potential speakers, advertising and marketing for the event, and involvement of TAG members.

Barness will send an email to TAG members and contacts in the target groups to request ideas for best practices speakers at the summit.
4. Barness reviewed the transportation survey employed for the last update of the Passenger Transportation Plan (PTP). TAG members discussed how to revise and improve the survey for the current PTP update, and provided suggestions for how to distribute the survey.
5. Planner Barness was asked to contact TAG members via email to arrange an upcoming meeting date.
6. The meeting was adjourned at 11:00 a.m.