

Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Notes
April 19th, 10:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Fern Rissman (WIA, UERPC), Dee Hosek (Howard Cty. VA), Earl Henry (NEICAC Transit), Karn Pankow (NEICAC Transit), Karla Organist (UERPC)

1. Review of PTP Draft Comments from the DOT:
 - Needed to address how we would continue the Mobility Manager position beyond 2015 and how the JARC programs would be handled now that there is no more JARC funding.
 - Were asked to add the survey instruments and all of the results as an appendix.
 - Final PTP was submitted on April 2nd.
2. Job Access Mobility Institute Update:
 - Mini-grant will be used to collect more feedback on our concepts. Will purchase survey software, are doing "Parking Lot Prototyping" and taking a trip or two to see how other rural transit agencies are using a flex route. Karla and Karn are going to WI to see how the SMRT service is operating in the Prairie/La Crosse/Viroqua area.
 - Applied for (and received if they get funded!) a TA program through CTAA where they will come here to help with our concept testing.
3. Updates on PTP TAG Projects:
 - Mobility Manager: Karn has been busy! The newest projects she is working on include a service that will bring people who need to apply for Section 8 to Postville from Oelwein (and points in between if necessary) on one or two Mondays a month. She is working with Helping Services, Cedar Valley Friends of the Family and UERPC and they hope to find additional partners and funding options to subsidize the ride tickets and promote the service. The other big project is with Luther College where they would like to incorporate public transit into what they are already doing. They have been approved to run a "break shuttle" for the school and are working on getting approval to do shopping rides and allowing Luther to resell bus tickets to students (this would be helpful as many students use plastic and NEICAC can't take cards at the present).
 - Marketing: Some preliminary work has been done on the website, but will have to procure for having the IT work done. Ads will be running soon in Cresco and Decorah to promote the in-town services – especially for getting kids to summer park and recreation events.
 - Collaborations: The Wheels to Work Program is almost ready to go – Karn has been to WI to see how it works there and hopes to fully role it out in one to two months. There was discussion regarding potential local car dealers who might want to work with the program. Committee members provided Karn with a number of contacts in all five counties.
 - Stakeholder Outreach: Plan to invite our stakeholders to our JAMI events as we hold them around the counties and will also take our message to various groups. Bruce Braley will be in town soon – let him know we need to have federal involvement in funding replacement vehicles.
4. Committee member Dee shared her frustration with a change to the state's veterans appropriation – which cannot be used to provide direct services to veterans – so it can't be used to pay for drivers.
5. The next meeting was set for July 12th, 2013, at 10:00 a.m. in UERPC's Decorah office

Watch for an invitation to a JAMI Parking Lot Prototyping coming soon to a lot near you! Also a PowerPoint survey to collect feedback on our commuter and reimaging concepts