

Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Notes
July 18, 2014, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Fern Rissman (IowaWORKS), Spiff Slifka (Howard County Business and Tourism), Troy Vande Lune (NICC), Jenna Sutton (NEICAC Transit), Carol Keune (Fayette County CPC), Karla Organist (UERPC)

1. Introductions & recap of last meeting
2. Mobility Manager Update:
 - Commuter route: This is coming along nicely. Charlie from CTAA was here in May and they rode the route. NEICAC has been working on obtaining permissions for bus stops along the route. True Value in Decorah declined, so that stop has been moved to the city parking lot behind the Hotel Winn – and permission was received from the city for that. A shuttle will run from there to other places in Decorah as needed. Commuter stops now include: NICC in Calmar, Winneshiek Medical Center and City Lot in Decorah, Howard County Fairground lot across from Featherlite and NICC in Waukon. Bus stop signs will be ordered that have the stop times on them. Jenna plans to ride the route with a bus driver before CTAA returns next week. Some committee members expressed an interest in riding along. Jenna will let them know when it will be happening.
 - Image revamp: Jenna shared the new EARL image with the group, and longer term plans for an app and tokens. The committee was very happy with the results and members are looking forward to seeing them on the buses. Buses will also have room for advertising on the outside. See attachments for images.
 - CTAA TA: As mentioned above, Charlie has come once and will be returning on the 24th
 - Wheels for Work still has funding available. Jenna will be closing two loans in the very near future and inquiries are picking up. Fern and Carol requested some brochures. Jenna will bring some to Karla's office and she will deliver to Fern and Carol. NEICAC is making one change to the application eligibility: the previous work experience in the past (three?) years must have been in the counties within NEICAC's service area.
3. Discussion on full update of the Passenger Transportation Plan:
 - Reviewed the DOT guidance for completing the plan, and its required elements.
 - Discussed an overview of the process and timeline. Key dates: Draft due to DOT on Feb 1st, DOT/FTA comments returned to RPA by Mar. 1st, PTP updated as necessary, Policy Board approves in April, Final due to DOT on May 1st.
 - Reviewed and adjusted the agency survey questions from the last time the plan was developed.
 - Next committee meeting will be devoted to laying out our goals and the corresponding strategies and actions we think will be needed to achieve the goals.
4. Items from committee members:
 - Spiff gave an update on Howard County's areas of focus where transportation will be a vital link:
 - International workers
 - Certified Home Base Iowa county (<http://www.homebaseiowa.org/hbi-communities>)
 - Skilled Iowa Community (<http://skillediowa.org/communities>)
5. The next meeting was set for September 26th, at 9:00 a.m. Meeting adjourned at 10:15 a.m.

NEICAC Public Transit

Logo Variations

May 9, 2014

Primary Logo

This is the primary logo in the EARL brand concept. This version features easy readability and an equal emphasis on the character versus the wordmark.





NEICAC Public Transit

Logo Variations

May 9, 2014

Vertical Version

This is the vertical version of the primary logo. This variation takes up less space horizontally and places an added emphasis on “Public Transit”.



NEICAC Public Transit

Logo Variations

May 9, 2014

Wordmark Only Version

This variation of the logo features the wordmark as a standalone.

This version represents a strong, clean, and simplistic image.



NEICAC Public Transit

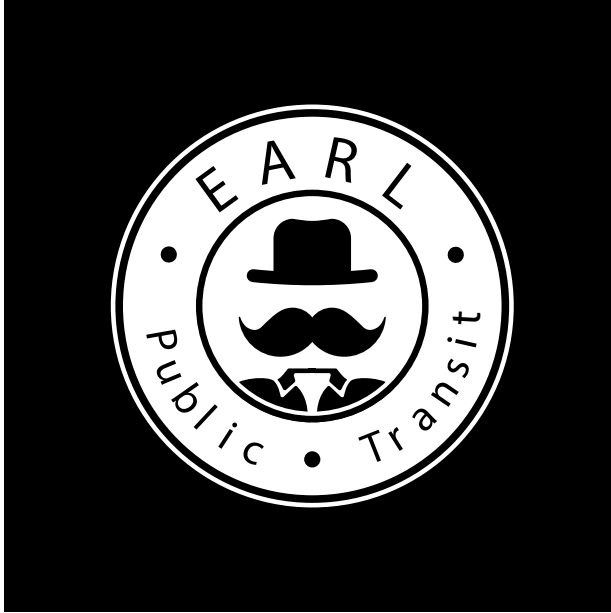
Logo Variations

May 9, 2014

Character Icon Version

This variation of the logo features the character icon as a standalone. This version represents a modern, versatile, and trendy image.





NEICAC Public Transit

Logo Variations

May 9, 2014

Bus Token Version

This variation of the logo is reminiscent of a public transit token. The shape and style helps convey the message that EARL Public Transit is available to all types of passengers. This design variation can be easily utilized in transit promotions.

NEICAC Public Transit

Logo Variations

May 9, 2014

Sample Profile and Cover Photo

The image shows a screenshot of a Facebook profile page for 'Earl Public Transit'. The page is set against a background image of a white transit van in motion on a city street. The profile picture is a dark teal square with a white silhouette of a man wearing a hat and having a mustache. The name 'Earl Public Transit' is displayed in bold black text. To the right of the name are two buttons: 'Liked' and 'Following', both with a checkmark and a dropdown arrow, and a third button with an asterisk and a dropdown arrow. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Daniel' with a 'Home' link. On the right side, there is a 'Create Page' button and a 'Recent' section with a 'Founded' link. Below the profile information, there are three dark teal rectangular boxes.

NEICAC Public Transit
Logo Variations
May 9, 2014

Sample Bus Branding



NEICAC Public Transit

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