

Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Notes
April 17, 2015, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Spiff Slifka (Howard County Business and Tourism), Janna Diehl (NE Iowa Area Agency on Aging), Curt McNew (NEICAC Transit), Carol Kuene (Fayette County CPC Administrator), Karla Organist (UERPC)

1. Meeting called to order at 9:00 a.m.
2. Introductions: Janna Diehl will be replacing Greg Zars as our representative from Northeast Iowa Area Agency on Aging
3. Committee reviewed the notes from the January 16, 2015 meeting.
4. Follow up from the last meeting:
 - TMS contract – hasn't been completed yet – DHS wants it to be under a managed care program – reimbursement issues remain. Curt reported that stakeholders are trying to organize a meeting between legislators and Transit Agencies
 - Committee members reported on their progress this legislative season
 - Commuter route continues to have weak ridership – and only NICC students/staff seem to be participating. Curt has a meeting scheduled with NICC next month.
5. Mobility Manager/Transit Director Update:
 - With the departure of Jenna as the Mobility Manager, Curt is redistributing the work of the position to existing agency employees. Curt provided the committee with his plan (see attached handout) to ensure that the Mobility Manager responsibilities continue.
 - Committee discussed the free ride idea as an incentive to build more ridership. Nordic Fest and Homecoming were two in-town events, but also a day/week of free rides anywhere would allow more exposure.
6. Passenger Transportation Plan:
 - PTP was submitted, the DOT has requested a few additional changes. Michaela is working on that and will get it back to the DOT soon. It seems that they really want to see potential funding sources tied to the activities we plan to work on during the life of the plan
 - Committee reviewed the handout (emailed earlier) with the PTP goals and priorities. Committee approved the adjustment to the Mobility Manager Goal to remove the word "position" but keep the work and roles.
 - Selected three goals to begin working on immediately: the networking conference, the stakeholder map and the how-to guides. Will develop work plans at the next meeting.
7. Other items from committee members:
 - Committee members discussed changing budgets and restructuring services to make the best use possible of limited funding
8. The next meeting was set for July 17th, at 9:00 a.m. in the UERPC Decorah offices. Meeting adjourned at 10:30 a.m.

April 17, 2015

From: Curt McNew Transportation Director Northeast Iowa Community Action Region 1 Transit

To: TAG

RE: Update to TAG on Region 1 Transit Mobility Manager responsibilities

Jenna Sutton resigned as Mobility Manager April 1 to move on in her Marketing career. We will probably not hire anyone to fill the position. Most rural Transit Regions in Iowa do not have a Mobility Manager and funding is currently not projected past 2016. To alleviate any potential concerns you may have about how MM responsibilities are being handled I give you this chart. NEICAC Transit is committed to continue growing its ridership and service to the citizens of Northeast Iowa.

Mobility Manager Role	Responsibility of:
Public Presentations	Transportation Director; he will utilize other staff as needed.
Growth on existing routes	Transit Navigation Coordinator; she will utilize other staff as needed.
Growth of new routes	Transit Navigation Coordinator; she will utilize other staff as needed.
Social media and websites	Transportation Director; he will utilize other staff as needed.
Commuter Route	Transportation Director; he will utilize other staff as needed.
Veteran Outreach	Transportation Director; he will utilize other staff as needed.
Interagency meetings	Transportation Director; he will utilize other staff as needed.

Contact information:

Transportation Director Curt McNew 563-387-4928 cmcnew@neicac.org

Transit Navigation Coordinator Brenda Shafer Rommann 563-387-4955 brenda@neicac.org

I see two main hurdles to growing public transportation use in Northeast Iowa: 1) the common perception that only the elderly and disabled can ride our buses and 2) individual desire to control the timing of their travels combined with personal independence. We ask two things to help us grow ridership: 1) Timely communications on suggested and/or known transportation needs and 2) Try a ride on a bus so you can tell people about it.

I welcome all questions and feedback.

Thank you,


Curt McNew