

Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Notes
October 23, 2015, 9:00 a.m. - 325 Washington Street, Decorah, Iowa – on EARL

Present: Spiff Slifka (Howard County Business and Tourism), Janna Diehl (NE Iowa Area Agency on Aging), Curt McNew (NEICAC Transit), Fern Rissma (IowaWorks), Megan Stammeyer (UIU), Sam Castro (NEICAC Transit), Karla Organist (UERPC)

1. Meeting called to order at 9:00 a.m.
2. Committee members were given a ride on EARL Transit and learned about using Transit. Sam Castro was introduced as our region's new Mobility Manager
3. Mobility Manager/Transit Director Update:
 - Curt led the tour/ride and answered committee member questions regarding the bus.
 - Sam shared his ideas with the committee:
 - Events each month to promote Transit (stuff the bus, holiday light rides...) he is asking for additional ideas. Committee members mentioned UIU's day of service on Earth Day. They also mentioned that most of the agencies represented on this committee have newsletters and /or websites and other social media that can be used to help spread the word about the events
 - He is working on ways to make riding the bus less intimidating to new riders and is looking at volunteer "bus buddies" and videos
 - Sam will be working to make connections throughout the region – he will set up a cloud-based form where committee members can add outreach or event ideas.
4. Committee reviewed the notes from the January 16, 2015 meeting.
5. Work Plans for Select PTP Goals:
 - Networking Conference
 - Goal: Consider a networking conference (possibly in conjunction with NIBN) - A networking conference in the region would be beneficial in many fields and enhance relationships that could be the link that brings them all together, transportation – Committee members thought that this would be a good topic for the NIBN/Chamber conference – Spiff and Karla will visit with Jason Passmore about the next conference date and focus.
 - Stakeholder Map
 - Goal: Develop a transportation stakeholder map - A map that details where people are coming from, where they are going and what agencies can assist in between would truly build a stronger link within the region – Committee will develop the further at a later meeting.
 - How-to Guides
 - Goal: Develop "how-to" guides to make transportation Easy - Creating a brochure and/or video of how to use transit in Region 1 would make those new to the transit system feel more comfortable with the process – Sam had shared the work he is planning in video
6. Other items from committee members:
 - Committee members discussed managed care – will be an issue, but are still in a waiting period
7. The next meeting was set for December 11th, at 9:00 a.m. in the UERPC Decorah offices. SPECIAL NOTE: THE ORIGINAL DATE SET AT THE MEETING (THE 18TH) DID NOT WORK FOR THE RPA, SO THE 11TH WAS SELECTED
8. Meeting adjourned at 10:00 a.m.