

PTAC Minutes

9/21/16 – 6:38pm

Town Hall Rm 14

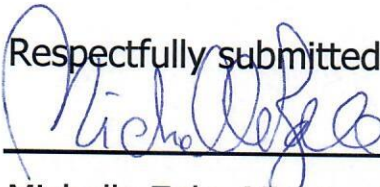
- In attendance: Sue Clark, George Clemens, Brian Long, Michael Soares, Scott Crisafulli, Michelle Zale, Kevin Rudden (on behalf of Town Crier)
- Motion to approve minutes from last meeting made by Sue Clark, seconded by Brian Long. Unanimous
- Ridership update:
 - 2 Wednesday's in a row (9/7 & 9/14) largest ridership day of 23 riders. Sue speculated it may be due to Bingo at the Senior Center on Wednesdays; Thursday (9/15): 27 riders. Group feels positive about #'s increasing. Request for demographic of riders in about a month
- Brian will monitor social media sites - he's not a member of Citizens for Milford site – Scott will monitor that site
- Hopkinton/MWRTA meeting: Sue, Rick and Carl attended meeting. Hopkinton want to extend their route to bring residents to Milford and back to Hopkinton. Sue said it's tabled for now as it's too early in our process to change route. Hopkinton is willing to pay to expand route.
 - Hopkinton does straight line – right to Framingham and back. They think it'd be advantageous for their riders and for Milford commerce. Hopkinton suggested a shuttle from Hopkinton Senior Center to Milford Senior Center and back. Carl & Ed Carr are open to the idea – they're going to go over #'s and routes – expand to South St or Purchase St or 85.
- Public Outreach:
 - **Scott:** Went on Kevin Rudden's show at MTV w/Mike
 - Still needs to go to the Youth Center
 - Checked in on sign boards – still being used for other town stuff

- **Brian:** posted to community message boards
 - Community Message Board – Milford, MA
 - The Town of Milford Massachusetts
 - Milford MA Bulletin Board
 - Milford MA (Uncensored Chat) Rant Rampage
- Not a lot of chatter on boards. He included 3 links from MWRTA
- MWRTA does not have a map w/stops on their site
- Brian plans on sharing the links on Twitter
- **George:** did a big pitch to the board of trustees at the library. Said they'd do a big plaque announcing the bus. Also, there's a petition at the library counter to have library as a route.
- **Sue:** distributed route to food pantry. Put in Senior Center newsletter – goes to 3000 people. Expo on 9/30/16 – Carl will be there w/Charlie Cards. Can't get senior discount if cards are purchased on bus – need to be purchased directly. Sue had luncheon at Senior Center – handed out cards there
- **Mike:** went to Colonial Capital – concerned that wording of stop can be confusing. They feel it should be reworded from Colonia/Capital to Colonial @ Congress or Jillson Rd/Congress. Scott will email Carl about making the change. Mike suggested the route should have a "valid thru" date on the route. He also brought routes to Shadowbrook, Rolling Green, Salvation Army, and his son's doctor's office. Suggested we hand out scheduled routes to people
- Scott spoke with Al Holman - \$700 to put fliers in Crier. We need to provide the fliers. Could put fliers in tax bills, census – but it won't reach all residents
- Scott and Mike Dean looking into moving the bus shelter at Sacred Heart. Mike Dean will talk to owner of DD about using part of their property. Hopefully moved by winter
- Kevin Rudden spoke on behalf of Mendon Council on Aging and Disability – they would like to have their senior bus 2 days/month pick up the bus line to go shopping. 3 or 4 people, 2X/month. Possible hospital as stop for them or EMK. Hopedale also interested. Suggested Carl go to Mendon to hand out Charlie Cards. Plan is to go

from Mendon Senior Center to Hopedale Senior Center to Milford stop in late morning. Pick them back up a few hours later. Kevin will give us stats on his riders

- Old Business: need bilingual outreach – Spanish, Portuguese, Arabic
- MTV has You Tube video of "How to get on MWRTA". Brian to put link to social media sites
- If #'s of ridership reach approximately 100/day of paying does that lower the town financial burden? – now, no
- Bus consistently 10 min. late
- Next agenda:
 - What changes would we like to see if route expands with Hopkinton? What's the cost? Hopkinton has \$ to help out. Would be a flag down bus from Hopkinton to Milford.
 - Talk about library as a stop
 - Invite Rick to next meeting to discuss public outreach and possibility of inviting selectman to a meeting
 - Scott will bring map to next meeting
- Motion to adjourn made by Michelle @ 7:58pm. Brian seconded. Unanimous
- Next meeting 10/26/16/@ 6:30pm

Respectfully submitted:

 10/26/16

Michelle Zale, Minutes Recorder