

## PTAC Minutes

3/29/17

Town Hall Rm. 3, 6:40pm

- **In Attendance:** George Clemmens, Brian Long, Sue Clark, Scott Crisafulli, Michelle Zale, Guest: Dave Scott, Press: Kevin Rudden
- Sue motion to approve minutes. Brian 2<sup>nd</sup> – Unanimous
- **Selectman meeting review**
  - Ridership: Total ridership = # of riders clicked in by driver – anyone who gets on the bus
  - Boards highest #'s Birmingham Ct. and Town Hall
  - Alights highest #'s Birmingham Ct and Highland/West St
  - Special Ed students at MHS training for bus riding on 3/21/17. 3<sup>rd</sup> time doing it. 4 or 5 more planned before end of school year. Training for life skills. Ride bus to jobs. 15 kids on 3/20/17. Less student's prior times. Varies each time
  - Am/pm ridership = #'s higher in mornings than afternoon
  - 824 riders in March by 3/17/17
  - Library now a stop! Bus will NOT stop at library for 1<sup>st</sup> 2 morning stops: 7:49am, 8:55am as library does not open until 9:00am to prevent added congestion to Spruce St w/Stacy Middle School drop offs
- Brian created daily bus ridership calendar to see if we could track trends/patterns of days of week for ridership.
  - Try to collect information to see what's happening in town/churches to see if that contributes to ridership
- **Mendon Senior Center** (Kevin Rudden report)
  - Fridays 4/21, 4/28, 5/5, 5/19, 5/26 - every Friday until June 30<sup>th</sup>. Van driver will submit #'s to director, Kevin will forward #'s to Scott the following Monday.
  - Creating a directory for Mendon senior riders for what is available/shops at each stop

- Mendon Senior Center needs to own van after 5 years before they can open up van to non-seniors
- If they get 10 riders/week every week they'll keep it weekly; if less then go to every other week
- Get packet from Rudden to present to FinCom (added ridership)
- George will provide feedback of library stop as feedback comes in
- Brian:
  - New map design
    - Example of North Station Boston MBTA map
    - Example of Amherst map (going N bound/S bound with stops along the way)
    - Example of UMASS map – gives highlighted route with stops and arrows of route direction
- Scott will contact Carl to design a map with stops
  - Would be good to have map posted at each stop sign
  - We can start mapping route and making stop directory based on current map route
- FinCom meeting 4/12/17 – Board to be present at meeting
- Michael Soares update – not present at meeting
- **Guest: Dave Scott** (Milford resident)
  - Ran company named Pro Marketing. Owned Professional Marketing in NY - \$100M company
  - What is the utility of a product? Feels there's a lot of not getting used. Dave has ridden and followed the bus. Not seeing Eudorian community on bus
  - When people have to educate themselves they need the tools to do it. Has asked people if they've ridden the bus – some responses are not knowing there is a bus
  - Big problem in Milford with literacy
  - Many ways to increase ridership
    - Target audience – Senior citizens (#2), (#1) people without transportation
  - Trustee of MAHC: 1<sup>st</sup> priority food security, 2<sup>nd</sup> is transportation



- Designed poster of where bus schedule is located – how to hail bus – 3 languages with stick figures
- Mentioned that Target stop should also go to other stores in area (Best Buy, etc). Feels more retailers should be included as stops. Suggests 10 retailers with decals/posters
- Other ways to market than just the Town Crier. Focus on target audience
- Trinity Church gets 100 people at community suppers – people taking bus to get there
- Door hangers – Vistaprint- \$245/2500 with advertisement of bus. Trifold \$550/2500 (color) to bring to retailers
- Ecudorian Radio Station – somehow get them to advertise/mention MWRTA
  - Diego Law: 617-818-2566: Metrowest Worker Center  
[diego@mwc-casa.org](mailto:diego@mwc-casa.org)/[www.mwc-casa.org](http://www.mwc-casa.org)
    - Suggested crossing over with GATRA

### **Rudden Suggestion:**

Welcoming Milford Group meets at library-manage ELL classes that meet at library – get information to them

Bus route should reflect proper times for rush hour times

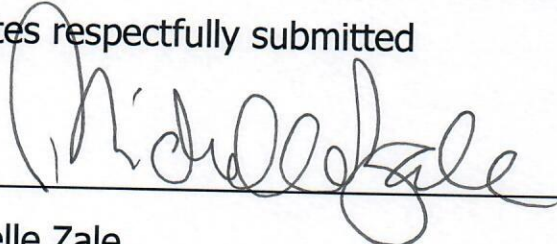
**Old business:** none

**New business:** MWRTA is coming to senior center on Thursday to hand out Charlie Cards

4/12/17: FinCom meeting: should we meet again before meeting? Keep communication thru emails – no need to meet

8:03pm Brian motion to adjourn, Michelle 2<sup>nd</sup> – Unanimous

Minutes respectfully submitted

 5-3-17

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Michelle Zale