



Rockford Metropolitan Agency For Planning

**RMAP Mobility Subcommittee
Meeting Minutes
Tuesday, January 10, 2017
RMTD East Side Transfer Center**

ATTENDEES: Chairman Steve Haight- Rock River Training Corporation; April Moore- Lifescape Community Services; Lisa Brown, Paula Hughes- RMTD; Justyn Miller- Boone County; Janna Bailey- Wesley Willows; Dyanna Dykstra- West Gateway Coalition; Ivy Hood, Michael Hren- RMAP.

OTHERS PRESENT: None.

1. **CALL TO ORDER:** Chairman Haight called the meeting to order at 10:03 a.m.
2. **INTRODUCTIONS:** Attendees introduced themselves.
3. **APPROVAL OF AGENDA:**
Chairman Haight entertains a motion to approve the agenda. First Motion moved by Ms. Brown. Seconded by Ms. Bailey.
Motion carried.
4. **COMMUNICATIONS AND PETITIONS:**
None
5. **APPROVAL OF THE 10/08/16 MOBILITY SUBCOMMITTEE MEETING MINUTES:**
Ms. Hughes raised a comment on a grammatical error in 5.a of the October Meeting Minutes. Ms. Hughes also raised the issue of missing attendee Marlana Dokken, RMAP. Mr. Hren indicated that the errors would be corrected. Mr. Haight asked for any further comments. Mr. Haight entertained a motion to approve the minutes, pending the corrections. First motion moved by Ms. Brown. Ms. Hughes seconded the motion.
Motion carried.
6. **RMAP HUMAN SERVICES TRANSPORTATION PLAN UPDATE:**
 - a. **HSTP Update Process**
Mr. Hren informed the committee of the timeline for approval of the updated document and emphasized the importance of using the survey results to determine next steps for public agencies and draft goals for the HSTP. Mr. Hren encouraged organizations to also consider anything known to the organization as issues, even if they were not issues represented in the survey results.

b. Public Transportation Survey

Mr. Hren led the presentation of results from the public user survey. The survey received a total of 106 responses. The survey period had been extended to the end of the 2016 year, and any responses that were not observed for the presentation can be presented at the next meeting to determine if there are further strategies or specific actions the committee can take to address issues in transit.

DISCUSSION:

Mr. Hren stated that survey results indicated that night and weekend service were common desires, as well as shorter headways. Mr. Hren emphasized that a desire to see service to Belvidere was a common response from residents of Belvidere as well as other locations.

Mr. Hren stated that survey responses indicated that expansion of service into new areas was desirable. Ms. Hughes suggested that users likely need to be more informed on RMTD services such as Call-to-Connect and Demand Response. Mr. Hren emphasized promotion of these services. Ms. Brown commented that RMTD is aware that users desire night and weekend service and that is the organization's next step. Mr. Haight commented that employees in retail, hospitality, and at the hospitals who work nights and weekends are the population that needs such a service to commute to work but are unable to use it due to the lack of night service.

Ms. Dykstra asked if RMTD collaborates with the Rockford Area Economic Development Council to coordinate aligning routes or adding routes for new businesses or to the AAR hangers at the airport. Ms. Brown responded that most employees for AAR will be engineers and will not likely need to use RMTD Services. Ms. Brown indicated that someone from Mercy hospital contacted her to initiate discussions of adding service to and from the new location. Ms. Brown emphasized that funding expanded routes after grant monies have expired is too much of a burden for businesses. Ms. Hughes suggested that municipalities connect with RMTD before construction begins in order to secure funding a new route or aligning an existing route.

Ms. Dykstra asked whether Mercy Hospital had indicated plans for a survey of patients and employees to determine need for RMTD service. Ms. Brown, indicated that RMTD asked Mercy to conduct a survey. The new location for Mercy Hospital does not open until 2019, so there is time to conduct a survey and find funding.

Mr. Hren indicated from the survey that use of transportation service appears to be more about necessity, rather than leisure. Ms. Dykstra asked whether it was the case that people do not use bus service for leisure because access to leisure activities and times is not offered through the system, or is it the case that people would not use the bus service for leisure even if it was available. Mr. Hren indicated that the survey did not collect such information. Ms. Dykstra commented that there is a stigma that certain types of people use public transportation services. Mr. Hren responded that many communities struggle with that same stigma, and RMAP is researching those communities that have successfully worked to combat it. Ms. Hughes commented that for a medium-sized transit provider, the ridership in the region is fairly normal, whereas in larger cities where parking and driving and prohibitively costly, more use public transportation.

Mr. Hren reported from the survey that fewer users knew about Paratransit services offered by RMTD, and commented that it may be worthwhile to consider increasing promotion of the service. Ms. Dykstra confirmed that lack of knowledge of Paratransit services is prevalent. Ms. Hughes confirmed that she had encountered users who were unaware of the full extent of Paratransit services. Ms. Brown indicated that RMTD can look into advertising in locations where the target audience will be able to receive more information about the service.

Mr. Miller asked for an update on suggestions for using Uber services. Mr. Haight responded that using Uber was not feasible from a workforce perspective, and asked if RMTD had capabilities to monitor RouteShout use. Ms. Brown responded that they can monitor the number of users, which is currently 47. Ms. Brown indicated that a survey of users indicated that 50 percent of riders have a smartphone. Ms. Dykstra asked whether users knew how to use the application. Ms. Brown commented that RMTD could host an information workshop for RouteShout use. Ms. Bailey offered that Wesley Willows has space RMTD can use for such a workshop. Mr. Haight suggested the Design Center. Ms. Hughes commented that users without smartphones can also call a number on the Bus Stop signs for the next scheduled bus arrival. Mr. Hren asked whether the RouteShout application provided the actual bus arrival time or the next scheduled bus arrival time. Ms. Hughes responded that currently the estimated time of arrival function is currently being repaired, but the next scheduled arrival time is still available.

7. OTHER BUSINESS:

None.

8. ADJOURNMENT:

Chairman Haight entertained a motion to adjourn the January 10, 2017 meeting. Motion by Ms. Dykstra, seconded by Ms. Brown, meeting adjourned at 10:56 a.m.