

Attending: Julie Mayfield, Adam Charnack, Bruce Emory, Calvin Allen, Charlton Owens, Dave Erb, David Allen Wilson, Gwynn Simpson, Steven Obremski, Tom Tomlin

Staff: Mariate Echeverry, Yuri Koslen, Gregg Godwin, Norman Schenck

Drivers: Derek Hennessee and Diane Allen

Community Member: Vicki Meath of Just Economics

1. Introductions by commission members and staff included what each participant envisions for public transit.

2. Committee Responsibilities

Julie and Adam presented the role of the Transit Committee in advocacy, communication, outreach and planning support as well as the responsibility of each member to put effort into supporting those major goals between meetings.

Some of the ideas that came out of that discussion include:

- Gathering advertising revenue through
 - Ad space inside buses
 - Ad space on the outside of buses
 - Ad space at bus stops
 - Utilization of an ad agency
- Expanding marketing efforts/increasing awareness through
 - Television ads
 - Internet and social media
 - Using water bills to target new people to community
- Increased public private partnerships
- Partnering with other cities and the county

3. Accomplishments of 2012-2014 and Review of TMP

Yuri presented on recent Transit accomplishments (attached). Highlights include:

- TMP approved by Council in 10/09 and implementation first phase was approved in 4/10
- Implementation occurred in 5/12 and included
 - operational changes: redesigning all routes
 - marketing changes: new branding/logo
 - technology changes: electronic fareboxes and annunciation
- Coming this January
 - Sunday service
 - Changes to routes C and adjustments to other schedules

4. Review of Previous Goals

Successes

- Although there are no new public private partnerships or expansions of the Passport program, effort has been made in building relationships with
 - AB Tech
 - Businesses along Long Shoals Rd.
 - Ingles
 - MAHEC
 - Mission
- The White Paper on Multi-Modal plans has been completed
- Articles and radio interviews have been provided as needed
- The committee has assumed a role as Champions of Transit
- A presentation was developed and given on the Transit system
- Information tabling on multiple occasions at Vanderbilt and Battery Park Apartments, Catholic Social Services, and the Transit Station
- A person was located to produce a video on ridership for the website
- FAQs for the routes are on the TMP website (need to be updated)
- The Wiki page is up
- Training in rider etiquette has been researched and is resulting in a policy document
- Although there were no rider focus groups, rider input has been sought through surveys, one on one discussions at info tables and through Just Economics
- The Committee posts and holds regular meetings with the drivers and this has improved communication and sense of support

What We Can Learn

- Communication with drivers was enhanced through the regular meetings. This should be an ongoing role of the Committee
- Drivers welcome non-union communication
- It's helpful when we get third party support such as JE
- Work with JE and community Children's & Schools organizations
- Need a point person for county liaison
- Follow through is critical- ownership of tasks
- Every goal needs tasks that support them
- Involve high level leaders at target businesses/institutions

5. Public Comments

- Drivers Derek and Diane spoke about the value of working alongside the Committee and increasing communication to build a sense of trust and familiarity.

- Vicki Meath of Just Economics spoke about their efforts at gathering community input into transit and working with the Committee to see that effort passed through the appropriate channels.

6. Develop New Goals for 2014-2015

- A. Three new goals were developed and plans were created in the planning session. These include:
 - i. Expanding Service
 1. Focus on County
 2. Pilot Project
 - ii. Increase Funding
 1. Public private partnerships
 2. Community Support
 3. Explore increased options for funds
 - iii. Marketing & Education

- B. Two goals from the previous planning retreat were deemed valuable enough to carry over and become integral to the Committee's role. As such, new tasks weren't developed but it is the Committee's intention to keep these areas alive with ongoing activity:
 - iv. Lobbying, Advocacy and Communication
 1. Continue communications with drivers
 2. Communicate with elected officials
 3. Advocate for more money
 4. Assist staff in identifying next service improvements
 - v. Improve Infrastructure
 1. Ideas include
 - a. Safety, sidewalks and shelters
 - b. Internet access at the ART station
 - c. Lights and seats at bus stops

7. Goal Plans

A. Goal: Expand Service Objectives: Increase ridership for county and implement a pilot project Meetings: Next meet as full committee in 2/15. Adam to schedule.				
Tasks	Subtasks	Who is Responsible	Date of completion	Resources
Utilize county point-person on Committee	Meet with staff Lyuba Zuyva	Calvin Allen with support of team	ongoing	
	Meet with County Comm.		ongoing	
	Meet with Board of Ed		ongoing	
Super Service Pilot Project	Build support among TC members	Adam	Dec. meeting	
	Identify potential corridors & budget	Adam, Dave & Yuri	Feb. meeting	Staff time
	Seek funding resources	Adam	April meeting	
	Feasibility report	Adam	June meeting	

B. Goal: Increase Marketing & Education Outcome: Increased awareness of Transit in Community Meetings: After regular TC meetings				
Tasks	Subtasks	Who is Responsible	Date of completion	Resources
Develop additional marketing mechanisms	Explore use of water bills	Bruce	2/15	
	Explore use of television	Charlton	2/15	
	Add ART Facebook page	David	11/30	
	Provide transit info at community outlets such as the library, airport, YWCA and city hall	Charlton	3/15	Flyers
	Others to be determined			
Advocate for more marketing money for staff	Initial exploration	Bruce	11/14	
	Update		3/15	

**ASHEVILLE TRANSIT COMMITTEE
PLANNING RETREAT
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OCTOBER 24, 2014**



C. Goal: Increase Funding for Transit Outcome: bring in \$500,000 in new funding by 2016 Meetings: monthly meeting prior to TC meeting				
Tasks	Subtasks	Who is Responsible	Date of completion	Resources
Research framework for Friends of Transit	Look to cities with FoT to gather info	Gwynn	1/15	
	Look to applicability to AVL re economy and demographics		4/15	
	Analyze make recommendations on FoT for Asheville			
	Presentation to TC & MMTC		5/15	
Enhance business engagement	WWC/Ingles/Black Mtn partnership meeting	Gwynn	12/14	
	Engage with chamber in their transit work	Adam/Julie	12/15	
	Identify and approach potential Passport participants	Steven	12/15	
Re-initiate discussion of dedicated source of funding	Identify who would attend	Julie	12/14	
	Schedule meeting	Julie	12/15	
	Update funding White Paper	Julie	2/14	

8. Meeting was adjourned at 3:30