

# LCTA Public Transit Ridership Forum Meeting Minutes

**Minutes from the April 17, 2018 Public Transit Ridership Forum Meeting held at 11 AM at the Wilkes University Main Campus (Breiseth Hall, Room 107) in Wilkes-Barre PA.**

Present: Frank Knorek (LCTA), Norm Gavlick (ED), Josh Burkholder (LCTA) Lorri Vandermark (LCTA), Sid Halsor Ph.D. (Board/Wilkes Faculty), (5) Wilkes Students, (1) Member of the Public, (2) Wilkes Faculty, and (1) Wilkes Staff/Administrator.

- The meeting followed the agenda listed as a companion document to these meeting minutes.
- Dr. Halsor introduced the LCTA staff to the Wilkes audience.
- The ED opened the meeting and stated: “The focus for the 2018 ridership committee meetings is to engage rider demographic groups that currently are not using the fixed route bus service. These groups include: millennials, young professionals, college students, those working in regional industrial parks, and the general public. The goal is to get feedback on what is working, what can be improved upon, and why or why not people choose to ride the bus. There will also be two ridership meetings held at both the Pittston and Nanticoke senior centers to garner user feedback from those using the LCTA Shared Ride service. Feel free to attend out monthly Board meetings.”
- A staff member from LCTA stated: “Provided the group with information on the survey directions, the disclaimer, where to place surveys when completed, and how to redeem the compensatory one-day bus pass for participating. Thank you for your time today in being here and participating in the survey.”
- After the focus group survey was administered, the members of the audience were free to go once the survey was completed. Those attendees who stayed after the survey participated in a Q&A session and a LCTA technology demonstration using the Bus Locator web app.
- The ED stated: “In April we anticipate the introduction of night service to assist employees working 2<sup>nd</sup> and 3<sup>rd</sup> shifts with their transportation needs. There will be a north and south loops that will originate at the W-B Intermodal Center. One loop will service the Hanover Industrial Park and the second loop will service the CenterPoint Industrial Park. The loops will service most major municipalities and major employment centers. Currently, there are final tweaks being made to the schedules, and then a formal announcement will be made when the system goes live.”
- The ED stated: “We are currently recruiting individuals to serve on the Student Advisory Council.”
- The ED stated: “That LCTA and COLTS bus passes all match, and that students can travel seamlessly between both Luzerne and Lackawanna counties.”
- The ED stated: “We anticipate rolling out a newly updated LCTA website in the summer that is more interactive and user friendly for mobile users.”

- The ED stated: “LCTA is in the process of replacing all fixed route bus stop signs with larger and easier to read signs that will show which route is serviced by the stop.”
- The ED stated: “Night service, in its current format, will run for at least one year before any changes will be made. However, there may be some small adjustments along the way during the first year. Remember the first 30 days to ride night service, after 7PM, are free.”
- The ED stated: “Two new CNG buses are due to be delivered late summer 2018. This will increase the bus fleet size from 38 to 40. LCTA also received funding for 5 replacement buses. Delivery is expected in 18 months.”
- A Wilkes Faculty Member stated: “By riding the LCTA bus, the cost savings allows my family to have only one car. Also, as a faculty member, I applaud you for offering night service to LCCC students.”

The ED stated: “That is what we like to hear from our riders...the benefits of riding public transit, thank you for riding. Night service was a longtime coming, given the constrained resources we have to work with. It is not perfect, but it is a start. ”

- A Wilkes Faculty Member stated: “Is there the potential to run a bus to the Mountain Top Area, and have better public transit connectivity between Hazleton and Wilkes-Barre, especially for college students from Hazleton traveling to LCCC, Wilkes and Kings?”

The ED stated: “At one time about 10 years ago, we did have a bus that serviced Mountain Top, but low ridership and wear on the vehicle caused the route to be discontinued. Currently, we are under financial constraints that would not allow connectivity to the Hazleton area. However, it is a long-term plan, and we are always looking for ways to partner with HPT.”

- The next LCTA Public Transit Ridership Forum meeting will be held on 4/15/2018, from 10-11 AM and 2-3 PM (*subject to final determination*) at Wilkes-Barre Intermodal Center in downtown Wilkes-Barre, PA. This meeting format will consist of a Q&A session with a meet and greet among LCTA staff, and distribution of PennDOT fixed route customer service surveys.



# **LCTA Public Transit Ridership Forum Meeting**

## **Wilkes University Focus Group Survey Event**

**Breisetth Hall, Room 107, Wilkes-Barre, PA 18706**

**04/17/2018**

**11AM to 12PM**

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- Event sign-in.
  - Welcome.
  - Background history of LCTA and purpose of the focus group survey.
  - Review of focus group participation disclaimer.
  - Distribution of focus group survey instrument.
  - Collection of focus group survey instrument and bus pass distribution.
  - LCTA technology demonstration.
  - Ridership public comment and Q&A session(s).
  - Adjourn meeting.