

# LCTA RIDERSHIP COMMITTEE MEETING MINUTES

Minutes from the March 21, 2017 Ridership Committee Meeting held at 2 PM at the LCCC Main Campus (Bldg. 10, Room 115) in Nanticoke, PA.

**Present:** Lorri Vandermark (LCTA), Frank Knorek (LCTA), Joe Fedak (Public), Valerie Kempner (Board/Public), and Rosemary Lombardo (Public).

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## Topics Discussed:

- Review of meeting minutes from the 2/21/2017 ridership committee meeting.
- An LCTA official stated: The agency's Facebook page received 63 new likes during the blizzard this month.
- A member of the public stated: The information provided to the public during the storm on the Facebook page was very informative.
- A member of the public asked: If the LCTA website, social media accounts, and text/email notifications could be updated on a daily basis first thing in the morning, or throughout the day, to let riders know about any delays? Specifically, when it snows to let riders know the system is back on regular route.

An LCTA official stated: We will pass this information along to our Operations and IT Departments for consideration, and that it is a very good idea to keep the public informed.

- A member of the public asked: If a pre-recorded message could be placed on the answering machine at Shared Ride and Bus Time to let riders know the current status of the system in the event of weather delays, closures, etc.?

An LCTA official stated: We will pass this information along to our Operations and IT Departments for consideration, and that it is a very good idea to keep the public informed.

- A member of the public stated: Each time they called Bus Time, no one answers the phone and it is always busy...all it does is ring.

An LCTA official stated: We will pass this information along to our Operations Department to ensure all CS Representatives are properly re-trained. However, during the storm there were high call volumes.

- A member of the public stated: Those staffing the Bus Time number during the blizzard did not know the status of any of the route delays or special weather routes. The communication among all the staff is very poor...can they be better trained?

An LCTA official stated: We will pass this information along to our Operations Department to ensure all CS Representatives are properly re-trained. Information was distributed to all staff as it became available.

- A member of the public stated: I called the Shared Ride office for information about what programs myself and family can qualify for, because I am the only one who drives in my family. It has been nearly 3 weeks before I had a call back and received an information packet in the mail. Initially, the person I spoke with at Shared Ride gave me the wrong phone number.

An LCTA official stated: This is unacceptable, and we will have someone contact you tomorrow who can answer all of your questions.

- A member of the public asked: Is the number 17 route now running to the Wilkes-Barre/Scranton Airport on a regular basis?

An LCTA official stated: Not yet, but soon. We are waiting to hear back from the airport administration on a few things. Once we have confirmation of the route, we will notify the public in advance of the go-live date. There will be a marketing program designed around the route.

- A member of the public stated: It is extremely difficult to find the contact information of individual LCTA staff members on the LCTA website. When you are on the LCTA website and click on the About Us section, it does not directly list the administrative staff members...it goes directly to a picture of a staff member winning an award. You have to click on the Board and Financials section of the website to view the staff contact information. Can these pages on the website be fixed, so there is a stand-alone Contact Us web page with the names and contact information of the staff members?

An LCTA official stated: We will pass this information along to our IT staff, and make the appropriate corrections to the website.

- A member of the public asked: Is the Francis Slocum Route going to take place this year?

An LCTA official stated: Yes, it will happen. However, the morning run may be cut from service or modified. Also, the marketing budget for the route will be smaller this year due to Luzerne County not applying for the marketing grant. We would also like to have better communication with the Park administration in the event park amenities (pool, snack stand) are closed for the day, so we can communicate this to the public and it is not a wasted trip. We would like to communicate these instances to the public first thing in the morning via our website, social media accounts, drivers, CS staff, and phone lines.

- The next LCTA Ridership Committee Meeting will take place on 4/18/2017 at 2PM.  
Location: Misericordia University Library (McGowan Room) in Dallas.