

LCTA RIDERSHIP COMMITTEE MEETING MINUTES

Minutes from the April 18, 2017 Ridership Committee Meeting held at 2 PM at the Misericordia University Campus (McGowan Room) in Dallas, PA.

Present: Lorri Vandermark (LCTA), Frank Knorek (LCTA), Joe Fedak (Public), Norm Gavlick (LCTA), and Rosemary Lombardo (Public).

Topics Discussed:

- Review of meeting minutes from the 3/21/2017 ridership committee meeting.
- An LCTA official stated: For future public meetings, we may use the Facebook Live feature to make meetings more accessible and interactive for the public due to low turnout.
- 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: In the first week of May. A bus stop is being placed at the baggage area outside the terminal. Each day the #17 will have 10 runs to the airport from downtown Wilkes-Barre. It is a very cost effective way to travel to the airport. We will notify the public in advance of the go-live date.
- 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.
- An LCTA official stated: A main goal for 2018 is night service. Night service would run until about 11:45 PM, and would consist of a north and south loop. In order for this to happen, some underperforming routes would be cut. LCTA's goal is a minimum of 16 passenger boardings per revenue hour for each route.
- An LCTA official stated: Luzerne County Council passed a resolution to participate in the bi-county public transportation consolidation study.
- An LCTA official stated: Work is still being done to create a student advisory council.
- An LCTA official stated: Inter-County 31 Day passes went live in March. They are selling well. LCTA is no longer accepting any other COLTS passes except the 31 Day inter-county pass.
- The next LCTA Ridership Committee Meeting will take place on 5/16/2017 at 2PM.
Location: LCCC Corporate Learning Center in downtown Wilkes-Barre.