

LCTA RIDERSHIP COMMITTEE MEETING MINUTES

Minutes from the June 20, 2017 Ridership Committee Meeting held at 2 PM at the Pittston Chamber of Commerce in Pittston, PA.

Present: Lorri Vandermark (LCTA), Frank Knorek (LCTA), Sid Halsor (LCTA Board), Norm Gavlick (LCTA), and Rosemary Lombardo (Public).

Topics Discussed:

- Review of meeting minutes from the 5/16/2017 ridership committee meeting.
- An LCTA official stated: Due to low attendance, Ridership Committee Meetings may need to have their time and location changed, and the name of the meeting changed from “Committee” to “Public Transit Rider’s Forum”.
- An LCTA official stated: There will be a shuttle bus running from the W-B Intermodal Center to the Airshow on 8/12/17. The cost to ride the shuttle is free of charge.
- An LCTA official stated: The LCTA Media Kit is now complete. Be on the lookout for an increase in bus advertising and marketing programs.
- An LCTA official stated: There will be a meeting with the LCCC President next week to discuss the creation of a free bus pass available to students, faculty and staff. The cost of the pass would be built into student fees.
- An LCTA official stated: North Pointe Development has authorized the construction of two XL bus shelters at their Chewy.com warehouse location in the Hanover Industrial Park.
- An LCTA official stated: Talks are in the works to have Hazleton Public Transit (HPT) install fare boxes on their fixed route buses. A LCTA, HPT, or COLTS inter-county bus pass would work on any of the three systems.
- An LCTA official stated: Dump the Pump took place last week. There was not a huge spike in ridership. However, the event had great media coverage. It is hard to get people to use public transportation, because driving is too convenient in some cases for most people.
- An LCTA Board Member stated: if we increased the number of available Park and Rides and the bus service to those locations, more professionals would use public transportation.
- An LCTA official stated: LCTA has the potential to develop a regular bus schedule to service the home games of the W-B/S Penguins and Rail Riders.
- An LCTA official stated: The LCTA Marketing Department is looking for a videographer to trade their services in exchange for advertising.

- An LCTA official stated: LCTA is looking to re-vamp the layout of our fixed route bus schedules to include targeted coupons and advertising for each route. This would increase advertising revenue.
- An LCTA official stated: LCTA now as a full-time advertising sales and marketing/PR Manager. This will allow the agency to increase advertising revenue and implement new marketing programs to increase ridership.
- The next LCTA Ridership Committee Meeting will take place on 7/18/2017 at 2PM.
Location: LCCC Main Campus, Nanticoke, PA.