

LCTA RIDERSHIP COMMITTEE MEETING MINUTES

Minutes from the July 18, 2017 Ridership Committee Meeting held at 2 PM at the LCCC Main Campus in Nanticoke, PA.

Present: Lorri Vandermark (LCTA), Frank Knorek (LCTA), and Rosemary Lombardo (Public).

Topics Discussed:

- Review of meeting minutes from the 6/20/2017 ridership committee meeting.
- An LCTA official stated: The name of this monthly meeting will change from “Ridership Committee” to “Public Transit Rider’s Forum”. The LCTA Board will be voting on the change at meeting next week.
- 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. The route will have a special “Bus Only” lane.
- An LCTA official stated: LCTA will be attending the Monday W-B farmers market on a regular basis, as part of our marketing outreach.
- An LCTA official stated: There was a meeting with the LCCC President 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/tuition. The meeting was very productive. Also, LCCC is taking the lead with recruiting students to serve on the LCTA Student advisory council.
- 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 8/15/2017 at 2PM.
Location: University Misericordia Main Campus (Insalaco Hall, Room 219), Dallas, PA.