CHAMPAIGN COUNTY
REGIONAL PLANNING
COMMISSION

Champaign County Rural Transit Advisory Group (RTAG)

Date: Tuesday, February 26, 2019
Time: 3:00 p.m.
Place: John Dimit Conference Room
Brookens Administrative Center
1776 E. Washington St., Urbana
Members Present: Nancy Greenwalt, Mary Sleeth, Aaron Esry, Tawanna Nickens, Lori Larson, Nathan Montgomery
Members Absent: Kyle Shartzer
Staff Present: Kristen Gisondi, Debbie Peterik
Others Present: Drew Bargmann

MEETING MINUTES

Subject to Review and Approval

I. Call to Order

Ms. Greenwalt called the meeting to order at 3:00 p.m.

II. Roll Call

The roll was taken by written record and a quorum was declared present.

III. Audience Participation

None

IV. Approval of Agenda

Ms. Gisondi commented that Item D on the agenda would not be discussed at the meeting today.

Mr. Esry made a motion to approve the agenda with Item D: Presentation of C-CARTS Survey Results removed. Ms. Sleeth seconded, and the motion carried unanimously.

V. Approval of Minutes

Ms. Sleeth made a motion to approve the RTAG Minutes from the November 28, 2018 meeting. Mr. Montgomery seconded, and the motion carried unanimously.

VI. New Business

A. Approval of C-CARTS FY 19 2nd Quarter (October – December) Service & Fiscal Reports

Ms. Gisondi provided the following highlights of the reports:

- There was an increase in trips this quarter.

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- Employment has remained the top main trip type.
- There was a slightly higher percentage of lift use.
- Senior trips remained about the same percentage.
- There has been a decrease in trip denials.
- There has been a decrease in miles and an increase in hours which led to a higher efficiency for trips/mile and trips/hour.
- Due to issues with the new ITS software, new riders were not included in FY19 Q2 report. Mr. Bargmann commented that this was due to the change from a spreadsheet to the new system. As the old contacts and all of those already riding were imported into the new system, they were input as a new rider. Future reports will be more accurate.
- There is a difference shown between the Socialization trip category and the Personal trip category on the second quarter service report with regard to the demand-response trip type. In August, it was realized that trips within the Village of Rantoul were classified incorrectly as personal trips for the Peace Meal Program, when those trips should have been categorized as socialization trips since the seniors have a meal and socialize with others. Ms. Nickens asked how a trip is classified as education. Mr. Bargmann commented that an education trip type is anyone that is travelling to college, school to take classes.
- Trips per hour have increased because the Rantoul service ridership has increased.
- There were 255 denied trips this quarter. 251 of the denial requests was time requested was not available and 4 of the requests were weekend requests.
- 53 percent of funds have been expended which compares to last quarter. There are $468,446 of funds remaining from the grant.

Ms. Larson made a motion to approve the C-CARTS FY19 2nd Quarter (October–December) Service & Fiscal Reports. Mr. Esry seconded, and the motion carried unanimously.

B. Approval of C-CARTS Marketing Plan

Ms. Gisondi provided the following highlights:

- As part of the compliance review that IDOT requires of Champaign County, a marketing plan is required to be in place.
- Ms. Gisondi reviewed the marketing and financial objectives, and the marketing strategies:
  - Marketing Objectives:
    - Increase overall ridership by 10% this year
    - Increase fixed-route ridership by 5% this year

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- Attend three public events annually to increase awareness
- Ridership is the biggest indicator for service success and awareness
    - o Financial Objectives:
        - Maintain services under current grant funds
        - Increase amount of fares collected
        - Increase number of service contracts with other agencies
    - o Marketing Strategies:
        - Brochures and fliers at:
            - Human service organizations
            - Social service organizations
            - Senior living facilities
            - Other high-traffic areas such as post offices, education facilities, etc.
            - Spanish version of general service brochure available
        - Yard signs
            - Especially along highway to Rantoul industrial complex
            - Reaches those with limited internet, technology
        - Radio
        - Newspapers
- $5,000 has been allocated in the budget to marketing.
- In completing market research, it was determined that CRIS RMTD is C-CARTS competition because they offer Medicaid. Other competitors are taxies and ride shares like Uber and Lyft, but C-CARTS is cheaper than those competitors.
- Market response will be evaluated by ridership, fares and survey responses for the period January 2019 to December 2019.

Ms. Nickens made a motion to approve the Approval of the C-CARTS Marketing Plan. Mr. Montgomery seconded, and the motion carried unanimously.

C. Update on Rantoul Service & Outreach Efforts

- Ridership continues to increase. An example given was there were 645 riders in December of 2017 and 859 riders in December of 2018.
- C-CARTS is considering a Token Transit Program. MTD has already adopted the program. Mr. Bargmann discussed the mobile ticketed option. The consumer has the ability to have

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the pass or ride ticket on their cell phone. Currently, the vehicle operators sell tickets on the bus. At this point, there is no timeline to begin this program per Mr. Bargmann.

D.   Presentation of C-CARTS Survey Results

Ms. Gisondi did not present the survey results because staff is still waiting on more surveys.

VII.   Announcements

The next meeting is May 8.

Ms. Sleeth brought up a topic for discussion on the persons chosen as an alternate for RTAG members. With reappointments, should the alternate member be reappointed at that time as well? Ms. Gisondi commented that the by-laws are not clear on this topic, but should be included in the by-laws. Mr. Esry suggested that it should be included in the by-laws as a requirement.

VIII.   Adjournment

Ms. Sleeth made a motion to adjourn the meeting. Ms. Larson seconded, and the motion carried unanimously to adjourn the meeting at 3:25 p.m.

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