

## PUBLIC TRANSIT ADVISORY BOARD

### IN-PERSON AND VIRTUAL MEETING

Meeting Minutes

Monday, July 29, 2024

3:30 PM

Staff Liaison:

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MEETING ASSISTANCE: UPON REQUEST, ACCOMMODATIONS FOR MEETINGS WILL BE PROVIDED FOR PERSONS WITH DISABILITIES. PLEASE CONTACT THE HUMAN RELATIONS OFFICE, FIRST FLOOR, CITY HALL, 224 WEST 9<sup>TH</sup> STREET, SIOUX FALLS, SD AT 367-8745 (VOICE) OR 367-7039 (TDD) 48 HOURS IN ADVANCE OF THE MEETING.

*Public Transit Advisory Board Member Participants: Erik Nelson, Joni Tschetter, Al Svennes, Manny Guitierrez, Jaime Johannesen, Bailey Abbott*

*PTAB Board Members Absent: None*

*Staff Participants: Glenn Wright, Bren Schweitzer, Tierza Lanham, Ryan Weisenbach, Karla Resendiz, Fletcher Lacock, Jeff Eckhoff, Emily Shapiro, Joe Martin, Justin Jellenik, Prince, Alexander N.*

*Public Participants (attending virtually and in-person): Wendy Butler-Boyen, Phyllis Arends, Sean Hegyi, Kelly Cleveringa, Barbie Dixon, Cathy B., Ryan H., Seth F.*

### Minutes

Call to Order and Quorum Determination: Jaime Johannesen, Chair called the meeting to order at 3:30pm and welcomed all participants. Member participants represented a quorum.

1. Meeting Procedures: Bren Schweitzer read the meeting procedures for the PTAB meeting.
2. Approval of Agenda: A motion was made by Al Svennes, second by Erik Nelson to approve the July 2024 PTAB Agenda. **Motion passed.**
3. PTAB Meeting Minutes: A motion was made by Baily Abbott, a second by Al Svennes to approve the June 2024 PTAB Minutes. **Motion passed.**
4. **Public input on non-agenda items:**

None

## **Unfinished Business:**

### **Marketing Plan Update –**

Presentation provided by Via: Alex, Emily and Joe:

**SAM Website by Via:** Goal is comprehensive, robust site that has been collaborative with the COSF. Provided a map of website pages. The plan is to have this launched by the 9/15/2024 date. There will be a link between the COSF and SAM sites for driving traffic.

**Marketing Plan:** Ensure current riders continue to get where they need to go with limited interruption. 1) Kick off trial of weekday city-wide on-demand service; 2) Maximize visibility of changes where riders currently are; 3) Grassroots outreach to key community organizations.

- Extensive Staff training (App, On-Demand, New routes, Dispatch scripts)
- Maximize network visibility – Bus stops, on buses, depot signage
  - Signage with clear messages on route, service plans to include phone numbers, QR Codes, website
- Community Outreach – 15+ one-on-one engagements; tabling at the Depot, schools
- Digital marketing – Everbridge text messaging, website and app. Pushes will be sent to these digital formats.
- Rider guides – Bifold to include FAQ, two forms of guides and serve visually impaired and in multiple languages. On-board team collaboration with information will be done.
- Free-Ride promotion; First 10 rides free for On-Demand; Sept. 16-30 all bus and On-Demand free.

## **Post Triennial Review Update:**

We will have our final close-out call on Wednesday. We have a potential 1-2 findings, which we will learn more on that. This is exceptional in the response from FTA.

## **New Business:**

SAM Operations Report –

Data report was provided; ridership is down in June across the system @ 10%: Shorter service days; summer travel is different (no school, construction).

Detour information update -

SAM has a system worked out with the city for direct access to updating these detours on the city website right now. These detours will eventually be on the SAM website, with a link on the city website.

Depot Security Service update –

This has been a great addition for the Depot. There is limited coverage (3:00 – 7:00 PM daily), hoping to expand this to 3:00 – 9:00 PM. It was encouraged to consider additional hours during high-volume depot traffic time.

Board member Tschetter suggested the security personnel wear visible identification, with security cameras and signage in view. Also suggested a 'Security Post' for an additional visual component.

***August Meeting – As a reminder, the August PTAB meeting will be held on August 19, 2024, due to the Via team being in Sioux Falls that week.***

**Adjourn: Motion by Erik Nelson, a second by Allen Svennes to adjourn at 4:25 PM.**

*Minutes prepared by Bren Schweitzer*