

The St. Cloud Metro Bus Rider Advisory Committee (RAC) held an in person meeting at the Mobility Training Center and also streamed simultaneously on WebEx on Tuesday July 19th, 2022 at 10:05 AM. The meeting was held to speak about a ridership update, hear updates from the Marketing Department, discuss volunteer opportunities at the Benton County Fair, and various other questions.

The following individuals attended: Ryan Daniel, Michael Kedrowski, Kellen Rasmussen, David Williamsen, Bruce Benner, Jenny Svihel, Kelly Carlson, and Vicki Johnson. Absent: Paul Thomas, Jan Scott, and Keshia Anderson-King.

Welcome. Michael thanked everyone for coming and reviewed the purpose of the RAC.

Public Open Forum.

- 1) There were no comments from the public at this meeting.

Old Business:

- 1) RAC Emails - None
- 2) Review of June Minutes

New Business:

- 1) Ridership Update
  - a. Ridership was up almost 6% system wide.
  - b. The highest improvements were route 12, with over a 20% increase.
  - c. ConneX did very well with also a 20% increase.
  - d. Route 31 was also up 16%.
  - e. Northstar link had a 17% increase over last month.
  - f. Route 22 had a loss of 12%.
  - g. Routes 5, 8 and 11 were down only a few percent over last month.
  - h. Dial-a-Ride was up a few hundred rides over last month.
- 2) Marketing Update
  - a. Nate Ramacher introduced himself and Lisa Sabyan, who make up the Metro Bus Marketing Team. He shared some of the projects they have been up to:
    - i. They have created a new system map for Metro Bus.
      1. Previously a map was purchased and made from another company. The new map can now be used in without needing any third party provider.
      2. Maps have been dispersed at agencies and places around the service area. Not all locations have them yet.
      3. Apartments and other places will be added to the list and they requested if you know anywhere that could benefit from a system map to reach out to them or Michael.

- b. Shelter signs are being reviewed, once approved a vendor will install.
  - i. The completion date is not set yet, but should be by end of summer.
  - ii. There are 70 plus locations and all will be detailed.
- c. Hiring updates: There will be ads places on buses, benches and also there will be video ads. They are also hoping to look at new places such as theatres, streaming services and more.

3) Benton County Fair

- a. Metro Bus is seeking volunteers at a booth that will be open 12-8 Tuesday-Saturday.
- b. An employee will be there at all times, and we are looking for an additional person such as a RAC member to fill in and help out. Sign up for no more than 8 hours and then we can ask for more if needed.
- c. There will be a survey at the fair focusing on how well we communicate changes and other things with customers.

4) Open Discussion:

- a. SCSU and SCTCC ID Cards not working:
  - i. If a pass is not working on a bus, drivers are to ask for the fare and instruct them to reach out to their respective school which is responsible for giving us up to date information.
  - ii. It was noted there can be delays in updating the list with the fareboxes/buses, so at times passes may not work.
- b. Roadeo Results
  - i. The state bus roadeo was hosted July 15-16, in Austin, MN.
    - 1. Metro Bus is sending six competitors to the State Roadeo and one, (Pete) finished third.
      - a. Out of 34 competitors, Metro bus sent six and most finished within the top ten!
- c. Updates from the APO:
  - i. Transit Investment Surveys and community surveys are out there and public comment period is through August 12th.
  - ii. A public engagement event will be hosted at the St. Cloud Public Library on July 27<sup>th</sup>, where paper copies of the survey will be available.
- d. Paper copies are also available by calling the APO offices at: 320-252-7568

5) Adjournment. The meeting adjourned at 10:32 am.