

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 September 20th, 2022 at 10:06 AM. The meeting was held to speak about a ridership update, discuss metro Bus's upcoming Long Range Plan Update, and various other questions.

The following individuals attended: Michael Kedrowski, David Williamsen, Kelly Carlson, and Vicki Johnson. Absent: Jenny Svihel, Jan Scott, Bruce Benner, Paul Thomas, Ryan Daniel 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 August Minutes
- 3) Shelter Map Update – Signs are currently being installed by an outside vendor, please be patient as this process will take time. Maps and schedules have started to be dispersed. Some shelters have them, however many along the same route still do not.

New Business:

- 1) Ridership Update- Ridership was up this past month.
 - a. The highest improvements were route 11 with almost a 30% increase, and the Northstar link saw an increase of 21%.
 - i. Many others followed suit such as routes 4, 5, 10 and 21 with increases of at least 14%.
 - b. ConneX did very well once again, with over 1,300 rides. Resulting in close to a 10% increase.
 - c. Routes 3 and 22 saw minimal decreases over last month. Part of this is due to the Benton County Fair, and also those routes having higher ridership on weekends compared to weekdays.
 - d. Dial-a-Ride recorded over 10,500 rides.
- 2) Metro Bus Long Range Plan
 - a. A Metro Bus project team will be working with a firm to create an updated Long Range Transit Plan or LRTP. The LRTP will serve as the foundation for planning future transit projects and needs in the region.
 - i. The chosen firm will be announced at the Board Meeting on September 20th.
 - b. Michael introduced the previous LRTP to the group, and discussed aspects of the LRTP to the RAC members.

- c. Michael will highlight aspects of the plan in future meetings and will ask for feedback and parts they would like to discuss further.
- d. Copies of the previous plan are available online at <https://ridemetrobus.com/transit-plans/> or by request to Michael.

3) Open Discussion:

- a. A question was asked regarding updates to the bus signs if any service changes occur.
 - i. It was noted by Michael that everything has been created internally to quickly make any updates as needed.
 - ii. Maps will most likely be reprinted if any changes occur to keep a clean and uniform appearance.
- b. Beginning October 1st the Thank Your Transit Professional campaign will officially kick off. This campaign will be held annually with the goal of raising awareness of all the great things Metro Bus staff does for our community and customers on a daily basis!
 - i. The campaign will give customers the opportunity to share praise and appreciation for employees by sharing positive experiences on an online form or by calling a dedicated phone number.
 - ii. To show our gratitude, those who share a testimony will receive Stored Value loaded onto a Smart Ride Card. This idea was brought forward in 2021 by a fixed route operator.
 - iii. A news release, paid social media ads and Customer Communication Signs will be used to get the word out about the campaign.

4) Adjournment: The meeting was adjourned at 10:35 AM.