

Westport Citizens Transit Committee Meeting Notes
September 11, 2012

Attendees:

Jim Ross
Zoe Cohen
Melissa Salottolo
Carolyn Sigal
Terry Giegengack
Carl Lindhal
Jonathan Steinberg
James XXXX

Meeting Notes:

- Reviewed and approved minutes from Aug. 28 meeting.
- Discussed moving meetings to every other Wednesday, starting Sept. 19.
 - Jim to check with rest of committee on availability.
- Discussed materials and invitation for Senior Center meeting. Materials approved. Carolyn to attend event.
- Remainder of meeting was dedicated to open brainstorm on *Ways to Promote the Westport Transit District* and *Ways to Increase Ridership*

Marketing Brainstorm Notes:

“Stunts”

- “Bring a Neighbor Along to Ride the Bus”
- Free rides on snow days
- X number of free rides per year with annual railroad parking permit
- Bus participates as a float during Memorial Day parade to raise awareness
- Local bar/restaurant promotions tied to Commuter Shuttle
- Encourage prominent town folks to ride bus
- Sponsor hayrides during October
- Offer shuttle tied to annual fireworks parade
 - Work with Melissa & Doug to create Westport Shuttle Bus toy
- Transportation to Games, focus on Staples students
- “Bus race” at local sporting events (similar to subway race during Yankee games)

- Local scavenger hunt that leverages the shuttle
- Integrate with annual Duck race in the Spring

Increase Visibility

- Better, more visible signage at both train stations, including route maps and timetables
 - Focus on reverse commuters and local businesses
 - Realtors
 - Nannis, other service companies (“it’s easy to get to work in Westport”)

- Consider kiosk inside both train stations – captive audience waiting for trains
- Public relations campaign with local TV, radio, print and online outlets
- Promote on Staples morning show, TVs throughout the school; Staples iMentor program (Make the bus “cool”)
- Advertise in school publications, Playbills for community theatre, town publications, Parks and Rec magazine, Continuing Education mailer, YMCA, drugstores, local doctor offices, restaurants
- Need to make information on service easier to find online (mobile app?, more schedules?)
- Create viral video
- Provide maps and information to all local realtors
- Provide free commuter bus service to Westporters who have Railroad parking tickets

Capture the Community of Westport

- Rider of the Month personal profiles (promote with local media, online)
- Create Committee Website with updates on activity, successes
- Rider anecdotes
- Rename the routes to something more descriptive or Westport-relevant..and FUN

Town Events Where Shuttle Can be Promoted:

- Tree lightening (December)
- First Night (Dec. 31)
- Memorial Day Parade (May)
- Book fair (July)
- Ecofest
- Blues BBQ (September)
- Farmers Market (weekly)
- Slice of Saugatuck (September)
- Yankee Doodle Fair (June)
- Antique Market (Aug/Sept)

Create brochure about service, including links to more information – share liberally throughout Town

Locations where service can be promoted:

- Marketing material at the Railroad parking office and website
- Library
- Banner on Main Street
- At highway entrances and exits for Merritt and 95
- Sherwood Diner flyer
- Churches/Temples
- Promote with All-Star and Fairfield Driving Schools
- RSVP and ITN car services
- Levitt Pavillion – special summer bus schedule to help more residents access Levitt?
- Focus on Hales Court and Sasco Creek housing
- Middleschool – getting in early and promoting the town services to our youngsters
- Restaurants

Other

- Special service at the holidays
- Sat/Sun transportation
- More shuttles for Compo and Longshore
- Historical bus tour
- Tie into Westport Cinema initiative
- “Trolley” on wheels, night out