

Westport Citizen Transit Committee Meeting Notes

October 17, 2012

Attendees: Melissa Salottolo, Carolin Sigal, Carl Lindhal, Jonathan Steinberg, Jennifer Johnson, James Manning and Terry Giegengack.

Meeting Minutes:

- Reviewed feedback from Senior Center event earlier in the month. Discussed next steps with Youth Commission meeting on November 5, 2012.
- Westport Transit District Spokespeople: Agreed Jennifer, Gene and Jim are the primary spokespeople for WTD interviews and questions with local media.
- Next Meeting: Agreed we need to move to Tuesday, Oct. 30 due to Halloween holiday on Wednesday. Will resume every other Wed meetings in November.
- Reviewed and discussed Marketing Brainstorm ideas and immediate action items:
 - **Improve website communications/landing page** – Jennifer is working on this with the Town for improved visibility of the transit services
 - **Video of All Transit Services** (the bus is not just used by commuters) – James to discuss with Staples to see if we can identify team to develop video for us
 - **Kiosks/Signage** – Agreed we need to improve signage at the train stations when you get off the train and in the waiting areas. Carl and Terry to look into possible options including a Kiosk or Digital Signage. Would need to coordinate with DOT and Chief of Police for anything that is placed in the lobby areas.
 - **Publications/Newsletters** – Melissa to look into and develop list of Town publications we can promote the service and transit routes in. Will also research potential costs associated.
 - **Stunts** – Group to continue to discuss possible town events where we can incorporate the Shuttle bus for free rides, visibility. Agreed Tree Lighting might be good for Senior transit but in general parking not an issue at this particular event.