

Westport Citizen Transit Committee Meeting Notes

April 3, 2013

Attendees: Jim Ross, Carl Lindhal, Melissa Salottolo, Carolin Sigal, others, Gene Cederbaum, Transit Director

Meeting Minutes:

- Budget restored; directors seeking restoration of \$20,000 in marketing funds originally proposed
- **New Billboards!** Success with implementation of new billboard signs to promote Westport Transit at the Saugatuck station. Two on the South bound side and one North bound. Last one to be hung at Greens Farm station. New schedules also available in stations.
 - Action Item: Tracking potential increase to website visit following new billboards. Melissa to contact Eileen, Westport IT for more information (in progress as of 4/4)
- **Memorial Day Parade** – CTC agreed we want to pursue getting a shuttle bus part of the May 27 town parade, hand out schedules, CTC walks/rides the bus with family to help promote the service.
 - Melissa to connect with Jennifer on feasibility of this with Norwalk Transit (in progress as of 4/4)
- **2nd Grade Town Trip:** Carolin to pursue using the shuttles as part of day trip the town second graders go on to visit police, fire, etc. CTC agreed this was a good idea to pursue.
- **SWERPA Study** – Gene suggested we connect with SWERPA team for update on study progress
- **Survey** – Need to develop a survey to hit commuters, business owners, parents, etc on improvements to the town service. Would need to include link to schedule, more information. Can be developed with SurveyMonkey but will need some funding to pursue.
 - CTC to provide suggested survey question to Melissa in the next week to gather all inputs
- **Guest Speaker:** Dan Woog, influencer and blogger, O6880
 - Dan provided his observation of transit in Westport over the years, noting that the town has always supported some type of public transportation and this sets us apart from other communities
 - Recognized the ongoing issue with no marketing/advertising = low awareness

- Could consider an iPhone app for the shuttle – real-time updates, changes
- **Future Guest:** Carolin to invite realtor to next meeting to get their feedback.
 - All agreed we desperately need a copy of the MAP/SCHEDULE electronically from Norwalk Transit. We have been trying to pursue this for 5+ months with no success to date... missing a huge opportunity here...
- **Next Meeting: Wed, May 8, 7:30 pm**