

Committee name: Appleton Transit Development Plan Steering Committee

Date: 6.7.18

Location: Menasha City Center (City Hall, Room 132-133) (100 Main St, Suite 200, Menasha, WI 54952)

Minutes taken by: KE

Attendees:				
Ron McDonald	Carol Kasimor		Cassy Stefl	Nick Musson
Jerry Chapa	Connie Kanitz		Trish Sarvela	Kolin Erickson
Debra Ebben	Don Merkes		Joe Martin	
Amy Erickson	Shannon Gerke Corrigan		Joe Stephenson	
Ken Usterbowski	David Kress		Greg Hartjes	
Dave Vickman	Rick Dentienne		Bob Bourne-SRF	
Tony Gonzalez	Amie Bastian		Joe Kapper-SRF	
Rhonda Hannemann	Holly Keenan		Jake Knight-SRF	

Topic	Facilitated by:	Discussion	Actions
Welcome & Introductions	Nick Musson	Minutes were approved from the May 3, 2018 meeting.	1 st : Rick Dentienne 2 nd : Dave Vickman
Personal Testimony-City Menasha	Don Merkes	Discussed the importance of transit to the community members of City of Menasha.	
Review Vision, Mission, Objectives	Nick Musson	Committee discussed grammar edits to the vision and mission statements.	Committee should continue to review objective statements and provide feedback at August 2 nd meeting

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Project Update/Summary of Existing Conditions	Joe Kapper-SRF	Project Overview/Tasks to be completed by SRF include: review of ridership trends, analysis of region, key destinations/generators, community outreach, service recommendations and implementation; community outreach interviews and pop up events held this week throughout the area	SRF will continue to work on and provide updates/technical memos at future meetings
Input Session	Joe Kapper-SRF	Conducted a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis with committee; <ul style="list-style-type: none">• Strengths: VT management, valued by communities/partners• Weaknesses: lack of population density to help transit, zero-sum environment (frequency/service coverage), lack of frequency across system• Opportunities: express routes, Sunday service, 30 minute headways system wide• Threats: regional system (funding partners could leave), ride hailing companies taking riders (Uber/Lyft) Additional input from the committee on these questions: <ul style="list-style-type: none">• What do you think would effectively make transit service more convenient/better for current users?• What do you think would effectively make transit service more convenient/better for current users?• What do you think would attract new riders to transit?• What are the most important current/future transit destinations in the region?	SRF will compile SWOT analysis and comments from the committee

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Next Steps/Meeting Location	Nick Musson	Next meeting is Thursday, August 2 from 10:00 AM – Noon; location TBD; remember to get your free day bus pass from VT and take a ride in the next few months	ECWRPC will contact steering committee members for a meeting location; be on the lookout for an on-line survey follow up about your bus ride experiences