



## HERNANDO COUNTY TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD (TDLCB) SUBCOMMITTEE

Tuesday, June 4, 2024

### MINUTES

The Hernando County Transportation Disadvantaged Local Coordinating Board (TDLCB) Subcommittee held a public workshop at 2:30 p.m. at the Hernando County Building Training Facility, 1661 Blaise Drive, Brooksville, Florida. The workshop was advertised in the Hernando Sun newspaper and the agenda was available on the Hernando/Citrus MPO website.

### MEMBERS PRESENT

Gretchen Samter, Person with a Disability, Subcommittee Chair  
Gerry Whitted, Citizen Advocate – Transit User as Primary Means  
Melissa Arceneaux, Citizen Advocate  
Elizabeth Alacci, FL Department of Children and Family Services (via Zoom)

### MEMBERS ABSENT

Darlene Lollie, Transit Grants Administrator of TheBus, Hernando County's Public Transit System

### OTHERS PRESENT

Joy Turner, MPO Administrative Assistant III

The purpose of the subcommittee is to identify ways to more effectively assist persons that are transportation disadvantaged. The recommendations of the subcommittee will be presented to the TDLCB Board for consideration.

**WORKSHOP CALLED TO ORDER** - Subcommittee Chair Samter called the workshop to order at 2:30 p.m.

### RESULTS FROM WORKSHOP DISCUSSION

**The Subcommittee considered developing public service announcements and brochures/flyers that would benefit transportation disadvantaged persons.**

- The suggestions provided by the subcommittee members of potential topics/content that could be showcased in 2-minute public service announcements (PSA) included:
  1. How to ride a van or TheBus, Hernando County Transit System.
  2. Show someone using the bus system.
  3. Show how to use the token transit app on TheBus.
  4. How to schedule riding TheBus from one location to another (Google app).
  5. Show how the real-time bus tracker works.
  6. Safety at bus stops.
  7. Explain how ADA services work for public transportation.
  8. Testimonials from riders of all ages on their actual bus ride experience. Tell them what to do with the time they have on the bus – examples include: read a book, homework, social media.
  9. What do you do if you have never ridden the bus – what do you do first?
  10. Reasons to ride public transportation (5 or 10 reasons).
  
- The suggestions provided by the subcommittee members of potential content for a brochure/flyer:
  1. Transportation options for Hernando County (TransHernando, TheBus, private drivers-where to locate, insurance options). Example: So you don't have a car, here are some options for you.....
  2. Frequently Asked Questions (FAQ) in the brochure/flyer
  3. Quick guides for *where to start*. What do you do if you have never used public transportation like TheBus, – what do you do first?
  4. Brochures should be available electronically and in print.

5. Brochures should be available in Spanish, braille, etc.
- The suggestions provided by the subcommittee members of marketing suggestions that can be used to disseminate information to the public (radio, mailer, etc.).
    1. Radio and mailers
    2. Share at local businesses, especially medical offices, pharmacies, and state agencies that assist the disabled community.
    3. Partnership with schools (public, charter, trade, colleges, etc.)
    4. Have a presence at targeted events (transition fair for graduates and seniors, partner with Possibility and their Halloween bag - \$20 can put a flyer in their bags and 1,200 bags were handed out to a parent or care giver of someone with a disability between 3 and 21 years old).
    5. Promotions to encourage ridership – 50% off first monthly pass.
    6. Use a theme – *Did you know...*
      - a. Campaign: *Did you know...*TheBus has 250 bus stops and 4 routes, 6 days, on-demand  $\frac{3}{4}$  mile of a bus stop...

### **BENEFITS FOR HERNANDO COUNTY:**

- Increasing ridership improves efficiency of existing systems and is a pathway to providing more services in the future. There is an economic advantage to Hernando County to educate the community of the transportation services available by providing an opportunity for citizens to go to work, shop, and be active in the community.
- *The disability community is the only community you can join at any moment without any notice.*

### **QUESTIONS/FOLLOW-UP ACTION ITEMS:**

- Are there any reports/data on bus utilization, especially transportation disadvantaged riders? Question for Darlene Lollie.
- Can there be a voluntary committee that markets transportation at event tables, placing flyers, etc.(non-paid county position) to help people get on TheBus.
- Is there a PR/marketing person for TheBus? Question for Darlene Lollie.
- Why is there no advertising on buses? Question for Darlene Lollie.
- How to introduce the use of QR codes on marketing material, buses, etc., to access additional information.
- Gretchen volunteered to present a feature presentation at the August 8, 2024, on the experience of living with a disability (10 minutes).

### **ADDITIONAL NEEDS**

- Presentation material that a volunteer can present to an assembled group (ie, Lunch-N-Learn at YMCA) on transportation options and process:
  1. Create a 10- to 15-minute training presentation for the general public (i.e., Transportation 101)
  2. Create a 30- to 60-minute training presentation for agency staff that provide services to the disadvantaged community to enable the agencies to direct citizens to transportation options.
  3. Melissa Arceneaux volunteered to assist with creating.
- Identify how to communicate suggestions on where transportation information could be distributed (i.e., a good place to place flyers, etc.).

### **POTENTIAL BARRIERS**

- How to get an identification card if the bus office is not on the bus route?
  - a. A periodic day for the bus to pick up citizens to fill out an application.
  - b. Have volunteers attend local events where applications can be completed (i.e., YMCA, library).
  - c. Have a bus go to an event or bus office - have a possible “free” day on that event day (perhaps once per quarter for 2-3 days with defined hours, and free).
- Limited or no social media presence for the bus or the Transportation Disadvantaged community.

The goal of the July 23, 2024, meeting will be to finalize and vote on the recommendations the subcommittee will present to the TDLCB Board on August 8, 2024, and outline how recommendations can be implemented. Three subcommittee members will need to attend in person to achieve quorum for a vote.

**ADJOURNMENT AND NEXT MEETING**

Chair Samter adjourned the meeting at 4:14 p.m. The next meeting of the Hernando County Transportation Disadvantaged Local Coordinating Board (TDLCB) subcommittee is scheduled for Tuesday, July 23, 2024, beginning at 2:30 p.m. in the Hernando County Building Training Facility, 1661 Blaise Drive, Brooksville, Florida. The meeting agenda and back-up materials are available online at:

[www.hernandocounty.us/hernandocitrusmpo](http://www.hernandocounty.us/hernandocitrusmpo).