



HERNANDO COUNTY TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD (TDLCB) SUBCOMMITTEE

Tuesday, July 23, 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

Melissa Arceneaux, Citizen Advocate

Darlene Lollie, Transit Grants Administrator of TheBus, Hernando County's Public Transit System (via Zoom)

MEMBERS ABSENT

Gerry Whitted, Citizen Advocate – Transit User as Primary Means

Elizabeth Alacci, FL Department of Children and Family Services (via Zoom)

OTHERS PRESENT

Bob Esposito, MPO Executive Director

Joy Turner, MPO Administrative Assistant III

The TDLCB Subcommittee was not able to conduct business due to a lack of in-person quorum. Ms. Lollie was able to provide general information on the transportation disadvantaged services offered by TheBus versus the Community Transportation Coordinator (CTC) agency.

Ms. Arceneaux provided a handout on Suggested Strategies for Educating the Community about Available Services for the Transportation Disadvantaged (attached).

The subcommittee members discussed adding a new strategy of developing a volunteer travel trainer program through the CTC which will be added to the August 8, 2024, meeting agenda for consideration.

Agenda items from the July 23, 2024, meeting will be moved to August 8, 2024.

The goal of the August 8, 2024, meeting will be to finalize and vote on the recommended strategies the subcommittee will present to the TDLCB Board on November 14, 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

The next meeting of the Hernando County Transportation Disadvantaged Local Coordinating Board (TDLCB) subcommittee is scheduled for Thursday, August 8, 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.

HERNANDO COUNTY TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD (TDLCB)

Suggested Strategies for Educating the Community about Available Services for the Transportation Disadvantaged

(provided by Melissa Arceneaux)

1. **Create a series of 2-minute video Public Service Announcements (PSA's).** Suggested ideas:
 - a. A "Did you Know" PSA featuring data about transportation options for the disadvantaged community. For example, *Did you know* there are 250 bus stops operating 6 days per week? *Did you know* there is an on-demand program if you live within ½ mile of a bus stop? *Did you know* that drivers will come to your door and assist with safely getting you to your transportation?
 - b. A "How to ride transit in Hernando County" PSA featuring explanations about how to utilize the services of TransHernando, The Bus or other available options. Include step-by-step instructions on how to sign up for transportation.
 - c. Video PSA's showing users the ease of using the technical tools available including the Token Transit App, the Real Time Tracker, the App used for scheduling transportation and any others Apps deemed relevant.
 - d. A testimonial PSA with video footage and endorsements from current riders utilizing transportation options. Emphasize rider safety, satisfaction and ease of use. A top 10 reasons to ride public transportation could be incorporated.

2. **Create and maintain updated written materials (brochures, flyers, web pages) to distribute locally and share on the website.** Suggested ideas:
 - a. Print brochures or flyers (also available online) that showcase a variety of content including information on how to secure transportation for the disadvantaged, frequently asked questions and quick start guides for beginners. Create items in English and Spanish.
 - b. Create a QR code to share and utilize the buses to advertise the code and website to the disadvantaged community. Work with the local media to have news articles featured at least quarterly on services for the disadvantaged community.
 - c. Partner with the local establishments that provide services to disadvantaged individuals. Examples include community information boards at dialysis centers, cancer centers, medical centers, local chain pharmacies, state agency offices and more.
 - d. Collaborate with and provide print and digital information to all local non-profits providing services to the disadvantaged community.

3. **Engage in community outreach and establish a presence at local community events and at locations frequented by the disadvantaged community.** Suggested ideas:
 - a. Host a table at relevant events. (Examples include the Hernando County School District Transition Fair for graduating seniors with disabilities, local chamber of commerce business showcase events, local health fairs, grocery stores or senior/disability specific events)
 - b. Create a volunteer team to provide local presentations and information to the disadvantaged community. Partner with places like the YMCA or the Library to host a monthly day for assisting with the completion of applications and for educating the public about available transportation options.
 - c. Host a “Ride the Bus Free Today” day once per quarter to transport people to a central location to obtain information about transportation options and complete applications.

4. **Create a social media presence for the Disadvantaged Community’s Transportation in Hernando County.** Suggested ideas:
 - a. Utilize the platforms most common (Facebooks, Instagram, X and more). This targets a younger audience and is one of the fastest growing demographics in the disability community. Posts could be regularly made showcasing many of the materials and items mentioned above.

5. **Create a volunteer Community Education Committee with a Travel Trainer for the disadvantaged community.** Suggested ideas:
 - a. This committee could be responsible for doing many things mentioned above and could serve as a central point of contact for this community.
 - b. The committee could be trained to present in the community at a variety of events that are relevant.
 - c. The committee could be trained to answer questions and assist individuals via email or a website.