



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

Thursday, August 8, 2024

### MINUTES

The Subcommittee of the Hernando County Transportation Disadvantaged Local Coordinating Board (TDLCB) held a public meeting on August 8, 2024, at 2:30 p.m. at the Hernando County Building Training Facility, 1661 Blaise Drive, Brooksville, Florida. The meeting was advertised in the Hernando Sun newspaper and the agenda was available on the Hernando/Citrus MPO website.

### MEMBERS PRESENT

Gretchen Samter, Subcommittee Chair, Person with a Disability  
Gerry Whitted, Citizen Advocate – Transit User as Primary Means  
Melissa Arceneaux, Citizen Advocate

### MEMBERS ABSENT

Elizabeth Alacci, Florida Department of Children and Family Services  
Darlene Lollie, Public Transit System

### OTHERS PRESENT

Joy Turner, MPO Administrative Assistant III

### MEETING CALLED TO ORDER

- Subcommittee Chair Samter called the meeting to order at 2:55 p.m. immediately following the TDLCB regular public meeting.
- A quorum was declared, and the affidavit of publication was read into the record.

### REVIEW/APPROVAL OF MINUTES – FEBRUARY 8, 2024, JUNE 4, 2024, AND JULY 23, 2024,

**Motion:** A motion was made by Ms. Arceneaux to approve the February 8, June 4, and July 23, 2024, Minutes of the TDLCB Subcommittee meetings. The motion was seconded by Mr. Whitted and the motion passed 3-0.

### REVIEW AND APPROVAL OF STRATEGIES TO SUBMIT TO THE TDLCB ON NOVEMBER 14, 2024

The subcommittee agreed that as the Community Transportation Coordinator (CTC), You Thrive Florida, is the appropriate resource to oversee, prioritize, and implement the strategies discussed by the subcommittee. Subcommittee Chair Samter will schedule a Zoom meeting with the CTC Coordinator to confirm if the CTC has resources to support the strategies in-house or can host a volunteer transportation education committee that would be available to provide education and answer questions for new clients. Ms. Samter also suggested investigating what grant funds are available to offset costs associated with implementing identified strategies. The subcommittee agreed that if the CTC cannot support in-house or through a volunteer committee, the next option would be to form a non-profit to pursue implementing identified strategies. A non-profit organization would be outside the authority of the TDLCB and CTC.

**Motion:** A motion was made by Mr. Whitted to request the Hernando County Transportation Disadvantaged Local Coordinating Board (TDLCB) share the strategies identified by the TDLCB subcommittee to Mid Florida Community Services, now known as You Thrive Florida (CTC), or a volunteer committee hosted by You Thrive Florida (CTC). In lieu of reassigning the strategies to the CTC, the strategies could be shared with a non-profit organization which would operate outside of the authority of the CTC or TDLCB. The motion was seconded by Ms. Arceneaux and the motion passed 3-0.

### **DISCUSS IMPLEMENTATION PLAN OF STRATEGIES AND TASK ASSIGNMENT**

The TDLCB subcommittee identified five key strategies (attached) and agreed the top three strategies to suggest pursuing are:

- 2a-Print brochures or flyers...
- 5-Create a volunteer Community Education Committee with a Travel Trainer for the disadvantaged community
- 3b-Create a volunteer team to provide local presentation and information to the disadvantaged community.

### **CITIZEN COMMENTS**

There were no citizen comments.

### **ADJOURNMENT AND NEXT MEETING**

The next regular meeting of the Hernando County Transportation Disadvantaged Local Coordinating Board (TDLCB) Subcommittee will be scheduled mid-September or early October and advertised in accordance with the adopted policies. The meeting agenda and back-up materials are available online at:

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

Subcommittee Chair Samter adjourned the meeting at 3:55 p.m.

# HERNANDO COUNTY TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD (TDLCB)

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## 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.