

NFTA- Metro Citizens Advisory Committee for Public Transportation

March 20th, 2013 – 5:30 PM

Agenda:

- 1. Welcome / Introductions**
- 2. Old Business**
- 3. New Business**
 - a. Proposal – New Member Organizations
 - i. NOAH
 - ii. Baptist Ministers Conference of Buffalo and Vicinity
 - iii. Upstate Division of 1199 SEIU
 - b. Transit Awareness Day – NFTA Activities
- 4. Metro Initiative Status Report**
- 5. Initiatives Discussion**
 - a. Ongoing:
 - i. Increasing Ridership – How can we increase ridership?
 1. Fare media
 2. Special Events Service
 - ii. Stroller Policy
 - b. New:
 - i. Spring Schedule Change
 - ii. Citizens Police Academy
- 6. Potential Agenda Items**
 - a. Review and prioritize
- 7. Next Steps**
 - a. Next meeting – Wednesday, May 22nd 5:30pm

Notes:

New Business – New Members

- We need to strengthen the board membership that we have now. Some members aren't showing up to all the meetings.
- We should also have our Niagara County workforce development counterparts here. Companies are always claiming that they have jobs in Niagara County but they cannot get people there to fill them.
- We should also have representation from the refugee community, not just an organization representative.
- Add the 3 potential members sooner rather than later. Start with NOAH and move on to the others for consideration.
- With SEIU you get labor and Niagara County at the same time so it's a good choice.

Transit Awareness Day

- We (Western New York) need to make more noise in Albany to get their attention. Like down state does. They bus people to Albany to make noise.

Initiatives Report – Fare Media

- We should have a tiered system that is based on the experience of the rider. More options for the experienced rider and fewer and simpler options for the inexperienced.
- Use technology to make more accessible. Saves time and money. Need to be accessible on all platforms.
- Re: immigrant riders. They do not have an issue with riding and paying; they can figure out those things without a problem (i.e. they can pay with their phones). They just need simpler fare options.
- Partnering with private sector companies is the best way to increase ridership. We need to work with them to educate riders.
- Won't new products come out of the data that is collected from the new fare collection system that we haven't had in the past? Are we getting ahead of ourselves?

New Carry-on Policy

- Some of the graphics in the brochure are confusing to immigrants that do not read English. They were tested in ESL classes.
- There will be some issues for those lines near shopping and the airport. In the past some of the drivers have helped by putting bags in the back of the bus.
- The most important thing is to have flexible operators, especially when the bus is at capacity.
- Some of the Spanish words used here will not be recognized for what they mean in the community. Example: Politica will mean "politics," not policy.
- The 204 (airport-downtown express) route should be exempted from this policy. Is there a possibility of using a bus that is tailored for luggage on this route?

New Spring Schedule

- A subcommittee of riders may be more useful for commenting on the new schedules. They would have a better perspective than organizations that represent them.
- Zeros and fives (ex. 12:00 or 12:05) are easier for people to remember for departure times.

Citizens Police Academy

- It would help to have someone at the CAC meetings to field questions about safety on the system.