

**SKAGIT TRANSIT
CITIZENS' ADVISORY COMMITTEE
MEETING MINUTES**

Thursday, January 8, 2015 5:00 p.m.
Skagit Station Conference Room
Mount Vernon, WA

Caroline Nazareno called the meeting to order at 5:00 p.m.

Committee Members

Caroline Nazareno
Susan Pole
Joy Kane
Doris Brevoort

Skagit Transit

Troy Fair
Carolyn Chase

Members of the Public

Noelle Eschete
Lynne Jordan

I. Approval of minutes:

December 2014 minute approval will be postponed until the February meeting due to lack of quorum.

II. Group Discussion:

The group talked about using Twitter under the hashtag "why I ride transit" to encourage new riders. The concept was showing images of things riders were doing while, like a photo of someone applying makeup.

The group talked about the mid-day gap in service on the 40X and how this was difficult for students and for those trying to make medical appointments. Staff said that filling the mid-day gap was not on the current six-year plan for service enhancement but that the six year plan is updated annually.

Joy Kane described how missing a transit connection at the end of the service day can change the equation riders go through when deciding whether to take transit or drive and how challenging this experience would be for riders with few resources and connections. This experience could prevent a rider from choosing transit in the future.

Caroline Nazareno discussed how riding transit takes a lifestyle change. It requires people to be prepared for bad weather and punctual. Caroline brought up the idea of including a "quick tips" section in our rider guide that could include items such as: 1) wear light clothes when catching the bus when it's dark outside, and 2) check the weather forecast and dress appropriately.

Joy Kane expressed how riding her bike to and from her transit connections makes her experience better because she is getting something more out of her journey. The group talked about how for many transit riders getting something more out of the journey is the time to read, to do school work, to write to-do lists, etc.

Lynn Jordan recommended getting into the "Getting to Know" section of the Herald for added exposure and to interest new riders.

It was decided that any discussion on transit at community events would be held for the February meeting.

III. Membership

The group discussed 2015 membership. The bylaws direct attendance requirements for voting CAC members. The membership list will be divided by Voting and Non-Voting members and any members with too many unexcused absences will be moved to the Non-Voting list.

VII. Adjournment

The meeting was adjourned at 6:00 p.m.

Caroline Nazareno, Chair
Skagit Transit Citizens' Advisory Committee

Attest:

Carolyn Chase
Transit Planner