



**HERNANDO COUNTY TRANSPORTATION DISADVANTAGED
LOCAL COORDINATING BOARD (TDLCB)
Subcommittee Meeting**

**Subcommittee to Explore Educating the Community of Available
Services for the Transportation Disadvantaged**

Thursday, August 8, 2024, at 2:30 p.m.

**IN-PERSON MEETING LOCATION: Hernando County Building Training Facility, 1661 Blaise Drive,
Brooksville, FL**

AGENDA

- A. Call to Order**
- B. Enter Proof of Public Notice into the Record**
- C. Review and Approval of February 8, June 4, and July 23, 2024, meeting Minutes**
- D. Review and Approval of Strategies to submit to the TDLCB November 14, 2024**
- E. Discuss Implementation Plan of Strategies and Task Assignment**
- F. Adjournment and Next Meeting**

**REVIEW AND APPROVAL OF MINUTES – FEBRUARY 8, JUNE 4, AND JULY 23, 2024 TDLCB
REGULAR PUBLIC MEETINGS AND WORKSHOPS**

Review and approve the Minutes of the Thursday, February 8, June 4, and July 23, 2024, meetings and workshops of the Hernando County Transportation Disadvantaged Local Coordinator Board Subcommittee.

Staff Recommendation: It is recommended the TDLCB Subcommittee review and approve the Minutes of the February 8, June 4, and July 23, 2024, meetings and workshops.

Attachment: Meeting Minutes from Thursday, February 8, 2024, June 4, and July 23, 2024



HERNANDO COUNTY TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD (TDLCB) SUBCOMMITTEE

Thursday, February 8, 2024

MINUTES - DRAFT

The Hernando County Transportation Disadvantaged Local Coordinating Board (TDLCB) Subcommittee held a public meeting beginning at 3:00 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, Person with a Disability
Gerry Whitted, Citizen Advocate – Transit User as Primary Means
Tracy Noyes, Florida Department of Transportation

MEMBERS ABSENT

Oliver Cromwell, General Manager of RATPDev LLC, Transit Contractor of Public Transit System

OTHERS PRESENT

Joy Turner, MPO Administrative Assistant III
Miranda Maldonado, Mid Florida Community Services, Community Transportation Coordinator

The purpose of the subcommittee is to develop an outline 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.

MEETING CALLED TO ORDER - Chair Samter called the meeting to order at 3:15 p.m.

REVIEW/APPROVAL OF MINUTES – DECEMBER 5, 2023, TDLCB SUBCOMMITTEE PUBLIC MEETING

Motion: A motion was made by Ms. Noyes to approve the December 5, 2023, Minutes of the TDLCB Subcommittee's public meeting. The motion was seconded by Mr. Whitted and the motion passed unanimously.

DISCUSSION ITEMS

Chair Samter proposed the subcommittee schedule meetings through the month of August. The subcommittee will meet at the Hernando County Building Training Facility, 1661 Blaise Drive, Brooksville, Florida, from 2:30 p.m. to 4:30 p.m. for the following dates:

- Tuesday, March 12
 - Tuesday, April 9
 - Thursday, May 9 (immediately following the TDLCB regular public meeting)
 - Tuesday, June 4
 - Tuesday, July 9
 - Thursday, August 8 (immediately following the TDLCB regular public meeting)
- To meet quorum for future meetings, three subcommittee members will need to attend in person.

RESULTS FROM THE BRAINSTORM SESSION

1. Use marketing material and public relations to educate the public (local radio, mailer, etc.).
2. Create a brochure or flyer that lists organizations/options that can provide transportation in Hernando County.
3. Create public service announcement videos that can be shared on county websites or YouTube (include a QR code where additional information can be located).
4. Create five, 2-minute public service announcement videos that address transportation needs/options.

NEXT STEPS

- For the March 12, 2024, meeting:
 - Each subcommittee member will bring their list of potential topics/content that could be showcased in a 2-minute public service announcement (PSA).
 - Each subcommittee member will bring their list of potential content for a brochure/flyer.
 - Each subcommittee member will bring their list of marketing suggestions that can be used to disseminate information to the public (radio, mailer, etc.).
 - Please bring five copies of your lists to provide to the other subcommittee members.
- The objective for the March 12, 2024, meeting, is to review, discuss, and prioritize list items.
- The objective for the April 9, 2024, meeting will be to formalize the information that will be presented to the TDLCB Board during the May 9, 2024, meeting.

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, March 12, 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.

[The March 12th and April 9th meetings did not meet quorum and no business was conducted. The May 9, 2024, meeting was postponed and not advertised due to member changes on the TDLCB subcommittee.]



HERNANDO COUNTY TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD (TDLCB) SUBCOMMITTEE

Tuesday, June 4, 2024

MINUTES - DRAFT

The Hernando County Transportation Disadvantaged Local Coordinating Board (TDLCB) Subcommittee held a public meeting 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, Person with a Disability
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.

MEETING CALLED TO ORDER - Subcommittee Chair Samter called the meeting 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 ¾ 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.



HERNANDO COUNTY TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD (TDLCB) SUBCOMMITTEE

Tuesday, July 23, 2024

MINUTES - DRAFT

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.