



# Meeting Summary

United Community Transit Coalition

Thursday, February 16, 2023, @ 2:00 PM

In-Person meeting

Meeting Duration: 90 minutes

Attendance		
Crystal Noles, <i>Butler County (Chair)</i>	Jenny Foster-Farquhar, <i>Derby</i>	Kristen McDaniel, <i>Haysville</i>
Raven Alexander, <i>Wichita Transit</i>	Dora Gallo, <i>WAMPO</i>	Kaylie Mistretta, <i>Mulvane</i>
Ashley Bryers, <i>WAMPO</i>	Alicia Hunter, <i>WAMPO</i>	Mike Spadafore, <i>Jayhawk Area</i>
Justin Constantino, <i>Andover</i>	Karen Kaufman, <i>Harvey County</i>	<i>Agency on Aging</i>
Nick Flanders, <i>WAMPO</i>	Lona Kelly, <i>Harvey County</i>	Emily Thon, <i>WAMPO</i>

## 1. Welcome

### A. Who, Agency, Why Transit

Ashley Bryers, WAMPO, opened the meeting and welcomed all everyone to the UCTC meeting at 9:30 AM. UCTC members introduced themselves, the agencies they work for, and why they personally/ professionally support transit.

Ms. Bryers went over the background of how the coalition was formed. The goal of this coalition is to answer the question of how to make transit more accessible to all in the region.

## 2. Goals, Motivation, & Team Operating Agreement

### A. Focusing Statement and Sign the Goals and Motivation Statement

Ms. Bryers led the Coalition Members in reviewing the coalition goals and identifying their own motivations for participating. These statements will be read at each meeting to review and set the intentions for the meeting.

### B. Signing of the Team Operating Agreement

Ms. Bryers also led the coalition members in signing a team operating agreement stating that they are committed to being an active participant in the UCTC and to the goal of regional collaboration.

## 3. Coalition Roles & Duties

### A. Full Coalition and Steering Committee

Ms. Bryers announced that within the UCTC, there are two identified positions: Coalition Member and Steering Committee Member. Each member agreed to take on the roles of their identified position.

**4. Tasks**

**A. Request for UCTC Logo design**

Ms. Bryers announced that a logo design contest will be advertised for the creation of a UCTC logo. The coalition discussed potential logo contestants could be local college students, transit riders, and/or high schoolers.

The coalition stated that a poster for the design request would need to be pushed to the public as soon as possible. WAMPO staff will create the poster advertising the UCTC logo design contest.

The discussion included that prizes for the logo contest winner could include a gift card, free transit rides, etc. These will be discussed with Jessica Warren, Mobility Manager, at a later date.

**B. Presentation of Future Tasks**

Ms. Bryers asked the coalition members - to create a profile of key decision-makers in their community. To include any information they have on how each person makes decisions - what motivations factor into their decision making process? - before the May 18th meeting.

**C. Presentation of Ridership numbers from each transit agency**

Alicia Hunter presented the numbers from each Transit Agency.

**5. Small group activity**

**A. Discussion: What do you need to fully tell the story, beyond the numbers?**

Lona Kelly, Harvey County, lead the UCTC members in a discussion that they are experts in their own communities, to gather in small groups to discuss how to best tell the story of transit in their community to answer how we as a group best access that information in order to tell a story that is rich, informative, and motivating?

1. What do you need to fully tell the story of the impact of transit on your community beyond the numbers?

Personal Stories	Family Impact	Letters of Support from riders	Videos
Time to do it	Internet/Soc Media	Newspapers	Events/Editorials
Economic Impact	Small Businesses	Funding Sources	Strong Partners/ Collaborations
In-person Education	Phys/Mental State Support	Population	Willing Participants
Local Comm Resources	Visual	Personal Story	Specific Locations

Demographic of Riders	Different Life Stages	\$1 for \$4 back when spent on transit	Letters of Support
Videos	Visual to Accompany Numbers	Personal	Specific Location
Breakdown of life stages – Seniors down to kids			

2. What have you used before? What worked and what didn't? If you had unlimited resources, what would be your dream method to tell that story of transits impact?

Yes. Didn't = Newsletters not always	Video/Visuals	Wrap the Bus	Commercials
CCTV in medical Ctrs.	Radio Spots	Social Media has worked	Website for Children/caretakers sake
Social Media to reach all ages			

3. How should you go about gathering this information?

Word of Mouth	Facebook	Public Access	Utility Bills
Postcards/Mailings	Going to the most popular locations	Utility bills	Mayors interviewed for project
Community Service	Gathering Data		

4. What storytellers would you use?

Someone Utilizing for Employment	Financial Impact	Stigma of service is only for elderly and disabled
----------------------------------	------------------	--

Coalition members discussed ideas of using the outside of vehicle as advertising places (bus stops, signposts, community boards, etc.) to showcase that their transit services, including the demand-response services, are not just for getting to medical appointments, but also for grocery shopping, beauty appointments, getting to leisure activities, etc. Another idea was to have brochures and easy-to-read information provided to those who could use transit services.

### B. Kansas Rural Transit: Connecting Everyone to Everywhere Video

To watch the video that was shown during the meeting please go to: <https://youtu.be/a-KWR6W-CDE> .

## 6. Adjournment

WAMPO's meeting minutes are not verbatim. TAC and TPB meetings are recorded and hosted on YouTube [@WAMPO Kansas](#). To request assistance accessing meeting recordings call – (316) 779-1313 or email – [wampo@wampo.org](mailto:wampo@wampo.org).

Crystal Noles adjourned the meeting at 3:30 PM.

**The next meeting will be on May 18<sup>th</sup>, at 2:00 PM**

