Dial-A-Ride Steering Committee

MEETING MINUTES
MONDAY, APRIL 29, 2019
1:30 – 3:00 PM
Transit Training Room, SMART Administration Building

Committee Members Present: Marie Alaniz; Tom Cole; Josh Golston, Vice Chair; Linda Howland; Kate Johnson, Chair; Priscilla Johnson; Chelsea Tschida

Committee Members Excused: Rose Case; Cindy Foster; Sadie Wallenberg; Mike Malchow-Hay; Rob Wiesenthal

Staff Present: Nicole Hendrix, Transit Management Analyst; Michelle Marston, Program Coordinator; Becky Vogt, Dispatcher; Tim Viets, Transit Supervisor; John Garland, Mobility Specialist

Discussion Items:

A. The Committee introduced themselves and provided updates.
   a. John is the new Mobility Specialist for SMART through a partnership with Ride Connection. John is available to provide travel training for seniors and/or people who have a disability on fixed route transit.
   b. Nicole – The Senior Day at the Capitol event has been put on hold. The organizers (AARP) have not finalized a date.

B. Meeting minutes from March unanimously approved with no edits.
   a. Becky made a motion to approve
   b. Motion seconded by Tom

C. Nicole and Michelle gave an interactive presentation on the tools and techniques to engage the public.
   a. SMART public involvement follows the International Association for Public Participation values (see PowerPoint for details).
   b. Topics to focus public outreach on included:
      i. Program prioritization (General public, medical trips, senior trips, etc.)

Minutes approved 5/20/19
ii. Desired destination (What are the most popular destinations or pick up points? Could there be a fixed shuttle?)

iii. Satisfaction of proposed changes (Gauge interest in shuttles, destinations, window times)

c. The Committee brainstormed a list of options (below) that could be used in this outreach process.

i. Who is our audience?
   1. Current DAR customers
   2. Older adults
   3. People who have a disability
   4. Family members/caregivers of DAR customers
   5. Businesses that DAR brings customers to
   6. Origin of trips
   7. Potential/future customers

ii. How can we inform?
   1. Direct mailing
      a. Large Post Cards (Linda)
   2. Boones Ferry Messenger (Kate)
   3. Post Office
      a. Focus audience by using housing data (Josh)
   4. Website (Kate)
   5. Posters
   6. Fact Sheets
   7. 211 – Clackamas County Social Services (Linda)
   8. Community events – town halls, social hours, farmers market

iii. How would we consult?
   1. Survey – Keep it short and not complicated so that non-DAR customers can participate
   2. Phone calls to people calling about DAR
      a. Rotate questions weekly to gather different data
   3. Timing
      a. Be where people already are – right before or after lunch hour, happy hour, events

iv. What extent should we involve?
   1. Marie mentioned a workshop might not be the right format to reach our target audience
      a. Linda recommends one-on-one conversations
      b. Maybe the road show would cover this
v. Incentivize participation with a raffle at each location.
   1. Could raffle off a trip to the movies or another experiences

D. Other Discussion Items:
   a. Sharing stories – Use quotes of customers to advertise service
      i. Priscilla shared her first experience riding DAR into Portland. She said it was nice to not worry about parking or the stress of driving. Michelle may quote her in the BFM.
   b. Better advertise that caregivers can ride for free with the person they care for.

E. Timeline
   May: Survey development/set public outreach dates
   June: Advertise public outreach, City Council work session update
   July: Conduct outreach
   August: Review outreach findings/blend with recommendations
   September/October: Final recommendation to Council/last meeting

F. Meeting adjourned 2:40PM

Committee Actions Items:
- Research what times work best for outreach at your specific locations
- Bring list of potential questions for survey
- Review meetings minutes and send edits to Nicole
- Share DAR updates with constituents, friends, etc.
  - If at any time you have or receive comments you would like to include for the record, please send those to Nicole.

Staff Action Items:
- Send out list of places to table (Nicole)
- Send Committee additional information on Senior Day at the Capitol (ten. May) (Elli)
- Update and maintain DAR webpage (Ongoing - Michelle and Nicole)

Next Meeting:
Monday, May 20, 2019
1:30 – 3:00 PM
SMART Administration Building
Dial-A-Ride Steering Committee Meeting
28879 SW Boberg Road, Wilsonville
April 29, 2019
1:30 – 3:00 PM

Agenda
1:30 – 1:40 Introductions/Updates (All)
1:40 – 1:45 Meeting Minutes (Hendrix)
1:45 – 2:15 Public Outreach Techniques Presentation (Hendrix/Marston)
2:15 – 2:30 Timeline/Next Steps (Hendrix)
Values

SMART outreach is guided by the International Association for Public Participation (iap2) values.

Those who are affected by a decision have a right to be involved in the decision making-process.

1. Inform - BFM, website, social media, information tables
2. Consult - Public comment, surveys, social media polling
3. Involve - Workshop, stakeholder interviews, focus groups
4. Collaborate - DAR Steering Committee
5. Empower - Final recommendation to Council
Topics to Highlight

1. Program Prioritization
2. Desired Destinations
3. Gauge Satisfaction
Inform/Consult

- **Goal:** Educate and obtain feedback on program prioritization, desired destinations, and satisfaction.

- **Techniques:**
  - Table
  - Survey
  - Public comment
  - Fact Sheets

**Who is our audience?**

**What techniques would best meet our goal?**

**Are there other actions we can take that aren’t listed above?**
Involve

- **Goal:** Address concerns and develop alternatives directly.

- **Techniques:**
  - Stakeholder interviews
  - Polling
  - Workshops

**Who is our audience?**

**What techniques would best meet our goal?**

**Are there other actions we can take that aren’t listed above?**
What resources do we have?

- **Time**
- **Materials**
- **Skillset**
Public Participation Timeline

April-May: Outreach preparation
June-July: Conduct outreach
August: Summarize findings