

LCTA Public Transit Ridership Forum Meeting Minutes

Minutes from the June 18, 2019 Public Transit Ridership Forum Meeting held at 3:00 PM at the LCTA HQ in Kingston, PA and via Facebook Live.

Present: Norm Gavlick (LCTA ED), Lorri Vandermark-Palovchak (LCTA), Frank Knorek (LCTA), and 22 online public attendees.

Statistics: 1.4K views, 30 comments, 15 likes, and 18 shares.

- An LCTA Official welcomed those in attendance, provided an overview of the meeting, and stated that today's meeting would center on National Dump the Pump Day and the LCTA Explore and Win Contest.
- An LCTA Official stated: "Route 24, the Francis Slocum State Park run, started this week, and runs until the end of August."
- An LCTA Official stated: "Thursday, June 20, 2019 is National Dump the Pump Day. All daytime and night service buses are free for the public to ride."
- An LCTA Official provided information on a major announcement concerning how to enter the LCTA Explore and Win Sweepstakes. A full announcement will be made on 6/20/2019 at the Wilkes-Barre Intermodal Center in-person by LCTA staff. LCTA staff will be at the Intermodal from 9:45 Am to 12 PM. Contest rules and information will also be posted to the LCTA website, and a live announcement will be made via Facebook Live from the Intermodal at 10AM.
- An LCTA Official provided an overview of the contest prize packages. First prize is worth \$750, and second prize is worth \$600.
- An LCTA Official stated: "Thursday is also the start of the downtown Wilkes-Barre Strawberry Festival on Public Square from 12-4PM. All LCTA buses start and end at the Intermodal, so come on down to the festival and ride for free."
- The LCTA ED stated: "Get on the bus and come to beautiful Downtown Wilkes-Barre...bring a friend too and ride for free on Thursday."
- An LCTA Official provided an update on the downtown rider survey. The survey is being conducted to examine the shopping and spending habits of riders once they arrive downtown. LCTA annually carries over 1.2 million riders into the downtown. The survey link is posted on the LCTA website.
- An LCTA Official stated: "LCTA will have a booth at the Wilkes-Barre Farmers Market this year."
- The LCTA ED held a public comment and Q&A session for those in attendance at the meeting with the online audience. Topics ranged from updates on the following items: Francis Slocum Summer

Run; PennDOT FRITS project; South Valley and Hazelton route/service expansion project; New CNG buses and paratransit vans on order; and bus stop sign project.

- The LCTA ED provided an overview of National Dump the Pump Day, Downtown Wilkes-Barre Strawberry Festival; and all the activities to do while in Downtown Wilkes-Barre, and at Francis Slocum State park via Route 24.
- An LCTA Official stated: “LCTA will be providing free transportation, after 4 PM, during the month of July to the Riverfront Park Concert Series. An overview of LCTA providing public transportation to community events was explained to the audience.”
- The LCTA ED recognized the hard work of all employees, specifically thanking the drivers and mechanics who keep nearly 100 revenue vehicles on the road each day.
- The LCTA ED stated: “Please like and share our social media posts online. Bring a friend to ride the bus for free on Thursday for National Dump the Pump Day. We will see you next month, thank you for tuning in today.”
- The next LCTA Public Transit Ridership Forum meeting will be held at a time and location to be determined, and will be advertised to the public in advance.