

The St Cloud Metro Bus Rider Advisory Committee (RAC) held a meeting on Tuesday, June 21, 2016 at 12:07 p.m. at the Mobility Training Center, 700 W. St. Germain St., St Cloud, MN

The following individuals were in attendance: Brenda Severson, David Williamsen, Debbie Anderson, Kim Hoff, and Berta Hartig

1. Welcome:

Debbie welcomed everyone and introduced Berta Hartig, Marketing/Communications Manager at Metro Bus. She is working on some updates and changes to some of our materials. She has been working with some outside agencies on different projects.

2. Old Business:

RAC Email: Nothing new came in.

Vice Chair Appointment: Debbie sent out an email to committee members. The vote came back and Brenda was appointed. Brenda accepted the position. Discussion will be made regarding terms expiring.

3. New Business:

Marketing Updates and Changes:

Berta stated we are working with PAVLOV out of Texas for our website. We chose them because they have experience making trip planners, and that was identified as the most important thing to have on our new website. Our goals were to create a website that was user friendly, up-to-date, looked more modern, and mainly to help people figure out to where they need to go. This website will be ADA compliant. We will also be having a link to a test site for the visually impaired. They can let us know how their screen readers are reading our website, and we can make adjustments as necessary.

We have a group of employees who have been giving input on a few different website options. We went with a "life in motion" design.

Brenda asked if this would replace calling in for Dial-A-Ride. Berta answered no, it just gives information on Dial-A-Ride. Berta also highlighted other areas of the website.

Right now we are in the process of proofing all the copy, putting everything in customer friendly terms.

We are working on a photo shoot for next week as well.

Brenda asked if the map shows service area. Debbie answered that yes the route is shown and that our service area is $\frac{3}{4}$ of a mile from a fixed route and that is shown in cream color.

Open Discussion: Nothing

4. Adjournment: The meeting adjourned at 12:50 p.m.

