

Mass Transit and Highway Advisory Commission  
Agenda  
September 24, 2019, 6:30 pm  
Sprenkel Room, Town Hall

Present: Herb Asplund, Terry Hart, Jim MacPherson, Josh Johnson, Thomas Scheinblum (intern), Sue Larsen, Bob Dickinson, Kathy Hale, and Karen Wagner, Amy Parameter (guest speaker)

Herb Asplund lead the Pledge of Allegiance

The minutes were approved with one correction. Under Old Business, 1, Mike Maniscalco is the new town manager, not the mayor. Under Old Business, 3, the name of the Teen Center coordinator was misspelled. It is Lian Smith.

The agenda was approved with one correction. The next meeting is Oct. 22, not Sept. 24.

Amy Parameter, the person who conceived of the WeHa bus around West Hartford Center spoke about the project. She said that she worked with the person at WeHa, a local booster group, to get sponsorships. The free shuttle is available by appointment for residents within a certain range of the Center. It holds 14 people. It runs Thursdays, Fridays and Saturdays from 4:30 pm to 11:30 pm. They work with a private vendor, Premiere Limousine, completely independent from the town. Bob Fleet, the sales manager, is a member of the South Windsor Chamber of Commerce. She described how she conceived of the idea as a way to alleviate traffic congestion and parking problems in the Center. Sponsorships were easy to get because the Center is very busy and a good place to advertise. Sponsorships were \$5,000 each. She suggested using incentives such as store discounts for riders and video ads for merchants. She also mentioned the American Public Transit Association as a place to get information about self-driving shuttles for short distances. Connecticut is seeking four test sites and only Windsor Locks has applied. She observed that we may need money from different buckets because our goal is different. She also suggested seeking a partnership with UConn and developing a vision statement and plan of action before we proceed with funding.

**Old business**

*Bus education programs:* Teen Center – Sue Larsen has set up a program on bus education at the teen center for Oct. 16 from 2 to 4 pm. Lian will handle publicity. Permission slips are needed for the bus ride.

*Heritage Day:* Karen Wagner reminded everyone that we have a booth for Heritage Day, which is Saturday, Oct. 5 from 9 am to 4 p.m. She passed around a list for people to sign up for hours to help man the booth.

*Grants:* Josh Johnson reported on the initial meeting of the Hartford Foundation for Public Giving local grants meeting. The towns are appointing selection committees to from advisory

committees to decide how to distribute the \$100,000 grants. He has asked to be assigned to the advisory committee. Someone at the meeting nominated him but the final choices are not known yet and may not be until November. About 20 people from South Windsor attended the meeting. Intern report: Karen Wagner thanked Thomas Scheinblum, our intern, for his great work over the summer. His obligation is complete but he has expressed interest in staying involved and is welcome at any meeting. Thomas summarized how he created the town profile by using GIS mapping of several population groups, such as households without vehicles, low-income households, and households with teenagers, that are of interest to grant foundations. He will send the link to Karen who will forward to the entire Commission to study. Thomas advised that going forward Commission needs to firm up its plan of action and create a specific vision statement for the project. The Commission agreed to spend the major part of the October meeting on that task and use Thomas' mapping as a reference for that discussion. Terry Hart said the Commission needs to figure out the timeframe when each target group would use the bus and how they might or might not overlap. He also urged firming up the likelihood of each cohort using the bus and when that use might occur. Those will be included in the discussion.

#### New business

Mapping: Karen Wagner passed around maps with every bus stop in town marked as well as important destinations such as FedEx and Geissler's. She discussed how we might think about rerouting the bus or filling in gaps where it doesn't run. She asked Commission members to drive around town and think of other destinations that need to be added to the map.

The meeting was adjourned at 8:04.

The next meeting is Oct. 22.