



CHAMPAIGN COUNTY
REGIONAL PLANNING
COMMISSION

Human Services Transportation Plan (HSTP)

Date: Thursday, December 12, 2019
Time: 10:00 a.m.
Place: Brookens Administrative Center
John Dimit Conference Room
1776 E Washington St, Urbana, IL 61802
Chair: Chair of Technical Committee: Emily Dobson
Chair of Policy Committee: Kelly Lockhart
Members: **Technical Committee:** Larry Fisher, Evan Alvarez, Mike Brown, Beth Beck-Marts, Kaycie Sanders, Amy Brown, Joe Rasmussen, Brad Parks, Patrick Harness, Mervet Adams, Jonathan Burns, Lynette Ashmore, Ryan Raleigh, Paul Cook, Jermaine Raymer, Jami Trybom, Jeffrey Drake, Susan Love, Laura Dick, Emily Dobson, Gale Kirkpatrick, Cory Young
Policy Committee: Giraldo Rosales, Kelly Lockhart, Luke Parr, Don Munson, Debra Kraft, Roger Glazebrook, Dale Lattz, Barbara Bennett, Steve Gulick

AGENDA

- I. Call to Order, Roll Call
- II. Approval of Agenda
- III. Approval of Minutes
 - A. Technical & Policy Committee Meeting September 19, 2019
- IV. New Business
 - A. Presentation of Sensitivity Training for Persons with Disabilities by SAIL, Inc.
 - B. Nomination and Approval of HSTP Policy Chair
 - C. Presentation and Approval of 2018 Report Card
 - D. Breakout for Subcommittees: Community Outreach, Service and Training, and Vehicle Maintenance
- V. Committee Announcements
- VI. Audience Participation
- VII. Adjournment

Champaign County Regional Planning Commission strives to provide an environment welcoming to all persons regardless of physical or mental challenges, race, gender, or religion. Please call 217.328.3313 to request special accommodations.



Champaign County Urbanized Area Transportation Study
A program of the Champaign County RPC

1776 E. Washington St. Urbana, IL 61802
P 217.328.3313 F 217.328.2426
TTY 217.384.3862 CCRPC.ORG

people.possibilities.



CHAMPAIGN COUNTY
REGIONAL PLANNING
COMMISSION

Human Services Transportation Plan (HSTP)

Date: Thursday, September 12, 2019
Time: 10:00 a.m.
Place: Human Resources Center of Edgar and Clark
406 N. Second Street
Marshall

Members Present: Technical Committee: Larry Fisher, Beth Beck-Marts, Kaycie Sanders, Tim Ard (Proxy for CRIS Rural MTD), Joe Rasmussen, Brad Parks, Patrick Harness, John Cline (Proxy for Human Resources Center), Lynette Ashmore, Cory Young, Paul Cook, Jami Trybom, Jeffrey Drake, Ron Frost (Proxy for Shelby County Community Service), Laura Dick
Policy Committee: Kelly Lockhart, Luke Parr, Bill Wagoner (Proxy for Douglas County Board, Roger Glazebrook, Keri Nusbaum (Proxy for Piatt County Board), Tim Ard (Proxy for Vermillion County Board)

Members Absent: Technical Committee: C-CARTS, Charleston Transitional Facility., Health Alliance, Macon Resources, Inc., PACE, Inc., Soyland Access to Independent Living, Swann Special Care Center
Policy Committee: Champaign Count Board, Macon County Board, Shelby County Board

Staff Present: Kristen Gisondi, Debbie Peterik

Others Present: None

MEETING MINUTES

Subject to Review and Approval

- I. Call to Order
Mr. Lockhart called the meeting to order at 10:07 a.m.
- II. Roll Call
The roll was taken by written record and a quorum was declared present.
- III. Audience Participation
None
- IV. Approval of Agenda

Champaign County Regional Planning Commission

1776 E. Washington St. Urbana, IL 61802
P 217.328.3313 F 217.328.2426
TTY 217.384.3862 CCRPC.ORG



Mr. Lockhart commented that the order of the agenda would change, moving Item D up to the first position of the agenda.

Technical Committee: Mr. Parks made a motion to approve the agenda. Mr. Harness seconded. Upon vote, the motion carried unanimously.

Policy Committee: Mr. Wagoner made a motion to approve the agenda. Mr. Glazebrook seconded. Upon vote, the motion carried unanimously.

V. Approval of Minutes

Technical Committee: Mr. Harness made a motion to approve the HSTP Meeting Minutes of June 20, 2019. Ms. Dick seconded. Upon vote, the motion carried unanimously.

Policy Committee: Mr. Glazebrook made a motion to approve the HSTP Meeting Minutes of June 20, 2019. Mr. Wagoner seconded. Upon vote, the motion carried unanimously.

VI. New Business

A. Approval of 2020 Meeting Schedule

Ms. Gisondi presented the 2020 Meeting Schedule for the HSTP Region 8 Committee. The committee meets quarterly on the third Thursday of the month from 10 a.m. to Noon:

- March 19, 2020 – Lifespan Center, Charleston
- June 18, 2020 – Arcola Center, Arcola
- September 17, 2020 – Brookens Administrative Center, Urbana
- December 10, 2020 – CRIS Mass Transit, Danville

Technical Committee: Mr. Harness made a motion to approve the HSTP 2020 Meeting Schedule. Ms. Sanders seconded. Upon vote, the motion carried unanimously.

Policy Committee: Mr. Wagoner made a motion to approve the HSTP 2020 Meeting Schedule. Mr. Glazebrook seconded. Upon vote, the motion carried unanimously.

B. Presentation on Developing a Marketing Plan

Highlights of the presentation are below:

- Rural transit agencies serve a challenging market. Some of the challenges include:
 - High need with higher age population in rural areas and lower population density
 - It is costly to provide demand-response service (fixed route is less costly)
 - Older population on average
 - Difficulty for some users to travel alone
- Some methods of low-cost marketing plans include emails, newsletters, website, social media, posters and brochures, and attending community events.



- Some high-cost methods include newspaper, radio and direct mailing.

Detailed marketing ideas can be found in the presentation on the website: [September 12, 2019 HSTP Meeting Presentation](#).

Mr. Drake from RIDES commented that they do some social media advertising and it has been effective. They also use social media for employment notices and have received great feedback. Ms. Gisondi inquired if they track any of the targeting. Mr. Drake commented that they have, but some of the targeting has been more effective than others. RIDES have a partnership with SIU, so they have been able to target the younger demographics at the college.

C. Presentation on Operator Recruitment

Ms. Gisondi presented the following comments and suggestions for hiring:

- Hiring and retention is important because it can help with less turnover and less time spent on training.
- Promote and post openings frequently on social media.
- Use multiple sources such as Indeed, LinkedIn and Ziprecruiter for recruiting.
- Post job openings at schools and on buses.
- Create a realistic job preview video of a driver discussing what it is like to work for your organization.
- Establish an employee referral and incentive program.
- Review your current salary scale.
- Encourage new hires to obtain their CDL license. Some providers pay a higher wage once drivers have gotten their CDL.
- Provide the employees with on-going training.
- Establish an employee recognition program.

Ms. Dick commented that Show Bus has always offered health insurance and the company covers 90% for full time employees. Health benefits used to be a huge draw, but not as much as before. They have increased their wages instead.

Ms. Beck-Marts commented that CIPT found large group orientations to be more effective than orientations with just one or two individuals. Retention of new hires has increased when they train new drivers in larger groups.



D. Breakout Subcommittees

1. Service and Training – Kaycie Sanders

- The discussion covered mobility managers and travel trainers. CIPT was the only provider that had mobility managers, and they have two. Their mobility managers oversee marketing, customer outreach, special problems that may arise with clients and how to accommodate them, customer advocacy (they are coming to the direct supervisor for the driver), more of the day-to-day operations, best practices, methods for training the public and client, and brochures.
- Piattran has a partnership with St. Anthony. They created a video on how patients that are discharged can use the service.
- For the dialysis patients, they are in contact with the agencies or facilities in order to accommodate their clients.
- The group would all like to offer travel training but do not.
- For driver safety training, the fire department came out and filled the bus with fake smoke as the drivers were on the bus. The fire department showed the driver how to ventilate the bus and gave the driver the idea of being a passenger as well. The fire department would like to do a roll-over simulation in future trainings.
- CRIS has been in contact with NRMI to make suggestions, and they provided links to JJ Keller website that offers webinars and driver training.
- SWAT will be providing future active shooter training on the bus.
- Providers are working on the possibility of having volunteers ride with the passengers.
- Ask local organizations such as churches and city administration to share driver job posts and volunteer needs. Piattran works with United Way, attends their meetings, and talks about their job needs. Also contact Chamber of Commerce and other agencies to share provider postings on Facebook.

2. Community Outreach – Patrick Harness

- There was a lot of discussion about Facebook.
- Many providers find word of mouth effective and offer a stipend to passengers who refer another rider to use the service.
- A consumer contacted the provider via the website for a particular ride, which is an opportunity to market.
- Attend senior fairs to get the word out. Have door prizes.



CHAMPAIGN COUNTY
REGIONAL PLANNING
COMMISSION

- It is very important to have a good brochure and offer give-a-ways.
- Offer free rides to riders age 60 and above.
- One provider goes to the high school in the fall to get the word out.
- Provide a raffle for a picnic basket. Will draw consumers to the website.
- Provide an incentive to recruit new riders.
- Provide free rides to people on probation or new releases.

3. Vehicle Maintenance – Laura Dick

- New drivers are not aware of warning signs that a bus is in need of repair and that also impacts mechanics if there is a turnover in mechanics.
- The hourly wage appears to be the primary attraction.
- One thing we can offer is a different work environment. In the past, they would get interns in high school who have gone through vocational training for automotive. It is very humanitarian, mission-oriented work environment which is very different than working in a shop.
- There are reoccurring issues with maintenance for some entities. Buses are hard to keep on the road. There is concern about when providers are going to get new vehicles. Some of the repairs become costly. Ms. Sanders commented that the 26-passenger bus from cycle year 2018 CVP was delivered. They have a couple of 14 passenger buses coming as well.
- The group thought it was a tremendous idea to work with junior colleges.
- There was much discussion about on-the-job training for vehicle maintenance as well as CDL training. It was mentioned that Relias and JJ Keller as good resources for on-line training, and, a recruitment tool.
- Vehicle disposal is an issue.
- Some of the lifts in the super medium vehicles have experienced metal fatigue.

VII. Committee Announcements

- Ms. Gisondi commented that she is waiting for report card data from some agencies. In addition, she would like to be copied on IDOT Certifications that are due on September 30.
- Ms. Trybom from Piattran commented that Piattran has been in existence since 1982, and they will be honoring their millionth rider in mid to late October. The newspaper and media will be involved.

Champaign County Regional Planning Commission

1776 E. Washington St. Urbana, IL 61802

P 217.328.3313 F 217.328.2426

TTY 217.384.3862 CCRPC.ORG



CHAMPAIGN COUNTY
REGIONAL PLANNING
COMMISSION

- Ms. Sanders mentioned that Dial-A-Ride is having a fundraiser car show on Saturday, October 5 at the LifeSpan Center in Charleston. Registration is from 10 – 2 and 12 – 2 is the actual show. Activities include the radio station coming out, food is available and bumper cars.
- Mr. Drake commented that he has met with LogistiCare, and they are open to splitting trips and billing between different providers.
- Ms. Gisondi commented on three upcoming events:
 - Illinois Public Transit Association Fall Conference is September 18 – 20 in Rosemont.
 - RTAC Driver Training is September 28 from 8 – 4 in Urbana.
 - IDOT Vehicle Maintenance Forum is October 9 from 9 – noon in Springfield.

VIII. Audience Participation

None

IX. Adjournment

There being no further business, the meeting adjourned at 11:35 a.m.

DRAFT

Champaign County Regional Planning Commission

1776 E. Washington St. Urbana, IL 61802

P 217.328.3313 F 217.328.2426

TTY 217.384.3862 CCRPC.ORG

people.possibilities.