



City and County of Broomfield
Broomfield Senior Services
Local Coordinating Council for Human Services Transit

Minutes

March 9, 2018

9:30 – 11:00 am

Special Note: Thank you to the Broomfield Veterans Memorial Museum for graciously hosting our March 9th Broomfield LCC Meeting. We had a great LCC meeting, and an awesome tour. Thanks guys!

1. Welcome & Introductions

- a. Ed Michio: Broomfield Veterans Memorial Museum
- b. Roger Beilfuss: Broomfield Veterans Memorial Museum
- c. Aaron: Broomfield Workforce Center (Veterans Representative)
- d. David Jones: Broomfield Workforce Center (Business Services)
- e. Bob Davis: Human Services Advisory Committee
- f. Jennifer Hussey: Broomfield EasyRides
- g. Jim Newell: Anthem Ranch 55+ Village
- h. Sarah Grant: CCOB Community Development Planning
- i. Teague Kirkpatrick: Broomfield LCC Chair

2. Approval of February 2018 Minutes

- a. Approved

3. General Discussion

- a. How do we move forward with our Strategic Foundation Document?
 - i. July Meeting -> Review first 6 months, and revise as necessary
 - ii. Get it online: Sarah Grant to own
 - iii. Provide team url for online access to our page:
 1. Broomfield: www.broomfield.org/374/Transit-Buses
 2. DRMAC: www.drmac-co.org/lccs/
 - iv. NOTE: We are currently finalizing our long-awaited Broomfield LCC Webpage. I am aware that there currently is no info regarding the LCC, but it is coming soon!
- b. Pamphlet for Top Transit Websites
 - i. There's a ton of local and regional transit information online, but how do you find this if you're not a Web Services Expert (i.e. Millennial 😊)
 - ii. LCC could create a small, colorful, helpful pamphlet, highlighting the top 3-5 websites, with a brief explanation
 - iii. Voted that this should be a future Broomfield LCC initiative: Favored & Approved



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4. Business Agenda

- a. Car Fit Event: Updates & Discussion
 - i. Broomfield LCC Event is now on the Drive Smart Car Fit events page
 - ii. We have Drive Smart Flyer (See attachment in email)
 - 1. Carolyn Romero – EasyRide Resource Person is assisting in marketing
 - 2. Jennifer looking at different ways to promote this at the Community Center, and other avenues
 - 3. Jennifer to investigate Hospital participation
 - 4. Put in the Enterprise?
 - 5. Social Meeting Posts (NextDoor App)?
 - 6. Handout – Broomfield LCC – Join Us (Teague to own)
- b. Anthem Ranch Event
 - i. Neighbor-2-Neighbor Group Leaders - Jennifer to attend March 14th meeting.
 - ii. June 27th – Pat Pearson from SRC – Community Meeting- Broomfield Transportation Options (EasyRides may co-present)
 - iii. Jim is going to get Getting There Guide on Anthem's new website
- c. June Meeting: Pre-planning Meeting for July ½ Year Review
- d. April Speaker secured: CoPIRG, Colorado Public Interest Research Group, is a consumer group that stands up to powerful interests whenever they threaten our health and safety, our financial security or our right to fully participate in our democratic society.
- e. Special Services Monthly Report (provided by Sarah Grant)
 - i. Ridership is currently low, due to the expanded service area
 - ii. Doubled Service Hours, but haven't doubled Ridership
 - iii. Needing to get to 4 rides/hour (currently doing 1.5)
 - iv. Grant expires in 18 months
 - v. If ridership does not increase, danger of a removal the 2016 expansion, plus possibility of future expansion
 - vi. Tactics to increase ridership
 - 1. Broomfield is going to buy-out the fare-box for June-Aug. – Free Rides for everyone
 - 2. Sarah will begin working with numerous local programs (workforce, libraries, youth programs, etc.)
 - 3. Mass mailer – Postcard to every house
 - 4. Social Media Strategy
- f. MSA & VTCLI Overview (provided by Teague)
- g. Congrats to our newly appointed DRMAC Liaison, Jennifer Hussey!
 - i. Responsibilities include Monthly DRMAC Meetings and Annual Regional LCC Meeting
 - ii. Favored, Voted & Approved!

5. Museum Tour (10:30-11:00)



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NEXT MEETING
April 13, 2018
9:30am-11am : Broomfield Community Center (280 Spader Way, Broomfield, CO 80020)

January 11, 2018	1. Guest Speaker: Kate Williams, DRMAC
February 9, 2018	1. Guest Speaker: Scott McCarey (Transportation in the Greater Denver Area)
March 9, 2018	1. Hosted Location for LCC Meeting: Veterans Museum
April 13, 2018	<i>Open</i>
May 11, 2018	1. Car Fit Event
June 8, 2018	<i>Open</i>
July 13, 2018	1. ½ Year in Review 2. Open House Recruitment Focus
August 10, 2018	1. National Night Out
September 14, 2018	1. Work force Event
October 12, 2018	<i>Open</i>
November 9, 2018	1. Living Balance Event
December 14, 2018	1. Holiday Meeting 2. Year in Review