

**January 11, 2019**

**Broomfield LCC Minutes**

1. Welcome & Introductions
  - a. Tim H. - Broomfield (Veterans Program)
  - b. Bob D. HHS Advisory Committee
  - c. Thalia Foster - Cultivate
  - d. Hank - Senior resources Center
  - e. Roger - Broomfield Veterans
  - f. Sarah G. - Broomfield Transportation
  - g. Carol B. - DRMAC
  - h. Fond B. - Broomfield Senior Services
  - i. Jennifer Hussey - Broomfield Easy Ride
  - j. Maria H - DRMAC

LCC welcomed an introduction from Thalia regarding Cultivate.

Cultivate is a non-profit that has been around for 45 years and is a volunteer powered service with 450 active volunteers and up to 700 in the summer. Their goal is to keep seniors in their homes by helping with with mobility/transportation, yard work and snow shoveling. They primarily work in Boulder County but are expanding their reach to Broomfield and Weld, starting with veteran focused services with medical trips and to the VA,. Currently funded primarily through state AAA grants and Boulder County.

Cultivate has connected with City & County of Broomfield Veterans staff and will be providing VA and medical trips to anywhere.

2. Approval of the December Minutes - Approved
  
3. Business Agenda
  - a. Member Position & Nominations - Positions were reviewed & members asked to describe the duties of their positions. Send to Teague
  - b. Discuss Objective #1: Increase Community Outreach and Education

i. Marketing:

1. Pamphlet of Transit related information (should be larger font size) to residential complexes and medical offices. All transit services: Easy Ride, Flex Ride, Access A Ride, Cultivate for Veterans and Volunteers programs, DRMAC Getting There Guide, LCC meetings etc.

2. Information Kiosks at Civic Centers/offices with transit/transportation related information
3. Campaigns like the Free Fare Summer for Call N Ride (FLexRide)

ii. Increase Community Engagement Opportunities & Events:

1. National Night out
2. Car Fit Fair
3. HHS Roadshow of Services to include Transit information
4. Neighborhood meetings upon request (Anthem, Skyestone)

iii. Education:

1. RTD Experience Travel Training- Increase awareness of service and schedule more events
2. Review & Update City website for transportation info.

LCC noted a key issue seems to be that residents, Broomfield staff and volunteers are unaware of transit services that are available, and we need to be proactive about options.

Look for opportunities to increase awareness among residents that may need these services now or in the future. Work with Broomfield Communications to develop strategies and look for opportunities to increase awareness and knowledge among targeted populations and staff. Ideas discussed included:  
Coordinate with City Communications: B-in the Loop, Next Door, Channel 8, other social media etc  
Review City website information  
Educate staff about options,  
Senior Center newsletters/HOA lists  
Develop a simple presentation  
Broomfield Transportation "Hotline" (Easy Ride?)