

TRADE ADVISORY COUNCIL

MINUTES

WEDNESDAY, JANUARY 17, 2007

I. Call to Order

Chairperson Art Ball called the TRADE Advisory Council Meeting to order at 4:48 p.m. on Wednesday, January 17, 2007.

II. Attendance

Members Present: Art Ball, Wayne Kraemer, Otilie Lucas, Steve Ronin, and Nicole Davis.

Staff Present: Marty DeNero, Tim Sharpe, Donna Povia and Angela Termen.

III. Approve Minutes

Members approved the Minutes from November 15, 2006.

Marty said there has been an adjustment to the dates for the Stakeholder meetings for United We Ride. The first meeting for the Kickoff and Community Self-Assessment will be January 23, 2007 at The College of New Jersey.

IV. Open Issues

a. Ridership Update

Annual ridership for 2006 was 124,704 rides, an increase of 14, 276 rides (13%) from 2005 and 33% compared to 2004. .

Art Ball said that last year the Advisory Council distributed a letter to the County Executive and the Board of Freeholders to commend TRADE for exceeding 100,000 rides and he would like to do the same this year.

b. Voluntary Donation Policy

Mr. DeNero reported on the Voluntary Donation Policy saying that the drivers distributed letters and envelopes to customers and TRADE has received 40 donations so far, at approximately \$1,200 in donations. He said he would like to repeat this procedure every 6 months.

c. Human Service Coordination Plan Update

The responsibility for the local Human Service Transportation Coordination planning in New Jersey has been delegated to the counties.

Tim Sharpe from N. J. Transit commended Marty on a job well done for putting the Steering Committee together for Mercer County. The first meeting for the Steering Committee will be Tuesday, January 23, 2007. One hundred mailings were sent out, and 40 people responded.

V. New Business

a. Requests for Transportation from Community Organizations

TRADE continues to maintain a waiting list for trips to employment and dialysis. Within the past two months, the waiting list has been reduced by approximately 50%. Over the past two and one-half years, TRADE initiated or improved transportation to customers associated with several organizations, including: Princeton Dialysis Center, Washington Township Senior Center, Hamilton Township Senior Center, Elm Court, East Windsor Senior Center.

Marty explained that it will be difficult to accommodate more formal requests from organizations. Ridership has increased significantly yet a waiting list still remains. TRADE will begin to focus on individuals who are waiting for service, rather than making commitments to community organizations. The Human Service Transportation Coordination Plan will identify the gaps in transportation and the Coordination Plan will seek to identify new sources of funding.

TRADE will begin the process to obtain new software for scheduling and dispatch in 2007, which should provide more efficiency in scheduling rides. This alone may help to increase ridership.

b. Community Outreach

Marty met with Concerned Pastors who represent 39 different groups around the county, to address the need to outreach to the diverse minority community in Mercer. TRADE also plans to produce a Spanish version of our Brochure.

c. Legislative Update

Art Ball provided information on an Assembly Bill and Senate Bill, which will provide additional funding to County Paratransit programs through Casino revenue. Both bills passed out of their respective committees and now will need to be heard by Assembly and Senate finance/budget committees.

VI. Set Next Meeting Date

Our next meeting will be February 21, 2007.

VII. Adjournment

The meeting was adjourned at 6:05 p.m.