

**BAYFIELD COUNTY DEPARTMENT OF HUMAN SERVICES  
TRANSPORTATION COORDINATING COMMITTEE  
MICROSOFT TEAMS MEETING**

**October 12th, 2021  
3 - 4 PM**

Final-approved at 11/09/21 TCC meeting
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**Committee Members Excused:**

**Committee Members Present:** Beth Probst, Jeremy Oswald, Carla Becker, Mary Dougherty, Perri Campbell-Shuga

**Committee Member Absent:** Jeff Benton

**Staff Present:** Carrie Linder, Elizabeth Skulan

**Other Present:** Pat Daoust, Jenise Swartley

**Call to Order and Introductions**

Mary Dougherty called the meeting to order at 3:01 PM.

**Agenda item** (List each individually and provide brief overview)

**2. Discussion and Possible Action** – Review of the August 23, 2021 Meeting Minutes  
Motion by Carrie, second by Jeremy to approve the minutes, motion carried.

**3. Shared Ride Taxi Project-Review and Discuss**

Bayfield County has allocated \$25,000 for the next two years from ARPA to the door-to-door van service. Pat has put together the proposal for this service that will be submitted to WisDot. He continues to look into other transportation grants to support the service. He is going to launch it strictly as a BART Van Service rather than a “shared ride” project. A shared ride service would need to be contracted out and therefore would require BART to go through additional application processes to start the service. This will not affect the funding allocated by Bayfield County. As of now, the tentative timeline to start this door-to-door van service is January 2022. The next step for this committee is to develop a marketing and communication campaign. A direct mailing would be one of the most effective ways to get the word out. Northlakes contracts with ProPrint out of Duluth to do direct mailings. Proprint verifies the addresses with the Post Office’s mailing lists. This mailing list includes renters and other people who are not the primary owners of the home they live in. Ideally, the mailers will be sent out in mid-December to arrive around the holidays when family members are visiting their aging parents. Proprint takes three weeks to send out mailers. Carrie is going to follow-up with us about the direct mailers timeline after she touches base with Proprint and Heart Graphics. Jenise and Mary will draft a postcard to direct mail. Flyers should also be distributed at healthcare facilities, community service organizations, and other places people need transportation to and from. We should write a press release to ADP and Bottom Line News mid-January. Social media posts should also be developed.

**4. Discussion and Possible Action 2022 85.21 Grant application**

The grant application was reviewed by this committee. Motion by Jeremy motioned, second by Beth to recommend the approval of this application at the HHS Board and to bring this application to a public hearing on October 25th. Motion carried.

**5. Discussion and Possible Action - Request by Forward Horizons**

They are requesting to purchase two wheelchair accessible vans through the 83.21 grant to transport their clients. Forward Horizon works with people with disabilities and older adults. Motion by Carla, second by Perri to approve their request. Motion carried.

**6. Discuss next action steps**

The committee will continue to develop and implement a marketing and communication plan for the new door-to-door van service. This should include developing a year-round marketing strategy for all transportation services in the region more broadly.

**Future Meeting Date**

Next meeting **November 9th at 3:00 PM.**

**Adjournment**

*Motion by Carla, second by Carrie to adjourn at 4:01. Motion carried.*

Minutes respectfully submitted by Jenise Swartley