

THESE MINUTES ARE SUBJECT TO APPROVAL AT THE NEXT  
ESTUARY TRANSIT DISTRICT BOARD MEETING

ESTUARY TRANSIT DISTRICT  
MARKETING COMMITTEE MEETING  
ETD OFFICES, 91 N. Main Street, Middletown, CT with Remote Options  
THURSDAY, SEPTEMBER 12, 2024, at 9:00 AM

I. CALL TO ORDER

The meeting was called to order by Leslie Strauss, Chair at 9:00 a.m.

II. ROLL CALL

A quorum was established with the following committee members present: Jim Irish, David Lahm and Leslie Strauss, Chair

Staff: Joseph Comerford, Executive Director; Christina Denison, Executive Assistant (partial meeting, Items III-VI) and Brendan Geraghty, Transportation Planner

III. OLD BUSINESS

1. Current Initiatives –

- Bus Shelters- 5 new bus shelters will be installed in Middletown by the first of the year. Plans to market the new bus shelters were discussed. Brendan Geraghty reported that an electronic real time sign has been installed at the Old Saybrook Train Station and another at the Middletown bus terminal. A third will be installed at the Madison VISTA campus. The installation of vinyl system maps on the bus shelters was discussed; the maps would include a QR code directing riders to the statewide Transit Royale app. Geraghty will obtain pricing from the designer.
- Statewide Transit App - Joe Comerford shared CTDOT's Transit Royale report and noted that it is widely used by RVT riders. He noted that the district's Token Transit app is connected to the state's app allowing riders to buy tickets directly through the app. He also reported that the Royale app allows each district to put up individual banners and send out alerts.
- Payment Options – Geraghty reported that the State has taken the reins on promoting the Tap and Ride pilot program which will be launched soon. There will be an opportunity for the Marketing Committee to be involved once the program is launched.

2. Xtra Mile Promotions – Geraghty has done many tabling events to promote the service. Rack cards have also been distributed to senior centers and social service organizations.

3. Social Media – Digital promotion vs. print ads was discussed.

4. Future Initiatives – A digital promotion campaign, focusing on service expansion, real time notification, and Tap and Ride will be initiated. Susan Rubinsky

Marketing Consultants will be contacted for a proposal. The firm is currently working on advertising for the new taxi voucher program which goes into effect in October. Comerford will send drafts to the committee upon receipt. Geraghty will be doing more Transportation 101 events in the coming months.

Comerford and Geraghty were available to respond to any questions/comments from committee members.

IV. NEW BUSINESS

None.

V. Next Meeting— Going forward, the Committee will meet on a quarterly basis. The next meeting will be December 5, 2024, at 9:00 a.m.

VI. ADJOURNMENT

Irish made a motion; seconded by Lahm and unanimously approved to adjourn the meeting at 9:58 a.m.

Respectfully submitted,

Christina Denison  
Clerk