

Camden County Workforce Investment Board

Camden City Initiatives Committee

January 4, 2008

MINUTES

Attendees:

Sue Brennan, Fairview Main Street
Arthur Campbell, Cherry Hill Regional Chamber of Commerce
Gregg T. DeBaere, Atlantic Coast Communications
Melody Dickinson, Widing Group
Karen Harrison, PNC Bank
Donna Johnston, CCWIB
Anthony D. Lingo, Camden City
Denise Velasquez-Marrero, UOSS
Father Joseph Messina, CCWIB
Wanda Miranda, Commerce Bank
Carole Misinkavitch, CCWIB
Carole Misinkavitch, CCWIB
Angel Osorio, Camden County Prosecutors Office
Gloria Smith, Genesis School of Business
Jeffrey S. Swartz, CCWIB
Leona Tanker, CCWIB
Jerome Townsend, Respond Inc.
Robert Weil, Commerce Banc Insurance Services
Robin Widing, Widing Group
Michael Willmann, WMSH Marketing Communications
Veronica Wynn, Camden Center for Youth Development & Camden City Youth Services
Nicole Yarbrough, Fairview Main Street

I. Welcome

Linda Winfield, Chair of the Camden City Initiatives Committee, welcomed attendees to the meeting and introduced Jeffrey S. Swartz, the new Executive Director of the Workforce Investment Board.

Father Joseph Messina opened the meeting with a prayer.

II. Camden City Outreach

Donna Johnston, Transportation Manager, reported on the findings from the transportation focus groups and surveys conducted throughout Camden City, distributing a brief summary of

responses. When asked what they most wanted from transportation, an overwhelming 40.4% of respondents reported that they wanted on time/reliable services. Other key issues included available destinations, ride safety and better customer service.

When asked how they would like to receive information about transportation options, the most popular responses included telephone (with a live operator), transit schedule brochure available in everyday locations and online/website. About 64% of people would consider using a Camden specific website.

When ranking which technologies and services respondents think would make transportation easier for them, the top four responses were as follows: shelters at each bus stop, safety cameras on all transit vehicles/other security, electronic fare payment/smart card and a single point of contact for all transportation information via phone.

To meet the deadline of wrapping up all surveys and focus groups by January 31st, Donna will be conducting focus groups with CPAC and BSS. Additionally, she will be outreaching to veterans and the Hispanic population, including working with Denise Velasquez-Marrero from UOSS to have the survey translated to Spanish.

The involvement of the Camden City Initiatives Committee in the outreach and information gathering process is not ending. In fact, as the model for a travel management coordination center is developed, the CCI Committee will play an ongoing role in working with the community to determine if the model being developed is the best fit for Camden City.

A full report on the findings of the focus groups and surveys is detailed in the *Summary of Consumer Input*, which was distributed to the Committee. Donna also thanked Kwan, a PNC Bank intern with Linda Winfield, for her assistance in helping to conduct the surveys.

III. FBO Update

Since the last Committee update, the Faith-Based Leadership Group has taken a number of steps toward further developing the concept for the FBO Foundation Collaborative.

To assist FBO's with determining the level at which they want to participate and which services they will provide, participation level guides/matrices have been developed. Each matrix focuses on a specific trip purpose and outlines the requirements for insurance, vehicle size, driver training/licensing, and days and hours of services. The trip purposes being explored as those that the faith-based community will be most interested in providing include door-to door escort service, transit stop escort service, to/from work services youth transport, senior shopping and recreation and human services. Requirements assume that fee free services are being provided.

There are a number of incentives being explored that should offset the costs of participation and assist organizations with preparing to participate in the collaborative. A chart summarizing these key incentives for participating was distributed. Some of these incentives include baseline group

insurance, umbrella insurance coverage, reduced gas, vehicle maintenance, driver training and FBO Collaborative Start-up Training.

The faith-based leadership group is also moving towards developing the Collaborative's structure, including the role and selection of the fiscal agent; monitoring and oversight; structure for MOUs; and necessary elements for preparing organizations to participate.

The FBO Leadership group will be meeting on January 14th to formalize the concept paper and plan to take the concept to a larger faith-based audience. Additionally, a meeting with the mayor and Chief Operating Officer, Ted Davis, is being scheduled for Jack Gallagher and Linda Winfield to present the concept and obtain the support needed from Camden City leadership to move forward.

IV. General Project Update

Technical Task Force

A technical task force that includes leadership from NJ Transit, Access Link, DVRPC and local services providers such as SJTA, SenHan and To and Fro has been meeting to plan the provider side of the project. On December 12, 2007, Rutgers Voorhees Transportation Center hosted a table top meeting in which the task force laid out the "shalls" for the TMCC to include/carry out, as well as further define the vision for the TMCC.

The next deliverable to the FTA is the System Requirements due January 31, 2008. This document builds on the Concept of Operations.

Conference

On January 24th, DOT is sponsoring a workshop for all of the TMCC demonstration sites. The WIB and Rutgers' Technical Team will be presenting on the progress of Camden County's project, as well as hearing about the other sites' projects.

V. Public Announcement

Art Campbell, President/CEO of the Cherry Hill Regional Chamber of Commerce, announced that the Chamber has partnered with Sun Rx to produce prescription drug discount cards for those who do not have prescription coverage. Savings are estimated to be from 20-70%. Approximately 20,000 cards have been produced in English and Spanish. More information is available on the Chamber's website, www.cherryhillregional.com.

VI. Next Steps

A follow-up meeting will be scheduled for the beginning of February, after the focus groups/surveys have been wrapped up and the FBO Leadership Group has met.

Submitted by,

Melody Dickinson
Widing Group