From: Jessica Morriss <jmorriss@ashevillenc.gov>
Sent: 11/2/2018 9:12:55 AM
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Cc: Dianna Martinez <dmartinez@ashevillenc.gov>,Kimille N. Miller <kmiller@ashevillenc.gov>,Marcela Moreno <mmoreno@ashevillenc.gov>
Subject: Transit Commitee - Social Media

Dear Committee members,

Next week (8th) I have a meeting with the Communications Director of the City to talk about having a city-operated dedicated ART facebook page.Â Â

She has asked me to come prepared for the meeting with some additional information about why we think having this would be beneficial.Â I have some thoughts of my own about how and why I think it will be beneficial, but I'd really love to hear some of your thoughts so that I can share it with her.Â Here are her questions:

- What problem are we trying to solve?
- What have we heard from the community regarding transit communication (e.g., input at community meetings, master planning processes)
- What audience do you want to reach (e.g., dependent riders? choice riders? potential riders? tourists?)

If you have a few minutes to provide me with your thought on this, I'd greatly appreciate it.Â Â

Please only respond to me so that we are not violating any public meeting laws.

Thanks, Jessica

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