From: Kim Roney <mskimroney@gmail.com>
Sent: 11/12/2018 4:48:52 PM
To: jmorriss@ashevillenc.gov
Cc:
Subject: Re: Transit Commitee - Social Media

Jessica, did you have some responses for your meeting last week? Here are some thoughts after the fact:

- What problem are we trying to solve? Reaching out to riders as efficiently as possible with real information. Not all riders have access to internet, but many do, while email is becoming a fading form for communication.
- What have we heard from the community regarding transit communication (e.g., input at community meetings, master planning processes): That it doesn't work, is too little too late, that it's not accessible, etc. Mostly in person with riders, but also at rider assemblies.
- What audience do you want to reach (e.g., dependent riders? choice riders? potential riders? tourists?): All riders, especially those already relying on the bus. We need to grow ridership, but we can't afford to lose the riders we have either.

Kim

On Fri, Nov 2, 2018 at 9:13 AM Jessica Morriss <jmorriss@ashevillenc.gov> wrote:

> 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.
>
> She has asked me to come prepared for the meeting with some additional information about why we think having this would be beneficial. 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. 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.
>
> **Please only respond to me so that we are not violating any public meeting laws.**
>
> Thanks, Jessica
>
> Jessica Morriss, AICP, MPA
> Assistant Director
> Transportation Department
> City of Asheville

jmorriss@ashevillenc.gov

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Kim Roney - Pronouns: She/Her/Hers
Piano Teacher
Asheville City Multi-Modal Transportation Commission & Transit Committee Member