

Minutes

March 16, 2022

Princeton Public Transit Advisory Committee

Attendees:

1. Mia Sacks, Council
2. Nat Bottigheimer, PTAC
3. Jessica Wilson, PTAC
4. Nausheen Rajan, PTAC
5. Adam Bierman, PTAC
6. Marco M, PTAC
7. Joan Lockwood-Reck, PTAC Liaison, GMTMA
8. Christine Symington, PTAC Liaison, Sustainable Princeton
9. Sharon Hurley, PTAC Liaison, PSRC
10. Tineke Thio, PTAC Liaison, Bike Ped
11. Dosier Hammond, Public
12. Andrew Harrison ?
13. Marissa Basile, We Drive You
14. Monica Smith, We Drive You
15. Charlie Tennyson, PU Transportation
16. Mike Zayas, PU Transportation, Asst Director Campus Mobility Services

Agenda Item 1

Marissa Basile and Monica Smith provided a briefing to the committee on routes and ridership for Free B service.

Dosier Hammond mentioned the need for outreach to grow market awareness of new routes, and thus ridership. Hopefully transit will gain back ridership that there once was.

Marco – asked about route changes to support employee parking

Joan—noted that she’s able to distribute marketing materials

Dosier – noted the importance of integrating diverse transit services in town

Nat – asked about use of Transit Screen and signage project. We Drive You sends data to Trip Shot.

Charlie – replied that the University will be piloting bus arrival time displays at some Tiger Transit stops.

Marco and others expressed support

Agenda Item 2

Marissa Basile provided a presentation on employee shuttle programs around NJ

- We Drive You is a subsidiary of National Express
- Most employee shuttles are driven by employers rather than towns
- We Drive You does provide service in lots of places where there are job concentrations and parking shortages
- Boston Area – Watertown, MA – businesses there pay to support local shuttle service

Marco asked about cost of doing 4 runs per day from Westminster to town center

Jessica asked about employees and when they're coming and going

Tineke asked how much it would cost to run a pilot program to

Marissa mentioned the possibility of having pilot on-demand programs

Tineke asked about reliance on a smart phone for use of on-demand programs

Charlie Tennyson – described the University's experience re-looking at transit service

- It took a year
- Collected and analyzed O-D data
- Engaged the public
- Presented alternatives
- Brought in core stakeholders
- Result was a comprehensive Campus Mobility Framework