**SERCCOT Meeting Minutes - March 8, 2016**

**Attendees**

Deb Brower, Community VNA/Harmony ADH; Anne Bisson, Dept. of Human Services/Taunton COA; Mary Basilone, GATRA; Bill Shine, Independence Associates; Janet Richardi, Southeast Coalition to End Homelessness; Filomena Tripp, SECIL; Rachel Fichtenbaum, Mass Mobility; Adam Blye, MassRIDES; Steve Salwak, SSCAC; Julie Boren, MCB; Sarah Alden, Taunton MRC; Maritza Aquino, SRTA; Eileen Wheeler Sheehan, ABLE Assoc.

**Welcome & Introductions**

* Julie Boren welcomed everyone and introductions were made

**Meeting Minutes review from February**

* February 2016 Meeting Minutes where reviewed and accepted by the group.

**Workforce Grants for Southeast**

* Julie Boren said Angie Azevedo is waiting for a contact list from Aniko Laszlo (MassDOT)
* Our goal is to reach out to these organizations and tell them about MassRIDES and RideMatch so they can distribute materials to their employees. Additionally, we might want to invite representatives from the organizations to join future SERCCOT meetings. Angie is drafting and sending out the email.

**Initiative to Add Consumers to SERCCOT**

* SERCCOT members were asked to put together a list of possible consumers who may want to participate in SERCCOT monthly meetings.
* Julie Boren will review the list of candidates to see that we have representation from our target populations – seniors over 60, persons with disabilities (students and adults), unemployed or low income individuals, etc.
* Eileen Wheeler Sheehan said we should try to be as inclusive as possible.
* Julie Boren will put together something about the role of SERCCOT and our goals so that we can refer to it when meeting with the consumers
* Also, we need to explain why the consumers are important to SERCCOT
* Anne Bisson asked if we still had the original email that was sent to stakeholders when we were first forming the RCC. Maybe there is some language in that document that we could use when approaching our consumers. Mary Basilone will look for the email.
* Someone said that there is an accessibility issue when trying to reach these populations. Many don’t have emails, computers or home phones, but they do have Smartphones and use Facebook Messaging.

**Marketing Toolkit Update**

* Angie Azevedo and Mary Basilone are working on the content and hope to have something ready to review for the June meeting.
* Janet Richardi has concerns about the toolkit staying updated and current. Mary Basilone said much of the information is taken directly from Ride Match which is updated regularly. Still, someone has to crosscheck the data and we need to decide who will do that.

**MassRIDES Presentation**

* Adam Blye gave an overview of MassRIDES and passed out printed materials on NuRide, Vanpools and the Emergency Ride Home program. For the most part, these programs help people get to and from the workplace and promote greener transportation options.
* He also shared a sample of Zip Code Mapping, which is a map that shows exactly where employees are traveling from. This is helpful so people can see if others from their organizations are traveling from the same town. If so, then share rides.
* Julie Boren asked Adam Blye if colleges are using the Zip Code Mapping. Adam explained that the information on college campuses becomes outdated too quickly because schedules are always changing. Instead, they encourage college students to use NuRide.
* Janet Richardi told the group about Project Homeless Connect, an event at LaSalette Shrine, and wondered if it would be beneficial for Adam to attend. Adam explained how the MassRIDES model is to work with the employers first because that provides a greater concentration of people who are trying to get to the same location.
* Someone said the Career Centers need to link to MassRIDES so this information is available for clients. Maybe Adam could present at the MRC vocational councils or at monthly meetings. Sarah Alden said the MRC regional training would be a good venue for NuRide.

**Wareham Outreach**

* Julie Boren told the group that GATRA is applying for a grant to fund transportation between Wareham and New Bedford. Angie Azevedo said we should wait to see if GATRA gets the grant before proceeding with the Wareham outreach project.

**Update on Fall Forum on Education/Employment**

* Tabled until the next meeting
* Eileen Wheeler Sheehan said she invited HR Perspectives to the forum and they are expecting an update about shuttle transportation between Fall River and a new employer in the Industrial Park. Has anyone looked into this? Julie Boren and others said they didn’t hear about this request but we would follow up on it and report at the next meeting.

**Newsletter – Follow up information to forum participants**

* People agreed that we don’t need a newsletter but we should follow up with an email update
* Someone said they thought Angie did send out an article to the email distribution list. We will check with Angie and see if this was sent out or not.

**SERCCOT Elections**

* The 2-year terms for the current slate of SERCCOT officers ends in May. We are voting for two Co-chairs and a Secretary.
* Send nominations to Julie Boren by April 12th. You can nominate yourself, but if you nominate someone else, please make sure they want to serve.
* After we collect all the nominations, the ballot will be posted on Survey Monkey on April 15th. The new officers will be announced at the May meeting.

**Next Meeting**

* Next meeting is April 12, 2016, 9:00 AM – 10:30 AM, Coastline Elderly Services, 1646 Purchase St., New Bedford.