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By Town Clerk's Office at 9:45 am, Mar 25, 2022

## TOWN OF BURLINGTON

### Meeting Minutes

Email minutes to [meetings@burlington.org](mailto:meetings@burlington.org) or Bring to the Clerk's Office. Thank you

Minutes need to be posted within 30 days or 2 meetings of the board – Draft minutes can be posted and revised at a later date

DEPT./BOARD: Transportation Committee

DATE: 2/2/2022

TIME: 6:30pm

PLACE: Webex

Members Present: Marge Yetman, Melissa Interess, Rick Parker, Jeremy Harrington, Ernie Covino, Melissa Massardo, Katherine Bond, Nick Priest (Select Board liaison)

Community Present: Melissa Layman (POGO), Eileen Sickler, Jennifer Gelinas, Shari Ellis, John Strauss, Darrell Interess

Meeting called to order at 6:31p

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### Minutes

1. Approve minutes from 1/12/22 meeting – unanimously approved
2. POGO app presentation – Melissa Layman (see attached slides)
  - a. After her presentation, Melissa responded to questions and provided other information.
    - i. Rick: What is ramp up? What does that look like from initial stage to adoption/plateau? Melissa L: two peak periods – 1. When parent finds out where students will go next year in Spring; 2. July/Aug/Sept – parents figuring out transportation for school year; Then the next spring is a good next adoption point; 18 months is when it starts to level off.
    - ii. Melissa I: how many areas are you supporting right now? And how many rides on average go unfulfilled? Melissa L: Will need to get back to Committee on total areas being supported to be sure she has accurate count. Unfulfilled rides: About 65% average fill rate across the areas they serve, so 35% unfulfilled (some rides aren't deleted when ride was found off the app).
    - iii. Ernie: What opportunities are there for Marketing? And what liability does POGO cover? Melissa L: Provide 3 months on the ground – sandwich boards, flyers, social media. Insurance covers general liability for people using the platform; users agree to terms and conditions and they have their own insurance; POGO does not cover the ride liability. Background checks are not required. Most parents don't do them.
    - iv. Melissa L: There is a “white label” option – which could genericize the app for added users beyond schools.
    - v. Melissa L to provide some follow up to outstanding questions –total areas being served, some additional pricing.
  - b. Discussion with Committee about reactions. Focused much on school factors, including individual drop offs happening, not enough bus utilization currently so don't want to pull more away from that, extracurriculars and how to know how many students aren't participating due to





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lack of transportation. Also discussed cost and compared to how implementation and ongoing costs stack up against microtransit, adding a fixed route service, other options.

3. Chair report
4. Next meeting date: 3/2/2022

Adjourned: 8:04p

