

CITY OF FLORENCE TRANSIT ADVISORY COMMITTEE
November 20, 2013 ** MEETING MINUTES **

CALL TO ORDER –

Chairperson Rose called the meeting to order at 1:30 PM.

1. ROLL CALL

Committee: L.A. Rose, Chair; Bill Craig, Jane Ashley, Don Patton

Support Staff: Clara Kuhn River Cities Taxi (RCT); Susan Hekimoglu, Lane Transit District (LTD);
Jacque Betz, City Manager; Shawn Penrod & Mike Miller, Public Works; Wendy Farley, Planning.

2. APPROVAL OF THE AGENDA

Craig moved

Ashley seconded to approve

3. PUBLIC COMMENTS

*This is an opportunity for members of the audience to bring to the Transit Advisory Committee's attention any items **NOT** otherwise listed on the agenda. Comments will be limited to **3 minutes per person**, with a maximum time of 15 minutes for all items.*

Farley summarized the public comments made by Bill Johnson to City Council at their November 18, 2013 meeting.

- Greentrees was taken off the newest brochure's timetable where it had been in the past.
- The poster at the GT stop is incorrect.
- Greentrees ridership had an increase for the month of October, more than other stops.

Group made following comments:

- **Kuhn:** the latest brochures prior to the new one did not include GT on the timetable.
- **Patton:** Agreed that they would have caught that, signs do not have GT on the timetable either. Would talk with GT and explain. GT is the 4th or 5th largest ridership of all the stops and is misleading to be cited as only 1% of the ridership.
- **Kuhn:** October is not reflective of last 12 months and would not reflect even 1%, there would be weeks without a GT rider.
- **Rose:** Because it is a pilot project he doesn't see the need for a change to the brochure.

Mary Stephens is new to Florence has been in area for around a year. She has driven down coast for 40 years from southern Washington. Early in career she did transit for Grays Harbor, WA. She would like to see if RE can incorporate art in transit. Shared an example of poetry contest hosted by the newspaper and the winners had their poems showcased on the bus. Also the stops included public art. She has nothing to sell just sharing ideas. She would like to participate with the committee.

4. APPROVAL OF THE MINUTES

Rose asked for additions or corrections to the October 16, 2013 minutes. There were none.

Craig moved & **Ashley** seconded to approve.

5. PILOT PROJECT UPDATE

Operations Update from River Cities Taxi etc....

- Around 10 uses of the casino stop per week, unsure if the same person or multiple. First 10 days lots of calls, riders don't seem to be very confused by the change in route. RCT early on decided that if a rider missed the bus because of the change the RCT was going to go get them. RCT did not need to do that. Overall, minimal impact from the change. **Kuhn**
- Is a monthly stat sheet going to be presented? **Rose**
- Brought one and printed out. Able to provide each month if wanted. Can provide at the end of the month the number of riders per stop. **Kuhn**
- Quarterly would be sufficient. More information available the better to help decide on where to eliminate a stop or promote & publicize. **Rose**
- Can be used to create evaluation criteria. Group needs to decide what they want to get out of the information. **Patton**
- Can provide cumulative stats and can provide in December.¹ **Hekimoglu**
- Ground surveys can be done to make route more efficient. He is visual and would like to see graphs. **Craig**
- Asked about sign status. **Ashley**
- 25 signs ordered and should be here in a week or so. **Susan**
- Are brochures distributed? **Rose**
- Group is to establish locations for brochures today. **Patton**
- Asked for clarification on GT stop. Concerned because the perception is that GT was removed from the brochure. (Rose and Patton recapped the group's discussion from public comments.) **Betz**
- Brochures were not so expensive that they could not do a reprint. **Susan**
- Would like to see a free Saturday rather than a reprint. **Rose**
- When looking at whether to reprint map or provide more outreach and promotion, she thinks adding GT to the map will not add riders. **Betz**
- Board of Directors will use newsletter for promotion and will explain when to be at the stop. There are things GT can do internally to inform the residents. **Patton**
- Staff to send Bill Johnson response to committee.² **Rose**

Bus Stop & Marketing update from the Casino

- Casino would like to see a Ride Free promotion month. Around \$40 a day and \$700 for the month for fare box replacement; based on an average of last 12 months. Susan suggested extending the promotion past one month, perhaps even year round. **Farley**
- So a business would commit for a year? **Rose**
- Or less. **Hekimoglu**
- Good use of the ad space on the back of the bus. **Craig**
- \$384 a year for sponsoring one day a month. **Hekimoglu**
- Fantastic idea. Americans like freebees. Will increase ridership. 1st Tuesday of month is senior discount month at Fred Meyer. **Stephens**
- How about a free ride on your birthday? **Ashley**
- Policing by drivers when they are busy would be difficult. **Kuhn**
- Free hotdogs or something at stop sponsoring stop. **Stephens**
- Casino is offering \$2 free play at slots, so a coupon or something would be a good idea. **Hekimoglu**
- Staff is to solicit through the business license program, or through the chamber.³
- Is casino stop up? **Rose**
- Stop not up. May not need a sign post could do something like the hospital and attach to the

building. PW have a spare sign? **Hekimoglu**

- Shawn will check.⁴ **Penrod**
- Where do you hear about the casino and the bus? Radio is only place he has heard it. **Rose**
- Someone presented at the senior center and she heard about it there. **Stephens**
- Betz presented on the weekly radio spot. **Kuhn**
- A new couple who moved into GT rode the RE just to see where it goes. **Patton**
- Siuslaw news provided the Senior Expo booth to the RE at no cost. **Kuhn**

Large Maps etc... status from LTD

- Laminated 11 x 17 are ready but realizes the loop is not corrected so need to fix. Distributed map with stops and explained. **Hekimoglu**
- Correct map with the following:⁵
- Add GT as a stop—include a stop. It has a pole sign that was installed 2 years ago. **Patton**
- Asked about green versus yellow stops private or public. Suggested that dots be the same color to avoid confusion. Companies like FM could be approached to have a covered stop. **Stephens**
- There was confusion on the Safeway stop--north versus south on the each side of 8th St. **Ashley**
- A laminated sign will be included inside the Safeway shelter that says to catch the north loop use the stop across the street.⁶ Shelters to be black instead of gray, all dots to be yellow. Safeway to have a dot and a triangle, hospital to have a dot and a triangle. **Hekimoglu**
- GT stop needs to go in further on the map to the triangle road. **Kuhn**
- Increase the font size for the major stops-like the grocery outlet, maybe add corporate logos or something similar as waypoints, remove the minor streets to get rid of spider web affect--without losing the map integrity, add the dog park, add Quince St. text further north, add other landmark logos for hospital, library etc.... **Kuhn, Rose, Craig, Stephens.**
- Asked that the curb be painted yellow at Kitchen Clutter on 8th St. because cars are parking at the bus stop.⁷ **Ashley**

6. LONG RANGE PROMOTION & MARKETING

Overview of RE funding from LTD

Distributed a handout entitled “2013-2014 Rhody Express Service Review Current Service Overview”. She explained the overview of current services: history, funding sources, current budget, farebox revenue and historical services overview. **Hekimoglu**

2,000 would come out of FY13-14 budget (until June 2014). Would likely last another year because we get 3 years of funding at a time. Adding a Saturday costs \$560/ @70 a year. Marketing and graphic staff available at LTD.

Debrief Senior Expo

- People asked questions about the route, good exposure for the RE, it was worthwhile. **Ashley**
- Banner still had “\$1 for roundtrip”. Promoted para-transit. Overall lots of positive feedback and support. People asked about a ride assist service and purchase of ticket books. **Farley**
- LTD can print another banner for no cost.⁸ ADA requires curb to curb service be provide when a fixed route is provided. Medicaid dispatch rides available. **Hekimoglu**
- Clara will drop off the old banner to LTD on Tuesday. ⁸ **Kuhn**

Select brochure locations & responsibility assignment

- Various were listed, TAC will take brochures and let everyone know where they placed them: hospital, Shorewood, Tanglewood, 3R Casino players club, hotels & motel racks, FEC, Library, Chamber of Commerce, Old Town, & restaurants.⁹

Develop a community event promotion list

- Holiday season is coming up and a good time to have some Saturday free ride days or extending the hours. **Rose**
- Saturday after Black Friday is the shop local day. **Hekimoglu**
- Group decided to use Saturdays due to the diminished ridership with it getting darker earlier. November 30th would be service for 4.5 hours from 3:00 to 7:40 for the tree lighting in Old Town. **Craig Moved and Ashley 2nd all voted in favor.** December 7th will be a ride free day to support local events and shopping when state checks first come out. **Craig Moved and Ashley 2nd all voted in favor.**
- Rhody Days service is Friday night and all day and night Saturday and is included in the budget. **Kuhn**
- Staff will do PSAs for radio and newspaper. No paid advertising. RCT will create flyers for distribution on the bus.¹⁰

Other promotion ideas?

Buddy Program—

- Buddy Program flyer can be put together by LTD.¹¹ **Susan**
- Make volunteer forms available on the bus. **Ashley**
- Volunteers can be run through the dispatch. **Kuhn**
- Develop a system by which a volunteer receives free rides after successfully recruiting a number of new riders. **Stephens**

Video—

- Craig ran through a scenario of an elderly grouchy man taking his first ride on the Rhody Express to Safeway. The skit is interspersed with information about the Rhody Express operations.
- Group listed locations the presentation could be shown: Tanglewood, Spruce Point, Senior Center etc.... and included the local cable channel, website,
- Group discussed how people are intimidated to use transit and the buddy system will help as well as the video to break the ice on the “fear factor”.
- Craig will do more research and bring back to group.

Other—

- Rhody Express is now a member of Chamber and they could be used to promote transit events. **Kuhn**
- In the valley there has been a “stuff the bus” program for food and gifts. **Hekimoglu**
- RCT has been approached in the past but Food Share wanted weekends. **Kuhn**
- Need to come up with evaluation criteria to assist with selecting metrics to start collecting. What does the group want to get out of the pilot? How are we going to get there. Is present route adequate or should it be expanded? **Patton**
- This will go on the next agenda. LTD will bring data sheet and cumulative counts of bus stops.¹ The group can determine what is pertinent from the metrics presently collected. **Hekimoglu**

7. NEXT STEPS:

1. LTD will bring route stats in December, to be reviewed for pilot route evaluation metrics & the basis of a future quarterly report. (pp. 2 & 4)
2. CoF Staff will send response to Bill Johnson to committee. (p. 2)
3. CoF Staff will solicit businesses to sponsor a Free Ride Day through the business license program and/or other mechanisms. (p.2)
4. CoF Staff will see if they have a spare RE sign for 3R Casino. (p. 3)
5. LTD will fix the bus stop map signs with the above noted amendments/corrections. (p. 3)
6. LTD will create a laminated sign to be placed inside the Safeway shelter that says to catch the north loop across the street. (p. 3)
7. CoF Staff will paint curb yellow at Safeway stop on 8th St. near Kozy Kitchen. (p. 3)
8. LTD will make a Rhody Express Banner, RCT will drop off old one. (p. 3)
9. TAC will distribute brochures to sites noted and provide a list at next meeting of where placed. (p. 4)
10. Nov. 30th & Dec. 7th Ride Free Days: CoF Staff will submit PSAs for radio and newspaper. RCT will create flyers for distribution on the bus. (p. 4)
11. LTD will draft a Buddy Volunteer Application. (p. 4)

8. SET FUTURE MEETING DATE:

December 18, 2013

ADJOURNED AT 3:59 PM

APPROVED BY THE TAC ON THE _____ DAY OF _____, 2013.

Chairperson, LA Rose

Date