

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

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**CALL TO ORDER –**

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

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**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 4<sup>th</sup> or 5<sup>th</sup> 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.

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

- Shawn will check.<sup>4</sup> **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:<sup>5</sup>
- 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 8<sup>th</sup> 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.<sup>6</sup> 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 8<sup>th</sup> St. because cars are parking at the bus stop.<sup>7</sup> **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.<sup>8</sup> 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.<sup>8</sup> **Kuhn**

## 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 8<sup>th</sup> 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. 30<sup>th</sup> & Dec. 7<sup>th</sup> 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:

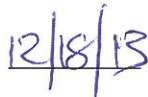
December 18, 2013

**ADJOURNED AT 3:59 PM**

**APPROVED BY THE TAC ON THE 18 DAY OF December, 2013.**



Chairperson, LA Rose



Date