

CITY OF FLORENCE TRANSIT ADVISORY COMMITTEE
February 26, 2014 ** MEETING MINUTES **

CALL TO ORDER –

Chairperson Rose called the meeting to order at 2:00 PM.

1. ROLL CALL

Committee Members: L.A. Rose, Chair; Nola Xavier, Mayor; Jane Ashley; Don Patton; Bill Craig; Mary Stephens.

Ex-Officio Members: Clara Kuhn, River Cities Taxi (RCT); Susan Hekimoglu, Lane Transit District (LTD); Kristine Sirmans, Lane Council of Governments (LCOG).

Support Staff: Mike Miller, Public Works; Wendy FarleyCampbell, Planning; and Glen Southerland, Planning.

2. APPROVAL OF THE AGENDA

Craig moved to approve the Agenda.

Ashley seconded to approve.

By Voice All Ayes

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.*

There was one member of the public present, Jean McCabe, pictured on the Rhody Express 2014 Chamber Business Profile ad. McCabe had no comments.

4. APPROVAL OF THE MINUTES

- **Ashley** stated that there should be a correction to the minutes of January 22, 2014 regarding brochures at Safeway.

Ashley moved to approve the Minutes of January 22, 2014 with the correction.

Kuhn seconded to approve.

By Voice All Ayes

5. PILOT PROJECT UPDATE

Shelter and Bus Stop Pole Signage-

- **SP FarleyCampbell** stated that the Senior Center did not have a route sign. She stated that she had spoken to PWD Miller about placing a route sign at the Senior Center. Rose asked if she meant that the sign was not on the post. SP FarleyCampbell stated that there was no sign and no post. Hekimoglu said she thought they had a laminated sign in the window. SP FarleyCampbell said that they did not, but that they had a bench for people to sit on while waiting for the bus.
- **SP FarleyCampbell** said that Kuhn had informed her that the sign at the 10th and Maple stop was down again. PWD Miller informed the Committee that the sign was back up.
- **SP FarleyCampbell** stated that PWD Miller was beginning to prepare an ADA Assessment Plan and will be asking TAC to inventory their assets to check for compliance with ADA requirements. She said that PWD Miller would be bringing a checklist of requirements for TAC to use.

Operations: Route Metrics, ADA RideSource Metrics

- **Southerland** presented route metrics for January and a comparison for the last six months (see attached). He stated that the tables and charts were similar to those seen previously by TAC, but totals had been added and ADA trips had been added. Rose asked which stop had been added. Southerland said that the stops were the same and only the totals had been added.
- **Hekimoglu** stated that she would comment on the ADA metrics later in the meeting
- **Southerland** asked for any comments or suggestions. He said that “Other Stops” would be included in the February tally presented at the March 19, 2014 TAC Meeting as either “North” or “South.” Kuhn confirmed this.
- **Hekimoglu** said that Kozy Kitchen was a popular bus stop. Kuhn said that this was because it is the northern Safeway stop.
- **Southerland** said that there is still not a discernable trend for the ridership numbers. Hekimoglu said that ridership is holding steady compared to last year’s ridership.
- **Patton** commented that the Three Rivers Casino is not seeing much ridership, with only 21 boardings in January and 25 in December. Hekimoglu wondered if the Casino was promoting the route to the Casino. Kuhn said that the only promotion she knew of was the newspaper advertisement that was previously published mentioning the Rhody Express and its hours of operation. Hekimoglu suggested that someone check in with the Casino.
- **Rose** asked if the Casino was committed to Ride Free on Tuesdays. SP FarleyCampbell stated that they had not yet committed and that a contract for TAC’s approval was on the agenda for the meeting. Kuhn stated that the Casino shuttle currently no longer operated on Tuesdays at all, even without the agreement completed, but Kuhn had not heard from them regarding Ride Free days. Rose asked about whether the Casino had a shuttle service running after Rhody Express hours of operation. Kuhn said that as she understood, there was no service on Tuesdays at all. Hekimoglu stated that someone should go to them with a proposal and draft contract with cost. SP FarleyCampbell said that having a draft contract with costs would be helpful to get other sponsors as well.
- **Hekimoglu** distributed a memo to the Committee and stated that the addition of the Casino has not had much of an impact on the number of ADA trips. She said the average cost of an ADA trip was \$8.90, which is low compared to Eugene at around \$30 per ride. Stephens asked why the cost here was so low. Hekimoglu stated she did not know, but it was probably due to the short distances covered by the Rhody Express. Kuhn stated that ADA riders can only use RideSource to travel to places within the scope of the Rhody Express route.
- **Stephens** asked if the number of ADA trips helped with the ridership goal. Hekimoglu said that it did because it was part of the public transportation system. Rose stated that the City was required to have a service like RideSource because we run a fixed-route bus system.
- **Hekimoglu** stated that it would be good to put this number together with the regular ridership numbers to see the full ridership of the transit service. Kuhn stated that there was not currently a graph with just ridership broken into categories such as elderly, ADA, etc. Rose remembered that there used to be a graph that was supplied that had that information. Kuhn said she did used to provide a graph with that information, but did not continue because the focus became stops. Hekimoglu said that it was good to have the total number of riders with the cost per rider and the total number of ADA riders with the cost per ADA rider. Hekimoglu stated she could send this information to Southerland for incorporation in the monthly ridership numbers.
- **SP FarleyCampbell** introduced Kristine Sirmans, the ADA program director for LCOG. Sirmans said that she does ADA and Medicaid assessments for LCOG Senior and Disabled Services.
- **Rose** asked if Sirmans had seen any change with the inclusion of the Casino on the Rhody Express Route. Sirmans said she had seen an assessment for a Casino employee who lived on the grounds, but who did not qualify. She said they were unaware that there was a fixed-route bus that they could utilize.

Archived Ridership Survey Results/Review

- **SP FarleyCampbell** stated that she had found a multitude of surveys that were conducted, but they were not dated.
- **SP FarleyCampbell** asked if any of the Committee members had been involved with the previous surveys. Rose stated that he was involved with the latest one for the Transportation System Plan. Kuhn stated that Craig was involved with the TSP from around 1999-2001.
- **SP FarleyCampbell** stated that the City Council made updates in 2012/2013 to Chapter 6 of the Transportation System Plan. She stated that each of the TAC members should have a copy of a Transit Plan or at least access to one on their computers. Rose stated that they were available on the website. SP FarleyCampbell stated that it was not the updated Transit Plan. SP FarleyCampbell asked if the survey TAC wanted to re-conduct was the survey that had helped create the TSP. Rose said that all of the surveys had created the same results with responses expressing a desire such as weekend service and longer hours. SP FarleyCampbell passed around copies of Transit Plan Chapter 6 to TAC.
- **Rose** stated that he thought it was early to begin surveying riders. SP FarleyCampbell said that the Committee spoke at the last meeting about conducting a survey at the 6-month point and at the end of the pilot project. Patton said that the 6-month point is passing soon, but he suggested a survey conducted at the end of March. Kuhn asked if May was the 6 month point. The Committee confirmed that it was. Patton suggested April for a survey date. Rose said that the Committee would discuss conducting the survey sometime in April.
- **Hekimoglu** stated that she thought Memo 4 in the TSP Appendix from Kittleson and Associates had good survey results. SP FarleyCampbell said that the Memo had summaries of the survey results from the Ridership survey and the Employee survey.
- **SP FarleyCampbell** stated the section has results from the Technical Memo which has recommendations for the Transit Plan.
- **Stephens** asked if the City had the Kittleson surveys in their possession. SP FarleyCampbell stated that that was a possibility. Hekimoglu stated that LTD might have the surveys. Stephens asked if the survey conducted was the same as the TSP survey, what would TAC be trying to establish with the information. Rose asked what kind of survey was going to be used for April or May. He said that he thought that TAC should consider what kind of survey it should be making. SP FarleyCampbell stated the Committee stated that it would be using past surveys for continuity purposes in order to compare results. Patton stated that his original purpose for suggesting a survey was in order to create baseline data. He said that the survey results obtained would help TAC determine if people were thinking the same about the transit system.
- **Patton** thought that using SurveyMonkey asking similar questions would be good to determine if people were thinking the same thing. SP FarleyCampbell said that it was likely that the last survey was completed on SurveyMonkey using the free version, which does not allow you to generate reports, only download raw data. Rose said that as a Committee, they would not deal with raw data, but opinions would be drawn from the raw data. Patton said that he would like to see what the priorities that were designated by the previous survey results were and if they matched up with rider's current priorities.
- **Rose** said that he thought that the Committee should just decide which questions they wanted and what method they wanted to use to deliver the survey. He said he did not think that there should be more than 10 questions. Patton said that TAC should still get demographic information such as family size, what passengers use transit for, using transit to travel to work, etc. Rose stated that the Committee should come back with five questions they want the survey to ask. SP FarleyCampbell stated that they could draft a bank of questions for the survey. Rose and Patton said that the questions should be developed by next meeting.

- **Mayor Xavier** stated that some surveys were done on the bus and a bank of questions was prepared for employers for their employees to fill out. She also stated that periodic surveys were called for in the long-term goals.
- **Rose** asked if there were any other issues regarding the survey that the Committee wanted to speak about. He stated that a survey definitely needs to be conducted.
- **Craig** wondered if TAC members should make independent lists of questions to bring to the next meeting. Rose said that that would be possible, but many questions may be the same or match questions already on previous surveys. Kuhn stated that the more specific the questions the better and gave the examples of longer operating hours or Saturday service. Rose stated that the survey would help determine both what riders want and what TAC wants.
- **Craig** brought up the option of eliminating low-ridership destinations. Kuhn stated that many low-ridership stops cannot be eliminated because they are on the way to other destinations. Rose stated that TAC needs to know the logistics of the Rhody Express route operations by riding the bus and driving the route.
- **SP FarleyCampbell** stated that during her meeting at the Senior Center on February 11, 2014, route timing was brought up as a problem. She said that potential riders to the Senior Center could not use the Rhody Express to get to the senior meal offering because the bus did not make it to the Senior Center in time. She said that this was not something that would be changed just for one location, but could be indicative of routing problem. SP FarleyCampbell said that she had discussed the issue with Southerland and they concluded that the route does not reach any residential areas until travelling past many of the destinations on the routes. Sirmans stated that the timing of the Rhody Express does accommodate for Senior Meals, but possibly not the Senior Center's lunch. Sirmans said that the Senior Center doors open at 10 a.m. and the meal is served at 11:30 a.m. SP FarleyCampbell said that the Senior Center may want to explore providing some sort of entertainment or an activity until the meal begins.
- **Patton** mentioned that the Rhody Express and the Porter Stage also had no overlap. During his drive to the meeting, the Rhody Express was behind him in traffic and did not arrive until after the Porter Stage had left. Rose suggested that TAC find out what other transportation services in the area offer. SP FarleyCampbell suggested surveying those possible riders currently using other services.
- **Stephens** stated that the types of questions that are asked on surveys influence the answers you receive. Rose said that SP FarleyCampbell is going to see what she can find in historic survey questions.

Long Range Promotions and Marketing

- **Hekimoglu** passed around the Bus Buddy brochure and asked for thoughts and suggestions. Kuhn asked that the Rhody Express phone number be included rather than the River Cities Taxi business number. Stephens asked who answers the Rhody Express number. Kuhn said it was the same dispatcher, but depending on the incoming line, she answers differently and this could be confusing to passengers.
- **Sirmans** asked if the Bus Buddy program would serve as transit training. Hekimoglu stated that it would be similar, but not like the transit training offered in Eugene. She said that Sirmans could also be able to refer those ineligible for RideSource to the Bus Buddy program so that they can be trained how to ride the Rhody Express.
- **Stephens** asked if it was clear that the Bus Buddy program did not cost the new rider anything. She said it was not on the brochure. Hekimoglu confirmed that it was not on the brochure. Stephens stated that it should be mentioned. Kuhn clarified that the statement should say that the bus ticket is the only charge; there is no additional charge to have a Bus Buddy. Hekimoglu stated that she would include that in the brochure.
- **SP FarleyCampbell** asked if Hekimoglu aimed to use this brochure to solicit volunteers as well as riders in need of training. Hekimoglu stated that the brochure probably wouldn't be the best way to do that. She also cautioned TAC against having too many volunteers. Rose confirmed that this brochure was for

potential riders, not for volunteers. Hekimoglu suggested placing the brochures at places like the library and Senior Center. Craig suggested that the entry about the Bus Buddy being available at no additional cost in the section describing the program.

- **Stephens** commented that the phone number was too small. Hekimoglu concurred that it should be larger.
- **SP FarleyCampbell** pointed out that the “The” preceding several instances of “Rhody Express” should be uncapitalized.
- **Ashley** stated that she talked to Debby at Munsel Park Apartments and that she thought the Bus Buddy program would be good for their residents. Rose said that it was nice to have Ashley as a part of TAC and promoting the Bus Buddy program. Kuhn stated she was a good ambassador.
- **SP FarleyCampbell** passed around a volunteer application form for TAC’s approval. Patton suggested that the date of the form or the version be included so that the situation experienced with the schedule could be avoided. Rose stated that that would be a good idea to include that on the brochure as well.
- **Stephens** stated that she saw the Bus Buddy program as valuable as long as potential users were not inconvenienced. She asked what would happen when a potential user called the dispatcher, the dispatcher would call the Bus Buddy and then the Bus Buddy would call the potential rider. She said that they could lose customers if the system is not streamlined. Kuhn stated that SP FarleyCampbell and herself had begun defining roles in the program and felt that one call by the potential rider was important for the service. Stephens said that she wanted to know that it would work right for customers.
- **SP FarleyCampbell** proposed using a system similar to the Parks Volunteer program, with the forms being replicated to fit the Bus Buddy program.
- **Rose** asked if the dispatcher would be able to schedule a meeting between the Bus Buddy and the potential rider. Hekimoglu stated that in Eugene the Bus Buddy sets up a meeting time by receiving the name and phone number from the dispatcher. She said that this eliminates scheduling conflicts when trying to set up an appointment with the prospective rider. Hekimoglu told the Committee that pictures could be removed in order to include more information about how meeting the Bus Buddy works.
- **Hekimoglu** stated that she would send out another draft of the Bus Buddy brochure as soon as possible.
- **SP FarleyCampbell** stated that the TAC should feel free to conduct photo opportunities and take stock photos of the Rhody Express and riders.
- **SP FarleyCampbell** stated that the City would carry Bus Buddy volunteers under Worker’s Compensation. Kuhn said that she was happy that they had the same insurance agent in the event of a liability issue. SP FarleyCampbell stated that John Murphey did not foresee any problems with the issuance of bus passes. She said that in the event of a claim, the insurance agency would determine the value of the bus passes provided to the Bus Buddy.
- **Rose** asked about trainers for the program. Hekimoglu stated that she would confer with the LTD trainers to see what process they use to train volunteers. SP FarleyCampbell asked Hekimoglu to send that information, such as a checklist, when she gets it. Kuhn stated that if there are trainings taking place, she and Ashley could attend. Hekimoglu asked if any volunteers were lined up for the Bus Buddy program. Ashley stated that she could approach some current riders to participate. Kuhn stated that she might have someone interested.
- **Stephens** asked if it was a requirement that all volunteers go to Eugene for training or if then training could take place here. Hekimoglu stated that if TAC decided that they would like someone to come over to train, she could ask Scott to come to Florence.
- **Stephens** asked if there were any other related liabilities associated with the Bus Buddy program. Hekimoglu stated that there were none that she was aware of.
- **Rose** asked if the Committee needed to make a motion to approve the brochure. Craig pointed out that this could delay implementation. Hekimoglu suggested that the revised brochures be sent to TAC members and TAC members could approve the changes by email. Rose stated that all of the information should be sent, and then the members of TAC could approve the changes.

- **Hekimoglu** asked how many brochures should be printed. The Committee decided asked if there would be a press release regarding the Bus Buddy system. SP FarleyCampbell confirmed that there would be a press release. Kuhn suggested that a PSA be given to KCST.

Ride Free Day Sponsorship Program

- **SP FarleyCampbell** passed around an example contract for feedback from the Committee. Hekimoglu stated that this was an example agreement between LTD and Bi-Mart in Eugene so the details were incorrect. SP FarleyCampbell said that this was just a draft.
- **Stephens** asked if Bi-Mart was used to participating in this sort of promotion. Hekimoglu stated that they did not participate in the promotion anymore.
- **Hekimoglu** pointed out that the agreement allowed seniors over the age of 62 to ride for free, but that was something that TAC could decide on or allow the sponsor to decide. Kuhn stated that it would probably be too much to add to the operations for the driver. Hekimoglu said that the number of riders that were 62 or older was determined from the percentage of ridership.
- **Craig** asked if the contract could be modified. Hekimoglu said that it could be modified however TAC chose. Craig suggested that the contracts be brought back next month.
- **Kuhn** asked if the cost had been determined to be \$55 a day. Hekimoglu and SP FarleyCampbell stated that the cost would be \$45-55. Hekimoglu said that it would replace what would be coming into the farebox. Hekimoglu stated that the sign cost should be absorbed into the contract. She said that they would have to work with a sign shop to determine what that cost would be. Craig said that the sign should not cost too much because it would not have to be laminated. Kuhn stated that the sign would have to be laminated because the sign holder is not waterproof. Hekimoglu added that it should be because the sign will be used often and there should be a sign for the farebox as well that said which business or organization had sponsored that Ride Free Day.
- **Rose** asked if the Rhody Express had interior posters. Kuhn said that she did not think there was space for those. Hekimoglu said as long as the farebox had the sponsor name on it. The Committee decided to remove the posters from the contract.
- **SP FarleyCampbell** stated that for “Inclusion in joint promotions”, the City does not do joint promotions. Rose proposed that the Committee exclude joint promotions from the contract. Hekimoglu stated that if there is an event, TAC or the Rhody Express would want to thank the sponsors and promote the free service. SP FarleyCampbell proposed removing “joint” from “joint promotions” and just including “Inclusion in promotions” in the contract. Hekimoglu said that if TAC or the Rhody Express was promoting, it could mention the sponsors.
- **Rose** asked if there was place on the farebox to mount a sign. Kuhn thought that a magnet-mounted plastic sign holder that could come off when the farebox needed to accept money would be possible. Craig suggested that a sponsor could print an actual magnet instead of a sign for the holder. Patton suggested putting the sign across where the money is accepted in case a passenger put a fare in anyways. Hekimoglu suggested working with a printer to determine those prices.
- **SP FarleyCampbell** moved to the next item on the list “Article in the City newsletter.” Kuhn asked if the newsletter came out quarterly or monthly. SP FarleyCampbell stated that the City Newsletter comes out monthly.
- **SP FarleyCampbell** suggested keeping “Press releases.” The Committee agreed.
- **Rose** asked if the “Flyers at LTD Customer Service” related to Eugene. Hekimoglu said that that was specifically for the Eugene – Bi-Mart contract. SP FarleyCampbell suggested placing flyers at the Senior Center. Hekimoglu said that if the Committee wanted to print up flyers that would be another item to price for inclusion as part of the cost to the sponsor.
- **Stephens** asked how flyers were distributed in Eugene. Hekimoglu did not know since it had been some time since Bi-Mart had participated in Eugene. Stephens stated that larger businesses and retailers have their own promotional flyers which they printed at their own expense. She suggested that this could

possibly be used to reduce the cost of the Ride Free Promotion and stated that she was trying to think of a way to get the information to potential riders. SP FarleyCampbell said that promotional flyers would be the responsibility of the sponsor. Stephens said that the Rhody Express could possibly place advertisements at a point for the sponsor. Craig said that that would be the responsibility of the sponsor.

- **Hekimoglu** stated that where the farebox advertisement entry was, they should add the poster for the back of the bus.
- **Rose** asked if they would be changing the LTD part. SP FarleyCampbell confirmed this, and stated that she wanted the TAC to decide what we could offer sponsors.
- **Rose** summarized the list developed by TAC: a poster on the back of the bus and some sort of sign by the front door or farebox. SP FarleyCampbell added press releases and flyers. She said that she envisioned the flyer as a general flyer that included a calendar outlining the Ride Free Days and who the sponsors were. She stated that she spoke to Jackie Beveridge and she agreed to promote the Rhody Express on the Florence Facebook page.
- **Rose** asked if SP FarleyCampbell would contact the Casino regarding their sponsorship of Ride Free Day. SP FarleyCampbell said that she would email Richard and that once the contract has been approved, the promotion can move forward. She said that she needed to obtain quotes for signs. Craig and Rose suggested Treehouse Signs and On Coast Printing. Kuhn added that The Shippin Shack may also be able to print the signs.
- **Patton** asked what the basic price was for the fares - \$35, \$45, or \$55. SP FarleyCampbell said that it started out at \$37, but now it is \$45. Hekimoglu stated that she would check by taking the total amount of fares and dividing to get the price per day.
- **Stephens** stated that she thought that a permanent ad on the back of the bus would help public perception of the bus and make it more recognizable as public transit. Rose suggested even running an advertisement for the Bus Buddy when there was no sponsor. Kuhn stated that Mayor Xavier shared that the reason they went with green for the bus instead of white was so that it would not blend in with facility buses. She said that advertisements are part of what makes a recognizable bus.
- **Stephens** asked about advertisements on the inside of the bus. She mentioned poetry contests that featured winners in the buses. Hekimoglu mentioned a contest that allowed high school students to design a wrap for a bus that was successful. Rose said that he would like to draft some of these proposals in writing and figure out some of the logistics so that TAC could implement these ideas. SP FarleyCampbell stated that she has had conversations with non-profits like an art group that just formed and they would likely be happy to promote their contest winners on the bus. Patton asked if there was a way to retrofit the bus now to accommodate these posters. Kuhn said she did not know because they had just put in lights. Craig said that should be a topic they talk about next time.
- **Kuhn** suggested that TAC take a field trip onto the bus on a Saturday or Sunday or before 10 a.m. on a weekday.

Other

- **SP FarleyCampbell** stated that Mayor Xavier had sent a letter to the school district soliciting candidates for the TAC student position, but had not heard anything back yet.
- **SP FarleyCampbell** said that the Senior Center was interested in getting ridership there up by including promotional materials on the bus. She said that the Senior Center wanted to know if there was space, but she did not know at the time.
- **SP FarleyCampbell** said that an article about the Rhody Express was created for the Greentrees Newsletter.
- **SP FarleyCampbell** asked if anyone had any clipart materials for advertising the Rhody Express. She said that what they did for the interim was use Photoshop to apply a drawing effect to a photo of the bus.
- **SP FarleyCampbell** stated that she had met with a developer for Munsel Lake Village who was interested in creating a transit stop for his development north of Fred Meyer. She said that they would

like to have this stop on the driveway between that property and the Fred Meyer Fuel Center / north side of the building. She said that they were not able to promise anything because of the possibility that the pass through the parking lot may not continue. SP FarleyCampbell suggested that the Rhody Express go behind the Fred Meyer to get to Oak Street. Kuhn said that would be possible unless there was a delivery truck behind the Fred Meyer building. SP FarleyCampbell stated that the developer would be talking to Fred Meyer offices in Portland that is more accustomed to mixed-use development. Stephens suggested that some sort of bus pass could be implemented for lower-income housing like this development. Kuhn stated that she did not think that Fred Meyer liked that the Rhody Express was routed through the front parking lot. Stephens said that it could be possible to have the developer create a transit stop. SP FarleyCampbell stated that they could get a 10% required parking reduction by constructing amenities for transit.

Election of Chair and Vice-Chairpersons

- **Rose** stated that he was currently the Chairperson, but there was not a current Vice-Chairperson.

Craig nominated Stephens for the Vice-Chair position. Patton seconded.

Craig nominated Rose for the Chair position. Ashley seconded. By voice all ayes, the motion passes.

6. SET FUTURE MEETING DATE:

The next meeting will be on March 19, 2014 at 1:30 p.m.

ADJOURNED AT 3:52 PM

APPROVED BY THE TAC ON THE _____ DAY OF _____, 2014.

Chairperson, LA Rose

Date