

**CITY OF FLORENCE TRANSIT ADVISORY COMMITTEE**  
**January 22, 2014 \*\* MEETING MINUTES \*\***

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**CALL TO ORDER –**

Chairperson Rose called the meeting to order at 1:32 PM.

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**1. ROLL CALL**

Committee: L.A. Rose, Chair; Nola Xavier, Mayor; Jane Ashley; Don Patton.

Not Present: Bill Craig

Support Staff: Clara Kuhn, River Cities Taxi (RCT); Susan Hekimoglu, Lane Transit District (LTD); Mike Miller, Public Works; Wendy FarleyCampbell, Planning; and Glen Southerland, Planning.

**2. APPROVAL OF THE AGENDA**

**Ashley** moved to approve the Agenda.

**Rose** 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 were no members of the public present.

**4. APPROVAL OF THE MINUTES**

**Patton** moved to approve the Minutes of December 18, 2014.

**Ashley** seconded to approve.

**By Voice All Ayes**

**5. PILOT PROJECT UPDATE**

**Indoor Posters for Major Stops**

- **SP FarleyCampbell** stated that the posters were created using the Brochure Map, which is less detailed than the System Map. She stated that Patton and Rose have agreed to take some and Ashley has already taken some to the DMV, but they needed further information regarding the Rhody Express being a public program.

**Shelter & Bus Stop**

- **PWD Miller** stated that Public Works had completed mounting signage at bus stops and shelters. Hekimoglu stated that she would be ordering 5 each for replacement.
- **Kuhn** said she had sent an email regarding the 10<sup>th</sup> & Maple Bus Stop pole being down.
- **Rose** asked where the new map was being used. Hekimoglu stated that the map would be used for future signs.
- **Patton** asked if the Greentrees sign was up. PWD Miller stated that it should be. Hekimoglu asked if the Casino sign was up. SP FarleyCampbell and Mayor Xavier stated that it had been up for about a week.

- **Rose** asked if there were any other topics under the Pilot Project Update Agenda Item. Mayor Xavier stated that even though there was no stop in Florentine Estates, there were riders from Florentine. She also offered to take a poster.

#### Route Metrics

- **Southerland** presented route metrics for December and a 6-month comparison (see attached). Hekimoglu asked if True Value was replaced by the Casino. Southerland stated that that was the information he had been given. Kuhn stated that the Safeway stop north of the store had also been changed to Kozy Kitchen.
- **SP FarleyCampbell** stated that ridership from most stops were up in December.
- **Hekimoglu** stated that she would like to see the total ridership by boardings. Kuhn stated that she would send Southerland the passenger count and begin to count non-paid companions with the February passengers for bus stop counts.
- **Southerland** suggested that the “Other Stops” category be broken into North and South Loop Other Stops. Kuhn stated that she could begin in February.
- **Mayor Xavier** commented that North Loop numbers for Grocery Outlet show boardings as zero, but the South Loop begins with Grocery Outlet showing boardings. SP FarleyCampbell asked if she meant that the ending North Loop Grocery Outlet stop be moved to the beginning of the South Loop. Kuhn said that she would have to ask the driver. Hekimoglu asked if between routes the bus drove to the Grocery Outlet stop. Kuhn stated that the bus now always stops at Grocery Outlet on the 70-minute Loop. SP FarleyCampbell reiterated that totals were being added to the ridership counts, Kuhn would be adding another category for “Other Stops”
- **Rose** stated that there used to be another format for Total Stops. Kuhn stated that the form used to provide Total People, which included breakouts for elderly, companion, general, and disabled in a graph RCT made prior to counting at specific stops. Kuhn said that she was more concerned with the number of riders versus the number of riders at the stop. She offered to begin including companions in the count. Hekimoglu asked if there were very many companions. Kuhn stated that there were probably 4-5, but they hadn’t been counted because, since they ride for free, counting companions would cause an accounting issue when trying to match the fares received to the passenger count.
- **Rose and Hekimoglu** stated they wanted to see the types of riders who used the Rhody Express and would like to see those groups counted again. Patton stated that this would be useful in evaluating the service. Rose said that this would be needed for ADA services assessments.
- **Hekimoglu** stated that there would probably be an impact to ADA ridership from expansion of the Rhody Express. Hekimoglu stated that she would have David provide a 6-month ridership number and have those numbers monthly after that. SP FarleyCampbell stated that ADA riders still count, even if they are not riding on the bus, because they are riding public transit. She asked if ADA riders who could not get to the bus stop would call RCT or RideSource. Rose and Kuhn stated that they would call RideSource.

#### Buddy Program Update

- **SP FarleyCampbell** reminded the Committee about the forms that were distributed at the last meeting. Rose asked if there were any applications yet. SP FarleyCampbell clarified that the applications had not been distributed yet because Hekimoglu was adapting the brochure to the Rhody Express. SP FarleyCampbell stated that if the Committee was happy with the layout and content, Hekimoglu could begin to work on the Buddy Program adaptation.

- **SP FarleyCampbell** stated that Kuhn would be managing the volunteers. Kuhn asked if City insurance would be covering volunteers while they were on the bus. Hekimoglu asked what happened if a passenger was injured on the bus managed by RCT. Kuhn stated that passengers are covered by insurance, but volunteers who receive compensation may be considered differently. FarleyCampbell stated that she had inquired with the city insurance, but received no response. Kuhn stated that she would be okay with a waiver. Mayor Xavier stated that the issue would probably arise because of the bus passes the volunteers were receiving. SP FarleyCampbell, Kuhn, and Hekimoglu stated they would check with their respective insurance companies again. Mayor Xavier stated that they could not be given bus passes in order to have volunteers be considered strictly volunteers.
- **Rose** stated that the bus passes should be tabled until later, but work on the Bus Buddy program should continue and finalized for next meeting. Hekimoglu stated that if no one had any changes, she would begin work.
- **Rose** asked Hekimoglu to begin working on the brochure and application. SP FarleyCampbell added that curriculum for training volunteers should also be created because what LTD had was too much for the program. Hekimoglu stated that LTD uses paid volunteer trainers. Rose asked if a trainer was coming from LTD to train volunteers. Hekimoglu stated she would have to check, but it should be something that would be possible. She said she did not know if it was not something that Kuhn or someone on her staff could do. Hekimoglu stated that she would speak to LTD's head trainer to see if he would be available to come speak to TAC.
- **Kuhn** asked who trained disabled students who rode the bus. Rose stated that they have one mentor for every four children. Hekimoglu stated she would send the two versions she had. Rose asked if she meant she had two versions of the Bus Buddy Program. Hekimoglu stated that there were two programs, but Bus Buddies was geared towards helping seniors learn how to ride the bus. PWD Miller stated that it might be possible for LTD's trainer to train a trainer in Florence. Hekimoglu stated that a person would have to be identified who could be trained. Rose suggested that the trainer train the initial volunteers, and then the program could be expanded from there.
- **Ashley** asked how a volunteer would meet up with a passenger. Hekimoglu stated that the volunteer would get on first and help the passenger learn how to flag stop and get on the bus. Hekimoglu asked if she intended to become a Bus Buddy. Ashley stated she did, but uses the bus to get around, so would have to get on the bus to get to the passenger.
- **Rose** stated for the next meeting, the adapted materials should be brought for approval. Kuhn stated that the agreement and waiver portions should be completed. Hekimoglu stated that she would also bring a badge sample.

#### Ride Free Day Sponsorship Efforts

- **SP FarleyCampbell** stated that the sponsor will be responsible for their providing their own signage.
- **Rose** asked about Three Rivers Casino's arrangement. SP FarleyCampbell stated that they would be paying \$35/day to provide free service every Tuesday. Kuhn asked about how that would affect bus passes. Hekimoglu stated that the price quoted for the Casino was based on a daily income average from the last 12 months and bus passes were counted as fares.
- **SP FarleyCampbell** stated that Greentrees was interested in sponsoring one day a month. She stated that Woody Woodbury from Grocery Outlet was interested in possibly sponsoring one day a quarter. Kuhn stated that Jenna Bartlett from the Siuslaw News may be interested. SP FarleyCampbell stated that Bi-Mart expressed some interest as well. Kuhn also suggested that the Old Town subcommittee at the Chamber of Commerce be approached. Rose asked if anyone was going to Chamber meetings who could ask. SP FarleyCampbell stated that she had talked to Cal about including the Rhody Express in a News Blast. Hekimoglu stated that it

would be helpful for other groups to see once the Three Rivers promotion is up and running. Ashley asked if anyone was actually putting advertising on the bus. Hekimoglu stated that they could easily switch signs out for promotions. She stated that it would be beneficial to get Three Rivers started as soon as possible, so she would draft a contract template. She also said that Kuhn should report the income as “other.”

#### Committee Report on Brochure Distribution

- **Ashley** stated that she had picked up and dropped off brochures at the locations given on the list she turned in to TAC (see attached). Patton stated he was also out of brochures and had visited First Community Credit Union and the Greentrees clubhouse. SP FarleyCampbell read the list aloud to TAC. Rose stated he had been to DHS and the unemployment offices.
- **Ashley** stated that the Dollar Tree could not display them because of corporate rules. She said that Safeway would have brochures on display.
- **Hekimoglu** asked if the Casino had any brochures. Rose stated he did not know, but that if they had any, they would be at the Player’s Club.
- **Patton** stated that there were possibly 700 residents in Greentrees, and he had left about 100-125 brochures at the clubhouse.
- **SP FarleyCampbell** stated that if anyone needed brochure stands or holders, the Planning Department had extra which could be repurposed.

#### Review Draft

- **SP FarleyCampbell** presented a draft Table of Contents for TAC review. She said when going to City Council, metrics would be needed. SP FarleyCampbell wanted to know what metrics to collect and estimated the report would be 17-20 pages including graphics. She stated that the report was TAC’s not staff’s, so they should feel free to give guidance to staff. Rose stated that the Table of Contents looked good.
- **Kuhn** said that she would like to see an evaluation of stops in use and of the change from a 60 minute cycle to a 70 minute cycle. SP FarleyCampbell said that that evaluation would most likely fit under Range of Operations as a subtopic. Kuhn stated she would also like to see commuters served by the Rhody Express in the future. Hekimoglu concurred that gaps could be addressed as future needs. Mayor Xavier stated that the issue was covered by Transportation System Plan surveys.
- **Hekimoglu** stated that there were stops on Rhododendron that were not productive. Kuhn stated that one is not used. Patton said that one is used frequently, but the other is not. Rose stated that that was something that should be kept track of, but the pilot program should run its course before anything is changed. Hekimoglu stated that the stop in question was not being counted in metrics. Kuhn stated that the stop was being kept track of internally, but not counted in passenger counts for metrics. She said that there were six stops with poles that were not listed and could be included under “Other Stops.” Rose and Patton suggested a list of non-active poles and a suggestion in the report that those stops should be kept track of in the future.
- **Hekimoglu** suggested including potential route changes to move back to a 60-minute route. Rose stated that no changes should be implemented until after the pilot program is over. Patton said that it was something TAC should be thinking about. Mayor Xavier stated that the research hadn’t been done, but City Council wanted to get started as soon as was possible. She said that the planning was too late to include the Fred Meyer shelter and make other changes without seriously delaying the start of the Rhody Express program.
- **Rose** stated that suggestions including hours and a second bus, etc. could be included in the report at the conclusion of the pilot program. Patton stated that surveys would be a good way to

determine what was needed. Kuhn stated that surveys determined that people wanted the bus to stop at the Fred Meyer building. Rose said that sometimes a balance has to be found between what can be provided and what people want.

- **Mayor Xavier** stated that the 9 month mark of the pilot program might be a good opportunity to hold a public relations event such as an open house in order to promote the program and go over the pilot program.
- **SP FarleyCampbell** stated that she included a TSP Policy and Planning Section to the Pilot Program Report as well as productivity of stops and logistics of current route. Kuhn discussed the possibility of the North Loop route changing to Oak in order to serve 8 blocks rather than 101, where the bus cannot make stops. Kuhn also mentioned that in the future, DHS should be served by the Rhody Express. Rose mentioned the state offices as another location where a stop should be considered. Hekimoglu stated that these offices probably represented use by many transit-dependent people.
- **SP FarleyCampbell** stated that she added stop productivity and location of service changes as part of Conclusion and Recommendations. She mentioned that Hekimoglu would provide a sample survey used by LTD. Patton mentioned that he had a SurveyMonkey survey that was done in 2010. Patton and Kuhn mentioned that since the survey went out with the water bill, many people did not receive one.

#### Other Promotion Efforts

- **SP FarleyCampbell** stated that she would be doing a presentation at the Senior Center February 11, 2014, regarding the Rhody Express and will check into putting information about the Rhody Express on the City page of the Chamber of Commerce website. She mentioned that as a part of looking at the Chamber website, the logo for the Rhody Express would not fit properly because it is too long. Hekimoglu stated she would send samples of shortened logos.
- **SP FarleyCampbell** stated that someone needs to do presentations at Windsong and Tanglewood, especially since changes will need to be made regarding the shelter and stop at Windsong.

#### Dogs on Bus

- **Mayor Xavier** inquired if dogs were allowed on the bus. Kuhn stated that service animals were allowed and companion animals were allowed as long as they were contained within a kennel. She stated that RCT asks people with service animals to keep their service papers on them at all times. Hekimoglu stated that service paperwork could not be asked for. Kuhn asked how you knew if it was a service animal if you cannot see the service paperwork. SP FarleyCampbell stated that you have to take the passenger at their word. Hekimoglu concurred with SP FarleyCampbell that you take the passenger at their word and you watch behavior. She stated that you can require the working animal be clean and well-managed, working, and licensed. SP FarleyCampbell and Hekimoglu stated they would send Kuhn information regarding service animals.

#### Survey Baseline Data

- **Patton** suggested that baseline data be collected from surveys. Rose stated that the end of the quarter would be a good time to conduct a survey. Patton asked if there were results for previous online surveys conducted. Rose stated that surveys were mailed, hand-delivered, and conducted on the bus.

- **Hekimoglu** suggested that a survey conducted after 6-months. Patton clarified that he was suggesting conducting a survey before the pilot program really got underway. SP FarleyCampbell stated that she would attempt to find previous survey results. Patton stated that those previous surveys could be used as a baseline alternatively and a survey at the end of the pilot program. Rose was concerned with the logistics of conducting a survey on this notice.
- **Mayor Xavier** asked what events were upcoming where a survey could be distributed besides Home & Garden. SP FarleyCampbell stated that Home & Garden and the Green Fair were upcoming events. She was not sure when the Health Fair was. Rose stated that it is usually held sporadically. Mayor Xavier mentioned that Sally from the Casino might know since they held the event the two previous years.
- **Patton** asked if TAC could possibly have something ready for distribution by March. Rose suggested that it could be completed before the Home & Garden show. Mayor Xavier suggested that the more promotion the survey received, the better results they would get.

#### Volunteer Appreciation Luncheon

- **SP FarleyCampbell** stated that the Committee was invited to RSVP to the Volunteer Appreciation Luncheon on February 26<sup>th</sup>. She said that the meeting time would be changed from 1:30 p.m. to 2:00 p.m. to accommodate people travelling from the luncheon to the meeting.
- **SP FarleyCampbell** stated that she would like someone from the Committee attending the Luncheon to give a short presentation of TAC to the attendees. Rose stated he would introduce TAC to the other volunteers at the Luncheon.

#### Committee Membership

- **Mayor Xavier** stated that Mary Stephens had been selected to fill one of the two vacant slots on the Committee. She said that the other slot is reserved for a high school student, but she wanted to know where the Committee stood on the position. Mayor Xavier offered to solicit the principal and superintendent in order to get a student to fill the role. She asked if the position was still of value to TAC and how many were riding the Rhody Express. Kuhn stated that there were very few students outside of the Life Skills program who rode the bus. Rose stated that he thought it was important to fill the position even with the amount of rotation the position would experience.
- **Patton** asked if the position would be open to LCC students as well as high school students. Mayor Xavier stated that it may be open to LCC students as well. She also stated that the FEC has a high school student who is very active on their committee.
- **SP FarleyCampbell and PWD Miller** stated that the Code did specify that the position was for high school students only. SP FarleyCampbell said that this would be the best year for a high school student to become involved with TAC because of the pilot program.
- **Mayor Xavier** stated that she was seeing a consensus that she should contact the superintendent and the high school principal as well as any service clubs that may be interested.
- **SP FarleyCampbell** stated that elections for Chair and Vice Chair were at the next meeting. She stated that River Cities Taxi and Lane Transit District were ex officio members of the Committee according to FCC 2-8. Kuhn and Hekimoglu stated that Kristine from Senior Services would be an ex-officio also to represent ADA RideSource.
- **Mayor Xavier** stated that she would like to send the TAC summary sheet with the letter to the school. SP FarleyCampbell stated that she would send Mayor Xavier the information.

**6. SET FUTURE MEETING DATE:**

The next meeting will be on February 26, 2014 at 2:00 p.m.

**ADJOURNED AT 3:22 PM**

**APPROVED BY THE TAC ON THE \_\_\_\_\_ DAY OF \_\_\_\_\_, 2014.**

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Chairperson, LA Rose

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Date