

**CITY OF FLORENCE TRANSIT ADVISORY COMMITTEE**  
**December 18, 2013 \*\* MEETING MINUTES \*\***

---

**CALL TO ORDER –**

Chairperson Rose called the meeting to order at 1:35 PM.

---

**1. ROLL CALL**

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

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**

**Craig** 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 was one member of the public present, Mary Stephens, who had no standalone comments, but wanted to comment on Agenda Item No. 5.

**4. APPROVAL OF THE MINUTES**

**Rose** asked for additions or corrections to the November 20, 2013 minutes.

**Kuhn** pointed out that under page 4, under other, the Florence Food Share wanted to have a "Stuff the Bus" event on a weekday, specifically Friday, not the weekend.

**Craig** moved to accept the minutes with the correction.

**Ashley** seconded to approve.

**By Voice All Ayes**

**5. PILOT PROJECT UPDATE**

**Indoor Maps and Major Stops**

- **Hekimoglu** stated that the maps were being printed that day. LTD would be printing fifteen 11"X17" maps for major stops.
- **FarleyCampbell** asked if these were the maps for stops such as Bi-Mart.
- **Hekimoglu** said that she printed the versions she passed out were printed right before she left and were the final version.
- **Hekimoglu** stated that this was the map that TAC had been working on for the last few meetings and the time points were being added that day.
- **FarleyCampbell** clarified that the map that was passed out was called the "System Map," while the other map created for the Rhody Express was known as the "Brochure Map."
- **Hekimoglu** proposed that next time a brochure is created, this map could be an option to include.
- **Hekimoglu** asked Patton if the corrections he noted were made.
- **Patton** proposed that the committee could decide if it was important or not and pointed out that City Hall was not on the map.



- **Hekimoglu** stated that it would be difficult to add because of the small space available in that area of the map.
- **Kuhn** clarified that the stop was not actually on the route.
- **Xavier** stated people may become confused by the Porter Stage Bus Stop if the stop was included on the map.
- **Patton** pointed out that the Rhododendron Drive route to Greentrees may require a double arrow.
- **Rose** said that it seemed obvious from the map and that they probably should not clutter up the map in order to keep it simple. Rose stated that a person who wanted a detailed map would probably obtain a city map.
- **Hekimoglu** stated that this was the map that was going to be placed on the bus stop signs and the artwork was going to the printer that same day. She said that this map was finalized yesterday, would include the timetable, how to read the timetable, days that the Rhody Express does not run, and a message to call River Cities Taxi with questions.
- **Craig** suggested that the times be on each bus stop.
- **Hekimoglu** stated that the costs to include the times at each stop would go up exponentially.
- **Xavier** said that each sign for each stop would have to be custom.
- **Craig** clarified that he was suggesting a smaller supplemental sign with each time for that particular stop.
- **Rose** said that the people using the Rhody Express may not be as transit-savvy as people from cities with established transit system.
- **FarleyCampbell** asked if the poles being used are the type that could accommodate multiple signs.
- **Miller** responded that they were.
- **Hekimoglu** stated that the sign could be laminated and produced over here.
- **Rose** posited that the sign would state the times that the bus would be there, but what if the bus was not there?
- **Hekimoglu** said that the sign will have the RCT phone number, so a rider could call to check the arrival time.
- **Patton** suggested that the stop numbers be added to the map.
- **Hekimoglu** said that the stop numbers would be added to the System Map like those in the Brochure.
- **Hekimoglu** stated that it was unfortunate that the Brochure was not as accurate as this map because of things that were not caught such as the Old Town stop being located incorrectly.
- **FarleyCampbell** asked if the bus goes up Nopal or Maple.
- **Kuhn** stated that it goes up Maple.
- **FarleyCampbell** stated that this map shows the bus going up Nopal.
- **Hekimoglu** asked if the bus stop was at Maple. The Committee confirmed. Hekimoglu said that that was an important change, so she would be sending an email to stop the printing of the large maps.
- **Rose** asked who was posting the signs.
- **Hekimoglu** said that she was hoping the city would be posting them after LTD talked to Public Works.
- **PWD Miller** stated that they would be mounting the signs.
- **Hekimoglu** reminded Miller to send the time spent on the project so that LTD can bill the tribes.
- **Rose** asked Hekimoglu if she was going to discuss the Casino stop.
- **Hekimoglu** asked Miller if he knew if Three Rivers Casino had their Rhody Express bus stop sign.
- **Miller** stated that they had their sign, but he wasn't aware of whether or not it was up.
- **Hekimoglu** said that she did not know either.
- **Xavier** stated that she would be there soon, and would email FarleyCampbell.



- **FarleyCampbell** stated she would pass that email along to the Committee.
- **Hekimoglu** said that she had not heard from the Casino since she emailed them the costs of sponsoring a day.
- **FarleyCampbell** stated that Miller and Public Works had completed the curb painting on 8<sup>th</sup> street.
- **Ashley** stated that people were still parking there and that it may need a no parking sign.
- **Rose** asked if there were any other issues to be raised. There were none.

### Long Range Promotion

- **Kuhn** said that weather was a problem on the free ride days. On November 30<sup>th</sup>, there were 11 people total during the evening. Kuhn felt that the media was used well. On the December 7<sup>th</sup>, the day with worse weather, total ridership was 19, but that this probably amounted to only 9 individual riders.
- **FarleyCampbell** asked if the news outlets used were appropriate to the ridership the RE was trying to encourage.
- **Ashley** said that it was twice in the Siuslaw News.
- **Xavier** stated that it was also on the bus, but that it was very cold that day.
- **Kuhn** stated that bus usage was down the entire week that it was cold.
- **Craig** suggested that they consider another Free Ride Day during the summer when it is warmer.
- **FarleyCampbell** said that Bob Sneddon of KCST was very generous in running the notice, but possibly not the proper outlet for possible riders. FarleyCampbell stated that Greentrees offered to notice their community through their newsletter given more notice.
- **Xavier** suggested church bulletins as an outlet as well.
- **Rose** suggested Lane Community College.
- **Kuhn** said that previously Jacquie Beveridge has put news on Facebook.

### Greentrees

- **Rose** asked if anyone had information about Greentrees.
- **FarleyCampbell** stated that Greentrees had their board meeting the week prior to the TAC meeting. FarleyCampbell was invited to get feedback and promote the pilot project. The meeting was attended by all board members and about twenty residents. FarleyCampbell gave them a brief on the pilot project and offered a suggestion for their bus stop. FarleyCampbell suggested that they move the bus stop sign to the gazebo side in order to provide shelter that is visible to drivers.
- **Hekimoglu** said that they had discussed placing shelters on both sides of Greentrees.
- **Patton** stated that he thought it was still under discussion within the Greentrees Board. He believed that they were leaning towards placing a kiosk in front of the clubhouse.
- **Rose** said that he thought it was more feasible for other people who are not Greentrees residents.
- **Patton** stated that the Greentrees stop is being used by people from other places surrounding Greentrees.
- **Rose** asked if the expansion of Rhododendron Drive would affect how people enter and exit Greentrees.
- **Miller** said that there would be no effect.
- **Patton** suggested that the Multi-Use Path could be included as well in future stops.
- **Xavier** stated that approximately a year ago, someone from Greentrees contacted her about incorporating a stop on the west side of Greentrees. The person did not contact Xavier back.
- **Patton** said that he would bring up the issue at the next Greentrees meeting.
- **Kuhn** stated that it would not be difficult for the driver to check both sides of Greentrees.



- **FarleyCampbell** stated that she will be sending information to Greentrees regarding the Rhody Express and Rideshare.

### Ride Free

- **FarleyCampbell** stated that at the last meeting the Committee had agreed that local businesses could be helpful in sponsoring Ride Free days.
- **FarleyCampbell** said that she included a notice with business license renewals regarding sponsoring Ride Free days. She has not received any inquiries as of yet, but attributes this to the timing of the notice. FarleyCampbell stated that Kuhn had suggested approaching the Chamber of Commerce.
- **Patton** asked if the Casino had already started their Ride Free days.
- **Hekimoglu** stated that she had contacted them about Ride Free days and the costs associated. She said that the Ride Free days would be charged as fare directly, without Three Rivers Casino having to pay LTD first.
- **Craig** asked if every Tuesday would be a Ride Free day sponsored by the Casino. The Committee responded yes.
- **Xavier** commented that Tuesdays are Senior Days at the Casino. Xavier mentioned that the newspaper has a feature where a business is chosen and people are encouraged to go there and shop. She stated that that might be an opportunity to look into.
- **Kuhn** stated that Three Rivers Casino has included an insert that tells customers to Ride the Rhody Express Monday – Friday.
- **Patton** added that Greentrees was interested in sponsoring a day of Ride Free a month, but he was not sure what the status was of that.
- **Kuhn, FarleyCampbell, and Hekimoglu** said that Saturday and Sunday are out of budget and would likely be an hourly-rate billing.
- **Hekimoglu** suggested finding a printer in Florence that would be able to print signs if the Committee wanted to promote that and incorporating the cost of the sign into the cost of the Free Ride Day.
- **Rose** suggested building a library of signs that could be re-used each time the business sponsored a day.
- **FarleyCampbell** asked Kuhn if she could pass along the dimensions of the sign in order to obtain a quote from the printer in town.
- **Rose** stated that non-dated sponsorship signs reduce the cost of printing signs.
- **Hekimoglu** suggested that advertisements be sold in that space even if the day is not being sponsored.
- **Kuhn** said that the staff felt that the populace thought that the RE was not a public bus and was a bus for a local facility. Kuhn indicated that advertising on the bus may help change that perception.
- **Xavier** stated that the size of the bus contributes, but that the color of the bus and inclusion of “public transit” were organized in such a way as to prevent that perception as much as possible.
- **Hekimoglu** suggested that there should be a sign when there is no advertising that states that the bus is “public” or “run by the City of Florence.”
- **Stephens** commented that perception is the issue in the community. She stated that there is a ridership problem due to perception even though the work being done is good. Stephens stated that she has heard the RE called the “funny bus” because it does not fit the standard model of a public transportation system.
- **Hekimoglu** informed the Committee that there are smaller vehicles on the market that look like a small version of a regular bus that could be looked at when the time to re-order comes.



- **Stephens** identified that she was thinking about getting a group of people together to show them how to ride the bus. Stephens said that trying to use the Porter Stage website in conjunction with local transit was difficult.
- **Hekimoglu** stated that the ODOT TripCheck website would allow you to more easily plan a route between cities. She stated that the RE has just been put on that website in order to facilitate connectivity to Amtrak and other services.
- **Craig** asked if people would understand the bus system more if the bus said “public transit.”
- **Stephens** responded that she thought that people would understand the system better if it stated that.
- **Xavier** specified that the bus does have “City of Florence Public Transit” written on it, but the problem is the size of the bus. She explained that everything that could be done was done including changing the wording and coloring of the bus in order to differentiate it from private service buses in the city.
- **Stephens** stated that she thought that the job done was fantastic and she thought that the advertising idea was good.
- **Hekimoglu** suggested that it might be a good idea to add information about TripCheck to the website.
- **Xavier** added that the brochure would be a good place to add that information as well.
- **Rose** stated that what he was hearing was that education was the biggest problem faced by the RE and that people in Florence may not be transportation savvy.
- **Xavier** said that no one had spoken out against adding the Casino to the Rhody Express route at the public hearing. She also stated that since cities this size do not usually have public transit, people do not expect it, and people assume the RE to be a private
- **Patton** suggested that they should try to target the new people coming into town because they are public transportation savvy.
- **Rose** stated that he thought that many people moving to Florence already have their own transportation.
- **Patton** asked what people were going to do when they aged to a point where they could no longer drive.
- **Hekimoglu** stated that the Bus Buddy program would help people learn how to ride.

#### Bus Buddy Program Update

- **FarleyCampbell** passed out materials that were provided by Hekimoglu, a Bus Buddy application, brochure, and information about the program.
- **Hekimoglu** stated that usually volunteers are required to fill out the five page LTD application, so as a starting point, Hekimoglu downloaded this general volunteer application. Hekimoglu asked what criteria the TAC would look for in an applicant.
- **Hekimoglu** asked if the Committee liked the brochure. She stated that the brochure could be recreated to fit Florence. Hekimoglu indicated that the Bus Buddy would ride free at all times as an incentive to volunteering. Hekimoglu stated that LTD would be able to provide ID cards with the Bus Buddy’s picture. Hekimoglu asked Rose what he had found when looking into the insurance aspect of having volunteers on the RE, stating that LTD did not have insurance for their volunteers.
- **Rose** stated that from what he found, as long as they were volunteers, they didn’t need to have insurance.
- **FarleyCampbell** suggested that a disclaimer could be added at the bottom of the application stating that.



- **Hekimoglu** stated that LTD does not have a true senior bus ride training program, and instead uses Alternative Work Concepts in Eugene. Hekimoglu detailed that if the TAC would like, they could create an orientation curriculum for their volunteers.
- **Rose** asked if AWC could train volunteers for the Rhody Express.
- **Hekimoglu** replied that AWC could train volunteers for the Rhody Express. Hekimoglu stated that the Bus Buddy's job was to help seniors until they became comfortable riding the transit system.
- **Rose** asked if AWC could train volunteers to be able to train other riders.
- **Hekimoglu** confirmed that AWC could. Hekimoglu offered to bring more information about the Bus Buddy program if the Committee was interested.
- **Rose** asked the Committee if they were interested in pursuing the Bus Buddy Program and obtaining more information.
- **Stephens** asked who the target for the program was and where applications would be distributed.
- **Rose** stated he has created a list of organizations that can provide assist people that he gives to his clients. Rose said that some of these organizations could help provide informational materials or find people who were interested in volunteering.
- **Hekimoglu** said that in Springfield, volunteers work through the senior centers instead of through LTD.
- **Kuhn** stated that ideally, the Bus Buddy would also be an ambassador for the Rhody Express.
- **Rose** said that the RE was limited by operating times, so working people could not be targeted for this program.
- **Ashley** stated that she was at the DMV and a person there who was distressed because they were losing their license did not know about the public bus system.
- **Patton** said that he believed that high ridership stops could be a source for volunteers for the Bus Buddy program. He said that this would also help create more ridership through those locations.
- **Ashley** stated that visible identification would create an opportunity for community outreach
- **Stephens** stated that she believed that these ideas would help solve problems.
- **Rose** said the Bus Buddy program was one way to educate a population that does not usually use transit on how to use the Rhody Express. Rose stated that this provided an opportunity for people who do not have vehicles so that they were not dependent on other people for rides.
- **FarleyCampbell** stated that the first step would be to make sure that local facilities have brochures.
- **Rose** stated that the Chamber of Commerce would be a good place to begin to educate potential volunteers.
- **Hekimoglu** stated she would send the information about the Bus Buddy program.
- **Rose** said that it would be possible to read through the material by the next meeting.
- **Hekimoglu** stated that the Committee should determine what to add, add the phone number and other contact information, as well as determine criteria for selecting volunteers.
- **Rose** stated that he found old brochures at the hospital.
- **FarleyCampbell** said that people should check for old brochures when distributing new ones.
- **Kuhn** stated that at the hospital, new brochures were provided, but the new brochures were given to the receptionist.

### Review Route Materials

- **FarleyCampbell** passed out charts about monthly ridership. FarleyCampbell stated that Craig had asked for visual information regarding ridership. FarleyCampbell stated that Southerland had taken the monthly ridership data and created the charts. FarleyCampbell asked what kind of metrics need to be collected in order to evaluate the pilot project program. She said that Patton had brought up the issue in the last meeting



- **Hekimoglu** pointed out that the monthly tally was missing.
- **Rose** stated that the Casino was not on the charts.
- **Kuhn** and **Patton** pointed out that the Casino was included on the tally sheet under other stops.
- **Patton** said that he believed that this monthly ridership data was valuable when evaluating the route.
- **Kuhn** stated that the Route for True Value has basically changed now that the bus does not travel through the parking lot.
- **Hekimoglu** suggested that the Committee should begin thinking about setting a minimum ridership standard such as 10 a month or below. She said that previously Greentrees was up for elimination because of low ridership.
- **FarleyCampbell** stated that this was a pilot project, so nothing would be changed for a year.
- **Rose** thought that seeing this information every month would be a valuable tool. He hypothesized that there could be a problem of passengers being counted multiple times. Rose asked if there was a way to separate passengers from rides.
- **Hekimoglu** stated the same person could be counted three or four times, but that the standard for transit was by the number of rides provided, not the number of people served. She added that a ridership survey could be conducted, but it would likely involve someone physically riding on the bus and tallying.
- **FarleyCampbell** stated that periodically an onboard survey could be conducted. She said that even a TAC member could volunteer to keep track.
- **Hekimoglu** said that LTD has a standard form called an Origin and Destination Survey that is passed out by volunteers on the bus and collected.
- **Rose** suggested that the survey be conducted before the end of the pilot program.
- **Hekimoglu** stated that she would send the survey form to FarleyCampbell.
- **FarleyCampbell** asked Kuhn if Ridesource was included in the charts provided.
- **Kuhn** replied that that information was not included in this information.
- **FarleyCampbell** stated that those metrics also need to be collected in order to reflect changes in ridership and to continue to provide service should ridership at a particular stop like Greentrees drop below the minimum.
- **Stephens** suggested that the monthly ridership chart could provide a marketing opportunity for the pilot program. Employers in places like Portland sponsor half fare for their employees. Stephens suggested that the businesses could also provide other services such as Saturday service since it is a busy shopping day.
- **Patton** stated that he had worked out the percentage of ridership for each of the major stops for the Rhody Express. He said that pointing this out businesses out could help obtain sponsorship from those businesses.
- **Kuhn** suggested that the TAC could also approach other business associations like the Old Town Association with this data.

### Evaluating Pilot Project

- **FarleyCampbell** said that the Committee should try to determine some criteria regarding trips vs. individuals.
- **Hekimoglu** stated that this information can be estimated using the Origin and Destination Surveys as well as rider choice or transit dependence, income, etc. Hekimoglu said that the same person might take the same survey multiple times, but one of the questions asked is whether or not they have ridden multiple times that day. She continued that LTD conducts these surveys every five years.
- **Hekimoglu** stated she would provide LTD's survey and the last collected results.
- **FarleyCampbell** stated that when determining the effectiveness of the grant program, questions are asked about income and transit dependency.



- **Rose** said that collecting income data might be difficult.
- **Hekimoglu** stated that the survey was anonymous, but that collecting that data might be difficult. She suggested a box for anonymity, rather than handing the survey to the driver. Hekimoglu proposed that Transit Dependency could be determined from survey-takers answering the number of cars owned.
- **FarleyCampbell** asked if this method could be used for ADA Ridesource.
- **Hekimoglu** stated that the information for people using that service already exists from their applications.
- **Stephens** pointed out that some stops such as the schools were low, but are socially-relative, possibly needed by the people who use them. Stephens asked if there was some sort of criteria for determining the value of keeping a stop, despite low ridership.
- **Hekimoglu** stated that those services are called lifeline services, and that services to places like schools and hospitals will be maintained.
- **Rose** said that the logistics of the stops were also taken into consideration, many exist on a straight line with other essential stops and would exist despite low ridership.
- **Patton** inquired as to what Oak Terrace was on the ridership charts.
- **Rose** and **Miller** explained that Oak Terrace was a low-income/fixed-income apartment complex across from the middle school.

#### Next Steps

- **Rose** stated that when the Committee is around town, they should look at the brochures that are there in order to keep getting information to the public.
- **Hekimoglu** unveiled a banner with the Rhody Express logo. She suggested a tagline be included on every piece of literature about the system.
- **Stephens** asked Southerland if he was able to create a website for the Rhody Express. Southerland replied that he was not able to.
- **FarleyCampbell** explained that Southerland just received access to the City's website and can put transit information on the website.
- **Hekimoglu** stated that the Committee should start putting information on the City's website as LTD is about to re-do their website and she was not sure if the information would remain in the same place as published web links.
- **FarleyCampbell** stated that that would be a good idea because the City's website is not changing.
- **Craig** mentioned that he would like ideas or comments for the video he is working on.
- **Stephens** suggested that if the Committee would like, it is possible to arrange for volunteers to work on including the times at the bus stops.
- **Hekimoglu** stated that the signs should not be estimates, only the time from the previous time point.
- **Rose** said that the best way to accomplish that would not be the signs, but education on how to use the transit system.

#### **6. SET FUTURE MEETING DATE:**

The Committee decided to change meeting times from the third Wednesday of the month to the fourth Wednesday in order to accommodate staff. The next meeting will be on January 22, 2014.



**ADJOURNED AT 3:22 PM**

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

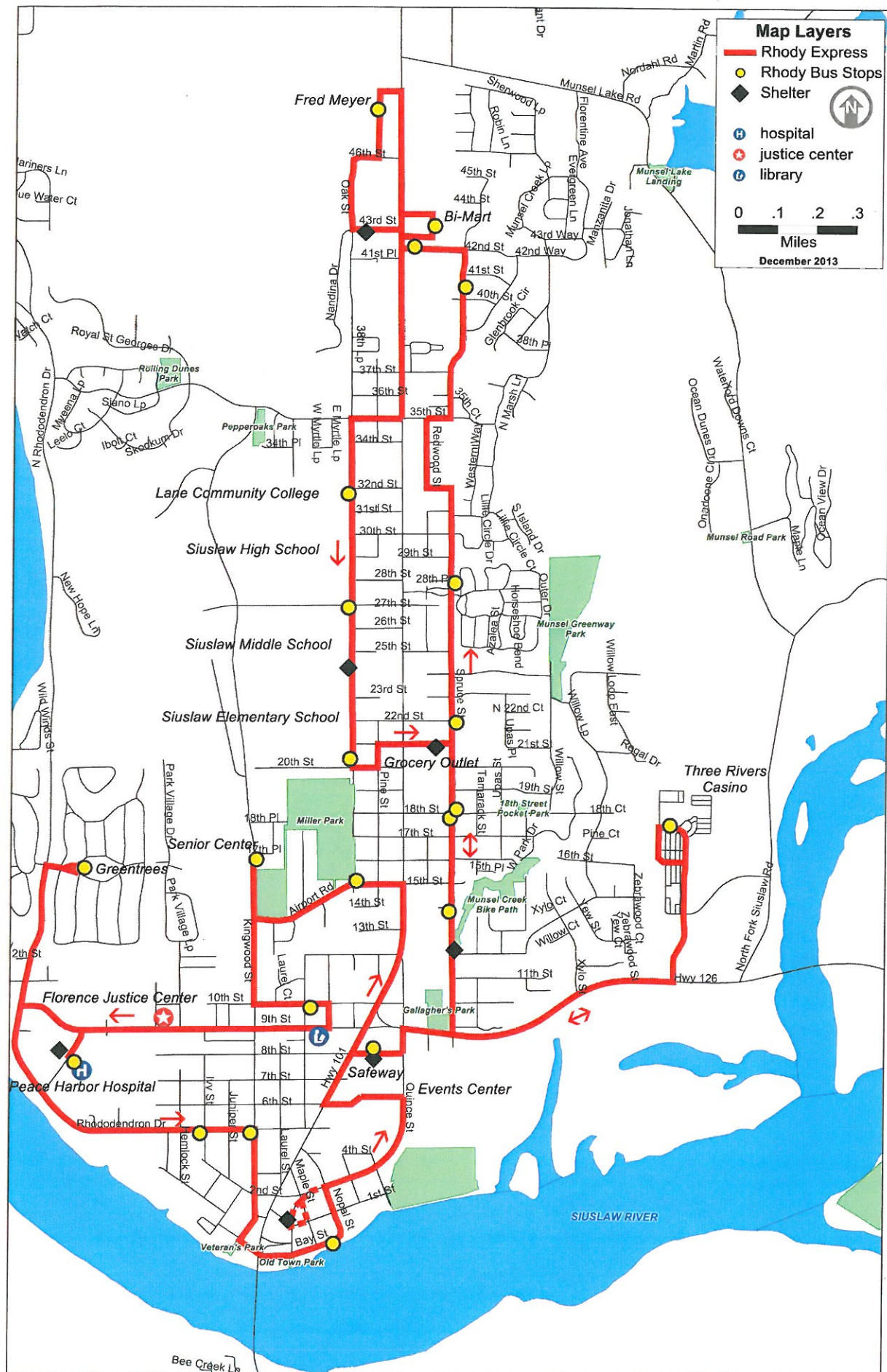
\_\_\_\_\_  
Chairperson, LA Rose

\_\_\_\_\_  
Date

DRAFT



## Rhody Express





# Bus Buddy - Volunteer Application

## Contact Information

Name	
Street Address	
City ST ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

## Availability

During which hours are you available for volunteer assignments?

<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday	<input type="checkbox"/> Friday
___ morning	___ morning	___ morning	___ morning	___ morning
___ afternoons	___ afternoon	___ afternoon	___ afternoon	___ afternoon

## Bus Riding Experience

Please describe your experience using public transportation in general and the Rhody Express.

## Special Skills or Qualifications

Summarize special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities, including hobbies or sports.

--

## Previous Volunteer Experience

Summarize your previous volunteer experience.

--



### Person to Notify in Case of Emergency

Name	
Street Address	
City ST ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

### Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a volunteer, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal.

Name (printed)	
Signature	
Date	

### Our Policy

It is the policy of this organization to provide equal opportunities without regard to race, color, religion, national origin, gender, sexual preference, age, or disability.

Thank you for completing this application form and for your interest in volunteering with us.



## **Bus Buddy Management Duties**

Listed below are the general duties currently performed by LTD staff. At the conclusion there are recommendations to expand the program.

The Bus Buddy program is a one-on-one training program for seniors. The program is a community program, with a partnership existing between LTD, Willamalane and Cambell Senior Activity Centers, and resident volunteers. The program only works because each of these groups is committed to helping seniors establish and maintain an active, independent quality of life.

### **Program Overview**

LTD prints and distributes postcards to the Senior Activity Centers and the volunteers. These postcards have a return address to LTD so that activity can be tracked.

LTD receives a fax from the Senior Center when a trip request has been made, and a volunteer contacted. The volunteer send a postcard with general information, and the guest also sends a postcard with general information. This information includes whether the individual believes they are ready to ride alone, if they would like an additional training program, and in general how the program worked. Follow up on this process has not been historically thorough.

LTD has averaged only about three training rides per month. Although this number is low, the program is viable and valuable. There is capacity for additional trainings.

### **Volunteers**

As needed, LTD solicits for and goes through a selection process for new Bus Buddy volunteers. Because the original volunteers have been so reliable, there has been only a few instances where we needed to expand the pool or replace inactive volunteers.

Solicitation includes press releases to local media, articles in Bus Talk (LTD's on-line newsletter), and posters placed at the senior activity centers. This has been sufficient to gain needed volunteers.

Interested parties fill out a standard LTD employment application. Background checks are performed by program manager, and fingerprint/background checks are made through LTD HR Department.

If an applicant is viable, they are put on a list with LTD to receive a monthly bus pass, and given an orientation. This orientation includes information about the program, how to track activity, and resources for assistance for various types of situations that may arise.

As system changes are made, primarily during bid changes which occur three times each year, volunteers are sent letters advising them of the changes. Also, if policies or facilities change that would have an impact on the seniors, these are also communicated.



### **Promotion**

Initially, LTD made a concerted effort to contact and where possible, do a presentation to groups including seniors regarding the Bus Buddy program. Since then, LTD has made presentations to groups as requested, approximately 5 or 6 per year. I believe there is an opportunity to go out to the groups and again promote the program.

The program is also promoted in brochures, LTD's Website, Bus Talk, and the Rider's Digest.

### **Recommendations**

Two things that I believe would expand the program is an intensive outreach to seniors and senior support entities who would potentially utilize the programs, and improved follow up on activities as they take place. These are time intensive activities, but could easily be manageable.





## Your Own Bus Buddy

will be with you every step of the way. He or she will be available to help you learn how to use the bus system.

## Planning Your Trip

Your Bus Buddy will walk you through the steps to plan a trip on LTD, including how to read the bus schedules and how to use the Rider's Digest and System Map.



*Greater independence*

## Getting on Board

Learn about boarding procedures, paying your fare, and the special accessible features of the bus.



## Exiting the Bus

Learn how to let the driver know your stop is coming up and how to safely exit the bus.

## How Did You Do?

Take some time to talk about your bus ride.

## Next Step

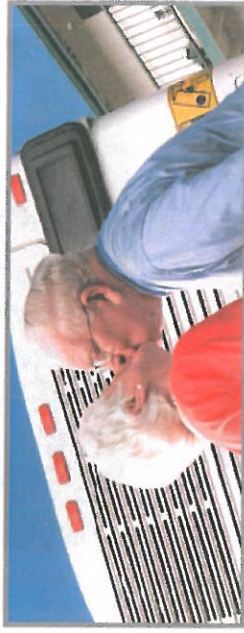
Plan your trip home or to another destination. The best part of the program is that you don't have to know anything about using the bus! Your Bus Buddy will provide the training you need.

## Who to Call

To request a Bus Buddy and receive one-on-one assistance, call:

**Alternative Work Concepts 541-345-3043**

*Access to shopping, work,  
and other activities*



## Questions?

**LTD Customer Services 541-687-5555**  
**TTY (Oregon Relay) 7-1-1**



## *The Lane Transit District Bus Buddy Program*

is a safe and personal introduction to the LTD transit system through the assistance of trained and qualified Bus Buddy volunteers.

Participating in the program will help you gain the tools and confidence to travel safely in and around town.



Lane Transit District



## *Bus Buddies*

## *Get an LTD Bus Buddy*



## *and get around town!*



## FLORENCE OREGON COMMUNITY RESOURCES

Department of Human Services 3180 HWY 101

541-997-8251

Hrs: 7:30-5:30 M-F

Food Stamps (SNAP), Medical, Day Care, Temporary Assistance for Needy Families (TANF), Domestic Violence Assistance

Florence Food Share 2190 Spruce St / 541-997-9110

Hrs: 9:30-1 M-F, & 4-6pm Monday

\*\* Mapleton Grange Food Pantry - 10880 E. Mapleton Rd. 11 am to 3pm  
2<sup>nd</sup> Thursday and 4<sup>th</sup> Saturday Bill & Jackie Taylor 541-268\*9012

Women Infants & Children (WIC) Nutrition Program

541-682-4202

3<sup>rd</sup> Wednesday @ Nazarene Church on 12<sup>th</sup> St need appointment

Free Lunch @ Methodist Church 333 Kingwood, T&T 11:30-12 541-997-6025

Low Income/Affordable Housing

Oak Terrace Apt

541-997-4575 Laurelwood Homes 541-682-4090

Siuslaw Dunes Apt

541-997-6036 Munsel Park Apt 541-997-2661

Pines Apt

541-997-2022

Better Living Center 85134 Hwy 101 South

541-997-2137

Free clothes Wed 11am-5:30pm

Siuslaw Outreach Services 1576 W. 12<sup>th</sup>

541-997-2816

24 Hour Crisis Line: 541-997-4444

Provide housing, rental and mortgage assistance, domestic violence intervention services.  
Help with prescriptions, propane gas, bus tickets, laundry/showers, energy assistance,  
Alzheimer patient resources and referral.

Senior Connections 3180 Hwy 101 Hrs: 9-12 & 1-4 M-F

541-902-9430x7830

Area Coordinators & volunteers who help provide a variety of services to seniors & family caregivers, including medical transportation, Meals on Wheels, Energy Assistance etc.

Senior & Disabled Services (Lane Council of Governments LCOG) 541-902-9430

3180 Hwy 101 Hrs: 9-12 & 1-4 M-F

Includes help with: food, housing, medical, abuse investigation, protective services, nursing home assessment and placement, relocation services and adult foster home licensing.

Planned Parenthood 4969 Hwy 101

541-902-7861

Hrs: Tuesday 10:30-6:00 & Thursday 10:00-5:30

Free and low cost contraception management and contraceptive supplies for men and women, emergency contraception, HIV testing, pregnancy testing.



<b>Caring Pregnancy Center</b> 1339 Rhododendron Dr Hrs: 11-4 M-Thursday 24 hr crisis hotline 1-800-395-HELP(4357), free pregnancy testing, peer counseling, pregnancy education, maternity and baby supplies through our "baby bucks" incentive program.	541-902-CARE (2273)
<b>Bridge Program</b> A medical assistance program sponsored by Peace Health.	541-902-6562
<b>AA "Alcoholics Anonymous" Hotline</b>	800-621-1646
<b>NA "Narcotics Anonymous" Hotline</b>	541-268-4769
<b>Emergence</b> (Drug , Alcohol or gambling help)	541-997-8509
<b>Options Counseling</b> 1445 8 <sup>th</sup> St	541-997-6261
<b>Peace Health Counseling</b> 1525 12 St	541-902-6085
<b>Siuslaw Public Library</b> 1460 9 <sup>th</sup> St Hrs: M, TH, F, SAT 10-6, TU, W 10-8 & SUN 1-5	541-997-3132
<b>Siuslaw Public Schools</b> 2111 Oak St	541-997-2651
<b>Head Start of Lane County</b> 1525 12 <sup>th</sup> St	541-997-9176
<b>ECCARES</b>	541-997-1513
<b>Legal Aid Services of Lane County</b>	800-422-5247
<b>Food Handlers Permits</b>	541-682-3340
<b>Bureau of Labor and Industry</b>	541-686-7623
<b>Employment Dept</b> (UC claims 877-728-7970)	541-997-1913
<b>Veterans Help</b> (contact person Ivar Nelson)	541-997-6727



## **Proposed Criteria for Evaluating the Pilot Project**

### Route reach

- What is the increase in route reach, number of miles added?

### Ridership

- Number of riders
- Number of riders using the pilot project
- Number of transit dependent riders
- Number of transit dependent riders using the pilot project

### Branding Success (cost vs. >ridership)

- Brochures
- Posters
- Newsletters
- Presentations
- Budgeted Free Ride Day Promotion
- Business Free Ride Promotion
- Buddy Program
- Stop Signage & Physical characteristics

### Cost Effectiveness

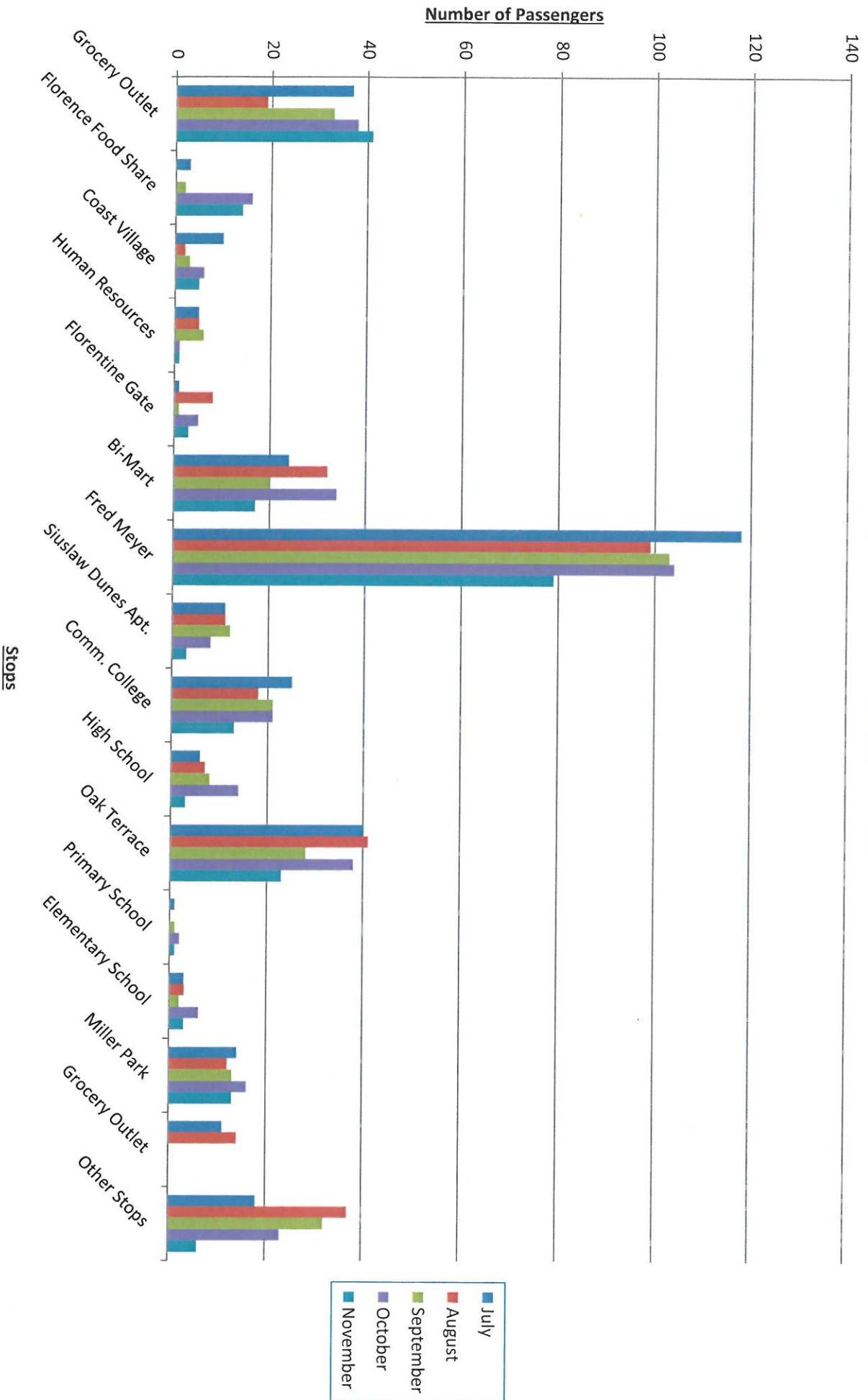
- How was the cost per trip affected (program costs/(#trips p/day\*#days p/year/#total riders) )
- How was the cost of the program per individual (unduplicated) rider affected (program cost/#riders)
- Cost per mile etc....

### Economic Development

- Did Casino increase patronage.
- Were Employees served.



# Rhody Express - North Loop Ridership





# Rhody Express - South Loop Ridership

