

CITY OF FLORENCE
Transit Advisory Committee
City Hall 250 Hwy 101 Florence, OR 97439
541-997-3437
www.ci.florence.or.us

January 22, 2014

1:30 PM

Jane Ashley

Bill Craig

Donald Patton

L.A. Rose, Chairperson

Nola Xavier, Mayor

- Please turn off or silence all cell phones and pagers prior to start of meeting.

CALL TO ORDER ~ ROLL CALL

1. APPROVAL OF AGENDA

- 2. PUBLIC COMMENTS:** *This is an opportunity for members of the audience to bring to the Transit Advisory Committee's attention any item not otherwise listed on the agenda. Comments will be limited to a maximum time of 15 minutes for all items.*

3. APPROVAL OF MINUTES

- ◆ December 18, 2013

4. PILOT PROJECT UPDATE

- ◆ Indoor posters for major stops
- ◆ Shelter & bus stop pole signage
- ◆ Operations: Route Metrics, etc....

5. LONG RANGE PROMOTION & MARKETING

- ◆ Buddy Program update (training curriculum, sign-up forms)
- ◆ Ride Free Day Sponsorship promo efforts
- ◆ Committee Report on brochure distribution
- ◆ Review Draft Pilot Program Report Format
- ◆ Other Promotion Efforts (presentations, meetings, video etc...)

6. COMMITTEE MEMBERSHIP & VOLUNTEER APPRECIATION LUNCHEON

7. SET FUTURE MEETING DATE

ADJOURN