

CITY OF FLORENCE TRANSIT ADVISORY COMMITTEE
May 28, 2014 ** MEETING MINUTES **

CALL TO ORDER –

The meeting was called to order at 1:38 PM.

ROLL CALL

Committee Members: Jane Ashley and Bill Craig were present. L.A. Rose, Chair; Mary Stephens, Vice Chair; Don Patton; and Nola Xavier, Mayor, were not present.

Ex-Officio Members: Clara Kuhn, River Cities Taxi, and Josh Haring, River Cities Taxi (RCT) were present. Susan Hekimoglu, Lane Transit District (LTD) and Kristine Sirmans, Lane Council of Governments (LCOG) were not present.

Support Staff: Wendy FarleyCampbell, Planning, and Glen Southerland, Planning, were present.

1. APPROVAL OF THE AGENDA

There was not a quorum of TAC members present.

2. 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.

3. APPROVAL OF THE MINUTES

There was not a quorum of TAC members present.

4. PILOT PROJECT UPDATE

Route Metrics

- **PT Southerland** passed around April 2014 Route Metric information and stated that he had not received any ADA ridership numbers for April from Hekimoglu. He said that some changes were made to the Route Metric information, including that the scale was fixed per a request from Patton.
- **SP FarleyCampbell** stated that it appeared that ridership was down in April. Kuhn confirmed and stated that it was likely that it was because there was one less day of service for that month. SP FarleyCampbell stated that it appeared that there were about 20 less rides.
- **Kuhn** stated that the ridership had been up for most of May, and would separate the Rhody Days free ride service from regular service ridership. She said that she was pleased and that 184 passengers were served, which was up about 20 rides per evening from last year.

Ridership Survey Results

- **PT Southerland** presented the graphs from the survey results obtained from ridership.
- **Craig** stated that it looked like “weekend service” was a popular answer for Question 4: “What changes would you make to the Rhody Express.” Ashley stated that the result surprised her and she thought that “expanded hours” would have been a more popular answer. Kuhn asked SP FarleyCampbell what the results for the last survey were for this question. PT Southerland stated that the last survey had about the same percentage of responses wanting weekend service.
- **Craig** asked if there was a weekday that service could be substituted for Saturday service. Kuhn stated that this was a question for Hekimoglu, but the Pilot Project’s purpose was to see if there was a

partnership with the tribes for the route extension, which would lead to a contribution to that service. Kuhn said that at this time, the tribes have paid for the changes to signs out of pocket, but that if they were able to partner with the Rhody Express permanently, they would be able to apply for money to provide Saturday service. Kuhn said she would not want to remove a service in order to provide Saturday service and that she thought the bus had proven itself Monday to Friday. She thought that the change from 60 to 70 minutes was a large enough change that removing a day of service might discourage ridership.

- **Kuhn** stated that she thought the route could go back to a 60-minute route with minimal changes. Craig asked what Kuhn meant by minimal changes. Kuhn stated that originally what was discussed was eliminating Greentrees and the Senior Center or by staying on Oak Street after picking up at Fred Meyer. She said that she was happy that Munsel Lake Village was interested in incorporating a stop into their development north of Fred Meyer. Kuhn said that the state was looking to fill the service gap between Yachats and Florence, which is the only transit gap along the coast. She said that the stop at Munsel Lake Village could serve a dual purpose if that service gap is filled. SP FarleyCampbell stated that the project is slotted for funding through the Statewide Transportation Improvement Plan.
- **PT Southerland** stated that the average quality score from the surveys was 9.06. He said that out of 35 responses, 69.7% of riders surveyed ride more than once a week, 48.6% of riders surveyed have ridden since before 2013, 30.4% of responses stated their main purpose for riding was for shopping, and that 65.7% of responses stated that they would like to see weekend service.
- **Kuhn** asked if TAC felt that the operators of the Rhody Express could go to City Council and recommend that the route time be changed back to 60 minutes, would they be able to make that change prior to November. Craig asked how long the bus had to stop if there were no passengers waiting. Kuhn said that the bus does not stop if there are no passengers waiting, so it does not stop that many times during the hour. She stated that the bus driver catches up at the Grocery Outlet, Safeway, and Kozy Kitchen and the brochure times are printed so the stops following those stops are told to be at the bus stop at those times.
- **SP FarleyCampbell** asked if the shelters have seating. Kuhn said that the shelters do have seating, but the poles do not. Craig stated that he thought he saw seats affixed to a pole at one point. Kuhn said that there could be one on Spruce. Kuhn stated that the grant they used to obtain the bus shelters required that Public Works prepare and install the shelters. Craig asked what happened to those shelters. SP FarleyCampbell stated that they were all out except for one at Public Works, but did not know why. Kuhn said that TAC would have to identify where they would like that shelter to be installed.
- **SP FarleyCampbell** asked Ashley to identify a place she thought needed a shelter. Ashley stated that the worst stop was at the 8th Street Kozy Kitchen stop, which needed to be moved, parking relocated, and a stop sign installed. Craig suggested that possibly speed bumps could be installed. Haring suggested that the bus could stop further down the street behind True Value. Kuhn stated that was the initial recommendation, but either the City or LTD moved the stop to the location. She said that with the new yellow curb paint that was added, she has instructed the driver to drive further down if needed to make a safe stop. SP FarleyCampbell asked if it was safer at that location to stop to allow passengers to board and disembark than at the Kozy Kitchen location. Kuhn stated that it was. Haring added that he thought it would be better for riders in wheelchairs.

5. LONG RANGE PROMOTION & MARKETING

Bus Buddy Program

- **SP FarleyCampbell** gave Ashley her Bus Buddy badge. She said that training would be addressed later, but that Sirmans had a client that needed a Bus Buddy.

Ride Free Days Sponsorship Program Update

- **SP FarleyCampbell** stated that the Ride-in-the-Rain paper came and she wanted to know what the Committee would like to place on the placeholder sign. Craig suggested “Rent this ad space.” Kuhn stated that she has had multiple inquiries into advertising on the RCT taxis, but has declined and they may be interested in advertising on the bus.
- **PT Southerland** asked SP FarleyCampbell if there was an ink charge for color signs. SP FarleyCampbell indicated that Todd had not made the distinction between color or black and white and she would find out.
- **Craig** asked what the costs for the Ride Free Day were. SP FarleyCampbell stated that so far the costs were \$40 a day for the farebox replacement, plus the sign cost, times how many days they wanted to sponsor free rides.
- **Kuhn** asked if SP FarleyCampbell had spoken with Jenna Bartlett from the Siuslaw News. SP FarleyCampbell stated that VC Stephens was interested in a “poetry in motion” campaign for the bus and Bartlett seemed interested in sponsoring the campaign. SP FarleyCampbell stated that she would contact Bartlett and follow up.
- **SP FarleyCampbell** reviewed that they would not have contracts for the Ride Free Day sponsorship, rather it would be a purchase order. She said that VC Stephens had indicated she would knit a cover for the cashbox. Kuhn stated that she was not too concerned about it because when the cashbox was out, money could not be deposited and would just fall out.

Rhody Days Results

- **Kuhn** stated that there were 184 riders during Rhody Days on Friday and Saturday night. She said that the City does not owe anything for the free service provided.
- **SP FarleyCampbell** asked the Committee to think about if 24 hours a year was enough for the June meeting and what else they would like to have or what days would they like to provide free service.
- **Kuhn** stated that it did not make sense to run a regular route during Rhody Days because of the closure of Maple and other congestion. She said that Rhody Days accounted for 12 hours of the free service provided during the year.
- **Haring** asked if the 4th of July had been looked at. Kuhn stated that the bus operates on the LTD schedule and service would not be provided this year, unlike years past. Craig asked if it would be possible to provide 4th of July service on the evening to help people get to and from the Port and Bay Street. Kuhn said that they would not provide service on the 4th because it was a holiday. SP FarleyCampbell stated that the earliest that TAC could vote on the 4th service was June 25, which would give TAC a little more than a week for promotion.

Other Promotion Efforts

- **SP FarleyCampbell** asked if the Committee wanted to respond to the complaint received at the previous meeting, as they did not have an address for her. Craig stated that he did not feel the complaint warranted a response. Kuhn asked what the City’s process was for responding to complaints such as this. SP FarleyCampbell stated that typically the Committee receiving the public comment decides whether or not to respond to it, but that this had been seen by the City Manager and Mayor. Ashley and Craig agreed that they did not feel a further response was necessary.
- **Kuhn** stated that there was still a problem with smokers in shelters. She said that LTD did not allow smoking in shelters and that it was illegal. SP FarleyCampbell stated that the law did not allow smoking in or around buildings, but the bus stop shelters were open. Kuhn said that she was wondering if the City could post no smoking signs in the bus stop shelters. Craig said that you did not have to cite an ordinance; you could post a sign that said “Please No Smoking.”

- **Kuhn** wanted make sure who to notify if there was a problem with a shelter. SP FarleyCampbell said that she could email PWD Miller directly. Kuhn stated that she was receiving more complaints about loitering transients, panhandlers, and camping. Haring stated that they received a complaint about Safeway the day prior to the meeting regarding panhandlers in the shelter and he felt that police presence would solve the problem. SP FarleyCampbell said that the Safeway stop was on private property, so that could only be solved by speaking to the Safeway management. Other stops could be dealt with by the Police Department or the Code Enforcement Officer. Kuhn stated that previously if there was not a safety issue, they did not address the transients. SP FarleyCampbell asked that if Kuhn contacted PWD Miller or someone else that she Cc either PT Southerland or herself.
- **Craig** stated that the Safeway manager could come out and eject loiterers from the bus shelter. Kuhn stated that she did not know if the manager knew that they could do that, as management had changed quite a few times since the shelter was put in.
- **SP FarleyCampbell** stated that they could look into placing stickers on the shelters to discourage smoking or loitering, even though there was not a particular code regarding those activities in bus stop shelters. Kuhn stated that she did not feel that the manager of the Grocery Outlet would mind asking his employees to smoke elsewhere or if he knew that they were using the shelter for that.

6. SET FUTURE MEETING DATE:

The next meeting will be on June 25, 2014 at 1:30 p.m.

ADJOURNED AT 2:58 PM

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

Chairperson L.A. Rose

Date