

**CITY OF FLORENCE TRANSIT ADVISORY COMMITTEE**  
**June 25, 2014 \*\* MEETING MINUTES \*\***

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**CALL TO ORDER –**

The meeting was called to order at 1:33 PM.

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**ROLL CALL**

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

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

Support Staff: Glen Southerland, Planning, was present.

**1. APPROVAL OF THE AGENDA**

**VC Stephens** moved to approve the Agenda.

**Ashley** seconded to approve.

**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**

Minutes of April 23, 2014

**VC Stephens** moved to approve the minutes.

**Ashley** seconded to approve.

Minutes of May 28, 2014

**TAC discussed one issue regarding the wording of one conversation reflected in the minutes.**

**The minutes were changed to remove information regarding pre-Pilot Project routing options.**

**VC Stephens** moved to approve the minutes.

**Ashley** seconded to approve.

**4. ADA TRANSITION PLAN TRAINING**

- **PT Southerland** stated that neither PWD Miller nor August Murphy could attend the meeting to provide ADA transition training. He said it would take place at a later date.

Kozy Kitchen Stop Relocation

- **PT Southerland** discussed possibly moving the Kozy Kitchen stop by a few feet in order to alleviate safety problems due to heavy and high-speed traffic down 8<sup>th</sup> Street. He stated that the shelter has a problem of people loitering as well. CP Rose stated that he thought that the shelter needs to be more policed. Haring stated he would like to see the bus stop sign on the north side of the street moved behind the Dollar Tree rather than between the two parking spaces adjacent to the Kozy Kitchen. He stated that the curb has been painted yellow and no one is parking approximately 30 feet down the street.

- **Patton** asked if the new location would be within the street right-of-way. PT Southerland stated that he did not know and would find out.
- **Kuhn** stated that originally the bus stop was suggested to be behind the Dollar Tree, but ended up by the Kozy Kitchen. She said that she assumed that the City had some reason to move the stop from where it was suggested.
- **CP Rose** asked PT Southerland what was needed. PT Southerland stated that he would speak to PWD Miller about moving the sign 30 feet to the east. CP Rose asked if they needed to vote on the item. PT Southerland stated that he would find out if it was possible, then they could vote on it at the next meeting.

## 5. LONG RANGE PROMOTION & MARKETING

### Ridership Survey Results

- **PT Southerland** presented the graphs from the survey results obtained from ridership.
- **PT Southerland** stated that there were 1079 rides for May 2014. He said that he included the Rhody Days service as a category called “Special Services” and added a section for Days of Service so that TAC could see the Average Number of Riders per Day.
- **VC Stephens** asked if it would be better to increase the number of special service, free-ride days if it increased ridership. Kuhn stated that Rhody Days service was 12 hours long and collected 184 riders. She said that four ride-free hours in November had collected 7 riders and a Christmas shopping day had collected another low number of riders. CP Rose stated that he did not think that the number of riders achieved during Rhody Days could be achieved on a monthly basis. VC Stephens said that she was thinking about services for holidays.
- **Kuhn** stated that with Rhody Days, there were 22 days of service in May. PT Southerland stated that he did not include Rhody Days because he was not sure how that number affected official ridership, but would include that day of service if he found out.

### Bus Stop Signage

- **PT Southerland** passed around two examples of weatherproof stickers which could be posted in bus stop shelters to discourage smoking and loitering.
- **Hekimoglu** stated that she was concerned that the sign did not say who the message was coming from.
- **CP Rose** stated that he understood that this was probably just a first step to try and deter behavior which may affect ridership. VC Stephens stated that she did not believe that the sign needed information about who was issuing the sign, but that it would help. CP Rose said that he thought that the signage would work well because the people in the bus stop shelters would not want the police involved.
- **Haring** stated that he would like police officers to increase their presence at the bus stop shelters.
- **Hekimoglu** stated that she thought that there was another stop with smoking complaints. Kuhn stated that the original smoking complaint came from the Grocery Outlet stop.
- **CP Rose** asked if the committee needed to do anything to get the signs posted. PT Southerland stated that they did not, he would post the signs on the shelters if they decided that they liked the first example. The Committee confirmed that they liked Example 1.

## 5. LONG RANGE PROMOTION & MARKETING

### Bus Buddy Program

- **Ashley** expressed concern about an issue that took place while she was performing her duties as a Bus Buddy. She stated that a gentleman and his wife, who had special needs, boarded the bus, the gentleman

got off of the bus and she continued to ride for another cycle until he re-boarded the bus. She also stated that there were many passengers in wheelchairs that day. Hekimoglu asked if wheelchair counts were taken and that the driver should keep track if possible. Kuhn stated that they do keep record of when there are more than one wheelchair on-board because of the need for taxi support due to oversized wheelchairs bringing the bus to capacity. Hekimoglu stated that they should look at this when looking to purchase the next vehicle.

- **Ashley** stated that her client was sight-impaired and she was not sure that she would be able to use the service on her own. CP Rose stated that as a trainer, that is one thing that must be determined. Hekimoglu concurred. CP Rose said that she could get a companion to ride with her.
- **Hekimoglu** asked if Ashley would be interested in a train the trainer program. She said that the trainer would help train them to assess a person's ability to be trained. Hekimoglu stated that she could arrange for a person to come over to train Ashley and other interested parties. CP Rose stated that he thought the Committee had already arranged for a trainer to come over. Hekimoglu stated that she was not sure because she had not attended the previous meeting. CP Rose said that the training should be arranged.

#### Ride Free Days Sponsorship Program Update

- **PT Southerland** presented the sign he received from Todd Hennessee at Siuslaw Signs that day. He passed the sign around and said that there was some ink bleeding issues with the paper. He said that Hennessee had stated that he would attempt to refine the printing process to prevent the bleeding in the future. Kuhn asked if Hennessee had worked with this paper before. PT Southerland stated that Hennessee had not.
- **VC Stephens** asked how the Committee had become aware of the paper. PT Southerland stated that he thought that this was the only printable weatherproof paper and that the original issue was that there were no local print shops with laminators large enough to laminate this size of sign. Kuhn said that the holder is sealed on three sides, but rain can still get in.
- **VC Stephens** stated that she thought that there would be a local ability to print on a different material such as a banner or canvas. Kuhn and Hekimoglu said that they thought it might be too thick to fit in the holder.
- **Haring** stated that he thought Hennessee might have a thin plastic that he could print on. He said that he might still have an example. PT Southerland asked if he meant the plastic that is similar in thickness to cardstock. Haring confirmed. VC Stephens asked if Hennessee had printed on that material before. Haring said that he did not know.
- **VC Stephens** asked who had done the graphics for the sign. PT Southerland stated that he had. She said that this was good for a test sign, but she wondered how large the logo could be in a product someone was paying for.
- **Kuhn** wanted to clarify whether or not this sign was part of the Ride Free Day Sponsorship program. PT Southerland confirmed. Hekimoglu said that she thought that the sign would include "Today's Ride Free Day sponsored by..." PT Southerland stated that the actual sign would, but that this was a test/placeholder sign until sponsors were received. Hekimoglu asked if an organization called and wanted to advertise, but not sponsor a Ride Free Day how it would work. VC Stephens stated that it might be a good idea to keep advertising separate from the Ride Free Day Sponsorship open as it may prove to be a good source of revenue. PT Southerland stated that everything so far has revolved around sponsorship rather than advertising. CP Rose stated that he remembered that there was an issue with advertising as opposed to sponsorship, which was why the sponsorship idea was pursued instead.
- **CP Rose** stated that he thought the sign should be bold so that people would be able to read it. PT Southerland asked if the Committee approved of the text size or if they thought it should be larger. The Committee decided that the sizing was appropriate for an audience driving behind the bus.

### Free Ride Day – July 4th

- **PT Southerland** stated that it had been brought up at the last meeting that the Rhody Express could provide a Free Ride Day on the Fourth of July to provide shuttling service to the festivities at the Port.
- **CP Rose** asked if TAC had the hours for such an event in the budget. PT Southerland stated that July 1 began a new fiscal year, so TAC would have a full balance of hours. Hekimoglu stated that she thought that the Rhody Express could absorb the service. She said she had just talked to Kuhn about the budget and stated that she thought there would not be an issue.
- **Kuhn** stated that what was discussed was a circuit from the Events Center to the Port. Hekimoglu stated that you would be operating as a charter if you are not driving along the route. Kuhn asked if that meant even free service had to be provided along the route. Hekimoglu said that it would not be a charter service if it was free. PT Southerland said what was discussed was ending the regular route and starting the circuit after regular service. Kuhn said that there would be no regular service that day. Hekimoglu stated that it would be a staffing question because LTD service days have changed and the 4<sup>th</sup> is now included.
- **Haring** stated that next year would be a good time to try this service as it was very close this year. VC Stephens said that she thought it was a good idea to try to promote Old Town events.
- **CP Rose** wanted to confirm that the questions before them were related to budget and timing concerns.
- **Kuhn** stated that since it was already June 25<sup>th</sup>, it may not be a successful promotion like the Christmas Lights Day. She also said that she was concerned that the bus might not be able to make it through the congestion in Old Town. CP Rose stated that it would be very busy and mobility through Old Town might be an issue. VC Stephens wondered if there was a location somewhat closer to the Port in another area of Old Town that might be a better place for the Rhody Express to stop.
- **Patton** asked if there would be normal service on July 4<sup>th</sup>. Kuhn said that it was published that there would be no service on that day, but she did not know definitively. Hekimoglu said that if regular service was running that day, people who went to the festivities would not be able to get back after the end of service.
- **Hekimoglu** said that LTD cut holiday service in 2010 for budgetary reasons, but this is the first year those holidays had service again. She stated that she did not relay that information to Kuhn. Kuhn stated that her employees had been scheduled off that day and might have plans. Hekimoglu stated that they should wait for the Pilot Project to end and new brochures to be printed to deviate from the holiday service schedule already in place.

### Contract Discussion

- **PT Southerland** stated that TAC should discuss whether they are satisfied with the amount of free service hours they are being provided, or if they would like additional service or other amenities.
- **Hekimoglu** asked if TAC had used the 24 hours of free service for the year. Kuhn stated that the Rhody Express had gone over the 24 hours and LTD had given courtesy hours to make up the difference.
- **CP Rose** said that most of the hours are used for Rhody Days. PT Southerland said that the hours might be used effectively if planning was done ahead of time, and 24 hours might be adequate, but now was the time to suggest differently.
- **Patton** asked when the new contract started. Hekimoglu said that the new contract began July 1<sup>st</sup>. Patton stated that now was the time to figure out what they would like to do for the next year.
- **PT Southerland** said that the Committee should start by thinking about what days of service they wanted to provide. He suggested that Rhody Days be included again and possibly plan for 4<sup>th</sup> of July the next year. Hekimoglu suggested the day after Thanksgiving for shopping. VC Stephens said she thought that would be a good way to get merchant support for the service.

- **CP Rose** said that the 24 hours was usually allotted to Rhody Days, a holiday shopping day, and an event during the spring that he could not recall. Kuhn stated that LTD has been providing service during Rhody Days because TAC went well over the hours they had.
- **CP Rose** asked if this was also emergency service such as for evacuations. Hekimoglu said that no, this was not included in that service and that service would be paid for when it occurred.
- **Kuhn** said that she felt that 12 hours for Rhody Days was an appropriate amount because of the closure of Maple Street. Haring suggested providing a park-and-ride for the car show later in the year.
- **Kuhn** stated that this year's hours had been allotted as follows: 6 hours for Tree Lighting, 8 hours for shopping, and 12 hours for Rhody Days. PT Southerland asked if TAC felt the two holiday events had been effective.
- **CP Rose** stated that TAC should try to keep events consistent and the holiday events were not well promoted.
- **Hekimoglu** stated that a weekend service day 9 hours long could be provided at \$530. VC Stephens asked if that would be the cost to a corporate sponsor. Hekimoglu confirmed. Kuhn added that that would have to be divided by the number of hours of service to provide an hourly rate. Hekimoglu estimated that service could be provided for \$60 an hour.
- **Kuhn** said that Rods and Rhodies would be going on in September and Octoberfest was coming up. CP Rose said that he thought that there was an event coming up at the airport. Kuhn said that it was Wings and Wheels, but she did not think that it was a Chamber event.
- **Hekimoglu** said that it would be better to use and obtain more hours than to obtain sponsors for non-regular service. She said that the event would have to be listed publicly in order for commercial service providers to bid. Hekimoglu said that therefore, it was easier for the City to use free service hours for special service rather than allowing someone to sponsor the events.
- **VC Stephens** suggested that TAC could trade for more hours by creating a marketing plan in order to increase ridership. CP Rose said that the issue at hand was increasing the number of hours in the budget, not creating a plan for marketing or advertising. Hekimoglu stated that the City had increased its contribution for several years and had not received an increase in hours received. CP Rose stated that they wanted to determine how many hours the Committee should ask for.
- **CP Rose** asked if TAC needed to provide a number today. PT Southerland and Hekimoglu said that it should be done soon. PT Southerland stated that it would, at the very least, help them plan the service to be provided for the rest of the year.
- **Patton** mentioned that he thought Octoberfest and Rods and Rhodies should have Free Ride services provided.
- **CP Rose** stated that he thought they should have 8 Free Ride hours a month, which could be carried over. Kuhn said that equaled 96 hours a year of service. Hekimoglu suggested that the number be rounded up to 100, but she would need to figure out the budget. She estimated it was around \$6000 of service. CP Rose said that the number might be cut to 60 a year or they might only get enough hours for six months of service, but that is still more than 24.
- **Hekimoglu** stated that the entire revenue from fares for the year is only \$8500, so it might be possible to make the entire service free. She said that would be something that could be negotiated with the city. Hekimoglu stated that she thought that the Rhody Express came in under budget that amount or more every year. VC Stephens asked if they could obtain sponsors for the \$8500 for service. CP Rose and Hekimoglu stated that it would have to go to City Council to approve. Hekimoglu stated that the service belonged to Florence and that LTD receives 5311 funds and matches them with STIF funds at the rate they have to match them and did not contribute any money to the service beyond her time. VC Stephens asked what ability the City had to obtain partners to pay for the \$8500/year. Hekimoglu stated that she did not think it would be necessary.
- **CP Rose** stated that the budget had to be set, but if the Committee wanted to go out and obtain sponsorship, that was different than providing regular service. Hekimoglu said that it was preferred to

use community service hours rather than allowing other providers to provide service for non-regular service as it could be more expensive.

- **VC Stephens** said that she believed it was easier to market free rides than \$1 or \$2 fares and that her interest was increasing ridership to allow the service network to extend from the I-5 corridor. CP Rose stated that previously \$3 fares were proposed to get to Eugene from Florence, but businesses would not sponsor the service.
- **Patton** asked if the regular route would be used during free special events. CP Rose confirmed.

#### Other Promotion Efforts

- **PT Southerland** passed around pictures of stop seating that was quoted. He said that the manufacturer quoted a price of \$650/each, but \$528/each when ordering 6 or more, which was expensive.
- **Hekimoglu** asked where these were made. PT Southerland stated that he spoke to a salesperson at SimmeSeat in Eugene.
- **Kuhn** said that she thought the poles started out with these types of seats. CP Rose confirmed that they were damaged, but IPD FarleyCampbell was going to look into what happened to them. He said he thought they just needed to be powder-coated again, but did not know where they went.
- **PT Southerland** suggested that another option be found and that this was just informational.
- **Kuhn** said that she thought that the Committee would be hard-pressed to find a stop that was used enough to justify that amount of money.
- **Hekimoglu** said that the Committee should prioritize where they would like seating. PT Southerland said that they could do that as part of an inventory during their upcoming ADA Transition Plan Training.
- **Kuhn** stated that she thought that there had to be service organizations in town that would donate a bench with their name on it such as Kiwanis. VC Stephens said she liked both ideas as part of a beautification of the bus stops to make them look like bus stops.
- **Haring** said that he thought this would help the bus stops look less like road signs and more like a transportation system.
- **CP Rose** stated that the system previously had these seats, but they were all destroyed by vandalism or the environment. VC Stephens asked if it would be possible to include in a Capitol Improvement Grant a maintenance component. Hekimoglu said that she would check. CP Rose said he would rather spend the money on shelters.
- **Hekimoglu** stated that TAC needed to think about what they wanted the service to look like on November 1<sup>st</sup>. She said that there was work to do prior to the September City Council meeting. Hekimoglu stated that there was about \$23,000 left from the tribes. She said that she thought that the Casino should be kept on the route, but changes made near Fred Meyer. Hekimoglu stated that she would be having a conversation with Jeff from the tribes. CP Rose said to keep the City informed during her conversations.

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

The next meeting will be on July 23, 2014 at 1:30 p.m.

**ADJOURNED AT 3:35 PM**

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

\_\_\_\_\_  
Chairperson L.A. Rose

\_\_\_\_\_  
Date