

CITY OF FLORENCE TRANSIT ADVISORY COMMITTEE
March 18, 2015 ** MEETING MINUTES **

CALL TO ORDER –

The meeting was called to order at 1:30 P.M.

ROLL CALL

Committee Members: Bill Craig, Chairperson, Don Patton, Vice Chairperson, Jane Ashley, Sandi Young and Stan Easter were present.

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

Support Staff: Glen Southerland, Planning.

1. APPROVAL OF AGENDA

CP Craig motioned to approve the agenda.

Young seconded. By voice, all ayes. Motion approved.

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 public comments and no comments from Support Staff.

CP Craig took the opportunity to commend and appreciate **VC Patton** for all of his recent work with the Yachats and Florence Connection including all of the email updates.

3. APPROVAL OF MINUTES

Ashley motioned to approve the minutes of February 18, 2015.

Easter seconded. By voice, all ayes. Motion approved.

4. TAC YEARLY GOALS

City Council Action Update

- **Southerland** reported regarding City Council actions that the application for the TGM Grant was approved along with the update of the Transit Plan and that progress looked good for submitting the grant. Southerland gave a brief recap on the type of funding that would be done in the area of planning through the TGM grant. He indicated since the Confederated Tribes were involved in the provided services changes, he felt they would be included in the grant application. There was committee discussion. Southerland said that the most up-to-date transit plan was a vital part of the grant application process and there would be time to outline how expansion of services would be made to increase the current transit plan and hopefully receive additional funding.
- **Southerland** reviewed the last meeting recommendation to add Tribal membership to TAC, and said that Tribal representative Jeff Stump was agreeable to be added as Ex-Officio Member. The recommendation would need to be passed on to City Council for approval and to make the required code change. Southerland said that he had extended the invitation to Stump to attend

the meetings in an unofficial capacity.

City Council Work Plan Goals

- **Southerland** presented details regarding the City Council work plan goals of the new City Council's outline for the extensive five year work plan and briefly explained the list of tasks to be accomplished in year number one. He passed around the printed year number one plan and stated that one area that pertained to TAC was to expand and address more transportation concerns by formulating a specific process to handle common problems such as reports of accessibility and sidewalk issues. There was committee discussion. Young indicated that the proposed plan seemed a little fuzzy. She was concerned about collecting more details on the proposal and possibly conducting a trial period to determine the effectiveness of the plan. Patton pointed out that the TAC duties already had the committee in a full plate status. Southerland emphasized the importance of keeping transit central and encouraged Patton that now would be the time to direct his express concerns to the City Council.
- **Southerland** explained the second objective which included the committee was to spearhead options that would expand public transportation and provide additional services. There was committee discussion. One more City goal announced was the involvement of TAC in the expansion of public transportation to Yachats. Patton announced the attendance of City Mayor Joe Henry, City Manager Erin Reynolds, Planning Director Wendy FarleyCampbell and himself at the upcoming Yachats meeting at 1:00 on the 23rd of March with local and regional needs one of the many topics to be addressed.

TAC Work Plan & Future Service Priority List

- **Southerland** said that if there were goals that the committee would like to have set or issues the committee would like to have resolved, now would be the time to make them known. There was committee discussion surrounding the recent community survey and the possibility of additional buses and hours versus the challenge of expansion and scheduling expense. There was brief dialog between Young and Ashley concerning ridership numbers. CP Craig emphasized the importance of the Bus Buddy Program and Young pointed out some benefits of the collapsible carts. Southerland recommended that the committee rank the priorities and he began with #1 as increased ridership. Young recommended benches and shelters as #2. CP Craig indicated that increased ridership would lead to expanded hours and Saturday service. The committee decided Saturday service would be priority #3, with expanded hours as #4. It was also decided that additional bus and expanded route would be #5-A & #5-B.

Craig made the motion to accept the list of priorities.

Young seconded. By voice, all ayes. Motion approved.

5. ROUTE CHANGE UPDATE/OPERATIONS

New Route Updates, Brochures, Signage, Webpage

- **Southerland** said he would bring the contract for the signage and encouraged Easter to have Green Trees begin the promotion. There was committee discussion of options over the finished laminated product. Southerland also updated that Hekimoglu had scheduled to have ads submitted soon with a half page ad to run March 25th & 28th to get the word out about the route changes and 2,000 English & 500 Spanish brochures had been printed. Southerland distributed

Ashley's extensive list of recipients and there was committee discussion over the list and the need to be able to review the brochures in the future. Southerland informed that the bus stop signs were scheduled to be delivered to Mike Miller in Public Works sometime prior to April 1st and a press release would be going out on or about the 23rd which would provide an opportunity to inform the community of the corrected website schedule. Ashley mentioned the need to correct the contact information in the next edition of the published phone book and CP Craig added that it would be nice to include the route map at that time. There was brief committee discussion regarding the Chamber publication.

6. PROMOTION & MARKETING

Upcoming Events

- **Southerland** pointed out that the Green Fair was scheduled for May 2nd and that Josh indicated it would be no problem to have the Rhody Express at the event. CP Craig mentioned that it would be a good opportunity to have a table set up at the event and all committee members agreed.
- There was a committee conversation about the importance of posting yearly set schedules on a calendar including consistent verbiage to keep the community correctly informed of upcoming events. Patton also announced that the new radio station in town would be a good source for free advertising and that he would be able help set up an appointment.
- The committee examined the idea of having a flow chart or time-line program set in place to keep new projects, upcoming events and activities better on track. Southerland said that was a good suggestion and he would follow up.
- **Young** questioned whether there was any update on the Rhody Express accident that had been reported. Southerland addressed the Rhody Express accident with the update that Josh had communicated with all parties involved and it would be resolved with adjusted policies set in place as well.
- **Patton** reported that Greentrees was happy to have been kept on the route and not to have experienced any interruptions in the service that has been provided to them.

7. SET FUTURE AGENDA

8. SET FUTURE MEETING DATE

The next meeting will be on April 15, 2015 at 1:30 p.m.

ADJOURNED AT 3: PM

APPROVED BY THE TAC ON THE _____ DAY OF _____, 2015.

Bill Craig, Chairperson

Date