

TRANSIT ADVISORY COMMITTEE

For May 6th, 2015 meeting

PROMOTION AND MARKETING:

1. Green Fair on May 2nd from 10 to 3 at FEC. Sign-up sheet? [Completed.](#)
2. Free ride days determined to be Saturday, May 17th for Rhody Festival. Any other days of the event? Need PSA's
[For review – Item 4](#)
3. Free ride day for July 4th – PSA's
[For discussion – Item 4](#)
4. Free ride day for car “Show and Shine” in September, Old Town [For discussion – Item 4](#)
5. Free ride day for “Octoberfest” on Saturday, October 3rd.
[For discussion – Item 4](#)
6. Free ride day in Spring for “Fraudville” event at FEC [For discussion – Item 4](#)
7. “Shop Local” free ride day between Thanksgiving and Christmas, possible incentive discounts to be offered by local merchants if they are presented with proof of rider ship? Coordinate with Chamber of Commerce. Need PSA's [For discussion – Item 4](#)
8. **LTD** – update web page with correct phone number
[Completed](#)
9. **LTD** – new, posted route changes at each bus stop. PSA's?
[Completed](#)
10. Senior publication promotion – **Sandy**
11. **LTD** – Laminated brochure for store windows?
12. **LTD** – Laminated sign for back of bus to announce free ride days or for any business wanting to sponsor a free ride day
13. Service expansion in the future? [TBD.](#)
14. When to re-consider route changes? Late 2016? [For discussion – Item 6](#)
15. Review April 15th goals list for missing items. [For discussion – Item 5](#)
16. Invite Cal Applebee to May 20th meeting. [Completed.](#)

CAPITAL IMPROVEMENTS:

1. **Public Works**- relocate Kiwanis bench on west side of Hwy. 101 between 19th and 20th Street to most-used stop. [Will discuss – Item 5](#)
2. **LTD** – Any news regarding used bus shelters? [For discussion – Item 5](#)
3. **LTD** – investigate folding shopping carts for loan to riders, can they be connected to bike rack in front? [For discussion – Item 5](#)
4. Pursue grants? Who? **LTD?** [For discussion – Item 6](#)