

## **FLORENCE TRANSIT ADVISORY COMMITTEE MINUTES – December 16, 2015**

### **CALL TO ORDER**

The meeting was called to order at 1:35 pm by Chair Craig.

### **ROLL CALL**

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

Ex-officio members: Renee Jones (LTD) was present.

Support Staff: Vevie McPherren, Florence Planning Department was present.

### **APPROVAL OF AGENDA.**

Motion to approve by Craig, second by Easter. By voice, all ayes. Motion approved.

**APPROVAL OF MINUTES** Postponed due to technical difficulties.

**PUBLIC COMMENTS** None

### **ROUTE CHANGES UPDATE/OPERATIONS**

November ridership 444, down from 730 in November 2014.

Benches: Craig displayed a picture of the new Kiwanis donated bench made of cedar. One is ready to place, and two others are being constructed. McPherren said that possibly another service club could donate the pads for the benches. Location of benches discussed. Kozy Kitchen, Peace Harbor (new building), Library. Young moved to approve these locations, second by Craig. By voice, all ayes. Motion approved.

### **PROMOTIONS AND MARKETING/ TAC GOALS AND OBJECTIVES**

Renee Jones spoke to her draft marketing plan and asked for comments.

Patton: Ridership: Set goals by year to 1200 in 2016. By 2017, to 2000. Income: By year, increase 5%, or 10%. In five years: 20 minute route, 2 busses, routes to Mapleton and to the north, increase relationship with the Tribes and with Taft Transit.

Easter: Coordinate routes with working hours to increase ridership. Use second bus to operate split shifts for employees.

Patton/Craig: Invite Rick Yecny, Peace Health to Jan. meeting. Largest employers: Peace Harbor, Fred Meyer, Safeway, School District, Three Rivers Casino. Also LCC.

Gated communities: Use golf cart to connect residents to bus stops.

Old Town: Craig: Incentive program for using bus in Old Town, other areas. Flyer for back of bus sign. See earlier minutes regarding flyers.

### **OTHER ITEMS**

Service Recognition: Patton asked about recognition for L.A. Rose. Vevie said that the City Council prefers that the award be made at the committee level. Suggestions for wider recognition were to recognize at volunteer lunch in February and perhaps to nominate for Volunteer of the Year.

Stop Request letter: Letter from Dr. Rowley requesting a stop. Response: Trying to work out a solution. Patton: Evaluation in January, maybe make route changes.

Vacant/expiring TAC seats: McPherren reminded TAC members with expiring terms regarding the deadline for application. TAC elections to be held in February 2016.

Bus stop enforcement action: Decals will be placed at the stops with issues that say, “No Smoking” and “No Loitering”. Those stops are being monitored for effectiveness.

**SET FUTURE AGENDA**

Topic: Networking/speakers bureau from marketing plan.

**SET FUTURE MEETING DATE**

January 20, 2016

**Meeting adjourned** at 2:52 pm.

**APPROVED BY THE TAC ON THE \_\_\_\_ DAY OF \_\_\_\_, 2016.**

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Bill Craig, Chairperson

Sandi Young, acting secretary