

FLORENCE TRANSIT ADVISORY COMMITTEE MINUTES – October 21, 2015

CALL TO ORDER

The meeting was called to order at 1:35 pm by Vice-Chair Patton.

ROLL CALL

Committee members: Don Patton, Jane Ashley and Sandi Young were present.

Ex-officio members: Susan Hekimoglu and Renee Jones (LTD) were present.

Support Staff: Glen Southerland, Florence Planning Department was present.

APPROVAL OF AGENDA

Motion to approve by Patton second by Ashley. By voice, all ayes. Motion approved.

APPROVAL OF MINUTES

Motion to approve minutes of August 19, 2015 by Patton, seconded by Ashley. By voice, all ayes. Motion approved.

Motion to approve minutes of September 16, 2015 by Patton, seconded by Ashley. By voice, all ayes. Motion approved.

PUBLIC COMMENTS None

TAC GOALS AND OBJECTIVES

Southerland distributed an updated copy of the table titled “Rhody Express Stop Amenities”. He has added Greentrees, an omission identified at the last TAC meeting. Ashley commented that there is a bench at Three Rivers Casino. Table will be corrected to show this. Southerland solicited priorities for lacking amenities as shown on this table. He asked that TAC members email their suggestions to him prior to the next TAC meeting. Hekimoglu said that a ridership by stop would be helpful in setting priorities for improvements.

PROMOTIONS AND MARKETING

Ride with a Councilor: Southerland reported that no one rode the Rhody Express specifically to speak with Councilor Lacer on October 14. She did speak with the regular riders and distributed shopping bags with Rhody Express information. The next Ride with a Councilor event is November 12 from 2:00 pm to 4:00 pm with Councilor Preisler. Beginning in January 2016, Rides with Councilors will be quarterly, rather than monthly. Hekimoglu said that there should be a poster on the back of the bus advertising these events.

Senior Expo Debrief: The event was a success for the Rhody Express booth. We were the ‘place to be’ at the event. A better experience for the Rhody Express than last year’s event. Southerland thanked Ashley, Haring and Hekimoglu for their time in the booth and/or their work on the event. The shopping bags were a big success, and there are some remaining for other events. Free script was given out to about 30 seriously interested potential new riders.

Sponsored Rides: Lane Community College sponsored free ride days from September 28 through October 2. There were 111 riders over the five day period with the heaviest ridership at the beginning and the end of the period. Southerland had sent PSAs to all the media outlets in Florence, but none were published/aired. We will likely have to use paid advertising for future sponsored ride events, and add the cost of the ads to the sponsorship fees. Hekimoglu said that students ride LTD busses in Eugene/Springfield free as part of their student fee package. She is working to map residences of LCC students to see if such a program could work in Florence.

Marketing: Hekimoglu introduced Renee Jones from the Marketing Department at LTD. Jones then held a brainstorming session on ideas for marketing in Florence. Ideas discussed were:

Media: Siuslaw News, radio stations, Chamber and City newsletters, City and LTD websites, Travel Lane County

Events: Chamber afterhours, LCC student orientation, National Transit Day in April, business sponsorships of employee rides, continuing with Senior Expo and other past local events, beginning a program of tourist script books to try to decrease the impacts of RV's in crowded parking situations

Local organizations:

Craig is a Kiwanis member. Kiwanis has offered to supply some benches for stops. Patten is a volunteer at KXCR. River Cities Taxi is a Chamber Member. Young is a Florence Area Community Coalition Board member and a library volunteer.

Other: Continue to post information on public bulletin boards such as the library and post office

ROUTE CHANGE UPDATE/OPERATIONS

Ridership: September trips: 435. Southerland said that this is a bit low, and that Haring is checking the numbers again.

Route changes/improvements: Southerland reported that shelters are installed at the Food Share bus stop and at Oak and 43rd Street adjacent to Sandpines East. Photos were distributed.

Hekimoglu said that the new Rhody Express bus should be here in July 2017, and that the existing bus should still be usable. This could allow possible changes or expansions in routes if funds can be found for operations. LTD has some used busses that could be leased sooner if funds could be found. In order to better serve employees in the interim, splitting the existing route, i.e. 6 am to 10 am, and 2 pm to 6 pm was discussed.

Coastal Connectivity: Patton said a Declaration of Cooperation between all parties is being prepared by ODOT. Looking at other grants and funding to continue. Some discussion about Florence/Eugene connection via LTD.

OTHER ITEMS

Grants: Southerland said that staff is working on locating other grant opportunities such as Connect Oregon. Also looking at some others. No new applications being prepared at this time.

SET FUTURE AGENDA

- (1) Priorities for improvements to bus stop amenities from the table distributed earlier at this meeting.

SET FUTURE MEETING DATE

Next meeting: November 18, 2015 at 1:30 pm at City Hall.

Meeting adjourned at 3:10 pm.

APPROVED BY THE TAC ON THE ____ DAY OF ____, 2016.

Bill Craig, Chairperson

Sandi Young, acting secretary