

CITY OF FLORENCE TRANSIT ADVISORY COMMITTEE
October 16, 2013 ** MEETING MINUTES **

CALL TO ORDER –

Chairperson Rose called the meeting to order at 1:30 PM.

1. ROLL CALL

Committee: L.A. Rose, Chair; Bill Craig, Jane Ashley, Don Patton

Support Staff: Clara Kuhn River Cities Taxi (RCT); Max Kuhn RCT; Susan Hekimoglu, Lane Transit District (LTD); Heather Lindsay LTD, Nola Xavier, Mayor; Jacque Betz, City Manager; Mike Miller, Public Works Director; Kelli Weese, Planning; Wendy Farley, Planning; Richard Colton, Three Rivers Casino & Hotel.

2. APPROVAL OF THE AGENDA

LA moved

Bill Craig seconded to approve

3. 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.*

John Mentor: Representing Front Desk Florence. Requests TAC set a future goal for providing inter-city transit. His request is based on a survey compiled by Lane Community College focus groups of 40+ seniors. The group expressed frustrations with public transit. People asked how they could get to Lane County offices, airport, etc.... He thinks it is important for the economic viability of the city. LTD provides service to the McKenzie why not Florence? Clara Kuhn asked if it was a Peace Health survey. John said "no", but that they were involved early on. Don Patton stated said it would be great to get up to Yachats on public transit and connect with south Lincoln County transit service. Jacque Betz let John know that it would take a vote of the business community to pass a levy to expand the LTD district. John stated that the Florence businesses thought that people would take their business to Eugene but that he thinks traffic will go both ways. He suggested that it get tried out for a year through a grant program before extending the district.

Richard Colton: Introduced himself as the Director of Consumer Marketing representing Three Rivers Casino.

4. APPROVAL OF THE MINUTES

Rose asked for additions or corrections to the September 18, 2013 minutes. There were none.

Craig moved & seconded to approve.

5. PILOT PROJECT UPDATE

Present Route Assessment (timing)

Hekimoglu: Distributed maps of the north and south loops, and three timetables. She introduced Heather Lindsay stating that her predecessor is retiring. Susan stated she and Heather visited Florence around 2 weeks ago and timed the Rhody Express route. They also met with Rich during that day to discuss the bus stop at the casino & hotel.

The committee and staff reviewed the timetables and maps. There were discussions about eliminating loops at Safeway, 21st St. by Miller Park, Tanglewood parking lot, and moving the Fred Meyer stop to a shelter. Call-ins/deviations were discussed and how they would need to be eliminated.

Hekimoglu discussed how the route was now 60 minutes and the above options were considered for moving the proposed route from 70 to 65 minutes and thus not lose a trip.

Betz redirected the group to Council's direction and decision to move to a 70 min route, adding the Casino, and eliminate a trip rather than going to a 65 minute route. The route would then remain relatively unaffected and staff time would not be spent moving bus stops around. **Jacque** stated that the group was to monitor and assess the pilot route over the year and try and move forward to implementation by November 1st. **Xavier** agreed that we should keep the stops like proposed to continue to serve the senior population who most needs the service.

Patton asked about the riders' concept of the route timing. Are they used to a routine a certain pick-up time? **Lindsay** stated that typically yes they would be...they know they can get picked up at a certain time of each hour—know they have an hour to shop. **Ashley** said the stops have maps that the customer can look at and know what time the bus will be back to pick them up.

LA Rose stated that the route's timetable should get firmed up so the brochures can get updated and to print for distribution by November 1st. He said the bus stop maps were 11" x 17".

Colton stated the new casino stop will be at the closest lane to the door and he discussed their marketing plan for incentives to ride the bus. **Craig** asked if employees would be able to participate. **Colton** confirmed they would. **Betz** stated how the casino has a nice marketing plan and asked if ad space was available for sale in and on the bus.

M Kuhn stated that there was space for 8 ½" x 11" but not posters. **C Kuhn** stated that anything in the frame on the outside would need to be laminated. They said there has never been a charge for the ad space and rather the space has been reserved for sponsors. **Xavier** stated that the free speech amendment created a situation where LTD recommended not using it for income ad space. **Hekimoglu** said the city could use it for City event promotions. Everyone agreed.

Betz asked if there were additional brochure changes. **M Kuhn** explained the ticket sales section and how there were no incentives for purchasing tickets in bulk. **C Kuhn** said they still have tickets available at the RCT. **Farley** explained how ticket sales services were handled in the past—Books of 20 were sold to businesses that then sold them or gave them to interested parties. She shared that Kristine Sirmans had a number of changes to the dial-a-ride portion of the brochure. **Hekimoglu** said LTD was familiar with the program requirements and would make those changes. **Rose** stated that the committee should see a draft of the brochure before going to print. **Hekimoglu** will send out a pdf of the brochure for the committee to look at.¹ LTD will do laminated schedules and maps. She said the major bus stops can be posted by November 1st.²

M Kuhn brought up their history of providing a deviated route and asked whether they will continue. **Betz** stated that deviations will continue because the service has been provided in the past. However, she suggested a meeting with Tanglewood in particular to discuss the potential for a future route change and discuss solutions with them. **C Kuhn** wanted to ensure that the public realizes that any change to deviations has nothing to do with adding the casino as a stop but rather a result of programmatic requirements. **Rose** stated that the pilot program adds the casino and keeps everything else the same. **Hekimoglu** said they will be keeping the ridership numbers over the course of the year. She said LTD will be applying for 5311 funds in March or April. She thinks the tribe's \$40k should last until June of

2015. **Xavier** and **Betz** both clarified that the TACs focus needs to be increasing overall ridership and that the success of the casino's service is a separate issue. **Betz** said some criteria should be put together to decide whether services will continue. **Lindsay** said the information needed is ridership related not route timing.

Hekimoglu brought up extending service to Yachats. She said ODOT had identified the gap between services and was interested in LTD closing it. She said it will likely go on LTD's 2015 planning goals. **Rose** confirmed that the Eugene and Yachats services are not on TAC's agenda right now. **Xavier** said that was correct.

6. LONG RANGE PROMOTION & MARKETING

Craig recommended the group brainstorm marketing ideas at the next meeting. **Farley** said that she will email out a past marketing plan for the committee to review and come up with ideas.³ **Betz** said the TAC could establish a budget for marketing. She said they could ask for a monetary amount of 1-2 thousand dollars from the budget committee. **Hekimoglu** said funding was available for some marketing. **Betz** said the group needs to know what and how much that is.⁴ **C Kuhn** mentioned that the Siuslaw News offered a booth to the Rhody Express for the Senior Expo scheduled for October 31 from 10-3. The bus would not be able to be there but volunteers would be needed. **Rose, Xavier, and Ashley** volunteered. **Farley** said she would email to coordinate volunteer hours.⁵ **C Kuhn** said she would bring the table favors and candy by City Hall yesterday.⁶ **Hekimoglu** said she could provide some ideas for promotions that they have done in the past.⁷

7. NEXT STEPS:

1. LTD will email draft brochures for committee review.
2. LTD laminate schedules and maps and the major bus stops will be posted by November 1st
3. City staff will distribute a previous TAC marketing plan.
4. LTD will discuss the money available for marketing the Rhody Express.
5. City Staff will send out an email to coordinate volunteers for the Senior Expo.
6. RCT will bring the table favors by City Hall in advance of the Senior Expo event.
7. LTD will provide some ideas for promotions that they have done in the past.

8. SET FUTURE MEETING DATE:

November 20, 2013

ADJOURN AT 2:54 PM

APPROVED BY THE TAC ON THE 20 DAY OF NOVEMBER, 2013.



Chairperson, LA Rose



Date