

FLORENCE TRANSIT ADVISORY COMMITTEE MINUTES

July 20, 2016

CALL TO ORDER

The meeting was called to order at 1:33 pm by Chair Craig.

ROLL CALL

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

Ex-officio members: Josh Haring (River Cities Taxi) and Susan Hekimoglu were present.

City Councilors: Councilor Preisler

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

APPROVAL OF AGENDA

Young moved to approve, second by Ashley. By voice, all ayes. Agenda approved.

APPROVAL OF MAY 18, 2016 MINUTES

Craig moved approval as amended. Second by Patton. By voice, all ayes. Amended minutes approved.

PUBLIC COMMENTS

Kelli Weese, City of Florence, introduced Harlen Springer, Florence Public Art Committee (FPAC). Mr. Springer spoke to the meeting regarding the purpose of the FPAC, which is the installation of public art such as murals, art on trash receptacles, hydrants, etc., works of art in public parks and plazas, and art at bus stops. He asked what restrictions applied to art at bus stops. The collective answer was that safety and visibility must be preserved. Access cannot be impeded. Craig suggested a mural on the rear wall of the Dollar Store, where a bus bench will soon be located. Haring said that the best option would be for the FPAC and some TAC members to drive the route, look at each stop, and prepare a draft list of potential art locations. Ashley noted that the bus shelters need cleaning, and that a panel is loose at the Spruce/12th Street shelter, and a panel is missing at the Grocery Outlet shelter.

ROUTE CHANGES UPDATE/OPERATIONS

Statistics: Hekimoglu reported 582 trips in June. Haring said that the daily average is 20 rides. He said there are more new riders that are using script. In response to a question, Haring said that the kids are not using their free summer rides. Both he and Hekimoglu suggested a program of bus education in the middle school.

Benches: Craig said that he had met with Pat Kirby at Peace Health and that the existing shelter is being moved from the 380 Building to the main entrance of the hospital. The location of the second Kiwanis bench is still to be determined. Ashley said that the library bench still needs a bus stop sign. Haring said that we need more signs and brochures. Hekimoglu said she would see that that was completed.

PROMOTIONS AND MARKETING

Rhody Days trips: Haring reported that ridership was down a bit from last year in spite of the 20 ads aired on local radio. The free rides ran from 9 pm - 3 am Friday and Saturday nights. Haring reported that someone had produced brochures advertising free rides to and from Driftwood Shores to Bay Street.

Green Fair: Haring reported that there was a lot of interest in the bus. Free script was given away to encourage ridership, and two books of script were raffled. (Note increase in ridership using script under Statistics above.)

Wings and Wheels: Haring reported that ridership was down just a bit from last year. The free shuttle was promoted in PSAs in the paper and sent to the local radio station. There were shuttle drop-off signs to help orient the public.

OTHER.

Rhody Express New Bus: Councilor Preisler said that he has spoken to Caddy McKeown about the need for a new replacement bus in Florence. Hekimoglu said that the grant cycle opens again in September. LTD will be submitting requests for the Rhody Express and the other rural busses. She said that our vehicle condition has been reported incorrectly, so that it did not appear to be in need of replacement yet. Those reporting errors are being corrected. Hekimoglu also said that the Lane County ACT meets on August 9th, and that the Florence/Eugene route will be on their agenda.

Yachats Connection: The Florence/Yachats pilot will begin on January 2, 2017. The 23 passenger bus will be delivered in December 2016. It will include two wheelchair spaces, and bike racks on the rear. It will operate seven days a week. The schedule will be timed to meet busses in Newport and Taft (Porter Stage) here in Florence. It might be able to make an in-town loop in Florence on weekends.

Retirement: Hekimoglu will retire in September. She will bring here replacement to the September TAC meeting.

FUTURE MEETING DATE

August 17, 2016 at 1:30 pm at City Hall. Ashley requested that the Bus Buddy program be on the agenda.

Meeting adjourned at 2:30 pm.

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

Bill Craig, Chairperson