

**CITY OF FLORENCE**  
**Transit Advisory Committee**  
City Hall 250 Hwy 101 Florence, OR 97439  
541-997-8237  
[www.ci.florence.or.us](http://www.ci.florence.or.us)

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April 19, 2017

1:30 PM

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Jane Ashley   Don Patton   Stan Easter   Nan Harvey   Ivy Medow  
Kristine Sirmans\*   John Ahlen\*   Josh Haring\*   Ron Preisler\*

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\* = Ex-Officio

*Please turn off or silence all cell phones and pagers prior to start of meeting.*

**CALL TO ORDER ~ ROLL CALL**

**1. APPROVAL OF AGENDA**

**2. APPROVAL OF MINUTES**

- March 15, 2017

**3. PUBLIC COMMENTS:** *This is an opportunity for members of the audience to bring to the Transit Advisory Committee's attention any item not otherwise listed on the agenda. Comments will be limited to a maximum time of 15 minutes for all items.*

**4. ROUTE CHANGE UPDATE/OPERATIONS**

- Operations – Ridership
- Driver Recruitment

**5. PROMOTION & MARKETING**

- Marketing Plan
- Ride Free Days
- Green Fair
- Rhody Days
  - i. Friday after-hours service
  - ii. Parade & Promotion
- Wings and Wheels

**6. OTHER ITEMS**

- Coastal Connectivity Update – Florence/Yachats
  - i. Stakeholder meeting debrief

**7. SET FUTURE AGENDA**

**8. SET FUTURE MEETING DATE**

- May 17, 2017 at 1:30 p.m.

**ADJOURN**