

# FLORENCE TRANSIT ADVISORY COMMITTEE MINUTES

July 19, 2017

The meeting was called to order at 1:30 p.m. by Vice-Chair Patton.

## ROLL CALL:

Committee members: Don Patton, Vice Chairperson; Nan Harvey; and Ivy Medow

Ex-officio members: John Ahlen, LTD, and Florence City Councilor Ron Preisler.

Support Staff: Glen Southerland, Florence Planning Department

A quorum was not present at the meeting. Voting items on the agenda were skipped.

**APPROVAL OF AGENDA:** No quorum was present.

**APPROVAL OF MINUTES:** No quorum was present.

**PUBLIC COMMENTS:** None were offered. No member of the public was present.

**TAC MEMBERSHIP UPDATE:** None. No quorum was present for a vote to select a Chairperson.

## ROUTE CHANGE UPDATE/OPERATIONS:

Ridership: No June ridership numbers were available at that time.

## PROMOTION AND MARKETING:

Promotion: No reportable progress.

Handout from Harvey (attached) about Ride Free Days marketing.

## OTHER ITEMS:

Wings and Wheels Debrief: 160 riders, decrease from last year. Southerland opined that this might be a result of early morning cloud cover preventing a good showing of airplanes.

Medow stated that she found the signage lacking at the middle school parking lot in terms of showing where to park and where to board the bus, especially for people coming in at the south parking lot off of Oak Street. The boarding point was near the 27<sup>th</sup> Street parking lot entrance. Additional signage would be helpful in the future to allow more people to know about the service, where to park their own cars, and where to board the bus. Signage was increased 100% from last year.

Florence/Yachats Connection: Survey reported not working at LCC computer lab. Ahlen said he would look into the situation.

Public Art: No reportable progress. Public Art Committee still is working on art.

Bus Stop Adoption: Discussion delayed until the next meeting.

High School Student Member: No discussion.

ADA Assessment of Bus \Stops: – John offered to be a resource, if needed. There is an intern at City of Florence who is assessing accessibility.

New ADA service map announced extending  $\frac{3}{4}$  mile from route.

New Bus Appearance: TAC discussed the new bus, when that was scheduled to be delivered, and what the appearance of the bus would be – would like it to be “jazzed up.” This is seen as an opportunity to market the bus service more broadly.

**SET FUTURE AGENDA:**

1. Ads on bus benches
2. Follow up on art on bus stops
3. Selection of Chairperson
4. Continue efforts to bring a high schooler onto the committee as a constituent
5. Report on promotional efforts
6. Invitation to Tribal Planner Jeff Stump.

**Next meeting** scheduled for August 16, 2017.

**Meeting adjourned** at 2:50 p.m. (Secretary Medow left early.)

**APPROVED BY THE TAC ON THE \_\_\_\_\_ DAY OF \_\_\_\_\_, 2017.**

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Don Patton, Vice-Chairperson

## TRANSIT ADVISORY COMMITTEE – MARKETING IDEAS – YEAR PLAN

Free Day One-Day-A-Month Yearly Rate \$500. Start with the first week of the month. Once the first week is filled, then maybe go to the last week of the month. The cost goes down for the yearly rate and TAC provides the sign and the covered fare box announces the benefactor as well as coupons and/or discounts/coupons if there are any. I volunteer to coordinate the approval process for the sign. Josh has his preferred signmaker. We could consider others. TAC provides their ideas for what the sign says and looks like. Suggested subscribers:

Fred Meyer

First **Tuesday** at Fredy's for all Fred Meyer gives 10% off for all patrons, not just seniors who ride the bus. Sign 10% off for all

Bi-Mart

First **Monday** at B-Mart Bi-Mart gives coupon for .....say \$2.00

St. Vinnie's

First **Wednesday** at St.Vinnie's Take 20% off on all merchandise. (Tuesday is already 50% off day)

Grocery Outlet

First **Thursday** at Grocery Outlet (Thursday is stocking day) TAC provides the sign using their emblematic muppet characters . Take 10% off or coupon

Dollar Store

First **Friday** at the Dollar Store Dollar store offers one free item

Other Options for the first week or Last Week of the Month Free Day

City Lights Cinemas

One Free Small Popcorn with purchase of movie ticket (Mondays are slow)

Coastal Fitness

Last Monday: Take a Splash at Coastal Fitness. A way of drawing in more users.

Home Grown

Last Tuesday to go along with Taco Tuesday (Free iced tea, or ½ off on taco)

Old Town – a grab bag of businesses that might buy into the program

The Casino – up the ante for whatever freebie they offer

Small restaurants along 101 (The...Wheel, Nature's Corner, Fresh Harvest, etc) Free cup of coffee or tea