

NW Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
June 8, 2018
Tillamook County Transportation District
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees included:
 - Cynda Bruce—Lincoln County Transportation
 - Lee Lazaro—Benton County Transit
 - Paul Lewicki—Sunset Empire Transit District
 - Doug Pilant—Tillamook County Transportation
 - Todd Wood—Columbia County Rider
 - Arla Miller—ODOT
 - Holly Kvalheim—TrilliumExcused: Jeff Hazen, Mark Bernard
2. Consent Calendar: Unanimously approved. (LL/CB)
 - ✦ May 11, 2018 Meeting Minutes—Two corrections: Portland and Coastal Connector route numbers are 6 and 60X respectively. Agenda Item 4. Standing Items, IGA, should read Lincoln County counsel found a couple of typos.
 - ✦ May 2018 Financial Report—Doug reviewed. No new revenues or expenses occurred over the past month.
 - ✦ Partner Budgets—Tillamook Budget Committee recommended the proposed NWOTA budget be included in the overall TCTD 2018—2019 FY Budget. The other partners expect the NWOTA budget amount to be approved.
 - ✦ Ridership Tracking—Mary provided the ridership numbers January—April: 63,065 riders year to date, and 2.1 million passenger miles. With the changes in routes and more fuel-efficient buses, the original assumptions used to estimate average trip length for Connector routes is no longer accurate. Partners reviewed the routes and made several changes. **Mary** will send out an updated methodology for the partners to review, and then will work with Carol to update the Performance calculations. The partners concurred that Carol should bill NWOTA for her time.
3. NWOTA Standing Items
 - ✦ IGA. Todd checked with Columbia County Counsel, Robyn, and she said she sent out to all the partner legal counsels but hasn't heard back. Columbia County fine with it, but doesn't want to approve until assured that all partner legal counsels are on board. Particularly Lincoln and Benton counties. Cynda and Doug will try to get approved this month. **Mary** to send out a revised Signature Page with Tillamook County Transportation District's signatory changed to Board Chair.
 - ✦ Signage. Doug showed a couple of mock-ups, and there was unanimous agreement on one sign design
 - ✦ Website—Holly reported that Trillium has finished the newsletter sign up form and are still filling out the events list and adding to the NW Connector calendar. They are working on the calendar, adding trip ideas and forms for capturing and automatically filling into the calendar. Will have the calendar wrapped up by June 30
 - ✦ Marketing. Mary reported that the Boomer and BikePortland advertising has been confirmed, with the NW Connector ad to start in the Boomer July Travel Insert and on the BikePortland website. The Boomer monthly ads will run August through October. BikePortland will run July—September. **Needed** are stories and information to include in both the Boomer and on the

BikePortland website. Mary reviewed the following suggestions for the BikePortland boost advertising:

- Availability of 3- and 7-day bus passes. One round trip Portland/Coast and unlimited bus rides from Astoria to Yachats. Use the bus as a back-up ride.
- Marathon bike ride over to the Coast and ride the bus back
- Go to the NWConnector website to Explore Trip Ideas
- Ride the bus to the Tillamook Forestry Center, check it out, and then bike ride the last 24 miles to the Coast
- All buses equipped with bike racks, storage for bike/back packs
- Coordinate with the NWConnector to transport your bike

Eventually it might be an option for the NWConnector to transport bicycle groups. But before that can happen, need to understand requirements of hauling trailers behind buses. None of the NWOTA partners currently have trailers.

Visit Tillamook Coast received funding to develop a North Coast Food Trail featuring food, farm, fish and forage from Cannon Beach to Lincoln City. Nan Devlin is coordinating and Doug is involved.

ODOT is conducting a Bike Hwy 101 study, which Ken Shonkwiler is managing. July agenda: Updates on both the bike study and pedestrian access study.

- ✚ Management Plan—Mary handed out an updated Management Work Plan, adding two new tasks to Goal 1: Improve Rider Access and Convenience. 1F Establish system-wide real-time bus tracking, using GPS technology. 1G Establish a Bike/Rider program including travel services and amenities for riders looking to transport their bicycles. Discussion:

Benton County Special Transportation Advisory Committee has approved forwarding NWOTA's Management Plan to the Board of County Commissioners for adoption. TCTD's Commission has approved.

Change 1F to read "Technology enhancements", real time bus information, behind-the-scenes technology, GPS, electronic ticketing.

Accommodating bikes is a challenge, so how deal with that could be included in management plan.

Need to add something about supporting low-income populations, perhaps in Goal 5, eg, Increase utilization of the NWConnector system by low income riders: Reduced fares, identifying routes with low-income ridership.

Add signage to Marketing activities

Working with Tribes, adding as advisory members. Tribal members are really spread out.

Identifying routes with low-income ridership

Combining meetings (STIF, NWOTA)

Not enough housing in region for service workers, issue getting to/from work, inland to employment along the Coast. Target programs to these populations, and serve a need for the business community as well.

Look at last mile trips, may be more cost effective to do Dial-a-Ride.

Shelters: May consider advertising on shelters, or sponsored by "x"

4. NWConnector Build Application—Partners agreed that it was premature to seek funding for additional buses, that NWOTA will have a more competitive ask once an additional year of performance tracking has been done.

5. Member Updates

- ✦ Arla—getting up to speed on STIF.
- ✦ Cynda—Waiting for meetings and webinars before start Lincoln county’s STIF process. Thanks to Lee for information he has been sending out. Had a head-on collision this week. Fortunately, no serious injuries, staff very ably went through the post accident procedures. Moving forward on Swiftly, need to look to see whether can sole source. Expect to get budget adopted this month.
- ✦ Paul—Demonstrated Swiftly to drivers and customer service reps. Full roll-out mid-month with public information. Bus stop codes are also going on the website (Tillamook’s already are.) Walmart is opening next week, and will be hiring over 200 people, with a lot of apartments going up, which will affect SETD scheduling. Waiting for 2 new buses, which will need to get new hardware included. Budget is ready for Board approval. Sunset is going to a single fare, \$1 ride. Reducing the number of different passes. Changed compensation from merit base to step basis for drivers.
- ✦ Todd—End of week two. Welcome aboard.
- ✦ Lee—Working on STIF. Handed a copy of the ad for the new advisory committee. Also working on the formula. Will be going out to the various city councils to get them up to speed on the STIF. In the middle of Benton County Transportation System Plan, and a list of transit projects, which will also feed into the STIP. Chair of Linn-Benton loop committee and developing a system development plan that will expand the loop’s capacity.
- ✦ Doug—Developing version 2 of the Pacific City shuttle which will include a marketing campaign this year and new signage. Will operate a 30 minute loop on weekends in July and August. New visitor center at the Creamery opens later this month. Have bought a small bus for the parking lot which has replaced the par 3 golf course. TCTD may be providing a bus driver. Got the budget done with one meeting. Last year experienced significant driver shortages, which meant paying considerable overtime. Tillamook Family Counseling is moving into the building.

Recorded: Mary McArthur, Col-Pac EDD and NWOTA Staff