

nwCONNECTOR

Coordinating Committee Meeting

March 8, 2019

Tillamook County Transportation District

3600 3rd St

Tillamook, OR

10:00 am—2:00 pm

Teleconference Information

866/755-7677

Pin # 005939

Agenda

10:00— 10:05a	1. Introductions. Welcome to Guests	Doug Pilent
10:05— 10:15a	2. Consent Calendar (Action Items) <ul style="list-style-type: none"> ✚ February 15, 2019 Meeting Minutes (Attached) ✚ February 2019 Financial Report ✚ Ridership Tracking (January 2019) ✚ Calculating Average Passenger Miles Progress 	Doug Pilent
10:15— 11:00a	3. NWOTA Standing Items <ul style="list-style-type: none"> ✚ IGA Approvals Update ✚ Management Plan Approvals Update ✚ Signage Update ✚ Pedestrian Access Study Update 	All All Doug Ken S (via email)
11:00— 11:30a	7. NWOTA Annual Report	Mary Mc
11:30— 12:00p	8. 2019—2020 NW Connector Marketing Budget	Doug/All
12:00— 12:30p	9. Lunch	
12:30— 1:00p	10. 2019—2020 NWOTA Budget Discussion	Doug/All
1:00— 2:00p	11. Other Business and Member Update	All

Attachments:

February 15, 2019 Meeting Minutes
February NWOTA Action Items

NWOTA meetings are open to the public and accommodations will be provided to persons with disabilities. If a sign language interpreter is needed, please call Mary McArthur at 503.228.5565 at least 48 hours prior to the meeting.

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Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
February 15, 2019
Tillamook County Transportation District
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees included:
 - Jeff Hazen—Sunset Empire Transit District
 - Cynda Bruce—Lincoln County Transportation District
 - Doug Pilant—Tillamook County Transportation
 - Todd Wood—Columbia County Rider
 - Lisa Scherf—Benton County Transportation District
 - Mark Bernard—ODOTExcused: Arla Miller—ODOT.
2. Consent Calendar: Unanimously approved. (JH/CB)
 - ✦ January 11, 2019 Meeting Minutes—No changes, although Lisa Scherf abstained from approving as she was not in attendance at the meeting.
 - ✦ January 2019 Financial Report—Doug reviewed the report. No activity in January.
 - ✦ Ridership Tracking—Mary provided an updated report, although some monthly numbers were missing. Change Coast Valley Connector to Coast Valley Express. Should have a more complete report at next Board meeting, as Columbia County has updated their numbers and the other partners will be sending their numbers in.
 - ✦ Calculating Average Passenger Miles Progress—TCTD is finishing up their recalculations and will have done later this month. Cynda has completed and sent them to Mary. The others are still working on the data collection needed before the passenger miles can be recalculated.
3. NWOTA Standing Items:
 - ✦ IGA Approval Updates—Columbia County and Sunset Empire Transit District both approved the IGA. **Mary** to get signed copies from Tillamook, Columbia and SETD for record-keeping. Benton County will approve soon, completing all the approvals. Cynda suggested that Benton County counsel get in touch with Lincoln County counsel if there are questions. The number of changes to the IGA currently being approved was scaled back from when it was first being redone. Most substantive changes were changing fiscal agent to Tillamook County Transit District, and ensuring all partners have ownership of the NWConnector website should the IGA be dissolved.
 - ✦ Management Plan—Doug is using the Management Plan as documentation for funding applications, eg, adding weekend, holiday service. Plan approvals and updates to the Action Plan will be **added** as standing items to the NWOTA's monthly meeting agenda. Currently, TCTD is the only partner that has approved the Plan. (**Mary** to get documentation from TCTD for record-keeping.) **Mary** will send out the Management Plan and the most current Action Plan. Jeff volunteered to meet with Todd to run through the Plan with him.
 - ✦ Travel Guide Advertising—NW Connector ads for the Oregon Travel Guide and the Oregon Coast Travel Guide have been submitted. The NWConnector ad has been submitted to the Tillamook Coast Travel Guide, and they are working on an accompanying article which will include how to use the system and where it goes. **Mary** will follow up with the Chamber Director.

- ✦ Signage—Doug reported that Gillespie was able to match up the blue color of the sign with the blue color of the pole. Regarding the number of transit stop signs—Signs will cost \$55/sign. Partners have identified the current need for 63 signs. If additional signs are needed at a later date, the cost per sign will be higher. Partners agreed to purchase an additional 8 signs (71 total) for \$4,060, and 4 larger system signs for \$940. Total will be \$5,000, NWOTA’s current budget for that line item. Doug will send in the order right away.
4. NW Connector-Specific Trip Planner Application—Doug coordinated with Thomas Craig and submitted a \$134,640 request for STIP Discretionary Statewide Transit Network funding. Match requirement: \$14,960. Goals of the project: 1) Improve the NWConnector.org website trip planner; 2) Establish a process for government agencies to improve OpenStreetMap; 3) Provide the software tools and processes developed for other transit agencies to use. A two-year project, a new NW Connector trip planner interface will be developed for the NWConnector.org website. Methodology will be available for use statewide. Mark noted that Cascades West COG submitted a complementary application for One Click One Call scheduling of service. Both of these two applications increase the ease of use of transit statewide. Mark also noted that funding applications are going out to each ACT for their review. The NW Oregon ACT (NWACT) meets March 14 at the Port of Tillamook Bay. Mark send all the partners the NWOTA Trip Planner Enhancement application.
 5. NWOTA 2018–2019 Marketing Budget—As mentioned before, for the last several months, the North Coast Tourism Studio has been underway, and Jeff and Mary have been attending the workshops. At the January workshop, attendees continue to underscore the need to mitigate the impacts of tourism congestion on the Coast’s local communities. The NWConnector is seen as a resource. A Transportation sub-committee was established, but has not met with all the members. NWOTA partners agreed to wait on making a decision on how to spend the marketing budget until the sub-committee meets. In the meantime, **Mary** will provide a report on what has been spent to date and/or been obligated out of the current budget. BikePortland is still showing the NWConnector tagline banner, although advertising was only paid through October. If additional advertising is spent, the recommendation was made to use the stacked NWConnector logo rather than the horizontal one being used now.
 6. 2019–2020 NWConnector Budget Discussion—Benton County will need Cynda’s budget by March 15th. Currently, partners are paying \$12,000 annually for the administrative, website, marketing, travel, training and system capital purchases (eg, signage). Partners encouraged having enough in the annual budget to pay for unexpected marketing opportunities, such as advertising at PDX (Airport) or at Amtrak and Greyhound stations in Portland, Salem, and Albany. **Mary** will research those advertising costs for the **March** meeting. Partners also noted it would be good to have an Annual Report on what the NWConnector has accomplished over the last year, such as the copies of the ads, and the new website. **Mary** will draft for the **March** meeting.
 7. Member Updates
 - ✦ Benton County—Lisa reported that the formula STIF funding process has started, with potential applications being submitted from Albany and Corvallis. The STIF Adversory Committee will review all the applications in a couple of weeks. Expect to see applications for new vehicles and expanded service. The job description for Lee’s replacement had been written and will be released shortly. **Lisa** noted that they have comps of drivers and dispatchers and will send the spreadsheet out to all partners.
 - ✦ Columbia County—Todd reported that last week they cut back 50% of their service to meet budget. Snow and flooding have impacted service. Wednesday, the Columbia

County Board of Commissioners will be discussing potentially putting property tax funding for a transit district on the ballot. Partners noted that Todd has done an excellent job on community outreach regarding the service cuts. Information has been well presented. Hopefully, residents will see the need for publicly funding a transit system and will support. Columbia County is challenged by having one of the larger population bases, while also having one of the lowest average income. Looking at setting the rate at \$.18/\$1,000 which would generate approximately \$1 million. The rate is also approximately halfway between Clatsop's and Tillamook's tax rate.

- ✦ Sunset Empire Transportation District—Jeff reported that if they get their inter-city funding, SETD will go through Clatskanie. Riders can get on in Astoria and ride to Clatskanie for \$1, since SETD has moved to a 1 fare system. They can do this because they have a tax base. New fare policy 6 month update: Budgeted revenues of \$122,700, actual is \$120,000. Ridership is up 10%. Actual last year six month revenue was \$170,000 compared to \$120,000 actual this year, but the decrease in revenue was budgeted. Hwy 101 has had the highest increase in ridership. The public is responding favorably to the new rate policy. Union negotiations are ongoing, and also working on grant applications.
- ✦ Lincoln County—Cynda reported that Lincoln's tax rate is \$.094/\$1,000, but the more expensive housing generates more tax revenue. Still working on formula grants. STIF committee is meeting next week. Looking to double service on the Coast to Valley Express. Receiving good applications for the Operation Supervisor position. Budget is due March 15th.
- ✦ Tillamook County—Doug reported that they are waiting for final state approval on the STF project. Met with their STIF advisory committee, approved project applications. Got State Transit Network application in. Next step is review by the NW Area Commission on Transportation (NWACT). Some service delays due to snow. Union negotiations were cancelled due to the snow. Will start budget in the next couple of weeks.
- ✦ ODOT—Mark reported on applications coming in to his region include enhancements to service between Coos Bay and Florence and continuation of the Florence to Yachats service. Also, a pilot project providing service between Florence and Eugene. Doubling the Coast to Valley Express would mean more Hwy 20 trips. The Cascades West COG has also submitted for a transit study for service between McMinnville and Junction City.
- ✦ OTA—It appears that STF will be returned to the budget. Oversight on the part of Governor to have left it out.

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

NWOTA Action Items

February 2019

	Action Items	Assignments	Progress
<input type="checkbox"/>	<u>IGA</u> Get approved by each partner commission/board.	Mary to get copies of signed IGA's from each partner for the file	Lincoln Co (√) (√) Tillamook (√) Columbia Co (√) SETD (√)
<input type="checkbox"/>	<u>Management Plan</u> Get approved by each partner commission/board	Mary—Send out Plan and most current Action Plan Benton Columbia Lincoln Sunset Empire Mary—Get approval documentation from each partner	(√) Tillamook (√)
<input type="checkbox"/>	<u>Management Plan Updates</u> Mobile app for NW Connector Transit language for Comp Plans and TSPs		
<input type="checkbox"/>	<u>Website Events/Trip Planner/Newsletter</u> Add West Link to website Develop plan for connecting NW Connector to events advertising/Travel Oregon application? Open Trip Planner/funding	Mary Mc Jeff/Mary Mc Doug—Draft STIF application	Completed Met with Travel group Submitted
<input type="checkbox"/>	<u>Bike and Ride Info on Website</u> Add instructions/video on how to use the bike rack	Jeff to provide the video and language Mary to add to website	In Progress
<input type="checkbox"/>	<u>2018—2019 NWConnector Advertising</u>	Place Oregon Travel and Oregon Coast Travel Guide ads Mary—Work with Tillamook Chamber on NWConnector story, place ad Mary—Document 2018—2019 current/obligated spending Mary—Prepare NWOTA Annual Report	Completed By March 8th By March 8th By March 8th
<input type="checkbox"/>	<u>2019—2020 NWConnector Advertising</u> Develop a FY 19-20 Marketing Plan following meeting with the Coastal visitor agencies	Mary—Get costs for PDX, Amtrak and Greyhound advertising	By March 8th

	Action Items	Assignments	Progress
<input type="checkbox"/>	<u>Boomer NW Connector Stories</u> —Explore getting stories included about NWConnector riders in publications	Needed—Stories to put into Boomer publication	All partners
<input type="checkbox"/>	<u>NW Connector Ridership</u> Update performance methodology assumptions	Partners do calculations Mary Mc	Tillamook (√)
	Compare monthly ridership year-to-year	SETD, Lincoln, Columbia ridership	Benton (√) Tillamook (√)
<input type="checkbox"/>	NW Connector Holidays Policy (Lincoln drop 1, TCTD add 3 days)	Doug/Cynda	March Meeting agenda
<input type="checkbox"/>	Adding Connector Partners—Meet with Washington County initially		
<input type="checkbox"/>	Transportation Options	Mary/Matt Weintraub	NW Connector follow on to Oregon's July Drive less Connect promotion NW Connector highway signs displaying website info
<input type="checkbox"/>	Comparison of driver/dispatcher rates	Lisa—Send out to partners	Done