

Oregon Transit Alliance (NWOTA)  
Coordinating Committee Meeting Minutes  
April 19, 2019  
Tillamook County Transportation District  
Tillamook, OR

1. Introductions: Cynda Bruce, Coordinating Committee Vice-Chair, chaired the meeting. Meeting attendees included:

- Cynda Bruce—Lincoln County Transportation
- Jeff Hazen—Sunset Empire Transit District
- Doug Pilant—Tillamook County Transportation
- Todd Wood—Columbia County Rider
- Arla Miller, Ken Shonkwiler—ODOT

Excused: Mark Bernard.

2. Consent Calendar: Unanimously approved. (JH/DP)

- ✦ March 8, 2019 Meeting Minutes—No changes other than corrected “Coordinator” typo.
- ✦ March Financial Report—Only new expense is payment for the Visit Tillamook Coast Travel Guide.
- ✦ March Ridership Performance Report—Delayed until next **month**. Drivers manually record riders as they board. Works for rural areas, but time-consuming for busy, time-sensitive routes. Automatic passenger counters can’t identify the types of passengers.
- ✦ Calculating Average Passenger Miles Progress—TCTD has sent theirs in. Lincoln County’s is done. The others are still working on the data collection needed before the passenger miles can be recalculated.
- ✦ Website—Question about what Trillium’s maintenance contract covers. **Doug** will track down a copy of the contract.

3. Pedestrian Access Study

Ken reported: Environmental Review Documents—Most of Sunset’s will be Categorical Exclusions (no adverse effects if this project is added to the earth). Still working through some of Columbia and Tillamook County data to shore up review information before it gets submitted. Try to work through all that upfront before start project so receive Categorical exclusions. Checklist includes: State Historic Preservation Office (SHPO), wetlands, etc. Columbia County has a stop at the Clatskanie Safeway.

About a month behind schedule. Extended contract another 3 months. Design report is expected in June. Ken will check with Ryan to see if June is still a target date. Consultant will be attending the meeting.

Garibaldi? Still on docket. Not moving full speed ahead. Locally, been seeing some ODOT survey activity. In past, City is looking for places to establish stops where buses can pull out, rather than stop traffic. Riders on the eastside of Garibaldi, currently just flag buses down. Lincoln County—Agate Beach/RV stop has been purchased for low-income housing, and a bus stop will be added to the development. Transit will maintain the shelter, and the City will maintain the adjoining culverts.

Consideration—Having garbage cans at the shelters. Transit agencies don’t have capacity to pick up garbage. Prefer to have receptacles onboard, or if have a local partner, eg, Fred Meyer that will take care of the garbage. Have heard that there is more garbage if have cans.

4. NWOTA Standing Items:
  - ✦ IGA Approval Updates—No changes from last month: Waiting for Benton County. **Mary** needs to get the signature pages from **all partners** that have approved the IGA.
  - ✦ Management Plan—No updates from last month. Jeff still plans to meet with Todd to over the Plan process and status. **Mary** will send out plan plus the updated Action to all partners.
5. NWOTA Annual Report—Mary handed out an updated draft report. Partners suggested: **nwCONNECTOR** services are continually being improved. Transit service connections between Astoria and Tillamook have increased from 2 to 4 per day. Another service improvement fine-tuned the connections between Salem and Lincoln City which now means there now is minimal wait time between buses when traveling from Salem, Tillamook and Newport. Lincoln City ridership to Salem has increased 119% over 2017! Mary will try to change out the Columbia County Rider logo for the one they are currently using.
6. NWOTA 2019—2020 Marketing Budget— Mary presented Portland International Airport’s media kit. Most interesting was the advertising at baggage claim stairway. Discussion: brand advertising on Tri-Met, or Tri-Met shelters. Advertise on own buses. Electronic billboards in Portland. Mary reviewed progress on the North Coast Travel Studio and transportation sub-committee. Projects are due May 16<sup>th</sup>. Next Transportation sub-committee meeting is April 30<sup>th</sup>. Future is mobile advertising. Look into the cost of that. Location-based. Need to find apps that potential riders would be using. **Mary** will check with Trillium to see if this would be a good option. Facebook? Serena Barlow. Google? Ads in Portland hotels, local hotels. Advertising at PSU, PCC, Chemetketa, OSU. Reach out to Ride Connection, get message through them. Market: Transit dependent, individuals who do not want to drive. BikePortland. Grant’s Getaways. New Visitor/Family Pass story. Short survey in exchange for a visitor pass? How often come to the coast, if transit were accessible and friendly would you take it, what do you need if want to take the bus. Build a profile, data base. Have Transit Options send out surveys. Have visitor pass giveaways as incentive. Partner with Cascades West on their STIF project—getting brand all the way to Sweet Home, Junction City. STIF projects will be awarded in August.
7. 2019—2020 NWConnector Budget—Partners agreed to \$314,000 budget (attached), subject to agreement from Benton County (JH/DP).
8. NW Connector Website—Discussion regarding whether to add a Transportation Options page. There are two different Transportations Options program in the NWOTA region. The North Coast’s doesn’t include Benton and Lincoln County. Benton County was not at the meeting and needs to weigh in. Need to figure out how would get one TO web page. Move to **May** agenda and in meantime look into how TO for entire network could be added. Next steps: When did planning for website, NWOTA partners were very specific. Need to be deliberate, so no unintended consequences. Will also require a conversation with Thomas regarding whether this would be appropriate at this time for the NWConnector website. If it fits with the vision and goals for the website, eg, developing the NWConnector brand.
9. Member Updates
  - ✦ ODOT—Arla will be doing grant management training in July in Astoria.
  - ✦ Columbia County—Submitted a grant to get the Swiftly program. District levy goes on November ballot.
  - ✦ Sunset Empire—Bike rack video is in-progress, for website.

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