

Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
May 10, 2019
Tillamook County Transportation District
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees/teleconference participants included:
 - Cynda Bruce—Lincoln County Transportation
 - Jeff Hazen—Sunset Empire Transit District
 - Doug Pilant—Tillamook County Transportation
 - Lisa Scherf—Benton County Transportation
 - Todd Wood—Columbia County Rider
 - Mark Bernard, Marsha Hoskins, Arla Miller—ODOT
 - Thomas Craig, Holly Kvalheim—TrilliumExcused:
2. Consent Calendar: Unanimously approved. (JH/TW)
 - ✦ April 19, 2019 Meeting Minutes—Lisa abstained from voting on the minutes.
 - ✦ April Financial Report—Only changes were the last dues payment was received which makes that budget line item complete, and payment for the new signs.
 - ✦ April Ridership Performance Report—Partners agreed that ridership within the counties that are on the NWConnector routes should be what's tracked monthly. Decrease in Tillamook to Cannon Beach ridership comes from riders taking the Point bus to Cannon Beach. Tillamook may evaluate the route-scheduling for the two routes to Grand Ronde. In Columbia County, the routes that have been historically tracked are no longer routes in the CCR system. And new routes have been added, such as service into Banks. Todd will look at how to reset the route tracking for the NW Connector.
 - ✦ 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.
3. NWOTA Standing Items:
 - ✦ IGA Approval Updates—No changes from last month: Waiting for Benton County. **Mary** will send Lisa the copy being approved the other partners.
 - ✦ Management Plan—No updates from last month. **Jeff** still plans to meet with Todd to go over the Plan process and status. **Mary** will send out plan plus the updated Action to all partners.
 - ✦ Signs—Doug handed out the completed signs. Cynda will put Benton County signs on the Coast to Valley Express.
 - ✦ Visitor Passes—Redo using SETD graphic designer. Partners will get their extra passes to Doug. TCTD sells the most of them in Portland. The number of passes sold is up 11%. Visitor pass trip usage is up 40% from last year. 7 day pass sales have 28% to 37% of total sales over the pass year. 82% of passes were sold on Portland buses.
Discussion: Family Pass? (yes) Kids ride for free (with a limit of 2 kids per adult), price would be the cost of 2 adults. Market as a Visitor Pass. Continue to have one 3-day and one 7-day passes.

4. NWOTA 2019–2020 Marketing Budget—Holly called in. In terms of who to target with NWConnector messaging, it was agreed that it was a good idea to market to people who already ride the bus. Need to be getting information to potential riders when they are planning their trip, where digital marketing would be helpful. Particularly, riders in the Willamette Valley. Ten to fifteen percent of riders are out-of-state visitors. The North Coast Travel Studio is looking at how to manage visitor travel within the region. The transportation sub-committee has come up with a pilot project that Cannon Beach will be implementing this Summer. Lodging opportunities will be provided with information on transportation options to cars available for their guests. They will be encouraged to send the information out in reservation emails and as a handout to their guests when they check in.

Partners would like to gather more information before deciding on next year’s marketing budget. Need some guidance first, learn what the possibilities are, and then figure out how to move forward. Also, need some direction on strategic direction for the marketing. For example, whether digital advertising is more effective in this day and age.

Holly will talk to Selina and have her participate in the June meeting.

5. 2019–2020 NWConnector Budget—Budget was amended to include the match requirement for NWOTA’s \$149,000 STIF Statewide Transit Network grant application. Will want to be sure to include updated website rollout, including trip integration with demand-response application out of Cascades-West COG, as part of the contract if the grant is approved. Half of the \$5,000 signage was moved into Marketing and half into Website Maintenance. Partners (re) agreed to the revised \$314,000 budget (attached), (CB/TW).

- Col-Pac EDD Administrative Contract Renewal—Partners agreed to an up-to-three year contract, with annual renewal confirmations. Mary indicated she will be retiring at the end of September 2020.

6. NW Connector Website

✚ Adding Alerts—Capacity to use alerts off website. Transit.app also has that capacity, using their dashboard. Allows posting of alerts. Agencies with real-time data, adding alerts to Transit app is encouraged. Some training from them is available, but written instructions are available for memorializing how to do it. One integrated app that would populate all the different applications: NWConnector website, Transit.app, Google, etc. Trillium has a platform, with a new easier-to-use interface that will do all that populating. Partner preference—Have a link on the website that will take users to this new application. \$2,000/year for the entire NWConnector system. Partners are interested in getting started right away, and adding the additional cost to the NWOTA website maintenance contract going forward. Text alerts are also important, but will be integrated in the future. NWOTA has resources within current budget to add the alert feature. Partners agreed to add alerts to NWOTA’s existing website maintenance plan. (JH/CB)

7. Member Updates

✚ Lincoln County—Working on employee training, scheduling, shifts as get ready for new STIF monies. First budget hearing went well. STIF Plan is in. Brought on a new field supervisor and a new driver.

✚ Benton County—Lee has worked part time to finish up STIF. Did a lot of work. Feel really good about the Plan. Negotiating a new 5-year contract with their dial-a-ride contractor. Hiring a new public works director and looking to align the contractor and the county on the same vision. Would like to have own brand on vehicles, rather than the contractor. Looking to refill Lee’s position and will work with all the partners as that rolls out.

- ✦ Sunset Empire Transit District—Had a situation where a driver’s license was suspended and didn’t notify administration. **Cynda** will send out information on how to get DMV flags on infractions. Don’t get notified on suspensions. Got STIF Plan in. Continuing to work on employee push back on recent union negotiations. Had a budget training with their budget committee. Hope to get through the draft budget in one meeting.
- ✦ Columbia County—Finished meeting with all the cities on putting a transit district on the November ballot. Jeff accompanied Todd to Clatskanie. Approved allowing voters to decide. All six cities are in. Next, the County puts on the ballot. Finished MTR contract. STIF Plan went in. **Jeff** will send Todd a copy of SETD’s Facilities Plan. Todd also needs update their Asset Management Plan, adding some assets to the State’s inventory.
- ✦ Tillamook County—Still need to meet with the union. Got last quarterly STIF payment. At over 130% reimbursement. Going to implement north and south county dial-a-ride improvements in June. Will start Memorial Day, Independence and Labor Day shuttle service and shuttle service for the Creamery on Memorial Day. Went out for bid on all TCTD contracted services. Going to CTAA conference. Going out for bid for STIF planning, looking at some new routes that will include the Port of Tillamook Bay.
- ✦ ODOT—Pleased to have all STIF Plans in.

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