

Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
June 14, 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
 - Paul Lewicki—Sunset Empire Transit District
 - Doug Pilant—Tillamook County Transportation
 - Lisa Scherf—Benton County Transportation
 - Todd Wood—Columbia County Rider
 - Matthew Weintraub—Transportation Options
 - Mark Bernard, Arla Miller, Ken Shonkwiler—ODOT
 - Thomas Craig, Holly Kvalheim—Trillium
 - Selina Barlow—Transit Marketing (Get her marketing plan 101 handout)

Excused: Jeff Hazen

2. Consent Calendar: Unanimously approved. (CB/PL)
 - + May 10, 2019 Meeting Minutes—No changes
 - + May Financial Report—All of the travel guide advertising costs have been paid. Only outstanding costs for the year will be the 4th quarter administrative costs.
 - + May Ridership Performance Report—Still need to figure out how to report the Columbia County and related-SETD routes. Tillamook to Lincoln City route is up 27% over last year. Grand Ronde Express route—Looking at ridership to see why it is down, and to determine if there are better route times needed. Still need May numbers from all partners. **Mary** will add all the new Columbia County and SETD routes.
 - + Calculating Average Passenger Miles Progress—TCTD has sent theirs in. Lincoln County's is done: Average passenger trip length on the Newport to Lincoln City route went from 13 miles to 19 miles, the Corvallis to Newport average passenger trip length stayed the same. 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.
 - + Management Plan—Cynda got it approved. **Jeff** will meet with Todd.
 - + Visitor Passes—Still plan on re-doing using **SETD** graphic designer. Tillamook re-ordered enough of the current passes to get through the Summer.
4. NWOTA 2019–2020 Marketing Budget

Thomas—Two years have passed since the website launched. Focus then was providing rider-focused tools. Ease of getting around, and places to go. Opportunities for recreational trips on the Oregon coast and in the Willamette Valley. Trip ideas have been updated for 2019 through September. Core rider information, easy to use, understandable and shows value of those services. Cost effective marketing.

This Fall, it looks like there will be further updates to the website. Next: Focus on how use marketing budget for maximum impact. To date have been trying to build ridership. Next phase is to build ridership. Potential audiences: People who reside in NW Oregon, people

traveling to NW Oregon, Portland residents and visitors. Size of all those audiences, makes diffuses the impact of a limited advertising.

Discussion of mass vs targeted advertising. Mass—Can build visibility on a large scale, but it can be expensive, “wasted” coverage. No “immediate” response, hard to measure. Targeted advertising—Build ridership by reaching out to high potential riders. Options include: Direct mail, social media, geographically targeted outdoor/transit advertising, destination partnerships. Targeted advertising is cost effective, targets potential riders—local and visitor, measurable response.

Proposed Marketing Plan and Tools Development Scope of Work

Task	Budget
▪ Review of marketing objectives and existing marketing strategies/tools/media	\$500
▪ On-site visit to meet with 5 operators, conduct customer experience review, visit key stops	\$3,000
▪ Research available marketing channels	\$500
▪ Develop detailed/actionable Marketing Plan/Media Plan	\$5,000
▪ Develop marketing tools needed for implementation	\$6,000
	\$15,000
Total Budget	\$15,000

Research: Will look at how people travel by bus, bus experience, how people get information. Partner feedback—Important to get a 1 year Action plan, plus additional longer term strategies. Experiencing bus riders will be an important part of the process.

Local markets are going to be bread and butter market, so local marketing must be addressed as well as the larger market. Options include targeted social media, reaching out to people who have been on the Travel Oregon website, digital advertising.

Mary will get Selina’s power point and send it out to everyone.

Question: Differences between informational and marketing strategies? Lots of overlap. In transit advertising, need to have information. Transit is not an impulse purchase, need to have both information and marketing.

Thomas will send over a proposal. Partners agreed to the \$15,000 budget.

5. NW Connector Updates

- ✚ Transit Alert Software Proposal—Thomas walked the partners through the proposal. Can have multiple or group log ins.
- ✚ Adding a Transit Options Page—Transportation Options—Best to have their own webpage, rather than just a component of SETD webpage. Open trip planner will include other transit modes. Get TO page onto to NW Connector website. Add to “More” page, link. Presence on the NW Connector website without muddying up the current website. Cascades West COG provides a similar service and should be part of the conversation as well. Opportunity to start to address the first/last mile issue from a transit perspective. All the different options add value to transit marketing. Trip planning, fare integration, travel modes. Partners agreed to continue to explore how to integrate TO onto the website. Providing additional resources and encouragement to use alternative modes of

travel. Eg, walkability of communities, which incentivizes transit to the area, eg, no need for an auto. Seamless travel system is a long term goal, eg, one fare system.

Concerns: Will need to have information for all partners, not just NW Oregon TO. Also, just starting to look at new marketing program, so will want to be sure to look at the TO component too.

Partners agreed to add a TO button to the website under the More section. Will set up so all counties are covered, and surrounding counties that connect to NWOTA.

Longer term, will need to figure out how to integrate all the work ODOT is doing on the multiple TO programs. Which will also be included in the STIF projects. **Thomas** and **Matt** will talk further. Partners say there are things that can be displayed inside the buses, eg, showing riders how to use the Transit app, the NW Connector website. **Mary** will find out how many people are using the website.

- ✦ **Transit Access Study:** Ryan Farncomb has left CH2M/Jacobs to go to work for Parametrics. ODOT will continue to work with him on this project through a consultant contract. Ken was able to use project management funds for Ryan's time.

Ken asked that partners to look at the signage proposed for the new stops. Lisa noted that most of their system is in town and prefers the 12 x 18 size signs in terms of scale. (The number 2 option) Important to have the sign color the same for all the signs. Preference is to have the sign on the side of the pole, not sitting atop the pole. Ken will also have the consultant to consider where to place the signs at the stops. **Doug** will email Ken the preference regarding how the look of the signs at high traffic/transfer stops.

Biggest concern is having well-designed brackets and poles that will withstand coastal winter storms.

- ✦ **Build Application:** Ken noted that it was a little premature to submit, as all the cost-benefit analysis isn't available. This year, ODOT will be sponsoring a couple of larger, Build applications.

6. Other Business and Member Updates

- ✦ Lincoln County—Hired two new dispatchers. Supervisor position is filled. Now have great management staff. STIF Plan passed completeness check. Three buses being delivered next week. Starting student transit program utilizing STIF funding. Will include mobility training for students lacking full mobility.
- ✦ Sunset Empire Transit District—Two new commissioners. Losing their Finance Officer. Hired a new person, in time to implement new accounting software. Also been some changeover in their management staff. Working on collective bargaining agreement. Four new buses coming, looking at ordering five more.
- ✦ Columbia County—Union contract to be signed next week. Eventually, would like to move away from contracted workers. Tri-Met is donating two 40-foot buses, which will give CCR two spares when buses are extra full. Taxing district on the November ballot. STIF Plan has also made it through the completeness check. Working on PCC contract which expires June 30th for rides to their Willow Creek campus. Looking to see if they will contribute more to provide free transit for students coming from Columbia County. Four buses coming in September.
- ✦ Tillamook County—Still doing union negotiations. Won't be implementing Summer holiday schedule until after negotiations are complete. Implementing Dial-a-Ride for North and South County. Looking at starting up service out to the Port of Tillamook Bay. May be more efficient to use a demand/flex service. Exploring options. Going to be

adopting budget next week. One new board member. Looks like the City of Tillamook wants to negotiate the next ten-year extension of the Transit Center contract. Purchasing 5 buses. Hired Kimberly to do cost analysis, and she has done an outstanding job.

- ✚ ODOT—Mark B: Partnership with Cascades West COG should bring in Sweet Home connection. Lane Transit is looking at adding a mobility on-demand pilot similar to what is being done in Cottage Grove. Looking at all modes of travel. Arla has been primarily been working on Fall Creek City on distribution of STIF funding and being able to meet the requirements for getting a replacement bus.

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

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