

Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
July 12, 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
 - John Dreeszen—Columbia County Rider
 - Mark Bernard—ODOTExcused: Arla Miller, Todd Wood
2. Consent Calendar: Unanimously approved. (JH/CB)
 - ✦ June 14, 2019 Meeting Minutes—No changes
 - ✦ June Financial Report—Only additional expenditures were the final FY administrative invoices and \$399 to update the events listed on the NWConnector website.
 - ✦ May Ridership Performance Report—Only received ridership numbers from Tillamook this month. Jeff has had a busy June and July, but have time going forward to catch up on Sunset's numbers. Mary will meet with John to get the performance report updated, both in term of ridership and route changes. Mary will add all the new Columbia County and SETD routes. Mary will send out reminder notices at first of month to the partners.
 - ✦ Calculating Average Passenger Miles Progress—Reminder that Benton, Columbia and Sunset need to get their average passenger miles calculations done.
3. NWOTA Standing Items:
 - ✦ IGA Approval Updates—No changes from last month: Waiting for Benton County.
 - ✦ Management Plan—Jeff will meet with Todd.
 - ✦ Visitor Passes—Jeff got a preliminary design from the graphics person Sunset uses, which wasn't what NWOTA was looking for. The group agreed that they don't want to deviate from the brand, other than deleting the OXO logo, and that they are still interested in having 7-day and 3-day passes. There is still interest in the potential of a family pass, or at least incorporating children into a visitor pass program. Also, potentially refreshing the visitor pass graphics. Tillamook has ordered more of the 7-day passes, enough for another year, so there is time to work on updating the passes. The group agree to include the visitor pass and its design as a component on the upcoming marketing plan development and implementation. Children ridership will also be included.
 - ✦ Signage—Everyone has received their new signs. Tillamook has already swapped out the signs in Neskowin and Beaver. Next month the new signs will go up in Tillamook, Rockaway Beach, Nehalem and Manzanita. The Lincoln County Safeway sign was temporarily replaced with a smaller sign, but two new large signs were ordered, one of which will replace the interim smaller sign. Tillamook is looking at different brackets for attaching the signs, to replace the bands currently in use. Tri-Met's design standards at the Sunset Transit Station only allow one sign per provider, so a NWConnector sign couldn't be added there. Also, the Pointe bus sign has been taken down.

4. NWConnector Marketing

At the June meeting, the group agreed to proceed with Selina Barlow's marketing plan development proposal for \$15,000. However, as it turns out, \$15,000 is the threshold for an Intermediate Procurement, which requires sending out a Request for Quotes to at least 3 potential contractors. The group agreed to go out for a RFQ for NWOTA's full \$50,000 FY Marketing budget, rather than doing two separate processes for the Marketing Plan development and the implementation.

NWOTA's budget won't be included in the RFQ, but proposers will be asked to provide their bids in modules or phases including deliverables and budget by phase to provide maximum flexibility for the overall budget. Mary will update the May 2014 RFQ and send it out to the partners for their review and comment by July 19th. Deadline will be two weeks from the release date, which will give time for a decision at NWOTA's August 9 Board meeting. Notice of the RFQ will be sent out to a list of transit planning companies as well as transit marketing firms. Doug will get Mary a list.

An additional suggestion was that NWOTA may want to look for an intern to assist with its marketing, and potentially service planning as well. Resources include PSU Master of Urban Planning program, and the University of Oregon's Planning and Public Policy Center, which also manages the RARE program.

On the NWConnector "Wish List" is having passes available for purchase online and having the ability to reserve a seat. Tillamook described their recent Portland passenger surges before and after the July 4th holiday, which resulted in standing room only on their buses. Collecting the additional fares added time to the route, which ended up resulting in missed connections for the Manzanita and Lincoln City routes. Having online reservations would have allowed the fares to be prepaid and to schedule a large enough bus to accommodate the additional passengers.

5. Other Business/Member Updates

- ✦ Transit Alert Software Proposal—NWOTA has received a proposal from Trillium. Deployment testing will require a couple of weeks, implementation in 3 weeks. Tied to the NWConnector website. Will provide staff with the tools to more easily to send out alerts. \$2,000/year, plus \$100/hr to integrate into the system by agency. Will provide with training as well. Doug will request information on how much the hourly costs are likely to be to set up the alert component and send that information out to the partners, before a final decision is made.
- ✦ Lincoln County—Going back out for a second dispatcher. Closing out old grants and executing new ones. Three new For E450 buses seem to be operating okay after two weeks. Started a transportation program for low-income kids, providing transit to school meals year-round. Are currently working on adding some new routes. Opportunity to show transit's commitment to being a community partner.
- ✦ ODOT—Mark has been working on the grant management program. Some discretionary grants have been recommended along the coast, such as continuation of the Florence to Yachats route. Mark will look into the potential for the Lane COG to participate in the NWConnector system.
- ✦ Sunset Empire Transit District—Lost their finance officer, moving out of the area. Have hired a new finance person out of Portland. Matthew, TO person has taken a new job in Portland. Started that recruitment again. May be a couple of potential candidates. TO in a rural area is a difficult to implement, going forward the new position will report directly to Jeff. Will be reviewing the prospective applicants for the Pointe service, an 8-year contract. STIF committee will be reviewing the round two of the formula applications, all look issue-free. Discretionary applications are before the OTC at their

next meeting. During cruise season have two routes out of the Port of Astoria. This calendar year have 18 ships, representing about 37,000 passengers. Next year 33 ships and over 70,000 passengers. Need to start planning for next year. Will have enough buses, but not enough drivers. Are looking at potentially getting a couple of donated articulated buses.

- ✚ Columbia County—Just received delivery of two 40 foot, 43 passenger Tri-Met buses, which will be used as back-up to the CCR fleet. Closing out grants and starting new ones. Had hoped that PCC would underwrite some of the cost or driving CCR buses out to their Rock Creek and Willow Creek campuses. The current contract only pays for the costs of a shuttle between the two campuses. PCC declined. Property tax measure is set to go onto the November ballot. Although a public vote on transit has failed 3 times in the past, this time local media appears to be supportive. A contingency plan is in place should the measure not pass, some modest service reductions would be required. CCR has signed a contract with their driver service provider, but the drivers are still awaiting the new negotiated rates of pay.
- ✚ Tillamook County— Closing out last year, starting new year, pacific city shuttle, night service to county fair. Collective bargaining meetings at the end of July, getting several new buses. Also worked with Kimberly on the purchasing new vehicles. Very cost-effective to use her. Saved the district a lot of money. Will be using her on Dial-a-Ride van purchasing. On STIF, implemented south County Dial-a-Ride. Updating STIF plan. As working on extending lease on Transit Center, it has become apparent that the City may be interested in selling the Center to the District. Will require approval of the State because the Center was funded in part by a ConnectOregon grant.

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