

Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
November 8, 2019
Tillamook County Transportation District
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees/teleconference participants included:
 - Jeff Hazen—Sunset Empire Transit District
 - Cynda Bruce—Lincoln County Transit
 - Doug Pilant—Tillamook County Transportation District
 - Lisa Scherf, Brad Dillingham—Benton County Transit
 - Mark Bernard, Arla Miller, Ken Shonkwiler—ODOT
 - Selena Barlow—Transit Marketing
 - Holly Kvalheim—Trillium TransitExcused:
2. Consent Calendar: Unanimously approved. (JH/TW)
 - ✦ October 11, 2019 Meeting Minutes—No changes.
 - ✦ October Financial Report—No changes from September report.
 - ✦ Ridership Performance Report—Jeff updated the SETD numbers which will significantly change NWOTA’s results. **December** discussion—How to handle CCR numbers. Doug noted a NWOTA connection to Oregon’s Clean Cities Program—Energy or pollution credits. Similar to Clean Fuels program. NWOTA’s combined numbers may make the region eligible for additional credits. DEQ program related to clean air program, working with the US Dept of Energy. Credits could be used in the future through a process akin to a credit bank.
 - ✦ Calculating Average Passenger Miles Progress—No change. Jeff and Lisa will start work on their calculations.
3. NWOTA Standing Items:
 - ✦ IGA Approval Updates—Benton County—Brad will start work on getting it passed.
 - ✦ Management Plan—Benton County—Brad will also start work on this.
 - ✦ Website Alert Service—Tillamook noted that even with the alert training staff still needs periodic reminders to implement alerts. Sunset and Lincoln are working on getting their training.
 - ✦ Travel Tourism Studio/Transportation Committee—Meeting again next week. Kathy Kleczek will start attending.
4. Transit Stops Improvement Summary Report
General feedback from the NWOTA partners included:
 - Enlarge NWConnector logo
 - Switch out all references to “Bus Stop” to read “Transit Stop”
 - Page 2, correct typos: Route should read routes, Sunset Empire Transportation District
 - Page 3: Change NWOTA’s aim is to promote to NWOTA provides . . .
 - Page 3: Add bullet regarding visibility of the transit publics to the general public, eg, easy to identify transit stops
 - Page 4: Mary McArthur organization should be Columbia Pacific EDD

5. Website Trip Enhancements RFP

RFP went out this week and was posted to ORPIN. Mary sent the RFP out by email to a list of 14 consultants. Proposals are due on November 26th and will be on the **December** NWOTA agenda. Doug can take the recommended contractor to the TCTD Board for final approval either in December or January.

5. NW Connector Marketing

Selena presented her marketing recommendations. Direct route from Astoria to Portland will enhance the system, as will more driver training on the bus passes. Improved service between Newport and Corvallis will also help. Recommendations include:

- Branding. Improve consistency of branding: Bus stops signage, vehicles and literature. Would be easy to add a NWConnector logo onto all buses. Add logo to schedules.
- Website/Passenger Information. Trip ideas, Open Trip Planner to replace Google Trip Planner which will be more flexible than just showing fixed routes, include all NWOTA services, NWConnector maps at major stops. Update NWConnector over time to how often buses travel each route.
- Fares and Fare Media. Update paper tickets, consider mobile ticketing (Token Transit, Hopthru), consider Family Fare (just change policy or establish another fare category), establish ticketing agreements with Amtrak and Greyhound. Don't enter into anything longer than one-year contract as technology is rapidly changing.
- Promotional Opportunities and Social Media. Ask promotional partners to post NWConnector website link. Be sure linkage is to the NWConnector home page, establish a NWConnector Facebook Fan Page (create engagement with website visitor, post events, post itineraries, interact with Facebook pages of promotional partners), ask promotional partners to like and report NWConnector content. Flash alerts from Facebook has been very effective for CCR. Boosting ads on Facebook are also very quick, effective and widespread.
- Promote to Potential Visitors. Target audience: Transit-ready travelers and those interested in the Oregon Coast. Promotions: On-transit advertising with attractive pictures of the Coast, on-line advertising to people who live in origin cities and are transit ready, Facebook ads, tap Google search information, bus back ads.
- Creative Approach. Straightforward messaging: direct, car-free, low-cost. Stock photos of destinations. Call to action—drive traffic to website. Creative sample itineraries.

Holly would be available to manage the NWConnector social media, placing ads, and utilize Google Analytics to track performance. Local advertising: Bold and consistent branding, easy to understand passenger information, Every Door Direct Mail to targeted addresses.

Partners supported and approved of the report and asked Selena and Holly to move forward on the creative component. Holly will get the Facebook page started, with the goal to have everything ready to go in February. They will give a progress report at the **December** meeting.

6. Other Business/Member Updates

- ✚ Arla Miller stopped by and introduced her daughter.
- ✚ Sunset Empire—Picking up ridership from Tongue Point, working on a new bus wrap that includes NWConnector, starting up the Astoria to Portland route.
- ✚ CCR—Will need to cut service by 30% to 40% due to the ballot measure failing. See very little ridership using the NWConnector visitor passes. Thus a \$12,000 annual membership in NWConnector is no longer an option. Columbia County is still a pass-through to the Coast and Longview. And with Sunset Empire's service to Portland, not a need for CCR's role in the NWConnector system. Feedback from partners—This storm will pass, don't be in too big a hurry to make a change regarding the NWConnector

system. Jeff and Doug will be meeting with Todd about cutting service. Will get an update at the **December** meeting.

- ✦ Benton—The Amtrak connection has officially come to a halt, replaced by Phase 1 of the Coast to Valley. Brad has gone through the website training with Holly and has already made some trip changes and used the alert option.
- ✦ Lincoln—Will be working on updating their components of the NWConnector website. Been going through multiple conferences and trainings.
- ✦ Tillamook—Still moving forward with the purchase of the Transit Center, office and adding two new administrative assistants, interline agreement done with Amtrak, launched STIF enhancements, started updating TCTD Strategic Plan.

Discussion on transitioning discretionary inter-city to STIF formula funding. Add to the **December** board meeting agenda.

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