

Oregon Transit Alliance (NWOTA)  
Coordinating Committee Meeting Minutes  
January 10, 2020  
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
  - Brad Dillingham—Benton County Transit
  - Todd Wood, CCR
  - Mark Bernard, Arla Miller—ODOT
  - Debra Smith—NW Oregon Works (NOW)
  - Selena Barlow—Transit Marketing
  - Holly Kvalheim—Trillium Transit
2. Consent Calendar: Unanimously approved. (JH/CB)
  - ✚ December 13, 2019 Meeting Minutes—No changes.
  - ✚ December Financial Report—One new expenditure: \$2,310 for marketing. Mary handed out a spreadsheet of Trillium’s marketing budget compared to invoices to date. (Trillium contract spreadsheet attached)
  - ✚ Ridership Performance Report—Tillamook to Lincoln route continues to increase. Coast to Valley Express, on the Lincoln Transit trips, include riders not going over to Corvallis, but going from Toledo to Newport. Overall, system is down 3%, consistent with the rest of economy. Averaging over 20,000 passengers monthly. SETD will start rolling out new service to Portland at end of January, which will add ridership.
  - ✚ Calculating Average Passenger Miles Progress—No change. Jeff and Brad will start work on their calculations. **February**—Refresher on calculating average passenger miles.
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. Jeff will work on getting it passed by March.
  - ✚ Website Alert System Implementation—SETD is having training next week. Tillamook is not consistently posting alerts on the website. Lincoln is having some staff changes so training will have to be redone. Brad will contact Trillium to schedule the training. Next week may have some weather issues that require adding alerts to the system. Doug tested out a current alert for the Arch Cape Tunnel. The system isn’t showing it on Goggle. Also, NWConnector alerts need to be coordinated so that they post automatically to ODOT’s Trip Check.
  - ✚ Travel Tourism Studio/Transportation Committee—Mary reported that the North Coast Travel Tourism Studio’s Car-Free promotion pilot project in Cannon Beach has been underway over the late Fall and Winter. The Cannon Beach Chamber of Commerce reports that they know of at least visitors to Cannon Beach that have participated in the promotion—either traveling by bus to the Coast or not using their car while on the Coast. The Transportation Committee received approval for a funding request to extend the promotion to the cities of Astoria, Seaside, Manzanita and Pacific City. Mary will also be showing the group the travel itineraries being developed for the NWConnector 2020

Car-Free campaign and the transit marketing posters/ads. Nan Devlin, the North Coast Travel Coordinator will be included in the communications.

#### 4. NW Connector Marketing—A Plan to Grow

Selena, Holly, Rick Schuster, graphic artist presented.

- OnTransit Advertising. Targeting Oregon cities—Portland, Salem, Corvallis. Six-month campaign. TriMet Chariot and Corvallis buses, TriMet trains. Message: Car-Free travel is something that is doable, easy, relaxing. Visual: Friendly and approachable, fun. Enjoying the coast, rather than focusing on the bus. Utilize the same graphics, but different photos to target different demographics. A Car-Free day at the beach, Car-Free coastal adventure, romantic ride to the beach.
- Facebook ads. Plan your Car-Free day at the beach, coastal adventure, romantic trip to the coast.

Measurement: Facebook Insight: Number of clicks and follow-ups. Google Analytics—where people are coming from, and what people did after they click on an ad. Monthly traffic. Other: Number of increases to the NWConnector website during the ad campaign. Will want to have a measurement report. Analytics.Google.com has the analytics for the campaign. Holly will pull together a baseline report and monthly reports during the campaign.

Call to action on the ads will be reworked to make it stand out more and brought to the **February** meeting.

Also on the **February** agenda: Update on the NW Connector Facebook page (have 249 hits to date.) Holly will provide the baseline report for Baseline Google analytics of the Facebook and NWConnector website use.

Next steps:

- Continue itinerary development, potentially add a whale watching trip
- Finalize Transit Ads
- Schedule Transit placements (Begin March)
- Initiate Facebook campaign (February?)

#### 5. NW Connector Website Trip Enhancement Contract

ODOT also has an application for a statewide trip planner that it could pay for some of the implementation and hosting. This could affect the NWConnector trip planner enhancements Scope of Work. Trillium is suggesting waiting to hear whether the ODOT project is going forward.

Partners felt that much of the new features needed for the NWConnector trip planner could be worked on independent of the ODOT project. Trillium still expects to begin work on the NWConnector website updates in February. If ODOT's project is funded, coordination will be important because it could not only change NWOTA's scope of work, but also the currently budgeted expenditures.

Partners noted an additional features wanted: Ensure NWConnector alerts are integrated into ODOT's Trip Check program, and coordinating Trip Check and NWConnector alerts.

Doug will contact Thomas Craig.

#### 6. Update on CCR System Changes and Finances

Todd reported on CCR's financial situation. CCR is making additional cuts and getting new funding from PCC. Dial a Ride will take the biggest hit. Moved to a two-fare system, one for within the county \$2.00 and \$3.00 rides outside the county. Longview/Kelso is being

included in the in-county fare. One monthly pass. Still looking at managing a \$300,000 deficit.

Not sure how Columbia County fits in/connects within the NWConnector system. Sunset is now providing direct service to Portland and Columbia County is pretty much a pass-through county. \$12,000 is a lot for CCR to pay right now. Unfortunately, the transit district ballot measure was a landslide loss in one of the largest voter turnout elections, with mostly only this measure on the ballot.

Ridership will continue to go down. Asking Tri-Met to fund lines 1 and 2 buses which effectively are just delivering employers to their employers.

County is looking at a potential deficit as well due to property tax caps.

If all things stay the same, it will take a minimum of 2 years to repay the County for what it has been subsidizing CCR.

Without matching funds from the County, can't get grants.

Discussion: Doug, would have to discuss a reduction of CCR dues with the TCTD Board. Prefer that CCR weather the storm, not throw in the towel. Give CCR time to get back into financial shape again. Important that all the partner boards extend support to Columbia County and support them staying in NWOTA. Jeff supports retaining CCR in NWOTA. The SETD/CCR connection to Longview/Kelso is an important component of the NWConnector system. NWConnector is still considered a nationwide model of transit system networking and collaboration. Columbia County's connections have added robustness to the NWConnector's system. The county's participation also allows more clout when applying for NWConnector grants. Cynda really believes that Todd can turn CCR around, based on what have done so far and the experience bringing to the table. Would like to see CCR remain in NWOTA. Can always revisit annual dues at a later time. Brad, even in the short period of time, see NWOTA's cohesiveness as good-sized group dedicated to transit. The more people we can get to buy into transit, the more powerful transit will be going forward. Losing CCR, will dilute our impact.

Solution: CCR ok with staying in, if all partners can agree to a dues reduction. Address in next year's budget. Budget discussions start in **February**.

**Mary** will work with Columbia County's Tourism group on potential travel itineraries to Columbia County, with a potential \$3 fare each way. Potential places/events to include could be the Crown Zellerbach (CZ) Trail, Sauerkraut Days, Halloween Days.

CZ trail, sauerkraut, Halloween days

## 7. Other Business/Member Updates

- ✚ SETD—Start Portland expansion on January 27<sup>th</sup>, as well as reconfiguration of Hwy 101 schedule and circulation route through Warrenton. Jeff attended the OTC meeting as a public transit representative and participated in the discussion on the STIF process. Lots of support for transit from throughout the State, from all modes of transportation. Fare free for all K-12 students was particularly supported, which will help youth learn and like using public transit as adults.
- ✚ ODOT Leadership—New director will be utilizing a functional approach. 5 assistant directors.
- ✚ Lincoln County—Operations supervisor resigned. Posted the job today. Budget process has started. Have 10 separate projects that might be potential applications. Need to be thoughtful which projects to work on. Working with schools on bus stop locations.
- ✚ ODOT—Mark working on Albany Amtrak restroom, STIF reporting, RLS site visits.

- ✚ ODOT—Arla noted that entry-level driver training deadline may be pushed out for another 2 years.
- ✚ Tillamook—Still working on collective bargaining agreement. Would like to get done. Close to Transit Center transaction. Reconfiguring admin building to add office space for two new employees. TCTD's deviated route policy being reviewed and on-board surveys are being conducted to get public input into what services going to implement in long-term STIF Plan. Trying to spec fuels out for buses. Fleet does a million miles a year.

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

DRAFT

<b>NWConnector Marketing Budget</b>								
<b>FY 2019-20</b>								
	<b>Timing</b>	<b>Budget</b>	<b>Invoice 11/06/19</b>	<b>Invoice 12/31/19</b>				<b>Spent to Date</b>
Transit Marketing: Customer Experience Review and Development of Marketing Plan	<b>October</b>	<b>\$10,000</b>	<b>\$2,310</b>	<b>\$7,690</b>				<b>\$10,000</b>
Transit Marketing: Creation of Marketing Tools	<b>Nov-Jan</b>	<b>\$5,000</b>		<b>\$3,398</b>				<b>\$3,398</b>
Trillium: Marketing Support & Implementation of Facebook Advertising and Social Media	<b>October- June</b>	<b>\$10,000</b>						<b>\$0</b>
Transit Advertising								<b>\$0</b>
Lamar Advertising:Trimet	<b>Feb-Aug</b>	<b>\$10,400</b>						<b>\$0</b>
Stott Advertising: Salem	<b>Mar- July</b>	<b>\$2,640</b>						<b>\$0</b>
Printing of Signs for Local Use		<b>\$800</b>						<b>\$0</b>
Facebook Advertising	<b>Feb- June</b>	<b>\$10,000</b>						<b>\$0</b>
Contingency		<b>\$1,160</b>						<b>\$0</b>
<b>Total Budget</b>		<b>\$50,000</b>	<b>\$2,310</b>	<b>\$11,088</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$13,398</b>