

Oregon Transit Alliance (NWOTA)  
Coordinating Committee Meeting Minutes  
December 13, 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
  - Brad Dillingham—Benton County Transit
  - Mark Bernard, Sarah Hackett—ODOT
  - Debra Smith—NW Oregon Works (NOW)
  - Selena Barlow—Transit Marketing
  - Holly Kvalheim—Trillium TransitExcused: Todd Wood
2. Consent Calendar: Unanimously approved. (JH/TW)
  - ✚ November 8, 2019 Meeting Minutes—No changes.
  - ✚ November Financial Report—One change--\$11,088 invoice was paid for the marketing work being done by Selena Barlow.
  - ✚ Ridership Performance Report—Partners decided to not include CCR ridership numbers for the time being: Previous management didn't have the systems in place to accurately record ridership, lack of clarity on how contractor recorded ridership, and need for the NWConnector ridership to have "apples to apples" comparisons from year to year. Year-to-date FY ridership comparisons will compare the current month accumulation to prior year's ridership accumulation to the same month.
  - ✚ 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—No change from November.
  - ✚ Travel Tourism Studio/Transportation Committee—Mary will update the committee on the Facebook page and suggested itineraries.
4. NW Oregon Works

Debra Smith noted that her NOW district covers the same five counties as NWOTA. They focus on adult dislocated works, rapid response for companies closing down, and layoff aversion assisting employers keep workers or help them get other jobs. They work closely with Tillamook Creamery. They also work closely with the community colleges. One of the biggest barriers for students in transportation. Will be able to bring workforce needs to NWOTA.

Been a large increase in the number of out-of-county workers commuting to work. SETD works with Clatsop Community College which has a large student population from Clatskanie. Maintaining \$1 fare for those students. Also, provide student transit to the Job Corp at Tongue Point. Tillamook Transit has a program with TBCC so that students with a pass can ride throughout the county. Meet with the students once a year to assess how

transit service is working for them, or whether there are any barriers. Mobile app has resulted in a doubling of service. Lincoln County Transit used to work very closely with their community college. However, when the new campus was built, it was not designed for larger transit buses. Also, there has been some mixed communication between the transit district and the community college. Benton: There is a workforce center office in the county.

Feedback—It would be helpful if the community college could document all of their needs, so that improvements can be prioritized. Having the dialogue between the transit agency and the community college is important.

#### 5. NW Connector Marketing

Selena and Holly provided an update.

- Facebook Page. Holly has developed a draft page, with the goal of having it done before the advertising starts. Encourage liking of the website, particularly from other Facebook pages. Also, events are a little sparse and need to be added to. Post events to the website and let Holly know so she can add them to the Facebook page. Also, interline agreement with Greyhound is active now, and would be good for posting news items, and directing back to the website. When Amtrak interline agreements go current they should also be added.

Access through the site is through an admin account which can be expanded. Partners can be added as editors. The best way would be for partners to post on their existing agency pages and Holly will then repost on the NWConnector page. Holly is managing the page and keeping it current and active.

- Single Itineraries. More in-depth than just pointing out places/events to go to. Will include step by step directions. Link to the lodging and restaurants. Trips to Corvallis for sports events. Mary will take ideas to the Travel Tourism group which includes all the chambers.

Hoping to have ad concepts to NWOTA for **January** 10<sup>th</sup> meeting, through GoToMeeting.

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

Only one proposal was received from the RFP process: Trillium Solutions. Their proposal met the proposal criteria and was within budget. TCTD, as NWOTA's fiscal agent has prepared a contract that has met legal review. Partners approved a motion recommending the Tillamook County Transportation District Board of Directors to execute a not-to-exceed \$145,000 contract to Trillium for the NWConnector Website Trip Enhancement project based on their submitted proposal. (BD/CB) Partners asked to meet with Trillium at the January 10<sup>th</sup> meeting, as an alternative date could not be determined.

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

Partners agreed to continue the discussion at the **January** meeting.

#### 8. Transitioning Discretionary Inter-City to Discretionary Funding

Partners agreed to continue the discussion at the **January** meeting.

#### 9. Other Business/Member Updates

- ✚ SETD—Took a trial motor coach run into Portland. Good trip even for the older bus. Shooting to start the service in the third week of January. Effective January 6<sup>th</sup>, K-12 kids can ride for free. Strong community support for that. Goal is to train kids to ride the bus, may also encourage interest in being bus drivers. Hired 4 or 5 drivers. Started weekend service. Will be starting circular service in Warrenton.
- ✚ Lincoln—Hired a field supervisor, who happened to be one of the current drivers. Ridership is a little down, as gas prices go down. Enhancements should increase ridership. Still trying to get some STIF projects done. Working on finishing up verbiage

on new schedules. Looking at advertising the new Coast to Valley trips on the back of the buses. (Note: ODOT has funding for self-advertising on the buses—Sarah Hackett will check into).

- ✦ Benton—Had ODOT review. Combined ADA/Title VI form, redid the website. Hiring a new assistant. Working on the Amtrak interline which will help with the Coast to Valley route. Have some ideas for trip ideas to add to the Facebook page.
- ✦ Tillamook—Board approved compensation plan. Working on a strategic plan, which continues to support collaborative regional partnerships. Still working on collective bargaining agreement. Will be getting a new labor attorney. Grand Ronde is establishing a strategic plan, working with TCTD on service.

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

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