

nwCONNECTOR

Coordinating Committee **Zoom** Meeting

December 11, 2020
 Tillamook County Transportation District
 3600 3rd St
 Tillamook, OR
 10:00 am—12:00 pm

Join Zoom Meeting:
<https://us02web.zoom.us/j/81077213669>
1 253 215 8782
Meeting ID: 810 7721 3669

Agenda

10:00— 10:05a	1. Introductions. Welcome to guests.	Doug Pilant
10:05— 10:15a	2. Consent Calendar (Action Items) <ul style="list-style-type: none"> + November 13, 2020 Meeting Minutes (Attached) + November 2020 Financial Report (Attached?) + Ridership Tracking + Calculating Average Passenger Miles Update + Updating NWConnector Performance Measures 	Doug Pilant/All
10:15— 11:15a	3. Social Media Marketing Presentation/Workshop <ul style="list-style-type: none"> + How transit agencies can most effectively use social media. All NWOTA staff members that might be included in posting social media content in the future are invited. This will be a training session in order to build a communal understanding of what makes "good" social media marketing for transit. 	Thomas Craig
11:15— 11:30a	4. OpenStreetMap Research and Memo <ul style="list-style-type: none"> + OSM research findings from the NWOTA trip planner project, what it means for the region, and for Oregon. 	Chris Perry
11:30— 11:40a	5. NWOTA Standing Items <ul style="list-style-type: none"> + IGA Distribution + Marketing: <ul style="list-style-type: none"> ▪ Visitor Pass/Map update (Hailey) ▪ NWConnector Information Card (Hailey) ▪ Pictures of Bus Stops Without OXO Logo (Doug) + Website <ul style="list-style-type: none"> ▪ GTFS-Flex Local Partners (Mary) ▪ Add a bicycle page (Mary) 	Doug Pilant/All
11:40— 11:45a	6. STIF—Discretionary Application Update	Arla Miller? Mary (Back-Up)
11:45— 11:50a	7. COVID-19 Transit/NW Connector Updates <ul style="list-style-type: none"> + Sanitizer System Purchase Update 	All
11:50— 12:00p	8. Other Business and Member Updates <ul style="list-style-type: none"> + 2021 Meeting Schedule 	All

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Attachments:

November 13, 2020 Meeting Minutes

November 2020 Finance Report

NWOTA meetings are open to the public and accommodations will be provided to persons with disabilities. If a sign language interpreter is needed, please call Mary McArthur at 503.397-3099 at least 48 hours prior to the meeting.

Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes (via Zoom)
November 12, 2020
Tillamook County Transportation District
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Good to have John Dreeszen back. Meeting attendees included:
 - John Dreeszen—Columbia County Rider
 - Brad Dillingham—Benton Area Transit
 - Jeff Hazen—Sunset Empire Transportation District
 - Doug Pilant—Tillamook County Transportation District
 - Cynda Bruce—Lincoln County Transit
 - Arla Miller, Ken Shonkwiler—ODOT
 - Ayreann Colombo, Mary McArthur—Col-Pac EDD
2. Consent Calendar: Unanimously approved. (JH/B/D)
 - October 16, 2020 Meeting Minutes—Amend to read Benton Area Transit
 - ✚ October 2020 Financial Report—Revenues for the month were partner dues, expenditures were the quarterly administrative invoice and the website trip planner updating project.
 - ✚ Ridership Performance Report—Mary provided an updated report and noted that preliminary work has been started on updating the performance metrics, starting with the Tillamook routes. Some of the routes have changed as have average passenger miles, so the calculation formulas need to be updated/revised. Doug used the data for two of his routes.

In the past, the calculations included the entire system. Data by agency is helpful for estimate greenhouse gas emission savings, using a pro-rata share of the passenger miles. Expect will need more need for infomation in the future to have successful applications.

Cynda—If funders are using this as a criteria or to gauge projects, it is a good idea to stay ahead of the curve, to give as much information as we can. Underscores the advantages of a project. Arla—ODOT now has a climate office and this information would be very helpful. Would like to be able to compare routes within a district as well. Need to have an accurate passenger count. Need to create that metric using people on the buses.

Jeff—Currently, short on staff to do the passenger surveys right now. Doug used a retired driver and sent him out on a random number of trips over six months. Low tech/low cost way to collect information. If get a sample of a minimum 30 passengers, the numbers stay fairly constant as a baseline. Work on over the course of next year.

Carole Richardson did the preliminary updating, and has asked whether there are any plans to use alternate fuel buses. SETD, Lincoln County will not be converting buses to alternative fuel within the next few years. Doug is moving toward using some propane buses.

Carole has sent over an estimate of \$1,700 to update each of the partners calculations as well as to provide totals for the system. Discussion: Good value for the information, particularly if there isn't going to be a lot of significant changes regarding the types of buses being used for a while. Yes. If could also be able to run out calculations by individual route. And partners would like to be able to use the calculator worksheet. By consensus, partners agreed to ask Carole to do the updating. Mary will follow up.

- ✚ NW Connector Ridership—Tillamook’s ridership is still down significantly. SETD’s ridership is down because there were no cruise ships this year. Lincoln’s down about 30%, with the bulk of riders being those who have no other transportation choice. Benton—Still about 60% below pre-Covid. Slow to recover.

- ✚ Calculating Average Passenger Miles Progress—To be worked on. Doug happen to help.

3. NWOTA Standing Items:

- ✚ IGA—Doug will get TCTD’s signed copy to Mary. John will get Columbia County’s signed copy to Mary. Mary will then combine all the signature pages onto one IGA document and send it out to all the partners.

- ✚ Marketing

- NWConnector System Map—Hailey to work on this and the pamphlet this upcoming file. Still need to get a file. Hailey will get Selena updated route information, including the. Gillespie Graphics has a map file that may be useful.
 - *Adding Lincoln County’s blue line to the Newport to Albany route*
 - *Making the route from Manzanita to Cannon Beach solid red*
 - *Adding SETD’s Astoria to Portland route along Hwy 30*
 - *Adding Greyhound bus stations*
 - *Adding Facebook icon*
 - *Replacing the “Plan our trip with Google Maps” with the NWConnector Trip Planner as the transit icon link*
 - *Include NWConnector 800 number*
- Information Card—Include the website link for the NW Connector Bicycle Policy.
- Visitor Pass/Map Update—Map updates are the same as the bus shelter map updates.
- TCTD Bus Wrap—Doug shared some draft ideas for NWConnector bus wraps that include the TCTD Wave logo. Operated by TCTD. There has been some questions regarding local bus systems providing transit service outside their district boundaries. Jeff—Has started putting the NW Connector map on all the buses. Doug has been putting Car-Free theme on some buses. Rebranded Route 5 “The Coastliner” which it used to be called decades ago.
- Pictures of Bus Stops without OXO Logo—Doug will get a copy of photos of NWConnector logo bus stops.
- GTFS-Flex—Discussion regarding having first/last mile providers show up on GTFS-Flex. Multiple routes that go outside of service areas, eg, routes that go into the metro areas, where the local first/last mile would be helpful on the NWConnector Trip Planner. Helps get riders to NWConnector buses. Would be helpful in Benton County because of connections to Corvallis Transit and other providers. Gives customers information they need to plan a complete trip. Important that last mile providers are reliable; is easiest to direct to public providers. Mary to work with Chris, partners to give an inventory of public local providers by route. Brad provided the information he sends out on all of their public transportation options. Doug will start working with Banks and North Plains on adding them as local providers.

- ✚ NWOTA Policies

- Bicycles Policy—Mary provided a updated draft which was unanimously approved. (CB/JH) Updating of the bicycle video won’t happen until Spring, when there is better weather for filming. Mary will work with Chris to have the policy posted on

the website, so the link can be used in the updated marketing materials (map and information card.)

4. STIF—Discretionary Application Update—Arla reported that 71 applications have been received. Going through the eligibility checklist now. Applications will be reviewed internally first. ACTs will receive the applications relevant to their area and must get back to ODOT by January 31st. Been a lot of discussion within ODOT regarding ODOT construction of facilities. Looking for local folks to help on an Advisory Committee. Doug and Lisa Sherf have agreed to provide input. Protect local transit and ODOT, when use Federal and State funds. \$31 million in available funding, most of which State funding.
5. COVID Transit/NWConnector Updates
 - ✚ Sanitizer System. Have grant agreement executed. Have had legal counsel review. Set up for a sole source purchase. Will go to Board of Directors next Thursday. Set November 30th as the date for receiving responses from interested vendors. Will list on ORPIN. TCTD Board is set to approve the purchase of the sanitizing equipment at their December Board meeting.
6. Partner Updates
 - ✚ Brad—Established a brand and are implementing it on all materials. Recently completed Policy Manual/Documents. Working with Gillespie on wrapping vehicles, showing new brand. Very exciting. Brad showed some pictures. Next week will start using SWIFTLY.
 - ✚ Cynda—Looking at potential new bus wraps for Coast to Valley buses. Looking at what TCTD and SETD have done. Starting on STIF process, calendar for all of the meetings. Going through the projects submitted last time. Take another look at the pros and cons of each project. Still working with Red Cross on their evacuees transportation needs.
 - ✚ Jeff—Finance Officer has resigned, will be recruiting, with a couple of potential applicants.
 - ✚ Doug—Working on STIF Plan. Identified 2 alternatives to get service out to the Port, but without assurances that financing will be available long term, have put that service extension on hold. Survey of riders indicated their most important projects are smaller projects. Will be taking the STIF plan to the TCTD Board in December for approval. Conducting a systemwide fare study. Using Nygaard for the analysis, and Swiftly for public outreach, utilizing the app with riders. Lot more opportunities to use the Swiftly Transit app.

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