



**Sunset Empire Transportation District
TRANSPORTATION ADVISORY COMMITTEE MEETING
DRAFT ZOOM MEETING MINUTES
JANUARY 13, 2021**

1. CALL TO ORDER; Chair Patrick Preston called the meeting to order at 2:00 PM
2. INTRODUCTIONS/ ROLL CALL:
Transportation Advisory Committee Present: Chair Patrick Preston, Vice Chair Tita Montero, Larry Miller, Lin Anderson, Diana Nino and Doug Pilant. Nicole Williams, Mel Jasmin and Chris Breitmeyer were excused.
Staff- Jeff Hazen Executive Director and Mary Parker Executive Assistant
3. CHANGES TO AGENDA- None
4. PUBLIC COMMENT- None
5. APPROVAL OF DECEMBER 2020 MEETING MINUTES: Larry Miller said the time of the commencement of the meeting needed to be changed from AM to PM.
Tita Montero moved to accept the December 2020 Board minutes.
Doug Pilant seconded the motion.
Discussion- None
Roll Call Vote:
Motion passed unanimously.

Patrick Preston	Tita Montero	Larry Miller	Mel Jasmin	Chris Breitmeyer	Lin Anderson	Diana Nino	Doug Pilant	Nicole Williams
Yes	Yes	Yes	Absent	Absent	Yes	Yes	Yes	Absent

6. NEW BUSINESS-
 - a. Statewide Transportation Improvement Fund FY's 22-23 Formula Fund Project Prioritization- Executive Director Hazen presented a spread sheet that showed the current STIF project rankings. Executive Director Hazen reviewed the status of the projects that were selected and ranked by the committee for the previous biennium and said that today the committee needed to prioritize projects for the upcoming biennium. Hazen said he would ask that the committee does not cut any projects that have been started and that the committee highly prioritizes the projects that are in yellow. Hazen said the original set up was for funding between 100% and 130% due to there not being a way to tell exactly what the funding from the payroll tax would be. Hazen said we now know we will be receiving \$656,787 for FY 2022 and \$692,122 for FY 2023. Hazen discussed the status and Biennial Cost of the listed projects and said he had added the Ensign Lane Shelter project grant match to the list that will be needed if the grant is approved for the construction of the proposed shelter there. Hazen explained that because of COVID-19 the 7 busses ordered will be delayed so these funds will be moved over to the next biennium. Hazen said the total STIF funding available for the 2022-2023 Biennium is \$1,348,909 and the Biennial Cost is \$1,247,313 which leaves a difference of \$101,597 which the committee will be talking about today. Diana Nino asked why some projects that are listed do not have an amount listed in the Biennial Cost column. Hazen said those are the items we will be discussing to determine if these projects will be moved forward or not. Hazen said there will be a significant carryover of about \$800,000 in funding however with the COVID-19 spacing requirements which may last 3-4 years and driver turnover he is hesitant to use this to start new routes. Hazen said he applied for but did not receive a Cares Act Grant for relocating Operations to a larger area that will have space for bus storage and which is out of the tsunami zone and part of the

carryover could have been used as the match for that grant. However, he will be applying for another FDA 5339 Grant when it becomes available for the same project and the carryover could be used for the 15 - 20% match for this grant as well.

Hazen recommended dropping the Jewell to Seaside, Knappa to Astoria and the Svenson/Knappa Shopper shuttle routes. Hazen asked that the committee discuss and then rank the remaining projects. Diana Nino asked if there was a chance that the Ensign Lane project would take longer than planned and the match amount would go up. Executive Director Hazen said that he did not think this project would go over. Tita Montero asked Hazen if the previous ranking was what he thought the 2022-2023 ranking should be. Hazen said no, he thought that we should start with the projects highlighted in yellow. Hazen said he wanted to share something that was touched on in the last meeting which is the Board has given direction to look at a rebranding effort. Hazen said that there had been a previous rebranding effort several years ago to change the name and logo but the name change did not happen. Hazen said we could investigate a brand refresh and a marketing effort to implement the change. Hazen said the SETD legal name will not be changed, but maybe we could come up with a catchy name that we could get our arms around and make it really something special and be ready to implement it when things open and resurge again. Hazen said he reached out to Studio 6, a marketing company from Colorado he had seen at a conference who do extensive community research and outreach when rebranding. Hazen said their estimate for rebranding was \$77,300. Tita Montero said that taxpayers are hurting from a lot of different things and she does not think they would be favorable about an expenditure regarding changing a name or brand since we have trouble with providing enough service. Tita also said she was concerned about the timing, when you say this could take us into when we resurge, I say we are spending money when everyone is hurting. Lin Anderson said this would be an unnecessary expenditure at this time and might be considered luxury spending with all the other problems we are having. Hazen said this would not be a burden on the taxpayers. Diana Nino responded to Tita saying that as a Board member, rebranding is not something we are actively seeking. Diana said the idea was thrown around, but the Board is not actively seeking a rebrand at this time. Lin Anderson said this is not supposed to effect taxpayers, but they will not see it that way, they will say it is luxury expenditure not a necessity. Tita said taxpayers do not understand the different pots of money and how they are used in different ways. After further discussion Patrick Preston recommended that there be a marketing study added to the STIF project list that evaluated what the best next steps would be for outreach, marketing, and rebranding.

Patrick asked each of the TAC members to give their input on what rank each of the projects should be for the upcoming biennium. Executive Director Hazen updated the spread sheet with the new ranking and costs. Updated STIF priority list:

1. Bus passes for students
2. Additional Frequency
3. Operate weekend Astoria Service.
4. Operate Warrenton Weekday Service
5. Operate Warrenton Weekend Service
6. 2 daily short round trips to Merts/Svensen/Knappa
7. New Shelters/Signage
8. Ensign Lane Shelter Project Match
9. New Buses
10. Implement Seaside Circular
11. Public Engagement Study

Doug Pilant moved to recommend to the Board of Commissioners the ranking that the TAC committee developed for the Statewide Improvement Fund for the upcoming biennium starting on July 1, 2021.

Diana Nino seconded the motion.

Discussion- None

Roll Call Vote:

Motion passed unanimously.

Patrick Preston	Tita Montero	Larry Miller	Mel Jasmin	Chris Breitmeyer	Lin Anderson	Diana Nino	Doug Pilant	Nicole Williams
Yes	Yes	Yes	Absent	Absent	Yes	Yes	Yes	Absent

Other Issues and Comments- None

Meeting was adjourned at 3:30 PM

Mary Parker, Recording Secretary

Copies and meeting recordings available on request. Contact Mary Parker mary@ridethebus.org

Mission Statement

Provide safe, reliable, relevant, and sustainable transportation services to Clatsop County with professionalism, integrity, and courtesy.

DRAFT