

**COLUMBIA COUNTY CITIZEN TRANSIT ADVISORY COMMITTEE AND
STATEWIDE TRANSPORTATION IMPROVEMENT FUND COMMITTEE
MEETING MINUTES**

Meeting Date: October 18, 2022

Time: 6:00 P.M.

Place: Columbia County Transit, St. Helens, OR

Present: Karen MacKenzie, Marty Rowe, Pam Heimuller, Dennis Spitze

Absent: Charlotte Hart, Molly O'Neill-Schroeder, Dena Chesney

Staff: John Dreeszen, Transit Director, Adrienne Peterson, Line 1 Driver

Guests: Alta Lynch

Call to Order (CCRTAC): Transit Director John Dreeszen called the meeting to order at 6:02 P.M.

Approval of September 20, 2022 Meeting Minutes: The Committee approved the September 20, 2022 meeting minutes unanimously.

Public Comments: The Committee paused for public comment, and none was given.

Line 1 Portland Commuter Survey: Chair MacKenzie began by showing the committee members the survey that was handed out to Line 1 riders on every run the week of October 10th, 2022. Chair MacKenzie prepared a survey summary that highlighted how many people get on the bus, at what stop they get on and what is the earliest potential time they would consider taking the bus.

According to the survey, the highest ridership reported is departing the St. Helens Transit Center at 6:30AM. The committee was joined by one of the Line 1 Drivers, Adrienne Peterson, to possibly answer or clarify results of the survey. Chair MacKenzie shared that the earliest option riders chose as a PM departure from Portland was 5:00PM, however Mrs. Peterson added that if there was an earlier option on the survey then she believes riders would have selected that.

Mrs. Peterson believes that ridership will be decreased if a 5:00PM Portland departure is the only option they have, especially if riders are off from work significantly earlier than that. Mrs.

Peterson suggests that instead of departing from Portland at 5:00PM, CC Rider should depart from Portland at 4:00PM or 4:15PM.

Chair MacKenzie continued to discuss the results of the survey and cleared up some confusion that committee members had regarding the data. Chair MacKenzie shared that through the collection of the surveys she got the impression that many riders were understanding about the decrease in service as it is evident that ridership has dipped significantly. All riders were interested in taking the survey and Chair MacKenzie assisted a few in completing the survey.

The committee discussed whether the data provided by this survey was sufficient to decide on new run times for Line 1. Committee Member Spitze proposed a follow-up survey that includes the most popular selected times by riders. A draft will be created and distributed to riders to get more concrete results; drivers will assist in the collection of surveys.

To benefit the interest of the committee's time, Mr. Dreeszen suggested voting on a limit to the length of meetings. The committee voted to cap 6:00PM meetings to 1 hour and to not exceed 90 minutes for 4:30PM meetings.

Marketing CC Rider: In collaboration with Mr. Dreeszen, Committee Member Rowe shared that they have created a flyer for CC Rider that states, "Save your gas, use our pass!" As of this meeting, there are twenty businesses that have agreed to display the CC Rider flyer at the front of their business. Committee Member Rowe went on to share that Mr. Dreeszen has signed on for a 3-year radio program on KOHI that focuses on the ins and out of CC Rider. In addition to this program, Committee Member Rowe will continue advertising CC Rider on various sponsorship broadcasts.

Committee Members discussed various other business and event opportunities to promote CC Rider. Chair MacKenzie suggested Columbia County Courthouse, Safeway, Rite Aid, and possibly Walmart. Mr. Dreeszen suggested reaching out to churches for additional advertising. Committee Member Heimuller is interested in CC Rider being a larger presence at community events by having a booth/table and Committee Member Rowe volunteered KOHI's table for use when needed.

STIF Plan Project: Mr. Dreeszen steered the conversation to Transit formula funds and the Committee's duty to establish a ranking recommendation for ODOT STF & ODOT STIF funds. Mr. Dreeszen has proposed a few viable options for use of funds that committee members may consider, such as adding another Run to Line 1, creating a local van pool, or purchasing new vehicles.

Mr. Dreeszen hopes that by suggesting a few options Committee Members will think of other possible options to add to the ranking recommendations. To prepare for the next meeting, Mr. Dreeszen will compile information regarding how much a single run to Portland costs, how much to van pools cost, and/or other options Committee Members may suggest.

Committee Round Table: Chair MacKenzie specified that she will look over the initial survey results closely and then send out a follow-up email to committee members regarding the final survey for riders. Chari MacKenzie is insistent that the next survey should be distributed and collected quickly as to give riders as much notice as possible of the new Line 1 schedule.

Adjourn: The meeting adjourned at 7:54 P.M.