



Sunset Empire Transportation District

BOARD OF COMMISSIONERS

MEETING AGENDA

THURSDAY DECEMBER 11, 2014

9:00 AM

Astoria Transit Center, 900 Marine Drive Astoria, OR

AGENDA:

1. CALL TO ORDER; PLEDGE OF ALLEGIANCE TO THE FLAG
2. ROLL CALL
3. CHANGES TO AGENDA
4. PUBLIC COMMENT (3 minute limit)
5. APPROVAL OF OCTOBER 23, 2014 BOARD MEETING MINUTES
6. REPORTS FROM CHAIR AND COMMISSIONERS
7. FINANCIAL REPORT FOR OCTOBER 2014
8. OLD BUSINESS
 - a. Board Vacancy Application
9. CORRESPONDENCE-
 - a. Helping Hands-Thank you
10. NEW BUSINESS
 - a. Bus Fare Changes
 - b. Winter Driver Training
 - c. Board Policy Committee draft policies for approval
 - i. Investment Policy
 - ii. Pre Loss Legal Consultation
 - iii. Legal Counsel Contract Review
 - iv. Executive Director Contract Signing Authority
 - v. Executive Director Vacancy Interim Plan
 - d. Executive Director Goals
11. EXECUTIVE DIRECTOR REPORT
12. LEADERSHIP TEAM REPORTS
13. OTHER ITEMS

Sunset Empire Transportation District Board of Commissioners meetings are open to the public and accommodations will be provided to persons with disabilities. Alternative formats available on request. For assistance please contact Mary Parker at 503-861-5370.



**BOARD OF COMMISSIONERS
MEETING MINUTES
October 23, 2014**

1. CALL TO ORDER- Vice Chair Lewicki called the meeting to order at 9:00 AM.
2. ROLL CALL:
Present: Commissioner Rae Goforth, Commissioner Kevin Widener, Commissioner Paul Lewicki, Commissioner Neal Smith and Chair Kathy Kleczek attended via video conference.
Commissioner Carol Gearin- Excused
Staff Present: Executive Director, Jeff Hazen, Financial Officer Diane Moody, Executive Assistant Mary Parker, HR Officer Lori Karl, RideCare Manager Jason Jones, IS John Layton, Operations Assistant Tami Carlson and RideCare Assistant Julia Takko
3. CHANGES TO AGENDA- Adjustment to schedule may be made when Marcia Fenske arrives.
4. PUBLIC COMMENT- None
5. APPROVAL OF THE SEPTEMBER 8TH SPECIAL BOARD MEETING AND SEPTEMBER 25TH BOARD MEETING MINUTES-

Chair Kleczek moved to approve the September 8th Special Board Meeting minutes
Commissioner Widener seconded the motion
Motion passed by unanimous Aye vote of Commissioners present

Chair Kleczek moved to approve the September 25th Board Meeting minutes
Commissioner Smith seconded the motion
Motion passed by unanimous Aye vote of Commissioners present
6. REPORTS FROM CHAIR AND COMMISSIONERS:

Chair Kleczek- Reported she appreciated Executive Director Hazen's weekly reports and she hoped that he would continue sending them to the Board. Chair Kleczek said she was sorry that she had missed the OTA conference but she had attended several meetings and has continued to advocate SETD's need for a commissioner. Chair Kleczek also sent a letter in Spanish to the Hispanic Council who had replied saying they would get the applications into the hands of anyone interested.

Commissioner Goforth- Reported she had attended the OTA Conference which was very informative however the food was not so good.

Commissioner Smith- Reported that he had attended the OTA Conference and enjoyed the sessions very much.

Commissioner Widener- Reported that he had also attended the OTA conference.

Commissioner Lewicki- No Report
7. FINANCIAL REPORTS:
Finance Officer Diane Moody asked if there were any questions on the Financials or the Exception Reports. Chair Kleczek asked about the profit and loss on the budget performance and why the contracted services, taxes, timber revenue and the mass transit assessments are off. Diane said that the reason mass transit and timber revenues are off is because these taxes don't come in until November. Diane also said she had received deferred revenue that she was not expecting and said that the timber revenue should have been here by now but we should receive it in October. Chair Kleczek asked about the bank fees being over what we budgeted for. Diane said she had made adjustments for this quarter but we should see a drop at the end of the first quarter. Chair Kleczek asked if we had received the bill from our legal counsel. Diane said no.

Chair Kleczek asked about the status of shelter cleaning and repair. Executive Director Hazen said that he had given his approval to hire a part time lot attendant who will be responsible for washing buses and shelter maintenance on an ongoing basis. Executive Director Hazen also said that he was waiting on a bid to power wash the shelters first due to their current condition but then there will be an ongoing shelter maintenance program each month. Chair Kleczek asked if this would include cleaning up trash around the shelters. Executive Director Hazen said that is something we will have to figure out but he is looking at trash can options for the shelters. Diane said the tax revenue projections for this year are \$866,000 which is higher than last year at \$849,000.

Commissioner Goforth moved to approve the September Financials as presented

Commissioner Widener seconded the motion

Motion passed by unanimous aye vote of all commissioners present

8. OLD BUSINESS

- a. Board Vacancy Update- Mary reported that only one application has been received and it was from Mitch Mitchum and was included in the Board packs. Executive Director Hazen asked if the Board could come back to this a little later in the meeting to allow the mail to be checked that had come while staff was at the OTA conference.
- b. RideCare Coordinated Care Contract-Executive Director Hazen said he had included the latest version of the preliminary contract so the Board would be aware of what they were looking at. Jason said he has been working with a sub-group from the main negotiating group to ensure compliance and stay up to date with the Coordinated Care Organization (CCO) requirements. Executive Director Hazen said he has informed the CCO group that the Board will only have the December meeting to approve this contract before the first of the year. Commissioner Lewicki said he was sure the Board would be willing to explore the possibility of having a special meeting by telephone or electronically if needed and asked if Jeaneyse will see this. Jason said that Jeaneyse has the preliminary contract for review.
- c. Oregon Transportation Association Conference Report: Executive Director Hazen reported that the timing could have been better for him to be able to attend this conference right after he had started. Executive Director Hazen said he enjoyed attending the Generational Marketing session by Chuck Underwood which described the differences of each generation and marketing to them and said he will be working with Mary and Lis to develop the marketing and outreach to target these different groups He also said the 8-80 Cities presentation about transit and public spaces by Gil Penelosa was fascinating; the Land Use session that talked about the importance of transit being involved with the cities and counties was very informative; he heard about new transit software being developed at Oregon State ; attended the Rural Transit Roundtable and heard from other transit agencies throughout the State; attended the Procurement session and was informed about all of the State's procedures and rules. Executive Director Hazen said that Senator Betsy Johnson was a featured speaker to the group and did not color anything pretty.

9. CORROSPONDENCE- None

10. NEW BUSINESS

- a. Department of Human Services Contract – Executive Director Hazen reported that this agreement process has been going on for over a year. Jeaneyse has reviewed and approved it and he and Jason met with Department of Human Services (DHS) last week and approved it. Jason explained that this is a child welfare contract to provide non medical transportation needs and is a \$25,000 budgeted item. Jason said that they have 3 volunteer drivers that have come on board to do these

trips. Executive Director Hazen said that the local Child Welfare office is very excited to finally get this going as there is a lot of need out there. Jason said that this may be a model program and if successful there may be more programs like this throughout Oregon. Commissioner Kleczek said that Jeaneyse originally had some concerns about insurance and asked if she had seen this contract. Executive Director Hazen said they had a conversation with Jeaneyse and she was satisfied with the contract. Chair Kleczek asked if the Board was just giving their approval and does it involve a significant amount of money. Executive Director Hazen said that there is \$25,000 left until August and if they run out of money before that they may end the program or if it is doing well they may assign more money and continue it. Chair Kleczek asked if the contract includes protection for us if the program ends and we still need to be reimbursed. Executive Director Hazen said we are on a 30 day reimbursement cycle so he did not see a problem. Jason said that Jeaneyse had also confirmed that DHS would not terminate the contract unless we were paid in full. Commissioner Goforth asked if the Board had to make a motion to approve and who would sign this contract. Executive Director Hazen said he had signed the contract. Commissioner Lewicki said that he did not believe that the Board had to approve this agreement and supported Jeff for being proactive in signing since it was time sensitive. Commissioner Lewicki discussed the need for a policy that codifies what the Executive Director can sign on his own and what needs Board approval prior to signing.

Chair Kleczek asked if the agreement was backdated or would start with signature date. Jason said the Board had received an older document in the Board packs but the one that was signed was a clean new copy and was not backdated and it has gone to the State for signatures and final approval.

b. Marcia Fenske Appreciation:

Chair Lewicki thanked Marcia for her 11 years of service as a Commissioner to the District and recognized her efforts to balance work and attend meetings. Marcia was presented with a crystal plaque commemorating her service to the District. Marcia said she really enjoyed working with the Board and the staff and really enjoyed her tenure and will continue to be of service and is glad to see a new Executive Director in place and that the District is on solid ground and moving forward again. Executive Director Hazen thanked Marcia on behalf of the staff and said he was sorry that he would not have the opportunity to work with her.

c. Oregon Health Authority Proposed Addition of Medicaid Clients:

Executive Director Hazen said that he had only been at work 3 days when Jason let him know that the Oregon Health Authority had asked RideCare to take on possibly 9000 more trips for Trimet, due to their Coordinated Care Organization (CCO) not renewing their contract. Executive Director Hazen said he could not put a yes on it that quickly as there were so many unanswered questions, so his initial answer was no, however since then conversations have continued was there are a lot of positives to this as well as concerns. Executive Director Hazen said that Jason's preliminary evaluation shows that we would probably need to hire 6 people and enlarge the space at the Ridecare facility utilizing space in the trolley barn or rent a facility and he is looking at the Oregon Health Authority to help with those initial costs. Jason explained that Trimet had the first Brokerage in Oregon which started over 22 year ago, but now the two CCO's in that area have opted not to go into contract with Trimet. Jason also clarified that every brokerage that signs with a CCO has residual fee for service clients that do not fall under the CCO services and the CCO that Trimet finally has signed with has opted not to include the 4000 residual fee for service clients in their contract. The Oregon Health Authority needs to find a Brokerage that can provide service to these clients and RideCare has requested to be part of that Request For Proposal (RFP) process. Executive Director Hazen said he would like to gauge the Boards interest in this and if he and Jason should continue to investigate providing this service or should they just wait for the RFP to

come out. Chair Kleczek said she appreciated this being brought to the Board but expressed concerns about the amount of investment in infrastructure, employees and initial layout that might not be covered by the RFP and that Trimet might want to take it back and cause us to lose it right after putting it in place. Chair Kleczek also said that she wanted to make sure that we are entering into contracts as a governmental entity. Chair Lewicki had concerns on the investment and thought the State should have to front the money for infrastructure improvements and come to an agreement on office space and equipment and that we should not be held liable for these improvements by the State at any point and he thought the reimbursements received should cover payroll. Commissioner Smith asked what the terms of the contract would be. Jason said it would be indefinite. The Board recommended waiting until the RFP comes out to see what they are offering.

- d. Board Policy Committee- The next Board Policy Committee meeting will be at 9:00 AM on November 20, 2014 at the Transit Center. Executive Director Hazen, Chair Kleczek, Commissioner Gearin, Commissioner Lewicki and Mary Parker are on the committee. Executive Director Hazen said one of the policies that need to be completed is defining Board authority in the absence of an Executive Director. Mary said that another policy would be signing authority of the Executive Director. Chair Kleczek also said that there were a couple of policies that were needed for the Special District's Best Practices process that also need to be added.
 - e. Executive Director Goals- Chair Kleczek said the a draft list compiled from what she had received from the Board and the Management Team had sent her and asked that the Board keep in mind that the Executive Director will be evaluated by these goals. Commissioner Lewicki said that there has been previous agreement by the Board to use SMART goals which are Specific, Measurable, Attainable, Reasonable and Timely and he said these goals do not follow that model. There was discussion on the need to be able to utilize the goals list for the Executive Director's evaluation. The Board agreed to Commissioner Lewicki's offer that he and Executive Director Hazen would work on preparing the goals in a useful format before the next Board meeting.
11. EXECUTIVE DIRECTOR REPORT- Executive Director Hazen said he will continue to send out his weekly reports and encouraged the Board to give him a call if they have any questions. Commissioner Goforth said she really enjoyed the weekly reports. Executive Director Hazen asked the Board to mark their calendars for Transit Day at the capital next April 8, 2015 and he will be sending a letter to Senator Johnson and Representative Boone in appreciation of their support of transportation and the District.
12. LEADERSHIP REPORTS- Chair Kleczek asked about the changes in ticketing for the Northwest Point. Lis said that we are an agent for Greyhound and the Northwest Point and this change will just effect how tickets are sold. Chair Kleczek asked Jason what the M2 software is. Jason said the software is a scheduling program that will also assist with evaluating where the ride should be dispatched. Commissioner Goforth asked Tami how Dial A Ride is working. Tami reported that it is still by word of mouth but Mary is working on marketing. Commissioner Kleczek suggested that to improve views on Facebook there needs to be more interaction on the page as in shares and likes and she also said that following the business page is a different formula than a personal page and we can increase visibility by making Facebook posts contain something that more people want to click on.
13. OTHER ITEMS- Board Vacancy: Commissioner Goforth asked what the Board wanted to do about the Board vacancy. Mary reported that there were no new applications in the mail and she had mailed out applications to two people that Commissioner Gearin had recommended a couple of weeks ago. Commissioner Goforth asked if the Board wanted to wait until the election in May. Commissioner Lewicki said that we have an even number of commissioners and the value of doing this now is that we can choose.

Commissioner Goforth asked if everybody knew Mitch and that he had worked for the City of Astoria for a long time. Commissioner Kleczek said she has interacted with Mitch but she does not know him. She said that his application looks fine but he has not shown any interest in transit which would be her one concern, but other than that the application looked fine. Commissioner Widener expressed concern about Mr. Mitchum being the vice president of the cruise hosts and there might be a conflict there with the Route 11. Commissioner Widener said we have no formal arrangement for Route 11 and have been told to stop doing it. Commissioner Lewicki stated that we are operating the Route 11 within the law. There was discussion with a consensus to continue to receive Board applications until December 1st.

Commissioner Widener moved to extend acceptance of the Board vacancy applications to December 9th

Commissioner Widener amended his motion to extend acceptance of the Board vacancy applications to December 1st

Commissioner Smith seconded the motion

Motion passed by unanimous Aye vote of all Commissioners present

Meeting was adjourned at 10:10 AM

Mary Parker, Recording Secretary

Commissioner Carol Gearin, Secretary/Treasurer

Date_____

Mission Statement

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

Sunset Empire Transportation District

OCTOBER FINANCIAL EXCEPTIONS & INFORMATION REPORT

For the December 2014 Board of Commissioner's Meeting

NOTE on Reviewing Financials: 4 Months =33% of Fiscal Year Budget*

General Fund Profit and Loss

The District's General Fund Total Income is 16% to annual budget, with Fares (42%), Contracted Services (53%), Mass Transit (45%) and Interest (40%) ahead of budget. Total Expense is under by 4% and Other Expense remains very low at 4% to annual budget, resulting in a net income of 63% to budget.

Revenue

- 4450 Rental Income: All rental income is derived from parking spaces.

Expense

- 8055 Audit: This is in-line with the work performed to-date by the auditors. (Same explanations as last month.)
- 8010 Bank Charges: This month's cost is below budget, which should continue for the remainder of the year.
- 8167 Legal Counsel: The unplanned legal review of employment related contracts caused the high expenses this month.
- 8175 Newspaper Ads: The number of open job positions/announcements over the last four months is much more than planned.
- 8185 Postage/Shipping: This month's purchases are below budget and should reflect a similar pattern over the next few months.
- 8195 Subgrant Pass-Through: A quarterly payment was made to Astoria Senior Center in accordance with the 5310 grant award. (Same explanations as last month.)
- 8560 Dues/Subscriptions/Fees: SDAO's annual membership, paid this month, is the first time the association has separated the dues from insurance premiums.

RideCare Fund Profit and Loss

RideCare Total Income is over budget at 48%. Total Expense is just over budget at 35%, and the Other Expense is just under budget, resulting in a net income 107% to budget.

Expense

- 7750 Provider Services: The year-to-date rides expense should remain in line with the reimbursement revenue for the remainder of the year.
- 8055 Audit: Same as explained under the General Fund--this is in line with the work performed to-date by the auditors. (Same explanations as last month.)
- 8167 Legal Counsel: Same situation as stated under the General Fund.
- 8400 Bus Passes: Bus pass purchases are much stronger than management projected. (Same explanations as last month.)
- 8560 Dues/Subscriptions: Same situation as stated under the General Fund.

***Disclaimer:** The percentage of the year's budget cited above is just to be used as a basic benchmark for the fiscal year. Individual budget line items will vary based on expenditure time cycles. Items such as Fuel, Wages, & Bldg Grounds and Maintenance are more consistent on a monthly basis and can be used to gage against the percentage. However, other items such as Insurance and Legal Counsel have irregular payment cycles and therefore are not as good to judge against the percentage.

Sunset Empire Transportation District

OCTOBER FINANCIAL EXCEPTIONS & INFORMATION REPORT

For the December 2014 Board of Commissioner's Meeting

- 9700 Capital Expense: This is for the phone line trunk required to support the increase in call volume. The trunk was the only planned capital purchase. (Same explanations as last month.)

Information and Follow Up to Previous Board Meeting Questions: There are no follow up items from the last meeting.

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**SUNSET EMPIRE TRANSPORTATION
 GENERAL FUND
 Profit & Loss Budget Performance
 October 2014**

YTD Actual to Budget Target: 33%

	<u>Month Actual</u>	<u>Month Budget</u>	<u>YTD Actual</u>	<u>Annual Budget</u>	<u>YTD Actual to Annual Budget</u>	
					\$ (Under)	
					\$ Over	%
Ordinary Income/Expense						
Income						
4000 · FARES	25,264.15	18,749.00	95,171.80	225,000.00	(\$129,828.20)	42%
4100 · CONTRACTED SERVICES - IGA	11,972.00	12,000.00	29,316.29	55,000.00	(\$25,683.71)	53%
4200 · TAXES	105,068.68	100,000.00	116,665.55	850,000.00	(\$733,334.45)	14%
4250 · TIMBER REVENUES	0.00	0.00	0.00	160,000.00	(\$160,000.00)	0%
4300 · MASS TRANSIT ASSESSMENT	22,489.08	0.00	22,489.08	50,000.00	(\$27,510.92)	45%
4305 · INTEREST	274.21	250.00	1,197.84	3,000.00	(\$1,802.16)	40%
4310 · MISC INCOME	0.00	0.00	112.68	0.00	\$112.68	
4450 · RENTAL INCOME	807.50	825.00	3,040.00	11,000.00	(\$7,960.00)	28%
5001 · GRANTS	27,622.00	22,918.00	116,636.00	1,054,456.00	(\$937,820.00)	11%
Total Income	193,497.62	154,742.00	384,629.24	2,408,456.00	(\$2,023,826.76)	16%
Gross Profit	193,497.62	154,742.00	384,629.24	2,408,456.00	(\$2,023,826.76)	16% *
Expense						
6000 · PAYROLL WAGES	103,704.91	80,776.00	343,355.47	969,314.00	(\$625,958.53)	35%
6200 · PAYROLL TAXES & W/C - EMPLOYER	16,701.63	14,918.00	47,867.95	179,016.00	(\$131,148.05)	27%
6300 · BENEFITS	20,593.32	22,666.00	78,440.93	271,992.00	(\$193,551.07)	29%
6560 · PAYROLL EXP (OUTSOURCED FEES)	107.39	0.00	342.80	0.00	\$342.80	
6605 · REIMBURSED EXPENSES - p/r acct	0.00	0.00	285.00	0.00	\$285.00	
8010 · BANK CHGS/FEES	111.20	256.00	1,335.68	3,076.00	(\$1,740.32)	43% *
8055 · AUDIT	7,888.80	2,500.00	17,749.80	18,240.00	(\$490.20)	97% *
8155 · LEGAL ADS	0.00	126.00	0.00	1,520.00	(\$1,520.00)	0%
8160 · PROFESSIONAL SERVICES	0.00	0.00	1,140.00	22,800.00	(\$21,660.00)	5%
8167 · LEGAL COUNSEL	2,441.88	633.00	3,827.88	7,600.00	(\$3,772.12)	50% *
8170 · EDUCATION/OUTREACH	493.84	2,277.00	857.35	27,330.00	(\$26,472.65)	3%
8175 · NEWSPAPER ADS	706.55	228.00	1,272.21	912.00	\$360.21	139% *

**SUNSET EMPIRE TRANSPORTATION
 GENERAL FUND
 Profit & Loss Budget Performance
 October 2014**

	Month Actual	Month Budget	YTD Actual	Annual Budget	YTD Actual to Annual Budget	
8180 · OFFICE SUPPLIES	827.56	1,133.00	3,625.35	13,600.00	(\$9,974.65)	27%
8182 · OFFICE FURNITURE/EQUIPMENT	0.00	375.00	0.00	4,500.00	(\$4,500.00)	0%
8185 · POSTAGE-SHIPPING	58.38	76.00	413.27	910.00	(\$496.73)	45% *
8190 · PRINTING	160.50	833.00	2,866.50	10,000.00	(\$7,133.50)	29%
8195 · SUBGRANT PASS-THROUGH	0.00	0.00	1,538.33	2,200.00	(\$661.67)	70% *
8205 · TAXES/LICENSE	0.00	50.00	0.00	600.00	(\$600.00)	0%
8250 · TELECOMMUNICATIONS	1,176.39	833.00	3,370.16	10,000.00	(\$6,629.84)	34%
8260 · RADIO SYSTEM-BUSES	0.00	0.00	0.00	5,000.00	(\$5,000.00)	0%
8300 · BLDG GROUNDS & MAINT	966.01	2,727.00	4,034.89	32,727.00	(\$28,692.11)	12%
8350 · INSURANCE	10,769.64	12,864.00	10,769.64	51,456.00	(\$40,686.36)	21%
8360 · FUEL	15,866.03	21,846.00	47,380.01	262,160.00	(\$214,779.99)	18%
8460 · UTILITIES	1,851.26	1,583.00	5,696.26	19,000.00	(\$13,303.74)	30%
8465 · JANITORIAL SERV & SUPPLIES	119.57	633.00	684.63	7,600.00	(\$6,915.37)	9%
8480 · UNIFORMS	114.54	633.00	2,090.99	7,600.00	(\$5,509.01)	28%
8500 · DONATIONS/GIFTS/CONTRIB	545.00	0.00	1,552.00	0.00	\$1,552.00	
8501 · DONATIONS CLEARING	-545.00	0.00	-1,552.00	0.00	(\$1,552.00)	
8550 · D/A SCREENING & BACKGROUND CKS	59.50	208.00	130.00	2,500.00	(\$2,370.00)	5%
8560 · DUES/SUBSCRIPTIONS/FEES	5,585.33	1,143.00	10,807.88	13,720.00	(\$2,912.12)	79% *
8570 · ELECTION FEES	0.00	0.00	0.00	4,940.00	(\$4,940.00)	0%
8575 · EMPLOYEE RECOGNITION	89.55	202.00	255.19	3,230.00	(\$2,974.81)	8%
8605 · VEHICLE MAINT & REPAIR	14,335.07	11,173.00	28,727.69	134,080.00	(\$105,352.31)	21%
8650 · COMPUTER INFO TECH SERVICES	8,802.50	4,160.00	12,328.12	49,913.00	(\$37,584.88)	25%
8660 · SHELTER CLEANING/REPAIR	0.00	250.00	0.00	3,000.00	(\$3,000.00)	0%
8705 · SMALL TOOLS/MINOR EQUIPMENT	14.99	183.00	96.86	2,200.00	(\$2,103.14)	4%
8750 · CONFERENCES/TRAINING/TRAVEL	116.60	2,084.00	2,656.41	25,000.00	(\$22,343.59)	11%
8780 · MEETING EXPENSE	166.61	114.00	299.82	1,376.00	(\$1,076.18)	22%
Total Expense	213,829.55	187,483.00	634,247.07	2,169,112.00	(\$1,534,864.93)	29%
Net Ordinary Income	-20,331.93	-32,741.00	-249,617.83	239,344.00	(\$488,961.83)	-104% *

**SUNSET EMPIRE TRANSPORTATION
 GENERAL FUND
 Profit & Loss Budget Performance
 October 2014**

	Month Actual	Month Budget	YTD Actual	Annual Budget	YTD Actual to Annual Budget	
Other Income/Expense						
Other Expense						
9600 · DEBT SERVICE & INTEREST-FEES	6,573.50	6,600.00	26,294.00	197,140.00	(\$170,846.00)	13%
9700 · CAPITAL EXPENSE	0.00	0.00	0.00	216,880.00	(\$216,880.00)	0%
9800 · CONTINGENCY	0.00	0.00	0.00	216,456.00	(\$216,456.00)	0%
9850 · TRANSFERS OUT	0.00	0.00	0.00	50,000.00	(\$50,000.00)	0%
Total Other Expense	<u>6,573.50</u>	<u>6,600.00</u>	<u>26,294.00</u>	<u>680,476.00</u>	<u>(\$654,182.00)</u>	<u>4%</u>
Net Other Income	<u>-6,573.50</u>	<u>-6,600.00</u>	<u>-26,294.00</u>	<u>-680,476.00</u>	<u>\$654,182.00</u>	<u>4%</u>
Net Income	<u><u>-26,905.43</u></u>	<u><u>-39,341.00</u></u>	<u><u>-275,911.83</u></u>	<u><u>-441,132.00</u></u>	<u><u>\$165,220.17</u></u>	<u><u>63%*</u></u>

**SUNSET EMPIRE TRANSPORTATION
RIDE CARE FUND
Profit & Loss Budget Performance
October 2014**

YTD Actual to Budget Target: 33%

	<u>Month Actual</u>	<u>Month Budget</u>	<u>YTD Actual</u>	<u>Annual Budget</u>	<u>YTD Actual to Annual Budget</u>	
					\$ (Under)	
					\$ Over	%
Ordinary Income/Expense						
Income						
4400 · PROVIDER SERV REIMBURSEMENTS	479,661.00	166,666.00	958,113.00	2,000,000.00		
Total Income	<u>479,661.00</u>	<u>166,666.00</u>	<u>958,113.00</u>	<u>2,000,000.00</u>	<u>(\$1,041,887.00)</u>	
Gross Profit	479,661.00	166,666.00	958,113.00	2,000,000.00	(\$1,041,887.00)	48% *
Expense						
6000 · PAYROLL WAGES	29,322.58	24,168.00	89,947.18	290,026.00	(\$200,078.82)	31%
6200 · PAYROLL TAXES & W/C - EMPLOYER	4,947.51	3,426.00	13,121.03	41,117.00	(\$27,995.97)	32%
6300 · BENEFITS	7,826.41	8,994.00	23,398.18	107,926.00	(\$84,527.82)	22%
6560 · PAYROLL EXP (OUTSOURCED FEES)	19.01	0.00	57.90	0.00	\$57.90	
7750 · RC PROVIDER SERVICES	156,096.46	115,937.00	587,683.15	1,391,250.00	(\$803,566.85)	42% *
7760 · DMAP ANNUAL ADJUSTMENT PAYMENTS	0.00	0.00	0.00	160,000.00	(\$160,000.00)	0%
8010 · BANK CHGS/FEES	0.00	18.00	0.00	224.00	(\$224.00)	0%
8055 · AUDIT	2,491.20	1,800.00	5,605.20	5,760.00	(\$154.80)	97% *
8155 · LEGAL ADS	0.00	40.00	0.00	480.00	(\$480.00)	0%
8160 · PROFESSIONAL SERVICES	186.00	416.00	969.00	5,000.00	(\$4,031.00)	19%
8167 · LEGAL COUNSEL	1,380.12	1,000.00	1,695.12	2,400.00	(\$704.88)	71% *
8175 · NEWSPAPER ADS	0.00	0.00	0.00	400.00	(\$400.00)	0%
8180 · OFFICE SUPPLIES	152.18	533.00	774.43	6,400.00	(\$5,625.57)	12%
8182 · OFFICE FURNITURE/EQUIPMENT	0.00	216.00	93.49	2,592.00	(\$2,498.51)	4%
8185 · POSTAGE-SHIPING	0.00	41.00	51.00	500.00	(\$449.00)	10%
8190 · PRINTING	0.00	163.00	0.00	1,960.00	(\$1,960.00)	0%
8205 · TAXES/LICENSE	0.00	0.00	0.00	100.00	(\$100.00)	0%
8250 · TELECOMMUNICATIONS	769.84	860.00	2,222.67	10,325.00	(\$8,102.33)	22%
8300 · BLDG GROUNDS & MAINT	579.20	1,215.00	1,919.91	14,585.00	(\$12,665.09)	13%

**SUNSET EMPIRE TRANSPORTATION
 RIDE CARE FUND
 Profit & Loss Budget Performance
 October 2014**

	<u>Month Actual</u>	<u>Month Budget</u>	<u>YTD Actual</u>	<u>Annual Budget</u>	<u>YTD Actual to Annual Budget</u>	
					\$ (Under)	
					\$ Over	%
YTD Actual to Budget Target: 33%						
8350 · INSURANCE	1,314.36	1,338.00	1,314.36	5,354.00	(\$4,039.64)	25%
8400 · BUS PASSES	1,445.00	500.00	3,635.00	6,000.00	(\$2,365.00)	61% *
8460 · UTILITIES	405.90	500.00	1,449.26	6,000.00	(\$4,550.74)	24%
8465 · JANITORIAL SERV & SUPPLIES	30.24	200.00	120.96	2,400.00	(\$2,279.04)	5%
8480 · UNIFORMS	0.00	216.00	0.00	2,600.00	(\$2,600.00)	0%
8550 · D/A SCREENING & BACKGROUND CKS	72.50	125.00	379.00	1,500.00	(\$1,121.00)	25%
8560 · DUES/SUBSCRIPTIONS/FEES	800.21	110.00	1,070.63	1,330.00	(\$259.37)	80% *
8570 · ELECTION FEES	0.00	130.00	0.00	1,560.00	(\$1,560.00)	0%
8575 · EMPLOYEE RECOGNITION	0.00	85.00	42.83	1,020.00	(\$977.17)	4%
8650 · COMPUTER INFO TECH SERVICES	2,021.64	1,569.00	5,939.22	18,834.00	(\$12,894.78)	32%
8725 · MISCELLANEOUS	0.00	0.00	0.00	298.00	(\$298.00)	0%
8750 · CONFERENCES/TRAINING/TRAVEL	0.00	541.00	853.75	6,500.00	(\$5,646.25)	13%
8780 · MEETING EXPENSE	0.00	65.00	196.52	785.00	(\$588.48)	25%
Total Expense	<u>209,860.36</u>	<u>164,206.00</u>	<u>742,539.79</u>	<u>2,095,226.00</u>	<u>(\$1,352,686.21)</u>	<u>35%</u>
Net Ordinary Income	269,800.64	2,460.00	215,573.21	-95,226.00	\$310,799.21	226%
Other Expense						
9600 · DEBT SERVICE & INTEREST-FEES	127,751.25	127,047.25	164,094.50	354,337.00	(\$190,242.50)	46%
9700 · CAPITAL EXPENSE	0.00	0.00	5,533.00	5,643.00	(\$110.00)	98%
9800 · CONTINGENCY	0.00	0.00	0.00	180,589.00	(\$180,589.00)	0%
Total Other Expense	<u>127,751.25</u>	<u>127,047.25</u>	<u>169,627.50</u>	<u>540,569.00</u>	<u>(\$370,941.50)</u>	<u>31%</u>
Net Other Income	<u>-127,751.25</u>	<u>-127,047.25</u>	<u>-169,627.50</u>	<u>-540,569.00</u>	<u>\$370,941.50</u>	<u>31%</u>
Net Income	<u><u>142,049.39</u></u>	<u><u>-124,587.25</u></u>	<u><u>45,945.71</u></u>	<u><u>-635,795.00</u></u>	<u><u>\$681,740.71</u></u>	<u><u>107%</u></u>

SUNSET EMPIRE TRANSPORTATION
Balance Sheet
 As of October 31, 2014

	<u>Oct 31, 14</u>		<u>Oct 31, 14</u>
ASSETS		LIABILITIES & EQUITY	
Current Assets		Liabilities	
Checking/Savings		Current Liabilities	
1000 - SETD		Accounts Payable	
1005 - BUS FUND - CCB 02240	2,200.08	2010 - Accounts Payable	
1010 - ON-LINE PURCHASE CCB (7498)	1,780.54	2010A - SETD - A/P	4,943.34
1020 - CASH - FISCAL AGENT (HRA)- SETD	1,520.08	2010B - NWRC - A/P	1,110.00
1025 - LGIP 4992 (Operations)	669,437.72	Total 2010 - Accounts Payable	<u>6,053.34</u>
1030 - PAYROLL - CCB (3950)	10,277.47	Total Accounts Payable	6,053.34
1035 - CCB LOAN RES ACCT-CCB (2455)	75,179.27	Other Current Liabilities	
1040 - GENERAL FUND - CCB (3943)	195,783.54	2100 - PAYROLL LIABILITIES	15,518.59
1045 - EMPLOYEES FUND - CCB (3935)	2,276.44	2260 - DEFERRED REVENUE	38,925.73
Total 1000 - SETD	<u>958,455.14</u>	Total Other Current Liabilities	<u>54,444.32</u>
1050 - NORTHWEST RIDE CENTER	<u>371,221.50</u>	Total Current Liabilities	60,497.66
Total Checking/Savings	1,329,676.64	Long Term Liabilities	
Accounts Receivable		2800 - INTERCOMPANY TRANSACTION	
1200 - ACCOUNTS RECEIVABLE		2805A - NWRC - OWES/RECEIVES	-68,513.56
1200A - SETD - A/R	7,313.00	2805B - SETD - RECEIVES/OWES	68,513.56
Total 1200 - ACCOUNTS RECEIVABLE	<u>7,313.00</u>	2810A - INTERFUND REC V - NWRC	-48,600.28
Total Accounts Receivable	7,313.00	2810B - INTERFUND PAYABLE -SETD	48,600.28
Other Current Assets		2820 - INTERCOMPANY RECEIVABLE	492,356.80
1205 - PROPERTY TAX RECEIVABLE	38,545.73	2830 - INTERCOMPANY PAYABLE	-492,356.80
1410 - PREPAID INSURANCE	624.68	Total 2800 - INTERCOMPANY TRANSACTION	<u>0.00</u>
1499 - UNDEPOSITED FUNDS	982.40	Total Long Term Liabilities	<u>0.00</u>
Total Other Current Assets	<u>40,152.81</u>	Total Liabilities	60,497.66
Total Current Assets	<u>1,377,142.45</u>	Equity	
TOTAL ASSETS	<u><u>1,377,142.45</u></u>	3800 - FUND BALANCE SETD	199,216.55
LIABILITIES & EQUITY		3850 - FUND BALANCE NWRC	1,025,543.32
Liabilities		3900 - RETAINED EARNINGS	321,851.04
Current Liabilities		Net Income	-229,966.12
		Total Equity	<u>1,316,644.79</u>
		TOTAL LIABILITIES & EQUITY	<u><u>1,377,142.45</u></u>

**SUNSET EMPIRE TRANSPORTATION
GENERAL FUND
A/R Aging Summary
As of October 31, 2014**

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
BARTON, ERIC/AR	36.00	0.00	0.00	0.00	0.00	36.00
CC PAROL-PROBATION	750.00	0.00	0.00	0.00	0.00	750.00
CLATSOP COMMUNITY COLLEGE	180.00	0.00	0.00	0.00	0.00	180.00
CLATSOP BEHAVIORAL HEALTHCARE	1,230.00	0.00	0.00	0.00	0.00	1,230.00
CLATSOP COUNTY CIRCUIT COURT	0.00	0.00	0.00	0.00	-340.00	-340.00
DHS-VOCATIONAL REHAB SERVICES	351.00	0.00	0.00	0.00	0.00	351.00
DHS - ASTORIA - SSP/0401	90.00	0.00	0.00	0.00	0.00	90.00
ISN	0.00	363.00	690.00	0.00	0.00	1,053.00
NW REGIONAL EDUCATION SERVICE DISTRICT	0.00	0.00	0.00	0.00	-3,020.00	-3,020.00
NWRC-PASSES	1,110.00	0.00	0.00	0.00	0.00	1,110.00
P-ALLSTATE INSURANCE AGENCY	142.50	0.00	0.00	0.00	0.00	142.50
P-ANDI WARREN INSURANCE AGENCY	47.50	0.00	0.00	0.00	0.00	47.50
P-BITS N BYTES COMPUTER SERVICE	47.50	0.00	0.00	0.00	0.00	47.50
P-BRACHMANN, CAROL	47.50	0.00	0.00	0.00	0.00	47.50
P-CELLAR ON 10TH, THE	95.00	0.00	0.00	0.00	0.00	95.00
P-FARMHOUSE FUNK	95.00	95.00	0.00	0.00	0.00	190.00
P-H&R Block	95.00	0.00	0.00	0.00	0.00	95.00
P-HIPFISH-PARKING	47.50	45.50	0.00	0.00	0.00	93.00
P-HOMESPUN QUILTS	95.00	0.00	0.00	0.00	0.00	95.00
PACIFIC NW WORKS	20.00	0.00	0.00	0.00	0.00	20.00
SDAO-GRANT	0.00	0.00	0.00	0.00	3,000.00	3,000.00
TPJCC	0.00	0.00	2,000.00	0.00	0.00	2,000.00
TOTAL	<u>4,479.50</u>	<u>503.50</u>	<u>2,690.00</u>	<u>0.00</u>	<u>-360.00</u>	<u>7,313.00</u>

SUNSET EMPIRE TRANSPORTATION
A/P Aging Summary
As of October 31, 2014

GENERAL FUND

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
BOLDT, CARLISLE & SMITH, LLC	2,595.00	0.00	0.00	0.00	0.00	2,595.00
CLATSOP ECONOMIC DEVELOPMENT RESOURCES	500.00	0.00	0.00	0.00	0.00	500.00
E-DILLEY, RACHELLE	33.79	0.00	0.00	0.00	0.00	33.79
E-MOODY, DIANE	36.96	0.00	0.00	0.00	0.00	36.96
EO MEDIA GROUP	290.64	0.00	0.00	0.00	0.00	290.64
INTUIT *QB FINANCE	0.00	1,499.00	0.00	0.00	0.00	1,499.00
NORTHSIDE TRUCK & EQUIPMENT	0.00	0.00	0.00	0.00	-7.05	-7.05
PACIFIC POWER	-5.00	0.00	0.00	0.00	0.00	-5.00
SDIS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	<u>3,451.39</u>	<u>1,499.00</u>	<u>0.00</u>	<u>0.00</u>	<u>-7.05</u>	<u>4,943.34</u>

RIDE CARE FUND

NWRC-SETD-PASSES	<u>1,110.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,110.00</u>
TOTAL	<u>1,110.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,110.00</u>

SUNSET EMPIRE TRANSPORTATION
Checks \$5000+

October 2014

	<u>Num</u>	<u>Date</u>	<u>Source Name</u>	<u>Account</u>	<u>Original Amount</u>
Check	EFT 10-14	10/31/2014	CLATSOP COMMUNITY BANK	1040 - GENERAL FUND - CCB (3943)	-6,573.50
Bill Pmt -Check	2712	10/03/2014	OREGON DEPT OF HUMAN SERVICES	1080 - NWRC Reimb - CCB (3976)	-36,343.25
Bill Pmt -Check	2720	10/03/2014	NWRC-MEDIX AMBULANCE	1080 - NWRC Reimb - CCB (3976)	-15,843.00
Bill Pmt -Check	2724	10/03/2014	NWRC-TILLAMOOK COUNTY TRANSPORTATION	1080 - NWRC Reimb - CCB (3976)	-8,260.75
Bill Pmt -Check	2725	10/03/2014	NWRC-WAPATO SHORES, INC	1080 - NWRC Reimb - CCB (3976)	-24,818.39
Bill Pmt -Check	2726	10/10/2014	OREGON DEPT OF HUMAN SERVICES	1080 - NWRC Reimb - CCB (3976)	-91,408.00
Bill Pmt -Check	2735	10/10/2014	NWRC-MEDIX AMBULANCE	1080 - NWRC Reimb - CCB (3976)	-9,235.00
Bill Pmt -Check	2736	10/10/2014	NWRC-WAPATO SHORES, INC	1080 - NWRC Reimb - CCB (3976)	-12,018.28
Bill Pmt -Check	2742	10/16/2014	NWRC-MEDIX AMBULANCE	1080 - NWRC Reimb - CCB (3976)	-7,958.50
Bill Pmt -Check	2747	10/16/2014	NWRC-WAPATO SHORES, INC	1080 - NWRC Reimb - CCB (3976)	-12,989.69
Bill Pmt -Check	2752	10/24/2014	NWRC-K & M MEDIVAN	1080 - NWRC Reimb - CCB (3976)	-20,069.29

SUNSET EMPIRE TRANSPORTATION
Checks \$5000+
October 2014

Bill Pmt -Check	2753	10/24/2014	NWRC-MEDIX AMBULANCE	1080 - NWRC Reimb - CCB (3976)	-6,756.75
Bill Pmt -Check	2756	10/24/2014	NWRC-WAPATO SHORES, INC	1080 - NWRC Reimb - CCB (3976)	-12,792.75
Bill Pmt -Check	2761	10/31/2014	NWRC-MEDIX AMBULANCE	1080 - NWRC Reimb - CCB (3976)	-6,979.00
Bill Pmt -Check	2765	10/31/2014	NWRC-TILLAMOOK COUNTY TRANSPORTATION	1080 - NWRC Reimb - CCB (3976)	-17,315.50
Bill Pmt -Check	2767	10/31/2014	NWRC-WAPATO SHORES, INC	1080 - NWRC Reimb - CCB (3976)	-11,645.54
Bill Pmt -Check	14649	10/03/2014	SDIS	1040 - GENERAL FUND - CCB (3943)	-19,427.74
Bill Pmt -Check	14659	10/10/2014	iFOCUS CONSULTING	1040 - GENERAL FUND - CCB (3943)	-6,150.00
Bill Pmt -Check	14661	10/10/2014	JACKSON & SON OIL, INC.	1040 - GENERAL FUND - CCB (3943)	-7,226.25
Bill Pmt -Check	14670	10/10/2014	WILCOX & FLEGEL	1040 - GENERAL FUND - CCB (3943)	-8,639.78
Bill Pmt -Check	14671	10/17/2014	BOLDT, CARLISLE & SMITH, LLC	1040 - GENERAL FUND - CCB (3943)	-7,785.00
Bill Pmt -Check	14684	10/17/2014	ROD'S AUTO & MARINE ELECTRIC	1040 - GENERAL FUND - CCB (3943)	-5,334.77

Bill

SUNSET EMPIRE TRANSPORTATION
 900 MARINE DRIVE
 ASTORIA OR 97103

Date	Ref. No.
10/20/2014	0188 9/8 TO 10/8

Vendor
CARD SERVICE CENTER PO BOX 569100 DALLAS TX 75356-9100

PAID

Bill Due 11/04/2014
Terms
Memo

Expenses

Account	Memo	Amount	Customer:Job	Class
	JONES-0261			
BUS PASSES	TRIMET	205.00	NWRC.	RIDECARE
BLDG GROUNDS & MAINT	HOME DEPOT-PAINT	217.19	NWRC.	RIDECARE
	SUPPLIES			
OFFICE SUPPLIES	FRED MEYER-EXTENSION CORD	14.99	NWRC.	RIDECARE
	LAYTON-0253			
OFFICE SUPPLIES	NIKON-CAMERA BATTERY	18.00		OPER - 5311
OFFICE SUPPLIES	B&H PHOTO-CAMERA CHARGER	25.95		OPER - 5311
	METROLINE-PHONE	144.90	NWRC.	RIDECARE
TELECOMMUNICATIONS	ADOBE-MONTHLY SUBSCRIPTIONS	39.98		ADMIN
SOFTWARE-SUBSCRIPTIONS	APPLE-IPAD POWER CORDS	96.00		SETD
COMPUTER INFO TECH SERVICES	WALMART-CABLE-GIG	49.94		Admin
COMP PERIPHERALS	MOODY-0469			
POSTAGE-SHIPPING	USPS	58.38		Admin
	PARKER-0204			
MEETING EXPENSE	WETDOG-CHAMBER MTG	17.00		Admin
MEETING EXPENSE	PETER PAN-SUPPLIES	16.45		Admin
MEETING EXPENSE	SAFEWAY-SUPPLIES	80.40		Admin
MEETING EXPENSE	HOME BAKING-SUPPLIES	16.40		Admin
COMP PERIPHERALS	ITUNES-RECORDER	6.99		Admin
	PIETILA-0659			
EDUCATION/OUTREACH	HOMEDPOT-BOOTH DISPLAY	168.84		TRANS-OP 29191
MEETING EXPENSE	SAFEWAY-SUPPLIES	28.45		Admin

Expense Total : 1,204.86

Bill Total : \$1,204.86



RECEIVED
OCT 02 2014

SUNSET EMPIRE TRANSPORTATION DISTRICT

900 Marine Drive Astoria, OR 97103

Phone: 503-861-5370 Fax: 503-325-1606

www.ridethebus.org

BOARD OF COMMISSIONERS MEMBER APPLICATION

Applicants are asked to submit a letter of interest and complete the following application. Any additional information you wish to have considered may also be attached. Please return your letter of interest and application by mail, email, fax or you may drop it off at the Astoria Transit Center Ticket Office at 900 Marine Drive Astoria, Oregon. If you have any questions, please contact Mary Parker, Executive Assistant at 503-861-5370 or by email at mary@ridethebus.org.

Applications will be accepted until Friday September 26, 2014 at 5:00 pm.

Name		
WILLIAM R. "MITCH" MITCHUM		
Home Address		
879 EIGHTH ST ASTORIA, OR 97103		
Phone	email	fax
503 791-3837	wmitchum@charter.net	
Are you either a registered voter or a property owner in Clatsop County <input checked="" type="checkbox"/> yes <input type="checkbox"/> no		

1. What is your interest in serving on the SETD Board of Commissioners?
TO PROVIDE COMMUNITY SERVICE
2. Please list your community service experience.
PRESIDENT ASTORIA SUNDAY MARKET
VP CLATSOP CRUISE HOSTS
BOARD CLATSOP CATO HEALTH DISTRICT
3. What experience do you have working with processes, policies, budgets and or the State of Oregon?
PUBLIC WORKS DIRECTOR CITY OF ASTORIA 11 YEARS
4. Do you have any special knowledge or experience that qualifies you for a position on the SETD Board of Commissioners?
34 YEARS U.S. NAVY AS PUBLIC WORKS OFFICER
MANAGER OF TRANSPORTATION SERVICES NORFOLK NAVAL BASE
5. Although not a requirement, do you have any experience using Sunset Empire Transportation services?
10 YEARS COORDINATING TRANSPORTATION SERVICES FOR
CLATSOP CRUISE HOSTS WORKING VERY CLOSELY WITH
SETD STAFF

Dear Sunset Empire,

Thank you very much for the donation of Bus ticket. It is partners like you that allow us to serve the needy in Clatsop County.

Thank you,

Arlene

Helping Hands

Re-entry Outreach Centers

Seaside, Oregon

Proposed Fare Change

We are proposing a fare change to make our fare easier to understand and to make the fare fairer for many riders who are in areas not represented by our current fare tables. We will first explain how the proposed fare system will work and then explain the reasoning for the proposed system.

How the Proposed Fare System Works

The basic idea of the proposed fare system is charge the rider a \$1 for traveling within or to an adjacent location. For each location they travel to, they will be charged an additional \$1. The locations that we will be using to figure the proposed fare will be (going south to east): Manzanita, Arch Cape, Cannon Beach, Seaside, Gearhart, Sunset Beach, Hammond / Warrenton, Astoria, John Day / Fern Hill, Svensen, Knappa, and Westport. Please note that Clatskanie and Kelso / Longview are part of an agreement with Columbia County Rider so we are not allowed to change their fare.

The fare is figured by going each location that the user travels reaches. For \$1, the riders can travel in the location they started and to the adjacent location. After the rider reaches the adjacent location, they will be charged another \$1 for each additional location they travel. For example, if a rider starts in Astoria and travels to Seaside on the 101 – They pay \$1 for their travel from Astoria to Warrenton, another \$1 from Warrenton to Sunset Beach, another \$1 from Sunset Beach to Gearhart and pay one more \$1 from Gearhart to Seaside for a total of \$4 (the current fare is \$3). Another example is a rider traveling from Sunset Beach to Warrenton. The rider would only be charged a \$1 since Sunset Beach is adjacent to Warrenton (the current fare is \$3). If a rider was between locations, the rider would pay \$1 to get to the next location and additional \$1 for the next location they travel. The basic idea is that you pay \$1 for the location you are at and to the next location and then \$1 to each additional location.

Why we proposed this System

The main problem with our current fare system is that fare are arbitrary. Some examples of this is going from Seaside to Manzanita, which is 22 miles for \$1 compared to going from Sunset Beach to Warrenton, which is 5 miles for \$3. We wanted a system where a rider can see how the fare is charged. Each location you travel, you pay a \$1.

We have been asked to compare other transit systems fare systems. Columbia County Rider (CC Rider) Charges a base fare of \$5 to get on the bus and travel in the zone. If the rider crosses a zone, they will pay an additional \$1.

Tillamook County Transportation District also uses a zone system. For each zone you enter, you would pay \$1.50 with no base charge. There is one exception and that is a trip from Tillamook to Portland which the fare is \$15 one way and \$20 for a round trip.

Pacific Transit System uses a one-time fare for each of their routes. The fare for their routes are either \$.35 or \$.50 for any trip you ride on their route. If you transfer to another route, you would need to pay another fare for that route.

Proposed Routes:

Proposed Route 10	Astoria	Hammond / Warrenton
Astoria	\$ 1.00	\$ 1.00
Hammond/Warrenton	\$ 1.00	\$ 1.00

Proposed Route 20	Seaside	Cannon Beach	Arch Cape	Manzanita
Seaside	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00
Cannon Beach	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00
Arch Cape	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00
Manzanita	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00

Proposed Route 21	Seaside	Cannon Beach
Seaside	\$ 1.00	\$ 1.00
Cannon Beach	\$ 1.00	\$ 1.00

Proposed Route 101	Astoria	Hammond / Warrenton	Sunset Beach	Gearhart	Seaside	Cannon Beach
Astoria	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00	\$ 4.00	\$ 5.00
Hammond/Warrenton	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00	\$ 4.00
Sunset Beach	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00
Gearhart	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00
Seaside	\$ 4.00	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00
Cannon Beach	\$ 5.00	\$ 4.00	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00

To:

Proposed Columbia	Hammond / Warrenton	Astoria	John Day / Fern Hill	Svensen	Knappa	Westport	Clatskanie	Kelso / Longview
Hammond/Warrenton	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00	\$ 4.00	\$ 5.00	\$ 7.00	\$8.00*
Astoria	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00	\$ 4.00	\$ 7.00	\$8.00*
John Day / Fern Hill	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00	\$ 7.00	\$8.00*
Svensen	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 7.00	\$ 7.00
Knappa	\$ 4.00	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 7.00	\$ 7.00
Westport	\$ 5.00	\$ 4.00	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00	\$ 7.00	\$ 7.00
Clatskanie	\$ 7.00	\$ 7.00	\$ 7.00	\$ 7.00	\$ 7.00	\$ 6.00	\$ 6.00	\$ 7.00
Kelso / Longview	\$8.00*	\$8.00*	\$8.00*	\$ 7.00	\$ 7.00	\$ 7.00	\$ 1.00	\$ 2.00

* Round trip is \$15.00

From:

Proposed Pacific	Astoria	Hammond / Warrenton	Sunset Beach	Gearhart	Seaside	Cannon Beach	Arch Cape	Manzanita
Astoria	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00	\$ 4.00	\$ 5.00	\$ 6.00	\$ 7.00
Hammond/Warrenton	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00	\$ 4.00	\$ 5.00	\$ 6.00
Sunset Beach	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00	\$ 4.00	\$ 5.00
Gearhart	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00	\$ 4.00
Seaside	\$ 4.00	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 3.00
Cannon Beach	\$ 5.00	\$ 4.00	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00
Arch Cape	\$ 6.00	\$ 5.00	\$ 4.00	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00
Manzanita	\$ 7.00	\$ 6.00	\$ 5.00	\$ 4.00	\$ 3.00	\$ 2.00	\$ 1.00	\$ 1.00

Current Routes:

Current Route 10	Astoria	Hammond / Warrenton
Astoria	\$ 1.00	\$ 1.00
Hammond/Warrenton	\$ 1.00	\$ 1.00

Current Route 20	Seaside	Cannon Beach	Arch Cape	Manzanita
Seaside	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00
Cannon Beach	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00
Arch Cape	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00
Manzanita	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00

Current Route 21	Seaside	Cannon Beach
Seaside	\$ 1.00	\$ 1.00
Cannon Beach	\$ 1.00	\$ 1.00

Current Route 101	Astoria	Hammond / Warrenton	Sunset Beach	Gearhart	Seaside	Cannon Beach
Astoria	\$ 1.00	\$ 1.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 4.00
Hammond/Warrenton	\$ 1.00	\$ 1.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 4.00
Sunset Beach	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00
Gearhart	\$ 3.00	\$ 3.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 1.00
Seaside	\$ 3.00	\$ 3.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 1.00
Cannon Beach	\$ 4.00	\$ 4.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 1.00

To:

Current Columbia	Hammond / Warrenton	Astoria	John Day / Fern Hill	Svensen	Knappa	Westport	Clatskanie	Kelso / Longview
Hammond/Warrenton	\$ 1.00	\$ 1.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 4.00	\$ 7.00	\$8.00*
Astoria	\$ 1.00	\$ 1.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 4.00	\$ 7.00	\$8.00*
John Day / Fern Hill	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 7.00	\$8.00*
Svensen	\$ 3.00	\$ 3.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 7.00	\$ 7.00
Knappa	\$ 3.00	\$ 3.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 7.00	\$ 7.00
Westport	\$ 4.00	\$ 4.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 7.00	\$ 7.00
Clatskanie	\$ 7.00	\$ 7.00	\$ 7.00	\$ 7.00	\$ 7.00	\$ 6.00	\$ 6.00	\$ 7.00
Kelso / Longview	\$8.00*	\$8.00*	\$8.00*	\$ 7.00	\$ 7.00	\$ 7.00	\$ 1.00	\$ 2.00

* Round trip is \$15.00

From:

Current Pacific	Astoria	Hammond / Warrenton	Sunset Beach	Gearhart	Seaside	Cannon Beach	Arch Cape	Manzanita
Astoria	\$ 1.00	\$ 1.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 4.00	\$ 4.00	\$ 4.00
Hammond/Warrenton	\$ 1.00	\$ 1.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 4.00	\$ 4.00	\$ 4.00
Sunset Beach	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00
Gearhart	\$ 3.00	\$ 3.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00
Seaside	\$ 3.00	\$ 3.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00
Cannon Beach	\$ 4.00	\$ 4.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00
Arch Cape	\$ 4.00	\$ 4.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00
Manzanita	\$ 4.00	\$ 4.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00

SUNSET EMPIRE TRANSPORTATION DISTRICT BOARD OF COMMISSIONERS INVESTMENT POLICY	Policy # B-812	Date Approved
	Board Chair Signature	

PURPOSE

Sunset Empire Transportation District (District) is designated a special district of Clatsop County that manages county’s public transportation services and provides brokerage services for non-emergent medical transportation needs through its RideCare department.

As a special district it is incumbent upon the governing body and its employees to invest public funds in a manner which will provide a market rate of return, while preserving the principal to meet the daily cash flow needs of the District.

This document describes the policy governing the management of all District’s investments.

POLICY

This Investment Policy provides a safeguard that the District’s management and investment of funds will conform to Federal and Oregon State regulations and standards.

The priority of investment criteria for the District is legality first, followed by safety, then liquidity and lastly, return on investment.

The investment policy and practices must conform to all applicable Federal and Oregon State regulations, and other legal requirements, including bond covenants, and prudent money management philosophy. The overall program shall be designed and managed with a degree of professionalism that is worthy of public trust.

SCOPE

Both operating and surplus funds will be invested in compliance with the provisions of ORS Chapter 294, these investment policies, and written internal control procedures. Funds held and invested by trustees or fiscal agents are excluded from this policy; however, such funds are subject to regulations established by the State of Oregon. Any revisions or extensions of ORS Chapter 294 and ORS Chapter 295 shall be assumed to be part of this Investment Policy immediately upon being enacted.

GENERAL OBJECTIVES

The objectives of the District investment activities, in order of priority, are as follows:

1. Legality. The District investments shall be in accordance with all statutes governing the investment of public funds as well as applicable provisions of bond resolutions.

2. Safety. Investments of the District shall be undertaken in a manner that seeks to ensure the preservation of capital in the overall portfolio. The District seeks protection afforded by the Federal Deposit Insurance Corporation (FDIC) and any depository institution must also be collateralized as required by ORS Chapter 295. The objective is to mitigate credit risk and interest rate risk to ensure overall portfolio safety.

- a) Credit Risk

The District will minimize credit risk, which is the risk of loss due to the failure of the security issuer or backer, by:

- Pre-qualifying the financial institutions, broker/dealers, intermediaries, and advisers with which the District will do business in accordance with “Authorized Financial Dealers and Institution” section of this policy.
- Managing the investment portfolio so that the impact of potential losses from any one type of security or from any one individual issuer will be minimized.

- b) Interest Rate Risk

The District will minimize the interest rate risk, which is the risk that the market value of securities in the portfolio will fall due to changes in market interest rates, by:

- Structuring the investment portfolio so that securities mature to meet cash requirements for ongoing operations, thereby avoiding the need to sell securities on the open market prior to maturity.
- Investing operating funds primarily in shorter-term securities, such as not to directly invest in securities maturing in more than 18 months from the date of purchase.

3. Liquidity. The investment portfolio will remain sufficiently liquid to enable the District to meet all operating requirements, which might be reasonably anticipated. Investment maturities shall be matched to anticipated cash flow requirements whenever possible.
4. Return on Investment. The District’s investment portfolio shall be designed with the objective of attaining a market rate of return throughout the budgetary and economic cycles that is consistent with the constraints imposed by its safety and legality obligations and cash flow considerations.

DELEGATION OF AUTHORITY

The Executive Director is responsible for carrying out the policies of the Sunset Empire Transportation District Board of Commissioners. (Board)

For the purposes of carrying out this Investment Policy, the Executive Director and one of the following individuals are hereby authorized to make investment decisions, in strict accordance with this investment policy on behalf of the District:

Finance Officer

All accounts established for the purpose of investing the District's funds shall require the written authorization of the Executive Director and Board Treasurer.

No single individual, acting alone, may initiate an investment activity.

The Executive Director with approval of the Board may delegate investment management and decisions authority, via written agreement, to one or more professional investment advisors/managers that are qualified and registered with the Securities and Exchange Commission under the Investment Advisors Act of 1940. Agents engaged in this capacity shall make investment decisions and transactions in strict accordance with this policy and Oregon State laws and statutes.

The daily management responsibility for the investment program is assigned to the Finance Officer who monitors and reviews investments for consistency with this policy.

STANDARDS OF CARE

1. Prudence. Investments will be made under the prudent investor rule, which states:
"Investments will be made with judgment and care, under circumstances then prevailing, which persons of prudence, discretion, and intelligence exercise in the management of their own affairs, not for speculation, but for investment, considering probable safety of their capital as well as the probable income to be derived."

The Executive Director and designated employees, acting in accordance with written procedures and this policy, and exercising due diligence, will be relieved of personal responsibility for a specific security's credit risk, market price changes, or loss of principal if securities are liquidated prior to maturity provided that these deviations and losses are reported as soon as practical and action is taken to control adverse developments.

All participants in the investment process shall seek to act responsibly as custodians of the public trust. The investment portfolio is subject to public scrutiny and evaluation. The investment program shall be designed and administered with a degree of professionalism

worthy of the public trust. Designated commissioners and employees shall refrain from knowingly entering into transactions which might impair public confidence in the District.

2. Ethics and Conflict of Interest. Commissioners and employees involved in the investment process shall comply with state law and statutes and refrain from personal business activities that could conflict with proper execution of the investment program or which could impair their ability to make impartial decisions. Also commissioners and employees shall disclose to the Board Chair, in writing, any material financial interest in financial institutions that conduct business within the District, and they shall further disclose any large personal financial/investment positions that could be related to the performance of the District's portfolio, particularly with regard to the time of purchases and sales.

AUTHORIZED FINANCIAL DEALERS AND INSTITUTIONS

The Executive Director and or Finance Officer will maintain a list of financial institutions authorized by the Board to provide investment services to the District. The list will include broker/dealers and investment advisors authorized to provide investment services in Oregon and to the District.

Employees of any firm or financial institution offering securities or investments to the District are expected to be trained in the precautions appropriate to the public sector, be knowledgeable of the permissible investments and other State of Oregon regulations, and be familiar with the District's investment objectives, policies, and constraints. Dealers and investment advisers providing investment services to the District are expected to make reasonable efforts to preclude imprudent transactions involving the District's funds.

All financial institutions, broker/dealers, and investment advisers who desire to become qualified for investment transactions must supply the following information, if applicable:

- Audited financial statements demonstrating compliance with Oregon State and Federal capital adequacy guidelines.
- Proof of state registration.
- Certification of having read, understood and agreement to comply with the District's Investment Policy.
- Evidence of adequate insurance coverage.
- Investment advisors must be registered under the Investment Advisers Act of 1940.
- Financial Institutions must be collateralized through the State Collateral Pool as required by ORS Chapter 295.

Financial institutions will be reviewed on an on-going basis to ensure they are on the "Qualified Depositories for Public Funds" list per ORS 295.002.

All reviews will be done by either the Executive Director, Treasurer or Finance Officer.

SAFEKEEPING, CUSTODY AND COLLATERALIZATION

1. Safekeeping. Securities will be held in third party safekeeping with a designated custodian. The trust department of a bank may be designated as custodian for safekeeping securities purchased from that bank. The custodian will issue a safekeeping receipt to the District listing the specific instrument, selling broker/dealer, issuer, coupon, maturity, Committee on Uniform Securities Identification Procedures (CUSIP) number, purchase or sale price, transaction date, and other pertinent information.
2. Bank Deposits and Certificates of Deposits. The District may hold bank deposits or certificate of deposits at banks qualified under ORS Chapter 295.
3. Internal Controls. The Executive Director will maintain a system of written internal controls which will be reviewed by an independent auditor at least annually or upon extraordinary event, i.e., turnover of key personnel or the discovery of any inappropriate activity. The controls will be designed to prevent loss of public funds due to fraud, error, misrepresentation or imprudent action.
4. Accounting Method. The District will comply with all required legal provisions and Generally Accepted Accounting Principles (GAAP).

SUITABLE AND AUTHORIZED INVESTMENTS

1. Authorized Investments. All investments of the District shall be made in accordance with ORS Chapter 294 statutes addressing investments rules and restrictions. Any revisions or extensions of relevant sections of the ORS shall be assumed to be part of this investment policy immediately upon being enacted.
2. Competitive Selection of Bids or Offers. The Executive Director will obtain at least three offers or bids prior to the purchase of certificates of deposits, and selling securities prior to their maturity and will award the transaction to the most favorable offer or bid so long as the institution/broker/dealer and investment adviser meets the requirements of this policy for doing business with the District.

If the District hires an investment adviser to provide investment management services, the adviser must provide documentation of competitive pricing execution on each transaction. The investment adviser will retain documentation and provide upon request.

3. Monitoring and Adjusting the Portfolio. The Executive Director and Finance Officer will routinely monitor the contents of the investment portfolio comparing the holdings to the markets, relative values of competing instruments, changes in credit quality, and benchmarks. If there are advantageous transactions, the portfolio may be adjusted accordingly.

4. Performance Evaluation. The performance of any investment made by the District will be measured against the performance of the Local Government Investment Pool.
5. Quarterly Report. The Executive Director or Finance Officer will provide a quarterly District Investment Report to the Board.

DRAFT

SUNSET EMPIRE TRANSPORTATION DISTRICT BOARD OF COMMISSIONERS	Policy #	Effective Date
	B-813	
PRE-LOSS LEGAL COUNSEL CONSULTATION		

POLICY:

The Sunset Empire Board of Commissioners authorizes the Executive Director to seek legal counsel before taking action on any District issue that may lead to litigation or a lawsuit. Legal counsel will be through Special Districts Association of Oregon, a Board approved attorney and when necessary legal counsel that is referred to by either and is licensed and registered in the State of Oregon.

DRAFT

SUNSET EMPIRE TRANSPORTATION DISTRICT BOARD OF COMMISSIONERS	Policy # B-814	Effective Date
	Signature	
LEGAL COUNSEL CONTRACT REVIEW		

POLICY:

Sunset Empire Transportation District Board of Commissioners authorizes the Executive Director to seek legal counsel review of all Sunset Empire Transportation District’s existing and proposed agreements and contracts including any amendment(s) to such contracts. Legal counsel will be provided by a Board approved attorney that is licensed and registered in the State of Oregon. The Executive Director is excluded from receiving legal counsel in regards to the Executive Director’s Contract, employment or actions if criminal in nature.

DRAFT

SUNSET EMPIRE TRANSPORTATION DISTRICT BOARD OF COMMISSIONERS EXECUTIVE DIRECTOR CONTRACT SIGNING AUTHORITY	Policy # B-815	Effective Date
	Signature 	

POLICY:

The Sunset Empire Transportation District Board of Commissioners authorizes the Executive Director to sign contracts and agreements on behalf of Sunset Empire Transportation District that do not exceed a total commitment of \$10,000. The Sunset Empire Transportation District Board of Commissioners will be notified at the next regular Board meeting of any contracts signed. Any contract or agreement in excess of \$10,000 will be brought before the Sunset Empire Transportation District Board of Commissioners for approval.

DRAFT

SUNSET EMPIRE TRANSPORTATION DISTRICT BOARD OF COMMISSIONERS	Policy #	Effective Date
	B-816	
EXECUTIVE DIRECTOR VACANCY INTERIM PLAN	Signature	

POLICY:

In the event the Executive Director position becomes vacant the Sunset Empire Transportation District Board of Commissioners shall require that all existing District contracts or agreements be renewed with dual signatures which includes the Sunset Empire Transportation District Board Chair or Board designee as one signature and either the Finance Officer, Operations Manager or the RideCare Manager as the second signature. The Sunset Empire Transportation District Board will be notified of any contract renewals that are signed at the next regular Board meeting. All new Sunset Empire Transportation District contracts or agreements will require Board approval before signing.

DRAFT

FY 14-15 Executive Director Goals		Evaluation			Comments
Goal	Due By	Complete	On Time	Quality	
Develop and present to the Board a short range (FY 15) strategic plan for the District showing elements at each of the departmental levels as well as the District.	By the beginning of the budget preparation	Y/N	Y/N	5 4 3 2 1	
Develop and present to the Board a detailed outreach plan for FY 15-16. This plan should include all facets of the District with a focus on increasing ridership, quality of the service provided, and improvement of external communications to a diverse customer base. Identify organizations including emergency preparedness to be involved with.	By fiscal year end	Y/N	Y/N	5 4 3 2 1	
Develop a strategic plan to implement technology upgrades to include improvements to our website and to our internal systems.	By fiscal year end	Y/N	Y/N	5 4 3 2 1	
Identify and secure funding via grants and other instruments to support current and new projects which reflect the goals and plans of the District.	Report to status and progress to the Board quarterly	Y/N	Y/N	5 4 3 2 1	
Develop and present to the Board a list of Executive Director goals for fiscal year 2015-2016.	Prior to first annual performance evaluation	Y/N	Y/N	5 4 3 2 1	
Plan an annual session for the Board and the Leadership Team to develop priorities for the next fiscal year and incorporate them into the budget writing process.	By the beginning of the budget preparation	Y/N	Y/N	5 4 3 2 1	
				5	Outstanding
				4	Exceeds Goal
				3	Meets Goal
				2	Partially Meets Goal
				1	Does Not Meet Goal

Executive Director Report

12/11/14

Copies of weekly email updates:

Week of 11/2-11/8

This was meeting week for me. I spent Wednesday and Thursday in Salem attending a Region 2 Transportation Options meeting. The main topic was how we are writing our year end reports to ODOT. They gave great guidance and a simple format for us to follow to be able to share our stories about TO and what we have done with the money. This is important in order for it to remain a focus for the Region Managers since they have to take money from operations and put it into TO. If we don't have good results, funding could become an issue. They will also use these reports during the budget cycle when dealing with the legislature. The other meeting was the OHA CCO stakeholders meeting. Good information on what everyone is doing as we transition into these models. I just got back from St. Helens where I attended the NWOTA Connector meeting. It was great meeting my counterparts from the other agencies in the Connector. We've updated the draft IGA and we should have that for your approval at the December meeting. We also discussed the Rural Transportation Grant and how we are going to meet the 15% match on it. Some agencies will do hard match and some soft. The website is still a sticking point. We were supposed to have an updated test site, but what we got wasn't updated and it still needs a tremendous amount of work. We discussed a marketing effort targeted at spring break but then when we reviewed the financials, we have already spent 92% of our marketing budget for the year so that effort may not be realized. The North by Northwest Foundation has been dissolved. Apparently, they struggled with finding their mission and have decided to not continue. That will take away the \$50k in informational efforts for the Connector.

We did hear back from Sarah Wetherson from OHA on my proposal for taking over the tri-county fee for service clients. The Department of Justice was involved in the conversation and it was determined that the Stipulated Order that we have can't be married to this. They have sent out the RFP with the caveat that the RFP may be rescinded if they have a public agency that can take the tri-county area. It was worth a shot to try and get out from under that debt and although we are disappointed in the result, at least we reached out. Jason and I are going to be working next week to put together a proposal to still go after the business. Jason feels we can fit everyone into the current layout of the office. It would be tight, but doable. The RFP deadline is November 24th so we would have to have a proposal into them prior to that date. This may mean that we could have a special meeting prior to that just for this item. We will keep you posted on our proposal as we put it together.

I've received two letters of interest internally from people to take over Lori's position. I will interview them next week and make a decision by the end of the week. Both candidates are solid contenders and I am excited that they both want to expand their horizons in the organization. As an FYI, Lori will be working on Monday as a final day to help Julia with payroll if she needs it. While Julia is doing the payroll in the morning, I will spend the morning with Lori debriefing on responsibilities that she has and temporarily reassigning those until her replacement is in place.

Week of 11/9-11/15

Lori's last day was last Monday so I had a chance to sit down with her and tie up some loose ends. We have delegated some of her responsibilities to others in the interim until our new HR officer is in place. I am pleased to report that I have selected Tami Carlson to be our new HR officer. Tami has been with SETD for 11 years serving as our Para-transit supervisor. She has a great history of the organization and

she also has a great deal of small business experience handling the office work of her family's business. She brings a great deal of enthusiasm with her as she embarks on this new venture! I did not expect to make any organizational changes for a few months but with Lori leaving, the timeline has been pushed up. Tami will remain in the Warrenton office since I believe that it is important for the HR officer to be available and near the majority of the employees. She will remain in the office she has, John will be moving over to Astoria and will occupy Lori's old office. The new Para-transit supervisor will be located in John's old office. In order to move our technology capabilities to where they should be, I have hired an information technology specialist. He will be joining the team later this month. We are going to remodel the lunchroom at the Warrenton office and create an office for him where the server and the vending machines are located. I cringed when I first joined the operation and saw that the server was located in the lunchroom without any security provided for it. By having it in a locked office will protect the confidential information that is on the server and protect it from any attempts to sabotage our system.

We had mandatory meetings for all the employees to go over several things like open enrollment for benefits. We have also joined the United Way team and are giving our employees the opportunity to support several agencies throughout the county and their mission to help the underserved. I sat down with several of the Team members to review their evaluations. As you may recall, I had them do a self-evaluation since it would be fair for me to write an evaluation when I've only been working with them for a short time. I did add comments to their evaluation based on what I have observed so far. I am going to look at redoing the evaluations to add a section outlining goals that I want them to work on each year. Jason and I are working on the Tri-county proposal that we let you know about at the last meeting. We did discover through discussions with Gail at Trimet, that the number of rides that OHA had published in the RFP and told us early on, was significantly lower. OHA said 9,000 rides, but in actuality, it is at 3,000. It will still double our business, but it certainly changes the need to invest in the infrastructure of the office to the extent that we had talked about. The other item of interest with Ridecare is the software program that all of the brokerages are using. OBBSS as it is called, was developed and maintained by Trimet several years ago. With Trimet getting out of the brokerage business, they have been in discussion with OHA to have the state take over the software. OHA staff were asking Trimet questions about it that raised concerns by all of the brokerages as to their ability to handle the software. We all know that the state doesn't have the greatest track record on software over the past few years! The brokerages met and agreed that OHA should not be involved with the software. By adding an IT specialist, our plan is take over OBBSS here. We will then enter into agreements with the 3 other brokerages to help offset the cost of maintaining the program. I see this as another step in solidifying our Ridecare as the premier brokerage in the state of Oregon.

I was very impressed Wednesday morning when I attended the weekly meeting of the business community in Cannon Beach. Kathy invited me to join her there and I marveled at the lines of communication that they have with each other to really drive their businesses in Cannon Beach. This will be a great forum to visit periodically to share our success and vision with them and to work with them on our Cannon Beach service to keep it an important component to relieve congestion in Cannon Beach.

11/16-11/22

Busy week this week. I attended the Clatsop County Transportation System Planning meeting. Good information is developed through these TSP's as we map out the future of transportation in Clatsop County. Worked with Tami on our response to the ODOT compliance review for the FTA Drug & Alcohol Program. We had a good review from RLS and there were just a few issues that we had to

address. Jason and I wrapped up the Tri-county proposal. We will give it one more look on Monday and then submit it to the state. We did get thrown a little loop on Thursday night. I was working late and got an email from Gail at Trimet and the estimated numbers have been updated. We originally were told that we could expect 9,000 rides. That number later changed to 3,000 but the latest number now stands at a little over 6,000. This is exciting for us to have the opportunity to increase our business and hopefully we will be selected. Rogue Valley Transportation District also submitted a proposal but they did it before the new numbers came out so we may have a leg up on them. Our rate was calculated to offset the upfront costs that we will have to take on this additional business. We had a good policy committee meeting and look forward to bringing some updated policies to the next board meeting for your review. On Friday, I was interviewed by KMUN. You can go to their website and listen to the podcast in case you missed it, just look for the link to Jim Wilkin's show. I had lunch with Rich Evans from Pacific Transit and had a great discussion about our districts. When we have a Connector meeting in Astoria, I'm going to invite him to come to the meeting to learn more about the Connector and the potential for bringing them into the Connector system. Lastly, I was honored to be the guest speaker Friday afternoon at the Tongue Point Job Corp graduation. What a great experience in sharing in the success of these young men and women.

Week of 11/23-11/29

Last week was a fairly light week due to the Thanksgiving Holiday. We started our annual canned food drive on Friday. I am excited to see the results of this endeavor to help out our local food bank. We've moved all of the HR files over to Tami's office in the Warrenton facility. It didn't go as smooth as expected. We had City Transfer do the move for us due to the weight of the files. One of the file cabinets fell over in the truck and injured one of their workers. John was with them the whole time as we had them unload the HR files into boxes. They had to take their injured employee to the hospital and then I directed John to have them get the files over to Warrenton so we can secure them in a locked office. I'm moving forward with constructing a wall in the breakroom at the Warrenton OPS building. As you know, I have hired an IT specialist in order to move our technology forward. He will be located in the office we are creating at the end of the breakroom. This will also put us in compliance with our server being in a secured location. I will be conducting interviews for our new paratransit supervisor this coming week. I have received 2 letters of interest from inhouse and I look forward to getting the decision made as soon as possible so Tami can train them and get them going so she can focus all of her attention on HR. We are moving forward with a FT Transportation Options posting. Initially, this person will be reporting directly to me so I can make sure that we are do all that is required in the TO program. My expectation of this person will be that I will see them on Mondays and Fridays. The rest of the week, they will be out in the field throughout our 3 county area. I had a good discussion with Jean about TO and my concerns. My biggest concern was spending all of the TO monies on salaries and not having monies for programs. She indicated that we should spend the monies on salaries and when it comes to programs, ODOT has sponsorship monies available to use when we come up with TO plans.

- Introduction of Konnor Claborn**
- Update on Para-transit Supervisor Posting**
- New Leader Assimilation**

Oct. Operations Report

1. A special thanks to all who helped cover for me during my recent surgery. All is going well.
2. We had the Warrenton facility high pressure cleaned.
3. Finished the rebuild of all of the A/C heater units on the Bluebird buses. These will be much more comfortable during the extreme months.
4. Proposed Rate change sheet to Jeff. Received with approval. Will proceed with presentation to staff. Also working on schedule changes to help operation run smoother for the ridership.
5. Ridership is up 6% over this time last year. After a couple months of decline it is good to see an upward trend again.

Scott Earls

Nov. Operations Report

1. Rate changes accepted by staff, next steps are to go to the board and public.
2. Proposed changes in the schedule to staff. Waiting for feedback.
3. Had a very productive drivers meeting. Representatives for United Way, Aflac, and Valic attended. Jeff had an opportunity to meet with the drivers in a group. Tami officially took over as HR and presented information to the drivers about Pacific Source. And Liz made an ADA presentation as a reminder to the drivers.
4. Had our first taste of winter weather and what may be ahead for us this winter.
5. We are glad to have H.R. back into the Warrenton Facility but we will miss John as he moves back to Astoria.

Scott Earls

Sunset Empire Transportation District

900 Marine Drive – Astoria, Oregon 97103
Phone: (503) 861-5385 – Fax: (503) 861-4299
Email: Tami@ridethebus.org

RIDE ASSIST

Tami Carlson
Paratransit Supervisor

Monthly Report: October 2014

- October 9th met with Jean Palmateer from ODOT. Gave an overview of the new dial-a-ride service and updates on other grant projects.
- October 17th met with Lizabeth Eller Social Worker for Providence Home Health Care. Discussed transportation options for her client and gave an overview of all services provided by SETD.
- October 20th Shasia attended the OTA Conference in Seaside. She participated in an ADA ParaTransit course.
- October 29th Tami participated in the training course for Reasonable Suspicion Referral for Drug and Alcohol Testing taught by Lori Karl HR.
- Recruiting for a part-time ParaTransit driver is still in the works.
- In October Paratransit provided 595 rides; an average of 25.9 riders per day.
- 49% of the current Paratransit applicants used the service in October.
- This month 13 Veteran riders used the service.
- We have not officially launched dial-a-ride yet but in October we had 3 rides from the Lewis & Clark service area.
- There were 10 new ADA Paratransit applications received and 3 approved.
- The Paratransit drivers sold 22 ticket books totaling \$570.00.
- Fare collection was successful but decreased by \$426.00 from last month. Fare decrease was due to a decrease in Medicaid ridership.

Paratransit Fares Collected for October: \$3,718.00

- Para-transit Fares: \$714.00
- Tickets Collected: \$530.00
- Medicaid: \$2,474.00

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RIDE ASSIST & HR DUTIES

Tami Carlson
Paratransit Supervisor/HR

Monthly Report: November 2014

- November 6th Tami was named the new Drug & Alcohol Program Manager for SETD and also was handed HR job duties due to Lori's resignation.
- The week of November 10th Tami participated in several interviews for SETD. A Lot Attendant/Bus Washer was hired this month.
- November 13th Tami participated in the monthly driver's meeting with an overview of employee insurance benefits. Guests Jeff Evans from VALIC (retirement), David Reid from AFLAC and Stacey Brown from United Way all gave presentations at the meeting.
- November 19th Tami participated in a class at CCC on Stop Harassment, Discrimination and Work Place Bulling 101.
- This month Tami has moved to the HR Position and the ParaTransit Supervisor position was posted.
- Still recruiting for a part-time Paratransit driver.
- In November Paratransit provided 461 rides; an average of 24.2 riders per day.
- 35% of the current Paratransit applicants used the service in November.
- This month 7 Veteran riders used the service; a decrease from last month.
- Ridership for dial-a-ride in November was 12 rides from the Lewis & Clark service area.
- There were 3 new ADA Paratransit applications received and 7 approved.
- The Paratransit drivers sold 17 ticket books totaling \$450.00.
- Fare collection was successful for the month.

Paratransit Fares Collected for November: \$992.00 without Medicaid fares

- Para-transit Fares: \$581.00
- Tickets Collected: \$411.00
- Medicaid: Pending – billing incomplete due to job position change.

Mobility Management Update October & November 2014

Elisabeth Pietila- Mobility Management Coordinator

Compliance:

I completed the Reasonable Suspicion training that is required of managers. I found this informative. It gave me good tools to recognize the signs that lead up to a reasonable suspicion situation.

The Senior & Disabled Advisory Committee met the 9th. The group had a discussion about our Title VI obligations. I presented a power point to prepare the group for the upcoming grant cycle in which they will act as the STF committee and host a public process for project recommendation of those funds. Robert Shap the chair of that Advisory Committee met and discussed the best way to present this information and prepare the group for their upcoming responsibility. Since we have 3 new members this training is crucial.

Outreach:

I have joined a Veterans task force workgroup out of the VA Hospital in Portland that is identifying veteran's transportation needs and gaps in services. We have had 2 meetings and are compiling resource information. This work group answers to the office of public affairs in the VA healthcare system. I am envisioning a veterans transportation assistance program here in Clatsop County that will screen veteran's transportation needs and fit them into the proper mode of transportation. This will be on a trip to trip basis. I also am making a Veterans Transportation workbook that will be used as a guide for veterans. This work group meets monthly. I will meet via conference call or in person as needed.

I participated in a work session regarding the Senate Bill 21 focusing on the long range service and supports for older adults and persons with disabilities. This work session was hosted by DHS and allowed for the participants to rank the needs of older adults and people with disabilities in Clatsop County in regards to aging in place. We discussed the Governors statewide strategic objectives.

1. To support older adults and persons with disabilities to stay in their homes and communities as they age.
2. To support independence for older adults and persons with disabilities.
3. To serve all people and cultures equitably and in a manner that they choose.

Each of these objectives had a specific strategy and I was able to advocate for transportation as a vital important link to each strategy. This was echoed by the work group. I enjoyed this work session that was Mobility Management focused.

I hosted a Senior Transportation Class at the Transit Center that had 6 participants. These participants were required through the AARP Safe Driver Course and by invitation. We had in class training on transportation services and then completed a bus ride. 5 out of the 6 participants had not used SETD services. One of the participants was Larry Allen the newly elected president of the Astoria Senior Center. He does not drive and resides in Astoria. I was pleased to see him the very next day even in the rain out putting his newly acquired skills to work riding the bus. The next class participants will be gathered from the medical professional community. That class will be scheduled for February.

Transit Center:

We had a total of 12 people use the park and ride spaces at the Transit Center since the last report.

Park & Ride signs and other signage are here and will be installed soon at the Transit Center. Transit Center Lobby floors were waxed and polished. This is regular maintenance.

Transit Center Ticket Counter room carpet was replaced. This was a safety issue with the carpet bunching up and causing a trip hazard for employees.

Northwest Transportation Options:

The statewide Transportation Options topic Plan is now in its public comment period. I am looking forward to commenting on the plan.

I participated in the monthly Drive Less Connect conference call. I also participated in a training that was hosted by ODOT region 2 discussing the reporting process they want to put in place for T.O annual reports. The money that funds Transportation Options in Region 2 comes from the fund that also finances road issues like landslides and rock walls. . This new reporting process will give the region 2 team more information to advance this T.O funding.

We have updated the job description for the Transportation Options position. This is now considered a specialist. It was posted in house and closed Thursday the 11th.

NWTO is set to participate in and Individualized Marketing Campaign hosted and led by ODOT's marketing team. This special project will be focused on the Astoria area. The team will work with T.O staff to create a plan on outreach to the Astoria area in a focused way. The campaign will run in the spring and planning will begin in January. The marketing team will conduct needs assessments, collect data on current T.O offerings and encourage participation by recruiting individuals as well as local stakeholders to change their travel behaviors. This is an awareness campaign. ODOT is funding this Individualized Marketing Campaign.

The Oregon Statewide DLC Challenge was a success for the state. ODOT has renewed the contract to host another challenge in 2015. Our stats are as follows in the Drive Less Connect network.

Active Users 46

Inactive Users 114

New registrants during the Challenge 25

I was selected to serve on the To Go Board. To Go was formed to promote transportation options and balanced transportation systems. To Go's goal is to create greater awareness of transportation options and to provide a format for transportation options professionals and other interested entities or individuals to exchange and distribute information at the local/regional level. Transportation options include but are not limited to: transit (bus & light rail),

car/vanpooling, walking, bicycling, teleworking, use of tele-centers, car sharing, close-to-home commuting, park & rides, creative work schedules, commuter rail, and train.

I met with Doug Pilant in Tillamook to distribute some “Be Seen” materials that ODOT has sent the Transportation Options program as tools to encourage walkers, bicyclists, skateboarders and transit users to be seen in the dark now that our daylight hours are shorter. Doug is focusing on handing out his materials to students who use the Tillamook Transit System for their school commute. SETD has taken advantage of the materials which include handheld lights and bike lights by giving them to riders. Bus drivers are handing them out as they see fit. We will be distributing the Columbia County share of lights to the St. Helens high school and the Columbia County Rider system.

Education

I participated in 2 webinars. Lifts Ramp and Securements was focused on oversize mobility devices and individuals who may not be accommodated on the lift due to weight restrictions. The changes to the ADA in terms of “common” wheelchair definition have changed and we need to stay on top of how we deliver service when this is an issue. I presented a power point at the drivers meeting reviewing this issue as well as PCA’s and service animals. The second webinar I participated in was about leveraging health for transportation options funding. It was informative and interesting. I learned about CDC funding and projects that tie in transportation and health.

The Oregon Transit Conference was informative. I was able to take some information about Veterans pilot programs that ODOT sponsored and applied it towards the visioning of an SETD veterans transportation program.



RIDECARE

11/11/14

RIDECARE manager's report for October

Jason Jones

Quick Hits:

- Attended a Volunteer driver's meeting in Clatskanie. 10/8
- CCO contract review with new Executive Director. 10/10
- Attended CPCCO integration meeting with Jeff. 10/14
- DHS Child Welfare contract signed. 10/15
- Jason met with CPCCO compliance team. 10/15
- Spoke at OTA conference regarding brokerages. 10/21
- Met with OHA in Salem regarding Fee For Service Tri-County clients. 10/27

1. I attended a volunteers driver's meeting in Clatskanie at the first of the month. Many things were discussed but for the most part I reaffirmed how important the program is to Ridecare and how well the Volunteers do the job.
2. I attended a small group meeting with Jeff, Diane and John regarding the Columbia Pacific CCO contract. The main things was to get Jeff up to speed on the particulars seeing as we are in the later stages of negotiations.
3. Jeff and I attended a CPCCO integration meeting in Portland on October 14th. This meeting provided the opportunity to discuss some finer details of the contract and for Jeff to meet the team at Columbia Pacific CCO.
4. Jason and Jeff met with the DHS child welfare folks on October 15th where the contract was signed by Jeff. The contract will now then go through the state's contracts department to be signed and executed. We look to be going live by November 1.
5. I met with the Columbia Pacific integration and compliance team on 10/15 and discussed the issues of Notice of Action letters. These letters are to be written by Ridecare and sent out to clients explaining why rides were denied, No Show warning and a variety of other situations that would warrant correspondences to our clients. We been doing this with the state for a number of years.
6. I had an opportunity to speak at the OTA conference on the 21st regarding brokerage relations with the CCOs. I got to speak on the challenges and the successes of communicating with CCOs. I was a part of a panel that included Gail Boughs from Trimet, Juli Brown from Rogue Valley, Phil Warnock from Cascade West Ride-lines and Kris Lyons from Lane County Transit.

7. Jeff and I attended a meeting in Salem regarding the States request of us to administer NEMT (Non Emergent Medical Transportation) services for the clients that will be left behind when Trimet's medical transportation ceases to operate on January 1.



RIDECARE

11/15/14

RIDECARE manager's report for November

Jason Jones

Quick Hits:

- Continue to hold weekly meetings with Columbia Pacific CCO. 11/4
- Attended the NEMT stakeholder's meeting in Salem with Jeff. 11/6
- Attended the NEMT Broker's meeting in Lincoln City. 11/7
- Met with DHS Child Welfare contract team for final training. 11/11
- Attended Memorial Service for Gerald Will in Tillamook. 11/12
- Finalized the integration details with M2 software company. 11/13
- Jason met with Tim Timmons, a HIPPA specialist. 11/14
- Finalized the proposal to take on the extra trips from Portland. 11/25
- Met with Ken for carpet cleaning quote. 11/28

1. Ridecare continues to hold weekly meetings with the Columbia Pacific Coordinated Care Organization in hopes of ushering in a smooth transition in January. This group focuses mostly on the finer details of the transition.
2. Jason and Jeff attended the quarterly Non-Emergent Medical Transportation stakeholder's meeting in Salem on 11/16. Many items were discussed with most of the conversation surrounding the continued struggles of NEMT integration with CCOs and the issues regarding the void that Trimet's closure will leave behind.
3. Jason attended the Broker's NEMT meeting in Lincoln City where we discussed such topics as scheduling software, call center volume and appropriate staffing, how to handle transportation outside of one's brokerage, continued worries of the Trimet effect and how we could perhaps work together to keep our Scheduling software going.
4. Jason met with DHS staff on 11/11 to finish up the training for the integration of the Child Welfare Non Medical contract. Ridecare will begin executing this contract at the beginning of next week.
5. Jason attended the memorial service for the Volunteer driver tragically killed in a head on collision earlier in the month. The memorial was well attended as many people stood to tell stories of a wonderful individual. Jason spoke on how Gerald was a true professional and one who could lighten any mood by just his presence. He will be missed.
6. Jason and John have met to finalize a plan that will see the M2 dispatching software eventually being uploaded sometime in December. We look forward to be working with this software by the beginning of the year.
7. Jason met with a HIPPA (Health Insurance Portability and Accountability Act) specialist named Tim Timmons. Mr. Timmons will train and equip us to be correctly HIPPA trained. This training is required by our CPCCO and will only take one day in December to complete. December 4th will be the day that Ridecare will have a training session going. Jason has invited all SETD leadership to attend.
8. On 11/25 Jeff sent off the final proposal to OHA in hopes of securing the contract to take care of the Portland Tri-county Fee For Service clients.



RIDECARE

9. Met with Ken from carpet care on 11/28 so that he could measure our building to provide us a quote to deep clean the carpets.

Phones and Computers

Admin

- Tami, as our new HR, has taken possession of Lori's computer and files.
- Mary has moved into her new computer.
- We have a new copier in Astoria. It is connected to all of our computers in Astoria so everyone in Astoria can print to it. It is a color copier which also acts as a color printer. We should save money printing to copier compared to our other printers.

Mobility

- There were a few situations at the transit center that required us to look at the video at Astoria. The current video system is starting to show its age and is not user friendly. We hope that we can get a video system like the one we have in Warrenton soon.

RideCare

- Julia and I are continuing to track the reimbursed rides and from December 2013, we have been reimbursed for 97% of the rides. We are continuing to investigate the unpaid rides
- We need to update RideCare's OBSS software to be ready for the transition to the CCOs. The software programmer is working on a final update to the software and we hope to have the update done in the next few weeks.
- We updated Jason's phone. Jason's phone was getting old and the battery wasn't lasting very long.

OPS

- We purchased a new computer for the Paratransit Supervisor to use when he or she is hired.

Maps, Schedules and Website

- Nothing New

Conferences and Training

- Nothing New

Other

- I'm in the process of moving my office to Astoria.



SUNSET EMPIRE TRANSPORTATION DISTRICT
900 Marine Drive Astoria, Oregon 97103

Rider Report
October 2014

“The Bus” (Fixed Route) Highlights:

- **17,168** people used fixed routes in October for an average of **553.8** riders per day.
- **33.5 % decrease** in average passengers who rode fixed routes per day from last month (832.4 to 553.8)
- **6 % increase** in average passengers who rode fixed routes per day from last October (522.6 to 553.8)
- **14.8 people per hour**, on average, got on any fixed route at any time that “The Bus” runs in October. **19.1 % decrease** (18.3 to 14.8) from last month and an **8 % decrease** (13.7 to 14.8) from last October.
- **\$4.01 per rider** is the estimate cost per person riding fixed route in October.

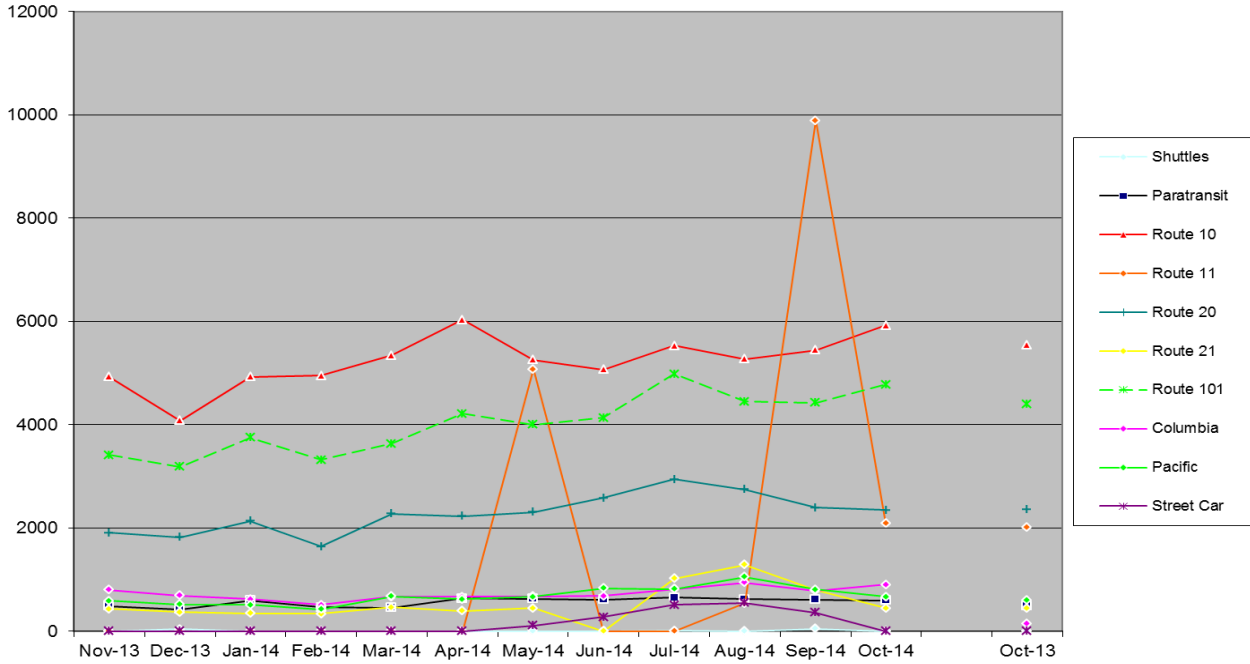
RideAssist Highlights:

- **595** people used RideAssist in October for an average of **25.9** riders per day.
- **7.2 % decrease** in average RideAssist passengers per day from last month (27.9 to 25.9)
- **21 % increase** in average RideAssist passengers per day from last October (21.4 to 25.9)
- **\$30.61 per rider** is the estimated cost per person riding RideAssist in October.
- **6.4 % increase** in all ADA Paratransit rides from last month (372 to 396)
- **36.1 % increase** in all ADA Paratransit rides from last October (291 to 396)

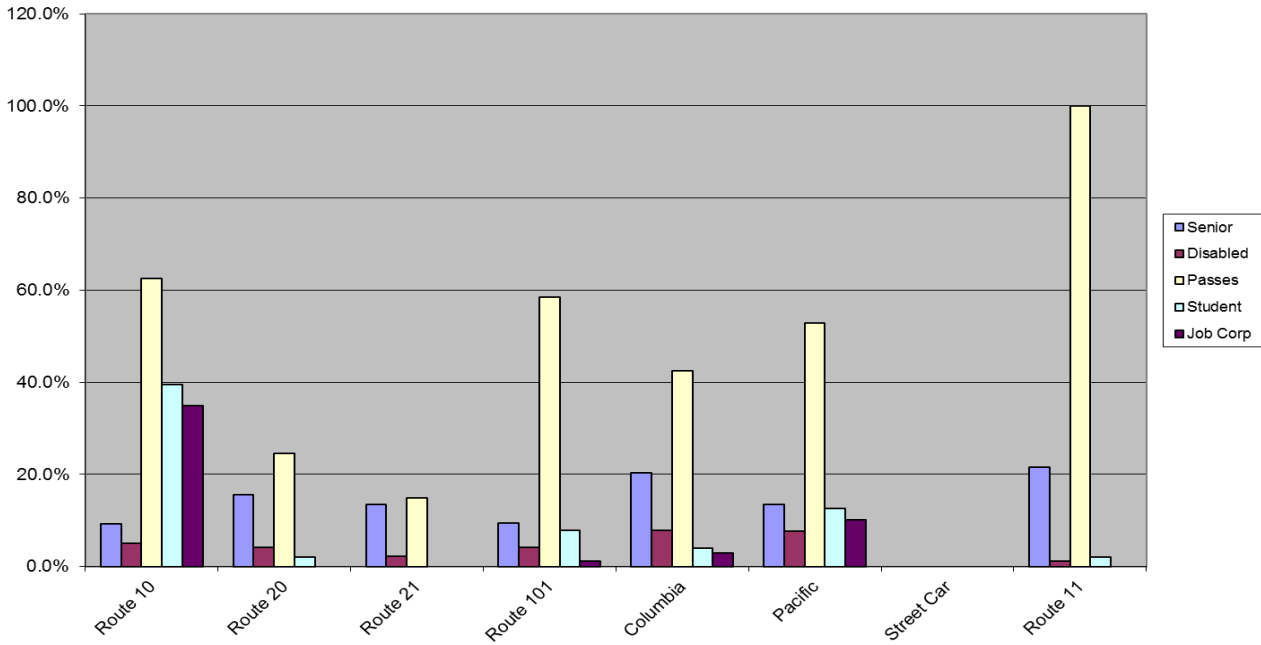
System Highlights:

- **17,763** people used Sunset Transportation Services in October for an average of **573** riders per day.
- **32.8 % decrease** in all average passengers per day from last month (852.8 to 573).
- **6.4 % increase** in all average passengers per day from last October (538.5 to 573)
- **11.1% decrease** in average fuel cost from last October (\$.36 to \$.32).
- **\$4.90 per rider** is the estimated cost per person riding on SETD.
- **46.1 % decrease** in the ratio of elderly/disabled riders from last month (31.39 % to 16.91 %)
- **21.5 % decrease** in the ratio of elderly/disabled riders from last October (21.55 % to 16.91 %)

SETD Rides



Rider Breakdown by Route



Sunset Empire Transportation District

Marketing/Outreach Report

November- December 2014

Mary Parker

CLEAN AND SHINY- We always want to look our best so we have taken some great leaps forward in that arena. We have had all of the carpets cleaned at the Transit Center, both Operations and RideCare buildings were power washed and the gutters cleaned, Transit Center lobby floor has been stripped and waxed, new carpet has been installed in the Transit Center Office and this week all of our bus shelters have been power washed!

DIAL-A- RIDE- We have launched the new Dial A Ride service and began marketing mid-November 14th. The feedback has been great...people know that name and know what the service is and they are glad that it is back. Two press releases have been published and the several ads were placed in the newspapers and on the radio so there was a consistent marketing message making contact through the media for about 6 weeks. Operations will track stats from each Dial A Ride call received so that we can evaluate what type of outreach or marketing is most effective. Dial A Ride brochures and flyers have been distributed to all churches and markets/stores in each of the service areas. This also includes deliveries to Senior and Disability services in Warrenton, Fred Meyer, the Astoria Senior Center and CMH Clinic in Warrenton. A large e-mail blast with a printable flyer attached was sent out by Jeff and Lis to all of the service agencies and other connections in the county as well. More ongoing marketing is planned including appearing at the senior lunches in Warrenton and Astoria.

HOLIDAY EVENTS- We have been busy getting out press releases, ads, flyers and public announcements about our Thanksgiving closure, the annual Canned Food Drive, SETD Holiday Party, Christmas Day closure and New Year's Day closure. Really appreciate how the local media helps us get the word out in public announcements and press releases!

FACEBOOK- I have been posting more and more announcements and messages about SETD on our Facebook page. This is one of the best ways to communicate with the public and it is basically free. Please like or share or comment on our SETD Facebook site to help reach more contacts. Thank you!

WEBSITE- We have also been making sure we post all of our current Holiday Events and closures on the web as well as Dial A Ride and other route information. We will be working on the website in the next month to make it more user friendly in many areas.

SOUTH COUNTY- We have been wanting to have an office or presence in South County for a long time. There are a lot of outreach, education, marketing and connections that we can develop in South County. I had been watching a space at the Outlet mall that was near our bus shelter for quite a while so recently called to see what the rent would be. It had been rented but Stacie the Outlet mall manager had more ideas about a unique space available with access

to the sidewalk and highway 101 visibility right at the front of the mall next to several shops and Nike. The space is in the tall lighthouse looking building. Jeff has gone and met with Stacie and looked at the office space and it sounds like we are going to move ahead with this great opportunity.

Happy Holidays to All!