



Sunset Empire Transportation District

BOARD OF COMMISSIONERS

SPECIAL MEETING AGENDA

MONDAY JANUARY 12, 2015

9:00 AM- 12 NOON

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. PROPOSAL TO CHANGE JANUARY 22ND BOARD MEETING TO JANUARY 29TH.
6. BOARD/TEAM STRATEGIC PRIORITIES

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.

Sunset Empire Transportation District 2015-17 Strategic Priorities

Sunset Empire Transportation District is dedicated to providing *safe, reliable, relevant and sustainable transportation services to Clatsop County with professionalism, integrity, and courtesy.*

In the next biennium the leadership team intends to do this by focusing on actions that:

1. Increase the number of rides on SETD's fixed routes by 15% per year and reduces the need for more costly supplemental services.
2. Resume Dial-A-Ride ridership to levels similar to its operations ending in 2010.
3. Sustain RideCare as a cost-effective means to deliver quality NEMT brokerage services.

How we propose to get there:

1. Improve Customer Satisfaction

- ✓ All riders to receive a friendly greeting every time they step on the bus.
- ✓ Bus stops to be more visible to the drivers.
- ✓ All shelters to be lit.
- ✓ Ride quality and bus safety maintained and/or enhanced so buses drive smoothly, and are less noisy for riders.
- ✓ Deliver timely and relevant information to current and potential riders
- ✓ Systematic customer service monitoring
 - SIPS
 - Regular surveys
 - On-bus communication feedback loop campaign, e.g., Let us know how were doing? Email@ridethebus.org or call 503-861-0657

2. Increase and Enhance Services and Outreach

- ✓ Dial-A-Ride: Expand the service area to include all of Clatsop County.
- ✓ Fixed: Improve the intercity Columbia connector route so it is more relevant to riders and establish a strong education campaign to promote it.
- ✓ Fixed: Increase the frequency of the 101 route to be more relevant to the riders.
- ✓ Fixed: Better serve Warrenton through new routes that offer increased frequency.
- ✓ RideCare: Shuttle service for NEMTS to Longview and Portland.
- ✓ All Services: Establish a Micro Transit Center in Seaside.
- ✓ All Services: Deliver regularly scheduled, targeted training program for individuals and local service organizations.

- ✓ All Services: Improve the way resources and information is delivered through our one-stop information hubs.
- ✓ All Services: Design targeted initiatives for
 - Veterans
 - Seniors
 - Persons with Disabilities
 - Millennials
 - Commuters

3. Improve Public Awareness of SETD and how it is meeting its Mission.

- ✓ SETD to increase its relevancy to, participation in and engagement with public organizations and community leaders. Especially as it relates to transportation needs and community economic development growth strategies.
 - Board members to identify initiatives and/or organization they can participate in on a regular basis.
 - Leadership team to write an engagement plan identifying priority areas, interests and organizations.
 - Director to devote his time to effective relationship building activities that yield tangible outcomes.
- ✓ Design and implement an effective social media campaign.

4. Improve Facilities

- ✓ Keep it Clean. All facilities, including shelters will be routinely clean and free of unnecessary storage and clutter.
- ✓ Facility improvement and maintenance plan to be written and implemented.
- ✓ Shelter placement and improvement plan to be written and implemented contingent on an accessibility assessment.
- ✓ RideCare facility to be assessed for expansion needs in step with service growth.

5. Improve Communication/Tech Systems

- ✓ Communications: Website enhancement—Phase II
 - Achieve better functionality
 - Deliver a robust trip planning system
 - Real-time bus tracking information presented in a useful way to riders
 - Quality interface for community input

- ✓ Communications: Build/design relevant apps—Phase I

- ✓ Efficiencies: Provide an electronic ticket/scanning system and computerized fare box—Phase I
- ✓ Efficiencies/Security: Implement a stable and expandable computer/communications network for the entire District
- ✓ On-board Bus
 - Wi-Fi Service
 - Install counters for better accuracy in counting ridership
 - Parking/Reverse Cameras on all buses
 - Flat screens to feed updates/announcements
 - A/C plug ins
- ✓ At the Transit Center (TC) and Micro Transit Center(s)
 - LCD reader boards to communicate schedules, updates, and announcements
 - Rapid A/C charging stations for electronics charging.
 - Update the security system at the TC.
 - Upgrade the TC conference room communications system to better support conference calling and presentation options.

6. Provide stable and steady administrative support.

- ✓ Manage finances and cash flow to achieve the District's goals in a manner that does not require the District to take on unnecessary additional debt.
- ✓ Identify alternative revenue sources, such as advertising and competitive grants to further support the District's goals.
- ✓ Provide the most cost effective options for employee travel.
- ✓ Make necessary adjustments to build a diversified employee base and improve employee retention rates.
- ✓ Provide continued staff development and training in areas that improve public servitude, customer satisfaction, safety, compliance, and operational efficiencies.