

**Coordinating Committee Meeting**

August 11, 2017

Tillamook County Transportation District3600 3rd St

Tillamook, OR

10:00 am—3:00 pm

Agenda

10:00— 10:15a	1. Introductions. Welcome to Guests 2. Consent Calendar (Action Items) <ul style="list-style-type: none"> ✚ July 14, 2017 Meeting Minutes (attached) ✚ July 2017 Financial Report ✚ Ridership Tracking (July 2017) 	Doug Pilent
10:15— 10:30a	3. STIP Transit Access Study	Ken Shonkwiler
10:30— 11:00a	4. Website Update (Report attached)	Thomas Craig
11:00— 11:30a	5. Connector Website Eclipse Communication? Discussion—Add a system communication to the website?	Doug/All
11:30— 12:00p	6. Oregon Tourism Grant Opportunity (attached)	Mary M/All
12:00	7. Lunch	
1:00— 2:30p	8. NWOTA Standing Items <ul style="list-style-type: none"> ✚ Marketing/Groupon Promotion ✚ NWOTA Meeting Schedule (revised draft attached) ✚ Management Plan Action Items Update/2017 NWACT Work Plan (revised draft attached) ✚ Driver Training Update 	Doug/All
2:30— 3:00p	9. Member Updates	All

Attachments:

July 14, 2017 Meeting Minutes
 Website Update Report
 Oregon Tourism Grant Opportunity

Revised NWOTA Meeting Schedule
 Management Plan Action Items/NWOTA Work Plan

NWOTA meetings are open to the public and accommodations will be provided to persons with disabilities. If a sign language interpreter is needed, please call Mary McArthur at 503.228.5565 at least 48 hours prior to the meeting.

NW Oregon Transit Alliance (NWOTA)
Coordinating Committee **Annual** Meeting Minutes (Teleconference)
July 14, 2017
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees called in:
 - Cynda Bruce—Lincoln County Transit
 - Jeff Hazen—Sunset Empire Transportation District
 - Lee Lazaro—Benton County Transportation
 - Doug Pilant—Tillamook County Transportation District
 - Michael Ray—Columbia County Rider
 - Thomas Craig —Trillium Solutions
 - Ken Shonkwiler—ODOT
2. Consent Calendar Approved Unanimously approved. (LL/JH)
 - ✚ June 9, 2017 Meeting Minutes
 - ✚ June 2017 Financial Report—Some reimbursements are still to come in reimbursing for marketing costs and NWOTA's updated website.
 - ✚ June 2017 Ridership Tracking—Report was handed out and reviewed.
3. Election of Officers

Voting was unanimous for each of the following officers:

 - ✚ Chair—Doug Pilant (JH/LL)
 - ✚ Vice-Chair—Cynda Bruce (LL/JH)
 - ✚ Secretary Treasurer—Michael Ray (JH/LL)
4. NWOTA Standing Items
 - ✚ STIP Transit Access Study—Ken reported that contracting is still going through the Oregon Department of Justice's Office. All concurred with Ken's suggestion to have the consultant meet with the consultant at NWOTA's next in-person meeting.
 - ✚ Marketing/Advertising—The Connector ads are continuing to run throughout the Summer. Because no funds were awarded for marketing next biennium, NW Connector plans for future marketing are on hold until budget balances are finalized.
 - ✚ Groupon Promotion—Jeff went over the numbers associated with promotions. The group concurred that for now, any revenues would just go into NWOTA's budget.
 - ✚ Website—Thomas reviewed some of the group's outstanding questions, and described how to address them through the website interface.
 - ✚ HB 2017 (Oregon Transportation Package passed in the 2017 Legislative session)—Overview of the Public Transit component of the bill:

The measure provides statewide funding for public transportation service. It establishes a payroll tax of one-tenth of one percent on wages paid to employees. Proceeds from the payroll tax will be deposited in the Statewide Transportation Improvement Fund. Ninety percent the Fund will be distributed to counties without a mass transit district or transportation district, mass transit districts, transportation districts, and federally recognized tribes. Five percent will support a competitive grant program established by the commission, four percent to improve public transportation services between two or more communities, and one percent to support a technical resource center at ODOT for rural areas. To be eligible to receive distributions under this program, entities must submit a public transportation improvement plan to the commission. Distributions from the fund are to be used to: increase the frequency of bus service to communities with a high percentage of low-income households, purchase

buses powered by natural gas or electricity, reduce fares in communities with a high percentage of low-income households, and expand bus routes and services to reach communities with a high percentage of low-income households. The funds may not be used for light rail. In summary:

- One-tenth of 1 percent employee paid payroll tax created.
- Statewide Transportation Improvement Fund created to finance public transit improvements, excluding light rail.
- Four percent of funds dedicated to intercity public transit.
- Safe Routes to School matching grant program created under auspices of OTC.
- Cash match of 40 percent required.
- For use on projects within one-quarter mile of pre-K, K, 1-8 grades, or K-12 facilities

✚ Driver Training—Cathy Bond will reach out individually to each partner to set up a schedule to start the training.

✚ NWOTA Work Plan—Management Plan: Benton County will be getting their Coordinated Plan approved first, and then take the NWOTA Management Plan for staff review in September, with Commission approval in October. There was a consensus that partners would get the Management Plan approved by their respective commissions before going back to work on NWOTA's IGA and Bylaws.

5. Member Updates

✚ Sunset Empire Transportation District—Jeff asked if all meetings in the future could be face-to-face because of the improved communication. The group agreed, and Mary will send out a revised schedule.

✚ Transit During the Eclipse—Partners are still working out details and will need to coordinate. Even those districts not in the eclipse swath will be impacted by the traffic congestion.

Next Meeting: August 11, 2017. In-person.

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

Thomas Craig <thomas@trilliumtransit.com>

8/2/2017 1:47 PM

Re: Website Project

To Doug Pilant <dpilant@tillamookbus.com> Copy Mary MacArthur <mbmcarthur@comcast.net>

Hi Doug!

I don't have a gantt chart prepped, but could put one together if you needed an official status report to deliver to ODOT.

Brief report:

- our progress is approximately commensurate with our billing: I'll send an invoice shortly that will bring us up to about 85k billed, or about 75% of project budget, and overall, I think that's about where we are in the grand scheme of things.
- The bulk of the work remaining is the finalization of the template. We started full-force on this last Monday, and will do about half of the remaining work this month, I suspect. Around the end of this month, I'll schedule a meeting with ODOT and a representative of the NWOTA board (probably just one of you two, I don't think it's necessary to have the full NWOTA board participate) to discuss where we are with the template, and our precise plan for finalizing.
- Other minor deliverables remain:
 - reservations research/white paper: Lee has asked some questions about this, but I haven't heard much from other members of the group, so haven't pushed to high priority yet. Preparatory research has been done. We could push forward on it immediately if it's urgent.
 - short memo summarizing our marketing content approach, suggestions for future, and consulting on your needs for trip-ideas-based marketing: the core of the marketing deliverable was the creation of the trip ideas, but there's more to do here to synthesize this knowledge, and we plan to discuss ongoing management of this content with the NWOTA board and help you define responsibilities/lay out a process.
 - Support documentation for the website: Holly should be finishing this up this week.

I'm happy to follow up with a phone call. Let me know what time would be best for you and I'll give you a ring.

Best,

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Thomas Craig
General Manager
Trillium Solutions, Inc.
www.trilliumtransit.com
Portland, Oregon
(503) 567-8422 ext. 4

On Tue, Aug 1, 2017 at 7:24 AM, Doug Pilant <dpilant@tillamookbus.com> wrote:

Hi Thomas,

I was wondering if you were keeping a matrix/gantt chart that illustrates the progress and expenses of the NWOTA website project activities? Are we nearing 100% completion?

Thanks,

I. PROGRAM INTENT

TRAVEL OREGON'S MISSION AND GRANTS PROGRAM KEY INITIATIVES

The mission of Travel Oregon is: “A better life for Oregonians through strong, sustainable local economies.” Travel Oregon has established a program to make grant awards “to eligible applicants for projects that contribute to the development and improvement of communities throughout the state by means of the enhancement, expansion and promotion of the visitor industry.”

Small Grant Program applicants may apply for grants of up to \$20,000 per project and may apply for no more than two projects in the same cycle (up to six cycles may be opened during the year). Each project requires its own application. Applications will be accepted and awarded up to six times per year. Applicants must demonstrate at least a 10% cash match.

PROGRAM KEY INITIATIVES

Applicants will need to identify in your application which of the following key initiatives your project aligns with (Projects that do not align with at least one of the initiatives below will be ineligible for funding)

1. Maximize the economic return on public and private investments in Oregon
2. Drive year-round destination-oriented travel from Oregon’s key domestic and international markets¹ by aligning and optimizing local opportunities
3. Develop destination-based products that are in concert with Oregon’s natural environment, support the stewardship of the state’s resources and its rich history
4. Provide strategic industry professional development and training opportunities

INVOLVING YOUR REGIONAL DESTINATION MANAGEMENT ORGANIZATION (RDMO)

Travel Oregon has identified seven (7) regions within the state through the Regional Cooperative Tourism Program.²

Applicants are strongly encouraged to contact their local Destination Management Organization (DMO)³ and Regional Destination Management Organization (RDMO)⁴ about the grant project idea and request letters of support to enhance their overall application. For-profit entities are required to show support for their project idea from their local DMO or RDMO.

¹ Read more about Travel Oregon’s domestic and international target markets, <http://industry.traveloregon.com/industry-resources/oregons-target-markets/>

² Read more about the Regional Cooperative Tourism Program, including the marketing plans for each region, Industry.TravelOregon.com/RCTP

³ For more information about DMOs, visit industry.traveloregon.com/industry-resources/destination-marketing-resources/destination-marketing-organizations/

⁴ For more information about RDMOs, visit Industry.TravelOregon.com/RDMO

II. ELIGIBILITY

ENTITY ELIGIBILITY

Eligible applicants include those listed below that are *doing business* in Oregon and can demonstrate direct work in support of improving the economic impacts of Oregon's travel and tourism industry:

- Local government
- Port districts
- Federally recognized Tribes
- Non-profit entities
- For-profit entities may apply for sales type grants only. Eligibility will be based on evidence of local destination marketing organization or regional destination management organization support. **Letters of support will meet this requirement.*

ENTITY INELIGIBILITY

Ineligible applicants include those listed below:

- Entities that have a bankruptcy or other financial corruption within the past five years
- Entities that fail to fulfill past grant award requirements within past three years (includes: project completion, submission of required grant reporting, proper use of grant funds)
- For-profit entities requesting a sales type grant without written letter(s) of support from local destination marketing organization or regional destination management organization

PROJECT ELIGIBILITY

Eligible projects or initiatives must be new⁵ and must provide for the improvement or expansion of the tourism economy in Oregon.

Project should create an enhancement to the visitor experience in Oregon and is intended to increase the likelihood of visitation from 50 miles outside the local area. Though it is not a requirement, ideally, the project will lead to an increase of overnight stays in local lodging facilities. Partnerships with tourism entities and businesses, economic development and/or government entities are looked upon favorably and strengthen an application.

⁵ Initiatives or components that have never been undertaken and will provide significant enhancements or improvements to Oregon's travel and tourism industry.

Preference will be given to projects that enhance the community or region.

All projects must fall within one of these four project types:

SALES

NOTE: If you are new to international marketing or have never worked with global or domestic packaged travel tour operators, it is recommended that you connect with your RDMO or Travel Oregon before applying for some Sales type grants.

- Event and tradeshow participation
- Tradeshow related production or shipping
- Event hosting or sponsorship fees
- Event bid fees
- Familiarization tour support
- Tour operator support
- International visitor trainings⁶
- Receptive-trade related trainings⁷

MARKETING

- Content development
- Print collateral
- Broadcast media
- Website optimization
- Branding development
- Visitor/Consumer outreach

INDUSTRY SERVICES

- Technical assistance, including: Grant writers and consulting services
- Professional development
- Conference or training registration
- Visitor center improvements (excludes structural improvements)

DEVELOPMENT

- Community-based trainings
- Strategic planning
- Feasibility studies – Research studies
- Visitor access improvement
- Mapping
- Wayfinding signage design or construction
- Visitor amenities or infrastructure development⁸

INELIGIBLE PROJECTS AND ACTIVITIES

The following activities are **not** eligible for grants:

- Activities that are not new efforts, initiatives or offerings
- Mobile app development
- Costs of staff or consultant salaries, mileage or associated fees that are *already* budgeted to execute a particular area of work within an entity.
- Projects that emphasize private profitability and/or investments that could be considered a regular cost of doing business
- Deferred, regular or ongoing maintenance and upkeep
- Cannabis or tobacco tourism-related projects

⁶ International visitor trainings are encouraged for any applicant but especially those who are new to the international market and considering a sales type project.

⁷ Receptive-trade related trainings are encouraged for any applicant but especially those who are new to the international market and considering a sales type project.

⁸ Applications for construction projects must include plan drawings and approval from permitting authorities if required locally.

III. DEVELOPING A STRONG APPLICATION

PREFERENCE

Applications should be clearly written and present a strong case for support. Preferences identified that will enhance a grant application's competitiveness include:

- Project goals that align with regional and/or local objectives
- Projects that address a need in the tourism industry and shows potential to generate significant regional and/or local impact
- Community support is evident both through local cash or in-kind match contributors and support letters
- Applying entity has a track record of effective work, evident through strong support letters
- Good planning is evident in the project timeline, budget and sustainability
- Plans for evaluating impact are clear, appropriate and achievable
- Projects that promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)
- Projects that showcase a public/private partnership with Oregon-based small businesses

PROJECT BUDGET

The grant project budget must be submitted using the Excel template provided by Travel Oregon⁹. Grant recipients are required to keep the project budget updated throughout the lifetime of the grant, unless the project is for professional development training (see Section V. for more information on reporting requirements). A final budget, including documentation for expenses incurred, will be a required upload in the Grant Accomplishment Report.

MATCHING FUNDS

Grant applicants must provide a minimum of 10% cash match of the total amount awarded. Additional match above the required 10% cash match will enhance your overall application.

Travel Oregon funds may not be used as matching funds for any grant application submitted by the recipient of those Travel Oregon funds.

SIGNAGE

Grant projects that involve signage of any kind require approval letters from each organization or entity involved in permitting or approving signage installation. Evidence of approval must be on official letterhead and be included with any other support letters when submitting the application.

Applications will not be considered unless evidence of approval have been submitted.

⁹ [Download the Grants Project Budget](#)

NW OREGON TRANSIT ALLIANCE MEETING SCHEDULE 2017

Meetings are held the **2nd Friday** of the month

January	January 13 th	9:00am—12:00pm	Teleconference
February	February 10 th	10:00am—3:00pm	Tillamook County
March	March 10 th	9:00am—12:00pm	Teleconference
April	April 14 th	10:00am—3:00pm	Tillamook County
May	May 12 th	9:00am—12:00pm	Teleconference
June	June 9 th	10:00am—3:00pm	Tillamook County
July	July 14 th	9:00am—12:00pm	Teleconference
August	August 11 th	10:00am—3:00pm	Tillamook County
September	September 8 th	9:00am—12:00pm	Tillamook County
October	October 13 th	10:00am—3:00pm	Tillamook County
November	November 3 rd *	9:00am—12:00pm	Tillamook County
December	December 8 th	10:00am—3:00pm	Tillamook County

* November 10th is Veterans Day

