



Sunset Empire Transportation District

BOARD OF COMMISSIONERS

BOARD WORKSHOP

THURSDAY SEPTEMBER 24, 2015

9:00 AM

Astoria Transit Center, 900 Marine Drive Astoria, OR

AGENDA:

1. SPECIAL DISTRICTS ASSOCIATION OF OREGON- BOARD BEST PRACTICES ASSESSMENT



Sunset Empire Transportation District

BOARD OF COMMISSIONERS

BOARD MEETING AGENDA

THURSDAY SEPTEMBER 24, 2015

10:45 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 AUGUST 2015 MEETING MINUTES
6. REPORTS FROM CHAIR AND COMMISSIONERS
7. FINANCIAL REPORTS
8. OLD BUSINESS
 - a. Title VI
9. NEW BUSINESS
 - a. State Lands Community Coalition Presentation- Colin Cochran
10. CORRESPONDENCE
11. EXECUTIVE DIRECTOR REPORT
12. LEADERSHIP TEAM REPORT
13. PUBLIC COMMENT (3 minute limit)
14. OTHER ITEMS



**BOARD OF COMMISSIONERS
MEETING MINUTES
July 23 August 27, 2015**

1. CALL TO ORDER- Chair Kathy Kleczek called the meeting to order at 9:00 AM.
2. ROLL CALL:
Present: Chair Kathy Kleczek, Commissioner Kevin Widener, Commissioner Rae Goforth, Commissioner Paul Lewicki and Commissioner Carol Gearin.
Excused: Commissioner Mitch Mitchum and Commissioner Tracy MacDonald

Staff Present: Executive Director, Jeff Hazen, Executive Assistant Mary Parker, HR Officer Tami Carlson, RideAssist Coordinator Carol Penuel, IS/Transit Center Manager John Layton, Mobility Coordinator Lis Pietila, Transportation Options Shasia Fry and IT Manager Konnor Claborn.
3. CHANGES TO AGENDA- Swearing in of Carol Gearin was added.
4. SWEARING IN OF COMMISSIONER- Chair Kleczek asked that Carol Gearin stand and take the oath of office as Sunset Empire Transportation District Commissioner. Commissioner Carol Gearin was sworn in and congratulated.
5. PUBLIC COMMENT- None
6. APPROVAL OF THE JULY 2015 BOARD MEETING MINUTES- Chair Kleczek said she had received a concern about the draft minutes being corrected prior to the Board Meeting and asked that Mary be given clear guidelines on this. There was discussion with Board agreement that draft minutes will be sent out to the Board a week following the Board Meeting. Mary will highlight any changes made to the original draft and place this in the Board packs. Final review and changes will be made at Board meeting.
Commissioner Goforth moved to approve the corrected July 2015 Board Minutes
Commissioner Widener seconded the motion
Motion passed by unanimous aye vote by all commissioners present
7. REPORTS FROM CHAIR AND COMMISSIONERS:
Commissioner Goforth-Reported she had attended the Ridecare Advisory Board meeting which Jason has also discussed in his report and they are looking for two people to serve on the Advisory Board. The Ridecare contracts are going out to providers and it was a good meeting.
Commissioner Lewicki- Nothing to report
Commissioner Widener- Nothing to report
Commissioner Gearin- Nothing to report
Chair Kleczek- Reported that she has noticed that the buses that are out on the road have a significant amount of riders on them.
8. FINANCIAL REPORTS: Executive Director Hazen introduced Al Hernandez, the District's new Financial Officer and asked Al to tell the Board a little about himself. Al became a Certified Public Accountant while living in California. He worked in the Latin music industry for many years while living in Florida and then moved back to California working for the City of Guadalupe and then working for another small community as the Finance Director and then the Administrator. Al enjoys being active in the community and started a very popular free pictures with Santa program. He and his wife traveled to Portland to visit their son and drove to the coast and really liked it and decided to try and move here sooner or later and is very happy to be here.

Executive Director Hazen apologized and said there had been many problems with the computers so the budget is not included in the Board Pack. Chair Kleczek said that personally she thought that if we do not have the comparisons for one meeting we could work with what we have and thanked Diane and Konnor for their efforts and hoped that we will have backup systems in place so that this is not a regular occurrence. Commissioner Lewicki commented that he agreed with Chair Kleczek and also asked if the problem has been corrected and the data is now where it should be. Executive Director Hazen said yes it is. Executive Director Hazen said Diane reported that the loan interest and principle are flipped and there will be a change in the account summary description to separate out the General Fund balances and the LGIP account. There were several questions for clarification of expenses and accounts payable. There was one correction on the balance sheet under 2810 long term liability that should have said due from SETD and not due to SETD. Al said it will be corrected.

Commissioner Gearin moved to accept the July 2015 Financial Report as presented

Commissioner Widener seconded the motion

Motion passed by unanimous aye vote of all commissioners present

9. OLD BUSINESS-

10. NEW BUSINESS-

- a. Generator-Bids were presented for the installation of a generator at the Warrenton offices. Wadsworth Electric \$45,477, Clatsop Electric \$29,050 and Borland Electric \$29,119.17 were presented. Board members discussed their concerns of the bid process and that specifications were not presented to each contractor. There were also concerns about the thresholds required for an RFP. The Board recommended staff review what state contract requirements are required and that each contractor have the same specifications list to bid on.

- b. CPCCO Contract Amendment- Executive Director Hazen explained that it was known that the original contract signed last January had several things Jeaneyse wanted rewritten. Monica from the CPCCO has worked on and Jeaneyse has approved the amended draft presented. Executive Director Hazen said the CPCCO had originally presented a boiler plate contract which we signed off on knowing the attorneys would be clarifying and amending the original contract at some point.

Commissioner Lewicki moved to accept the Amendment to the CPCCO contract

Commissioner Gearin seconded the motion

Motion passed by unanimous aye vote of all commissioners present

- c. Outreach Plan- Executive Director Hazen said the Outreach and Tech Plan were given to him as goals last year. He broke down the Outreach report by departments showing what each is responsible for and to show what we are doing and the outreach we need to do. Executive Director Hazen asked for Board feedback. Chair Lewicki said this is quite satisfactory for the first plan. Chair Kleczek asked for more information on the Safe Routes to School program. Shasia explained that the Warrenton School has been chosen as the first targeted school in the area. The Safe Routes to School Coordinator has contacted her and they will be guiding parents and starting the program and then move on to other schools. Chair Kleczek recommended that since we are a county wide organization and this is a plan in a public document it should be worded to say that Warrenton is a starting point and our plan is to also develop the same program in other schools in the county as well. Commissioner Goforth suggested just adding the word pilot to this information. Chair Kleczek said the Board gives their consensus to the Outreach Plan.

- d. Technology Plan- Executive Director Hazen said this plan is short since the tech plan started last year due to the critical things that needed to be taken care of. This plan will constantly be updated due to new technology. Executive Director Hazen also reported that the new website will be a big change, the cost will be a big factor and the new telecommunication system is currently being installed and will be operational next week. Executive Director Hazen also said that Konner is working on an inventory management program to track and plan what needs to be changed out each year and help with budgeting. Chair Kleczek suggested that including a time table in the tech plan would help the Board. Konner said he has written several policies that he and Jeff are currently working on which define the action plans on those cycles. Chair Kleczek said the Board gives consensus on the Technology Plan.
- e. Title VI Plan- Executive Director Hazen said that this plan is required by the Federal Government and has several different components which Lis has put together. Lis added that there has been a lot of guidance from ODOT on this document and our document looks very similar to other plans around the state because each section is prescribed and the only difference would be what is added above and beyond what district might do. There was discussion about the requirement to include “Spanish speaking preferred” in job postings and the possibility that someone might not apply because they do not speak Spanish but if the application said Spanish speaking a plus it might be better. Lis explained that preferred means a skill not a person and Spanish is preferred because we want to speak to our LEP community. It is not required when advertising for a position but it is reaching out to people when advertising for a position. Chair Kleczek asked if gender identity should be added to the opening statement. There was Board discussion about correct terminology and the Board requested that Tami and Lis look into this and bring their findings to the next Board meeting. Chair Kleczek requested a change on the bottom of page 3 to read: SETD employment of Spanish speaking staff who will “translate, interpret or communicate in person or interpret and communicate over the phone.” Chair Kleczek also asked how race information was acquired for the Senior and Disabled Committee list. Lis said that this was self-declared by each member. Chair Kleczek asked about the statement on page 21 that says that SETD networking with local human services organizations and the local Community College that provide services to LEP individuals and seek opportunities to provide information on SETD programs and services. Chair Kleczek asked if this was being done. Executive Director Hazen said it is not being done but it is part of the outreach plan. Chair Kleczek asked if we are providing group travel training to LEP persons with the assistance of bilingual volunteers. Executive Director Hazen said we will be doing that. Commissioner Widener noted that on page 21 needs to be changed as it says that “SETD will add language that Spanish speaking is a plus, on any staff and bus driver recruitment posters”. Chair Kleczek said the Board consensus is to have Lis and Tami check on terminology discussed and bring that information back to the next Board meeting.
- f. Best Practices Assessment Schedule- Mary reported that Rob from SDAO has asked that the Board Best Practices Assessment be scheduled before the Board meeting in September. Mary read Rob’s email saying that he wanted to make sure that the Board understands that this is a 90 minute facilitated discussion with the Board about their strengths and weaknesses in six key performance areas with a rating of each along with their explanatory comments. Within a week following the assessment the Board will receive a written summary. There was discussion about whether the assessment would be open to the public and part of the regular meeting. It was decided that the Best Practices Assessment would be a Work Session and the regular Board meeting would follow after a 15 minute break.

- g. November/December Board Meeting- Chair Lewicki suggested and the Board not have a meeting in November and have a combined Board meeting on December 10th.

- 11. CORRESPONDENCE- Executive Director Hazen read a complimentary card sent in from a rider about how exceptional Denny is as a driver.
- 12. EXECUTIVE DIRECTOR REPORT- Executive Director Hazen asked for any feedback about his self-evaluation. Chair Kleczek commented that she thought that Jeff gave himself an unfair low score about acquiring grants and that even though the grant was not received it did not mean that you were not out there trying. The effort counts for something. Commissioner Gearin said she agreed with Chair Kleczek. Commissioner Lewicki also said that compensation may be affected by this low score and asked if the Board should request that he change this. Executive Director Hazen said they did not need to change it because of the formal evaluation that will be done at the end of the year.

Special Transportation Improvement Plan- Plans need to be turned in by August 24th. Executive Director Hazen said one plan he is submitting is for building a bus barn in Warrenton to protect our vehicles. The other plan is to place self-contained bike repair stations and bike lockers through the Transportation Options program and link them like the Electric Highway. Up to 6 Bike Lockers and up to 18 of the Bike Repair stations.

Mobility Management update- Interviews of the 2 internal candidates are in progress.

TGM Surveys were conducted last week and this week

Electric Buses- Traveled to Wilsonville to view new Electric Buses. He said technology has come a long way but you only get 40 miles per 10 minutes charge, however you save \$375,000 for maintenance over the life of the bus.

Transportation Options Performance Measures Meeting- Executive Director Hazen attended and said that he spoke up about not expecting rural TO to look like the TO programs in the larger metro areas and since we get limited money staff is also limited and they need to be out in the field.

Outreach- Is attending all city council meetings.

SDAO Training- There will be another Board Training available on October 2nd.

13. LEADERSHIP TEAM REPORTS-

- 14. OTHER ITEMS- Chair Kleczek asked Mary about the Walk and Roll event she attended. Mary said that this was facilitated by the Portland Institute on Aging and AARP and had representation of city residents and county services that took a walk around the downtown core area and evaluated how safe it is to walk what the obstacles are, lighting, signage, uneven surfaces and crosswalk safety. The purpose was to evaluate the safe walkability of the area specifically for the aging population. Chair Kleczek thanked Lis for all her hard work while at SETD. Chair Kleczek asked Shasia about her Facebook messages getting tagged by SETD Facebook. Shasia said she has figured this out.

Meeting was adjourned at 10:25 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.

DRAFT

SUNSET EMPIRE TRANSPORTATION DISTRICT



TITLE VI PROGRAM

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Introduction

Sunset Empire Transportation District (SETD) is committed to the public and ensures that no person shall, on the ground of race, color, national origin, religion, age, marital status, sexual orientation, gender identification or disability be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity provided by SETD.

Title VI Complaint Procedures

Any person who feels they have been discriminated against on the basis of race, color, or national origin by SETD may file a complaint by submitting the Title VI complaint form. Members of the public may file a signed, written complaint to SETD up to one hundred and eighty (180) days from the date of alleged discrimination. Complaints must at a minimum contain the following information:

- Contact Information; name, mailing address, and how to contact complainant (i.e., telephone number, email address, etc.)
- How, when, where and why complainant alleges s/he was discriminated against. Include the location, names and contact information of any witnesses.
- Other significant information.

The complaint may be filed in writing with SETD at the following address:

Sunset Empire Transportation District
Attention: Executive Director
900 Marine Drive
Astoria Oregon 97103
Email address:
By Phone: (503) 861-5399
By Facsimile: (503) 325-1606

A sample Title VI Complaint Form can be found as *Attachment A*.

Record of Title VI investigations, complaints, or lawsuits

SETD will document, record and report to the United States Department of Transportation (USDOT) and the Oregon Department of Transportation (ODOT) all Title VI complaints and allegations of discrimination. Over the reporting period, SETD had no Title VI complaints, investigations or lawsuits filed against it.

Limited English Proficiency Plan & Outreach (LEP)

A full copy of the Limited English Proficiency Plan is included in **Attachment B**. Key elements of the plan include:

- SETD employment of Spanish speaking staff to translate, interpret or for communication in person or over the phone.
- All meeting notices will be posted in Spanish and English.
- The entire SETD website can function in English and in Spanish with the Google Translate feature.
- Advertising for new positions will include “Spanish Speaking is a plus”.

Notification of Sunset Empire Transportation Title VI Obligations

SETD publicizes its Title VI program by posting its commitment to providing services without regard to race, color or national origin in all buses, schedules, on the SETD website, in the Transit Center and on other written materials. The public notices, website and route schedules all include the following statements:

Sunset Empire Transportation District operates its programs without regard to race, color, religion, sex, sexual orientation, gender identification, national origin, marital status, age or disability in accordance with Title VI of The Civil Rights Act, ORS Chapter 659A or other applicable law.

SETD is committed to practicing non-discrimination.

Summary of Public Participation Efforts

In accordance with Oregon public meeting law, all public meetings including transportation planning meetings are open to the general public. Accommodations are available for those with limited English proficiency when requested in advance of the meeting.

Public Participation Plan

Purpose

The purpose of this Public Participation Plan (PPP) is to establish procedures that allow for, encourage and monitor participation of all citizens in the SETD region, including but not limited to low income, minority individuals and those with limited English proficiency. While traditional means of soliciting public involvement may not reach such individuals, or might not allow for meaningful avenues of input, the intent of this effort is to take reasonable actions throughout the planning process to provide opportunities for historically underserved populations to participate.

Goals and Objectives for the Public Participation Plan

Goal: The goal of the Public Participation Plan is to offer real opportunities in person, via the internet or phone and in writing, for the engagement of all citizens of the region to participate in and provide comment on transportation making decisions.

Objectives:

- To determine what cultural barriers exist to public participation within the region.
- To provide notifications of meetings, particularly when public input is sought in a manner that is understandable to all populations in the area.
- To hold meetings in locations which are accessible and reasonably welcoming to all area residents, including, but not limited to, low-income and minority members of the public?
To provide avenues for the two way flow of information and input from populations which are not likely to attend public meetings.

Identification of Stakeholders

Stakeholders are those who are either directly or indirectly affected by a plan, or the recommendations of that plan. Those who may be adversely affected, or who may be denied benefit of a plan's recommendation(s), are

of particular interest in the identification of specific stakeholders. Stakeholders are broken down into several groups: general citizens, minority and low-income persons, public organizations or agencies and private organizations and businesses.

General Public: Some of the techniques that can be used to engage the general population are public notices of meetings in the local newspapers, open house format public information meetings and use of local radio news media.

Minorities: Engaging minority and LEP populations can be challenging. Language and cultural differences may not be compatible with the more traditional means of engaging the public in the planning process. SETD will make reasonable efforts to engage minority populations using techniques such as including notations in public notices in Spanish that will provide a contact where the individual can be informed of the process/project, and will have the opportunity to give input. Advocacy groups can be a good source for contacts and dissemination of information to minority and LEP populations. Such advocacy groups or agencies can have insight into the needs of the under-represented populations, as well as providing valuable contacts or arenas for input. Contacts with local translators and a list of resources should be maintained and used as requested and needed.

Low-Income: While low-income individuals may have access to all of the traditional means of Public Involvement discussed under “General Public”, they may be less likely to become involved, or offer input. Some methods of gaining input either directly or indirectly from this portion of the population include focus groups, informal interviews and agency/advocacy group contacts.

Public Agencies: Public agencies can provide valuable input to the planning process, in addition to assisting in gaining participation from traditionally under-represented populations. Pertinent public agencies include those that have clients who fall into under-represented populations, including but not limited to minorities, low-income and LEP households. These agencies have great insight into the transportation needs of their clients and are useful partners in overcoming difficult barriers that may not be understood by professionals dealing more distinctly with the provision of transportation services.

Private Organizations and Businesses: Private organizations and businesses offer a number of perspectives that are valuable to the planning process. Often, transportation for employees is of critical concern to private sector employers. This is particularly true in a tourism area, such as ours, where many jobs are low-income and seasonal. Employees often cannot afford cars, insurance and maintenance so they must rely on our local transit system. For that reason, representation of private business interests will be welcome to participate in any planning process or other meetings that may be held.

Other techniques could also be determined to be useful at any particular stage of the process, and new and different techniques will be utilized as deemed appropriate.

Construction Projects Undertaken:

SETD has not undertaken any construction projects during this reporting period.

Attachment A

**SUNSET EMPIRE TRANSPORTATION DISTRICT
Title VI Complaint Form**

Section I.	
Name:	
Address:	
Telephone (Home):	Telephone (Work):
Accessible Format Requirements?	<input type="checkbox"/> Large Print <input type="checkbox"/> Audio Tape <input type="checkbox"/> TDD <input type="checkbox"/> Other, please explain: _____
Section II.	
Are you filing this complaint on your own behalf? <input type="checkbox"/> Yes* <input type="checkbox"/> No *If you answered "yes" to this question, go to Section III.	
If you answered "no", please supply the name and relationship of the person for whom you are complaining:	
Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Section III.	
I believe the discrimination I experienced was based on (please circle all that apply) RACE AGE NATIONAL ORIGIN COLOR	
Date of alleged discrimination (Month, day, year): _____	
Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you, if known. Include the names and contact information of any witnesses. If more space is needed, please use the back of this form. _____ _____	
Section IV.	
Have you previously filed a Title VI complaint with this agency? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Section V.

Have you filed this complaint with any Federal, State, or Local Agency? Have you filed with any Federal or State courts?

Yes No

If yes, check all that apply:

Federal Agency: _____ State Agency: _____

Federal Court: _____ Local Agency: _____

State Court: _____

Please provide information about a contact person at the agency/court where the complaint was filed.

Name: _____

Title: _____

Agency: _____

Address: _____

Telephone: _____

Section VI.

Name of agency complaint is against:

Contact person:

Title:

Telephone number:

You may attach any written materials or other information that you think is relevant to your complaint. Signature and date are required below.

Signature

Date

Please submit this form in person at the address below, or mail this form to:

Sunset Empire Transportation District

Attn: Executive Director

900 Marine Drive

Astoria, OR 97103

Attachment B

Discrimination Complaint Procedure

1. Any person who believes that he or she, individually, as a member of any specific class, or in connection with any disadvantaged business enterprise, has been subjected to discrimination prohibited by Title VI of the Civil Rights Act of 1964, the American with Disabilities Act of 1990, Section 504 of the Vocational Rehabilitation Act of 1973 and the Civil Rights Restoration Act of 1987, as amended, may file a complaint with the SETD. A complaint may also be filed by a representative on behalf of such a person. All complaints will be referred to the Executive Director for review and action.
2. In order to have the complaint considered under this procedure, the complainant must file the complaint no later than 180 days after:
 - a) The date of alleged act of discrimination; or
 - b) Where there has been a continuing course of conduct, the date on which that conduct was discontinued.

In either case, SETD may extend the time for filing or waive the time limit in the interest of justice, as long as SETD specifies in writing the reason for so doing.

3. Complaints shall be in writing and shall be signed by the complainant and/or the complainant's representative. Complaints shall set forth as fully as possible the facts and circumstances surrounding the alleged discrimination. In the event that a person makes a verbal complaint of discrimination to an officer or employee of SETD, the person shall be interviewed by the Executive Director. If necessary, Executive Director will assist the person in reducing the complaint to writing and submit the written version of the complaint to the person for signature. The complaint shall then be handled according to SETD's Service Improvement and investigative procedures.
4. Within 10 days, the Executive Director will acknowledge receipt of the allegation, inform the complainant of action taken or proposed action to process the allegation, and advise the complainant of other avenues of redress available, such as the Oregon Department of Transportation (ODOT) and U.S. Department of Transportation (USDOT).
5. The Executive Director will advise ODOT and/or USDOT within 10 days of receipt of the allegations. Generally, the following information will be included in every notification to ODOT and/or USDOT:
 - a) Name, address, and phone number of the complainant.
 - b) Name(s) and address(es) of alleged discriminating official(s).
 - c) Basis of complaint (i.e., race, color, national origin or sex)
 - d) Date of alleged discriminatory act(s).
 - e) Date complaint was received by the recipient.
 - f) A statement of the complaint.
 - g) Other agencies (state, local or Federal) where the complaint has been filed.
 - h) An explanation of the actions SETD has taken or proposed to resolve the issue in the complaint.
6. Within 60 days, the Executive Director will conduct an investigation of the allegation and based on the information obtained, will render a recommendation for action in a report of findings to the District's Board of Directors. The complaint should be resolved by informal means whenever possible. Such informal attempts and their results will be summarized in the report of findings.
7. Within 90 days of receipt of the complaint, the Executive Director will notify the complainant in writing of the final decision reached, including the proposed disposition of the matter. The notification will advise the complainant of his/her appeal rights with ODOT, or USDOT, if they are dissatisfied with the final decision rendered by SETD. The

Executive Director will also provide ODOT and/or USDOT with a copy of this decision and summary of findings upon completion of the investigation.

8. Contact information for the state and federal Title VI administrative jurisdiction is as follows:

ODOT Public Transit Division
Sherrin K. Coleman
555 13th St NE
Salem, OR 97301
503-986-4305
503-986-4189 fax
sherrin.k.coleman@odot.state.or.us

Federal Transit Administration Office of Civil Rights
Attention: Title VI Program Coordinator
East Building, 5th Floor – TCR
1200 New Jersey Ave., SE
Washington, DC

Attachment C



PUBLIC PARTICIPATION PLAN

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STATEMENT OF COMMITMENT

Sunset Empire Transportation District is committed to providing an open and transparent decision-making process to which Clatsop County residents has equal access. SETD will actively solicit the involvement of citizens in the public decision-making process, through public notification, media exposure, community public meetings with comment opportunities in person, over the phone and in writing.

In addition efforts will be made to offer early and continuous opportunities for the public to be involved in the identification of social, economic, and environmental impacts of proposed transportation decisions. This includes seeking out and considering the viewpoints of minority, low-income, and limited English proficiency (LEP) populations as well as older adults and persons with disabilities. These actions will ensure our compliance with the Federal Transit Administration (FTA) Circular 4702.1B (“Title VI Requirements and Guidelines for Federal Transit Administration Recipients”).

PUBLIC INVOLVEMENT PURPOSE

The Plan shall be designed to:

1. Ensure responsiveness to the level of interest and concern expressed by the public.
2. Ensure visibility, transparency and understanding by the agencies, groups and individuals who may participate in the process.
3. Ensure that public involvement is carefully and systematically included as part of the decision-making process.

PUBLIC INVOLVEMENT PRINCIPLES

The following principles will be used to develop and implement Public Involvement for SETD projects and programs:

1. When a project (e.g., construction activity) may affect a neighborhood, special neighborhood meetings will be scheduled early in the project planning process. Notices will be sent to organized neighborhood groups and any individual who has requested notification.
2. All public meeting notices shall be written in clear, concise and understandable language, and will incorporate graphics when it aids the message. The notices will clearly be identified as a SETD notice including our name and logo. The theme font will be consistent and font size will be no smaller than 14 and be printed in English and Spanish.
3. The Public Involvement Process will reflect SETD’s dedication to provide early and continuous opportunities for the public to be involved in the identification of the impacts of proposed decisions. It will also reflect SETD’s desire to seek out the viewpoints of minority, low-income, and Limited English Proficiency (LEP) populations, as well as

older adults and people with limited mobility, in the course of conducting public outreach and involvement activities, consistent with SETD's Title VI Program, Executive Order 13166 on access for individuals with Limited English Proficiency, and U.S. Department of Transportation (DOT) LEP Guidance.

4. Public meetings will be held in locations that are accessible to transit riders and people with disabilities, and will be scheduled at times that are convenient for members of the public.
5. Public meeting, special meeting and open house notices will be broadly advertised in the community in both English and Spanish (e.g., through posters onboard buses and at major transit stops and facilities, the SETD website, local print media, social media, and email notification to SETD's outreach mailing list) including the availability of onsite language assistance when requested.

TARGETED PUBLIC OUTREACH

During development of the Public Involvement Plan and/or planning for public engagement in general, SETD will incorporate strategies intended to promote involvement of minority and LEP individuals in public participation activities, as appropriate for the plan, project, or service in question, and consistent with federal Title VI regulations, Executive Order 13166 on Limited English Proficiency, and the U.S. Department of Transportation LEP Guidance.

At a minimum SETD staff will consider implementing the following public engagement strategies to complement the appropriate plan, project, or service:

- Use supplemental outreach strategies such as surveys and comment cards regarding SETD projects or proposed service changes.
- Partner and network with community organizations to engage members of the public who are less likely to attend traditional public meetings through means such as surveys and focus groups. SETD maintains a list of current and potential future community partners.
- Attend community events and meetings of neighborhood associations, faith-based organizations, advocacy groups, and other groups to solicit feedback from diverse members of the public.

SETD staff may consult FTA Circular 4703.1 ("Environmental Justice Policy Guidelines for Federal Transit Administration Recipients") for additional strategies that may be incorporated into the Public Involvement Plan.

PUBLIC COMMENT FOR FARE OR MAJOR SERVICE CHANGES

It is the commitment of SETD to solicit public opinion and consider public comment before raising fares or implementing a major service change.

A public hearing is required prior to implementation of a fare increase or a major service change. A **“major” service change is defined as a modification that affects 15% or more of a single route or 15% or more of all routes.** Additional public involvement strategies, such as public meetings, neighborhood meetings, or other outreach to affected individuals will be implemented as appropriate to solicit public comment for consideration in advance of the public meeting. Public comments received will be compiled and considered prior to finalizing SETD’s recommendation to the Board of Commissioners regarding a fare increase or major service change. A summary of the public comments received will be provided as part of the staff report submitted to the SETD Board of Commissioners for the fare increase or major service reduction in question. It will be entered as public comment into the appropriate meeting minutes. Information about scheduled public meetings is available via:

1. Bus Postings- Postings at transfer points and Major Bus Shelters
2. Transit Center Postings
3. SETD website
4. Appropriate venues, such as senior centers, human service organizations and with community partners
5. Email notification, email lists and social media

All comments received are reviewed by SETD staff and the Senior & Disabled Transportation Committee and considered in the final recommendations to the Board of Commissioners. The goal of SETD is to always provide the best possible service to the most current riders or potential riders.

Attachment D

Senior & Disabled Committee Members

Rae Goeforth/ Board Commissioner _____ ***White/Caucasian***

Robert Sharp _____ ***White/Caucasian***

Sylvia Davis _____ ***White/Caucasian***

Patrick Preston _____ ***White/Caucasian***

Larry Miller _____ ***White/Caucasian***

Michael Hinton _____ ***White/Caucasian***

Vacant _____

Attachment: E



LIMITED ENGLISH PROFICIENCY PLAN

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Resource List

Introduction

This Limited English Proficiency (LEP) Plan has been prepared to address Sunset Empire Transportations Districts (SETD) responsibilities as a recipient of federal financial assistance as they relate to the needs of individuals with limited English language skills. The plan has been prepared in accordance with Title VI of the Civil Rights Act of 1964, Federal Transit Administration Circular 4702.1B, which state that no person shall be subjected to discrimination on the basis of race, color or national origin.

Executive Order 13166, titled Improving Access to Services for Persons with Limited English Proficiency indicates that differing treatment based upon a person’s inability to speak, read, write or understand English is a type of national origin discrimination. It directs each federal agency to publish guidance for its respective recipients clarifying their obligation to ensure that such discrimination does not take place. LEP persons include those individuals whose primary language is not English and who have a limited ability to speak, read, write or understand English. These persons have reported to the U.S. Census that they do not speak English well or do not speak English at all.

CLATSOP COUNTY

Population	
Total Population	37,039
Population by Ethnicity	
Hispanic or Latino	2,838
Non Hispanic or Latino	34,201
Population by Race	
White	33,680
African American	195
Asian	457
American Indian and Alaska Native	362
Native Hawaiian and Pacific Islander	86
Other	1,208
Identified by two or more	1,051
Persons 5 years and Over, Percent Speaking Non English at home	7.1

Plan Summary

Sunset Empire Transportation District operates local transportation services in Clatsop County. These services include fixed route transportation, ADA Paratransit transportation and Non-Emergent Medical transportation. SETD has developed this LEP plan to help identify the reasonable steps that are needed to provide language assistance to the Limited English speaking population of our county who wish to access our services. This plan outlines how to identify a person who may need language assistance, the ways in which assistance may be provided, staff training that may be required, and how to notify LEP persons that assistance is available. SETD has conducted an analysis which surveyed and considered the following factors.

FOUR FACTOR ANALYSIS:

1. The number or proportion of LEP persons in the service area who may be served or are likely to encounter a SETD program, activity or service. The main language identified that SETD will encounter the most frequently is Spanish.
2. The frequency with which LEP individuals come in contact with the program. As a public transportation provider, it is necessary to recognize this segment of the general population. Through staff feedback and surveys it has been concluded that Spanish-speaking LEP persons have regular contact with the service. SETD will assess the frequency at which staff has or could possibly have contact with LEP persons. This includes examining census data, phone inquiries, requests for translated documents, and staff feedback. As a public transportation provider, it is necessary to recognize this segment of the general population. Phone inquiries and staff feedback also indicate that Spanish-speaking LEP persons have regular contact with the service.
3. The nature and importance of programs, activities or services provided by SETD to the LEP population. An LEP person's inability to utilize effectively public transportation may adversely affect his or her ability to obtain health care, or education, or access to employment. All of the programs that are operated by SETD will be accessible to the LEP population. Transportation is of the utmost importance.
4. The resources available to SETD and overall cost to provide LEP assistance. This includes identifying bilingual staff, reviewing the cost of using a translation service, determining which documents should be translated, and deciding what level of staff training is needed.

LEP ASSISTANCE

SETD has assessed the available resources that could be used for providing LEP assistance, including determining how much a professional interpreter and translation service would cost on an as needed basis, which of its documents would be the most valuable to be translated if the need should arise, and taking an inventory of available organizations that SETD could partner with for outreach and translation efforts. The amount of staff and vehicle operating training that might be needed was also considered. Documents that are determined to be vital are translated into Spanish. Vital documents are defined as those documents without which a person would be unable to access services. The following are written communications that are to be available in print in Spanish:

- SETD fixed route bus schedules Weekday and Weekend including Connector schedules
- Temporary signs at bus stops and transit centers informing customers of any detours or route changes
- Honored Citizen Application
- Interior bus posters and stickers displaying safety or system information

- Fare information on fare boxes
- ADA Paratransit application and Brochure
- Onboard surveys
- Service Improvement Forms

LANGUAGE ASSISTANCE

There are numerous language assistance measures available to LEP persons, including both oral and written language services. There are also various ways in which SETD staff can communicate and respond to LEP persons, whether in person, by telephone or in writing.

1. SETD will network with local human service organizations and the local Community College that provides services to LEP individuals and seek opportunities to provide information on SETD programs and services.
2. SETD will place statements in notices and publications that interpreter services are available for public Board meetings, open house events, committee meetings and budget meetings with seven day advance notice. Route change information will be printed in Spanish.
3. SETD will conduct a survey of bus drivers, front-line staff, dispatchers, ADA Paratransit schedulers, and service development planners on their experience concerning any contacts with LEP persons during the previous year. This will help us track trends and identify how best to make changes to meet the needs of our LEP population.
4. We will provide Language Identification Flashcards at the Transit Center.
5. SETD will post the SETD Title VI Policy and LEP Plan on the agency website www.ridethebus.org
6. SETD will provide group travel training to LEP persons with the assistance of bilingual volunteers.
7. SETD will include language “Spanish speaking a plus” on staff and bus driver recruitment flyers and recruitment posters. Our organization will actively seek out bilingual employees.
8. A list of volunteers will be compiled to refer to when needed for translation. *See Resource List.*

STAFF TRAINING

The following trainings will be provided to SETD staff.

1. Information on the SETD Title VI Procedures, Statements and LEP responsibilities.
2. Description of language assistance services offered to the public.
3. Directions on how to use the Language Identification Flashcards.
4. Procedures for documentation of language assistance requests.
5. How to access and use a language line service.
6. How to document and handle a potential Title VI/LEP complaint.

7. How to use the booklet “Basic Spanish for Transit Employees”

OUTREACH TECHNIQUES

When staff prepares a document or schedules a meeting, for which the target audience is expected to include LEP individuals, then documents, meeting notices, flyers, and agendas will be printed in an alternative language based on the known LEP population. Interpreters will be available as needed. SETD will keep the LEP community engaged and aware of all types of changes in schedules, fares, programs or services. Open house events will be staffed with Spanish speaking staff.

MONITORING & UPDATING THE LEP PLAN

This plan is designed to be flexible, and should be viewed as a work in progress. As such, it is important to consider whether new documents and services need to be made accessible for LEP persons, and also to monitor changes in demographics and types of services, and to update the LEP plan when appropriate. At a minimum, SETD will follow the Title VI Program update schedule for the LEP plan. Each update should examine the following:

- How many LEP persons were encountered?
- Is the existing language assistance meeting the needs of LEP persons?
- What is the current LEP population in Clatsop County? Has that changed from the past year?
- Have available resources, such as technology, staff and finances changed?
- Were any complaints received?
- Do staff members understand the LEP plan policies and procedures?

There are several methods that can be used to assist in answering these questions. One method is to review customer comments and complaints in our Service Improvement Program forms to determine if there were any barriers to accessing service. Census data will also be reviewed as it becomes available to determine changes in the LEP population. Surveys of staff will assist in determining if additional measures need to be taken in the updating of the plan. These surveys will be conducted every 2 years.

DISSEMINATION OF THE LEP PLAN

A link to the SETD LEP Plan and the Title VI Procedures is included on the SETD website at www.ridethebus.org. Any person or agency with internet access will be able to view and download the plan from the SETD website. Alternatively, any person or agency may request a copy of the plan via telephone, fax, mail, or in person and will be provided a copy of the plan at no cost. LEP individuals may request copies of the plan in translation which SETD will provide within an appropriate amount of time. Questions or comments regarding the LEP Plan may be submitted to the Executive Director of SETD.

Upholding Our Responsibility to Rural Oregon

Oregon law requires state forest lands to be managed to provide for local schools and services in our timber communities. Yet for more than a decade these forests have been harvested at barely half their annual growth rate. Today, the Board of Forestry is reevaluating that plan, potentially increasing harvest levels and renewing its commitment to rural communities. Please join us in telling them to support sustainable harvests needed by struggling Oregon counties and keep our state forests open for business!

State Forest Policy is Failing Oregon's Timber Counties

Oregon state law strikes the right balance by requiring state forests to be managed for both environmental and economic sustainability. Many of these forests were formerly county lands that were transferred to the state on the promise they would support local jobs and government services. But harvests today are so low that forest-related businesses are struggling and counties are cutting back services. And the Board of Forestry is being asked to consider lowering timber production even further.

New Board of Forestry Proposals Under Development

Timber jobs have been the lifeblood of Oregon's rural economy for decades, providing tens of thousands of living-wage jobs. Rural Oregon has been slow to recover. For the first time in a decade, the Board of Forestry is considering a new management plan. But many are asking for additional timber restrictions that further throttle family forestry operations that are struggling to get by.

State Forest Revenues Support Critical Services in Rural Counties

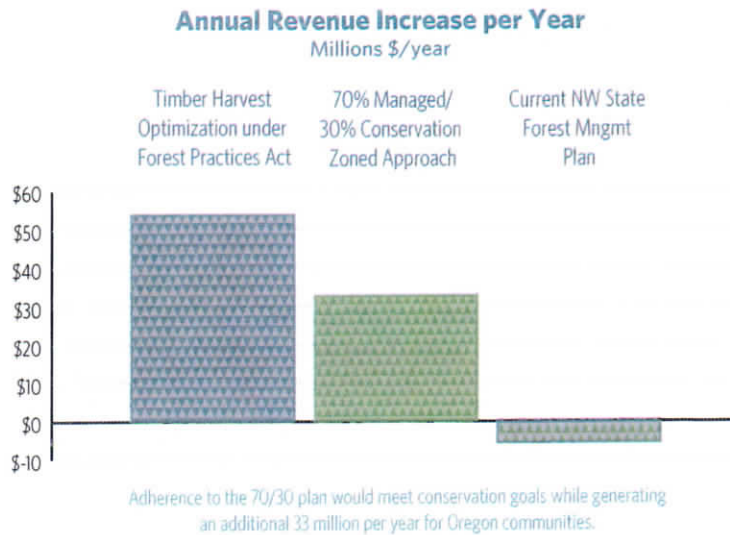
Revenues from timber sales flow back to support services in nearby communities. These funds provide needed resources for programs like:

- Local schools
- Community colleges
- Health clinics
- Firefighters and first responders
- Soil & water conservation
- Ports & economic development
- 4-H/County extensions
- Road maintenance

Tell The Board of Forestry to Restore Balance To The Forests

State forests are growing faster than we are cutting them. We can protect the environment and increase sustainable harvest yields. These revenues are critical to supporting schools and services in these rural counties - \$133 million in the last three years. It is time for the Board of Forestry to adopt a proposal whereby 70% of state forest land is managed for the sustainable production of timber and the remaining 30% of the land is set aside for conservation, recreation, and other non-timber activities.

State forests generated over \$133 million in revenue for Oregon timber counties in the last three years.



How the Board decides to manage our state forests will impact our rural economy for years to come.

Join us in telling them to protect this critical lifeline for Oregon's timber communities!



SUNSET EMPIRE TRANSPORTATION DISTRICT
900 Marine Drive Astoria, Oregon 97103

September 24, 2015

Oregon Board of Forestry
Oregon Department of Forestry
Salem Headquarters
2600 State Street
Salem, Oregon 97310

Members of the Board of Forestry:

The Sunset Empire Transportation District (SETD) was formed by the Clatsop County Board of Commissioners on March 24, 1993 and we have been providing transportation in Clatsop County ever since. The District encompasses the entire county covering approximately 840 square miles and serving over 36,000 citizens. Fixed Route ridership currently averages over 4,000 rides per week.

SETD relies on timber revenues dispersed through Clatsop County to make up an important part of our organizational funding. Timber funding is particularly valuable as we are able to use those dollars to apply for federal matching funds essentially turning each timber dollar into two for the District. We use those funds to fulfill a critical need in our community. SETD provides services throughout selected areas of Clatsop County and connecting to Tillamook County to the south, Pacific County (Washington) to the north and Columbia County to the east. Complementary paratransit services are offered to ADA eligible passengers. SETD also operates RideCare, a Medicaid Brokerage. The brokerage is responsible for scheduling rides for Medicaid eligible clients to eligible appointments in Clatsop, Columbia and Tillamook counties.

For many of our users, we represent their only transportation option and their only means of traveling to their places of employment along the Coast along with other necessary appointments like doctor visits.

While we are proud of our service, there is more that can be done to enhance service and increase ridership but while the need is there, the funds are lacking. That is why SETD strongly encourages the Board of Forestry to take into account the important role that timber funds play for our organization, our community and our riders as you work towards a new management plan for our Northwest State Forests. We believe that a plan that meets the economic, environmental and social needs of our community is achievable and we come before you today to underscore the fact that your decision will have real social impacts for our organization and community. It is our sincere hope that the Board of Forestry will settle upon a plan that increases funds into Clatsop County allowing organizations like ours to better serve our residents and our visitors.

Sincerely,

Kathy Kleczek
Chairperson, Board of Commissioners

Executive Director Report

9/24/15

Weekly Reports:

8/24/15

Good morning. Last week we began doing summer surveys and ride checks for the transportation plan. I spent the majority of Thursday on the 101 doing the ride checks and surveys to get a better look at what is currently happening in regards to timeliness of the route as we discussed at the last meeting. The morning ran smoothly but once noon hit, traffic increased dramatically on 101 especially through Warrenton and across the Young's Bay Bridge. That, along with the CSO project in Astoria has really taken a toll on the timeliness of the route. It will be interesting once summer is over to track the route without the traffic congestion to see if things run smoother. We are going to post notices about delays in all of the shelters to let people know about the delays we are experiencing this summer. We will also be posting on our website as well. John has been busy training our new person for the transit center and we are excited about her joining us. This will help tremendously with coverage at the TC. Debbie had been on vacation and the Team at the transit Center did a great job helping John out with covering lunches and schedule gaps. We are a few days away from transitioning to our new phone system which is great since our old system is barely hanging on. We had a lot of issues last week with the phones and with the old server in Astoria. Things should smooth out for us shortly.

9/15/15

On Monday the 31st, I finalized the 2 proposals for STIP funding that I spoke about at the last Board meeting. Also, I held interviews for the Mobility Management Coordinator position. I'm pleased to report that Shana Verley has been selected for the position. Shana currently works in RideCare. She is currently splitting her time between RideCare and working with Lis getting brought up to speed. She will be a great addition to our outreach efforts and I look forward to her continued success!

Last week, Kathy and I attended the NWACT meeting in Astoria. The biggest discussion item was the STIP proposals that were submitted. There were 13 proposals submitted for our area for a total of \$11 million dollars. Region 2 is getting \$9 million so our area will see about \$2.5 million. Local ODOT staff reviewed the proposals and ranked them. Our bus barn proposal was given a low priority rating but our bike repair stations/bike lockers proposal was ranked #5 so it had a great showing. Realistically, there will only be a couple of proposals that will move forward. The only thing that we might have going for us is the dollar amount on the bike proposal. It was the lowest dollar amount proposal submitted so maybe they can slide it in. I

am going to put both of these proposals into the Connect VI program to see if we can make some headway there. At the NWOTA meeting on Friday, we talked at length about the website again. It's looking very likely that ODOT is going to take the lead on funding the template for the websites and then the different agencies can piggy back onto them. This make so much sense to have them kick it off and then have the various transit agencies throughout Oregon have the ability to use it. I made a presentation to the County Commission and the Astoria City Council last week and still have Gearhart and Cannon Beach City Councils to attend for our presentation. I'm pleased with the responses that we have been getting from the councils/commissions; they are pleased with our efforts.

Just a reminder that the Board will have a work session for the Board Assessment by SDAO next week at 9:00 followed by the regular meeting at 10:45. The agenda will be brief so we don't keep you all day!

-PTAC Update

I attended the PTAC meeting on the 14th. We discussed several items and heard presentations on a few things. One of the things that ODOT is rolling out is informational packets for those people that are surrendering their licenses. This can be for those that are no longer physically able to drive and those that have their licenses revoked. These packets will contain information on alternative transportation modes within the area of the local DMV offices. DMV has okayed the program for all offices. It was a pilot project in Coos Bay, Redmond, Beaverton and Florence. They have rolled out the program and now have it in 7 DMV offices. Woodburn will be next and they will be doing a bilingual outreach there due to their demographics. Following Woodburn will be Hood River, The Dalles and Salem. They are rolling out based on the statistics of people turning in or losing their licenses. As a part of this, they will also be providing flyers only for the senior centers in the area. No timeline yet as to when it will be rolled out here.

June Carlson gave an update on TO and specifically the Performance Measures we are developing. I was pleased when she shared that the most important things they got out of the first meeting was the fact that they need to consider both urban and rural TO programs when developing the performance measures because of the differences in how the programs work. She also shared that it will be important that the reporting aspect of TO is not too cumbersome. These are the 2 things I emphasized at the working group to develop the performance measures that I'm a part of.

We also talked about the Discretionary STF funds that are going to be available. It was shared that there is going to be a very tight turnaround time when this hits the street. Applications and criteria will come out early in October but we will start talking with our STF agencies to let them know it is coming up. The tight turnaround is due to the State wanting to get the funds out immediately.

A couple of other interesting things we talked about were the Keeping America Moving initiative at the Federal Level and also some research being done on alternative fuel vehicles. Keeping America Moving has a lot to do with the freight component of transportation but it will have an impact on 5311 and 5310 funds. More info will come out next year. The research on alternative fuel vehicles that AASHTO will be doing will be specific to rural agencies. They want to make sure that there is a balance between equity and efficiencies.

-I gave a presentation to the Astoria Lions Club. Timing was good since I am doing outreach to the cities.

-Liz and I had a meeting with Liz Visser who is the Clatsop Area Supervisor for Community Action Team. It was specifically a discussion about the Head Start program and their transportation challenges.

-Finally, it's hard to believe but it has already been a year since you brought me on board with the District. Time as truly flown by! Next month you will be doing my evaluation and with that in mind here are the Executive Director Goals that I am submitting for your consideration:

- Update all personnel policies for Board approval. Due by 1/31/16
- Develop a wage comparison study for all positions and make recommendations to the Board for any wage adjustments. Due by 1/31/16
- Develop a Facilities Maintenance plan. Due by 12/31/15
- Develop a Leadership Training program for the Leadership Team of the District. Due by 3/31/15
- Strongly advocate enhanced rural transportation funding with our state and federal legislators.

Sunset Empire Transportation District

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

RIDE ASSIST

Carol Penuel
Paratransit Supervisor

Monthly Report: August, 2015

- In August, Paratransit had 602 rides for an average of 26.2 rides per day.
- Dial-A-Ride had no rides for the month of August. There was one request but it was denied due to lack of capacity due to there was no driver available.
- There were 14 new ADA Paratransit applications received.
- The Paratransit drivers sold 24 ticket books for a total of \$594.00.
- There were 69 Veteran rides given, which is 30 more than last month.
- There were 9 ride denials, 6 were ADA Paratransit and 3 were Dial-A-Ride. This was 2 ADA Paratransit clients and 1 Dial-A-Ride client, I want to make sure it is understood it is not 9 clients.

Paratransit Fares Collected for month - \$ 3155.00

- Para-transit Fares: \$ 1446.00
- Tickets Collected: \$ 594.00
- Medicaid Collected \$

I am missing the total for Medicaid rides as I have to bill for the last week but we are way down though for August rides due to increased ADA Paratransit ride requests.

Mobility Management Report August/September

Elisabeth Pietila- Mobility Management Coordinator

Shana and I have been working together getting her familiar with the concepts and philosophy of Mobility Management. The veterans program is the first project that she will jump as the MMC. We are creating a work plan that will highlight the rest of the fiscal year for her with some timelines and performance measures to report on.

As I approach my last day I have made it clear that I am available to Shana at any time to bounce ideas or get more information on MM. We have scheduled time to meet stakeholders and community partners this week. We will be preparing to host a Senior & Disabled Advisory meeting soon for the supplemental STF funding that will be available for us to apply for.

Jeff and I had a good meeting with Head Start center manager Lis Vesser to get an understanding on the transportation needs that their program has. Stay tuned for more on this topic as Shana will be dedicating some time to finding some transportation solutions for this demographic. This is the fun and challenging part of MM that is Human Services Coordinated transportation planning. Shana will be out the first week of October riding the routes to get a handle on what services look like. She will also be attending a great deal of training that I budgeted for myself and is applicable to her even as a new MM.

The end of the Drive Less Save More Astoria campaign is here. I have enjoyed working with Shasia as she began her time as our T.O Coordinator. I feel so proud and confident about the quality of work she has demonstrated in her position. I am fortunate to have learned much from her in our mentoring/pass off relationship. The district can learn a lot from her successes. She will succeed in Jeff's goal of making NWT0 a leader in rural T.O programming.

All of my files will be put into an area that is shared in order to ensure that people can access my documents. I will be sending out final transition emails this week.



SUNSET EMPIRE TRANSPORTATION DISTRICT
900 Marine Drive Astoria, Oregon 97103

Human Resource

Tami Carlson

Monthly Report: August 2015

- Welcome Al Hernandez new Finance Officer for SETD. Diane Moody continues to support us remotely and on weekends.
- Lis Pietila Mobility Management Coordinator gave her resignation. Plans of her departure is sometime in September. An in-house posting for her position went up with two potential candidates set for interviews.
- A temp driver for fixed route was hired. Welcome Charley Misky. Charley formally drove for TriMet and now has relocated to the coast.
- Every day I continue to set goals for myself in HRM.



Transportation Options Report August/ September

Shasia Fry Transportation Options Specialist

Drive Less Save More Campaign

As our Drive Less Save More campaign begins to wind down, our efforts and community participation has not. With the last events of the summer approaching and our final newsletter sent to households, we have seen a huge uproar in participation from Astoria residents.

On Saturday September 5th, we hosted a Free Self Service Repair and Bicycle Safety course at Tapiola Park. This event was a rescheduled event as the original date, August 29th, was extremely stormy. We had 21 attendees at our event, and handed out a lot of information to people passing by on their way to the park. The location of this event was great, as it was a family targeted event.

Sunday September 6th, we hosted a Free Trolley Tour. This was a 1 hour, private tour along the riverwalk. We had 11 riders, which made for a very intimate event. We were able to talk with passengers about the riverwalks accessibility and its multi- modal uses.

On Sunday, September 20th, we will be hosting our final event of the summer. Our “Walk and Roll Block Party”, will be held at the Astoria Transit Center. We will be serving hotdogs and ice cream from 4-6 pm. This event will be a transportation fair of sorts. Each department at SETD will be represented and there will be games and prizes for those who attend.

The first week of September our 4th and final newsletter reached households. With the campaign coming to a close, Ashleigh and I have been working tirelessly on reaching as many Astorians as possible to reach our goal of a 10% participation rate for the campaign. The participation rate is gauged on the number of “Go Kits” orders that have been placed. To reach this goal we needed 450 “Go Kit” orders, as of Sept 15th (closing date for orders), we have received 610 orders. This is a 13% participation rate. The last week of September our post survey and participation survey will be sent to households. We will use this information to track the success of our program.

When working with Alta Planning and Design, Astoria has been a unique challenge. In their previous campaigns, target areas were more focused and although had comparable household numbers, their area coverage was much smaller than Astoria. Due to the unique challenges and success of our campaign, Alta will be using our campaign as an example for future projects.

Networking

Social media and networking have been huge components to the success of our campaign. Currently our Facebook page has 246 likes and has an average post viewing of 250. We currently have 392 email address entered into our email data base. With an industry average open rate of 17 %, we have seen great success with an average open rate of 40%. This email data base will be utilized after the campaign as a networking opportunity for future events and efforts of North West T.O.

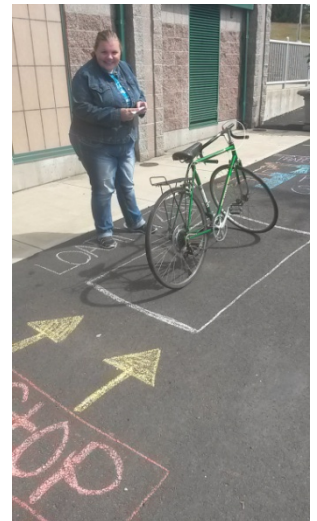
Drive Less Connect Challenge

Our statewide Drive Less. Save More Challenge starts Oct 5 and is running through the 18th. I will be marketing this campaign tri-county and will be traveling throughout the counties presenting to local chambers and groups about the challenge and Oregon's commitment to driving less.

I have been working closely with Kelly Bantle from Pac-West communications, on our advertising and media pushes for the campaign. Kelly and I constructed a 4 page insert to be featured in Hip-Fish Monthly September issue. We have also reserved a radio spot on Clammy 94.9 . This ad is a 60 sec description of the challenge and instructions of how to participate.

Education

August 30- September 1st, I attended the statewide T.O meeting and quarterly Transportation Options Group of Oregon board meeting in Bend. This meetings offer a great opportunity to learn about the T.O. happenings around the state. Our main focus for both meetings was the discussion and implementation of our Drive Less Save More Challenge. There are many changes to this year's challenge and we had an open discussion of issues and obstacles T.O. programs have faced when addressing the new changes. During the TO-GO board meeting we brainstormed our ideas for the OTA conference and the mixer that the TO-GO group will be hosting.



Sunset Empire Transportation District Marketing/Outreach Report

September 2015

Mary Parker

NEW BUS SCHEDULE OUTREACH-

We are continuing to assist riders in utilizing the new bus routes and schedules. We have distributed at least 4500 schedules throughout the county in the last month and are continuing with distribution. I have also been posting and reposting the schedules in the shelters as often they are removed within a few days of placing them there. The feedback that I continue to hear has been very positive about the schedule changes.

FINAL TGM SURVEYS

I participated in one of the last survey gathering efforts that was needed on the Streetcar. It was a lot of fun and driver MacKenzie Jones does a wonderful job of being a Seaside tour guide extraordinaire. As you know the windows are removed from the Streetcar in the summer and even though we have had unusually warm days the temperature at the beach can drop quickly particularly in the evening, so MacKenzie purchased some throw blankets that are readily available in the front of the bus for riders to use that might be getting too chilled. MacKenzie has done her research and provides riders with a very pleasant "tour" of Seaside including the interesting historical points of interest and also passed along what "locals" have told her about some of the famous residents of Seaside. Above and beyond good service! You can see why MacKenzie was selected as the current Employee of the Quarter!

SHELTERS DECALS-

I have been out applying SETD logo and name decals to our bus shelters in Seaside, Warrenton, Hammond and Astoria. Most of our bus shelters also have the Bus Stop and Connector signs posted at them as well. The decals help identify the shelters as one of SETD's bus stops and are visible from quite a ways away. Placement varies due to traffic flow and visibility. QR code stickers have also been placed in most of our shelters. Cannon Beach shelters are owned and maintained by the City of Cannon Beach have been artistically enhanced with frosted glass beach scenes on most of the glass in their shelters.



SUNSET EMPIRE TRANSPORTATION DISTRICT
900 Marine Drive Astoria, Oregon 97103

Rider Report
August 2015

“The Bus” (Fixed Route) Highlights:

- **17,256** people used fixed routes in August for an average of **556.6** riders per day.
- **7.0 % increase** in average passengers who rode fixed routes per day from last month (520.3 to 556.6)
- **2.4 % increase** in average passengers who rode fixed routes per day from last August (543.8 to 556.6)
- **10.2 people per hour**, on average, got on any fixed route at any time that “The Bus” runs in August. **0.8 % decrease** (12.2 to 10.2) from last month and a **16.4 % decrease** (12.7 to 10.2) from last August.
- **\$5.35 per rider** is the estimate cost per person riding fixed route in August.
- **1.6 % decrease** in the ratio of elderly/disabled riders from last month (23.57 % to 23.2 %)
- **42.8 % increase** in the ratio of elderly/disabled riders from last August (16.25 % to 23.2%)

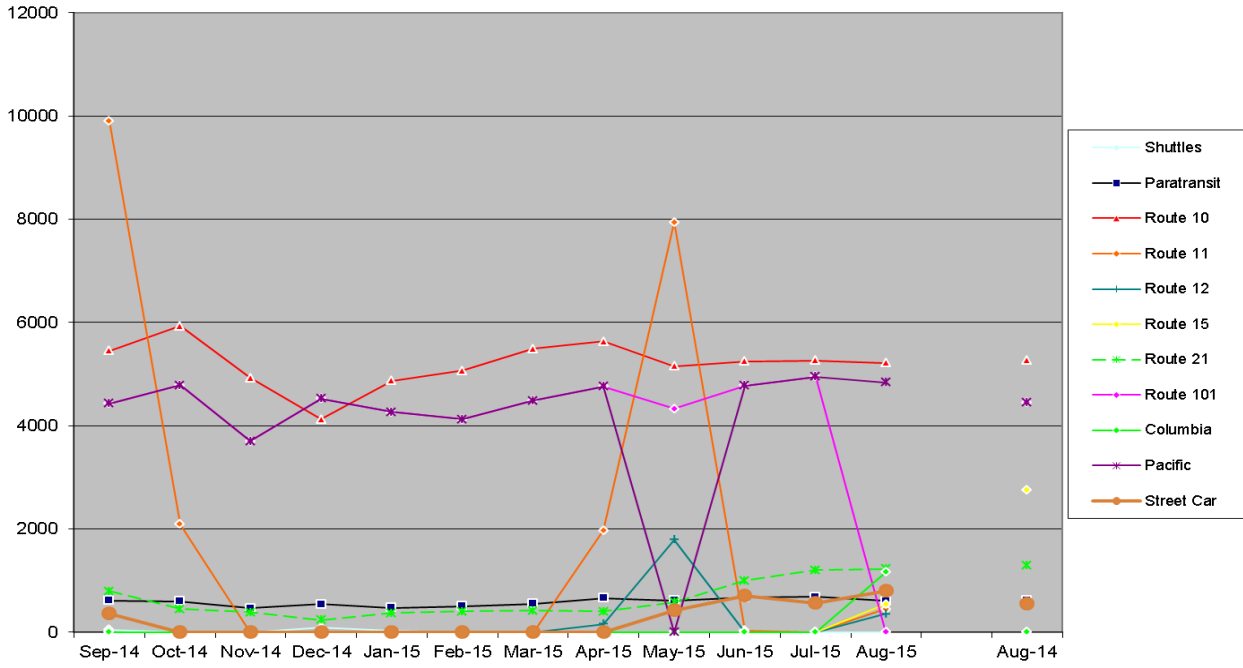
RideAssist Highlights:

- **602** people used RideAssist in August for an average of **26.2** riders per day.
- **8.3 % decrease** in average RideAssist passengers per day from last month (28.5 to 26.2)
- **11.2 % decrease** in average RideAssist passengers per day from last August (29.5 to 26.2)
- **\$38.13 per rider** is the estimated cost per person riding RideAssist in August.
- **5.5 % increase** in all ADA Paratransit rides from last month (489 to 516)
- **42.5 % increase** in all ADA Paratransit rides from last August (362 to 516)

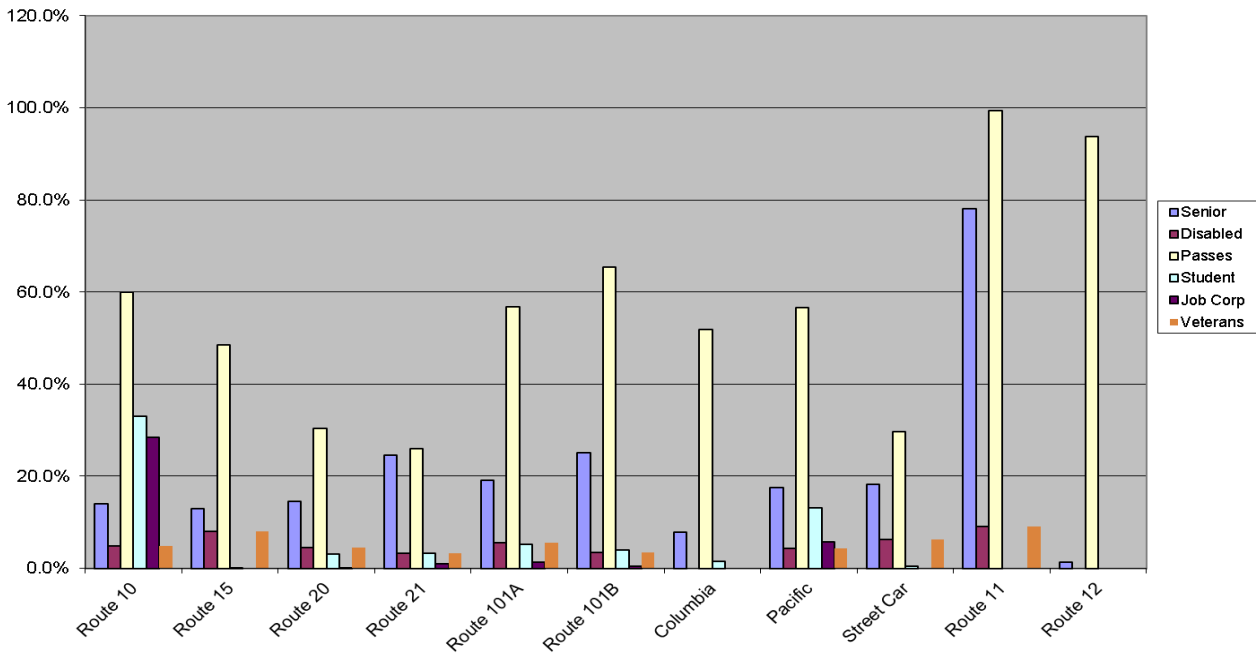
System Highlights:

- **17,858** people used Sunset Transportation Services in August for an average of **576.1** riders per day.
- **6.2 % decrease** in all average passengers per day from last month (542.4 to 576.1).
- **2.2 % decrease** in all average passengers per day from last August (563.7 to 576.1)
- **24.9 % decrease** in average fuel cost from last August (\$.36 to \$.27).
- **\$6.46 per rider** is the estimated cost per person riding on SETD.

SETD Rides



Rider Breakdown by Route



Operations Report: Aug 2015

1. Working hard to get all the buses ready for RT.11 and 12. Met with partners at the port to go over changes in pick up and drop off locations. The last day of Aug. and the first couple days of Sept. we had visitors to town that provided good ridership to these routes.
2. Traffic continues to be a major obstacle, along with construction but we are controlling the situations.
3. The new routes are building a base to get started. Rt. 15 is popular with the Warrenton riders; they need this to make connection and shop. We have had a number of concerns with the cuts made to the Columbia route and the effect it has on the Knappa area ridership We only go through twice a day. The pay off with the 101 B will come as people realize the reliability of hourly service and convenience that it affords for shopping.
4. We have hired another driver; he is experienced and has been quick to train for our area. His name is Charley Misky. We have also found a trainee for the shop to help Norm, his name is Matt Curnow.

Scott Earls

Information Technology/Security

Admin

- The last weekend in August we made the rather large transition to the new system. The great news is the about 90 percent of it came up with no problem. The other 10 percent is a margin for little issues. It took me a little longer to bring the mail system up, due to unforeseen circumstances, the good news is it's up now, and working better than ever. The new E-Mail security appliance is also running very well, so far we have about 90 pages of filtered spam, and that was in 24 hours. I look forward to seeing this device preform, as it starts to recognize more of what we consider spam. Over the next several weeks, I will be working on bringing up the onsite backup system, and starting the backup processes. Following the onsite backup system, I will also be implementing an offsite cloud backup system for added redundancy. We also have a tentative time line of mid-October, to deploy the new time system that will make Tami's job more organized, and streamlined, I look forward to telling you more as the project progresses.

Mobility:

- As we know Liz is leaving us, and Shana Verley is moving into the Mobility position. I will be working with Shana to get her phone setup, and her computer accounts moved over. I will also be helping configure her workstation to assist ride care should the need ever come up.

Ride Care:

- Since the new system has been brought up, I have configured the after-hours computer for access, so in the next few weeks I am hoping to deploy this with Jason, to provide seamless access to our after-hours provider. It has been a very time intensive task, moving to the new system and fixing little bugs along the way, however most of the major equipment, servers, and printers have come up fairly easy, with the exception of one or two machines. In addition, with ride care taking on most of the volunteer service paperwork, I am working on setting up Julia with a high capacity scanner to make the job smoother. As we move forward, I expect to find minor issues, but nothing that can't be easily corrected. With such a large transition, bugs are inevitable, so we have planned accordingly for this.

Maps, Schedules and Website:

- With this major system change consuming most of my time. Jeff and I have only talked some about the new website in little pieces, but still have more information to go over together. We are also researching some alternative plans, which might be equally as affective, and potentially cheaper. This is all still in the works, and as we hammer out final details, and have all of the information I look forward to sharing it with the board.

Conferences and Training:

- Nothing New.

Transportation Options:

- Nothing New

Other Notes:

- As we head into September, I am working on redoing the generator quotes previously submitted to the board. Utilizing the feedback for the last board meeting, I have outlined an informal request for quote, outlined with the information the vendor has to provide to us, as well as what our requirements are. I feel that this document will provide congruency among the quotes, and give us a comparison to judge them against. Once I receive all of the documents I will put them together, and present them to the board.



RIDECARE

9/15/15

RIDECARE manager's report for August

Jason Jones

Quick Hits:

- Met with Sarah Weatherson from OHA regarding Volunteer work. 8/1
- Met with Mimi Haley from Care Oregon regarding possible future programs. 8/4
- Met with the Columbia Pacific CCO Clinical Advisory Panel. 8/6
- Attended CHART. 8/10
- Financial review with CCO. 8/12
- Attended a Veterans Transportation task-force meeting. 8/19

1. Jason and Jeff met with Sarah Weatherson from OHA regarding their request that Ride Care take on the majority of the administration duties for processing of Volunteer driver's paper work. OHA has decided that they do not want to put resources into this work any longer and is in the process of finding appropriate avenues in which this work can still take place. OHA will still retain the paying of the providers based off of our reporting. Ride Care is prepared to take on these extra responsibilities and look forward to an October start date.
2. Jeff and I met with Mimi Haley from our CCO to discuss their desire to begin some new programs that would be helpful for those clients that are not eligible for medical transportation but still in need of transportation services. These programs still need to be clearly defined by our CCO but we do expect to see some suggestions from them sometime in October.
3. Jason continued in his monthly meetings with the Clinical advisory panel. Nothing to report.
4. Jason attended the monthly CHART meeting via phone where he shared some SETD route information and information regarding how to utilize Ride Care brokerage for medical rides.
5. Jason, Jeff and Diane placed a call to the financial depart of Columbia Pacific CCO where we discussed many things pertaining to reporting and analyzing where we are at fiscally. It was decided to provide more information to the CCO before talking about possible rate changes.
6. Jason attended a veteran's transportation task-force meeting. Ride Care simply restated we are working hard with SETD to building a program that could help transport Veteran's to needed medical appointments in the event the DAV runs out of space. Liz and Jason continue to work on developing the processes and defining the scope of work.

Ride Care is rounding out of a challenging summer that has seen many changes pertaining to our relationships with Columbia Pacific CCO, OHA and DHS. We have been busy and very successful in seeing the NEMT business thrive in helping people get to their Non-Emergent medical visits. We will look forward to future technical integrations as well as backup facilities that will help us become even more able to sustain the excellent services we provide to a growing clientele even in the event of most natural occurrences that could see us loose power.