

NW Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
January 12, 2018
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees included:

- Jeff Hazen—Sunset Empire Transit District
- Cynda Bruce—Lincoln County Transportation
- Doug Pilant—Tillamook County Transportation
- Michael Ray—Columbia County Rider
- Ryan Farncomb, Adrianna Stanley and Shawn Kummer—CH2M
- Carol Richardson--Plangineering
- Arla Miller, Ken Shonkwiler—ODOT

Doug noted that their Operations Supervisor, Ronny Fox is retiring, and introduced Brent Olson, formerly with The Dalles Transit as his replacement.

2. Consent Calendar: Unanimously approved. (JH/CB)

✚ December 8, 2017 Meeting Minutes

✚ December 2017 Financial Report—Doug reviewed.

✚ 2017 Ridership Tracking—Through December 2017, NWOTA had more than 1.1 million bus miles and over 187,800 riders. Mary did a draft performance calculator for the entire system, which may require some modification matching up the routes to the spreadsheet formulas. Partners will get Mary their 2015 and 2016 boardings and bus mile totals, and include ongoing performance in the January NWOTA press release.

3. NWOTA Standing Items

✚ Signage: Standardization, Conversion of New Logo onto Signage—Needs to be done for standardization but concerns include: the original OXO signs are still in good shape and don't need to be replaced yet, and that the new logo may be too large to be made into a sign. First step would be to get the logo configured for bus stop signs and buses. Stacking "Connector" under "NW." Have the fonts, colors. Doug will contact the sign company to see if they are able to do the design work as well make the new signs. Partners should get their signage inventory to Doug. At the February NWOTA meeting, Doug will bring a prototype sign design, and cost estimate for producing the signs.

✚ Marketing: Opportunity to advertise in Tillamook County's Visitor Guide (1/4 ad for \$540) and in The Boomer along the Coast (along with a news story about the NW Connector). News stories could also be placed in the valley Boomer publication that Benton and Lincoln counties advertise in. Partners agreed to place an ad in the 2018 Tillamook Travel Guide. Also, Mary will look at having a listing in the Bicycle website. Cynda and Jeff will look at Visitor Guides in their counties that might be distributed outside the region for potential advertising opportunities. Look at online advertising for these guides. Mary will follow up with Nan Devlin on opportunities with Visit Tillamook Coast.

✚ Questions from Visitors Through the Website—Mary will work with Thomas to figure out a system where the requests are sent directly to the partners.

✚ Policy on Holidays—Tillamook is the only partner that doesn't operate on Memorial, Independence and Labor Day. Fourth of July is problematic because so many of the communities have parades on those days. No alternative route to Hwy 101, which can be a parking lot during high travel times. Currently, no complaints from riders that the buses aren't connecting on holidays, so may not be a problem if Tillamook buses don't run on those days.

Cynda noted that they might be consider not running on New Years Day, and Doug will look at potentially running on Memorial and Labor Days. Partners will get Doug their ridership numbers for those two holidays (in comparison to a non-holiday day). Staffing requirements include both bus drivers and at least one person in the office. May work with just running the NW Connector routes on holidays.

- ✚ Policy on Transporting Service Animals—Discussion ensued about having a crate requirement for pets and companion animals. CCR is the only partner not requiring crates, which could pose a problem for someone riding with an uncrated pet who wants to connect with a SETD bus. Partners agreed to have the crate requirement be part of the policy, and CCR will post on its Connector buses that uncrated pet and companion animals may not be accepted if going on to a SETD bus. Partners noted this was a similar issue to bringing bicycles on board, with no guarantee that the next bus will have enough room, or that the bike space may be needed if the bus fills with a lot of riders. #5 on the Transporting Service Animals needs to be clarified to say that a rider with a service animal can't be denied service because another passenger has an allergy or fear of animals.

4. STIP Transit Access Study

The consultant team went through preliminary amenities for each of the proposed stops. Consultants will come back to the NWOTA Board at the March meeting with the next step designs.

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