

NW Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
February 9, 2018
Teleconference
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees included:
 - Cynda Bruce—Lincoln County Transportation
 - Jeff Hazen—Sunset Empire Transit District
 - Lee Lazaro—Benton County Transit
 - Doug Pilant—Tillamook County Transportation
 - Michael Ray—Columbia County Rider
 - Ryan Farncomb—CH2M
 - Donna Hinze, Arla Miller, Ken Shonkwiler—ODOT
2. Consent Calendar: Unanimously approved. (JH/MR)
 - + January 12, 2018 Meeting Minutes
 - + January 2017 Financial Report—Doug reviewed.
 - + 2017 Ridership Tracking—The 2017 NW Connector Performance Report shows ridership of over 188,000, over 5 million vehicle miles and 153,600 fossil fuel saved, .and over 1,300 tons of greenhouse gas emissions avoided. Mary will send out the Report calculations explanations to the partners.
3. NWOTA Standing Items
 - + NW Connector Marketing
 - Tillamook Coast Guide—Doug got the artwork for the map to the Tillamook Chamber. They will be producing the ad.
 - Boomer Ads— In past, have been advertising in the Linn-Benton edition. There is also a Marion-Polk and a coastal edition. NWOTA has had a good response, and continue to want to do ads and press releases. Owner is a husband/wife team, and is willing to give discounts if NWOTA was to advertise in multiple editions. Tillamook did a couple of press releases through them, and talked to a Clark Seeley. Have a good distribution to public congregation areas. Free publication. Fairly good readership. Question to partners—Should NWOTA do a quarterly ad, plus periodic press releases? Partner consensus: Lee will reach out and get some pricing options for the next board meeting. One thought would be to offer a discount ride, if riders were to mention The Boomer to the driver, or have a coupon. Would be able to track ridership from the Boomer. Or a free ride if brought in a coupon, or a two for one coupon. Two rides for the price of one. Question why no distribution in Clatsop or Columbia counties? Lee will find out. Boomer will work up an ad proof. Mary will get the artwork from Mary Burke of the former Boomer ads. Lee will also find out how much ad work Boomer can do.
 - Bicycle Website Advertising—Jeff will ask SETD’s Transportation Options Manager, who is a bicycling enthusiast, which websites would be the best fit for a NW Connector listing.
 - Follow Up with Visit Tillamook Coast, Nan Devlin—Suggested approach is to add the NW Connector as a transportation option to marketing/advertising already being done for local events. Suggestions included: Dory Days/Tillamook County’s shuttle service, Lincoln County Seafood and Wine Festival, Kite Festival, Sand Castle Festival. Tillamook—Pirates Festival. Tillamook County Fair. Add other county fairs. NW Connector website also has events, add these new ones to the website. In Lincoln County, cities publish calendars of

different events. In Clatsop County there are three major chambers of commerce: Cannon Beach, Seaside and Astoria—Warrenton chambers. Mary will follow up and bring the different event calendars to the March meeting.

✚ Management Plan Action Items

- Revised Transporting Animals Policy—Arla indicated that the proposed policy appears to be consistent with ODOT’s requirements. Partners noted that the policy is timely as airlines are taking a harder line regarding comfort animals. The revised policy was unanimously approved. (DP/CB)
- Holiday Service Policy-- Doug took comparison of partner service on holidays to his board, and they were surprised TCTD wasn’t running when other partners were. No consensus to go one way or another. Got their attention. Will look at the cost implications in next year’s budget. Tillamook County pretty much shuts down on Independence day, but the board is willing to look at operating the same days as the other partners. To be decided. Issue: Operations people have to be on call. Doug will follow up with each partner on how they manage operations on those days administrative staff aren’t working. Challenge for Benton with Amtrak connector service has been days and hours of operation. ODOT passenger rail really want holiday operation because can be some of biggest days of ridership on the train, particularly Thanksgiving, Christmas and New Years. Had high transit ridership during Thanksgiving, when all seats on the train were filled.

4. NW Connector Use of Swiftly

✚ iTransitNW Connexionz—Jeff mentioned that he and Paul gave a presentation on Swiftly to their Board, and they are ready to move forward on adding Swiftly to the SETD system. Setting up Tillamook onto the Swiftly system cost approximately \$15,000, and runs from \$5,000—\$7,000 annually. Lincoln County is interested and will follow up with Doug. If adopt Swiftly system-wide, wouldn’t have a need for iTransitNWConnexionz. Appears that Swiftly is more cost-effective for the NW Connector, plus a better website. NW Connector website also has room to grow.

✚ NW Connector Newsletter—Good idea, but takes work and a plan to do so. Target at visitors. Transit to/from the Coast and up and down the Coast. Find riders that are doing interesting things. Bikers, campers. Might be a good project for the next round of funding. Getting an electronic newsletter template would be helpful. Mary will follow up with Trillium.

5. Bus Stop Signage

Doug reached out to the sign company that did the last signs. Sent them the NW Connector’s existing logo. They are coming up with designs for the different types of poles. Will bring to the March meeting.

6. STIP Transit Access Study

Individual To Do Lists follow up:

✚ CCR—Still needed is a written agreement from Safeway to use the lot for the Clatskanie stop. Also the amenities checklist.

✚ SETD—Hwy 30/Hillcrest intersection issues are resolved. Ken will send over resolutions to Ryan.

✚ Tillamook County—South Rockaway northbound stop at 3rd Ave. Rockaway Beach southbound stops need to be coordinated with the Salmonberry Trail planning along the rail line. Doug will be speaking to Pacific City next week on the future of transportation, and will want to include some of the needs identified by the community for public transit. Will also be opportunity to get feedback from the community, particularly their development plans and how transit fits into their plans.

- ✦ Lincoln County—Tribes supportive of adding a stop, and agree with right turns only out of the parking lot. Location of the stop is getting resolved. Newport Walmart site still needs some ODOT resolution. Ray's Market stop still needs further discussion.
- ✦ Benton County—Stops involving railroad need to be coordinated with ODOT, Ken will take over doing that coordination. Getting a copy of the Adair planning document. Still need to follow up with Philomath's streetscape plans.

Well underway on the transit stop concepts. Partners appreciate getting talking points they can use when they talk to property owners about proposed stops. Will be out next meeting to go over the concept designs in person. Partners noted they appreciate working with both CH2M and Ken Shonkwiler at ODOT. Can't imagine doing this project without their involvement.

7. Member Updates

- ✦ CCR—New order for a 30 passenger bus, first with a lift in the front of the bus and a passenger counter. Another project being potentially looked is a transit map that could be coordinated with SETD. Had a driver have a heart attack while on work, which was very stressful, but everything worked out.
- ✦ Benton County—Buying three transit vans. Working on Drug and Alcohol Review. Been working on presentation to the February 20th Board of Commissioners on the basics of the transit portion of the new transportation legislative funding and the requirements for the local transit agencies. Lee will send his presentation out to all partners.
- ✦ Lincoln County—Working on Drug and Alcohol Review, adding opiates. Finishing Transit Development Plan. Budget process starting, with unions negotiations in March, getting ready to order to new 25 passenger buses, one Coast to Valley.
- ✦ Tillamook—Cathy finished Drug and Alcohol Review. The Board adopted the new policy last month. Board didn't like that the policy changes every other year, re-create a policy that must include a lot of detailed information difficult to understand. Officially done with administrative office rehabilitation, other than hooking up low voltage lines and getting media working in the new training room. Also been working on applications due, kicking off budget process, and starting new Dial-a-Ride scheduling software. Will include pick-up and mileage fees as part of the software.
- ✦ ODOT—Going to get some additional help in the region. Getting Valley Retriever buses sold.

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