

NW Oregon Transit Alliance (NWOTA)  
Coordinating Committee Meeting Minutes  
March 9, 2018  
Tillamook County Transportation District  
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
- Ryan Farncomb, Rafael Belloc, Adrianna Stanley—CH2M, now Jacobs
- Mark Barnard, Arla Miller, Ken Shonkwiler—ODOT
- Holly Kvalheim—Trillium

Welcome to Mark, new ODOT Regional Transit Coordinator for the southern half of Region 2

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

✚ February 8, 2018 Meeting Minutes

✚ February 2017 Financial Report—Doug reviewed. Only additions such last month's report include the transfers to cover reimbursement for the marketing and website expenses, and the expense of Cathy's driver training travel.

✚ 2017 Ridership Tracking—January report doesn't include Columbia County's numbers. Mary will coordinate with Chad. **Have 2015 and 2016 numbers from all partners except Columbia County, so will get a full report for the March meeting.**

3. STIP Transit Access Study

Consultants and ODOT went through concept designs for each of the proposed stops. Consultants will continue to work individually with the partners, with 30% design to be completed later this Summer.

4. NWOTA Standing Items

✚ IGA. Only two modifications: Fiscal Agent, and how assets are disbursed. Update whereases. Partner boards can adopt amendments by resolution.

✚ Signage. Doug had sign-maker draft a couple of concepts. Cynda just completed a number of new signs, so all she needs is the NW Connector logo information so that it can be added. SETD doesn't have a need for horizontal signs. Looking at moving toward square poles with holes with rivets. One option would be to look at how a NW Connector would look with formatting more like the Tri-Met signs.

✚ Travel Tillamook Ad. Doug handed out ad that is included in Travel Tillamook guide. Partners are color-coded. May be a good design for the bus signs.

✚ Marketing. Given the lack of marketing budget for the next 18 months, partners are looking to do more public information outreach. Mary provided a rough draft of potential events in the NW Connector region that might be candidates for requests to see if they would be interested in adding the NW Connector as a transportation resource to their event advertising. Partners agreed to review the list and make amendments.

Newsletter—Holly Kvalheim called into the meeting to discuss how the website might be used for additional outreach. If NWOTA is looking at partnering with local events and festivals, it might be good to make events more prominent on the webpage, with "Upcoming Events." ID event partners, contact info. Develop a press kit. Lee already partners with Amtrak, two for one

bus tickets. Packet includes voucher, trip information, schedule, NW Connector service. Develop a data base with both street and email list.

A newsletter could include what's new, promote specials. Mail Chimp has formatted newsletter that are sent electronically. Who would manage NW Connector Newsletter? NWOTA Administrator. Mary will reach out to travel partners, what events and what put into our newsletters.

Holly will put together an estimate to add to website: upcoming events to plan your trip, establishing a database on riders and potential riders, and newsletter template. Promoting events, specials, stories about rider trips, profiles, interesting stories about transit, eg, PSU work. Links to transit stories. Travel-related items. New services, eg, Swiftly. What's new section. Additional thoughts, email to [Holly@TrilliumTransit.com](mailto:Holly@TrilliumTransit.com)

Need to look at other options for digital advertising. Eg, if google something, will get multiple future ads for the same item. PSU could send out push ads to all of its students. Search on the bus, ride the NW Connector would show up.

Drive Oregon website. National RTAP.org

Mary will work coordinate with Tabatha, TCTD's finance person on how much funding may be available for marketing out of the current FY budget.

#### 5. Member Updates

- ✚ Sunset—Working on kicking off Swiftly. Less than \$20,000 to set up. Renewal runs around \$12,000 annually. Finished feasibility study on combining SETD and CCR, not feasible. Electric bus demo, doesn't have enough power to get up the hill to the college. Conversion bus, but old technology that doesn't work in this terrain. Found office and bus storage space in Seaside, savings on deadheading buses, but Board wasn't comfortable committing to it. March 24<sup>th</sup>, SETD turns 25<sup>th</sup>.
- ✚ Lincoln County—Finished Transit Development Plan. Now ready for STF. Will be updated HB2017 transit numbers coming up in the next month that can be used in the upcoming budget. Will start work on Swiftly for Lincoln County.
- ✚ Tillamook—Building retrofit done. Implemented new Dial-a-Ride scheduling software. Just signed a five-year lease with Tillamook Family Counseling to fill out the rest of the building.
- ✚ ODOT—Almost done selling the Valley Retriever buses.
- ✚ League of Women Voters can be a good intermediary for some non-English groups.

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