

nwCONNECTOR

Coordinating Committee Meeting

June 8, 2018

Tillamook County Transportation District

3600 3rd St

Tillamook, OR

10:00 am—3:00 pm

Teleconference Information

866/755-7677

Pin # 005939

Agenda

10:00— 10:05a	1. Introductions. Welcome to Guests	Doug Pilant
10:05— 10:15a	2. Consent Calendar (Action Items) <ul style="list-style-type: none"> ✚ May 11, 2018 Meeting Minutes (attached) ✚ May 2018 Financial Report ✚ NWOTA Funding Approved in Partner Budgets? ✚ Ridership Tracking (May 2018) 	Doug Pilant
10:15— 12:00p	3. NWOTA Standing Items <ul style="list-style-type: none"> ✚ IGA ✚ NWConnector Newsletter, NW Oregon Events ✚ Potential addition of Bike and Ride Information on Website (Trinity Transit info attached) ✚ Marketing: BikePortland, Boomer ads (attached) ✚ Management Plan Updates (attached) ✚ Signage (Incorporating new NWConnector logo) 	Columbia County Trillium Trillium Mary McArthur Mary McArthur Doug Pilant
12:00— 12:30p	4. Lunch	
12:30— 1:00p	5. Build Application Update <ul style="list-style-type: none"> ✚ Report from Webinar 	Mary McArthur
1:00— 2:00p	6. Other Business and Member Updates	All

Attachments:

May 11, 2018 Meeting Minutes

May Meeting Follow-Up To Do List Progress

Boomer Ad

BikePortland ad

Management Plan Updates

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

www.nwconnector.net



NW Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
May 11, 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
 - Doug Pilant—Tillamook County Transportation
 - Chad Mace—Columbia County Rider
 - Mark Bernard—ODOT
 - Ryan Farncomb—Jacobs/CH2MHill
 - Holly Kvalheim—TrilliumExcused: Lee Lazaro, Arla Miller
2. Consent Calendar: Unanimously approved. (JH/CB)
 - + April 13, 2018 Meeting Minutes
 - + April 2018 Financial Report—Doug reviewed. Only additions since last month's report were receipt of all the partner matching funds, administrative support expenses for the January—March 2018 quarter, and payment for the Visit Tillamook Coast ad.
 - + Ridership Tracking—Doug suggested that the Portland and Coastal Connectors (routes 5 and 6) be combined for reporting purposes. **Mary** will also talk to Carol Richardson about reporting passenger miles.
3. Pedestrian Access Study

Ryan reported that they are working on resolving some outstanding issues with Rockaway Beach, the rail line and some other property owners. Next couple of weeks will have survey crews working on Columbia County stops review and design. On schedule, everything is progressing well. Hear any comments from ODOT on Tillamook County stops? Some, but nothing of large import, eg, proximity of rail. In Lincoln County, questions about the Walmart stop, will be looking at the possibility of a pull-out, and look harder at the other stops proposed in terms of safety. Two bus stop locations were proposed for Pacific City, but only one stop (Cape Kiwanda) has received public discussion to date. Alder was originally proposed as an alternate—Tillamook County Public Works has expressed interested in. TCTD needs to practice on the turn radius to understand the viability of which option is best. Take a picture or video to show the issue, if there is one. Good time while have survey crews out there to resolve the outstanding issues. Cynda, Ryan and Ken will conference call on the bus stop issues in Lincoln County. Clatsop County's stops are progressing well. Columbia County is focused primarily on the Havlik Rd stop, and that design is going well. Benton County has some additional coordination to do on one of the stops, but the other stops are moving forward.
4. NWOTA Standing Items
 - + IGA. Lincoln County counsel found a copy of typos, which Mary corrected and resent out. Their legal counsel will finish their review this week, and it's tentatively scheduled for May. Doug will defer his Board's decision until June. Jeff will take the IGA to his board after 3 of the partners have gotten it passed by their boards. **Mary will talk to Henry** about getting it passed by the Columbia BOC.
 - + Signage. The signage company Doug has been working with hasn't been very responsive in coming up with NWConnector signs (likely because NWOTA is so small.) Recommend using

Gillespie which already does other signage and bus wraps for the partners. Doug will give Tim some ideas to work on and potentially have him come to the **June** meeting

- ✚ Website—News Travel/Events Updating—Holly reported that Trillium has started on the additional features. They have received events from Mary, posted 75 events already, and are collecting contact information on the events. Working on an online form to collect interested riders contact information. Looking to get the new feature done by early to mid-June. Should have ready to review by **June** meeting: The NW Connector will have a database of events, events calendar. New events: Reach the Beach (Salem to Pacific City) and a new valley to coast (Hood to Coast) event. Question: What information should be on the rider contact form? Name, email, zipcode, whether the rider is interested in getting information from the NWConnector. Holly will send out the list of events collected to date to all the partners. Add to **June** agenda.
- ✚ Marketing. Mary followed up with the Boomer, BikePortland and Travel Oregon, and partners agreed on the following advertising budget:
 - BikePortland – 3 months promo boost package at \$500/month, which will include banner space, content sponsorship, social media mentions and direct email sponsorship. Banner will be the NWConnector logo, with the words Bike n’Ride listed underneath. (\$1,500) Check out Trinity Transit for information about boarding a bike on a bus (Bike and Ride). Need to come up with info that we would sponsor.
 - Boomer—2 x 5 column inch Travel insert. Ad will be the NW Connector map with the words, Public Transit Across NW Oregon underneath the NWConnector logo. Route and Schedule Information will direct viewers to the nwconnector.org website. (\$590)
 - Regular Boomer 2 x 5 column inch ad in all editions for 3 months. Ad will be the same as the Boomer Travel ad. (\$2,000)
 - Travel Oregon website’s ground transportation options show NWConnector, but the link is to Visit Tillamook’s website. **Mary** is fixing.
 - Need to get started on doing more digital outreach/media. (BikePortland and News/Events updates to the NWConnector website. Stories, comments, blogs can come from the riders, where the real credibility comes from. (Will have to manage negative feedback though).
 - Cascadia, when engaged travelers, enrich travel experience. Where the power comes in.
 - Role of NW Connector bus drivers and public staff: Need to make sure system is ready (well-trained) to manage ridership.
- ✚ Testimonials—Potential stories could come from higher profile bicycle enthusiasts such as Dan Little, Governor’s Brown’s husband who is interested in the Coast. AAA’s VIA Magazine might be another good option.
- ✚ Cascadia Connect—May 3rd PSU Meeting. Included 6-7 Masters Planning students. Looked at recreation lands in Oregon and public transit options to get there. Coast trip was a good experience overall. Came over on TCTD bus. The couple of concerns included: Wanted to get off at Kings Mt (flag stop) to hike. Driver didn’t know stop. Also, without cell service, there was no guarantee that the returning bus would know to pick them up. While visitor passes are a good deal, they can be expensive for families. Also did surveys while on public transit. Will be important to reach out to travel agents to ensure have accurate information about what is available. Lessons learned about the NW Connector:
 - Would be nice to have online (website) payments and reservations.
 - Will have to specify which route they would be taking to the coast on their visitor pass.
 - Distance from NW Connector bus stops to destinations can be a little far.
 - Storing backpacks can also be a concern.
 - Important that drivers know all the stop information for flag stops.
 - NW Connector website was the best site by far to use.

Their final report will come out next month. Jeff will let the partners know when their presentation will happen in June.

- ✦ Management Plan—Need to add bicycling. To qualify for the new STIF, projects must be in an adopted plan, and demonstrate sustainability. Mary to add a section to Management Plan. A bicycle component would demonstrate that NWOTA is proactive and looking to serve multiple rider markets. Connectivity to the metropolitan area through BikePortland and events they sponsor that include the Coast will also provide justification for additional bike travel capacity, such as bike trailers. Could attract more bicyclists to the Coast if the NW Connector had more capacity. One-way bicyclists might be interested in being able to take the bus back, but may need bus trailers to carry extra buses. On Hwy 101 several areas that aren't bicycling friendly, people can ride the NWConnector. System is limited by bicycle capacity. When bicycle events happen, be worthwhile to stay in touch, so NWConnector can participate. Mary check with BikePortland. NWConnector can add temporary bike trailers. Another option would be to have vans that would carry bicyclists and their bikes, which would help with bicycling safety. Also, need to add Swiftly capacity to all NWConnector routes, to connect the real-time data into one reporting system.

5. Member Updates

- ✦ Lincoln County—Cynda is moving forward on Swiftly. Once the three coast counties are all on the system, will need to add that to the NWOTA website. Coastal Swiftly would be a good twitter feed. Linn-Benton loop would be a good Swiftly route. Transit Development Plan adopted by the Board. In process of getting IGA adopted this month. First budget hearing coming up.
- ✦ Sunset—Get IGA adopted in June. Closing down brokerage at end of July because of declining numbers of Medicare clients in the district. New service center is opening for methadone clients which will pick up Sunset clients. CCO will get a new contractor. Still looking for a facility in Seaside to open a small transit center. Celebrated 25-year anniversary. Restructured fares, \$1.00 to ride the bus, reduce number of passes.
- ✦ Tillamook—Get IGA adopted in June. May look at getting holiday operations to match up with the other partners. Expect to final budget this month.
- ✦ Columbia Co—New administrator started on May 29th. Rainier Transit Center under construction. Working with Scappoose to get one of the stops moved (Havlik). Trying to get it moved north.
- ✦ Linn-Benton—Going to contract to develop a service development plan consistent with STIF Plan requirements.
- ✦ Shelter Posters—Doug will look at getting these replaced. 10 for SETD, 4 Tillamook, 2 Lincoln County. Doug will talk to Lee, encourage adding to Albany shelters.
- ✦ Build/Tiger Application—Fleet updating and expansion is eligible. A reliable fleet is needed to maintain connections that have already been established. Trolleys during the Summer. Cannon Beach was up 500% because parking is so bad.
- ✦ Mobile NWConnector website—Look at a mobile application?

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

NWOTA Action Items

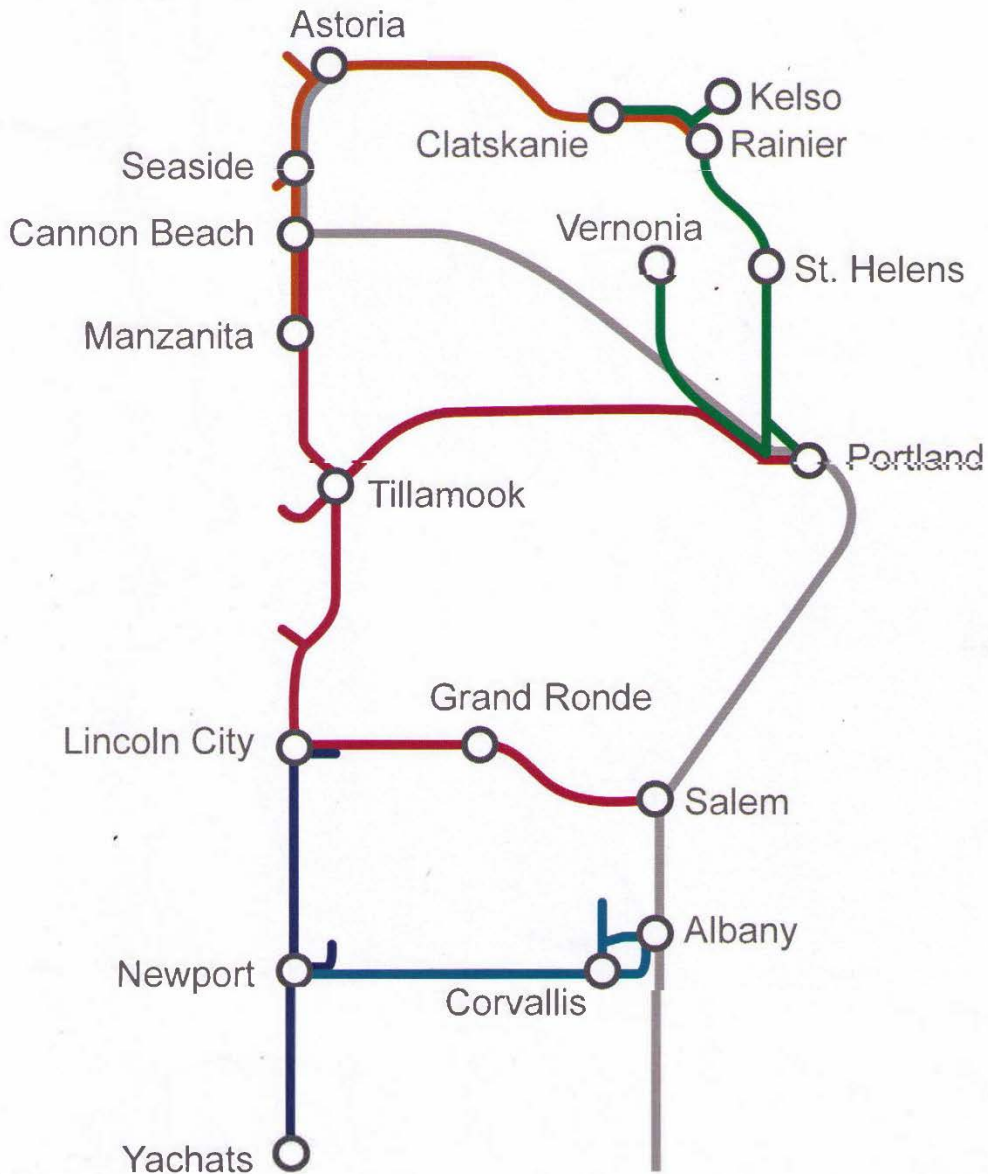
May 5, 2018

	Action Items	Assignments	Progress
<input type="checkbox"/>	<p>IGA—Get approved by each partner commission/board. Only changes to the Amended and Restated IGA that was reviewed by all legal counsel are:</p> <ul style="list-style-type: none"> ▪ Page 2, 2. Definitions, B—Added “4” after the word “Section.” ▪ Page 5, 11. Ownership, Duration, Withdrawal and Termination, A. Ownership, added the sentence: “Each partner owns the NWOTA website code in its entirety jointly and severally.” ▪ Page 7, Signature page, corrected typos to Sunset Empire Transportation District and Tillamook County Transportation District names, deleted Approved as to Form for Sunset Empire Transportation District and Tillamook County Transportation District. ▪ Added “April 2018” to the footer line. ▪ Columbia County to lead on getting board approval 	<p>All Partners</p> <p>(Attached file, v-6)</p> <p>Mary to talk with Henry Heimuller Jeff to talk to Chad</p>	<p>4/16 Email out 5/1 Emailed out</p> <p>Henry informed and will support IGA on agenda Jeff has talked w/Chad</p>
<input type="checkbox"/>	<p>FY 2018—2019 Budget—Get approved by each partner commission/board.</p>	<p>All Partners</p> <p>(Attached file)</p>	<p>4/17 Benton ✓</p>
<input type="checkbox"/>	<p>Trillium/Website Newsletter—Amend current contract.</p> <p>Get events over to Holly</p>	<p>Mary Mc/TCTD</p> <p>Mary Mc Holly to get list of events to partners Complete Website Newsletter</p>	<p>Contract completed</p> <p>Completed</p> <p>June Meeting Agenda</p>
<input type="checkbox"/>	<p>NWConnector FY 17-18 Marketing—Schedule up to \$5,000 in Boomer, other advertising</p>	<p>Mary Mc coordinate with partners</p>	<p>Advertising scheduled for July—October</p>
<input type="checkbox"/>	<p>Boomer NW Connector Stories—Explore getting stories included about NWConnector riders in publications</p>	<p>Mary Mc contact Seeley Clark at Boomer</p>	<p>Yes on adding stories. First one scheduled for July Travel insert.</p>
<input type="checkbox"/>	<p>STIF Briefing Materials—Partners brief boards/commissions</p> <p>Add Bike Amenities and Swiftly to Management Plan</p>	<p>Lee to send out materials he has developed Mary Mc draft</p>	<p>Sent out 4/13 ✓</p> <p>June Meeting Agenda</p>
<input type="checkbox"/>	<p>NW Connector Ridership</p> <p>May Ridership Add Passenger miles Combine 2 Grand Ronde Tillamook routes</p>	<p>All partners Mary to check w/Carole Mary Mc</p>	<p>June Meeting Agenda</p>

	Action Items	Assignments	Progress
<input type="checkbox"/>	<u>Bike Portland Website/Advertising</u> Potentially free pass for a bicyclist to ride and write up her/his story	Mary Mc	Advertising set for July–September
<input type="checkbox"/>	<u>Travel Oregon</u> –Biking resources listing	Mary Mc	Fixed
<input type="checkbox"/>	<u>Trinity Transit</u> Bike and Buses Info	Mary Mc	Include in June Meeting packet

nwCONNECTOR

Public Transit Across NW Oregon



ROUTE AND SCHEDULE INFORMATION

nwconnector.org

The **NWCONNECTOR** gives people an easy travel option to driving to the Coast or driving Hwy 101 along the Coast. Short stay or long stay, the NW Connector is available as it operates buses seven days a week, and connects to Tri-Met, Amtrak and Greyhound. Riders can leave the Willamette Valley from Portland, Salem or Corvallis to get to the Coast. Once on the Coast they are able to ride from Astoria to Yachats with stops in seven cities along the way. Bus drivers are local, friendly and accessible to answer questions. To encourage people to ride the NW Connector, riders can purchase a 3 day (\$25) or 7 day (\$30) pass from the bus driver which gives them one round trip to and from the coast and unlimited travel at the Coast. It's a great deal!

How do you ride the NW Connector? First step is to go to the NWConnector.org website. Once you're there, it's easy. A map shows the different routes, and a Plan Your Trip tab is displayed on the front page. Looking for something to do on the Coast? Click on the Explore Trip Ideas tab.

Summer can be a busy time for driving to and from the Coast and driving Hwy 101 along the Coast. The NW Connector is safe, reliable, and a way to enjoy the sights as you travel. Check it out.



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Bike n' Ride

Potential Bike Portland Promo Boost Copy Ideas
NW Connector.org

Availability of 3- and 7-day bus passes. One round trip Portland/Coast and unlimited bus rides from Astoria to Yachats. Use the bus as a back-up ride.

Marathon bike ride over to the Coast and ride the bus back

Go to the NWConnector website to Explore Trip Ideas

Ride the bus to the Tillamook Forestry Center, check it out, and then bike ride the last 24 miles to the Coast

All buses equipped with bike racks, storage for bike/back packs

Coordinate with the NWConnector for bike trailers to transport groups of bicyclists.

NWOTA Management Plan Table of Contents

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 - 3.3. “SWOT” Analysis
 - 3.4. Current Program
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 - 3.4.3. Challenges and Risks for the Current Program
 - 3.4.4. Top Regional Needs
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 - 4.3.2. Regional Customer Service Training Program
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 - 4.3.5. Regional Performance Tracking
 - 4.3.6. Website Enhancements
 - 4.3.7. “Joint Board” Meetings
5. Call to Action!

Top Regional Needs

Interview and survey participants identified the following top needs for the current regional program.

IMPROVED MARKETING AND RIDER INFORMATION

Consistent and easy to access rider information on-line and increased visibility and awareness of the system through public messaging and marketing topped the list of current needs.

INCREASED FREQUENCY AND NUMBER OF ROUTES

Stakeholder survey participants indicated an overarching desire for more frequent services and more route options. Routes connecting Connector member service areas often traverse longer distances through rural areas. As such, these routes typically have lower ridership than routes that offer local circulation through urban communities. Making the Connector's intercounty services more attractive and convenient for regional travel will require increasing frequency on these rural routes; however, this creates a dilemma for member agencies as they balance resources to serve the greatest number of people.

BUS STOP SAFETY AND AMENITIES

Consistently comfortable, clean and secure stop locations throughout the region was a need identified by stakeholders participating in the online survey.

ENHANCED REGIONAL CONNECTIONS

Connector members desire to improve connections to, and transfers with, other adjacent systems outside the Connector region. This includes Lane Transit, CARTS, Tri-Met, Northwest POINT, Greyhound and Amtrak.

**North by Northwest Connector NW Connector
Management Work Plan**

Progress to Date: May 2018

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
GOAL 1: IMPROVE RIDER ACCESS AND CONVENIENCE					
1A	Develop a trip planning tool for the Connector website.	SETD		2017	Close to completion
1B	Agree on major stops and amenities to be installed with Enhance funding.	ODOT Liaison	Hire consultant. Complete Transit Access Study	2018	Complete In progress
1C	Provide branded shelters, timetables, and other amenities at each major Connector stop location by 2025.	TCTD		In phases, as grant funding allows, by 2025	Not started
1D	Develop consistent passenger comfort standards for bicycles, animals, luggage, food, and drink.	BCT		2021	Completing policies on Transporting Animals, and Holiday Schedules
1E	Implement an automated phone information system specific to the Connector.	SETD		2018	Updated website appears to be resolving need
1F	Establish system-wide real-time bus tracking, such as Swiftly	NWOTA staff	As partners come online with Swiftly, as possible, link the data and communications system-wide.	2019	Two partners have added Swiftly to their districts.

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
1G	Establish a Bike n/Ride program including travel services and amenities for riders looking to transport their bicycles.	NWOTA staff	Identify amenities needed by short- and long-distance bicyclists, connect with bicyclists and bicycling events to partner on transit options, provide bike 'n ride information on the NW Connector website.	2018	Advertising set for July—October 2018.
GOAL 2: PROMOTE CONNECTOR AWARENESS					
2A	Fund a regional Public Involvement Coordinator position for the Connector.	Connector Admin		2017	On hold
2B	Ongoing marketing and public information campaign that is done simultaneously throughout the five-county region.	Public Involvement Coordinator		Ongoing, beginning in 2017	Marketing in progress Minimal public information
2C	Establish a driver training and customer service training program for the sale of visitor passes. Provide an annual training session for staff at all five agencies beginning in 2017.	TCTD		Annually, beginning in 2017	First Year Completed
2D	Connect with local visitor attractions that can offer off-season discounts.	Media Consultant	Include strategies in annual marketing plan	2019	Some travel tips being provided on website
2E	Provide a website that is easy and intuitive for customers to use.	SETD		2018	Nearly complete
2F	Work with Travel Oregon to include the Connector in their “Seven Wonders of Oregon” marketing program.	Media Consultant	Include Travel Oregon in the annual marketing plan.	2017	Advertising in Travel Guide

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
2G	Provide presentations to update regional and statewide groups upon completion of the Management Plan	TCTD	Prepare a 10-minute powerpoint presentation. Work with ODOT Liaison to get on the Oregon Transportation Commission agenda.	2017	Some work on presentation completed
GOAL 3: IMPROVE REGIONAL SERVICE DELIVERY					
3A	Develop coordinated timetables for Connector service.	CCR	Convene the subcommittee to review and update the original regional timetable prepared for the Connector pilot program.	2017, with quarterly review and update	Completed without using a sub-committee
3B	Coordinate transfer times between Connector service and local service.	Committee of Partner Reps		Ongoing	Happening without using a sub-committee
3C	Increase frequencies and service levels on valley to coast corridors (Hwy 6, 20, 30).	LCT		2022	Happening on Hwy 6 and 30 routes
3D	Expand the Connector system into Yamhill County.	TCTD		2018	Still needs work
3E	Open a dialogue with other transit services such as Amtrak and POINT (starting with the Cascades POINT) to share service and visitor pass information, and discuss ways to coordinate transfer times.	BCT		2017	Still needs work
3F	Standardize data collection practices of Connector members.	NWOTA staff	Obtain monthly operational data from each member, using the data reporting template	2017; ongoing monthly	Completed

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
		CCR	Look at adding automatic data collection technologies for the region, including equipment maintenance and data management.	Implement by 2019; ongoing thereafter	Not started
GOAL 4: INCREASE ORGANIZATIONAL AND FINANCIAL STABILITY					
4A	Look for opportunities to jointly procure equipment, stop amenities, consulting services, and other major purchases.	Connector Partners		Ongoing, beginning in 2017	Not started
4B	Complete a detailed study to look for additional regional operational cost efficiencies by 2020.	ODOT Liaison		2020	Not Started
4C	Develop a regional policies and procedures manual, and establish initial policies for topic areas recommended in the management plan.	BCT		2021	Completing policies on Transporting Animals, and Holiday Schedules
4E	Reach out to the Oregon Transit Association (OTA) for assistance in lobbying for regional coordination funding.	LCT (TCTD co-leader)		2017	Liaisoning with OTA
4F	Convene representatives from each partner agency's board to discuss potential management strategies and resolve barriers to the IGA.	TCTD (LCT to provide current draft IGA)		2017	Complete in 2018

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
GOAL 5: ENHANCE COMMUNITY LIVABILITY					
5A	Develop an implementation plan for a marketing concept similar to Sonoma County's "Transit to Trails" program, and build a page for it on the Connector website.	Media Consultant		2018	In progress
5B	On an annual basis, reach out to local community agencies, such as senior centers, to demonstrate how to ride the Connector.	Public Involvement Coordinator Connector Partners		Annually	Not started
5C	Partner with local jurisdictions to integrate the Connector into local planning and development approval processes.	All Members	<ul style="list-style-type: none"> • Contact planning directors at each local agency within your service area and ask to be notified when new developments are proposed. • Review new development proposals and coordinate with local planning directors to make appropriate transit improvements a condition of development. 	2018; ongoing thereafter	Partially being done