

NW Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
April 13, 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
 - Paul Lewicki —Sunset Empire Transit District
 - Lee Lazaro—Benton County Transit
 - Doug Pilant—Tillamook County Transportation
 - Janet Wright—Columbia County Rider
 - Mark Bernard—ODOT
 - Holly Kvalheim—Trillium
2. Consent Calendar: Unanimously approved. (LL/CB)
 - ✦ March 9, 2018 Meeting Minutes—Highlighted note was for Mary’s To Do List.
 - ✦ March 2018 Financial Report—Doug reviewed. Only additions since last month’s report was moving the costs associated from the carryover website contract into Website maintenance. Discussion on whether partners are to be billed for the original \$14,280 partner contribution budgeted in the FY 2017—2018 budget, or only for the base amount of \$10,000. Partners concurred to be billed for the budgeted amount, and have any balances at the end of the FY be carried over providing funding for grant matching or marketing opportunities that could come up next FY. Partners agreed to allocate no more than \$5,000 for marketing with media such as the Boomer publication in the current FY. (JW/CB)
 - ✦ Ridership Tracking—Janet is working on getting the CCR ridership numbers. In reviewing the 2015 and 2016 numbers, there appears to be some slight decreases, which typically occurs when the economy improves and gas prices drop. As gas prices creep up, ridership may increase as well. **Mary will include 2017 numbers on the annual comparison.**
3. Draft 2018-2019 Budget

After discussion, the Board unanimously moved to accept the attached FY2018-2019 budget. (LL/JW)
4. Statewide Transportation Improvement Fund (STIF)

Included in HB 2017, the STIF will have an application process during the upcoming fiscal year. Will require districts to have a committee to develop a STIF plan derived from the Coordinated Plan, which will have to be approved by district boards. The grant application will effectively be the grant agreement if approved, and thus will have to be approved by county counsel. First application period will be a 3-month period which is an aggressive schedule for smaller transit districts, with a second round of funding in six months. Regional projects are expected to do well. Bus stops from Pedestrian Access Study bus stops will be project-ready in time for potential funding by these grant monies. Program is funded through payroll tax, and is employer-based. ORS has eliminated the requirement that districts in which employers are located receive the funding, rather than the transit providers delivering the employees. However, administrative rules have left that in. Congestion planning involves regional transit partnerships. Rules and policies are still being worked out. Unclear how to identify what percentage of funds should go to transit providers outside the employer geographic location. No ConnectOregon program this biennium, just specific projects allocated. Every county gets some STIF formula funding based on the amount of their local

employment. Discretionary funding is what relates to how to coordinate partner funding for those transit districts delivering employees to employers outside their district.

Educational opportunity for using public funds for transporting school kids. Looking at allowing STIF and Coordinating Committees to be combined, if the affected people are the same. However, STIF committees must include: diverse interests, geography, and populations. Would be a good idea to include school education coordinators.

After discussion, the Board unanimously moved to accept the attached FY2018-2019 budget. (LL/JW)

5. NWOTA Newsletter Content and Marketing

Holly walked the partners through a proposal. Recommend a separate URL from NWOTA's website, to manage access to the NW Connector graphics. Will want to add proviso to those signing up for emails, that information will not be sold. Next steps will be to develop a plan to populate with enough events to be worthwhile for people to go to website, and make it easy to keep updated. Partners agreed to modify Trillium's contract to add the additional scope of work for adding newsletter content and marketing to the NWConnector's new website. (CB/LL) **Mary will draft a contract modification and send over to both Thomas and Holly. Mary will also send over a list of events to Holly.**

6. NWOTA Standing Items

- ✦ IGA. Partners concurred on the IGA as presented and agreed to move forward on the approval process. (PL/CB) **Mary will send out the final version (rev-6, April 2018) for partners to take to their respective boards.** Janet will take the IGA to Columbia County's legal counsel to get onto the Commission agenda. Next will be to adopt the Management Plan.
- ✦ Signage. No updates.
- ✦ Marketing. In addition to doing the Boomer ads, partners agreed that it would be helpful to submit human interest ads in the issues in which advertise. There is a PSU student workshop on May 3, Cascade Connect, that Doug will try to attend. **Mary will coordinate with the Boomer and writing up the stories, and partners will send in names of people that would be willing to be interviewed and included in a story.**

7. Member Updates

- ✦ Benton—Linn-Benton loop service development plan will be first time the routes and schedules will be looked at in 20 years. Have added an express service between Lane-Benton Community College and OSU, and Saturday service. Plan is to match up schedules better with the students, and to seek funding. Working on HB2017 communications packet. Developed bylaws, job description and County Commission requirements for the new STIF committee. **Lee will send Mary the briefing document to send out all the partners.** Working on RFP for transit operations, since contract out.
- ✦ Columbia—Working on getting a new transit coordinator hired, and getting financials in order. Still have Chad, who is managing the day-to-day operations. Columbia County's Finance department is helping out on an interim basis. Received funding for 4 replacement buses.
- ✦ Sunset—Thanks to Tillamook changing the connections in Cannon Beach, ridership on the Pacific Connector has tripled. Overall, ridership has been a little soft over the last year. Replaced shelter that was destroyed, used a NWConnector shelter, and plan to continue to replace as needed with the new design. Walmart opens in June, unclear whether the pullout that only accommodates 1 bus will be adequate. Not enough room for bus shelter between road and sidewalk. Swiftly went live for the dashboard this week. Working with it internally, and expect to make it available to the public soon.
- ✦ Tillamook—System-wide, ridership has been down about 10% over the last year, although March ridership seems to be increasing. Cathy and Doug did a nationwide seminar on TCTD's use of

Swiftly. Been working with the casinos on their transit development plans, and their community surveys. Stakeholders include some vocal advocates. A number of people travel from the valley to the casinos. An important service. Working on annual budget. Received grant funding for 5 buses, plus partial funding for another bus.

- ✦ Lincoln—Looking at purchasing Swiftly. Want to stay within what partners are already using. Transportation Development Plan has been through discussion with Commission. County Counsel has suggested building a facility for the transit operations combined with emergency management.

- ✦ ODOT—LTD has purchased bus for Florence to Yachats. Have 9 buses for their system. Florence to Eugene service kicks off on Monday. Tribes are being briefed on the STIF, including the tribes in the NWConnector system.

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

DRAFT

FORM
LB-10

NWOTA
SPECIAL FUND
RESOURCES AND REQUIREMENTS

Fiscal Agent - TCTD
Fund 08, Department 000

RES #14-13. This special fund must be reviewed no more than 10 years after establishment. Review in year 2024

	Actual	Actual	Adopted	GL	DESCRIPTION RESOURCES AND REQUIREMENTS	Budget for 2018-2019		
	Second Preceding 2015-2016	First Preceding 2016-2017	Budget This 2017-2018	ACCT #		Proposed by Budget Officer	Approved By Budget Committee	Adopted By Governing Body
					RESOURCES			
1	16,068	41,398	30,000	3500	Working Capital		87,000	
2	42,000		14,280	4225	NWOTA Partner Revenue - Benton County		12,000	
3			14,280	4525	NWOTA Partner Revenue - Columbia County Rider		12,000	
4			14,280	4225	NWOTA Partner Revenue - Lincoln County Transit		12,000	
5			14,280	4225	NWOTA Partner Revenue - Sunset Empire Trans. Dist.		12,000	
6			14,280	4911	NWOTA Partner Revenue - Tillamook Cnty Trans. Dist.			
7	-	12,788	22,600	4240	Grant - 5311 (f)			
8			8,000	4240	Grant - 5311 (f)			
9			-	4240	Grant - 5311 (f)			
10	21,492	29,389		4260	Grant - FTA Section 5304 - Planning (Management Plan)			
11				4260	Grant - 2016-2018 STIP			
12				4267	Grant - Oregon Transit Network (Website)			
13		77,702		4400	Misc income			
14		35,222	90,000	4916	Transfer from STF Fund			
15	10,000	27,567	-	4911	Transfer from General Fund -Tillamook Cnty Trans. Dist Partner Revenue	12,000		
16	\$ 89,560	\$ 224,066	\$ 222,000		TOTAL RESOURCES	\$ 147,000	\$ -	\$ -
					Materials & Services			
17	-		21,000	5100	Professional Services	5,250		
18	16,857	22,671	25,000	5101	Administrative Support	25,000		
19	3,850	3,956	95,000	5102	Website Maintenance	5,000		
20	25,300	36,331		5103	Rural Planning Grant			
21	155	27,580	28,250	5190	Marketing and Public Outreach	30,000		
22		84,985		5191	Website Re-Design			
23			-	5192	Grant - 5311 (f) Mobility Management			
24			-		Bus Stop Signage	5,000		
25		40,000		5196	Grant - Oregon Transit Network (Website/Match)			
26			-	5196	Grant - 2016-18 STIP NW Connector Transit Access Project			
27			5,000	5220	Travel & Training	5,000		
28	46,162	215,523	174,250		Total Materials & Services	75,250	-	
					Transfers			
29	2,000	5,000	-	9130	Transfer to General Fund	-		
30	2,000	5,000	-		Total Transfers	-		
					Special Payments			
31			3,000	9130	Payment to TCTD for Group Administration	3,000		
32			10,000	9130	Payment to TCTD for Customer Service Training			
33			-	5145	Payment to Sunset Empire for IT Support			
34	-	-	13,000		Total Special Payments			
35	41,398	3,543	34,750	9175	Reserve for Future Expenditures	71,750		
36					Ending balance (prior years)			
37					UNAPPROPRIATED ENDING FUND BALANCE			
38	\$ 89,560	\$ 224,066	\$ 222,000		TOTAL REQUIREMENTS	\$ 147,000	\$ -	\$ -



Trillium Solutions, Inc.

www.trilliumtransit.com Portland, Oregon

Proposal:

NWOTA Newsletter Content and Marketing

April 12, 2018

Project Outline

The goal of this project is to provide tools to highlight the local events accessible via NWOTA's transit services, and to facilitate partnerships with organizations in the region. The components of this will include a calendar, a database of organizational contacts, and a page of promotional materials. We'll also add an email sign-up form to begin collecting information about riders who are interested in receiving future information via email.

Task 1: Create an events calendar on the website

Subtask A: Modify Trip Ideas functionality to capture event details.

Subtask B: Create an events calendar that automatically populates with events from Trip Ideas, and add "upcoming events" widgets to the NWOTA home page and each agency's page.

Task 2: Develop a database of contacts

Subtask A: Research regional events that are transit accessible, tracking basic details and organization contact information. This will be an easy-to-update source for the events calendar and any other outreach efforts.

Task 3: Create partner tools

Subtask A: Design a variety of graphics promoting NWOTA that partner organizations can use.

Subtask B: Customize the Google Maps trip planner widget so that it is easily downloadable by marketing partners.

Subtask C: Write text and provide links to describe and promote NWOTA's services.
Subtask D: Place all of the above on a new page on the website.

Task 4: Add an email sign-up form

A simple sign-up form in the footer of the website, so that interested site visitors can provide their contact information and NWOTA can build a rider list for future communications.

Cost Estimate

	Staff	Craig		Dickerson		Hofweber		Kvalheim		Total	
	Rate	\$125		\$125		\$125		\$75			
		Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost
Task 1		2	\$250	12	\$1,500	0	\$0	6	\$450	20	\$2,200
Task 2		2	\$250	0	\$0	0	\$0	8	\$600	10	\$850
Task 3		2	\$250	4	\$500	0	\$0	2	\$150	8	\$900
Task 4		2	\$250	0	\$0	4	\$500	8	\$600	14	\$1,350
Total											\$5,300