

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 3<sup>rd</sup> 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 29<sup>th</sup>. 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