

NW Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
November 9, 2018
Tillamook County Transportation District
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees included:
 - Jeff Hazen—Sunset Empire Transit District
 - Doug Pilant—Tillamook County Transportation
 - Todd Wood—Columbia County Rider
 - Arla Miller—ODOTExcused: Mark Bernard, Cynda Bruce and Lee Lazaro
2. Consent Calendar: Unanimously approved. (JH/TW)
 - ✦ October 12, 2018 Meeting Minutes—No corrections.
 - ✦ October 2018 Financial Reports—Doug reviewed the report. Only changes from the September report are the annual fee for website maintenance, and TCTD paid their annual dues in full.
 - ✦ Ridership Tracking—Mary provided an updated format, comparing monthly boardings FY to FY, and year to date.
3. Calculating Average Passenger Miles—Doug walked through group through how to calculate average passenger miles per trip. Two critical steps to making the calculations are establishing the distance to the next stop, (flag stops are included, although they are not listed on schedules); and having passenger on/off data by stop. (Doug will send out electronically.) FTA also has different methods of surveying the number of boardings and calculating the average number of trip miles on their website. Jeff will invite the Transportation Options person to the December meeting.
4. Holidays—NW Connector runs full schedule on Veterans Day and the day after Thanksgiving, other than CCR (currently.) Also, SETD is considering summer schedule for Hwy 101 routes, particularly for the 10am-3pm timeframe. Need to add recovery time to runs during high congestion. Cynda and Doug to provide an update on matching up their holiday schedules at the December meeting.
5. North Coast Tourism Studio

Last month's Transportation workshop showed increased awareness of NW Connector. Chambers and visitors centers want more info about transit, so NWOTA needs to get out more. Agreement among the sub-committee working with transit that need have a joint meeting with the tourism agencies. Looking for project that is easy to start and implement. NWOTA partners suggested setting up a meeting the afternoon of NWOTA's December meeting if that will work for for most people's schedule. Include South Tillamook County Chamber and Nan Devlin. Mary will follow-up.
6. NW Connector Marketing—Oregon Coast Travel Guide (\$1,990) and Oregon Travel Guide (\$5,900) advertising deadline is December 14th. Partners agreed to continue the current ad in both publications (Mary will follow up) with the caveat that will want to look developing a marketing plan for FY 19—20. Suggestion is to wait until meeting with tourism partners to get a better sense of what marketing needs to be done. May need to hire a marketing firm that can look at more digital marketing. Other potential options are billboards along

Connector system highways, advertising in the Tillamook Coast Visitor and Community Guide. 30% of Route 5 riders coming to the coast are either hikers or bikers.

7. Adding Connector Partners—NWOTA may want to consider adding The Point to the NW Connector system (website). Problem is their fares and the NW Connector visitor passes don't match up. Washington County is also interested in working with the NW Connector. A conversation with adjoining systems should be scheduled, **Mary** can staff and take notes. Including Yamhill in discussion later in the future.
8. NW Connector-Specific Trip Planner
December agenda item.
9. NWOTA Standing Items
 - ✦ IGA/Management Plan—SETD will add it to the November 29th Commission agenda. Todd will have the Columbia County Board approve both the IGA and Management Plan approved at the same time (consent calendar). **Mary** will send the most current IGA to Todd.
 - ✦ NW Connector Newsletter, Bike and Ride Information on the Website—Doug provided a West Link transit service in west Washington County that **Mary** will add to the NW Connector website. (attached) **Mary** also provided an updated Bikes Ride Free handout to the group. **Jeff** will have video made demonstrating how to use the bike racks. Also need to add cyclists are responsible for securing their bicycles. **Jeff** will provide language.
 - ✦ Signage—Large signs are \$240/per. Tillamook will be ordering 2 signs and Cynda 1 sign. **Doug** requested a count of the smaller half moon signs along the Connector system. He will bring a quote to the **December** meeting. All signs will be reflective.
10. Member Updates
 - ✦ SETD—Great OTA conference. Excellent presentation on watch-dogging on human trafficking. July 1st started new fare system—\$1/ride, ridership up 12%, fare revenue is over budget. First bargaining session went very well. Union if fine with the ground rules, no changes. Provided their proposal, which appears fairly straightforward.
 - ✦ Natural Hazards Mitigation Plans—Jeff encouraged the partners to stay involved in their County's Plans. Identified mitigation projects can apply for FEMA funding if included in the Plans, but specific hazards have to pointed.
 - ✦ CCR—Union has been voted in. MTR has given 180 days notice they will be discontinuing their service and have fired their operation manager. Generally winding down administrative support. Need to go out for a new RFP for drivers. Looking at going in-house for maintenance. Reducing and adjusting route schedules to match up with passenger counts. Fleet is deteriorating, and have grants in for new cut aways. Most likely will be cutting weekend service to get system more sustainable. Looking at a December 20th Rainier grand opening. Still needed is closed circuit tv and internet capacity for streaming video. Will be interviewing for John's job (including John.)
 - ✦ TCTD—Got STIF application in. On November 29th the Board will be adopting EcoLine with SETD as a user. Union proposal is in. Have 12 employees that have opted out of union, and 10 other driver that haven't sign up yet. Monthly dues are \$58. Grand Ronde is completing their Coordinated/Human Services/Transportation Plan.
 - ✦ ODOT—Discretionary solicitation is out, due in February. Lack of transportation is one of the causes of chronic absenteeism in schools.

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