

nwCONNECTOR

Coordinating Committee Meeting

April 12, 2019

Tillamook County Transportation District

3600 3rd St

Tillamook, OR

10:00 am—2:00 pm

Teleconference Information

866/755-7677

Pin # 005939

Agenda

| | | |
|------------------|---|-----------------------------|
| 10:00— 10:05a | 1. Introductions. Welcome to Guests | Doug Pilent |
| 10:05— 10:15a | 2. Consent Calendar (Action Items) <ul style="list-style-type: none"> + March 8, 2019 Meeting Minutes (Attached) + March 2019 Financial Report + Ridership Tracking (February 2019) + Calculating Average Passenger Miles Progress | Doug Pilent |
| 10:15— 11:00a | 3. NWOTA Standing Items <ul style="list-style-type: none"> + IGA Approvals Update + Management Plan Approvals Update + Visitor Pass and Signage Updates + Pedestrian Access Study Update | All All Doug Ken S |
| 11:00— 11:30a | 7. ODOT Civil Rights (Title VI, DBE, ADA, etc) | Carroll Cottingham |
| 11:30— 12:00p | 8. 2019—2020 NW Connector Marketing Budget <ul style="list-style-type: none"> + North Coast Travel Studio Update + Advertising at PDX | Mary |
| 12:00— 12:30p | 9. Lunch | |
| 12:30— 1:00p | 10. NW Connector Website and Transit App Updates <ul style="list-style-type: none"> + STIF Grant Next Steps + Adding Route/Transit Stop Specific Alerts | Doug/All |
| 1:00— 1:30p | 11. 2019—2020 NWOTA Budget Final (?) <ul style="list-style-type: none"> + Contract Renewals | Doug/All |
| 1:30— 2:00p | 12. Other Business and Member Updates <ul style="list-style-type: none"> + Updated Annual Report | All Mary |

Attachments:

March 8, 2019 Meeting Minutes

March NWOTA Action Items

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.org



Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
March 8, 2019
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
 - Mark Bernard, Arla Miller—ODOTExcused: Cynda Bruce.
2. Consent Calendar: Unanimously approved. (JH/CB)
 - ✦ February 15, 2019 Meeting Minutes—Doug requested a couple of edits to the Tillamook County update: TCTD is awaiting final approval of the STIF projects, and State Transit Network applications **were submitted**.
 - ✦ February 2019 Financial Report—Doug reviewed the report. Only activity was receipt of partnership match.
 - ✦ Ridership Tracking—Discussion on what ridership to include in the NWConnector Performance Report. Bottomline, all routes listed on the NWConnector map are the ridership numbers needed on the report. For Columbia County that will mean adding the Willow Creek route.
 - ✦ Calculating Average Passenger Miles Progress—**TCTD** will email theirs today. The **others** are still working on the data collection needed before the passenger miles can be recalculated.
3. NWOTA Standing Items:
 - ✦ IGA Approval Updates—Waiting for Benton County. Mary needs to get the signature pages from all partners that have approved the IGA. Benton County needs to hold another STIF meeting because of the extra applications they have received.
 - ✦ Management Plan—No updates from last month. Jeff still plans to meet with Todd to over the Plan process and status.
 - ✦ Signage—Doug sent out a photo of the bus stop sign. The only potential issue is the size/color of the mounting bracket. The bracket is wider than the sign border and gray in color. When mounted the bracket infringes about ¼" into the sign border. At any distance, the bracket isn't noticeable, particularly if painted the blue of the sign. Doug ordered the signs. Tillamook's drivers never understood the OXO logo, but do understand the new signage. Gillespie will be using a stronger, lighter composite material which should be sturdier in the wind. **Doug** will get out a timeline for delivery, hopefully will have them done next month.
 - ✦ Pedestrian Access Study Update—Ken, via email, reported that he and Donna Hinze (ODOT) have been working with the consultant to properly develop the environmental site assessments for the transit stops. They hope to finish this task shortly. The survey is finished. CH2M/Jacobs is currently working on the Clatsop County designs and Jeff can expect to see them in the upcoming weeks.
4. NWOTA Annual Report—Mary handed out a draft report. Partners suggested adding more information about how the NWConnector system has expanded: Connections between Clatsop and Tillamook counties have gone from two to four connections daily. A new

connection to Salem has been added. And the schedule/route between Salem, Tillamook and Lincoln City has been fine-tuned to improve connections. Riders coming from Salem will be able to travel both north and south when they reach the coast. Also add more information about the new bus stop signs that are coming soon, which will be more visible and identify where riders can get on/off the bus. Lincoln City to Salem route increased 119% over last year. Highlight more about the NWConnector's updated website: trip ideas, local events, online trip planner. Change the website to www.nwconnector.org. Mary will provide a revised Annual Report at the April meeting.

5. NWOTA 2019–2020 Marketing Budget—Mary reported that \$16,248 of the current fiscal year \$30,000 marketing budget has been obligated and/or spent:

| | |
|-----------------------------|----------|
| Bike Portland Banner | \$ 1,425 |
| Boomer Ads | \$ 3,150 |
| Connector Map | \$ 2,523 |
| Oregon Travel Guide | \$ 5,900 |
| Oregon Coast Visitors Guide | \$ 1,990 |
| Visit Tillamook Coast | \$ 1,260 |

16,248

Between now and June may be hard to come up with a project to come up with. Update passes.

Partners noted that it was time to update the NWConnector visitor passes, including deleting the OXO logo and making them consistent with the new logo. Doug will talk to his drivers who are selling the passes and get feedback on the format, eg, see if passengers find them easy to understand or confusing. Following that, Doug will work with the graphics folks who do the TCTD passes to get an updated visitor pass design. Jeff will get Mary a link for advertising at PDX, as another potential advertising opportunity. Mary will talk to Ken S about getting connected on Basecamp to attend the transportation sub-committee meetings of the North Coast Tourism Studio. Jeff and Arla are part of the Basecamp group

6. 2019–2020 NWConnector Budget Discussion—Partners agreed to \$10,000 dues, and up to \$12,000 dues if the additional \$2,000 is spent on marketing. Recommended is an initial placeholder of \$45,000 for marketing. Suggested is having more high profile marketing (PDX) and potentially look at push alerts to people's phones.

7. Member Updates

- ✚ Tillamook County—Doug reported Trillium is going to add route and transit stop specific alerts to the Transit app. Specific information can be set to start and expire at certain times. He will provide a training on the new feature at the April meeting. STIF 5310 applications went in. Union meeting has been proposed. Have had a lot of weather-related issues. Working on next year's budgets. Lot of service contracts coming up for renewal, including Col-Pac's.

- ✚ Columbia County—Only got one bid on drivers, so MTR will end up being contractor again. Lack of union contract and financial stability limited bidder interest. Bid was good, from \$40–\$55/hour. The 50% reduction of drivers due to service reduction is resulting in the need to hire mostly new drivers. Todd met with the Board of Commissioners, which will be putting an 18 cent/\$1,000 transit levy on the November ballot. Received a little more than expected from Tri-Met funding, will be able to add back in to mid-day services to Portland. Looking at a better way to meet the needs of Vernonia. Will look at seeing whether there is a link to Westlink.

- ✦ Sunset Empire Transit District—Board supported discretionary funding applications, as well as Tillamook’s that connect to Sunset’s system. Jeff was in Palm Springs for the Zero Emission conference. Building a center that will have trainings on all aspects of operation zero emissions buses. Based in California because of mandates on zero emission buses. Still negotiating with union, board will be meeting to set goals. Working with Hal on first round of projects to the OTC, STIF Plans from the first round.
- ✦ NWACT—Will review and recommend all the applications but not prioritize.
- ✦ ODOT/Arla—Protest came in Falls City regarding how STF 5310 funding was handled. Mary will get last year’s 60X numbers to Arla.
- ✦ ODOT/Mark—4 STIF Advisory committee meetings this week. Benton County received more applications than their allocation, so have to go back and reprioritize. Staffing Lincoln’s County STIF to help out, running the meetings and drafting the reports. Siletz Tribe will not be putting in for their STIF formula, instead will be purchasing service from Lincoln County. Will be meeting again in 10 days to go through the project list and prioritize in their last meeting. LCOG is looking to continue its Florence to Yachats service, Florence to Eugene, and Coos will be looking at Coos to Eugene.

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

NWOTA Action Items

March 2019

| | Action Items | Assignments | Progress |
|--------------------------|---|--|---|
| <input type="checkbox"/> | <u>IGA</u> Get approved by each partner commission/board. | Mary to get copies of signed IGA's from each partner for the file | Lincoln Co (√) (√) Tillamook (√) Columbia Co (√) SETD (√) |
| <input type="checkbox"/> | <u>Management Plan</u> Get approved by each partner commission/board | Mary—Send out Plan and most current Action Plan Benton Columbia Lincoln Sunset Empire Mary—Get approval documentation from each partner | (√) Tillamook (√) |
| <input type="checkbox"/> | <u>Management Plan Updates</u> Mobile app for NW Connector Transit language for Comp Plans and TSPs | | |
| <input type="checkbox"/> | <u>Website Events/Trip Planner/Newsletter</u> Develop plan for connecting NW Connector to events advertising/Travel Oregon application? Open Trip Planner/funding | Jeff/Mary Mc Doug—Submitted STIF application | In progress Approved |
| <input type="checkbox"/> | <u>Bike and Ride Info on Website</u> Add instructions/video on how to use the bike rack | Jeff to provide the video and language Mary to add to website | In Progress |
| <input type="checkbox"/> | <u>2018—2019 NWConnector Advertising</u> | Place Oregon Travel and Oregon Coast Travel Guide ads Mary—Work with Tillamook Chamber on NWConnector story, place ad Mary—Document 2018—2019 current/obligated spending Mary—Prepare NWOTA Annual Report | Completed Completed Completed Second draft—April Meeting |
| <input type="checkbox"/> | <u>2019—2020 NWConnector Advertising</u> Develop a FY 19-20 Marketing Plan following meeting with the Coastal visitor agencies | Mary—Get costs for PDX, Amtrak and Greyhound advertising | In progress |
| <input type="checkbox"/> | <u>Boomer NW Connector Stories</u> —Explore getting stories included about NWConnector riders in publications | Needed—Stories to put into Boomer publication | All partners |

| | Action Items | Assignments | Progress |
|--------------------------|---|--|--|
| <input type="checkbox"/> | <u>NW Connector Ridership</u> Update performance methodology assumptions Compare monthly ridership year-to-year | Partners do calculations Mary Mc SETD, Lincoln, Columbia ridership | Tillamook (√) Benton (√) Tillamook (√) |
| <input type="checkbox"/> | NW Connector Holidays Policy (Lincoln drop 1, TCTD add 3 days) | Doug/Cynda | |
| <input type="checkbox"/> | Adding Connector Partners—Meet with Washington County initially | | |
| <input type="checkbox"/> | Transportation Options | Mary/Matt Weintraub | NW Connector follow on to Oregon’s July Drive less Connect promotion NW Connector highway signs displaying website info |
| <input type="checkbox"/> | Transit App Alerts | Trillium train partners | April Meeting |
| <input type="checkbox"/> | Updated Visitor Passes | TTTD Graphics | April Meeting |
| | | | |