

Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
August 9, 2019
Tillamook County Transportation District
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees/teleconference participants included:
 - Cynda Bruce—Lincoln County Transportation
 - Jeff Hazen—Sunset Empire Transit District
 - Doug Pilant—Tillamook County Transportation
 - Lisa Scherf—Benton County Transit
 - Todd Wood—Columbia County Rider
 - Mark Bernard, Arla Miller, Ken Shonkwiler—ODOTExcused:
2. Consent Calendar: Unanimously approved. (CB/TW)
 - ✦ July 12, 2019 Meeting Minutes—Doug provided the following amendment to the Signage Agenda Item—Everyone has received their new signs. Tillamook has already swapped out the signs **at Chinook Winds and Safeway in Lincoln City as well as in Neskowin and Beaver**. Next month the new signs will go up in Tillamook, Rockaway Beach, Nehalem and Manzanita. The Lincoln County Safeway sign was replaced with a smaller sign and a larger sign needs to be ordered to replace it. Tillamook is looking at a different type of bracket to attach the signs, to replace the bands currently in use. Tri-Met’s design standards at the Sunset Transit Station only allow one sign per provider, so a NWConnector sign couldn’t be added there. Also, the Pointe bus sign has been taken down.
 - ✦ July Financial Report—No new activity, so report mirrors the new FY budget.
 - ✦ June Ridership Performance Report—SETD numbers has sent in all of their numbers, although in updating the report that their Astoria—Cannon Beach numbers have been under-reported. Jeff is going back through the last two years to relook at what was reported to NWOTA. Doug will resend his May 2019 ridership, and Cynda will resend her June 2019 numbers. Cynda, upon reviewing Lincoln County’s ridership has also identified an undercount of people using passes not being added to their overall ridership count. She will see what she can do to get their numbers updated. **Mary** still needs to meet with **John** Dreezen at Columbia County Rider to get their performance report updated, both in term of ridership and route changes.
 - ✦ Calculating Average Passenger Miles Progress—Now that Sunset has updated their ridership number, they will get started on calculating average passenger miles. Lincoln County’s average passenger miles went up from 13 to 19 because of the increase in riders from north County. Reminder that Benton and Columbia and Sunset need to get their average passenger miles calculations done.
3. NWOTA Standing Items:
 - ✦ IGA Approval Updates—No changes from last month: Waiting for Benton County.
 - ✦ Management Plan—**Jeff** will meet with Todd. Mary has received Lincoln County’s documentation that her Board of Commissioners have approved the plan.
 - ✦ Pedestrian Access Study—With Ryan leaving, there has been more coordination needed between Ken and Ryan. Received to date from the consultant is the technical memorandum, including the notes on each of the stops (environmental, right-of-way

issues.) Report still has some missing components, eg, identification of some of the exact right-of-way lines. Ken reviewed the omissions with the consultant and when it has been updated, the next step is for Ken to have ODOT engineering staff review for stops located on Hwy 101. Looking at September meeting to present and do a workshop with NWOTA to go over all the stops. Final task is to provide a booklet laying out all the pertinent information needed for a funding application. Booklet will be in electronic form.

ODOT design standards have changed since the onset of the project 3 years ago, regarding ADA requirements. Post ADA, ODOT must design all pedestrian pathways, signal modifications, and curb ramps at every location. The original budget could not accommodate all the additional design work needed. What have now are advanced design, but not to design acceptance standard. Some stops are ready to go to final design and then construction. Other, more urban type of stops are more complicated, requiring much more design work. About half of the study stops are ready to go forward with final design and construction. The final booklet will separate out the “ready to go” stand alone stops from the ones that will require enough additional design work, that they will be incorporated into a planned ODOT highway construction project.

- ✦ (Add to Agenda Standing Items) Website Alert Service—Danielle Ogden, with Trillium, has been reaching out to all the partners on training on how to use the alerts. Will require determining how alerts are communicating within each partner’s organization. Partners will connect with her to get the training.

- ✦ (Add to Agenda Standing Items) Travel Tourism—To help manage the large numbers of visitors to the coast, the North Coast Travel Studio transportation sub-committee has initiated a pilot project in Cannon Beach in conjunction with the Cannon Beach Chamber and lodging organizations, to encourage Carless travel. Rack cards are being distributed to all of the lodging in the community, with the same information sent out electronically with their reservation confirmations, providing links to the NWConnector, NW Point bus and Travel Oregon.

4. NWConnector Marketing

NWOTA only received one proposal, from Trillium. Proposed budget is \$50,000.

Visitor passes: Update with new brand, plus add children option.

When meet with them, discuss visitor passes.

Really like Task 1.2 Site visits and performing a customer experience review.

References: What they did and how it benefited their organization.

Other: Instruction Guide for updating the website. How do the partners access their own website analytics?

Motion to accept the Trillium proposal and authorize Doug to forward to the Tillamook County Board of Directors for approval.

On the NWConnector “Wish List” is having passes available for purchase online and having the ability to reserve a seat. Tillamook described their recent Portland passenger surges before and after the July 4th holiday, which resulted in standing room only on their buses. Collecting the additional fares added time to the route, which ended up resulting in missed connections for the Manzanita and Lincoln City routes. Having online reservations would have allowed the fares to be prepaid and to schedule a large enough bus to accommodate the additional passengers.

5. Website Trip Enhancements

- ✚ Trip PLanner Discretionary Grant—ODOT expects to get contracts October 1. September—Partners start work on a Scope of Work, and a RFP. List on ORPIN.
- ✚ Review of Current Trips/Events: Discussion regarding:
 - Some events are listed on Trip Ideas
 - Adding the capability to sort out types of activities (eg, biking, hiking, camping) on Trip Ideas
 - Any way to make the graphics less jumbled on the map?
 - Ability to change colors from green and yellow on the teardrop icon
 - Be sure to only list events and trip ideas that can take a NWConnector bus to/from
 - Be sure to include only those events and trip ideas that people would likely want to ride the bus to/from
 - Partners go through the events/trips currently listed in their county. Delete, add to the two lists
 - Delete Portland's Naked Bike Ride
 - Todd will talk to the Longview folks about Lake Sacajawea as a event/trip idea

6. Other Business/Member Updates

- ✚ Benton County—Lee is doing well and doing some year-end work for Lisa. Interviewing 5 candidates for Lee's job later this month. ODOT Transit was able to find some additional funding to help Benton County keep their Amtrak connection running for the remaining 3 months of the contract. Need to start planning Coast to Valley expansion. Would like to sit down with Cynda, Mark, the loop folks and the Linn shuttle. Will be starting up in 3 months.
- ✚ Lincoln County—Replacing a dispatcher. Hired a new grant administrator. Started two STIP projects, student transportation and Sunday/Holiday service on Lincoln City loop. Working on updating schedule graphics. Drawn down last year's grants.
- ✚ Columbia County—Changes to STF could result in the County required to give \$90,000 to Tri-Met. MTR are now asking for an increase due to their own insurance and labor increases. Unclear whether MTR will pull their contract, as Columbia County has declined to increase their contract. If tax measure doesn't pass, will end up with approximately \$200,000 in service cuts. Working with the cities of Scappoose and St Helens on adding more stops and signage, should help increase ridership. Extend Vernonia to 5 days a week, which will also provide more connections for Banks. Turning Clatskanie into a park and ride.
- ✚ Sunset Empire Transit District—Need drivers. Replaced Finance Director. Will be replacing Transportation Options and Human Resources Director. Had to cancel a route today because short a driver. Supervisor also has to drive at times. If don't get 4 drivers right away won't be able to start Astoria to Portland expansion in October. Working on building the route. Will be interlining with Amtrak.
- ✚ Tillamook County—Helping out with transportation at the County Fair. Fair booth got first prize. Housing shortage is an issue for finding drivers. (Regional problem)
Tillamook Transit Center—City of Tillamook is offering to sell the Center at a present value price. Conditions of the sale would be that it remains a transit center for 10 years, and certain easement would have to be met. Second union negotiation wasn't too productive. Starting to work on a new staffing plan regarding administrative and HR functions. May be looking at bringing on a couple of additional staff. Will be also looking at pay equity.

- ✚ ODOT: Arla—Meeting with Falls City and Polk County to describe options for having Falls City provide transit service. Currently, everyone gets a free ride, 110 rides a month, out of a 1,000 population.

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

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