

Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
September 13, 2019
Tillamook County Transportation District
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Lisa introduced Lee Lazaro's replacement: Brad Dillingham who worked for SmartTransit in Portland prior to joining Benton County transit. Partners welcomed Brad to the group. Meeting attendees/teleconference participants included:
 - Jeff Hazen—Sunset Empire Transit District
 - Doug Pilant—Tillamook County Transportation
 - Lisa Scherf, Brad Dillingham—Benton County Transit
 - Mark Bernard, Arla Miller—ODOTExcused: Cynda, Todd.
2. Consent Calendar: Unanimously approved. (JH/LS)
 - + September 13, 2019 Meeting Minutes—No changes.
 - + September Financial Report—Received \$12,000 in partner dues and TCTD paid out \$6,007.75 in administrative support.
 - + July Ridership Performance Report—Missing numbers from TCTD and Lincoln County. Mary still needs to work with John Dreezen at Columbia County Rider. **November agenda.**
 - + Calculating Average Passenger Miles Progress—Doug noted that he makes random on/off counts to calculate passenger miles by route. Jeff and Lisa will start work on their calculations.
3. NWOTA Standing Items:
 - + IGA Approval Updates—Benton County—Brad will start work on getting it passed.
 - + Management Plan—Benton County—Brad will also start work on this.
 - + Website Alert Service—TCTD has had a couple of alert misses, but by and large it is working well. Still have to remind staff about putting in alerts. Benton—Lisa has had the training and will have Brad get the formal training. Not sure they have had any service interruptions that required an alert.
 - + Travel Tourism Studio/Transportation Committee—Jeff reported that he, Doug and Mary participated in a panel discussion. Pilot project for a Car-Free travel to Cannon Beach initiative, the first project for the North Coast Tourism Studio. Will include links to transit in lodging confirmation. Cannon Beach is starting work on its TSP, looking at language that may look at expanding the number of vacation rentals for people that travel to Cannon Beach without a car. Looking to expand the pilot project to other cities along the north coast.
4. NW Connector Marketing

Selena reported on her travel on the NWConnector system on 13 different buses, every one of which was on time. Connections were all made. All drivers were courteous, although a couple weren't as knowledgeable about the visitor passes as others. More trips going to and from the coast to the valley is an improvement and makes a more robust system. That also broadens the market for the NWConnector. Branding—In some places, very good: Tillamook co-branding on the buses, the shelters that have the new signage. Some old logos are still in place at some shelters and maps. Important to have consistency. Got a strong sense that there are opportunities for targeted marketing using on-board messaging. Make

messages very direct, rather than cryptic or cute, eg, the number of trips going to and from the coast. Also, leveraging partnerships with local tourism partners and linking to NWConnector as an option. Visit Tillamook Coast links to Tillamook Transit not to the NWConnector. Option may be setting up a NWConnector Facebook, with posts that could also get posted on tourism partners sites. Co-op incentives with local tourism partners. Social media and digital advertising to target individuals who are transit-ready and/or interested in NW Oregon. (eg, looked at/liked their local transit website and looked at/liked coastal destination pages.) Also, potentially those that look at biking sites. When click on a digital ad, it will take to NWConnector.

Trip planner—Create some same itineraries, eg, for day trippers, romantic couples, family one-day trips to the beach. Add to website, NWConnector Facebook page, and on the landing pages for social media ads.

Next steps: Research transit advertising in the three markets, and how to use social media advertising. Develop marketing recommendations. Bring to **November** meeting. Begin to develop the marketing tools.

Partners discussion: Excited to hear the feedback. Suggestions seem doable and very practical. Marketing should help not only across the region, but within our individual districts. Will also start looking at enhancements to the visitor pass.

5. Website Trip Enhancements

Partners reviewed the draft RFP prepared by Mary against the Scope of Work from the grant agreement. A couple of contract amendments will need to be paid: Page 11, #9—change implementation period to 18 months rather than the 2 years listed. Delete the word “Trillium” from page 11 paragraph starting “Recipient, in the performance of this Project. . .”

6. NWConnector Website Events/Trips

Updating postponed until the marketing plan is completed, to provide direction.

7. Other Business/Member Updates

- ✚ Sunset Empire Transit—Both Board Chair and Vice-Chair have gone off the Board, and Kathy Kleczek has been hired by SETD. Have hired more staff and will be replacing the Finance Director. Bought a motor coach for the Lower Columbia Connector run. Hard to find motor coach with a lift. Seaside Transit stop is outside of work that ODOT is doing nearby and would cost \$150,000—\$200,000. Will be triggering all ADA requirements. Too much for a small rural transit. Still struggling for drivers, will need more drivers for STF expansion.
- ✚ Benton County—Glad to have Brad onboard. Working on sunsetting the Albany—Corvallis Amtrak connector service but utilizing new transit service starting November 5th. Next will be working on expanding the Coastal connector.
- ✚ Tillamook County—No progress on collective bargaining agreement. Selected Kittleson to do the analysis on using next STIF funding. Working on partitioning property from the City for the transit center. Amtrak stop for Tillamook buses getting worked out. Started pay equity and staffing analyses. Automating more of the HR activities, and Finance person will be picking up more HR work. New staff assistant for Tabatha. Selected to do new Drug/Alcohol audit. New administrative person replacing Cathy. Ride Care’s call center is taking on scheduling of rides for their clients, including brokerage for Portland ride to care agencies as well.

Discussion on transitioning discretionary inter-city to STIF formula funding. Add to the **November** board meeting agenda.

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