

# nwCONNECTOR

## Coordinating Committee Meeting

January 10, 2020

Tillamook County Transportation District

3600 3<sup>rd</sup> 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 Pilant
10:05— 10:15a	2. Consent Calendar ( <b>Action Items</b> ) <ul style="list-style-type: none"> <li>✚ December 13, 2019 Meeting Minutes (<b>Attached</b>)</li> <li>✚ December 2019 Financial Report</li> <li>✚ Ridership Tracking</li> <li>✚ Calculating Average Passenger Miles Progress</li> </ul>	Doug Pilant
10:15— 10:30p	3. NWOTA Standing Items <ul style="list-style-type: none"> <li>✚ IGA Approvals Update</li> <li>✚ Management Plan Approval Updates</li> <li>✚ Website Alert Implementation</li> <li>✚ Travel Studio/Transportation Committee</li> </ul>	Doug Pilant
10:30— 11:00a	4. NWOTA New Business <ul style="list-style-type: none"> <li>✚ CCR System Changes and Finances</li> <li>✚ Transitioning Discretionary Inter-City to Discretionary Funding</li> </ul>	Todd Woo All
11:00— 12:00a	5. NWConnector Marketing <ul style="list-style-type: none"> <li>✚ Update</li> </ul>	Selena Barlow/Holly Kvalheim
12:00— 12:30p	6. Lunch	
1:00— 1:45p	7. Website Trip Planner Enhancements Contracting Scope of Work (attached) <ul style="list-style-type: none"> <li>✚ Discussion</li> </ul>	Trillium
1:45— 2:00p	8. Other Business and Member Updates	All

#### Attachments:

December 13, 2019 Meeting Minutes  
 Trillium Website Trip Planner Enhancements  
 Proposal

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](http://www.nwconnector.org)



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

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees/teleconference participants included:
  - Jeff Hazen—Sunset Empire Transit District
  - Cynda Bruce—Lincoln County Transit
  - Doug Pilant—Tillamook County Transportation District
  - Brad Dillingham—Benton County Transit
  - Mark Bernard, Sarah Hackett—ODOT
  - Debra Smith—NW Oregon Works (NOW)
  - Selena Barlow—Transit Marketing
  - Holly Kvalheim—Trillium TransitExcused: Todd Wood
2. Consent Calendar: Unanimously approved. (JH/TW)
  - ✚ November 8, 2019 Meeting Minutes—No changes.
  - ✚ November Financial Report—One change--\$11,088 invoice was paid for the marketing work being done by Selena Barlow.
  - ✚ Ridership Performance Report—Partners decided to not include CCR ridership numbers for the time being: Previous management didn't have the systems in place to accurately record ridership, lack of clarity on how contractor recorded ridership, and need for the NWConnector ridership to have "apples to apples" comparisons from year to year. Year-to-date FY ridership comparisons will compare the current month accumulation to prior year's ridership accumulation to the same month.
  - ✚ Calculating Average Passenger Miles Progress—No change. 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—No change from November.
  - ✚ Travel Tourism Studio/Transportation Committee—Mary will update the committee on the Facebook page and suggested itineraries.
4. NW Oregon Works

Debra Smith noted that her NOW district covers the same five counties as NWOTA. They focus on adult dislocated works, rapid response for companies closing down, and layoff aversion assisting employers keep workers or help them get other jobs. They work closely with Tillamook Creamery. They also work closely with the community colleges. One of the biggest barriers for students in transportation. Will be able to bring workforce needs to NWOTA.

Been a large increase in the number of out-of-county workers commuting to work. SETD works with Clatsop Community College which has a large student population from Clatskanie. Maintaining \$1 fare for those students. Also, provide student transit to the Job Corp at Tongue Point. Tillamook Transit has a program with TBCC so that students with a pass can ride throughout the county. Meet with the students once a year to assess how

transit service is working for them, or whether there are any barriers. Mobile app has resulted in a doubling of service. Lincoln County Transit used to work very closely with their community college. However, when the new campus was built, it was not designed for larger transit buses. Also, there has been some mixed communication between the transit district and the community college. Benton: There is a workforce center office in the county.

Feedback—It would be helpful if the community college could document all of their needs, so that improvements can be prioritized. Having the dialogue between the transit agency and the community college is important.

#### 5. NW Connector Marketing

Selena and Holly provided an update.

- Facebook Page. Holly has developed a draft page, with the goal of having it done before the advertising starts. Encourage liking of the website, particularly from other Facebook pages. Also, events are a little sparse and need to be added to. Post events to the website and let Holly know so she can add them to the Facebook page. Also, interline agreement with Greyhound is active now, and would be good for posting news items, and directing back to the website. When Amtrak interline agreements go current they should also be added.

Access through the site is through an admin account which can be expanded. Partners can be added as editors. The best way would be for partners to post on their existing agency pages and Holly will then repost on the NWConnector page. Holly is managing the page and keeping it current and active.

- Single Itineraries. More in-depth than just pointing out places/events to go to. Will include step by step directions. Link to the lodging and restaurants. Trips to Corvallis for sports events. Mary will take ideas to the Travel Tourism group which includes all the chambers.

Hoping to have ad concepts to NWOTA for **January** 10<sup>th</sup> meeting, through GoToMeeting.

#### 6. NW Connector Website Trip Enhancement Contract

Only one proposal was received from the RFP process: Trillium Solutions. Their proposal met the proposal criteria and was within budget. TCTD, as NWOTA's fiscal agent has prepared a contract that has met legal review. Partners approved a motion recommending the Tillamook County Transportation District Board of Directors to execute a not-to-exceed \$145,000 contract to Trillium for the NWConnector Website Trip Enhancement project based on their submitted proposal. (BD/CB) Partners asked to meet with Trillium at the January 10<sup>th</sup> meeting, as an alternative date could not be determined.

#### 7. Update on CCR System Changes and Finances

Partners agreed to continue the discussion at the **January** meeting.

#### 8. Transitioning Discretionary Inter-City to Discretionary Funding

Partners agreed to continue the discussion at the **January** meeting.

#### 9. Other Business/Member Updates

- ✚ SETD—Took a trial motor coach run into Portland. Good trip even for the older bus. Shooting to start the service in the third week of January. Effective January 6<sup>th</sup>, K-12 kids can ride for free. Strong community support for that. Goal is to train kids to ride the bus, may also encourage interest in being bus drivers. Hired 4 or 5 drivers. Started weekend service. Will be starting circular service in Warrenton.
- ✚ Lincoln—Hired a field supervisor, who happened to be one of the current drivers. Ridership is a little down, as gas prices go down. Enhancements should increase ridership. Still trying to get some STIF projects done. Working on finishing up verbiage

on new schedules. Looking at advertising the new Coast to Valley trips on the back of the buses. (Note: ODOT has funding for self-advertising on the buses—Sarah Hackett will check into).

- ✦ Benton—Had ODOT review. Combined ADA/Title VI form, redid the website. Hiring a new assistant. Working on the Amtrak interline which will help with the Coast to Valley route. Have some ideas for trip ideas to add to the Facebook page.
- ✦ Tillamook—Board approved compensation plan. Working on a strategic plan, which continues to support collaborative regional partnerships. Still working on collective bargaining agreement. Will be getting a new labor attorney. Grand Ronde is establishing a strategic plan, working with TCTD on service.

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

DRAFT

Tillamook County Transportation District  
3600 3rd St  
Tillamook, OR 97141

November 25, 2019



Trillium Solutions, Inc.  
www.trilliumtransit.com  
(503) 567-8422  
6106 NE Mallory Ave.  
Portland, OR 97211

Northwest Oregon Transit Alliance agencies:

Trillium Solutions, Inc. ("Trillium"), an Oregon S-Corporation, herein provides a proposed scope of services to provide marketing services for the Northwest Oregon Transit Alliance (NWOTA).

This work would be performed in collaboration with Transit Marketing, and would leverage resources and investments made by NWOTA separately in a website designed and developed by Trillium, also in collaboration with Transit Marketing.

The goal of this work is to develop and implement a marketing approach that utilizes web and mobile technology, as well as core transit marketing tools such as local mailings and flyers, to support the increase of ridership and perceived quality of NWOTA services. Trillium works exclusively with transit agencies to help design marketing approaches tailored to the industry and in line with agency practices.

The contents of this proposal are a firm bid offered and available for 365 days from the date of submittal. Feel free to reach out directly to Thomas Craig (contact information below) with any questions you have regarding the proposal contents.

Best,

A handwritten signature in black ink, appearing to read "Thomas Craig", is written over the printed name and title.

Thomas Craig  
General Manager  
Trillium Solutions, Inc.  
6106 NE Mallory Ave.  
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[thomas@trilliumtransit.com](mailto:thomas@trilliumtransit.com)



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## **Project Understanding and Approach**

This project will be accomplished in close collaboration with NWOTA at all stages, and will require the active involvement of both parties. In line with the RFP, Trillium has identified the following tasks and subtasks necessary to deliver the overall project.

### ***Task 1: Develop detailed work plan***

#### ***1.1: Site visit***

A site visit will establish a working relationship between the agencies and the project team, and allow for the project team to gather local understanding and context of the needs of NWOTA riders. Thomas Craig and Holly Kvalheim will visit all NWOTA agencies at their quarterly in person.

The site visits will discuss

- Possible technical approach alternatives
- Communications approach alternatives
- Confirmation of preferred use cases

#### ***1.2: Technical approach***

Trillium worked with NWOTA to design the original northwestconnector.net website, and will expand on that knowledge to plot a technical approach that efficiently meets both the short term feature goals and the long-term needs of site maintenance and efficiency.

The project team will work with the NWOTA board and staff to develop a review process that allows agency staff and end users to engage with proposed deliverables before finalization, so that the team can move iteratively towards the end goals of the project.

The team will research and define precisely which end user actions are to be prioritized so that trip planner tuning supports the agency goals.

#### ***1.3: Communications strategy***

Task 4 must develop effective resources for the dissemination of lessons learned during the project. Therefore it will be critical to identify which parties will be involved and how they will be communicated with.

### ***Task 2: Website trip planner enhancements***

#### ***2.1. Review OSM data and perform high-value maintenance activities***

Trillium will identify possible gaps in coverage that may effect trip plan results.

***2.2 Deploy the OTP and incorporate the available GRFS and GTFS-flex data sets***

Trillium will seek to reduce costs by leveraging the ODOT OTP implementation, but will host a trip planner as needed.

***2.3 Develop a new NWConnector trip planner interface for the NWConnector.org website***

Trillium will develop both the custom interface for NWOTA as well as a plugin interface allowing OTP to be more easily surfaced on other transit agency sites in Oregon.

***2.4 Conduct a user testing, feedback and review process***

Trillium will perform testing with end users and study past system analytics from the current interface to confirm critical use cases.

After launch of OTP, all use cases will be tested side by side.

Trip planner tuning proposals and site design refinements will follow in response to feedback

***2.5 Examine the role OSM data plays in user feedback, and whether map issues are resulting in negative user experiences***

Trillium will produce a white paper targeted at both NWOTA and ODOT, proposing an approach to OSM data maintenance

This report will include the examination of end user experiences.

***Task 3: Ongoing maintenance***

As directed by NWOTA, Trillium will launch and host the final enhanced website.

***Task 4: Project reporting and documentation***

Trillium agrees to all reporting requirements as laid out in the RFP.

**Proposer's Qualifications and Experience**

Trillium Solutions, Inc. is an Oregon-based Corporation, which has also previously operated as a sole proprietorship, founded in 2007. The firm has grown steadily from a one-developer operation into a team of fifteen employees and a network of contractors who contribute to the online presence of over 300 public transit agencies. Trillium serves public transit clients by making their services easy-to-find, understand, and use with online information. Trillium's exclusive focus is on public transportation

agencies. We bring a depth of experience and commitment to our work for transit that is unique in the web technology marketplace.

Trillium has extensive particular experience with the NWOTA agencies as well as with the technologies in play during this project:

- NWOTA website (developed by Trillium)
- GTFS-flex (Trillium provides for 30 agencies)
- OTP (Trillium provides for 25 agencies)
- OSM (Trillium supports for 15 agencies)

Trillium's project manager for this project will be Thomas Craig, Trillium's General Manager. Mr. Craig brings eight years of project management, process development, and consulting experience with a variety of public and private clients in multiple industries.

Other key Trillium employees and consultants will include:

- Nome's experience with GTFS data and other transit technologies ensures that digital and web marketing strategies are deployed by a development specialist.
- **Holly Kvalheim**, Junior Consultant, will provide support for marketing services as well as participate in the development of the marketing plan.

## References and Resumes

Trillium provides marketing services, focused on website management but extending to graphic design, social media strategy, marketing strategy and more to 30 public transit clients. References are below, and resumes are attached on subsequent pages.

### **Regional Transportation Commission of Washoe County**

John Ponzio

IT Manager

775-335-1828

[jponzo@rtcwashoe.com](mailto:jponzo@rtcwashoe.com)

Trillium designed, developed, and launched [rtcwashoe.com](http://rtcwashoe.com) in July 2017. Since then, additional features have been introduced and hosting provided. The project team regularly works with the requests and priorities of the marketing department to implement marketing and messaging solutions through the website framework. Trillium designs marketing collateral for delivery online.

### **Central Contra Costa Transit Authority**

Jim Brown

Director of Information Technology

925-680-2032

[brown@cccta.org](mailto:brown@cccta.org)

Launched January 2019, the new countyconnection.com was designed, developed, and hosted by the proposed project team. The project successfully coordinated the work of different departments and stakeholders at the agency.

**Truckee North Tahoe Transportation Management Association**

Jaime Wright

Executive Director

530-582-4931

[jaime@laketahoetransit.com](mailto:jaime@laketahoetransit.com)

Trillium designed, developed, and launched tahoetruckeetransit.com in April 2018 providing access to schedule information for the TART system on the North Side of Lake Tahoe.

**Attachment A: Resumes**

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## Thomas Craig

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### ***General Manager***

Operations and financial manager of Trillium Solutions, Inc. with 5 years of experience in small business management, and a strong expertise in financial analysis and modeling, project management, and communication.

**B.A. History**, Reed College

### **Key Skills**

- Accounting
- Financial modeling
- Process management
- Communications, report writing, website content

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### ***Trillium Experience***

Operations Manager, September 2013 - now

- Project Manager for Marin Transit Passenger Information project.
  - Performed the passenger information, review, and recommendations
  - Managed the design implementation process.
- Project Manager for El Dorado Transit Website and Branding project.
  - This comprehensive branding and customer information project included a system map, bus wrap design, new logo, website and other marketing materials for the agency
- Developed many of Trillium's internal management systems, operations manuals, and software documentation.

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### ***Previous Experience***

- Subsidy and A/R Coordinator, Knowledge Universe, Portland, OR, 2013-2014
  - Work with government agencies to ensure compliance with agency standards for childcare subsidies.
  - Communication of policies and procedures to corporate staff.
- Financial Modeler and Project Manager, Masterplans.com, Portland, OR, 2012-2013
  - Developed financial models for approximately 500 businesses, with revenues as large as \$50M.
  - Project management of business plan writing contracts
  - Development of marketing materials, including mass emails, social media posts, and website content.
- Business Analyst, Causeit, Portland, OR, 2011-2012
- Associate Portfolio Manager, Africa Capital Advisors, LLC, 2009-2011

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## Nome Dickerson

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### *Web Developer*

Nome develops and maintains WordPress websites for Trillium. Their breadth of experience with different programming languages and current Master's level study on Machine Learning bring creative solutions to complex problems.

**M.S. Computer Science**, Portland State University

**B.A. Russian**, Reed College

### **Key Skills**

- Web development
- HTML/CSS, Wordpress, Javascript, SQL, Python
- C, Java, Haskell
- Machine Learning, Embedded Systems

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### *Trillium Experience*

- Web Developer, March 2016 - Present
  - Develops and deploys WordPress themes
  - Performs WordPress updates and edits themes upon client request
  - Work with GTFS-to-HTML for timetable generation
  - Creates and maintains detailed process documentation and research on best practices

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### *Prior Experience*

- Graduate Teaching Assistant, Portland State University, Portland, OR 2015 - 2016
  - Helped to design and implement a new undergraduate course curriculum using MIT's Unix-based xv6 system
  - Responsible for teaching and grading projects requiring extensive reasoning about multithreaded C code
- Embedded Platform and Tools Intern, Intel Open Technology Center, 2015
  - Researched continuous integration possibilities for the Yocto project, an open-source embedded Linux build system
  - Developed a proof-of-concept for a Jenkins plugin

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## Holly Kvalheim

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### Project Coordinator/Junior Consultant

Holly Kvalheim supports Trillium's projects and processes through data management, maintaining high standards for accuracy and excellent communication.

**B.A. Economics**, University of Puget Sound

#### Key Skills

- Data management
- Clear communication
- Project coordination

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### Trillium Experience

Data Technician, July 2016 – now

- Project management and delivery of websites for
  - Merrimack Valley Regional Transit Authority (2017, Massachusetts)
  - Star Transit (2018-19, Texas, in progress)
- Lead consultant and presenter for GTFS data training workshop for Via Transit (San Antonio)
- Website content management
- Search engine optimization review, analysis, and content creation
- GTFS updates and maintenance
- Client communications and data retrieval
- Special project coordination including work on the ongoing Travel Oregon and NWOTA marketing and technology projects

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### Previous Experience

- Legal Assistant, Alleman Hall McCoy Russell & Tuttle LLC, 2014
  - Preparation and filing of patent prosecution documents
  - Docketing
- Financial Empowerment Coordinator, El Centro de la Raza, Seattle, WA 2013-2014
  - Established data tracking and reporting procedures for private and public grants
  - Co-authored and implemented improved state-wide reporting structures for foreclosure mitigation grant

- Technical database support for social services agencies across the state

Tillamook County Transportation District  
3600 3rd St  
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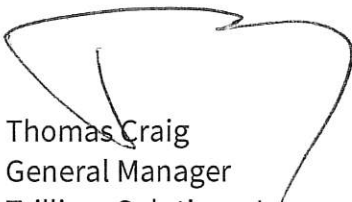
November 25, 2019

Northwest Oregon Transit Alliance agencies:

Trillium Solutions, Inc. ("Trillium"), an Oregon S-Corporation, herein provides a price proposal to accompany the proposed scope of services for the Northwest Oregon Transit Alliance (NWOTA) delivered under a separate cover.

The contents of this proposal are a firm bid offered and available for 365 days from the date of submittal. Feel free to reach out directly to Thomas Craig (contact information below) with any questions you have regarding the proposal contents.

Best,



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Thomas Craig  
General Manager  
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6106 NE Mallory Ave.  
Portland, OR 97211  
503-567-8422 ext. 4  
[thomas@trilliumtransit.com](mailto:thomas@trilliumtransit.com)

## Cost proposal

Trillium provides hourly rates for the following staff members:

Staff member	Rate
Thomas Craig	\$150
Nome Dickerson	\$150
Holly Kvalheim	\$100

Hours per staff member per task are estimated as follows.

Task	Craig	Dickerson	Kvalheim	Total
1	40	50	80	170
2	40	250	160	450
3	20	40	40	100
4	40	20	120	180
Total	140	360	400	900

With expenses, this constitutes the following Not-to-Exceed bids for each task.

The expenses budget for task 2 is an estimate and assumes that Trillium will need to host an OTP instance.

Task	Staff cost	Expenses	Total
1	\$21,500		\$21,500
2	\$59,500	\$30,000	\$89,500
3	\$13,000		\$13,000
4	\$21,000		\$21,000
Total			\$145,000

Trillium proposes a not-to-exceed cost to perform this scope of work of \$145,000, billed based on progress and hours.