

nwCONNECTOR

Coordinating Committee Meeting

February 14, 2020

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 Pilant
10:05— 10:15a	2. Consent Calendar (Action Items) <ul style="list-style-type: none"> ✚ January 10, 2020 Meeting Minutes (Attached) ✚ January 2020 Financial Report ✚ Ridership Tracking ✚ Calculating Average Passenger Miles Refresher 	Doug Pilant
10:15— 10:30p	3. NWOTA Standing Items <ul style="list-style-type: none"> ✚ IGA Approvals Update ✚ Management Plan Approval Updates ✚ Website Alert Implementation ✚ Travel Studio/Transportation Committee 	Doug Pilant
10:30— 11:30a	4. NWConnector Trip Planner Enhancements <ul style="list-style-type: none"> ✚ Scope of Work ✚ Discussion 	Thomas Craig All
11:30— 12:00a	5. NWConnector Marketing <ul style="list-style-type: none"> ✚ Updated Ads ✚ Facebook Update ✚ Google Analytics Baseline 	Selena Barlow Holly Kvalheim Holly Kvalheim
12:00— 12:30p	6. Lunch	
12:30— 1:00p	7. 2020—2021 NWOTA Budget <ul style="list-style-type: none"> ✚ Discussion 	Doug Pilant All
1:00— 2:00p	8. Other Business and Member Updates	All

Attachments:

January 10, 2020 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



Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
January 10, 2020
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
 - Todd Wood, CCR
 - Mark Bernard, Arla Miller—ODOT
 - Debra Smith—NW Oregon Works (NOW)
 - Selena Barlow—Transit Marketing
 - Holly Kvalheim—Trillium Transit
2. Consent Calendar: Unanimously approved. (JH/CB)
 - ✚ December 13, 2019 Meeting Minutes—No changes.
 - ✚ December Financial Report—One new expenditure: \$2,310 for marketing. Mary handed out a spreadsheet of Trillium’s marketing budget compared to invoices to date. (Trillium contract spreadsheet attached)
 - ✚ Ridership Performance Report—Tillamook to Lincoln route continues to increase. Coast to Valley Express, on the Lincoln Transit trips, include riders not going over to Corvallis, but going from Toledo to Newport. Overall, system is down 3%, consistent with the rest of economy. Averaging over 20,000 passengers monthly. SETD will start rolling out new service to Portland at end of January, which will add ridership.
 - ✚ Calculating Average Passenger Miles Progress—No change. Jeff and Brad will start work on their calculations. **February**—Refresher on calculating average passenger miles.
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. Jeff will work on getting it passed by March.
 - ✚ Website Alert System Implementation—SETD is having training next week. Tillamook is not consistently posting alerts on the website. Lincoln is having some staff changes so training will have to be redone. Brad will contact Trillium to schedule the training. Next week may have some weather issues that require adding alerts to the system. Doug tested out a current alert for the Arch Cape Tunnel. The system isn’t showing it on Goggle. Also, NWConnector alerts need to be coordinated so that they post automatically to ODOT’s Trip Check.
 - ✚ Travel Tourism Studio/Transportation Committee—Mary reported that the North Coast Travel Tourism Studio’s Car-Free promotion pilot project in Cannon Beach has been underway over the late Fall and Winter. The Cannon Beach Chamber of Commerce reports that they know of at least visitors to Cannon Beach that have participated in the promotion—either traveling by bus to the Coast or not using their car while on the Coast. The Transportation Committee received approval for a funding request to extend the promotion to the cities of Astoria, Seaside, Manzanita and Pacific City. Mary will also be showing the group the travel itineraries being developed for the NWConnector 2020

Car-Free campaign and the transit marketing posters/ads. Nan Devlin, the North Coast Travel Coordinator will be included in the communications.

4. NW Connector Marketing—A Plan to Grow

Selena, Holly, Rick Schuster, graphic artist presented.

- OnTransit Advertising. Targeting Oregon cities—Portland, Salem, Corvallis. Six-month campaign. TriMet Chariot and Corvallis buses, TriMet trains. Message: Car-Free travel is something that is doable, easy, relaxing. Visual: Friendly and approachable, fun. Enjoying the coast, rather than focusing on the bus. Utilize the same graphics, but different photos to target different demographics. A Car-Free day at the beach, Car-Free coastal adventure, romantic ride to the beach.
- Facebook ads. Plan your Car-Free day at the beach, coastal adventure, romantic trip to the coast.

Measurement: Facebook Insight: Number of clicks and follow-ups. Google Analytics—where people are coming from, and what people did after they click on an ad. Monthly traffic. Other: Number of increases to the NWConnector website during the ad campaign. Will want to have a measurement report. Analytics.Google.com has the analytics for the campaign. Holly will pull together a baseline report and monthly reports during the campaign.

Call to action on the ads will be reworked to make it stand out more and brought to the **February** meeting.

Also on the **February** agenda: Update on the NW Connector Facebook page (have 249 hits to date.) Holly will provide the baseline report for Baseline Google analytics of the Facebook and NWConnector website use.

Next steps:

- Continue itinerary development, potentially add a whale watching trip
- Finalize Transit Ads
- Schedule Transit placements (Begin March)
- Initiate Facebook campaign (February?)

5. NW Connector Website Trip Enhancement Contract

ODOT also has an application for a statewide trip planner that it could pay for some of the implementation and hosting. This could affect the NWConnector trip planner enhancements Scope of Work. Trillium is suggesting waiting to hear whether the ODOT project is going forward.

Partners felt that much of the new features needed for the NWConnector trip planner could be worked on independent of the ODOT project. Trillium still expects to begin work on the NWConnector website updates in February. If ODOT's project is funded, coordination will be important because it could not only change NWOTA's scope of work, but also the currently budgeted expenditures.

Partners noted an additional features wanted: Ensure NWConnector alerts are integrated into ODOT's Trip Check program, and coordinating Trip Check and NWConnector alerts.

Doug will contact Thomas Craig.

6. Update on CCR System Changes and Finances

Todd reported on CCR's financial situation. CCR is making additional cuts and getting new funding from PCC. Dial a Ride will take the biggest hit. Moved to a two-fare system, one for within the county \$2.00 and \$3.00 rides outside the county. Longview/Kelso is being

included in the in-county fare. One monthly pass. Still looking at managing a \$300,000 deficit.

Not sure how Columbia County fits in/connects within the NWConnector system. Sunset is now providing direct service to Portland and Columbia County is pretty much a pass-through county. \$12,000 is a lot for CCR to pay right now. Unfortunately, the transit district ballot measure was a landslide loss in one of the largest voter turnout elections, with mostly only this measure on the ballot.

Ridership will continue to go down. Asking Tri-Met to fund lines 1 and 2 buses which effectively are just delivering employers to their employers.

County is looking at a potential deficit as well due to property tax caps.

If all things stay the same, it will take a minimum of 2 years to repay the County for what it has been subsidizing CCR.

Without matching funds from the County, can't get grants.

Discussion: Doug, would have to discuss a reduction of CCR dues with the TCTD Board. Prefer that CCR weather the storm, not throw in the towel. Give CCR time to get back into financial shape again. Important that all the partner boards extend support to Columbia County and support them staying in NWOTA. Jeff supports retaining CCR in NWOTA. The SETD/CCR connection to Longview/Kelso is an important component of the NWConnector system. NWConnector is still considered a nationwide model of transit system networking and collaboration. Columbia County's connections have added robustness to the NWConnector's system. The county's participation also allows more clout when applying for NWConnector grants. Cynda really believes that Todd can turn CCR around, based on what have done so far and the experience bringing to the table. Would like to see CCR remain in NWOTA. Can always revisit annual dues at a later time. Brad, even in the short period of time, see NWOTA's cohesiveness as good-sized group dedicated to transit. The more people we can get to buy into transit, the more powerful transit will be going forward. Losing CCR, will dilute our impact.

Solution: CCR ok with staying in, if all partners can agree to a dues reduction. Address in next year's budget. Budget discussions start in **February**.

Mary will work with Columbia County's Tourism group on potential travel itineraries to Columbia County, with a potential \$3 fare each way. Potential places/events to include could be the Crown Zellerbach (CZ) Trail, Sauerkraut Days, Halloween Days.

CZ trail, sauerkraut, Halloween days

7. Other Business/Member Updates

- ✚ SETD—Start Portland expansion on January 27th, as well as reconfiguration of Hwy 101 schedule and circulation route through Warrenton. Jeff attended the OTC meeting as a public transit representative and participated in the discussion on the STIF process. Lots of support for transit from throughout the State, from all modes of transportation. Fare free for all K-12 students was particularly supported, which will help youth learn and like using public transit as adults.
- ✚ ODOT Leadership—New director will be utilizing a functional approach. 5 assistant directors.
- ✚ Lincoln County—Operations supervisor resigned. Posted the job today. Budget process has started. Have 10 separate projects that might be potential applications. Need to be thoughtful which projects to work on. Working with schools on bus stop locations.
- ✚ ODOT—Mark working on Albany Amtrak restroom, STIF reporting, RLS site visits.

- ✦ ODOT—Arla noted that entry-level driver training deadline may be pushed out for another 2 years.
- ✦ Tillamook—Still working on collective bargaining agreement. Would like to get done. Close to Transit Center transaction. Reconfiguring admin building to add office space for two new employees. TCTD's deviated route policy being reviewed and on-board surveys are being conducted to get public input into what services going to implement in long-term STIF Plan. Trying to spec fuels out for buses. Fleet does a million miles a year.

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

DRAFT

NWConnector Marketing Budget								
FY 2019-20								
	Timing	Budget	Invoice 11/06/19	Invoice 12/31/19				Spent to Date
Transit Marketing: Customer Experience Review and Development of Marketing Plan	October	\$10,000	\$2,310	\$7,690				\$10,000
Transit Marketing: Creation of Marketing Tools	Nov-Jan	\$5,000		\$3,398				\$3,398
Trillium: Marketing Support & Implementation of Facebook Advertising and Social Media	October- June	\$10,000						\$0
Transit Advertising								\$0
Lamar Advertising:Trimet	Feb-Aug	\$10,400						\$0
Stott Advertising: Salem	Mar- July	\$2,640						\$0
Printing of Signs for Local Use		\$800						\$0
Facebook Advertising	Feb- June	\$10,000						\$0
Contingency		\$1,160						\$0
Total Budget		\$50,000	\$2,310	\$11,088	\$0	\$0	\$0	\$13,398

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.
Portland, OR 97211
503-567-8422 ext. 4
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

Trillium designed, developed, and launched 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

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

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

Thomas Craig

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

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.

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

Nome Dickerson

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

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

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

Holly Kvalheim

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

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

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

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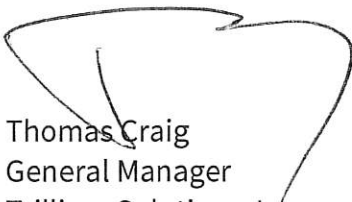
November 25, 2019

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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503-567-8422 ext. 4
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.