

Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
February 14, 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 Transportation District
 - Doug Pilant—Tillamook County Transportation District
 - Todd Wood, CCR
 - Mark Bernard, Arla Miller—ODOT
 - Debra Smith—NW Oregon Works (NOW)
 - Selena Barlow—Transit Marketing
 - Thomas Craig, Holly Kvalheim—Trillium Transit
2. Consent Calendar: Unanimously approved. (JH/)
 - ✚ January 10, 2020 Meeting Minutes—No changes.
 - ✚ January Financial Report—One new expenditure: \$5,540 for administrative support.
 - ✚ Ridership Performance Report—Still need to get all the partners reports, SETD was the only district to report this month.
 - ✚ Calculating Average Passenger Miles Progress—Mary encouraged partners to get their calculations done. Could be very useful in grant applications, marketing Car-Free activities. Doug and Jeff will reach out to Brad and get together to work on this. Another organization, Columbia Pacific is encouraging conversions to propane for buses on the Coast to reduce carbon emissions. TCTD is looking at siting a propane fuel stop.
3. NWOTA Standing Items:
 - ✚ IGA Approval Updates—Benton County only partner still needing to get it approved.
 - ✚ Management Plan—Benton County and SETD still need board approvals.
 - ✚ Website Alert System Implementation—Tillamook is not consistently posting alerts on the website. Thomas offered to add a reminder on the website for each partner to use the alert system including retraining all the district dispatchers on putting up alerts. Also, when the new website trip planner enhancements are completed, the alerts will automatically go onto the transit app.
 - ✚ Travel Tourism Studio/Transportation Committee—The subcommittee is continuing to work on the new Car-Free promotion.
4. NW Connector Trip Planner Website Enhancement Project
 - ✚ NW Connector website
 - Trip Planner—Future and flexible trips. Clear need for easier instructions. Need to be able to plan trips out longer than Google allows. Also need to be able to schedule flexible trips. Flexible trips are complicated to implement. Will need significant testing help by the partners (Potentially a full day of testing and review by local dispatchers.) Will need to consider which users need this and how to show this service, eg, as a default option or not. The updated website will/can show deviations, depending on what/how much the partners want to show. Flag stops: Can add information on website about how to use, can use a wavy stick figure at most common flag stops, designate no stop (dangerous) zones. Looking at Google adding flex stop to their Google Transit system.

- Streamline backend—Primary goal: Ease schedule updates and reduce site maintenance costs. Also, integrating alerts into the website, Facebook, GTFS, and the transit app is a primary need. Secondary goal: Improve opportunities for site tracking. For example, tracking what users are interested in what types of transit service, following up on the marketing. Feedback: Can take request for other backend process improvements. Poll staff and see if they are currently having any issues that can be fixed during this project.
- Design refresh and standardization—Primary goals: Reduce site maintenance costs. Feedback: Good opportunity to make tweaks based on agency preferences and rider feedback from last 2 years.
- ✚ Website template—Primary goal: Create OpenTripPlanner plugin for other Oregon agencies to use. Secondary (?) goal: Multi-agency management in GTFS update plugin. Possible (difficult) goal: One-click timetables
 - OTP plugin
 - Multi-agency template
- ✚ OpenStreetMap (+Pelias?) Primary goal: Review and identify needed updates to (Oregon Street Map) OSM layer in the region. Secondary goals: Identify and train OSM champions. Tertiary goal: Recommendations to ODOT. Possible (difficult) goal: Pelias geocoder replicates Google geocoder which finishes up a site name when type in.
- ✚ Sharing with the Community—Webinar? Report? More user-friendly template website? Focus on RTCs? Partners agreed that this will be an important component of the project, marketing the tools to the community.

Feedback to Trillium on the back end/WordPress of the website most urgent. Identifying the flag stops and problem areas for deviations or flag stops. Trillium will reach out to Cynda and Brad. Still need a conversation about how much is focused on providing a platform that can be used by other agencies. (May be the future, but how soon will other agencies be ready to proceed.) Ideally, long-term, all agencies in Oregon will eventually use the same platform.

5. NW Connector Marketing—A Plan to Grow

Selena and Holly presented.

- Website: Google Analytic data: From the past 3 years. Five metrics: Total users, New Users, Sessions, Source: organic (from search engines), Source: Facebook. Facebook Reach (from NWConnector Facebook page.) Main trends: More traffic in the Summer, almost 2 sessions per user. Since monthly reporting, can compare year to year.
- Facebook Advertising. Campaign is kicking off soon. Ads ready to go. Don't convey a lot of text. Will include specific names of cities. Can target ads by purpose, audience (geography, interest). Will be able to test ads by sending two different ads per user. Compare response with/without text headlines, which pictures work the best, which text attracts the most viewers. Right now, ads just send users to the website, but don't directly send to an itinerary. (May be a website trip planner enhancement.) Facebook Insights: Reach, engagement, link clicks. Google Analytics: Behavior flow and conversion (eg clicking on a schedule or itinerary). Mary—Get information to Travel Studio/Transportation Committee.
- Transit Advertising. Will be Portland and Salem buses in March. Will bring people into the website organically (not through Facebook). But will also support the Facebook advertising if get them through Facebook feed. Doug will be getting new buses and is interested in knowing what to put on the back of the new buses.
- Visitor Passes. Important information: Drivers must fill in expiration date, pass number for tracking the passes, new logo, check box for either 3 or 7 day pass so only have to

print one pass, information on the back of the pass about family use, watermark, update partner logos.

6. Update on CCR System Changes and Finances

MTR is proposing a 23% increase for the drivers, dispatchers and maintenance, mid-way through their contracting year. Unclear if they will pull their contract. Todd will be leaving to go to the City of Canby, and administration of CCR will probably but cut back to 2 full time staff. Todd is still hopeful that TriMet will provide more funding to CCR for the number of workers commuting to the metro area. Should help with getting CCR out of debt sooner.

7. Other Business/Member Updates

- ✚ SETD—Started STIF rollout increases: Portland trip, Hwy 101 trips, Warrenton/Hamond circular. Will be looking at whether it works financially to take on CCR operations. RFP out on Coordinated Human Services Plan. Applied for 2 new expansion buses and working on 2 replacement buses.
- ✚ ODOT—Arla. New director and new division administrator. Instead of being organized functionally, will be organized by program. Will be called Public Transportation Division.
- ✚ ODOT—Mark. New STIF reporting due today through OPTIS. Working out a couple of hick-ups.
- ✚ Tillamook—Sent a counter proposal to the union. Studying deviating fixed route policy system. Looking at route performance and comparing it to our policies. Utilizing an ADA expert to identify what needs to be done. Working with the Confederated Tribes of the Grand Ronde on a plan on how they intend to use their STIF monies. Working on Greyhound interline Salem to Lincoln City.

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