

Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes (Teleconference)
March 13, 2020
Tillamook County Transportation District
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees/teleconference participants included:
 - Brad Dillingham—Benton County Transportation
 - Jeff Hazen—Sunset Empire Transportation District
 - Doug Pilant—Tillamook County Transportation District
 - Mark Bernard, Arla Miller—ODOT
 - Holly Kvalheim—Trillium Transit
2. Consent Calendar: Unanimously approved. (JH/)
 - ✦ February 14, 2020 Meeting Minutes—Under Tillamook update, amended third sentence to read, “Working with the Confederated Tribes of the Grand Ronde on a planning process on how they intend to use their STIF monies.” ~~including location/timing of left turns.~~
 - ✦ February Financial Report—One new expenditure: Received \$12,000 in partner contribution match. All membership dues are in.
 - ✦ 2020—2021 Budget—The TCTD has asked about CCR future involvement in NWOTA. Doug responded to his board that reduced dues are allowable in bylaws, but the partners have made a decision to date.

Budget Questions: How much should be budgeted for marketing? Partners are supportive of continuing. May be tough with the current virus situation. Administrative line item? Stay the same or reduce. Website? Purchased alert service. Unclear how much website costs are going to increase. Bump website from \$7,500 to \$10,000. Mary contact Thomas to identify annual cost. Also, how much of the website redesign will need to be included in the next FY. No grants aware of. Discretionary STIP for new transit stops won’t occur until the following year. Will need CCR input as to whether they are going to stay. Doug—Will need to get working capital carryover. Continue discussion at next meeting.
 - ✦ Ridership Performance Report—Still need to get all the partners reports. Covid-19-related restrictions are likely to affect ridership.
 - ✦ Calculating Average Passenger Miles Progress—No updates.
3. NWOTA Standing Items:
 - ✦ IGA Approval Updates—Benton County—Brad reported that approval of the IGA has taken second priority to some other internal issues requiring the attention of the Board of Commissioners. Know it is important and will get to it as soon as possible.
 - ✦ 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 Marketing

Holly provided an update. Proceeding according to plan. Selena sent out pictures of the poster ads on 60 Tri-Met buses and 24 Cherriots buses. Corvallis ads will be starting soon. Ads have been up on Facebook for a few weeks, targeting Portland and Corvallis riders. Total reach 9,675 people. Every ad that has gone out has had likes, shares, comments. Most positive and interested. Tagging friends and families. A couple of comments were removed that said don't come to the coast because of coronavirus. 424 people have clicked through to the website. People seem to be engaging more with the webpage. Posted new ad about the Columbia Connector between Astoria and Portland and seemed to get a good response.

Question: Has anyone seen ads through own social media? Brad is still subscribing to Tri-Met and Cherriots feeds and will start looking for the ads. Holly is also in the targeted demographic and will look for the feeds.

Keeping an eye on webpage analytics. Holly will share spreadsheet on month by month. February with ads starting, is already showing a noticeable increase in users and new users. 5,000 up to almost 8,000. Large increase in traffic from Facebook, averaged 150 new users monthly, and February up to 759. January 1–February 17 to February 17—now comparison: Overall increase in new site users 9% increase to 34% increase from all sources. Generally, when people see the ads on the buses, they will most likely google NWConnector, which is easier than typing in the website.

Split test on Facebook comparing one of images without car free coastal text vs one without that next. First looks more like an ad vs one that looks like a friend feed. Both are performing fairly well and approximately the same. Will look at doing more tests to evaluate the effectiveness of the different messages with different target groups.

Will have an update at the next meeting.

Mary showed the NW Connector posters and visitor passes to the Tourism Travel Transportation Sub-Committee. There may be some potential for the visitor passes to be used as an incentive. Concern has been raised if the local areas can delivery on car-free.

5. Covid-19 Update

✦ SETD—Jeff sent out response plan guidance memo, LTD Plan. Very simple, action to take, who is responsible. Started doing more disinfecting, gloves for the drivers, cleaning when have down time. Transit Center folks are helping clean, lot of visibility with the public. Disinfecting supplies in short supply. Disinfecting buses at night, at least once every two days on the outside. Wiping down lobby and restroom touch points regularly. Only using CDC approved wipes, Clorox. Been going well. Allowing all workers who can to work from home. Putting out a press release to reassure the public describing what SETD is doing to maintain a safe transit environment. SETD will be affected significantly by the cancellation of cruise ships this year, which provides significant revenue to the transportation system.

Weekday service will be just the set hours. Eliminate/Reduce Sunday, Eliminate/Reduce Saturday service. Plugged into the County's weekly call.

✦ TCTD used some of Jeff's talking points in their public memo. Disinfecting all buses as they come in at the end of the day. Primarily interior. Also looking at getting disinfecting sprayers, so have as part of regular cleaning into the future. Staff at Visitors Center wiping down touch points as well as TCTD operations center 2 or 3 times a day. Executive staff are working from home. Already have one part time driver who has been tested positive, through her other EMT job. If workers can work from home, it is being recommended they do so. Will be posting information in the Tillamook Pioneer newspaper as well as on the website.

The City of Garibaldi has cancelled the Crab Races and Garibaldi Days, after spending \$5,000 on the set up.

Concerned if have too many drivers having to stay home, will need to look at what service curtail. In some cases, ridership demand has reduced itself. Medicaid brokerage has had a 30% decline in trip requests.

- ✚ Benton County—Corvallis hasn't had any drastic changes in local service other than more cleaning. Have been requesting that riders requesting on demand service do so only for seriously needed rides. Those riders tend to be more at risk and volunteer driven by drivers that are older. Provide crucial services and have to stay open. Contract out operations, so don't have a lot of contact with drivers. Want to keep both the riding
- ✚ NWConnector partners will coordinate when there are changes in schedules.

6. Other Business/Member Updates

- ✚ Benton County—Working on passenger miles. Doug will work with Brad on how to do. Will start off by sending out FTA information (to all partners). Doing an entire reevaluation of all services, where can be more efficient, what services are people using, sending out a ridership survey, how streamline service across the Willamette. Where can build, cut expenses. Highest priority right now. Once get through, will be able to look at other activities that need to be done. Coast to Valley route seems to be working well. Demand services is being evaluated, better serving ADA populations.
- ✚ SETD—Dealing with monster increases in ridership. Ridership up 7%--30% each week. Even with Covid-19, ridership is still up. Expansion has been very effective. Oregon Correctional Enterprises are contracting to make 4 new bus shelters. Lower Columbia Connector ridership is up 250%.
- ✚ ODOT—Route between Florence and Eugene is averaging 9 passengers a day per roundtrip. Arla was able to extend TCTD's site plan contract.
- ✚ TCTD—Selecting propane facility contractor. Still waiting for final legal description for Transit Visitor Center for purchase/sell agreement with the City of Tillamook. Have dates scheduled for collective bargaining agreement. In process of receiving new buses, in route to Oregon. Maintenance expenses with old equipment have gone through the roof. Good to get new buses into the fleet. Starting recruitment process for administrative and staff assistants. Will take over some of extra activities Doug has been doing. Completed on-board survey for STF plan. Findings indicate that a town loop/reverse town loop and hourly service to the Port will be added. Combined with Creamery/Fred Meyer loop may be able to get 45 minute vs the current 60 minute service.

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