nwCONNECTOR

Coordinating Committee Zoom Meeting
January 15, 2021
Tillamook County Transportation District
3600 3rd St
Tillamook, OR
10:00 am—12:00 pm

Join Zoom Meeting:
https://us02web.zoom.us/j/81827076871
1 253 215 8782
Meeting ID: 818 2707 6871

Agenda

Time	Item	Presenter
10:00—10:05a	1. Introductions. Welcome to guests.	Doug Pilant
10:05—10:15a	2. Consent Calendar (**Action Items**) ▪ December 11, 2020 Meeting Minutes (Attached) ▪ December 2020 Financial Report ▪ Ridership Tracking ▪ Calculating Average Passenger Miles Update ▪ Updating NWConnector Performance Measures	Doug Pilant/All
10:15—10:30a	3. NWOTA Standing Items ▪ IGA Distribution (Attached) ▪ Marketing: – Visitor Pass/Map update (Hailey) – NWConnector Information Card (Hailey) – Pictures of Bus Stops Without OXO Logo (Doug) ✚ Website – GTFS-Flex Local Partners (Mary) – Add a bicycle page (Mary)	Doug Pilant/All
10:30—10:45a	4. NW Connector Social Media Marketing/Online Ticketing ▪ Updates from December NWOTA Meeting and January 8, 2021 Workshop (Notes Attached)	Doug Pilant/All
10:45—11:00a	5. OpenStreetMap Research and Memo ✚ Adding first/last access to bus stops to NWConnector website.	Doug Pilant/All
11:00—11:05a	6. STIF—Discretionary Application Update	Doug Pilant Jeff Hazen
11:05—11:150a	7. COVID-19 Transit/NW Connector Updates ✚ Sanitizer System Purchase Update	Alll
11:15—12:00p	8. Other Business and Member Updates ✚ 2021 Meeting Schedule (attached)	All

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Attachments:

December 11, 2020 Meeting Minutes   NWOTA 2021 Meeting Schedule
January 8, 2021 OSM/Online Ticketing Workshop

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 503.397‑3099 at least 48 hours prior to the meeting.

1. <u>Introductions</u>: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees included:
   - John Dreeszen—Columbia County Rider
   - Brad Dillingham—Benton Area Transit
   - Jeff Hazen, Mary Parker—Sunset Empire Transportation District
   - Doug Pilant—Tillamook County Transportation District
   - Cynda Bruce—Lincoln County Transit
   - Ken Shonkwiler—ODOT
   - Kathy Kleczek—NW Oregon Transportation Options
   - Thomas Craig, Juliet Eldred, Chris Perry—Trillium Transit
   - Ayreann Colombo, Mary McArthur—Col-Pac EDD

2. <u>Consent Calendar</u>: Unanimously approved. (CB/BD)

   - <u>November 13, 2020 Meeting Minutes</u>—No changes.

   - <u>November 2020 Financial Report</u>—Only change from October was $227.20 for Carole Richardson starting the update of the NWConnector performance metrics.

   - <u>Ridership Performance Report</u>— December numbers are going to get worse as get into COVID shutdowns for the holidays. People are staying home. Typical riders are only those that need transit, not those who can choose to ride.

   - <u>Calculating Average Passenger Miles Progress</u>—Need to get average passenger miles from the partners before Carole will be able to update. Doug has compared TCTD performance metrics before to after the pandemic. Dramatic change.

3. <u>Social Media Marketing Presentation/Workshop</u>

   Since there is some marketing and trip planning budget left, the NWOTA partners may want to look at doing more social media. Thomas provided a workshop on how to use social media, and when to use it. Important to remember that transit social media competes with a lot of other social media communications. Social media is one optional part of online strategy. important to leverage what it does well and only for what is valuable.

   Different social media platforms:

   - <u>Facebook</u>—Huge, 2.5 billion users each month. Largest social media advertiser in the world. Different category of users, with different tools for the different types of groups. the way in which Facebook presents business posts are different than casual Facebook user posts. Facebook tends to have an older audience than other platforms.

   - <u>Twitter</u>—330 million users each month. Lower engagement. Not as universal a reach as Facebook. Lower advertising engagement, generally interest is in new advertising.

   - <u>LinkedIn</u>—660 million registered, 330 million users. Good for business marketing, tapping into professional networks, employee hiring.

   - <u>Instagram</u>—1 billion active users. All account types are set up the same, little difference between company and personal users. Photo focused. More interest in new things.

   - <u>U Tube</u>—1.9 billion active users, 70% of videos fed by UTube algorithm.

What can transit agencies do with social media?
- Inform about changes and initiatives (not service alerts). More high level
- Increase standing in the community
- Provide education resources
- Make requests (employees, participation). Call for action
- Advertise services

What will it take?
- Maintain policies that define usage, maintain consistency over time, rules of the road
- Create a helpful profile
- Post content on a regular basis
- Pay attention to changes in media patterns
- Respond to messages and content

Goals for using social media (Metrics)
- Number of followers
- Engagement, people responding
- Conversion

Typical social media activities
- Refine profiles for users, current and accessible
- Post about events, things, news. Things that make viewer smile, upcoming changes, surveys
- Follow and engage community. Be an active community member. Respond to other community member posts
- Respond to messages

Social media best practices
- Use a 6th grade vocabulary
- Be brief
- Good pictures
- Remember accessibility. Always use text too
- Response times usually should be fast. Ideally hours, minutes or seconds
- Don't post service alerts or do so carefully. Website is the core place for service alerts. Not all riders use social media, or think of social media for alerts. Social media is for marketing. Since typically alerts are not about positive information, alerts on social media are necessarily good marketing. Yes—Mask notifications, upcoming holiday or service changes

When is social media valuable
- Social media is marketing not customer information
- Marketing is about:
  - Raising brand awareness
  - Reach new customers
  - Retaining customers and increasing ridership

Advertising on social media
- Nearly all social media usage is free advertising
- Social media companies are "freemium" services
- Each company will accept payment to show your posts to more people, or advertise on their platform

Discussion
- SETD. Live broadcasting on Facebook because of COVID. Amount of engagement is amazing. Pushing 200 people. Great opportunity for public engagement. In-person meetings would draw only a handful of people. Mary Parker watches the comments that come up and can share them live with the Board during the meeting. When follow up, then people continue to stay engaged, asking more questions over time. Jeff gets alerts when people and ask questions on FACEbkk and gets back right away.
- Lincoln—Want to have the staffing and support before start using. Will be really important.
- Tillamook—Best usage is when the District is involved in activities in the community, when working on projects and photos of people. Also sent out TCTD's STIF survey and paid for advertising for the survey. Received 209 responses, rather than the normal 25—30 survey responses. Well worth $50 paid for advertising. Not just responses from Tillamook County responses, but Salem, Lincoln City and Banks and North Plains. Get good responses, increase in number of people following us, and more interaction with the community. Why making the investment in Facebook.
- NWConnector has a FACEbood page. Haven't had a post on it since August. Need to have a strategy on how we keep that Facebook page alive, if not going to be posting anything right now.
- Postings—Postings our board meetings, potentially a public portion of the meetings.

Marketing Project
- Remaining budget: $10,000
- Approximately level of resources for social media marketing efforts:
  - 3 hours per week content time beginning in mid-January
  - Ad spend/art purchase budget of $2, 500
  - Monthly reporting on campaigns.
- Updating work Selena is doing is not included in the marketing numbers, but should change the available funds significantly. ($500-- $800)

Website Project
- Remaining budget $55,000
- Remaining deliverables
  - Publication and marketing of open source website toolkit
  - Hosting of trip planner and development of long-term cost plan
  - Approximate budget available for additional website enhancement--$20,000

Trillium will look at how to house and have easily accessible on the NW Connector website.

4. Open Street Map (OSM) Research and Memo

Chris provided a presentation on what OSM is and how it works:
- Free editable map of street environments
- Anyone can contribute
- All edits logged for accountability

Open Trip Planner utilizes the OSM platform and GTSF data

Open Street Map vs Google Maps Trends
- Google Maps Strengths
  - More building shapes (algorithms)
- Satellite imagerOSM Strengths

- Building shapes and names are more detailed (hand-drawn by locals)
- More private drives, service roads
- More secondary roads and walkways
  - ▪ Both
    - Street shapes and names

<u>Who's editing OSM in the NWOTA service area</u>
- ▪ Hobbyists
- ▪ Map enthusiasts
- ▪ Concerned citizens
- ▪ Amazon logistics (delivery)

<u>Validation</u>
- ▪ Metadata
- ▪ Recent edits
- ▪ Edit authors
- ▪ Error detectors

<u>Who is using OSM</u>
- ▪ Tri-Met, Cheriots
- ▪ Amazon (deliveries)
- ▪ Apple (Missing maps project, humanitarian mapping, data improvement projects)
- ▪ Facebook (RapID edtor maps for unidentified roads in very rural areas
- ▪ Microsoft (aerial imagery, dedicated team to improve OSM data
- ▪ ESRI—Live OSM data, always updating

<u>Why OSM in the future</u>
- ▪ Increased use by TriMet, ODOT, private parties interested in not having to go through Google. Underutilized by governments.
- ▪ Benefits—Reliable data. Fast/Reactive to change. Ability to improve

OSM Memo to ODOT—Encourage this memo be forwarded to ODOT as an outcome of the NWConnector Trip Planner project. Provides documentation that further use of OSM by ODOT would be good. Really becoming a legitimate and credible source of mapping. Would be helpful for public transit agencies in the state. Trillium will follow up with the actual memo. Thomas will send out to the partners. Discuss at the January meeting. (Juliet and Chris will join)

5. <u>NWOTA Standing Items</u>:
   - ▪ IGA—In progress. Collection of all the signature pages will be completed in January.
   - ▪ Marketing—In progress. Report in January on the Visitor Pass/Map update, information card and pictures of updated bus stop logos.
   - ▪ Website—In progress, report in January on adding local (last mile) partners and bicycle page.

6. <u>STIF—Discretionary Application Update</u>— Application has been submitted. Transportation Advisory Committee been notified of the project and still needs to approve funding the project before January. In the evaluation process, no questions yet. Technical review. Goes before for NWACT on January 14th. Doug and Jeff will talk about their Districts projects as well.

7. <u>COVID Transit/NWConnector Updates</u>

Sanitizer—Had to withdraw the Sole Source purchase because another company protested and said they could also provide this product. Next step is to refine the project specifications and seek up to three bids that consider the additional specifications.

8. <u>Partner Updates</u>

- <u>OTC</u>—Working on funding scenarios for the 2024—27 STIP, and have 3 different hybrid funding models. Public comment is open. OTC next meets on December 15th. Public Transit Advisory Committee (PTAC) leans toward 2B, which allocates $245 million to non-highway, while maintaining the Fix-it budget.
- <u>Tillamook</u>—Over the last 4—5 months TCTD has been conducting a fare policy analysis. In addition to simplifying fare schedule and having an integrated fare structure throughout the region. Also, trying to simplify the fares to improve operations, and are now preparing a plan to communicate with the public the proposed fare policy. Looking at other areas throughout the country for ideas and best practices. Amtrak and Greyhound selling tickets on behalf of TCTD is really helpful. Have been thinking about the potential of adding sales of tickets onto the NWConnector website, both visitor passes and each of our local districts. Add ticketing to January workshop. For example, the (Columbia River) Gorge pass can be accessed by downloading an app that sends the pass to your phone. Saves having to go process e-checks and sending out passes. Token transit, hop-through technologies. Will want to coordinate all the partners are using the same application.
- <u>Sunset Empire</u>: Looking at purchasing E-Fare system by Dellerock. Used by Rogue Valley, Bend, Lane County. Reasonable cost.
- <u>Seamless transit</u>—Will be nice if everyone goes with the same system. NWOTA and Benton, Lane, Lincoln and Linn regions. Bottom line would like to be able for riders to purchase online, and have an Internet presence so people know to go there for passes/tickets. Being able to have the pass on mobile devices/phone is critical.
- <u>BAT Interline agreements with Amtrak take negotiations</u>. Benefits outweigh the risks. TCTD biggest issue was meeting their insurance and Oregon tort requirements. Since Lincoln and Benton counties are part of the regional system, may be able to piggyback onto what Tillamook and Clatsop have. Tillamook could then ticket all the way from Amtrak to Salem to Tillamook. An example of first/last 100 miles for out of state/country travelers. Tillamook and Clatsop will share their interline agreements with Cynda and Jeff. Biggest risk is guaranteeing travel if weather prevents a trip.

9. <u>Other NWOTA Business</u>

Partners agreed to change the 2021 Meeting Schedule to the third Friday of the month. However, in January, partners will hold a work session on the OSM memo and the potential for adding online ticketing to the NWConnector website on January 8th with the regular meeting to be held on January 15th.

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

<u>Attendees</u>:

Trillium Transit: Thomas Craig, Juliet Eldred, Chris Perry
Tillamook County Transportation District: Doug PIlant
Sunset Empire Transportation District: Jeff Hazen
Benton Area Transit: Brad Dillingham
Columbia County Rider: John Dreezen
Col-Pac EDD: Ayreann Colombo Mary McArthur

Mobile Ticketing Options (Electronic ticketing)

Types of Electronic Ticketing
- Standard points of sale TCTD is in the process of purchasing tablets for their deviated routes, which may have the ability to add electronic ticketing via a dongle, if the appropriate software to do point of sale. Typically, standard points of sale are used for retail sales with multiple different products for sale. Also, the equipment is generally not the best for a bus environment where there is a lot of activity and movement.

- Online portals—Many pmerchant processors include an online portal through their services (eg Square, Clover.) Easy to set up, 4—8 hours by Trillium. Tickets or passes can be sold through the website and delivered via mail (or, technically, email/phone). Each partner could set up their own online store with their own tickets. Can change the ticket options. Works fairly well. The only way to send the ticket/pass securely is to send them out by snail mail. Sending them electronically, opens up the ability for fraud with multiple copies being printed out/used. Best use is for passes, or multiple tickets rather than individual ticket sales. (Recommended for NWConnector passes)
    - Through merchant processors
    - Integrating with merchant processors

- Mobile apps—Large number of vendors, however they are starting to consolidate, which means if you sign up now, may be bought out. Some are fully commission-based (Token Transit and Hopthru). Typically a 10% commission, but can start up quickly. Some are flat-fee plus volume: Masabi and Delerrok). Typically, $500--$2,000/month, thus best for large volume use. Some companies are exploring cash-based payments, but they usually require a credit card. Different company approaches and policies about date, integration to other systems. Trillium is also watching the European market for applications.

    Important to think through all the aspects, options before sign up for an ticketing option.
    - % of-revenue vs flat-fee

- Hardware validation systems
    - Mobile—based: Questions: How do you validate user/date of ticket. Electronically validate vs visually validate. However, industry is transitioning away from closed loop systems.
    - Closed loop and proprietary-based
    - Open loop and standards-based—Common in Europe, and slowly starting to show up in the US. Akin to the "tap" credit cards. Contact-less credit/debit cards are becoming increasingly

in use in the US. Could be a simple $500 box on each bus that riders could tap and get their pass/ticket validated.

- Hop—A closed loop system that sits on top of an open loop technology that connects to other applications. Tri-Met could potentially be a vendor for NWConnector. Have a system and the technical system to deploy and continue to keep updated. In the past, Tri-Met pricing was very high, although it may have come down. Question: Is there interest in a broader payment system through out the State. Thomas will connect the partners with the best point of contact at Tri-Met. SETD has been looking at this for some time, and grant funding runs out in June. Hard to decide when the best time to jump in, with all the technology changes. Looking at Delaroc, based on use by other transit districts in Oregon. Was interested in Tri-Met but the costs have been too high. TCTD has been waiting and watching what has been evolving. Would like to be able to find something that would technology that is already in use on their vehicles. Like the Hopthru system because it also collects ridership data. Use EcoLane for our deviated fixed route buses.
- Cynda and Brad—Local COG has pushed forward with Token as their ticketing vendor. Haven't received any information yet on Token transit, so not sure how to proceed. Particularly if something was going to be set up for the NWConnector.
- Interline agreements with Amtrak and Greyhound is very convenient as they purchase their tickets through them. Which would add another dimension to online ticketing.

OSM—Encourage ODOT to use OSM for broader purposes.

OSM—Map that is underneath Open Trip Planner. (walking, driving, bus directions)

Big question—Is the data in OSM current and accurate? How is the data validated. No one procedure, so Trillium wanted to test the accuracy utilizing a set spot in the NWOTA region, and compared how the data stacks up to Google Maps. Result: Google has a lot of building maps and shapes due to their high quality satellites and shaping algorithms. OSM tends to be more up-to-date on the street-level, inter-connecting paths level. OSM also is faster to update, such as new bike lanes, walking paths, new signage. Tri-Met uses OSM for their Trip Planner.

Easy and quick to update.

Jeff—Has used and found OSM is better than Google Maps. Doug—Bike lanes are important to our region, appropriate places for people to get on/off buses, coordinating with ODOT's work on the Oregon Coast bikeway.

Next step?

- Send to ODOT?
- Trillium—Look at coastal communities in NWOTA and update first/last mile most efficient routes in some of the smaller connections on OSM and thus NWConnector's website Trip Planner. Improving people's access to transit, pathways, bikeways, shortcuts, etc.
- Trillium will be preparing a proposal . May have budget left in existing website trip planner grant. Chris will check with Thomas on the budget, and if there is, Doug will check with Arla on whether this can be added to the contract. Will add to next week's NWOTA Board meeting.

Recorded: Mary McArthur

NWOTA MEETING SCHEDULE
2021

Meetings are held the 3rd Friday of the month
(**note**: Zoom meetings are planned through April, with in-person meetings resuming in May depending on COVID conditions)

January	Friday, 1/15	10:00 am—12:00 pm	**ZOOM**
February	Friday, 2/19	10:00 am—12:00 pm	**ZOOM**
March	Friday, 3/19	10:00 am—12:00 pm	**ZOOM**
April	Friday, 4/16	10:00 am—12:00 pm	**ZOOM**
May *	Friday, 5/21	10:00 am—2:00 pm	Tillamook County Transportation District
June *	Friday, 6/18	10:00 am—2:00 pm	Tillamook County Transportation District
July *	Friday, 7/16	10:00 am—2:00 pm	Tillamook County Transportation District
August *	Friday, 8/20	10:00 am—2:00 pm	Tillamook County Transportation District
September *	Friday, 9/17	10:00 am—2:00 pm	Tillamook County Transportation District
October *	Friday, 10/15	10:00 am—2:00 pm	Tillamook County Transportation District
November *	Friday, 11/19	10:00 am—2:00 pm	Tillamook County Transportation District
December *	Friday, 12/17	10:00 am—2:00 pm	Tillamook County Transportation District