



**Sunset Empire Transportation District
TRANSPORTATION ADVISORY COMMITTEE
ZOOM SPECIAL MEETING AGENDA
WEDNESDAY, MARCH 24, 2021
12:00 PM**

Join Zoom Meeting

<https://us02web.zoom.us/j/5038615399>

888 788 0099 US Toll-free

Meeting ID: 503 861 5399

Passcode: 8675309

AGENDA:

1. CALL TO ORDER
2. OLD BUSINESS
 - a. \$5310 Projects Update
3. ADJOURNMENT

Date: March 23, 2021

To: Transportation Advisory Committee (TAC)

Re: §5310 Project List Update

Recently, the TAC approved the projects that Jason had presented. In ODOT's review of the grant application, they discovered that I made a mistake in the calculations of the funds. The total of the projects should have been \$307,529, not the \$278,887 that you approved. We have taken the extra \$28,642 and spread it amongst the projects.

Staff is recommending that the following motion be made, I move that the revised §5310 Project List be updated with the new dollar amounts.

5310-21-23		TOTAL FUNDS REQUESTED				\$307,529.00	
#	GOAL	OBJECTIVES	PHASE 1	PHASE 2	PHASE 3	DURATION	REQUEST
1	Mobility Manager						\$85,000.00
2	Improve platform ridership information	Provide better on platform relevant ridership information to allow for informative commuting decisions without needing constant access to customer service counter. Decrease the level of simple customer/CSR interactions by 25% and improve rider efficiency.	Identify location of outdoor multi-faced enclosed display on or around the selected shelters at the Transit Center.	Purchase outdoor multi-faced enclosed displays that are designed for maximum clarity and prepare site for install.	Install appropriate media relating to routs and schedules into displays and create a procedure for cleaning and recycling of material.	The installation and setup of this project will take approximately 60 days to properly dial in the system for general use. The installation will be permanent and continue operation indefinitely.	\$4,000.00
3	Produce a common customer service and travel training video across the Connector partnership.	Bring together all of the partnering agencies and their outreach teams to find a common customer service theme that can help advance the connection between the districts. Increase connected ridership by 15%, help bring a core of travel training principles to all of the districts thus increasing the positive outcomes of intra-county transit. Travel train or "travel assist" 30 individuals in 2 years.	Put together a creative coalition to plan project script and shot list with multiple in-person trips to partnering agencies. Purchase needed equipment.	Principle videography and photography. Editing and production and interviews.	Video editing and design for draft and uploading to relevant social media platforms. Release of production through an in-person or virtual open house.	This project will run the course of 1 full quarter for total completion and be active indefinitely.	\$7,000.00
4	Sustain and improve upon video training video production and share with partnering agencies.	Maintain and improve on video production tools, services, technology, web-presence and explore methods to make content more widely available. Aim to provide related services to other transit districts within the NW Connector partnership group to help increase ridership by 5% across all districts.	continue in creating educational content for travel training and building up the library offered to the community while improving in areas such as technology and online distribution.	Utilize online software vendors to help make the content more visible to the online community not only in our local area but as far out as regional and even national.	Create and maintain sustainable advances in content creation that reaches our ridership in an equitable and easy to consume while sharing and editing content to suit others in our partnering agencies.	The creation, dissemination and sharing of our content to our partnering agencies will take time that should be registered throughout the year while continuing to build our training library.	\$7,000.00
5	Create and offer better Travel Training tools.	Improve upon existing website structure and general tools on the front facing page while improving the RidePal page as well. Create an additional page dedicated to travel training where all of the links to YouTube would be readily available, virtual classes can be held, create a Data platform that would allow for online forms and other travel training related requests to be used by the community.	Meet with web designer to plan the changes and additions to the webpage. Continued development through design and implementation potentials until a FINAL draft can be ready for Executive approval.	Web developer led training sessions will need to be completed before movement on final implementation.	After all final approvals and sufficient outreach to the community has been completed, allow the edited and new pages to go live.	The duration of the program will be 90-120 days for development and 30 days after 'go live' for fixes or adjustments.	\$17,500.00
6	Continued outreach and education to our seniors, persons with disabilities and persons dependent on public transportation services.	Purchase items that will help keep seniors, persons with disabilities and persons dependent on public transportation options safe while attempting to commute on our service while bringing the message and training to help them access public transit.	Research items that will help keep our riders seen well and up to date on trip planning scenarios.	Plan in-person or virtual events targeting this population and plan for non-contact drop off of approved individuals. (Individuals need to be signed up to travel training or Mobility Manager email alerts***)	Schedule drop offs with our Volunteer driver or our Paratransit department and execute the program.	This program will take up to 90 days to gather needed supplies, 30 days to organize and then be a program that takes quarterly rounds to re-supply and or pass out new kits to the people in this project.	\$7,000.00

7	Increase awareness and education via printed media.	In this digital age where most individuals get their information on nearly any topic through the web, it would be incorrect in assuming that there is no need for print media. This project will help an individual maintain awareness and increase transit related education by creating professional print media such as brochures, cards, flip cards, maps and other learning tools highlighting travel training, trip options and trip planning tips.	Engage with past trainees and current riders of our bus or Paratransit services before working with Polk Reily to design and populate a brochure highlighting the District as well as noting relevant programs such as travel training and the Veteran's Enhanced Transportation Program.	Plan for and design an implementation strategy that takes into account how many businesses and social services we can get our brochure into. Purchase display equipment and ensure that design is capable of being posted to our website and relevant social media as a PDF document.	After final approvals from the Executive Director authorize the printing process and then distribute media to listed entities willing to host the brochure. Ensure that local schools receive the brochure.	The duration of this project will span 120 days for development and 30 days for total implementation after final approvals. We will budget for a large total print run that should last beyond the biennium.	\$9,500.00
8	Increase Transit Engagement relevancy.	Create a virtual educational platform that encourages individuals to ride public transportation that can be easily transitioned into in-person engagement opportunities when it is safe to do so. Create a yearly Transit Engagement seminar for our local area including the NW Connector partners that includes guest speakers from around the area.	Borrow from the currently paused transit engagement structure and use that to build out the virtual engagements.	Develop a strategy that would lead to a Transit Engagement seminar in March, 2022.	Employ transit engagement virtual trainings and develop transit engagement seminar.	The virtual transit engagement classes can be stood up within 90 days and be maintained virtually indefinitely. The transit engagement seminar will take months to plan to be released by mid 22' hopefully repeating annually in the future.	\$4,000.00
9	Maintain program growth, sustainability and relevance.	Attend virtual or in-person trainings, conferences and other trips relevant to program growth and sustainability. Keeping all travel training courses and other programs relevant and accurate to the transit rider requires up to date information and the ability to edit program details.	Continue to attend relevant trainings and search for new trainings through CTAA, NCMM among other agencies.	Schedule trainings and growth events.	attend trainings and leverage them to make the program better.	2 Years	\$6,500.00
10	Develop an exploratory plan for future Mobility Travel Training Center.	Create an exploratory plan on what future development of an SETD Travel Training Center would look like as part of a potential future relocation of operations. Findings would answer questions pertaining to exact uses, style of development, sq. footage needed, proper ADA and equitable access and potential cost of development.	Commission a study from a contracting firm for the plan development.	Staff and board input surrounding the first draft of the plan.	Complete the plan by accepting the approved plan and pairing it with future design goals for total new facility.	The duration of this plan development would be approximately 6-9 months.	\$6,000.00
11	Continue support for and continue the expansion of the Veteran's Enhanced Transportation Program.	Reach as many Veterans as possible with our transportation service through our Volunteer drivers, outreach and current partnerships with local VA services. Improve upon Veteran's not missing appointments due to lack of transportation.	Work to find additional volunteer driver that would help increase the amount of Veterans helped to at least 50% of what Veterans needing transportation help.	Bring call center services online through the Paratransit department to foster better contact between the service and Veterans.	Create and distribute GO BAGS for the Veterans we service while learning how to help the individual better by building trust in the program. Bring Veteran's together by bringing in Veteran Volunteer Drivers and sponsoring various Veteran activities locally.	Because the program is already operating and is sustainable this project should not take more than 90 days to plan and then 30 days to implement and sustain through biennium.	\$7,050.00

12	Ensure SETD's vehicle fleet is of good repair through Preventive Maintenance.	Using best practices in preventive maintenance to ensure that a sufficient number of agency vehicles are ready to meet daily service demands safely at a reasonable cost. Servicing vehicles regularly while keeping them clean and ready to meet daily service demands.	To meet daily service demands, SETD must use preventive maintenance measures to ensure the continuity of service.	Keeping vehicles serviced regularly and cleaned on a scheduled basis helps maintain the confidence of our current ridership while also increasing ridership numbers in the future.		This is an ongoing durationed project lasting through the total bieniumm	\$146,979.00
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