

nwCONNECTOR

Coordinating Committee Zoom Meeting

April 16, 2021

Tillamook County Transportation District

3600 3rd St

Tillamook, OR

10:00 am—12:00 pm

Join Zoom Meeting:

<https://us02web.zoom.us/j/84555318692>

1 253 215 8782

Meeting ID: 845 5531 8692

Agenda

10:00— 10:05a	1. Introductions. Welcome to guests.	Doug Pilant
10:05— 10:20a	2. Consent Calendar (Action Items) <ul style="list-style-type: none"> ▪ March 19, 2021 Meeting Minutes (Attached) ▪ March 2021 Financial Report ▪ Ridership Tracking ▪ Calculating Average Passenger Miles—Set Workshop Date ▪ Updating NWConnector Performance Measures 	Doug Pilant/All
10:30— 10:45a	3. NWOTA Standing Items <ul style="list-style-type: none"> ▪ Marketing: <ul style="list-style-type: none"> – Visitor Pass/Map update (attached) – NWConnector Information Card (attached) ▪ Website <ul style="list-style-type: none"> – Updates—Budget/Facebook Statistics 	Mary Mc Mary Mc Trillium
10:45— 11:00a	4. 2021—2022 NWOTA Budget	Doug Pilant/All
11:00— 11:15a	5. GermFogger Proposal for Disinfecting Equipment <ul style="list-style-type: none"> ▪ Update 	Doug Pilant/All
11:15— 11:30a	6. NWOTA Management Plan (Progress Report Attached) <ul style="list-style-type: none"> ▪ Update and Discussion 	Doug Pilant/All
11:30— 12:00a	7. Other Business and Member Updates	Doug Pilant/All

Attachments:

March 19, 2021 Meeting Minutes
NWOTA Management Plan Progress Report

NWConnector Visitor Pass
NWConnector Information Card

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.

www.nwconnector.org



Tillamook County
Transportation
District



Columbia
County
Rider



Lincoln
County
Transit



Benton
Area
Transit



Sunset Empire
Transportation
District

NW Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes (via Zoom)
March 19, 2021
Tillamook County Transportation District
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees included:
 - Brad Dillingham—Benton Area Transit
 - Jeff Hazen, Paul Lewicki—Sunset Empire Transportation District
 - Doug Pilant—Tillamook County Transportation District
 - Cynda Bruce—Lincoln County Transit
 - Arla Miller, Ken Shonkwiler—ODOT
 - Tim Barry, Anthony Cantero—GermFogger/Portland Kettle Works
 - Chris Deffebach—Washington County Transportation
 - Julie Wilcke—Ride Connections
 - Juliet Eldred—Trillium Transit
 - Ayreann Colombo, Mary McArthur—Col-Pac EDD
2. Consent Calendar: Unanimously approved. (JH/CB)
 - February 19, 2021 Meeting Minutes—No changes.
 - February 2021 Financial Report—Only change was \$86,255 transfer of ODOT grant funding for the website updating.
 - Ridership Performance Report—April will be the first month for comparing ridership during the pandemic.
 - Calculating Average Passenger Miles Progress—Next step. Set up a workshop and go through training. Mary to send out a poll to set a date. The workshop on Average Passenger Miles will be recorded.
3. NWOTA Standing Items:
 - Marketing—Juliet reported—For the next couple of weeks—Facebook ads, making it more active, that it is safe to travel by bus. Later in the season will do some more digital ads, cross promotions—eg, you can take the bus to go to the Coastal Aquarium. Eventually leading up to potential discounts if ride the bus.

Recommend looking for cross promotion ideas, other activities accessible by transit that could be posted on Facebook. Oregon Coast Aquarium has over 150,000 followers. Share a post. Juliet has started a spreadsheet of destinations in the area which she will send to Mary.

Don't want to pull the trigger yet on encouraging visitors to come to the coast. Managing the influx of visitation is problematic presently.

The North Coast and NWOTA have the Ride Car-Free marketing message connected to some events and destinations.

Right now, ridership is from people who rely upon transit is their only means of travel. More tourism travel could be good, but want to be sure that it doesn't appear transit is pushing tourism travel.

One NWConnector marketing option would be to have photos of bus drivers wearing masks on the Facebook page to counter public perceptions isn't safe.

Current Marketing Budget: OK to spend the \$12,000 on updating Facebook and starting cross-promotion work.

Mary to introduce Juliet to Nan Devlin so that the NWConnector marketing efforts coordinate with and complement the North Coast Tourism Studio Marketing.

Mary will also ask Juliet to start providing monthly statistics on visits to the NWConnector Facebook page.

Rack Card: Partners requested the following edits: On Service Animals—Pets **must** be kept. Print 1,000 cards. Change out BAT logo.

▪ Website Budget:

Trillium provided a \$50,000 budget for NWOTA OTP hosting and GTFS-flex maintenance. Partners requested more explanation: . \$50,000 to maintain the website seems very high. Current year is \$7,500. Need to itemize their budget further. Partners recognize that by leaving Google, website maintenance would go up, but this seems too high. Concern was raised as to whether this was going to stay at this level to maintain the website. Mary will set up a meeting/work session for April 2 at 10:30. Is it going to stay at this level to maintain? Questions for Trillium at the workshop:

- Hours by wage/type of employee.
- Estimate on how will be spending \$62,000 balance in the current website trip planning project budget.
- Estimate on what will be needed to sustain the NWConnector website on an ongoing basis.

4. GermFogger Proposal for Disinfecting Equipment

Historical business has been building craft breweries, which are now coming back on line following the pandemic, which involves custom customer service.

Germ-Fogger product came out of pivoting business last year due to the pandemic. In use at O'Hare Airport. Large scale sanitation as well as a backpack and sling units. Able to manufacture modular units that will fit specifically for a client's requirements. Thus the company can support many different applications. Already supporting RideConnections. Even have automatic running systems. Locally made, local support, sustainable manufacturing. American made steel and aluminum. See as a partner not just a shipper of products.

Dual track system—Base system plus slings that can be carried in the bus for a complete in the field sanitation. Approximately 30 minutes before the bus can be opened up to

Custom make for individual systems, hand product, do own installation, training.

Next Steps—Have Germ Fogger individually assess needs of each partner and finalize a cost proposal. All of the partners are likely to have different needs.

Also need to get a cost estimate of the chemicals, which will be the partners responsibility. NWOTA would be interested in hearing more about the different chemical products that are available. eg, Speed of clearing out, amount of residue, impact on fabrics. Germ Fogger equipment is flexible regarding the chemical being used.

Circle back with Thad when he returns.

5. RideConnections—Washington County funding outside of Tri-Met's district pays for RideConnections, although they also work with Tri-Met on last mile shuttles and with Columbia County. Historically, they have worked with senior and physically challenged populations. Typical

demand response transit. Also have volunteer drivers, and travel training for new riders. Support community-based organizations. Started providing direct service only in the last couple of decades. Multiple inter-regional connections, including Tillamook County Transportation District. One of local connections is WestLink. Have deviated fixed routes in Forest Grove, north Hillsboro connecting Max station, Tualatin shuttle. Two major cities: Banks and North Plains. Also connecting closer into Washington County now through increased STIF funding.

Completed first transit development plan, needs assessment. Done some outreach, including rider surveys. Interest in more routes, more frequency. Interested in increasing awareness of services. Need for more last mile service, improved transit stops. Did pick up interest in more connections to the Coast. Very interested in pursuing additional connections to the NWConnector, connecting agricultural workers to job sites, improved communication about connections.

6. NWOTA 2021—2022 Draft Budget—A draft budget was reviewed. Essentially it is the same as last year's except for the increased website budget and the inclusion of the two new ODOT grants. Since the partners will be having another meeting with Trillium regarding their estimated costs for next year, a final recommendation on the proposed budget was postponed until next month's NWOTA board meeting.

7. E Ticketing

- SETD sent out a RFP. Two responses QBIC/Umo and Token Transit. Fairly equally matched in terms of operations. Token Transit had no costs to stand-up the program, compared to almost \$80,000 for QBIC. Token prices are also less expensive. Also Lincoln and Benton counties are already using Token Transit. Riders can see use the Transit app, and do not have to use a Token Transit app. Take care of all credit card transaction, have multiple languages, can push out surveys on their app. Can support NWConnector Visitor Passes. Also can use in other counties. Encourage Tillamook and Columbia counties to use. Can start up very quickly. Would like to coordinate with Benton and Lincoln counties start-up. Cascades West COG is managing.
- Benton/Lincoln counties—Only have had one meeting, just starting the process of implementation. Have Swiftly up and going.
- Tillamook—Very interested. Planning to start public hearings on new fare policy in April and May. After fare policy adoption will start reviewing e-ticketing options.

8. Other Business and Partner Updates

Postponed until next month's meeting.

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

nwCONNECTOR.ORG 1-888-793-0439

- One trip to the Oregon Coast and one trip from the Oregon Coast on Sunset Empire Transportation District, Columbia County Rider, Tillamook County Transportation District or Coast to Valley Express (operated by Benton County Transit/Lincoln County Transit).
- Unlimited rides on Sunset Empire Transportation District, Tillamook County Transportation District and Lincoln County Transit's coastal routes during the period for which the pass is valid.
- Each adult with a valid visitor pass can be accompanied by a child up to age 16 at no additional charge.

This pass entitles you to:

Visitor Pass

Valid Through (month/day)

3-Day Pass \$25

7-Day Pass \$30

To the Oregon Coast

From the Oregon Coast

00169

nwCONNECTOR PUBLIC TRANSIT ACROSS NW OREGON

trim size "3.5" x 4"

sequential numbering

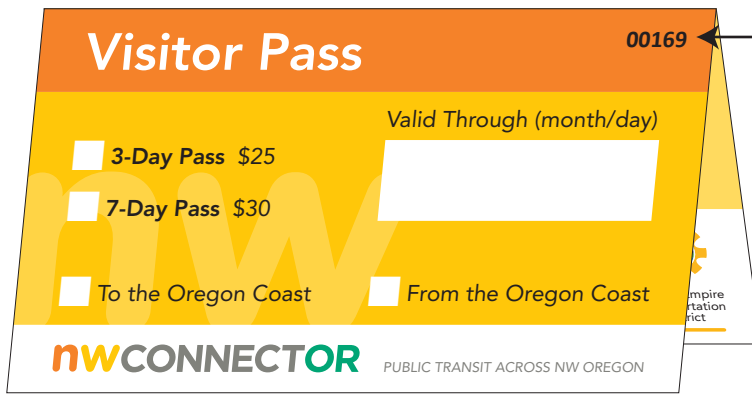
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Get Transit Info on the Go

Visit nwconnector.org to plan your trip and learn more.

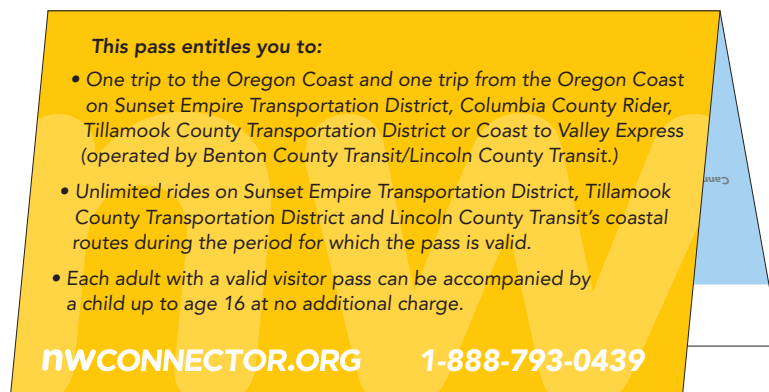
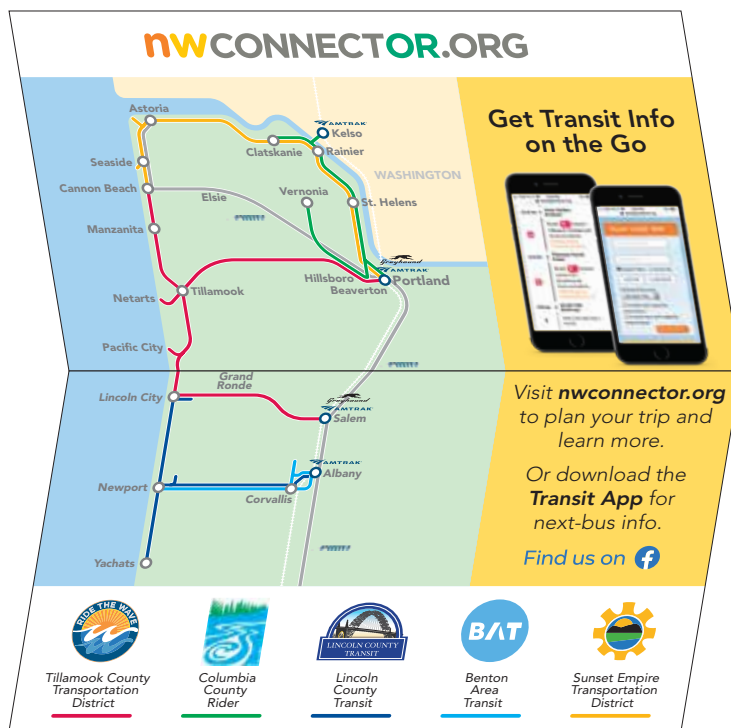
Or download the **Transit App** for next-bus info.

Find us on



sequential numbering

fold to 3.5" x 2"



This pass entitles you to:

- One trip to the Oregon Coast and one trip from the Oregon Coast on Sunset Empire Transportation District, Columbia County Rider, Tillamook County Transportation District or Coast to Valley Express (operated by Benton County Transit/Lincoln County Transit.)
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Tillamook County
Transportation
District



Columbia County
Rider



Lincoln County
Transit



Benton
Area
Transit



Sunset Empire
Transportation
District



**NW Connector
Work Plan**

Progress to Date: March 2021

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
GOAL 1: IMPROVE RIDER ACCESS AND CONVENIENCE					
1A	Develop a trip planning tool for the Connector website.	NWOTA		2020	Trip Planning tool completed. Website received a 2018 RTAP best website award. NWOTA has received funding to implement open trip planning formatting on the NWConnector website. Launched July, 2020. To be completed June 2021.
1B	Agree on major stops and amenities to be installed with Enhance funding.	ODOT Liaison	Implement a Transit Access Study	2019	Completed
1C	Provide branded shelters, timetables, and other amenities at each major Connector stop location by 2025.	TCTD	In phases, as grant funding allows, by 2025	2020-21 STIF	Developing an application for November 2020 deadline.
1D	Develop consistent passenger comfort standards for bicycles, animals, luggage, food, and drink.	All		2021	Completed policy on Transporting Animals, Transporting Bikes and Holiday Schedules policies. Working on website video on transporting bicycles.
1E	Implement an automated phone information system specific to the Connector.	SETD		2018	Updated website resolved need

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
1F	Technology enhancements	NWOTA staff	Real time bus information, behind-the-scenes technology, GPS, electronic ticketing.	2019	Four partners have added Swiftly to their districts.
1G	Establish a Bike n/Ride program including travel services and amenities for riders looking to transport their bicycles.	NWOTA staff	<ul style="list-style-type: none"> Identify amenities needed by short- and long-distance bicyclists, connect with bicyclists and bicycling events to partner on transit options, provide bike 'n ride information on the NW Connector website. Implement program, bike repair stations 	2018	Completed
GOAL 2: PROMOTE CONNECTOR AWARENESS					
2A	Fund a regional Public Involvement Coordinator position for the Connector.	NWConnector Admin		2017	On hold
2B	Ongoing marketing and public information campaign that is done simultaneously throughout the five-county region.	NWConnector staff		Ongoing, beginning in 2017	Added a NW Connector Facebook page Working with North Coast Travel Studio 2020 Campaign planned to start March 2020 has been postponed due to COVID
2C	Establish a driver training and customer service training program for the sale of visitor passes. Provide an annual training session for staff at all five agencies beginning in 2017.	TCTD		Annually, beginning in 2017	Implemented

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
2D	Connect with local visitor attractions that can offer off-season discounts.	Connector staff	Include strategies in annual marketing plan	2019, ongoing	Added trip ideas and local events to website 2020 marketing campaign is adding travel itineraries has been postponed due to COVID Started outreach to get NWConnector website link added to local destination Facebook pages
2E	Provide a website that is easy and intuitive for customers to use.	Consultant		2018	Completed
2F	Work with Travel Oregon to include the Connector in their “Seven Wonders of Oregon” marketing program.	Connector staff	Include Travel Oregon in the annual marketing plan.	2017, ongoing	Listed in Transportation Options on TravelOregon website Will be participating in the North Coast’s “Car-Free” travel campaign once it restarts
2G	Provide presentations to update regional and statewide groups upon completion of the Management Plan	TCTD	Prepare a 10-minute power point presentation. Work with ODOT Liaison to get on the Oregon Transportation Commission agenda.	2017, ongoing	Multiple presentations have been prepared and used. Maintaining an archive for future use.
2F	Increase brand and system awareness	All Partners	Update and increase NWConnector signage	2018—2020	New signage has been installed. Marketing campaign, when restarted, will reinforce NWConnector brand.

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
GOAL 3: IMPROVE REGIONAL SERVICE DELIVERY					
3A	Develop coordinated timetables for Connector service.	CCR	Convene the subcommittee to review and update the original regional timetable prepared for the Connector pilot program.	2017, with quarterly review and update	Completed without using a sub-committee
3B	Coordinate transfer times between Connector service and local service.	Committee of Partner Reps		Ongoing	Happening without using a sub-committee
3C	Increase frequencies and service levels on valley to coast corridors (Hwy 6, 20, 30).	LCT		2022	Happening on Hwy 6 and 30 routes. SETD added direct Astoria to Portland route early Spring 2020. Coast to Valley express adding a trip.
3D	Expand the Connector system into Yamhill County.	TCTD	IGA and Management Plan needs to be adopted first	2019	On hold
3E	Open a dialogue with other transit services such as Amtrak and POINT (starting with the Cascades POINT) to share service and visitor pass information and discuss ways to coordinate transfer times.	BCT		2017	In progress. Working with RideConnections and WestLink.
3F	Standardize data collection practices of Connector members.	NWOTA staff	Obtain monthly operational data from each member, using the data reporting template	2017; ongoing monthly	Tracking ridership, but need to get average passenger miles updated so overall performance can be calculated accurately.

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
		All	Look at adding automatic data collection technologies for the region, including equipment maintenance and data management.	Implement by 2019; ongoing thereafter	CCR, SETD, TCTD and LCT are all using Swiftly real-time software
GOAL 4: INCREASE ORGANIZATIONAL AND FINANCIAL STABILITY					
4A	Look for opportunities to jointly procure equipment, stop amenities, consulting services, and other major purchases.	Connector Partners		Ongoing, beginning in 2017	Completed/In Progress: <ul style="list-style-type: none"> Joint website Transit Access Study Management Plan Real time bus tracking on 4 partners' systems Purchase of sanitation equipment Funding for the implementation of 3 new transit stops
4B	Complete a detailed study to look for additional regional operational cost efficiencies by 2020.	ODOT Liaison		2020	Need for increased sanitation of the NWConnector fleet due to COVID has provided an opportunity for all partners to jointly seek ODOT funding for portable sanitation equipment, and to make a joint purchase with discount pricing. Selection of a vendor is in progress.
4C	Investigate NWConnector revenue generators	NW Connector Staff	Consider advertising or sponsorships on shelters	2019	Not Started
4D	Develop a regional policies and procedures manual and establish initial policies for topic areas	BCT		2021	Completed policies on Transporting Animals, Holiday Schedules and Transporting Bikes. Potential new discussion: Integrated Fare Policy.

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
	recommended in the management plan.				
4E	Reach out to the Oregon Transit Association (OTA) for assistance in lobbying for regional coordination funding.	LCT (TCTD co-leader)		2017	Liaising with OTA(?)
4F	Convene representatives from each partner agency's board to discuss potential management strategies and resolve barriers to the IGA.	TCTD		2017	IGA has been approved by all partners.
4G	Consider establishing a advisory group for the NWConnector system	All Partners	Work with the Tribes to see if there is interest in participating on a NWConnector Advisory Committee. Look at the potential for combining STIP and NWOTA meetings	2019	Discussion stage to date
GOAL 5: ENHANCE COMMUNITY LIVABILITY					
5A	Develop an implementation plan for a marketing concept similar to Sonoma County's "Transit to Trails" program and build a page for it on the Connector website.	Media Consultant	Trip Ideas and Events	2018	Completed
5B	On an annual basis, reach out to local community agencies, such as senior centers, to demonstrate how to ride the Connector.	Public Involvement Coordinator Connector Partners		Annually	Not started

CONNECTOR ACTION PLAN		Lead	Action Items	Target Completion	Progress to Date
5C	Partner with local jurisdictions to integrate the Connector into local planning and development approval processes.	All Members	<ul style="list-style-type: none"> Contact planning directors at each local agency within the service area and ask to be notified when new developments are proposed. Review new development proposals and coordinate with local planning directors to make appropriate transit improvements a condition of development. 	2018; ongoing thereafter	Partially being done, Clatsop County
5D	Increase utilization of the NWConnector system by low income riders: Reduced fares, identifying routes with low-income ridership		<ul style="list-style-type: none"> Potential incentives: Reduced fares, increasing coverage of routes with low-income ridership, bus passes for employees challenged to find housing affordable close to their employment. Investigate last mile trips, may be more cost effective to do Dial-a-Ride 	2018; ongoing thereafter	Partially being done. Clatsop County provides dollar fares, students ride free(?)

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Or download the **Transit App** for next-bus info.



Visitor Passes Available from Your Driver

Get unlimited rides with our 3 and 7 day visitor passes. \$25 for 3 Days and only \$30 for 7 Days.

Bikes on Buses

Bike racks are installed on all buses.

Just load the bike on the front of the bus, and let the driver know you'll be retrieving it when you disembark from the bus. Riders are responsible for the proper securing of bicycles.



Scan to watch a video about using bike racks.

Service Animals

Service animals are welcome on NW Connector buses, but pets must be kept in an approved carrier.