

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