

Tillamook County Transportation District  
Board of Directors  
Regular Monthly Meeting



***Dial-A-Ride***  
A Service of Tillamook County Transportation District



Thursday, December 15, 2022 at 6:00PM  
Transportation Building  
3600 Third Street, Tillamook, Oregon

**Tillamook County Transportation District**  
 Normal Trial Balance  
 From 9/1/2022 Through 9/30/2022

Account Code	Account Title	Debit Balance	Credit Balance
1001	General Checking Account #4558	374,357.91	
1006	Payroll Checking #5614	65,855.13	
1009	NW RIDES ACCOUNT #8510	699,124.34	
1011	Prop. Mgmt. Checking #7071	36,314.51	
1020	LGIP - General Account	377,993.36	
1030	LGIP - Capital Reserve	2,208,200.79	
1040	Petty Cash	<u>200.00</u>	
Report Total		<u>3,762,046.04</u>	<u>0.00</u>
Report Difference		<u><u>3,762,046.04</u></u>	

**Tillamook County Transportation District**  
**Financial Statement**  
From 9/1/2022 Through 9/30/2022

		Current Period Actual	Current Period Budget	Current Year Actual	Total Budget	Total Budget Variance	25%
<b>Resources</b>							
Working Capital	3500	0.00	3,750.00	0.00	2,971,835.00	(2,971,835.00)	0.00%
Fares	4000	20,840.00	22,916.67	271,194.97	200,000.00	71,194.97	135.59%
Contract Revenue	4020	46,539.82	79,583.33	1,060,461.33	955,000.00	105,461.33	111.04%
NWR Revenue	4026	0.00	0.00	20,607.87	0.00	20,607.87	0.00%
Property Tax	4100	0.00	89,510.33	1,049,200.93	1,074,124.00	(24,923.07)	97.67%
Past Years Property Tax	4110	1,625.47	2,916.67	62,438.09	25,000.00	37,438.09	249.75%
State Timber Revenue	4120	0.00	25,000.00	212,711.88	325,000.00	(112,288.12)	65.44%
Mass Transit State Payroll Tax	4130	0.00	7,083.33	128,600.71	85,000.00	43,600.71	151.29%
STIF Formula	4135	0.00	0.00	479,869.00	371,262.00	108,607.00	129.25%
STIF Discretionary	4137	0.00	0.00	276,571.00	0.00	276,571.00	0.00%
Capital Grants	4210	0.00	73,691.08	434,989.00	884,293.00	(449,304.00)	49.19%
Grants - FTA 5311	4220	0.00	87,752.92	987,181.00	1,053,035.00	(65,854.00)	93.74%
Grants - COVID	4221	0.00	0.00	0.00	690,000.00	(690,000.00)	0.00%
Grants - STF	4230	0.00	0.00	84,625.00	67,700.00	16,925.00	125.00%
Grants - 5311 (f)	4240	0.00	36,750.00	333,286.00	441,000.00	(107,714.00)	75.57%
Grants - 5310	4245	0.00	12,619.08	101,550.00	151,429.00	(49,879.00)	67.06%
Grants - 5305	4246	0.00	2,953.17	5,481.00	35,438.00	(29,957.00)	15.46%
Special Bus Operations	4300	0.00	83.33	846.50	1,000.00	(153.50)	84.65%
Miscellaneous Income	4400	0.00	7,083.33	118,649.55	85,000.00	33,649.55	139.58%
Sale of Assets - Income	4410	0.00	0.00	6,500.00	10,000.00	(3,500.00)	65.00%
Interest Income	4510	3,907.77	958.34	22,785.68	11,500.00	11,285.68	198.13%
OTIB TVC Loan 0071 Proceeds	4514	0.00	0.00	50,000.00	0.00	50,000.00	0.00%
Lease Income	4900	3,200.00	2,000.00	29,200.00	24,000.00	5,200.00	121.66%
Lease Operational Exp Income	4910	0.00	1,250.00	14,426.74	15,000.00	(573.26)	96.17%

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MONTHLY BOD Report w/YTD Budget & Variance-1to7,10

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**Tillamook County Transportation District**

Financial Statement

From 9/1/2022 Through 9/30/2022

		Current Period Actual	Current Period Budget	Current Year Actual	Total Budget	Total Budget Variance	25%
Transfer From General Fund	4911	0.00	0.00	481,500.00	39,000.00	442,500.00	1,234.61%
Transfer from STF Fund	4916	0.00	0.00	50,039.00	50,039.00	0.00	100.00%
Transfer from NWOTA	4917	0.00	0.00	3,000.00	3,000.00	0.00	100.00%
Transfer from STIF Fund	4918	0.00	0.00	292,840.18	700,000.00	(407,159.82)	41.83%
<b>Total Resources</b>		<u>76,113.06</u>	<u>455,901.58</u>	<u>6,578,555.43</u>	<u>10,268,655.00</u>	<u>(3,690,099.57)</u>	<u>64.06%</u>
<b>Expenses</b>							
<b>Personnel Services</b>							
Payroll: Administration	5010	28,256.14	40,833.33	480,007.30	490,000.00	9,992.70	97.96%
Payroll: Dispatch	5020	8,299.62	12,615.08	127,195.97	175,000.00	47,804.03	72.68%
Payroll: Drivers	5030	94,172.62	137,500.00	1,334,813.62	1,650,000.00	315,186.38	80.89%
Payroll: Maintenance	5040	7,426.04	12,833.33	98,816.29	154,000.00	55,183.71	64.16%
Payroll Expense	5050	12,119.79	16,250.00	186,483.20	195,000.00	8,516.80	95.63%
Payroll Healthcare	5051	37,309.25	44,833.33	512,144.17	538,000.00	25,855.83	95.19%
Payroll Retirement	5052	4,230.25	8,125.00	88,227.84	97,500.00	9,272.16	90.49%
Payroll Veba	5053	2,804.02	4,041.67	42,335.75	48,500.00	6,164.25	87.29%
Workers Compensation Ins.	5055	0.00	3,750.00	57,897.07	47,000.00	(10,897.07)	123.18%
<b>Total Personnel Services</b>		<u>194,617.73</u>	<u>280,781.74</u>	<u>2,927,921.21</u>	<u>3,395,000.00</u>	<u>467,078.79</u>	<u>86.24%</u>
<b>Materials and Services</b>							
Miscellaneous Expense	5060	0.01	0.00	(2.90)	0.00	2.90	0.00%
Professional Services	5100	13,980.08	8,333.33	217,157.30	100,000.00	(117,157.30)	217.15%
Planning	5103	0.00	0.00	26,081.76	100,000.00	73,918.24	26.08%
Dues & Subscriptions	5120	250.00	1,000.00	7,712.91	12,000.00	4,287.09	64.27%
Office Equipment R&R	5140	0.00	333.33	2,972.94	4,000.00	1,027.06	74.32%
Computer R&M	5145	0.00	4,125.00	49,222.50	49,500.00	277.50	99.43%

**Tillamook County Transportation District**

Financial Statement

From 9/1/2022 Through 9/30/2022

		Current Period Actual	Current Period Budget	Current Year Actual	Total Budget	Total Budget Variance	25%
Fees & Licenses	5150	232.98	2,500.00	23,709.33	30,000.00	6,290.67	79.03%
Insurance	5160	0.00	12,916.66	136,151.28	155,000.00	18,848.72	87.83%
Office Expense	5170	1,180.90	1,250.00	22,579.79	15,000.00	(7,579.79)	150.53%
Board Expense	5175	1,904.79	1,083.33	12,691.76	13,000.00	308.24	97.62%
Operational Expense	5180	2,220.36	6,041.67	70,503.70	72,500.00	1,996.30	97.24%
Drug & Alcohol Administration	5185	0.00	208.33	2,285.00	2,500.00	215.00	91.40%
Marketing	5190	5,326.79	5,833.33	33,412.07	70,000.00	36,587.93	47.73%
NWOTA Expense	5195	169.80	0.00	169.80	0.00	(169.80)	0.00%
Telephone Expense	5210	1,407.37	1,875.00	19,296.41	22,500.00	3,203.59	85.76%
Travel & Training	5220	940.05	3,916.67	17,081.98	47,000.00	29,918.02	36.34%
Uniforms	5230	0.00	0.00	217.99	0.00	(217.99)	0.00%
Vehicle Expense	5240	7,711.85	10,416.67	193,981.91	125,000.00	(68,981.91)	155.18%
Diesel & Gasoline Fuel	5245	17,629.87	33,333.33	455,205.43	400,000.00	(55,205.43)	113.80%
Propane Fuel	5247	0.00	0.00	2,368.62	30,000.00	27,631.38	7.89%
Postage	5260	159.94	166.67	2,425.37	2,000.00	(425.37)	121.26%
Member Mileage Reimbursement	5266	0.00	0.00	13,000.00	0.00	(13,000.00)	0.00%
Mgmt/Labor Recreation Fund	5270	750.00	275.67	4,401.81	3,308.00	(1,093.81)	133.06%
Transit Center Lease	5280	0.00	0.00	1,400.00	0.00	(1,400.00)	0.00%
Office Rent	5281	2,150.00	0.00	2,150.00	0.00	(2,150.00)	0.00%
Transit Center Maint	5285	4,377.66	2,083.33	25,456.00	25,000.00	(456.00)	101.82%
COVID Expense	5291	882.04	57,500.00	290,201.11	690,000.00	399,798.89	42.05%
Property Operating Expense	5300	1,505.89	2,125.00	25,891.28	26,000.00	108.72	99.58%
Property Maint. & Repair	5340	598.21	2,500.00	42,131.62	30,000.00	(12,131.62)	140.43%
Operations Facility Maint.	5346	505.04	333.33	4,321.14	4,000.00	(321.14)	108.02%
<b>Total Materials and Services</b>		<b>63,883.63</b>	<b>158,150.65</b>	<b>1,704,177.91</b>	<b>2,028,308.00</b>	<b>324,130.09</b>	<b>84.02%</b>

**Tillamook County Transportation District**

Financial Statement

From 9/1/2022 Through 9/30/2022

		Current Period Actual	Current Period Budget	Current Year Actual	Total Budget	Total Budget Variance	25%
<b>Special Payments</b>							
STF Payments to Recipients	5200	4,415.13	5,500.00	26,490.78	17,661.00	(8,829.78)	149.99%
STIF Payments to Recipients	5201	0.00	0.00	7,500.00	6,000.00	(1,500.00)	125.00%
<b>Total Special Payments</b>		<b>4,415.13</b>	<b>5,500.00</b>	<b>33,990.78</b>	<b>23,661.00</b>	<b>(10,329.78)</b>	<b>143.66%</b>
<b>Transfers</b>							
Transfer to LGIP 5931	9100	0.00	0.00	400,000.00	0.00	(400,000.00)	0.00%
Transfer to Property Mgmt	9110	0.00	0.00	75,000.00	29,000.00	(46,000.00)	258.62%
Transfer to General Fund	9130	0.00	0.00	342,879.18	750,039.00	407,159.82	45.71%
Transfer to Vehicle Reserve	9150	0.00	0.00	6,500.00	10,000.00	3,500.00	65.00%
Transfer to NWOTA Fund	9160	0.00	0.00	166,129.00	667,923.00	501,794.00	24.87%
Reserve for Future Expenditure	9175	0.00	0.00	0.00	1,316,835.00	1,316,835.00	0.00%
Unappropriated Ending Fund Bal	9180	0.00	0.00	0.00	591,097.00	591,097.00	0.00%
<b>Total Transfers</b>		<b>0.00</b>	<b>0.00</b>	<b>990,508.18</b>	<b>3,364,894.00</b>	<b>2,374,385.82</b>	<b>29.44%</b>
<b>Capital Outlay</b>							
<b>Debt Service</b>							
PUD Loan Expense	5325	1,205.16	0.00	11,705.22	0.00	(11,705.22)	0.00%
OTIB TVC Loan 0071	5337	0.00	541.67	0.00	6,500.00	6,500.00	0.00%
OTIB Loan 0061	5338	0.00	0.00	26,810.44	32,000.00	5,189.56	83.78%
<b>Total Debt Service</b>		<b>1,205.16</b>	<b>541.67</b>	<b>38,515.66</b>	<b>38,500.00</b>	<b>(15.66)</b>	<b>100.04%</b>
<b>Capital Purchases</b>							
Building Repair & Renovation	5350	0.00	0.00	6,575.79	25,000.00	18,424.21	26.30%
Bus Replacement/Addition	6000	0.00	70,833.33	95,615.72	850,000.00	754,384.28	11.24%
Van Replacement/Addition	6010	0.00	7,916.67	283,071.00	95,000.00	(188,071.00)	297.96%
Computer Upgrade	6020	0.00	833.33	0.00	10,000.00	10,000.00	0.00%
Fuel Cell Triangulation Point	6021	0.00	0.00	0.00	6,000.00	6,000.00	0.00%

**Tillamook County Transportation District**  
**Financial Statement**  
From 9/1/2022 Through 9/30/2022

		Current Period Actual	Current Period Budget	Current Year Actual	Total Budget	Total Budget Variance	25%
Video & Security Equip Upgrade	6025	0.00	0.00	708.75	0.00	(708.75)	0.00%
Bus Stop Signage/Shelters	6040	0.00	10,416.67	152,939.89	125,000.00	(27,939.89)	122.35%
Other Capital Projects	6050	14,695.52	25,607.67	469,611.87	307,292.00	(162,319.87)	152.82%
Total Capital Purchases		<u>14,695.52</u>	<u>115,607.67</u>	<u>1,008,523.02</u>	<u>1,418,292.00</u>	<u>409,768.98</u>	<u>71.11%</u>
Total Capital Outlay		<u>15,900.68</u>	<u>116,149.34</u>	<u>1,047,038.68</u>	<u>1,456,792.00</u>	<u>409,753.32</u>	<u>71.87%</u>
Total Expenses		<u><u>278,817.17</u></u>	<u><u>560,581.73</u></u>	<u><u>6,703,636.76</u></u>	<u><u>10,268,655.00</u></u>	<u><u>3,565,018.24</u></u>	<u><u>65.28%</u></u>

**Tillamook County Transportation District**

Check/Voucher Register

1001 - General Checking Account #4558

From 9/1/2022 Through 9/30/2022

Docume... Number	Document Date	Transaction Amount	Payee	Transaction Description
17388	9/15/2022	2,940.00	FLEETIO	FLEETIO ANNUAL SUBSCRIPTION 7/22-7/23
17389	9/20/2022	571.00	ALL CLEAR AUDIO AND GLASS LLC	SEPT2022
17390	9/20/2022	131.98	ALSCO - Portland Linen	SEPT2022-Mats (Inv.LPOR2874041,2881255)
17391	9/20/2022	621.78	APW DISTRIBUTING	SEPT2022-BMF Heater repair
17392	9/20/2022	2,368.62	BLUE STAR GAS	SEPT 2022-PROPANE
17393	9/20/2022	425.00	Burden's Muffler & Towing	SEPT2022-TOW - VEHICLE #200
17394	9/20/2022	1,500.00	Care Inc.	Q2 2022 - STIF QTRLY 22-23
17395	9/20/2022	35,793.78	CARSON OIL CO INC	AUG 2022 FUEL 2 stmt
17396	9/20/2022	385.49	CINTAS	AUG 2022-SHOP SUPL,UNIFORMS
17397	9/20/2022	2,135.00	Coast Printing & Stationery	OCT 2022
17398	9/20/2022	153.82	COMCAST	COMCAST AUG 2022-Internet 70x Salem
17399	9/20/2022	3,222.05	COUNTRY MEDIA	AUG 2022 - 4212
17399	9/20/2022	220.10	COUNTRY MEDIA	AUG 2022-4213
17400	9/20/2022	154.29	CRYSTAL AND SIERRA SPRINGS	AUG 2022-WATER
17401	9/20/2022	750.00	DEBBIE D'S	SEPT2022
17402	9/20/2022	243.66	EB TOOLS LLC	SEPT 2022 STMT
17403	9/20/2022	1,572.15	FleetPride, Inc.	AUG2022-FLEET SUPL
17404	9/20/2022	50.00	Gary A. Hanenkrat	AUG 2022 BOD
17405	9/20/2022	708.75	IconiPro Security & Alarms	AUG 2022-CASH ROOM CAMERA
17406	9/20/2022	1,170.00	INNOVA LEGAL ADVISORS	AUG2022 LEGAL SERV.
17407	9/20/2022	50.00	JACKIE EDWARDS	AUG 2022 BOD
17408	9/20/2022	50.00	JUDY RIGGS	AUG 2022 BOD
17409	9/20/2022	151.81	KATHLEEN SCHWABE	TCTD ATU ANNUAL PICNIC
17410	9/20/2022	50.00	Linda Adler	AUG 2022 BOD
17411	9/20/2022	4,415.13	Marie Mills Center, Inc	Q2 2022 STIF- QTRLY 22-23
17412	9/20/2022	50.00	MARTY HOLM	AUG 2022 BOD
17413	9/20/2022	50.00	MARY JOHNSON	AUG 2022 BOD
17414	9/20/2022	2,150.00	NATHAN LEVIN	SEPT & OCT 2022- Lease for Salem facility 70X
17415	9/20/2022	24.00	NEW AGE CAR WASH	AUG 2022-VAN WASHES
17416	9/20/2022	26.62	Office Depot Credit Plan	AUG 2022 - OFFICE SUPL
17417	9/20/2022	6.00	OR DEPT OF MOTOR VEHICLES	AUG 2022 DMV CK
17418	9/20/2022	57.56	PORTLAND GENERAL	AUG 2022-ELECTIC 70X
17419	9/20/2022	130.36	PREMIER TRUCK GROUP	AUG 2022-REPAIR
17420	9/20/2022	220.00	Prevailing Communications	AUG 2022-PORTABLE RADIO REPAIR
17421	9/20/2022	75.00	RJ'S LOCK & KEY LLC	TROLLEY KEYS
17422	9/20/2022	565.03	Schetky Northwest Sales, Inc.	AUG 2022
17423	9/20/2022	44.55	Tillamook Motor Co.	AUG 2022 - PARTS
17424	9/20/2022	205.03	Tillamook PUD	AUG-SEPT2022 ACCT.#113828
17424	9/20/2022	84.03	Tillamook PUD	AUG-SEPT 2022-ACCT.57186
17424	9/20/2022	61.34	Tillamook PUD	AUG-SEPT2022 ACCT 59689
17425	9/20/2022	49.95	VANIR BROADBAND, INC.	OCT 2022-RADIO INTERNET
17426	9/20/2022	392.95	VERIZON	AUG 2022 - TABLET DATA
17427	9/23/2022	118.60	City Of Tillamook	AUG 2022 - UTILITY
17428	9/23/2022	616.83	WAVE	SEPT2022
17429	9/23/2022	1,312.90	Marie Mills Center, Inc	AUG2022 JANITORIAL
17430	9/23/2022	115.00	North Coast Lawn	AUG 2022 LANDSCAPE MAINT
17431	9/23/2022	40.00	CENTURYLINK	AUG2022
17432	9/23/2022	1,172.95	Fred Meyer Customer Charges	AUG-SEPT2022
17432	9/23/2022	83.84	Fred Meyer Customer Charges	AUG-SEPT2022
17433	9/30/2022	385.10	O'REILLY AUTOMOTIVE STORES	CSK AUG 2022 SHOP INVENTORY
17433	9/30/2022	866.58	O'REILLY AUTOMOTIVE STORES	JULY 2022 SHOP SUPPLIES
17434	9/30/2022	715.34	EB TOOLS LLC	SHOP TOOLS
17435	9/30/2022	50.00	Gary A. Hanenkrat	BOD Sept 2022

**Tillamook County Transportation District**

Check/Voucher Register

1001 - General Checking Account #4558

From 9/1/2022 Through 9/30/2022

<u>Docume... Number</u>	<u>Document Date</u>	<u>Transaction Amount</u>	<u>Payee</u>	<u>Transaction Description</u>
17436	9/30/2022	50.00	JACKIE EDWARDS	BOD Sept 2022
17437	9/30/2022	50.00	JUDY RIGGS	BOD Sept 2022
17438	9/30/2022	3,460.61	LES SCHWAB WAREHOUSE CENTER	LS AUG 2022
17439	9/30/2022	50.00	Linda Adler	BOD Sept 2022
17440	9/30/2022	50.00	MARTY HOLM	Sept 2022 BOD
17441	9/30/2022	50.00	MARY JOHNSON	BOD Sept 2022
17442	9/30/2022	4,511.36	DAVISON AUTO PARTS, INC.	AUG 2022 VEHICLE MAINT.
17442	9/30/2022	691.93	DAVISON AUTO PARTS, INC.	NAPA SEPT 2022
17443	9/30/2022	69.46	Rosenberg Builders Supply	AUG 2022 SHOP/MAINT. SUPL
17443	9/30/2022	<u>359.67</u>	Rosenberg Builders Supply	SEPT 2022
Report Total		<u>78,847.00</u>		

**Tillamook County Transportation District**

Check/Voucher Register

1009 - NW RIDES ACCOUNT

From 9/1/2022 Through 9/30/2022

Document Nu	Document Da	Transaction Amou	Payee	Transaction Description
3681	9/15/2022	0.00		
3688	9/15/2022	2,882.63	JANNA SMITH	NWR VOL AUG 2022
3689	9/15/2022	3,712.88	JOHN REKART JR	NWR VOL AUG 2022
3690	9/15/2022	4,812.63	KANDIS LIDAY	NWR VOL AUG 2022
3691	9/15/2022	222.00	MEDIX AMBULANCE	NWR VOL AUG 2022
3692	9/15/2022	4,061.38	SEAN REKART	NWR VOL AUG 2022
3693	9/15/2022	3,761.13	WILLIAM NERENBERG	NWR VOL AUG 2022
3694	9/23/2022	1,468.32	WAVE	SEPT2022
3695	9/23/2022	56.85	CENTURYLINK	AUG2022
3696	9/23/2022	370.23	Fred Meyer Customer Charges	AUG-SEPT2022
3697	9/23/2022	33.00	Oregon State Police	AUG 2022 - BACKGROUND
Report Total		21,381.05		

**Tillamook County Transportation District**

Check/Voucher Register

1006 - Payroll Checking #5614

From 9/1/2022 Through 9/30/2022

Document Number	Document Date	Transaction Amount	Payee	Transaction Description
3730	9/13/2022	228.76	JONATHAN LASSITER	MANUAL PR CHECKS SEPT 2022
5731	9/13/2022	421.06	WENDY SMITH	MANUAL PR CHECKS SEPT 2022
5732	9/28/2022	176.66	TABATHA WELCH	MANUAL PR CHECKS SEPT 2022
5733	9/29/2022	0.00	voided	
5737	9/30/2022	0.00	voided	
5738	9/30/2022	1,030.56	ATU LOCAL #757	UNION DUES SEPT 2022
5741	9/21/2022	689.36	PACIFIC SOURCE	PACIFIC SOURCE 10/1-10/31/2022
5742	9/5/2022	765.02	HRA VEBA TRUST	HRA VEBA - SEPT 2022-NWR
5742	9/5/2022	89.66	HRA VEBA TRUST	HRA VEBA - SEPT 2022-ADMIN
5742	9/5/2022	2,412.36	HRA VEBA TRUST	HRA VEBA - SEPT 2022-DRIVER
5742	9/5/2022	302.00	HRA VEBA TRUST	HRA VEBA - SEPT 2022-MAINT
5745	9/30/2022	46,222.39	SPECIAL DISTRICTS INS. SERVICE	OCTOBER HEALTH INSURANCE
Report Total		52,337.83		

**Tillamook County Transportation District**

Check/Voucher Register

1011 - Prop. Mgmt. Checking-#7071

From 9/1/2022 Through 9/30/2022

Document Nu	Document Da	Transaction Amou	Payee	Transaction Description
4508	9/20/2022	2,387.50	CHRISSEY'S CLEANING SERVICE	WELLNESS CENTER CLEAN-JUNE & JULY 2022
4509	9/23/2022	607.58	City Of Tillamook	AUG 2022 - UTILITY
4510	9/23/2022	546.12	Marie Mills Center, Inc	AUG2022 JANITORIAL
4511	9/23/2022	425.00	North Coast Lawn	AUG 2022 LANDSCAPE MAINT
4512	9/23/2022	2,535.20	Tillamook PUD	AUG-SEPT2022 ACCT 55991
4513	9/30/2022	68.31	Rosenberg Builders Supply	AUG 2022 SHOP/MAINT. SUPL
4515	9/23/2022	840.00	JNB MECHANICAL, INC.	Q1 2022 - QTRLY MAINT.
4516	9/23/2022	175.85	CITY SANITARY SERVICE	AUG 2022 -
Report Total		7,585.56		

**FRED MEYER CARD CHARGES - 10/10-10/31/2022**

<b>Date</b>	<b>Description of Transaction</b>	<b>Amount</b>
	<b>CARD #3 - NATALIE ZUERCHER, ADMIN ASSISTANT</b>	
10/12/22	Meals: NWOTA meeting	\$ 104.70
10/12/22	Board drinks	\$ 12.93
10/18/22	NWTOA	\$ 48.74
10/26/22	Meals: Staff and Treasurer lunch	\$ 49.86
10/30/22	Meals: Employee Appreciation	\$ 43.89
		<b>\$ 260.12</b>
	<b>CARD #4 - CATHY BOND, NWR BROKERAGE MANAGER</b>	
10/24/22	Office coffee	\$ 15.98
10/30/22	Meals: NWR/TCTD Halloween Lunch for all staff and drivers	\$ 187.05
		<b>\$ 203.03</b>
	<b>CARD # 5 - MARK STRICKER, OPERATIONS COORDINATOR</b>	
10/22/22	Meals: Training class	\$ 33.52
10/26/22	Training materials	\$ 103.96
10/26/22	Cleaning supplies	\$ 35.96
		<b>\$ 173.44</b>
	<b>CARD #6 - CLAYTON NORRBOM, OPERATIONS COORDINATOR</b>	
09/10/22	Food for ATU Annual Picnic	\$ 234.79
		<b>\$ 234.79</b>
	<b>Grand Total</b>	<b>\$ 871.38</b>
<b>DATE</b>	<b>APPROVAL</b>	

01-001-5175-703-00	\$62.79
01-001-5170-703-00	\$230.94
01-001-5170-000-00	\$15.98
08-000-5195-703-00	\$153.44
01-002-5170-703-00	\$137.48
01-002-5180-154-00	\$35.96
01-002-5270-000-00	\$234.79
	<u>\$871.38</u>

**Tillamook County Transportation District**  
Board of Directors Special Meeting  
Thursday, November 17, 2022 – 6:00PM  
Transportation Building  
3600 Third Street, Tillamook, OR  
**Meeting Minutes**



1. **Call to Order:** Board Chair Mary Johnson called the meeting to order at 6:02 pm.

2. **Pledge of Allegiance**

3. **Roll Call:**

**Present**

**TCTD Board of Directors**

Mary Johnson, Board Chair (Zoom)  
Jackie Edwards, Director  
Linda Adler, Secretary (Zoom)  
Marty Holm, Director  
Gary Hanenkrat, Treasurer

**TCTD Staff**

Natalie Zuercher, Admin Assistant/ Board Clerk  
Mike Reed, Operations Superintendent/IGM  
Cathy Bond, Finance Supervisor

**Guests**

Kathy Kleczek, NWTO (Zoom)  
Arla Miller, ODOT  
Nathan Finn, Garibaldi Planning Commission

4. **Public & Guest Comments:**

- a. Kathy Kleczek discussed the development of Tillamook Creamery's Vanpool. Columbia County Riders use STIF funds for Vanpools. Hopefully this happens soon in Tillamook County.

5. **Executive Session:** ORS 192.660 (2)(A) Employment of Public Officers, Employees, and Agents.

- a. The TCTD Board of Directors entered executive session at 6:05 PM and came out of executive session at 6:13 PM.

**Motion** by Dir. Holm to extend IGM to Mike Reed for an additional 3 months.  
*Motion Seconded* by Dir. Johnson.

**Motion Passed**  
By Directors Hanenkrat, Adler,  
Holm, Edwards, and Board Chair Johnson.

## 6. Announcements and Changes to Agenda:

- a. IGM/OS Reed announced Cathy Bond as Financial Supervisor for the district. She has been very valuable to the district in this role, we are now recruiting for a NWR Brokerage Manager.

## REPORTS

### 7. Financial Report: FS Bond Reviewed the TCTD year-to-date financial report.

- a. Have sent checks and statements provided in packet. Page #2 was missing from packet. Worked on reconciling quarter, saw wrong postings to wrong month. No change to reconciled accounts, provided August financials due to this.
- b. BC Johnson asked about 73% for fiscal year in operations facilities/maintenance on page #3 and expressed concerns about staying within budget.
  - i. FS Bond replied that there were some coding issues to match budget compared to the work, vehicle maintenance is one of these things. We put a bunch of money in there, but I don't know what happened in July to make this high. Going forward some percentages will be different because of coding, trying to rectify this. When we close the second quarter, we need to discuss potential changes. If we don't go over budget, there's no need for use of supplemental. When looking back there are coding errors for example, with milage reimbursement, uniforms in operations, etc.
  - ii. IGM/OS Reed added that when we began this process, we noticed some of these issues right away. Met with Treasurer to discuss these issues. Some things look blown out of proportion and we want to code accurately. We can be on target on budget due to this. Expect more of this to pop up.
  - iii. Dir. Holm asked about budget percentage breakdown over 12 months.
  - iv. FS Bond replied that for example, workers comp was all put in as 100% for all of July.
  - v. Dir. Holm asked if the budget would change for the year.
  - vi. FS Bond said yes, each fiscal month it'll bring it down.
  - vii. IGM/OS Reed added that on page #3, that bottom number is where fluctuations will happen.
  - viii. Dir. Hanenkrat agreed that percentages will fluctuate.
  - ix. FS Bond said in July we spent a significant amount; I don't know the item.
  - x. Dir. Hanenkrat said as time goes on, it will even out.
- c. FS Bond said discussed September financials. There is a mistype that says 16% but is 25%. Contract revenue is low, haven't processed all voucher billing. Notice allocated utilities; we didn't know it was allocated so there will be changes to this.
  - i. FS Bond said she intends to bring October and November financials at next meeting.

- ii. Dir. Adler said she didn't receive so can't speak to it.
- iii. BC Johnson agreed.
- d. IGM/OS Reed says the software for financials is a learning curve, we aren't behind or late, you get stuck on a small task with the software. Working through these things and starting from zero has been a lot for Cathy. Even though it looks incomplete, there has been a lot gone into this. We will catch up at next meeting.
  - i. FS Bond replied expressing it is complete with bills for closing quarter. It's an accurate picture it's just some of that stuff isn't in the buckets they belong in right now. There should be no change. Will be training with Abila the end of month. Must travel for advanced training. Will get more training but learn on the fly. Abila is wonderful, they walk me through and help. Catching up fast. I take this seriously.
- e. IGM/OS Reed discussed bringing in Susan Shepard when we didn't have a FS. For another month we will keep her around. Susan is working 8-14 hours a week for us, taking a back seat as a consultant. For the most part we are grateful for her being a resource. In the next couple months, we will transition away.

**8. Service Measure Performance Report: IGM/OS Reed gave the service performance report.**

- a. October, additional performance measures, where missing for August and September. Ridership up 18%
- b. Intercity increasing across the board.
- c. TBCC 180% up. No one was going to in person classes, but these are slowly going up due to in person classes.
- d. Last week, greyhound discontinued service to Salem. Greyhound came from 60/70x, expect to see an adjustment from this.
- e. Gave a presentation regarding reports of ridership. Comparisons of fiscal years due to this data presented.
  - i. Adler asked DAR and NWR same thing.
  - ii. Reed replied no, NWR is non-emergency medical, and DAR is open to anyone in the county and call to get a shared ride, will pay specific fare for this. Since it is rideshared, there may be both in each.
  - iii. January, ridership grew again since rebuilding service schedule.
  - iv. Ridership pie chart shows growth or decline in service parts.
  - v. Passengers per hour have been slowly declining since 2013, we still have been serving same amount of folks just have to do it by putting more hours in.
  - vi. Growth in DAR and NWR compared to in county and intercity.
  - vii. Growth has happened with NWR passengers.
  - viii. Annual costs, fare box recovery, by service type, and comparable for each one of those.
  - ix. Cost per service hour, we are up from this, we are efficient with resources at the district for this.

- x. Linda asked ridership on routes, route 4 with 4 routes compared to manzanita at only 6 trips, wouldn't that change it.
  - 1. Reed said population in counties compare these, it doesn't mean more ridership. For 21-22 year, it shows service reduction as well. This data set has NC and SC same trips.
  - 2. Linda asked page 34, revenue for hour, will this chart change drastically when line items are realigned?
  - 3. Reed replied no, this is not departmentally. Everything is in operations here department wise. We break it down by service type.
- xi. Holm said this is great and great visualization data. Thank you for this.
- xii. Reed said hopefully we get these numbers in the board packets to you so you can see it month after month.

**9. Northwest Oregon Transit Alliance: IGM/OS Reed shared updates from the last partner meeting.**

- a. Discussed packet things that were included.

**10. Planning & Development: IGM/OS Reed shared the following updates:**

- a. Service Expansion coming in January. We have notified the public of this. We have an additional Route 5 trip to Portland in morning and 3<sup>rd</sup> trip is in the evening. Allows for full day in valley or at coast. Each one of our own services interline with one another. The Port run has doubled so it's time to give it its own numeration.

**11. Grant Funding: IGM/OS Reed gave the following updates:**

- a. None.

**12. Facility/Property Management: IGM/OS Reed gave the following updates:**

- a. None.

**13. NW Ride Brokerage: BM Bond gave the following updates:**

- A. Policies that need to be updated due to audit.
- B. CARE contract needs renewed. CARE will explain this contract to you.
- C. One application for Brokerage Manager job, Jules Hooter who is the Brokerage Coordinator. Has been with me since day one, has helped write policies and procedures. Until we fill this job is filled, there's no risk for NWR at this point with Jules and me.

**14. Miscellaneous:**

- a. None

**CONSENT CALENDAR**

- 15. Motion to Approve the Minutes of October 20th, 2022 Regular Board Meeting
- 16. Motion to Approve the TCTD August 2022 Financial Reports and August, September October 2022 Service Report as modified.

**Motion** by Dir. Holm to approve Consent Calendar. *Motion Seconded* by Dir. Edwards.

**Motion Passed**  
By Directors Hanenkrat, Adler,  
Holm, Edwards, and Board Chair Johnson

### **ACTION ITEMS**

17. Resolution #22-26 In the Matter of Authorizing the Interim General Manager to Amend the Agreement with Ride Connection to Extend the Term of the Agreement

**Motion** by Dir. Holm to Motion to Approve Resolution #22-26 In the Matter of Authorizing the Interim General Manager to Amend the Agreement with Ride Connection to Extend the Term of the Agreement. *Motion Seconded* by Dir. Adler.

**Motion Passed**  
By Directors Hanenkrat,  
Holm, Edwards, Adler, and Board Chair Johnson.

### **DISCUSSION ITEMS**

#### **18. Board of Directors Application**

- a. Nathan Finn, asked about resolutions and ordinances.
  - i. Dir. Holm said they are in the board packets.
  - ii. Dir. Linda asked about having them being accessed at any point.
  - iii. FS Bond replied that we don't have an actual spot for this. We have binders for these but can provide them upon request.
  - iv. IGM/OS Reed said it would be hard to manage that publicly.
- b. Dir. Holm asked Nathan Finn about his interest in the board.
  - i. Nathan Finn said it starts with my kids and Garibaldi with transportation. Grew up in Indiana, not from here.
- c. Nathan Finn asked about google analytics.
  - i. IGM/OS Reed said it's an excel file built by Kittleson.
  - ii. Nathan Finn said his roots are in economics. Lot of years looking over data and analytics. If I can lend a hand that way, I can try.
- d. Dir. Hanenkrat asked about experience using transportation services.
  - i. Nathan Finn said no but I have friends that do. With Pokémon go you need to get around. The Wave helped my friends get places. See if I can help overall.
- e. Dir. Holm said we are recruiting for a permanent GM. Concerned of bringing a Board Member in during this. My recommendation is to delay this till we hire a new GM.
  - i. Nathan Finn said you can table my application, or I can abstain with my application. If I am not there, I will abstain.

- ii. BC Johnson said she is with Dir. Holm on this, prefer to way till a GM is in place. Happy to listen to anyone else.
- iii. Dir Adler replied that it's difficult to find people who want to serve on a board. We should really consider this.
- iv. Dir. Holm said it's not personal, with what we have going on right now, there's no shape or critique.
- v. Dir. Edwards said we need to get through this tough spot before anything.
- f. Dir. Holm said there are two positions are now open, I don't know elections wise.
  - i. Dir. Adler said they all come up for election during election time.
  - ii. IGM/OS Reed said this is at the board's desertion. We can have board recruitment info at next board meeting.
  - iii. Dir. Hanenkrat replied in May and we are three years out for electing a board member.
- g. Dir. Adler asked about appointing vice chair tonight.

**Motion** by Dir. Adler to Motion to Approve Marty as Vice Chair. *Motion Secoded* by BC Johnson.

**Motion Passed**  
By Directors Hanenkrat,  
19. Holm, Edwards, Adler, and Board Chair Johnson.

**20. Staff Comments/Concerns:**

Operations Superintendent/Interim General Manager Reed: Want to acknowledge the hard work Natalie and Cathy are putting it. Doing the job of 6 with 3. We are thriving right now. Proud to be a part of this group. Smaller and stronger. The district is lucky to have these folks.

Financial Supervisor Bond: Mike works hard as well, he's right with us. We can enjoy each other's company. Was here when Marty started in chaos. I am excited at the idea of a GM at this point. He/she should be excited to see what we have done. Moral has improved.

Administrative Assistant Zuercher: Holly the Trolley Dec. 3<sup>rd</sup> at the Tillamook Light Parade in town.

**21. Board of Directors Comments/Concerns:**

Board Chair Johnson: Second what Linda said, special shout out to Natalie with GM recruitment and extra work.

Dir. Adler: Thank you Cathy, Mike, and Natalie for all that you do. Its appreciated and noticed. Thank you in advance, you will still need to train new GM. Able to coordinate well.

Dir. Edwards: Reiterate what everyone said. I am impressed with everything. I know you probably spend most of your time here, thank you.

- a. FS Bond said Mike and I took on what we do is because of Arla Miller. She's here to help. We need to be thankful for NWOTA and ODOT partners. Johns Dreeszen came down to help us with annual reporting. It's our transit community is mourning the loss of Doug and they are helping as we transition.
- b. IGM/OS said these folks at some point Doug came through for them, they are paying it forward for us.

Dir. Hanenkrat: Thank the staff again because of the rough few months.

Dir. Holm: Same. Going through a period we are still mourning the loss of Doug. I miss him. The way that you all are carrying on and keep up with his mission is impressive to me. As a Board Member, we will do everything to ensure we get the very best GM. No one can fill Doug's shoes, but we will do everything we can to make the districts success involves you. We appreciate it. You are doing well as a team.

**Adjournment:** Board Chair Johnson adjourned the meeting 7:23 pm.

**These minutes approved this 15th day of December 2022.**

ATTEST:

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Mary Johnson, Board Chair

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Mike Reed, Interim General Manager

**Tillamook County Transportation District**  
Board of Directors Regular Monthly Meeting  
Wednesday, November 16, 2022 – 4:00PM  
Transportation Building  
3600 Third Street, Tillamook, OR



## **Meeting Minutes**

1. Call to Order: Board Chair Mary Johnson called the meeting to order at 4:03pm.
2. Pledge of Allegiance
3. Roll Call:

### **Present**

#### **TCTD Board of Directors**

Mary Johnson, Board Chair  
Jackie Edwards, Director  
Linda Adler, Secretary  
Marty Holm, Director  
Gary Hanenkrat, Treasurer

#### **TCTD Staff**

Natalie Zuercher, Admin Assistant/ Board Clerk  
Mike Reed, Operations Superintendent/IGM

#### **Guests**

Gary Milliman, Prothman Recruitment Team

4. Announcements and Changes to Agenda:
5. Public & Guest Comments:
  - A) Executive Session: Consider the Employment of a Public Officer, Employee, Staff Member, or Individual Agent, authorized under ORS 192.660 (2)(A).
    - i. The TCTD Board of Directors went into Executive Session at 4:03 PM and came out of Executive Session at 5:39 PM.

**DISCUSSION ITEMS**

6. Staff Comments/Concerns: None.

IGM/Operations Superintendent Reed:

NW Rides Brokerage Manager Bond:

Administrative Assistant Zuercher:

7. Board of Directors Comments/Concerns: None.

Board Chair Johnson:

Dir. Adler:

Dir. Hanenkrat:

Dir. Holm:

Dir. Edwards:

8. Adjournment: Board Chair Mary Johnson adjourned the meeting at 5:39 pm.

**These minutes approved this 15th day of December 2022.**

ATTEST:

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Mary Johnson, Board Chair

---

Mike Reed, Interim General Manager

**Tillamook County Transportation District**  
Board of Directors Regular Monthly Meeting  
Wednesday, November 9, 2022 – 6:00PM  
Transportation Building  
3600 Third Street, Tillamook, OR



## **Meeting Minutes**

1. Call to Order: Board Chair Mary Johnson called the meeting to order at 6:01 pm.
2. Pledge of Allegiance
3. Roll Call:

### **Present**

#### **TCTD Board of Directors**

Mary Johnson, Board Chair (Zoom)  
Jackie Edwards, Director (Zoom)  
Linda Adler, Secretary (Zoom)  
Marty Holm, Director  
Gary Hanenkrat, Treasurer

#### **TCTD Staff**

Natalie Zuercher, Admin Assistant/ Board Clerk  
Mike Reed, Operations Superintendent/IGM

#### **Guests**

Gary Milliman, Prothman (Zoom)

4. Announcements and Changes to Agenda:
  - a. BC Johnson announced Judy Riggs resigning from TCTD Board of Directors.
5. Public & Guest Comments:
  - a. None

- A) Executive Session: Consider the Employment of a Public Officer, Employee, Staff Member, or Individual Agent, authorized under ORS 192.660 (2)(A).
  - i. The TCTD Board of Directors went into Executive Session at 6:04 PM and came out of Executive Session at 6:47 PM.

**Motion** by Dir. Holm to schedule two interviews with candidates discussed at next Wednesday's executive session (Weds. 16<sup>th</sup> at 4PM) 4-8PM if put it all together. Coordinate with Gary Milliman. *Motion Seconded* by Dir. Adler.

### **Motion Passed**

By Directors Hanenkrat, Adler,  
Holm, Edwards, and Board Chair Johnson.

**DISCUSSION ITEMS**

6. Staff Comments/Concerns: None.

IGM/Operations Superintendent Reed:

NW Rides Brokerage Manager Bond:

Administrative Assistant Zuercher:

7. Board of Directors Comments/Concerns: None.

Board Chair Johnson:

Dir. Adler:

Dir. Hanenkrat:

Dir. Holm:

Dir. Edwards:

8. Adjournment: Board Chair Mary Johnson adjourned the meeting at 6:48 pm.

**These minutes approved this 17th day of November 2022.**

ATTEST:

\_\_\_\_\_  
Mary Johnson, Board Chair

\_\_\_\_\_  
Mike Reed, Interim General Manager

## Tillamook County Transportation District Annual Board Meeting Schedule for 2023

January	January 19, 2023
February	February 16, 2023
March	March 16, 2023
April	April 20, 2023
May	May 18, 2023
June (adopt budget)	June 15, 2023
July	July 20, 2023
August	August 17, 2023
September	September 21, 2023
October	October 19, 2023
November	November 16, 2023
December	December 21, 2023

The Board of Directors typically meets on the 3rd Thursday of the month at 6:00pm unless rescheduled as listed below. The meetings always take place at the Transportation building, in the Bob Kenny Board Hearing Room at 3600 Third Street, Tillamook Oregon 97141.

\* Moved to 4<sup>th</sup> Thursday to provide adequate time to complete financial and service performance reports for board packet.

**BEFORE THE BOARD OF DIRECTORS  
OF THE  
TILLAMOOK COUNTY TRANSPORTATION DISTRICT**

**Authorizing the Interim General  
Manager to Execute a Contract  
with Trillium Solutions, Inc. to  
Create a NWOTA Marketing Plan** )  
)  
)  
)

**RESOLUTION NO. 22-27**

**WHEREAS**, the Northwest Oregon Transit Alliance (NWOTA) Coordinating Committee's priority for FY 2022-23 to create and implement a marketing plan to market the NWOTA brand and regional coordinated transit services; and

**WHEREAS**, Tillamook County Transportation District (TCTD) serves as fiscal agent for NWOTA; and

**WHEREAS**, the District conducted a RFP process on behalf of NWOTA to select a consultant to create the marketing plan to market the NWOTA brand and regional coordinated transit services; and

**WHEREAS**, the District selected Trillium Solutions, Inc. as the consultant for this work.

**NOW, THEREFORE, BE IT RESOLVED** by the Tillamook County Transportation District Board of Directors:

that the Board authorizes the General Manager to execute a contract not to exceed \$39,994.25 with Trillium Solutions Inc. to create a website and template for NWOTA.

INTRODUCED AND ADOPTED this 15<sup>th</sup> day of December 2022.

ATTEST:

By: \_\_\_\_\_  
Mary Johnson, Board Chair

By: \_\_\_\_\_  
Mike Reed, Interim General Manager



Tillamook County Transportation District  
3600 Third St. Suite A  
Tillamook, OR 97141

Submitted on 10/05/2022, Updated on 11/03/2022

Trillium Solutions, Inc. (“Trillium”) is excited to provide our response to the request for proposals for NW Connector’s Marketing and Outreach Consultant.

The Trillium team is uniquely poised to deliver on the requirements and expectations that NWOTA is seeking. Trillium built and currently maintains the public GTFS for all NWOTA agencies. Trillium also built and maintains the NW Connector website, and developed car-free trip itineraries, and identified local attractions that can be reached by bus for the system’s interactive map. Our strengths include strong familiarity with transit through work for over 350 transit agencies in the US, deep experience with the NWOTA agencies, a focus on rider facing information, and how to connect riders with public transit, and a diverse team of consultants, developers, graphic designers, and technicians that all have direct experience communicating with transit agency staff and working with them to solve problems.

Through more than a decade of work with transit agencies, we have a unique insight into how and why people use transit, and how to work with transit agencies to accomplish our shared goals of increased ridership.

This proposal contains a firm offer for 90 days and I am able to contractually bind the business. Our team is ready to discuss and negotiate changes to the proposed scope of work and answer any questions you may have. We look forward to continuing our partnership with TCTD and NWOTA.

Please refer questions to:  
Chris Perry, Principal  
[chris@trilliumtransit.com](mailto:chris@trilliumtransit.com)  
503-567-8422 ext 6

Sincerely,

A handwritten signature in blue ink that reads 'Aaron Antrim'.

Aaron Antrim

# Firm profile and team

## Firm profile

Trillium Solutions, Inc., based in Portland, Oregon, has put over 350 transit services in the United States on Google Maps since 2007. No other firm can match Trillium's experience creating, maintaining and supporting public transit data. Trillium also provides website and interactive maps design, website hosting, and strategic consulting for technology and marketing all geared towards public transportation. Trillium's breadth of services and depth of devotion to public transit give it a unique ability to connect with the needs of public transit agencies.

Trillium is an Oregon-based corporation, and wholly owned subsidiary of Optibus, Inc., a global company focused on innovation in public transportation. Our Portland-based team maintains the ability to act nimbly in response to our client needs, while benefiting from the resources of a global company.

## Team

### Chris Perry, Principal

Chris Perry will serve as advisor on the project. Chris is the current project manager for all three projects listed above under selected references. Chris has over 10 years of experience working with transit agencies in Oregon, from website development to data creation, including working with Travel Oregon to promote car free travel.

### Leslie Langley, Senior Project Manager

The Project Manager will be Leslie Langley. Leslie has over 12 years of experience in city and regional transportation planning including 6 years of full stack software development experience. Most recently, Leslie has supported work in Oregon including, updating TNEXT, maintaining the NWConnector website, and related work to help analyze and promote use of public transportation

### Juliet Eldred, Project Manager

The Deputy Project Manager will be Juliet Eldred. Juliet has over 5 years of experience working with transit agencies on a variety of tasks, including data creation, research, graphic design, and marketing. She has previously worked with the NW Connector on the initial phase of their marketing and outreach. She has previously worked at Transit Planning and Transportation Asset Management firms, designing maps, conducting research, and providing support on consulting projects for a wide variety of clients at transit agencies and state DOTs.

### Doug Donaldson, Websites Manager

Doug is a senior developer and website project manager with over 25 years of experience in website development, security, accessibility, and mobile-forward design. His leadership and mentoring skills facilitate healthy team cohesion and collaboration, allowing for quick problem solving and continued growth in the proficiency of our website staff. In his free time, Doug loves spending time with his family, and watching his young grandchildren grow and learn.

# Project Understanding and Approach

NW Connector seeks broad recognition of the brand and the services NWOTA agencies provide across the five transit agencies; Columbia County Rider, Sunset Empire Transportation District, Tillamook County Transportation District, Benton County Transit, and Lincoln County Transit. Part of increasing NWOTA's visibility in the region (and beyond) includes forging partnerships with other local businesses, attractions, destinations, visitor bureaus, and other entities for cross promotions and advertising. This proposal describes the proposed set of actions that Trillium will carry out to support NW Connector agencies' marketing efforts. These include a variety of strategies across multiple forms of media that aim to raise the NW Connector's local and regional profiles, and ultimately increase agency visibility and ridership. The project will be accomplished in close collaboration with NWOTA at all stages, and will require the active involvement of both parties. Trillium has identified the following tasks and subtasks necessary to deliver the overall project.

## Task 0: Marketing Plan and Budget

Within the first month after the Notice to Proceed (NTP) is issued, the Trillium team will submit a draft marketing plan and budget.

The Trillium team will work closely with NWOTA staff to finalize the Marketing Plan within the first two weeks after the draft marketing plan is submitted. The Trillium team and NWOTA staff will meet at an agreed interval (eg. - every week or bi-weekly) and/or asynchronously via google drive or similar platform to track progress as set in the Marketing Plan.

The Budget will be revised along the course of the project timeline to capture changes as needed. One change the project team anticipates is updates to On-Transit Advertising as quotes received to date are estimates which may change as we get closer to implementation. A final budget will be set once all quote estimates become contracts.

### Deliverables:

- Draft Marketing Plan
- Draft Budget
- Final Plan
- Final Budget

## Task 1: Promote the NW Connector website to Residents and Potential Visitors

The NW Connector's member agencies serve a number of scenic destinations and tourist hot-spots along the Oregon Coast. Promoting the use of NW Connector services by visitors traveling to the coast from Portland and other nearby cities is therefore a high priority. However, advertising to the broad audience through conventional print or television ads can be expensive and result in low reach to the target audiences. This plan, which builds on the original 2020 Marketing plan, proposes to use transit advertising and social media

advertising to ensure a more targeted marketing approach to reach our target audience while being judicious with the budget. The target audiences, as defined in the 2020 marketing plan, have *at least* one of these three characteristics:

- Transit-ready – already transit users or follow their local transit agencies on social media.
- Indicated interest in coastal travel, possibly by liking Facebook pages associated with the Oregon Coast.

Subtasks 1.1 - 1.3 detail the approach and deliverable the Trillium team will focus on promoting NW Connector services to residents and potential visitors using on-transit marketing, on-line advertising, and radio advertising. Subtask 1.4 details how analysis of each advertising approach will be conducted so as to be insightful and actionable for NWOTA agencies.

### Task 1.1: On-Transit Advertising Campaign

On-bus advertising is a cost effective way of reaching residents of Portland and Corvallis who are already transit users and may wish to travel further to the coast. Many of the riders on Trimet and Corvallis Transit System (CTS) are young, active and likely to view the coast as a desirable destination for a day trip or weekend getaway. They are also more likely than the general population to be open to the idea of riding a bus to get there affordably.

The objective of the ads is to use a combination of appealing destination photos and straightforward messaging to make the target audience aware that transit to the coast is available, affordable and can be accessed through the NWConnector website. In early 2020, ad designs were created and a bus ad campaign was on the verge of being deployed when the COVID-19 Pandemic began in March, which halted the campaign. Our work will revive and expand upon those efforts.

The 2020 Marketing Plan identified on-transit advertising in Portland, Salem, and Corvallis. In 2020, Cherriots was going to be used to deliver on-transit advertisements. Unfortunately, Cherriots, which operates in the Salem area, has discontinued their on-transit advertising program, so we are not including them in this subtask but we will seek a potential Public Service Announcement option directly with Cherriots as detailed in subtask 1.3.

The proposed budget for the plan allocates approximately \$22,000 to on-train and on-bus advertising for a duration of 64 weeks in Corvallis and 32 weeks in Portland. In the Corvallis area, 15 interior cards with 1 unique design will run for a total 64 weeks (52 weeks + 12 bonus weeks). In the Portland area, 30 Michelangelo (inside bus ceiling) advertisements with 1 design, unique from the Corvallis area design, will run for 32 weeks.

The Trillium team will coordinate with Portland and Corvallis area transit agencies to update the bus ad designs created for the 2020 campaign. The Trillium team will also coordinate with advertising vendors to produce and install on-train and on-bus advertisements.

Deliverables:

- Updated transit ad designs for both Portland and Corvallis area transit vehicles.
- Ensure transit ads are installed on Portland and Corvallis area transit vehicles.

### Task 1.2: Online Advertising

Online advertisement is a great method to increase reach by meeting the public where they are and by interacting with targeted partner online channels. The Trillium team will focus on online advertisement via three platforms; the NWConnector Website, Facebook Ads, and Google Ads. The goal of each effort will be singular - to promote web traffic to the NWConnector website. The NWConnector website is where local residents and visitors will be able to easily plan trips across systems and learn about upcoming events in the five transit area communities.

During the course of this project timeline, the Trillium team will continue to ensure events in each of the five transit area communities are posted. The goal will be to have a new event posted per month per transit area. If there is an opportunity to post more than one event, the Trillium team will do so. From past efforts, the Trillium team found some communities do not have many events to promote at a monthly cadence. To remedy this the Trillium team will extend their reach from the starter list of partner websites and partner facebook feeds with visitor oriented sites included in Table 1.

Table 1. List of outreach websites and facebook pages.

	Websites	Facebook
<b>Starter List</b>	<a href="http://GoTillamook.com">GoTillamook.com</a>	<a href="#">Oregon Coast</a>
	<a href="http://TravelAstoria.com">TravelAstoria.com</a>	<a href="#">Oregon Coast Aquarium</a>
	<a href="http://Tillamookcoast.com">Tillamookcoast.com</a>	<a href="#">Blue Heron French Cheese Company</a>
	<a href="http://VisittheOregonCoast.com">VisittheOregonCoast.com</a>	<a href="#">Travel Astoria-Warrenton</a>
	<a href="http://DiscoverNewport.com">DiscoverNewport.com</a>	<a href="#">Tillamook County Pioneer</a>
	<a href="#">Hatfield Visitor Center</a>	<a href="#">Rockaway Beach Visitors Info Center</a>
		<a href="#">Cycle Oregon</a>
<b>Additional Sites</b>	<a href="#">Oregon State University</a>	<a href="#">Tillamook Creamery</a>
	<a href="#">Oregon State Parks</a>	<a href="#">Benton County Historical Society</a>
	<a href="#">North Coast Food Trail</a>	<a href="#">Columbia River Maritime Museum</a>

Facebook advertising works by allowing the advertiser to target viewers based on their “interests”, which are derived from the Facebook pages they interact with, like, and follow. Since February 2021, Trillium has been carrying out a targeted advertising campaign on Facebook, focusing on audiences that have a

demonstrated interest in public transit and the Oregon Coast, to promote the NW Connector Facebook page and website. Over the course of this 18-month campaign, Trillium tweaked the messaging of the ads in order to emphasize that the NW Connector systems could be used for local travel as well as tourism, and brought the visual design of the ads more closely in line with the NW Connector’s logo colors in order to strengthen the brand identity. Trillium also adjusted the demographic groups to which the ads were targeted in order to maximize their impact. These efforts resulted in a 588.5% increase in page followers, from 305 to over 2,100 followers as of June 2022. To refine the ad connect, target approach and understand who the ads were reaching, Trillium analyzed Facebook’s marketing metrics including but not limited to impressions, clicks, engagement with the ads, the Facebook page itself, and the ads’ performances across different demographic groups.

Trillium plans to expand on this work by branching out to Google Ads. Google search ads work by showing text ads at the top of search results when someone searches for specific keywords or phrases, such as “Transportation to Oregon Coast.” The team will determine which sets of search keywords and phrases to use to target potential transit riders in Northwest Oregon, and will measure the ads’ effectiveness through metrics such as Click Type, Geography, Landing Page, and Search Keywords/Keyword Match Types.

As part of this marketing project, the Trillium team will focus on analyzing traffic from online advertising efforts to the NW Connector website. In the Google Analytics platform, the Trillium team will track referral traffic to the website from all sources especially on platforms where paid ads are placed. The Trillium team recommends up to 5 facebook posts per month, one paid campaign per month split amongst Facebook and Google Ads, and a minimum of 5 community event posts on the NW Connector website per month (one per transit area). If for some reason, a transit area does not have a new community event to promote in a given month, the Trillium team will communicate the issue with NWOTA staff via a posts tracking sheet.

#### Deliverables:

- Refresh Facebook ad designs and continue Facebook advertising campaigns.
- Design and purchase Google Ads.
- Create, share, and update a posts and ads tracking sheet .

### Task 1.3: Radio Advertising

The Trillium team will produce and distribute radio advertisements and Public Service Announcements (PSAs). These will consist of concise and engaging text describing the NW Connector’s services to be distributed to a variety of commercial and public/independent/noncommercial radio stations, for on-air DJs to read.

Radio advertising will be used to highlight agency offerings and service changes. Three recent and upcoming changes to promote include:

- Ticketing agreements with Amtrak and Greyhound
- Service expansions and/or restorations of pre-COVID service at multiple agencies
- Potential “Family Fares”, or similar, discounts or promotions

#### Deliverables:

- Draft copy for on-air advertisements to be read aloud by radio DJs.
- Identify and contact regional commercial and noncommercial radio stations in the greater NW Connector service area to run these advertisements.
- Create, share, and update a tracking sheet of the radio advertising effort.

#### Task 1.4: Analysis of Advertising Efforts

The Trillium team will gather and share monthly reach of the efforts discussed in subtasks 1.1 - 1.3. The focus of the analytics will be to show traffic directed to the NW Connector website from each advertising effort. At a minimum, the metrics will be tracked by advertising effort:

- On-Transit advertising metrics
  - Number of vehicles
  - Monthly conversion of riders to website visitors
- NW Connector website metrics
  - Geography of users - region and city
  - Number of sessions per top landing pages
  - Number of total users and new users
  - Device type used
  - Browser/OS used
  - Language used
- Facebook metrics
  - Number of impression
  - Number of likes
  - Number of engagement with ads places
  - Change in number of followers
  - Performance of ads place across demographic groups
- Google Ads metrics
  - ClickType
  - Search Keywords/Keyword Match Types
- Radio metrics
  - Size of audience reached
  - Frequency of airing

#### Deliverables:

- Monthly slides with metrics update.

# Timeline

The timeline table below details which tasks will be worked on during the course of this project on a monthly basis. The timeline is contingent on the project beginning in November 2022 and concluding 12 months after; November 2023.

	11/2022	12/2022	01/2023	02/2023	03/2023	04/2023	05/2023	06/2023	07/2023	08/2023	09/2023	10/2023	11/2023
<b>Task 0: Marketing Plan and Budget</b>													
Submit Draft Marketing Plan and Budget		*											
Submit Final Marketing Plan and Budget			*										
Track Marketing Plan Progress													
<b>Task 1: Promote NW Connector website</b>													
<i>Task 1.1: On-Transit Advertising Campaign</i>													
Updated Corvallis transit ad designs													
Updated Portland transit ad designs													
Coordinate Corvallis transit ad is installed													
Coordinate Portland transit ad is installed													
Ensure Corvallis transit ad is running (64 weeks)													Plus 5 months

	11/2022	12/2022	01/2023	02/2023	03/2023	04/2023	05/2023	06/2023	07/2023	08/2023	09/2023	10/2023	11/2023
													beyond contract
Ensure Portland transit ad is running (32 weeks)													
<i>Task 1.2: Online Advertising</i>													
Refresh Facebook ad designs and continue Facebook advertising campaigns													
Design and purchase Google Ads													
Create, share, and update a posts and ads tracking sheet													
<i>Task 1.3: Radio Advertising</i>													
Draft copy for on-air advertisements to be read aloud by radio DJs			*										
Identify and contact regional commercial and noncommercial radio stations													
Create, share, and update a tracking sheet of the radio advertising effort													
<i>Task 1.4: Analysis of Advertising Efforts</i>													

# Budget and Estimated Hourly Allocation

The budget table below details estimated costs by task. Task 1.1 Ad budget costs are estimated until the Trillium team is under contract with the relevant Ad companies. To account for potential changes in Ad budget estimates, the Trillium team has added a contingency budget. If the contingency budget is not needed for Tasks 1.1, it will be added to task 1.2 efforts or labor hours if needed.

The Trillium team will invoice on a monthly basis. Each invoice will detail how many hours were spent on given tasks and what expenses were spent on Ad purchases.

Task	Timeline	Labor Hours	Labor Budget	Ad budget	Total by Task
<b>Task 0: Marketing Plan and Budget</b>	<b>November 2022 - December 2022</b>	<b>17</b>	<b>\$2,167.50</b>	<b>\$0.00</b>	<b>\$2,167.50</b>
<b>Task 1: Promote NW Connector website</b>	<b>December 2022 - November 2023</b>	<b>130.75</b>	<b>\$17,193.75</b>	<b>\$19,633.00</b>	<b>\$36,826.75</b>
Task 1.1: On-Transit Advertising Campaign - <i>Corvallis</i>	December 2022 - November 2023	10.5	\$1,312.50	\$2,145.00	\$3,457.50
Task 1.1: On-Transit Advertising Campaign - <i>Portland</i>	December 2022 - November 2023	10	\$1,250.00	\$11,488.00	\$12,738.00
Task 1.2: Online Advertising	December 2022 - November 2023	55	\$7,425.00	\$6,000.00	\$13,425.00
Task 1.3: Radio Advertising	January 2023 - November 2023	15.25	\$1,906.25	\$0.00	\$1,906.25
Task 1.4: Analysis of Advertising Efforts	January 2023 - November 2023	40	\$5,300.00	\$0.00	\$5,300.00
<b>Contingency</b>				<b>\$1,000.00</b>	<b>\$1,000.00</b>
<b>TOTAL</b>			<b>\$19,361.25</b>	<b>\$19,633.00</b>	<b>\$39,994.25</b>

# Rates and Estimated Hours

Staff member	Chris Perry	Leslie Langley	Doug Donaldson	Juliet Eldred
Role	Advisor	Senior Project Manager	Websites Manager	Advertising/Design/Content
Hourly Rate	\$175	\$150	\$175	\$125
Hours	5	12	5	130

## Reference Projects

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### ***NW Connector Marketing (2020-2022)***

***Client:***

Tillamook County Transportation District  
3600 Third St. Suite A  
Tillamook, OR 97141

***Reference:***

Sarah Lu Heath, Programs Manager  
Columbia Pacific Economic Development District  
SarahLu@nworegon.org  
(971) 328-2877

***Project Summary:***

Trillium was contracted to maintain the NW Connector Facebook page and advertising between 2020 and 2022. This work included the following tasks:

- Designing, purchasing, and publishing ad campaigns to inform potential riders of the NW Connector's Facebook page and website
- Increased the NW Connector's Facebook page from 300 followers in February 2021 to over 2,200 followers as of October 2022.
- Creating reports that tracked advertising and Facebook metrics, which were presented at monthly NWOTA Board meetings

The initial project was scoped and budgeted in late 2019 and early 2020, and a full on-bus advertising campaign was scheduled to debut in Spring 2020, but the beginnings of the COVID-19 pandemic in March 2020 derailed that effort, and put all promotional efforts for tourism on hiatus. As such, Trillium had to adapt and reformat the original project plan in order to account for the uncertain and frequently-changing circumstances.

***Budget:***

\$50,000

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### ***Travel Oregon (2016-2019)***

***Client:***

Travel Oregon  
319 SW Washington St Suite 700  
Portland, OR 97204

***Reference:***

Scott Bricker, Interim Vice President, Destination Development

Travel Oregon  
sbricker@traveloregon.com  
(971) 717-6185

***Project Summary:***

Trillium was contracted to identify and understand transportation options for tourists/travelers in Oregon. Trillium created a database of providers and recommended options to integrate transportation information in the Travel Oregon online presence with trip planners, maps, etc. and advised on marketing transportation to travelers (concerning search-engine optimization for websites, online information and online sales).

***Budget:***

\$50,820 over project lifetime

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## ***Yosemite Area Regional Transportation System (2014-now)***

***Client:***

Yosemite Area Regional Transportation System (YARTS)  
Merced, California

***Reference:***

Xavier Garcia  
Services Analyst  
209) 723-3153 ext. 809

***Project Summary:***

Trillium built the yarts.com website, which includes suggested trip ideas and trail and transit connections, in 2014-15. In 2016-2017, Trillium worked on a search engine optimization, adding more links to yarts.com from around the web. This resulted in a significant increase in visitor traffic to yarts.com.

***Budget:***

\$59,000 over project lifetime