

NWOTA Meeting Minutes
November 12, 2021

Introductions and Welcome to Guests:

In attendance: Cynda Bruce, Paul Lewicki, Doug Pilant, Brad Dillingham, Arla Miller, John Dreezen, Juliet Eldred

Consent Calendar:

Review of the Minutes – No Change

Financial Statement Review – No questions; Thank you to Arla/ODOT for making the sanitation grant reimbursement smooth.

Ridership Tracking – We need to add Columbia Co to Portland route back to both tracking documents.

Motion to accept the consent calendar by John Dreeszen, Seconded by Cynda Bruce; motion passes.

Standing Items:

Marketing Report, Juliet Eldred:

Facebook 'Likes' continue to grow based on paid advertising. The current message is for commuters and tourists and linked to the FB page. The next paid promotion will link to the NWConnector website and the next marketing report should include numbers on site hits generated from FB campaign.

Cynda requests that highlighting fare reductions would be appreciated. Doug mentioned TCTD is considering changing fares in January as well. Juliet will create multiple posts about the cost of transit.

Open Trip Planner Discussion:

Invoices for Trillium continue to be an issue, as they are requesting advanced payment on retainer services. Arla mentions that ODOT works on a reimbursement basis and we must be careful to ensure we don't pay for work in advance that would not be reimbursable.

Doug would like to see the OTP project continue to develop.

In reviewing the FY 2021-2022 Scope of Work, there is general discomfort with the high level of accounting for services without noting hourly cost or deliverables.

Paul Lewicki recommends that we reach out to Trillium directly over recent cost increases and we would like to have an in-depth description of what each line item entails and how the cost was determined. Others agree and it was noted that we may not be able to afford the things we want. Overall, we need much more information about we're paying for, when development ends and maintenance begins, and when critical mass for lowering cost will be achieved.

Social media marketing is one area of the total Trillium spend that may be flexible. It may be possible to have Shannon Wakefield (TBCC) take over. John mentions that one agency staff taking over a deliverable

takes away network approach and adjusts costs away from the network approach. Discussion will continue as we look at next years budget.

Token Transit:

SETD, Lincoln and Benton are implementing token transit. Cynda says a benefit is folks using credit/debit cards since they don't take plastic. Brad says after several months of token transit, he likes it. While replacing cash transactions is not a major impact, it opens transit up for other users who don't use cash. Convenience to users is also important. Bus passes for kids with two homes is a good advantage. Fare capping token transit helps individuals that can't afford an upfront monthly cost but will benefit from the same maximum price.

TBCC goal for Token Transit would be to limit cash transaction; however it seems like a 20% reduction is best to expect. Coupled with transactions fees and lower transit feeds, the revenue would be greatly reduced.

John is curious is token transit can be used for Dial-A-Ride, by the mile fares. Cynda suggests this would be possible by taking common routes and making them fare passes.

Paul w SETD is happy with it as well. It's easy to launch, seamlessly shows up in the buses, and it seems like the company has a solution for each issue. It seems like user adoption will grow. Has not heard rider or driver complaint in the almost year that they've been using Token Transit.

Should NWConnector consider putting the 3 and 7 day passes on Token Transit if/when all agencies have the program?

Sanitation Grant Update:

TBCC has equipment and is working towards implementation ASAP. SETD has rolled out their sanitization systems.

About \$8500 per agency is available to disperse the remainder of grant funds. Each agency will purchase solutions, nozzles, and other equipment. Then they will turn invoices into Tabetha for reimbursement.

ACTION ITEM: Send follow-up email to group with solution info, links to buy, amount of funding remaining etc. Instruction to send invoices to Tabetha for reimbursement.

Other Business & Member Updates:

Microtransit: Being discussed at national conference. SETD is looking at micro-transit pilot using Ecolane. Columbia County is doing well with micro-transit as long as they keep a close eye on hours committed; it is more expensive per ride.

Arla announced that Patty McNeil has moved back into Operations Support role.