

a five-county transit alliance connection destination points north by northwest in oregon

Coordinating Committee Meeting
 January 13, 2017
 Tillamook County Transportation District
 Tillamook, OR
9:00 am—11:45 am

Teleconference
866/755-7677
Pin # 005939

Agenda

9:00— 9:10a	1. Introductions. 2. December 2 and 16, 2016 Meeting Minutes Approval (Attached—Action Item)	Doug Pilant
9:10— 9:30a	3. NWOTA Standing Items <ul style="list-style-type: none"> ✚ Financial Report (Action Item) ✚ Ridership Tracking (Spreadsheet Form Attached) ✚ 2017 NWOTA Schedule of Work (Attached) 	Doug Pilant All
9:30— 10:30a	4. Website Development <ul style="list-style-type: none"> ✚ Discussion—Re-Design of Brand/Logo/Website One-Design 	Thomas Craig Trillium
10:30— 11:00a	5. Proposed 2017 Marketing	Mary Burke Maverick Media
11:00— 11:10a	6. NWOTA Driving Training Update	Dave Pilant
11:10— 11:30a	7. Draft 2017—2019 5311(f) Grant Application (Attached)	Mary McArthur
11:30— 11:45a	8. Member Updates	Doug Pilant/All

Attachment:

- December 2 and 16, 2016 Meeting Minutes
- Ridership Tracking Form
- 2017 NWOTA Schedule of Work
- Draft 2017—2019 5311(f) Grant Application

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 503.228.5565 at least 48 hours prior to the meeting.



NW Oregon Transit Alliance (NWOTA)
Coordinating Committee Meeting Minutes
December 2, 2016
Tillamook County Transportation District
Tillamook, OR

1. Introductions: Doug Piant, Coordinating Committee Chair, opened the meeting. Meeting attendees/callers included:
 - Michael Ray—Columbia County Transit
 - Cynda Bruce—Lincoln County Transit
 - Jeff Hazen—Sunset Empire Transit District
 - Lee Lazaro—Benton County Transportation
 - Doug Piant—Tillamook County Transportation District
 - Jamey Dempster/Arla Miller—ODOT Transit
 - Ken Shonkwiler—ODOT Region 2 Planner
2. NWOTA November 17, 2016 Minutes—Unanimously accepted with one correction on the meeting date. (CB/MR)
3. NWOTA Standing Items
 - ✦ November 2016 Financial Statement—Doug provided a current financials. Approved unanimously (JH/LL)
 - ✦ Management Plan—Doug has presented the Management Plan to his Board, other partners will start doing the same. This will be a standing item on every agenda. Partners will start reporting on ridership and sending those spreadsheets to Mary who will aggregate and report monthly to the partners.
 - ✦ STIP Update—All partners have submitted their proposed new bus stops to be included in the Pedestrian Access Study. Ken has sent all the information on to ODOT procurement to start the consultant selection process. Ken suggested that partners each have 1 back-up stop to include in the study in case one of their stops isn't feasible as part of the study. Everyone agreed to send those back-up stop names to Mary who will forward that information on to Ken. Ken also reminded the group to participate in the TSPs being developed in their areas, and ask that the stops being proposed in the STIP Pedestrian Access Study be included in the updated TSPs.
 - ✦ Intercity Grant Application—Applications are due January 20th. NWOTA will want to request funding for marketing and maybe some additional website development activity.
4. NWOTA Website Workshop #2

Thomas Craig and Holly Kvalheim from Trillium, and Selina from Transit Marketing led a discussion on NWOTA branding, and website design.
5. Next Meeting

January 13, 2016, with Trillium to remote in to discuss refreshing of the NW Connector brand and one design of the website. NWOTA business to include tracking progress on implementing Management Plan.

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

NW Oregon Transit Alliance (NWOTA)
Coordinating Committee Teleconferenced Meeting Minutes
December 16, 2016
Tillamook, OR

1. Introductions: Doug Pilant, Coordinating Committee Chair, opened the meeting. Meeting attendees/callers included:

- Jeff Hazen—Sunset Empire Transit District
- Lee Lazaro—Benton County Transportation
- Doug Pilant—Tillamook County Transportation District
- Jamey Dempster—ODOT Transit
- Mary Burke—Maverick Media

2. Proposed Trillium Scope of Work and Budget Amendment

NWOTA partners have had two meeting/workshops with Trillium taking the coordinating committee through a process to define and refine a website design that meet the collective expectations and vision. (Scope of Work Task 1) The collective conclusion from those workshops was that the best approach to having an optimal Connector website was through a shared platform including all the partners websites. Trillium followed up with a December 7, 2016 memo (attached) outlining suggested scope changes to their website design contract. Additional cost to produce the shared platform design will be \$15,000, which could either be paid for by deleting two of the current options: Interactive Map and Visitor Travel Information, or adding \$15,000 to the budget. Partners considered the following in making their decision:

- Changing the Scope of Work would not have affected the previous RFP process: This is not a material change in the overall RFP, rather a refinement on design of the website platform
- No other bid previously submitted included the work being proposed by Trillium
- Additional budget is still available to cover the cost of the alternate design work
- Investment of the \$15,000 will provide a cost-savings to each partner as they update their individual websites

Motion to recommend to the Tillamook County Transit District Board of Commissioners amending Trillium's Scope of Work to include the alternate website and logo design and increase their budget by \$15,000, and retain all options in the current Scope of Work was unanimously approved. (JH/LL)

3. 2017 Meeting Schedule (attached)

Partners agreed to the proposed schedule.

4. Other Business

- 5311(f) Application—Partners agreed to submit an application seeking funding for Connector marketing and re-designed signage resulting from the graphics work being done on the new website. Mary M and Mary B will work on the 2 year budget for each of those components.
- Connector Marketing—Doug was able to get an extension on the Connector's current 5311(f) grant which includes marketing funds. Mary will be preparing a budget for those funds including the expanded Coastal Connector into Salem, Tillamook's new interline connections with Greyhound and Amtrak in Portland and Salem, and Benton County's contract with Amtrak in Albany/Corvallis.
- Reminders—Partners need to get their back-up stops for the pedestrian access study to Doug. Lists of media contacts to Mary M.
- Next Meeting: January 13, 2017. Teleconference

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

7 December 2016



To: NWOTA board members and stakeholders
RE: Suggested scope changes to website project

Trillium Solutions, Inc.
www.trilliumtransit.com
(503) 567-8422
6106 NE Mallory Ave.
Portland, OR 97211

Thank you for the wonderful meeting last Friday. I think we agreed on some key points that will allow us to move towards the next stages of the project with confidence that we're building the right website with the right understanding of your riders and their needs.

- The NWOTA public brand name is the NW Connector
- The NW Connector brand should convey three key ideas to riders
 - Riders can connect to other towns and regions in Northwest Oregon
 - Riders can board any bus with the NW Connector logo with a convenient shared pass
 - Northwest Oregon can be visited by transit, and you can leave your car at home
- The NW Connector brand is relevant to nearly all transit riders in NW Oregon.
 - While most trips may be local, most riders at times need to transfer beyond their local system.
 - Making those connections easy brings a benefit to the local systems.
- There's no need for a rider who lives in one service area to have two different transit websites (local and regional).
- Likewise, there's no need for local riders to have a different website from visitors.

The result of these lessons is a need to re-align somewhat the scope of the project. Instead of a "NW Connector website" what NWOTA needs is a website that delivers transit information for all NWOTA agencies. Regardless of whether a website user wants to ride an SETD route, a CC Rider route, or connect between the two agencies, the best way forward is to have one website for each of those uses.

This means an expansion of the scope of Task 3, to build a website that covers all 5 agencies fully, with distinct sections for each, as well as an integrated architecture that highlights the connections and the NW Connector routes. The scope of that website would be considerably more complex, on the order of twice the work effort in my estimation.

So we have an approximately \$15,000+ budget overload that needs to be trimmed. Our "hard line" is that we have to deliver on the template, meaning that the core scope needs to stay the same.

That means that we're looking at our "optional" features listed in the original proposal. Quick review of those options:

1. Interactive Map: Trillium's software that would allow us to provide high quality draggable, clickable, zoomable maps of each transit route. (Budgeted at \$7,520.)

2. Real-time information integration: providing arrival estimates drawn from data provided by the agencies. (Budgeted at \$3,700.)
3. Visitor/seasonal marketing consulting and content: designing content and a plan to deploy content that brings riders to the site, and increases rider and community appreciation of the NW Connector. (Budgeted at \$8,640.)
4. E-ticketing/reservations research: investigation into what platforms would provide the right features to agencies, and be most easily integrated into a website. (Budgeted at \$3,280.)

I think the easy options to cut are #2 and #4.

- Real-time information is soon to be available for The Wave, but is not available for most agencies. So while having this feature long-term is high priority, it's less urgent.
- Similarly for e-ticketing and reservation. This is a longer term goal, and could be pushed back.

That gets us half way there. The choice we need to make is between cutting #1 or #3.

I propose that cutting option #3 makes more sense. Interactive Map will allow us to do a whole lot more within the website budget to provide information tailored perfectly to individual route pages. It's also a platform on which additional marketing content could be built. I believe I mentioned in a call with Doug and Mary during contract negotiations that committing to Interactive Map would allow us to make more out of the budget for the marketing content. Doing #3 without #1 would reduce the effectiveness of #3, but doing #1 without #3 doesn't really hurt #1, it just means there would be more that software could be leveraged for later.

So my suggested scope amendment is to remove Optional Tasks 2-4, and move that budget into Core Task 3, in order to build a website that will serve as the primary transit websites for all 5 agencies within NWOTA.

Additionally, we'll direct our graphic artist to present a new version of the NW Connector logo according to the parameters we discussed in our last meeting. This is a pretty minor cost so we'll ignore its impact on the budget.

As always, if anyone has any questions or comments about this suggestion, please feel free to bring them to me directly by phone or email, or share them with the group. We look forward to hearing your thoughts and moving on to the design and development stage of the template and new website. Thank you all for your engagement in this process!

Thomas Craig
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