



CONNECTOR



get on it!

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

Coordinating Committee Meeting
 December 16, 2016
 Tillamook County Transportation District
 Tillamook, OR
8:30 am—9:00 am

Teleconference
866/755-7677
Pin # 005939

Agenda

8:30— 8:35a	1. Introductions	Doug Pilant
8:35— 8:50a	2. Trillium Scope of Work and Budget Amendment  (Attached) Action Item	Doug Pilant All
8:50— 900a	3. 2017 Meeting Schedule  (Attached) Action Item	Doug Pilant All

Attachment:

Trillium Current Scope of Work and Budget
 Trillium Proposed Revised Scope of Work/Budget
 2017 NWOTA Meeting Schedule (Draft)

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.



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
Project Manager
thomas@trilliumtransit.com
503-567-8422 ext. 4

NW OREGON TRANSIT ALLIANCE MEETING SCHEDULE 2017

Meetings are held the **2nd Friday** of the month

January	January 13 th	9:00am—12:00pm	Teleconference
February	February 10 th	10:00am—3:00pm	Tillamook County
March	March 10 th	9:00am—12:00pm	Teleconference
April	April 14 th	10:00am—3:00pm	Tillamook County
May	May 12 th	9:00am—12:00pm	Teleconference
June	June 9 th	10:00am—3:00pm	Tillamook County
July	July 14 th	9:00am—12:00pm	Teleconference
August	August 11 th	10:00am—3:00pm	Tillamook County
September	September 8 th	9:00am—12:00pm	Teleconference
October	October 13 th		OTA Conference?
November	November 3 rd *	9:00am—12:00pm	Teleconference
December	December 8 th	10:00am—3:00pm	Tillamook County

* November 10th is Veterans Day