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**Oregon Transit Association  
Board of Directors Meeting  
November 13, 2018**

***Present***

Members: President Julie Brown, Dwight Brashear (phone), Cynda Bruce (phone), Kim Curley, Aaron Deas, Hal Gard, Andi Howell (phone), Kimberly Stanchfield, Mike Stinson (phone), Julie Wilcke

Guests: Karyn Criswell (ODOT-RPT); Dale Penn (Salem-Keizer Transit), Gary Conkling (CFM Strategic Communications); Eryan Andries (Lane Transit District)

Staff: Kelly Ross (Western Advocates) and Drew Hagedorn (Tonkon Torp - phone)

***Meeting was called to order at 10:02 a.m. by President Julie Brown.***

***Announcements***

***Agenda***

Motion by Gard, seconded by Stanchfield, to approve the agenda as distributed. Motion passed unanimously.

***Minutes***

Motion by Stanchfield, seconded by Gard, to approve the October 9th Board meeting minutes as distributed. Motion passed unanimously.

***Presentation of Membership Survey Results***

Gary Conkling summarized the results of the online member survey that was conducted in October, with responses from 24 member agencies. Survey objectives were:

1. Assess communication efforts by individual districts and agencies
2. Assess public affairs efforts
3. Determine how OTA can assist agencies improve their communications, public affairs

Key findings were:

1. Most rate agency relationships with legislators as excellent/good;
2. However, roughly one-in-four have no relationship at all;
3. Agencies are not aggressive with public affairs;
4. Email and OTA resources are ways agencies communicate;
5. Members want OTA to help with legislative communication via its website;
6. Desired information includes talking points, communication templates and a list of key influencers to contact.

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Regarding a coordinated statewide communications outreach, a majority of responders indicated:

1. Most agencies would welcome and participate with OTA in a targeted statewide Better Transit Oregon outreach effort;
2. There is widespread support for a coordinated communications strategy to support regular outreach to Oregon legislators;
3. Agencies support an outreach effort to influential groups with either an interest in improved transit service or the statewide payroll tax;
4. Agencies say communication templates, key messages and maps for presentations are the type of tools they want.

Conkling recommended a “cascading set of information to legislators with on-going touch points.”

Gard said that it will be very important that ODOT knows upfront what data needs to be collected to tell local stories, and that investments should be tied to local benefits (i.e., jobs, economic development).

Brown commented that two things will be happening during the next eighteen months—first, a long legislative session where we’ll have to defend elderly and disabled funding, followed by a short session where we’ll have to talk about what has been accomplished with STIF.

Conkling said the most compelling feature surrounding agencies seeking more funding is how well funds have been used in the past.

Bruce said that providers have been told that STIF is for enhancements, not for normal operations like senior and disabled.

Brashear said that informational needs extend beyond just transit agencies to local elected officials for their discussions with legislators.

Wilcke said that Ride Connection has many stories to provide; Gard said that LTD also has done a great job in their communications program. Deas commented that TriMet will have much to say by the time the legislative session begins.

Brown said that we need to come up with information for small rural agencies for their meetings with legislators.

The Board directed Ross to coordinate meetings with the public affairs team to develop messaging and desired data.

### ***Election of President***

Brown reported that, as explained at the previous Board meeting, she will be stepping down as president due to her appointment to the Oregon Transportation Commission; she has discussed the situation with Allan Pollock and he is open to serving the balance of her term as president.

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Motion by Gard, seconded by Stanchfield, to elect Allan Pollock as president through the end of 2019. Motion passed unanimously.

### ***Treasurer's Report***

In the absence of Treasurer Friend, Ross summarized the financial report for the period ending October 31st and highlighted the following:

- Public Fund dues revenue is still under budget, but Ross has reached out to all members who haven't renewed yet and anticipate at least \$20,000 in additional payments this month.
- Private Fund dues revenue is less than \$1,000 from the budgeted amount—also expecting additional payments this month.
- Conference sponsorships exceeded budgeted amount by \$500.
- All expenses within budgeted amounts except for conference entertainment/decorations, which is approximately \$1,500 over budget.
- Still reviewing the final invoice from the Riverhouse with total charges for catering and audio/visual of \$69,158.60. The \$20,000 already paid in deposits would be subtracted from this amount for the final payment.

No questions or comments from the Board.

### ***Legislative Update***

Hagedorn reported:

- Democrats fared very well in the November General Election—Governor Brown and all of her staff will be back, and the D's will have supermajorities in both chambers.
- Likely to be a very robust discussion of cap and trade/invest.
- December 12-14 will be the last round of interim committee meetings.
- Copies of pre-session filed bills should be available on January 14<sup>th</sup>.
- The Legislature will convene on January 22<sup>nd</sup>.

### ***Discussion of HB2017 Rulemaking Key Elements***

Criswell reported:

- November 1<sup>st</sup> was the first submittal deadline for submission of STIF plans and 19 plans were received. Now working on plan evaluations, which will be completed no later than December 3<sup>rd</sup>. Materials will then go to the PTAC subcommittee for review and recommendations, and materials will be posted for full PTAC review by January 17<sup>th</sup>.
- ODOT Rail & Public Transit Division is coming to the end of its real-time audit with the Secretary of State—it was a good process and audit exit conference is scheduled for November 14<sup>th</sup>.
- Four of seven staff openings have now been filled and people are in place.

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## **Executive Director Report**

Conference Debrief – Ross asked for Board comments on how they thought the conference went.

Stanchfield said that vendors were all happy; consensus of Board was that session content was very good.

## **ODOT/PTD Report**

Gard thanked OTA for recognizing Criswell at the conference with the Employee of the Year award and reported that there was an OTC workshop at the end of October, which had a very robust discussion regarding criteria for rejection of STIF plans.

## **Agency Updates**

- Wilcke (Ride Connection) – Expansion of the North Hillsboro Link route began on November 1<sup>st</sup>; working to see how then can diversify their funding.
- Deas (TriMet) – Just went past their 6,000<sup>th</sup> low income fare.
- Stanchfield (Knowledge in Mobility) – Will be helping with the trade show at the 2019 RTAP convention in Portland.
- Curley (ToGo) – The Oregon Drive Less Challenge went well.
- Criswell (ODOT) – Reminded everyone about the discretionary solicitation; re-engaging on the Columbia Gorge Express and trying to smooth out and refine some logistics.
- Brashear (City of Wilsonville/SMART) – Just started outreach for a rider bill rights proposal that will last through November; City Council expected to approve the contract with Proterra for three electric buses on November 19<sup>th</sup>. Three new positions in process of being filled; had a driver unexpectedly pass away a week ago, which was upsetting for all staff.
- Bruce (Lincoln County Transportation) – RLS & Associates visited for a two-day site review; gearing up for biennial grant cycle.
- Howell (City of Sandy) – Continue to see increases in ridership; RFP is out to rebuild a bus wash bay, but no one bid due to the prevailing wage requirement; spent an entire day sitting in on city manager interviews and expect to have a hiring announcement by November 19<sup>th</sup>.
- Stinson (Basin Transit Service) – Implemented a new schedule and some route changes, which went fairly well with only ten calls from the public; started using an auto-scheduler but having problems; nearing completion of new website.
- Brown (Rogue Valley Transportation District) – Put out call for STIF advisory committee and received only three responses.

Meeting was adjourned at 12:01 p.m.