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**Oregon Transit Association  
Board of Directors Meeting  
January 13, 2015**

***Present***

- Members: President Allan Pollock, Vice President Julie Brown, Treasurer Doug Pilant, Cynda Bruce (by phone), Mary Jo Carpenter (by phone), Aaron Deas, Karen Friend (by phone), Ron Kilcoyne, Ernie Palmer (by phone), Lisa Scherf, Kimberly Stanchfield, Elaine Wells, Janet Wright
- Guests: Stephan Lashbrook (SMART), Robin Bjurstrom (ODOT), Dale Penn (Campaign for Oregon's Seniors & People With Disabilities)
- Staff: Kelly Ross (Western Advocates), Drew Hagedorn and Rocky Dallum (Tonkon Torp)

***Meeting was called to order at 10:03 a.m. by President Allan Pollock.***

***Agenda***

Motion by Kilcoyne, seconded by Pilant, to approve the agenda as distributed. *Motion passed unanimously.*

***Minutes***

Motion by Pilant, seconded by Wright, to approve the December 9, 2014, Board meeting minutes as distributed. *Motion passed unanimously.*

***Briefing by Su Midgall on Oregon Values Project***

Su Midgall from Davis Hibbits Midgall made a presentation summarizing results from the Oregon Values & Beliefs Survey that was conducted in April-May of 2013, with responses from over 9,000 Oregonians. Main "take-aways" from the survey:

- How to better connect with the public
- Better understanding of how the public views transportation in Portland
- Why Millennials matter in planning

Main findings to keep in mind when talking about transportation:

- Connect to values and maintaining quality of life
- Link to services they feel are most important
- Elevate the urgency around transportation (say "it's vital, critical, important")
- Stop using "infrastructure" when you communicate with the public (fill in the blanks)
- Add non-government messengers (small business, ethnically diverse, etc.)
- Use online advertising platforms to reach Millennials (YouTube, Hulu, etc.)
- Incorporate more social media

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

Treasurer Pilant summarized the financial statements; Scherf asked whether the budget percentages are typical for this point in the fiscal year, and Pilant said that they are.

### ***Legislative Report***

Hagedorn summarized the status of the 2015 Legislature and the transportation education seminar that will take place on January 14th. \$1.68 million in additional special needs transportation funding has been received—Hagedorn still wants to get more information on how the money will be used so that legislators can be updated.

Dale Penn (Campaign for Oregon's Seniors & People with Disabilities) said that the Campaign has talked extensively about the budget and a report expected in February that will provide some important information on how transportation dollars are being spent.

Hagedorn said that 1,500 pre-session filed bills were released on January 12<sup>th</sup> and will be inputted into the Tonkon Torp tracking system. \$58.5 million is the estimated amount available for special needs transportation during the next biennium and is the same proportionate amount as last biennium, based upon additional revenue from changes to the Senior Medical Deduction.

Ross asked about fallout from Governor Kitzhaber asking OTC Chair Mater to resign. Hagedorn said that it may cause difficulties for ConnectOregon, but there is strong momentum within the Legislature for going forward on increased transportation investment.

Brown said she had attended a workshop with the OTC and thought that Chair Mater's comments and questions showed a lack of knowledge on transportation issues and the processes that are used.

Pollock asked that OTA Day at the Capitol be on the agenda for the February and March Board meetings.

Pilant asked about the status of the motor carrier bill—Hagedorn said he is working with Senators Johnson and Beyer on it and Legislative Counsel will be finalizing language over the next two weeks.

### ***APTA's Stand up for Transportation Day***

Kilcoyne said that APTA's goal is to have transit agencies organize an event or activity aimed at each state's congressional delegation. There is a webinar on January 23<sup>rd</sup> to provide additional details and ideas for activities. Kilcoyne is looking for ideas on what options might be available, and said that most agencies are waiting to see information the webinar before proceeding further. Deas said OTA shouldn't stretch itself thin and take away from Transit Day at the Capitol. Kilcoyne will send out information on the webinar; should have on the agenda for February and March Board meetings.

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### **Brokerages**

Brown reported that the state decided not to go with a brokerage for the tricounty fee-for-services selection—First Transit was selected. She said that no one is sure where it is going next. Wells said this has been a disaster—much confusion by people about who to call (Ride Care vs. Ride to Care). Brown said that at some point OTA may want to write a letter to the OHA.

### **Appointment to Fill Board Vacancy**

Ross reported that two letters of interest had been received—one from Stephan Lashbrook at City of Wilsonville, and one from Jeanine Gordon at the Confederated Tribes of the Umatilla Indian Reservation. Lashbrook said that he thinks it's important to have tribal representation on the Board and that he will continue to stay closely involved.

Motion by Kilcoyne, seconded by Scherf, to appoint Jeanine Gordon to the Board of Directors. Motion passed unanimously.

### **Executive Director's Report**

Draft Policy - Political Contributions from the Private Fund. Ross reviewed changes that had been made in the draft policy as suggested at the December Board meeting.

Motion by Brown, seconded by Wright, to approve the Policy for Political Contributions from the Private Fund as amended. **Motion passed unanimously.**

Website. Ross reported that the new website design can be seen at [www.oregontransit.starchapter.com](http://www.oregontransit.starchapter.com), and encouraged Board members to take a look and let him know of any suggestions for improvements. Scherf suggested having more information on the website regarding dues amounts and the budget.

### **ODOT/PTD Report**

Bjurstrom said that Gard apologizes for again not being able to attend. Currently working on:

- Federal Motor Carrier Safety Administration (FMCSA) Rules – trying to resolve confusion about whether there are different rules for crossing state lines and whether counties can establish their own rules.
- Information requested by Hagedorn regarding how additional special needs funding has been spent.
- Solicitation Training – concern that the system seems to be aimed toward urban systems.
- Conference Planning Committee – Bjurstrom handed out the “Roles & Responsibilities for Planning Committee Members,” and said that they are looking for volunteers to represent OTA. Pilant suggested contacting First Transit regarding a bus roadeo; Kilcoyne said that a decision needs to be made about whether the event will be a big bus or a small bus roadeo. CTAA will be having its

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national conference in Portland in 2016 and they use cut-aways in their roadeo.

Ross will put out the word to OTA members asking for volunteers for the Planning Committee.

Pilant asked whether the replacement cycle on vehicles will be changing. Bjurstrom said yes, vehicles will need to meet both age and mileage standards. Pilant and Scherf expressed concern about not having the opportunity for input on this change. Bjurstrom said she believes that the change applies specifically to 5339 vehicles only—she will confirm this with Dinah VanDerHyde.

### **Agency Updates**

- Kilcoyne (Lane Transit District) – Will be cutting 50 trees for EMX construction that will begin in March; will be planting twice as many replacement trees.
- Wright (Columbia County Rider) – Happy to be sixth on the list for ConnectOregon funding.
- Pilant (Tillamook County Transportation District) – Focus has been on existing conditions plan.
- Brown (Rogue Valley Transit District) – Will be having the last public hearing on service cuts, and looking like cuts will become effective March 1<sup>st</sup>.
- Wells (Ride Connection) – Started at beginning of the year doing the waiver on non-medical transportation in Multnomah County; Access to Care has been a huge focus; annual fundraiser will be February 27<sup>th</sup>.
- Deas (TriMet) – Ridership going up; planning for September 12<sup>th</sup> bridge opening events.
- Stanchfield (Creative Bus Sales) – Now officially Creative Bus Sales and undergoing extensive training; will be moving their Canby facilities.
- Scherf (City of Corvallis) – Ridership is up 5.5% over the same period last year; more than half way through replacing signage with new branding; new City Councilor works for Rep. Rayfield and is very interested in transportation issues.
- Carpenter (Community Connection of Baker County) – No report.
- Friend (Central Oregon Intergovernmental Council) – Good visit from Karmen Fore, the Governor's Transportation Advisor.
- Pollock (Salem-Keizer Transit) - Ridership is up and they have their second mediation session with ATU coming up.
- Lashbrook (City of Wilsonville) – The City's bill draft that was endorsed by OTA has now been introduced as HB 2236.

Meeting adjourned at 11:58am.