
**Oregon Transit Association
Board of Directors Meeting
September 13, 2016**

Present

Members: President Julie Brown, Vice President Lisa Scherf, Treasurer Doug Pilant, Cynda Bruce (via phone), Mary Jo Carpenter, Kim Curley, Aaron Deas, Karen Friend, Hal Gard, Andi Howell, Stephan Lashbrook, Ernie Palmer, Elaine Wells

Guests: Alex Steinberger (Fregonese Associates), Casandra Mance (ODOT), Karyn Criswell (ODOT), Dale Penn (Salem-Keizer Transit), Sean Tate (JW & Associates)

Staff: Kelly Ross (Western Advocates), Drew Hagedorn (Tonkon Torp)

Meeting was called to order at 10:03 a.m. by President Julie Brown.

Agenda

Motion by Pilant, seconded by Palmer, to approve the September 13th meeting agenda.
Motion passed unanimously.

Minutes

Motion by Pilant, seconded by Carpenter, to approve the August 16th Board meeting minutes. Motion passed unanimously.

Treasurer's Report

Pilant summarized the financial report, highlighting the fact a second dues notice to members who haven't yet paid has just been sent out. Carpenter asked about the impact on private fund dues because of no conference; Ross said there will definitely be an impact, but it's very difficult to determine how large at this point. Brown suggested that an incentive be developed that could be offered, and that an additional membership letter be sent to private members. Curley will reach out to ToGo members. Scherf asked for a list of members who haven't yet paid.

Update from Fregonese Associates on Transit Enhancement Project

Alex Steinberger (via telephone) presented slides showing next steps for the Project and walked the Board through pages of the website, asking for feedback. Comments and suggestions made by Board members and others were:

- Scherf – Sounds like it will only benefit 10 areas; should change that text.
- Gard – Beautiful work, but wondering how to get it distributed widely enough? Re the subsidy issue, need to explain why it is a state problem rather than a local issue—this is a critical issue. In response
- Hagedorn – Will be working with target audiences (Governor's office, Joint Interim Committee, Transportation Committee, Ways & Means) and communicating with

allies in local government; will also be doing this through Oregon Transportation Forum with its members. Said schedule for next steps is probably faster than other transportation allies.

- Deas – TriMet’s communications team is ready to promote the website and materials and messaging.
- Hagedorn – More and more local governments and transit agencies have their own lobbying staff person and he will be holding regular meetings with them during the legislative session.
- Palmer – Opportunity through ACT to touch a lot of people—asked whether OTA will supply boxes of brochures or will locals need to make their own copies/printing.
- Brown asked Steinberger if Fregonese will be formatting one-pagers for everyone, or will each agency use a template and produce their own? Steinberger said Fregonese will do one-pagers for the 10 selected agencies and provide a template for the others.
- Friend – Thinks OTA should provide folders for one-pagers so that quality and consistency is maintained.
- Carpenter – Make very clear that 10 agencies are described as “samples” and that benefits would be similar/applicable to all transit providers. Should have language that equates transit to other essential services such as fire, police and schools.
- Hagedorn – would like a meeting next week with Steinberger and Deas to go over a few things before sending website out to Board for review.
- Brown – Compliments to Fregonese team on wonderful work, but has concerns about the OTA website and how it looks compared to Better Transit Oregon. OTA’s website should be updated on a regular basis.
- Steinberger – all elements of the website should be ready next week for formal Board review.

Legislative Update

Hagedorn reported that Legislative Days are next week. All feedback received from Governor’s office and legislators has been very favorable regarding the role of transit in the interim committee road show. He has been working extensively with Cynda and the Governor’s office regarding the September 15th tour in Newport.

Reported that OTF will be refining all of their proposals in the coming weeks. Friend asked about the contrast between highway funding elements and transit elements in the OTF proposals—said the highway side looks more concise and straight forward. Hagedorn said that the highway side is much simpler in many ways, but they also have many

problems. The OTF doesn't know if one silver-bullet approach or multiple funding option that might be viable. Legislators say they want a laundry list of possible options for funding transit.

Brown brought up decreases in payments in lieu payments for transit. Palmer referenced an AG opinion on in-lieu of taxes and now it seems overly broad. Carpenter asked if OTA could write a letter to the AG. Hagedorn says no, the AG only responds to the Governor's office and legislators. Hagedorn will work with Karmen Fore to address this.

Lashbrook said SMART also has problems with the AG opinion, but from the opposite perspective.

Friend asked about the timing of setting 2017 legislative priorities because she wants to get OTA's endorsement of a bill they will be submitting. Hagedorn said that policy issues won't become clear until the beginning of session.

Brown said we need a half-day session to work on legislative issues, maybe the week of September 26th.

Lashbrook reported on Senator Johnson's critique of small transit systems at last Interim Committee meeting.

Gard said they will have the ODOT oversight and accountability paper out next week and will forward out to everyone. Also, he is anticipating a potential reduction of 13% in formula distribution, but is looking for ways to mitigate. He will have more information soon. He will be going to the OTC meeting Friday morning to thank Julie for her work as Chair of PTAC and introduce Allan Pollock as the new Chair. Both will be offering comments.

The Board meeting went into Executive Session at 12:05 pm.