



Board Meeting  
2:00 - 4:030 p.m., February 26, 2015  
Salem-Keizer Transit  
Salem, Oregon

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**BOARD MEMBERS PRESENT:**

Scott Turnoy, President, ODOT

Paige Townsend, Vice President, RVTD

Leslee Moore, Treasurer, Enterprise

Theresa Brand, Secretary, Point2point

Tracy Ellis, Point2point

Marne Duke, Metro

Tarah Campi, CWCOG

Cathy Cibor, Alta, on the phone

Roxanne Rolls, Past-President, Cherriots

Elisabeth Pietila, Sunset Empire

Derek Hofbauer, Alta

Phil Warnock, Cascades West COG

Chris Watchie, Trans-Watch

Kelsey Bayless, vRide

Kiki Dohman, Cherriots

**ASSOCIATE MEMBERS:**

Kim Curley, Commute Options

Cody Franz, Point2point

Edem Gomez, RVTD

Leigh-Anne Kitch, vRide

Shasia Fry, Sunset Empire

President Scott Turnoy, called the meeting to order at 2:05 p.m.

**APPROVAL OF MINUTES FROM JULY 10<sup>th</sup> & OCTOBER 21<sup>st</sup>, 2014 MEETINGS:**

The Minutes of both July 10<sup>th</sup> and October 21<sup>st</sup> were approved with one note that the Joint WSRO/ACT Spring Workshop is now intended to be held in 2016 rather than in 2015.

**TREASURER'S REPORT:**

Leslee Moore, Treasurer reported the following activity:

4 Memberships have come in from: Alta, Enterprise, City of Eugene and Cascade West COG.

Reminder to submit your memberships for those that have not.

Revenue: \$825.00 in memberships.

Expenses:

- Hood River Meeting expense. Leslee has worked for months to lower the bill. There will be the Hood River bill, + expenses for the State Meeting tomorrow.
- The purchase of the conference line phone. The Board has approved expending up to \$1000.00 for this purpose, with the expectation that ODOT will contribute half the cost.

Leslee still needs to invoice ODOT for their membership along with 50% of the cost of the conference phone equipment since it will be used for the state meetings.

**STATEWIDE COORDINATION:**

It is a good idea for ToGo to continue to follow ODOT's efforts around TO. The issue of the programming of ODOT TO grants was the pressing matter and that has been temporarily resolved, however we should

have more ToGo input in the future. The issue of ongoing staffing should also be followed with the departure of the last TO Coordinator.

ODOT plans on looking at other State's to see how they manage their TO program, then decide what they can do with their funds. In order to add a permanent staff person for the TO program, ODOT would need Legislative approval. The last position was a limited duration one so this did not apply. Each division can choose what they want to do with this existing allocation of staff, currently to hire a permanent TO position would mean not filling a position doing other work within the division.

Ideally, from ToGo's standpoint, it would be good in the long term for ODOT to make the case that a staff person is needed to manage the statewide TO efforts. ODOT indicated that June Carlson, would be the point person in Rail/Public Transit for the TO Plan implementation temporarily as a .50 Coordinator and then taking over some of the statewide TO duties.

Continued conversations from ToGo about our suggestions for what is best for the allocation of the ODOT investment in TO will be important.

Phil asked the question, what is ToGo's role in this new environment (once the TO Plan is complete). We keep hearing about health, and we know that research drives the investments. We see this in the private health care industry, where huge sums are put into preventative health research that then guides later investments in preventative health care staffing.

In our Strategic Planning session, we should talk about the idea of making the case for more TO funding to conduct research although it is very expensive.

Paige stated that we waited for the ToGo Strategic Planning session to be held until after this first phase of the State TO Plan was completed purposely, as we wanted to use it as a platform as we move forward.

It was suggested that perhaps we try to get funding to pilot some research that looks at how this work makes an impact. Chris Watchie suggested perhaps if ToGo is funded, we could work through a group like ORI who does behavioral research for a living. ToGo could facilitate this work through an independent contractor. We could use the research information to better inform future services and best practices in Oregon.

There are going to be pilot projects out of the State TO plan work and these have not been identified yet.

Scott met with Matthew Barnes to learn more about the statewide contract with PacWest. The current contract is done at the end of the 2015 calendar year at which point ODOT will go through an open RFP process. Matthew indicated that there will be opportunities for TO providers and ToGo itself to be involved in the next FRP process.

#### **STATE TO IMPLEMENTATION PLAN:**

18 month process, will launch soon. There will be a series of working groups related to each task in the plan.

✓ Performance Measures:

One of them will be performance measures. It will look at programmatic measures across the state. They will look at developing templates for how and what we measure. They will start off looking at what we are measuring now.

✓ Communications:

There will be materials that talk about the business case for TO, materials will focus on specific audiences, with different messages.

✓ Training:

Training will be done with internal ODOT staff along with a train the trainer model for other TO practitioners. A module will be developed by the consultants for this.

✓ Action Plan:

Will include a section that looks at pilot projects that can help identify what can help us move forward in the state. This might be an area ToGo might want to take on. Paige mentioned that we could look at the “What’s Out” list from the first phase of the TO plan and see if there are any of these areas ToGo might want to take on. Chris mentioned there are also ideas in the “What’s In” List that could use more attention than was given in the TO Plan.

For the next phase of the ODOT TO Plan, the Planning Division will be handing things off to the Transit Division. In the process, some things might be shed that they do not feel are necessary and those are things ToGo might want to do.

Some of the things that ODOT will wrestle with include: Where does TO belong in their structure? Should it be run by a contractor? What happens with the Statewide Vanpool program after the white paper is written? What do they want to see in the long term about ridesharing?

Next steps for the TO Plan: look at integration with the soon to come Transit Plan.

Phil reviewed the TO Plan comments that were submitted on behalf of public testimony, they came from 26 organizations, very thoughtful comments. The staff with the committee will figure out how to incorporate some of the comments into the plan if possible. There was 800 hours of Committee time spent on this first phase effort.

We are now as TO professionals “At the Table”, due to the work of this Topic Plan. More language around equity, disadvantaged, LEP population and comments about SRTS were some of the comments.

ODOT anticipates bringing the TO Plan to the OTC in Salem on Thursday, April 16<sup>th</sup>. It is a very important time to go to the meeting and support these efforts. ToGo could also submit a letter of support like Metro did. Scott will draft a letter to share with the Board and to then submit to ODOT. Scott also mentioned that he will be the point person from ODOT Planning supporting the TO Implementation Plan work and June Carlson from ODOT RPTD will manage the contract with Nelson/Nygaard.

**OTA ToGo REP NEEDED/PTAC MEETING COMMENTS:**

After a number of years serving on the OTA, Roxanne has expressed, she would like to step down. Kim Curley has offered to step up with Scott and Theresa serving as subs. Kim suggested she could also report back to the ToGo group what is talked about at both PTAC and OTA. Phil is also Vice-Chair of PTAC and the members are one year out from the reset. He commented he thought it would be very valuable if ToGo members attended PTAC especially if it is in our area. ToGo members suggested that reminders of when the meetings are could be sent, that would be helpful for all.

Paige expressed a concern with her observation that funding decisions are still being made internal to ODOT. This has been done based on certain methodology vs a strategic conversation with the providers. Many of the PTAC members are also grantee’s which makes for an interesting dynamic. ODOT created a

TO position on the PTAC instead of forming a new committee and presumably funding decisions for TO would be made by PTAC at a very high level. This position is important.

A motion was made and seconded to have Kim Curley serve as the OTA Rep for the next two years.

### **GENERAL INFORMATION:**

Derek brought up concerns about the funding for Amtrak being decreased in the Governor's budget to only \$5M and whether ToGo should voice its concern. Paige spoke about a legislative ask that has a number of items such as the Amtrak funding along with money for the student transit pass and \$75 M for additional STF in this session through an effort by the OMPOC Transportation Forum. There are a couple of calls to action, one could be to write a letter of support, or to call our Rep. Paige, with Chris's help, will develop a letter of support on behalf of ToGo and will send it out to the Board for review. It needs to be submitted in the next couple of weeks.

April 8<sup>th</sup> is Transit Day at the State Capital. Chris will send out the info to the group.

Derek talked about the impact of writing letter, calling your legislators and testifying on behalf of what you support. This can be very powerful.

### **COMMITTEE REPORTS:**

#### **MEMBERSHIP:**

We have had 4 agencies pay their memberships to date. If you have not, please do so in a timely manner. Leslee mentioned that she did look into getting a PayPal account and she is not recommending it at this time due to the fees they charge. She recommended taking another look at it in 2016.

She also mentioned it would be good to invite people to join, perhaps targeting people in regions with lower memberships. Scott suggested that when you can pass the ToGo message, that you do.

Roxanne mentioned that she has the ToGo banner, brochures, stand up display and tablecloth in case they are needed. What about targeting some of the tribal members?

#### **COMMUNICATIONS:**

Derek, Cathy, Theresa, Scott are on this committee.

Website and Facebook. Derek mentioned that we should have a protocol for the calendaring of events, that outlines any relevant wants listed for any big TO events, that also lays out how to insert the links, what needs to be put into the description, etc. We do need to do reminders for people to go to the Facebook page. We need to think about what makes sense to pay for boosted posts, since things have changed some with Facebook over the last year.

We need to ask ourselves, what is the goal with the FB and social media efforts? Maybe we post things around membership. The Communications Committee needs to meet and do some more work around this topic and bring it back to the group.

A shout out to Leslee for taking on the purchasing of the conference phone.

### **LEGISLATIVE/STRATEGIC PLANNING COMMITTEE:**

Chris, Paige, Dan and Theresa are on this committee.

Uber has come up quite a bit - the regulation of companies doing this type of service is coming into question a lot lately and the regulation environment is starting to deal with this.

ToGo's role may be to help take a stance on ridesharing and what it is and is not.

Senate Bill 177 which would license bicyclists and then reduce the funding available for bike/ped projects is out there. At this point, not sure it has a lot of supporters, but we should follow it. Roxanne will ask for it to be watched by the OTA legislative rep.

DLSM/RFP Funding –

It would be good to do fact sheet on the history of funding and the results. It will be important to look at what happens with this in the future. We can chat more about this at the upcoming strategic planning session.

May 4<sup>th</sup>, 10 – 4:00 pm, Strategic Planning Session – Open to Board Members and those serving officially on a ToGo Committee. Chris and Paige will be working on the agenda and will facilitate the effort. There will be a 30 minute presentation on the TO Plan, then we will talk about the larger issues we need to be thinking about and planning for.

#### **CONFERENCE PLANNING:**

The group has not met yet, but will be very soon. Cody has asked to join Phil and Tracy on the Committee. The Conference will be at the Eugene Hilton in October. Think about what kind of sessions, you may want to recommend. What about some sort of TO social?

#### **EDUCATION AND TRAINING:**

Scott, Leslee, Theresa and Edem are on this committee. No report except we will be starting to plan for the joint WSRO conference soon.

Note: The local host works with the ToGo Board and ODOT to get ready for each of the quarterly TO meetings.

#### **MEMBERSHIP:**

Lesless, Theresa, Kiki and Marne have volunteered.

Wow, we got a lot done!

The meeting was adjourned at 4:00 pm sharp.