



Thursday, April 1, 2021
1:00 – 4:00 pm

Join Zoom Meeting
<https://ltd.zoom.us/j/89552431573?pwd=bHozV2x1bkw3TFJlORyY2NYN3YwUT09>

Meeting ID: 895 5243 1573
Passcode: 760115
Phone: +1 669 900 6833

ToGo Spring Board Meeting Agenda

- 1:00 Welcome and IntroductionsEdem Gomez and all
- 1:10 Approval of January 14, 2021 meeting minutesJeff Pazdalski
- 1:15 Treasurer’s Report.....Anna Gore
- 1:20 2021 OATS Sponsorship.....Board
- 1:30 Insurance Update and ODOT Agreement.....Edem Gomez
- 1:45 Strategic Planning and Legislative Update Discussion.....Paige West, Chris Watchie
- 2:10 ToGo Marketing and Branding Discussion.....Derek Hofbauer
- 2:35 Committee Updates.....Committee Chairs/All
- 3:00 Break
- 3:05 SRTS and ToGo Partnership Discussion.....Edem Gomez/Board
- 3:30 ODOT Update – Get There and Strategic Assessment and Planning.....Stephanie Millar
- 3:45 Upcoming Statewide Meetings and Info Share.....Board
- 4:00 Adjourn

Join us for a Zoom Social after the board meeting, 5:1pm5-6:30pm:
<https://ltd.zoom.us/j/83197661247?pwd=eS96eEo5UFp5RXIESOR1Y2M0T1dQQT09>



BOARD MEETING MINUTES
JANUARY 14, 2021 – ONLINE MEETING (via Zoom)

BOARD MEMBERS PRESENT:

Roxanne Beltz, Cherriots	Theresa Brand, Point2point	Kim Curley, Commute Options
Kiki Dohman, Cherriots	Marne Duke, Metro	Kathy Fitzpatrick, MCEDD
Cody Franz	Edem Gomez, RVTD	Anna Gore, Alta
Derek Hofbauer, COIC	Darin Lund, TriMet	Stephanie Millar, ODOT
Jeff Pazdalski, WTA	Chris Watchie, Cogito	Paige West, RVTD

NON-BOARD MEMBERS PRESENT:

Shane Rhodes	Katie Trebes
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Meeting called to order at 1:05pm

Approval of Minutes

Jeff presented the minutes from the 9/17/2020 board meeting. There were no comments or changes. Derek moved to approve minutes, Marne seconded, and the motion passed with all in favor.

Treasurer's Report

Anna reviewed income and expense items shown on the report included in the packet. Income was \$6,716 and expenses were \$1,305 for an ending balance of \$27,703. The ODOT funds (projected at \$8,000) have not been received. Edem will work with Stephanie to determine if ODOT funding period will begin in 2020 (as originally planned) or in 2021. Anna reported that member renewals are in a good place. Renewals went out in December and renewal revenue is up \$2,100 from the previous year to date.

Insurance Policy

Edem reported that ToGo received two quotes. The first was approximately \$1,800 per year and the second was about \$950 per year. Edem confirmed with ODOT that the second quote would be appropriate to meet their needs. This would be an annual expense and would include liability and Directors & Officers coverage. Paige moved to purchase insurance with the source of the second quote, and Kim seconded. Paige asked who from ToGo would be the point person for renewals. After discussion it was suggested this would be appropriate for the Treasurer to monitor the timing for renewals. The motion passed with all in favor.

Strategic Planning and Legislative Update

Chris and Paige provided an update on work toward a statewide trip reduction ordinance. DEQ, ODOT, and the Dept. of Land Conservation and Development have been involved in this process. DEQ staff will provide an update at tomorrow's statewide meeting. DEQ has limited rule making capacity, and they are working to determine what their authority is in this area. ToGo is primarily serving in an advisory role by trying to convene stakeholders. DEQ has a proposed timeline that could result in a rule by the end of 2021. Paige

shared an information document created by Edem and Marne that has helped inform this process. There were questions and concerns about the potential plan to role this out via MPOs. It was pointed out that large portions of the state are not represented in MPOs.

Paige provided an update on the STIP 2024-27 funding allocation. Most of the non-highway funds are for bicycle/pedestrian infrastructure, and some of the funds are for Safe Routes to Schools education. The proposed amount of funding for transportation options programs has increased by about \$2-2.5M. There were concerns expressed that \$2-2.5M to potentially implement a statewide trip reduction ordinance would not be enough, especially since the details of the potential ordinance are unknown. A work group will draft a letter from ToGo expressing concerns that this funding level may not be enough to support potential needs related to a future trip reduction ordinance. An ad-hoc committee will help with work related to possible evaluation processes and metrics for a trip reduction ordinance between now and April.

Committee Assignments

Edem reviewed committee assignments for 2021. It was agreed to merge the Education/Training and Conference Planning Committees into a single committee for 2021. Marne will be the chair of the Membership Committee.

Education and Training Committee Update

Theresa said she'd like to set the 2021 schedule and is interested in hearing topics that interest people. A suggestion was made to set up a Google Form to collect topic ideas. Topics suggested by the group included training around a trip reduction ordinance (What are TDM plans? How to make sure they work?), how to make trip reduction work relevant in rural areas, and having a joint meeting with people from Washington about their trip reduction work.

Communications Committee Update

Derek reported that he has been doing social media posts. He is still assessing what is appropriate to post with COVID concerns. Derek asked for feedback on how the committee can help support other ToGo efforts. One goal could be to reinforce how ToGo is connected with different groups across the state. Other suggestions included highlighting employers that are currently engaged with transportation options programs, sharing out information from local agencies, and information related to climate and sustainability efforts. OTA was suggested as a good source of information related to transit. Another suggestion was creating a position statement on electrification and transportation options. Paige suggested that it might be helpful to clarify what organization has what role on different topics. Some things may not be the role of ToGo, and it would be good to understand how ToGo's efforts could fit with Alta, ODOT, and other organizations.

Membership Committee Update

Anna reported that there is a new email address, membership@togo-oregon.org, to help make member communications easier. Customized membership renewal emails were sent from this account in December. The emails included the names of all the people listed on the organization's membership, and the emails were copied to all these individuals. Business membership dipped slightly in 2020. There were 18 business members in 2018, 22 in 2019, and 17 in 2020. To date 11 business members have renewed for 2021 plus 37 individual members.

Board Member Election Update

Edem reported that the terms for the board have now been balanced so each year only about half the board will be at the end of their term. This will need to be monitored moving forward as there is transition on the board to ensure the balance remains.

Edem will reach the end of his term as President and Jeff will reach the end of his term as Secretary in September. Theresa is planning to shift from Vice-President to President, but ToGo will need to identify a new Vice-President and a new Secretary before the annual meeting.

2021 Goals Discussion

The group discussed organizational goals for 2021. These include increasing education and training opportunities as a way to deepen engagement with current members and recruit new members. The development of a new statewide trip reduction ordinance could put ToGo in an interesting position. ToGo should closely track this work and be aware of potential positives and negatives for the organization. To help with administration, ToGo could establish a more formal calendar system to plan activities and a more formal budgeting process.

PTAC Opening and ToGo ACT Membership

Kim reported that PTAC is a transit focused body, and it would be good to have more transportation options voices engaged. There are currently two openings: One for a TDM representative (previously the seat filled by Ted Leybold with Metro) and one Veterans representative.

Edem reported that an ACT membership could be relatively expensive (\$575 for 2, \$275 each for the next 2, and \$225 each for the next 2). One option might be to get a ToGo membership and open the slots to ToGo members from smaller organizations that could not otherwise afford membership. If this happened, the process would need to be set up to ensure it was equitable. There was discussion that ToGo could do more to promote sponsorship opportunities for members. Edem suggested the Education Committee could continue work on this and set a budget for sponsorships. Kiki will share ACT updates regularly as part of future board meetings.

ODOT Updates

Stephanie said that she didn't have any additional updates.

Upcoming Meeting Scheduling and Logistics

Theresa suggested considering geographic representation on the board and in the statewide meetings. Edem reminded the group that the agreement with ODOT is to have 2 statewide meetings plus an annual meeting. The group agreed to have the board meet quarterly. The group agreed to repeating the 2020 meeting schedule. The next board meetings will be April 1 and June 3, and the next statewide meeting will be June 4. The group identified September 16 or 23 for the annual meeting.

Meeting was adjourned at 3:45pm

Submitted by Jeff Pazdalski



Transportation Options Group of Oregon

**ToGo Account
Summary
1/13/2021 - 3/24/2021**

Balance Forward as of 1/13/2021	\$	27,702.86
Income		1,074.15
Expenses		(3,827.15)
Ending Balance 3/24/2021	\$	24,949.86

INCOME			
Date		Description	Amount
1/11/2021	Deposit	Check - Annual Membership Renewals	\$250.00
1/12/2021	Deposit	PayPal- Annual Membership Renewals	\$824.15
		TOTAL	\$1,074.15

EXPENSES				
Date	Check/Ref #	Payee	Description	Amount
2/2/2021	1207	Alta Planning + Design	Payment for 2020 Get There Challenge sponsorships	\$ 2,427.20
2/12/2021	1206	Center for Nonprofit Law	Registered agent service fee	\$ 313.50
3/15/2021	1208	Cascade Insurance Center	SMB general liability insurance annual premium	\$ 1,086.45
		TOTAL		\$ 3,827.15

*Prepared by Anna Gore
3/24/2021*