

**PUBLIC TRANSPORTATION ADVISORY COMMITTEE
MEETING NOTES - Draft
November 5, 2007**

Date: Monday, November 5, 2007
Time: 1:00 p.m. – 4:00 p.m.

Location: ODOT – Human Resource Center
2775 19th St SE, Ste A, Salem, OR

Members Present:

Bob Lowry, Chair, Oregon Passenger Rail Advisory Committee (OPRAC)
Claire Potter, TriMet
Terry Parker, Lane Transit District (LTD)
John Helm, Governors Commission on Senior Services
Lorna Adkins, Salem Area Mass Transit
Sally Lawson, O4AD
Allan Pollock, Salem Area Mass Transit District (SAMTD)
John Wenholz, Assoc. of Counties (AOC)
Ernie Palmer, Basin Transit Service
Terry Thompson, Assoc. of Counties (AOC)

Interested Persons Present:

Timothy Wilson

Members Absent:

Janice Wilson, Oregon Transportation Commission (OTC)
Dennis Dick, Intercity Bus Service Provider
Steve Dickey, Oregon Transit Association (OTA)
Debbie Wert, DHS
Frank Synground, Statewide Independent Living Council (SILC)

ODOT Public Transit Staff Present:

Michael Ward, Administrator
Dinah Van Der Hyde, Policy Manager
PJ Pippin, Executive Support
Matthew Barnes, Transportation Options Manager

Guest Speakers:

PacWest – Drive Less/Save More presentation, Bob Moore, Pam Peck, Paul Phipps, Kelly Stoner, Rashad Henry
Michael Bufalino, ODOT - ConnectOregon

[ITEM A](#)

1:00 p.m. **Welcome, Introductions, Items of Interest**

Chairperson Bob Lowry called the meeting to order. Welcome and introductions were made.

Approval of Minutes. A motion was made by John Helm, seconded by Allan Pollock and unanimously passed to approve the September 2007 meeting notes with the noted change of correcting Terry Parker from attendee to non attendee for the September PTAC meeting.

ITEM B

1:15 p.m.

Michael Bufalino, ODOT Freight Mobility staff, was introduced and gave a quick overview of *ConnectOregon* II review process. The presentation included information on the *ConnectOregon* II timeline:

- HB2278 effective date – July. 1, 2007
- Rule development – July 2 through Nov. 14, 2007
- Intent to Apply submission period – Aug. 1 through Sept. 30, 2007
- Oregon Transportation Commission hearing on rule – Nov. 14, 2007
- Application submission period – Sept. 4 through Nov. 21, 2007
- Regional application question and answer sessions – Sept. 10-21, 2007
- Staff and consultant review of applications – Nov. 26, 2007 through Jan. 7, 2008
- Modal stakeholder groups review applications – Jan. 17 through Feb. 28, 2008
- Regional stakeholder groups review applications – Mar. 7 through April 17, 2008
- Final Review Committee recommendations – April 30 – May 2, 2008
- OTC public hearing on recommendations – May 2008
- OTC approval of projects – June 2008
- Project agreements executed from June – Oct. 2008
- Implementation ongoing from June 2008

This year the review will be passed to regions (modal committees) for their suggestions. Final OTC approval should be completed in June. Should know by November 21 how many applicants there are in the selection process.

The planned process for PTD/PTAC review is:

1. staff will sort the project based on how well they met the criteria;
2. staff will bring to respective modal review committee (Super ACTS) – committee will review, accept, change, and adopt staff recommendations; prioritization process where projects are ranked – (PTAC);
3. final review committee (Super ACTS).

Regional committees will be made of ACTS, appointed committee in region 1, selected specifically for *ConnectOregon*2.

Committee expressed a concern that some ACTS, often politically elected officials, do not know enough about projects and make can make situations politically charged. In fact, some ACTS have no knowledge of logistics of actual rail, transit, etc. services. Smaller modal committees seem to work better.

PTAC express serious concerns about the fairness of the process. PTAC does not want what happened last year to repeat itself. Suggestions were made such as:

- Don't let one committee lead the other - committee review should be done at the same time, parallel instead of sequential; ensure selection committees are carried on at the same time;
- Smaller committees;
- Include rebuttal and education of modal committee reasoning during all meetings in the selection process; (Super ACTS, OTC)
- Allow applicants to be available to answer clarifying questions – keep fair and let all applicants have the same opportunity even if via phone conference; using a moderator.
- Require project assets to have useful life for full 20 years of government bond – should not select computer systems, etc. that need to be replaced more frequently than 20 years.
- Application should stand on its own; acknowledging that more prosperous areas in Oregon may have the ability to hire staff to professionally write grants while other areas in Oregon may not have that “luxury”.
- The process needs discipline – Staff and PTAC members have lots of information on services, projects and share the information but should not influence decisions, some services have no one to speak for them; information should be gathered from the application itself.

For more information the ConnectOregon2 website is
<http://www.oregon.gov/ODOT/COMM/CO/COII>.

ITEM C

2:30 p.m.

Administrator Report

- A Legislative Budget Note directs DHS and ODOT to work together for seniors and people with disability. A steering committee has been formed. PTD will keep PTAC informed. A current needs assessment will be completed and potential funding strategy that can keep pace with growing needs is being investigated. Michael Ward gave testimony in October at the House and Senate Interim Committees on Transportation regarding public transit and senior and disabled programs.
- OPTIS UPDATE - ODOT is in discussions with the vendor to fix problems found during testing.
- OTA CONFERENCE - Members were encouraged to complete the on line survey and respond to Kelsey Wilson, OTA. For more information, the OTA website is www.oregontransit.com.

Committee agreed the annual conference was excellent with high quality speakers.

Committee made the following suggestions:

- Video tape presentations, sessions;

- Panels should be better planned. Moderators should have common goals, topics, etc.;
- Training kits and educational packets should be available to participants to take back to their service area.

Next OTA conference will be October 27-29, 2008.

2:45 p.m. BREAK

3:00 p.m. **ITEM D**
Presentation – Drive Less/Save More

Pam Peck, Paul Phipps, Bob Phipps, Bob Moore, Kelly Stoner and Rashad Henry gave an PowerPoint presentation on the “Drive Less/Save More” marketing campaign.

The main focus of the campaign is to reduce traffic congestion, reduce gasoline consumption, and to ask people to “Think before you drive” and “Trip-chain” errands. The presentation included many interesting facts which are available on their “one-stop-shopping for driving tips” website, www.driveless.savemore.com.

The Drive Less/Save More Campaign is a unique public awareness initiative developed by the Oregon Department of Transportation, Metro, TriMet, Washington County, City of Vancouver, and many other public and private partners. The Drive Less/Save More Campaign informs the public about transportation choices and encourages easy actions that people can take to save time and money. The two-year pilot effort will take place mostly in the Portland Metro and SW Washington area and then is scheduled to go statewide. The primary campaign tools are paid media, news media, word-of-mouth communications and considerable grassroots communications. It is modeled after Oregon’s anti-tobacco and recycling campaigns that successfully addressed behavior change over time.

Marketing surveys concluded that Metropolitan area residents are concerned with congestion and gas prices and respond to those topics.. Marketing efforts include newspaper inserts with 170,000 circulation; events & pledges (generates interaction and commitment). Drive Less/Save More campaign has been at 213 community events and obtained 4,561 signed pledges to reduce car trips. The campaign sponsors an E-Newsletter that includes 10,000 individuals. The campaign appears to be successful in contributing to reduced trips, and has many sponsors and partners (AAA, OHSU, PCC)

In the next three months Drive Less/Save More campaign will engage people to take advantage of metro vanpools and promote the new incentive program of the City of Portland (the goals is to minimize trip to stores during the holidays, promotions will be done with holiday season marketing, grocery giveaways). Several promotions and events are planned for the future.

3:50 p.m. **ITEM E**
09-11 DISCRETIONARY GRANTS WORK GROUP

PTD asked for volunteers to work with staff to overhaul the discretionary grants program including the selection process, application process, etc. Terry Parker volunteered. Lorna Adkins suggested Sande Dixon of Douglas County might have an interest.

3:55 p.m. **ITEM F**
Topics for Next Meeting

- PTAC Roles and Responsibilities; membership issues
- ConnectOregonII

3:55 p.m.

ITEM F

Public Comment

Tim Wilson spoke regarding ConnectOregon II. He asked if requirements that are mandatory in the selection process are because they are law, or someone's idea of good practice or is it really a requirement; there's exposure for audit. It is important that we need to be precise, accurate and fair. Possibly an audit staff person should be involved in the selection process. Mr. Wilson spoke about the "feedback loop" or "control loop", with is a great way to receive prompt feedback from the outside. OTIA, STIP, have used this communication style. Mr. Wilson suggests all government be more efficient, including transportation.

4:00 p.m.

ITEM G

Meeting Adjourned

Next meeting is January 14. ConnectOregon II application review process may take place either February 4 or February 11. The OTA board meeting is February 10, 2008. (NOTE that application review meeting will be on February 4)

John Wenholz moved to adjourn the meeting, Terry Parker seconded, and Committee unanimously agreed to adjourn the meeting. The meeting was adjourned at 4:00 p.m.