

Tuesday, January 21st, 2020

**Hood River County Transportation District
Regular Meeting of the Board of Directors
224 Wasco Loop, Board Conference Room
Hood River, OR 97031**

9am – 11am

Agenda

Board Meeting Attendees

Board Members: Leanne Hogie, Marbe Cook, Mark Reynolds, Rob Brostoff, Lara Dunn

Public: Teresa Gallucci (Our Team Accounting), Kathy Fitzpatrick

Staff: Patty Fink, Amy Schlappi

Leanne Hogie called the January Board of Directors meeting to order at 9:05 AM and welcomed guest attendees.

Approval of Minutes

Leanne Hogie asked the Board of Directors to review the December 17th, 2019 meeting minutes. The group found two spelling mistakes that need to be fixed. Rob Brostoff made a motion to approve the December meeting minutes as amended, this motion was seconded by Mark Reynolds and unanimously approved by the board.

Director's Report

Ridership: Patty Fink explained that the ridership for November and December look different than previous months due to the changing of routes to make them more efficient. For this reason, it is difficult to compare these two months with previous months. For December the ridership numbers are a little less than ideal, but staff is working to increase them by a couple of different avenues. Staff will be changing the way we are reporting ridership numbers to provide clarity on number of riders per route and service hours. Kathy Fitzpatrick asked if ridership numbers are dependent on drivers to correctly count and document the number of riders. Patty Fink confirmed that is correct in many of the vehicles.

- ❖ Leanne Hogie asked staff to review the ridership for the past year and compare total service hours so that the Board and staff can understand trends.

Gorge to Mountain Update: Amy Schlappi explained that ridership for the Gorge-To-Mountain Express has been very strong. There have been several instances where the service has been late (30 – 60 minutes) due to weather related events. Staff is working with Mt. Hood Meadows staff to ensure there is a clear line of communication so that any service alerts can properly be communicated to riders. There was one instance when Mt. Hood Meadows closed early, and

vehicles did not run again until later in the afternoon. CAT was not aware and was not able to communicate correct information to riders. Patty Fink added that staff is working to integrate the two organizations radio systems to improve communication.

- ❖ In the future, staff would like to discuss snow plowing of CAT property and areas that CAT is responsible for clearing snow.

The Dalles Bus Stop Update: Amy Schlappi explained that as of January 4th CAT stops at the LINK Transit Center. Using The Dalles Aquatic Center parking lot was discussed, but at this time it does not make sense. Patty Fink suggested that moving forward the Board think about reducing the amount of The Dalles trips that are made per day. The LINK is agreeable to increasing their services to Hood River, but this would not be feasible before July 2020. Leanne Hogie asked for the Board to be kept in the loop as intercommunity groups need to be considered with this change.

GORge Pass Update: Patty Fink summarized the current status of the GORge Pass, by highlighting:

- Passes will be available for purchase February 4th, 2020.
- Staff is working with employers to purchase passes for employees and donate passes to low-income individuals. Donated card passes will be provided to local partners for distribution.
- Originally the goal was to work with TriMet to include the GORge Pass on the HOP pass platform. Due to technical obstacles, hesitancy to add CAT sticker, and difficulty of providing an annual pass this was not possible. Leanne Hogie liked potentially integrating the GORge pass in the future with other transit sales. Patty Fink stated that TriMet is open to letting us sell Hop passes.
- Token Transit will be the app used for the virtual passes. Riders will be able to buy a pass from the website or the app and send it to their phones.
- A card pass option will be available for purchase over the phone or in person at the CAT office.
- DAR riders will have two options:
 - b) Purchase DAR pass for \$60 for unlimited DAR services.
 - c) Purchase an Adult pass for fixed-route services and then pay \$1 every time DAR services are used.

Patty Fink asked if the Board would like to extend the introductory rate for the pass based on feedback received from partners in the Portland area who were concerned that tourists might not be willing to pay the higher rate. The group asked to keep the current introductory timeframe as is and next month it can be reevaluated.

DHS Update: Patty Fink explained that DHS is investigating an incident where a rider was hit by a car on Cascade avenue to get to CAT to catch the bus to Cascade Locks. Staff is working with DHS through this investigation. Due to this incident CAT will need to again serve DHS clients by

transporting them from point to point rather than having them use fixed-route services. CAT may need to terminate the contract with DHS due to the potential of not being able to fulfill the contract.

Old Business

Financial Overview: Teresa Gallucci summarized the financial overview, by highlighting:

- The November and December financials were combined.
- Reimbursement for the two big coach buses from ODOT was received in December.
- Fuel, payroll for drivers and the cost of the Pink Trolley were less than budgeted.
- The expense for marketing was roughly \$155,000 more than budgeted.
- For net income, there was a positive variance of \$33,000 YOY if you remove the capital expense.

There was a large amount of discussion regarding these numbers and the cash forecast. Patty Fink added that we have turned the corner and are now adding cash back into the account after needing to remove cash to cover expenses.

Teresa Gallucci announced that she will be bringing another person from her team to help with the CAT account to ensure financials are always sent to Board with ample time to review.

Executive Session Update: Leanne Hogie clarified that according to Oregon State regulations she is required to call an Executive Session. Staff is unable to do this.

Drug and Alcohol Audit Findings Update: Amy Schlappi updated the Board that all responses to the findings have been submitted to the FTA.

Budget Committee: The two FY19-20 Budget Committee meetings should be finalized by end of day Wednesday, January 22nd.

- ❖ Staff needs to confirm the chair of the Budget Committee.
- ❖ Staff needs to work with the Hood River News to change the time and date of the CAT Board meeting in publications.

New Business:

Gorge Regional Transit Strategy: Kathy Fitzpatrick provided an overview of the Gorge Translink website detailing the different features available to riders. She described the “Everybody rides” project and the community outreach which was done as part of it. MCEDD will be conducting the first phase of a regional strategy for the bi-state, five-county region in February and invites the Board to be part of the working groups for plan. The goal is to synthesize planning efforts across the different organizations.

Upcoming Events: Patty Fink explained that there will be several speaking engagements to promote the GORge Pass and encourages the Board to sign up. Staff will send a list of upcoming opportunities.

Public comments: No public comments were made.

At 11:18 AM, Rob Brostoff made a motion to adjourn the meeting, this was seconded by Marbe Cook and unanimously approved by the board.