

Tuesday November 19th, 2019
Hood River County Transportation District
Board of Directors Meeting
224 Wasco Loop
Hood River, OR 97031

Board Meeting Attendees

Board Members: Leanne Hogie, Marbe Cook, Leticia Valle (telephone), Lara Dunn, Mark Reynolds, Rob Brostoff, Jake Bolland

Staff: Patty Fink, Amy Schlappi, Ty Graves

Public: Jason Kelly (ODOT), Valerie Egon (ODOT), Teresa Gallucci (Our Team Accounting)

Leanne Hogie called meeting to order at 9 am and welcomed guest attendees.

Approval of Minutes

Leanne Hogie asked to revise the October Minutes. Specifically, she would like the minutes to reflect the long discussion and motion made regarding the bus stop selection in The Dalles.

Mark Reynolds made a motion to approve the October Minutes as amended, this motion was seconded by Rob Brostoff and unanimously approved by the Board.

Director's Report

Ridership: Patty Fink summarized the ridership report, by highlighting:

- As expected ridership declined in October, due reduction of seasonal demand.
- The revenue for the first week of November was higher than in previous years due to Columbia Gorge Express.

Hwy 35 Update: Patty Fink discussed current status of Hwy 35 route. More information will be available in early December.

Update on Schedule Changes/CGE: Ty Graves provided an overview of schedule changes that needed to be made after the launch of the Columbia Gorge Express and other operational challenges.

FY19 Audit: Teresa Gallucci discussed how the Audit is currently on schedule. Audit information will be available at the December Board meeting.

Executive Session: Per ordinance ORS 192.660 the Executive Session was called at 9:10am and ended at 9:26am.

Old Business

Financial Overview: Teresa Gallucci discussed the financial packet provided to the Board.

Fare Discussion: Patty Fink discussed current Columbia Gorge Express fares compared to previous years and concern that has been raised regarding the fare increase since CAT took over managing the service. Since public comment is required for a fare change, CAT staff recommends implementing a promotional fare until a new fare policy can be determined. Next summer ODOT will only be operating a shuttle to and from overflow parking to Multnomah

Falls. ODOT will work to align pricing structure with CAT if the shuttle also operates from Gateway Transit Center.

Jake Bolland made a motion to approve promotional fare (\$20 round trip to and from PDX from Cascade Locks, Hood River, or The Dalles and \$10 round trip to Multnomah Falls from any location the CGE stops at). Lara Dunn seconded the motion and the Board approved unanimously.

The Board had a detailed discussion regarding a low fare annual pass. The group generally supported the annual pass, but would like more details about the program. Leanne Hogie asked for a subcommittee to discuss and create a more fleshed out pass program before the Board December meeting. Mark Reynolds, Jake Bolland, and Lara Dunn volunteered to be part of this subcommittee with CAT staff.

Bus Stops: The group had a detailed discussion on bus stops. The group asked to have a subcommittee conduct a deeper dive into bus stops. Leanne Hogie, Mark Reynolds, and Lara Dunn volunteered to be part of this subcommittee with CAT staff.

New Business

Marketing Updates: Hood River News will be doing a feature on CAT before the holidays. Several local events will be highlighted and how CAT can be used to get to those events. CAT staff has been focusing on increasing social media presence.

Upcoming Events: CAT will be providing additional service on December 6th for the Hood River Holiday Parade and Tree Lighting. There will also be a bus and employees walking in the Parade.

Public comments: No public comments were made.

At 11:09am, Rob Brostoff made a motion to adjourn the meeting, which was seconded by Mark Reynolds and unanimously approved by the Board.