

Salem Area Mass Transit District
BOARD OF DIRECTORS MEETING

Thursday, August 24, 2023 at 5:30 PM

This meeting is open to the public, please see page 2 for available formats.

AGENDA

| | |
|---|----|
| I. CALL TO ORDER | |
| A. Note the Attendance for a Quorum | |
| B. Safety Moment | |
| II. ANNOUNCEMENTS AND CHANGES TO AGENDA | |
| III. OATH OF OFFICE | |
| Newly elected officers will take the Oath of Office | |
| IV. PRESENTATION(S) | |
| V. PUBLIC COMMENT * | |
| VI. CONSENT CALENDAR ** | |
| A. Approval of Minutes | |
| 1. <u>July 27, 2023 Board of Directors Meeting</u> | 4 |
| 2. <u>August 10, 2023 Board of Directors Work Session</u> | 9 |
| B. Routine Business Items | |
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| VII. ITEMS DEFERRED FROM THE CONSENT CALENDAR | |
| VIII. ACTION ITEMS | |
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| B. <u>Award of Contract for Survey Services</u> | 17 |
| IX. INFORMATIONAL REPORTS | |
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| X. GENERAL MANAGER'S REPORT | |

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XII. ADJOURNMENT

Next Board Work Session Date: Thursday, September 14, 2023
Next Regular Board Meeting Date: Thursday, September 28, 2023

Available meeting formats:

- In Person: Senator Hearing Room at Courthouse Square, 555 Court Street NE, Salem, Oregon 97301
- Zoom Gov.: Meeting ID: 161 201 7035 | Passcode: 512136
Go to: <https://cherriots-org.zoomgov.com/j/1612017035?pwd=L2g4UDIVMFV0eklVd2hvTFpsRWWhZz09>
- Comcast Channel 21
- Live Stream: <https://www.capitalcommunitymedia.org/all>
- One Tap Mobile: +16692545252,,1612017035#,,, *512136# US
- Landline Phone: +1 669 254 5252 US

***Public Comment:** Designated time for community members to testify before the board on any items of Board business, being limited to three minutes. Public Comments are accepted in writing, by email, in person, or by ZoomGov (Written testimony will be submitted and entered in to the record if it is received by 5:00 P.M. on the day of the meeting).
Email: Board@cherriots.org
Mail: Attn: Cherriots Board, 555 Court St. NE, Suite 5230, Salem, OR 97301

****Consent Calendar:** Items are considered routine and are adopted as a group by a single motion, unless a Board member requests to withdraw an item. Action on items pulled for discussion will be deferred until after adoption of the Consent Calendar.

***** Board of Director Report:** Time for Board members to report on transit-related issues through committee and meeting participation, citizen communications, or special projects they are participating in as representatives of the District.

Virtual Meetings: The Board of Directors meeting is a public meeting; in a place that is ADA- accessible. Board meetings will also be available via *ZoomGov*. The meeting I.D. and passcode are below the agenda.

Closed Captioning (CC): *ZoomGov's* live streaming platform includes Closed Captioning (CC). It is a good tool for aiding viewer participation in the meeting. However, CC does not always translate accurately.

Alternate Formats: This is a public meeting in a place that is ADA accessible. With 48 hours of notice, auxiliary hearing aids and services, and alternate formats for individuals with limited English proficiency are available. Requests can be made to the Clerk of the Board by phone at 503-588-2424 or with the assistance of TTY: Oregon Relay Services at 1-800-735-2900 (or 711). Cherriots administration office hours are Monday-Friday from 8:00 AM to 5:00 PM.

Electronic Copies of the Board's meeting agenda packet are distributed by email 6-7 days prior to the meeting. The agenda packet is also included on the Cherriots website under Public Meetings and Notices at:

<https://www.cherriots.org/meetings/>.

Email Distribution List: To add your email address to the Board's meeting distribution list, please send your email address to the Clerk of the Board at publictestimony@cherriots.org.

Reuniones Virtuales: La reunión de la Junta Directiva es una reunión pública; en un lugar accesible según la ADA. Las reuniones de la junta también estarán disponibles a través de *ZoomGov*. La reunión I.D. y el código de acceso están debajo de la agenda.

Subtítulos (CC): la plataforma de transmisión en vivo de *ZoomGov* incluye subtítulos (CC). Es una buena herramienta para ayudar a los espectadores a participar en la reunión. Sin embargo, CC no siempre traduce con precisión.

Formatos alternativos: esta es una reunión pública en un lugar accesible según la ADA. Con 48 horas de anticipación, se encuentran disponibles audífonos y servicios auxiliares, y formatos alternativos para personas con dominio limitado del inglés. Las solicitudes se pueden hacer al Secretario de la Junta por teléfono al 503-588-2424 o con la ayuda de TTY: Oregon Relay Services al 1-800-735-2900 (o 711). El horario de atención de la administración de Cherriots es de lunes a viernes de 8:00 a. m. a 5:00 p. m.

Las copias electrónicas del paquete de la agenda de la reunión de la Junta se distribuyen por correo electrónico 6-7 días antes de la reunión. El paquete de agenda también se incluye en el sitio web de Cherriots en Reuniones públicas y avisos en: <https://www.cherriots.org/meetings/>.

Lista de distribución de correo electrónico: Para agregar su dirección de correo electrónico a la lista de distribución de reuniones de la Junta, envíe su dirección de correo electrónico al Secretario de la Junta a publictestimony@cherriots.org.



Salem Area Mass Transit District
Board of Directors Meeting
July 27, 2023

Index of Board Actions

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|---|--------------------|
| Approve the Consent Calendar | 3-4 |
| A. Approval of Minutes | |
| 1. June 22, 2023 Board of Directors Work Session | |
| 2. June 22, 2023 Board of Directors Meeting | |
| 3. July 13, 2023 Board of Directors Executive Session | |
| 4. July 13, 2023 Board of Directors Special Meeting | |
| 5. July 13, 2023 Board of Directors Work Session | |
| Accept the Preliminary FY2023 Financial Report | 4 |

Salem Area Mass Transit District
Board of Directors Meeting Minutes

Senator Hearing Room: 555 Court St. NE, Salem, Oregon 97301

July 27, 2023

Full Video of Board Meeting can be accessed at: https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71iiYD_YiUu7ABEx92

Attendees:

Board: President Maria Hinojos Pressey, Directors Sadie Carney (Virtual), Ian Davidson, Sara Duncan (Virtual), and Bill Holmstrom. Absent: Ramiro Navarro Jr.

Staff: General Manager Allan Pollock, Deputy General Manager David Trimble, CHRO Christina Conner, CFO Denise LaRue, CCO Patricia Feeny, COO Tom Dietz (Virtual), Service Planning Manager Chris French, and Executive Assistant Kirra Pressey.

Guest: TransPro Principal James Rubin (Virtual), CFM Partner Dale Penn, CFM State Affairs Counsel Waylon Buchan, and Legal Counsel Dave Anderson.

I. CALL TO ORDER

- A.** President Maria Hinojos Pressey called the meeting to order at 5:30 p.m. Attendance was noted and a quorum was present.

- B.** GM Allan Pollock provided the safety moment focusing his comments on Cherriots recent completion of a safety event, the Bus Roadeo. He gave a brief overview of the course along with the different divisions that competed. The winners of this year's roadeo are as follows: Melissa Joslin / Admin. Division, Seth Hamlin / Admin. with CDL Division, Peggy Stoehr / Maverick Division, and Gerald Fuls / Master Division.

II. ANNOUNCEMENTS | CHANGES TO THE AGENDA - None

III. OATH OF OFFICE

President Hinojos Pressey asked that newly elected officers who were present walk to the front of the dais to perform their Oath of Office. Both President Hinojos Pressey and Vice-President Davidson completed their Oath of Office for a term ending June 30, 2025. Treasurer Carney and Secretary Duncan will perform their Oath at an upcoming meeting.

IV. OUTGOING AND INCOMING LEADERSHIP REMARKS

President Hinojos Pressey recognized Vice-President Davidson for serving the last four years as Board President. She presented him with a plaque to commemorate his service along with a personal gift from the Board. Former President Davidson provided his outgoing leadership remarks, highlighting his goals, and achievements during his presidency along with discussing the changes that have taken place in the last four years. He also thanked staff for allowing him to represent their hard work. President Hinojos Pressey provided her incoming leadership remarks, highlighting some of the major initiatives and activities that the Board and organization will continue to focus on. She also thanked staff for the continued opportunity to serve the community.

V. PRESENTATION(S)

A. TransDASH Report

Presenter: TransPro Principal James Rubin

Staff Report: Pg. 4-12

GM Pollock introduced TransPro Principal James Rubin who provided a brief overview of the results from the Customer, Community, and Employee Surveys. He also discussed connectivity metrics and provided a comparison of Cherriots to agencies who are participating in the TransDASH project. Lastly, he displayed the agency dashboard redesign, which will be live in the coming weeks.

B. State Legislative Update

Presenter: CFM Partner Dale Penn and CFM State Affairs Counsel Waylon Buchan

Staff Report: Pg. 13-31

GM Pollock Introduced CFM Partner Dale Penn and CFM State Affairs Counsel Waylon Buchan; both provided the State Legislative Update for the 2023 session. They discussed some of the major issues faced during the session and provided updates on Cherriots State Legislative Agenda items.

VI. PUBLIC COMMENT

The Board received verbal public comments from Bradley Sever, Tyler McCulley, and Mai Vang (virtually) for their review and consideration. The comments can be heard on the June 27, 2023 Board Meeting Recording and can be accessed here:

<https://www.capitalcommunitymedia.org/all>.

VII. CONSENT CALENDAR

Presenter: President Hinojos Pressey

Staff Report: Pg. 32-44

A. Approval of Minutes

1. June 22, 2023 Board of Directors Work Session
2. June 22, 2023 Board of Directors Meeting
3. July 13, 2023 Board of Directors Executive Session
4. July 13, 2023 Board of Directors Special Meeting
5. July 13, 2023 Board of Directors Work Session

B. Routine Business Items - None

| | |
|------------|-------------------------------------|
| Motion: | Approve the Consent Calendar |
| Motion By: | Director Ian Davidson |
| Second: | Director Bill Holmstrom |
| Vote: | Motion Passed Unanimously |

VIII. ITEMS DEFERRED FROM THE CONSENT CALENDAR - None

IX. ACTION ITEMS

A. Accept the Preliminary FY2023 Financial Report

Presenter: CFO Denise LaRue

Staff Report: Pg. 45-52

CFO Denise Larue provided an overview of the General, Transportation Programs, and Capital Projects Funds revenues and expenses for the fiscal year 2023.

| | |
|------------|---|
| Motion: | Accept the Preliminary FY2023 Financial Report |
| Motion By: | Director Bill Holmstrom |
| Second: | Director Ian Davidson |
| Vote: | Motion Passed Unanimously |

X. INFORMATIONAL REPORTS

A. Service Change Briefing

Presenter: Service Planning Manager Chris French

Staff Report: Pg. 53-56

Service Planning Manager Chris French discussed the upcoming September service changes, including those taking place at the Keizer Transit Center in preparation for the battery electric buses.

XI. GENERAL MANAGER’S REPORT

GM Pollock provided the General Manager’s report.

XII. BOARD OF DIRECTORS REPORT

President Hinojos Pressey and Directors provided reports on committees and activities in which they represent SAMTD.

XIII. ADJOURN

President Hinojos Pressey adjourned the meeting at 8:02 p.m. in honor of Pam Ramirez, a former Cherriots employee who recently passed away.

Respectfully Submitted

Maria Hinojos Pressey, President



Salem Area Mass Transit District
Board of Directors Work Session Minutes

Senator Hearing Room: 555 Court St. NE, Salem, Oregon 97301

August 10, 2023

Attendees:

Board: President Maria Hinojos Pressey, Directors Ramiro Navarro Jr., Ian Davidson, Sara Duncan and Bill Holmstrom Absent: Sadie Carney

Staff: General Manager Allan Pollock, Deputy General Manager David Trimble, CTO Baofeng Dong, CFO Denise LaRue, CCO Patricia Feeny, CPDO Shofi Azum, COO Tom Dietz, Strategic Initiatives Administrator Bobbi Kidd, Service Planning Manager Chris French, Maintenance Manager Gregg Thompson, and Executive Assistant Kirra Pressey.

Guest: Mott MacDonald's Climate and Nature-Based Design Lead Eddy Santosa

I. CALL TO ORDER

President Maria Hinojos Pressey called the work session to order at 5:30 p.m.
Attendance was noted.

A. Safety Moment

GM Pollock provided the Safety Moment, indicating it is beginning to get darker earlier in the evening; be sure to pay attention to your surroundings when walking near the street.

B. Announcements

GM Pollock directed attention to the displayed sponsor award received at the KeizerFEST Luncheon attended by Director Navarro, CTO Dong, CPDO Azum, and GM Pollock.

II. PRESENTATION(S) | DISCUSSION(S)

A. GHG Emission Inventory

Presenter: Mott MacDonald's Climate and Nature-Based Design Lead Eddy Santosa

Staff Report: Pg. 3-13

Strategic Initiatives Administrator Kidd introduced Eddy Santosa with Mott MacDonald, one of the Leads in the reporting process for the Green House Gas (GHG) Emissions. Mr. Santosa discussed the carbon management process along with the three emission scopes. He also provided a summary of Cherrlots GHG emission results and gave a brief overview of the next steps.

B. Bike Rack Discussion

Presenter: Service Planning Manager Chris French

Service Planning Manager French discussed the current bike racks along with their specifications. He also noted several of the current racks are tied to FTA Funds, therefore retro-fitting the fleet is not possible or feasible at this time. However, as new buses are added to the fleet, appropriate bike racks will be selected.

C. Service Change Process

Presenter: Service Planning Manager Chris French

Service Planning Manager French provided insight on the service change process along with the comprehensive operational analysis (COA).

D. Google Drive update

Presenter: Executive Assistant Kirra Pressey

Executive Assistant Pressey discussed three new tools found in the Board of Directors shared Google Drive: the Action Log, Board Calendar, and External Committees.

III. GENERAL MANAGER COMMENTS

A. Upcoming Board Agenda Items

B. Board Calendar Review

Presenter: GM Pollock

Staff Report: Pg. 14-15

GM Pollock discussed upcoming Board agenda items and calendar events. He also noted he will be attending the OTA/WSTA Fall Conference on Monday and Tuesday of the following week (August 14-15); it will conclude on Tuesday night with an awards ceremony. GM Pollock also announced that Director Ian Davidson will be receiving this year's Outstanding Transit Board Member Award at the ceremony.

IV. WORK SESSION ADJOURNED

President Maria Hinojos Pressey Adjourned the work session at 6:53 p.m.



BOARD MEETING MEMO

Agenda Item VI.B.1

To: Board of Directors
From: Gregg Thompson, Maintenance Manager
Tom Dietz, Chief Operations Officer
Thru: Allan Pollock, General Manager
Date: August 24, 2023
Subject: Authorize the General Manager to execute a contract with RDI Equipment for the purchase of a vehicle lift to be used in the Del Webb steam rack area.

ISSUE

Shall the Board authorize the General Manager to execute a contract with RDI Equipment for the purchase of a vehicle lift to be used in the Del Webb steam rack area for an amount not to exceed \$149,987?

BACKGROUND AND FINDINGS

The Cherriots Maintenance department uses a flush mounted heavy duty vehicle lift in the steam rack bay to clean the underside of all vehicles when being serviced. This is a very wet, harsh environment and equipment in this area can deteriorate rapidly. The current lift has rusted to a point it has been rendered unsafe and unusable.

Cherriots staff researched lifts that could directly mount in the current recessed area without the need for construction and have enhanced corrosion protection utilizing a combination of galvanized and stainless steel materials.

An Invitation to Bid (ITB) was released on March 3, 2023 and closed on March 23, 2023. There were 3 bids received that were deemed responsive. All three bids were reviewed on April 7, 2023. The Notice of Intent to Award was issued on June 12, 2023. During the 10 day protest period, staff was notified of protests from the two bidders not selected. The protests were reviewed by staff and legal counsel and ultimately denied.

RDI Equipment was the lowest bid and met all ITB specifications. Lift installation and training are included within the price of lift.

FINANCIAL IMPACT

Funding for this proposed contract is included in the Capital Projects Budget of SAMTD's Adopted FY2023/24 Budget. An itemization of costs is outlined in Table 1 below:

TABLE 1

| CHARGING EQUIPMENT | PRICE EACH | QUANTITY | TOTAL |
|--------------------|------------|----------|------------------|
| Vehicle Lift | \$141,987 | 1 | \$141,987 |
| Freight | \$ 8,000 | 1 | \$ 8,000 |
| Total Cost | | | \$149,987 |

Funding for the proposed contract is covered through the FTA5307 grant. Funds for the Del Webb Steam Rack Lift are listed in Table 2 below:

TABLE 2

| FUND SOURCE | GRANT PERCENTAGE | MATCH PERCENTAGE | GRANT AMOUNT | MATCH AMOUNT | TOTAL |
|-------------|------------------|------------------|--------------|--------------------|------------------|
| FTA 5307 | 80% | 20% | \$119,990 | \$29,997 | \$149,987 |
| | | | | Grand Total | \$149,987 |

RECOMMENDATION

Staff recommends the Board authorize the General Manager to execute a contract with RDI Equipment for the purchase of a vehicle lift to be used in the Del Webb steam rack area for an amount not to exceed \$149,987.

PROPOSED MOTION

I move the Board authorize the General Manager to execute a contract with RDI Equipment for the purchase of a vehicle lift to be used in the Del Webb steam rack area for an amount not to exceed \$149,987 (one hundred forty-nine thousand, nine hundred and eighty-seven dollars).



BOARD MEETING MEMO

Agenda Item VIII.A

To: Board of Directors
From: Tom Dietz, Chief Operations Officer
David Trimble, Deputy General Manager
Thru: Allan Pollock, General Manager
Date: August 24, 2023
Subject: Cherriots Intelligent Transportation System Contract Award

ISSUE

Shall the Board authorize the General Manager to enter into a contract with Avail Technologies, Inc. for the delivery of an Intelligent Transportation System and approve a project budget amount not exceed \$2,877,448?

BACKGROUND AND FINDINGS

Salem Area Mass Transit District (SAMTD) began an implementation of an Intelligent Transportation System (ITS) with the completion of a solicitation in 2019. On August 21, 2019, SAMTD and GMV Syncromatics entered into a contract to deploy ITS which included Computer Aided Dispatch and Automated Vehicle Locator (CAD/AVL) and Voice over IP (VoIP) communications.

On February 21, 2023, SAMTD issued a renewed solicitation for Cherriots ITS. The goal remains the implementation of a comprehensive CAD/AVL system for the District. Cherriots ITS will be deployed on all Cherriots Local (currently 64 buses) and Cherriots Regional (currently 14 buses) buses. ITS forms the foundation for SAMTD's current and future operations. The system will support in the migration towards a proactive service maintenance and recovery model for normal day-to-day and exceptional operating circumstances. In addition, it will provide the engine for supporting new real-time information services to SAMTD customers. Furthermore, the agency will be able to collect, analyze, and act upon service information and performance metrics generated from Cherriots ITS and through the integration of data from other enterprise systems currently utilized by SAMTD.

We received four (4) proposal responses to the Request for Proposals (RFP). All proposers were determined to be responsive per FTA guidelines. The Source Evaluation Committee (SEC) met and scored them as follows:

Category A: Qualifications and Experience of Firm (25 Possible Points)

Category B: Project Organization & Staffing Plan (25 Possible Points)

Category C: Project Management Plan (25 Possible Points)

Category D: Technical Approach (25 Possible Points)

Category E: Compliance with Technical, Functional, and Additional Requirements Compliance Matrix (20 Possible Points)

Category F: Price Proposal / Cost (15 Possible Points)

AVAIL TECHNOLOGIES, INC.

RANK

| | A (25) | B (25) | C (25) | D (25) | E (20) | F (15) | Total | |
|---------------|--------|--------|--------|--------|--------|--------|--------------|----------|
| Totals | 23.0 | 22.9 | 22.5 | 22.6 | 17.5 | 14.0 | 122.6 | 1 |

INEO SYSTRANS USA, INC. (EQUANS)

| | A (25) | B (25) | C (25) | D (25) | E (20) | F (15) | Total | |
|---------------|--------|--------|--------|--------|--------|--------|--------------|----------|
| Totals | 21.4 | 20.8 | 20.2 | 21.0 | 17.6 | 14.0 | 115.0 | 2 |

STRATEGIC MAPPING, INC.

| | A (25) | B (25) | C (25) | D (25) | E (20) | F (15) | Total | |
|---------------|--------|--------|--------|--------|--------|--------|--------------|----------|
| Totals | 17.7 | 17.0 | 18.2 | 18.7 | 16.8 | 15.0 | 103.5 | 3 |

VIX TECHNOLOGY USA, INC.

| | A (25) | B (25) | C (25) | D (25) | E (20) | F (15) | Total | |
|---------------|--------|--------|--------|--------|--------|--------|-------------|----------|
| Totals | 15.8 | 17.9 | 16.4 | 15.4 | 10.3 | 15.0 | 90.7 | 4 |

The SEC narrowed the search to two (2) finalists and initiated interviews, Best and Final Offer, and final scoring. Scoring was as follows:

AVAIL TECHNOLOGIES, INC.

RANK

| | A (25) | B (25) | C (25) | D (25) | E (20) | F (15) | Total | |
|---------------|--------|--------|--------|--------|--------|--------|--------------|----------|
| Totals | 23.8 | 23.4 | 23.1 | 23.5 | 18.8 | 15.0 | 127.6 | 1 |

INEO SYSTRANS USA, INC. (EQUANS)

| | A (25) | B (25) | C (25) | D (25) | E (20) | F (15) | Total | |
|---------------|--------|--------|--------|--------|--------|--------|--------------|----------|
| Totals | 21.5 | 21.5 | 21.9 | 20.5 | 17.6 | 14.0 | 117.1 | 2 |

The SEC determined that Avail Technologies, Inc. was the successful proposer.

FINANCIAL IMPACT

Funding for this project is included in the Capital Projects Budget of SAMTD’s Adopted FY2023/24 Budget. The operating expenses will be budgeted within the annual Operations Materials and Services Budget. The source of matching funds is SAMTD’s General Fund. The table below provides an itemized list of project funding.

| Fund Source | Grant Percent | Match Percent | Grant Amount | Match Amount | Total Funds |
|------------------------------------|----------------------|----------------------|---------------------|---------------------|--------------------|
| FTA STP - CAD/AVL Software | 89.73% | 10.27% | \$108,914 | \$12,466 | \$ 121,380 |
| FTA STP - APC Counters Software | 89.73% | 10.27% | \$345,825 | \$39,582 | \$ 385,407 |
| FTA 5307 - Remaining Capital Costs | 80% | 20% | \$1,437,878 | \$359,469 | \$1,797,347 |
| FTA 5307 Operating Costs | 50% | 50% | \$286,657 | \$286,657 | \$ 573,314 |
| Grand Total: | | | | | \$2,877,448 |

The cost breakdown for this project is shown in the table below.

| | |
|---|----------------------------|
| Part 1: Project Services | \$ 316,114 |
| Part 2: Onboard Equipment | \$1,096,443 |
| Non-Revenue Vehicle Equipment | \$ 37,551 |
| Part 3: Central System | \$ 94,336 |
| Part 4: Voice and Data Communication | \$ 62,617 |
| Part 5: Testing | \$ 99,278 |
| Part 6: Training Courses | \$ 41,979 |
| Part 7: Spare Parts | \$ 40,569 |
| Part 8: Real-Time Passenger Information (RTPI) System | \$ 15,000 |
| Part 9: Trapeze Ops Integration | \$ 31,226 |
| Part 10: Other Costs & Fees | \$ - |
| Data Collection/Business Intelligence System | \$ - |
| <i>TOTAL (Required Parts 1 thru 10)</i> | \$1,835,113 |
| Contingency | \$ 469,021 |
| <i>Grand Total (Capital)</i> | <i>\$ 2,304,134</i> |
| On-Going Operating Expenses | \$ 573,314 |
| Total Contract Cost | \$ 2,877,448 |

RECOMMENDATION

The Source Evaluation Committee recommends the Board authorize the General Manager to enter into a contract with Avail Technologies, Inc. for the delivery of an Intelligent Transportation System and approve a project budget amount not exceed \$2,877,448.

PROPOSED MOTION

I move that the Board authorize the General Manager to enter into a contract with Avail Technologies, Inc. for the delivery of an Intelligent Transportation System and approve a project budget amount not exceed \$2,877,448 (two million, eight hundred seventy-seven thousand, four hundred and forty-eight dollars).



BOARD MEETING MEMO

Agenda Item VIII.B

To: Board of Directors
From: Patricia Feeny, Chief Communications Officer
Thru: Allan Pollock, General Manager
Date: August 24, 2023
Subject: Authorize the General Manager to execute a contract with ETC Institute for survey services.

ISSUE

Shall the Board authorize the General Manager to execute a contract with ETC Institute for the provision of survey services for three year plus four optional years for an amount not to exceed \$723,805?

BACKGROUND AND FINDINGS

Salem Area Mass Transit District (SAMTD) is retaining the services of a professional services firm to develop and conduct a variety of annual, semi-annual, and periodic surveys. The purpose of the surveys is to obtain employee opinions about SAMTD as an employer and customer and community opinions about the value and quality SAMTD's services.

With a new vision, mission, refined and additional values, SAMTD is in a better position to engage our employees and serve our community. Gathering information from employees, customers, and the community will assist SAMTD in determining where the agency is successfully meeting their needs and expectations, and where the agency can make improvements.

SAMTD issued a Request for Proposals (RFP) seeking a professional survey services firm on June 5, 2023. The RFP closed July 11, 2023. SAMTD received four proposals:

- Aspirant Consulting
- ETC Institute
- TransPro Consulting
- Zilo International Group

These proposals were reviewed by the Finance Division’s contracts and procurement staff for responsiveness. The Source Evaluation Committee (SEC) then reviewed the proposals and scored them based on the information in the proposals, reference checks and responses to clarifying questions. After thorough vetting, the SEC selected ETC Institute as the successful proposer.

While the expertise of the selected firm is recognized, SAMTD will be an active partner in the design of each survey tool and each project as a whole. The following are the criteria for the surveys:

- Design and produce survey instrument for intercept and telephone interviews
- Conduct interviews in both English and Spanish
- Specify sample size options, identify how samples will be selected and provide specific information regarding the confidence level of the data
- Provide data compilation and analysis

The first surveys, Customer Satisfaction and Community Value, will be conducted annually beginning in October 2023, followed by the Employee Engagement Survey, which will be conducted annually beginning in April 2024.

Other surveys to be conducted periodically, as needed, may include: Commuter Attitude Survey; Attitude and Awareness Survey; On-Board Rider Survey; and Youth Rider Survey.

FINANCIAL IMPACT

The cost proposal was reviewed by Procurement Department staff to determine if it was considered fair and reasonable in the current market for like services. The General Fund cost of the survey services is shared among three divisions: Communication, Human Resources, and Planning and Development.

Survey Cost Breakdown by Year ETC INSTITUTE

| | | |
|----------------------|------------|---|
| YEAR 1 | \$118,370 | Is budgeted in General Fund FY 23-24 |
| YEAR 2 | \$ 52,530 | Will be budgeted in General Fund FY 24-25 |
| YEAR 3 | \$149,935 | Will be budgeted in General Fund FY 25-26 |
| OPTION YEAR 1 | \$ 54,250 | Will be budgeted in General Fund FY 26-27 |
| OPTION YEAR 2 | \$ 129,240 | Will be budgeted in General Fund FY 27-28 |
| OPTION YEAR 3 | \$ 84,095 | Will be budgeted in General Fund FY 28-29 |
| OPTION YEAR 4 | \$ 135,385 | Will be budgeted in General Fund FY 29-30 |

RECOMMENDATION

Staff recommends that the Board authorize the General Manager to execute a contract with ETC Institute for the provision of survey services for three years plus four optional years for an amount not to exceed \$723,805?

PROPOSED MOTION

I move that the Board authorize the General Manager to execute a contract with ETC Institute for the provision of survey services for three years plus four optional years for an amount not to exceed \$723,805 (seven hundred and twenty-three thousand, eight hundred and five dollars).



BOARD MEETING MEMO

Agenda Item IX.A

To: Board of Directors
From: Bobbi Kidd, Strategic Initiatives Administrator
Thru: Allan Pollock, General Manager
Date: August 24, 2023
Subject: Strategic Plan - FY23 - Q4 Report

ISSUE

Shall the Board receive the fourth quarter report of the FY2023 Organizational Strategic Plan?

BACKGROUND AND FINDINGS

The District, with the support of TransPro Consulting, began efforts in creating an updated Strategic Plan in early January 2022. In August 2022, the Board of Directors adopted the new Organizational Strategic Plan. It has been one year since the adoption of the Strategic Plan that details the District's aspirations and specific steps for attaining the goals set forth. It provides clarity around the vision for achieving excellence, supporting employee engagement and professional growth, increasing our value within the community, and achieving financial health.

This report summarizes progress achieved on Organizational Tactics identified in the work plan over the course of FY23 Q4. This is in alignment with the commitment from Executive Leadership and Cherriots staff to monitor and report quarterly on Strategic Plan progress. This report will highlight FY23 accomplishments and will look ahead to FY24, as well as a look into the TransDASH dashboard redesign.

All of the efforts are aligned with the District's four Success Outcomes:

1. Community Value
2. Customer Satisfaction
3. Culture of Ownership
4. Financial Sustainability

FINANCIAL IMPACT

The FY2023 and the FY2024 budget includes funds for year one and year two implementation of the Strategic Plan.

RECOMMENDATION

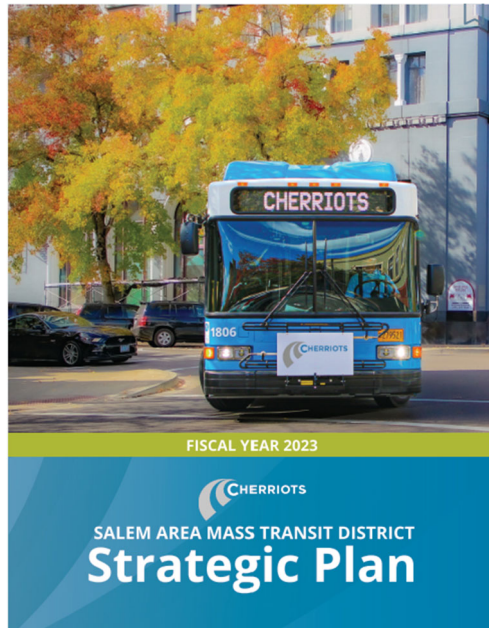
None. For informational purposes only.

PROPOSED MOTION

None. For informational purposes only.

Strategic Plan FY23 Q4 Report

August 24th, 2023



Guiding Principles



CHERRIOTS Success Outcomes

CHERRIOTS CORE
AREA OF SERVICE /
OPERATIONS



COMMUNITY VALUE

Establish a baseline for the % of community that see value in the agency.



CUSTOMER SATISFACTION

Establish a baseline Customer Net Promoter Score (NPS).



CULTURE OF OWNERSHIP

Increase baseline Employee Engagement Score (59%) by 5 points.



FINANCIAL SUSTAINABILITY

Year 1: Expenditure/Revenue Reporting
Year 2: 3-Year Rolling Budget Forecast
Year 3: Delivery of Full Capital Program Budget



Organizational Tactics



Quarter 4 Overview

| Agency Tactic Milestones: Quarterly Overview | | | | |
|--|-----------|-----------|-----------|-----------|
| Status | Q1 Status | Q2 Status | Q3 Status | Q4 Status |
| Not Defined or At Risk | 0 | 0 | 0 | 0 |
| At Risk | 0 | 1 | 0 | 0 |
| In Progress | 23 | 22 | 22 | 0 |
| Complete | 0 | 0 | 0 | 16 |
| Continue in 2024 | 0 | 0 | 0 | 7 |
| Total Milestones | 23 | 23 | 23 | 23 |



Organizational Tactic Highlights



Office of Mobility Integration

Develop a new division or department focused on implementing new mobility and mobility integration services. The new division or department would be responsible for developing community-facing programs and presenting them in a rolling three-year investment strategy, identifying funding sources, securing partnerships and implementing funded projects or priorities. Such community priorities could include bike share programs, transit-supportive infrastructure investments, Transportation Network Company partnerships, first-mile/last-mile service alternatives, circulator service and other community-driven priorities.

Owners: Allan Pollock, David Trimble

Team Members: Christina Conner

| Q1 MILESTONES | Q2 MILESTONES | Q3 MILESTONES | Q4 MILESTONES |
|--|--|---|--|
| <ul style="list-style-type: none"> ✓ In conjunction with Organization Design/ Performance Management Structure Tactic, conduct research on organizational structure of agencies who have established mobility integration as a mission. ✓ Determine role and functional areas of the division. | <ul style="list-style-type: none"> ✓ Finalize division structure and develop job descriptions for new positions and/or reclassifications. | <ul style="list-style-type: none"> ✓ Begin transition and recruitment for new positions. | <ul style="list-style-type: none"> ✓ Activate division. |



Maximize Community-Based Marketing

Community-based marketing is a critical component of a successful contemporary marketing strategy. It connects the brand to a specific community using a platform to create mutual meaning resulting in a better customer experience. Examples include community ride free days tied to service clubs, chamber of commerce, etc. Be proactive in utilizing existing resources that have not been previously engaged, such as the Community Advisory Committee, to communicate at critical junctures. Participate in promotional videos and advertising, and include committee members in outreach events. Leverage social media platforms as a forum, a space to start conversations, communicate offers, and collect feedback.

Owner: Patricia Feeny

Team Members: Melissa Kidd

| Q1 MILESTONES | Q2 MILESTONES | Q3 MILESTONES | Q4 MILESTONES |
|---|--|---|---|
| <ul style="list-style-type: none"> ✓ Conduct a needs assessment. | <ul style="list-style-type: none"> ✓ Create Community-Based Marketing Strategic Plan. | <ul style="list-style-type: none"> ✓ Execute Strategic Plan. | <ul style="list-style-type: none"> ✓ Monitor for success and modify marketing efforts as needed. |

FY23 Year in Review



Year in Review

- Rolled out the Strategic Plan to all employees
- Adopted a Long Range Transit Plan
- Employee Engagement Survey (wave 2)
- 2 Customer Satisfaction Surveys
- 2 Community Value Surveys
- Developed and adopted a Success Outcome Driven Budget
- Launched the TransDASH dashboard internally and externally

TransDASH

Overview Strategic Plan Data Exploration

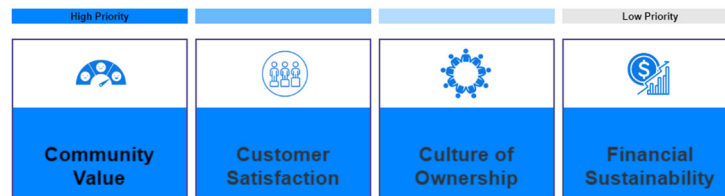
 **Salem Area
Mass Transit District** 
Salem, OR

To learn more about how strategic areas are measured, hover over any of the below panels.

Last Updated: Q1 - 2023

Strategic Area Prioritization

Cherriots prioritizes the strategic areas below from left to right in terms of priority in their strategic plan



<https://www.transproconsulting.com/national-dashboard-new/cherriots-salem-or/>



TransDASH

- TransDASH dashboard has gone live on the Cherriots website for external access!
- Working on end of Quarter 4 data submission
- National Quarterly Results Presentation is on September 7th

Looking Ahead



FY24

- Refreshed Strategic Plan document reflecting new tactics
- Continue tracking metrics on TransDASH and adding a couple of new ones, including Net Greenhouse Gas Emission Benefit
- Continue using survey feedback to guide the work plan



BOARD MEETING MEMO

Agenda Item IX.B

To: Board of Directors
From: Kiki Dohman, Commuter Options Coordinator
Shofi Ull Azum, Chief Planning and Development Officer
Thru: Allan Pollock, General Manager
Date: August 24, 2023
Subject: Cherriots Commuter Options Program – FY23 – Annual Report

ISSUE

Shall the Board receive the annual report of the FY23 Cherriots Commuter Options Program?

BACKGROUND AND FINDINGS

The Cherriots Commuter Options Program projects are centered on employer outreach and community engagement to improve awareness and access to transportation options through training, safety education, and public outreach. The activities, goals, and metrics of the Cherriots Commuter Options Program are structured around the Oregon Department of Transportation's approved work plan, which details specific goals and activities to be accomplished during the year.

Cherriots intends to work toward meeting its mission by focusing efforts and attention on the following priorities and tasks:

- Foster active and multimodal safety education and outreach
- Explore micromobility options
- Grow vanpool subsidy program
- Promote Get There database
- Improve access to transportation options

FINANCIAL IMPACT

None

RECOMMENDATION

None

PROPOSED MOTION

Information only



Priority: Foster Active and Multimodal Safety Education and Outreach

Youth Safety Video

The Cherriots Commuter Options Program and Salem-Keizer Public Schools partnered and collaborated on a 60-second instructional video that promotes safe practices while utilizing multiple modes of transportation. This video covers bike tips when using the bus, pedestrian safety, and transit etiquette. It also features Umo, the District's new contactless electronic fare payment system.

Transportation Children's Exhibit

Seven years ago, the Commuter Options program was approached by a local children's museum, Gilbert House, to create a commuter options-related exhibit to help visitors learn about the local transit district and the transportation options available to them. After a recent maintenance visit, it was determined that the display needed an update.

The Commuter Options coordinator and the Cherriots marketing team collaborated, managed, and installed all of the improvements listed below:

- New artwork that showcases how Cherriots characters stay safe while riding the bus, walking and biking
- Adding actual control dashboards from one of Cherriots retired buses
- Installing a monitor, with a video loop of actual Cherriots Local routes, on the windshield of the bus display; video also includes a rider loading a bike onto the bus

Program Marketing Materials

The Commuter Options coordinator worked with Alta Planning + Design to create a new marketing collateral for the Cherriots Commuter Options program. The overall goal was to simplify and combine the content from several existing brochures into an attractive employer leave-behind folder that is easy to read. The content highlights the benefits of public transit, walking, biking, vanpool, carpool, and using the Get There tool. So that travelers can plan ahead, information about current long-term construction projects throughout the region can also be found in the inserts. Additionally, Cherriots staff can create custom packets with relevant information for a specific organization or target audience.

Priority: Explore Micromobility Options

Bike share

During the past year, the Commuter Options program coordinated several meetings to revisit bike share and micromobility opportunities within the Salem-Keizer region. Meeting attendees included Ian Davidson (Cherriots Board Vice President) and representatives from MWVCOG, ODOT, Alta, City of Salem, and Cascadia Mobility. Alta provided cost estimates of typical bike share planning elements. The potential scope of items include:

- Project management and coordination
- Community outreach
 - Develop outreach plan
 - Public input (focus groups and online survey)
 - Outreach events
- A bike share system plan
 - Bike share demand analysis
 - Equity analysis
 - System plan that covers service area, location of hubs and stations, integration with transit, program size, maintenance plan, and overall cost analysis
- A governance structure and business plan
 - Ridership projections
 - Recommended fare structure
 - Cost/revenue projections for five years
 - Costs for including adaptive bikes to provide access to bike share for people with all types of abilities
 - Recommended services levels that address goals and objectives of the program
 - Implementation plan and timeline
 - Five year pro forma finance plan analysis and realistic phase plan
- A final plan of recommendations

Next steps include another meeting determining each community partner's role, exploring funding opportunities, and discussing different micromobility options that improve access to first/last mile connections.

Priority: Grow Vanpool Subsidy Program

Supported Vans

Cherriots currently supports and subsidizes 37 vanpools traveling in Polk, Marion, and Yamhill counties. The Commuter Options coordinator has been working closely with the vendor, Commute with Enterprise, to promote vanpooling and meet with organizations throughout the Mid-Willamette Valley.

Vans in Get There

To increase access to vanpool information and open seats, the Commuter Options coordinator worked with Alta and Enterprise to update all vanpools listed in the Get There platform.


Priority: Promote Get There Database

The “Get There” Tool is software leased by the Oregon Department of Transportation for the purpose of supporting carpool matching and trip planning. The Cherriots Commuter Options program serves as the regional administrator of the Get There Tool for the Marion, Polk, and Yamhill counties.

Database FY23


Total Members Q4: 14,884


Total Members Q1: 13,185

 **7.2k**
ALTERNATIVE TRIPS

 **157,710.9 mi**
ALTERNATIVE DISTANCE

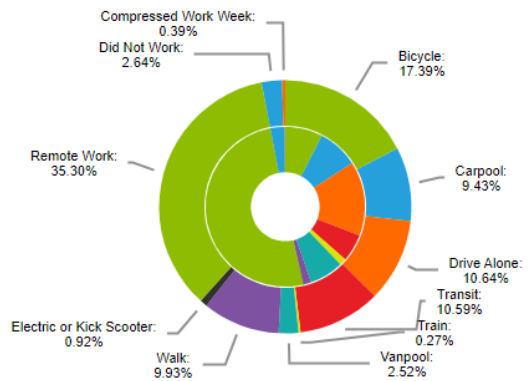
 **57.4 tons**
CO2 REDUCED

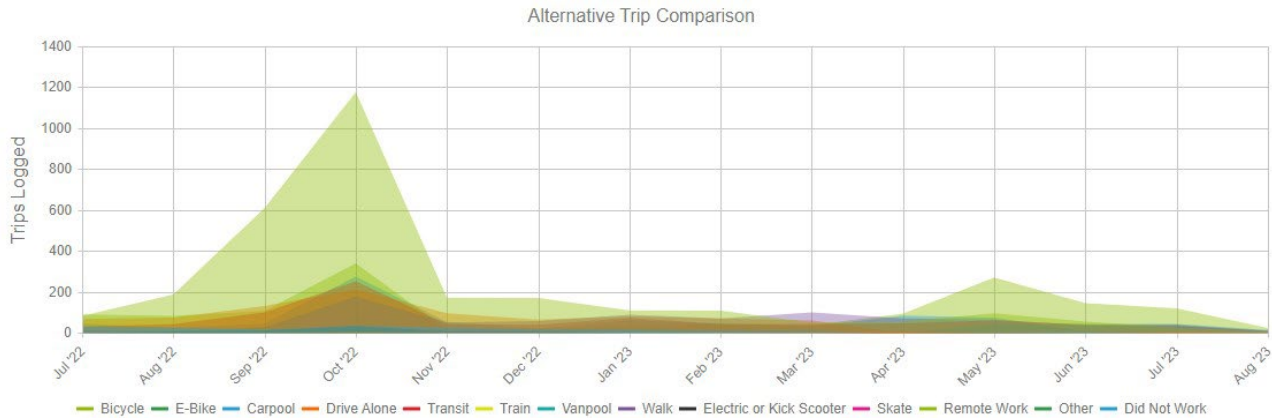
 **\$89k**
MONEY SAVED

 **8.3k**
TOTAL TRIPS

 **192,361.7 mi**
TOTAL DISTANCE

 **1 Million**
CALORIES BURNED





Annual Get There Challenge

The “Get There” Challenge occurs annually for two weeks beginning the first Monday in October. The Commuter Options coordinator supported implementation, promoted participation, and solicited donations of local prizes for the Challenge.

The following local businesses have agreed to be sponsors and have donated prizes for the regional raffle drawings done for the Challenge:

- Scott’s Cycle & Fitness
- The Northwest Hub
- Santiam Bicycle
- Gallagher Fitness Resources
- The Bike Peddler
- Venti’s Cafe
- LifeSource Natural Foods

The ways the statewide challenge will be promoted:

- Cherriots social media platforms
- Cherriots Outreach Committee newsletter and flyer
- Service Integration Meetings
- A presentation at Cherriots General Manager’s Roundtable
- Social media platforms of local sponsors
- ETC network displaying collateral at worksites

May Bike Month Challenge

The Commuter Options coordinator sent communication through the Get There platform and promoted a bike challenge during the month of May. With more than 9,000 bike miles logged and 6,300 pounds of CO2 saved, the challenge was considered a success. The event help to increase awareness of Get There and all of its benefits.

Priority: Improve Access to Transportation Options

TO Strategic Direction

The overall direction is to transform Cherriots Commuter Options from a static information-only to a responsive and integrated program actively involved in the planning and delivery of transportation options programs and services.

The Cherriots Commuter Options program FY24 focus is to:

- Prepare for pending new state requirements and funding opportunities
- Support SAMTD's Long Range Transit Plan and local and regional climate, transportation, land use plans and policies
- Establish and expand its reach to historically marginalized communities

Strategic Themes

Responsiveness

- Adapt to address changing mobility needs/attitudes with Cherriots Commuter Options as a core responsive community service
- Include communities affected by historic transportation disparities and collaborate with community-based organizations (CBOs) serving them
- Prepare the Cherriots Commuter Options program for new state and federal requirements and funding opportunities including:
 1. Oregon Department of Environmental Quality (DEQ) Employee Commute Option (ECO) Rule
 2. Oregon Department of Land Use Conservation and Development's (DLCD) Climate Friendly Areas (CFAs) planning
 3. Oregon Department of Transportation Innovative Mobility Program (IMP)
 4. Climate Office Carbon Reduction Program (CRP)

Integration

- Incorporate commuter options into local and regional transportation land use planning processes
- Apply Commuter Options Programs and services as transit supportive strategies to advance goals of local and regional adopted transportation, climate, and land use plans including:
 1. SAMTD Long Range Transit Plan
 2. Salem Keizer Area Transportation Study (SKATS) Metropolitan Transportation Plan (MTP)
 3. SKATS Metropolitan Transportation Safety Action Plan
 4. Transportation system plans and climate action plans created by local cities and counties

Looking Ahead to FY24

Expand Community Based Organization (CBO) Network

Broaden reach with CBOs and strengthen partnerships to enhance access to Cherriots transportation programs and services for all community members.

Growth of Group Pass Program

Along with Cherriots leadership, the Commuter Options coordinator plans to strategize how the existing parameters of the program can evolve to meet the needs of this post-pandemic work environment.

Micromobility in Salem-Keizer Region

Resume discussions with interested community partners about how Cherriots can help integrate bike share and other micromobility strategies into the Salem-Keizer region.

First and Last Mile Solutions

Commuter Options will continue to explore and strategize how Cherriots can increase access to all commuter options by implementing creative solutions to first and last mile barriers.

Closing Statement

The Commuter Options program looks forward to building upon all work that has been accomplished this past year as Team Cherriots continues to strengthen all of the transportation services and programs the District offers to the communities of Salem, Keizer, and beyond.

Cherriots Commuter Options Program

Strategic Direction 2023-2026





Introduction

During the pandemic, the Cherriots Commuter Options program was an indispensable and critical service for the Salem-area workforce to maintain regional employment, especially for essential workers. Providing timely and accessible telework and transit information highlighted the high value of the program's versatility to meet immediate community mobility needs.

However, a greater awareness of local and regional historic mobility inequities warrants a close look at where the gaps are for transit and transportation options. This plan sets the groundwork to expand access to transportation options such as transit, rideshare, carshare, bikeshare, vanpooling, etc., to increase connections to work, shopping, medical, recreation, school, and civic opportunities.



FY 2023-26

The overall direction is to transform the Cherriots Commuter Options from a static information-only to a responsive and integrated program actively involved in the planning and delivery of transportation options programs and services.

The Cherriots Commuter Options program FY 2023-26 focus is to:

- Prepare for pending new state requirements and funding opportunities
- Support SAMTD's Long Range Transit Plan and local and regional climate, transportation, land use plans and policies
- Establish and expand its reach to historically marginal communities

STRATEGIC THEMES

Responsiveness

- Adapt to address changing mobility needs/attitudes with Cherriots Commuter Options as a core responsive community service
- Include communities affected by historic transportation disparities and collaborate with community-based organizations (CBOs) serving them
- Prepare the Cherriots Commuter Options program for new state and federal requirements and funding opportunities including:
 - Oregon Department of Environmental Quality (DEQ) Employee Commute Option (ECO) Rule
 - Oregon Department of Land Use Conservation and Development's (DLCD) Climate Friendly Areas (CFAs) planning
 - Oregon Department of Transportation Innovative Mobility Program (IMP)
 - Climate Office Carbon Reduction Program (CRP)

Integration

- Incorporate transportation options into local and regional transportation land use planning processes
- Apply transportation options programs, and services as transit supportive strategies to advance goals of local and regional adopted transportation, climate, and land use plans including:
 - SAMTD Long Range Transit Plan
 - Salem Keizer Area Transportation Study (SKATS) Metropolitan Transportation Plan (MTP)
 - SKATS Metropolitan Transportation Safety Action Plan
 - Transportation system plans and climate action plans created by local cities and counties



CORE AUDIENCES FOR FY 2023-26

- Commuters
- Communities
- Jurisdictions



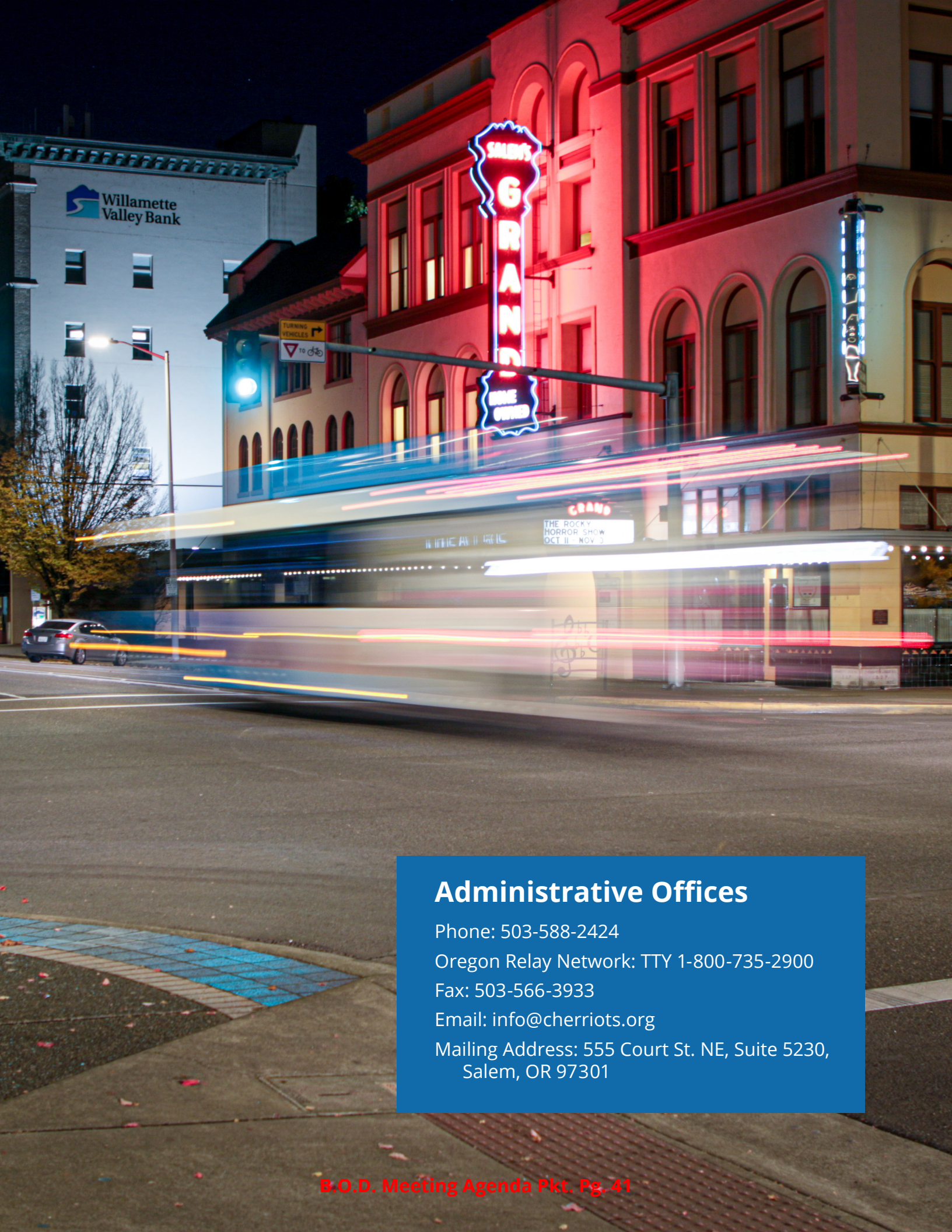
| Goal: Support the Building of Cherriots into a Mobility Integrator | | | | |
|--|---|---|---|--|
| Area | Strategy | Short term actions | Medium term actions | Long term actions |
| Vanpooling | Expand to Seasonal Farm Workers: CBO partners (e.g., Food bank) Marion/ Polk communities not well served by transit | Begin onsite bilingual marketing with CBOs around key target areas. Establish some “tester” or sponsored vanpools in key communities or worksites that offer rides to worksites, colleges, or other key activity centers - Confirm funding resources for expansion - Explore mini grant funding for pilot vanpools for seasonal farm worker | Look into expansion of program into a community van shuttle (micromobility) option at mobility hub demo areas where vans serve more disperse needs (grocery shopping, medical trips) Explore coordination with other Cherriots non-fixed route | Review and expand program as justified |
| Employer Programs | Expand to Orchards/ Farms, WorkSource, etc. | Develop specific programs and informational packets for ETC at non-traditional worksites or training sites | Work with CBOs to integrate housing and farmworker/entry-level worksites ETC program with CTC programs | Expand program to other non-traditional work or training sites |
| Annual Get There | Expand to CBO partners, low-income housing facilities | Establish Get There partners through the CTC Program - Pilot housing developments | Review participation and conduct focus group with CTCs for increased participation | Review and expand program as justified |
| Smart Trips lite | Conducting planning and implement targeted outreach for low-income housing facilities participating in Group Pass Program | Develop policies and programs that offer group pass and trip information to residents in low-income housing facilities | Establish a bus ambassador in coordination with CTC program at each low-income housing facility for individualized trip planning and travel training for residents | Grow program to low-income or marginalized neighborhoods |
| Community Transportation Coordinator Program | Create Community Transportation Coordinators (mirrored after ETC Program) | Meet with CBOs to talk about the CTC program and where to implement | Integrate the CTCs with already established facilities or areas | Grow program to low-income or marginalized neighborhoods |
| Group Bus Pass Program (GPP) | Expand GPP to non-employer sites | Upon UMO launch, pilot GPP at low-income housing facilities as part of CTC program | Coordinate with State, Amtrak and others to develop white paper on costs and implementation pieces associated with GPP Expansion Explore expansion of GPP to include reduced Amtrak fares for eligible participants Implement program with regional marketing campaign and enhanced bus to train coordination | Expand program to other destination communities (e.g., Eugene, Portland, etc.) |

Goal: Enhance Stops and Transit Centers

| Area | Strategy | Short term actions | Medium term actions | Long term actions |
|-------------------------------------|----------------------------------|--|--|--|
| Mobility Hub Feasibility | Apply for IJJA funds | Develop work group with MWCOG to scope out project for costs | Implement pilot mobility hub project in targeted areas including marginalized area/ neighborhoods | Expand program to all neighborhoods |
| Group Bus Pass Program (GPP) | Expand GPP to non-employer sites | Upon UMO launch, pilot GPP at low-income housing facilities as part of CTC program | <p>Coordinate with State, Amtrak and others to develop white paper on costs and implementation pieces associated with GPP Expansion</p> <p>Explore expansion of GPP to include reduced Amtrak fares for eligible participants</p> <p>Implement program with regional marketing campaign and enhanced bus to train coordination</p> | Expand program to other destination communities (e.g., Eugene, Portland, etc.) |

Goal: Build New Partnerships to Enhance Service, Ridership, and Land use/Transit Integration

| Area | Strategy | Short term actions | Medium term actions | Long term actions |
|--|--|--|--|---|
| Build Partnerships with CBOs | Establish regional CBO advisory group | <p>Discuss the viability, policies, and logistics of program implementation</p> <p>Set roll out for each program</p> | Review data and revise programs to address issues and challenges | Discuss expansion to new communities or areas |
| TO jurisdictional representation | Establish a regional transportation options advisory committee | Work the MWCOG to determine composition of group, operating agreements, charter | Work on consistent updates to decision-makers about TO program's performance | |
| Active and multimodal safety campaign | Expand to address areas identified in SKATS Safety Plan | Track and engage in the planning process input on TO support of safety strategies | Coordinate with MWCOG on prioritizing corridors for campaigns | |
| Construction/ Congestion Mitigation | Work with ODOT and MWCOG to identify regionally significant projects | Create TO outreach strategies in coordination with ODOT and City of Salem for 2023-2024 construction projects | Participate in annual regional construction scheduling | |
| DMV Driver at Risk Packets | Expand scope to include all DMW drivers | Coordinate with DMV leadership on providing information on transportation options and safety at local and regional DMV offices | Coordinate with state TO Program development of statewide model | |



Administrative Offices

Phone: 503-588-2424

Oregon Relay Network: TTY 1-800-735-2900

Fax: 503-566-3933

Email: info@cherriots.org

Mailing Address: 555 Court St. NE, Suite 5230,
Salem, OR 97301

Commuter Options FY 23 – Annual Report

Kiki Dohman
Commuter Options Coordinator



Presentation Overview

FY23 Priorities and Outcomes

- Foster active and multimodal safety education and outreach
- Grow vanpool subsidy program
- Promote Get There database
- Improve access to commuter options (FY24)
- Explore micromobility options (FY24)

Fostering Active and Multimodal Safety Education and Outreach



Safety Video

Project with Salem Keizer Public Schools



[Let's watch it!](#)



Salem Station at Gilbert House



Before

Salem Station at Gilbert House



After

Salem Station at Gilbert House



After

Salem Station at Gilbert House



After



Updated Marketing Materials

Goals

- Simplify
- Informational
- Customizable
- Support partnerships



Grow Vanpool Program





Vanpool Program

- 37 vans
- 457 commuters
- 1.96M CO2 saved



Promote Get There Database





Get There Q4 Regional Results

Total Users: 14,884

7.2k
ALTERNATIVE TRIPS

157,710.9 mi
ALTERNATIVE DISTANCE

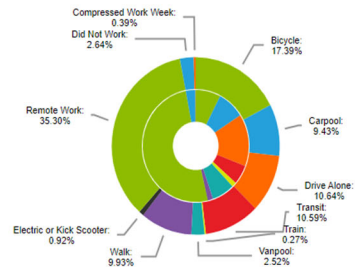
57.4 tons
CO2 REDUCED

\$89k
MONEY SAVED

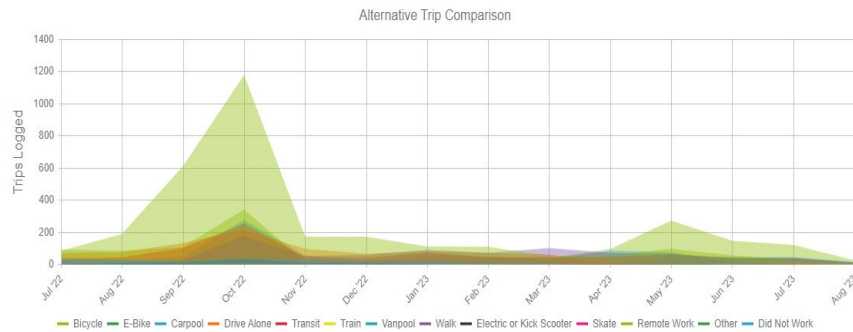
8.3k
TOTAL TRIPS

192,361.7 mi
TOTAL DISTANCE

1 Million
CALORIES BURNED



Get There Q4 Regional Results



Looking Ahead - FY24



Improve Access to Commuter Options

Strategic Direction 2023-2026

Overall goal is to not only transform and elevate the program, but to also increase the access to all of Cherriots commuter options and resources.

Cherriots Commuter Options Program

Strategic Direction 2023-2026

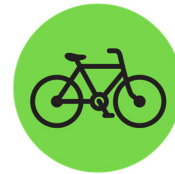




Explore Micromobility

Bike Share

- Meeting with interested community partners to define roles and commitments
- Exploring program models, implementation strategies, and funding opportunities





BOARD MEETING MEMO

Agenda Item XI

To: Board of Directors
From: Allan Pollock, General Manager
Date: August 24, 2023
Subject: Board Member Committee Report

ISSUE

Shall the Board report on their activities and committee assignments as representatives of Salem Area Mass Transit District?

BACKGROUND AND FINDINGS

Board members are appointed to local, regional, or national committees. Board members also present testimony at public hearings on specific issues as the need arises on behalf of SAMTD. Board members may take this opportunity to report committee updates or on any meetings or items of note relating to District business.

| | |
|---|--|
| Subdistrict 1 VACANT | West Salem Business Association |
| Subdistrict 2 Director Navarro | State Transportation Improvement Fund Advisory Committee |
| Subdistrict 3 Director Carney | Salem-Keizer Area Transportation Study (SKATS) |
| Subdistrict 4 Director Hinojos Pressey | |
| Subdistrict 5 Director Davidson | FY27 Service Enhancement Committee Mid-Willamette Valley Council of Governments (MWVCOG) |
| Subdistrict 6 Director Duncan | Diversity, Equity, and Inclusion Committee Mid-Willamette Area Commission on Transportation (MWACT) |
| Subdistrict 7 Director Holmstrom | Community Advisory Committee |



TRANSIT BOARD COMMITTEE MEMBERSHIP

| Group | Role | Board Rep. |
|--|--|---|
| Executive Committee | The president, vice-president, and treasurer serve on the Executive Committee. In the absence of any member, the secretary may attend. The Executive Committee may meet at the discretion of the president to resolve any emergency policy or legislative issue that requires immediate action between regularly scheduled Board meetings. The Executive Committee is subject to the authority of the Board, and none of the acts of the Executive Committee shall conflict with action previously taken by the Board regarding the same subject. To the extent possible, such emergency actions are deferred to a special meeting of the Board. | President Hinojos Pressey Vice President Davidson Treasurer Carney A: Secretary Duncan • SL: GM Allan Pollock |
| Diversity, Equity, and Inclusion (DEI) Subcommittee | Leads the Board's diversity, equity, and inclusion efforts. | Chair Sara Duncan Director Ian Davidson Director Maria Hinojos Pressey • SL: CHRO |
| FY27 Service Enhancement Subcommittee (SES) | The SES will oversee the activities of the Service Enhancement Project and activities surrounding the FY27 Service Enhancement Plan. Meet as determined by the subcommittee chair. | Chair Ian Davidson Director Bill Holmstrom Director Ramiro Navarro Jr. SL: GM Allan Pollock |
| Mid-Willamette Valley Council of Governments (MWVCOG) Board of Directors | A voluntary association of local governments - Marion, Polk, and Yamhill Counties, cities within those counties, several special districts, and the Confederated Tribes of Grand Ronde. MWVCOG coordinates regional planning and development activities; and provides technical assistance and local services tailored to member governments. Meetings are the 3rd Tuesday of March, June, October and December from 3:30-5:30 p.m. The SAMTD Board President typically fills this role. | P: Director Ian Davidson A: Director Sadie Carney • SL: GM Allan Pollock |



TRANSIT BOARD COMMITTEE MEMBERSHIP

| Group | Role | Board Rep. |
|---|---|---|
| Salem/Keizer Area Transportation Study (SKATS) Policy Committee | SKATS is the designated Metropolitan Planning Organization (MPO) for the Salem-Keizer area; and is directed by a Policy Committee. SKATS focuses on transportation planning activities, plans, and studies within the Salem-Keizer urban area for transportation facilities of regional significance. The Policy Committee adopts the long-range regional transportation plan and decides how the federal transportation funds available to the urban area will be spent on transportation projects and programs. Meets the 4th Tuesday of every month from 12:00–1:30 p.m. | P: Director Sadie Carney A: Director Sara Duncan • SL: CPDO Shofi Ull Azum |
| Mid-Willamette Area Commission on Transportation (MWACT) | Advisory to the Oregon Transportation Commission (OTC) on the Statewide Transportation Improvement Program (STIP); prioritizes STIP projects; conducts highway safety studies; hears presentations on issues and developments on all modes of transportation. Meetings are held on the 1st Thursday of the month from 3:30-5:30 p.m., as needed. | P: Director Sara Duncan • SL: CPDO Shofi Ull Azum |
| Statewide Transportation Improvement Fund Advisory Committee (STIFAC) Liaison | The STIFAC prioritizes and recommends projects to the Board acting as the qualified entity for Marion and Polk Counties to be funded by STIF revenues. No set meeting schedule. | P: Director Ramiro Navarro Jr. • SL: CPDO Shofi Ull Azum |
| Community Advisory Committee (CAC) Liaison | Advisory committee to the Board on transit-related issues, and makes recommendations for transit service improvements. Meetings are at 5:30 p.m. on the 3rd Tuesday of the months of February, April, June, August, October & December | P: Director Bill Holmstrom A: Director Ramiro Navarro Jr. • SL: COO Tom Dietz |
| Salem Chamber of Commerce Monthly Forum | The forum features speakers that cover a wide variety of topics designed to build awareness, foster understanding, and spark conversation in the community. It runs from September through May - 2nd Monday of the month at 12:00 p.m. (except for October and November - 1st Monday of the month) | Any one board member as schedule allows • SL: GM Allan Pollock |



TRANSIT BOARD COMMITTEE MEMBERSHIP

| Group | Role | Board Rep. |
|---|---|---|
| Salem Economic Development Corporation (SEDCOR) | Experts speak about timely topics pertinent to business leaders across the spectrum of industries. This is a monthly business lunch held on the 2nd Wednesday at Broadway Commons. | Any one board member as schedule allows • SL: GM Allan Pollock |
| West Salem Business Association (WSBA) | Meetings provide members an opportunity to network, exchange ideas and information, and get updates on association activities. Meetings are held on the 4th Thursday of the month from 11:45 a.m. – 1:00 p.m. at West Salem Roth's. | P: Subdistrict 1 • SL: GM Allan Pollock |