

Salem Area Mass Transit District  
**BOARD OF DIRECTORS MEETING**

Thursday, October 24, 2024 at 5:30 PM

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

**AGENDA**

<b>I. CALL TO ORDER</b>	
<b>A. Note the Attendance for a Quorum</b>	
<b>B. Safety Moment</b>	
<b>II. ANNOUNCEMENTS AND CHANGES TO AGENDA</b>	
<b>III. PRESENTATION(S)</b>	
<b>IV. PUBLIC COMMENT *</b>	
<b>V. CONSENT CALENDAR **</b>	
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<b>B. Routine Business Items</b>	
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<b>IX. GENERAL MANAGER'S REPORT</b>	

X. **BOARD OF DIRECTOR'S REPORT** \*\*\* ..... 36

XI. **ADJOURNMENT**

**Next Board Work Session Date: Thursday, November 14, 2024**  
**Next Special Board Meeting Date: Thursday, November 14, 2024**  
**Next Regular Board Meeting Date: Thursday, December 19, 2024**

**Available meeting formats:**

- In Person: Senator Hearing Room at Courthouse Square, 555 Court Street NE, Salem, Oregon 97301
- Zoom Gov.: Meeting ID: 161 115 6964 | Passcode: 680098  
Go to: <https://cherriots-org.zoomgov.com/j/1611156964?pwd=T0VPaXp3eVJpc0NJWWkxeXJSNnE5dz09>
- 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](mailto: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](mailto:publictestimony@cherriots.org).

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**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](mailto:publictestimony@cherriots.org).



Salem Area Mass Transit District

**Board of Directors Executive Session Minutes**

Mill Creek Conference Room: 555 Court St. NE Suite 5230, Salem, Oregon 97301

**August 15, 2024**

**Attendees:**

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

Staff: General Manager Allan Pollock (5:00 – 5:02 p.m.), CHRO Jaél Rose, and Executive Assistant Kirra Pressey

Guest: Legal Counsel Jean Back (Virtual)

**I. CALL TO ORDER**

President Maria Hinojos Pressey called the Executive session to order at 4:04 p.m. Attendance was noted and a quorum was present.

**II. UNDER THE AUTHORITY OF: ORS192.660(2)(i)**

*To review and evaluate the employment-related performance of the chief executive officer who does not request an open hearing.*

**DISCUSSION:**

The Board reviewed and evaluated the General Manager's Performance Evaluation.

**III. ADJOURN**

President Hinojos Pressey adjourned the meeting at 8:47 p.m.



Salem Area Mass Transit District  
**Board of Directors Meeting**  
**September 26, 2024**

**Index of Board Actions**

<b><u>Action</u></b>	<b><u>Page</u></b>
Approve the Consent Calendar.....	3
<b>A. Approval of Minutes</b>	
1. August 22, 2024 Board of Directors Meeting	
<b>B. Routine Business Items</b>	
1. <del>Appoint Benjamin Slater to position six (6), Youth member, on the committee for an unexpired term beginning 10/1/2024 through 12/31/2025.</del> <b>PULLED.</b>	
2. Authorize the General Manager to execute a contract amendment with Mott MacDonald, LLC, for Engineering Services, for an additional amount of \$246,310 for a total contract amount not-to-exceed \$480,060.	
Authorize the General Manager to execute a contract with Model 1 for the purchase of two (2) category D vehicles for use in the Cherriotics Local fixed route service for an amount not to exceed \$535,260 .....	3
Authorize the General Manager to enter into a contract with Cumming Management Group, Inc. for an amount not to exceed \$111,150 for Climate Action Plan Development Services .....	4

Salem Area Mass Transit District  
**Board of Directors Meeting Minutes**

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

**September 26, 2024**

Full Video of Board Meeting can be accessed at: [https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71iYD\\_YiUu7ABEx92](https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71iYD_YiUu7ABEx92)

**Attendees:**

Board: President Maria Hinojos Pressey, Directors Joaquín Lara Midkiff, Sadie Carney, Ian Davidson, Sara Duncan (left at 5:45 p.m.), and Bill Holmstrom. Absent: Director Ramiro Navarro Jr.

Staff: General Manager Allan Pollock, Deputy General Manager David Trimble, CFO Denise LaRue, CCO Patricia Feeny, CPDO Shofi Ull Azum, COO Tom Dietz, Security and Emergency Management Manager Karen Garcia, Capital and Project Control Manager Melissa Kidd, Benefits and Leave Coordinator Amelia Crawford, Strategic Initiatives Administrator Bobbi Kidd, Commuter Options Coordinator Kiki Dohman, Marketing and Communications Specialist, Tricia McCain, and Executive Assistants Crisandra Williams and Kirra Pressey.

Guest: Latine Bus Wrap Artist Yasmeen Gonzalez and Legal Counsel Jean Back (Virtual)

**I. CALL TO ORDER**

**A. Attendance**

President Hinojos Pressey called the meeting to order at 5:30 p.m.  
Attendance was noted with Director Navarro absent.

**B. Safety Moment**

GM Pollock presented the safety moment, highlighting the following fall safety tips. He emphasized the importance of getting COVID-19 and flu vaccines, washing hands regularly, maintaining preventive health screenings, and ensuring adequate sleep. Pollock also encouraged drinking water instead of sugary or alcoholic drinks, eating a healthy diet, and staying active with at least 150 minutes of moderate activity weekly.

**II. ANNOUNCEMENTS | CHANGES TO THE AGENDA**

President Hinojos Pressey announced that item B.1 was pulled from the Consent Calendar.

**III. PRESENTATION(S)**

**A. Bus Wrap Artists Presentation**

Presenter: Director Duncan

Staff Report: NA

Director Duncan discussed the Heritage Bus Wrap Initiative, highlighting each Bus Wrap and introducing the artist responsible for each design, leading up to the latest

wrap for Latine Heritage. Each artist was given the opportunity to speak. In conclusion, all artists were presented with a Certificate of Appreciation and a card from the Board.

**IV. PUBLIC COMMENT** - None

**V. CONSENT CALENDAR**

Presenter: President Maria Hinojos Pressey

Staff Report: Pg. 4-16

**A. Approval of Minutes**

1. August 22, 2024 Board of Directors Meeting

**B. Routine Business Items**

- ~~1. Community Advisory Committee Appointment~~ **Pulled**
2. Authorize Contract Amendment for Engineering Services

Motion:	<b>Approve the Consent Calendar with the exception of Item B.1.</b>
Motion By:	<b>Director Bill Holmstrom</b>
Second:	<b>President Ian Davidson</b>
Vote:	<b>Motion Passed Unanimously</b>

**VI. ITEMS DEFERRED FROM THE CONSENT CALENDAR** - None

**VII. ACTION ITEMS**

**A. Award of Contract for Category D Vehicles**

Presenter: COO Tom Dietz

Staff Report: Pg17-18

COO Dietz discussed expanding the Cherriots Local fixed-route fleet with two smaller gasoline-powered Category D buses, bringing the total fleet to 70 vehicles. These buses will serve lower-ridership routes, including routes 26 and 27 in West Salem, and may be used on other routes if needed. Staff conducted research to ensure a smooth transition, selecting vehicles with specifications similar to the current fleet. Delivery is expected in Fall/Winter 2025. The contract follows the Oregon State Price Agreement and is included in the FY2024-2025 Capital Projects Budget.

Motion:	<b>Authorize the General Manager to execute a contract with Model 1 for the purchase of two (2) category D vehicles for use in the Cherriots Local fixed route service for an amount not to exceed \$535,260.</b>
Motion By:	<b>Director Joaquín Lara Midkiff</b>
Second:	<b>Director Sadie Carney</b>
Vote:	<b>Motion Passed Unanimously</b>

**B. Award of Contract for Climate Action Plan Development Services**

Presenter: Strategic Initiatives Administrator Bobbi Kidd

Staff Report: Pg. 19-20

Administrator Kidd presented the development of the District's Climate Action Plan. Three bids were received, and after evaluation and interviews, the Source Evaluation Committee (SEC) recommends Cumming Management Group Inc. as the top choice. The firm will work with the District to develop a strategic plan focused on greenhouse gas (GHG) reduction and climate change mitigation. Funding is included in the FY 2025 general fund budget.

Motion:	<b>Authorize the General Manager to enter into a contract with Cumming Management Group, Inc. for an amount not to exceed \$111,150 for Climate Action Plan Development Services.</b>
Motion By:	<b>President Maria Hinojos Pressey</b>
Second:	<b>Director Joaquín Lara Midkiff</b>
Vote:	<b>Motion Passed Unanimously</b>

**VIII. INFORMATIONAL REPORTS**

**A. FY24 Annual Security and Emergency Management Report**

Presenter: Security and Emergency Management Manager Karen Garcia

Staff Report: Pg. 21-29

Security and Emergency Management Manager Garcia presented the FY 2023-24 report, highlighting key security partners, ongoing projects (facilities camera upgrades and Del Webb security improvements), and emergency planning efforts (earthquake preparedness, evacuation drills, and winter operations updates). She also shared data on ordinance warnings, incident reports, police responses, and NTD reportable assaults. FY25 initiatives include establishing a Safety & Security Division, hiring a Chief Safety Officer, and completing the Emergency Operations Plan.

**B. FY24 Annual Performance Report**

Presenter: CPDO Shofi Ull Azum

Staff Report: Pg. 30-50

CPDO Ull Azum presented the FY24 Annual Performance Report, covering July 1, 2023, to June 30, 2024. Key departmental achievements included improved data accuracy in Planning, maintenance of operator staffing and training in Transportation, and 100% compliance with preventive maintenance in Maintenance. Ridership reached 3,228,778, the highest in nearly a decade, driven by the Umo contactless fare system and unified fare structures, resulting in a 128.3% increase in Regional Reduced Fare Month Pass usage. Additionally, the Youth Zero Pass program contributed to a 31.4% increase in youth ridership. Cherriots Local routes achieved an on-time performance of 89.4%, exceeding the 85% target by 4.4%.



**C. FY24 Annual Commuter Options Program Report**

Presenter: Commuter Options Coordinator Kiki Dohman

Staff Report: Pg. 51-74

Commuter Options Coordinator Dohman presented the Commuter Options (CO) Program, which aims to improve awareness and access to transportation options through employer outreach and community engagement. Key priorities for FY24 included fostering active safety education by redesigning the local bike map and producing a video with Salem-Keizer Public Schools to promote safe transportation practices. The program also initiated a feasibility study for shared micromobility services in the Salem-Keizer area, supported 40 vanpools for 211 commuters across Polk, Marion, and Yamhill counties, and improved access to transportation options through the Group Pass Program via the Umo e-fare platform, providing 1,239 rides since February 2024.

**IX. GENERAL MANAGER'S REPORT**

GM Pollock reported that the first electric bus began service on Route 11 today, with three additional test buses entering service in the coming days. The remaining buses will follow once ITS infrastructure is installed and validated. Additionally, he discussed the JCT hearing held last night on the Statewide Transportation Funding Package, where Board President Hinojos Pressey and other stakeholders provided testimony. The JCT's hearings will conclude with stops in Happy Valley and Hillsboro. Lastly, GM Pollock noted he will attend the APTA TRANSform Conference, concluding his role on the executive committee. Deputy General Manager Trimble will serve as GM Pro Tem during his absence, and he will return to the office on October 7th.

**X. BOARD OF DIRECTORS REPORT**

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

**XI. ADJOURN**

President Hinojos Pressey adjourned the meeting at 7:37 p.m.

**Respectfully Submitted**

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**Maria Hinojos Pressey, Board President**



Salem Area Mass Transit District

**Board of Directors Executive Session Minutes**

Mill Creek Conference Room: 555 Court St. NE Suite 5230, Salem, Oregon 97301

**October 10, 2024**

**Attendees:**

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

Staff: General Manager Allan Pollock, Deputy General Manager David Trimble, CELRO Jaél Rose, and CCO Tom Dietz

Guest: Legal Counsel Adam Collier (Virtual) and Legal Counsel Sara Sayles (Virtual)

**I. CALL TO ORDER**

President Maria Hinojos Pressey called the Executive session to order at 5:31 p.m. Attendance was noted and a quorum was present.

**II. UNDER THE AUTHORITY OF: ORS192.660(2)(d)**

*To conduct deliberations with persons designated by the governing body to carry on labor negotiations.*

**III. DISCUSSION**

The Board received a briefing by the Districts labor negotiation team.

**IV. ADJOURN**

President Hinojos Pressey adjourned the meeting at 5:59 p.m.



Salem Area Mass Transit District  
**Board of Directors Special Meeting**  
October 10, 2024

**Index of Board Actions**

<u><b>Action</b></u>	<u><b>Page</b></u>
Adopt Resolution No. 2024-03, approving the list of projects and funding amounts of the 2025-2027 STIF Discretionary projects, as recommended by the STIFAC, and direct the General Manager to submit the Qualified Entity STIF Discretionary funding recommendation to ODOT in accordance with the recommendation by October 22, 2024.....	2-3
Recommend the consideration of the Monmouth / Independence STIF Intercommunity Discretionary Funding Application as a Qualified Entity.....	3

DRAFT

Salem Area Mass Transit District  
**Board of Directors Special Meeting Minutes**  
Senator Hearing Room: 555 Court St. NE, Salem, Oregon 97301  
**October 10, 2024**

Full Video of Board Meeting can be accessed at: [https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71iiYD\\_YiUu7ABEx92](https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71iiYD_YiUu7ABEx92)

**Attendees:**

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

Staff: General Manager Allan Pollock, DGM David Trimble, CFO Denise LaRue, CELRO Jaél Rose, CCO Patricia Feeny, CPDO Shofi Ull Azum, COO Tom Dietz, Capital and Project Control Manager Melissa Kidd Grant and Project Coordinator Matt Marquez, and Executive Assistant Kirra Pressey.

Guest: Avail Technologies Chief Technology Officer Rick Spangler and Avail Technologies Senior Program Manager Vic Kumar

**I. CALL TO ORDER**

**A. Attendance**

President Hinojos Pressey called the meeting to order at 6: 02 p.m.

**B. Safety Moment**

GM Pollock presented the safety moment, emphasizing general office safety practices, including being aware of one's surroundings, not leaving belongings unguarded, using stairs carefully without skipping steps, avoiding working alone, and reporting unsafe situations immediately.

**II. PUBLIC COMMENT - None**

**III. ACTION ITEMS**

**A. Approve STIF Discretionary Applications**

Presenter: CPDO Ull Azum

Staff Report: Addendum A

The Statewide Transportation Improvement Fund (STIF) program, established by House Bill 2017, provides dedicated funding every two years to enhance public transportation in Oregon. The STIF Discretionary fund, which constitutes 5% of all STIF funding, offers a flexible source for capital projects, requiring a 20% local match. The Oregon Department of Transportation (ODOT) opened the solicitation for STIF Discretionary funding on July 11, 2024, with applications due by September 5, 2024. On September 25, 2024, ODOT shared eligible projects with the Salem Area Mass Transit District (District) for Marion and Polk Counties. The STIF Advisory Committee (STIFAC) convened on September 27, 2024, to review two applications: the replacement of ten paratransit vehicles and the East Salem Transit Center preliminary engineering.

Both projects were recommended for funding with equal priority; however, the District prefers to prioritize the paratransit vehicle replacement project.

Motion:	<b>Adopt Resolution No. 2024-03, approving the list of projects and funding amounts of the 2025-2027 STIF Discretionary projects, as recommended by the STIFAC, and direct the General Manager to submit the Qualified Entity STIF Discretionary funding recommendation to ODOT in accordance with the recommendation by October 22, 2024.</b>
Motion By:	<b>President Hinojos Pressey</b>
Second:	<b>Director Sara Duncan</b>
Vote:	<b>Motion Passed Unanimously</b>

**B. Approve Late Addition Application from Monmouth-Independence for STIF Intercommunity Discretionary Funding**

Presenter: CPDO Ull Azum

Staff Report: Addendum B

GM Pollock announced that the District received a late application from Monmouth/Independence for STIF Intercommunity Discretionary Funding. CPDO Ull Azum explained the reasons for the late submission. The application specifies that the funds will be allocated to driver staffing, vehicle maintenance, and program administration for the Monmouth-Independence Trolley. Currently, these responsibilities are managed by the District as a subcontractor. Any required bids or contracts related to the grant will be executed promptly following the award date. The program is expected to run from July 1, 2025, to June 30, 2026, with the intention of securing more permanent funding sources after the pilot program concludes.

Motion:	<b>Recommend the consideration of the Monmouth-Independence STIF Intercommunity Discretionary Funding Application as a Qualified Entity.</b>
Motion By:	<b>Director Ian Davidson</b>
Second:	<b>Director Sara Duncan</b>
Vote:	<b>Motion Passed Unanimously</b>

**IV. ADJOURN**

President Hinojos Pressey adjourned the meeting at 6:24 p.m.

**Respectfully Submitted**

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**Maria Hinojos Pressey, Board President**



Salem Area Mass Transit District  
**Board of Directors Work Session Minutes**

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

**October 10, 2024**

**Attendees:**

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

Staff: General Manager Allan Pollock, DGM David Trimble, CFO Denise LaRue, CELRO Jaél Rose, CCO Patricia Feeny, CPDO Shofi Ull Azum, COO Tom Dietz, Capital and Project Control Manager Melissa Kidd Grant and Project Coordinator Matt Marquez, and Executive Assistant Kirra Pressey.

Guest: Avail Technologies Chief Technology Officer Rick Spangler and Avail Technologies Senior Program Manager Vic Kumar

**I. CALL TO ORDER**

President Hinojos Pressey called the work session to order at 6:27 PM.  
Attendance was noted.

**A. Announcements** – None

**II. PRESENTATION(S) | DISCUSSION(S)**

**A. ITS Project Update**

Presenter: COO Tom Dietz, Avail Technologies Chief Technology Officer Rick Spangler and Avail Technologies Senior Program Manager Vic Kumar.

Staff Report: Pg. 3-5 & Addendum B

CTO Spangler and Senior Program Manager Kumar from Avail Technologies provided an update on the ITS Project, emphasizing the unique advantages Avail brings to the partnership with the District. The ITS implementation includes key technologies like a Computer Aided Dispatch/Automatic Vehicle Location (CAD/AVL) system, data warehousing and business intelligence, VoIP communications over 5G, ADA-compliant next stop announcements, and real-time passenger information via apps and alerts. The project aligns with the District's 2025 Strategic Plan, aiming to meet all ITS goals such as fleet installation and system acceptance. The ITS system is expected to improve safety, provide critical data for analysis and planning, and support long-term needs like electric bus management.

**B. Capital Projects Update**

Presenter: Capital and Project Control Manager Melissa Kidd

Staff Report: Pg. 6-15

Capital and Project Control Manager Kidd provided an update on completed, ongoing, and upcoming capital projects. Key achievements in FY24 included the implementation of Tyler Munis for automated finance and HR processes, deployment of 10 Battery Electric Buses (BEBs) with new charging infrastructure, and completion of several maintenance and facility upgrades. Current projects, such as the South Salem Transit Center (SSTC) and vehicle technology enhancements, are progressing, while 22 projects totaling \$36.4 million are planned for FY25. These include Phase 2 of BEB design, preliminary work on the East Salem Transit Center, a farebox replacement, and cybersecurity improvements, with all projects aimed for completion by June 30, 2025.

**C. STIFAC Update**

Presenter: CPDO Shofi Ull Azum

Staff Report: Addendum A

CPDO Ull Azum provided an update on the 2025-2027 Biennium STIF Formula Funding. The August 2024 forecast shows a \$2.3 million decrease compared to the December 2023 forecast, impacting funding for in-district and out-of-district areas in Marion and Polk counties. Current Public Transportation Service Providers (PTSPs) include the District, the City of Woodburn, the City of Silverton, and West Valley Health. Potential new PTSP applicants include the MI Trolley project in Monmouth and Independence, as well as Canby Area Transit (CAT) and Wilsonville's SMART, requesting \$462,000, \$500,000, and \$60,000 respectively.

The STIF Advisory Committee will review applications on November 1, 2024, and make recommendations to the Board in December. The District faces a funding gap, based on the August 2024 ODOT forecast, of \$2.2 million to maintain current STIF-funded local service levels, with the gap increasing to \$2.5 million if holiday service is upgraded. The gap for maintaining regional service stands at \$84,000.

**GENERAL MANAGER COMMENTS**

**A. Upcoming Board Agenda Items**

**B. Board Calendar Review**

Presenter: GM Pollock

Staff Report: Pg. 16-17

GM Pollock reviewed upcoming agenda and calendar items. President Hinojos Pressey requested that the Board consider moving the December Board Meeting to either December 5th or 19th due to the Transit Initiatives Workshop, which she, Director

Duncan, and GM Pollock will attend. The Board confirmed the December Board Meeting will be held on December 19, 2024.

**III. ADJOURN**

President Maria Hinojos Pressey Adjourned the work session at 8:03 PM.

DRAFT





# BOARD MEETING MEMO

Agenda Item V.B.1

**To:** Board of Directors  
**From:** Kirra Pressey, Executive Assistant  
**Thru:** Allan Pollock, General Manager  
**Date:** October 24, 2024  
**Subject:** Budget Committee Community Member Appointment

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## ISSUE

Shall the Board reappoint Andrew Hickey and Marie Greene to the Budget Committee as community members representing Subdistricts 2 and 4, for an expired term, ending June 30, 2027?

## BACKGROUND AND FINDINGS

There are two community member vacancies on the Budget Committee representing Subdistricts #2 and #4. District Bylaws provide for filling vacancies on the committee at the discretion of the Board as follows:

- a. A qualified Elector must be a registered voter, 18 years of age or older who resides within the District boundaries, preferably within the subdistrict to be appointed to.
- b. The board member representing the subdistrict of the vacancy may recommend to the board, the appointment of a qualified elector. The board then moves to accept or reject that appointment; or
- c. The board member representing the subdistrict of the vacancy may call for applications for the community member position(s) on the budget committee.

Both Andrew Hickey (Subdistrict 2) and Marie Greene (Subdistrict 4) were asked to serve an additional term as community members; both have agreed to do so.

## FINANCIAL IMPACT

None.

## RECOMMENDATION

Director Ramiro Navarro Jr. recommends the Board reappoint Andrew Hickey to the Budget Committee as a community member representing Subdistrict #2 for a term, ending June 30, 2027.

President Hinojos Pressey recommends the Board reappoint Marie Greene to the Budget Committee as a community member representing Subdistrict #4 for a term ending June 30, 2027.

**PROPOSED MOTION**

**I move the Board reappoint community members Andrew Hickey, representing Subdistrict #2 and Marie Greene, representing Subdistrict #4, to the Budget Committee for a term ending June 30, 2027.**



## Salem Area Mass Transit District BUDGET COMMITTEE ROSTER

**Subdistrict: Board Member:**

- 1 Joaquín Lara Midkiff**  
Term Expires: 6/30/2027\*
- 2 Ramiro Navarro**  
Term Expires: 6/30/2025
- 3 Sadie K. Carney**  
Term Expires: 6/30/2027
- 4 Maria Hinojos Pressey**  
Term Expires: 6/30/2025
- 5 Ian Davidson**  
Term Expires: 6/30/2027
- 6 Sara Duncan**  
Term Expires: 6/30/2025
- 7 Bill Holmstrom**  
\* Term Expires: 6/30/2027

**Community Member:**

- Nick Fortey**  
Appointed: 4/27/2023\* Expires: 6/30/2025
- Andrew Hickey**  
Appointed: 10/24/2024 Expires: 6/30/2027
- Kathy Lincoln**  
Appointed: 12/17/2020\* Expires: 6/30/2025
- Marie Greene**  
Appointed: 10/24/2024 Expires: 6/30/2027
- Carl F. Garner**  
Appointed: 12/12/2019 Expires: 6/30/2025
- Ashley Carson Cottingham**  
Reappointed: 10/26/2023 Expires: 6/30/2026
- Sheronne Blasi**  
Reappointed: 10/26/2023 Expires: 6/30/2026

**Budget Officer**

**Allan Pollock**, General Manager / CEO  
Phone: (503) 588-2424 | (503) 566-3933  
Email: allan.pollock@cherriotics.org

**Denise LaRue**, Chief Financial Officer  
Phone: (503) 588-2424 | (503) 361-7542  
Email: denise.larue@cherriotics.org

**Budget Committee Email:** publictestimony@cherriotics.org

\* **Unexpired Term**



## BOARD MEETING MEMO

Agenda Item V.B.2

**To:** Board of Directors  
**From:** Denise LaRue, Chief Financial Officer  
**Thru:** Allan Pollock, General Manager  
**Date:** October 24, 2024  
**Subject:** FY 2025-26 Budget Calendar

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### ISSUE

Shall the Board adopt the proposed Budget Calendar for the FY2025-26 budget preparation?

### BACKGROUND AND FINDINGS

Pursuant to Oregon Budget Law, the FY2025-26 budget must be adopted by the Board no later than June 30, 2025, in order for the District to continue to operate.

As required under Oregon Budget Law, the Board selects a budget committee to review and approve a proposed budget. Prior to the first Budget Committee meeting, a notice of the meeting must be published in two different sources at least 10 days before the meeting.

Orientation for new Budget Committee members may be scheduled during the month of April by notifying the General Manager or Executive Assistant. Finance staff will then set up mutually convenient meeting date(s) and time(s) to cover the basic duties of the committee.

The work of the Budget Committee begins at the first meeting proposed for Tuesday, May 6, 2025. At this meeting, the Budget Committee receives the proposed budget presented by the General Manager. During this, and any subsequent meetings, the committee reviews and ultimately approves the budget. The Budget Committee is scheduled for three meetings starting at 5:30 PM on May 6, May 7, and May 8 (if needed).

The Budget Committee will present the approved budget to the Board at the June 26, 2025 Board meeting, and the Board will hold a Budget Hearing. Prior to that meeting, the District is required to publish a summary of the budget, along with a notice of the budget

hearing, between 5 and 30 days prior to the board meeting. This publication will occur the week of May 26, 2025.

### **FINANCIAL IMPACT**

None.

### **RECOMMENDATION**

Staff recommends adoption of the proposed FY2025-2026 Budget Calendar.

### **PROPOSED MOTION**

**I move that the Board adopt the proposed FY2025-2026 Budget Calendar.**

Salem Area Mass Transit District

**BUDGET CALENDAR**

Fiscal Year 2025-2026

Day	Date	Time	Responsible	Activity
Thursday	October 24, 2024	5:30 PM	Finance	Board adopts FY 2025-2026 Budget Calendar (for FY 2025-26 Budget Process)
Mon - Fri	Week of April 14, 2025		Finance	Publish Notice of Budget Committee Meeting at least 10 days prior
Wednesday	April 16, 2025		Executive Leadership Team	SAMTD Executive Leadership Team approves draft for Budget Committee consideration
Mon - Fri	Month of April, 2025		Finance	Budget Committee Orientation with Committee members upon request
Tuesday	May 6, 2025	5:30 PM	Senior Leadership Team	First Budget Committee Meeting - <ul style="list-style-type: none"> <li>• Election of Officers &amp; Budget Message</li> <li>• Deliberation &amp; Approval</li> </ul>
Wednesday	May 7, 2025	5:30 PM	Senior Leadership Team	Second Budget Committee Meeting - (if necessary) <ul style="list-style-type: none"> <li>• Deliberation &amp; Approval</li> </ul>
Thursday	May 8, 2025	5:30 PM	Senior Leadership Team	Third Budget Committee Meeting - (if necessary) <ul style="list-style-type: none"> <li>• Deliberation &amp; Approval</li> </ul>
Tues - Fri	Week of May 26, 2025		Finance	Publish Budget Summary and Notice of Budget Hearing (5-30 Days Prior)
Thursday	June 26, 2025	5:30 PM	Budget Committee	Board holds Budget Hearing
Thursday	June 26, 2025	5:30 PM	Board	Board adopts FY2025-26 Budget, makes appropriation, levies taxes
Mon - Fri	Week of July 7, 2025		Finance	Adopted budget and levy certification form due to County Assessors (submission required by July 15, 2025)



**To:** Board of Directors

**From:** Kiki Dohman, Commuter Options Program Coordinator  
Shofi Ull Azum, Chief of Planning and Development

**Thru:** Allan Pollock, General Manager

**Date:** October 24, 2024

**Subject:** Authorize the General Manager to Execute a Contract with EAN Holdings, LLC for Vanpool Services

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## ISSUE

Shall the Board authorize the General Manager to execute a one-year contract with two one-year option years with EAN Holdings, LLC for vanpool services for an amount not to exceed \$975,000?

## BACKGROUND AND FINDINGS

The Salem Area Mass Transit District (District) contracts with EAN Holdings, LLC to provide vanpool services to Marion, Polk, and Yamhill County. Vanpools are organized and subsidized by the Districts Commuter Options program. By providing this service, the District increases access to employment sites that are beyond the fixed-route transit system with an affordable commuter option. Thus, making the District the region's primary mobility integrator that delivers valued mobility options that inspire community pride. In addition, this program is helping the District to achieve its sustainability goals by reducing CO2 emissions and mitigating traffic congestion by decreasing the number of drive-alone trips taken.

The District has maintained an arrangement with EAN Holdings, LLC for vanpool services since 2010. EAN Holdings, LLC has consistently delivered reliable vanpool services to the District's service area throughout the duration of the arrangement. EAN Holdings, LLC serves as the exclusive provider of vanpool services for the state of Oregon. The pricing offered by EAN Holdings, LLC remains consistent with the independent cost evaluation conducted before the renewal and will support the District's desired growth for the vanpool program.

## FINANCIAL IMPACT

The total cost of this new agreement, spanning from FY25 to FY27, amounts to \$975,000.

	Year 1	Option Year 2	Option Year 3
Cost	\$325,000	\$325,000	\$325,000
<b>Total</b>	<b>\$325,000</b>	<b>\$650,000</b>	<b>\$975,000</b>

Funding for this proposed contract will be allocated from the Commuter Options STBG grant funds for FY25 and will be included in subsequent annual budgets.

## RECOMMENDATION

Staff recommends the Board authorize the General Manager to execute a one-year contract with two one-year option years with EAN Holdings, LLC vanpool services for an amount not to exceed \$975,000.

## PROPOSED MOTION

**I move that the Board authorize the General Manager to execute a one-year contract with two one-year option years with EAN Holdings, LLC for vanpool services for an amount not to exceed \$975,000 (nine hundred seventy-five thousand dollars).**





# BOARD MEETING MEMO

Agenda Item VIII.A

**To:** Board of Directors  
**From:** Seth Hamlin, Customer Service Manager  
Patricia Feeny, Chief Communications Officer  
**Thru:** Allan Pollock, General Manager  
**Date:** October 24, 2024  
**Subject:** Enhancing Rider Experience: Electronic Fare System Update

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## ISSUE

Shall the Board accept this presentation on the Salem Area Mass Transit District's (District) electronic fare system?

## BACKGROUND AND FINDINGS

The District launched Umo on August 1, 2023, coinciding with the introduction of universal fares across Cherriots Local and Regional services. The District joined other Oregon transit agencies using Umo, including, Lane Transit District; Rogue Valley Transportation District and Cascades East Transit. The introduction of Umo has provided riders with more convenient and flexible fare payment options, aligning with the District's goals of improving service efficiency and accessibility.

Here's are some highlights:

### Implementation and Features

- Account-based ticketing allowing direct account management
- Fare capping and group pass program
- Flexible fare structure
- Data access for planning and fare collection measurement

### Payment Options

- Mobile app
- Reloadable smartcards
- Paper tokens with QR codes (for cash-paying customers)

### **Accessibility and Equity**

To ensure equitable access, Umo provides options for unbanked individuals:

- Cash can be used to purchase paper tokens or load tap cards at Cherriots Customer Service
- Fare capping is implemented to benefit frequent riders and low-income users.

### **Total net sales have reached \$441,400**

- Bankcard 57 percent
- Apple Pay/Google Pay 22 percent
- Cash 15 percent
- Agency Accommodate 3 percent
- Check 1 percent
- Voucher 1 percent

This update demonstrates the successful implementation of Umo and its positive impact on our fare collection system. We will continue to monitor its performance and work toward increasing adoption and enhancing features to better serve our riders.

### **FINANCIAL IMPACT**

None.

### **RECOMMENDATION**

For information only.

### **PROPOSED MOTION**

**None.**



# Cherriots & Umo Program Review

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Cubic Transportation Systems, Inc. | Proprietary and Confidential

## Agenda

- Goal Overview
- Program Spotlight
- Looking Forward!



# Goal Overview



## Goals for EFC

Cherriots' Targets for Electronic Fare Collection

Objectives Outlined in RFP	Program to Date
<ul style="list-style-type: none"> <li>• Provide EFC with a flexible fare structure, fare capping and group pass programs</li> <li>• Create more ways for passengers to pay</li> <li>• Provide data for planning and fare collection measurement</li> <li>• Optimize efficiency – by improving the boarding process</li> <li>• Support an account-based system</li> <li>• Easy to manage for SAMTD staff</li> </ul>	<ul style="list-style-type: none"> <li>• Cherriots and Umo have already successfully implemented fare capping and a group pass program.</li> <li>• The platform has made it easier for passengers to ride!</li> <li>• Cherriots has access to standard and advanced reporting with a wide range of variables related to fare data through AMS.</li> <li>• The platform is account based and allows for direct account management.</li> <li>• Each Cherriots' team member has custom access to the portals to help support their job functions and make it easy to manage the work they need to finish.</li> </ul>

# Program Spotlight



## Sales Snapshot

August 1, 2023 thru September, 2024



**\$730.5K  
NET SALES**



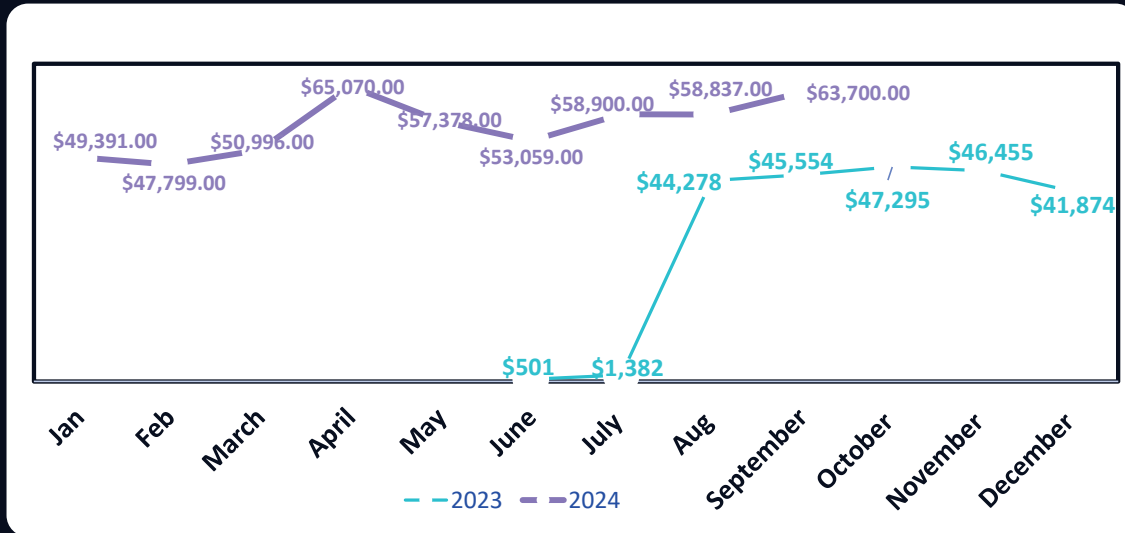
**98.8K  
FARES SOLD**



**122%  
YOY Growth**



# Sales YoY

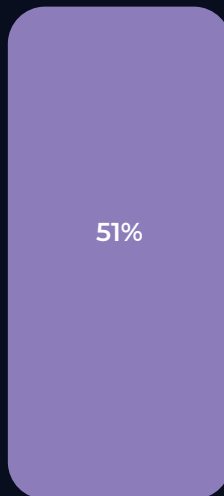


# Sales by Channel

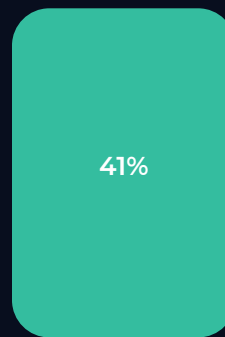
Program to date

- ✓ YOY Change
  - Mobile: Up 154%
  - Cherriots: Up 90%
  - UmoPass.com: Up 112%

## Mobile



## Cherriots



## UmoPass.com



## Autoload





# Sales by Payment Type

2% Check

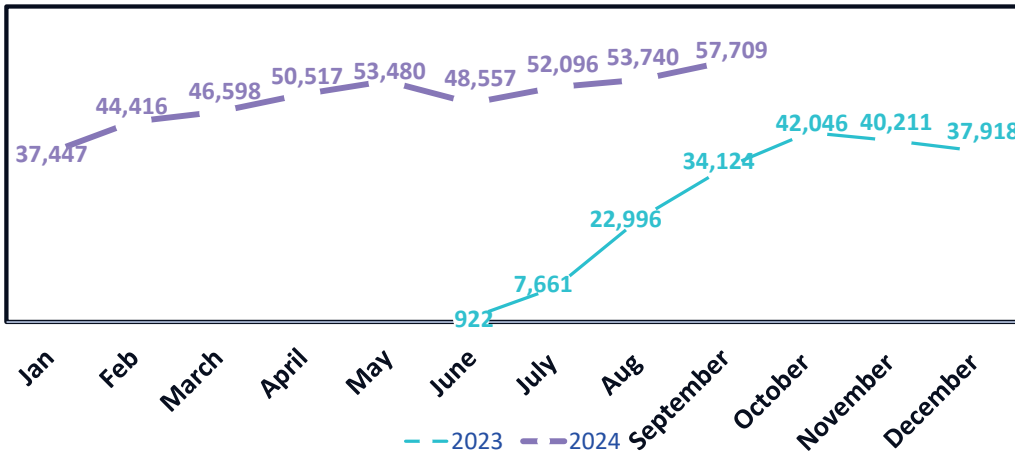
15% Cash

22% Apple Pay/Google Pay

72% Bankcard



# Boarding Transactions

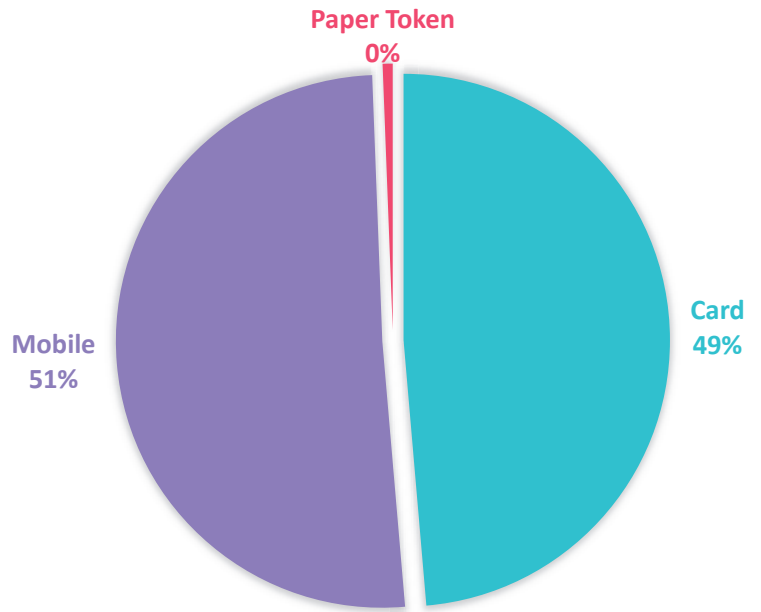


- ✓ Up 139% YOY overall
- ✓ YOY
  - ✓ Aug: 134%
  - ✓ Sept: 69%



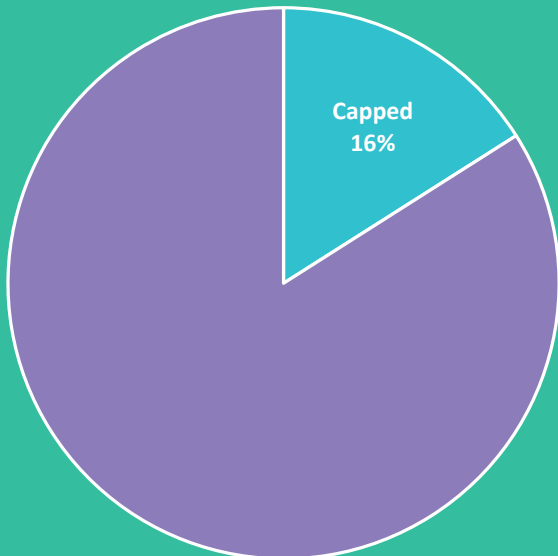
# Boardings by Fare Media

- ✓ YOY % Change
  - Card up 119%
  - Mobile Up 182%



# Fare Capping Stats

Program to date



**99,782**  
**Umo fares capped**

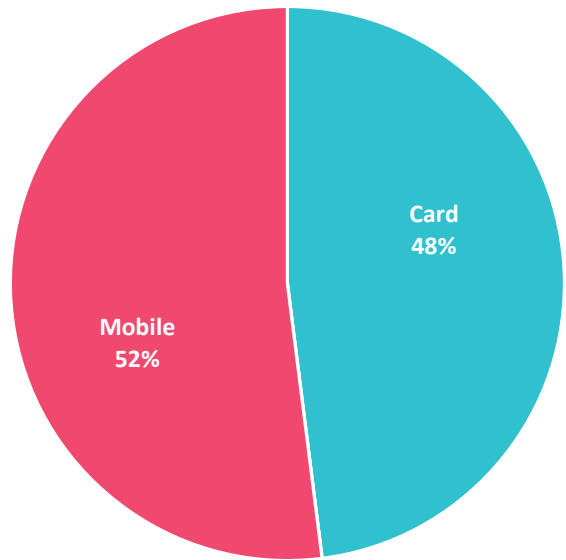
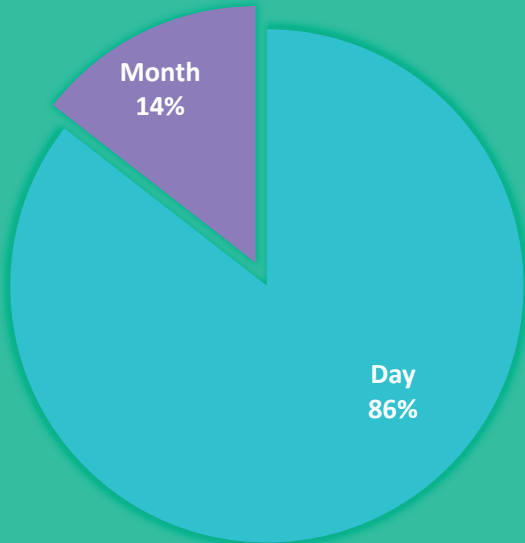


**630,005**  
**Total Umo Transactions**





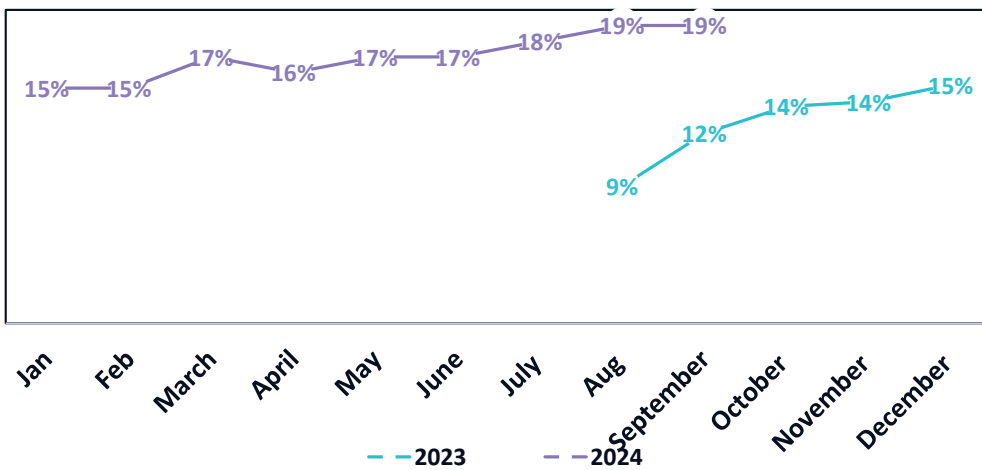
# Fare Capping Breakdown



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# YOY Adoption



- ✓ 2024 adoption reached a high of 19%
- ✓ Adoption has levelled out
- ✓ Focus moving forward:
  - Resellers/Partners
  - Migration towards Umo

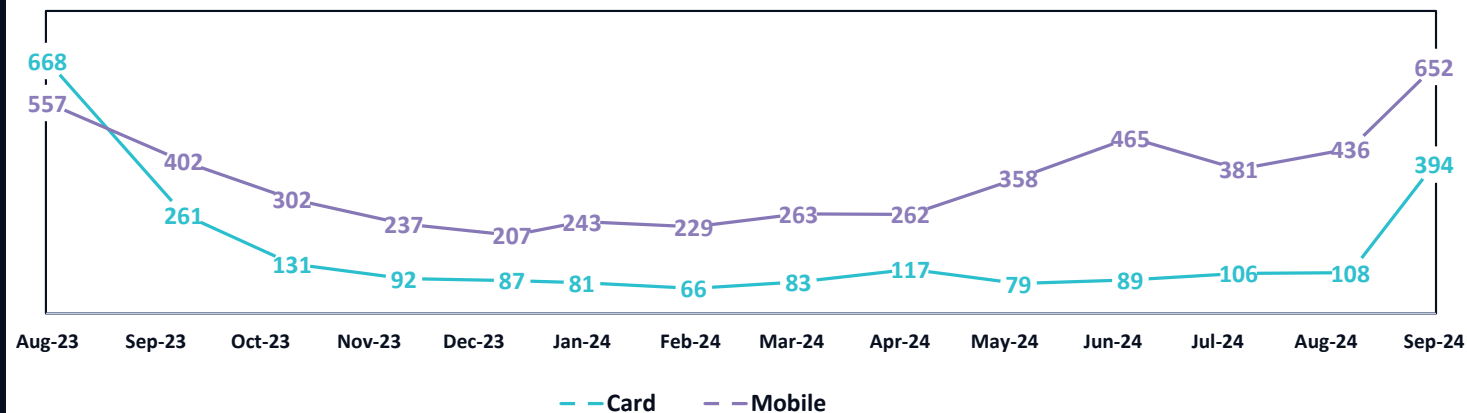


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# New Accounts



## User Snapshot

Program to Date



**66.9**  
Avg. Transaction p Account



**7.3k**  
Unique accounts seen



**64.5%**  
boarding by registered users





# Mobile Metrics



6.3k  
Active App Users



57% iOS  
43% Android



98% English  
2% Spanish



# Goals

Moving forward, where do we want to go?

Goals 2024-2025	Future action
Community Outreach	<ul style="list-style-type: none"> <li>Public outreach campaign informing community on Umo</li> <li>Create user testimonials on how easy it is to use Umo</li> </ul>
Open Payments	<ul style="list-style-type: none"> <li>VAL100 device in certification process currently with Fiserv</li> </ul>
Adoption	<ul style="list-style-type: none"> <li>Create a system to show increased adoption rates               <ul style="list-style-type: none"> <li>Target to see 15% growth</li> </ul> </li> </ul>



**To:** Board of Directors  
**From:** Allan Pollock, General Manager  
**Date:** October 24, 2024  
**Subject:** Board Member Committee Report

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**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 the District. Board members may take this opportunity to report committee updates or on any meetings or items of note relating to District business.

Subdistrict 1 Joaquín Lara Midkiff	West Salem Business Association
Subdistrict 2 Director Navarro	State Transportation Improvement Fund Advisory Committee (STIFAC)
Subdistrict 3 Director Carney	Salem-Keizer Area Transportation Study (SKATS) Legislative Committee
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 MWVCOG Regional Rail Advisory Board

**FINANCIAL IMPACT**

None.

**RECOMMENDATION**

For informational only.

**PROPOSED MOTION**

**None.**