



**SALEM AREA MASS TRANSIT DISTRICT**  
**BOARD OF DIRECTORS MEETING AGENDA PACKET**

Thursday, January, 23, 2025 at 5:30 p.m.

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

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**Available meeting formats:**

**In Person:** *Senator Hearing Room, 555 Court Street NE, Salem, Oregon 97301*

**Zoom Gov:** **Meeting ID:** 161 115 6964 | **Passcode:** 680098

**Link:** <https://cherriotics-org.zoomgov.com/j/1611156964?pwd=T0VPaXp3eVJpc0NjWWkxeXJSNnE5dz09>

**One Tap Mobile:** +16692545252,,1611156964#,,,,\*680098# US

**Landline Phone:** +1 669 254 5252 US

**Live Stream:** <https://www.capitalcommunitymedia.org/all>

**Comcast Channel 21**

**Public Comment:** Community members may provide comments on transit-related matters during the meeting, with a three-minute time limit per speaker. Comments can be submitted in writing, by email, in person, or via ZoomGov. Written comments received by 12:00 P.M. on the meeting day will be included in the official record.

**Email:** [Board@cherriotics.org](mailto:Board@cherriotics.org)

**Mail: Attn:** District Board of Directors, 555 Court St. NE, Suite 5230, Salem, OR 97301

**Consent Calendar:** Routine items are adopted collectively through a single motion unless a Director requests to remove an item. Any item withdrawn for discussion will be addressed after the Consent Calendar is approved.

**Board of Director Report:** Board members report on transit-related issues, including committee participation, community outreach, and special projects representing the District.

**Closed Captioning (CC):** ZoomGov's live streaming platform offers Closed Captioning (CC) to enhance viewer participation, though translations may not always be accurate.

**Alternative Formats:** ASL services and alternate formats for individuals with limited English proficiency are available with 48 hours' notice. Requests can be made by contacting the Clerk at 503-588-2424 or through TTY via Oregon Relay Services at 1-800-735-2900 (or 711). Office hours are Monday–Friday, 8:00 AM to 5:00 PM.

**Electronic Copies:** Agenda packets are available at <https://www.cherriotics.org/meetings/>.

**Email Distribution List:** To join the District's public meeting distribution list, email the Clerk of the Board at [publictestimony@cherriotics.org](mailto:publictestimony@cherriotics.org).



**Formatos de reunión disponibles:**

**En persona:** Senator Hearing Room, 555 Court Street NE, Salem, Oregón 97301

**Zoom Gov: Meeting ID:** 161 115 6964 | **Código de acceso:** 680098

**Link:** <https://cherrriots-org.zoomgov.com/j/1611156964?pwd=T0VPaXp3eVJpc0NjWWkxeXJSNnE5dz09>

**One Tap Mobile:** +14154494000,,1611156964#,,,,\*680098# US

**Teléfono fijo:** +1 +1 415 449 4000 US

**Transmisión en directo:** <https://www.capitalcommunitymedia.org/all>

**Comcast Canal 21**

**Comentarios del público:** Los miembros de la comunidad pueden hacer comentarios sobre asuntos relacionados con el tránsito durante la reunión, con un límite de tiempo de tres minutos por orador. Los comentarios pueden presentarse por escrito, por correo electrónico, en persona o a través de ZoomGov. Los comentarios por escrito recibidos antes de las 12:00 p.m. del día de la reunión se incluirán en el acta oficial.

**Correo electrónico:** [Board@cherrriots.org](mailto:Board@cherrriots.org)

**Correo postal:** District Board of Directors, 555 Court St. NE, Suite 5230, Salem, OR 97301

**Calendario de Consentimiento:** Los puntos de rutina se adoptan colectivamente mediante una sola moción, a menos que un Director solicite retirar un punto. Cualquier punto retirado para ser debatido se tratará después de la aprobación del Calendario de Consentimiento.

**Informe del Consejo de Administración:** Los miembros de la Junta Directiva informan sobre temas relacionados con el tránsito, incluida la participación en comités, la extensión a la comunidad y los proyectos especiales que representan al Distrito.

**Subtítulos (CC):** La plataforma de retransmisión en directo de ZoomGov ofrece subtítulos (CC) para mejorar la participación de los espectadores, aunque es posible que las traducciones no siempre sean precisas.

**Formatos alternativos:** Los servicios de ASL y formatos alternativos para personas con dominio limitado del inglés están disponibles con 48 horas de antelación. Las solicitudes se pueden hacer poniéndose en contacto con el Secretario en el 503-588-2424 o a través de TTY a través de Oregon Relay Services en el 1-800-735-2900 (o 711). El horario de oficina es de lunes a viernes, de 8 de la mañana a 5 de la tarde.

**Copias electrónicas:** Los paquetes del orden del día están disponibles en <https://www.cherrriots.org/meetings/>.

**Lista de distribución por correo electrónico:** Para inscribirse en la lista de distribución de reuniones públicas del Distrito, envíe un correo electrónico al Secretario de la Junta a [publictestimony@cherrriots.org](mailto:publictestimony@cherrriots.org).



## AGENDA

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- 1. CALL TO ORDER**
  - A. Note of Attendance for a Quorum
  - B. Safety Minute
  - C. Announcements | Changes to Agenda
  
- 2. PRESENTATIONS**
  - A. Customer Satisfaction and Community Value Survey Presentations ..... 4
  
- 3. PUBLIC COMMENT**
  
- 4. CONSENT CALENDAR**
  - A. Approval of Minutes
    - i. December 19, 2024 Board Meeting ..... 33
    - ii. January 9, 2025 Board Work Session ..... 40
  - B. Routine Business Items - None
  
- 5. ITEMS DEFERRED FROM CONSENT CALENDAR**
  
- 6. ACTION ITEMS**
  - A. Approve 2025 Legislative Agenda ..... 42
  - B. Award of Contract for Comprehensive Operational Analysis (COA) Project ..... 47
  
- 7. INFORMATIONAL REPORTS**
  - A. Mobility Reimagined Outreach Brief ..... 49
  
- 8. REPORTS**
  - A. General Manager
  - B. Board of Directors ..... 51
  
- 9. ADJOURN**

**NEXT MEETING: FEBRUARY 27, 2025 at 5:30 p.m.**



**To:** Board of Directors  
**From:** Patricia Feeny, Chief Communications Officer  
**Thru:** Allan Pollock, General Manager  
**Date:** January 23, 2025  
**Subject:** Community Value and Customer Satisfaction Surveys

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## ISSUE

Shall the Board receive the results of the Customer Satisfaction Survey and the Community Value Survey?

## BACKGROUND AND FINDINGS

In November 2024, we continued our collaboration with ETC Institute to conduct two key surveys:

- Customer Satisfaction Survey
- Community Value Survey

These comprehensive assessments remain vital tools for measuring our service delivery effectiveness and understanding our evolving community impact.

The Customer Satisfaction Survey again exceeded our baseline target of 400 bus customer responses. Through ETC's professional survey team, we gathered detailed insights into rider patterns, preferences, and motivations via in-person interviews conducted on buses, at transit centers, and bus stops. The team maintained our high data quality standards through immediate post-survey validation with participants.

The Community Value Survey successfully reached a representative sample of households across our service area through a multi-channel approach. Residents received mailed surveys with explanatory cover letters and prepaid return envelopes, along with the option to complete the survey online. This comprehensive feedback will directly inform our strategic planning process and help ensure our services continue to align with community needs.

ETC Institute's CEO, Chris Tatham, will present the detailed findings during tonight's meeting.



Note: This completes the fourth wave of surveys. The first two waves were performed by TransPro and these last two waves were performed by ETC. The survey data provides valuable trending data to guide our service improvements and strategic planning efforts.

**FINANCIAL IMPACT**

None

**RECOMMENDATION**

For information only

**PROPOSED MOTION**

**None**

# 2024 CUSTOMER SATISFACTION AND COMMUNITY VALUE SURVEYS



**Since 2011, ETC Institute Has Surveyed More Than 3,500,000 People for More Than 1,200 government agencies on 4 continents!**

**ETC Institute is the Leader in Market Research for State and Local Governments. Clients include 29 of the 35 largest public transit systems in the United States**

*For more than 35 years, our mission has been to help local governments gather and use survey data to make better decisions.*



# 5 THINGS TO REMEMBER



1. **Most residents of the Salem area think Cherriots provides value to the Community:** 96% of LIFT Customers, 92% of Bus Customers, and 85% of community members surveyed.
2. **Cherriots is setting the standard for service delivery**
  - Cherriots' customer satisfaction ratings are above the National Average in **all** areas and have mostly improved from last year's great results
3. The majority of Cherriots' customers would like funding for Cherriots to increase over the next five years
4. There are some opportunities for improvement
5. Residents feel that Cherriots can take them to all of the important places they need to go



## AGENDA

### OVERVIEW OF SURVEYS

#### PART 1: CUSTOMER SATISFACTION SURVEY

- Methodology
- Characteristics of Riders
- Comparisons to National Averages/2023
- Opportunities for Improvement
- Net Promoter Score

#### PART 2: COMMUNITY VALUE SURVEY

#### SUMMARY

#### QUESTIONS

# PART 1: CUSTOMER SATISFACTION SURVEY



## METHODOLOGY Bus Survey



- The survey was administered from November 4<sup>th</sup> to November 12<sup>th</sup>, 2024
- Surveys were conducted onboard buses, at Cherriots transit centers, and at bus stops
- 50% of ETC's survey staff were bilingual Spanish speakers, and each surveyor was equipped with Spanish surveys
- The sample goal for the survey was 400 (320 Weekday, 80 Weekend), which is +/- 4.9% at the 95% confidence level
- Each route in the Cherriots system was sampled in proportion to their September 2024 average daily ridership

## METHODOLOGY

### LIFT Paratransit Survey



- Survey administration took place in November 2024
- ETC used a combination of mail, text messages, and emails
- Survey was conducted in both English and Spanish
- The sample goal for the survey was 200

# MAJOR FINDING #1: CHERRIOTS RIDERSHIP IS DIVERSE

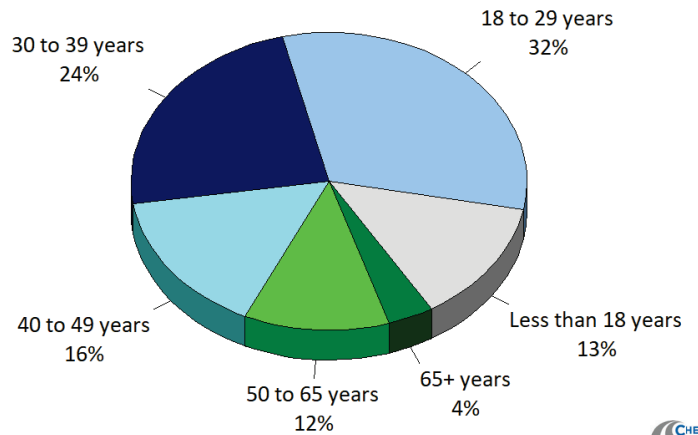
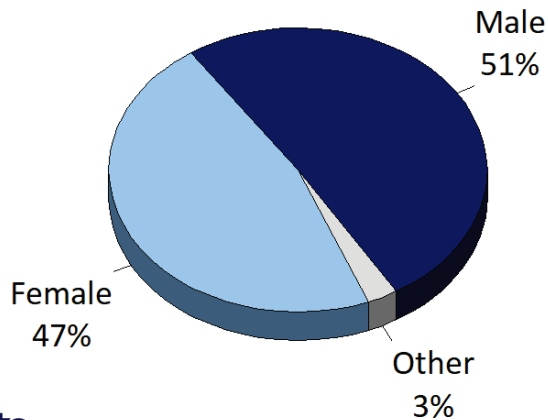


# GENDER And AGE

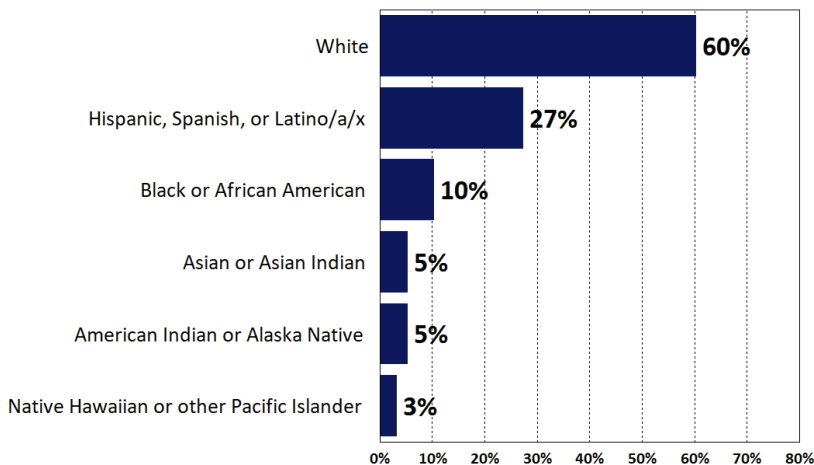


**Gender:** 51% of Bus customers were MALE

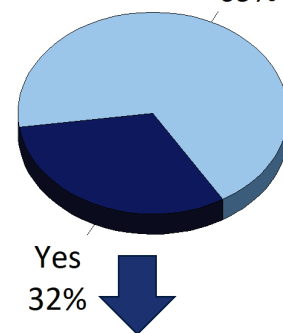
**Age:** 45% of Bus customers were UNDER AGE 30



# RACE / ETHNICITY & LANGUAGE: Cherriots Ridership is Diverse



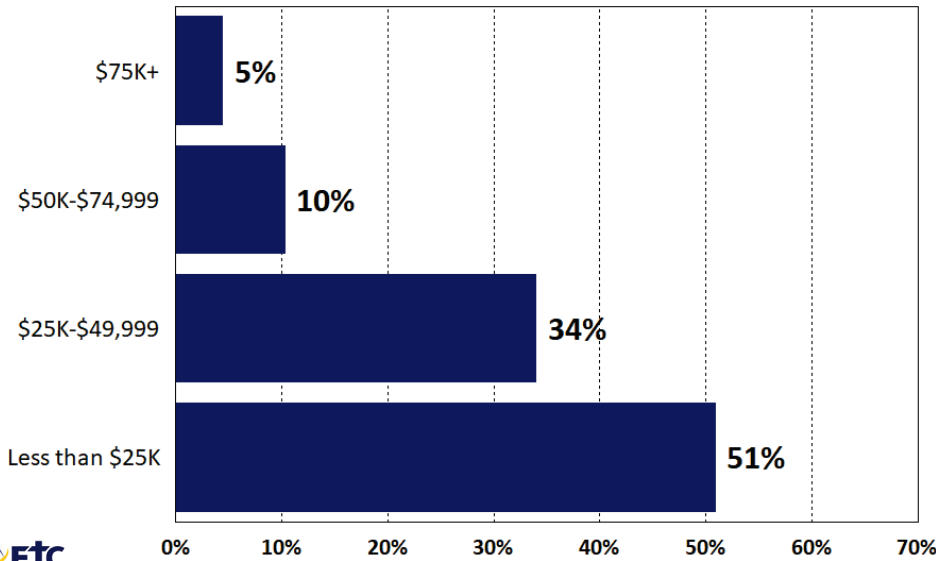
Do you speak a language other than English at home?



**76% Speak Spanish**



# HOUSEHOLD INCOME

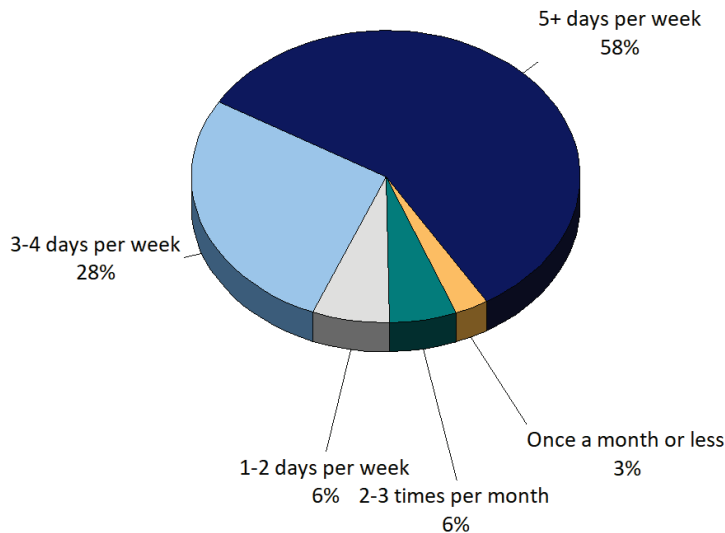


Cherriots helps many members of lower-income households travel in the Salem Region



# FREQUENCY OF TRANSIT USE

Most customers are using bus services several times per week

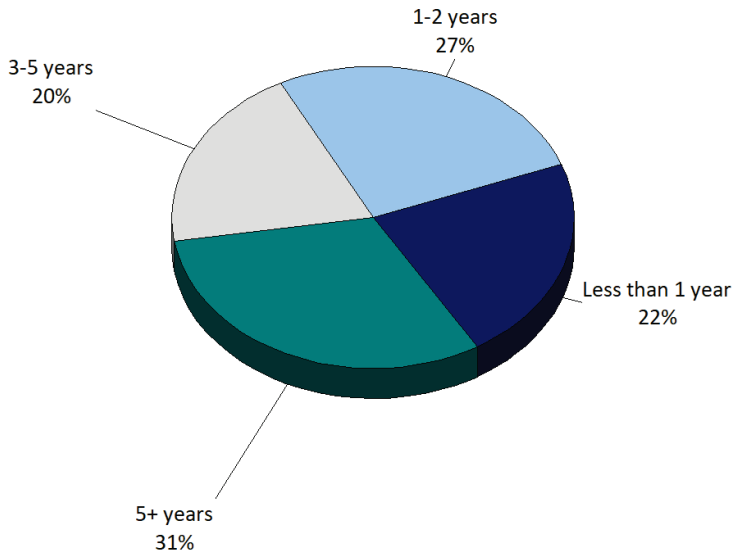


More than half of bus customers ride at least five days per week!



## DURATION OF TRANSIT USE

Most customers have been using bus services for at least three years



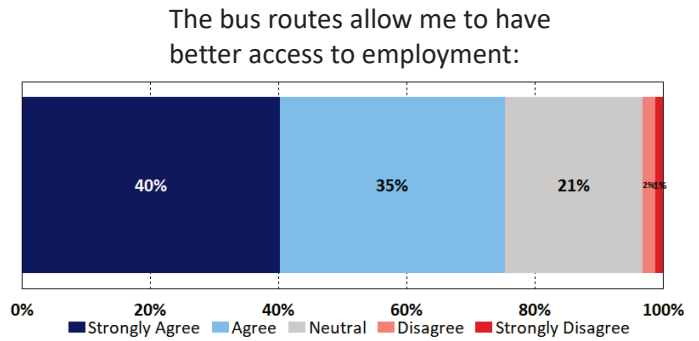
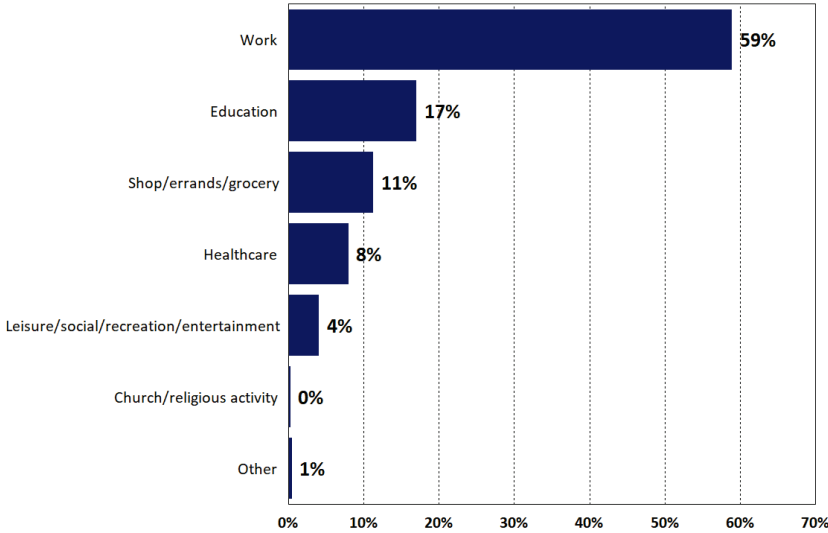
Cherriots has been helping many customers get to their destinations for several years!

**MAJOR FINDING #2:  
CHERRIOTS IS VERY  
IMPORTANT TO THE REGION'S  
ECONOMY**



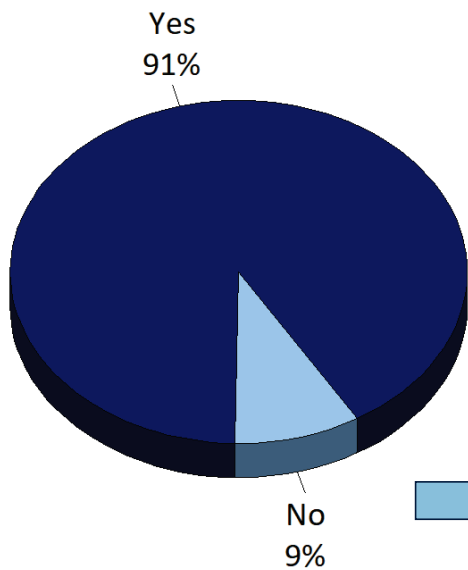


# TRIP PURPOSE: Work Is the #1 Purpose for Bus Customers



**Without Cherriots many residents would not be able to get to work/school**

# TRANSIT DEPENDENCE Are you dependent on using Cherriots buses for travel to/from your destination?



Most customers are dependent on Cherriots to get around!

Of the customers that aren't dependent, 27% ride because of convenience, and 26% ride to save them money.

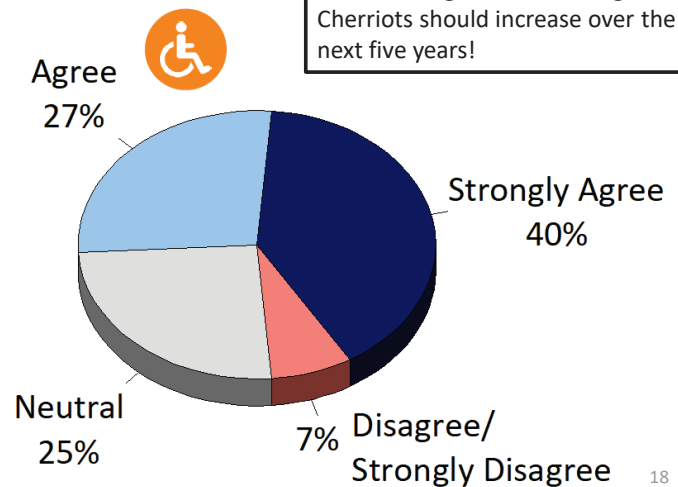
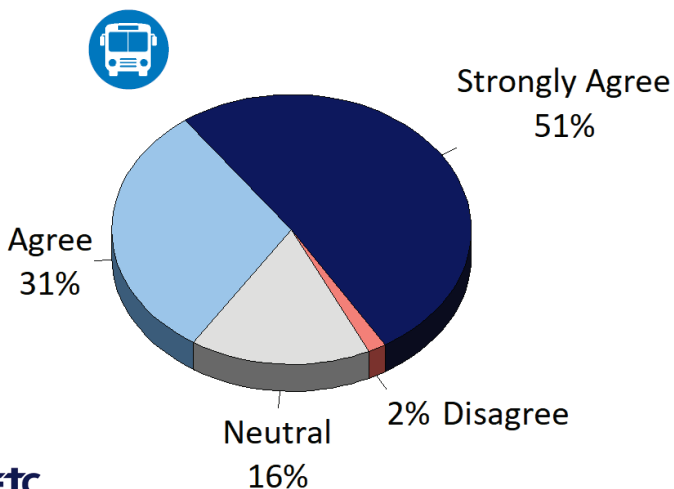


# MAJOR FINDING #3: MOST CUSTOMERS WOULD LIKE TO SEE FUNDING FOR CHERRIOTS INCREASE!



## FUNDING

Customers want funding for Cherriots to increase



82% of bus customers & 67% of LIFT customers agree that funding for Cherriots should increase over the next five years!

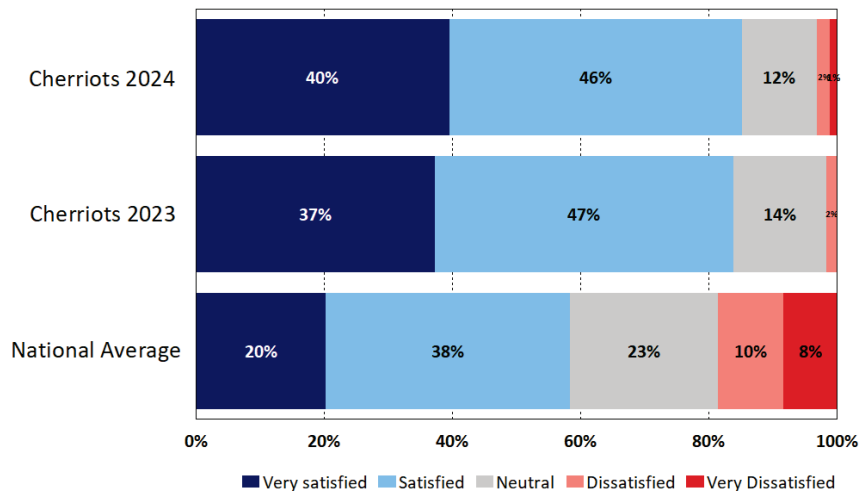
# MAJOR FINDING #4: CHERRIOTS IS SETTING THE STANDARD IN MANY AREAS



## OVERALL SATISFACTION FOR BUS SERVICE IS VERY POSITIVE



Cherriots Overall Satisfaction is **28%** higher than the National Average



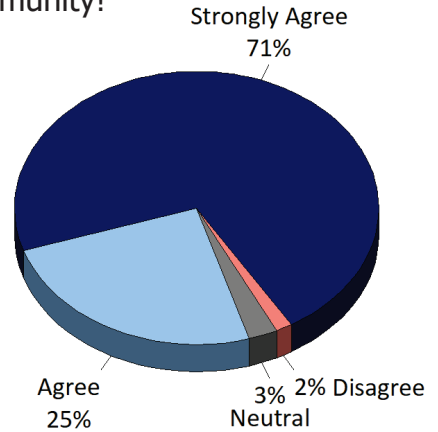
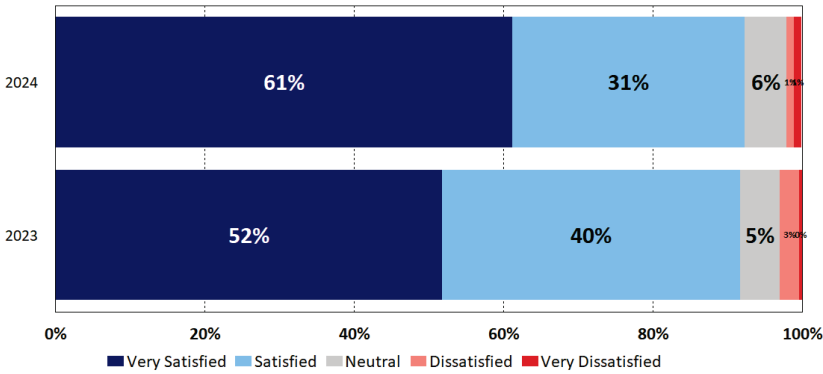
# OVERALL SATISFACTION WITH LIFT SERVICES IS EVEN HIGHER!



92% of LIFT Customers are Satisfied vs. 2% Dissatisfied



96% of LIFT Customers agree that Cherriots provides value to the community!

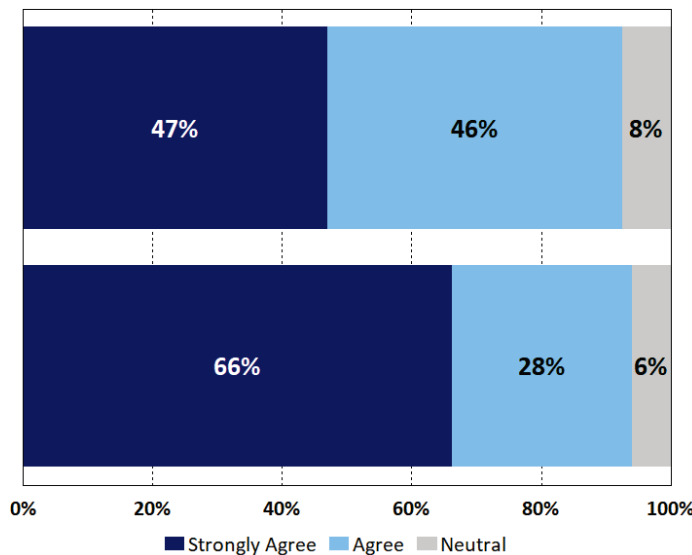


# EXCELLENT CUSTOMER SERVICE



When contacting Cherriots' Customer Service, my concerns are addressed promptly

Customer Service Representatives are helpful & courteous



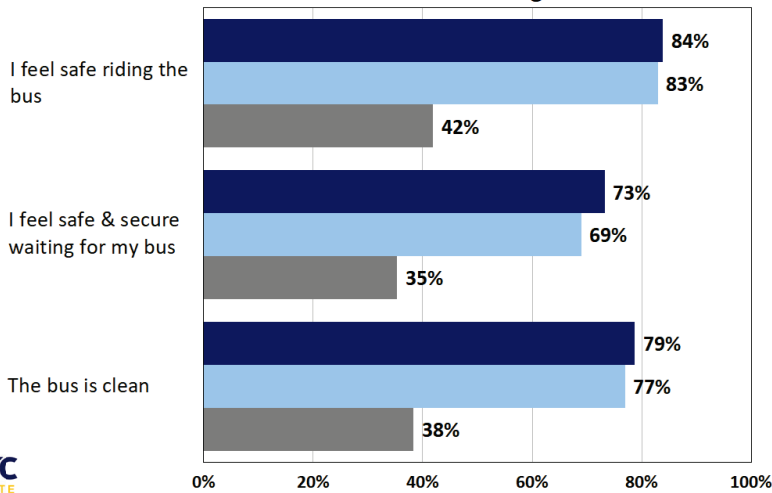
- Of the customers who had contacted Cherriots' Customer Service within the last three months, **79%** said their issue was resolved



# BUS Services Rated ABOVE the National Average in ALL Areas Assessed



■ Cherriots 2024  
 ■ Cherriots 2023  
 ■ National Average



BUS ratings are well above the National Average for **Safety & Cleanliness**

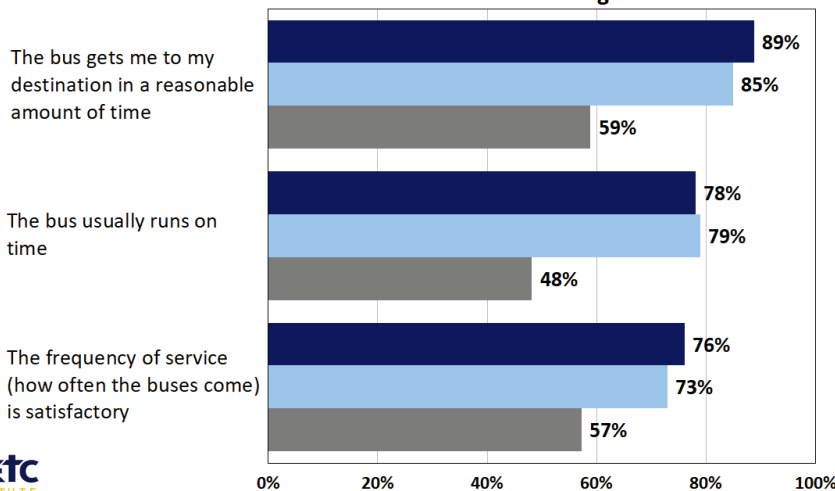
- Safety while Riding: **+42%**
- Safety while Waiting: **+38%**
- Bus Cleanliness: **+41%**



# BUS Services Rated ABOVE the National Average in ALL Areas Assessed



■ Cherriots 2024  
 ■ Cherriots 2023  
 ■ National Average

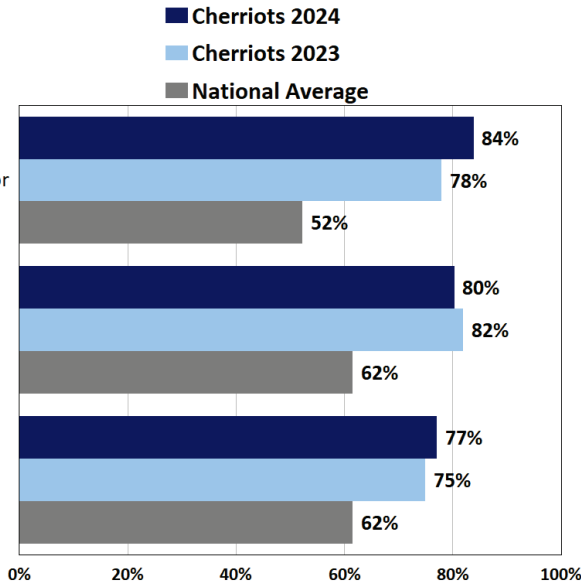


BUS ratings are well above the National Average for **Timeliness**

- Travel Time: **+30%**
- Arrival Time: **+30%**
- Bus Frequency: **+19%**



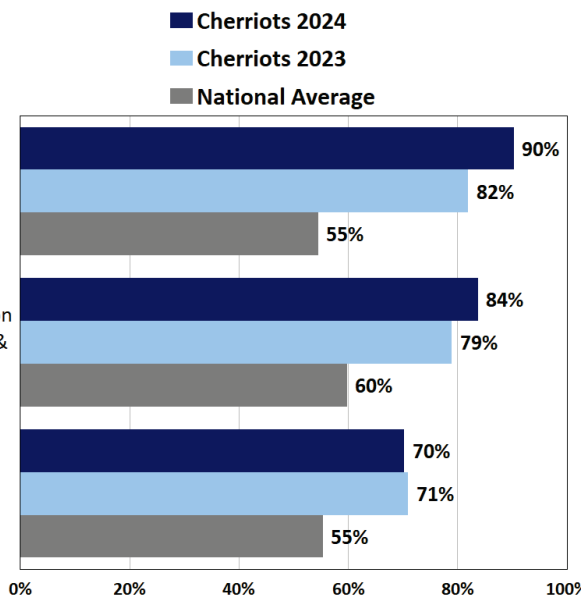
# BUS Services Rated ABOVE the National Average in ALL Areas Assessed



BUS ratings are well above the National Average for **Convenience**

- Location: **+32%**
- Price: **+18%**
- Hours of Operation: **+15%**

# BUS Services Rated ABOVE the National Average in ALL Areas Assessed



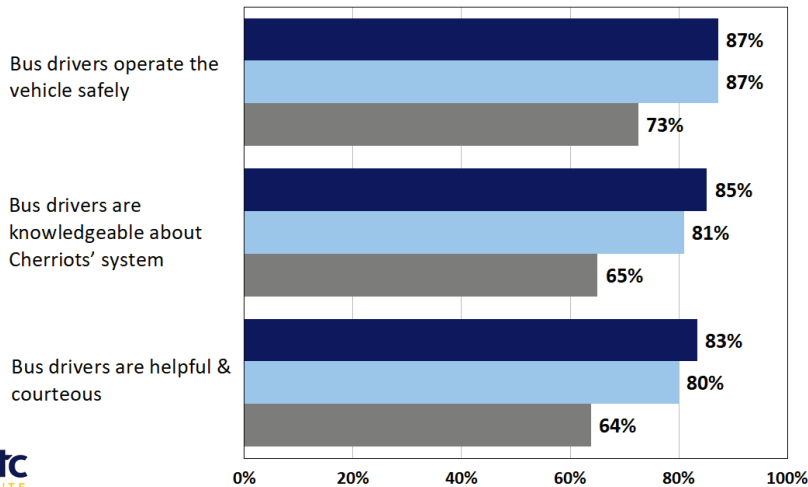
BUS ratings are well above the National Average for **Information Provided**

- Navigation: **+35%**
- Getting Information: **+24%**
- Schedule Changes: **+15%**

# BUS Services Rated ABOVE the National Average in ALL Areas Assessed



■ Cherriots 2024  
 ■ Cherriots 2023  
 ■ National Average



BUS ratings are well above the National Average for **Bus Operator Satisfaction**

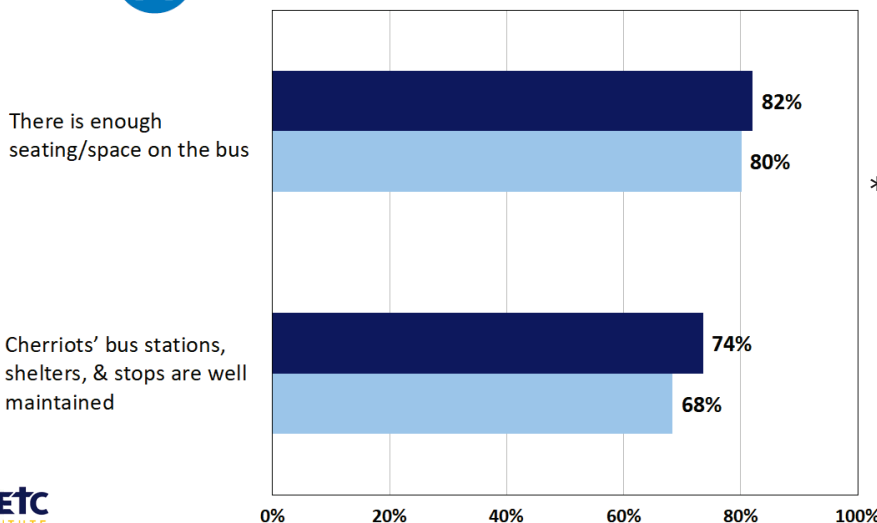
- Safe Driving: **+14%**
- Operator Knowledge: **+20%**
- Helpfulness & Courtesy: **+19%**



# OTHER STATEMENTS



■ Cherriots 2024  
 ■ Cherriots 2023



\*No National data comparisons

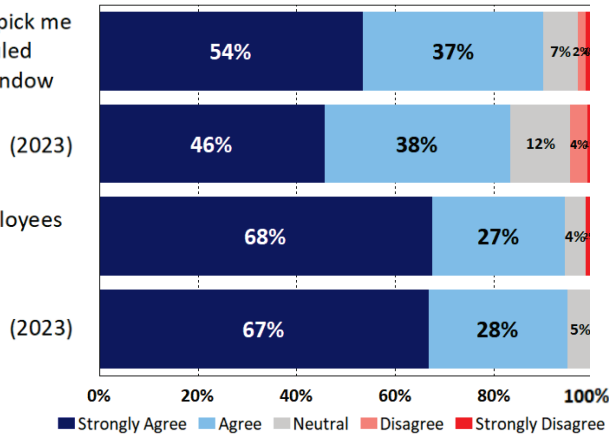


# Other Key LIFT Findings

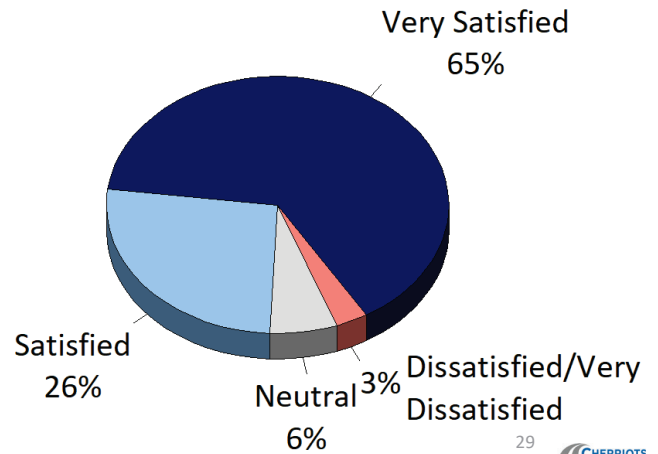


**91%** of LIFT customers agree that vehicles usually pick them up within the scheduled window, and **95%** view Cherriots employees favorably

The vehicles usually pick me up within the scheduled 30-minute pickup-window



How satisfied are you with the performance of Cherriots' Customer Service staff?

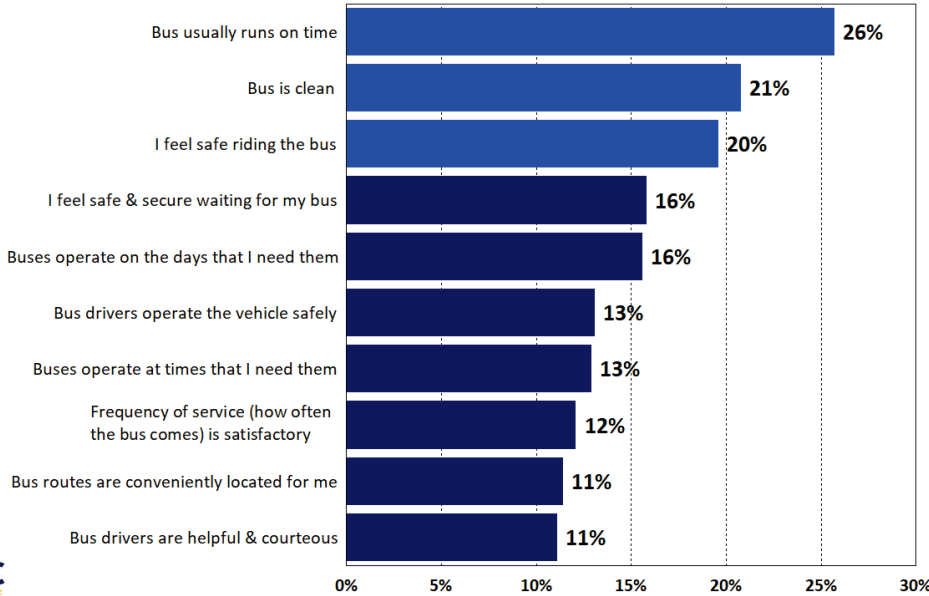


# MAJOR FINDING #5: OPPORTUNITIES FOR IMPROVEMENT





# Most Important Factors to Bus Customers



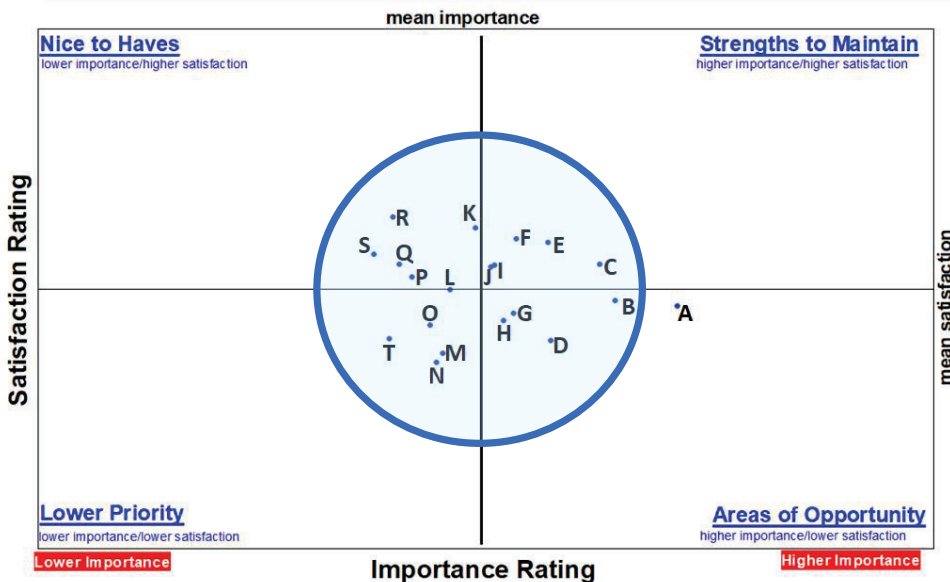
- **2024 Top Three Importance Factors:**
  - On-Time Performance
  - Bus Cleanliness
  - Safety While Riding

\*Same Top Three as 2023 Survey



# OPPORTUNITIES FOR IMPROVEMENT

## Key Driver Analysis



- A. Bus usually runs on time
- B. Bus is clean
- C. I feel safe riding the bus
- D. I feel safe & secure waiting for my bus
- E. Buses operate on the days that I need them
- F. Bus drivers operate the vehicle safely
- G. Buses operate at times that I need them
- H. Frequency of service (how often buses come) is satisfactory
- I. Bus routes are conveniently located for me
- J. Bus drivers are helpful & courteous
- K. Bus gets me to my destination in a reasonable amount of time
- L. The price to ride bus is a reasonable value
- M. Bus stops I use are clean
- N. It is easy to find out if buses are running on schedule
- O. I am satisfied with cost of fares charged
- P. There is enough seating/space on the bus
- Q. It is easy to get information about Cherriotics' services & route schedules
- R. I understand Cherriotics' available routes, & I am confident navigating the system
- S. Cherriotics' bus stations, shelters & stops are well maintained
- T. Bus operators are knowledgeable about Cherriotics' system

Source: ETC Institute (2024)



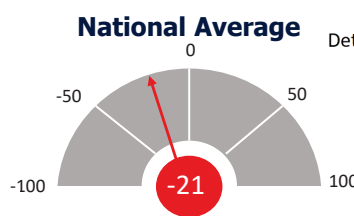
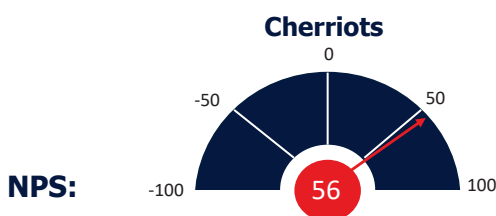
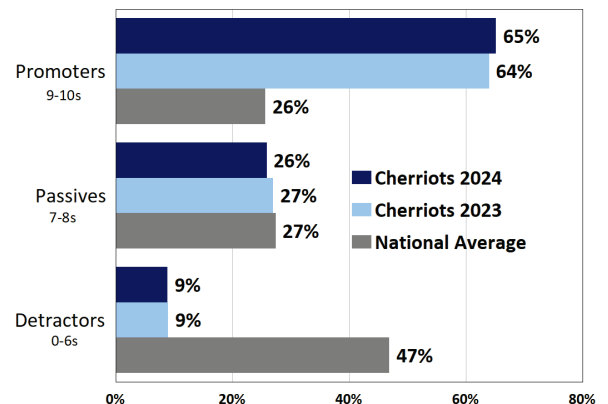
# MAJOR FINDING #6: CHERRIOTS' NET PROMOTER SCORE IS FAR ABOVE THE INDUSTRY AVERAGE



## Net Promoter Score: 77-Points above the National Average



- **65%** of bus customers are “**Promoters**,” meaning they selected 9 or 10 when asked, “On a scale of 0-10, how likely would you be to recommend Cherriots bus service to a friend or family member”

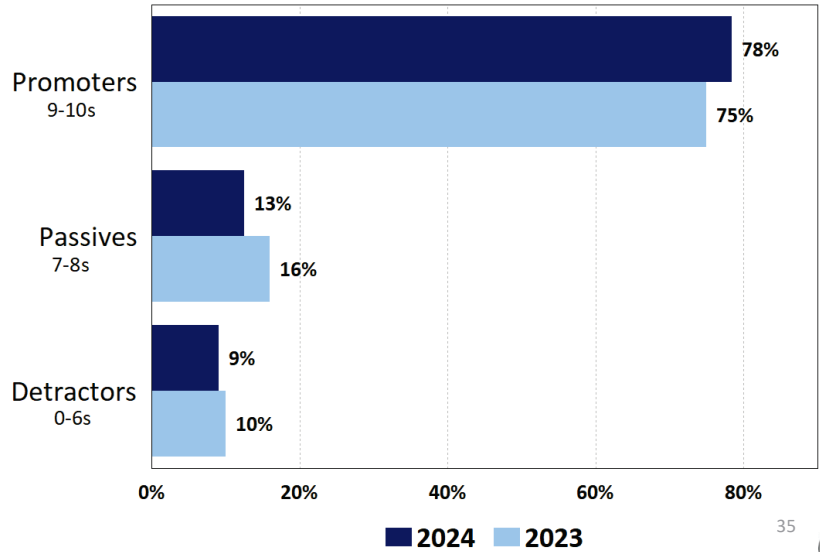
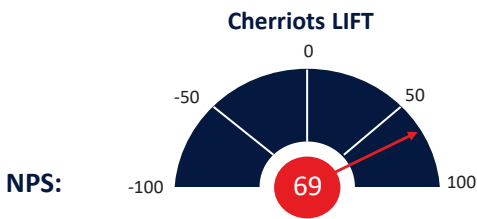


# Net Promoter Score: LIFT

*(National Comparison Not Available)*



- LIFT has an NPS of 69!
- **78%** of LIFT Customers are **Promoters**



## PART 2: COMMUNITY VALUE SURVEY



## METHODOLOGY: Community Value Surveys



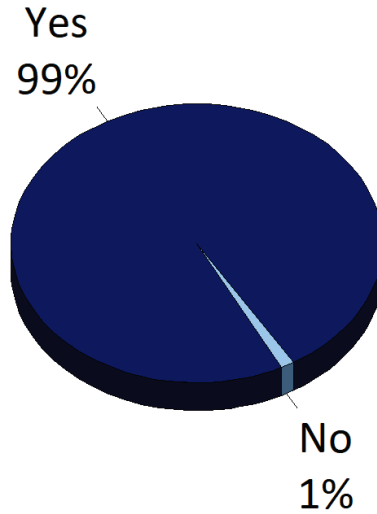
- The survey was administered in November - December
- Address-based random sample
- Participants were initially mailed information about the survey; ETC Institute then followed-up by phone, email, text, and targeted social media to maximize participation
- The survey was available in multiple languages
- The goal for the survey was 400; a total of 412 were completed
- Margin of error +/- 4.9% at the 95% confidence level.

# COMMUNITY VALUE SURVEY FINDINGS

# Percentage of Salem Area Residents Who Were Aware of Cherriots



Do you know that Cherriots is the public transportation provider in the Salem region?

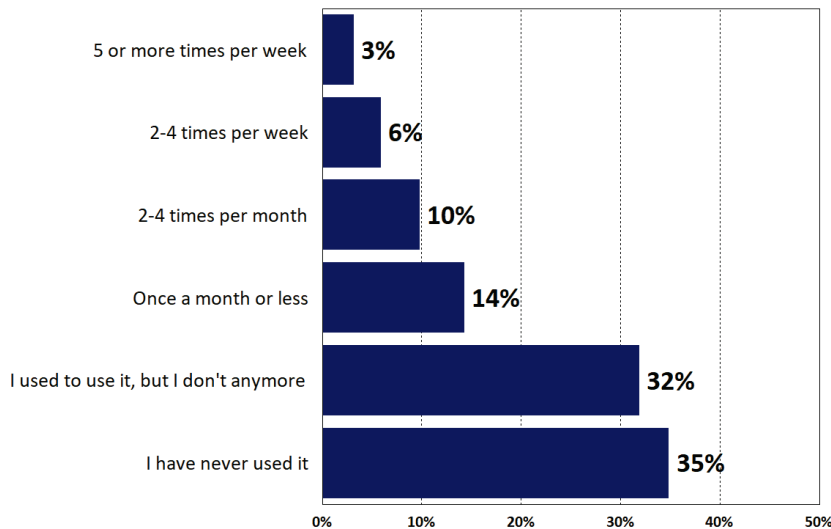


\*98% in 2023

# How Often Residents of the Salem Area Report Using Cherriots

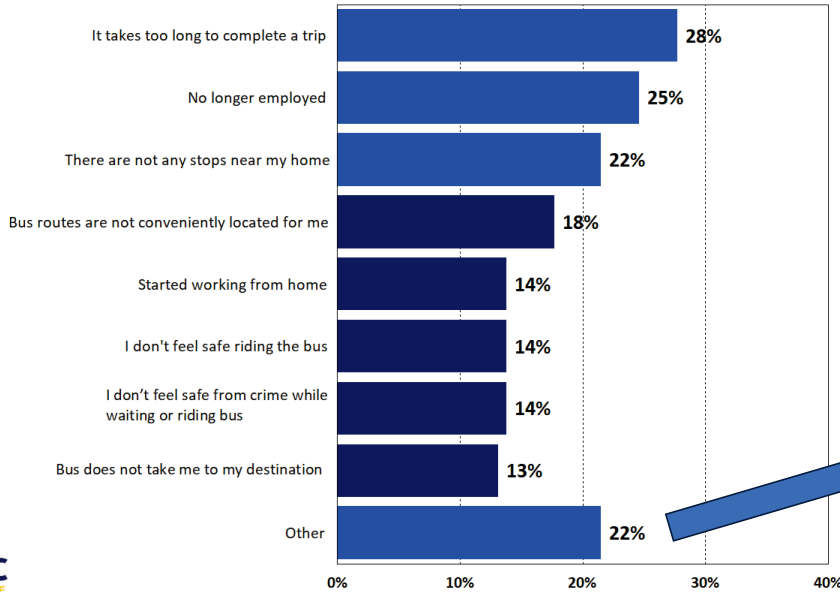


On average, how often do you use Cherriots (Buses or LIFT)?



- 33% of respondents are Cherriots Customers.
- 35% of respondents have never used Cherriots.
- 32% of respondents used to use Cherriots but do not anymore.

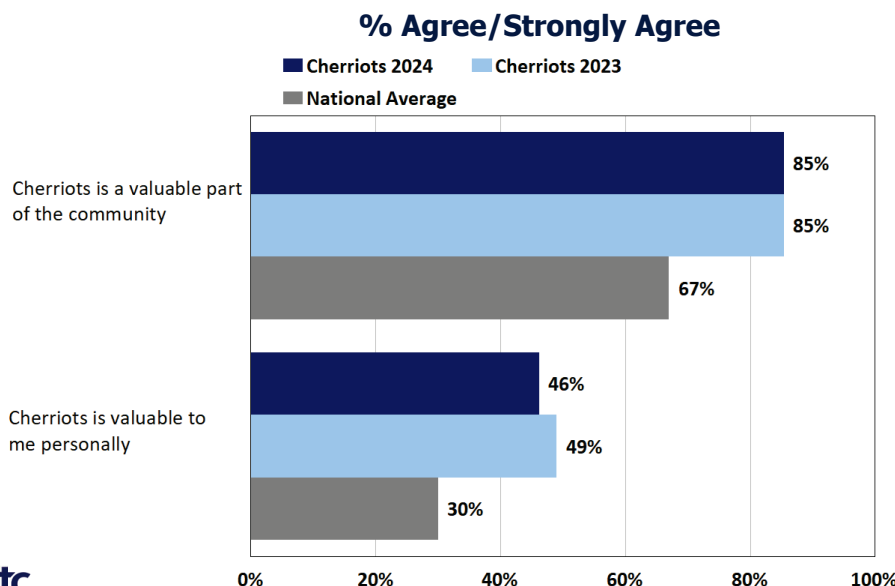
# Reasons Salem Area Residents Have Stopped Using Cherriots



- Community members who used Cherriots in the past but no longer use it most frequently said they stopped using Cherriots because
  - It takes too long to complete a trip
  - No longer employed
  - No stops near their home
  - Majority of write-in answers were customers who stopped riding once they were able to purchase a car**



# COMMUNITY AND PERSONAL VALUE vs. National Average



- Cherriots is more valuable to the community than the National Average by 18%
- Cherriots is more valuable to community members than the National Average by 16%

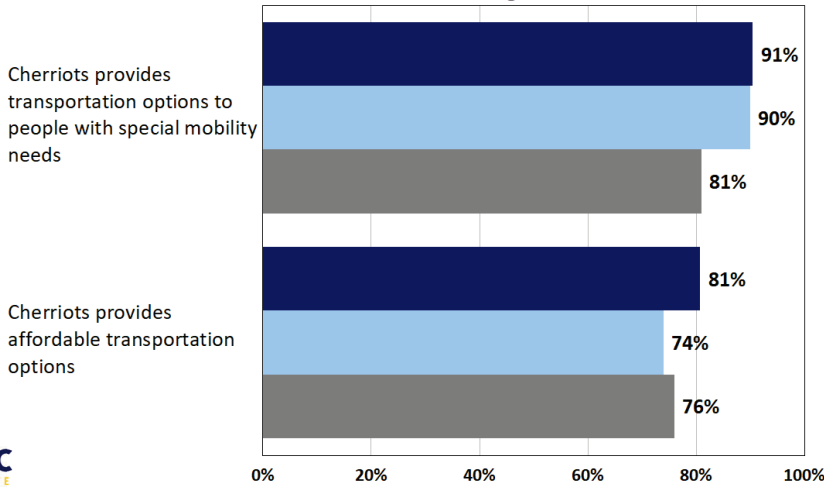


# TRANSPORTATION VALUE vs. National Average



**% Agree/Strongly Agree**

■ Cherriots 2024   ■ Cherriots 2023  
■ National Average



- Cherriots rated higher in providing affordable transportation options and transportation options to people with special mobility needs
- Providing affordable transportation options rating surpassed National Average in 2024

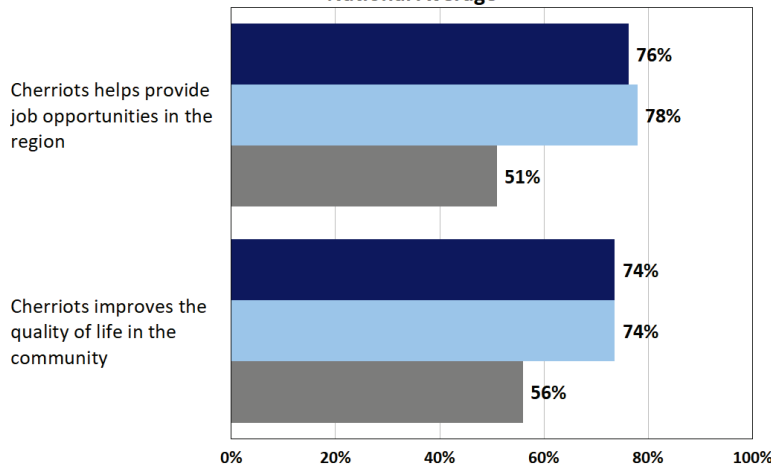


# EMPLOYMENT AND QUALITY OF LIFE VALUE vs. National Average



**% Agree/Strongly Agree**

■ Cherriots 2024   ■ Cherriots 2023  
■ National Average



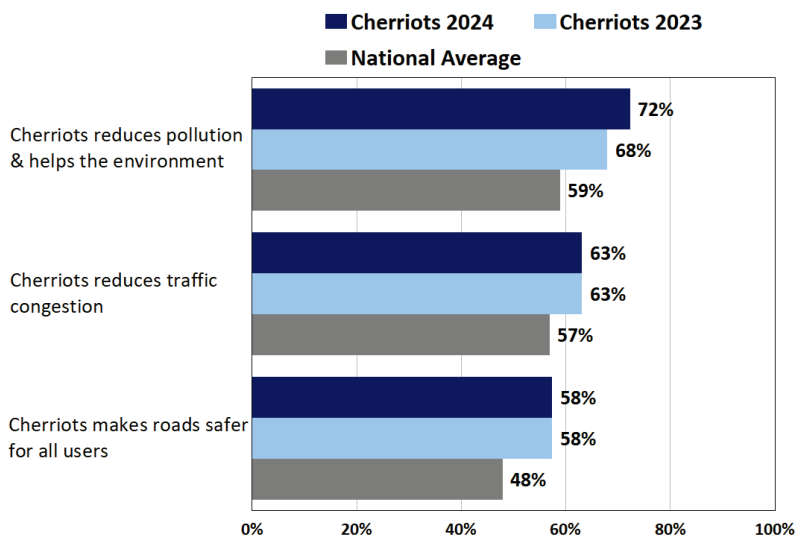
- Cherriots rated higher in providing job opportunities and improving quality of life than the National Average



# VALUE TO ROADS & ENVIRONMENT vs. National Average



**% Agree/Strongly Agree**

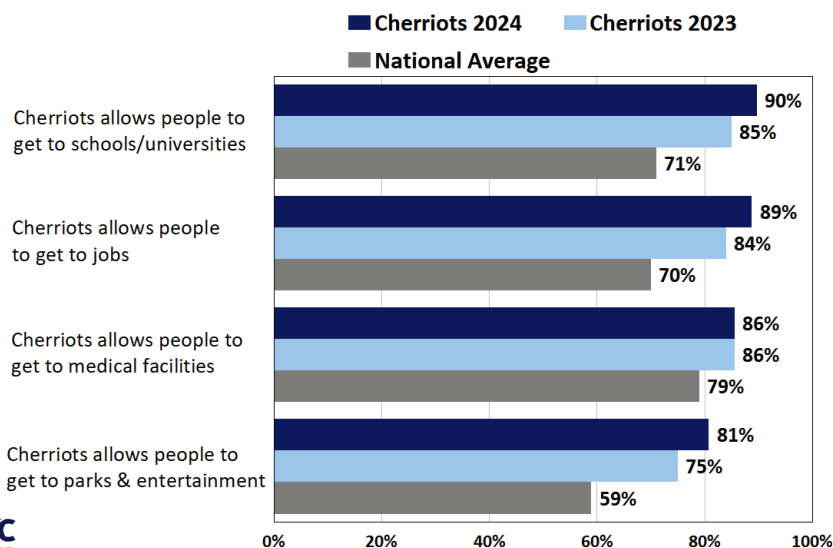


- Cherriots rated higher in reducing pollution, reducing traffic congestion, and making roads safer for all users than the National Average

# ACCESS TO IMPORTANT DESTINATIONS vs. National Average



**% Agree/Strongly Agree**



- Cherriots rated higher than the National Average in providing access to all important destinations

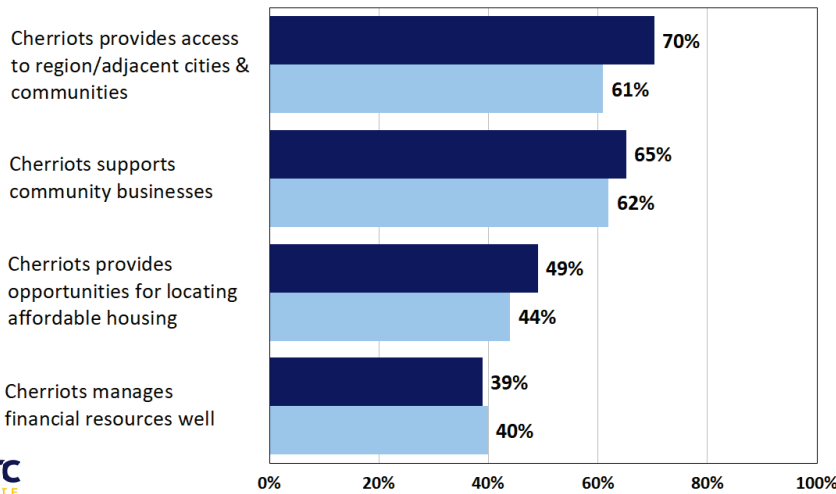


# OTHER STATEMENTS



## % Agree/Strongly Agree

■ Cherriots 2024 ■ Cherriots 2023



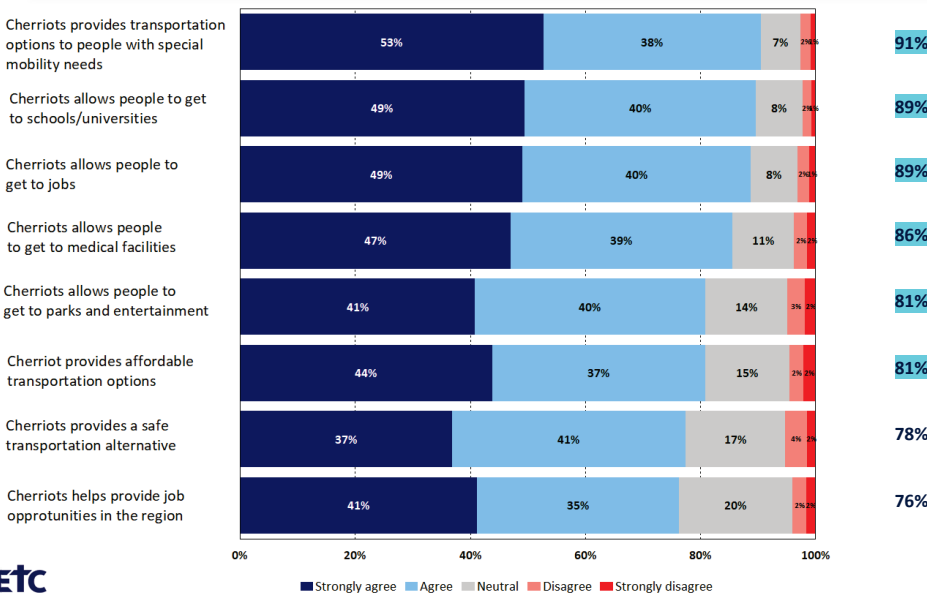
• \*No national data comparisons



# TOP RATED SERVICE FACTORS



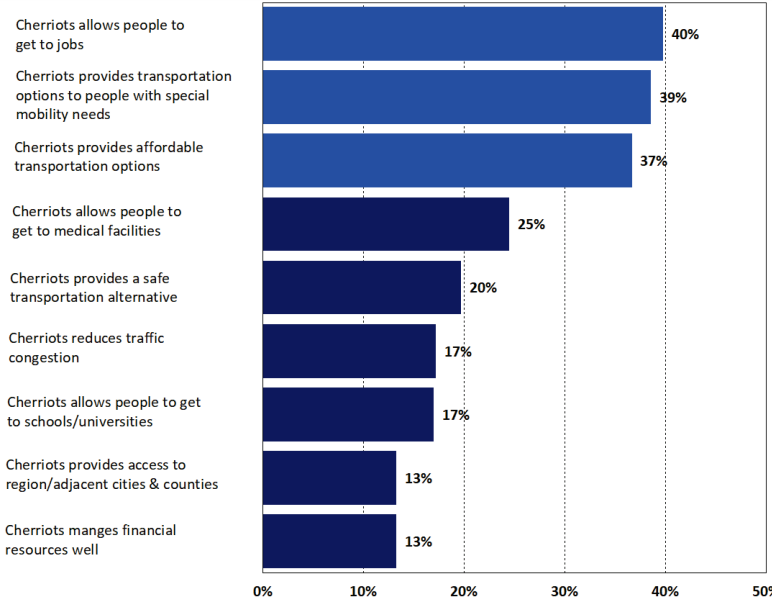
## Agreement %



Community members feel that Cherriots provides access to all important destinations!



# Most Important Factors to Community Members

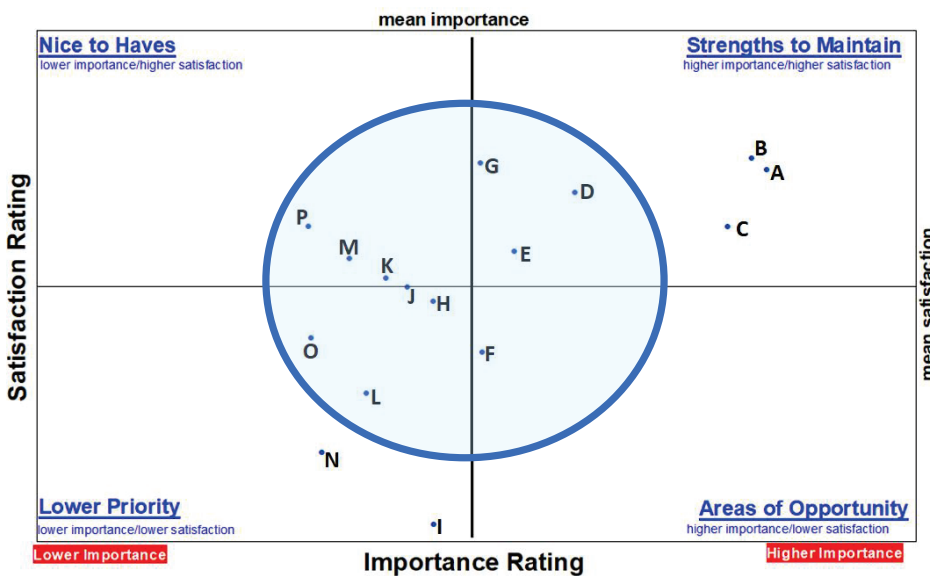


- Providing access to places of employment, providing transportation options to people with special mobility needs, and providing affordable transportation options were the top three most important areas for Cherriots to focus on to provide the most value to the region.

Percentages indicate the percentage of respondents who included that area as one of the top three most important.



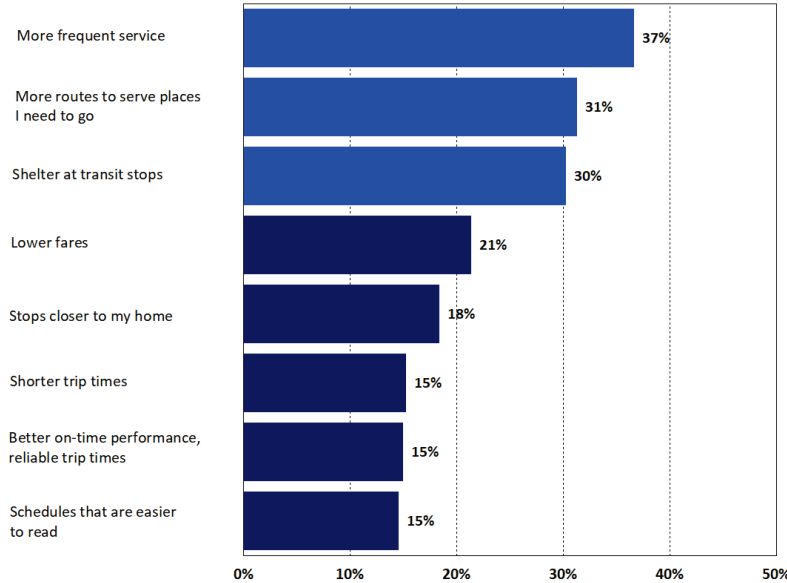
# STRENGTHS TO MAINTAIN Key Driver Analysis: Residents



- **A** – Cherriots allows people to get to jobs
- **B** – Providing transportation options to people with special mobility needs
- **C** – Providing affordable transportation options
- **D** – Cherriots allows people to get to medical facilities
- **E** – Cherriots provides a safe transportation alternative
- **F** – Cherriots reduces traffic congestion
- **G** – Cherriots allows people to get to schools/universities
- **H** – Cherriots provides access to the region/adjacent cities
- **I** – Cherriots manages financial resources well
- **J** – Cherriots reduces pollution & helps the environment
- **K** – Cherriots improves quality of life in the community
- **L** – Cherriots makes roads safer for all users
- **M** – Cherriots helps provide job opportunities in the region
- **N** – Cherriots provides opportunities for locating affordable housing
- **O** – Cherriots supports community businesses
- **P** – Cherriots allows people to get to parks & entertainment



# Top Features/Amenities That Could Provide More Value to the Community



- More frequent service, more routes to serve places I need to go, and shelter at transit stops were the top three features/amenities that Cherriots could add to provide value to the community

Percentages indicate the percentage of respondents who included that feature/amenity as one of their top three choices.

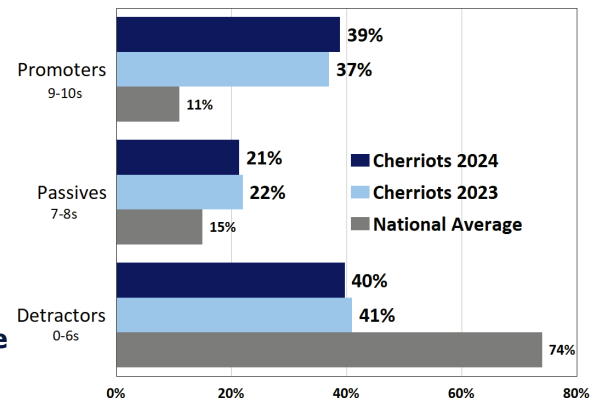
51



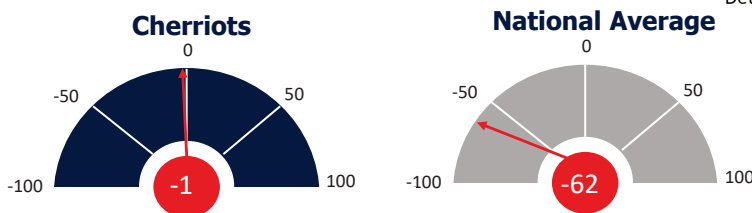
# Net Promoter Score: COMMUNITY *Comparison to National Average*



- While an NPS of -4 seems low, it is actually much higher than the National Average for community members and 3 points higher than it was in 2023
- The number of Cherriots community detractors is 33% lower than the National Average



NPS:



52



# SUMMARY: 5 THINGS TO REMEMBER



1. **Most residents of the Salem area think Cherriots provides value to the Community:** 96% of LIFT Customers, 92% of Bus Customers, and 85% of community members surveyed.
2. **Cherriots is setting the standard for service delivery**
  - Cherriots' customer satisfaction ratings are above the National Average in **all** areas and have mostly improved from last year's great results
3. There are some opportunities for improvement
4. Residents feel that Cherriots can take them to all of the important places they need to go
5. The majority of Cherriots' customers would like funding for Cherriots to increase over the next five years

# DASHBOARD 2024 UPDATE: COMING SOON!!!



Click an image below to view their dashboard:

Customer Experience Survey

Community Value Survey

LIFT Survey

**SALEM AREA MASS TRANSIT DISTRICT**

**BOARD OF DIRECTORS MEETING**

Thursday, December 19, 2024

Index of Board Actions

<u>Action</u>	<u>Page</u>
Approve the Consent Calendar .....	3
<b>A. Approval of Minutes</b>	
1. October 24, 2024 Board of Directors Meeting	
2. November 14, 2024 Board of Directors Special Meeting	
<b>B. Routine Business Items</b>	
1. Community Advisory Committee (CAC) Appointment(s)	
2. CAC Officer Appointments	
3. Statewide Transportation Improvement Fund Advisory Committee (STIFAC) Appointment(s)	
4. STIFAC Officer Appointments	
5. Fiscal Year 2025 Quarter 1 (FY25 Q1) NTD Reportable Assault Data	
6. <del>Award of Contract for Tyler Technologies for SaaS-related Services</del> <b>PULLED</b>	
7. Award of Contract for Healthcare Brokerage	
8. Award of NIGB Contract	
Authorize the General Manager to execute a contract with Tyler Technologies for SaaS related services for an amount not to exceed \$326,710 .....	4
Authorize the General Manager to execute a three-year contract with EAN Holdings, LLC for vanpool services for an amount not to exceed \$975,000 .....	4
Adopt Resolution No. 2024-05, approving the list of projects and funding amounts of the 2025-2027 Biennium STIF Formula funded projects, as recommended by the STIFAC; and direct the General Manager to submit the Qualified Entity STIF Formula funding recommendation and STIF Plan to ODOT in accordance with the STIFAC recommendation by January 16, 2025 .....	5



**SALEM AREA MASS TRANSIT DISTRICT**  
**BOARD MEETING MINUTES**

Thursday, December 19, 2024 at 5:30 p.m.

ATTENDEES: President Hinojos Pressey | Directors Joaquín Lara Midkiff | Ramiro Navarro Jr. | Sadie Carney (Virtual) | Ian Davidson | Sara Duncan | Bill Holmstrom

ABSENT: None

STAFF: GM Allan Pollock | DGM David Trimble | CSO Cliff Carpentier | CFO Denise LaRue | CELRO Jaél Rose | CCO Patricia Feeny | COO Tom Dietz | CPDO Shofi Ull Azum | Security and Emergency Management Manager Karen Garcia | Capital and Project Control Manager Melissa Kidd | IT Manager Ross Aguilar | Strategic Initiatives Administrator Bobbi Kidd | Transit Planner II Jeremy Jorstad | Commuter Options Coordinator Kiki Dohman | Emergency Coordinator Randy Navalinski | Executive Assistants Crisandra Williams | Kirra Pressey

GUEST: National Weather Service in Portland Meteorologist Chris Burling | GFOA Review Committee Chair Susan Brown

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**1. CALL TO ORDER**

A. Note of Attendance for a Quorum

President Hinojos Pressey called the meeting to order at 5:34 p.m.  
Attendance was noted and a quorum was present.

B. Safety Minute

GM Pollock presented the safety moment discussing tips for work place safety.

C. Announcements | Changes to Agenda:

DGM Trimble introduced and welcomed the Districts new CSO Cliff Carpentier.

**2. PRESENTATIONS**

A. National Weather Service StormReady Community Designation Presentation

Presenter: Emergency Coordinator Randy Navalinski

Agenda Packet: Pg. 4-5

Emergency Coordinator Navalinski presented the Weather-Ready Nation initiative and the StormReady® program, which promote community resilience to extreme weather through preparedness. National Weather Service in Portland's Meteorologist Burling presented the District with their recognition.

B. GFOA Presentation

Presenter:

Agenda Packet: Pg. 6-10

CFO Larue introduced Past President of the Oregon Government Officers Association and GFOA Review Committee Chair Brown, who highlighted GFOA's history and commitment to excellence, as well as the stringent requirements for



the Certificate of Achievement. Brown presented the District with the award, marking its 12th consecutive year of recognition.

**3. PUBLIC COMMENT:** None

**4. CONSENT CALENDAR**

9. Approval of Minutes

1. October 24, 2024 Board of Directors Meeting
2. November 14, 2024 Board of Directors Special Meeting

10. Routine Business Items

- i. Community Advisory Committee (CAC) Appointment(s)
- ii. CAC Officer Appointments
- iii. Statewide Transportation Improvement Fund Advisory Committee (STIFAC) Appointment(s)
- iv. STIFAC Officer Appointments
- v. Fiscal Year 2025 Quarter 1 (FY25 Q1) NTD Reportable Assault Data
- vi. ~~Award of Contract for Tyler Technologies for SaaS related Services~~ **PULLED**
- vii. Award of Contract for Healthcare Brokerage
- viii. Award of NIGB Contract

Action			
<b>Motion:</b>	Approve Consent Calendar with the exception of B.6		
<b>Motion by:</b>	Director Bill Holmstrom	<b>Second:</b>	Director Ian Davidson
Vote			
<b>Aye:</b>	President Hinojos Pressey, Directors Lara Midkiff, Navarro Jr., Carney, Davidson, Duncan, and Holmstrom		
Motion passes <b>unanimously 7-0</b>			

**5. ITEMS DEFERRED FROM CONSENT CALENDAR:**

A. Award of Contract for Tyler Technologies for SaaS related Services

Presenter: IT Manager Ross Aguilar

Agenda Packet: 50-51

IT Manager Aguilar addressed the Board of Directors' questions regarding Tyler Technologies. DGM and CFO LaRue shared feedback on their departments' experiences with Tyler Technologies, as requested by the Board.



Action			
<b>Motion:</b>	Authorize the General Manager to execute a contract with Tyler Technologies for SaaS related services for an amount not to exceed \$326,710		
<b>Motion by:</b>	Director Sadie Carney	<b>Second:</b>	Director Ramiro Navarro Jr.
Vote			
<b>Aye:</b>	President Hinojos Pressey, Directors Navarro Jr., Carney, and Holmstrom		
<b>Nay:</b>	Director Lara Midkiff, Davidson, and Duncan		
Motion passes <b>4-3</b>			

**6. ACTION ITEMS**

A. Award of Contract for Enterprise Vanpool Program

Presenter: Commuter Options Coordinator Kiki Dohman

Agenda Packet: Pg. 57-58

Commuter Options Program Coordinator Dohman presented on the District's contract with EAN Holdings, LLC to provide subsidized vanpool services in Marion, Polk, and Yamhill counties. The program expands access to employment sites beyond the fixed-route system, supports sustainability goals by reducing CO2 emissions and traffic congestion, and reinforces the District's role as a regional mobility integrator. EAN Holdings, LLC, the exclusive vanpool provider for Oregon, offers pricing that aligns with the District's growth goals for the program.

Action			
<b>Motion:</b>	Authorize the General Manager to execute a three-year contract with EAN Holdings, LLC for vanpool services for an amount not to exceed \$975,000.		
<b>Motion by:</b>	Director Ian Davidson	<b>Second:</b>	Director Joaquín Lara Midkiff
Vote			
<b>Aye:</b>	President Hinojos Pressey, Directors Lara Midkiff, Navarro Jr., Carney, Davidson, Duncan, and Holmstrom		
Motion passes <b>unanimously 7-0</b>			





B. Approve STIF Formula Recommendations

Presenter: CPDO Shofi Ull Azum and CFO Denise LaRue

Agenda Packet: Pg. 59-418

CPDO Azum and CFO LaRue presented the 2025-2027 Biennium STIF Plan, outlining the background and funding sources for public transportation improvements. The STIF Advisory Committee (STIFAC) reviewed applications and recommended funding for both population-based and payroll-based formulas. The STIFAC’s funding recommendation was presented to the District Board of Directors for approval

<b>Action</b>			
<b>Motion:</b>	Adopt Resolution No. 2024-05, approving the list of projects and funding amounts of the 2025-2027 Biennium STIF Formula funded projects, as recommended by the STIFAC; and direct the General Manager to submit the Qualified Entity STIF Formula funding recommendation and STIF Plan to ODOT in accordance with the STIFAC recommendation by January 16, 2025.		
<b>Motion by:</b>	Director Joaquín Lara Midkiff	<b>Second:</b>	Director Sara Duncan
<b>Discussion:</b>	Director Davidson made special note he does work for ODOT, though he does not directly work with the program.		
<b>Vote</b>			
<b>Aye:</b>	President Hinojos Pressey, Directors Lara Midkiff, Navarro Jr., Carney, Davidson, Duncan, and Holmstrom		
Motion passes <b>unanimously 7-0</b>			

**7. INFORMATIONAL REPORTS**

A. Service Change Briefing for January 2025

Presenter: Transit Planner II Jeremy Jorstad

Agenda Packet: Pg. 419-421

Transit Planner II Jeremy Jorstad presented the upcoming service changes effective January 5, 2025. He highlighted notable adjustments within local and regional services and discussed the upcoming holiday service levels.

B. FY25 Q1 Strategic Plan Report

Presenter: Strategic Initiatives Administrator Bobbi Kidd

Agenda Packet: Pg. 422-427



Strategic Initiatives Administrator Bobbi Kidd provided a report on the progress of the Organizational Strategic Plan adopted by the Board in August 2022., focusing on FY25 Q1 progress. She reviewed accomplishments tied to the District's four Success Outcomes: Community Value, Customer Satisfaction, Culture of Ownership, and Financial Sustainability, while providing updates on the Organizational Tactics.

C. FY25 Q1 Performance Report

Presenter: CPDO Shofi Ull Azum

Agenda Packet: Pg. 428-464

CPDO Ull Azum presented the FY25 Q1 Performance Report, outlining various key metrics. He highlighted notable ridership trends, indicating a 7.1% increase in in systemwide ridership.

D. FY25 Q1 Financial Report

Presenter: CFO Denise LaRue

Agenda Packet: Pg. 465-471

CFO LaRue presented the FY25 Q1 Finance report, covering various financial aspects. She discussed ongoing and forthcoming audits and offered an overview of the General Fund, Transportation Program, and Capital Fund financial performance year-to-date.

**8. GENERAL MANAGER'S REPORT**

GM Pollock invited DGM Trimble to provide an update on the South Salem Transit Center (SSTC) during his General Manager's Report. DGM Trimble announced that the District has received a categorical exclusion letter from the FTA, enabling progress on the acquisition process, including survey work and an appraisal. He also shared updates on the SSTC, highlighting a value engineering meeting in November and discussions between the District, the property owner, and their realtor.

GM Pollock invited CPDO Azum to provide updates on the TSP and Micromobility projects. CPDO Azum reported that the city's fiber communication system is back online, enabling continued progress. He noted that the shared micromobility project is set to begin in 2025 and is expected to take approximately ten months to complete.

GM Pollock shared that he has been reappointed for another term on the City of Salem's Downtown Advisory Board. He also reported that the ODOT Public Transit Advisory Committee has reviewed all applications for STIF Discretionary Funds and recommended twenty projects for approval, two of which were submitted by the



District. Lastly, he noted that the District's Gingerbread Contest began today and encouraged Board members to visit Del Webb to see the creative entries.

**9. BOARD OF DIRECTORS REPORT**

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

**10. ADJOURN**

President Hinojos Pressey adjourned the meeting at 7:57 p.m.

**Respectfully Submitted**

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**Maria Hinojos Pressey, Board President**

DRAFT



**SALEM AREA MASS TRANSIT DISTRICT**  
**BOARD WORK SESSION MINUTES**

Thursday, January 9, 2025 at 5:30 p.m.

ATTENDEES: President Maria Hinojos Pressey | Directors Joaquín Lara Midkiff (Virtual) | Ramiro Navarro Jr. | Sadie Carney | Ian Davidson | Sara Duncan | Bill Holmstrom

STAFF: GM Allan Pollock | DGM David Trimble | CSO Cliff Carpentier | CFO Denise LaRue | CELRO Jaél Rose | CCO Patricia Feeny | CPDO Shofi Ull Azum | COO Tom Dietz | Executive Assistant Kirra Pressey

GUEST: CFM Dale Penn | CFM Gary Conkling | CFM Waylon Bucan | Turell Group Dana Turell | Turell Group Jenna McCulley

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**1. CALL TO ORDER**

A. Note of Attendance for a Quorum

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

B. Safety Minute

GM Pollock presented the safety moment discussing tips for safe driving during the winter season.

C. Announcements | Changes to Agenda: None

**2. PRESENTATIONS**

A. Service Enhancement Project

Presenter: Director Ian Davidson

Agenda Packet: Pg. 3-10

Director Davidson, Chair of the Service Enhancement Subcommittee, led the presentation on the progress of current and planned initiatives aimed at enhancing public transit services. Highlights included updates on key projects such as the deployment of CAD/AVL systems, a shared micromobility feasibility study, and the development of the South Salem and Chemeketa Transit Centers. The subcommittee outlined recommendations for the next 0-5 years, emphasizing increased weekend and holiday services, the introduction of new fixed routes, and bus stop improvements. Future steps include developing a comprehensive marketing and outreach plan, engaging with stakeholders, and fostering community collaboration through targeted public outreach strategies. Directors provided feedback on the projects as well as the marketing outreach plan.

B. 2025 Legislative Agenda

Presenter: GM Pollock

Agenda Packet: Pg. 11-29

GM Pollock presented the 2025 Legislative Agenda, outlining federal, state, and board priorities.



**Federal Legislative Priorities:** The agenda includes funding requests for the South Salem Transit Center and Mobility Hub, acquisition of zero-emission buses, and security upgrades at the operations headquarters. Policy priorities focus on increased funding for bus facilities and making the Alternative Fuels Tax Credit permanent.

**State Legislative Priorities:** The focus is on preserving public transportation investments, advocating for zero-emission vehicle infrastructure, supporting footpaths and bike trails, and exploring the expansion of commuter rail from Portland to Salem.

**Board Priorities and Principles:** The board emphasizes increasing public transit funding, improving pedestrian and bicyclist infrastructure, prioritizing environmental justice, maintaining existing travel lanes, and addressing unaccounted costs in infrastructure projects.

**3. GENERAL MANAGER COMMENTS/REPORTS**

- A. Upcoming Agenda Items
- B. Board Calendar

GM Pollock reviewed the upcoming agenda and calendar items.

**4. ADJOURN**

President Hinojos Pressey adjourned the meeting at 6:48 p.m.

**Respectfully Submitted**

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**Maria Hinojos Pressey, Board President**



**To:** Board of Directors  
**From:** Allan Pollock, General Manager  
**Date:** January 23, 2025  
**Subject:** 2025 Legislative Agenda and Board Priorities and Principles

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## ISSUE

Shall the Board adopt the 2025 legislative agenda and board priorities and principles?

## BACKGROUND AND FINDINGS

The Board annually adopts a legislative agenda to set direction for legislative activities. The agenda is used as a guide when responding to legislative matters and as a communication tool with legislators and other interested parties.

The Board priorities and principles serves as a guide for board members as they navigate their roles, representing the board as a whole, and empower board members to speak with confidence on mutually agreed upon principles and priorities.

On December 17, 2024, the Board's Legislative Subcommittee met to finalize the proposed legislative agenda. On January 9, 2025, the Board reviewed the draft legislative agenda and provided several minor revisions. The proposed 2025 federal and state legislative agendas are included as [Attachments A](#) and [B](#) respectively. The Board Priorities and Principles are included as [Attachment C](#). The Districts proposed agendas identify legislative priorities and projects for annual appropriations and grant opportunities.

## FINANCIAL IMPACT

None.

## RECOMMENDATION

The Legislative Subcommittee recommends that the Board adopt the 2025 legislative agenda and Board Priorities and Principles as shown in Attachment A, B and C.

## PROPOSED MOTION

**I move that the Board adopt the 2025 legislative agenda and Board Priorities and Principles as shown in Attachment A, B, and C.**





# Salem Area Mass Transit District

## 2025 Federal Agenda and Legislative Update



## Introduction

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- Recent Successes
- 2025 Federal Agenda
  - Funding Requests
  - Policy Priorities
- 2024 Election Recap
- 2025 Legislative Preview





# Recent Successes

## Federal Funding Secured

- Five Zero Emission Buses (2023 - LowNo) **\$6.6 million**
- South Salem “MaaS” Transit Facility (FY24 CDS) **\$500,000**
- South Salem “MaaS” Transit Facility (FY23 CDS) **\$2.6 million**
- Five Zero Emission Buses (FY22 CDS) **\$6.3 million**
- Five Zero Emission Buses (2021 - LowNo) **\$6.3 million**
- Five Zero Emission Buses (2020 - LowNo) **\$3.6 million**
- Intelligent Transportation System Upgrades (2019) **\$1.1 million**
- Six CNG Bus Replacement Vehicles (2018) **\$2.5 million**

**Total (since 2018): \$29.5 million**

**Return on Investment (ROI): 51 : 1**



## Funding Requests

- South Salem “MaaS” Transit Facility
- Zero Emission Buses
- Security Enhancements

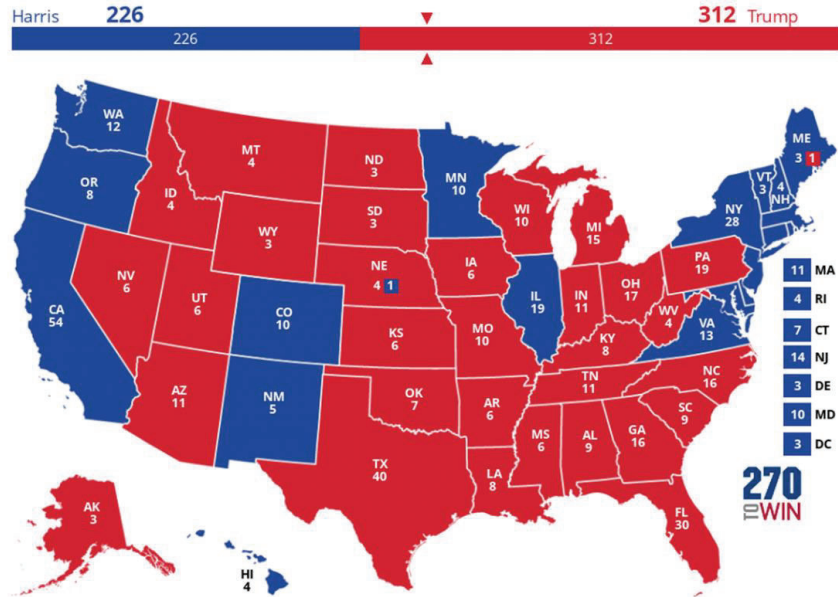
## Policy Priorities

- Plus-Up For Bus and Bus Facilities Funding
- Alternative Fuels Tax Credit Extension

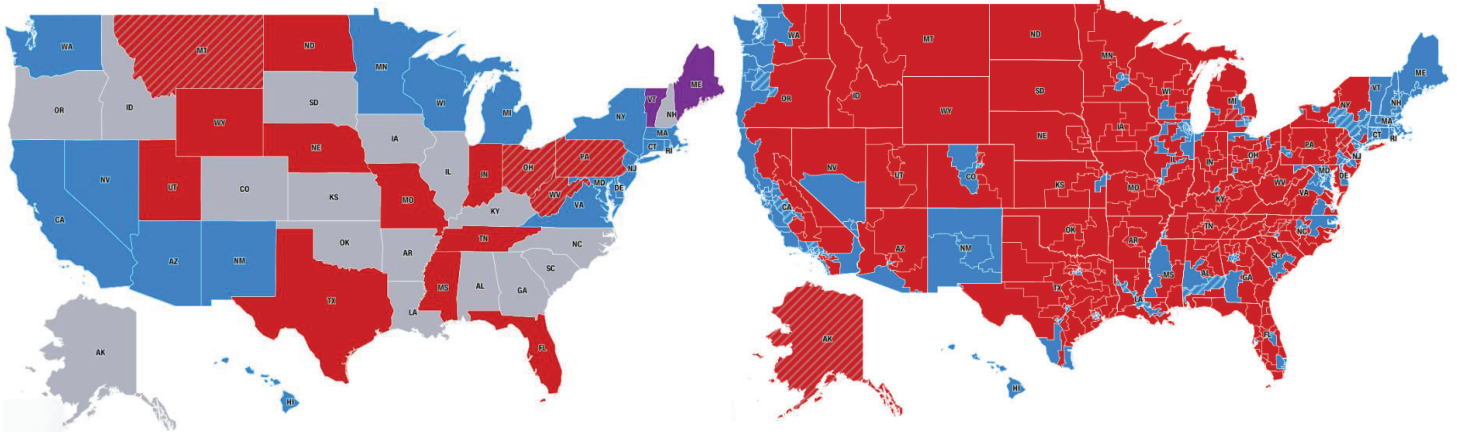
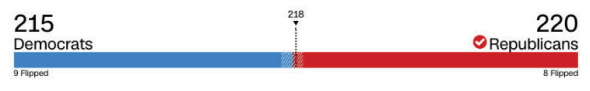
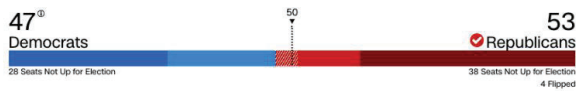




# Election Outcome - President



# Election Outcome – Senate and House





# 2025 Legislative Preview

- Oregon Delegation
  - Rep. Salinas (OR-06)
  - Rep. Bynum (OR-05)
  - Sen. Merkley
  - Sen. Wyden
  - Secretary (?) Lori Chavez-DeRemer
- Big Picture
  - FY25 Budget
  - Debt Limit
  - Tight margins in House and Senate
  - Energy; Border Security; Tax Reform/Cuts (Filibuster Proof)
  - Trump 2.0



# Questions?





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## AGENDA

- **CFM State Affairs Team**
- **2025 Legislative Session**
  - Timeline and dates
  - Major issues
- **SAMTD 2025 State Legislative Agenda**
- **Bills of Interest**

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# STATE AFFAIRS TEAM



**Dale Penn**  
State Affairs Partner



**Waylon Buchan**  
State Affairs Counsel



**Zack Reeves**  
Senior VP



**Ryann Gleason**  
State Affairs Manager



**Jessica Adamson**  
Senior VP

January 2025 Board Presentation

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## 2025 SESSION

- Important Dates and Timeline
  - January 13, 2025 – Start of Session
  - June 29, 2025 – Constitutional Sine Die
  - April 9, May 23 – First and Second Chamber Deadline
  - May 14 – Final Economic Forecast
- Major Issues
  - Transportation Package
  - Housing
  - Health Care, Medicaid and Behavioral Health
  - Education Funding
  - Continued Capitol renovation challenges

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## 2025 TRANSPORTATION PACKAGE

- Pre-Session Road show
- Goal – Maintenance and Preservation
- Timeline
- Major Issues
- Transit Component



### 2025 STATE LEGISLATIVE AGENDA

The Salem Area Mass Transit District (aka Cherriots) has established as its top 2025 legislative priorities to preserve, maintain and enhance public transportation investments and improve public transit safety.

Priority	Item
1	<b>Preserve, Maintain and Enhance Public Transportation Investments.</b> <ul style="list-style-type: none"> <li>• Work with OTA, ODOT, transit advocates and others to preserve, maintain and enhance funding for public transportation investments.</li> <li>• Protect against efforts to reduce transit funding resulting from the Statewide Transportation Improvement Fund employee payroll tax.</li> </ul>
1	<b>Transportation Package.</b> <ul style="list-style-type: none"> <li>• Monitor and advocate on major transportation policy and budget issues to ensure transit perspective is protected.</li> <li>• Monitor, preserve, and protect against changes to statutory language of ORS 267 relating to Mass Transit Districts.</li> </ul>
2	<b>Zero-emission Vehicles.</b> Monitor opportunities to increase investments in zero-emission vehicle transit infrastructure throughout the state.
2	<b>Support Increased Investments on Footpaths and Bicycle Trails.</b> Monitor discussions and activity surrounding legislative concepts and budget appropriations that would increase investments on footpaths and bicycle trails.
3	<b>Regional Passenger Rail Implementation.</b> Work with legislative champions, transit advocates and local community members in support of efforts to study the expansion of the passenger rail line from Portland to Salem.

As particular bills work through the system, CFM will work with Cherriots leadership to monitor and report on any legislative concepts which may impact the District and prepare an appropriate response.

**CONTACT**  
 Allan Pollock, General Manager/CEO  
 Salem Area Mass Transit District  
 503.588.2424 | [allan.pollock@cherriots.org](mailto:allan.pollock@cherriots.org)

Dale Penn II, CFM Advocates  
 503.510.2200  
[dalen@cfmadvocates.com](mailto:dalen@cfmadvocates.com)

# 2025 STATE LEGISLATIVE AGENDA

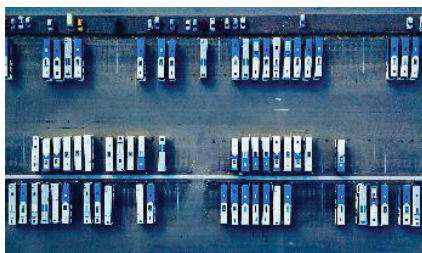


**cfm**  
**advocates**  
*Principled advocacy. Real results.*

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# BILLS OF INTEREST

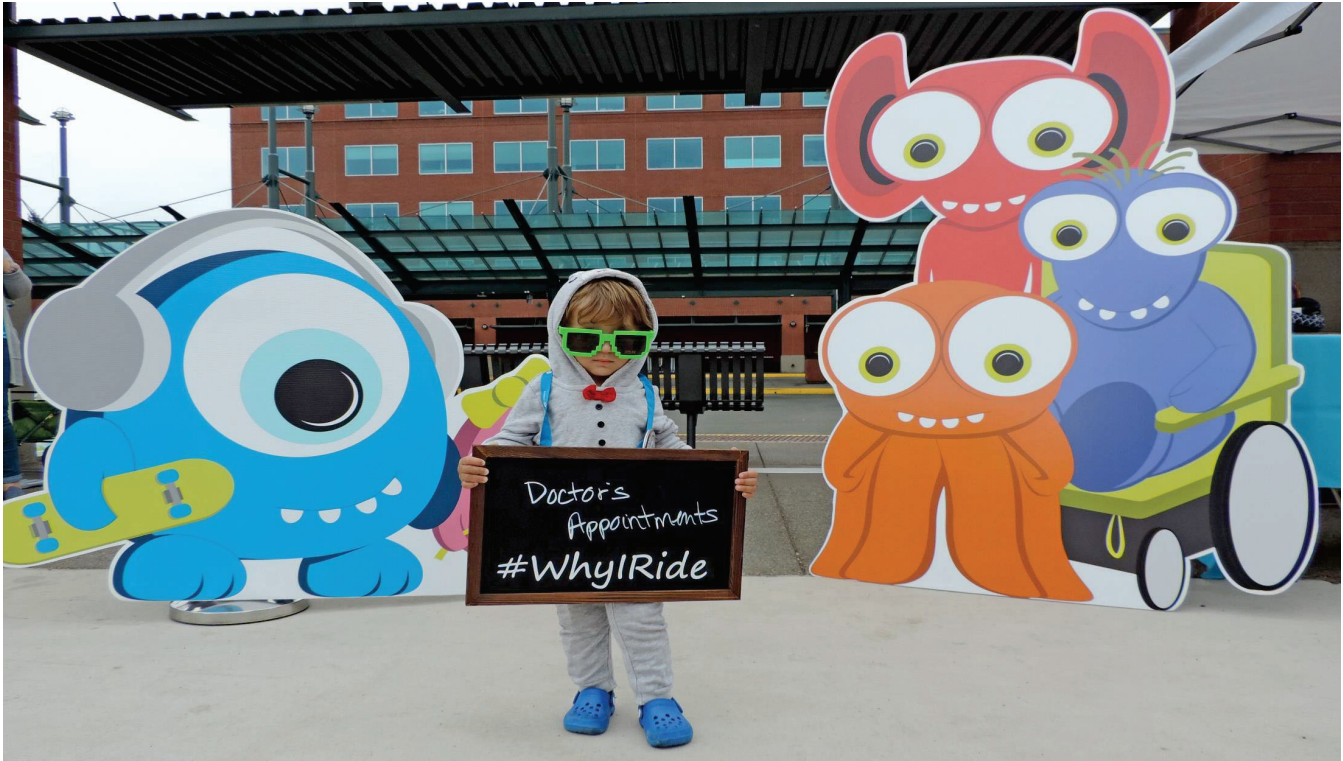
- SB 160 – Repeals STIF
  - HB 2795 – Modifies STIF qualified entity, impacts Cherrlots and other providers around state
  - HB 2155-2160, Misc. Other bills – Transportation Package Potential bills
  - HB 2880 – Transit system grants for smaller cities
  - HB 2721 – City or county transit surcharge on fines or violations
  - HB 2383 – Transit GM can appoint transit security officers
  - Right to Strike for Transit Workers
  - Transit driver/rider safety legislation
- 



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# THANK YOU

Dale Penn and Waylon Buchan | CFM Advocates | [www.cfmadvocates.com](http://www.cfmadvocates.com)



## Station 5: Tell Your Cherriots Story

- Photos with Team Cherriots characters as backdrop for riders to share experiences
- "Share Your Story" board for riders to express their transit experiences
- Photo wall highlighting community impact
- Sign up for rider alerts and newsletters





## Outreach Strategy

- Dedicated web page on Cherriots.org
- Comprehensive social media campaign
- Promotional materials in buses and at transit centers; QR codes for more information
- Partnerships with community organizations, e-blasts, e-newsletters
- Press releases and media outreach



## Expected Outcomes

- Gather valuable community input to shape future plans
- Increase public awareness of transit initiatives
- Build stronger relationships with riders and stakeholders
- Identify potential service improvements and priorities
- Generate positive media coverage and community goodwill





## Next Steps

- Finalize venues and dates
- Recruit and train staff
- Develop outreach materials and displays
- Brief board on results after completion of open houses
- Incorporate feedback into future transit plans



## 2025 FEDERAL LEGISLATIVE AGENDA FUNDING REQUESTS

### PROJECT DESCRIPTION

### REQUEST

#### **South Salem Transit Center and Mobility Hub (SSTCMH)**

**\$5,000,000**

The District is seeking funding to construct the South Salem Transit Center and Mobility Hub (SSTCMH). The SSTCMH is a planned transit center in south Salem centered on mobility integration, an approach to deliver transportation options with right-sized service best suited to different parts of the community. This project will include local and regional fixed route buses, paratransit vehicles, and neighborhood circulators, but will also be designed with flexibility to accommodate microtransit, transportation network company vehicles, bike share/scooter share, bicycles, pedestrians, and drop-off and pick-up spaces for easy connections between car and bus. The District will also look to include a smaller park and ride area, and establish super-stops located around south Salem to facilitate more convenient transfers between circulating and mainline routes. In addition to encouraging transportation alternatives to personal vehicles, this facility will reduce the District's carbon footprint by incorporating environmentally sustainable elements throughout, including battery-electric bus charging in support of the District's ongoing transition of its entire bus fleet to zero-emission technology. In December 2024 the Federal Transit Administration (FTA) concluded the SSTCMH qualifies for a Categorical Exclusion under the National Environmental Policy Act (NEPA). The District is currently in the land acquisition phase and the District is seeking construction funding to make this project a reality.

*Account: FTA Bus and Bus Facility Program; CDS/CP THUD Transit Infrastructure Projects*

#### **Zero Emission Buses**

**\$2,900,000**

The District is requesting funds to acquire two (2) zero emission buses and supporting infrastructure that will support Cherriotics' transition to a clean, no emission fleet and replace two (2) diesel buses that have exceeded their useful life. Replacing these old, unreliable and energy inefficient buses will reduce maintenance costs and meet our environmental sustainability objectives in the Salem region, which is a maintenance area for Carbon Monoxide and Ozone.

*Account: FTA Low or No Emission Grant Program; CDS/CP THUD Transit Infrastructure Projects*

#### **Transit Security Funding – Del Webb Fence and Exterior (Perimeter) Upgrade**     **\$2,000,000**

The District is requesting funding for upgrades to its security fencing and entry gates at its Operations Headquarters. The full scope includes securing the maintenance and operations administration buildings. Presently, the campus is an open, unsecured campus which allows for incidents of trespass, vagrancy, and other unwanted behaviors. This project will enable the District to fully secure its campus on a 24/7 basis and ensure a controlled access point for all visitors and vendors. The security improvements throughout the system are designed to enhance the safety of employees, riders and the broader community. Upgrades will ensure year-round protection of

District assets by addressing the unique needs of Salem, which serves as the state capital and hosts numerous large-scale events each year including the Oregon State Fair.

*Account: FEMA Transit Security Grant Program*

## **POLICY PRIORITIES**

### **Plus-Up for Bus and Bus Facilities Funding**

The District supports The Bus Coalition's (TBC) request for a \$400 million plus-up to the Bus and Bus Facility competitive grant program (5339b) within the Fiscal Year 2026 Appropriations legislation and for language to provide flexibility to the FTA to address cost escalations for previous, current, and future grant recipients. In 2024, the Bus and Bus Facility competitive grant program received \$9 billion in funding requests for \$1.5 billion available. This is the largest oversubscription in the program's history. In addition, cost escalations are impacting previous, current, and future bus purchase orders and transit facility construction projects. Plus-up funding would help address years of disinvestment which has led to the significant oversubscription in the bus competitive grant program.

### **Make Permanent the Alternative Fuels Tax Credit**

The Alternative Fuels Tax Credit helps transit systems reduce their emissions by providing a tax credit for a portion of costs associated with alternative fuel use. The District receives an annual benefit of \$200,000 for District operations. The credit was extended by the Inflation Reduction Act but expired at the end of 2024. We support a permanent extension of the provision to provide long-term support and certainty for the District and other agencies in the pursuit to reduce emissions.

### **CONTACT**

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## 2025 STATE LEGISLATIVE AGENDA

The Salem Area Mass Transit District (aka Cherriots) has established as its top 2025 legislative priorities to preserve, maintain and enhance public transportation investments and improve public transit safety.

Priority	Item
1	<p><b>Preserve, Maintain and Enhance Public Transportation Investments.</b></p> <ul style="list-style-type: none"> <li>• <i>Work with OTA, ODOT, transit advocates and others to preserve, maintain and enhance funding for public transportation investments.</i></li> <li>• <i>Protect against efforts to reduce transit funding resulting from the Statewide Transportation Improvement Fund employee payroll tax.</i></li> </ul>
1	<p><b>Transportation Package.</b></p> <ul style="list-style-type: none"> <li>• <i>Monitor and advocate on major transportation policy and budget issues to ensure transit perspective is protected.</i></li> <li>• <i>Monitor, preserve, and protect against changes to statutory language of ORS 267 relating to Mass Transit Districts.</i></li> </ul>
2	<p><b>Zero-emission Vehicles.</b> <i>Monitor opportunities to increase investments in zero-emission vehicle transit infrastructure throughout the state.</i></p>
2	<p><b>Support Increased Investments on Footpaths and Bicycle Trails.</b> <i>Monitor discussions and activity surrounding legislative concepts and budget appropriations that would increase investments on footpaths and bicycle trails.</i></p>
3	<p><b>Regional Passenger Rail Implementation.</b> <i>Work with legislative champions, transit advocates and local community members in support of efforts to study the expansion of the passenger rail line from Portland to Salem.</i></p>

As particular bills work through the system, CFM will work with Cherriots leadership to monitor and report on any legislative concepts which may impact the District and prepare an appropriate response.

**CONTACT**

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## **BOARD PRIORITIES AND PRINCIPLES**

Salem Area Mass Transit District, also known as Cherriots, has established priorities and principles that board members can use when representing the District on external committees.

### **Cherriots Board of Directors adopts the following priorities and principles:**

#### **Support for increased public transit funding**

*While Cherriots has seen an expansion of service in recent years, noticeable gaps in frequency and coverage remain in the existing service both inside and outside the Salem-Keizer Urban Growth Boundary. As such, we are supportive of initiatives that could support the expansion of public transit services in Marion and Polk counties. Funding could include federal, state, or local (city and county) sources.*

#### **Pedestrian and bicyclist infrastructure**

*Transit riders and other community members depend on a strong, multi-modal network to reach their destinations. Large sections of the urban growth boundary do not have sidewalks, and bike infrastructure is inadequate. As Cherriots becomes a mobility integrator, we must advocate for strong "Active Transportation" infrastructure.*

#### **Environmental justice**

*Decisions on how to allocate resources should be viewed through a lens of environmental justice. New projects should always consider historically underserved communities.*

#### **Maintenance of existing travel lanes before building new infrastructure**

*Allocation of funding for automobile travel lanes should prioritize the maintenance of existing infrastructure before building new, costly-to-maintain infrastructure.*

#### **Unaccounted costs**

*Attention should be paid to policies that put the burden of costly infrastructure on the public when the number of individuals who would benefit is nominal*

Adopted: January 23, 2025



**To:** Board of Directors

**From:** Chris French, Service Planning Manager  
Shofi Ull Azum, Chief Planning and Development Officer

**Thru:** Allan Pollock, General Manager

**Date:** January 23, 2025

**Subject:** Approval of a Contract with Nelson\Nygaard Consulting Associates, Inc. for the Comprehensive Operational Analysis (COA) Project

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## ISSUE

Shall the Board approve a contract with Nelson\Nygaard Consulting Associates, Inc. for the COA project for a not to exceed amount of \$339,722?

## BACKGROUND AND FINDINGS

The COA is an initiative to evaluate and enhance the efficiency, reliability, and service quality of the transit system operated by the District. As the demands on public transportation continues to evolve, it is crucial to ensure that transit operations are optimized to effectively meet the community's needs. This project will leverage data-driven insights, stakeholder engagement, and strategic planning to develop actionable recommendations for a more sustainable, equitable, and resilient transit system. By addressing current operational challenges and identifying opportunities for improvement, the COA project seeks to enhance the overall transit experience for passengers and support the long-term growth and sustainability of the transit system.

The District issued a Request for Proposals (RFP) in November 2024, to hire a transportation planning consultant to conduct a COA. In December, a selection committee received and evaluated four qualified proposals, and a final recommendation was made in December 2024. Nelson\Nygaard Consulting Associates, Inc. was the highest-scoring bidder on the proposal, with a cost estimate of \$339,722.

The project is expected to take 12 months to complete. There will be Board check-ins along the way.

## FINANCIAL IMPACT

To complete a COA, the consultant contract is \$339,722. Funding for this proposed contract has been designated in the Districts STIF Formula Plan for the first \$250,000 in

expenses and the remainder allocated from the Districts Budget for FY25. Remaining funds for this project will be carried over to the FY26 budget.

**Table 1. Funding by Source**

<b>Funding Source</b>	<b>Grant Amount</b>	<b>Percent %</b>	<b>Total Per Source</b>
STIF Formula	\$250,000	100%	\$250,000
General Fund	\$ 89,722	100%	\$ 89,722
<b>Grand Total</b>			<b>\$339,722</b>

## **RECOMMENDATION**

Staff recommends that the Board authorize the General Manager to execute a contract with Nelson\Nygaard Consulting Associates, Inc for a COA project for an amount not to exceed \$339,722.

## **PROPOSED MOTION**

**I move that the Board authorize the General Manager to execute a contract with Nelson\Nygaard Consulting Associates, Inc for a Comprehensive Operational Analysis project for an amount not to exceed \$339,722 (three hundred, thirty-nine thousand, seven hundred and twenty-two dollars).**



**To:** Board of Directors  
**From:** Patricia Feeny, Chief Communications Officer  
**Thru:** Allan Pollock, General Manager  
**Date:** January 23, 2025  
**Subject:** Mobility Reimagined Outreach Brief

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## ISSUE

Shall the Board receive the Mobility Reimagined Outreach Brief?

## BACKGROUND AND FINDINGS

The District is planning a comprehensive public outreach initiative "Mobility Reimagined: Transforming Public Transit for a Connected Community," beginning in February 2025.

The initiative consists of strategically planned open houses designed to gather comprehensive community feedback about the proposed service enhancement plan and future of public transit services in Salem, Keizer and surrounding areas. Our approach emphasizes accessibility, inclusivity, and meaningful community engagement.

We have selected high-traffic community locations to maximize participation such as:

- YMCA (Withnell Family YMCA)
- Kroc Center
- Chemeketa Community College (Salem)
- Cherrriots Customer Service Lobby
- Center 50+
- Salem Health (Community Health Education Center)
- Keizer Location TBD

Events will be scheduled at varied times throughout the day to accommodate diverse schedules, ranging from early morning to evening hours.

The open houses will feature five dedicated stations:

1. Welcome Station: Providing orientation and collecting participant information
2. Future Transit Network Design: Facilitating interactive feedback on service enhancement plan
3. Umo: Demonstrating electronic fare payment systems



4. Cherrlots Information Hub: Showcasing our fleet and services

5. Tell Your Story: Capturing community transit experiences

We have assembled teams of subject matter experts and bilingual staff to ensure comprehensive support at each station. Key personnel include planning specialists, customer service representatives, and technical experts. Additional support staff will serve as event floaters and runners to ensure smooth operations.

We have developed a multi-channel promotional strategy including

- Dedicated website (or webpage)
- Comprehensive social media campaign
- Traditional media engagement
- Transit infrastructure advertising
- Community organization partnerships

Staff will prepare detailed reports for each event, synthesizing findings for presentation to the Executive Leadership Team and the Board. We will maintain transparency by sharing results with the community and demonstrating how their input shapes future transit planning.

The Turell Group, our strategic communications partner, will present updates this evening on the Mobility Reimagined initiative, including their progress on graphic design, storytelling, and campaign development strategies.

### **FINANCIAL IMPACT**

There are funds allocated for community outreach in the FY26 marketing and communications budget.

### **RECOMMENDATION**

For information only.

### **PROPOSED MOTION**

**None**

# 2025 Community Open Houses

Mobility Reimagined: Transforming  
Public Transit for a Connected  
Community



## Overview

- Series of community open houses beginning in February
- Goal: Solicit public feedback on proposed transit service enhancement plan
- Interactive format with dedicated stations
- Opportunity to engage directly with riders and community members



## Open House Details

- Dates: February - spring
- Locations: Community centers and other venues in the Salem-Keizer service area
- Times: Weekdays 11 a.m. to 1 p.m., evenings 6 to 8 p.m., and weekend afternoons 1 to 4 p.m.



## Potential Venues

- Withnell Family YMCA
- The Kroc Center
- Center 50+
- Chemeketa Community College
- Community Health Education Center (Salem Health)
- Keizer (TBD)
- Cherriots Customer Service Lobby
- Others



# Open House Stations

- Welcome and Orientation
- Talk with the Planning Team
- Umo
- Cherriots Information Hub
- Tell Your Transit Story



# Station 1: Welcome and Orientation

- Greet guests and provide overview
- Sign in sheet
- Distribute program and informational materials
- Guide attendees to relevant stations
- Answer basic questions



## Station 2: Talk with the Planning Team



## Proposed Service Enhancement Plan Feedback

- One-on-one discussions with Cherriots planning team
- Visual displays, including maps
- Interactive activities to capture suggestions and feedback



## Station 3: Umo

- "Practice Your Tap" activity with cards and readers
- Materials on fare capping
- Large posters explaining fare types and how to use Umo
- Onsite Umo sign up
- Demos of trip planning tools



## Station 4: Cherriots Information Hub

- Current route maps and schedules
- Information on fares and passes – Youth Fare
- Types of vehicles
- Sustainability brochure – RNG, CNG, Cleanest Fleet
- Safety and Security



**To:** Board of Directors  
**From:** Allan Pollock, General Manager  
**Date:** January 23, 2025  
**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.**