

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

August 25, 2016

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b. Special Board Meeting / Executive Session of July 11, 2016	
2. <u>Routine Business</u>	
a. Approval of Contract Extension for Security Services	
 Moved to accept the FY2016 Annual Security Report as presented.....	 3
 Moved to adopt the 2016 update to the “Coordinated Public Transit – Human Services Transportation Plan” as shown in Attachment A (in the Supplemental Agenda Packet) and direct the General Manager to implement the plan.	 4

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Salem Area Mass Transit District
BOARD OF DIRECTORS

MINUTES

August 25, 2016
Courthouse Square – Senator Hearing Room
555 Court Street NE, Salem, Oregon 97301

PRESENT:	President Robert Krebs; Directors John Hammill, Colleen Busch, Marcia Kelley, Jerry Thompson, and Kathy Lincoln	ABSENT: Director Steve Evans
Board		
Staff	Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Patricia Feeny, Director of Communication; Paula Dixon, Director of Administration; Steve Dickey, Director of Transportation Development; Chip Colby, Information Technology Manager; Chris French, Senior Planner (left 8:00 PM); Karen Garcia, Security & Emergency Management Manager; Kiki Dohman, Rideshare Specialist (left 7:05 PM); Matt Berggren, Planning Technician (left 8:00 PM); Michiel Majors, Safety & Loss Control Specialist (left 7:00 PM); Ron Siegrist, Customer Service Manager; Roxanne Rolls, Rideshare & Outreach Coordinator; SueAnn Coffin, Contracted Services Manager (left 8:00 PM); Ted Stonecliffe, Long-Range Planning Analyst (left 8:08 PM); Susie Primmer, Technology Services Support Analyst (left 7:00 PM); Linda Galeazzi, Executive Assistant; Ben Fetherston, SAMTD Legal Counsel	
Guests	Citizens, Tina Hansen and Kendra Schaber; Brent Standridge, MV General Manager; Randy Navalinski, Mobility Assessment Evaluator, MTM, Inc.	

- A. CALL TO ORDER AND NOTE OF ATTENDANCE** **6:30 PM**
President Krebs called the meeting to order. Attendance was noted and a quorum was present.
- B. PLEDGE OF ALLEGIANCE**
Director Marcia Kelley led the Pledge of Allegiance.
- C. ANNOUNCEMENTS AND CHANGES TO THE AGENDA - None**
- D. PRESENTATIONS**
1. Roxanne Rolls announced that Cherriots “Trip Choice” (aka “Rideshare”) was recognized by the Association for Commuter Transportation at the ACT International Conference in Portland, Oregon with the Commuting Options Award for the “Wander Walks” Downtown Salem Walking Map.
 2. Kiki Dohman announced that Cherriots employees were recognized with the Community Spirit Award from the United Way of the Mid-Willamette Valley for their encouragement in giving, volunteering and advocacy to help improve the lives of people in the Salem-Keizer community through Education, Financial Stability, and Health.
- E. PUBLIC COMMENT**
Tina Hansen (Address on File): Ms. Hansen asked about the changes being made to Routes #1 and #9. Chris French, the Senior Planner explained that they made some time point adjustments to add time to the schedule.

F. CONSENT CALENDAR

6:35 PM

- Motion:** Moved to approve the Consent Calendar:
- 1. Approval of Minutes**
 - a. Board Meeting / Executive Session of July 28, 2016**
 - b. Special Board Meeting / Executive Session of July 11, 2016**
 - 2. Routine Business**
 - a. Approval of Contract Extension for Security Services**
- Motion by:** Director Jerry Thompson
Seconded: Director Marcia Kelley
Discussion: No items were deferred from the Consent Calendar.
Vote: Motion passed unanimously (7)

ACTION ITEMS

H.1 Accept the FY2016 Annual Security Report

6:40 PM

- Staff report:** Pages 13-20 of the agenda
Karen Garcia, Security & Emergency Management Manager
- Comments:** Director Busch spoke highly of a transit operator on Route #1 for the way he handled a situation in the back of a bus she was riding in with young people who had been using foul language.
- Motion:** Moved to accept the FY2016 Annual Security Report as presented.
Motion by: Director Jerry Thompson
Seconded: Director Steve Evans
Vote: Motion passed unanimously (7)

H.2 Adopt the 2016 Update to the “Coordinated Public Transit – Human Service Transportation Plan”

7:05 PM

- Staff report:** Pages 21-23 of the agenda and Supplemental Packet
Ted Stonecliffe, Long-Range Planning Analyst
- Mr. Stonecliffe reviewed the process that the District, as the STF Agency, has gone through to update the 2009 Coordinated Plan to comply with OAR 732-005-0081. Some of the major changes made to the 2009 Coordinated Plan included updates to the existing conditions including demographic and socioeconomic data (2000 U.S. Census data to at least 2010 data) and any existing public transportation services; updates to the list of unmet transportation needs for seniors and people with disabilities; the addition of strategies to meet unmet transportation needs; prioritized strategies and investments to address public transportation gaps, including but not limited to service efficiencies. After adoption of the Coordinated Plan, the District can move forward to implement the plan. As needed, the STFAC and public and private stakeholders will be included in order to gain feedback on the proposal for the Coordinated Plan implementation. Staff will develop and/or refine a list of funding and transit service investment priorities to help identify which of the unmet needs are most pressing, and which of the proposed strategies will best be positioned to address the unmet needs. Then, initiate steps to develop service area guidelines for all of Cherriot's services. Once the guidelines are established, the District will identify which areas are deficient, and use the

guidelines to address gaps in public transit services; and begin preparing for the next funding cycles, to include making any needed refinements to the STF and Section 5310 funding and application processes.

Comments: Director Kelley said the Board spent a fair amount of time at the work session going over the document.

Director Lincoln noticed that the Plan's cover sheet used the word "Cherriots" as part of the District's brand refresh; and she thanked staff for doing a good job.

Director Hammill said the Plan was a dynamic ongoing work in progress and had fleshed out needs that have been identified. He anticipates continued success.

Motion: **Moved to adopt the 2016 update to the "Coordinated Public Transit – Human Services Transportation Plan" as shown in Attachment A (in the Supplemental Agenda Packet) and direct the General Manager to implement the plan.**

Motion by: Director Marcia Kelley

Seconded: Director John Hammill

Vote: Motion passed unanimously (7)

INFORMATION ITEMS

I.1 Review of CherryLift Eligibility Program

7:14 PM

Staff report: Pages 25-32 of the agenda
Ron Siegrist, Customer Services Manager

Mr. Siegrist introduced Randy Navalinski, the ADA Assessment Specialist who is contracted through Medical Transportation Management (MTM), Inc. to work with the CherryLift Eligibility Program in the CherryLift Eligibility/Assessment Office at the Downtown Transit Center by the Customer Service Center.

In review of the first year of the CherryLift Eligibility/Assessment Office, Mr. Siegrist noted that the Americans with Disabilities Act (ADA) states that each public entity is required to provide complementary paratransit service and establish a process to do so. The process strictly limits ADA paratransit eligibility to individuals who meet the criteria outlined under the ADA (Section 37.125a). On February 28, 2013, the Board adopted the District's ADA Paratransit Plan. A CherryLift application process was developed and prior to June 2015, general information was provided by the client; a Medical Professional Questionnaire (MPQ) was completed by the client's health professional to confirm the individual's disability; the application was processed and there was typically no interview.

The current CherryLift application process changes so that the in-person interview became the third and last part of the eligibility process. The District contracted with MTM, Inc. to conduct the interviews and the associated functional assessments. The CherryLift Eligibility Office began the assessments in July 2015 to determine an applicant's eligibility for ADA paratransit services; educate applicants about CherryLift and other transit service options; and make travel training referrals when appropriate. Mr. Siegrist spoke about the types of ADA eligibility there are, and what happens in the in-person interview and functional assessment process. In the first

year of service, they developed individualized and specific conditions of travel with letters of eligibility tailored to each and every customer; Of all calls to the eligibility office, 90% were answered as they occurred with no more than a one hour wait for a return call. The eligibility process was streamlined from three weeks to an average of two to five days; and out of 603 eligibility determinations, there were only three denials and two appeals.

Comments: Director Hammill said that it sounds like the program is achieving the goal to get people to use fixed route service to keep the paratransit costs down.

Director Kelley said there is the potential for people to access fixed route services with the restructured routes. It gives them more freedom.

Director Busch said she observed a one on one interview that showed that we care about our customers. That goes a long way with customers.

President Krebs pointed out that the eligibility process had notably dropped from a 21-day period to a two to three day timeframe.

I.2 Update of the Regional *Rethink* Project

7:30 PM

Staff report: Pages 33-38 of the agenda
Ted Stonecliffe, Long-Range Planning Analyst

Mr. Stonecliffe reviewed the changes made to the Regional Rethink Project since the July work session that were presented at the August 8th work session in preparation for tonight's presentation. In line with the consultant's recommendations, no changes are being proposed for the Cherriots Routes 1X and 2X; the primary changes proposed were for the CARTS network as were described in Table One. Table Two in the staff report summarized the schedule for the project. April 3, 2017 is proposed as the launch date for the new plan to give the public ample time to give their comments on the proposed changes, and time for staff to produce the necessary materials. Eight outreach events are scheduled for September and October. The final plan will go to the Board on January 26, 2017 for approval. Once approved, staff will market the final plan to the public in February.

Comments: Director Lincoln asked if the plan would be presented to elected officials; she said the District will need to collaborate with them to get their support for funding. We may need to go to them personally to explain.

Director Kelley noted that she had a meeting with the mayors of the counties that the District serves; and they said public transit was important to their communities.

Mr. Stonecliffe said that Jared Walker, the consultant would be at the meeting; and that the presentation will be made at the Area Commission on Transportation meeting.

Director Lincoln asked if the new logo and color scheme would be used in the outreach. Mr. Stonecliffe responded that staff felt this would be too confusing for the riders and the public. Ms. Feeny added that the first successful roll out of the brand refresh will occur internally in October.

In response to Director Busch's question regarding Chemeketa Community

College, Mr. Stonecliffe said the Mid-Willamette Valley Council of Governments' newsletter is already on their schedule. President Krebs noted that it needs to be on the Salem-Keizer Area Transportation Study schedule. Director Kelley added that all of the people going to the meeting in Keizer should get an email.

REPORTS

J.2 Performance – Fourth Quarter

7:50 PM

Staff report: Pages 39-52 of the agenda
Matt Berggren, Planning Technician

Mr. Berggren reported on all Cherriots services for the fourth quarter in FY2016. The data used for these measures was derived from vehicle fareboxes, adjusted Trapeze schedules, passenger counting systems, and the reservation software - RouteMatch and Mobility DR. The average daily revenue hours at 649.0 increased by 5.2% from FY15. Average daily revenue miles at 8,807.7 miles increased by 8.4%. Average daily boardings at 12,051 decreased by 9.7%. Paratransit (CherryLift) decreased in boardings per day by 9.5% from last fiscal year. The average boardings per day on the CARTS deviated-fixed routes (10-50) went down 8.5% and on CARTS zone routes (25/45) was down 2.3%. CARTS 35 (dial-a-ride) was up 37.3%. The RED Line dial-a-ride increased by 27.2%; and the RED Line shopper shuttle was up by 4.7%.

J.3 Cherriots *Trip Choice* (fka *Rideshare*) – Fourth Quarter

8:00 PM

Staff report: Pages 53-60 of the agenda
Roxanne Rolls, Rideshare & Outreach Coordinator

Ms. Rolls reported on Cherriots *Trip Choice* program activities, goals and metrics structured around the 2015–2017 ODOT approved work plan and the 2015–2020 Cherriots *Rideshare* (now known as Cherriots *Trip Choice*) Strategic Plan which details specific activities and improvements to the regional TDM program.

In the fourth quarter, Trip Choice staff participated in the planning of the Association for Commuter Transportation (ACT) national conference held in Portland. Staff attended a wide variety of outreach and community events and facilitated the purchase and installation of two new bike repair stations. A team of Cherriots employees has also been working on an *Employer Transit Pass Program* proposal to present to the District's leadership team in late August. The goal of the committee has been to develop recommendations for program structure, guidelines, cost estimates, fraud prevention, and how to better market and promote the program. After the leadership team reviews the proposal and makes their recommendations, the committee will reconvene and move into the implementation phase. Cherriots Trip Choice will once again be participating in the statewide Drive Less Challenge. It will run from October 1-15 and is open to all Oregonians.

Comments: Director Lincoln is looking forward to what can be done with the Employer Transit Pass Program. She also wants to share with the City of Keizer about the mounted bike repair station and asked about the cost. Ms. Rolls said the cost was \$1,200 and that staff installed the station. She will be happy to talk

about her experience working with the Durham Bike Co-op.

I.5 Board Subcommittee Report

8:08 PM

Board members are appointed to local, regional and/or national committees; and may present testimony at public hearings on specific issues on behalf of the District as the need arises.

Board members speak about the issues discussed in the committees listed on pages 61-70 of the agenda as they relate to transit and the District. Minutes for the external meetings can be found on the agencies websites. Minutes for the Board's July 11, 2016 Work Session and June 13, 2016 Work Session were received and filed.

BOARD AND MANAGEMENT ISSUES

J.1 General Manager

8:10 PM

Mr. Pollock announced that he and President Krebs will attend the American Public Transportation Association's Annual Meeting in September. The District is putting on a Bus Roadeo for employees on September 17, 2016 at the Del Webb Operations Headquarters. It is a chance for employees to test their skills and compete on a marked course. Transit agencies across the states and internationally have a Bus Roadeo every year. The District's last known Roadeo was prior to 2007.

J.2 Board President

8:11 PM

President Krebs reports on his transit-related Board and community service activities since the last board of directors meeting. He attended the first meeting of the Salem River Crossing Subcommittee meeting, neighborhood association meetings to include his neighborhood association's "Night Out" event. He also had an interview on KMUZ's morning program to talk about the future of transit operations.

J.3 Board of Directors

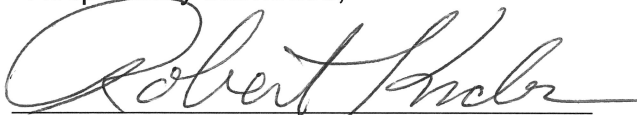
8:11 PM

Directors Hamill, Busch, Lincoln, Thompson and Kelley gave an account of their transit-related Board and community service activities that may be of interest to the other Board members and to the public.

L. Meeting Adjourned

8:20 PM

Respectfully submitted,



Robert Krebs, President