



Salem Area Mass Transit District  
**BOARD OF DIRECTORS MEETING**  
Thursday, January 24, 2019 at 6:30 PM  
Courthouse Square – Senator Hearing Room  
555 Court Street NE, Salem, Oregon 97301

**AGENDA**

**A. CALL TO ORDER** (President Robert Krebs)

- 1. Note of Attendance for a Quorum
- 2. Pledge of Allegiance (Director Jerry Thompson)
- 3. "SAFETY MOMENT" Thought for the Day

**B. ANNOUNCEMENTS & CHANGES TO AGENDA**

**C. FIRST READING AND PUBLIC HEARING - ORDINANCE 2019-01**

Shall the Board direct the First Reading of Ordinance #2019-01 by Title, and set a Public Hearing from the January 24, 2019 Board meeting to the February 28, 2019 Board meeting to receive citizen testimony regarding a revised fare structure, rates and effective date for transportation services provided by Cherriots with the adoption of Ordinance 2019-01 that will repeal Ordinance No. 2014-02 adopted on October 23, 2014? Pursuant to ORS 198.540 and ORS 267.150. .... **1**

*President Krebs will open the Public Hearing for oral and written citizen testimony.*

**D. PUBLIC COMMENT**

*Time is designated at each Board meeting for citizen testimony, both oral and written, on any items of Board business, being limited to three minutes.*

**E. CONSENT CALENDAR**

*Items on the Consent Calendar 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.*

**1. Approval of Minutes**

- a. Minutes of the December 13, 2018 Board Meeting ..... **59**

**F. ITEMS DEFERRED FROM THE CONSENT CALENDAR**

**G. ACTION ITEMS**

1. Adoption of 2019 Legislative Agenda ..... **69**

**H. INFORMATIONAL REPORTS**

**I GENERAL MANAGER'S REPORT**

- J. BOARD OF DIRECTORS REPORTS ..... 75**

*Board members report on their Board assignments and citizen communications as representatives of the District.*

**K. ADJOURN BOARD MEETING**

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**Next Regular Board Meeting Date: Thursday, February 28, 2019**

This is an open and public meeting in a place accessible to people with disabilities. For individuals who need the assistance of Interpreters for sign language or for languages other than English to participate in the meeting, please contact the Clerk of the Board at least two business days prior to the meeting - by phone at 503-588-2424. (For individuals with a hearing impairment, please call the Oregon Telecommunications Service, 711.) Office hours are Monday-Friday from 8:00 AM to 5:00 PM.

For an electronic copy of the Board meeting agenda packet, go to [www.cherriots.org/board](http://www.cherriots.org/board). Regular Board meetings are televised on Channel 21; and can be viewed at any time on CCTV's website - <https://www.cctvsalem.org/all>.

~ ~ ~

Esta es una reunión abierta y pública en un lugar accesible para personas con discapacidades. Para las personas que necesiten la asistencia de intérpretes para el lenguaje de señas o para idiomas distintos al inglés para participar en la reunión, comuníquese con el secretario de la Junta al menos dos días hábiles antes de la reunión, por teléfono al 503-588-2424. (Para personas con impedimentos auditivos, llame al Servicio de Telecomunicaciones de Oregón, 711.) El horario de atención es de lunes a viernes de 8:00 a.m. a 5:00 p.m.

Para obtener una copia electrónica del paquete de la agenda de la reunión de la Junta, vaya a [www.cherriots.org/board](http://www.cherriots.org/board). Las reuniones regulares de la Junta se televisan en el Canal 21; y puede verse en cualquier momento en el sitio web de CCTV: <https://www.cctvsalem.org/all>.



**To:** Board of Directors

**From:** Ted Stonecliffe, Transit Planner II, Programs  
Steve Dickey, Director of Transportation Development

**Thru:** Allan Pollock, General Manager

**Date:** January 24, 2019

**Subject:** First Reading of Fare Ordinance 2019-01

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**ISSUE**

Shall the Board direct the First Reading of Ordinance No. 2019-01 by Title and set a Public Hearing beginning with the January 24, 2019 Board meeting to the February 28, 2019 Board meeting to receive citizen testimony regarding proposed changes to the fare structure, fare programs and fare levels as described in the proposed Ordinance No. 2019-01 in **Attachment A** pursuant to ORS 198.540 and ORS 267.150?

**BACKGROUND AND FINDINGS**

The last fare change for the District occurred in January 2015 with the adoption of Ordinance 2014-02 by the Board on October 23, 2014.

On November 1, 2018, Cherriots submitted its application to the Oregon Department of Transportation (ODOT) for the new Statewide Transportation Improvement Fund (STIF) formula funds. These new grant funds will provide for weekend, extended weekday evening, and holiday service on Cherriots Local buses; and Saturday and holiday service on Cherriots Regional buses.

STIF funds will also be used to provide a new youth fare. This new fare category will satisfy a requirement of the STIF program, which states that at least one percent of the funds shall be used to improve transportation for students in grades nine through twelve. The District's STIF grant application recommends over two percent of the grant funds be dedicated to the proposed youth fare program in Fiscal Years 2020 and 2021.

Copies of the proposed fare table are provided in the Ordinance (**Attachment A**). Oregon statutes governing fare changes are provided as a reference in **Attachment B**. A full analysis of the fare change decision-making process is included in the 2018 Fares Analysis Report in **Attachment C**. The proposed changes in the youth fare categories are shown below in Table 1.

**Table 1.** Proposed Youth Fares (effective July 1, 2019)

Category	Current Reduced Fare	Proposed Youth Fare
Cherriots Local one ride youth (6-18)	\$0.80	\$0.50
Cherriots Local day pass youth (6-18)	\$1.50	\$1.00
Cherriots Local 30-day pass youth (6-18)	\$22.50	\$10.00
Cherriots Local annual pass youth (6-18)	\$270.00	\$120.00
Summer Youth pass (6-18)	\$40.00	Discontinued
Cherriots Regional one ride youth (6-18)	\$1.50	\$1.00
Cherriots Regional day pass youth (6-18)	\$3.00	\$2.00
Cherriots Regional month pass youth (6-18)	\$30.00	\$20.00

A public notice of the fare ordinance proposal (**Attachment D**) was published in the *Statesman Journal* newspaper on January 18, 2019; and on the Cherriots website ([cherriots.org](http://cherriots.org)) in both Spanish and English on January 17, 2019 with links to the board reports in the agenda packets for the January 14, 2019 Board work session and January 24, 2019 Board meeting and public hearing. There will also be an article in the February issue of Cherriots' e-newsletter, which is distributed to everyone on the Cherriots Marketing email list.

The Board will consider citizens testimony during the Public Hearing and in writing before adopting the new fare ordinance from January 24 until the Second Reading of Ordinance No. 2019-01 at the Public Hearing on February 28, 2019. Written comments may be sent by email to [board@cherriots.org](mailto:board@cherriots.org) and must be received by 12:00 p.m. on February 28, 2019. The proposed changes in the ordinance are proposed to take effect on July 1, 2019.

### **FINANCIAL IMPACT**

Based on the 2016 Rider Survey where 19.9 percent of Cherriots Local riders were ages 6-18, the revenue loss to the District to implement the youth fares in Table 1 is estimated at approximately \$136,813 per year. For Cherriots Regional, 8.8 percent of riders were ages 6-18 in the survey. This implies an annual revenue loss of \$2,242 for Cherriots Regional riders. This loss in passenger-paid revenues will be included in the

FY2019-20 Proposed Budget in the General Fund and the Transportation Programs Fund. An equal amount of the STIF funds will be used to subsidize the anticipated lost revenues.

### **RECOMMENDATION**

Staff recommends that the Board direct the First Reading of Ordinance 2019-01 by Title; and receive citizen testimony regarding proposed changes to the fare structure, rates, and effective date for transportation services from the January 24, 2019 Board meeting to the February 28, 2019 Board meeting pursuant to ORS 198.540 and ORS 267.150.

### **PROPOSED MOTION**

**I move that the Board direct the First Reading of Ordinance No. 2019-01 by Title; and receive citizen testimony regarding proposed changes to the fare structure, rates, and effective date for transportation services from the January 24, 2019 Board meeting to the February 28, 2019 Board meeting pursuant to ORS 198.540 and ORS 267.150.**

***This is the First Reading of Ordinance No. 2019-01 by Title: "Ordinance No. 2019-01: Repealing Ordinance No. 2014-02 and Establishing SAMTD Fare Categories and Rates; and Establishing an Effective Date"***





**ORDINANCE NO. 2019-01**

**REPEALING ORDINANCE NO. 2014-02  
ESTABLISHING SAMTD FARE CATEGORIES, RATES,  
AND ESTABLISHING AN EFFECTIVE DATE**

**WHEREAS**, the Salem Area Mass Transit District (“SAMTD”, herein) has determined that fare categories and rates must be established to enhance operating efficiencies and passenger service;

**WHEREAS**, SAMTD shall consist of, and operate as a single zone for the purpose of determining rates for transportation services provided by or through the District.

**WHEREAS**, fare categories, structure and prices for transportation services shall be established by the Board of Directors from time to time by ordinance.

**NOW, THEREFORE, IT IS ORDAINED BY THE SALEM AREA MASS TRANSIT DISTRICT BOARD OF DIRECTORS:**

**THAT**, the Board finds, determines and declares that the adoption of Ordinance 2019-01 is necessary to ensure the continued safe and efficient operations of the District.

**THAT**, the following fare categories, prices and structure are hereby established for transportation service;

**THAT**, the effective date of Ordinance 2019-01 shall be July 1, 2019. Ordinance 2014-02 is repealed and the provisions of any other ordinance heretofore adopted are hereby repealed to the extent that the same are in conflict with the provisions of this ordinance.

<b><u>Fare Category</u></b>	<b><u>Description</u></b>
Adult	Passengers who do not fall under any other fare category
Reduced	Passengers, who qualify as elderly or disabled, according to the criteria of SAMTD policy and procedure.
Youth	Passengers 6 years of age up through 18 years of age.
Child	Passengers up through 5 years of age.
Cherriots LIFT	Passengers who meet the ADA Eligibility Requirements under CFR 49, Section 37.123, of the Americans with Disabilities Act of 1990.
Employer Pass Program	Passengers using transportation service provided under the Employer Program offered by, through or on behalf of SAMTD.

**TABLE 1**  
**Fare Prices and Fare Structure**

	Current Adult	Proposed Adult*	Current Reduced	Proposed Reduced*	Current Youth	Proposed Youth*
<b>Cherriots Local</b>						
1 ride	\$1.60	\$1.60	\$0.80	\$0.80	\$0.80	\$0.50
Day pass	\$3.25	\$3.25	\$1.50	\$1.50	\$1.50	\$1.00
30-day pass	\$45.00	\$45.00	\$22.50	\$22.50	\$22.50	\$10.00
Summer youth pass	N/A	N/A	\$40.00	N/A	\$40.00	N/A
Annual pass	\$540	\$540	\$270	\$270	\$270	\$120
<b>Cherriots Regional</b>						
Single fare	\$2.25	\$2.25	\$1.50	\$1.50	\$1.50	\$1.00
Day pass	\$4.50	\$4.50	\$3.00	\$3.00	\$3.00	\$2.00
Monthly pass	\$60.00	\$60.00	\$30.00	\$30.00	\$30.00	\$20.00
<b>Cherriots Shop and Ride</b>						
Single fare shopper shuttle	N/A	N/A	\$1.25	\$1.25	N/A	N/A
Single fare dial-a-ride	N/A	N/A	\$3.20	\$3.20	N/A	N/A
Ticket book (10 tickets) shopper	N/A	N/A	\$12.50	\$12.50	N/A	N/A
<b>Cherriots LIFT</b>						
Single fare	N/A	N/A	\$3.20	\$3.20	N/A	N/A
<b>Cherriots Route 1X – Salem/Wilsonville Express</b>						
Single fare	\$3.00	\$3.00	\$1.50	\$1.50	\$1.50	\$1.50
Day pass	N/A	N/A	N/A	N/A	N/A	N/A
Universal monthly pass (for Cherriots Local, Route 1X, and Cherriots Regional)	\$85.00	\$85.00	\$42.50	\$42.50	\$42.50	\$42.50

\*Proposed Changes Effective Date: July 1, 2019

**FARE CATEGORIES:**

- **Adult**                    ages 19-59
- **Youth**                    ages 6-18
- **Reduced**                60+, disabled or Medicare card holders
- **Children**                5 and Under are Free



**EMPLOYER PASS PROGRAM**

- Companies, organizations, and government agencies with 10 or more employees
- Monthly rate is calculated by multiplying the total number of employees by the qualifying rate. The monthly rate qualifies all employees for a monthly pass:
  - For-profit companies: \$4.80/employee
  - non-profits, state, and federal governments: \$5.60/employee

**SALEM AREA MASS TRANSIT DISTRICT**

**ATTEST:**

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Robert Krebs, President

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Linda Galeazzi, Recording Secretary

**APPROVED AS TO FORM**

**First Reading:**     January 24, 2019  
**Second Reading:**    .....  
**Adoption:**           .....  
**Effective Date:**     .....

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Ben Fetherston, District Legal Counsel





**ORS § 267.320<sup>1</sup> - User Charges, Fees and Tolls**

- Persons over 65

(1) Except as otherwise provided in this section, to carry out the powers granted by ORS [267.010 \(Definitions for ORS 267.010 to 267.390\)](#) to [267.390 \(Acceptance of funds from United States\)](#), the district board may by ordinance impose and may collect user charges, fees and tolls from those who are served by or use the transit system and other facilities and services of the district.

(2) The district shall not charge a person over 65 years of age a fee of more than 50 percent of the regular fee for transportation provided by the district. The maximum fee established by this subsection does not apply on any weekday, Monday through Friday, between the hours of 5 a.m. and 9 a.m. or between the hours of 3 p.m. and 7 p.m. [1969 c.643 §26; 1973 c.474 §1; 1975 c.124 §1; 1975 c.169 §1; 1981 c.634 §1; 2003 c.14 §131]

**ORS § 198.540<sup>1</sup> - Notice Prior to Adoption of Ordinance Affecting Regulation**

(1) Except in an emergency, an ordinance adopting, amending or repealing a regulation shall not be considered or voted upon by a district board unless the ordinance is included in the published agenda of the meeting. The agenda of a meeting shall state the time, date and place of the meeting, give a brief description of the ordinances to be considered at the meeting and state that copies of the ordinances are available at the office of the district board.

(2) The presiding officer shall cause the agenda to be published not more than 10 days nor less than four days before the meeting, in one or more newspapers of general circulation within the district or, if there is no such newspaper, in a newspaper of general circulation in each county in which the district is located. The presiding officer may also cause the agenda:

- (a) To be posted in three public places within the district at least 10 days before the meeting; or
- (b) To be published by radio and television stations broadcasting in the district as provided by ORS [193.310 \(Definitions for ORS 193.310 to 193.360\)](#) and [193.320 \(Radio and television broadcasts as supplement to newspaper publication\)](#). [1971 c.268 §4]

## **ORS § 267.150<sup>1</sup> - Ordinances**

- Regulating Use of Facilities
- Public Hearings
- Route, Schedule Changes

(1) The legislative authority of a district board shall be exercised by ordinance.

(2) The board may enact police ordinances relating to the protection, use and enjoyment of district property and facilities. A district may appoint peace officers who shall have the same authority as other peace officers, except that such authority shall be limited to the enforcement of police ordinances of the district and the enforcement, for purposes relating to the protection, use and enjoyment of district property and facilities, of state and local laws.

(3) The board may, by ordinance, provide a procedure for the conduct of public hearings on proposed changes in transit routes and schedules. The board may delegate to the general manager or other administrative officer the authority to conduct such hearings.

(4) An ordinance shall not be required for a mass transit district to adopt temporary or experimental changes in routes and schedules. [1969 c.643 §17; 1973 c.116 §2; 1975 c.392 §1]



**2018**

*FARES ANALYSIS REPORT*

*DECEMBER 2018*



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**A-1**

## 1.0 Introduction

As part of the FY2006 budget process, the Board directed staff to evaluate fares every two years to assess the need for changes. This procedure was also recommended as a standard practice in the District's 2004 Strategic Business Plan. The last fare change occurred in January 2015, and subsequent analyses were delayed due to the expected influx of new operating funds beginning in 2019 from the Statewide Transportation Improvement Fund (STIF). It was determined in 2017 that an analysis should be postponed until 2018 when the enhanced service plan (the "A Better Cherrriots" plan) is finalized and submitted to the Board's STIF Advisory Committee for review.

## 2.0 Proposal for July 2019 Fare Change

A proposal with five major goals was developed by staff and presented to the Board at the April 9, 2018 work session. Among other items, the Administrative Rules for this new funding call for transit agencies to *"fund the implementation of programs to reduce fares for public transportation in communities with a high percentage of Low Income Households."*

### 2.1 Proposal goals

The goals of the fare change proposal are as follows:

1. Simplify fare structure
2. Facilitate transfers between local and regional buses
3. Help families and low-income riders
4. Encourage youth to ride
5. Ensure fare structure is equitable

### 2.2 Public outreach

In turn, a survey was developed to ask the public their opinion of each proposed change and to hear their ideas about other desired changes. The proposal was presented to the public for three weeks in May and June 2018 with details in English and Spanish on the following website: [cherrriots.org/better](http://cherrriots.org/better). Surveys were also collected on paper in English and Spanish via in-person tabled events. Notices were placed at the following locations:

- Posters on all Cherrriots Local buses
- Take-one flyers on all Cherrriots Local and Regional buses
- Monitor ads on the Downtown Transit Center departure screens
- Stop notices at all Cherrriots Regional bus stops
- Advertising on the front page of [cherrriots.org](http://cherrriots.org)



- Social media posts (Twitter and Facebook)

Seven in-person events were held to solicit participation in the survey. Table 1 below shows the date, time, and location of each:

**Table 1.** Outreach event dates, times, and locations

<b>Date</b>	<b>Time</b>	<b>Location</b>
5/22/18	12:30 – 3:30pm	Downtown Transit Center (DTC) Customer Service Lobby
5/24/18	2:30-5:30pm	DTC Center Island Table
5/29/18	11:00-2:00pm	Chemeketa Community College Free Speech Table (Building 2)
5/30/18	11:00-1:00pm	Open Bus at Wed. Farmers' Market
5/31/18	10:00-1:00pm	DTC Customer Service Lobby
6/6/18	12:30-3:30pm	DTC Customer Service Lobby
6/7/18	1:00-4:00pm	Keizer Transit Center lobby

## 2.3 Existing versus Proposed Fare Structure

The existing fare structure has not changed since January 2015. The existing fares are summarized in Figure 1 below.

**Figure 1.** Current Cherrriots fare structure (June 2018)



The original proposal for a new fare structure, beginning in July 2019, is summarized in Figure 2. No changes to the Cherriots Local system fares are proposed with this proposal.

**Figure 2.** Proposed Cherriots Fare Structure (July 2019) as presented to the public in May and June 2018



Staff gathered input from the public through outreach events and in-person and online surveys in English and Spanish.

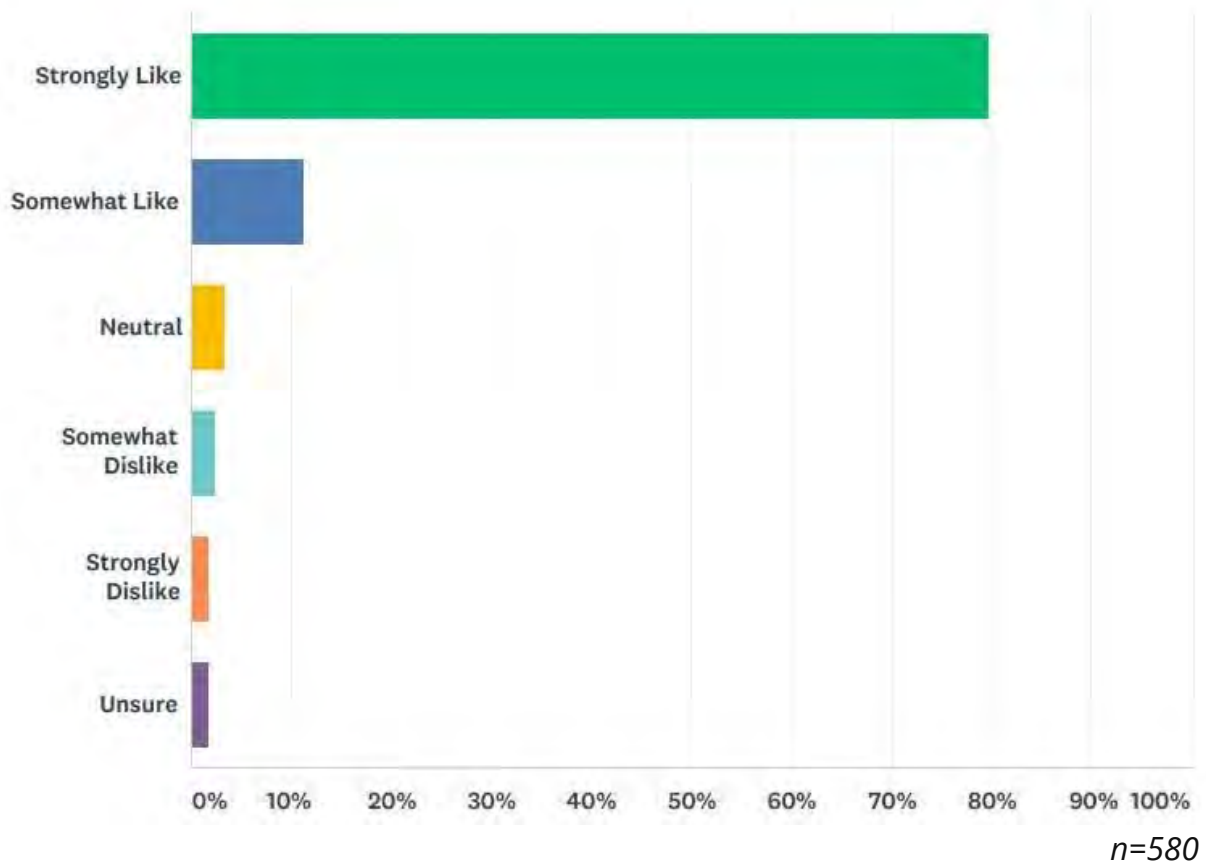
## 2.4 Survey Results

In total, 592 surveys were received (141 paper copies and 451 online), which is a good response rate considering the non-controversial nature of the survey and how only one fare category is proposed to increase. The following are results of each survey question:

### 2.4.1 Survey question #1

The first question on the fare survey asked people about the proposal to make low-income a qualification for being able to ride by paying only a reduced fare on all Cherriot's services. Figure 3 below shows the survey results for question #1:

**Figure 3.** Question #1: "How do you feel about the proposal to allow low-income households who qualify for selected social service programs (exact programs to be determined at a later date) to qualify for reduced fares on all Cherriot's Local and Regional buses?"

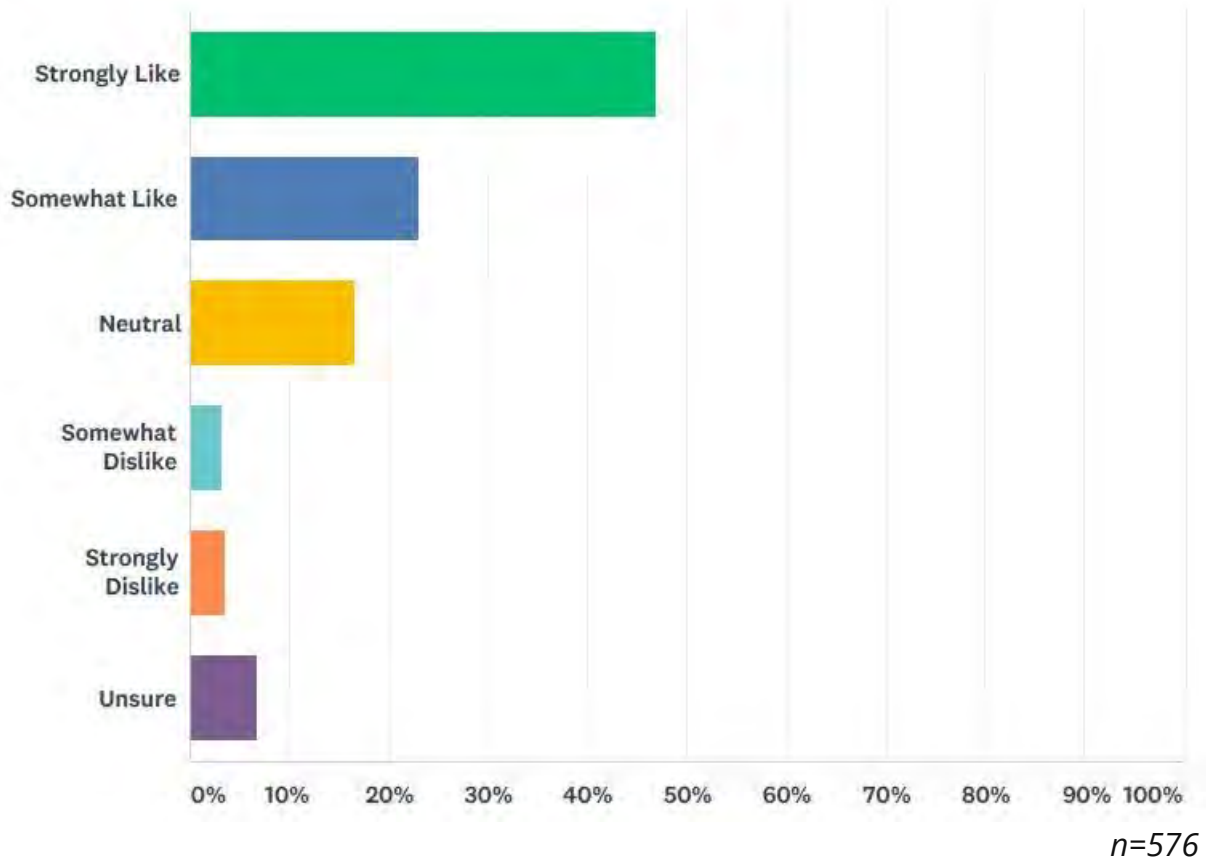


An overwhelming majority of respondents approved of the idea of including low-income as a qualification for reduced fares with 90.9 percent saying they either strongly liked or somewhat liked the proposal. This is likely due to the fact that at least two-thirds of existing riders would qualify for the reduced fare based on income.

### 2.4.2 Survey question #2

The second question asked people about the plan to simplify fares for the Cherriots Regional system. Figure 4 below shows the resultant response:

**Figure 4.** Question #2: How do you feel about the proposal to make the fares for Route 1X and other Cherriots Regional routes the same (\$2.50 for adults)? This would mean a reduction in the price for Route 1X and an increase for Routes 10X, 20X, 30X, 40X, 50X and the Polk County Flex.

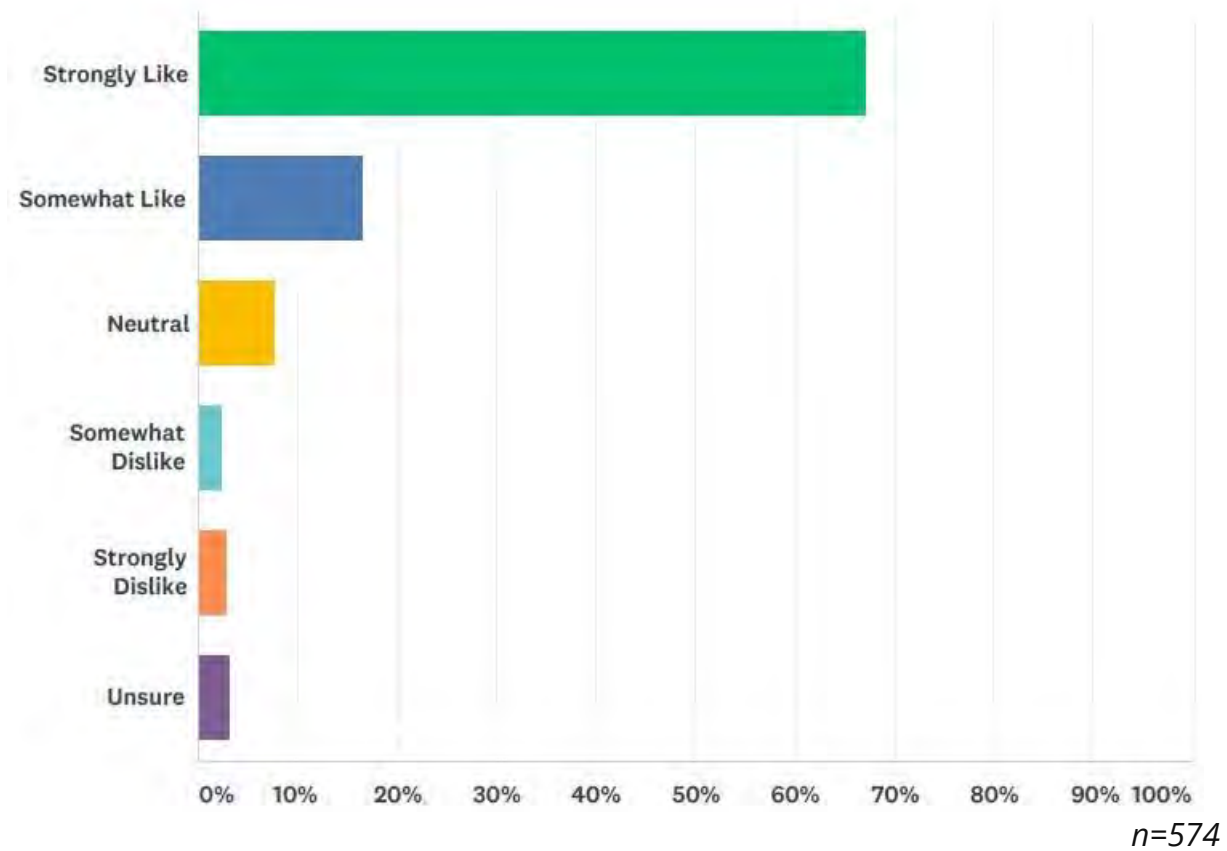


Again, a large majority of respondents approved of the idea of simplifying fares on the Cherriots Regional services with 70.0 percent saying they either strongly liked or somewhat liked the proposal. There were 3.7 percent that strongly disliked the proposed fare simplification. Those were likely the people who only ride Routes 10X, 20X, 30X, 40X, or 50X, and never transfer to other services; neither would they qualify for the low-income fare category. A large number of respondents were neutral on the subject most likely due to the fact that they never ride the regional buses.

### 2.4.3 Survey question #3

The third survey question asked people if they would favor creating a universal day pass for \$5.00, which could be used on all Cherriots services for one day. Figure 5 shows the results.

**Figure 5.** Question #3: How do you feel about creating a universal day pass for \$5 (adults) good on all Cherriots Local and Regional buses (including Route 1X), and lowering the price for the universal month pass from \$85 (for adults) to \$75?

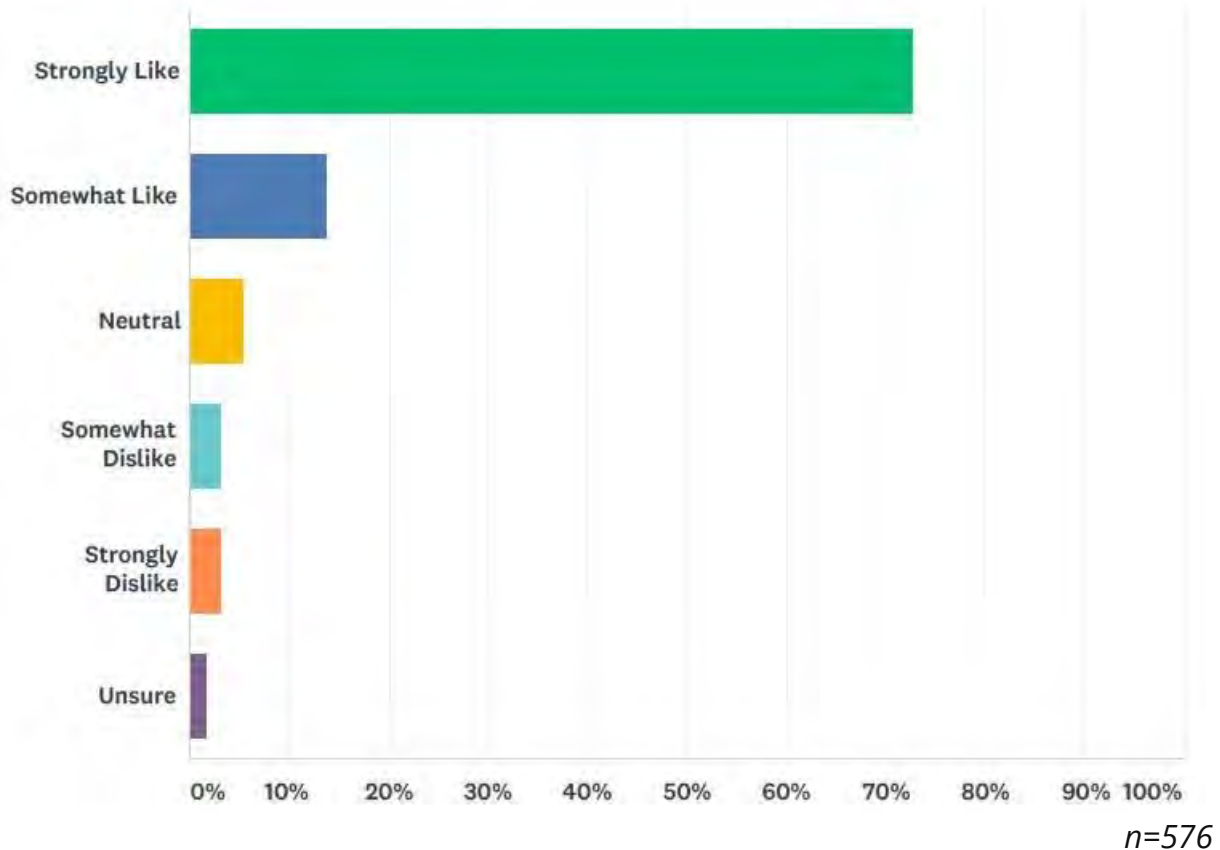


Again, most people (83.8 percent) responding to the survey said they either strongly like or somewhat like the proposal. A small number who strongly disliked the proposed change are riders who only ride Routes 10X, 20X, 30X, 40X, or 50X and buy a monthly pass today for only \$60. The increase to \$75 was unacceptable to them because they wouldn't transfer to the Cherriots Local routes or Route 1X. However, looking at pass sales in the Customer Service Lobby at the Downtown Transit Center, most people riding the 10X, 20X, 30X, 40X, and 50X do not buy the Regional only month pass, they purchase the universal month pass, because they ride on Cherriots Local or 1X buses in addition to the 10X, 20X, 30X, 40X, or 50X.

#### 2.4.4 Survey question #4

The fourth question asked people about making the fare free for children 0-11 and middle and high school students who have a valid student ID. The results are displayed in Figure 6. below.

**Figure 6.** Question #4: Cherrriots is proposing to make it free to ride for children ages 0-11, middle school, and high school students (including home-schooled children)... How do you feel about this proposal?



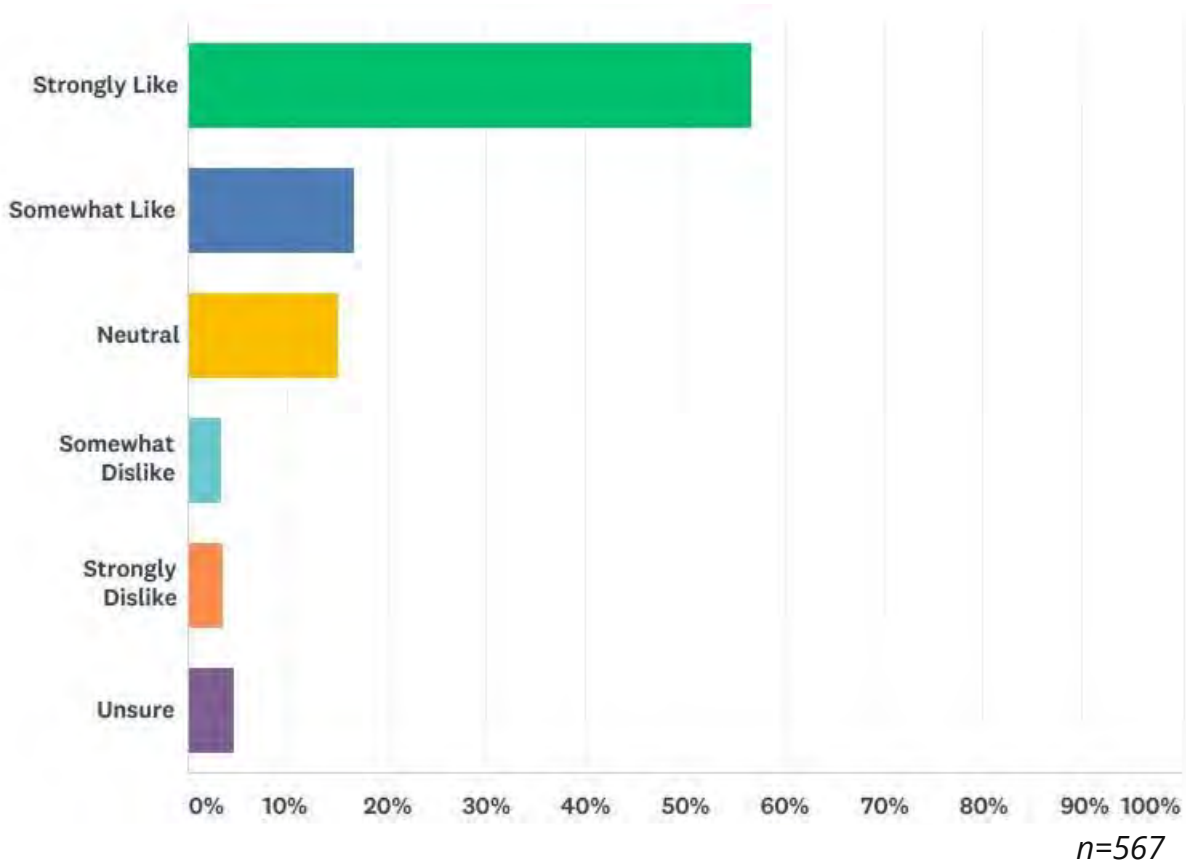
86.6 percent of respondents approved of this idea to make it easier for youth and families to ride together. Those who disliked the proposal said that the kids should continue to pay the reduced fare in order to reduce unpunished vagrancies committed on the bus by youths.



### 2.4.5 Survey question #5

The fifth question asked people about creating a month pass for Cherriots LIFT customers. This pass would be valid for a whole calendar month and would allow unlimited rides on Cherriots LIFT, Regional, and Local buses. Figure 7 below shows the responses to this question:

**Figure 7.** Question #5: How do you feel about the proposal to create a monthly universal pass for Cherriots LIFT customers, which would be good on all Cherriots LIFT, Local, and Regional buses for \$90/month?



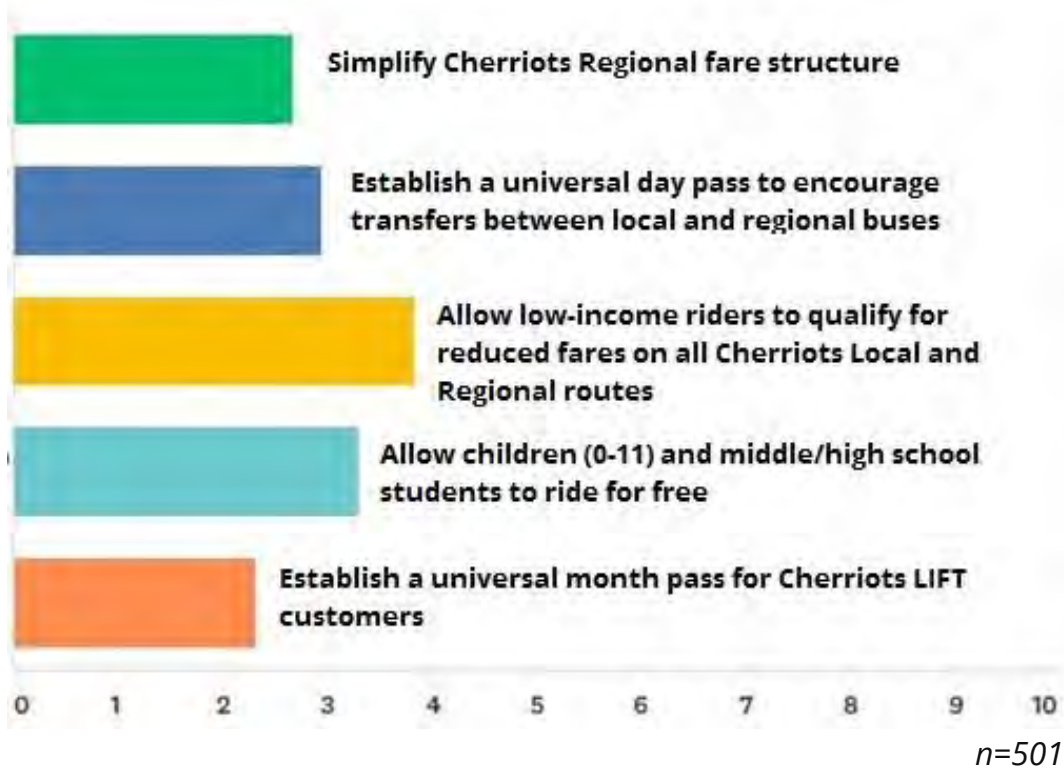
A large majority (73.5%) of respondents approved of the idea of creating a month pass for Cherriots LIFT customers. The reason behind the proposed pass is to offer people who are eligible for ADA paratransit the same benefit fixed-route bus customers get from having a monthly pass. Although not required by the ADA or FTA, it closes an equity issue in the family of Cherriots services.



### 2.4.6 Survey question #6

The sixth question asked people to rank the previous five fare strategies in order of preference so if one had to be funded before another, the Board would have some direction on rider preference. Figure 8 shows the results below:

**Figure 8.** Question #6: Please rank the strategies in questions 1 through 5 above, with 1 as your most important and 5 as your least important.



Survey respondents preferred the low-income fare first (score of 3.83), followed by the free youth fares (3.30), then establishing a universal day pass (2.96), then simplifying the Cherriots Regional fare structure (2.68), and lastly establishing a month pass for Cherriots LIFT customers (2.33). If funding were short, the programs with the lowest scores could be considered first, but the effect on the budget would also have to be taken into consideration.

### 2.4.7 Survey question #7

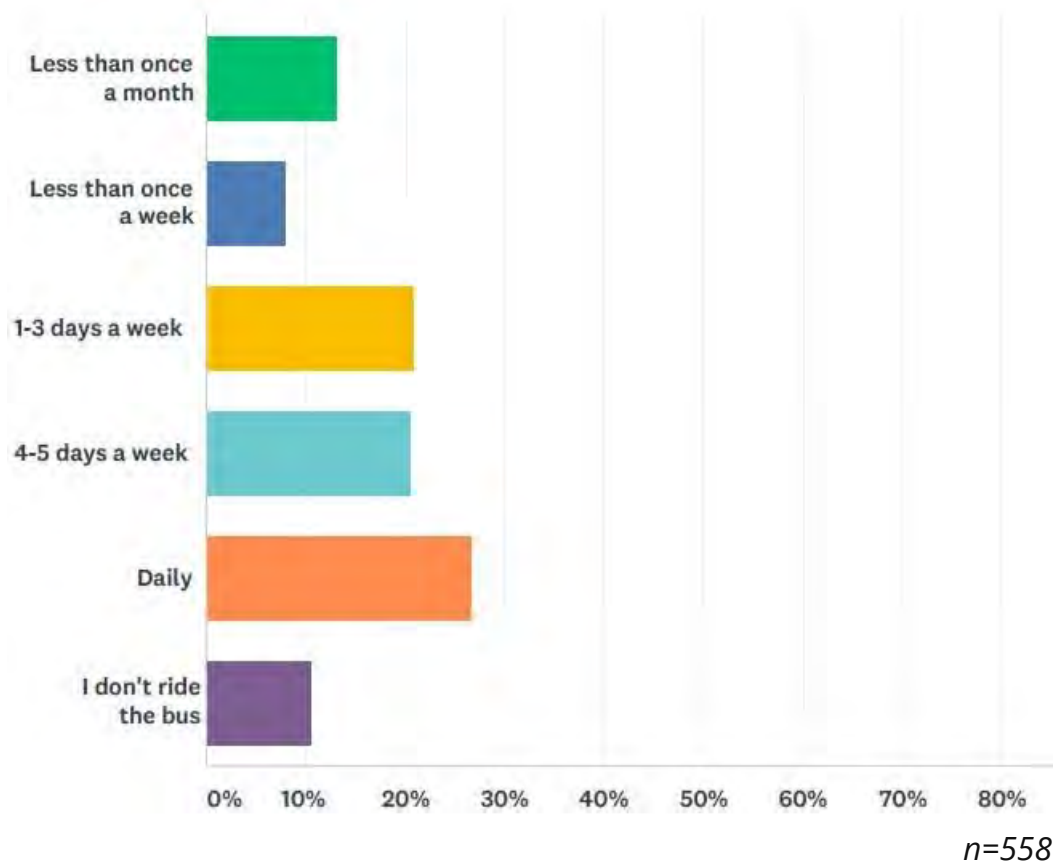
This question was an opportunity for people to write whatever comments they had regarding the fare change proposal. All of the comments were read and summarized in a spreadsheet provided in Appendix D. The following bulleted list summarizes the comments into major categories followed by the detailed comments, in order of frequency. Comments with only a single occurrence are excluded; the number of comments received appears in parentheses after each:

- Cheaper fares needed (50)
  - Reduced or free fare needed for college students too (15)
  - Cheaper monthly passes requested (5)
  - Cheaper for low-income families (3)
  - Cheaper for disabled riders (3)
  - Cheaper than proposed for all categories (2)
  - Free for everyone (2)
  - Cheaper annual pass (2)
  - Free for low-income people instead of reduced (2)
  - Free for seniors over 80 years old (2)
  - Cheaper adult day pass (2)
  - Lower all fares to minimize complexity (2)
  - Change senior age cutoff to 55+ rather than 60+ (2)
- Service suggestions (46)
  - 7-day service needed (23)
  - Extended evenings needed (9)
  - Expand coverage in West Salem (2)
  - Improve frequency to increase ridership (attract non-riders) (2)
- Technology requests (15)
  - Implement efare technology (12)
  - Smartcards with money loaded on them (2)
- No free youth fares (13)
  - Middle & High School students can pay reduced fare (4)
  - Youth should pay unless low-income (3)
- Cherriots LIFT month pass too expensive (8)
- Even increments desired (6)
  - Increments of 25 cents better than current system, which requires nickels and dimes (5)
- On-board experience suggestions (5)
  - Zero tolerance for misbehavior
- Ticket books requested (3)
  - One-ride tickets should be available (2)
- Route 1X suggestions (3)
- Bring back paper transfers with time limits (3)
- Have a weekly pass option (3)
- 30-day pass is actually a 22-day pass (2)
- Low income and free youth fares will take away service from the rest of the riders (2)
- Safety a high priority (2)

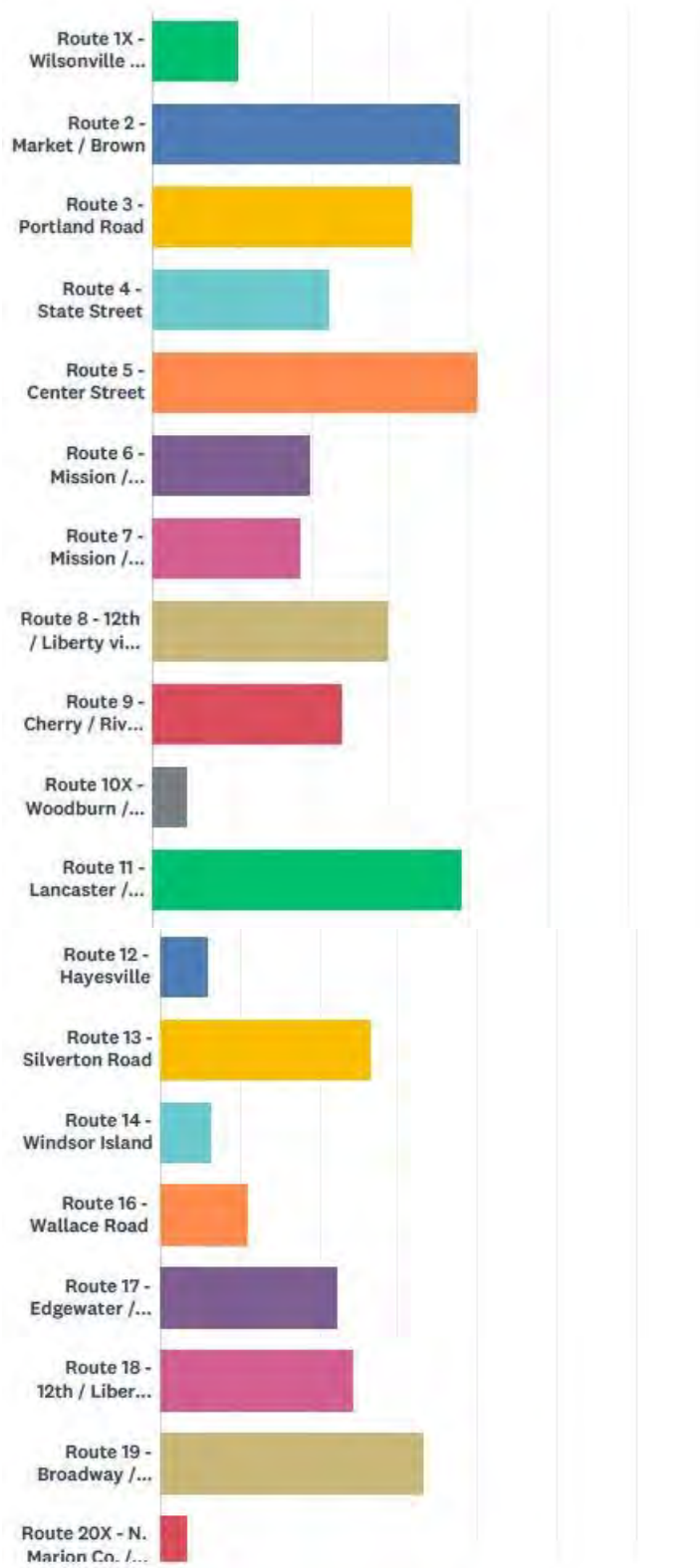
### 2.4.8 Survey questions #8 – 14

The end of the survey included some optional questions to find out if they ride often or not, gauge whether we were reaching riders on all services, and ask whether they live inside or outside of the Salem-Keizer urbanized area. Question 8 asked how often they ride. Question 9 listed all of the routes offered and let people check the ones they have used. Questions 10-13 asked their name, email, and phone number, and #14 asked whether they live inside or outside the Salem-Keizer area. Figures 9 – 11 show the results from these optional questions:

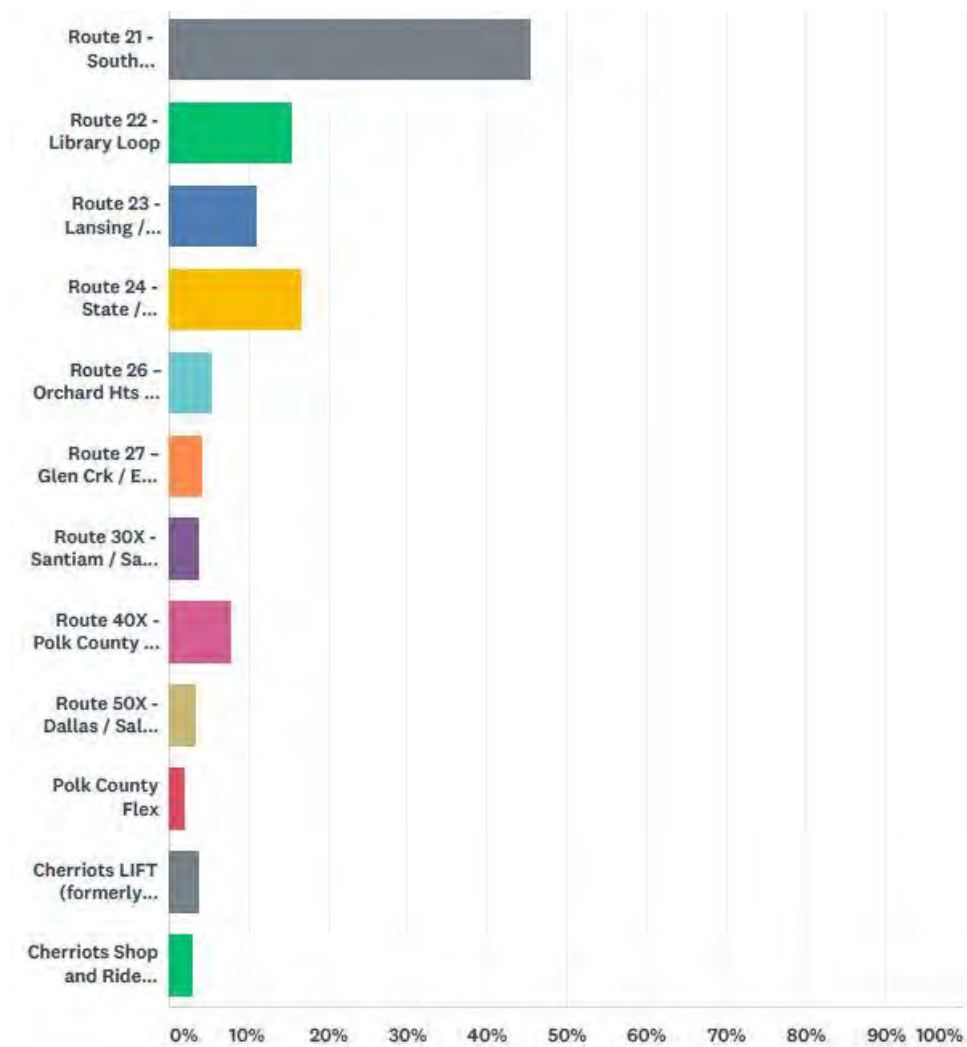
**Figure 9.** Question #8: Generally, how often do you ride the bus?



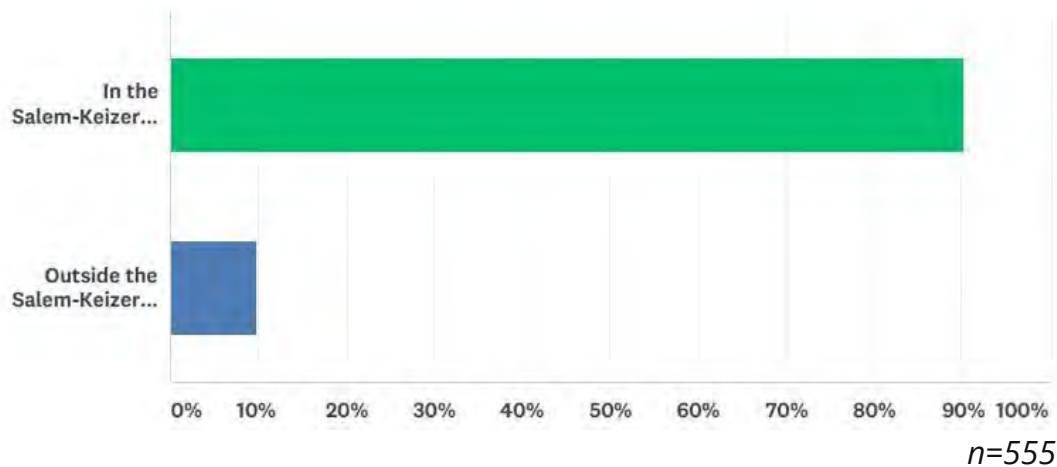
**Figure 10.** Question #9: What routes or services do you ride? Check all that apply.



**Figure 10.** Question #9 (continued)



**Figure 11.** Question #14: Where do you live (inside or outside of the Salem-Keizer area)?



### 3.0 Data analysis and proposal revisions

The survey data presents the opportunity to weigh costs and benefits of each of the five proposed changes proposed for July 2019. The following section discusses these costs and risks, and makes recommendations for any revisions to the proposal that will go to the Cherriots Board for approval.

#### 3.1 Costs of letting low-income individuals qualify for reduced fares

According to the rider survey completed in 2016, about three quarters of adult fare riders are living at or below 200% of the Federal Poverty Level (FPL). Looking at the fare income received in fiscal year 2016, and assuming that 100% of those eligible would pay the reduced fare instead of a full fare, this implies that the District would have to supplement approximately \$449,000 in Statewide Transportation Improvement Fund (STIF) dollars for lost fare revenue each year.

This program would rely on existing social benefit programs in order to validate a customer’s income. The programs displayed in Table 2 below are proposed for income proof:

**Table 2.** Qualifying programs that validate a person as having a low income

<b>Program</b>	<b>Income eligibility (FPL = Federal Poverty Level)</b>	<b>2018 Oregon household income for a single person</b>	<b>2018 Oregon household income for a family of four</b>
Supplemental Nutrition Assistance Program (SNAP)	185% FPL	\$22,464	\$46,440
Oregon Department of Education Child Nutrition Program (free and reduced price lunch)	Reduced price meals: 187% FPL Free meals: 132% FPL	Reduced price meals: \$22,311 Free meals: \$15,678	Reduced price meals: \$45,510 Free meals: \$31,980
Oregon Health Plan / Medicaid	Adults: 138% FPL Children: 300% FPL Pregnant women: 187% FPL	Adults: \$16,644 Children (family of two): \$49,536 Pregnant women: \$22,920	Adults: \$22,920 Children: \$75,036 Pregnant women: \$46,740
Oregon Temporary Assistance for Needy Families (TANF) or the Oregon Trail Card (EBT)	125% FPL (or 200% FPL with exceptions)	\$21,978 (\$23,760 with exceptions)	\$30,375 (\$48,600 with exceptions)

Customers would come in to Customer Service at the Downtown Transit Center and present a form of personal identification and proof that they receive benefits from one of the above programs. Program cards such as SNAP or EBT cards that do not have the person's name on them will not be accepted. Acceptance letters from the sponsoring organization must be provided in these cases. The Customer Service Representative would then issue them a reduced fare card in order for the drivers to know that they should allow them to pay only the reduced fare. This is the same card that disabled, seniors over 60, and Medicare card holders receive and does not identify them as a low income person.

### 3.1.1 Low-Income Fare Determination

In October, 2018, it was determined that the costs of implementing a low-income fare were too great in order to begin such a program in 2019, especially with the uncertainty of the STIF allocation dollar amounts. This fact was presented to the STIF Advisory Committee, which agreed that beginning the program should wait until the STIF formula allocation is better known.

## **3.2 Costs of regional fare simplification**

Standardizing Cherriots Regional fares would simplify the fare structure and make it easier to communicate the cost to ride on a Cherriots Regional bus to customers. This will mean lower fares for Route 1X adult paying customers, but adults riding the contracted regional routes (10X, 20X, 30X, 40X, 50X, and Polk County Flex) who do not qualify for a reduced fare will pay a slightly higher fare (\$2.50 instead of \$2.25). The justification for this higher fare is that riders will be getting a higher level of service beginning in September 2019 with the service enhancements made as part of the A Better Cherriots changes. This will likely include Saturday service and an increased number of daily round trips on some regional routes.

As part of the simplification, reduced cash fares would be lowered to be a true half fare, where today the reduced fare is 67% of the adult fare. A combination of these changes for contracted regional and Route 1X fares would have a negative impact of \$7,415 per year. This would be partially offset by the establishment of the universal day and month passes as described in Section 3.3 below.

### 3.2.1 Regional Fare Simplification Determination

Simplifying the regional fare structure is highly desirable from a customer service standpoint, but the analysis required by the District's Title VI program shows that steps such as creating a universal day pass would disproportionately burden low-income riders. Without the option of a reduced fare where income could qualify a



rider for the lower fare, the District will not be able to provide a simpler fare structure for the regional system.

### ***3.3 Cost of establishment of the universal day pass and lowering the cost of the universal month pass***

Currently there is no day pass on Route 1X. The other regional routes have a day pass that costs \$4.50 (\$3 for reduced), but these day passes do not work on the 1X or on Cherriots Local routes. The day pass for Cherriots Local does not work on regional buses either. Riders would benefit from a fare product that allows them to ride on one pass for the entire day, no matter what service they ride.

Also, there is currently a universal month pass for \$85 (\$42.50 for reduced) that works on all Cherriots routes. There is also a month pass that only works on contracted regional routes for \$60 (\$30 for reduced).

Replacing the day pass of the contracted regional routes with a universal day pass at a low cost of \$5 (\$2.50 for reduced) would increase the mobility options for users who ride two or more of the three fixed-route Cherriots systems (Cherriots Local, Cherriots Regional, and Route 1X). People ineligible for the reduced fare would see an increase in the cost of a monthly pass from \$60 to \$75, but they would also get access to the entire system. To demonstrate the added value to this expansion of access, one could say that a person using a universal month pass has access to approximately seven times more bus service if one compares the Cherriots Local system revenue hours to the Cherriots Regional system. Even if a person who rides daily on Cherriots Regional buses only rides Local and Regional services five times in a month, it would be more economical to purchase the universal month pass when compared to the old Regional month pass plus five day passes on Cherriots Local. This makes this option very attractive to a large number of Cherriots Regional customers.

The projected annual cost to implement the universal day pass (\$5 for adults, \$2.50 for reduced) and lower the cost of the universal month pass (from \$85 to \$75 for adults) is a gain of revenue instead of a loss. This is due to the fact that more people purchase the contracted regional month passes than the universal month passes. The projected gain is \$2,503. Therefore, there is a net loss of \$4,912 due to the changes in Sections 3.2 and 3.3 (fare simplification and establishment of the universal day pass and lowering the cost of the universal month pass).



### 3.3.1 Universal day pass and lowering the cost of the universal month pass Determination

#### **3.4 Cost and concerns of offering free youth rides**

Currently large families have to spend a lot of money to ride on transit together. Children ride for free through age five, but after that they need a youth fare to ride. When a family has multiple children, the cost to ride can add up quickly and make driving seem much more cost-effective. The cost of the fares is especially burdensome for low-income families.

Additionally, it is costly for middle and high school students to ride the bus. The State of Oregon used to fund a program to give free bus passes to these students. When that program was discontinued in 2011, the drop in ridership Cherriots experienced was higher than the drop we saw when we eliminated Saturday service in 2009.

The strategy proposed to the public included free rides for all children ages 0-11 and middle and high school students who display a valid student ID to the driver. Reasons provided that support this change include:

- Making trips free for children 11 and younger would reduce the burden experienced by low-income families.
- Bringing back the middle and high school student bus pass program would give students access to school, before and after school activities, summer programs, and employment.
- Both programs would lead to more people riding the bus at a younger age, making it more likely they would ride as adults—and helping more riders in the community see the value of transit firsthand.

Disadvantages of letting youth ride for free were heard in the public outreach conducted in May and June 2018. People are concerned that youth will not be disciplined if they don't follow the rules of riding the bus. Another concern is that vagrancy of youth could convince good behaving riders (including youth) that the ride isn't safe and they will seek other options, lowering ridership. These are valid concerns, but not anything that could not be monitored and addressed through education and enforcement campaigns.

Overcrowding of buses around the times when schools let out could also happen, but this could be solved by providing overload "trippers" that are added on when needed.

The cost of providing a free youth pass is estimated at \$393,000 per year. However, if the goal of Cherriots is to increase ridership, this is a very easy way to accomplish this.

### 3.4.1 Free youth Ride Determination

The Cherriots Board weighed in to the idea of a free youth program at the October 8, 2018 Board Work Session. There, they voiced a desire to help youths have cheaper fares, but also voiced concerns for the concept of a free pass for all youth ages 0-18. Therefore, the final proposal was developed to provide a discount to youth ages 6-18, even lower than the reduced pass rate. This would help all families and make it easier for youth to get around via transit. The one-ride youth fare on Cherriots Local would be 50 cents, a day pass would cost \$1.00, and a 30-day pass would be only \$10.00 (compared to the reduced fare which would be 80 cents for one ride, \$1.50 for the day pass, and \$22.50 for a 30-day pass). Cherriots Regional youth fares would be \$1.00 for one-ride, \$2.00 for a day pass, and \$20 for a thirty-day pass (compared to the reduced fare of \$1.50 for one-ride, \$3.00 day pass, and \$30 day pass). The cost of implementing this youth program for Cherriots Local and Regional combined is estimated at \$139,055.

### **3.5 Costs and Risk of Cherriots LIFT month pass**

Establishing a month pass for Cherriots LIFT customers was widely accepted as a good idea in the public outreach responses. Some people said that the proposed cost of \$90 per month was too expensive for riders. This product was proposed to close the gap of a potential equity issue when comparing complementary paratransit riders to Cherriots Local riders. However, this is not a product required by the Americans with Disabilities Act (ADA) or the FTA. Also, all other transit agencies in Oregon (other than TriMet) do not offer a monthly LIFT pass.

There is a high level of risk associated with establishing such a program because it is very difficult to estimate how many people would utilize the LIFT month pass. If more people decide to book trips more often, it could translate into higher operating costs (more vehicles and drivers needed in peak periods). Since the cost to the District to provide a one ride trip on Cherriots LIFT is over \$35, Cherriots should not do anything to increase the likelihood that ridership would increase. Therefore, the proposal to create a monthly Cherriots LIFT pass is recommended to be dropped. Fares would remain as-is at \$3.20 for one ride.

### **3.6 Final Proposal**

As a result of the public comments received on the fare change survey, the Title VI fare equity analysis, and comments from the Board at the October Work Session, three changes from the original proposal are being proposed. First, instead of a low-income fare category, more service will be put on the road in Salem and Keizer for all customers. Since the base fares for Cherriots Local services are not changing, low-

income residents are receiving more value for their 30-day passes. Cash and day-pass customers have the increased opportunity to ride during the late evening hours (10-11pm) and on weekends and holidays. Additionally, the creation of a youth fare will provide relief to low income families by significantly reducing the cost of fares for their children.

Second, instead of offering a free youth pass for children and teens ages 0-18, more service will be provided in the Cherrits service areas and a new youth fare category will be instituted. This will make riding the bus more affordable for youth riders, especially the high school students who rely on the bus more than any other group in this category.

Third, because of the potential disproportionate burdens placed on low-income riders of Cherrits Regional services, the regional fare simplification proposal will be dropped. Only until the District can provide reduced fares for low-income individuals will it be possible under the current Disproportionate Burden for Fare Changes policy to raise the cash and month fares on the contracted regional buses. Also, the newly defined universal day pass will not be instituted without a low-income category for the reduced fare. The equity analysis also shows a possible disproportionate burden for that increase as well. Moreover, the fare survey data for the Cherrits Regional system does not represent a dataset with a confidence interval to the 95 percent confidence interval, which is called for in the current Title VI policies. Therefore, the contracted regional and Route 1X fares will remain the same.

Finally, the last change from the original proposal will be that there will not be a Cherrits LIFT month pass offered. This option was survey respondents' last priority, and there is significant risk that the Cherrits LIFT service would have to be expanded due to an increase of trips by current customers.

## **4.0 Title VI equity analysis**

In compliance with the adopted Cherrits Title VI Program and its associated policies 710 through 712, an analysis of the fare change as it relates to any potential disparate impacts to minorities and potential disproportionate burdens to low-income people must be made. Due to the fact that all fares are proposed to either stay the same or decrease, most riders will be benefiting from this change.

The fare equity analysis showed that there could be disparate impacts to minorities and disproportionate burdens for low income individuals with two of the fare change proposals. First, the idea of simplifying the Cherrits Regional system would mean

that riders on Route 1X buses would see a drop in the adult cash fare by 50 cents, but the contracted regional routes (10X, 20X, 30X, 40X, and 50X) would see an increase of 25 cents. Since there are many more minorities and low income people on the contracted regional routes, the analysis showed a potential disparate impact and disproportionate burden to the riders who would see an increase in fare. Per District Policies 711 (Disparate Impact for Fare Changes) and 712 (Disproportionate Burden for Fare Changes), these potential adverse effects must be either avoided, minimized, mitigated, or justified. To avoid the potential impacts and burdens, staff has decided to drop the proposal at this time.

Another issue found during this process is that the data set for the contracted regional routes from the rider survey in 2016 did not meet the requirement of statistical significance to the 95 percent confidence level (per policies 711 and 712). Staff has decided to avoid the impacts entirely by dropping the proposal for simplifying the regional fare structure at this time. Another survey will be taken in 2019, in which it is hoped to collect more surveys from the current contracted regional riders. After obtaining more data, the decision could be made within the constraints of policies 711 and 712.

Therefore, given the available data and the established methodology for evaluating equity of the proposed fare changes, the analysis shows that with the revised proposal all proposed changes for all fare categories have no potential disparate impacts to minorities and no potential disproportionate burdens for low-income individuals. The resulting table is provided as Appendix D for inspection.

# Appendices

Appendix A: History of Cherriots Fares

Appendix B: Fare Survey Forms (English & Spanish)

Appendix C: Summary of Survey Written Comments

Appendix D: Title VI Equity Analysis

## **Appendix A. History of Cherrriots Fares**

The history of the last twenty years of Cherrriots' fare changes adds context to the discussion. The following contains the history and background:

On September 25, 1998, the Board of Directors adopted Ordinance No. 97-01, to establish rate categories to impose fares or other user fees for the District's transportation services. By resolution, fares were increased five times since 1995. The base fare changes are listed below:

- from 75 cents to 85 cents in 2005
- from 85 cents to \$1.00 in 2006
- from \$1.00 to \$1.25 in 2008
- from \$1.25 to \$1.50 in 2010
- from \$1.50 to \$1.60 in January 2015

As part of the FY2006 budget process, the Board directed staff to evaluate fares every two years to assess the need for changes. This procedure was also recommended as a standard practice in the District's 2004 Strategic Business Plan. On February 23, 2012, the Board declared an emergency to supersede Ordinance No. 10-01 with the adoption of Ordinance No. 12-01 to implement an experimental change in youth fares for the purpose of increasing ridership. A temporary reduction in youth monthly and day passes was implemented for the period March - August 2012.

On August 23, 2012, the Board adopted Ordinance No. 2012-02 repealing Ordinance No. 2012-01 and reduced the number of fare options to simplify the fare structure to make it easier for customers to use and understand; and eliminated the youth fare category and charged youth fares at the same rate as reduced fares for seniors and people with disabilities.

The current fares were established with Ordinance 14-02 adopted by the Board on September 25, 2014.

## Appendix B. Survey Instrument English



### A BETTER CHERRIOTS – FARE PROPOSAL JULY 2019 FEEDBACK FORM

*With the passage of Oregon House Bill 2017 (HB 2017), Cherriots will be getting more resources in 2019 to provide a major expansion in service and address other longstanding needs. We have proposals for changes to fares beginning in July 2019. Please review the proposal at **Cherriots.org/better** and make your voice heard using this form.*

#### **First strategy: make it cheaper for low-income people to ride local and regional buses**

*Many low-income people struggle to find the money to ride the bus. The new State Transportation Improvement Fund (STIF) funding requires transit agencies to offer options for low-income households. Cherriots is proposing to add an additional qualification of "low-income household" as a qualification for a reduced fare.*

1. How do you feel about the proposal to allow low-income households who qualify for selected social service programs (exact programs to be determined at a later date) to qualify for reduced fares on all Cherriots Local and Regional buses?

- Strongly Like    Somewhat Like    Neutral    Somewhat Dislike  
 Strongly Dislike    Unsure

#### **Second strategy: simplify the fare structure**

2. The current fare structure for Cherriots Regional routes is complicated. Cherriots is proposing to simplify the fare structure by lowering the fare for Route 1X and raising fares for Routes 10X-50X and the Polk County Flex. [Note: adults qualifying for reduced fares based on income would ride one-way for \$1.25.]

How do you feel about the proposal to make the fares for Route 1X and other regional routes the same (\$2.50 for adults)? This would mean a reduction in the price for Route 1X\* and an increase for Routes 10X-50X and the Polk County Flex?

[\*Note: Route 1X buses are jointly operated by Cherriots and SMART, which have not yet finalized fare discussions.]

- Strongly Like    Somewhat Like    Neutral    Somewhat Dislike  
 Strongly Dislike    Unsure

**Third strategy: encourage transfers between local and regional buses**

3. It is quite costly with today's fares to ride two one-way trips on both Cherriots Local and Regional buses in a single day (\$7.70 combined for adults).

This makes it hard for people riding into Salem-Keizer from the rural cities to access jobs, medical, school, shopping, and recreational destinations. Cherriots is proposing to establish a universal day pass for \$5 (adults) good on all Cherriots Local and Regional buses (including Route 1X), and to lower the price for the universal month pass from \$85 (for adults) to \$75. How do you feel about this proposal?

- Strongly Like
- Somewhat Like
- Neutral
- Somewhat Dislike
- Strongly Dislike
- Unsure

**Fourth strategy: encourage youth and families to ride transit**

4. Many families do not choose transit due to the high cost. Cherriots is proposing to make it free for children through age 11 and middle and high school students (including home-schooled kids) to ride for free. This will also provide a safe alternative for high school students who do not drive to get to school, jobs, shopping, and recreational activities. Youth ages 12-18 without a valid student ID card would pay the reduced fare.

*How do you feel about this proposal?*

- Strongly Like
- Somewhat Like
- Neutral
- Somewhat Dislike
- Strongly Dislike
- Unsure

**Fifth strategy: make fares equitable for Cherriots LIFT customers**

5. Cherriots LIFT customers currently do not have the option of a month pass, which can be very costly if they ride on a daily basis. In addition, some LIFT customers ride Cherriots Regional buses as well, which makes the cost even more. How do you feel about the proposal to create a monthly universal pass for Cherriots LIFT customers, which would be good on all Cherriots LIFT, Local, and Regional buses for \$90/month?

- Strongly Like
- Somewhat Like
- Neutral
- Somewhat Dislike
- Strongly Dislike
- Unsure

**Rank strategies 1 - 5**

6. Please rank (circle) the strategies in questions 1 through 5 above, with 1 as your most important and 5 as your least important.

1 2 3 4 5 Establish a month pass for Cherriots LIFT customers



- 1 2 3 4 5 Allow low-income riders to qualify for reduced fare on all Cherriots services
- 1 2 3 4 5 Allow children (0-11) and middle/high school students to ride for free
- 1 2 3 4 5 Simplify Cherriots Regional fare structure
- 1 2 3 4 5 Establish a universal day pass to encourage transfers between local and regional buses

7. What changes, if any, would you make to the fare change proposal?

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PLEASE HELP US LEARN MORE ABOUT YOU

*These questions are optional to help us learn more about you.*

8. Generally, how often do you ride the bus?

Less than once a month     Less than once a week     1-3 days a week

4-5 days a week     Daily     I do not ride the bus

9. What routes or services do you ride? *Check all that apply.*

- Route 1X - Wilsonville / Salem
- Route 2 - Market / Brown
- Route 3 - Portland Road
- Route 4 - State Street
- Route 5 - Center Street
- Route 6 - Mission / Fairview Ind.
- Route 7 - Mission / Hawthorne
- Route 8 - 12th / Liberty
- Route 9 - Cherry / River Road
- Route 10X - Woodburn / Salem
- Route 11 - Lancaster / Verda
- Route 12 - Hayesville
- Route 13 - Silverton Road
- Route 14 - Windsor Island

- Route 19 - Broadway / River
- Route 20X - N. Marion Co. / Salem
- Route 21 - South Commercial
- Route 22 - Library Loop
- Route 23 - Lansing / Hawthorne
- Route 24 - State / Lancaster
- Route 26 - Orchard Hts / Glen Crk
- Route 27 - Glen Crk / Eola Dr
- Route 30X - Santiam / Salem
- Route 40X - Polk County / Salem
- Route 50X - Dallas / Salem
- Polk County Flex
- Cherriots LIFT  
*(formerly CherryLift)*

- Route 16 - Wallace Road
- Route 17 - Edgewater / Gerth
- Route 18 - 12th / Liberty

- Cherriots Shop and Ride  
*(formerly RED Line)*

10. First name:

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11. Last name:

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12. Email:

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13. Phone number:

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14. Where do you live?

- In the Salem-Keizer area
- Outside the Salem-Keizer area

Once complete, return to  
**Cherriots Customer Service** by **Friday, June 8**.  
Alternatively, fill out the feedback form online at  
**[Cherriots.org/better](http://Cherriots.org/better)**

**FOR ADMIN USE ONLY**

Date Received \_\_\_ / \_\_\_ / \_\_\_\_ Comment Number \_\_\_\_

Entered into SurveyMonkey

Customer service     Event \_\_\_\_\_

## Spanish



### FORMULARIO DE COMENTARIOS PARA "A BETTER CHERRIOTS" - PROPUESTA DE TARIFA PARA JULIO 2019

*Cherriots no ha cambiado sus tarifas desde enero de 2015. Debido al nuevo dinero estatal aprobado el año pasado por House Bill 2017, Cherriots podrá mejorar el servicio a partir de septiembre de 2019 utilizando el nuevo Fondo Estatal de Mejoras de Transporte (STIF, por sus siglas en inglés). En **Cherriots.org/better** se pueden encontrar los detalles de los cambios en el servicio, así como la propuesta completa de cambios en las tarifas. Dado que los ingresos de tarifas son una parte integral de la ecuación para determinar cuánto servicio de autobús se puede proporcionar, Cherriots está solicitando comentarios a la comunidad antes de cambiar las tarifas en julio de 2019.*

#### **Primera estrategia: hacer que sea más barato para las personas de bajos ingresos viajar en autobuses de Cherriots Local y Cherriots Regional**

*Muchas personas de bajos ingresos luchan por obtener el dinero para viajar en el autobús. El nuevo financiamiento de STIF del Estado requiere que las agencias de transporte público ofrezcan opciones para los hogares de bajos ingresos. La siguiente figura muestra la calificación adicional de "hogar de bajos ingresos" como calificador para una tarifa reducida:*

Calificaciones de Descuento	
<b>Gratis</b>	0-11 años Secundaria/Preparatoria
<b>Reduced</b>	12-18 años 60+ años Titulares de Medicare Discapacitados Bajos Recursos

1. ¿Qué opina acerca de la propuesta de permitir que los hogares de bajos ingresos que califican para los programas de servicios sociales seleccionados (los programas exactos se determinen en una fecha posterior) califiquen para tarifas reducidas en todos los autobuses locales y regionales de Cherriots?

- Me gusta mucho     Me gusta parcialmente     Neutral     Me disgusta parcialmente
- No me gusta para nada     No estoy seguro

**Segunda estrategia: simplificar la estructura de las tarifas**

*La estructura actual de tarifas para las rutas regionales de Cherrriots es complicada. El siguiente diagrama muestra la propuesta para simplificar la estructura tarifaria al reducir la tarifa para la Ruta 1X y aumentar las tarifas para las Rutas 10X, 20X, 30X, 40X, 50X, y Polk County Flex. [Nota: los adultos que califiquen para tarifas reducidas basadas en los ingresos viajarían en un solo viaje por \$ 1,25.]*

**Actualmente:**



**Propuesto:**

Cherriots **Regional**



UN PASEO

NORMAL **\$2.50**

REDUCIDO \$1.25

2. ¿Qué opina acerca de la propuesta de igualar las tarifas para la Ruta 1X y otras rutas de Cherriots Regional (\$ 2,50 para adultos)? Esto significaría una reducción en el precio de la Ruta 1X\* y un aumento en las Rutas 10X, 20X, 30X, 40X, 50X, y Polk County Flex.

[\*Nota: Los autobuses de la ruta 1X son operados conjuntamente por Cherriots y SMART, que aún no han finalizado las discusiones de tarifas].

- Me gusta mucho     Me gusta parcialmente     Neutral     Me disgusta parcialmente
- No me gusta para nada     No estoy seguro

**Tercera estrategia: fomentar las transferencias entre los autobuses de Cherriots Local y Cherriots Regional**

*Es bastante costoso con las tarifas actuales viajar en dos viajes de ida en los autobuses de Cherriots Local y Cherriots Regionales en un solo día (\$ 7,70 combinados para adultos). Esto dificulta que las personas que viajan a Salem y Keizer desde las ciudades rurales accedan a empleos, centros médicos, escuelas, centros comerciales, y destinos recreativos. La siguiente figura muestra el cambio de las tarifas existentes a las tarifas propuestas:*

**Actualmente:**

Cherriots **Universal**

*PASE MENSUAL*

NORMAL	<b>\$85</b>
REDUCIDO/ JUVENIL	\$42.50

**Propuesto:**

Cherriots **Universal**

*PASE DEL DÍA | PASE MENSUAL*

NORMAL	<b>\$5</b>	<b>\$75</b>
REDUCIDO	\$2.50	\$37.50

3. ¿Qué opina sobre crear un pase universal de un día por \$ 5 (adultos) válido en todos los autobuses de Cherriots Local y Cherriots Regional (incluida la ruta 1X) y reduciendo el precio del pase universal mensual de \$ 85 (para adultos) a \$ 75?

- Me gusta mucho     Me gusta parcialmente     Neutral     Me disgusta parcialmente
- No me gusta para nada     No estoy seguro

**Cuarta estrategia: alentar a los jóvenes y a las familias a viajar en transporte público**

*Muchas familias no eligen el transporte público debido al alto costo. Cherriots propone que sea gratuito para los niños viajen de hasta 11 años de edad, y para los estudiantes de escuela intermedia y secundaria (incluidos los niños que estudian en casa) que viajen gratis. Esto también proporcionará una alternativa segura para los estudiantes de secundaria que no conducen para llegar a la escuela, trabajos, centros comerciales, y actividades recreativas. Los jóvenes de entre 12 y 18 años de edad sin una tarjeta de*

identificación de estudiante válida pagarían la tarifa reducida. El siguiente gráfico muestra las categorías de viajes de tarifas gratuitas o reducidas:

Calificaciones de Descuento	
<b>Gratis</b>	0-11 años Secundaria/Preparatoria
<b>Reduced</b>	12-18 años 60+ años Titulares de Medicare Discapacitados Bajos Recursos

4. ¿Qué opina sobre esta propuesta?

- Me gusta mucho     Me gusta parcialmente     Neutral     Me disgusta parcialmente
- No me gusta para nada     No estoy seguro

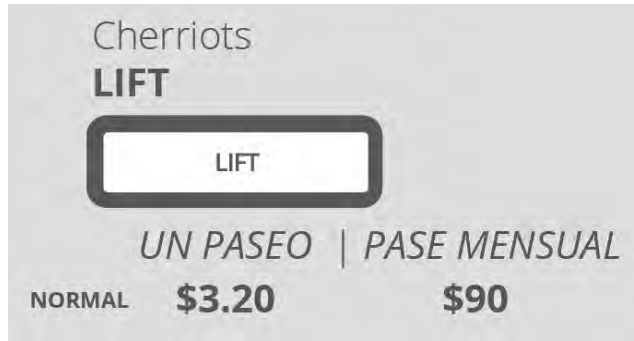
**Quinta estrategia: hacer las tarifas equitativas para los clientes de Cherriots LIFT**

Los clientes de Cherriots LIFT actualmente no tienen la opción de un pase de un mes, lo que puede ser muy costoso si viajan diariamente. Además, algunos clientes de LIFT viajan en los autobuses de Cherriots Regional, lo que hace que el costo sea aún mayor. La siguiente figura muestra las tarifas actuales y propuestas para los clientes de LIFT:

**Actualmente:**



**Propuesto:**



5. ¿Qué opina sobre la propuesta de crear un pase universal mensual para los clientes de Cherriots LIFT, que sería bueno para todos los autobuses Cherriots LIFT, locales, y regionales por \$ 90 al mes?

- Me gusta mucho     Me gusta parcialmente     Neutral     Me disgusta parcialmente
- No me gusta para nada     No estoy seguro

**Clasifique las estrategias del 1 al 5**

6. Clasifique las estrategias en las preguntas 1 a 5 abajo, con 1 como la más importante y 5 como la menos importante.

1 2 3 4 5 Simplificar la estructura regional de tarifas de Cherriots

1 2 3 4 5 Establecer un pase universal de un día para fomentar las transferencias entre los autobuses de Cherriots Local y Cherriots Regional

1 2 3 4 5 Permitir que los pasajeros de bajos ingresos califiquen para tarifas reducidas en todos los servicios de Cherriots

1 2 3 4 5 Permitir que niños de 0-11 años y estudiantes de escuelas secundaria/preparatoria viajen gratis

1 2 3 4 5 Establecer un pase universal de mes para los clientes de Cherriots LIFT



7. ¿Qué cambios, en su caso, haría a la propuesta de cambio de tarifas?

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AYÚDENOS A SABER MÁS SOBRE USTED

*Estas preguntas son opcionales para ayudarnos a saber más sobre usted.*

8. Generalmente, ¿con cuánta frecuencia viaja en bus?

- Menos de una vez al mes     Menos de una vez a la semana
- De 1 a 3 días a la semana     De 4 a 6 días a la semana
- Diariamente     No viajo en bus

9. ¿En cuáles rutas o servicios viaja? *Marque todas las que aplican.*

- |   |   |
|---|---|
| <input type="checkbox"/> Ruta 1X - Wilsonville / Salem    | <input type="checkbox"/> Ruta 19 - Broadway / River       |
| <input type="checkbox"/> Ruta 2 - Market / Brown          | <input type="checkbox"/> Ruta 20X - N. Marion Co. / Salem |
| <input type="checkbox"/> Ruta 3 - Portland Road           | <input type="checkbox"/> Ruta 21 - South Commercial       |
| <input type="checkbox"/> Ruta 4 - State Street            | <input type="checkbox"/> Ruta 22 - Library Loop           |
| <input type="checkbox"/> Ruta 5 - Center Street           | <input type="checkbox"/> Ruta 23 - Lansing / Hawthorne    |
| <input type="checkbox"/> Ruta 6 - Mission / Fairview Ind. | <input type="checkbox"/> Ruta 24 - State / Lancaster      |
| <input type="checkbox"/> Ruta 7 - Mission / Hawthorne     | <input type="checkbox"/> Ruta 26 - Orchard Hts / Glen Crk |

- Ruta 8 - 12th / Liberty
- Ruta 9 - Cherry / River Road
- Ruta 10X - Woodburn / Salem
- Ruta 11 - Lancaster / Verda
- Ruta 12 - Hayesville
- Ruta 13 - Silverton Road
- Ruta 14 - Windsor Island
- Ruta 16 - Wallace Road
- Ruta 17 - Edgewater / Gerth
- Ruta 18 - 12th / Liberty

- Ruta 27 – Glen Crk / Eola Dr
- Ruta 30X - Santiam / Salem
- Ruta 40X - Polk County / Salem
- Ruta 50X - Dallas / Salem
- Polk County Flex
- Cherriots LIFT
- Cherriots Shop and Ride

10. Primer nombre:

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11. Apellido:

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12. Correo electrónico: -

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13. Número de teléfono:

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14. ¿Dónde vive?       En el área de Salem-Keizer       Fuera del área de Salem-Keizer

Una vez completo, devolver a  
**Servicio de Atención al Cliente de Cherriots** antes del **viernes, 8 de junio**.

Alternativamente, complete el formulario de comentarios en línea en

**[Cherriots.org/better](https://Cherriots.org/better)**

**PARA USO DE LA ADMINISTRACIÓN ÚNICAMENTE**

Date Received \_\_\_ / \_\_\_ / \_\_\_\_ Comment Number \_\_\_\_

Entered into SurveyMonkey

Customer service     Event \_\_\_\_\_

# Appendix C. Summary of Survey Written Comments

Fare Outreach Comment Summary (taken from 210 comments received)									
Count	Comment								
50	Cheaper fares needed	Lower adult day pass	Lower one ride prices	Lower all fares to reduced rate to minimize complexity	Reduced fare needed for college students	LI families			
		2	1	2	15	3			
		Monthly passes	Cherriots LIFT day and one ride fares should be reduced	Disabled riders	Accept food cans if rider unable to pay in cash	Cheaper annual pass			
		5	1	3	1	2			
		Free for everyone	Free for seniors over 80 years old	Include students in adult transition programs	Free for LI people instead of reduced	Reduced fares for low income			
		2	2	1	2	1			
		Reinstate the State employee bus pass program	Change senior age cutoff to 55+	Free for disabled and medicare riders	Cheaper than proposal needed				
		1		2	1	3			
15	Technology requests								
	Implement efare technology	Free wifi	Pass cards with money loaded on them						
	12	1	2						
13	No free youth fare								
	Children 5-11 should pay \$1 for day pass	Middle/HS students will stop riding at 19 once they have to start paying	Middle/HS kids can pay reduced fare	Youth should pay unless LI					
	1	1	4	3					
	Vagrancy on buses will increase if this is implemented	Kids already get a good break and don't need a free fare	Kids 0-11 should be required to ride the bus with a paying adult for safety	Buses will be full					
	1	1	1	1					
10	Cherriots LIFT month pass								
	Too expensive	For LIFT month pass, offer reduced fare as well as full fare based on Cherriots Local reduced fare categories							
	8	1			1				
									during times of low demand
6	Even increments desired								
	Increments of 25 cents desired	Increments of \$1 desired							
	5	1							
3	Ticket books								
	Books of tickets for Route 1X buses	One-ride tickets should be available							
	1	2							
3	Route 1X suggestions								
	Call button for 1X to go to KTC and pickup riders (50 cent surcharge)	Increase the number of locations where passes are sold	Books of tickets						
	2	1	1						
9	Bring back paper transfers with time limits								
2	Have a weekly pass option								
2	30-day pass is actually a 22-day pass								
2	Low income and free youth fares will take away service for the rest of the riders								
1	Everyone should have a monthly pass option								
1	Encourage employers to cover transit pass costs								
1	Increase service on 60-min. routes before lowering anybody's fare								
1	Encourage choice riders with incentives like getting half price on your 30-day pass if you ride 20 times the previous month								
1	Medical should qualify for LI fare								
1	Create a universal annual pass for \$600-650 for adults and \$300-325 for reduced								
1	Color coding for passes preferred								
1	Large font on passes for sight-impaired requested								
1	Business tax preferred over property tax								
1	Children in an alternative education program should ride for free								
1	Offer gift cards								
1	Reinstate fareless square for downtown Salem								
1	Make bicycles pay a surcharge								
1	LI people who really need the benefit may not qualify for other state/fed. programs or they can't get through the paperwork, so doesn't make sense to offer LI qualifier for reduced fare								
1	Change regional month passes to 30-day passes								
1	Model TriMet fare structure								
1	Raise the age for seniors to qualify for reduced fare to 65								
1	Two out of 5-day pass needed								
46	Service suggestions	Later regional bus trips	Extended evenings needed	7-day service needed	Easier for disabled people to board/deboard buses	Event shuttles for Riverfront park needed			
		1	9	23	1	1			
	Cherriots Regional should serve McMinnville	Extend 30X to Detroit	Route 10X should leave after 5pm	Expand West Salem coverage	Serve colleges when according to class schedules				
	1	1	1	2	1				
	More benches at stops	Too many strollers take up disabled seating area and are not expected to move for wheelchairs	Improve frequency to increase ridership (attract non-riders)	Use 35' pillars on regional routes					
	1	1	2		1				
5	On-board experience suggestions								
	Wait for pax to sit down before going	Have people stay in their seats	Zero tolerance for mis-behavior	More courtesy towards moms with babies					
	1	1	2	1					
2	Safety								
	For women and children	Keep video surveillance longer							
	1	1							

# Appendix D. Title VI Equity Analysis

		Cost				Demographics											
		Current	Proposal	Net Change	Percent Change	MINORITY					LOW-INCOME						
						Minority	Percent Minority	Non-Minority	Percent Non-Minority	Significant at 95% Confidence	Low-Income	Percent Low-Income	Higher Income	Percent Higher Income	Significant at 95% Confidence		
Cherriots Local	Adult / Full	Cash (1-Ride)	\$1.60	\$1.60	\$0.00	0.0%	78	31.6%	84	22.6%	Yes	26	21.1%	70	31.5%	Yes	
		1-Day Pass	\$3.25	\$3.25	\$0.00	0.0%	111	44.9%	151	40.6%	Yes	51	41.5%	93	41.9%	Yes	
		Month Pass	\$45.00	\$45.00	\$0.00	0.0%	57	23.1%	131	35.2%	Yes	45	36.6%	57	25.7%	Yes	
		Universal Month Pass	\$85.00	\$75.00	-\$10.00	-11.8%	1	0.4%	1	0.3%	No	0	0.0%	1	0.5%	No	
		Annual Pass	\$540.00	\$540.00	\$0.00	0.0%	0	0.0%	5	1.3%	No	1	0.8%	1	0.5%	No	
		Total					247		372			123		222			
	Reduced / Youth	Reduced Cash (1-Ride)	\$0.80	\$0.80	\$0.00	0.0%	8	4.7%	4	1.4%	No	3	2.9%	6	9.4%	No	
		Youth Cash (1-Ride)	\$0.80	\$0.50	-\$0.30	-37.5%	5	2.9%	12	4.3%	No	1	1.0%	1	1.6%	No	
		Reduced 1-Day Pass	\$1.50	\$1.50	\$0.00	0.0%	42	24.6%	77	27.9%	Yes	43	41.7%	30	46.9%	No	
		Youth 1-Day Pass	\$1.50	\$1.00	-\$0.50	-33.3%	72	42.1%	18	6.5%	Yes	3	2.9%	1	1.6%	No	
Reduced Month Pass		\$22.50	\$22.50	\$0.00	0.0%	23	13.5%	123	44.6%	Yes	48	46.6%	19	29.7%	No		
Youth Month Pass		\$22.50	\$10.00	-\$12.50	-55.6%	21	12.3%	27	9.8%	Yes	4	3.9%	1	1.6%	No		
Annual Pass		\$270.00	\$270.00	\$0.00	0.0%	0	0.0%	15	5.4%	No	1	1.0%	6	9.4%	No		
		Total					171		276			103		64			
Cherriots Regional	Adult / Full	Cash (1-Ride)	\$2.25	\$2.35	\$0.10	4.4%	13.6	50.0%	13.6	50.0%	No	12.5	57.1%	9.40	42.9%	No	
		(Univ.) 1-Day Pass	\$4.50	\$5.00	\$0.50	11.1%	0	0.0%	14.4	100.0%	No	3.33	75.0%	1.11	25.0%	No	
		(Univ.) Month Pass	\$60.00	\$75.00	\$15.00	25.0%	2.50	13.3%	16.3	86.7%	No	0	0.0%	8.75	100.0%	No	
		(Exist.) Univ. Month Pass	\$85.00	\$75.00	-\$10.00	-11.8%	1.76	13.3%	11.5	86.7%	No	4.41	62.5%	2.65	37.5%	No	
			Total					17.8		55.7			20.3		21.9		
	Reduced / Youth	Reduced Cash (1-Ride)	\$1.50	\$1.25	-\$0.25	-16.7%	0.83	20.0%	3.33	80.0%	No	3.3	100.0%	0	0.0%	No	
		Youth Cash (1-Ride)	\$1.50	\$1.00	-\$0.50	-33.3%	2.67	50.0%	2.67	50.0%	No	0	0.0%	0	0.0%	No	
		Reduced 1-Day Pass	\$3.00	\$2.50	-\$0.50	-16.7%	0.83	20.0%	3.33	80.0%	No	0.8	50.0%	0.83	50.0%	No	
		Youth 1-Day Pass	\$3.00	\$2.00	-\$1.00	-33.3%	0.67	20.0%	2.67	80.0%	No	0	0.0%	0	0.0%	No	
		Reduced Month Pass	\$30.00	\$37.50	\$7.50	25.0%	6.25	55.6%	5.00	44.4%	No	5.0	57.1%	3.75	42.9%	No	
Youth Month Pass		\$30.00	\$20.00	-\$10.00	-33.3%	0.67	20.0%	2.67	80.0%	No	0	0.0%	0	0.0%	No		
Red. Univ. Month Pass		\$42.50	\$37.50	-\$5.00	-11.8%	0.00	0.0%	3.53	100.0%	No	1.8	100.0%	0	0.0%	No		
	Youth Univ. Month Pass	\$42.50	\$20.00	-\$22.50	-52.9%	0.00	0.0%	1.88	100.0%	No	0.5	100.0%	0	0.0%	No		
	Total					11.9		25.1			11.4		4.58				
Route 1X	Adult / Full	Cash (1-Ride)	\$3.00	\$2.50	-\$0.50	-16.7%	3.33	66.7%	1.67	33.3%	No	1.7	33.3%	3.33	66.7%	No	
		Universal Month Pass	\$85.00	\$75.00	-\$10.00	-11.8%	4.41	22.7%	15.0	77.3%	Yes	1.8	11.1%	14.1	88.9%	No	
		Total					7.75		16.7			3.43		17.5			
Reduced / Youth	Reduced Cash (1-Ride)	\$1.50	\$1.25	-\$0.25	-16.7%	0.00	0.0%	1.67	100.0%	No	0.8	100.0%	0.83	100.0%	No		
	Youth Cash (1-Ride)	\$1.50	\$1.00	-\$0.50	-33.3%	0.00	0.0%	0.00	0.0%	No	0.0	0.0%	0	0.0%	No		
	Total					0.00		1.67			0.8		0.83				
Regional and 1X Combined		Adult / Full	Cash (1-Ride)	\$2.25	\$2.50	\$0.25	11.1%	14.4	50.0%	14.4	50.0%	No	13.3	57.1%	10.00	42.9%	No
	(Univ.) 1-Day Pass		\$4.50	\$5.00	\$0.50	11.1%	0.00	0.0%	5.56	100.0%	No	3.3	75.0%	1.11	25.0%	No	
	(Univ.) Month Pass		\$60.00	\$75.00	\$15.00	25.0%	2.50	28.6%	6.25	71.4%	No	0.0	0.0%	8.75	100.0%	No	



		Cost				Demographics										
		Current	Proposal	Net Change	Percent Change	MINORITY					LOW-INCOME					
						Minority	Percent Minority	Non-Minority	Percent Non-Minority	Significant at 95% Confidence	Low-Income	Percent Low-Income	Higher Income	Percent Higher Income	Significant at 95% Confidence	
Adult / Full	(Exist.) Univ. Month Pass	\$85.00	\$75.00	-\$10.00	-11.8%	1.76	20.0%	7.06	80.0%	No	4.4	62.5%	2.65	37.5%	No	
	Cash (1-Ride)	\$3.00	\$2.50	-\$0.50	-16.7%	3.33	66.7%	1.67	33.3%	No	1.7	33.3%	3.33	66.7%	No	
	Universal Month Pass	\$85.00	\$75.00	-\$10.00	-11.8%	4.41	22.7%	15.0	77.3%	Yes	1.8	11.1%	14.1	88.9%	No	
	<b>Total</b>					26.5		50.0				24.5		40.0		
Reduced / Youth	Reduced Cash (1-Ride)	\$1.50	\$1.25	-\$0.25	-16.7%	0.83	20.0%	3.33	80.0%	No	3.33	100.0%	0.0	0.0%	No	
	Youth Cash (1-Ride)	\$1.50	\$1.00	-\$0.50	-33.3%	2.67	66.7%	1.33	33.3%	No	0.00	0.0%	0.0	0.0%	No	
	Reduced 1-Day Pass	\$3.00	\$2.50	-\$0.50	-16.7%	0.83	33.3%	1.67	66.7%	No	0.83	50.0%	0.8	50.0%	No	
	Youth 1-Day Pass	\$3.00	\$2.00	-\$1.00	-33.3%	0.67	100.0%	0.0	0.0%	No	0.00	0.0%	0.0	0.0%	No	
	Reduced Month Pass	\$30.00	\$37.50	\$7.50	25.0%	6.25	50.0%	6.25	50.0%	No	5.00	57.1%	3.8	42.9%	No	
	Youth Month Pass	\$30.00	\$20.00	-\$10.00	-33.3%	0.67	100.0%	0.0	0.0%	No	0.00	0.0%	0.0	0.0%	No	
	Red. Univ. Month Pass	\$42.50	\$37.50	-\$5.00	-11.8%	0	0.0%	1.76	100.0%	No	1.76	100.0%	0.0	0.0%	No	
	Youth Univ. Month Pass	\$42.50	\$20.00	-\$22.50	-52.9%	0	0.0%	0.47	100.0%	No	0.47	100.0%	0.0	0.0%	No	
	<b>Total</b>					11.9		16.5				12.2		5.4		



**NOTICE OF ORDINANCE ADOPTION**

**NOTICE IS HEREBY GIVEN** by the Salem Area Mass Transit District (SAMTD) Board of Directors, that the Board will consider public comment regarding the adoption of Ordinance 2019-01 to establish Fare Categories, Rates and Methods of Distribution to impose fares or other user fees for transportation services provided by SAMTD pursuant to ORS 198.540 and ORS 267.150. Ordinance 2019-01 will repeal Ordinance 14-02 adopted on October 23, 2014. The first reading of Ordinance 2019-01 takes place at the Board of Directors meeting on Thursday, January 24, 2019. The second reading of the Ordinance will take place at the Thursday, February 28, 2019 Board meeting. Both meetings begin at 6:30 p.m. at Courthouse Square in the Senator Hearing Room, 555 Court St NE. If adopted, Ordinance 2019-01 will take effect on July 1, 2019.

Copies of Ordinance 2019-01 may be obtained at the SAMTD administration office, 555 Court St NE, Suite 5230, Salem, OR 97301 between 8:00 a.m. and 5:00 p.m. Monday through Friday or from the Cherriots website at [www.cherriots.org](http://www.cherriots.org). Written comments regarding the proposed Ordinance will be accepted until 12:00 p.m., February 28, 2019 and can be emailed to [board@cherriots.org](mailto:board@cherriots.org), or mailed to the attention of the SAMTD Board of Directors. Please include your name and address for the record. Contact Person: Linda Galeazzi, Executive Assistant, phone 503-588-2424.

(Spanish version)

## **AVISO DE ADOPCIÓN DE ORDENANZA**

**POR MEDIO DEL PRESENTE SE DA AVISO** a través de la Junta de Directores de Salem Area Mass Transit District (SAMTD), que la Junta considerará los comentarios del público con respecto a la adopción de la Ordenanza 2019-01 para establecer categorías de tarifas, tarifas y métodos de distribución para imponer tarifas u otros cobros al usuario para los servicios de transporte proporcionados por SAMTD de conformidad con ORS 198.540 y ORS 267.150. La ordenanza 2019-01 anulará la Ordenanza 14-02 aprobada el 23 de octubre de 2014. La primera lectura de la Ordenanza 2019-01 tendrá lugar en la reunión de la Junta Directiva el jueves, 24 de enero de 2019. La segunda lectura de la Ordenanza tendrá lugar en la Reunión del Consejo del jueves, 28 de febrero de 2019. Ambas reuniones comienzan a las 6:30 p.m. en Courthouse Square, en la Sala de Audiencias del Senador, 555 Court St NE. Si se adopta, la Ordenanza 2019-01 entrará en vigencia el 1.º de julio de 2019.

Se pueden obtener copias de la Ordenanza 2019-01 en la oficina de administración de SAMTD, 555 Court St NE, Suite 5230, Salem, OR 97301 de lunes a viernes entre las 8:00 a.m. y las 5:00 p.m. o desde el sitio web de Cherriots en [www.cherriots.org](http://www.cherriots.org). Se aceptarán los comentarios por escrito con respecto a la Ordenanza propuesta hasta las 12:00 p.m. del 28 de febrero de 2019 y se pueden enviar por correo electrónico a [board@cherriots.org](mailto:board@cherriots.org), o enviar por correo dirigido a la Junta Directiva de SAMTD. Incluya su nombre y dirección para el registro. Persona de contacto: Linda Galeazzi, Asistente Ejecutiva, teléfono 503-588-2424.





# Statesman Journal

A GANNETT COMPANY

Order Confirmation for Ad #: 0003343756

**Customer:** SALEM AREA TRANSIT-CHERRIO  
**Address:** 555 COURT ST NE STE 5230  
 SALEM OR 97301 USA  
**Acct. #:** SAL-851850  
**Phone:** 5035882424

SALEM AREA TRANSIT-CHERRIO

**Ordered By:** Jolynn Franke

OrderStart Date: 01/18/2019

Order End Date: 01/18/2019

<u>Tear Sheets</u>	<u>Affidavits</u>	<u>Blind Box</u>	<u>Promo Type</u>	<u>Materials</u>	<u>Special Pricing</u>	<u>Size</u>
0	1					1 X 4.39

<u>Net Amount</u>	<u>Tax Amount</u>	<u>Total Amount</u>	<u>Payment Method</u>	<u>Payment Amount</u>	<u>Amount Due</u>
\$307.80	\$0.00	\$307.80	Invoice	\$0.00	\$307.80

**Ad Order Notes:**

Sales Rep: VJankowski

Order Taker: VJankowski

Order Created 01/16/2019

Product	# Ins	Start Date	End Date
SAL-Online	1	01/18/2019	01/18/2019
01-18-19, SAL-SJ Classifieds	1	01/18/2019	01/18/2019
01-18-19,			

**NOTICE OF ORDINANCE ADOPTION**

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Copies of Ordinance 2019-01 may be obtained at the SAMTD administration office, 555 Court St NE, Suite 5230, Salem, OR 97301 between 8:00 a.m. and 5:00 p.m. Monday through Friday or from the Cherrlots website at [www.cherrlots.org](http://www.cherrlots.org). Written comments regarding the proposed Ordinance will be accepted until 12:00 p.m., February 26, 2019 and can be emailed to [board@cherrlots.org](mailto:board@cherrlots.org), or mailed to the attention of the SAMTD Board of Directors. Please include your name and address for the record. Contact Person: Linda Galeazzi, Executive Assistant, phone 503-588-2424.

Statesman Journal Jan. 18, 2019



## NOTICE OF ORDINANCE ADOPTION

**NOTICE IS HEREBY GIVEN** by the Salem Area Mass Transit District (SAMTD) Board of Directors, that the Board will consider public comment regarding the adoption of Ordinance 2019-01 to establish Fare Categories, Rates and Methods of Distribution to impose fares or other user fees for transportation services provided by SAMTD pursuant to ORS 198.540 and ORS 267.150. Ordinance 2019-01 will repeal Ordinance 14-02 adopted on October 23, 2014. The first reading of Ordinance 2019-01 takes place at the Board of Directors meeting on Thursday, January 24, 2019. The second reading of the Ordinance will take place at the Thursday, February 28, 2019 Board meeting. Both meetings begin at 6:30 p.m. at Courthouse Square in the Senator Hearing Room, 555 Court St NE. If adopted, Ordinance 2019-01 will take effect on July 1, 2019.

Copies of Ordinance 2019-01 may be obtained at the SAMTD administration office, 555 Court St NE, Suite 5230, Salem, OR 97301 between 8:00 a.m. and 5:00 p.m. Monday through Friday or from the Cherriots website at [www.cherriots.org](http://www.cherriots.org). Written comments regarding the proposed Ordinance will be accepted until 12:00 p.m., February 28, 2019 and can be emailed to [board@cherriots.org](mailto:board@cherriots.org), or mailed to the attention of the SAMTD Board of Directors. Please include your name and address for the record. Contact Person: Linda Galeazzi, Executive Assistant, phone 503-588-2424.

### **ORDINANCE NO. 2019-01 REPEALING ORDINANCE NO. 2014-02 ESTABLISHING SAMTD FARE CATEGORIES, RATES, AND ESTABLISHING AN EFFECTIVE DATE**

**WHEREAS**, the Salem Area Mass Transit District ("SAMTD", herein) has determined that fare categories and rates must be established to enhance operating efficiencies and passenger service;

**WHEREAS**, SAMTD shall consist of, and operate as a single zone for the purpose of determining rates for transportation services provided by or through the District.

**WHEREAS**, fare categories, structure and prices for transportation services shall be established by the Board of Directors from time to time by ordinance.

**NOW, THEREFORE, IT IS ORDAINED BY THE SALEM AREA MASS TRANSIT DISTRICT BOARD OF DIRECTORS:**

**THAT**, the Board finds, determines and declares that the adoption of Ordinance 2019-01 is necessary to ensure the continued safe and efficient operations of the District.

**THAT**, the following fare categories, prices and structure are hereby established for transportation service;

**THAT**, the effective date of Ordinance 2019-01 shall be July 1, 2019. Ordinance 2014-02 is repealed and the provisions of any other ordinance heretofore adopted are hereby repealed to the extent that the same are in conflict with the provisions of this ordinance.

<u>Fare Category</u>	<u>Description</u>
<b>Adult</b> (ages 19-59)	Passengers who do not fall under any other fare category
<b>Reduced</b> (60+, disabled or Medicare card holders)	Passengers, who qualify as elderly or disabled, according to the criteria of SAMTD policy and procedure.
<b>Youth</b>	Passengers 6 years of age up through 18 years of age.
<b>Child</b> (5 and Under)	Passengers up through 5 years of age are Free
<b>Cherriots LIFT</b>	Passengers who meet the ADA Eligibility Requirements under CFR 49, Section 37.123, of the Americans with Disabilities Act of 1990.
<b>Employer Pass Program</b>	Passengers using transportation service provided under the Employer Program offered by, through or on behalf of SAMTD.

**TABLE 1 - Fare Prices and Fare Structure** (\*Proposed Changes Effective Date: July 1, 2019)

	<b>Adult</b>		<b>Reduced</b>		<b>Youth</b>	
	<b>Current</b>	<b>Proposed</b>	<b>Current</b>	<b>Proposed</b>	<b>Current</b>	<b>Proposed</b>
<b>Cherriots Local</b>						
1 ride	\$1.60	<b>\$1.60</b>	\$0.80	<b>\$0.80</b>	\$0.80	<b>\$0.50</b>
Day pass	\$3.25	<b>\$3.25</b>	\$1.50	<b>\$1.50</b>	\$1.50	<b>\$1.00</b>
30-day pass	\$45.00	<b>\$45.00</b>	\$22.50	<b>\$22.50</b>	\$22.50	<b>\$10.00</b>
Summer youth pass	N/A	<b>N/A</b>	\$40.00	<b>N/A</b>	\$40.00	<b>N/A</b>
Annual pass	\$540	<b>\$540</b>	\$270	<b>\$270</b>	\$270	<b>\$120</b>
<b>Cherriots Regional</b>						
Single fare	\$2.25	<b>\$2.25</b>	\$1.50	<b>\$1.50</b>	\$1.50	<b>\$1.00</b>
Day pass	\$4.50	<b>\$4.50</b>	\$3.00	<b>\$3.00</b>	\$3.00	<b>\$2.00</b>
Monthly pass	\$60.00	<b>\$60.00</b>	\$30.00	<b>\$30.00</b>	\$30.00	<b>\$20.00</b>
<b>Cherriots Shop and Ride</b>						
Single fare shopper shuttle	N/A	<b>N/A</b>	\$1.25	<b>\$1.25</b>	N/A	<b>N/A</b>
Single fare dial-a-ride	N/A	<b>N/A</b>	\$3.20	<b>\$3.20</b>	N/A	<b>N/A</b>
Ticket book (10 tickets) shopper	N/A	<b>N/A</b>	\$12.50	<b>\$12.50</b>	N/A	<b>N/A</b>
<b>Cherriots LIFT</b>						
Single fare	N/A	<b>N/A</b>	\$3.20	<b>\$3.20</b>	N/A	<b>N/A</b>
<b>Cherriots Route 1X - Salem/Wilsonville Express</b>						
Single fare	\$3.00	<b>\$3.00</b>	\$1.50	<b>\$1.50</b>	\$1.50	<b>\$1.50</b>
Day pass	N/A	<b>N/A</b>	N/A	<b>N/A</b>	N/A	<b>N/A</b>
Universal Monthly Pass (for Cherriots Local, Route 1X, and Cherriots Regional)	\$85.00	<b>\$85.00</b>	\$42.50	<b>\$42.50</b>	\$42.50	<b>\$42.50</b>

**EMPLOYER PASS PROGRAM**

For companies, organizations, and government agencies with 10 or more employees, the monthly rate is calculated by multiplying the total number of employees by the qualifying rate for a monthly pass. The qualifying rate at for For-profit companies is \$4.80/employee; for non-profits, state, and federal governments it is \$5.60/employee.



## AVISO DE ADOPCIÓN DE ORDENANZA

**POR MEDIO DEL PRESENTE SE DA AVISO** a través de la Junta de Directores de Salem Area Mass Transit District (SAMTD), que la Junta considerará los comentarios del público con respecto a la adopción de la Ordenanza 2019-01 para establecer categorías de tarifas, tarifas y métodos de distribución para imponer tarifas u otros cobros al usuario para los servicios de transporte proporcionados por SAMTD de conformidad con ORS 198.540 y ORS 267.150. La ordenanza 2019-01 anulará la Ordenanza 14-02 aprobada el 23 de octubre de 2014. La primera lectura de la Ordenanza 2019-01 tendrá lugar en la reunión de la Junta Directiva el jueves, 24 de enero de 2019. La segunda lectura de la Ordenanza tendrá lugar en la Reunión del Consejo del jueves, 28 de febrero de 2019. Ambas reuniones comienzan a las 6:30 p.m. en Courthouse Square, en la Sala de Audiencias del Senador, 555 Court St NE. Si se adopta, la Ordenanza 2019-01 entrará en vigencia el 1º de julio de 2019.

Se pueden obtener copias de la Ordenanza 2019-01 en la oficina de administración de SAMTD, 555 Court St NE, Suite 5230, Salem, OR 97301 de lunes a viernes entre las 8:00 a.m. y las 5:00 p.m. o desde el sitio web de Cherriots en [www.cherriots.org](http://www.cherriots.org). Se aceptarán los comentarios por escrito con respecto a la Ordenanza propuesta hasta las 12:00 p.m. del 28 de febrero de 2019 y se pueden enviar por correo electrónico a [board@cherriots.org](mailto:board@cherriots.org), o enviar por correo dirigido a la Junta Directiva de SAMTD. Incluya su nombre y dirección para el registro. Persona de contacto: Linda Galeazzi, Asistente Ejecutiva, teléfono 503-588-2424.

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	<b>Current</b>	<b>Proposed</b>	<b>Current</b>	<b>Proposed</b>	<b>Current</b>	<b>Proposed</b>
<b>Cherriots Local</b>						
1 ride	\$1.60	<b>\$1.60</b>	\$0.80	<b>\$0.80</b>	\$0.80	<b>\$0.50</b>
Day pass	\$3.25	<b>\$3.25</b>	\$1.50	<b>\$1.50</b>	\$1.50	<b>\$1.00</b>
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Annual pass	\$540	<b>\$540</b>	\$270	<b>\$270</b>	\$270	<b>\$120</b>
<b>Cherriots Regional</b>						
Single fare	\$2.25	<b>\$2.25</b>	\$1.50	<b>\$1.50</b>	\$1.50	<b>\$1.00</b>
Day pass	\$4.50	<b>\$4.50</b>	\$3.00	<b>\$3.00</b>	\$3.00	<b>\$2.00</b>
Monthly pass	\$60.00	<b>\$60.00</b>	\$30.00	<b>\$30.00</b>	\$30.00	<b>\$20.00</b>
<b>Cherriots Shop and Ride</b>						
Single fare shopper shuttle	N/A	<b>N/A</b>	\$1.25	<b>\$1.25</b>	N/A	<b>N/A</b>
Single fare dial-a-ride	N/A	<b>N/A</b>	\$3.20	<b>\$3.20</b>	N/A	<b>N/A</b>
Ticket book (10 tickets) shopper	N/A	<b>N/A</b>	\$12.50	<b>\$12.50</b>	N/A	<b>N/A</b>
<b>Cherriots LIFT</b>						
Single fare	N/A	<b>N/A</b>	\$3.20	<b>\$3.20</b>	N/A	<b>N/A</b>
<b>Cherriots Route 1X - Salem/Wilsonville Express</b>						
Single fare	\$3.00	<b>\$3.00</b>	\$1.50	<b>\$1.50</b>	\$1.50	<b>\$1.50</b>
Day pass	N/A	<b>N/A</b>	N/A	<b>N/A</b>	N/A	<b>N/A</b>
Universal Monthly Pass (for Cherriots Local, Route 1X, and Cherriots Regional)	\$85.00	<b>\$85.00</b>	\$42.50	<b>\$42.50</b>	\$42.50	<b>\$42.50</b>

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For companies, organizations, and government agencies with 10 or more employees, the monthly rate is calculated by multiplying the total number of employees by the qualifying rate for a monthly pass. The qualifying rate at for For-profit companies is \$4.80/employee; for non-profits, state, and federal governments it is \$5.60/employee.



Salem Area Mass Transit District  
BOARD OF DIRECTORS

December 13, 2018

Index of Board Actions

<u>Action</u>	<u>Page</u>
Moved to approve the Consent Calendar: .....	<b>3</b>
1. <u>Approval of Minutes</u>	
a. Minutes of the October 25, 2018 Board Meeting and Executive Session	
b. Minutes of the November 13, 2018 Board Work Session	
2. <u>Routine Business</u>	
a. Approval of Board-appointed Advisory Committee’s Annual Appointments –	
1) Special Transportation Fund Advisory Committee (STFAC)	
2) Citizens Advisory Committee (CAC) Chair and Vice-Chair	
b. Approve and Authorize the Board President to Sign the Planning and Financial Intergovernmental Agreement No. 32794 between ODOT/MPO/SAMTD	
 Move to authorize the General Manager to execute a contract with Brown Contracting, Inc. for the construction of Keizer Transit Center Signalized Intersection Project in the not to exceed amount of \$1,815,645. ....	 <b>4</b>
 Move to adopt Resolution 2018-10 to rescind Resolution 2016-03 and replace Attachment B to the Bylaws, titled "Bylaws of the Special Transportation Fund Advisory Committee of Salem Area Mass Transit District with revisions to Membership, Appointments and Terms. ....	 <b>5</b>

Regular Board meetings are video recorded and are available for viewing on the CCTV website at [www.cctvsalem.org](http://www.cctvsalem.org).





Salem Area Mass Transit District  
**BOARD OF DIRECTORS MEETING**  
 December 13, 2018  
 Courthouse Square – Senator Hearing Room  
 555 Court Street NE, Salem, Oregon 97301

**MINUTES**

<b>PRESENT Board</b>	President Robert Krebs; Directors Doug Rodgers, Colleen Busch, Kathy Lincoln and Marcia Kelley; <b>Excused Absence:</b> Directors Jerry Thompson and Steve Evans
<b>Staff</b>	Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Paula Dixon, Director of Administration; Al McCoy, Director of Finance/CFO; Steve Dickey, Director of Transportation Development; Patricia Feeny, Director of Communication; Chip Colby, Information Technology Manager; Chris French, Senior Planner; Roxanne Beltz, Trip Choice Program Coordinator; Jeremy Jorstad, Transit Planner I; Linda Galeazzi, Executive Assistant; Ben Fetherston, SAMTD Legal Counsel
<b>Guests</b>	John Hammill, Chair, STF Advisory Committee

- A. CALL TO ORDER AND NOTE OF ATTENDANCE 6:30 PM**  
 President Krebs called the meeting to order; a quorum was present.
- B. PLEDGE OF ALLEGIANCE** led by President Krebs
- C. ANNOUNCEMENTS AND CHANGES TO THE AGENDA**  
 Mr. Pollock announced that there would be two presentations added to the agenda regarding the Keizer Festival of Lights Parade. KGW8 News interviewed Vehicle Maintenance Supervisor, John Hortsch at the Del Webb Operations Facility about Cherrlots participation in the parade and its decorated bus. Stephen Custer, Digital Marketing Coordinator, took a video shot of the bus in the parade.
- D. PRESENTATION**  
 KGW8 Media Interview, and Video recording taken by Stephen Custer of decorated Cherrlots bus in the Keizer Festival of Lights Parade
- E. PUBLIC COMMENT 6:37 PM**  
**Les W. Ruark** - email correspondence was received on December 7, 2018 and was acknowledged by President Krebs during Public Comment. Mr. Ruark expressed his





thanks for the 2018 Cherriots holiday desk calendar, stating that it was a smart and continuously impacting way of keeping the District’s work in one’s mind; and his appreciation for the good work over the most recent years on behalf of the District. In the preliminary days of the District, Mr. Ruark assisted with the media effort that was a part of the campaign to create and later fund the District. His email is herein given as Attachment A and by this reference made a part of these Minutes.

**F. CONSENT CALENDAR**

**6:38 PM**

**Motion:** Moved to approve the Consent Calendar:

- 3. Approval of Minutes**
  - a. **Minutes of the October 25, 2018 Board Meeting and Executive Session**
  - b. **Minutes of the November 13, 2018 Board Work Session**
- 4. Routine Business**
  - a. **Approval of Board-appointed Advisory Committee’s Annual Appointments -**
    - 3) Special Transportation Fund Advisory Committee (STFAC)**
    - 4) Citizens Advisory Committee (CAC) Chair and Vice-Chair**
  - b. **Approve and Authorize the Board President to Sign the Planning and Financial Intergovernmental Agreement No. 32794 between ODOT / MPO / SAMTD**

**Motion by:** Director Marcia Kelley  
**Second:** Director Kathy Lincoln  
**Discussion:** No items were deferred from the Consent Calendar.  
**Vote:** Motion passed (5) Krebs, Busch, Lincoln, Kelley, Rodgers  
 Absent (2) Evans, Thompson

**G. Items Deferred From The Consent Calendar**

**H. ACTION ITEMS**

**1. Approval of Construction Contract for Keizer Transit Center Signalization Project**

**6:38 PM**

**Staff report:** Supplement in the agenda

**Presenter:** Steve Dickey, Director of Transportation

Mr. Dickey reported that the KTC Signalized Intersection project is funded by federal grants with local match. On October 1, 2018, the District released an Invitation to Bid (ITB) for the construction the KTC Signalized Intersection project. The construction bid documents, included in the bid solicitation, were prepared under contract by Kittleson and Associates, Inc. on behalf of Salem Area Mass Transit District (SAMTD).





The closing date for submittals was November 13, 2018. The bids were received and opened in a public bid opening. Four qualified bids were received with Brown Contracting, Inc. from Eugene, Oregon being the lowest responsible bidder with a total project bid of \$1,578,822. The other three qualified bidders were CPM Development, PCR, Inc., and Mainline Paving, Inc. Funding for the contract is included in the Capital Project Fund in the FY2018-19 Adopted Budget and the activities of the contract are covered in the grant agreements. An electronic copy of the proposed contract was included as Attachment A in the agenda packet.

**Motion:** Move to authorize the General Manager to execute a contract with Brown Contracting, Inc. for the construction of Keizer Transit Center Signalized Intersection Project in the not to exceed amount of \$1,815,645.

**Motion by:** Director Kathy Lincoln

**Second:** Director Colleen Busch

**Vote:** Motion passed (5) Krebs, Busch, Lincoln, Kelley, Rodgers  
Absent (2) Evans, Thompson

**2. Adopt Resolution 2018-10 to Rescind and Replace the Bylaws for the Special Transportation Fund Advisory Committee 6:48 PM**

**Staff report:** Pages 51-66 of the agenda

**Presenter:** John Hammill, Chair, STF Advisory Committee

Mr. Hammill reported on the STF Advisory Committee’s recommendation to make changes to the STFAC Bylaws under *Article II Membership, Appointments and Terms* in Sections 1 and 2. Modifications to the membership criteria in STFAC Bylaws were adopted in 2016; but were unclear on the method and process for filling vacancies on the Committee and the number for members on the committee. Revisions were drafted and approved to address these issues at the STFAC November 13, 2018 meeting. Resolution 2018-10 will rescind Resolution 2016-03 adopted on April 28, 2016 to replace the STFAC Bylaws with the inclusion of these revisions under:

*Section 1. Membership:*

*The STF Advisory Committee shall have the number of members determined, from time to time, by the SAMTD Board of Directors. **Per OAR 732-005-0031(10), the minimum size of the committee shall be five members;***

*Section 2. Appointments and Terms of Service:*

*The SAMTD Board of Directors will appoint members to the STF Advisory Committee. Committee members shall serve for a term of two years, commencing on January 1. **A new member appointed to fill a vacant position shall serve the remainder of that vacant term before beginning their first full two-year term. If not filling a vacant***



***term, the member** shall serve from the time of appointment, **and** the following shall determine the start of the **first full** two-year term of service.*

**Motion:** Move to adopt Resolution 2018-10 to rescind Resolution 2016-03 and replace Attachment B to the Bylaws, titled "Bylaws of the Special Transportation Fund Advisory Committee of Salem Area Mass Transit District with revisions to Membership, Appointments and Terms.  
**Motion by:** Director Colleen Busch  
**Second:** Director Doug Rodgers  
**Vote:** Motion passed (5) Krebs, Busch, Lincoln, Kelley, Rodgers  
Absent (2) Evans, Thompson

**I. INFORMATION ITEMS**

**January 2019 Service Changes 6:50 PM**

**Staff report:** Pages 67-68 of the agenda  
**Presenter:** Chris French, Senior Planner

Mr. French briefed the Board on changes beginning January 6, 2019 to Cherrlots Local and Regional service based on quarterly input from customers, transit operators, Cherrlots employees and performance monitoring results. Schedule times were adjusted for service on Routes 2 Market/Brown, 7/Mission Street and 17/Edgewater Street; a modification to *deadheading* was made to and from Keizer Transit Center; and corrections were made to printed materials and the website for the name of a bus stop on Route 20X North Marion County/Salem Express. These changes will increase daily Revenue Hours by 126 and zero Revenue Miles for an annualized financial increase of \$15,858.36. This increase was included in the adopted FY19 Budget.

**Performance – First Quarter 6:56 PM**

**Staff report:** Pages 69-84 of the agenda  
**Presenter:** Jeremy Jorstad, Transit Planner I

Mr. Jorstad reported on performance measures for the first quarter of the 2019 fiscal year. Data is compared to the previous fiscal year 2018 and is derived from adjusted Trapeze schedules, vehicle fareboxes, rider counting systems, and reservation software (RouteMatch and Mobility DR). Revenue Hours, Miles, and Boardings are reported for Cherrlots Local, Cherrlots Regional, Cherrlots Shop and Ride, and Cherrlots LIFT.

**Trip Choice – First Quarter 7:05 PM**

**Staff report:** Pages 85-96 of the agenda  
**Presenter:** Roxanne Beltz, Trip Choice Coordinator

Ms. Beltz reported on the goals and metrics that were structured by the Oregon Department of Transportation’s (ODOT) approved work plan for fiscal year 2019 to



be accomplished during the year. The goals in the Work Plan include Awareness & Understanding, Safety, Expanded Markets, and Congestion & Construction Mitigation. Ms. Beltz then reviewed the activities of the Cherriots Trip Choice program for the first quarter in accordance with the ODOT work plan.

### **Finance – First Quarter**

**7:20 PM**

**Staff report:** Pages 97-106 of the agenda

**Presenter:** Al McCoy, Director of Finance/CFO

Mr. McCoy provided the first quarter finance report with information about how the budget plan for FY2019 is being implemented. The report included statements for the General Fund, Special Transportation Fund, and Capital Project Fund; and a statement of budget to actual on a non-GAAP basis that shows by fund the legal appropriations by category with actual amounts and variances. In summary, Mr. McCoy noted that General Fund Operating Revenues and Resources in the first quarter was at 4% and totaled \$26,116,001. Operating Expenses/Requirements was at 27% totaling \$25,971,612. Capital Revenue/Resources totaled \$29,622,684. Expenses/Requirements was at 22% totaling \$29,127,114. The Transportation Program Fund Revenues/ Resources totaled \$7,460,735 at 4%; Expenses/ Requirements totaled \$8,206,309 at 26%.

### **South Salem Transit Center Briefing**

**7:35 PM**

**Staff report:** Verbal; Staff report handed out at the meeting.

**Presenter:** Allan Pollock, General Manager

Mr. Pollock provided the Board with a handout about the South Salem Transit Center (SSTC) project from 2012 to its current status [herein given as Attachment B, and by this reference made a part of these Minutes]. Mr. Pollock reported that the site selection process began in 2013 with the completion of the Keizer Transit Center. In December 2014, the Board selected the Walmart site as its preferred option for the transit center. In 2015, the District applied for and received the “*Connect Oregon*” grant that helped the District to get started. The District completed the design work and the next steps included land acquisition and construction. The District applied for federal grants yearly from 2012 to 2018, but did not receive any federal funds for construction. In 2018, the District and Walmart representatives met to identify a safe exit from the parking lot that would not create traffic conflicts; but were unable to reach an amicable agreement. Walmart’s proposed options did not meet city codes. Without an agreement and other delays, the District and legal counsel determined it could not meet the deadlines of the *Connect Oregon* grant for land acquisition or for a construction completion date by the end of 2020. As a result, the District will inform the Oregon Department of Transportation (ODOT) of its intent to terminate its *Connect Oregon* grant agreement with the State for the SSTC. The District will continue with the



land acquisition process and to seek funding to complete the project. This delay presents opportunities for refining the project. The District will re-engage the Board at the February 11, 2019 work session for a serious discussion about their next steps and how to get funding. As has happened in the past year, the District can take advantage of changing business circumstances related to public transportation at the local, state and federal levels with a greater focus on building momentum for public transportation. The District remains committed to building a convenient, efficient and appealing transit center to serve its South Salem customers.

**J. GENERAL MANAGER'S REPORT 7:39 PM**

Mr. Pollock reported on the December 10, 2018 Salem City Council meeting where the Council approved the recommendations of the Salem City Council Public Transit Committee. In his weekly report to the Board on Friday, Mr. Pollock will include the American Public Transportation Association's news release about the American Commuter, a 30-page study that included a survey and focus group on millennials. He thanked Director Busch and Director Rodgers for their participation in riding the bus in the Keizer holiday parade. He also thanked staff for their hard work in decorating the bus and participating the night of the parade.

**K. BOARD OF DIRECTORS REPORTS 7:44 PM**

Board members report, both verbally and in writing, on citizen communications, committee and meeting participation, or special projects they are involved in as a representative of the District. Board assignments are noted on page 117 of the agenda.

**L. MEETING ADJOURNED 8:09 PM**

Respectfully submitted,

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Robert Krebs, President

Minutes of the December 13, 2018 Board of Directors Meeting  
ATTACHMENT A - Public Comment from Les W. Ruark

December 7, 2018

Robert Krebs, President of the Board of Directors  
Marcia Kelley, Board Member  
Allan Pollock, General Manager  
Linda Galeazzi, Executive Assistant and Board Clerk  
Patricia Feeny, Director of Communication  
Salem Area Mass Transit District  
Salem, Oregon

Directors Krebs and Kelley; Allan; Linda; Patricia:

Just wanting you all to know that the annual holiday arrival in the mail of the Cherriots desk calendar is always a "neat" occasion for me, particularly given the more reflective time of year the holidays are.

It's truly a smart and continuously impacting way of keeping the district's work in one's mind, not to mention a quite meaningful means of involving succeeding generations of Salem's youth in helping with that.

As one who had the privilege of assisting with the media effort that was a part of the campaign to create and later fund the initial district, and who has over the years since continued to consider Salem his real hometown, I shall always think of the Cherriots with a genuinely particular appreciation—even from out here amongst the hinterlands of wheat fields and sagebrush where I've now lived and worked for some thirty-five years.

Thank you for keeping me on the mailing list to receive the calendar, and for the good work you've each contributed, over the more recent years, to helping keep the district the achieving entity it truly has been and remains.

Sincerely,

**Les**

leswruark@gmail.com  
(541) 454-2511



## BOARD MEETING MEMO

For the Minutes of the December 13, 2018 Board Meeting  
ATTACHMENT B

**To:** Board of Directors  
**From:** Patricia Feeny, Director of Communication  
**Thru:** Allan Pollock, General Manager  
**Date:** December 13, 2018  
**Subject:** South Salem Transit Center Update

Serving our region with a robust transportation system and a coordinated network of mobility options is the goal of Cherriots.

Central to this goal are the transit centers.

These strategically positioned community cores serve as convenient connectors for our current and future riders.

Designed to improve traffic flow, reduce commuter costs and travel times, and increase ridership options, they also play a vital role in moving Cherriots from a bus service to a mobility integrator.

These well-placed, efficient transit centers help Cherriots deliver a seamless customer transportation experience by incorporating available mobility options, as the person moves through the Mid-Willamette Valley.

Keizer Transit Center was completed in 2013. The next transit center construction is in south Salem.

The South Salem Transit Center (SSTC) site selection process began in 2013. Based on site requirements and findings from the Existing and Future Conditions Report, a comprehensive list of possible sites was narrowed to eight. In December 2014, the Board selected the Walmart site as its preferred option for a transit center in south Salem.





**To:** Board of Directors  
**From:** Allan Pollock, General Manager  
**Date:** January 24, 2019  
**Subject:** 2019 Proposed Legislative Agenda

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**ISSUE**

Shall the Board adopt the 2019 Legislative Agenda?

**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.

Staff developed the proposed legislative agenda for the District in conjunction with CFM Strategic Communications, the District's legislative consultant. The proposed 2019 federal and state legislative agendas are included as Attachments A and B, respectively. The District's proposed agenda identifies legislative priorities and projects for annual appropriations and grant opportunities.

The proposed agenda was reviewed at the January 14, 2019 work session.

**FINANCIAL IMPACT**

None

**RECOMMENDATION**

Staff recommends that the Board adopt the 2019 Legislative Agenda.

**PROPOSED MOTION**

**I move that the Board adopt the 2019 Legislative Agenda.**

Attachments:

- 2019 Proposed Federal Legislative Agenda
- 2019 Proposed State Legislative Agenda







## 2019 FEDERAL LEGISLATIVE AGENDA

### GRANT REQUESTS

Because of the substantial reduction in federal funding for buses in MAP-21 and other factors, Salem Area Mass Transit District (SAMTD) is facing a significant bus replacement problem. In 2019, 37% of SAMTD's 64 bus fleet will be operating past useful life, increasing maintenance costs, roadside service calls and reducing overall service levels. However, SAMTD has worked diligently to secure funding for all but five (5) fixed route buses.

Buses are a transit system's most valuable physical asset because good customer service is dependent on the condition of the fleet. SAMTD is committed to providing a system that is both responsive and improves and promotes environmental sustainability.

#### PROJECT DESCRIPTION

#### REQUEST

##### **CNG Replacement Buses**

**\$2,100,000**

SAMTD is requesting funds to replace five (5) compressed natural gas buses that will exceed 15 years of age at time of replacement. FTA standard useful life is 12 years old or 500,000 miles, whichever comes first. This will complete the replacement of the District's compressed natural gas fleet.

The replacement buses will have newer technology and safety features; and will help SAMTD maintain reliable on-time service for our passengers, and connections with regional transportation partners. New buses would also reduce maintenance costs, increase on-time performance, and improve safety for our riders.

##### **Regional Transit Center Construction**

**\$7,600,000**

Transit Centers are designed to enhance smart growth and development from both a business and residential perspective. Cherriots has identified plans for the development of three new Transit Centers to improve neighborhood connectivity, improve access to employment and education, reduce commuter travel times and costs, and increase ridership options for current and future riders. The first transit center completed by Cherriots was the Keizer Transit Center in 2012.

The second Transit Center scheduled for construction is the South Salem Transit Center (SSTC). This facility will improve transit reliability to the regular transit rider, encourage use by new riders, and improve overall efficiency of the transit service.

SSTC will contribute to a more stable work force by providing an appealing, reliable, and efficient transportation system.

SSTC will link frequent corridor service to neighborhood circulators. The design of the Transit Center will typically include the following elements: a 6-8 bay bus transfer center, sheltered passenger waiting area, bicycle parking facilities, energy efficiency features, and opportunities for connections with regional service. Depending on the location, an appropriately sized park and ride could be part of the project as well.

The third transit center has been identified for the east side of the Salem-Keizer area and is to be developed at a future time.

<b>Activity</b>	<b>Federal Share</b>	<b>Local Share</b>	<b>Total Project Cost</b>
Site Selection/Preliminary Design	\$160,000	\$40,000	\$200,000
NEPA	\$120,000	\$30,000	\$150,000
Property Acquisition	\$1,840,000	\$460,000	\$2,300,000
Design and Engineering	\$480,000	\$120,000	\$600,000
Permits	\$168,000	\$42,000	\$210,000
Construction	\$4,800,000	\$1,200,000	\$6,000,000
<b>Total Project</b>	<b>\$7,568,000</b>	<b>\$1,892,000</b>	<b>\$9,460,000</b>

**Intelligent Transportation System (ITS) Project**

**\$ 500,000**

Intelligent Transportation Systems (ITS) improves transit planning and the customer experience by providing technological solutions to improve the customer experience and service efficiency. One element of ITS technology that provides significant assistance with service reliability is traffic signal green light extension. This system works in conjunction with other ITS components to allow the bus to extend the length of a green light with the onboard systems determine that the bus is running behind schedule. This assistance helps with providing excellent on time performance for the customer, and helps the district avoid having to add more buses to routes to stay on time. The investment in green light extension can lead to increase ridership due to reliability and operational cost savings from avoiding unneeded allocation of resources to maintain schedules.

## POLICY ISSUES

### **Support Funding for the Bus and Bus Facility (BBF) Program**

**Infrastructure Package:** SAMTD supports a \$2.85 billion funding increase in the BBF program. This funding request would simply fill the gap in funds diverted from the program between 2013-2020. This funding would create approximately 102,000 jobs and procure more than 14,000 domestically manufactured buses.

**FY2020 THUD Appropriations Bill:** SAMTD is grateful to the House and Senate Appropriations Committee for investing in bus transit programs in the FY18 and FY19 THUD Appropriations bills. We strongly support \$550 million in additional investments for the Bus and Bus Facility Program in the FY20 THUD Appropriations bill.

Funding cuts continue to steadily erode the state of good repair of the nation's bus fleet and supporting facilities. Between 2009 and 2016, the number of transit buses operating past useful life (12-years) increased nearly 40% and the number of buses operating more than 15 years increased a staggering 92%. At the same time, total bus fleets contracted by 15% highlighting the impact of budget cuts on transit systems across the country.

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

The Alternative Fuels Tax Credit provides a tax credit for a portion of costs associated with alternative fuel use by transit systems. The District supports an extension of the credit through 2019 or a permanent extension of the provision as the annual impact of this legislation on operations is approximately \$170,000.



#### CONTACT:

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

Joel Rubin, CFM Strategic Communications,  
202.347.9171; [joelr@cfmdc.com](mailto:joelr@cfmdc.com)



**2019 STATE LEGISLATIVE AGENDA**

Salem Area Mass Transit District (aka Cherriots) has established as its top 2019 legislative priority the continued appropriate implementation of the 2017 transportation package and protecting against devastating reductions to transit services for seniors and people with disabilities.

**Cherriots adopts the following legislative agenda:**

<b>Priority</b>	<b>Item</b>
1	<b>HB 2017 Implementation and Monitoring.</b> <i>Work with OTA, ODOT, transit advocates and others to identify issues with HB 2017 (2017) implementation and address them to Cherriots satisfaction. Protect against efforts to reduce transit funding resulting from the new statewide transit payroll tax.</i>
1	<b>Senior/Disabled Funding.</b> <i>Protect against reductions in senior and disabled transit funding.</i>
1	<b>Transit Governance.</b> <i>Monitor any discussions around SB 10 (2017) implementation. Efforts will include working with the Governor's office, Senators Courtney and Winters.</i>
1	<b>Clean Fuels Exchange.</b> <i>Look into opportunities to convert existing business energy tax credits into Clean Fuels credits and sell on marketplace.</i>
2	<b>Electric Vehicles.</b> <i>Monitor opportunities to increase investments in electric vehicle transit infrastructure throughout the state.</i>
2	<b>Cap and Invest.</b> <i>Monitor discussions around legislation that create a carbon-trading program to be regulated by DEQ and other state agencies.</i>
3	<b>Transit Safety.</b> <i>Monitor legislation and potentially advocate on efforts to enhance safety for drivers and riders.</i>
3	<b>TNC Legislation - Uber/Lyft.</b> <i>Monitor legislation and potentially advocate.</i>
3	<b>VW Settlement.</b> <i>Monitor implementation and potentially advocate.</i>

In addition, Cherriots supports the Oregon Transit Association (OTA) legislative priorities for the 2019 legislative session. 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 Cherriots  
 503.588.2424 [allan.pollock@cherriots.org](mailto:allan.pollock@cherriots.org)

Dale Penn II, CFM Strategic Communications  
 503.510.2200 [dalep@cfmpdx.com](mailto:dalep@cfmpdx.com)



**To:** Board of Directors  
**From:** Allan Pollock, General Manager  
**Date:** January 24, 2019  
**Subject:** Board Member Committee Report

**ISSUE**

Shall the Board report on their committee participation and meetings attended?

**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. After these meetings, public hearings, or other activities attended by individual members on behalf of SAMTD, time will be scheduled for an oral report/update. The following activities have designated board member representation:

<u><b>Board/Committee</b></u>	<u><b>Director(s)</b></u>
Special Transportation Fund Advisory Committee (STFAC)	P: Director Jerry Thompson A: Director Colleen Busch
Mid-Willamette Area Commission on Transportation (MWACT)	P: Director Marcia Kelley A: Director Kathy Lincoln
Mid-Willamette Valley Council of Governments (MWVCOG)	P: President Robert Krebs A: Director Jerry Thompson
Salem-Keizer Area Transportation Study Policy Committee (SKATS)	P: Director Kathy Lincoln A: Director Colleen Busch
Oregon Metropolitan Planning Organization Consortium (OMPOC)	P: Director Kathy Lincoln A: Director Colleen Busch

**FINANCIAL IMPACT**

None

**RECOMMENDATION**

Receive and File

**PROPOSED MOTION**

None