



Salem Area Mass Transit District  
Board of Directors

~ WORK SESSION ~

Monday, March 6, 2017  
5:30 PM

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

AGENDA

- 1. **CALL TO ORDER** (President Bob Krebs)
- 2. **DISCUSSION**
  - a. Update on Willamette Valley Community Health (WVCH) Coordinated Care Organization (CCO)
  - b. Continued Discussion on Strategic Planning
- 3. **GENERAL MANAGER COMMENTS**
  - a. Draft Agenda for the March 23, 2017 Regular Meeting ..... 1
  - b. Upcoming Board Agenda Items ..... 3
  - c. Calendar Review ..... 4

**Mission**

*Connecting people with places  
through safe, friendly, and reliable public transportation services*

**Values**

*Safety – Service Excellence – Communication – Innovation – Accountability*

**SPECIAL ACCOMODATIONS** Those individuals needing special accommodations such as sign or other language interpreters to participate in the Board meeting must request such services at least 48 hours prior to the meeting. Please direct your request to the Board Secretary at 503-588-2424. Hearing impaired please call Oregon Telecommunications Relay Service, 711.

**NECESIDADES ESPECIALES** Aquellos individuos que necesiten servicios especiales como Interpretes para el lenguaje de señales u otros, para participar en la reunión de la Junta, deben solicitar dichos servicios al menos 48 horas antes de la reunión. Por favor dirigir su solicitud al Secretario de la Junta al 503-588-2424. Las personas sordas por favor llamar al Servicio de Telecomunicaciones de Oregon, 711.

Salem-Keizer Transit ~ 555 Court St NE, Suite 5230 ~ Salem, OR 97301 Phone (503) 588-2424 ~ [www.cherriots.org](http://www.cherriots.org)



Salem Area Mass Transit District  
BOARD OF DIRECTORS

Thursday, March 23, 2017  
6:30 PM Regular Meeting

Courthouse Square-Senator Hearing Room  
555 Court Street NE, Salem, Oregon 97301

**AGENDA**

**REGULAR BOARD MEETING**

**A. CALL TO ORDER & NOTE OF ATTENDANCE**

**B. PLEDGE OF ALLEGIANCE** – Secretary John Hammill

**C. ANNOUNCEMENTS & CHANGES TO AGENDA**

**D. PRESENTATION**

1. APTA AdWheel Award Presentation by Patricia Feeny, Director of Communication and Melinda Hawes, Receptionist
2. Garten Community Job Site Award Presentation

**E. PUBLIC COMMENT** - Each person's comments are limited to three (3) minutes.

**F. CONSENT CALENDAR**

**1. Approval of Minutes [Action]**

- a. January 26, 2017 Board of Directors Meeting and Executive Session
- b. February 23, 2017 Board of Directors Meeting

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

**H. ACTION ITEMS**

1. Authorize General Manager to Execute a Contract with McNeilus Truck and Manufacturing to Purchase 84 CNG Tanks and Tank Valves for \$242,540
2. Resolution No. 2017-02 Signature Authorization for Bank and Investment Accounts

**I. INFORMATION ITEMS**

**J. REPORTS**

1. Attitude and Awareness Survey
2. Board Subcommittee Reports [*Receive and File*]
  - a. February 4, 2017 Board Strategic Planning Retreat .....
  - b. February 6, 2017 Work Session .....
  - c. February 7, 2017 Special Transportation Fund Advisory Committee and STFAC Technical Advisory Committee Meetings .....

**K. BOARD & MANAGEMENT ISSUES**

1. General Manager
2. Board President
3. Board of Directors

**L. ADJOURNMENT**

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**Next Regular Board Meeting Date: Thursday, April 27, 2017**

Regular Board meetings are televised and can be viewed on CCTV's website: [www.cctvsalem.org](http://www.cctvsalem.org).  
Go to [www.cherriots.org/board](http://www.cherriots.org/board) for an electronic copy of the Board's agenda packet.

Cherriots Administration Office ~ 555 Court Street NE, Suite 5230 ~ Salem, OR 97301  
Phone (503) 588-2424 ~ Board of Directors Email Address: [Board@cherriots.org](mailto:Board@cherriots.org)

## Upcoming Board Meeting and Work Session Agenda Items

March 6, 2017

MONTH	WORK SESSION	BOARD OF DIRECTORS MEETING
<b>2017</b> March	Strategic Planning WVCH CCO Update	APTA AdWheel Award Presentation Garten Community Job Site Award Award CNG Tanks Contract Report on Attitude & Awareness Survey
April	May Service Change Update Fare Analysis 2X Service Update Advertising RFP Transportation Services Contract Strategic Planning	Approval of Transportation Services Contract Approval of Advertising RFP
May	Review Draft FY18 Board Meeting Schedule Strategic Planning	Finance, Rideshare, Performance Report – 3 <sup>rd</sup> Qtr Approval of Local Election Results (May/June) Vehicle Procurement
June	Strategic Planning	Budget Hearing/Res#2017-XX Adopt FY18 Budget <u>Consent:</u> Adopt FY2018 BOD Meeting Schedule Approval of FY2018 United Way Donation
July		Oath of Office for Newly Elected Board (2017) Election of Officers/Oath of Office (2017) Accept Annual Preliminary Year-End Financial Report
August	Board Committee Assignments (2017) <b>Placeholder:</b> Ethics Training	Accept Annual Security Report Rideshare, Performance Report - 4 <sup>th</sup> Qtr Appoint Board Committee Assignments (2017)
September		Fiscal Year End Performance Report Approval of Annual SDIS Board Check List Executive Session (GM CPE) – (2017)
October	Proposed FY2018 Budget Calendar	Approval of FY2018 Budget Calendar
November	Strategic Plan Discussion Appointments to STFAC Appointments to Budget Committee	<b>NO REGULAR BOARD MEETING</b> HOLIDAY: Thanksgiving Day
December	<b>NO WORK SESSION</b>	Appointments to the STFAC Appointments to the Budget Committee Finance, Rideshare, Performance Report – 1st Qtr
<b>2018</b> January	Review Draft 2018 Legislative Agenda	Adoption of 2018 Legislative Agenda
February		Finance, Rideshare, Performance Report – 2nd Qtr
<b>TO BE DETERMINED -</b>		
<ul style="list-style-type: none"> <li>Fare Analysis</li> <li>Contract for Project Manager</li> <li>Stops &amp; Shelters Construction/Design Contract</li> </ul>		<ul style="list-style-type: none"> <li>Title VI Update</li> <li>Connector Pilot Project Decision</li> </ul>

UPDATED: March 2, 2017

**TO:** SAMTD BOARD OF DIRECTORS  
**FROM:** ALLAN POLLOCK, GENERAL MANAGER  
**SUBJECT:** CALENDAR OF SCHEDULED MEETINGS

Meetings are held in the Senator Hearing Room at Courthouse Square, 555 Court St NE, unless otherwise noted

**• MARCH 2017**

7	Tue	3:00-4:30p	STF Advisory Committee
6	Mon	5:30 PM	SAMTD Board Work Session
12-14	.....		<ul style="list-style-type: none"> <li>Marion County Commissioners Board Room 5231, 555 Court St NE</li> </ul> APTA Legislative Conference – Washington D.C.
16	.....		<b>Due Date:</b> District Candidates to File with County Elections Official ORS 255.235) ... Verified Signatures or \$10 filing fee
20	.....		<b>Due Date:</b> Filing Candidate Statements with the County Election Officials for Inclusion in County Voters' Pamphlet
23	Thu	6:30 PM	SAMTD Board of Directors Meeting

**• APRIL 2017**

4	Tue	3:00-4:30p	STF Advisory Committee
10	Mon	5:30 PM	SAMTD Board Work Session
11	Tue	All Day	Oregon Transit Association "Transit Day" at the Capitol
15	Sat	5:00 PM	<b>DUE DATE:</b> Statement of Economic Impact (SEI)
27	Thu	6:30 PM	SAMTD Board of Directors Meeting

**• MAY 2017**

2	Tue	3:00-4:30p	STF Advisory Committee
4	Thu	6:00 PM	SAMTD Budget Committee Orientation
8	Mon	5:30 PM	SAMTD Board Work Session
11	Thu	6:00 PM	SAMTD Budget Committee Meeting
5-9	.....		<ul style="list-style-type: none"> <li>FY2018 Budget Message; Election of Chair and Secretary</li> </ul> <b>APTA International Bus Rodeo</b>
7-10	.....		<b>APTA Bus &amp; Paratransit Conference, Reno NV</b>
<b>16</b>	.....		<b>Local District Election</b> (for SAMTD Board of Director Positions in Subdistricts 2-4-6)
<b>18</b>	<b>Thu</b>		<b>Iris Festival Luncheon</b>
<b>20</b>	<b>Sat</b>		<b>Iris Festival Parade</b>
18	Thu	6:00 PM	SAMTD Budget Committee Meeting
25	Thu	6:30 PM	SAMTD Board of Directors Meeting
29	Mon	CLOSED	<b>HOLIDAY MEMORIAL DAY</b> Cherriots Administration Offices-Customer Service <b>Closed; NO</b> Bus Service

**• JUNE 2017**

A calendar for upcoming Board meetings, a copy of the adopted Budget, and minutes of past Board meetings can be found on Salem-Keizer Transit's website at: [www.cherriots.org/board](http://www.cherriots.org/board) or at the District's Administration Office at 555 Court Street NE, Suite 5230, Salem, Oregon 97301. For a televised recording of past Board meetings, go to [www.cctvsalem.org](http://www.cctvsalem.org).

## 2017 Strategic Planning Update

### Strategic Priorities

#### Current

- Provide an exceptional transportation experience
- Be an employer of choice
- Partner with the community
- Ensure organizational viability
- Improve and promote environmental sustainability
- Improve connectivity

#### New

- Provide an exceptional transportation experience
- Team Cherriots (culture of excellence)
- Improve community support
- Ensure organizational viability

#### **Strategic Pillar:** Provide an exceptional transportation experience

**Narrative:** Ensure that the customer has an exceptional experience when using Cherriots services from start to finish. The foundation of an exceptional experience is to receive a safe, reliable and enjoyable trip.

#### **Goal & Objectives**

- Improve Reliability
  1. Establish OTP standards
  2. Measure baseline OTP
  3. Create action plan to achieve OTP standards
- Complete BSIP
- Maintain safe and clean buses, stops, and facilities
- Implement on-line ADA trip reservations

**Strategic Pillar:** Team Cherriots (culture of Excellence)

**Narrative:** In order for customers to receive an exceptional experience we must ensure that all members of the Cherriots teams conducts themselves from a service excellence mindset. That all actions support a positive customer experience whether that customer is a transit rider, community member, or fellow employee.

**Goal & Objectives**

- Team Cherriots Philosophy
- Professional development
- Maintain employee programs

**Strategic Pillar:** Improve Community Support

**Narrative:** One of the components of a thriving community is a strong public transportation service. The District maintains strong partnerships with the community to ensure the Salem-Keizer community is accessible to all.

**Goal & Objectives**

- Establish community performance goals
  1. Survey community
  2. Establish community performance goals
  3. Measure baseline performance
  4. Create action plan to achieve community performance goals
- Educate the community on the importance of transit
  1. Finalize community communications plan
  2. Tell our story
- Build strong community partnerships
  1. Identify top 5 partners to develop
  2. Create action plan to



**Strategic Pillar:** Ensure organizational viability

Narrative: We will ensure our services continue to match community needs. We will continue to develop appropriate resources and funding to sustain operations. We will maintain a balanced budget and responsible stewards of public funds. We will continuously work to assure that our operations are as cost-efficient as possible.

**Goal & Objectives**

- Data driven decision making
  1. Establish organizational and community KPI's
  2. Establish community and organizational reporting process
- Implement CAD/AVL technology to improve the transportation experience
  1. Procure CAD/AVL
- Review fiscal policies







February 2017

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## Monthly Talking Points for Cherriots Board of Directors

### **January Service Changes Survey**

In early February, Planning surveyed customer service representatives and transit operators to see what impact the January changes had on their jobs and the riders' experience. The results were overwhelmingly positive.

**Customer Service Results:** 100 percent liked the changes overall • 100 percent believe it helped the riders • 75 percent believe they are better set up for success. **Transit Operator Results:** 100 percent liked the changes overall • 90 percent believe it helped the riders (10 percent unsure) • 80 percent believe they are better set up for success (20 percent feel neutral).

### **Welcome New Planner**

Cherriots hired Jeremy Jorstad for the Planner I position in the Division of Transportation Development. Jeremy has been a Transit Operator in the District for more than 13 years. For the past 18 months, he has been part of the planning and review team working to improve service changes. His first day in his new role is March 6.

### **Bigger, Bolder Bay Signs**

Cherriots will be introducing bigger and better bay signage. The design is not finalized, but the current plan is to create signs that have larger route numbers and route names. This request has come from both transit operators and riders during the past year.

### **Addressing Empty, Near Empty Buses**

At times the buses are empty, especially at the beginning and end of a route. But if you follow a trip from beginning to end, people will be boarding throughout the route. Think of it like a restaurant that has 20 tables: At the beginning and end of the dinner service, not all the tables are full. During the dinner course period, however, all the tables get full, some multiple times.

# NEWS RELEASE

For Immediate Release  
March 6, 2017

Contact: Mantill Williams  
(202) 496-4869  
[mwilliams@apta.com](mailto:mwilliams@apta.com)

## **Nearly 90% of Public Transit Trips Impact Economy Through Work Commute and Consumer Spending**

Public transit riders are part of the engine that powers America's economy, according to a new demographic study released by the American Public Transportation Association (APTA). The study *Who Rides Public Transportation* reveals that 87% of public transit trips directly impact the economy, either connecting people to employers needing workers and to retail and entertainment venues. The study, authored by the CJI Research Corporation, is the most extensive demographic report of public transit riders ever, with nearly 700,000 passenger surveys.

"The data is clear: Public transit riders' impact on the economy has grown tremendously over the last 10 years," said APTA Acting President and CEO Richard White. "In addition to the work commute, Americans are taking transit to shop, dine, and attend entertainment venues more than ever before. As the new Congress and Administration look to boost the economy, investing in America's public transportation infrastructure should be a key element of that plan."

One example of this economic impact, according to the data, is that the share of riders using public transit for shopping more than doubled from 2007 (8.5%) to 2017 (21%). APTA officials note that there is a long term trend of public transit riders having a greater impact on the economy while helping to sustain growth in local communities.

In fact, since 1995, public transit ridership has increased by 37% – a growth rate higher than the 20% increase in the U.S. population and higher than the 23% growth in the use of the nation's highways over the same period, according to APTA ridership data.

"These public transit trips impact communities of all sizes and a very diverse group of Americans ride public transit every day," said White. "The facts speak for themselves. Investing in public transit is the obvious choice to help grow the economy."

### The Facts

Sixty-three percent of public transit riders use it at least five days a week, and 13% use it six or seven days a week. This is further evidence that commuting is the primary trip purpose for many users, but many also use public transit for shopping, dining and other activities that grow the economy.

Other important demographics highlighted in the study include:

- Most public transit riders are people in the most economically active years of their lives, from 20 to 64 years of age, according to the study. This accounts for 89% of transit passengers.
- Of all riders, 71% are employed, while 7% are students. Thus, more than three-fourths of transit riders (78%) are either currently employed or preparing for employment.
- Most transit user households (77%) include one or more working persons.
- More than 51% of public transit riders hold a bachelor's degree or higher level of education.
- In fact, 21% of U.S. households that make at least \$100,000 per year ride public transportation.
- Public transit is a lifeline to many Americans. Thirteen percent of U.S. households have incomes of less than \$15,000, but among transit-using households, the comparable figure is 21%.
- The majority of public transit users are women (55%). This is true for both bus and rail users.
- Public transit users are multi-modal. Sixty-five percent have a driver's license.
- Twenty-one percent use public transit for shopping and 17% for recreational spending in the local economy.
- For smaller communities under 200,000, more public transit riders (27%) use it for travel to school than in larger communities over 1 million (6%).

The *Who Rides Public Transportation* study is based on a total of 695,748 respondent questionnaires. The surveys included were conducted during eight years from 2008 through 2015. The public transit systems participating in the research carried 80% of the transit trips made in the U.S. during the study period. To read the study in its entirety go to [www.apta.com/WhoRides](http://www.apta.com/WhoRides).

# # #

*The American Public Transportation Association (APTA) is a nonprofit international association of more than 1,500 public and private sector organizations, engaged in the areas of bus, paratransit, light rail, commuter rail, subways, waterborne services, and intercity and high-speed passenger rail. This includes: transit systems; planning, design, construction, and finance firms; product and service providers; academic institutions; transit associations and state departments of transportation. APTA is the only association in North America that represents all modes of public transportation. APTA members serve the public interest by providing safe, efficient and economical transit services and products.*