



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

**December 14, 2017**

**Index of Board Actions**

**Action** **Page**

Moved to approve the Consent Calendar with the exception of the October 26, 2017 Board meeting minutes: ..... 3

- 1. Approval of Minutes
  - a. November 13, 2017 Special Meeting and Work Session
  - ~~b. October 26, 2017 Board of Directors Meeting DEFERRED~~
  - c. October 21, 2017 Board Planning Retreat
  - d. October 16, 2017 Board Work Session
- 2. Routine Business
  - a. Appointments to the STF Advisory Committee
  - b. Citizen Member Appointments to the Budget Committee

Moved to approve the minutes for the October 26, 2017 Board of Directors meeting as corrected. .... 3

Authorize the General Manager to negotiate and enter into an agreement with CFM Strategic Communications, Inc. for state and federal legislative advocacy services for a period of five years at a not to exceed amount of \$701,400. .... 4

<b>Year</b>	<b>State</b>	<b>Federal</b>	<b>Total</b>
2018	\$ 73,080	\$ 67,200	\$ 140,280
2019	\$ 73,080	\$ 67,200	\$ 140,280
2020	\$ 73,080	\$ 67,200	\$ 140,280
2021(Option Year)	\$ 73,080	\$ 67,200	\$ 140,280
2022 (Option Year)	\$ 73,080	\$ 67,200	\$ 140,280
<b>Total</b>	<b>\$ 365,400</b>	<b>\$ 336,000</b>	<b>\$ 701,400</b>

Adopt Resolution No 2017-13 thereby amending Resolution No. 13-12 to update language and definitions in the Bylaws of the Citizens Advisory Committee. .... 5

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 14, 2017  
 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, Marcia Kelley, Jerry Thompson, Kathy Lincoln, and Steve Evans
<b>Staff</b>	Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Paula Dixon, Director of Administration; Steve Dickey, Director of Transportation Development; Patricia Feeny, Director of Communication; SueAnn Coffin, Contracted Services Manager; Roxanne Beltz, Trip Choice Program Coordinator; Kiki Dohman, Trip Choice Program Specialist; Chris French, Senior Planner; Matt Berggren, Transit Planner II, Jeremy Jorstad, Transit Planner I; Jeremy Jorstad, Transit Planner I; Linda Galeazzi, Executive Assistant
<b>Guests</b>	Dale Penn II, Senior Public Affairs Associate and Michael Skipper, Federal Affairs Associate, CFM Strategic Communications; and citizens David Beem and Randy Morgan

- 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 Director Jerry Thompson
- C. ANNOUNCEMENTS AND CHANGES TO THE AGENDA** - None
- D. PRESENTATION**  
 Roxanne Beltz, Trip Choice Program Coordinator recognized Kiki Dohman with the 2017 Association for Commuter Transportation *40 Under 40* Award. Ms. Dohman, the Trip Choice Program Specialist for Cherriots, serves on the ACT Cascade Chapter’s Board of Director as Secretary. Ms. Dohman, who has a passion for public policy and mentorship, will join 18 other applicants who were accepted to ACTs professional development program.
- E. PUBLIC COMMENT 6:40 PM**  
**David Beem** – Address on File



Mr. Beem thanked the Board for the work they've done to help people with disabilities. He is looking forward to Saturday and Sunday service.

**F. CONSENT CALENDAR**

**6:41 PM**

**Motion:** Moved to approve the Consent Calendar with the exception of the October 26, 2017 Board meeting minutes:

- 3. Approval of Minutes**
  - a. November 13, 2017 Special Meeting and Work Session**
  - b. ~~October 26, 2017 Board of Directors Meeting DEFERRED~~**
  - c. October 21, 2017 Board Planning Retreat**
  - d. October 16, 2017 Board Work Session**
- 4. Routine Business**
  - a. Appointments to the STF Advisory Committee**
  - b. Citizen Member Appointments to the Budget Committee**

**Motion by:** Director Steve Evans  
**Second:** Director Jerry Thompson  
**Discussion:** Director Lincoln deferred the minutes of the October 26, 2017 Board of Directors Meeting from the Consent Calendar.  
**Vote:** Motion passed unanimously (7)

**G. DEFERRED FROM THE CONSENT CALENDAR**

Director Lincoln noted a correction to the October 26, 2017 minutes on page 17 of the agenda packet under *H.2 Letter to the OTC regarding the 2021-2024 STIP* in the first paragraph where it should state "... President Krebs attended the October meeting of the Oregon Transportation Commission ...." Director Lincoln did not attend this meeting.

**Motion:** Moved to approve the corrected minutes for the October 26, 2017 Board of Directors meeting as discussed.

**Motion by:** Director Kathy Lincoln  
**Second:** Director Colleen Busch  
**Vote:** Motion passed unanimously (7)

**H. ACTION ITEMS**

**1. Award Contract for Legislative Advocacy Services**

**Staff report:** Pages 61-62 in the agenda

**Presenters:** Allan Pollock, General Manager  
Dale Penn II and Michael Skipper, SAMTD Legislative Advocates

Mr. Pollock introduced the District's legislative advocates, Dale Penn II and Michael Skipper. Mr. Pollock reported that the current contract with CFM Strategic Communications for state and federal legislative advocacy services expires on December



31, 2017. The District issued a Request for Proposal #2018-06 on October 19, 2017. Sixteen interested parties accessed the proposal. One proposal was received and was deemed to be a qualified and responsive bidder. The proposal was reviewed by an evaluation committee and was accepted. The proposed agreement is for a three year term; subject to two additional one-year options to renew, if it is determined in the best interest of the District, for a maximum term of five (5) years.

Year	State	Federal	Total
2018	\$ 73,080	\$ 67,200	\$ 140,280
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<b>Total</b>	<b>\$ 365,400</b>	<b>\$ 336,000</b>	<b>\$ 701,400</b>

**Motion:** Authorize the General Manager to negotiate and enter into an agreement with CFM Strategic Communications, Inc. for state and federal legislative advocacy services for a period of five years at a not to exceed amount of \$701,400.

**Motion by:** Director Marcia Kelley

**Second:** Director Jerry Thompson

**Vote:** Motion passed unanimously (7)

**2. Resolution No. 2017-13 Amend Attachment A to the Bylaws titled 6:49 PM “Rules Governing Proceedings and Conduct of the Citizens Advisory Committee”**

**Staff report:** Pages 63-76 in the agenda

**Presenter:** David Trimble, Chief Operating Officer

Mr. Trimble briefed the Board on the proposed changes to the Citizens Advisory Committee (CAC) Bylaws that were discussed at the November 13, 2017 work session. The changes in the Bylaws under Membership will reflect the larger community and diverse representation to age, gender, race, disability, transit dependence, geography and availability and commitment to participation in CAC activities. Mr. Trimble pointed out several clerical errors for the word “Citizen Advisory Committee” in the Resolution. Staff will correct that to say “Citizens Advisory Committee” before the President signs the documents.

In response to Board member questions about recruitment and membership, Mr. Trimble advised that the Citizens Advisory Committee is different from the Special



Transportation Fund Advisory Committee and from the HB2017 Transit Advisory Committee. The Board will go over the process for recruitment of potential CAC members at their January 8, 2018 work session.

Director Kelley voiced her concern about having meetings during a business day when they begin to recruit for members. People with full time day jobs cannot take time off to attend a meeting. Not everyone has that flexibility. She asked that staff consider this when they decide when these meetings will be scheduled.

**Motion:** **Adopt Resolution No 2017-13 thereby amending Resolution No. 13-12 to update language and definitions in the Bylaws of the Citizens Advisory Committee.**  
**Motion by:** **Director Kathy Lincoln**  
**Second:** **Director Steve Evans**  
**Vote:** **Motion passed unanimously (7)**

## I. INFORMATION ITEMS

### **January 2018 Service Change Briefing**

**6:55 PM**

**Staff report:** Pages 77-80 of the agenda

**Presenter:** Matt Berggren, Transit Planner II

Mr. Berggren reported on service changes to Cherriots services beginning January 2, 2018. Cherriots will no longer run the Route 2X to Grand Ronde. The Confederated Tribes of Grand Ronde contracted the operation of the service to Tillamook County Transportation District who recently released their fare and route schedules [Herein given as Attachment A and made a part of these Minutes.] Cherriots will also not continue the on-demand West Salem Connector pilot project. West Salem will, instead, be served by regular bus service. The name of the Glen Creek Transit Center was also changed to West Salem Transit Center, and there were minor adjustments made to the schedules for Routes #11, #17, and 19. The communication team is updating all of their print and digital materials to ensure that riders are informed of these changes.

### **Performance - First Quarter**

**7:07 PM**

**Staff report:** Pages 81-94 of the agenda

**Presenter:** Jeremy Jorstad, Transit Planner I

Mr. Jorstad briefed the Board on performance measures for Cherriots services from July to September 2017. The performance measures are derived from adjusted Trapeze schedules, vehicle fareboxes, passenger counting systems and reservation software. The full report is on pages 83-94 of the agenda.



Director Evans asked if the District tracked where the state employer bus passes were used; and when that program stopped, did ridership go down in those areas. Mr. Jorstad advised that this information was tracked under Table 9 on page 92 of the agenda.

**Finance – First Quarter**

**7:17 PM**

**Staff report:** Pages 95-114 of the agenda

**Presenter:** Paula Dixon, Director of Administration

Ms. Dixon reported that the General Fund is over budget in most appropriation levels. A portion of the excess in the first quarter under Transportation Development is due to a payment of an invoice in the amount of \$34,562 for a project that was budgeted in last year’s budget. Yearly expenses, to include membership dues and insurance, were paid for in the first quarter. Operation costs for the Connector service in West Salem used 37% of its budget in the first quarter. The Transportation Program Fund was in line with the first quarter budget and the Capital Project Fund, at two percent, is still in the procurement stage. Project expenses will increase as the year progresses.

**Trip Choice – First Quarter**

**7:20 PM**

**Staff report:** Pages 115-120 of the agenda

**Presenter:** Roxanne Beltz, Trip Choice Coordinator

Ms. Beltz reported on the first quarter of the FY2018 Drive Less Connect program and on projects completed to include the 2017 Drive Less Challenge and Open Streets Salem. Ms. Beltz said she is participating on a steering committee to help with the establishment of a community shuttle system in Monmouth and Independence. Representative Paul Evans agreed to be the champion of this project and work with the committee to further the idea.

**BOARD AND MANAGEMENT REPORTS**

**J.1 General Manager**

**7:35 PM**

Mr. Pollock reported that ODOTs Statewide Transportation Improvement Fund Rules Advisory Committee is making slow and steady progress. The committee was apprised of ongoing discussion about how the payroll tax will be allocated, and how distributions will be administered. Mr. Pollock said from January 2018 forward, the Statewide Transportation Improvement Fund program will be a major topic on the Board’s agenda.

Mr. Pollock also reported on the City of Salem’s Transit Committee meeting where they considered an employer bus pass program, land use, and the update of an intergovernmental agreement.



Mr. Pollock announced the hiring of Al McCoy for the Director of Finance position to begin in February. Mr. McCoy was a former employee of Pierce Transit in Everett, Washington and currently lives in Memphis, Tennessee.

**J.2 Board of Directors**

**7:36 PM**

Board members are appointed to local and regional committees (some of which are listed on pages 121-122 of the agenda); and may present testimony at public hearings on specific issues on behalf of the District as the need arises.

Board members gave an account, both verbally and in writing, of their transit-related service activities for the month of December.

**L. Meeting Adjourned**

**7:55 PM**

Respectfully submitted,

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Robert Krebs, President

**ATTACHMENT A**

**70X Grand Ronde Express Fare Policy**

	Salem Downtown Transit Center	Edgewater & Rosemont	Rickreall Fairgrounds Park and Ride	Spirit Mountain	Grand Ronde Community Center
Salem Downtown Transit Center		\$1.50	\$1.50	\$3.00	\$3.00
Edgewater & Rosemont	\$1.50		\$1.50	\$3.00	\$3.00
Rickreall Fairgrounds Park and Ride	\$1.50	\$1.50		\$3.00	\$3.00
Spirit Mountain	\$3.00	\$3.00	\$3.00		\$3.00
Grand Ronde Community Center	\$3.00	\$3.00	\$3.00	\$1.50	

**60X Coastal Connector Fare Policy**

	Lincoln City	Otis	Rose Lodge	Grand Ronde Community Center	Spirit Mountain	Rickreall Fairgrounds Park and Ride	Salem
Lincoln City		\$1.50	\$1.50	\$3.00	\$3.00	\$6.00	\$6.00
Otis	\$1.50		\$1.50	\$3.00	\$3.00	\$6.00	\$6.00
Rose Lodge	\$1.50	\$1.50		\$3.00	\$3.00	\$6.00	\$6.00
Grand Ronde Community Center	\$3.00	\$3.00	\$1.50		\$1.50	\$3.00	\$3.00
Spirit Mountain	\$3.00	\$3.00	\$1.50	\$1.50		\$3.00	\$3.00
Rickreall Fairgrounds Park and Ride	\$6.00	\$6.00	\$6.00	\$3.00	\$3.00		\$1.50
Salem	\$6.00	\$6.00	\$6.00	\$3.00	\$3.00	\$1.50	

Cherriots will no longer operate Route 2X

The Confederated Tribes of Grand Ronde, who currently pays Cherriots to provide this service, will be replacing Route 2X with service operated Tillamook County Transportation District (TCTD). TCTD Route 60X and TCTD Route 70X will park in Bay E at the Downtown Transit Center.

For more information, go to the Cherriots website at <http://cherriots.org/en/changes>.