

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

Thursday, September 26 2024 at 5:30 PM

*This meeting is open to the public, please see page 2 for available formats.*

**AGENDA**

<b>I. CALL TO ORDER</b>	
<b>A. Note the Attendance for a Quorum</b>	
<b>B. Safety Moment</b>	
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<b>III. PRESENTATION(S)</b>	
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XI. **ADJOURNMENT**

**Next Board Work Session Date: Thursday, October 10, 2024**  
**Next Regular Board Meeting Date: Thursday, September 26, 2024**

**Available meeting formats:**

- In Person: Senator Hearing Room at Courthouse Square, 555 Court Street NE, Salem, Oregon 97301
- Zoom Gov.: Meeting ID: 161 115 6964 | Passcode: 680098  
Go to: <https://cherriots-org.zoomgov.com/j/1611156964?pwd=T0VPaXp3eVJpc0NJWWkxeXJSNnE5dz09>
- Comcast Channel 21
- Live Stream: <https://www.capitalcommunitymedia.org/all>
- One Tap Mobile: +16692545252,,1612017035#,,,,\*512136# US
- Landline Phone: +1 669 254 5252 US

***\*Public Comment:*** Designated time for community members to testify before the board on any items of Board business, being limited to three minutes. Public Comments are accepted in writing, by email, in person, or by ZoomGov (Written testimony will be submitted and entered in to the record if it is received by 5:00 P.M. on the day of the meeting).

Email: [Board@cherriots.org](mailto:Board@cherriots.org)

Mail: Attn: Cherriots Board, 555 Court St. NE, Suite 5230, Salem, OR 97301

***\*\*Consent Calendar:*** Items 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.

***\*\*\* Board of Director Report:*** Time for Board members to report on transit-related issues through committee and meeting participation, citizen communications, or special projects they are participating in as representatives of the District.

**Virtual Meetings:** The Board of Directors meeting is a public meeting; in a place that is ADA- accessible. Board meetings will also be available via ZoomGov. The meeting I.D. and passcode are below the agenda.

**Closed Captioning (CC):** ZoomGov's live streaming platform includes Closed Captioning (CC). It is a good tool for aiding viewer participation in the meeting. However, CC does not always translate accurately.

**Alternate Formats:** This is a public meeting in a place that is ADA accessible. With 48 hours of notice, auxiliary hearing aids and services, and alternate formats for individuals with limited English proficiency are available. Requests can be made to the Clerk of the Board by phone at 503-588-2424 or with the assistance of TTY: Oregon Relay Services at 1-800-735-2900 (or 711). Cherriots administration office hours are Monday-Friday from 8:00 AM to 5:00 PM.

**Electronic Copies** of the Board's meeting agenda packet are distributed by email 6-7 days prior to the meeting. The agenda packet is also included on the Cherriots website under Public Meetings and Notices at: <https://www.cherriots.org/meetings/>.

**Email Distribution List:** To add your email address to the Board's meeting distribution list, please send your email address to the Clerk of the Board at [publictestimony@cherriots.org](mailto:publictestimony@cherriots.org).

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**Reuniones Virtuales:** La reunión de la Junta Directiva es una reunión pública; en un lugar accesible según la ADA. Las reuniones de la junta también estarán disponibles a través de ZoomGov. La reunión I.D. y el código de acceso están debajo de la agenda.

**Subtítulos (CC):** la plataforma de transmisión en vivo de ZoomGov incluye subtítulos (CC). Es una buena herramienta para ayudar a los espectadores a participar en la reunión. Sin embargo, CC no siempre traduce con precisión.

**Formatos alternativos:** esta es una reunión pública en un lugar accesible según la ADA. Con 48 horas de anticipación, se encuentran disponibles audífonos y servicios auxiliares, y formatos alternativos para personas con dominio limitado del inglés. Las solicitudes se pueden hacer al Secretario de la Junta por teléfono al 503-588-2424 o con la ayuda de TTY: Oregon Relay Services al 1-800-735-2900 (o 711). El horario de atención de la administración de Cherriots es de lunes a viernes de 8:00 a. m. a 5:00 p. m.

**Las copias electrónicas** del paquete de la agenda de la reunión de la Junta se distribuyen por correo electrónico 6-7 días antes de la reunión. El paquete de agenda también se incluye en el sitio web de Cherriots en Reuniones públicas y avisos en: <https://www.cherriots.org/meetings/>.

**Lista de distribución de correo electrónico:** Para agregar su dirección de correo electrónico a la lista de distribución de reuniones de la Junta, envíe su dirección de correo electrónico al Secretario de la Junta a [publictestimony@cherriots.org](mailto:publictestimony@cherriots.org).



Salem Area Mass Transit District  
**Board of Directors Meeting**  
**August 22, 2024**

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Salem Area Mass Transit District  
**Board of Directors Meeting Minutes**

Senator Hearing Room: 555 Court St. NE, Salem, Oregon 97301

**August 22, 2024**

Full Video of Board Meeting can be accessed at: [https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71IiYD\\_YiUu7ABEx92](https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71IiYD_YiUu7ABEx92)

**Attendees:**

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

Staff: General Manager Allan Pollock, Deputy General Manager David Trimble, CIO Art Boulanger, CFO Denise LaRue, CHRO Jaél Rose, CCO Patricia Feeny, CPDO Shofi Ull Azum, COO Tom Dietz, Security and Emergency Management Manager Karen Garcia, Maintenance Manager Zach Leeth, Strategic Initiatives Administrator Bobbi Kidd, Commuter Options Coordinator Kiki Dohman, and Executive Assistants Kirra Pressey.

Guest: Salem-Keizer Safe Routes to School Program Coordinator Beth Schmidt, TransPro Consulting Principal James Rubin, Mid-Willamette Valley COG Regional Coordinator Mike Jaffe Legal Counsel Sara Sayles (Virtual)

**I. CALL TO ORDER**

**A. Attendance**

Vice President Davidson called the meeting to order at 5:30 p.m., noting that President Hinojos Pressey had requested him to chair the meeting. Attendance was noted with President Hinojos Pressey attending virtually and Director Ramiro Navarro Jr., Sara Duncan, and Bill Holmstrom absent.

**B. Safety Moment**

GM Pollock shared Back to School Safety Tips: Drivers should obey school zones and avoid distractions. Cyclists should wear helmets and follow traffic rules. Pedestrians should use sidewalks and walk in groups. Bus riders should arrive early and stay clear of the bus operator's blind spots.

**II. ANNOUNCEMENTS | CHANGES TO THE AGENDA - None**

**III. PRESENTATION(S)**

**A. TransDASH FY2024 Report**

Presenter: TransPro Consulting Principal James Rubin

Staff Report: Pg. 4-20

Principal at TransPro Consulting James Rubin presented a walkthrough of the Districts' TransDASH Dashboard and highlighted innovations related to environmental impact

and job access. He provided a status update on the TransDASH Summit, where the District placed first in three award categories, surpassing local operators like TriMet and LTD. Rubin noted that District offers workers access to 47,878 jobs within the service boundary, with low-income workers experiencing 40% better job accessibility than high-income workers. An enhanced environmental impact analysis will be completed and discussed with staff in August, along with comparisons to other TransDASH agencies.

**B. Safe Routes to School**

Presenter: Safe Routes to School Program Coordinator Beth Schmidt

Staff Report: Pg. 21-24

Safe Routes to School Program Coordinator Beth Schmidt presented on recent efforts in pedestrian safety education and community engagement. She noted the implementation of 19 walking buses across 11 schools, participation in International Walk & Roll to School Day at four schools, and Ruby Bridges Walk to School Day at eight schools.

Schmidt also highlighted the integration of pedestrian safety into the curriculum, with PE teachers using the safety kit. She emphasized the Mobile Classroom initiative, which teaches students about public transportation through bus tours, safety discussions, and hands-on practice with Cherriots Local Service.

**C. Get There Challenge**

Presenter: Commuter Options Coordinator Kiki Dohman

Staff Report: Pg. 25-31

Commuter Options Coordinator Kiki Dohman presented details about the 12th Annual Get There Challenge, now rebranded as the Get There Car Free Challenge. She explained that participants can either pledge to reduce drive-alone trips or log their trips, with 220 Oregonians already pledging to save 8,090 pounds of CO2. Once the challenge kicks off, participants will log their trips on the Dashboard. Dohman discussed the prize structure, promotional toolkits, and next steps for the challenge.

**IV. PUBLIC COMMENT - None**

**V. CONSENT CALENDAR**

Presenter: President Maria Hinojos Pressey

Staff Report: Pg. 20-29

At Director Lara Midkiff's request, Item B.1 was pulled from the consent calendar.

**A. Approval of Minutes**

- 1. July 25, 2024 Board of Directors Meeting  
August 8, 2024 Board of Directors Work Session

**B. Routine Business Items**

- ~~1. Fiscal Year 2024, Quarter 4 (FY24 Q4) Reportable Assault Data **Pulled**~~

Motion:	<b>Approve the Consent Calendar with the exception of Item B.1.</b>
Motion By:	<b>Director Sadie Carney</b>
Second:	<b>President Maria Hinojos Pressey</b>
Vote:	<b>Motion Passed Unanimously</b>

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

- A. Fiscal Year 2024, Quarter 4 (FY24 Q4) Reportable Assault Data

Presenter: Security and Emergency Management Manager Karen Garcia

Staff Report: Pg. 38-41

Security and Emergency Management Manager Karen Garcia reminded the Board that, as of April 2023, new NTD requirements mandate reporting both physical and non-physical assaults against transit operators and other transit workers. The memo provided to the Board includes data from the full fiscal year. Staff addressed all questions from the Board of Directors, and General Manager Pollock noted that the conversation could be continued and explored further at an upcoming work session.

Motion:	<b>Accept the Fiscal Year 2024, Quarter 4 Reportable Assault Data.</b>
Motion By:	<b>Director Joaquín Lara Midkiff</b>
Second:	<b>Director Sadie Carney</b>
Vote:	<b>Motion Passed Unanimously</b>

**VII. ACTION ITEMS**

- A. Award of Contract for Landscaping Services

Presenter: Maintenance Manager Zach Leeth and COO Tom Dietz

Staff Report: Pg. 42-43

Maintenance Manager Zach Leeth and COO Tom Dietz presented a memo to authorize the General Manager to enter into a contract with BrightView Landscaping, LLC. The District issued an Invitation to Bid, and BrightView Landscapes, LLC was selected based on the lowest bid. The contract covers landscaping services at District properties, including Del Webb Operations Headquarters and Keizer Transit Center. The first year of expenses is included in the FY 2024-2025 budget, with subsequent years accounted for in future budgets.

Motion:	<b>Authorize the General Manager to enter into a contract with BrightView Landscaping, LLC for an amount not to exceed \$115,000 over a five (5) year period.</b>
Motion By:	<b>Director Sadie Carney</b>
Second:	<b>Director Joaquín Lara Midkiff</b>
Vote:	<b>Motion Passed Unanimously</b>

**B. Complete the General Manager Performance Evaluation and Compensation Change Process**

Presenter: CHRO Jaél Rose

Staff Report: Pg. 44

CHRO Jaél Rose presented a memo regarding the Board's responsibility to complete the General Manager's performance evaluation and consider any changes to the compensation package, as per Board Policy 116. In June 2024, the General Manager submitted a self-evaluation, which was reviewed by the Board alongside individual evaluations. A composite performance evaluation was prepared and discussed during an executive session on August 15, 2024. Funds for a potential compensation adjustment have been allocated in the FY 2025 budget.

Board members discussed the time and importance placed on the General Manager's performance evaluation process, thanking the CHRO for support throughout. They expressed appreciation for the General Manager's leadership and his ability to build an excellent team to achieve District goals. GM Pollock expressed pride in his role and gratitude for the recognition, highlighting the teamwork that drives the organization's success. He also shared that he will be developing an action plan focusing on five key areas from his evaluation in the coming weeks.

Motion:	<b>Approve a 2% (two percent) increase in the District's deferred compensation contribution, a 4.25% (four point two five percent) merit increase, and a one-time vacation leave accrual of 40 (forty) hours for the General Manager.</b>
Motion By:	<b>President Maria Hinojos Pressey</b>
Second:	<b>Director Joaquín Lara Midkiff</b>
Vote:	<b>Motion Passed Unanimously</b>

**VIII. INFORMATIONAL REPORTS**

**A. FY24 Q4 Strategic Plan Report**

**B. Presenter: Strategic Initiatives Administrator Bobbi Kidd**

Staff Report: Pg. 45-51

Strategic Initiatives Administrator Bobbi Kidd provided a report on the progress of the Organizational Strategic Plan adopted by the Board in August 2022, focusing on FY24



Q4 progress. She reviewed accomplishments tied to the District's four Success Outcomes: Community Value, Customer Satisfaction, Culture of Ownership, and Financial Sustainability, while providing updates on the Organizational Tactics, noting ongoing work that will continue into FY25. Lastly she previewed upcoming efforts for FY25, including fall surveys and TransDASH reporting.

**IX. GENERAL MANAGER'S REPORT**

GM Pollock presented his report, inviting the Board to the upcoming Family Fun Day and Community Battery Electric Bus (BEB) events. He also provided an update on the District's VIP BEB event, extending special thanks to those who attended, as well as the teams who planned and worked the event.

**X. BOARD OF DIRECTORS REPORT**

Vice President Davidson and Directors provided reports on committees and activities in which they represent the District.

**XI. ADJOURN**

President Hinojos Pressey adjourned the meeting at 8:12 p.m.

**Respectfully Submitted**

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**Maria Hinojos Pressey, Board President**



**To:** Board of Directors  
**From:** Tom Dietz, Chief Operations Officer  
**Thru:** Allan Pollock, General Manager  
**Date:** August 20, 2024  
**Subject:** Community Advisory Committee (CAC) – Member Recommendation

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## ISSUE

Shall the Board approve the CAC recommendation to appoint Benjamin Slater to position six (6), Youth member, on the committee for an unexpired term beginning 10/1/2024 through 12/31/2025?

## BACKGROUND AND FINDINGS

As stated in the Board's Bylaws under *Rule 22. Committees*, any committee authorized by the Board shall perform the duties prescribed by the Board at the time the committee was created. Board-appointed committees are subject to the direction and control of the Board. Recommendations of such committees are considered advisory only.

The Bylaws governing membership (Article III) - Members of the Committee are appointed by the District Board of Directors, and serve at the pleasure of the District Board of Directors. Based on the discretion of the District Board of Directors the Committee shall have no more than eleven (11) voting members. Each member must meet any one or more of the qualifications identified in Article III, Section 2 at the time of their appointment and for the duration of their term.

Benjamin Slater is passionate about local transit issues. Benjamin emphasized the importance of community engagement, suggesting that CAC members serve as a vital link between the District and the public, helping to build support for transit initiatives through social media and outreach. Benjamin brings personal experience as a long-term Salem resident and a student of economics and computer science at Colorado College. Benjamin has a growing interest in transportation and local transit development. His application can be viewed in [Attachment A](#).

The CAC conducted a review of the application at the August 20, 2024 committee meeting and voted unanimously to recommend Benjamin Slater to position six (6). A current roster can be viewed in [Attachment B](#).

## **FINANACIAL IMPACT**

None.

## **RECOMMENDATION**

The CAC recommends that the Board appoint Benjamin Slater to position six (6), Youth member, on the committee for an unexpired term beginning 10/1/2024 through 12/31/2025.

## **PROPOSED MOTION**

**I move to appoint Benjamin Slater to position six (6), Youth member, on the committee for an unexpired term beginning 10/1/2024 through 12/31/2025.**



Community Advisory Committee (CAC) Application

Please return completed, signed application by mail or email to the address below

Salem Area Mass Transit District Attn. Executive Assistant Crisandra Williams

555 Court St. NE Suite 5230, Salem, Oregon 97301 | crisandra.williams@cherriots.org | (503) 588-2424

Personal Information

Full Name: Benjamin Michael Slater Phone: [Redacted]

First Middle Last

Address: [Redacted] Street Address City State Zip

Email: [Redacted] In what languages are you fluent? English

Can you regularly attend CAC meetings on the third Tuesday of every other month at 5:30 p.m.? (February, April, June, August, October, & December) Yes No

Areas of Interest or Group Perspectives You Would Bring to the CAC

Check all that apply:

Service user of the following:

- Seniors / Elders, Persons with Disabilities, Medical Community, Social Service Agency, Various Associations, Students, Rural Community, Minority Populations, Business & Economic Development, Unincorporated Areas, Sustainability / Environment, Bicycle Organizations

- Cherriots Local, Cherriots Regional, Cherriots LIFT Cherriots, Shop and Ride

Describe the top three public transportation issues of concern and importance to you and the role of the CAC in addressing those issues.

The top three issues of concern from my perspective are increased communication with riders, strategic frequency increases on select routes, and maintaining 15 minute service on main thoroughfares like Commercial street. I recently listened to a podcast about the California High Speed Rail project and why it's really taking so long...

List the interest groups with whom you are affiliated and explain how your membership on the CAC would improve communication and add value to these groups.

I have lived in Salem for the past nineteen years and recently began splitting my time between here and Colorado Springs, CO where I attend school. During this time I have began to recognize my lifelong interest in transportation can be applied to local issues and areas...

Please explain how your background including employment, education and experience qualifies you for membership on the CAC. You may attach a brief bio or resume. Links to personal web pages or blogs you want considered are also welcome.

I'm an incoming junior at Colorado College in Colorado Springs, CO where I'm studying Economics and minoring in Computer Science. I initially went to the school hoping to become an Economist but recognized that my lifelong passion for transportation can actually be applied to a career path...

By submitting my application, I affirm the facts and statements contained herein are true and complete.

Benjamin Slater

Benjamin Slater (Aug 5, 2024 14:44 PDT)

Signature (If you are not signing digitally please provide the date)

**Describe the top three public transportation issues of concern and importance to you and the role of the CAC in addressing those issues.**

The top three issues of concern from my perspective are increased communication with riders, strategic frequency increases on select routes, and maintaining 15 minute service on main thoroughfares like Commercial street.

I recently listened to a podcast about the California High Speed Rail project and why it's really taking so long. In the podcast the interviewee a senior project manager broke down a host of reasons as to why things are moving slowly which he substantiated with policy and testimony. After finishing I was left with the thought if everyone listened to this they might begin to really back the project and begin to lobby against the policies that create delays in the project, but the issue is not enough people know about it. Although this was a rail project the sentiment is clear that communities need to have a connection with the leadership of local transit agencies. I believe that CAC members are the bridge that Cherrits has to avoid certain pitfalls. They can take their own opinions, unbiased opinions of their peers, and passion for their community and transit into a setting where community sentiment can be relayed to people who can make changes. I think these initiatives can start with increasing social media presence and modeling off of other transit agencies like Utah DOT or TriMet in creating engaging content that informs riders of delays, developments, or facts that keep them engaged. I think this approach can also help readers take in the information like the Cherrits security report in a digestible and quick format maybe debunking their notion of safety on buses. Outside of a social media presence I think CAC members can take their community knowledge to encourage and solicit new frequencies on certain routes. For example, I live in South Salem at a far enough distance from Commercial yet in a populated area yet with frequencies in my neighborhood its often more advantageous to drive on tight timelines because although Commercial runs frequently I can't make it there in time. My third point follows this sentiment as a firm advocate in frequency as one of the most important metrics in bolstering ridership I believe that with the CAC committee Cherrits can continue to allocate their resources on the most promising routes and work to maintain ridership on high traffic routes will experimenting and introducing new frequency on others.



## Salem Area Mass Transit District Community Advisory Committee Roster

Position	Name	Member Position	Term Start*	Term Ends
1	David Levy	At Large Member	1-Jan-24	31-Dec-25
2	Ronald Rubel	At Large Member	1-Jan-24	31-Dec-25
3		Committee Member	1-Jan-24	31-Dec-25
4	Bryan Casey	Committee Member	1-Aug-24	31-Jul-26
5	Joe Tilman	Committee Member	1-Jan-24	31-Dec-24
6	Youth Member - <b>OPEN</b>	Committee Member	1-Jan	31-Dec
7	Sue A. Coffin	Committee Member	1-Jan-23	31-Dec-24
8	Judith (Judi) Richards	At Large Member	1-Jan-23	31-Dec-24
9	Marja Byers	At Large Member	1-Jan-23	21-Dec-24
10	Erin Ross	At Large Member	1-Jan-23	31-Dec-24
11	Lucinda Edwards	At Large Member	1-Jan-24	31-Dec-25

**Board Liaison:** Director Bill Holmstrom, Subdistrict 7

**Staff Liaison:** Tom Dietz, Chief Operations Officer

**Recorder:** Crisandra Williams, Executive Assistant to the Deputy General Manager

**Notes:**

\* End of Second Term plus One year to allow for scattered term



# BOARD MEETING MEMO

Agenda Item V.B.2

**To:** Board of Directors

**From:** Melissa Kidd, Capital and Project Control Manager  
David Trimble, Deputy General Manager

**Thru:** Allan Pollock, General Manager

**Date:** September 26, 2024

**Subject:** Authorizing the General Manager to execute a contract amendment with Mott MacDonald, LLC for Engineering Services

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## ISSUE

Shall the Board authorize the General Manager to execute a contract amendment with Mott MacDonald, LLC, for engineering services for a contract amount not to exceed \$480,060?

## BACKGROUND AND FINDINGS

At its October 27, 2022, meeting, the Board authorized the General Manager to execute a contract with Mott MacDonald, LLC, for engineering services for an amount not-to-exceed \$233,750. These contract services included support for various projects, including, Stop Accessibility Improvements, Del Webb Fence and Exterior Security, Del Webb Battery Electric Bus Charging Infrastructure, and ancillary Survey Services for smaller projects.

At this point, the current contract amount is on track to be exhausted and additional funds are necessary to cover additional tasks required to complete identified projects in our Capital Investment Plan. Specifically, the District has additional engineering needs for the Stop Accessibility Improvement Program (SAIP or Bus Stop Improvement Project) and the next stage of the Del Webb Charging Infrastructure project. There is a need for additional funds, no additional contract terms are required at this time.

## FINANCIAL IMPACT

Funding for the tasks related to this contract are budgeted within the Adopted FY24-25 budget. The funding is comprised of general funds and several state and federal grants that include: Regional SAIP ODOT 5339; Local SAIP FTA STBG 5307; Fence/Security FTA 5339; BEB Charging FTA CPF and 5339. Estimated funding for the contract including this proposed amendment consists of but is not limited to the funding listed in Table 1.

**Table 1**

<b>Project, Grant</b>	<b>Grant Percentage</b>	<b>Match Percentage</b>	<b>Grant Amount</b>	<b>Match Amount</b>	<b>Total</b>
Regional SAIP, ODOT 5339	80.00%	*20.00%	\$ 40,000	\$ 10,000	\$ 50,000
Local SAIP, FTA STBG 5307	89.73%	10.27%	\$ 14,346	\$ 1,643	\$ 15,989
Fence/Security, FTA 5339	80.00%	20.00%	\$ 64,720	\$ 16,180	\$ 80,900
BEB Charging, FTA FY22 CPF	84.89%	15.11%	\$ 63,668	\$ 11,332	\$ 75,000
BEB Charging, FTA FY23 5339	85.00%	15.00%	\$ 63,750	\$ 11,250	\$ 75,000
Various other smaller tasks/projects, General Funds					\$ 183,171
<b>GRAND TOTAL</b>					<b>\$ 480,060</b>
*Match is STIF Formula funds. All other matching funds are general funds.					

**RECOMMENDATION**

Staff recommends that the Board authorize the General Manager to execute a contract amendment with Mott MacDonald, LLC, for Engineering Services, for an additional amount of \$246,310, for a total contract amount not-to-exceed \$480,060.

**PROPOSED MOTION**

**I move that the Board authorize the General Manager to execute a contract amendment with Mott MacDonald, LLC, for Engineering Services, for an additional amount of \$246,310 (two hundred forty-six thousand, three hundred and ten dollars) for a total contract amount not-to-exceed \$480,060 (four hundred eighty thousand and sixty dollars).**



**To:** Board of Directors  
**From:** Zach Leeth, Maintenance Manager  
Tom Dietz, Chief Operations Officer  
**Thru:** Allan Pollock, General Manager  
**Date:** 9/26/2024  
**Subject:** Award of Contract with Model 1 for Category D Vehicles

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## **ISSUE**

Shall the Board authorize the General Manager to execute a contract with Model 1 for the purchase of two (2) category D vehicles for use in the Cherriots Local fixed route service for an amount not to exceed \$535,260?

## **BACKGROUND AND FINDINGS**

The Districts current fleet for delivery of the Cherriots Local fixed-route service consists of 68 ADA lift-equipped vehicles. These two (2) vehicles would be an expansion of the fixed-route fleet bringing the total to 70. These smaller buses will be used to augment the fleet and serve coverage routes that have ridership that does not justify the use of larger buses. This may also alleviate concerns that have been raised by the public regarding the perception of large buses operating with little ridership. These two (2) buses will be used on route 26 and 27 that serve the West Salem neighborhoods and could potentially be used on other routes, if needed.

District staff performed research prior to beginning this procurement to ensure the smoothest transition to this fleet size. There are currently four (4) category D vehicles in the fleet that service the route 22 in South Salem. Considerations, when selecting this vehicle, were seating capacity, the ability to kneel, and a mobility ramp approach angle that mirrors that of the current fixed-route fleet. There were no category D alternative fueled vehicles available with these specifications. These buses will be gasoline powered.

A category D bus is a cutaway and is similar in size and specifications to buses previously purchased and operated in our existing ADA service. The expected date of delivery of the vehicles is Fall/Winter 2025.

The contract price is based upon the Oregon State Price Agreement, procured under procedures set by the Oregon Department of Transportation’s Public Transit Division. The order will be for two (2) category D buses for the regular fixed route service.

**FINANCIAL IMPACT**

Funding for this proposed contract will be included in the Capital Projects Budget of the Districts Adopted FY2024-2025 Budget. Vehicle costs are listed in Table 1 below:

**TABLE 1**

CATEGORY	PRICE	QUANTITY	TOTAL
Category D Bus	\$241,278	2	\$482,556
Contingency & Upfitting			\$52,704
<b>GRAND TOTAL:</b>			<b>\$535,260</b>

Funding for the proposed contract is covered through a grant using ODOT STIF Discretionary Funds and local general fund match.

Funds for the bus purchasing project are listed in Table 2 below:

**TABLE 2**

FUND SOURCE	GRANT PERCENTAGE	MATCH PERCENTAGE	GRANT AMOUNT	MATCH AMOUNT	TOTAL
ODOT STIF Discretionary	80%	20%	\$428,208	\$107,052	\$535,260

**RECOMMENDATION**

Staff recommends the Board authorize the General Manager to execute a contract with Model 1 for the purchase of two (2) category D vehicles for use in the Cherriots Local fixed route service for an amount not to exceed \$535,260.

**PROPOSED MOTION**

**I move that the Board authorize the General Manager to execute a contract with Model 1 for the purchase of two (2) category D vehicles for use in the Cherriots Local fixed route service for an amount not to exceed \$535,260 (five hundred, thirty-five thousand, two hundred and sixty dollars).**



**To:** Board of Directors  
**From:** Bobbi Kidd, Strategic Initiatives Administrator  
**Thru:** Allan Pollock, General Manager  
**Date:** September 26, 2024  
**Subject:** Award of Contract with Cumming Management Group Inc. for Climate Action Plan (CAP) Development Services

---

### **ISSUE**

Shall the Board authorize the General Manager to enter into a contract with Cumming Management Group, Inc. for an amount not to exceed \$111,150 for CAP Development Services.

### **BACKGROUND AND FINDINGS**

The District solicited proposals for the development of a Climate Action Plan. We received three (3) bids to the Request for Proposal (RFP). All proposers were determined to be responsive.

The Source Evaluation Committee (SEC) reviewed and scored all three proposals. The SEC determined a top two and conducted interviews. Based upon Cumming Management Group Inc. scoring the highest in all categories amongst the committee, and after their detailed interview, the SEC will be recommending Cumming Management Group Inc. as the top choice.

The expertise of the proposed selected firm, Cumming Management Group, Inc., combined with the vision from the District, will result in a comprehensive, strategic plan that uses baseline data to establish greenhouse gas (GHG) reduction goals with actionable mitigation strategies. The plan will prepare and adjust to the current and future impacts of climate change for the District, our employees, our riders, and our community.

### **FINANCIAL IMPACT**

The FY 2025 general fund budget includes funds for CAP development.

### **RECOMMENDATION**

The SEC recommends the Board authorize the General Manager to enter into a contract with Cumming Management Group, Inc. for an amount not to exceed \$111,150 for Climate Action Plan Development Services.

### **PROPOSED MOTION**

**I move that the Board authorize the General Manager to enter into a contract with Cumming Management Group, Inc. for an amount not to exceed \$111,150 (one hundred and eleven thousand, one hundred fifty dollars) for Climate Action Plan Development Services.**



# BOARD MEETING MEMO

Agenda Item VIII.A

**To:** Board of Directors  
**From:** Karen Garcia, Security and Emergency Management Manager  
David Trimble, Deputy General Manager  
**Thru:** Allan Pollock, General Manager  
**Date:** September 26, 2024  
**Subject:** Fiscal Year 2024 (FY24) Annual Security and Emergency Management Report

---

## ISSUE

Shall the Board receive the FY24 Annual Security and Emergency Management Report?

## BACKGROUND AND FINDINGS

Each fall, the Board receives the annual report on the District's security and emergency management activities, provided by District staff, City of Salem Police, PPC Solutions, Inc. and DPI Security. Karen Garcia, Security and Emergency Management Manager will present the report as shown in Attachment A.

## FINANCIAL IMPACT

None.

## RECOMMENDATION

For information only.

## PROPOSED MOTION

None.

# Security and Emergency Management Report FY 2023-24

Board Meeting – September 26, 2024

Karen Garcia  
Security and Emergency Management Manager



## Multi-Agency Security Team

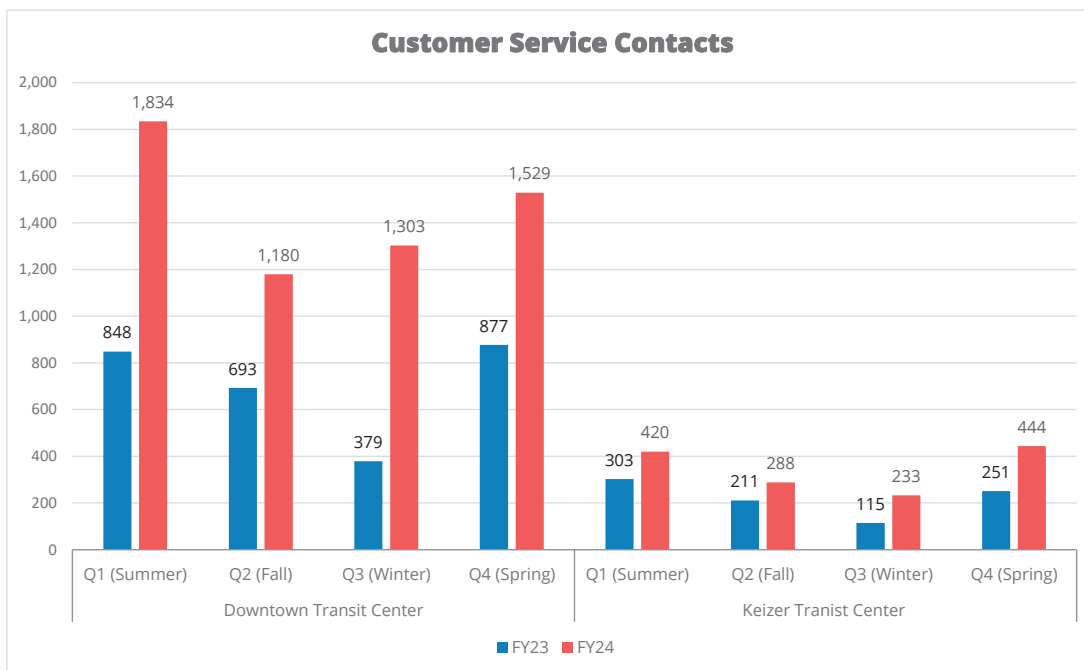


DPI SECURITY

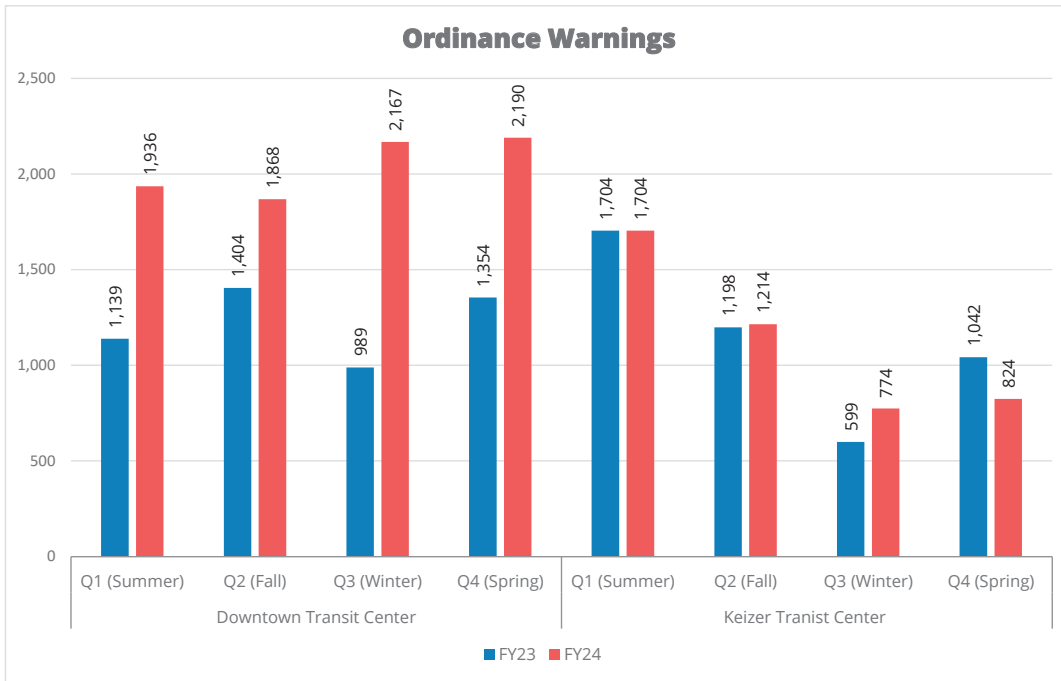


# Security Team Partners

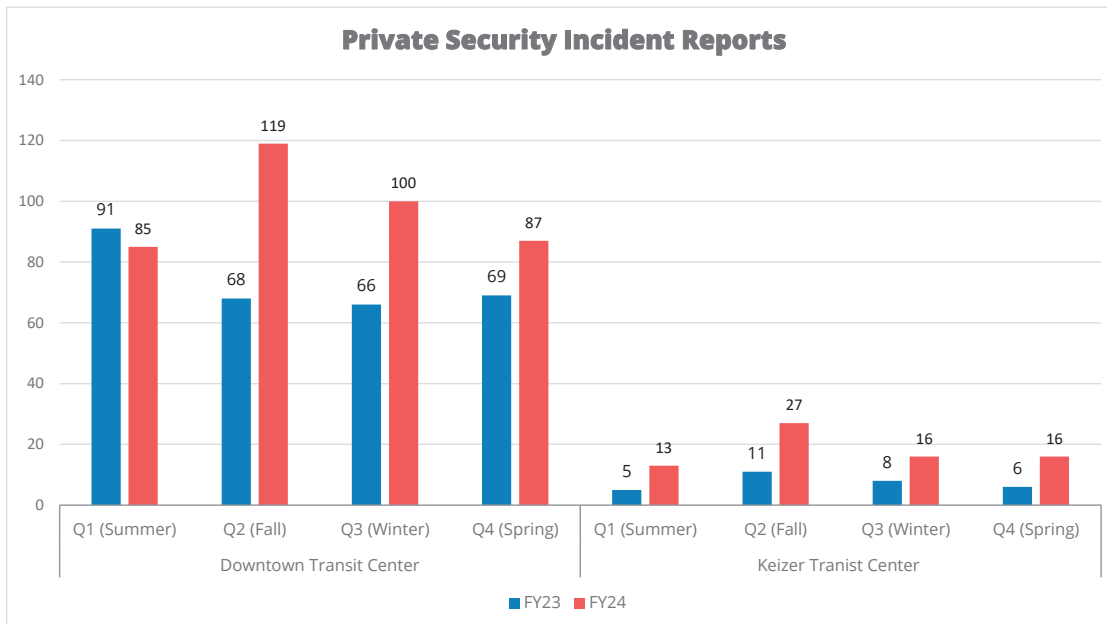
- **Salem Area Mass Transit District (District) Security & Emergency Management Department**
  - Security & Emergency Management Manager
  - Security Coordinator
  - Emergency Coordinator
- **PPC Solutions, Inc**
  - Provides Transit Security Services at the transit centers and in the local system service area
- **DPI Security (DePaul Industries, Inc)**
  - Provides fixed Security Services at the Del Webb Operations Headquarters
- **Salem Police Department**
  - Provides a liaison officer as the point of contact for the District
- **Keizer Police Department**
  - Responds to assist during emergencies as needed at Keizer Transit Center



**Customer Service Contacts: Assisting with route information, directions, etc.**



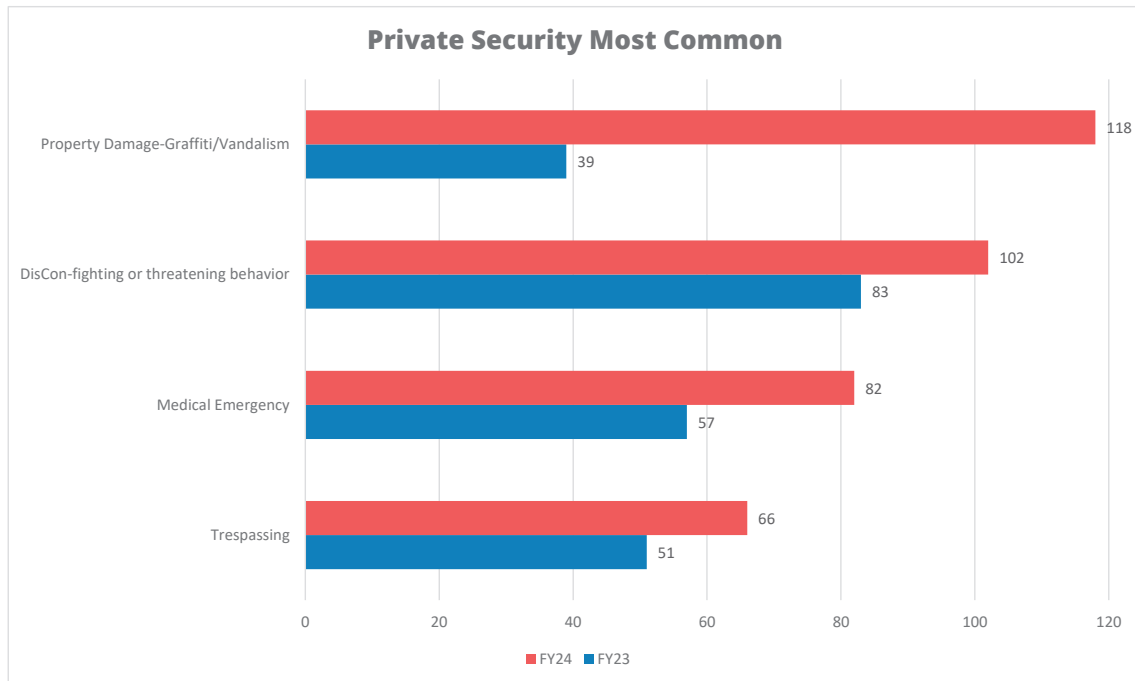
**Public education of rider behavior expectations. Compliance for personal safety and comfort of other customers.**



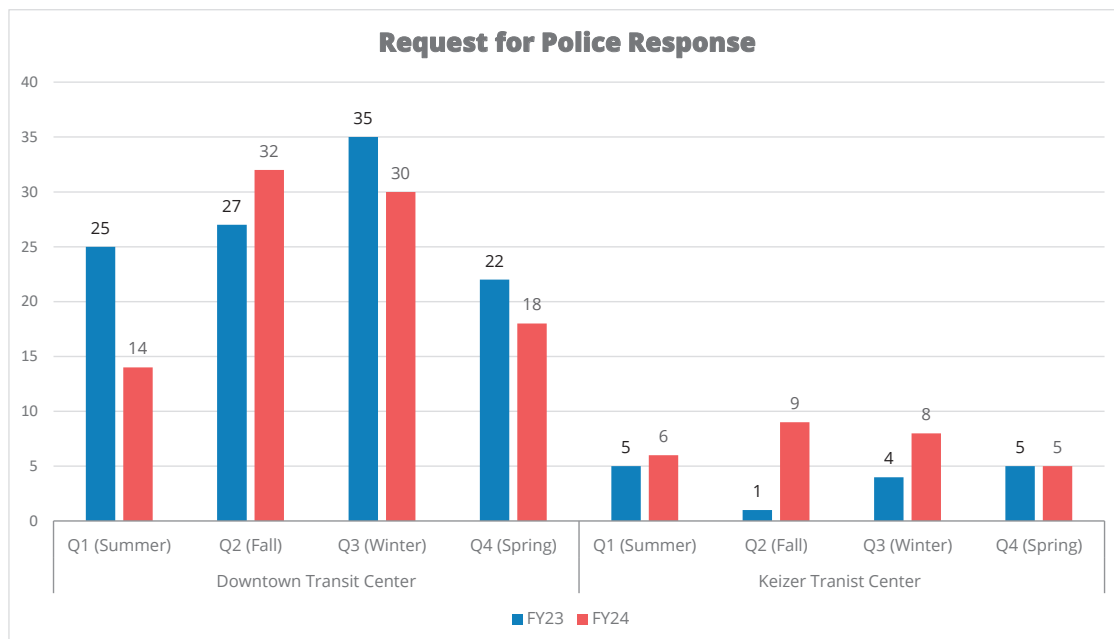
**Incident reports generated by our security services contractor only:  
Does not include Transit Operator reports  
Does not include incidents with police involvement**

**Any unusual incident: Graffiti, Vandalism, Medical Aid, Disorderly Conduct, etc.**



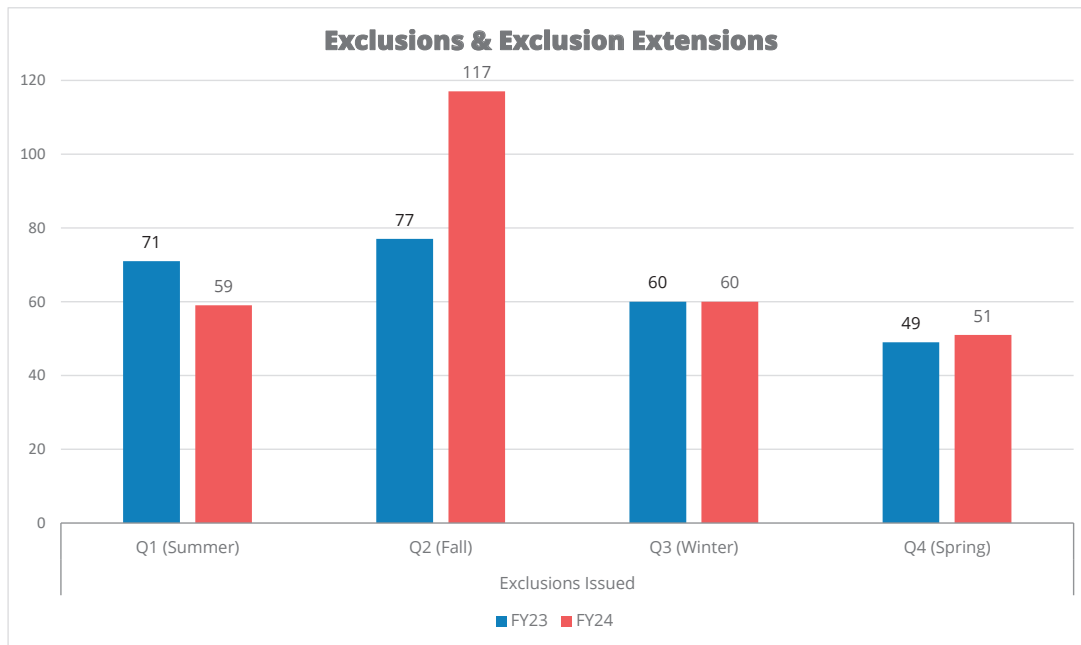


**The top 4 most common types of incidents remains consistent from year to year**



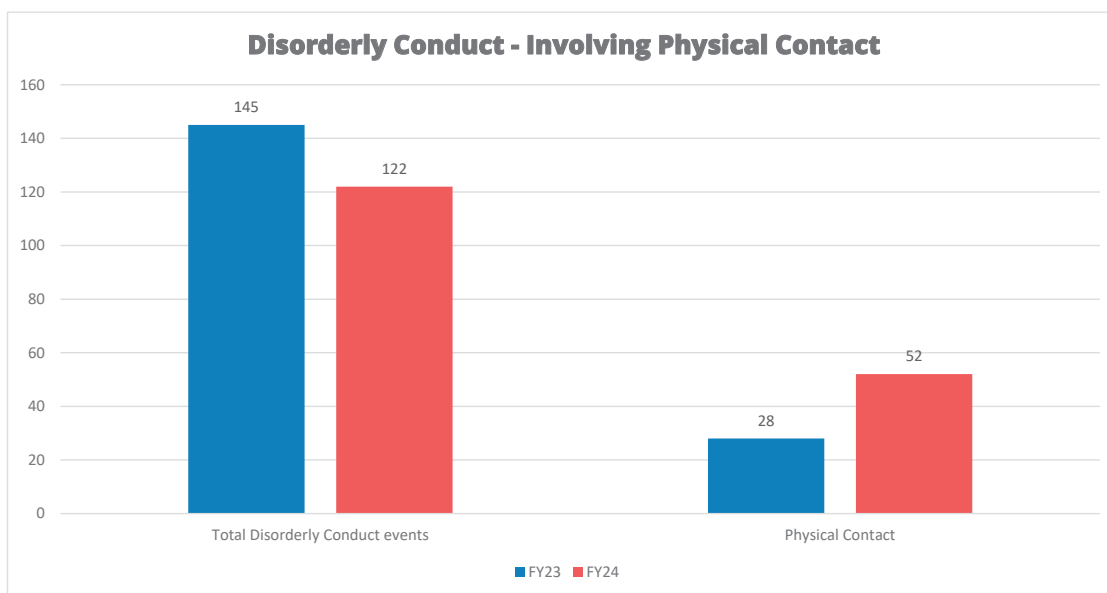
**Primarily: Salem Police Department**

**Occasionally: Keizer Police Department, Marion County Sheriff's Office, or other law enforcement agency**



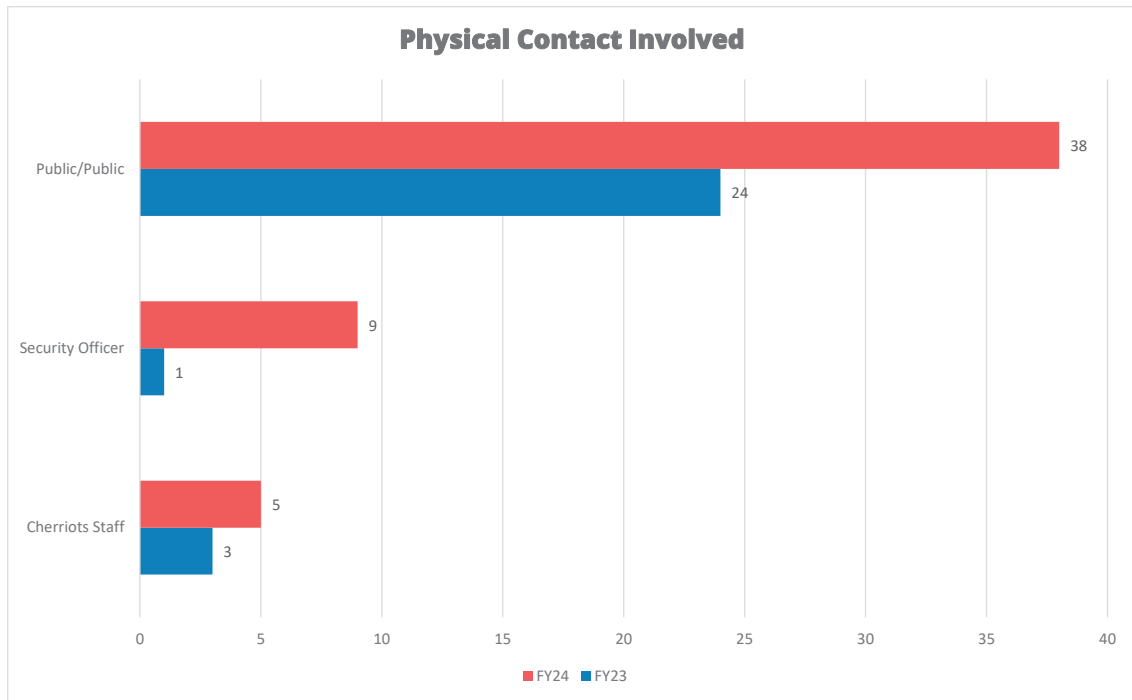
**Exclusions: Disorderly Conduct (yelling, cursing, threatening), Trespassing, Loitering, Drug and Alcohol Violations, Theft, etc.**

**Exclusion Extensions: Issued to excluded riders who trespass**

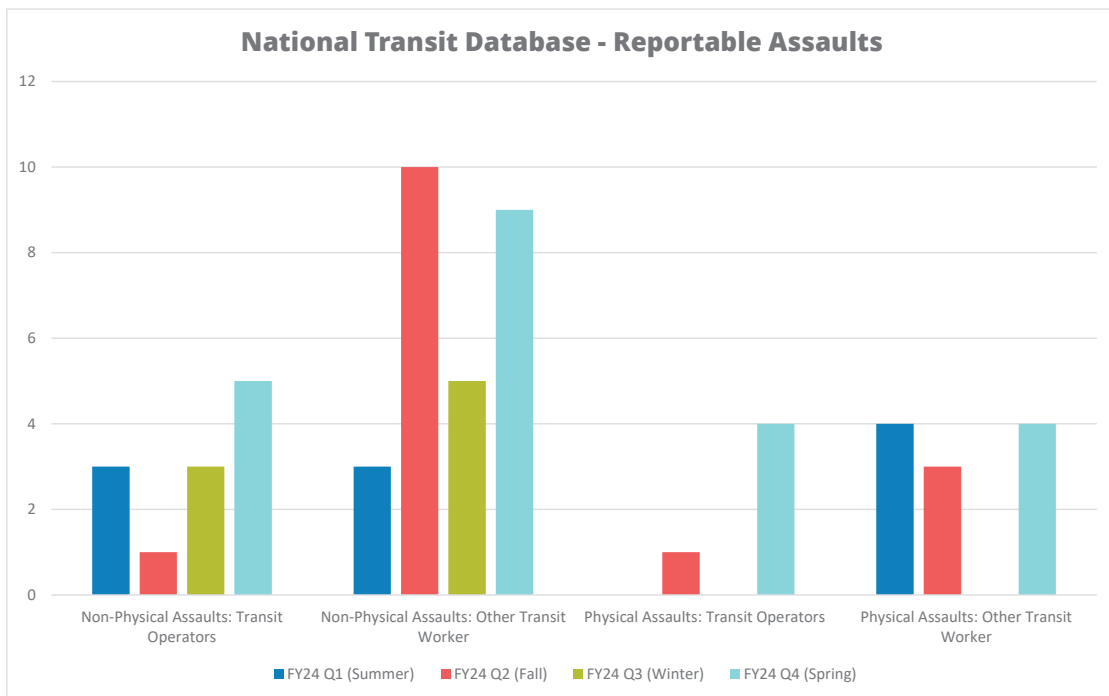


**All Disorderly Conduct (unruly or threatening behavior): Includes both private security and law enforcement incidents**

**Of those, several involved physical contact**



**Most physical contact occurred between members of the public**



**National Transit Database Reportable Assaults: As reported at the August 2024 Board of Director's meeting**

## SECURITY PROJECTS IN FY24

- **Facilities Camera Project:**
  - New cameras at all facilities
  - Replaced an outdated camera system
  - Includes redundancy for resilience
- **Del Webb Fence and Exterior Security Upgrades:**
  - Significant progress identifying design elements
  - Completed necessary survey work
  - Began work on engineering specifications

## EMERGENCY PLANNING PROJECTS IN FY24

- Earthquake preparedness
- Building evacuation training and drills
- Annual update to the Winter Operations Plan
- Emergency Operations Center activations during winter weather events
- Completion of the Continuity of Operations Plan refresh
- Collaboration with local fire departments on Battery Electric Bus and CNG Bus emergency response

## **INITIATIVES IN FY25**

- **New Safety & Security Division**
- **Hire Chief Safety Officer**
- **Continue work on the Del Webb Fence and Exterior Security Upgrades project**
- **Complete an agency-wide Emergency Operations Plan**
- **Collaborate with internal and external partners to enhance safety and security of Cherriots services**

## **Questions?**



# BOARD MEETING MEMO

Agenda Item VIII.B

**To:** Board of Directors  
**From:** Chris French, Service Planning Manager  
Shofi Ull Azum, Chief Planning and Development Officer  
**Thru:** Allan Pollock, General Manager  
**Date:** September 26, 2024  
**Subject:** Fiscal Year 2024 (FY24) Annual Performance Report

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## ISSUE

Shall the Board receive the FY24 Annual Performance Report?

## BACKGROUND AND FINDINGS

The FY24 Annual Performance Report encompasses data from July 1, 2023, to June 30, 2024. This report details each department's efforts and achievements in delivering a safe, reliable, and high-quality service to our customers. The report includes key performance indicators for the following departments: Contracted Services, Maintenance, Planning, Transportation, and Transportation Options.

### Departmental highlights for FY24.

The main areas of focus for each department in FY24 were:

- **Planning** - Bridging the data gap by implementing new reporting practices and onboarding new technologies. This focus helps the District and its customers by providing complete and accurate information about District's services.
- **Transportation** - Maintaining Operator staffing levels; training Operators on the new Arboc buses; and designing training materials and training Operators for the Battery Electric Buses (BEB's). These activities helped the District continue to operate at 100 percent of pre-pandemic service levels, assisted in a successful launch of the new Route 22 Kuebler Link, and helped the District reach its goals of serving our customers with reliable transportation that is friendly to our environment.
- **Maintenance** - Keeping the preventive maintenance schedule **100% on time** and the major bus cleanings done every 30 days or less. This focus on safety and reliability helps the District keep safe and clean buses on the road. It also helps reduce the chance of a breakdown allowing for on time and reliable transit service to the public.

- **Contracted Services** - Learning the new reservations and dispatch software (Via) and improving customer service. The Via software came with the ability to maximize vehicle capacity while maintaining on-time performance. At the same time, Contracted Services worked to increase the Operator pool and redesign shifts to maximize the windows available to ensure no ride was refused.
- **Transportation Options** - Improving accessibility to employment and community resources by providing local transportation alternatives beyond the standard fixed-route system, specifically targeting first-and-last-mile challenges, and aligning with the District's goal of becoming a regional mobility integrator.

### **FY24 - A year of growth.**

Ridership on Cherrriots Local services **reached its highest level in nearly a decade**, with 3,228,778 rides. Key contributors to this growth include the introduction of the Umo contactless fare payment system and the unification of Local and Regional fare structures, which resulted in significant customer cost savings. With Umo, customers are now able to take advantage of fare capping, which guarantees the fare charged is always the lowest fare available.

**Umo Fare Payments:** Since it was introduced in August 2023, the number of fares paid using Umo more than doubled by the end of FY24, peaking in May at 52,031 Umo transactions that month. Umo transactions made up **14.9 percent** of fare payments made on Cherrriots Local and Regional routes from August 2023 through June 2024.

- Count of Local and Regional Farebox Transactions (Aug '23 – June '24): 2,239,537
- Count of Local and Regional Umo Transactions (Aug '23 – June '24): 390,758

**Fare Structure Unification:** By unifying the Local and Regional fare structures, riders can now travel across Marion and Polk counties for the same price as a Local fare. The impact of this change is most prevalent among customers using a reduced fare month pass. This type of pass was used on Cherrriots Regional routes more than twice as much in FY24 compared to FY23.

- FY24 Regional Reduced Fare Month Pass Percent Increase: 128.3% (+3,535 fare payments)

**Youth Ridership:** The Youth Zero Pass program, introduced in September 2022, contributed to a 31.4% increase in youth ridership, totaling 1,007,768 rides.

- FY24 Youth Ridership Percent Increase: 31.4% (+240,716 rides)

**FY24 – Bridging the data gap.**

The FY24 annual report introduces on-time performance (OTP) data for Cherriots Local routes. OTP measures how closely buses adhere to their schedules. In FY24, Cherriots Local routes **exceeded the 85% OTP target by 4.4%**.

- FY24 Cherriots Local On-Time Bus Percentage: 89.4% (+4.4% above target)

For more on these and other performance indicators, please see the Attachment A: FY24 Annual Performance Report.

**FINANCIAL IMPACT**

None.

**RECOMMENDATION**

For information only.

**PROPOSED MOTION**

**None.**





# FISCAL YEAR 2024

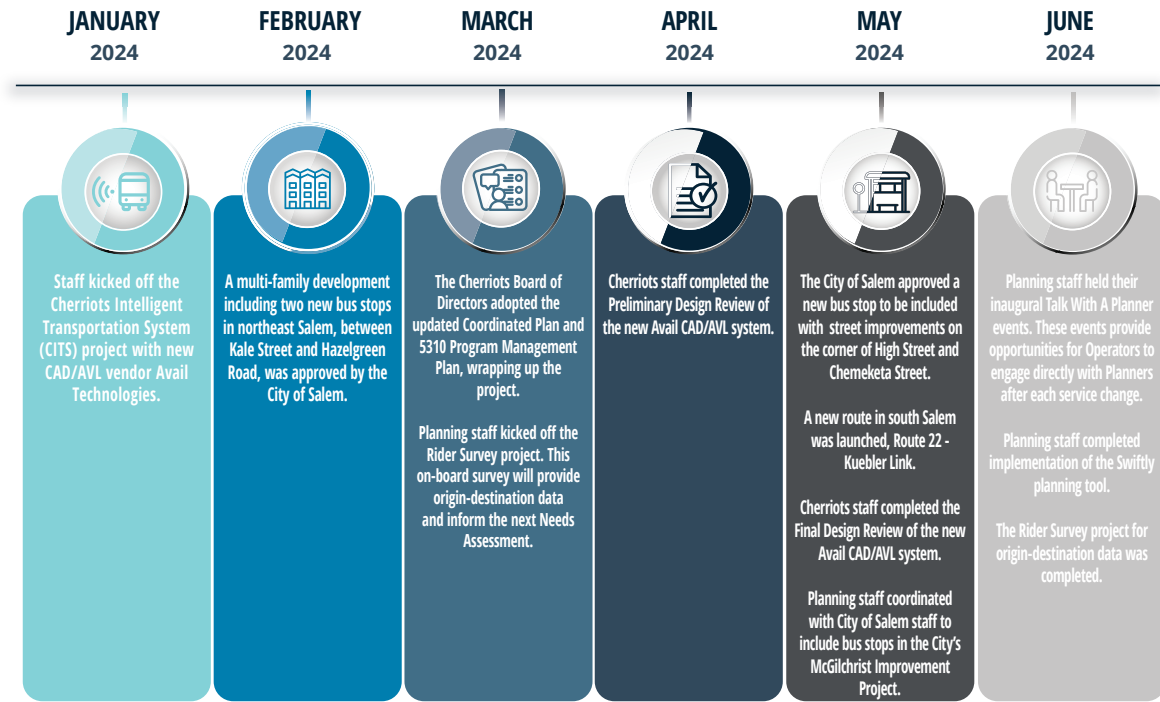
## ANNUAL PERFORMANCE REPORT

JULY 1, 2023- JUNE 30, 2024

### Fiscal Year 2024 in Review

JULY 2023	AUGUST 2023	SEPTEMBER 2023	OCTOBER 2023	NOVEMBER 2023	DECEMBER 2023
<p>Planning staff held a kickoff meeting with consultant Kittelson &amp; Associates for the Coordinated Plan update project.</p>	<p>The new contactless fare payment system - Umo - was launched to the public as well as the unification of the Local and Regional fare structures.</p> <p>The Cherris Board of Directors awarded the contract for a new CAD/AVL system to Avail Technologies.</p> <p>Planning staff kicked off the 100% Ride Check project. This ride check is a crucial part of the National Transit Database reporting process.</p>	<p>Two new bus stops were constructed as part of developments in the Mill Creek Corporate Center area. These stops are now served by Route 22 - Kuebler Link.</p> <p>The Cherris Board of Directors adopted the updated Title VI Plan for the District.</p>	<p>Planning staff attended the Board Retreat and presented on unmet transit needs in the community and ideas for future service enhancements.</p> <p>Outreach events were held in Salem and surrounding communities for the Coordinated Plan update project.</p>	<p>Planning staff attended a coordination meeting with the City of Salem to plan for bus stops to be included in the City's Marine Drive project in West Salem.</p>	<p>Consultant firm Kittelson &amp; Associates delivered the first draft of the updated Coordinated Plan.</p>

# Fiscal Year 2024 in Review



## System Summary

The table below provides a high-level summary of boardings, revenue miles, and revenue hours in Fiscal Year 2024 (FY24) compared to the previous fiscal year (FY23). All metrics have increased compared to FY23.

	Fixed-Route		Paratransit (LIFT)	Dial-a-Ride (Shop and Ride)	Vanpool	Total	% Change from FY23
	Local	Regional					
Total Boardings	3,228,778	106,952	100,063	4,849	84,033	3,524,675	16.4%
Percent of Total Boardings	91.6%	3.0%	2.8%	0.1%	2.4%	--	--
Revenue Miles	2,521,526	522,268	552,193	34,229	496,912	4,127,128	3.9%
Boardings per Revenue Mile	1.3	0.2	0.2	0.1	0.2	0.9	12.1%
Revenue Hours	205,727	24,220	46,437	3,101	12,189	291,674	7.1%
Boardings per Revenue Hour	15.7	4.4	2.2	1.6	7.0	12.1	8.7%



# Service Changes Summary

Local | Regional | LIFT | Shop and Ride

**Increases:**

- May 2024 Service Change:
  - Route 22 Kuebler Link: new route connecting south Salem to southeast Salem

**Reductions:**

- None

**Modifications:**

- September 2023 Service Change:
  - Keizer Transit Center: buses were assigned to new bays during construction of the underground conductive chargers
  - Route 11: schedules were modified in preparation for BEB deployment
  - Routes 19 and 21: schedules were adjusted to improve on-time performance
  - Routes 40X and 45: resumed regular routing at WOU after a long-term detour
  - Routes 40X, 45, and 50X: Jefferson @ Oak (Stop ID 1523) was moved one block south to Mill Street in Dallas
- January 2024 Service Change:
  - Route 1X : last outbound timepoint in Salem was moved to Market @ Savage (Stop ID 942) after the City of Salem closed the Market Street Park and Ride
  - Route 11: Runtime was increased on the 6:24 p.m. trip
- May 2024 Service Change:
  - Route 6: rerouted from Barnes to Baxter due to implementation of Route 22; trip times adjusted due to new routing
  - Route 21: timepoint added for Commercial @ Baxter (Stop ID 230) to allow for connections with new Route 22
  - Route 11: Lancaster @ Denver (Stop ID 1149) moved far side of intersection

**Eliminations:**

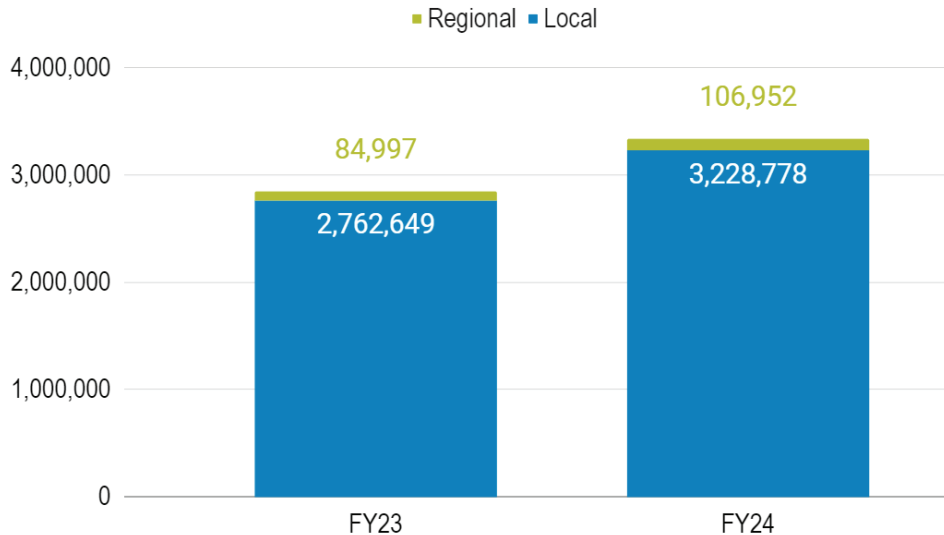
- None

## Local and Regional Ridership Trends



TOTAL FIXED ROUTE BOARDINGS

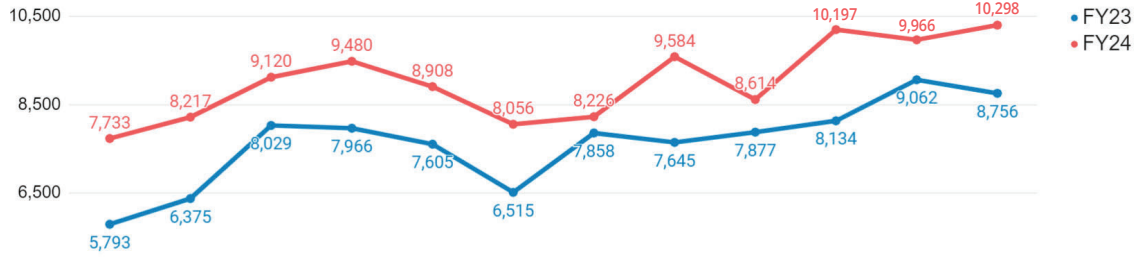
Ridership for both Regional and Local services increased in comparison to FY23, Regional by 25.8% and Local by 16.9%.



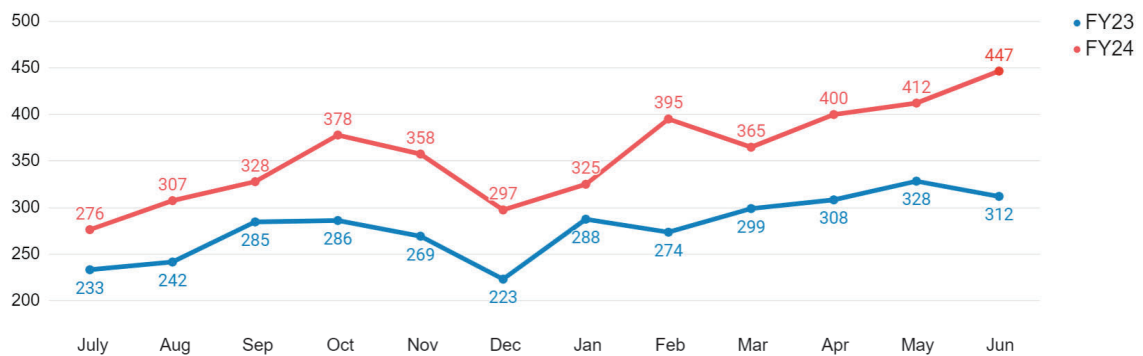
## Local and Regional Ridership Trends



LOCAL AVERAGE DAILY RIDES PER MONTH



REGIONAL AVERAGE DAILY RIDES PER MONTH

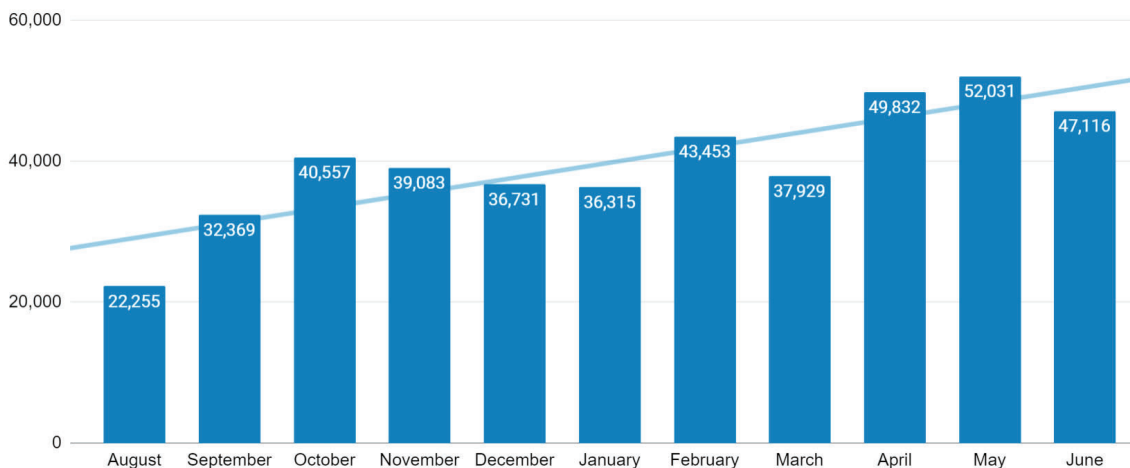


## Local and Regional Ridership Trends



Other ridership trends of note in FY24 reflected improvements to Cherriots fare structure and payment system. In August 2023 Cherriots implemented a new contactless fare payment system called Umo and introduced a new unified fare structure. Adoption of the Umo system by riders has more than doubled since it was launched and the most notable impact of the unified fare structure was for riders using the reduced fare month pass on Regional routes.

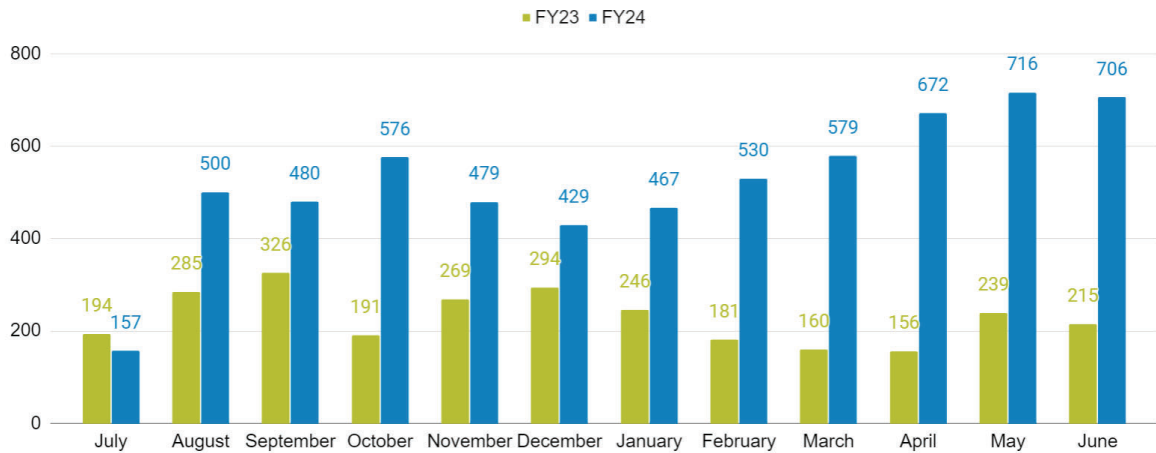
FY24 UMO TRANSACTION TOTALS



## Local and Regional Ridership Trends



### REGIONAL REDUCED FARE MONTH PASS USAGE



## Route Productivity

Cherriots uses rides per revenue hour to measure a route's productivity. Each type of route is assigned a specific target, as listed below. Once the target is exceeded, additional frequency may be considered for that specific route in order to maintain a suitable level of passenger comfort and service level for the system.

- Corridor routes – Routes that operate on major transit pathways, including the **Core Network**, that connect to areas of major growth, employment, and activity centers. They typically operate at higher frequencies than Coverage routes.  
Target: 20 rides per revenue hour
- Coverage routes – Routes that focus on providing access to transit over building high ridership, operate at lower frequencies, and typically travel through neighborhoods.  
Target: 10 rides per revenue hour
- Commuter express routes – Routes that connect metropolitan areas with no stops in between.  
Target – 10 rides per revenue hour
- Regional express routes – Routes that provide service between towns, cities, and communities in Marion and Polk counties.  
Target - 10 rides per revenue hour
- Deviated fixed routes – Routes that run along a fixed path with fixed stops, but also can deviate up to three-quarters of a mile away from the route path.  
Target – 5 rides per revenue hour

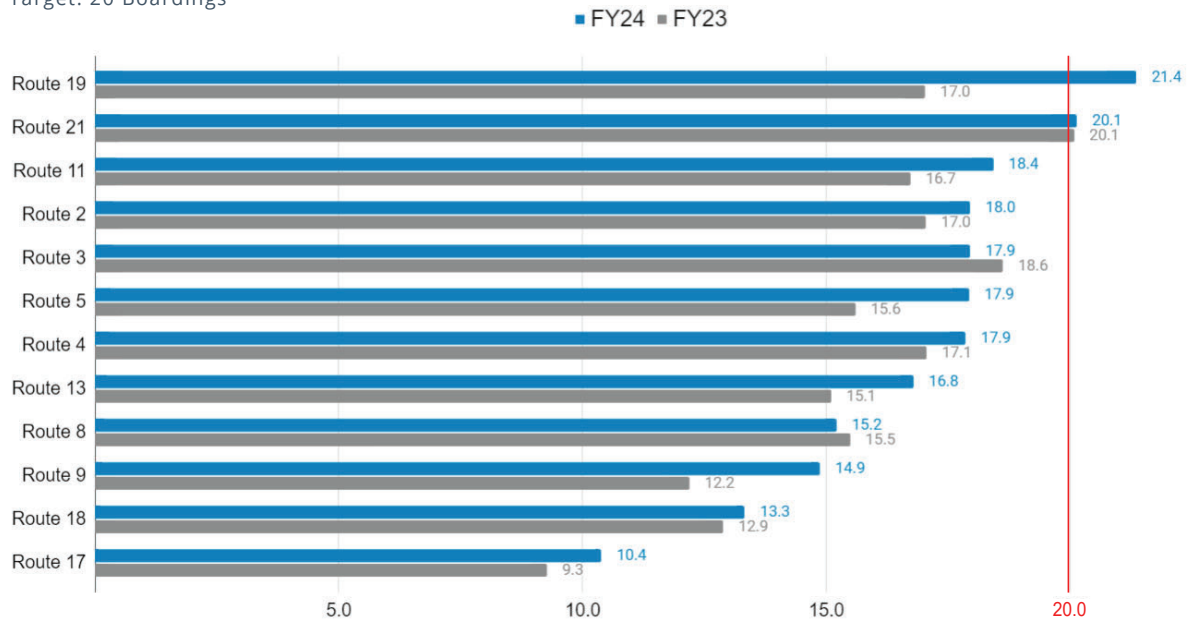
Based on these targets, additional frequency on Saturdays and Sundays should be considered for Route 19 Broadway / River Rd and Route 21 South Commercial. Sundays would be the higher priority as Route 21 is exceeding the target by 7.4 rides per revenue hour and Route 19 by 4.9. On Saturdays, Routes 19 and 21 are exceeding the target by 2.8 and 4.6 rides per revenue hour, respectively. Route 19 could be considered for additional frequency on weekdays as well. However, it is only 1.4 rides per revenue hour above the target, so it would be a lower priority compared to weekends.

Additional frequency should also be considered for Route 16 Wallace Road on weekdays and Saturdays. This coverage route is exceeding its target by 6.6 rides per revenue hour on weekdays and by 2.2 rides per revenue hour on Saturdays. Another coverage route that could be considered for more frequency is Route 23 Lansing / Hawthorne. This route is exceeding its target on weekdays by 2 rides per revenue hour.

## Route Productivity



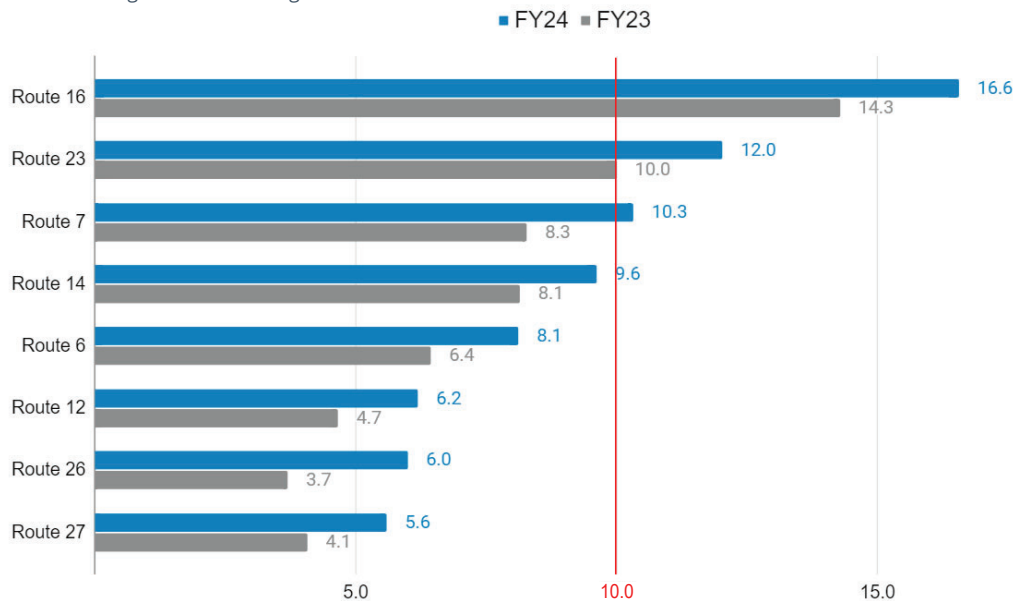
WEEKDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - CORRIDOR ROUTES  
Target: 20 Boardings



## Route Productivity



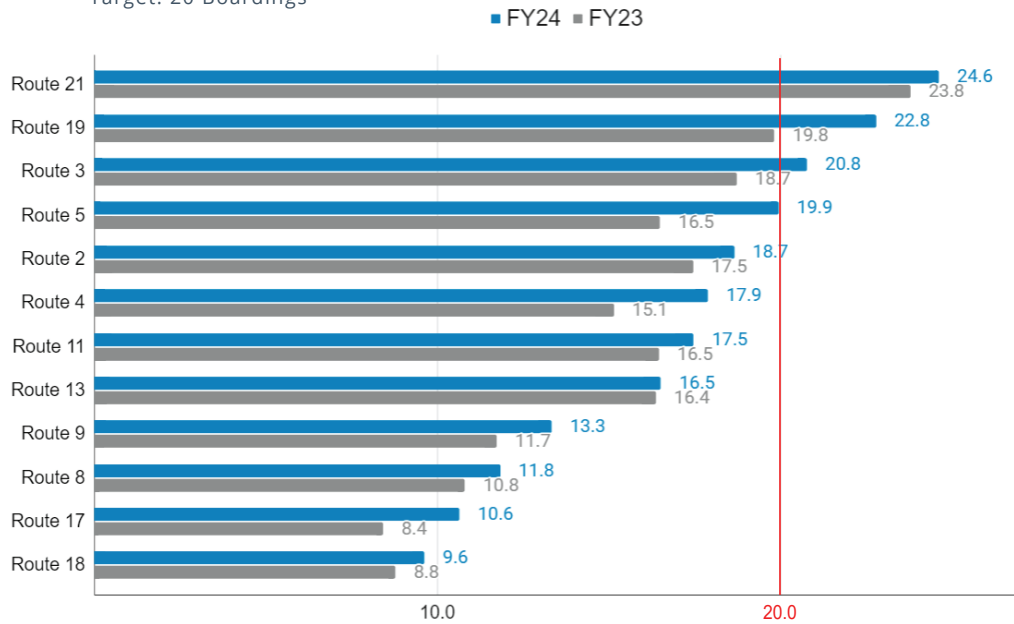
WEEKDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - COVERAGE ROUTES  
Target: 10 Boardings



## Route Productivity



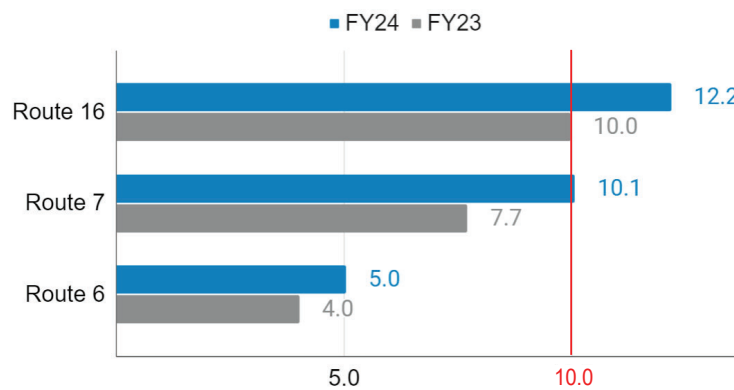
SATURDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - CORRIDOR ROUTES  
Target: 20 Boardings



## Route Productivity



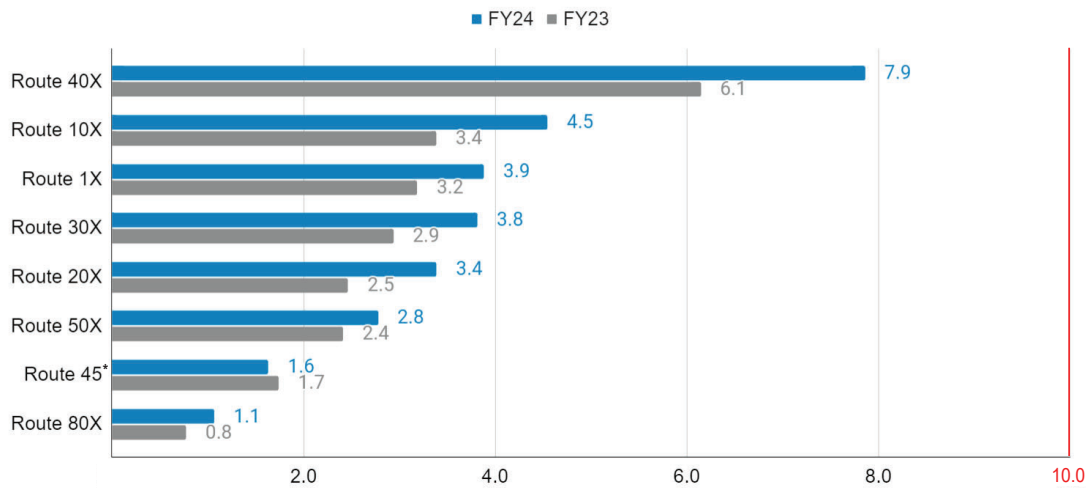
SATURDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - COVERAGE ROUTES  
Target: 10 Boardings



## Route Productivity



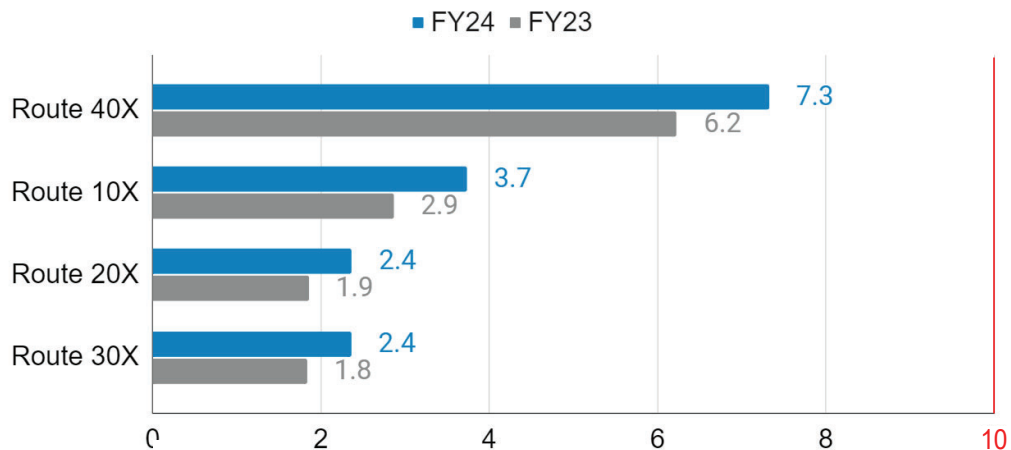
WEEKDAY RIDES PER REVENUE HOUR REGIONAL BUS SERVICE  
Target: 10 Boardings (\*Target: 5 Boardings)



## Route Productivity



SATURDAY RIDES PER REVENUE HOUR REGIONAL BUS SERVICE  
Target: 10 Boardings

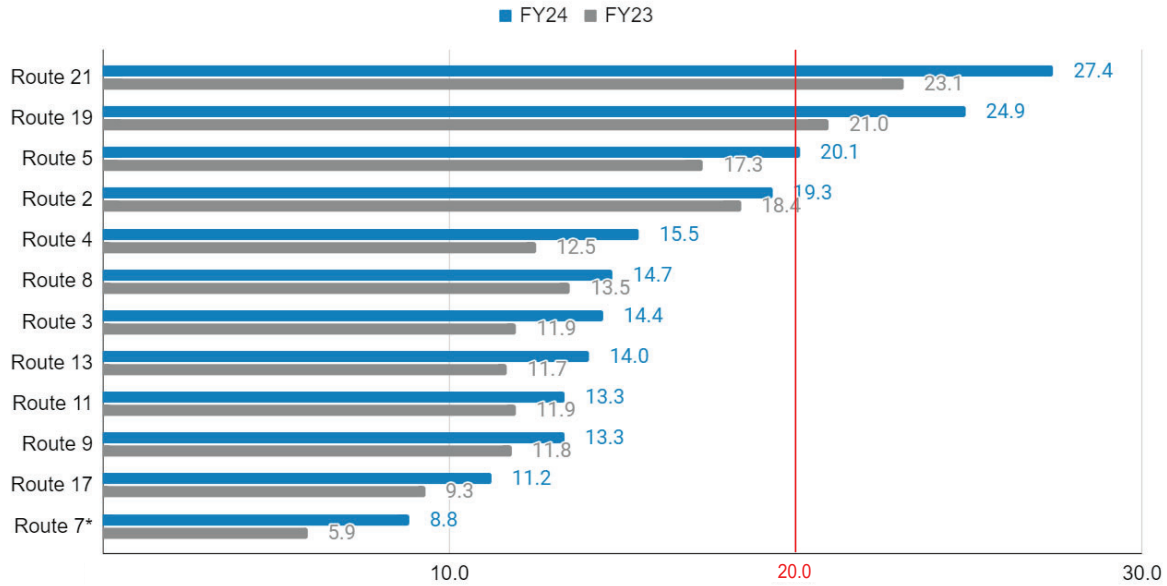




# Route Productivity



SUNDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - ALL ROUTES  
Target: 20 Boardings (\*Target: 20 Boardings)

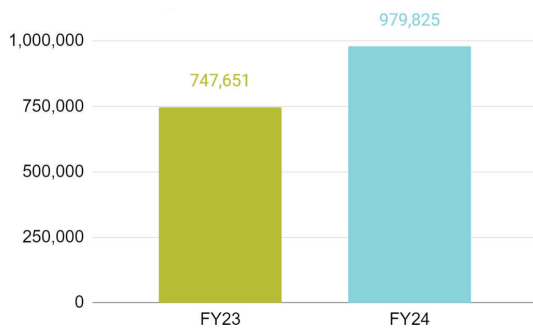


# Snapshot of Youth Zero Pass Program

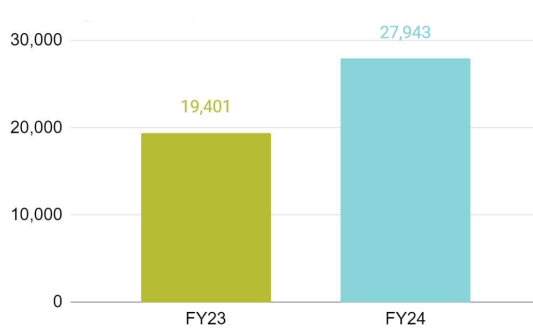


Youth ridership has been tracked since the Youth Zero Pass program began on September 4, 2022. This program provides rides to youth ages 0-18 at no cost to them and is subsidized by the Salem-Keizer Public School District and the Statewide Transportation Improvement Fund. Youth ridership has grown impressively since the program began on both Cherriots Local and Cherriots Regional services. Youth ridership on Cherriots Local is up 31 percent in FY24 over FY23 and Cherriots Regional youth ridership is up 44 percent. The total increase in youth ridership in FY24 was 240,716 rides over FY23.

FY24 YOUTH RIDERSHIP CHERRIOTS LOCAL



FY24 YOUTH RIDERSHIP CHERRIOTS REGIONAL



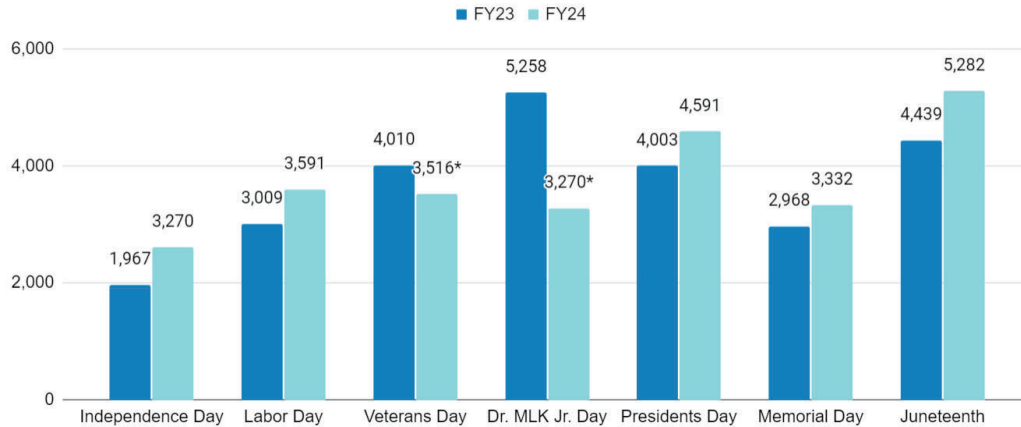
## Holiday Service Ridership



Holiday service began in 2021 as part of the A Better Cherriot's service change plan made possible by the Statewide Transportation Improvement Fund. Holiday service in FY24 provided a total of 26,194 rides across the seven different days. Ridership on all holidays increased over those in FY23, except for Veterans Day, which fell on a Saturday, and Dr. Martin Luther King, Jr. Day, due to an ice storm that disrupted service levels for several days. Because of these circumstances, lower ridership is expected on these two holidays.

### FY24 HOLIDAY BOARDINGS

\*FY24 Veterans Day fell on a Saturday; FY24 Dr. MLK Jr. Day fell during an ice storm



## Cherriots Local On-time Performance



For the first time in many years, this report includes on-time performance (OTP) data for the Cherriots Local system (OTP data for Cherriots Regional is forthcoming). Onboarding new technology to be able to provide OTP data was a major focus for the Planning Department in FY24. This data is made available through a new cloud-based software tool called Swiftly. Swiftly has been deployed under a one year pilot project as a bridge during the District's transition from one bus technology provider (GMV) to another (Avail Technologies).

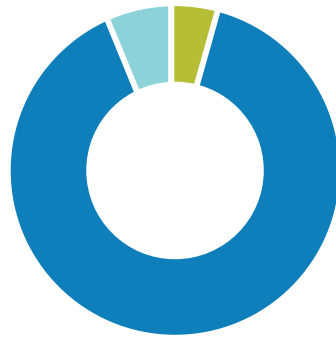
OTP is the measure of how close a bus adheres to its schedule and is measured only at bus stops with scheduled departure times, known as time points. There are three categories of OTP:

- **Early** - when a bus departs from a time point anytime before the scheduled time.  
Goal: 0%
- **On time** - when a bus departs from a time point anywhere between 0 to 5 minutes after the scheduled time.  
Goal: 85% or higher
- **Late** - when a bus departs from a time point more than 5 minutes after the scheduled time.  
Goal: 15% or lower

## Cherriots Local On-time Performance



### FY24 System level OTP for Cherriots Local



- Early: 4.2%
- On-Time: 89.4%
- Late: 6.3%

## Cherriots Local On-time Performance



### FY24 Route level OTP for Cherriots Local

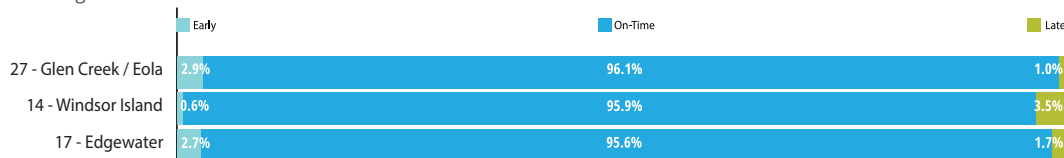
	Early	On-Time	Late
02 - Market / Brown	5.5%	89.7%	4.8%
03 - Portland Road	2.7%	92.4%	4.9%
04 - State Street	4.6%	92.7%	2.7%
05 - Center Street	5.2%	90.3%	4.5%
06 - Fairview Industrial	4.8%	88.8%	6.4%
07 - Mission Street	3.6%	92.7%	3.7%
08 - 12th / Liberty	6.9%	87.9%	5.2%
09 - Cherry / River Road	1.6%	85.8%	12.6%
11 - Lancaster / Verda	3.5%	79.3%	17.2%
12 - Market Street	9.5%	87.9%	2.6%
13 - Silverton Road	3.4%	92.6%	4.0%
14 - Windsor Island	0.6%	95.9%	3.5%
16 - Wallace Road	5.9%	88.9%	5.2%
17 - Edgewater	2.7%	95.6%	1.7%
18 - 12th / Liberty	6.2%	88.5%	5.3%
19 - Broadway / River Road	3.9%	89.0%	7.1%
21 - South Commercial	5.2%	91.6%	3.2%
22 - Kuebler Link	11.6%	86.3%	2.1%
23 - Lansing / Hawthorne	3.3%	91.5%	5.2%
26 - Glen Creek / Orchard Heights	4.3%	94.7%	1.0%
27 - Glen Creek / Eola	2.9%	96.1%	1.0%

## Cherriots Local On-time Performance

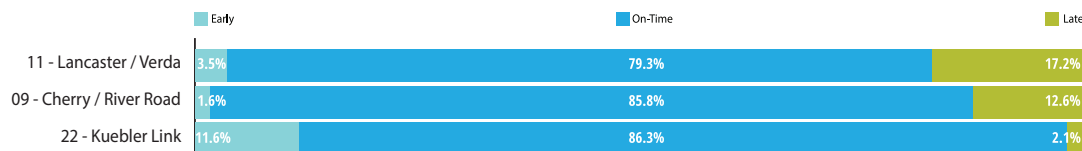


Over the coming months Planning staff will be able to analyze this OTP data and look for ways to make improvements using the tools Swiftly provides. Analysis will continue into future years using the tools that come with the Avail Technologies platform. One example of how this data could be used to analyze OTP is by looking at the top three and bottom three performing routes, as shown in the charts below.

The top three performing Cherriots Local routes in FY24 were Route 27 Glen Creek / Eola; Route 14 Windsor Island Road; and Route 17 Edgewater Street.



The bottom three performing Cherriots Local routes in FY24 were Route 11 Lancaster / Verda; Route 9 Cherry / River Rd; and Route 22 Kuebler Link\*. Although these were the bottom three routes in terms of OTP, two of the three were within our on-time metric of 85%.



\*Route 22 only operated during the last two months of the fiscal year.



## Cherriots LIFT Trends



The Americans with Disabilities Act (ADA) is a civil rights law that requires public transportation be available to people with disabilities within three-quarters of a mile of fixed-route bus service. Cherriots LIFT is an origin-to-destination, shared-ride complementary paratransit transportation service for individuals who are unable to use the Cherriots Local bus service because of their functional ability. Individuals can be qualified for Cherriots LIFT for some or all of their trips. An eligibility process is required to ride Cherriots LIFT.

The table below displays Key Performance Indicators (KPI) from FY24. Improving OTP for LIFT was a major focus for Contracted Services during FY24 as they onboarded a new reservations software, Via. while LIFT OTP was just below the target at 89.5 percent for the year, it has shown steady increases month over month. Rides per revenue hour are also approaching the target (2.75) at an average of 2.3 for the year. All other goals were met or exceeded.

### KEY PERFORMANCE INDICATORS

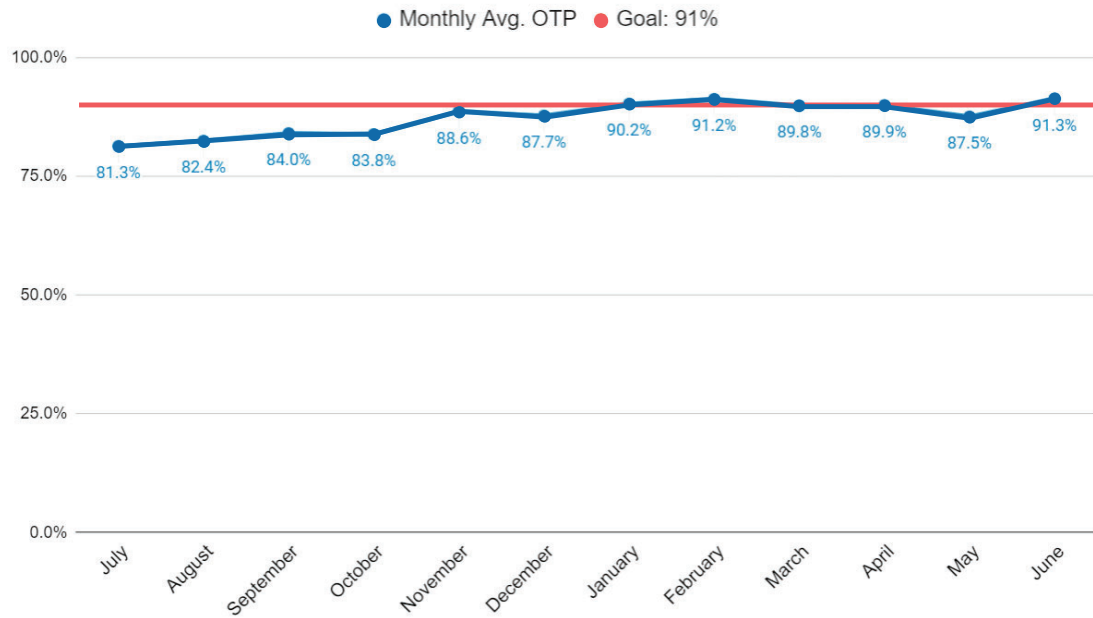
Cherriots LIFT - Key Performance Indicators	On-Time Performance (Goal: 91%)	Rides/ Revenue Hours (Goal: 2.75)	Trips Denied (Goal: 0)	Complaints/ 1,000 trips (Goal: < 2)	ADA Complaints (Goal: 0)	% Rides < 60 minutes (Goal: 75%)
FY24	89.5%	2.30	0	0.4	0	100%



## Cherriots LIFT Trends



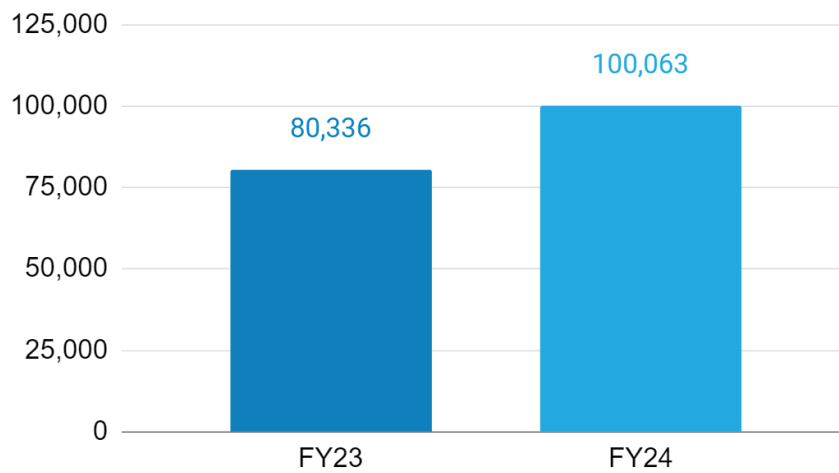
AVERAGE MONTHLY ON-TIME PERFORMANCE



## Cherriots LIFT Trends



TOTAL LIFT BOARDINGS

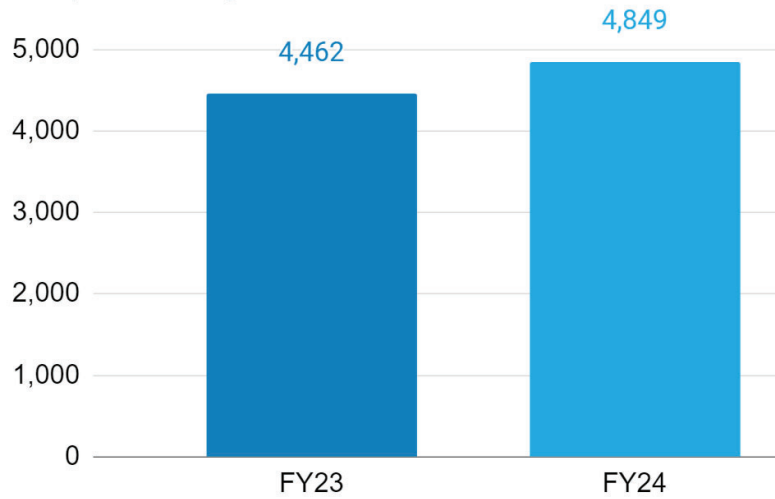


# Cherriots Shop and Ride Trends



Seniors and people with disabilities who don't qualify for Cherriots LIFT complementary paratransit service can rely on Cherriots Shop and Ride, which is a door to door dial-a-ride service that can be used for shopping, appointments, and more. These trips require a reservation made through the Cherriots call center, and it only runs Monday through Friday from 8 a.m. to 5 p.m. Trips are not guaranteed on Cherriots Shop and Ride as they are on Cherriots LIFT. Shop and Ride provided 387 more rides in FY24 than in FY23.

TOTAL SHOP AND RIDE BOARDINGS



# Customer Engagement Snapshot



Cherriots call center provides a world class customer experience for LIFT, Shop and Ride, and Regional Route 45 customers. In FY24 the call center was just three percent below its targets for calls answered in less than three minutes and calls answered in less than five minutes. Average speed of answer exceeded the target at just 35 seconds.

## CHERRIOTS CALL CENTER - KEY PERFORMANCE INDICATORS

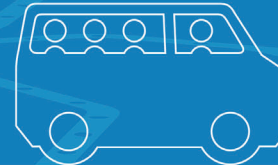
Cherriots Call Center - Key Performance Indicators	Total calls received	% Calls Answered in < 3 minutes (Goal: 97%)	% Calls Answered in < 5 minutes (Goal: 100%)
FY24	45,471	94%	97%

## CHERRIOTS CALL CENTER - KEY PERFORMANCE INDICATORS BY SERVICE

Service	Avg Speed of Answer (Goal: < 3 minutes)	Avg hold time (Goal: < 3 minutes)	Length of Call (Goal: < 3 minutes)
LIFT	0:00:35	0:06:00	0:03:34
Shop and Ride	0:00:35	0:06:00	0:03:25



## Vanpool Program



Vanpools are organized and subsidized for those with similar travel patterns, facilitated by the Cherris Commuter Options (CO) program. Groups who work together or who have similar regular travel patterns can apply to the CO program to obtain a van and use it on a daily basis. Training and support for riders, including a Guaranteed Ride Home program, is provided by Cherris staff.

Cherris supported and subsidized 40 vanpools filled with 211 commuters traveling throughout Polk, Marion, and Yamhill counties. Current industry sectors served include agriculture, industrial, federal and state government, manufacturing, and military. A vanpool is eligible for a subsidy as long as the worksite is located within the three counties served by the Commuter Options program. Subsidies provided in FY24 totaled \$179,615.33. The average monthly subsidy per van was \$413.16 for the year.

The following key performance indicators and success metrics are reported to Cherris leadership on a quarterly basis.

FY24 Vanpool Performance Metrics	
Max Operating Vanpools	40
Max # of Unique Riders	211
# of Trips	84,033
Vehicle Revenue Miles	492,347
Vehicle Revenue Hours	12,055
Average Occupancy Rate	62%

## Safety and Reliability Trends



Safe and reliable service is important for Cherris to deliver and for customers to experience. Two of the measures used to evaluate the safety and reliability of Cherris services are the frequency of mechanical failures resulting in a road call (i.e., while the bus is in service) and the frequency of preventable bus collisions. In FY24, Cherris LIFT was the only service not to have met or exceeded the goal for preventable accidents. All services exceeded the goal for road calls.

PREVENTABLE ACCIDENTS PER 100,000 TOTAL MILES TRAVELED  
(GOAL: < 2 PER 100,000 MILES)

Service	Preventable Accidents per 100,000 Miles Traveled (Goal: < 2 per 100,000 miles)		
	FY24 Total Preventable Accidents	FY24 Total Miles*	FY24 Preventable Bus Collisions per 100,000 Miles
Local	32	2,696,771	1.19
LIFT	13	552,193	2.35
Shop and Ride	2	34,229	N/A**
Regional	9	522,268	1.72

\*Local = Total Revenue Miles + Deadhead Miles. Other services = Total Revenue Miles.  
\*\*Total miles did not exceed 100,000; calculation is not applicable.

ROAD CALLS PER 10,000 MILES TRAVELED  
(GOAL: < 1 PER 10,000 MILES)

Service	Road Calls per 10,000 Miles Traveled (Goal: < 1 per 10,000 miles)		
	FY24 Count of Road Calls	FY24 Vehicle Miles Traveled	FY24 Road Calls per 10,000 Miles
Local	171	2,760,479	0.62
LIFT	17	631,125	0.27
Shop and Ride	1	39,991	0.25
Regional	11	604,386	0.18

# Safety and Reliability Trends



Other practices that contribute to safe and reliable service are performing preventive maintenance and major cleanings on Cherriot's buses. These activities were a major focus of the Maintenance Department in FY24, as demonstrated by the high percentages in the tables below.

## PREVENTIVE MAINTENANCE INSPECTIONS ON-TIME PERFORMANCE (GOAL: 100%)

FY24 Preventive Maintenance Inspections On-time Performance (Goal: 100%)			
Service	# Completed	# Completed Outside Limits	Percent On-time
Local	491	1	99.8%
LIFT	115	0	100.0%
Shop and Ride	7	0	100.0%
Regional	101	1	99.0%

## MAJOR BUS CLEANINGS (GOAL: 100%)

FY24 Major Bus Cleanings* (Goal: 100%)			
Service	Total # of Buses Available**	Total # of Cleanings Completed	Percent Completed
Local	752	746	99.2%
*This metric is only tracked for Cherriot's Local buses.			
**Anywhere from 60 to 66 buses were available to clean every 30 days			



# Appendix A. Cherriots Annual Performance Report for Fiscal Year 2024 (July 2023 - June 2024)

Route	On Time Performance (% on-time)	Weekdays				
		Ridership / Revenue Hour	Ridership	Changes from FY23 to FY24		
				Revenue Hour	Ridership / Revenue Hour	Ridership
<b>LOCAL BUS SERVICE</b>						
2 - Market / Brown	89.7%	18.0	268,695	4.8%	5.4%	10.5%
3 - Portland Road	92.4%	17.9	144,660	12.4%	-3.6%	8.4%
4 - State Street	92.7%	17.9	147,139	12.3%	4.7%	17.6%
5 - Center Street	90.3%	17.9	261,989	6.9%	14.9%	22.9%
6 - Fairview Industrial	88.8%	8.1	45,877	-0.4%	26.1%	25.5%
7 - Mission Street	92.6%	10.3	63,731	5.9%	24.7%	32.1%
8 - 12th / Liberty	87.8%	15.2	99,101	12.3%	-1.8%	10.3%
9 - Cherry / River Road	85.8%	14.9	114,921	-1.2%	22.0%	20.5%
11 - Lancaster / Verda	79.3%	18.4	506,314	4.2%	10.2%	14.8%
12 - Hayesville Drive	87.9%	6.2	22,817	-1.0%	32.8%	31.4%
13 - Silverton Road	92.6%	16.8	135,963	14.6%	11.2%	27.4%
14 - Windsor Island Road	95.9%	9.6	36,584	-1.0%	18.1%	16.8%
16 - Wallace Road	88.9%	16.6	41,434	3.3%	16.0%	19.8%
17 - Edgewater Street	95.7%	10.4	133,807	9.4%	12.0%	22.6%
18 - 12th / Liberty	88.5%	13.3	84,852	10.1%	3.4%	13.9%
19 - Broadway / River Road	89.1%	21.4	308,389	-1.3%	25.4%	23.8%
21 - South Commercial	91.6%	20.1	292,242	7.2%	0.3%	7.5%
22 - Kuebler Link*	86.3%	1.2	2,178	N/A	N/A	N/A
23 - Lansing / Hawthorne	91.5%	12.0	44,674	-1.1%	20.3%	19.0%
26 - Glen Creek / Orchard Heights	94.7%	6.0	11,669	-0.9%	62.2%	60.8%
27 - Glen Creek / Eola	96.1%	5.6	11,651	-1.1%	37.2%	35.7%
<b>LOCAL COMMUTER EXPRESS ROUTE</b>						
1X - Wilsonville / Salem Express	No reliable data	3.9	11,530	-1.0%	21.8%	20.6%
<b>Cherriots Local Totals</b>	<b>89.4%</b>	<b>15.6</b>	<b>2,790,217</b>	<b>6.4%</b>	<b>10.0%</b>	<b>17.1%</b>
<b>REGIONAL SERVICE</b>						
10X - Woodburn / Salem Express	No Reliable Data	4.5	19,470	-0.2%	34.3%	34.1%
20X - N. Marion Co. / Salem Express		3.4	11,668	-1.0%	37.4%	36.1%
30X - Santiam / Salem Express		3.8	11,108	-4.8%	29.8%	23.5%
40X - Polk County / Salem Express		7.9	45,704	-3.5%	27.9%	23.4%
50X - Dallas / Salem Express		2.8	4,150	4.3%	15.1%	20.1%
80X - Keizer / Wilsonville Express*		1.1	1,930	27.2%	38.1%	75.6%
<b>Cherriots Regional Express Totals</b>		<b>4.8</b>	<b>94,030</b>	<b>0.2%</b>	<b>27.3%</b>	<b>27.6%</b>
<b>Regional Deviated Fixed Route</b>						
45 - Central Polk County		1.6	4,092	2.3%	-6.2%	-4.0%
<b>Cherriots Regional Totals</b>		<b>4.6</b>	<b>98,122</b>	<b>0.5%</b>	<b>25.3%</b>	<b>25.9%</b>
Dial-a-Ride (Cherriots Shop and Ride Totals)	NA	1.6	4,849	8.0%	0.6%	8.7%
<b>Cherriots LIFT Totals</b>	<b>89.5%</b>	<b>2.2</b>	<b>89,826</b>	<b>23.9%</b>	<b>2.1%</b>	<b>26.6%</b>

\* Route 22 only operated in May and June of FY24.







**To:** Board of Directors  
**From:** Kiki Dohman, Commuter Options Coordinator  
Shofi Ull Azum, Chief Planning and Development Officer  
**Thru:** Allan Pollock, General Manager  
**Date:** September 26, 2024  
**Subject:** Fiscal Year 2024 (FY24) Annual Commuter Options Program Report

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## ISSUE

Shall the Board receive the FY24 Annual Commuter Options Program Report?

## BACKGROUND AND FINDINGS

The Commuter Options (CO) Program projects are centered on employer outreach and community engagement to improve awareness and access to transportation options through safety education, training, and public outreach. The activities, goals, and metrics of the CO Program are structured around the Oregon Department of Transportation's approved work plan.

Based on the established work plan, the CO Program focused FY24 efforts on the priorities below: Further explanation and details of the tasks can be found in [Attachment A: FY24 Commuter Options Program Report](#).

### 1. Foster Active and Multimodal Safety Education and Outreach

- Redesigned the local bike map for the Salem-Keizer region. Printed 2,500 copies and shared with local stakeholders.
- To address the rise in youth ridership, the District and Salem Keizer Public School collaborated on an instructional video promoting safe transportation practices, showcasing the talent of a high school theater class.
- Developed Try Transit campaign that aims to engage community leaders and raise awareness about the crucial role of safe, accessible, and reliable public transportation in community planning.

## 2. Expand Micromobility

- Initiating a planning feasibility study with a consultant to explore shared micromobility services for the Salem-Keizer area, aligning with the District's priority to become a mobility integrator focused on offering several mobility options that address first-and-last mile solutions.

## 3. Grow Vanpool Subsidy Program

- The CO Program supported and subsidized 40 vanpools for 211 commuters across Polk, Marion, and Yamhill counties, servicing sectors such as agriculture, industrial, government, manufacturing, and military.

## 4. Improve Access to Transportation Options

- Since February 2024, the Group Pass Program has been managed through the District's e-fare platform, Umo, providing 1,239 rides to employees in the commuter benefits program who can access their passes via the Umo app or Tap Card.
- The Get There database has expanded through outreach events, employer partnerships, and promotion of the statewide challenge.

### **FINANCIAL IMPACT**

None

### **RECOMMENDATION**

For information only.

### **PROPOSED MOTION**

**None.**

## Salem Area Mass Transit District Commuter Options Program

### FY24 Annual Report

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The Commuter Options (CO) Program projects are centered on employer outreach and community engagement to improve awareness and access to transportation options through safety education, training, and public outreach. The activities, goals, and metrics of the CO Program are structured around the approved work plan created by Salem Area Mass Transit District (the District), Oregon Department of Transportation (ODOT) and Mid-Willamette Valley Council of Governments (MWVCOG). The plan details specific goals and activities to be accomplished during the year. The CO Program intends to work toward meeting its mission by focusing efforts and attention on the following priorities and tasks:

1. Foster Active and Multimodal Safety Education and Outreach
2. Expand Micromobility
3. Grow Vanpool Subsidy Program
4. Improve Access to Transportation Options

<b>Priority 1) Foster Active and Multimodal Safety Education and Outreach</b>
A) Safety and Education Resources
<p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>● Printed 2,500 copies of the new Salem-Keizer Area Bike Map for outreach purposes</li> <li>● Youth safety video – a partnership project with Salem Keizer Public Schools</li> </ul>
<p><b>Narrative:</b></p> <p><i>Bike Map</i></p> <p>This was a collaborative project with the Salem-Keizer Area Transportation Study (SKATS) team at the Mid-Willamette Valley Council of Governments (MWVCOG). The purpose of this map is to shrink the overall area from a three-county map to focusing on just the Salem-Keizer area. By reducing the area size, the map is now easier to read, contains more details of bike routes, and showcases a variety of community resources.</p> <p>Distributed maps to community partners:</p>

- Bike shops in the Salem-Keizer area
- City of Salem
- Travel Salem
- City of Keizer
- Salem Municipal Airport
- Salem-Keizer Bike Club
- Safe Routes to School
- Mid-Willamette Valley Council of Governments

The map can be found on the District's website:

<https://www.cherriots.org/media/doc/Go By Bike 2024 WEB.pdf>



FREE

Bike Routes, Transit Centers, Park & Rides, and More!

2024 EDITION

Cycling around Salem-Keizer

## Go by Bike

Brought to you by:



You can also find this map at:



© 2024, Mid-Willamette Valley Council of Governments (mwcog.org) and Cherriots (cherriots.org). Map by Alta Planning + Design, alta.com

Riding a bike boosts physical and mental health, reduces your carbon footprint, and is a good way to spend time outdoors!



### Bicycling in Salem & Keizer

**The Willamette Valley Scenic Bikeway**  
This bikeway meanders through the mid-Willamette Valley, including parts of Salem. It's a great way to view Oregon's history, sample the agricultural bounty of the Valley, pedal through tranquil scenery, and make your own history by riding the first official Scenic Bikeway in the U.S. Look on the map for the way highlights along roads and bikeways to follow the route.



#### DOWNTOWN SALEM



0 25 50 75 100

MILES

0 3 6

MINUTES

Assumes speed of 20mph



Routes by Type	Legend
<span style="color: purple;">—</span> Multi-Use Path	School
<span style="color: blue;">—</span> Low-Traffic Street with Bike Lane	College/University
<span style="color: lightblue;">—</span> Low-Traffic Street	Library
<span style="color: yellow;">—</span> Medium-Traffic Street with Bike Lane or Wide Shoulder	Hospital
<span style="color: orange;">—</span> Medium-Traffic Street	City Hall
<span style="color: red;">—</span> High-Traffic Street with Bike Lane or Wide Shoulder	Transit Center
<span style="color: darkred;">—</span> High-Traffic Street	Park & Ride
<span style="color: red;">—</span> Caution: Challenging Area or Route	Railroad
Steep Slope	Education Campus
More Arrows = Steeper	Airport
One-Way Street	Parks and Open Space
	River, Lake, or Creek

The lush Willamette Valley, with its year-round temperate climate, makes walking and biking viable options for transportation. People getting around by bicycle and on foot can help limit traffic congestion and vehicle emissions – and that's a good thing!

You can use Get There Connect, Oregon's free sidematching and trip planning tool, to find suggested bike routes, transit connections, and more. Visit [GetThereOregon.org](http://GetThereOregon.org).

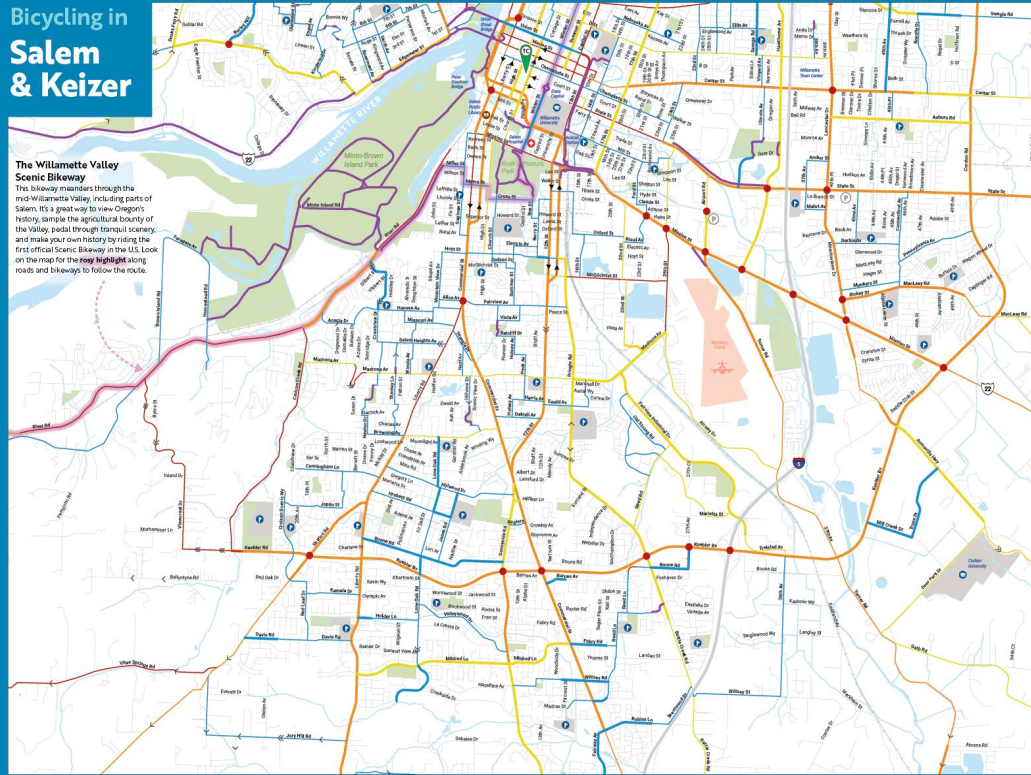


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# Bicycling in Salem & Keizer

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 The bikeway meanders through the mid-Willamette Valley, including parts of Salem. It's a gateway to the region's history, sample the agricultural bounty of the Valley, pedal through scenic scenery, and make your own history by riding the first official Scenic Bikeway in the U.S. Look on the map for the key highlights along roads and bikeways to follow the route.



## Tips for Riding & Repairing Your Bike

- HOW TO RIDE IN TRAFFIC**
- **Predictable** Ride so drivers can see you and predict your movements. Remember that the rules in the drivers manual apply to bicyclists also.
  - **Alert** Ride defensively and expect the unexpected.
  - **Be Equipped** You will ride easier and safer if you and your bike have proper equipment.
- OREGON BICYCLE LAWS**
- Obey traffic signs, stop signs, one-way streets, and other basic traffic laws.
  - Ride "as far as practicable" to the right (or to the left or right on a one-way street).
  - Yield the right-of-way to pedestrians. Give an audible warning when overtaking a pedestrian.
  - Keep at least one hand on the handlebars. Keep control of the bicycle at all times.
  - When riding between sunset and sunrise or whenever visibility is poor, use a headlight with a white light that is visible from at least 500 feet ahead and a red reflector or lighting device visible from at least 500 feet behind.
  - Never brake by hand or foot, when braking, your bicycle skids on clean, dry pavement.
  - Ride with one leg on each side of the seat. Middle seat and tandem seats are prohibited. Riding "straddle" is prohibited.
  - Ride no more than two abreast.

- BIKES & TRANSIT**
- Combining biking with public transit is a great way to increase your transportation options and reach your destination more efficiently. Cheriots buses have bike racks available, making it easy for commuters to incorporate cycling into their daily journeys.
- For detailed instructions on how to load a bicycle onto a Cheriots bus, as well as guidelines on the type of bike permitted and being seated for your bus, visit [Cheriots.org/Bicycling](http://Cheriots.org/Bicycling). This resource will provide valuable information for those looking to integrate biking and public transportation seamlessly into their commutes.
- BIKE REPAIR STATIONS**
- For cyclists needing to make minor repairs and adjustments to their bicycles, there are three bike-fixing stations for public use in Salem and Keizer. Each station offers a variety of tools including wrenches, levers, a flux key set, a bicycle pump, and Phillips head and standard screwdrivers.
- |  |  |  |
|--|--|--|
| <b>Keizer Civic Center</b><br>920 Commercial Rd NE<br>Keizer, OR 97103 | <b>Keizer Transit Center</b><br>5460 Keizer Station Blvd<br>Keizer, OR 97103 | <b>Riverfront Park</b><br>near the Tom McCall statue at the waterfront<br>300 Water St NE<br>Salem, OR 97303 |
|--|--|--|
- Mid-Willamette Valley Council of Governments MWVCOG, Salem Area Mass Transit District and City of Salem disclaim any responsibility for errors, omissions, or inaccuracies in this map. It is not meant to be relied on for any decisions or based on any kind related to the data and information contained on this map.

**Routes by Type**

- Multi-Use Path
- Low-Traffic Street with Bike Lane
- Low-Traffic Street
- Medium-Traffic Street with Bike Lane or Wide Shoulder
- Medium-Traffic Street
- High-Traffic Street with Bike Lane or Wide Shoulder
- High-Traffic Street
- Caution: Challenging Area or Route
- Steeper Slope  
More Arrows = Steeper
- One-Way Street

**Legend**

- School
- College/University
- Library
- Hospital
- City Hall
- Transit Center
- Park & Ride
- Railroad
- Education Campus
- Airport
- Parks and Open Space
- River, Lake, or Creek

## Bike Safety Tips & Laws

- USE LIGHTS AT NIGHT**  
The law requires a strong headlight visible from at least 500 feet and rear reflector or taillight visible from 400 feet behind at night or when visibility is poor. Wear light-colored clothing with reflective tape for extra visibility.
- OBEY TRAFFIC SIGNS, SIGNALS AND LAWS**  
Bicyclists must obey the rules of the road. Be visible, predictable, and flow with the traffic stream.
- NEVER RIDE AGAINST TRAFFIC**  
Motorists are looking left for traffic, not bicyclists on the wrong side of the road. Wrong-way riding cyclists are twice as likely to get in a crash as those riding with traffic. It is against the law to ride against traffic, EVEN in a bike lane.
- USE HAND SIGNALS**  
Hand signals let motorists what you intend to do. Signal as a matter of law of courtesy, and of protection.
- AVOID ROAD HAZARDS**  
Watch out for drainage grates, sewer covers, oily pavement, wet leaves, gravel, and ice. Lane markings and manhole covers can be slippery when wet. Cross railroad tracks at a right angle.
- USE BICYCLE TRAFFIC DETECTION DEVICES**  
Look for a small bicycle icon in the pavement at an intersection. Place your bicycle over it to change the traffic signal.
- KNOW WHAT'S BEHIND YOU**  
Look over your shoulder, or use a mirror, to keep track of traffic near you.
- RIDE SLOWLY AROUND PEOPLE**  
Pedestrians have the right of way. By law, you must give an audible warning when preparing to pass (call out, or ring a bell or horn). Riding on sidewalks is not allowed in any location.
- BE PREPARED FOR A VEHICLE PULLING INTO YOUR PATH**  
Until you make eye contact, assume that a stopped motorist in a driveway or cross street has not seen your approach.
- DON'T WEAVE BETWEEN PARKED CARS**  
Ride in a straight line as close as possible to the right. Ride consistently and always scan parked vehicles for people who may open a door in your path.
- USE CAUTION WHEN PASSING**  
You may pass slower or stopped traffic on the right only when it is safe. Be very careful when overtaking cars and stay out of a motorist's blind spot as a driver may not signal when turning.
- RIDE IN THE MIDDLE OF THE LANE IN SLOW TRAFFIC**  
Call in the middle of the lane at busy intersections whenever you are moving at the same speed as traffic. Always signal when moving to the center of the lane.
- THERE ARE TWO WAYS TO MAKE A LEFT TURN**  
Signal, move into the left lane for left side of lane and turn left.  
Ride straight to the far side crosswalk and walk your bike across.

**BICYCLE PARKING TIPS**

Bicycle theft is a common problem. Never leave your bike unattended, not even for a second! Always lock the frame and front-wheel to a secure rack or post, since the front-wheel can often be easily removed from a bike.

For extra security remove the front wheel and lock it with the frame and rear wheel.

## Youth Safety Video

The launch of the Youth Zero Fare program kicked off an ongoing partnership and collaboration with Salem Keizer Public Schools (SKPS). With the significant increase in youth ridership, it was decided to create an instructional video that promotes safe practices while utilizing multiple modes of transportation. The CO Coordinator worked with SKPS staff and arranged a high school theater class to act in the video. A full Spanish translation was created and a joint rollout plan to promote the video was finalized with SKPS.

The target audiences for this video are youth transit riders (existing and new), parents, SKPS teachers and staff, and community members. In addition to the District's social media channels and website, these are the ways the video was promoted through SKPS:

- Advisory group/class - show tutorial video
- SKPS and schools' social media pages
  - Consider posting on High School or Middle School platforms as well because not everyone follows the district's posts

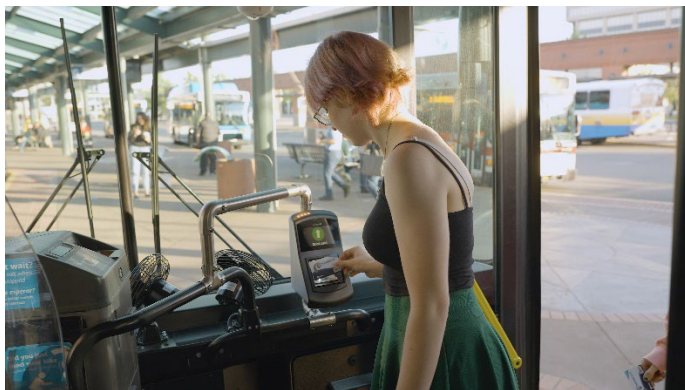
- Student Square (new) – a student platform for communication
- Parent Square – existing communication channel for parents
- SKPS website & Newsletters
- School announcements

The video was also shared with community partners such as the City of Salem, the City of Keizer, Safe Routes to School, and Salem for Refugees.

Here is a link to the English and Spanish versions of the video:

[www.cherriots.org/youthzeropass/](http://www.cherriots.org/youthzeropass/)

Still photos taken from video:





## B) Community Leader Campaign – Try Transit

Try Transit is designed for the District Board of Directors to connect with and spark awareness among elected officials, decision-makers, and key community leaders of the importance of including safe, accessible, and reliable public transportation for all users in the transportation planning process.

The CO Coordinator worked with the Board’s DEI subcommittee members and District staff to develop this campaign and prepared a comprehensive communications toolkit for the District Board of Directors to use as a resource while they do their outreach.

This resource includes:

- ideas for engagement
- limited number of Try Transit Day Passes for the Cherriots Board to distribute
- a list of local community events to take transit to
- a sample invitation email
- social media strategies and sample posts

## C) Transportation Options (TO) Outreach and Professional Development

### **The CO Coordinator:**

- Participated in a Mobility Management Framework Workshop at Lane Transit District
- Coordinated a Cherriots bus to visit an elementary school for Read Across America Week (pictured below)
- Met with 28 employers in Marion, Polk, and Yamhill Counties about launching internal commuter programs
  - 11 public service organizations
  - 5 agricultural companies
  - 4 educational institutions
  - 3 health care providers
  - 2 manufacturing companies
  - 2 local restaurants
  - 1 distribution center
- Represented the District at 18 community partner meetings
- Presented at two industry-related conferences and one webinar
- Attended six statewide transportation options (TO) meetings
- Discussed access to transportation benefits with seven multi-family residential communities in Marion County
- Delivered TO welcome packages to new residents at Courtney Family Veterans Housing in downtown Salem
- Tabled at five outreach events at employer worksites in the Salem-Keizer region



March 11 · 🌐

Last week, Cherriots was invited to a kindergarten class at Hallman Elementary to celebrate #ReadAcrossAmerica Week.

This group of students got to explore a real bus, meet a transit operator, learn about the Youth Zero Pass program, and listen to a member of #TeamCherriots read the book, "Don't Let the Pigeon Drive the Bus!"

Thanks to the Hallman Elementary Huskies for having us out to visit!

#readersareleaders #PublicTransit #SalemOregon #KeizerOregon | Salem-Keizer Public Schools



📣 Boost this post to reach up to 4052 more people if you spend \$84. [Boost post](#)

👍❤️ You, Debbie Cannon, Terri Martin and 97 others      2 comments 19 shares

\*\* This social media post was the Districts best-performing post without any promotional funding or "boosting" for the past 3 years.

**Goal 2) Expand Micromobility**

A) Feasibility Study

**Results:**

- Completed Procurement Package for the Shared Micromobility Feasibility Study

**Narrative:**

The CO program is leading the effort of soliciting the services of a consultant to lead a planning feasibility study of shared micromobility services in the Salem-Keizer area. The District has a priority of becoming a mobility integrator and is committed to exploring

opportunities to integrate shared mobility options and first-and-last mile solutions. The RFP is slated to be released in FY25 Q1.

### Goal 3) Grow Vanpool Subsidy Program

#### A) Vanpool Program

**Results:**

- Operational performance metrics

**Narrative:**

In FY24, Cherriots supported and subsidized 40 vanpools with 211 commuters that traveled throughout Polk, Marion, and Yamhill counties. Current industry sectors served include agriculture, industrial, federal and state government, manufacturing, and military.

A new employer with worksites along the Santiam Canyon, previously an area unserved by vanpool, launched a successful vanpool program.

KPIs	FY24
Max Operating Vanpools	40
# of Trips	84,033
Vehicle Revenue Miles	492,347
Vehicle Revenue Hours	12,055
Average Occupancy Rate	62%

## Goal 4) Improve Access to Transportation Options

### A) Transit Pass Programs

#### Results:

- Integrated Group Pass Program into the Umo platform
- Launched Umo reseller portals at community partner sites
- Get There Database Growth

#### Narrative:

Since February 2024, the GPP has been administered through the District's e-fare platform, Umo. The GPP provided a total of 1,239 rides to employees enrolled in the commuter benefits program. Employees can either retrieve their assigned passes by the Umo app or by a Umo Tap Card. Several training sessions have been held at the worksites to help employees navigate their Umo accounts and maximize their transit benefits.

The Commuter Options Coordinator and the Districts Customer Experience Specialist took the lead on launching reseller portals within Umo. Aligned with the priority of increasing access to transportation options, these reseller portals allow transit riders to purchase bus passes at local businesses throughout the community.

### B) Promote and Expand the Get There Platform

#### Narrative:

##### *Get There Training*

Staff continues to promote the Get There platform to employer networks and community group meetings to grow the database.

For example, the CO Coordinator facilitated training for City of Salem staff to become a network manager in Get There. The CO Coordinator is helping the City of Salem achieve their goal of launching a formal commuter benefits program for their employees in October 2024. The plan is to leverage both the Try Transit campaign and the Get There Car Free Challenge to educate and promote the available transportation options to employees.

##### *2023 Get There Challenge*

New this year, the 2023 Get There Challenge was team-based and encouraged participants to set up community and worksite teams. A total of 254 teams were formed statewide and 1,180 Oregonians participated, averaging 4.6 participants per team. The 39 teams were formed in the Cherriots region and logged 2,659 trips on the Get There platform.

## 2024 Get There Car Free Challenge Promotion

In preparation for the upcoming statewide challenge, the CO Coordinator has promoted this campaign by sharing the Get There promotional toolkit, sending direct emails, tabling at employer worksite events, and presenting to the District's Community Advisory Committee (CAC) and the board meeting in August 2024. The CO Coordinator has also created messaging that will be used on all of the District's public communication platforms and has planned three promotional events the week of the challenge in September 2024.

### C) Get There Database

#### FY24 Impact:

**8.4k**  
ALTERNATIVE TRIPS

**176,061.1 mi**  
ALTERNATIVE DISTANCE

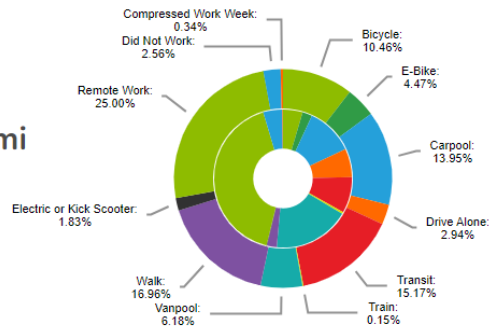
**61.9 tons**  
CO2 REDUCED

**\$95k**  
MONEY SAVED

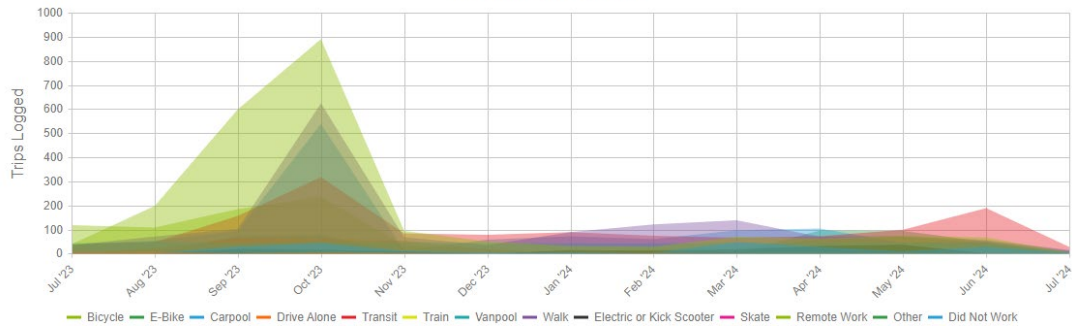
**8.8k**  
TOTAL TRIPS

**198,127.1 mi**  
TOTAL DISTANCE

**1.1 Million**  
CALORIES BURNED



Alternative Trip Comparison



## FY23 Comparison:

**6.8k**  
ALTERNATIVE TRIPS

**150,658.1 mi**  
ALTERNATIVE DISTANCE

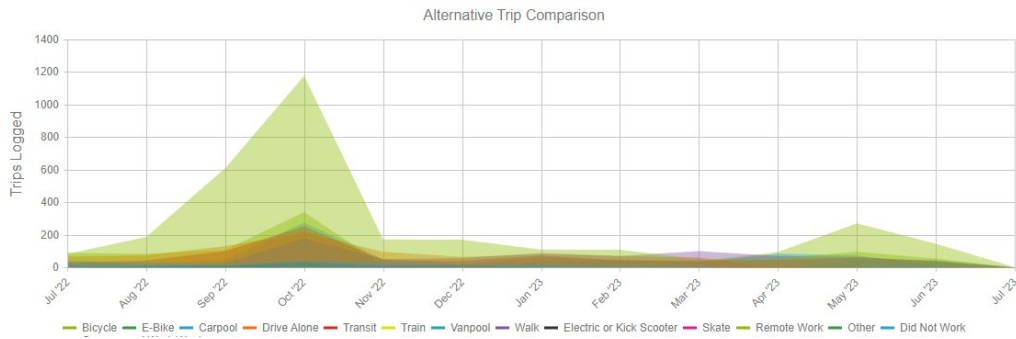
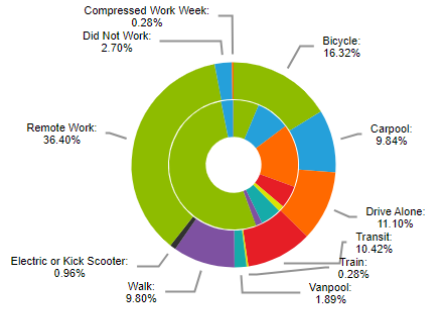
**54.9 tons**  
CO2 REDUCED

**\$85k**  
MONEY SAVED

**7.9k**  
TOTAL TRIPS

**185,301.2 mi**  
TOTAL DISTANCE

**0.9 Million**  
CALORIES BURNED



# FY24 Annual Commuter Options Report

Presented by:

Kiki Dohman

Commuter Options Coordinator

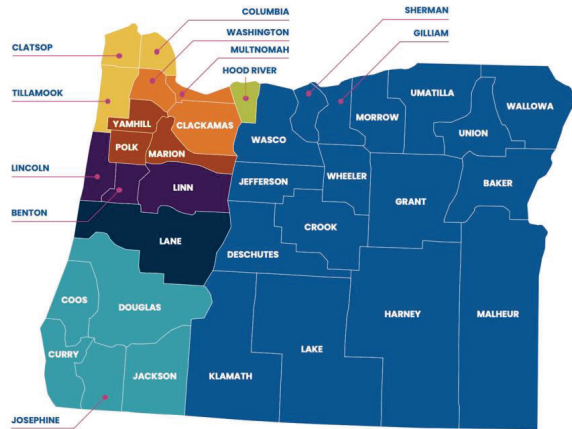


## Presentation Overview

- Commuter Options Program
- FY24 Activities
- Questions



# Commuter Options Program



- Grant funded program
- Focuses on all local transportation options
- Develops strong community partnerships
- Prioritizes outreach and education

# Commuter Options Program

## FY24 Priorities and Outcomes

- Foster active and multimodal safety education and outreach
- Expand micromobility
- Grow vanpool subsidy program
- Improve access to transportation options



# Education and Outreach



## Updated Bike Map

### Goals

- Simplify map area
- Digestible to reader
- Added transit info

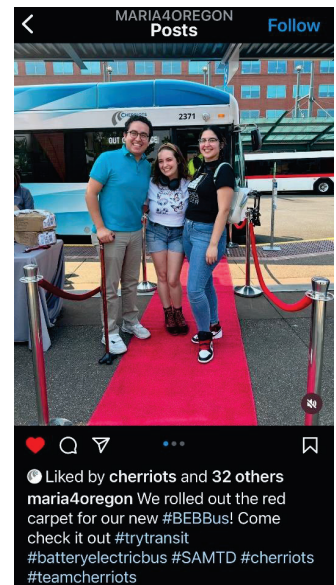
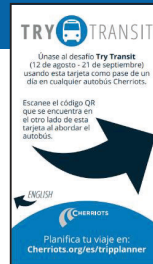


# Safety Video

Project with Salem Keizer Public Schools



# Try Transit



# Meetings and Events

- Mobility Management Framework Workshop
- School visit for Read Across America Week
- Met with 28 organizations and 7 residential communities
- Delivered TO welcome packages to new residents at Courtney Family Veterans Housing
- 18 community partner meetings
- Presented at two industry-related conferences and one webinar
- Attended six statewide transportation options (TO) meetings



# Expand Microbmobility

# Shared-Micromobility Feasibility Study



## Goal:

To explore viable shared micromobility programs that could work in the Salem-Keizer region

## Timeline:

- Procurement package is completed
- RFP should be released in early October at the latest

# Grow Vanpool Program

# Vanpool Program

## FY24 Overview

- Max Operating Vanpools = 40
- Max Vanpool Riders = 211
- Average One-Way Trip = 28 miles
- Total Trips = 84,902
- Average Occupancy Rate = 62%

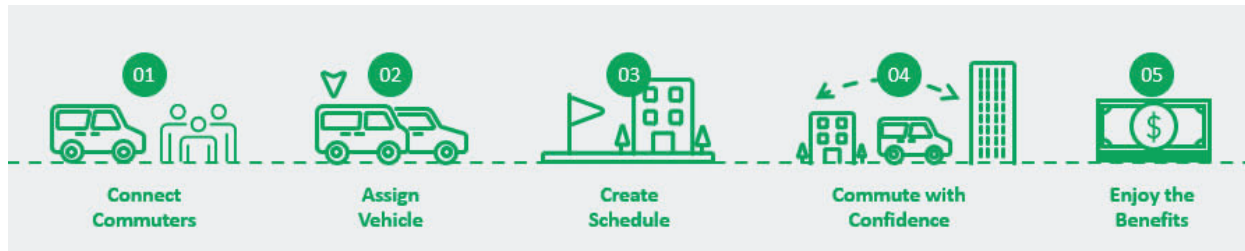


# Vanpool Program

# of Vans	Industry Sector
17	Agriculture
12	Federal
8	Manufacturing
2	Military
1	Government

# Vanpool Program

## How to Build Vans



# Vanpool Program

## Feedback From Our Riders

- "I think the vans are an excellent program. Thank you so much!"
- "Thank you so much for this service it's excellent. We save so much money on gasoline."
- "Would NOT be working here without this ride!"
- "Excellent Service!"
- "For me personally, I am very grateful to the company for providing those of us who don't or can't drive a mode of transportation that's consistent and reliable. I don't know if I'd be working here without it."

# Improve Access to Transportation Options



## Transit Pass Programs

### **Group Pass Program**

- Umo integration
- Provided 1,239 rides since February

### **Exploring innovative transit pass programs**

- Meeting with community partners and employers to find needs and gaps

# Get There FY24 Regional Results

**8.4k**  
ALTERNATIVE TRIPS

**176,061.1 mi**  
ALTERNATIVE DISTANCE

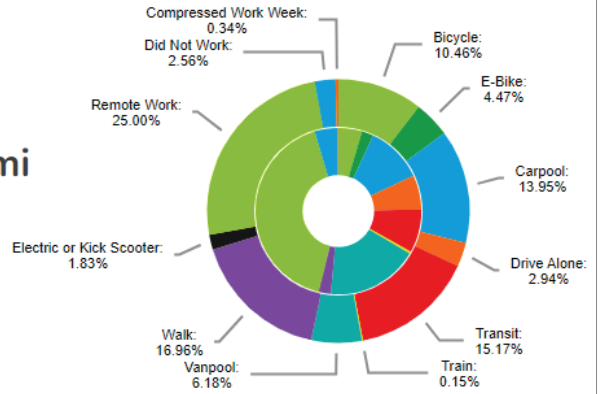
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MONEY SAVED

**8.8k**  
TOTAL TRIPS

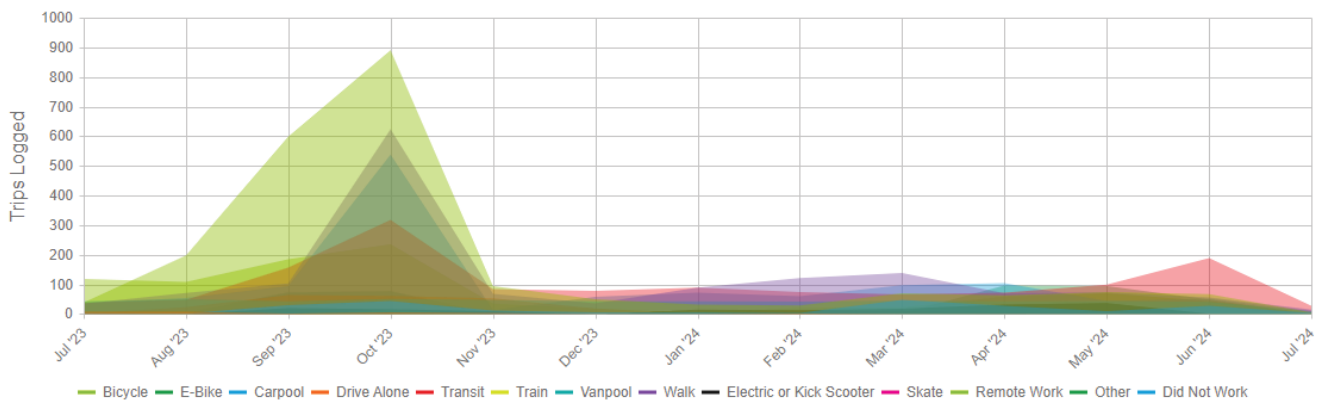
**198,127.1 mi**  
TOTAL DISTANCE

**1.1 Million**  
CALORIES BURNED



# Get There FY24 Regional Results

Alternative Trip Comparison





# Get There Challenge Efforts



**Join the movement!**

**Get There Car Free Challenge**  
Sept. 16-22

[GetThereOregon.org/Challenge](http://GetThereOregon.org/Challenge)

 **get there**

The graphic features a stylized cityscape with various buildings in shades of blue and orange. In the foreground, there are icons for a blue bus, a person walking, a person on a scooter, a person on a bicycle, and another person walking. The background includes a yellow sun, white clouds, and green trees. The text is arranged in a clean, modern layout with a mix of white and orange colors.

# Looking Ahead - FY25

# FY25 Priorities

- Complete shared microbmobility feasibility study
- Emerging mobility
- Stronger community-based partnerships
- Construction mitigation
- Trips beyond commute
- Safety Education
- Elevate the story of transportation options



**To:** Board of Directors  
**From:** Allan Pollock, General Manager  
**Date:** September 26, 2024  
**Subject:** Board Member Committee Report

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**ISSUE**

Shall the Board report on their activities and committee assignments as representatives of Salem Area Mass Transit District?

**BACKGROUND AND FINDINGS**

Board members are appointed to local, regional, or national committees. Board members also present testimony at public hearings on specific issues as the need arises on behalf of the District. Board members may take this opportunity to report committee updates or on any meetings or items of note relating to District business.

Subdistrict 1 Joaquín Lara Midkiff	West Salem Business Association
Subdistrict 2 Director Navarro	State Transportation Improvement Fund Advisory Committee (STIFAC)
Subdistrict 3 Director Carney	Salem-Keizer Area Transportation Study (SKATS) Legislative Committee
Subdistrict 4 Director Hinojos Pressey	
Subdistrict 5 Director Davidson	FY27 Service Enhancement Committee Mid-Willamette Valley Council of Governments (MWVCOG)
Subdistrict 6 Director Duncan	Diversity, Equity, and Inclusion Committee Mid-Willamette Area Commission on Transportation (MWACT)
Subdistrict 7 Director Holmstrom	Community Advisory Committee MWVCOG Regional Rail Advisory Board

**FINANCIAL IMPACT**

None.

**RECOMMENDATION**

For informational only.

**PROPOSED MOTION**

**None.**