



Salem Area Mass Transit District
Board of Directors

~ WORK SESSION ~

May 8, 2017

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

MINUTES

PRESENT: President Robert Krebs; Directors Jerry Thompson, Kathy Lincoln, Marcia Kelley, and Colleen Busch **ABSENT:** Directors John Hammill and Steve Evans

Board

Staff

Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Patricia Feeny, Director of Communication; Paula Dixon, Director of Administration; SueAnn Coffin, Contracted Transportation Manager; Linda Galeazzi, Executive Assistant

Guests

Bill Holmstrom, Chair, SAMTD Budget Committee

1. CALL TO ORDER

5:30 PM

President Bob Krebs called the work session to order.

2. DISCUSSION

a. MV Contract Extension

5:31 PM

Staff report: Pages 1-2 of the agenda

Presenter: David Trimble, Chief Operating Officer

Board members received information on a proposed six month extension of a two-year contract with MV Transportation that ends June 30, 2017. The District submitted a request for proposal (RFP) to the Federal Transit Administration to extend the current Contract to December 31, 2017 for their review as required. The FTA review has taken longer than expected delaying the solicitation process. The current two-year contract includes Complementary ADA Paratransit Service (CherryLift), Chemeketa Area Regional Transportation Service (CARTS), and RED Line service.

Follow-up: Mr. Pollock has an appointment with an FTA representative to discuss the ramifications for the delay in the solicitation process. He noted that this exercises one of two extensions from the previous contract.



b. Title VI Plan Discussion

5:38 PM

Staff report: Pages 3-362

Presenter: Ted Stonecliffe, Transit Planner II

Mr. Stonecliffe provided a recap of changes proposed in the Title VI Program document to include Policy 104 Language Assistance and Policy 108 Public Participation. Mr. Stonecliffe explained the five major parts to the Title VI Program and the three policies to govern the major service changes and three policies to govern fare changes. Policy 104 was changed to include Spanish and *Russian* language after the District conducted a review of the minority population percentages that exceed 5% or 1,000 individuals, whichever is less of the total population within Marion and Polk Counties. Policy 108 applies to the institution of proposed reduction in transit services or increases in fares.

Follow-up: The Board will take action on the policy changes and the Title VI Program document at the May 25, 2017 board meeting.

c. Advertising RFP Update

6:27 PM

Staff report: Pages 1-2 of the agenda

Presenter: Lorna Adkins, Marketing Coordinator

Ms. Adkins informed the board that staff conducted interviews with two vendors for commercial advertising services and intends to present a formal recommendation at the May 25th board meeting. She reported on staff's findings after contacting other transit agencies to find out what percent of their advertising contract was revenue, if they offered advertising. She spoke about the committee's process for recommending a vendor whose revenue guarantee is lower than the other vendor interviewed. Rates are determined at the time a five year contract is set up and will include advertising on all of the District buses.

Board members discussed whether the new brand played a more significant role than revenue when making a decision between the two vendors. They discussed the opportunity it gives local businesses to have local advertising. Board members were advised that the cost of District time for maintenance and other staff interaction has not yet been considered. Board members said they want local business participation and a move toward good will in the community. They don't want advertising to reduce the quality of the rides for the customer.

Follow-up: Board members will want to see the final offer before they take action.

d. Review Draft FY2018 Board Meeting Schedule

7:13 PM

Staff report: Page 365



Presenter: Allan Pollock, General Manager

The Board reviewed a proposed calendar for the FY2017-2018 regular board meeting and work session dates. There was a conflict for the October work session date due to the APTA Annual Conference scheduled from October 8-11, 2017. Board member recommended that the October work session be held on October 16, 2017. The times of the work session at 5:30 p.m. and the board meetings at 6:30 p.m. will not be changed.

Follow-up: The Board will vote on their calendar of meetings for FY2018 at the May 25, 2017 regular board meeting.

e. Strategic Planning Continued Discussion

7:17 PM

Staff report: Verbal

Presenter: Allan Pollock, General Manager

Mr. Pollock spoke about a joint transportation meeting held at the Capitol. He also reported that the Salem City Council will take action at their meeting this evening to support the transit component of the State transportation bill. It was noted that the transit district is the only entity that operates within four different jurisdictions.

Mr. Pollock gave a presentation at the first meeting of the City's strategic planning process. There were five to six work groups chosen to discuss topics to include public transportation. He also provided a YouTube presentation of the City Council's May 6, 2017 work session, where City Councilors discussed the role the City could take through six different approaches to help public transportation. The City will direct their staff to work with District staff in a work group setting.

Follow-up: Mr. Pollock will follow up to see what action the City Council took to support transit as part of the State's transportation bill.

3. GENERAL MANAGER COMMENTS

7:44 PM

Staff report: Pages 367-370

Presenter: Allan Pollock, General Manager

Mr. Pollock went over the draft agenda for the May 25th board meeting, and reviewed the upcoming board agenda items and calendar review.

Follow-up: Director Busch noted that she would be gone for the June 22, 2017 meeting.

4. WORK SESSION ADJOURNED

7:45 PM

Submitted and Recorded by: Linda Galeazzi, Executive Assistant/Clerk of the Board