

Salem Area Mass Transit District
Board of Directors

~ **WORK SESSION** ~

November 14, 2016
Courthouse Square – Senator Hearing Room
555 Court Street NE, Salem, Oregon 97301

MINUTES

PRESENT:	President Robert Krebs; Directors John Hammill, Kathy Lincoln, Marcia Kelley, Colleen Board
Board	Busch, Jerry Thompson, and Steve Evans
Staff	Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Paula Dixon, Director of Administration; Steve Dickey, Director of Transportation Development; Patricia Feeny, Director of Communication; Linda Galeazzi, Executive Assistant; Ben Fetherston, SAMTD Legal Counsel
Guests	Cindy Rogers, City Clerk, City of Aumsville; Brent Standridge, TripLink Call Center Manager, MV Transportation

1. **CALL TO ORDER** **5:30 PM**
President Bob Krebs called the work session to order.

2. **DISCUSSION**

a. **CARTS Regional Redesign Project Update** **5:30PM**

Staff report: Pages 1-50 of the agenda

Presented by: Ted Stonecliffe, Long-Range Planning Analyst, Transportation Development Division
Board members received a summary and the outcomes of the public outreach conducted by staff over a six week period to receive feedback on the proposed changes recommended for the CARTS regional service area. Mr. Stonecliffe reviewed the list of changes that will be recommended. He also reported on where the feedback from the public outreach events were received and the respondents overall feelings about the proposed changes. A comprehensive list of all of the comments and the changes made to address those comments will be included in the Board's agenda packet for the January 26, 2017 regular meeting. Staff intends to send this packet of information out to all who gave the District their email address at least one to two weeks prior to the board meeting for review and comment.

Comments: Mr. Pollock advised that there will be a 17% cut in state funding for all of the properties across the state. Staff will do an analysis to see what the effects will be on the CARTS project. He has a chart that gives more information on the cuts and their impact from past bienniums and the current 2015-2017 biennium.

Director Lincoln asked if the District had a plan B if there are cuts to be made. She asked if there was a possibility to use, add on or extend the state employee bus pass program to the CARTS system.

Director Thompson advised that the District is the designated STF agency for

Marion and Polk Counties. Cuts may not affect the first year of the biennium, but cuts may be necessary in the second year.

Director Kelley said they can wait and see what the legislature decides to do; a percentage of the cigarette tax has gone into the STF fund.

President Krebs said there could be a financial package that comes out of the legislature; they will have to wait and see. He noted that the public hearing for comments regarding the CARTS regional plan has closed; so comments received will need to come to the Board through the January board meeting.

Direction: **Director Kelley recommended that the Board receive the CARTS packet of information as early as possible in December, due to the holidays, so they have time to review and comment prior to the January meeting.**

b. Cherriots Service Changes

6:05 PM

Staff report: Pages 51-70 of the agenda

Presented by: Chris French, Senior Planner, Transportation Development Division

The Board was apprised of service changes to the Cherriots fixed route service that will take effect on January 3, 2017. A map of the service changes was provided as Attachment B in the staff report. Staff had been monitoring and modifying the new service since September 2015 after the District launched major *Moving Forward* service changes. Mr. French explained in detail the issues and the solutions for the issues that have consistently surfaced since these service changes were made. Staff will provide another informational update at the Board's regular meeting on December 8th.

Comments: Director Kelley remarked that she hoped these changes would get the routes back on schedule again.

Director Hammill stated that the changes should eliminate the bottleneck and the additional wait time should be easier too. He said difficulties with missing the transfer has been an issue that he has heard a lot about. Transfer reliability at transfer stations should also be considered.

c. Proposed Website Development Contract

6:32 PM

Staff report: Pages 71-72 of the agenda

Presented by: Jenny Furniss, Marketing/Social Media Specialist, Communication Division

Ms. Furniss reported on the findings for updating the District's website and gave examples of the issues that were shared with the marketing and technology services staff. The procurement process has been completed and the evaluation committee determined that OMBU was the most responsive to the procurement criteria. The Board will be asked to take action on the proposed contract at the December 8th regular meeting. OMBU proposed an eight month timeline to redevelop the website.

Comments: In response to questions asked by the Board, Ms. Furniss reported that the proposer for the District's website design has also worked with Metro and their corridor plan using dynamic maps. OMBU is based out of Portland so the kick off meeting will be onsite. The proposed timeline is eight months with incremental time points to stay on track. Staff is doing an internal inquiry of all departments to get feedback on what staff wants to include on the District's website.

d. District Property Commercial Advertising Policy

6:45 PM

Staff report: Pages 73-78 of the agenda

Presented by: Patricia Feeny, Director of Communication, Communication Division

Board members reviewed revisions to the Board's advertising policy as a result of the Board's discussion at the August 8th work session. Board members provided feedback on advertising content standards, Items A to Q (on pages 75-76 of the agenda). Final revisions to the policy will be brought to the Board for action through the Resolution process at their December 8th Board meeting. Upon approval, a Request for Proposal (RFP) process will begin.

Comments: President Krebs advised that the Board has a choice; to go forward with this action item or ignore it. He personally does not like wraps that cover the windows, but this issue involves the potential to generate an estimated \$100-\$150,000 of revenue a year.

Director Kelley remarked that the District has had advertising on the buses for a long time and were not sued. This is an opportunity for local businesses to advertise. This was her original proposal. They do not have many choices and it could be a feel good opportunity with their knowing that the revenue was going to help underprivileged youth.

Director Busch asked about the Oregon Lottery exception under Item 117.05(k) since the primary income derived by the Lottery was gambling. She noted that the legal age to gamble was 18 years and older. Director Kelley suggested that the Oregon Lottery would advertise things like the gambling hot line.

Mr. Pollock explained what was involved in working with the vendor. There is no control over the cost of the ad but there should be no expense for the District; the vendor hires the installer. Prior to cancelling the contract with Lamar, they guaranteed a dollar amount of \$250,000 per year.

Director Hammill remarked that the draft policy framed the issues nicely. The issues are not about revenue but about public perception. Senator Courtney had asked him why they did not advertise and he responded that there was not much of a return.

Director Lincoln said the revised policy was better than the last policy draft, noting that there was still some risk. It is not risk-free but the Board is going into it with their eyes wide open. She suggested that language in the policy under Item 117.13 in the last sentence be changed to state the general manager was responsible for implementation of the policy rather than both the General Manager and the Director of Communication.

Direction: **President Krebs stated that staff will do some wordsmithing and ask legal counsel to review the policy one more time prior to adding it to the agenda for board action at the December 8 meeting.**

e. 2016-2017 Strategic Plan Update

7:05 PM

Staff report: Pages 79-82 of the agenda

Presented by: Allan Pollock, General Manager

Mr. Pollock provided an update on the Board's strategic planning process that began on August 26th with the Board's subcommittee at a kick off meeting. Feedback from that initial meeting was presented to the full Board at the September 22nd regular meeting when Board members

asked to discuss the strategic planning process further at a work session. Board members considered two approaches to provide a strategic document that will set a course for the District for the next five to twenty years – They could start over with a new strategic document that would require help from a facilitator to move the group through the process; or they could meet to review and update the existing document. Mr. Pollock provided steps to be taken during the process with a timeline.

Comments: Director Thompson was in favor of adjusting the current strategic business plan (SBP) but did not want to go through the process of rewriting it. He said it was a painful and lengthy process. Director Kelley agreed; recalling that it took two full Saturdays. There is only so much you can do with a transit plan; the destination is the same. She did not think the SBP needed a lot of tweaking.

Director Lincoln noted that Director Hammill brought up some serious concerns at their subcommittee meeting. One of the concerns he raised was whether the Board wanted commuter service or to help people with no transportation.

Director Hammill said his concerns were based on the fact that there have been a number of significant changes since the Board voted on a 75/25% split of frequency and coverage. During all of their debates in the last four years, the SBP was never used. We know we need a SBP; it provides strategic direction. He said we want a SBP that provides guidance; a living document and we do not have that right now.

Director Thompson was in favor of tying District's activities back to the SBP.

President Krebs said they need to see if the SBP is current.

Mr. Pollock recapped what he heard that they are not communicating how the changes reflect the goals in the SBP or what is in the District's Strategic Pillars that he talked about in his Budget Message. The District is repackaging service, not growing service. We need to link all of that activity together.

Direction: **Mr. Pollock advised that staff will add discussion about the strategic business plan over the next five to ten years on to the work session agendas next year until it is completed.**

3. GENERAL MANAGER COMMENTS

7:19 PM

Staff report: Pages 29-32 of the agenda

Presented by: Allan Pollock, General Manager

Mr. Pollock reminded the Board that there will be no transit service on District holidays to include November 24, Thanksgiving Day, the day after Christmas on December 25 and the day after the New Year's Day holiday, on January 2, 2017. He noted that the next regular Board meeting was scheduled for December 8 where the Board will take action on the third and final amendment to the CFM Strategic Communications contract, on two budget committee appointments and a revised advertising policy. Looking ahead, Mr. Pollock stated that the Board will take action on the District's state legislative priorities at their January 26, 2017 meeting.

President Krebs noted that the Mid-Willamette Valley Council of Governments sent out a call for nominations for three regional awards to be presented at the MWVCOG Annual Dinner on

January 25, 2017. Director Busch submitted a nomination [on file] to consider. Director Kelley recommended that this nomination be submitted for the Professional Services Award. Completed nomination forms are due back to the COG by December 29, 2016 and will be kept confidential until the awards dinner.

Director Lincoln inquired about Sandy Hernandez, who expressed an interest to her about serving on the Special Transportation Fund Advisory Committee. Director Hammill noted that there were three vacancies to fill. Mr. Pollock responded that staff has tried to contact her but have not heard back from her yet.

Director Busch shared a request from the Keizer Chamber about the District sponsoring the cost of shuttling people back and forth to Keizer Rapid Park for an event they are planning. Mr. Pollock advised that he would be willing to hear about their ideas and sponsorship; however, the District does not provide service on weekends.

4. WORK SESSION ADJOURNED

7:32 PM

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