

**SALEM AREA MASS TRANSIT DISTRICT
BOARD OF DIRECTORS**

~ WORK SESSION ~

Monday, April 10, 2017
5:30 PM

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

AGENDA

- 1. CALL TO ORDER** (President Bob Krebs)
- 2. DISCUSSION**
 - a. Service Change Updates for January and May 2017 **1**
 - b. Route 2X Grand Ronde Express Service and Funding Update ... **15**
 - c. Fare Analysis Update **19**
 - d. Advertising RFP **23**
 - e. Continued Strategic Planning Discussion **25**
- 3. GENERAL MANAGER COMMENTS**
 - a. Draft Agenda for the April 27, 2017 Regular Meeting **35**
 - b. Upcoming Board Agenda Items **36**
 - c. Calendar Review **38**

Mission

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

Values

Safety – Service Excellence – Communication – Innovation – Accountability

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

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

Cherriots Administration Office ~ 555 Court St NE, Suite 5230 ~ Salem, OR 97301 Phone (503) 588-2424 ~ www.cherriots.org

MEMO TO: BOARD OF DIRECTORS

**FROM: CHRIS FRENCH, SENIOR PLANNER
STEVE DICKEY, DIRECTOR OF TRANSPORTATION DEVELOPMENT**

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: SERVICE CHANGE UPDATE - JANUARY AND MAY 2017

JANUARY 2017 SERVICE CHANGE

On January 3, 2017, staff implemented a number of changes to improve service reliability and customer convenience.

GOALS

The goals of the changes were to:

1. Increase reliability
2. Simplify, and provide clarity
3. Facilitate transfers

STRATEGIES

In order to accomplish these goals, staff used the following strategies:

- Increase runtime and layover time on most frequent routes
- Split routes that travel through Downtown Transit Center
- Pulse 15-minute service together at Downtown Transit Center
- Simplify route paths
- Renumber routes to remove "A"s

RESULTS

FEEDBACK

Overall the feedback from riders, customer service, and transit operators has been largely positive. In February, planning staff surveyed Cherriots customer service representatives and transit operators.

Of the five customer service representatives who responded to the survey, 100% liked the changes overall and 100% believed the change helped riders. Of the ten transit operators who responded to the survey, 100% liked the changes overall and 90% believed the change helped riders (with 10% unsure).

ON-TIME PERFORMANCE

In March 2017, staff conducted on-time performance checks at the Downtown Transit Center on all routes with additional time. Three full days of trips were collected for each route.

Routes were considered “on time” if they arrived up to five minutes past their scheduled arrival time at the Downtown Transit Center.

The percent of trips arriving on time were as follows:

- **Route 5** / 99% on time
CENTER STREET
- **Route 17** / 98% on time
CENTER STREET
- **Route 19** / 95% on time
BROADWAY / RIVER ROAD

MAY 2017 SERVICE CHANGE

On May 8, 2017, staff will implement a few more service changes.

ROUTE 12 EXTENSION

On September 6, 2016, staff changed the path of Route 12 in response to the bus crowding taking place in front of Chemeketa Community College’s Building 2. Route 12 is now parking in front of the Brown and Purple Lots on the eastern end of campus. This change has made it more difficult for riders to get to the buildings on campus and to transfer to other routes. As a result, in recent months we have experienced a ridership drop of more than 40% on this route.

Beginning May 8, Route 12 will now extend farther south, forming one-way loop on 45th Ave, Silverton Road, Lancaster Drive, Winema Place, South Campus Loop, and Fire Protection Way. This change should help accomplish two goals:

1. Give riders in the Hayesville neighborhood easier access to Safeway and other shopping along Silverton Road and Lancaster Drive.
2. Bring riders closer to Chemeketa Community College, making it easier to access the college and to transfer to other routes.

Staff will be monitoring ridership in the months following this change to see if ridership stabilizes.

CHERRIOTS REGIONAL LAUNCH

Cherriots Regional launches on May 8. There are two major components of the launch:

1. New express routes to replace the current deviated-fixed routes.
2. CARTS, 1X, and 2X all being wrapped under the new Cherriots Regional brand.

DOWNTOWN TRANSIT CENTER BUS PARKING CHANGES

Staff is making a few changes to bus bay parking on May 8:

- Most regional routes will be parked at the North Block.
- More local routes will be parked at the Center Island to better facilitate transfers between service that is more frequent.
- Larger, bolder bay signs will be installed with our new brand.

FUTURE SERVICE CHANGES

Planning staff will continue to update the Board of Directors every four months on each upcoming service change, as well as results from the previous service change.

After May 8, the next service change will take place on September 5, 2017.

January 2017

Service Change Results

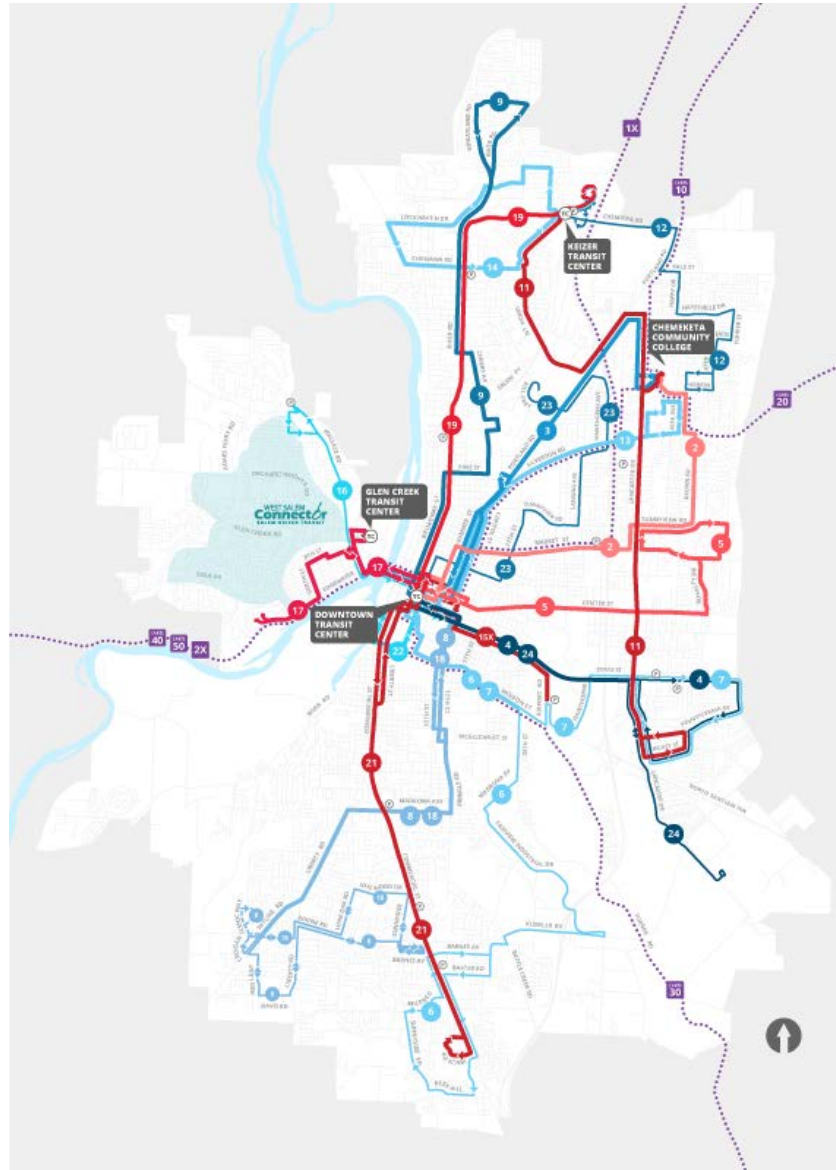
Overview of Changes

Goals

- Increase reliability
- Simplify and provide clarity
- Facilitate transfers

Strategies

- Increase runtime and layover time on most frequent routes
- Split routes that travel through Downtown TC
- Pulse 15-minute service together at Downtown TC
- Simplify route paths
- Renumber routes to remove "A"s



Results / Feedback

Riders

- Feedback has been largely positive

Customer Service *Survey Results*

- 100% like the changes overall
- 100% believe the change helped riders

Transit Operators *Survey Results*

- 100% like the changes overall
- 90% believe the change helped riders

Results / On-Time Performance

Staff conducted on-time performance checks at the Downtown TC for the routes with added time.

Route were considered “on time” if they arrive up to five minutes past their scheduled arrival time at DTC.

- **Route 5** / 99% on time
CENTER STREET
- **Route 17** / 98% on time
EDGEWATER / GERTH
- **Route 19** / 95% on time
BROADWAY / RIVER ROAD

May 2017

Upcoming Service Changes

Overview of Changes

Route 12 Extension

- Extending service south to Silverton Road
- Bringing service closer to Chemeketa CC

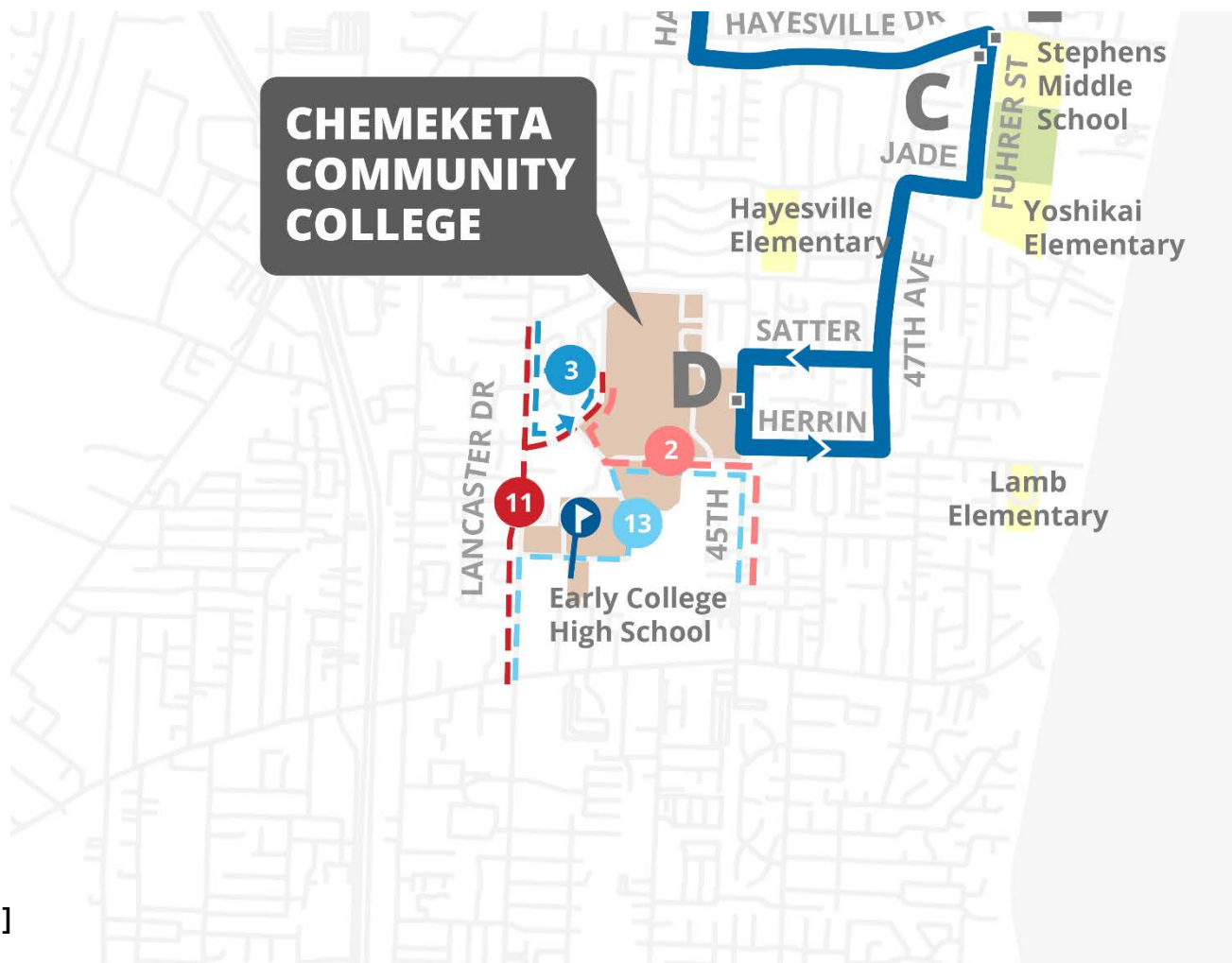
Cherriots Regional Launch

- Express service begins
- CARTS, 1X, and 2X rebranded to Cherriots Regional

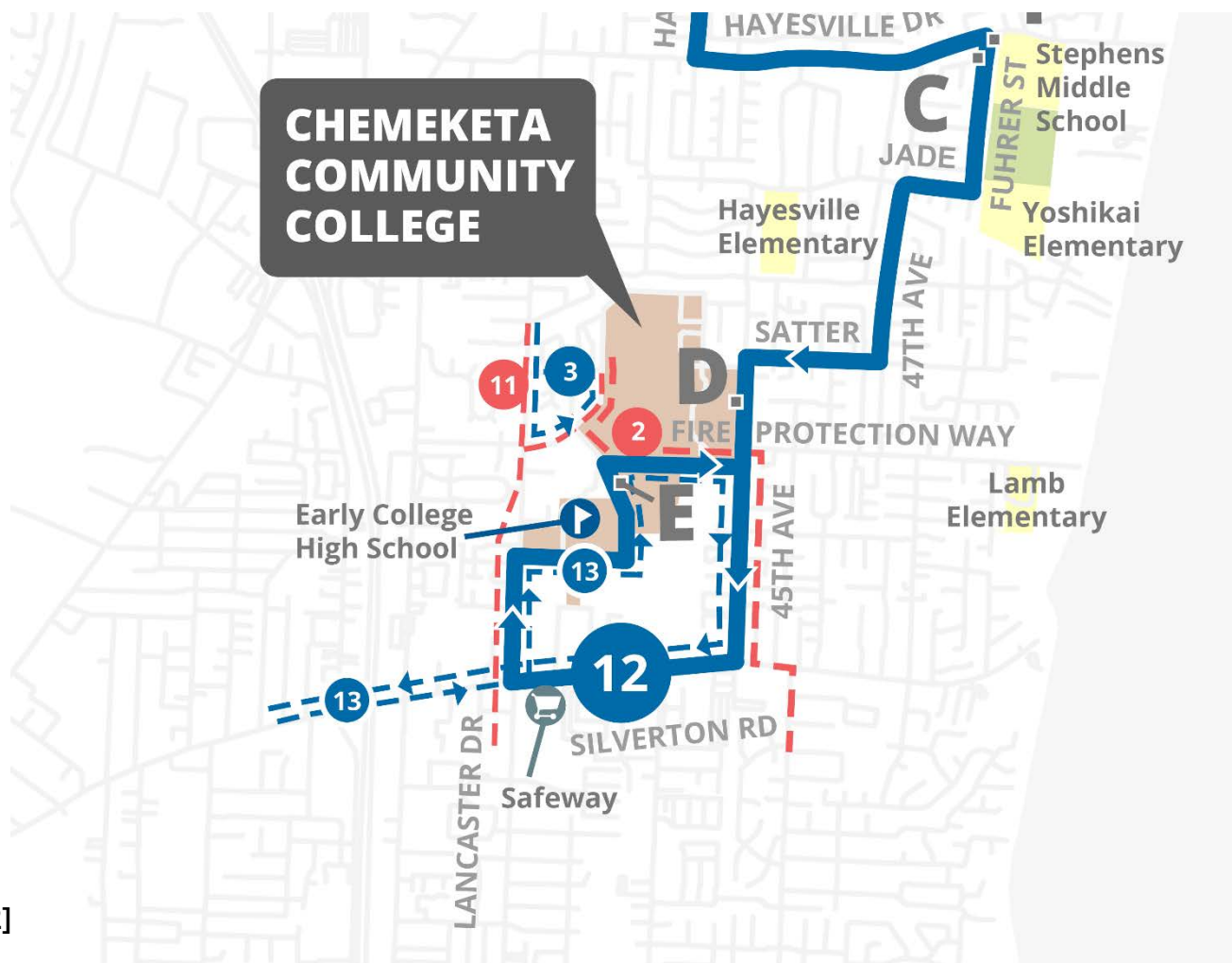
Downtown Transit Center Bus Parking Changes

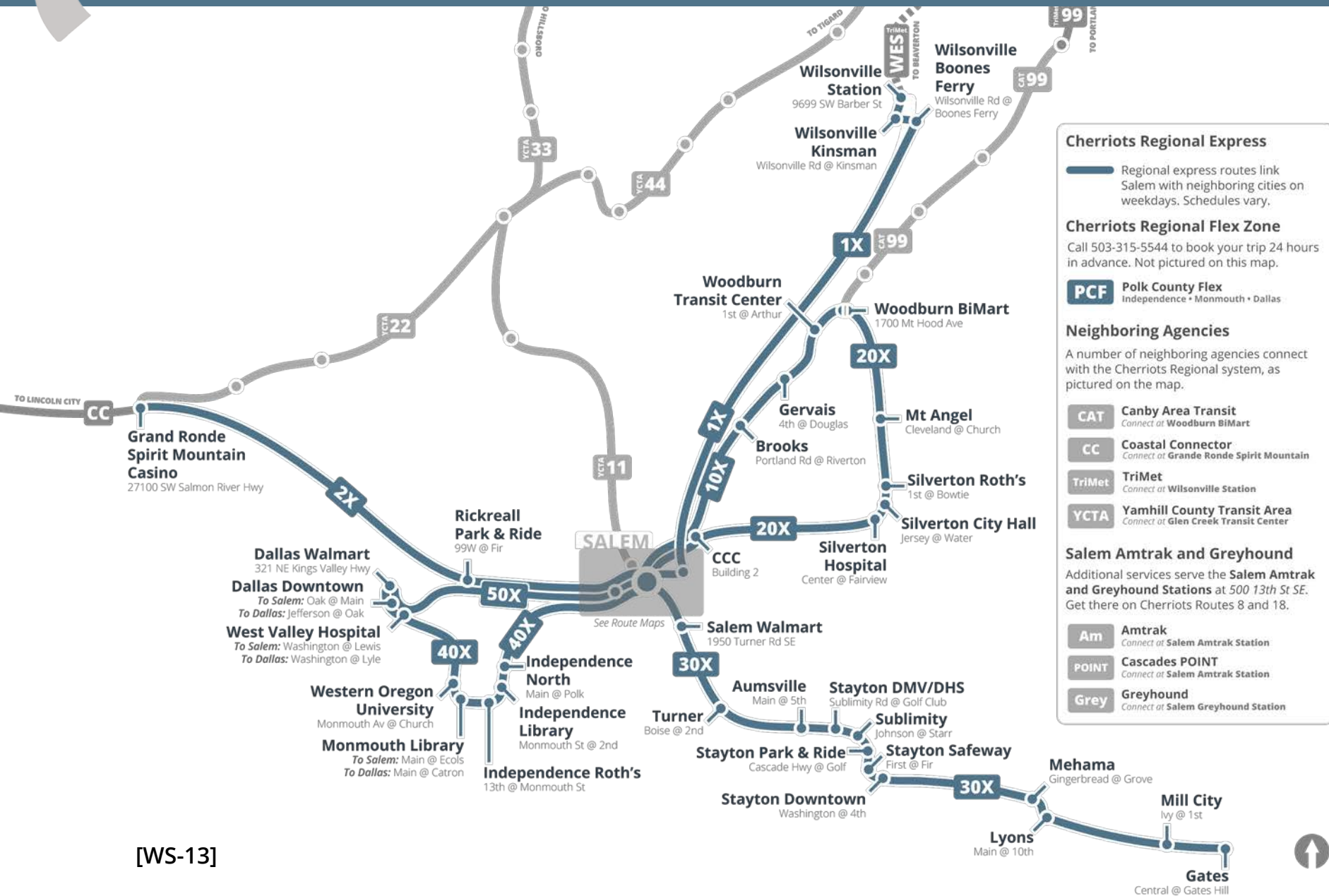
- Regional service parked along the North Block
- More local routes parked along the Center Island to better facilitate transfers

Route 12 Extension / Today



Route 12 Extension / May 2017





Cherriots Regional Express

Regional express routes link Salem with neighboring cities on weekdays. Schedules vary.

Cherriots Regional Flex Zone

Call 503-315-5544 to book your trip 24 hours in advance. Not pictured on this map.

PCF Polk County Flex
Independence • Monmouth • Dallas

Neighboring Agencies

A number of neighboring agencies connect with the Cherriots Regional system, as pictured on the map.

CAT Canby Area Transit
Connect at Woodburn BiMart

CC Coastal Connector
Connect at Grande Ronde Spirit Mountain

TriMet TriMet
Connect at Wilsonville Station

YCTA Yamhill County Transit Area
Connect at Glen Creek Transit Center

Salem Amtrak and Greyhound

Additional services serve the Salem Amtrak and Greyhound Stations at 500 13th St SE. Get there on Cherriots Routes 8 and 18.

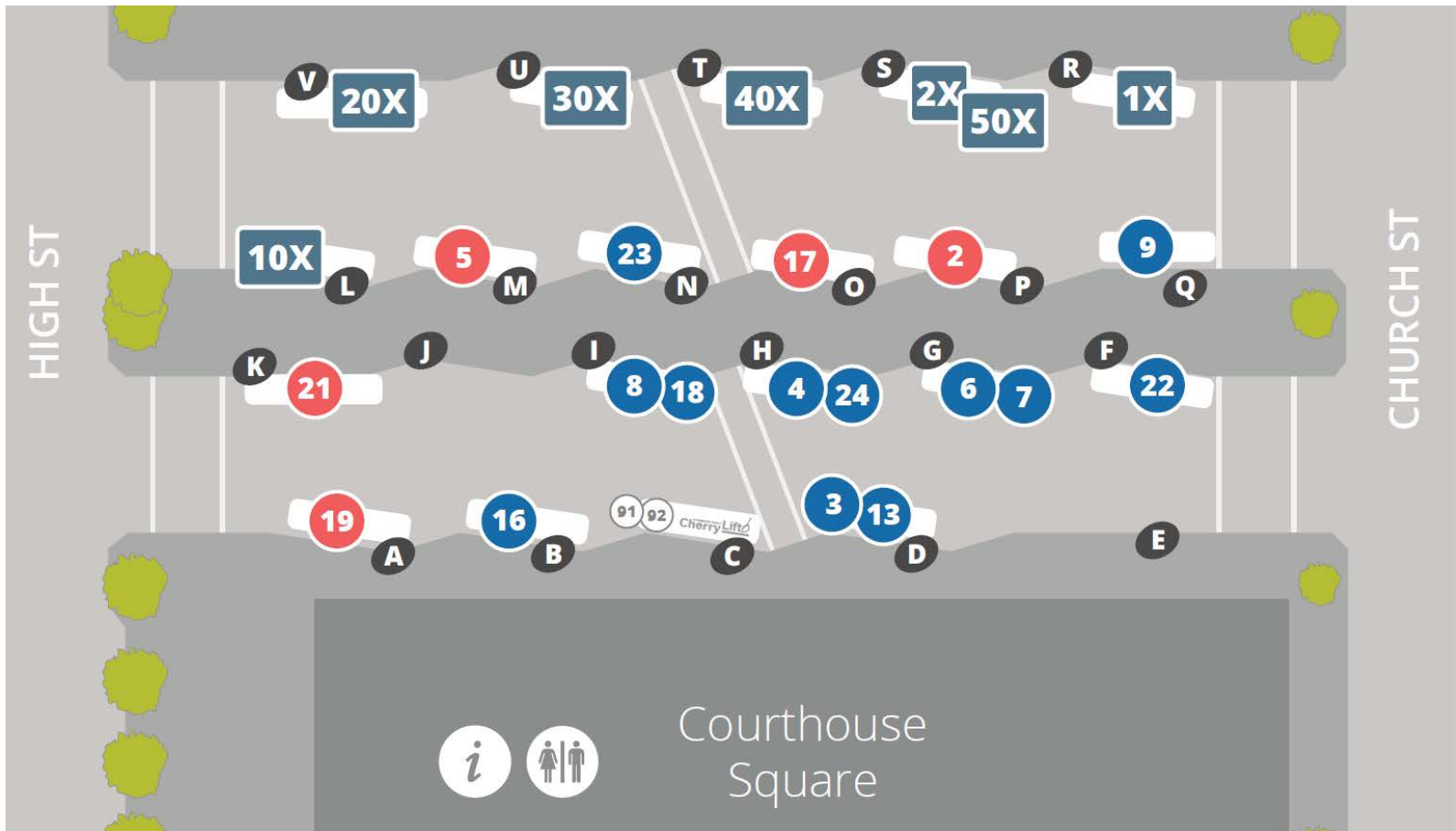
Am Amtrak
Connect at Salem Amtrak Station

POINT Cascades POINT
Connect at Salem Amtrak Station

Grey Greyhound
Connect at Salem Greyhound Station



DTC Bus Parking Changes



MEMO TO: BOARD OF DIRECTORS

FROM: STEPHEN DICKEY, DIRECTOR OF TRANSPORTATION DEVELOPMENT

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: ROUTE 2X GRAND RONDE EXPRESS SERVICE AND FUNDING UPDATE

Cherriots has been operating Route 2X Grand Ronde Express (Route 2X) since 2009. Currently Cherriots provides eight round-trips Monday through Friday between the downtown transit center in Salem and the Spirit Mountain Casino. The service was initially started to address employee retention issues at the casino. With the casino being located several miles from nearby communities the cost of commuting when fuel prices were high was prohibitive for many current and prospective employees.

Ridership Trends

Since the service started a number changes have been tried to improve ridership on the route. These include adding a trip (originally there were only seven round-trips), adding service to the tribal governance center (which was later removed due to little or no use), and adjustments to the schedule in an attempt to provide better service for the casino's employees. The most recent change was coordination with the Coastal Connector service operated by Tillamook County Transportation District. This service provides three trips per day between Lincoln City and the Spirit Mountain Casino Monday through Friday, and between Lincoln City and the Salem Amtrak/Greyhound station on Saturdays and Sundays.

Even with all of the changes introduced to improve ridership, overall ridership has dropped by 27 percent over the last three years. In **Table 1** average daily ridership by time of day will show when people are riding, the direction they are traveling, and the decline in average daily ridership between 2014 and 2016.

Table 1:

	Round-Trip Time from Salem	6:30am	7:30am	1:30pm	3:30pm	4:30pm	5:30pm	8:30pm	10:30pm	Daily Total
	Trip from Salem Percentage	60%	69%	85%	43%	0%	0%	0%	21%	
	Trip from Spirit Mountain Percentage	40%	31%	15%	57%	100%	100%	100%	79%	
2014	Annual Daily Total Average	13	10	19	12	8	7	12	9	90
	From Salem	8	7	16	5	0	0	0	2	38
	From SMC	5	3	3	7	8	7	12	7	52
2015	Annual Daily Total Average	11	10	16	12	10	8	12	6	86
	From Salem	7	7	14	5	0	0	0	1	34
	From SMC	4	3	2	7	10	8	12	5	52
2016	Annual Daily Total Average	7	9	17	9	10	3	9	3	67
	From Salem	4	6	15	4	0	0	0	1	30
	From SMC	3	3	3	5	10	3	9	2	38
3 Year Average		10	10	18	11	9	6	11	6	81
	From Salem	6	7	15	5	0	0	0	1	34
	From SMC	4	3	3	6	9	6	11	5	47

Funding Issue

In preparation for renewing the service contract with the Confederated Tribes of Grand Ronde (CTGR) district staff met to review operational costs in comparison to revenue received from CTGR for the operation of Route 2X. When a full evaluation was conducted it was discovered that the revenue received from CTGR was only covering 59 percent of the cost of operating Route 2X. This meant the district has been covering the cost of Route 2X by approximately \$180,600 per year. A full breakdown of the cost evaluation is included at the end of this memo.

Once this information was brought to the attention of Transportation Development staff a set of options were developed to address the cost overages. It was very clear that the district could not continue to subsidize Route 2X into the future.

The following options were presented to Kim Rogers with the CTGR for consideration:

- Continue to provide eight round-trips per day with CTGR paying the full amount of the cost to operate Route 2X. This would require CTGR to pay the additional \$180,600 per year.
- Reduce the number of trips provided each day to a level that could be sustained with the contracted rate of approximately \$265,000 per year. This would result in a loss of half of the round-trips.
- CTGR could put the service contract out to bid and allow the service to be provided by another transit service.

Due to scheduling requirements, Cherriots will continue to operate the service at the current level through August 2017. However, commencing with the September bid cycle, a change must be implemented to address the cost overage. It is the district's hope that a mutually acceptable solution can be agreed upon between CTGR and Cherriots to address this issue. If a solution is not selected by CTGR by the beginning of May 2017, Cherriots will have to make a decision independently in order to have time to address the budget and schedule impacts from the selected option.

The Route 2X cost breakdown table is on the following page.

2X Contract Discussion

	<u>Direct</u>	<u>Allocated</u>
Transit Operators	\$255,155	\$255,155
Maintenance	\$44,910	\$44,910
Fuel	<u>\$30,443</u>	<u>\$30,443</u>
Total Operations Cost	\$330,508	\$330,508
Indirect Cost	<u>\$0</u>	<u>\$114,996</u>
Total Cost w/Allocation	\$330,508	\$445,504
Less Revenue	<u>\$264,892</u>	<u>\$264,892</u>
Cherriots Subsidy	\$65,616	\$180,612

Subsidy Breakdown

Operational Cost (Direct)	\$65,616
Allocated Cost (Indirect)	<u>\$114,996</u>
Total	\$180,612

MEMO TO: BOARD OF DIRECTORS

**FROM: TED STONECLIFFE, TRANSIT PLANNER II, PROGRAMS
STEVE DICKEY, DIRECTOR OF TRANSPORTATION DEVELOPMENT**

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: FARE ANALYSIS UPDATE

The last fare change for the District occurred in January 2015. The Board has recommended staff evaluate fares every two years.

Staff completed the fare analysis prior to January 2017 and determined a fare change may not be beneficial to the district during that cycle. As a result, staff is recommending that the Board allow staff to convene a new evaluation process that would result with implementation of changes occurring July 2018. There are three major reasons for scheduling the evaluation, resulting in the proposed implementation happening in July 2018:

- When comparing the District's fares with Pacific Northwest peer agencies, Cherriots' current fares are at an appropriate level when considering the proportionate value that customers receive for a one-way fare. Agencies in the region used for comparison offer more service options that include service on weekends, holidays, extended evenings, and in some cases include designated intervals to allow transfers throughout the day. Details of the fares of peer agencies in Oregon and Washington are displayed in Table 1 below.

Table 1. Peer Agency Fares

Comparison of Existing Fares							
Transit Agency	Area	Base Fare	Adult Day Pass	Adult Month Pass	Weekend-Holiday Service	Span of Service	Transfers Included
<i>Cherriots</i>	<i>Salem</i>	<i>\$1.60</i>	<i>\$3.25</i>	<i>\$45.00</i>	<i>No</i>	<i>6:00a - 9:30p</i>	<i>No</i>
TriMet	Portland	\$2.50	\$5.00	\$100.00	Yes	4:00a - 2:00a	Yes 2.5 hr
RVTD	Medford	\$2.00	\$5.00	\$56.00	* Limited Saturdays	5:00a - 7:00p	Yes 1.5 hr
Pierce Transit	Tacoma	\$2.00	\$5.00	\$72.00	Yes	4:30a - 12:00a	** Yes 2.0 hr
Community Transit	Everett	\$2.25	N/A	\$81.00	Yes	4:40a - 11:45p	** Yes 2.0 hr
C-Tran	Vancouver	\$1.80	\$4.25	\$62.00	Yes	5:00a - 1:00a	Yes
Lane Transit District	Eugene	\$1.75	\$3.50	\$50.00	Yes	5:45a - 12:16a	No
Cascades East Transit	Bend	\$1.50	\$2.50	\$30.00	* Limited Saturday	6:00a - 7:30p	No
Basin Transit	Klamath Falls	\$1.50	\$3.00	\$54.00	* Limited Saturday	6:30a - 7:30p	No
Intercity	Olympia	\$1.25	\$2.50	\$36.00	Yes	6:00a - 11:15p	Express Only
Yamhill CTA	McMinnville	\$1.25	\$2.50	\$35.00	* Limited Saturday	5:10a - 9:00p	No
SMART	Wilsonville	\$0.00	N/A	\$0.00	* Limited Saturday	5:00a - 10:00p	No

* Fewer routes running and shorter hours of operation than on weekdays

** Using ORCA card only

- Feedback from transit operators, customer service representatives, and indications from surveys have shown a low level of satisfaction with service reliability. This is in response to the challenges encountered with on-time performance resulting from the initial changes in the Moving Forward project. In response to these issues, service changes were implemented in January 2017 that have addressed these concerns. However, it takes time to change satisfaction perceptions. Staff is concerned that raising fares at a time that we want ridership to increase and the system to stabilize, could be counterproductive.
- The third reason for starting a new evaluation process is to coordinate fare changes with the district's annual budget cycle. A fare change in January creates a level of complication for annual budget revenue projections that would be eliminated with the fare change being coordinated with the annual budget cycle.

In order to implement a potential fare change in July 2018, the evaluation process will commence in September 2017. By September 2017, the changes to the Cherriots system will have had time to stabilize. Staff are hopeful that more reliable service will result in ridership increases over the next six months. This will improve the farebox recovery ratio and reduce the cost per boarding. By having consistent stable data, the Board will have a better basis to assist them with their decision about raising fares at that time.

Table 2 below shows a summary of steps that would lead to any potential changes in fares effective July 1, 2018:

Table 2. Proposed Fare Change Calendar

Event Description	Date
Planning staff begin fare analysis	September 5, 2017
Presentation to Executive Team	October 18, 2017
Public Outreach Period (Includes official public comment period between first and second readings)	October 2 – January 24
Presentation at Board Work Session (including full details of public outreach events and opportunities)	November 13, 2017
First reading of proposed fare ordinance at Board meeting; beginning of official comment period	December 14, 2017
Second reading of proposed fare ordinance at Board meeting and formal public hearing; end of outreach	January 25, 2018
Development and production of new fare implements and changes to bus equipment, as necessary; implementation of the fare change marketing and public notification process	February – June
Implementation of new fares	July 1, 2018

MEMO TO: BOARD OF DIRECTORS

**FROM: LORNA ADKINS, MARKETING AND COMMUNICATION
COORDINATOR
PATRICIA FEENY, DIRECTOR OF COMMUNICATION**

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: REQUEST FOR PROPOSALS – COMMERCIAL ADVERTISING

The District issued a formal solicitation for commercial advertising services on February 23rd with a closing date of March 21st. The District had not received any proposals by the March 21 due date and at the request of an interested vendor, the deadline was extended to March 31 to accommodate questions and clarifications. The vendor has since requested additional information. The deadline for proposals was again extended to April 7.

As of April 3, the District had received one proposal. The District is scheduled to present a formal recommendation at the April 27 Board Meeting. A verbal update will be presented at the work session.

MEMO TO: BOARD OF DIRECTORS

FROM: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: STRATEGIC PLANNING UPDATE

In January the Board kicked off the process to update the District's strategic plan at its retreat. The original plan was adopted in 2012 and is time to update it. Since the retreat we reviewed an updated plan at the March work session. Staff has also provided input into the strategic pillars and objectives.

I have attached the notes from the work session (attachment A) and a revised set of notes (attachment B). The goal of tonight's session is to review changes incorporated since the March work session. Particular importance is to review the objectives identified in the strategic pillars. Once those are finalized staff will develop a set of strategies to be incorporated into the FY 2018 budget.

Ongoing work: Once we have come to agreement on the pillars and objectives staff will finalize the rest of the document which includes: update the background and services information, incorporate changes from retreat and work sessions, present draft for review and get final board adoption.

While the final strategic plan won't be adopted until late spring/summer the meat of the plan (pillars, goals, strategies) is near completion and will be incorporated into the FY 2018 budget process.

2017 Strategic Planning Update – March Work Session

Strategic Priorities

Current

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

New

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

DRAFT

Strategic Pillar: Provide an exceptional transportation experience

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

Goal & Objectives

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

Strategic Pillar: Team Cherriots (culture of Excellence)

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

Goal & Objectives

- Team Cherriots Philosophy
- Professional development
- Maintain employee programs

Strategic Pillar: Improve Community Support

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

Goal & Objectives

- Establish community performance goals
 1. Survey community
 2. Establish community performance goals
 3. Measure baseline performance
 4. Create action plan to achieve community performance goals

- Educate the community on the importance of transit
 1. Finalize community communications plan
 2. Tell our story
- Build strong community partnerships
 1. Identify top 5 partners to develop
 2. Create action plan to

Strategic Pillar: Ensure organizational viability

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

Goal & Objectives

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

2017 Strategic Planning Update – April Work Session

Strategic Priorities

Current

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

New

- Provide an exceptional **customer** experience
- **Culture of Excellence: Team Cherriots**
- Improve community support
- Ensure organizational viability
- **Be an environmentally responsible organization**

Strategic Pillar: Provide an exceptional customer experience

The foundation of an exceptional experience is to receive a safe, friendly, and reliable trip (ride)

Goal: Ensure the customer has an exceptional experience when using Cherriots services from start to finish

Objectives:

- Implement strategies to improve reliability and usability
- Implement technology to improve the transportation experience

Strategic Pillar: Culture of Excellence: Team Cherriots

In order for customers to receive an exceptional experience we must ensure that all members of the Cherriots teams conducts themselves with a service excellence mindset

Goal: That all actions support a positive customer experience whether that customer is a transit rider, community member, stakeholder, or fellow employee

Objectives:

- Define culture of excellence philosophy
- Establish Team Cherriots expectations and train workforce

Strategic Pillar: Improve Community Support

Ensure our services continue to match community needs. One of the components of a thriving community is a strong public transportation service.

Goal: To maintain strong partnerships with the community to ensure the Salem-Keizer community is accessible to all

Objectives:

- Establish community performance goals
- Implement the community communications plan

Strategic Pillar: Ensure organizational viability

We will ensure our ability to provide services today and in the future by maintaining a balanced budget, by ongoing identification of new revenue sources and opportunities for efficiency, and by providing responsible stewardship of public funds

Goal: To ensure the public trust through the wise use of resources: human, capital, and financial

Objectives:

- Invest in workforce development
- **Develop a long-range plan for facilities to address growing service needs**
- Review and revise fiscal policies

Strategic Pillar: Be an environmentally responsible organization

Our daily practices and transportation services will support environmentally responsible stewardship

Goal: We will minimize our impact on the environment including our public spaces and work facilities

Objectives:

- Establish Board environmental sustainability policy statement
- Implement strategies to incorporate environmental practices into daily operations

Some Thoughts on the 2017 Strategic Update (Director Kathy Lincoln)

Provide an exceptional transportation experience.

It seems like Computer Aided Dispatch (CAD) should be part of this category, since it improves the customer's experience. Also, the technology that allows riders to know in real time when the bus will arrive is an important part of the exceptional transportation service. I think we already have that as a goal – need to keep pushing for it.

Team Cherriots

Not sure what the Team Cherriots' Philosophy is. Is this meant to indicate that we want to encourage a team-work state of mind? I agree that is desirable. If it means that we need to develop a particular philosophy that would take a little more detailed thought.

Improve Community Support

Telling our story – I assume that means continuing to develop a new website, keep fb up to date, etc. In addition, if we are not already doing this, I suggest sending a regular email newsletter to a targeted audience, too. I know I get regular mailed newsletters from Marion Polk Food Share, Salem Electric and organizations that I support, and I always skim over them and frequently learn something new. A similar electronic newsletter to the local governments, large employers, social service agencies, neighborhood associations and anyone else who asks would be a way to keep reminding them of Cherriots and some of them would read it and some would learn something. The newsletter could also go to the Statesman J and local radio stations. They might pick up on something and highlight it for us.

I like the idea of identifying a few top partners to contact. My thought would be to let them know what we do for them, and what they would like to see from Cherriots. Then follow up and stay in touch. Keep up 2-way personal communication. Then if we need their support in the future, we have that personal contact.

In addition to contact with community leaders in private sector, pursue more regular communication with the two cities and counties to coordinate on transportation and land use issues. The Salem mayor's initiative in that direction is a good start.

Ensure organizational viability

I understand the narrative. Bottom line, we need to manage our funds to maintain and improve service that the community wants. Not sure I understand the goals and

objectives. Are the community “KPI’s”, the wants and need of the community? Or rather, whether the community thinks we are doing what they expect us to do? I also think the CAD/AVL goals fit better with “providing an exceptional transportation experience”, as mentioned before.

Maybe another goal for this strategic pillar is to be pro-active in efforts to obtain new funding sources, whether through the legislature, local initiatives, or federal gov’t. Also, that we will be strategic and politically smart about seeking new funds. So we need a long term plan, in case plan A, and then plan B, don’t work.

Improve and Promote Environmental Sustainability (new)

Narrative: Provide environmentally responsible transportation options to the community. Minimize our own impact to the environment on the road, in our public spaces, and in our work facilities.

Provide environmentally sustainable transportation options (encourage, publicize *Trip Choice*; partner with *UBER*, work with city on transit centers & park and ride lots & increasing parking prices downtown; push employee bus passes – Chemeketa CC, hospital; keep working for EVs)

Keep up the good work on environmentally sustainable business practices, transit centers, buses.

Salem Area Mass Transit District
BOARD OF DIRECTORS

Thursday, April 27, 2017
6:30 PM Regular Meeting

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

AGENDA

REGULAR BOARD MEETING

- A. CALL TO ORDER & NOTE OF ATTENDANCE**
- B. PLEDGE OF ALLEGIANCE** – Secretary John Hammill
- C. ANNOUNCEMENTS & CHANGES TO AGENDA**
- D. PRESENTATION**
- E. PUBLIC COMMENT** - Each person’s comments are limited to three (3) minutes.
- F. CONSENT CALENDAR**
 - 1. **Approval of Minutes [Action]**
 - a. Minutes of the **March 23, 2017** Board Meeting
 - 2. **Routine Business Items [Action]**
 - a.
- G. ITEMS DEFERRED FROM THE CONSENT CALENDAR**
- H. ACTION ITEMS**
 - 1. Approval of the Advertising RFP
 - 2. Resolution No. 2017-03 Bus Shelter Donation
 - 3. Accept the Title VI Equity Analysis for the Regional Service Change
 - 4. Connector Pilot Project
- I. INFORMATION ITEMS**
- J. REPORTS**
 - 1. Board Subcommittee Reports *[Receive and File]*
 - a. **April 10, 2017 Board Work Session**
 - b. **April 4, 2017 Special Transportation Fund Advisory Committee Meeting**
- K. BOARD & MANAGEMENT ISSUES**
 - 1. General Manager
 - 2. Board President
 - 3. Board of Directors
- L. ADJOURNMENT**

Upcoming Board Meeting and Work Session Agenda Items
April 5, 2017

Work Session	Board Meeting
<p>April 10, 2017 Packets due to GM office: April 3</p> <ul style="list-style-type: none"> • May 2017 service change update • 2X Grande Ronde service update • Fare analysis • Advertising RFP • Strategic planning discussion 	<p>April 27, 2018 Packets due to GM office: April 13</p> <ul style="list-style-type: none"> • Green Summit Sustainable Fleet Award (P) • Approval of advertising RFP • Resolution No. 2017-03 Bus Shelter Donation • Accept Title VI analysis for regional svc change • Connector pilot project
<p>May 8, 2017 Packets due to GM office: May 1</p> <ul style="list-style-type: none"> • Title VI discussion • Review service planning policy • Review Draft FY18 Board meeting schedule • Strategic planning discussion 	<p>May 25, 2017 Packets due to GM office: May 11</p> <ul style="list-style-type: none"> • Approval of vehicle procurement • CNG Tanks Contract • Approval of local election results (C) • Adopt FY2018 BOD meeting schedule (C) • Q3 finance, trip choice, performance report
<p>June 12, 2017 Packets due to GM office: June 5</p> <ul style="list-style-type: none"> • Review core network policy • Strategic planning discussion 	<p>June 22, 2017 Packets due to GM office: June 8</p> <ul style="list-style-type: none"> • Hearing/Res#2017-XX adopt FY18 budget • Adopt of Title VI update • Adopt core network policy • Approval of FY2018 United Way Donation (C)
<p>July X, 2017 Packets due to GM office: July X</p> <ul style="list-style-type: none"> • 	<p>July X, 2017 Packets due to GM office: July X</p> <ul style="list-style-type: none"> • Oath of Office for newly elected Board (2017) • Election of Officers/Oath of Office (2017) • Approval of security services contract • Accept preliminary fiscal year end financials
<p>August X, 2017 Packets due to GM office: August X</p> <ul style="list-style-type: none"> • Board Committee assignments (2017) • Board ethics training 	<p>August X, 2017 Packets due to GM office: August X</p> <ul style="list-style-type: none"> • Accept annual security report • Appoint Board Committee assignments (2017) • Fiscal year end trip choice report

September X, 2017 Packets due to GM office: September X <ul style="list-style-type: none"> • 	September X, 2017 Packets due to GM office: September X <ul style="list-style-type: none"> • Approval of annual SDIS board check list • Fiscal year end performance report • GM performance evaluation (Executive Session)
October X, 2017 Packets due to GM office: October X <ul style="list-style-type: none"> • Proposed FY2019 budget calendar 	October X, 2017 Packets due to GM office: October X <ul style="list-style-type: none"> • Approval of FY2019 budget calendar (C)
November X, 2017 Packets due to GM office: November X <ul style="list-style-type: none"> • Proposed appointments to the STFAC 	November - No Board meeting
December - No work session	December X, 2017 Packets due to GM office: December X <ul style="list-style-type: none"> • Appointments to the STFAC • Q1 finance, trip choice, perf report
January X, 2018 Packets due to GM office: January X <ul style="list-style-type: none"> • Present draft 2018 legislative agenda 	January X, 2018 Packets due to GM office: January X <ul style="list-style-type: none"> • Adoption of 2018 legislative agenda
February X, 2018 Packets due to GM office: February X <ul style="list-style-type: none"> • 	February X, 2018 Packets due to GM office: February X <ul style="list-style-type: none"> • Q2 finance, trip choice, performance report
March X, 2018 Packets due to GM office: March X <ul style="list-style-type: none"> • 	March X, 2018 Packets due to GM office: March X <ul style="list-style-type: none"> •
To Be Scheduled <ul style="list-style-type: none"> • Contract for Capital Project Manager • Stops & Shelters Construction/Design Contract • COOP (July/Aug) • Transportation Services Contract 	To Be Scheduled <ul style="list-style-type: none"> •



UPDATED: April 4, 2017

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

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

• **APRIL 2017**

- 4 Tue 3:00-4:30p STF Advisory Committee
- 10 Mon 5:30 PM SAMTD Board Work Session
- 11 Tue 8:00-3:00p Oregon Transit Association "Transit Day" at the Capitol
- 15 Sat 5:00 PM **DUE DATE:** Statement of Economic Impact (SEI)
- 27 Thu 6:30 PM SAMTD Board of Directors Meeting

• **MAY 2017**

- 2 Tue 3:00-4:30p STF Advisory Committee
- 4 Thu 6:00 PM SAMTD Budget Committee Orientation
- 8 Mon 5:30 PM SAMTD Board Work Session
- 11 Thu 6:00 PM SAMTD Budget Committee Meeting
 - FY2018 Budget Message; Election of Chair and Secretary
- 5-9 **APTA International Bus Rodeo**
- 7-10 **APTA Bus & Paratransit Conference, Reno NV**
- 16** **Local District Election**
(affects Subdistricts 2-4-6 SAMTD Board of Director Positions)
- 18 Thu 11:30-1:30p **Iris Festival Luncheon**
 - in the Big Tent at 4100 Cherry Ave; Parking available
- 20 Sat** **Iris Festival Parade**
- 18 Thu 6:00 PM SAMTD Budget Committee Meeting
- 25 Thu 6:30 PM SAMTD Board of Directors Meeting
- 29 Mon CLOSED **HOLIDAY MEMORIAL DAY**
Cherriots Administration Offices-Customer Service **Closed; NO** Bus Service

• **JUNE 2017**

- 1 Thu 6:00 PM SAMTD Budget Committee Meeting (if necessary)
- 3 Sat 6:00 PM Cherriots Employee Appreciation Banquet
- Mon 5:30 PM SAMTD Board Work Session
- Thu 6:30 PM SAMTD Board of Directors Meeting

• **JULY 2017**

- 4 Tue CLOSED HOLIDAY 4th of July
Cherriots Administration Offices-Customer Service Closed; NO Bus Service
- 10 Mon 5:30 PM **SAMTD Board Work Session**
- 27 Thu 6:30 PM **SAMTD Board of Directors Meeting**

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