



Salem Area Mass Transit District
Board of Directors

~ **WORK SESSION** ~

February 12, 2018

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

MINUTES

PRESENT: Board	President Robert Krebs; Directors Jerry Thompson, Steve Evans, Marcia Kelley, Kathy Lincoln, Colleen Busch and Doug Rodgers
Staff	Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Patricia Feeny, Director of Communication; Paula Dixon, Director of Administration; Steve Dickey, Director of Transportation Development; Linda Galeazzi, Executive Assistant; Chip Colby, Information Technology Manager; Matt Berggren, Transit Planner II
Guests	Danielle Kulczyk, Project Management Lead, OMBU; Chi Nyugen-Ventura, candidate for Budget Committee

1. CALL TO ORDER **5:31 PM**
 President Bob Krebs called the work session to order at 5:31 p.m.

2. DISCUSSION

a. New Cherriots Website **5:31 PM**

Staff report: Pages 1-2 of the agenda

Presenter: Patricia Feeny, Director of Communication
 Stephen Custer, Digital Marketing Coordinator
 Danielle Kulczyk, Project Management Lead, OMBU

Ms. Kulczyk and Mr. Custer provided a preview of the new Cherriots website. Ms. Kulczyk focused on the functionality of the website and Mr. Custer reviewed some of the content that will be a part of the new website.

Follow-up: Board members requested that partner links be included on the website that are transit-related to include ODOT, Oregon Transit Association, American Public Transportation Association, Washington State Transit Association, and Mid-Willamette Valley Council of Governments, etc.

b. ITS Strategic Plan and CAD/AVL Project Update

Staff report: Pages 3-4 of the agenda

Presenter: Chip Colby, Information Technology Manager

Staff has been working with a consultant, IBI Group out of Portland, to guide them through the process of defining how an Intelligent Transportation System (ITS) Plan should be implemented by the District. The final copy of the ITS Plan will be presented to the Board at the May 24, 2018 board meeting.

The consultant also assisted staff in the preparation and delivery of a Request for Proposals (RFP) to solicit bids for the first phase of this effort to implement a Computer Aided Dispatch / Automatic Vehicle Locator (CAD/AVL) solution. Due to the availability of some unexpected grant funding, and the incorporation of other previously budgeted transit solutions, staff was able to craft the RFP to encompass more than just CAD/AVL. The District received six proposals that were narrowed down to three qualified vendors. The qualified vendors are being interviewed and evaluated. Customer reference site visits are scheduled to begin shortly. Staff anticipates that a contract will be ready for Board action by the March 22nd board meeting. Implementation will be negotiated in the contract and is expected to take roughly 16 months with substantial completion before June 30, 2019.

Follow-up: The Board was asked what information staff could supply before they take action. President Krebs wants to be sure they have a useable product. Director Lincoln would like to review the feedback provided from agencies the consultant has worked with in the past. Directors Evans recommended that staff provide the financial sources for this project in their report.

c. Citizens Advisory Committee Update

6:25 PM

Staff report: Verbal

Presenter: David Trimble, Chief Operating Officer

Seven applications were received by the District as of today's date for consideration on the newly formed Citizens Advisory Committee (CAC). Candidates who applied for consideration included Jesse Moore, Frances Bosteder, Laurie Dougherty, John Hammill, Mary Sarabia, Tealah Croner, and Roberto Coto.

According to Article 3 of the CAC Bylaws, the Committee is composed of nine (9) community representatives – seven (7) selected by individual members of the Board and two (2) from a slate of candidates who apply and are chosen according to the process set out in the Bylaws. Committee members are appointed by the Board to a two-year term that begins in the month of January and ends in the month of December.

Follow-up: Board members each took the name of a candidate to do an interview about their qualifications and interests in participating on the committee. They will report back their findings to staff.

d. Budget Committee Citizen Appointment

Staff report: Pages 5-6 of the agenda

Presenter: Allan Pollock, General Manager

Director Evans introduced Chi Nguyen-Ventura who has agreed to be considered as a citizen member on the Budget Committee. Ms. Nguyen expressed her interest in serving on the committee and has submitted an application. She is a registered voter and lives in West Salem. The citizen member position representing Subdistrict #1 is a three year term from July 1, 2017 to June 30, 2020.

Follow-up: Board action for this appointment will take place at the February 22, 2018 board meeting.

e. Service Enhancement Discussion –

1. A Better Cherrlots Service Proposal 2018-2019

6:43 PM

Staff report: Pages 7-26 of the agenda

Presenter: Matt Berggren, Transit Planner II

A service proposal was developed in accordance with the annual service planning process based on result of a needs assessment. Staff will engage riders and the greater community in February and March 2018 in order to gather their feedback on service changes proposed for September 2018 to improve service performance and reliability; and a proposed plan to enhance service in September 2019 in response to the passage of House Bill 2017 in the 2018 Legislative Session.

The Board discussed various components of the proposed service plans. They received a packet of information as a resource when they are asked to speak about the project at their neighborhood association meetings or other board-related engagements.

Follow-up: Discussion will continue at the March work session.

e. Service Enhancement Discussion –

2. Draft Bylaws for a Board-appointed STIF Advisory Committee

7:30 PM

Staff report: Pages 27-34 of the agenda

Presenter: Allan Pollock, General Manager

The Board reviewed a master calendar of activities, major tasks and focus areas for the new service broken out by three fiscal years. The calendar will be populated with more details as the District moves forward.

The Board reviewed an early draft of the mandated State Transportation Improvement Fund advisory committee bylaws focusing on Article II through IV (membership, appointments and terms, meetings, and amendments) of the bylaws.

Follow-up: The District's legal counsel is reviewing the language which will change as the bylaws are further developed.

f. Legislative Subcommittee Update

Staff report: Pages 35-36 of the agenda

Presenters: President Robert Krebs

President Krebs provided a recap of the Legislative Subcommittee meeting at the State Capitol on February 1, 2018. The committee (President Krebs, and Directors Evans and Lincoln) reviewed the language in Senate Bill 1536 having to do with changes to the District's Board governance. President Krebs submitted a letter on behalf of the Board in support of SB1536 and testified at the Senate Committee on Business and Transportation's public hearing on February 7, 2018.

During the Board's discussion, it was noted that board members did not read the letter prior to its submission. Director Thompson felt there should have been a discussion first. Director Kelley had misgivings about the moratorium and thought the language for the Governor-appointments was pretty general.

President Krebs advised that the Chamber of Commerce wanted a ten year moratorium. This was a compromise. Director Evans added that the Bill would not have passed without the funding piece.

President Krebs stated that current board members will serve to the end of their terms. Board members who wish to continue to serve should write to the Governor. Mr. Pollock advised that the process has already been established for Governor-appointed Boards for Lane Transit District and TriMet.

Follow-up: Minutes will be included in the March 22nd Board meeting packet.

3. GENERAL MANAGER COMMENTS

8:02 PM

Staff report: Pages 27-30 of the agenda

Presenter: Allan Pollock, General Manager

Board members reviewed the draft agenda for the February 22, 2018 board meeting, the Board's calendar, and upcoming agenda items that will be brought before the Board for action.

Follow-up:

4. WORK SESSION ADJOURNED

8:05 PM

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