

FY 2015 - 2016

# ANNUAL REPORT



SALEM AREA MASS TRANSIT DISTRICT

**Connecting People with Places**

# VISION // MISSION // VALUES

## Vision

Making a positive difference by enhancing community livability through innovative, sustainable regional transportation options

## Mission

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

## Values

### SAFETY

We emphasize safety in everything we do. We are committed to providing safe, secure, and clean public areas and work sites.

### SERVICE EXCELLENCE

We serve the public, each other, and our business partners with friendliness, courtesy, respect, and dignity. We recognize that our customers are why we exist, and we take pride in the positive impact we make in their daily lives.

### COMMUNICATION

We foster trust, inclusiveness, and cooperation in our communication. We promote an open, respectful culture, where opinions and ideas are shared and where candor is valued. We listen to and actively engage our customers, community partners, and employees.

### INNOVATION

We encourage and respect new and challenging ideas from employees, partners, and the public. We use innovation, technology, and best practices to anticipate and respond to the future needs of our community.

### ACCOUNTABILITY

We take responsibility for our actions as individuals and as an organization. We are accountable as stewards of public funds and community trust; we honor this commitment with transparency, honesty, and integrity.

## NEW YEAR, NEW CHERRIOTS

Our new look reflects who we are today. The revitalized Cherriots brand honors our heritage but reflects the vibrancy of our organization. The design conveys a sense of trust, movement and community through a classic but modern look. It is not a case of “out with the old, in with the new,” but rather a hybrid. We will still be Cherriots, but a modern Cherriots.



## WHY I RIDE

“...I love being able to go any place I want to go and to get there on time ... Cherriots is a real asset to anyone who finds that they are not independent in their transportation needs.”

Reva Hopkins-Evans



Fiscal Year 2016 was a time for innovation, investment, and growth. We garnered national media attention for innovative service, celebrated community recognition, renewed a key partnership with the State of Oregon and weathered the defeat of a tax levy that would have restored extended transit services to the Salem-Keizer community.

For Cherriots, it is not just about the destination but the journey. In 2015, we executed the Moving Forward Phase 1 plan to improve service to our customers. While many of the changes we introduced are working well, we have identified areas where we need to improve. Our goal is service excellence and we will continue to address these issues until they are resolved.

We also launched the West Salem Connector Pilot Project, which is a flexible, on-demand transit service that only picks up a rider when requested. This was a creative solution to a real problem. West Salem, with its winding streets, hills, cul-de-sacs, and lack of sidewalks, is difficult to serve with full-size buses. The Connector was featured in the news media, including National Public Radio. In June, the Cherriots Board of Directors voted to extend the Connector pilot project for another year. During the final phase of the pilot project, Connector service will continue to be improved and Cherriots staff will explore the potential of creating one or two new service zones in Salem and Keizer.

While our mission is to connect people with places through a safe, reliable and friendly public transit system, we also are fostering connections to life.

Cultivating partnerships with the community and with area employers is essential to growing a robust and sustainable public transportation system. In fact, this year the Legislature authorized the Department of Administrative Services to enter into a five-year contract with Cherriots to establish a state-sponsored bus pass program for employees who work primarily in the Capitol Mall area. We continue to identify and work with other organizations to create similar programs for their employees.

On a final note, we wanted to address the need for weekend and holiday service. With the defeat of the tax levy, which would have provided additional service on Cherriots routes, we are looking for other ways to fund these services. Both the Governor and legislative leadership have committed to making public transportation a top priority in 2017. In addition, a comprehensive statewide transportation package is slated for the next legislative session, beginning in February 2017. This package could help meet some of Cherriots needs.

Thank you for taking time to read our annual report and for supporting Cherriots. We are humbled and honored to be part of an organization that is dedicated to providing an essential public service.



**Robert Krebs**  
Board President



**Allan Pollock**  
General Manager

# BOARD OF DIRECTORS



**Steve Evans**  
Vice President  
*Subdistrict 1 - West Salem*



**Colleen Busch**  
Member  
*Subdistrict 2 - Keizer*



**Kathy Lincoln**  
Member  
*Subdistrict 3 - Central Salem*



**John Hammill**  
Secretary  
*Subdistrict 4 - Northeast Salem*



**Jerry Thompson**  
Member  
*Subdistrict 5 - Southeast Salem*



**Robert Krebs**  
President  
*Subdistrict 6 - South Salem*



**Marcia Kelley**  
Treasurer  
*Subdistrict 7 - South Salem*



## WHY I RIDE

“Someone who’s nervous to take the bus, they need to figure out that it’s okay to be nervous. There’s nobody can’t ride a bus!”

Robbie Iverson

NOTABLE IN 2015-16

# JUNE

## WEST SALEM CONNECTOR CONTINUES

In June of 2015, the West Salem Connector was launched as a pilot project. Designed to replace fixed route service in hilly West Salem, the Connector is an on-demand transit service that only comes when requested. It's like Uber, but with a small bus. Riders can book trips online or by calling. The uniquely branded bus takes riders to points within West Salem. When the year-long pilot project was nearly complete, the Board of Directors voted the following June to continue the West Salem Connector, and encouraged staff to consider implementing Connector service in other neighborhoods that are difficult to serve with regular transit buses.



## Call or Click, Book Your Trip



### Book Your Trip

Online at [book.cherriots.org](http://book.cherriots.org) or by calling 503-361-7551.

- Book trips in as little as 30 minutes in advance!
- You will receive an email confirmation.
- Book your return trip now or later.



### Catch the Connector

- Plan to be at the Connector point at the beginning of the 10-minute window of time when the bus will arrive.
- Receive notification by text, email or phone when your bus is on its way.
- Pay cash or show your bus pass. Riding the Connector costs the same as riding a Cherriots bus.



### Ride the Connector

- The bus may pick up or drop off other people as you go.
- Travel between any two Connector points or transfer to Route 5/5A going downtown every 15 minutes.
- Most Connector trips take about 10 minutes.



**"I think the Connector is more convenient for people who live up a very long windy hill like me. I find using the Connector gets me closer to my house than an average bus does and I also enjoy the fact that you can use your everyday monthly bus pass for it as well."**

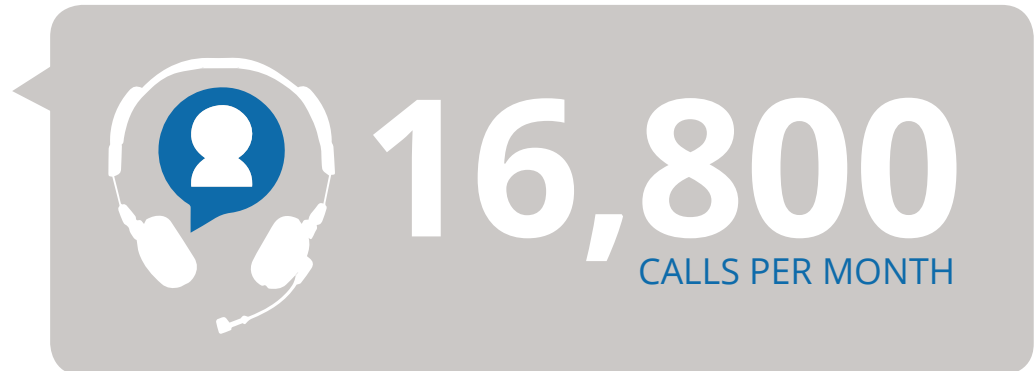
Connector Rider

NOTABLE IN 2015-16

# JULY

## CALL CENTER TRANSITIONS SUCCESSFULLY

On July 2, 2015, the TripLink call center went live without a hitch with a Mitel VOiP (Voice Over Internet Protocol) phone system. Since that time the call center has been able to accurately track the number of calls it receives, an average of more than 16,800 calls per month.





NOTABLE IN 2015-16

# OCT

## IN OCTOBER, SALEM-KEIZER TRANSIT RECEIVED RECOGNITION

Northwest Human Services named Salem-Keizer Transit a NWHHS Community Partner for 2015. In Presenting the award, Rod Johnson, Facilities Maintenance Manager for NWHHS, said, "Cherriots provides vital transportation to a wide range of people with very diverse backgrounds and economic situations; many are clients and patients of NWHHS. For many of the users of Cherriots this is their only transportation, this is how they get to work, get to the store for food, and get to the doctor. We just want to acknowledge and say thanks for all the service Cherriots provides."

Board member and immediate past president, Jerry Thompson, was honored as the Outstanding Public Transportation Board Member at the Oregon Public Transportation Conference. Director Thompson has been on the transit board since 1999, serving as the board president from 2010 to 2015. He successfully led the board through significant accomplishments, including the remediation of Courthouse Square, the award-winning completion of the Keizer Transit Center, and the 35th Anniversary Celebration of Salem-Keizer Transit.

Salem-Keizer Transit received an AdWheel Award from the American Public Transportation Association for its educational campaign "The Bus: Coming to a Stop Near You." The campaign featured a 'how to ride' video starring zombies, superheroes and more. View the video at [Cherriots.org/how-to-ride/riding-the-bus](http://Cherriots.org/how-to-ride/riding-the-bus).



OVER  **13,000**  
VIEWS ON YOUTUBE



### WHY I RIDE

“Once you get that freedom and you're on your bus and you've got that training, you don't have to be held back from anything!”

Cynthia Jewitt

NOTABLE IN 2015-16

# NOV

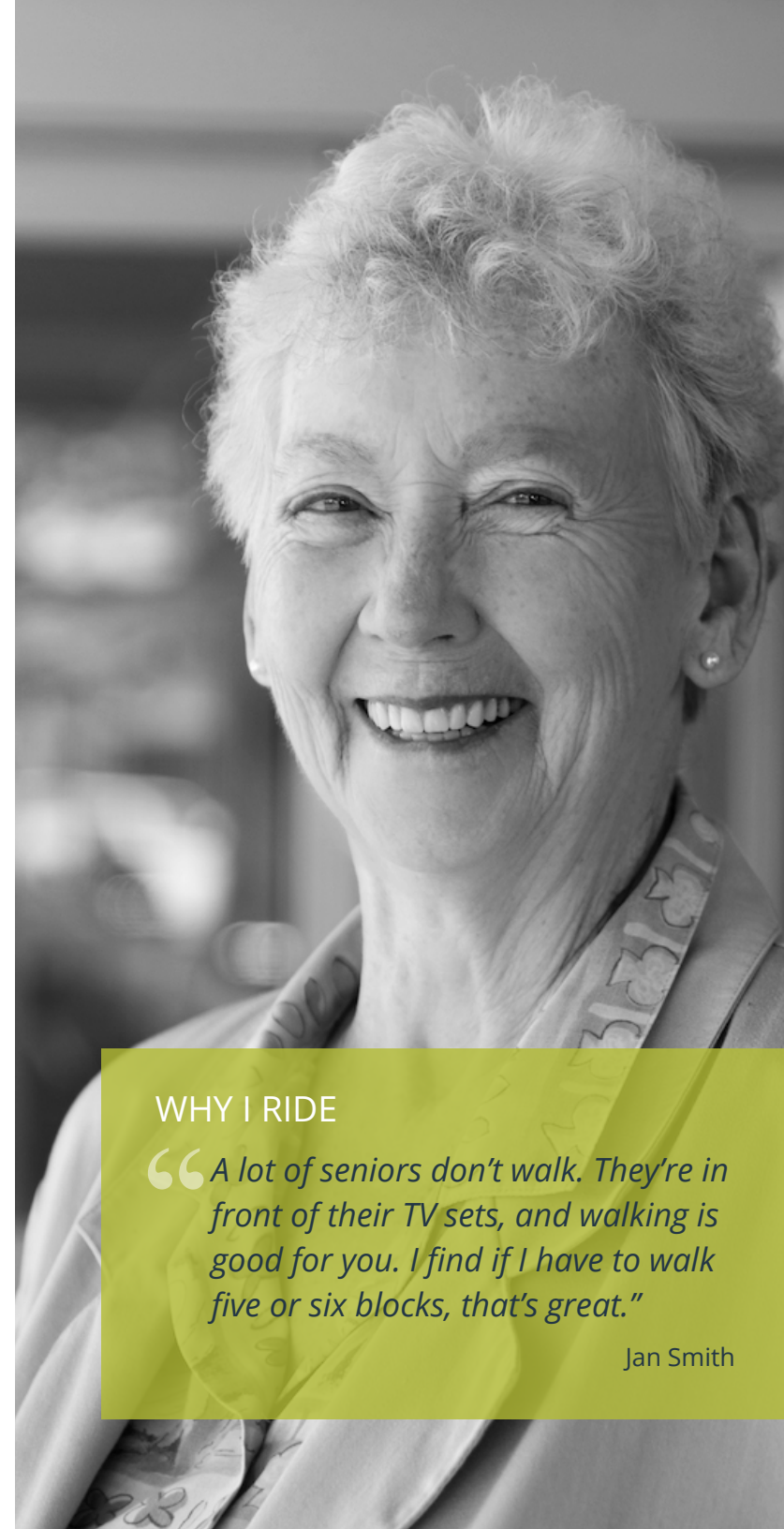
## **BAD NEWS, GOOD NEWS**

Ballot Measure 24-388, which would have provided additional service on Cherriots routes in Salem and Keizer, failed in November 2015.

But the need for weekend and holiday service remains undeniable. Cherriots will continue to identify other funding.

With that said, both the Governor and legislative leadership have committed to making public transportation a top priority in 2017.

Rep. Caddy McKeown (D-Coos Bay) and Sen. Lee Beyer (D-Springfield) served as co-chairs of the 14-member Joint Committee on Transportation Preservation and Modernization. Sen. Jackie Winters (R-Salem) also served on the committee.



### WHY I RIDE

“A lot of seniors don’t walk. They’re in front of their TV sets, and walking is good for you. I find if I have to walk five or six blocks, that’s great.”

Jan Smith





## WHY I RIDE

“All over Salem I have these things that I am committed to doing and it would be virtually impossible to make those commitments effective to me, time wise, if I couldn't do Cherriots. It's very vital for the life I currently live.”

Melanie Lindquist

NOTABLE IN 2015-16

# MAR

### TWO ROUND TRIPS ADDED TO 1X

In March of 2016 we added two round trips to Route 1X, one of Cherriots most successful routes. One of the trips is operated by Cherriots, and the other by SMART. Traveling between Wilsonville and Salem, 1X is usually at capacity carrying SMART commuters to work.

NOTABLE IN 2015-16

# FOR THE YEAR

### COMMUNITY INVOLVEMENT AND CHARITABLE CONTRIBUTIONS

Cherriots won the Community Spirit Award for our United Way campaign. Employees pledged \$8,509 in donations.

Staff raised donations for Liberty House, Start Making a Reader Today and the Willamette Humane Society, and donated hours of their time to charitable causes.



NOTABLE IN 2015-16  
**JUNE**

**NEW BUS SHELTERS IN PLACE**

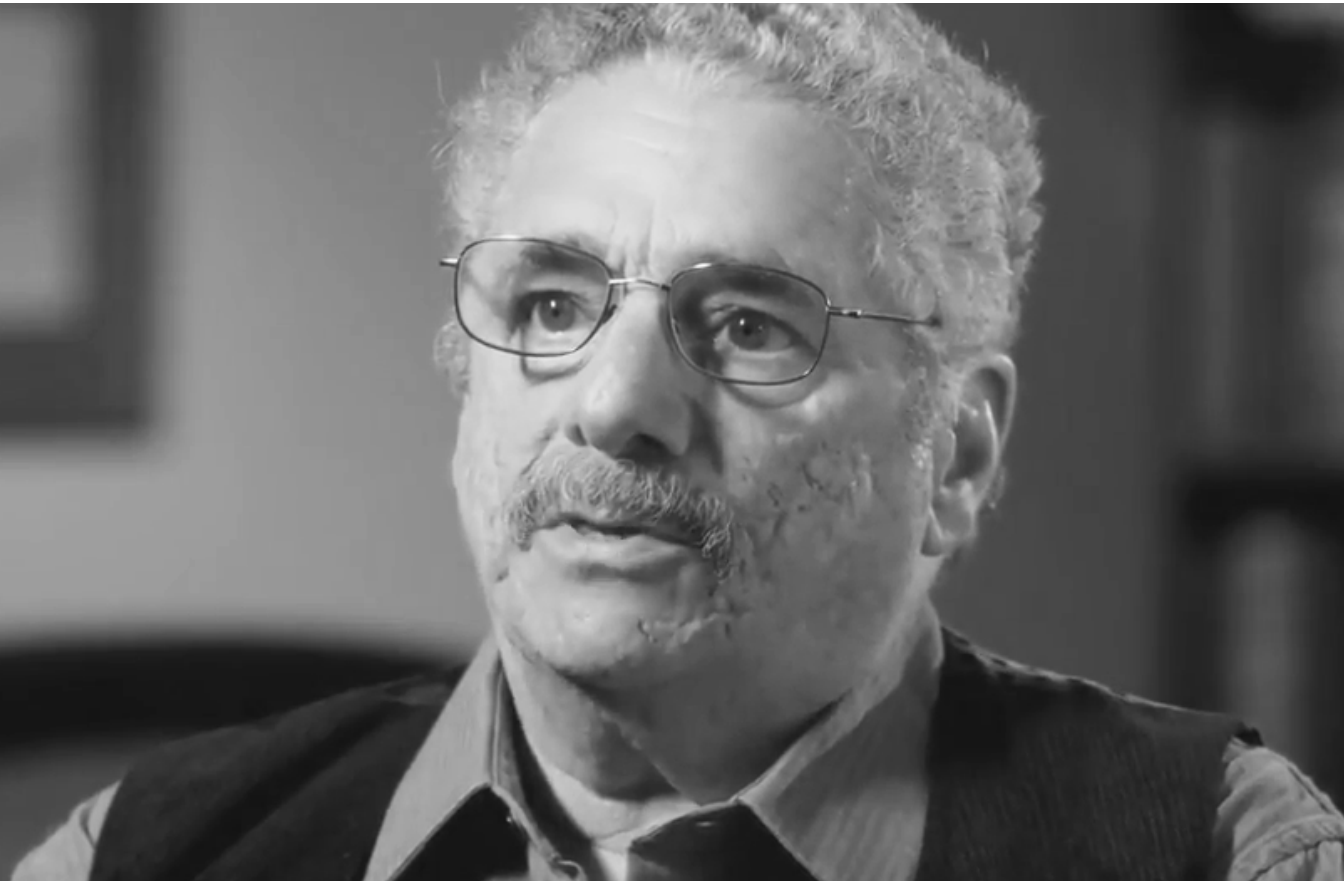
By the end of the fiscal year, most of the shelters throughout the Cherriotics service area had been replaced. The remaining shelters are scheduled to be replaced in FY 2016-2017.



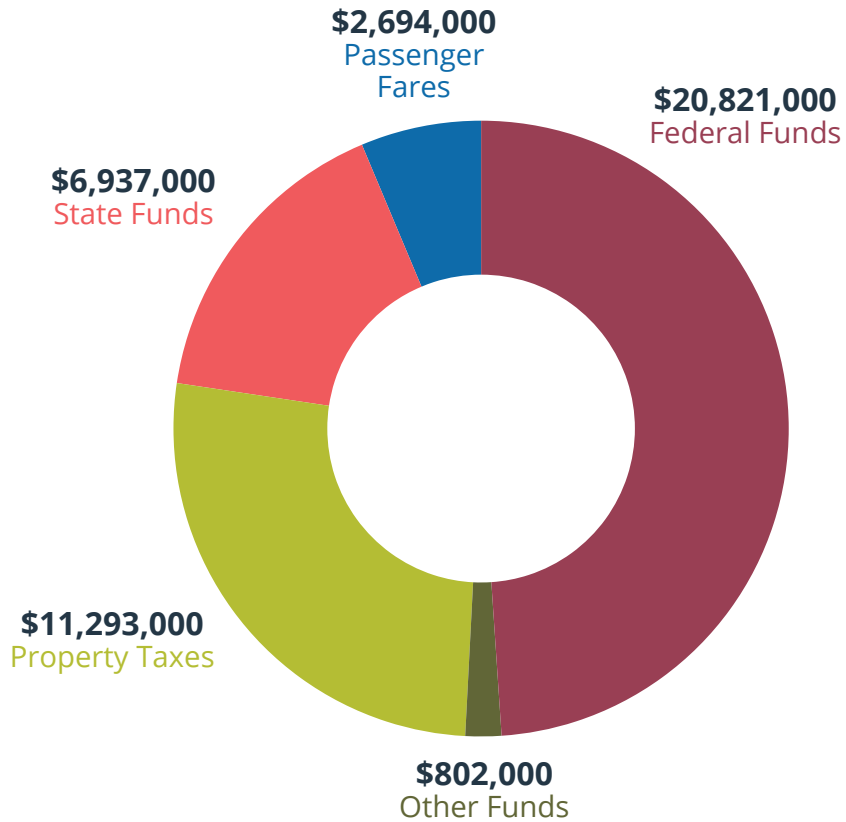
**WHY I RIDE**

“ Most people who don't ride the bus just don't want to be inconvenienced. But it's not an inconvenience. You fall into a routine and you feel good, number one about the money you're saving and number two about the environment.”

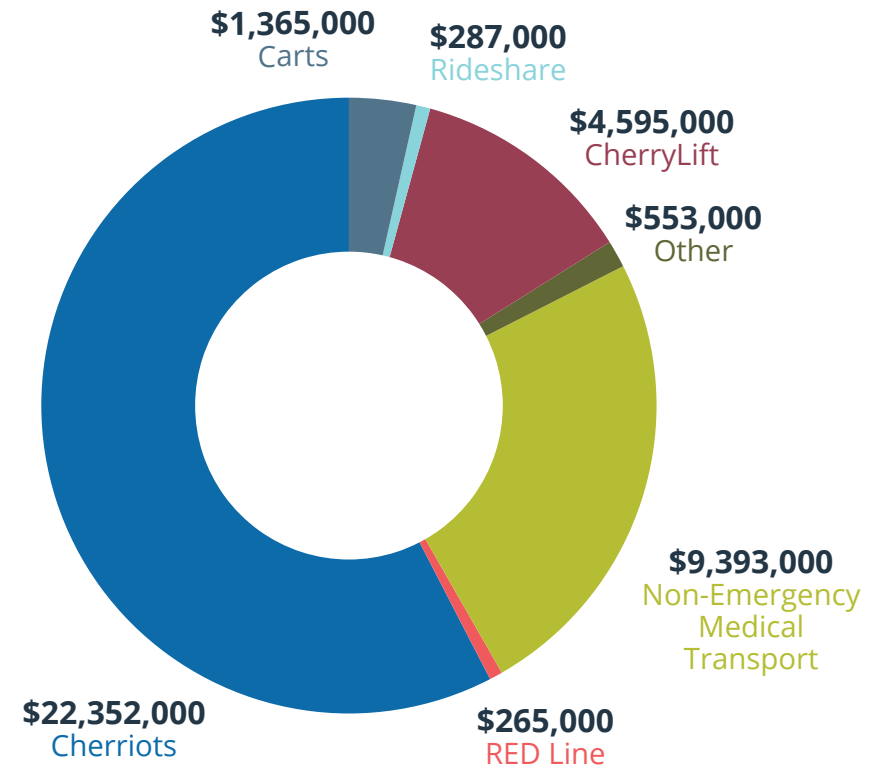
Mark Nisenfeld



# FINANCIALS

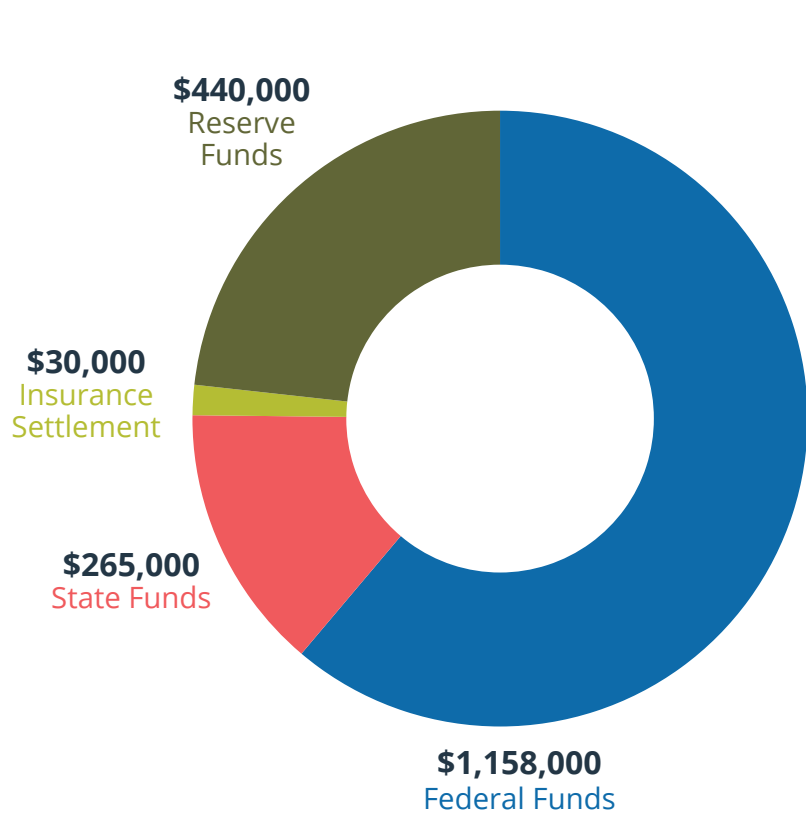


**Operating Revenue**  
\$42,547,000



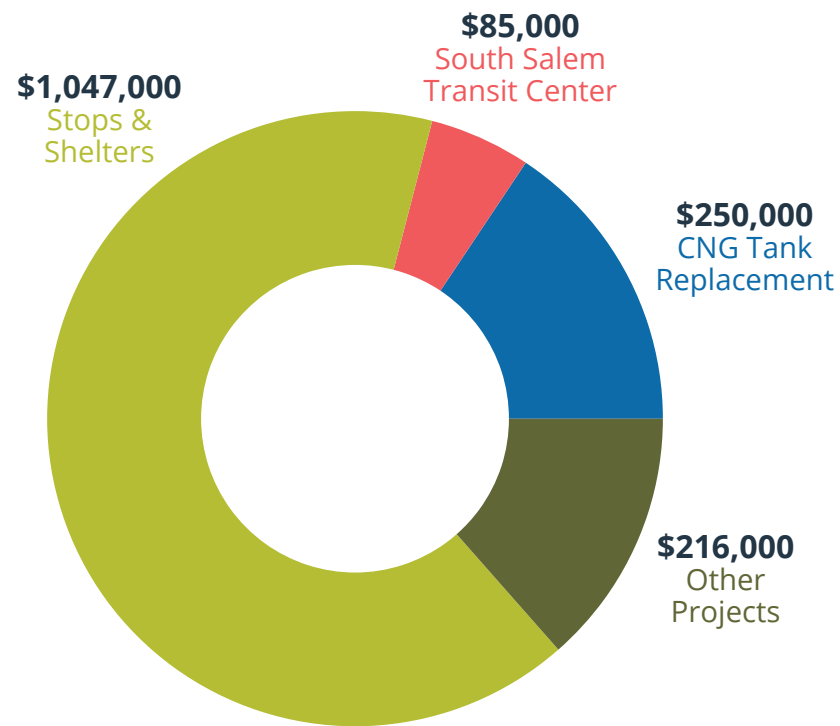
**Program Expenditures**  
\$38,810,000





## Capital Project Funds

\$1,893,000



## Capital Project Expenditures

\$1,598,000



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