



Salem Area Mass Transit District
Board of Directors

~ **WORK SESSION** ~

May 13, 2019

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

MINUTES

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

Board

Staff Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Al McCoy, Director of Finance/CFO; Patricia Feeny, Director of Communication; Paula Dixon, Director of Administration; Chris French, Senior Planner; Chip Colby, Information Technology Manager; Ted Stonecliffe Transit Planner II; Jonah Hanson, Marketing Coordinator; Linda Galeazzi, Executive Assistant

1. CALL TO ORDER 5:30 PM

President Bob Krebs called the work session to order at 5:30 p.m.

Mr. Pollock shared a *Safety Moment* for the month of May about following safety instructions that are provided, for example, when flying out for a trip at the airport.

There were no changes to the agenda.

2. PRESENTATION – None

3. DISCUSSION

A. Communication Plan for A Better Cherriots (ABC)

Staff report: Pages 1-4 of the agenda

Presenter: Patricia Feeny, Director of Communication

Director Feeny reported on the progress of the communication plan focusing in five areas. A tagline was chosen that would capture the spirit of the new service calling it “A Better Cherriots,” created by Jeremy Jorstad. Marketing began a soft rollout of “A Better

Cherriots in January 2018 and are now ramping up the advertising and promotion of Saturday and later evening service until the September 7 kickoff for the *"Alright for Riding"* enhanced service celebration. The timeline can be found on pages 3-4 of the agenda.

Follow-up:

B. Updates to the Coordinated Plan & 5310 Program Management Plan

Staff report: Pages 5-20 of the agenda

Presenter: Ted Stonecliffe, Transit Planner II

Mr. Stonecliffe reported that *The Coordinated Public Transit – Human Services Transportation Plan* ("Coordinated Plan"), adopted by the SAMTD Board of Directors at their August 25, 2016 Board meeting, is the guiding document for the District's investments in projects funded by state Special Transportation Fund (STF) and federal Section 5310 (§5310) grant funds. The Coordinated Plan must be reviewed by the STF Advisory Committee (STFAC) at least once every three years; and a major update must be completed every five years in accordance with the State Management Plan.

Mr. Stonecliffe advised that the STFAC reviewed the Coordinated Plan at their April 2 and May 7, 2019 meetings. Minor changes were made to the Plan and were not substantive in nature, so board approval is not necessary. The document was reformatted, brand names were changed, demographic maps were updated, and existing services chapters and appendix were reorganized to clarify what *Cherriots* considers an "existing service" and what services are not currently funded by STF or 5310 grant funds.

Mr. Stonecliffe continued with the changes made to the 5310 Program Management Plan (PMP) which is the document used to guide funding decisions for the Section 5310 grant funds the District receives as a direct recipient of federal transit dollars. This document was approved by the Federal Transit Administration (FTA) in June, 2015, and since it was approved by the FTA directly, there is no need for Board approval. Changes made to the 5310 PMP also reflect the *Cherriots* re-branding, to bring the document into compliance with the current *Cherriots* style guide, and to fix dead web links in the document.

Follow-up: Staff will have a more in depth presentation of these document for the Board in the late 2020-2021.

c. Proposed Fiscal Year 2020 Board Meeting Dates

Staff report: Pages 21-24 of the agenda

Presenter: Allan Pollock, General Manager

Board members reviewed and provided feedback on the dates and times of the draft board meeting schedule for FY2020. The October 14 work session is scheduled on the

same day as the APTA Annual Meeting date so they recommended moving the meeting to October 7. The November 11 work session falls on the Veterans Day holiday, so they recommended moving that meeting to November 12.

Follow-up: The Board will vote on the FY2020 meeting schedule at the May 23rd board meeting.

d. Issue Performance Evaluation Packets for GM Review

Staff report: Pages 25-28 of the agenda

Presenter: Paula Dixon, Director of Administration

Ms. Dixon reviewed the guidelines for conducting a performance evaluation of the general manager. She noted the evaluation period was July 1, 2018 to June 30, 2019. The returned data will be compiled and reviewed for accuracy by the Secretary of the Board, Colleen Busch. Mr. Pollock will provide the Board a self-evaluation, and the board will meet in executive session to review the compilation on June 27 at 5:00 p.m.

Follow-up: Board members will return their completed evaluations to Ms. Dixon by June 10, 2019.

4. GENERAL MANAGER COMMENTS

Staff report: Pages 29-34 of the agenda

Presenter: Allan Pollock, General Manager

Board members reviewed the draft agenda for the May 23, 2019 board meeting, upcoming agenda items for Board review or action, and the Board's calendar of scheduled meetings and events. Of note, Mr. Pollock announced that the May 27, 2019 Memorial Day holiday would be the last Memorial Day holiday with no service. He said there will be an addition to the board meeting agenda with action on a letter of support for a 20-year Transit Master Plan. The District is requesting a TGM grant totaling \$200,000. Director Lincoln was interested in attending the KeizerFEST parade. Transit operator, Dan Miller, as the winner of the District's local bus roadeo, will compete in the APTA International Bus Roadeo in Louisville, Kentucky on May 17-21.

Follow-up: Director Lincoln requested that the Board be updated on the Transit Committee's recommendations to the City of Salem.

5. WORK SESSION ADJOURNED

6:10 PM

Submitted by:

Linda Galeazzi, CMC

Executive Assistant/Clerk of the Board