

**Salem Area Mass Transit District
BOARD OF DIRECTORS**

September 22, 2016

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a. Regular Board meeting of August 25, 2016	
 Moved to oppose the City of Salem’s current land use action to expand the City’s urban growth boundary and amend the Transportation System Plan; and authorize Director Lincoln to testify on behalf of the SAMTD Board of Directors at the Public Hearing at the October 12, 2016 Special Joint Meeting of the City of Salem, City of Keizer, Marion County and Polk County.	5-6

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Salem Area Mass Transit District
BOARD OF DIRECTORS

Corrected MINUTES

September 22, 2016 Regular Meeting
Courthouse Square – Senator Hearing Room
555 Court Street NE, Salem, Oregon 97301

PRESENT: President Robert Krebs; Directors John Hammill, Colleen Busch, Marcia Kelley,
Board Jerry Thompson, Kathy Lincoln, and Director Steve Evans

Staff Allan Pollock, General Manager arrived at 6:35 p.m; David Trimble, Chief Operating Officer; Paula Dixon, Director of Administration; Steve Dickey, Director of Transportation Development; Patricia Feeny, Director of Communications; Chip Colby, Information Technology Manager; Chris French, Senior Planner; Matt Berggren, Planning Technician; Jared Isaksen, Finance Manager left at 6:40 p.m; Wendy Feth, Accountant, Jenny Furniss, Social Media Specialist and Susie Primmer, Technology Services Support Analyst left at 6:45 p.m; Linda Galeazzi, Executive Assistant; Ben Fetherston, SAMTD Legal Counsel

Guests Anne Baker, Accounting Supervisor for the City of Albany, and member of the Oregon Government Finance Officers Association (OGFOA); citizens, David Beem and Randy Morgan

- A. CALL TO ORDER AND NOTE OF ATTENDANCE 6:31 PM**
President Krebs called the meeting to order. Attendance was noted and a quorum was present.
- B. PLEDGE OF ALLEGIANCE 6:31 PM**
Director Steve Evans led the Pledge of Allegiance.
- C. ANNOUNCEMENTS AND CHANGES TO THE AGENDA 6:31 PM**
Two items were added to the agenda. Staff added a presentation of a new commercial advertising the West Salem Connector under agenda item D; and issues related to the Salem River Crossing Project will be added under agenda item H.2, at the request of Director Kathy Lincoln.
- D. PRESENTATIONS 6:33 PM**
- 1. Certificate of Achievement for Excellence in Financial Reporting**
Anne Baker, representing the Government Finance Officers Association (GFOA) of the United States and Canada, presented the District with the Certificate of Achievement for Excellence in Financial Reporting (CAFR) Award. Ms. Baker said this

was the fourth year in a row that the District has received this recognition. There were 111 recipients of the award in Oregon, and 12 were special districts. The CAFR Program was established in 1945 to encourage and assist members of the GFOA to go beyond minimum requirements of generally accepted accounting principles to prepare comprehensive annual financial reports that demonstrate the spirit of transparency and full disclosure. By achieving this award, the District has confirmed that its financial statements are more than just numbers. The Board can be assured that the District's financial position is transparent, fully disclosed and of the highest quality comparable at a national level. Staff recognition for this award went to finance manager, Jared Isaksen; accountant, Wendy Feth, and the entire staff of the Finance Department. The Board of Directors was also acknowledged for providing an environment of excellence at the District.

Allan Pollock joined the Board meeting at 6:35 p.m. after having given testimony at the Legislature's Joint Committee on Transportation Preservation and Modernization public hearing held in Hearing Room F at the Oregon State Capital.

2. Commercial Ad for West Salem Connector Advertising Campaign 6:40 PM

Ms. Furniss unveiled the new video ad for the West Salem Connector advertising campaign produced in partnership with Allied Video Productions. Board members received handouts of promotional materials and the press the Connector has received to include the American Public Transportation Association's (APTA) *Voices for Public Transit* post on June 24, 2016, the Westside Newspaper, and the July 13, 2016 post on West Salem Neighborhood Association's Facebook page.

E. PUBLIC COMMENT 6:46 PM

David Beem (Address on File): Mr. Beem said he is an advocate for people with disabilities and is a member of the Marion County Fair Board. Mr. Beem wants Saturday transit service to the State Fair, and a sales tax to help support the service.

President Krebs said the Board continues to look for ways to fund the service.

F. CONSENT CALENDAR 6:48 PM

Motion: Moved to approve the Consent Calendar:

1. Approval of Minutes

a. Regular Board meeting of August 25, 2016

Motion by: Director Marcia Kelley

Seconded: Director John Hammill

Vote: Motion passed unanimously (7)

G. ITEMS DEFERRED FROM THE CONSENT CALENDAR - None

ACTION ITEMS 6:48 PM

H.2 Potential Action on Issue Related to the Salem River Crossing Project

Staff report: Verbal

Presenter: Director Kathy Lincoln

Director Lincoln provided a recap of events that has led to her request for the Board to reconsider their support of the Salem River Crossing (SRC) project and to talk about the City of Salem's pending land use action to expand the urban growth boundary area in West Salem for a new highway and bridge corridor **and amend the Transportation System Plan to include the bridge, and take a Goal 15 exception for the Willamette River Greenway. Under regional procedures, the cities of Salem, Keizer and Marion and Polk counties all must concur in the UGB expansion.**

In her report, Director Lincoln notes that on August 26, the Board's Salem River Crossing (SRC) Subcommittee (President Krebs, Director Lincoln and Director Evans) met with transportation planner, Julie Warncke from the City of Salem and representative from SKATS and ODOT, Karen Odenthal and Daniel Fricke to talk about the progress on the SRC. [See agenda item J.2.b for the Minutes of the August 23, 2016 meeting of the Salem River Crossing Committee in the September 22, 2016 agenda packet.] This was the first time that the transit Board has been included in conversations about the progress of the project since 2014 when the Board voted to support the *Salem Alternative* (the "preferred alternative"). **The Board sent a letter, dated July 15, 2013, making recommendations on proposed elements for consideration in the design phase of the project. Resolution 2014-03 was adopted by the Board on April 24, 2014 supporting the Salem Alternative and recommending a policy statement be added to the Oversight Team's policy statement. The SRC Oversight Team also voted to accept the "preferred alternative." It has been a year since the SRC Oversight Team's last meeting and the approved "preferred alternative" plan has been amended since that time.** Congestion, traffic impact, geology, and land use reports are not complete, yet the City of Salem has scheduled a joint hearing with the cities of Keizer and Salem, and Marion and Polk Counties on October 12, 2016 **to consider a Salem Ordinance to adopt land use actions** based on unpublished reports. Director Lincoln expressed her concern about their rushing to make a decision without taking the care they need for a project of this size. It is unknown at this time, which governmental body will have jurisdiction over the bridge project. There is no plausible funding to maintain the bridge. Proposed funding could include tolls and property taxes, and/or increases in the gas tax or vehicle registration tax. The local community could end up carrying the tax burden while the City works to get state and federal funds; but that is not a certainty at this time. The project could sit on the shelf for years. It is important that the transit district be included in some of these conversations. There are no provisions in the design of the bridge for express lanes or park & rides. The reports are not completed yet, so the Board has no information about how the new alternative will operate.

Salem-Keizer Transit in partnership with ODOT and the City of Salem paid for an alternative mode study in 2010. The study suggested several ways to reduce traffic congestion by increasing transit, having better pedestrian and bicycle facilities, adjusting State work schedules and paying more for parking in the downtown area. Those kinds of things should be done before the city launches into huge construction projects for new infrastructure. It does not seem like any of those recommendations have been attempted or any provision made for them.

Director Lincoln's goal is not to stop the process but felt it was important for the Board to appear at the City's hearing and make a statement that the District is happy to work with the City but they are moving too fast to try to implement this project into the State's Transportation System Plan.

Director Kelley spoke about a potential gas tax that might be proposed. She sits on the local Area Commission on Transportation (ACT) and asked about potential funding from the State for the project. She was told there were very little state funds, and the bridge was not a high priority. ODOT contributed 10% of \$319 million toward the Selwood Bridge. It was not known what the federal contribution was. Cost for the SRC project is estimated at \$400-\$500 million. ACT funds will be difficult to get. It seems a bit precipitous without having the rest of the information. She understands the politics but does not feel it's appropriate. Director Kelley voiced her concern about voting to move forward with the SRC project without a meeting of the Oversight Committee.

Director Evans was concerned about the design creating a bottleneck in the turn lanes that transit buses and trucks will have a hard time dealing with.

Board members discussed next steps. The EIS needs to be completed for federal funding and the land use process is a state process. The transit Board is supposed to be a partner but has not been invited to the table to advocate for transit elements on the bridge. The advantages that could be gained will not be there. It sets precedence where transit needs will not be considered and money will be funneled into the bridge. The Board wants to have a bigger role in the process.

Motion: Moved to oppose the City of Salem's current land use action to expand the City's urban growth boundary and amend the Transportation System Plan; and authorize Director Lincoln to testify on behalf of the SAMTD Board of Directors at the Public Hearing at the October 12, 2016 Special Joint Meeting of the City of Salem, City of Keizer, Marion County and Polk County.

Motion by: Director John Hammill

Seconded: Director Jerry Thompson

Vote: Motion passed unanimously (7)

INFORMATION ITEMS

I.1 Briefing on the APTA Annual Conference

7:05 PM

Staff report: Robert Krebs, President, SAMTD Board of Directors
Allan Pollock, General Manager

President Krebs and Mr. Pollock reported on the meetings they attended at the American Public Transportation Association (APTA) Conference in Los Angeles, California on September 11-14, 2016. President Krebs plans to obtain a copy of a new video produced by the National Association of Railroad Passengers (NARP) for use by the District. He spoke about the Los Angeles Metro ballot measure in the November election; and a new concept called "*parklets*" (using on-street parking spaces in commercial districts for miniature parks) that could incorporate the use of attractive bus stops that provides green space and benches. There are now battery-powered, electric buses that can travel up to 300 miles on a charge; and a new rail/transit car plant is being built in South Chicago near the old Pullman Coach Plant

Ms. Feeney and Mr. Trimble also attended the conference.

I.2 Review of Proposed Changes to Strategic Plan Update Process

7:23 PM

Staff report: Verbal

Presenter: Allan Pollock, General Manager

The Strategic Planning Subcommittee held their kick-off meeting on August 26, 2016. President Krebs, and Directors Kathy Lincoln and John Hammill were in attendance to discuss a refresh of the current Strategic Plan. The discussion took a substantial turn to scrap the current plan and start over. Mr. Pollock advised that this was a big project. They will need the help of a consultant to work through that process.

Director Hammill concurred with Mr. Pollock's summary of the meeting. It has been five years since the Strategic Plan was updated. He felt the District's view had broadened.

Director Thompson recommended a Board work session to discuss starting over with a new Plan. The Board agonized over the first one; he does not want to do that again.

President Krebs agreed that there will be work sessions to discuss a new Plan.

REPORTS

J.1 FY2016 Year End Performance Report

7:26 PM

Staff report: The Staff Report is on pages 9-10 of the agenda; Performance Measures for FY2016 are on pages 11-16

Presenter: Matt Berggren, Planning Technician

Performance measures for fiscal year 2016 began on July 1, 2015 and ended June 30, 2016. All data was compared to the previous fiscal year. The data for these measures is derived from adjusted Trapeze schedules, vehicle fareboxes, passenger counting systems, and the District's reservation software to include *RouteMatch* and *Mobility DR*.

- Mr. Berggren provided a summary of the changes in performance with an explanation –
- Average Daily Revenue Hours by Service: Cherriots and CARTS were up 4.3% and 0.9% respectively. The RED Line and CherryLift were down 0.4% and 1.4% respectively.
 - Average Daily Revenue Miles by Service: Cherriots and CARTS were up 6.5% and 3.4% respectively. The RED Line had no change; and CherryLift was down by 2.3%.
 - Average Daily Boardings (or Unlinked Trips) by Service: All were down; Cherriots at -11.4%, CARTS at -14.2%, the RED Line at -2.2% and CherryLift at -6.6%.

Mr. Berggren said the District expects ridership to improve in fiscal year 2017 as staff works to improve the on-time performance on Cherriots and CARTS routes; and as the State Employer Bus Pass Program gets fully implemented.

Director Evans inquired about the size of the buses used for Route 15X Airport Park & Ride Express and whether smaller buses could be used. Mr. Berggren explained that 30-foot buses were used as part of the regular fleet. Smaller buses do not reduce cost overall.

Director Hammill noticed that Route 14/Windsor Island had less ridership than all of the other routes due to the construction in that area. He said it makes it hard for people when they want to use the service. The Board will need to wait a year to see if there are improvements.

J.2 Board Subcommittee Report

7:50 PM

Minutes of the Board's August 8, 2016 Work Session, August 23, 2016 Salem River Crossing Subcommittee meeting, and the minutes of the September 6, 2016 STF Advisory Committee meeting, on pages 19-29 of the agenda, were received and filed.

Board members appointed to local, regional and/or national committees may present testimony at public hearings on specific issues on behalf of the District as the need arises. Board members inform the Board of the issues discussed in the committees listed on page 17 of the agenda as they relate to transit and the District. Minutes for the external meetings can be found on the agencies websites.

BOARD AND MANAGEMENT ISSUES

K.1 General Manager

7:50 PM

Mr. Pollock reported on the testimony he gave at the Legislature's Joint Committee on Transportation Preservation and Modernization public hearing prior to the Board meeting. He said Mayor Cathy Clark from the City of Keizer was also in attendance and will give testimony. He announced that Charles Marohn, founder and president of *Strong Towns* will lead a curbside chat and presentation about the financial health of our cities on October 5, 2016 in Loucks Auditorium at the Salem Library from 7:00-9:00 p.m. Cherriots *Trip Choice* (fka *Rideshare*) is a sponsor of the event. Local elected officials will

meet with Mr. Marohn at 1:30 p.m. in the Senator Hearing Room at Courthouse Square.

Mr. Pollock reported on the Cherriots Bus Roadeo, the first in at least eleven years. He thanked Transportation Manager, Charlie Clarke and his committee of staff who helped to judge the events. There were 24 volunteers to include Director Busch with a barbeque to follow for all of the participants. Staff will have an after action meeting to review this event and potential future events.

K.2 Board President

7:52 PM

President Krebs reports on his transit-related Board and community service activities. He attended the elected officials and stakeholders meeting and public meeting at the Stayton Public Library on September 20, 2016 regarding the CARTS regional transportation plan project. He said the Board will take another look at the transportation plan after hearing the testimonies at those meetings.

K.3 Board of Directors

7:53 PM

Board members give an account, verbally and in writing, of their transit-related Board and community service activities that may be of interest to the other Board members and to the public. These activities include their attendance at their local neighborhood association meetings or talking with citizens about their experience while riding the bus, or about bus shelters or bus stops.

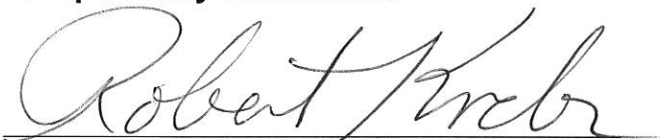
Several Board members attended the CARTS Regional Meeting held at the Stayton Library on September 20, where citizens and elected officials and staff expressed their concerns about changes to service routes in their area.

Director Kelley will follow up with the Director of Region Two regarding its staff proposed project list for the Enhance Non-Highway Funding. There was not one transit project listed in the proposed list for Region Two. She will request the project lists from the other regions as well, noting that non-highway funding is for transit projects as well.

L. Meeting Adjourned

8:10 PM

Respectfully submitted,

A handwritten signature in cursive script that reads "Robert Krebs". The signature is written in black ink and is positioned above a horizontal line.

Robert Krebs, President