

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

Thursday, August 8, 2024 at 5:30 PM

This meeting is open to the public, please see page 2 for available formats.

AGENDA

- I. CALL TO ORDER**
 - A. Safety Moment
 - B. Announcements

- II. PRESENTATION(S) | DISCUSSION(S)**
 - A. Try Transit Week Community Leaders Challenge Briefing 3
 - B. BEB Ribbon Cutting Event Update 8

- III. GENERAL MANAGER COMMENTS**
 - A. Upcoming Board Agenda Items 11
 - B. Board Calendar Review 12

- IV. ADJOURNMENT**

Available meeting formats:

- In Person: Senator Hearing Room at Courthouse Square, 555 Court Street NE, Salem, Oregon 97301
- Zoom Gov.: Meeting ID: 161 821 3987 | Passcode: 200746
Go to: <https://cherriots-org.zoomgov.com/j/1618213987?pwd=WDVadHdEcWh4WGp3TGFnk1OZjUrUT09>
- One Tap Mobile: 16692545252,,1618213987#,,,,*200746#US
- Landline Phone: +1 415 449 4000US

Virtual Meetings: The Board of Directors meeting is a public meeting; in a place that is ADA- accessible. Board meetings will also be available via *ZoomGov*. The meeting I.D. and passcode are below the agenda.

Closed Captioning (CC): *ZoomGov's* live streaming platform includes Closed Captioning (CC). It is a good tool for aiding viewer participation in the meeting. However, CC does not always translate accurately.

Alternate Formats: This is a public meeting in a place that is ADA accessible. With 48 hours of notice, auxiliary hearing aids and services, and alternate formats for individuals with limited English proficiency are available. Requests can be made to the Clerk of the Board by phone at 503-588-2424 or with the assistance of TTY: Oregon Relay Services at 1-800-735-2900 (or 711). Cherriots administration office hours are Monday-Friday from 8:00 AM to 5:00 PM.

Electronic Copies of the Board's meeting agenda packet are distributed by email 6-7 days prior to the meeting. The agenda packet is also included on the Cherriots website under Public Meetings and Notices at: <https://www.cherriots.org/meetings/>.

Email Distribution List: To add your email address to the Board's meeting distribution list, please send your email address to the Clerk of the Board at publictestimony@cherriots.org.

Reuniones Virtuales: La reunión de la Junta Directiva es una reunión pública; en un lugar accesible según la ADA. Las reuniones de la junta también estarán disponibles a través de ZoomGov. La reunión I.D. y el código de acceso están debajo de la agenda.

Subtítulos (CC): la plataforma de transmisión en vivo de ZoomGov incluye subtítulos (CC). Es una buena herramienta para ayudar a los espectadores a participar en la reunión. Sin embargo, CC no siempre traduce con precisión.

Formatos alternativos: esta es una reunión pública en un lugar accesible según la ADA. Con 48 horas de anticipación, se encuentran disponibles audífonos y servicios auxiliares, y formatos alternativos para personas con dominio limitado del inglés. Las solicitudes se pueden hacer al Secretario de la Junta por teléfono al 503-588-2424 o con la ayuda de TTY: Oregon Relay Services al 1-800-735-2900 (o 711). El horario de atención de la administración de Cherriots es de lunes a viernes de 8:00 a. m. a 5:00 p. m.

Las copias electrónicas del paquete de la agenda de la reunión de la Junta se distribuyen por correo electrónico 6-7 días antes de la reunión. El paquete de agenda también se incluye en el sitio web de Cherriots en Reuniones públicas y avisos en: <https://www.cherriots.org/meetings/>.

Lista de distribución de correo electrónico: Para agregar su dirección de correo electrónico a la lista de distribución de reuniones de la Junta, envíe su dirección de correo electrónico al Secretario de la Junta a publictestimony@cherriots.org



Try Transit is designed for the Cherriots Board of Directors to connect with and spark awareness among elected officials, decision-makers, and key community leaders of the importance of including safe, accessible, and reliable public transportation for all users in the transportation planning process.

Try Transit will launch **August 8, 2024 and will end September 22, 2024**. This outreach toolkit has been prepared by Cherriots staff for the Cherriots Board and Try Transit participants.

This resource includes:

- ideas for engagement
- limited number of Try Transit Day Passes for the Cherriots Board to distribute
- a list of local community events to take transit to
- a sample invitation email
- social media strategies and sample posts

In-person Engagement

Capitalize on existing scheduled meetings and community events.

Rather than sending an email initially, try personally inviting someone who has never ridden transit to ride the bus with you to a mutual meeting or a community event.

In-person conversations are strongly encouraged for this campaign. Plan ahead and take a look at your meeting calendar and list of community events below. Anyone from the Try Transit target audience that could ride the bus with you to that particular meeting/event? Invite them to try transit with you, give them a day pass card (below), and show them how easy it is to navigate Cherriots transit system. On the way to your destination, discussions around the benefits of transit, the barriers that people experience on a daily basis, and the need for service enhancements/solutions can be had.

Try Transit Day Passes



Join the **Try Transit** challenge
(August 12 - Sept. 21)
by using this card as a one day
pass on any Cherriotics bus.

Scan the QR code below
as you board the bus.



ESPAÑOL



(sample front)



Únase al desafío **Try Transit**
(12 de agosto - 21 de septiembre)
usando esta tarjeta como pase de un
día en cualquier autobús Cherriotics.

Escanee el código QR
que se encuentra en
el otro lado de esta
tarjeta al abordar el
autobús.

ENGLISH



(sample back)

Local Meetings and Community Events

- [KeizerFEST](#), August 9-11 @ Keizer Rapids Park (however, nearest bus stop is over a mile away)
- [Independence Summer Concert Series](#), August 8 & 16
- [Englewood Forest Festival](#), August 10 @ Englewood Park
- [Oregon State Fair](#), August 23- Sept 2 @ Oregon State Fair Fairgrounds
- Pride in the Park, September 21

Invitation Email

Please customize the highlighted fields below to tailor to your outreach. Feel free to make any edits as you see fit as well.

To: [Community Leaders and Influencers Email]

Subject: Take the Try Transit Challenge

Dear [Name],

What if you couldn't drive?

As a key influencer in [position/title] the [relevant decisions/work they do] around transportation planning, policies, and funding impacts all of us. That's why we are inviting you to participate in the *Try Transit Challenge* from August 8 - September 22. We believe that your participation could inspire many others to join this challenge and your leadership could ignite a lasting change in our approach to mobility. This is also a chance to lead by example in addressing the critical transportation and infrastructure issues in our community.

[Add meetings and community events that you both attend where you can ride transit together or other suggestions for how they can plan their trip on the Cherriots website.]

Your insights and reflections would be a crucial contribution to our understanding of the current state of transportation in our community. We will support you and are eager to share your journey with the broader community.

We hope you join us this year. We are more than happy to provide any additional information or support you might need.

[Cherriots contact]

Social Media: Strategy

- When posting to social media, be sure to use the hashtag #TryTransit and tag Cherriots (LinkedIn and Facebook) or @cherriots (Instagram and X). Liking, sharing, and commenting on other Try Transit posts will increase their visibility, so be sure to engage!
- Try posting a “get ready with me” or “day in the life” style videos using transit.
- Share where you are going and highlight benefits and barriers
- Co-create content with elected officials, public officials or other decision-makers
- Share inspiring stories from your followers or advocates from your community
- Reach out to local media early and cross-promote news stories about #TryTransit

During Try Transit

- Share your experience through images or videos.
- Share barriers, challenges, surprises, observations and process. How did you figure out your route/mode? How did you decide which worked best for your situation? If you primarily work from home, how are you getting out to do other things, such as errands, recreation, healthcare, community/faith/volunteering? How did parenting/caretaking play a role in your decisions?

Post-Try Transit

- Continue to use the hashtag after the #TryTransit and share what you found were the greatest unanticipated barriers and what are some of the most effective policy solutions to address those.
- Share any ongoing takeaways that occur after you have some distance from the event, especially if you change how you do your work, school, caretaking responsibilities or other commitments as a result.
- Consider scheduling time to periodically reassess what you learned from participating in the Try Transit Challenge and share via newsletter, blog post or social media.
- Here are some questions to consider: What are you seeing differently and what are you doing differently in your work? If you participated in the past, how was this year different? What changed for the better? For the worse?

Social Media: Sample Posts

In addition to your own personal posts, here are some sample posts with talking points:

I am committing to the #TryTransit challenge and plan to share how I get around without driving for a week and the unique benefits and challenges I may face. Let's spread awareness and push for #accessible communities together! Every trip counts! Visit cherriots.org/tripplanner to learn more.

Join us in fostering #InclusiveCommunities/#HealthyCommunities with the #TryTransit challenge. This initiative sheds light on the daily #transportation barriers faced by nearly a third of Americans - including those with disabilities, seniors, and low-income individuals. By participating, we can contribute to meaningful discussions and actions towards more accessible and equitable transportation solutions.

You are in good hands with Cherriots. Our drivers are well-trained professionals who are dedicated to ensuring your safety.

Statistically speaking, traveling by public transit is 10 times safer than driving your own car. And due to our buses' size and high visibility, they are involved in fewer collisions, and the likelihood of suffering an injury is very low.

Be safe. Ride the bus.

Community investment in public transit pays big dividends! According to the American Public Transportation Association, communities can generate up to \$5 in economic returns for every \$1 spent on public transit. Homes located near transit can have up to 24% higher market value. Plus, cities with high-quality public transit tend to attract investment and skilled workers.

Build community. Ride the bus.

Other Resources

- Logos to add to social media posts and photos
 - [w/transparent background](#)
 - [Reversed \(white text\)](#)
- [GIF/Giphy on Meta](#)
- In the beginning of September, invite Try Transit participants to join the statewide [Car-Free Challenge](#).
- Survey Questions:
 - [Pre-survey](#)
 - [Post-survey](#)

DRAFT



Run of Show: Battery Electric Bus Ribbon Cutting

Event Date: Wednesday, August 14, 4 p.m.

Formal Program Begins: 4:30 p.m.

Event Location: Keizer Transit Center, 5860 Keizer Station Blvd. NE, Keizer, Ore. (verified)

Event Theme: "A Greener Journey Begins"

Welcome Reception (20 minutes)

Start Time: 4 p.m.

- Guests begin to arrive
- **Light Refreshments:** Served in the KTC vestibule and conference room, focusing on Certified Green Caterers and supporting local agriculture, serving seasonal food, compostable table ware.
- **Construction Slideshow:** Project's development shown on the lobby monitor.

Opening Remarks

Start Time: 4:30 p.m.

- **Welcome by the Master of Ceremonies:** General Manager Pollock (podium will have a microphone in a stand)

DRAFT

- **Opening Remarks by GM:** Highlighting the vision and efforts toward electrification. Emphasis on sustainable materials and practices throughout the event. Attention to KTC “green” features.
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Keynote Addresses

Start Time: 4:35 p.m.

- **SAMTD Board President Maria Hinojos Pressey** (2-3 minutes)
 - Thanks all partners and refers to the banner or poster with their logos.
- **Carina Perez Europa – Senator Wyden/Staff** (3 minutes)
- **Staff from Rep. Salinas** (3 minutes)
- **Colin Swanson – Rep. Chavez DeRemer/Staff** (3 minutes)
- **Senator Merkley** (5 minutes)

General Manager returns to the mic, thanks the speakers, and directs everyone toward the bus staged for the ribbon cutting.

Ribbon Cutting and Official Launch (5 minutes)

- The GM and other dignitaries will proceed to the ribbon-cutting ceremony in front of the new electric bus and the official launch of the electrified corridor, Route 11.
 - **Group Photo Opportunity:** With the electric bus as the backdrop.
 - Move to a charging station at KTC – Cherriots staff will explain the process.
 - Move to the waiting bus and hand out VIP swag bags upon boarding.
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Bus Ride (15 minutes) (Optional)

- **Route:** The bus will take Senator Merkley, ceremony speakers, and other local elected officials in attendance from Keizer Transit Center to SAMTD's maintenance facility. The ride will take approximately 10-15 minutes.
 - **At the Maintenance Facility:**
 - Guests will be briefed on the Depot charging infrastructure. At completion of the briefing guests will board the bus and return to Keizer Transit Center.
 - Senator Merkley will stay behind and drive the bus.
 - Senator Merkley will depart directly from Del Webb to next event.
 - Board members and staff who need to return to Keizer Transit Center will be shuttled there.
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Event Conclusion

- Reception area will remain until guests from Del Webb have returned and have a last opportunity for refreshments.
- Event staff begins clean-up and deconstruction of the setup.
- Debrief meeting for the event team to gather immediate feedback and notes for future events.



To: SAMTD Board of Directors
From: Allan Pollock, General Manager
Date: August 8, 2024
Subject: Upcoming Work Session and Board Meeting Agenda Items

Upcoming Work Session and Board Meeting Agenda Items

<p>To Be Scheduled:</p> <ul style="list-style-type: none"> • Award of Contract for AIP Group 6 (SUA) • Award of Contract for DW Fencing (TD) • Award of Contract for Healthcare Brokerage (JR) • Award of Contract for Enterprise Vanpool Program (SUA) 	<p>Work Session:</p> <ul style="list-style-type: none"> • Tour of Transit Centers (AP)
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<p>August 8, 2024</p> <p><u>Work Session</u></p> <ul style="list-style-type: none"> • Try Transit Week Community Leaders Challenge Briefing (SUA) • BEB Ribbon Cutting Event Update (PF) <p><u>Executive Session</u></p> <ul style="list-style-type: none"> • General Manager Performance Evaluation (JR)

<p>August 22, 2024</p> <p><u>Board Meeting</u></p> <table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Action Items:</p> <ul style="list-style-type: none"> • CC: Q4 Reportable Assault Data (DT) • Potential Action on GM Performance Evaluation and Compensation (JR) • Award of Contract for Maintenance Uniforms, Supplies, & Laundry Services (TD) </td> <td style="width: 50%; vertical-align: top;"> <p>Information Items:</p> <ul style="list-style-type: none"> • FY2024 Q4 Reports: Strategic (AP) • Get there Challenge Presentation (SUA) • TransDASH Presentation (AP) • Safe Routes to School Year End Review (Beth Schmidt) </td> </tr> </table>	<p>Action Items:</p> <ul style="list-style-type: none"> • CC: Q4 Reportable Assault Data (DT) • Potential Action on GM Performance Evaluation and Compensation (JR) • Award of Contract for Maintenance Uniforms, Supplies, & Laundry Services (TD) 	<p>Information Items:</p> <ul style="list-style-type: none"> • FY2024 Q4 Reports: Strategic (AP) • Get there Challenge Presentation (SUA) • TransDASH Presentation (AP) • Safe Routes to School Year End Review (Beth Schmidt)
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<p>September 12, 2024</p> <p><u>Work Session</u></p> <p style="color: red; text-align: center;">NO WORK SESSION</p>

<p>September 26, 2024</p> <p><u>Board Meeting</u></p> <table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Action Items:</p> <ul style="list-style-type: none"> • Immigrant & Hispanic Heritage Months Artists Presentation & Reception (JR) • Approval of Title VI Plan (SUA) • Award of Contract for Landscape Maintenance Services (TD) </td> <td style="width: 50%; vertical-align: top;"> <p>Information Items:</p> <ul style="list-style-type: none"> • FY2024 Annual Report(s) (Performance, Commuter Options, Marketing) (PF) (SUA) • FY2024 Security Report (DT) </td> </tr> </table>	<p>Action Items:</p> <ul style="list-style-type: none"> • Immigrant & Hispanic Heritage Months Artists Presentation & Reception (JR) • Approval of Title VI Plan (SUA) • Award of Contract for Landscape Maintenance Services (TD) 	<p>Information Items:</p> <ul style="list-style-type: none"> • FY2024 Annual Report(s) (Performance, Commuter Options, Marketing) (PF) (SUA) • FY2024 Security Report (DT)
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<p>October 10, 2024</p> <p><u>Work Session</u></p> <ul style="list-style-type: none"> • ITS Project Update (TD)

<p>October 24, 2024</p> <p><u>Board Meeting</u></p> <table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Action Items:</p> <ul style="list-style-type: none"> • CC: Approval of FY2025 Budget Calendar (DL) • CC: Reappoint Budget Committee Members (DL) </td> <td style="width: 50%; vertical-align: top;"> <p>Information Items:</p> <ul style="list-style-type: none"> • SSTC Project Update (DT) • UMO One Year Status Report (TD / PF) </td> </tr> </table>	<p>Action Items:</p> <ul style="list-style-type: none"> • CC: Approval of FY2025 Budget Calendar (DL) • CC: Reappoint Budget Committee Members (DL) 	<p>Information Items:</p> <ul style="list-style-type: none"> • SSTC Project Update (DT) • UMO One Year Status Report (TD / PF)
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<p>November 14, 2024</p> <p><u>Work Session</u></p> <p style="text-align: center;">-</p>



To: SAMTD Board of Directors
From: Allan Pollock, General Manager
Date: August 8, 2024
Subject: Calendar of Scheduled Meetings

Board Calendar of Scheduled Meetings

August-24

8	Thu.	11:45 AM	KeizerFEST Sponsor Appreciation Luncheon
8	Thu.	5:30 PM	SAMTD Board Work Session
10	Sat.	10:00 AM	KeizerFEST Parade
20	Tue.	5:30 PM	Community Advisory Committee
22	Thu.	5:30 PM	SAMTD Board of Directors Meeting
24	Sat.	11:00 AM	Family Fun Day

September-24

			Labor Day Cherriots Administrative Offices Closed Sunday
2	Mon.	HOLIDAY	Level Bus Service
9/12-9/14	Thur.-Sat.		Latinos in Transit Leadership Summit
26	Thu.	5:30 PM	SAMTD Board of Directors Meeting
9/29-10/2	Sun.-Wed.		TRANSfom Conference

October-24

15	Tue.	5:30 PM	Community Advisory Committee
27-30	Sun. - Wed.		OTA / WSTA Annual Conference
XX	XX	XX	Cherriots Connect's Family Fall Event
10	Thu.	5:30 PM	SAMTD Board Work Session
24	Thu.	5:30 PM	SAMTD Board of Directors Meeting

November-24

3	Sun.		<i>Fall Back - Daylight Savings Time</i>
5	Tue.	VOTE	General Election Day
11	Sat.	HOLIDAY	Veterans Day Sunday Level Bus Service
14	Thu.	5:30 PM	SAMTD Board Work Session
			Thanksgiving Day Cherriots Administrative Offices Closed
28	Thu.	HOLIDAY	Customer Service Closed No Bus Service