

Salem Area Mass Transit District
BOARD OF DIRECTORS MEETING

Thursday, August 22, 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. Note the Attendance for a Quorum	
B. Safety Moment	
II. ANNOUNCEMENTS AND CHANGES TO AGENDA	
III. PRESENTATION(S)	
A. <u>TransDASH FY2024 Report</u>	4
B. <u>Safe Routes to School Year End Review</u>	21
C. <u>Get There Challenge</u>	25
IV. PUBLIC COMMENT *	
V. CONSENT CALENDAR **	
A. Approval of Minutes	
1. <u>July 25, 2024 Board of Directors Meeting</u>	32
2. <u>August 8, 2024 Board of Directors Work Session</u>	36
B. Routine Business Items	
1. <u>Fiscal Year 2024, Quarter 4 (FY24 Q4) Reportable Assault Data</u>	38
VI. ITEMS DEFERRED FROM THE CONSENT CALENDAR	
VII. ACTION ITEMS	
A. <u>Award of Contract for Landscaping Services</u>	42
B. <u>Complete the General Manager Performance Evaluation and Compensation Change Process</u>	44
VIII. INFORMATIONAL REPORTS	
A. <u>FY24 Q4 Strategic Plan Report</u>	45
IX. GENERAL MANAGER'S REPORT	

X. **BOARD OF DIRECTOR'S REPORT** *** 52

XI. **ADJOURNMENT**

Next Board Work Session Date: Thursday, October 10, 2024
Next Regular Board Meeting Date: Thursday, September 26, 2024

Available meeting formats:

- In Person: Senator Hearing Room at Courthouse Square, 555 Court Street NE, Salem, Oregon 97301
- Zoom Gov.: Meeting ID: 161 115 6964 | Passcode: 680098
Go to: <https://cherriots-org.zoomgov.com/j/1611156964?pwd=T0VPaXp3eVJpc0NJWWkxeXJSNnE5dz09>
- Comcast Channel 21
- Live Stream: <https://www.capitalcommunitymedia.org/all>
- One Tap Mobile: +16692545252,,1612017035#,,,,*512136# US
- Landline Phone: +1 669 254 5252 US

****Public Comment:*** Designated time for community members to testify before the board on any items of Board business, being limited to three minutes. Public Comments are accepted in writing, by email, in person, or by ZoomGov (Written testimony will be submitted and entered in to the record if it is received by 5:00 P.M. on the day of the meeting).

Email: Board@cherriots.org

Mail: Attn: Cherriots Board, 555 Court St. NE, Suite 5230, Salem, OR 97301

*****Consent Calendar:*** Items are considered routine and are adopted as a group by a single motion, unless a Board member requests to withdraw an item. Action on items pulled for discussion will be deferred until after adoption of the Consent Calendar.

****** Board of Director Report:*** Time for Board members to report on transit-related issues through committee and meeting participation, citizen communications, or special projects they are participating in as representatives of the District.

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.



To: Board of Directors
From: Bobbi Kidd, Strategic Initiatives Administrator
Thru: Allan Pollock, General Manager
Date: August 22, 2024
Subject: TransDASH- FY24 Report

ISSUE

Shall the Board receive the FY 2024 Cherriots TransDASH dashboard report?

BACKGROUND AND FINDINGS

The District is partnering with TransDASH in order to clearly communicate the value the District brings to our community. TransDASH allows users to view transit agency performance in each of the national outcomes and associated metrics, including peer comparisons and trends over time. All metrics are presented in an interactive dashboard that allows users to filter and create unique views.

TransDASH is providing an update on the following:

1. The Districts' TransDASH Dashboard Walkthrough
2. TransDASH Innovations: Environmental Impact and Job Access
3. TransDASH Summit: The District Award Ceremony

FINANCIAL IMPACT

The FY24 and FY25 budgets include funds for TransDASH.

RECOMMENDATION

For information only.

PROPOSED MOTION

None.



TransDASH Status Update

Cherriots

Salem, OR

August 22, 2024

TransDASH is a subsidiary of TransPro

Agenda

1. **Cherriots' TransDASH Dashboard Walkthrough**
2. **TransDASH Innovations: Environmental Impact and Job Access**
3. **TransDASH Summit: Cherriots Award Ceremony**

Executive Summary



Cherriots provides workers, both urban and rural, on average, access to 47,878 jobs in the service boundary.



Cherriots provides 40% better job accessibility for low-income workers than high-income workers.



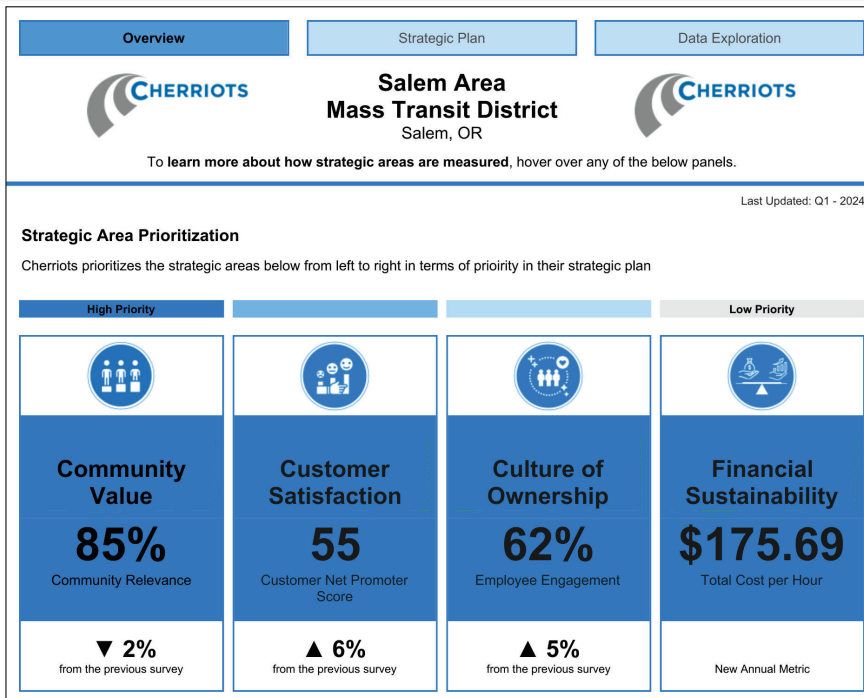
Cherriots placed first in three award categories at the TransDASH Summit, outpacing local operators such as TriMet and LTD.



The environmental impact analysis has been enhanced, and results will be forthcoming in August.

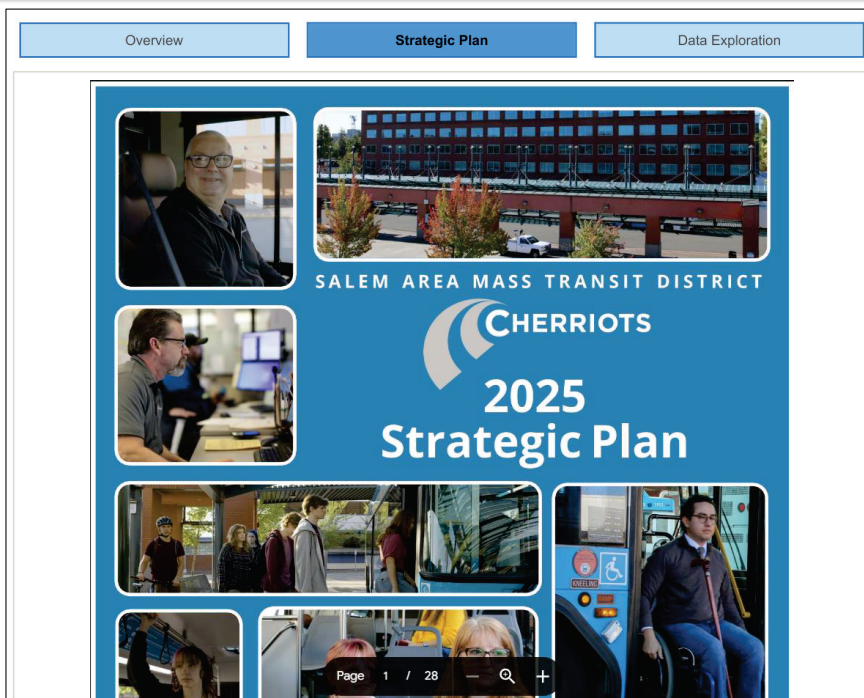
Cherriots' TransDASH Dashboard Walkthrough

Cherriots' TransDASH Dashboard Tour



- Overview
- Strategic Plan
- Data Exploration

Cherriots' TransDASH Dashboard Tour



- Overview
- Strategic Plan
- Data Exploration

Cherriots' TransDASH Dashboard Tour

Overview
Strategic Plan
Data Exploration

Agency Data
Benchmark Data
Last Updated: Q1 - 2024

How to use this table

Below are filters that empower you to analyze various strategic areas of performance for Cherriots.

Hover over the question mark on the right hand side to learn more.

Legends

National Comparison

- ▲ Above
- ▼ Below
- N/A

Goal Ambition

- Ambitious Goal
- Standard Goal

Filters

Agency Outcome

- Community Value
- Culture of Ownership
- Customer Satisfaction
- Financial Sustainability

Year: 2024

Quarter: Q1

Cherriots | Community Value | Q1 | 2024

Metric	Actuals	Goals	Goal Achieved	Goal Ambition	National Comparison	More Info
Community Awareness	75%	82%	91%		N/A	
Community Relevance	85%	86%	99%		▼ Below	
Job Connectivity	47.8K				▼ Below	
Job Connectivity from Downtown Origin	113.7K				▼ Below	
Job Connectivity Income Disparity	1.40				▼ Below	
Perceived Access	82%	85%	96%		N/A	
Perceived Financial Stewardship	39%	40%	98%		▼ Below	
Percentage of Total Service Area Jobs Accessible from Downtown Origin	91%				▲ Above	

Overview

Strategic Plan

Data Exploration

Agency Outcome
Community Value



Cherriots' TransDASH Dashboard Tour

Overview
Strategic Plan
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- Community Value
- Culture of Ownership
- Customer Satisfaction
- Financial Sustainability

Year: 2024

Quarter: Q1

Cherriots | Customer Satisfaction | Q1 | 2024

Metric	Actuals	Goals	Goal Achieved	Goal Ambition	National Comparison	More Info
Change in Ridership	-1%				▲ Above	
Customer Net Promoter Score	55	66	84%		▲ Above	
Customer Satisfaction	84%	95%	88%		▲ Above	
Ridership	855.9K				▼ Below	

Overview

Strategic Plan

Data Exploration

Agency Outcome
Customer Satisfaction



Cherriots' TransDASH Dashboard Tour

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Filters

Agency Outcome
 Community Value
 Culture of Ownership
 Customer Satisfaction
 Financial Sustainability

Year: 2024
 Quarter: Q1

Cherriots | Culture of Ownership | Q1 | 2024 ?

Metric	Actuals	Goals	Goal Achieved	Goal Ambition	National Comparison	More Info
Employee Engagement	62%	64%	97%		▼ Below	
Employee Satisfaction	65%	64%	100%		N/A	
Employees - Internal Communication	45%	46%	98%		N/A	
Employees - Mission and Vision	78%	90%	87%		N/A	

Overview

Strategic Plan

Data Exploration

Agency Outcome
Culture of Ownership



Cherriots' TransDASH Dashboard Tour

Overview
Strategic Plan
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Agency Data
Benchmark Data
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Goal Ambition
 Ambitious Goal
 Standard Goal

Filters

Agency Outcome
 Community Value
 Culture of Ownership
 Customer Satisfaction
 Financial Sustainability

Year: 2024
 Quarter: Q1

Cherriots | Financial Sustainability | Q1 | 2024 ?

Metric	Actuals	Goals	Goal Achieved	Goal Ambition	National Comparison	More Info
Budget Adherence	90%	100%	90%		N/A	
Total Cost per Hour	\$175.69	\$195	100%		▼ Below	

Overview

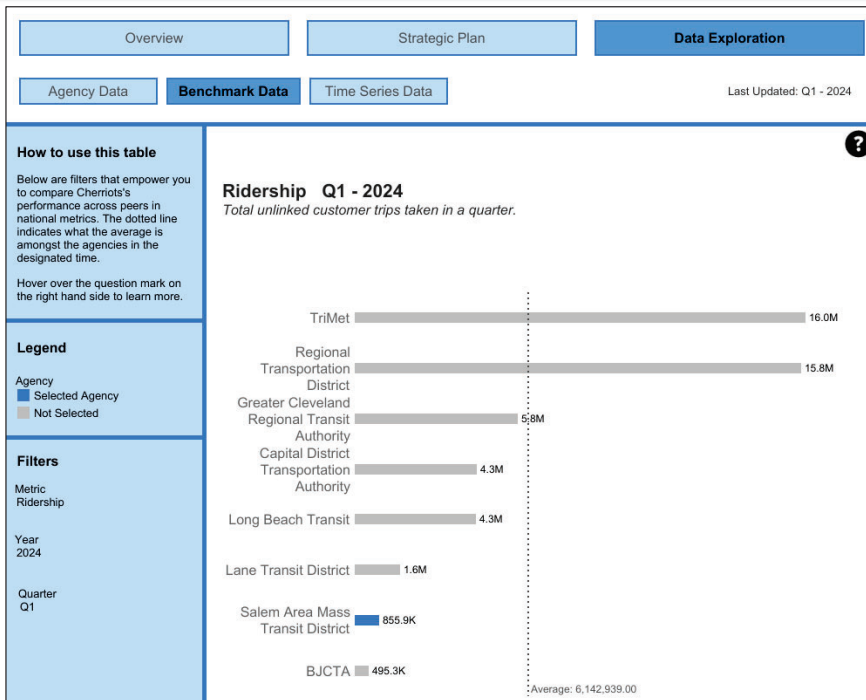
Strategic Plan

Data Exploration

Agency Outcome
Financial Sustainability



Cherriots' TransDASH Dashboard Tour



Overview

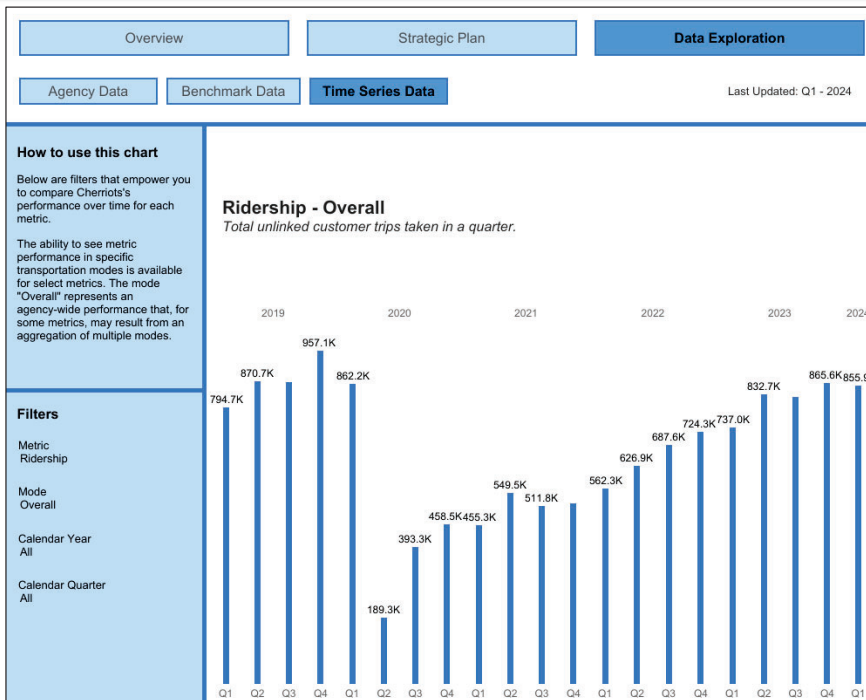
Strategic Plan

Data Exploration

Benchmarking Metric Ridership



Cherriots' TransDASH Dashboard Tour



Overview

Strategic Plan

Data Exploration

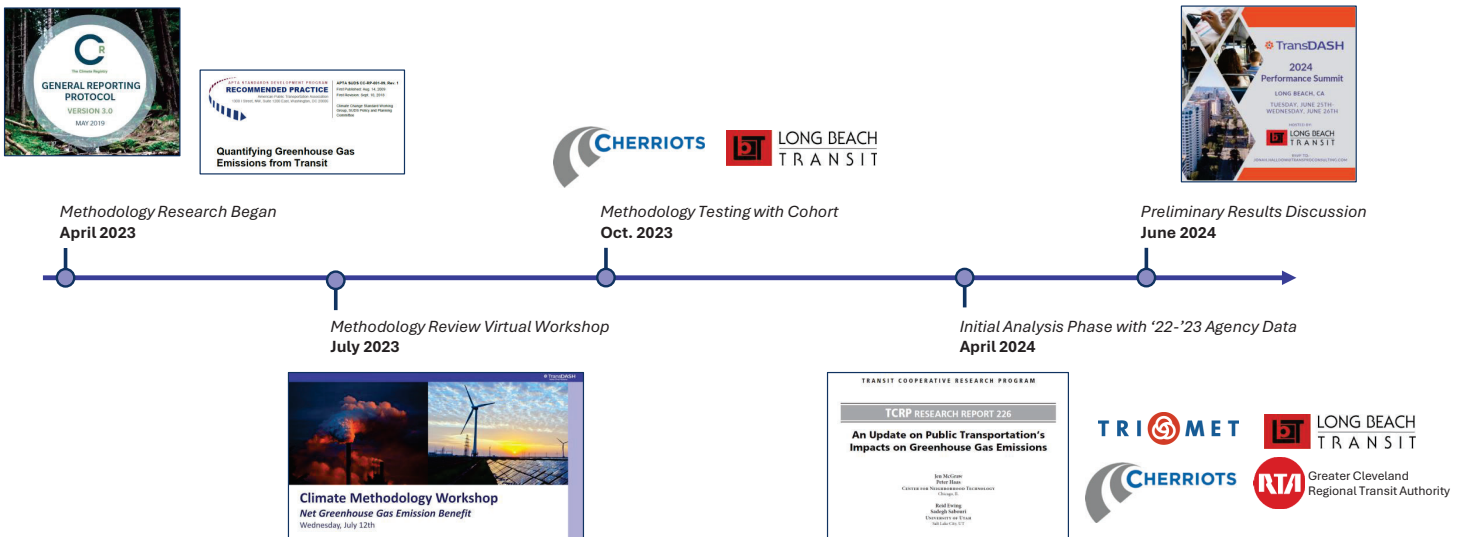
Time Series Metric Ridership



TransDASH Innovations

Environmental Impact and Job Access

TransDASH Environmental Impact Analysis



Net CO₂e Emissions (*CO₂, N₂O, and CH₄*) [Annual Calculation]

*Total CO₂e Emissions Avoided (Mode Shift and Land Use Effects) –
[CO₂e Emissions of Service Vehicles + Additional Scope Emissions]*

Information Systems

- Operational data such as passenger trips, vehicle miles, and vehicle hours
- Fuel and Energy Use data for fleets and facilities

Additional Metrics of Interest

- Kg CO₂e Emissions Avoided due to Mode Shift Effects, by Mode
- ...Emissions Avoided due to Land Use Effects
- ...Emissions per PMT, by Mode
- ...Emissions per VMT, by Mode
- ...Emissions per RVH, by Mode

Customer Metrics

- Kg CO₂e Emissions per UPT, by Mode
- Miles of Customer Auto Travel Avoided, by Mode
- Gallons of Customer Auto Gas Avoided, by Mode
- Customer Gas Dollars Saved, by Mode

TransDASH Environmental Impact Analysis

Next Steps

- Run the Environmental Impact Analysis for Cherriots in August
- Discuss analysis results with Cherriots staff
- Compare and discuss results with other TransDASH agencies
- Dive deeper into additional areas of transit's environmental impacts

TransDASH Job Access Analysis Methodology

Computed utilizing Conveyal by leveraging GTFS, service boundaries, and Census data.

- *2021 LEHD LODES, 2017-2021 ACS Block Group*
 - *Weighting the data by decennial census data vs LODES data produces very similar results in terms of weighted average job accessibility*

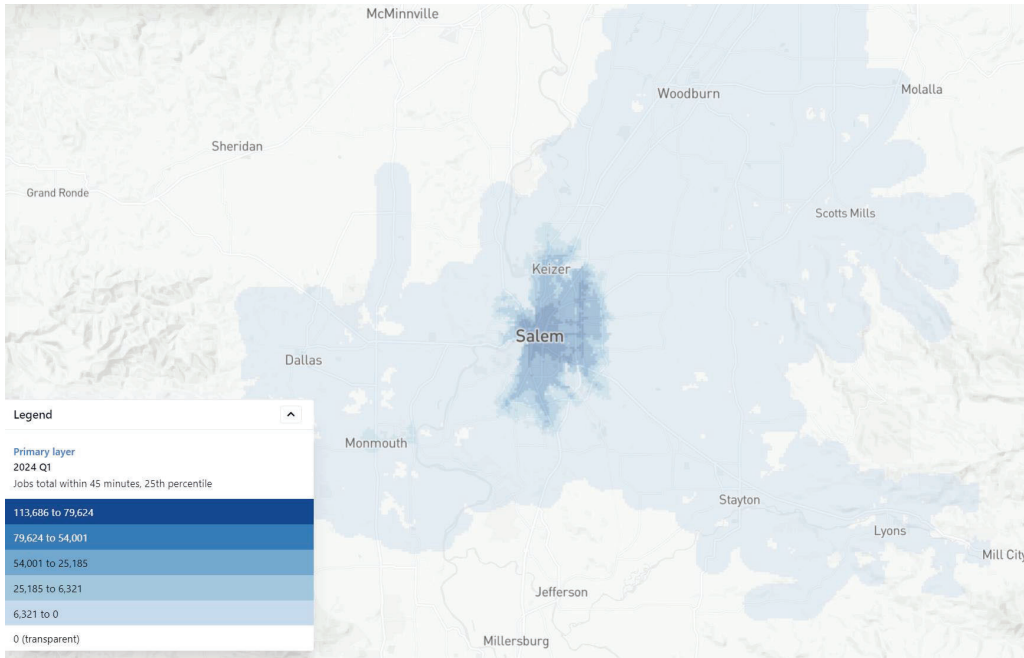
Process

- The service boundary is divided into very small zones, creating a grid pattern.
- The number of jobs accessible for workers by transit in 45 minutes is computed for each zone within the service boundary.
- The average number of jobs is computed across all zones in the service boundary, weighted by the number of workers within each zone.
 - This average can be computed for subpopulations as an equity analysis.

Analysis Assumption

- Time Period: Tuesday, 8 am – 9 am

Cherriots: All Workers Job Accessibility Heat Map



47,878

Average # of Jobs Accessible through a 45-minute Transit Commute

1.40

Job Accessibility Equity

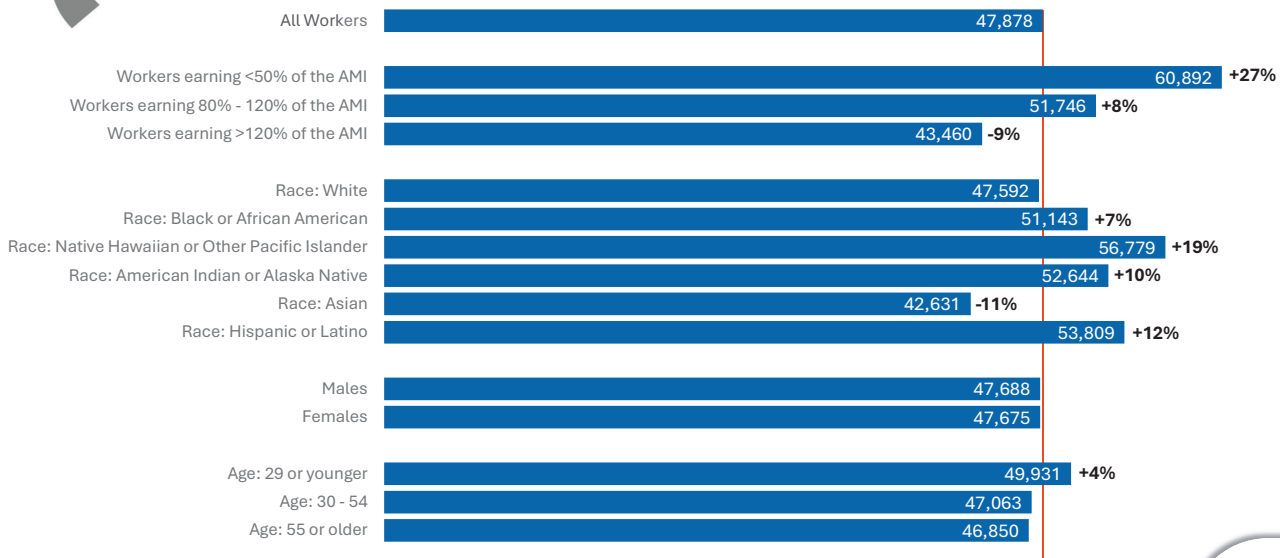
(Low-Income Worker Job Accessibility)
(High-Income Worker Job Accessibility)



Cherriots Job Access Subpopulation Analysis



Average # of Jobs Accessible through a 45-minute Transit Commute



TransDASH Summit Cherriots' Award Ceremony



TransDASH Summit Awards Ceremony

First Place

- Highest Customer Satisfaction in Q1 2024
- Most Improved Service Effectiveness from 2018 to 2023
- Most Improved UPT from 2022 to 2023



Honorable Mentions

- 2nd Highest Net Promoter Score in Q1 2024
- 2nd Most Improved UPT from 2018 to 2023
- 2nd Most Improved Job Connectivity from 2019 to 2024
- 2nd Most Improved Job Access from Downtown from 2019 to 2024
- 3rd Most Improved Low-Income Worker Job Access from 2019 to 2024

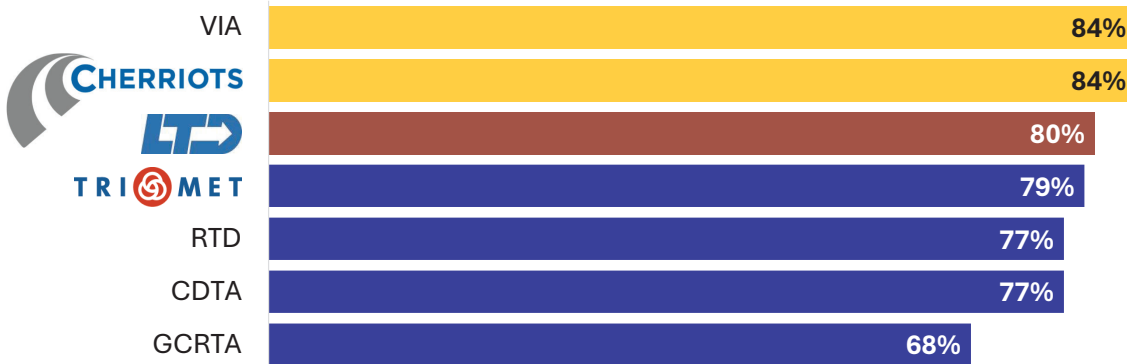
TransDASH Summit Awards Ceremony

Highest Customer Satisfaction

2024 Q1



The percent of customers who are satisfied (4) or very satisfied (5) in response to the question, "Overall, how satisfied are you with service?" on the most recent customer survey.



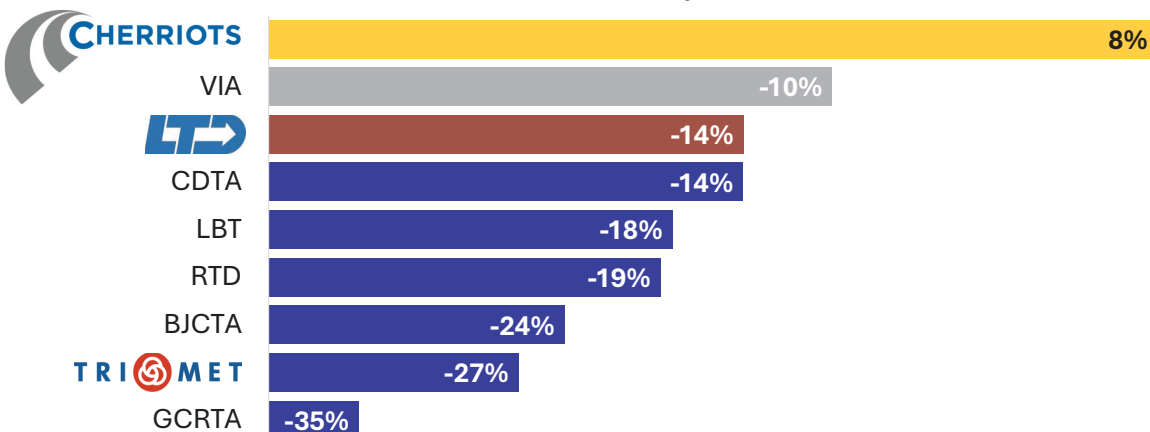
TransDASH Summit Awards Ceremony

Most Improved Service Effectiveness

2018-2023



Percent change in total unlinked customer trips per vehicle revenue mile over 5 years from 2018 to 2023.

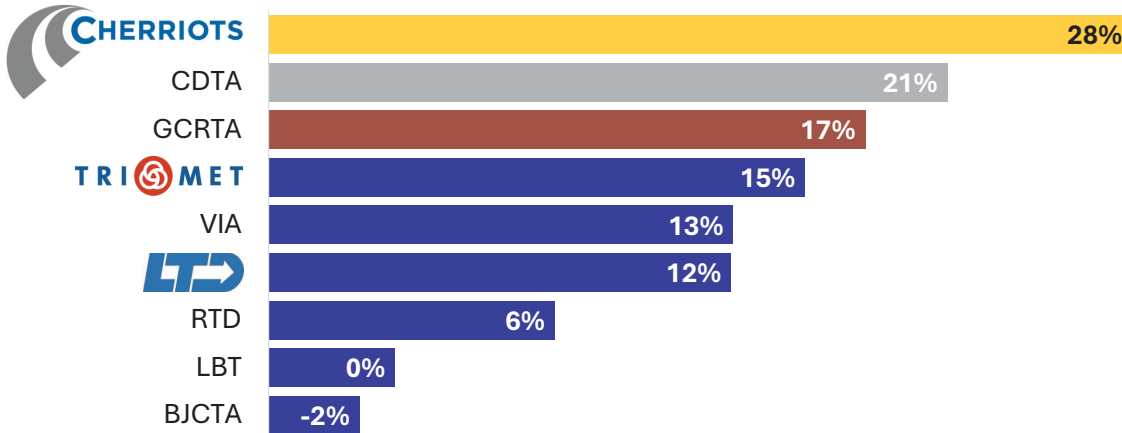


TransDASH Summit Awards Ceremony

Most Improved Unlinked Customer Trips

2022-2023

The percent change in unlinked customer trips over 1 years from 2022 to 2023.

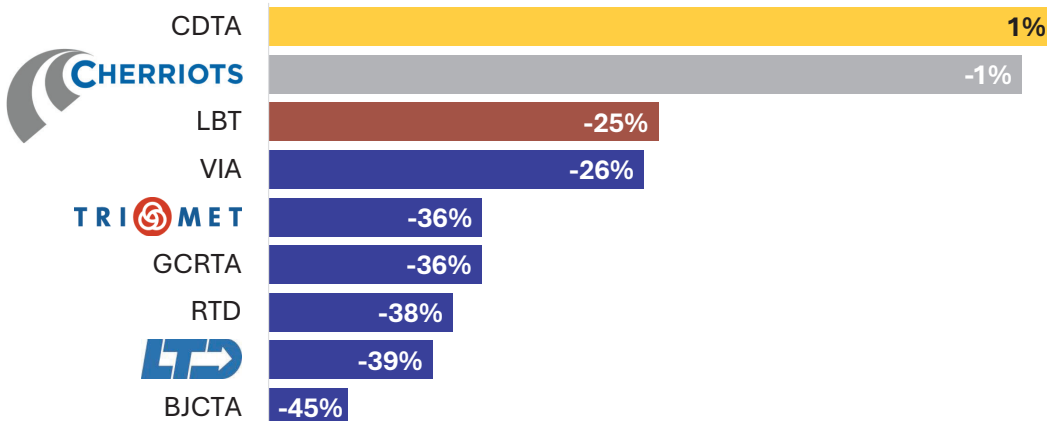


TransDASH Summit Awards Ceremony

Most Improved Unlinked Customer Trips

2018-2023

The percent change in unlinked customer trips over 5 years from 2018 to 2023.



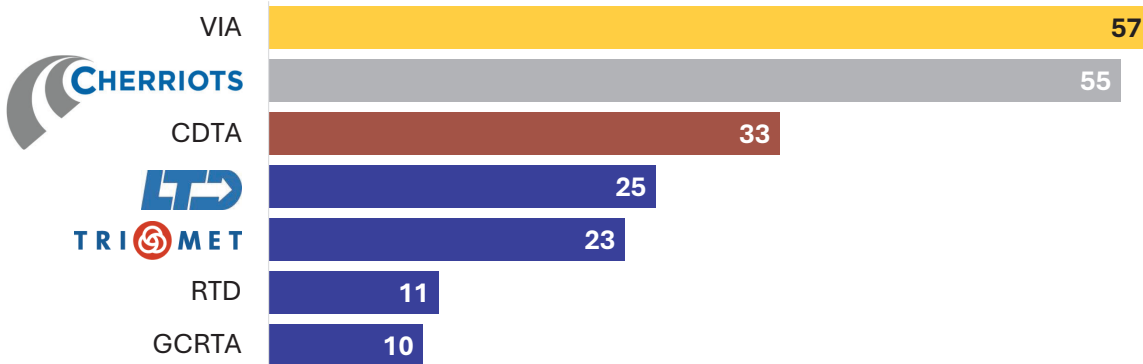
TransDASH Summit Awards Ceremony

Highest Net Promoter Score

2024 Q1



The percent of customers who are promoters (9-10) minus the percent who are detractors (0-6) in response to the question, "How likely are you to recommend transit to friends and family?" on the most recent customer survey.



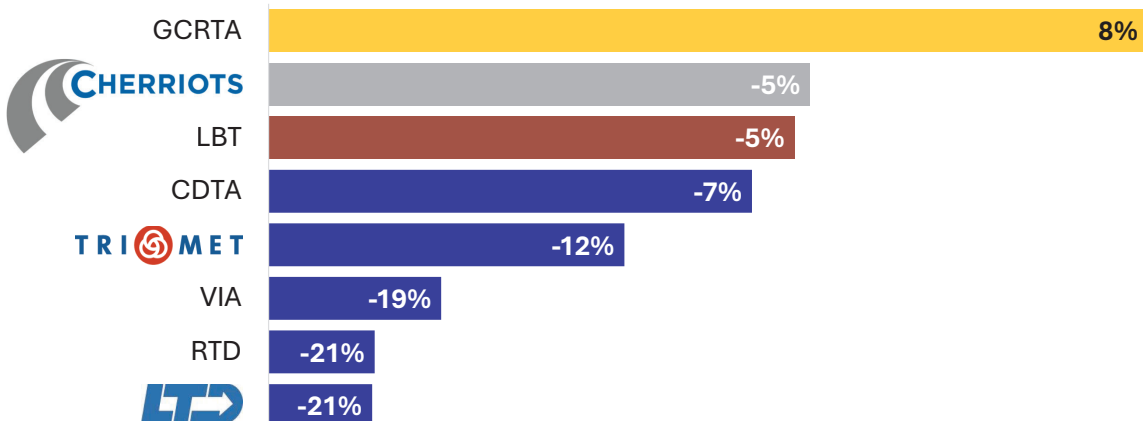
TransDASH Summit Awards Ceremony

Most Improved Job Connectivity

2019-2024



Biggest increase in average number of jobs accessible from anywhere in service area in 45 minutes by transit from 2019 to 2024.

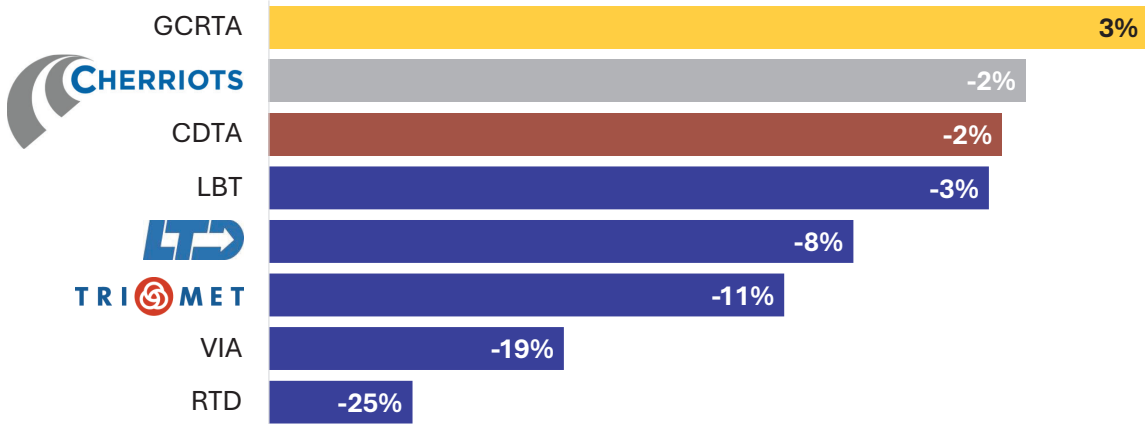


TransDASH Summit Awards Ceremony

Most Improved Job Access from Downtown

2019-2024

Biggest increase in total number of jobs accessible from downtown in 45 minutes by transit from 2019 to 2024.

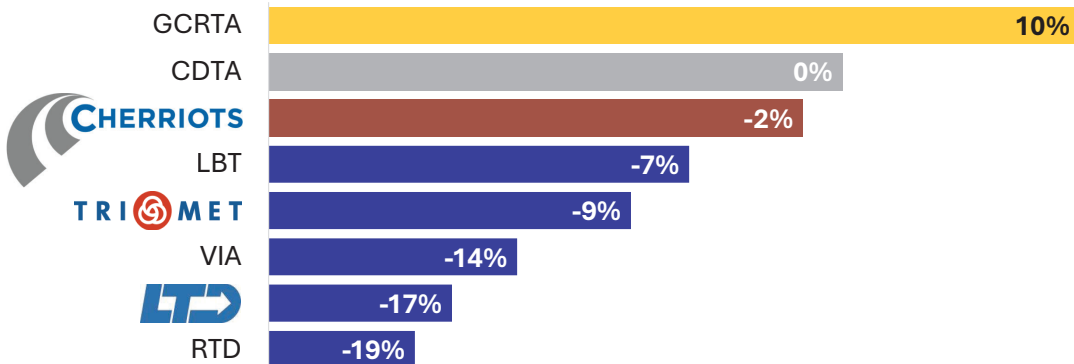


TransDASH Summit Awards Ceremony

Most Improved Low-Income Job Access

2019-2024

Biggest increase in average number of jobs accessible from anywhere in service area in 45 minutes by transit for workers earning less than 50% of the area AMI from 2019 to 2024.



Thank You for Leading the Way!

August 2024

SALEM-KEIZER SAFE ROUTES TO SCHOOL

Beth Schmidt - SRTS Coordinator



Bike Safety Education and Engagement



PEDESTRIAN SAFETY EDUCATION AND ENGAGEMENT



- 19 WALKING BUSES. 11 SCHOOLS PARTICIPATED.
- 4 SCHOOLS HELD INTERNATIONAL WALK & ROLL TO SCHOOL DAY.
- 8 SCHOOLS HELD RUBY BRIDGES WALK TO SCHOOL DAY.
- 5+ PE TEACHERS CHECKED OUT THE PEDESTRIAN SAFETY KIT FOR PEDESTRIAN SAFETY EDUCATION.

RUBY BRIDGES WALK TO SCHOOL DAY



MOBILE CLASSROOM

WE ARE EMPOWERING STUDENTS TO SAFELY USE PUBLIC TRANSPORTATION BY:

- PROVIDING A TOUR OF A TRANSIT BUS.
- DISCUSSING BUS SAFETY.
- PRACTICING GETTING ON AND OFF BUSES.
- LEARNING ABOUT CHERRIOTS AS OUR LOCAL TRANSIT SERVICE.



CHECK OUT OUR COLLABORATION REEL WITH CHERRITOS ON OUR INSTAGRAM @SKSAFEROUTES

MOBILE CLASSROOM





THANK YOU

BETH SCHMIDT

- 📞 503-540-1618
- ✉️ bschmidt@mwvcog.org
- 📷 sksaferoutes
- 📘 Salem-Keizer Safe Routes to School
- 🌐 www.sksaferoutes.org





BOARD MEETING MEMO

Agenda Item III.C

To: Board of Directors
From: Kiki Dohman, Commuter Options Coordinator
Shofi Ull Azum, Chief Planning and Development Officer
Thru: Allan Pollock, General Manager
Date: August 22, 2024
Subject: The Annual Get There Car-Free Challenge

ISSUE

Shall the Board receive a briefing on the annual statewide Get There Car Free Challenge?

BACKGROUND AND FINDINGS

The Commuter Options program is excited to announce this year's statewide Car Free Challenge, launching on September 16th. The 2024 Get There Car Free Challenge (previously the Get There Challenge) is Oregon's 12th annual statewide challenge to help make Oregon a better place to live, work, and play by encouraging Oregonians to reduce their drive-alone trips during one week for the chance to win prizes.

Participants can join by pledging to drive less for one week and logging trips taken by transit, walking, biking, scooter, carpooling, and vanpooling for the chance to win prizes.

FINANCIAL IMPACT

None.

RECOMMENDATION

For information only.

PROPOSED MOTION

None.

Purpose

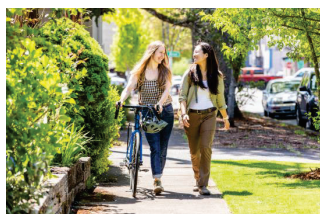
Currently, there isn't a robust World Car Free Day effort at the national level nor is it broadly observed in Oregon, so Get There Oregon will develop an independent statewide campaign for 2024.

The Oregon Get There Car Free Challenge will run for one week, culminating on World Car Free Day, September 22.



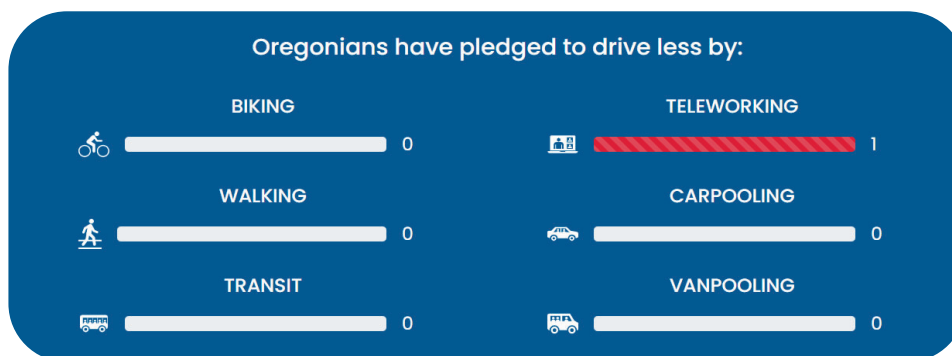
Logistics

- **Format:** Pledge and trip logging
- **Dates:** Sept 16-22, 2024
- **Eligibility:** Live and/or work in Oregon, 18+



Pledge

Take the pledge to drive less during the week of Sept. 16–22



Log Trips

Log at least **2** trips in Get There Connect taken by transit, walking, biking, scooter, carpooling, vanpooling, and remote work*. Receive an additional entry for every trip you log after 2 (up to 12)!

This trip is replacing a drive-alone trip



Sponsors

Top:

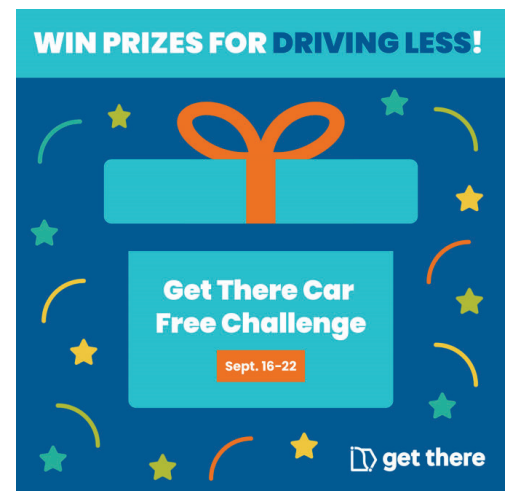


Supporting:



Prize Structure

- One of ten **\$100 Clever Cycles gift cards** with a **branded water bottle**
- One of ten **\$25 Café Yumm gift cards** and **candy** from Jacobsen Salt Co.
- One of ten **\$100 Give and Get Local gift cards** to a local business of your choice
- One of two **\$100 gift cards to a grocery store** of your choice



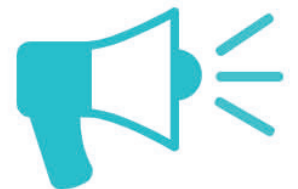
Promotional Tools



Promotional Toolkit

GetThereOregon.org/Car-Free-Toolkit

- Emails
- Flyer/poster
- Social media content
- Web copy
- Photos & graphics
- Announcement/news release



Employer Resources

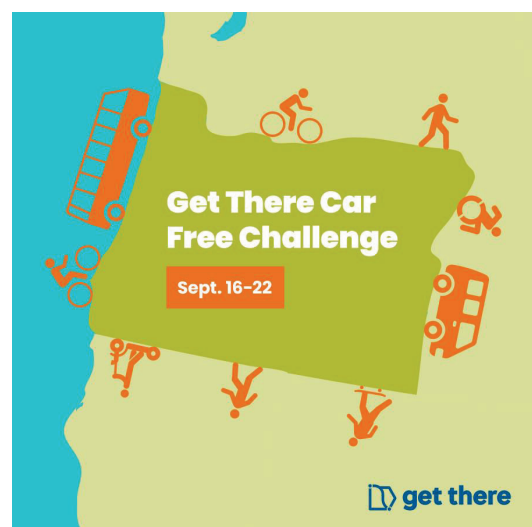
GetThereOregon.org/CST (under Seasonal Resources)

- Employee emails
- Breakroom TV slides
- Intranet/website content
- Social media content



Next Steps

- **Statewide promotions:** Aug. 5
- **Local promotions:** Aug. 19
- **Challenge begins:** Sept. 16
- **Last day to log trips:** Sept. 25 (to retroactively log trips taken through 9/22)
- **Winners announced:** Sept. 26
- **Survey sent:** Sept. 29





Salem Area Mass Transit District
Board of Directors Meeting
 July 25, 2024

Index of Board Actions

<u>Action</u>	<u>Page</u>
Approve the Consent Calendar.....	3
A. Approval of Minutes	
1. June 27, 2024 Board of Directors Meeting	
2. July 11, 2024 Board of Directors Work Session	
B. Routine Business Items	
1. Appoint Bryan Casey to position seven (7) on the CAC.	
Authorize the General Manager to enter into a contract with CTW, Inc. dba Cascade Tire Pro's for an amount not to exceed \$1,175,137 (one million, one hundred seventy-five thousand, one hundred thirty-seven dollars) over a five (5) year period.	3
Accept the FY2024 preliminary year-end financial report as presented.	3-4

Salem Area Mass Transit District
Board of Directors Meeting Minutes

Senator Hearing Room: 555 Court St. NE, Salem, Oregon 97301

July 25, 2024

Full Video of Board Meeting can be accessed at: https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71iiYD_YiUu7ABEx92

Attendees:

Board: President Maria Hinojos Pressey (Virtual), Directors Joaquín Lara Midkiff, Ramiro Navarro Jr., Sadie Carney, Sara Duncan, and Bill Holmstrom (Virtual). Absent: Director Ian Davidson.

Staff: General Manager Allan Pollock, Deputy General Manager David Trimble, CIO Art Boulanger, CFO Denise LaRue, CHRO Jaél Rose, CCO Patricia Feeny, CPDO Shofi Ull Azum, COO Tom Dietz (Virtual), Service Planning Manager Chris French, Maintenance Manager Zach Leeth (Virtual) and Executive Assistants Kirra Pressey.

Guest: Legal Counsel Sara Sayles (Virtual)/

I. CALL TO ORDER

A. Attendance

President Hinojos Pressey called the meeting to order at 5:30 p.m.

Attendance was noted with President Hinojos Pressey and Director Holmstrom attending virtually and Director Davidson absent.

B. Safety Moment

GM Pollock provided a safety moment focused on fire safety, emphasizing the importance of understanding fire extinguisher classes and selecting the appropriate extinguisher to keep on hand. He discussed the different types of extinguishers and their specific uses for various types of fires. Additionally, he highlighted the importance of using the PASS method (Pull, Aim, Squeeze, Sweep) when operating a fire extinguisher.

II. ANNOUNCEMENTS | CHANGES TO THE AGENDA

President Hinojos Pressey announced Item III.A, the TransDASH FY2024 Report has been moved to the next Board Meeting on August 22, 2024.

III. PRESENTATION(S)

~~A. TransDASH FY2024 Report~~ **Moved to August 22, 2024 Board Meeting.**

IV. PUBLIC COMMENT - None

V. CONSENT CALENDAR

Presenter: President Maria Hinojos Pressey

Staff Report: Pg. 20-29

A. Approval of Minutes

- 1. June 27, 2024 Board of Directors Meeting
July 11, 2024 Board of Directors Work Session

B. Routine Business Items

- 1. Appoint Bryan Casey to position seven (7) on the CAC

Motion:	Approve the Consent Calendar.
Motion By:	Director Sadie Carney
Second:	Director Ramiro Navarro Jr.
Vote:	Motion Passed Unanimously

VI. ITEMS DEFERRED FROM THE CONSENT CALENDAR - None

VII. ACTION ITEMS

A. Award of Contract for Tire Purchase

Presenter: COO Tom Dietz

Staff Report: Pg. 30-31

COO Dietz presented the memo seeking approval for the tire purchase contract. He briefly discussed the bidding process and the bids received, noting that the budget for this project is included in the FY25 Budget.

Motion:	Authorize the General Manager to enter into a contract with CTW, Inc. dba Cascade Tire Pro's for an amount not to exceed \$1,175,137 (one million, one hundred seventy-five thousand, one hundred thirty-seven dollars) over a five (5) year period.
Motion By:	Director Ramiro Navarro Jr.
Second:	Director Sara Duncan
Vote:	Motion Passed Unanimously

B. Accept the Preliminary FY2024 Financial Report

Presenter: CFO Denise LaRue

Staff Report: Pg. 32-37

CFO LaRue presented the Preliminary FY2024 Financial Report. She provided a brief overview of the General, Transportation Programs, and Capital Funds Financial Performance. She also discussed the FY2024 Strategic Plan Budget Usage. Items listed as unfavorable have been moved to FY2025 for completion.

Motion:	Accept the FY2024 preliminary year-end financial report as presented.
Motion By:	President Maria Hinojos Pressey
Second:	Director Joaquín Lara Midkiff
Vote:	Motion Passed Unanimously

VIII. INFORMATIONAL REPORTS

A. Service Change Briefing for September 2024

Presenter: Service Planning Manager Chris French

Staff Report: Pg. 38-41

Service Planning Manager French presented the upcoming service changes effective September 1, 2024. He highlighted notable adjustments within local and regional services and discussed the upcoming holiday service levels.

IX. GENERAL MANAGER'S REPORT

GM Pollock presented his report, taking a moment to introduce Bryan Casey, the newest member of the Community Advisory Committee. He also offered condolences for the loss of Peter Courtney, a significant community member who played an integral role in transitioning Salem Area Mass Transit District to its own agency.

GM Pollock informed the Board that Del Webb is currently under construction, with four lifts being replaced. He highlighted that ridership has increased by 16.8% for Fiscal Year 2024. Lastly, he shared pictures of the latest bus wrap celebrating Immigrant Heritage.

X. BOARD OF DIRECTORS REPORT

President Hinojos Pressey and Directors provided reports on committees and activities in which they represent the District.

XI. ADJOURN

President Hinojos Pressey adjourned the meeting at 6:22 p.m.

Respectfully Submitted

Maria Hinojos Pressey, Board President



Salem Area Mass Transit District
Board of Directors Work Session Minutes

Senator Hearing Room: 555 Court St. NE, Salem, Oregon 97301

August 8, 2024

Attendees:

Board: President Maria Hinojos Pressey (Virtual), Directors Joaquín Lara Midkiff (Virtual), Ramiro Navarro Jr., Sadie Carney, Ian Davidson (Virtual) Sara Duncan, and Bill Holmstrom.

Staff: General Manager Allan Pollock, DGM David Trimble, CIO Art Boulanger, CFO Denise LaRue, CHRO Jaél Rose, CCO Patricia Feeny, CPDO Shofi Ull Azum, COO Tom Dietz, Commuter Options Coordinator Kiki Dohman and Executive Assistant Kirra Pressey.

Guest: None

I. CALL TO ORDER

President Hinojos Pressey called the work session to order at 5:30 PM.

Attendance was noted with President Hinojos Pressey, and Directors Lara Midkiff and Davidson attending virtually.

A. Safety Moment

GM Pollock delivered the safety moment, emphasizing Attitude, Behavior, and Control as the three key aspects of personal safety. He highlighted the importance of a positive attitude in influencing safety practices, the critical role of behavior in reacting to situations, and the need for control in taking responsibility for safe surroundings.

B. Announcements – None

II. PRESENTATION(S) | DISCUSSION(S)

A. Try Transit Week Community Leaders Briefing

Presenter: Commuter Options Coordinator Kiki Dohman

Staff Report: Pg. 3-7

Commuter Options Coordinator Dohman presented the Try Transit initiative, aimed at engaging elected officials, decision-makers, and community leaders on the importance of safe, accessible, and reliable public transportation in planning processes. The campaign will run from August 8 to September 22, 2024, and includes an outreach toolkit with engagement ideas, Try Transit Day Passes, event listings, and social media

strategies. In-person engagement is encouraged, with a focus on inviting first-time riders to experience transit. The initiative also includes a sample invitation email and suggested social media posts to promote participation and awareness. In addition to providing physical copies of the resources discussed she also showed Board Members where to find the materials on their Google Drive.

B. BEB Ribbon Cutting Event Update

Presenter: CCO Patricia Feeny

Staff Report: Pg. 8-10

CCO Feeny presented the Run of Show for the Battery Electric Bus Ribbon Cutting event scheduled for Wednesday, August 14, 2024, at the Keizer Transit Center. The event, themed "A Greener Journey Begins," will include a welcome reception at 4:00 p.m., followed by opening remarks from GM Pollock at 4:30 p.m. Keynote addresses will be delivered by SAMTD Board President Maria Hinojos Pressey, representatives from Senator Wyden, Representative Salinas, and Representative Chavez DeRemer, as well as Senator Merkley. The event will feature a ribbon-cutting ceremony, a group photo, and an optional bus ride for dignitaries to the District's maintenance facility. The event will conclude with a final reception and a debrief meeting

GENERAL MANAGER COMMENTS

A. Upcoming Board Agenda Items

B. Board Calendar Review

Presenter: GM Pollock

Staff Report: Pg. 11-12

GM Pollock reviewed the upcoming agenda and calendar items, emphasizing that there will be no Work Session in September. He also noted that a reception for the artists behind the Immigrant Heritage Month and Latine Heritage Month bus wraps will be held during the September Board Meeting.

III. ADJOURN

President Maria Hinojos Pressey Adjourned the work session at 6:32 PM.



BOARD MEETING MEMO

Agenda Item V.B.1

To: Board of Directors

From: Karen Garcia, Security and Emergency Management Manager
David Trimble, Deputy General Manager

Thru: Allan Pollock, General Manager

Date: August 22, 2024

Subject: National Transit Database Reportable Assault Data FY2024 Quarter 4 (FY24 Q4)

ISSUE

Shall the Board receive the National Transit Database reportable assault data for FY24 Q4?

BACKGROUND AND FINDINGS

The below chart shows reportable non-physical and physical assaults on transit operators and other transit workers for FY24 Q4.

FY2023-2024	Non-Physical Assaults: Transit operators	Non-Physical Assaults: Other transit workers	Physical Assaults: Transit operators	Physical Assaults: Other transit workers	Total
Q1 (Jul-Sep)	3	3	0	4	10
Q2 (Oct-Dec)	1	10	1	3	15
Q3 (Jan-Mar)	3	5	0	0	8
Q4 (Apr-Jun)	5	9	4	4	22
Total	12	27	5	11	55

Summary of reportable events.

Cherriots Local:

- Non-Physical Assaults: Transit Operators
 - 4/27: A transit operator reported a rider “cursed at me and threatened to beat my ass.”
 - 5/11: An agitated rider yelled threats at the operator and kicked the door of the bus.

- 6/26: A rider put \$5 in the farebox and demanded change from the operator. When the operator could not produce the change, the rider became extremely aggressive, making demands and yelling in very close proximity to the operator's face. The operator felt threatened and began yelling for help.
- Non-Physical Assaults: Other transit workers
 - 4/3: A hostile rider took out a container of pepper spray and pointed it at the security officer, stepping closer to security and threatening them.
 - 4/21: An aggressive rider charged at a security officer with a blunt object in their hand.
 - 5/1: Security officers asked a drunk and disorderly person to leave the property. The person refused, cursed and threw a beer can at the security officer.
 - 5/1: An excluded rider was trespassing at the Downtown Transit Center. Upon contact by security officers, the rider threatened them saying "I'll f... you up."
 - 5/3: An excluded rider was trespassing at the Downtown Transit Center. Security advised them to leave or the police would be called. The rider verbally attacked the security officer and stated "I'm going to kick your ass."
 - 5/8: A security officer contacted a person about loitering at the Downtown Transit Center. The rider threatened the security officer saying "I will beat you up" and "if you ever go to Stayton, I will have my people beat you up."
 - 5/8: A rider was seen banging on the door of a bus at the Downtown Transit Center. When contacted by security, the rider was agitated and aggressive, eventually lifting his shirt to display a firearm in their waistband. The rider then threatened to kill the security officers.
 - 5/20: Security was asked to respond to an arriving bus at the Keizer Transit Center. While speaking with the operator, a rider onboard became hostile toward security saying "I'm going to kick your ass."
 - 6/27: Security contacted an excluded rider at the Downtown Transit Center. The rider threatened to "throat punch" the security officer.
- Physical Assaults: Transit Operators
 - 5/5: A rider was asked to exit the bus after dropping a bottle of alcohol and spilling it on the floor while boarding. The rider cursed at the operator and punched them in the cheek.
 - 5/8: An operator witnesses a rider who was extremely aggressive toward security officers. As the operator was entering the bus, the rider attempted

to force their way onboard. The operator's finger was injured as the rider pushed the operator in an attempt to force their way onboard the bus.

- Physical Assaults: Other transit workers
 - 4/4: There was a fight at the Downtown Transit Center. As security officers attempted to intervene, one officer was punched in the face by a member of the public.
 - 5/17: A rider was angry after being asked to exit the bus at the Downtown Transit Center, due to sleeping onboard and not appearing to have a destination. The rider got agitated, hitting the operations supervisor office door, then entering the customer service lobby screaming and throwing items on the floor. When approached by Cherriots staff, the rider slapped the hand of the staff and kicked them.
 - 6/25: Security was asked to respond to a bus at the Downtown Transit Center due to the operator believing the rider had possession of drug paraphernalia. Security asked the rider to exit the bus. The rider threatened to kick the security officer in the chest. The rider eventually exited the bus, but then began to pursue the operator across the transit center. Security stepped in between the two to stop the pursuit. The rider then threw soda in the face of the security officer.
 - 6/26: Riders waiting to board a bus at the Downtown Transit Center called for security due to a verbally aggressive rider on a bus. Security boarded the bus and asked the rider to exit. The rider grabbed the chest of the security officer and balled up their fist, as if preparing to punch the officer.

Cherriots Regional:

- Non-Physical Assaults: Transit Operators
 - 4/24: A rider became upset because they were asked to wait for the relief driver to arrive before boarding the bus. The rider became enraged and verbally threatened the driver from outside the bus.

Cherriots Lift:

- Non-Physical Assaults: Transit Operators
 - 6/14: A rider began throwing their belongings around the bus while the driver was loading and securing them. The driver told the rider to stop. The rider became confrontational and kicked at the driver.

- Physical Assaults: Transit Operators
 - 6/7: A rider took off their seatbelt while the bus was in motion. The driver stopped the bus and attempted to reseat the rider and secure them. The rider kicked the toe of the driver's shoe and raised a hand as if to slap the driver.
 - 6/12: A rider got up while the bus was in motion and opened the emergency exit door. The driver stopped the bus and went to the passenger compartment to reseat and secure the rider. The rider raised their hand to slap the driver, but was verbally redirected before striking. The rider would not comply to safety requirements for the bus to continue. The rider's caregiver was called to pick them up from the location of the bus. While waiting, the rider grabbed the arm of the driver.

FINANCIAL IMPACT

None

RECOMMENDATION

For informational purposes only.

PROPOSED MOTION

None



BOARD MEETING MEMO

Agenda Item VII.A

To: Board of Directors
From: Tom Dietz, Chief Operations Officer
David Trimble, Deputy General Manager
Thru: Allan Pollock, General Manager
Date: August 22, 2024
Subject: Landscaping Services Contract Award

ISSUE

Shall the Board authorize the General Manager to enter into a contract with BrightView Landscaping, LLC for an amount not to exceed \$115,000 over a five (5) year period?

BACKGROUND AND FINDINGS

The District purchases services that manage the landscaping at all District properties (Del Webb Operations Headquarters and Keizer Transit Center).

The District issued Invitation to Bid (ITB 24-013) on August 1, 2024. Four (4) proposals were received and all proposers were determined to be responsive per Federal Transit Administration (FTA) guidelines. The successful proposer was selected based on the lowest bid (see below).

Brightview Landscapes, LLC	
Year 1	\$ 20,170.20
Year 2	\$ 20,775.36
Year 3	\$ 21,400.68
Year 4	\$ 22,042.68
Year 5	\$ 22,704.00
Contingency	\$ 7,907.08
Estimated 5-Year Contract Bid Total	\$ 115,000.00

FINANCIAL IMPACT

The expenses associated with the first year of this contract are accounted for in the adopted FY 2024-2025 operating budget. The cost for each year thereafter will be accounted for in future fiscal year operating budgets (see the table above).

RECOMMENDATION

Staff recommends the Board authorize the General Manager to enter into a contract with BrightView Landscaping, LLC for an amount not to exceed \$115,000 over a five (5) year period.

PROPOSED MOTION

I move that the Board authorize the General Manager to enter into a contract with BrightView Landscaping, LLC for an amount not to exceed \$115,000 (one hundred fifteen thousand dollars) over a five (5) year period.



To: Board of Directors
From: Jaél Rose, Chief Human Resources Officer
Date: August 22, 2024
Subject: General Manager Performance Evaluation

ISSUE

Shall the Board complete the General Manager performance evaluation and compensation change process?

BACKGROUND AND FINDINGS

In accordance with Board Policy 116 the Board of Directors is responsible for evaluating the performance of the general manager. In addition to the evaluation the Board shall give consideration to any change in the general manager's compensation package.

In June 2024 the general manager completed a self-evaluation which was shared with the Board. The Board completed individual performance evaluations and the Chief Human Resources Officer prepared a composite performance evaluation. The Board held an executive session on August 15, 2024 to review the composite results.

FINANCIAL IMPACT

The FY 2025 budget has allocated funds in the general manager's division for a potential compensation adjustment.

RECOMMENDATION

None

PROPOSED MOTION

None



BOARD MEETING MEMO

Agenda Item VIII.A

To: Board of Directors
From: Bobbi Kidd, Strategic Initiatives Administrator
Thru: Allan Pollock, General Manager
Date: August 22, 2024
Subject: Strategic Plan Report - Fiscal Year 2024, Quarter 4 (FY24 Q4)

ISSUE

Shall the Board receive the FY24 Q4 Organizational Strategic Plan report?

BACKGROUND AND FINDINGS

In August 2022, the Board of Directors adopted an updated the Organizational Strategic Plan. The Strategic Plan details the District's aspirations and specific steps for attaining goals set forth. It provides clarity around the vision for achieving excellence, supporting employee engagement and professional growth, increasing our value within the community, and achieving financial health.

This report summarizes progress achieved on Organizational Tactics identified in the work plan over the course of FY24 Q4. This is in alignment with the commitment from Executive Leadership and District staff to monitor and report quarterly on Strategic Plan progress. This report will highlight this fiscal year's goals and quarter four accomplishments.

All of the efforts are aligned with the District's four Success Outcomes:

1. Community Value
2. Customer Satisfaction
3. Culture of Ownership
4. Financial Sustainability

FINANCIAL IMPACT

The FY 2024 budget includes funds for implementation of the Strategic Plan.

RECOMMENDATION

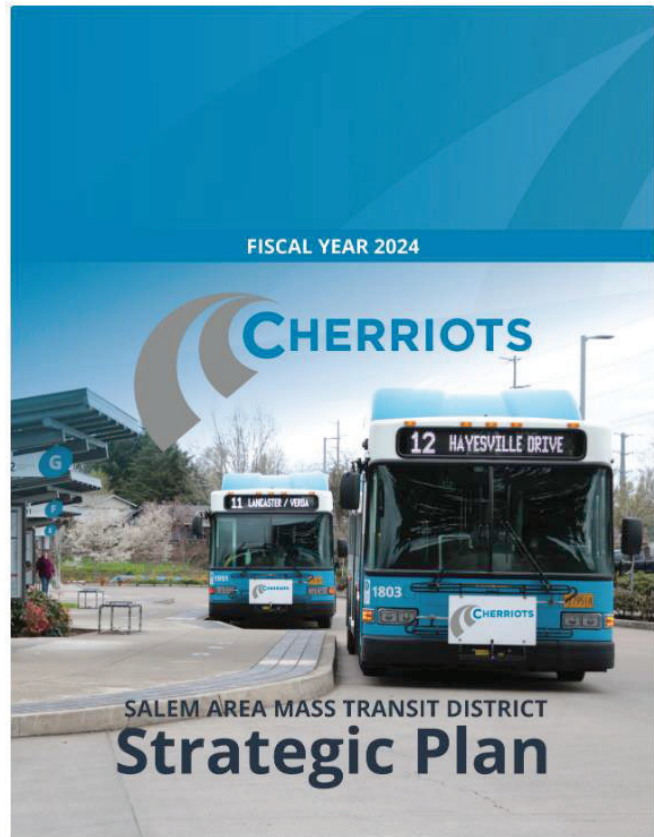
For Information Only.

PROPOSED MOTION

None.

Strategic Plan FY24 Q4 Report

August 22, 2024



Guiding Principles

VISION
We Deliver Valued
Mobility Options
that Inspire
Community
Pride.

MISSION
Creating Community
Connections

VALUES
Communication
Humility
Excellence • Respect
Resourceful
Inclusive • Ownership
Transparency
Safety



CHERRIOTS 2024 Success Outcomes

CHERRIOTS CORE AREA OF SERVICE / OPERATIONS



COMMUNITY VALUE

Community Value Score: 85



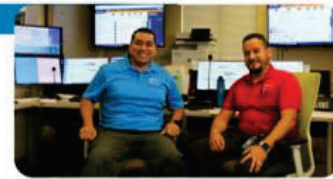
CUSTOMER SATISFACTION

Local NPS: 55



CULTURE OF OWNERSHIP

Employee Engagement Score: 64



FINANCIAL SUSTAINABILITY

- Year 1: Expenditure/Revenue Reporting
- Year 2: 3-Year Rolling Budget Forecast
- Year 3: Delivery of Full Capital Program Budget



CHERRIOTS 2025 Success Outcomes

COMMUNITY VALUE



Maintain a Community Value score over 84



CUSTOMER SATISFACTION



Maintain Customer Satisfaction Net Promoter Scores

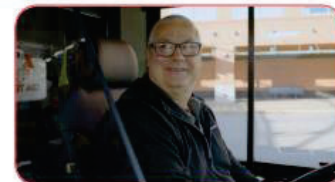
- Fixed Route: No less than 52
- LIFT: No less than 51



CULTURE OF OWNERSHIP



Increase our Employee Engagement score over the previous year by 5 percentage points or 69



FINANCIAL SUSTAINABILITY



- Year 1: Expenditure/Revenue Reporting
- Year 2: 3-Year Rolling Budget Forecast
- Year 3: Delivery of Full Capital Program Budget and Successful Completion of Triennial Review



Organizational Tactics



CHERRIOTS 2024 Organizational Tactics

Community Value	Customer Satisfaction	Culture of Ownership	Financial Sustainability
-Initiate Development of Climate Action Plan	-Customer Satisfaction Survey	-Merit-based Performance Management System	-The Finance Story
-Integration of Battery Electric Buses	-E-fare Implementation	-Management and Resource Tracking Instrument (MARTI)	
-Access	-Cherriots Intelligent Transportation System (CITS)	-Diversity, Equity, and Inclusion	
-Community Value Survey	-Clean and Safe Passenger Amenities	-Employee Engagement Survey	



2025 Organizational Tactics

COMMUNITY VALUE



1. Establish Zero Emissions Infrastructure Roadmap
2. Share the Cherriots Story

CUSTOMER SATISFACTION



1. Cherriots Intelligent Transportation System Implementation
2. Conduct a Comprehensive Operational Analysis
3. Improve Safety and Security

CULTURE OF OWNERSHIP



1. Implement an Emerging Leaders Program
2. Implement a Mentor/Mentee Plan
3. Successful Negotiation of a Collective Bargaining Agreement
4. Implement a Merit Based Performance Management System
5. Complete Implementation of a Reward and Recognition Program
6. Improve Project Performance and Management
7. Improve Technology Services

FINANCIAL SUSTAINABILITY



1. Develop a Long Range Financial Plan
2. Establish Employee Facing Human Resource and Finance Employee Portal
3. Enhance the Capital Investment Plan
4. Successful Completion of Triennial Review



Quarter 4 Overview

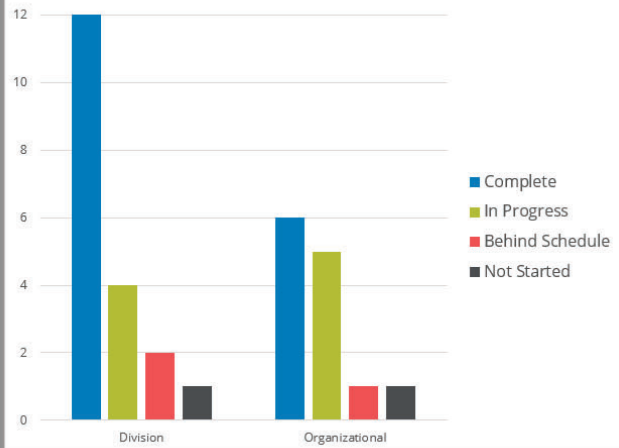
Strategic Plan

Quarterly Tactic Dashboard

TACTICS



FY2024 TACTIC STATUS



Looking Ahead



FY25

- Rolled out the Strategic Plan at the last in-person GM roundtable
- Kicking off FY25 tactic work
- Gearing up for Customer and Community surveys in the fall
- Continued TransDASH reporting



BOARD MEETING MEMO

Agenda Item X

To: Board of Directors
From: Allan Pollock, General Manager
Date: August 22, 2024
Subject: Board Member Committee Report

ISSUE

Shall the Board report on their activities and committee assignments as representatives of Salem Area Mass Transit District?

BACKGROUND AND FINDINGS

Board members are appointed to local, regional, or national committees. Board members also present testimony at public hearings on specific issues as the need arises on behalf of the District. Board members may take this opportunity to report committee updates or on any meetings or items of note relating to District business.

Subdistrict 1 Joaquín Lara Midkiff	West Salem Business Association
Subdistrict 2 Director Navarro	State Transportation Improvement Fund Advisory Committee (STIFAC)
Subdistrict 3 Director Carney	Salem-Keizer Area Transportation Study (SKATS) Legislative Committee
Subdistrict 4 Director Hinojos Pressey	
Subdistrict 5 Director Davidson	FY27 Service Enhancement Committee Mid-Willamette Valley Council of Governments (MWVCOG)
Subdistrict 6 Director Duncan	Diversity, Equity, and Inclusion Committee Mid-Willamette Area Commission on Transportation (MWACT)
Subdistrict 7 Director Holmstrom	Community Advisory Committee MWVCOG Regional Rail Advisory Board

FINANCIAL IMPACT

None.

RECOMMENDATION

For informational only.

PROPOSED MOTION

None.