

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

December 8, 2016

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1. <u>Approval of Minutes</u>	
a. Regular Board meeting of October 27, 2016	
b. Special Meeting of October 10, 2016	
2. <u>Routine Business</u>	
a. Approval of Citizen Member Appointments to the Budget Committee for a Term Ending June 30, 2019	
b. Approval of Amendment No. 3 to the Agreement between SAMTD and CFM Strategic Communications, Inc. for Legislative Advocacy Services	
c. Authorize the General Manager to execute a contract with OMBU to redevelop the SAMTD website	
d. Adopt Resolution #2016-07 for Revisions to the General Manager's Performance Evaluation and Compensation Change Policy	
Moved to appoint STF Advisory Committee members Ron Harding to fill the vacancy left in Position #1 beginning January 1, 2017 and ending on December 31, 2018; re-appoint Marja Byers to a second two-year term in Position #3 from January 1, 2017 to December 31, 2018; and accept the resignation of Gerald Heffner who filled Position #2, effective immediately	5
Moved to authorize the General Manager to enter into an Intergovernmental Agreement with the City of Keizer to establish cost-sharing requirements for the construction of a signalized intersection, and adjacent required traffic improvements needed to improve access to the Keizer Transit Center.	5-6
Moved to authorize the General Manager to negotiate a sole source contract with Kittleson and Associates, Inc. for additional design, engineering, and National Environmental Protection Act (NEPA) work needed for the construction of a signalized intersection at the entrance of the Keizer Transit Center at a cost not to exceed \$145,000.	6
Moved to adopt Resolution #2016-08 to establish Policy #117 for Advertising on District Property; thereby rescinding and replacing Resolution #10-08 adopted on December 9, 2010.	7

Regular Board meetings are video recorded and are available for viewing on the CCTV website at www.cctvsalem.org.

Salem Area Mass Transit District
BOARD OF DIRECTORS MEETING
August 25, 2016
Courthouse Square – Senator Hearing Room
555 Court Street NE, Salem, Oregon 97301

MINUTES

PRESENT:	President Robert Krebs; Directors John Hammill, Colleen Busch, Marcia Kelley,
Board	Jerry Thompson, Kathy Lincoln and Steve Evans
Staff	Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Paula Dixon, Director of Administration; Steve Dickey, Director of Transportation Development; Patricia Feeny, Director of Communications; Jared Isaksen, Finance Manager; Wendy Feth, Accountant; Roxanne Rolls, Rideshare & Outreach Coordinator; Jenny Furniss, Marketing/Social Media Specialist; Linda Galeazzi, Executive Assistant; Ben Fetherston, SAMTD Legal Counsel
Guests	Diane Lace, Vice-Chair, Special Transportation Fund Advisory Committee (STFAC); Mike Jaffe, Transportation Program Director, Mid-Willamette Valley Council of Governments (MWVCOG); Bill Holmstrom, Chair, SAMTD Budget Committee

- A. CALL TO ORDER AND NOTE OF ATTENDANCE** **6:30 PM**
President Krebs called the meeting to order and a quorum was present.
- B. PLEDGE OF ALLEGIANCE** led by Director Kathy Lincoln
- C. ANNOUNCEMENTS AND CHANGES TO THE AGENDA** - None
- D. PRESENTATION** - None
- E. PUBLIC COMMENT**
Mike Jaffe, MWVCOG – Mr. Jaffe announced the results of recent discussions between ODOT, SKATS and Central Lane MPO regarding an allocation they have been working hard to obtain through the Congestion Mitigation Air Quality (CMAQ) Program since the Federal Highway Administration (FHWA) identified Salem/Keizer’s eligibility in 2009 and Eugene/Springfield in 2013. The allocation (based on a letter received from the ODOT Director Matt Garrett dated November 10, 2016) totaled \$14.331 million. The funding is based on the populations of Salem/Keizer and Eugene/Springfield and would be dispersed through SKATS and Central Lane MPO. Funds would be divided at \$7.542 million and \$6.789 million respectively over three years from 2016-2018; \$4.2 million of the funding for Salem/Keizer is proposed for buses; 20% of the funds would be used for transit-related projects and ancillary transit/multi-modal projects, i.e., sidewalks. This

proposed allocation will be taken to the Oregon Transportation Commission (OTC) for consideration and approval next month. The OTC has full authority for how all CMAQ funds are allocated and used within Oregon.

Mr. Jaffe also spoke in support of the Board's consideration of establishing a policy for advertising on District vehicles and facilities. He shared his concern about pedestrian deaths as a result of vehicle crashes in the Salem Keizer urbanized area. He felt it was an opportunity to partner with the District in an outreach strategy to bring this issue to the public and improve safety with the use of advertisements on the back of buses that could alert drivers to the potential presence of pedestrians. He provided a chart that identified 109 fatalities as a result of vehicle crashes in the Salem Keizer urbanized area between 2007 and 2015; 500 people were seriously hurt and 33 were pedestrian-related deaths. Federal Highway Administration Transportation Performance Management (FHWA TPM) regulations stress that performance measures include pedestrian safety goals with demonstrated efficiency and safety measures to bring these numbers down.

Director Kelley thanked Mr. Jaffe for the reminder that advertising can help with things like that. She has seen some of the other Districts advertise "...if you walk or ride your bike..." have a safety feature that can be seen.

Director Lincoln agreed that pedestrian safety was a serious concern. This issue has been discussed at Keizer's Traffic Safety, Bikeways & Pedestrian Committee. She said there is a cost to putting up posters and posting safety reminders on the website and wondered if there were funds available for groups that want to get that word out.

Mr. Jaffe responded that there is funding available. Groups will need to work together to gather support and put a grant together. They would also need in-kind funding, etc., to expand the state's Travel Options program.

Director Thompson said the District was in debt to Mr. Jaffe and thanked him for being responsible for this issue.

F. CONSENT CALENDAR

6:40 PM

Motion: Moved to approve the Consent Calendar:

3. Approval of Minutes

- a. Regular Board meeting of October 27, 2016**
- b. Special Meeting of October 10, 2016**

4. Routine Business

- a. Approval of Citizen Member Appointments to the Budget Committee for a Term Ending June 30, 2019**
- b. Approval of Amendment No. 3 to the Agreement between SAMTD and CFM Strategic Communications, Inc. for Legislative Advocacy Services**

- c. Authorize the General Manager to execute a contract with OMBU to redevelop the SAMTD website
- d. Adopt Resolution #2016-07 Revising the General Manager's Performance Evaluation and Compensation Change Policy

Motion by: Director Marcia Kelley
Seconded: Director Jerry Thompson
Discussion: No Items were deferred from the Consent Calendar.
Vote: Motion passed unanimously by those present (7)

G. ITEMS DEFERRED FROM THE CONSENT CALENDAR - None

H. ACTION ITEMS

1. Appoint Citizen Members to the STF Advisory Committee 6:41 PM

Staff report: Pages 41-52 of the agenda

Presented by the STFAC Vice-Chair, Diane Lace

Motion: Moved to appoint Ron Harding to fill the vacancy left in Position #1 beginning January 1, 2017 and ending on December 31, 2018; re-appoint Marja Byers to a second two-year term in Position #3 from January 1, 2017 to December 31, 2018; and accept the resignation of Gerald Heffner who filled Position #2, effective immediately.

Motion by: Director John Hammill

Seconded: Director Kathy Lincoln

Vote: Motion passed unanimously by those present (7)

2. Approval of IGA with the City of Keizer for the Construction of a Signalized Intersection 6:44 PM

Staff report: Pages 53-72 of the agenda

Presented by Steve Dickey, Director of Transportation Development

Comments: President Krebs asked who will be responsible to run and maintain the signal once it has been installed.

Mr. Dickey advised that street improvements are a part of the City of Keizer's jurisdiction for signals; however, the City of Salem operates the controls and sequence of the signals. He will find out for clarification who the responsible party will be for maintenance.

Motion: Moved to authorize the General Manager to enter into an Intergovernmental Agreement with the City of Keizer to establish cost-sharing requirements for the construction of a signalized intersection, and adjacent required traffic improvements needed to improve access to the Keizer Transit Center.

Motion by: Director Colleen Busch

Seconded: Director Steve Evans

Vote: Motion passed unanimously by those present (6)

3. Authorize the General Manager to Negotiate a Sole Source Contract for Additional Design of the Keizer Transit Center Signalized Intersection

6:52 PM

Staff report: Pages 73-74 of the agenda

Presented by Steve Dickey, Director of Transportation Development

Comments: Director Kelley asked if the sole source contract had gone through legal counsel.

Mr. Dickey said sole source contracts are awarded first on qualifications and then prices are negotiated according to the Brooks Act.

Mr. Fetherston advised that the District routinely goes into sole source contracts without legal counsel.

Mr. Pollock added that the District goes through the approval process with a full justification packet.

Motion: Moved to authorize the General Manager to negotiate a sole source contract with Kittleson and Associates, Inc. for additional design, engineering, and National Environmental Protection Act (NEPA) work needed for the construction of a signalized intersection at the entrance of the Keizer Transit Center at a cost not to exceed \$145,000.

Motion by: Director John Hammill

Seconded: Director Kathy Lincoln

Vote: Motion Passed Unanimously (7)

4. Adopt Resolution No. 2016-08 to Revise the District's Advertising Policy

6:59 PM

Staff report: Pages 75-84 of the agenda

Presented by Patricia Feeny, Director of Communication

Comments: Director Busch stated that a lot of work had been done on the policy and resolution with the purpose to bring in extra funds. There were points in the policy that she felt were not clear, that she was uncomfortable with in the Advertising Content Standards in Section 117.05(e)(k) that state SAMTD will limit advertising messages to those that do not include any content that: (e) Contains an image or description which, if furnished or sent to a minor would give rise to a violation of ORS 167.070 or 167.080, and as such law may be amended, modified or supplemented; and in (k)

Promotes gambling activity or any establishment whose primary business or primary income is derived from the conduct of gambling with the exception of the Oregon Lottery whose funds are transferred to the state of Oregon to help fund critical programs that support education, economic development and natural resources.

Director Busch recommended that the allowance for the Oregon Lottery under Section 117.05(k) should be excluded from the policy because that statement goes against the statement made under Section 117.05(e).

Director Kelley understood Director Busch's concern with gambling; however, she stated that the Oregon Lottery is a legal entity and a public body; and the lottery is legal in the State of Oregon. She did not think Director Busch's limitation should keep the policy in limbo. If the Oregon Lottery chose to advertise, they could ask them to do a public service announcement.

Director Hammill concurred with Director Kelley. He appreciated Director Busch's concern but he did not feel it was sufficient enough to offer a no vote. He stated, from his view, the Oregon Lottery was pretty benign.

Motion: Moved to adopt Resolution #2016-08 to establish Policy #117 for Advertising on District Property; thereby rescinding and replacing Resolution #10-08 adopted on December 9, 2010.

Motion by: Director Marcia Kelley

Seconded: Director John Hammill

Vote: Motion Passed 6 - 1

Aye: Directors Marcia Kelley, John Hammill, Kathy Lincoln, Steve Evans, Jerry Thompson, President Robert Krebs (6)

Nay: Director Colleen Busch (1)

I. INFORMATION ITEMS

1. Cherriots January 3, 2017 Service Change Update

7:05 PM

Staff report: Pages 85-108 of the agenda

Presented by Matt Berggren, Planning Technician

Mr. Berggren provided an explanation of the changes to the service that staff determined are required to keep the buses running on time; to fulfill the District's strategic priority to provide an exceptional transportation experience and improve connectivity. Mr. Berggren reported on the issues that consistently surfaced that were addressed with solutions that will be implemented on January 3, 2017 to include the reliability of buses on crosstown routes with 15-minute service; timed connections of transfers

between routes at the Downtown Transit Center; and the numbering system of routes which many riders found to be confusing. As these changes did not meet the definition of *Major Service Changes*, staff was not required to test for potential adverse effects, disparate impacts, and disproportionate burdens. In all cases, revenue hours either remained the same or increased, but the increases were not more than 25%.

Comments: President Krebs, Director Marcia Kelley, Director Kathy Lincoln

J. REPORTS

1. Performance – First Quarter 7:24 PM

Staff report: Pages 109-118 of the agenda
Presented by Matt Berggren, Planning Technician

2. Finance – First Quarter 7:32 PM

Staff report: Pages 128-134 of the agenda
Presented by Wendy Feth, Accountant

3. Cherrlots Trip Choice (Rideshare) – First Quarter 7:40 PM

Staff report: Pages 119-127 of the agenda
Presented by Roxanne Rolls, Rideshare & Outreach Coordinator

I.5 Board Subcommittee Report 7:45 PM

Board members inform the Board of transit-related issues discussed in committees they have been appointed to at the local, regional, state and national levels that are listed on page 135 of the agenda.

Minutes of the Board's October 10, 2016 Work Session on pages 137-138, and the minutes of the November 1, 2016 STF Advisory Committee meeting on pages 139-142 were received and filed.

BOARD AND MANAGEMENT ISSUES

J.1 General Manager 7:53 PM

Mr. Pollock reported on the winter American Public Transportation Association meetings he attended in Washington D.C. for the Legislative Committee, Revenue Task Force and Small Operations Committee. He reiterated that the District is now eligible for CMAQ funding. The process, however, is not yet complete for confirmation; there is still the award process. He congratulated transit operator, Rich Beebe and customer service representative, Patti Beebe on their retirement from the District. He also reminded the Board that the District will be closed on Monday, December 26, 2016 and on January 2, 2017. The District will also participate in the Keizer Holiday Parade with a decorated bus that is scheduled for Saturday, December 10th.

J.2 Board President

7:57 PM

President Krebs reports on his transit-related Board and community service activities since the last board of directors meeting.

J.3 Board of Directors

7:58 PM

Board members gave an account, both 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.

Director Evans visited with Representative Post on transportation-related issues coming up and will meet with Representative Evans next week.

Director Busch is now vice-chair of the Southeast Keizer Neighborhood Association. She also attended the Latino Business Alliance meeting.

Director Lincoln attended the West Keizer Neighborhood Association meeting. She announced that Keizer was recognized with an award for Honorable Mention for starting efforts to address the need of bicyclists in their community by the League of American Bicyclists.

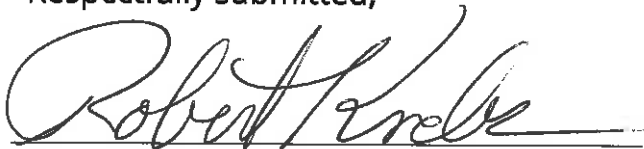
Directors Kelley and Thompson volunteered their time through Kiwanis Club delivering books to local schools, and as the engineer on the Carousel Express Train at Riverfront Park, respectively for festivities during the holiday season.

Director Hamill spoke with citizens about the upcoming route and service changes. He received a customer contact from a CherryLift user about their experience with the TripLink Call Center that he will pass forward to staff for a response.

L. Meeting Adjourned

8:10 PM

Respectfully submitted,



Robert Krebs, President

