



July 10, 2009

New Cherriots Routes Available to View Online

New routes now available to preview online at www.cherriots.org

(Salem, OR) – New Cherriots routes were announced today with maps of the routes available to preview online at www.cherriots.org. Specific schedules and route stops are still being developed by operations staff and will be available online soon. The new routes take effect on September 8, 2009.

Since December 2008, Salem-Keizer Transit has been working closely with Salem and Keizer residents, local agencies, area employers and other key stakeholders on a program that creates new routes, faster times and better service for riders.

The results of the public outreach process showed strong community support for faster times and more transfer opportunities, reducing the time riders wait for transfers. General Manager Allan Pollock says, "Community members consistently told us faster times and more transfer options would make riding the bus a more viable transportation option."

After more than 60 community meetings, forums and open houses, Salem-Keizer Transit staff developed several options for the Transit Board to review. Salem-Keizer Transit's Board of Directors adopted the new routes and schedules at their June meeting and the changes are scheduled to take effect on Tuesday, September 8, 2009.

The option selected by the Board provides the fastest service to the greatest number of riders and better serves the area's major employers – Salem Hospital, State of Oregon, Chemeketa Community College, Cities of Salem and Keizer and many others – along with service agencies and local businesses, by providing more frequent service for longer hours along Salem and Keizer's most used routes. Pollock says, "After listening to the community's feedback and input, we came up with several new and streamlined options to provide transit services in Salem-Keizer." Pollock continued, "The Board elected to proceed with providing later hours and more frequent service to routes based on what they were hearing from the community."

Salem-Keizer Transit will provide information on the new routes and schedules to Cherriots riders, area employers, government and service agencies and others during July and August.

New Cherriots service takes effect on Tuesday, September 8, 2009. Changes to the Cherriots bus routes and times do not affect the other services Salem-Keizer Transit offers: CherryLift, CARTS, service to Wilsonville (1X), or Cherriots Rideshare.