



**Citizens Advisory Committee
Virtual Meeting Via ZoomGov
March 16, 2021
5:30 PM – 7:30 PM**

Pursuant to Governor Brown’s Executive Order 20-16 issued in response to the COVID-19 pandemic, this meeting will be online only. Go to:

ZoomGov ID:

<https://cherriots-org.zoomgov.com/j/1602301772?pwd=Z04yZmxxais0c3FqS0xOTU9FNElzd09>

Phone Number:

(US)+1 669.254.5252

Meeting ID: 160 230 1772

Passcode: 670304

MINUTES

PRESENT: Patrick Schwab, Chair; John Hammill, Vice-Chair; Davis Dyer, Member; Rick
Members Hartwig, Member; Mark Knecht, Member; Erin Ross, Member.

ABSENT: Laurie Dougherty, Member; Mary Sarabia, Member, Michele Roland-
Members Schwartz , Member

Board Maria Hinojos-Pressey, Liaison

Staff David Trimble, Deputy General Manager; Tom Dietz, Director of Operation, Steve Dickey, Director of technology/Project Management, Karen Garcia, Security and Emergency Management Manager; SueAnn Coffin, Contracted Services Manager; Don Clifford, Transportation Manager, Gregg Thompson, Maintenance Manager; Chris French, Planning Manager; Jeremy Jorstad, Transit Planner II, Jolynn Franke, Transit Planner I, Ted Stonecliffe, Transit Planner II, Stephen Custer, Digital Marketing Coordinator, Kathy Martens; Executive Assistant

Guests Sign Interpreters: Halene Anderson and Ben Caveletto; Ryan Farncomb, Parametrix

1. CALL TO ORDER AND ROLL CALL

5:30 PM

Chair Patrick Schwab called the meeting to order. A quorum was present.

a. Safety Moment

The Safety Moment was presented by Deputy General Manager, David Trimble. A COVID-19 reminder that we are still in an emergency situation with transportation, but there is a light at the end of the tunnel and we are seeing improvements. Please remember to still following the three Ws: Wear your Mask, Wash your hands and Watch your distance. Since we did just “spring forward” with the time change this past weekend, here are some tips for Spring inspecting around your home. Check the batteries in your smoke detectors and CO-2 detectors, update any emergency kits you may have in your home or your vehicle, check your fire extinguishers to make sure they are charged and not expired and check around your home for debris since we did just have an ice storm that left a lot of destruction.

b. Additions/Changes to Agenda

None at this time.

2. **ANNOUNCEMENTS:** None at this time.

3. **PUBLIC COMMENT:** None at this time.

4. APPROVAL OF MINUTES

a. Minutes of December 15, 2020

Motion: Moved to approve the meeting minutes of December 15, 2020.

Motion by: Member John Hammill

Second: Member Erin Ross

Discussion: None

Vote: Motion passed with six votes in favor; Absent: Members Laurie Dougherty, Mary Sarabia, Michele Roland-Schwartz

5. PRESENTATIONS

6. DISCUSSION ITEMS

a. Unmet Needs Discussion, Chris French, Service Planning Manager

Cherriots is getting ready to do their needs assessment process. We look at our system as a whole both within and outside the Urban Growth Boundary to see where we are meeting needs, or not meeting needs. This includes our local and regional services, from where we service, where we may not service, hours of service, etc. We will also ask about technology, what our customers may be interested in, transit

amenities, etc. We are starting to build the questions we want to take out to the community and we are looking for input from this committee to help us make sure we are asking the right questions. Unfortunately, it doesn't mean we will be able to meet all the unmet needs identified at this time. We want to make sure our community knows we have heard them and if a need is left unmet, we want to make sure they understand why, at this point in time, it is unmet. We'd like to start with your feedback and just to be clear, the service planning department is on the call to take notes of your suggestions.

- There are a lot of places within Marion County that are not covered by routes, or the bus stop is miles away. How is it determined where a bus travels? On the corner of Cordon and Auburn, where the mushroom plant used to be, there are a bunch of family homes being developed in that area. Cherriots does keep track of new developments and this process helps identify developments, what type they are, and determine if a route/stop is needed in that area. The planning department also does early assessment of areas where there is development to determine what kind of a stop might be needed so poles and/or bus shelters can be planned and approved before parking has already been established.
- There is development at the site that used to be the State Hospital, Park and D St. Cherriots does have hourly service there and those routes, for those with disabilities, is a great location because both inbound and outbound, you don't have to cross a street. This would be a good location for more frequent service.
- Sunday and Holiday service was brought up. Sunday and holiday service is going to be implemented in September.
- Salem's population is increasing rapidly, but Woodburn is really seeing a spike. It has been heard the interface between Woodburn Transit and Cherriots Regional leaves little to be desired in frequency and amenities at the transfer point.
- There are plans for routes to the new Amazon center and that whole area, but are there any plans for the other side of Cordon, between State and Center? There is an entity that would like to build a building for homeless females, but is concerned there isn't any service in that area. This is exactly the kind of information Cherriots is seeking so more thought can be put into other areas that may need service in the future. Some of this area is outside the UGB, which can cause some issues, but it can certainly be looked into.
- Weekends and more length of service does continue to come up. Not all Saturday service times are running right now, but it is the Sunday service

most would like. Adding Sunday service would help ease the lack of full service on Saturday.

- What about early morning service for those getting to work? Have any members heard much about this timing of service? Not currently.

As you further think about this assessment and you have further ideas, please reach out to the planning department through David Trimble, or Kathy Martens.

b. South Salem Transit Center Discussion, Steve Dickey, Director of Technology/Project Management and Ryan Farncomb, Parametrix.

Parametrix is the project management company that will be helping us with the site selection for the South Salem Transit Center. This is a project with a long history. You may remember we did find a piece of property in south Salem owned by Walmart and we had to step back from purchasing that piece of property in order to not significantly delay this project and also have a large amount of legal fees. By stepping back, it also gave us an opportunity to determine how a transit center needs to function in this day. A center needs to function as a mobility hub. This center needs to not only accommodate the larger buses, but also other modes of transportation, like the smaller buses that may go through neighborhoods or business centers where a smaller bus would navigate easier, where an Uber or Lyft can take you to the hub to connect with a bus, but also accommodate a bicycle a person would ride to then catch a bus. Another aspect we need to keep in mind is how will travel change once the pandemic is gone? We've learned that not everyone needs to actually be in an office, or can work staggered hours and how will this change transportation needs?

Ryan Farncomb went through a presentation that outlines the major steps involved with this project. It was recommended by member John Hammill that when looking for a site, to please keep in mind that most riders are pedestrians first and if there isn't anywhere for one to walk once they are at this new center, then it would be a less than ideal location. If you have any more comments, please get those to David Trimble or Kathy Martens. There is also a website that will be updated with the most current information on this project: www.southsalemmtc.org.

c. Electronic Fare Discussion, Steve Dickey, Director of Technology/Project Management.

Steve shared what a contactless payment system is and what Cherriots is hoping to gain from this project. This is a way to pay for your bus fare with no contact. This is a credit card-sized card you carry or an app on your phone. The card/app are preloaded. They can also be programmed for "fare capping" so you don't pay more than a day fare all day or a month fare if riding for a month. In some areas the same

card will work for multiple systems, which gives you flexibility. Some areas, like in Tokyo, you can actually purchase goods from merchants with your fare card. Cherriots is looking to this committee to let us know your experiences using similar cards, what you liked, what you didn't like, etc. so by Friday, March 26th, we have your feedback as we look to vendors and what their card can do. What about a disabled person using the card, where will the reader be located, would a visually impaired individual be able to use it? And yes, we are keeping that in mind and make sure the system is user friendly. What about the occasional user, will cash still be accepted? We are looking for systems that will accept cash and even touch Visa/Mastercard and Apple Wallet. Member Erin Ross has used these in Seattle and in the Bay area and she had a few suggestions; make sure there is a backup system where a rider could still purchase a ticket, a way to stop a card's use if stolen, and maybe an indication light to let the rider know their fare was accepted or rejected so they don't need to rely on the driver.

d. Intelligent Transportation Programs (CAD/AVL) Discussion, Steve Dickey, Director of Technology/Project Management.

Steve introduced Stephen Custer, Digital Marketing Coordinator whom will give a demonstration of what real time information means and how it will be implemented and used on Cherriots buses. This will help riders to find out exactly where their bus is, when it will reach their stop and even see a map that shows where the bus is located in real time. Stephen proceeded with the demonstration. This real time information will be embedded on our website. Accessibility on our website has always been top of mind, so in July of 2018, when we launched this new website, we were WCAG certified, which meant our website met the Web Content Accessibility Guidelines criteria. This certified our site is navigable and keyboard accessible for everyone that needs to use the site. We will have this certification done again to make sure we met the WCAG criteria and our website is navigable and accessible. This real time information will be integrated into our Trip Planner utilizing the power of Google Maps so it will be sent to Google. It will also be sent to Transit and AppleMax two more trip planning apps. We will also offer riders a real time text service and an automated real time phone service with a new phone number. Most of these use a stop ID number to produce the real time information. Any questions? Co-chair John Hammill asked about being on a bus and knowing when he should pull the cord for his stop. How will he, as a visually impaired individual, be able to hear when the bus is approaching his stop? As part of this project is a tool called AVAS, which is replacing the "Talking Bus". All the stops have been added to a program that announces all the stops and also showing on the front head sign. Changes can be added or removed almost instantaneously. The announcements made on the bus are audio as well as shown on the head signs as well as points of interest. There is an app called "Transit" that will track and let you know what stop you are coming up to.

e. Member Recruitment, David Trimble, Deputy General Manager.

We currently have 2 open positions on our Citizen Advisory Committee. We need a student representative and another member position that was vacated by member Maria Hinojos-Pressey, who has joined our board of directors. We will get those openings and applications posted and hope to have some good candidates for our next meeting. Once determined, we will take the applications to the board for the board's approval.

7. ACTION ITEMS

8. FUTURE AGENDA ITEMS

a. Committee Work Plan

The committee's work plan was sent out a few meetings ago and the topics tonight were all a part of that work plan. We will work towards getting out any documents that need discussion to the committee in advance so we can come prepared to discuss.

b. Performance Reports

Performance reports will be reported at the June meeting. We will discuss ridership, instilling rider confidence and what post-COVID ridership might look like.

9. ADJOURNMENT

7:05 PM

Motion: Moved to adjourn the meeting.

Motion by: Member Mark Knect

Second: Member Rick Hartwig

Discussion: None

Vote: Motion passed with six votes in favor; Absent: Members Laurie Dougherty, Mary Sarabia, Michele Roland-Schwartz