

Salem Area Mass Transit District
BOARD OF DIRECTORS MEETING

Thursday, February 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>Customer Satisfaction & Community Value Survey Presentation</u>	4
IV. PUBLIC COMMENT *	
V. CONSENT CALENDAR **	
A. Approval of Minutes	
1. <u>January 25, 2024 Board of Directors Meeting</u>	110
B. Routine Business Items	
1. <u>FY 2024 Quarter 2 (FY24 Q2) Reportable Assault Data</u>	116
VI. ITEMS DEFERRED FROM THE CONSENT CALENDAR	
VII. ACTION ITEMS	
A. <u>Approve Letter to SKATS Policy Committee</u>	119
VIII. INFORMATIONAL REPORTS	
A. <u>FY24 Q2 Strategic Plan Report</u>	123
B. <u>FY24 Q2 Performance Report</u>	132
C. <u>FY24 Q2 Finance Report</u>	147
IX. GENERAL MANAGER'S REPORT	
X. <u>BOARD OF DIRECTOR'S REPORT</u> ***	153

XI. ADJOURNMENT

Next Board Work Session Date: Thursday, March 14, 2024
Next Regular Board Meeting Date: Thursday, March 28, 2024

Available meeting formats:

- In Person: Senator Hearing Room at Courthouse Square, 555 Court Street NE, Salem, Oregon 97301
- Zoom Gov.: Meeting ID: 161 201 7035 | Passcode: 512136
Go to: <https://cherriots-org.zoomgov.com/j/1612017035?pwd=L2g4UDIVMFV0eklVd2hvTFpsRWhhZz09>
- 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.



BOARD MEETING MEMO

Agenda Item III.A

To: Board of Directors
From: Patricia Feeny, Chief Communications Officer
Thru: Allan Pollock, General Manager
Date: February 22, 2024
Subject: Community Value and Customer Satisfaction Surveys

ISSUE

Shall the Board receive the results of the Customer Satisfaction Survey and the Community Value Survey?

BACKGROUND AND FINDINGS

As part of the District's strategic planning work, three waves of customer satisfaction and community value surveys have been completed. These two surveys have moved to annual cadence beginning in the fall of 2023. The customer value survey report is included in Attachment A and the community value survey report is included in Attachment B.

In November 2023, the District's partner, ETC Institute, began conducting two surveys to gauge if the agency is successfully meeting the needs and expectations of customers and community members and where improvements can be made.

The design of the Customer Satisfaction Survey tool satisfies multiple objectives, including measuring overall satisfaction and understanding rider behavior. The goal to collect a minimum of 400 completed surveys from bus customers was met. The main purpose of the survey was to identify who rides, how they ride, and why they ride. Survey collection was conducted by ETC's team of trained surveyors via paper intercepts onboard buses, as well as at transit centers and bus stops. Surveys were followed by a quick rider debrief to confirm that each question was answered to the best of the rider's ability.

The Community Value Survey was administered by ETC Institute through mail to a random selection of households within the District's service area. With 428 surveys completed, the goal to collect a minimum of 400 was met. The mailed surveys included a cover letter explaining the purpose of the survey and a return-reply envelope to mail the survey back. Respondents also had the option of completing the survey online. The main purpose of

the survey was to identify public perceptions in order to develop a roadmap for the future to meet the community's needs.

Chris Tatham, CEO of ETC Institute, is here this evening to present survey results.

Comparative Analysis of Customer Satisfaction and Community Value Surveys

The following table presents a comparative analysis of the results derived from three consecutive waves of surveys conducted among public transit users and community members within our service area. The objective of these surveys was to gather actionable insights into user satisfaction, service accessibility, safety perceptions, and overall system efficiency. By examining trends and shifts in rider and community member feedback across these three periods, we can identify patterns that inform strategic planning, operational adjustments, and policy development to enhance the public transit experience.

The first wave of the survey, conducted in fall of 2022, established a baseline understanding of user satisfaction and identified key areas for improvement and areas with opportunities. The second wave, conducted in spring 2023, provided a comparison of this new data to the established baseline. The third and most recent survey wave, completed in the fall of 2023, provided confirmation of successful practices, challenges, and opportunities presented in the first two survey results reports.

This analysis synthesizes data from these surveys, highlighting both progress made and areas requiring continued focus. Through this comprehensive review, we aim to provide the Board with a clear understanding of rider needs and preferences and community perceptions, supporting evidence-based decision-making to foster a more efficient, accessible, and user-friendly public transit system.

SURVEY QUESTION	WAVE 1	WAVE 2	WAVE 3	ISA*
NPS	65	52	55	33
Overall Customer Satisfaction	95%	87%	84%	58%
Community Values Cherriots	96%	95%	85%	67%
Travel Time	94%	87%	85%	82%
Safety on the Bus	93%	85%	83%	82%
Convenient Routes	90%	82%	78%	82%
Bus Cleanliness	87%	78%	78%	68%
On Time Performance	84%	83%	80%	66%

*Industry Sampled Average

FINANCIAL IMPACT

None.

RECOMMENDATION

For Information only.

PROPOSED MOTION

None.

Comparative Analysis of Survey Waves 1, 2, and 3

Board of Directors
February 22, 2024



SURVEY QUESTION	WAVE 1	WAVE 2	WAVE 3	ISA
NPS	65	52	55	33
Overall Customer Satisfaction	95%	87%	84%	58%
Community Values Cherriots	96%	95%	85%	67%
Travel Time	94%	87%	85%	82%
Safety on the Bus	93%	85%	83%	82%
Convenient Routes	90%	82%	78%	82%
Bus Cleanliness	87%	78%	78%	68%
On Time Performance	84%	83%	80%	66%



2023

**Salem Area Mass Transit District
Customer Satisfaction Survey**

Findings Report



Contents

Section 1: Executive Summary.....	4
Section 2: Charts and Graphs.	10
Section 3: National Benchmarks.	42
Section 4: Tabular Data.....	52
Section 5: Survey Instrument.	72

1

Executive Summary

2023 Salem Area Mass Transit District (Cherriots) Customer Satisfaction Survey *Executive Summary*

Overview

In the Fall of 2023, Salem Area Mass Transit District (Cherriots) that operates bus and paratransit service in the Salem, OR area conducted a Customer Satisfaction Survey to analyze customer opinions regarding all aspects of service. The survey design satisfies multiple objectives, including measuring overall satisfaction and understanding rider behavior. The goal to collect a minimum of 400 completed surveys from bus customers was met, and the overall results for the sample of 400 riders have a precision of at least +/- 4.9 at the 95% level of confidence. The main purpose of the survey was to identify who rides Cherriots buses, how they ride, and why they ride.

Methodology

The Customer Satisfaction Survey was administered by ETC Institute's team of trained surveyors. Survey collection was conducted via paper intercepts onboard Cherriots buses, as well as at Cherriots stations and bus stops. Surveys were followed by a quick rider debrief to confirm that each question was answered to the best of the rider's ability. A detailed sampling plan was developed and closely followed based on each line's daily ridership numbers provided by Cherriots' August-September 100% Ride Check Counts, so survey results were adequately proportionate with route usage. The survey collection sampling plan is provided below.

	Route	*Avg Daily Ridership - 2023 Sept	% of Sample	Total Weekday Surveys	Total Weekend Surveys
Regional 30 Surveys	10X	63	12.78%	4	
	20X	61	12.37%	4	
	30X	54	10.95%	3	
	40X	279	56.59%	17	
	45	11	2.23%	1	
	50X	15	3.04%	1	
	80X	10	2.03%	1	
	Regional Total	493	100%	30	0
Local 290	01X	35	0.21%	1	
	2	1176	6.96%	20	6
	3	801	4.74%	14	4
	4	806	4.77%	14	4
	5	1349	7.99%	23	6

6	188	1.11%	3	1
7	402	2.38%	7	2
8	846	5.01%	15	4
9	967	5.73%	17	5
11	3665	21.70%	63	18
12	139	0.82%	2	1
13	546	3.23%	9	3
14	80	0.47%	1	
16	171	1.01%	3	1
17	871	5.16%	15	4
18	433	2.56%	7	2
19	2168	12.84%	37	10
21	2052	12.15%	35	10
23	128	0.76%	2	1
26	29	0.17%		
27	37	0.22%	1	
Local Total	16,889	100%	290	81

The following pages of the report contain a summary of the major findings from the survey; the full Customer Satisfaction Survey Report includes the following:

- Charts and graphs depicting the results of the survey (Section 2)
- Benchmarks comparing results from Cherriots to national survey results (Section 3)
- Tabular data of survey results (Section 4)
- A copy of the survey instrument (Section 5)

Customer Demographic Characteristics

- **Race/Ethnicity, Age, and Gender.** More than half of respondents (61%) identified their race/ethnicity as White/Caucasian. The second largest group of respondents described themselves as Hispanic, Spanish, or Latino/a/x (26%), with Black/African American being nine percent (9%). Thirty-four percent of respondents (34%) were between 18 and 29 years old, seventeen percent (17%) were between 40 and 49 years old, and sixteen percent (16%) were less than 18 years old. Fifty-four percent of respondents (54%) identify as male, and forty-five percent (45%) identify as female.
- **Household Size and Income.** Thirty percent of respondents (30%) live alone. Thirty-three percent of respondents (33%) live with one or two other individuals, and thirty-eight percent (38%) live with three or more individuals. The largest annual household income group for respondents was less than \$25,000 (55%), followed by \$25,000 to \$49,999 (28%), and \$50,000 to \$74,999 (12%).

Customer Transportation Habits and Customer Service Usage

- **Ridership.** Thirty-four percent of respondents (34%) have been riding Cherriots' buses for five or more years. Twenty-four percent (24%) have been riding for one to two years, and twenty-three percent (23%) have been riding for less than one year. Eighty-three percent of respondents (83%) indicated that they are dependent on using Cherriots' buses for travel to and from their destination. Of the seventeen percent (17%) that are not dependent on Cherriots' buses, twenty-seven percent (27%) said that they choose to ride the bus because it is convenient, and twenty-six percent (26%) choose to because they want to save money. Sixteen percent of respondents (16%) indicated that they have a working vehicle that they could have used for the trip in which they were surveyed instead of taking the bus.
- **Typical Customer Transportation.** More than half of respondents (57%) ride the bus at least five days per week. Twenty-one percent of respondents (21%) ride the bus three to four days per week, and twelve percent (12%) ride the bus one to two days per week. Respondents were asked to select what primary purpose they most frequently ride the buses. Thirty-six percent of respondents (36%) selected work, twenty-four percent (24%) selected shopping/errands/grocery, and eighteen percent (18%) selected education.
- **Customer Service.** Twenty-two percent of respondents (22%) had contacted Cherriots with a question, concern, or complaint in the previous three months. Of those, eighty-two percent (82%) said that their issue was resolved. Ninety percent of these respondents (90%) agree that when contacting Cherriots' Customer Service, their concerns are addressed promptly. Ninety-one percent of these respondents (91%) agree that customer service representatives are helpful and courteous.

Customer Opinions About Cherriots' Services

- **Agreement with Statements Regarding Cherriots' Services.** Respondents were asked to rate on a scale of one to five how much they agree with 20 statements regarding Cherriots' services, with five meaning "Strongly Agree," and one meaning "Strongly Disagree." The three most agreed with statements ("Strongly Agree" and "Agree" answers) were "The buses operate on the days that I need them" (89%), "Bus drivers operate the vehicle safely" (88%), and "The bus gets me to my destination in a reasonable amount of time" (85%).
- **Top Customer Importance Factors.** Respondents were next asked to rank the top three most important statements to them from the same list of 20 statements in the previous question. The three most selected statements by riders were "The bus usually runs on time" (26%), "The bus is clean" (22%), and "I feel safe riding the bus" (18%).
- **I-S Analysis.** Importance-Satisfaction Analysis compares respondents' rankings of importance with each statement to how satisfied they are with that statement. Statements are then categorized into four groups based on the findings: "Nice to Haves" – lower importance/higher satisfaction, "Strengths to Maintain" – higher importance/higher satisfaction, "Lower Priority" – lower importance/lower satisfaction, and "Areas of Opportunity" – higher importance/lower satisfaction. Six statements were placed in the "Strengths to Maintain" quadrant, meaning riders feel that they have above average importance while being delivered satisfying results. The six statements are listed below:
 - "The bus usually runs on time"
 - "I feel safe riding the bus"
 - "The price to ride the bus is a reasonable value"
 - "The bus routes are conveniently located for me"
 - "The bus operates on the days that I need them"
 - "Bus drivers operate the vehicle safely"

The four statements, categorized as "Areas of Opportunity," meaning they are important to riders but have comparatively less high satisfaction levels, are listed below:

- "The bus is clean"
- "I feel safe & secure waiting for the bus"
- "The buses operate at the times that I need them"
- "The frequency of service is satisfactory"

National Benchmarks

- **Benchmark Description.** ETC Institute's benchmark survey data comes from a national panel of transit riders drawn from surveys within the past five years across all 50 states (more than 80 transit systems). Results were monitored to ensure distribution in proportion to population size of each transit system's region (i.e. the largest percentage of respondents were from California transit systems).

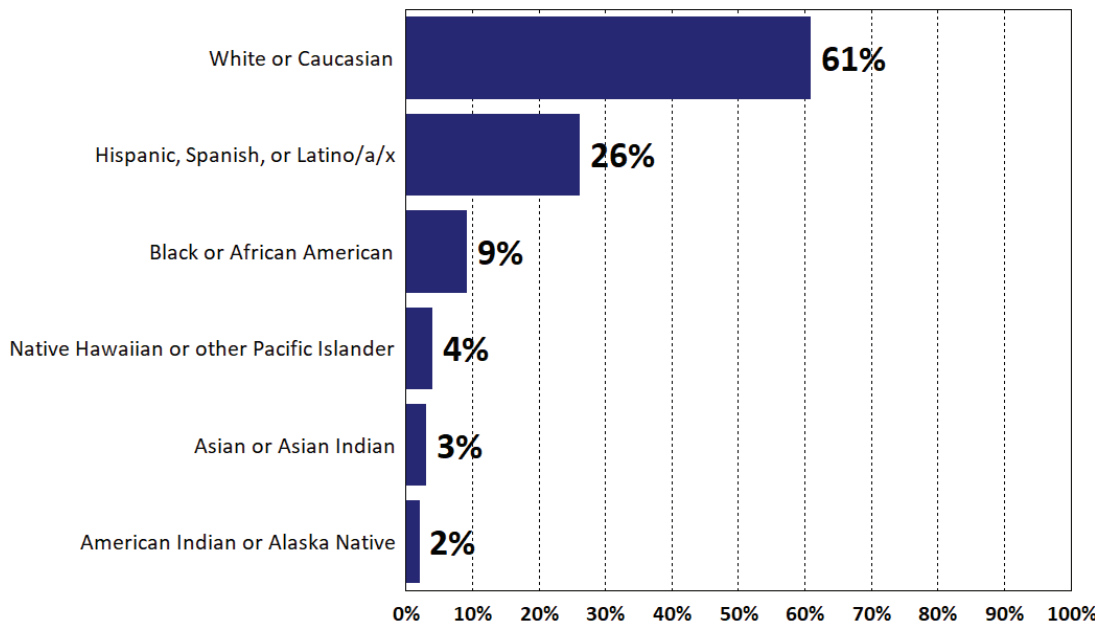
- Net Promoter Score.** Net Promoter Score poses the question, “Using a 10-point scale, where 10 means ‘Very Likely,’ and 1 means ‘Not Likely At All,’ how likely would you be to recommend Cherriots’ bus service to a friend, colleague, or family member?” Respondents who answer nine or ten are categorized as “Promoters,” those who answer seven or eight are “Passives,” and those who answer a number less than seven are “Detractors.” The score itself is calculated by subtracting the percentage of Detractors from the percentage of Promoters. Cherriots’ bus service received a Net Promoter Score of 55. This is significantly higher than the National Average score for transit services of -21.
- Overall Satisfaction.** Cherriots’ riders appear to be generally very satisfied with the bus service. When asked how satisfied they were with Cherriots’ bus service overall, eighty-four percent of respondents (84%) answered “Very Satisfied” or “Satisfied.” This is twenty-six percent higher (+26%) than the National Average of fifty-eight percent (58%).
- Agreement with Statements Regarding Cherriots’ Services.** All 17 Cherriots agreement statements in which ETC has national benchmark data ranked higher than the National Average (“Strongly Agree” and “Agree” answers). Listed below are the statements that were rated at least 15 percentage points higher than their National Average comparisons.
 - “I feel safe riding the bus” – 83% vs. 42% (+41%)
 - “The bus is clean” – 77% vs. 38% (+39%)
 - “I feel safe and secure waiting for my bus” – 69% vs. 35% (+34%)
 - “The bus usually runs on time” – 79% vs. 48% (+31%)
 - “I understand Cherriots’ available routes, and I am confident navigating the system” – 82% vs. 55% (+27%)
 - “The bus gets me to my destination in a reasonable amount of time” – 85% vs. 59% (+26%)
 - “The bus routes are conveniently located for me” – 78% vs. 52% (+26%)
 - “Cherriots provides value to the community” – 92% vs. 70% (+22%)
 - “The price to ride the bus is a reasonable value” – 82% vs. 62% (+20%)
 - “The current level of funding for Cherriots’ services should increase over the next five years” – 84% vs. 65% (+19%)
 - “It is easy to get information about Cherriots’ services & route schedules – 79% vs. 60% (+19%)
 - “Bus drivers are knowledgeable about Cherriots’ system” – 81% vs. 65% (+16%)
 - “Bus drivers are helpful & courteous” – 80% vs. 64% (+16%)
 - “The frequency of service is satisfactory” – 73% vs. 57% (+16%)
 - “It is easy to find out if buses are running on schedule” – 71% vs. 55% (+16%)
- The following section lists the charts and graphs for each survey question broken down into three categories: Key Characteristics of Customers, Customer Transportation Characteristics, and Customer Opinions.

2

Charts & Graphs

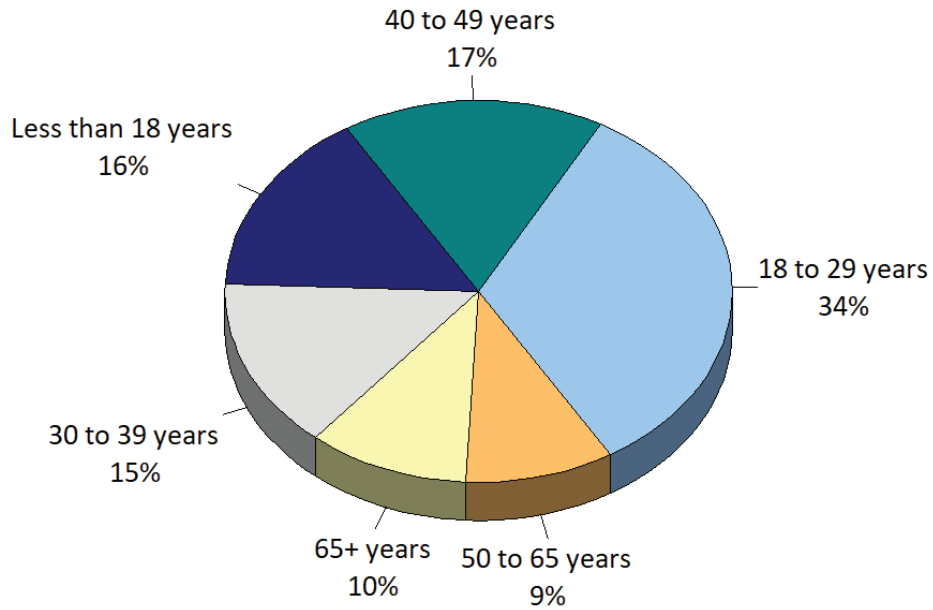
KEY CHARACTERISTICS OF CUSTOMERS

Which of the following best describes your race/ethnicity? by percentage of respondents (excluding “prefer not to say”)



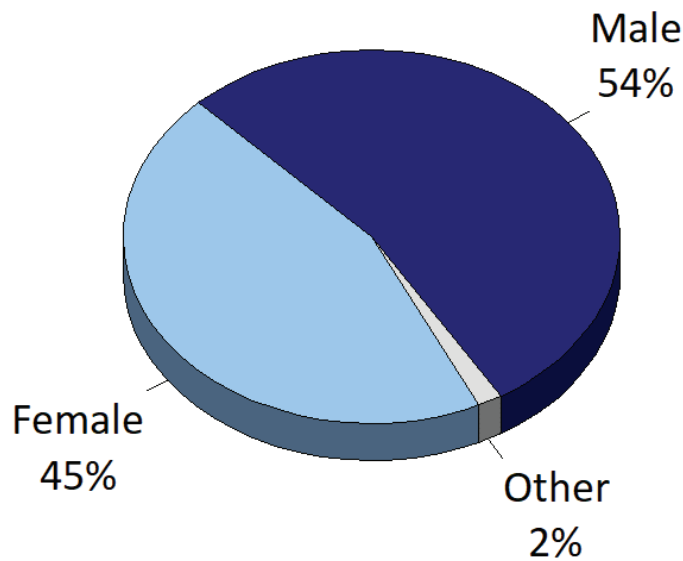
What is your age?

by percentage of respondents (excluding "not provided")



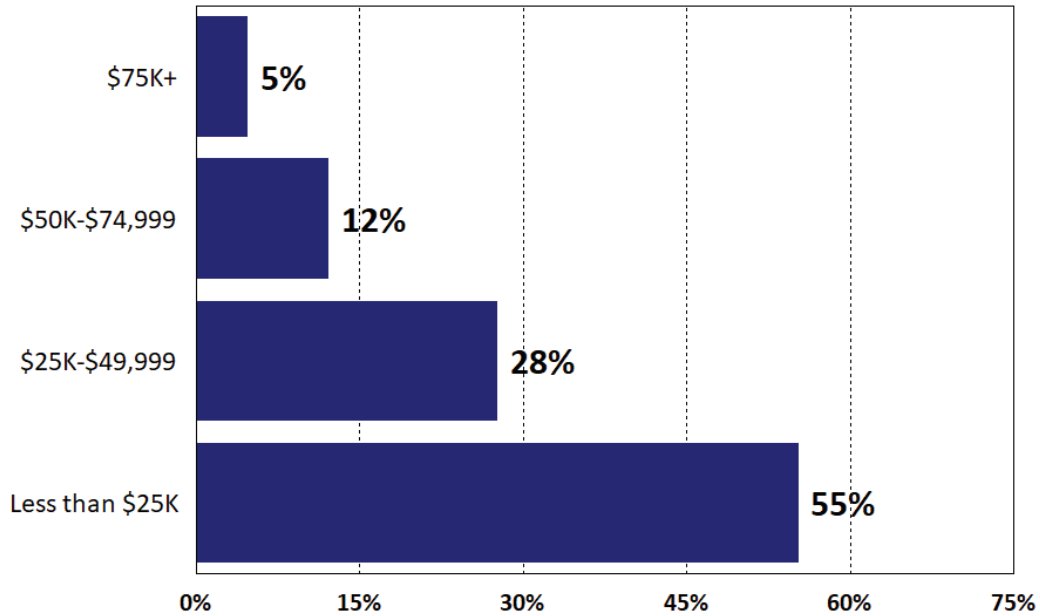
What is your gender?

by percentage of respondents (excluding "not provided")



Which category best describes your total annual household income?

by percentage of respondents (excluding “not provided”)

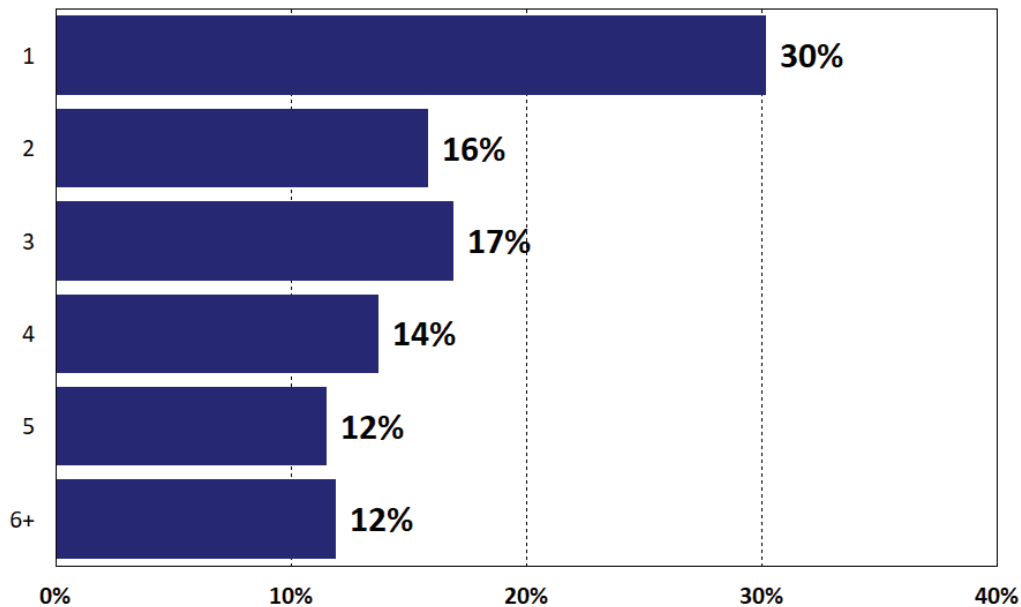


ETC Institute (2023)

14

Including yourself, how many people live in your household?

by percentage of respondents (excluding “not provided”)

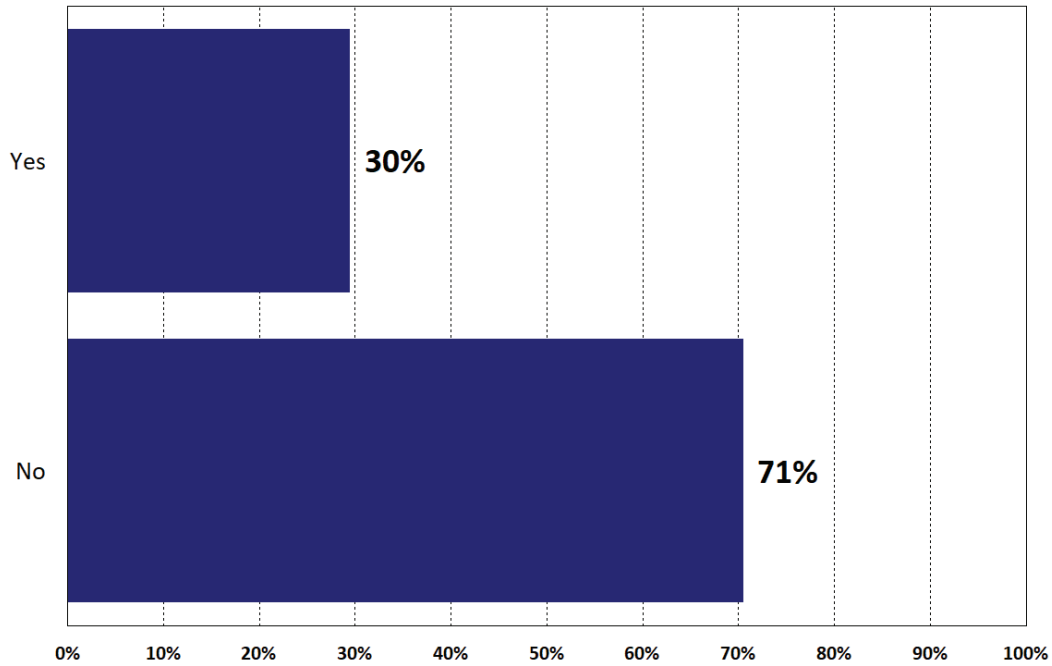


ETC Institute (2023)

15

Do you speak a language other than English at home?

by percentage of respondents (excluding “not provided”)

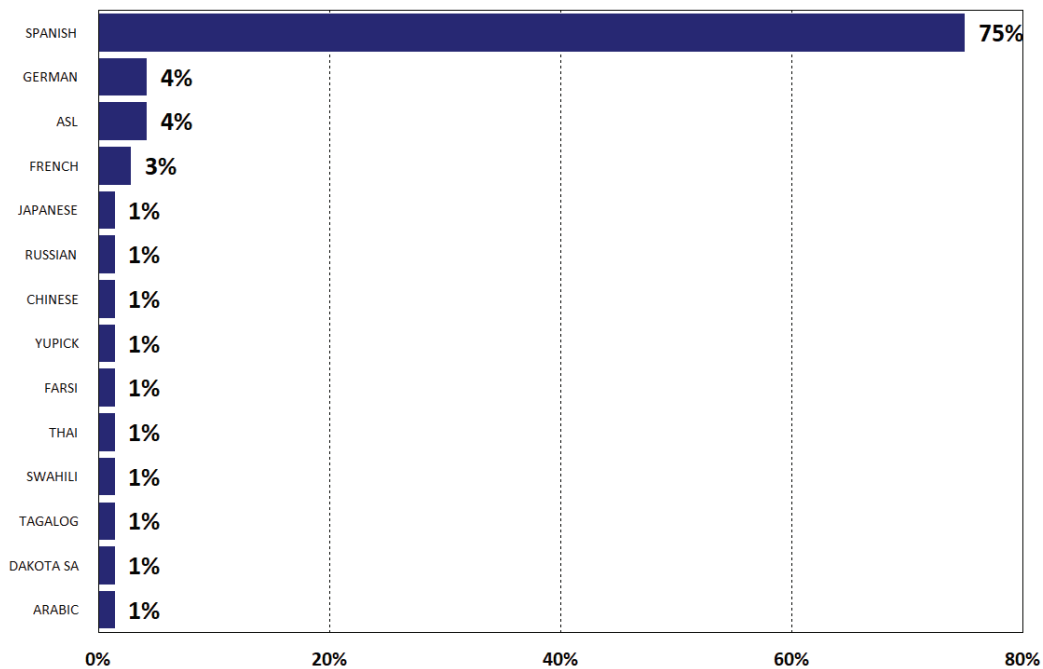


ETC Institute (2023)

16

Which Language?

by percentage of respondents who indicated that they speak a language other than English at home

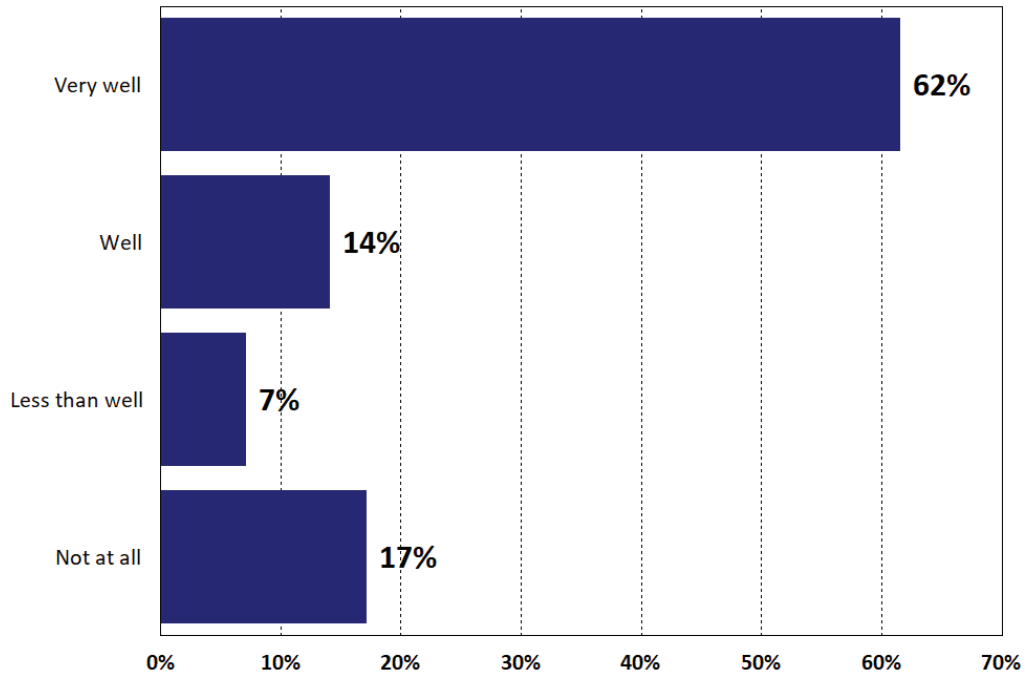


ETC Institute (2023)

17

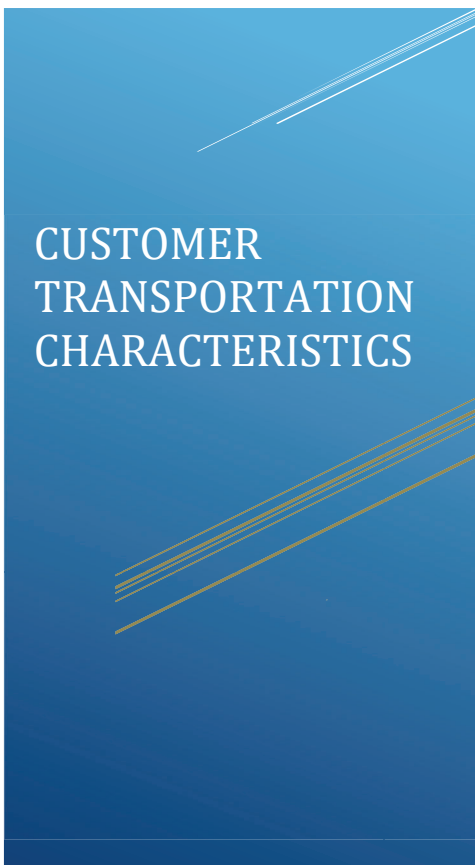
How well do you speak English?

by percentage of respondents who indicated that they speak a language other than English at home



ETC Institute (2023)

18

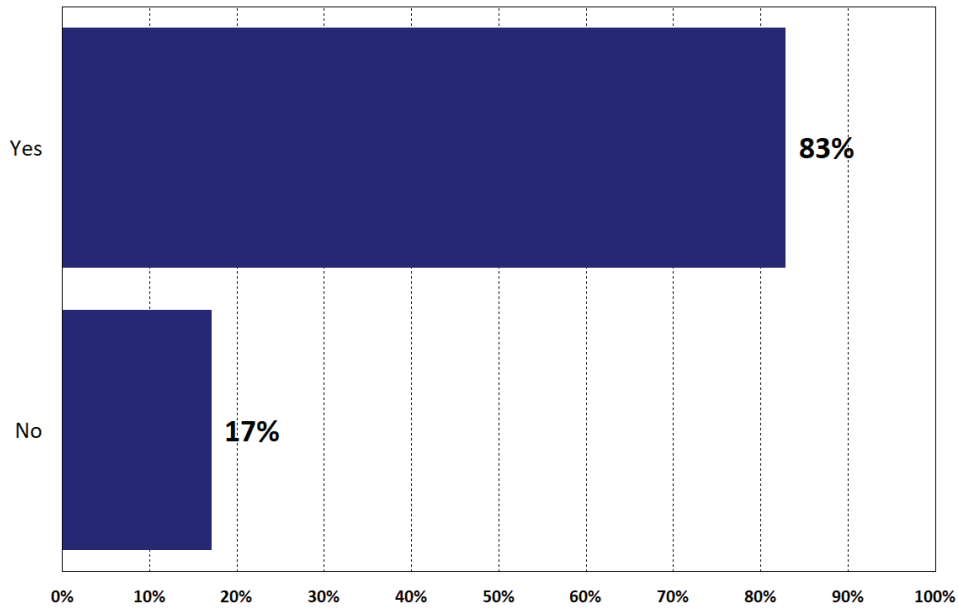


ETC Institute (2023)

19

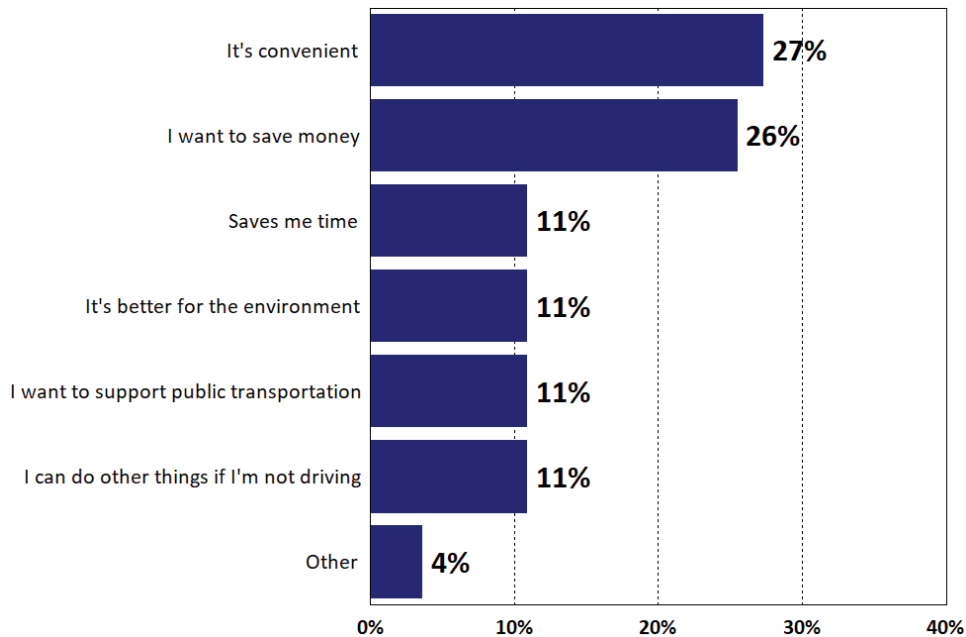
Are you dependent on using Cherriots' buses for travel to/from your destination?

by percentage of respondents (excluding "not provided")



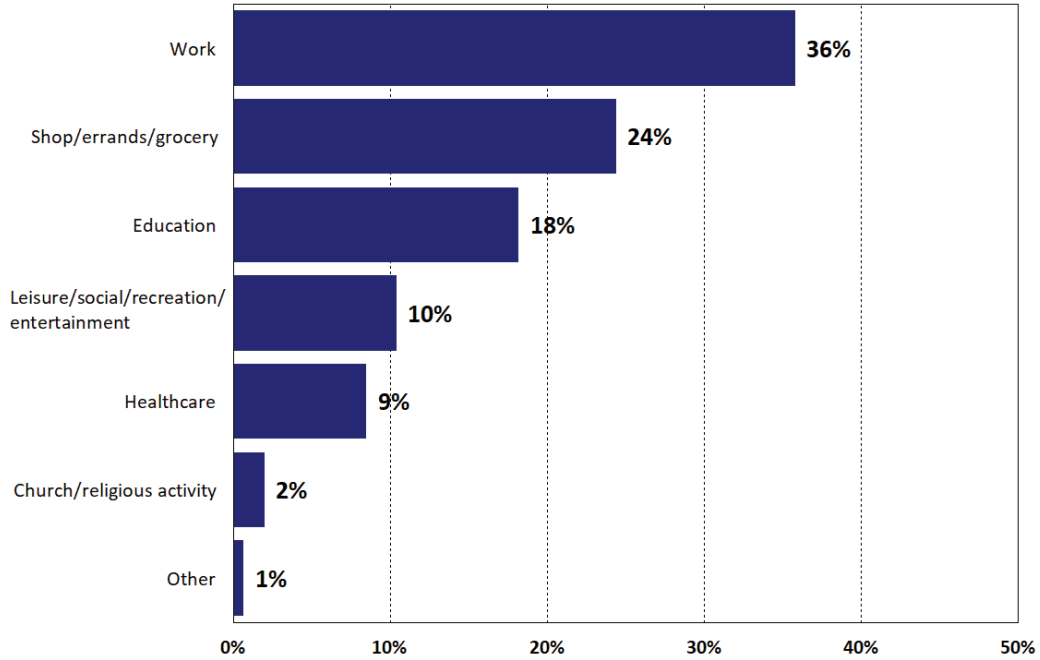
If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation?

by percentage of respondents who indicated that they are not dependent on Cherriots' buses for travel



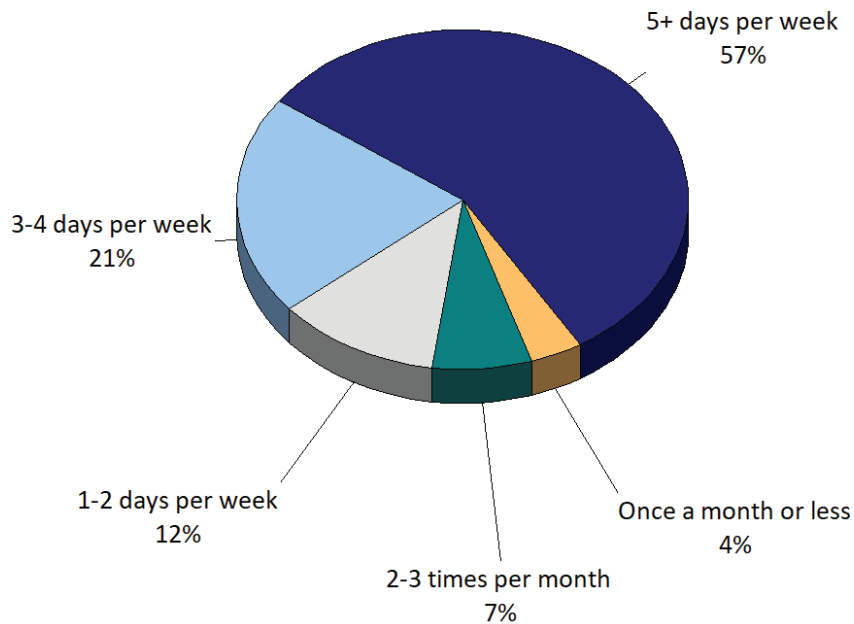
For what primary purpose do you ride Cherriots' buses most frequently?

by percentage of respondents (excluding "not provided")



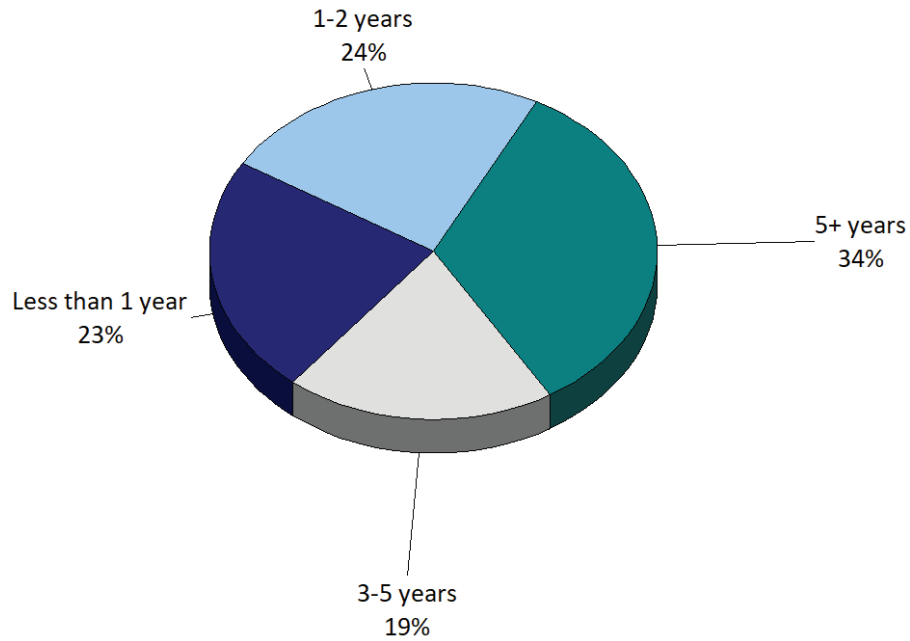
How often do you ride the bus?

by percentage of respondents (excluding "not provided")



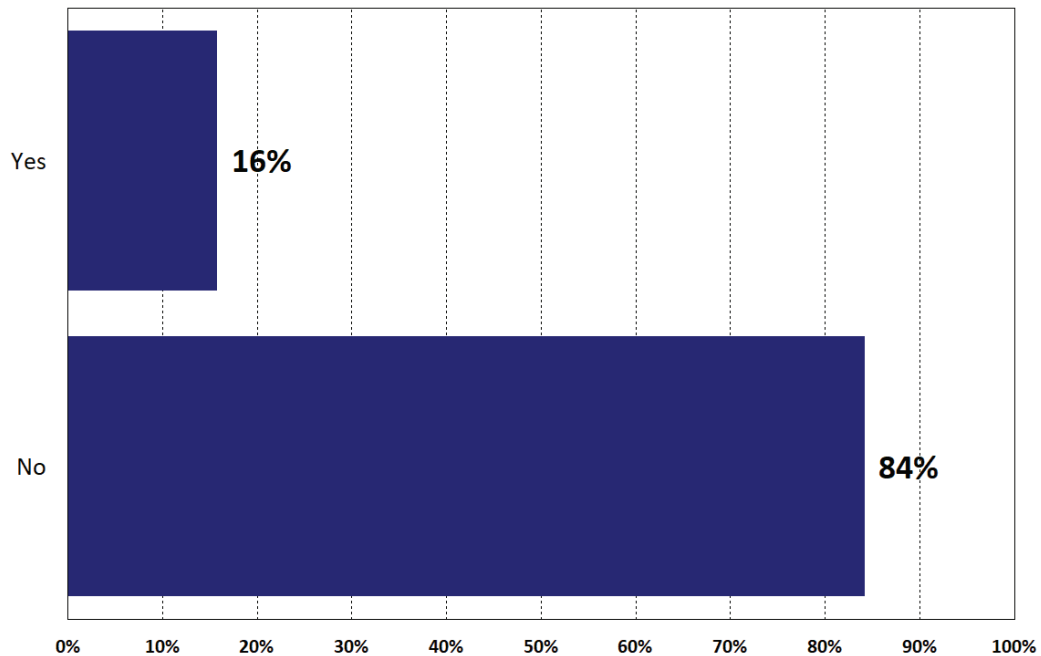
How long have you used Cherriots' services?

by percentage of respondents (excluding "not provided")

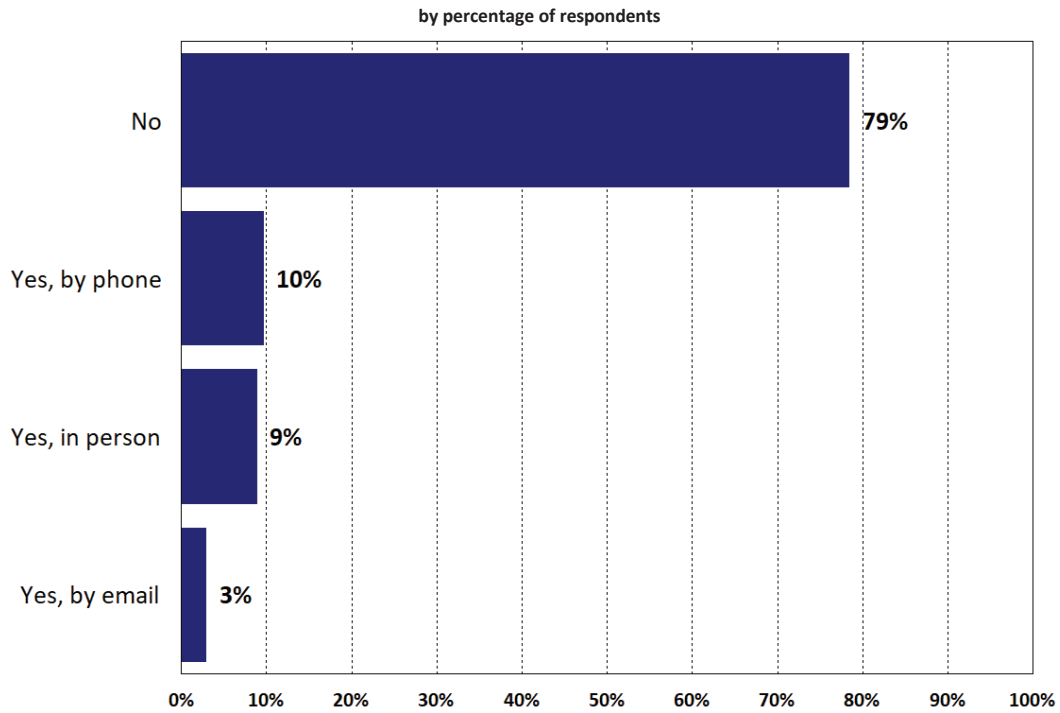


Do you have a working vehicle that you could have used for this trip instead of taking the bus today?

by percentage of respondents (excluding "not provided")



Have you contacted Cherriots with a question, concern, or complaint in the last 3 months?

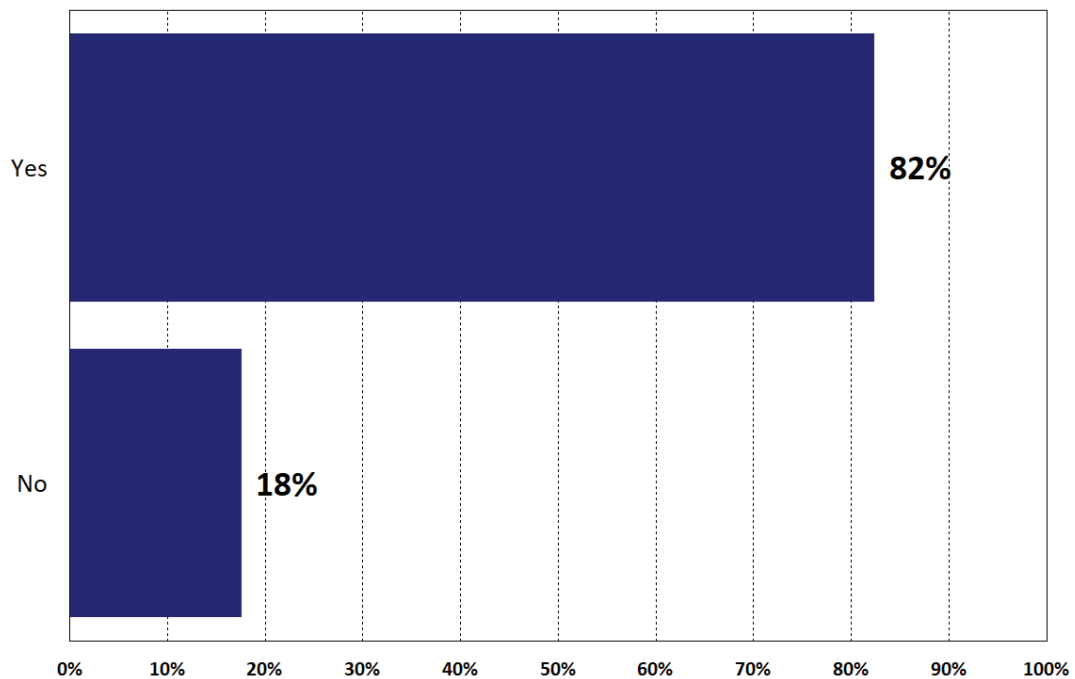


ETC Institute (2023)

26

Was your issue resolved?

by percentage of respondents who indicated that they have contacted customer service (excluding "not provided")

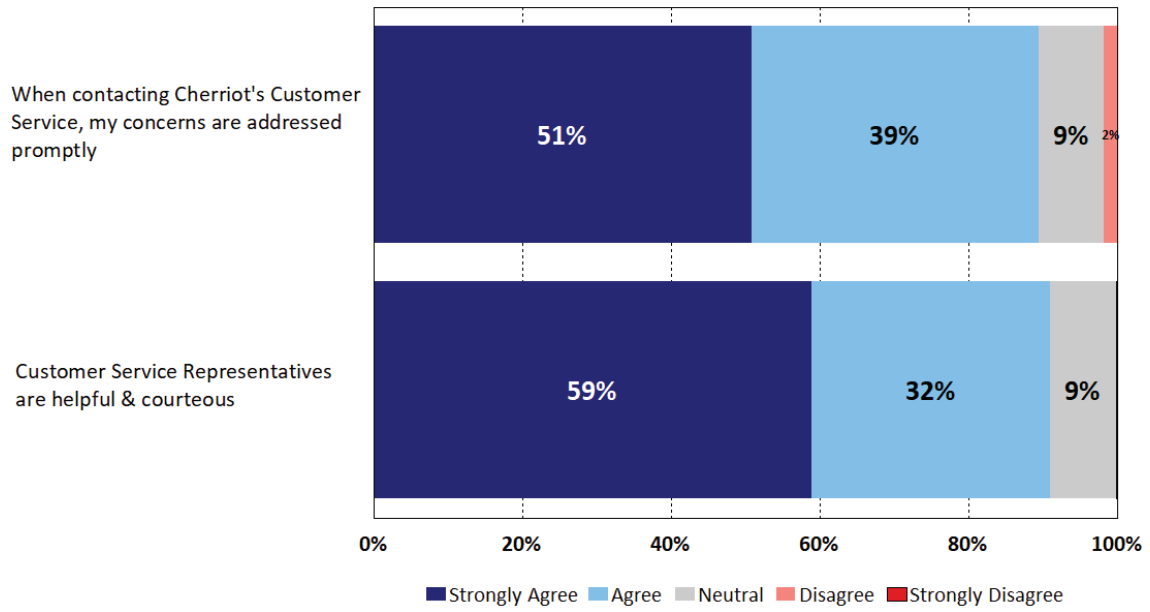


ETC Institute (2023)

27

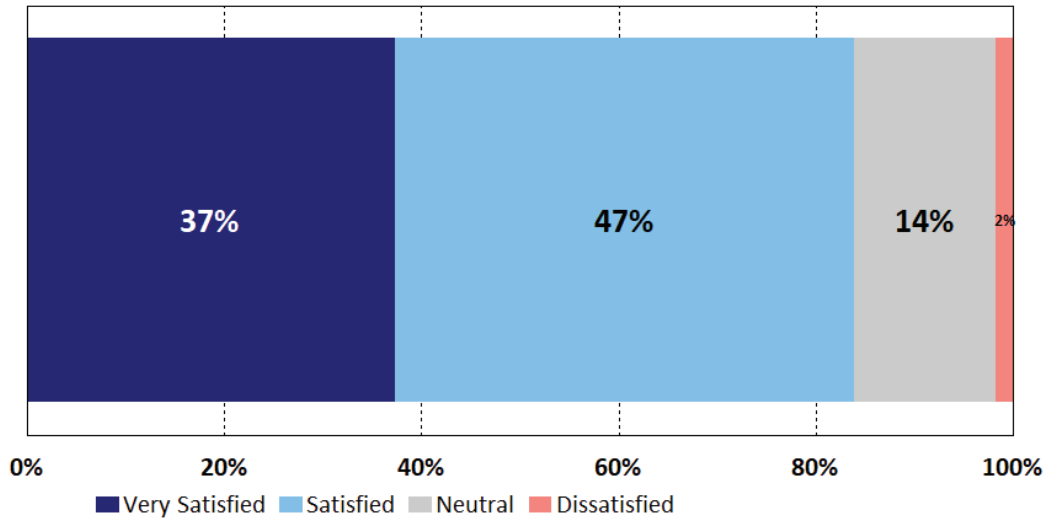
Satisfaction with Customer Service

by percentage of respondents (excluding “not provided”)



How satisfied are you overall with the bus service?

by percentage of respondents (excluding “not provided”)

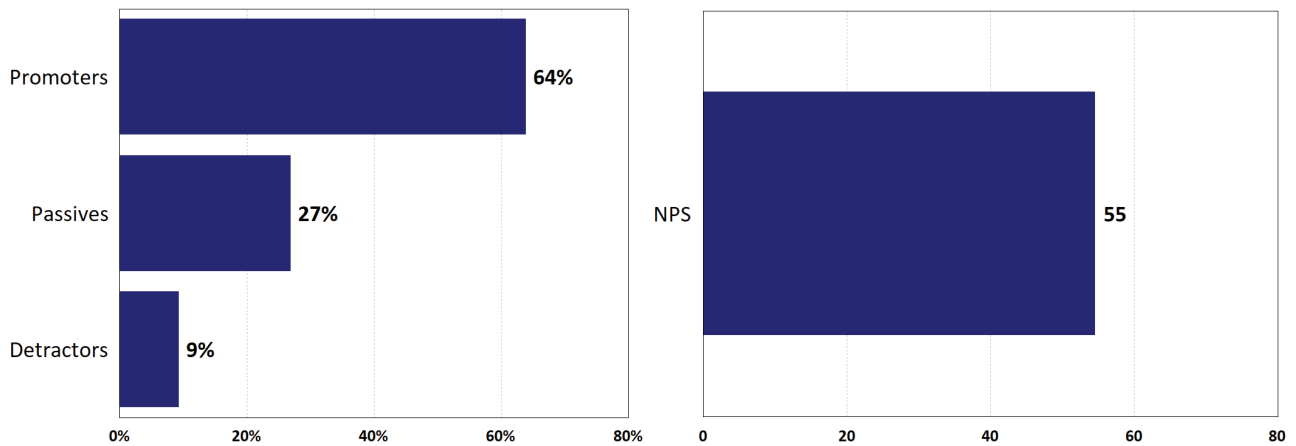


NET PROMOTER SCORE

Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?

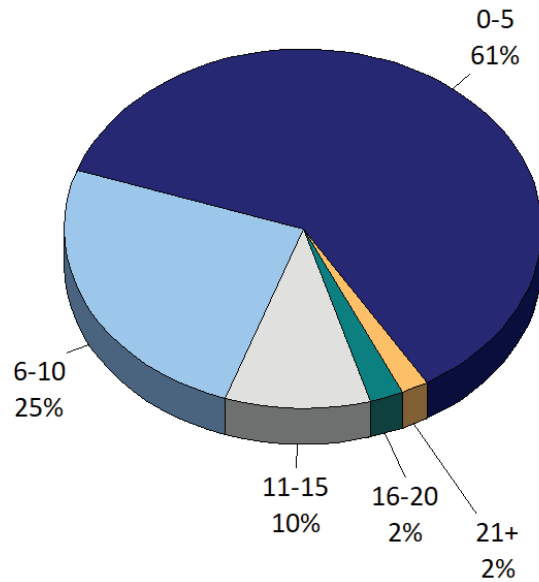
“Promoter” = 10-9 “Passive” = 8-7 “Detractor” = 6-0

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”



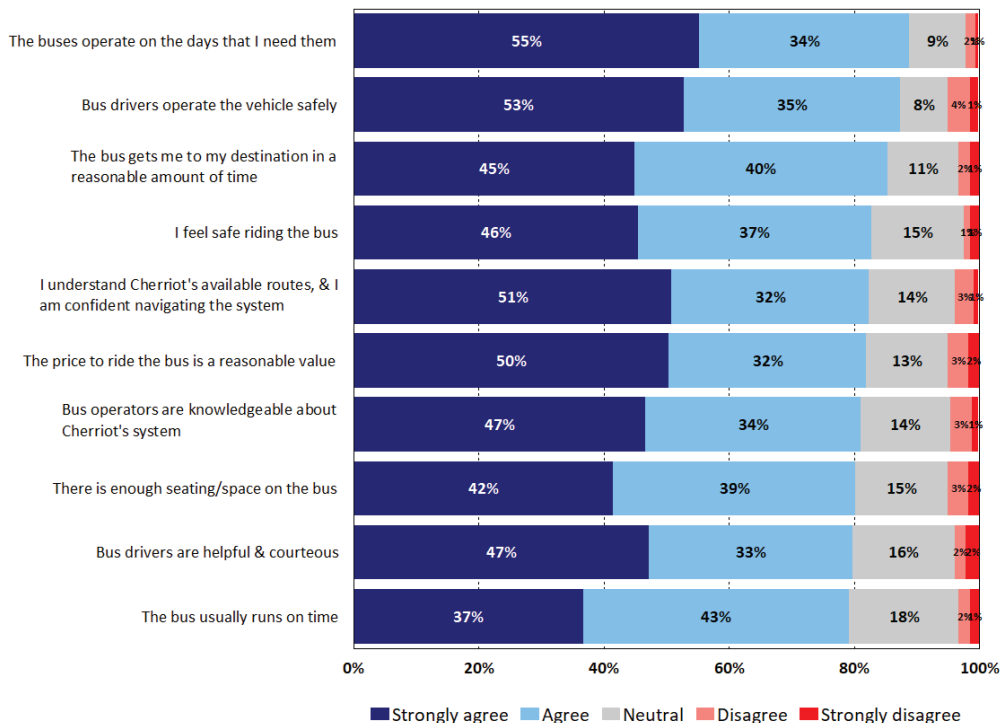
How many minutes is acceptable for a bus to arrive beyond its scheduled time?

by percentage of respondents (excluding “not provided”)



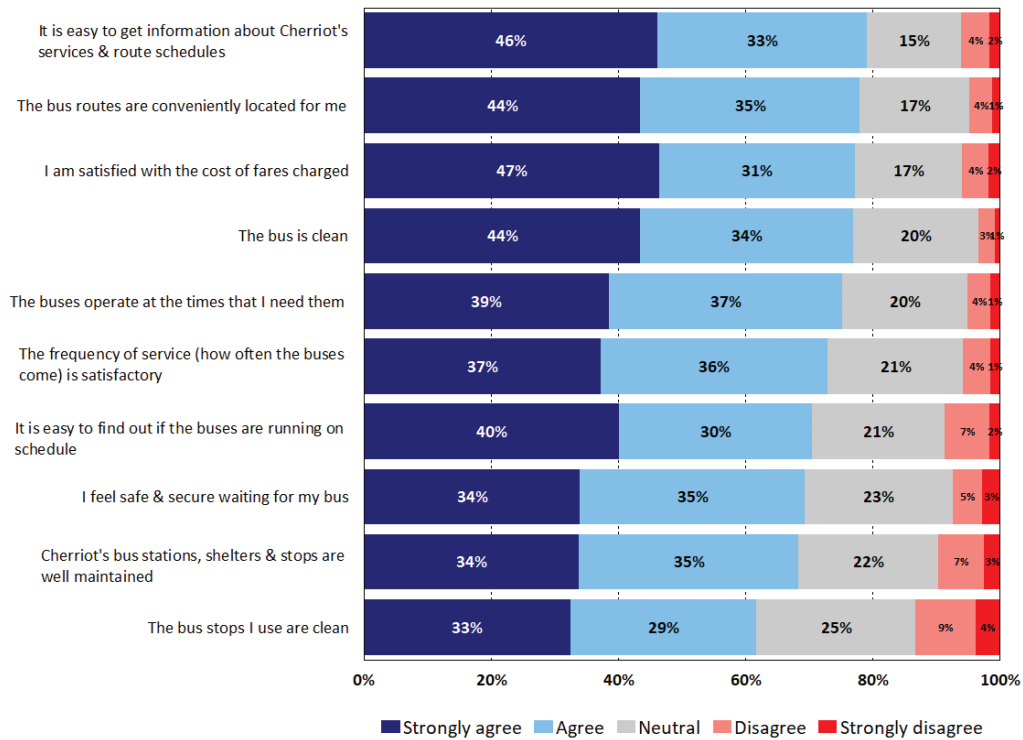
Please rate your agreement with the following statements.

by percentage of respondents (excluding “not provided”)



Please rate your agreement with the following statements. (Cont.)

by percentage of respondents (excluding “not provided”)

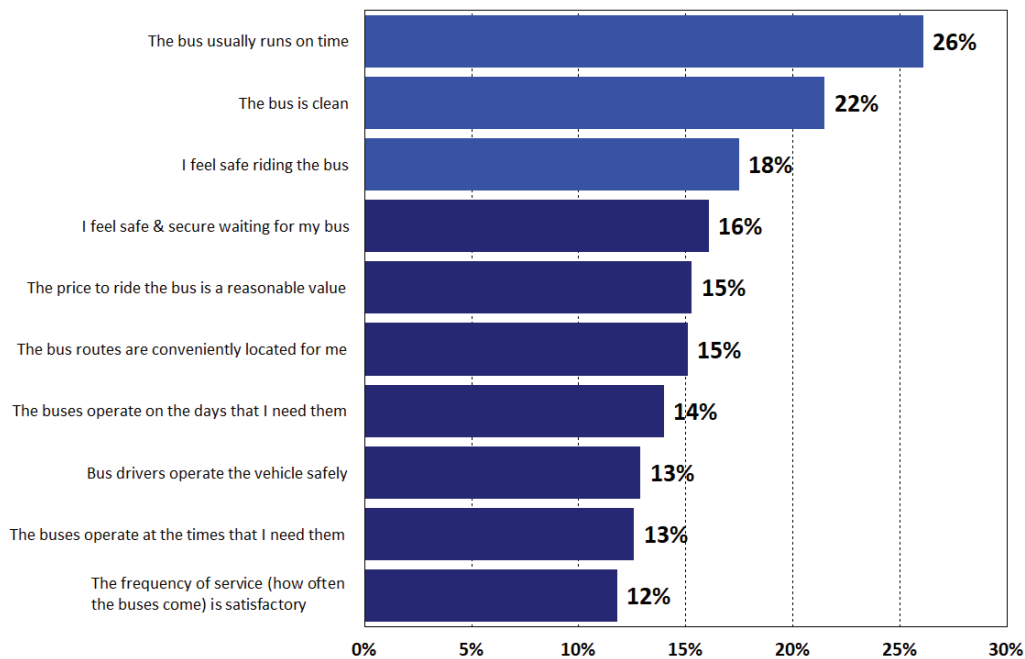


ETC Institute (2023)

34

Which three items from the previous question do you think are most important?

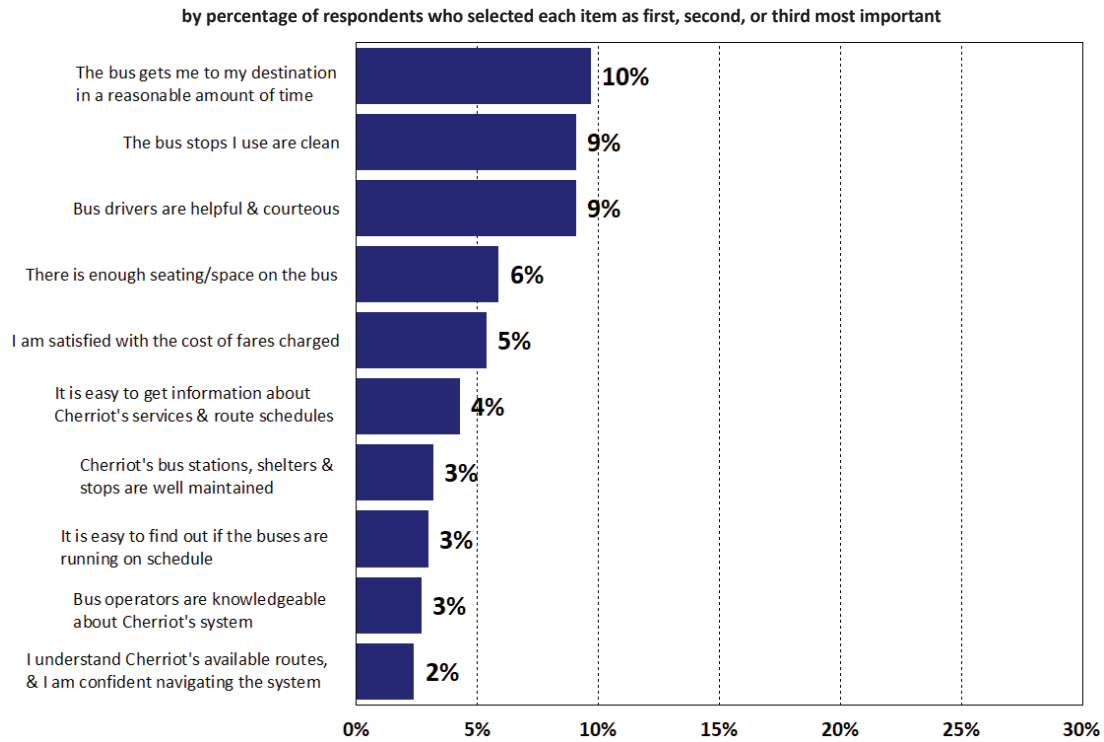
by percentage of respondents who selected each item as first, second, or third most important



ETC Institute (2023)

35

Which three items from the previous question do you think are most important? (Cont.)



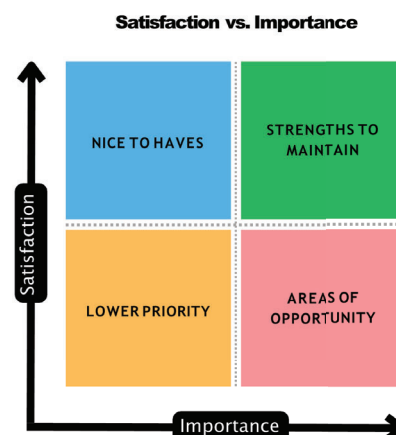
ETC Institute (2023)

36

Importance-Satisfaction (I-S) Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

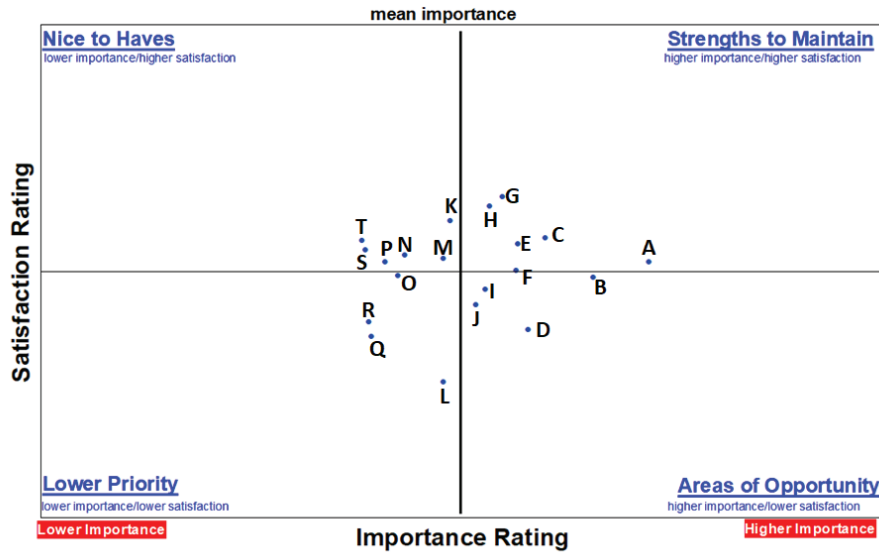
1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue positive overall customer satisfaction.



ETC Institute (2023)

37

Importance-Satisfaction (I-S) Analysis

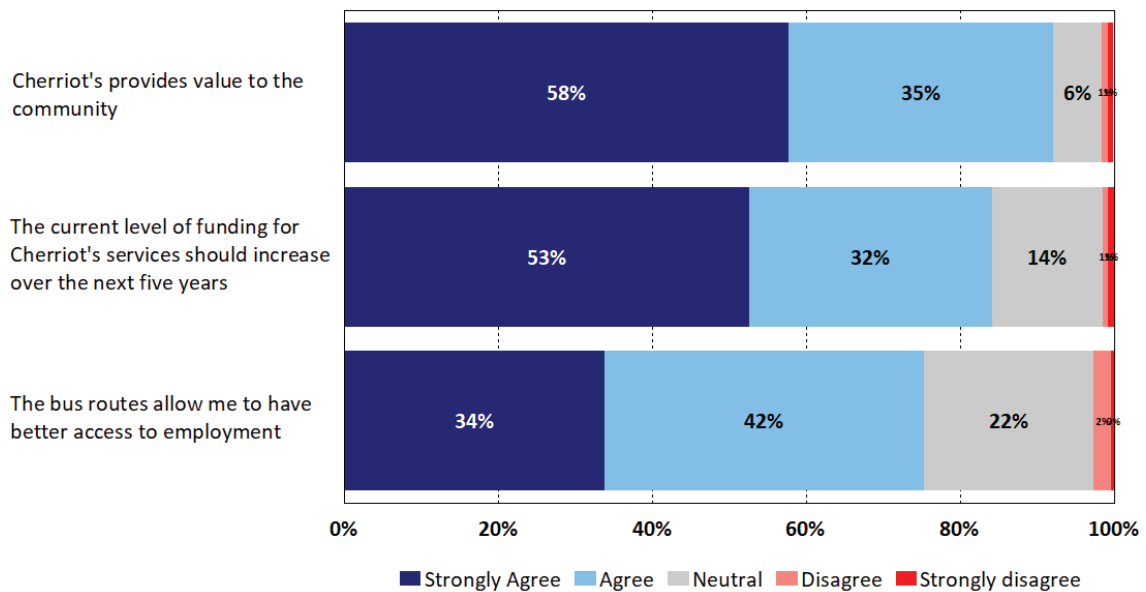


- A. The bus usually runs on time
- B. The bus is clean
- C. I feel safe riding the bus
- D. I feel safe & secure waiting for my bus
- E. The price to ride the bus is a reasonable value
- F. The bus routes are conveniently located for me
- G. The buses operate on the days that I need them
- H. Bus drivers operate the vehicle safely
- I. The buses operate at the times that I need them
- J. The frequency of service is satisfactory
- K. The bus gets me to my destination in a reasonable amount of time
- L. The bus stops I use are clean
- M. Bus drivers are helpful & courteous
- N. There is enough seating/space on the bus
- O. I am satisfied with the cost of fares charged
- P. It is easy to get information about Cherriots' services & route schedules
- Q. Cherriots' bus stations, shelters & stops are well maintained
- R. It is easy to find out if the buses are running on schedule
- S. Bus operators are knowledgeable about Cherriots' system
- T. I understand Cherriots' available routes, & I am confident navigating the system

Source: ETC Institute (2023)

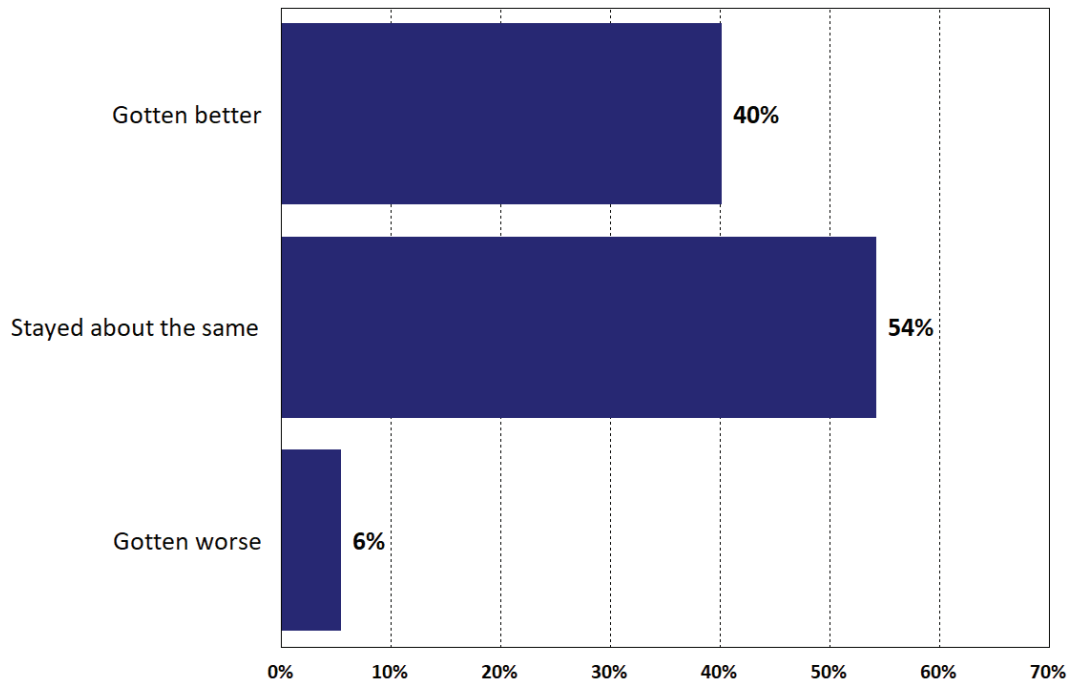
Please rate your agreement with the following statements.

by percentage of respondents (excluding "not provided")



In the past year, has the bus service:

by percentage of respondents (excluding “not provided”)



3

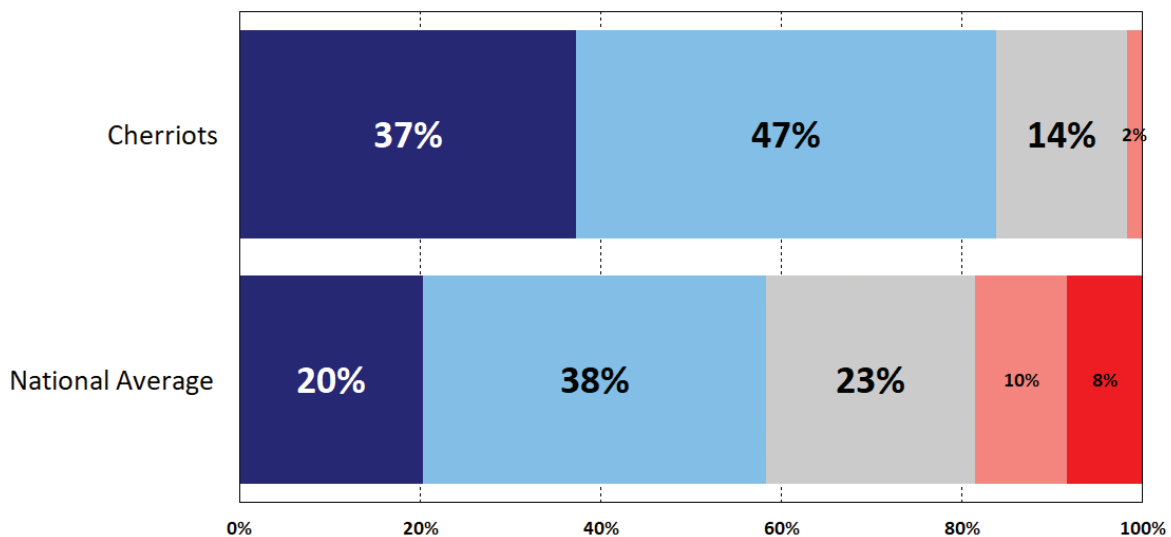
Benchmarks

NATIONAL BENCHMARKS

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with SAMTD is not authorized without written consent from ETC Institute.

How satisfied are you with Cherriots' bus service?

by percentage of respondents (excluding "not provided")

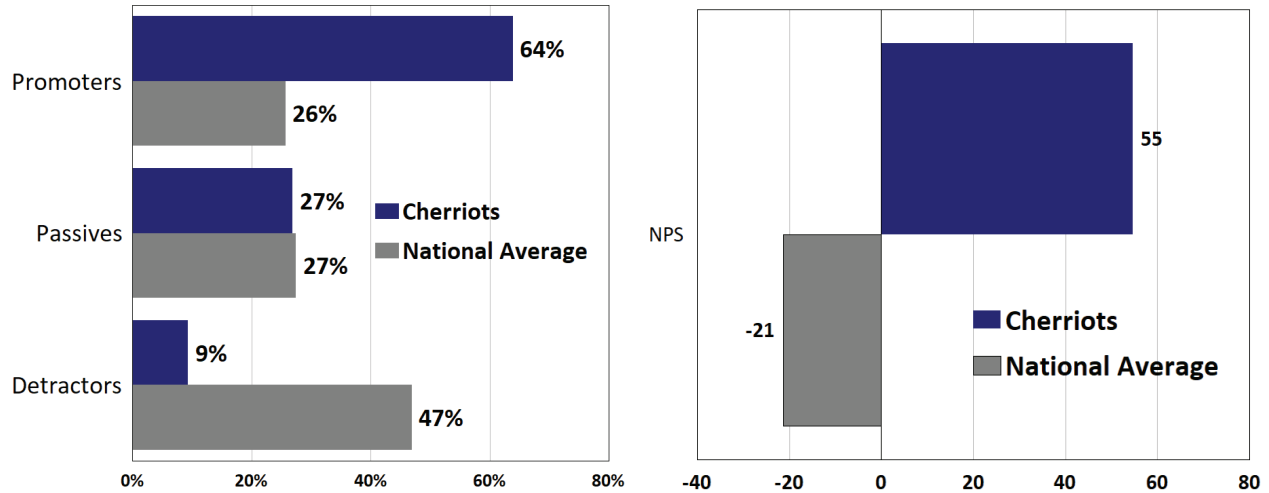


NET PROMOTER SCORE

Using a 10-point scale, where 10 means "Very Likely," and 0 means "Not Likely At All," how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?

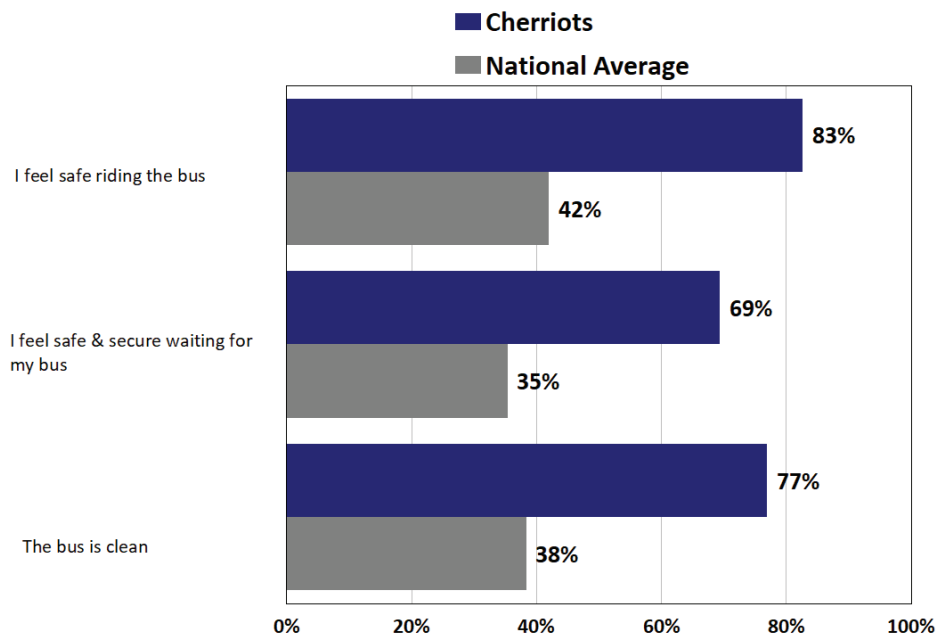
"Promoter" = 10-9 "Passive" = 8-7 "Detractor" = 6-0

Net Promoter Score is the number of "Promoters" minus the number of "Detractors."



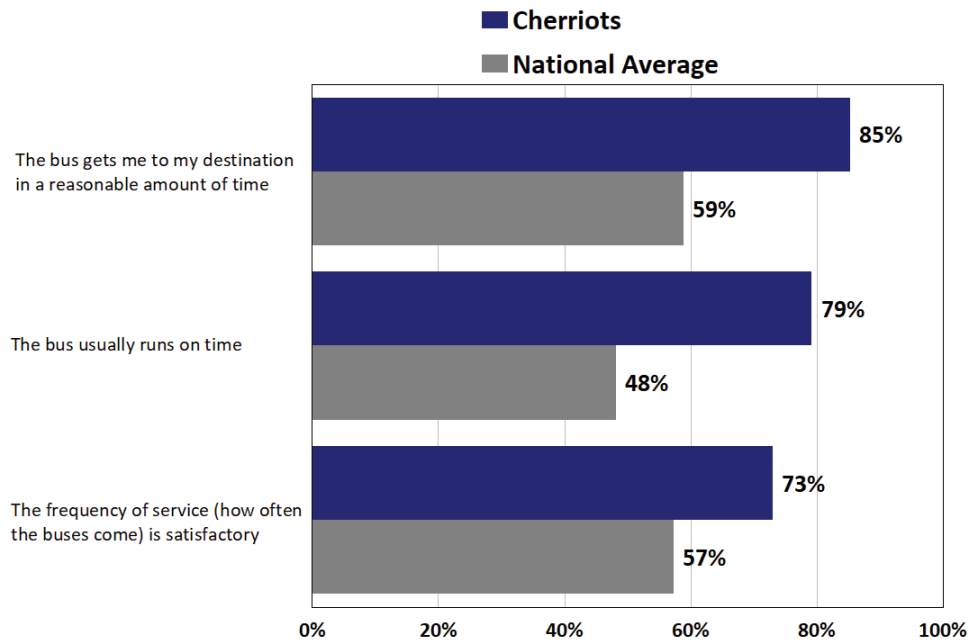
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



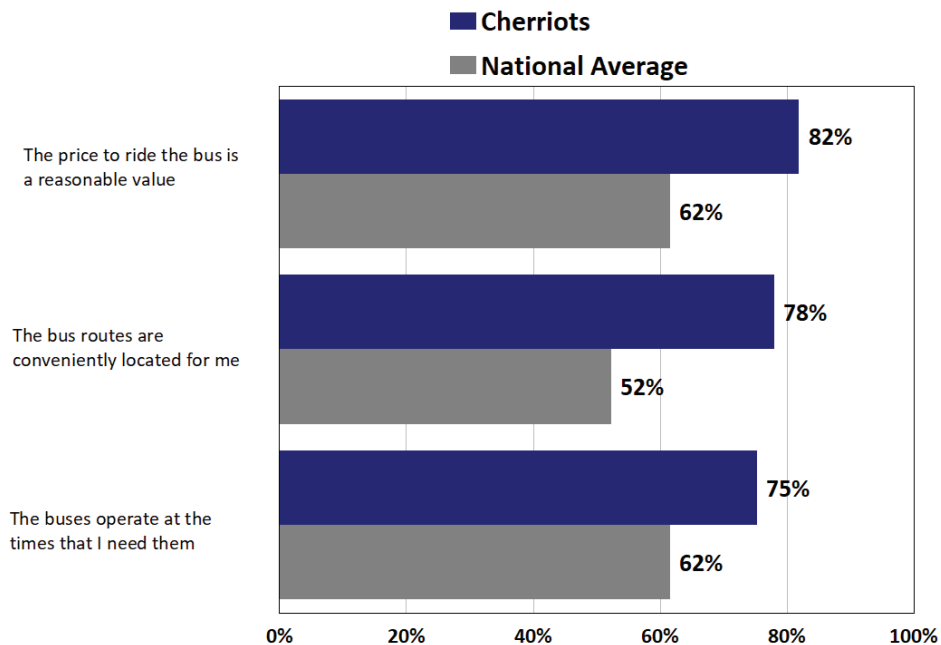
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



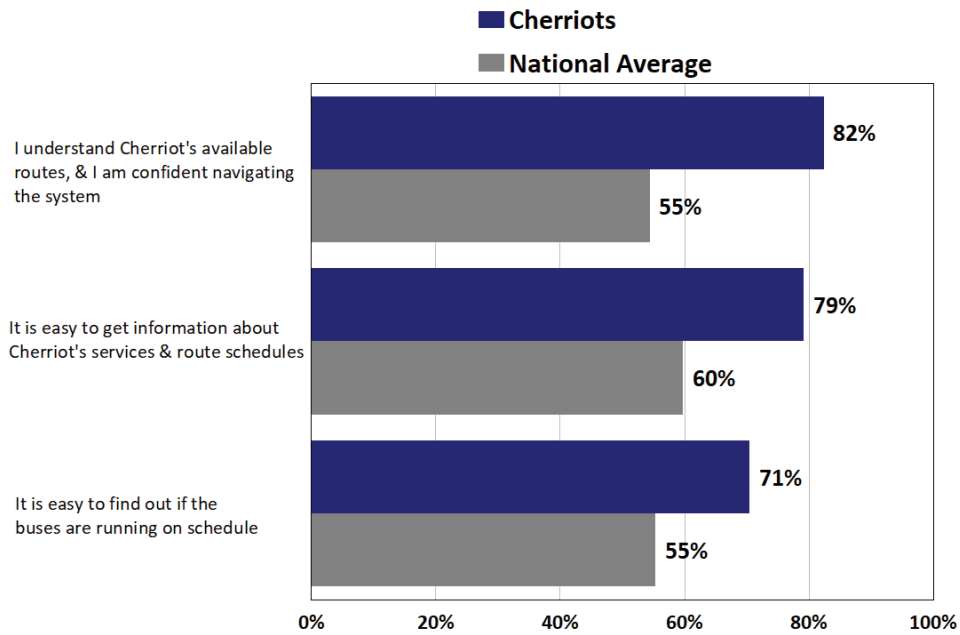
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



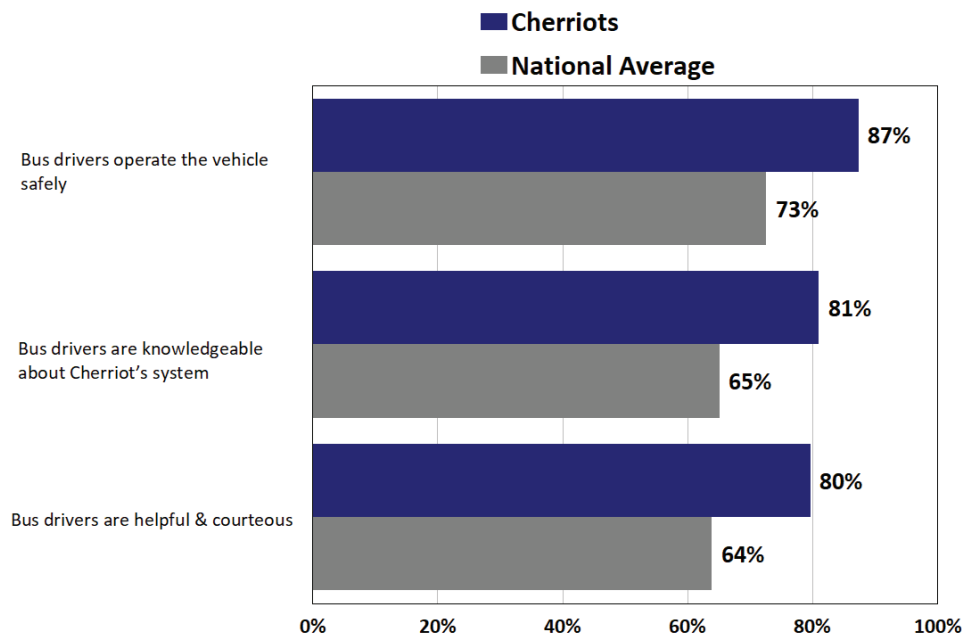
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



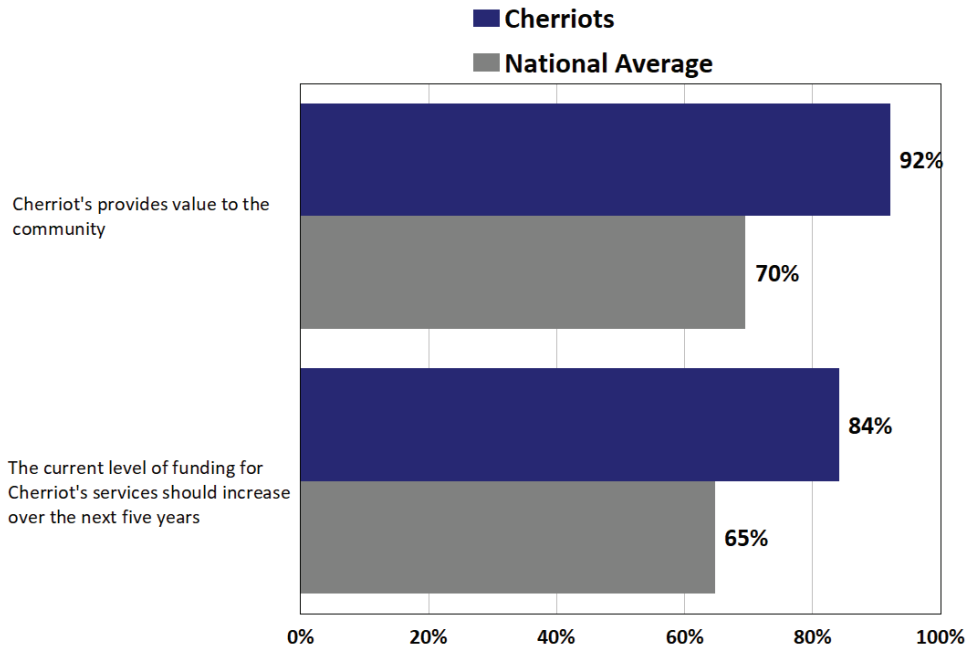
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



4

Tabular Data

Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor?

Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor

	Number	Percent
Very likely	144	38.7 %
9	56	15.1 %
8	54	14.5 %
7	30	8.1 %
6	10	2.7 %
5	10	2.7 %
4	3	0.8 %
3	3	0.8 %
1	1	0.3 %
Not at all likely	2	0.5 %
Not provided	59	15.9 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor? (without "not provided")**

Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor

	Number	Percent
Very likely	144	46.0 %
9	56	17.9 %
8	54	17.3 %
7	30	9.6 %
6	10	3.2 %
5	10	3.2 %
4	3	1.0 %
3	3	1.0 %
1	1	0.3 %
Not at all likely	2	0.6 %
Total	313	100.0 %

Q2. How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?

Q2. How many minutes is acceptable for a bus to arrive beyond its scheduled time

	Number	Percent
0-5	159	42.7 %
6-10	65	17.5 %
11-15	25	6.7 %
16-20	6	1.6 %
21+	5	1.3 %
Not provided	112	30.1 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q2. How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time? (without "not provided")**

Q2. How many minutes is acceptable for a bus to

arrive beyond its scheduled time

	Number	Percent
0-5	159	61.2 %
6-10	65	25.0 %
11-15	25	9.6 %
16-20	6	2.3 %
21+	5	1.9 %
Total	260	100.0 %

Q3. Please rate your agreement with the following statements.

(N=372)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q3-1. The buses operate on the days that I need them	54.6%	33.1%	8.9%	1.6%	0.5%	1.3%
Q3-2. The bus usually runs on time	36.0%	41.7%	17.2%	1.9%	1.3%	1.9%
Q3-3. The bus routes are conveniently located for me	41.9%	33.3%	16.7%	3.5%	1.1%	3.5%
Q3-4. The buses operate at the times that I need them	37.4%	35.8%	19.1%	3.5%	1.3%	3.0%
Q3-5. The frequency of service (how often the buses come) is satisfactory	36.3%	34.9%	20.7%	4.3%	1.3%	2.4%
Q3-6. The bus gets me to my destination in a reasonable amount of time	43.5%	39.2%	11.0%	1.9%	1.3%	3.0%
Q3-7. I understand Cherriot's available routes, & I am confident navigating the system	49.7%	30.9%	13.4%	3.0%	0.8%	2.2%
Q3-8. It is easy to find out if the buses are running on schedule	38.7%	29.3%	20.2%	6.7%	1.6%	3.5%
Q3-9. It is easy to get information about Cherriot's services & route schedules	45.2%	32.3%	14.5%	4.3%	1.6%	2.2%
Q3-10. There is enough seating/space on the bus	40.1%	37.4%	14.2%	3.2%	1.6%	3.5%
Q3-11. The bus stops I use are clean	31.7%	28.5%	24.5%	9.1%	3.8%	2.4%
Q3-12. The bus is clean	42.2%	32.5%	19.1%	2.4%	0.8%	3.0%
Q3-13. I feel safe & secure waiting for my bus	33.1%	34.4%	22.6%	4.6%	2.7%	2.7%

Q3. Please rate your agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q3-14. I feel safe riding the bus	43.8%	35.8%	14.2%	1.1%	1.3%	3.8%
Q3-15. Bus drivers operate the vehicle safely	50.8%	33.3%	7.3%	3.5%	1.3%	3.8%
Q3-16. Bus drivers are helpful & courteous	45.7%	31.5%	15.9%	1.6%	2.2%	3.2%
Q3-17. Bus operators are knowledgeable about Cherriot's system	44.4%	32.5%	13.7%	3.2%	1.1%	5.1%
Q3-18. The price to ride the bus is a reasonable value	48.7%	30.4%	12.6%	3.2%	1.6%	3.5%
Q3-19. Cherriot's bus stations, shelters & stops are well maintained	32.8%	33.6%	21.2%	7.0%	2.4%	3.0%
Q3-20. I am satisfied with the cost of fares charged	45.2%	29.8%	16.4%	4.0%	1.6%	3.0%

WITHOUT NOT PROVIDED**Q3. Please rate your agreement with the following statements. (without "not provided")**

(N=372)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-1. The buses operate on the days that I need them	55.3%	33.5%	9.0%	1.6%	0.5%
Q3-2. The bus usually runs on time	36.7%	42.5%	17.5%	1.9%	1.4%
Q3-3. The bus routes are conveniently located for me	43.5%	34.5%	17.3%	3.6%	1.1%
Q3-4. The buses operate at the times that I need them	38.5%	36.8%	19.7%	3.6%	1.4%
Q3-5. The frequency of service (how often the buses come) is satisfactory	37.2%	35.8%	21.2%	4.4%	1.4%
Q3-6. The bus gets me to my destination in a reasonable amount of time	44.9%	40.4%	11.4%	1.9%	1.4%
Q3-7. I understand Cherriot's available routes, & I am confident navigating the system	50.8%	31.6%	13.7%	3.0%	0.8%
Q3-8. It is easy to find out if the buses are running on schedule	40.1%	30.4%	20.9%	7.0%	1.7%
Q3-9. It is easy to get information about Cherriot's services & route schedules	46.2%	33.0%	14.8%	4.4%	1.6%
Q3-10. There is enough seating/space on the bus	41.5%	38.7%	14.8%	3.3%	1.7%
Q3-11. The bus stops I use are clean	32.5%	29.2%	25.1%	9.4%	3.9%
Q3-12. The bus is clean	43.5%	33.5%	19.7%	2.5%	0.8%

WITHOUT NOT PROVIDED**Q3. Please rate your agreement with the following statements. (without "not provided")**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-13. I feel safe & secure waiting for my bus	34.0%	35.4%	23.2%	4.7%	2.8%
Q3-14. I feel safe riding the bus	45.5%	37.2%	14.8%	1.1%	1.4%
Q3-15. Bus drivers operate the vehicle safely	52.8%	34.6%	7.5%	3.6%	1.4%
Q3-16. Bus drivers are helpful & courteous	47.2%	32.5%	16.4%	1.7%	2.2%
Q3-17. Bus operators are knowledgeable about Cherriot's system	46.7%	34.3%	14.4%	3.4%	1.1%
Q3-18. The price to ride the bus is a reasonable value	50.4%	31.5%	13.1%	3.3%	1.7%
Q3-19. Cherriot's bus stations, shelters & stops are well maintained	33.8%	34.6%	21.9%	7.2%	2.5%
Q3-20. I am satisfied with the cost of fares charged	46.5%	30.7%	16.9%	4.2%	1.7%

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

<u>Q3a. Top choice</u>	<u>Number</u>	<u>Percent</u>
The buses operate on the days that I need them	34	9.1 %
The bus usually runs on time	43	11.6 %
The bus routes are conveniently located for me	13	3.5 %
The buses operate at the times that I need them	19	5.1 %
The frequency of service (how often the buses come) is satisfactory	16	4.3 %
The bus gets me to my destination in a reasonable amount of time	7	1.9 %
I understand Cherriot's available routes, & I am confident navigating the system	4	1.1 %
It is easy to find out if the buses are running on schedule	3	0.8 %
It is easy to get information about Cherriot's services & route schedules	6	1.6 %
There is enough seating/space on the bus	8	2.2 %
The bus stops I use are clean	8	2.2 %
The bus is clean	37	9.9 %
I feel safe & secure waiting for my bus	18	4.8 %
I feel safe riding the bus	22	5.9 %
Bus drivers operate the vehicle safely	12	3.2 %
Bus drivers are helpful & courteous	8	2.2 %
Bus operators are knowledgeable about Cherriot's system	5	1.3 %
The price to ride the bus is a reasonable value	14	3.8 %
Cherriot's bus stations, shelters & stops are well maintained	6	1.6 %
I am satisfied with the cost of fares charged	4	1.1 %
<u>None chosen</u>	<u>85</u>	<u>22.8 %</u>
Total	372	100.0 %

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

<u>Q3a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
The buses operate on the days that I need them	6	1.6 %
The bus usually runs on time	26	7.0 %
The bus routes are conveniently located for me	23	6.2 %
The buses operate at the times that I need them	12	3.2 %
The frequency of service (how often the buses come) is satisfactory	16	4.3 %
The bus gets me to my destination in a reasonable amount of time	11	3.0 %
I understand Cherriot's available routes, & I am confident navigating the system	2	0.5 %
It is easy to find out if the buses are running on schedule	6	1.6 %
It is easy to get information about Cherriot's services & route schedules	8	2.2 %
There is enough seating/space on the bus	9	2.4 %
The bus stops I use are clean	17	4.6 %
The bus is clean	23	6.2 %
I feel safe & secure waiting for my bus	23	6.2 %
I feel safe riding the bus	25	6.7 %
Bus drivers operate the vehicle safely	26	7.0 %
Bus drivers are helpful & courteous	6	1.6 %
Bus operators are knowledgeable about Cherriot's system	2	0.5 %
The price to ride the bus is a reasonable value	18	4.8 %
Cherriot's bus stations, shelters & stops are well maintained	1	0.3 %
I am satisfied with the cost of fares charged	5	1.3 %
<u>None chosen</u>	<u>107</u>	<u>28.8 %</u>
Total	372	100.0 %

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

<u>Q3a. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
The buses operate on the days that I need them	12	3.2 %
The bus usually runs on time	28	7.5 %
The bus routes are conveniently located for me	20	5.4 %
The buses operate at the times that I need them	16	4.3 %
The frequency of service (how often the buses come) is satisfactory	12	3.2 %
The bus gets me to my destination in a reasonable amount of time	18	4.8 %
I understand Cherriot's available routes, & I am confident navigating the system	3	0.8 %
It is easy to find out if the buses are running on schedule	2	0.5 %
It is easy to get information about Cherriot's services & route schedules	2	0.5 %
There is enough seating/space on the bus	5	1.3 %
The bus stops I use are clean	9	2.4 %
The bus is clean	20	5.4 %
I feel safe & secure waiting for my bus	19	5.1 %
I feel safe riding the bus	18	4.8 %
Bus drivers operate the vehicle safely	10	2.7 %
Bus drivers are helpful & courteous	20	5.4 %
Bus operators are knowledgeable about Cherriot's system	3	0.8 %
The price to ride the bus is a reasonable value	25	6.7 %
Cherriot's bus stations, shelters & stops are well maintained	5	1.3 %
I am satisfied with the cost of fares charged	11	3.0 %
<u>None chosen</u>	<u>114</u>	<u>30.6 %</u>
Total	372	100.0 %

SUM OF TOP THREE

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT? (top 3)

<u>Q3a. Top choice</u>	<u>Number</u>	<u>Percent</u>
The buses operate on the days that I need them	52	14.0 %
The bus usually runs on time	97	26.1 %
The bus routes are conveniently located for me	56	15.1 %
The buses operate at the times that I need them	47	12.6 %
The frequency of service (how often the buses come) is satisfactory	44	11.8 %
The bus gets me to my destination in a reasonable amount of time	36	9.7 %
I understand Cherriot's available routes, & I am confident navigating the system	9	2.4 %
It is easy to find out if the buses are running on schedule	11	3.0 %
It is easy to get information about Cherriot's services & route schedules	16	4.3 %
There is enough seating/space on the bus	22	5.9 %
The bus stops I use are clean	34	9.1 %
The bus is clean	80	21.5 %
I feel safe & secure waiting for my bus	60	16.1 %
I feel safe riding the bus	65	17.5 %
Bus drivers operate the vehicle safely	48	12.9 %
Bus drivers are helpful & courteous	34	9.1 %
Bus operators are knowledgeable about Cherriot's system	10	2.7 %
The price to ride the bus is a reasonable value	57	15.3 %
Cherriot's bus stations, shelters & stops are well maintained	12	3.2 %
I am satisfied with the cost of fares charged	20	5.4 %
None chosen	85	22.8 %
Total	895	

Q4. How satisfied are you overall with the bus service?

<u>Q4. How satisfied are you with overall bus service</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	132	35.5 %
Satisfied	165	44.4 %
Neutral	51	13.7 %
Dissatisfied	6	1.6 %
Not provided	18	4.8 %
Total	372	100.0 %

WITHOUT NOT PROVIDED

Q4. How satisfied are you overall with the bus service? (without "not provided")

<u>Q4. How satisfied are you with overall bus service</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	132	37.3 %
Satisfied	165	46.6 %
Neutral	51	14.4 %
Dissatisfied	6	1.7 %
Total	354	100.0 %

Q5. Indicate your agreement with the following statement: The bus routes allow me to have better access to employment.

Q5. The bus routes allow me to have better access to employment	Number	Percent
Strongly agree	118	31.7 %
Agree	145	39.0 %
Neutral	77	20.7 %
Disagree	8	2.2 %
Strongly disagree	1	0.3 %
Not provided	23	6.2 %
Total	372	100.0

WITHOUT NOT PROVIDED

Q5. Indicate your agreement with the following statement: The bus routes allow me to have better access to employment. (without "not provided")

Q5. The bus routes allow me to have better access to employment	Number	Percent
Strongly agree	118	33.8 %
Agree	145	41.5 %
Neutral	77	22.1 %
Disagree	8	2.3 %
Strongly disagree	1	0.3 %
Total	349	100.0 %

Q6. In the past year, has the bus service:

Q6. What has the bus service become in past year	Number	Percent
Gotten worse	19	5.1 %
Stayed about the same	189	50.8 %
Gotten better	140	37.6 %
Not provided	24	6.5 %
Total	372	100.0 %

WITHOUT NOT PROVIDED

Q6. In the past year, has the bus service: (without "not provided")

Q6. What has the bus service become in past year	Number	Percent
Gotten worse	19	5.5 %
Stayed about the same	189	54.3 %
Gotten better	140	40.2 %
Total	348	100.0 %

Q7. Have you contacted Cherriot's with a question, concern, or complaint in the last 3 months?

Q7. Have you contacted Cherriot's with a question, concern, or complaint in last 3 months	Number	Percent
Yes, by phone	36	9.7 %
Yes, by email	11	3.0 %
Yes, in person	33	8.9 %
No	292	78.5 %
Total	372	100.0 %

Q7a. Was your issue resolved?

<u>Q7a. Was your issue resolved</u>	<u>Number</u>	<u>Percent</u>
Yes	61	76.3 %
No	13	16.3 %
Not provided	6	7.5 %
Total	80	100.0 %

WITHOUT NOT PROVIDED

Q7a. Was your issue resolved? (without "not provided")

<u>Q7a. Was your issue resolved</u>	<u>Number</u>	<u>Percent</u>
Yes	61	82.4 %
No	13	17.6 %
Total	74	100.0 %

Q8. Please rate your agreement with the following statements.

(N=61)

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Not applicable</u>
Q8-1. When contacting Cherriot's Customer Service, my concerns are addressed promptly	47.5%	36.1%	8.2%	1.6%	6.6%
Q8-2. Customer Service Representatives are helpful & courteous	54.1%	29.5%	8.2%	0.0%	8.2%

WITHOUT NOT PROVIDED

Q8. Please rate your agreement with the following statements. (without "not applicable")

(N=61)

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>
Q8-1. When contacting Cherriot's Customer Service, my concerns are addressed promptly	50.9%	38.6%	8.8%	1.8%
Q8-2. Customer Service Representatives are helpful & courteous	58.9%	32.1%	8.9%	0.0%

Q9. Please rate your agreement with the following statements.

(N=372)

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly disagree</u>	<u>Not provided</u>
Q9-1. Cherriot's provides value to the community	44.1%	26.3%	4.8%	0.5%	0.5%	23.7%
Q9-2. The current level of funding for Cherriot's services should increase over the next five years	40.3%	24.2%	11.0%	0.5%	0.5%	23.4%

WITHOUT NOT PROVIDED

Q9. Please rate your agreement with the following statements. (without "not provided")

(N=372)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q9-1. Cherriot's provides value to the community	57.7%	34.5%	6.3%	0.7%	0.7%
Q9-2. The current level of funding for Cherriot's services should increase over the next five years	52.6%	31.6%	14.4%	0.7%	0.7%

Q10. Are you dependent on using Cherriot's buses for travel to/from your destination?

Q10. Are you dependent on using Cherriot's buses for travel to/from your destination

	Number	Percent
Yes	266	71.5 %
No	55	14.8 %
Not provided	51	13.7 %
Total	372	100.0 %

WITHOUT NOT PROVIDED

Q10. Are you dependent on using Cherriot's buses for travel to/from your destination? (without "not provided")

Q10. Are you dependent on using Cherriot's buses for travel to/from your destination

	Number	Percent
Yes	266	82.9 %
No	55	17.1 %
Total	321	100.0 %

Q11. If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation?

Q11. What is top one reason you choose public transportation

	Number	Percent
It's convenient	15	27.3 %
It's better for the environment	6	10.9 %
I want to save money	14	25.5 %
I can do other things if I'm not driving	6	10.9 %
I want to support public transportation	6	10.9 %
Saves me time	6	10.9 %
Other	2	3.6 %
Total	55	100.0 %

Q11-7. Other:

	Number	Percent
Q11-7. Other		
SHARE CAR	1	50.0 %
EXERCISE	1	50.0 %
Total	2	100.0 %

Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today?

Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today

	Number	Percent
Yes	50	13.4 %
No	267	71.8 %
Not provided	55	14.8 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today? (without "not provided")**

Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today

	Number	Percent
Yes	50	15.8 %
No	267	84.2 %
Total	317	100.0 %

Q13. How often do you ride the bus?

Q13. How often do you ride the bus

	Number	Percent
5+ days per week	181	48.7 %
3-4 days per week	67	18.0 %
1-2 days per week	38	10.2 %
2-3 times per month	22	5.9 %
Once a month or less	12	3.2 %
Not provided	52	14.0 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q13. How often do you ride the bus? (without "not provided")**

Q13. How often do you ride the bus

	Number	Percent
5+ days per week	181	56.6 %
3-4 days per week	67	20.9 %
1-2 days per week	38	11.9 %
2-3 times per month	22	6.9 %
Once a month or less	12	3.8 %
Total	320	100.0 %

Q14. How long have you used Cherriot's services?

Q14. How long have you used Cherriot's services

	Number	Percent
Less than 1 year	71	19.1 %
1-2 years	74	19.9 %
3-5 years	60	16.1 %
5+ years	105	28.2 %
Not provided	62	16.7 %
Total	372	100.0 %

WITHOUT NOT PROVIDED

Q14. How long have you used Cherriot's services? (without "not provided")

Q14. How long have you used Cherriot's services	Number	Percent
Less than 1 year	71	22.9 %
1-2 years	74	23.9 %
3-5 years	60	19.4 %
5+ years	105	33.9 %
Total	310	100.0 %

Q15. For what primary purpose do you ride Cherriot's buses most frequently?

Q15. For what primary purpose do you ride Cherriot's buses most frequently	Number	Percent
Work	110	29.6 %
Education	56	15.1 %
Healthcare	26	7.0 %
Shop/errands/grocery	75	20.2 %
Church/religious activity	6	1.6 %
Leisure/social/recreation/entertainment	32	8.6 %
Other	2	0.5 %
Not provided	65	17.5 %
Total	372	100.0 %

WITHOUT NOT PROVIDED

Q15. For what primary purpose do you ride Cherriot's buses most frequently? (without "not provided")

Q15. For what primary purpose do you ride Cherriot's buses most frequently	Number	Percent
Work	110	35.8 %
Education	56	18.2 %
Healthcare	26	8.5 %
Shop/errands/grocery	75	24.4 %
Church/religious activity	6	2.0 %
Leisure/social/recreation/entertainment	32	10.4 %
Other	2	0.7 %
Total	307	100.0 %

Q15-7. Other:

Q15-7. Other	Number	Percent
SOCIAL SECUIRTY PICKUP	1	50.0 %
CAR IN SHOP	1	50.0 %
Total	2	100.0 %

Q16. What is your gender?

Q16. Your gender	Number	Percent
Male	166	44.6 %
Female	138	37.1 %
Other	5	1.3 %
Not provided	63	16.9 %
Total	372	100.0 %

WITHOUT NOT PROVIDED

Q16. What is your gender? (without "not provided")

Q16. Your gender	Number	Percent
Male	166	53.7 %
Female	138	44.7 %
Other	5	1.6 %
Total	309	100.0 %\

Q16-3. Self-describe your gender:

Q16-3. Self-describe your gender	Number	Percent
Non-binary	2	40.0 %
Gender fluid	2	40.0 %
Transmale	1	20.0 %
Total	5	100.0 %

Q17. What is your age?

Q17. Your age	Number	Percent
Less than 18 years	49	13.2 %
18 to 29 years	104	28.0 %
30 to 39 years	45	12.1 %
40 to 49 years	51	13.7 %
50 to 65 years	29	7.8 %
65+ years	32	8.6 %
Not provided	62	16.7 %
Total	372	100.0 %

WITHOUT NOT PROVIDED

Q17. What is your age? (without "not provided")

Q17. Your age	Number	Percent
Less than 18 years	49	15.8 %
18 to 29 years	104	33.5 %
30 to 39 years	45	14.5 %
40 to 49 years	51	16.5 %
50 to 65 years	29	9.4 %
65+ years	32	10.3 %
Total	310	100.0 %

Q18. Which category best describes your total annual household income in 2022?

Q18. Your total annual household income in 2022	Number	Percent
Less than \$25K	104	28.0 %
\$25K-\$49,999	52	14.0 %
\$50K-\$74,999	23	6.2 %
\$75K+	9	2.4 %
Not provided	184	49.5 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q18. Which category best describes your total annual household income in 2022? (without "not provided")**

Q18. Your total annual household income in 2022	Number	Percent
Less than \$25K	104	55.3 %
\$25K-\$49,999	52	27.7 %
\$50K-\$74,999	23	12.2 %
\$75K+	9	4.8 %
Total	188	100.

Q19. Which of the following best describes your race/ethnicity?

Q19. Your race/ethnicity	Number	Percent
Asian or Asian Indian	9	2.4 %
Black or African American	27	7.3 %
American Indian or Alaska Native	6	1.6 %
White or Caucasian	177	47.6 %
Native Hawaiian or other Pacific Islander	12	3.2 %
Hispanic, Spanish, or Latino/a/x	76	20.4 %
Prefer not to say	82	22.0 %
Other	1	0.3 %
Total	390	

WITHOUT PREFER NOT TO SAY**Q19. Which of the following best describes your race/ethnicity? (without "prefer not to say")**

Q19. Your race/ethnicity	Number	Percent
Asian or Asian Indian	9	3.1 %
Black or African American	27	9.3 %
American Indian or Alaska Native	6	2.1 %
White or Caucasian	177	61.0 %
Native Hawaiian or other Pacific Islander	12	4.1 %
Hispanic, Spanish, or Latino/a/x	76	26.2 %
Other	1	0.3 %
Total	308	

Q19-9. Self-describe your race/ethnicity:

Q19-9. Self-describe your race/ethnicity	Number	Percent
RUSSIAN	1	100.0 %
Total	1	100.0 %

Q20. Including yourself, how many people live in your household?

Q20. How many people live in your household	Number	Percent
1	84	22.6 %
2	44	11.8 %
3	47	12.6 %
4	38	10.2 %
5	32	8.6 %
6+	33	8.9 %
Not provided	94	25.3 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q20. Including yourself, how many people live in your household? (without "not provided")**

Q20. How many people live in your household	Number	Percent
1	84	30.2 %
2	44	15.8 %
3	47	16.9 %
4	38	13.7 %
5	32	11.5 %
6+	33	11.9 %
Total	278	100.0 %

Q21. Do you speak a language other than English at home?

Q21. Do you speak a language other than English at home	Number	Percent
Yes	101	27.2 %
No	241	64.8 %
Not provided	30	8.1 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q21. Do you speak a language other than English at home? (without "not provided")**

Q21. Do you speak a language other than English at home	Number	Percent
Yes	101	29.5 %
No	241	70.5 %
Total	342	100.0 %

Q21-1. Which language?

Q21-1. Which language	Number	Percent
SPANISH	54	75.0 %
GERMAN	3	4.2 %
ASL	3	4.2 %
FRENCH	2	2.8 %
JAPANESE	1	1.4 %
RUSSIAN	1	1.4 %
CHINESE	1	1.4 %
YUPICK	1	1.4 %
FARSI	1	1.4 %
THAI	1	1.4 %
SWAHILI	1	1.4 %
TAGALOG	1	1.4 %
DAKOTA SA	1	1.4 %
ARABIC	1	1.4 %
Total	72	100.0 %

Q21a. IF YES, how well do you speak English?

<u>Q21a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	61	60.4 %
Well	14	13.9 %
Less than well	7	6.9 %
Not at all	17	16.8 %
Not provided	2	2.0 %
Total	101	100.0 %

WITHOUT NOT PROVIDED**Q21a. IF YES, how well do you speak English? (without "not provided")**

<u>Q21a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	61	61.6 %
Well	14	14.1 %
Less than well	7	7.1 %
Not at all	17	17.2 %
Total	99	100.0 %



5 Survey Instrument

Chance to win \$500!



As a thank you for **fully completing** this survey, your name can be entered into a drawing for a chance to win one (1) of two \$500 Visa gift cards.

Surveyor ID: _____ Date: _____ (mm/dd/yyyy)
 Route: _____
 Survey Start Time: 6-9a 9a-1p 1-4p 4-7p After 7p
 Day of the Week: M T W TH F Sa Su

CHERRIOTS Customer Experience Survey

1.	All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor? <i>[Please circle your answer with 10 being "Very Likely" and 00 being "Not at All Likely."]</i>	10	09	08	07	06	05	04	03	02	01	00

2. How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time? _____ minutes

3.	Please rate your agreement with the following statements. <i>[Please circle only one answer per line.]</i>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01.	The buses operate on the days that I need them.	5	4	3	2	1
02.	The bus usually runs on time.	5	4	3	2	1
03.	The bus routes are conveniently located for me.	5	4	3	2	1
04.	The buses operate at the times that I need them.	5	4	3	2	1
05.	The frequency of service (how often the buses come) is satisfactory.	5	4	3	2	1
06.	The bus gets me to my destination in a reasonable amount of time.	5	4	3	2	1
07.	I understand Cherriot's available routes, and I am confident navigating the system.	5	4	3	2	1
08.	It is easy to find out if the buses are running on schedule.	5	4	3	2	1
09.	It is easy to get information about Cherriot's services and route schedules.	5	4	3	2	1
10.	There is enough seating/space on the bus.	5	4	3	2	1
11.	The bus stops I use are clean.	5	4	3	2	1
12.	The bus is clean.	5	4	3	2	1
13.	I feel safe and secure waiting for my bus.	5	4	3	2	1
14.	I feel safe riding the bus.	5	4	3	2	1
15.	Bus drivers operate the vehicle safely.	5	4	3	2	1
16.	Bus drivers are helpful and courteous.	5	4	3	2	1
17.	Bus operators are knowledgeable about Cherriot's system.	5	4	3	2	1
18.	The price to ride the bus is a reasonable value.	5	4	3	2	1
19.	Cherriot's bus stations, shelters and stops are well maintained.	5	4	3	2	1
20.	I am satisfied with the cost of fares charged.	5	4	3	2	1

3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT? *[Write in your answers below using the numbers from the list in Question 3. For example, if "The bus is clean." is the most important then write "12" as your 1st choice.]*

1st: _____ 2nd: _____ 3rd: _____

4. How satisfied are you overall with the bus service?
 ___(5) Very Satisfied ___(3) Neutral ___(1) Very Dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied

5. Indicate your agreement with the following statement: The bus routes allow me to have better access to employment.
 ___(5) Strongly Agree ___(4) Agree ___(3) Neutral ___(2) Disagree ___(1) Strongly Disagree

6. In the past year, has the bus service:
 ___(1) Gotten worse ___(2) Stayed about the same ___(3) Gotten better

7. Have you contacted Cherriot's with a question, concern, or complaint in the last 3 months?
 ___(1) Yes, by phone *[Answer Q7a.]* ___(3) Yes, in person *[Answer Q7a.]*
 ___(2) Yes, by email *[Answer Q7a.]* ___(4) No *[Skip to Q9.]*

7a. Was your issue resolved?
 ___(1) Yes *[Answer Q8.]* ___(2) No *[Skip to Q9.]*

8.	Please rate your agreement with the following statements. <i>[Please circle only one answer per line.]</i>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable
1.	When contacting Cherriot's Customer Service, my concerns are addressed promptly.	5	4	3	2	1	9
2.	Customer Service Representatives are helpful and courteous.	5	4	3	2	1	9

Please continue to help us serve you better by completing the backside of this survey.





9.	Please rate your agreement with the following statements. [Please circle only one answer per line.]	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Cherriot's provides value to the community.	5	4	3	2	1
2.	The current level of funding for Cherriot's services should increase over the next five years? Additional funding will allow for improved service, frequency, routes, stop amenities, etc.	5	4	3	2	1

10. Are you dependent on using Cherriot's buses for travel to/from your destination?
 ___(1) Yes [Skip to Q12.] ___(2) No [Answer Q11.]
11. If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation? [Choose only one.]
 ___(1) It's convenient
 ___(2) It's better for the environment
 ___(3) I want to save money
 ___(4) I can do other things if I'm not driving
 ___(5) I want to support public transportation
 ___(6) Saves me time
 (7) Other: _____
12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today?
 ___(1) Yes ___(2) No
13. How often do you ride the bus?
 ___(1) 5+ days per week
 ___(2) 3-4 days per week
 ___(3) 1-2 days per week
 ___(4) 2-3 times per month
 ___(5) Once a month or less
14. How long have you used Cherriot's services?
 ___(1) Less than 1 year ___(2) 1-2 years ___(3) 3-5 years ___(4) 5+ years
15. For what primary purpose do you ride Cherriot's buses most frequently?
 ___(1) Work
 ___(2) Education
 ___(3) Healthcare
 ___(4) Shop/Errands/Grocery
 ___(5) Church/Religious Activity
 ___(6) Leisure/Social/Recreation/Entertainment
 ___(7) Other: _____
16. What is your gender? ___(1) Male ___(2) Female ___(3) Other ___(4) Prefer not to say
17. What is your age?
 ___(01) Less than 18 years
 ___(02) 18 to 29 years
 ___(03) 30 to 39 years
 ___(04) 40 to 49 years
 ___(05) 50 to 65 years
 ___(06) More than 65 years
18. Which category best describes your total annual household income in 2022?
 ___(01) Less than \$25,000
 ___(02) \$25,000-\$49,999
 ___(03) \$50,000-\$74,999
 ___(04) \$75,000 or more
 ___(05) Prefer not to say
19. Which of the following best describes your race/ethnicity? [Select all that apply.]
 ___(1) Asian or Asian Indian
 ___(2) Black or African American
 ___(3) American Indian or Alaska Native
 ___(4) White
 ___(5) Native Hawaiian or other Pacific Islander
 ___(6) Hispanic, Spanish, or Latino/a/x
 ___(88) Prefer not to say
 ___(99) Other: _____
20. Including yourself, how many people live in your household? _____ people
21. Do you speak a language other than English at home? ___(1) Yes ➡ Which language? _____ ___(2) No
- 21a. IF YES, how well do you speak English? ___(1) Very Well ___(2) Well ___(3) Less than well ___(4) Not at all
22. Please provide your home zip code. ➡ Home Zip Code: _____
23. Would you like to be entered into the drawing for one of two \$500 Visa gift cards? ___(1)Yes [Answer Q25.] ___(2) No
24. Can we invite you to participate in occasional Transit surveys? ___(1) Yes [Answer Q25.] ___(2) No
25. Please provide your contact information.
 First Name: _____ Phone: _____ Email Address: _____

Demographics



2023

**Salem Area Mass Transit District
Community Value Survey
Findings Report**



Contents

Section 1: Executive Summary.	4
Section 2: Charts and Graphs.	9
Section 3: National Benchmarks.	35
Section 4: Tabular Data.	45
Section 5: Survey Instrument.	62

1

Executive Summary

2023 Salem Area Mass Transit District (Cherriots) Community Value Survey *Executive Summary*

Overview

In the Fall of 2023, Salem Area Mass Transit District (Cherriots) that operates bus and paratransit service in the Salem, Oregon area conducted a community value survey to collect public opinion on transit issues in the community. The goal was to collect a minimum of 400 completed surveys from residents. The goal was met with 428 completed surveys collected. The overall results for the sample of 428 households have a precision of at least +/- 4.7 at the 95% level of confidence. The main purpose of the survey was to identify public perceptions in order to develop a roadmap for the future to meet the community's needs.

Methodology

The Community Perceptions Survey was administered by ETC Institute through mail to a random selection of households from the Cherriots service area. Surveys were sent out with a cover letter explaining the purpose of the survey and a return-reply envelope to mail the survey back. Respondents also had the option of completing the survey online at cherriotstransportationsurvey.com. Results were monitored to ensure that survey distribution was closely proportionate to the region's population demographics.

The following pages of the report contain a summary of the major findings from the survey; the full community value survey report includes the following:

- Charts and graphs depicting the results of the survey (Section 2)
- Benchmarks comparing results from Cherriots to national survey results (Section 3)
- Tabular data of survey results (Section 4)
- A copy of the cover letter and survey instrument (Section 5)

Respondent Characteristics

- Use of Cherriots System.** Thirty-eight percent of respondents (38%) indicated that they have never ridden on a Cherriots bus. Thirty-one percent of respondents (31%) used to ride Cherriots but do not anymore. Thirteen percent (13%) currently ride once a month or less, and seventeen percent (17%) ride more than once a month. Respondents who currently ride Cherriots buses were asked to select their primary purpose for using public transportation. Thirty-eight percent of riders (38%) indicated that their primary purpose was for work followed by nineteen percent (19%) running errands/grocery shopping. When asked why respondents used to ride Cherriots bus stopped, the highest selected reason was that it takes too long to long to complete a trip (31%).
- Transportation and Commuting.** Eighty percent of respondents (80%) indicated that they drive their car alone for their primary transportation method to get to their destinations. Six percent (6%) primarily use Cherriots buses, and four percent (4%) primarily carpool. When asked how long respondents' daily commutes were, twenty-four percent (24%) said between 15-29 minutes. Twenty-one percent of respondents (21%) said less than 15 minutes, and nineteen percent (19%) said 30 minutes or longer. Thirty-six percent of respondents (36%) do not commute.
- Demographic Characteristics.** Seventy-two percent of respondents (72%) indicated that they are White/Caucasian with the second largest group being Hispanic/Latino at twenty two percent (22%). Age of respondents was evenly distributed with groups from 18-79 years old, with each age group being roughly eight percent of responses (8%). Forty-one percent of respondents (41%) have an annual household income of less than \$50,000. Thirty-four percent of respondents (34%) have an annual household income between \$50,000-\$99,999, and twenty-three percent (23%) have an annual household income of at least \$100,000.

Community Opinions

- Value of Cherriots.** Eighty-five percent of respondents (85%) agree that Cherriots is a valuable part of the community. Eighty-three percent of respondents (83%) agree that Cherriots contributes to the success of the community. Seventy-five percent of respondents (75%) said that they understand the services that Cherriots offers. Forty-nine percent of respondents (49%) said that Cherriots is valuable to them personally.
- Agreement with Statements Regarding Cherriots Services.** Respondents were asked to rate their agreement with twelve statements about Cherriots services on a scale of one to five, with five meaning "Strongly agree" and 1 meaning "Strongly disagree." Listed below are the seven statements that rated 75% or higher ("Strongly agree" and "agree answers").

 - "Cherriots provides transportation options to people with special mobility needs" (90%)
 - "Cherriots allows people to get to medical facilities" (86%)
 - "Cherriots allows people to get to schools/universities" (85%)
 - "Cherriots allows people to get to jobs" (84%)

- “Cherriots helps provide job opportunities in the region” (78%)
 - “Cherriots provides a safe transportation alternative” (77%)
 - “Cherriots allows people to get to parks & entertainment” (75%)
- **Importance Factors.** Respondents were asked to select the top three items that Cherriots leaders should give the most emphasis over the next two years. Listed below are the six items that were selected as first, second, or third most important by at least 20% of respondents.
 - “Cherriots allows people to get to jobs” (40%)
 - “Cherriots provides affordable transportation options” (36%)
 - “Cherriots provides transportation options to people with special mobility needs” (35%)
 - “Cherriots allows people to get to medical facilities” (23%)
 - “Cherriots provides a safe transportation alternative” (22%)
 - “Cherriots reduces traffic congestion” (20%)
- **I-S Analysis.** Importance-Satisfaction Analysis compares respondents’ rankings of importance with each statement to how satisfied they are with that statement. Statements are then categorized into four groups based on the findings: “Nice to Haves” – lower importance/higher satisfaction, “Strengths to Maintain” – higher importance/higher satisfaction, “Lower Priority” – lower importance/lower satisfaction, and “Areas of Opportunity” – higher importance/lower satisfaction. Seven statements were placed in the “Strengths to Maintain” quadrant, meaning community members feel that they have above average importance while being delivered satisfying results. The seven statements are listed below:
 - “Cherriots allows people to get to jobs”
 - “Cherriots provides affordable transportation options”
 - “Cherriots provides transportation options to people with special mobility needs”
 - “Cherriots allows people to get to medical facilities”
 - “Cherriots provides a safe transportation alternative”
 - “Cherriots reduces traffic congestion”
 - “Cherriots allows people to get to schools/universities”
- **Additional Amenities/Features.** Respondents were asked to select the top three features or amenities that Cherriots could add to provide more value to the community. Listed below are the five features or amenities that were selected as the first, second, or third choice by at least 20% of respondents:
 - “More frequent service” (40%)
 - “More routes to serve places I need to go” (33%)
 - “Shelter at transit stops” (27%)
 - “Lower fares” (23%)
 - “Stops closer to my home” (20%)

National Benchmarks

- Benchmark Description.** ETC Institute’s benchmark survey data comes from a national panel of respondents drawn from community transit surveys within the past five years across all 50 states (more than 80 transit systems). Results were monitored to ensure distribution in proportion to population size of each transit system’s region (i.e. the largest percentage of respondents were from California transit systems).
- Net Promoter Score.** Net Promoter Score poses the question, “Using a 10-point scale, where 10 means ‘Very Likely,’ and 0 means ‘Not Likely At All,’ how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?” Respondents who answer nine or ten are categorized as “Promoters,” those who answer seven or eight are “Passives,” and those who answer a number less than seven are “Detractors.” The score itself is calculated by subtracting the percentage of Detractors from the percentage of Promoters. While -4 may appear to be a low score for Cherriots at face value, it is much higher than the community National Average of -62. Seldom do individuals who are not users of the public transit system provide high ratings for this question.
- Agreement Statements Regarding Cherriots Services.** Nearly all of the agreement statements that respondents rated scored higher than their National Average comparisons. Listed below is each item ordered by percentage difference (“Strongly agree” and “Agree” answers) from the National Average:
 - Cherriots helps provide job opportunities in the region – 78% vs. 51% (+27%)
 - Cherriots improves the quality of life in the community – 74% vs. 56% (+18%)
 - Cherriots allows people to get to parks & entertainment – 75% vs. 59% (+16%)
 - Cherriots allows people to get to schools/universities – 85% vs. 71% (+14%)
 - Cherriots allows people to get to jobs – 84% vs. 70% (+14%)
 - Cherriots makes roads safer for all users – 58% vs. 48% (+10%)
 - Cherriots provides transportation options to people with special mobility needs – 90% vs. 81% (+9%)
 - Cherriots reduces pollution & helps the environment – 68% vs. 59% (+9%)
 - Cherriots allows people to get to medical facilities – 86% vs. 79% (+7%)
 - Cherriots reduces traffic congestion – 63% vs. 57% (+6%)
 - Cherriots provides affordable transportation options – 74% vs. 76% (-2%)
- Overall Value.** Community members feel that Cherriots provides more overall value than the National Average. Eighty-five percent of respondents (85%) agree that Cherriots is a valuable part of the community (67% National Average), and forty-nine percent of respondents agree that Cherriots is valuable to them personally (30% National Average).
- The following section lists the charts and graphs for each survey question broken down into three categories: Key Characteristics of Respondents, Other Respondent Findings, and Community Perceptions.

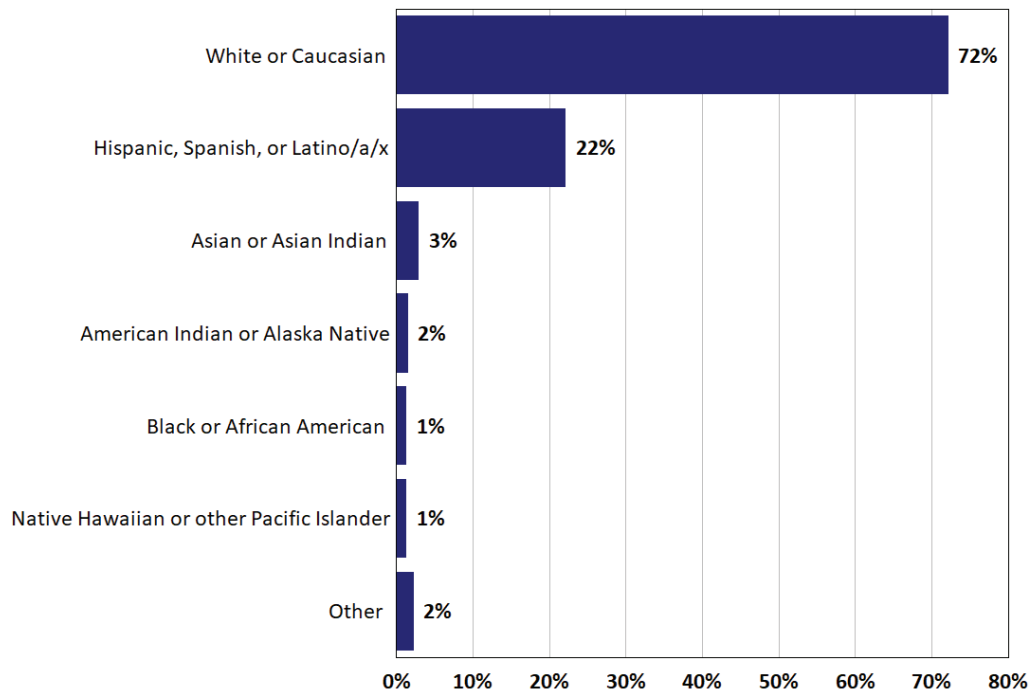
2

Charts & Graphs

KEY CHARACTERISTICS OF RESPONDENTS

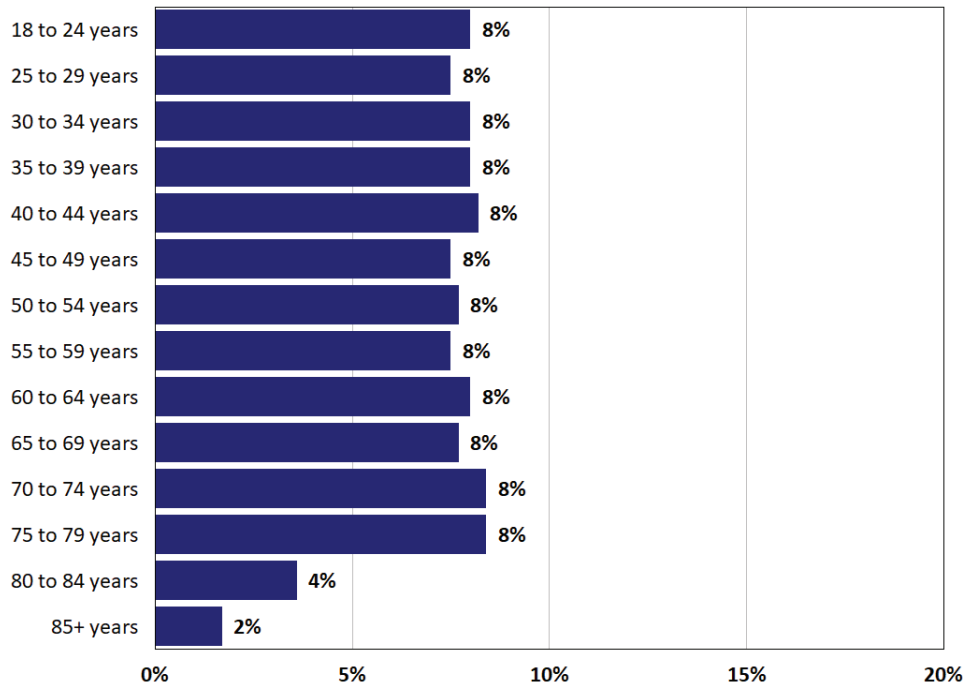
Which of the following best describes your race/ethnicity?

by percentage of respondents



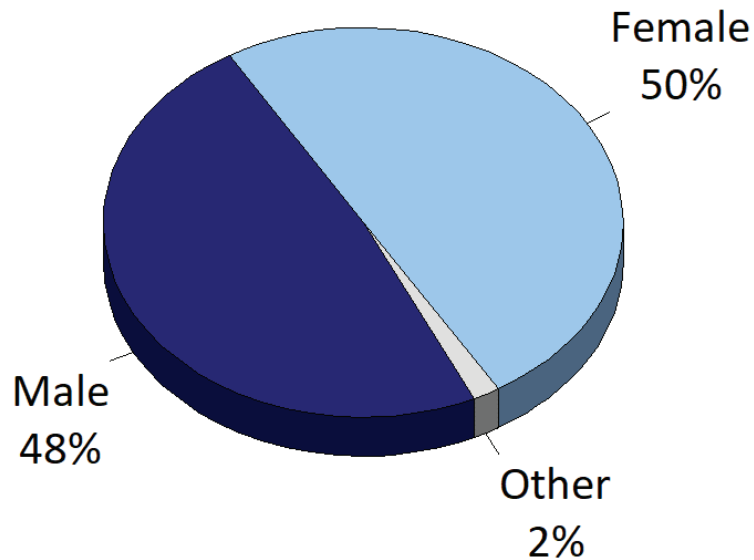
What is your age range?

by percentage of respondents (without "prefer not to answer")



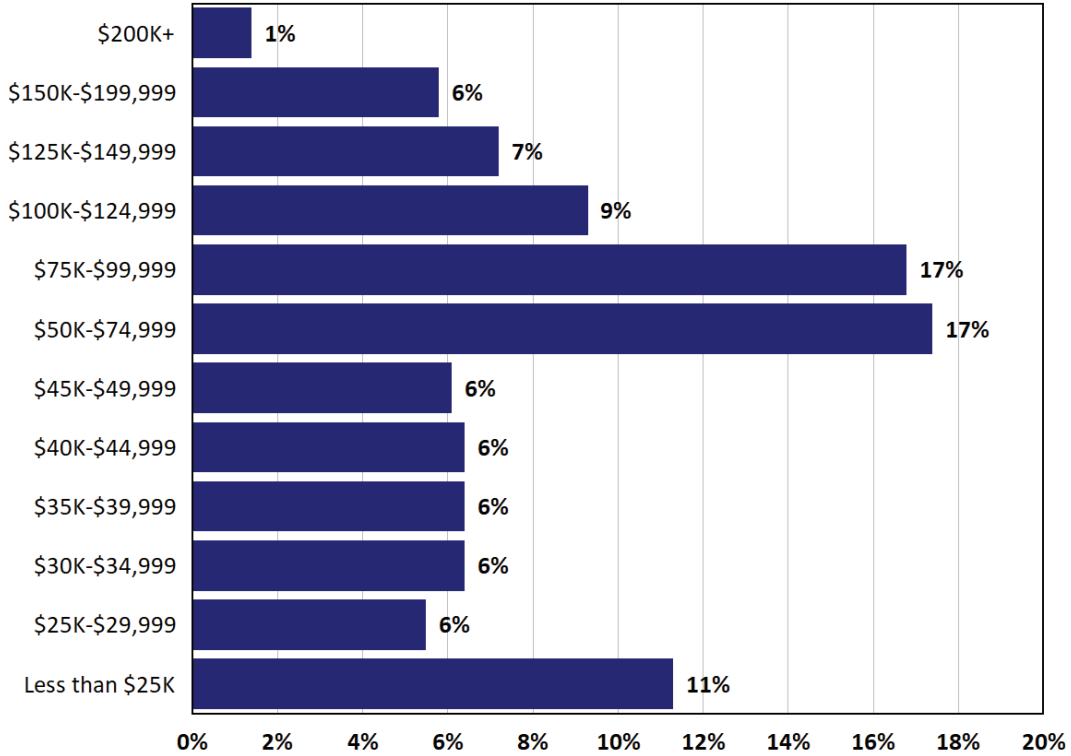
Gender

by percentage of respondents ("not provided")



What is your annual household income before taxes?

by percentage of respondents ("prefer not to answer")

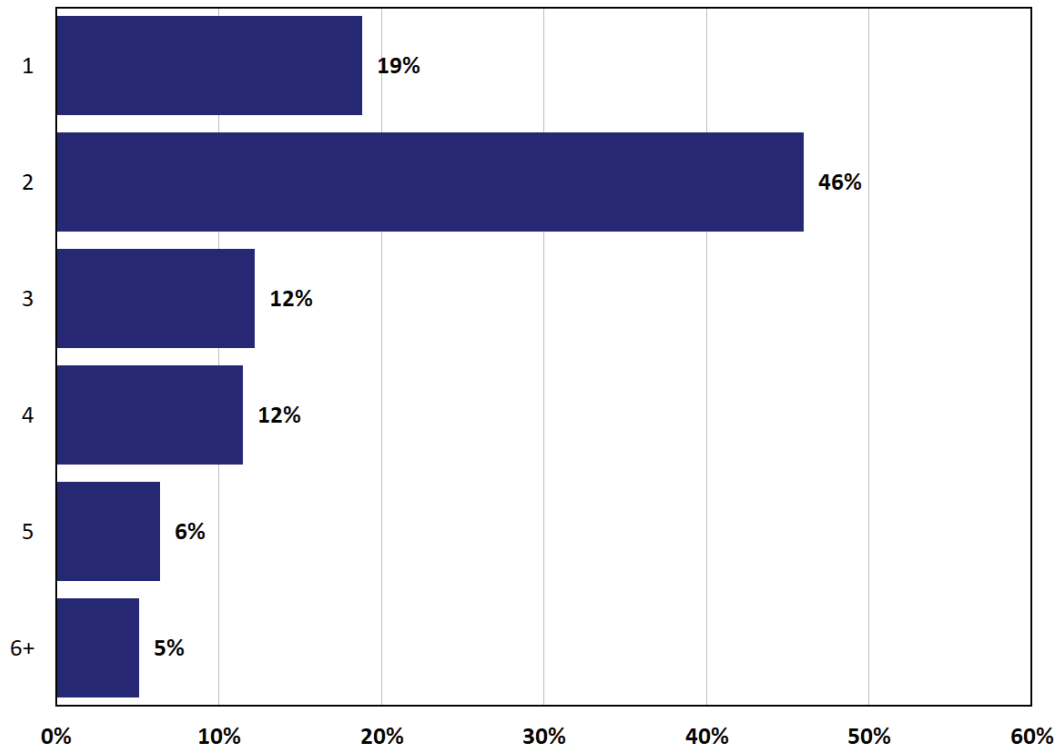


ETC Institute (2024)

13

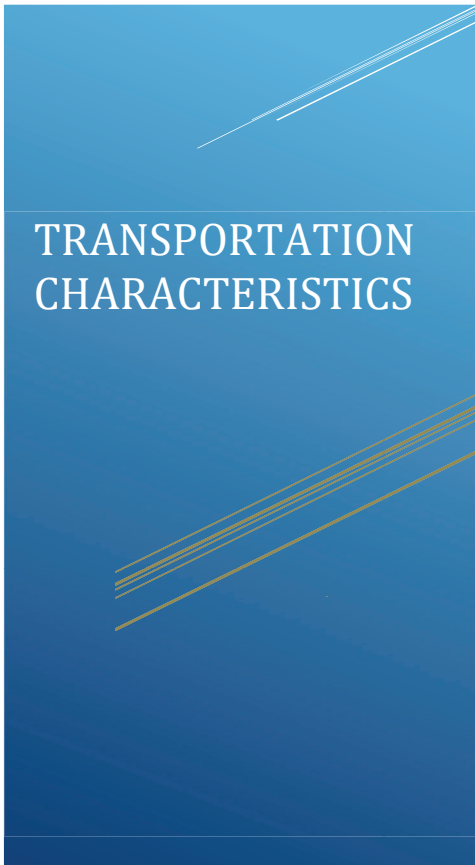
How many people live in your household?

by percentage of respondents (Without "not provided")



ETC Institute (2024)

14

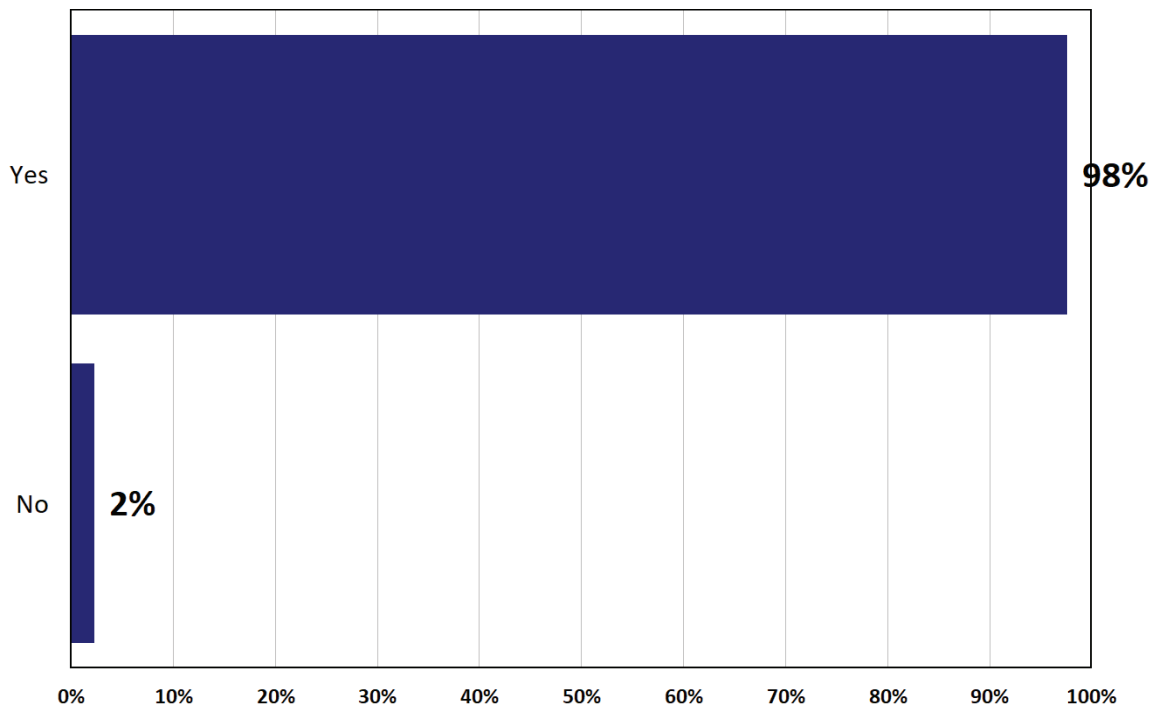


ETC Institute (2024)

15

Do you know that Cherriots is the public transportation provider in the Salem region?

by percentage of respondents (Without "not provided")

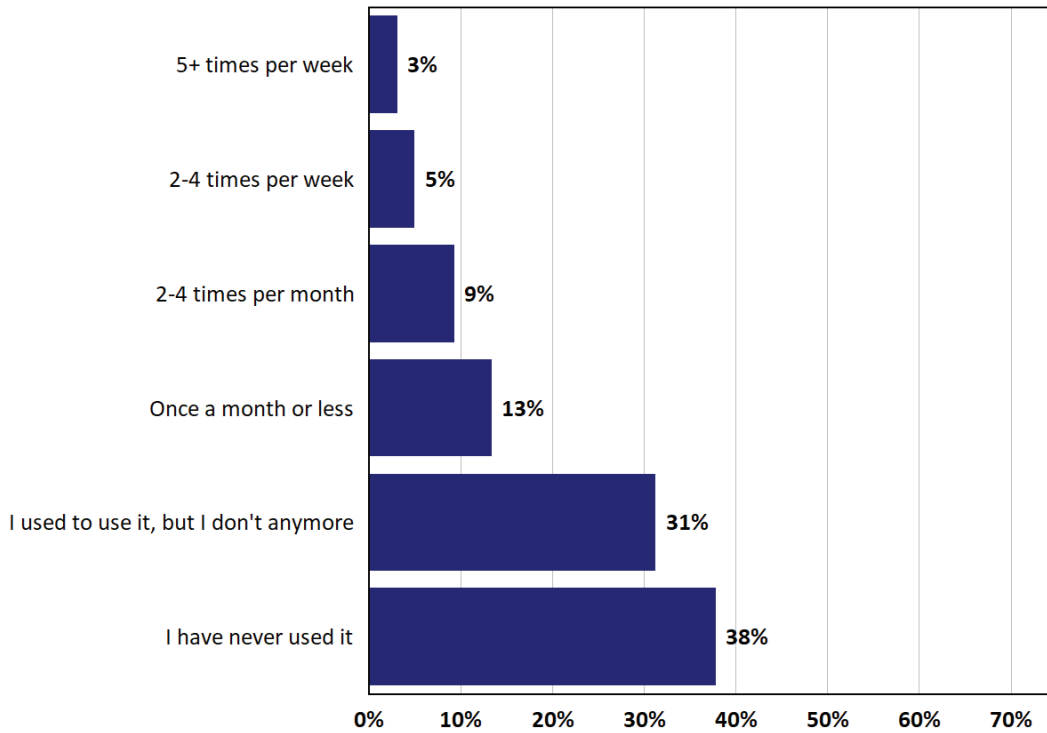


ETC Institute (2024)

16

On average, how often do you use Cherriots (Cherriots buses or LIFT)?

by percentage of respondents (Without "not provided")

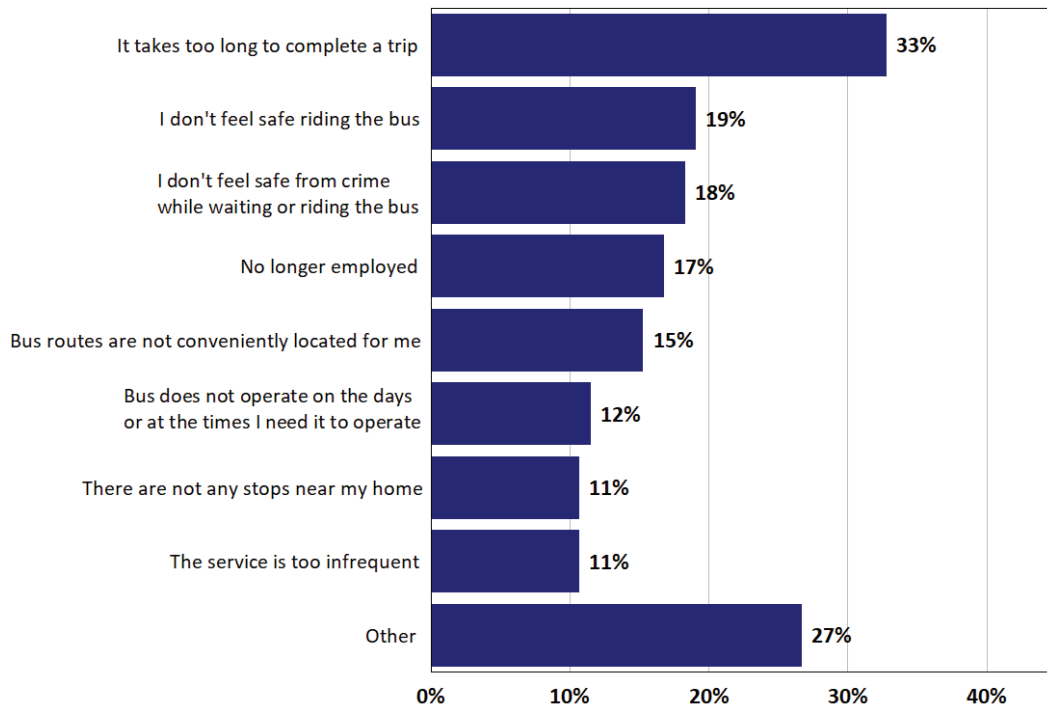


ETC Institute (2024)

17

If you used it previously but stopped, why did you stop using public transportation?

by percentage of respondents (Without "not provided")

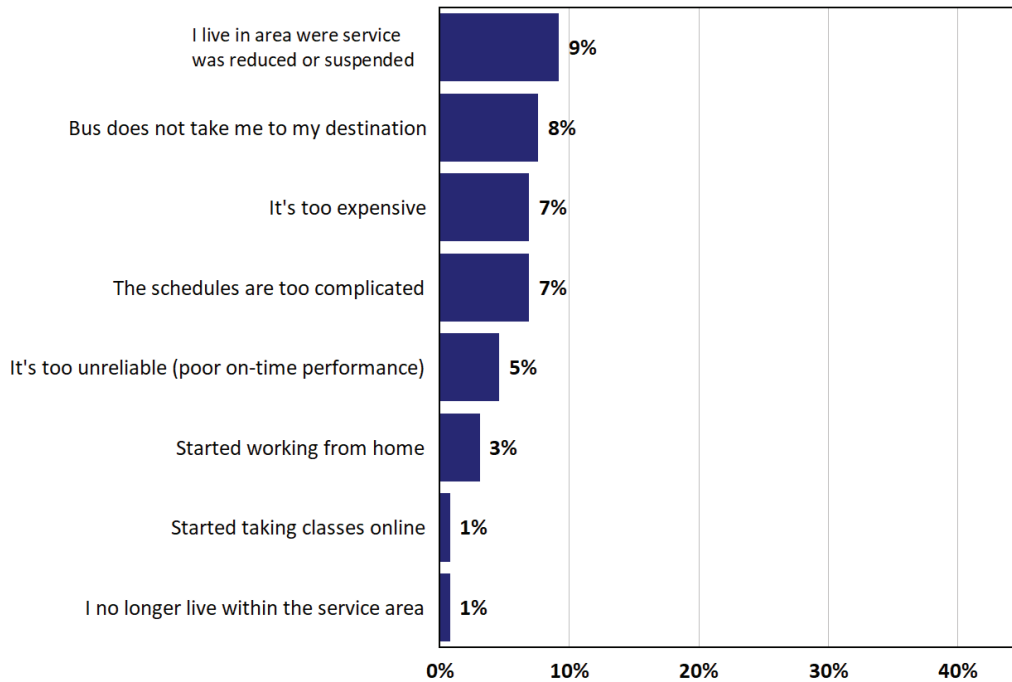


ETC Institute (2024)

18

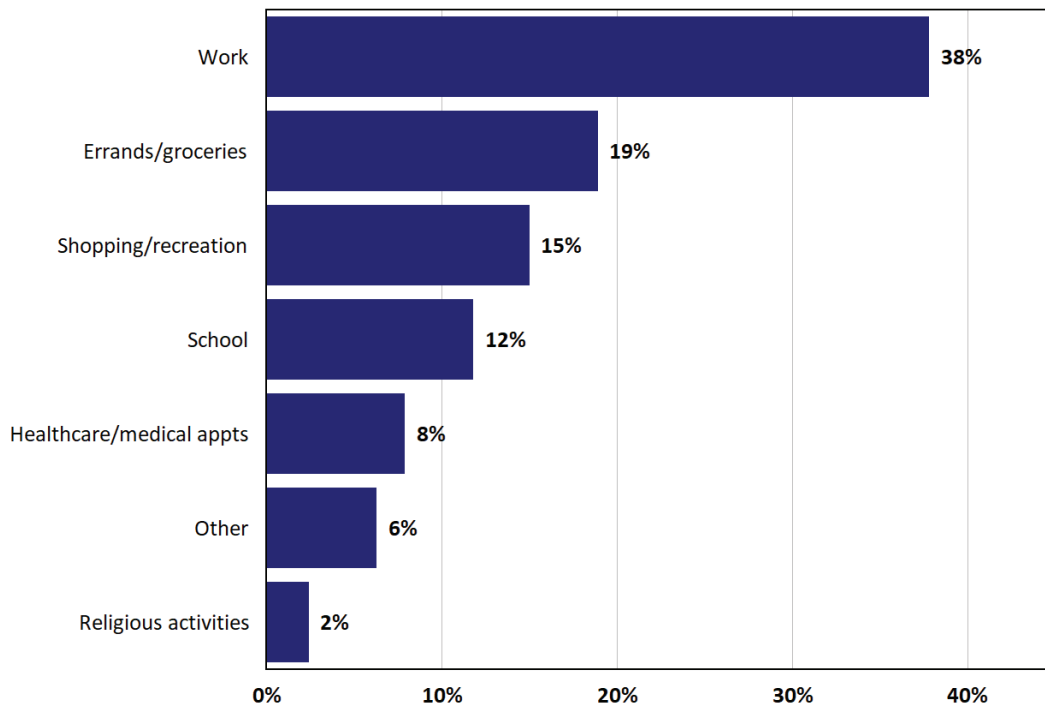
If you used it previously but stopped, why did you stop using public transportation? (Cont.)

by percentage of respondents (Without "not provided")



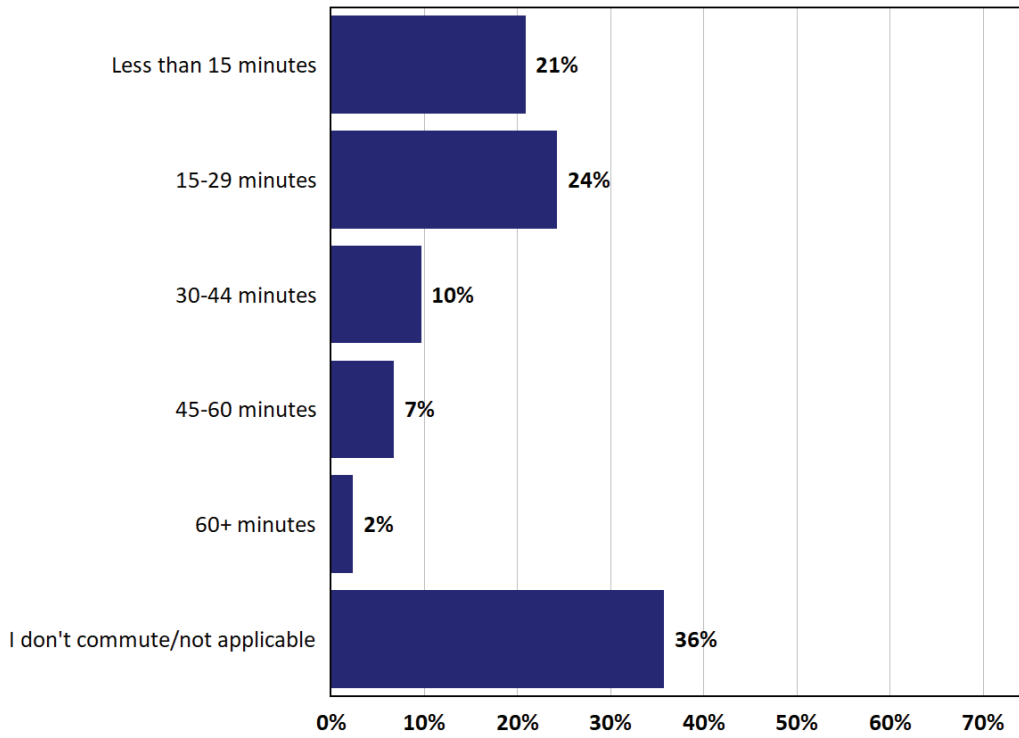
If you currently use Cherriots (Cherriots buses or LIFT), what is your primary purpose for using public?

by percentage of respondents (Without "not provided")



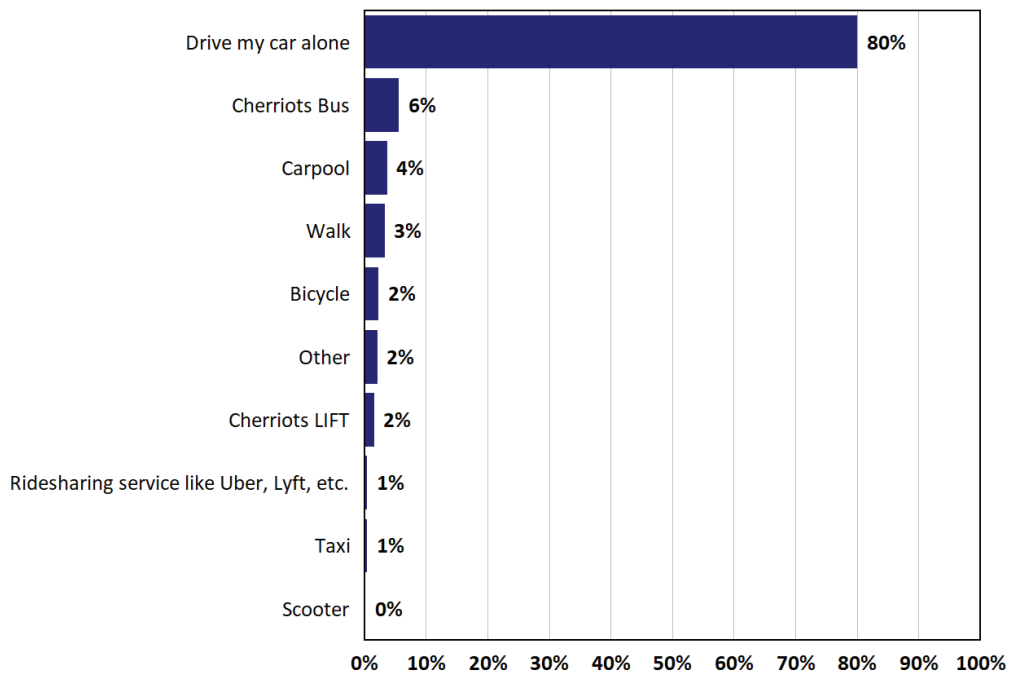
How long is your daily commute?

by percentage of respondents (Without "not provided")



What mode of transportation do you primarily use to reach your destinations?

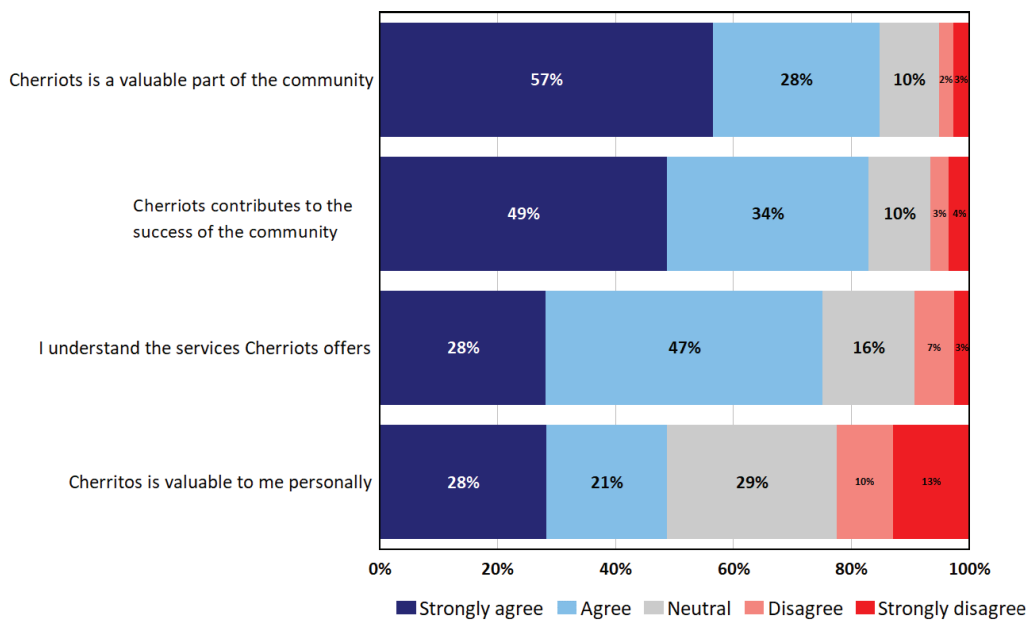
by percentage of respondents (Without "not provided")





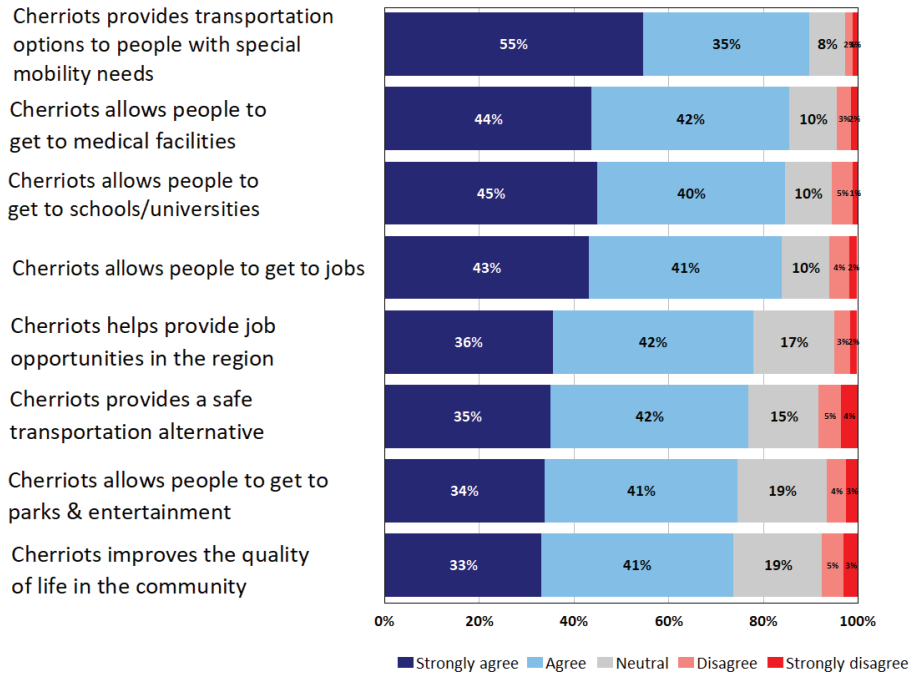
Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

by percentage of respondents (Without "not provided")



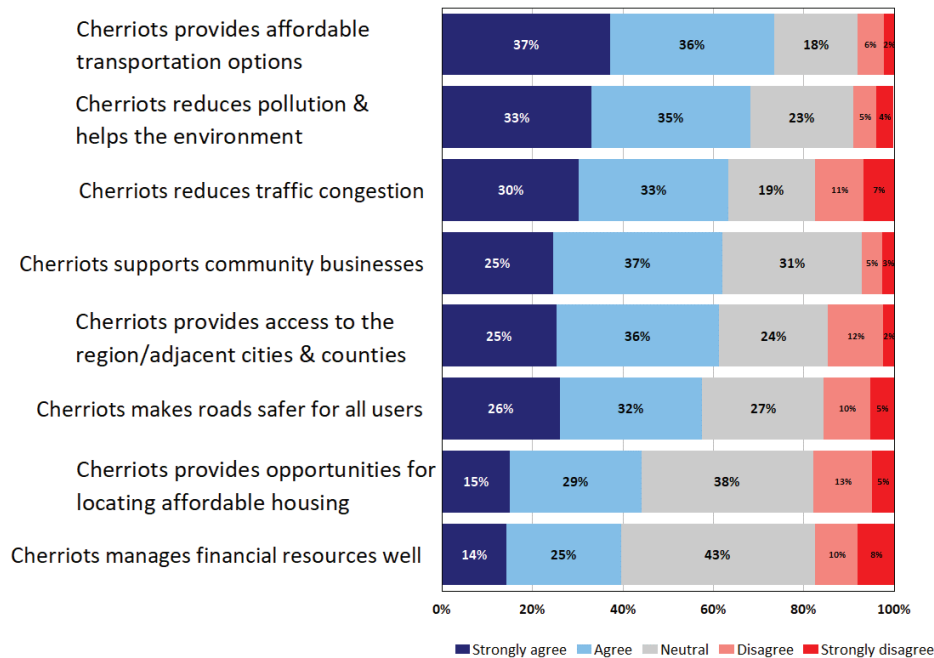
Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

by percentage of respondents ("don't know")

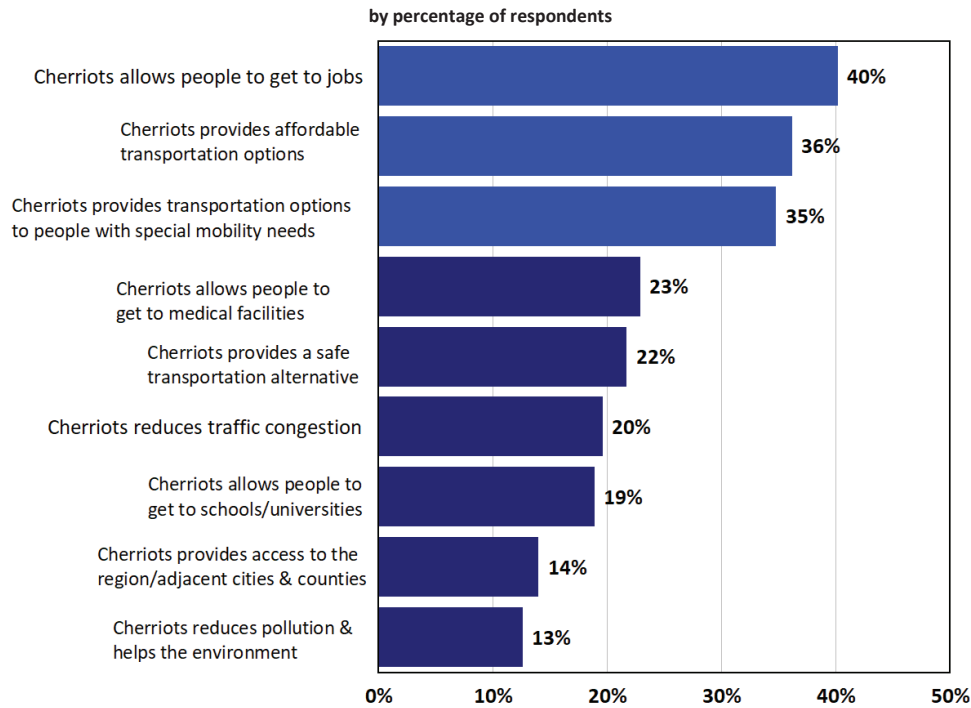


Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements? (Cont.)

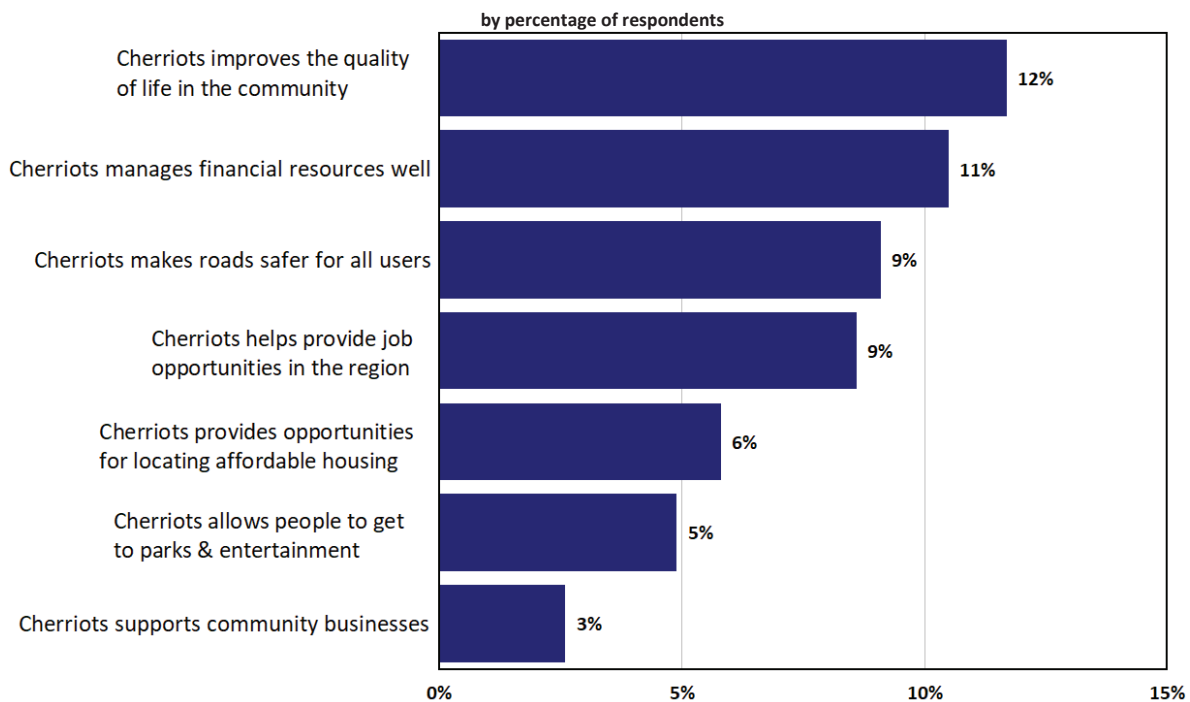
by percentage of respondents ("don't know")



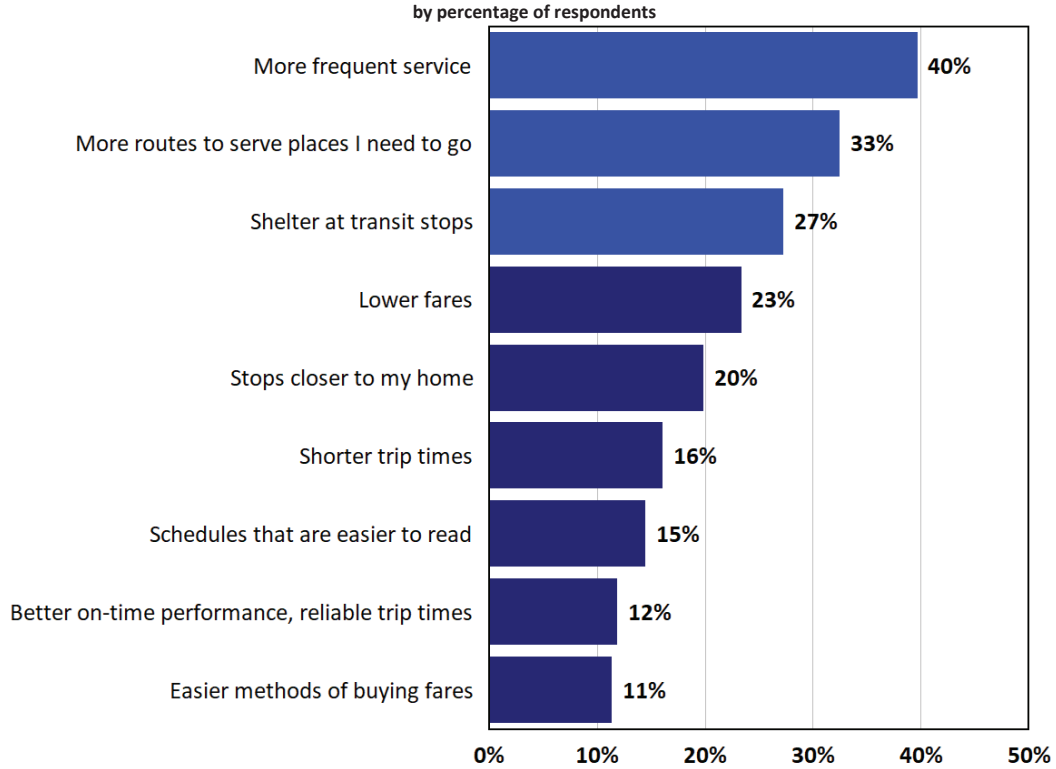
Which THREE of the items in the previous Question should receive the MOST EMPHASIS from Cherriots leaders over the next two years? (top 3)



Which THREE of the items in the previous Question should receive the MOST EMPHASIS from Cherriots leaders over the next two years? (top 3) (Cont.)



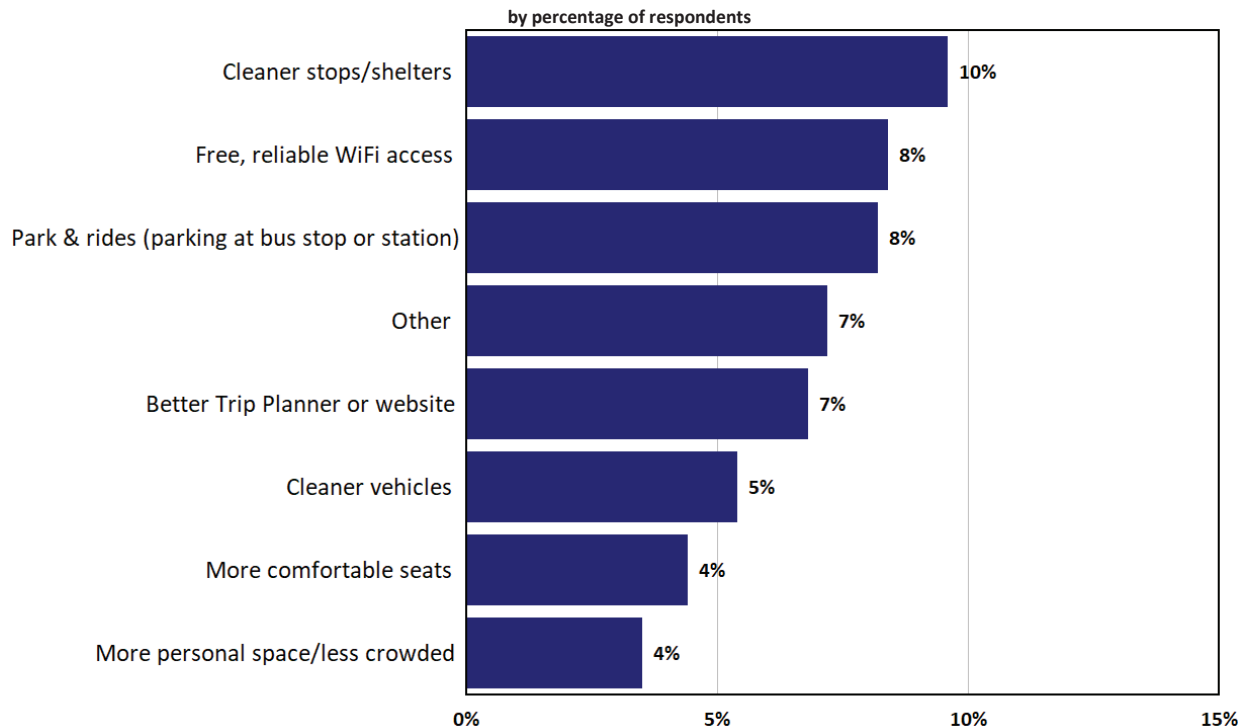
Which three features/amenities could Cherriots add to provide more value to the community? (top 3)



ETC Institute (2024)

29

Which three features/amenities could Cherriots add to provide more value to the community? (top 3)



ETC Institute (2024)

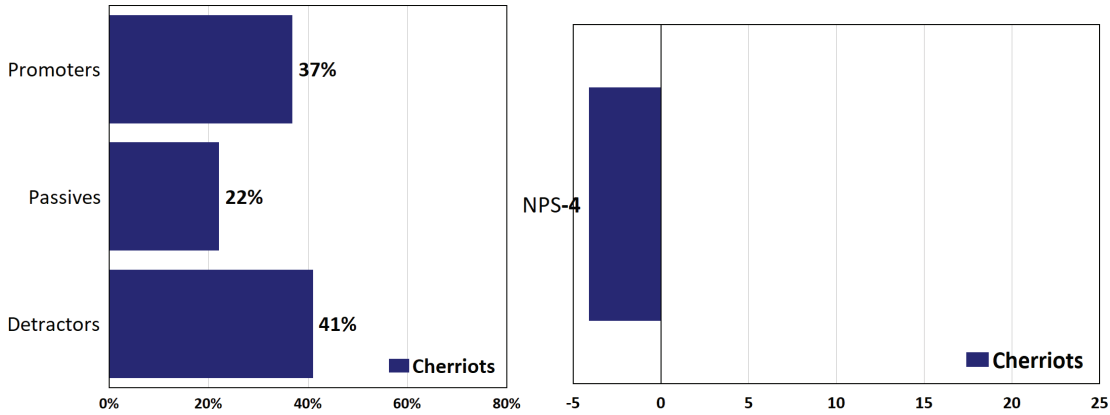
30

NET PROMOTER SCORE

Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?

"Promoter" = 10-9 "Passive" = 8-7 "Detractor" = 6-0

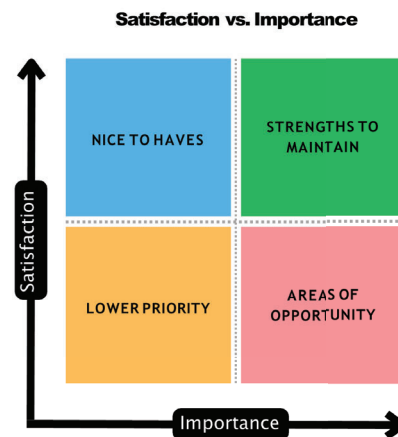
Net Promoter Score is the number of "Promoters" minus the number of "Detractors."



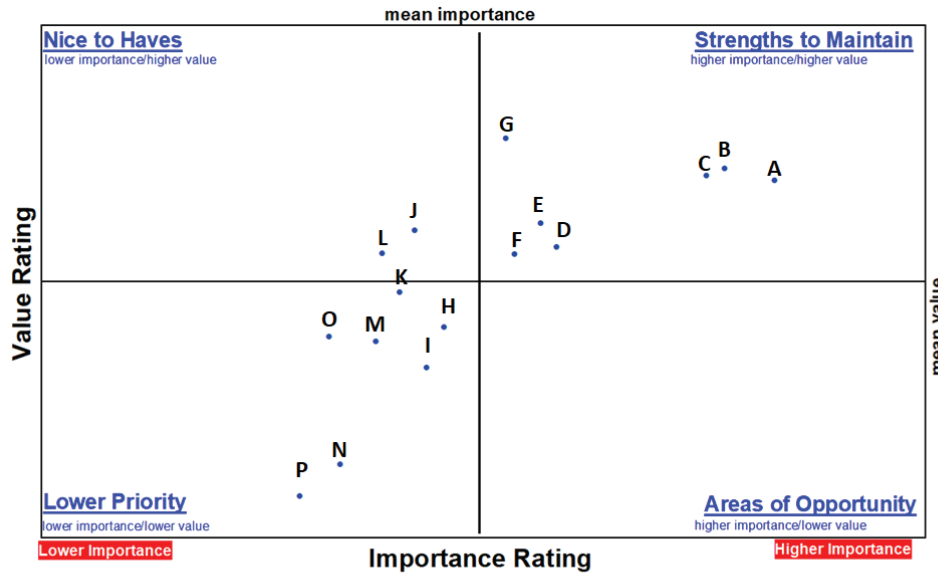
Importance-Satisfaction (I-S) Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

- Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
- Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
- Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
- Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue positive overall customer satisfaction.



Importance-Satisfaction (I-S) Analysis



- A. Cherriots allows people to get to jobs
- B. Cherriots provides affordable transportation options
- C. Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive
- D. Cherriots allows people to get to medical facilities
- E. Cherriots provides a safe transportation alternative
- F. Cherriots reduces traffic congestion
- G. Cherriots allows people to get to schools/universities
- H. Cherriots provides access to the region/adjacent cities & counties
- I. Cherriots reduces pollution & helps the environment
- J. Cherriots improves the quality of life in the community
- K. Cherriots manages financial resources well
- L. Cherriots makes roads safer for all users
- M. Cherriots helps provide job opportunities in the region
- N. Cherriots provides opportunities for locating affordable housing
- O. Cherriots allows people to get to parks & entertainment
- P. Cherriots supports community businesses

Source: ETC Institute (2023)

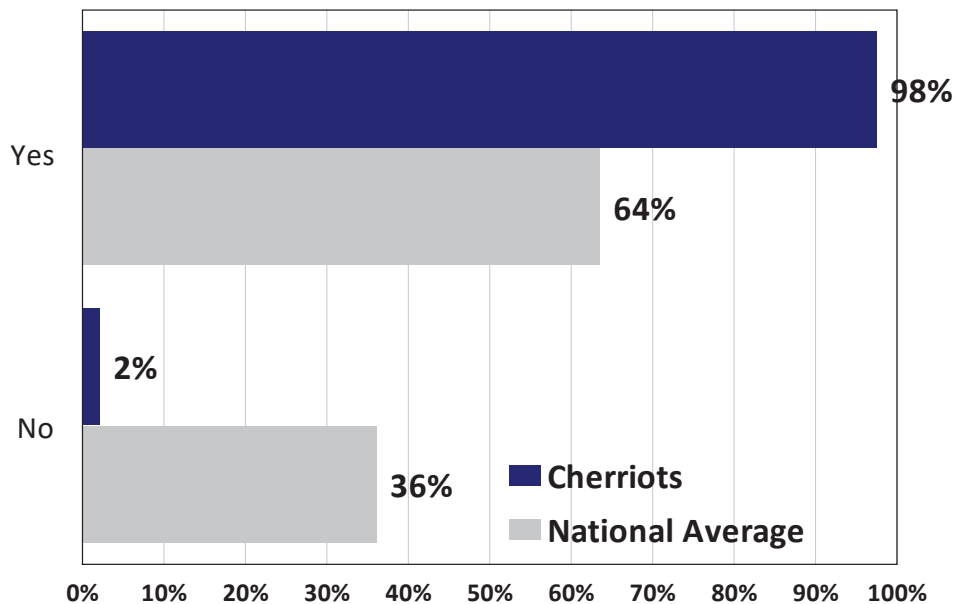
3

Benchmarks

NATIONAL BENCHMARKS

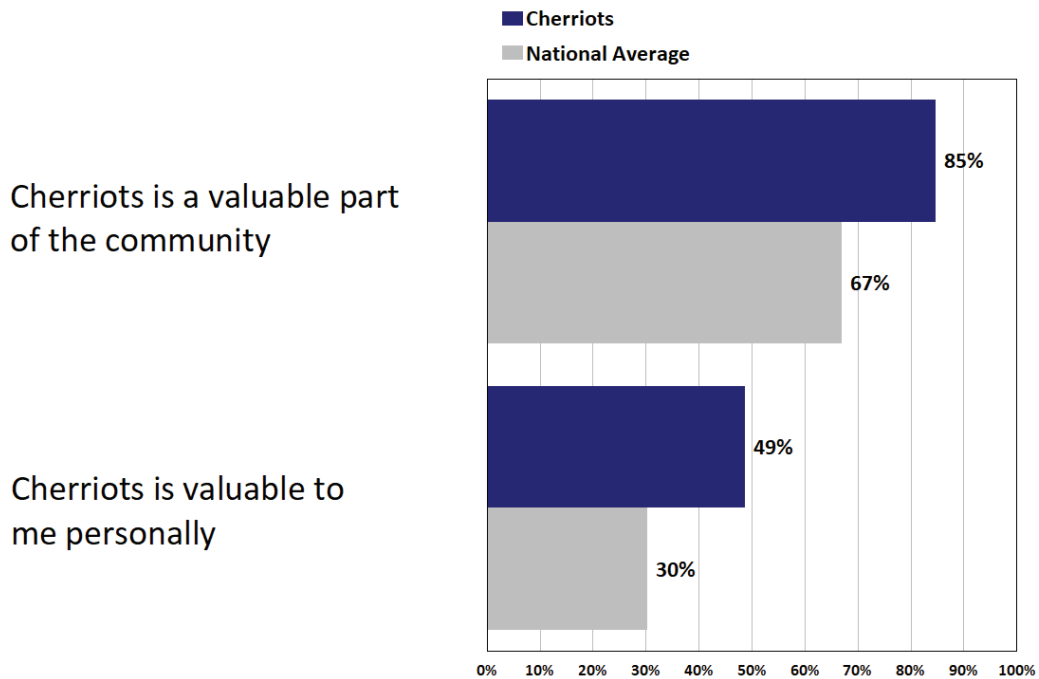
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Cherriots is not authorized without written consent from ETC Institute.

Do you know the name of the organization that operates bus, rail, and other transit services in the community where you live?
by percentage of respondents (without "not provided")



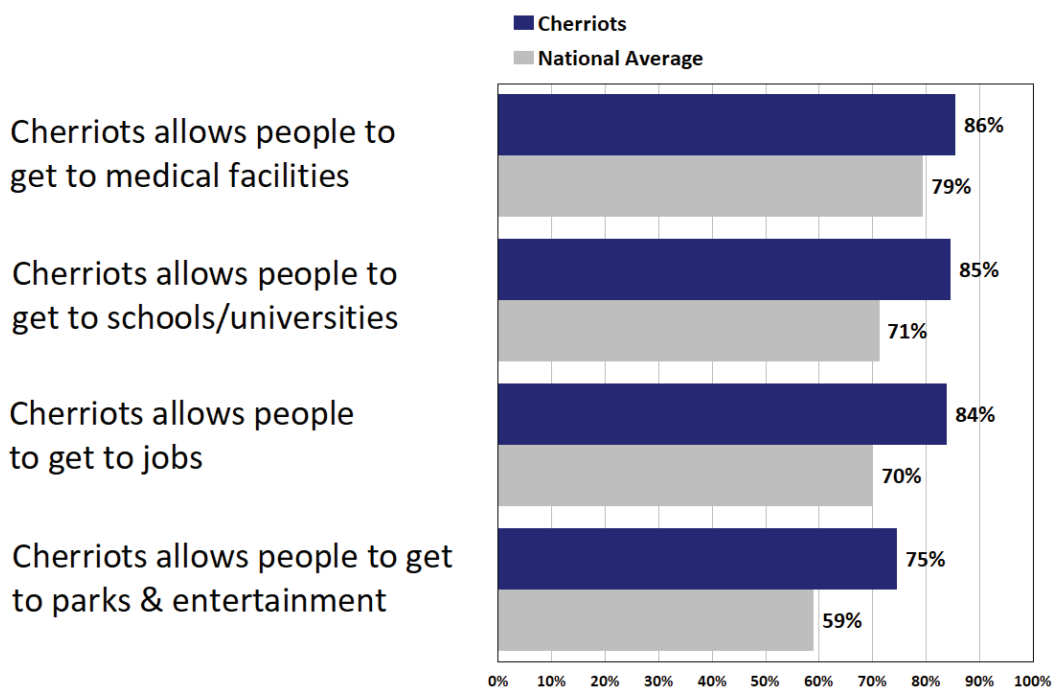
How much do you agree with the following statements?

by percentage of respondents who "Strongly Agree" or "Agree" (without "don't know")



How much do you agree with the following statements?

by percentage of respondents who "Strongly Agree" or "Agree" (without "don't know")

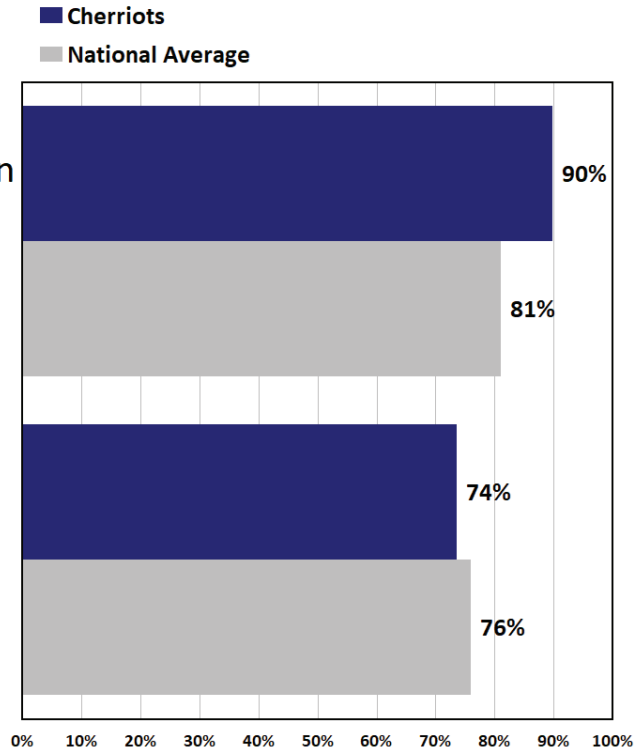


How much do you agree with the following statements?

by percentage of respondents who "Strongly Agree" or "Agree" (without "don't know")

Cherriots provides transportation options to people with special mobility needs

Cherriots provides affordable transportation options



NET PROMOTER SCORE

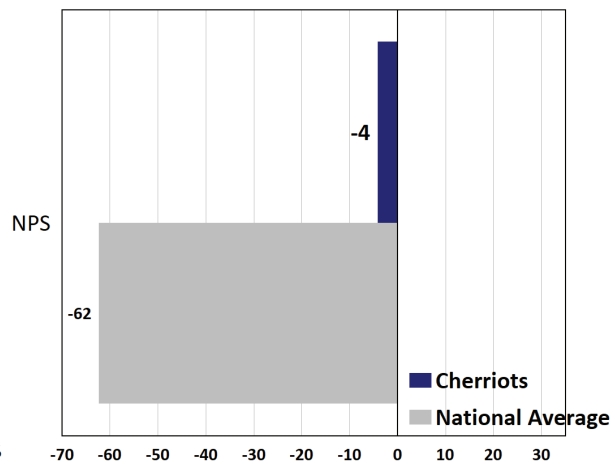
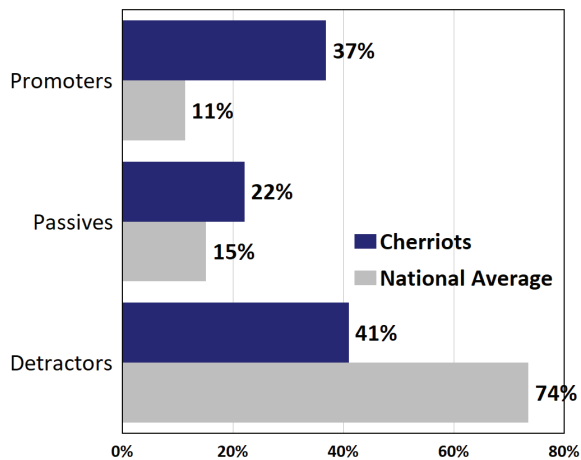
Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?

"Promoter" = 10-9

"Passive" = 8-7

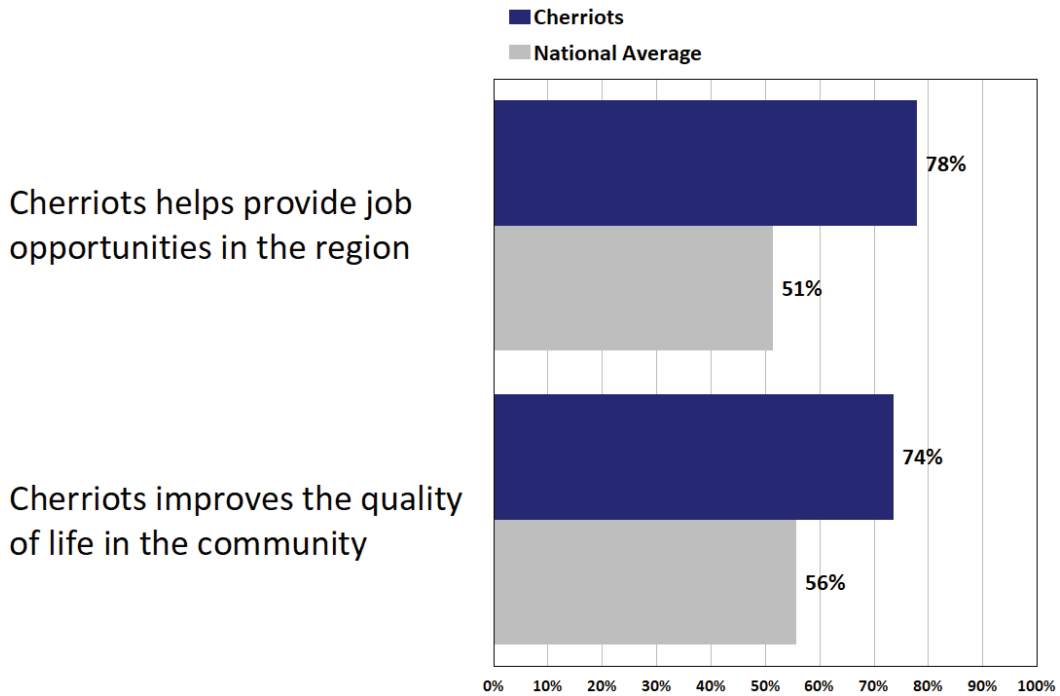
"Detractor" = 6-0

Net Promoter Score is the number of "Promoters" minus the number of "Detractors."



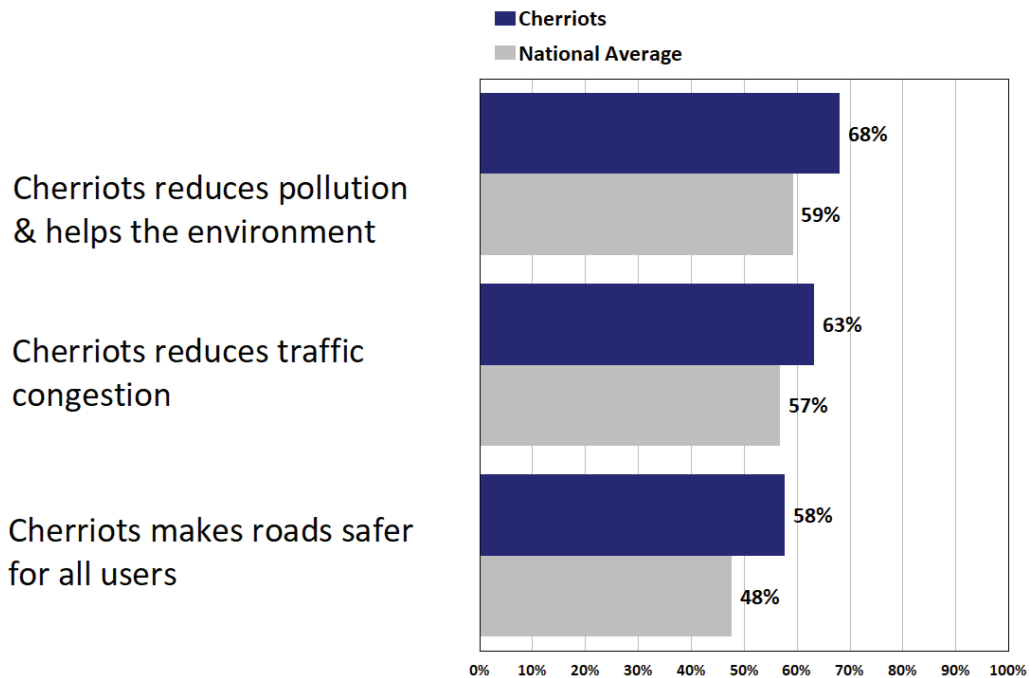
How much do you agree with the following statements?

by percentage of respondents who selected "Strongly Agree" or "Agree" (without "don't know")



How much do you agree with the following statements?

by percentage of respondents who selected "Strongly Agree" or "Agree" (without "don't know")



4

Tabular Data

Q1. What is the zip code of your primary residence?

<u>Q1. Zip code of your primary residence</u>	<u>Number</u>	<u>Percent</u>
97302	84	19.6 %
97301	78	18.2 %
97305	63	14.7 %
97304	60	14.0 %
97306	53	12.4 %
97303	53	12.4 %
97317	36	8.4 %
97307	1	0.2 %
Total	428	100.0 %

Q2. Do you know that Cherriots is the public transportation provider in the Salem region?

<u>Q2. Do you know that Cherriots is the public transportation provider in Salem region</u>	<u>Number</u>	<u>Percent</u>
Yes	418	97.7 %
No	10	2.3 %
Total	428	100.0 %

Q2a. On average, how often do you use Cherriots (Cherriots buses or LIFT)?

<u>Q2a. How often do you use Cherriots (Cherriots buses or LIFT)</u>	<u>Number</u>	<u>Percent</u>
5+ times per week	13	3.1 %
2-4 times per week	21	5.0 %
2-4 times per month	39	9.3 %
Once a month or less	56	13.4 %
I used to use it, but I don't anymore	131	31.3 %
I have never used it	158	37.8 %
Total	418	100.0 %

Q2b. If you used it previously but stopped, why did you stop using public transportation?

<u>Q2b. Why did you stop using public transportation</u>	<u>Number</u>	<u>Percent</u>
Started working from home	4	3.1 %
No longer employed	22	16.8 %
Started taking classes online	1	0.8 %
I live in area were service was reduced or suspended	12	9.2 %
It takes too long to complete a trip	43	32.8 %
It's too unreliable (poor on-time performance)	6	4.6 %
There are not any stops near my home	14	10.7 %
Bus routes are not conveniently located for me	20	15.3 %
Bus does not take me to my destination	10	7.6 %
Bus does not operate on the days or at the times I need it to operate	15	11.5 %
The service is too infrequent	14	10.7 %
It's too expensive	9	6.9 %
I don't feel safe riding the bus	25	19.1 %
I don't feel safe from crime while waiting or riding the bus	24	18.3 %
I no longer live within the service area	1	0.8 %
The schedules are too complicated	9	6.9 %
Other	35	26.7 %
Total	264	

Q2c. If you currently use Cherriots (Cherriots buses or LIFT), what is your primary purpose for using public transportation?

<u>Q2c. Your primary purpose for using public transportation</u>	<u>Number</u>	<u>Percent</u>
Work	48	37.2 %
School	15	11.6 %
Errands/groceries	24	18.6 %
Shopping/recreation	19	14.7 %
Healthcare/medical appts	10	7.8 %
Religious activities	3	2.3 %
Other	8	6.2 %
Not provided	2	1.6 %
Total	129	100.0 %

WITHOUT "NOT PROVIDED"

Q2c. If you currently use Cherriots (Cherriots buses or LIFT), what is your primary purpose for using public transportation? (without "not provided")

<u>Q2c. Your primary purpose for using public transportation</u>	<u>Number</u>	<u>Percent</u>
Work	48	37.8 %
School	15	11.8 %
Errands/groceries	24	18.9 %
Shopping/recreation	19	15.0 %
Healthcare/medical appts	10	7.9 %
Religious activities	3	2.4 %
Other	8	6.3 %
Total	127	100.0 %

Q3. What mode of transportation do you primarily use to reach your destinations?

Q3. What mode of transportation do you primarily use to reach your destinations	Number	Percent
Drive my car alone	342	79.9 %
Cherriots Bus	24	5.6 %
Walk	14	3.3 %
Bicycle	10	2.3 %
Scooter	1	0.2 %
Ridesharing service like Uber, Lyft, etc.	2	0.5 %
Carpool	16	3.7 %
Cherriots LIFT	7	1.6 %
Taxi	2	0.5 %
Other	9	2.1 %
Not provided	1	0.2 %
Total	428	100.0 %

WITHOUT "NOT PROVIDED"

Q3. What mode of transportation do you primarily use to reach your destinations? (without "not provided")

Q3. What mode of transportation do you primarily use to reach your destinations	Number	Percent
Drive my car alone	342	80.1 %
Cherriots Bus	24	5.6 %
Walk	14	3.3 %
Bicycle	10	2.3 %
Scooter	1	0.2 %
Ridesharing service like Uber, Lyft, etc.	2	0.5 %
Carpool	16	3.7 %
Cherriots LIFT	7	1.6 %
Taxi	2	0.5 %
Other	9	2.1 %
Total	427	100.0 %

Q3-12. Other:

Q3-12. Other	Number	Percent
Caregiver	2	18.2 %
Dial A Ride	1	9.1 %
Drive my mother's car	1	9.1 %
Drive with one or more other people	1	9.1 %
It depends on the destination	1	9.1 %
Friends	1	9.1 %
I get a ride	1	9.1 %
Ride with my wife	1	9.1 %
Ask other people	1	9.1 %
Son or daughter transport	1	9.1 %
Total	11	100.0 %

Q4. On a scale of 0-10, with 10 meaning "Very Likely" and 0 meaning "Not at all Likely," how likely would you be to recommend using Cherriots, the public transportation system, to a friend or colleague?

(N=428)

	Very likely	9	8	7	6	5	4	3	2	1	Not at all likely	Not provided
Q4. How likely would you be to recommend using Cherriots to a friend or colleague	25.9%	8.9%	10.5%	10.3%	7.2%	10.7%	4.7%	3.7%	2.3%	4.4%	5.4%	5.8%

WITHOUT "NOT PROVIDED"

Q4. On a scale of 0-10, with 10 meaning "Very Likely" and 0 meaning "Not at all Likely," how likely would you be to recommend using Cherriots, the public transportation system, to a friend or colleague? (without "not provided")

(N=428)

	Very likely	9	8	7	6	5	4	3	2	1	Not at all likely
Q4. How likely would you be to recommend using Cherriots to a friend or colleague	27.5%	9.4%	11.2%	10.9%	7.7%	11.4%	5.0%	4.0%	2.5%	4.7%	5.7%

Q5. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

(N=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q5-1. I understand the services Cherriots offers	26.4%	43.9%	14.7%	6.3%	2.3%	6.3%
Q5-2. Cherriots is a valuable part of the community	54.9%	27.3%	9.8%	2.3%	2.6%	3.0%
Q5-3. Cherritos is valuable to me personally	26.2%	18.9%	26.6%	8.9%	11.9%	7.5%
Q5-4. Cherriots contributes to the success of the community	46.0%	32.2%	9.8%	3.0%	3.3%	5.6%

Q5. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements? (without "don't know")

(N=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q5-1. I understand the services Cherriots offers	28.2%	46.9%	15.7%	6.7%	2.5%
Q5-2. Cherriots is a valuable part of the community	56.6%	28.2%	10.1%	2.4%	2.7%
Q5-3. Cherritos is valuable to me personally	28.3%	20.5%	28.8%	9.6%	12.9%
Q5-4. Cherriots contributes to the success of the community	48.8%	34.2%	10.4%	3.2%	3.5%

Q6. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

(N=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q6-1. Cherriots allows people to get to jobs	40.9%	38.6%	9.6%	4.0%	1.6%	5.4%
Q6-2. Cherriots allows people to get to medical facilities	40.9%	39.0%	9.3%	2.8%	1.4%	6.5%
Q6-3. Cherriots allows people to get to schools/universities	42.5%	37.4%	9.3%	4.2%	0.9%	5.6%
Q6-4. Cherriots allows people to get to parks & entertainment	31.3%	37.9%	17.5%	3.7%	2.3%	7.2%
Q6-5. Cherriots helps provide job opportunities in the region	32.5%	38.6%	15.7%	3.0%	1.4%	8.9%
Q6-6. Cherriots provides affordable transportation options	34.6%	33.9%	17.1%	5.4%	2.1%	7.0%
Q6-7. Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	51.2%	32.9%	7.0%	1.6%	0.9%	6.3%
Q6-8. Cherriots reduces traffic congestion	28.7%	31.3%	18.2%	10.3%	6.3%	5.1%
Q6-9. Cherriots makes roads safer for all users	23.8%	28.7%	24.5%	9.3%	4.9%	8.6%
Q6-10. Cherriots provides a safe transportation alternative	32.9%	39.3%	14.0%	4.4%	3.3%	6.1%
Q6-11. Cherriots reduces pollution & helps the environment	30.1%	32.0%	20.8%	4.7%	3.5%	8.9%

Q6. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q6-12. Cherriots improves the quality of life in the community	30.8%	37.6%	17.5%	4.2%	2.8%	7.0%
Q6-13. Cherriots provides access to the region/adjacent cities & counties	19.9%	28.3%	18.9%	9.6%	1.9%	21.5%
Q6-14. Cherriots provides opportunities for locating affordable housing	11.0%	21.3%	27.8%	9.6%	3.5%	26.9%
Q6-15. Cherriots supports community businesses	19.4%	29.4%	24.3%	3.5%	2.1%	21.3%
Q6-16. Cherriots manages financial resources well	9.1%	16.1%	27.3%	6.1%	5.1%	36.2%

WITHOUT "DON'T KNOW"**Q6. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements? (without "don't know")**

(N=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q6-1. Cherriots allows people to get to jobs	43.2%	40.7%	10.1%	4.2%	1.7%
Q6-2. Cherriots allows people to get to medical facilities	43.8%	41.8%	10.0%	3.0%	1.5%
Q6-3. Cherriots allows people to get to schools/ universities	45.0%	39.6%	9.9%	4.5%	1.0%
Q6-4. Cherriots allows people to get to parks & entertainment	33.8%	40.8%	18.9%	4.0%	2.5%
Q6-5. Cherriots helps provide job opportunities in the region	35.6%	42.3%	17.2%	3.3%	1.5%
Q6-6. Cherriots provides affordable transportation options	37.2%	36.4%	18.3%	5.8%	2.3%
Q6-7. Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	54.6%	35.2%	7.5%	1.7%	1.0%
Q6-8. Cherriots reduces traffic congestion	30.3%	33.0%	19.2%	10.8%	6.7%
Q6-9. Cherriots makes roads safer for all users	26.1%	31.5%	26.9%	10.2%	5.4%
Q6-10. Cherriots provides a safe transportation alternative	35.1%	41.8%	14.9%	4.7%	3.5%

WITHOUT "DON'T KNOW"

Q6. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements? (without "don't know")

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q6-11. Cherriots reduces pollution & helps the environment	33.1%	35.1%	22.8%	5.1%	3.8%
Q6-12. Cherriots improves the quality of life in the community	33.2%	40.5%	18.8%	4.5%	3.0%
Q6-13. Cherriots provides access to the region/ adjacent cities & counties	25.3%	36.0%	24.1%	12.2%	2.4%
Q6-14. Cherriots provides opportunities for locating affordable housing	15.0%	29.1%	38.0%	13.1%	4.8%
Q6-15. Cherriots supports community businesses	24.6%	37.4%	30.9%	4.5%	2.7%
Q6-16. Cherriots manages financial resources well	14.3%	25.3%	42.9%	9.5%	8.1%

Q7. Which THREE of the items in Question 6 should receive the MOST EMPHASIS from Cherriots leaders over the next two years?

Q7. Top choice	Number	Percent
Cherriots allows people to get to jobs	83	19.4 %
Cherriots allows people to get to medical facilities	21	4.9 %
Cherriots allows people to get to schools/universities	24	5.6 %
Cherriots allows people to get to parks & entertainment	5	1.2 %
Cherriots helps provide job opportunities in the region	8	1.9 %
Cherriots provides affordable transportation options	65	15.2 %
Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	60	14.0 %
Cherriots reduces traffic congestion	30	7.0 %
Cherriots makes roads safer for all users	8	1.9 %
Cherriots provides a safe transportation alternative	26	6.1 %
Cherriots reduces pollution & helps the environment	15	3.5 %
Cherriots improves the quality of life in the community	13	3.0 %
Cherriots provides access to the region/adjacent cities & counties	13	3.0 %
Cherriots provides opportunities for locating affordable housing	6	1.4 %
Cherriots supports community businesses	4	0.9 %
Cherriots manages financial resources well	21	4.9 %
<u>None chosen</u>	26	6.1 %
Total	428	100.0 %

Q7. Which THREE of the items in Question 6 should receive the MOST EMPHASIS from Cherriots leaders over the next two years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Cherriots allows people to get to jobs	54	12.6 %
Cherriots allows people to get to medical facilities	45	10.5 %
Cherriots allows people to get to schools/universities	23	5.4 %
Cherriots allows people to get to parks & entertainment	9	2.1 %
Cherriots helps provide job opportunities in the region	15	3.5 %
Cherriots provides affordable transportation options	50	11.7 %
Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	49	11.4 %
Cherriots reduces traffic congestion	30	7.0 %
Cherriots makes roads safer for all users	15	3.5 %
Cherriots provides a safe transportation alternative	30	7.0 %
Cherriots reduces pollution & helps the environment	15	3.5 %
Cherriots improves the quality of life in the community	16	3.7 %
Cherriots provides access to the region/adjacent cities & counties	14	3.3 %
Cherriots provides opportunities for locating affordable housing	9	2.1 %
Cherriots supports community businesses	2	0.5 %
Cherriots manages financial resources well	13	3.0 %
None chosen	39	9.1 %
Total	428	100.0 %

Q7. Which THREE of the items in Question 6 should receive the MOST EMPHASIS from Cherriots leaders over the next two years?

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Cherriots allows people to get to jobs	35	8.2 %
Cherriots allows people to get to medical facilities	32	7.5 %
Cherriots allows people to get to schools/universities	34	7.9 %
Cherriots allows people to get to parks & entertainment	7	1.6 %
Cherriots helps provide job opportunities in the region	14	3.3 %
Cherriots provides affordable transportation options	40	9.3 %
Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	40	9.3 %
Cherriots reduces traffic congestion	24	5.6 %
Cherriots makes roads safer for all users	16	3.7 %
Cherriots provides a safe transportation alternative	37	8.6 %
Cherriots reduces pollution & helps the environment	24	5.6 %
Cherriots improves the quality of life in the community	21	4.9 %
Cherriots provides access to the region/adjacent cities & counties	33	7.7 %
Cherriots provides opportunities for locating affordable housing	10	2.3 %
Cherriots supports community businesses	5	1.2 %
Cherriots manages financial resources well	11	2.6 %
None chosen	45	10.5 %
Total	428	100.0 %

Q7. Which THREE of the items in Question 6 should receive the MOST EMPHASIS from Cherriots leaders over the next two years? (top 3)

Q7. Top choice	Number	Percent
Cherriots allows people to get to jobs	172	40.2 %
Cherriots allows people to get to medical facilities	98	22.9 %
Cherriots allows people to get to schools/universities	81	18.9 %
Cherriots allows people to get to parks & entertainment	21	4.9 %
Cherriots helps provide job opportunities in the region	37	8.6 %
Cherriots provides affordable transportation options	155	36.2 %
Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	149	34.8 %
Cherriots reduces traffic congestion	84	19.6 %
Cherriots makes roads safer for all users	39	9.1 %
Cherriots provides a safe transportation alternative	93	21.7 %
Cherriots reduces pollution & helps the environment	54	12.6 %
Cherriots improves the quality of life in the community	50	11.7 %
Cherriots provides access to the region/adjacent cities & counties	60	14.0 %
Cherriots provides opportunities for locating affordable housing	25	5.8 %
Cherriots supports community businesses	11	2.6 %
Cherriots manages financial resources well	45	10.5 %
None chosen	26	6.1 %
Total	1200	

Q8. Which three features/amenities could Cherriots add to provide more value to the community?

Q8. Top choice	Number	Percent
Lower fares	67	15.7 %
More frequent service	87	20.3 %
Shorter trip times	21	4.9 %
Better on-time performance, reliable trip times	19	4.4 %
Stops closer to my home	45	10.5 %
Schedules that are easier to read	9	2.1 %
Park & rides (parking at bus stop or station)	9	2.1 %
More routes to serve places I need to go	44	10.3 %
Free, reliable WiFi access	5	1.2 %
Easier methods of buying fares	9	2.1 %
More comfortable seats	2	0.5 %
Cleaner vehicles	3	0.7 %
Cleaner stops/shelters	11	2.6 %
More personal space/less crowded	2	0.5 %
Shelter at transit stops	24	5.6 %
Better Trip Planner or website	5	1.2 %
Other	19	4.4 %
I don't know/none chosen	47	11.0 %
Total	428	100.0 %

Q8. Which three features/amenities could Cherriots add to provide more value to the community?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Lower fares	19	4.4 %
More frequent service	53	12.4 %
Shorter trip times	22	5.1 %
Better on-time performance, reliable trip times	17	4.0 %
Stops closer to my home	31	7.2 %
Schedules that are easier to read	27	6.3 %
Park & rides (parking at bus stop or station)	17	4.0 %
More routes to serve places I need to go	47	11.0 %
Free, reliable WiFi access	17	4.0 %
Easier methods of buying fares	20	4.7 %
More comfortable seats	8	1.9 %
Cleaner vehicles	10	2.3 %
Cleaner stops/shelters	12	2.8 %
More personal space/less crowded	5	1.2 %
Shelter at transit stops	45	10.5 %
Better Trip Planner or website	6	1.4 %
Other	7	1.6 %
<u>I don't know/none chosen</u>	<u>65</u>	<u>15.2 %</u>
Total	428	100.0 %

Q8. Which three features/amenities could Cherriots add to provide more value to the community?

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Lower fares	14	3.3 %
More frequent service	30	7.0 %
Shorter trip times	26	6.1 %
Better on-time performance, reliable trip times	15	3.5 %
Stops closer to my home	9	2.1 %
Schedules that are easier to read	26	6.1 %
Park & rides (parking at bus stop or station)	9	2.1 %
More routes to serve places I need to go	48	11.2 %
Free, reliable WiFi access	14	3.3 %
Easier methods of buying fares	20	4.7 %
More comfortable seats	9	2.1 %
Cleaner vehicles	10	2.3 %
Cleaner stops/shelters	18	4.2 %
More personal space/less crowded	8	1.9 %
Shelter at transit stops	48	11.2 %
Better Trip Planner or website	18	4.2 %
Other	5	1.2 %
<u>I don't know/none chosen</u>	<u>101</u>	<u>23.6 %</u>
Total	428	100.0 %

Q8. Which three features/amenities could Cherriots add to provide more value to the community? (top 3)

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Lower fares	100	23.4 %
More frequent service	170	39.7 %
Shorter trip times	69	16.1 %
Better on-time performance, reliable trip times	51	11.9 %
Stops closer to my home	85	19.9 %
Schedules that are easier to read	62	14.5 %
Park & rides (parking at bus stop or station)	35	8.2 %
More routes to serve places I need to go	139	32.5 %
Free, reliable WiFi access	36	8.4 %
Easier methods of buying fares	49	11.4 %
More comfortable seats	19	4.4 %
Cleaner vehicles	23	5.4 %
Cleaner stops/shelters	41	9.6 %
More personal space/less crowded	15	3.5 %
Shelter at transit stops	117	27.3 %
Better Trip Planner or website	29	6.8 %
Other	31	7.2 %
<u>I don't know/none chosen</u>	<u>47</u>	<u>11.0 %</u>
Total	1118	

Q9. What is your age?

<u>Q9. Your age</u>	<u>Number</u>	<u>Percent</u>
18 to 24 years	33	7.7 %
25 to 29 years	31	7.2 %
30 to 34 years	33	7.7 %
35 to 39 years	33	7.7 %
40 to 44 years	34	7.9 %
45 to 49 years	31	7.2 %
50 to 54 years	32	7.5 %
55 to 59 years	31	7.2 %
60 to 64 years	33	7.7 %
65 to 69 years	32	7.5 %
70 to 74 years	35	8.2 %
75 to 79 years	35	8.2 %
80 to 84 years	15	3.5 %
85+ years	7	1.6 %
<u>Prefer not to answer</u>	<u>13</u>	<u>3.0 %</u>
Total	428	100.0 %

WITHOUT "PREFER NOT TO ANSWER"

Q9. What is your age? (without "prefer not to answer")

<u>Q9. Your age</u>	<u>Number</u>	<u>Percent</u>
18 to 24 years	33	8.0 %
25 to 29 years	31	7.5 %
30 to 34 years	33	8.0 %
35 to 39 years	33	8.0 %
40 to 44 years	34	8.2 %
45 to 49 years	31	7.5 %
50 to 54 years	32	7.7 %
55 to 59 years	31	7.5 %
60 to 64 years	33	8.0 %
65 to 69 years	32	7.7 %
70 to 74 years	35	8.4 %
75 to 79 years	35	8.4 %
80 to 84 years	15	3.6 %
85+ years	7	1.7 %
Total	415	100.0 %

Q10. What category best describes your total annual household income?

<u>Q10. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Less than \$25K	39	9.1 %
\$25K-\$29,999	19	4.4 %
\$30K-\$34,999	22	5.1 %
\$35K-\$39,999	22	5.1 %
\$40K-\$44,999	22	5.1 %
\$45K-\$49,999	21	4.9 %
\$50K-\$74,999	60	14.0 %
\$75K-\$99,999	58	13.6 %
\$100K-\$124,999	32	7.5 %
\$125K-\$149,999	25	5.8 %
\$150K-\$199,999	20	4.7 %
\$200K+	5	1.2 %
Prefer not to say	83	19.4 %
Total	428	100.0 %

WITHOUT "PREFER NOT TO ANSWER"

Q10. What category best describes your total annual household income? (without "prefer not to answer")

Q10. Your total annual household income	Number	Percent
Less than \$25K	39	11.3 %
\$25K-\$29,999	19	5.5 %
\$30K-\$34,999	22	6.4 %
\$35K-\$39,999	22	6.4 %
\$40K-\$44,999	22	6.4 %
\$45K-\$49,999	21	6.1 %
\$50K-\$74,999	60	17.4 %
\$75K-\$99,999	58	16.8 %
\$100K-\$124,999	32	9.3 %
\$125K-\$149,999	25	7.2 %
\$150K-\$199,999	20	5.8 %
\$200K+	5	1.4 %
Total	345	100.0 %

Q11. On average, how long is your daily commute?

Q11. How long is your daily commute	Number	Percent
Less than 15 minutes	86	20.1 %
15-29 minutes	100	23.4 %
30-44 minutes	40	9.3 %
45-60 minutes	28	6.5 %
60+ minutes	10	2.3 %
I don't commute/not applicable	147	34.3 %
Not provided	17	4.0 %
Total	428	100.0 %

WITHOUT "NOT PROVIDED"

Q11. On average, how long is your daily commute? (without "not provided")

Q11. How long is your daily commute	Number	Percent
Less than 15 minutes	86	20.9 %
15-29 minutes	100	24.3 %
30-44 minutes	40	9.7 %
45-60 minutes	28	6.8 %
60+ minutes	10	2.4 %
I don't commute/not applicable	147	35.8 %
Total	411	100.0 %

Q12. Including you, how many people live in your household?

Q12. How many people live in your household	Number	Percent
1	77	18.0 %
2	188	43.9 %
3	50	11.7 %
4	47	11.0 %
5	26	6.1 %
6+	21	4.9 %
Not provided	19	4.4 %
Total	428	100.0 %

WITHOUT "NOT PROVIDED"

Q12. Including you, how many people live in your household? (without "not provided")

<u>Q12. How many people live in your household</u>	<u>Number</u>	<u>Percent</u>
1	77	18.8 %
2	188	46.0 %
3	50	12.2 %
4	47	11.5 %
5	26	6.4 %
6+	21	5.1 %
Total	409	100.0 %

Q13. What is your race/ethnicity?

<u>Q13. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	13	3.0 %
Black or African American	6	1.4 %
American Indian or Alaska Native	7	1.6 %
White or Caucasian	309	72.2 %
Native Hawaiian or other Pacific Islander	6	1.4 %
Hispanic, Spanish, or Latino/a/x	95	22.2 %
Other	10	2.3 %
Total	446	

Q13-7. Self-describe your race/ethnicity:

<u>Q13-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	5	50.0 %
Hispanic	1	10.0 %
Celtic	1	10.0 %
Portuguese	1	10.0 %
French Jewish	1	10.0 %
Irish	1	10.0 %
Total	10	100.0 %

Q14. What is your gender?

<u>Q14. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	205	47.9 %
Female	211	49.3 %
Other	7	1.6 %
Prefer not to answer	5	1.2 %
Total	428	100.0 %

WITHOUT "PREFER NOT TO ANSWER"

Q14. What is your gender? (without "prefer not to answer")

<u>Q14. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	205	48.5 %
Female	211	49.9 %
Other	7	1.7 %
Total	423	100.0 %

Q14-3. Self-describe your gender:

<u>Q14-3. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
Non-binary	3	50.0 %
Transwoman	1	16.7 %
Female & non-binary	1	16.7 %
Genderqueer	1	16.7 %
Total	6	100.0 %



5 Survey Instrument

2023 Cherriots Community Value Survey

1. What is the zip code of your primary residence? _____

2. Do you know that Cherriots is the public transportation provider in the Salem region?

____(1) Yes ____ (2) No [Skip to Q3.]

2a. On average, how often do you use Cherriots (Cherriots buses or LIFT)?

- | | |
|----------------------------------|---|
| ____(1) 5 or more times per week | ____(4) Once a month or less |
| ____(2) 2-4 times per week | ____(5) I used to use it, but I don't anymore [Answer Q2b.] |
| ____(3) 2-4 times per month | ____(6) I have never used it [Skip to Q3.] |

2b. If you used it previously but stopped, why did you stop using public transportation?

[Select all that apply.]

- | | |
|---|--|
| ____(01) Started working from home | ____(10) The bus does not operate on the days or at the times I need it to operate |
| ____(02) No longer employed | ____(11) The service is too infrequent |
| ____(03) Started taking classes online | ____(12) It's too expensive |
| ____(04) I live in area were service was reduced or suspended | ____(13) I don't feel safe riding the bus |
| ____(05) It takes too long to complete a trip | ____(14) I don't feel safe from crime while waiting or riding the bus |
| ____(06) It's too unreliable (poor on-time performance) | ____(15) I no longer live within the service area |
| ____(07) There are not any stops near my home | ____(16) The schedules are too complicated |
| ____(08) The bus routes are not conveniently located for me | ____(17) Other (specify): _____ |
| ____(09) The bus does not take me to my destination | |

2c. If you currently use Cherriots (Cherriots buses or LIFT), what is your primary purpose for using public transportation? [Select only one.]

- | | |
|-----------------------------|----------------------------------|
| ____(1) Work | ____(5) Healthcare/Medical Appts |
| ____(2) School | ____(6) Religious Activities |
| ____(3) Errands/Groceries | ____(7) Other: _____ |
| ____(4) Shopping/Recreation | |

3. What mode of transportation do you primarily use to reach your destinations? [Select only one.]

- | | |
|--|-------------------------|
| ____(01) Drive my car alone | ____(07) Carpool |
| ____(02) Cherriots Bus | ____(08) Cherriots LIFT |
| ____(03) Walk | ____(09) Taxi |
| ____(04) Bicycle | ____(10) Vanpool |
| ____(05) Scooter | ____(11) Paratransit |
| ____(06) Ridesharing service like Uber, Lyft, etc. | ____(12) Other: _____ |

4. On a scale of 0-10, with 10 meaning "Very Likely" and 0 (zero) meaning "Not at all Likely," how likely would you be to recommend using Cherriots, the public transportation system, to a friend or colleague?

Very Likely											Not at all Likely
10	09	08	07	06	05	04	03	02	01	00	

5. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	I understand the services Cherriots offers	5	4	3	2	1	9
2.	Cherriots is a valuable part of the community	5	4	3	2	1	9
3.	Cherriots is valuable to me personally	5	4	3	2	1	9
4.	Cherriots contributes to the success of the community	5	4	3	2	1	9

6. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Cherriots allows people to get to jobs	5	4	3	2	1	9
02.	Cherriots allows people to get to medical facilities	5	4	3	2	1	9
03.	Cherriots allows people to get to schools/universities	5	4	3	2	1	9
04.	Cherriots allows people to get to parks and entertainment	5	4	3	2	1	9
05.	Cherriots helps provide job opportunities in the region	5	4	3	2	1	9
06.	Cherriots provides affordable transportation options	5	4	3	2	1	9
07.	Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, and people who are unable to drive	5	4	3	2	1	9
08.	Cherriots reduces traffic congestion	5	4	3	2	1	9
09.	Cherriots makes roads safer for all users	5	4	3	2	1	9
10.	Cherriots provides a safe transportation alternative	5	4	3	2	1	9
11.	Cherriots reduces pollution and helps the environment	5	4	3	2	1	9
12.	Cherriots improves the quality of life in the community	5	4	3	2	1	9
13.	Cherriots provides access to the region/adjacent cities and counties	5	4	3	2	1	9
14.	Cherriots provides opportunities for locating affordable housing	5	4	3	2	1	9
15.	Cherriots supports community businesses	5	4	3	2	1	9
16.	Cherriots manages financial resources well	5	4	3	2	1	9

7. Which THREE of the items in Question 6 should receive the MOST EMPHASIS from Cherriots leaders over the next two years? [Write in your answers below using the numbers from the list in Question 6. For example, if "Cherriots reduces traffic congestion" is the most important, then write "08" as your 1st choice.]

1st: ____ 2nd: ____ 3rd: ____

8. Which three features/amenities could Cherriots add to provide more value to the community?

- | | |
|--|---------------------------------------|
| (01) Lower fares | (10) Easier methods of buying fares |
| (02) More frequent service | (11) More comfortable seats |
| (03) Shorter trip times | (12) Cleaner vehicles |
| (04) Better on-time performance, reliable trip times | (13) Cleaner stops/shelters |
| (05) Stops closer to my home | (14) More personal space/less crowded |
| (06) Schedules that are easier to read | (15) Shelter at transit stops |
| (07) Park and rides (parking at bus stop or station) | (16) Better Trip Planner or website |
| (08) More routes to serve places I need to go | (17) Other (write in): _____ |
| (09) Free, reliable WiFi Access | (99) I don't know |

[Write in your answers below using the numbers from the list in Question 8 above. For example, if "Shorter trip times" would add the most value, then write "03" as your 1st choice.]

1st: ____ 2nd: ____ 3rd: ____

9. What is your age?

- | | | |
|--|--|--|
| <input type="checkbox"/> (01) Under 18 | <input type="checkbox"/> (07) 45 to 49 years | <input type="checkbox"/> (13) 75 to 79 years |
| <input type="checkbox"/> (02) 18 to 24 years | <input type="checkbox"/> (08) 50 to 54 years | <input type="checkbox"/> (14) 80 to 84 years |
| <input type="checkbox"/> (03) 25 to 29 years | <input type="checkbox"/> (09) 55 to 59 years | <input type="checkbox"/> (15) 85 years and over |
| <input type="checkbox"/> (04) 30 to 34 years | <input type="checkbox"/> (10) 60 to 64 years | <input type="checkbox"/> (16) Prefer not to answer |
| <input type="checkbox"/> (05) 35 to 39 years | <input type="checkbox"/> (11) 65 to 69 years | |
| <input type="checkbox"/> (06) 40 to 44 years | <input type="checkbox"/> (12) 70 to 74 years | |

10. What category best describes your total annual household income?

- | | | |
|---|---|---|
| <input type="checkbox"/> (01) Less than \$25,000 | <input type="checkbox"/> (06) \$45,000 - \$49,999 | <input type="checkbox"/> (11) \$150,000 - \$199,999 |
| <input type="checkbox"/> (02) \$25,000 - \$29,999 | <input type="checkbox"/> (07) \$50,000 - \$74,999 | <input type="checkbox"/> (12) \$200,000 and above |
| <input type="checkbox"/> (03) \$30,000 - \$34,999 | <input type="checkbox"/> (08) \$75,000 - \$99,999 | <input type="checkbox"/> (13) Prefer not to say |
| <input type="checkbox"/> (04) \$35,000 - \$39,999 | <input type="checkbox"/> (09) \$100,000 - \$124,999 | |
| <input type="checkbox"/> (05) \$40,000 - \$44,999 | <input type="checkbox"/> (10) \$125,000 - \$149,999 | |

11. On average, how long is your daily commute?

- | | | |
|---|--|---|
| <input type="checkbox"/> (1) Less than 15 minutes | <input type="checkbox"/> (3) 30-44 minutes | <input type="checkbox"/> (5) More than 60 minutes |
| <input type="checkbox"/> (2) 15-29 minutes | <input type="checkbox"/> (4) 45-60 minutes | <input type="checkbox"/> (6) I don't commute/not applicable |

12. Including you, how many people live in your household? _____ people

13. What is your race/ethnicity? [Select all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (01) Asian or Asian Indian | <input type="checkbox"/> (05) Native Hawaiian or other Pacific Islander |
| <input type="checkbox"/> (02) Black or African American | <input type="checkbox"/> (06) Hispanic, Spanish, or Latino/a/x |
| <input type="checkbox"/> (03) American Indian or Alaska Native | <input type="checkbox"/> (88) Prefer not to answer |
| <input type="checkbox"/> (04) White or Caucasian | <input type="checkbox"/> (99) Other: _____ |

14. What is your gender?

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> (1) Male | <input type="checkbox"/> (3) Other: _____ |
| <input type="checkbox"/> (2) Female | <input type="checkbox"/> (4) Prefer not to answer |

15. Would you be willing to participate in future transit surveys sponsored?

- (1) Yes [Please answer Q16a.] (2) No

16. As a thank you for fully completing the survey, you may enter your contact information below to be entered into a drawing for one (1) \$500 Visa gift card. Would you like to be entered into the drawing? (Sent via email.)

- (1) Yes [Please answer Q16a.] (2) No

16a. Please provide your contact information.

First Name: _____

Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The address information to the right will ONLY be used to help identify areas with special interests. Thank you.



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

Index of Board Actions

<u>Action</u>	<u>Page</u>
Approve the Consent Calendar	3
A. Approval of Minutes	
1. <u>December 14, 2023 Board of Directors Meeting</u>	
2. <u>January 11, 2024 Board of Directors Executive Session</u>	
3. <u>January 11, 2024 Board of Directors Work Session</u>	
B. Routine Business Items	
1. <u>Approve Statewide Transportation Improvement Fund Advisory (STIFAC) Committee Appointment</u>	
2. <u>Award of Contract for Purchase of Lifts</u>	
3. <u>Award of Contract for Lift Construction</u>	
Adopt 2024 Legislative Agenda and Board Priorities and Principles	3-4
Award of Contract for Purchase of Paratransit Buses	4
Award of Contract for Purchase of Battery Electric Buses	5
Direct General Manager Pollock to Work With Director Carney to Draft a Letter to SKATS Policy Committee	5

Salem Area Mass Transit District
Board of Directors Meeting Minutes

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

January 25, 2024

Full Video of Board Meeting can be accessed at: https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71liYD_YiUu7ABEx92

Attendees:

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

Staff: General Manager Allan Pollock, Deputy General Manager David Trimble, CFO Denise LaRue, CHRO Jaél Rose, CCO Patricia Feeny, CPDO Shofi Ull Azum, COO Tom Dietz, Maintenance Manager Gregg Thompson, Facilities Maintenance Supervisor Mike Taylor (Virtual), Executive Assistants Crisandra Williams, and Kirra Pressey.

Guest: CFM Partner Dale Penn, CFM Partner/Federal Affairs, Kirby Garrett, CFM Counsel/State Affairs Waylon Buchan, and Legal Counsel Sara Sayles (Virtual)

I. CALL TO ORDER

- A.** President Hinojos Pressey called the meeting to order at 5:32 p.m. Attendance was noted, indicating Director Duncan was absent and Director Carney would be attending virtually.
- B.** GM Pollock asked COO Tom Dietz to provide a winter storm disruption update. COO Dietz provided a brief update on the emergency operation center's actions and decisions made during the inclement weather last week. Service was suspended for a total of 3 complete days and 2 partial. He also discussed the crucial work completed by Maintenance, Facilities, and MTM during the winter storm in efforts to keep both the Districts employees and riders safe.

II. ANNOUNCEMENTS | CHANGES TO THE AGENDA

Director Carney proposed an additional action item (Item D) be included on the agenda, suggesting the drafting of a letter to the Salem Keizer Area Transportation Study Policy Committee.

III. PRESENTATION(S)

- A.** Advisory Committee Member Recognition
Presenter: President Maria Hinojos Pressey

President Hinojos Pressey took a moment to recognize advisory committee members for their time and dedication to the District. The following members were recognized:

Community Advisory Committee Members – Davis Dyer (not present), John Hammill, Laurie Dougherty (virtual), Rick Hartwig, and Davis Dyer (not present).

Statewide Transportation Improvement Fund Advisory Committee Members – Emily Broussard, John Hammill, and Ron Harding (not present).

B. Special Districts Association of Oregon (SDAO) Recognition

Presenter: President Maria Hinojos Pressey

President Hinojos Pressey presented Director Davidson with a certificate from SDAO for his continued dedication to the Salem Area Mass Transit District (SAMTD).

IV. PUBLIC COMMENT

The Board received public comment from Tyler McCulley for their review and consideration. The comments can be heard on the January 25, 2024 Board Meeting recording and can be accessed on the Capital Community Media YouTube channel.

V. CONSENT CALENDAR

Presenter: President Hinojos Pressey

Staff Report: Pg. 4-20

A. Approval of Minutes

4. December 14, 2023 Board of Directors Meeting
5. January 11, 2024 Board of Directors Executive Session
6. January 11, 2024 Board of Directors Work Session

B. Routine Business Items

4. Approve Statewide Transportation Improvement Fund Advisory (STIFAC) Committee Appointment
5. Award of Contract for Purchase of Lifts
6. Award of Contract for Lift Construction

Motion:	Approve the Consent Calendar
Motion By:	Director Ian Davidson
Second:	Director Joaquín Lara Midkiff
Vote:	Motion Passed Unanimously

VI. ITEMS DEFERRED FROM THE CONSENT CALENDAR – None

VII. ACTION ITEMS

A. Adopt 2024 Legislative Agenda and Board Priorities and Principles

Presenter: General Manager Allan Pollock, CFM Partner Dale Penn, CFM Partner/Federal Affairs, Kirby Garrett, and CFM Counsel/State Affairs Waylon Buchan
Staff Report: Pg. 21-33

GM Pollock highlighted the legislative agenda, noting it is typically brought before the Board annually in January. This agenda serves as a compass for the Districts legislative engagements and informs our responses to legislative issues. In addition, following discussions with the Legislative Subcommittee, the District has revised and reaffirmed the Board Principles and Priorities.

CFM Partner Garrett presented the Federal Legislative Agenda. He elaborated on the funding requests for 2024 and highlighted key policy priorities. Additionally, he offered a glimpse into what stakeholders can anticipate during this legislative season."

CFM Partner Penn and Counsel Buchan presented the State Legislative Agenda. They outlined the District's foremost priorities for this legislative session while also providing insights into what lies ahead in the 2024 state legislative session.

Motion:	I move that the Board adopt the 2024 legislative agenda and Board Priorities and Principles as shown in Attachment A, B, and C.
Motion By:	Director Bill Holmstrom
Second:	Director Ian Davidson
Vote:	Motion Passed Unanimously

B. Award of Contract for Purchase of Paratransit Buses

Presenter: Maintenance Manager Gregg Thompson
Staff Report: Pg. 34-35

Maintenance Manager Thompson addressed the delay in procuring seven CNG buses, citing economic challenges resulting from COVID-19, as well as issues with availability of alternative-fueled chassis and price increases. These factors ultimately led to the District canceling the initial order. Subsequently, in September 2023, the solicitation was refreshed and released.

Motion:	I move the Board authorize the General Manager to execute a contract with Northwest Bus Sales for the purchase of 7 CNG paratransit buses for use in the Cherriots LIFT ADA service for an amount not to exceed \$1,297,084.
Motion By:	Director Joaquín Lara Midkiff
Second:	Director Ramiro Navarro Jr.
Vote:	Motion Passed Unanimously

C. Award of Contract for Battery Electric Buses

Presenter: Maintenance Manager Gregg Thompson

Staff Report: Pg. 36-37

Maintenance Manager Thompson offered a concise summary of the awarded grants allocated for the purchase of ten battery electric buses from Gillig. Pending approval, delivery is expected in December 2024.

Motion:	I move the Board authorize the General Manager to execute a contract with Gillig for the purchase of 10, 40' battery electric buses for an amount not to exceed \$12,757,050.
Motion By:	Director Ramiro Navarro Jr.
Second:	Director Ian Davidson
Vote:	Motion Passed Unanimously

D. Letter of support aiming for a more equitable and inclusive voting framework on the Salem Keizer Area Transportation Study (SKATS) Policy Committee

Presenter: Director Sadie Carney

Staff Report: Pg. NA

Director Carney elaborated on her role within the SKATS Policy Committee, shedding light on the composition of its membership. She discussed the current voting structure and underscored the imperative for its reassessment, aiming for a more equitable and inclusive voting framework. She requested the Board to compose a letter to the SKATS Policy Committee, reaffirming the ongoing commitment to achieving such a voting framework.

Motion:	I move the Board direct General Manager Pollock to work with Director Carney on drafting a letter to the Salem Keizer Area Transportation Study Policy Committee to be brought back to the Board in February for approval.
Motion By:	President Hinojos Pressey
Second:	Director Ian Davidson
Vote:	Motion Passed Unanimously

VIII. INFORMATIONAL REPORTS

A. Battery Electric Bus Update

Presenter: Maintenance Manager Gregg Thompson

Staff Report: 38-45

Maintenance Manager Thompson delivered a concise overview of the battery electric bus project, highlighting the District's key partners and their respective roles. Additionally, he delineated the completed tasks and those still pending, offering a timeline for reference.

IX. GENERAL MANAGER'S REPORT

GM Pollock provided the General Manager's Report.

X. BOARD OF DIRECTORS REPORT

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

XI. ADJOURN

President Hinojos Pressey adjourned the meeting at 8:04 p.m.

Respectfully Submitted

Maria Hinojos Pressey, Board President



BOARD MEETING MEMO

Agenda Item V.B

To: Board of Directors

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

Thru: Allan Pollock, General Manager

Date: February 22, 2024

Subject: National Transit Database Reportable Assault Data FY2023-2024 Quarter 2

ISSUE

Shall the Board receive the National Transit Database reportable assault data FY2023-2024 Quarter 2?

BACKGROUND AND FINDINGS

The below chart shows reportable non-physical and physical assaults on transit operators and other transit workers through the second quarter of fiscal year 2023-2024.

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)	0	0	0	0	0
Q4 (Apr-Jun)	0	0	0	0	0
Total	4	13	1	7	25

Summary of reportable events.

Cherriots Local:

- Non-Physical Assaults: Transit Operators
 - 12/28: A rider was denied service by the transit operator due to ongoing fare evasion. The rider then threatened to hit the operator.

- Non-Physical Assaults: Other transit workers
 - 10/6: A security officer contacted an individual at the Downtown Transit Center to issue an exclusion for an incident that had previously occurred. The individual became aggressive and threatened security officers, saying "I will shoot you if you don't leave me alone. I will execute you right here if you don't stop following me."
 - 10/24: A security officer was in contact with an individual at the Downtown Transit Center because the individual was trespassing. The individual raised a foot off the ground and made a kicking motion toward the officer. The officer felt threatened by the action.
 - 11/9: A security officer contacted an individual in the Downtown Transit Center customer service lobby. The individual had two dogs that were barking and not behaving like a service animal. When security attempted to address the dog's behavior, the individual became verbally aggressive and threatened to order the dogs to attack the security officer.
 - 11/30: A rider was loitering on the bus at Keizer Transit Center. The rider was asked to exit the bus. After exiting, the individual laid on the ground at Bay D and refused to get up. As the security officer was attempting to get the individual to leave the property, the individual threatened to "kick his ass."
 - 12/5: A rider became disorderly after being refused service on a Regional route due to unsafe behavior. When approached by security officers, the individual became more upset and started throwing objects at security.
 - 12/6: An intoxicated youth was contacted by security due to their level of intoxication. The youth threatened security by saying "I'm going to kick your asses" and "I'm going to kill you."
 - 12/15: When security contacted an excluded youth at the Downtown Transit Center, the youth became disorderly, yelling obscenities at security officers and saying "I will kick your ass."
 - 12/16: An excluded youth was seen on a bus at the Keizer Transit Center. When told to leave the property due to trespassing, the youth and three others with them began to leave the property. While walking off property, one individual became threatening toward security saying "I'm calling the big homie to put 12 in your ass." The excluded youth closed the distance with security, saying "I got something for you right here." The youth then lifted their hoodie to reveal a tire iron with a blue handle, located in their waist band.
 - 12/18: A transit operator contacted security about a rider who was evading fare. The rider overheard the conversation and quickly escalated. The rider

- said he was going to "kick your fucken ass" and "I'm going to fucken kill you" toward security.
- 12/21: An individual was contacted for throwing trash on the ground at the Downtown Transit Center. The individual then threw their bag at security (no contact made) and stated "I'm going to kill you."
 - Physical Assaults: Transit Operators
 - 11/21: A fight involving more than a dozen youth occurred at the Keizer Transit Center. A transit operator was observing and witnessed a youth drop a large knife on the ground. The operator stood near the knife as the fight continued. One of the subjects involved in the fight approached the operator and pushed them to the ground, causing the operator to fall. The operator was transported to the hospital due to injuries sustained during the fall.
 - Physical Assaults: Other transit workers
 - 10/11: A rider was causing a disturbance outside a bus at the Downtown Transit Center. When asked what the problem was by an Operations Supervisor, the rider escalated and pushed the supervisor in the chest.
 - 10/28: An excluded rider trespassed at the Downtown Transit Center. When confronted by a security officer, a physical altercation ensued where the security officer was struck in the face.
 - 11/6: A security officer made contact with a disorderly individual at the Downtown Transit Center. The individual began yelling at security and hit the officer in the chest with a closed fist.

FINANCIAL IMPACT

None.

RECOMMENDATION

For information only.

PROPOSED MOTION

None.



BOARD MEETING MEMO

Agenda Item VII.A

To: Board of Directors
From: Allan Pollock, General Manager
Date: February 22, 2024
Subject: Letter to SKATS Policy Committee on Committee Representation

ISSUE

Shall the Board approve a letter concerning committee representation to the Salem-Keizer Area Transportation Study (SKATS) Policy Committee?

BACKGROUND AND FINDINGS

As a result of the 2020 Census data the U.S. Census Bureau modified the areas included in the Salem Urban Area (SUA), formerly know as the Salem Urbanized Area. These changes include the addition and subtraction of multiple Census blocks to the SUA, with the most significant change being the addition of the City of Aumsville to the SUA.

With the City of Aumsville's future addition to the SKATS Metropolitan Planning Organization, the SKATS Policy Committee has begun reviewing and discussing changes to the SKATS 1987 Cooperative Agreement, amended in 2003 when the City of Turner was added. Discussions at the Policy Committee has centered on whether or not a new voting structure should be implemented. The current voting structure is one vote per represented entity.

Director Carney has been leading a discussion on a potential change to a population based voting structure. At the January SKATS-PC meeting the City of Aumsville submitted a letter voicing concern over the efforts to change the representation from each entity receiving an equal vote to a weighted population-represented voting system.

At the January board meeting President Hinojos Pressey directed staff to work with Director Carney on preparing a letter that shared the District's perspective on the voting structure. A draft of the letter is included as Attachment A.

FINANCIAL IMPACT

None.

RECOMMENDATION

Director Carney recommends the Board authorize President Hinojos Pressey to sign the letter in Attachment A and submit it to the SKATS Policy Committee.

PROPOSED MOTION

I move the Board authorize President Hinojos Pressey to sign the letter in Attachment A and submit it to the SKATS Policy Committee.

Attachment A will be provided at a later date.



Attachment A will be provided at a later date.





BOARD MEETING MEMO

Agenda Item VIII.A

To: Board of Directors
From: Bobbi Kidd, Strategic Initiatives Administrator
Thru: Allan Pollock, General Manager
Date: February 22, 2024
Subject: Fiscal Year 2024 Quarter 2 (FY24 Q2) Strategic Plan Report

ISSUE

Shall the Board receive the second quarter report of the FY24 Organizational Strategic Plan?

BACKGROUND AND FINDINGS

In August 2022, the Board of Directors adopted an updated Organizational Strategic Plan. The Strategic Plan details the Salem Area Mass Transit District's (District) 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 Q2. 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 one 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 FY24 budget includes funds for implementation of the Strategic Plan.

RECOMMENDATION

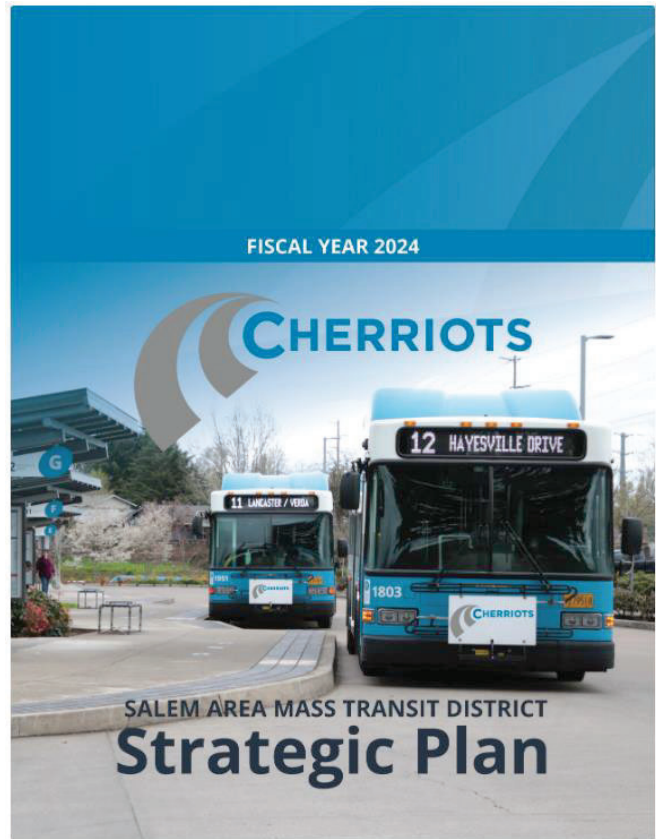
For information only.

PROPOSED MOTION

None.

Strategic Plan FY24 Q2 Report

February 22, 2024



Guiding Principles



CHERRIOTS 2024 Success Outcomes

CHERRIOTS CORE AREA OF SERVICE / OPERATIONS



COMMUNITY VALUE

Community Value Score: 85



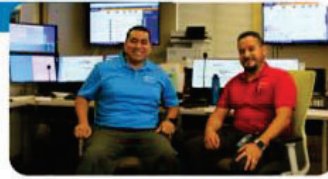
CUSTOMER SATISFACTION

Local NPS: 55



CULTURE OF OWNERSHIP

Increase baseline Employee Engagement score of 62 by 5 percentage points.



FINANCIAL SUSTAINABILITY

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



Organizational Tactics



CHERRIOTS 2024 Organizational Tactics

Community Value	Customer Satisfaction	Culture of Ownership	Financial Sustainability
<ul style="list-style-type: none"> -Initiate Development of Climate Action Plan -Integration of Battery Electric Buses -Access -Community Value Survey 	<ul style="list-style-type: none"> -Customer Satisfaction Survey -E-fare Implementation -Cherriots Intelligent Transportation System (CITS) -Clean and Safe Passenger Amenities 	<ul style="list-style-type: none"> -Merit-based Performance Management System -Management and Resource Tracking Instrument (MARTI) -Diversity, Equity, and Inclusion -Employee Engagement Survey 	<ul style="list-style-type: none"> -The Finance Story

CHERRIOTS Quarter 2 Overview



Organizational Tactic Highlights



Diversity, Equity, and Inclusion (DEI)

Description: Organizations that focus on DEI report enhanced engagement, lower turnover, and higher performance. Focusing on DEI with respect to hiring and employee retention will aid in our efforts to build a culture of ownership. Employees will feel more and more like they belong, are respected for their individual voice, and have a fair opportunity to attain their career aspirations.

Owner: Chief Human Resource Officer

Team

Members: Human Resources Team

Q1 MILESTONES

- ✓ Other organizational initiatives such as FMLA/OFLA Transition, Tyler Munis ERP Implementation, and Paid Leave Oregon Go Live, will impede HR's ability to promote this tactic during Q1

Q2 MILESTONES

- ✓ A new series of listening sessions will be launched during In-Service Training. The topic will likely be Unconscious Bias

Q3 MILESTONES

- ✓ The DEI Committee will be designed with its purpose and high level goals outlined
- * One goal is the eventual creation of employee resource groups

Q4 MILESTONES

- ✓ A DEI Committee will be promoted and launched and the committee will be open to all employees on a voluntary basis during its first year with the expectation of meeting quarterly.



Community Value Surveys

Description: Conduct an annual community value survey to gauge the community value success outcome, which is the percent of the community that sees value in the agency. The survey tool includes an assessment of the community's perception of safety, transit facility amenities and functions, and other aspects of agency operations. Incorporate survey findings into promotion, education, and information marketing and communication planning.

Owner: Patricia Feeny

Team

Members: ELT, Bobbi Kidd

Q1 MILESTONES	Q2 MILESTONES	Q3 MILESTONES	Q4 MILESTONES
<ul style="list-style-type: none"> ✓ Contract with new survey services provider ✓ With vendor, develop/ revise survey instrument 	<ul style="list-style-type: none"> ✓ Execute Community Value survey ✓ Receive results from contractor ✓ Present results to ELT and Board of Directors 	<ul style="list-style-type: none"> ✓ Coordinate presentations to CAC Team Cherriotics ✓ Review/analyze survey and evaluate results for agency promotion and storytelling 	<ul style="list-style-type: none"> ✓ Schedule any presentations not scheduled in Q3 ✓ Incorporate results into communication and marketing campaigns



The Finance Story

Description: As stewards of public funds, community trust, and the environment, tell the Cherriotics financial story with transparency, honesty, and integrity. Include the more than a decade of accolades from the Finance Officers Association, consistently operating within our adopted budget and the value public transportation provides the community.

Owners: Patricia Feeny

Team

Members: Finance Team

Q1 MILESTONES	Q2 MILESTONES	Q3 MILESTONES	Q4 MILESTONES
<ul style="list-style-type: none"> ✓ Incorporate FY 24 Budget into narratives, plans, and presentations ✓ Draft/Re-draft Finance tools (narrative and PPT to reflect current budget, less emphasis on COVID funding) 	<ul style="list-style-type: none"> ✓ Presentation to Team Cherriotics and other groups, as identified 	<ul style="list-style-type: none"> ✓ Integrate Finance Story into milestone or other noteworthy events 	<ul style="list-style-type: none"> ✓ Reassess story tools and adjust; Incorporate updated audit, Budget, ACFR

Looking Ahead



<https://www.transproconsulting.com/2021/10/28/transdash-changing-the-conversation-from-volume-to-value/>

Quarter 3

- Employee Engagement Survey prep
- FY 25 Strategic Planning finalization
- Finalizing Strategic Plan dashboard
- TransDASH: National Quarterly Results Presentation is in March which will include our updated Community and Customer Survey results!





BOARD MEETING MEMO

Agenda Item No. VIII.B

To: Board of Directors
From: Shofi Ull Azum, Chief Planning and Development Officer
David Trimble, Deputy General Manager
Thru: Allan Pollock, General Manager
Date: February 22, 2024
Subject: FY2024 Quarter 2 (FY24 Q2) Performance Report

ISSUE

Shall the Board receive the FY24 Q2 Performance Report?

BACKGROUND AND FINDINGS

The second quarter of FY24 began October 1, 2023 and ended December 31, 2023. Overall, system wide total ridership and ridership per revenue per hour in FY24 Q2 increased by 19.3% and 9.1% respectively compared to FY23 Q2. Key Performance Indicators (KPIs) for Cherriots fixed route (Local and Regional), paratransit service (also known as LIFT), Shop and Ride, and Vanpool are included in Attachment A: Quarterly Performance Report. The data for these measures are derived from adjusted Trapeze schedules, vehicle fare boxes, passenger counting systems, trip reservation platform (Via Transportation, Inc.), and staff-tracked measures.

All weekday, Saturday, and Sunday total and daily average data in Attachment A are compared to the same time period of the previous fiscal year, FY23 Q2, when data is available. Year-to-date data comparisons between FY23 and FY24 are also included for weekday, Saturday, and Sunday service. Cherriots Regional and Shop and Ride services do not operate on Sundays. However, Cherriots paratransit service (LIFT) is available seven days a week.

Data for Q2 reflects the changes to weekday service made in response to the COVID-19 pandemic during FY23 Q2. The Cherriots Local weekday service level operating during FY23 Q2 was 93% of the pre-pandemic level while the weekday service level during FY24 Q2 was 100% of the pre-pandemic level. Saturday service levels have been maintained at 100% of the pre-pandemic level since July 2020. Sunday service has operated at 100% of

the planned service level since its implementation in September 2021. Cherrriots Regional service operated at 100% weekdays and Saturdays for both FY23 and FY24.

On November 11, 2021, Salem Area Mass Transit District (District) began operating on all holidays except Thanksgiving Day, Christmas Day, and New Year's Day. In FY24 Q2, the District operated at the Sunday service level on Veteran's Day, Saturday (November 11). Total rides on holidays during Q2 are also included in Attachment A.

FINANCIAL IMPACT

None.

RECOMMENDATION

For information only.

PROPOSED MOTION

None.



FISCAL YEAR 2024

QUARTER 2 PERFORMANCE REPORT

OCTOBER 1, 2023 - DECEMBER 31, 2023

FY24 Q2 in Review



OCTOBER
2023

NOVEMBER
2023

DECEMBER
2023



- Construction of 10 charging stations began at Operations Headquarters for the new Battery Electric Buses. Ten of these buses will go into service on Route 11 in the coming year.



- Cherriots Planning staff, along with consultant firm Kittelson & Associates, wrapped up the survey period of the 2024 Coordinated Plan Update Project. The survey was conducted among seniors, individuals with disabilities, and their representatives. The results have been compiled in a Public Involvement Summary.



- Cherriots entered into a contract with a new Computer-Aided Dispatch/Automatic Vehicle Location (CAD/AVL) technology company - Avail Technologies. Avail offers a robust and time tested CAD/AVL system that will enhance the rider experience and improve operations.

System Summary FY24 Q2

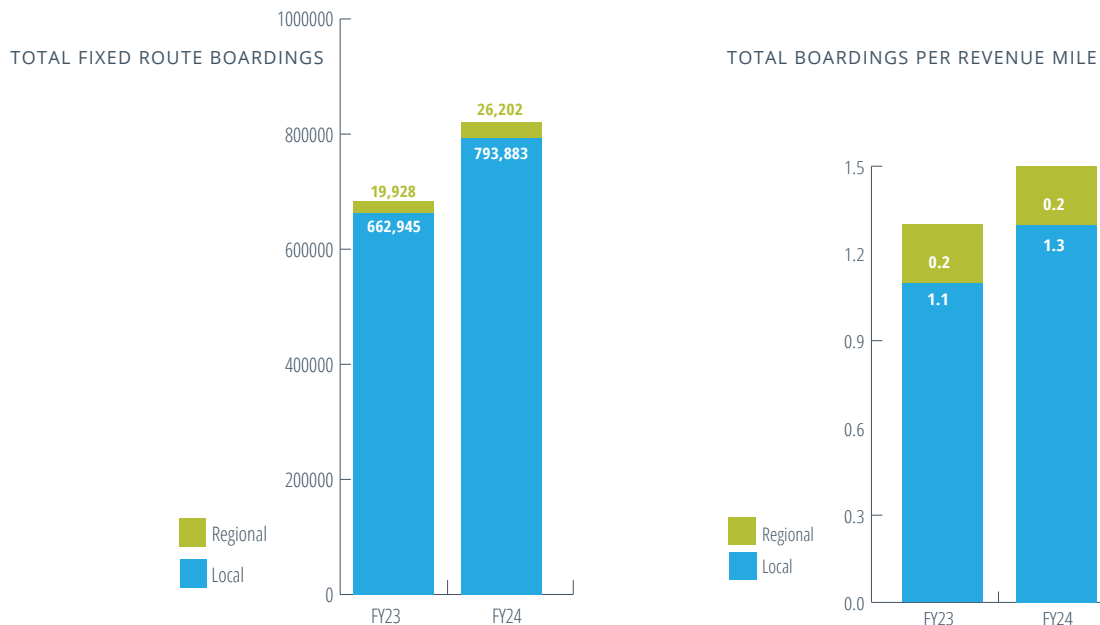


The table below provides a high-level summary of boardings, revenue miles, and revenue hours in Quarter 2 of Fiscal Year 2024 (FY24 Q2) compared to the same period of the previous fiscal year. Total ridership is up 19.3 percent, with the largest share of that coming from Cherriots Local bus service. Revenue hours and miles have increased as well due to the re-implementation of later evening weekday service in May of 2023.

Performance Indicator	Fixed-Route Local	Fixed-Route Regional	Paratransit (LIFT)	Dial-a-Ride (Shop and Ride)	Vanpool	Total	% Change from FY23 Q2
Total Boardings	793,883	26,202	24,376	1,298	19,848	865,607	19.3%
Percent of Total Boardings	91.7%	3.0%	2.8%	0.1%	2.3%	--	--
Revenue Miles	627,934	131,760	133,963	9,272	117,174	1,020,103	7.1%
Boardings per Revenue Mile	1.3	0.2	0.2	0.1	0.2	0.8	11.4%
Revenue Hours	51,129	6,117	11,349	759	2,844	72,198	9.3%
Boardings per Revenue Hour	15.5	4.3	2.1	1.7	7.0	12.0	9.1%



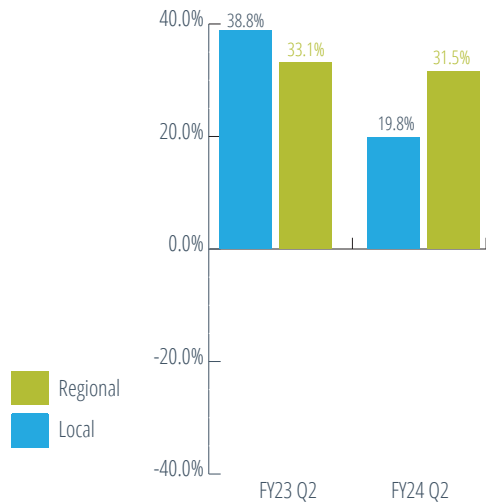
Ridership Trends FY24 Q2



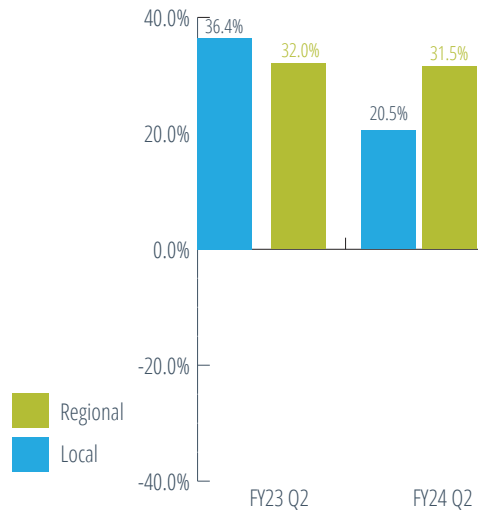


Ridership Trends FY24 Q2

QUARTERLY INCREASE/DECREASE IN TOTAL BOARDINGS



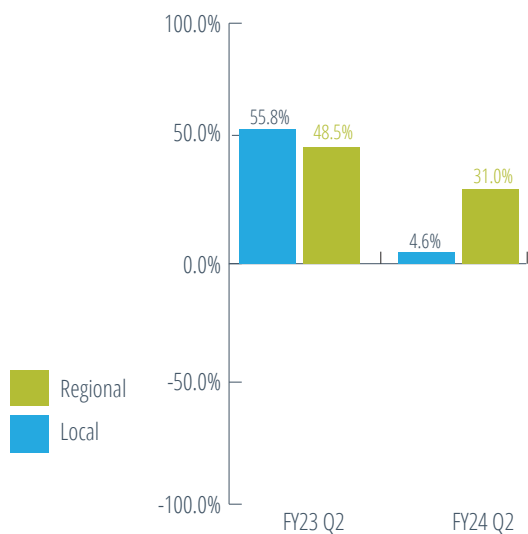
QUARTERLY INCREASE/DECREASE IN WEEKDAY AVERAGE BOARDINGS



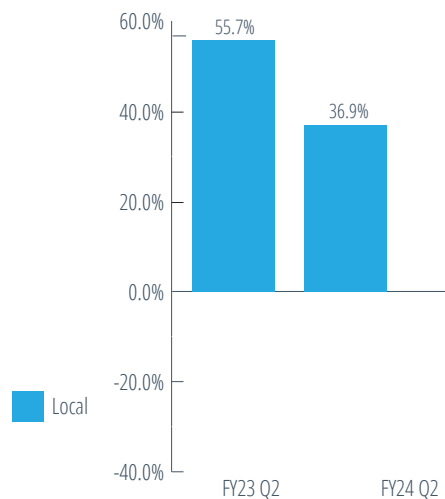
Ridership Trends FY24 Q2

QUARTERLY INCREASE/DECREASE

SATURDAY AVERAGE BOARDINGS



SUNDAY AVERAGE BOARDINGS



Route Productivity FY24 Q2



Cherriots uses rides per revenue hour to measure a route's productivity. Each type of route is assigned a specific target, as listed below. Once the target is reached, additional frequency may be considered for that specific route in order to maintain a suitable level of passenger comfort and service level for the system.

- Corridor routes – Routes that operate on major transit pathways, including the **Core Network**, that connect to areas of major growth, employment, and activity centers.
 - Target: 20 rides per revenue hour
- Coverage routes – Routes that focus on providing access to transit over building high ridership, operate at lower frequencies, and typically travel through neighborhoods.
 - Target: 10 rides per revenue hour
- Commuter express routes – Routes that connect metropolitan areas with no stops in between.
 - Target – 10 rides per revenue hour
- Regional express routes – Routes that provide service between towns, cities, and communities in Marion and Polk counties.
 - Target - 10 rides per revenue hour
- Deviated fixed routes – Routes that run along a fixed path with fixed stops, but also can deviate up to three-quarters of a mile away from the route path.
 - Target – 5 rides per revenue hour

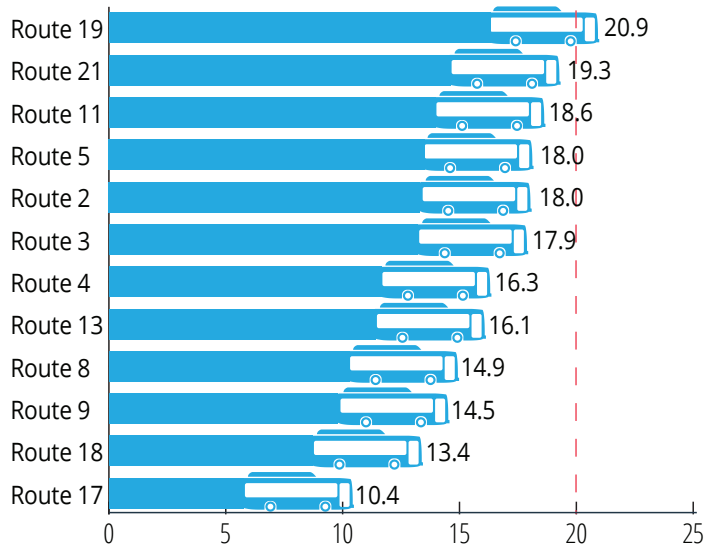
In FY24 Q2 Route 19 Broadway / River Rd exceeded the target of 20 boardings per revenue hour for corridor routes on weekdays. On Saturdays in FY24 Q2 Routes 21 South Commercial, 19 Broadway / River Rd, and 3 Portland Rd all exceeded that same target. Routes 21 South Commercial, 19 Broadway / River Rd, and 5 Center Street all exceeded that target on Sundays. Because of the lower number of revenue hours operating on the weekends, what this means for the customer is that wait times are longer and buses are more crowded for those routes on the weekends compared to weekdays. Route productivity is analyzed as part of the Cherriots Needs Assessment process.



Route Productivity FY24 Q2

FY24 Q2 WEEKDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - CORRIDOR ROUTES

TARGET: 20 BOARDINGS

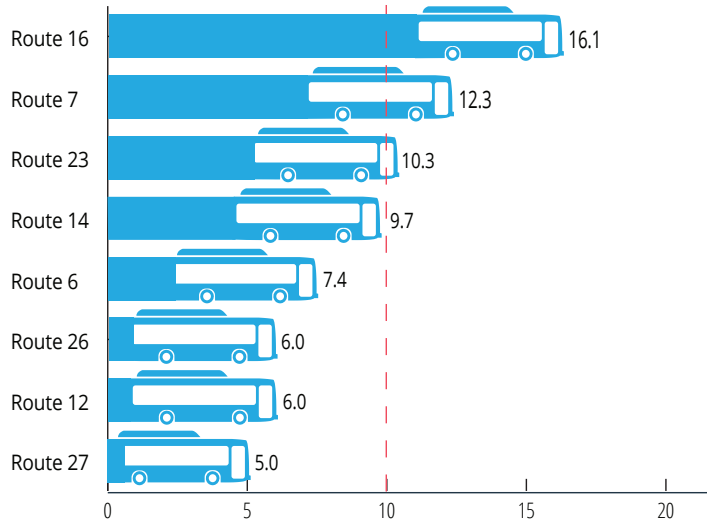




Route Productivity FY24 Q2

FY24 Q2 WEEKDAY RIDES PER REVENUE HOUR
LOCAL BUS SERVICE - COVERAGE ROUTES

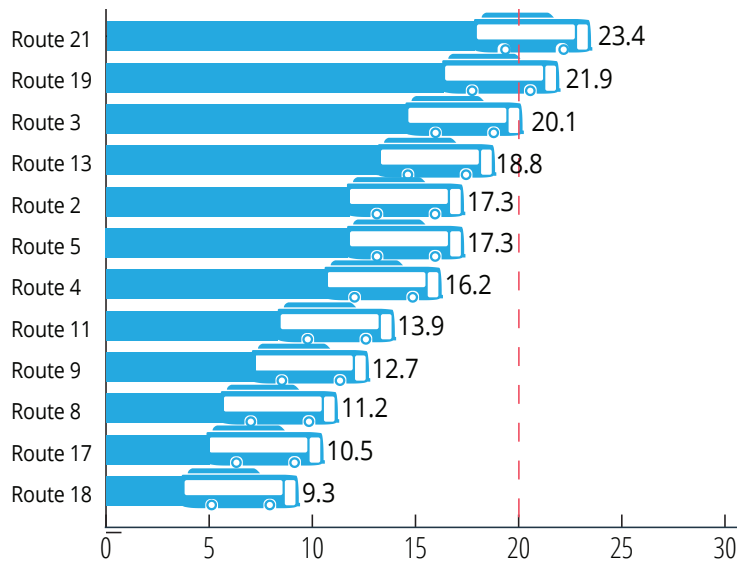
TARGET: 10 BOARDINGS



Route Productivity FY24 Q2

FY24 Q2 SATURDAY RIDES PER REVENUE HOUR
LOCAL BUS SERVICE - CORRIDOR ROUTES

TARGET: 20 BOARDINGS

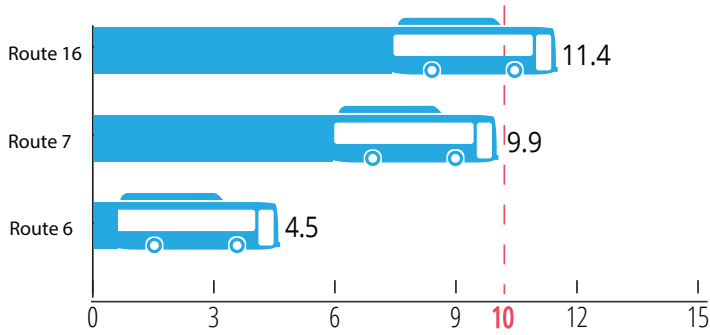




Route Productivity FY24 Q2

FY24 Q2 SATURDAY RIDES PER REVENUE HOUR
LOCAL BUS SERVICE - COVERAGE ROUTES

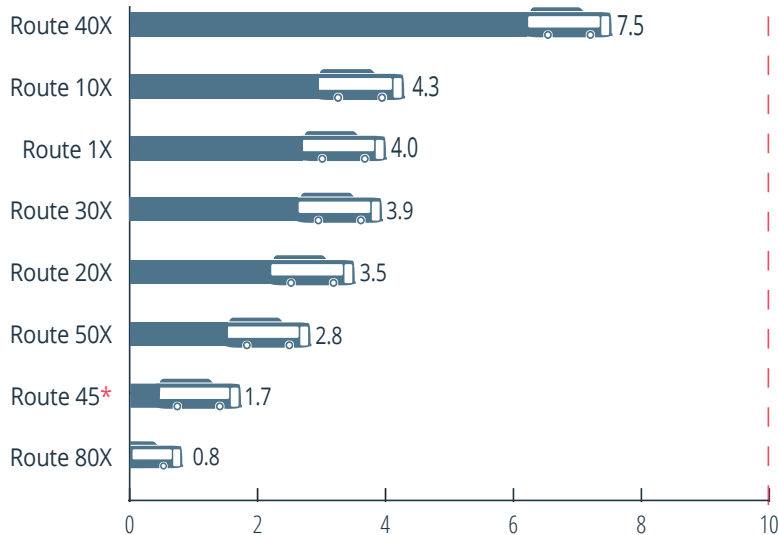
TARGET: 10 BOARDINGS



Route Productivity FY24 Q2

FY24 Q2 WEEKDAY RIDES PER REVENUE HOUR
REGIONAL BUS SERVICE

TARGET: 10 BOARDINGS
(*TARGET: 5 BOARDINGS)

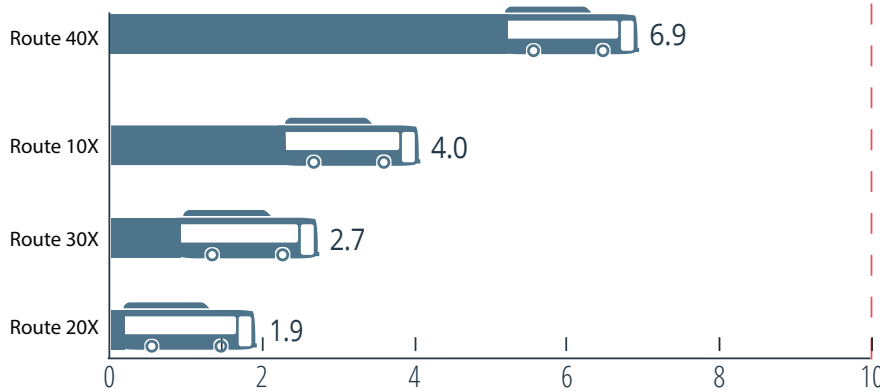




Route Productivity FY24 Q2

FY24 Q2 SATURDAY RIDES PER REVENUE HOUR
REGIONAL BUS SERVICE

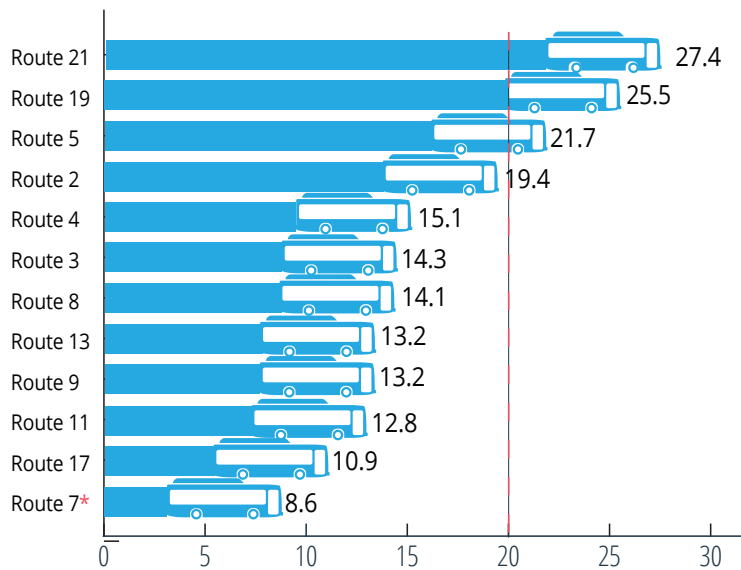
TARGET: 10 BOARDINGS



Route Productivity FY24 Q2

FY24 Q2 SUNDAY RIDES PER REVENUE HOUR
LOCAL BUS SERVICE - ALL ROUTES

TARGET: 20 BOARDINGS
(*TARGET:10 BOARDINGS)

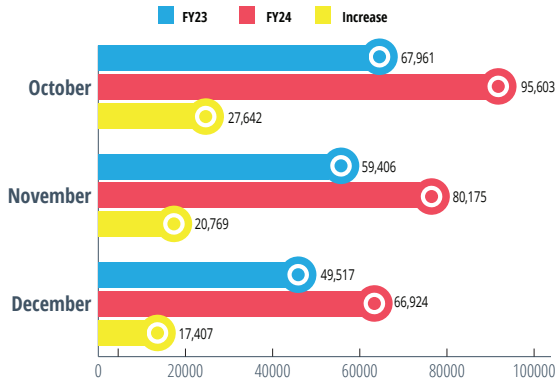


Snapshot of Youth Zero Pass Program: FY24 Q2

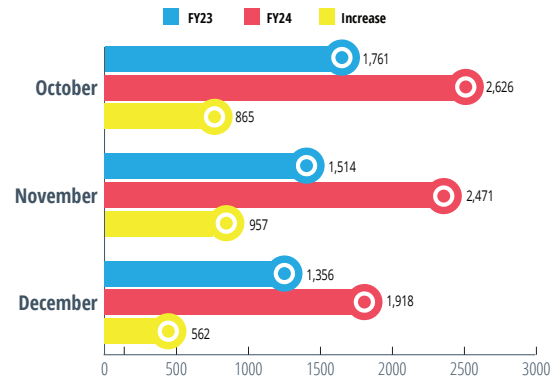


Cherriots provides rides to youth ages zero to 18 at no cost to them. The Youth Zero Pass program began Sunday, September 4, 2022, as a six month pilot program. It was funded for the first year by the Salem-Keizer Public Schools District, the City of Keizer, and the City of Salem. On March 1, 2023, the Youth Zero Pass was implemented as a permanent part of Cherriots fare structure and is now subsidized by Salem-Keizer Public School District and the Statewide Transportation Improvement Fund. Youth ridership has grown impressively since the program began on both Cherriots Local and Cherriots Regional buses. This program will cultivate the next generation of Cherriots customers.

FY24 Q2 QUARTERLY YOUTH RIDERSHIP CHERRIOTS LOCAL
Total Increase: 37%



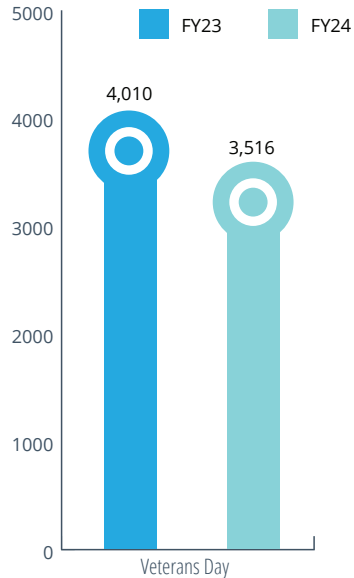
FY24 Q2 QUARTERLY YOUTH RIDERSHIP CHERRIOTS REGIONAL
Total Increase: 51%



Holiday Service Ridership FY24 Q2

FY24 HOLIDAY BOARDINGS

Since holiday service began in 2021, ridership has increased steadily year over year. That trend continues in FY24. The holiday that falls within Q2 is Veterans Day. Service operates at the Sunday level on this holiday. Because Veterans Day fell on a Saturday in FY24 Q2, ridership was just slightly lower than the previous year.



Cherriots LIFT Trends: FY24 Q2

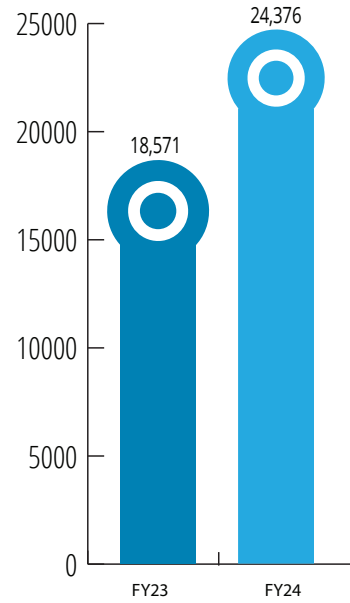


The Americans with Disabilities Act (ADA) is a civil rights law that requires public transportation be available to people with disabilities within three-quarters of a mile of fixed-route bus service. Cherriots LIFT is an origin-to-destination, shared-ride complementary paratransit transportation service for individuals who are unable to use the Cherriots Local bus service because of their functional ability. Individuals can be qualified for Cherriots LIFT for some or all of their trips. An eligibility process is required to ride Cherriots LIFT.

The table below displays Key Performance Indicators (KPI) from FY24 Q2. LIFT On-Time Performance (OTP) improved to 89.8 percent, but is still slightly below target for the service. It has been improving each month with the use of the Via technology (Cherriots paratransit booking software program).

Cherriots LIFT - Key Performance Indicators	On-Time Performance (Goal: 91%)	Rides/Rev Hr (Goal: 2.75)	Trips Denied (Goal: 0)	Complaints / 1,000 trips (Goal: < 2)	ADA Complaints (Goal: 0)	% Rides < 60 minutes (Goal: 75%)
FY24 Q2	89.8%	2.07	0	0	0	100%

TOTAL LIFT BOARDINGS

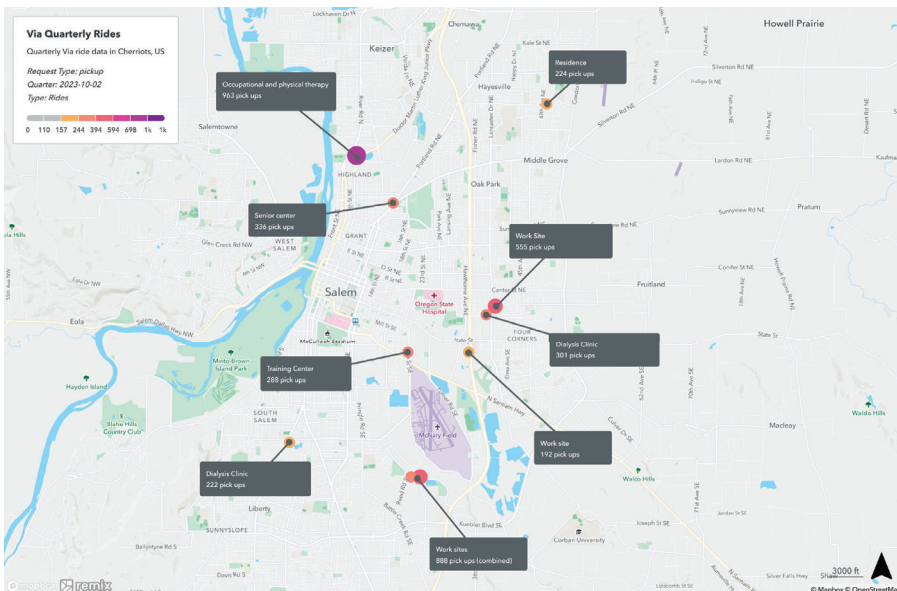


Cherriots LIFT Trends: FY24 Q2



The distribution of LIFT customer pickups and dropoffs recorded in Via are shown on the maps below. The most popular locations include dialysis centers, worksites and training centers for developmentally delayed individuals, and grocery/shopping centers.

TOP PICK UP LOCATIONS



Cherriots LIFT Trends: FY24 Q2



TOP DROP OFF LOCATIONS

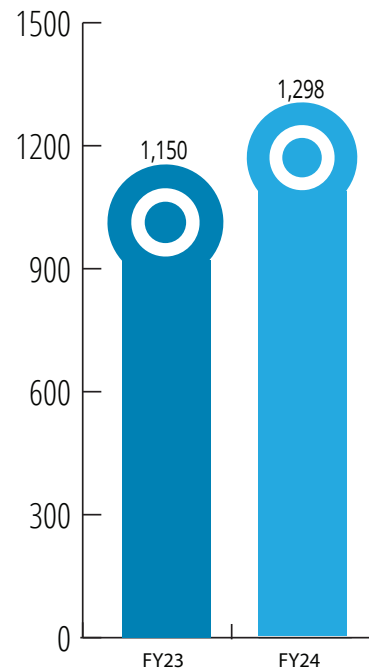


Cherriots Shop and Ride Trends: FY24 Q2



TOTAL SHOP AND RIDE BOARDINGS

Seniors and people with disabilities who don't qualify for Cherriots LIFT complementary paratransit service can rely on Cherriots Shop and Ride, which is a door to door dial-a-ride service that can be used for shopping, appointments, and more. These trips require a reservation made through the Cherriots Call Center, and it only runs Monday through Friday from 8:00 a.m. to 5:00 p.m. Trips are not guaranteed on Cherriots Shop and Ride as they are on Cherriots LIFT. Shop and Ride was utilized slightly more in FY24 Q2 than in FY23 Q2.



Snapshot of Customer Engagement: FY24 Q2



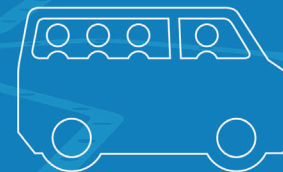
Cherriots Call Center provides a world class customer experience for LIFT, Shop and Ride, and Regional deviated-fixed route (Route 45) customers. As shown in the table below, the Call Center is currently exceeding most of its customer experience goals with the exception of “length of call,” which is just over the three minute goal.

Cherriots Call Center - Key Performance Indicators	Total calls received	% Calls Answered in < 3 minutes (Goal: 97%)	% Calls Answered in < 5 minutes (Goal: 100%)	
FY24 Q2	11,297	99.5%	100%	

Cherriots Call Center KPIs by Service				
Service	Avg Speed of Answer (Goal: < 3 minutes)	Avg hold time (Goal: < 3 minutes)	Total Calls Abandoned (Goal: < 5 minutes)	Length of Call (Goal: < 3 minutes)
LIFT	36 seconds	6 seconds	0	0:03:29
Shop and Ride	37 seconds	8 seconds	0	0:03:52



Snapshot of Vanpool Program: FY24 Q2



Vanpools are organized and subsidized for those with similar travel patterns, facilitated by the Cherriots Commuter Options (CO) program. Groups who work together or who have similar regular travel patterns can apply to the CO program to obtain a van and use it on a daily basis. Training and support for riders, including a Guaranteed Ride Home program, is provided by Cherriots staff.

During the first two months of the quarter, the District supported and subsidized 37 vanpools filled with 215 commuters traveling throughout Polk, Marion, and Yamhill counties. In December, two vanpools had the opportunity to merge with other existing vans that had a similar commute. Consolidation of vans is an efficient way to reduce the overall costs of the vanpool. Current industry sectors served include agriculture, federal and state government, manufacturing, and military. A vanpool is eligible for a subsidy as long as the worksite is located within the three counties served by the Commuter Options program. Subsidies provided in FY24 Q2 totaled \$45,450.00. The average monthly subsidy per van was \$428.84.

The following key performance indicators and success metrics are reported to Cherriots leadership on a quarterly basis.

FY24 Q2 Vanpool Performance Metrics	
Max Operating Vanpools	37
# of Unique Riders	215
# of Trips	19,848
Vehicle Revenue Miles	117,174
Vehicle Revenue Hours	2,844
Average Occupancy Rate	59%



Safety and Reliability Trends: FY24 Q2



Safe and reliable service is important for Cherris to deliver and for customers to experience. Two of the measures used to evaluate the safety and reliability of Cherris services are the frequency of mechanical failures resulting in a road call (i.e., while the bus is in service) and the frequency of preventable bus collisions. In total, Cherris services have met or exceeded the goals set for these measures in FY24 Q2.

PREVENTABLE ACCIDENTS

Cherris Local - Preventable Accidents per 100,000 Total Miles Traveled (Goal: < 2 per 100,000 miles)			
Month	Count of Preventables	Total Miles*	Preventable Bus Collisions per 100,000 Miles
Oct	1	232,215	0.43
Nov	3	218,534	1.37
Dec	2	218,314	0.92
Total	6	669,063	0.90

**Total platform miles (Revenue Miles + Deadhead Miles).*

Cherris Contracted Services - Preventable Accidents per 100,000 Total Miles Traveled (Goal: < 2 per 100,000 miles)			
Service	Count of Preventables	Total Miles*	Preventable Bus Collisions per 100,000 Miles
LIFT	3	149,524	2.01
Shop and Ride	0	9,754	0.00
Regional	2	143,697	1.39

**Total platform miles (Revenue Miles + Deadhead Miles).*

Safety and Reliability Trends: FY24 Q2



ROAD CALLS

Cherris Local - Road Calls per 10,000 Vehicle Miles Traveled (Goal: < 1 per 10,000 miles)			
Month	Count of Road Calls	Vehicle Miles Traveled	Road Calls per 10,000 Miles
Oct	12	235,515	0.51
Nov	24	221,693	1.08
Dec	12	221,434	0.54
Total	48	678,642	0.71

Cherris Regional - Road Calls per 10,000 Vehicle Miles Traveled (Goal: < 1 per 10,000 miles)			
Month	Count of Road Calls	Vehicle Miles Traveled	Road Calls per 10,000 Miles
Oct	0	52,012	0.00
Nov	2	50,718	0.39
Dec	0	48,912	0.00
Total	2	151,642	0.13

Cherris LIFT - Road Calls per 10,000 Vehicle Miles Traveled (Goal: < 1 per 10,000 miles)			
Month	Count of Road Calls	Vehicle Miles Traveled	Road Calls per 10,000 Miles
Oct	1	52,633	0.19
Nov	0	47,989	0.00
Dec	3	16,549	1.81
Total	4	117,171	0.34

Cherris Shop and Ride - Road Calls per 10,000 Vehicle Miles Traveled (Goal: < 1 per 10,000 miles)			
Month	Count of Road Calls	Vehicle Miles Traveled	Road Calls per 10,000 Miles
Oct	0	4,071	0.00
Nov	0	3,275	0.00
Dec	0	3,119	0.00
Total	0	10,465	0.00

Appendix A. FY24 Data Tables

Cherriots Quarterly Performance Report for FY 24 Q2 (October - December 2023)																				Preventable Accidents per 100K miles (Target: <2)	Roadcalls per 10K miles (Target: <1)
Route	On Time Performance (OTP)	Weekdays						Saturday						Sunday							
		Ridership / Revenue Hour	Ridership / Revenue Mile	Ridership	Changes from FY 23 to FY 24 for Q2			Ridership / Revenue Hour	Ridership / Revenue Mile	Ridership	Changes from FY 23 to FY 24 for Q2			Ridership / Revenue Hour	Ridership / Revenue Mile	Ridership	Changes from FY 23 to FY 24 for Q2				
					Revenue Hour	Ridership / Revenue Hour	Ridership				Revenue Hour	Ridership / Revenue Hour	Ridership				Revenue Hour	Ridership / Revenue Hour	Ridership		
LOCAL BUS SERVICE																				0.90	0.71
2 - Market / Brown		18.0	1.5	67,439	8.5%	5.6%	14.6%	17.3	1.4	5,885	-4.0%	2.0%	-2.1%	19.4	1.6	3,536	16.7%	2.7%	19.8%		
3 - Portland Road		18.0	1.5	36,309	17.8%	-6.9%	9.7%	20.1	1.7	3,875	-1.0%	14.6%	13.4%	14.3	1.2	2,606	16.7%	28.2%	49.5%		
4 - State Street		16.3	1.7	33,558	17.6%	-3.1%	14.0%	17.3	1.8	3,428	-1.0%	20.4%	19.2%	15.1	1.5	2,829	17.6%	27.6%	50.1%		
5 - Center Street		17.9	1.6	65,803	11.1%	14.6%	27.3%	18.8	1.6	6,407	-4.2%	18.3%	13.3%	21.7	1.9	3,944	16.7%	24.1%	44.8%		
6 - Fairview Industrial		7.4	0.5	10,504	2.4%	13.5%	16.2%	4.5	0.3	1,149	-7.6%	15.8%	7.0%								
7 - Mission Street		10.3	1.1	15,831	9.6%	25.3%	37.3%	9.9	0.8	1,855	-0.5%	29.6%	28.9%	8.6	0.7	1,510	16.6%	32.5%	54.4%		
8 - 12th / Liberty		14.9	1.1	24,177	17.7%	-0.2%	17.4%	11.2	0.8	3,073	-3.8%	6.7%	2.6%	14.1	1.1	2,561	16.7%	13.1%	31.9%		
9 - Cherry / River Road		14.5	1.0	28,055	0.9%	24.4%	25.5%	12.7	0.9	2,513	-1.5%	12.6%	10.9%	13.2	0.9	2,479	16.8%	7.8%	25.9%		
11 - Lancaster / Verda		18.6	1.4	127,701	7.4%	10.7%	18.8%	16.2	1.3	11,594	-1.0%	-0.5%	-1.5%	12.8	1.0	8,993	16.7%	11.9%	30.5%		
12 - Hayesville Drive		6.0	0.5	5,570	1.6%	40.4%	42.7%														
13 - Silverton Road		16.1	1.7	32,620	20.6%	7.9%	30.1%	13.9	1.5	2,447	0.0%	-6.0%	-6.0%	13.2	1.4	2,371	17.0%	20.0%	40.4%		
14 - Windsor Island Road	No Reliable Data	9.7	0.6	9,272	1.5%	22.9%	24.7%														
16 - Wallace Road		16.1	1.2	10,171	7.3%	15.2%	23.6%	11.4	0.9	1,188	-7.1%	16.1%	7.8%								
17 - Edgewater Street		10.4	1.2	33,632	5.3%	21.7%	28.2%	10.5	1.4	3,508	-4.0%	28.4%	23.3%	10.9	1.4	1,976	16.7%	26.2%	47.2%		
18 - 12th / Liberty		13.4	1.0	21,457	15.2%	4.8%	20.8%	9.3	0.7	2,416	-7.8%	7.3%	-1.1%								
19 - Broadway / River Road		20.9	1.8	74,615	0.7%	26.8%	27.7%	21.9	1.7	7,294	-3.8%	5.5%	1.5%	25.5	2.0	4,584	16.1%	21.9%	41.6%		
21 - South Commercial		19.3	1.6	70,300	11.5%	-4.8%	6.2%	23.4	1.9	7,786	-4.3%	2.6%	-1.8%	27.4	2.3	4,933	16.1%	18.8%	38.0%		
23 - Lansing / Hawthorne		12.3	1.0	11,577	1.6%	48.5%	50.9%														
26 - Glen Creek / Orchard Heights		6.0	0.6	2,959	2.3%	94.4%	98.9%														
27 - Glen Creek / Eola		5.0	0.4	2,621	1.5%	33.3%	35.4%														
LOCAL COMMUTER EXPRESS ROUTE																					
1X - Wilsonville / Salem Express		4.0	0.1	2,972	1.6%	47.9%	50.3%														
Cherriots Local Totals		15.6	1.3	687,143	8.4%	11.1%	20.5%	15.2	1.2	64,418	-3.4%	8.2%	4.6%	15.7	1.3	42,322	16.7%	17.3%	36.9%		
REGIONAL SERVICE																				1.39	0.13
10X - Woodburn / Salem Express		4.3	0.2	4,610	0.5%	33.8%	34.4%	4.0	0.2	361	-4.3%	54.5%	48.0%								
20X - N. Marion Co. / Salem Express		3.5	0.2	3,057	1.2%	60.0%	61.8%	1.9	0.1	211	-4.4%	29.1%	23.4%								
30X - Santiam / Salem Express		3.9	0.2	2,847	-2.9%	33.9%	30.1%	2.7	0.1	237	-3.3%	109.5%	102.6%								
40X - Polk County / Salem Express		7.5	0.4	11,170	-1.7%	29.6%	27.4%	6.9	0.3	1,213	-3.3%	24.0%	19.9%								
50X - Dallas / Salem Express		2.8	0.1	1,074	5.9%	19.2%	26.2%														
80X - Keizer / Wilsonville Express*	No Reliable Data	0.8	0.0	366	8.5%	27.4%	38.1%														
Cherriots Regional Express Totals		4.6	0.2	23,124	0.5%	32.3%	33.0%	4.4	0.2	2,022	-3.8%	36.1%	31.0%								
Regional Deviated Fixed Route																					
45 - Central Polk County		1.7	0.1	1,056	5.5%	1.0%	6.6%														
Cherriots Regional Totals		4.3	0.2	24,180	1.0%	30.2%	31.5%														
Dial-a-Ride (Cherriots Shop and Ride Totals)	NA	1.7	0.1	1,298	4.4%	8.1%	12.9%														
Cherriots LIFT Totals	87.7% (Target 91%)	2.2	0.2	21,805	29.1%	4.4%	34.7%	1.8	0.2	1,497	9.2%	-10.7%	-2.5%	2.0	0.2	1,074	19.5%	5.2%	25.8%		





BOARD MEETING MEMO

Agenda Item VIII.C

To: Board of Directors
From: Denise LaRue, Chief Financial Officer
Thru: Allan Pollock, General Manager
Date: February 22, 2024
Subject: FY2024 Quarter 2 (FY24 Q2) Year to Date Finance Report

ISSUE

Shall the Board receive the FY24 Q2 Year to Date Finance Report? See [Attachment A](#) for the Financial Overview.

BACKGROUND AND FINDINGS

The Board adopts a Budget for the District on an annual basis. The Budget is a plan that contains District resources and requirements.

The quarterly Financial Report provides information about how that plan is being implemented and includes statements for the General Fund, Transportation Program Fund, and Capital Project Fund. The Finance Report also contains a statement of budget to actual on a non-GAAP basis that shows by fund the legal appropriations by category with actual amounts and variances.

General Fund Revenues:

Passenger Fares are currently at 45% of the annual budget.

Federal Funding is currently at 16% of the annual budget. We receive and record funding when we request reimbursement of funds via drawdowns. Some of our federal funding is drawn down near the end of the fiscal year.

We have received 96% of the annual budgeted *Property Tax* Revenues. We receive the largest portion of property taxes in second quarter, based on the November 15th due date.

Interest on Investments is over budget for first quarter, being at 106% of the annual budget.

In total, *General Fund Revenues* are at the 74% of the annual budget.

General Fund Expenditures:

The *Total Operating Expenditures* of the General Fund are under budget at 44% of the total annual budget. All divisions in the General Fund are below the anticipated 50% of total budget.

Transportation Program Fund Revenues:

Passenger Fares are at 43% of annual budget.

Federal Funds are currently at 5% of the annual budget, which again is based on the timing of drawdowns.

State Funds are below the budget for the second quarter at 26%.

Transportation Program Fund Expenditures:

The *Total Transportation Programs Fund* expenditures are at 40% of annual budget. All programs are in line with the spending budget.

Capital Project Fund Revenues:

Total Capital Revenues in the Capital Project Fund are 30% of the annual budget at the end of the second quarter.

Capital Project Fund Expenditures:

Overall the *Capital Project Fund* expenditures are 44% of the annual approved budget. Expenditures this quarter include expenditures for computer equipment, the battery electric bus infrastructure, South Salem transit center, and the transit signal priority project.

FINANCIAL IMPACT

None.

RECOMMENDATION

For information only.

PROPOSED MOTION

None.

**Salem Area Mass Transit District
2023-24 Financial Report Through Second Quarter**

**General Fund Revenues/Resources and
Expenses/Requirements Summary**

	Actual	Budget @ 12/31/23	FY2023-24 Adopted Budget	% of Budget	
1 <u>Operating Revenues/Resources</u>					1
2 Passenger Fares	\$ 959,795	\$ 1,067,392	\$ 2,134,783	45%	2
3 Planning Grant	60,353	60,000	120,000	50%	3
4 Federal Funding	516,692	1,601,019	3,202,037	16%	4
5 STIF Formula	4,906,216	2,996,263	5,992,526	82%	5
6 Miscellaneous	333,592	219,004	438,008	76%	6
7 Property Taxes	14,231,963	7,381,264	14,762,527	96%	7
8 Oregon State In-Lieu	4,882,186	4,300,000	8,600,000	57%	8
9 Interest on Investments	1,054,706	499,399	998,797	106%	9
10 Renewable Gas/Energy Tax Credits	99,534	235,000	470,000	21%	10
11 Operating Revenues/Resources Total	\$ 27,045,037	\$ 18,359,341	\$ 36,718,678	74%	11
12 <u>Operating Expenses/Requirements</u>					12
13 General Manager/Board/Strategic Init.	\$ 451,585	\$ 697,370	\$ 1,394,739	32%	13
14 Human Resources	569,600	747,595	1,495,190	38%	14
15 Finance	872,583	931,781	1,863,562	47%	15
16 Marketing & Communications	960,795	1,096,638	2,193,275	44%	16
17 Operations	13,632,091	14,936,049	29,872,098	46%	17
18 Deputy General Manager	1,067,747	1,460,225	2,920,450	37%	18
19 Information Technology & Infrastructure	713,859	935,940	1,871,879	38%	19
20 Planning and Development	712,555	902,708	1,805,416	39%	20
21 Unallocated General Administration	774,182	804,325	1,608,650	48%	21
22 Operating Expenses/Requirements Total	\$ 19,754,997	\$ 22,512,631	\$ 45,025,259	44%	22

**Salem Area Mass Transit District
2023-24 Financial Report Through Second Quarter**

Transportation Programs Fund Revenues/Resources and Expenses/Requirements Summary		Actual	Budget @ 12/31/23	FY2023-24 Adopted Budget	% of Budget
1	Transportation Fund Revenues/Resources				
2	Passenger Fares	\$ 131,827	\$ 152,581	\$ 305,161	43%
3	Federal Funds	152,100	1,459,827	2,919,653	5%
4	State Funds	1,744,329	3,309,289	6,618,578	26%
5	Interest on Investments	-	20,337	40,673	0%
6	Transfers from Other Funds	-	1,828,552	3,657,104	0%
7	Transportation Fund Revenues/Resources Total	\$ 2,028,256	\$ 6,770,586	\$ 13,541,169	15%
8	Transportation Fund Expenses/Requirements				
9	Communication	\$ 43,917	\$ 72,680	\$ 145,360	30%
10	Operations	4,365,867	5,319,828	10,639,655	41%
11	Planning and Development	93,802	187,275	374,550	25%
12	Transportation Fund Expenses/Requirements Total	\$ 4,503,586	\$ 5,579,783	\$ 11,159,565	40%

**Salem Area Mass Transit District
2023-24 Financial Report Through Second Quarter**

Capital Project Fund Revenues/Resources and Expenses/Requirements Summary		Actual	Budget @ 12/31/23	FY2023-24 Adopted Budget	% of Budget
1	Capital Revenues/Resources				
2	Federal Funding	\$ 7,831,791	\$ 9,923,170	\$ 19,846,339	39%
3	State Funding	970,000	2,701,285	5,402,569	18%
4	Transfers from Other Funds	-	2,227,393	4,454,785	0%
5	Capital Revenues/Resources Total	\$ 8,801,791	\$ 14,851,848	\$ 29,703,693	30%

Capital Expenses/Requirements Summary by Division

6	Finance	\$ (12,443)	\$ 23,412	\$ 46,824	-27%
7	Information Technology & Infrastructure	181,319	293,000	586,000	31%
8	Deputy General Manager	2,315	961,365	1,922,729	0%
9	Planning & Development	374,670	3,065,417	6,130,834	6%
10	Operations	12,509,518	10,508,653	21,017,306	60%
11	Capital Expenses/Requirements Total	\$ 13,055,379	\$ 14,851,847	\$ 29,703,693	44%

**Salem Area Mass Transit District
Financial Overview, Q2 FY24**

FY2024

Indicators	Measure	Q1	Q2	Notes
Audits of General Health		Q1	Q2	
Report of Independent Auditors - Annual	Unmodified Opinion	F	F	FY23 audit currently in process, scheduled to be completed in Q3.
Deficiencies in Internal Control - Annual	No material weakness noted. No significant deficiencies or non-compliance noted.	F	F	FY23 audit currently in process, scheduled to be completed in Q3.
Fraud & Noncompliance with Laws & Regulations - Annual	No instances of fraud or noncompliance with laws and regulations identified.	F	F	FY23 audit currently in process, scheduled to be completed in Q3.
FTA Comprehensive Review - Every 3 Years	No significant deficiencies or material internal control weaknesses noted.	F		Last review in FY22. All deficiencies have been addressed. Next review FY25.
NTD Agreed Upon Procedures - Annual	No material noncompliance with requirements.	F	F	FY23 audit scheduled to be completed in Q3.
ODOT Monitoring Review - Annual	No material noncompliance with requirements.	F		Completed 1st quarter, no significant findings
Transparency		Q1	Q2	
GFOA Excellence in Financial Reporting Award	Award Received	F	F	FY22 Award Received. FY23 review will begin 3rd quarter.
Development of Written Policies		Q1	Q2	
Reserve	Goal: Adopt Q3 FY24	N/A	N/A	

F Favorable - Trend is positive with respect to goals & policies

F/C Favorable/Caution - Trend is in compliance with policies or anticipated results, but there is risk of change.

U Unfavorable - Trend is negative and there is immediate need for corrective action.

**Salem Area Mass Transit District
Financial Overview, Q2 FY24, pg 2**

Indicators	Measure	Q1	Q2	Notes
------------	---------	----	----	-------

General Fund Financial Performance		Q1	Q2	
------------------------------------	--	----	----	--

YTD Operating Revenues/Budget	YTD Percentage of annual budget	22%	74%	Trending above normal, property taxes
YTD Expenditures/Budget	YTD Percentage of annual budget	21%	44%	Should be 50% or less for Q2

Transportation Programs Fund Financial Performance		Q1	Q2	
--	--	----	----	--

YTD Operating Revenues/Budget	YTD Percentage of annual budget	8%	15%	Trending as normal
YTD Expenditures/Budget	YTD Percentage of annual budget	23%	40%	Should be 50% or less for Q2

Capital Fund Financial Performance		Q1	Q2	
------------------------------------	--	----	----	--

YTD Operating Revenues/Budget	YTD Percentage of annual budget	31%	30%	Revenues include reimbursed grant funds for 10 battery electric buses.
YTD Expenditures/Budget	YTD Percentage of annual budget	38%	44%	Expenses include those for battery electric bus infrastructure, the contactless fare payment system, 4 right size buses, transit signal priority work, technology equipment, and South Salem Transit Center.

FY2024 Strategic Plan		YTD \$ Spent		
Organizational Tactics - Budget Usage	Action	Q1	Q2	

Initiate Development of a Climate Action Plan	Consultant Procurement/Contract	\$ -	\$ -	Procurement beginning in Q3
Integration of Battery Electric Buses	Purchase Buses/Complete Infrastructure	\$ 11.1M	\$ 11.5M	Buses and infrastructure equipment.
Community Value Survey	Conduct Community Value Survey	\$ -	\$ -	Survey will be completed in Q3.
Customer Satisfaction Survey	Conduct Customer Satisfaction Survey	\$ -	\$ -	Survey will be completed in Q3.
E-Fare Implementation	Implement E-Fare	\$ 2K	\$ 182K	Project is complete.
Cherriots Intelligent Transportation System	Install new system	\$ -	\$ -	Project has begun.
Clean and Safe Passenger Amenities	Hire new staff	\$ 20K	\$ 45K	Additional facilities maintenance staffing.
Employment Engagement Survey	Conduct Employee Engagement Survey	\$ -	\$ -	Survey scheduled for Q4.

F Favorable - Trend is positive with respect to goals & policies

F/C Favorable/Caution - Trend is in compliance with policies or anticipated results, but there is risk of change.

U Unfavorable - Trend is negative and there is immediate need for corrective action.



BOARD MEETING MEMO

Agenda Item X

To: Board of Directors
From: Allan Pollock, General Manager
Date: February 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 SAMTD. 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

FINANCIAL IMPACT

None.

RECOMMENDATION

For informational only.

PROPOSED MOTION

None.