



SALEM AREA MASS TRANSIT DISTRICT
BOARD OF DIRECTORS WORK SESSION AGENDA PACKET

Thursday, August 14, 2025 at 5:30 p.m.

Members: Joaquín Lara Midkiff | Ramiro Navarro Jr. | Sadie Carney | Maria Hinojos Pressey |
Ian Davidson | Sara Duncan | Bill Holmstrom

Available meeting formats:

In Person: Senator Hearing Room, 555 Court Street NE, Salem, Oregon 97301

Zoom Gov: Meeting ID: 161 821 3987 | **Passcode:** 200746

Link: <https://cherriots-org.zoomgov.com/j/1618213987?pwd=WDVadHdEcWh4WGp3TGFnek1QZjUrUT09>

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Formatos de reunión disponibles:

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Copias electrónicas: Los paquetes del orden del día están disponibles en <https://www.cherriots.org/meetings/>.

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AGENDA

1. CALL TO ORDER

- A. Note of Attendance for a Quorum
- B. Safety Minute – CFO LaRue
- C. Announcements | Changes to Agenda

2. PRESENTATIONS

- A. Long Range Financial Forecast 3

3. DISCUSSIONS

- A. CCC Service Enhancement Discussion 4

4. GENERAL MANAGER COMMENTS

- A. Upcoming Board Agenda Items 9
- B. Board Calendar Review 11

5. ADJOURN

NEXT MEETING: SEPTEMBER 11, 2025

To: Board of Directors
From: Denise LaRue, Chief Financial Officer
Thru: Allan Pollock, General Manager
Date: August 14, 2025
Subject: Long Range Financial Forecast

In July 2024, the District entered into a contract with Baker Tilly Advisory Group, LP (Baker Tilly) to develop a Long-Range Financial Forecasting Model. The model provides a forward-looking fiscal view of the future and was built using years of data depicting historical trends. This tool demonstrates the short and long-term challenges the District is facing, and also provides an opportunity to consider various solutions for both, taking into account the entire District landscape.

Baker Tilly was chosen for this project based on their experience in the transit industry. They were formed in 1931 and continue to evolve as the world evolves. Baker Tilly recognizes that state and local government, inclusive of public transportation, is a complex, unique environment shaped by fiscal, regulatory, and operational considerations not found in other industries. They have served more than 4,000 state and governmental entities, including municipalities, special districts, counties, public utilities, school districts, and transit providers.

The presentation will be delivered by Bob Leland, Special Advisor to Baker Tilly. This model represents the result of thoughtful planning and collaboration and is designed to be a lasting resource to support the District for years to come.

To: Board of Directors
From: Allan Pollock, General Manager
Date: August 14, 2025
Subject: Creating Community Connections Service Enhancement Project Discussion

Staff will present a Creating Community Connections project update, community survey responses from June and July, and present a list of decision points for the board to discuss.

Earlier this summer the District kicked off a series of outreach events to gather community input on the Creating Community Connections service enhancements project. Events included the launching of the project website, a series of neighborhood family fun days and a presentation at the Salem Area Chamber of Commerce business advocacy meeting. Outreach events are continuing to occur through October. Staff is gathering community feedback and will present the findings to the Board in October. A summary of community feedback for June and July is included in Attachment A.

In addition to reviewing community input the Board has a set of decisions that will need to be made in order for staff to present an ordinance for board adoption. Some of the decision points include:

- Effective date of the tax period (must begin on January 1).
- The tax rate for the initial year.
- Will initial ordinance include an increase in the tax rate beyond the initial year?
- Will the ordinance exempt the following entities?
 - Public Education Districts
 - Public Special Service and Utility Districts
 - Port Authorities
 - Fire Districts
 - City, County, and Other Local Governments

CHERRIOTS SERVICE ENHANCEMENT PLAN SURVEY REPORT

Survey Period: June and July 2025

A. Total Responses: 123

- English: 107
- Spanish: 16

*The majority of responses were collected online or onboard buses, with **43 from the website** and **39 from onboard bus surveys**. Spanish-language outreach was effective at **events (8 responses)** and **onboard buses (7 responses)**.*

B. Geographic distribution of survey respondent: 36% of survey respondents were from Central Salem (ZIP code 97301), 14.6% from Keizer (97303), and 12.2% from South Salem (97302). Overall, feedback was received from residents across 13 different ZIP codes.

C. Top 3 Priorities – Current Service Improvements

- Increase service frequency and span **on weekends and holidays**
- Increase service frequency and span **on weekdays**
- Improve **safety at bus stops**

D. Top 3 Priorities – Introducing New Service

- Special event services
- Downtown circulator
- Microtransit service

E. 52.4% respondents indicated that both improving current services and introducing new services are equally important.

F. Notable Public Comments:

- “1 hour service on routes makes them nearly unusable. Minimum service times should be every half-hour”
- “Increased weekend routes and times. More frequency and proper transfers would go a long way”
- It would be nice if Umo could be expanded to cover parking downtown.
- Later evening service on weekends and weekdays
- Better security on bus and at bus stop
- More bus stops need covering to protect passenger against weather and heat.
- Excellent customer service and operators are friendly.
- Thank you for making our community more accessible.

Exhibit A: Public Comments Received to date: June -July 2025

- 1 hour service on routes makes them nearly unusable. Minimum service times should be every half-hour.
- A covered bus stop on the outbound side of River road. (19/9). The last covers spot is Broadway at McDonald's.
- An easy way to report sidewalk problems to the city. In an electric wheelchair it's hard to get to the bus if the sidewalk is damaged.
- Better lost and found data collection and routes that go later than the normal times
- Better security. One that take care of security issues
- Bus stops (and Salem in general) need more waste receptacles. Trash is everywhere and it looks ugly and could pose a health hazard. It is simply the mindset of bus riders to litter or is it a matter of inconvenience not having waste containers nearby?
- Cherriots COSTS TOO MUCH per rider. This is a BAD investment for the community as a whole. Who is actually being served . . . kids, homeless, and ???
- Don't get into bikeshare/scootershare programs. Microtransit is what taxis/Uber/Lyft are for.
- Earlier scheduled rout 4 at downtown transit.
- Excellent customer service and service. Congratulations Cherriots 👍
- Great job. Drivers are friendly, Customer Service are amazing, and the people who clean are doing a good job.
- Handicap services need to be enhanced. Definitely make sure wheelchairs are properly secured. Also more than one person can access handicap services.
- I bike to work during dry months and would love to ride the bus during fall/winter instead of driving, but the main obstacle for me personally getting TO work is the route 14 to 9/19 to 8/18 connection--route 8/18 tends to leave the bus depot right before bus 9/19 gets downtown, so I have to wait an extra interval before I can make the connection and get to work, which takes a lot of time. There's a similar issue for me coming back home, as I would like to take 9/19 back to Keizer and be able to catch 14 as a transfer at River and Lockhaven so I can get back to Windsor Island, but 14 has typically gone by the stop just prior to when 9/19 gets to there, and since 14 runs with less frequency, that's about 20-25 minutes of extra waiting, or I can ride 19 all the way to the transit center to catch 14 there, but that's again just extra time added on. Obviously, I don't expect you to plan routes and schedules around one person's commute--there are probably people would be affected similarly if the schedules were altered to better fit mine, after all. Ultimately, it would help if route 8/18 and 14 ran every 15 minutes instead of every half hour, but I know that's always down to funding, which I understand. I would also be much more likely to ride the bus if 14 ran on holidays/weekends, because walking from where I live all the way to 9/19 is a bit much, even if I'm not particularly in a hurry. (Again, I know that's dependent on funding)
- I hate that route 8 only runs partially on Sundays!!! :(

- I have a HUGE document of ideas, and I'd like to know when the first open house in which the planning team will be present is gonna be, as that would be the easiest way to make sure the doc is seen by the right people.
- I would like expanded regional service, frequency and trip planning to show all route options.
- I would like the busses to run later, all the time of course but specifically on weekends.
- I would love for them to bring back the bus route on my street
- Increase weekends routes and times
- Increasing the frequency of Cherriots regional would really help people who live outside of Salem more
- It would be nice if Umo could be expanded to cover parking downtown... Currently I have to make plans to take the bus downtown if I want to go out for the night.
- Later Evening Service to Stayton like on the other express routes. I hate getting stuck in Salem overnight!!!
- Me gusta transporte
- More bus stops need covering to protect passengers against weather and heat.
- More frequency and proper transfers would go a long way.
- More routes to south Salem including a route on Sunnyside RD
- Please have the 30X stop at Santiam hospital instead of the bottom of the hill. The Mission St. bus stops in front of Salem Hospital!
- Run service till much later on weekends and weekdays and more new buses
- Services that continue through downtown rather than all terminating at the same place would be helpful to reduce transfers for short journeys
- Tengo 6 años viviendo por la Fisher Rd y 2.5 usando el bus,y por mi trabajo me queda muy lejos caminar hasta Chemeketa y de regreso. Me gustaría una parada más cercana.
- Thank you for making our community more accessible!! Y'all work hard to make Salem better for everyone.
- The buses are almost always empty so to add more routes and services is crazy especially if the city of Salem is paying for it. I am fine with the tax increases
- The current routes (excluding regional express routes) take me anywhere I need to go in Salem. Current weekday service is generally frequent enough to get by. The infrequency of weekend service is my #1 issue with Cherriots service. Improving weekend frequency and getting more weekday routes to 15-minute service and running some key routes later into the evening would increase my use of the service. The existing network is excellent, adding more transit options such as micro transit feels like creating solutions to problems this network does not have. I would rather see dollars spent on more drivers and increases in driver salaries to enhance service times.
- We need a bus that go down past Rickey. Closer to Cordon Rd. I live in the apartments off of Cordon Road and Gaffin and have work 2 miles to the closest bus stop
- We need more around the clock services for all of the shift workers. Even if it was just once an hour.

- Why not put the burden of the service on the rider instead of forcing everyone else to subsidize it? Years ago the rider only paid 19% of the direct operations of the ride, they should pay 100%.
- You guys are really doing better. Thanks for the effort.

To: Board of Directors
From: Allan Pollock, General Manager
Date: 8/14/2025
Subject: Upcoming Work Session and Board Meeting Agenda Items

Upcoming Work Session and Board Agenda Items

AP - Allan Pollock | DT - David Trimble | CC - Cliff Carpentier | DL - Denise LaRue | JR - Jaél Rose | SA - Shofi Azum | TD - Tom Dietz

* Consent Calendar

To Be Scheduled:			
Board Meeting		Work Session	
Award of Contract for AIP Group 6	SA	Safety & Security COOP	CC
Award of Contract for DW Fencing	CC	Cybersecurity Assessment	DT
SSTC Land Acquisition	DT	Transportation Options	SA
Award of Contract for Buy America Services	TD	COA	SA
Award of Contract for Transit Operator Uniform Contract	TD	ITS & BEB Dashboard Demonstration	TD SA
Adopt Resolution 2025-XX, Property Designation for SSTC	DT		

August 28, 2025

Agenda Reports Due August 14

Board Meeting

Action Items		Informational Items	
Q4 NTD Reportable Assault Data *	CC	Q4 Strategic Plan Report	AP
Award of Contract for ChargePoint Charging	TD	Q4 Finance Report	DL
Year-End & Capital Project Review / Update	DT	CCC Update	AP JR
Board Committee Assignment	AP		
Award of Contract APC Software Solution	SA	Presentations	
Approval of Surplus Bus Donation	TD		
Award of Contract Vehicle Yard Tug	TD		

September 11, 2025

Agenda Reports Due September 1

Work Session

SSTC Redesign Discussion DT

September 25, 2025

Agenda Reports Due September 11

Board Meeting

Action Items		Informational Items	
Award of Contract for EAMS (Software)	TD	FY2025 Annual Performance Report	SA
Ordinance (1) XX, First Reading	AP	FY2025 Annual Commuter Options Report	SA
Ordinance (2) XX, First Reading	AP	FY2025 Annual Marketing Report	JR
Award of Contract for KTC Entry Gate Construction	DT	FY2025 Annual Security Report	CC
Award of Contract for Network Lifecycle (FY26)	DT	Presentations	
Award of Contract for Maintenance Software Replacement	TD		

Upcoming Work Session and Board Agenda Items

AP - Allan Pollock | DT - David Trimble | CC - Cliff Carpentier | DL - Denise LaRue | JR - Jaél Rose | SA - Shofi Azum | TD - Tom Dietz

** Consent Calendar*

October 9, 2025

Agenda Reports Due September 29

Work Session

ZEF (Zero-Emission Fleet) Discussion

TD

October 23, 2025

Agenda Reports Due October 9

Board Meeting

Action Items

Approval of FY2027 Budget Calendar *

DL

Reappoint Budget Committee Members *

AP|DL

Ordinance (1) XX, Second Reading

AP

Ordinance (2) XX, Second Reading

AP

Informational Items

Presentations



BOARD MEETING MEMO

Agenda Item 4.B

To: Board of Directors
From: Allan Pollock, General Manager
Date: August 14, 2025
Subject: Board Calendar

Board Calendar

August

S	2	6:30	Family Fun Day
F	1	9:30a	District Board DEI Subcommittee
Th	14	4:15p	District Board SES Subcommittee
Th	14	5:30p	District Board Work Session
Tu	19	5:30p	Community Advisory Committee
Th	28	5:30p	District Board of Directors Meeting
F	29		Special Session of the Oregon Legislature Begins

September

	XX		Get There Challenge
M	1		Labor Day Cherriots Administrative Offices Closed Saturday-level Bus Service
F	5	9:30a	District Board DEI Subcommittee
Th	11	4:15p	District Board SES Subcommittee
Th	11	5:30p	District Board Work Session
M	15		Hispanic Heritage Month Breakfast & Summit -PODER
	14-17		APTA TRANSform Conference
Th	25	5:30p	District Board of Directors Meeting

October

	XX		Connects Fall Event
	2-4		Latinos in Transit Leadership Summit
F	3	9:30a	District Board DEI Subcommittee
Th	9	4:15p	District Board SES Subcommittee
Th	9	5:30p	District Board Work Session
Tu	21	5:30p	Community Advisory Committee
Th	23	5:30p	District Board of Directors Meeting
	26-29		OTA Annual Conference