



SALEM AREA MASS TRANSIT DISTRICT

BOARD OF DIRECTORS MEETING AGENDA PACKET

Thursday, August 28, 2025 at 5:30 p.m.

Directors: 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:** 161 115 6964 | **Passcode:** 680098

Link: <https://cherriots->

[org.zoomgov.com/j/1611156964?pwd=T0VPaXp3eVJpc0NJWWkxeXJSNnE5dz09](https://cherriots-org.zoomgov.com/j/1611156964?pwd=T0VPaXp3eVJpc0NJWWkxeXJSNnE5dz09)

One Tap Mobile: +16692545252,,1611156964#,,, *680098# US

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Live Stream: <https://www.capitalcommunitymedia.org/all>

Comcast Channel 21

Public Comment: Community members may provide comments on transit-related matters during the meeting, with a three-minute time limit per speaker. Comments can be submitted in writing, by email, in person, or via ZoomGov. Written comments received by 12:00 P.M. on the meeting day will be included in the official record.

Email: Board@cherriots.org

Mail: Attn: District Board of Directors, 555 Court St. NE, Suite 5230, Salem, OR 97301

Consent Calendar: Routine items are adopted collectively through a single motion unless a Director requests to remove an item. Any item withdrawn for discussion will be addressed after the Consent Calendar is approved.

Board of Director Report: Board members report on transit-related issues, including committee participation, community outreach, and special projects representing the District.

Closed Captioning (CC): ZoomGov's live streaming platform offers Closed Captioning (CC) to enhance viewer participation, though translations may not always be accurate.

Alternative Formats: ASL services and alternate formats for individuals with limited English proficiency are available with 48 hours' notice. Requests can be made by contacting the Clerk at 503-588-2424 or through TTY via Oregon Relay Services at 1-800-735-2900 (or 711). Office hours are Monday–Friday, 8:00 AM to 5:00 PM.

Electronic Copies: Agenda packets are available at <https://www.cherriots.org/meetings/>.

Email Distribution List: To join the District's public meeting distribution list, email the Clerk of the Board at publictestimony@cherriots.org.



Formatos de reunión disponibles:

En persona: Senator Hearing Room, 555 Court Street NE, Salem, Oregon 97301

Zoom Gov: Meeting ID: 161 115 6964 | Código de acceso: 680098

Link: <https://cherriots->

[org.zoomgov.com/j/1611156964?pwd=T0VPaXp3eVJpc0NJWWkxeXJSNnE5dz09](https://cherriots-)

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Comcast Canal 21

Comentarios del público: Los miembros de la comunidad pueden hacer comentarios sobre asuntos relacionados con el tránsito durante la reunión, con un límite de tiempo de tres minutos por orador. Los comentarios pueden presentarse por escrito, por correo electrónico, en persona o a través de ZoomGov. Los comentarios por escrito recibidos antes de las 12:00 p.m. del día de la reunión se incluirán en el acta oficial.

Correo electrónico: Board@cherriots.org

Correo postal: District Board of Directors, 555 Court St. NE, Suite 5230, Salem, OR 97301

Calendario de Consentimiento: Los puntos de rutina se adoptan colectivamente mediante una sola moción, a menos que un Director solicite retirar un punto. Cualquier punto retirado para ser debatido se tratará después de la aprobación del Calendario de Consentimiento.

Informe del Consejo de Administración: Los miembros de la Junta Directiva informan sobre temas relacionados con el tránsito, incluida la participación en comités, la extensión a la comunidad y los proyectos especiales que representan al Distrito.

Subtítulos (CC): La plataforma de retransmisión en directo de ZoomGov ofrece subtítulos (CC) para mejorar la participación de los espectadores, aunque es posible que las traducciones no siempre sean precisas.

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

Lista de distribución por correo electrónico: Para inscribirse en la lista de distribución de reuniones públicas del Distrito, envíe un correo electrónico al Secretario de la Junta a publictestimony@cherriots.org.



AGENDA

1. CALL TO ORDER

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

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9. ADJOURN

NEXT MEETING: SEPTEMBER 25, 2025 AT 5:30 P.M.

Hello,

I am a small business owner in Salem and want to voice my opinion on the proposed tax that I've read about. Let me start by saying that this proposed tax and others like it actually cause my blood pressure to rise. As a small business that is struggling to pay rent it is so disheartening when every agency is already in our pockets. State, County, City....Everyone! Where does it stop? It's never ending and so frustrating. How can any small business stay open? Please do not do this. May I suggest raising the price to ride? Isn't it fair that the cost is passed on to the individuals that use the service?

Sincerely,

Stephen W Kamm

Kamm Ventures, Inc

dba Santiam Subs

[2315 Lancaster Dr NE](#)

[Salem, OR 97305](#)

8/18/25, 12:43 PM Cherriots Mail - Proposed Payroll Tax [https://](#)

Mai Vang
SAMTD Board Zone 3
Salem, OR 97301

August 19, 2025

SAMTD Board of Directors
555 Court Street NE
Suite 5230
Salem, Oregon 97301

RE: proposed additional revenue

Dear SAMTD Board of Directors,

I am a resident of Salem, living in SAMTD Board Zone 3. I am writing to express my support for Cherriots seeking additional revenue to increase better service. I believe that Cherriots has been doing the best it can with the current funding available. This is demonstrated by the ETC Institute independent survey. The survey found that:

- 91% of Cherriots riders depend on Cherriots buses for their transportation needs – work, school, health care;
- Cherriots riders primarily use the service to commute to work (59%), attend school (17%), and complete shopping and errands (11%); and
- 89% report the bus gets them to their destination in a reasonable time.¹

These are just some of the benefits that Cherriots has been able to provide to the community with its current funding. I believe that Cherriots has been as transparent as it can with each funding decision and change in routes. When I was the transportation chair of my neighborhood association, I went to Cherriots with my neighbors' questions and concerns about the consolidation of routes in our area. Cherriots General Manager Allan Pollock immediately scheduled a meeting to provide answers and transparency.

There are always areas for Cherriots to improve on and invest in to better serve the community, especially NE Salem along the Lancaster corridor.² Currently, Cherriots operates Monday to Saturday. The top service improvement requested by riders, and something that I agree with 100%, is to increase weekend coverage. The additional revenue

¹ *Cherriots Receives High Marks in Customer Satisfaction Survey*. Cherriots. Feb. 4, 2025. <https://www.cherriots.org/news/cherriots-receives-high-marks-in-customer-satisfaction-survey/>

² *2024 Needs Assessment Report*. Cherriots. Pg. 20. Dec. 2024. https://www.cherriots.org/media/doc/2024_Needs_Assessment_Report.pdf.

would allow Cherriots to add Sunday service, extend service hours, and route frequency i.e. how often a bus goes by a bus stop.³

The propose tax—in reality the investment—of 0.007% of businesses in the area would allow Cherriots to invest \$39 million in the first year.⁴ This amount of investment would allow Cherriots to be able to expand the services above but also invest in longer term projects like new transit centers.

I urge the SAMTD Board of Directors to use its statutorily authorized powers to vote affirmatively on the proposed additional revenue.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mai Vang', with a long, sweeping horizontal stroke extending to the right.

Mai Vang

³ 2024 Needs Assessment Report. Cherriots. Pg. 57. Dec. 2024.
https://www.cherriots.org/media/doc/2024_Needs_Assessment_Report.pdf.

⁴ *In tense meeting with Cherriots, business leaders express frustration, concern over proposed payroll tax.* Salem Reporter. July 31, 2025.

To Whom It May Concern,

I'm writing to express my concern regarding a tax payer imposed tax without a vote. I am strongly opposed to any such imposition on the community without allowing the community a say through a vote. I understand there may be public forums regarding the matter. However, it is well known that matters brought before a public forum do not necessarily reflect the concerns of the greater community, rather they reflect those who were able to attend which does not necessarily represent an accurate cross section of the public as a whole.

I hope that rather than attempting to impose a tax on the community that has not been given with the communities approval and consent, the matter would be placed in the deciding hands of the voters. Especially given recent tax increase proposals by local government without voter consent as well as Cherriot's own history with attempted tax increases which were sent to vote and which failed, anything less would come across as not only in poor taste, but also unethical and disingenuous. Please allow the community as a whole to decide if the tax is right for our households and communities.

Sincerely,

- Grant Foster

Dear Board of Cherriots:

It has come to my attention that you plan to vote to raise the payroll taxes of the businesses in your service area.

I can hardly believe you are considering adding another burden to the employers and employees who are the foundation of support for you and others working for the state. The State of Oregon is the largest employer in the state! They have the most money available, not the small businesses and working people.

If you really need an increase in funds, consider:

Downsizing the board at Cherriots and management. Government should be small and lean. There are too many people at the top making good money and it sickens me to hear that they want to pick the pocket of those worker bees making barely enough to get by in life.

Charging EVERYONE who rides the bus the same fee. If I understand correctly, the homeless have their tickets paid for by the working citizens of Oregon through the state.

Showing respect and honor to both business owners and their employees by refusing to increase payroll taxes without their approval via state voting ballot.

Encouraging the State of Oregon to find the money within their individual budgets and share the added expense.

Please do the right thing.

Respectfully,

Janet Wallace
Salem, OR



City of Keizer

Phone: (503) 390-3700 • Fax: (503) 393-9437
930 Chemawa Rd. N.E. • P.O. Box 21000 • Keizer, OR 97307-1000

Mayor Cathy Clark

Councilor Marlene Parsons

Councilor Kyle Juran

Councilor Lore Christopher

Council President Shaney Starr

Councilor Soraida Cross

Councilor Dan Kohler

August 22, 2025

Board of Directors
Salem Area Mass Transit District
555 Court St NE, Suite 5230
Salem, OR 97301

Re: Opposition to the Proposed Payroll Tax

To the Board of Directors,

We would like to begin by expressing our great appreciation for the essential role the Salem Transit District (also known as Cherriots) fills in our community. We know that you provide great service and that your riders appreciate that service. At its meeting on August 18, 2025, the Keizer City Council voted to write a letter expressing opposition to the Cherriots proposed .007% employer paid payroll tax.

The tax is a burden on employers that could ultimately impact workers compensation and charitable giving. Employers are still recovering from stinging inflation and market uncertainty. We fear this will have detrimental effects on businesses of all sizes.

From the Keizer City Council's perspective Cherriots has not made a clear and convincing case for immediate funding. We would welcome data that validates the use of the current system, data that shows the demand for expanding service, and a financial plan based on the current fund balance.

The Keizer City Council feels strongly that a levy should go to the voters, not from an appointed board where there is no recourse for decisions. This is particularly important since the last attempt for a payroll tax was soundly defeated in 2015. Cherriots should make their case to the voters and allow them to determine the services for which they are willing to pay.

Respectfully,

On behalf of the Keizer City Council,

“Pride, Spirit and Volunteerism”



SALEM AREA MASS TRANSIT DISTRICT
BOARD OF DIRECTORS MEETING & BUDGET HEARING
Thursday, July 24, 2025

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a. June 26, 2025 Board Meeting	
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I move that the Board accept the 2025 ODOT Compliance Report	4
I move that the Board authorize the General Manager to enter into a contract with Genfare, LLC for the delivery of a Fare Collection System replacement and approve a project budget amount not exceed \$2,545,919	5
I move that the Board approve the donation of surplus parts to the diesel technologies program at Chemeketa Community College	5
I move that the Board approve the three-year labor agreement with ATU 757 for the period of July 1, 2025, through June 30, 2028	6
I move to increase the General Managers compensation with a 3.5% merit increase and include and additional 40 hours of vacation time to be used during the current fiscal year	7



SALEM AREA MASS TRANSIT DISTRICT

BOARD MEETING MINUTES

Thursday, July 24, 2025 at 5:30 p.m.

ATTENDEES: President Hinojos Pressey | Directors Joaquín Lara Midkiff | Ramiro Navarro Jr. | Sadie Carney | Ian Davidson | Sara Duncan | Bill Holmstrom

STAFF: GM Allan Pollock | DGM David Trimble | CSO Cliff Carpentier | CFO Denise LaRue | CELRO Jaél Rose | CPDO Shofi Azum | COO Tom Dietz | Senior Manager, Project & Contract Administration Melissa Kidd | Maintenance Manager Zach Leeth |

Strategic Initiatives Administrator Bobbi Kidd Executive Assistants Crisandra Williams | Kirra Pressey

GUEST: CFM Partner Dale Penn | CFM State Affairs Counsel Waylon Buchan | Legal Counsel Sara Sayles

1. CALL TO ORDER

A. Note of Attendance for a Quorum

President Hinojos Pressey called the meeting to order at 5:30 p.m. with a quorum present. The Board recessed into Executive Session pursuant to ORS 192.660(2)(d), (3), and (4) and reconvened at 5:55 p.m.

B. Safety Minute

GM Pollock presented the safety moment, highlighting the value of safety minutes.

C. Announcements | Changes to Agenda:

President Hinojos Pressey noted that Item 8.F would be deferred to the end of the meeting, following a recess into Executive Session pursuant to ORS 192.660(2)(i) and subsequent reconvening.

2. OATH OF OFFICE

A. Officer Elections

President Hinojos Pressey opened nominations for Board President. Director Davidson nominated Maria Hinojos Pressey, and with no other nominations, nominations were closed. With only one nominee, Director Hinojos Pressey was elected by acclamation.

President Hinojos Pressey opened nominations for Board Vice-President. Director Duncan nominated Ian Davidson, and with no other nominations, nominations were closed. With only one nominee, Director Davidson was elected by acclamation.

President Hinojos Pressey opened nominations for Board Secretary. President Hinojos Pressey nominated Sara Duncan, and with no other nominations, nominations were closed. With only one nominee, Director Duncan was elected by acclamation.

President Hinojos Pressey opened nominations for Board Treasurer. Director Davidson nominated Sadie Carney, and with no other nominations, nominations were closed. With only one nominee, Director Carney was elected by acclamation.

B. Newly elected officers take the Oath of Office



Following elections, newly reappointed officers took the oath of office for terms ending June 30, 2027.

C. Board Committee Review

President Hinojos Pressey reminded Directors to submit their requests for Board committee assignments.

3. PRESENTATIONS

A. 2025 State Legislative Session Report

Presenter: CFM Partner Dale Penn & CFM State Affairs Counsel Waylon Buchan

Agenda Packet: Pg. 5-15

CFM Partner Penn presented an overview of the 2025 State Legislative Session, highlighting the HB 2025 Transportation Package, major budget discussions, and other key issues impacting public transit. An additional special session is anticipated later this year.

4. PUBLIC COMMENT

A. ATU's Executive Board Officer Mikel Burke provided public comment regarding the Collective Bargaining Agreement.

B. Tyler McCulley provided public comment for the Boards consideration and review.

5. CONSENT CALENDAR

A. Approval of Minutes

- i. June 26, 2025 Board Meeting
- ii. July 10, 2025 Work Session

B. Routine Business Items - None

Action			
Motion:	I move to approve the Consent Calendar as presented, with the exception Item 7.B.ii.		
Motion by:	Director Bill Holmstrom	Second:	Director Ian Davidson
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 7-0			

6. ITEMS DEFERRED FROM CONSENT CALENDAR - None



7. ACTION ITEMS

A. Accept the Preliminary FY2025 Financial Report

Presenter: CFO Denise LaRue

Agenda Packet: Pg. 24-30

CFO LaRue presented the Year-End Preliminary FY25 Financial Report, highlighting the General Fund revenues, Transportation Programs Fund revenues, and Capital Projects Fund.

Action			
Motion:	I move the Board accept the FY2025 preliminary year-end financial report as presented.		
Motion by:	Director Ian Davidson	Second:	Director Joaquín Lara Midkiff
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 7-0			

B. Accept the ODOT Compliance Monitoring Program Results

Presenter: CFO Denise LaRue

Agenda Packet: Pg. 31-47

CFO LaRue presented the results of the recent ODOT Compliance Review, which assesses adherence to state and federal requirements for public transportation agencies. The District received no findings in the 2025 review, maintaining its record from the 2021 review.

Action			
Motion:	I move that the Board accept the 2025 ODOT Compliance Report.		
Motion by:	President Maria Hinojos Pressey	Second:	Director Sadie Duncan
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 7-0			

C. Award of Contract for Farebox Replacement

Presenter: COO Tom Dietz

Agenda Packet: Pg. 48-49



COO Dietz provided an update on the District's Fare Collection System Replacement project. Following a competitive RFP process, Genfare, LLC was selected to provide a new system that will integrate with Umo and improve the rider experience.

Action			
Motion:	I move that the Board authorize the General Manager to enter into a contract with Genfare, LLC for the delivery of a Fare Collection System replacement and approve a project budget amount not exceed \$2,545,919.		
Motion by:	Director Sara Duncan	Second:	Director Joaquín Lara Midkiff
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 7-0			

D. Approval of Asset Donation

Presenter: Maintenance Manager Zach Leeth

Agenda Packet: Pg. 50-52

Maintenance Manager Leeth reported on the District's partnership with Chemeketa Community College's Diesel Technology and CDL programs. As part of this collaboration, the District will donate surplus equipment to support student training and strengthen workforce development opportunities in public transportation.

Action			
Motion:	I move that the Board approve the donation of surplus parts to the diesel technologies program at Chemeketa Community College.		
Motion by:	Director Joaquín Lara Midkiff	Second:	Director Ramiro Navarro Jr.
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 7-0			

E. Labor Negotiations

Presenter: CELRO Jaél Rose

Agenda Packet: Pg. 31-47

CELRO Rose discussed the labor agreement between ATU 757 and the District, noting it expired June 30, 2025, and successor negotiations began January 27, 2025. A three-year



Tentative Agreement was reached May 30, 2025, ratified by 93% of members, and is now before the Board for approval, retroactive to July 1, 2025.

Action			
Motion:	I move that the Board approve the three-year labor agreement with ATU 757 for the period of July 1, 2025, through June 30, 2028.		
Motion by:	President Hinojos Pressey	Second:	Director Sara Duncan
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 7-0			

F. GM Performance Evaluation & Compensation (MOVED TO ITEM 10)

8. **INFORMATIONAL REPORTS**

A. Service Change Briefing for September 2025

Presenter: Planning Manager Chris French

Service Planning Manager French presented the September 2025 Service Change Briefing, highlighting route, stop, and schedule adjustments to improve reliability and access. Local and Regional routes will implement select changes, including new and relocated stops, with holiday service modifications for Cherriots Local and LIFT.

B. Creating Community Connections Project Update

Presenter: CELRO Jaél Rose

CELRO Rose provided a brief update on the CCC Project, highlighting the team's progress on the engagement stage.

9. **REPORTS**

A. GENERAL MANAGER'S REPORT

General Manager Pollock thanked staff and the ATU for the successful negotiation of the collective bargaining agreement. He also highlighted recent press releases on the TransDASH awards and reported the successful completion of both the ODOT Compliance Review and the Triennial Review.

COO Dietz reported on the Avail User Conference and highlighted that Cherriots received the Pioneer Rider Award.

B. BOARD OF DIRECTORS REPORT

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

10. **ADDITIONAL ACTION ITEM**



GM Performance Evaluation & Compensation (MOVED TO ITEM 10)

Presenter: CFO Denise LaRue

Agenda Packet: Pg. 31-47

The Board recessed into Executive Session pursuant to ORS 192.660(2)(i) and reconvened at 9:30 p.m.

In July 2025, the General Manager completed a self-evaluation, and the Board completed individual evaluations. On July 24, 2025, the Board reviewed the composite results in executive session, considered a potential compensation adjustment, and reached a decision, as noted below. (It was noted that Director Navarro was absent for the remainder of the meeting.)

Action			
Motion:	I move to increase the General Managers compensation with a 3.5% merit increase and include an additional 40 hours of vacation time to be used during the current fiscal year.		
Motion by:	Director Ian Davidson	Second:	Director Joaquín Lara Midkiff
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Carney, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 6-0			

11. ADJOURN

President Hinojos Pressey adjourned the meeting at 9:33 p.m.

Respectfully Submitted

Maria Hinojos Pressey, Board President



SALEM AREA MASS TRANSIT DISTRICT

BOARD EXECUTIVE SESSION MINUTES

Thursday, July 24, 2025 at 5:33 p.m.

ATTENDEES: President Maria Hinojos Pressey | Directors Joaquín Lara Midkiff | Ramiro Navarro Jr. | Sadie Carney | Ian Davidson | Sara Duncan | Bill Holmstrom
STAFF: GM Allan Pollock | DGM David Trimble | CELRO Jaél Rose | COO Tom Dietz
GUEST: Legal Counsel Adam Collier (Virtual) | Legal Counsel Sara Sayles (Virtual)

1. CALL TO ORDER

A. Note of Attendance for a Quorum

President Hinojos Pressey called the meeting to order at 5:33 p.m.

Attendance was noted.

2. STATEMENT

The Salem Area Mass Transit District (District) Board of Directors will meet in executive session to conduct deliberations with persons designated by the governing body to carry on labor negotiations ORS 192.660 (2)(d), (3), & (4).

While conducting deliberations with persons designated by the governing body to carry on labor negotiations, the governing body may not use the executive session to conduct a general evaluation of an agency goal, objective or operations or any directive to personnel concerning agency goals, objective, operations, or programs.

In accordance with ORS 192.660(4) and (5), only staff members designated by the Board of Directors may attend the executive session. Staff and Board members are respectfully directed not to report on any of the discussions that occur during the session, except to state the general subject as previously announced. Any materials distributed will be collected at the end of the session.

No final action or decision may be taken in executive session.

3. LABOR NEGOTIATION DELIBERATION

4. ADJOURN

President Hinojos Pressey adjourned the meeting at 5:52 p.m.

Respectfully Submitted

Maria Hinojos Pressey, Board President



SALEM AREA MASS TRANSIT DISTRICT

BOARD EXECUTIVE SESSION MINUTES

Thursday, July 24, 2025 at 8:06 p.m.

ATTENDEES: President Maria Hinojos Pressey | Directors Joaquín Lara Midkiff | Sadie Carney | Ian Davidson | Sara Duncan | Bill Holmstrom Absent: Director Ramiro Navarro Jr
STAFF: GM Allan Pollock (9:27-9:29 p.m.) | CELRO Jaél Rose | Executive Assistant Kirra Pressey
GUEST: Legal Counsel Sara Sayles (Virtual)

1. CALL TO ORDER

A. Note of Attendance for a Quorum

President Hinojos Pressey called the meeting to order at 8:06 p.m.

Attendance was noted.

2. STATEMENT

The Salem Area Mass Transit District (District) Board of Directors will meet in executive session to review and evaluate the employment-related performance of the chief executive officer who does not request an open hearing pursuant to ORS 192.660(2)(i).

While evaluating the chief executive officer, the governing body may not use the executive session to conduct a general evaluation of an agency goal, objective or operations or any directive to personnel concerning agency goals, objective, operations, or programs.

In accordance with ORS 192.660(4) and (5), attendance is limited to news media representatives and staff designated by the Board. News media representatives, staff and Board members are respectfully directed not to report on any of the discussions that occur during the session, except to state the general subject as previously announced. Any materials distributed will be collected at the end of the session.

No final action or decision may be taken in executive session.

3. EVALUATION OF THE CHIEF EXECUTIVE OFFICER

4. ADJOURN

President Hinojos Pressey adjourned the meeting at 9:29 p.m.

Respectfully Submitted

Maria Hinojos Pressey, Board President



SALEM AREA MASS TRANSIT DISTRICT
BOARD WORK SESSION MINUTES

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

ATTENDEES: President Maria Hinojos Pressey | Directors Joaquín Lara Midkiff (Virtual) | Ian Davidson | Sara Duncan | Bill Holmstrom Absent: Directors Ramiro Navarro Jr. | Sadie Carney
STAFF: GM Allan Pollock | DGM David Trimble | CSO Cliff Carpentier | CFO Denise LaRue | CELRO Jaél Rose | CPDO Shofi Ull Azum | COO Tom Dietz | Executive Assistants Crisandra Williams | Kirra Pressey
GUEST: Baker Tilly Special Advisor Bob Leland

1. CALL TO ORDER

- A. Note of Attendance for a Quorum
President Hinojos Pressey called the meeting to order at 5:30 p.m.
Attendance was noted.
- B. Safety Minute
General Manager Pollock presented the safety moment, highlighting water safety tips to keep families safe this summer.
- C. Announcements | Changes to Agenda: None

2. PRESENTATIONS

- A. Long Range Financial Forecast
Presenter: Baker Tilly Consultant Bob Leland
Agenda Packet: Pg. 3
Baker Tilly Special Advisor Leland presented the Long-Range Financial Forecasting Model, developed under a July 2024 contract with the District. The model used historical data to provide a forward-looking view of fiscal challenges and potential solutions for the District and is intended to serve as a lasting resource for long-term financial planning.

3. DISCUSSIONS

- A. Creating Community Connections Service Enhancement Discussion
Presenter: GM Allan Pollock, CELRO Jaél Rose, CPDO Shofi Azum
CELRO Rose discussed past and upcoming outreach tabling events. She also addressed current Marketing staffing challenges and strategies being implemented to mitigate them.

CPDO Azum presented the survey results received to date, along with the outreach being done to ensure the survey reaches a wide demographic.

GM Pollock discussed the details of the Ordinance and sought guidance on elements to include, such as the rate, whether it will be fixed or incremental, and the start date.



4. GENERAL MANAGER COMMENTS/REPORTS

- A. Upcoming Agenda Items
- B. Board Calendar

GM Pollock reviewed the upcoming agenda and calendar items.

5. ADJOURN

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

Respectfully Submitted

Maria Hinojos Pressey, Board President



BOARD MEETING MEMO

Agenda Item 4.B.I

To: Board of Directors

From: Karen Garcia, Security and Emergency Management Manager
Cliff Carpentier, Chief Safety Officer

Thru: Allan Pollock, General Manager

Date: August 28, 2025

Subject: Fiscal Year 2025 Quarter 4 (FY25 Q4) National Transit Database (NTD)
Reportable Assault Data

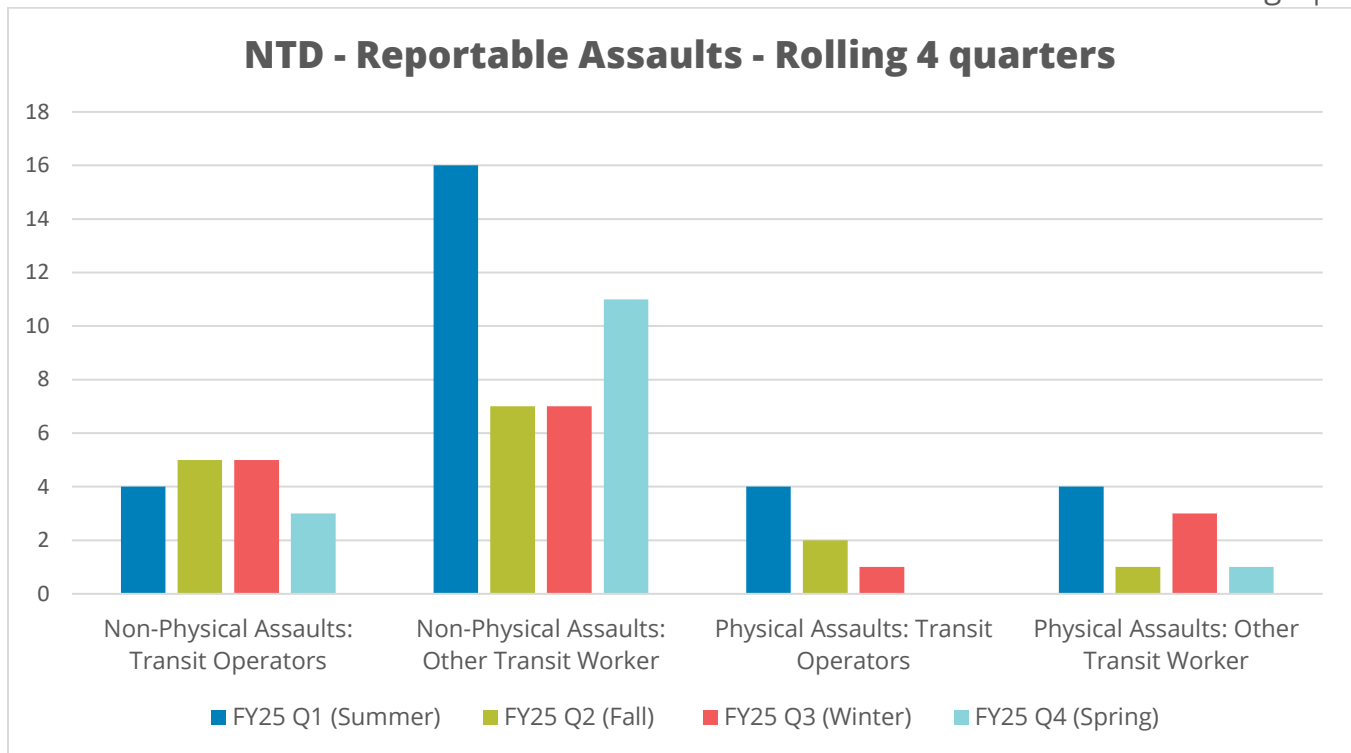
ISSUE

Shall the Board receive the FY25 Q4 NTD reportable assault data?

BACKGROUND AND FINDINGS

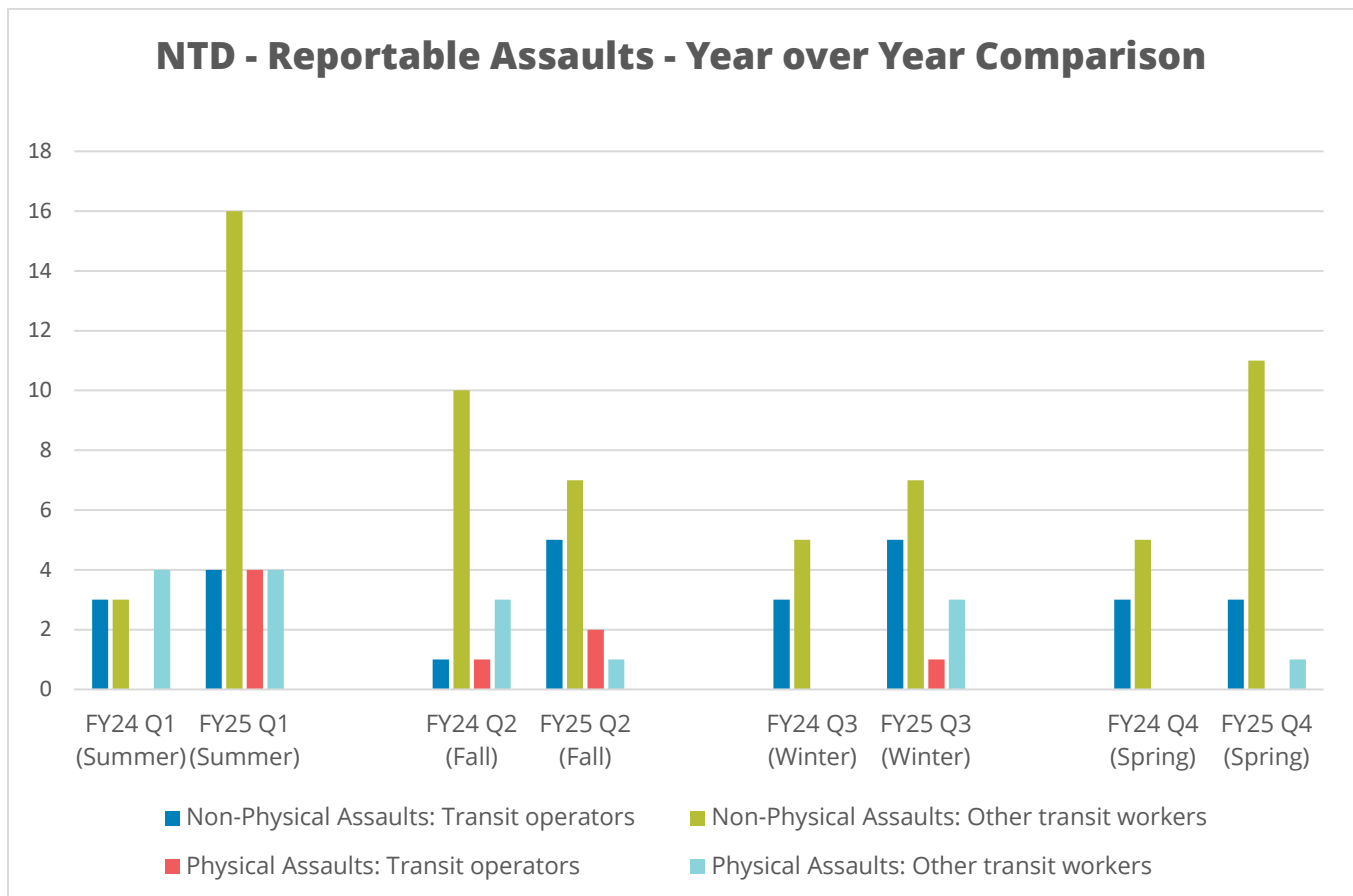
The chart below shows reportable non-physical and physical assaults on transit operators and other transit workers for the last four quarters.

Rolling Four Quarters	Non-Physical Assaults: Transit Operators	Non-Physical Assaults: Other Transit Workers	Physical Assaults: Transit Operators	Physical Assaults: Other Transit Workers	Total
FY25 Q1 (Jul-Sep)	4	16	4	4	28
FY25 Q2 (Oct-Dec)	5	7	2	1	15
FY25 Q3 (Jan-Mar)	5	7	1	3	16
FY25 Q4 (Apr-Jun)	3	11	0	1	15
Total	17	41	7	9	74



The below chart shows reportable non-physical and physical assaults on transit operators and other transit workers comparing each quarter of FY2024 to the same quarter of FY2025.

FY2024 Compared to FY2025	Non-Physical Assaults: Transit Operators	Non-Physical Assaults: Other Transit Workers	Physical Assaults: Transit Operators	Physical Assaults: Other Transit Workers	Total
FY24 Q1 (Jul-Sep)	3	3	0	4	10
FY25 Q1 (Jul-Sep)	4	16	4	4	28
FY24 Q2 (Oct-Dec)	1	10	1	3	15
FY25 Q2 (Oct-Dec)	5	7	2	1	15
FY24 Q3 (Jan-Mar)	3	5	0	0	8
FY25 Q3 (Jan-Mar)	5	7	1	3	16
FY24 Q4 (Apr-Jun)	5	9	4	4	22
FY25 Q4 (Apr-Jun)	3	11	0	1	15



Summary of reportable events for FY25 Quarter 4.

Cherriots Local:

- Non-Physical Assaults: Transit Operators
 - 4/9: A rider onboard the bus approached the operator during the trip, making comments about the operator adjusting the mirror in order to “watch” the rider. The operator asked the rider if they wanted off the bus. The rider responded by saying “We’re going to have a problem if you try to kick me off the bus.” The rider then escalated and started yelling at the operator.
 - 5/23: Security reported that a rider verbally threatened a transit operator by saying “I’m gonna beat your ass” while the bus was at the Keizer Transit Center.
 - 6/21: The transit operator asked a rider to take their feet off the seat. The rider became verbally abusive, requiring the operator to request a police response to the bus.

- Non-Physical Assaults: Other Transit Workers
 - 4/7: A security officer contacted a rider about smoking in an undesignated area. The rider refused and became argumentative. When security attempted to issue a written exclusion, the rider escalated saying “Why don’t you fight me like a man...?” The rider was verbally excluded and departed the property. Shortly thereafter, the rider returned to the property. A different security officer contacted them about trespassing. The rider escalated and said “I will beat anyone’s ass that tries to remove me.” (This event was counted as two non-physical assaults)
 - 4/14: An excluded rider was contacted for trespassing. The rider escalated and refused to leave. While security was on the phone with the 911 dispatcher, the rider threatened to “kick their ass.”
 - 4/21: A security officer contacted a rider who was squatted down with their pants down and had defecated on the property. Security approached the rider and issued a verbal exclusion. The rider responded saying “I’ll shoot you in the head” before walking off property.
 - 4/30: A physical altercation occurred at the Downtown Transit Center. Security officers responded and broke up the fight, ordering the participants to leave the property. One rider threatened a security officer saying “I’ll kick your ass too” as they walked off property.
 - 5/14: Security received a report of a rider sleeping in a stall in the public restroom. The rider was told to wake up and leave the property. The rider threatened two security officers, saying “I will kick both of your asses.” (Counted as two non-physical assaults. Also involved one physical assault against other transit worker.)
 - 5/16: Security made contact with a rider, asking which route they intended to catch. The rider was immediately aggressive and told the security officer “I will f*** you up.”
 - 5/16: A rider who had threatened a security officer earlier in the day returned several hours later and verbally threatened the security officer at Keizer Transit Center.
 - 6/21: Security approached a rider who was smoking at Keizer Transit Center in an undesignated area. The rider then boarded a bus. Security asked the rider to step off the bus. The rider responded with “I should beat your ass.”

- 6/24: Security conducted a random check of the restroom at the Downtown Transit Center. A rider inside became aggressive, threatening to break the security officer's neck.
- Physical Assaults: Transit Operators
 - None
- Physical Assaults: Other Transit Workers
 - 5/14: Security officers told a rider who was sleeping in the public restroom to wake and leave the property. The rider verbally threatened security officer, then spat in one officer's face. (Also involved two non-physical assaults against other transit workers.)

FINANCIAL IMPACT

None

RECOMMENDATION

Staff recommends the Board accept the FY25 Q4 reportable assault data.

PROPOSED MOTION

I move the Board accept the FY25 Q4 reportable assault data.



BOARD MEETING MEMO

Agenda Item 6.A

To: Board of Directors
From: Tom Dietz, Chief Operations Officer
Thru: Allan Pollock, General Manager
Date: August 28, 2025
Subject: Del Webb Charging – Phase 2

ISSUE

Shall the Board authorize the General Manager to enter into a contract with Puget Sound Solar, LLC, an authorized provider of ChargePoint, Inc. for the purchase of depot charging equipment with a project amount not to exceed \$ 771,913?

BACKGROUND AND FINDINGS

This phase of the electrification project is located at the Del Webb Operations Headquarters and includes planning and purchasing of chargers for the Battery Electric Bus (BEB) fleet.

To maintain site integrity, existing, NEPA/SHPO-approved conduits and mountings will be used without digging or modifying the current drive area or walkways. The project is scheduled with a five-week completion timeline, including delivery of the equipment. This acquisition expands infrastructure capacity rather than replacing any existing components, ensuring the District's charging capability aligns with the fleet's growth. This expansion will allow the District to operate its BEB fleet efficiently and sustainably, enhancing fleet operations without significant site impact.

The solicitation for all installations, including connecting power blocks 7-10 and wiring bus chargers 13-20 to the switchgear will be forthcoming and will be paid for with the remainder of the funding after the depot charging equipment is purchased.

FINANCIAL IMPACT

Funding for this project will include Congestion Mitigation Air Quality (CMAQ) funds flexed to FTA 5307 and local general fund match.

Fund Source	Grant Percentage	Match Percentage	Grant Amount	Match Amount	Total
FTA CMAQ/5307	80%	20%	\$617,530	\$154,383	\$771,913

RECOMMENDATION

Staff recommends that the Board authorize the General Manager to enter into a contract with Puget Sound Solar, LLC, an authorized provider of ChargePoint, Inc for the purchase of depot charging equipment with a project amount not to exceed \$771,913.

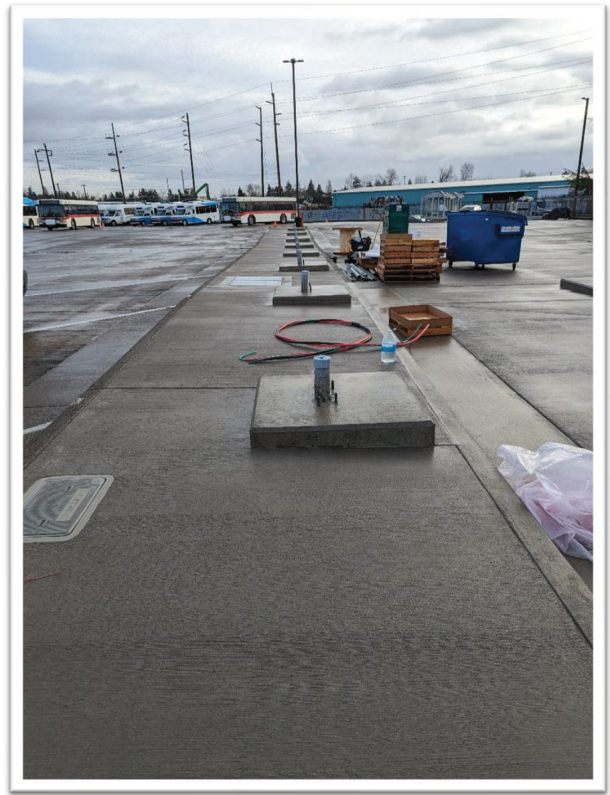
PROPOSED MOTION

I move that the Board authorize the General Manager to enter into a contract with Puget Sound Solar, LLC, an authorized provider of ChargePoint, Inc for the purchase of depot charging equipment with a project amount not to exceed \$771,913 (seven hundred seventy-one thousand, nine hundred thirteen dollars).

Operations Headquarters

Depot Charging Infrastructure – Phase 2





Specifications

- Four (4) Distribution Blocks, which power
 - Each distribution block is 200 kW
- Eight (8) Dispensers
 - Each dispenser is 180 kWh
 - Can plug into either side of the BEB
- Phase 2 will complete Electric Avenue
 - 20 plug-in chargers



To: Board of Directors
From: Zach Leeth, Maintenance Manager
Tom Dietz, Chief Operations Officer
Thru: Allan Pollock, General Manager
Date: August 28, 2025
Subject: Yard Tug Purchase

ISSUE

Shall the Board authorize the General Manager to enter into contract with Kirks Transit Fleet Equipment for the purchase of a transit bus pusher or yard tug for a price not to exceed \$147,375?

BACKGROUND AND FINDINGS

With the addition of battery electric buses (BEB), the District has been adapting to new processes and technologies. While towing a disabled bus is not new to the District, BEBs require a different approach than diesel or RNG buses. Currently, the District coordinates with a semi-truck and low-boy flatbed trailer from Portland when a BEB becomes inoperable on route. This process is costly and takes several hours for the tow rig to arrive in Salem.

To address this challenge, the District has purchased a purpose-built tow bar, made for flat towing a BEB, and Staff began researching specialized equipment designed to connect to the tow bar and move a BEB (approx. 40,000 lbs.), after initially exploring options within the District's existing shop fleet. This search led them to the aviation industry, where massive aircraft are routinely pushed and pulled. Through this research, staff discovered the Eagle brand of pushers/pullers, including a model specifically designed with transit coaches in mind.

This vehicle, the Yard Tug, is a fully enclosed cab, all-wheel drive, pusher/puller that can push/pull up to 50,000 lbs. in inclement weather conditions and more in dry conditions. It has a heated cab, air compressor, tool box, and can support a snowplow blade, if desired. Staff investigated an all-electric version of this vehicle; however, it was cost prohibitive and had limited range due to the weight being moved. The lead-time for this vehicle could be up to 42 weeks.

FINANCIAL IMPACT

Funding for this project will include FTA 5307 funds and local general fund match. There will be no licensing associated with this vehicle as it will not be used on any public roadways.

Fund Source	Grant Percentage	Match Percentage	Grant Amount	Match Amount	Total
FTA 5307	80%	20%	\$117,900	\$29,475	\$147,375

RECOMMENDATION

Staff recommend the Board authorize the General Manager to enter into contract with Kirks Transit Fleet Equipment for the purchase of a transit bus pusher (yard tug) for a price not to exceed \$147,375.

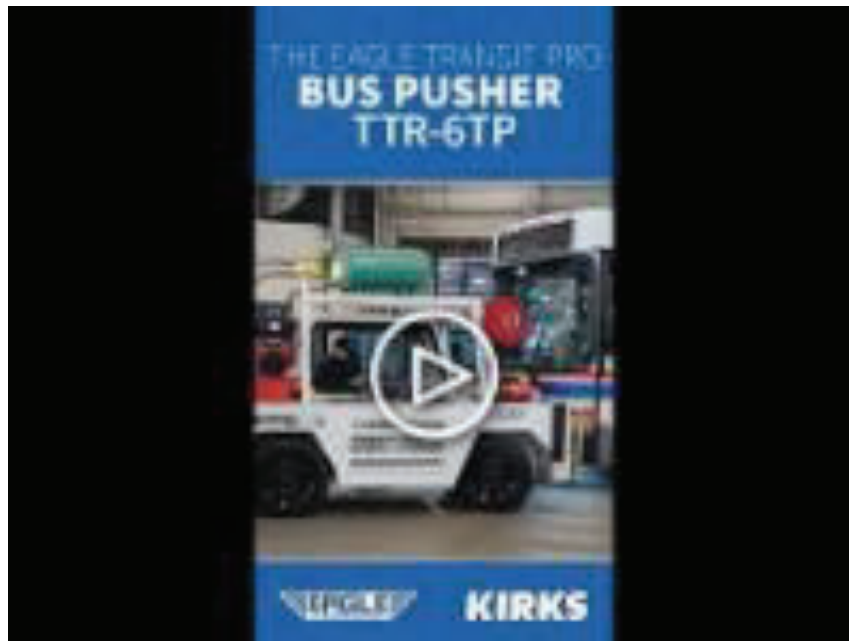
PROPOSED MOTION

I move that the Board authorize the General Manager to enter into contract with Kirks Transit Fleet Equipment for the purchase of a transit bus pusher or yard tug for a price not to exceed \$147,375 (one hundred forty-seven thousand, three hundred seventy-five dollars).

Eagle TTR-6TP

aka Yard Tug



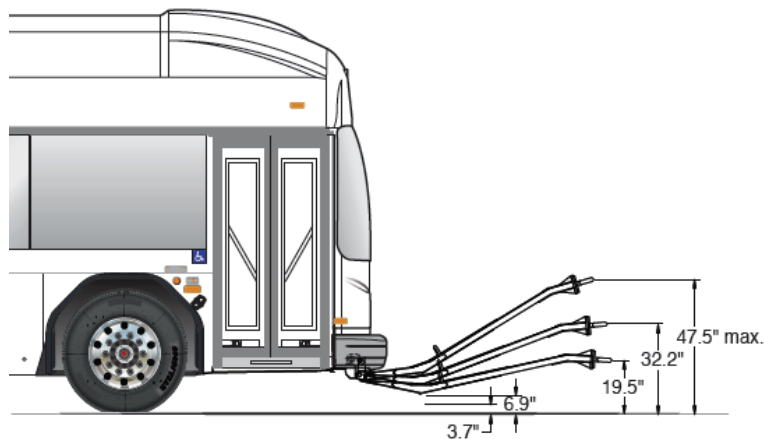


Specifications

The Eagle TTR-6TP, also known as the Transit Pro, is a low-profile, all-wheel-drive aircraft tug designed for moving heavy loads, especially in challenging conditions like snow and ice. It boasts a towing capacity of up to 85,000 lbs (38,555 kg) and a drawbar pull of 6,000 lbf (26.9 kN). The TTR-6TP features a Tier 4 compliant, three-cylinder diesel engine, all-wheel-drive, and a specialized operator compartment for enhanced visibility.



Gillig Tow Bar





BOARD MEETING MEMO

Agenda Item 6.C

To: Board of Directors
From: Denise LaRue, CFO
Thru: Allan Pollock, General Manager
Date: August 28, 2025
Subject: Federal Transit Administration (FTA) Triennial Review Final Report

ISSUE

Shall the Board accept the 2025 FTA Triennial Report?

BACKGROUND AND FINDINGS

The District recently participated in the FTA Triennial Review, which is an assessment of the District's compliance with Federal Requirements. Completion of the Triennial Review is required at least once every 3 years, evaluating the District specifically in the areas of compliance with statutory and administrative requirements. The review consists of compliance in 23 areas. The review is completed in partnership by a contracted, experienced review firm by FTA and the staff of the FTA regional office.

The Triennial Review includes a pre-review assessment, a desk review and scoping meeting with the FTA regional office, and a site visit here with District staff. In total, this review takes months of preparation, providing requested documentation and answering extensive questions.

The District is proud to announce that there were no findings as a result of this review. This is quite an accomplishment for the District and staff. In FTA Region 10 which we are a part of, there are 44 agencies who are subject to a Triennial Review or State Management Review. Because this is a review completed every 3 years, there were 15 reviews completed from our region during this review cycle. We were one of three districts that completed the process with no findings. This speaks highly to the work that our staff do on a daily basis to remain compliant with federal regulations, and the support that staff receives from leadership and our Board of Directors.

The final report is attached.

FINANCIAL IMPACT

None

RECOMMENDATION

Staff recommends the Board accept the 2025 Federal Transit Administration Triennial Review Report.

PROPOSED MOTION

I move that the Board accept the 2025 Federal Transit Administration Triennial Review Report.



U.S. Department
of Transportation
**Federal Transit
Administration**

REGION X
Alaska, Idaho, Oregon,
Washington

915 Second Avenue
Federal Bldg. Suite 3192
Seattle, WA 98174-1002
206-220-7954
206-220-7518 (fax)

August 18, 2025

Ms. Maria Hinojos Pressey
President, Board of Directors
Salem Area Mass Transit District
555 Court St, STE 5230
Salem, OR 97301-3980

Re: Fiscal Year FY2025 Triennial Review– Final Report

Dear Ms. Pressey:

I am pleased to provide you with a copy of this Federal Transit Administration (FTA) final report which documents the results of FTA fiscal Year (FY) 2025 Triennial Review of the Salem Area Mass Transit District (SAMTD) in Salem, Oregon. Although not an audit, the Triennial Review, as required by 49 U.S.C. Chapter 53, is the FTA's assessment of SAMTD's compliance with Federal requirements, determined by examining a sample of award management and program implementation practices. As such, the Triennial Review is not intended as, nor does it constitute, a comprehensive and final review of compliance with program funding requirements.

Due to the Coronavirus 2019 (COVID-19) Public Health Emergency, the review was expanded to address SAMTD's compliance with the administrative relief and flexibilities FTA granted and the requirements of the COVID-19 relief funds received through the Coronavirus Aid, Relief, and Economic Security (CARES) Act, Coronavirus Response and Relief Supplemental Appropriations Act (CRRSAA) of 2021, and the American Rescue Plan (ARP) Act of 2021.

The Triennial Review focused on SAMTD's compliance in 23 areas. No deficiencies were found in any area.

Thank you for your cooperation and assistance during this Triennial Review. If you need any technical assistance or have any questions, please do not hesitate to contact Mr. Ryan Hammon, Lead Transportation Program Specialist, by email at Ryan.Hammon@dot.gov.

Sincerely,

SUSAN KAY FLETCHER

Digitally signed by SUSAN KAY
FLETCHER

Date: 2025.08.18 07:55:28 -07'00'

Susan Fletcher, P.E.
Regional Administrator

Enclosure:

cc:

Allan Pollock, SAMTD
Peggy Greene, SAMTD
Ryan Hammon, FTA, Region 10
Jim Buckley, Tuba Group

FINAL REPORT

FISCAL YEAR 2025
TRIENNIAL REVIEW

Of

**Salem Area Mass Transit District
(SAMTD)
Salem, OR
Recipient ID #1740**

Performed for:

**U.S. DEPARTMENT OF TRANSPORTATION
FEDERAL TRANSIT ADMINISTRATION
REGION 10**

Prepared By:

Tuba Group, Inc.

Desk Review /Scoping Meeting Date: April 22, 2025
Site Visit Entrance Conference Date: June 4, 2025
Exit Conference Date: June 13, 2025
Draft Report Date: July 16, 2025
Final Report Date: August 18, 2025

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I. Executive Summary

This report documents the Federal Transit Administration's (FTA) Triennial Review of the Salem Area Mass Transit District (SAMTD) of Salem, Oregon. The FTA wants to ensure that awards are administered in accordance with the requirements of Federal public transportation law 49 U.S.C. Chapter 53. The review was performed by Tuba Group. During the site visit, the reviewers discussed the administrative and statutory requirements and reviewed recipient documents.

Due to the Coronavirus 2019 (COVID-19) Public Health Emergency, the FTA expanded the review to address SAMTD's compliance with the administrative relief and flexibilities that the FTA granted, and the requirements of the COVID-19 Relief funds received through the Coronavirus Aid, Relief, and Economic Security (CARES) Act, Coronavirus Response and Relief Supplemental Appropriations Act (CRRSAA) of 2021, and the American Rescue Plan (ARP) Act of 2021. The FTA also requested the SAMTD share if and/or how it suspended, deviated from, or significantly updated or altered its transit program due to the public health emergency.

1. Metric

The metrics used to evaluate whether a recipient is meeting the requirements for each of the areas reviewed are:

- Not Deficient (ND): An area is considered not deficient if, during the review, nothing came to light that would indicate the requirements within the area reviewed were not met.
- Deficient (D): An area is considered deficient if any of the requirements within the area reviewed were not met.
- Not Applicable (NA): An area can be deemed not applicable if, after an initial assessment, the recipient does not conduct activities for which the requirements of the respective area would be applicable.

2. Summary of Findings

The Fiscal Year (FY) 2025 Triennial Review focused on SAMTD's compliance in 23 areas.

Deficiencies, if any, related to the COVID-19 Relief funds have been clearly identified as part of the deficiency description in the respective review area.

No deficiencies were found with any of FTA requirements in any of these areas.

Review Area	Finding	Deficiency Code(s)		Corrective Action(s)	Response Due Date(s)	Date Closed
		Code	Description			
1. Legal	ND					
2. Financial Management and Capacity	ND					
3. Technical Capacity – Award Management	ND					
4. Technical Capacity – Program Management and Subrecipient Oversight	ND					
5. Technical Capacity – Project Management	ND					
6. Transit Asset Management	ND					
7. Satisfactory Continuing Control	ND					
8. Maintenance	ND					
9. Procurement	ND					
10. Disadvantaged Business Enterprise	ND					
11. Title VI	ND					
12. Americans with Disabilities Act (ADA) – General	ND					
13. ADA – Complementary Paratransit	ND					
14. Equal Employment Opportunity	ND					
15. School Bus	ND					
16. Charter Bus	ND					
17. Drug-Free Workplace	ND					

Review Area	Finding	Deficiency Code(s)		Corrective Action(s)	Response Due Date(s)	Date Closed
		Code	Description			
18. Drug and Alcohol Program	ND					
19. Section 5307 Program Requirements	ND					
20. Section 5310 Program Requirements	ND					
21. Section 5311 Program Requirements	NA					
22. Public Transportation Agency Safety Plan	ND					
23. Cybersecurity	NA					

II. Review Background and Process

1. Review Background

The United States Code, Chapter 53 of Title 49 (49 U.S.C. 5307(f)(2)) requires that “At least once every 3 years, the Secretary shall review and evaluate completely the performance of a recipient in carrying out the recipient’s program, specifically referring to compliance with statutory and administrative requirements...” The FTA performs this Triennial Review in accordance with its procedures (published in FTA Order 9010.1B, April 5, 1993).

The Triennial Review includes a review of the recipient’s compliance in 23 areas. The basic requirements for each of these areas are summarized in Section IV. The FTA contracts with experienced Reviewers to lead and conduct the Triennial Review, in partnership with the staff of the regional office.

This report presents the findings from the Triennial Review of the recipient. The review concentrated on procedures and practices employed since the recipient’s previous Triennial Review in 2022; however, coverage was extended to earlier periods as appropriate to assess the policies in place and the management of award funds. The specific documents reviewed and referenced in this report are available at the FTA regional office or the recipient’s location.

2. Process

The Triennial Review includes a pre-review assessment, a desk review and scoping meeting with the FTA regional office, and a site visit to the recipient’s location. The FTA expanded this review to address the recipient’s compliance with the administrative relief and flexibilities that the FTA granted, and the requirements of the COVID-19 relief funds received through CARES, CRRSAA, and ARP. The FTA also requested that the recipient share if and/or how it suspended, deviated from, or significantly updated or altered its transit program due to the public health emergency.

The FY 2025 process began with the regional office transmitting a notification of the review and a Recipient Information Request (RIR). While the recipient prepared its response to the RIR, the regional office and review team conducted a desk review and scoping meeting, respectively. Regional office staff provided electronic files as necessary to the reviewers who also accessed recipient information in the FTA electronic award management systems: Transit Award Management System (TrAMS) and Oversight Tracking System (OTrak). Following the desk review and scoping meeting, the reviewers and the recipient corresponded and exchanged information and documentation in preparation for the site visit. Prior to the site visit, the reviewer sent to the recipient an agenda package indicating the issues that would be discussed, records to be reviewed, and interviews to be conducted.

The site visit began with an entrance conference, at which the reviewers and regional staff discussed the purpose of the Triennial Review and the review process. The Reviewers conducted additional interviews and reviewed documentation to evidence the recipient’s compliance with

FTA requirements.

Upon completion of the site visit, the reviewers and the FTA regional office staff discussed any preliminary findings with the recipient, subsequently presented and provided the findings formally at the exit conference. The table below summarizes key review dates. Section V of this report lists the individuals participating in the site visit.

Process Date	Process
February 6, 2025	FTA transmittal of the Recipient Information Request (RIR)
March 20, 2025	Recipient Transmittal of RIR to Reviewers
April 22, 2025	FTA and Reviewers Scoping Meeting/Desk Review
May 18, 2025	Reviewer Transmittal of the Agenda Package
June 4, 2025	Site Visit: Entrance Conference
June 13, 2025	Site Visit: Exit Conference
July 16, 2025	FTA Transmittal of the Draft Report
August 18, 2025	Final Report to be sent to the Recipient within 45 business days from the Site Visit: Exit Conference date

III. Recipient Description

1. Organization

Salem Area Mass Transit District (SAMTD) d/b/a Cherriots, provides public transit service in the cities of Salem and Keizer, Oregon, and portions of Marion and Polk counties. SAMTD is a special Mass Transit District, established under Oregon State statute in November 1979. Its seven-member Board of Directors is appointed by the Governor, and each director must reside within the subdistrict they are appointed to represent. The board hires the General Manager who, in turn, is responsible for the day-to-day operations of SAMTD.

SAMTD operates Cherriots local fixed-route service directly and contracted with MV Transportation for the Cherriots Regional service, Americans with Disabilities (ADA) complementary paratransit (Cherriots LIFT), and the Cherriots Shop and Ride dial-a-ride service through 2022. Beginning in 2023, SAMTD has contracted with MTM Transportation for those same services. SAMTD receives Section 5311 and state funding through the Oregon Department of Transportation (ODOT) to operate its Cherriots Regional service in the rural portions of its service area. The population of SAMTD's service area is approximately 437,000.

SAMTD operates 21 local fixed routes, one local commuter express route, six regional commuter express routes, and one regional deviated-fixed route. Local fixed routes operate on all holidays except Thanksgiving Day, Christmas Day, and New Year's Day at either the Saturday or Sunday service level. Cherriots Regional does not operate on Sundays or holidays. Cherriots LIFT, SAMTD's ADA complementary paratransit service, operates the same days and hours as the local fixed-route service. Additionally, SAMTD operates the Shop and Ride dial-a-ride service for individuals who do not qualify for ADA complementary paratransit service. The adult fare on Cherriots Local service is \$1.60. A reduced fare of \$0.80 is charged to seniors aged 60 and older, people with disabilities, and Medicare cardholders. Youths between the ages of six and 18 ride fare free. The Cherriots LIFT and Shop and Ride fare is \$3.20 per ride.

SAMTD's fixed-route fleet consists of 80, low-floor 24-foot, 35-foot, and 40-foot transit buses. SAMTD operates 10 battery-electric, 37 renewable natural gas, 29 biodiesel buses, and four unleaded vehicles. The current peak requirement is 55 vehicles for Cherriots Local. The Cherriots Regional fleet consists of 10 high-floor 35-foot buses and four cutaway buses and Shop and Ride consists of three cutaway buses. Regional and Shop and Ride vehicles are equipped with ADA mobility device lifts. The Cherriots LIFT paratransit fleet consists of 34 cutaway buses and accessible vans. All revenue vehicles in the SAMTD fleet were procured with either ODOT or FTA funding. SAMTD's administrative offices are in the Courthouse Square Building adjacent to the FTA-funded Downtown Transit Center, a multi-use facility, located at 555 Court Street NE, Salem. In its 2025 Triennial Review – Salem Area Mass Transit District service hubs include downtown Salem, the West Salem Transit Center in Salem, the Chemeketa Community College Transit Center in Salem, and the Keizer Transit Center in Keizer. SAMTD's maintenance and operations are housed in the FTA-funded Cherriots Operations Headquarters in Salem. SAMTD also maintains two park and ride facilities in the Salem area, but neither of them has FTA interest.

2. Award and Project Activity

Below is a list of SAMTD's open award at the time of the review.

Award Number	Award Amount	Year Executed	Description
OR-2019-030-00	\$1,668,712	2019	FY18 STBG to 5307 and FY16 5307 ITS Systems Implementation
OR-2025-018-00	\$ 3,600,000	2025	FY 2025 STBG Flex to 5307 – Battery Electric Bus Replacements
OR-2018-009-00	\$735,001	2018	FY 18 STBG 5307 ITS, Replacement and Upgrades
OR-2021-020-00	\$500,000	2021	FY 2018 Section 5339(a) - ERP Software Project Management
OR-2022-014-00	\$1,317,800	2022	FY 2019 Section 5339(b) Discretionary - Transit Signal Priority and Real-Time Passenger Information
OR-2024-053-00	\$952,534	2024	FY 2024 CMAQ Flex to Section 5307 - Battery Electric Charging Infrastructure
OR-2022-044-00	\$7,427,838	2022	FY 2021 Section 5339(c) Discretionary - Electric Bus Procurement and Charging Infrastructure
OR-2024-013-00	\$7,748,358	2024	FY 2023 Section 5339(c) Discretionary - SAMTD Zero Emission Battery Electric Bus Replacement, Maintenance Training Equipment, Charging Infrastructure and Training
OR-2023-034-00	\$889,504	2023	FY2020 Sec 5339(a) Del Webb Maintenance Facility In-ground Hoist Replacement
OR-2025-010-00	\$487,736	2025	FY 2024 Section 5310 Shop and Ride Purchase of Service, Preventive Maintenance, and Mobility Management
OR-2025-006-00	\$5,833,818	2025	FY 2024 Section 5307 - Operating Assistance, Preventive Maintenance and ADA Paratransit Service
OR-2024-060-00	\$1,836,734	2024	FY2022-2024 Section 5339(a) Fare Collection System Replacement
OR-2021-023-00	\$1,229,330	2021	FY 2013 STBG Flex to Section 5307 - Phase 3 Bus Stops and Shelters
OR-2022-041-00	\$1,596,605	2022	FY 2019 and FY 2021 Section 5339(a) - Del Webb Fence and Exterior Security Upgrades

Projects Completed

In the past few years, SAMTD's completed the following noteworthy projects:

- SAMTD was awarded Low-No Emissions grants
- Received its first 10 battery electric buses
- Built charging infrastructure at two locations-Del Webb Maintenance facility and Keizer Transit Center.

Ongoing Projects

SAMTD is currently implementing the following noteworthy projects:

- Battery electric buses and charging infrastructure is in progress for an additional 12 battery electric buses.

Future Projects

SAMTD plans to pursue the following noteworthy projects in the next three to five years:

- South Salem Transit Center has been an ongoing project that has not yet been completed due to many challenges with selecting a site and interruption to the process due to COVID-19.
- The site selection process identified property sufficient for the project and SAMTD is now in the appraisal process prior to land acquisition. The project will include inductive charging for battery electric buses to expand the routes for these buses
- Begin the site selection process for a new transit center to serve east Salem. This project may potentially include a long-term lease of property with the intention to build a federally-funded facility.

IV. Results of the Review

1. Legal

Basic Requirement: The recipient must promptly notify the FTA of legal matters and additionally notify the USDOT Office of Inspector General (OIG) of any instances relating to false claims under the False Claims Act or fraud. Recipients must comply with restrictions on lobbying requirements.

No deficiencies were found with the FTA requirements for Legal.

2. Financial Management and Capacity

Basic Requirement: The recipient must have financial policies and procedures; an organizational structure that defines, assigns, and delegates fiduciary authority; and financial management systems in place to manage, match, and charge only allowable costs to the award. The recipient must conduct required Single Audits, as required by 2 CFR part 200, and provide financial oversight of subrecipients.

No deficiencies were found with the FTA requirements for Financial Management and Capacity.

3. Technical Capacity – Award Management

Basic Requirement: The recipient must report progress of projects in awards to the FTA and close awards timely.

No deficiencies were found with the FTA requirements for Technical Capacity – Award Management.

4. Technical Capacity – Program Management & Subrecipient Oversight

Basic Requirement: States must document and follow a public involvement process for the development of the long-range statewide transportation plan and State Transportation Improvement Program (STIP). Designated recipients of Sections 5310, 5311, and 5339 funds must develop and submit a State Management/Program Management Plan to the FTA for approval. Recipients must enter into an agreement with each subrecipient, obtain required certifications from subrecipients, report in the Federal Funding Accountability and Transparency Act Subaward Reporting System (FSRS) on subawards, and ensure subrecipients comply with the terms of the award.

No deficiencies were found with the FTA requirements for Technical Capacity – Award Management.

5. Technical Capacity – Project Management

Basic Requirement: The recipient must implement the FTA-funded projects in accordance with the award application, the FTA Master Agreement, and applicable laws and regulations using sound management practices.

No deficiencies were found with the FTA requirements for Technical Capacity – Project Management.

6. Transit Asset Management

Basic Requirement: Recipients must comply with 49 CFR part 625 to ensure public transportation providers develop and implement transit asset management (TAM) plans.

No deficiencies were found with the FTA requirements for Transit Asset Management.

7. Satisfactory Continuing Control

Basic Requirement: The recipient must ensure that FTA-funded property will remain available and used for its originally authorized purpose throughout its useful life until disposition.

No deficiencies were found with the FTA requirements for Satisfactory Continuing Control.

8. Maintenance

Basic Requirement: Recipients must keep federally funded vehicles, equipment, and facilities in good operating condition. Recipients must keep Americans with Disabilities Act (ADA) accessibility features on all vehicles, equipment, and facilities in good operating order.

No deficiencies were found with the FTA requirements for Maintenance.

9. Procurement

Basic Requirement: The non-federal entity must use its own documented procurement procedures which reflect applicable State, local, and tribal laws and regulations, and conform to applicable Federal law and the standards identified in 2 CFR Part 200. With regard to the procurement standards in 2 CFR Part 200, state recipients can use the state's overall policies and procedures, except that the state must comply with 2 CFR 200.321 (contracting with small and

minority businesses (superseded by DOT's DBE regulation)), 200.322 (domestic preferences), 200.323 (procurement of recovered materials), and 200.327 (contract provisions). States also must comply with any requirement applicable to FTA recipients by reason other than a 2 CFR Part 200 procurement standard; for example, 49 U.S.C. 5325(a) requires recipients to conduct all procurement transactions in a manner that provides full and open competition, regardless of Part 200's allowance for states to use state procedures.

No deficiencies were found with the FTA requirements for Procurement.

10. Disadvantaged Business Enterprise (DBE)

Basic Requirement: Recipients must comply with 49 CFR Part 26 to ensure nondiscrimination in the award and administration of USDOT-assisted contracts. Recipients also must create a level playing field on which DBEs can compete fairly for USDOT-assisted contracts.

No deficiencies were found with the FTA requirements for Disadvantaged Business Enterprise (DBE).

11. Title VI

Basic Requirement: The recipient must ensure that no person shall, on the grounds of race, color, or national origin, be excluded from participating in, or be denied the benefits of, or be subject to discrimination under any program or activity receiving Federal financial assistance without regard to whether specific projects or services are federally funded. The recipient must ensure that all transit services and related benefits are distributed in an equitable manner.

No deficiencies were found with the FTA requirements for Title VI.

12. Americans with Disabilities Act (ADA) – General

Basic Requirement: Titles II and III of the Americans with Disabilities Act of 1990 provide that no entity shall discriminate against an individual with a disability in connection with the provision of transportation service. The law sets forth specific requirements for vehicle and facility accessibility and the provision of service, including complementary paratransit service.

No deficiencies were found with the FTA requirements for Americans with Disabilities Act (ADA) – General.

13. ADA – Complementary Paratransit

Basic Requirement: Under 49 CFR 37.121(a), each public entity operating a fixed-route system shall provide paratransit or other special service to individuals with disabilities that is comparable to the level of service provided to individuals without disabilities who use the fixed-route system. “Comparability” is determined by 49 CFR 37.123-37.133. Requirements for complementary paratransit do not apply to commuter bus, commuter rail, or intercity rail systems.

No deficiencies were found with the FTA requirements for ADA – Complementary Paratransit

14. Equal Employment Opportunity (EEO)

Basic Requirement: The recipient must ensure that no person in the United States shall on the grounds of race, color, religion, national origin, sex, age or disability be excluded from participating in, or denied the benefits of, or be subject to discrimination in employment under any project, program or activity receiving Federal financial assistance under the Federal transit laws.

No deficiencies were found with the FTA requirements for Equal Employment Opportunity.

15. School Bus

Basic Requirement: Recipients are prohibited from providing school bus service in competition with private school bus operators unless the service qualifies and is approved by the FTA Administrator under an allowable exemption. Federally-funded equipment or facilities cannot be used to provide exclusive school bus service.

No deficiencies were found with the FTA requirements for School Bus.

16. Charter Bus

Basic Requirement: Recipients are prohibited from using the FTA-funded equipment and facilities to provide charter service that unfairly competes with private charter operators. Recipients may operate charter only when the service meets a specified exception defined in rule.

No deficiencies were found with the FTA requirements for Charter Bus.

17. Drug Free Workplace Act

Basic Requirement: Recipients are required to maintain a drug free workplace for all award-related employees; report any convictions occurring in the workplace timely; and have an ongoing drug free awareness program.

No deficiencies were found with the FTA requirements for Drug Free Workplace Act.

18. Drug and Alcohol Program

Basic Requirement: Recipients receiving Section 5307, 5309, 5311, or 5339 funds that have safety-sensitive employees must have a drug and alcohol testing program in place for such employees.

No deficiencies were found with the FTA requirements for Drug and Alcohol Program.

19. Section 5307 Program Requirements

Basic Requirement: The recipient must participate in the transportation planning process in accordance with Federal Transit Administration (FTA) requirements and the metropolitan and statewide planning regulations.

Recipients shall develop, publish, afford an opportunity for a public hearing on, and submit for approval, a program of projects (POP).

Recipients are expected to have a written, locally developed process for soliciting and considering public comment before raising a fare or carrying out a major transportation service reduction.

For fixed-route service supported with Section 5307 assistance, fares charged seniors, persons with disabilities or an individual presenting a Medicare card during off peak hours will not be more than one half the peak hour fares.

No deficiencies were found with the FTA requirements for Section 5307.

20. Section 5310 Program Requirements

Basic Requirement: Recipients must expend Section 5310 funds on eligible projects that meet the specific needs of seniors and individuals with disabilities. Projects selected for funding must be included in a locally developed, coordinated public transit-human services transportation plan. Recipients must approve all subrecipient leases of Section 5310-funded vehicles. Leases of

Section 5310-funded vehicles must include required terms and conditions. Either the recipient or subrecipient must hold the title to the leased vehicles.

No deficiencies were found with the FTA requirements for Section 5310.

21. Section 5311 Program Requirements

Basic Requirement: States must expend Section 5311 funds on eligible projects to support rural public transportation services and intercity bus transportation.

This section only applies to recipients that receive Section 5311 funds directly from FTA; therefore, the related requirements are not applicable.

22. Public Transportation Agency Safety Plan (PTASP)

Basic Requirement: Recipients must comply with the Public Transportation Agency Safety Plan (PTASP) regulation (49 CFR Part 673) to ensure public transportation providers develop and implement an Agency Safety Plan (ASP). The PTASP Final Rule published in the Federal Register April 11, 2024, became effective May 13, 2024. FTA expects transit agencies to address the regulatory changes in the new PTASP Final Rule in their next Agency Safety Plan (ASP) annual update.

FTA requires applicable recipients to certify that they have established an ASP that meets the requirements of the PTASP regulation and [49 U.S.C. 5329\(d\)](#) as part of the annual Certifications and Assurances for FTA grants and cooperative agreements. FTA notes that per [49 U.S.C. 5307\(c\)\(1\)\(L\)](#), this certification is a required condition of receiving section 5307 funding (though noncompliance can impact access to Section 5307 funding as well as other grant funds where 5307 requirements apply). FTA monitors these certifications in its Transit Award Management System (TrAMS).

No deficiencies were found with the FTA requirements for Public Transportation Agency Safety Plan.

23. Cybersecurity

Basic Requirement: Recipients that operate rail fixed guideway public transportation systems must certify compliance with the requirements for establishing a cybersecurity process under 49 U.S.C. § 5323(v), a new subsection added by the National Defense Authorization Act for Fiscal Year 2020, Pub. L. 116-92, § 7613 (Dec. 20, 2019).

This section only applies to recipients that operate rail fixed guideway public transportation systems; therefore, the related requirements are not applicable.

V. Attendees

Name	Title	Phone Number	E-mail Address
<i>Salem Area Mass Transit District (SAMTD)</i>			
Allan Pollock	General Manager	503-361-2550	allan.pollock@cherriots.org
David Trimble	Deputy General Manager	503-361-2553	david.trimble@cherriots.org
Denise LaRue	Chief Financial Officer	503-361-7527	denise.larue@cherriots.org
Dorrene Edwards	Controller	503-576-7185	dorrene.edwards@cherriots.org
Tim Reedy	Business Services Manager	503-361-7513	tim.reedy@cherriots.org
Jessica Harrington	HR Manager	503-361-7526	Jessica.harrington@cherriots.org
Zach Leeth	Maintenance Manager	503-361-7562	zachery.leeth@cherriots.org
Tom Dietz	Chief Operations Officer	503-361-7552	tom.dietz@cherriots.org
Seth Hamlin	Customer Service Manager	503-361-7510	seth.hamlin@cherriots.org
Don Clifford	Transportation Manager	503-361-7594	don.clifford@cherriots.org
Cliff Carpentier	Chief Safety Officer	503-361-7538	cliff.carpentier@cherriots.org
Karen Garcia	Security and Emergency Management Manager	503-361-7511	karen.garcia@cherriots.org
Deb Grant	Risk Manager	503-361-7578	deborah.grant@cherriots.org
Ted Stonecliffe	Project Administrator	503-361-7534	ted.stonecliffe@cherriots.org
Melissa Kidd	Senior Manager, Project & Contract Administration	503-361-7519	melissa.kidd@cherriots.org
Magan Waltari	Procurement Manager (contracted)		magan.waltari@cherriots.org
Shofi Ull Azum	Chief Planning and Development Officer	503-361-2552	shofi.azum@cherriots.org
Chris French	Service Planning Manager	503-361-7540	chris.french@cherriots.org
Wendy Harwood	HR Specialist	503-361-7502	wendy.harwood@cherriots.org
Ben Sawyer	Contracted Services Manager	503-361-7588	ben.sawyer@cherriots.org
Amelia Crawford	Benefits and Leave Coordinator	503-361-7500	amelia.crawford@cherriots.org
Wendy Harwood	HR Specialist	503-361-7502	wendy.harwood@cherriots.org
Peggy Greene	Grants Administrator	503-361-7530	peggy.greene@cherriots.org
<i>FTA</i>			
Abhishek Koirala	Transportation Program Specialist	206.220.7951	Abhishek.koirala@dot.gov
Ryan Hammon	Lead Transportation Program Specialist	406.441.3910	Ryan.hammon@dot.gov
<i>Tuba Group, Inc.</i>			
Jim Buckley	Lead Reviewer	410-404-7443	jbuckley@tubagroup.com
David Crooks	Technical Program Manager	703-469-8062	dcrooks@tubagroup.com
Nancy Peters	Associate Reviewer	716-374-1113	npeters@tubagroup.com

VI. Appendix: OTrak Access

If any corrective actions are outstanding upon receipt of the final report, the recipient will have the opportunity to submit corrective actions, request extensions, review FTA responses, and independently track closure through access to the FTA's OTrak system. Upon receiving your final report, please contact Mr. Ryan Hammon with the email addresses of those who should have access to the system. Training resources are available within OTrak.



BOARD MEETING MEMO

Agenda Item 7.A

To: Board of Directors
From: Kiki Dohman, Commuter Options Coordinator
Shofi Ull Azum, Chief Planning and Development Officer
Thru: Allan Pollock, General Manager
Date: August 28, 2025
Subject: Fiscal Year 2025 (FY25) Annual Commuter Options Program Report

ISSUE

Shall the Board receive the FY25 Annual Commuter Options Program Report?

BACKGROUND AND FINDINGS

The Cherriots Commuter Options (CO) Program advanced its mission in FY25 through targeted employer outreach, community engagement, and safety education, in alignment with the District's work plan developed with Oregon Department of Transportation (ODOT) and Mid-Willamette Valley Council of Governments (MWVCOG). Efforts focused on four priorities: promoting active and multimodal safety education, expanding micromobility, enhancing the vanpool subsidy program, and improving access to transportation options.

Key highlights include:

- **Active and Multimodal Safety Education & Outreach:**
The CO Coordinator participated in 126 engagement opportunities across Marion, Polk, and Yamhill counties, developed a marketing strategy for Route 22, and supported major initiatives including the Shared Micromobility Study, ODOT's Center Street Bridge project, and planning for Bike Month. A Bike Month campaign engaged nearly 100 participants and 10 community partners, fostering stronger local business and advocacy connections.
- **Community Awareness & Leadership Campaigns:**
The CO Coordinator represented Cherriots in a MidValley Local News interview on pedestrian safety and launched the "Try Transit" campaign with the Board's DEI subcommittee to increase awareness among community leaders and decision-makers.

- **Micromobility Expansion:**
Cherriots advanced the Shared Micromobility Study with community focus groups, surveys (339 responses), and public outreach events, identifying key concerns such as safety, access, and affordability. The CO Coordinator participated in ODOT's regional working group to explore program models for first-and-last-mile solutions.
- **Vanpool Subsidy Program:**
In FY25, 39 vanpools served 216 commuters, completing over 92,00 trips and 500,300 vehicle revenue miles. The program was featured in *Oregon Business Magazine*, and Cherriots-branded decals were added to vehicles to increase visibility.
- **Improved Access to Transportation Options:**
The CO Coordinator researched and promoted flexible transit pass frameworks for employers, including tier-based discounts, usage-based billing, and community access passes. The existing Group Pass Program served 4,571 trips across participating employers.
- **Get There Platform Promotion:**
Employer trainings, campaign promotions, and targeted events expanded the Get There database.

Further explanation and details of the tasks can be found in [Attachment A: FY25 Commuter Options Program Report](#).

Overall, FY25 saw strengthened regional partnerships, expanded mobility options, and increased public engagement, laying the groundwork for continued growth in sustainable transportation initiatives in FY26.

FINANCIAL IMPACT

None

RECOMMENDATION

For information only.

PROPOSED MOTION

None.

Cherriots Commuter Options Program

FY25 Annual Report

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The Cherriots Commuter Options (CO) Program focuses on employer outreach and community engagement to increase awareness and accessibility of transportation options through safety education, training, and public outreach. The program's activities, goals, and metrics are aligned with the approved work plan developed by the Salem Area Mass Transit District (the District), Oregon Department of Transportation (ODOT), and Mid-Willamette Valley Council of Governments (MWVCOG). This plan outlines specific goals and tasks to be completed throughout the year. The CO Program aims to fulfill its mission by concentrating efforts on the following priorities and initiatives:

- Promote Active and Multimodal Safety Education and Outreach
- Expand Micromobility
- Enhance the Vanpool Subsidy Program
- Improve Access to Transportation Options

| Active and Multimodal Safety Education and Outreach                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A) Transportation Options (TO) Outreach and Professional Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>In FY25, the Commuter Options (CO) Coordinator played a key role in advancing public outreach and strengthening community engagement. Outreach efforts during this period focused on several major initiatives, including the Shared Micromobility Study, ODOT’s Center Street Bridge project, planning for Bike Month in May, and discussions surrounding the new Amazon facility in Woodburn and how Cherriots can best support transportation needs at that site.</p> <p>These efforts fostered deeper collaboration with community-based organizations, regional employers, and other local partners. A notable contribution was the development of a marketing strategy for the new Route 22 transit service, which included targeted outreach to residential neighborhoods and employers along the route.</p> <p>Throughout the year, the CO Coordinator:</p> |

- Had 126 opportunities to discuss transportation options, mobility solutions, and safety education with employers and organizations across Marion, Polk, and Yamhill counties on, including:
  - Partnered with Marion County's Climate and Health Adaptation Collaborative Group
  - Staffed ODOT's Center Street Bridge Open House
  - Participated in the City of Salem's Bike Summit
  - Attended four statewide Transportation Options (TO) meeting
  - Presented at one industry-related conferences
  - Presented at the Employer Commute Solutions Summit at Nike campus in Beaverton, OR
  - Delivered 15 TO welcome packages to new residents at Courtney Family Veterans Housing in downtown Salem

These activities contributed to increased visibility for transportation initiatives and laid the groundwork for stronger partnerships and more coordinated regional mobility efforts.

## B) Mid-Valley Local New Interview

The CO Coordinator participated in a MidValley Local News interview to represent Cherriots and highlight our strong partnership with the Safe Routes to School program. The segment focused on rising pedestrian safety concerns near schools and the importance of active transportation education. The CO Coordinator shared Cherriots' role in supporting safety initiatives through the Youth Zero Pass program, bike safety, and community outreach. The interview emphasized our continued commitment to improving transportation access and safety for local students.



Here is a direct link to interview: <https://midvalleylocal.news/news-story/safer-streets-for-school-aged-pedestrians/>

## C) Bike Month Campaign

The CO Coordinator developed the framework below for Bike Month:

**Campaign Overview:**

The goal of this initiative was to celebrate Bike Month in May by engaging the community through a series of weekly events that promoted cycling safety and education. Activities included hands-on instruction in essential skills such as loading bicycles onto transit buses, navigating bike routes, and participating in a do-it-yourself bike maintenance workshop. Beyond skill-building, the month-long campaign fostered community connections by encouraging participants to visit local shops and restaurants, supporting both social engagement and local economic growth.

**Campaign Partners:**

- City of Salem
- Safe Routes to School
- Salem Bike Vision
- Salem Bicycle Club
- Santiam Bicycle
- Scotts Cycle and Fitness
- The Northwest Hub
- Bike Peddler
- Salem Social Cyclists Group

**Campaign Structure:**

- Duration: May 1st (Kickoff) to May 30th (final event)
- Frequency: Weekly Thursday events, and a few on other midweek days
- Target Audience: Local residents, commuters, downtown business owners, and families
- Location: Primarily downtown Salem
- Key Activities: Weekly events, passport activity, local partnerships with businesses and bike shops
- Outcome: Increase in cycling awareness, local business exposure, stronger community engagement, and more people using bikes

**Campaign Goals:**

1. Promote Cycling & Micromobility: Raise awareness about cycling safety, bike repair, and the benefits of micromobility options like bikeshare.



2. Engage the Community: Involve local residents and businesses in a series of events, encouraging them to use bikes and support local commerce.
3. Increase Business Exposure: Highlight downtown businesses, restaurants, and bike shops by integrating them into events and activities.
4. Encourage Sustainable Transportation: Educate participants about safe biking practices, rules of the road, and how to use transit to complement cycling.
5. Create a Fun & Interactive Activity: Develop a passport activity that encourages ongoing engagement with the campaign throughout the month.

### Bike Month Passport:

**Salem Bike Month Passport 2025**

Participating in Bike Month: Join at least 6 Bike Month activities to fill out your passport. Scan the QR code provided to access a list of community events. You can choose from the listed activities or create your own biking experiences! The goal is to bike more, engage with the community, and have fun. Happy biking!

**Community Event Details**

QR Code: [QR Code]

| What: | When: |
|-------|-------|
|       |       |
|       |       |
|       |       |

**On-Your-Own Activities**

Bike to a Park  
Bike to the Library  
Bike to a Shop  
Bike to School  
Bike to Work  
Bike for an Errand  
Bike to a Restaurant  
Bike to the Farmer's Market

| What: | When: |
|-------|-------|
|       |       |
|       |       |
|       |       |

Name: \_\_\_\_\_

**Salem Bike Month Passport 2025 Partners**

Logos: Cherriots, City of Salem, SafeRoutes, Salem Bike Vision, Salem Bicycle Club, Santiam Bicycle, Bike Peddler, Scott's, The Northwest Hub.

### Participation:

During Bike Month, six events were held throughout the community, drawing a total of 98 verified attendees. Additionally, the event page garnered 628 views, reflecting strong interest and engagement from the public.

This initiative fostered a successful collaborative partnership between local bike shops, bicycle advocacy organizations, the City of Salem, and Cherriots, the regional transit authority. Each partner contributed valuable resources that enhanced the experience for participants. Cherriots provided bicycle helmets, while the Safe Routes to School program and Cycle Oregon donated three bicycles and additional safety gear. Promotional materials were distributed widely, and several bike shops hosted special promotions in support of the month's events.

Encouraged by this year's outcomes, all participating partners have expressed interest in continuing and expanding the initiative next year, building on the momentum and community enthusiasm generated in this inaugural collaboration.

### D) Community Leader Campaign - Try Transit

Try Transit was designed for SAMTD's Board of Directors to connect with and spark awareness among elected officials, decision-makers, and key community leaders of the importance of including safe, accessible, and reliable public transportation for all users in the transportation planning process.

The CO Coordinator worked with the Board's DEI subcommittee members to develop this campaign and prepared a comprehensive communications toolkit for the SAMTD Board of Directors to use as a resource while they do their outreach.

This resource included:

- ideas for engagement
- limited number of Try Transit Day Passes for the SAMTD's Board to distribute
- a list of local community events to take transit to
- a sample invitation email
- social media strategies and sample posts

## **Expand Micromobility**

### **A) ODOT Regional Shared Micromobility Working Group**

The CO Coordinator was invited to participate in two ODOT Regional Shared Micromobility workgroups focused on establishing regional objectives and exploring potential program models. The first workshop, held in November, centered on creating three potential scenarios for a regional shared micromobility program, building on discussions from a previous session. The second workshop, was held in January, involved reviewing these scenarios in conjunction with findings from project-specific micromobility analyses and feedback gathered through broader stakeholder interviews.

The consultant will send out recommendations and findings by September 2025.

### **B) Shared Micromobility Study**

#### **FY25 Deliverables**

- Developed content for project webpage
  - <https://www.cherriots.org/micromobility-study/>
- Completed Existing Conditions Analysis (Task 2)
- Completed Visioning Workshops (Task 3)

- Completed Community Outreach Phase (Task 4)
- Completed Operational and Financial Model (Task 5)

### **Upcoming Deliverables in FY26**

- Program Guidelines and Regulatory Framework (Task 6)
- Performance Measure and Implementation Strategy (Task 7)
- Present Final Plan in November 2026 (Task 8)

The CO program is spearheading efforts to engage a consultant for a planning feasibility study on shared micromobility services in the Salem-Keizer region. SAMTD prioritizes becoming a mobility integrator and is dedicated to exploring options for integrating shared mobility solutions and addressing first-and-last mile challenges.

### **Community Focus Group:**

The Shared Micromobility Study team hosted a virtual focus group with advocacy and community-based organizations in Salem and Keizer to gather input on the feasibility of a shared micromobility program. Six participants represented sectors including disability services, housing, higher education, and healthcare.

#### **Key Themes:**

- Broad support for the program's potential to improve independence and access to essentials.
- Concerns about safety, especially for pedestrians and in areas with houseless populations.
- Barriers noted included limited access to technology and affordability.
- Questions raised about cost, accessibility, theft prevention, and helmet enforcement.
- Interest in partnerships for micromobility education and access to essential services.
- Emphasis on collaboration with food banks, low-income housing, and houseless service providers.

### **Community Survey:**

Community members of the Salem and Keizer region in Oregon were asked to complete a survey to gauge perceptions, interests, and concerns in a potential shared micromobility program. A total of 339 responses were recorded between April and June. The survey was hosted online and promoted through social media and in-person events. The 15-question survey inquired about travel behaviors and preferences and interest in shared micromobility and pedicabs for the Salem-Keizer region in Oregon.

**Your voice matters** in shaping transportation for the Salem-Keizer community. Help us build a system that works for you. Together, we can make our communities stronger — one ride at a time.



## Take our quick survey!

We want to hear from you — what's working, what's not, and what's missing.

What does your community need for micromobility?



### Outreach Summary:

Held four outreach events

- Downtown Salem at a Bike Rodeo during Bike Month
- Salem Library
- El Rancho Market
- Salem Saturday Market

Attendance: Approximately 132 attendees spoke with staff to share their concerns, interests, and ideas related to micromobility.



### Operational and Financial Models:

Considering the following frameworks

- Low-resource scenario: A privately owned and operated system with zero subsidy provided by Cherriots.
- Medium-resource scenario: A privately owned and operated system with an operational subsidy provided by Cherriots.
- High-resource scenario: A Cherriots-owned system with a third-party private operator.

## Enhance Vanpool Subsidy Program

### A) Program Breakdown

#### Highlights:

- In FY25, SAMTD supported and subsidized 39 vanpools serving worksites across Polk, Marion, and Yamhill counties.
- Featured program in Oregon Business Magazine and at the Employer Summit
- In late May, Cherriots-branded decals began to be installed on vehicles to highlight the District's support.
- The CO Coordinator and contractor held regular monthly meetings to review vanpool performance and discuss recruitment strategies.
- Cherriots CO staff also conducted quarterly onsite check-ins and promoted available seats in existing vanpools.

#### Employers:

| <u>Worksite</u>                  | <u>Sector</u> | <u>City Served</u> | <u># of Vans</u> | <u># of Commuters</u> |
|----------------------------------|---------------|--------------------|------------------|-----------------------|
| DCI                              | Manufacturing | Newberg            | 4                | 36                    |
| Federal Correctional Institution | Federal       | Sheridan           | 9                | 51                    |
| Freres Plant 1                   | Manufacturing | Lyons              | 10               | 52                    |
| Freres Plant 2                   | Manufacturing | Mill City          | 2                | 10                    |
| Meduri                           | Agriculture   | Dallas             | 14               | 67                    |
|                                  |               |                    | <b>39</b>        | <b>216</b>            |

#### Key Performance Indicators:

| <u>KPIs</u>            | <u>Q1</u> | <u>Q2</u> | <u>Q3</u> | <u>Q4</u> | <u>FY25 YTD</u> |
|------------------------|-----------|-----------|-----------|-----------|-----------------|
| Max Operating Vanpools | 36        | 36        | 39        | 38        | 39              |
| # of Passenger Trips   | 21,884    | 22,052    | 23,876    | 25,025    | 92,837          |
| Vehicle Revenue Miles  | 123,774   | 120,395   | 128,917   | 127,222   | 500,308         |

|                               |       |       |       |       |        |
|-------------------------------|-------|-------|-------|-------|--------|
| <b>Vehicle Revenue Hours</b>  | 3,154 | 3,075 | 3,285 | 3,274 | 12,788 |
| <b>Average Occupancy Rate</b> | 66%   | 65%   | 68%   | 70%   | 67%    |

## Oregon Business Article:



**Deliver Business Solutions with Employee Vanpooling**  
Here's how two Oregon companies are leaning into employee vanpooling to serve critical business needs.



**Teri Butler, HR Manager, Freres Engineered Wood**  
Family-owned and operated for over 102 years, Freres Engineered Wood produces high-quality building products that've been used in many notable local and North American projects—among which includes the Portland International Airport's new interior wood lattice ceiling spanning a football field's length. The company, located in Lyons, Oregon, operates six production facilities and boasts a workforce of over 420 employees.

**Why did Freres decide to start up an employee vanpool program?**  
Freres runs multiple production facilities, including 24/7 operations, so we have stable workforce needs. We're ruraly located outside of Salem with a fairly limited local labor pool that was significantly reduced after homes were destroyed in the 2020 fires. Employee vanpooling offered a solution that enables us to retain staff living farther away, plus serve our ongoing recruitment efforts.

**How did you set up your vanpool program?**  
We'd heard about vanpool support services being offered by our local transit provider, Cherriots, and Commute with Enterprise. Both helped us create a turnkey employee vanpool program. They helped match employees into vanpools easily and by using cluster maps of home addresses. Commute with Enterprise provided reliable rental vehicles and insurance, organized employees into 10 total vanpools, and handled ongoing management. Plus, Cherriots offered a subsidy to offset vanpool costs.

**Any advice for other employers starting employee vanpool programs?**  
Start by involving leadership in how employee vanpooling can benefit business operations and develop a plan covering vanpool set up and ongoing management. Free support services are available to help you build and run your vanpool program.



**Dennis Bell, HR Manager, Meduri Farms**  
Meduri Farms is a family-owned and operated producer, distributor, and innovator of dried fruit for the food and beverage industry, which boasts a workforce of over 280 employees. Meduri is a global leader in a wide variety of dried fruits, most notably craft-dried blueberries, offered in an array of formats and sizes. Meduri Farm's state-of-the-art headquarters in Dallas, Oregon, include infusion and drying capabilities, a packaging line, R&D capabilities, and an on-site service team.

**What led Meduri Farms to start an employee vanpool program?**  
Meduri Farms' dried fruit production facilities are ruraly located west of Salem with limited housing and transit options for our employees. Before the pandemic, we'd contracted with the school district to provide a daily Salem shuttle service using their buses to make commuting easier. Yet, bus driver shortages and increased costs led us to start an employee vanpool program that's more cost effective and better accommodates our employees' commute needs.

**How did you build your vanpool program?**  
We'd learned our local transit provider, Cherriots, and Commute with Enterprise offer employee vanpool support services at a local community meeting. Together, we created an employee vanpool program tailored to our work culture and employee commute needs. We identified vanpool drivers among our staff and posted and passed out rider sign-up sheets. A total of 75 interested employees were sorted geographically and grouped into 9 initial vanpools. Meetings were held with each group to identify pickup locations and times. Commute with Enterprise provided the rental vehicles, insurance, and maintenance, and Cherriots offered a subsidy to offset vanpool costs.

**How do your employee vanpools work?**  
Identified staff serve as vanpool drivers for the 14 vanpools our program currently operates. Drivers pickup riders at either their houses or a designated location. And we've got backup drivers on standby in case primary drivers are unable to drive. Commute with Enterprise handles ongoing vanpool management, including processing monthly payments, identifying replacement riders, and providing vehicle maintenance and roadside assistance.

**What benefits has your employee vanpool program netted?**  
Many employees don't drive or have access to a reliable vehicle to being able to vanpool into work with a co-worker driving has helped improve staff retention. Employees often used to struggle with getting to work. Nearly 25% of our workforce today relies on our vanpool program to access their jobs, and it's helped recruit new employees. Vanpooling builds employee connection and strengthens our work culture, too.

**Get There Oregon, our local partners, & Commute with Enterprise can help you start a vanpool program!**

- Consultation & program planning
- Vanpool matching & management
- Vehicle rental, maintenance, & insurance

Contact:  
Employers@GetThereOregon.org | 971-202-9758

[Visit GetThereOregon.org](https://www.getthereoregon.org)

## Improve Access to Transportation Options

### A) Commuter Benefits



The CO Coordinator did extensive research on different transit pass programs that employers and organizations can offer their employees, residents, and clients.

The suite of flexible transit benefit frameworks below is designed to meet the evolving mobility needs of organizations and individuals, from employers and higher education institutions to community-based organizations. Each model supports access to public transit in a way that aligns with different budget sizes, employee commute patterns, and equity goals.

- Evolving commute patterns: Hybrid work, flexible schedules, and shifting transit needs have made one-size-fits-all benefits outdated.
- Diverse user needs: From students and residents to white-collar workers and underserved populations, different groups need different solutions.
- Budget and value alignment: Organizations want to offer meaningful benefits without waste and provide options that are scalable and data-driven.
- Equity and sustainability: Transit is a lever for social impact and climate goals. These frameworks help align with broader mission-driven priorities.

#### **Tier-Based Discount**

Best for limited budgets or pilot programs.

- Discounts scale with participation (25%–88%)
- Low-risk, scalable model ideal for employers, campuses, or residential sites

#### **Usage-Based Billing**

Ideal for hybrid workplaces or cost-conscious organizations.

- Pay only when benefits are used
- Minimizes waste and informs future planning
- Useful for evaluating ROI

#### **Pre-Tax Commuter Benefits**

Great for offering a low-cost, tax-advantaged option to employees.

- Easy to implement
- Flexible for varying commute patterns
- Enhances employee benefits package

### Community Access Pass

Designed for supporting underserved communities.

- Provides low-barrier transit access
- More cost-effective than shuttles or vouchers
- Aligns with equity and social impact goals

### Group Pass Program

The current transit pass program that the District offers is the Group Pass Program (GPP).

The ridership breakdown for the program is below:

| <u>Employer</u>         | <u>Q1</u>  | <u>Q2</u>    | <u>Q3</u>    | <u>Q4</u>  | <u>FY25<br/>Total</u> |
|-------------------------|------------|--------------|--------------|------------|-----------------------|
| Book Bin                | 332        | 638          | 483          | 616        | 2,069                 |
| Dept. Land Conservation | 18         | 184          | 150          | 42         | 394                   |
| Half Penny Restaurant   | 549        | 903          | 475          | 181        | 2,108                 |
| <b>Total</b>            | <b>899</b> | <b>1,725</b> | <b>1,108</b> | <b>839</b> | <b>4,571</b>          |

### B) Promote and Expand Get There Database

#### ***Get There Training***

The CO Coordinator promoted the Get There platform to employer networks and community group meetings to grow the database.

For example, the CO Coordinator facilitated training for City of Salem staff to become a network manager in Get There. The CO Coordinator is helping the City of Salem achieve their goal of launching a formal commuter benefits program for their employees in October 2024. The plan is to leverage both the Try Transit campaign and the Get There Car Free Challenge to educate and promote the available transportation options to employees.

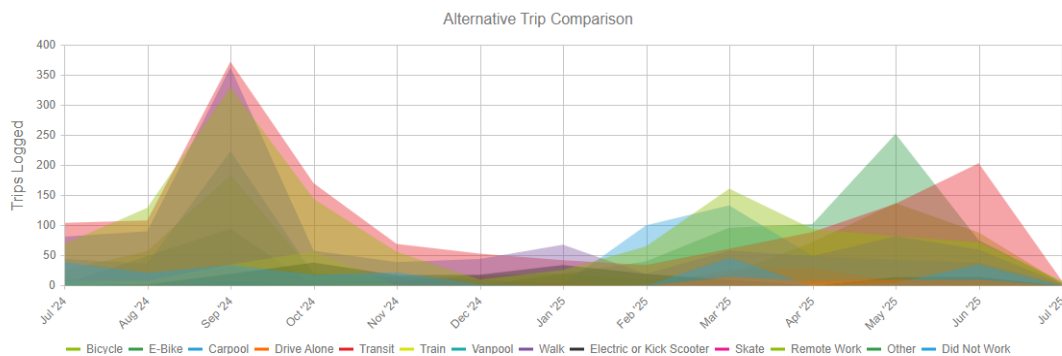
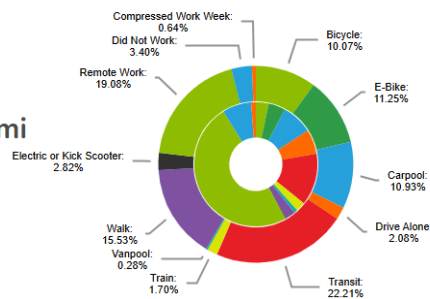
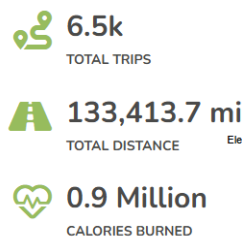
#### ***2024 Get There Car Free Challenge Promotion***

In preparation for the 2024 statewide challenge, the CO Coordinator promoted the campaign by sharing the Get There promotional toolkit, sending direct emails, tabling at employer worksite events, and presenting to the District's Community Advisory Committee (CAC) and the board meeting in August 2024. The CO Coordinator also created messaging that was



used on all of the District’s public communication platforms and planned three promotional events the week of the challenge in September 2024.

**FY25 Data:**



# FY25 Annual Commuter Options Report

Presented by:  
Kiki Dohman  
Commuter Options Coordinator

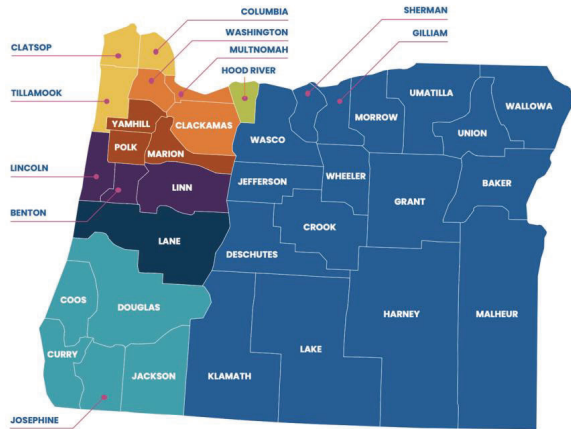


## Presentation Overview

- Commuter Options Program
- FY25 Activities
- Questions



# Commuter Options Program



- Grant funded program
- Focuses on all local transportation options
- Develops strong community partnerships
- Prioritizes outreach and education

# Commuter Options Program

## FY25 Priorities and Outcomes

- Foster active and multimodal safety education and outreach
- Expand micromobility
- Grow vanpool subsidy program
- Improve access to transportation options

# Education and Outreach

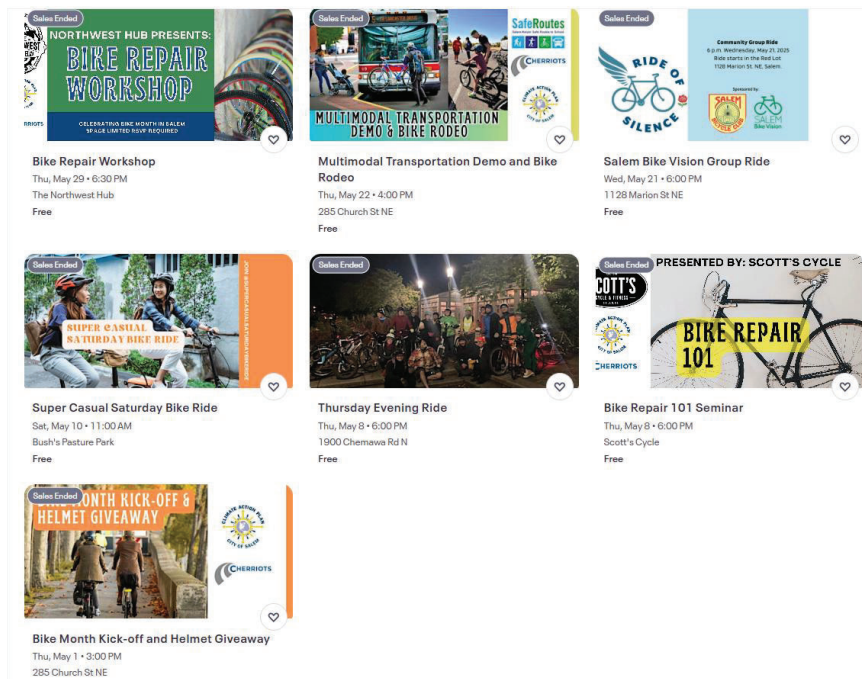


## Bike Month Campaign

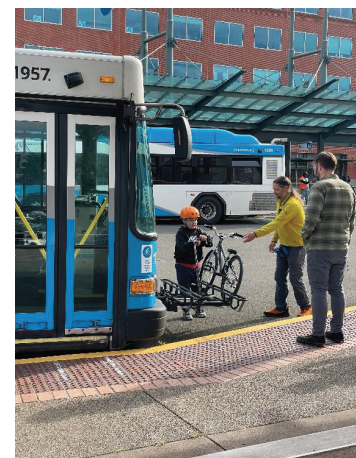




# Bike Month Campaign



# Bike Month Campaign



# Outreach and Collaboration

- Mid-Valley Local News Interview
- Try Transit Campaign
- Partnered with Marion County's Climate and Health Adaptation Collaborative Group
- Staffed ODOT's Center Street Bridge Open House
- Participated in the City of Salem's Bike Summit
- Attended four statewide Transportation Options (TO) meetings
- Presented at one industry-related conference
- Presented at the Employer Commute Solutions Summit at Nike campus in Beaverton, OR
- Attended three Safe Routes to School presentations at local schools



## Expand Microbmobility

# Shared-Micromobility Study

## Background:

- This study builds on the **Long Range Transit Plan's** recommendations to build Cherriots into a mobility integrator and explore opportunities to integrate shared mobility options.
- Shared micromobility provides an opportunity for first-last-mile connections to transit services.



# Shared-Micromobility Study

## Study Components

1. Existing Conditions Assessment (*completed*)
2. Visioning (*completed*)
3. Community Engagement (*completed*)
4. Operational and Financial Model (*completed*)
5. **Program Guidelines and Regulatory Framework (*ongoing*)**
6. Performance Measures and Implementation Plan (*not yet started*)
7. Draft and Final Plan (*not yet started*)





# Shared-Micromobility Study



# Shared-Micromobility Study

| Tasks                                                                   | January | February | March | April | May | June | July | August | September | October | November |
|-------------------------------------------------------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|
| <b>Task 1: Project Management</b>                                       |         |          |       |       |     |      |      |        |           |         |          |
| Kickoff Meeting and Project Plan                                        | M       |          |       |       |     |      |      |        |           |         |          |
| Bi-weekly Meetings                                                      | M       | M        | M     | M     | M   | M    | M    | M      | M         | M       | M        |
| Progress Review                                                         |         |          |       |       |     | M    |      |        |           |         |          |
| Monthly Progress Reports and Invoicing                                  |         |          |       |       |     |      |      |        |           |         |          |
| <b>Task 2: Evaluate Existing Conditions and Conduct Market Research</b> |         |          |       |       |     |      |      |        |           |         |          |
| Existing Conditions                                                     |         |          | D     |       |     |      |      |        |           |         |          |
| Peer City Interviews                                                    |         |          |       |       |     |      |      |        |           |         |          |
| <b>Task 3: Identify Needs, Goals, and Vision</b>                        |         |          |       |       |     |      |      |        |           |         |          |
| Visioning Workshops (2)                                                 |         |          | M     |       |     |      |      |        |           |         |          |
| Vision/Goals Memo                                                       |         |          | D     |       |     |      |      |        |           |         |          |
| <b>Task 4: Stakeholder Interviews and Focus Groups</b>                  |         |          |       |       |     |      |      |        |           |         |          |
| Outreach Plan                                                           |         | D        |       |       |     |      |      |        |           |         |          |
| Website content and project flyer                                       |         |          | D     |       |     |      |      |        |           |         |          |
| Pop-up events (2)                                                       |         |          |       |       |     |      |      |        |           |         |          |
| Survey                                                                  |         |          |       |       |     |      |      |        |           |         |          |
| Focus Groups (3)                                                        |         |          |       |       |     |      |      |        |           |         |          |
| Advisory Committee Presentations (2)                                    |         |          |       |       |     | D    |      |        |           |         |          |
| <b>Task 5: Develop Operational and Financial Model</b>                  |         |          |       |       |     |      |      |        |           |         |          |
| Operational and Financial Model                                         |         |          |       |       |     | D    |      |        |           |         |          |
| <b>Task 6: Program Guidelines and Regulatory Framework</b>              |         |          |       |       |     |      |      |        |           |         |          |
| Program Guidelines memo                                                 |         |          |       |       |     |      |      | D      |           |         |          |
| <b>Task 7: Performance Measures and Implementation Strategy</b>         |         |          |       |       |     |      |      |        |           |         |          |
| Program Implementation Strategy                                         |         |          |       |       |     |      |      |        | D         |         |          |
| Evaluation Template                                                     |         |          |       |       |     |      |      |        | D         |         |          |
| <b>Task 8: Salem-Keizer Area Study and Implementation Plan</b>          |         |          |       |       |     |      |      |        |           |         |          |
| Draft Plan                                                              |         |          |       |       |     |      |      |        |           | D       |          |
| Final Plan                                                              |         |          |       |       |     |      |      |        |           |         | D        |



# Grow Vanpool Program



## Vanpool Program

### FY25 Overview

- Max Operating Vanpools = 39
- Max Vanpool Riders = 216
- Average One-Way Trip = 30 miles
- Total Trips = 92,837
- Average Occupancy Rate = 67%

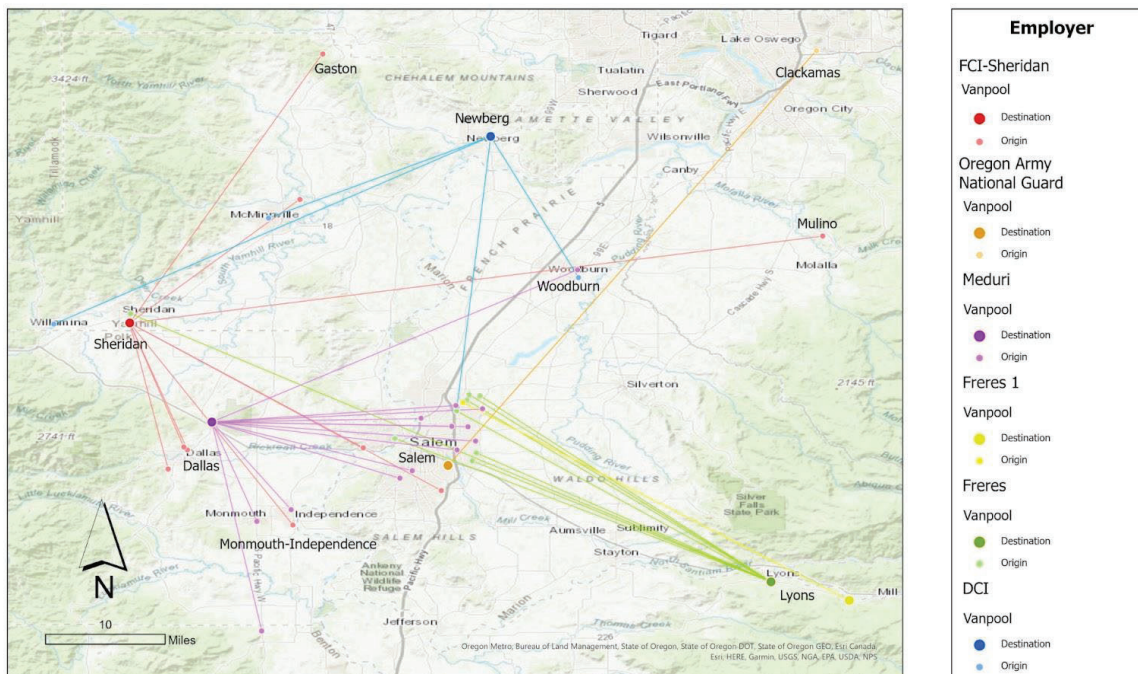


# Vanpool Program

| <u>Worksite</u>                         | <u>Sector</u> | <u>City Served</u> | <u># of Vans</u> | <u># of Commuters</u> |
|-----------------------------------------|---------------|--------------------|------------------|-----------------------|
| <b>DCI</b>                              | Manufacturing | Newberg            | 4                | 36                    |
| <b>Federal Correctional Institution</b> | Federal       | Sheridan           | 9                | 51                    |
| <b>Freres Plant 1</b>                   | Manufacturing | Lyons              | 10               | 52                    |
| <b>Freres Plant 2</b>                   | Manufacturing | Mill City          | 2                | 10                    |
| <b>Meduri</b>                           | Agriculture   | Dallas             | 14               | 67                    |
|                                         |               |                    | <b>39</b>        | <b>216</b>            |

# Vanpool Program

Cherriots Vanpool Program Footprint Map





# Vanpool Program



**Deliver Business Solutions with Employee Vanpooling**  
Here's how two Oregon companies are leaning into employee vanpooling to serve critical business needs.



**Dennis Bell, HR Manager, Meduri Farms**  
Meduri Farms is a family-owned and operated producer, distributor, and innovator of dried fruit for the food and beverage industry, which boasts a workforce of over 280 employees. Meduri is a global leader in a wide variety of dried fruits, most notably craft-dried blueberries, offered in an array of formats and sizes. Meduri Farms state-of-the-art headquarters in Dallas, Oregon, include infusion and drying capabilities, a packaging line, R&D capabilities, and an on-site service team.

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**How did you build your vanpool program?**  
We'd learned our local transit provider, Chemeta, and Commute with Enterprise offer employee vanpool support services. At a local community meeting, we created an employee vanpool program tailored to our work culture and employee commute needs. We identified vanpool drivers among our staff and posted and passed out rider sign-up sheets. A total of 75 interested employees were sorted geographically and grouped into 9 initial vanpools. Meetings were held with each group to identify pickup locations and times. Commute with Enterprise provided the rental vehicles, insurance, and maintenance, and Chemeta offered a subsidy to offset vanpool costs.

**How do your employee vanpools work?**  
Identified staff serve as vanpool drivers for the 14 vanpools our program currently operates. Drivers pickup riders at either their houses or a designated location. And we've got backup drivers on standby in case primary drivers are unable to drive. Commute with Enterprise handles ongoing vanpool management, including processing monthly payments, identifying replacement riders, and providing vehicle maintenance and roadside assistance.

**What benefits has your employee vanpool program netted?**  
Many employees don't drive or have access to a reliable vehicle so being able to vanpool into work with a co-worker driving has helped improve staff retention. Employees often used to struggle with getting to work, but now 25% of our workforce today relies on our vanpool program to access their jobs, and it's helped recruit new employees. Vanpooling builds employee connection and strengthens our work culture, too.



**Terri Butler, HR Manager, Freres Engineered Wood**  
Family-owned and operated for over 102 years, Freres Engineered Wood produces high-quality building products that've been used in many notable local and North American projects—among which includes the Portland International Airport's new interior wood lattice ceiling spanning a football field's length. The company, located in Lyons, Oregon, operates six production facilities and boasts a workforce of over 420 employees.

**Why did Freres decide to start up an employee vanpool program?**  
Freres runs multiple production facilities, including 24/7 operations, so we have stable workforce needs. We're rarely located outside of Salem with a fairly limited local labor pool that was significantly reduced after homes were destroyed in the 2020 fires. Employee vanpooling offered a solution that enables us to retain staff living farther away, plus serve our ongoing recruitment efforts.

**How did you set up your vanpool program?**  
We'd heard about vanpool support services being offered by our local transit provider, Chemeta, and Commute with Enterprise. Both helped us create a family employee vanpool program. They helped match employees into vanpools onsite and by using cluster maps of home addresses. Commute with Enterprise provided reliable rental vehicles and insurance, organized employees into 10 initial vanpools, and handled ongoing management. Plus, Chemeta offered a subsidy to offset vanpool costs.

**How has your vanpool program benefited Freres?**  
We've realized many business benefits from our employee vanpool program since launching it over a year ago. Vanpooling makes our employees' long commutes and work experience more enjoyable, which in turn supports staff retention. Our vanpool program has served as an effective recruiting tool, too. And, notably, employee vanpooling has added on-time staff service that benefits our operational efficiency and productivity.

**Any advice for other employers starting employee vanpool programs?**  
Start by seeking leadership in how employee vanpooling can benefit business operations and develop a plan covering vanpool set-up and ongoing management. Free support services are available to help you build and run your vanpool program.



**Get There Oregon, our local partners, & Commute with Enterprise can help you start a vanpool program!**

- Consultation & program planning
- Vanpool matching & management
- Vehicle rental, maintenance, & insurance

Contact:  
📧 [Employers@GetThereOregon.org](mailto:Employers@GetThereOregon.org) | 📞 971-202-9758

[Visit GetThereOregon.org](https://www.getthereoregon.org)

# Improve Access to Transportation Options



# Access to



## Group Pass Program

- Provided 4,571 rides since February

## Exploring Innovative Transit Pass Programs

- Looking to pilot options in FY26

## Get There Oregon

- Get There Challenge
- Helping develop marketing strategy for platform
- Database cleanup


# Get There Oregon

 **6.2k**  
ALTERNATIVE TRIPS

 **114,920.1 mi**  
ALTERNATIVE DISTANCE

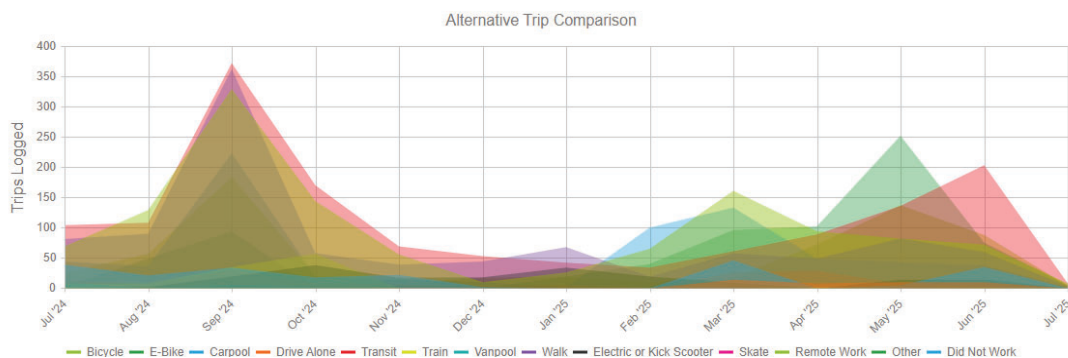
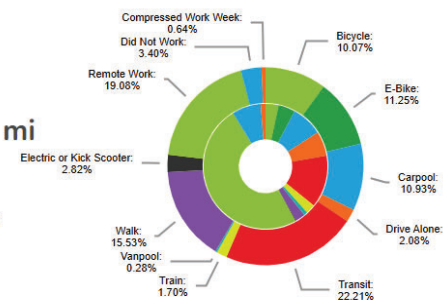
 **44.3 tons**  
CO2 REDUCED

 **\$60k**  
MONEY SAVED

 **6.5k**  
TOTAL TRIPS

 **133,413.7 mi**  
TOTAL DISTANCE

 **0.9 Million**  
CALORIES BURNED



# Looking Ahead - FY26



## FY26 Priorities

- New grant agreement
- Complete Shared Microbmobility Study
- Continue to be an active partner on Center St. Bridge project
- Pilot new employer programs
- 2025 Get There Challenge – coming up!
- Safety Education
- Elevate the story of transportation options





## BOARD MEETING MEMO

Agenda Item 7.B

**To:** Board of Directors  
**From:** Melissa Kidd, Senior Manager, Project and Contract Administration  
David Trimble, Deputy General Manager  
**Thru:** Allan Pollock, General Manager  
**Date:** 08/28/2025  
**Subject:** Fiscal Year 2025 (FY25) Completed Projects and Fiscal Year 2026 (FY26) Project Highlights

---

### ISSUE

Shall the Board receive the FY25 Completed Projects and FY26 Project Highlight update?

### BACKGROUND AND FINDINGS

In June of 2024, the District Board of Directors adopted the budget, which included the FY2025 Capital Investment Plan (CIP). The CIP serves as a framework for guiding the District's capital and other investments, prioritizing resources to achieve improvements aligned with the organizational strategic goals. The FY2025 CIP included 22 projects totaling approximately \$36.4 million.

This presentation highlights completed capital and non-capital projects from FY25 and outlines carryover projects moving into FY26. In total, there are 28 capital projects planned for FY26, representing both new and continuing initiatives, with a combined value of more than \$40.1 million.

The FY26 Project Highlights include:

- South Salem Transit Center
- Del Webb Fence and Security Upgrades
- Comprehensive Operational Analysis
- Farebox Replacement
- Micro Mobility Feasibility Study

### FINANCIAL IMPACT

Funding is determined by individual project and identified in the FY26 Budget and CIP.

### RECOMMENDATION

For information only.

### PROPOSED MOTION

None

# CHERRIOTS PROJECT UPDATE

Board of Directors

August 28, 2025

Melissa Kidd - Senior Manager, Project & Contract Administration



## Agenda

- Projects Completed in FY25
- Project Updates
- FY26 Project Highlights

# CHERRIOTS



# CHERRIOTS

## Fire Panel

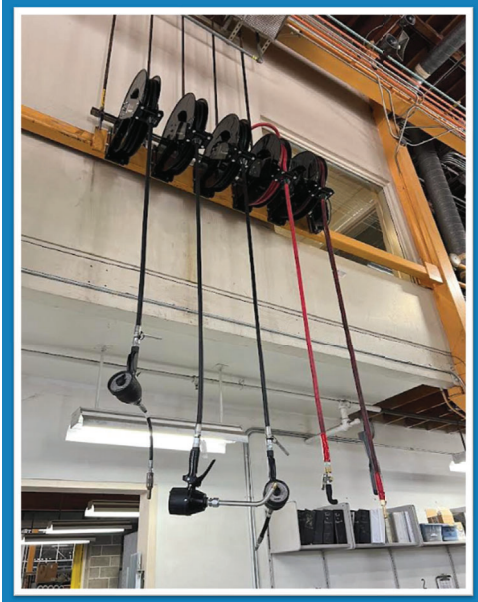






**CHERRIOTS**

## Overhead Fluid Dispenser

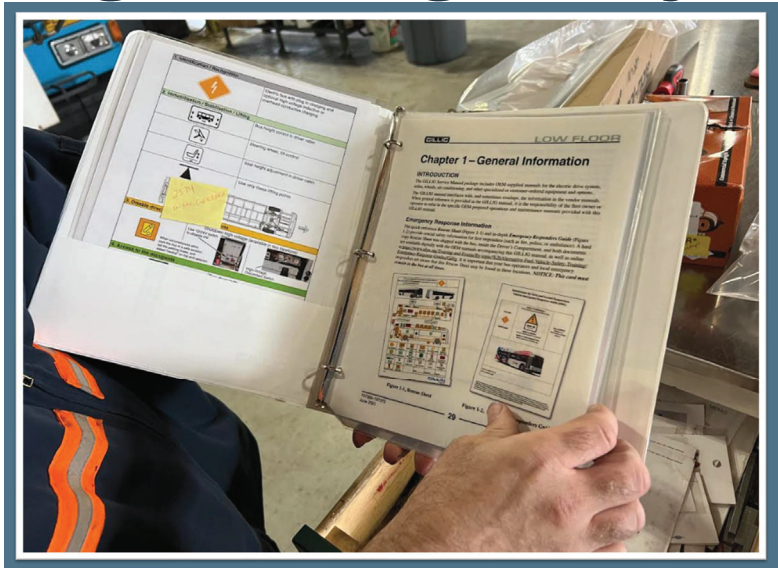


**CHERRIOTS**

## Intelligent Transportation System



# High Voltage Project



# CNG Fueled LIFT Bus

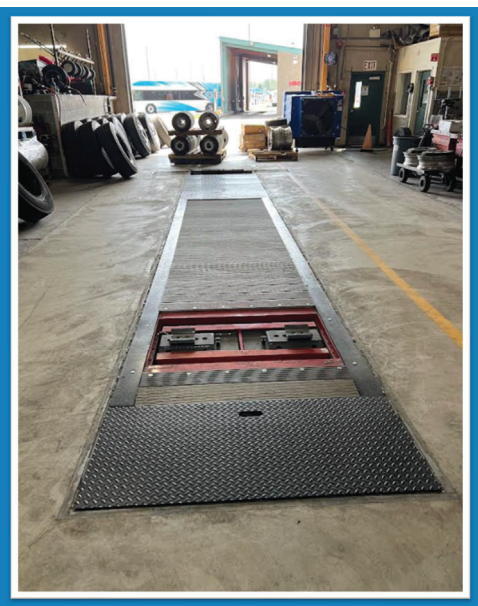




# Phase 2 of In-Ground Lifts



# In-Ground Lifts

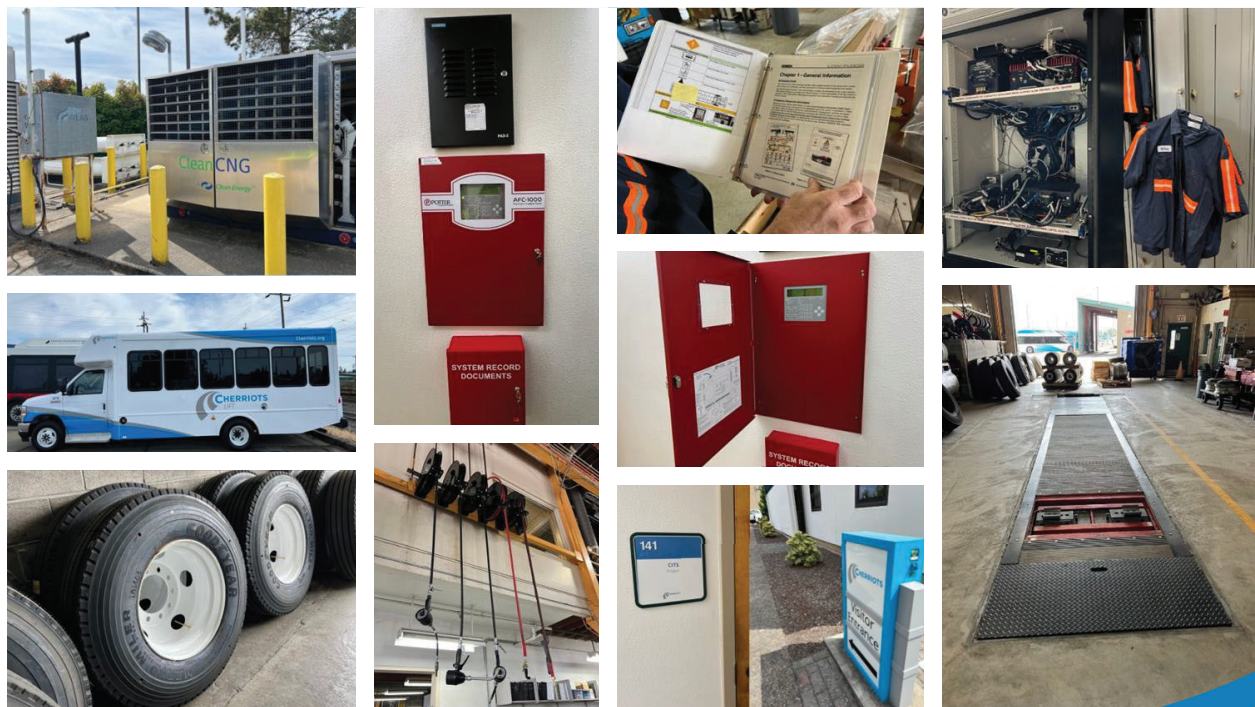


# CHERRIOTS

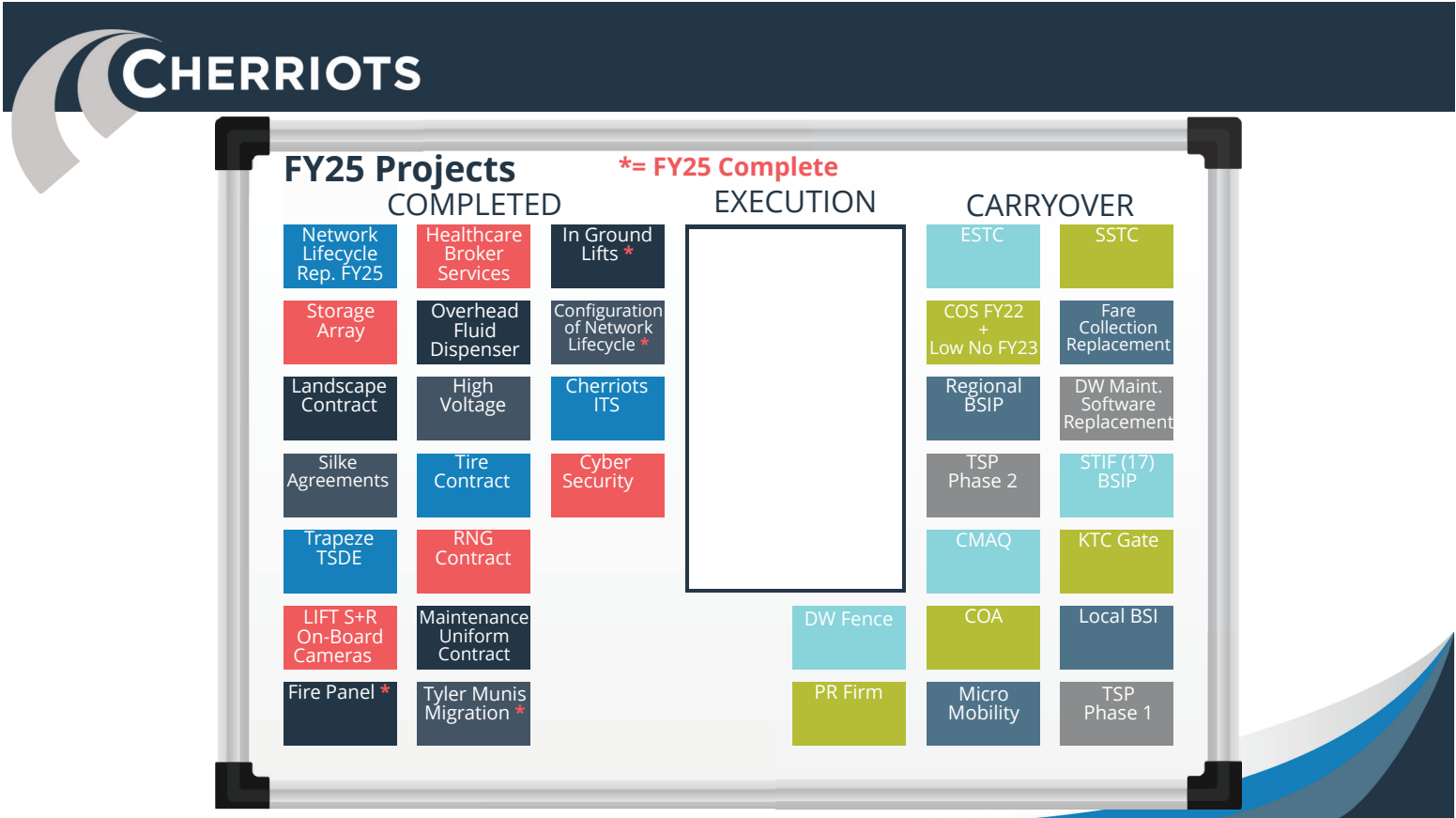
## Contracts



# CHERRIOTS







# Carryover Projects into FY26

- Farebox Replacement
- Local Bus Stop Accessibility Improvement
- Regional Bus Stop Accessibility Improvement
- STIF Bus Stop Accessibility Improvement
- DW Maintenance Software Replacement


- KTC Entry Gate
- Comprehensive Operational Analysis
- Transit Signal Priority Phase 1
- Micromobility Feasibility Study
- CMAQ Grant to Complete Electric Avenue at DW with Depot Chargers



# CHERRIOTS

## New FY26 Projects

- Air Compressor
  - BEB Scaffolding
  - District Website Improvement
  - Facilities Fluorescent Lighting Replacement
  - ITS Equipment Lifecycle Replacement FY26
  - 2 BEBs
  - 2 Right Sized
- Parts Room Cabinets
  - Project Management Software
  - Yard Tug
  - Network & Server Lifecycle Equipment Replacement FY26
  - DW Operator Breakroom Furniture
  - 10 LIFT Buses
  - 10 BEBs



|                                             |                                | TO DO                          |                                     | DOING            | DONE                |
|---------------------------------------------|--------------------------------|--------------------------------|-------------------------------------|------------------|---------------------|
| ESTC                                        | Local BSI                      | APC Software                   | DW Conference Room Sound Mitigation | COA              | Climate Action Plan |
| Fare Collection Replacement                 | DW Maint. Software Replacement | Project Management Software    | CDS FY22 + Low No FY23              | Micro Mobility   | Trapeze Upgrade     |
| CMAQ                                        | KTC Gate                       | 10 LIFT Buses                  | Regional BSIP                       | PR Firm          | 2 Right Size Buses  |
| District Website Improvement                | Parts Room Cabinet             | Bus Auditing Services          | Operator Uniforms                   | 2 BEBs           |                     |
| Network & Server Lifecycle Replacement FY26 | ITS Equipment                  | Micro Transit                  | Armored Car Services                | 7 CNG LIFT Buses |                     |
| DW Operator Breakroom Furniture             | Conference Room Upgrades       | BEB Maintenance Shop Equipment | Fluorescent Lighting Replacement    | TSP Phase 1      |                     |
| STIF (17) BSIP                              | TSP Phase 2                    | SSTC                           | Yard Tug                            | DW Fence         |                     |
| Air Compressor Tank                         | Temp Agency of Record          |                                |                                     |                  |                     |



# Current Project Updates

- South Salem Transit Center (SSTC)
- DW Fence & Security Upgrades
- Comprehensive Operational Analysis (COA)
- Farebox Replacement
- Micromobility Feasibility Study





## BOARD MEETING MEMO

Agenda Item 7.C

**To:** Board of Directors  
**From:** Bobbi Kidd, Strategic Initiatives Administrator  
**Thru:** Allan Pollock, General Manager  
**Date:** August 28, 2025  
**Subject:** Fiscal Year 2025, Quarter 4 (FY25 Q4) Strategic Plan Report

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### ISSUE

Shall the Board receive the FY25 Q4 Organizational Strategic Plan Report?

### BACKGROUND AND FINDINGS

In August 2022, the Board of Directors adopted an updated Organizational Strategic Plan. The Strategic Plan details the District's 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 FY25 Q4. Overall FY25 achievements will be shared and plans for FY26 will be highlighted. This is in alignment with the commitment from Executive Leadership and Cherriots staff to monitor and report quarterly on Strategic Plan progress. This report will highlight this FY25 goals and Q4 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 FY25 Budget includes funds for implementation of the Strategic Plan.

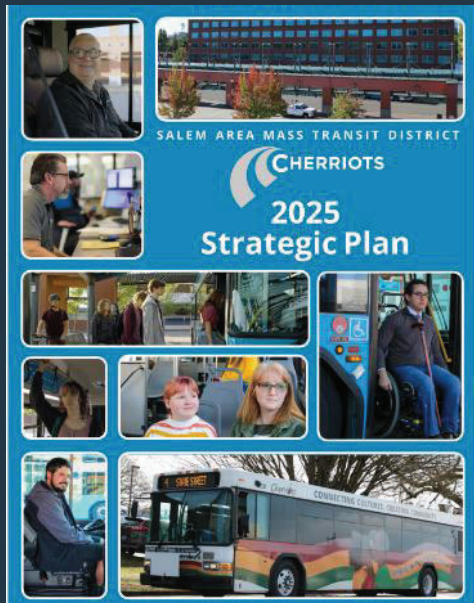
### RECOMMENDATION

For information only.

### PROPOSED MOTION

**None.**





# Strategic Plan Board Report

## Fiscal Year 2025

August 28, 2025



## CHERRIOTS Guiding Principles



# CHERRIOTS 2025 Success Outcomes

## COMMUNITY VALUE



Community Value Score:  
85



## CUSTOMER SATISFACTION



Local NPS: 56  
LIFT NPS: 69



## CULTURE OF OWNERSHIP



Increase our Employee Engagement score over the previous year by 5 percentage points or 69



## FINANCIAL SUSTAINABILITY



Year 1: Expenditure/Revenue Reporting  
Year 2: 3-Year Rolling Budget Forecast  
**Year 3:** Delivery of Full Capital Program Budget and Successful Completion of Triennial Review



# CHERRIOTS Organizational Tactics

## COMMUNITY VALUE



1. Establish Zero Emissions Infrastructure Roadmap
2. Share the Cherriots Story

## CULTURE OF OWNERSHIP



1. Implement an Emerging Leaders Program
2. Implement a Mentor/Mentee Plan
3. Successful Negotiation of a Collective Bargaining Agreement
4. Implement a Merit Based Performance Management System
5. Complete Implementation of a Reward and Recognition Program
6. Improve Project Performance and Management
7. Improve Technology Services

## CUSTOMER SATISFACTION



1. Cherriots Intelligent Transportation System Implementation
2. Conduct a Comprehensive Operational Analysis
3. Improve Safety and Security

## FINANCIAL SUSTAINABILITY



1. Develop a Long Range Financial Plan
2. Establish Employee Facing Human Resource and Finance Employee Portal
3. Enhance the Capital Investment Plan
4. Successful Completion of Triennial Review

CHERRIOTS

# Tactic Highlights

Let’s hear from the Chiefs!



CHERRIOTS

# Quarter 4 Overview







## FY26 ORGANIZATIONAL GOALS

|                                                                                                                   |                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>COMMUNITY VALUE</b>          | <ul style="list-style-type: none"> <li>◦ Climate Action Plan Implementation</li> <li>◦ Implement the Creating Community Connections Project</li> </ul>                                                                           |
|  <b>CUSTOMER SATISFACTION</b>    | <ul style="list-style-type: none"> <li>◦ Enhancement of External Technology</li> <li>◦ Evaluation of Safety and Security Systems</li> </ul>                                                                                      |
|  <b>CULTURE OF OWNERSHIP</b>     | <ul style="list-style-type: none"> <li>◦ Cultivate and Nurture an Inspired and High-Performing Workforce</li> <li>◦ Employee Resource Planning Tools Implementation</li> <li>◦ Internal Cherriots Committee Alignment</li> </ul> |
|  <b>FINANCIAL SUSTAINABILITY</b> | <ul style="list-style-type: none"> <li>◦ Establish District Financial Policies</li> <li>◦ Strategic Grant and Funding Framework for Capital Investment Plan</li> </ul>                                                           |

## FY26 DIVISIONAL GOALS

### COMMUNICATIONS

- DIGITAL COMMUNICATIONS ENHANCEMENT
- UMO Growth and Maintenance

### DEPUTY GENERAL MANAGER

- CROSS DIVISIONAL PROJECT COMMUNICATION
- District-Wide Project Processes and Methodologies Standardization
- District-Wide Cybersecurity Oversight Management
- Enhance IT Operations Through Automation and Process Improvement

### HUMAN RESOURCES AND LABOR RELATIONS

- HR PROFESSIONAL GROWTH AND DEVELOPMENT
- Optimize Benefit Messaging and Outreach
- Strategic Development of Internal Organizational Strengths

### FINANCE

- Finance Academy Program Development

### OPERATIONS

- Long-Range Zero-Emissions Fleet Roadmap
- Training Program Documentation

### PLANNING AND DEVELOPMENT

- Customer Experience, Access, and Ridership Growth
- District Performance Report

### SAFETY AND SECURITY

- Agency Safety Plan



- FY26 Work Plan has been kicked off and is rolling
- TransDASH summit/awards
- TransDASH metric workshop with staff in September





## TRANSIT BOARD COMMITTEE MEMBERSHIP

| Entities                                                                                                                                                                                                                                                               | Role                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Executive Subcommittee</b><br><br><b>Members:</b> <ul style="list-style-type: none"> <li>• President Hinojos Pressey</li> <li>• Vice President Davidson</li> <li>• Treasurer Carney</li> </ul> Alternative (A): • Secretary Duncan<br>Staff Lead (SL): • GM Pollock | <p>The president, vice-president, and treasurer serve on the Executive Committee. In the absence of any member, the secretary may attend. The Executive Committee may meet at the discretion of the president to resolve any emergency policy or legislative issue that requires immediate action between regularly scheduled Board meetings. The Executive Committee is subject to the authority of the Board, and none of the acts of the Executive Committee shall conflict with action previously taken by the Board regarding the same subject. To the extent possible, such emergency actions are deferred to a special meeting of the Board.</p> |
| <b>Legislative Subcommittee</b><br><br><b>Members:</b> <ul style="list-style-type: none"> <li>• Chair Carney</li> <li>• Director Davidson</li> <li>• Director Navarro Jr.</li> </ul> Staff Lead (SL): • GM Pollock                                                     | <p>Leads the Board's legislative efforts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Finance Subcommittee</b><br><br><b>Members:</b> <ul style="list-style-type: none"> <li>• Chair Carney</li> <li>• Director Hinojos Pressey</li> <li>• Director Holmstrom</li> </ul> SL • CFO LaRue                                                                   | <p>Lead the development of Board Finance Policies.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Diversity, Equity, and Inclusion (DEI) Subcommittee</b><br><br><b>Members:</b> <ul style="list-style-type: none"> <li>• Chair Duncan</li> <li>• Director Lara Midkiff</li> <li>• Director Hinojos Pressey</li> </ul> SL • CELRO Rose                                | <p>Leads the Board's diversity, equity, and inclusion efforts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |



## TRANSIT BOARD COMMITTEE MEMBERSHIP

| Entities                                                                                                                                                                                                                                         | Role                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <b>FY27 Service Enhancement Subcommittee (SES)</b><br><b>Members:</b> <ul style="list-style-type: none"> <li>• Chair Davidson</li> <li>• Director Holmstrom</li> <li>• Director Navarro Jr.</li> <li>SL • GM Pollock</li> </ul>                  | <p>The SES will oversee the activities of the Service Enhancement Project and activities surrounding the FY27 Service Enhancement Plan. Meet as determined by the subcommittee chair.</p>                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Mid-Willamette Valley Council of Governments (MWVCOG)</b><br><b>Members:</b> <ul style="list-style-type: none"> <li>• Primary (P): Director Davidson</li> <li>• Alternative (A): Director Hinojos Pressey</li> <li>SL • GM Pollock</li> </ul> | <p>A voluntary association of local governments - Marion, Polk, and Yamhill Counties, cities within those counties, several special districts, and the Confederated Tribes of Grand Ronde. MWVCOG coordinates regional planning and development activities; and provides technical assistance and local services tailored to member governments. Meetings are the 3rd Tuesday of March, June, October and December from 3:30-5:30 p.m. The SAMTD Board President typically fills this role.</p>                                                                                    |
| <b>Mid-Willamette Valley Regional Rail Advisory Committee</b><br><b>Members:</b> <ul style="list-style-type: none"> <li>• P: Director Holmstrom</li> <li>• A:</li> <li>SL •</li> </ul>                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Salem/Keizer Area Transportation Study (SKATS) Policy Committee</b><br><b>Members:</b> <ul style="list-style-type: none"> <li>• P: Director Carney</li> <li>• A: Director Duncan</li> <li>SL • CPDO Azum</li> </ul>                           | <p>SKATS is the designated Metropolitan Planning Organization (MPO) for the Salem-Keizer area; and is directed by a Policy Committee. SKATS focuses on transportation planning activities, plans, and studies within the Salem-Keizer urban area for transportation facilities of regional significance. The Policy Committee adopts the long-range regional transportation plan and decides how the federal transportation funds available to the urban area will be spent on transportation projects and programs. Meets the 4th Tuesday of every month from 12:00–1:30 p.m.</p> |





## TRANSIT BOARD COMMITTEE MEMBERSHIP

| Entities                                                                                                                                                                                                                       | Role                                                                                                                                                                                                                                                                                                                                             |
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| <b>Mid-Willamette Area Commission on Transportation (MWACT)</b><br><br><b>Members:</b> <ul style="list-style-type: none"> <li>• P: Director Duncan</li> <li>• A:</li> <li>SL • CPDO Azum</li> </ul>                            | Advisory to the Oregon Transportation Commission (OTC) on the Statewide Transportation Improvement Program (STIP); prioritizes STIP projects; conducts highway safety studies; hears presentations on issues and developments on all modes of transportation. Meetings are held on the 1st Thursday of the month from 3:30-5:30 p.m., as needed. |
| <b>Statewide Transportation Improvement Fund Advisory Committee (STIFAC) Liaison</b><br><br><b>Members:</b> <ul style="list-style-type: none"> <li>• P: Director Navarro Jr.</li> <li>• A:</li> <li>• SL: CPDO Azum</li> </ul> | The STIFAC prioritizes and recommends projects to the Board acting as the qualified entity for Marion and Polk Counties to be funded by STIF revenues. No set meeting schedule.                                                                                                                                                                  |
| <b>Community Advisory Committee (CAC) Liaison</b><br><br><b>Members:</b> <ul style="list-style-type: none"> <li>• P: Director Duncan</li> <li>• A: Director Navarro Jr.</li> <li>• SL: COO Tom Dietz</li> </ul>                | Advisory committee to the Board on transit-related issues, and makes recommendations for transit service improvements. Meetings are at 5:30 p.m. on the 3rd Tuesday of the months of February, April, June, August, October & December                                                                                                           |
| <b>Salem Chamber of Commerce Monthly Forum</b><br><br><b>Members:</b> <ul style="list-style-type: none"> <li>• Any one Board Member as schedule allows</li> <li>• SL: GM Pollock</li> </ul>                                    | The forum features speakers that cover a wide variety of topics designed to build awareness, foster understanding, and spark conversation in the community. It runs from September through May - 2nd Monday of the month at 12:00 p.m. (except for October and November – 1st Monday of the month)                                               |
| <b>Salem Economic Development Corporation (SEDCOR)</b><br><br><b>Members:</b> <ul style="list-style-type: none"> <li>• Any one Board Member as schedule allows</li> <li>• SL: GM Pollock</li> </ul>                            | Experts speak about timely topics pertinent to business leaders across the spectrum of industries. This is a monthly business lunch held on the 2nd Wednesday at Broadway Commons.                                                                                                                                                               |



## TRANSIT BOARD COMMITTEE MEMBERSHIP

| Entities                                          |  | Role                                                                                                                                                                                                                                |
|---------------------------------------------------|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Salem Scenario Planning Advisory Committee</b> |  |                                                                                                                                                                                                                                     |
| <b>Members:</b>                                   |  |                                                                                                                                                                                                                                     |
|                                                   |  | • P: Director Carney                                                                                                                                                                                                                |
|                                                   |  | • A:                                                                                                                                                                                                                                |
|                                                   |  | • SL:                                                                                                                                                                                                                               |
| <b>West Salem Business Association (WSBA)</b>     |  |                                                                                                                                                                                                                                     |
| <b>Members:</b>                                   |  |                                                                                                                                                                                                                                     |
|                                                   |  | • P: Director Lara Midkif                                                                                                                                                                                                           |
|                                                   |  | • A:                                                                                                                                                                                                                                |
|                                                   |  | • SL: GM Pollock                                                                                                                                                                                                                    |
|                                                   |  | Meetings provide members an opportunity to network, exchange ideas and information, and get updates on association activities. Meetings are held on the 4th Thursday of the month from 11:45 a.m. – 1:00 p.m. at West Salem Roth's. |

**To:** Board of Directors  
**From:** Allan Pollock, General Manager  
**Date:** August 28, 2025  
**Subject:** Board Member Committee Report

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## 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 the District. Board members may take this opportunity to report committee updates or on any meetings or items of note relating to District business.

| Subdistrict: | Board Member:            | Committee:                                                                                             |
|--------------|--------------------------|--------------------------------------------------------------------------------------------------------|
| 1            | Joaquín Lara Midkiff     | West Salem Business Association                                                                        |
| 2            | Director Navarro         | State Transportation Improvement Fund Advisory Committee (STIFAC)                                      |
| 3            | Director Carney          | Salem-Keizer Area Transportation Study (SKATS) Legislative Committee                                   |
| 4            | Director Hinojos Pressey |                                                                                                        |
| 5            | Director Davidson        | FY27 Service Enhancement Committee<br>Mid-Willamette Valley Council of Governments (MWVCOG)            |
| 6            | Director Duncan          | Diversity, Equity, and Inclusion Committee<br>Mid-Willamette Area Commission on Transportation (MWACT) |
| 7            | Director Holmstrom       | Community Advisory Committee<br>MWVCOG Regional Rail Advisory Board                                    |

## FINANCIAL IMPACT

None.

## RECOMMENDATION

For informational only.

## PROPOSED MOTION

None.