



SALEM AREA MASS TRANSIT DISTRICT

BOARD OF DIRECTORS MEETING AGENDA PACKET

Thursday, January 22, 2026 at 5:30 p.m.

Directors: 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>

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

Landline Phone: +1 669 254 5252 US

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 Any item withdrawn for discussion will be addressed after the Consent Calendar is approved.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://zoomgov.com/j/1611156964?pwd=T0VPaXp3eVJpc0NJWWkxeXJSNnE5dz09)

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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.

Formatos alternativos: Los servicios de ASL y formatos alternativos para personas con dominio limitado del inglés están disponibles con 48 horas de antelación. Las solicitudes se pueden hacer poniéndose en contacto con el Secretario en el 503-588-2424 o a través de TTY a través de Oregon Relay Services en el 1-800-735-2900 (o 711). El horario de oficina es de lunes a viernes, de 8 de la mañana a 5 de la tarde.

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 – Safety and Security Division
- C. Announcements | Changes to the Agenda

2. PRESENTATIONS

- A. Customer Satisfaction | Community Value | Employee Engagement Survey Results 04

3. PUBLIC COMMENT

4. CONSENT CALENDAR

- A. Approval of Minutes
 - I. December 11, 2025 Board Meeting31
 - II. January 8, 2026 Board Work Session38
- B. Routine Business Items
 - I. CAC Chair | Vice-Chair Appointments41

5. ITEMS DEFERRED FROM CONSENT CALENDAR

6. ACTION ITEMS

- A. Approve the 2026 Legislative Agenda42
- B. Approve Resolution 2026-01: Free Rides on Transit Equity Day47

7. INFORMATIONAL REPORTS

8. REPORTS

- A. General Manager
- B. Board of Directors49

9. ADJOURN

NEXT MEETING: FEBRUARY 26, 2026 AT 5:30 P.M.

To: Board of Directors
From: Jaél Rose, Chief Business Development Officer
Thru: Allan Pollock, General Manager
Date: January 22, 2026
Subject: Community Value, Customer Satisfaction, Employee Engagement Surveys

ISSUE

Shall the Board receive the results of the Community Value, Customer Satisfaction, and Employee Engagement Surveys?

BACKGROUND AND FINDINGS

In September 2025, the District conducted its annual Customer Satisfaction, Community Value, and Employee Engagement Surveys as a single, coordinated effort. This approach reflects a deliberate shift toward more integrated, data-informed strategic planning. By administering all three surveys concurrently, the District is able to examine customer, community, and employee perspectives together rather than in isolation. This allows leadership to identify common themes, reinforcing patterns, and meaningful gaps across stakeholder groups, and to incorporate that insight directly into the development of the upcoming fiscal year's strategic priorities. This synchronized approach is both more efficient and more impactful, ensuring that feedback is timely, aligned, and actionable. The Customer Satisfaction Survey exceeded the District's baseline target of 400 responses. ETC Institute conducted in-person surveys on buses, at transit centers, and at bus stops, gathering detailed information about rider experience, travel behavior, and service perceptions. Surveys were validated immediately following completion to maintain data integrity and quality.

The Community Value Survey reached a representative sample of households throughout the service area using a multi-channel approach. Residents were invited to participate via mailed surveys with prepaid return envelopes, supported by an online response option. This survey captures community perceptions of transit's value, relevance, and role in supporting quality of life, even among non-riders.

The Employee Engagement Survey provides important internal context regarding workplace experience, communication, leadership trust, and alignment with organizational direction. Reviewing employee feedback alongside customer and community data strengthens our ability to understand how internal conditions support or hinder the service outcomes we aim to deliver.

Together, these surveys form a comprehensive feedback loop that informs service planning, organizational development, and long-range strategy.

ETC Institute will present the consolidated findings and key takeaways during tonight's meeting.

FINANCIAL IMPACT

None.

RECOMMENDATION

For information only.

PROPOSED MOTION

None.

2025 CUSTOMER SATISFACTION, COMMUNITY VALUE, & EMPLOYEE ENGAGEMENT SURVEYS



**Since 2011,
ETC Institute Has
Surveyed More
Than 3,500,000
People for More
Than 1,200
government
agencies on 4
continents!**

**ETC Institute is the Leader in Market
Research for State and Local Governments.
Clients include 29 of the 35 largest public
transit systems in the United States**

*For more than 35 years, our mission has
been to help local governments gather and
use survey data to make better decisions.*



5 THINGS TO REMEMBER



- 1. Most residents of the Salem area think Cherriots provides value to the Community:** 97% of LIFT Customers, 91% of Bus Customers, and 76% of community members surveyed.
- 2. Cherriots is setting the standard for service delivery**
 - Cherriots' customer satisfaction ratings are above the National Average in nearly all areas and have mostly improved from last year's great results.
- 3.** The majority of Cherriots' customers would like funding for Cherriots to increase over the next five years.
- 4.** Residents feel that Cherriots can take them to all of the important places they need to go, and most have a desire for increased funding.
- 5.** Employee Satisfaction increased in most areas, while there is still a hunger for continuing to increase Communication.



AGENDA

OVERVIEW OF SURVEYS

PART 1: CUSTOMER SATISFACTION SURVEY

- Methodology
- Characteristics of Riders
- Comparisons to National Averages/2024
- Opportunities for Improvement
- Net Promoter Score

PART 2: COMMUNITY VALUE SURVEY

PART 3: EMPLOYEE ENGAGEMENT SURVEY

SUMMARY

QUESTIONS

PART 1: CUSTOMER SATISFACTION SURVEY



METHODOLOGY Bus Survey



- The survey was administered from September 6th to September 17th, 2025
- Surveys were conducted onboard buses, at Cherriots transit centers, and at bus stops
- The sample goal for the survey was 400 (320 Weekday, 80 Weekend), which is +/- 4.9% at the 95% confidence level
- Each route in the Cherriots system was sampled in proportion to their April 2025 average daily ridership

METHODOLOGY

LIFT Paratransit Survey



- Survey administration took place in September 2025
- ETC used a combination of mail, text messages, and emails
- Survey was conducted in both English and Spanish
- The sample goal for the survey was 200

MAJOR FINDING #1: CHERRIOTS RIDERSHIP IS DIVERSE

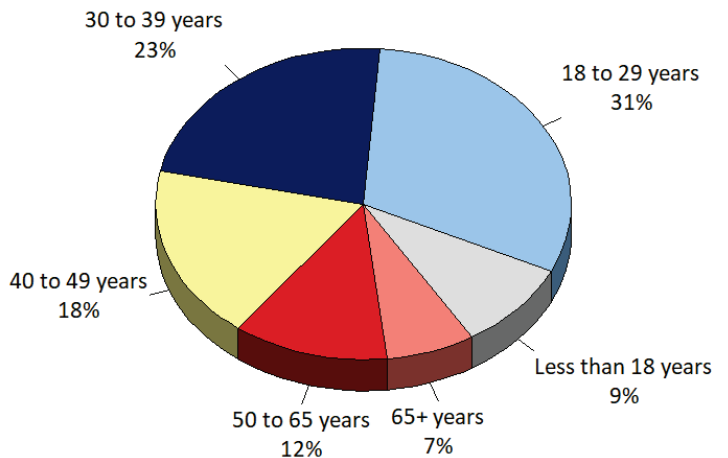
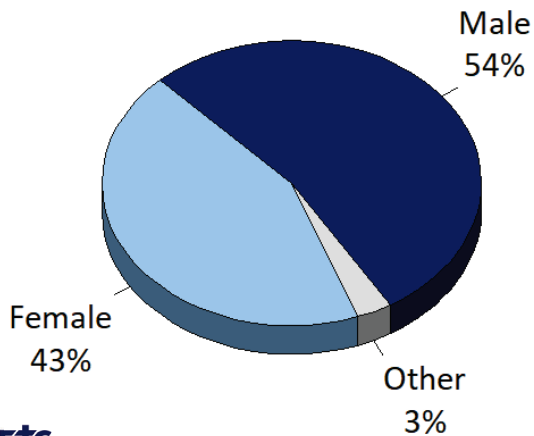


GENDER And AGE

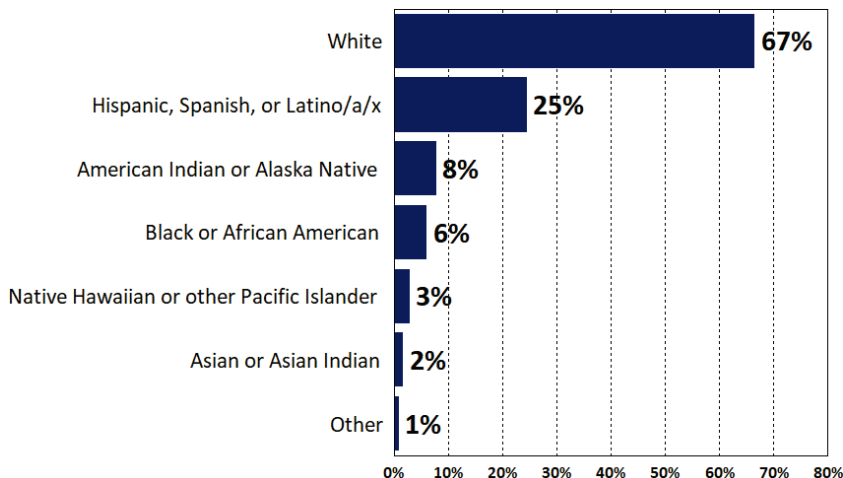


Gender: 54% of Bus customers were MALE

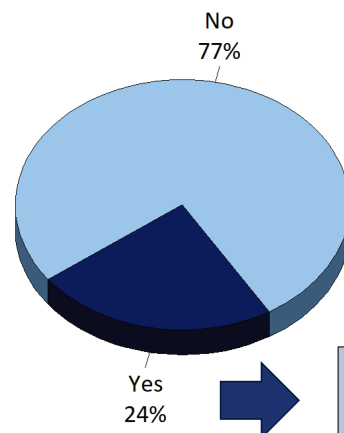
Age: 45% of Bus customers were UNDER AGE 30



RACE / ETHNICITY & LANGUAGE: Cherriots Ridership is Diverse

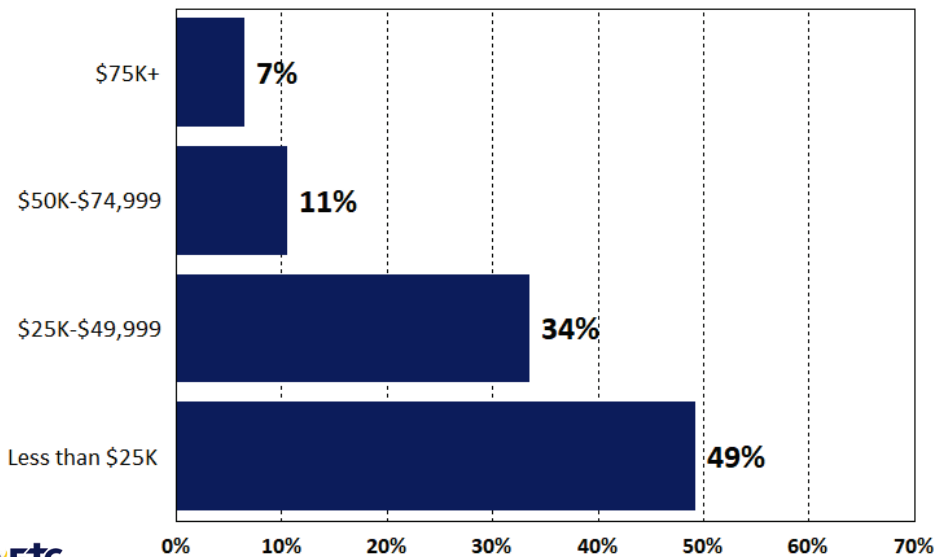


Do you speak a language other than English at home?



86% Speak Spanish

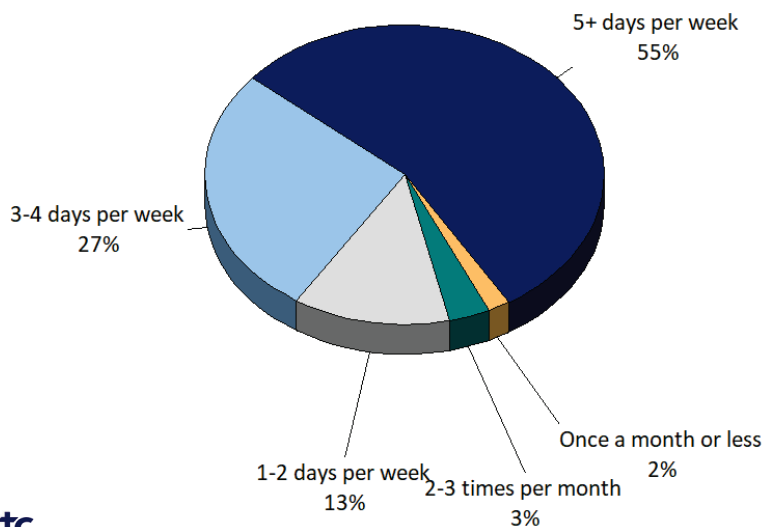
HOUSEHOLD INCOME



Cherriots helps many members of lower-income households travel in the Salem Region

FREQUENCY OF TRANSIT USE

Most customers are using bus services several times per week

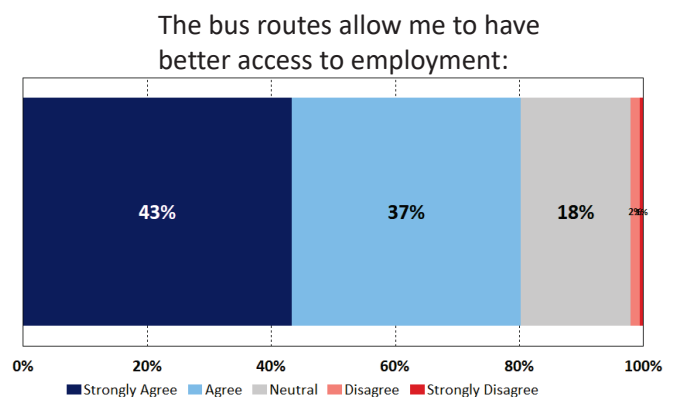
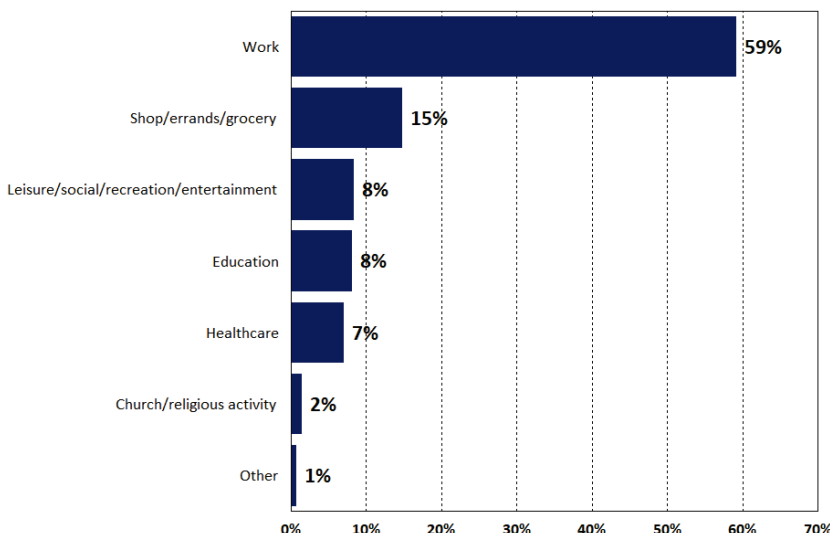


More than half of bus customers ride at least five days per week!

MAJOR FINDING #2: CHERRIOTS IS VERY IMPORTANT TO THE REGION'S ECONOMY



TRIP PURPOSE: Work Is the #1 Purpose for Bus Customers



92% of riders are depending on Cherriots to get around!

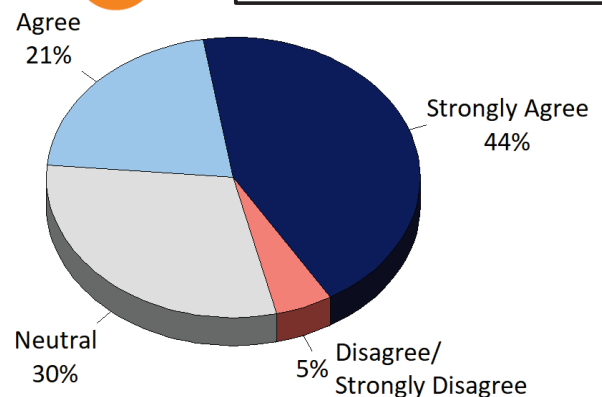
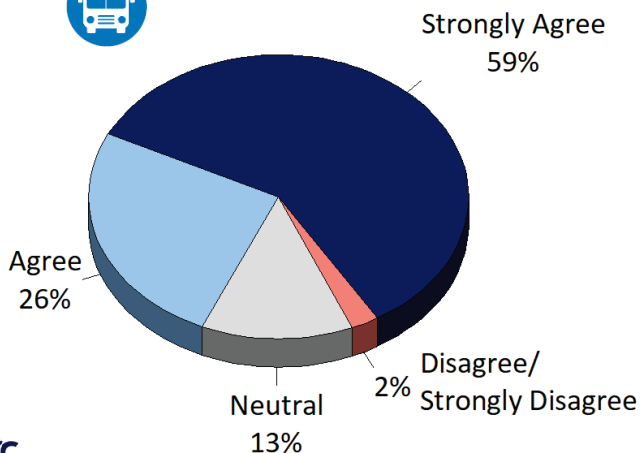
Without Cherriots many residents would not be able to get to work

MAJOR FINDING #3: MOST CUSTOMERS WOULD LIKE TO SEE FUNDING FOR CHERRIOTS INCREASE!



FUNDING

Customers want funding for Cherriots to increase



85% of bus customers & 65% of LIFT customers agree that funding for Cherriots should increase over the next five years!

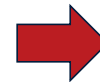
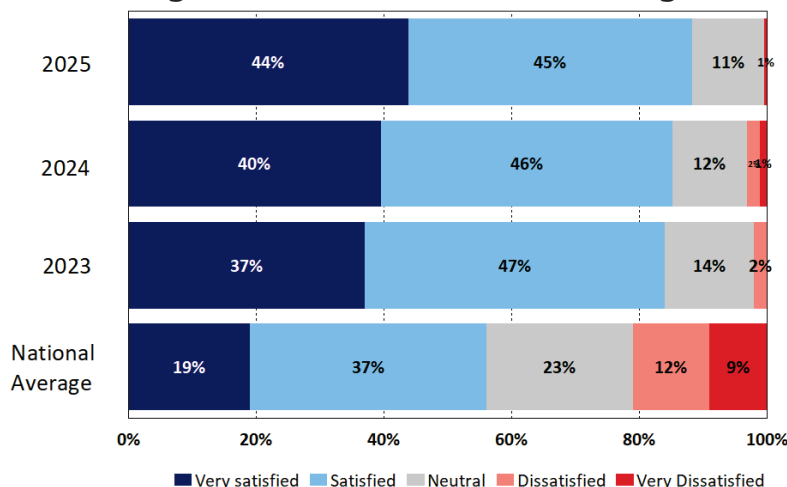
MAJOR FINDING #4: CHERRIOTS IS SETTING THE STANDARD IN MANY AREAS



OVERALL SATISFACTION FOR BUS SERVICE IS VERY POSITIVE



Cherriots Overall Satisfaction is **33%**
higher than the National Average

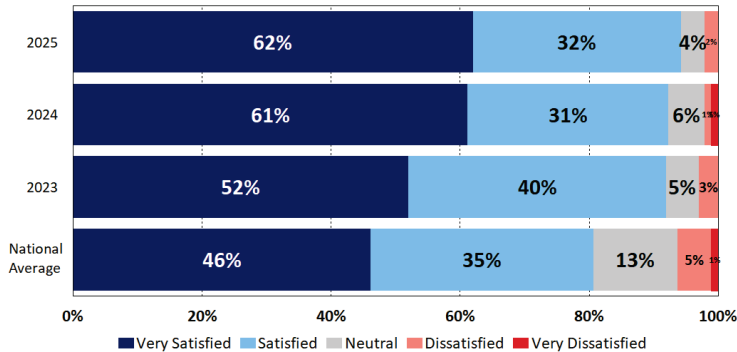


Out of 410
Respondents, **Only 2**
were dissatisfied!

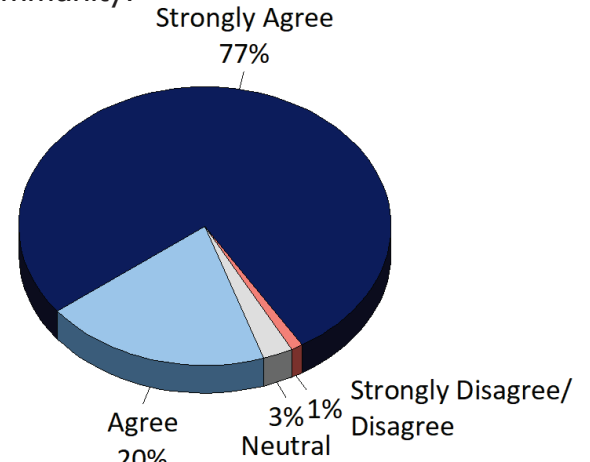
OVERALL SATISFACTION WITH LIFT SERVICES IS EVEN HIGHER!



94% of LIFT Customers are Satisfied vs. 2% Dissatisfied



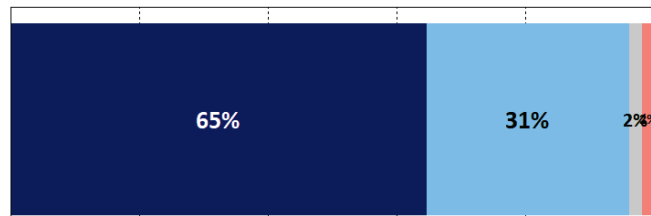
97% of LIFT Customers agree that Cherriots provides value to the community!



EXCELLENT CUSTOMER SERVICE

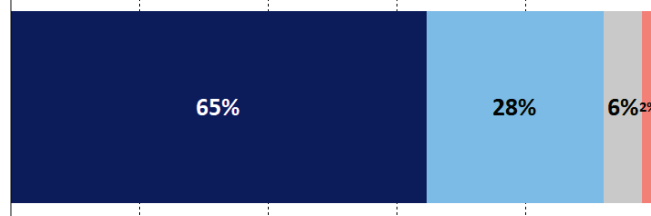


When contacting Cherriots' Customer Service, my concerns are addressed promptly



96%

Customer Service Representatives are helpful & courteous

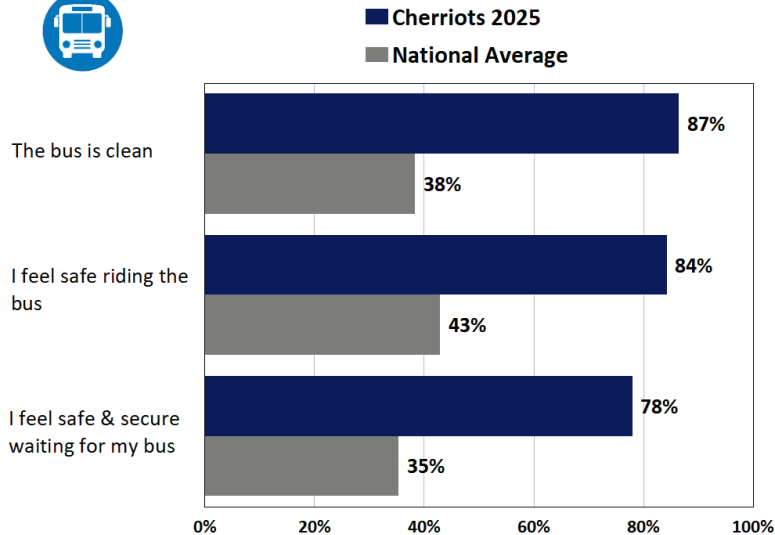


93%

0% 20% 40% 60% 80% 100%

Strongly Agree Agree Neutral Disagree

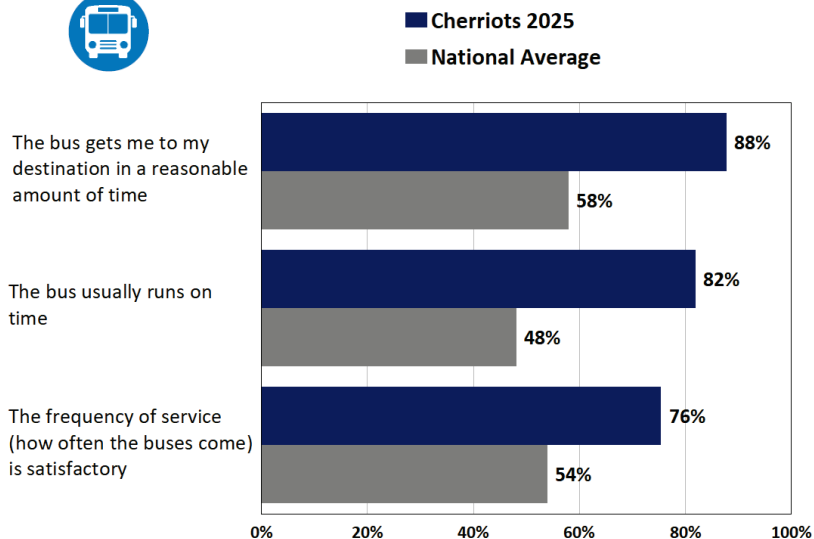
BUS Services Rated ABOVE the National Average in ALL Areas Assessed



BUS ratings are well above the National Average for **Safety & Cleanliness**

- Bus Cleanliness: **+49%**
- Safety While Riding: **+38%**
- Safety While Waiting: **+41%**

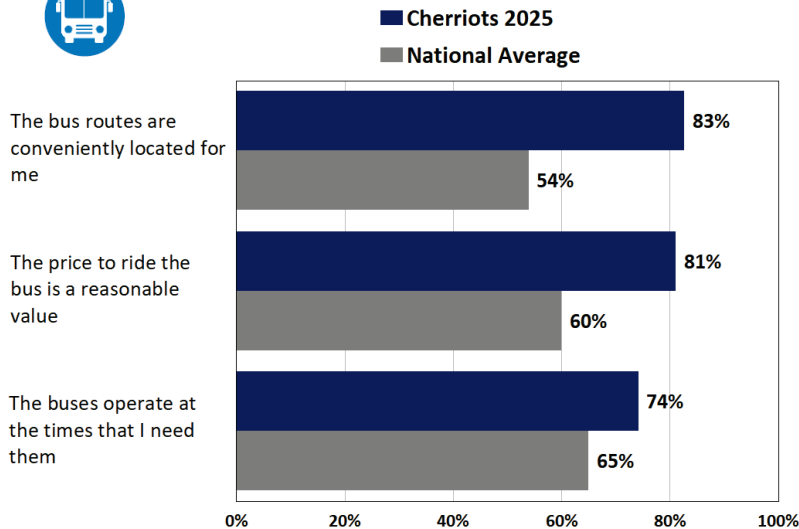
BUS Services Rated ABOVE the National Average in ALL Areas Assessed



BUS ratings are well above the National Average for **Timeliness**

- Travel Time: **+30%**
- Arrival Time: **+34%**
- Bus Frequency: **+22%**

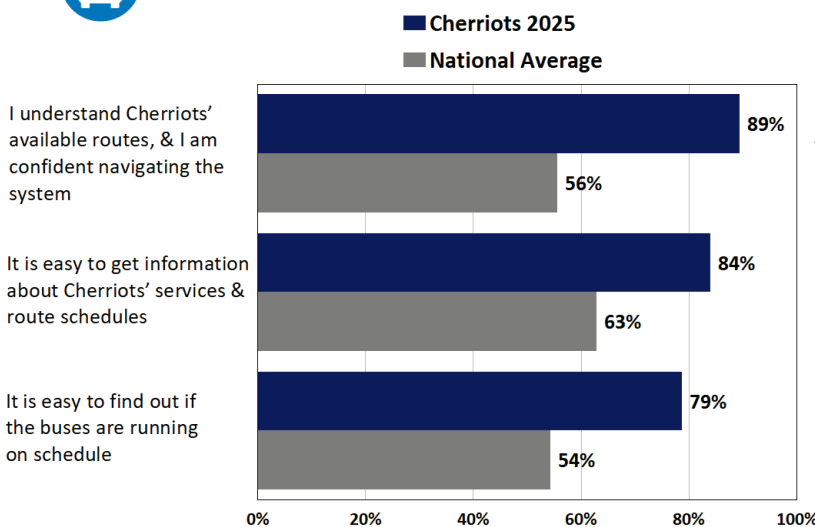
BUS Services Rated ABOVE the National Average in ALL Areas Assessed



BUS ratings are well above the National Average for **Convenience**

- Location: **+29%**
- Price: **+21%**
- Hours of Operation: **+9%**

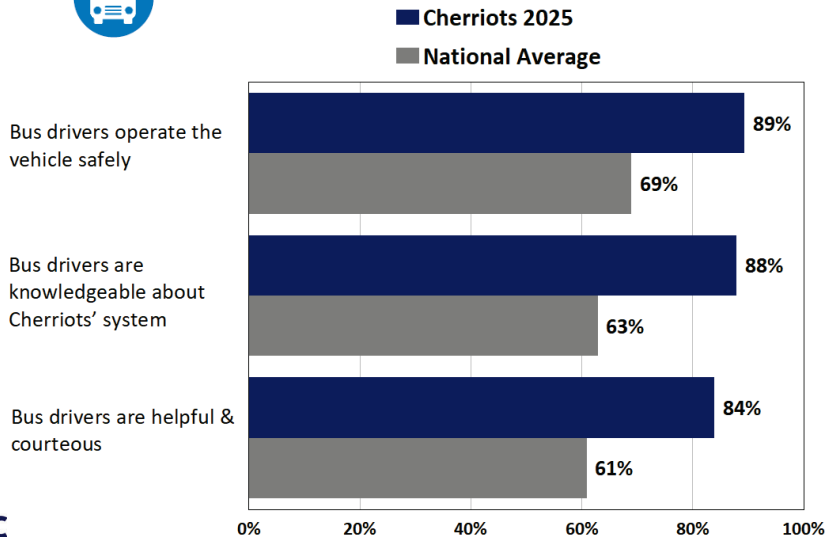
BUS Services Rated ABOVE the National Average in ALL Areas Assessed



BUS ratings are well above the National Average for **Information Provided**

- Navigation: **+33%**
- Getting Information: **+21%**
- Schedule Changes: **+25%**

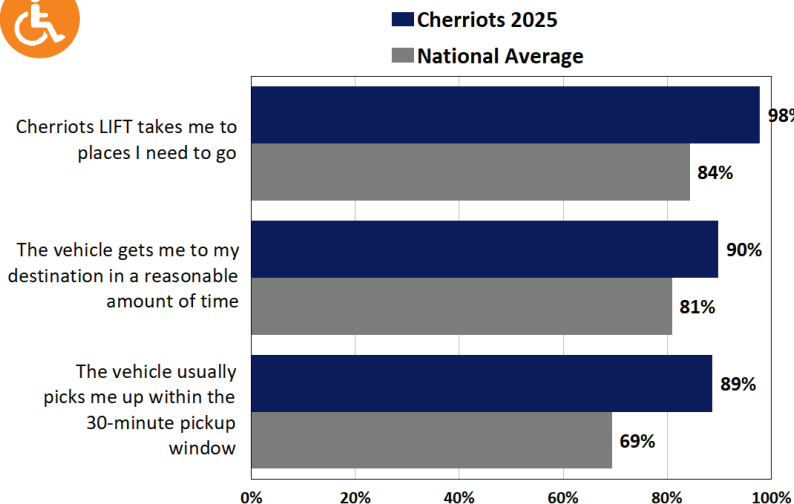
BUS Services Rated ABOVE the National Average in ALL Areas Assessed



BUS ratings are well above the National Average for **Bus Operator Satisfaction**

- Safe Driving: **+20%**
- Operator Knowledge: **+25%**
- Helpfulness & Courtesy: **+23%**

Other Key LIFT Findings



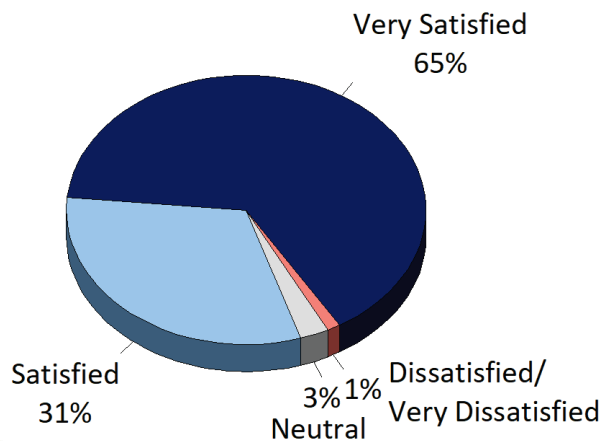
LIFT ratings are well above the National Average for **Timeliness/Usefulness**

- Access to Destinations: **+14%**
- Travel Time: **+9%**
- Arrival Time: **+20%**

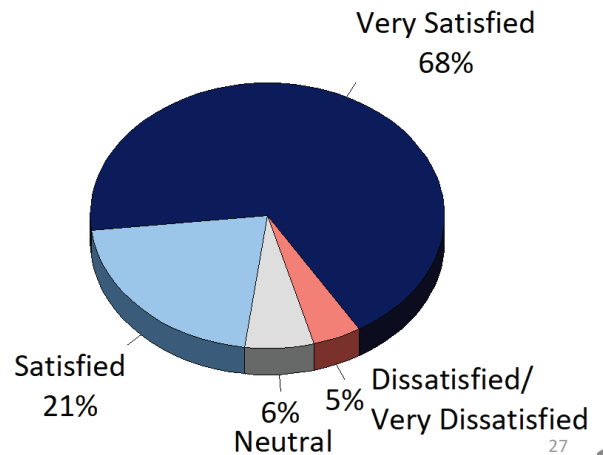
LIFT Customer Satisfaction with Cherriots' Employees



How satisfied are you with the performance of Cherriots' LIFT operators?



How satisfied are you with the performance of Cherriots' Customer Service staff?

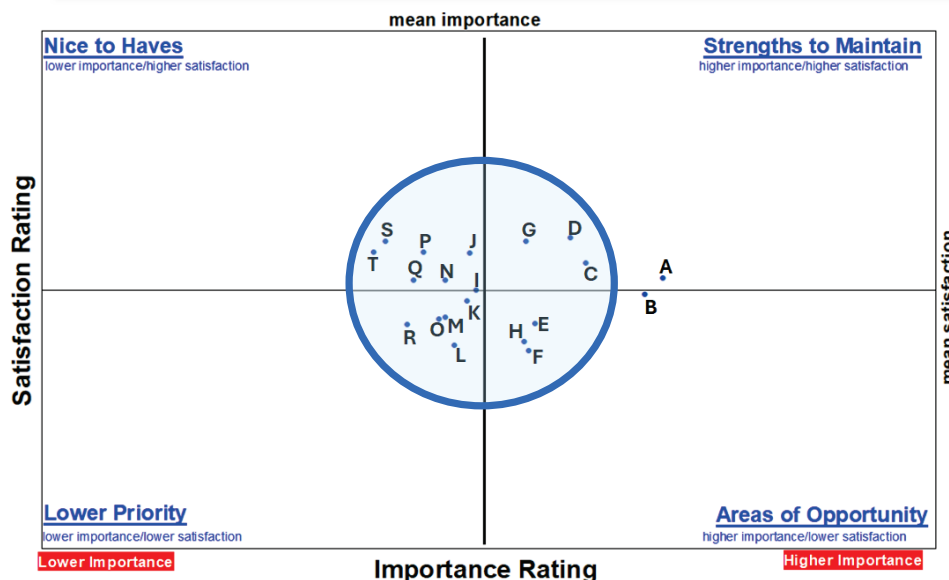


MAJOR FINDING #5: OPPORTUNITIES FOR IMPROVEMENT



OPPORTUNITIES FOR IMPROVEMENT

Key Driver Analysis



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

Source: ETC Institute (2025)

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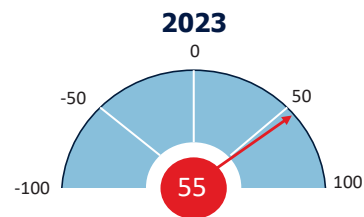
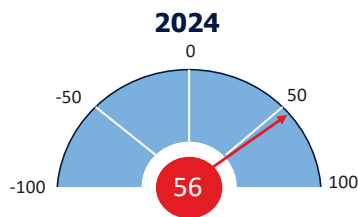
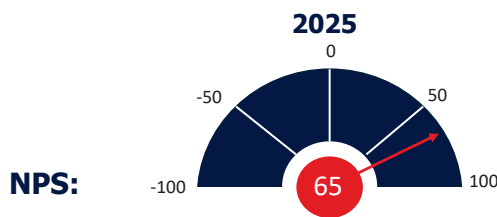
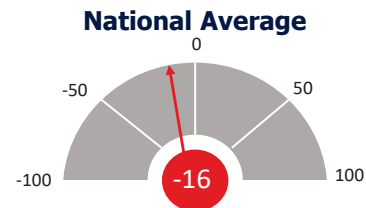
**MAJOR FINDING #6:
CHERRIOTS' NET
PROMOTER SCORE IS
FAR ABOVE THE
INDUSTRY AVERAGE**



Net Promoter Score: 81-Points above the National Average



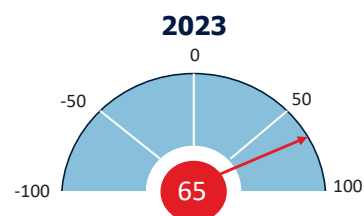
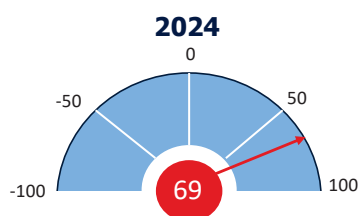
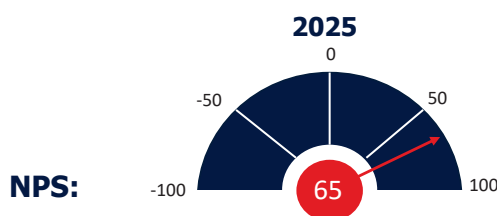
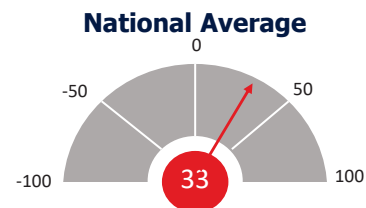
- **72%** of bus customers are “**Promoters**,” meaning they selected 9 or 10 when asked, “On a scale of 0-10, how likely would you be to recommend Cherriots bus service to a friend or family member”



Net Promoter Score: 32-Points above the National Average



- **76%** of bus customers are “**Promoters**,” meaning they selected 9 or 10 when asked, “On a scale of 0-10, how likely would you be to recommend Cherriots bus service to a friend or family member”



PART 2: COMMUNITY VALUE SURVEY



METHODOLOGY: Community Value Surveys



- The survey was administered in September - October
- Address-based random sample
- Participants were initially mailed information about the survey; ETC Institute then followed-up by phone, email, text, and targeted social media to maximize participation
- The survey was available in multiple languages
- The goal for the survey was 400; a total of 413 were completed
- Margin of error +/- 4.9% at the 95% confidence level.

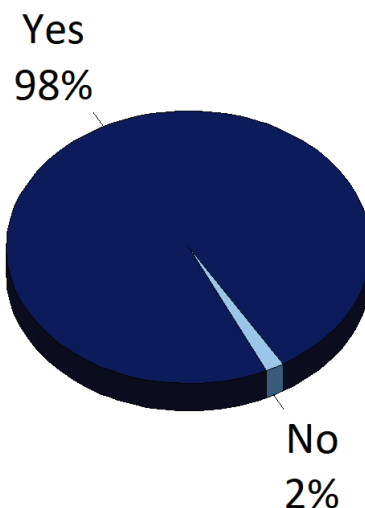
COMMUNITY VALUE SURVEY FINDINGS



Percentage of Salem Area Residents Who Were Aware of Cherriots



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

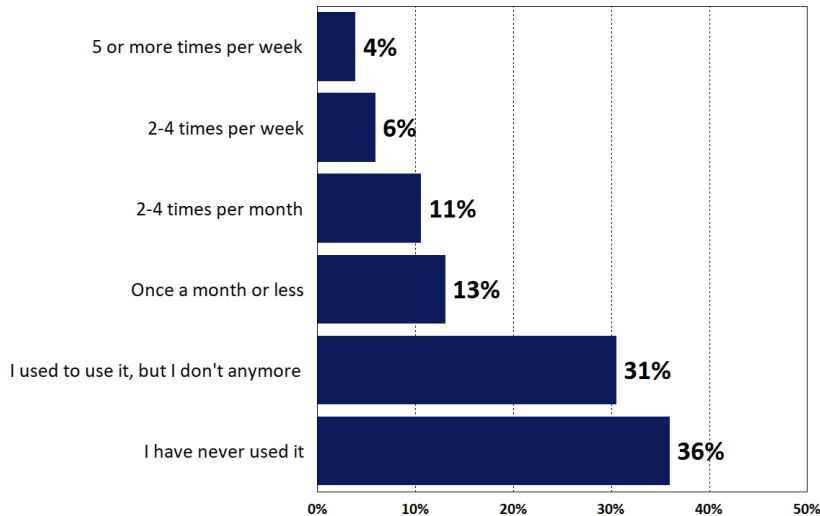


*Each year has had at least 98% awareness

How Often Residents of the Salem Area Report Using Cherriots



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

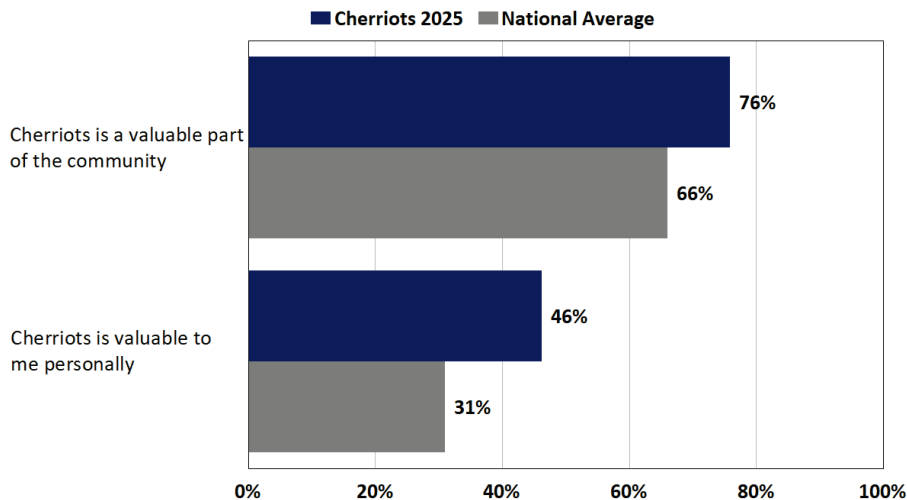


- 34% of respondents are Cherriots Customers.
- 36% of respondents have never used Cherriots.
- 31% of respondents used to use Cherriots but do not anymore.
- Most former riders stopped because they got access to a car

COMMUNITY AND PERSONAL VALUE vs. National Average



% Agree/Strongly Agree



- Valuable part of the community (+10%)
- Valuable to you (+15%)

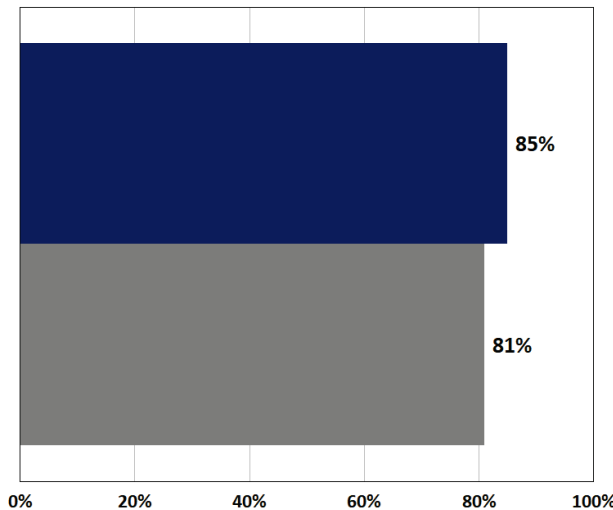
TRANSPORTATION NEEDS vs. National Average



% Agree/Strongly Agree

■ Cherriots 2025 ■ National Average

Cherriots provides transportation options to people with special mobility needs



- Cherriots rated higher in providing transportation options to people with special mobility needs

EMPLOYMENT AND QUALITY OF LIFE VALUE vs. National Average

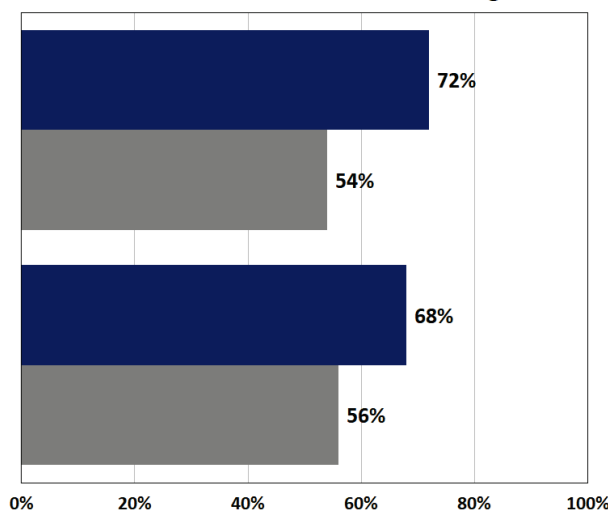


% Agree/Strongly Agree

■ Cherriots 2025 ■ National Average

Cherriots helps provide job opportunities in the region

Cherriots improves the quality of life in the community



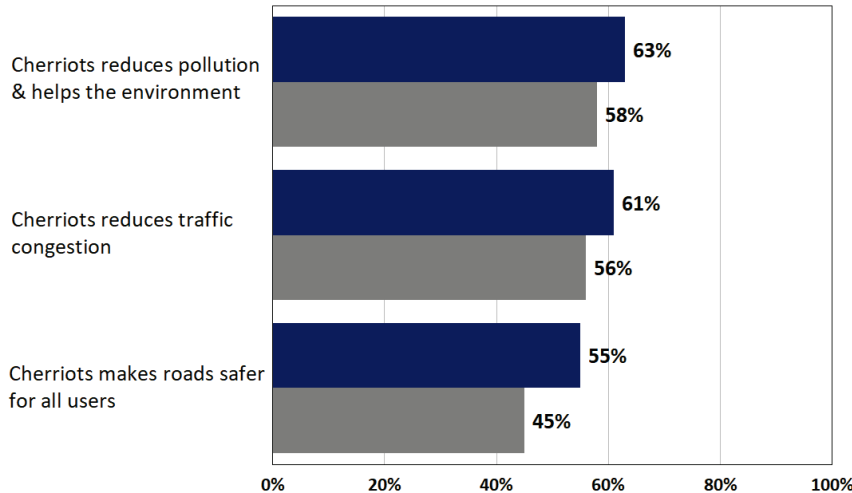
- Cherriots rated higher in providing job opportunities and improving quality of life than the National Average

VALUE TO ROADS & ENVIRONMENT vs. National Average



% Agree/Strongly Agree

■ Cherriots 2025 ■ National Average



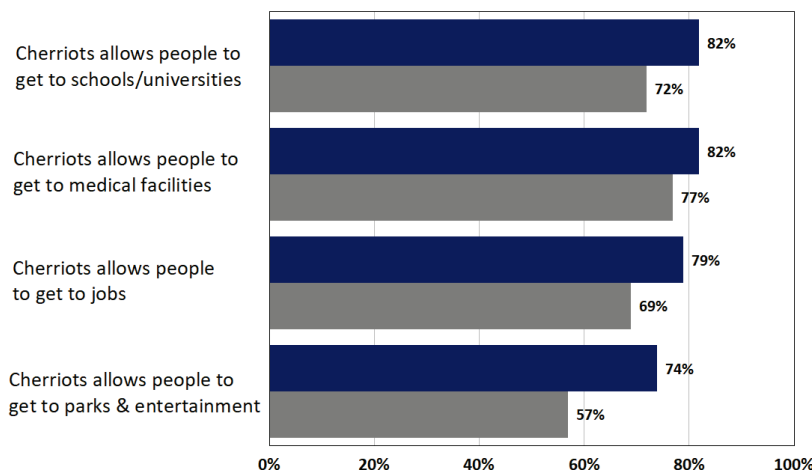
- Cherriots rated higher in reducing pollution, reducing traffic congestion, and making roads safer for all users than the National Average

ACCESS TO IMPORTANT DESTINATIONS vs. National Average



% Agree/Strongly Agree

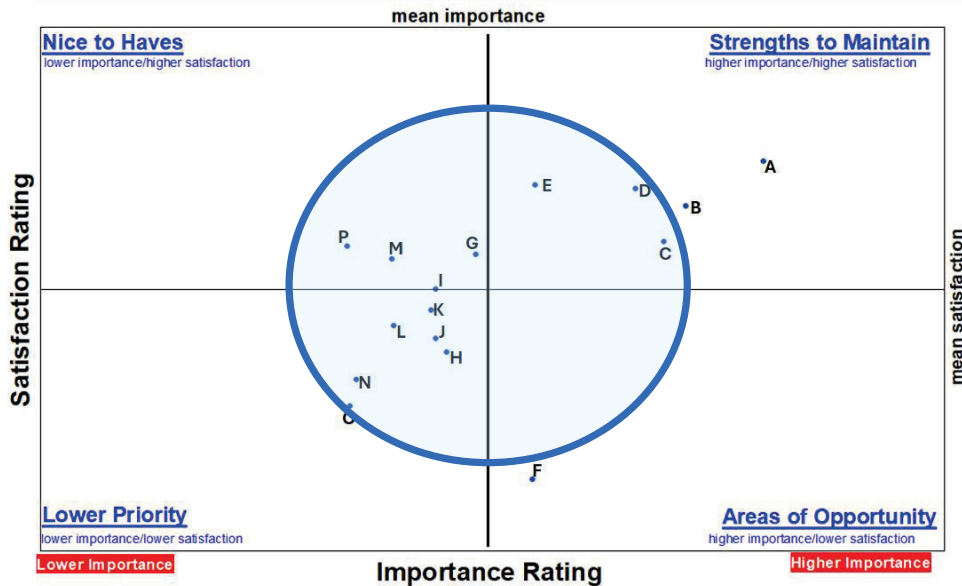
■ Cherriots 2025 ■ National Average



- Cherriots rated higher than the National Average in providing access to all important destinations

2025 STRENGTHS TO MAINTAIN

Key Driver Analysis: Residents



Source: ETC Institute (2025)

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

43

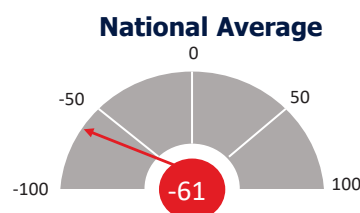
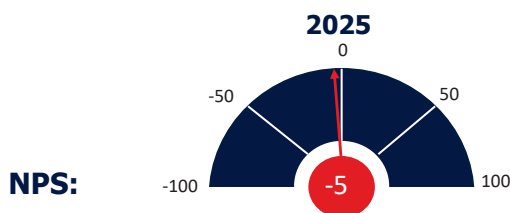


Net Promoter Score: COMMUNITY

Comparison to National Average



- Cherriots Community Net Promoter Score is 56 points higher than the National Average
- While only 10% of respondents are weekly riders, 35% are Promoters



PART 3: EMPLOYEE ENGAGEMENT SURVEY



METHODOLOGY Employee Engagement Survey



- Survey administration was conducted by ETC Institute from September 8th through September 22nd, 2025, following Cherriots' outreach efforts.
- The survey was designed by Cherriots and ETC with the goal of better understanding employee satisfaction regarding several key topics.
- Initially, QR codes were posted throughout each facility, and survey links were sent to each employee with a registered email address (mostly Non-Represented Employees). ETC then conducted intercept surveys with employees who had not completed it online.
- Overall, 147 surveys were completed which is a 59% employee response rate (3% participation increase from 2024!)

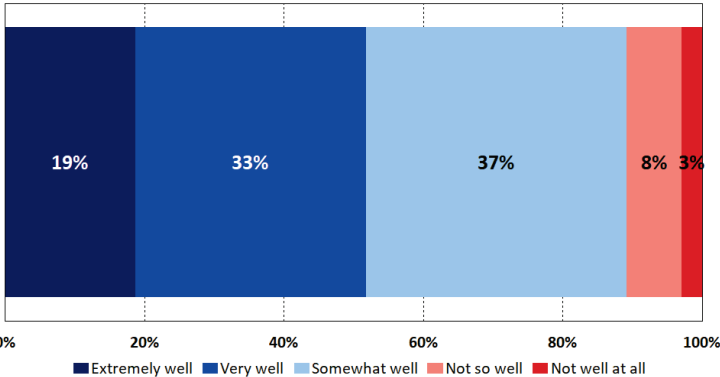
Mission/Vision Statements

The agency’s Mission and Vision statements reflect the organization’s core purpose and what it strives to achieve as we look towards the future.

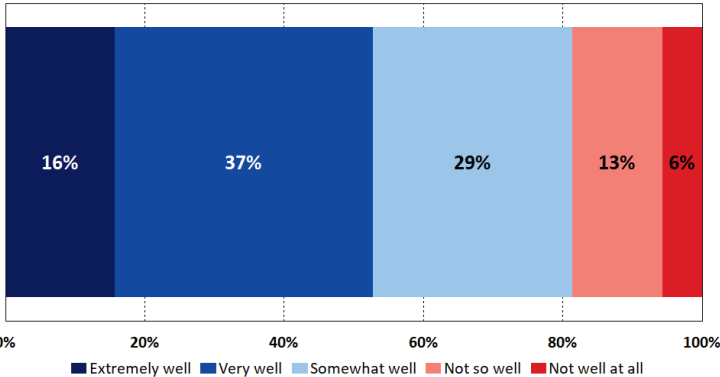
Cherriots Mission Statement: *Creating community connections.*

Cherriots Vision Statement: *We deliver valued mobility options that inspire community pride.*

From your perspective, how well do you feel the mission statement represents what Cherriots strives to achieve?



From your perspective, how well do you feel the vision statement represents what Cherriots strives to achieve?



+7% from 2024

+4% from 2024

47

Overall Satisfaction Increase



I foresee myself working at Cherriots one year from now



+1%

I foresee myself working at Cherriots five years from now



+4%

In general, I am satisfied in my role



+2%

I have pride when I say I work at Cherriots



+2%

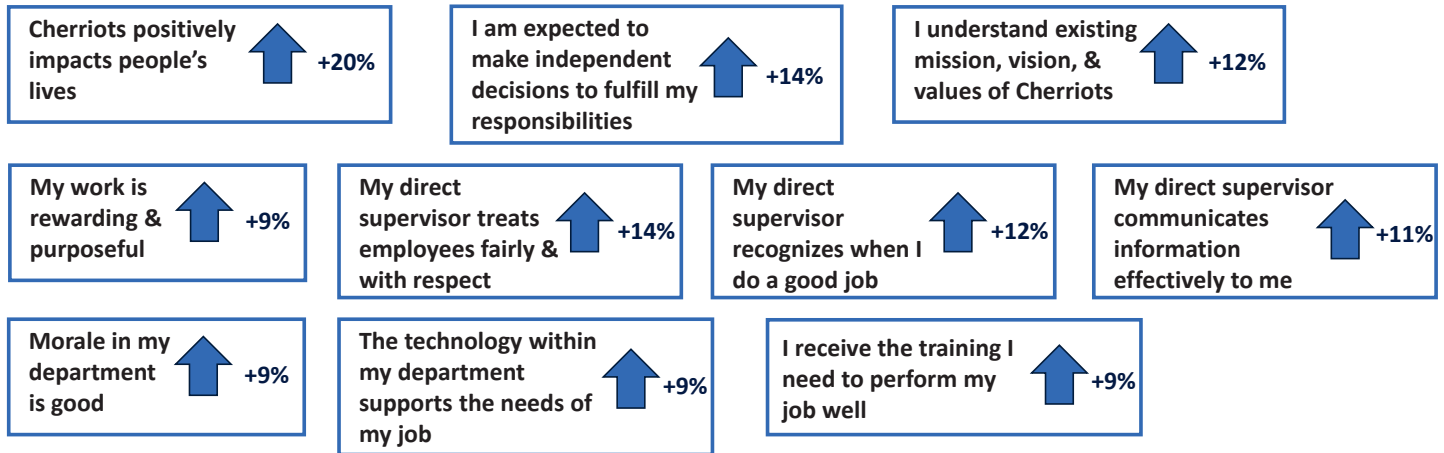
I would recommend working at Cherriots to a friend or family member



+13%

Overall Satisfaction increased from 2024 in all areas!

42 Out of 48 Areas Tested Showed Increased Satisfaction From 2024



Highlighted increases in Agreement/Satisfaction from 2024

SUMMARY: 5 THINGS TO REMEMBER



- Most residents of the Salem area think Cherriots provides value to the Community:** 97% of LIFT Customers, 91% of Bus Customers, and 76% of community members surveyed.
- Cherriots is setting the standard for service delivery**
 - Cherriots' customer satisfaction ratings are above the National Average in nearly all areas and have mostly improved from last year's great results.
- The majority of Cherriots' customers would like funding for Cherriots to increase over the next five years.
- Residents feel that Cherriots can take them to all of the important places they need to go, and most have a desire for increased funding.
- Employee Satisfaction increased in most areas, while there is still a hunger for continuing to increase Communication.



SALEM AREA MASS TRANSIT DISTRICT
BOARD OF DIRECTORS MEETING
Thursday, December 11, 2025

Index of Board Actions

Action	Page
Approve the Consent Calendar	3
A. Approval of Minutes	
a. October 23, 2025 Board Meeting	
b. November 13, 2025 Board Work Session	
B. Routine Business Items	
a. Statewide Transportation Improvement Fund Advisory Committee (STIF) Appointments Reappointments	
b. STIFAC Chair Vice-Chair Appointments	
c. Community Advisory Committee (CAC) Appointments Reappointments	
d. CAC Chair Vice-Chair Appointments REMOVED	
e. Adopt Resolution 2025-14, Reaffirming the Agency Safety Plan (ASP)	
Authorize the General Manager to execute a contract with AB Utility for construction of Local Bus Stop Accessibility Improvement Program Group 6 for an amount not to exceed \$136,530, which includes a 19.8% contingency	3-4
Authorize the General Manager to execute a contract with Parametrix for the East Salem Transit Center site selection and Title VI analysis project for an amount not to exceed \$282,084 which includes a 10% contingency.....	4
Authorize the General Manager to execute a contract with Northwest Bus Sales for the purchase of ten (10) paratransit buses for use in the Cherriots LIFT ADA service for an amount not to exceed \$1,652,938.....	4-5
Adopt the proposed Cherriots/Business Coalition Task Force Charter as presented in Attachment B	5



SALEM AREA MASS TRANSIT DISTRICT

BOARD MEETING MINUTES

Thursday, December 11, 2025 at 5:30 p.m.

ATTENDEES: President Hinojos Pressey | Directors 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 | IT Project Manager Brenden Keane | Service Planning Manager Chris French | Senior Manager, Project & Contract Administration Melissa Kidd |

Budget and Grants Manager Peggy Greene | Transit Operator Lionel Segura | Executive Assistants

Crisandra Williams | Kirra Pressey

GUEST: Legal Counsel Sara Sayles

1. CALL TO ORDER

A. Note of Attendance for a Quorum

President Hinojos Pressey called the meeting to order at 5:36 p.m.

Attendance was noted and a quorum was present.

B. Safety Minute

Service Planning Manager Chris French provided the safety minute highlighting winter driving tips.

C. Announcements | Changes to Agenda

President Hinojos Pressey announced the removal of item 4.B.IV from the Consent Calendar

2. PRESENTATIONS

A. Recognition of Million-Mile Transit Operator

Presenter: COO Tom Dietz

Staff Report: Pg. 4-6

COO Dietz recognized Lionel Segura for achieving Million Mile Operator status, which requires 12 consecutive years accident-free while working at least 1,600 hours each year. Lionel was hired in 1999 and was noted as the first operator to drive a battery electric bus in revenue service in September 2024.

B. Recognition of Outgoing CAC and STIFAC Committee Members

Presenter: COO Tom Dietz

Staff Report: NA

COO Dietz and President Hinojos Pressey recognized outgoing CAC member Lucy Edwards. Absent STIFAC and CAC outgoing members will receive their certificates by mail.

C. Recognition of Former Subdistrict 1 Board Member

Presenter: President Hinojos Pressey

Staff Report: NA

President Hinojos Pressey presented a recognition plaque to former Subdistrict 1 Board Member Joaquín Lara Midkiff, expressing appreciation for their invaluable service and insights, noting that they hoped to see the member return to the dais in the future.

D. ToGo Program Spotlight Award

Presenter: CPDO Shofi Azum

Staff Report: Pg. 6

CPDO Azum presented the Transportation Options Group of Oregon (ToGo) Program Spotlight Award that the District's vanpool program had received in early November 2025 at the Oregon



Public Transportation Conference. The award recognized the program's measurable contribution to reducing drive-alone travel and advancing goals of Oregon's Transportation Options Plan, including congestion reduction, improved employment access, and providing sustainable transportation options for those traveling from outside urban cores.

3. PUBLIC COMMENT

Public comment was received from Tyler McCulley and Nick Fortey for the Board's review and consideration.

4. CONSENT CALENDAR

A. Approval of Minutes

- I. October 23, 2025 Board Meeting
- II. November 13, 2025 Board Work Session

B. Routine Business Items

- I. Statewide Transportation Improvement Fund Advisory Committee (STIF) Appointments | Reappointments
- II. STIFAC Chair | Vice-Chair Appointments
- III. Community Advisory Committee (CAC) Appointments | Reappointments
- ~~IV. CAC Chair | Vice-Chair Appointments~~ **REMOVED**
- V. Adopt Resolution 2025-14, Reaffirming the Agency Safety Plan (ASP)

Action			
Motion:	I move to approve the Consent Calendar with the exclusion of Item 4.B.IV.		
Motion by:	Director Ian Davidson	Second:	Director Ramiro Navarro Jr.
Vote			
Aye:	President Hinojos Pressey, Directors, Navarro, Carney, Davidson, Duncan, and Holmstrom.		
Motion passes unanimously 6-0			

5. ITEMS DEFERRED FROM CONSENT CALENDAR – None

6. ACTION ITEMS

A. Award Bus Stop Accessibility Improvement Program Group 6 Construction Contract

Presenter: Service Planning Manager Chris French

Agenda Packet: Pg. 94-95

Service Planning Manager French presented a request for the board to authorize a contract with AB Utility for the construction of bus stop accessibility improvements at 12 locations throughout the city. He explained that seven stops would receive simme-seats, two already had shelters, one would receive a new shelter, and two would have landscape buffers spanned but no room for simme-seats.



Action			
Motion:	I move to authorize the General Manager to execute a contract with AB Utility for construction of Local Bus Stop Accessibility Improvement Program Group 6 for an amount not to exceed \$136,530, which includes a 19.8% contingency.		
Motion by:	President Maria Hinojos Pressey	Second:	Director Sara Duncan
Vote			
Aye:	President Hinojos Pressey, Directors, Navarro, Carney, Davidson, Duncan, and Holmstrom.		
Motion passes unanimously 6-0			

B. Approval of ESTC Site Selection & Title VI Analysis

Presenter: CPDO Shofi Azum

Agenda Packet: Pg. 96

CPDO Azum presented the East Salem Transit Center site selection and Title VI analysis solicitation results and staff recommendation. He explained that the current configuration at Chemeketa Community College was insufficient for current and future needs, with 19 buses per hour currently using the location and projections showing this would increase to 23 buses per hour. The location serves approximately 285,000-300,000 boardings annually.

Action			
Motion:	I move to authorize the General Manager to execute a contract with Parametrix for the East Salem Transit Center site selection and Title VI analysis project for an amount not to exceed \$282,084 which includes a 10% contingency.		
Motion by:	Director Ramiro Navarro Jr.	Second:	Director Ian Davidson
Vote			
Aye:	President Hinojos Pressey, Directors, Navarro, Carney, Davidson, Duncan, and Holmstrom.		
Motion passes 6-0			

C. Authorize Cherriots LIFT Vehicle Purchase

Presenter: COO Tom Dietz

Agenda Packet: Pg. 97

COO Dietz presented a board report regarding a request for the Board to authorize the General Manager to execute a contract with Northwest Bus Sales for the purchase of 10 paratransit buses for the Cherriots LIFT ADA service for \$1,652,938. He explained that the LIFT fleet (37 buses total) is significantly aged, with 30 vehicles past their useful life. The proposed purchase would be for Turtle Top cutaway buses built in Indiana.



Action			
Motion:	I move to authorize the General Manager to execute a contract with Northwest Bus Sales for the purchase of ten (10) paratransit buses for use in the Cherriots LIFT ADA service for an amount not to exceed \$1,652,938.		
Motion by:	President Maria Hinojos Pressey	Second:	Director Sadie Carney
Vote			
Aye:	President Hinojos Pressey, Directors, Navarro, Carney, Davidson, Duncan, and Holmstrom.		
Motion passes unanimously 6-0			

D. Adopt Cherriots/Business Coalition Task Force Charter

Presenter: GM Allan Pollock

Agenda Packet: Pg. 98-104

GM Pollock presented the proposed task force charter to establish a formal dialogue with the business community regarding the repeal of ORS 267.302, which will become operative January 1, 2026.

GM Pollock explained that after presenting the District's service enhancement plan and funding mechanism at a Salem Chamber of Commerce meeting, significant concerns were raised by the business community, leading to the formation of a business coalition. The proposed task force would include the District Board of Directors and six representatives from Business Coalition organizations, with meetings beginning in January and concluding in May.

Director Navarro noted the absence of organizations like the Latino Business Alliance and Main Street Alliance, expressing his desire to represent voices that don't always get heard. Director Duncan expressed disappointment about the lack of female or non-binary members from the business community but was excited to engage with these organizations on transit issues.

Action			
Motion:	I move to adopt the proposed Cherriots/Business Coalition Task Force Charter as presented in Attachment B.		
Motion by:	President Maria Hinojos Pressey	Second:	Director Sara Duncan
Vote			
Aye:	President Hinojos Pressey, Directors, Navarro, Carney, Davidson, Duncan, and Holmstrom.		
Motion passes unanimously 6-0			

7. **INFORMATIONAL REPORTS**

A. January 2026 Service Change Briefing



Presenter: Service Planning Manager Chris French

Agenda Packet: Pg. 105-106.

Service Planning Manager French presented information on service changes scheduled for January 4, 2026. Local system changes included minor adjustments to time point locations for Routes 17, 21, and 27 to reduce conflicts with school traffic and other vehicles. The most significant change involved the 80X regional service, which would be shortened to terminate at the Woodburn Memorial Transit Center rather than continuing to Wilsonville.

He also noted that Martin Luther King Day and Presidents Day would operate with Saturday-level service.

B. Fiscal Year 2026, Quarter 1 (FY26 Q1) Performance Report

Presenter: CPDO Shofi Azum

Agenda Packet: Pg. 107-151

CPDO Azum presented the Q1 performance report. Ridership remained steady at approximately 887,000 boardings, with youth ridership slightly down and non-youth ridership up. On-time performance improved to 87.7%, and system productivity remained competitive. Traffic signal priority technology was implemented on Lancaster Drive, the battery electric bus fleet logged 99,000 miles, and vanpool performance remained strong.

C. FY26 Q1 Strategic Plan Report

Presenter: Executive Assistant Kirra Pressey

Agenda Packet: Pg. 152-156

EA Pressey presented the Q1 Strategic Plan report on behalf of the Strategic Initiatives Administrator. She explained that the Strategic Plan had been restructured into two components: a long-term guiding framework and an annually updated work plan with organizational and divisional goals. She invited Senior Manager of Project and Contract Administration Kidd to highlight Q1 progress on two organizational goals: Employee Resource Planning Tools and the Strategic Grant and Funding Framework.

EA Pressey noted that all 24 goals (9 organizational and 15 divisional) showed progress in Q1, and that planning for FY27 goals would begin in the coming weeks.

D. FY26 Q1 Finance Report

Presenter: CFO Denise LaRue

Agenda Packet: Pg. 157-161

CFO Denise LaRue presented the first quarter FY26 financial report, noting that revenues and expenditures were tracking within expected ranges and the annual audit was underway. Several Board members acknowledged Ms. LaRue's service to the District, as this was her final Board meeting prior to her departure for a new opportunity.

8. **REPORTS**

A. General Manager's Report

GM Pollock provided an update on the state transportation package. He also noted the District's participation in human trafficking awareness training focused on general awareness and reporting of suspicious activity. He thanked CFO Denise LaRue for her service and wished everyone a happy and safe holiday season.

B. Board Of Directors Report



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

9. ADJOURN

President Hinojos Pressey adjourned the meeting at 7:47 p.m.

Respectfully Submitted

Maria Hinojos Pressey, Board President

DRAFT



SALEM AREA MASS TRANSIT DISTRICT BOARD WORK SESSION MINUTES

Thursday, January 8, 2026 at 5:30p.m.

ATTENDEES: Vice-President Ian Davidson | Directors Ramiro Navarro Jr. (Virtual) | Sadie Carney | Bill Holmstrom Absent: President Maria Hinojos Pressey | Director Sara Duncan

STAFF: GM Allan Pollock | DGM David Pollock | CSO Cliff Carpentier | CBDO Jaél Rose | CPDO Shofi Azum | COO Tom Dietz | Senior Manager, Project & Contract Administration Melissa Kidd | Executive Assistants Crisandra Williams | Kirra Pressey

1. CALL TO ORDER

A. Note of Attendance for a Quorum

Vice-President Davidson called the meeting to order at 5:37 p.m., noting President Hinojos Pressey was out this evening and requested that Vice-President Davidson preside. Attendance was noted.

B. Safety Minute

CSO Carpentier presented the safety moment, highlighting the District's efforts towards human trafficking awareness.

C. Announcements | Changes to Agenda

GM Pollock announced an additional discussion item regarding a potential fare-free day.

CBDO Rose announced the addition of the new Marketing and Communications Manager, Megan Schmidt. She highlighted Schmidt's strong background in multichannel campaigns across digital, print, social, web and event platforms, and her experience partnering with cross-functional teams.

2. PRESENTATIONS - None

3. DISCUSSIONS

A. 2026 Draft Legislative Agenda

Presenter: GM Allan Pollock

General Manager Pollock presented the proposed 2026 Federal and State Legislative Agenda, including funding requests through the U.S. Department of Transportation grant application process and associated policy priorities. Federal funding requests included construction of the South Salem Transit Center, transit security funding for the Dell Webb fence and exterior upgrades, and acquisition of ADA paratransit vehicles. State legislative priorities included preserving, maintaining, and enhancing public transportation investments; preserving the District's established transit funding authority; leveraging environmental investment opportunities; supporting increased investments in footpaths and bicycle trails; and monitoring regional passenger rail transportation initiatives.

General Manager Pollock also reported that the Governor is proposing to repeal House Bill 3991, which would result in no November vote on transportation funding measures.



The Board reviewed the priorities and principles document, which reflected primarily grammatical revisions based on prior input, and agreed to finalize the items for adoption at the January 22 Board meeting.

B. Task Force Update

Presenter: GM Allan Pollock

GM Pollock provided an update on preparations for the Task Force's first meeting scheduled for January 29th. Key developments were reported, including distribution of pre-reading materials to the 12-member task force, consisting of six Board members and six coalition members; finalization of an intergovernmental agreement with Portland State University's Oregon Consensus for facilitation services; assignment of Katie Pearmine as facilitator, who will conduct virtual check-ins with each task force member; agreement with Oregon State University's Oregon Policy Analysis Laboratory (OPAL) to conduct a cost-benefit analysis of proposed service enhancements related to the payroll tax; contracting with DHM Research through CFM Advocates for polling services; arrangements for Baker Tilly to update the Long-Range Financial Plan with FY25 data for presentation at the kickoff meeting; and scheduling Mark Aesch, CEO of TransPro, to present at a future meeting, likely in March. The goal is to complete the task force's work by May.

C. Transit Equity Day

Presenter: CBDO Jaél Rose

CBDO Rose presented a recommendation from the DRIVE Committee (Diversity, Respect, Inclusion, Value, and Equity) to approve fare-free service on Transit Equity Day, February 4, 2026, an observance honoring the legacy of Rosa Parks and recognizing the importance of equitable access to public transportation. It was noted that other transit districts in Oregon currently implement this practice.

The Board expressed support for bringing the recommendation forward as an action item at the January 22 meeting.

4. GENERAL MANAGER COMMENTS

A. Upcoming Agenda Items

B. Board Calendar

GM Pollock reviewed upcoming Board agenda items for January including the legislative agenda, CAC appointments, officer appointments, and fare-free day action item. He noted that bylaws discussion would be deferred to February. The January 22nd meeting would include the presentation of the customer satisfaction, community value, and employee engagement survey results.

February's work session would include ongoing task force updates, South Salem Transit Center final design discussion, and a joint session with the CAC on work plan development.

GM Pollock also shared a significant announcement regarding his intention to retire in July, after 19 years with Cherriots. He provided a memo to those present and indicated it would be sent electronically to absent members.



Before adjourning, Vice-President Davidson inquired about the possibility of extended service on New Year's Eve, suggesting limited routes until 2 AM and noting that TriMet offers this service through sponsorships. Staff noted that this would require negotiations and discussion of service delivery models but agreed to start that conversation.

5. ADJOURN

Vice-President Davidson adjourned the meeting at 6:11 p.m.

Respectfully Submitted

Maria Hinojos Pressey, Board President

DRAFT



BOARD MEETING MEMO

Agenda Item 4.B.I

To: Board of Directors

From: Kirra Pressey, Executive Assistant/Clerk of the Board
Tom Dietz, Chief Operations Officer

Thru: Allan Pollock, General Manager

Date: January 22, 2026

Subject: Appointment of Chair & Vice-Chair to the Community Advisory Committee (CAC)

ISSUE

Shall the Board appoint a member of the CAC to the positions of Chair and Vice-Chair for a term of twelve months beginning January 23, 2026 and ending December 31, 2026?

BACKGROUND AND FINDINGS

The CAC serves as an advisory committee to the Board on transportation policies, programs, and services. The committee meets to discuss and review items in line with the established work plan and may make recommendations to the Board.

Per the CAC Bylaws, Article III, Section 4, the terms of the Chair and Vice-Chair commence in January each year. CAC members and/or staff may recommend a Chair and Vice-Chair to serve a 12-month term, with a limit of two (2) consecutive years.

FINANCIAL IMPACT

None

RECOMMENDATION

Staff recommends the Board appoint David Levy as Chair, and Judith Richards as Vice-Chair to serve from January 23, 2026 to December 31, 2026.

PROPOSED MOTION

I move that the Board appoint David Levy as Chair and Judith Richards as Vice-Chair of the Community Advisory Committee for a term beginning January 23, 2026, ending December 31, 2026.

To: Board of Directors
From: Allan Pollock, General Manager
Board Legislative Subcommittee
Date: January 22, 2026
Subject: 2026 Legislative Agenda and Board Priorities and Principles

ISSUE

Shall the Board adopt the 2026 Legislative Agenda and Board Priorities and Principles?

BACKGROUND AND FINDINGS

The Board annually adopts a legislative agenda to set direction for legislative activities. The agenda serves as a guide when responding to legislative matters and as a communication tool with legislators and other interested parties.

The Board Priorities and Principles serve as a guide for board members navigating their roles, representing the board as a whole, and empowering members to speak with confidence on mutually agreed-upon principles and priorities.

On December 18, 2025, the Board's Legislative Subcommittee (Directors Carney, Davidson, and Navarro) met to finalize the proposed legislative agenda. On January 8, 2026, the Board reviewed the draft legislative agenda and priorities and principles during its work session. The proposed 2026 Federal and State Legislative agendas are included as Attachments A and B respectively. The Board Priorities and Principles are included as Attachment C. The Districts proposed agendas identify legislative priorities and projects for annual appropriations and grant opportunities.

FINANCIAL IMPACT

None.

RECOMMENDATION

The Legislative Subcommittee recommends that the Board adopt the 2026 Legislative Agenda and Board Priorities and Principles as shown in Attachment A, B and C.

PROPOSED MOTION

I move that the Board adopt the 2026 Legislative Agenda and Board Priorities and Principles as shown in Attachment A, B, and C.



2026 FEDERAL LEGISLATIVE AGENDA

FUNDING REQUESTS

PROJECT DESCRIPTION

REQUEST

South Salem Transit Center and Mobility Hub (SSTCMH)

\$5,000,000

Cherriots is seeking funding to construct the South Salem Transit Center and Mobility Hub (SSTCMH), a new facility designed to expand mobility options and enhance connectivity in south Salem. Located at Commercial Street SE and Wiltsey Road SE, the SSTCMH will replace four unsafe, disconnected on-street stops with a community hub for transportation integration, providing right-sized services tailored to local needs. The project will include local and regional fixed-route buses, paratransit vehicles, and neighborhood circulators, while maintaining flexibility to accommodate microtransit, rideshare vehicles, bike share and scooter share, bicycles, pedestrians, and dedicated drop-off and pick-up areas for easy transfers between car and bus. Cherriots also plans to include a small park-and-ride area and establish super-stops across south Salem to improve transfers between mainline and circulating routes. With NEPA clearance secured and land acquisition underway, the project is ready for federal support to deliver the final lasting safety, operational, and community benefits. By creating a safe, sustainable, and convenient transfer point in south Salem, an area with many low-income households and limited transportation options, the SSTCMH will equitably expand mobility and opportunity for families who rely on public transit.

Account: FTA Buses and Bus Facility Program

Transit Security Funding – Del Webb Fence and Exterior (Perimeter) Upgrade

\$2,000,000

Cherriots is requesting funding for upgrades to its security fencing and entry gates at its Operations Headquarters. The full scope includes securing the maintenance and operations administration buildings. Presently, the campus is an open, unsecured campus which allows for incidents of trespass, vagrancy, and other unwanted behaviors. This project will enable Cherriots to fully secure its campus on a 24/7 basis and ensure a controlled access point for all visitors and vendors. The security improvements throughout the system are designed to enhance the safety of employees, riders, and the broader community. Upgrades will ensure year-round protection of Cherriots' assets by addressing the unique needs of Salem, which serves as the Oregon State Capital and hosts numerous large-scale events each year including the State Fair.

Account: FTA Buses and Bus Facilities Program

ADA Paratransit Vehicles

\$3,400,000

Cherriots is requesting funding to purchase 20 ADA paratransit vehicles to replace aging units in its demand-response fleet. These vehicles are essential to providing safe, reliable, and accessible transportation for seniors and individuals with disabilities who rely on paratransit services for daily mobility, medical appointments, employment, and essential services. Many vehicles currently in service have exceeded or are nearing the end of their useful life, resulting in increased maintenance costs, reduced reliability, and service disruptions. Replacing these vehicles will improve system reliability, reduce downtime, and ensure compliance with ADA accessibility.

standards. New vehicles will also incorporate modern safety features and improved fuel efficiency, enhancing passenger comfort while reducing operating and maintenance expenses. This investment will allow Cherriots to maintain high-quality, equitable mobility options throughout the Salem-Keizer region and ensure uninterrupted paratransit service as demand continues to grow.
Account: CDS/CP THUD Transit Infrastructure Projects

POLICY PRIORITIES

Maintain FTA Bus and Bus Facilities Grant Funding

Cherriots supports funding the Buses and Bus Facilities/Low-No account at the level of \$2.2 billion (annual) set by the Infrastructure Investments and Jobs Act (IIJA). The Buses and Bus Facilities/Low-No program remains significantly oversubscribed, indicating continued nationwide demand. Additionally, Cherriots strongly supports the Bus Coalition's position maintaining the robust competitive grant program for the Bus and Bus Facilities/Low-No accounts and opposes any effort to shift grant funds to the formula program. Competitive funding is essential for larger bus purchases and facility projects, especially for smaller transit agencies that will receive very little formula funds. Cherriots supports maintaining current ratio of formula and competitive funding.

Make Permanent the Alternative Fuels Tax Credit

The Alternative Fuels Tax Credit helps transit systems reduce their emissions by providing a tax credit for a portion of the costs associated with alternative fuel use. Cherriots receives an annual benefit of \$200,000 from the credit for Cherriots' operations. The credit was extended by the Inflation Reduction Act but expired at the end of 2024. We support a permanent extension of the provision to provide long-term support and certainty for Cherriots and other agencies in the pursuit to reduce emissions.

CONTACT

Allan Pollock, General Manager/CEO
Salem Area Mass Transit District (Cherriots)
503.588.2424 | allan.pollock@cherriots.org

Kirby Garrett, CFM Advocates
541.480.0938
kirbyg@cfmdc.com

2026 STATE LEGISLATIVE AGENDA

The Salem Area Mass Transit District (aka Cherriots) has established as its top 2026 legislative priorities to preserve, maintain and enhance public transportation investments, defend against transit funding reduction opportunities and improve public transit safety.

Priority	Item
1	Preserve, Maintain and Enhance Public Transportation Investments. <ul style="list-style-type: none"> • <i>Work with OTA, ODOT, transit advocates and others to preserve, maintain and enhance funding for public transportation investments.</i> • <i>Protect against efforts to reduce transit funding resulting from the Statewide Transportation Improvement Fund employee payroll tax.</i>
1	Preserve and Maintain the district's established transit funding authority. <i>Defend the district's established transit funding authority.</i> <ul style="list-style-type: none"> • Oppose: LC63 (when bill drops this will be updated with bill number)
2	Leverage environmental investment opportunities. <ul style="list-style-type: none"> • <i>Monitor and engage on proposals that expand zero-emission vehicle transit infrastructure or support investment in clean transit technologies.</i> • <i>Track any legislative exploration of cap and invest or similar carbon pricing mechanisms and ensure Cherriots is positioned for meaningful public transit investments.</i>
2	Support Increased Investments on Footpaths and Bicycle Trails. <i>Monitor discussions and activity surrounding legislative concepts and budget appropriations that would increase investments on footpaths and bicycle trails.</i>
3	Regional Passenger Rail Implementation. <i>Work with legislative champions, transit advocates and local community members in support of efforts to study the expansion of the passenger rail line from Portland to Salem.</i>

As particular bills work through the system, CFM will work with Cherriots leadership to monitor and report on any legislative concepts which may impact the District and prepare an appropriate response.

CONTACT

Allan Pollock, General Manager/CEO
Salem Area Mass Transit District
503.588.2424 | allan.pollock@cherriots.org

Dale Penn II, CFM Advocates
503.510.2200
dalep@cfmpdx.com



BOARD PRIORITIES AND PRINCIPLES

Salem Area Mass Transit District, also known as Cherriots, has established priorities and principles that board members can use when representing the District on external committees.

Cherriots Board of Directors adopts the following priorities and principles:

Support for Increased Public Transit Funding

Noticeable gaps in service frequency and coverage remain both within and outside the Salem-Keizer Urban Growth Boundary. The District supports initiatives that expand public transit and paratransit services in Marion and Polk counties. Potential funding sources include federal, state, or local (city and county) resources.

Pedestrian and Bicyclist Infrastructure

Transit riders and community members depend on a strong, multimodal transportation network to reach their destinations. Significant portions of the Salem-Keizer Urban Growth Boundary lack sidewalks, and bicycle infrastructure remains inadequate. As the District evolves as a mobility integrator, the District must advocate for strong active transportation infrastructure.

Environmental and Community Impact

Decisions regarding resource allocation should be evaluated through a community-focused environmental lens. New projects should always consider impacts on historically underserved communities and strive to support positive outcomes for all community members.

Maintenance of Existing Travel Lanes

Allocation of funding for automobile travel lanes should prioritize the maintenance and preservation of existing infrastructure before investing in new, costly-to-maintain automobile infrastructure.

Unaccounted Costs

Policies should avoid placing the financial burden of costly infrastructure on the public when the number of beneficiaries is minimal.

Adopted: January 22, 2026

To: Board of Directors

From: Jaél Rose, Chief Business Development Officer
DRIVE Committee

Thru: Allan Pollock, General Manager

Date: January 22, 2026

Subject: Adopt Resolution 2026-01, Establishing Annual Fare-Free Transit Service on Transit Equity Day.

ISSUE

Shall the Board of Directors adopt Resolution 2026-01 ([Attachment A](#)), establishing fare-free transit service each year on February 4, in observance of Transit Equity Day?

BACKGROUND AND FINDINGS

Transit Equity Day is observed nationally to honor the life and legacy of Rosa Parks and to recognize the enduring role of public transportation in advancing civil rights, equity, and access to opportunity. Across the transit industry, the day serves as a moment to reflect on transit's essential role in connecting people to jobs, education, healthcare, and community.

The DRIVE Committee believes this action would:

- Demonstrate Organizational Values: Fare-free service reflects Cherriots' commitments to humility, respect, inclusivity, ownership, and transparency by prioritizing access and removing barriers.
- Advance Transit Equity: The observance honors Rosa Parks' legacy while reinforcing Cherriots' responsibility to provide equitable mobility for all members of our community.
- Strengthen Community Engagement: Free rides offer an opportunity to invite new riders, build trust with existing riders, and deepen public understanding of transit's role in equity and opportunity.

This recommendation also aligns Cherriots with regional transit peers, including Lane Transit District (LTD) and TriMet, both of which currently observe Transit Equity Day with free rides.

FINANCIAL IMPACT

Any short-term fare revenue impacts are expected to be offset by community goodwill, increased ridership exposure, and alignment with strategic equity and engagement goals.

RECOMMENDATION

The DRIVE Committee recommends that the Board of Directors adopt Resolution 2026-01, establishing fare-free transit service annually on February 4, in recognition of Transit Equity Day, beginning in 2026.

PROPOSED MOTION

I move to adopt Resolution 2026-01, establishing fare-free transit service annually on February 4, in recognition of Transit Equity Day, beginning in 2026.



RESOLUTION NO. 2026-01

ESTABLISHING FARE-FREE TRANSIT SERVICE ANNUALLY ON FEBRUARY 4 IN OBSERVANCE OF TRANSIT EQUITY DAY

WHEREAS, Transit Equity Day is observed nationally each year on February 4 to honor the life and legacy of Rosa Parks and to recognize the enduring role of public transportation in advancing civil rights, equity, and access to opportunity; and

WHEREAS, public transportation plays a critical role in connecting community members to employment, education, healthcare, and essential services, particularly for individuals and communities that rely on transit the most; and

WHEREAS, the Salem Area Mass Transit District (District) is committed to advancing equity, accessibility, and inclusion and to serving as a welcoming and inclusive public service for all members of the community; and

WHEREAS, offering fare-free transit service on Transit Equity Day removes financial barriers for riders and serves as a visible demonstration of the Districts' organizational values and commitment to equitable mobility; and

WHEREAS, regional transit partners, including Lane Transit District (LTD) and TriMet, observe Transit Equity Day by offering fare-free service, reflecting a shared commitment across the transit industry; and

WHEREAS, the Diversity, Respect, Inclusion, Value, and Equity (DRIVE) Committee has recommended that the Board of Directors establish an annual observance of Transit Equity Day through the provision of fare-free transit services systemwide;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF SALEM AREA MASS TRANSIT DISTRICT;

THAT the Board of Directors hereby establishes fare-free transit service systemwide each year on February 4 in observance of Transit Equity Day, beginning in 2026; and

THAT the staff are authorized to implement this annual fare-free service observance in a manner consistent with operational and safety requirements; and

THAT this action affirms the Districts' ongoing commitment to equity, accessibility, and community connection through public transportation.

ADOPTED by the Board of Directors on this 22nd day of January 2026.

ATTEST:

Kirra Pressey
Clerk of the Board

Maria Hinojos Pressey
Board President

To: Board of Directors
From: Allan Pollock, General Manager
Date: January 22, 2026
Subject: Board Member Committee Report

ISSUE

Shall the Board report on their activities and committee assignments as representatives of Salem Area Mass Transit District?

BACKGROUND AND FINDINGS

Board members are appointed to local, regional, or national committees. Board members also present testimony at public hearings on specific issues as the need arises on behalf of 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	Vacant	West Salem Business Association
2	Director Navarro	State Transportation Improvement Fund Advisory Committee (STIFAC)
3	Director Carney	Finance Subcommittee Legislative Subcommittee Salem-Keizer Area Transportation Study (SKATS) Salem Scenario Planning Advisory Committee
4	Director Hinojos Pressey	
5	Director Davidson	FY27 Service Enhancement Subcommittee Mid-Willamette Valley Council of Governments (MWVCOG)
6	Director Duncan	Community Advisory Committee (CAC) Diversity, Equity, and Inclusion Subcommittee Mid-Willamette Area Commission on Transportation (MWACT)
7	Director Holmstrom	MWVCOG Regional Rail Advisory Board

FINANCIAL IMPACT

None.

RECOMMENDATION

For informational only.

PROPOSED MOTION

None.