



**Salem Area Mass Transit District
Board Of Directors Meeting Agenda Packet**

Thursday, September 24, 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 St. NE, Salem, OR 97301
- **Watch the Live Stream on CC Media's YouTube** or view on **Comcast Channel 21**
- **Zoom Gov:**
 - **Join the Board Meeting Virtually**
Meeting ID: 161 115 6964; Passcode: 680098
 - Phone: (669) 254-5252 (US)

Public Comment: The public may provide comments on transit-related matters during the meeting. Public comment is limited to three minutes per speaker.

Comments can be submitted:

- In person
- Via ZoomGov
- By email - Board@cherriots.org
- By mail - Attn: District Board of Directors, 555 Court St. NE, Suite 5230, Salem, OR 97301

Written comments received by 12:00 p.m. on the meeting day will be included in the official record.

Consent Calendar: Routine items are approved by a single motion. Any Director may request that an item be removed from the Consent Calendar for separate discussion and action.

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

Closed Captioning (CC): Live closed captioning is available through ZoomGov.

Alternative Formats: Individuals who need meeting materials in alternative formats, sign language interpretation, translation, or other auxiliary aids or services are encouraged to contact the Clerk of the Board at (503) 588-2424 or clerkoftheboard@cherriots.org or TTY 711 (Oregon Relay Service), at least 48 hours in advance of the meeting.

Electronic Copies: **Download Board Meeting Agenda Packet.**

Email Distribution List: Email clerkoftheboard@cherriots.org to join the District's public meeting distribution list.

Formatos de reunión disponibles:

- **En persona:** Senator Hearing Room, 555 Court St. NE, Salem, OR 97301
- **Vea la transmisión en vivo en el canal de YouTube de CC Media** o en el canal 21 de Comcast.
- **Zoom Gov:**
 - **Participe virtualmente en la reunión de la junta directiva.**
Meeting ID: 161 115 6964; Código de acceso: 680098
 - Teléfono: (415) 449-4000 (US)

Comentarios del público: El público puede presentar comentarios sobre asuntos relacionados con el transporte público durante la reunión. Los comentarios públicos están limitados a tres minutos por persona.

Los comentarios pueden enviarse:

- En persona
- A través de ZoomGov
- Por correo electrónico: Board@cherriots.org
- Por correo postal: A la atención de: Junta Directiva del Distrito, 555 Court St. NE, Suite 5230, Salem, OR 97301

Los comentarios escritos recibidos antes de las 12:00 p.m. del día de la reunión se incluirán en el acta oficial.

Calendario de Consentimiento: Los puntos rutinarios se aprueban mediante una única moción. Cualquier director puede solicitar que se elimine un punto del calendario de consentimientos para su debate y resolución por separado.

Informes de la Junta Directiva: Los directores informan sobre cuestiones relacionadas con el transporte público, incluida la participación en comités, la divulgación comunitaria y los proyectos especiales que representan al Distrito.

Subtítulos (CC): Se ofrecen subtítulos en directo a través de ZoomGov.

Formatos alternativos: Se recomienda a las personas que necesiten materiales de la reunión en formatos alternativos, interpretación en lengua de signos, traducción u otras ayudas o servicios auxiliares que se pongan en contacto con el secretario de la Junta en el (503) 588-2424 o en clerkoftheboard@cherriots.org o TTY 711 (Servicio de Retransmisión de Oregon), al menos 48 horas antes de la reunión.

Copias electrónicas: **Descargue el paquete de la agenda de la reunión de la Junta.**

Lista de distribución por correo electrónico: Envíe un correo electrónico a clerkoftheboard@cherriots.org para unirse a la lista de distribución de reuniones públicas del Distrito.

Agenda

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- B. Safety Minute – Communications
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9. Adjourn

Next Meeting: October 22, 2026 at 5:30 P.M.

Board Meeting Memo – Agenda Item 2.A

To: Board of Directors
From: Tom Dietz, Chief Operations Officer
Thru: David Trimble, Interim General Manager
Date: September 24, 2026
Subject: Million-Mile Operator

Issue

Shall the Board recognize Transit Operator Sergiy Matveychuk as achieving one-million miles without a preventable accident?

Background And Findings

In the transit industry, the Million-Mile Club recognizes operators who demonstrate exceptional safety and long-term commitment. While programs vary by district, location, size of service area, etc., they share a common purpose: honoring operators who consistently prioritize safety and deliver an excellent rider experience.

At Salem Area Mass Transit District, Million-Mile status is achieved when an operator meets the following criteria:

- Works a minimum of 1,600 hours per calendar year of their employment; and
- Completes 12 consecutive years of revenue service driving without a preventable accident.

The District is proud to honor Transit Operator Sergiy Matveychuk for achieving Million-Mile status and for meeting the 1,600-hours requirement each year.

This outstanding operator will receive:

- Recognition at a regularly scheduled Board of Directors meeting;
- A reserved parking space at the Operations Headquarters;
- A bomber Jacket with a Million-Mile Club patch;
- A medallion decal placed on the curbside of a bus;
- \$1,000 for each million miles achieved (after taxes); and
- Placement on the wall of fame plaque at Operations Headquarters.

Financial Impact

Funding for this program will be covered by the operating budget from the Operations Division as approved and adopted in the FY 2027 budget.

Parking Space	Award (gross)	Jacket	Decal	Plaque
\$ 60.00	\$1,555.96	\$ 310.00	\$ 88.00	\$ 70.00
Grand Total				\$2083.96

Recommendation

Staff recommends the Board recognize Transit Operator Sergiy Matveychuk as achieving one-million miles without a preventable accident.

Proposed Motion

I move that the Board recognize Transit Operator Sergiy Matveychuk as achieving one-million miles without a preventable accident.



Salem Area Mass Transit District
Board Of Directors Meeting Minutes
Thursday, August 27, 2026 at 6:30 p.m.
Index of Board Actions

Action	Page
Approve the Consent Calendar	3
A. Approval of Minutes	
I. July 23, 2026 Board Meeting	
B. Routine Business Items	
I. Accept the FY26 Q4 NTD Reportable Assault Data	
Authorize the Interim General Manager to execute a contract with Swiftly for Automated Passenger Counter data cleansing and analytics services through the NASPO ValuePoint cooperative purchasing agreement for a three-year contract amount not to exceed \$300,000 that includes \$26,137 of contingency.....	3
Authorize the Interim General Manager to execute a change order to Contract No. 22-023 with Mott MacDonald, LLC, increasing the contract's not-to-exceed amount by \$600,000, from \$480,060 to \$1,080,060	4

Attendance

Board Directors:

Present:

President Maria Hinojos Pressey
Sadie Carney
Sara Duncan
Ian Davidson
Bill Holmstrom (Virtual)

Absent:

Ramiro Navarro Jr.

Staff:

Interim GM David Trimble
CSO Cliff Carpentier
CFO RaeLynn North
CPDO Shofi Azum
COO Tom Dietz
Senior Manager, Project & Contract
Administration Melissa Kidd
Interim Marketing Manager Bobbi Kidd
Budget & Grants Manager Peggy Greene
Security & Emergency Management Manager
Karen Garcia
Grant & Project Coordinator Matt Marquez
Executive Assistant Kirra Pressey

Guest:

Legal Counsel William Ohle

Meeting Information

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 and a quorum was present.

B. Safety Minute

Safety & Training Administrator Stadamire presented the Safety Minute, highlighting the importance of checking local updates and provided the resources to do so.

C. Announcements and/or Changes to Agenda

None

2. Presentations

None

3. Public Comment

None

4. Consent Calendar

A. Approval of Minutes

- I. July 26, 2026 Board Meeting

B. Routine Business Items

- I. Accept the FY26 Q4 NTD Reportable Assault Data

Action

- Motion: I move to approve the Consent Calendar as presented
- Motion by: Director Davidson
- Second: Director Duncan
- Vote: Aye: President Hinojos Pressey, Directors, Carney, Davidson, Duncan, and Holmstrom.
Nay: None
- Outcome: Motion passes unanimously 5-0

5. Items Deferred From Consent Calendar

None

6. Action Items

A. Authorize Contract with Swiftly for APC Data Cleansing & Analytics Platform.

Presenter: CPDO Shofi Ull Azum

Agenda Packet: Pg. 11-12

CPDO Azum discussed the recommended three-year contract with Swiftly for APC data cleansing, ridership analysis, and reporting capabilities. He noted the platform supports several District planning initiatives and can monitor APC hardware health. NTD certification through the platform would reduce manual reporting and on-board survey requirements.

Action

- Motion: Authorize the Interim General Manager to execute a contract with Swiftly for Automated Passenger Counter data cleansing and analytics services through the NASPO ValuePoint cooperative purchasing agreement for a three-year contract amount not to exceed \$300,000 that includes \$26,137 of contingency.
- Motion by: President Hinojos Pressey
- Second: Director Duncan
- Vote: Aye: President Hinojos Pressey, Directors Carney, Davidson, Duncan and Holmstrom.
Nay: None
- Outcome: Motion passes unanimously 5-0

B. Authorize Change Order to Mott MacDonald Contract

Presenter: Grant & Project Coordinator Matt Marquez

Agenda Packet: Pg. 13-15

Grant & Projects Coordinator Marquez presented the recommendation of a change order to increase the not-to-exceed amount of Contract 22-023 with Mott MacDonald LLC for on-call engineering services. The additional capacity would support anticipated projects, including the Del Webb fuel tank replacement, bus stop accessibility improvements, and downtown transit center battery electric bus weight analysis. Staff clarified that the increased amount represents a maximum contract ceiling and does not constitute an immediate expenditure or guarantee full utilization. The Board requested to receive an informal report on larger projects completed under this contract.

Action

- Motion: Authorize the Interim General Manager to execute a change order to Contract No. 22-023 with Mott MacDonald, LLC, increasing the contract's not-to-exceed amount by \$600,000, from \$480,060 to \$1,080,060
- Motion by: Director Duncan
- Second: Director Davidson
- Vote: Aye: President Hinojos Pressey, Directors Carney, Davidson, Duncan and Holmstrom.
Nay: None
- Outcome: Motion passes unanimously 5-0

7. Informational Reports

A. FY26 Q4 Strategic Plan Report

Presenter: Interim Marketing Manager Bobbi Kidd

Agenda Packet: Pg. 16-27

Interim Marketing Manager Kidd presented the FY26 Q4 Strategic Plan Report and introduced the FY27 Strategic Work Plan. She highlighted FY26 results, noting that eight of nine

organizational goals were completed, with one deferred to FY27. Additionally, she reviewed the FY27 Strategic Goals . Lastly, she highlighted the District's recognition at the TransDash National Summit, including first-place awards for Most Improved Financial Stability and Most Improved Employee Engagement.

B. FY26 Completed Projects & FY27 Project Highlight

Presenter: Senior Manager PCA Melissa Kidd & Matt M.

Agenda Packet: Pg. 28-44

Senior Manager of Project & Contract Administration Kidd presented the FY26 Project Update and Grant Strategy. They highlighted the completion of 41 projects in FY26, including vehicle acquisitions, transit signal priority, facility improvements, BEB charging infrastructure, the Climate Action Plan, and the shared micro-mobility feasibility study.

She reviewed 29 carryover and new projects planned for FY27, including the District website improvement RFP, East Salem Transit Center site selection, farebox replacement, Kaiser Transit Center vehicle entry controls, maintenance tracking system, and South Salem Transit Center land acquisition.

Grant & Project Administrator Marquez also outlined the District's grant strategy, including identifying grant opportunities aligned with unfunded capital needs and evaluating applications based on organizational capacity, funding availability, project complexity, and safety priorities.

8. Reports

A. General Manager's Report

Interim GM Trimble provided updates on the GM Recruitment, SSTC, and the upcoming Bus Rodeo. Additionally, he reminded Directors that staff needs feedback on the CAC Work Plan. Lastly, he reported that the candidate for the Subdistrict 1 vacancy is expected to receive Senate confirmation on September 8, 2026.

B. Board Committee Assignments

President Hinojos Pressey advised that the only change to Board assignments would be replacing Director Duncan with Director Navarro on MWACT.

C. 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 6:41 p.m.

Respectfully Submitted

Maria Hinojos Pressey, Board President

Board Meeting Memo – Item 4.B.I

To: Board of Directors
From: Chris French, Service Planning Manager
Shofi Ull Azum, Chief Planning and Development Officer
Thru: David Trimble, Interim General Manager
Date: September 24, 2026
Subject: Authorize Contract with Via Transportation for Remix Transit Planning Software

Issue

Shall the Board authorize the Interim General Manager to execute a multi-year contract with Via Transportation, Inc. for Remix Transit Planning software licenses in an amount not to exceed \$142,180, for a term beginning October 1, 2026, and ending April 22, 2030?

Background and Findings

The Salem Area Mass Transit District planning staff has used Remix for many years under the Oregon Department of Transportation (ODOT) statewide contract. That contract expires at the end of September 2026. Remix is the District's primary platform for route and stop design, scenario planning, Title VI and equity analysis, and production of maps and materials used in public outreach.

Uninterrupted access is essential to three major District initiatives now underway: the Comprehensive Operations Analysis (COA), the South Salem Transit Center, and the East Salem Transit Center. Planning staff currently manages multiple active workstreams in Remix that support those projects. The platform also supports outreach and Board materials that explain proposed service and infrastructure changes to the public.

Via Transportation owns Remix and staff recommends purchasing the Remix Planning module for approximately three years and seven months, from October 1, 2026, through April 22, 2030.

The current ODOT contract for Remix software expires on September 30, 2026. To avoid a service gap, staff will transition to an existing, competitively-awarded cooperative contract. Under Oregon public contracting law (ORS 279A), piggybacking on a pre-negotiated cooperative agreement fulfills all legal bidding requirements without requiring a standalone Request for Proposals solicitation process.

Via provided a four-period quote totaling \$142,180:

- October 1, 2026 – April 22, 2027: \$21,280
- April 23, 2027 – April 22, 2028: \$39,100
- April 23, 2028 – April 22, 2029: \$40,300
- April 23, 2029 – April 22, 2030: \$41,500

This pricing structure covers the remainder of the current fiscal period at a reduced first-term amount, then three full annual terms. The adopted FY27 budget includes \$21,280 in funding (IT/software licensing and capital software), which will be programmed in subsequent budgets.

Financial Impact

The total contract value shall not exceed \$142,180 over the term ending April 22, 2030. Of that amount, \$21,280 covers the first seven months (through April 22, 2027) and \$120,900 covers the subsequent three annual terms. The first period is included in the Information Technology budget of the Adopted FY27 Budget; future-year costs will be included in future adopted budgets.

Recommendation

Staff recommend that the Board authorize the Interim General Manager to execute a multi-year contract with Via Transportation, Inc. for Remix Transit Planning software licenses in an amount not to exceed \$142,180.

Proposed Motion

I move that the Board authorize the Interim General Manager to execute Contract No. 27-012, with Via Transportation, Inc. for Remix Transit Planning software licenses, for a term beginning October 1, 2026, and ending April 22, 2030, in an amount not to exceed \$142,180 (one hundred forty-two thousand, one hundred eighty dollars).

Board Meeting Memo – Item 6.A

To: Board of Directors
From: Tom Dietz, Chief Operations Officer
Thru: David Trimble, Interim General Manager
Date: September 24, 2026
Subject: Authorizing the Interim General Manager to Donate One Surplus Vehicle to the City of Gervais

Issue

Shall the Board authorize the Interim General Manager to approve the donation of one surplus diesel bus to the City of Gervais, Oregon for the purposes of creating a mobile Emergency Operations Center?

Background and Findings

The Salem Area Mass Transit District received a request from the Chief of Police at the City of Gervais for a surplus bus. The city does not have an alternative site for continuity of operations in the event of a localized or large-scale catastrophic event. This donation would make that possible by creating a mobile operations center to keep the government running.

This bus is a 35-foot 2008 Gillig (#115) that has been decommissioned and well past the useful life benchmark. The Federal Transit Administration (FTA) has approved this donation in lieu of scrapping. Under normal circumstances, the District would send this equipment to public auction. Considering past auctions, the District might have received between \$1,000-\$3,000 for the bus listed above. By donating this bus to the City of Gervais, it will be repurposed in a productive manner. See Attachment A for the letter of request.

Financial Impact

The financial impact of this is the loss of \$1,000-\$3,000 from the public auction.

Recommendation

Staff recommends the Board authorize the Interim General Manager to approve the donation of one surplus diesel bus to the City of Gervais, Oregon for the purposes of creating a mobile Emergency Operations Center.

Proposed Motion

I move that the Board authorize the Interim General Manager to approve the donation of one surplus diesel bus to the City of Gervais, Oregon for the purposes of creating a mobile Emergency Operations Center



Gervais Police Department

Office of the Chief

May 28, 2026

Salem Area Mass Transit District
Attention: Board of Directors
555 Court St. NE Suite 5230
Salem, OR 97304

Subject: Request for Donation of a Surplus 40-Foot Transit Bus for Emergency Operations Center Conversion

Dear Members of the Board,

My name is Robert Morris, and I recently came out of retirement to assume the role of Chief of Police for the city of Gervais to help the city build a professional and operationally competent police agency that is sustainable for the long-term. By virtue of the city charter, the police chief serves a dual purpose as the City's Emergency Manager. On behalf of the City of Gervais, I respectfully request your consideration of a donation of a surplus 40-foot transit bus that can be repurposed into a mobile Emergency Operations Center (EOC) for our community.

As you may be aware, the City of Gervais has faced significant financial and organizational challenges over the past number of years. These constraints have limited the City's ability to acquire and develop specialized emergency management resources and infrastructure that larger jurisdictions often take for granted. Despite these challenges, the City remains committed to ensuring the safety and continuity of government services during emergencies, disasters, and other critical incidents.

Currently, the City of Gervais does not have a suitable alternate location from which city leadership, emergency responders, and essential personnel can operate if City Hall and other municipal facilities become inaccessible due to natural or manmade disasters. The absence of a dedicated backup command and coordination facility represents a significant vulnerability in the City's emergency preparedness posture.

A surplus transit bus would provide an exceptional opportunity to address this critical need in a cost-effective manner. Through volunteer labor, grants, and community partnerships, the vehicle could be converted into a mobile Emergency Operations Center capable of supporting incident command, emergency communications, disaster response coordination, public information functions, and continuity of government operations. The mobility of such a platform would allow city officials and first responders to establish command and control capabilities both within Gervais and throughout the surrounding region.

Office of the Chief – Gervais Police Department
592 4th St., Gervais, Oregon 97026
503-792-4907 bmmorris@cityofgervais.com

Growing Stronger Together – All Voices Heard Here

The donation of a surplus bus would also extend the useful life of a public asset while directly benefiting public safety. Rather than being retired without further public service, the vehicle would continue serving citizens in a new and meaningful capacity. The project aligns with the shared goals of public stewardship, community resilience, emergency preparedness, and responsible use of taxpayer-funded resources.

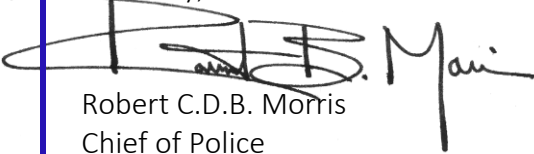
In addition to serving the residents of Gervais, a mobile EOC could be made available to support regional emergency response efforts through mutual aid agreements and cooperative partnerships with neighboring jurisdictions, schools, fire districts, and other public safety agencies. As such, the benefits of this donation could extend beyond our city limits and contribute to the overall resilience of the Mid-Willamette Valley region.

I recognize and appreciate the many demands placed upon your organization and understand that surplus assets must be managed carefully and responsibly. Such a contribution would provide a lasting benefit to our community and significantly enhance our ability to prepare for, respond to, and recover from emergencies and disasters.

Thank you for your consideration of this request and for your continued service to the residents of our region. We would welcome the opportunity to discuss this proposal further and provide any additional information the Board may require.

Should you have any questions, please contact me immediately at 503-930-9295.

Sincerely,

A handwritten signature in black ink, appearing to read "R.C.D.B. Morris". The signature is stylized with a large, sweeping initial "R" and "M".

Robert C.D.B. Morris
Chief of Police

Board Meeting Memo – Item 6.B

To: Board of Directors
From: Cliff Carpentier, Chief Safety Officer
Thru: David Trimble, Interim General Manager
Date: September 24, 2026
Subject: Adopt Resolution No. 2026-12, amending the District's Agency Safety Plan (ASP)

Issue

Shall the Board adopt Resolution No. 2026-12 ([Attachment A](#)), amending Salem Area Mass Transit District's ASP, previously referred to as the Public Transportation Agency Safety Plan (PTASP), as required by the Federal Transit Administration (FTA)?

Background and Findings

As a recipient of FTA funds, the District is required to develop and maintain an ASP. At the December 11th, 2025, Board meeting, the Board adopted Resolution 2025-14, amending the current ASP. In accordance with FTA requirements, the Board must now take formal action to approve the amended plan. Additionally, the accountable executive must certify that the District has formally adopted the revised ASP.

Prior to submission, the Safety Committee met on two occasions to review and recommend updates to the plan. At its September 8, 2026 meeting, the committee conducted its final review and voted to approve the proposed changes. The amended ASP is included as [Attachment B](#).

Updates focused on our safety performance targets, risk register scales to match Safety Management System (SMS) tracking software, and minor name changes to training topics or committee titles. There were no changes to our processes or policies.

Financial Impact

None

Recommendation

The Safety Committee recommends that the Board adopt Resolution No. 2026-12 amending the Agency Safety Plan.

Proposed Motion

I move that the Board adopt Resolution No. 2026-12, amending the Agency Safety Plan.

Resolution No. 2026-12

Amending the Agency Safety Plan for Salem Area Mass Transit District

Whereas, the Salem Area Mass Transit District, ("District") is required under the Federal Transit Administration (FTA) to establish an Agency Safety Plan (ASP), pursuant to the Final Rule published on July 19, 2018; and

Whereas, the FTA required certain operators of public transportation systems that received federal funds under the FTA's Urbanized Area Formula Grants to develop safety plans that included the process and procedures for implementing Safety Management Systems; and

Whereas, in accordance with FTA regulations, the District developed an ASP with guidance from the Oregon Department of Transportation (ODOT), which was adopted by the Board of Directors (Board) through Resolution No. 2020-07 on July 23, 2020, and subsequently submitted to ODOT for approval; and

Whereas, the Board later adopted Resolution No. 2023-10 on December 14, 2023, and Resolution No. 2025-14 on December 11, 2025, to update and amend the ASP; and

Whereas, the Safety Committee convened on September 9th, 2026, to review and approve the District's updates to the ASP, as written; and

Whereas, the District's Safety Committee, Chief Safety Officer, and the Accountable Executive have reviewed and endorsed the amended ASP prior to its presentation to the Board; and

Whereas, the Board met on September 24th, 2026, to consider adoption of Resolution No. 2026-12 formally amending the ASP;

Now, Therefore, Be It Resolved By the Board of Directors of Salem Area Mass Transit District;

That, the Board hereby approves the amended Agency Safety Plan dated September 9th, 2026.

That, the amended ASP shall be submitted to the Salem-Keizer Area Transportation Study (SKATS), and ODOT as presented; and



That, the Interim General Manager, or their designee, is authorized to confirm and convey the Board's approval of the District's amended ASP to the FTA for certification.

Adopted by the Board of Directors on this 24th day of September 2026, and effective thereupon.

Attest:

Kirra Pressey
Clerk of the Board

Maria Hinojos Pressey
Board President



Agency Safety Plan

2026-2027

September 2026

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Section 1. Transit Agency Information

1.1 General Information

Agency Name	Salem Area Mass Transit District - SAMTD (“Cherriots”)
Administrative Office	555 Court St. NE, Suite 5230, Salem, OR 97301
Accountable Executive	David Trimble, Interim General Manager/CEO
Chief Safety Officer	Cliff Carpentier, Chief Safety Officer
Modes of Service	Fixed Route Bus, Non-Fixed Route Bus (Demand Response - ADA Paratransit)
FTA Funding Sources	FTA Section 5307, 5310, 5311
Modes of Service Directly Provided	Fixed Route Bus - Local

Cherriots does not provide transit services on behalf of another transit agency or entity.

1.2 Cherriots Mission, Vision and Values

Mission:	Creating Community Connections
Vision:	We Deliver Valued Mobility Options that Inspire Community Pride
Values:	Communication – Humility – Excellence – Respect – Resourceful – Inclusive – Ownership – Transparency – Safety

1.3 Description of Services Provided:

Salem Area Mass Transit District, more commonly known as Cherriots, is the third largest transit district in Oregon. Cherriots Local, the fixed route service, provides regularly scheduled transit service within the Salem-Keizer urban growth boundary. Cherriots LIFT provides complementary paratransit service under the Americans with Disabilities Act (ADA). Cherriots Regional provides flex and fixed route service in rural areas.

1.4 Additional Facility Information

Administrative Offices

General Manager, Deputy General Manager, Communications Division, Finance Division, Technology and Infrastructure Department, Safety and Security Division, and Finance Division.

555 Court St NE, Suite 5230

Salem, OR 97301

Phone: 503-588-2424

Fax: 503-566-3933

info@cherriots.org

Open weekdays 8 a.m. to 5 p.m.

Downtown Transit Center

220 High St NE

Salem, OR 97301

Keizer Transit Center

5860 Keizer Station Blvd NE
Keizer, OR 97303

Cherriots Call Center (Contracted Service - MTM)

2195 Hyacinth Ave, Suite 170
Salem, OR 97301
Phone: 503-315-5544
Toll-free: 888-315-5544 Oregon Relay Service: 7-1-1
Fax: 503-315-5514
Call weekdays 6 a.m. to 6 p.m.; Saturdays and Sundays, 8 a.m. to 4 p.m.

Cherriots LIFT Eligibility Office (Contracted Service - MTM)

555 Court Street NE, Suite 5230
Salem, OR 97301
Phone: 503-361-7554
Fax: 503-361-7560
adaeligibility@cherriots.org
Open weekdays 8:30 a.m. to 5 p.m.

Customer Service

Customer Service, Security, and Mobility Assessment offices
220 High St NE
Salem, OR 97301
Phone: 503-588-2877
info@cherriots.org
Open weekdays 7 a.m. to 6 p.m.; Saturdays, 8 a.m. to 5 p.m.

Del Webb Operations Headquarters:**Administration**

Operations Division, Contracted Services, Transportation Department, and Planning and Development Division:
3140 Del Webb Ave
Salem, OR 97301

Maintenance Facility

Operations Division, Maintenance Department
3170 Del Webb Avenue
Salem, OR 97301
The Del Webb facility also includes the parking area for buses not in service.

Section 2. Plan Development, Approval, and Updates

Name of Entity That Drafted This Plan	Oregon Department of Transportation (RLS & Associates) in cooperation with Salem Area Mass Transit District ("Cherriots")		
Signature by the Accountable Executive	David Trimble, Interim General Manager/CEO	Date of Signature	
Approval by the Board of Directors or an Equivalent Authority	Maria Hinojos Pressey, Board President	Date of Approval	
Certification of Compliance	Cliff Carpentier, Chief Safety Officer	Date of Certification	
Version Number and Updates			
<i>Record the complete history of successive versions of this plan.</i>			
Version Number	Section/Pages Affected	Reason for Change	Date Issued
001	Entire Document	Initial Release	07/23/2020
002	24	Addition of Risk Mitigation Plan	12/22/2022
	35	Addition of Safety Committee Change	
	40	Addition of Procurement Language	
	42	Addition of Infectious Disease Section	
003	19	Remove Actions required	12/14/2023
	43	Remove COVID procedures	
	Throughout	Update titles	
004	Throughout	Various updates and reorganization of sections based upon new requirements in 49 CFR Part 673 update dated April 2024	4/25/2025
005	Throughout	Various updates and reorganization of sections to flow and applicability purposes	TBD
Annual Review and Update of the Public Transportation Agency Safety Plan			
<i>Describe the process and timeline for conducting an annual review and update of the Public Transportation Agency Safety Plan.</i>			
The plan will be reviewed and updated on an annual basis. The Safety Committee will conduct a review each fiscal year. Updated safety performance targets will be included for each safety performance measure required by the National Public Transportation Safety Plan, to include safety performance measures for the risk reduction program. If changes are accepted, the ASP will be forwarded to the Accountable Executive and approved by the Cherriots Board of Directors.			

Safety Committee Approval

The Safety Committee convened August 25, 2026 and September 8, 2026, to review and discuss the final draft of the Agency Safety Plan (ASP). The updated plan includes all committee revisions.

A motion to approve the plan was made and seconded. The vote was passed by the committee.

I certify that the ASP has been reviewed, discussed and approved by the Safety Committee.


Nash Siegrist (Sep 21, 2026 16:09:06 PDT)

09/21/2026

Nash Siegrist, Safety Committee Chair

Date

Section 3. Safety Performance Targets

Safety Performance Targets

*Specify performance targets based on the safety performance measures established under the National Public Transportation Safety Plan. Safety Performance Targets for the Risk Reduction Program are established using a 3-year rolling average of the data submitted to the National Transit Database (NTD), which is calculated annually during the ASP review and revision process. Risk Reduction Program targets are annotated by an * next to the safety performance measure.*

Methodology

The CY26 safety performance targets shown below were calculated based on a 3-year average of NTD CY2023, CY2024 and CY2025 data. The NTD compiles safety and security data based on Calendar Years; therefore, the Plan targets are based on a 3-year average of the most recent NTD Calendar-Year data available. (NOTE: All rates shown in the tables below are based on per 100k Vehicle Revenue Miles)

Fixed Route Bus – Local

SAFETY PERFORMANCE MEASURES	CY2023	CY2024	CY2025	AVERAGE	CY2026 SAFETY PERFORMANCE TARGETS
Vehicle Revenue Miles	2,472,500	2,613,899	2,672,095	2,586,165	--
Major Events * (S&S40s)	14	11	8	11	11
Major Event Rate * (S&S 40s)	0.57	0.42	0.30	0.43	0.43
Collisions * (Risk Reduction Program only)	7	8	7	7	7
Collision Rate *	0.28	0.31	0.26	0.28	0.28
Pedestrian Collisions	1	1	1	1	Not required
Pedestrian Collision Rate	0.04	0.04	0.04	0.04	0.04
Vehicular Collisions	5	7	6	6	Not required
Vehicular Collision Rate	0.20	0.27	0.22	0.23	0.23

Fatalities	0	0	1	0	0
Fatalities Rate	0.00	0.00	0.04	0.01	0.01
Transit Worker Fatalities	0	0	0	0	Not Required
Transit Worker Fatality Rate	0.00	0.00	0.00	0.00	0.00
Injuries *	13	16	14	14	14
Injury Rate *	0.53	0.61	0.52	0.55	0.55
Transit Worker Injuries	2	1	0	1	Not required
Transit Worker Injury Rate	0.08	0.04	0.00	0.04	0.04
Assaults on Transit Workers *	28 (9 months)	69	43	50	50
Rate of Assaults on Transit Workers *	1.49	2.64	1.61	1.91	1.91
System Reliability	118	121	126	122	122

Non-Fixed Route - Demand Response – ADA Paratransit

SAFETY PERFORMANCE MEASURES	CY2023	CY2024	CY2025	AVERAGE	CY2026 SAFETY PERFORMANCE TARGETS
Vehicle Revenue Miles	550,536	619,983	601,983	590,834	--
Major Events * (S&S 40s)	0	3	1	1	1
Major Event Rate * (S&S 40s)	0.00	0.48	0.17	0.22	0.22
Collisions * (Risk Reduction Program only)	0	3	1	1	1
Collision Rate *	0.00	0.48	0.17	0.22	0.22
Pedestrian Collisions	0	0	0	0	Not required
Pedestrian Collision Rate	0.00	0.00	0.00	0.00	0.00
Vehicular Collisions	0	3	1	1	Not required
Vehicular Collision Rate	0.00	0.48	0.17	0.22	0.22
Fatalities	0	0	0	0	0
Fatalities Rate	0.00	0.00	0.00	0.00	0.00
Transit Worker Fatalities	0	0	0	0	Not required
Transit Worker Fatality Rate	0.00	0.00	0.00	0.00	0.00
Injuries *	2	0	0	1	1

Injury Rate *	0.36	0.00	0.00	0.12	0.12
Transit Worker Injuries	0	0	0	0	Not required
Transit Worker Injury Rate	0.00	0.00	0.00	0.00	0.00
Assaults on Transit Workers *	0 (9 months)	4	3	2	2
Rate of Assaults on Transit Workers *	0.00	0.65	0.50	0.38	0.38
System Reliability	8	11	21	13	13

The Safety Performance Measures are defined as follows in the National Public Transportation Safety Plan:

- **Major Events** (includes all safety and security major events as defined by the NTD)
- **Major Event Rates** (includes all safety and security major events as defined by the NTD, divided by VRM)
- **Collision Rate** (includes all collisions reported to the NTD, divided by VRM)
- **Pedestrian Collision Rate** (includes all collisions “with a person,” as defined by the NTD, divided by VRM)
- **Vehicular Collision Rate** (includes all collisions “with a motor vehicle,” as defined by the NTD, divided by VRM)
- **Fatalities** (includes all fatalities as defined by the NTD)
- **Fatality Rate** (includes all fatalities as defined by the NTD, divided by VRM)
- **Transit Worker Fatality Rate** (includes all transit worker fatalities as defined by the NTD, divided by VRM)
- **Injuries** (includes all injuries as defined by the NTD)
- **Injury Rate** (includes all injuries as defined by the NTD, divided by VRM)
- **Transit Worker Injury Rate** (includes all transit worker injuries as defined by the NTD)
- **Assaults on Transit Workers** (includes all assaults on transit workers as defined by the NTD)
- **Rate of Assaults on Transit Workers** (includes all assaults on transit workers as defined by the NTD, divided by VRM)
- **System Reliability** (includes Major Mechanical System failures as defined by the NTD)

Safety Performance Target Coordination

Describe the coordination with the State and Metropolitan Planning Organization(s) (MPO) in the selection of State and MPO safety performance targets.

Salem-Keizer Area Transportation Study (SKATS) is the designated Metropolitan Planning Organization (MPO) for the Salem-Keizer area. The SKATS MPO is directed by a policy committee and is composed of elected representatives from the cities of Keizer, Salem, and Turner; Marion and Polk counties; the Salem Area Mass Transit District; the Salem-Keizer Public Schools; and a manager from the Oregon Department of Transportation (ODOT) Region 2 office. Mid-Willamette Valley Council of Governments staff provide the day-to-day work for SKATS.

Targets Transmitted to the State	State Entity Name	Date Targets Transmitted
	Oregon Department of Transportation	
Targets Transmitted to the Metropolitan Planning Organization(s)	Metropolitan Planning Organization Name	Date Targets Transmitted
	Salem-Keizer Area Transportation Study	

Section 4. Safety Management Policy

4.1 Safety Management Policy Statement

Cherriots strives to provide safe, reliable, comfortable, and innovative transportation options to every member of the community. The Public Transportation Agency Safety Plan, hereafter known as the Agency Safety Plan or ASP, has been developed to integrate safety into all system operations of Cherriots. By using the procedures contained in the ASP, Cherriots can continue to improve the safety and security of operations and services.

This ASP describes the policies, procedures, and requirements to be followed by management, maintenance, and operations to provide a safe environment for employees, customers, and the public. The goal of this program is to eliminate the human and fiscal cost of avoidable personal injury and vehicle accidents.

Each division/department has a responsibility under the ASP. Chiefs and managers will provide the continuing support necessary to achieve the ASP objectives. A key to the success of this effort is for employees to be aware that they are accountable for safety while performing the requirements of their position. The success of the program also depends on all employees actively identifying potential hazards and making a commitment to the safety of others.

Employees must be aware that decisions and actions often affect the safety of those in other areas of operations. By following the processes described in the ASP, Cherriots will continue to improve performance and the safety of the system while continuing to foster a culture of safety.

The Cherriots Commitments:

- **Support** the management of safety through the provision of appropriate resources that will result in an organizational culture that fosters safe practices, encourages effective employee safety reporting and communication, and actively manages safety with the same attention to results as other management systems within Cherriots;
- **Integrate** the management of safety as a primary responsibility of all managers and employees;
- **Clearly define** for all staff, managers, and employees that they are accountable and responsible for the delivery of Cherriots safety performance and the performance of Cherriots safety management system;
- **Establish** and operate hazard identification and analysis, and safety risk assessment activities, including an employee safety reporting program as a fundamental source for safety concerns and hazard identification to eliminate or mitigate the safety risks of the potential consequences of hazards resulting from operations or activities, to a point that is consistent with an acceptable level of safety performance;
- **Ensure** that no action will be taken against any employee who discloses a safety concern through the employee safety reporting program, unless disclosure indicates, beyond any reasonable doubt, an illegal act, gross negligence, or a deliberate or willful disregard for regulations or procedures;
- **Comply** with, and wherever possible exceed, legislative and regulatory requirements and standards;
- **Ensure** that sufficient skilled and trained personnel are available to implement safety

management processes;

- **Ensure** that all staff are provided with adequate and appropriate safety-related information and training, are competent in safety management matters, and are allocated only tasks commensurate with their skills;
- **Establish and measure** safety performance against realistic and data-driven safety performance indicators and safety performance targets;
- **Continually improve** safety performance through management processes that ensure appropriate safety management action is taken and is effective; and
- **Ensure** externally supplied systems and services to support operations are delivered, meeting established safety performance standards.

The Cherriots Goals for Safety:

- Design, construct, test, and operate a transportation system that achieves an optimum level of safety, exceeding the safety performance of other transit districts of a similar size in the United States.
- Identify and evaluate, then eliminate or control, hazards to employees, customers, and the public.
- Meet or exceed all government and industry occupational health and safety standards and practices.
- Maximize the safety of future operations by affecting the design and procurement processes.

The objectives of the ASP are the means to achieving these goals. They also provide a method of evaluating the effectiveness of Cherriots safety efforts.

The ASP Objectives:

- Integrate safety management and hazard control practices in all Cherriots divisions.
- Assign responsibilities for developing, updating, complying with, and enforcing safety policies, procedures, and requirements.
- Verify compliance with Cherriots safety policies, procedures, and requirements through performance evaluations, accident/incident trends, and internal audits.
- Investigate all accidents/incidents, including identifying and documenting the causes for the purpose of implementing corrective action to prevent a recurrence.
- Increase investigation and systematic documentation of near misses.
- Timely identify, analyze, and resolve safety and security-related hazards.
- Minimize system modifications during the operational phase by establishing and utilizing safety risk mitigations at the system design and procurement phases.
- Ensure that system modifications do not create new hazards.
- Train employees and supervisors on the safety components of their job functions.

Cherriots Safety Committee is convened by a joint labor/management process and consists of equal number of frontline transit workers who represent a plurality of the frontline workforce. The purpose of the Safety Committee is to bring management, employees and employee representatives together to achieve and maintain a safe, healthful workplace. The committee is responsible for addressing both safety and security concerns affecting transit workers and the public transportation system.

We take these commitments seriously, as the lives of our riders, employees, and community depend on our ability to operate in a culture of safety.

Accountable Executive	Date
David Trimble, Interim General Manager/CEO	

4.2 Safety Management Policy Communication

To ensure employees and riders are aware of the safety management policies and procedures that effectively manage the system's day-to-day operations, Cherriots uses several forms of effective communication.

Employees: Cherriots frequently reviews, evaluates, and tests existing policies and procedures to verify their effectiveness. Cherriots seeks input from all staff to determine if changes are needed based on trends, data analysis, operational changes, or new assets. Several methods are used to communicate policy and/or procedure changes, including:

- Safety Committee (also referred to as Security Committee)
- Overhead Drivers Information System (ODIS)
- Employee Portal (intranet)
- Newsletters – PULSE articles
- Service Excellence Team
- Employee memorandum through paycheck, daily manifest of work orders, and District meetings
- Bulletin board notices
- Employee email notification
- Labor Union notification
- Monthly GM Roundtable meetings

Depending on the importance of the policy or procedure change, policies are distributed through email using an electronic confirmation for all employees with company email, or by paper distribution with signed acknowledgement verifying employees' understanding of the change.

Riders: If a rider policy is changed or added, Cherriots notifies riders through the following methods:

- Notice posted on vehicle and facilities, including effective date and whom to contact for more information
- Changes to digital rider guidance, including schedules and ride guides as appropriate
- Public meetings
- Social media
- Any services impacted by policy changes will include outreach as required by federal guidance

4.3 Authorities, Accountabilities, and Responsibilities

The ultimate authority for the success of this ASP and Cherriots safety performance is the Accountable Executive. The Chief Safety Officer, the Senior Leadership Team, and Cherriots employees fulfill their daily commitment to safety by supporting the Accountable Executive.

4.3.1 Accountable Executive (AE)

The Accountable Executive will determine, based on feedback from senior staff, the Safety Management System principles needed to ensure a safe work environment, rider experience, and community safety. The AE is committed to providing employees with the tools and

training needed to be successful and safe in their roles with Cherriots. The AE will continually foster a culture of safety, with the expectation that each employee plays a role in maintaining a safe workplace.

The AE will implement safety risk mitigations for the safety risk reduction program that are included in the ASP, and consider all other safety risk mitigations recommended by the Safety Committee.

The AE will be responsible for ensuring an annual budget is developed that provides the necessary funding to support training for new hires and experienced staff, while maintaining assets in a State of Good Repair (SGR) and/or replacing them, if they are no longer able to function as originally intended.

The Accountable Executive is the General Manager, who is responsible for approving changes to this plan.

4.3.2 Deputy General Manager (DGM)

The DGM is responsible for working closely with the Accountable Executive, Chief Safety Officer, and Division Chiefs to ensure staff have the required resources to deliver on our SMS goals. The DGM has control and direction over all internal divisions across the entire organization. The DGM shares responsibility with the General Manager/ Accountable Executive to remain abreast of safety performance affecting Cherriots and to ensure appropriate actions are taken regarding safety performance.

4.3.3 Chief Safety Officer (CSO)

Cherriots has concluded that one CSO, with delegated staff, will be sufficient to manage the day-to-day adherence to this plan and report directly to the AE. As CSO, this individual will monitor safety and security throughout Cherriots including sub-contractors. All departments have been notified of the CSO's role and the established reporting requirements relating to safety-related matters.

The CSO will be responsible for the following:

- Developing and maintaining SMS documentation;
- Directing hazard identification and safety risk assessment;
- Monitoring safety risk mitigation activities;
- Ensuring a Safety Assurance process to include safety performance monitoring and measurement, along with continuous improvement by assess safety performance annually;
- Providing periodic reports on safety performance;
- Briefing the Accountable Executive and Board of Directors on SMS implementation progress; and
- Planning safety management training.

The CSO is the Chief Safety Officer, who is responsible for maintaining and monitoring this plan.

4.3.4 Safety Committee

As stated in the Safety Management Policy Statement, the Safety Committee is convened by a joint labor-management process. The Safety Committee, also referred to as the Security

Committee, meets regularly to address hazards and threats related to safety, security, and emergency events and conditions that impact Cherriots.

The Safety Committee shall have the responsibility for the following actions:

- Evaluate employee concerns about safety and security hazards;
- Assist in identifying and reporting hazards in the workplace;
- Review information from injury reports and provide recommendations to reduce recurrence;
- Assist with workplace inspections;
- Address concerns and recommend mitigation;
- Provide management with information concerning safety and security hazards and provide recommendations for mitigation;
- Recommend actions to reduce recurrence of injuries to employees; and
- When supported by technology, identify potential “hot spot” locations in the service area.

Additionally, the Safety Committee evaluates the effectiveness of the bus system safety programs and activities and its implementation through the review of safety audits, major incident or accident investigations, and safety-related statistics to reduce the potential for the recurrence of similar incidents and trends. Major safety or security incidents include any incident that has the potential for significant liability to Cherriots, results in significant, sustained, or unusual disruption of transit service, results in death or serious injuries to persons on Cherriots premises or vehicles or has potential to be a concern to the general public or of interest to the news media.

4.3.5 Role of Staff to Develop and Manage Safety Management Systems

Chiefs and Managers

Chiefs and managers are responsible for safety within their divisions and departments, including employees, facilities, operations, and services provided. This responsibility includes determining and implementing measures required to minimize/mitigate safety hazards and coordinating the implementation and maintenance of safety programs within their functional areas. They also are responsible for ensuring employees have the required licenses and up-to-date certifications. Furthermore, they are responsible for communicating safety information to employees, and for ensuring all employees follow all appropriate safety rules and procedures.

Supervisors

Supervisors are responsible for the safety performance of all personnel and equipment under their supervision. They are responsible for the initial investigation of all accidents and incidents, and for reporting accidents and incidents to the Safety and Security Division and the Operations Division.

Employees

All Cherriots employees are responsible for performing their work safely by following established safety-related rules, procedures, and work practices. This includes reporting all accidents, incidents, and hazards to their supervisor for the protection of themselves, co-workers, customers, facilities, and equipment.

Key Staff

Employees will be responsible for maintaining high standards of safety, customer service, and security. The Employee Safety Reporting Program (ESRP) will define the employees' role to identify and mitigate risk through open communication to Cherriots leadership, including the CSO and AE. The Safety and Security Division is responsible for directly supporting the CSO in the administration of this plan. The Safety and Security Division will be instrumental in ensuring action is taken to reduce risk and the whole system is continuously monitored to ensure actions are effective and appropriate.

Employees will be involved with updates, modifications, and implementation of the ASP. Employees and riders will have opportunities to provide input regarding safety at Cherriots. Those opportunities include monthly safety meetings, annual employee meetings and training, department meetings, customer and employee surveys, and an open-door policy with access to all management staff.

4.4 Employee Safety Reporting Program (ESRP)

As stated in the Safety Management Policy Statement, Cherriots is committed to providing a safe environment for its employees, riders, and the public. To ensure success, Cherriots has developed an ESRP as a means for employees to report any actual or perceived hazard to a supervisor, the CSO, or other designated members of the administration.

The ESRP allows each employee to report detailed information and observations whether they are a driver in service, maintenance staff, or other on-duty employee. This program dovetails with other methods currently in place to identify hazards. Those methods include:

- Pre/Post Trip Inspections
- Preventive Maintenance Inspections
- Facility Maintenance Plan
- In-Service Training Program
- Rider and Public Complaint/Compliment Process
- Safety Trainings/Briefings
- Safety Tailgate Meetings
- Incident/Accident Policies
- Safety & Security Committee

To support the ESRP, Cherriots utilizes a **Hazard Reporting Program** to collect information about hazards or unsafe conditions observed by employees. The program provides a means to collect information for determining an action to mitigate the hazard. It provides a reporting method to communicate an identified hazard that may result in a potential consequence or endanger employees, riders, or the public.

Cherriots also uses an Incident Report process to document events that occur on Cherriots property and on or near buses. The incident report process captures a variety of event types, to include assaults on transit workers and near misses.

The Vehicle and Injury Accident Reporting processes are used to report vehicular accidents and employee injuries, as defined by Cherriots Personnel Policy # 360 – Safety, and Safety & Security Procedures 3012 – Reporting on the Job Injuries and Light Duty Assignments, incorporated herein

by reference.

The Hazard Reporting Program is not intended to replace the incident reporting or accident/ injury reporting processes, nor replace the required forms for documenting occurrences.

The Safety and Security Division is responsible for reviewing and monitoring the mitigation of each hazard reported, through a Safety Risk Assessment process. Unless a hazard is eliminated, the risk still exists despite mitigation efforts. Hazards must be appropriately documented and subject to continual assessment if not eliminated. The goal is to eliminate all identified hazards whenever possible.

All hazard reports will be documented and integrated into current ASP performance measures and data collection. The Safety and Security Division will track each hazard mitigation to completion and recommend policy or procedural changes to the CSO, if needed, as a result of the hazard mitigation.

Upon hire, as part of Cherriots onboarding process, all employees will receive training on the procedures associated with the Hazard Reporting Program and other Safety & Security programs relevant to the effective implementation of Cherriots Safety Management System (SMS). The onboarding training will include the following topics:

- Agency Safety Plan Overview
- Hazard Identification and Reporting
- Incident Reporting
- Injury and Accident Reporting
- De-escalation
- Emergency Preparedness
- Bloodborne Pathogens
- Drug-free Workplace

4.5 Cherriots Responsibility

Every hazard report is investigated to determine if it is an isolated case or emerging trend that may require process change, evaluation of policies and procedures, or service modifications.

Employees reporting hazards will not face disciplinary action unless that employee contributed to the hazard. Employees may report the hazard to their immediate supervisor, a member of the Safety Committee, the Safety and Security Division or go directly to the CSO to submit and discuss their report.

Section 5. Safety Risk Management

Cherriots provides training to all employees in the identification of hazards and security threats, while also providing tools to enable personnel to report these hazards/threats. Once the hazard has been identified, staff from the responsible department will consider the potential consequences or impact of the hazard and conduct an assessment of the safety risk to determine the necessary response and response time. The response may include further investigation or monitoring, action(s) to mitigate the potential consequences of the hazard or security threat, and follow-up assessment to ensure the action taken is appropriate and effective.

5.1 Safety Hazard Identification

Hazards and security threats are identified through different methods of monitoring the system. This includes system, employee, and asset assessments conducted daily and on an incremental basis. Cherriots conducts the following routine and random evaluations of the system in the following areas:

5.1.1 Cherriots Employees

Each employee is evaluated annually to ensure they are performing their job to the expectations of Cherriots. As part of their trial service period, the employee is provided training and tools to initially perform their job. They do not receive permanent status until completing 180 days of employment. During the 180-day trial service period, the employee is evaluated to determine if they are properly prepared to safely perform their job.

Additional evaluations of the employee are conducted throughout the year through spot-checks of various aspects of their job function. If a spot-check or annual evaluation determines the employee's performance does not meet expectations or training standards, retraining may be provided and additional evaluations will take place to ensure retraining was effective.

5.1.2 Assets

Rolling stock, facilities, and equipment are monitored through a preventive maintenance plan aimed at identifying hazards and deficiencies as part of daily and scheduled inspections. Transportation and Maintenance Departments coordinate the preventive maintenance program including Daily Vehicle Inspection Reports (DVIRs), incremental, and annual inspections.

Cherriots updates the FTA-required Transit Asset Management (TAM) Plan annually with data relevant to each asset, including a condition assessment, miles (with rolling stock and non-revenue vehicles) and age as to whether the asset is in a State of Good Repair (SGR). The TAM Plan allows Cherriots management to plan asset replacement or rehabilitation for the future.

5.1.3 System

As part of the safety management system monitoring, Cherriots uses service evaluations when planning, spot-checking or responding to a safety event such as an accident or incident. New routes are strategically developed with safety being the first priority and rider access second.

Bus route planners develop and test all routes before activating for revenue service. All routes are reviewed periodically to determine if a route, schedule or vehicle requires

modification due to an identified hazard. All front-line staff are trained to note any changes to service that may be considered a hazard or security threat through the Hazard Reporting Program.

5.1.4 External Sources

At times, Cherriots receives information related to hazards through external sources, which may include the FTA, Center for Disease Control (CDC), other federal agencies, state and local authorities. Regardless of the source, a reported hazard that may result in a potential consequence will be assessed by the appropriate department and/or the Safety and Security Division to determine if a response is necessary. Such assessment will be documented in the safety risk assessment process.

5.2 Hazard Identification Procedure

Any employee seeing something through inspection or observation that they deem to be a hazard, is instructed to immediately report that hazard to their immediate supervisor or Dispatch, if on route, regardless of the perceived level of threat. The employee will document the hazard by end of shift. The immediate supervisor will document the report in the hazard reporting system which will be reviewed by the Safety and Security Division.

If the hazard requires immediate mitigation, the employee will be instructed on steps to take to reduce the safety risk that may, or may not, alleviate the risk completely. Additional actions may be taken once the immediate risk mitigation has been taken. Some hazards may not pose an immediate safety risk, but are still reported. The Safety and Security Division will be responsible for safety risk assessment, investigation, mitigation strategy, and communicating with the CSO.

In some cases, a rider or member of the public may call Cherriots with a complaint about a front-line employee that may rise to the level of hazardous behavior or actions. Cherriots currently documents all customer complaints/compliments and takes appropriate action to investigate any complaints. Complaints involving a verified hazard will trigger immediate action by on-duty supervisors.

Hazard Identification Forms will be located in dispatch, operator break rooms at the transit centers, and in the Maintenance Department. Dispatch, Operations Supervisors, Safety and Security Division staff, and other designated personnel will have access to the hazard reporting system to document the report of a hazard.

The form includes a section for the supervisor, or receiving employee to document immediate action taken to reduce risk, a risk assessment chart prioritizing the risk, and a section for additional follow-up action. All forms will be processed and submitted to the CSO and summarized periodically for trend analysis and included in safety performance measures.

5.3 Safety Risk Assessment

Cherriots expects employees to respond to hazards or threats with professional judgment as sometimes there might not be time to contact a supervisor to prevent an emergency event.

In cases where the hazard can be reported without immediate risk, the employee will make an initial assessment of the risk as part of their report. Once received by the supervisor, the initial risk assessment may be amended requiring immediate, short, or long-term response.

Designated employees will investigate each identified hazard, assess the risk, and take

appropriate action to mitigate the risk and communicate findings to the CSO. Additional evaluation, assessment and mitigation may be needed based on follow-up monitoring of the action taken.

The severity and likelihood of loss will be assessed using the Safety Risk Assessment tables below. Once the severity and likelihood ratings are determined, the result will identify the risk rating and ultimately indicate the risk decision level of the potential consequence.

Severity Rating: The first step in conducting a Safety Risk Assessment is to determine the severity of the potential consequences of the hazard. **Table 1** defines the severity level based upon the type of characteristic

Table 1: Severity Rating

Severity Level	Characteristics			
	People	Equipment or Service	Financial	Reputational
Minimal	1 - No Injury - Two or less minor injuries (An injury that is not life-threatening and can be treated with basic first aid or a visit to a health provider)	- Minor equipment damage - No, or negligible, service interruption - No immediate repair	\$1,000 or less	- No adverse media coverage - No reputational damage - Little or no governmental interest, and no action
Minor	2 3 to 4 minor injuries - Two or less moderate injuries (A physical injury that requires medical treatment but doesn't pose a significant risk of death)	- Non-disabling loss of equipment requiring repair before returning to service - Nominal Service interruption - Repair performed in-house requiring 5 hours labor or less	\$1,001 to \$10,000	- Local media coverage - Government interest but little action, if any
Moderate	3 5 or more minor injuries 3 to 4 moderate injuries	- Equipment placed out of service or service interruption, requiring 7 actual calendar days or less to repair - Equipment repair required by outside service vendor	\$10,001 to \$25,000	- Adverse media coverage - Some reputational damage - Government involvement - Significant period to recover public trust (1 week or less)
Critical	4 - One serious injury (A physical injury the results in substantial risk of death, life-threatening injury or need for other major medical intervention.) - One fatality	Equipment placed out of service or service interruption, requiring 8 or more actual calendar days to repair by an outside service vendor	\$25,001 to \$250,000	- Prolonged media campaign - Serious reputational damage - Sustained government involvement - Disruption of public trust extends beyond 1 week
Catastrophic	5 2 or more serious injuries 2 or more fatalities	Total loss of equipment or service interruption, requiring months to repair	\$250,001 or more	- Ongoing media coverage - Irreparable reputational damage - Prolonged government involvement and sanctions - Disruption of public trust extends to 3 or more months

Likelihood Rating: Next, the likelihood will be determined. **Table 2** defines the likelihood level of the potential consequence.

Table 2: Likelihood Rating

Likelihood Characteristics				
Likelihood Level	By Individual Item		By Fleet or Inventory	Frequency
Very high (Frequent)	A	Experienced frequently in the life of an item	Experienced continually	36 or more times in 1 year
High (Probable)	B	Will occur 9 to 12 times in the life of an item	Will occur regularly	Greater than 12 times but less than 36 times in 1 year
Moderate (Likely)	C	Will likely occur 5 to 8 times in the life of an item	Will occur several times	Greater than 1 but less than 11 times in 1 year
Low (Occasional)	D	May occur 1 to 4 times in the life of an item	Likely to occur 1 to 4 times	Would not occur more than 2 times in a 10 year period
Very low (Infrequent to remote)	E	Unlikely to occur in the life of an item	Unlikely to occur in the life of the equipment or system	Would not occur more than 1 time in a 10 year period

Safety Risk Rating: Using the severity and likelihood, the safety risk will be plotted on the Safety Risk Rating table (**Table 3**).

Table 3: Safety Risk Rating

Likelihood / Probability	A	Very High	1A	2A	3A	4A	5A
	B	High	1B	2B	3B	4B	5B
	C	Moderate	1C	2C	3C	4C	5C
	D	Low	1D	2D	3D	4D	5D
	E	Very Low	1E	2E	3E	4E	5E
			Minimal	Minor	Moderate	Critical	Catastrophic
			1	2	3	4	5
			Severity				

Risk Decision: **Table 4** defines the risk decision, guiding the level of response to the safety risk and the urgency that safety risk mitigations. must be made.

Table 4: Risk Decision

Safety Risk Determination Level		Safety Risk Decision
1	Red	Hazard is unacceptable. Immediate action required. Mitigation is the highest priority. Activity or use must be halted until hazard is mitigated to a Level 2 or lower. Hazard must be submitted to and reviewed by the CSO. Hazard must be recorded and tracked in the Risk Register.
2*	Yellow	Hazard is significant and mitigation is high priority. If left unaddressed, could elevate to an immediate danger. Hazard must be reviewed by the Safety Committee. Hazard must be recorded and tracked in the Risk Register.
3*	Green	Hazard is minor and does not pose a current threat. Mitigation must be evaluated and addressed at the department level. The hazard must be recorded and tracked in the Risk Register.

*Levels 2 and 3 may be considered tolerable provided the rating has been made after mitigating the hazard to a risk as low as reasonably practicable.

5.4 Safety Risk Mitigation

In response to all identified and assessed hazards, Cherriots will mitigate the hazard and reduce or eliminate the safety risk to employees, riders, and the community. Safety risk mitigation strategies are dependent on the results of the investigation into the contributing factors of the

risks. The investigation may include more than one department and may include collection of information from sources outside the transit system.

Actions to mitigate safety risks may include all employees, riders, and the public who are impacted by either the hazard's potential consequences or the actions to reduce or mitigate the risk. Cherriots will communicate actions to appropriate staff through methods appropriate to the safety risk assessment.

Cherriots will consider a wide variety of safety risk mitigations and strategies with the goal of reducing the hazard's safety risk to the lowest practical level. Every effort will be made to examine any potential mitigation that could reasonably be deployed to effectively reduce the safety risk. Examples may include new technology, retrofits to equipment or rolling stock, safety reviews of future procurements, guidelines from governing authorities, and industry best practices.

Once a risk mitigation strategy has been implemented, the CSO (or their delegate) will monitor the actions to determine if a full mitigation is possible or what additional action is necessary to further mitigate the risk. Some risks may not be completely mitigated.

All actions taken to mitigate risk will be documented and linked to the initial threat, or hazard identification step.

5.5 Risk Reduction Program

The Risk Reduction Program for transit operations improves safety by reducing the number and rates of safety events, injuries, and assaults on transit workers, based on data submitted to the NTD.

5.5.1 Mitigation of Vehicular and Pedestrian Safety Events

The measures to decrease vehicular and pedestrian safety events involving buses include reducing visibility impairments for bus operators that contribute to accidents, including retrofits to buses in revenue service and specifications for future procurements that reduce visibility impairments. Other measures include driver training, technological improvements, infrastructure improvements, public awareness campaigns and vehicle design enhancements.

Vehicular Safety Event Risk Reduction Program Components include:

- Employee Training and Supervisor Oversight
 - Entry Level Driver Training (ELDT) for all new hires
 - Driver training and refresher training, as necessary – Smith System
 - Annual In-Service Training
 - Instructor or Supervisor Ride-along
- Accident Investigation Process
 - Supervisor Accident Investigation
 - Accident & Collision Determination Committee
- Vehicle Modifications and Specification
 - Updated vehicle specification on new procurements (lights, mirrors, cameras, etc.)
 - Monitoring camera and audio on the exterior and interior of vehicles

Pedestrian Safety Event Risk Reduction Program Components include:

- Employee Training and Supervisor Oversight
 - Customer Service Training
 - Rider Interaction and Assistance Training
 - Public Contact Tracking
- Incident Reporting and Investigation Process
 - Incident reporting
 - Incident review by supervisors
- Vehicle Modifications and Specification
 - Maintain all walking and gripping surfaces
 - Securement of mobility devices
 - Lighting at points of ingress and egress
 - Slip resistance surfacing on steps, ramps, etc.

5.5.2 Mitigation of Assaults on Transit Workers

Prevention and response to assaults on transit workers is a priority and key focal point of the ASP. Cherriots will ensure appropriate steps are taken to limit the potential exposure to assaults by deploying assault mitigation infrastructure and technology.

Assault Risk Reduction Program Components include:

- Employee Training and Supervisor Oversight
 - Employee skills training (such as de-escalation techniques and skills training as well as assault awareness and prevention training for all transit workers with potential exposure to the threat, recurring and regular refresher training opportunities for those with the greatest exposure).
 - Policy and procedure education and training.
 - Supervisor oversight and Security presence (such as supervisors ensuring the Incident Report system is effectively used to report assaultive events, and security presence on revenue vehicles and at facilities).
- Incident Reporting and Investigation Process
 - Incident Reporting System.
 - After-Action Reviews and investigations (which may include review of de-escalation techniques, policy and procedure compliance and effectiveness, and the need for post-event refresher training).
- Vehicle Modifications and Specification
 - Driver barrier to limit rider access to driver workspace.
 - Vehicle Operator Barrier review (review existing barrier style with other styles or options available in the marketplace to determine if a modification or replacement barrier should be considered).
- Policy and procedure review (such as policy related to fare collection and other boarding topics that have the potential to result in conflict as well as policy review pertinent to compliance with federal directives and regulations aimed at protecting transit workers).

- Technology and Communication systems (such as signage on revenue vehicles and at facilities, video and audio surveillance systems, automatic vehicle location systems, emergency response systems to alert Dispatch of dangerous situations and effective radios and other communication devices in vehicles.

The Safety Committee may make additional recommendations to the CSO to reduce the safety risk of vehicular and pedestrian safety events and assaults on transit workers. Additional recommendations will be documented in the Safety Committee meeting minutes and captured in the hazard reporting system.

Section 6. Safety Assurance

6.1 Safety Performance Monitoring and Measurement

Safety performance monitoring and measurement involves the continual monitoring of Cherriots activities to understand safety performance. Key areas of focus include monitoring of safety risk mitigations to determine if they mitigated the safety risk to the anticipated/desired level, were implemented as intended, their appropriateness, and overall effectiveness in mitigating the risk.

Cherriots is committed to maintaining the highest level of safety through its monitoring methods that ensure adherence to policies and procedures, safety and maintenance plans, and system and employee evaluation processes.

6.1.1 Maintenance

Maintenance Standards and Procedures

Standards and procedures are included in the Cherriots Fleet Maintenance Plan. In general, maintenance procedures are designed to ensure that the maintenance recommendations of the manufacturer are met, maximum efficiency in performance and operation, and maximum bus life and condition are maintained. Daily bus inspections, an active Preventive Maintenance Program, contractor oversight, and careful monitoring are included in procedures to ensure the safety of buses and adequacy of the Fleet Maintenance Plan.

Operator Pre- and Post-Trip Inspections

All operators are required to perform a pre-trip and post-trip inspection to ensure that the vehicle is safe and in good operating condition. If any defects are noted by the operator, a Defect Slip is completed and, depending on the severity and extent of the defect, the vehicle may be repaired or taken out of service until a repair can be made. In the case of a defect that develops or is noted once a vehicle is in service, the operator is required to communicate the problem to the Transportation Department Dispatcher. Transportation will then notify Maintenance.

Daily Servicing and Inspections

Maintenance team members inspect and service every bus used in revenue service each day. The buses are fueled and washed; all fluids, tires, and lugs are checked; and the vehicle is inspected for any leaks or unusual noises. The service workers clean the bus interiors each day. When a defect is noted, it is reported to the mechanic or supervisor on shift, so that an evaluation and, if necessary, a repair can be conducted.

Regularly Scheduled Safety Inspections and Maintenance

The Facility Maintenance Department conducts quarterly safety inspections. Mechanics and Facilities Maintenance employees look for potential hazards with equipment whenever they are using that equipment. The vehicle hoists, chain pulls, and cranes in the vehicle maintenance shop are inspected annually by contractors. Preventive maintenance of equipment and facilities is performed in accordance with the manufacturer's recommended practice.

Mileage-Based Maintenance Inspections

All buses receive preventive maintenance inspections (PMI) at designated mileage intervals. Mileages are determined by vehicle and subcomponent manufacturers and real-world experience. Oil sampling is performed periodically for both engines and transmissions. A description of the schedule and type of inspection and service performed for each bus series is included in the Fleet Maintenance Plan.

6.1.2 Operations

Facility Monitoring

Facility inspections of all Cherriots facilities and grounds are conducted by members of the Safety Committee quarterly using a facility checklist. The purpose of the inspections is to identify any unsafe or unhealthy conditions which may exist, and that may require maintenance or modification. Each facility is also visually inspected for compliance with Occupational Safety Health Administration (OSHA) and local fire codes.

Reporting and Resolution

When deficiencies are noted during quarterly facilities inspections, they are documented and reported to the manager of the department in which the safety hazard is located. When safety hazards are noted by non-scheduled observation, they are reported by the observer to a supervisor. Hazard Reporting Forms are routed to the responsible department, the Safety and Security Division, or the appropriate chief to evaluate the concern and, when necessary, propose a resolution. Safety and Security Division personnel will monitor deficiencies and hazards, providing periodic reports to leadership and the CSO.

Follow-up

Safety risk mitigations for a hazard that has been identified by any established process is the responsibility of the manager of the department area in which the hazard exists, the Safety and Security Division, or the CSO. This includes arranging for the services of other departments or outside parties, as necessary, to eliminate or control the hazard.

Documentation

All maintenance records are retained by the Maintenance Department. Hazards that have been identified and safety risk mitigations. are documented in a hazard reporting system for access and review by the CSO.

6.1.3 Safety Events

Cherriots requires reporting of all safety events, accidents and injuries. Established policies, procedures and protocols direct the reporting requirements, investigation processes, follow-up or safety risk mitigations. and event documentation.

Vehicle Accident Reporting, Review and Determination Process

All vehicle accidents and loss incidents are to be investigated. Cherriots safe driving standards require professional and safe performance of all operators and authorized drivers. Cherriots convenes the Accident & Collision Determination Committee to determine the preventability of a safety event.

The Salem Area Mass Transit District Transit Operator Handbook outlines the procedures and

responsibilities for accident/incident investigation. **Safety and Security Procedure 3011** details the procedures for accident notification, response, and investigation.

Reporting an Accident

Any employee who is involved in an accident while operating a revenue or non-revenue vehicle is required to report the accident to Dispatch immediately and complete an accident report no later than the end of their shift that day. The accident report must be filled out accurately and completely by the employee involved in the accident.

Vehicle Accident Procedures

- Operators are provided with sealed Vehicle Accident Packets. For non-revenue vehicles, the Vehicle Accident Packets are kept in the glove box of the vehicle. On the exterior of the Vehicle Accident Packet are instructions. Drivers are instructed to adhere to the process outlined on the Vehicle Accident Packet.
- All media requests for information are to be directed to Cherriots Chief Communications Officer or designated public information officer. *See General Administrative Manual Policy 203, Media Contacts.*

Vehicle Accident Investigation

All vehicle accidents involving district owned vehicles or occurring while performing District business in a personal vehicle will be investigated with an intent to complete the investigation within three business days. Operations road supervisors are required to complete a Supervisor Accident/Incident Report. Operators/drivers are required to complete an Accident Information Report (contained in the Vehicle Accident Packet). The road supervisor is required to file both reports electronically, as well as a hard copy and attach all relevant media (photos, videos, other documentation) for use by the Accident & Collision Determination Committee and the Safety and Security Division. All accidents are recorded in the safety event/incident reporting system, TransTrack, and documentation is uploaded/attached to the corresponding record entry. A separate file is also created in Cherriots events video folder located at: S:\Event Video 2025 (or subsequent calendar years).

Transportation Department will cooperate with outside law enforcement agencies if they investigate an event. The Safety and Security Division will coordinate with outside insurance providers and provide support among Cherriots departments and independent investigation to manage Cherriots liability and claims.

Accident Determination

Cherriots identifies driver classification based upon the frequency and type of vehicle being operated. Professional drivers may operate commercial vehicles, district service or passenger vehicles and used to transport district equipment and materials on a high frequency basis. Casual drivers operate a personal or district vehicle twice per month or less on District business.

All accidents involving professional drivers will be given a determination of preventable or non-preventable, based on the definition established by the National Safety Council (NSC), which states “a preventable collision is one in which the driver failed to do everything that reasonably could have been done to avoid it.”

Accident reports are reviewed by members of Accident & Collision Determination Committee and, if necessary, further investigated. A determination as to the preventability is issued to the transit operator or maintenance worker in writing.

Preventability determinations are not made for accidents where the driver of the vehicle was considered a casual driver. All other steps in the accident reporting and review process are completed and the accident data will be included in trend analysis and the safety risk assessment process.

Incident reporting and review process

The Incident Report process is used to document events of an unusual nature or safety events that occur on District property and on or near buses. Events that may be reported through the Incident Report process may include accidents (not involving District assets) that have been witnessed, crimes, customer-relations issues, customer injuries resulting from a safety event or physical altercation, and customer illness or injury. The incident report process is also used to report assaults on transit workers, as well as near misses.

Reporting an incident

Incident reports are submitted by transit workers in all departments, but are primarily used by the Transportation Department, Customer Service and the Security and Emergency Management Department. Transit Operators are required to submit incident reports, when directed, to Dispatch before the end of their shift. Security Officers submit incident reports to the Security and Emergency Management Department in accordance with established procedures and post orders.

Incident Investigations

Operations Supervisors receive incident reports from transit operators and customer service representative. The supervisor enters the report into the safety event/incident reporting system, TransTrack. Supervisors investigate incidents when required to collect additional information and attempt to obtain a video recording of the event. Investigative notes are included in the reporting system and videos are retained in electronic files. All incident reports and corresponding videos are saved to: S:\Event Video 2025 (or subsequent calendar year).

Follow-up

All incidents are reviewed by Safety and Security Division staff. If further investigation is warranted or a follow-up/enforcement action is required, the security team will complete the necessary actions wherever possible and update the incident record in TransTrack.

All assaults on transit workers are carefully evaluated by the Safety and Security Division. Follow-up actions may include internal reporting, safety risk assessments and coordination with local law enforcement when required. A Safety and Security Division staff will make every effort to follow up with the transit worker(s) involved in physical assault events to ensure they are informed about Cherriots actions.

Employee Injury Reporting

All employee injuries, regardless of whether medical treatment was sought, are required to be reported. Reporting instructions and forms are contained in the sealed On-the-Job Injury Packet. A **Report of Personal Injury** form must be completed if an employee suffers an injury or illness as a result of an accident or incident, regardless of the level of medical treatment, from no treatment or first aid only to medical care by a licensed medical professional. Supervisors are required to submit a **Supervisor Incident/Accident Investigation Report** in conjunction with the employee's report of personal injury. If medical care, by a licensed professional, is sought, a **SAIF Form 801** must be completed by the employee and submitted to the Safety and Security Division within 48 hours of the medical treatment.

Safety Risk Mitigations Follow-up

Follow-up in the form of corrective action is the responsibility of the employee's direct supervisor or manager. The responsibility may be delegated to a designee, or the CSO.

Any disciplinary action will be assessed using the Collective Bargaining Agreement procedures (if applicable) and/or District policy.

The Safety and Security Division may recommend refresher training based on their review of accidents and frequency and severity of preventable accidents. Refresher training may be mandated by department/division leadership or by the CSO.

Documentation

The Accident & Collision Determination Committee maintains the accident investigation documentation. All accident determination and requisite training documents will be forwarded to and maintained by the CSO.

Accident investigation documentation and Incident investigation documentation is captured in the safety event reporting system, TransTrack. Additional files are located in Cherriots electronic files at: S:\Event Video 2025 (or subsequent calendar year).

Employee injury report document and any insurance claims documentation is maintained by the Safety and Security Division.

6.2 Performance Measures

Through a series of performance measures relative to operations, maintenance, and safety, Cherriots can monitor the system's safety by identifying trends and gaps in policies, procedures, training, and monitoring efforts. Cherriots leadership has determined that performance measures which support the required Safety Performance Measures are beneficial in determining the overall safety performance of Cherriots. The following performance measures are on a daily, monthly, and quarterly basis.

Maintenance

- **Preventive Maintenance On-time Inspection Percentage** – determines the effectiveness of the maintenance department to ensure all inspections are conducted per manufacturing and mileage intervals.
- **Vehicles Removed From Revenue Service** – tracks vehicles removed from service due to a mechanical defect developed while in service requiring immediate service either on-site failure or once returned to the facility.

- **Annual Vehicle Condition Assessment** – through annual inspection, determines on a scale of 1 to 5 the overall condition of the asset. This performance measure is also used in annual updates of the Cherriots Transit Asset Management Plan.

Transportation

- **Customer Complaints Per Month** – tracks all customer complaints to identify areas of deficiency with vehicle, operator, or other areas. Safety-related complaints are immediately routed to a supervisor on-duty or the Transportation Manager for investigation, mitigation and response. Complaints may be a result of phone calls, website, or Cherriots public forums.
- **On-time Performance** – serves as an indicator of issues with time management, environmental factors, scheduling, and vehicle and operator performance.
- **On-board Surveys** – conducted annually, allow Cherriots to receive rider feedback about bus operator performance, customer service, and vehicle safety.

Safety and Security Division

Responsible for monitoring and measuring safety performance measures within the plan, located in Section 3.

6.3 Continuous Improvement

The objective of safety at Cherriots is continually improving the processes and operations to maximize safety to the highest practicable level. This effort is undertaken by providing on-going opportunities for employees to be reminded of safety, incorporate safe practices into their operations, hold open discussions about safe work observations, and provide multiple means for employees to identify potential hazards in order to develop mitigation or safety risk mitigations in their work place and on the system.

Employees receive information through safety messages, Safety and Security Committee meetings, safety posters, identification and mitigation of hazards, proactive reviews, and inspections to identify potential hazards. In addition to these communication channels, employees may make suggestions to any department or group when they observe an area in need of safety improvement. Any employee may request a safety assessment, which is facilitated by the Safety and Security Division. Through the continuous improvement process, Cherriots is then able to develop and carry out a plan to address identified safety deficiencies by:

- Prioritizing identified deficiencies and systemic hazards;
- Developing strategic initiatives to overcome known deficiencies;
- Re-evaluating progress on improvement measures through Cherriots SMS;
- Periodic review of the ASP;
- Annual review of safety performance targets.

The Safety Committee has a significant role in the continuous improvement process. On-going monitoring of actual safety performance as compared to the safety performance targets established in the ASP is one method for identifying deficiencies in the SMS or safety risk mitigations. that are not producing the results expected.

Section 7. Safety Promotion

Cherriots is committed to providing a safe, clean, and secure experience for employees, customers and the community Cherriots serves. Safety Promotion is key to setting the tone in establishing and supporting a safety culture. Through marketing campaigns with external customers and stakeholders, Cherriots promotes public transportation as a safe travel option. Internally, continuous training and clear communication with employees are two main components of Safety Promotion.

7.1 Employee Selection and Development

The safety culture starts with the hiring process and continues through training during all stages of an employee's career.

7.1.1 Hiring Practices

Selecting applicants best suited to excel in transit operator, operations and maintenance supervisor, and vehicle and facility maintenance job requirements, is critical to safe transit operations. Transit Operators are directly responsible for the safety of not only the riders, but also the pedestrians, bicyclists, drivers, and all others who share the road with the transit vehicle. Other Operations departments and personnel are instrumental in ensuring the operator has a safe and reliable vehicle, clear and concise policies and procedures, effective communications, and proper training.

All safety-sensitive employees must meet federal and state compliance requirements to be considered for a position with Cherriots. Cherriots hiring process is described in Personnel Policy 320.

7.1.2 Safety and Security Training

There are formal safety and security training programs for Cherriots employees including all safety-sensitive employees (transit operators, vehicle maintenance employees and their supervisors). Training and education include training classes, manuals, standard operating procedures, and on-the-job training. Training is provided by the department manager, training supervisors, operator instructors, internal subject matter experts and external trainers facilitated by the Safety and Security Division.

The safety component of training is designed to make employees aware of the hazards associated with their jobs and the appropriate methods for controlling these hazards. The training is intended to motivate employees to work safely. Trainings fall into three main categories: (1) Initial/Onboarding, (2) Periodic, and (3) Retraining or Refresher training.

7.1.3 New Hire Orientation

All new employees will receive an intensive New Hire Orientation, conducted by Human Resources and Safety & Security Divisions. This training will meet the requirements of OSHA, the ASP, and Oregon employment requirements. Hours and cadence of training will vary depending on the individual role of the employee. General topics covered may include:

- Equal Employment Opportunity (EEO)
- Anti-Harassment/Discrimination
- Sexual Harassment Policy & Prevention
- Drug-Free Workplace
- ASP Overview

- Hazard Identification and Reporting
- General Safety & Ergonomics
- Accident and On-the-Job Injury Reporting
- Emergency Preparedness Overview
- De-Escalation & Assault Prevention
- Bloodborne Pathogens

7.1.4 Transit Operator Training

Initial Transit Operator (Entry Level Driver) Training

Upon completion of the New Hire Orientation, all new transit operators will receive an eight-week training course that covers every aspect of their new job. The Commercial Driver's License (CDL) training is included in the course and is referred to as **Entry Level Driver Training (ELDT)**. The training program involves a combination of classroom and in-vehicle training, designed to familiarize the new employees with safe operation of transit vehicles, policies and procedures.

The full training includes, but is not limited to, the following areas:

- Handling Hazardous Materials (Right to Know)
- Hazard Communications Program, Safety Data Sheets (SDS)
- Avoiding Slips, Trips, and Falls
- Personal Protective Equipment
- Heat Illness
- Smith System 5 Keys of Driving
- Drug Awareness for Safety Sensitive Employees
- Orientation to Salem Area Mass Transit District
- Basic and Advanced Bus Maneuvers
- Service Stops
- System Overview and Procedures
- Customer Service
- Accessible/ADA Service
- Communication Skills
- Emergency Management
- Health & Safety/Injury Prevention
- Stress Management
- CDL Preparation
- Vehicle Orientation of all Vehicles
- Vehicle Security Awareness
- Conflict Resolution
- On-route Training

On-route training provides real service experience with an operator instructor. The amount of behind-the-wheel time the trainee operates the revenue route increases daily. Each day they receive a full review and debriefing from their operator instructor. Instructors communicate among one another regarding where additional training for new operators is required. The

trainees rotate among the instructors and with training supervisors, providing each student with experience across a variety of routes, vehicle models, times of day, instructional styles, and driving conditions.

After the initial training course, new transit operators receive additional support and training, including:

- Mentor ride-alongs at the following intervals: two weeks, one month, 2.5 months, 4.5 months six months, then on normal cadence
- Four-week follow-up: Procedure and Policy Review
- Inclement weather: Driving and Defensive Driving Course (DDC)
- Refresher training
- 90-Day: Mid-trial Performance Review
- Career Service Review: 6-month performance review of trial service period
- One-year Follow-up: Debriefing with Operations Training Supervisor and safety review with Transportation Department Management and the CSO
- Operators with at least two years' experience, and no accidents or discipline within the last year, may apply to become operator instructors as positions become available.

Annual (Periodic) Transit Operator Training

Every year, Transit Operators will receive one full day of refresher and topical training. The training may address the following topics:

- Safety and Customer Service
- Defensive Driving
- Signal and Intersection Management
- On the Road Exercise
- Effectively Dealing with People of Differing Ages
- Safety/Loss Control Topics
- ADA – Securement and Service Key Point Review
- De-Escalation and Conflict resolution
- Other HR and/or Safety and Security Updates

Partial-day trainings are also scheduled as needed and whenever warranted by the addition of new equipment or a change in configuration.

7.1.5 Operations Division (Transportation and Maintenance) Supervisor Training

Initial Operations Division Supervisor Training

All new Operations and Maintenance Supervisors will complete the following training during their trial service period:

- Bloodborne Pathogens
- Handling Hazardous Materials (Right to Know)
- Hazard Communication Program, Safety Data Sheets (SDS)
- Avoiding Slips, Trips, and Falls
- Personal Protection Equipment

- Heat Illness
- Emergency Procedures for facilities
- Security Procedures
- De-Escalation and Assault Prevention
- First Aid, CPR, AED and Stop the Bleed
- Emergency Response Planning and Coordination (as applicable to assignment)
- Drug and Alcohol Reasonable Suspicion training for supervisors (120 min)
- Drug and Alcohol policy and procedures for Safety Sensitive Employees
- Accident Investigation
- On-the-job Injury Reporting Procedures
- Accident Investigation
- Emergency Procedures
- Data Entry and Recordkeeping
- Dispatch Operations (Transportation Department)
- Field Operations
- Examination and Filing of Camera Video Evidence

Provided by Human Resources (during the first year of service)

- BOLI Training for New Supervisors (offered annually – 6 modules)
- Supervisor Soft-skills Training (offered annually – 6 modules)
- DEI Cultural Diversity

In addition to their initial training, all operations division supervisors will receive one full day of periodic and topical training annually via annual in-service training.

7.1.6 Maintenance Staff Training (Vehicle and Facilities)

Initial Maintenance Safety & Injury Training

Upon completion of the New Hire Orientation, all new maintenance employees will receive the following safety and injury prevention training during their trial service. The program is based on applicable federal, state, and local safety codes and regulations. Some areas addressed in training include:

- Smith System 5 Keys of Driving
- Drug Awareness for Safety Sensitive Employees (Vehicle Maintenance only)
- Handling Hazardous Materials (Right to Know)
- Hazard Communication Program, Safety Data Sheets (SDS)
- Avoiding Slips, Trips, and Falls
- Personal Protection Equipment
- Heat Illness
- First Aid, CPR, AED and Stop the Bleed (for select personnel)
- Emergency Response Planning and Coordination (as applicable to assignment)
- Forklift Safety
- Scissor Lift/Aerial Lift Safety

- Hazardous Materials Storage
- Fall Protection
- Lockout/Tagout Program
- NFPA 70E Electrical Safety (vehicle maintenance staff)
- Hazard Communications Level 2 (as applicable to assignment)
- Crane Operation (as applicable to assignment)
- Welding and Cutting (as applicable to assignment)
- Industrial Ergonomics
- Ladder Safety

7.1.7 Assaults and De-Escalation Training

All transit operators, maintenance workers, Operations and Maintenance Supervisors, and any other employee directly responsible for the safe delivery of transit services will participate in Cherriots sponsored de-escalation training provided by qualified staff who have been certified to conduct such training. Customer-facing employees will participate in a de-escalation training program suitable for their role. All other employees will receive comparable de-escalation training that is in alignment with agency-wide de-escalation techniques.

De-escalation training is included in the New Hire Orientation program; however, additional de-escalation training may be delivered based on the employee's role and exposure to potential conflict. Recurring and regular de-escalation training may be provided to ensure ongoing transit worker assault mitigation efforts.

7.1.8 Retraining or Refresher Training

Cherriots utilized retraining and refresher training as a means to enhance understanding of roles and responsibilities, re-enforce performance expectations, and provide staff with the tools needed to successfully perform the job functions safely and within the guidelines of Cherriots policy, procedure and protocols.

Retraining and training is offered or mandated as needed to ensure these outcomes are achieved and to give staff every opportunity for success. These trainings may be deemed necessary or appropriate as the result of a variety of processes, which may include employee performance reviews, the Accident & Collision Determination process, incident investigation and review process, Safety Assessment/Risk Mitigation actions, and the Safety Assurance process.

7.2 System Modification Design Review and Approval

General Process

The Cherriots bus system is occasionally modified in response to operational experience, the addition of new types of service, and changes in service design and levels. The Cherriots philosophy is to use appropriate new technologies to benefit the environment and the community it serves. Any proposed modification should be evaluated prior to implementation to ensure it is compatible with existing systems and does not introduce new hazards to the system or reduce the effectiveness of existing hazard controls.

Equipment modifications may be proposed by any employee of any department who uses the equipment. Changes may also occur from an analysis of reliability performance, historical data,

and available improvements in equipment design and components.

Modification Design Review

A review of any equipment design modifications shall be made by the division chief and managers of the department responsible for the equipment in conjunction with the Safety and Security Division. The impact on the safety of all designs and specifications should be identified and evaluated before the change is approved. Proposed modifications should also be reviewed by the Safety Committee.

Modifications should not be made before it is determined how they might affect the safety of the system, or any other systems. Review consideration should include overall operation, maintenance requirements, legal parameters, introduction of new loss or risk exposures and consideration of human factor engineering impact. Other departments may evaluate a proposed change to determine its compatibility with other systems (e.g., hoists, fueling systems, communications systems). The evaluation may also include a review of applicable regulations, such as the Federal Motor Vehicle Safety Standards and Regulations and OSHA.

Testing may be performed to evaluate the safety of a proposed modification. The testing of small changes may be minimal. For substantial modifications, extensive field testing, mock-ups, and structural evaluations may be employed.

Modification Design Approval

Final approval of design modifications is generally made by the Deputy General Manager in consultation with the Division Chief and CSO. When modifications are made by a bus manufacturer, the Maintenance Manager will work with the manufacturer, and contractual changes may be made. An impact summary of manufacturer modifications will be provided for review by the DGM, CSO, and Division Chief. If changes are substantial, additional training will be provided for maintenance and operation staff.

Monitoring

Once a modification is put in place, feedback from the operating department is solicited to evaluate the performance of the modification. Unsolicited input from the operating department and its employees (end users) is also encouraged. Depending on the nature of the modification, the Safety and Security Division, Planning and Development Division and the Safety Committee, may be involved for input.

Procurement Process

A procurement for a new facility, installed facility equipment, certain materials and supplies (chemicals, PPE, etc.), and buses must include safety requirements in the specifications, design reviews, testing, and configuration control. These procurements may trigger consultation with the project advisor, Project Management Office (PMO) representative, procurement, and safety committee to ensure basic system safety principles and that proper contract requirements and monitoring are considered in the procurement and resulting contract. Consideration is given to the following safety requirements:

- Compatible with the existing Cherriots system safety features, design, and procedures.
- Incorporate "fail-safe" principles when failures would cause a catastrophe resulting in injury to personnel, damage to equipment, or inadvertent operation of critical systems.

- Avoid, eliminate, or reduce identified safety hazards by design change, safety devices, and parts or materials selection. Composition of hydraulic fluids, lubricants, and other materials shall provide optimum safety characteristics and fire-resistant properties.
- Location of equipment components so that access by personnel during operation, maintenance, repair, or adjustment activities do not require exposure to hazards such as electrical shocks, burns, cutting edges, sharp points or dangerous and toxic materials.
- Design to minimize severe damage to equipment or injury to personnel in the event of an accident.
- Avoid undue exposure to physiological and psychological stresses that might cause errors leading to an accident.
- Provide suitable warning and cautionary notes of instruction for operation, assembly, maintenance and repair, and distinctive markings for personnel protection on hazardous components, equipment, and facilities.

If Cherriots partners with Contractors who provide systems, sub-systems, equipment that affect safe transit operations or passenger or employee safety, the Contractor will be required to establish and maintain a system safety program in accordance with an approved ASP. The contractor's approved ASP must define objectives, tasks, and procedures, schedules, and data submittals for the safety activities that will be performed by the contractor. The CSO approves the contractor's system safety program plans in writing.

Additionally, all personal protective equipment to be used by Cherriots employees are reviewed and approved by the Safety and Security Division and the CSO, in accordance with respiratory, hearing conservation, working at heights, lock-out/tag-out, working in roadways or other applicable safety standards. Chemicals and other potential hazardous materials being considered for purchase and use are reviewed and approved by the above-mentioned team prior to arrival on site.

Documentation

The Maintenance Department is responsible for documenting any vehicle modifications. Facilities Services is responsible for documenting any modifications made to a facility.

Documentation may involve changing diagrams, schematics, manuals, service bulletins, service intervals, standard operating procedures, and Safety Data Sheets. Maintenance Supervisors are responsible for updating Safety Data Sheets based on input from product manufacturers.

Routes

Route modifications are designed by the Planning and Development Division. Planning may have a current transit operator help test routing and bus stop placement. This experience-based, real-world process is designed to protect the safety of the transit bus, transit riders, other vehicles, and pedestrians.

The Planning and Development Division informs the Service Excellence Team of any proposed route modifications. The Planning and Development Division may request that the Team evaluate a specific proposal, or the Committee may choose to evaluate any proposed modifications.

The Transportation Department may request a route modification it believes will improve operations. It may also choose to evaluate a modification that has been proposed by another department. Input from individual Transit Operators is encouraged through the Hazard Reporting

Form, direct communication, and periodic surveying of operators conducted by service planners. Finally, the Planning and Development Division maintains a cooperative working relationship with the appropriate planning and road departments of all municipal levels of government in which Cherriots operates.

7.3 Safety Communication

Communicating safety hazards, performance and mitigations strategies to all levels of Cherriots is extremely important to the success of the SMS program. Communication methods that are listed in the policy statement are used to share information with employees. Targeted safety messages and training materials are developed for specific work groups that address safety topics in greater detail as needed when relevant to the work performed in that department or division.

Section 8. ASP Documentation and Recordkeeping

Cherriots ensures proper documents and recordkeeping of its ASP, to include documentation of the elements within the plan, agency SMS processes and activities, and the functions of the Safety Committee.

Section 9. Minimizing Exposure to Communicable Diseases

Cherriots is concerned with the health and well-being of its employees and desires to limit their exposure to infections/communicable diseases like COVID-19 (SARS CoV-2). Cherriots will adhere to the current guideline provided by the Centers for Disease Control (CDC) or any other regulatory body with jurisdictional authority to direct Cherriots response to identified hazardous conditions. Employees are encouraged to follow current guidelines provided by the CDC, which provides updated protocols for current strains of infectious or communicable diseases.

9.1 Infectious Disease Prevention and Universal Precautions

There are many other infectious diseases that are caused by harmful organisms (pathogens). Pathogens that cause infectious diseases are viruses, bacteria, fungi and parasites. People can get infectious diseases from other people, bug bites and contaminated food, water or soil.

9.1.1 Ways to Prevent Infectious Diseases

- Vaccines and safe food handling habits can reduce the risk of contracting or spreading an infectious disease with a few daily practices.
- Practice Universal Precautions including:
 - Wash hands with soap and water. Thorough hand-washing is particularly important before preparing a meal or eating, after using the restroom.
 - Cover nose and mouth when sneezing or coughing.
 - Disinfect frequently touched surfaces at home and in the workplace.
- Avoid contact with people who are sick with an infectious disease or sharing personal items with them.
- Avoid contact with others while ill with an infectious disease.
- Wear a mask around others when ill or as recommended by the CDC.

9.1.2 General Workforce Considerations

The Safety and Security Division, and the CSO will be responsible for responding to any communicable/infectious disease exposures in the workplace concerns. This information will be shared through communication channels identified in this document. This team will track and monitor health and safety data from federal, state, and county health authorities, then make recommendations to the Executive Leadership Team for the appropriate course of action should an exposure to a virus occurs. Data and guidance provided by the CDC and other federal or state health authorities will be evaluated for appropriateness for incorporation into Cherriots decisions.

9.1.3 Cleaning and Disinfecting of Surfaces

The Facilities Maintenance Team, follows procedures for cleaning and disinfecting common or shared areas, equipment and surfaces. Service Technicians clean revenue and non-revenue vehicles on a regular schedule. Employees are encouraged to use disinfecting wipes to clean personal work spaces as needed. Cherriots will continue to provide masks, non-latex disposable gloves, disinfecting wipes and hand sanitizer. If additional resources are needed, employees are encouraged to contact their supervisor or a member of the safety committee.

Section 10. Safety Committee Guidelines

The Safety Committee, also referred to as the Security Committee, has a vital role in the success of Cherriots safety program, Safety Management System, and the achievement of safety performance targets as outlined in the ASP. The Committee is established as outlined in the Safety Management Policy Statement and is responsible for items listed in the Authorities, Accountabilities, and Responsibilities section of the plan.

Membership

The Committee is convened by a joint labor-management process and consists of an equal number of front-line (represented) and management (non-represented) employees. A total of five (5) front-line staff and five (5) management staff comprises the membership of the committee. Every effort will be made to ensure all major functional areas of Cherriots are represented, to include transit operations, maintenance and administrative offices.

Front-line representatives serving on the Committee will be appointed by labor union leadership.

Management representatives serving on the Committee will be appointed by the CSO in collaboration with Cherriots management. The length of their appointment will be at the discretion of management. Management representatives must have achieved career service status and have no ongoing or excessive performance deficiencies.

The Committee membership will include non-voting members who serve as advisors and provide technical support. A representative from the Risk and Safety Department and a representative from the Security and Emergency Management Department will serve as advisors.

Other technical experts, both internal and external to Cherriots, may attend as guests to support the Committee in achieving their responsibilities as outlines in policy and in the ASP. Requests for experts or other resources will be made to the Committee chair. Committee advisor may assist in making guests available to the Committee.

Procedures

The Committee will function following basic committee guidelines for conducting meetings and making decisions. Recommendations are presented as motions. Each motion requires a second and the opportunity for discussion before a vote of the Committee can be taken. The chairperson or vice-chairperson will facilitate a vote of the members. A quorum is considered a majority, not less than six (6) members. A quorum is required to conduct a vote of approval or recommendation. A majority vote is required to move a motion forward. A majority vote is more than half of the votes cast by Committee members entitled to vote. If the Committee is unable to resolve a tie, the vote is lost and the motion dies.

The Safety Committee shall elect a chairperson and a vice-chairperson, one represented and the other position from non-represented membership. The chair and vice-chair to serve a minimum of one year. Elections will be held annually.

Meeting agendas will be developed by the chair and/or vice-chair and will include standing discussion items, actions items, required committee training, and topics presented by committee members or management for discussion. Agendas will be distributed electronically prior to scheduled meetings. A staff member who serves on the Committee will be appointed to act as the recorder for Committee meetings. Meeting minutes will be drafted by the Committee recorder. Draft meeting minutes are posted for staff review. Once minutes are approved by a vote of the

Committee, they are saved in the electronic files of the Committee and maintained as part of the recordkeeping and documentation process.

All committee members will be trained to ensure they are prepared to fulfill their responsibilities. The training program will consist of the following:

- **OSHA:**

- All Oregon OSHA required training will be provided to committee members.

- **ASP/SMS:**

- ASP overview

- SMS principles

- Safety Risk matrix

The CSO may direct additional training topics as needed to support Committee tasks and objectives.

Members of the Safety Committee will conduct inspections each month, ensuring each location is inspected on a quarterly basis. Led by the Committee Chair, this responsibility will be rotated among all members of the Committee. Discrepancies noted during inspections shall be corrected and reported to management. Identified hazards will also be recorded in the Hazard Reporting System as appropriate.

The Safety Committee will forward recommendations and make requests through the Risk Committee, to the Executive Leadership Team and Accountable Executive. The Committee will communicate with the Board of Directors through this process as needed.

Compensation Policy

Cherriots will compensate committee members in accordance with the Collective Bargaining Agreement and labor laws for their participation in required committee activities, meetings and training.

Participation

Safety is of top priority, departments/divisions are expected to prioritize making committee members available for regularly scheduled meetings, facility inspections, training activities and special events requiring their participation.

Responsibilities

Safety Committee members will be responsible for bringing to the Committee employee safety concerns which have been brought to their attention, or that they themselves have observed. The Safety Committee shall review employee injury trends and make recommendations to prevent or lessen the severity of injuries.

In addition to the responsibilities previously listed in the ASP, the Committee must:

- Review and approve the ASP annually.
- Set annual safety performance targets for the safety risk reduction program.
- Support operation of the Safety Management System by:
 - Identifying and recommending safety risk mitigations necessary to reduce the likelihood and severity of potential consequences identified through the safety risk assessment process.

- Identifying and recommending safety risk mitigations associated with Cherriots not meeting annual safety performance targets in the safety risk reduction program.
- Identifying safety risk mitigations that may be ineffective, inappropriate or were not implemented as intended.
- Identifying safety deficiencies for purposes of continuous improvement.

The Committee shall make recommendations for action through the motion and vote process. Recommendations will be documented in committee meeting minutes and forwarded to the Risk Management Committee in writing.

It is the responsibility of the Safety Committee Chair to ensure required meetings are held and accurate recording of meeting minutes and supportive documentation are posted in accordance with OSHA and ASP requirements.

Cherriots Personnel Policy 360 Safety is incorporated herein by reference.

Section 11. Additional Information

Safety and Security of the Oregon Public Transportation Plan (OPTP) aligns with the key components of the Federal Transit Administration's Safety Management System (SMS) principles in the Public Transportation Safety Action Plans. Goal 6 of the OPTP and SMS principles extend safety and security beyond vehicles and stations and include transit personnel, riders and the surrounding community. Safety is a basic expectation of all public transportation users and providers. Both the OPTP Goal 6 policies and strategies and the SMS principles encourage greater safety of the public transportation system through a range of strategies that proactively address design factors, personnel training, safety technologies, accident investigation, and emergency management planning. The OPTP Goal 6 policies and strategies and SMS principles are scalable and effective across a broad range of organizations and applications. The goal of the OPTP and SMS is to ensure Cherriots has an inclusive and effective process to direct resources to optimally manage safety.

This ASP was developed from information in other Cherriots documents, policies and procedures, and manuals. Those documents are listed below:

Cherriots Personnel Policies, specifically related to safety and security

Onboarding Checklists

Transit Operator Handbook

Safety and Security Plans, Policies, and Procedures

Pandemic Response and Recovery Plan

Board Meeting Memo – Item 6.C

To: Board of Directors
From: Chris French, Service Planning Manager
Shofi Ull Azum, Chief Planning and Development Officer
Thru: David Trimble, Interim General Manager
Date: September 24, 2026
Subject: Adopt Resolution No. 2026-13 to approve the 2026 Title VI Program

Issue

Shall the Board adopt Resolution No. 2026-13 ([Attachment A](#)) to approve the 2026 Title VI Program and direct the Interim General Manager to submit the plan document to the Federal Transit Administration (FTA) by October 1, 2026, as required by federal rules and regulations?

Background and Findings

Title VI of the Civil Rights Act protects people from discrimination based on race, color, and national origin. The FTA requires transit agencies receiving federal funds to maintain a Title VI Program that follows the statutes, laws, regulations, and administrative rules established in 49 U.S.C. Chapter 53. Additionally, the FTA requires that the Title VI Program be updated every three years and submitted for review. The Salem Area Mass Transit District's Title VI Program was last submitted to the FTA in September, 2023. Staff has prepared an updated document ([Attachment B](#)) incorporating the following changes.

- 2020-24 American Community Survey (ACS) 5-year Estimate.
- Sent copies of major service change equity analyses and fare equity analyses that occurred since the last submission in August 2023.
- Report on service monitoring and how the District's bus service is performing in relation to minority routes versus non-minority routes.

Financial Impact

None.

Recommendation

Staff recommends that the Board adopt Resolution No. 2026-13 to approve the 2026 Title VI Program and direct the Interim General Manager to submit the Title VI Plan to the Federal Transit Administration by October 1, 2026, as required by federal rules and regulations.

Proposed Motion

I move that the Board adopt Resolution No. 2026-13 to approve the 2026 Title VI Program and direct the Interim General Manager to submit the Title VI Plan to the Federal Transit Administration by October 1, 2026.

Resolution No. 2026-13

2026 Title VI Program for the Salem Area Mass Transit District

Whereas, the Salem Area Mass Transit District (“District”) is required under federal regulations as a designated recipient of federal funds, to submit a Title VI Program under the Federal Transit Administration (FTA) circular 4702.1B; and,

Whereas, FTA rules and regulations contained in 49 USC §5307 (c)(1)(i) define what a Fare Change and Major Service Change are, and the minimum circumstances under which a Disparate Impact and Disproportionate Burden Analysis is required; and,

Whereas, the District is required to conduct a prescribed Disparate Impact and Disproportionate Burden Analysis in the event of certain Major Service Changes or increases or decreases to transit fares; and,

Whereas, system-wide service standards and policies must be in place in order to comply with Title VI rules and regulations; and,

Whereas, the District has occasion to affect changes to its fares and/or its transit services to carry out its mission; and,

Whereas, a public hearing is required by the FTA in the event of Major Service Changes that call for a reduction in transit service or any increase to transit fares; and,

Whereas, the District wishes to ensure that the public has ample opportunity to participate in the consideration of the change of transit fares, and in the planning and implementation of Major Service Changes, consistent with Federal regulations; and,

Whereas, the District wishes to ensure that people living under 200 percent of the Federal Poverty Level (FPL) do not bear any more burden of an increase in fares or in the event of a Major Service Change than those above 200 percent of FPL;

Now, Therefore, Be It Resolved By the Board of Directors of Salem Area Mass Transit District;

That, the Board adopts Resolution #2026-13 to approve the 2026 Title VI Program as written; and direct the Interim General Manager to submit the Title VI Plan to the FTA by October 1, 2026, as is required by federal rules and regulations.

Adopted by the Board of Directors on the 24th day of September 2026, and effective thereupon.

Attest:

Kirra Pressey
Clerk of the Board

Maria Hinojos Pressey
Board President



2026 TITLE VI PROGRAM

*Submitted in fulfillment of
Title VI of the Civil Rights Act of 1964
and FTA Circular 4702.1B*



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Introduction

This document describes the Title VI program and policies of Salem Area Mass Transit District (SAMTD) developed in accordance with the Federal Transit Administration (FTA) Title VI Circular 4702.1B “Title VI Requirements and Guidelines for Federal Transit Administration Recipients” effective October 1, 2012 (“Circular”). This report is provided as documentation of compliance with Title VI of the Civil Rights Act of 1964 in accordance with FTA grant recipient requirements.

SAMTD, doing business as “Cherriots,” is a mass transit district created by the Oregon Legislature pursuant to Oregon Revised Statutes (ORS) Chapter 267. SAMTD is a local government, as defined under Oregon law, that provides bus and ADA paratransit public transportation service in the Salem-Keizer metro area, averaging about 3.44 million rides each year (Fiscal Year 2025). Guided by the SAMTD Board of Directors representing seven districts, the organization is directed by a General Manager appointed by the board and employs approximately 340 union, non-union, and contract employees.

The Chief Planning and Development Officer is primarily responsible for administering and monitoring Title VI requirements, but it is the duty of every employee, vendor, and contractor of the agency, to ensure compliance with nondiscrimination and to further civil rights protections. The board must also approve the agency’s Title VI program update prior to its submittal to FTA.

Title VI prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving federal financial assistance. Specifically, Title VI provides that:

No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.

Overview of Title VI

The intent of Title VI is to remove barriers and conditions that prevent minority, low income, Limited English Proficiency (LEP), and other disadvantaged groups and persons from receiving access, participation, and benefits from federally assisted programs, services, and activities. In effect, Title VI promotes fairness and equity in federally assisted programs and activities and is based on the fundamental principle that all human beings are created equal. Title VI is rooted in the constitutional guarantee that all human beings are entitled to equal protection of the laws and specifically addresses involvement of impacted persons in the decision-making process.

Title VI Discrimination

There are many forms of illegal discrimination based on race, color, or national origin that can limit the opportunity of underrepresented communities to gain equal access to services and programs. In operating a federally assisted program, a recipient cannot, on the basis of race, color, or national origin, either directly or through contractual means:

- Deny program services, aids, or benefits;
- Provide a different service, aid, or benefit, or provide them in a manner different than they are provided to others; or
- Segregate or separately treat individuals in any matter related to the receipt of any service, aid, or benefit.

Additionally, related regulations and statutes expanded the range and scope of Title VI coverage and applicability to prohibit discrimination on the basis of disability, age, sex, income, and LEP as an extension of national origin.

Programs covered by Title VI

The Civil Rights Restoration Act of 1987 amended each of the affected statutes by adding a section defining the word "program" to make clear that discrimination is prohibited throughout an entire agency if any part of the agency receives federal financial assistance. Approximately 30 federal agencies provide federal financial assistance in the form of funds, training, technical, and other assistance to state and local governments, and non-profit and private organizations. These recipients of federal assistance, in turn, operate programs and deliver benefits and services to individuals (known as "beneficiaries") to achieve the goals of the federal legislation that authorizes the programs.

If a unit of a state or local government is extended federal aid and distributes such aid to another governmental entity, all of the operations of the entity that distributes the funds and all of the operations of the department or agency to which the funds are distributed are covered. Corporations, partnerships, other private organizations, or sole proprietorships are covered in their entirety if such an entity receives federal financial assistance to it as a whole or if it is principally engaged in certain types of activities.

Definitions

The following terms and definitions are from FTA Circular 4702.1B unless otherwise noted.

Demand response system – Any non-fixed route system of transporting individuals that requires advanced scheduling, including services provided by public entities, non-profits, and private providers. An advance request for service is a key characteristic of demand response service. Deviated fixed route services are one type of demand response system. Dial-a-Ride services are also in this category.

Designated recipient – An entity designated, in accordance with the planning process under sections 5303 and 5304, by the governor of a state, responsible local officials, and publicly owned operators of public transportation, to receive and apportion amounts under section 5336 to urbanized areas of 200,000 or more in population; or a state or regional authority, if the authority is responsible under the laws of a state for a capital project and for financing and directly providing public transportation.

Direct recipient – An entity that receives funding directly from FTA. For purposes of Title VI, a direct recipient is distinguished from a primary recipient in that a direct recipient does not extend financial assistance to subrecipients, whereas a primary recipient does.

Discrimination – Any action or inaction, whether intentional or unintentional, in any program or activity of a federal aid recipient, subrecipient, or contractor that results in disparate treatment, disparate impact, or perpetuating the effects of prior discrimination based on race, color, or national origin.

Disparate impact – A facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin.

Disparate treatment – Actions that result in circumstances where similarly situated persons are intentionally treated differently (i.e., less favorably) than others because of their race, color, or national origin.

Disproportionate burden – A neutral policy or practice that disproportionately affects low-income populations more than non-low-income populations. A finding of disproportionate burden requires the recipient to evaluate alternatives and mitigate burdens where practicable.

Environmental justice – Executive Order 12898, "Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations," was signed by President Clinton on February 11, 1994. Subsequent to issuance of the Executive Order, the U.S. Department of Transportation (DOT) issued a DOT Order for implementing the Executive Order on environmental justice (EJ). The DOT Order (Order 5610.2(a), "Actions to Address Environmental Justice in Minority Populations and Low-Income Populations," 77 FR 27534, May 10, 2012) describes the process the department and its modal administrations (including FTA) will use to incorporate EJ principles into programs, policies, and activities.

Fixed route – Public transportation service provided in vehicles operated along predetermined routes according to a fixed schedule.

Federal financial assistance – refers to: (1) grants and loans of federal funds; (2) the grant or donation of federal property and interests in property; (3) the detail of federal personnel; (4) the sale and lease of, and the permission to use (on other than a casual or transient basis), federal property or any interest in such property without consideration or at a nominal consideration, or at a consideration that is reduced for the purpose of assisting the recipient, or in recognition of the public interest to be served by such sale or lease to the recipient; and (5) any federal agreement, arrangement, or other contract that has as one of its purposes the provision of assistance.

Limited English Proficient (LEP) persons – Persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English. It includes people who reported to the U.S. Census that they speak English less than very well, not well, or not at all.

Low-income persons – Persons whose median household income is at or below 200% of the U.S. Department of Health and Human Services (HHS) poverty guidelines.

Low-income population – Any readily identifiable group of low-income persons who live in geographic proximity, and, if circumstances warrant, geographically dispersed/transient persons (such as migrant workers or Native Americans) who will be similarly affected by a proposed FTA program, policy, or activity.

Metropolitan Planning Organization (MPO) – The policy board of an organization created and designated to carry out the metropolitan transportation planning process.

Minority persons – Include the following:

- American Indian and Alaska Native, which refers to people having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.
- Asian, which refers to people having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American, which refers to people having origins in any of the Black racial groups of Africa.
- Hispanic or Latino, which includes persons of Cuban, Mexican, Puerto Rican, South or Central America, or other Spanish culture or origin, regardless of race.
- Native Hawaiian or Other Pacific Islander, which refers to people having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

Minority population – Any readily identifiable group of minority persons who live in geographic proximity and, if circumstances warrant, geographically dispersed/transient populations (such as migrant workers or Native Americans) who will be similarly affected by a proposed DOT program, policy, or activity.

Minority transit route – In conformance with FTA C4702.1B, a route that has at least one third of its total revenue mileage in a U.S. Census tract with a percentage of minority population that exceeds the percentage of minority population in the transit service area.

National origin – The particular nation in which a person was born, or where the person's parents or ancestors were born.

Noncompliance – An FTA determination that the recipient is not in compliance with the DOT Title VI regulations, and has engaged in activities that have had the purpose or effect of denying persons the benefits of, excluding from participation in, or subjecting persons to discrimination in the recipient’s program or activity on the basis of race, color, or national origin.

Non-profit organization – A corporation or association determined by the Secretary of the Treasury to be an organization described by 26 U.S.C. 501(c) that is exempt from taxation under 26 U.S.C. 501(a) or one that has been determined under state law to be non-profit and for which the designated state agency has received documentation certifying the status of the non-profit organization.

Predominantly minority area – A geographic area, such as a neighborhood, census tract, block or block group, or traffic analysis zone, where the proportion of minority persons residing in that area exceeds the average proportion of minority persons in the recipient’s service area.

Public transportation – Regular, continuing shared-ride surface transportation services that are open to the general public or open to a segment of the general public defined by age, disability, or low-income; and does not include Amtrak, intercity bus service, charter bus service, school bus service, sightseeing service, courtesy shuttle service for patrons of one or more specific establishments, or intra-terminal or intra-facility shuttle services. Public transportation includes buses, subways, light rail, commuter rail, monorail, passenger ferry boats, trolleys, inclined railways, people movers, and vans. Public transportation can be either a fixed route or demand response service.

Recipient – Any public or private entity that receives federal financial assistance from FTA, whether directly from FTA or indirectly through a primary recipient. This term includes subrecipients, direct recipients, designated recipients, and primary recipients. The term does not include any ultimate beneficiary under any such assistance program.

Service area – The geographic area in which a transit agency is authorized by its charter to provide service to the public. In the case of SAMTD, that area is inside the Salem-Keizer Urban Growth Boundary (UGB) for Cherriots Local, Cherriots LIFT, and Cherriots Shop and Ride service and all of Marion and Polk counties for Cherriots Regional express routes. One Cherriots commuter express route provides service between Salem and Wilsonville through an agreement with South Metro Area Regional Transit (SMART).

Service standard/policy – An established service performance measure or policy used by a transit provider or other recipient as a means to plan or distribute services and benefits within its service area.

Subrecipient – An entity that receives federal financial assistance from FTA through a primary recipient.

Title VI Program – A document developed by an FTA recipient to demonstrate how the recipient is complying with Title VI requirements. Direct and primary recipients must submit their Title VI Programs to FTA every three years. The Title VI Program must be approved by the recipient's board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA.

Transit equity – SAMTD defines transit equity as policies that promote the equitable distribution of burdens and benefits, promote equal access to resources and services, and engage transit-dependent riders in meaningful planning and decision-making processes.

Transit provider – Any entity that operates public transportation service, and includes local, state, and regional entities, and public and private entities. This term is inclusive of direct recipients, primary recipients, designated recipients, and subrecipients that provide fixed route public transportation service.

Part I: General Requirements

The FTA requires that all direct and primary recipients of federal financial assistance document their compliance by submitting a Title VI Program to their FTA regional civil rights officer once every three years. The Title VI Program must be approved by the direct or primary recipient's board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA. Attachment A contains a copy of Board Resolution #2026-13, which adopted the 2026 Title VI Program. The General Reporting Requirements section of this report contains Title VI Program components required in Chapter III of FTA circular 4702.1B. This section includes the following information:

1. Title VI Notice to the Public
2. Title VI complaint procedures
3. Title VI complaint form
4. List of Title VI investigations, complaints, and lawsuits
5. Public Participation Plan
6. Language Assistance Plan
7. Committee membership and recruitment
8. Subrecipient monitoring
9. Facilities siting and construction
10. Major service equity analyses
11. Board approval of the 2026 Title VI Program update

Title VI Notice to the Public

The Title VI Civil Rights Notice to the Public is attached in Attachment B. This notice is translated into Spanish, Chinese and Russian and posted in the following locations:

1. On the Cherriots website.¹
2. In every Cherriots Local, Cherriots Regional, Cherriots Shop and Ride, and Cherriots LIFT bus.
3. In the Cherriots customer service lobby at the Salem Downtown Transit Center.
4. In the Cherriots customer service lobby at the Keizer Transit Center.

Civil Rights Complaint Procedures

Any person who believes that they, individually or as a member of any specific class of persons, has been subjected to discrimination on the basis of race, color, national origin, or any number of the protected classes listed on the Cherriots Civil Rights complaint form may file a written complaint with SAMTD, 555 Court St NE, Suite 5230, Salem, Oregon 97301. Complainants have the right to complain directly to the appropriate federal agency.

¹<https://www.cherriots.org/civilrights/>

The complaint procedures, i.e., instructions to the public regarding how to file a Title VI discrimination complaint are posted on the Cherriots website² and can be found in Attachment C.

Civil Rights Complaint Form

The Civil Rights complaint form can also be found on the Cherriots website³ and in Attachment D. This form uses simple language and large print text to communicate the requirements for filing a formal complaint.

List of Title VI Investigations, Complaints, and Lawsuits

Since the approval of the SAMTD's most recent Title VI Plan on September 28, 2023, the SAMTD received three (3) Title VI complaints. Each complaint was investigated in accordance with the SAMTD's Title VI Complaint Procedure. Upon completion of the investigations, none of the complaints were substantiated. All investigations have been closed, and any appropriate follow-up actions were completed. The SAMTD continues to monitor its programs and provide Title VI training to ensure compliance with Title VI requirements. During this reporting period, no lawsuits alleging violations of Title VI were filed against the Salem Area Mass Transit District (SAMTD).

Any such cases receive special attention by the Title VI officer and follow the procedure outlined in Attachment C.

Public Participation Plan

SAMTD's public engagement process documented in Chapter 6 of the Service Guidelines constitutes the means and methods used to seek public involvement in the planning of routes. This public engagement process uses the Public Participation Plan (PPP) of the Salem-Keizer urban area Metropolitan Planning Organization (MPO). This PPP was adopted by the Salem-Keizer Area Transportation Study (SKATS) Policy Committee on January 27, 2026, and is administered by the Mid-Willamette Valley Council of Governments (MWVCOG). A copy of the PPP is provided in Attachment E. One of the board members is a voting member of the SKATS Policy Committee, and since the committee only approves programs and policies with 100% consensus, it follows that any policy or program adopted by the SKATS Policy Committee is representative of SAMTD.

The following is a summary of SAMTD's inclusive public participation since June 2023 when SAMTD last submitted a Title VI program to FTA. The summary below includes all planning-related outreach events held from June 2023 through June 2026. It covers all projects with public participation components completed during that period.

²https://www.cherriots.org/media/doc/Title_VI_Complaint_Standard_Operating_Procedure_SOP_Eng_1.pdf

³https://www.cherriots.org/media/doc/SAMTD_Title_VI_Complaint_Form_2026_English.pdf

Public Participation Highlights

The following is a summary of SAMTD's inclusive public participation since its 2023 Title VI Program submission. The summary spans from August 2023 through June 2026. During this period SAMTD conducted outreach for:

2024 Coordinated Plan and 5310 PMP Update

The Coordinated Public Transit–Human Services Transportation Plan (Coordinated Plan) and the Section 5310 Project Management Plan (PMP) were updated to reflect changes in available funding, transportation needs, and program priorities within Marion and Polk counties. The updates ensure that both plans remain responsive to current community needs and continue to support the effective implementation of transportation services for older adults, individuals with disabilities, and other transportation-disadvantaged populations.

Public outreach was conducted to gather input from stakeholders, service providers, and community members throughout the planning process. Outreach activities included five in-person public meetings held in Northeast Salem, Monmouth (two meetings), Silverton, and Sublimity, as well as one virtual public meeting to increase accessibility and participation. In addition, both online and paper surveys were distributed to collect feedback from a broad range of community members. Input received through these outreach efforts helped identify transportation needs, service gaps, and priorities, and informed the development of the updated Coordinated Plan and Project Management Plan.

Spring 2024 Onboard Origin Destination Survey

An onboard Origin–Destination Transit Survey was conducted to better understand travel patterns within the Cherriots service area, with a focus on the most heavily traveled corridors. The bilingual (English and Spanish) survey collected information on riders' trip origins and destinations, travel purposes, transfer activity, and weekday and weekend travel behavior. The results provide valuable insights into passenger travel patterns and trip-making decisions, supporting Cherriots' service planning, route evaluation, and future transit improvements. The survey data also serve as a key input to Cherriots' regional travel demand model, helping improve forecasting and long-range transportation planning.

2025 Comprehensive Operational Analysis

Cherriots initiated a Comprehensive Operational Analysis (COA) in 2025 to evaluate the performance of its local and regional bus network and identify opportunities to improve transit service for the community. The study examines existing routes, service levels, and travel patterns to develop recommendations that make it easier and more convenient for people to access work, school, healthcare, and other key destinations. As part of the public engagement process, Cherriots conducted a community questionnaire and hosted tabling events. Outreach materials and engagement opportunities were provided in both English and Spanish to encourage participation from a diverse cross-section of the

community. Feedback collected through these efforts would help guide the development of service recommendations and ensure the COA reflects the transportation needs and priorities of current and future riders.

2025 Service Enhancement Creating Community Connections

Cherriots conducted public outreach to gather community feedback on proposed near-term and long-term transit service enhancements designed to make bus travel more straightforward, faster, and more convenient for all riders. The proposed improvements included increased service frequency, extended service hours, and other enhancements intended to improve accessibility, reliability, and the overall customer experience. To engage the public, Cherriots hosted five open house events and delivered two targeted presentations. These outreach activities provided community members and stakeholders with opportunities to learn about the proposed service enhancements, ask questions, and share feedback. Public input collected through these efforts helps inform future service planning and supports the development of transit improvements that better meet the needs of the communities served by Cherriots.

Fall 2025 Onboard Origin Destination Survey

An onboard Origin–Destination Transit Survey was conducted to better understand travel patterns within the Cherriots service area, with a focus on the most heavily traveled corridors. The bilingual (English and Spanish) survey collected information on riders' trip origins and destinations, travel purposes, transfer activity, and weekday and weekend travel behavior. The results provide valuable insights into passenger travel patterns and trip-making decisions, supporting Cherriots' service planning, route evaluation, and future transit improvements. The survey data also serve as a key input to Cherriots' regional travel demand model, helping improve forecasting and long-range transportation planning.

2026 East Salem Transit Center Site Selection Study

Cherriots engaged the community to gather feedback on the proposed East Salem Transit Center, a planned facility intended to support the growing transportation needs of people who live, work, study, and visit east Salem. The proposed transit center is designed to improve transit connectivity, increase accessibility, enhance safety and security, and provide a more comfortable and reliable passenger experience. Public outreach included a bilingual (English and Spanish) community open house, a bilingual tabling event at Chemeketa Community College (CCC), and a bilingual public survey. Feedback from riders, residents, students, and other stakeholders will help guide the planning and design of the transit center to ensure it reflects community priorities and transportation needs.

2026 Microtransit Feasibility and Implementation Study

Cherriots conducted a public engagement process to support a feasibility study evaluating whether microtransit could expand transportation options in underserved areas within the Salem–Keizer Urban Growth Boundary (UGB). The study examines the potential for an on-demand, technology-enabled transit service using smaller vehicles to improve mobility

in areas where fixed-route transit service is limited or unavailable. Community outreach included bilingual (English and Spanish) tabling events and a public survey in June 2026. The outreach focused on understanding existing travel patterns, transportation barriers, and community interest in microtransit. Public input will be used to evaluate the feasibility of the service and inform recommendations for future transit investments.

Ongoing Service Changes

Service changes occurring every four months require notifying riders via the Cherriots website, signage at transit centers, signage on the buses, social media posts, and subscriber emails. Notifications are provided in both English and Spanish.

Language Assistance Plan

For SAMTD's Language Assistance Plan, see Attachment G. The plan describes the process used by SAMTD for conducting a Limited English Proficiency (LEP) needs assessment based on the four-factor framework in Section V of the DOT LEP Guidance. The four-factor analysis allows SAMTD to be in a better position to implement a cost-effective mix of language assistance measures and to target resources appropriately.

What is Analyzed in the Four-Factor Analysis?

1. The **number or proportion** of LEP persons eligible to be served or likely to be encountered by the program or recipient.
2. The **frequency** with which LEP individuals come into contact with SAMTD's programs.
3. The **nature and importance** of the program, activity, or service provided by the program to people's lives.
4. The **resources available** to SAMTD for LEP outreach, as well as the costs associated with that outreach.

2020-2024 American Community Survey

Data was gathered from the U.S. Census American Community Survey (ACS) 5-Year Estimate (2020-24) for Marion and Polk counties. SAMTD will use the Transit Boardings Estimation and Simulation Tool (TBEST) to calculate LEP population within Salem-Keizer UGB and Regional City UGBs, including Dallas, Monmouth, Independence, Turner, Aumsville, Sublimity, Stayton, Mehama, Lyons, Mill City, Gates, Silverton, Mount Angel, Gervais, Woodburn and Wilsonville. This will ensure that the Cherriots Regional and Cherriots Local services are treated equally. Table 1 displays the numbers below.

Table 1. Language spoken at home by ability to speak English for the population 5 years old and over for Salem-Keizer UGB and Regional City UGBs

	Population Estimate	Population Percent
Speaks English “very well”	351,601	90.5%
Speaks English less than “very well”	36,915	9.5%
Spanish speakers	31,012	8.0%
Russian speakers	1,334	0.3%
Chinese speakers	1,003	0.3%
Other Language speakers	3,566	0.9%
Total for Salem-Keizer & Regional UGBs	388,516	100%

Source: ACS 2020-24, Table B16001.

Data provided by the 2020-24 American Community Survey 5-Year Estimate above show that more than 1,000 individuals who speak English less than “very well” reside in Salem-Keizer UGB and Regional City UGBs. The majority of LEP individuals speak Spanish, followed by Russian speakers as the second-largest LEP language group and Chinese speakers as the third-largest.

The LEP safe harbor provision states that if 5% or 1,000 individuals are LEP and live in the transit service area, SAMTD must address these populations with additional language assistance, including the publication of the Title VI Notice to the Public in those languages.

Figures 1 and 2 show the concentration of LEP individuals in relation to the area averages. Figure 1 shows the percentage of population considered LEP by U.S. Census block group within the Salem-Keizer UGB and Regional City UGBs. Figure 2 displays the percentage of population considered LEP by U.S. Census block group within the Salem-Keizer UGB. The average LEP population is 9.5% within the Salem-Keizer UGB and Regional City UGBs.

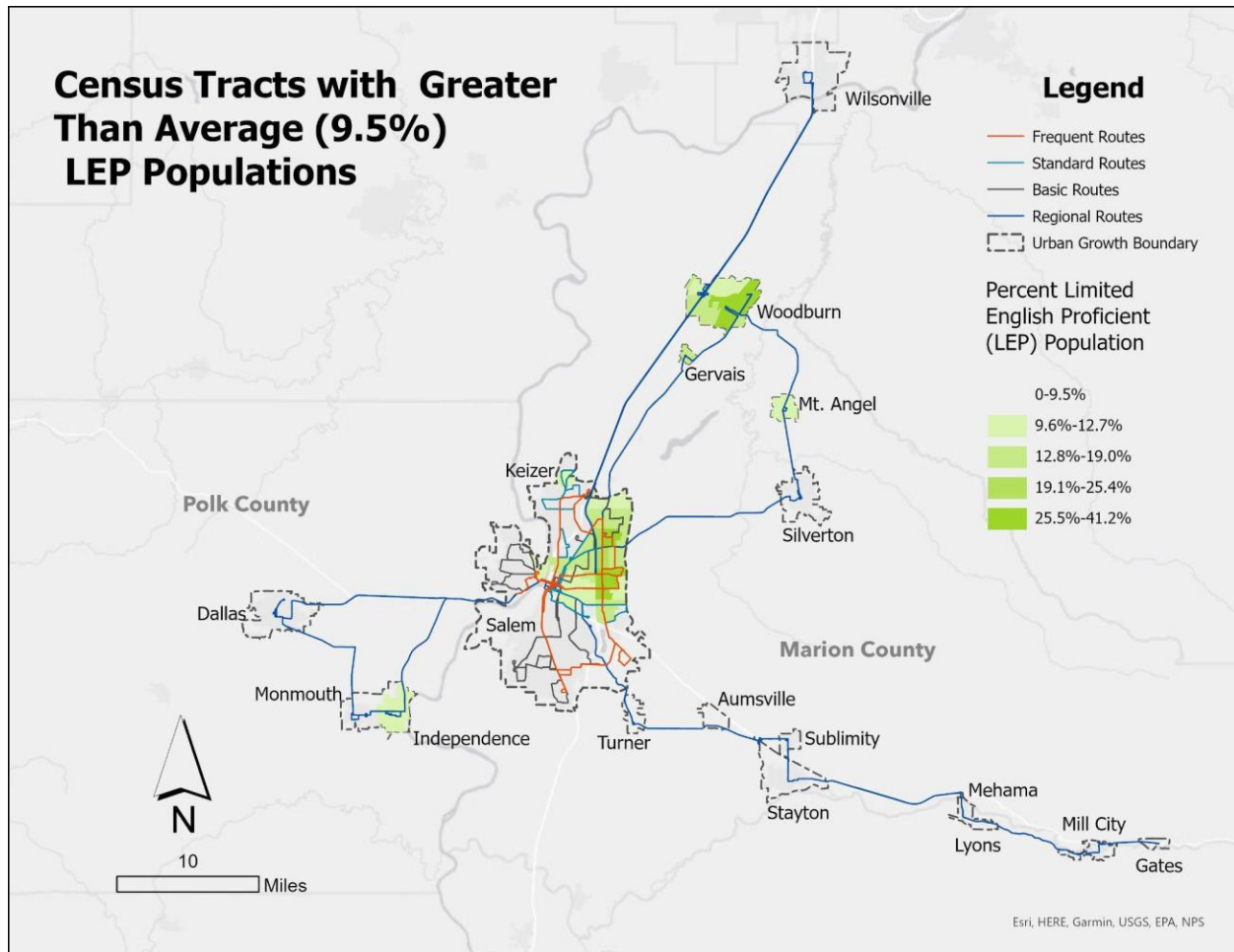
Following the DOT’s and Department of Justice’s safe harbor provision for LEP communications, SAMTD has translated its Title VI policy statement into Russian since June 2014 due to a large population of LEP Russian speakers in east Salem and in rural areas near the city of Woodburn who speak English less than “very well,” and could potentially use Cherriots Local and Regional buses. The Title VI Notice to the Public is posted in all three languages (English, Spanish, and Russian) in all Cherriots Local, Cherriots Regional, Cherriots Shop and Ride, and Cherriots LIFT vehicles. Based on recent demographic data indicating that the Chinese-speaking LEP population now meets the Safe Harbor threshold within the service area, Cherriots is in the process of translating its Title VI Policy Statement and Notice to the Public into Chinese to further improve language accessibility and ensure compliance with LEP requirements.

The safe harbor provision stipulates that, “if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes 5% or 1,000

persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient's written translation obligations." The Spanish-speaking LEP group is the largest with approximately 31,000 people, the Russian-speaking LEP group is the second largest at around 1,300 people, and the Chinese-speaking LEP group is the third largest at around 1,000 people. Other languages make up about 3,500 people who are considered LEP, but the individual languages do not meet the safe harbor threshold.

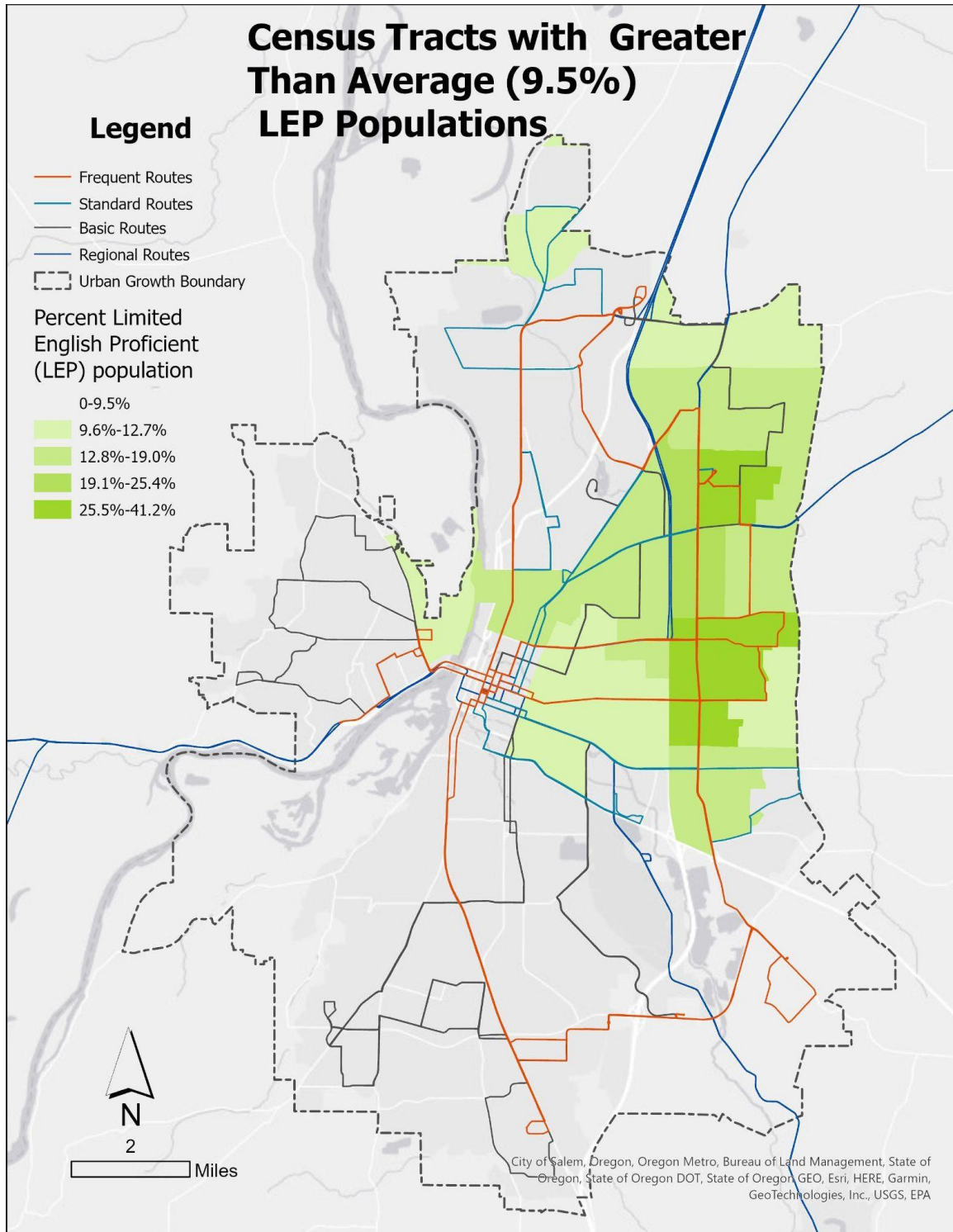
While specific areas within the Salem-Keizer area have higher residential concentrations of LEP populations, the use of the transit system by LEP populations is not limited to the locations of their homes. Employment, medical services, government offices, and shopping opportunities are widespread throughout the community. Based on this information, SAMTD has elected to apply assistance to LEP populations with geographic equity.

Figure 1. Census tracts in Salem-Keizer UGB and Regional City UGBs with greater than average Limited English Proficiency (LEP) populations.



Source: ACS 2020-24, Table C16001.

Figure 2. Census tracts in the Salem-Keizer UGB with greater than average Limited English Proficiency (LEP).



Source: ACS 2020-24, Table C16001

Committee Membership and Recruitment

The board approved a formal policy to encourage minority participation on its non-elected committees at its monthly meeting on May 22, 2014. Table 2 below details the existing racial breakdown of the members of these three committees as of June 2026:

Table 2. Race and ethnicity of members of non-elected committees.

Race and Ethnicity	Marion Polk Counties		Budget Committee		Statewide Transportation Improvement Fund Advisory Committee		Community Advisory Committee	
	Count	Share	Count	Share	Count	Share	Count	Share
White*	274,162	61.8%	7	100%	9	81.8%	6	66.7%
Hispanic	122,208	27.6%	0	0%	0	0%	0	0%
Asian*	7,878	1.8%	0	0%	0	0%	1	11.1%
Black*	4,738	1.1%	0	0%	0	0%	0	0%
Native Hawaiian and Pacific Islander*	2,958	0.7%	0	0%	0	0%	0	0%
American Indian and Alaskan Native*	2,876	0.6%	0	0%	0	0%	0	0%
Other*	28,596	6.4%	0	0%	0	0%	0	0%
Undisclosed				0%	2	18.2%	2	22.2%
All	443,416	100%	7	100%	11	100%	9	100%

Source: ACS 2024 1-Year Estimate, Table C03002. *Excludes Hispanic Population

The population of the SAMTD service area averages 33.5% minority according to the U.S. Census American Community Survey 5-year estimate (2020-2024). SAMTD has a goal over the next three years to increase participation on the non-elected committees to match or exceed this demographic average.

Subrecipient Monitoring

SAMTD is the primary recipient for Federal Section 5310 dollars for the Salem-Keizer UGB and is the Qualified Entity (QE) for the Statewide Transportation Improvement Fund (STIF) for Marion and Polk counties. The STIF program includes the former Special Transportation Fund (STF) allocation from the state, which is a funding source for public transportation programs serving seniors and people with disabilities. Currently, SAMTD has entered into agreements with two non-profit organizations to award them STF and 5310 grant dollars for transportation projects. SAMTD also has agreements with two cities in Marion County and one in Polk County to provide public transportation services. The STIF and 5310 grant funds are pass-through funds from the Oregon Department of Transportation (ODOT). SAMTD also receives 5310 funds directly from the FTA, and currently has one external subrecipient for those grant funds.

As shown in Attachment H, Policy #704 outlines the policy for subrecipient monitoring in regards to Title VI issues. Subrecipients must submit their Title VI programs to SAMTD once every three years or whenever changes or amendments are added. SAMTD staff will perform an annual inspection of subrecipients' complaint records and shall be notified if any lawsuit is filed against the subrecipient that relates to discrimination based on race, color, or national origin. The annual inspection may include a site visit and an inspection of the subrecipient's vehicles, operations centers, customer service areas, etc.

The three non-profit organizations receiving STF and 5310 pass-through grant funds are Garten Services, Legacy Silverton Medical Center and West Valley Hospital Foundation. The two cities are Woodburn and Silverton. None of the current subrecipients have had any Title VI lawsuits or complaints related to transportation-related services since the date of the last Title VI Program submittal (September 2023). Legacy Silverton Medical Center and West Valley Hospital have dedicated staff who administer their civil rights and non-discrimination policies. Due to the fact that they are hospitals that accept federal funds for their daily operations, they must be able to serve anyone and not discriminate based on race, color, or national origin, including LEP persons. Copies of the subrecipient Title VI documents detailing their program policies can be found in Attachment I.

Facilities Siting and Construction

No new major facilities have been constructed since August 2023 by SAMTD. However, two facilities are in the planning and design stages.

South Salem Transit Center

The project consists of the construction of a transit center in South Salem. SAMTD received National Environmental Policy Act (NEPA) concurrence in December 2024. Following NEPA approval, SAMTD completed survey work, participated in value engineering exercises with the design consultant, and finalized the required appraisal and independent appraisal review. FTA provided appraisal concurrence in July 2025. In September 2025, the Board approved the adoption of the resolution and the requested authority to make an offer to purchase the property. With this Board approval, SAMTD engaged the acquisition specialist and legal counsel to develop the acquisition plan and

prepared the documentation necessary to proceed with the property offer. In December 2025, a fair market value offer was presented to the property owners. In the spring of 2026, the property owners conducted an appraisal. The property acquisition process has now been completed. Following the Value Engineering (VE) workshop, SAMTD is currently working on finalizing the design and cost estimates.

East Salem Transit Center

SAMTD initiated the East Salem Transit Center (ESTC) Site Selection and Title VI Analysis Project in January 2026 to identify a preferred location for a future transit center and mobility hub in East Salem. The project includes current and future transit market analysis, Title VI analysis, stakeholder engagement, public outreach, prototype design, site selection criteria, and a recommendation of a preferred site.

The project has completed the current and future transit market analysis and initial public outreach, including an open house and community tabling event. The project is currently in the prototype design and fatal flaw analysis phase to refine potential sites. Additional public outreach on design concepts and site alternatives is planned for fall 2026, with project completion anticipated in early 2027. Once the site is selected, SAMTD is anticipated to begin preliminary engineering work in late 2027.

Major Service Change Equity Analyses

SAMTD considers possible equity impacts in developing potential service and fare changes, and evaluates proposals for major service changes and any fare changes for potential adverse effects, disparate impacts, and/or disproportionate burdens.

Since the time of the last Title VI Program submittal, SAMTD has implemented several improvements to service. The reports noted below cover the equity analyses of all major service changes since August 2023, and are provided in Attachment J, along with corresponding documentation of the board's consideration, awareness, and/or approval of each.

- **Route 22 Kuebler Link Introduction Title VI equity analysis**
 - March 28, 2024 Board Meeting
- **Route 80X Woodburn / Keizer Express Service Change Title VI equity analysis**
 - December 11, 2025 Board Meeting

Board Approval of the 2026 Title VI Program Update

The Board approved the 2026 Title VI Program at the September 24, 2026, board meeting by adoption of Board Resolution #2026-13. A copy of the signed resolution is included as Attachment A.

Part II: Title VI Policies

This section provides the following policies, as approved by the SAMTD General Manager.

- **Service change policies**
 - Major Service Changes Policy
 - Disparate Impact for Service Changes Policy
 - Disproportionate Burden for Service Changes Policy
- **Fare change policies**
 - Fare Change Policy
 - Disparate Impact for Fare Changes Policy
 - Disproportionate Burden for Fare Changes Policy

Each officially adopted policy is presented in Attachment K.

Major Service Change Policy

The purpose of this policy is to establish the definition of a major service change that has a potential disparate impact on minority populations or a potential disproportionate burden on low-income people.

All changes in service that are considered a major service change are subject to a Title VI equity analysis prior to board approval of the service change.

Major Service Change Definition

SAMTD defines a major service change as:

1. Either a reduction or an expansion in service of:
 - a. Fifteen percent or more of the number of transit route miles based on the miles of an average roundtrip of the route (this includes routing changes where route miles are neither increased nor reduced (i.e., re-routes), or;
 - b. Fifteen percent or more of a route's frequency of the service (defined as the average hourly frequency throughout one service day for Cherriots Local routes and as daily round trips for Cherriots Regional express routes) on a daily basis for the day of the week for which a change is made or;
 - c. Fifteen percent in the span (hours) of a route's revenue service (defined as the time between the first served stop of the day and the last stop), on a daily basis for the day of the week for which a change is made;
2. A transit route split where either of the new routes meet any of the above thresholds when compared to the corresponding piece of the former route.
3. A new transit route is established.

A major service change occurs whether the above thresholds are met:

1. Within a single service proposal, or;
2. Due to a cumulative effect of routing, frequency, or span changes over the year prior to the analysis.

Public Hearing Requirements

SAMTD shall hold a public hearing when any major service change is proposed that results in a decrease in service. Notice must be published in a general circulation newspaper. In addition, notice will be placed in newspapers, publications, or websites that are oriented to specific groups or neighborhoods that may be affected by the proposed service change. The notice must be published at least 30 days prior to the hearing. The notice must contain a description of the proposed service reduction, and the date, time, and place of the hearing.

Exemptions

The following service changes are exempt:

1. Standard seasonal variations in service are not considered major service changes.
2. In an emergency situation, a service change may be implemented immediately without disparate impact or disproportionate burden analyses being completed. These analyses will be completed if the emergency change is to be in effect for more than 12 months and if the change(s) meet the definition of a major service change. Examples of emergency service changes include, but are not limited to, those made because of the collapse of a bridge over which bus routes cross, major road or rail construction, or inadequate supplies of fuel.
3. Experimental service changes may be implemented by SAMTD for 12 months or less in order to test certain markets, new modes of transit service, etc.

Disparate Impact for Service Changes Policy

The Disparate Impact for Service Changes Policy establishes a threshold for determining whether a given action has a potential disparate impact on minority populations.

In the course of performing a Title VI equity analysis for possible disparate impact, SAMTD will analyze how the proposed major service change could impact minority populations, as compared to non-minority populations.

Disparate impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

In the event the proposed action has an adverse impact that affects minority populations more than non-minority populations at a level that exceeds the thresholds established in the adopted Disparate Impact for Service Changes Policy, or that restricts the benefits of the service change to protected populations, the finding would be considered as a

potential disparate impact. Given a potential disparate impact, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.

From the Title VI Circular

The [Disparate Impact] Policy shall establish a threshold for determining when adverse effects of fare/service changes are borne disproportionately by minority populations. The Disparate Impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The Disparate Impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.

The Disparate Impact for Service Changes Policy defines measures for determination of potential disparate impact on minority populations resulting from major service changes. The policy is applied to both adverse effects and benefits of major service changes.

Adverse Effects Analysis

Adverse effects of major service changes are defined as:

1. A decrease in the level of transit service (hours, days, and/or frequency); and/or
2. Decreased access to comparable transit service, which is defined as an increase of the access distance to beyond:
 - a. One quarter mile for bus stops served by less than four buses per hour during peak times, or;
 - b. One half mile for bus stops served by four or more buses per hour during peak times, as well as for all Cherriots Regional express service.

Disparate Impact Analysis

The determination of disparate impact associated with service changes is defined separately for impacts of changes on individual routes, and for system-level impacts of changes on more than one route, as well as for both service reductions and service improvements:

1. In the event of potential adverse effects resulting from service reductions:
 - a. A major service change to a single route will be considered to have a potential disparate impact if the percentage of impacted minority population in the service area of the route exceeds the percentage of minority population of Marion and Polk counties by at least five percentage points (e.g., 35.2% compared to 30.2%).
 - b. To determine the systemwide impacts of major service change reductions on more than one route, the percentage of Marion and Polk counties' minority population that is impacted is compared to the percentage of Marion and Polk counties' non-minority population that is impacted. If the percentage of

the minority population impacted is at least 20% greater than the percentage of the non-minority population impacted (e.g., 12% compared to 10%), the overall impact of changes will be considered disparate.

2. In the event of service improvements:

- a. A major service change to a single route will be considered to have a potential disparate impact if:
 - i. The improvement is linked to other service changes that have disproportionate and adverse effects on minority populations, or;
 - ii. The percentage of impacted minority population in the service area of the route is less than the percentage of minority population of Marion and Polk counties by at least five percentage points (e.g., 25.2% compared to 30.2%).
- b. To determine the systemwide impacts of major service change improvements on more than one route, the percentage of Marion and Polk counties' minority population that is impacted is compared to the percentage of Marion and Polk counties' non-minority population that is impacted. If the percentage of the minority population impacted is at least 20% less than the percentage of the non-minority population impacted (e.g., 8% compared to 10%), the overall impact of the changes will be considered disparate.

Avoid, Minimize, Mitigate, or Justify

Upon determination of a disparate impact, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disparate impacts, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the project or program goals.

Disproportionate Burden for Service Changes Policy

The Disproportionate Burden for Service Changes Policy establishes a threshold for determining whether a given action has a potential disproportionate burden on low-income populations.

In the course of performing a Title VI equity analysis for possible disproportionate burden, SAMTD will analyze how the proposed major service change could impact low-income populations, as compared to non-low-income populations.

From the Title VI Circular

The [Disproportionate Burden] Policy shall establish a threshold for determining when adverse effects of fare/ service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations. The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission....

In the event the proposed action has an adverse impact that affects low-income populations more than non-low-income populations at a level that exceeds the thresholds established in the adopted Disproportionate Burden for Service Changes Policy, or that restricts the benefits of the service change to protected populations, the finding would be considered as a potential disproportionate burden. Given a potential disproportionate burden, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.

The Disproportionate Burden for Service Changes Policy defines measures for determination of potential disproportionate burden on low-income populations resulting from major service changes. The policy is applied to both adverse effects and benefits of major service changes.

Adverse effects analysis

Adverse effects of service changes are defined as:

1. A decrease in the level of transit service (hours, days, and/or frequency); and/or
2. Decreased access to comparable transit service, which is defined as an increase of the access distance to beyond:
 - a. One quarter mile for bus stops served by less than four buses per hour during peak times, or;
 - b. One half mile for bus stops served by four or more buses per hour during peak times, as well as for all Cherriots Regional express service.

Disproportionate Burden Analysis

The determination of disproportionate burden associated with service changes is defined separately for impacts of changes on individual routes, and for system-level impacts of changes on more than one route, as well as for both service reductions and service improvements:

1. In the event of potential adverse effects resulting from service reductions:
 - a. A major service change to a *single route* will be considered to have a potential disproportionate burden if the percentage of impacted low-income population in the service area of the route exceeds the percentage of low-income population of Marion and Polk counties by at least five percentage points (e.g., 36% compared to 31%).

- b. To determine the *systemwide* impacts of major service change reductions on more than one route, the percentage of Marion and Polk counties' low-income population that is impacted is compared to the percentage of Marion and Polk counties' non-low-income population that is impacted. If the percentage of the low-income population impacted is at least 20% greater than the percentage of the non-low-income population impacted (e.g., 12% compared to 10%), the overall impact of changes (burden) will be considered disproportionate.
2. In the event of service improvements:
- a. A major service change to a *single route* will be considered to have a potential disproportionate burden if:
 - i. The improvement is linked to other service changes that have disproportionate and adverse effects on low-income populations, or;
 - ii. The percentage of impacted low-income population in the service area of the route is less than the percentage of low-income population of Marion and Polk counties by at least five percentage points (e.g., 26% compared to 31%).
 - b. To determine the *systemwide* impacts of major service change improvements on more than one route, the percentage of Marion and Polk counties' low-income population that is impacted is compared to the percentage of Marion and Polk counties' non-low-income population that is impacted. If the percentage of the low-income population impacted is at least 20% less than the percentage of the non-low-income population impacted (e.g., 8% compared to 10%), the overall impact of changes (burdens) will be considered disproportionate.

Avoid, Minimize, Mitigate, or Justify

Upon determination of disproportionate burden, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disproportionate burdens, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disproportionate burden on low-income riders but would still accomplish the project or program goals.

Fare Changes Policy

The purpose of this policy is to establish the definition of a fare change that has a potential disparate impact on minority populations or a potential disproportionate burden on low-income people.

All fare changes are subject to a Title VI equity analysis prior to board approval of the fare changes. A Title VI equity analysis will be completed for all fare changes and will be

presented to the board for its consideration and included in the subsequent SAMTD Title VI Program report with a record of action taken by the board.

Fare Change Definition

A fare change is any increase or decrease in transit rider fares. A fare increase is defined as any increase in cash fare or in the cost of any passes, tickets, transfers, or other means by which transit riders pay for their trips. A fare decrease is defined when the price of any of the above fare options is lowered.

Public Hearing Requirements

SAMTD shall hold a public hearing when a fare decrease is proposed. Notice must be published in a general circulation newspaper. In addition, notice will be placed in newspapers, publications, or websites that are oriented to specific groups or neighborhoods that may be affected by the proposed fare change. The notice must be published at least 30 days prior to the hearing. The notice must contain a description of the proposed fare change, and the date, time, and place of the hearing.

Exemptions

The following fare changes are exempt:

1. "Fare Equity Day" or other instances SAMTD has declared that all passengers ride free.
2. Temporary fare reductions that are mitigating measures for other actions. For example, construction activities may close a segment of a transit center for a period of time and require passengers to alter their travel patterns. A reduced fare for these impacted passengers is a mitigating measure and does not require a fare equity analysis.
3. Experimental fare changes may be implemented by SAMTD for six months or less in order to test certain markets, new modes of transit service, etc.

Disparate Impacts for Fare Changes Policy

The Disparate Impact for Fare Changes Policy establishes a threshold for determining whether a change in fares has a potential disparate impact on minority populations.

In the course of performing a Title VI equity analysis for possible disparate impact, SAMTD will analyze how the proposed fare change could impact minority populations, as compared to non-minority populations.

Disparate impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

In the event the proposed action has an adverse impact that affects minority populations more than non-minority populations at a level that exceeds the thresholds established in the adopted disparate impact policy, or that restricts the benefits of the service change to protected populations, the finding would be considered as a potential disparate impact. Given a potential disparate impact, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.

From the Title VI Circular

The [Disparate Impact] Policy shall establish a threshold for determining when adverse effects of fare/service changes are borne disproportionately by minority populations. The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The disparate impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.

The Disparate Impact for Fare Changes Policy defines measures for determination of potential disparate impact on minority populations resulting from any changes in fares.

Adverse Effects and Disparate Impact Analysis

For fare changes, a potential disparate impact is noted when the percentage of trips by minority riders using a fare option, in combination with the percentage price change for that option, has an impact that exceeds the comparable impact on non-minority riders. Differences in the use of fare options between minority populations and other populations include all such differences that are documented as statistically significant at the 95% confidence level.

Avoid, Minimize, Mitigate, or Justify

Upon determination of a disparate impact, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disparate impacts, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the project or program goals.

Disproportionate Burden for Fare Changes Policy

The Disproportionate Burden for Fare Changes Policy establishes a threshold for determining whether a change in fares has a potential disproportionate burden on low-income populations.

In the course of performing a Title VI equity analysis for possible disproportionate burden, SAMTD will analyze how the proposed fare change could impact low-income populations, as compared to non-low-income populations.

From the Title VI Circular

The [Disproportionate Burden] Policy shall establish a threshold for determining when adverse effects of fare/ service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations. The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission....

In the event the proposed action has an adverse impact that affects low-income populations more than non-low-income populations at a level that exceeds the thresholds established in the adopted Disproportionate Burden for Fare Changes Policy, or that restricts the benefits of the fare change to protected populations, the finding would be considered as a potential disproportionate burden. Given a potential disproportionate burden, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.

The Disproportionate Burden for Fare Changes Policy defines measures for determination of potential disproportionate burden on low-income populations resulting from any changes in fares.

Adverse Effects and Disproportionate Burden Analysis

For fare changes, a potential disproportionate burden is noted when the percentage of trips by low-income riders using a fare option, in combination with the percentage price change for that option, has an impact that exceeds the comparable impact on non-low-income riders.

Differences in the use of fare options between low-income populations and other populations include all such differences that are documented as statistically significant at the 95% confidence level.

Avoid, Minimize, Mitigate, or Justify

Upon determination of disproportionate burden, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disproportionate burdens, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disproportionate burden on low-income riders but would still accomplish the project or program goals.

Public Outreach to Establish Title VI Policies

In preparation for the 2017 Title VI Program update, SAMTD staff engaged two groups representing minority and low-income populations in Marion and Polk counties in order to determine the appropriate thresholds that define a major service change and the definition of “low-income” populations. No changes to these policies were proposed since 2017; therefore, no further public involvement has been necessary to make changes to

these policies.

Special Transportation Fund Advisory Committee (STFAC)

The first of the two groups consulted was the board's Special Transportation Fund Advisory Committee (STFAC), which makes recommendations on funding and coordination of public transportation services for seniors and people with disabilities. Many of the clients the members represent are low-income individuals who rely on public transportation on a daily basis. Twelve people were present at the meeting held April 4, 2017.

City of Salem Human Rights and Relations Advisory Commission (HRRAC)

The second group staff presented the thresholds to was the City of Salem Human Rights and Relations Advisory Commission (HRRAC). This group represents people of all races, national origins, sexual orientation, and other human rights categories.⁴

Results of Discussions

Staff presented on the proposed Title VI equity analysis thresholds and asked a few questions to each group in order to gain feedback on the thresholds. Sixteen people were present at the meeting held April 4, 2017.

For major service changes, both groups preferred a lower threshold than the previous rate of 25%. Using their feedback as a guide, staff determined that a 15% threshold would be more appropriate for the region.

Both groups believed the disparate impact analysis and the disproportionate burden analysis thresholds of seven or eight percentage points should be lowered as much as possible. Staff determined that a level of five percentage point difference between minority and non-minority populations would be more appropriate for the current networks operated by SAMTD.

Additionally, both groups agreed staff's proposal of changing the definition of "low-income population" from those earning 100% of the Federal Poverty Level (FPL) or less to those earning 150% of FPL or less may not be going far enough. Some suggested the threshold should be 185% of FPL or less to align with the Supplemental Nutrition Assistance Program (SNAP) definitions. Staff followed up with more research on how other transit agencies define "low-income populations" and determined most use 100% of FPL. However, staff analyzed which block groups would be considered "low income" versus "higher income" given the three possible thresholds. As a result, staff at that time decided to maintain our proposed threshold of 150% FPL as the definition for low-income status.

In preparation of the 2019-2021 SAMTD Statewide Transportation Improvement Fund (STIF) Plan, the STIF Advisory Committee (STIFAC) recommended that SAMTD use 200% FPL to define low-income status when developing the service plans for any service enhancements that result from the state's new STIF funding, which altered service

⁴ The City of Keizer does not have an equivalent commission or similar group to consult for Title VI-related subjects.

beginning in September 2019. The STIF program defined low-income status at 200% for the entire state. In response, Policy #709 “Disproportionate Burden for Service Changes,” was revised to define low-income populations as those households making 200% or less of FPL each year.

Part III: Systemwide Service Standards and Policies

In Fiscal Year 2026, Cherriots kept its strategic plan with the following values:

- Communication
- Humility
- Excellence
- Respect
- Resourceful
- Inclusive
- Ownership
- Transparency
- Safety

These values are always used when considering service changes and are incorporated into each year's annual service planning process. Beyond these priority considerations, SAMTD has also established standards and policies as set forward in FTA Circular 4702.1B covering:

Standards:

- Service availability
- Service frequency
- On-time performance
- Vehicle loads

Policies:

- Amenity placement
- Vehicle assignment

These standards and policies assist in guiding the development and delivery of service in support of SAMTD's mission of creating community connections. They also provide benchmarks to ensure that service design and operations practices do not result in discrimination on the basis of race, color, or national origin. They establish a basis for monitoring and analysis of service delivery, availability, and the distribution of amenities and vehicles to determine whether or not any disparate impacts or disproportionate burdens are evident.

Service Availability

In the urban area, 75% of revenue hours will be deployed with a focus on increasing ridership, predominantly on high demand corridors. This service will include 15-minute frequency routes, commuter/tripper routes, and limited 30-minute frequency routes that are expected to provide overall high ridership. The remaining 25% of urban revenue hours will be allocated to service that provides needed coverage throughout the community without consideration for expected boardings per revenue hour. This service will predominantly include 60-minute and 30-minute frequency routes. An entire route or individual segments of a route may be classified as either ridership or coverage focused.

Of the residents within the Salem-Keizer UGB, 90% should have transit service along a major arterial, minor arterial, or collector street serving their residential area; in areas where service can't come within one-half mile of the residential area, a park and ride lot should be available on the route closest to the unserved area.

Service Frequency

Service Day Periods

Distinct route structures and frequencies may be provided during different time periods of the service day. Where possible, route structures should remain consistent between time periods to promote usability and clarity. The service day may contain three separate periods of time:

1. Daytime service - 5 a.m. - 7 p.m.
2. Evening service - 7 p.m. - 11 p.m.
3. Night service - 11 p.m. - 5 a.m.

Service Day Types

Distinct route structures and frequencies may be provided during different types of service days. Where possible, route structures should remain consistent to promote usability and clarity. The three types of service days may include: weekday, Saturday, or Sunday service.

Consistent Frequency

Transit service will be deployed where it will provide the greatest use to the most people for access to the most activities and jobs. As one of the strongest drivers for high ridership, where possible and practical, route frequency should remain consistent throughout the service day period.

Route Types

SAMTD will maintain four types of routes, generally aligned with the frequency of service provided:

1. **Frequent** - Routes operating every 15 or 20 minutes provide reliable, high-frequency service along corridors. These route frequencies should be deployed with an expectation of relatively high ridership, above 25 boardings per revenue hour.
2. **Standard** - 30-minute frequency routes provide reliable connectivity to transit centers or to 15-minute frequency routes. Routes with 30-minute frequency should be deployed with an expectation of moderately high ridership, above 20 boardings per revenue hour.
3. **Basic** - Often referred to as "coverage service," 60-minute frequency routes provide service coverage over large areas and provide critical life-line connectivity to many sections of the community. Routes with 60-minute frequency should be deployed with an expectation of moderate ridership, above 10 boardings per revenue hour.

4. **Commuter/Tripper** - Commuter and tripper routes provide connectivity to a specific, remote location or provide service at particular times when significant travel demand is expected. Commuter/Tripper routes typically have few trips throughout the day. Commuter/Tripper routes should be deployed with an expectation of moderately high ridership, above 20 boardings per revenue hour.

On-Time Performance

At least 85% of buses should depart at time points no more than five minutes late (75% in p.m. peak). No more than 10% of buses should depart their time points between five and 10 minutes late (15% in p.m. peak). No more than 5% of buses should depart their time points more than 10 minutes late (10% in p.m. peak). No buses should depart their time points before their scheduled departure times.

The number of missed trips will be less than 0.5% of total scheduled trips. Road calls will occur less frequently than every 4,000 vehicle miles.

Vehicle Loads

SAMTD will assign a sufficient sized vehicle, or frequency of vehicles, to routes in a manner that will minimize overcrowding of buses through all portions of the SAMTD service area.

Additional service will be considered when load levels routinely exceed 1.5 times the seated capacity of the vehicle for Cherriots Local routes and 1.0 times the seated capacity for Cherriots Regional express routes. Additional service will be considered when customers must routinely stand longer than 20 minutes on an individual trip.

Table 3. Vehicle capacities and maximum load factors.

				Passenger Capacities
Vehicle Type	Seated	Standing	Maximum Capacity	Maximum Load Factor
35-ft high floor	33	0	33	1.0
35-ft. low floor	32	16	48	1.5
40-ft. low floor	38	19	57	1.5
40-ft. commuter	33	0	33	1.0

Transit operators are required to radio dispatch if they have a full load and must pass up anyone. SAMTD considers a full bus to have a load factor of 1.5 for Cherriots Local routes, and 1.0 for Cherriots Regional express routes and any local commuter express routes (currently, just Route 1X). This load standard does not apply to special event service or shuttles.

Amenity Placement

To the extent permitted by the topography and physical conditions on a route, transit amenities such as bus shelters, stop frequency, park and ride lots and facilities, and information displays will be equally distributed among all of the transit routes and across all areas of the SAMTD service area.

Bus stops shall be between 0.2 and 0.25 miles apart on all routes, to the extent allowed by physical circumstances; shelters shall be placed at stops based on the number of boardings or other specific criteria, with a goal of placing shelters at all stops in the system that serve 20 or more riders per day or more than eight riders at one time (recognizing that some stops have physical or legal limitations that will not allow shelter placement).

Vehicle Assignment

To the extent permitted by physical conditions and certain specific operating conditions on the routes, vehicles will be assigned randomly to routes for the purpose of equitably balancing the age, amenities, and condition of the vehicles amongst all riders in the SAMTD service area.

Each bid period, SAMTD will develop an assignment of buses that rotates all vehicles, regardless of age or amenities, between routes to the extent possible by the conditions mentioned above.

SAMTD uses two criteria for placing buses on routes, mileage of the buses and ridership of a given route. In order to maintain approximately equal odometer readings on all of the vehicles based on their ages, the vehicles are placed in high or low mileage routes accordingly.

In addition, SAMTD operates two commuter type buses for its Route 1X local commuter express service between Salem and Wilsonville. These buses have commuter style seats and luggage racks. The commuter express nature of the route dictates the type of bus to be used. Age of the bus, ridership, and other factors are not relevant to the assignment of these vehicles.

Additional criteria may influence vehicle assignment from time to time, such as rotation required by SAMTD's service provision contracts or vehicle right-sizing based on ridership demand.

Part IV: Service Monitoring

Part of SAMTD's compliance with FTA Circular 4702.1B is ongoing service monitoring. This monitoring is meant to ensure that SAMTD is providing service in a way that does not discriminate on the basis of race, color, or national origin.

Specifically, SAMTD monitors the following service and performance metrics:

1. Minority and non-minority routes
2. Service availability
3. Service frequency and span
4. On-time performance
5. Vehicle loads
6. Stop amenities
7. Vehicle assignment

Minority and Non-Minority Routes

"Minority" routes, as defined by the FTA, are routes that provide at least one third of their service (measured by revenue hours) in block groups that are above-average minority populations. For Cherriots Regional and local commuter express routes, SAMTD defines minority routes as those providing bus stops in block groups that are above-average minority populations. "Non-minority" routes are all others.

Currently SAMTD operates a total of 28 fixed routes. Of these, 16 routes are considered minority routes. The remaining 12 routes are considered non-minority routes. As of May 2026, minority routes accounted for 69.7% of SAMTD system service on weekdays (measured by revenue hours), slightly less, at 66.3%, of the SAMTD system on Saturdays, and 81.7% on Sundays. SAMTD generally aligns service with mobility needs and ridership, thus routes serving areas with above average minority populations typically have higher ridership and therefore a higher overall level of service than non-minority routes. Only three non-minority routes run on Sundays, therefore the percentage minority routes is much higher on Sundays.

Service Availability

SAMTD considers persons residing within a one-quarter mile walk of Cherriots Local bus stops and within a one-half mile walk of Cherriots Regional bus stops as having service available. Service availability is expressed as a number and percentage of the population of Salem-Keizer and Regional UGBs.

Table 4. Availability of service.

	Salem-Keizer & Regional UGBs	Number and Percentage within One-quarter Mile Walk of Bus Stops (Half-Mile for Regional Stops)	
Minorities	130,355	89,688	68.8%
Non-Minorities	258,161	157,875	61.2%
All	388,516	247,563	63.7%

Source: ACS 2020-24_5-Year Estimate, Table C03002.

Findings

The percentage of minority populations with service available exceeds that of the non-minority population, 68.8% compared to 61.2%. Thus, there are no disparate impacts to the minority population in regard to availability of service.

Service Frequency and Span

The analysis of service frequency and span is by type of service. Tables 5 through 11 present the frequency and span for each route on weekdays, Saturdays, and Sundays, comparing each type of service (Cherriots Local, Cherriots Local commuter express, and Cherriots Regional express) individually. Tables 11 through 18 compare the frequency and span of service between minority routes and non-minority routes by day of the week and type of service. The following definition is used for time bands in these tables:

1. AM (start of service until 8:59 a.m.)
2. Mid-day (9 a.m. until 1:59 p.m.)
3. PM (2 p.m. until 6:59 p.m.)
4. Evening (7 p.m. until end of service)

Table 5. Weekday headways and span of service of Cherriots Local routes (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Average Headways				Service Start	Service End	Span (Hrs.)
		AM	Mid	PM	Eve			
2	Market / Brown	17	15	15	29	5:55 AM	11:22 PM	17.5
3	Portland Road	30	30	30	38	5:57 AM	11:27 PM	17.5
4	State Street	29	30	30	37	5:36 AM	11:28 PM	17.9
5	Center Street	15	15	15	28	5:52 AM	11:21 PM	17.5
6	Fairview Industrial	63	60	60	60	5:30 AM	9:38 PM	16.1
7	Mission Street	30	29	27	30	5:43 AM	11:13 PM	17.5
8	12th / Liberty via Red Leaf	58	60	60	60	5:45 AM	11:34 PM	17.8
9	Cherry / River Road	28	30	30	30	5:46 AM	9:29 PM	15.7
11	Lancaster / Verda	14	14	15	25	5:46 AM	11:51 PM	18.1
12	Hayesville Drive	60	60	60	59	6:30 AM	9:17 PM	14.8
13	Silverton Road	30	30	30	36	5:42 AM	11:17 PM	17.6
14	Windsor Island Road	30	30	30	30	6:00 AM	9:21 PM	15.4
16	Wallace Road	60	60	60	60	5:30 AM	9:54 PM	16.4
17	Edgewater Street	15	15	15	27	5:33 AM	11:17 PM	17.7
18	12th / Liberty via Lone Oak	60	60	60	60	6:10 AM	11:06 PM	16.9
19	Broadway / River Road	16.7	15	15	39	5:54 AM	11:19 PM	17.4
21	South Commercial	16.7	15	15	39	5:57 AM	11:22 PM	17.4
22	Kuebler Link	20	20	20	25	5:26 AM	11:31 PM	18.1
23	Lansing / Hawthorne	60	60	60	60	6:25 AM	9:20 PM	14.9
26	Glen Creek / Orchard Hts.	60	60	60	60	6:00 AM	9:03 PM	15.
27	Glen Creek / Eola	60	60	60	60	5:30 AM	9:37 PM	16.1

Table 6. Weekday round trips and span of service of the Cherriots Local commuter express route (Route 1X).

Route	Route Name	Daily Round trips	Service Start	Service End	Span (Hrs.)
1X	Wilsonville / Salem Express*	16 daily round trips	5:00 AM	7:21 PM	14.4

* Includes six round trips operated by Cherriots and 10 operated by the City of Wilsonville (SMART)

Table 7. Weekday round trips and span of service of Cherriots Regional express routes (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Daily Round Trips	Service Start	Service End	Span (Hrs.)
10X	Woodburn / Salem Express	8 daily round trips	6:00 AM	8:17 PM	14.3
20X	N. Marion Co. / Salem Exp.	5 daily round trips	6:13 AM	8:20 PM	14.1
30X	Santiam / Salem Express	4 daily round trips	5:47 AM	7:11 PM	13.4
40X	Polk County / Salem Express	10 daily round trips	5:58 AM	9:23 PM	15.4
50X	Dallas / Salem Express	4 daily round trips	6:17 AM	5:37 PM	6.0
80X	Woodburn / Keizer Express	8 daily round trips	5:25 AM	7:50 PM	14.4

Table 8. Saturday headways and span of service of Cherriots Local routes (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Average Headway				Service Start	Service End	Span (Hrs.)
		AM	Mid	PM	Eve			
2	Market / Brown	30	30	30	60	6:26 AM	9:22 PM	15.0
3	Portland Road	60	60	60	60	6:27 AM	9:27 PM	15.0
4	State Street	60	60	60	60	6:06 AM	9:28 PM	15.4
5	Center Street	30	30	30	60	6:22 AM	9:21 PM	15.0
6	Fairview Industrial	60	60	60	60	6:24 AM	9:38 PM	15.2
7	Mission Street	30	30	30	30	6:43 AM	9:13 PM	14.5
8	12th / Liberty via Red Leaf	60	60	60	60	6:41 AM	9:34 PM	15.0
9	Cherry / River Road	60	60	60	60	6:16 AM	9:29 PM	15.2
11	Lancaster / Verda	30	30	30	30	6:17 AM	9:46 PM	15.5
13	Silverton Road	60	60	60	60	6:57 AM	8:47 PM	13.8
16	Wallace Road	60	60	60	60	6:31 AM	8:54 PM	14.4
17	Edgewater Street	30	30	30	60	6:26 AM	9:24 PM	15.0
18	12th / Liberty via Lone Oak	60	60	60	60	6:10 AM	9:06 PM	15.0
19	Broadway / River Road	30	30	30	60	6:24 AM	9:19 PM	14.9
21	South Commercial	30	30	30	60	6:25 AM	9:21 PM	14.9
22	Kuebler Link	20	20	20	40	5:55 AM	10:22 PM	16.5

Table 9. Sunday headways and span of service of Cherriots Local routes (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Average Headway				Service Start	Service End	Span (Hrs.)
		AM	Mid	PM	Eve			
2	Market / Brown	60	60	60	60	7:25 AM	8:22 PM	13.0
3	Portland Road	60	60	60	60	7:27 AM	8:27 PM	13.0
4	State Street	60	60	60	60	7:05 AM	8:28 PM	13.4
5	Center Street	60	60	60	60	7:22 AM	8:21 PM	13.0
7	Mission Street	30	30	30	30	7:43 AM	8:13 PM	12.5
8	12th / Liberty via Red Leaf	60	60	60	60	7:24 AM	8:24 PM	13.0
9	Cherry / River Road	60	60	60	60	7:15 AM	8:29 PM	13.2
11	Lancaster / Verda	30	30	30	30	7:15 AM	8:46 PM	13.5
13	Silverton Road	60	60	60	60	7:27 AM	8:17 PM	12.8
17	Edgewater Street	60	60	60	60	7:26 AM	8:24PM	13.0
19	Broadway / River Road	60	60	60	60	7:24 AM	8:19 PM	12.9
21	South Commercial	60	60	60	60	7:26 AM	8:22 PM	12.9
22	Kuebler Link	40	40	40	40	7:13 AM	8:12 PM	13.0

Table 10: Saturday round trips and span of service of Cherriots Regional express routes (minority routes shown in bold with shaded backgrounds).

Route Type	Route	Route Name	Daily Round Trips	Service Start	Service End	Span (Hrs.)
<i>Cherriots Regional Express Routes</i>	10X	Woodburn / Salem Express	3.5 daily round trips	7:26 AM	6:25 PM	11.0
	20X	N. Marion Co. / Salem Exp.	3.5 daily round trips	8:11 AM	6:08 PM	10.0
	30X	Santiam / Salem Express	2 daily round trips	8:00 AM	7:35 PM	7.0
	40X	Polk County / Salem Express	6 daily round trips	7:25 AM	8:57 PM	13.5
	80X	Woodburn / Keizer Express	7 daily round trips	8:30 AM	8:50 PM	12.3

Table 11. Sunday round trips and span of service of Cherriots Regional express routes (minority routes shown in bold with shaded backgrounds).

Route Type	Route	Route Name	Daily Round Trips	Service Start	Service End	Span (Hrs.)
<i>Cherriots Regional Express Routes</i>	80X	Woodburn / Keizer Express	7 daily round trips	8:30 AM	7:50 PM	11.3

Tables 12 through 14 compare the frequency and span of service of Cherriots Local minority and non-minority routes.

Table 12. Comparison of weekday headways and span of service for Cherriots Local minority and non-minority routes.

Route Type	Route Classification	Average Headway				Average Service Start	Average Service End	Average Span (Hrs.)
		AM	Mid	PM	Eve			
<i>Cherriots Local Routes</i>	<i>Minority Routes</i>	31	31	31	36	5:51 AM	10:48 PM	17.0
	<i>Non-Minority Routes</i>	46	46	46	49	5:47 AM	10:26 PM	16.6
	<i>All Routes</i>	37	37	37	41	5:49 AM	10:39 PM	16.8

Table 13. Comparison of Saturday headways and span of service for Cherriots Local minority and non-minority routes.

Route Type	Route Classification	Average Headway				Average Service Start	Average Service End	Average Span (Hrs.)
		AM	Mid	PM	Eve			
<i>Cherriots Local Routes</i>	<i>Minority Routes</i>	44	44	44	55	6:26 AM	9:23 PM	15.0
	<i>Non-Minority Routes</i>	46	46	46	56	6:20 AM	9:27 PM	15.2
	<i>All Routes</i>	45	45	45	55	6:24 AM	9:24 PM	15.0

Table 14. Comparison of Sunday headways and span of service for Cherriots Local minority and non-minority routes.

Route Type	Route Classification	Average Headway				Average Service Start	Average Service End	Average Span (Hrs.)
		AM	Mid	PM	Eve			
<i>Cherriots Local Routes</i>	<i>Minority Routes</i>	54	54	54	54	7:22 AM	8:25 PM	13.1
	<i>Non-Minority Routes</i>	53	53	53	53	7:21 AM	8:19 PM	13.0
	<i>All Routes</i>	54	54	54	54	7:22 AM	8:23 PM	13.0

Table 15 shows the daily round trips and span of service of the Cherriots Local commuter

express service, Route 1X. Because there is only one route in this category, there is no comparison between minority or non-minority routes necessary.

Table 15. Weekday headways and span of service for Cherriots Local commuter express non-minority route (Route 1X).

Route Type	Route Classification	Daily Round Trips	Average Service Start	Average Service End	Average Span (Hrs.)
Cherriots Local Commuter Express Route	<i>Minority Routes</i>	-	-	-	-
	<i>Non-Minority Routes*</i>	16 daily round trips	5:00 AM	7:21 PM	14.4
	<i>All Routes</i>	16 daily round trips	5:00 AM	7:21 PM	14.4

*Route 1X is the only service in this category at this time, but future urban to urban commuter express services will be compared here.

Tables 16 and 17 compare the daily round trips and span of service for Cherriots Regional express routes designated as minority or non-minority routes.

Table 16. Comparison of weekday average daily round trips and span of service for Cherriots Regional minority and non-minority express routes.

Route Type	Route Classification	Average Daily Round Trips	Average Service Start	Average Service End	Average Span (Hrs.)
Cherriots Regional Express Routes	<i>Minority Routes</i>	7.0	5:52 AM	8:19 PM	14.3
	<i>Non-Minority Routes</i>	6.0	6:00 AM	7:23PM	11.6
	<i>All Routes</i>	6.5	5:56 AM	7:46 PM	13.0

Table 17. Comparison of Saturday average daily round trips and span of service for Cherriots Regional minority and non-minority express routes.

Route Type	Route Classification	Average Daily Round Trips	Average Service Start	Average Service End	Average Span (Hrs.)
Cherriots Regional Express Routes	<i>Minority Routes</i>	4.7	8:02 AM	7:07 PM	11.1
	<i>Non-Minority Routes</i>	4.0	7:42 AM	8:16 PM	10.3
	<i>All Routes</i>	4.4	7:54 AM	7:35 PM	10.8

Table 18 shows the Sunday round trips and span of service of the Cherriots Regional express service, Route 80X. Because there is only one route in this category, there is no comparison between minority or non-minority routes necessary.

Table 18. Sunday average daily round trips and span of service for Cherriots Regional express minority route (Route 80X).

Route Type	Route Classification	Daily Round Trips	Average Service Start	Average Service End	Average Span (Hrs.)
<i>Cherriots Regional Express Routes</i>	<i>Minority Routes</i>	7 daily round trips	8:30 AM	7:50 PM	11.3
	<i>Non-Minority Routes*</i>	-	-	-	-
	<i>All Routes</i>	7 daily round trips	8:30 AM	7:50 PM	11.3

Findings

- For weekday and Saturday, Cherriots Local minority routes have smaller headways (serve stops more frequently) than service on non-minority routes.

On Sundays, Cherriots Local minority routes have a slightly longer average headway than non-minority routes (54 minutes versus 53 minutes).

- For Cherriots Local service, the span of service is slightly greater for minority routes than non-minority routes on Weekday and Sunday (17.0 hours and 16.6 hours, respectively for weekdays, and 13.1 hours and 13.0 hours, respectively for Sundays). On Saturday, the span of service is slightly lower for minority routes than non-minority routes (15.0 hours and 15.2 hours).

Therefore, there is no disparate impact to minority populations due to differences in frequency or span of service on weekdays for the Cherriots Local service. On weekends, the observed differences in headways and span of service are minimal; however, they may constitute a potential disparate impact on minority populations. It will be considered in the next round of funding for the service.

- There is only one Cherriots Local commuter service (Route 1X) in the system today, so comparisons cannot be made for this non-minority route.
- For weekday and Saturday Cherriots Regional express service, minority routes have a slightly greater number of average daily round trips than the non-minority routes (7.0 versus 6.0 average round trips per day, respectively for weekdays, and 4.7 versus 4.0 average round trips per day, respectively for Saturdays).
- The span of service is also greater for the Cherriots Regional express routes defined as minority routes than the non-minority routes on weekdays and Saturdays (14.3 hours versus 11.6 hours, respectively for weekdays, and 11.1 hours versus 10.3 hours, respectively for Saturdays). Therefore, there is no disparate impact to minority populations due to differences in frequency or span of service on weekdays and Saturdays for the Cherriots Regional Express service.
- There is only one Cherriots Regional express service (Route 80X) on Sunday, so comparisons cannot be made for this minority route.

Thus, there are no disparate impacts to minority populations riding the Cherriots Regional express buses in regard to frequency or span, but the potential disparate impacts to minorities for the Cherriots Local buses on weekends will be re-examined with the next funding cycle.

On-Time Performance

SAMTD has installed a Computer Aided Dispatch – Automatic Vehicle Location (CAD-AVL) system on every bus. CAD-AVL continually monitors on-time performance (OTP) for every time point. Buses were considered to be “on time” if they departed a time point anywhere between 0 to 5 minutes after the scheduled time. Average OTP is weighted by revenue hours by route.

Table 19. Weekday on-time performance of Cherriots Local and Cherriots Regional routes (April 2026) (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Percent of Trips On Time				
		AM	Mid	PM	Eve	Overall
2	Market / Brown	91%	90%	89%	94%	90%
3	Portland Road	95%	90%	84%	91%	89%
4	State Street	95%	95%	90%	95%	93%
5	Center Street	98%	94%	87%	94%	93%
6	Fairview Industrial	87%	91%	60%	90%	80%
7	Mission Street	95%	89%	93%	99%	94%
8	12th / Liberty via Red Leaf	95%	96%	79%	97%	91%
9	Cherry / River Road	95%	90%	84%	94%	90%
10X	Woodburn / Salem Express	96%	95%	68%	84%	84%
11	Lancaster / Verda	88%	80%	70%	68%	76%
12	Hayesville Drive	96%	95%	95%	96%	95%
13	Silverton Road	94%	90%	90%	93%	91%
14	Windsor Island Road	97%	89%	90%	97%	91%
16	Wallace Road	94%	92%	56%	93%	82%
17	Edgewater Street	99%	96%	95%	95%	96%
18	12th / Liberty via Lone Oak	94%	93%	74%	97%	89%
19	Broadway / River Road	89%	87%	70%	90%	82%
20X	N. Marion Co. / Salem Exp.	99%	92%	91%	86%	93%
21	South Commercial	95%	90%	86%	94%	90%
22	Kuebler Link	96%	95%	88%	88%	92%
23	Lansing / Hawthorne	75%	95%	82%	94%	87%
26	Glen Creek / Orchard Hts.	97%	98%	96%	99%	98%

Route	Route Name	Percent of Trips On Time				
		AM	Mid	PM	Eve	Overall
27	Glen Creek / Eola	93%	96%	96%	96%	95%
30X	Santiam / Salem Express	97%	92%	86%	73%	91%
40X	Polk County / Salem Express	88%	77%	79%	95%	82%
50X	Dallas / Salem Express	96%	---	96%	---	96%
80X	Wilsonville / Keizer Express	96%	94%	95%	94%	95%

Table 20. Weekday on-time performance for Cherriots Local commuter express (April 2026) (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Percent of Trips On Time				
		AM	Mid	PM	Eve	Overall
1X	Wilsonville / Salem Express*	96%	86%	68%	91%	79%

*Cherriots trips only; OTP of SMART trips are not included.

Table 21. Saturday on-time performance of Cherriots Local and Cherriots Regional routes (April 2026) (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Percent of Trips On Time				
		AM	Mid	PM	Eve	Overall
2	Market / Brown	95%	70%	66%	90%	75%
3	Portland Road	86%	91%	94%	94%	91%
4	State Street	96%	92%	93%	91%	93%
5	Center Street	96%	87%	69%	88%	82%
6	Fairview Industrial	98%	90%	89%	90%	91%
7	Mission Street	100%	98%	93%	98%	97%
8	12th / Liberty via Red Leaf	99%	97%	96%	91%	96%
9	Cherry / River Road	94%	81%	76%	92%	84%
10X	Woodburn / Salem Express	100%	94%	84%	—	90%
11	Lancaster / Verda	93%	77%	74%	81%	80%
13	Silverton Road	82%	94%	91%	97%	92%
16	Wallace Road	96%	98%	94%	100%	97%
17	Edgewater Street	99%	97%	98%	100%	98%
18	12th / Liberty via Lone Oak	96%	99%	96%	94%	97%
19	Broadway / River Road	97%	80%	70%	89%	80%

Route	Route Name	Percent of Trips On Time				
		AM	Mid	PM	Eve	Overall
20X	N. Marion Co. / Salem Exp.	90%	83%	86%	—	85%
21	South Commercial	96%	84%	83%	80%	85%
22	Kuebler Link	99%	98%	97%	99%	98%
30X	Santiam / Salem Express	89%	94%	80%	83%	87%
40X	Polk County / Salem Express	100%	89%	88%	87%	90%
80X	Wilsonville / Keizer Express	100%	100%	100%	—	100%

Table 22. Sunday on-time performance of Cherriots Local and Cherriots Regional routes (April 2026) (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Percent of Trips On Time				
		AM	Mid	PM	Eve	Overall
2	Market / Brown	90%	89%	99%	85%	92%
3	Portland Road	87%	93%	95%	92%	93%
4	State Street	100%	97%	93%	95%	96%
5	Center Street	98%	94%	96%	91%	95%
7	Mission Street	95%	93%	92%	95%	93%
8	12th / Liberty via Red Leaf	94%	98%	98%	94%	97%
9	Cherry / River Road	91%	88%	83%	79%	85%
11	Lancaster / Verda	89%	82%	76%	68%	79%
13	Silverton Road	92%	96%	97%	100%	96%
17	Edgewater Street	100%	95%	98%	97%	97%
19	Broadway / River Road	91%	89%	80%	78%	85%
21	South Commercial	98%	83%	81%	92%	85%
22	Kuebler Link	98%	94%	91%	97%	93%
80X	Wilsonville / Keizer Express	75%	56%	100%	100%	92%

Table 23. Comparison of on-time performance for weekday Cherriots Local minority and non-minority routes.

Route Classification	Average Percent of Trips on Time				
	AM	Mid	PM	Eve	Overall
<i>Minority Routes</i>	92%	91%	84%	92%	89%
<i>Non-Minority Routes</i>	95%	94%	83%	95%	91%
<i>All Routes</i>	93%	92%	84%	93%	90%

Table 24. Comparison of on-time performance for Saturday Cherriots Local minority and non-minority routes.

Route Classification	Average Percent of Trips on Time				
	AM	Mid	PM	Eve	Overall
<i>Minority Routes</i>	94%	87%	83%	92%	88%
<i>Non-Minority Routes</i>	97%	95%	93%	93%	95%
<i>All Routes</i>	95%	90%	86%	92%	90%

Table 25. Comparison of on-time performance for Sunday Cherriots Local minority and non-minority routes.

Route Classification	Average Percent of Trips on Time				
	AM	Mid	PM	Eve	Overall
<i>Minority Routes</i>	93%	92%	91%	88%	91%
<i>Non-Minority Routes</i>	97%	92%	90%	94%	92%
<i>All Routes</i>	94%	92%	91%	89%	91%

Table 26. Comparison of on-time performance for weekday Cherriots Regional minority and non-minority routes.

Route Classification	Average Percent of Trips on Time				
	AM	Mid	PM	Eve	Overall
<i>Minority Routes</i>	97%	94%	85%	88%	91%
<i>Non-Minority Routes</i>	94%	85%	87%	84%	90%
<i>All Routes</i>	95%	90%	86%	86%	90%

Table 27. Comparison of on-time performance for Saturday Cherriots Regional minority and non-minority routes.

Route Classification	Average Percent of Trips on Time				
	AM	Mid	PM	Eve	Overall
<i>Minority Routes</i>	97%	92%	90%	—	92%
<i>Non-Minority Routes</i>	95%	92%	84%	85%	89%
<i>All Routes</i>	96%	92%	88%	85%	90%

Findings

- Weekday OTP for Cherriots Local minority routes is 89% on average, slightly lower than the OTP rate for non-minority routes, which is 91%.
- Saturday OTP for Cherriots Local minority routes is 88% on average, lower than the OTP rate for non-minority routes, 95%.
- Sunday OTP for Cherriots Local minority routes is 91% on average, slightly lower than the OTP rate for non-minority routes, 92%.
- Weekday OTP for Cherriots Regional minority routes is 91% on average, slightly higher than the OTP rate for non-minority routes, which was 90%.
- Saturday OTP for Cherriots Regional minority routes is 92% on average, slightly higher than the OTP rate for non-minority routes, which was 89%.

None of the differences between the OTP of minority routes and non-minority routes are more than the systemwide disparate impact threshold of 20%. Therefore, there are no disparate impacts to minority populations in regard to OTP.

Vehicle Loads

Vehicle loads are examined to determine whether buses are overcrowded. Table 28 shows vehicle capacities of the newest buses in the Cherriots fleet (purchased in 2018 and later). Older vehicles have slightly greater capacities due to a different seat configuration primarily governed by the size of the ADA wheelchair tie-down areas, which are larger in the newer buses.

Table 28. Vehicle capacities and maximum load factors of the newest Cherriots buses.

Vehicle Type	Passenger Capacities			
	Seated	Standing	Maximum Capacity	Maximum Load Factor
25-ft low floor	13	0	13	1.0
35-ft high floor	33	0	13	1.0
35-ft. low floor	32	16	48	1.5
40-ft. low floor	38	19	57	1.5
40-ft. commuter	33	0	33	1.0

Tables 29 through 35 compare average vehicle loads for minority and non-minority routes. The data were collected from April through June 2026 using the new Automatic Passenger Counter (APC) system, which became fully operational on Cherriots Local buses during this period. Average maximum load factors, defined by the average load to seated capacity ratio, are weighted by revenue hours of each route in these tables.

Table 29. Weekday average maximum vehicle loads and load factors by route (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Bus Type	Average Max Load	Average Max Load Factor
2	Market / Brown	35' low floor	28	0.58
3	Portland Road	40' low floor	40	0.70
4	State Street	40' low floor	22	0.38
5	Center Street	35' low floor	28	0.58
6	Fairview Industrial	35' low floor	14	0.29
7	Mission Street	35' low floor	14	0.29
8	12th / Liberty via Red Leaf	35' low floor	22	0.46
9	Cherry / River Road	35' low floor	25	0.52
11	Lancaster / Verda	40' low floor	33	0.69
12	Hayesville Drive	35' low floor	19	0.40
13	Silverton Road	40' low floor	19	0.40
14	Windsor Island Road	35' low floor	16	0.33
16	Wallace Road	35' low floor	20	0.42
17	Edgewater Street	35' low floor	27	0.56
18	12th / Liberty via Lone Oak	35' low floor	23	0.48
19	Broadway / River Road	40' low floor	30	0.53
21	South Commercial	40' low floor	40	0.70
22	Kuebler Link	25' low floor	5	0.38
23	Lansing / Hawthorne	35' low floor	30	0.63
26	Glen Creek / Orchard Hts.	35' low floor	10	0.21
27	Glen Creek / Eola	35' low floor	6	0.13

**Excludes Routes 10X, 20X, 30X, 40X, 45, 50X and 80X because the APC system is not yet fully operational on Cherriots Regional buses.

Table 30. Saturday average maximum vehicle loads and load factors by route (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Bus Type	Average Max Load	Average Max Load Factor
2	Market / Brown	35' low floor	26	0.54
3	Portland Road	40' low floor	26	0.46
4	State Street	40' low floor	14	0.25
5	Center Street	35' low floor	28	0.58
6	Fairview Industrial	35' low floor	9	0.19
7	Mission Street	35' low floor	21	0.44
8	12th / Liberty via Red Leaf	35' low floor	18	0.38
9	Cherry / River Road	35' low floor	18	0.38
11	Lancaster / Verda	40' low floor	22	0.46
13	Silverton Road	40' low floor	13	0.35
16	Wallace Road	35' low floor	10	0.21
17	Edgewater Street	35' low floor	17	0.92
18	12th / Liberty via Lone Oak	35' low floor	18	0.38
19	Broadway / River Road	40' low floor	44	0.77
21	South Commercial	40' low floor	30	0.53
22	Kuebler Link	25' low floor	6	0.46

Table 31. Sunday average maximum vehicle loads and load factors by route (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Bus Type	Average Max Load	Average Max Load Factor
2	Market / Brown	35' low floor	26	0.54
3	Portland Road	40' low floor	16	0.28
4	State Street	40' low floor	15	0.26
5	Center Street	35' low floor	29	0.60
7	Mission Street	35' low floor	12	0.25
8	12th / Liberty via Red Leaf	35' low floor	17	0.35
9	Cherry / River Road	35' low floor	11	0.23
11	Lancaster / Verda	40' low floor	18	0.38
13	Silverton Road	40' low floor	9	0.19
17	Edgewater Street	35' low floor	15	0.31
19	Broadway / River Road	40' low floor	22	0.39
21	South Commercial	40' low floor	23	0.40
22	Kuebler Link	25' low floor	7	0.54

Table 32. Average maximum vehicle load and load factor for Cherriots Local commuter express route, weekdays only.

Route	Route Name	Bus Type	Average Max Load	Average Max Load Factor
1X	Wilsonville / Salem Express*	40' commuter	8	0.24

Table 33. Comparison of weekday average vehicle loads for minority and non-minority routes of Cherriots Local service.

Route Classification	Cherriots Local Routes	
	Average Max Load	Average Max Load Factor
<i>Minority Routes</i>	25.3	0.50
<i>Non-Minority Routes</i>	17.8	0.39
<i>All Routes</i>	22.4	0.46

Table 34. Comparison of Saturday average vehicle loads for minority and non-minority routes of Cherriots Local service.

Route Classification	Cherriots Local Routes	
	Average Max Load	Average Max Load Factor
<i>Minority Routes</i>	21.6	0.43
<i>Non-Minority Routes</i>	16.4	0.39
<i>All Routes</i>	20.00	0.416

Table 35. Comparison of Sunday average vehicle loads for minority and non-minority routes of Cherriots Local service.

Route Classification	Cherriots Local Routes	
	Average Max Load	Average Max Load Factor
<i>Minority Routes</i>	17.3	0.34
<i>Non-Minority Routes</i>	15.7	0.43
<i>All Routes</i>	16.9	0.36

Findings

- On Cherriots Local routes, the weekday average maximum load factor for minority routes (0.50), is higher than that for non-minority routes (0.39). Both are far less than the standard of 1.5. The average max load for Cherriots Local commuter express route (0.24) is less than the standard of 1.0.

- On Cherriots Local routes, the Saturday average maximum load factor for minority routes (0.43), is higher than that for non-minority routes (0.39). Both are far less than the standard of 1.5.
- On Cherriots Local routes, the Sunday average maximum load factor for minority routes (0.34), is slightly lower than that for non-minority routes (0.43). Both are far less than the standard of 1.5.
- Currently SAMTD only has load data for Route 1X, which is a non-minority route. No data has been collected on Routes 10X, 20X, 30X, 40X, 45, 50X, or 80X because the APC system is not yet fully operational on Cherriots Regional buses. In future analyses, SAMTD will be able to report on the differences in average max load factors for minority routes and non-minority routes on the Cherriots Local commuter express and Cherriots Regional express services.

Examining the data above where no routes are over their maximum allowable load factors, it can be concluded that there are no disparate impacts to minority populations in regard to vehicle loads.

Stop Amenities

SAMTD analyzed the distribution of stop amenities in order to identify potential disparities. Table 36 shows the share of each amenity in block groups with higher-than-regional-average rates of minority populations.

Table 36. Distribution of amenities in minority block groups versus the total service area.

Amenity	Total in Service Area	Located In Minority Census Tracts	
		Count	Percent
Signs, Maps, and Schedules	801	309	38.6%
Shelters	139	47	33.8%
Seating	194	69	35.6%
Waste Receptacles	218	69	31.7%

Findings

- 38.6% of signs, maps, and schedules are located in minority block groups. 33.8% of shelters are located in minority block groups.
- 35.6% of seating and 31.7% of waste receptacles are located in minority block groups.

Although fewer than half of the transit amenities are located in minority block groups, this reflects the geographic distribution of minority block groups within the service area rather than an inequitable allocation of amenities. Minority block groups represent 30.2% of all census block groups, while the percentage of amenities located in minority block groups

ranges from 31.7% to 38.6%. Because these percentages are consistent with or exceed the proportion of minority block groups in the service area, the analysis indicates that transit amenities are distributed proportionately across minority and non-minority block groups. Therefore, there is no disparate impact on the minority populations in regard to the distribution of amenities.

Vehicle assignment

In regard to assessing the results of SAMTD's vehicle assignment practices in the context of Title VI, the expectation is that the average age of vehicles on minority routes should not be more than the average age of vehicles on non-minority routes. The average age is calculated by weighing the age of the vehicles by the number of hours in service. Tables 37 through 39 present the average vehicle age for each route on weekdays, Saturdays, and Sundays. Tables 40 through 43 compare the average vehicle age between minority routes and non-minority routes by day of the week.

Table 37. Weekday average vehicle ages by route (January 2026) (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Average Age (Years)
2	Market / Brown	9
3	Portland Road	11
4	State Street	11
5	Center Street	16
6	Fairview Industrial	7
7	Mission Street	7
8	12th / Liberty via Red Leaf	7
9	Cherry / River Road	17
11	Lancaster / Verda	4
12	Hayesville Drive	15
13	Silverton Road	15
14	Windsor Island Road	7
16	Wallace Road	7
17	Edgewater Street	16
18	12th / Liberty via Lone Oak	7
19	Broadway / River Road	17
21	South Commercial	5
22	Kuebler Link	3
23	Lansing / Hawthorne	15
26	Glen Creek / Orchard Hts.	14
27	Glen Creek / Eola	14

**Excludes Routes 10X, 20X, 30X, 40X, 45, 50X and 80X because the data is not yet available on Cherriots Regional buses.

Table 38. Saturday average vehicle ages by route (January 2026) (minority routes shown in

bold with shaded backgrounds).

Route	Route Name	Average Age (Years)
2	Market / Brown	8
3	Portland Road	18
4	State Street	6
5	Center Street	10
6	Fairview Industrial	6
7	Mission Street	18
8	12th / Liberty via Red Leaf	11
9	Cherry / River Road	18
11	Lancaster / Verda	5
13	Silverton Road	15
16	Wallace Road	6
17	Edgewater Street	10
18	12th / Liberty via Lone Oak	11
19	Broadway / River Road	11
21	South Commercial	4
22	Kuebler Link	3

Table 39. Sunday average vehicle ages by route (January 2026) (minority routes shown in bold with shaded backgrounds).

Route	Route Name	Average Age (Years)
2	Market / Brown	10
3	Portland Road	6
4	State Street	4
5	Center Street	7
7	Mission Street	14
8	12th / Liberty via Red Leaf	7
9	Cherry / River Road	15
11	Lancaster / Verda	5
13	Silverton Road	18
17	Edgewater Street	7
19	Broadway / River Road	4
21	South Commercial	6
22	Kuebler Link	3

Table 40. Average age for Cherriots Local commuter express route, weekdays only.

Route	Route Name	Average Age (Years)
1X	Wilsonville / Salem Express*	6

Table 41. Comparison of weekday average age for minority and non-minority routes of Cherriots Local service.

Route Classification	Average Age (Years)
<i>Minority Routes</i>	12
<i>Non-Minority Routes</i>	8
<i>All Routes</i>	11

Table 42. Comparison of Saturday average age for minority and non-minority routes of Cherriots Local service.

Route Classification	Average Age (Years)
<i>Minority Routes</i>	11
<i>Non-Minority Routes</i>	7
<i>All Routes</i>	10

Table 43. Comparison of Sunday average age for minority and non-minority routes of Cherriots Local service.

Route Classification	Average Age (Years)
<i>Minority Routes</i>	9
<i>Non-Minority Routes</i>	5
<i>All Routes</i>	8

Findings

- On Cherriots Local routes, the weekday average age of vehicles for minority routes (12 years), is higher than that for non-minority routes (8 years).
- On Cherriots Local routes, the Saturday average age of vehicles for minority routes (11 years), is higher than that for non-minority routes (7 years).
- On Cherriots Local routes, the Sunday average age of vehicles for minority routes (9 years), is higher than that for non-minority routes (5 years).

Although the average age of vehicles serving minority routes is higher than that of vehicles serving non-minority routes on weekdays, Saturdays, and Sundays, vehicles are not permanently assigned to specific routes. Within the physical and operational

constraints of individual routes and services, vehicles are rotated throughout the Cherriots Local system. Vehicle assignments are based on operational needs and route requirements rather than a route's minority or non-minority classification. Therefore, the observed differences in average vehicle age do not indicate a systematic practice of assigning older vehicles to minority routes.

Summary

SAMTD finds no disparities in terms of performance standards that would indicate lesser service provision to minority riders or populations. Across nearly every metric minority routes actually perform better than the non-minority routes, and minority populations have better access to the Cherriots system based on residential proximity to service.

Part V: Demographic Analysis

SAMTD uses demographic data to assess equity in distribution of services, facilities, and amenities in relation to minority, low-income, and limited English proficient populations. Such data informs SAMTD in the early stages of service, facilities, and programs planning and enables SAMTD to monitor ongoing service performance, analyze the impacts of policies and programs on these populations, and take appropriate measures to avoid or mitigate potential disparities. SAMTD develops maps and comparative charts to perform this analysis, relying on both ridership and population data within the service area. Please note that block groups in rural areas appear to be large areas of populations, but the populations are greatest in the cities and towns, not agricultural areas. Therefore, the rural populations may appear large, but are actually quite small.

The demographic data shown in this report are from the following sources:

- 2020-2024 American Community Survey (ACS) 5-year estimate
- 2025 Cherriots On-Board Rider Survey

This section includes the following items:

1. Service and service area
2. Service availability
3. Minority population
4. Low-income population
5. LEP population
6. Facilities
7. Amenities – signs, maps, and schedules
8. Amenities – shelters
9. Amenities – seating
10. Amenities – waste receptacles

Service and Service Area

The service and service area maps (Figures 3 and 4) show all Cherriots bus routes, differentiated by:

- **Frequent service** – Cherriots Local services that run every 15 or 20 minutes, with more frequent service during peak times.
- **Standard service** – Cherriots Local services that run every 30 minutes throughout the day.
- **Basic service** – Cherriots Local services that run every 60 minutes throughout the day.
- **Cherriots Regional express service** – Cherriots Regional fixed-route express services that connect communities throughout the region. For the purposes of the maps in this section, the Cherriots Local commuter express service (Route 1X Salem / Wilsonville Express) is also included in this category.

Figure 3. Service levels and service areas (Salem-Keizer UGB and Regional City UGBs).

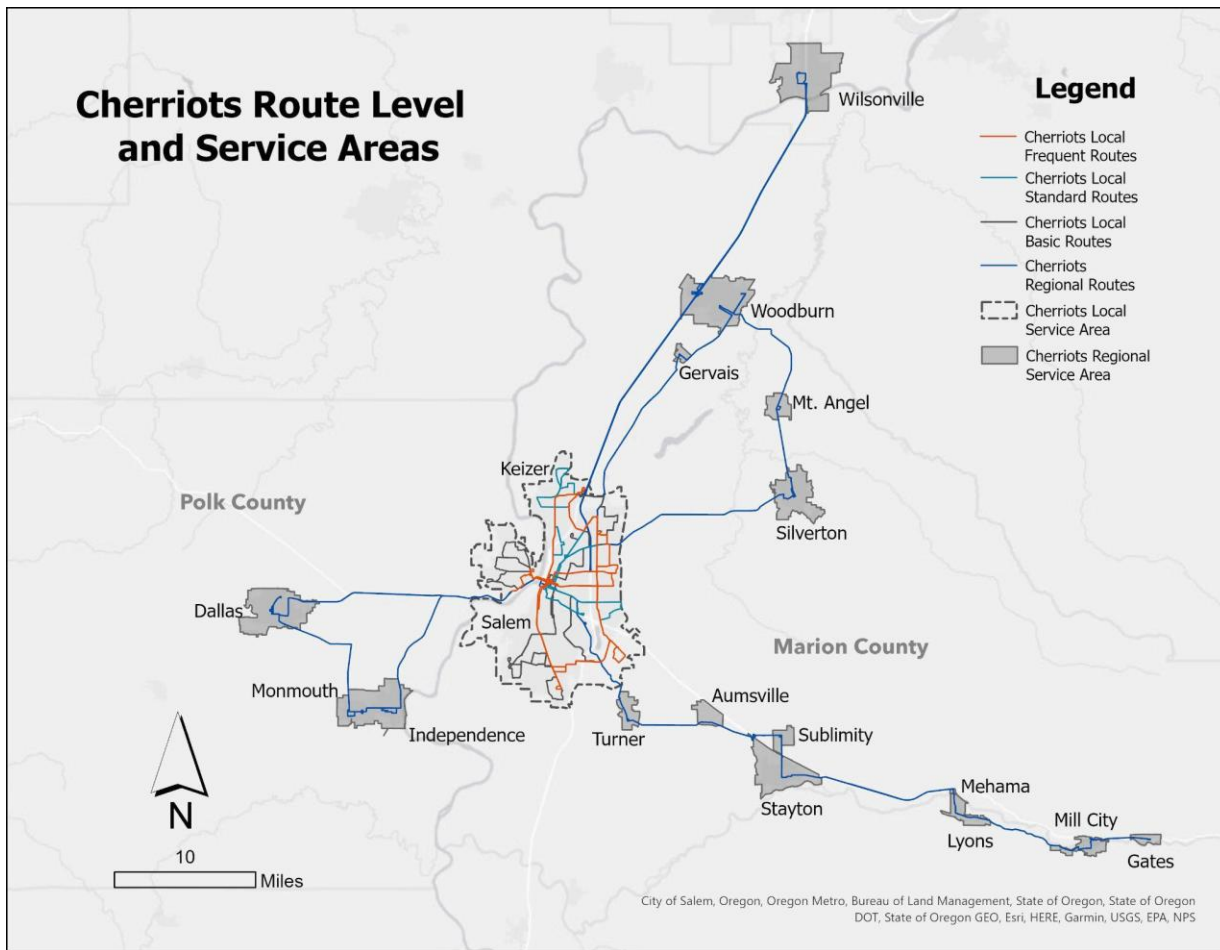
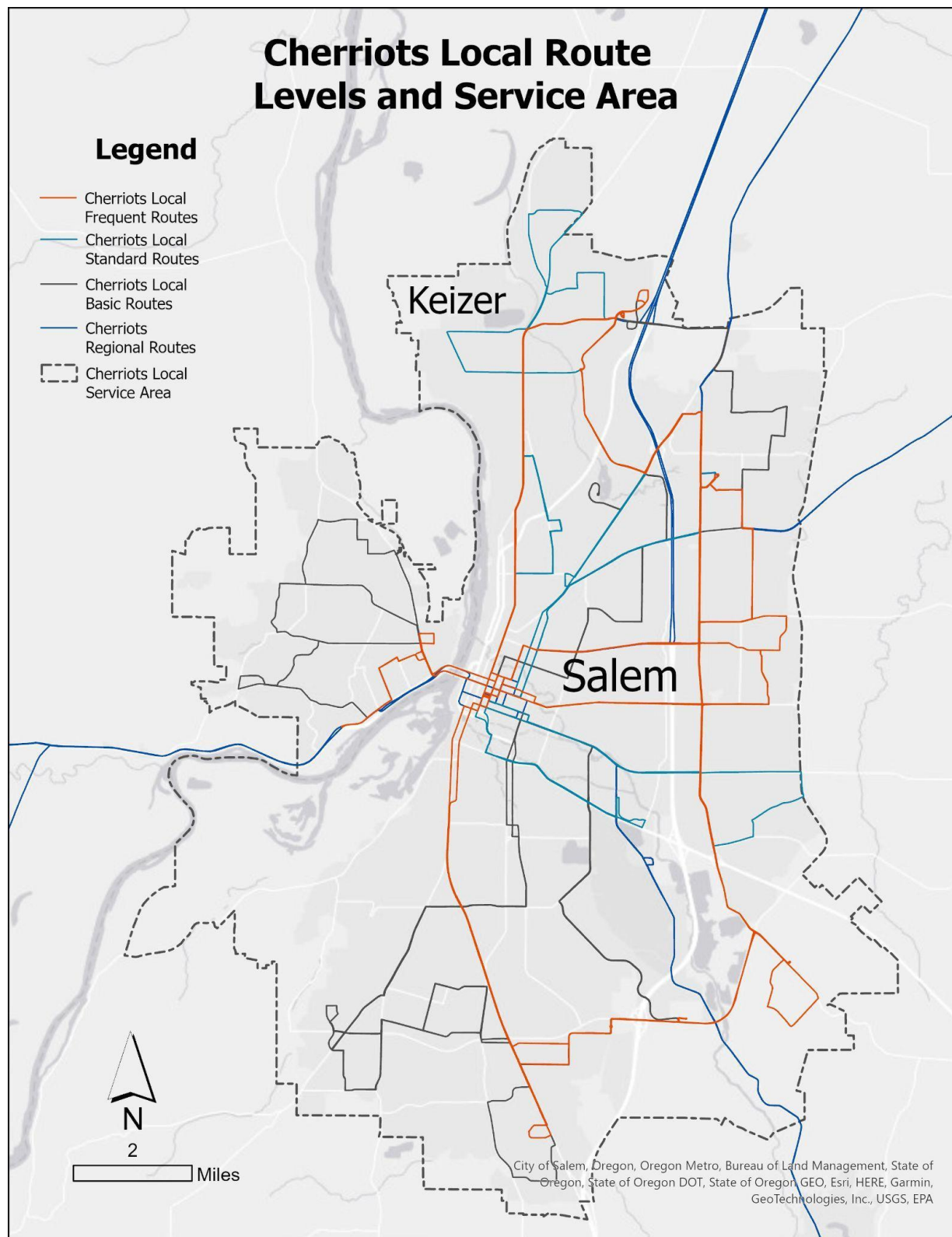


Figure 4. Service levels and service area (Salem and Keizer UGB).



Service Availability

Figures 5 and 6 below display areas in Salem-Keizer UGB and Regional UGBs that are within a half mile walk of a Cherriots Regional bus stop and a quarter mile walk from all Cherriots Local bus stops, which are the places SAMTD considers served.

Figure 5. Areas within a half mile walk of all Cherriots Regional bus stops and within a

quarter mile walk of all Cherriots Local bus stops (Salem-Keizer UGB and Regional UGBs).

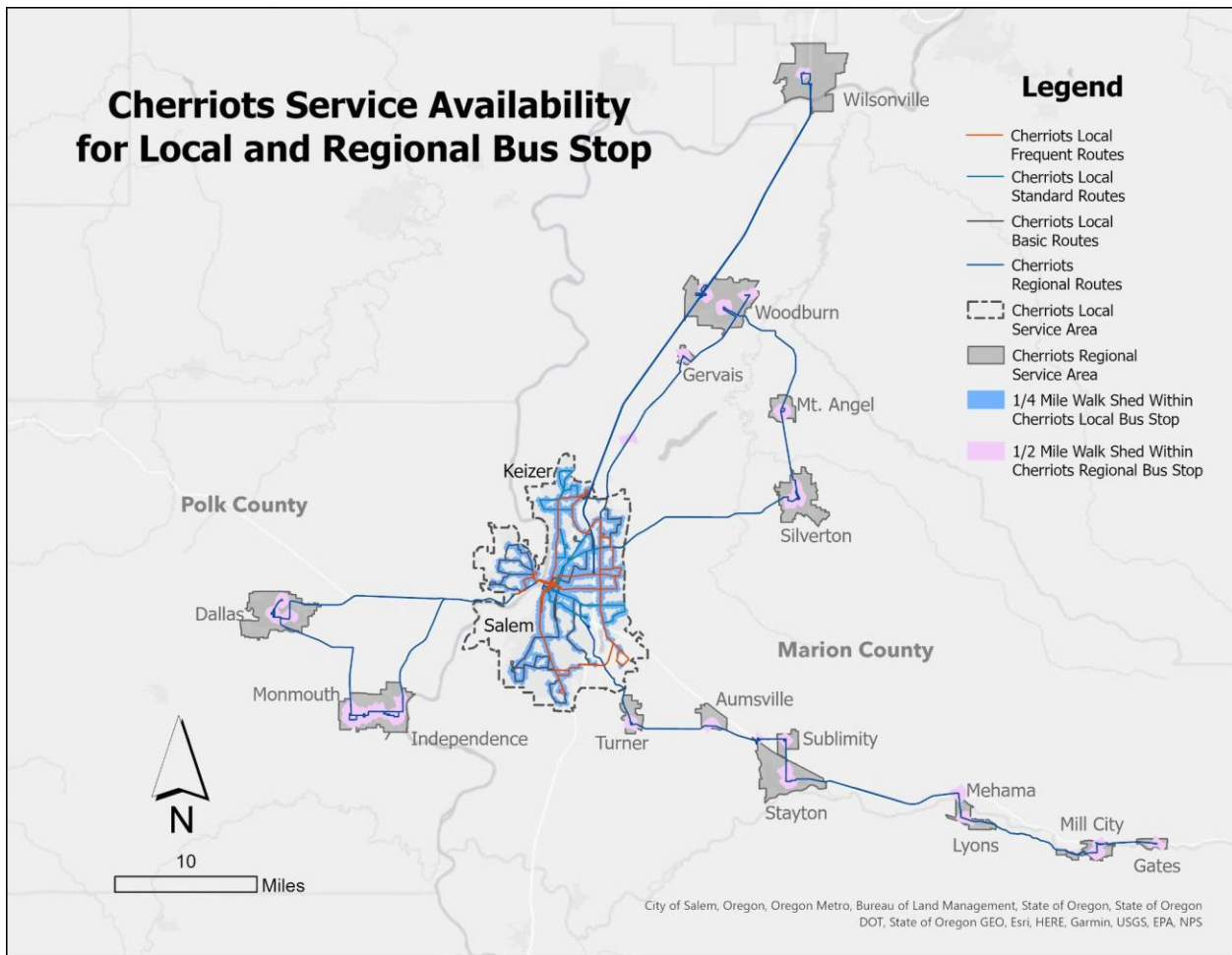
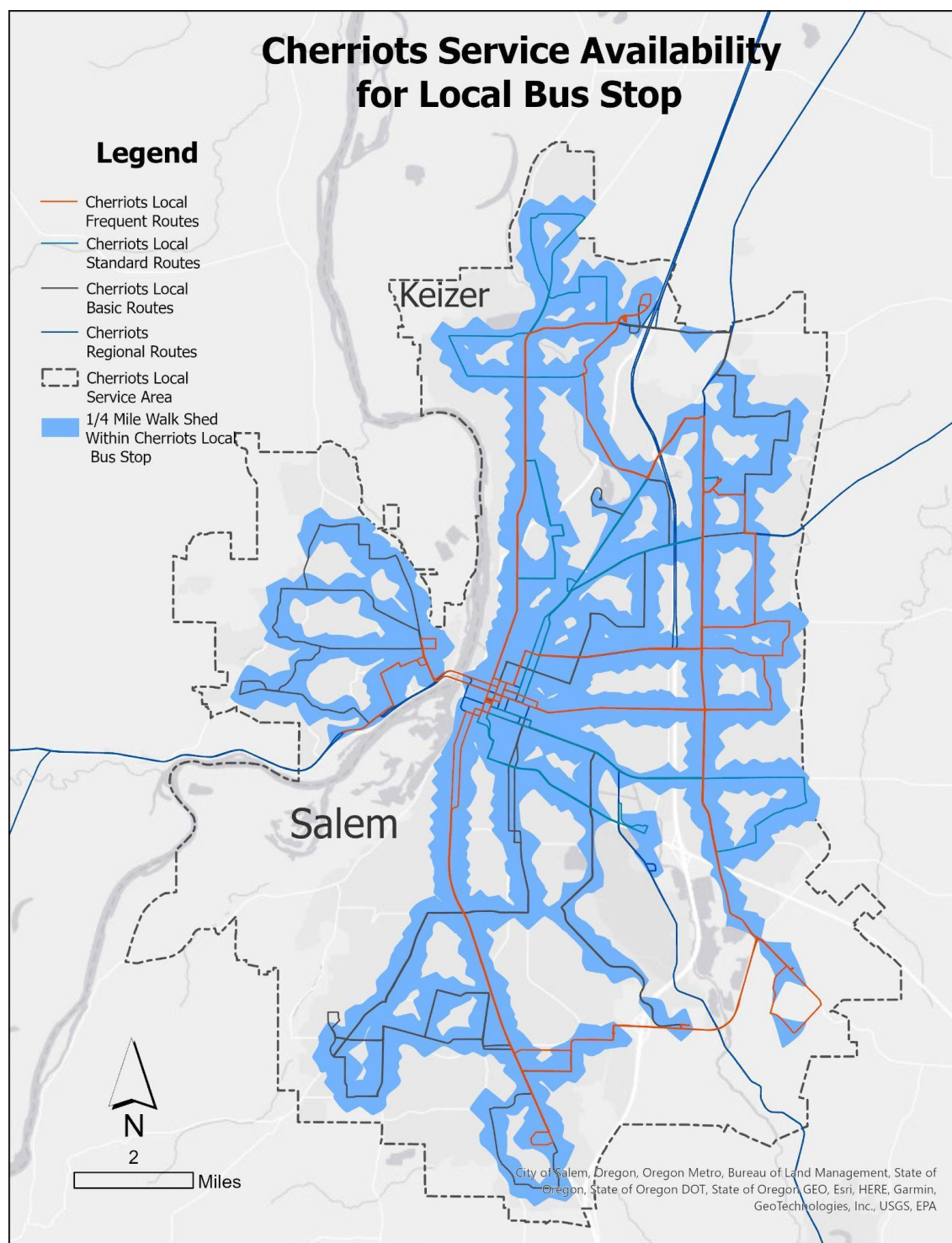


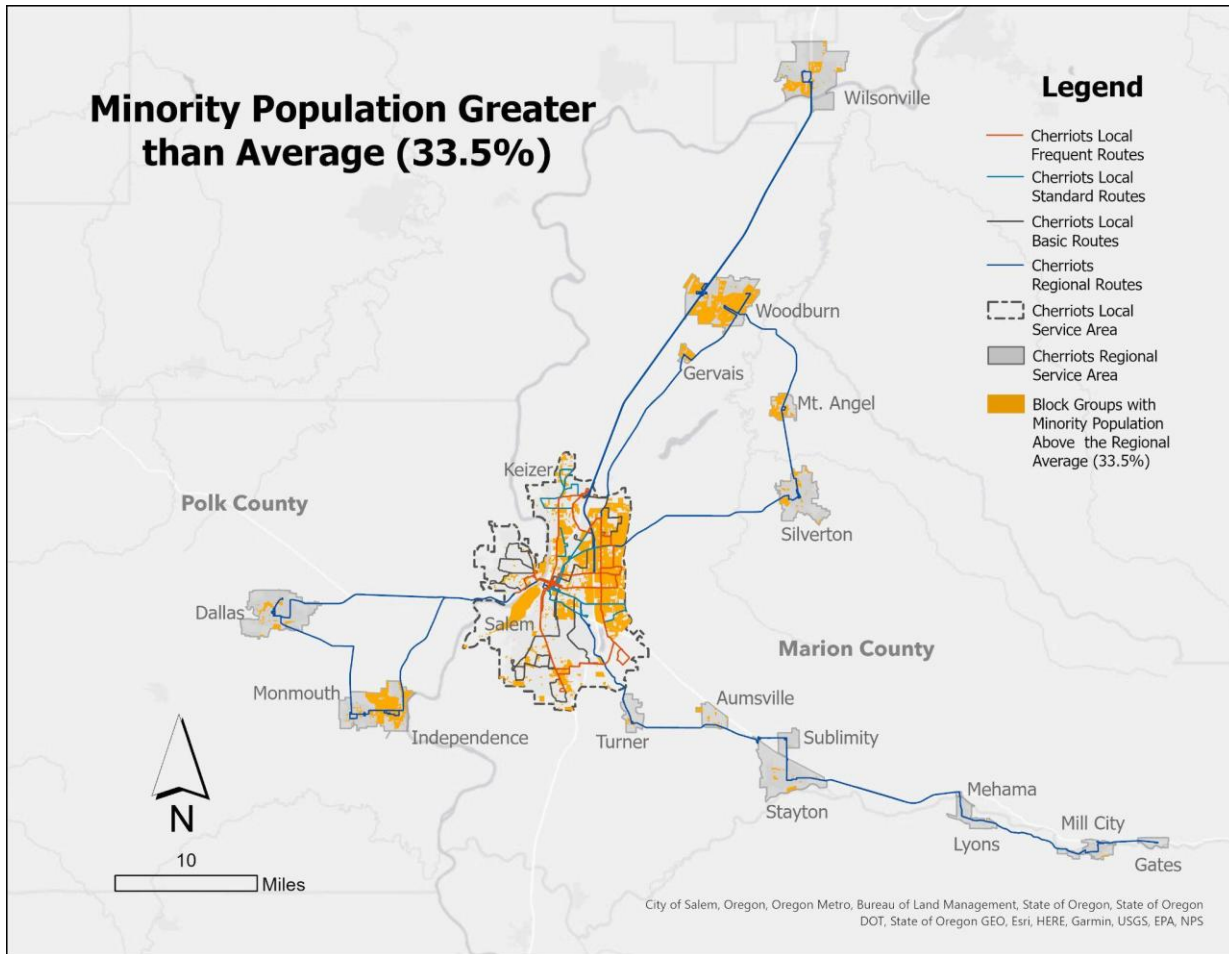
Figure 6. Area within a quarter mile walk of all Cherriots Local bus stops (Salem and Keizer UGB).



Minority Population

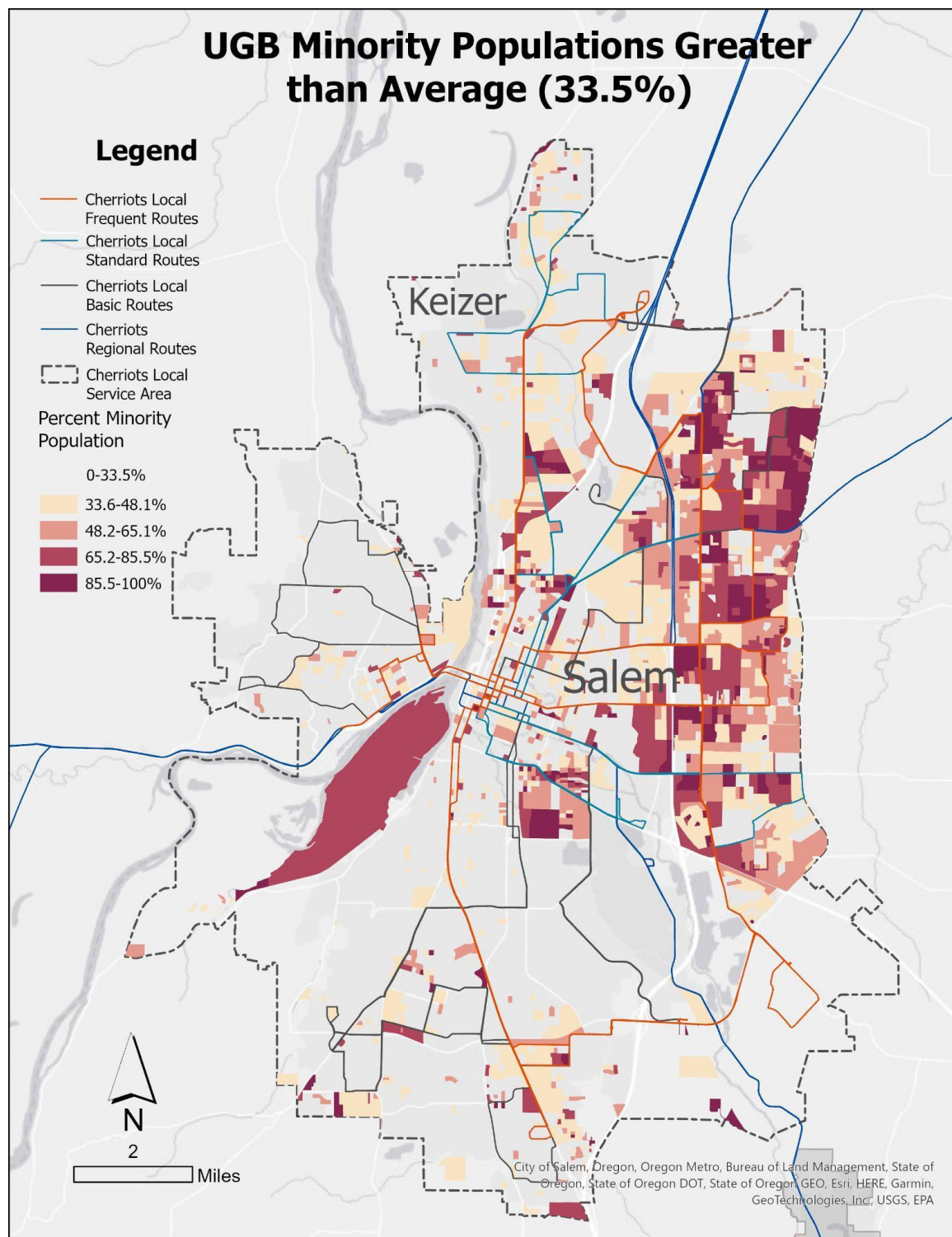
Figures 7 and 8 below display U.S. Census block groups in Salem-Keizer UGB and Regional UGBs that have shares of minority populations greater than the average for Salem-Keizer UGB and Regional UGBs (33.5%) as of the 2020-2024 ACS.

Figure 7. Service and service area relative to block groups with greater than average minority populations (Salem-Keizer UGB and Regional UGBs).



Source: ACS 2020-2024 5-year estimate

Figure 8. Service and service area in relation to block groups with greater than average minority populations (Salem and Keizer UGB).

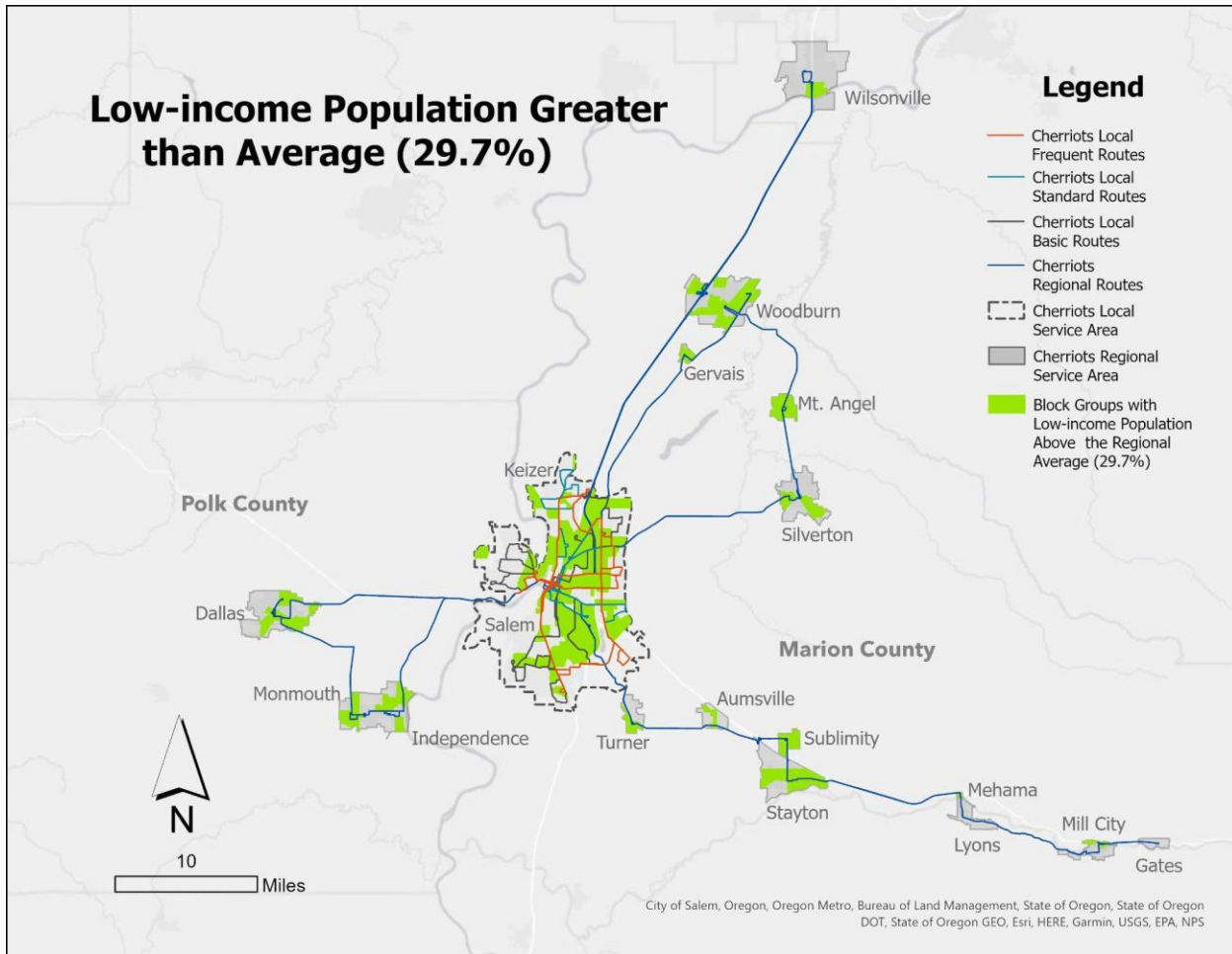


Source: ACS 2020-2024 5-year estimate

Low-Income Population

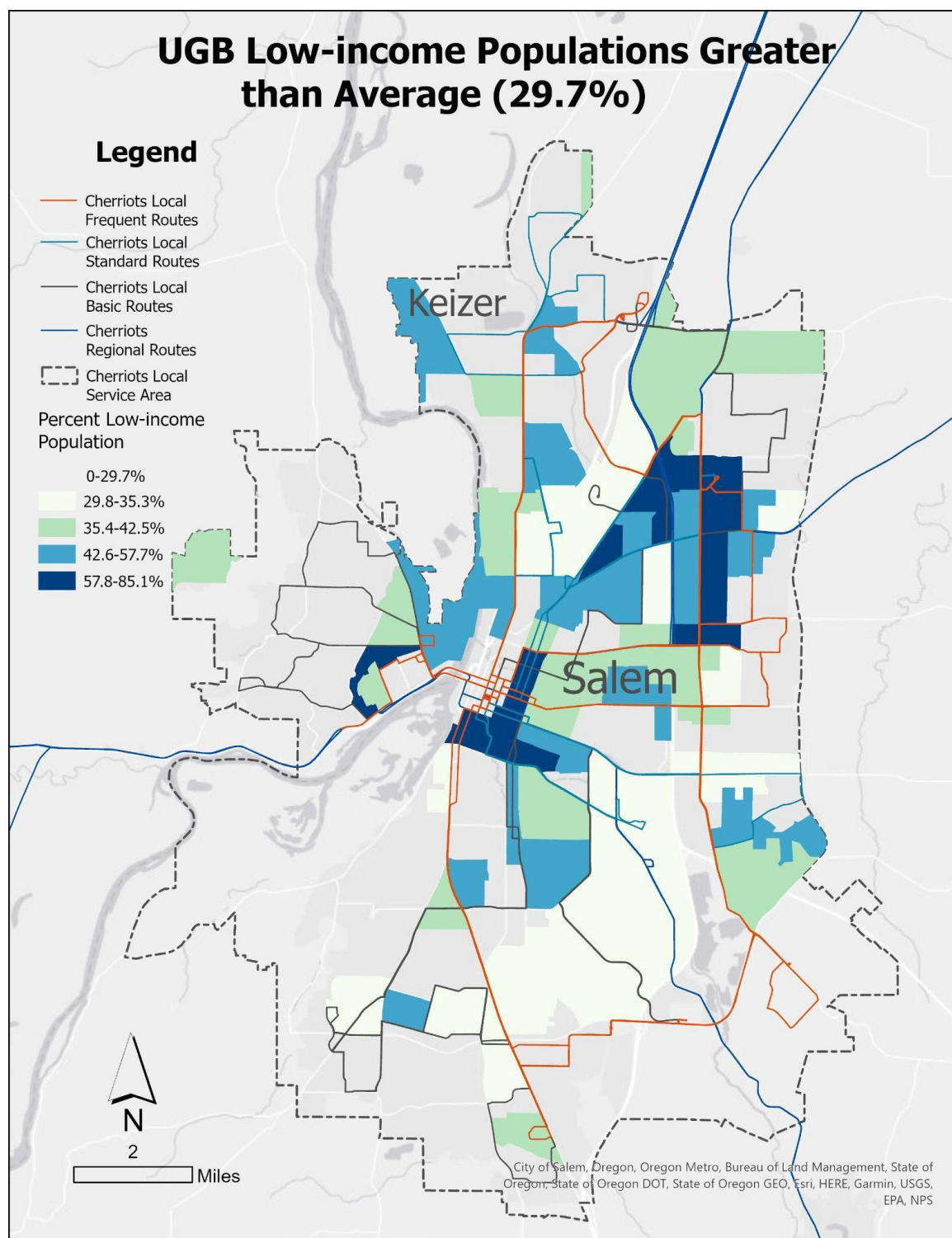
Figures 9 and 10 below display U.S. Census block groups that have shares of low-income populations greater than the average for Salem-Keizer UGB and Regional UGBs (29.7%) as of the 2020-2024 ACS. Low-income is defined as households earning at or below 200% of the Federal Poverty Level (FPL).

Figure 9. Service and service area in relation to block groups with greater than average low-income (200% FPL) populations (Salem-Keizer UGB and Regional UGBs).



Source: ACS 2020-2024 5-year estimate

Figure 10. Service and service area in relation to block groups with greater than average low-income (200% FPL) populations (Salem and Keizer UGB).

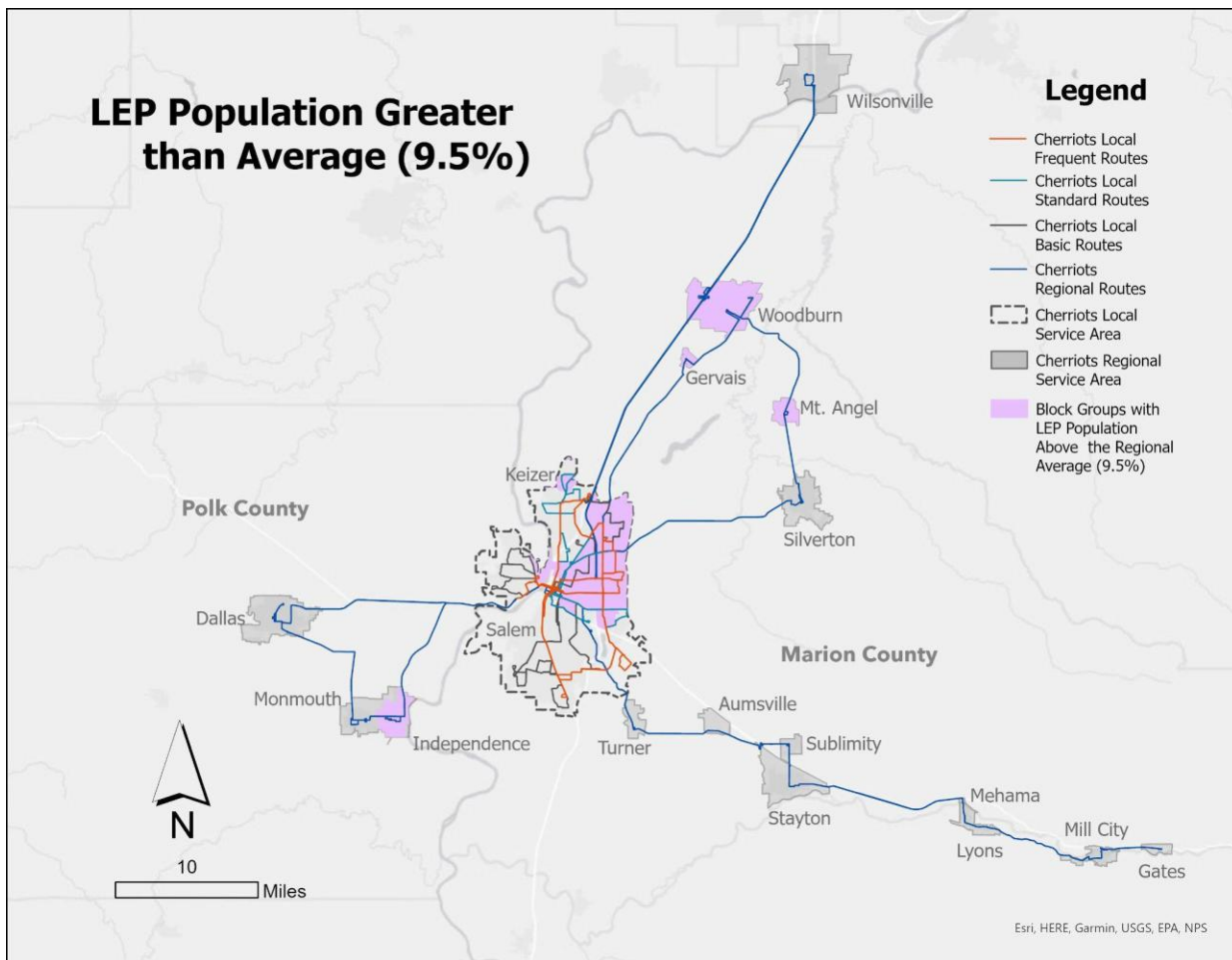


Source: ACS 2020-2024 5-year estimate

Limited English Proficient (LEP) Population

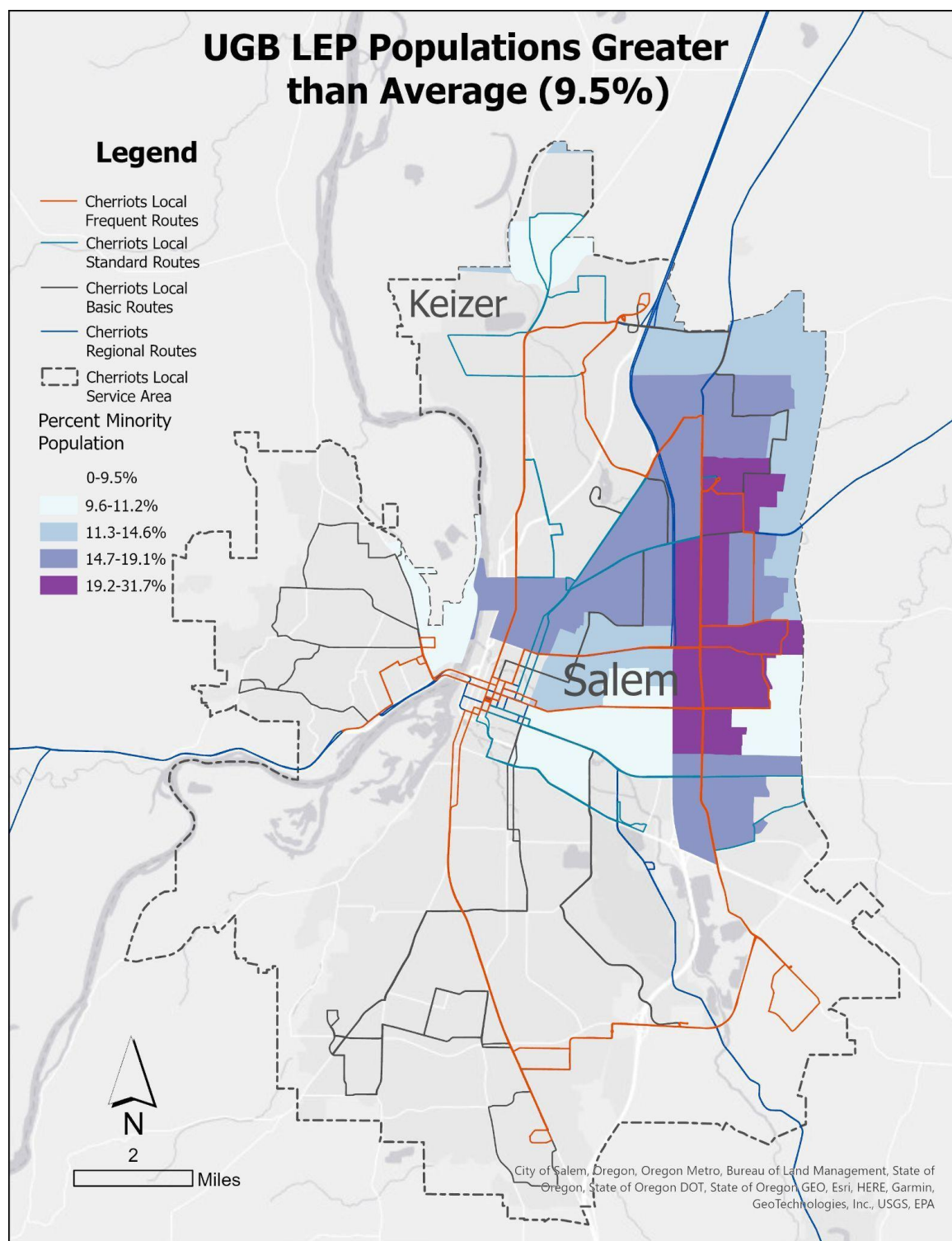
Figures 11 and 12 below display U.S. Census block groups that have shares of LEP populations greater than the average for Salem-Keizer UGB and Regional UGBs (9.5%) as of the 2020-2024 ACS. LEP is defined as those who speak English less than “very well.”

Figure 11. Service and service area in relation to block groups with greater than average LEP populations (Salem-Keizer UGB and Regional UGBs).



Source: ACS 2020-2024 5-year estimate

Figure 12. Service and service area in relation to block groups with greater than average LEP populations (Salem and Keizer UGB).

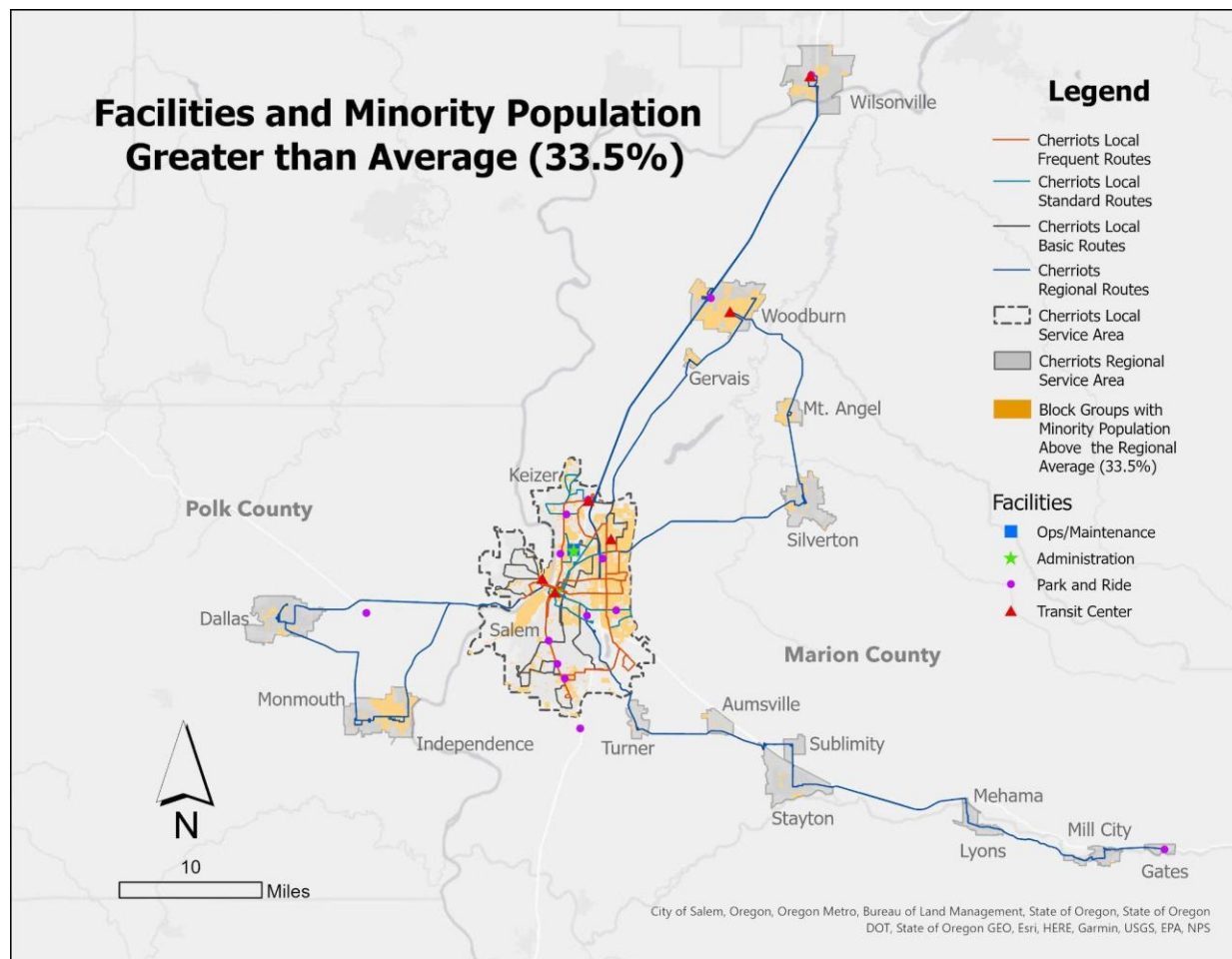


Source: ACS 2020-2024 5-year estimate

Facilities

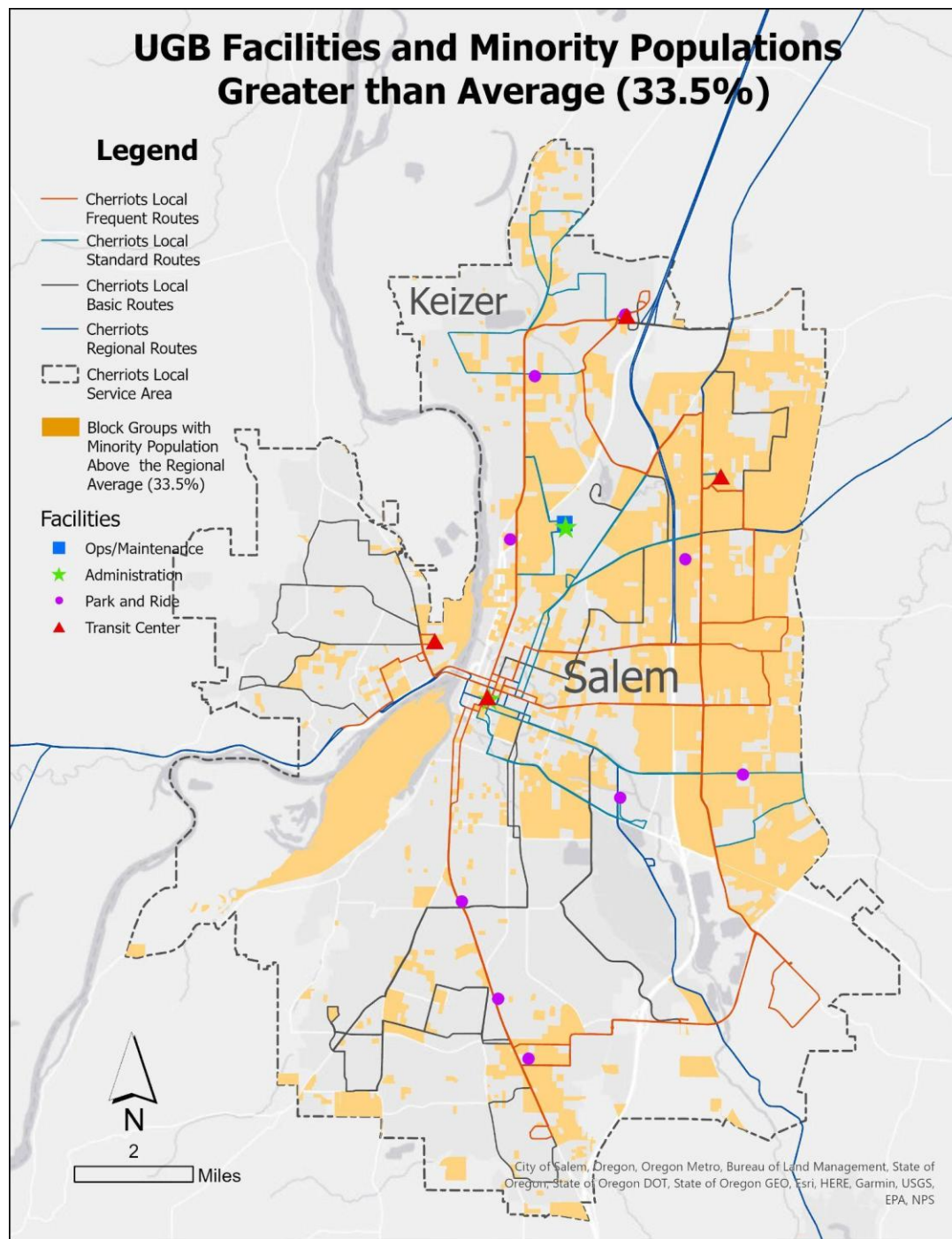
Figures 13 through 16 below display SAMTD facilities and facilities owned by other public or private entities but served by Cherriots buses, including administrative offices, operations and maintenance facilities, park and ride locations, and transit centers. Overlays include minority populations and low-income populations.

Figure 13. Current SAMTD facilities and facilities owned by other public or private entities but served by Cherriots buses in relation to U.S. Census block groups with greater than average minority populations (Salem-Keizer UGB and Regional UGBs).



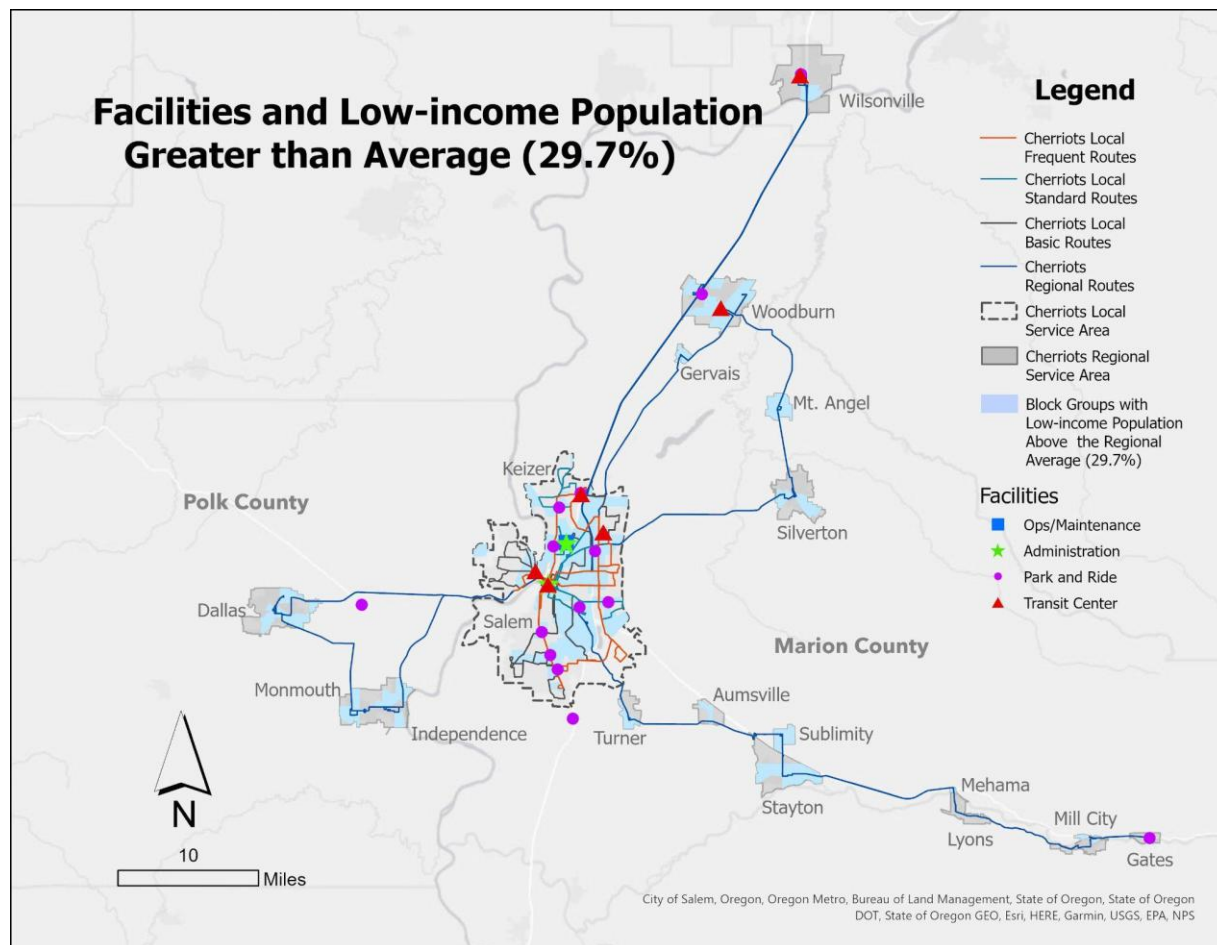
Source: ACS 2020-2024 5-year estimate

Figure 14. Current SAMTD facilities and others that are publicly or privately owned but served by Cherriots buses in relation to block groups with greater than average minority populations (Salem and Keizer UGB).



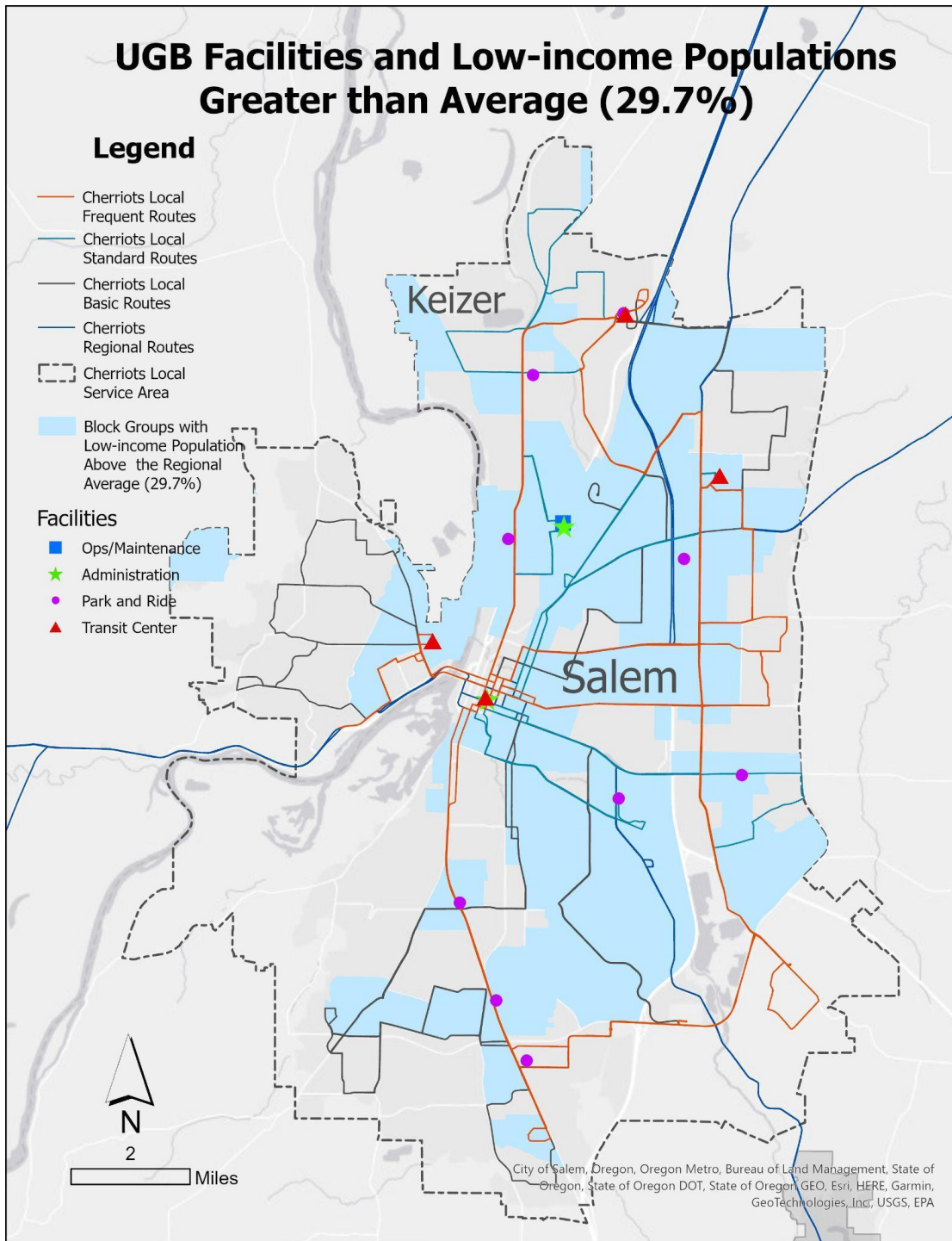
Source: ACS 2020-2024 5-year estimate

Figure 15. Low-income (200% FPL) populations in relation to current SAMTD facilities and facilities belonging to other public and private entities, which are served by Cherriots buses (Salem-Keizer UGB and Regional UGBs)



Source: ACS 2020-2024 5-year estimate

Figure 16. Low-income (200% FPL) populations in relation to current SAMTD facilities and facilities belonging to other public and private entities, which are served by Cherriots buses (Salem and Keizer UGB).

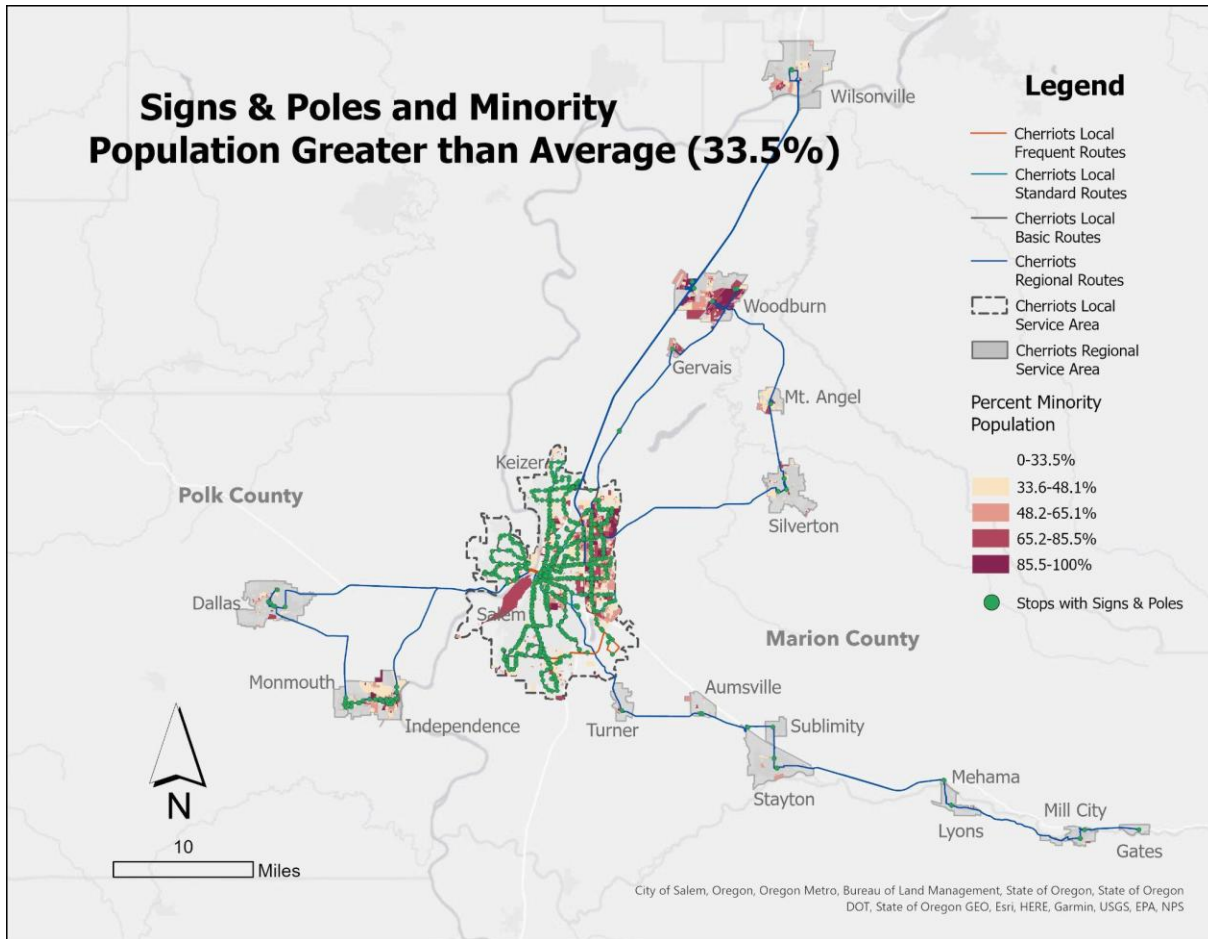


Source: ACS 2020-2024 5-year estimate

Amenities – Poles and Signs

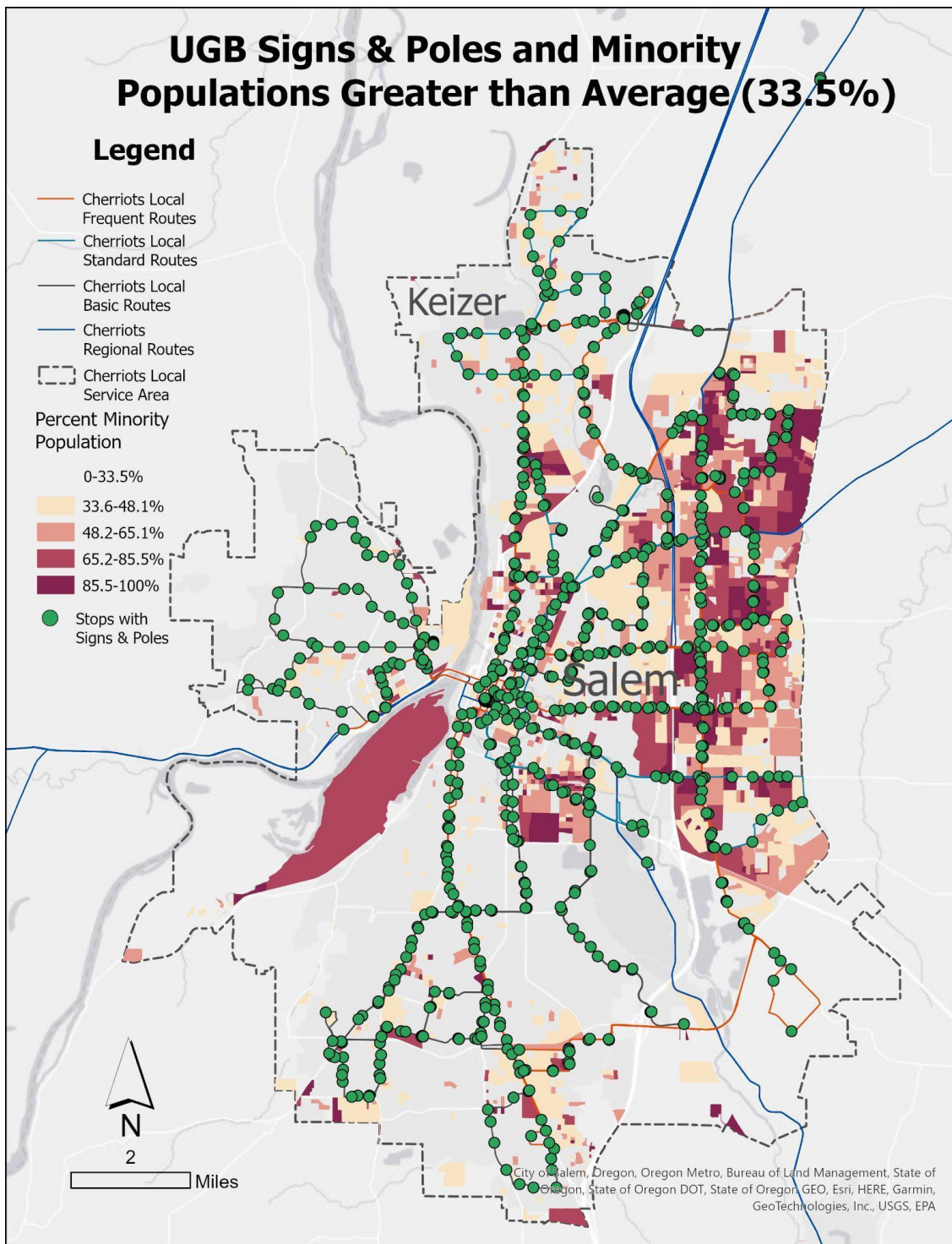
Figures 17 through 20 below display the SAMTD bus stops with poles and signs. This includes bus stop signs, transit center bay signs, and either ground or sidewalk-mounted poles located throughout the region.

Figure 17. Poles and signs in relation to block groups with greater than average minority populations (Salem-Keizer UGB and Regional UGBs).



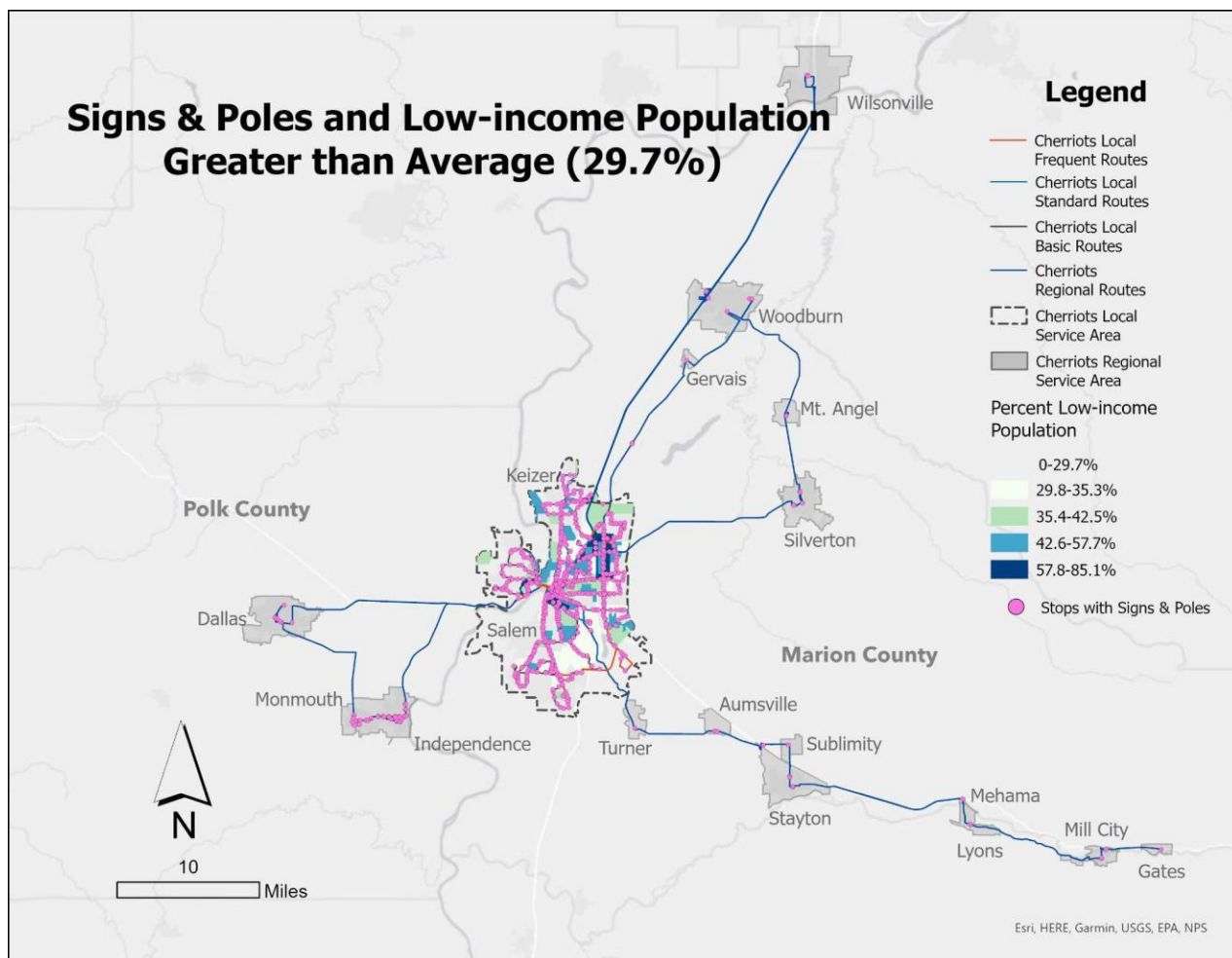
Source: ACS 2020-2024 5-year estimate

Figure 18. Poles and signs in relation to block groups with greater than average minority populations (Salem and Keizer UGB).



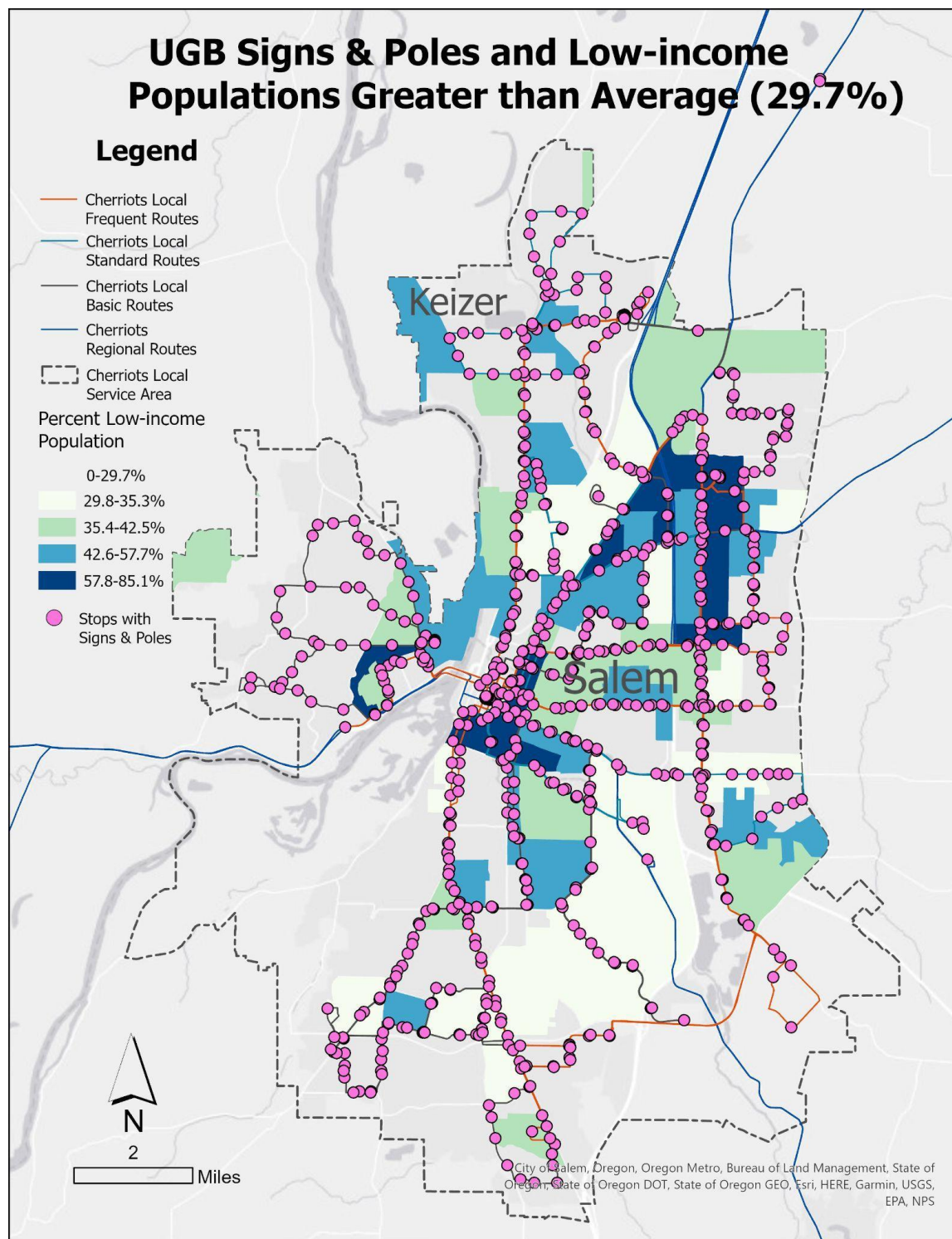
Source: ACS 2020-2024 5-year estimate

Figure 19. Poles and signs in relation to block groups with greater than average low-income (200% FPL) populations (Salem-Keizer UGB and Regional UGBs).



Source: ACS 2020-2024 5-year estimate

Figure 20. Poles and signs in relation to block groups with greater than average low-income (200% FPL) populations (Salem and Keizer UGB).

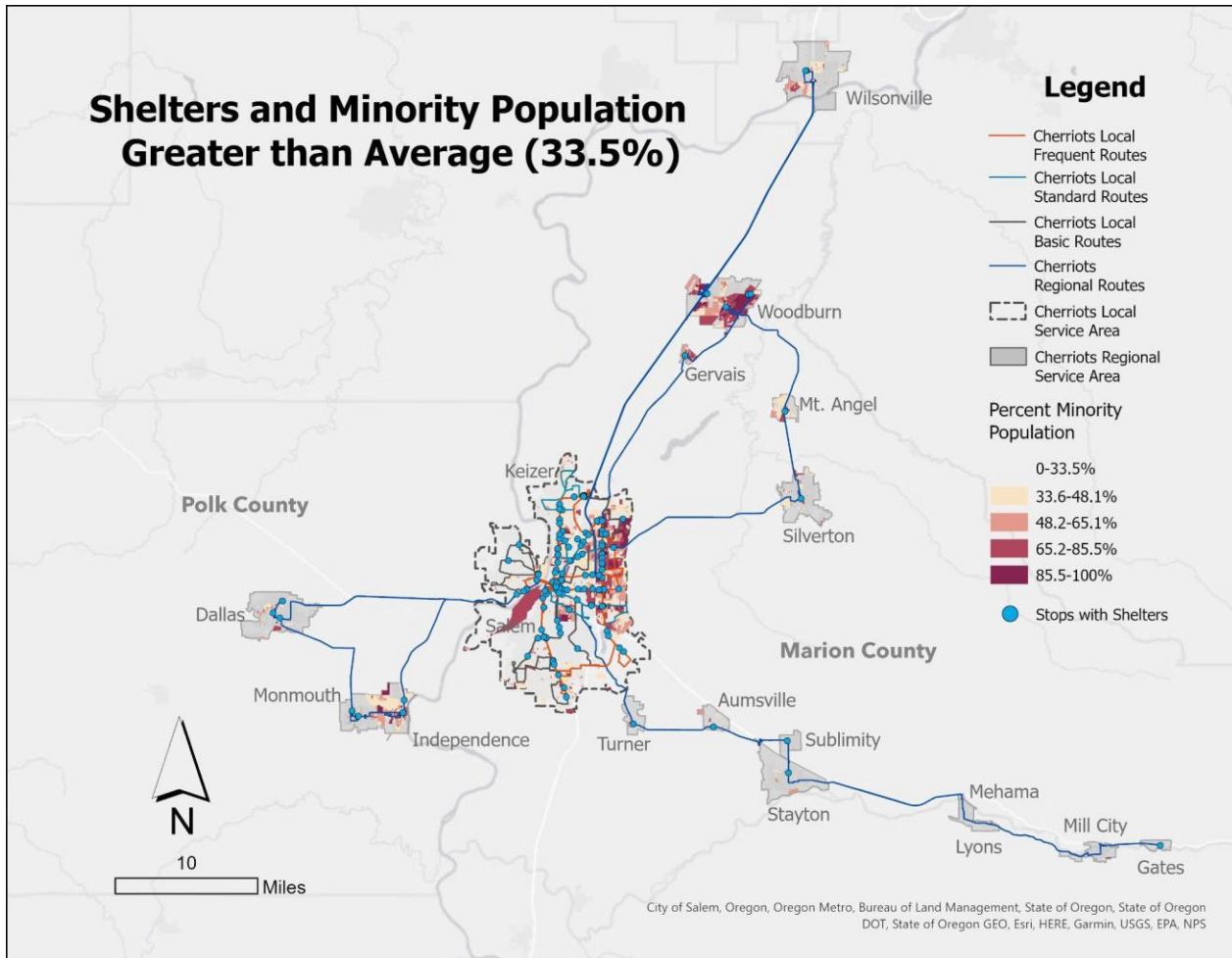


Source: ACS 2020-2024 5-year estimate

Amenities – Shelters

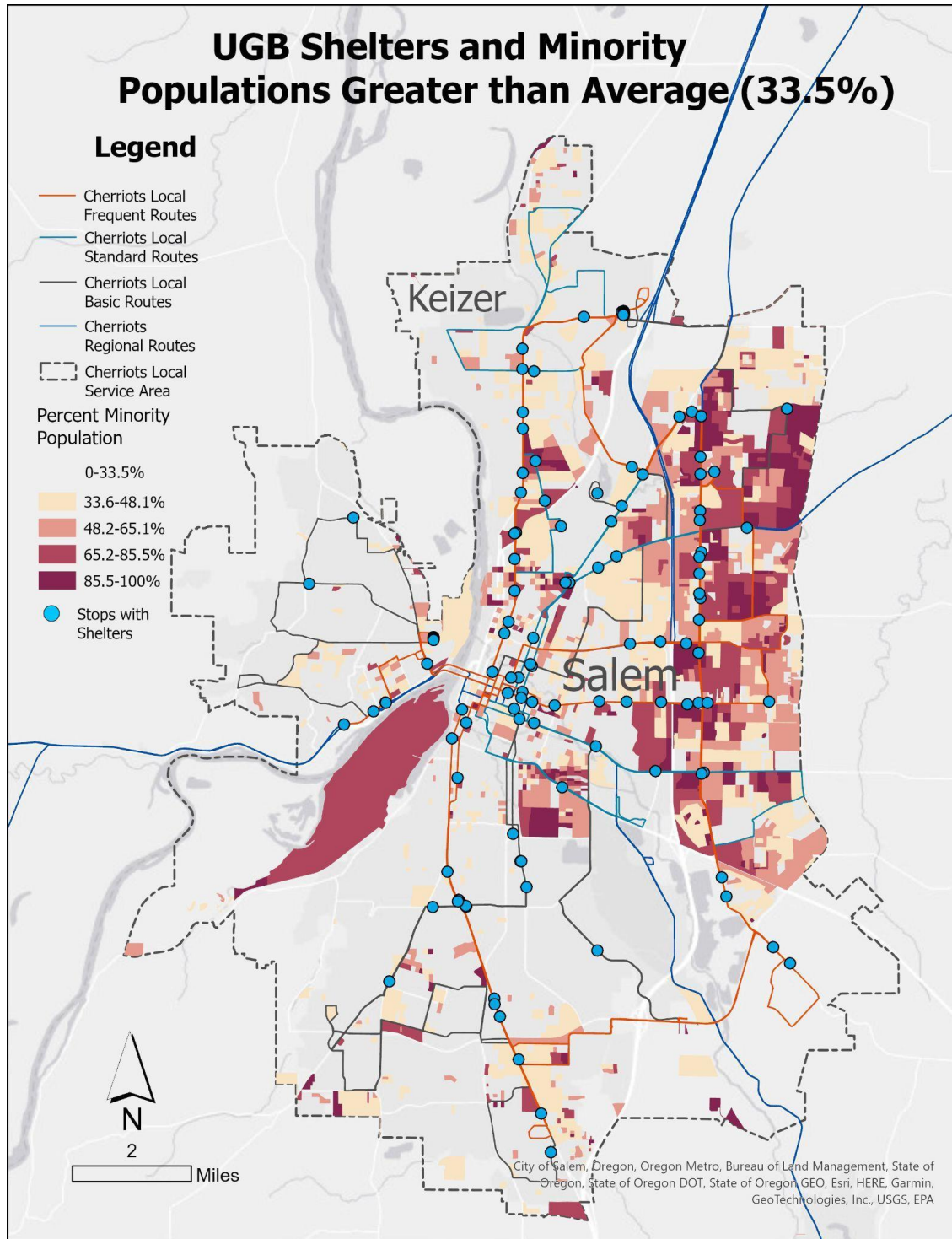
Figures 21 through 22 below display all SAMTD shelters and shelters belonging to other transit agencies and institutions that service SAMTD stops.

Figure 21. Transit shelters in relation to block groups with greater than average minority populations (Salem-Keizer UGB and Regional UGBs).



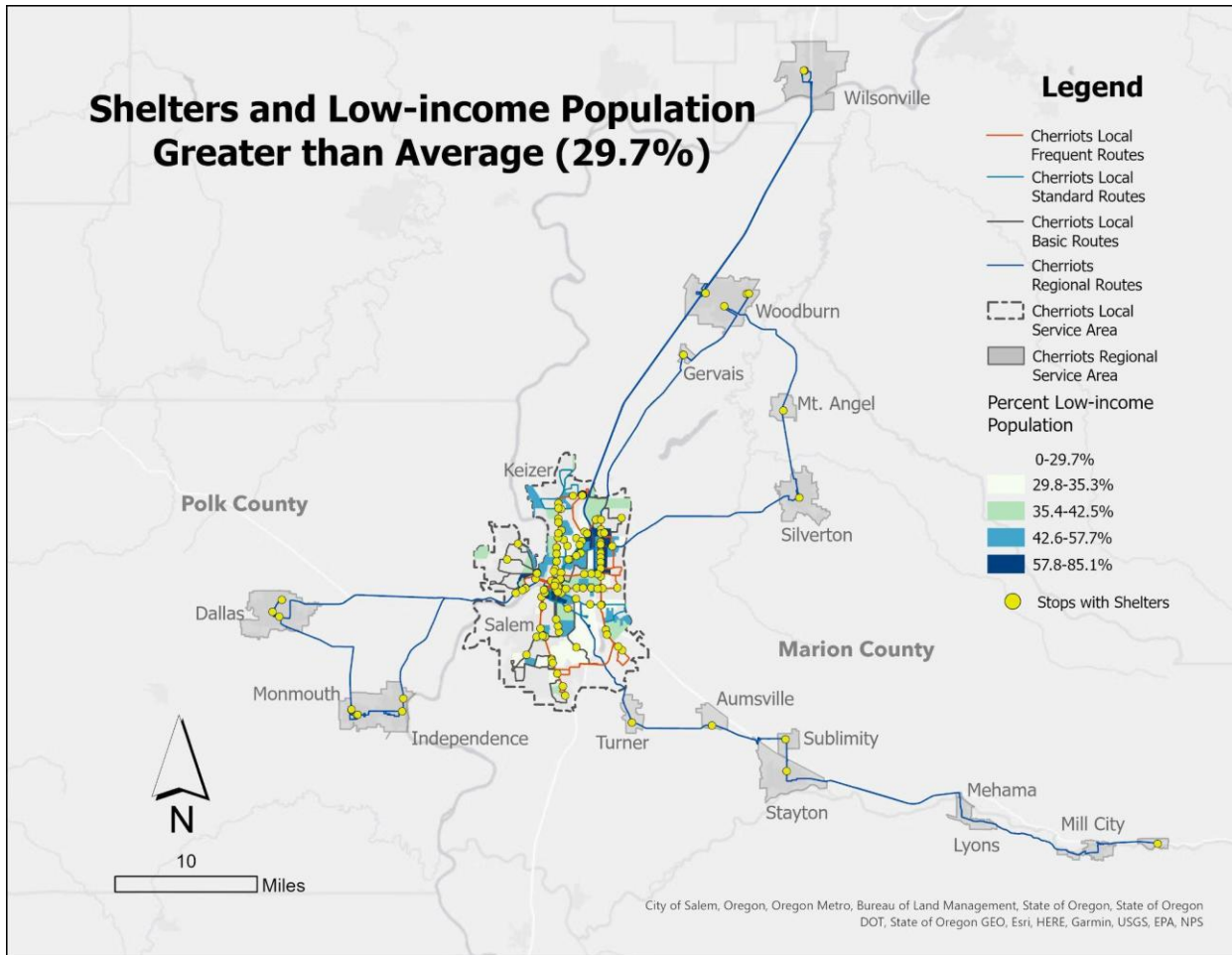
Source: ACS 2020-2024 5-year estimate

Figure 22. Transit shelters in relation to block groups with greater than average minority populations (Salem and Keizer UGB).



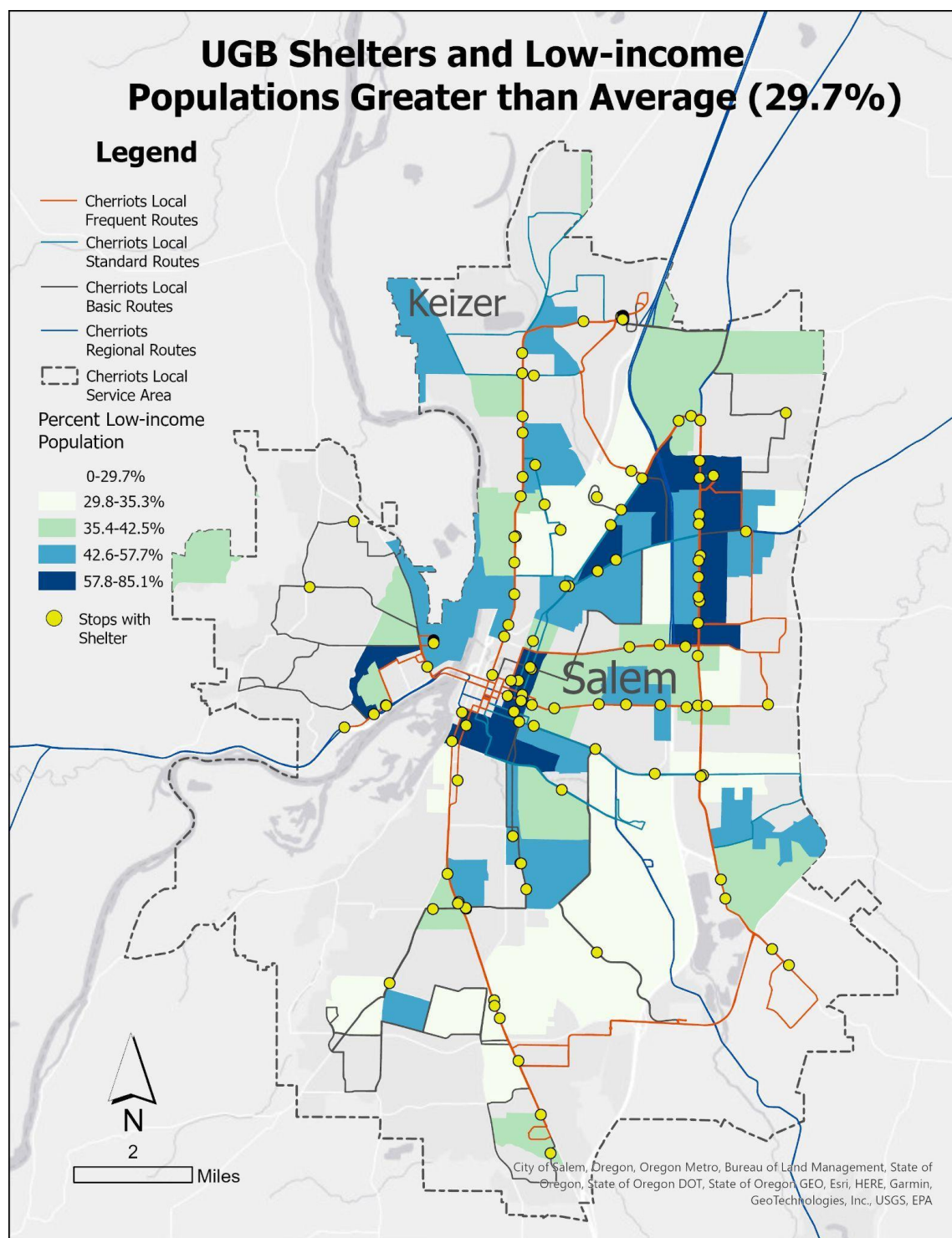
Source: ACS 2020-2024 5-year estimate

Figure 23. Transit shelters in relation to block groups with greater than average low-income (200% FPL) populations (Salem-Keizer UGB and Regional UGBs).



Source: ACS 2020-2024 5-year estimate

Figure 24. Transit shelters in relation to block groups with greater than average low-income (200% FPL) populations (Salem and Keizer UGB).

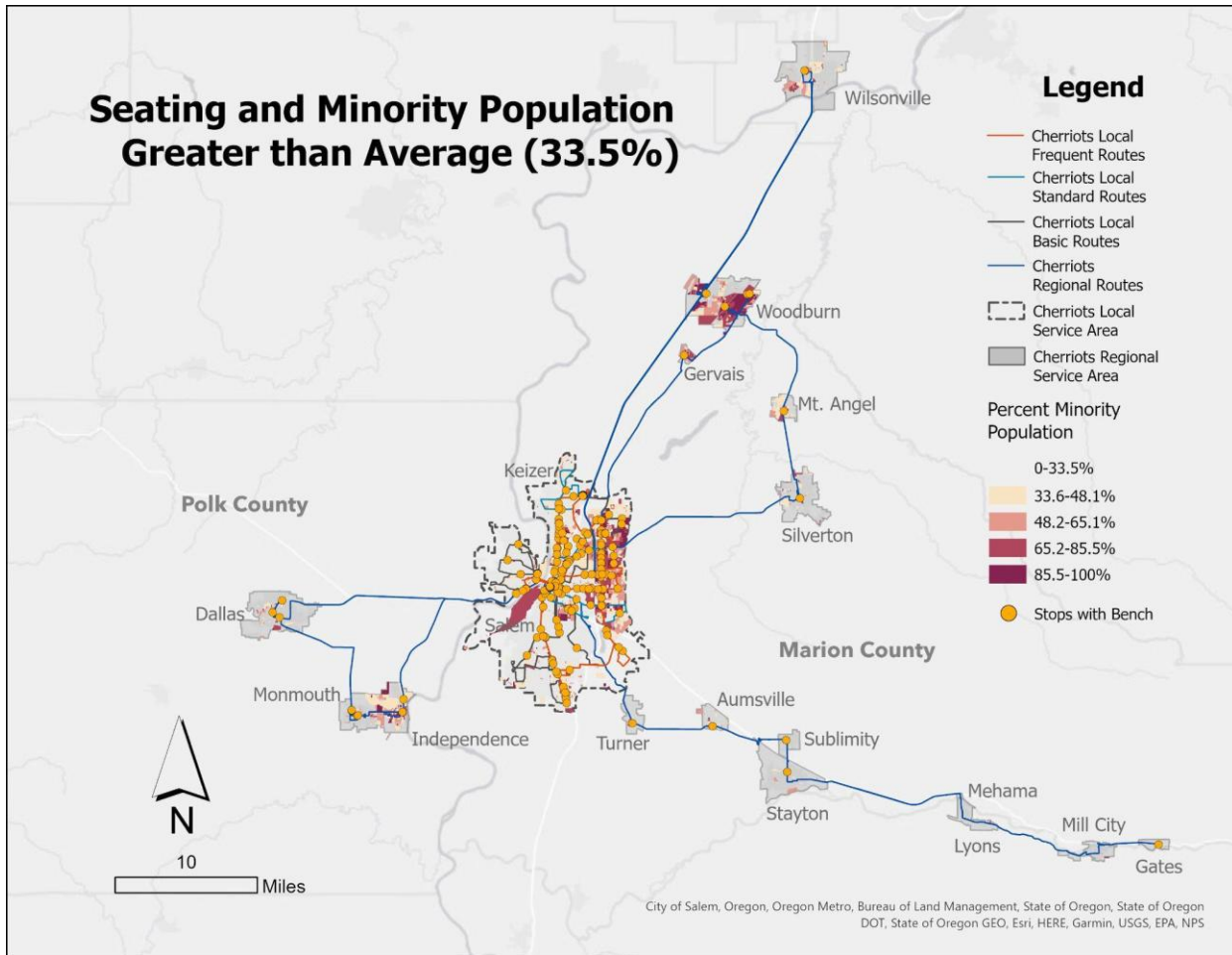


Source: ACS 2020-2024 5-year estimate

Amenities – Seating

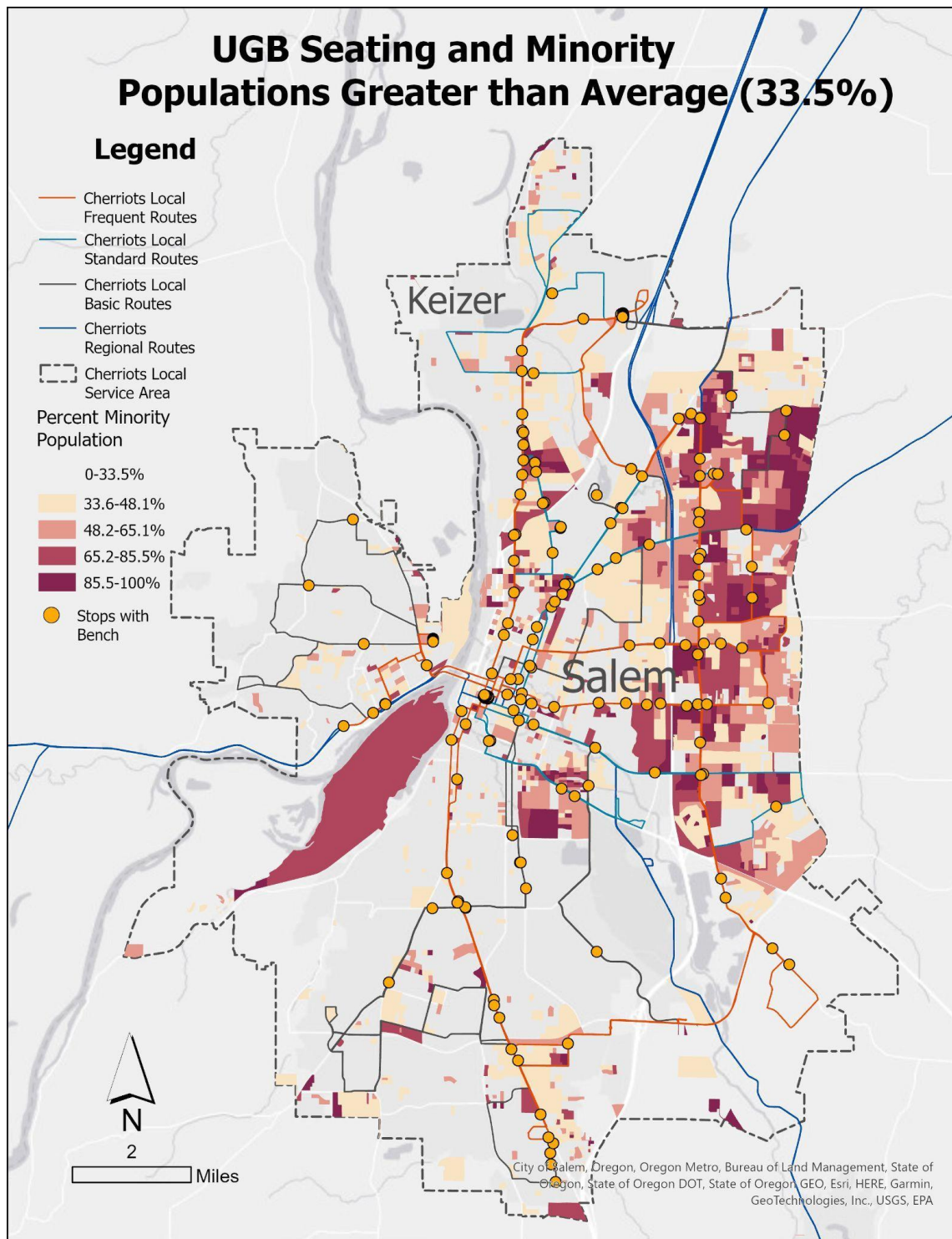
Figures 25 through 28 below display all SAMTD seating, including benches in shelters, stand-alone benches, and Simme-Seats.

Figure 25. Seating in relation to block groups with greater than average minority populations (Salem-Keizer UGB and Regional UGBs).



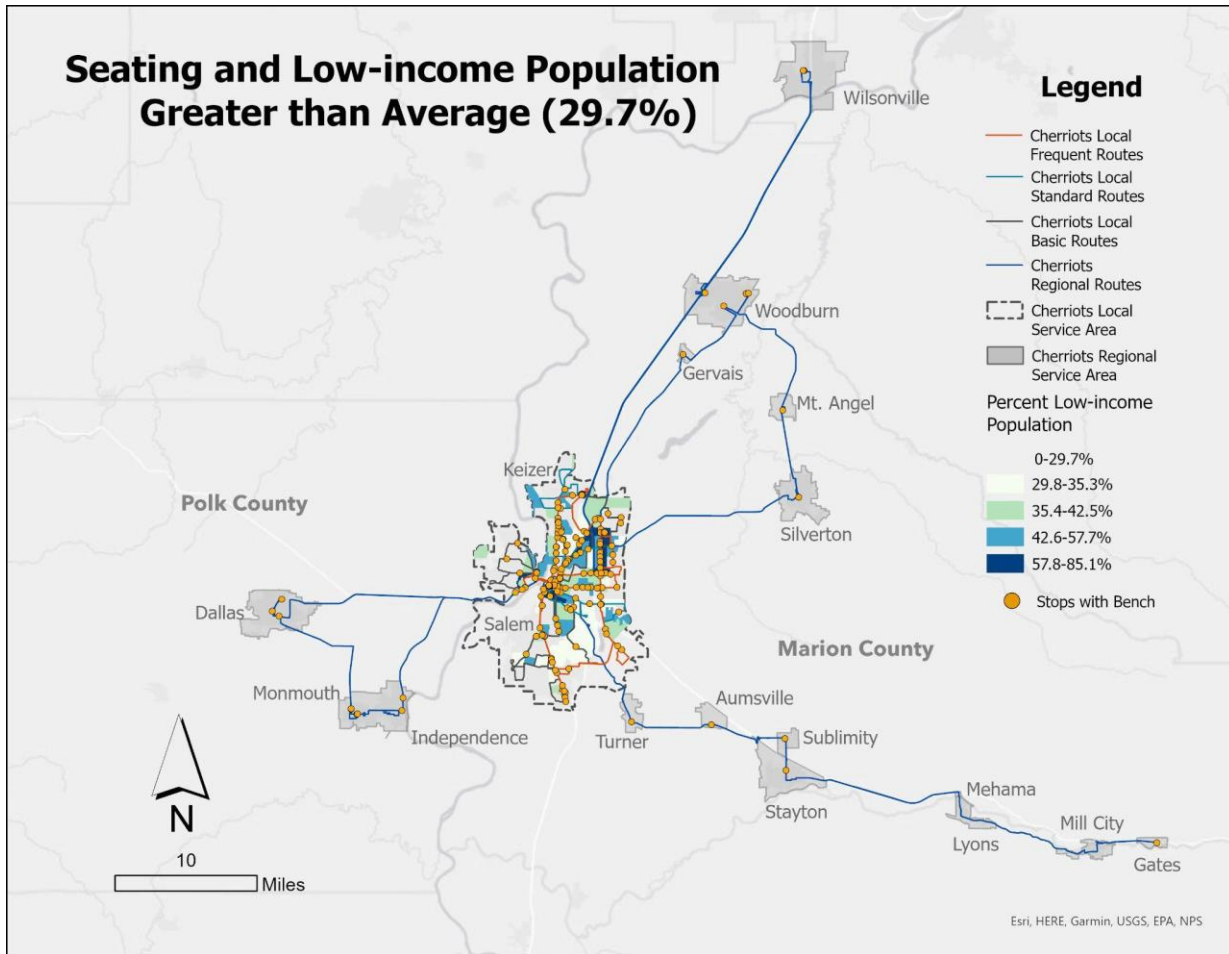
Source: ACS 2020-2024 5-year estimate

Figure 26. Seating in relation to block groups with greater than average minority populations (Salem and Keizer UGB).



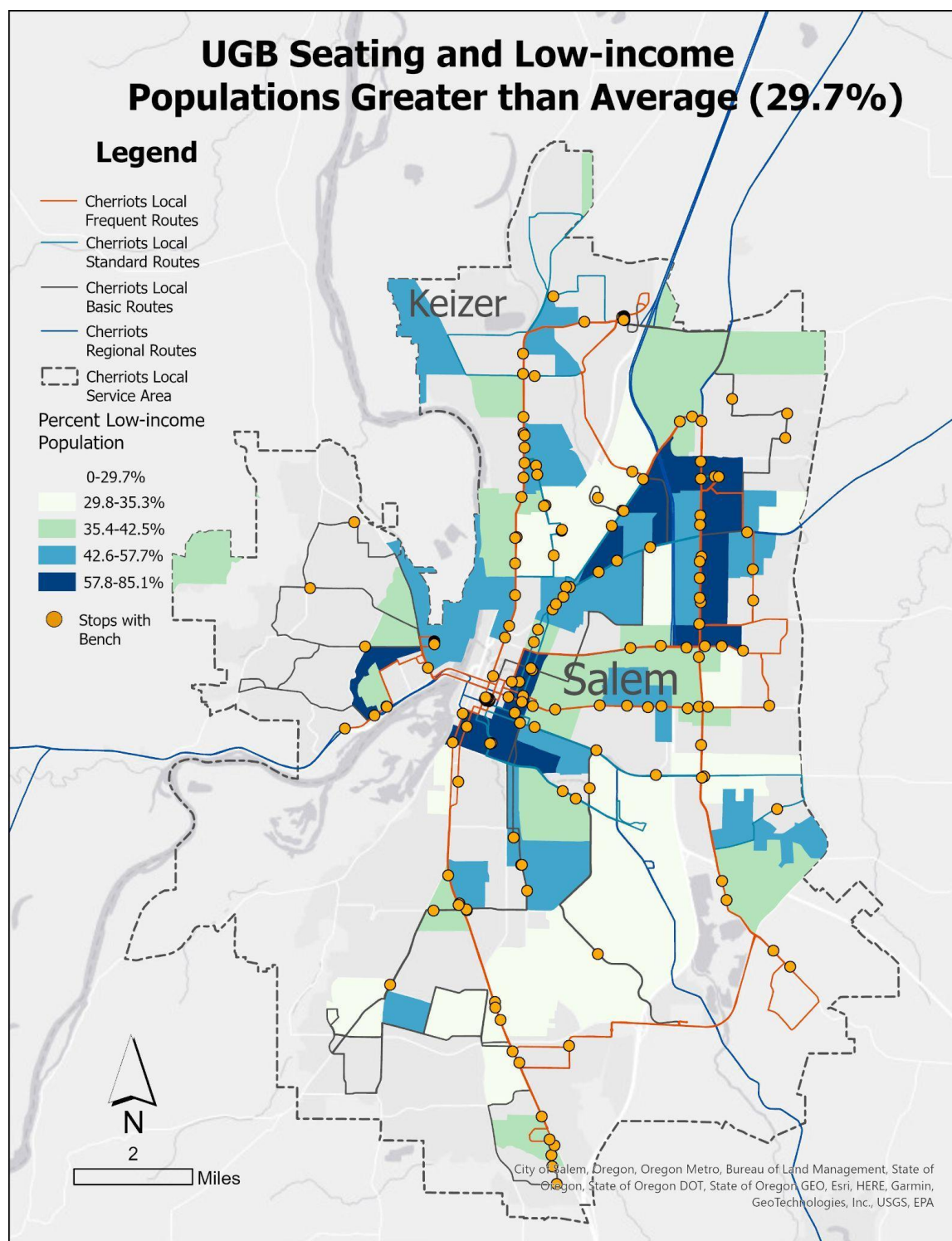
Source: ACS 2020-2024 5-year estimate

Figure 27. Seating in relation to block groups with greater than average low-income (200% FPL) populations (Salem-Keizer UGB and Regional UGBs).



Source: ACS 2020-2024 5-year estimate

Figure 28. Seating in relation to block groups with greater than average low-income (200% FPL) populations (Salem and Keizer UGB).

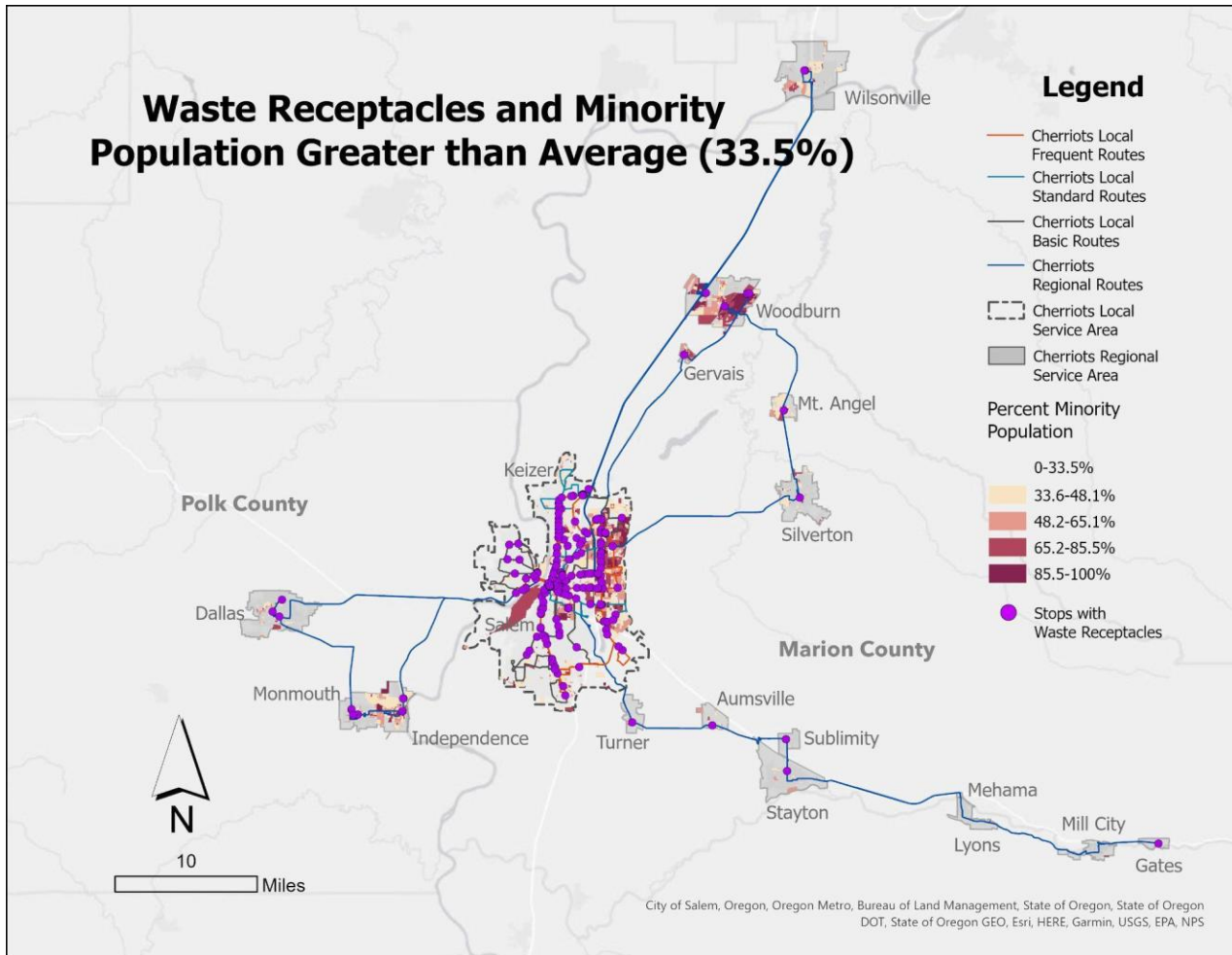


Source: ACS 2020-2024 5-year estimate

Amenities – Waste Receptacles

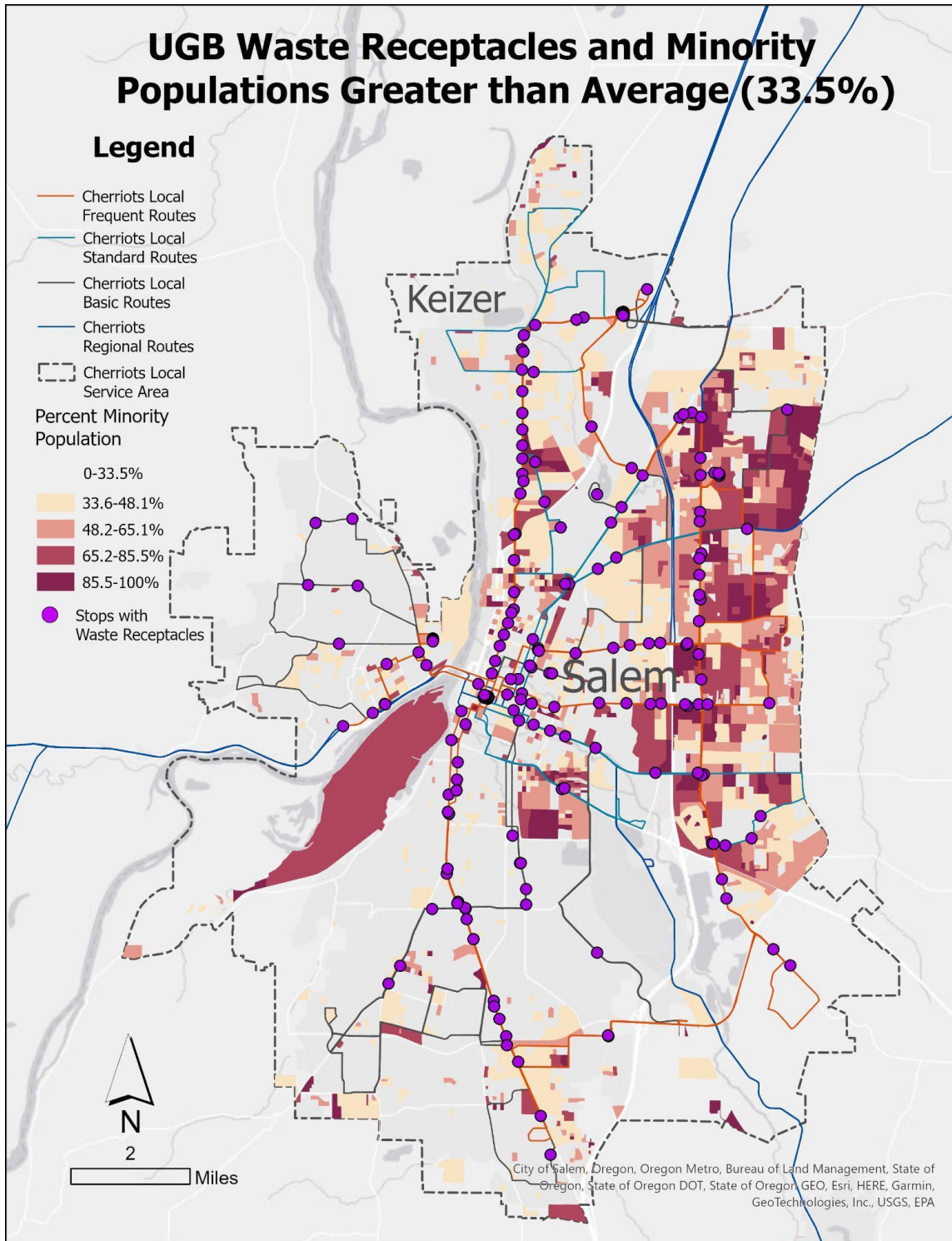
Figures 29 through 32 below display all SAMTD waste receptacles, including those in shelters, attached to bus stop poles, and stand-alone waste receptacles.

Figure 29. Waste receptacles in relation to block groups with greater than average minority populations (Salem-Keizer UGB and Regional UGBs).



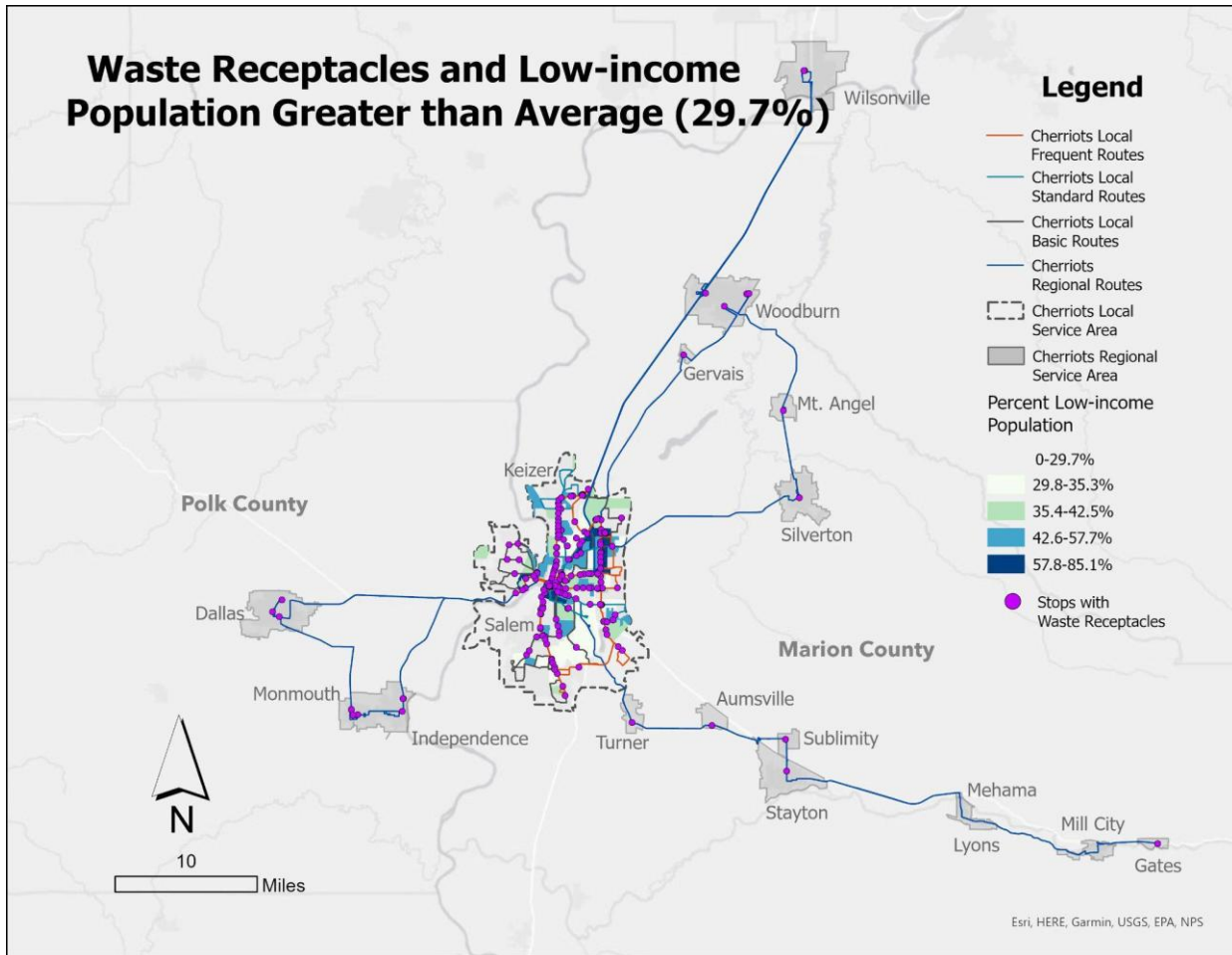
Source: ACS 2020-2024 5-year estimate

Figure 30. Waste receptacles in relation to block groups with greater than average minority populations (Salem and Keizer UGB).



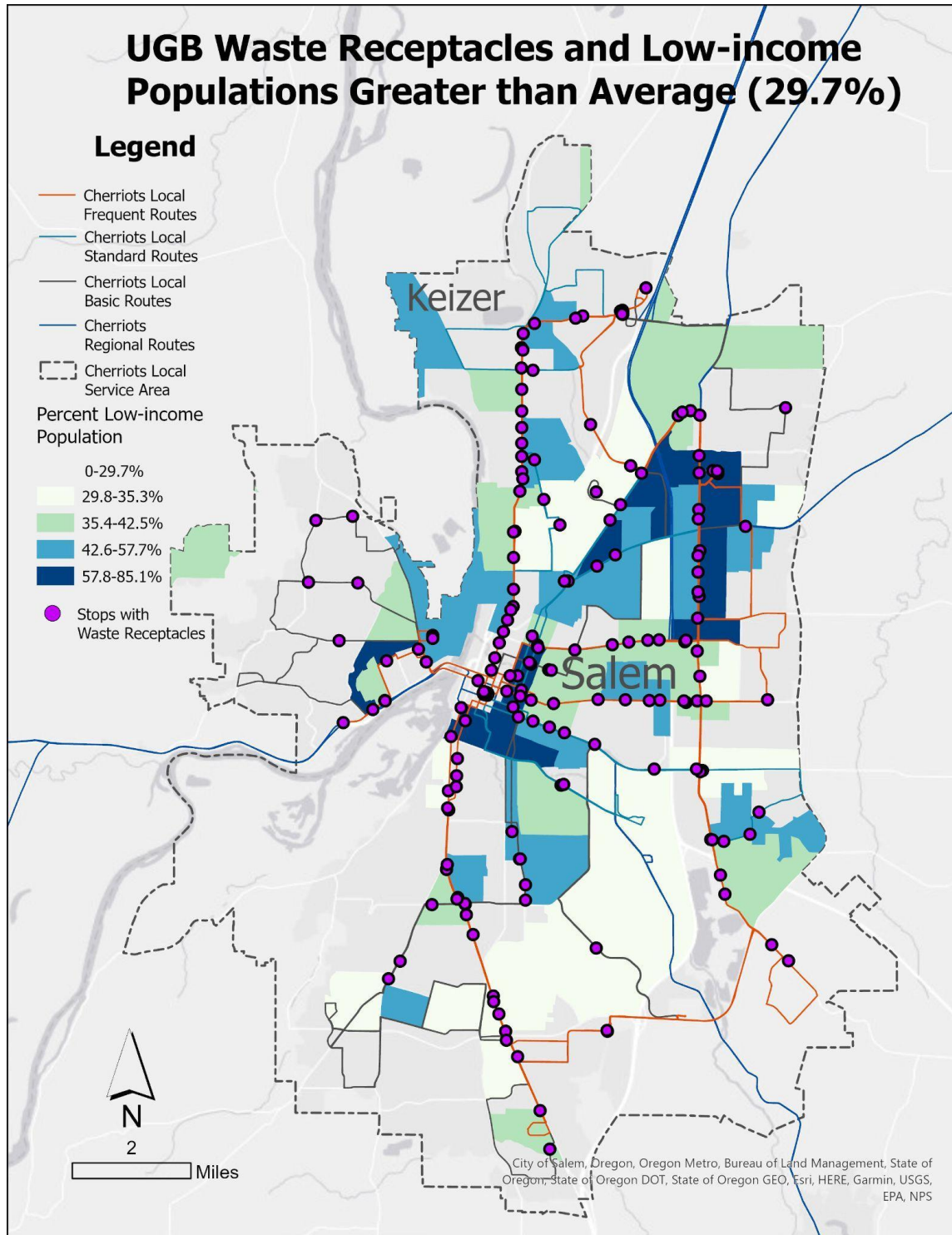
Source: ACS 2020-2024 5-year estimate

Figure 31. Waste receptacles in relation to block groups with greater than average low-income (200% FPL) populations (Salem-Keizer UGB and Regional UGBs).



Source: ACS 2020-2024 5-year estimate

. Waste receptacles in relation to block groups with greater than average low-income (200% FPL) populations (Salem and Keizer UGB).



Source: ACS 2020-2024 5-year estimate

List of Attachments and Links

A.	Board Resolution No. 2026-13	88
	Adopting the 2026 Title VI Update at the September 24, 2026 Board Meeting	
B.	SAMTD Title VI Notice to the Public in English, Spanish, Russian, and Chinese Posted on all Cherriots Local, Cherriots Regional, Cherriots Shop and Ride, Cherriots LIFT buses as well as at Transit Centers and on Cherriots.org.....	89
C.	<u>SAMTD Civil Rights Complaint Procedure</u> (Please note this is linked rather than attached)	
D.	<u>SAMTD Civil Rights Complaint Form</u> (Please note this is linked rather than attached)	
E.	<u>Public Participation Plan</u> and Chapter 6 of <u>Cherriots Service Guidelines</u> (Please note this is linked rather than attached)	
F.	<u>2024 Needs Assessment</u> (Please note this is linked rather than attached)	
G.	SAMTD Language Assistance Plan	91
H.	Policy #704 - Subrecipient Monitoring	107
I.	Subrecipients' Title VI Documentation The following documents are the Title VI Notices to the Public, complaint procedures, and complaint forms for the following non-profit organizations that receives Federal and State grants through SAMTD ("subrecipients").	
	a. Garten Services	110
	b. <u>Legacy Silverton Medical Center</u> (Please note this is linked rather than attached)	
	c. <u>West Valley Hospital</u> (Please note this is linked rather than attached)	
	i. <u>Patient Rights, Responsibilities, & Safety</u> (Please note this is linked rather than attached)	
	Also included are copies of the Title VI Plans for the following cities, which receive state Special Transportation Funds (STF), state Statewide Transportation Improvement Fund (STIF), and federal Section 5310 grant dollars through SAMTD:	
	d. <u>City of Silverton</u>	
	e. <u>City of Woodburn</u>	
J.	Equity Analyses for Major Service Changes August 2023	119
K.	SAMTD Title VI Policy Documents	
	a. 705 – System-Wide Service Standards	121
	b. 706 – System-Wide Service Policies	127
	c. 707 – Major Service Changes	130
	d. 708 – Disparate impact for Service Changes	134
	e. 710 – Fare Changes	139

f. 711 – Disparate Impact for Fare Changes	142
g. 712 – Disproportionate Burden for Fare Changes	146
L. 2024 On-Board Survey Report (Completed June 2024)	149
M.2025 On-Board Survey Report (Completed February 2026)	293

Resolution No. 2026-13

2026 Title VI Program for the Salem Area Mass Transit District

Whereas, the Salem Area Mass Transit District (“District”) is required under federal regulations as a designated recipient of federal funds, to submit a Title VI Program under the Federal Transit Administration (FTA) circular 4702.1B; and,

Whereas, FTA rules and regulations contained in 49 USC §5307 (c)(1)(i) define what a Fare Change and Major Service Change are, and the minimum circumstances under which a Disparate Impact and Disproportionate Burden Analysis is required; and,

Whereas, the District is required to conduct a prescribed Disparate Impact and Disproportionate Burden Analysis in the event of certain Major Service Changes or increases or decreases to transit fares; and,

Whereas, system-wide service standards and policies must be in place in order to comply with Title VI rules and regulations; and,

Whereas, the District has occasion to affect changes to its fares and/or its transit services to carry out its mission; and,

Whereas, a public hearing is required by the FTA in the event of Major Service Changes that call for a reduction in transit service or any increase to transit fares; and,

Whereas, the District wishes to ensure that the public has ample opportunity to participate in the consideration of the change of transit fares, and in the planning and implementation of Major Service Changes, consistent with Federal regulations; and,

Whereas, the District wishes to ensure that people living under 200 percent of the Federal Poverty Level (FPL) do not bear any more burden of an increase in fares or in the event of a Major Service Change than those above 200 percent of FPL;

Now, Therefore, Be It Resolved By the Board of Directors of Salem Area Mass Transit District;

That, the Board adopts Resolution #2026-13 to approve the 2026 Title VI Program as written; and direct the Interim General Manager to submit the Title VI Plan to the FTA by October 1, 2026, as is required by federal rules and regulations.

Adopted by the Board of Directors on the 24th day of September 2026, and effective thereupon.

Attest:

Kirra Pressey
Clerk of the Board

Maria Hinojos Pressey
Board President

Salem Area Mass Transit District, dba Cherriots

Title VI Civil Rights Statement

Cherriots Respects Civil Rights

Cherriots operates its programs without regard to race, color, national origin, religion, sex, sexual orientation, gender identity, marital status, age, disability, or income status in accordance with Title VI of the Civil Rights Act, ORS Chapter 659A.400 – 659A.417, or other applicable law. For more information contact 503-588-2424 (TTY 1-800-735-2900 Oregon Relay network) or email info@cherriots.org.

Cherriots Title VI Statement

Title VI of the Civil Rights Act of 1964 states: “No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” Cherriots is committed to complying with the requirements of Title VI in all of its federally funded programs and activities.

Making a Title VI complaint

Any person who believes they have been aggrieved by an unlawful discriminatory practice under Title VI may file a complaint with Cherriots. Any such complaint must be in writing and filed with Cherriots within 180 days following the date of the alleged discriminatory occurrence. For information on how to file a complaint, visit Cherriots.org/civilrights/ or contact Cherriots by any of the methods provided below.

Salem Area Mass Transit District, dba Cherriots

Declaración de los Derechos Civiles del Título VI

Cherriots Respeta los Derechos Civiles

Cherriots opera sus programas sin tomar bajo su consideración raza, color, origen nacional, religión, sexo, orientación sexual, identidad de género, estadar marital, edad, ni discapacidades de acuerdo con el Título VI del Acta de los Derechos Civiles, ORS Capítulo 659A.400 – 659A.417, o con cualquier otra ley pertinente. Para más información llame al 503-588-2424 (TTY 1-800-735-2900 Oregon Relay network) o por correo electrónico: info@cherriots.org.

Declaración de Políticas del Título VI de Cherriots

El Título VI de la Ley de Derechos Civiles de 1964 establece que:

“Ninguna persona en los Estados Unidos, por causa de su raza, color o nacionalidad, deberá ser excluida de participar en cualquier programa o actividad que reciba asistencia financiera federal, ni se le negarán los beneficios ni será discriminado en dichos programas o actividades.” Cherriots se compromete a cumplir con los requisitos del Título VI en todos los programas y actividades subvencionados federalmente.

Quejas del Título VI

Cualquier persona que crea haber sido agraviada por una práctica discriminatoria ilegal según el Título VI puede presentar una queja ante Cherriots. Dicha queja se debe realizar por escrito y se debe presentar ante Cherriots dentro de los 180 días posteriores a la fecha en la que ocurrió la presunta discriminación. Para obtener información sobre cómo presentar una queja, visite Cherriots.org/es/civilrights/ o comuníquese con Cherriots por medio de cualquiera de los métodos que se brindan a continuación.

ТРАНСПОРТНОЕ АГЕНСТВО Salem Area Mass Transit District, dba Cherriots

АКТ О ГРАЖДАНСКИХ ПРАВАХ - РАЗДЕЛ VI

Транспортное агентство Cherriots ответственно относится к соблюдению гражданских прав

Cherriots проводит свои программы не взирая на расу, цвет кожи, семейное положение, возраст, инвалидность или размер дохода в соответствии с Разделом VI о Соблюдении Гражданских Правил, Свод законов штата Орегон (ORS) часть 659A.400 – 659A.417, или других применимых законов. Для дополнительной информации звоните по телефону 503-588-2424 (TTY 1-800-735-2900 Oregon Relay network) или пишите на адрес электронной почты info@cherriots.org.

АКТ Раздела VI компании Cherriots

Разделом VI Закона о гражданских правах от 1964 г. устанавливается следующее: «Ни одно лицо в Соединенных Штатах Америки не может быть исключено из числа участников программ или работ, финансируемых государством, не может получить отказ в получении благ в виду такого участия или подвергаться дискриминации в рамках таких программ или работ на основании расовой принадлежности, цвета кожи или национального происхождения». Транспортное агентство Cherriots несет обязательства по соблюдению требований Раздела VI при осуществлении всех финансируемых государством программ и работ.

Жалоба на несоблюдение требований Раздела VI

В соответствии с положениями Рздела VI, любое лицо, считающее, что против него был совершен незаконный поступок дискриминационного характера, может подать жалобу в Транспортное Агенство Cherriots. Подобная жалоба должна быть составлена в письменном виде и подана в Транспортное Агенство Cherriots в течении 180 дней со времени предполагаемого инцидента, связанного с дискриминацией. Для подробной информации или о правильной подаче жалобы, посетите нашу страницу Cherriots.org/civilrights/ или свяжитесь с Транспортным Агенством Cherriots с любым ниже указанным методом.

Salem 地区公共交通区，经营名称为 Cherriots

Title VI 民权声明

Cherriots 尊重民权

Cherriots 依据《民权法案》Title VI、《俄勒冈州修订法规》(Oregon Revised Statutes, ORS) 第 659A.400 – 659A.417 条及其他适用法律，在运营其各项计划，不以种族、肤色、原国籍、宗教、性别、性取向、性别认同、婚姻状况、年龄、残障或收入状况为由进行任何歧视。如需更多信息，请拨打 503-588-2424 (TTY 1-800-735-2900, 由 Oregon Relay network 运营) 或发送电子邮件至 info@cherriots.org。

Cherriots Title VI 声明

《1964 年民权法案》Title VI 规定：“在美国境内，任何人不得因种族、肤色或原国籍的原因，被排除在接收联邦财政援助的任何计划或活动之外、被剥夺其应享有的利益，或受到任何形式的歧视。” Cherriots 承诺在其所有接受联邦资助的计划和活动中，遵守 Title VI 的各项要求。

提出 Title VI 投诉

任何人如果认为自己受到了 Title VI 规定的非法歧视行为的侵害，均可向 Cherriots 提出投诉。该投诉必须以书面形式提出，并应在所指控的歧视事件发生之日起 180 天内提交给 Cherriots。有关如何提出投诉的详细信息，请访问 Cherriots.org/civilrights/，或通过以下任一方式联系 Cherriots。

Mail / Correo / По почте / 邮件 : Civil Rights Officer - Cherriots - 555 Court Street NE, Suite 5230 - Salem, OR 97301

Email / Correo Electrónico / По электронной почте / 电子邮件 : info@cherriots.org

Phone / Teléfono / По телефону / 电话 : 503-588-2424

Fax / По факсу / 传真 : 503-566-3933



Salem Area Mass Transit District, dba Cherriots Title VI Civil Rights Statement

Cherriots operates its programs and services without discrimination based on race, color, and national origin, in accordance with Title VI of the Civil Rights Act of 1964. If you believe you have been discriminated against under Title VI, you may file a complaint with Cherriots. Complaint forms, procedures, and additional information are available at [Cherriots.org/civilrights/](https://cherriots.org/civilrights/), by calling 503-588-2424, or by visiting the Cherriots Administrative Office (555 Court Street NE, Suite 5230, Salem, OR 97301).

Salem Area Mass Transit District, dba Cherriots Declaración de los Derechos Civiles del Título VI

Cherriots opera sus programas y servicios sin discriminación por motivos de raza, color u origen nacional, de conformidad con el Título VI de la Ley de Derechos Civiles de 1964. Si cree que ha sido víctima de discriminación en virtud del Título VI, puede presentar una queja ante Cherriots. Los formularios de queja, los procedimientos y más información están disponibles en [Cherriots.org/civilrights/](https://cherriots.org/civilrights/), llamando al 503-588-2424 o visitando la Oficina Administrativa de Cherriots (555 Court Street NE, Suite 5230, Salem, OR 97301).

ТРАНСПОРТНОЕ АГЕНСТВО Salem Area Mass Transit District, dba Cherriots АКТ О ГРАЖДАНСКИХ ПРАВАХ - РАЗДЕЛ VI

Cherriots осуществляет свои программы и услуги без дискриминации по признакам расы, цвета кожи и национального происхождения в соответствии с Разделом VI Закона о гражданских правах 1964 г. Если вы считаете, что подверглись дискриминации, запрещенной Разделом VI, вы можете подать жалобу на Cherriots. Формы жалоб, сведения о процедурах и дополнительная информация доступны на веб-сайте [Cherriots.org/civilrights/](https://cherriots.org/civilrights/), предоставляются по телефону 503-588-2424 или в административном офисе Cherriots (555 Court Street NE, Suite 5230, Salem, OR 97301).

Salem 地区公共交通区, 经营名称为 Cherriots Title VI 民权声明

Cherriots 依据《1964 年民权法案》(Civil Rights Act of 1964) 第六章 (Title VI) 的规定, 在运营其各项计划和服务时, 不以种族、肤色或原国籍为由进行任何歧视。如果您认为您受到了违反 Title VI 的歧视, 您可以向 Cherriots 提交投诉。投诉表格、程序及相关补充信息可通过访问 [Cherriots.org/civilrights/](https://cherriots.org/civilrights/), 致电 503-588-2424, 或亲临 Cherriots 行政办公室 (地址: 555 Court Street NE, Suite 5230, Salem, OR 97301) 获取。



Attachment G

Cherriots Language Assistance Plan 2026

This plan describes the process used by SAMTD for conducting a Limited English Proficiency (LEP) needs assessment based on the four-factor framework in Section V of the DOT LEP Guidance. The four-factor analysis will allow SAMTD to be in a better position to implement a cost-effective mix of language assistance measures and to target resources appropriately.

Factor 1: The number or proportion of LEP persons eligible to be served or likely to be encountered by the program or recipient

How LEP persons interact with Cherriots

Many of the LEP persons in the urban and rural areas of the SAMTD service areas use the transit system for daily transportation needs. They also call the Customer Service and Cherriots call center phone numbers to get information about transit services, especially schedule information. There are employees who speak fluent Spanish in Customer Service and the Cherriots call center. For any other language needed, SAMTD contracts with a telephone language interpretation service, which can handle most communication needs.

Currently, there are no regular attendees to our Board of Director meetings that could be categorized as LEP persons, but if there was an interest by such a group, SAMTD is prepared to provide interpretation services for any interested person.

SAMTD translates certain portions of the Cherriots.org website into Spanish in order to communicate answers to frequently asked questions.

Identification of LEP communities

The boundary for Cherriots Local, Cherriots LIFT, and Cherriots Shop and Ride bus services is the Salem-Keizer Urban Growth Boundary (UGB). Cherriots Regional serves the rural communities of Marion and Polk counties and two small towns in Linn County. In addition to the established district boundary, Cherriots Regional also operates a commuter route. This commuter route provides service between the Salem-Keizer area and Wilsonville.

Obtain census data on the LEP population in the SAMTD service area

Data was gathered from the U.S. Census American Community Survey (ACS) 5-Year Estimate (2020-24) for Marion and Polk counties. SAMTD will use TBEST to calculate LEP population within Salem-Keizer UGB and Regional City UGBs, including Dallas, Monmouth, Independence, Turner, Aumsville, Sublimity, Stayton, Mehama, Lyons, Mill City, Gates, Silverton, Mount Angel, Gervais, Woodburn and Wilsonville. This will ensure

that the Cherriots Regional and Cherriots Local services are treated equally. Table I-1 displays the numbers below.

Table 1. Data from the 2020-2024 American Community Survey (ACS) for Marion and Polk Counties: Language spoken at home by ability to speak English for the population 5 years old and over for Salem-Keizer UGB and Regional City UGBs

Category	Estimate
Total:	388,516
Speaks English “very well”	351,601
Speaks English less than “very well”	36,915
Spanish speaker	31,012
Russian speaker	1,334
Chinese speaker	1,003
Other language speakers	3,566
Total for Salem-Keizer & Regional UGBs	388,516
Percent LEP	9.5%

Analysis of the data collected from the 2020-24 (five-year average) American Community Survey

Data provided by the 2020-24 ACS 5-Year Estimate above show that more than 1,000 individuals who speak English less than “very well” reside in Salem-Keizer UGB and Regional City UGBs. The majority of these LEP persons speak Spanish, the second highest LEP are Russian speakers, and the third highest LEP are Chinese speakers. The LEP safe harbor provision states that if 5 percent or 1,000 individuals are LEP and live in the transit service area, SAMTD must address these populations with additional language assistance including the publication of the Title VI Notice to the Public in those languages. Cherriots has translated and posted its Title VI Notice to the Public in three languages since June 2014.

Figures 1 and 2 show the concentration of LEP individuals in relation to the area averages. Figure 1 shows the percentage of population considered LEP by U.S. Census block group for Salem-Keizer UGB and Regional City UGBs. Figure 2 displays the Percentage of Population considered LEP by U.S. Census block group within the Salem-Keizer UGB. The average LEP population is 9.5 percent for Salem-Keizer UGB and Regional City UGBs.

Following the DOT’s and Department of Justice’s Safe Harbor Provision for LEP communications, SAMTD has translated its Title VI Policy statement into Russian

since June 2014 due to a large population of LEP Russian speakers in the city of Woodburn who speak English less than “very well,” and could potentially use Cherriots Local and Cherriots Regional buses.

The Title VI Notice to the Public is posted in all three languages in all Cherriots Local, Cherriots Regional, Cherriots Shop and Ride, and Cherriots LIFT vehicles.

The safe harbor provision stipulates that, “if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five (5) percent or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient’s written translation obligations.” The Spanish-speaking LEP group is the largest with approximately 29,000 people, and the Russian-speaking LEP group is the second largest at around 1,400 people. Other languages make up about 3,400 people who are considered LEP, but the individual languages do not meet the safe harbor threshold. Based on recent demographic data indicating that the Chinese-speaking LEP population now meets the Safe Harbor threshold within the service area, Cherriots is in the process of translating its Title VI Policy Statement and Notice to the Public into Chinese to further improve language accessibility and ensure compliance with LEP requirements.

While specific areas within the Salem-Keizer area have higher residential concentrations of LEP populations, the use of the transit system by LEP populations is not limited to the locations of their homes. Employment, medical services, government offices, and shopping opportunities are widespread throughout the community. Based on this information, SAMTD has elected to apply assistance to LEP populations with geographic equity.

Figure 1. Census tracts in Salem-Keizer UGB and Regional City UGBs with greater than average Limited English Proficiency (LEP) populations.

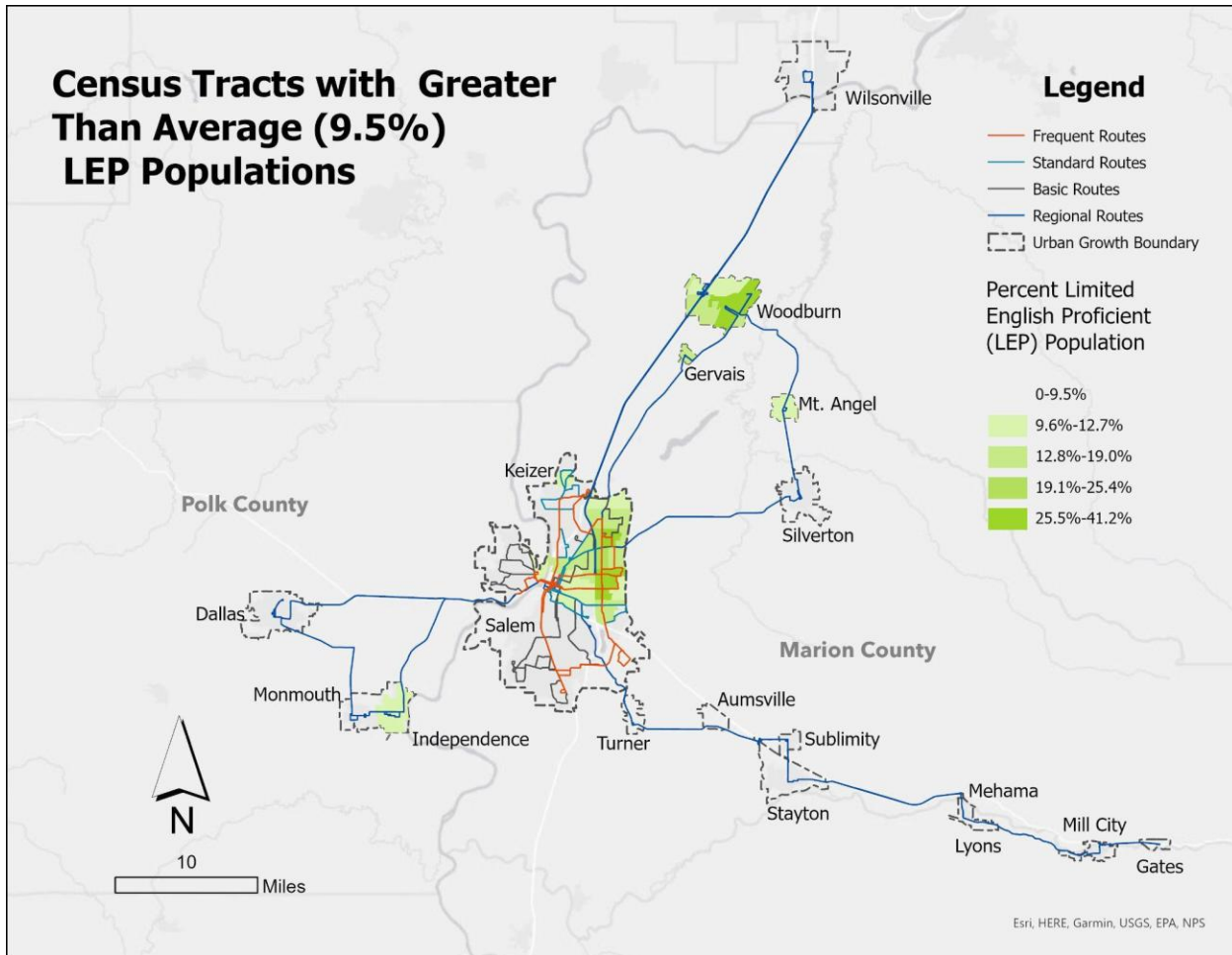
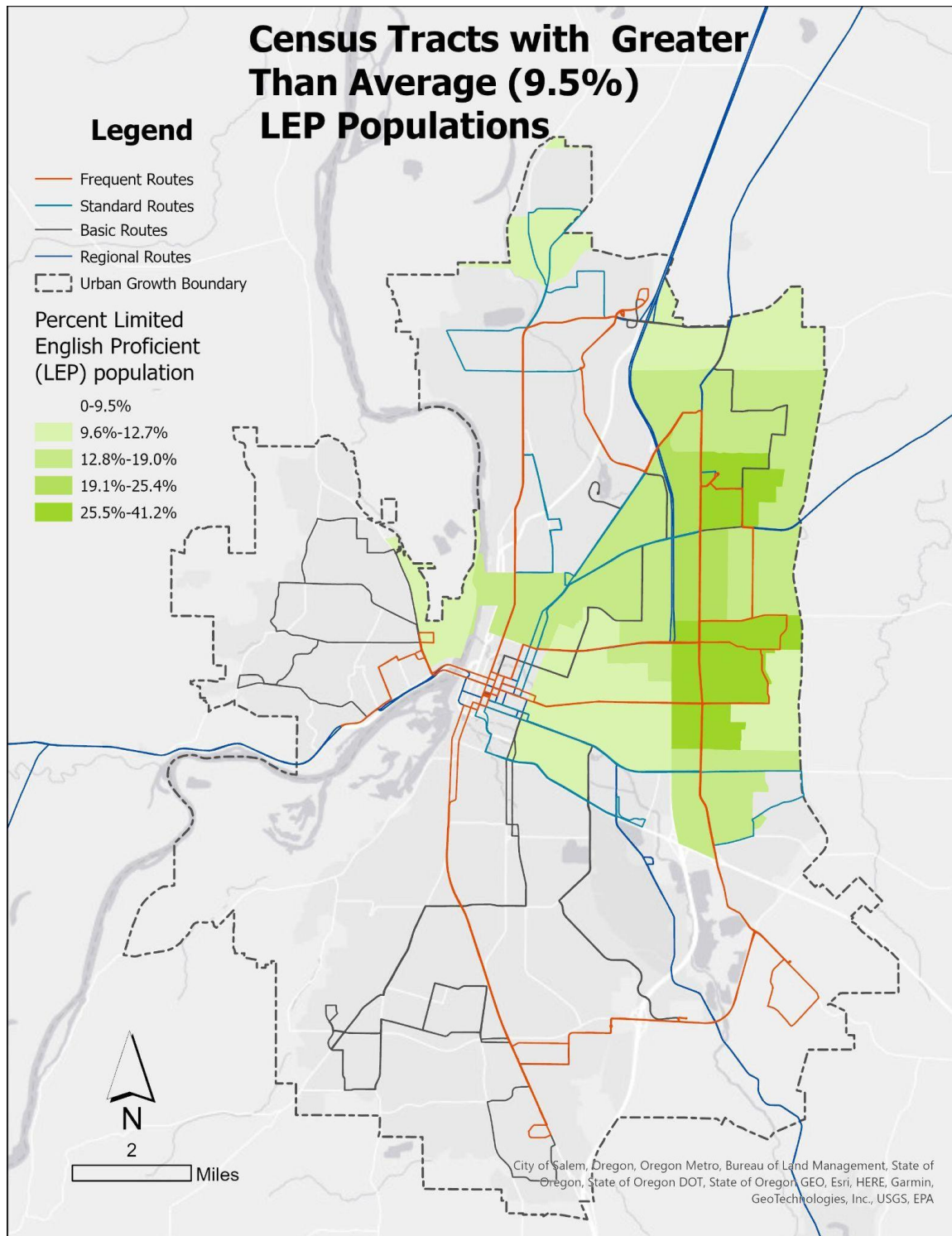


Figure 2. Census tracts near the Salem-Keizer UGB with greater than average Limited English Proficiency (LEP).



Compile additional data from state and local sources

Each school district in the State of Oregon has a responsibility to identify those students who are LEP and whose primary language is other than English in order to provide assistance to these students. Newly registered students and parents complete Home Language Surveys that identify the primary language spoken by the student and his or her family. Data provided by the Oregon Department of Education indicates that in the 2024-2025 school year, 23.4% of Salem-Keizer School District students are Current English Learners (EL). In the Woodburn School District, 48.1% of students are EL.

Determine the literary skills of LEP populations in their native languages

In order to determine whether translation of documents will be an effective practice, the literacy rates of LEP populations in their native languages must be known. Although specific survey data was not collected in this area, a survey of EL students is performed by the Salem-Keizer School District each year. According to the document found in Appendix A, a survey in 2011-12 found that around 15% of the student population speaks a different language at home. They very often teach their parents English at home as they progress through the EL program.

A report from the National Center for Education Statistics in 2003 shows a low literacy rate of somewhere between 7.3 and 25.5 percent (95th percentile accuracy) in Marion County. Polk County had between a 4.5 and 17.6 percent illiteracy rate (95th percentile accuracy). These findings are provided in the documents provided in Appendix B.

Data is hard to find, but it appears from the Salem-Keizer School District programs that literacy in the native language is relatively high (97%). Therefore, any translated documents or public outreach materials should be understandable by the LEP populations in Salem and Keizer.

Identify whether LEP persons are underserved by SAMTD due to language barriers

As shown in Figure 2 above, transit services are provided at relatively high frequencies throughout the U.S. Census Block Groups in the Salem-Keizer urbanized area with above average LEP populations. With the language assistance policy in place, especially for those who speak Spanish, SAMTD believes the LEP populations in the Cherriots service area are not being underserved. It is possible that SAMTD is not serving the Russian speaking LEP population in the City of Woodburn, and staff is proactively trying to reach out to this community to educate them about the Cherriots Regional services available.

Transit services provided by all of the SAMTD brands (Cherriots Local, Cherriots Regional, Cherriots LIFT, and Cherriots Shop and Ride) are well-represented in areas of the urban and rural areas where LEP populations live. Service frequencies in these areas are generally higher than in non-LEP areas due to high demands for service in those areas.

Factor 2: The frequency with which LEP individuals come into contact with SAMTD's programs

Key services provided by SAMTD

SAMTD will survey key program areas and assess major points of contact with the public, such as:

- Fixed route public transportation service
- Purchase of bus passes through Customer Service representatives (including over the phone), outlets, and transit operators; currently, SAMTD does not sell passes via the Cherriots.org website or via vending machines
- Selling "Umo" electronic fares at Cherriots Customer Service counter
- Commuter Service
- Complementary paratransit service (Cherriots LIFT)
- Travel Training
- Cherriots Transportation Options
- Participation in public meetings
- Ridership surveys
- Operator surveys

Based on current information provided by transit operators and Customer Service staff the only language other than English that is frequently encountered is Spanish. Very limited encounters occur with individuals that speak only Russian or Chinese with these encounters being less than 0.5% for each language.

SAMTD continues to work with local groups within the Spanish speaking community to ensure that program information, program changes, and concerns of the community are clearly communicated. These groups include Mano a Mano, The Latino Business Alliance, and KWIP Spanish radio. Online surveys in Spanish have also been used to gather input from the Spanish speaking community in Marion and Polk counties. Even though Russian was identified in 2021 as a common LEP language in the City of Woodburn, not many people are using SAMTD services. Outreach for the Long Range Transit Plan in 2022 included a tabled event at an ethnic grocery store in Woodburn, and staff connected with some Russian speakers, but none of them used transit.

The District will continue outreach to the Russian community in Salem and Woodburn to ensure they are included in public input. To date, a representative organization has not been identified that could assist the District with its outreach efforts to the Russian speaking public. Input from these community organizations and others is critical in maintaining information on how frequently services provided by SAMTD are used by LEP individuals.

Effective use of input from community groups and LEP focus groups

SAMTD will use the following guidance and steps to evaluate specific community group

relevance as a resource for input from various LEP populations.

1. Questions to ask community groups serving LEP persons

The DOT LEP Guidance states that the nature of language assistance an agency provides should be based in part on the number and proportion of LEP persons served by the recipient, the frequency of contact between the recipient and the LEP population, and the importance of the service provided by the recipient to the LEP population.

In order to better analyze these factors, transit agencies are encouraged to consult with community organizations serving LEP persons and ask some or all of the following questions:

- What geographic area does your agency serve?
- How many people does your agency provide services to?
- Has the size of the population you serve increased, stayed the same, or decreased over the past five years?
- What are the countries of origin from which your population has immigrated?
- Does your population come from an urban or rural background?
- What are the languages spoken by the population you serve?
- What is the age and gender of your population?
- What is the education and literacy level of the population you serve?
- What needs or expectations for public services has this population expressed?
- Has the population inquired about how to access public transportation or expressed a need for public transportation service?
- What are the most frequently traveled destinations?
- Are there locations that the population has expressed difficulty accessing via the public transportation system?
- Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members?
- What is the best way to obtain input from the population?
- Who would the population trust most in delivering language appropriate messages?

2. LEP survey/focus group questions

Transit agencies implementing the four-factor analysis described in the DOT LEP Guidance are encouraged to consult directly with LEP persons to determine how frequently these persons use the agency's service and the importance of the service to LEP persons.

Section II of this handbook recommends that agencies gather input from LEP persons using focus groups and surveys. Agencies using these methods should consider asking some or all of the following questions:

- Do you use public transportation?

If a person answers "yes," ask the following questions:

- How often do you use public transportation?
- What kinds of public transportation do you use— Cherriots Local buses, Cherriots LIFT service, Cherriots Regional buses, other buses?
- When do you use public transportation? For what purpose?
- Are you satisfied with the transportation you use?
- Do you have any suggestions how the people who run the transportation services could improve it to make it work better for you? Please be as specific as you can.

If a person answers “no” to the first question, ask the following questions:

- How do you travel if you have to go somewhere in your area?
- Would you use public transportation if the buses were set up differently?
- If the person answers “yes,” to this question, then ask:
 - Which transit systems would you use?
 - How can the people who run that system improve it to make it work better for you?

When possible, survey or focus group questions should be provided to advocacy groups and other interested organizations so that they may provide feedback on the instrument and offer additional suggestions.

Factor 3: The nature and importance of the program, activity, or service provided by the program to people's lives

Salem-Keizer UGB and Regional UGBs have a high number (29.7%) of overall households that are below 200% of the Federal Poverty Level (FPL). As shown in Figures 3 and 4 below, a significant number of these households are occupied by individuals with LEP. The availability of public transportation is especially important for these individuals to access employment, medical services, public assistance, and shopping opportunities. For populations that face these socio-economic challenges it is critical that information on the available services, how to use the services, potential changes to services, safety and security notices, and opportunities to be involved in the public participation process be made available in a language and literacy level that is understandable by the majority of individuals dependent on the services offered by Cherriots.

Figure 3. Service and service area in relation to block groups with greater than average low-income (200% FPL) populations within Salem and Keizer UGB (ACS 2020-2024)

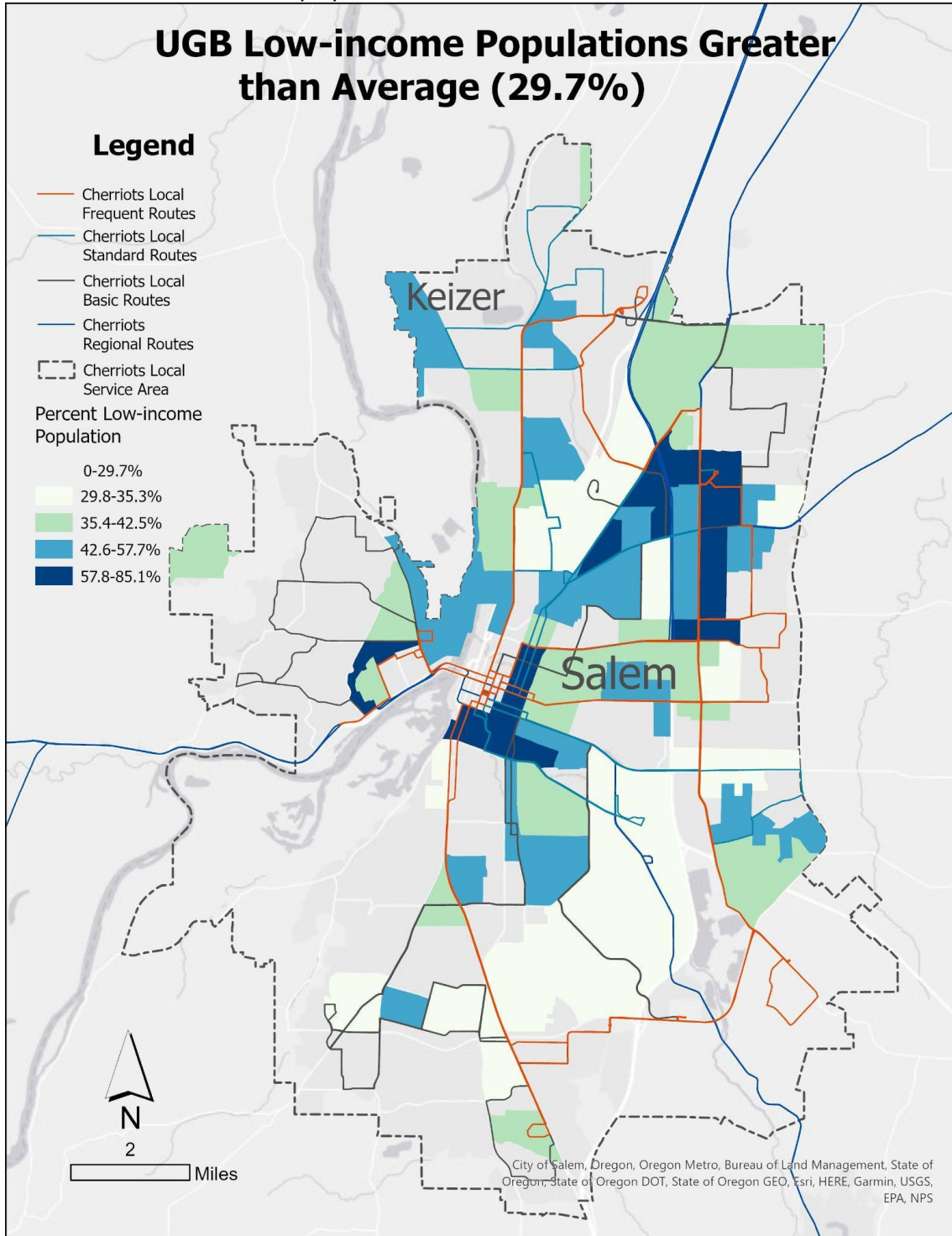
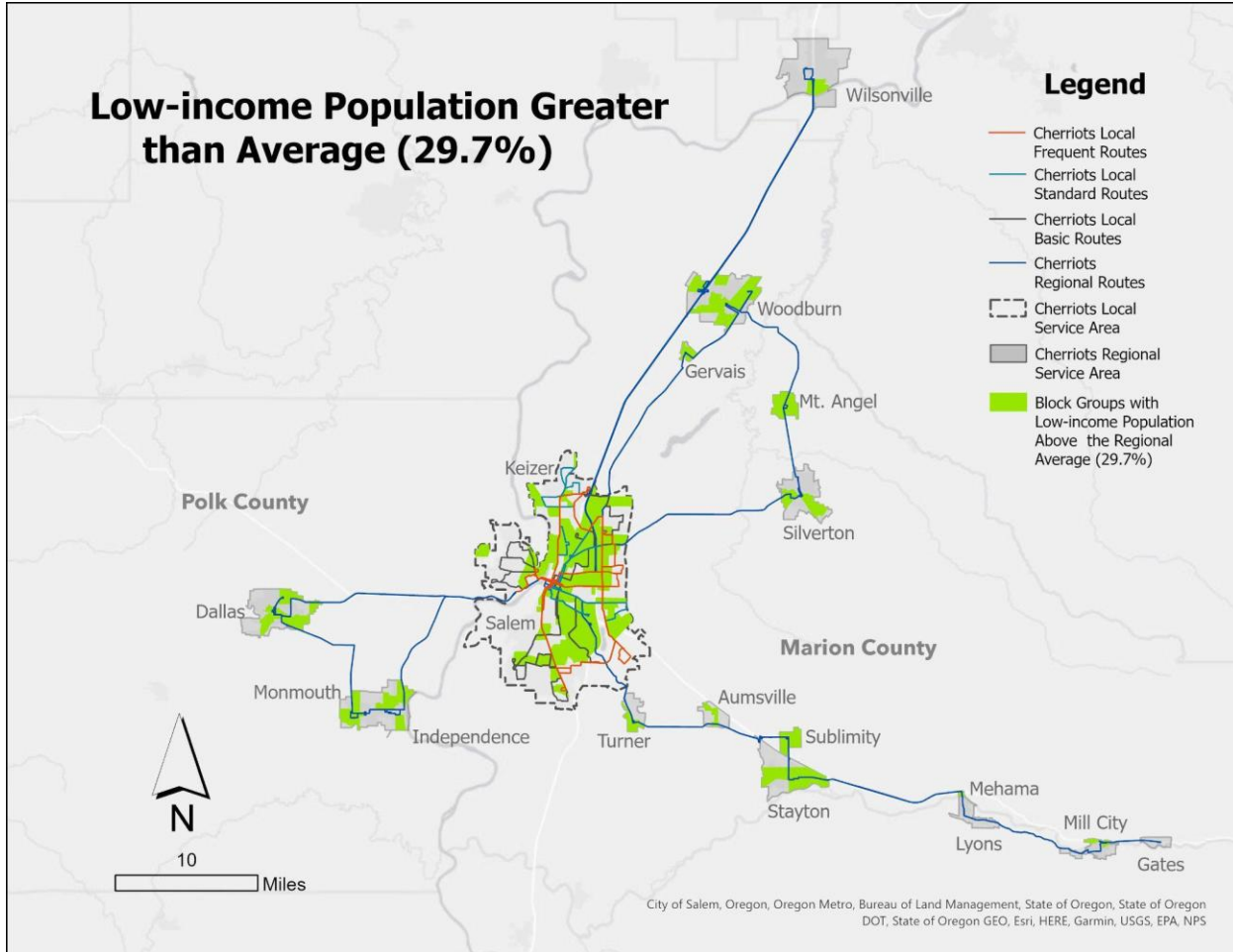


Figure 4. Service and service area in relation to block groups with greater than average low-income (200% FPL) populations within Salem-Keizer UGB and Regional UGBs)(ACS 2020-2024)



Language assistance monitoring checklist

In order to assure comprehensive coverage of all programs offered by SAMTD, periodic monitoring of language assistance measures that have been implemented can help determine if assistance is being provided competently and effectively. SAMTD will use the following checklist to monitor services. Depending on the language assistance provided, the following questions could be answered by periodic monitoring:

Stops and shelters

- ☐ Are translated instructions on how to make fare payments available?
- ☐ Are translated schedules, route maps, or information on how to use the system available?
- ☐ Has the information been placed in a visible location?
- ☐ How many units of the material have been distributed?
- ☐ If such information is available, is Customer Service staff aware that they have this information?
- ☐ Are announcements audible?
- ☐ Are any announcements, such as security awareness announcements, made in languages other than English?
- ☐ Do transit stops and transit centers display information or instructions using pictographs?
- ☐ Can a person who speaks limited English or another language receive assistance from a Customer Service staff member when asking for directions? How is this assistance provided?

Vehicles

- ☐ Are translated instructions on how to make fare payments available?
- ☐ Are translated schedules, route maps, or information on how to use the system available?
- ☐ Has the information been placed in a visible location?
- ☐ How many units of the material have been distributed?
- ☐ If such information is available, are transit operators aware that they have this information?
- ☐ Are announcements audible?
- ☐ Are any announcements, such as security awareness announcements, made in languages other than English?
- ☐ Can a person who speaks limited English or another language receive assistance from a transit operator when asking about the destination of the vehicle? How is this assistance provided?

Customer Service

- ___ Is the Customer Service telephone line equipped to handle callers speaking languages other than English?
- ___ Can customer service representatives describe to a caller what language assistance the agency provides and how to obtain translated information or oral interpretation?
- ___ Can a person speaking limited English or a language other than English request information from a customer service representative?

Community outreach

- ___ Are interpreters available for community meetings?
- ___ Are translated versions of any written materials that are handed out at a meeting provided upon request?
- ___ Can members of the public provide oral as well as written comments?

Press/public relations

- ___ Are meeting notices, press releases, and public service announcements translated into languages other than English?
- ___ Does the agency website have a link to translated information on its home page?

Current communication methods used by SAMTD

SAMTD typically communicates to the public through one or more of the following methods:

- Social media channels like Facebook, Twitter, and Instagram
- Email alerts and newsletters
- Signs and “take-one” handouts available in vehicles and at the Downtown Transit Center
- Announcements in vehicles and at the Downtown Transit Center
- The Cherriots.org website
- Customer Service lobby
- Press releases
- Newspaper advertisements
- Announcements and community meetings
- Information tables at local events

Factor 4: The resources available to SAMTD for LEP outreach, as well as the costs associated with that outreach

Internal considerations and training will focus on:

1. A list of what written and oral language assistance products and methods the district has implemented and how SAMTD staff can obtain those services;
2. Instructions to Customer Service staff and other SAMTD staff who regularly take phone calls from the general public on how to respond to an LEP caller. (Ideally, the call taker will be able to forward the caller to a language line or to an in-house interpreter who can provide assistance);
3. Instructions to Customer Service staff and others who regularly respond to written communication from the public on how to respond to written communication from an LEP person. (Ideally, the SAMTD staff person will be able to forward the correspondence to a translator who can translate the document into English and translate SAMTD's response into the native language);
4. Instructions to vehicle operators, operations supervisors, and others who regularly interact with the public on how to respond to an LEP customer;
5. Policies on how SAMTD will ensure the competency of interpreters and translation services. Such policies could include the following provisions:
 - SAMTD will ask the interpreter or translator to demonstrate that he or she can communicate or translate information accurately in both English and the other language;
 - SAMTD will train the interpreter or translator in specialized terms and concepts associated with SAMTD's policies and activities;
 - SAMTD will instruct the interpreter or translator that he or she should not deviate into a role as counselor, legal advisor, or any other role aside from interpreter or translator;
 - SAMTD will ask the interpreter or translator to attest that he or she does not have a conflict of interest on the issues for which they would be providing interpretation services.

The current resources utilized include print translation services for English and Spanish, telephone interpretation services for all languages that represent the majority of individuals that speak English "less than very well" or "not at all", and in-person interpretation for public meetings for primary dominant language groups in the area.

In addition to these resources, a limited number of staff are bilingual in English and Spanish. These include some Customer Service staff, Marketing staff, and transit operators.

Determine what, if any, additional services are needed to provide meaningful access

While there are adequate resources for interpreting phone conversations, print materials, media releases, and interpreters for public meetings, additional English / Spanish bilingual staff would increase the opportunities for conversations between individuals who speak Spanish more naturally. Additional training is needed to address the stated area of need.

Budgeting for translation services and staff training

The SAMTD annual budget always includes an amount for print translation and telephone interpretation services as well as the services of interpreters for in-person meetings where LEP individuals may be present. Phone services are provided for a variety of languages, including all significant language groups in the SAMTD service area.

Print translations are also provided by an outside service. While the cost is somewhat high, the volume of translations annually does not support the need for in-house translation staff positions.

Audio messages are completed by staff who are bilingual in English and Spanish.

Additional resources to sustain ongoing development of LEP program

Additional resources can be found in Appendix C.

Attachment H

SALEM AREA MASS TRANSIT DISTRICT

GENERAL ADMINISTRATIVE MANUAL

Policy: Subrecipient Title VI Program Monitoring		Number: 704
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 1 of 3

704.01 PURPOSE

The purpose of this policy is to require the District to monitor its Subrecipients' Title VI programs, to provide assistance to these smaller organizations, and to comply with Title VI rules and regulations.

704.02 APPLICATION

All matters related to guide the management of monitoring the Title VI Programs of Subrecipients as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

704.03 DEFINITIONS**A. Recipient**

- Any public or private entity that receives Federal financial assistance from the Federal Transit Administration (FTA), whether directly from FTA or indirectly through a primary recipient. This term includes Subrecipients, direct recipients, designated recipients, and primary recipients. The term does not include any ultimate beneficiary under any such assistance program.

B. Subrecipient

- An entity that receives Federal financial assistance from FTA through a primary recipient.

SALEM AREA MASS TRANSIT DISTRICT

GENERAL ADMINISTRATIVE MANUAL

Policy: Subrecipient Title VI Program Monitoring		Number: 704
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C. Title VI Program

1. A document developed by an FTA recipient to demonstrate how the recipient is complying with Title VI requirements. Direct and primary recipients must submit their Title VI Programs to FTA every three years. The Title VI Program must be approved by the recipient's board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA.

D. Transit Provider

1. Any entity that operates public transportation service, and includes states, local and regional entities, and public and private entities. This term is inclusive of direct recipients, primary recipients, designated recipients, and Subrecipients that provide fixed route public transportation service.

E. Transit Equity

1. SAMTD defines Transit Equity as:
 - a. Policies that promote the equitable distribution of burdens and benefits
 - b. Promoting equal access to resources and services
 - c. Engaging transit-dependent riders in meaningful planning and decision-making processes

704.04 GENERAL RULE

Subrecipients of Federal funds who are transit providers shall be monitored for compliance with current Title VI regulations. Technical assistance shall be provided to these smaller organizations to ensure

SALEM AREA MASS TRANSIT DISTRICT

GENERAL ADMINISTRATIVE MANUAL

Policy: Subrecipient Title VI Program Monitoring		Number: 704
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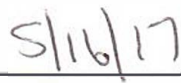
compliance because if the Subrecipient is out of compliance, SAMTD will be out of compliance and therefore ineligible to receive Federal funds. Subrecipients shall be required to submit their Title VI programs to SAMTD every three years or whenever changes or amendments are added by April 30 beginning April 30, 2014. The programs shall address the general reporting requirements noted in Chapter III of FTA circular 4702.1B. SAMTD staff will perform an annual inspection of Subrecipients complaint records and shall be notified if any lawsuit is filed against the Subrecipient that relates to discrimination based on race, color, or national origin. The annual inspection may include a site visit and an inspection of the Subrecipients vehicles, operations centers, customer service areas, etc.

704.05 EXCEPTIONS

There are no exceptions to this policy.

Approved By:


General Manager


Effective Date

Attachment I**Subject:****Procedure No.: 350A****Garten Services, Inc. Title VI Civil Rights Statement & Complaint Procedures****Date: 09/21/2018*****Garten Services Respects Civil Rights***

Garten Services, Inc. operates its programs without regard to race, color, religion, sex, sexual orientation, national origin, marital status, age, disability, or income status in accordance with Title VI of the Civil Rights Act, ORS Chapter 659A or other applicable law. For more information, please contact 503-581-1984 or email HR-MGR@garten.org. Garten Services is committed to complying with the requirements of Title VI in all of its federally funded programs and activities.

Garten Services Title VI Statement

Title VI of the Civil Rights Act of 1964 states: *"No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."*

Making a Title VI complaint Any person who believes he or she has been aggrieved by an unlawful discriminatory practice under Title VI may file a complaint with Garten Services. Any such complaint must be in writing and filed with Garten Services within 180 days following the date of the alleged discriminatory occurrence. For information on how to file a complaint, contact Garten Services by any of the methods provided below.

Mail:

Human Resource Manager
Garten Services
500 Hawthorne Ave. SE
Salem, OR 97301

Phone, Fax, or Email Phone 503-581-1984

Fax 503-589-3119

Email: HR-Mgr@garten.org

Copies of Garten's Title VI notice is located in main and subsidiary offices at 500 Hawthorne Ave, SE and 4472 Industrial Way, NE Salem, OR 97301, on website www.garten.org, and vehicles
Copia del aviso de Garten título VI está situado en las oficinas principales y subsidiarias 500 Hawthorne Ave. SE and 3334 Industrial Way, NE Salem, OR 97301, en el sitio web www.garten.org y vehículos

Garten Services Título VI declaración de los derechos civiles

Garten Servicios de la com los derechos civiles de los aspectos

Servicios a la comunidad católica opera sus programas sin distinción de raza, color, religión, sexo, orientación sexual, origen nacional, estado civil, edad, discapacidad o estado de ingresos según el título VI de la ley de derechos civiles, ORS Capítulo 659A u otra ley aplicable. Para obtener más información, llame al 503-581-1984 o un correo electrónico a hrmanager@garten.org. Servicios a la Garten se compromete a cumplir con los requisitos del título VI en todas sus actividades y programas financiados por fondos federales.

Garten servicios Título VI declaración

Título VI de la ley de derechos civiles de 1964 Estados: *"ninguna persona en los Estados Unidos, por motivos de raza, color u origen nacional, excluida de la participación en, ser negada los beneficios de o ser objeto de discriminación bajo cualquier programa o actividad recibiendo asistencia financiera Federal".*

Un reclamo de título VI Cualquier persona que cree que él o ella ha sido agraviada por una práctica discriminatoria ilegal bajo el título VI puede presentar una queja con servicios a la Garten. Cualquier denuncia debe ser por escrito y presentada con servicios a la Garten dentro de los 180 días siguientes a la fecha de la presunta ocurrencia discriminatoria. Para obtener información sobre cómo presentar una queja, comuníquese con servicios a la Garten por cualquiera de los métodos proporcionados por debajo.

Correo Human Resource Manager

Servicios a la Garten

500 Hawthorne Ave. Se

Salem, OR 97301

Teléfono, Fax o correo electrónico Teléfono 503-581-1984

Fax 503-589-3119

Correo electrónico HR-Mgr@garten.org

Copies of Garten's Title VI notice is located in main and subsidiary offices 500 Hawthorne Ave. Se, and 3334 Industrial Salem, OR 97301, on website www.garten.org, and vehicles

Copia del aviso de Garten's título VI está situado en las oficinas principales y subsidiarias

OR 97301, en el sitio web www.garten.org.org y vehículos

Title VI Complaint Form

Tell us how to contact you:

Name: _____

Home Phone: _____ Work Phone: _____ Mobile Phone: _____

Best Time to Call (if additional information is needed): _____

E-mail Address: _____

Date of Alleged Incident: _____

Were you discriminated against because of:

- ☐ Race
- ☐ National Origin
- ☐ Marital Status
- ☐ Sex
- ☐ Sexual Orientation
- ☐ Religion
- ☐ Color
- ☐ Age
- ☐ Disability
- ☐ Income Status
- ☐ Marital Status
- ☐ Other _____

Please explain as clearly as possible what happened and how you were discriminated against. Indicate who was involved. Be sure to include as much detail as possible including names and contact information of witnesses. (Use back if more space is needed for explanation)

Have you filed this complain with any other federal, state or local agency?

- ☐ Federal Agency
- ☐ State Agency
- ☐ Local Agency

If you have filed a complaint, please provide information about a contact person at the agency where the complaint was filed.

Name: _____

Address: _____

City, State & Zip Code: _____

Phone: _____

E-Mail: _____

Please sign below. You may attach any written materials or other information that you think is relevant to your complaint.

_____/_____
Signature Date

This form may be taken to the main office located at 500 Hawthorne Ave. SE Salem, OR 97301 or it may be mailed to: 500 Hawthorne Ave, SE. Salem, OR 97301 Attn: Human Resource Manager

GARTEN SERVICES

Title VI Complaint Procedure

Any person who believes that he or she, individually, or as a member of any specific class of persons, has been subjected to discrimination on the basis of race, color or national origin may file a written complaint with Garten Services, 500 Hawthorne Ave. SE, Salem, Oregon 97301.

Complainants have the right to complain directly to the appropriate agency. Every effort will be made to obtain early resolution of complaints. The option of informal meeting(s) between the affected parties and the HR Manager may be utilized for resolutions. The HR Manager will notify the Fleet and Maintenance Manager and all other applicable parties of all Title VI related complaints as well as all resolutions.

PROCEDURE

1. The complaint must meet the following requirements:

a. Complaint shall be in writing and signed by the complainant(s). In cases where Complainant is unable or incapable of providing a written statement, as verbal complaint may be made. The HR Manager or designee will interview the Complainant and assist the person in converting verbal complaints to writing. All complaints must, however, be signed by the Complainant or his/her representative.

b. Include the date of the alleged act of discrimination, date when the Complainant became aware of the alleged act of discrimination: or the date on which the conduct was discontinued or the latest instance of conduct.

c. Present a detailed description of the issues, including names and job titles of those individuals perceived as parties in the complaint.

d. Federal and state law requires complaints be filed within 180 calendar days of the alleged incident.

2. Upon receipt of the complaint, the HR Manager will determine its jurisdiction, acceptability, need for additional information.

3. The complainant will be provided with a written acknowledgement that Garten Services, Inc. has either accepted or rejected the complaint.

4. A complaint must meet the following criteria for acceptance:

a. The Complaint must be filed within 180 days of the alleged occurrence.

b. The allegation must involve a covered basis such as race, color or national origin.

c. The allegation must involve Garten Services of a Federal aid recipient, sub-recipient or contractor.

5. A complaint may be dismissed for the following reasons:

a. The Complainant requests the withdrawal of the complaint.

b. The Complainant fails to respond to repeated requests for additional information needed to process the complaint.

c. The Complainant cannot be located after reasonable attempts.

6. Once Garten Services' decides to accept the complaint for investigation, the Complainant will be notified in writing of such determination. The complaint will receive a case number and will

be logged in a database identifying: Complainants name, basis, alleged harm, race color and national origin of the Complainant.

7. In cases where Garten Services' HR Manager assumes the investigation of the complaint, within 90 calendar days of the acceptance of the complaint, Garten Services' HR Manager will prepare an investigative report for review by the CEO or his/her designee. The report shall include a narrative description of the incident, indemnification of persons interviewed, findings and recommendations for disposition.

8. The investigative report and its finding will be reviewed by the CEO of Garten Services and in some cases by Garten Services' Legal Counsel. The report will be modified as needed.

9. The CEO/Legal Counsel will make a determination on the disposition of the complaint. Dispositions will be stated as follows: In the event Garten Services is in noncompliance with Title VI regulation remedial actions will be listed.

10. Notice of determination will be mailed to the Complainant. Notices shall include information regarding appeal rights of Complainant and instruction for initiating such and appeal. Notice of appeals are as follows:

- a. Garten Services will reconsider this determination, if new facts come to light.
- b. If Complainant is dissatisfied with the determination and/or resolution set forth by Garten Services, the same complaint may be submitted to the FTA for investigation.

Complainant will be advised to contact:

Federal Transit Administration Office of Civil Rights, Attn:
Title VI Program Coordinator,
East Building 5th Floor – TCR
1200 New Jersey Ave. SE,
Washington, D.C. 20590,
Telephone 202-366-4018.

11. A copy of the complaint and Garten Services' investigation report/letter of finding and Final Remedial Action Plan, if appropriate will be issued to FTA within 120 days of the receipt of the complaint.

12. A summary of the complaint and its resolution will be included as part of the Title VI updates to the FTA.

RECORDKEEPING REQUIREMENT

The HR Manager will ensure that all records relating to Garten Services' Title VI Complaint Process are maintained with department records. Records will be available for compliance review audits.

PUBLIC PARTICIPATION PLAN / LEP

LIMITED ENGLISH PROFICIENCY (LEP) PLAN

Garten Services is committed to breaking down language barriers by implementing consistent standards of language assistance across its service area.

BACKGROUND

Historic Data

The United States is home to millions of national origin minority individuals who are LEP. That is, their primary language is not English and they cannot speak, read, write, or understand the English language at a level that permits them to interact effectively with recipients of Federal financial assistance. Because of language, differences and the inability to effectively speak or understand English, persons with LEP may be subject to exclusion from programs or activities, experience delays or denials of services. These individuals may be entitled to language assistance with respect to a particular type of service. The federal government and those receiving assistance from the federal government must take reasonable steps to ensure that LEP persons have meaningful access to the programs, services, and information those entities provide. This will require agencies to establish creative solutions to address the needs of this ever-growing population of individuals, for whom English is not their primary language.

Census Data

According to the 2000 Census City Data for Marion, Yamhill, and Polk County, English is spoken in average of 68.7%, while 24.3% represents Spanish speaking culture and another 1.7% represents other cultural languages.

FACTORS& ANALYSIS

Factor No. 1: The nature and importance of service provided by Garten Services:

Garten Services provides important transit services to the public through its para-transit routes.

Factor No. 2: The number or proportion of LEP persons in the service area.

Garten Services provides services in Marion, Polk, Lane and Yamhill County.

The vast majority of the population with which we do business (individuals wishing to ride transit) is proficient in English, so that LEP services are not normally required. No information was available regarding the percentage of bilingual residents of the counties.

Factor No. 3. The frequency with which LEP individuals come into contact with the service.

All contacts with Garten Services are made through staffs that help administer programs for operations. LEP persons served have served have the ability to come into contact with services via care providers. GartenServices employee bi-lingual staffs who can provide translate assistance for persons via in person or over the phone for approximately 5-10x a day. There is currently no tracking availability at this time, along with zero data to inventory calls needing translation services.

Factor No. 4. Garten Services will ensure the availability of resources to the recipient of the federal funds to assure meaningful access to the service by LEP persons.

Garten Services current in-house language capabilities are Spanish and English. Experienced staff is fluent in these languages. They have agreed to serve as interpreters as needed on those occasions when a person with limited English proficiency uses the transit vehicles. Garten Services recognizes the need to have language services in other languages besides Spanish. Garten Services will be working with community partners to implement additional translation assistance through paid interpreters, especially in ASL.

IMPLEMENTATION PLAN

Garten Services is about to implement its plan and will review it annually, including any contacts with the LEP persons to determine the frequency of contacts, the language used, and how the contacts were handled. We identify LEP persons in the service area by services provided in the community, ridership, telephone contact counts, neighborhood demographics, general awareness surveys and board surveys. The Community Employment department for Garten Services, along with Human Resource personal will assist in translation services.

Garten Services Title VI policy and a Complaint Form will be available once the contract begins on our website. If there is a service change, we will produce media content in Spanish and in English. In order to comply with 49 CFR 21.9(d), Link Transit and its sub recipients must provide information to beneficiaries regarding their Title VI obligations and inform beneficiaries of the protections against discrimination afforded them by Title VI. Garten Services has established a statement of rights and a policy statement.

NOTIFYING BENEFICIARIES OF THEIR RIGHTS UNDER TITLE VI

1. Garten Services website will include our Title VI policy and complaint form. The website will also state: Garten Services does not discriminate on the basis of race, color or national origin. Garten Services no discrimina en base de raza, color o origen nacional.
2. Our Title VI policy and complaint form are also posted in our main office of operations located at 500 Hawthorne Ave. SE Salem, OR 97301. Individuals who believe they have been discriminated against may request a complaint form from reception at this location.

INCLUSIVE PUBLIC PARTICIPATION

Community Outreach is a requirement of Title VI. Recipients and sub recipients shall seek out and consider the viewpoints of minority and low-income populations in the course of conducting public outreach. Recipients have wide latitude to determine what specific measures are most appropriate and should make this determination based on the composition of the affected population and include public involvement in process design.

1. Public Meetings - When new service is proposed information is disseminated to the neighborhoods affected and public meetings are scheduled.
2. Travel Training Class— Garten Services Community Employment Department will have a travel training program developed by January 2019 to reach out to individuals with disabilities seeking employment and community activities. Travel Training classes are ongoing as well as outreach to these populations.
3. Customer Complaint Process - Citizens may call Garten Services at 503-581-1984 to lodge a complaint or comment. All complaints/comments will be inputted into a database. The Human Resource Manager will then review the complaints / comments and responds back to the citizen.
4. Bilingual Outreach— Garten Services will provide Spanish-speaking guests with information on public transit services in Spanish.

TITLE VI COMPLAINT PROCEDURES

Any person who believes that he or she, individually, or as a member of any specific class of persons, has been subjected to discrimination on the basis of race, color or national origin may file a written complaint with Garten Services, 500 Hawthorne Ave., SE., Salem, Oregon 97301. Complainants have the right to complain directly to the appropriate agency. Every effort will be made to obtain early resolution of complaints. The option of informal meeting(s) between the affected parties and the HR Manager may be utilized for resolutions. The HR Manager will notify CEO,

Maintenance and Fleet Manager and all other applicable parties of all Title VI related complaints as well as all resolutions.

PROCEDURE

1. The complaint must meet the following requirements:
 - a. Complaint shall be in writing and signed by the complainant(s). In cases where Complainant is unable or incapable of providing a written statement, as verbal complaint may be made. The HR Manager or designee will interview the Complainant and assist the person in converting verbal complaints to writing. All complaints must, however, be signed by the Complainant or his/her representative.
 - b. Include the date of the alleged act of discrimination, date when the Complainant became aware of the alleged act of discrimination: or the date on which the conduct was discontinued or the latest instance of conduct.
 - c. Present a detailed description of the issues, including names and job titles of those individuals perceived as parties in the complaint.
 - d. Federal and state law requires complaints be filed within 180 calendar days of the alleged incident.
2. Upon receipt of the complaint, the HR Manager will determine its jurisdiction, acceptability, need for additional information.
3. The complainant will be provided with a written acknowledgement that Garten Services has either accepted or rejected the complaint.
4. A complaint must meet the following criteria for acceptance:
 - a. The Complaint must be filed within 180 days of the alleged occurrence.
 - b. The allegation must involve a covered basis such as race, color or national origin.
 - c. The allegation must involve Garten Services service of a Federal aid recipient, sub-recipient or contractor.
5. A complaint may be dismissed for the following reasons:
 - a. The Complainant requests the withdrawal of the complaint.
 - b. The Complainant fails to respond to repeated requests for additional information needed to process the complaint.
 - c. The Complainant cannot be located after reasonable attempts.
6. Once Garten Services' decides to accept the complaint for investigation, the Complainant will be notified in writing of such determination. The complaint will receive a case number and will be logged in a database identifying: Complainants name, basis, alleged harm, race color and national origin of the Complainant.
7. In cases where Garten Services' HR Manager assumes the investigation of the complaint, within 90 calendar days of the acceptance of the complaint, Garten Services' HR Manager will prepare an investigative report for review by the CEO or his/her designee. The report shall include a narrative description of the incident, indemnification of persons interviewed, findings and recommendations for disposition.
8. The investigative report and its finding will be reviewed by the CEO of Garten Services and in some cases by Garten Services' Legal Counsel. The report will be modified as needed.
9. The General Manager/Legal Counsel will make a determination on the disposition of the complaint. Dispositions will be stated as follows: In the event Garten Services is in noncompliance with Title VI regulation remedial actions will be listed.

10. Notice of determination will be mailed to the Complainant. Notices shall include information regarding appeal rights of Complainant and instruction for initiating such and appeal.

Notice of appeals are as follows:

- a. Garten Services will reconsider this determination, if new facts come to light.
- b. If Complainant is dissatisfied with the determination and/or resolution set forth by Garten Services, the same complaint may be submitted to the FTA for investigation.

Complainant will be advised to contact:

Federal Transit Administration Office of Civil Rights,

Attn: Title VI Program Coordinator,

East Building 5th Floor – TCR

1200 New Jersey Ave. SE,

Washington, D.C. 20590,

Telephone 202-366-4018.

11. A copy of the complaint and Garten Services' investigation report/letter of finding and Final Remedial Action Plan, if appropriate will be issued to FTA within 120 days of the receipt of the complaint.

12. A summary of the complaint and its resolution will be included as part of the Title VI updates to the FTA.

RECORDKEEPING REQUIREMENT

The HR Manager will ensure that all records relating to Garten Services' Title VI Complaint Process are maintained with department records. Records will be available for compliance review audits.

RECORD OF TITLE VI INVESTIGATIONS,

COMPLAINTS OR LAWSUITS

To date, there have been no Title VI investigations, complaints or lawsuits.

Attachment J

Equity Analyses for Major Service Changes Since August 2023

The following is a summary of the Title VI equity analyses completed for the major service changes occurring between August 2023 and June 2026: the addition of Route 22 Kuebler Link and the update of Route 80X Woodburn / Keizer Express.

Route 22 Kuebler Link

Background

In May 2024 Cherriots implemented Route 22 Kuebler Link to better connect south Salem with southeast Salem, saving customers an hour of travel time in each direction. Route 22 also brought frequent service to new destinations in south Salem and southeast Salem, including Costco, the State Police Headquarters, and Corban University. Route 22 operates seven days a week. The memo issued to the Cherriots Board of Directors on March 28, 2024 informing them of the details of the new route is included below.

Title VI equity analysis

Implementing Route 22 does not pose any disparate impacts on ethnic minority groups nor does it place any disproportionate burdens on low-income populations. The percentage of those populations without access before the route was introduced is the same as the percentage that now has access to the route (see Table 1).

Route 80X Woodburn / Keizer Express

Background

In January 2026 Cherriots implemented an update to Route 80X Woodburn / Keizer Express. By collaborating with South Metro Area Transit (SMART), the route continues to serve Keizer, Woodburn, and Wilsonville with additional stops at the Amazon fulfillment center and Premium Outlets in Woodburn. The memo issued to the Cherriots Board of Directors on December 11, 2025 informing them of the details is included below.

Title VI equity analysis

The updates made to Route 80X do not pose any disparate impacts on ethnic minority groups nor do they place any disproportionate burdens on low-income populations. The percentage of those populations with access to the route has increased with the changes made, resulting in increased access to service (see Table 1).

Table 1: Title VI equity analysis for Routes 22 and 80X

Route Service Area Populations	Total Minority Population	Total Population	Minority Rate	% Change	Adverse Effects
Route 80X prior to changes	1,713	4,590	37%	2%	None; % access increased
Route 80X after changes	2,119	5,237	40%		
South Salem excluding Route 22	11,114	44,443	25%	0%	None; % access unchanged
South Salem Including Route 22	11,209	44,924	25%		
Route Service Area Populations	Low-income Households	Total Households	Low-income Rate	% Change	Adverse Effects
Route 80X prior to changes	573	2,138	27%	2%	None; % access increased
Route 80X after changes	706	2,411	29%		
South Salem excluding Route 22	5,215	19,238	27%	0%	None; % access unchanged
South Salem Including Route 22	5,219	19,271	27%		

Attachment K

SALEM AREA MASS TRANSIT DISTRICT

GENERAL ADMINISTRATIVE MANUAL

Policy: Systemwide Service Standards		Number: 705
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 1 of 6

705.01 PURPOSE

The purpose of this policy is to require the District to establish and maintain certain system-wide service standards, and to comply with Title VI rules and regulations.

705.02 APPLICATION

All matters related to guide the management of system-wide service standards as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

705.03 DEFINITIONS**A. Service Standard**

1. A set of service indicators for measuring performance or accessibility traits of the transit network. These indicators include the following:
 - a. Vehicle load
 - b. Vehicle headway
 - c. On-time performance
 - d. Service availability

705.04 GENERAL RULE**A. Requirement to Establish Service Standards**

1. Title VI regulations require transit operators to develop a set of service standards and policies, designed and implemented

SALEM AREA MASS TRANSIT DISTRICT

GENERAL ADMINISTRATIVE MANUAL

Policy: Systemwide Service Standards		Number: 705
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 2 of 6

to help assure that federally-funded transit services are provided in a manner that ensures that no person shall, on the basis of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance from the Federal Transit Administration. FTA circular 4702.1B suggests four service indicators as significant for monitoring public transit's compliance with Title VI, and recommends that policies and standards be developed for these indicators.

B. Title VI Indicators

1. Vehicle load

- a. SAMTD will assign a sufficient sized vehicle, or frequency of vehicles, to routes in a manner that will minimize overcrowding of buses through all portions of the SAMTD service area.
- b. Additional service will be considered when load levels routinely exceed 1.5 times the seated capacity of the vehicle for local fixed routes and 1.0 times the seated capacity for regional express routes. Additional service will be considered when customers must routinely stand longer than 20 minutes on an individual trip.
- c. Transit operators are required to radio dispatch if they have a full load and must pass up anyone. SAMTD considers a full bus to have a load factor of 1.5 for local fixed route service and 1.0 for regional express service. This load standard does not apply to special event service or shuttles.

SALEM AREA MASS TRANSIT DISTRICT

GENERAL ADMINISTRATIVE MANUAL

Policy: Systemwide Service Standards		Number: 705
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2. Service Frequency

a. Service Day Periods

Distinct route structures and frequencies may be provided during different time periods of the service day. Where possible, route structures should remain consistent between time periods to promote usability and clarity. The service day may contain three separate periods of time:

1. Daytime service - 5:00 a.m. - 7:00 p.m.
2. Evening service - 7:00 p.m. - 11:00 p.m.
3. Night service - 11 p.m. - 5:00 a.m.

b. Service Day Types

Distinct route structures and frequencies may be provided during different types of service days. Where possible, route structures should remain consistent to promote usability and clarity. The four types of service days may include: Weekday, Saturday, Sunday or Holiday service.

c. Consistent Frequency

Transit service will be deployed where it will provide the greatest use to the most people for access to the most activities and jobs. As one of the strongest drivers for high ridership, where possible and practical, route frequency should remain consistent throughout the

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service day period.

d. Route Types

SAMTD will maintain four types of routes, generally aligned with the frequency of service provided:

1. **15-minute frequency (4 trips per hour)** - Often referred to as Corridor service, 15-minute frequency routes provide reliable, frequent service along corridors. 15-minute frequency routes should be deployed with an expectation of relative high ridership, above 25 boardings per revenue hour.
2. **30-minute frequency (2 trips per hour)** - Often referred to as Connector service, 30-minute frequency routes provide reliable connectivity to Transit Centers or to 15-minute frequency routes. 30-minute frequency routes should be deployed with an expectation of moderately high ridership, with a minimum of 20 boardings per revenue hour.
3. **60-minute frequency (1 trip per hour)** - Often referred to as Circulator or Coverage service, 60-minute frequency routes provide service coverage over large areas and provide critical life-line connectivity to many sections of the community. 60-minute frequency routes should be deployed with an expectation of moderate ridership, with a minimum of 10 boardings per revenue hour.

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4. ***Commuter/Tripper (various)*** - Commuter and tripper routes provide connectivity to a specific, remote location or provide service at particular times when significant travel demand is expected. Commuter/Tripper routes typically have few trips throughout the day. Commuter/Tripper routes should be deployed with an expectation of moderately high ridership, with a minimum of 20 boardings per revenue hour.

3. On-time Performance

90% of buses will arrive no later than four minutes after their scheduled end-of-trip arrival time. 100% of buses will not depart before their scheduled start-of-trip departure time. 90% of buses will depart within four minutes of their scheduled start-of-trip departure time. The number of missed trips will be less than 0.5% of total scheduled trips. Road calls will occur less frequently than every 4,000 vehicle miles.

4. Service Availability

In the urban area, 75 percent of revenue hours will be deployed with a focus on ridership, predominantly on high demand corridors. This service will include 15-minute frequency routes, commuter/tripper routes, and limited 30-minute frequency routes which are expected to provide overall high ridership. The remaining 25 percent of urban revenue hours will be allocated to service which provides needed coverage throughout the community without

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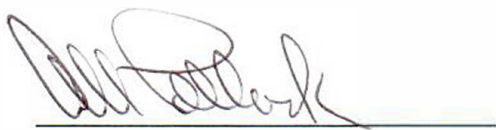
consideration for expected boardings per revenue hour. This service will predominantly include 60-minute and 30-minute frequency routes. An entire route or individual segments of a route may be classified as either Ridership or Coverage focused.

90% of the residents within the Salem-Keizer UGB should have transit service along a major arterial, minor arterial, or collector serving their residential area; in areas where service can't come within one-half mile of the residential area, a park and ride lot should be available on the route closest to the unserved area.

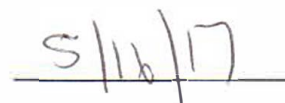
705.05 EXCEPTIONS

There are no exceptions to this policy.

Approved By:



General Manager



Effective Date

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Policy: Systemwide Service Policies		Number: 706
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 1 of 4

706.01 PURPOSE

The purpose of this policy is to require the District to establish and maintain service policies and to comply with Title VI rules and regulations.

706.02 APPLICATION

All matters related to guide the management of systemwide service policies as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

706.03 DEFINITIONS**A. Service policy**

1. A policy governing the planning of transit within the District's service area. The policies detailed as part of policy #706 pertain to vehicle assignment and distribution of transit amenities.

706.04 GENERAL RULE

- A. The two policies pertain to vehicle assignment and distribution of transit amenities and are detailed below:

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1. Vehicle Assignment

To the extent permitted by physical conditions and certain specific operating conditions on the routes, vehicles will be assigned randomly to routes for the purpose of equitably balancing the age, amenities, and condition of the vehicles amongst all riders in the District.

Each bid period, the District will develop an assignment of buses that rotates all vehicles, regardless of age or amenities, between routes.

SAMTD uses two criteria for placing buses on routes, mileage of the buses and ridership of a given route. In order to maintain approximately equal odometer readings on all of the vehicles based on their ages, the vehicles are placed in high or low mileage routes accordingly.

In addition, SAMTD operates two commuter type buses for its Wilsonville service. These buses have commuter style seats and luggage racks. Ridership demand dictates the size of the bus to be used. Age or type of bus or any other factor has no relevance in the assignment.

Additional criteria may influence vehicle assignment from time to time, such as rotation required by SAMTD's advertising contract or other service provision contracts.

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2. Distribution of Transit Amenities

To the extent permitted by the topography and physical conditions on a route, transit amenities such as bus shelters, bus stop signs, park and ride lots and facilities, and information displays will be equally distributed among all of the transit routes and across all areas of the SAMTD service area.

Bus stops shall be between 0.2 and 0.25 miles apart on all routes, to the extent allowed by physical circumstances; shelters shall be placed at stops based on the number of boarding's, with a goal of placing shelters at all stops in the system that serve 20 or more riders per day or more than 8 riders at one time (recognizing that some stops have physical or legal limitations that will not allow shelter placement).

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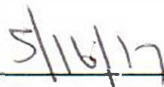
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706.05 EXCEPTIONS

There may be exceptions to the above policies for seasonal variations in service, in emergency situations, or for experimental service changes or fare changes. Experimental service changes may be instituted for twelve or fewer months without an analysis of vehicle assignment or transit amenities being completed. A vehicle assignment or transit amenity analysis will be completed prior to continuation of service beyond the experimental period if the change(s) meet(s) the definition of a Major Service Change. Any exception made by the District shall be guided by the Federal regulations contained in 49 USC §5307 (c)(1)(i).

Approved By:


General Manager


Effective Date

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GENERAL ADMINISTRATIVE MANUAL

Policy: Major Service Changes		Number: 707
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 1 of 3

707.01 PURPOSE

- A. The purpose of this policy is to establish the definition of a Major Service Change that has a potential disparate impact on minority populations or a potential disproportionate burden on low-income people.
- B. All changes in service which are considered a Major Service Change are subject to a Title VI Equity Analysis prior to Board approval of the service change.

707.02 APPLICATION

All matters related to guide the management of Major Service Changes and the requirement for Disparate Impact or Disproportionate Burden Analyses as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

707.03 DEFINITIONS**A. Major Service Change**

- 1. Either a reduction or an expansion in service of:
 - a. 15 percent or more of the number of transit route miles based on the miles of an average round-trip of the route (this includes routing changes where route miles are neither increased nor reduced (i.e., re-routes)), or;

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- b. 15 percent or more of a route's frequency of the service (defined as the average hourly frequency throughout one service day for local fixed routes and as daily round trips for regional express routes) on a daily basis for the day of the week for which a change is made or;
 - c. 15 percent in the span (hours) of a route's revenue service (defined as the time between the first served stop of the day and the last stop), on a daily basis for the day of the week for which a change is made;
2. A transit route split where either of the new routes meet any of the above thresholds when compared to the corresponding piece of the former route.
3. A new transit route is established.

A Major Service Change occurs whether the above thresholds are met:

1. Within a single service proposal, or;
2. Due to a cumulative effect of routing, frequency, or span changes over the year prior to the analysis.

707.04**GENERAL RULE****A. Public Hearing Requirements**

1. SAMTD shall hold a public hearing when any Major Service Change proposed that results in a decrease in service. Notice must be published in a general circulation newspaper. In addition, notice will

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be placed in newspapers, publications, or websites that are oriented to specific groups or neighborhoods that may be affected by the proposed Major Service Change. The notice must be published at least 30 days prior to the hearing. The notice must contain a description of the proposed service reduction, and the date, time, and place of the hearing.

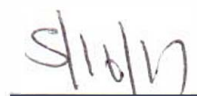
707.05**EXCEPTIONS**

The following service changes are exempt:

1. Standard seasonal variations in service are not considered Major Service Changes.
2. In an emergency situation, a service change may be implemented immediately without Disparate Impact or Disproportionate Burden Analyses being completed. These analyses will be completed if the emergency change is to be in effect for more than twelve months and if the change(s) meet the definition of a Major Service Change. Examples of emergency service changes include but are not limited to those made because of the collapse of a bridge over which bus routes cross, major road or rail construction, or inadequate supplies of fuel.
3. Experimental service changes may be implemented by SAMTD for twelve months or less in order to test certain markets, new modes of transit service, etc.

Approved By:


General Manager


Effective Date

SALEM AREA MASS TRANSIT DISTRICT

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Policy: Disparate Impact for Service Changes		Number: 708
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 1 of 5

708.01 PURPOSE

The Disparate Impact for Service Changes Policy establishes a threshold for determining whether a given action has a potential disparate impact on minority populations.

- A. In the course of performing a Title VI equity analysis for possible disparate impact, SAMTD will analyze how the proposed Major Service Change could impact minority populations, as compared to non-minority populations.

From the Title VI Circular 4702.1B:

Disparate Impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

- B. In the event the proposed action has an adverse impact that affects minority populations more than non-minority populations at a level that exceeds the thresholds established in the adopted Disparate Impact for Service Changes Policy, or that restricts the benefits of the service change to protected populations, the finding would be considered as a potential disparate impact.
- C. Given a potential disparate impact, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.

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From the Title VI Circular 4702.1B:

The [Disparate Impact] policy shall establish a threshold for determining when adverse effects of fare/service changes are borne disproportionately by minority populations. The Disparate Impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The Disparate Impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.

The Disparate Impact for Service Changes Policy defines measures for determination of potential disparate impact on minority populations resulting from Major Service Changes. The policy is applied to both adverse effects and benefits of Major Service Changes.

708.02 APPLICATION

- A. All matters related to guide the management of Major Service Changes and the requirement for a Disparate Impact Analysis as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

708.03 DEFINITIONS

A. Major Service Change

- 1. See Policy #707 "Major Service Changes" for details.

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B. Adverse Effects Analysis

Adverse effects of Major Service Changes are defined as:

1. A decrease in the level of transit service (hours, days, and/or frequency) by 15%; and/or
2. Decreased access to comparable transit service, which is defined as an increase of the access distance to beyond:
 - a. One quarter mile for bus stops served by less than four buses per hour during peak times, or;
 - b. One half mile for bus stops served by four or more buses per hours during peak times, as well as for all regional express service.

C. Disparate Impact Analysis

The determination of disparate impact associated with service changes is defined separately for impacts of changes on individual route, and for system-level impacts of changes on more than one route, as well as for both service reductions and service improvements:

1. In the event of potential adverse effects resulting from service reductions:
 - a. A Major Service Change to a single route will be considered to have a potential disparate impact if the percentage of impacted minority population in the service area of the route exceeds the percentage of minority population of Marion and Polk Counties by at least 5 percentage points (e.g., 36 percent compared to 31 percent).

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- b. To determine the system-wide impacts of Major Service Change reductions on more than one route, the percentage of Marion and Polk Counties' minority population that is impacted is compared to the percentage of Marion and Polk Counties' non-minority population that is impacted. If the percentage of the minority population impacted is at least 20 percent greater than the percentage of the non-minority population impacted (e.g., 12 percent compared to 10 percent), the overall impact of changes will be considered disparate.

2. In the event of service improvements:

- a. A major service change to a single route will be considered to have a potential disparate impact if:
 - i. The improvement is linked to other service changes that have disproportionate and adverse effects on minority populations, or;
 - ii. The percentage of impacted minority population in the service area of the route is less than the percentage of minority population of Marion and Polk Counties by at least 5 percentage points (e.g., 26 percent compared to 31 percent).
- b. To determine the system-wide impacts of Major Service Change improvements on more than one route, the percentage of Marion and Polk Counties' minority population that is impacted is compared to the percentage of Marion and Polk Counties' non-minority population that is impacted. If the percentage of the minority population impacted is at least 20 percent less than the percentage of the non-minority

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population impacted (e.g., 8 percent compared to 10 percent), the overall impact of the changes will be considered disparate.

D. Avoid, Minimize, Mitigate, or Justify

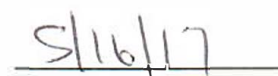
Upon determination of a disparate impact, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disparate impacts, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the project or program goals.

For fare changes, see Policy #711 "Disparate Impact for Fare Changes" for details of how to conduct the Disparate Impact Analysis.

Approved By:


General Manager


Effective Date

SALEM AREA MASS TRANSIT DISTRICT

GENERAL ADMINISTRATIVE MANUAL

Policy: Fare Changes		Number: 710
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 1 of 3

710.01 PURPOSE

- A. The purpose of this policy is to establish the definition of a fare change that has a potential disparate impact on minority populations or a potential disproportionate burden on low-income people.
- B. All fare changes are subject to a Title VI Equity Analysis prior to Board approval of the fare change. A Title VI Equity Analysis will be completed for all fare changes and will be presented to the Board of Directors for its consideration and included in the subsequent SAMTD Title VI Program report with a record of action taken by the Board.

710.02 APPLICATION

All matters related to guide the management of fare changes and the requirement for Disparate Impact or Disproportionate Burden Analyses as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

710.03 DEFINITIONS**A. Fare change**

- 1. Any increase or decrease in transit passenger fares. An increase is made when there is an increase in any cash fare or in the cost of any passes, tickets, transfers, or other means by which transit riders pay for their trips. A fare decrease is defined when the price of any fare option as specified in the previous sentence, is lowered.

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710.04 GENERAL RULE**A. Public Hearing Requirements**

1. SAMTD shall hold a public hearing when any increase in fares is proposed. Notice must be published in a general circulation newspaper. In addition, notice will be placed in newspapers, publications, or internet sites that are oriented to specific groups or neighborhoods that may be affected by the proposed fare change. The notice must be published at least 30 days prior to the hearing. The notice must contain a description of the proposed fare change, and the date, time, and place of the hearing.

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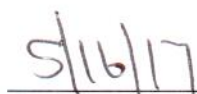
710.05 EXEMPTIONS

The following fare changes are exempt:

1. "Spare the air days" or other instances SAMTD has declared that all passengers ride free.
2. Temporary fare reductions that are mitigating measures for other actions. For example, construction activities may close a segment of a transit center for a period of time and require passengers to alter their travel patterns. A reduced fare for these impacted passengers is a mitigating measure and does not require a fare equity analysis.
3. Experimental fare changes may be implemented by SAMTD for six months or less in order to test certain markets, new modes of transit service, etc.

Approved By:


General Manager


Effective Date

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GENERAL ADMINISTRATIVE MANUAL

Policy: Disparate Impact for Fare Changes		Number: 711
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 1 of 4

711.01 PURPOSE

- A. The purpose of this policy is to guide SAMTD ("The District") staff in the calculation of any potential disparate impact on minority populations when fare changes are proposed. This policy outlines the process for completing the Disparate Impact Analysis, which tests for a disparate impact to minorities that may occur with any change in passenger fares.
- B. A Disparate Impact Analysis will be completed for all fare changes and will be presented to the SAMTD Board of Directors for its consideration prior to Board approval of the fare change. A copy of the approved analysis will be included in the subsequent SAMTD Title VI Program report with a record of action taken by the Board.
- C. In the course of performing a Disparate Impact Analysis, the District will analyze how the proposed fare change action could impact minority populations including any populations that are minority and low-income (protected populations), as compared to non-protected populations.

711.02 APPLICATION

All matters related to guide the management of fare changes and the requirement for Disparate Impact Analysis as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

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711.03 DEFINITIONS**A. Fare change**

See Policy #710 "Fare Changes" for a definition.

B. Disparate impact

From the Title VI Circular 4702.1B:

Disparate Impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

In the event the proposed action has an adverse impact that affects minority populations more than non-minority populations at a level that exceeds the thresholds established in the adopted Disparate Impact for Fare Changes Policy, or that restricts the benefits of the service change to protected populations, the finding would be considered as a potential disparate impact. Given a potential disparate impact, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.

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From the Title VI Circular 4702.1B:

The [Disparate Impact] policy shall establish a threshold for determining when adverse effects of fare/service changes are borne disproportionately by minority populations. The Disparate Impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The Disparate Impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.

The Disparate Impact for Fare Changes Policy defines measures for determination of potential disparate impact on minority populations resulting from any changes in fares.

C. Adverse Effects and Disparate Impact Analysis

For fare changes, a potential disparate impact is noted when the percentage of trips by minority riders using a fare option, in combination with the percentage price change for that option, has an impact that exceeds the comparable impact on non-minority riders. Differences in the use of fare options between minority populations and other populations include all such differences that are documented as statistically significant at the 95 percent confidence level.

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D. Avoid, Minimize, Mitigate, or Justify

Upon determination of a disparate impact, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disparate impacts, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the project or program goals.

Approved By:



General Manager

5/16/17
Effective Date

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Policy: Disproportionate Burden for Fare Changes		Number: 712
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 1 of 3

712.01 PURPOSE

- A. The Disproportionate Burden for Fare Change Policy establishes a threshold for determining whether a change in fares has a potential disproportionate burden on low-income populations.
- B. In the course of performing a Title VI equity analysis for possible disproportionate burden, SAMTD will analyze how the proposed fare change could impact low-income populations, as compared to non-low-income populations.

712.02 APPLICATION

All matters related to guide the management of fare changes and the requirement for a Disproportionate Burden Analysis as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

712.03 DEFINITIONS**A. Fare change**

- 1. See Policy #710 "Fare Changes" for a definition.

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B. Disproportionate Burden

From the Title VI Circular 4702.1B:

The [Disproportionate Burden] policy shall establish a threshold for determining when adverse effects of fare/ service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations.. The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission....

1. In the event the proposed action has an adverse impact that affects low-income populations more than non-low-income populations at a level that exceeds the thresholds established in the adopted Disproportionate Burden for Fare Changes Policy, or that restricts the benefits of the fare change to protected populations, the finding would be considered as a potential disproportionate burden.
2. Given a potential disproportionate burden, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.
3. The Disproportionate Burden for Fare Changes Policy defines measures for determination of potential disproportionate burden on low-income populations resulting from any changes in fares.

SALEM AREA MASS TRANSIT DISTRICT

GENERAL ADMINISTRATIVE MANUAL

Policy: Disproportionate Burden for Fare Changes		Number: 712
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 3 of 3

C. Adverse Effects and Disproportionate Burden Analysis

For fare changes, a potential disproportionate burden is noted when the percentage of trips by low-income riders using a fare option, in combination with the percentage price change for that option, has an impact that exceeds the comparable impact on non-low-income riders. Differences in the use of fare options between low-income populations and other populations include all such differences that are documented as statistically significant at the 95 percent confidence level.

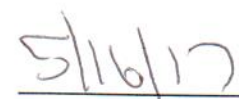
D. Avoid, Minimize, Mitigate, or Justify

Upon determination of a disparate impact, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disproportionate burdens, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disproportionate burden on low-income riders but would still accomplish the project or program goals.

Approved By:


General Manager


Effective Date

SALEM AREA MASS TRANSIT DISTRICT

Cherriots

2024 Onboard Origin Destination Survey

JUNE 2024

PREPARED BY ETC INSTITUTE



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SALEM AREA MASS TRANSIT DISTRICT 2024 ONBOARD ORIGIN-DESTINATION SURVEY

EXECUTIVE SUMMARY

In Spring of 2024, the Salem Area Mass Transit District (dba, Cherriots) conducted an onboard, Origin-Destination Transit Survey, aimed to examine the highly traveled regions of Salem, Oregon. The purpose of the study was to collect and establish the patterns and trip-making decisions of weekday and weekend transit passengers to assist the transit agency in their planning process as well as for use in Cherriots's regional travel model. ETC Institute was contracted to manage and execute the onboard surveying of Cherriots Local and Regional Express bus services.

The coverage area for Cherriots is shown in Figure 1.

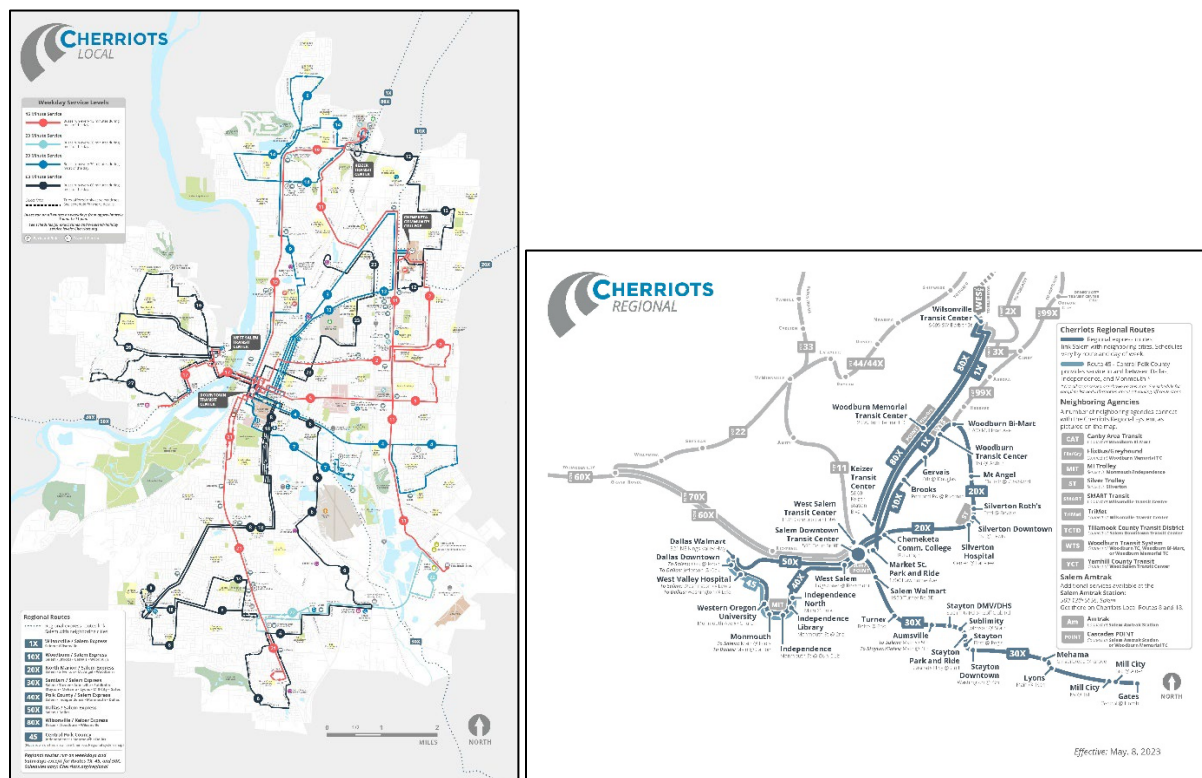
Objectives

The primary objectives for the survey were as follows:

- Compile statistically accurate information about transit passengers and how they use transit in the region.
- Generate reliable linked Origin-Destination (OD) data needed by the transit agency to aid in the design of the transit system to match the needs of existing and potential users; and to support travel demand modeling and transportation network simulation activities used for regional long-range transportation planning.
- Assess changes in trip characteristics and rider profiles by comparing the 2024 survey results with data collected previously.
- Collect recent travel pattern data to be used in applications for Federal Transit Authority (FTA) grant programs.
- Meet the Title VI Civil Rights requirements per the latest FTA guidance. This includes providing data that supports requirements to collect and report demographic data, monitor transit service, and evaluate service and fare changes.

Survey Coverage

FIGURE 1: COVERAGE AREA FOR CHERRIOTS



Survey Instrument

Representatives from Cherriots worked to develop a survey instrument that met the goals of the survey effort. The survey focused on collecting (1) all elements of the “one-way” trip including trip purpose, origin, and destination addresses, boarding and alighting locations, access and egress modes, and transfers made; (2) information needed for travel demand modeling and transit planning, including person and household demographics; and (3) Title VI information to be used for transit agency compliance.

TABLE 1: SURVEY DATA ELEMENTS

Data Elements Captured During the Survey	
Elements of the "One-way Trip"	Other Trip Characteristics/Title VI/Demos
Respondents' Primary Residence (Home Location)	Fare Type and Duration
Respondents' Origin Type and Location	Frequency of Transit Usage
Respondents' Destination Type and Location	Age, Race/Ethnicity, Gender
Route Respondent Currently Riding	Household Income and No. of Household Vehicles
Transfer Routes Used During One-way Trip	Employment/Student Status
Boarding and Alighting Stops/Locations	English Proficiency
Mode Used by Respondents' to Access/Egress Transit	Size of Household and No. of Employed Household Members

Surveys Collected

The survey project aimed to collect 10% of the weekday ridership for all routes. The target sample sizes across all bus routes amounted to 1,465 completed weekday surveys. The actual number of completed weekday surveys was 1,714. The following table documents the weekday ridership, target sample size, and actual number of surveys collected for the agency's bus systems.

TABLE 2: SYSTEM SURVEYS BY MODE

SAMTD (Cherriots)	Average Daily Ridership (ADR)	Target Sample Size	Percent of ADR Sampling Plan	Surveys Collected	Percent ADR Captured
Cherriots total	9,765	1,465	14.91%	1,714	17.55%

Survey Methodology

ETC interviewers conducted the Origin-Destination survey on local and express bus routes by intercept interviews of passengers. Interviewers randomly selected passengers to participate in the interview throughout the duration of the trip. If the passenger agreed, the interviewer conducted the survey using a tablet personal computer (tablet), recording responses in real-time. The tablet computers had on-screen mapping features that allowed for geocoding of addresses based on feedback from the passenger. The interviewer was available to answer any passenger questions to ensure the accuracy of the data collected. To provide the passenger with more privacy, respondents could also select responses to demographic questions directly on the tablet themselves. For express routes, some surveys were conducted via paper intercepts and followed with rider debriefs to confirm completion and accuracy. This was done to maximize survey collection during the brief windows of the service.

For non-English speaking riders, ETC employed multilingual interviewers. While ETC interviewers can speak various languages such as Chinese, Vietnamese, French, and Arabic, the majority of non-English interviews were conducted in Spanish.

Rider Profile

TABLE 3: OD SURVEY RIDER PROFILE

2024 Cherriots OD Survey Demographics (% Weighted Value)			
Age		Ethnicity/Race	
65+	8.1%	White	56.7%
55-64	12.4%	Hispanic / Latino	27.0%
45-54	11.5%	Black / African American	6.2%
35-44	14.9%	American Indian / Alaska Native	5.1%
25-34	21.3%	Native Hawaiian / Pacific Islander	2.9%
18-24	15.6%	Asian	2.6%
Under 18	15.4%	Prefer not to say	2.5%
Gender		Household Income	
Female	41.6%	Less than \$10,000	11.5%
Male	55.7%	\$10,000 - \$14,999	8.4%
Other	1.3%	\$15,000 - \$19,999	5.3%
Prefer not to say	1.3%	\$20,000 - \$24,999	5.8%
Household Size		\$25,000 - \$29,999	6.8%
1	19.9%	\$30,000 - \$34,999	5.5%
2	26.4%	\$35,000 - \$39,999	3.5%
3	19.4%	\$40,000 - \$44,999	4.3%
4	13.3%	\$45,000 - \$49,999	2.3%
5	11.0%	\$50,000 - \$74,999	5.9%
6	4.8%	\$75,000 - \$99,999	1.9%
7	1.9%	\$100,000 - \$149,999	1.9%
8+	1.1%	\$150,000 or more	.5%
Student Status		Refused/No Answer	36.7%
Not a student	76.0%	Available Vehicles To Household	
Yes - 9-12th grade	12.2%	None (0)	50.2%
Yes - Full-time college / university	5.6%	One (1)	26.9%
Yes - Part-time college / university	5.1%	Two (2)	15.3%
Yes - K-8th grade	0.7%	Three (3)	4.6%
Yes - Vocational / technical / trade school	0.5%	Four (4)+	2.9%

Age

- 36.2% of riders are between 25 and 44 years old.
- 32% of riders are older than 44 years old.

Gender

- 55.7% of riders are male.
- 41.6 of riders are female.

Household Size

- 46.3% of riders live in a household by themselves or with one other person.
- 53.7% of riders live with at least two other people.

Ethnicity/Race

- 56.7% of riders are White.
- 27.0% of riders are Hispanic or Latino
- 6.2% of riders are Black or African American

Student Status

- 76% of riders said they were not students.

Household Income

- One-fourth (25.2%) of riders have a household income of less than \$20,000 per year.
- 22.4% of riders have a household income between \$25,000 and \$49,999 per year.
- 10.2% of riders have a household income of \$50,000 or more per year

Available Vehicles at Home

- 50.2% of riders do not have an available vehicle at home.
- 26.9% of riders have one available vehicle at home.

Trip Profile

TABLE 4: OD SURVEY TRIP PROFILE

2024 Cherriots OD Trip Profile (% Weighted Value)			
Origin		Destination	
Your HOME	42.9%	Your HOME	43.8%
Your usual Workplace/Place of Employment	18.2%	Your usual Workplace/Place of Employment	15.8%
Shopping	9.7%	Shopping	10.7%
Personal Business (bank, post office)	7.8%	Personal Business (bank, post office)	8.9%
Social Visit (friends/relatives)	6.9%	Social Visit (friends/relatives)	5.5%
Medical/Hospital Services	3.4%	Medical/Hospital Services	3.6%
K-12 school (students only)	2.8%	College / University (students only)	2.9%
College / University (students only)	2.7%	Recreation/Sightseeing/Sporting Event	2.8%
Other	3.6%	Other	6.0%
Previous Transfers		Boarding Time	
None (0)	73.0%	6:00 am - 7:00 am	2.2%
One (1)	26.0%	7:00 am - 8:00 am	4.7%
Two or More (2+)	1.0%	8:00 am - 9:00 am	5.7%
Next Transfers		9:00 am - 10:00 am	5.7%
None (0)	88.2%	10:00 am - 11:00 am	7.3%
One (1)	11.6%	11:00 am - 12:00 pm	6.1%
Two or More (2+)	0.3%	12:00 pm - 1:00 pm	7.4%
Fare Category		1:00 pm - 2:00 pm	9.2%
Full Fare	64.8%	2:00 pm - 3:00 pm	8.3%
Reduced	19.3%	3:00 pm - 4:00 pm	11.6%
Youth Fare (Free)	14.5%	4:00 pm - 5:00 pm	9.2%
Group Pass (Free)	1.3%	5:00 pm - 6:00 pm	6.2%
Fare Type		6:00 pm - 7:00 pm	7.3%
One Day Pass	45.2%	7:00 pm - 8:00 pm	4.9%
Monthly Pass	22.3%	8:00 pm - 9:00 pm	2.6%
30 Day Pass	17.2%	9:00 pm - 10:00 pm	1.1%
One Ride	12.3%	After 10:00 pm	2.2%

Origin

- 42.9% of surveys were conducted with riders who started their trip at home.
- 18.2% of riders began their one-way trip at their usual workplace.
- 9.7% of riders began their one-way trip at a shopping or dining location.

Previous Transfers

- 73% of riders were surveyed on the first or only bus of their one-way trip.
- 26% of respondents had transferred from one other bus before getting on the transit vehicle on which they were surveyed.

Fare Category

- 64.8% of respondents purchased a Full Fare for the trip in which they were surveyed.
- 19.3% of respondents purchased a Reduced Fare for their one-way trip.
- 14.5% of riders utilized the Youth fare for their one-way trip.

Destination

- 43.8% of riders were making a trip home when they were surveyed.
- 15.8% of riders were on their way to their usual workplace when they were surveyed.

Next Transfers

- 88.2% of riders were surveyed on their final or only bus of their one-way trip.
- 11.6% of riders would transfer to one more bus after they were surveyed before reaching their destination.

Boarding Time

- 20.8% of riders were surveyed on a bus that they boarded between 3:00 pm and 4:59 pm.
- 31.7% of riders were surveyed on a bus that they boarded between 6:00 am and 11:59 am.

Report Organization

The first three chapters of this report present the main details of the survey covering Survey Development, Survey Administration, and Survey Weighting and Expansion.

Results of the Origin-Destination Survey are presented in Chapter 4. The appendices contain reference items including survey instruments, data definition tables, and sampling plans.

CHAPTER 1: SURVEY DEVELOPMENT

Survey Development

This transit onboard survey project consisted of two major elements. The On-to-Off survey element is intended to identify boarding and alighting patterns of transit riders as well as provide a basis for expanding the results of the main Origin-Destination (OD) survey. The OD Survey element consisted of detailed surveys of riders conducted on-board bus routes. This chapter will discuss development of the sampling plan, survey instrument and the general survey implementation of both elements.

Sampling Plan

Salem Area Mass Transit District (Cherriots) and ETC Institute established sampling goals for all bus routes. The distribution of completed surveys mirrored the population distribution of riders on the region's major transit systems. Table 5 shows the time periods for the weekday collection of this survey.

TABLE 5: PROJECT TIME PERIODS

Time Range	Time Period
Before 9am	AM Peak
9am-1159am	AM Off
12pm-259pm	Midday
3:00 PM - 5:59 PM	PM Peak
After 6:00 PM	Evening

Sampling Plan for O2O Counts and OD Survey

On-to-Off (O2O) counts are collected to capture passenger boarding and alighting pairs; each boarding and alighting pair contains the stop an individual passenger boarded onto and then the stop they alighted off the transit line). O2O counts are necessary in expanding bus data by segmenting station on and off points. The sampling plan for the O2O counts for the Cherriots Regional On-Board Survey was designed to cover each block of each bus route.

Origin-Destination Sampling Plan Creation

ETC established route level, direction, time of day, and station level sample sizes using sampling strata, by calculating the average ridership numbers from each bus line.

The overall Origin-Destination (OD) goal was to collect 10% of the weekday ridership for all routes. Cherriots applied the 10% sampling rate to the total average weekday ridership for all bus lines to come up with the total number of completed surveys (1,465). ETC then developed an OD sample plan from the route level strata ensuring the completion of at least 1,465 OD surveys across all bus lines. Route level goals were created by ETC and Cherriots which used the aforementioned strata from DFPathway Counts. Cell level goals were created by route, direction, and time-of-day by utilizing Cherriots' ridership data and DFPathway counts. The cell level goals were created from a combination of cell level (route/direction/time-of-day) boarding percentages. The full Sampling Plan is listed in Appendix C.

Survey Instrument Development Process

The survey instrument development process began by having representatives from Cherriots review the data requirements for the transit onboard survey. The survey focused on collecting (1) all elements of the "one-way" trip including trip purpose, origin, and destination addresses, boarding and alighting locations, access and egress modes, and transfers made; (2) information needed for travel demand modeling and transit planning, including person and household demographics; and (3) Title VI information to be used for transit agency compliance.

Among the data requested from the questionnaire are the following:

- Home address
- One-Way Trip:
 - Origin and Destination addresses
 - Boarding and Alighting Locations
 - Access and Egress mode
 - Trip purpose
 - Number of transfers
 - Transfer routes
 - Time of Day trip was completed
 - Direction of travel
- Frequency of transit use
- Fare
 - Fare Category
 - Fare Type
- Household Demographics
 - Number of household occupants
 - Number of vehicles available to the household

- Number of members of the household who are employed
 - Household Income
 - Languages other than English spoken in the household
- Person Demographics
 - Age
 - Race/Ethnicity
 - Gender
 - English language ability
 - Employment status
 - Student status
 - Driver's license status

The survey instrument was included in the Pilot Test described in the next section to determine if users had any difficulties understanding the questions or options. The final version of the paper questionnaire is included in Appendix A.

Spring 2024 Pilot Test

Pilot Details

ETC Institute conducted a pilot test of the survey from March 25, 2024 through March 26, 2024. The pilot test involved the administration of Origin-Destination (OD) surveys as a test to the survey instrument. It also replicated all tasks that would be conducted for the administration of the full OD survey to test the process from sampling and data collection to downloading and cleaning the data. The primary goals for the pilot test were as follows:

- (1) Assess the full sampling and survey methodology with tablet interview with ETC's smart programming and built in Quality Assurance Quality Control (QA/QC)-logic.
- (2) Evaluate the process for selecting respondents and data collection procedures.
- (3) Evaluate methods used to ensure that customers selected for the survey can participate regardless of disability or English language proficiency.
- (4) Evaluate response rates and factors that contribute to non-response.
- (5) Assess real-time geocoding procedures as well as transfer feasibility, distance ratio checks, and all other QA/QC, both in field and post-survey.

- (6) Assess the questions included in the survey instrument and make recommendations for streamlining/modifying questions to improve the clarity and ability to administer the survey in a timely manner.
- (7) Assess survey length and make recommendations on shortening or lengthening the survey by service type, etc.
- (8) Check that all the responses are making it successfully into the database file of the instrument and no data is lost.

The routes included in the pilot plan were chosen based on the need to test the survey instrument, tablet programming, and methods on various transit riders and conditions. Routes sampled included a mix of low and high-volume routes and representation of all service types. The final route list included in the pilot test were Route 3, Route 11, and Route 19.

TABLE 6: SPRING 2024 PILOT SURVEY ROUTES

Route Name	Route Type	Pilot Surveys
3	Fixed Route Bus	OD
11	Fixed Route Bus	OD
19	Fixed Route Bus	OD

Response Statistics

The pilot test involved the administration of OD surveys through on-bus intercept targeting. The goal was to obtain approximately 100 surveys usable for modeling purposes as described in the contract scope. The 100 usable surveys were collected across the three listed pilot routes of the 3, 11, and 19.

A total of 163 riders were asked to participate. Of those 163 riders, 114 (69.9%) riders indicated they had time to complete the survey with the interviewer; 49 riders (30.1%) refused.

Nearly all surveys (93.8%) were completed on the bus with the interviewer and 6.2% of surveys were completed off the bus with the interviewer; these were started on the bus but completed off the bus due to a lack of time on the bus. Out of the 114 riders who initially completed the survey, 79 gave a follow-up phone number/email. The completed surveys were run through the QA/QC process and 102 were deemed usable.

Survey Length

On average, the survey took 5.50 minutes to complete, with the longest survey length being over 9.5 minutes and the shortest survey being under 5 minutes to complete via Tablet PC. Survey lengths were based on completed surveys.

The average time to complete the first half of the survey was 3.25 minutes; the first half of the survey included trip elements from Origin to Destination. The average time to complete the second half of the survey was 2.25 minutes; the second half of the survey included sections covering other trip information, fare, and demographics.

Geocoding statistics

All addresses (Origin, Destination, Boarding, Alighting) were geocoded in real-time on the Tablet PC's. Ninety percent (90%) of the pilot records were deemed "Useable" after a visual review and post-processing of the dataset. One reason this can happen is that despite what is presented in the map and geocoding, the rider is unwilling to provide complete or exact details of their trip such as origin and destination type of places.

TABLE 7: SPRING 2024 PILOT SURVEYS COMPLETED

Route Name	Route Type	Surveys Completed
11	Fixed Route Bus	55
19	Fixed Route Bus	28
3	Fixed Route Bus	19

CHAPTER 2: SURVEY ADMINISTRATION

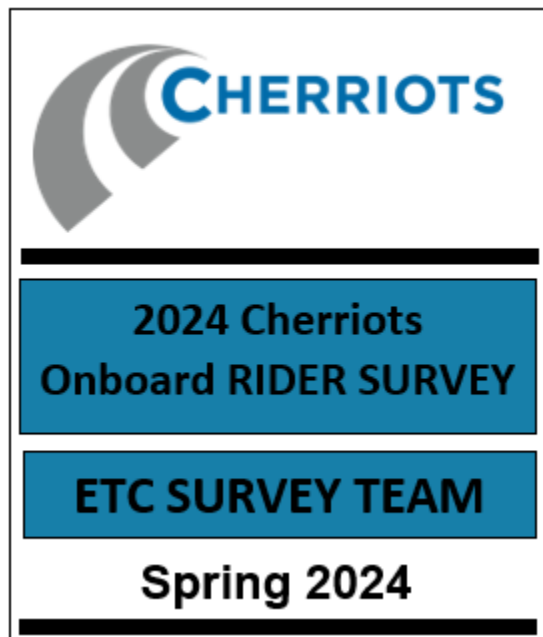
Data Collection Activities

Labor Recruitment and Training

Assembling a team of high-quality survey staff was one of the most important steps in the OD administration process. ETC collaborated with the staffing firm ANIK to provide interviewers for the OD survey.

ETC conducted two training sessions for data collection. When additional surveyors were needed for the OD survey, there were additional training sessions conducted throughout the data collection process with smaller groups. Training sessions focused on the study's purpose and objectives, the survey instruments, scripts on how to respond to passengers' questions, how to use data collection tools, instructions on how to conduct themselves when working with the public, and safety training. ETC provided in-depth project-specific training to ensure successful data collection. The training reviewed project specifics and field procedures and provided training on how to actively engage customers (passengers). Key highlights in the training included courtesy, professionalism, and person-to-person interactions.

The survey staff were instructed to understand that while they were not Cherriots employees, they were representing the agency while on transit vehicles or property and they needed to act in a manner that reflected positively. Maximizing participation and legitimizing the survey among passengers depended on the public response to the survey staff. For that purpose, ETC imposed strict dress code standards that required survey staff to wear clean appropriate clothing to present a casual, yet neat, appearance that ensured professionalism and comfort. Survey staff were provided with surveyor badges and vests, identifying interviewers from other transit agency staff and passengers; the badges used are pictured in Figure 2.

FIGURE 2: SURVEY TEAM BADGE FOR SPRING DATA COLLECTION

Training OD Interviewers

The ETC field manager created the necessary training materials and conducted the Origin-Destination (OD) Survey training that is consistent with classroom training and field training. The classroom training session included a PowerPoint presentation to explain the purpose and objectives of the survey, questionnaire content, interviewer procedures and requirements, survey logistics, how to maximize response rates (including hard-to-survey passengers), and the data collection process in a step-by-step format. Other goals of the training included building interview staff confidence, helping interview staff feel that they are an important part of the survey's success, and helping them understand the importance of the survey and its benefits to the community.

ETC ensures that the training addressed the following details:

- Tips on intercepting/interacting with passengers with disabilities
- Tips on intercepting/interacting with limited English proficiency passengers
- Cultural sensitivity
- Importance of understanding the intent of the questions

- Importance of random selection and properly recording all refusals
- Importance of data confidentiality
- Overview of the participating transit systems
- Overview of the topics covered in tablet questionnaire
- How to manage passenger comments and complaints
- Instructions on conveying the purpose of the survey to passengers
- Safety training

Toward the end of training, interviewers conducted mock interviews using the tablets. This exercise allowed ETC staff to gauge each interviewer's comprehension of the survey instrument and provide feedback as needed. Following classroom training, interviewers conducted live interviews with passengers under the supervision of ETC staff. ETC supervisors oversaw interviewers and provided feedback on performance throughout the remainder of the training day.

Interviewers who were conducting the survey properly began field training. Interviewers who needed more help, but showed promise, were asked to spend a second day in the field under direct supervision. During the field training period, the interviewer's productivity and data quality were assessed by ETC staff.

[DirectionFinderPathway©](#)

The method that was used to collect On-to-Off bus surveys with ETC's DirectionFinderPathway© process. This was implemented on all routes to get 100% ridership data. Rather than using surveyors to observe boardings and alightings, DFPPathway© uses a small camera to record continuous video of everyone boarding and alighting at all doors on a vehicle. To protect the privacy of passengers, the cameras only capture video below the rider's knee. The devices are also equipped with highly accurate GPS and high-resolution cameras that take images of each passenger's footwear as they board and alight the vehicle. Each high-resolution image is tagged with the location (stop name &

latitude/longitude coordinates), time of day, direction of movement (boarding or alighting) and more. An image of ETC's DFPATHWAY© counting equipment is shown below in Figure 3.

FIGURE 3: ETC DFPATHWAY COUNTER



OD Survey Administration

OD Survey Interviewer Roles

For the OD Survey, interviewers boarded their assigned bus and selected riders at random to participate in the survey. While conducting the interview, interviewers asked the respondent each question from the survey tablet and recorded each response provided to them by the passenger.

Selection of Participants

For the OD tablet surveys, a random number generator was used to determine which passengers were asked to participate in the survey after boarding the surveying bus as shown in Figure 4.

If four people boarded a bus, the surveyor would press 4 on the tablet, and the tablet randomly generated a number from 1 to 4 (see example below). If the answer was 2, the second person who boarded the bus was asked to participate in the survey. If the answer was 1, the first person was asked to participate in the survey, and so forth.

The selection was limited to the first six people who boarded a bus at any given stop to ensure the interviewer could keep track of the passengers as they boarded. For example, if 20 people boarded a bus, the surveyor would press 6 and the tablet program would randomly pick one of the first six people for the survey.

FIGURE 4: OD SURVEY RANDOM NUMBER GENERATOR

Q. Please choose a number between 1 and 6:

The image shows a digital survey interface. At the top, there are six blue-outlined circles, each containing a black number from 1 to 6. Below these circles is a large, empty rectangular box with a black border, intended for the respondent's answer.

⚠ THIS ROUTE: (GCRTA) 1 ST. CLAIR [EB] TO EAST 153RD ST. LOOP

If the interview is refused by the randomly selected rider, then the rider who boarded before the rider selected would be approached. For some express/commuter routes, hard copy questionnaires were administered to all boarding passengers to maximize the number of returned complete surveys.

Respondents who did not have time to complete the survey during their trip or spoke a language other than the interviewers were given the option of providing their contact information to conduct the survey at another time. Those who provided their phone numbers for call back ability were then contacted by ETC's call center to complete the survey. Those interviewers that did speak the foreign language of the rider translated the English tablet version and indicated which language the interview was conducted in. Fewer than ten surveys were completed with this method.

ETC tried to maintain bilingual (English/Spanish) interviewer staff throughout the entire project. At least 50% of the interview staff were bilingual. In addition to the English/Spanish interview staff, there were interviewers that spoke other languages such as French, Korean, Vietnamese, Chinese, Arabic, and other languages. The majority of interviews were conducted in English.

OD Survey Procedure

All routes that were classified as fixed bus routes were surveyed using tablets. Interviewers selected people for the survey in accordance with the sampling procedures described earlier in this subsection. Once an interviewer had selected a person for the survey, the interviewer did the following tasks:

- Approached the person who was selected and asked them to participate in the survey.
- If the person refused, the interviewer ended the survey.
- If the person agreed to participate, the interviewer asked the respondent if they had at least 5 minutes to complete the survey.
- If the person did not have at least 5 minutes on the bus, the interviewer asked the person to provide their name and contact information to send a link to a self-administered online version. A link was emailed or texted after the interviewer collected the passenger's information. If the passenger did not complete the survey, a phone interviewer from ETC's call center contacted the respondent and asked them to provide the information by phone. This methodology ensured that people who completed short trips on public transit were well represented. The majority of passengers were able to complete the surveys onboard.
- If the person had at least 5 minutes on the bus, the interviewer began administering the survey to the respondent as a face-to-face interview using a tablet computer to record the answers.

In-Field Quality Assurance/Quality Control

Every day, ETC's field supervisors reviewed each interviewer's data for the following issues to assess whether the employee was conducting the survey properly:

- Distribution of surveys by demographics
- Distribution of surveys by trip characteristics
- Length of each survey in minutes
- Percentage of refusals
- Percentage of short trips

ETC's field supervisors also conducted checks on the locations where the interviews took place by viewing the surveys in real time using a mapping visualization tool. The survey is programmed to project the location of where five of the survey's questions are asked which populates an "S" in the survey when viewing the mapping visualization tool. These checks ensured data integrity and identified if an interviewer was not onboard their vehicle conducting interviews.

Data Collection Dashboard

ETC created a dashboard for Cherriots to view both collection productivity and demographics collected by route. ETC Supervisors monitored the data collection with a similar dashboard to monitor collection goals and conduct quality control on interviewers' data.

Data Quality Assurance and Processing

Many of the processes described in previous sections of this report were elements of the overall QA/QC process that was implemented throughout survey administration. The establishment of sampling goals and procedures ensured that a representative sample was obtained from each bus route. Training of interviewers and the high levels of oversight provided by the field manager and the field supervisors ensured that the survey was administered properly. Also, the use of the latest geocoding tools such as ETC's tablet survey with an embedded Google map search, ETC Elvis program, and Caliper® Maptitude

Geographic Information System (GIS) software contributed to the high quality of geocoding accuracy that was achieved. The following subsections describe the QA/QC processes that were implemented before and after the data were collected.

OD Quality Assurance/ Quality Control Plan

Pre-Processing Distance Checks

A series of distance and ratio checks are preprogrammed into the Field Supervisor's online visual review tool in order to allow for ETC Institute's Transit Review Team (TRT) to take a more systematic approach in reviewing complete records. The TRT process for editing surveys is described in a later section. Note: The distance and ratio checks described are meant to alert the reviewer that closer evaluation is needed. It does not necessarily indicate that the record is inaccurate or unusable. *The distances used for the checks are created using the great-circle distance formula which is based on a straight line from point A to point B that takes into account the curvature of the earth.*

Access/Egress Mode Distance Check

Table 8 shows the distance checks for access (Origin to Boarding of the 1st Transit Vehicle) and egress modes (Alighting from the last Transit Vehicle to Destination).

TABLE 8: ACCESS/EGRESS MODE DISTANCE CHECKS

Distance Check Name	Check	Condition 1	Condition 2	Flag?
Origin to Boarding	Origin to Boarding distance is greater than 1.75 miles	Access Mode - <u>ANY USE OF A VEHICLE</u> (ie, dropped off, rode with others, drove, taxi...)		No
		Access Mode - Walk/Wheelchair/Skateboard	There is at least one transfer from origin to boarding	No
		Access Mode - Walk/Wheelchair/Skateboard	There are no transfers from origin to boarding	Yes
	Origin to Boarding distance is less than .2 miles	Access Mode - <u>ANY USE OF A VEHICLE</u> (ie, dropped off, rode with others, drove, taxi...)		Yes
		Access Mode - Every mode	There is at least one transfer from origin to boarding	Yes
		Access Mode - Walk/Wheelchair/Skateboard	There are no transfers from origin to boarding	No
Alighting to Destination	Alighting to Destination distance is greater than 1.75 miles	Egress Mode - <u>ANY USE OF A VEHICLE</u> (ie, will get picked up, ride with others, drive, taxi...)		No
		Egress Mode - Walk/Wheelchair/Skateboard	There is at least one transfer from alighting to destination	No
		Egress Mode - Walk/Wheelchair/Skateboard	There are no transfers from alighting to destination	Yes
	Alighting to Destination distance is less than .2 miles	Egress Mode - <u>ANY USE OF A VEHICLE</u> (ie, will get picked up, ride with others, drive, taxi...)		Yes
		Egress Mode - Every mode	There is at least one transfer from alighting to destination	Yes
		Egress Mode - Walk/Wheelchair/Skateboard	There are no transfers from alighting to destination	No

*1.75 mile is used because it is a straight-line distance so it ends up being closer to 2 miles with actual street travel.

Origin to Destination Distance Check

Table 9 shows the distance checks based on the origin and Destination Type of Places.

TABLE 9: ORIGIN TO DESTINATION DISTANCE CHECKS

Distance Check Name	Check	Flag Record
Origin to Destination	Origin equals the Destination	Yes
	Origin to Destination is greater than 50 miles	Yes
	Origin to Destination is less than .25 miles	Yes

Boarding and Alighting Distance Check

Table 10 shows the distance checks based on the boarding and alighting locations.

TABLE 10: BOARDING AND ALIGHTING DISTANCE CHECKS

Distance Check Name	Check	Flag Record
Boarding to Alighting	Boarding equals the Alighting	Yes
	Boarding to Alighting is less than .25 miles	Yes

Pre-Processing Ratio Checks

After all transfer checks are completed, the next step in this process involves the application of a series of QA/QC Ratio Checks.

Three ratio checks are conducted for each record. First, the distance between boarding and alighting is divided by the distance between origin and destination. If the rider has a high ratio, then the rider is on the bus for an extensive time compared to the origin to destination distance. If the check created an extremely low ratio, the use of transit seemed unnecessary.

Second, the distance between origin and boarding is divided by the distance between origin and destination. If the rider has a high ratio, the origin to boarding distance is excessive compared to the origin to destination.

Third, the distance between alighting and destination is divided by the distance between origin and destination. If the rider has a high ratio, the alighting to destination distance is excessive compared to the origin to destination. **Table 11** describes in more detail the ratio checks used, and the conditions in which a record would be flagged.

TABLE 11: RATIO CHECKS

Ratio Checks	Check	Result of Formula	Condition 1	Condition 2	Flag?
Boarding to Alighting distance divided by Origin to Destination distance	Boarding to Alighting Distance/Origin to Destination Distance	the result of this formula is 1.5 or greater			Yes
	Boarding to Alighting Distance/Origin to Destination Distance	the result of this formula is less than .3	Access and Egress modes are both Walk/Wheelchair/Skateboard	There are NO transfers involved in the trip	Yes
	Boarding to Alighting Distance/Origin to Destination Distance	the result of this formula is less than .3	Access or Egress mode - <u>ANY USE OF A VEHICLE</u>		No
	Boarding to Alighting Distance/Origin to Destination Distance	the result of this formula is less than .3	There is at least one transfer involved in the trip		No
Origin to Boarding distance divided by Origin to Destination distance	Origin to Boarding Distance/Origin to Destination Distance	the result of this formula is 1 or greater	there is at least one transfer from origin to boarding		No
	Origin to Boarding Distance/Origin to Destination Distance	the result of this formula is 1 or greater	Access Mode - <u>ANY USE OF A VEHICLE</u> (ie, dropped off, rode with others, drove, taxi...)		No
	Origin to Boarding Distance/Origin to Destination Distance	the result of this formula is 1 or greater	Access Mode - Walk/Wheelchair/Skateboard	There are no transfers from origin to boarding	Yes
Alighting to Destination divided by Origin to Destination	Alighting to Destination Distance/Origin to Destination Distance	the result of this formula is 1 or greater	there is at least one transfer from alighting to destination		No
	Alighting to Destination Distance/Origin to Destination Distance	the result of this formula is 1 or greater	Egress Mode - <u>ANY USE OF A VEHICLE</u> (ie, will get picked up, ride with others, drive, taxi...)		No
	Alighting to Destination Distance/Origin to Destination Distance	the result of this formula is 1 or greater	Egress Mode - Walk/Wheelchair/Skateboard	There are no transfers from alighting to destination	Yes

Transit Review Team (TRT)

ETC Institute has a dedicated team whose priority is reviewing and editing completed records through the use of an online visual review tool. One of their other key responsibilities is the process of calling and completing “Callback” surveys. Callback surveys are surveys that are unable to be completed in the field. The “Callback” is conducted within a few days of when the initial survey began so that the information of the trip can be more easily recalled by the respondent.

The TRT reviews all complete records collected for the survey, paying special attention to records that are automatically flagged by the online visual review tool. Prior to making edits to any survey, they first attempt to contact the respondent to clarify any questionable answer choices regarding the trip. If no contact is made, or if contact is not possible, the following actions are taken as shown in Tables 12 and Table 13.

Pre-Processing General Issues and Actions

Table 12 below describes the general issues that could occur within a trip where changes may have been appropriate.

TABLE 12: PRE-PROCESSING GENERAL ISSUES

Issue	Description of Issue	Action
Origin/Destination Issue - 1	Origin/Destination appears incorrect because the wrong location of a multiple-location organization was selected	If for example, an Origin/Destination appears illogical based on the college campus that was selected, but an appropriate campus of the same college does appear logical given the other points and answer choices of the trip, then the appropriate campus will be selected.
Origin/Destination Issue - 2	Origin/Destination appears to have been geocoded to the incorrect city/state	If for example, an Origin/Destination appears illogical based on the city/state that was geocoded, but the address/intersection is logical within the trip if the city/state are changed. This occurs occasionally because the surveyor selects the wrong choice from the list of possible address choices that appear in the online survey instrument, then the appropriate address information will be inserted.
Access/Egress Mode	Access/Egress Mode seems illogical based on trip	If the access/egress mode involves the use of a vehicle and the distance from either origin to boarding or alighting to destination is less than .2 miles then the access/egress mode is recoded to walk/walked and that change will be reflected in the database. Unless the terrain of the area makes walking unlikely.
Directionality of Record	Boarding and alighting locations indicate that the trip is going in the opposite direction of what was selected by the surveyor.	Change Direction of Route Selected and if necessary update boarding and alighting locations based on appropriate direction.

Transfer Issues and Actions

Table 13 below describes the transfer issues that could occur within a trip where changes may have been appropriate.

TABLE 13: TRANSFER ISSUES AND ACTIONS

Issue #	Description of Issue	Action
Transfer Issue - 1	The transfer(s) seems illogical based on either the origin to boarding or alighting to destination	If the transfer appears to have been selected incorrectly based on surveyor misselection/passenger error then an appropriate transfer(s) will be inserted based on the geocoded points of the trip, the time of day of the trip and the direction of travel. If no appropriate transfers can be found, then the record will be removed from the database.
Transfer Issue - 2	The transfer(s) seems unnecessary based on either the origin to boarding or alighting to destination	If the transfer(s) appears to be unnecessary because the distance from the origin to boarding or alighting to destination is less than 0.2 miles then the trip will be reviewed in further detail to determine if the transfer(s) are inappropriate. Aspects that will determine appropriateness are: the terrain (0.1 miles for example is a very short distance but a river inbetween the origin and boarding location could require an individual to use a transfer as opposed to being able to walk), disability, age, and alternate access/egress modes (IE if someone indicates walking 1 mile from origin to boarding but then indicates taking 2 transfers from alighting to destination to travel a total of 0.1 miles they have likely indicated transfers for a future trip later in the day). <i>NOTE: The 0.2 distance is only used as guideline to create a flag for closer review. Typically only extreme distances have transfers removed.</i>
Transfer Issue - 3	The passenger indicated that they did not use a transfer but based on their access/egress mode and the distance between either the origin to boarding or alighting to destination suggests that a transfer was likely used.	If the access/egress mode is "walked/walk" and no transfer is indicated, and the distance between either origin to boarding or alighting to destination is greater than 2 miles, then an appropriate transfer(s) will be inserted based on the geocoded points of the trip, the time of day of the trip and the direction of travel. If no appropriate transfers can be found, then the record will be removed from the database.
Transfer Issue - 4	Duplicate Transfers in the Route Path	If duplicate transfers exist in the route path, the path is reviewed to determine which route(s) were incorrectly entered. If a review of the record suggests that the transfer route(s) is/are unnecessary then they will be removed. If the transfers suggest that trip is a round trip and not a one-way trip then the record will be removed from the database.

Post-Processing Additional Checks

After all records are reviewed by the TRT, the next step in this process involves the application of a series of QA/QC “non-trip” checks. Non-trip checks are described as anything not pertaining to the respondent’s actual trip, i.e. demographic information.

Non-trip related checks included:

- Ensuring the respondents who indicated that they are employed also reported that at least one member of their household is employed.
- Ensuring the time of day a survey is completed is reasonable given the published operating schedule for the route.
- Ensuring that the appropriate fare type is used in response to the age of respondent.
- Checking that there is a representative demographic distribution based on age, gender, and income status.
- Removing any personal contact information used for quality control purposes during the data collection portion of the project in order to protect the anonymity of the respondents.

Once all records go through the pre-processing and post-processing QA/QC checks, those that are deemed complete and usable are then used to update the completion report used by the FS to ensure that all contractual goals have been met. After the final high-level review is completed, metadata (a codebook) is created in order to suitably explain the data in the database.

Process for Identifying Complete Records

To classify a survey as being complete, the record must contain all elements of the one-way trip, including complete answers to the following:

- | | |
|----------------------------|--------------------------|
| • Route/direction | • Destination place type |
| • Time of trip | • Access mode |
| • All transfer routes used | • Egress mode |
| • Home address | • Boarding location |
| • Origin address | • Alighting location |
| • Destination address | |
| • Origin place type | |

In addition to the required trip data questions, a survey must be marked as complete by the online survey program, which occurs only if the interviewer has navigated through every required question on the online survey instrument including demographic questions.

CHAPTER 3: SURVEY WEIGHTING AND EXPANSION

The Cherriots regional transit interviews were expanded by route, direction, time-of-day, boarding location, and alighting location from O2O data. The following sections describe the methodology that was used to develop the unlinked expansion factors. Unlinked expansion factors are weights that, when summed up, match the daily ridership of the system.

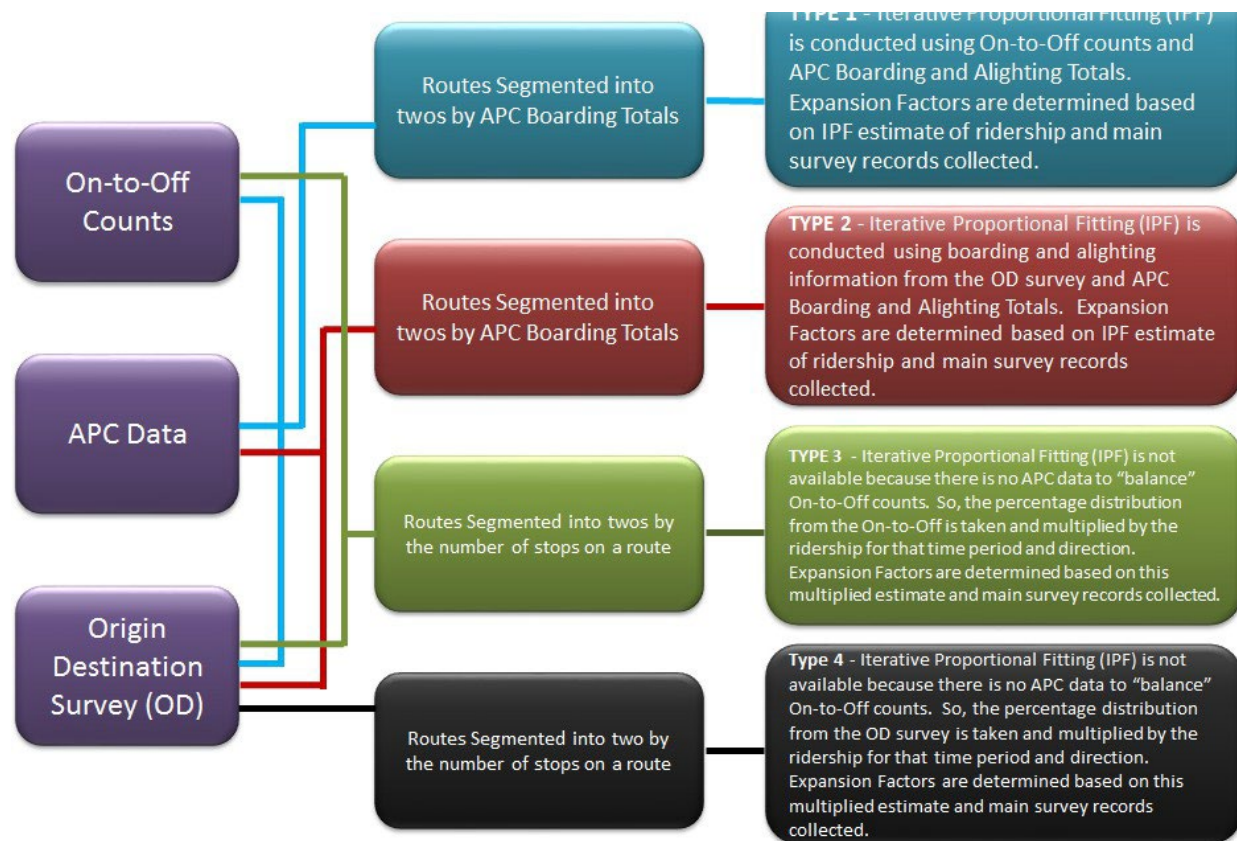
Data Expansion Overview

When survey quantity goals are created, they are typically based upon a percentage of the average weekday ridership for the routes in the system and desired confidence levels. These are further broken down by time periods and directions. If the route has been deemed a circular or loop route, the ridership is broken down into time periods only, as directional components cannot be obtained accurately. The five time periods for this survey, shown in Table 5, were created based on the specific needs of Cherriots. Once a sample percentage is agreed upon, the goals for the survey collection are based on the ridership for each route by time period and direction then multiplied by the sampling percentage. The purpose of developing survey quantity goals is to collect an appropriate number of survey records that will be expanded to represent the total average weekday ridership of each route by time period and direction.

Types of Data Expansion

The type of data expansion conducted depended on the data available for the specific route. There were two types of data that created the combinations that guided the type of expansion used: O2O counts data (collected by ETC), and OD Survey Data (collected by ETC). Figure 5 shows the data combinations, the corresponding route segmentation, and type of expansion used.

FIGURE 5- TYPES OF DATA EXPANSION



Type 3 Expansion: Bus Routes with O2O Counts and OD Survey Data, but without Stop-Level Ridership/APC Data

Expansion Type 3 is used for routes where O2O counts are collected but Stop-Level Ridership/APC Data is not available. Routes without Stop-Level Ridership/APC Data are segmented into three segments based on the number of stops along a route. These segments were then appended to the O2O and OD Survey databases. The expansion method is less complex than the other types of expansion involving APC data.

Type 3 expansion was used for this project based on Ride Check/O2O Counts.

General Rule for Expansion Factors

While there are no specific guidelines for the expansion factor values, ETC tries to keep expansion factors below three times the average expansion factor. This adjustment is made to keep any one record from representing a markedly high number of riders in the system. The formula for determining this guideline is:

Guideline Weight Factor = $1 / (\text{Sampling percent}) \times 3$

If the expansion factor for a boarding segment to alighting segment pair is greater than three times the average expansion factor, then it is aggregated into the adjacent boarding-to-alighting segment where it will have the least impact on the previously existing expansion factors. This guideline is used for all the expansion types.

The data expansion above produces the unlinked weight factor for each record. The unlinked weight factor matches the daily ridership on the system.

Linked Trip Expansion Factors for All Records

While the unlinked weight factor counts each boarding as a separate trip regardless of transfers, the linked-trip weight factor requires transfers be included in the trip, which helps to account for the number of transfers that were made by each passenger reducing the daily ridership because a single passenger can account for multiple unlinked ridership. Linked expansion factors are generated after the unlinked expansion factors are created.

Linked Trip Multiplying Factor

First, you must calculate the Multiplying Factor for each survey record which is related to the number of transfers in the corresponding record. The equation to create the Multiplying Factor is shown below:

$$\text{Linked Trip Multiplying Factor} = [1 / (1 + \# \text{ of transfers})]$$

If a passenger did not make a transfer, the linked trip multiplying factor would be 1.0 because the person would have only boarded one vehicle. If a person made two transfers, the linked trip expansion factor would be 0.33 because the person would have boarded three transit vehicles during his/her one-way trip. An example of how the linked trip expansion factors were calculated is provided in Figure 16.

FIGURE 6: SAMPLE CALCULATIONS OF LINKED TRIP MULTIPLYING FACTORS

Number of Transfers	Calculation [$1/(1+\text{Number of Transfers})$]	Linked Trip Multiplying Factor
0	[$1/(1+0)$]	1
1	[$1/(1+1)$]	0.5
2	[$1/(1+2)$]	0.33
3	[$1/(1+3)$]	0.25

Linked Trip Weight Factor

Once the linked trip multiplying factor of a survey record is determined, one can calculate the linked trip weight factor. The linked trip weight factor is found by multiplying the product of the unlinked trip weight factor by the linked trip Multiplying Factor and is shown in the equation below.

Linked Trip Weight Factor = Unlinked Trip Weight Factor x Linked Trip Multiplying Factor

CHAPTER 4: Weighted Origin-Destination Survey Results

The following chapter highlights demographic and trip-related survey findings from the project for riders surveyed on all Cherriots services that were part of the 2024 Cherriots Onboard Origin-Destination Survey. Two major categories of survey findings are presented: ridership profile and trip profile. Weekend Origin-Destination Survey results are listed separately from weekday results in the following section.

The findings in this section were expanded using the Unlinked Weight Factors in the database.

Weekday Ridership Profile

This section lists tables for weekday data for rider characteristics across all Cherriots fixed routes .

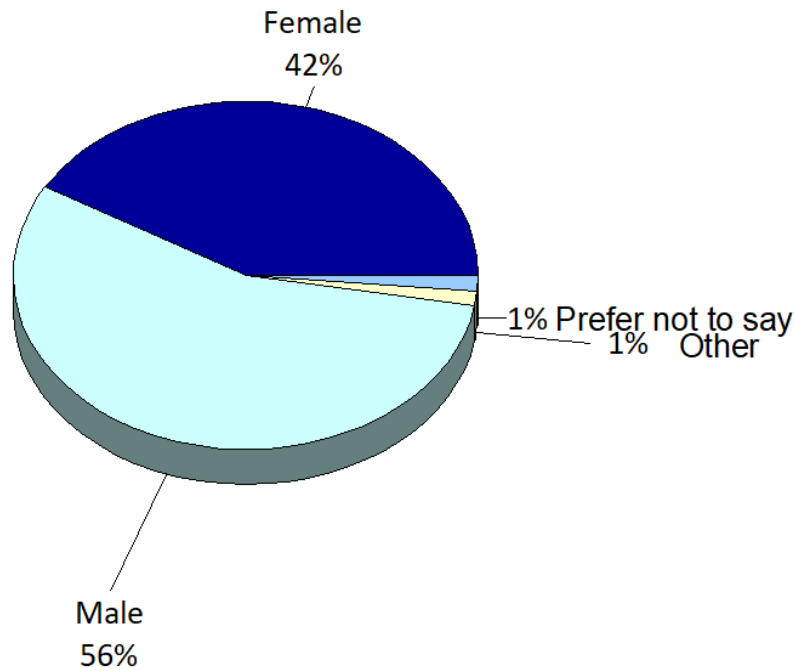
Gender

TABLE 14: GENDER - WEEKDAY

Gender		
Female	3623.4	41.6%
Male	4853.2	55.7%
Other	116.4	1.3%
Prefer not to say	115.6	1.3%
Grand Total	8708.4	100.0%

Surveyed ridership is approximately 56% male and 42% female. 3% identified as something other than male or female or refused to answer.

FIGURE 7: GENDER - WEEKDAY

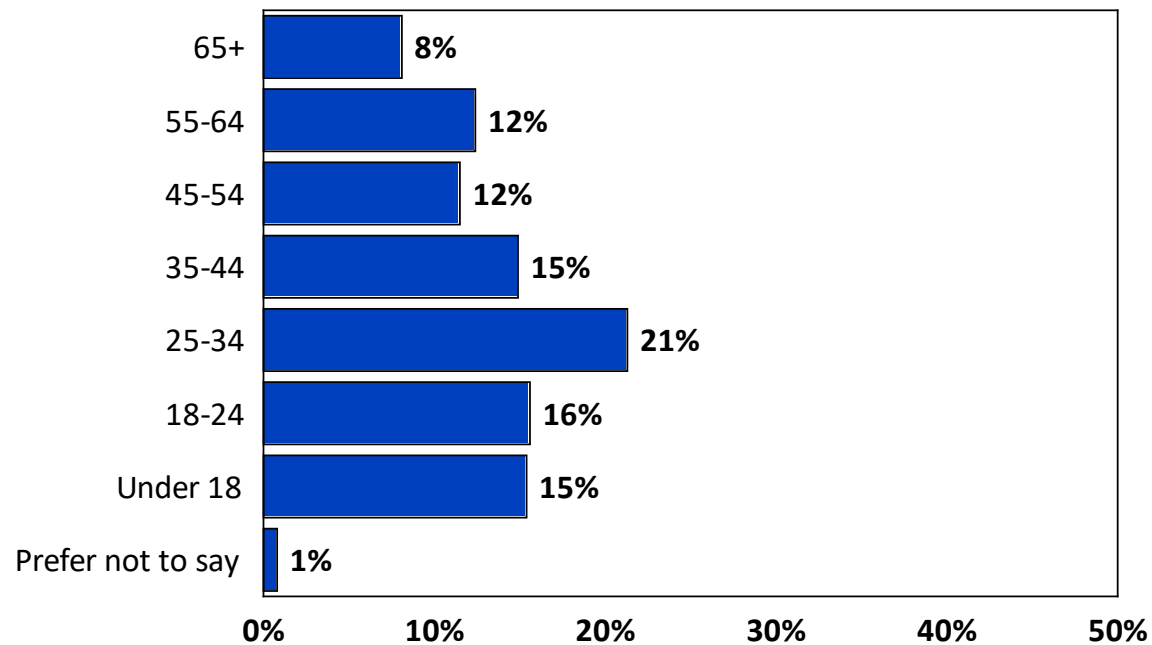


Age

TABLE 15: AGE - WEEKDAY

Age		
65+	707.9	8.1%
55-64	908.9	12.4%
45-54	1005.4	11.5%
35-44	1300	14.9%
25-34	2013	21.3%
18-24	1357	15.6%
Under 18	1344.8	15.4%
Prefer not to say	71.5	0.8%
Grand Total	8708.4	100.0%

Most respondents are between the ages of 25 – 34 (21.3%) followed by 15.6% of riders between 18-24 years of age, 15.4% under the age of 18, and 14.9% between the ages of 35 - 44. The rest of the age categories had less than 13% selection.

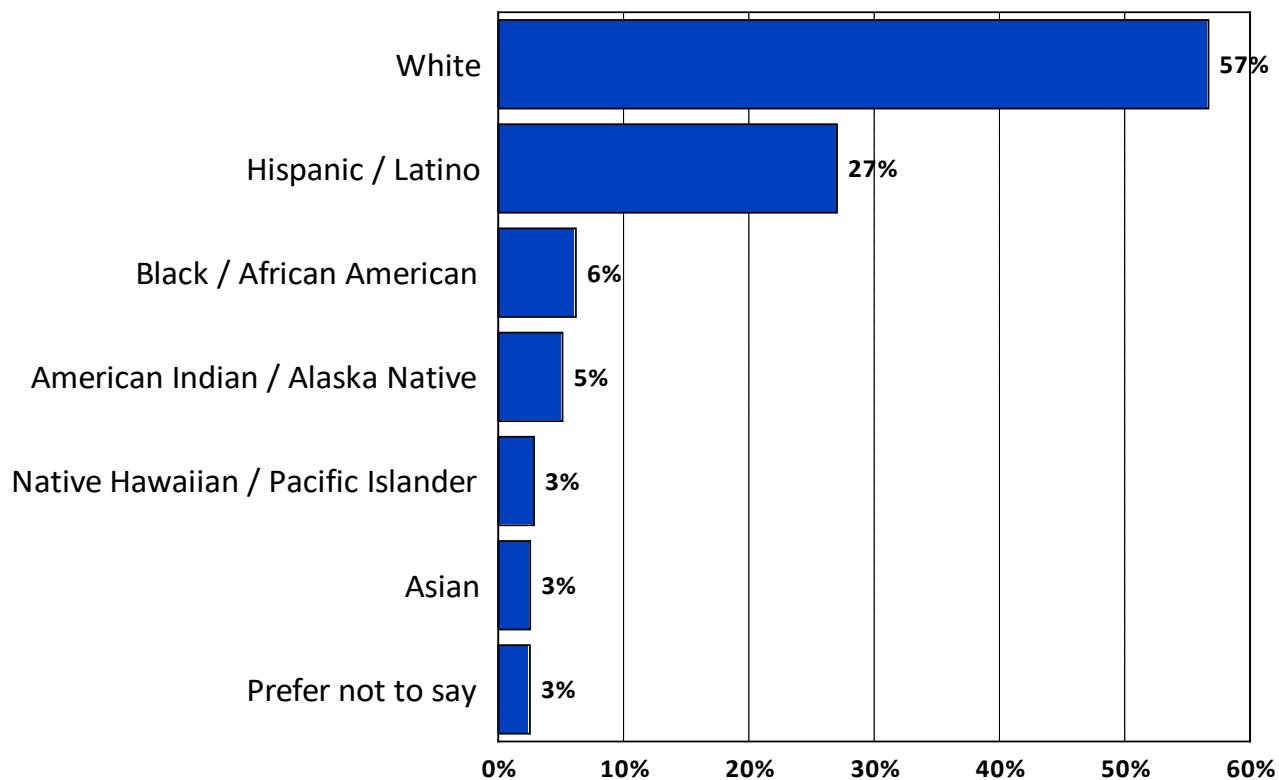
FIGURE 8: AGE - WEEKDAY


Ethnicity/Race

TABLE 16: ETHNICITY/RACE - WEEKDAY

Ethnicity/Race		
White	4935.7	56.7%
Hispanic / Latino	2354.3	27.0%
Black / African American	539.0	6.2%
American Indian / Alaska Native	446.4	5.1%
Native Hawaiian / Pacific Islander	248.4	2.9%
Asian	221.9	2.6%
Prefer not to say	219.1	2.5%
Grand Total	8965.0	102.9%

More than half of respondents (56.7%) identify themselves as White, 27% identify as Hispanic/ Latino, 6.2% Black/ African American, and 5.1% American Indian/ Alaska Native.

FIGURE 9: ETHNICITY/RACE – WEEKDAY

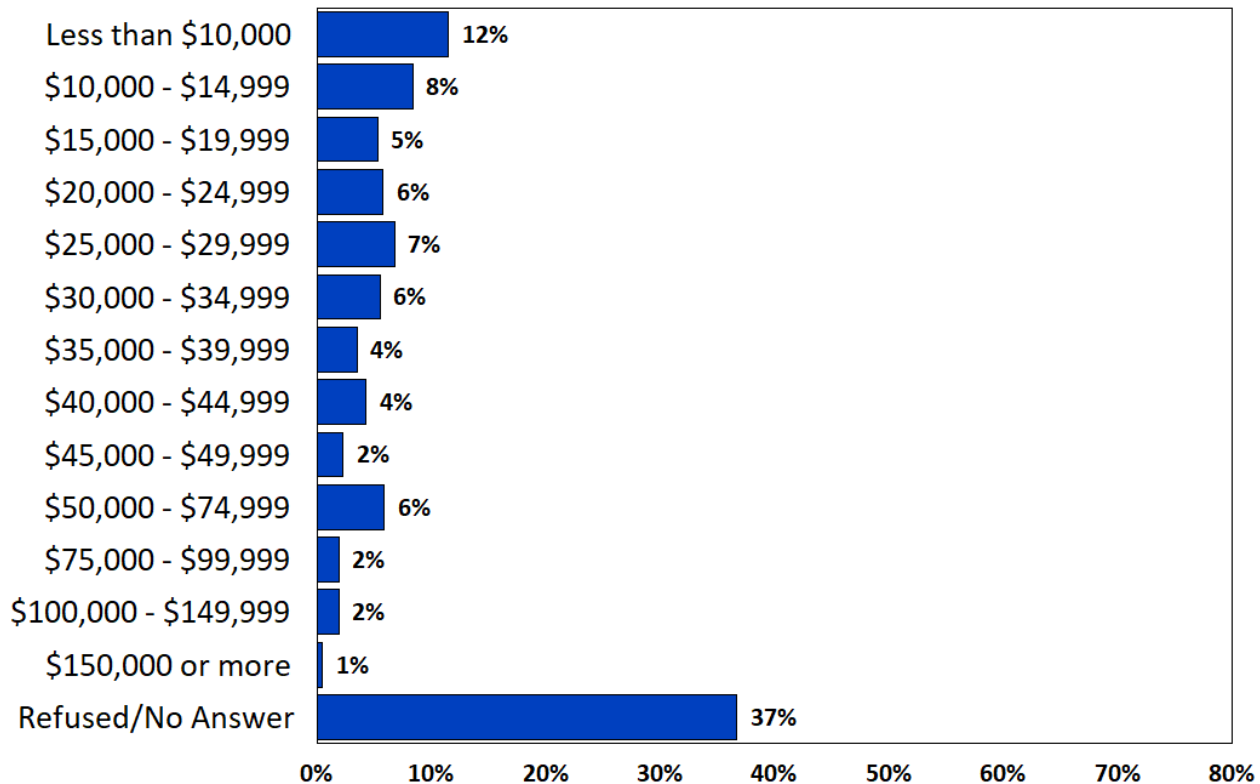
Household Income

TABLE 17: HOUSEHOLD INCOME - WEEKDAY

Household Income		
Less than \$10,000	999.5	11.5%
\$10,000 - \$14,999	728.7	8.4%
\$15,000 - \$19,999	462.2	5.3%
\$20,000 - \$24,999	503.9	5.8%
\$25,000 - \$29,999	589.7	6.8%
\$30,000 - \$34,999	478.3	5.5%
\$35,000 - \$39,999	301.2	3.5%
\$40,000 - \$44,999	376.5	4.3%
\$45,000 - \$49,999	197.3	2.3%
\$50,000 - \$74,999	509.7	5.9%
\$75,000 - \$99,999	161.9	1.9%
\$100,000 - \$149,999	165.6	1.9%
\$150,000 or more	41.1	0.5%
Refused/No Answer	3192.9	36.7%
Grand Total	8708.4	100.0%

When asked “Which of the following BEST describes your total household income in 2022 before taxes?” 11.5% of surveyed riders indicated their annual household income was less than \$10,000 dollars per year.

FIGURE 10: HOUSEHOLD INCOME - WEEKDAY



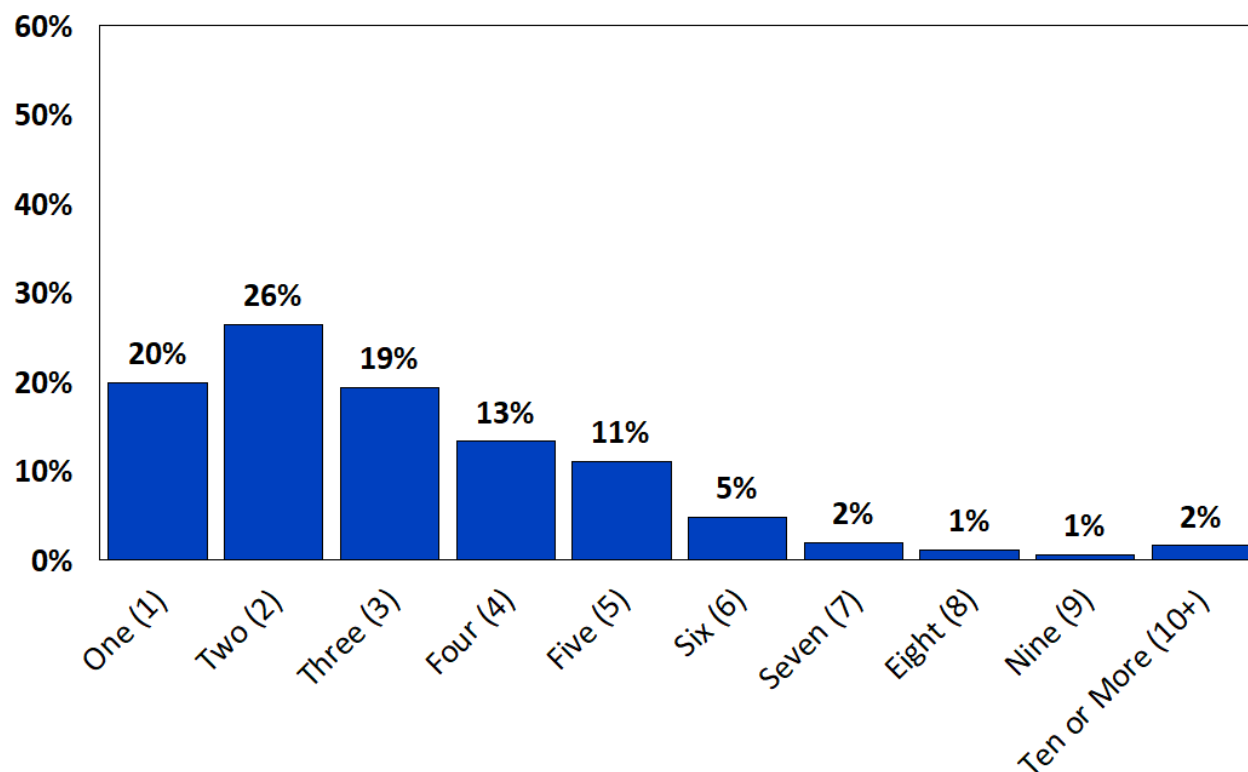
Household Size

TABLE 18: HOUSEHOLD SIZE - WEEKDAY

Household Size		
One (1)	1728.9	19.9%
Two (2)	2296.9	26.4%
Three (3)	1691.6	19.4%
Four (4)	1161.2	13.3%
Five (5)	961.3	11.0%
Six (6)	418.4	4.8%
Seven (7)	163.4	1.9%
Eight (8)	96.2	1.1%
Nine (9)	51.6	0.6%
Ten or More (10+)	138.9	1.6%
Grand Total	8708.4	100.0%

The largest group of respondents (26.4%) indicated they live in a household with two people (including themselves) while 19.9% of respondents shared that they live in a household alone. A combined 32% of respondents lived in a home with 3-4 members.

FIGURE 11: HOUSEHOLD SIZE - WEEKDAY



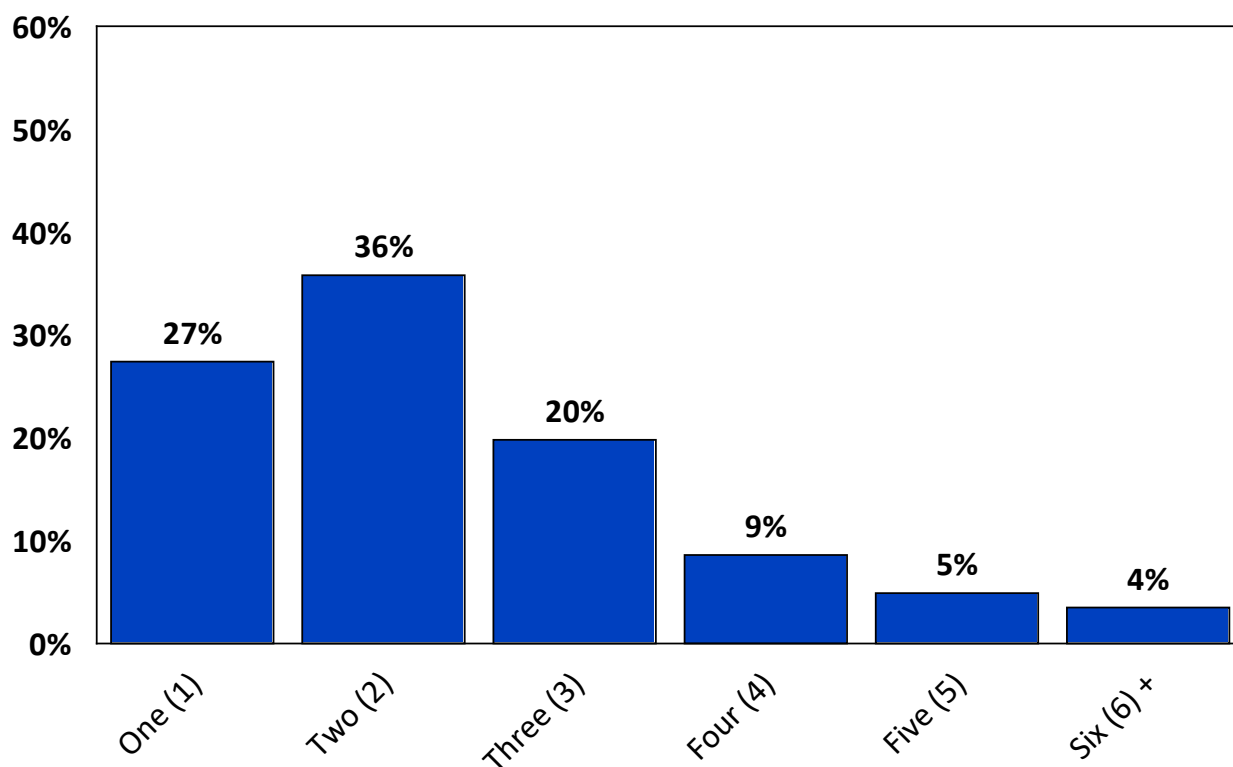
16+ Household Members

TABLE 19: AGE 16+ HOUSEHOLD SIZE- WEEKDAY

Age 16+ Household Size		
One (1)	2388.7	27.4%
Two (2)	3120.9	35.8%
Three (3)	1724.7	19.8%
Four (4)	745.6	8.6%
Five (5)	424.7	4.9%
Six (6)	303.9	3.5%
Grand Total	8708.4	100.0%

The percentage of respondents living in a household with one member being 16 years old or older is 27.4%. Households that include two individuals 16 years of age or older are 35.8%.

FIGURE 12: AGE 16+ HOUSEHOLD SIZE

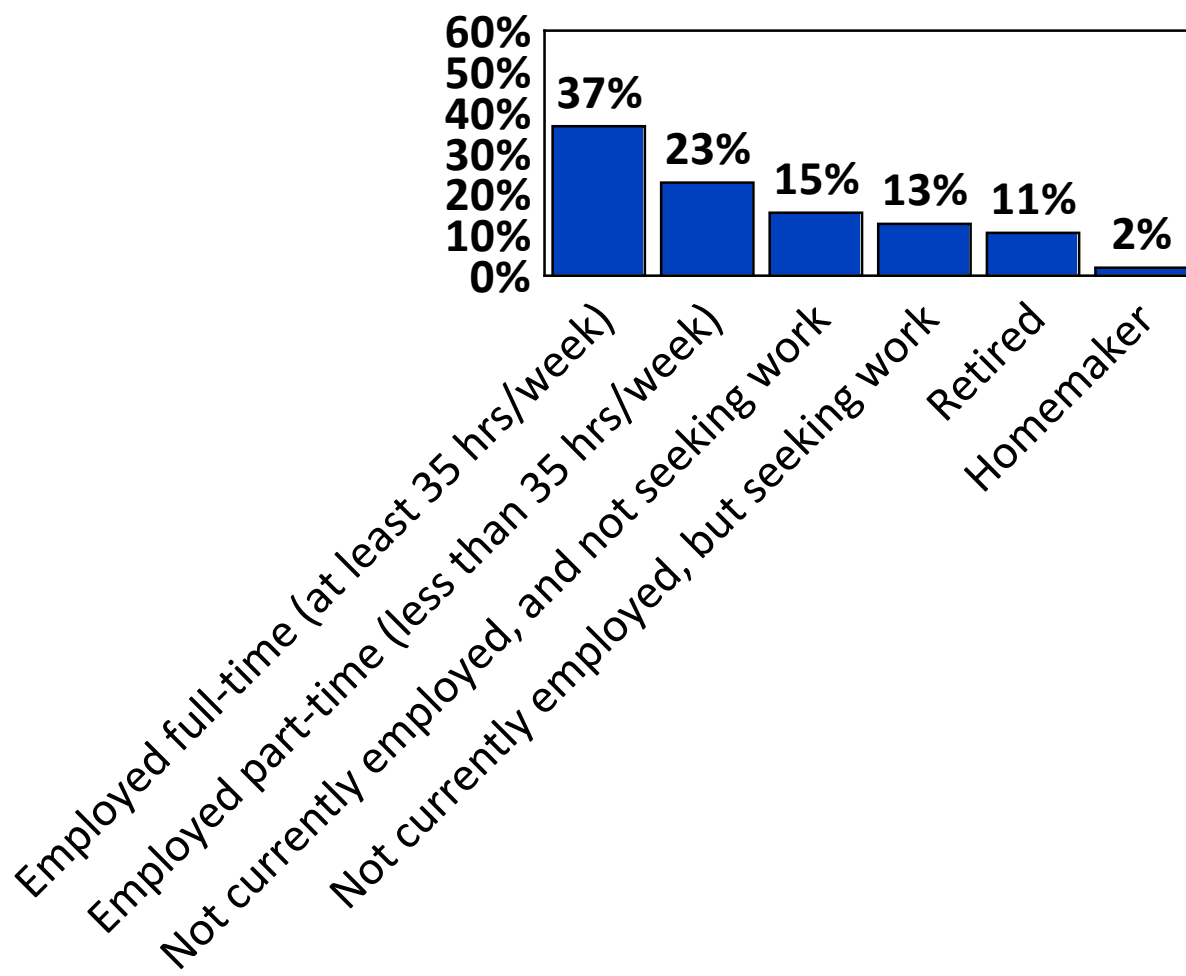


Employment Status

TABLE 20: EMPLOYMENT STATUS - WEEKDAY

Employment Status		
Employed full-time (at least 35 hrs/week)	3188.0	36.6%
Employed part-time (less than 35 hrs/week)	1987.4	22.8%
Not currently employed, and not seeking work	1344.2	15.4%
Not currently employed, but seeking work	1102.4	12.7%
Retired	915.0	10.5%
Homemaker	171.4	2.0%
Grand Total	8708.4	100.0%

Most respondents indicated that they are employed full-time (36.6%) while 22.8% shared that they are employed part-time.

FIGURE 13: EMPLOYMENT STATUS - WEEKDAY

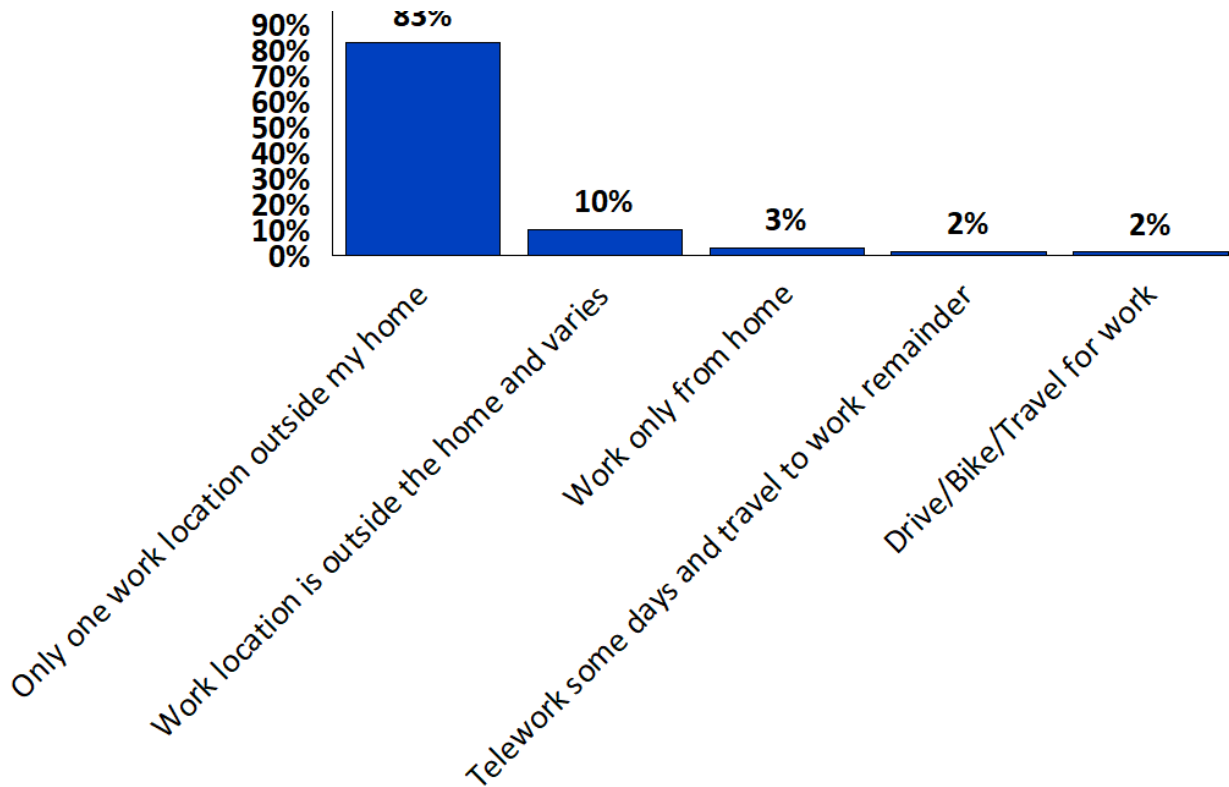
Work Location

TABLE 21: PRIMARY WORK LOCATION

Work Location		
Only one work location outside my home	4303.0	83.1%
Work location is outside the home and regularly varies (different offices/job sites)	539.3	10.4%
Work only from home	163.6	3.2%
Telework some days and travel to work the remainder	86.0	1.7%
Drive/Bike/Travel for work (driver, sales, deliveries)	83.4	1.6%
Grand Total	5175.4	100.0%

The majority of respondents (83.1%) have only one work location outside of the home.

FIGURE 14: PRIMARY WORK LOCATION



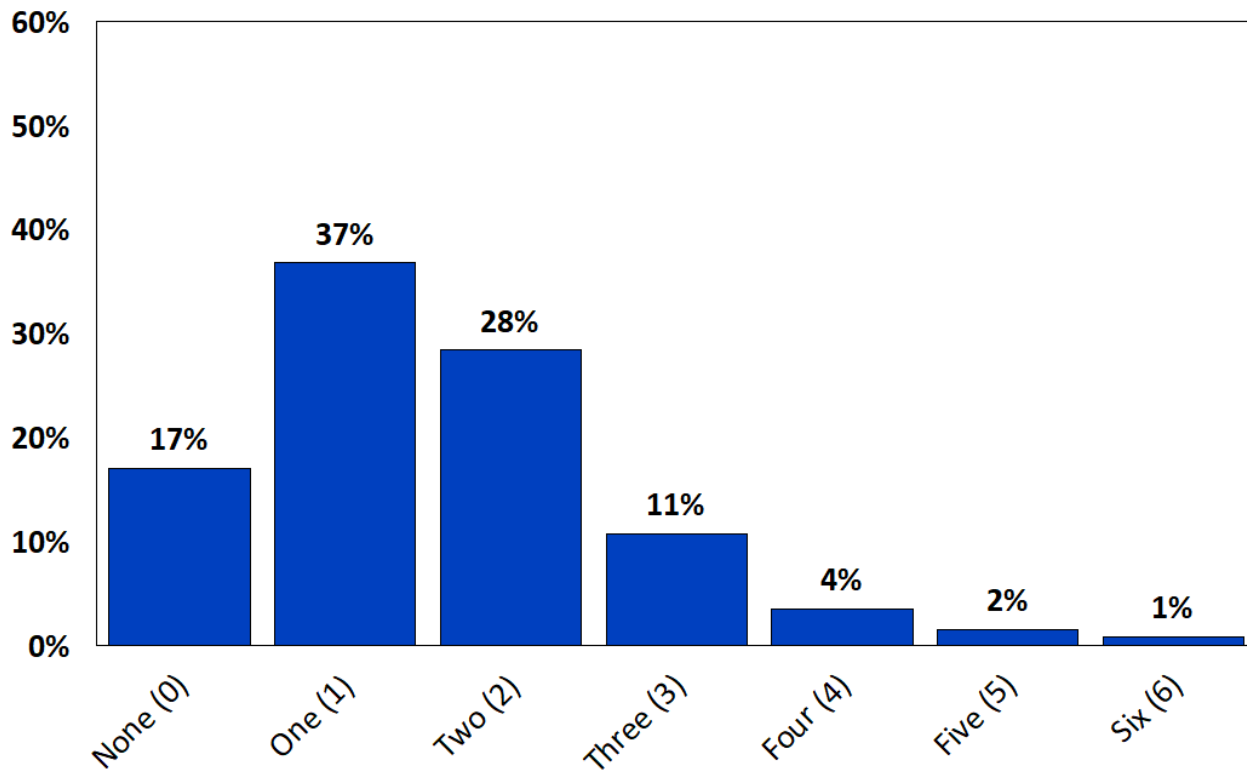
Household Employment

TABLE 22: ADULTS EMPLOYED IN RESPONDENT HOUSEHOLDS - WEEKDAY

Employed in Household		
None (0)	1477.4	17.0%
One (1)	3201.8	36.8%
Two (2)	2470.2	28.4%
Three (3)	943.3	10.8%
Four (4)	307.8	3.5%
Five (5)	141.4	1.6%
Six (6)	82.6	0.9%
Seven (7)	17.6	0.2%
Eight (8)	9.9	0.1%
Nine (9)	11.8	0.1%
Ten or More (10+)	44.7	0.5%
Grand Total	8708.4	100.0%

More than one-third (36.8%) of the respondents revealed one person within their household was employed either part- or full-time; 28.4% of surveyed riders came from households with two employed individuals; 10.8% indicated they had three working people in their household; 17.0% of riders lived in households with no employment.

FIGURE 15: NUMBER EMPLOYED IN RESPONDENTS HOUSEHOLD



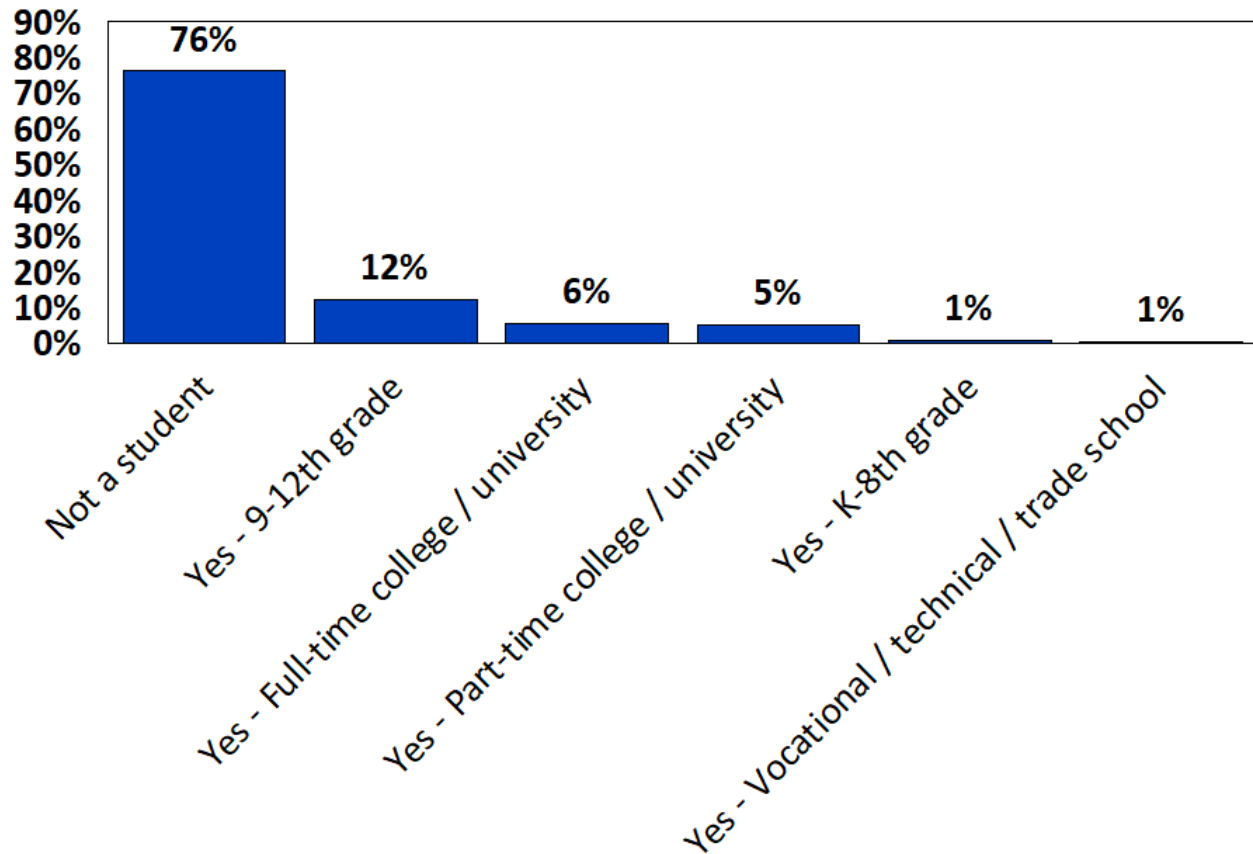
Student Status

TABLE 23: STUDENT STATUS - WEEKDAY

Student Status		
Not a student	6614.3	76.0%
Yes - 9-12th grade	1059.9	12.2%
Yes - Full-time college / university	485.8	5.6%
Yes - Part-time college / university	441.7	5.1%
Yes - K-8th grade	61.0	0.7%
Yes - Vocational / technical / trade school	45.6	0.5%
Grand Total	8708.4	100.0%

Seventy-six percent of respondents indicated that they were not students. Those in grades 9-12 made up 12.2% and 10.7% attend a college or university either full or part time.

FIGURE 16: STUDENT STATUS



Language Spoken at Home Other Than English

TABLE 24: HOUSEHOLDS THAT SPEAK LANGUAGES OTHER THAN ENGLISH - WEEKDAY

Other Language at Home		
Yes	2584.8	29.7%
No	6123.7	70.3%
Grand Total	8708.4	100.0%

Roughly 70% of respondents speak only English in their home and about 30% speak a language other than English at home.

Languages Spoken at Home

TABLE 25: OTHER LANGUAGES SPOKEN AT HOME - WEEKDAY

Other Language Spoken at Home		
Spanish	1885.5	72.9%
Russian	105.8	4.1%
American Sign Language (ASL)	104.4	4.0%
Marshallese	53.8	2.1%
Other	45.2	1.7%
French	42.1	1.6%
Old Spanish	37.2	1.4%
Tongan	29.0	1.1%
German	27.0	1.0%
Hindi	25.5	1.0%
Chinese	24.1	0.9%
Japanese	21.3	0.8%
Filipino	20.2	0.8%
Chuukese	16.6	0.6%
Aranes	15.6	0.6%
Romanian	14.3	0.6%
Pitjantjatjara	11.0	0.4%
Swahili	10.8	0.4%
Danish	10.7	0.4%
Korean	9.7	0.4%
Turkish	8.5	0.3%
Dutch	6.8	0.3%
Old Irish	6.4	0.2%
Hebrew	6.2	0.2%
Amharic	5.8	0.2%
Vietnamese	5.6	0.2%
Polish	5.5	0.2%
Chamorro	4.8	0.2%
Thai	3.7	0.1%
Somali	3.7	0.1%
Akkadian	3.6	0.1%
Portuguese	3.4	0.1%
Old Persian	3.3	0.1%

Punjabi	2.1	0.1%
Nepali	1.6	0.1%
Palauan	1.4	0.1%
Twents	1.0	0.0%
Khmer	1.0	0.0%
Micronesian	0.7	0.0%
Grand Total	2584.8	100.0%

Respondents who indicated they did speak another language besides English were asked which specific language they spoke -72.9% of these riders indicated they spoke Spanish in their home.

English Speaking Ability

TABLE 26: ENGLISH SPEAKING ABILITY - WEEKDAY

English Speaking Ability		
Very well	1621.4	62.7%
Well	481.7	18.6%
Not well	339.1	13.1%
Not at all	142.6	5.5%
Grand Total	2584.8	100.0%

Of those who indicated that they speak a language besides English at home 62.7% said that they speak English very well.

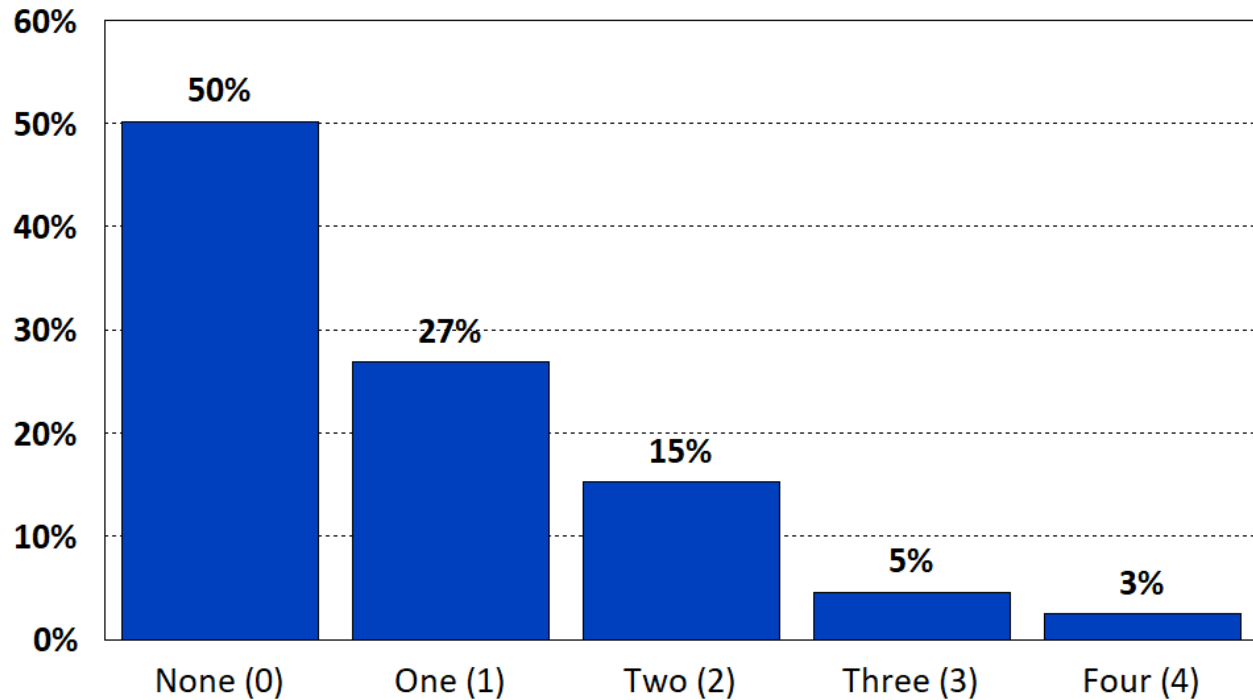
Household Vehicles

TABLE 27: VEHICLES AVAILABLE TO HOUSEHOLD - WEEKDAY

Vehicles Available to Household		
None (0)	4368.9	50.2%
One (1)	2343.1	26.9%
Two (2)	1335.6	15.3%
Three (3)	403.5	4.6%
Four (4)	213.6	2.5%
Five (5)	8.7	0.1%
Six (6)	12.9	0.1%
Seven (7)	10.4	0.1%
Eight (8)	11.8	0.1%
Grand Total	8708.4	100.0%

Half of respondents indicated that they do not have a vehicle available to them at their household while 26.9% said that they have one available vehicle at their household.

FIGURE 17: VEHICLES AVAILABLE TO HOUSEHOLD - WEEKDAY



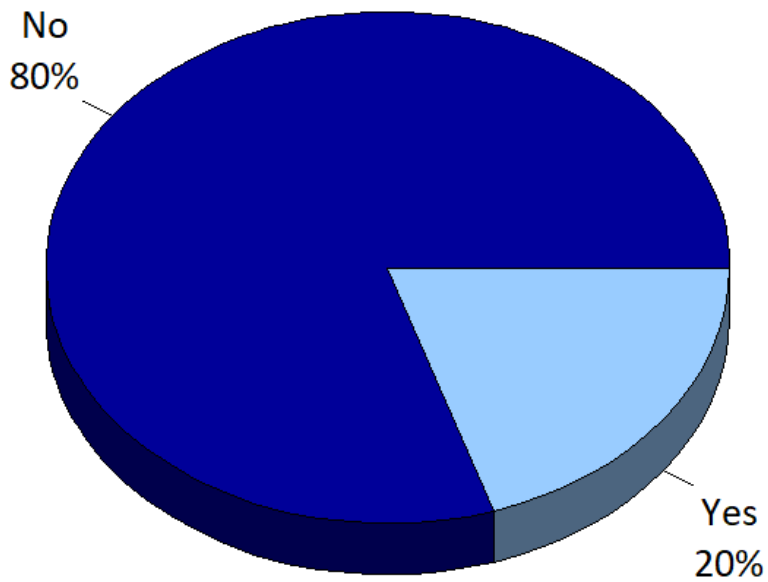
Household Vehicle for Trip

TABLE 28: RESPONDENTS WHO COULD HAVE USED HOUSEHOLD VEHICLE - WEEKDAY

Could Have Used Vehicle For Trip		
No	3468.7	79.9%
Yes	870.9	20.1%
Grand Total	4339.5	100.0%

Only 20.1% of respondents who indicated that they have at least one available vehicle at their household said they could have used it for their trip.

FIGURE 18: RESPONDENTS WHO COULD HAVE USED HOUSEHOLD VEHICLE - WEEKDAY

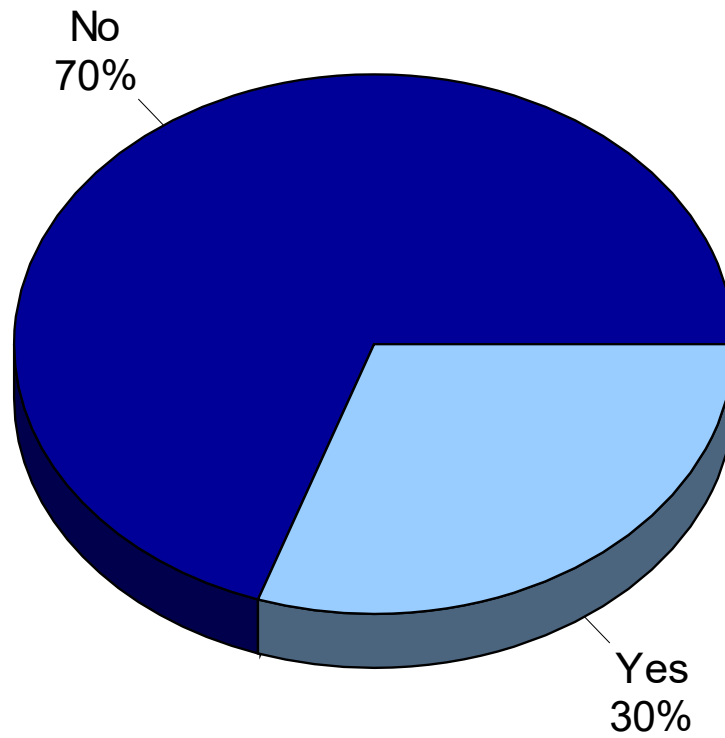


Driver's License

TABLE 29: VALID DRIVER'S LICENSE - WEEKDAY

Valid Driver's License		
No	6089.1	69.9%
Yes	2619.4	30.1%
Grand Total	8708.4	100.0%

Nearly 70% of respondents indicated that they do not have a valid driver's license.

FIGURE 19: DRIVER'S LICENSE

Weekday Trip Profile

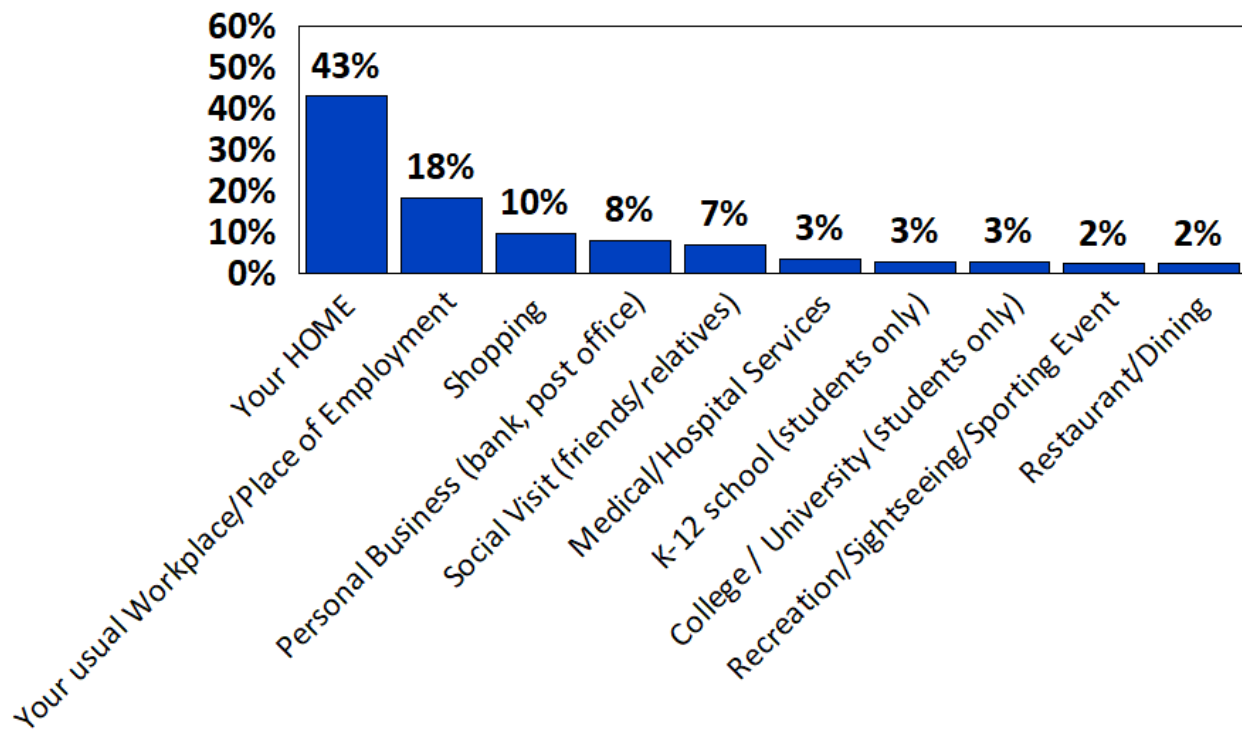
This section lists tables of data for trip characteristics across all Cherriots fixed routes .

Origin

TABLE 30: ORIGIN - WEEKDAY

Origin		
Your HOME	3736.6	42.9%
Your usual Workplace/Place of Employment	1581.5	18.2%
Shopping	846.8	9.7%
Personal Business (bank, post office)	676.2	7.8%
Social Visit (friends/relatives)	605.0	6.9%
Medical/Hospital Services	293.0	3.4%
K-12 school (students only)	240.7	2.8%
College / University (students only)	234.2	2.7%
Recreation/Sightseeing/Sporting Event	191.8	2.2%
Restaurant/Dining	192.6	2.2%
Other work-related place	53.5	0.6%
Hotel/Convention Center	24.6	0.3%
Greyhound/Amtrak/etc. (travelers only)	20.6	0.2%
Other	11.2	0.1%
Grand Total	8708.4	100.0%

Respondents indicated that their home or usual place of work were the most common places of origin for their trip at 42.9% and 18.2% respectively.

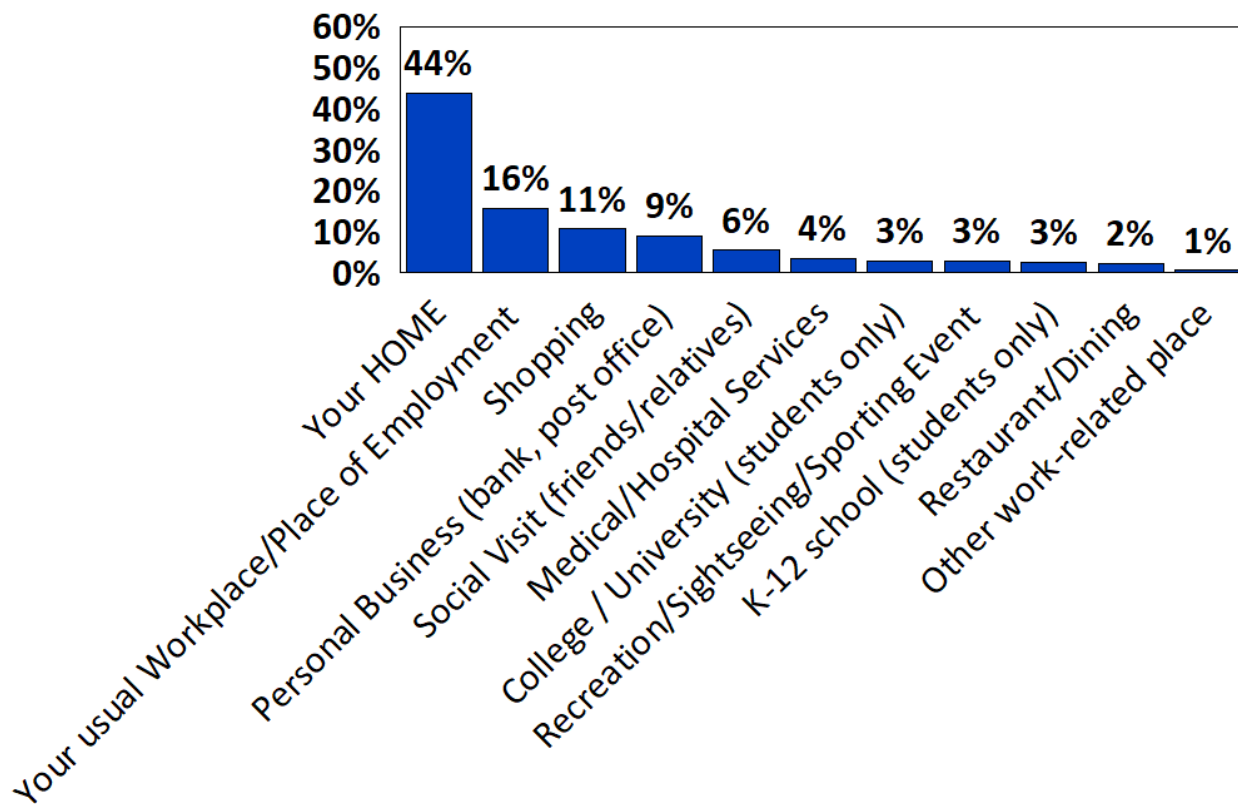
FIGURE 20: ORIGIN - WEEKDAY


Destination

TABLE 31: DESTINATION - WEEKDAY

Destination		
Your HOME	3814.5	43.8%
Your usual Workplace/Place of Employment	1374.8	15.8%
Shopping	934.3	10.7%
Personal Business (bank, post office)	779.3	8.9%
Social Visit (friends/relatives)	483.1	5.5%
Medical/Hospital Services	311.9	3.6%
College / University (students only)	254.9	2.9%
Recreation/Sightseeing/Sporting Event	240.4	2.8%
K-12 school (students only)	217.9	2.5%
Restaurant/Dining	205.3	2.4%
Other work-related place	51.1	0.6%
Greyhound/Amtrak/etc. (travelers only)	15.9	0.2%
Other	19.9	0.2%
Hotel/Convention Center	5.0	0.1%
Grand Total	8708.4	100.0%

Likewise, 43.8% of respondents said that their home was the destination of their trip and 15.8% said that their usual workplace was their destination.

FIGURE 21: DESTINATION - WEEKDAY


Access Mode

TABLE 32: ACCESS MODE - WEEKDAY

Mode of Access		
Walked	8442.9	97.0%
Rode with others and was dropped off	84.4	1.0%
Used personal bike	97.1	1.1%
Wheelchair or other mobility device (scooter, etc)	60.9	0.7%
Drove or rode with others and parked	7.6	0.1%
Drove alone and parked	9.0	0.1%
Rode in an Uber / Lyft / Taxi / etc. vehicle	6.5	0.1%
Grand Total	8708.4	100.0%

Nearly all respondents said that they walked from their Origin to the first bus of their one-way trip.

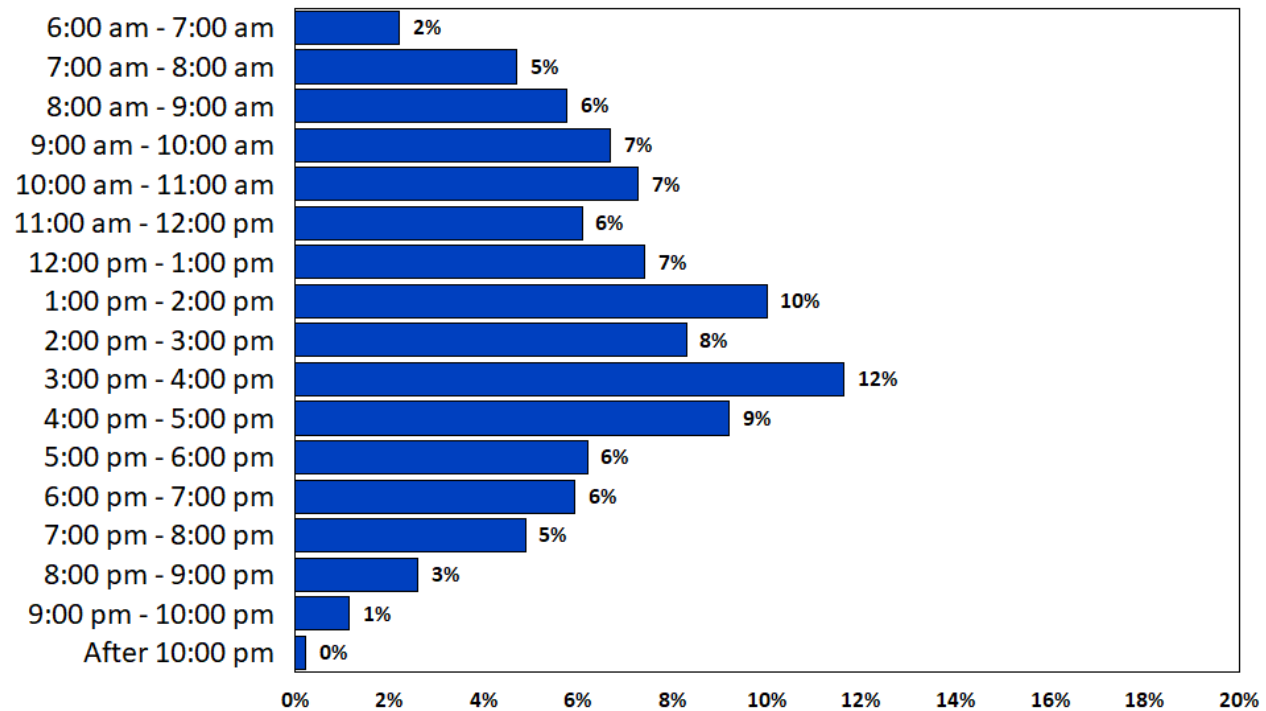
Boarding Time

TABLE 33: BOARDING TIME - WEEKDAY

Boarding Time		
6:00 am - 7:00 am	191.8	2.2%
7:00 am - 8:00 am	408.0	4.7%
8:00 am - 9:00 am	500.1	5.7%
9:00 am - 10:00 am	581.1	6.7%
10:00 am - 11:00 am	631.9	7.3%
11:00 am - 12:00 pm	528.2	6.1%
12:00 pm - 1:00 pm	643.7	7.4%
1:00 pm - 2:00 pm	870.0	10.0%
2:00 pm - 3:00 pm	720.9	8.3%
3:00 pm - 4:00 pm	1012.9	11.6%
4:00 pm - 5:00 pm	800.1	9.2%
5:00 pm - 6:00 pm	537.8	6.2%
6:00 pm - 7:00 pm	515.7	5.9%
7:00 pm - 8:00 pm	423.8	4.9%
8:00 pm - 9:00 pm	224.4	2.6%
9:00 pm - 10:00 pm	98.8	1.1%
After 10:00 pm	19.2	0.2%
Grand Total	8708.4	100.0%

The highest volume of boarding occurred between 1:00 p.m. and 5:00 p.m. with the peak volume occurring between 3:00 p.m. and 4:00 p.m.

FIGURE 22: BOARDING TIME - WEEKDAY



Egress Mode

TABLE 34: EGRESS MODE - WEEKDAY

Mode of Egress		
Walked	8447.8	97.0%
Used personal bike	95.0	1.1%
Wheelchair or other mobility device (scooter, etc)	60.9	0.7%
Rode with others and was dropped off	41.5	0.5%
Rode in an Uber / Lyft / Taxi / etc. vehicle	26.5	0.3%
Drove or rode with others and parked	18.8	0.2%
Drove alone and parked	13.6	0.2%
Other	4.5	0.1%
Grand Total	8708.4	100.0%

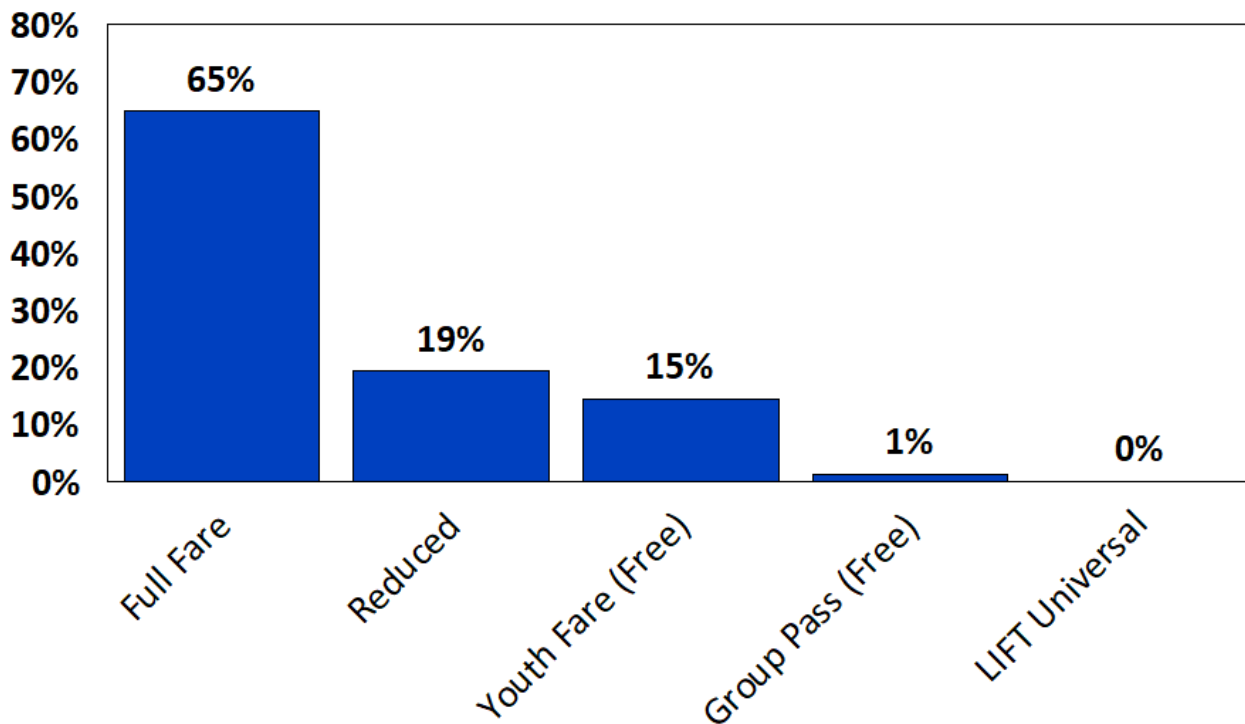
As with mode of access, 96.5% of respondents said that they walked to their destination after debarking their bus .

Fare Category

TABLE 35: FARE CATEGORY-WEEKDAY

Fare Category		
Full Fare	5646.8	64.8%
Reduced	1682.4	19.3%
Youth Fare (Free)	1266.1	14.5%
Group Pass (Free)	112.5	1.3%
LIFT Universal	0.7	0.0%
Grand Total	8708.4	100.0%

Most respondents indicated that they paid the Full Fare category for their trip (64.8%).

FIGURE 23: FARE CATEGORY- WEEKDAY


Fare Type

TABLE 36: FARE TYPE - WEEKDAY

Fare Type		
One Day Pass	3312.7	45.2%
Monthly Pass	1635.9	22.3%
30 Day Pass	1261.2	17.2%
One Ride	904.3	12.3%
Annual Pass	211.4	2.9%
Universal Lift Monthly Pass	4.5	0.1%
Grand Total	7329.9	100.0%

Forty-five percent of respondents indicated they used a Day Pass for the trip in which they were surveyed. This was the most common fare type used.

FIGURE 24: FARE TYPE - WEEKDAY

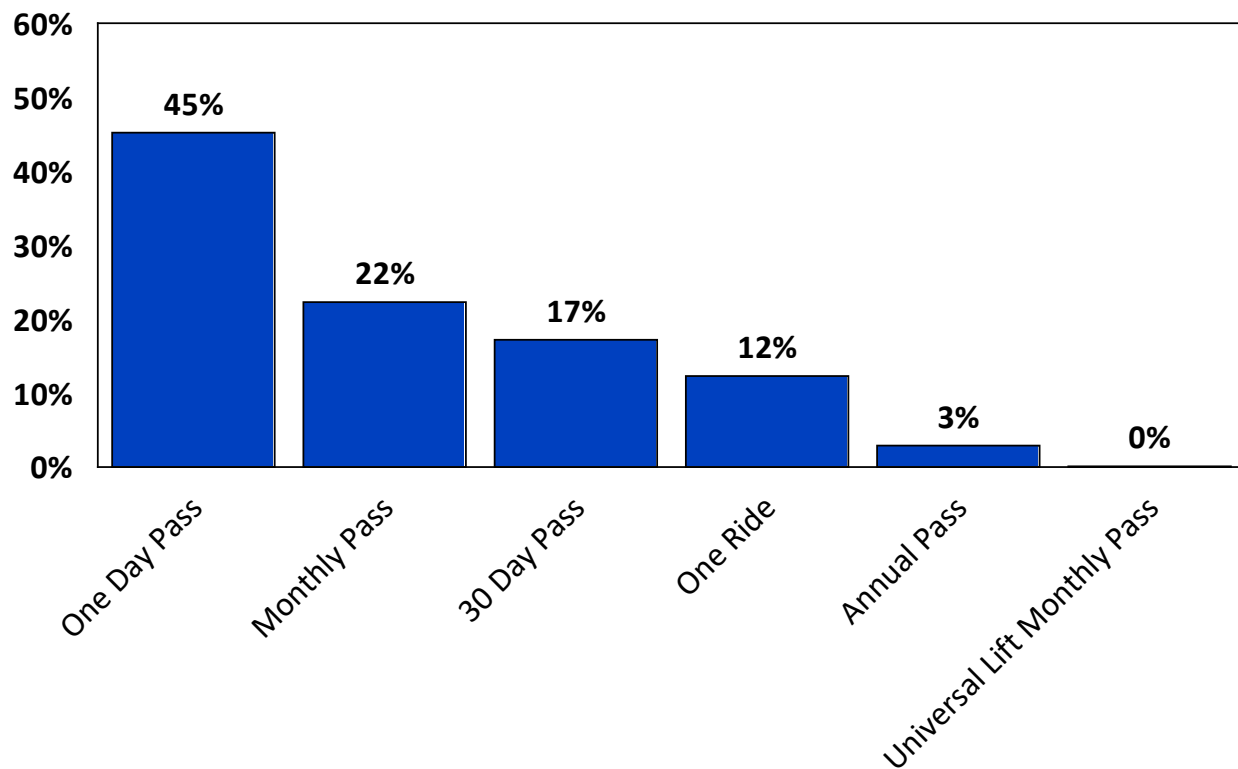
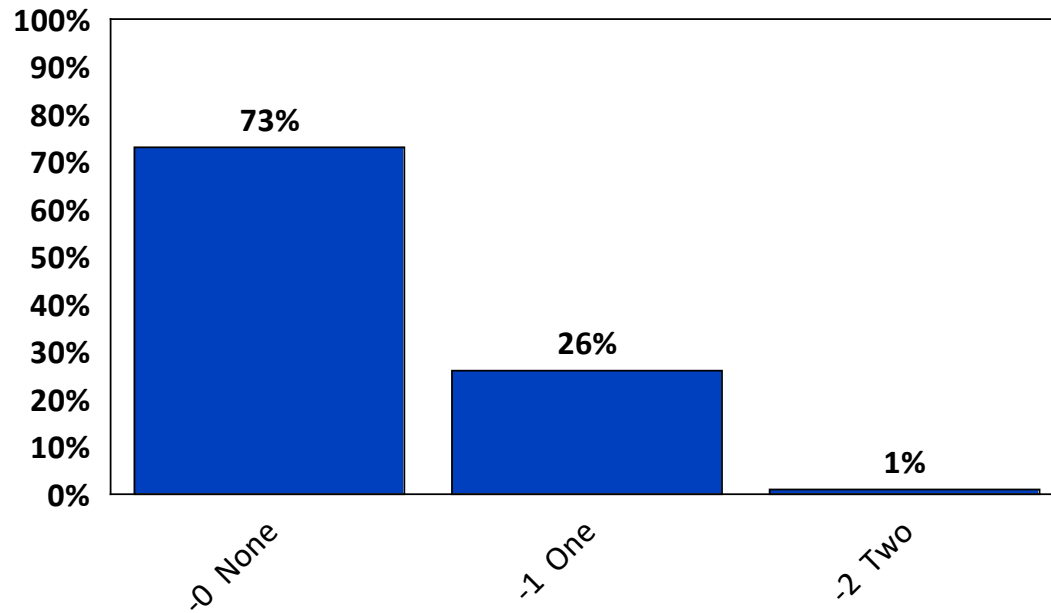


TABLE 37: PREVIOUS TRANSFERS - WEEKDAY

Previous Transfers		
(0) None	4527.5	73.0%
(1) One	2377.1	26.0%
(2) Two	107.8	1.0%
Grand Total	7012.4	100.0%

Almost three-fourths of respondents (73%) were surveyed on the first or only bus of their one-way trip and 26% of respondents had ridden one bus prior to transferring to the bus on which they were surveyed.

FIGURE 25: PREVIOUS TRANSFERS - WEEKDAY


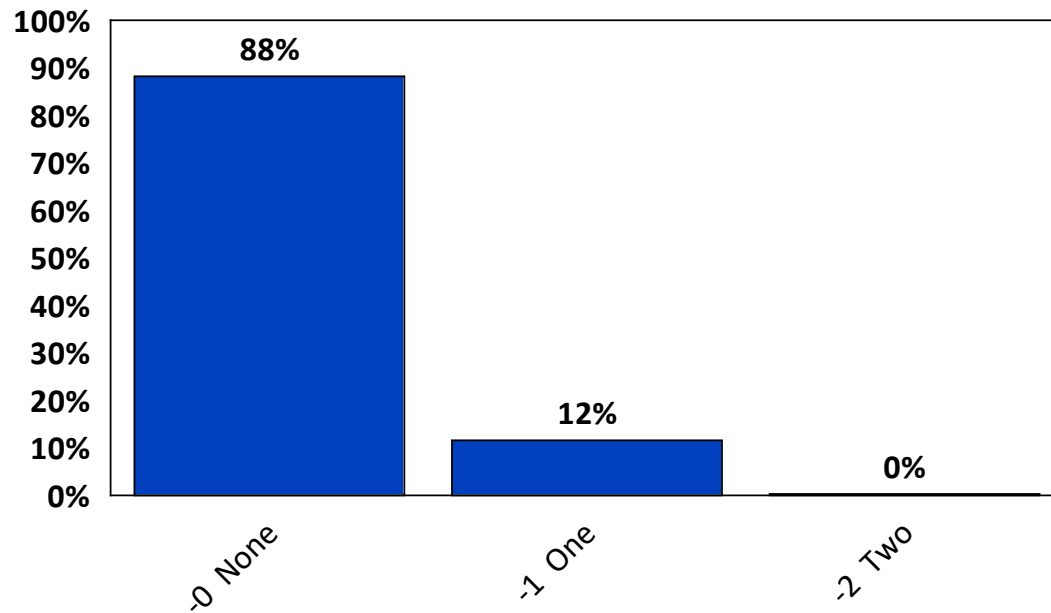
Next Transfers

TABLE 38: NEXT TRANSFERS - WEEKDAY

Next Transfers		
(0) None	6086.4	88.2%
(1) One	902.5	11.6%
(2) Two	23.5	0.3%
Grand Total	7012.4	100.0%

Almost 90% of respondents were surveyed on the final or only bus of their one-way trip and 11.6% of respondents would transfer to one more bus after they completed a survey.

FIGURE 26: NEXT TRANSFERS - WEEKDAY



Trip in Opposite Direction

TABLE 39: TRIP IN OPPOSITE DIRECTION - WEEKDAY

Trip in Opposite Direction		
No	3587.3	41.2%
Yes	5121.2	58.8%
Grand Total	8708.4	100.0%

Almost 60% of respondents indicated that they did or will make the exact trip in which they were surveyed in the opposite direction at some point that day.

Previous School Trip

TABLE 40: PREVIOUS SCHOOL TRIP - WEEKDAY

Trip to school after leaving home		
No	1019.2	88.8%
Yes	128.2	11.2%
Grand Total	1147.4	100.0%

At the time they were surveyed, 88.8% of student respondents said they had not made a trip to school since leaving their home.

Will You Make a School Trip

TABLE 41: WILL YOU MAKE A SCHOOL TRIP - WEEKDAY

Trip to school before arriving home		
No	1074.3	93.6%
Yes	73.0	6.4%
Grand Total	1147.4	100.0%

Most student respondents did not plan to make a trip to school before arriving at their home (93.6%).

Service Improvement Questions

TABLE 42: WHICH WOULD YOU CHOOSE FOR CHERRIOTS TO IMPROVE SERVICES ON? - WEEKDAY

Service Improvement	Total	Percent Total
Increase weekend coverage	3485.8	55.5%
Increase route frequency	1768.0	28.2%
Increase span of service	1025.0	16.3%
Grand Total	6277.8	100.00%

More than half of weekday respondents would choose to increase weekend coverage (55.5%) followed by an increase in route frequency (28.2%).

FIGURE 27: SERVICE IMPROVEMENTS- WEEKDAY

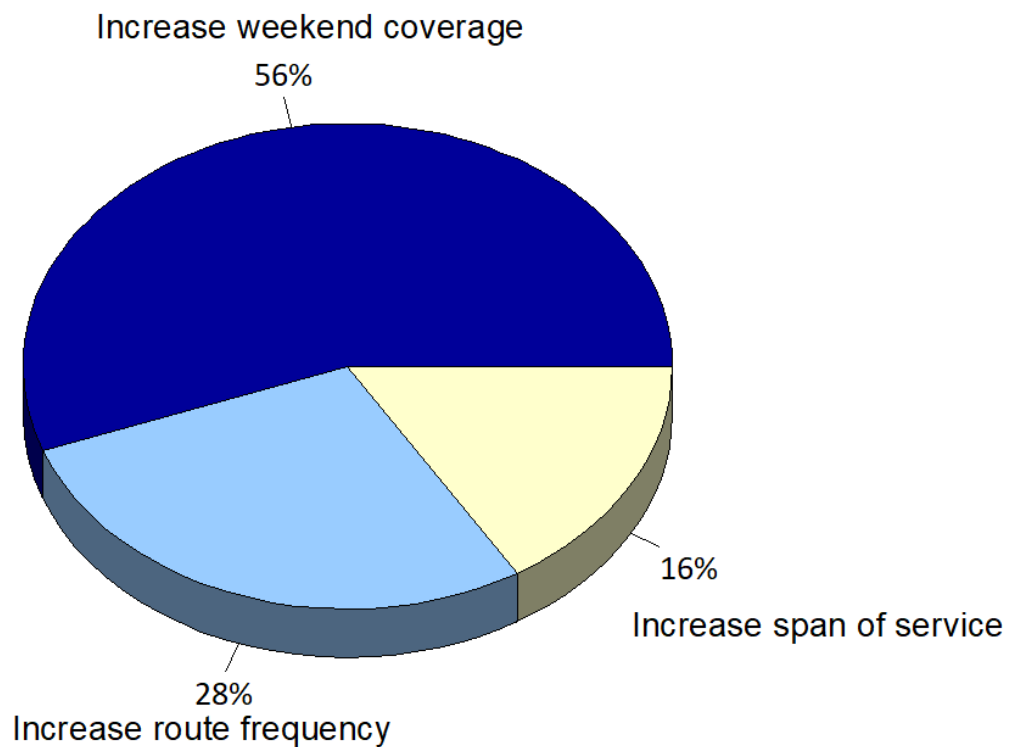


TABLE 43: INCREASE WEEKEND COVERAGE- WEEKDAY

Weekend coverage	Total	Percent Total
Increase weekend coverage	3484.8	100.0%
SAL_2_11	800.2	23.0%
SAL_2_21	477.2	13.7%
SAL_2_19	321.8	9.2%
SAL_2_05	272.8	7.8%
SAL_2_02	218.7	6.3%
SAL_2_17	209.1	6.0%

SAL_2_09	200.2	5.7%
SAL_2_13	188.0	5.4%
SAL_2_03	182.5	5.2%
SAL_2_04	173.7	5.0%
SAL_2_40X	109.9	3.2%
SAL_2_08	76.9	2.2%
SAL_2_23	53.9	1.5%
SAL_2_18	46.7	1.3%
SAL_2_07	37.1	1.1%
SAL_2_12	25.6	0.7%
SAL_2_16	21.0	0.6%
SAL_2_14	17.0	0.5%
SAL_2_50X	15.0	0.4%
SAL_2_26	11.5	0.3%
SAL_2_27	8.3	0.2%
SAL_2_06	6.5	0.2%
SAL_2_01X	5.0	0.1%
SAL_2_20X	4.5	0.1%
SAL_2_30X	1.8	0.1%
Grand Total	3484.8	100.0%

Of weekday riders that selected increased weekend coverage; 23% of riders would like to see increased service of route 11, followed by route 21 (13.7%).

TABLE 44: ROUTE FREQUENCY - WEEKDAY

Route Frequency	Total	Percent Total
SAL_2_11	424	24.0%
SAL_2_19	156	8.8%
SAL_2_02	132	7.5%
SAL_2_05	118	6.7%
SAL_2_13	111	6.3%
SAL_2_08	107	6.1%
SAL_2_04	102	5.8%
SAL_2_21	92	5.2%
SAL_2_18	91	5.1%
SAL_2_03	81	4.6%

SAL_2_09	51	2.9%
SAL_2_17	44	2.5%
SAL_2_12	39	2.2%
SAL_2_16	39	2.2%
SAL_2_30X	34	1.9%
SAL_2_40X	32	1.8%
SAL_2_06	29	1.6%
SAL_2_07	27	1.5%
SAL_2_23	18	1.0%
SAL_2_14	11	0.6%
SAL_2_27	9	0.5%
SAL_2_10X	9	0.5%
SAL_2_01X	6	0.4%
SAL_2_26	5	0.3%
SAL_2_20X	2	0.1%
Grand Total	1768.0	100.0%

Of weekday riders that selected increased route frequency, approximately a quarter of riders (24%) would like to see increased frequency to route 11, followed by route 19 (8.8%).

TABLE 45: SPAN OF SERVICE- WEEKDAY

Increase span of service					
Earlier service	396.9	38.7%	Later service	628.1	61.3%
SAL_2_21	96.0	9.4%	SAL_2_11	130.8	12.8%
SAL_2_05	48.5	4.7%	SAL_2_21	110.9	10.8%
SAL_2_08	45.3	4.4%	SAL_2_03	60.0	5.9%
SAL_2_09	43.2	4.2%	SAL_2_19	59.3	5.8%
SAL_2_19	27.4	2.7%	SAL_2_17	52.4	5.1%
SAL_2_11	27.3	2.7%	SAL_2_02	51.5	5.0%
SAL_2_04	19.1	1.9%	SAL_2_08	37.1	3.6%
SAL_2_03	16.7	1.6%	SAL_2_23	31.8	3.1%
SAL_2_17	15.6	1.5%	SAL_2_18	23.9	2.3%
SAL_2_07	12.2	1.2%	SAL_2_04	13.8	1.3%
SAL_2_40X	11.0	1.1%	SAL_2_13	10.9	1.1%
SAL_2_02	10.7	1.0%	SAL_2_07	9.1	0.9%
SAL_2_13	8.8	0.9%	SAL_2_09	8.9	0.9%

SAL_2_18	4.6	0.5%	SAL_2_05	8.8	0.9%
SAL_2_16	3.0	0.3%	SAL_2_12	8.1	0.8%
SAL_2_10X	2.5	0.2%	SAL_2_14	7.3	0.7%
SAL_2_12	2.3	0.2%	SAL_2_06	2.5	0.2%
SAL_2_30X	1.8	0.2%	SAL_2_27	0.7	0.1%
SAL_2_26	1.0	0.1%	SAL_2_40X	0.3	0.0%
Grand Total				1025.0	100.0%

Weekday riders that selected increased span of service had a higher request for later services (61.3%) than for earlier services (38.7). Routes 11 and 21 were the most selected routes for later service with 12.8% and 10.8%. The most selected routes for earlier service were the 21 and 5 with 9.4% and 4.7%.

Weekend Ridership Profile

This section lists tables of weekend data for rider characteristics across all Cherriots fixed routes .

Age

- 24.7% of riders are under the age of 18.
- 20.8% of riders are between the ages 25-34.

Gender

- 55.5% of riders are male.
- 41.8% of riders are female.

Household Size

- 46.1% of riders live in a household by themselves or with one other person.
- 53.9% of riders live with at least two other people.

Ethnicity/Race

- 56.8% of riders are White.
- 27.1% of riders are Hispanic or Latino
- 5.7% of riders are Black or African American

Student Status

- 63.8% of riders said they were not students.

- 19.9% of weekend riders are in 9-12th grade.

Household Income

- One-fifth (20.7%) of riders have a household income of less than \$20,000 per year.
- 13.3% of riders have a household income between \$25,000 and \$49,999 per year.
- 8.1% of riders have a household income of \$50,000 or more per year.

Available Vehicles at Home

- 55.9% of riders do not have an available vehicle at home.
- 26.6% of riders have one available vehicle at home.

Origin

- 46.8% of surveys were conducted with riders who started their trip at home.
- 12.3% of riders began their one-way trip at their usual workplace.
- 21.9% of riders began their one-way trip at a shopping or dining location.

Previous Transfers

- 64.6% of riders were surveyed on the first or only bus of their one-way trip.
- 33.9% of respondents had transferred from one other bus before getting on the transit vehicle on which they were surveyed.

Fare Category

- 51.6% of respondents purchased a Full Fare for the trip in which they were surveyed.
- 23.7% of respondents purchased a Reduced Fare for their one-way trip.
- 23.3% of riders utilized the Youth fare for their one-way trip.

Destination

- 46.8% of riders were making a trip home when they were surveyed.
- 10.5% of riders were on their way to their usual workplace when they were surveyed.

Next Transfers

- 86.8% of riders were surveyed on their final or only bus of their one-way trip.

- 12.9% of riders would transfer to one more bus after they were surveyed before reaching their destination.

Boarding Time

- 21.5% of riders were surveyed on a bus that they boarded between 4:00 pm and 5:59 pm.
- 28.3% of riders were surveyed on a bus that they boarded between 6:00 am and 11:59 am.

TABLE 46: GENDER - WEEKEND

Gender		
Female	2933	41.8%
Male	3892	55.5%
Other	109	1.6%
Prefer not to say	78	1.1%
Grand Total	7012.4	100.0%

Surveyed ridership is approximately 42% male and 56% female. 2.7% identified as something other than male or female or refused to answer.

TABLE 47: AGE - WEEKEND

Age		
65+	506.0	7.2%
55-64	577.6	8.2%
45-54	1148.3	16.4%
35-44	623.4	8.9%
25-34	1456.1	20.8%
18-24	923.3	13.2%
Under 18	1735.2	24.7%
Prefer not to say	42.4	0.6%
Grand Total	7012.4	100.0%

Most respondents under the age of 18 (24.7%) followed by 15.6% of riders between the ages of 25 – 34 years of age, 16.4% between the ages of 35 - 44. The rest of the age categories had less than 15% selection.

TABLE 48: ETHNICITY/RACE - WEEKEND

Ethnicity/Race		
White	3981.1	56.8%
Hispanic / Latino	1902.3	27.1%
Black / African American	401.8	5.7%
American Indian / Alaska Native	356.6	5.1%
Prefer not to say	199.1	2.8%
Native Hawaiian / Pacific Islander	143.0	2.0%
Asian	106.5	1.5%
Grand Total	7090.4	101.0%

More than half of respondents (56.8%) identify themselves as White, 27.1% identify as Hispanic/ Latino, 5.7% Black/ African American, and 5.1% American Indian/ Alaska Native.

TABLE 49: HOUSEHOLD INCOME - WEEKEND

Household Income		
Less than \$10,000	793.9	11.3%
\$10,000 - \$14,999	516.4	7.4%
\$15,000 - \$19,999	139.1	2.0%
\$20,000 - \$24,999	191.0	2.7%
\$25,000 - \$29,999	206.0	2.9%
\$30,000 - \$34,999	277.0	3.9%
\$35,000 - \$39,999	178.0	2.5%
\$40,000 - \$44,999	168.5	2.4%

\$45,000 - \$49,999	113.5	1.6%
\$50,000 - \$74,999	222.8	3.2%
\$75,000 - \$99,999	231.5	3.3%
\$100,000 - \$149,999	61.8	0.9%
\$150,000 or more	46.8	0.7%
Refused/No Answer	3866.0	55.1%
Grand Total	7012.4	100.0%

When asked “Which of the following BEST describes your total household income in 2022 before taxes?” 11.3% of surveyed riders indicated their annual household income was less than \$10,000 dollars per year.

TABLE 50: HOUSEHOLD SIZE - WEEKEND

Household Size		
One (1)	1684.5	24.0%
Two (2)	1546.7	22.1%
Three (3)	1238.0	17.7%
Four (4)	1190.2	17.0%
Five (5)	603.2	8.6%
Six (6)	345.5	4.9%
Seven (7)	156.0	2.2%
Eight (8)	39.2	0.6%
Nine (9)	37.4	0.5%
Ten or More (10+)	171.6	2.4%
Grand Total	7012.4	100.00%

The largest group of respondents (24%) indicated they live in a household alone while 22.1% of respondents shared that they live in a household with two people (including themselves). A combined 34.7% of respondents lived in a home with 3-4 members.

TABLE 51: AGE 16+ HOUSEHOLD SIZE - WEEKEND

Age 16+ Household Size		
One (1)	2133.0	30.4%

Two (2)	2357.8	33.6%
Three (3)	1126.8	16.1%
Four (4)	805.6	11.5%
Five (5)	281.1	4.0%
Six (6)	75.3	1.1%
Seven (7)	49.5	0.7%
Eight (8)	20.7	0.3%
Nine (9)	16.3	0.2%
Ten or More (10+)	146.3	2.1%
Grand Total	7012.4	100.0%

The percentage of respondents living in a household with one member being 16 years of age or older is 30.4%. Households that include two individuals 16 years of age or older is 33.6%.

TABLE 52: EMPLOYMENT STATUS - WEEKEND

Employment Status		
Employed full-time (at least 35 hrs/week)	2220.9	31.7%
Employed part-time (less than 35 hrs/week)	1357.4	19.4%
Not currently employed, and not seeking work	1790.3	25.5%
Not currently employed, but seeking work	803.9	11.5%
Retired	704.6	10.0%
Homemaker	135.5	1.9%
Grand Total	7012.4	100.0%

Most of respondents indicated that they are employed full-time (31.7%) while 19.4% shared that they are employed part-time.

TABLE 53: PRIMARY WORK LOCATION-WEEKEND

Work Location		
Only one work location outside my home	2805.0	78.4%
Work location is outside the home and regularly varies (different offices/job sites)	292.8	8.2%
Work only from home	285.6	8.0%
Telework some days and travel to work the remainder	150.1	4.2%

Drive/Bike/Travel for work (driver, sales, deliveries)	44.9	1.3%
Grand Total	3578.2	100.0%

The majority of respondents (78.4%) have only one work location outside of the home.

TABLE 54: HOUSEHOLD EMPLOYMENT - WEEKEND

Employed in Household		
None (0)	1456.7	20.8%
One (1)	2480.1	35.4%
Two (2)	1760.7	25.1%
Three (3)	780.5	11.1%
Four (4)	339.6	4.8%
Five (5)	122.7	1.7%
Six (6)	17.2	0.2%
Seven (7)	27.3	0.4%
Eight (8)	14.0	0.2%
Ten or More (10+)	13.7	0.2%
Grand Total	7012.4	100.0%

More than one-third (35.4%) of the respondents revealed one person within their household was employed either part- or full-time; 25.1% of surveyed riders came from households with two employed individuals; 11.1% indicated they had three working people in their household; 20.8% of riders lived in households with no employment.

TABLE 55: STUDENT STATUS - WEEKEND

Student Status		
Not a student	4474.4	63.8%
Yes - 9-12th grade	1397.6	19.9%
Yes - Full-time college / university	341.5	4.9%
Yes - Part-time college / university	457.8	6.5%

Yes - K-8th grade	183.7	2.6%
Yes - Vocational / technical / trade school	157.5	2.2%
Grand Total	7012.43	100.0%

Approximately sixty- four percent of respondents indicated that they were not students. Those in grades 9-12 made up 19.9% and 11.4% attend a college or university either full or part time

TABLE 56: LANGUAGES SPOKEN AT HOME OTHER THAN ENGLISH - WEEKEND

Other Language at Home		
Yes	1949.8	27.8%
No	5062.6	72.2%
Grand Total	7012.4	100.0%

More than 70% of respondents speak only English in their home and about 30% speak a language other than English at home.

TABLE 57: LANGUAGES SPOKEN AT HOME - WEEKEND

Other Language Spoken at Home		
Spanish	1693.3	86.8%
American Sign Language (ASL)	71.5	3.7%
German	52.2	2.7%
Tagalog	48.1	2.5%
Romanian	30.6	1.6%
Marshallese	16.7	0.9%
Korean	14.0	0.7%
Chinese, Mandarin	8.1	0.4%
Dutch	7.8	0.4%
Other	5.0	0.3%
Japanese	2.5	0.1%
Grand Total	1949.8	100.0%

Respondents who indicated they did speak another language besides English were asked which specific language they spoke -86.8% of these riders indicated they spoke Spanish in their home.

TABLE 58: ENGLISH SPEAKING ABILITY – WEEKEND

English Speaking Ability		
Very well	1419.7	72.8%
Well	337.2	17.3%
Not well	148.4	7.6%
Not at all	44.5	2.3%
Grand Total	1949.8	100.0%

Of those who indicated that they speak a language besides English at home 72.8% said that they speak English very well.

TABLE 59: AVAILABLE VEHICLES - WEEKEND

Vehicles Available to Household		
None (0)	3918.3	55.9%
One (1)	1867.3	26.6%
Two (2)	856.8	12.2%
Three (3)	218.1	3.1%
Four (4)	94.9	1.4%
Five (5)	7.9	0.1%
Six (6)	49.1	0.7%
Grand Total	7012.4	100.0%

More than half of respondents (55.9%) indicated that they do not have a vehicle available to them at their household while 26.6% said that they have one available vehicle at their household.

TABLE 60: ABILITY TO USE HOUSEHOLD VEHICLE FOR TRIP - WEEKEND

Could Have Used Vehicle For Trip		
No	2071.6	67.0%
Yes	1022.5	33.0%
Grand Total	3094.1	100.0%

Only 33% of respondents who indicated that they have at least one available vehicle at their household said they could have used it for their trip.

TABLE 61: VALID DRIVER'S LICENSE - WEEKEND

Valid Driver's License		
No	4943.0	70.5%
Yes	2069.4	29.5%
Grand Total	7012.4	100.0%

About 70% of respondents indicated that they do not have a valid driver's license.

Weekend Trip Profile

TABLE 62: ORIGIN - WEEKEND

Origin		
Your HOME	3279.7	46.8%
Your usual Workplace/Place of Employment	862.0	12.3%
Shopping	1535.8	21.9%
Personal Business (bank, post office)	209.3	3.0%
Social Visit (friends/relatives)	705.1	10.1%
Medical/Hospital Services	48.2	0.7%
Recreation/Sightseeing/Sporting Event	194.5	2.8%
Restaurant/Dining	171.6	2.4%
Greyhound/Amtrak/etc. (travelers only)	6.2	0.1%
Grand Total	7012.4	100.0%

Respondents indicated that their home or a shopping location are the most common places of origin for their trip at 46.8% and 21.9% respectively.

TABLE 63: DESTINATION - WEEKEND

Destination		
Your HOME	2077.9	46.8%
Your usual Workplace/Place of Employment	467.8	10.5%
Shopping	865.5	19.5%
Personal Business (bank, post office)	191.8	4.3%
Social Visit (friends/relatives)	461.2	10.4%
Medical/Hospital Services	120.6	2.7%
College / University (students only)	7.3	0.2%
Recreation/Sightseeing/Sporting Event	115.8	2.6%
K-12 school (students only)	14.8	0.3%
Restaurant/Dining	80.2	1.8%
Other work-related place	26.8	0.6%
Greyhound/Amtrak/etc. (travelers only)	15.0	0.3%
Grand Total	4444.6	100.0%

Likewise, 46.8% of respondents stated that their home was the destination of their trip and 10.5% stated that their usual workplace was their destination.

TABLE 64: ACCESS MODE - WEEKEND

Mode of Access		
Walked	6817.2	97.2%
Rode with others and was dropped off	29.5	0.4%
Used personal bike	31.1	0.4%
Wheelchair or other mobility device (scooter, etc)	120.5	1.7%
Drove or rode with others and parked	11.0	0.2%
Rode in an Uber / Lyft / Taxi / etc. vehicle	3.1	0.0%
Grand Total	7012.4	100.0%

Nearly all respondents (97.2%) said that they walked from their Origin to the first bus of their one-way trip.

TABLE 65: BOARDING TIME - WEEKEND

Boarding Time		
6:00 am - 7:00 am	11.3	0.2%
7:00 am - 8:00 am	286.2	4.1%
8:00 am - 9:00 am	317.1	4.5%
9:00 am - 10:00 am	401.7	5.7%
10:00 am - 11:00 am	415.9	5.9%
11:00 am - 12:00 pm	554.7	7.9%
12:00 pm - 1:00 pm	589.3	8.4%
1:00 pm - 2:00 pm	642.1	9.2%
2:00 pm - 3:00 pm	695.1	9.9%
3:00 pm - 4:00 pm	582.3	8.3%
4:00 pm - 5:00 pm	746.0	10.6%

5:00 pm - 6:00 pm	767.7	10.9%
6:00 pm - 7:00 pm	512.7	7.3%
7:00 pm - 8:00 pm	349.4	5.0%
8:00 pm - 9:00 pm	79.1	1.1%
9:00 pm - 10:00 pm	53.4	0.8%
After 10:00 pm	8.3	0.1%
Grand Total	7012.4	100.0%

The highest volume of boarding occurred between 3:00 p.m. and 6:00 p.m. with the peak volume occurring between 5:00 p.m. and 6:00 p.m.

TABLE 66: EGRESS MODE - WEEKEND

Mode of Egress		
Walked	6775.9	96.6%
Used personal bike	74.7	1.1%
Wheelchair or other mobility device (scooter, etc)	135.5	1.9%
Rode with others and was dropped off	16.1	0.2%
Drove alone and parked	10.3	0.1%
Grand Total	7012.4	100.0%

As with mode of access, 96.6% of respondents said that they walked to their destination after deboarding their bus .

TABLE 67: FARE CATEGORY - WEEKEND

Fare Category		
Full Fare	3620.0	51.6%
Reduced	1662.3	23.7%
Youth Fare (Free)	1636.9	23.3%
Group Pass (Free)	93.3	1.3%
Grand Total	7012.4	100.0%

Most respondents indicated that they paid the Full Fare category for their trip (51.6%).

TABLE 68: FARE TYPE - WEEKEND

Fare Type		
One Day Pass	2361.7	44.7%
Monthly Pass	1188.4	22.5%
30 Day Pass	925.5	17.5%
One Ride	610.7	11.6%
Annual Pass	184.0	3.5%
Universal Lift Monthly Pass	12.0	0.2%
Grand Total	5282.3	100.0%

Approximately forty-five percent of respondents indicated they used a Day Pass for the trip in which they were surveyed. This was the most common fare type used.

TABLE 69: PREVIOUS TRANSFERS - WEEKEND

Previous Transfers		
(0) None	4527.5	64.6%
(1) One	2377.1	33.9%
(2) Two	107.8	1.5%
Grand Total	7012.4	100.0%

The majority of respondents (64.6%) were surveyed on the first or only bus of their one-way trip and 33.9% of respondents had ridden one bus prior to transferring to the bus on which they were surveyed.

TABLE 70: NEXT TRANSFERS - WEEKEND

Egress Transfers		
(0) None	6086.4	86.8%
(1) One	902.5	12.9%
(2) Two	23.5	0.3%
Grand Total	7012.4	100.0%

Almost 90% of respondents were surveyed on the final or only bus of their one-way trip and 12.9% of respondents would transfer to one more bus after they completed a survey.

TABLE 71: TRIP IN OPPOSITE DIRECTION - WEEKEND

Trip in Opposite Direction		
No	2518.5	35.9%
Yes	4493.9	64.1%
Grand Total	7012.4	100.0%

More than 60% of respondents indicated that they did or will make the exact trip in which they were surveyed in the opposite direction at some point that day.

TABLE 72: PREVIOUS SCHOOL TRIP - WEEKEND

Go to school prior		
No	2465.0	98.2%
Yes	46.1	1.8%
Grand Total	2511.1	100.0%

At the time they were surveyed, 98.2% of student respondents said they had not made a trip to school since leaving their home.

TABLE 73: WILL YOU MAKE A SCHOOL TRIP - WEEKEND

Go to school after		
No	2511.1	100.0%
Grand Total	2511.1	100.0%

All student respondents did not plan to make a trip to school before arriving at their home (100%).

Service Improvement Questions

TABLE 74: WHICH WOULD YOU CHOOSE FOR CHERRIOTS TO IMPROVE SERVICES ON? - WEEKEND

Service Improvement	Total	Percent Total
Increase weekend coverage	2738.8	53.7%
Increase span of service	1203.3	23.6%
Increase route frequency	1157.6	22.7%
Grand Total	5099.7	100.0%

More than half of weekend respondents would choose to increase weekend coverage (53.7%) followed by an increasing the span of services (23.6%).

TABLE 75: INCREASE WEEKEND COVERAGE - WEEKEND

Weekend Coverage	Total	Percent Total
SAL_2_19	428.0	15.6%
SAL_2_11	288.2	10.5%
SAL_2_21	280.7	10.2%
SAL_2_09	226.0	8.3%
SAL_2_03	201.1	7.3%
SAL_2_05	192.8	7.0%
SAL_2_08	190.3	6.9%
SAL_2_17	177.5	6.5%
SAL_2_13	157.1	5.7%
SAL_2_02	155.7	5.7%
SAL_2_04	143.8	5.3%
SAL_2_18	103.3	3.8%
SAL_2_07	83.3	3.0%
SAL_2_06	43.3	1.6%

SAL_2_16	40.7	1.5%
SAL_2_40X	27.0	1.0%
Grand Total	2738.8	100.0%

Of weekend riders that selected increase weekend coverage, 15.6% of riders would like to see increased service of route 19, followed by route 11 (10.5%).

TABLE 76: ROUTE FREQUENCY - WEEKEND

Route Frequency	Total	Percent Total
SAL_2_11	256.0	22.1%
SAL_2_19	134.7	11.6%
SAL_2_21	109.8	9.5%
SAL_2_05	105.8	9.1%
SAL_2_09	82.1	7.1%
SAL_2_04	81.8	7.1%
SAL_2_08	79.7	6.9%
SAL_2_03	75.7	6.5%
SAL_2_02	74.9	6.5%
SAL_2_06	37.0	3.2%
SAL_2_20X	29.0	2.5%
SAL_2_10X	27.0	2.3%
SAL_2_13	19.1	1.6%
SAL_2_16	17.3	1.5%
SAL_2_07	17.0	1.5%
SAL_2_17	10.8	0.9%
Grand Total	1157.6	100.0%

Of weekend riders that selected increase route frequency, the highest number of riders (22.1%) would like to see increased frequency to route 11 followed by route 19 (11.6%).

TABLE 77: INCREASE SPAN OF SERVICES - WEEKEND

Increase Span of Service					
Earlier Service	535.7	45.4%	Later Service	645.3	54.6%
SAL_2_02	96.8	8.2%	SAL_2_19	114.4	9.7%
SAL_2_19	85.3	7.2%	SAL_2_09	109.9	9.3%
SAL_2_11	66.2	5.6%	SAL_2_05	82.8	7.0%
SAL_2_21	63.9	5.4%	SAL_2_17	75.3	6.4%
SAL_2_40X	61.0	5.2%	SAL_2_21	62.3	5.3%
SAL_2_18	43.7	3.7%	SAL_2_11	45.7	3.9%
SAL_2_05	34.7	2.9%	SAL_2_08	39.7	3.4%
SAL_2_09	27.7	2.3%	SAL_2_02	35.0	3.0%
SAL_2_08	25.5	2.2%	SAL_2_03	32.0	2.7%
SAL_2_04	11.5	1.0%	SAL_2_13	31.3	2.6%
SAL_2_03	8.1	0.7%	SAL_2_04	10.7	0.9%
SAL_2_17	6.2	0.5%	SAL_2_07	6.3	0.5%
SAL_2_13	5.1	0.4%			
Grand Total				1181.0	100.0%

Weekend riders that selected increased span of service had a higher request for later services (54.6%) compared to earlier services (45.4%). Routes 1 and 9 were the most selected for later service with 9.7% and 9.3%. The most selected routes for earlier service were the 2 and 19 with 8.2% and 7.2%.

APPENDIX A: Survey Instrument (Paper)

FIGURE 28: CHERRIOTS ON-BOARD PAPER SURVEY PT. 1

CHERRIOTS 2024 Bus Passenger Survey

(For use only) Route Code: Dir: N S E W Time: Interviewer: Serial #:

Please take a few moments to help plan for your transit needs by filling out this survey.

All personal information will be kept strictly confidential and WILL NOT be shared or sold.

Please provide the city, state, and ZIP code of your personal residence (even if you do not live in the Salem / Keizer area) below.

Address/Intersection: _____ City: _____ State: _____ ZIP Code: _____

COMING FROM?

1. What type of place are you **COMING FROM NOW?**
(the starting place for your one-way trip) (select one)

☐ (1) Your usual Workplace/Place of Employment
☐ (2) Other work-related place
☐ (3) Social Visit (friends/relatives)
☐ (4) Personal Business (bank, post office)
☐ (5) College / University (students only)
☐ (6) K-12 school (students only)
☐ (7) Medical/Hospital Services
☐ (8) Hotel/Convention Center
☐ (9) Shopping
☐ (10) Restaurant/Dining
☐ (11) Recreation/ Site Seeing/ Sporting Event
☐ (12) Airport (passengers only)
☐ (13) Greyhound/ Amtrak/ etc. (travelers only)
☐ (14) Your **HOME**
☐ (15) Other: _____

2. What is the **NAME** of the place you are coming from now?

3. What is the **EXACT STREET ADDRESS** of this place? (OR nearest intersection)

 Address: _____
 City: _____ State: _____ ZIP: _____

4. How did you **GET FROM** the place described in Questions #1-3 **TO THE VERY FIRST** bus you used for this one-way trip?

☐ (1) Walked - How many minutes? _____
☐ (2) Used personal bike - Did you place it on the bus? ☐ Y ☐ N
☐ (3) Wheelchair or other mobility device (e.g. scooter, etc.)
☐ (4) Rode in an Uber / Lyft / Taxi / etc. vehicle (answer 4a)
☐ (5) Rode with others and was dropped off (answer 4a)
☐ (6) Drove or rode with others and parked (answer 4a)
☐ (7) Drove alone and parked (answer 4a)
☐ (8) Other (specify): _____

4a. Where did you park/get dropped off **before the FIRST** bus you used for this one-way trip
(Nearest intersection / Park & Ride lot below):

GOING TO?

5. What type of place are you **GOING TO NOW?**
(the ending place for your one-way trip) (select one)

☐ (1) Your usual Workplace/Place of Employment
☐ (2) Other work-related place
☐ (3) Social Visit (friends/relatives)
☐ (4) Personal Business (bank, post office)
☐ (5) College / University (students only)
☐ (6) K-12 school (students only)
☐ (7) Medical/Hospital Services
☐ (8) Hotel/Convention Center
☐ (9) Shopping
☐ (10) Restaurant/Dining
☐ (11) Recreation/ Site Seeing/ Sporting Event
☐ (12) Airport (passengers only)
☐ (13) Greyhound/ Amtrak/ etc. (travelers only)
☐ (14) Your **HOME**
☐ (15) Other: _____

6. What is the **NAME** of the place you are going to now?

7. What is the **EXACT STREET ADDRESS** of this place? (OR nearest intersection)

 Address: _____
 City: _____ State: _____ ZIP: _____

8. How will you **GET TO** the place described in Questions #5-7 after you get off the **VERY LAST** bus you will use for this one-way trip?

☐ (1) Walked - How many minutes? _____
☐ (2) Used personal bike - Did you place it on the bus? ☐ Y ☐ N
☐ (3) Wheelchair or other mobility device (e.g. scooter, etc.)
☐ (4) Rode in an Uber / Lyft / Taxi / etc. vehicle (answer 8a)
☐ (5) Rode with others and was dropped off (answer 8a)
☐ (6) Drove or rode with others and parked (answer 8a)
☐ (7) Drove alone and parked (answer 8a)
☐ (8) Other (specify): _____

8a. Where will you **get your car/get picked up after the LAST** bus you are using for this one-way trip (nearest intersection / Park & Ride lot below):

9. Did you transfer **FROM** another bus **BEFORE** getting on this bus? ☐ (1) Yes ☐ (2) No

10. Where did you **GET ON THIS** bus? Please provide the nearest intersection / Park & Ride lot: _____

11. Where will you **GET OFF THIS** bus? Please provide the nearest intersection / Park & Ride lot: _____

12. Will you transfer **TO** another bus **AFTER** getting off this bus? ☐ (1) Yes ☐ (2) No

13. Please list the public transit route(s) in the exact order needed to complete this one-way trip.

START OF MY TRANSIT TRIP → → → → → END OF MY TRANSIT TRIP

1st Transit Route 2nd Transit Route 3rd Transit Route 4th Transit Route

FIGURE 29: CHERRIOTS ON-BOARD PAPER SURVEY PT. 2

14. What time did you GET ON this bus? _____ a.m. / p.m. (circle one)

15. Will you (or did you) make this same trip in exactly the opposite direction today? ☐ (1) Yes ☐ (2) No

16a. At what time did/will you leave for this trip in the opposite direction? _____ am/pm

Fare and Passes 

16. What type of fare did you use for this trip?

☐ (1) Full Fare ☐ (2) Youth Fare (Free) ☐ (3) Reduced ☐ (4) LIFT Universal ☐ (5) Group Pass (Free)

17. How long is your fare/pass good for?

☐ (1) One Ride ☐ (2) One Day Pass ☐ (3) 30 Day Pass ☐ (4) Monthly Pass ☐ (5) 30 Day Pass ☐ (6) Annual Pass

☐ (7) Universal Lift Monthly Pass

Demographics *The following questions are voluntary but will help us meet the needs of future riders.*

18. How many vehicles (cars, trucks, or motorcycles) are available to your household? _____ vehicles

18a. [If #18 is ONE OR MORE] Could you have used one of these vehicles to complete this trip? ☐ (1) Yes ☐ (2) No

19. Including YOU, how many people live in your household? _____ people

20. Including YOU, how many people age 16 and over live in your household? _____ people

21. Including YOU, how many people age 16 and over in your household are employed full/part-time? _____ people

22. What is your employment status? (check the one response that BEST describes you)

☐ (1) Employed full-time (at least 35 ~~hrs/wk~~) ☐ (3) Retired

☐ (2) Not currently employed, but seeking work ☐ (4) Employed part-time (less than 35 ~~hrs/wk~~)

☐ (5) Not currently employed, and not seeking work ☐ (6) Homemaker

23. [If Employed in #22] Which of the following best describes your current work location?

☐ (1) Work only from home ☐ (4) Drive/bike/travel for work (driver, sales, deliveries)

☐ (2) Telework some days and travel to work the remainder ☐ (5) Only one work location outside my home

☐ (3) Work location is outside the home and regularly varies (different offices/job sites)

23a. Did you make a trip to work since you left home? ☐ (1) Yes ☐ (2) No

23b. Will you make a trip to work before you arrive home? ☐ (1) Yes ☐ (2) No

23c. [If #23a or #23b is YES] Provide work name /address _____

24. What is your student status? (check the one response that BEST describes you)

☐ (1) Not a student ☐ (5) Yes - Part-time college/university

☐ (2) Yes - K - 8th grade ☐ (6) Yes - Vocational/technical/tradeschool

☐ (3) Yes - Full-time college/university ☐ (7) Yes - Other: _____

☐ (4) Yes - 9th-12th grade

24a. Did you make a trip to school (students ONLY) since you left home? ☐ (1) Yes ☐ (2) No

24b. Will you make a trip to school (students ONLY) before you arrive home? ☐ (1) Yes ☐ (2) No

24c. [If #24a or #24b is YES] Provide School Name _____

25. Do you have a valid driver's license? ☐ (1) Yes ☐ (2) No

26. In what year were you born? _____ year

27. What is your Race / Ethnicity? (check all that apply)

☐ (1) American Indian / Alaska Native ☐ (4) White ☐ (7) Other: _____

☐ (2) Native Hawaiian / Pacific Islander ☐ (5) Black / African American ☐ (8) Prefer not to say

☐ (3) Asian ☐ (6) Hispanic/Latino

28. What is your gender? ☐ (1) Male ☐ (2) Female ☐ (3) Another gender (write in optional) _____

☐ (4) Prefer Not to Say

29. Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?

☐ (1) less than \$10,000 ☐ (4) \$20,000 - \$24,999 ☐ (7) \$35,000 - \$39,999 ☐ (10) \$50,000 - \$74,999 ☐ (13) \$150,000 or more

☐ (2) \$10,000 - \$14,999 ☐ (5) \$25,000 - \$29,999 ☐ (8) \$40,000 - \$44,999 ☐ (11) \$75,000 - \$99,999

☐ (3) \$15,000 - \$19,999 ☐ (6) \$30,000 - \$34,999 ☐ (9) \$45,000 - \$49,999 ☐ (12) \$100,000 - \$149,999

Do you speak a language other than English at home? ☐ (1) No ☐ (2) Yes - 30a. Which language? _____

30b. [If #30 = Yes] How well do you speak English? ☐ (1) Very well ☐ (2) Well ☐ (3) Not very well ☐ (4) Not at all

31. Would you be willing to participate in future transportation surveys? ☐ (1) No ☐ (2) Yes

Your Name: _____

Phone Number: () _____ E-mail address: _____

ENTRANCE TO WIN \$200

People who submit an accurately completed survey will be entered in a random drawing for one of **ONE** \$200 cash prizes. You must provide your home address to be eligible.

Your Name: _____ Phone Number: () _____ E-mail address: _____

Home Street Address: _____ City: _____ State: _____ ZIP Code: _____

APPENDIX B: Survey Instrument (Tablet)

FIGURE 30: CHERRIOTS ON-BOARD SURVEY - ROUTE SELECTION

Q. Select the ROUTE and [DIRECTION] you are working:

Click to select last used route: **02 Market / Brown - Downtown Transit Center**

01X Wilsonville / Salem Express - Wilsonville	17 Edgewater Street - West Salem
01X Wilsonville / Salem Express - Salem	17 Edgewater Street - Downtown Transit Center
02 Market / Brown - Chemeketa Community College	18 12th / Liberty - South Salem
02 Market / Brown - Downtown Transit Center	18 12th / Liberty - Downtown Transit Center
03 Portland Road - Chemeketa Community College	19 Broadway / River Road - Keizer Transit Center
03 Portland Road - Downtown Transit Center	19 Broadway / River Road - Downtown Transit Center
04 State Street - Pennsylvania Avenue	20X North Marion County / Salem Express - Woodburn
04 State Street - Downtown Transit Center	20X North Marion County / Salem Express - Salem
05 Center Street - Lancaster Drive	21 South Commercial - South Salem
05 Center Street - Downtown Transit Center	21 South Commercial - Downtown Transit Center
06 Fairview Industrial - South Salem	23 Lansing / Hawthorne - Kroc Center

06 Fairview Industrial - Downtown Transit Center

Exit & Clear Previous **Next**

FIGURE 31: CHERRIOTS ON-BOARD SURVEY - RANDOM NUMBER

Q. Please choose a number between 1 and 6:

1 2 3 4 5 6

⚠ THIS ROUTE: 02 MARKET / BROWN - DOWNTOWN TRANSIT CENTER

Exit & Clear Previous **Next**

FIGURE 32: CHERRIOTS ON-BOARD SURVEY - PARTICIPATION

Q. Hello. My name is 999

We're doing a quick survey on transit services in the Salem/Keizer Area. Do you mind if I ask you some questions about the trip you are making?

Survey data helps transit providers plan and provide bus service fairly for all customers, without regard to race, color, national origin, income, and language spoken or ability to speak English.

Yes I can participate in the survey (have 5 min+)
Yes (but no time for full survey)
No (refused)
No (but OK to send link to Self-Administered Version of Survey)
Do not speak the interviewer's language

▲ THIS ROUTE: 02 MARKET / BROWN - DOWNTOWN TRANSIT CENTER

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FIGURE 33: CHERRIOTS ON-BOARD SURVEY - EMAIL OPTION

Q. What's your name and telephone number?

We can send you a link to finish the survey via email, if you have to leave before we are done.

Name

Phone

Email

▲ THIS ROUTE: 02 MARKET / BROWN - DOWNTOWN TRANSIT CENTER

[Exit & Clear](#)[Save & Exit](#)[Previous](#)[Next](#)

FIGURE 34: CHERRIOTS ON-BOARD SURVEY - DEMOGRAPHIC OBSERVATIONS

Q. OBSERVED AGE

Q. OBSERVED GENDER

Q. OBSERVED RACE / ETHNICITY (check all that apply)

[Exit & Clear](#)[Save & Exit](#)[Previous](#)[Next](#)

Hi Hello, I do not speak your language! We are doing a short survey about transit services in the Salem/Keizer area. Please select your language to learn more.

• Hola, ¡no hablo tu idioma! Estamos haciendo una breve encuesta sobre los servicios de tránsito en el área de Salem/Keizer. Seleccione su idioma para obtener más información.

• Kumusta, hindi ako nagsasalita ng iyong wika! Gumagawa kami ng maikling survey tungkol sa mga serbisyo ng transit sa lugar ng Salem/Keizer. Mangyaring piliin ang iyong wika upang matuto nang higit pa.

• 您好，我不会说您的语言！ 我们正在对旧金山地区的交通服务进行一项简短的调查。请选择您的语言以了解更多信息。

• 您好，我不會說您的語言！ 我們正在對舊金山地區的交通服務進行簡短的調查。請選擇您的語言以了解更多資訊。

• Xin chào, tôi không nói được ngôn ngữ của bạn! Chúng tôi đang thực hiện một cuộc khảo sát ngắn về các dịch vụ vận chuyển ở khu vực Salem/Keizer. Vui lòng chọn ngôn ngữ của bạn để tìm hiểu thêm.

• Здравствуйте, я не говорю на вашем языке! Мы проводим небольшой опрос о транзитных услугах в районе Сан-Франциско. Пожалуйста, выберите свой язык, чтобы узнать больше.

This question is mandatory.

ESPAÑOL (SPANISH)	русском (RUSSIAN)
Filipino (TAGALOG)	한국어 (KOREAN)
廣東話 (CHINESE - CANTONESE)	Français (FRENCH)
普通话 (CHINESE - MANDARIN)	REFUSED
Tiếng Việt (VIETNAMESE)	

THIS ROUTE: 02 MARKET - BROWN - DOWNTOWN TRANSIT CENTER

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FIGURE 36: CHERRIOTS ON-BOARD SURVEY - OTHER LANGUAGE OPTION

Q. Hoy estamos realizando una breve encuesta para Cherrits Transit para ayudar a planificar mejoras en el transporte.
¿Le gustaría que alguien lo llame para realizar esta encuesta por teléfono en su idioma?

We're doing a short survey for Cherrits Transit today in order to help plan transportation improvements.
Would you like someone to call you to do this survey over the phone in your language?

This question is mandatory.

Telefono (PHONE)

No acepta hacer la encuesta (NO, DOES NOT WISH TO DO THE SURVEY)

▲ THIS ROUTE: 02 MARKET / BROWN - DOWNTOWN TRANSIT CENTER

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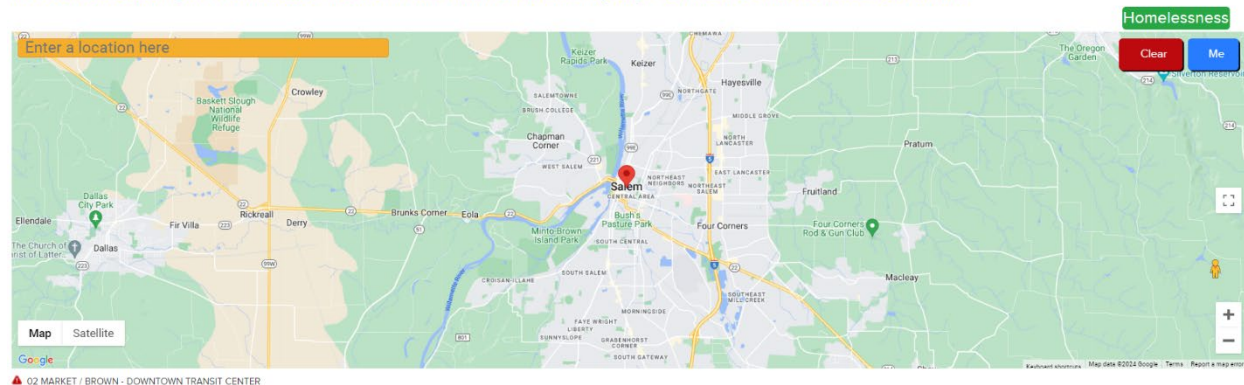
Next

FIGURE 37: CHERRIOTS ON-BOARD SURVEY - HOME ADDRESS

Q. What is your home address? (please be specific, ex: 123 W Main St)

(If you are a visitor to the Salem/Keizer area, please list the hotel name or private address of where you will be staying)

INTERVIEWER: Looking for within a couple blocks of where rider lives or currently stays. Can be a set of cross streets or landmark.



Exit & Clear

Save & Exit

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FIGURE 38: CHERRIOTS ON-BOARD SURVEY - ORIGIN PLACE TYPE

Q. What type of place are you COMING FROM NOW? (the starting place for your one-way trip)

Your usual Workplace/Place of Employment	Hotel/Convention Center
Your HOME	Shopping
Other work-related place	Restaurant/Dining
Social Visit (friends/relatives)	Recreation/Sightseeing/Sporting Event
Personal Business (bank, post office)	Greyhound/Amtrak/etc. (travelers only)
College / University (students only)	Airport (passengers only)
K-12 school (students only)	Other:
Medical/Hospital Services	

▲ THIS ROUTE: 02 MARKET / BROWN - DOWNTOWN TRANSIT CENTER

[Exit & Clear](#)[Save & Exit](#)[Previous](#)[Next](#)

Q. What is the NAME of the place you are coming from now [[College / University \(students only\)](#)]?

Exit & Clear Save & Exit Previous Next

Q. What is the EXACT STREET ADDRESS of this place [College / University (students only)]? (or nearest intersection or landmark)

INTERVIEWER: Looking for within a couple of blocks of where riders are coming from to reach public transit. Can be a set of cross streets or landmark.

The screenshot displays a Google Maps interface with a route from O2 Market to Downtown Transit Center. On the left, a list of stops is shown, including Chemeketa College, Chemeketa Community College, and Chemeketa Community College ODL Training. The main map shows a route along Lancaster Dr NE, with a street view of the area. On the right, a detailed inset map of the Chemeketa College area is shown, highlighting various buildings and facilities such as Building 19, Building 20, Building 4, Building 5, and the Chemeketa Community College Building 6. The inset map also shows the location of the Chemeketa Community College ODL Training building and the Chemeketa Community College Library. The main map includes a search bar at the top, a map type selector (Map, Satellite), and a scale bar at the bottom. The inset map includes a search bar, a map type selector, and a scale bar.

Exit & Clear Save & Exit Previous Next

FIGURE 41: CHERRIOTS ON-BOARD SURVEY - PREVIOUS TRANSFERS

Q How many transit vehicles did you travel on BEFORE you boarded [02 Market / Brown - Downtown Transit Center] since leaving [College / University (students only)]?

(0) None

(1) One

(2) Two

(3) Three

(4+) Four or more

Q Which transit vehicle did you board FIRST on this one-way trip?

(Type XXX for routes other than listed)

Other :

1

Clear

01X Wilsonville / Salem Express
08 12th / Liberty
10X Woodburn / Salem Express
11 Lancaster / Verda
12 Hayesville Drive
13 Silverton Road
14 Windsor Island Road
16 Wallace Road
17 Edgewater Street
18 12th / Liberty
19 Broadway / River Road
21 South Commercial

Exit & Clear

Save & Exit

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FIGURE 42: CHERRIOTS ON-BOARD SURVEY - ACCESS MODE

Q. How did you GET FROM your origin [College / University (students only)] TO [02 Market / Brown - Downtown Transit Center] on this one- way trip?

Walked	Rode with others and was dropped off
Used personal bike	Drove or rode with others and parked
Wheelchair or other mobility device (scooter, etc)	Drove alone and parked
Rode in an Uber / Lyft / Taxi / etc. vehicle	Other, specify:

▲ THIS ROUTE: 02 MARKET / BROWN - DOWNTOWN TRANSIT CENTER

Q. How many minutes?

Exit & Clear	Save & Exit	Previous	Next
--------------	-------------	----------	------

FIGURE 43: CHERRIOTS ON-BOARD SURVEY - DESTINATION PLACE TYPE

Q. What type of place are you GOING TO NOW? (the ending place for your one-way trip)

Your usual Workplace/Place of Employment	Hotel/Convention Center
Your HOME	Shopping
Other work-related place	Restaurant/Dining
Social Visit (friends/relatives)	Recreation/Sightseeing/Sporting Event
Personal Business (bank, post office)	Greyhound/Amtrak/etc. (travelers only)
College / University (students only)	Airport (passengers only)
K-12 school (students only)	Other:
Medical/Hospital Services	

▲ THIS ROUTE: 02 MARKET / BROWN - DOWNTOWN TRANSIT CENTER

Exit & Clear	Save & Exit	Previous	Next
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FIGURE 44: CHERRIOTS ON-BOARD SURVEY - NEXT TRANSFERS

Q. How many transit vehicles will you ride AFTER you get off [02 Market / Brown - Downtown Transit Center] on your way to [Your usual Workplace/Place of Employment]?

(0) None	(1) One	(2) Two	(3) Three	(4+) Four or more
----------	---------	---------	-----------	-------------------

Exit & Clear	Save & Exit	Previous	Next
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FIGURE 45: CHERRIOTS ON-BOARD SURVEY - EGRESS MODE

Q. How will you GET TO your destination [Your usual Workplace/Place of Employment] after you get off [02 Market / Brown - Downtown Transit Center] ?

Walked	Rode with others and was dropped off
Used personal bike	Drove or rode with others and parked
Wheelchair or other mobility device (scooter, etc)	Drove alone and parked
Rode in an Uber / Lyft / Taxi / etc. vehicle	Other, please specify:

▲ THIS ROUTE: 02 MARKET / BROWN - DOWNTOWN TRANSIT CENTER

Q. How many minutes?

Exit & Clear	Save & Exit	Previous	Next
--------------	-------------	----------	------

Q. Where did you GET ON this transit vehicle [02 Market / Brown - Downtown Transit Center] for this one-way trip?

Distance: 0.0mi

Enter a location here

Map Satellite

Google

O2 MARKET / BROWN - DOWNTOWN TRANSIT CENTER

Exit & Clear

Save & Exit

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FIGURE 47: CHERRIOTS ON-BOARD SURVEY - ALIGHTING LOCATION

Q Where will you GET OFF this transit vehicle [02 Market / Brown - Downtown Transit Center] on this one-way trip?

Downtown Transit Center - Bay M

Distance: 0.0mi

Enter a location here

Map Satellite

Google

>>>>>> 02 MARKET / BROWN - DOWNTOWN TRANSIT CENTER

Clear Me

Exit & Clear Save & Exit Previous Next

FIGURE 48: CHERRIOTS ON-BOARD SURVEY - SUMMARY PAGE

Q You LIVE OR are currently staying at Oregon State Capitol State Park, Salem

You began this trip at [College / University (students only)] called [Chemeketa College], located at: Chemeketa Community College, 4000 Lancaster Dr NE, Salem, Oregon

You Walked from there to THE VERY FIRST bus/train YOU USED FOR THIS ONE-WAY TRIP

Before getting ON THIS bus/train you used these routes:

[]

and then

[]

and then

[]

and then

[]

You boarded THIS bus/train [02 Market / Brown - Downtown Transit Center]

at [Chemeketa College - Bldg 2 - Bay C] and will get off at [Downtown Transit Center - Bay M]

After THIS bus/train 02 Market / Brown - Downtown Transit Center you will transfer to

[]

and then to

[]

and then to

[]

and then to

[]

After that, you will [Walked] from THE VERY LAST bus/train YOU ARE USING FOR THIS TRIP to get to your destination which is [Your usual Workplace/Place of Employment] called [Cherriots], located at: [Cherriots, Salem, Oregon]

Q

Exit & Clear Save & Exit Previous Next

FIGURE 49: CHERRIOTS ON-BOARD SURVEY - BOARDING TIME

Q What time did you GET ON bus (Q2 Market / Brown - Downtown Transit Center)?

Before 5:00 am	2:00 pm - 3:00 pm
5:00 am - 6:00 am	3:00 pm - 4:00 pm
6:00 am - 7:00 am	4:00 pm - 5:00 pm
7:00 am - 8:00 am	5:00 pm - 6:00 pm
8:00 am - 9:00 am	6:00 pm - 7:00 pm
9:00 am - 10:00 am	7:00 pm - 8:00 pm
10:00 am - 11:00 am	8:00 pm - 9:00 pm
11:00 am - 12:00 pm	9:00 pm - 10:00 pm
12:00 pm - 1:00 pm	After 10:00 pm
1:00 pm - 2:00 pm	

Q Will you (or did you) make this same trip in exactly the opposite direction today?

Yes	No
-----	----

▲ CURRENT TRIP FROM COLLEGE - UNIVERSITY STUDENTS ONLY (RELATIVE TO YOUR USUAL WORK/PLACE OF EMPLOYMENT DESTINATION)

Q At what time did/will you leave for this trip in the opposite direction?

Before 5:00 am	2:00 pm - 3:00 pm
5:00 am - 6:00 am	3:00 pm - 4:00 pm
6:00 am - 7:00 am	4:00 pm - 5:00 pm
7:00 am - 8:00 am	5:00 pm - 6:00 pm
8:00 am - 9:00 am	6:00 pm - 7:00 pm
9:00 am - 10:00 am	7:00 pm - 8:00 pm
10:00 am - 11:00 am	8:00 pm - 9:00 pm
11:00 am - 12:00 pm	9:00 pm - 10:00 pm
12:00 pm - 1:00 pm	After 10:00 pm
1:00 pm - 2:00 pm	

▲ CURRENT TRIP FROM COLLEGE - UNIVERSITY STUDENTS ONLY (RELATIVE TO YOUR USUAL WORK/PLACE OF EMPLOYMENT DESTINATION)

End & Close

Save & Exit

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FIGURE 50: CHERRIOTS ON-BOARD SURVEY - FARES

Q What type of fare did you use for this trip?

Full Fare	LIFT Universal
Youth Fare (Free)	Group Pass (Free)
Reduced	

Q How long is your fare/pass good for? [Full Fare]

One Ride
One Day Pass
30 Day Pass
Monthly Pass
30 Day Pass
Annual Pass

Exit & Clear Save & Exit Previous Next

FIGURE 51: CHERRIOTS ON-BOARD SURVEY – HOUSEHOLD VEHICLES

Q. How many vehicles (cars, trucks, or motorcycles) are available to your household?

None (0)	Six (6)
One (1)	Seven (7)
Two (2)	Eight (8)
Three (3)	Nine (9)
Four (4)	Ten or more (10+)
Five (5)	

Q. Could you have used one of these vehicles to complete this trip?

Yes	No
-----	----

Exit & Clear

Save & Exit

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FIGURE 52: CHERRIOTS ON-BOARD SURVEY – HOUSEHOLD SIZE

Q. Including YOU, how many people live in your household?

One (1)	Six (6)
Two (2)	Seven (7)
Three (3)	Eight (8)
Four (4)	Nine (9)
Five (5)	Ten or More (10+)

Q. Including YOU, how many people age 16 and over live in your household?

One (1)

Q. Including YOU, how many people age 16 and older in your household are employed full or part-time?

None (0)
One (1)

Exit & Clear

Save & Exit

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FIGURE 53: CHERRIOTS ON-BOARD SURVEY – EMPLOYMENT STATUS

Q. What is your employment status? (Check the one response that BEST describes you)

☒ Employed full-time (at least 35 hrs/week)
☐ Employed part-time (less than 35 hrs/week)
☐ Not currently employed, but <u>seeking</u> work
☐ Not currently employed, and <u>not seeking</u> work
☐ Homemaker
☐ Retired

Q. Which of the following best describes your current work location?

☐ Work only from home
☐ Telework some days and travel to work the remainder
☐ Work location is outside the home and regularly varies (different offices/job sites)
☐ Drive/Bike/Travel for work (driver, sales, deliveries)
☐ Only one work location outside my home

Exit & Clear

Save & Exit

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FIGURE 54: CHERRIOTS ON-BOARD SURVEY - EDUCATION STATUS

Q. What is your student status? (select the one response that BEST describes you)

☐ Not a student	☐ Yes - Part-time college / university
☐ Yes - K-8th grade	☐ Yes - Vocational / technical / trade school
☐ Yes - 9-12th grade	☐ Yes - Other
☒ Yes - Full-time college / university	

FIGURE 55: CHERRIOTS ON-BOARD SURVEY – AGE/ RACE/ ETHNICITY/ GENDER

Q. Do you have a valid driver's license?

Yes	No
-----	----

Q. In what year were you born?

Q. What is your race / ethnicity? (check all that apply)

American Indian / Alaska Native	Black / African American
Native Hawaiian / Pacific Islander	Hispanic / Latino
Asian	Prefer not to say
White	Not listed (specify)

Q. What is your gender?

Male
Female
Prefer not to say
Another gender:

Exit & Clear Save & Exit Save & Resume Previous Next

FIGURE 56: CHERRIOTS ON-BOARD SURVEY -HOUSEHOLD INCOME

Q Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?

Less than \$10,000	\$40,000 - \$44,999
\$10,000 - \$14,999	\$45,000 - \$49,999
\$15,000 - \$19,999	\$50,000 - \$74,999
\$20,000 - \$24,999	\$75,000 - \$99,999
\$25,000 - \$29,999	\$100,000 - \$149,999
\$30,000 - \$34,999	\$150,000 or more
\$35,000 - \$39,999	

Exit & Clear	Save & Exit	Send & Resume	Previous	Next
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FIGURE 57: CHERRIOTS ON-BOARD SURVEY – OTHER LANGUAGE

Q Do you speak a language other than English at home?

Yes	No
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Q Which language?

This question is mandatory.

If you choose 'Other,' please also specify your choice in the accompanying text field.

Other :		Clear
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Q How well do you speak English?

This question is mandatory.

Very well
Well
Not well
Not at all

Exit & Clear	Save & Exit	Send & Resume	Previous	Next
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APPENDIX C: Weekday Sampling Plan

Route	Before 9am	9am-1159am	12pm-259pm	3pm-559pm	After 6pm	Survey Total
2	11	19	23	26	13	91
3	11	12	16	18	12	69
4	9	13	20	15	9	67
5	11	21	23	29	17	102
6	5	2	2	3	2	13
7	5	4	6	6	4	24
8	7	12	15	12	9	55
9	11	12	14	15	9	60
11	33	64	85	85	65	332
12	3	3	6	5	3	21
13	8	15	14	18	14	68
14	2	3	1	3	3	12
16	3	1	4	2	3	12
17	8	13	27	16	6	69
18	6	9	12	11	6	43

19	24	37	48	38	12	160
21	21	39	39	56	29	184
23	3	4	4	6	3	19
26	0	1	0	2	1	4
27	1	2	1	1	1	6
1X	2	0	2	2	1	5
10X	2	0	0	2	0	5
20X	1	1	2	1	0	5
30X	1	2	1	1	0	6
40X	6	5	7	8	3	29
45X	0	0	0	1	0	2
50X	1	0	0	1	0	2
80X	0	0	0	0	0	2
	197	291	369	382	225	1465

APPENDIX D: Fixed Route Data Dictionary

FIELD NAME	DESCRIPTION	CODE VALUES
ID	Unique Identifier for each record	Actual Value
DATE_COMPLETED	Date survey was marked completed on	Actual Value
DAY_TYPE	Date type survey was marked completed on	Actual Value
ROUTE_DIRECTION	Route survey was conducted on	Actual Value
HOME_ADDRESS [CITY]	Respondent's home city	Actual Value
HOME_ADDRESS [STATE]	Respondent's home state	Actual Value
HOME_ADDRESS [ZIP]	Respondent's home zip code	Actual Value

HOME_ADDRESS [LAT]	Respondent's home latitude	Actual Value
HOME_ADDRESS [LONG]	Respondent's home longitude	Actual Value
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	1 = Your usual Workplace/Place of Employment
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	2 = Your HOME
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	5 = College / University (students only)
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	6 = K-12 school (students only)
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	7 = Other work-related place
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	8 = Social Visit (friends/relatives)
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	9 = Personal Business (bank, post office)
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	10 = Medical/Hospital Services
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	11 = Hotel/Convention Center

ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	12 = Airport (passengers only)
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	13 = Shopping
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	14 = Restaurant/Dining
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	15 = Recreation/Sightseeing/Sporting Event
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	16 = Greyhound/Amtrak/etc. (travelers only)
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	22 = Non-destination Trip
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	98 = Other
ORIGIN_PLACE_TYP E	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	99 = Refused/No Answer
ORIGIN_ADDRESS [CITY]	Respondent's origin city	Actual Value
ORIGIN_ADDRESS [STATE]	Respondent's origin state	Actual Value
ORIGIN_ADDRESS [ZIP]	Respondent's origin zip code	Actual Value

ORIGIN_ADDRESS [LAT]	Respondent's origin latitude	Actual Value
ORIGIN_ADDRESS [LONG]	Respondent's origin longitude	Actual Value
PREV_TRANSFERS	How many transit vehicles did you travel on BEFORE you boarded	0 = (0) None
PREV_TRANSFERS	How many transit vehicles did you travel on BEFORE you boarded	1 = (1) One
PREV_TRANSFERS	How many transit vehicles did you travel on BEFORE you boarded	2 = (2) Two
PREV_TRANSFERS	How many transit vehicles did you travel on BEFORE you boarded	3 = (3) Three
PREV_TRANSFERS	How many transit vehicles did you travel on BEFORE you boarded	4 = (4+) Four or more
PREV_TRANSFERS	How many transit vehicles did you travel on BEFORE you boarded	98 = Other
PREV_TRANSFERS	How many transit vehicles did you travel on BEFORE you boarded	99 = Refused/No Answer
TRIP_FIRST_ROUTE	First transfer respondent took from origin	Actual Value
TRIP_SECOND_ROUTE	Second transfer respondent took from origin	Actual Value
TRIP_THIRD_ROUTE	Third transfer respondent took from origin	Actual Value
TRIP_FOURTH_ROUTE	Fourth transfer respondent took from origin	Actual Value
ORIGIN_TRANSPORT	How did you GET FROM your origin	1 = Walked
ORIGIN_TRANSPORT	How did you GET FROM your origin	2 = Used personal bike

ORIGIN_TRANSPORT	How did you GET FROM your origin	3 = Wheelchair or other mobility device (scooter, etc)
ORIGIN_TRANSPORT	How did you GET FROM your origin	4 = Rode in an Uber / Lyft / Taxi / etc. vehicle
ORIGIN_TRANSPORT	How did you GET FROM your origin	5 = Rode with others and was dropped off
ORIGIN_TRANSPORT	How did you GET FROM your origin	6 = Drove or rode with others and parked
ORIGIN_TRANSPORT	How did you GET FROM your origin	7 = Drove alone and parked
ORIGIN_TRANSPORT	How did you GET FROM your origin	98 = Other
ORIGIN_TRANSPORT	How did you GET FROM your origin	99 = Refused/No Answer
ACCESS_WALK_TIME	How many minutes?	98 = Other
ACCESS_WALK_TIME	How many minutes?	99 = Refused/No Answer
ACCESS_BIKE_ONBUS	Did you place it on the bus?	1 = Yes
ACCESS_BIKE_ONBUS	Did you place it on the bus?	2 = No

ACCESS_BIKE_ONBUS	Did you place it on the bus?	98 = Other
ACCESS_BIKE_ONBUS	Did you place it on the bus?	99 = Refused/No Answer
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	1 = Your usual Workplace/Place of Employment
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	2 = Your HOME
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	5 = College / University (students only)
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	6 = K-12 school (students only)
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	7 = Other work-related place
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	8 = Social Visit (friends/relatives)
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	9 = Personal Business (bank, post office)
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	10 = Medical/Hospital Services
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	11 = Hotel/Convention Center

DESTIN_PLACE_TYP E	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	12 = Airport (passengers only)
DESTIN_PLACE_TYP E	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	13 = Shopping
DESTIN_PLACE_TYP E	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	14 = Restaurant/Dining
DESTIN_PLACE_TYP E	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	15 = Recreation/Sightseeing/Sporting Event
DESTIN_PLACE_TYP E	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	16 = Greyhound/Amtrak/etc. (travelers only)
DESTIN_PLACE_TYP E	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	98 = Other
DESTIN_PLACE_TYP E	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	99 = Refused/No Answer
DESTIN_ADDRESS [CITY]	Respondent's destination city	Actual Value
DESTIN_ADDRESS [STATE]	Respondent's destination state	Actual Value
DESTIN_ADDRESS [ZIP]	Respondent's destination zip code	Actual Value
DESTIN_ADDRESS [LAT]	Respondent's destination latitude	Actual Value

DESTIN_ADDRESS [LONG]	Respondent's destination longitude	Actual Value
NEXT_TRANSFERS	How many transit vehicles will you ride AFTER you get off	0 = (0) None
NEXT_TRANSFERS	How many transit vehicles will you ride AFTER you get off	1 = (1) One
NEXT_TRANSFERS	How many transit vehicles will you ride AFTER you get off	2 = (2) Two
NEXT_TRANSFERS	How many transit vehicles will you ride AFTER you get off	3 = (3) Three
NEXT_TRANSFERS	How many transit vehicles will you ride AFTER you get off	4 = (4+) Four or more
NEXT_TRANSFERS	How many transit vehicles will you ride AFTER you get off	98 = Other
NEXT_TRANSFERS	How many transit vehicles will you ride AFTER you get off	99 = Refused/No Answer
TRIP_NEXT_ROUTE	First transfer respondent took to destination	Actual Value
TRIP_AFTER_ROUTE	Second transfer respondent took to destination	Actual Value
TRIP_3RD_ROUTE	Third transfer respondent took to destination	Actual Value
TRIP_LAST4TH RTE	Fourth transfer respondent took to destination	Actual Value
DESTIN_TRANSPOR T	How will you GET TO your destination	1 = Walked
DESTIN_TRANSPOR T	How will you GET TO your destination	2 = Used personal bike
DESTIN_TRANSPOR T	How will you GET TO your destination	3 = Wheelchair or other mobility device (scooter, etc)

DESTIN_TRANSPORT	How will you GET TO your destination	4 = Rode in an Uber / Lyft / Taxi / etc. vehicle
DESTIN_TRANSPORT	How will you GET TO your destination	5 = Rode with others and was dropped off
DESTIN_TRANSPORT	How will you GET TO your destination	6 = Drove or rode with others and parked
DESTIN_TRANSPORT	How will you GET TO your destination	7 = Drove alone and parked
DESTIN_TRANSPORT	How will you GET TO your destination	98 = Other
DESTIN_TRANSPORT	How will you GET TO your destination	99 = Refused/No Answer
EGRESS_WALK_TIME	How many minutes?	98 = Other
EGRESS_WALK_TIME	How many minutes?	99 = Refused/No Answer
EGRESS_BIKE_ONBUS	Will you place it on the bus?	1 = Yes
EGRESS_BIKE_ONBUS	Will you place it on the bus?	2 = No
EGRESS_BIKE_ONBUS	Will you place it on the bus?	98 = Other

EGRESS_BIKE_ONBUS	Will you place it on the bus?	99 = Refused/No Answer
STOP_ON [ADDR]	Respondent's boarding address	Actual Value
STOP_ON [CLNTID]	Stop ID of respondent's boarding address	Actual Value
STOP_ON [LAT]	Latitude for respondent's boarding address	Actual Value
STOP_ON [LONG]	Longitude for respondent's boarding address	Actual Value
STOP_OFF [ADDR]	Respondent's alighting address	Actual Value
STOP_OFF [CLNTID]	Stop ID of respondent's alighting address	Actual Value
STOP_OFF [LAT]	Latitude for respondent's alighting address	Actual Value
STOP_OFF [LONG]	Longitude for respondent's alighting address	Actual Value
PREV_TRAN_1_ONBUS [LAT]	Latitude of respondent's boarding location for their first transfer from origin	Actual Value
PREV_TRAN_1_ONBUS [LONG]	Longitude of respondent's boarding location for their first transfer from origin	Actual Value
PREV_TRAN_1_OFFBUS [LAT]	Latitude of respondent's alighting location for their first transfer from origin	Actual Value
PREV_TRAN_1_OFFBUS [LONG]	Longitude of respondent's alighting location for their first transfer from origin	Actual Value
PREV_TRAN_2_ONBUS [LAT]	Latitude of respondent's boarding location for their second transfer from origin	Actual Value

PREV_TRAN_2_ON_BUS [LONG]	Longitude of respondent's boarding location for their second transfer from origin	Actual Value
PREV_TRAN_2_OFF_BUS [LAT]	Latitude of respondent's alighting location for their second transfer from origin	Actual Value
PREV_TRAN_2_OFF_BUS [LONG]	Longitude of respondent's alighting location for their second transfer from origin	Actual Value
PREV_TRAN_3_ON_BUS [LAT]	Latitude of respondent's boarding location for their third transfer from origin	Actual Value
PREV_TRAN_3_ON_BUS [LONG]	Longitude of respondent's boarding location for their third transfer from origin	Actual Value
PREV_TRAN_3_OFF_BUS [LAT]	Latitude of respondent's alighting location for their third transfer from origin	Actual Value
PREV_TRAN_3_OFF_BUS [LONG]	Longitude of respondent's alighting location for their third transfer from origin	Actual Value
PREV_TRAN_4_ON_BUS [LAT]	Latitude of respondent's boarding location for their fourth transfer from origin	Actual Value
PREV_TRAN_4_ON_BUS [LONG]	Longitude of respondent's boarding location for their fourth transfer from origin	Actual Value
PREV_TRAN_4_OFF_BUS [LAT]	Latitude of respondent's alighting location for their fourth transfer from origin	Actual Value
PREV_TRAN_4_OFF_BUS [LONG]	Longitude of respondent's alighting location for their fourth transfer from origin	Actual Value

NEXT_TRAN_1_ON_BUS [LAT]	Latitude of respondent's boarding location for their first transfer to destination	Actual Value
NEXT_TRAN_1_ON_BUS [LONG]	Longitude of respondent's boarding location for their first transfer to destination	Actual Value
NEXT_TRAN_1_OFF_BUS [LAT]	Latitude of respondent's alighting location for their first transfer to destination	Actual Value
NEXT_TRAN_1_OFF_BUS [LONG]	Longitude of respondent's alighting location for their first transfer to destination	Actual Value
NEXT_TRAN_2_ON_BUS [LAT]	Latitude of respondent's boarding location for their second transfer to destination	Actual Value
NEXT_TRAN_2_ON_BUS [LONG]	Longitude of respondent's boarding location for their second transfer to destination	Actual Value
NEXT_TRAN_2_OFF_BUS [LAT]	Latitude of respondent's alighting location for their second transfer to destination	Actual Value
NEXT_TRAN_2_OFF_BUS [LONG]	Longitude of respondent's alighting location for their second transfer to destination	Actual Value
NEXT_TRAN_3_ON_BUS [LAT]	Latitude of respondent's boarding location for their third transfer to destination	Actual Value
NEXT_TRAN_3_ON_BUS [LONG]	Longitude of respondent's boarding location for their third transfer to destination	Actual Value
NEXT_TRAN_3_OFF_BUS [LAT]	Latitude of respondent's alighting location for their third transfer to destination	Actual Value

NEXT_TRAN_3_OFF_BUS [LONG]	Longitude of respondent's alighting location for their third transfer to destination	Actual Value
NEXT_TRAN_4_ON_BUS [LAT]	Latitude of respondent's boarding location for their fourth transfer to destination	Actual Value
NEXT_TRAN_4_ON_BUS [LONG]	Longitude of respondent's boarding location for their fourth transfer to destination	Actual Value
NEXT_TRAN_4_OFF_BUS [LAT]	Latitude of respondent's alighting location for their fourth transfer to destination	Actual Value
NEXT_TRAN_4_OFF_BUS [LONG]	Longitude of respondent's alighting location for their fourth transfer to destination	Actual Value
TIME_ON	What time did you GET ON this bus	98 = Other
TIME_ON	What time did you GET ON this bus	99 = Refused/No Answer
TIME_ON	What time did you GET ON this bus	AM1 = Before 5:00 am
TIME_ON	What time did you GET ON this bus	AM2 = 5:00 am - 6:00 am
TIME_ON	What time did you GET ON this bus	AM3 = 6:00 am - 7:00 am
TIME_ON	What time did you GET ON this bus	MID1 = 7:00 am - 8:00 am
TIME_ON	What time did you GET ON this bus	MID2 = 8:00 am - 9:00 am
TIME_ON	What time did you GET ON this bus	MID3 = 10:00 am - 11:00 am
TIME_ON	What time did you GET ON this bus	MID4 = 11:00 am - 12:00 pm
TIME_ON	What time did you GET ON this bus	MID5 = 12:00 pm - 1:00 pm

TIME_ON	What time did you GET ON this bus	MID6 = 1:00 pm - 2:00 pm
TIME_ON	What time did you GET ON this bus	MID7 = 9:00 am - 10:00 am
TIME_ON	What time did you GET ON this bus	PM1 = 2:00 pm - 3:00 pm
TIME_ON	What time did you GET ON this bus	PM2 = 3:00 pm - 4:00 pm
TIME_ON	What time did you GET ON this bus	PM3 = 4:00 pm - 5:00 pm
TIME_ON	What time did you GET ON this bus	PM4 = 5:00 pm - 6:00 pm
TIME_ON	What time did you GET ON this bus	PM5 = 6:00 pm - 7:00 pm
TIME_ON	What time did you GET ON this bus	PM6 = 7:00 pm - 8:00 pm
TIME_ON	What time did you GET ON this bus	PM7 = 8:00 pm - 9:00 pm
TIME_ON	What time did you GET ON this bus	PM8 = 9:00 pm - 10:00 pm
TIME_ON	What time did you GET ON this bus	PM9 = After 10:00 pm
TIME_PERIOD	Time period respondent boarded this bus/rail	98 = Other
TIME_PERIOD	Time period respondent boarded this bus/rail	99 = Refused/No Answer
TIME_PERIOD	Time period respondent boarded this bus/rail	Actual Value
TRIP_IN_OPPO_DIR	Will you (or did you) make this same trip in exactly the opposite direction today?	1 = Yes
TRIP_IN_OPPO_DIR	Will you (or did you) make this same trip in exactly the opposite direction today?	2 = No
TRIP_IN_OPPO_DIR	Will you (or did you) make this same trip in exactly the opposite direction today?	98 = Other

TRIP_IN_OPPO_DIR	Will you (or did you) make this same trip in exactly the opposite direction today?	99 = Refused/No Answer
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	98 = Other
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	99 = Refused/No Answer
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	AM1 = Before 5:00 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	AM2 = 5:00 am - 6:00 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	AM3 = 6:00 am - 7:00 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID1 = 7:00 am - 8:00 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID2 = 8:00 am - 9:00 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID3 = 10:00 am - 11:00 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID4 = 11:00 am - 12:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID5 = 12:00 pm - 1:00 pm

OPPO_DIR_TRIP_T ME	At what time did/will you leave for this trip in the opposite direction?	MID6 = 1:00 pm - 2:00 pm
OPPO_DIR_TRIP_T ME	At what time did/will you leave for this trip in the opposite direction?	MID7 = 9:00 am - 10:00 am
OPPO_DIR_TRIP_T ME	At what time did/will you leave for this trip in the opposite direction?	PM1 = 2:00 pm - 3:00 pm
OPPO_DIR_TRIP_T ME	At what time did/will you leave for this trip in the opposite direction?	PM2 = 3:00 pm - 4:00 pm
OPPO_DIR_TRIP_T ME	At what time did/will you leave for this trip in the opposite direction?	PM3 = 4:00 pm - 5:00 pm
OPPO_DIR_TRIP_T ME	At what time did/will you leave for this trip in the opposite direction?	PM4 = 5:00 pm - 6:00 pm
OPPO_DIR_TRIP_T ME	At what time did/will you leave for this trip in the opposite direction?	PM5 = 6:00 pm - 7:00 pm
OPPO_DIR_TRIP_T ME	At what time did/will you leave for this trip in the opposite direction?	PM6 = 7:00 pm - 8:00 pm
OPPO_DIR_TRIP_T ME	At what time did/will you leave for this trip in the opposite direction?	PM7 = 8:00 pm - 9:00 pm
OPPO_DIR_TRIP_T ME	At what time did/will you leave for this trip in the opposite direction?	PM8 = 9:00 pm - 10:00 pm
OPPO_DIR_TRIP_T ME	At what time did/will you leave for this trip in the opposite direction?	PM9 = After 10:00 pm

TYPE_OF_FARE	What type of fare did you use for this trip?	1 = Full Fare
TYPE_OF_FARE	What type of fare did you use for this trip?	2 = Youth Fare (Free)
TYPE_OF_FARE	What type of fare did you use for this trip?	3 = Reduced
TYPE_OF_FARE	What type of fare did you use for this trip?	4 = LIFT Universal
TYPE_OF_FARE	What type of fare did you use for this trip?	5 = Group Pass (Free)
TYPE_OF_FARE	What type of fare did you use for this trip?	98 = Other
TYPE_OF_FARE	What type of fare did you use for this trip?	99 = Refused/No Answer
HOW_LONG_FARE	How long is your fare/pass good for?	1 = One Ride
HOW_LONG_FARE	How long is your fare/pass good for?	2 = One Day Pass
HOW_LONG_FARE	How long is your fare/pass good for?	3 = 30 Day Pass
HOW_LONG_FARE	How long is your fare/pass good for?	4 = Monthly Pass
HOW_LONG_FARE	How long is your fare/pass good for?	5 = 30 Day Pass
HOW_LONG_FARE	How long is your fare/pass good for?	6 = Annual Pass
HOW_LONG_FARE	How long is your fare/pass good for?	7 = Universal Lift Monthly Pass
HOW_LONG_FARE	How long is your fare/pass good for?	98 = Other
HOW_LONG_FARE	How long is your fare/pass good for?	99 = Refused/No Answer
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	0 = None (0)

COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	1 = One (1)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	2 = Two (2)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	3 = Three (3)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	4 = Four (4)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	5 = Five (5)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	6 = Six (6)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	7 = Seven (7)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	8 = Eight (8)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	9 = Nine (9)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	10 = Ten or more (10+)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	98 = Other

COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	99 = Refused/No Answer
USED_VEH_TRIP	Could you have used one of these vehicles to complete this trip?	98 = Other
USED_VEH_TRIP	Could you have used one of these vehicles to complete this trip?	99 = Refused/No Answer
USED_VEH_TRIP	Could you have used one of these vehicles to complete this trip?	NO = No
USED_VEH_TRIP	Could you have used one of these vehicles to complete this trip?	YES = Yes
HH_SIZE	Including YOU, how many people live in your household?	1 = One (1)
HH_SIZE	Including YOU, how many people live in your household?	2 = Two (2)
HH_SIZE	Including YOU, how many people live in your household?	3 = Three (3)
HH_SIZE	Including YOU, how many people live in your household?	4 = Four (4)
HH_SIZE	Including YOU, how many people live in your household?	5 = Five (5)
HH_SIZE	Including YOU, how many people live in your household?	6 = Six (6)
HH_SIZE	Including YOU, how many people live in your household?	7 = Seven (7)
HH_SIZE	Including YOU, how many people live in your household?	8 = Eight (8)
HH_SIZE	Including YOU, how many people live in your household?	9 = Nine (9)
HH_SIZE	Including YOU, how many people live in your household?	10 = Ten or more (10+)
HH_SIZE	Including YOU, how many people live in your household?	98 = Other
HH_SIZE	Including YOU, how many people live in your household?	99 = Refused/No Answer

HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	1 = One (1)
HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	2 = Two (2)
HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	3 = Three (3)
HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	4 = Four (4)
HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	5 = Five (5)
HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	6 = Six (6)
HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	7 = Seven (7)
HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	8 = Eight (8)
HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	9 = Nine (9)
HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	10 = Ten or more (10+)
HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	98 = Other

HH_SIZE_16UP	Including YOU, how many people age 16 and over live in your household?	99 = Refused/No Answer
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	0 = None (0)
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	1 = One (1)
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	2 = Two (2)
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	3 = Three (3)
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	4 = Four (4)
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	5 = Five (5)
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	6 = Six (6)
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	7 = Seven (7)
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	8 = Eight (8)
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	9 = Nine (9)

EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	10 = Ten or more (10+)
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	98 = Other
EMPLOYED_IN_HH	Including YOU, how many people age 16 and older in your household are employed full or part-time?	99 = Refused/No Answer
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	1 = Employed full-time (at least 35 hrs/week)
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	2 = Employed part-time (less than 35 hrs/week)
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	3 = Not currently employed, but seeking work
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	4 = Not currently employed, and not seeking work
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	5 = Homemaker
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	6 = Retired
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	98 = Other
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	99 = Refused/No Answer

DESCRIBE_WORK_L OC	Which of the following best describes your current work location?	1 = Work only from home
DESCRIBE_WORK_L OC	Which of the following best describes your current work location?	2 = Telework some days and travel to work the remainder
DESCRIBE_WORK_L OC	Which of the following best describes your current work location?	3 = Work location is outside the home and regularly varies (different offices/job sites)
DESCRIBE_WORK_L OC	Which of the following best describes your current work location?	4 = Drive/Bike/Travel for work (driver, sales, deliveries)
DESCRIBE_WORK_L OC	Which of the following best describes your current work location?	5 = Only one work location outside my home
DESCRIBE_WORK_L OC	Which of the following best describes your current work location?	98 = Other
DESCRIBE_WORK_L OC	Which of the following best describes your current work location?	99 = Refused/No Answer
DID_U_GO2WORK	Did you make a trip to work since you left home?	1 = Yes
DID_U_GO2WORK	Did you make a trip to work since you left home?	2 = No
DID_U_GO2WORK	Did you make a trip to work since you left home?	98 = Other
DID_U_GO2WORK	Did you make a trip to work since you left home?	99 = Refused/No Answer
WILL_GO2WORK	Will you make a trip to work before you arrive home?	1 = Yes
WILL_GO2WORK	Will you make a trip to work before you arrive home?	2 = No
WILL_GO2WORK	Will you make a trip to work before you arrive home?	98 = Other

WILL_GO2WORK	Will you make a trip to work before you arrive home?	99 = Refused/No Answer
STUDENT_STATUS	What is your student status? (select the one response that BEST describes you)	1 = Not a student
STUDENT_STATUS	What is your student status? (select the one response that BEST describes you)	2 = Yes - K-8th grade
STUDENT_STATUS	What is your student status? (select the one response that BEST describes you)	3 = Yes - Full-time college / university
STUDENT_STATUS	What is your student status? (select the one response that BEST describes you)	4 = Yes - Vocational / technical / trade school
STUDENT_STATUS	What is your student status? (select the one response that BEST describes you)	5 = Yes - 9-12th grade
STUDENT_STATUS	What is your student status? (select the one response that BEST describes you)	6 = Yes - Part-time college / university
STUDENT_STATUS	What is your student status? (select the one response that BEST describes you)	98 = Other
STUDENT_STATUS	What is your student status? (select the one response that BEST describes you)	99 = Refused/No Answer
DID_GO_TO_SCHOOL	Did you make a trip to school since you left home?	1 = Yes
DID_GO_TO_SCHOOL	Did you make a trip to school since you left home?	2 = No

DID_GO_TO_SCHOOL	Did you make a trip to school since you left home?	98 = Other
DID_GO_TO_SCHOOL	Did you make a trip to school since you left home?	99 = Refused/No Answer
WILL_GO_TO_SCHOOL	Will you make a trip to school before you will arrive home?	1 = Yes
WILL_GO_TO_SCHOOL	Will you make a trip to school before you will arrive home?	2 = No
WILL_GO_TO_SCHOOL	Will you make a trip to school before you will arrive home?	98 = Other
WILL_GO_TO_SCHOOL	Will you make a trip to school before you will arrive home?	99 = Refused/No Answer
DRIVERS_LICENSE	Do you have a valid driver's license?	1 = Yes
DRIVERS_LICENSE	Do you have a valid driver's license?	2 = No
DRIVERS_LICENSE	Do you have a valid driver's license?	98 = Other
DRIVERS_LICENSE	Do you have a valid driver's license?	99 = Refused/No Answer
YEAR_BORN	What is your year of birth?	Actual Value
RACE [1]	What is your race / ethnicity? (check all that apply)...American Indian / Alaska Native	Actual Value
RACE [2]	What is your race / ethnicity? (check all that apply)...Native Hawaiian / Pacific Islander	Actual Value

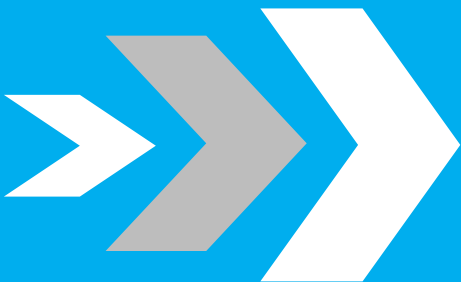
RACE [3]	What is your race / ethnicity? (check all that apply)...Asian	Actual Value
RACE [4]	What is your race / ethnicity? (check all that apply)...White	Actual Value
RACE [5]	What is your race / ethnicity? (check all that apply)...Black / African American	Actual Value
RACE [6]	What is your race / ethnicity? (check all that apply)...Hispanic / Latino	Actual Value
RACE [8]	What is your race / ethnicity? (check all that apply)...Prefer not to say	Actual Value
YOUR_GENDER	What is your gender?	1 = Male
YOUR_GENDER	What is your gender?	2 = Female
YOUR_GENDER	What is your gender?	4 = Prefer not to say
YOUR_GENDER	What is your gender?	98 = Other
YOUR_GENDER	What is your gender?	99 = Refused/No Answer
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	1 = Less than \$10,000
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	2 = \$10,000 - \$14,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	3 = \$15,000 - \$19,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	4 = \$20,000 - \$24,999

INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	5 = \$25,000 - \$29,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	6 = \$30,000 - \$34,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	7 = \$35,000 - \$39,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	8 = \$40,000 - \$44,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	9 = \$45,000 - \$49,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	10 = \$50,000 - \$74,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	11 = \$75,000 - \$99,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	12 = \$100,000 - \$149,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	13 = \$150,000 or more
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	98 = Other
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?	99 = Refused/No Answer

HOME_LANG	Do you speak a language other than English at home?	1 = Yes
HOME_LANG	Do you speak a language other than English at home?	2 = No
HOME_LANG	Do you speak a language other than English at home?	98 = Other
HOME_LANG	Do you speak a language other than English at home?	99 = Refused/No Answer
HOME_OTHER_LANG	Language respondent speaks at home other than English	Actual Value
ENGLISH_ABILITY	How well do you speak English?	1 = Very well
ENGLISH_ABILITY	How well do you speak English?	2 = Well
ENGLISH_ABILITY	How well do you speak English?	3 = Not well
ENGLISH_ABILITY	How well do you speak English?	4 = Not at all
ENGLISH_ABILITY	How well do you speak English?	98 = Other
ENGLISH_ABILITY	How well do you speak English?	99 = Refused/No Answer
IMPROVE_SERVICE	Which one of the following things would you choose for Cherriots to improve service?	1 = Increase route frequency
IMPROVE_SERVICE	Which one of the following things would you choose for Cherriots to improve service?	2 = Increase span of service
IMPROVE_SERVICE	Which one of the following things would you choose for Cherriots to improve service?	3 = Increase weekend coverage
IMPROVE_SERVICE	Which one of the following things would you choose for Cherriots to improve service?	98 = Other

IMPROVE_SERVICE	Which one of the following things would you choose for Cherriots to improve service?	99 = Refused/No Answer
WEEKDAY_WEEKEND	Weekday or weekend? (Choose only one)	1 = Weekday
WEEKDAY_WEEKEND	Weekday or weekend? (Choose only one)	2 = Weekend
WEEKDAY_WEEKEND	Weekday or weekend? (Choose only one)	98 = Other
WEEKDAY_WEEKEND	Weekday or weekend? (Choose only one)	99 = Refused/No Answer
EARLIER_LATER	Earlier in the morning or later in the evening?	1 = Earlier
EARLIER_LATER	Earlier in the morning or later in the evening?	2 = Later
EARLIER_LATER	Earlier in the morning or later in the evening?	98 = Other
EARLIER_LATER	Earlier in the morning or later in the evening?	99 = Refused/No Answer
ROUTE	Route survey was conducted on (Route Only)	Actual Value
ROUTE_DIR_TIME_CODE	ID given for specific route/direction/time period	Actual Value
UNLINKED_WGHT_FCTR	Weight factor given to each record based off expansion	Actual Value
SYSTEM_TRANSFERS	Total number of in-system transfers	Actual Value

LINKED_MULTP	Multitplier used to get the linked weight factor	Actual Value
LINKED_WGHT_FCT R	Linked weight factor given to each record based off unlinked weight factor and multiplier	Actual Value



SALEM, OR

SALEM AREA MASS TRANSIT DISTRICT (SAMTD)

2025 Origin-Destination Survey

February 2026



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SAMTD 2026 Title VI Program 293

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SALEM AREA MASS TRANSIT DISTRICT 2025 ONBOARD ORIGIN-DESTINATION SURVEY

EXECUTIVE SUMMARY

In the Fall of 2025, the Salem Area Mass Transit District (dba, Cherriots) conducted an onboard, Origin-Destination Transit Survey, aimed to examine public transportation usage in Salem, Oregon. The purpose of the study was to collect and establish the patterns and trip-making decisions of weekday and weekend transit passengers to assist the transit agency in their planning process as well as for use in Cherriots regional travel model. ETC Institute was contracted to manage and execute the onboard surveys of Cherriots Local and Regional Express bus services.

Additionally, an onboard On-to-Off (O2O) 100% Ride Check Survey (described later) was conducted in November 2025.

The coverage area for Cherriots is shown in Figure 1.

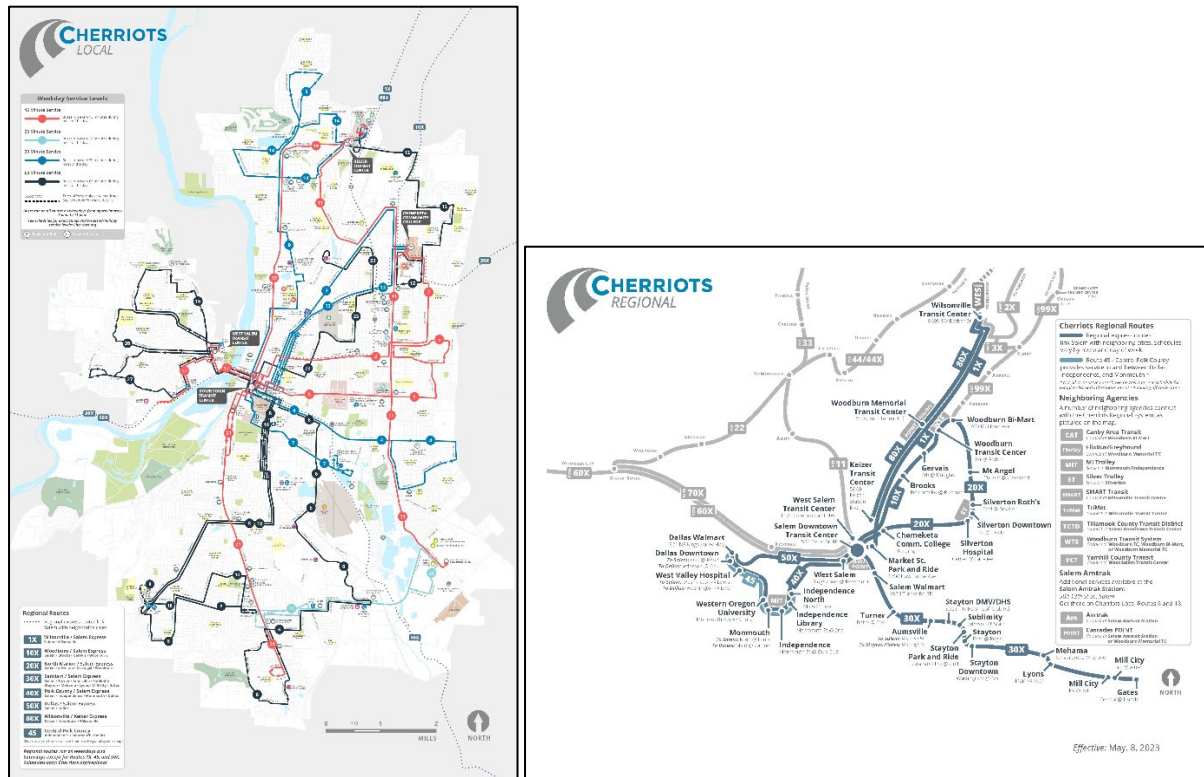
Objectives

The primary objectives for the survey were as follows:

- Compile statistically accurate information about transit passengers and how they use transit in the region.
- Generate reliable linked Origin-Destination (OD) data needed by the transit agency to aid in the design of the transit system to match the needs of existing and potential users; and to support travel demand modeling and transportation network simulation activities used for regional long-range transportation planning.
- Assess changes in trip characteristics and rider profiles by comparing the 2025 survey results with data collected previously.
- Collect recent travel pattern data to be used in applications for Federal Transit Authority (FTA) grant programs.
- Meet the Title VI Civil Rights requirements per the latest FTA guidance. This includes providing data that supports requirements to collect and report demographic data, monitor transit service, and evaluate service and fare changes.

Survey Coverage

FIGURE 1: COVERAGE AREA FOR CHERRIOTS



Survey Instrument

In 2024, representatives from Cherriots worked with ETC to develop a survey instrument that met the goals of the survey effort. The survey focused on collecting (1) all elements of the rider's "one-way" trip including trip purpose, origin and destination addresses, boarding and alighting locations, access and egress modes, and transfers made; (2) information needed for travel demand modeling and transit planning, including personal and household demographics; and (3) Title VI information to be used for transit agency compliance. The 2025 survey closely mirrored the survey used during the 2024 study to ensure results would be comparable.

TABLE 1: SURVEY DATA ELEMENTS

Data Elements Captured During the Survey	
Elements of the "One-way Trip"	Other Trip Characteristics/Title VI/Demos
Respondents' Primary Residence (Home Location)	Fare Type and Duration
Respondents' Origin Type and Location	Frequency of Transit Usage
Respondents' Destination Type and Location	Age, Race/Ethnicity, Gender
Route Respondent Currently Riding	Household Income and No. of Household Vehicles
Transfer Routes Used During One-way Trip	Employment/Student Status
Boarding and Alighting Stops/Locations	English Proficiency
Mode Used by Respondents to Access/Egress Transit	Size of Household and No. of Employed Household Members

Surveys Collected

The survey project goal was to collect 15% of the weekday ridership for all routes. The target sample sizes across all bus routes amounted to 1,500 completed weekday surveys. The actual number of completed weekday surveys was 1,544. The following table documents the weekday ridership, target sample size, and actual number of surveys collected for the agency's bus systems.

TABLE 2: SYSTEM SURVEYS BY MODE

SAMTD (Cherriots)	Average Daily Ridership (ADR)	Target Sample Size	Percent of ADR Sampling Plan	Surveys Collected	Percent ADR Captured
Cherriots total	9,765	1,500	15.4%	1,544	15.8%

Survey Methodology

ETC interviewers conducted the Origin-Destination survey on local and express bus routes by intercept interviews of passengers selected at random. If the passenger selected agreed to participate, the interviewer conducted the survey using a personal tablet computer (tablet), recording responses in real time. The tablet computers had on-screen mapping features that allowed for geocoding of addresses based on responses from the passenger. The interviewer was available to answer any passenger questions to ensure the accuracy of the data collected. To provide the passenger with more privacy, respondents could also select responses to demographic questions directly on the tablet themselves.

For non-English speaking riders, ETC employed multilingual interviewers and provided call back options and text messaging for the respondent to complete the survey in their preferred language. While ETC interviewers speak various languages, most non-English interviews were conducted in Spanish.

On-to-Off (O2O) 100% Ride Check Survey

In addition to the OD survey, ETC Institute conducted an onboard On-to-Off (O2O) 100% Ride Check Survey for the Salem Area Mass Transit District (SAMTD) during November 2025. The purpose of the O2O Ride Check Survey was to count the number of boardings and alightings at stops on each sampled route to facilitate NTD reporting requirements and plan future transportation services for the region.

The 2025 Ride Check survey was conducted using ETC Institute's **DirectionFinder Pathway® (DFPathway®)**, which was the same method used in the 2024 study. The **DFPathway®** system employs a small camera to record continuous video of everyone boarding and alighting at all doors of the vehicle. To protect the privacy of passengers, the cameras only capture video below the rider's knee. **DFPathway®** integrates proprietary technology into the traditional ride check process to accomplish the following objectives:

- Ensure all NTD requirements are met, especially the need to observe 100% of the boardings and alightings on the vehicles being sampled
- Increase the accuracy of the data collected
- Reduce the labor hours required to conduct a ride check
- Provide a way to link the boarding location for each rider's trip

Rider Profile

TABLE 3: OD SURVEY RIDER PROFILE

2025 Cherriots OD Survey Demographics (% Weighted Value)			
Age		Ethnicity/Race	
65+	7.8%	White/Caucasian alone, non-Hispanic	59.2%
55-64	10.9%	Hispanic, any race	24.3%
45-54	11.0%	Asian alone, non-Hispanic	3.3%
35-44	19.2%	Black/African American alone, non-Hispanic	3.2%
25-34	23.8%	Mixed Race, non-Hispanic	3.2%
18-24	21.4%	American Indian/Alaskan Native alone, non-Hispanic	2.2%
Under 18	6.0%	Native Hawaiian/Pacific Islander alone, non-Hispanic	0.7%
Gender		Prefer not to say	3.9%
Male	57.6%	Household Income	
Female	40.7%	Less than \$10,000	11.3%
Prefer not to say	1.7%	\$10,000 - \$14,999	3.8%
Household Size		\$15,000 - \$19,999	6.0%
1	21.4%	\$20,000 - \$24,999	6.6%
2	21.6%	\$25,000 - \$29,999	8.0%
3	20.8%	\$30,000 - \$34,999	9.0%
4	17.6%	\$35,000 - \$39,999	7.9%
5	9.9%	\$40,000 - \$44,999	6.7%
6	5.5%	\$45,000 - \$49,999	6.8%
7	2.3%	\$50,000 - \$74,999	7.9%
8+	1.0%	\$75,000 - \$99,999	3.6%
Student Status		\$100,000 - \$149,999	1.0%
Not a student	78.2%	\$150,000 or more	0.4%
Yes - 9-12th grade	8.3%	Refused/No Answer	21.1%
Yes - Full-time college / university	7.6%	Available Vehicles To Household	
Yes - Part-time college / university	5.7%	None (0)	51.0%
Drivers License		One (1)	25.8%
No	60.0%	Two (2)	16.6%
Yes	40.0%	Three (3) +	6.4%

Rider Demographics

AGE



- **43.0%** of riders are between 25 and 44 years old.
- **29.7%** of riders **older than 44** years old.

GENDER



- **57.6%** of riders are **male**.
- **40.7%** of riders are **female**.

HOUSEHOLD SIZE



- **43.0%** of riders live in a household by themselves or with one other person.
- **57.1%** of riders live with at least two other people.

ETHNICITY / RACE



- **59.2%** of riders are **White**.
- **24.3%** of riders are **Hispanic**.
- **3.3%** of riders are **Asian**.

STUDENT STATUS



- **78.2%** of riders said they were not students.
- **13.2%** of riders are college students, either full or part time.
- **8.3%** of riders are in **9-12th grade**.

HOUSEHOLD INCOME

- **27.7%** of riders have a household income of **under \$25,000** per year.
- **38.4%** of riders have a household income between **\$25,000** and **\$49,999** per year.
- **12.9%** of riders have a household income of **\$50,000** or more per year.

VEHICLE AVAILABILITY

- **51.0%** of riders do not have an available vehicle at home.
- **25.8%** of riders have an available vehicle at home.



Trip Profile

TABLE 4: OD SURVEY TRIP PROFILE

2025 Cherriots OD Trip Profile (% Weighted Value)			
Origin		Destination	
Your HOME	45.2%	Your HOME	44.5%
Your usual Workplace/Place of employment	13.0%	Your usual Workplace/Place of employment	15.6%
Shopping	9.4%	Personal Business (bank, post office)	10.7%
Personal Business (bank, post office)	9.1%	Shopping	9.9%
College / University (students only)	5.4%	Social Visit (friends/relatives)	4.6%
Social Visit (friends/relatives)	4.5%	College / University (students only)	4.2%
Other work-related place	3.6%	Medical/Hospital Services	3.1%
Medical/Hospital Services	3.5%	Restaurant/Dining	2.1%
K-12 school (students only)	3.7%	Other	5.1%
Previous Transfers		Boarding Time	
None (0)	87.4%	Before 6:00 am	0.90%
One (1)	12.1%	6:00 am - 7:00 am	3.20%
Two or More (2+)	0.6%	7:00 am - 8:00 am	6.00%
Next Transfers		8:00 am - 9:00 am	5.00%
None (0)	86.2%	9:00 am - 10:00 am	7.60%
One (1)	13.0%	10:00 am - 11:00 am	4.90%
Two or More (2+)	0.8%	11:00 am - 12:00 pm	6.30%
Fare Category		12:00 pm - 1:00 pm	6.80%
Full Fare	74.8%	1:00 pm - 2:00 pm	7.40%
Reduced	16.8%	2:00 pm - 3:00 pm	11.60%
Youth Fare (Free)	6.8%	3:00 pm - 4:00 pm	11.90%
Group Pass (Free)	1.6%	4:00 pm - 5:00 pm	11.00%
Fare Type		5:00 pm - 6:00 pm	6.10%
One Day Pass	30.4%	6:00 pm - 7:00 pm	3.50%
Monthly Pass	30.1%	7:00 pm - 8:00 pm	4.50%
30 Day Pass	16.2%	8:00 pm - 9:00 pm	1.90%
One Ride	14.6%	9:00 pm - 10:00 pm	1.50%



Transit Trip Survey Insights

Trip Origin & Destination

Origin



45.2% Started Trip at Home



13.0% Began Trip at Work



9.4% Began Trip at Shopping

Destination



44.5% Heading Home



15.6% Going to Work



10.7% Going to Personal Business
(bank, post office)

Transfers



87.4% On First or Only Bus



12.1% Transferred from One Bus



86.2% On Final or Only Bus



13.0%

Transferring to One More Bus

Fare Category



74.8% Full Fare



16.8% Reduced Fare



6.8% Youth Fare



Boarding Time



34.5% Boarded Between
2:00 PM - 4:59 PM



33.0% Boarded Between
6:00 AM - 11:59 AM

Report Organization

The first three chapters of this report present the main details of the survey covering Survey Development, Survey Administration, and Survey Weighting and Expansion.

Results of the Origin-Destination Survey are presented in Chapter 4. The appendices contain reference items including survey instruments, data definition tables, and sampling plans.

CHAPTER 1: SURVEY DEVELOPMENT

Survey Development

The 2025 Salem Area Mass Transit District (SAMTD) transit onboard survey project consisted of two major elements. The On-to-Off (O2O) 100% Ride Check Survey element identified boarding and alighting patterns of transit riders and provided a foundational basis for expanding the results of the main Origin-Destination (OD) survey. The onboard OD Survey element collected detailed rider surveys designed to assist SAMTD in their planning process and to facilitate development of Cherriotics' regional travel model by revealing current travel patterns, trip-making decisions and demographic rider profiles.

Sampling Plan

Salem Area Mass Transit District (SAMTD - Cherriotics) and ETC Institute established sampling goals for all bus routes. The distribution of completed surveys mirrored the population distribution of riders on each route of the transit system. Table 5 shows the time periods for the weekday collection of the survey.

TABLE 5: PROJECT TIME PERIODS

Time Range	Time Period
Before 9:00am	AM Peak
9:00am-11:59am	AM Off
12:00pm-2:59pm	Midday
3:00pm-5:59pm	PM Peak
After 6:00pm	Evening

Sampling Plan for O2O Counts and OD Survey

On-to-Off (O2O) 100% Ride Check Survey counts captured passenger boarding and alighting pairs; each pair is comprised of the rider's boarding and alighting stops on their current one-way trip. These O2O counts were used to expand bus routes data by segmenting station on and off points. The sampling plan for the O2O

counts for the Cherriots Regional On-Board Survey was designed to cover each block of each bus route sampled.

Origin-Destination Sampling Plan Creation

ETC established route level, direction, time of day, and station level sample sizes using sampling strata, by calculating the average ridership numbers from each bus line.

The overall Origin-Destination (OD) goal was to collect 15% of the weekday ridership for all routes. ETC applied the 15% sampling rate to the total average weekday ridership for all bus lines to come up with the total number of completed surveys (1,500). ETC then developed an OD sample plan from the route level strata ensuring the completion of at least 1,500 OD surveys across all bus lines. Route level goals were created by ETC and Cherriots which used the aforementioned strata from the O2O DFPathway Counts. Cell-level goals were created by route, direction, and time-of-day by utilizing both Cherriots ridership data and O2O DFPathway counts. The cell-level goals were created from a combination of cell-level (route/direction/time-of-day) boarding percentages. The full Sampling Plan is listed in Appendix C.

Survey Instrument Development Process

In 2024, Cherriots worked with ETC to create a survey instrument that met the system's data requirements while facilitating their planning process and regional travel model development. The OD survey focused on collecting: (1) all elements of the rider's "one-way" trip, including trip purpose, origin and destination addresses, boarding and alighting locations, access and egress modes and transfers made; (2) information needed for travel demand modeling and transit planning, including personal and household demographics; and (3) Title VI information to be used for transit agency compliance. The survey used in this study closely mirrored the survey used in 2024 to ensure result comparisons could be made.

Among the data requested from the questionnaire are the following:

- Home address
- One-Way Trip:
 - Origin and Destination addresses
 - Boarding and Alighting Locations
 - Access and Egress mode
 - Trip purpose
 - Number of transfers
 - Transfer routes
 - Time of Day trip was completed
 - Direction of travel
- Frequency of transit use
- Fare

- Fare Category
- Fare Type
- Household Demographics
 - Number of household occupants
 - Number of vehicles available to the household
 - Number of members of the household who are employed
 - Household Income
 - Languages other than English spoken in the household
- Personal Demographics
 - Age
 - Race/Ethnicity
 - Gender
 - English language ability
 - Employment status
 - Student status
 - Driver's license status

A Pilot Test of the survey instrument was conducted (described in the next section) to determine if users had any difficulty understanding the questions or options.

Fall 2025 Pilot Test

Pilot Details

ETC Institute conducted a pilot test of the Origin-Destination (OD) survey during October 29-30, 2025.

All elements of the full OD Survey were tested onboard buses, from survey administration and random sampling of riders to quality assurance/control and cleaning of the data collected. The primary goals for the pilot test were as follows:

- (1) Assess the full sampling and survey methodology by conducting onboard tablet interviews using ETC's smart programming and built-in Quality Assurance/Quality Control (QA/QC)-logic.
- (2) Evaluate ETC's process for randomly selecting respondents and onboard data collection procedures.
- (3) Evaluate methods used to ensure that customers selected for the survey can participate regardless of disability or English language proficiency.
- (4) Evaluate response rates and factors that contribute to non-response.

- (5) Assess real-time geocoding procedures as well as transfer feasibility, distance ratio checks, and all other QA/QC issues, both in-field and post-survey.
- (6) Assess the questions included in the survey instrument and make recommendations for streamlining/modifying questions to improve clarity and the ability to administer the survey in a timely manner, if necessary.
- (7) Assess survey length and make recommendations on shortening or lengthening the survey by service type, etc.
- (8) Check that all the responses are downloaded successfully into the database and no data is lost.

The routes included in the pilot sampling plan were chosen to test the survey instrument, tablet programming and methodology on various transit riders and under a variety of onboard conditions. Routes sampled included a mix of low and high-volume routes which represented all service types. Bus routes sampled during the pilot test were Route 2, Route 5, Route 19, and Route 21.

TABLE 6: SPRING 2025 PILOT SURVEY ROUTES

Route Name	Route Type	Pilot Surveys
2	Fixed Route Bus	OD
5	Fixed Route Bus	OD
19	Fixed Route Bus	OD
21	Fixed Route Bus	OD

Response Statistics

The goal of the pilot test was to collect at least 100 surveys on the three pilot routes usable for modeling purposes as described in the contract scope.

A total of 160 riders were asked to participate. Of those 160 riders, 126 (78.8%) riders indicated they had time to complete the survey with the interviewer; 34 riders (21.3%) refused.

Nearly all surveys (95.2%) were completed on the bus with the interviewer and 4.8% of surveys were completed off the bus with the interviewer; these were started on the bus but completed off the bus due to a lack of time on the bus. The completed surveys were run through the QA/QC process and 113 (89.6%) were deemed usable.

Survey Length

On average, riders completed the survey in five minutes and forty-five seconds. The longest survey duration was more than eight minutes and thirty seconds and the shortest required less than five minutes to complete via Tablet PC. Average survey duration was calculated for completed surveys only.

The average time to complete the first half of the survey – which is comprised of trip elements from Origin to Destination – was three minutes and thirty seconds. The average time to complete the second half of the survey was two minutes and fifteen seconds. The second half of the survey included sections covering other trip information, fare options and demographics.

Geocoding statistics

All addresses (Origin, Destination, Boarding, Alighting) were geocoded in real-time on the Tablet PCs. Ninety percent (90%) of the pilot records were deemed “useable” after a visual review and post-processing of the dataset. Some records were excluded if the rider failed to provide complete or exact details of their trip, including the correct locations of essential trip elements.

TABLE 7: SPRING 2024 PILOT SURVEYS COMPLETED

Route Name	Route Type	Surveys Completed
2	Fixed Route Bus	23
5	Fixed Route Bus	14
19	Fixed Route Bus	43
21	Fixed Route Bus	57

CHAPTER 2: SURVEY ADMINISTRATION

Labor Recruitment and Training

Assembling a team of high-quality survey staff is one of the most important steps in the OD administration process. ETC collaborated with the staffing firm ANIK to provide qualified interviewers for the OD survey.

Training OD Survey Interviewers

ETC conducted two training sessions on October 28th and October 29th, 2025, for OD survey interviewer candidates. When additional surveyors were needed throughout the project, supplemental training sessions were conducted with smaller candidate groups. Training sessions focused on the study's purpose and objectives, effective use of the survey instrument, random sampling protocols, passenger interaction techniques, and expectations for professional conduct, procedural consistency and production. Project-specific safety training was also provided. Interviewer candidates attended both classroom and in-field training sessions and were required to demonstrate a complete understanding of all field collection procedures and protocols before they were allowed to conduct onboard surveys. Candidates who failed to demonstrate sufficient understanding of project requirements were removed from the staff roster.

Interviewers were instructed that while they were not Cherriots employees, they were representing the agency while on transit vehicles or system property and were required to conduct themselves in a professional manner. Maximizing participation and legitimizing the survey from the passengers' perspective depended largely on public response to the survey operation and staff. To that end, ETC prescribed a business casual dress-code for all interviewers, prohibited the wearing of headphones or earbuds while working, restricted personal phone use to break times and provided all interviewers with reflective vests marked "SURVEYOR" and identification badges (pictured in Figure 2) which were worn at all times while working.

FIGURE 2: SURVEY TEAM BADGE FOR FALL DATA COLLECTION



Classroom Training Sessions

ETC's classroom training materials included a comprehensive PowerPoint presentation in a step-by-step format which explained all procedures, objectives, expectations and requirements of the onboard OD survey. Classroom training also included mock trips conducted by field supervisors, mock trips conducted by and among trainees, candidate participation in demonstration of random sampling protocols and hypothetical scenarios designed to address how interviewers should handle potentially problematic questions and passenger resistance with techniques shown to minimize passenger anxiety and establish interviewer/respondent rapport and trust.

Field Training Sessions

Upon successful completion of classroom training, all interviewer candidates participated in small group field training, during which ETC field supervisors accompanied 3-5 trainees each on one of several bus routes while they conducted practice surveys. Each trainee was given the opportunity to conduct a few surveys on their own, while the supervisor and other trainees observed. After each survey was completed, the supervisor reviewed the trainee's performance and answered questions from the group. Once each trainee had sufficient practice time, the group returned to the training location and each trip record was reviewed using data review techniques described in detail later in this chapter.

The entire training process was designed to build interviewer confidence, help field staff understand the important role they play in the survey's ultimate success, and to emphasize the importance of the survey and its benefits to the community.

Specific objectives of all ETC OD survey training include:

- Provide instruction on intercepting/interacting with passengers with disabilities
- Provide instruction on intercepting/interacting with limited English proficiency passengers
- Cultural sensitivity
- Importance of understanding the intent of the questions
- Importance of random selection and properly recording all refusals
- Importance of data confidentiality
- Overview of the transit system
- Overview of the topics covered in the tablet questionnaire
- How to manage passenger comments and complaints
- Instructions on conveying the purpose of the survey to passengers
- Safety training

OD Survey Field Collection

ETC Interviewers boarded their assigned bus route and selected riders at random to participate in the OD survey. While conducting the interview, interviewers asked the respondent each question from the survey tablet and recorded each response provided to them by the passenger.

Selection of Participants: Random Sampling Protocols

At the beginning of each OD tablet survey, a random number generator was used to determine which passengers would be asked to participate in the survey as shown in Figure 4.

For example, if four people boarded the bus, the surveyor selected 4 on the tablet, and the tablet randomly generated a number from 1 to 4 (see example below). If the output was 2, the second person who boarded the bus was asked to participate in the survey. If the output was 1, the first person was asked to participate in the survey, and so forth.

The selection was limited to the first six people who boarded a bus at any given stop to ensure the interviewer could keep track of the passengers as they boarded. For example, if 20 people boarded a bus, the surveyor would press 6 and the tablet program would randomly pick one of the first six people to be approached by the interviewer.

FIGURE 3: OD SURVEY RANDOM NUMBER GENERATOR

*Please choose a number between 1 and 6:

1

2

3

4

5

6

If the interview was refused by the randomly selected rider, the rider who boarded after the rider initially selected was then approached.

Refusals and Language Barriers

When a rider refused to participate in the survey, the refusal was recorded in the tablet program, and the interviewer thanked the rider for their time.

Respondents who did not have time to complete the survey during their current trip or spoke a language not spoken by the interviewer were given the option of providing their contact information so they could participate in the survey at another time. Those who provided their phone numbers were contacted by ETC's call center to complete the survey. Non-English speakers were called by an ETC call center interviewer who spoke the primary language of the rider.

If the interviewer in the field spoke the primary language of a non-English speaking respondent, the interviewer conducted the survey by translating tablet survey questions from English into the rider's primary language. At the end of such surveys, the interviewer would indicate in which non-English language the survey was conducted.

ETC prioritizes the hiring of qualified bilingual and multilingual interviewers for the Cherriots OD survey project. At least 50% of the interview staff were bilingual/multilingual throughout the field collection period.

OD Survey Collection Methodology

All bus routes were surveyed using tablets. Participants were selected using random sampling procedures described earlier in this subsection. The interviewer process continued in the following sequence:

- The randomly selected passenger was approached and asked to participate in the survey.
- If the person refused, the interviewer ended the survey.
- If the person agreed to participate, the interviewer asked the respondent if they had at least 5 minutes to complete the survey.
- If the person did not have at least 5 minutes on the bus, the interviewer asked the person to provide their name and contact information so that ETC could send them a link to a self-administered online version of the survey. A link was emailed or texted based on the information provided.
- If the passenger agreed to participate but could not complete the survey during their trip, a phone interviewer from ETC's call center contacted the respondent and asked them to complete the survey by phone. This methodology ensured that people who completed short trips on public transit were adequately represented.
- A large majority of passengers were able to complete the surveys onboard in a face-to-face interview conducted via tablet.

Data Quality Assurance and Processing

ETC ensures data validity and quality through a continuous and stringent data review process which functions on two levels: in-field review by project field supervisors on a daily and weekly basis, and post-collection data review by ETC's Travel Review Team (TRT). The former provides an immediate picture of what is happening in the field in real time, which affords supervisors the opportunity to correct mistakes and provide immediate supplemental training to interviewers as needed. The latter allows for a much broader and more in-depth analysis of all data collected, ensuring only correct and complete records are included in the final database.

Quality Assurance/Quality Control: Daily Field Review

Throughout the Cherriots OD survey collection period, ETC field supervisors conducted daily reviews of each interviewer's data for the following issues to assess whether the employee is conducting the survey properly:

- Distribution of surveys by key demographics
- Distribution of surveys by trip characteristics
- Durations of each survey in minutes
- Percentage of refusals
- Percentage of short trips

ETC field supervisors also conducted checks on interview locations using a mapping visualization tool which allowed them to view the complete trip path in real time. These checks ensured data integrity and quickly identified any interviewer attempting to complete a survey in a location other than onboard their assigned route.

Data Collection Dashboard

ETC created a dashboard for Cherriots to view both collection productivity and demographics collected by route. ETC Supervisors monitored the data collection with a similar dashboard to assess collection levels and conduct quality control checks on interviewer data. Field supervisors performed daily checks on key demographic indicators which could reveal any irregularities in data collection patterns. Checks were conducted on route, time of day and interviewer levels. In some cases, newer, inexperienced interviewers who failed to meet project expectations regarding procedural integrity and/or production were given supplemental training and a probationary period. In other cases, interviewers who failed to meet the project standards were removed from the staff roster.

Quality Assurance/Quality Control: Comprehensive Post-Collection Data Review

Many of the processes described in previous sections of this report are elements of the overall QA/QC process that was implemented throughout survey administration. The establishment of sampling goals and

procedures ensures that a representative sample is obtained from each bus route. In addition to comprehensive training procedures and high levels of oversight, ETC employs several geocoding tools to ensure data accuracy including a Google map search function embedded in the tablet program, ETC's Elvis survey review program, and Caliper® Maptitude.

OD Survey QAQC Summary

The following summarizes the key Quality Assurance and Quality Control (QAQC) procedures applied to Origin-Destination (OD) survey data. These checks ensure that responses are internally consistent, geographically logical, and demographically sound, enabling higher-quality expansion and reporting. The process is grouped into several categories: Transfer Checks, Distance-Based Checks, Demographic Consistency Checks, Manual Review Procedures, and Final Record Validation.

Record Completion Criteria

To ensure meaningful results, ETC Institute applies a consistent set of criteria to determine whether a survey record is considered complete. For a record to qualify, it must include valid trip elements such as origin and destination addresses, boarding and alighting points, route and direction, trip time, and transfer details. It must also include a full set of demographic responses. Incomplete records are either flagged for review or excluded from submittal, depending on which elements are missing.

These checks do not automatically mean there is a problem. They are simply useful tools for flagging trips that might need another look, ensuring the data reflects realistic travel patterns.

To classify a survey as complete, the record must contain all elements of the one-way trip, including complete answers to the following:

- Route/direction
- Time of trip
- All transfer routes used
- Home address
- Origin address
- Destination address
- Origin place type
- Destination place type
- Access mode
- Egress mode
- Boarding location
- Alighting location

In addition to the required trip data questions, a survey must be designated complete by the online survey program, which occurs only if the interviewer navigates through every required question on the online survey instrument including demographic questions.

Transfer Checks

Transfer checks are used to make sure that previous and subsequent bus transfers reported by riders follow a logical order and make geographic sense. ETC Institute starts by cleaning up duplicate route paths to ensure each trip reflects a unique sequence of events, then compares the recorded transfers to the route names provided by the rider, checking whether the number of previous and subsequent transfers make sense based on the route codes.

To confirm valid connections, ETC calculates the distance between transfer points using their latitude and longitude. If the spacing falls within a reasonable range, it is deemed a “good” transfer. This helps confirm that the rider’s story aligns with how the transit system works.

ETC closely monitors two types of distance: on-route distance, where the boarding and alighting points should be far enough apart to indicate a real trip segment—not just a short hop between nearby stops, and between-route distance, where the distance between getting off one bus and getting on the next should be short enough to indicate a believable transfer. These checks ensure the transfers reported in the survey reflect real-world rider behavior.

Transfer Issues and Actions

Table 8 on the following page describes the transfer issues that could occur within a trip where changes may have been appropriate.

TABLE 8: TRANSFER ISSUES AND ACTIONS

Issue #	Description of Issue	Action
Transfer Issue - 1	The transfer(s) seems illogical based on either the origin to boarding or alighting to destination	If the transfer appears to have been selected incorrectly based on surveyor misselection/passenger error then an appropriate transfer(s) will be inserted based on the geocoded points of the trip, the time of day of the trip and the direction of travel. If no appropriate transfers can be found, then the record will be removed from the database.
Transfer Issue - 2	The transfer(s) seems unnecessary based on either the origin to boarding or alighting to destination	If the transfer(s) appears to be unnecessary because the distance from the origin to boarding or alighting to destination is less than 0.2 miles then the trip will be reviewed in further detail to determine if the transfer(s) are inappropriate. Aspects that will determine appropriateness are: the terrain (0.1 miles for example is a very short distance but a river inbetween the origin and boarding location could require an individual to use a transfer as opposed to being able to walk), disability, age, and alternate access/egress modes (IE if someone indicates walking 1 mile from origin to boarding but then indicates taking 2 transfers from alighting to destination to travel a total of 0.1 miles they have likely indicated transfers for a future trip later in the day). <i>NOTE: The 0.2 distance is only used as guideline to create a flag for closer review. Typically only extreme distances have transfers removed.</i>
Transfer Issue - 3	The passenger indicated that they did not use a transfer but based on their access/egress mode and the distance between either the origin to boarding or alighting to destination suggests that a transfer was likely used.	If the access/egress mode is "walked/walk" and no transfer is indicated, and the distance between either origin to boarding or alighting to destination is greater than 2 miles, then an appropriate transfer(s) will be inserted based on the geocoded points of the trip, the time of day of the trip and the direction of travel. If no appropriate transfers can be found, then the record will be removed from the database.
Transfer Issue - 4	Duplicate Transfers in the Route Path	If duplicate transfers exist in the route path, the path is reviewed to determine which route(s) were incorrectly entered. If a review of the record suggests that the transfer route(s) is/are unnecessary then they will be removed. If the transfers suggest that trip is a round trip and not a one-way trip then the record will be removed from the database.

Distance-Based Checks

Distance-based checks help determine whether a rider's trip makes sense geographically based on the stops and addresses they have reported. They are especially useful for spotting unusual patterns or potential errors, like a stop that seems too far from home or a trip that is oddly short or overly complicated.

ETC begins by calculating key distances using latitude and longitude from the survey—things like how far someone traveled from home to their boarding stop, how long they stayed on the bus or train, and how far they went after getting off. These measurements provide a sense of the full trip shape—from origin to destination—and whether everything lines up logically.

Distance check red flags include:

- Trips that start with an unusually long walk or end with a very short car ride
- Multiple transfers used for a short trip
- Extremely short or long travel distances that seem unlikely given the elements of the trip

ETC also examines ratios to understand how the trip breaks down, for example, how much of the trip was on transit compared to walking or biking. If someone walked a long way just to board or has only a short distance between stops, that might suggest something was mis-entered or misunderstood.

Access/Egress Mode Distance Check

Table 9 shows the distance checks for access (Origin to Boarding of the 1st Transit Vehicle) and egress modes (Alighting from the last Transit Vehicle to Destination).

TABLE 9: ACCESS/EGRESS MODE DISTANCE CHECKS

Distance Check Name	Check	Condition 1	Condition 2	Flag?
Origin to Boarding	Origin to Boarding distance is greater than 1.75 miles	Access Mode - ANY USE OF A VEHICLE (ie, dropped off, rode with others, drove, taxi...)		No
		Access Mode - Walk/Wheelchair/Skateboard	There is at least one transfer from origin to boarding	No
		Access Mode - Walk/Wheelchair/Skateboard	There are no transfers from origin to boarding	Yes
	Origin to Boarding distance is less than .2 miles	Access Mode - ANY USE OF A VEHICLE (ie, dropped off, rode with others, drove, taxi...)		Yes
		Access Mode - Every mode	There is at least one transfer from origin to boarding	Yes
		Access Mode - Walk/Wheelchair/Skateboard	There are no transfers from origin to boarding	No
Alighting to Destination	Alighting to Destination distance is greater than 1.75 miles	Egress Mode - ANY USE OF A VEHICLE (ie, will get picked up, ride with others, drive, taxi...)		No
		Egress Mode - Walk/Wheelchair/Skateboard	There is at least one transfer from alighting to destination	No
		Egress Mode - Walk/Wheelchair/Skateboard	There are no transfers from alighting to destination	Yes
	Alighting to Destination distance is less than .2 miles	Egress Mode - ANY USE OF A VEHICLE (ie, will get picked up, ride with others, drive, taxi...)		Yes
		Egress Mode - Every mode	There is at least one transfer from alighting to destination	Yes
		Egress Mode - Walk/Wheelchair/Skateboard	There are no transfers from alighting to destination	No

*1.75 mile is used because it is a straight-line distance, so it ends up being closer to 2 miles with actual street travel.

Origin to Destination Distance Check

Table 10 shows the distance checks based on the origin and Destination Type of Places.

TABLE 10: ORIGIN TO DESTINATION DISTANCE CHECKS

Distance Check Name	Check	Flag Record
Origin to Destination	Origin equals the Destination	Yes
	Origin to Destination is greater than 50 miles	Yes
	Origin to Destination is less than .25 miles	Yes

Boarding and Alighting Distance Check

Table 11 shows the distance checks based on the boarding and alighting locations.

TABLE 11: BOARDING AND ALIGHTING DISTANCE CHECKS

Distance Check Name	Check	Flag Record
Boarding to Alighting	Boarding equals the Alighting	Yes
	Boarding to Alighting is less than .25 miles	Yes

Travel Review and Mapping Tools: Travel Review Team (TRT)

While automated checks can catch many issues in the data, some responses require a closer look. That is where ETC Institute's Travel Review Team comes in. This team focuses on survey records that do not quite make sense on their own; the geography does not line up, or the trip path seems overly complicated. Often, it's a combination of small flags that suggest something is not quite right, even if no one error stands out.

To investigate these cases, the team uses custom-built mapping and QA platforms that visually display the respondent's entire trip. This includes boarding and alighting points, transfer segments, and overall trip direction. These tools make it easier to spot inconsistencies and confirm whether a reported trip matches real-world transit service.

When possible, the team updates the trip to reflect the most likely journey a rider could have taken, using local knowledge, route schedules, and trip planning tools. If a record can't be confidently corrected, it may be set aside from submittal.

This process ensures that questionable records are thoughtfully reviewed, giving us greater confidence that the final dataset reflects realistic rider behavior across the system. The following actions are taken as shown in Tables 12.

Pre-Processing General Issues and Actions

Table 12 below describes the general issues that could occur within a trip where changes may have been appropriate.

TABLE 12: PRE- PROCESSING GENERAL ISSUES

Issue	Description of Issue	Action
Origin/Destination Issue - 1	Origin/Destination appears incorrect because the wrong location of a multiple-location organization was selected	If for example, an Origin/Destination appears illogical based on the college campus that was selected, but an appropriate campus of the same college does appear logical given the other points and answer choices of the trip, then the appropriate campus will be selected.
Origin/Destination Issue - 2	Origin/Destination appears to have been geocoded to the incorrect city/state	If for example, an Origin/Destination appears illogical based on the city/state that was geocoded, but the address/intersection is logical within the trip if the city/state are changed. This occurs occasionally because the surveyor selects the wrong choice from the list of possible address choices that appear in the online survey instrument, then the appropriate address information will be inserted.
Access/Egress Mode	Access/Egress Mode seems illogical based on trip	If the access/egress mode involves the use of a vehicle and the distance from either origin to boarding or alighting to destination is less than .2 miles then the access/egress mode is recoded to walk/walked and that change will be reflected in the database. Unless the terrain of the area makes walking unlikely.
Directionality of Record	Boarding and alighting locations indicate that the trip is going in the opposite direction of what was selected by the surveyor.	Change Direction of Route Selected and if necessary update boarding and alighting locations based on appropriate direction.

Demographic Consistency Checks

Review of various demographic indicators ensures that the information respondents provide about their household, employment, student status, and fare usage make sense when viewed together.

For example, if someone indicates they are using a student fare or reports their trip purpose as school-related, they would be expected to identify as a student. Similarly, if someone selects a work-related fare or trip purpose, it is reasonable to expect that they report being employed.

These checks also help flag other inconsistencies that might not immediately stand out. For instance, if the reported household size is smaller than the number of people in the household travel group or those marked as employed, it may prompt further review. Similarly, if a very young respondent reports having a driver's license or indicates they live alone, that could raise questions. ETC also checks whether a respondent's age aligns with certain fare types or school-related answers. While these situations do not automatically mean the data is incorrect, they help identify records that may need a closer look before being included in the final submittal.

Pre-Processing Ratio Checks

In the next step in the process, QA/QC Ratio Checks are conducted for each record. First, the distance between boarding and alighting is divided by the distance between origin and destination. If the record has a high ratio, the rider was on the bus for an extensive time compared to the origin-to-destination distance. If the check resulted in an extremely low ratio, the use of transit might appear unnecessary.

Second, the distance between origin and boarding is divided by the distance between origin and destination. If the record has a high ratio, the origin-to-boarding distance is excessive compared to the distance from origin to destination.

Third, the distance between alighting and destination is divided by the distance between origin and destination. If the record has a high ratio, the alighting-to-destination distance is excessive compared to the distance from origin to destination. **Table 13** describes in more detail the ratio checks used, and the conditions in which a record would be flagged.

TABLE 13: RATIO CHECKS

Ratio Checks	Check	Result of Formula	Condition 1	Condition 2	Flag?
Boarding to Alighting distance divided by Origin to Destination distance	Boarding to Alighting Distance/Origin to Destination Distance	the result of this formula is 1.5 or greater			Yes
	Boarding to Alighting Distance/Origin to Destination Distance	the result of this formula is less than .3	Access and Egress modes are both Walk/Wheelchair/Skateboard	There are NO transfers involved in the trip	Yes
	Boarding to Alighting Distance/Origin to Destination Distance	the result of this formula is less than .3	Access or Egress mode - <u>ANY USE OF A VEHICLE</u>		No
	Boarding to Alighting Distance/Origin to Destination Distance	the result of this formula is less than .3	There is at least one transfer involved in the trip		No
Origin to Boarding distance divided by Origin to Destination distance	Origin to Boarding Distance/Origin to Destination Distance	the result of this formula is 1 or greater	there is at least one transfer from origin to boarding		No
	Origin to Boarding Distance/Origin to Destination Distance	the result of this formula is 1 or greater	Access Mode - <u>ANY USE OF A VEHICLE</u> (ie, dropped off, rode with others, drove, taxi...)		No
	Origin to Boarding Distance/Origin to Destination Distance	the result of this formula is 1 or greater	Access Mode - Walk/Wheelchair/Skateboard	There are no transfers from origin to boarding	Yes
Alighting to Destination divided by Origin to Destination	Alighting to Destination Distance/Origin to Destination Distance	the result of this formula is 1 or greater	there is at least one transfer from alighting to destination		No
	Alighting to Destination Distance/Origin to Destination Distance	the result of this formula is 1 or greater	Egress Mode - <u>ANY USE OF A VEHICLE</u> (ie, will get picked up, ride with others, drive, taxi...)		No
	Alighting to Destination Distance/Origin to Destination Distance	the result of this formula is 1 or greater	Egress Mode - Walk/Wheelchair/Skateboard	There are no transfers from alighting to destination	Yes

Post-Processing Additional Checks

After all records are reviewed by the TRT, the next step in this process involves the application of a series of QA/QC “non-trip” checks. Non-trip checks are defined as anything not pertaining to the respondent’s actual trip, i.e. additional demographic information.

Non-trip related checks include:

- Ensuring the respondents who indicated that they are employed also reported that at least one member of their household is employed.
- Ensuring the time of day a survey is completed is reasonable given the published operating schedule for the route.
- Ensuring that the appropriate fare type is selected in relation to the age of respondent.
- Checking that there is a representative demographic distribution based on age, gender, and income status.
- Removing any personal contact information used for quality control purposes during the data collection portion of the project in order to protect the anonymity of the respondents.

Once all records go through the pre-processing and post-processing QA/QC checks, those that are deemed complete and usable are then used to update the field completion report prepared by the field manager to ensure all contractual goals have been met. After the final high-level review is completed, a codebook is created in order to suitably explain the data in the database.

Final Dataset Preparation and Delivery

Once all trip path logic and demographic checks have been completed, ETC Institute prepares the final dataset for client use. This stage focuses on formatting and ensuring consistency across key variables such as time-of-day fields, fare codes, and travel modes. Any personal identifiable information is removed to protect respondent privacy.

The data is then organized into a clean and structured format that includes the finalized survey responses, corresponding survey questions, and a comprehensive data dictionary. This ensures that everything is clearly documented and ready for analysis, reporting, or internal review by the client.

CHAPTER 3: SURVEY WEIGHTING AND EXPANSION

The Cherriots regional transit interviews were expanded by route, direction, time-of-day, boarding location, and alighting location from O2O data. The following sections describe the methodology that was used to develop the unlinked and linked expansion factors.

Purpose of Expansion

Transit onboard surveys are an essential tool for understanding how people use public transportation. By capturing trip details and rider characteristics such as fare types and demographics, OD survey data provides a comprehensive view of system usage and valuable insights into the evolving needs of the people who rely on public transit in their everyday lives. Because it is not feasible to survey every rider, ETC Institute relies on expansion techniques to scale up the results from the sample to reflect the full ridership of the system. Each completed survey is assigned a weight so that when all values are summed, they match the actual number of trips recorded by other data sources.

There are two core goals in using expansion factors:

1. To scale the sample data to accurately reflect total ridership.
2. To maintain proportional representation across different routes, directions and time periods.

In doing this, ETC Institute uses two types of weighting: unlinked and linked.

Unlinked weights treat each boarding as a separate trip. If a rider takes two buses and a train to complete their journey, they may appear in the dataset on three separate routes, with each boarding counted individually. This approach is ideal when the focus is on route-level performance, evaluating boardings by route, time of day, or direction. Because each boarding is given equal emphasis, unlinked weights are most appropriate for operational analysis and service planning.

Linked weights group all boardings within a single continuous trip into one unit. This helps account for transfer activity and ensures riders who transfer multiple times are not overrepresented. Linked weighting is particularly useful when the focus is on understanding people rather than boardings, capturing full trip patterns, trip purposes, demographics and fare types. Linked weighting is the preferred method for equity assessments, fare policy evaluations, and regional travel behavior studies where the rider, not the route, is the unit of interest.

Expansion Framework

The way ETC Institute expands survey data depends on the kind of information available for each route. Typically, that determination relies on three main sources: Origin Destination (OD) survey data, On-to-Off (O2O) counts, and Automated Passenger Count (APC) data. Each of these plays a role in helping ETC estimate how many people are riding, where they are boarding and alighting, and how those patterns shift throughout the day.

Route Segmentation

A critical part of this process is route segmentation. Segments are groups of stops that help ETC understand the flow of trips between different portions of a route. Rather than expanding every stop individually, ETC uses these route segments to reflect major patterns of travel. Segments are commonly created using cumulative boarding and alighting totals.

If a route has a total ridership of 100, that means there are 100 boardings and 100 alightings—resulting in 200 total events. To split the route into two segments, ETC looks for the point along the stop sequence where the cumulative sum of boardings and alightings reaches 100, which represents 50% of total events as shown in **Figure 5**. For three segments, the breakpoints would occur where cumulative totals reach approximately 66 and 132, corresponding to 33% and 66% of the total flow respectively as demonstrated in **Figure 6**.

While segmentation often begins with a data-driven approach based on cumulative boardings and alightings, it is not always practical to rely on numbers alone. In many cases, geographic logic and local context should guide final segment boundaries. A segment break may naturally occur at a major transit center, a neighborhood boundary, or near a key landmark like a freeway, university, or commercial district. These real-world dividers often better reflect how riders experience the system.

To support this flexibility, a segmenting tool can be used by agencies to adjust or override the default data-based breakpoints. This tool allows planners to manually group stops into segments using their knowledge of the service area, operational characteristics, or planning goals. The result is a hybrid segmentation approach, anchored in data but refined by geography. This produces more meaningful and interpretable segments for use in expansion and analysis. By combining automated thresholds with manual adjustments, agencies can ensure that expansion factors are applied in a way that accurately reflects how people travel through the system.

FIGURE 5: TWO PART SEGMENTATION EXAMPLE

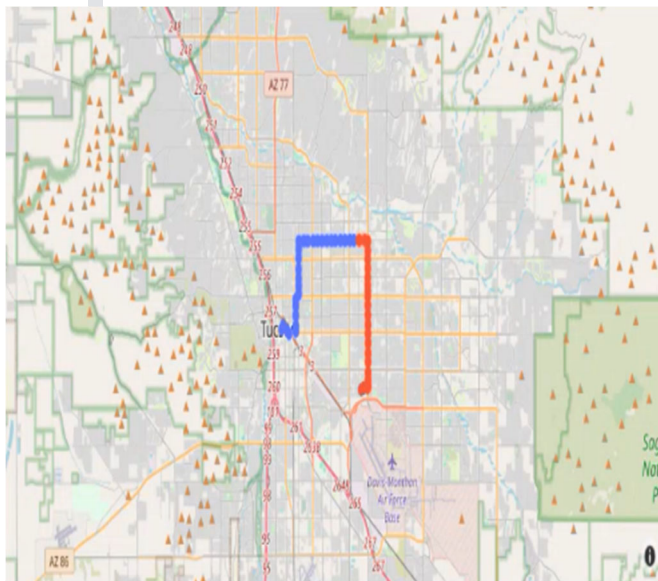
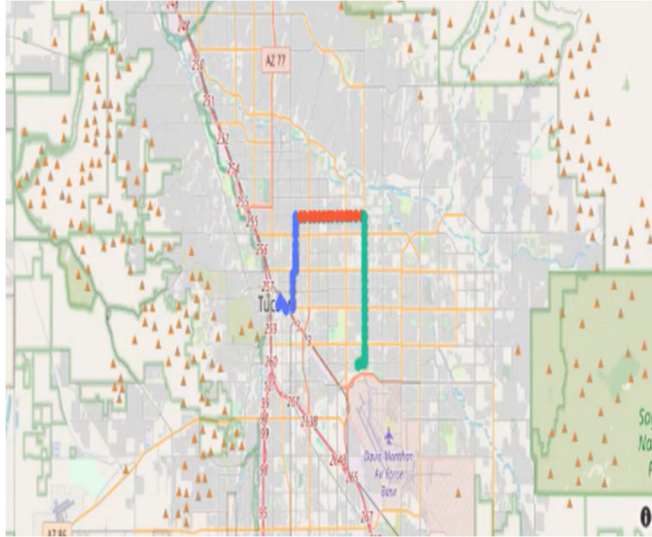


FIGURE 6: THREE PART SEGMENTATION EXAMPLE

Types of Unlinked Trip Expansion

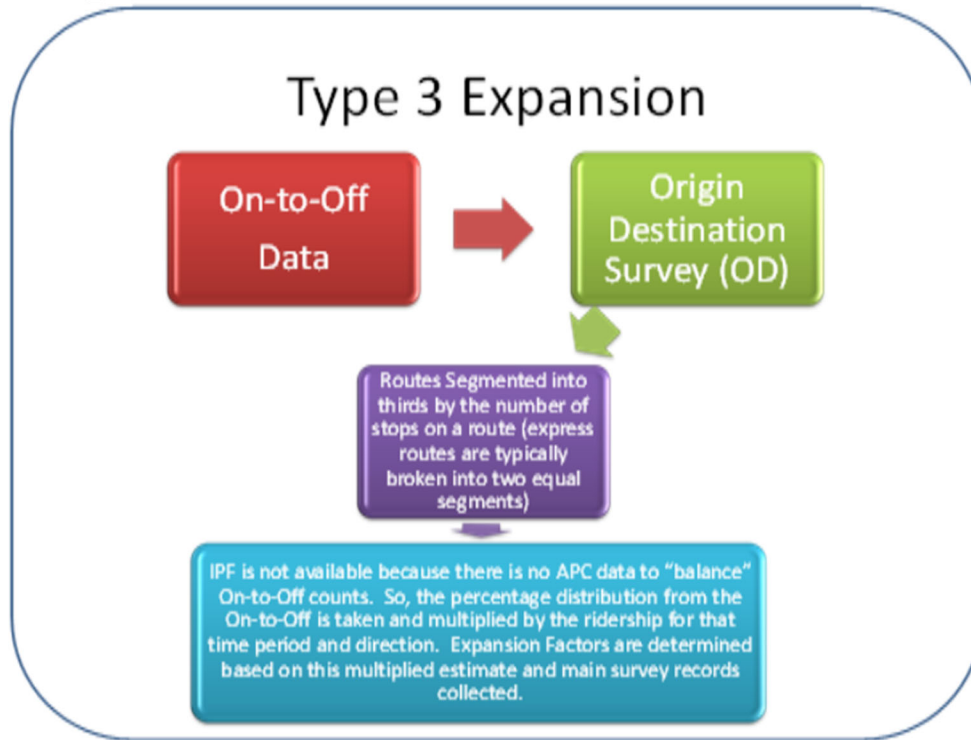
The way ETC Institute expands survey data depends on the kind of supporting information available for each route. In most cases, ETC Institute works with a combination of three primary data sources: automatic passenger counter (APC) data, On-to-Off (O2O) counts, and OD survey responses. In cases when APC data is not available, ETC Institute will use farebox data as a backup to estimate total ridership.

The combination of these data sources determines which of four expansion methods ETC Institute will use: Type 1 (Full Data Available); Type 2 (No O2O Data Available); Type 3 (No APC Data Available) or Type 4 (Only OD Survey Results Available). For the 2025 Cherriots OD survey project, Type 3 Trip Expansion was deemed the appropriate expansion method.

Type 3 Expansion – No APC Data

Type 3 expansion is used when ETC Institute has On-to-Off (O2O) counts and OD survey data, but no APC data. ETC Institute will normalize the O2O counts using farebox data or another reliable source of total ridership. This helps ensure the expansion still reflects actual system usage, even without APC totals. ETC uses the O2O data to determine the segments along the route. These estimated flows are then scaled to align with total observed ridership for the route, direction, and time-period. Once normalized, ETC divides each segment-to-segment flow by the number of OD surveys collected in that pair to produce the final expansion weights. This method allows ETC to maintain a high level of accuracy by combining detailed trip pattern data from the O2O counts with overall ridership estimates from farebox data. It is an effective approach when APC data is not available, but robust count and survey data are.

FIGURE 9: TYPE 3 EXPANSION



Expansion Factor Calibration and Control

After generating initial expansion weights, ETC Institute applies quality control measures to ensure no single record carries an outsized influence on the results. Because survey coverage can vary slightly across routes, directions, or time periods, records in low-density segments can generate disproportionately high weight factors compared to those segments with higher ridership density. To maintain appropriate balance and prevent distortion, ETC sets a dynamic threshold for review which employs a calculation of a maximum allowable weight factor using the formula:

$$(1 / \text{sampling rate}) \times 3.$$

This ensures that even in areas with lower survey density, individual records do not disproportionately skew the dataset. If a record exceeds the threshold, ETC reviews the record in context to determine if the weight is appropriate. When an adjustment is necessary, ETC Institute minimizes its influence by grouping it with a nearby segment. This step does not reflect a deficiency in the survey; it is a deliberate safeguard to ensure statistical integrity and proportionate representation across the dataset. This calibration process reinforces the reliability of the expanded data and helps ensure that final insights derived from the data collected reflect the broader ridership.

Linked Trip Expansion

After the unlinked expansion is complete, ETC Institute adjusts for linked trips. This step is especially important in systems where transfers are common. ETC calculates a 'linked trip multiplier' for each rider based on how many vehicles they have used for a single trip. The equation to create the Multiplying Factor is shown below:

$$\text{Linked Trip Multiplier} = 1 / (1 + \text{number of transfers})$$

If someone made no transfers, their multiplier is 1. If they transferred twice, their multiplier would be 1/3. This multiplier is then applied to the rider's unlinked weight to get the linked trip weight. By linking trip weight ETC Institute avoids overcounting riders who transfer multiple times. The linked trip gives a clearer view of how many unique trips are happening. This makes linked weights ideal for understanding full journey patterns, demographics, and system-wide behavior, providing insights at an individual level rather than just the trip level.

TABLE 14: SAMPLE CALCULATIONS OF LINKED TRIP MULTIPLYING FACTORS

Number of Transfers	Calculation [1/(1+Number of Transfers)]	Linked Trip Multiplying Factor
0	[1/(1+0)]	1
1	[1/(1+1)]	0.5
2	[1/(1+2)]	0.33
3	[1/(1+3)]	0.25

Decomposition Analysis

Decomposition analysis is used to assess how well the survey-based expansion aligns with actual observed ridership across all routes in the system. The decomposition analysis approach considers the boardings that occurred on the surveyed route and the additional boardings captured through reported transfers both before and after the surveyed segment.

Each survey response is evaluated to identify the full travel sequence. Boardings are attributed to the appropriate routes based on that path. Once all responses are processed, total estimated boardings by route using summed linked weights are compared directly to observed ridership data, from APC or farebox systems. This method provides a powerful validation tool.

When the sum of linked boardings closely match observed totals, the decomposition analysis confirms that the survey weighting and linked trip logic are performing accurately. In well-executed surveys, ETC Institute sees a systemwide total difference near or at 0%, indicating a high degree of alignment between expanded survey results and real-world ridership.

In addition to measuring accuracy, decomposition also highlights the importance of capturing transfer activity. A meaningful share of total boardings comes from trips that began or continued on other routes, which are identified through survey questions about prior and subsequent travel. These transfer boardings are essential to representing the full scope of system usage and understanding how riders move across the network, not just on the route on which they were surveyed. Some minor route-level discrepancies are expected, especially on low-ridership routes where small sample sizes can lead to larger percentage differences. However, these differences tend to balance out at the system level when a comprehensive survey and robust weighting method are applied.

Decomposition analysis not only confirms internal consistency between survey expansion and observed ridership but also serves as a quality assurance tool that can inform post-survey improvements and strengthen client and stakeholder trust.

CHAPTER 4: Weighted Origin-Destination Survey Results

The following chapter highlights demographic and trip-related survey findings from the project for riders surveyed on all Cherriots services who were part of the 2025 Cherriots Onboard Origin-Destination Survey. Select questions provide trend comparisons to results from the 2024 Cherriots Origin-Destination Survey. Two major categories of survey findings are presented: ridership profile and trip profile. Weekday Origin-Destination Survey results are presented separately from weekend results in the following section.

The findings in this section were expanded using the Linked Weight Factors in the database.

Weekday Ridership Profile

This section lists tables for weekday data for rider characteristics across all Cherriots fixed routes .

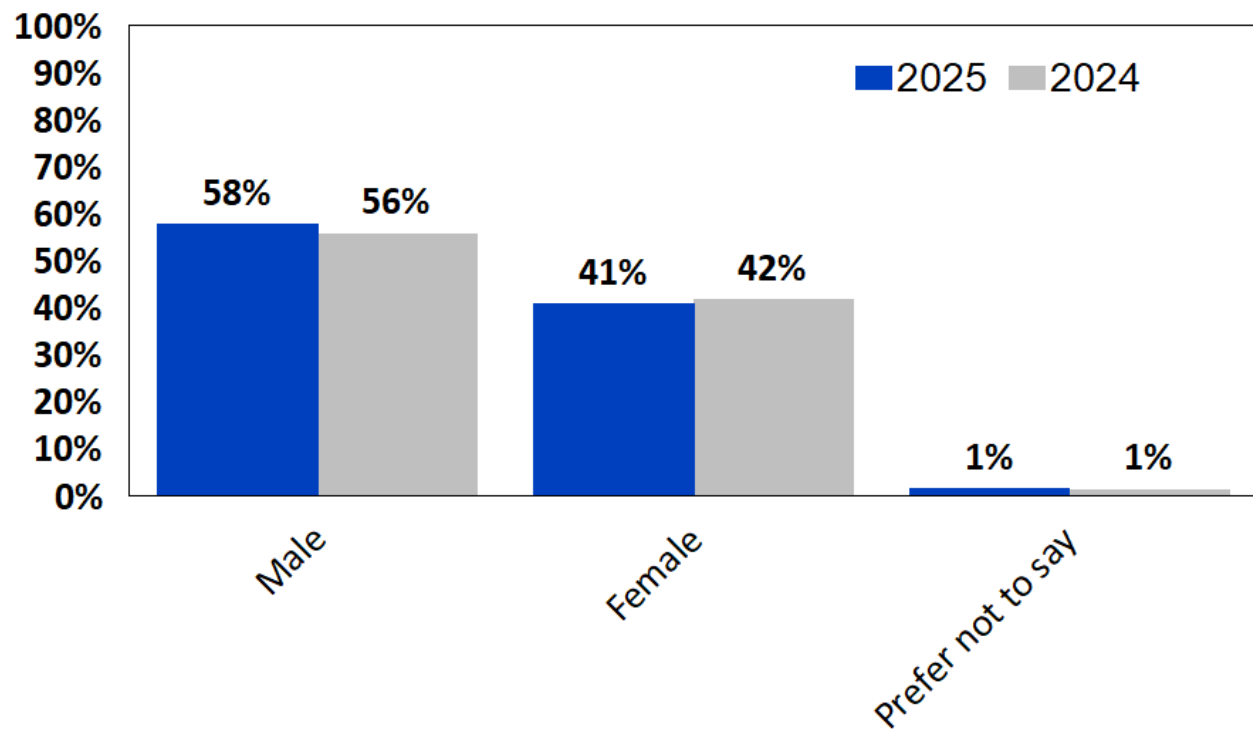
Gender

TABLE 15: GENDER - WEEKDAY

Gender	2025	2025	2024	2024
Male	5182.9	57.6%	4853.2	56.5%
Female	3659.2	40.7%	3623.4	42.2%
Prefer not to say	157.4	1.7%	115.6	1.3%
Grand Total	8999.5	100.0%	8592.1	100.0%

Surveyed ridership is approximately 57.6% male and 40.7% female. 1.7% of respondents preferred not to answer.

FIGURE 4: GENDER - WEEKDAY

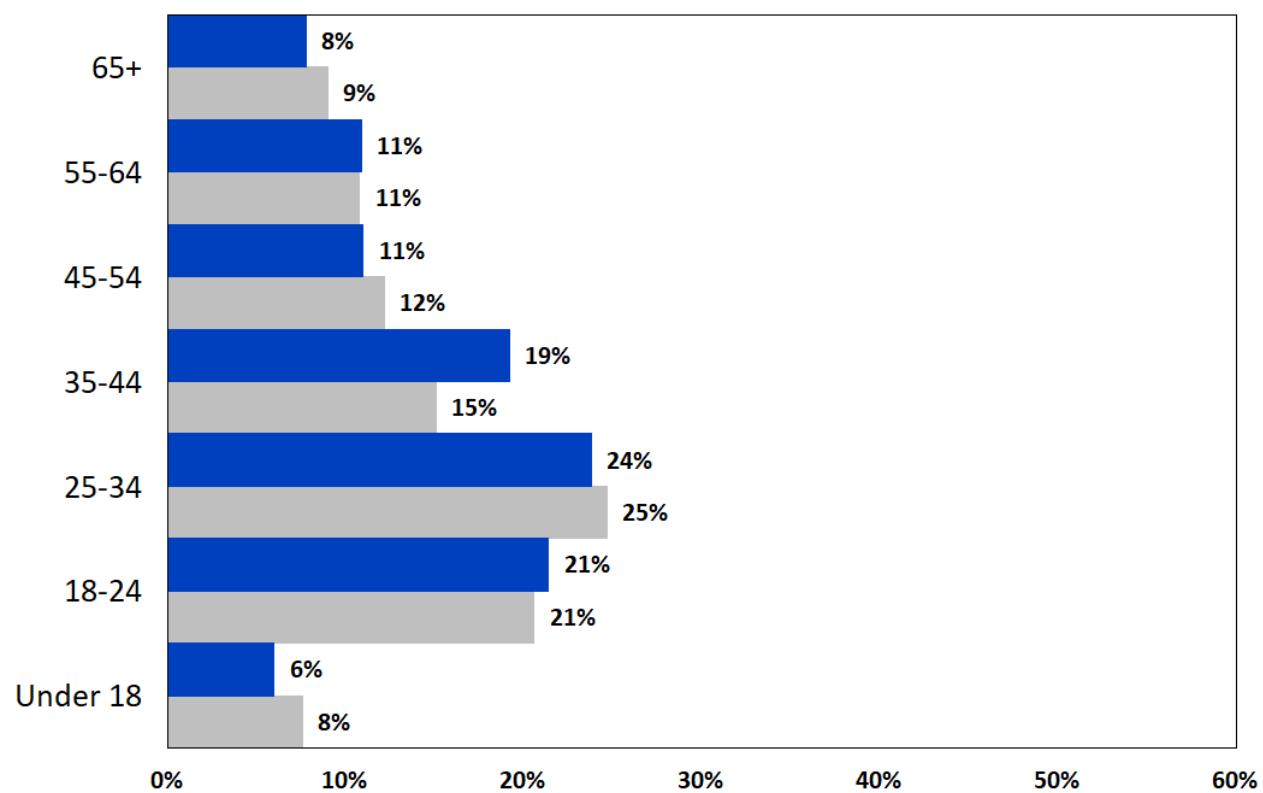


Age

TABLE 16: AGE - WEEKDAY

Age	2025	2025	2024	2024
65+	697.9	7.8%	775.4	9.0%
55-64	981.9	10.9%	934.4	10.8%
45-54	990.6	11.0%	1052.1	12.2%
35-44	1723.9	19.2%	1308.1	15.1%
25-34	2138	23.8%	2134.3	24.7%
18-24	1927.5	21.4%	1779.7	20.6%
Under 18	539.7	6.0%	653.0	7.6%
Grand Total	8999.5	100.0%	8637.0	100.0%

The largest age group of survey respondents are between the ages of 25 – 34 (23.8%), followed by 21.4% of riders between 18-24 years of age, and 19.2% between the ages of 35 - 44. The rest of the age categories comprise less than 11% of all records.

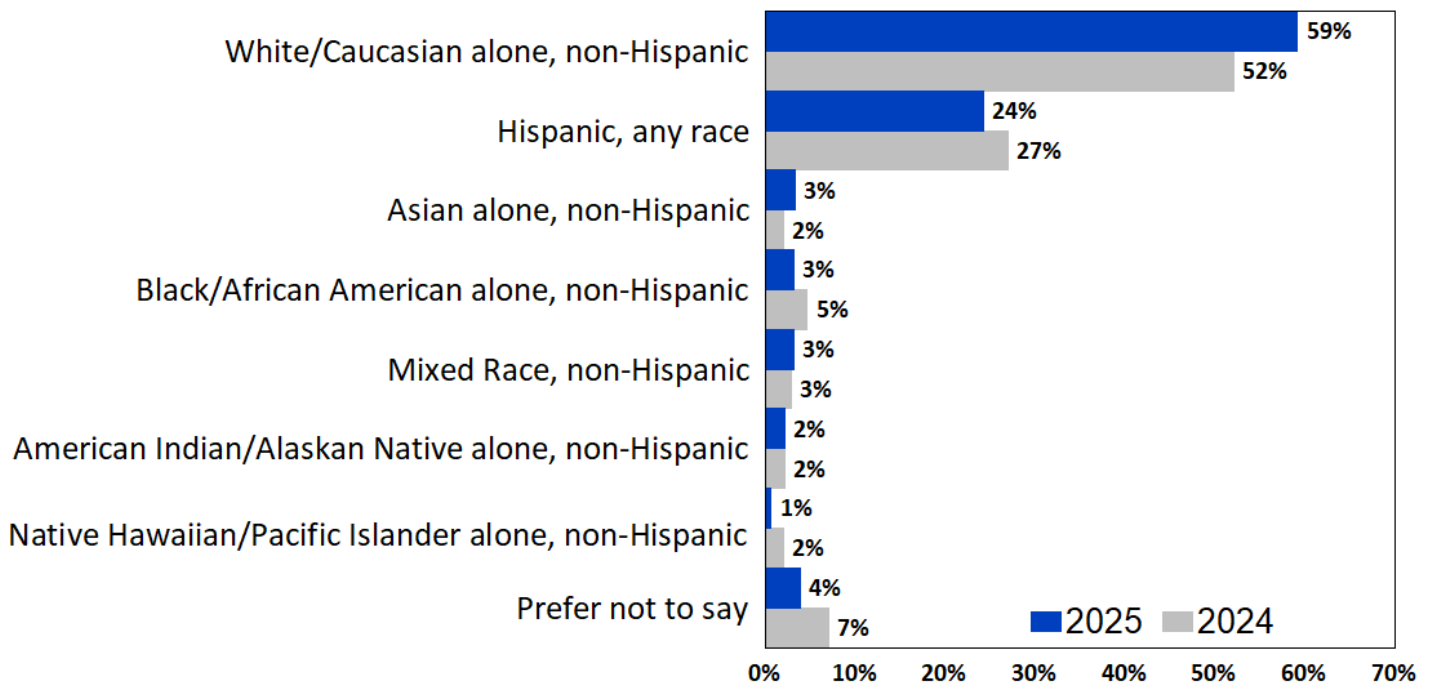
FIGURE 5: AGE - WEEKDAY

Ethnicity/Race

TABLE 17: ETHNICITY/RACE - WEEKDAY

Ethnicity/Race	2025	2025	2024	2024
White/Caucasian alone, non-Hispanic	5324.0	59.2%	4534.0	52.1%
Hispanic, any race	2187.0	24.3%	2354.0	27.0%
Asian alone, non-Hispanic	295.0	3.3%	178.0	2.0%
Black/African American alone, non-Hispanic	287.0	3.2%	410.0	4.7%
Mixed Race, non-Hispanic	292.0	3.2%	254.0	2.9%
American Indian/Alaskan Native alone, non-Hispanic	201.0	2.2%	254.0	2.2%
Native Hawaiian/Pacific Islander alone, non-Hispanic	14.0	0.7%	174.0	2.0%
Prefer not to say	3400.0	3.9%	549.0	7.1%
Grand Total	9000.0	100.0%	8708.0	100.0%

More than half of respondents (59.4%) identify themselves as White/Caucasian alone, 24.3% identify as Hispanic, any race, 3.3% Asian alone, and 3.2% identify as Black/African American alone.

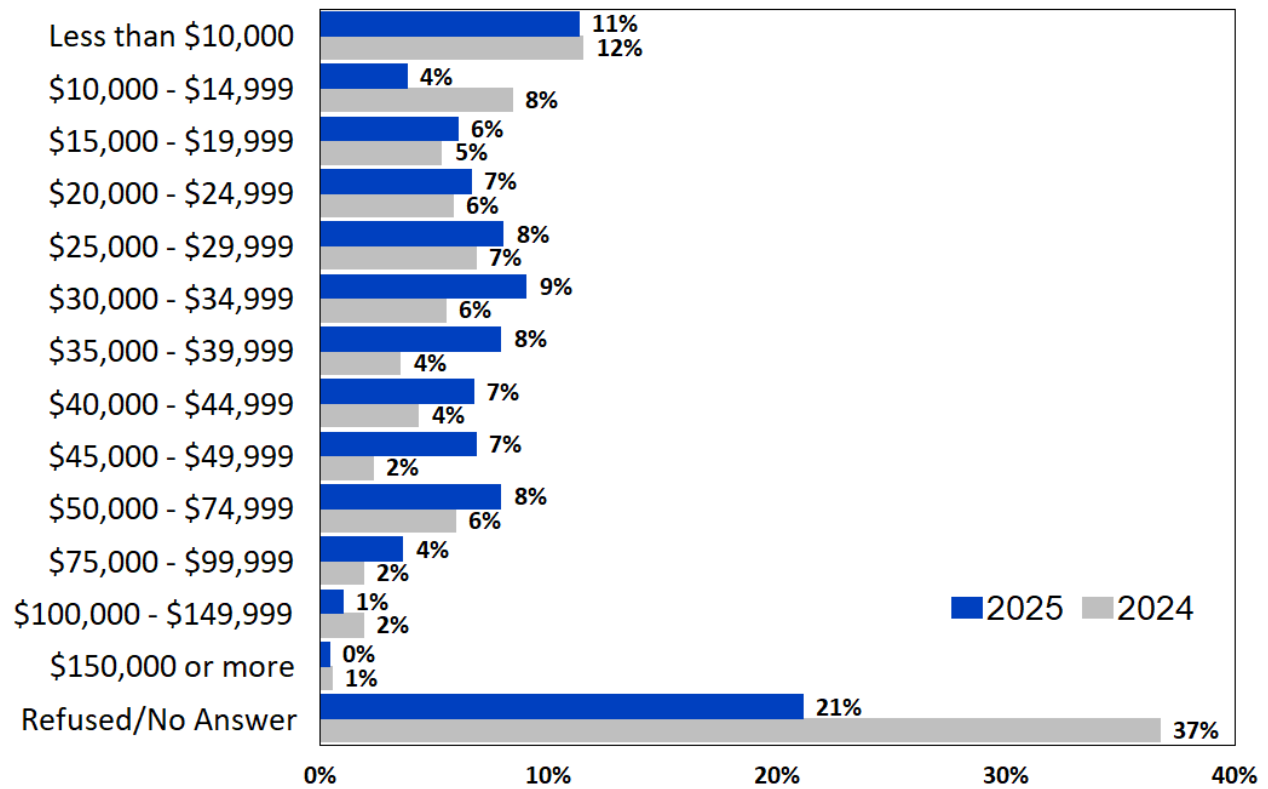
FIGURE 6: ETHNICITY/RACE – WEEKDAY


Household Income

TABLE 18: HOUSEHOLD INCOME - WEEKDAY

Income	2025	2025	2024	2024
Less than \$10,000	1015.0	11.3%	999.5	11.5%
\$10,000 - \$14,999	343.6	3.8%	728.7	8.4%
\$15,000 - \$19,999	540.1	6.0%	462.2	5.3%
\$20,000 - \$24,999	593.4	6.6%	503.9	5.8%
\$25,000 - \$29,999	717	8.0%	589.7	6.8%
\$30,000 - \$34,999	810.6	9.0%	478.3	5.5%
\$35,000 - \$39,999	706.5	7.9%	301.2	3.5%
\$40,000 - \$44,999	599.7	6.7%	376.5	4.3%
\$45,000 - \$49,999	609	6.8%	197.3	2.3%
\$50,000 - \$74,999	712.8	7.9%	509.7	5.9%
\$75,000 - \$99,999	327.9	3.6%	161.9	1.9%
\$100,000 - \$149,999	92.7	1.0%	165.6	1.9%
\$150,000 or more	33.5	0.4%	41.1	0.5%
Refused/No Answer	1897.8	21.1%	3192.9	36.7%
Grand Total	8999.5	100.0%	8708.4	100.0%

When asked “Which of the following BEST describes your total household income in 2024 before taxes?” 11.3% of surveyed riders indicated their annual household income was less than \$10,000 dollars per year. More than one-fifth of respondents (21.1%) indicated their annual household income was less than \$20,000.

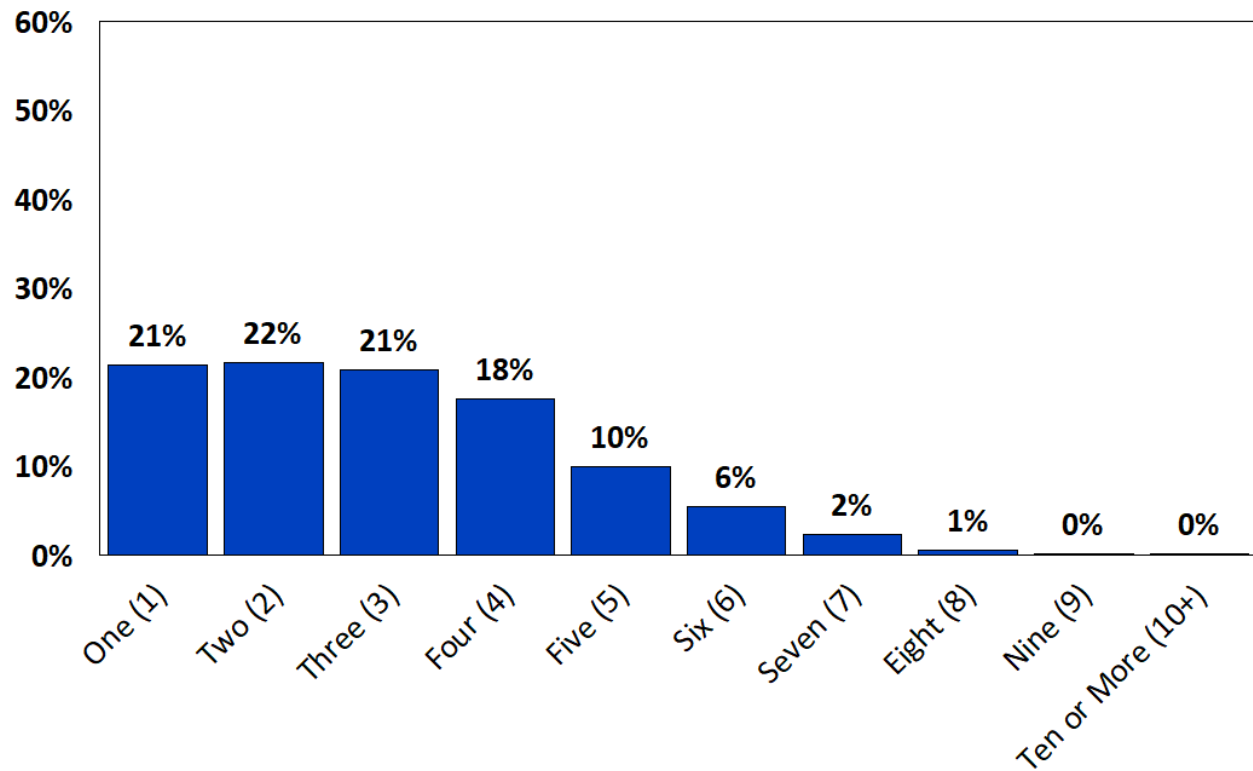
FIGURE 7: HOUSEHOLD INCOME - WEEKDAY


Household Size

TABLE 19: HOUSEHOLD SIZE - WEEKDAY

Household Size		
One (1)	1924.0	21.4%
Two (2)	1947.0	21.6%
Three (3)	1870.2	20.8%
Four (4)	1582.2	17.6%
Five (5)	894.4	9.9%
Six (6)	496.7	5.5%
Seven (7)	205.5	2.3%
Eight (8)	50.1	0.6%
Nine (9)	15.0	0.2%
Ten or More (10+)	14.3	0.2%
Grand Total	8999.5	100.0%

Forty-three percent of respondents indicated they live in a household alone or with one other individual while 20.8% of respondents shared that they live in a household with three people (including themselves). A combined 27.5% of respondents lived in a home with 4-5 members.

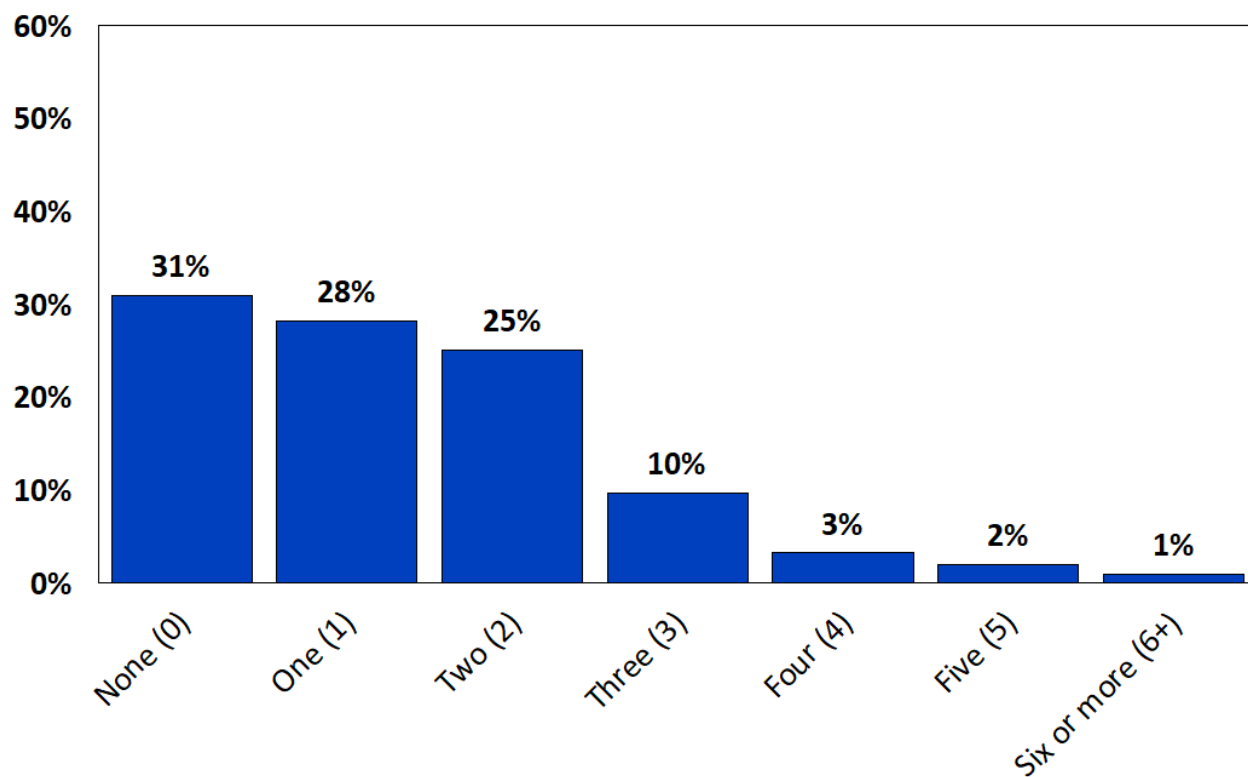
FIGURE 8: HOUSEHOLD SIZE - WEEKDAY

16+ Household Members

TABLE 20: AGE 16+ HOUSEHOLD SIZE- WEEKDAY

Age 16+ Household Size		
One (1)	2779.5	30.9%
Two (2)	2539.0	28.2%
Three (3)	2261.8	25.1%
Four (4)	871.8	9.7%
Five (5)	289.3	3.2%
Six (6)	183.4	2.0%
Seven (7)	33.1	0.4%
Eight (8)	26.4	0.3%
Nine (9)	5.4	0.1%
Ten or more (10+)	9.8	0.1%
Grand Total	8999.5	100.0%

The percentage of respondents living in a household with one member being 16 years old or older is 30.9%. Households that include two individuals 16 years of age or older is 28.2%.

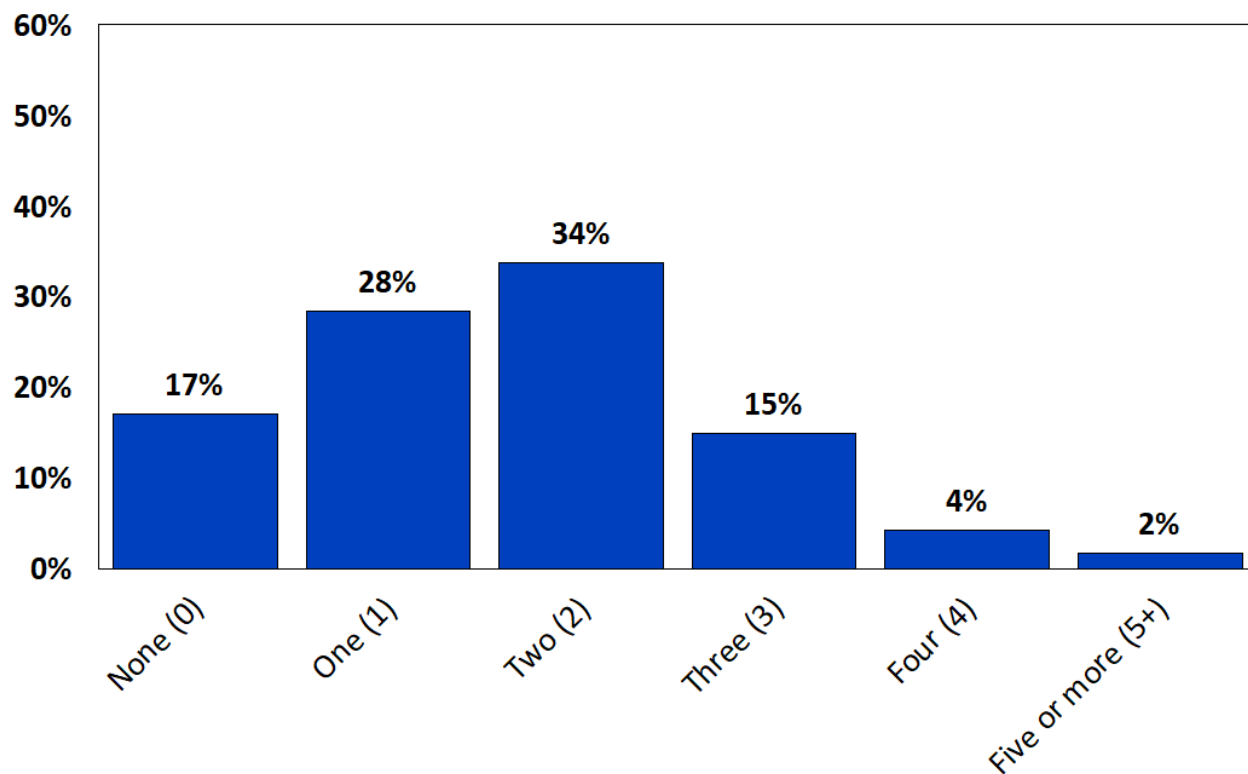
FIGURE 9: AGE 16+ HOUSEHOLD SIZE

Household Employment

TABLE 21: ADULTS EMPLOYED IN RESPONDENT HOUSEHOLDS - WEEKDAY

Employed in Household		
None (0)	1536.4	17.1%
One (1)	2558.6	28.4%
Two (2)	3030.9	33.7%
Three (3)	1339.8	14.9%
Four (4)	375.2	4.2%
Five (5)	111.8	1.2%
Six (6)	16.3	0.2%
Seven or more (7+)	31.0	0.3%
Grand Total	8999.5	100.0%

Approximately twenty-eight percent of the respondents revealed one person within their household is employed either part-time or full-time; 33.7% of surveyed riders came from households with two employed individuals; 14.9% indicated they had three working people in their household; 17.1% of riders live in households with no employment.

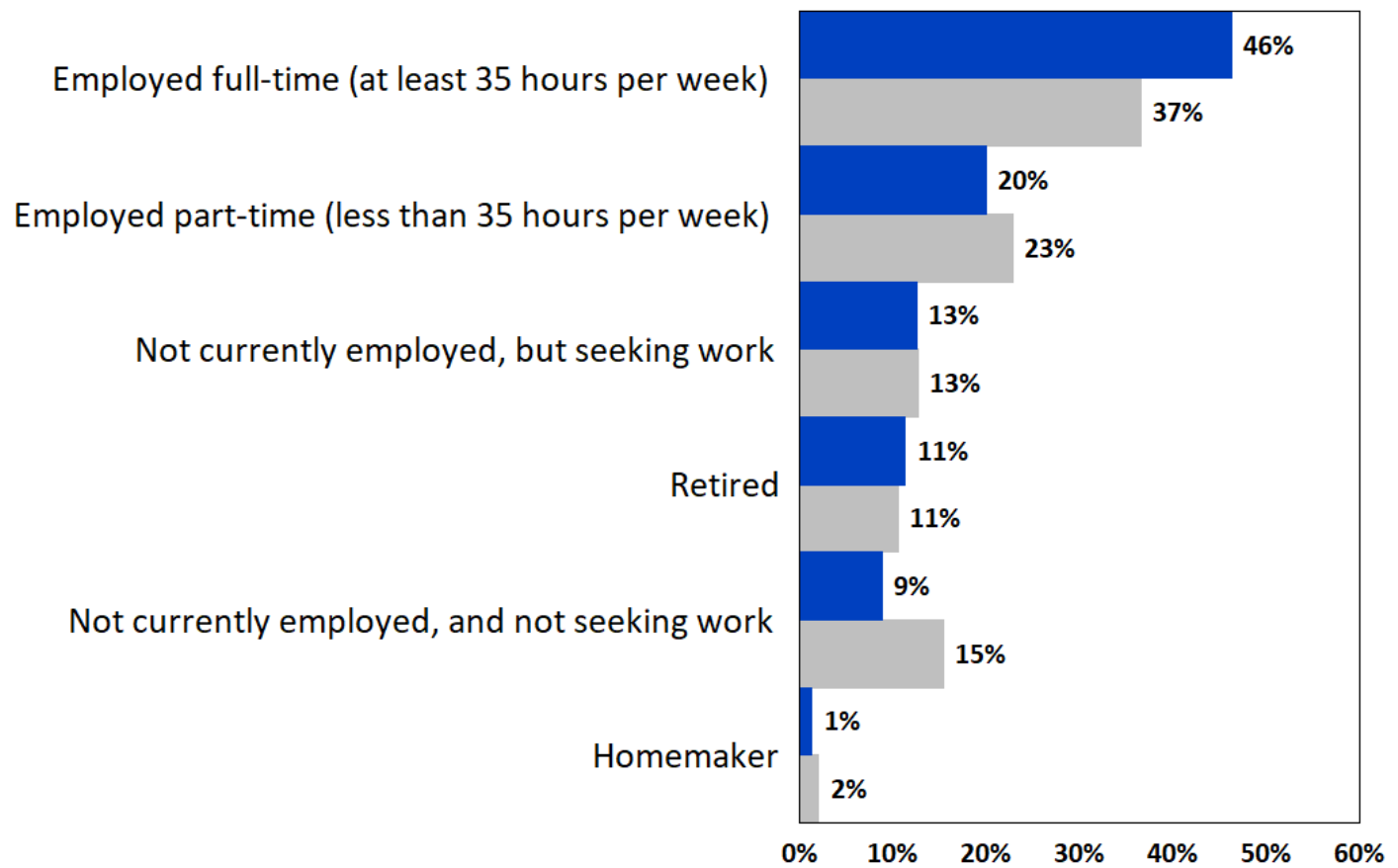
FIGURE 10: NUMBER EMPLOYED IN RESPONDENTS HOUSEHOLD

Employment Status

TABLE 22: EMPLOYMENT STATUS - WEEKDAY

Employment Status	2025	2025	2024	2024
Employed full-time (at least 35 hours per week)	4157.1	46.2%	3188.0	36.6%
Employed part-time (less than 35 hours per week)	1795.1	19.9%	1987.4	22.8%
Not currently employed, but seeking work	1122.8	12.5%	1102.4	12.7%
Retired	1017.3	11.3%	915.0	10.5%
Not currently employed, and not seeking work	794.6	8.8%	1344.2	15.4%
Homemaker	112.6	1.3%	171.4	2.0%
Grand Total	8999.5	100.0%	8708.4	100.0%

Nearly half of respondents (46.2%) indicated that they are employed full-time, while 19.9% shared that they are employed part-time.

FIGURE 11: EMPLOYMENT STATUS - WEEKDAY

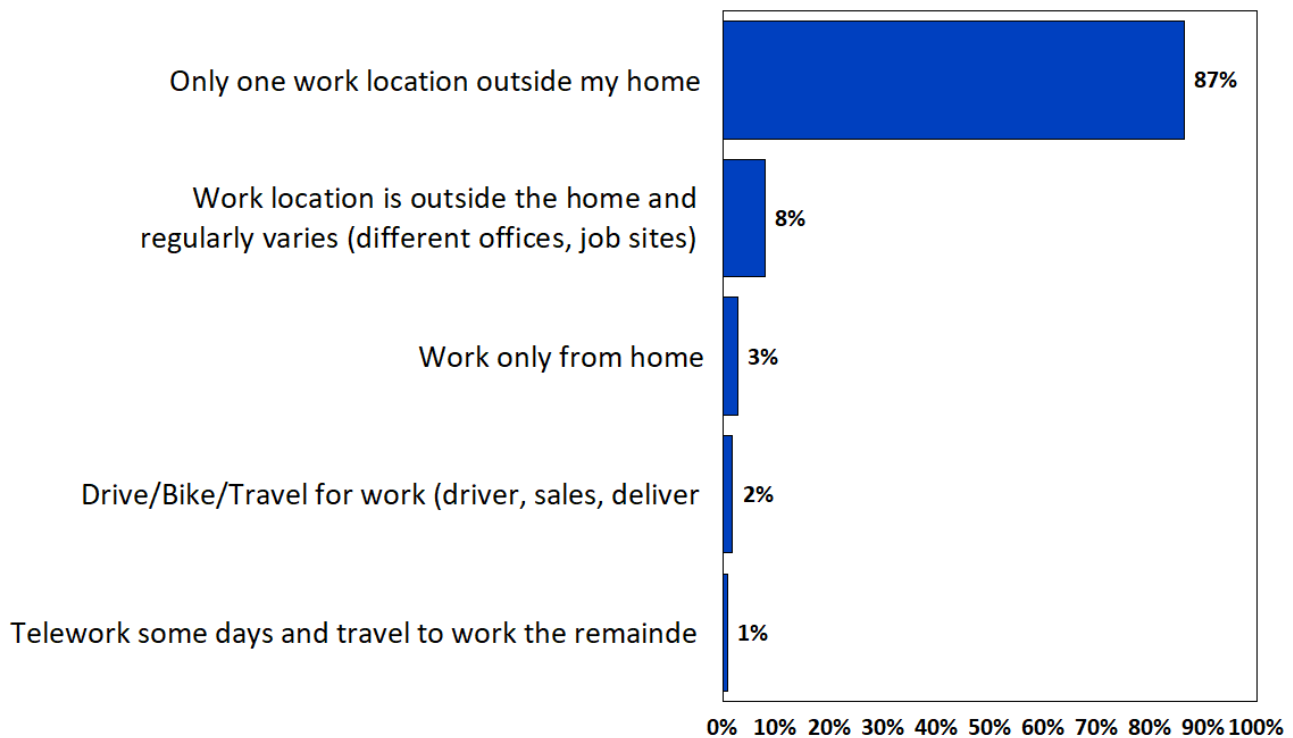
Work Location

TABLE 23: PRIMARY WORK LOCATION

Work Location		
Only one work location outside my home	5115.6	86.5%
Work location is outside the home and regularly varies (different offices, job sites)	468.1	7.9%
Work only from home	163.7	2.8%
Drive/Bike/Travel for work (driver, sales, deliveries)	110.5	1.9%
Telework some days and travel to work the remainder	55.5	0.9%
Grand Total	5913.3	100.0%

A majority of employed respondents (86.5%) have only one work location outside of the home.

FIGURE 12: PRIMARY WORK LOCATION



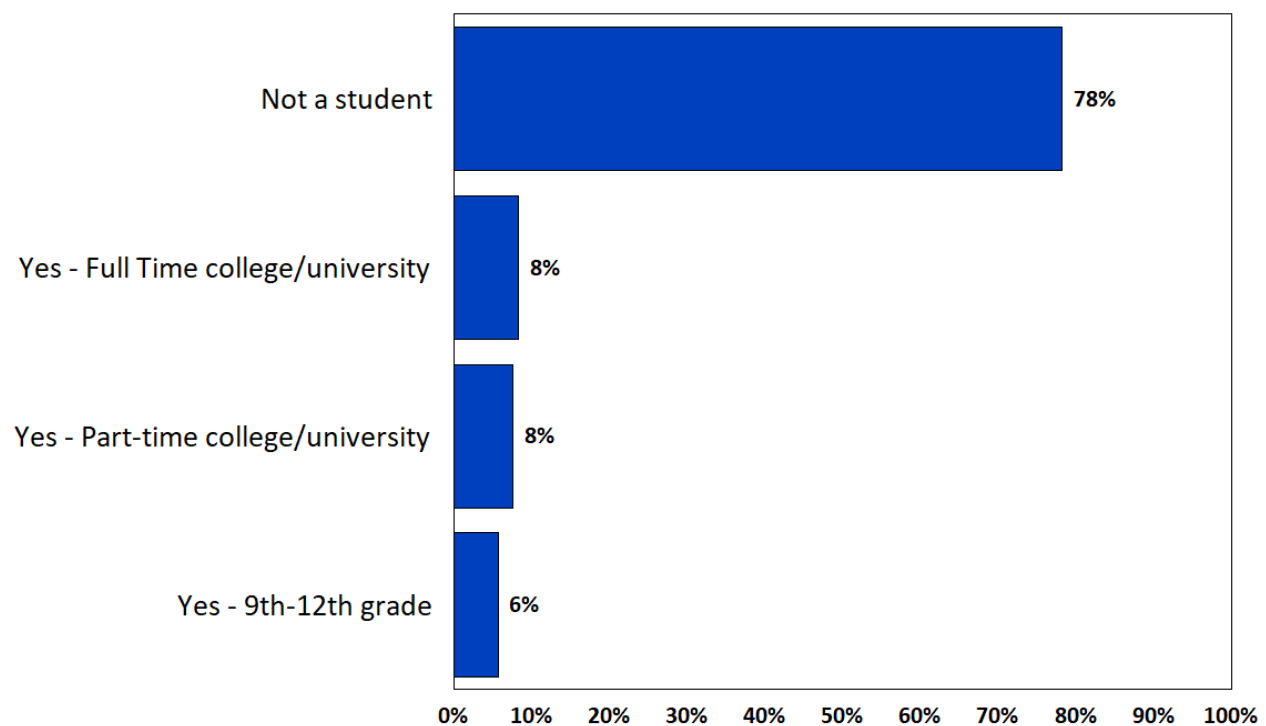
Student Status

TABLE 24: STUDENT STATUS - WEEKDAY

Student Status		
Not a student	7040.1	78.2%
Yes - Full Time college/university	751.0	8.3%
Yes - Part-time college/university	681.0	7.6%
Yes - 9th-12th grade	509.2	5.7%
Yes – Other	18.3	0.2%
Grand Total	8999.5	100.0%

Seventy-eight percent of respondents indicated that they are not students. Those in grades 9-12 make up 5.7% and 15.9% attend a college or university either full or part time.

FIGURE 13: STUDENT STATUS



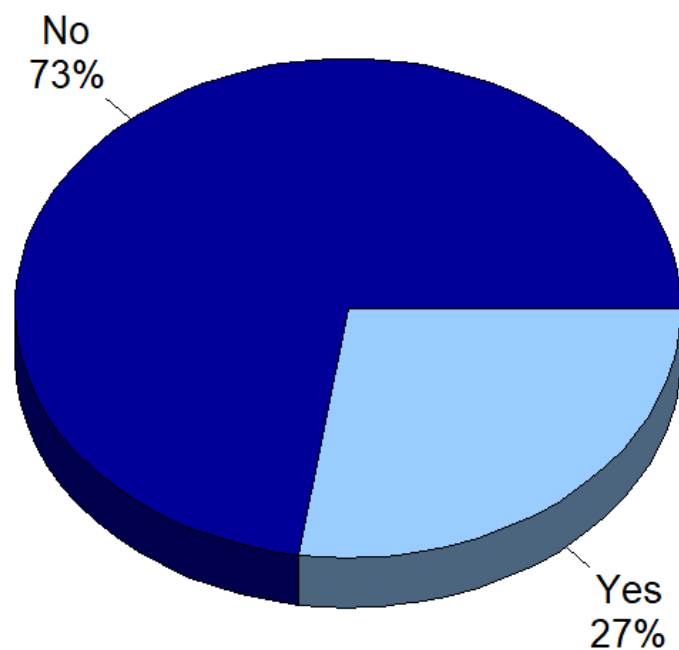
Language Spoken at Home Other Than English

TABLE 25: HOUSEHOLDS THAT SPEAK LANGUAGES OTHER THAN ENGLISH - WEEKDAY

Other Language at Home		
No	6538.4	72.7%
Yes	2461.2	27.3%
Grand Total	8999.5	100.0%

72.7% of respondents speak only English in their home and 27.3% speak a language other than English at home.

FIGURE 14: HOUSEHOLDS THAT SPEAK LANGUAGES OTHER THAN ENGLISH - WEEKDAY



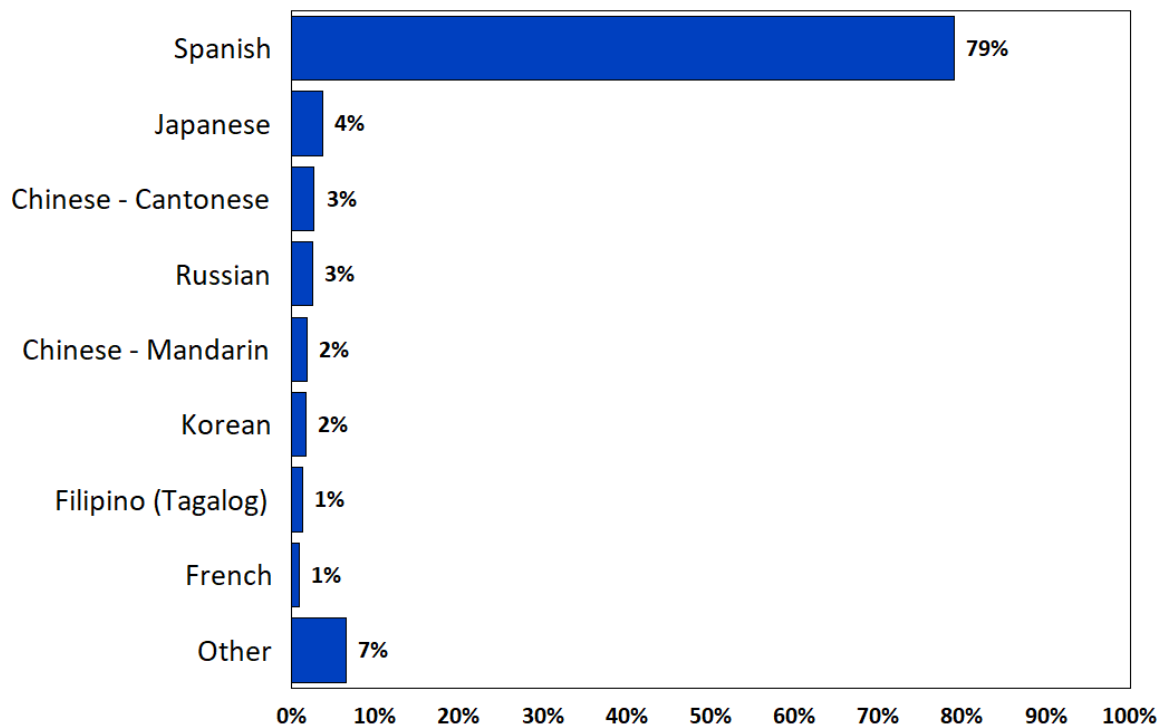
Languages Spoken at Home

TABLE 26: OTHER LANGUAGES SPOKEN AT HOME - WEEKDAY

Other Language Spoken at Home		
Spanish	1943.2	79.0%
Japanese	89.9	3.7%
Chinese – Cantonese	66.6	2.7%
Russian	60.6	2.5%
Chinese – Mandarin	45.0	1.8%
Korean	40.7	1.7%
Filipino (Tagalog)	31.4	1.3%
French	22.5	0.9%
Vietnamese	7.6	0.3%
Other	153.7	6.2%
Grand Total	2461.2	100.0%

Respondents who indicated they speak another language besides English were asked which specific language they spoke. Seventy-nine percent of these riders indicated they speak Spanish in their home.

FIGURE 15: OTHER LANGUAGE SPOKEN AT HOME - WEEKDAY



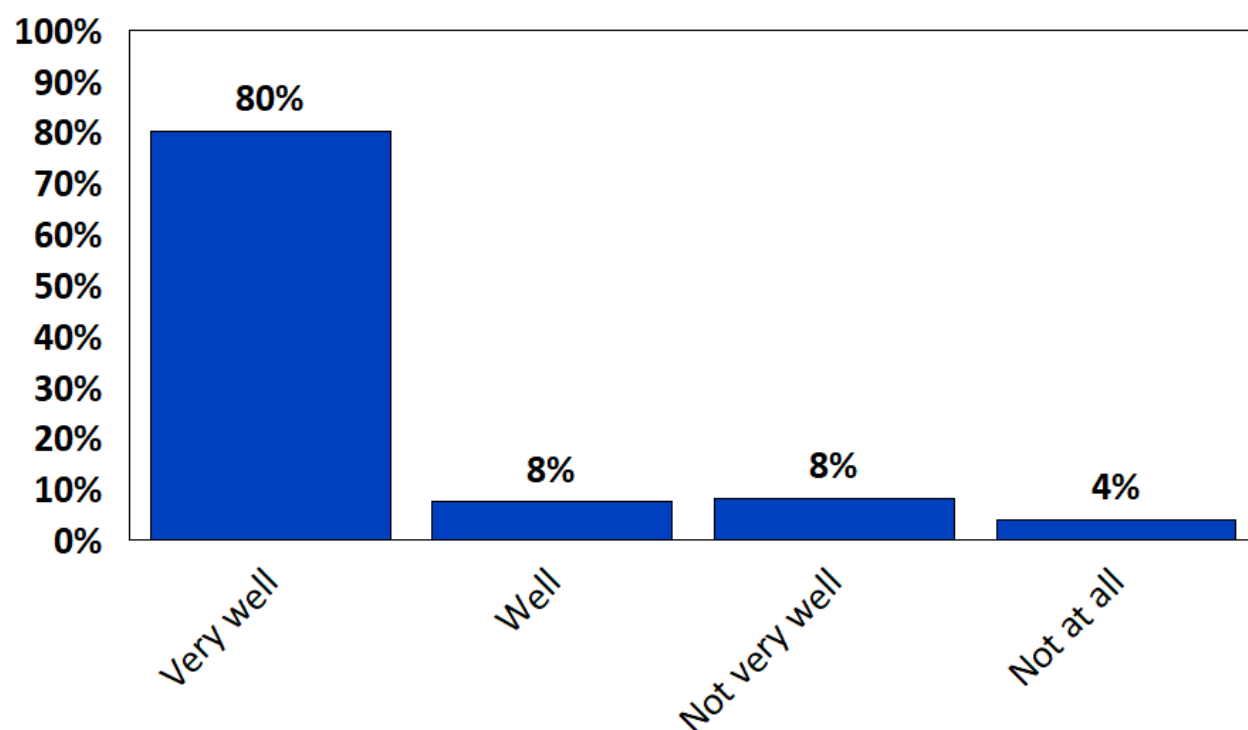
English Speaking Ability

TABLE 27: ENGLISH SPEAKING ABILITY - WEEKDAY

English Speaking Ability		
Very well	1248.1	80.2%
Well	117.8	7.6%
Not very well	127.0	8.2%
Not at all	63.2	4.1%
Grand Total	1556.1	100.0%

Of those who indicated that they speak a language besides English at home, 80.2% said that they speak English very well.

FIGURE 16: ENGLISH SPEAKING ABILITY - WEEKDAY



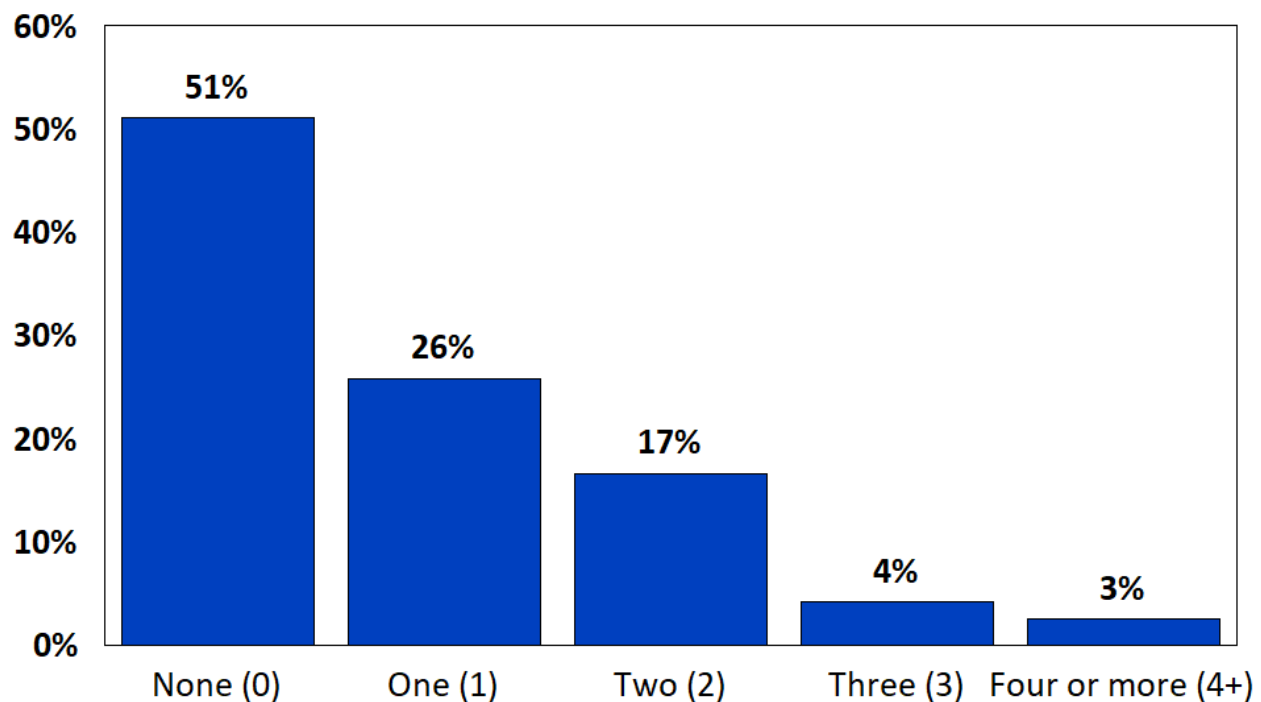
Household Vehicles

TABLE 28: VEHICLES AVAILABLE TO HOUSEHOLD - WEEKDAY

Vehicles Available to Household		
None (0)	4593.3	51.0%
One (1)	2326.0	25.8%
Two (2)	1498.1	16.6%
Three (3)	373.0	4.1%
Four or more (4+)	209.1	2.5%
Grand Total	8999.5	100.0%

Over half of respondents (51.0%) indicated that they do not have a vehicle available to them at their household while 25.8% said that they have one available vehicle at their household.

FIGURE 17: VEHICLES AVAILABLE TO HOUSEHOLD - WEEKDAY



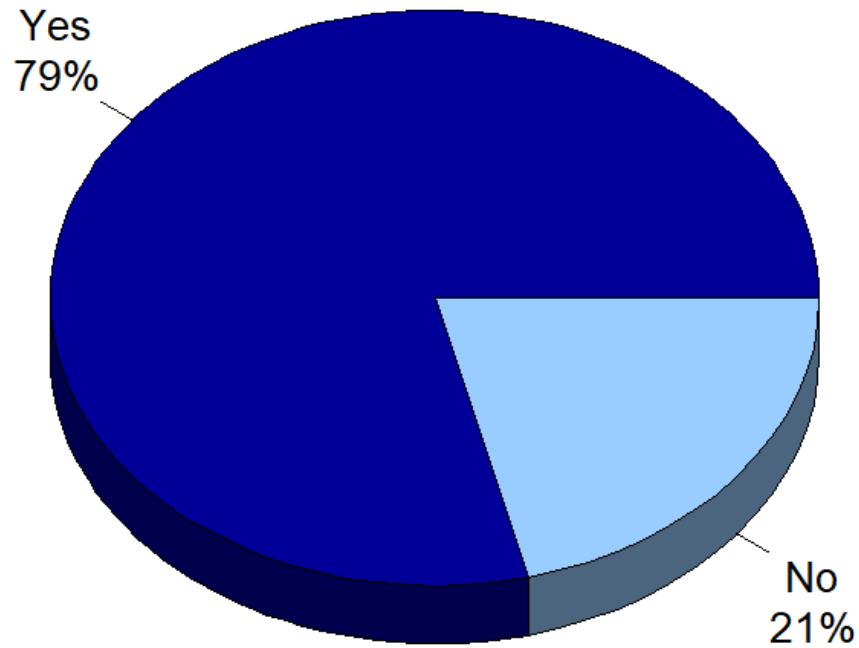
Household Vehicle for Trip

TABLE 29: RESPONDENTS WHO COULD HAVE USED HOUSEHOLD VEHICLE - WEEKDAY

Could Have Used Vehicle For Trip		
No	3471.1	78.8%
Yes	935.0	21.2%
Grand Total	4406.2	100.0%

Only 21.2% of respondents who indicated that they have at least one available vehicle at their household said they could have used it for their trip.

FIGURE 18: RESPONDENTS WHO COULD HAVE USED HOUSEHOLD VEHICLE - WEEKDAY



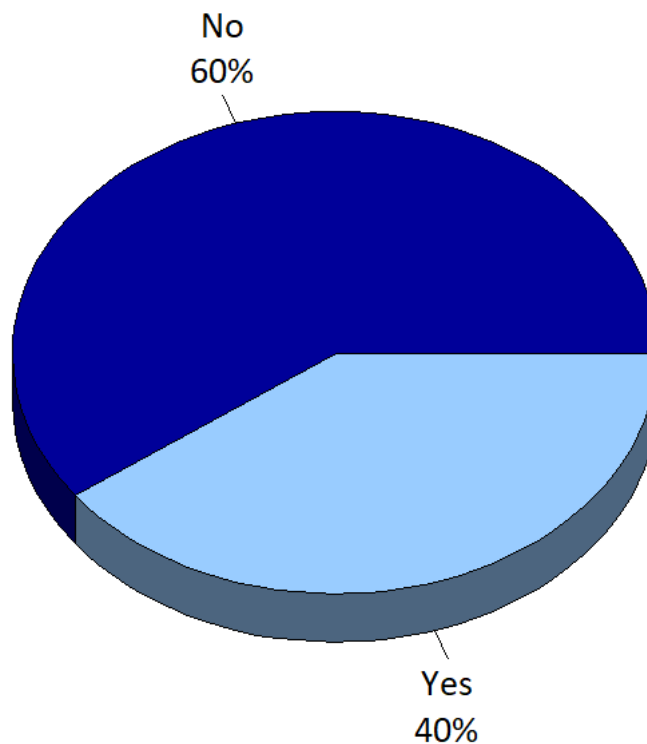
Driver's License

TABLE 30: VALID DRIVER'S LICENSE - WEEKDAY

Valid Driver's License		
No	5399.5	60.0%
Yes	3600.0	40.0%
Grand Total	8999.5	100.0%

Sixty percent of respondents indicated that they do not have a valid driver's license.

FIGURE 19: DRIVER'S LICENSE



Weekday Trip Profile

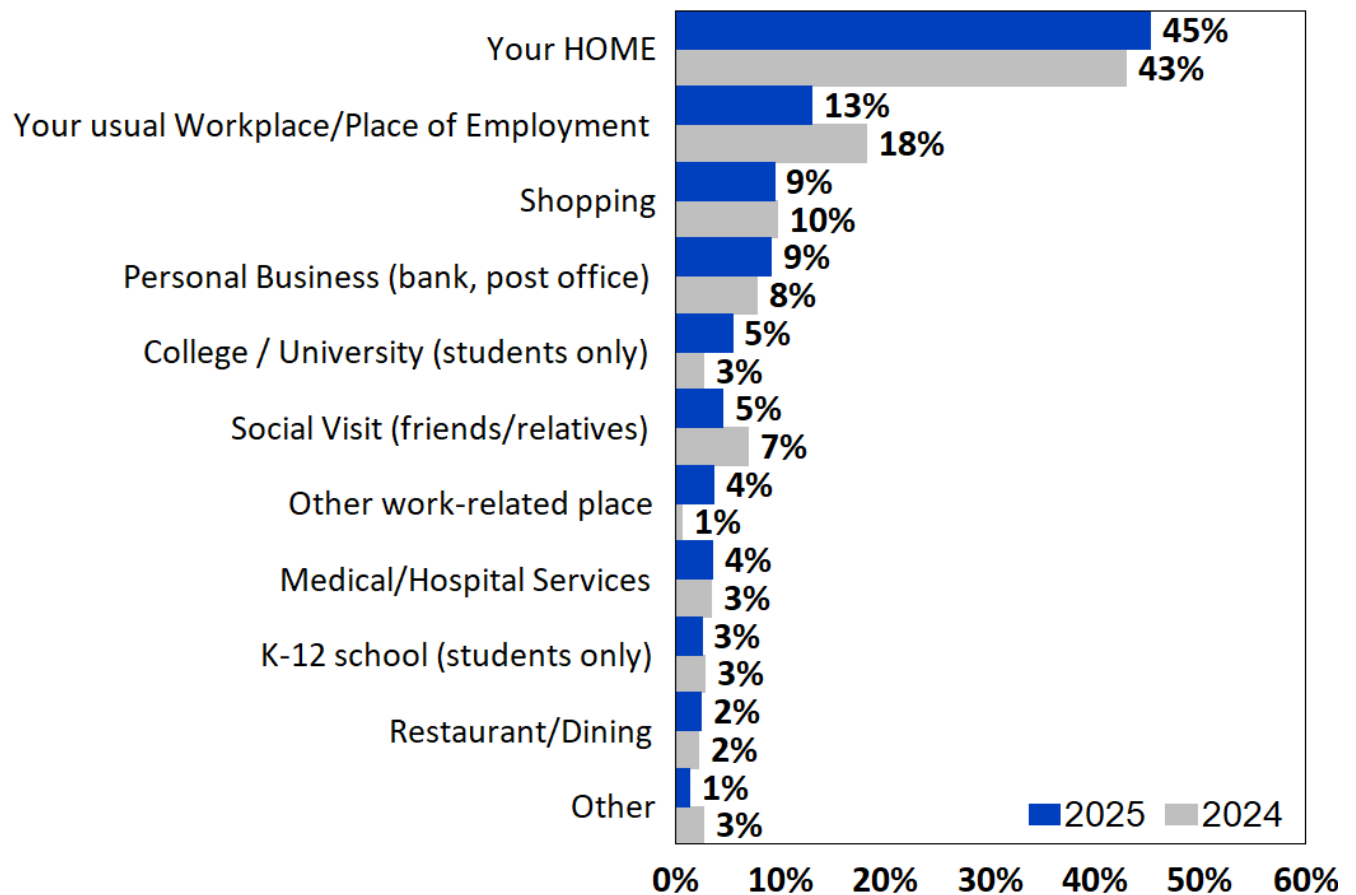
This section lists tables of data for trip characteristics across all Cherriots fixed routes.

Origin

TABLE 31: ORIGIN - WEEKDAY

Origin	2025	2025	2024	2024
Your HOME	4069.4	45.2%	3736.6	42.9%
Your usual Workplace/Place of Employment	1173.1	13.0%	1581.5	18.2%
Shopping	844.5	9.4%	846.8	9.7%
Personal Business (bank, post office)	815.0	9.1%	676.2	7.8%
College / University (students only)	486.2	5.4%	234.2	2.7%
Social Visit (friends/relatives)	408.0	4.5%	605	6.9%
Other work-related place	320.6	3.6%	53.5	0.6%
Medical/Hospital Services	317.0	3.5%	293	3.4%
K-12 school (students only)	229.2	2.5%	240.7	2.8%
Restaurant/Dining	214.2	2.4%	192.6	2.2%
Recreation/Sightseeing/Sporting Event	91.9	1.0%	191.8	2.2%
Hotel/Convention Center	28.7	0.3%	24.6	0.3%
Greyhound/Amtrak/etc. (travelers only)	1.7	0.0%	20.6	0.2%
Grand Total	8999.5	100.0%	8708.4	100.0%

Respondents indicated that their home or usual place of work were the most common places of origin for their trip at 45.2% and 13.0%, respectively.

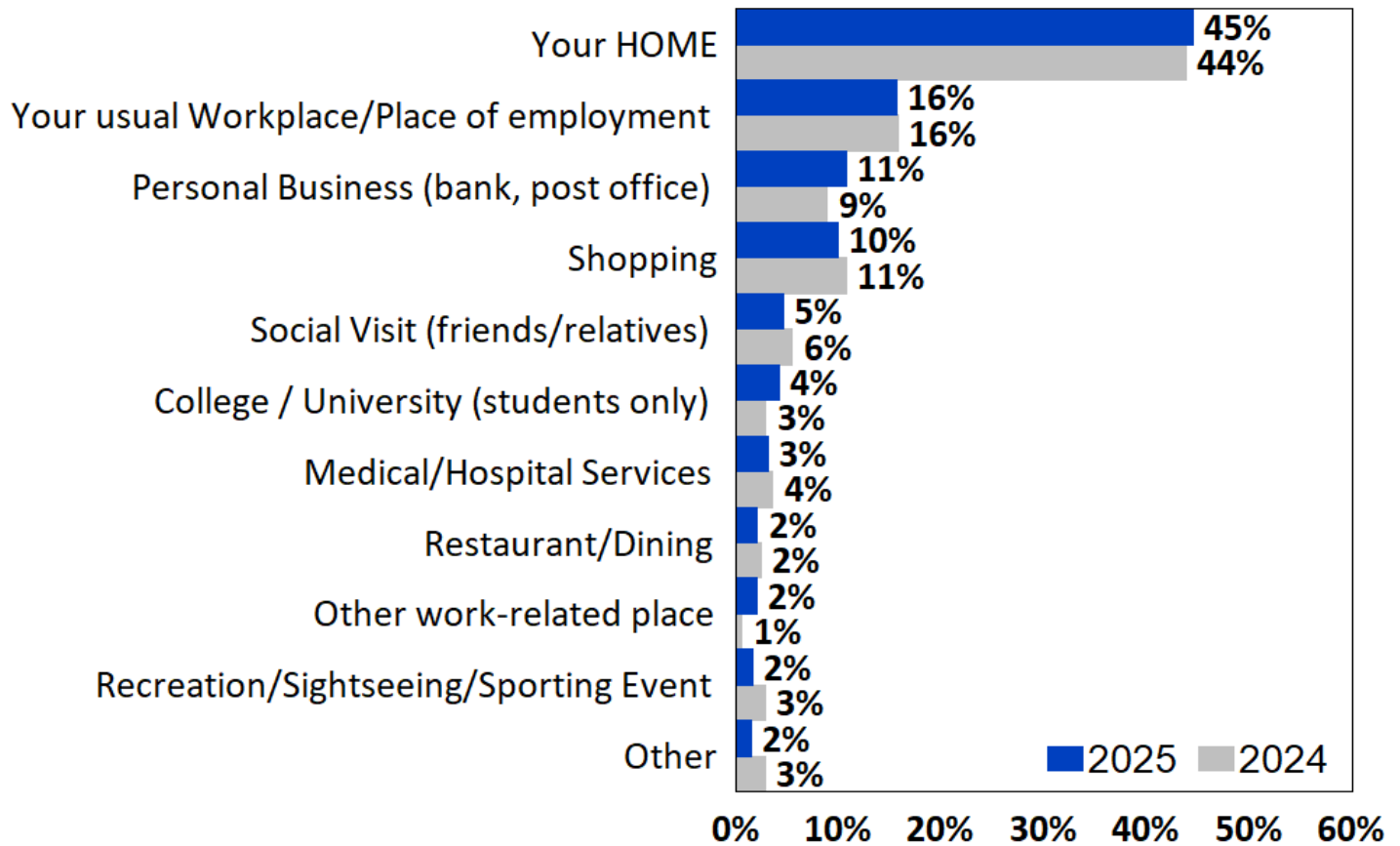
FIGURE 20: ORIGIN - WEEKDAY


Destination

TABLE 32: DESTINATION - WEEKDAY

Destination	2025	2025	2024	2024
Your HOME	4009.1	44.5%	3814.5	43.8%
Your usual Workplace/Place of employment	1405.9	15.6%	1374.8	15.8%
Personal Business (bank, post office)	966.8	10.7%	779.3	8.9%
Shopping	895.4	9.9%	934.3	10.7%
Social Visit (friends/relatives)	411.4	4.6%	483.1	5.5%
College / University (students only)	376.4	4.2%	254.9	2.9%
Medical/Hospital Services	275.8	3.1%	311.9	3.6%
Restaurant/Dining	191.9	2.1%	205.3	2.4%
Other work-related place	184.0	2.0%	51.1	0.6%
Recreation/Sightseeing/Sporting Event	146.4	1.6%	240.4	2.8%
School K-12 (students only)	88.1	1.0%	217.9	2.5%
Hotel/Convention Center	37.6	0.4%	5	0.1%
Greyhound/Amtrak/etc. (travelers only)	10.9	0.1%	15.9	0.2%
Grand Total	8999.5	100.0%	8708.4	100.0%

Likewise, 44.5% of respondents said that their home was the destination of their trip and 15.6% said that their usual workplace was their destination.

FIGURE 21: DESTINATION - WEEKDAY


Access Mode

TABLE 33: ACCESS MODE - WEEKDAY

Mode of Access		
Walk	8212.4	91.3%
Used personal bike	355.5	4.0%
Wheelchair or other mobility device (e.g. scooter, etc)	154.5	1.7%
Rode with others and was dropped off	154.3	1.7%
Rode in an Uber/Lyft/Taxi/etc vehicle	61.9	0.7%
Drove or rode with others and parked	50.1	0.6%
Drove alone and parked	10.9	0.1%
Grand Total	8999.5	100.0%

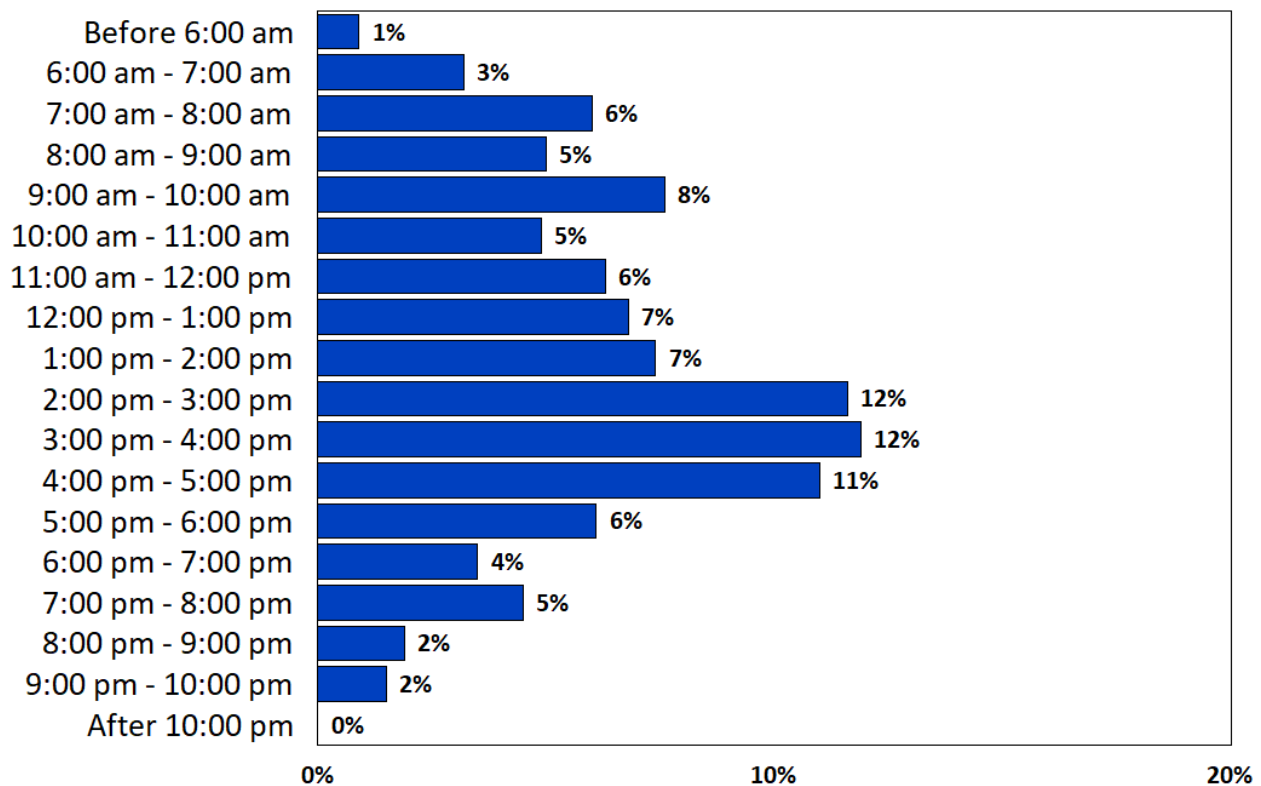
Approximately ninety-one percent of respondents said that they walked from their Origin to the first bus of their one-way trip.

Boarding Time

TABLE 34: BOARDING TIME - WEEKDAY

Boarding Time		
Before 6:00 am	78.3	0.9%
6:00 am - 7:00 am	279.7	3.2%
7:00 am - 8:00 am	545.3	6.0%
8:00 am - 9:00 am	449.6	5.0%
9:00 am - 10:00 am	685.9	7.6%
10:00 am - 11:00 am	443.7	4.9%
11:00 am - 12:00 pm	566.1	6.3%
12:00 pm - 1:00 pm	612.7	6.8%
1:00 pm - 2:00 pm	664.7	7.4%
2:00 pm - 3:00 pm	1047.4	11.6%
3:00 pm - 4:00 pm	1063.8	11.9%
4:00 pm - 5:00 pm	986.3	11.0%
5:00 pm - 6:00 pm	543.2	6.1%
6:00 pm - 7:00 pm	321.1	3.5%
7:00 pm - 8:00 pm	402.2	4.5%
8:00 pm - 9:00 pm	174.2	1.9%
9:00 pm - 10:00 pm	134.4	1.5%
After 10:00 pm	1.0	0.0%
Grand Total	8999.5	100.0%

The highest volume of boarding occurred between 2:00 p.m. and 5:00 p.m. with the peak volume occurring between 3:00 p.m. and 4:00 p.m.

FIGURE 22: BOARDING TIME - WEEKDAY


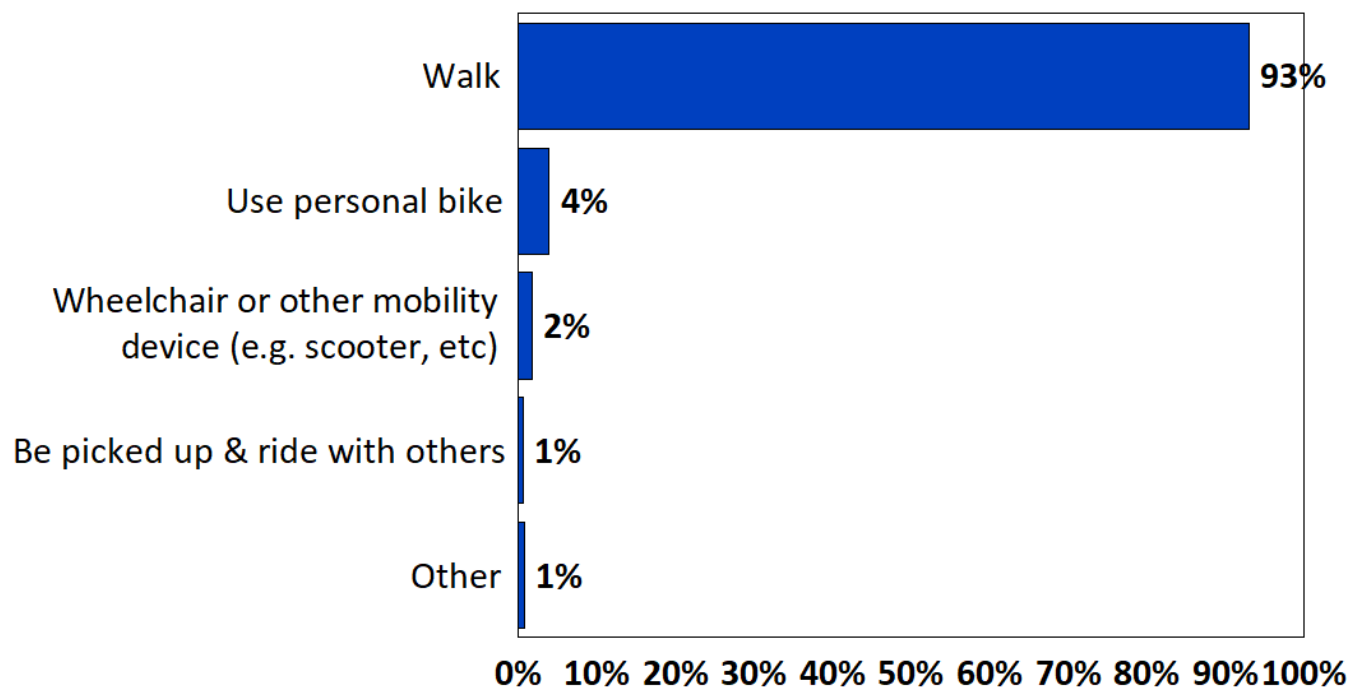
Egress Mode

TABLE 35: EGRESS MODE - WEEKDAY

Mode of Egress		
Walk	8370.2	93.0%
Use personal bike	347.1	3.9%
Wheelchair or other mobility device (e.g. scooter, etc)	154.5	1.7%
Be picked up & ride with others	56.9	0.6%
Drove or rode with others and parked	35.8	0.4%
Ride in an Uber/Lyft/Taxi/etc vehicle	24.4	0.3%
Drove alone and parked	10.8	0.1%
Grand Total	8999.5	100.0%

As with mode of access, 93.0% of respondents said that they walked to their destination after debarking their bus.

FIGURE 23: EGRESS MODE - WEEKDAY



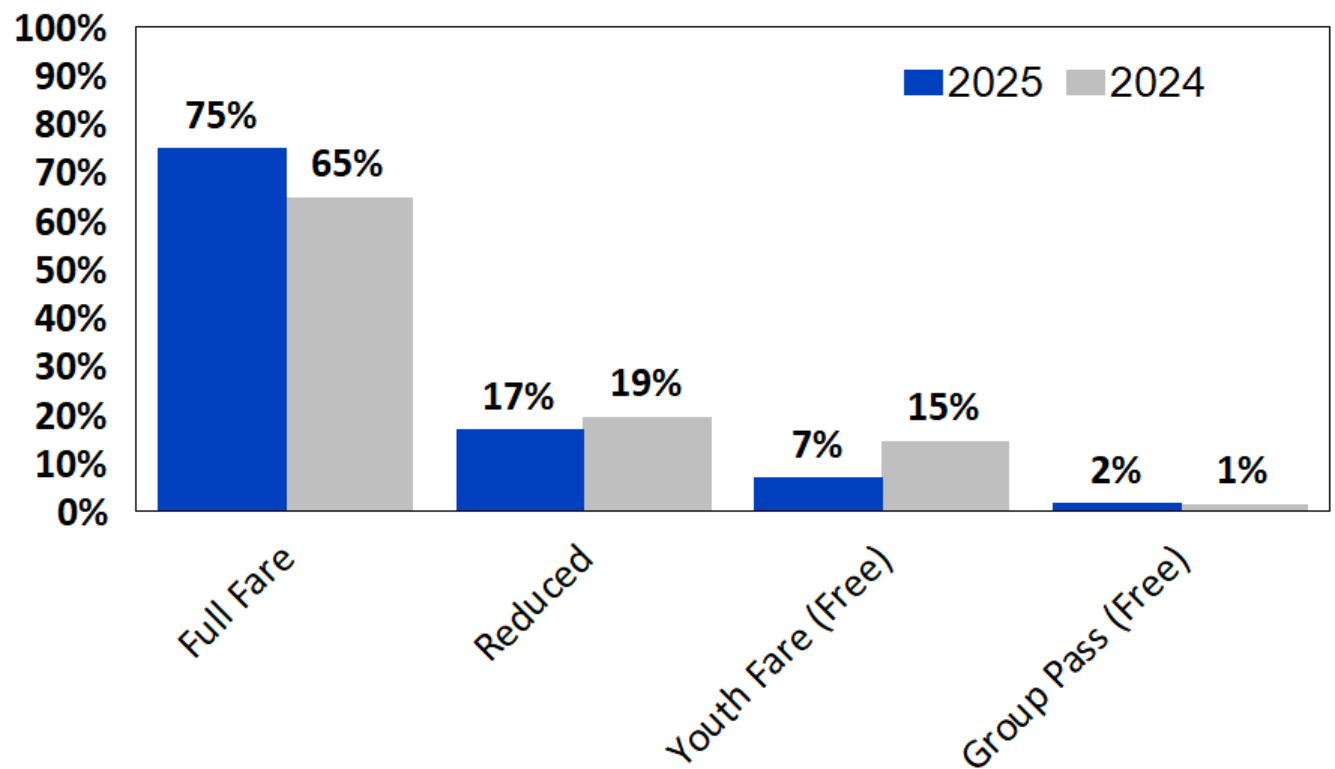
Fare Category

TABLE 36: FARE CATEGORY-WEEKDAY

Destination	2025	2025	2024	2024
Full Fare	6721.5	74.8%	5646.8	64.8%
Reduced	1513.4	16.8%	1682.4	19.3%
Youth Fare (free)	613.7	6.8%	1266.1	14.5%
Group Pass (free)	142.0	1.6%	112.5	1.3%
Grand Total	8990.5	100.0%	8708.4	100.0%

Most respondents indicated that they paid the Full Fare category for their trip (74.8%).

FIGURE 24: FARE CATEGORY- WEEKDAY



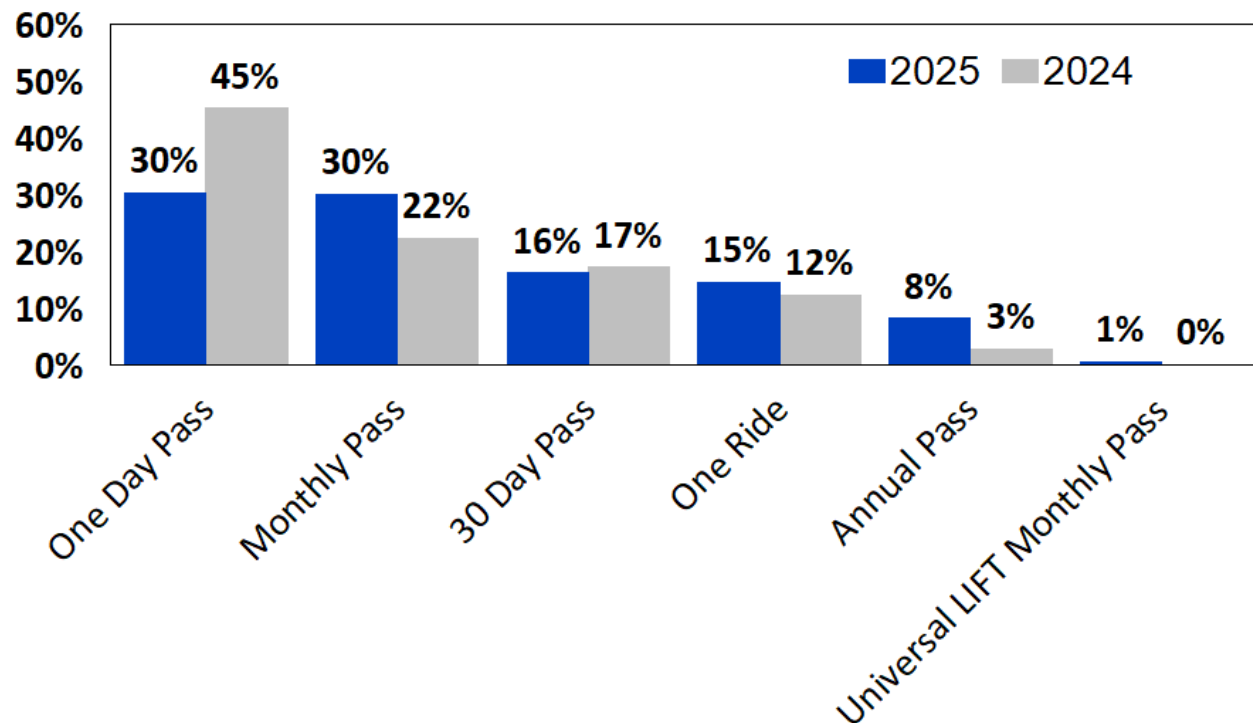
Fare Type

TABLE 37: FARE TYPE - WEEKDAY

Destination	2025	2025	2024	2024
One Day Pass	2738.9	30.4%	3312.7	45.2%
Monthly Pass	2706.9	30.1%	1635.9	22.3%
30 Day Pass	1461.2	16.2%	1261.2	17.2%
One Ride	1311.0	14.6%	904.3	12.3%
Annual Pass	735.7	8.2%	211.4	2.9%
Universal LIFT Monthly Pass	45.9	0.5%	4.5	0.1%
Grand Total	8999.5	100.0%	7329.9	100.0%

Approximately thirty percent of respondents indicated they used a Day Pass for the trip in which they were surveyed. This was the most common fare type used.

FIGURE 25: FARE TYPE - WEEKDAY



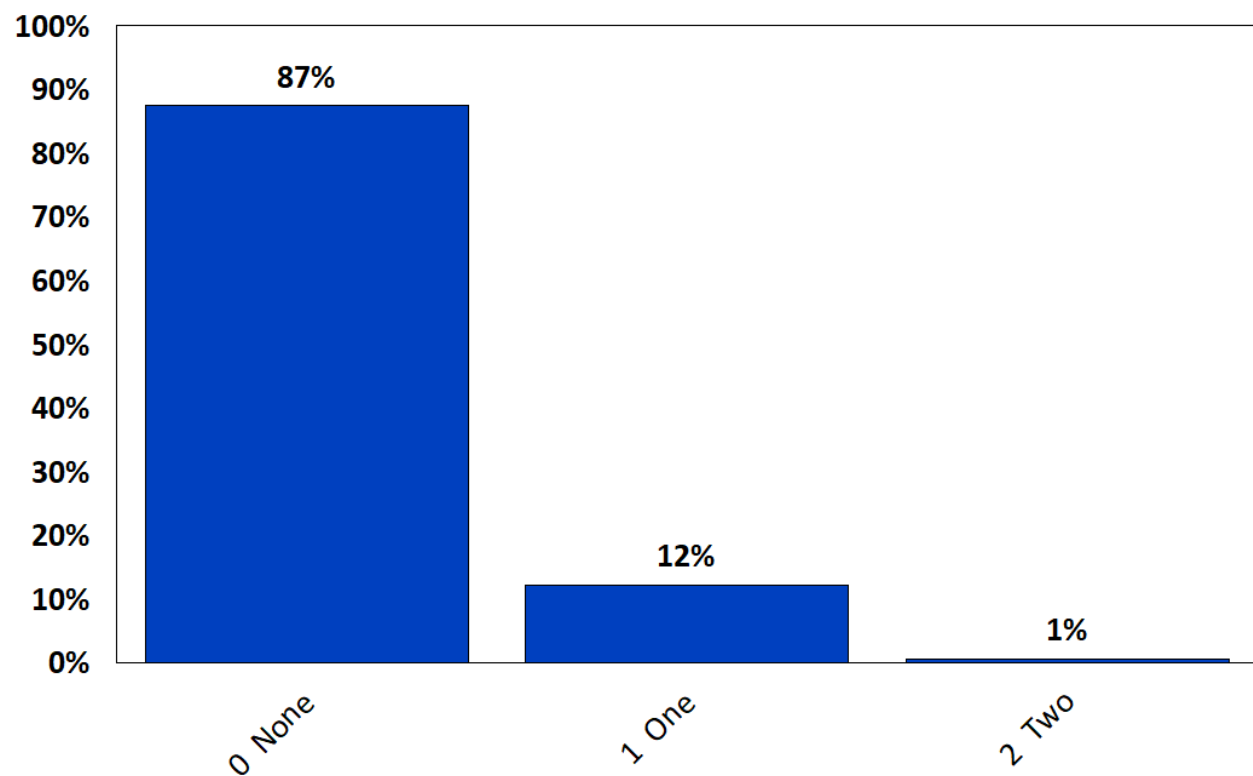
Previous Transfers

TABLE 38: PREVIOUS TRANSFERS - WEEKDAY

Previous Transfers		
(0) None	7863.2	87.4%
(1) One	1084.6	12.1%
(2) Two	51.8	0.6%
Grand Total	8999.5	100.0%

Most respondents (87.4%) were surveyed on the first or only bus of their one-way trip and 12.1% of respondents had ridden one bus prior to transferring to the bus on which they were surveyed.

FIGURE 26: PREVIOUS TRANSFERS - WEEKDAY



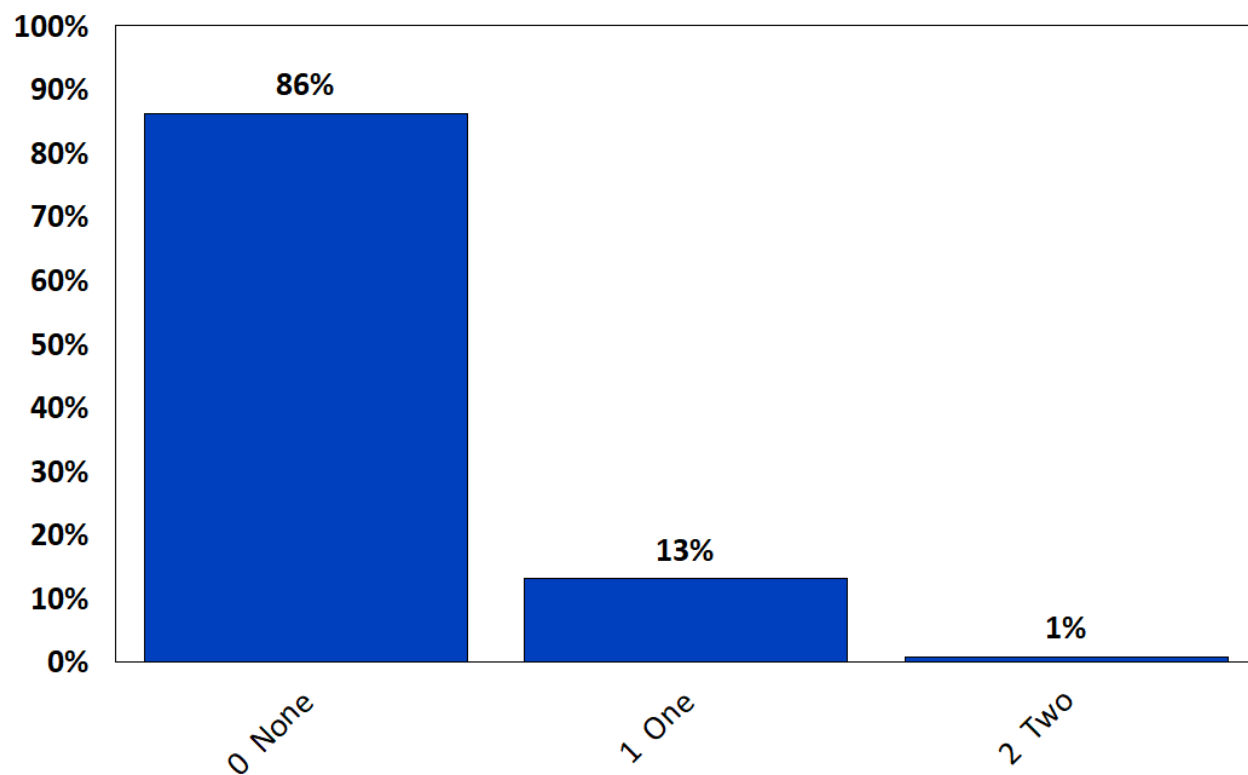
Next Transfers

TABLE 39: NEXT TRANSFERS - WEEKDAY

Next Transfers		
(0) None	7760.8	86.2%
(1) One	1166.3	13.0%
(2) Two	72.5	0.8%
Grand Total	8999.5	100.0%

86.2% of respondents were surveyed on the final or only bus of their one-way trip and 13.0% of respondents would transfer to one more bus after they completed a survey.

FIGURE 27: NEXT TRANSFERS - WEEKDAY



Trip in Opposite Direction

TABLE 40: TRIP IN OPPOSITE DIRECTION - WEEKDAY

Trip in Opposite Direction		
No	5452.8	60.6%
Yes	3546.7	39.4%
Grand Total	8999.5	100.0%

Over 60% of respondents indicated that they did not / will not make the exact trip in which they were surveyed in the opposite direction at some point that day.

Previous School Trip

TABLE 41: PREVIOUS SCHOOL TRIP - WEEKDAY

Trip to school after leaving home		
No	403.9	82.8%
Yes	84.1	17.2%
Grand Total	488.0	100.0%

At the time they were surveyed, 82.8% of student respondents said they had not made a trip to school since leaving their home.

Will You Make a School Trip

TABLE 42: WILL YOU MAKE A SCHOOL TRIP - WEEKDAY

Trip to school before arriving home		
No	505.0	93.7%
Yes	34.0	6.3%
Grand Total	539.0	100.0%

Most student respondents did not plan to make a trip to school before arriving at their home (93.7%).

Previous Work Trip

TABLE 43: PREVIOUS WORK TRIP - WEEKDAY

Trip to work after leaving home		
No	1829.5	95.7%
Yes	83.1	4.3%
Grand Total	1912.6	100.0%

At the time they were surveyed, 95.7% of employed respondents said they had not made a trip to work since leaving their home.

Will You Make a Work Trip

TABLE 44: WILL YOU MAKE A WORK TRIP - WEEKDAY

Trip to work before arriving home		
No	1839.1	92.6%
Yes	147.3	7.4%
Grand Total	1986.4	100.0%

Most employed respondents did not plan to make a trip to work before arriving home (92.6%).

Weekend Ridership Profile

This section lists tables of weekend data for rider characteristics across all Cherriots routes.

Age

- 21.0% of riders are between the ages 25-34.
- 17.9% of riders are between the ages of 35-44.

Gender

- 56.2% of riders are male.
- 42.1% of riders are female.

Household Size

- 51.2% of riders live in a household by themselves or with one other person.
- 17.0% of riders live with at least two other people.

Ethnicity/Race

- 60.4% of riders are White/ Caucasian alone.
- 23.3% of riders are Hispanic, any race.
- 5.7% of riders are Black/ African American alone.

Student Status

- 86.1% of riders said they were not students.
- 5.8% of weekend riders are in 9-12th grade.

Household Income

- Over one-fourth (27.1%) of riders have a household income of less than \$20,000 per year.
- 33.0% of riders have a household income between \$25,000 and \$49,999 per year.
- 9.0% of riders have a household income of \$50,000 or more per year.

Available Vehicles at Home

- 63.3% of riders do not have an available vehicle at home.
- 20.2% of riders have one available vehicle at home.

TABLE 45: GENDER - WEEKEND

Gender		
Male	3353.0	56.2%
Female	2511.9	42.1%
Prefer not to say	104.4	1.7%
Grand Total	5969.4	100.0%

Surveyed ridership is 56.2% male and 42.1% female. 1.7% of respondents preferred not to say.

TABLE 46: AGE - WEEKEND

Age		
65+	619.3	10.4%
55-64	933.9	15.6%
45-54	780.6	13.1%
35-44	1068	17.9%
25-34	1252.8	21.0%
18-24	992.7	16.6%
Under 18	322.2	5.4%
Grand Total	5969.4	100.0%

Twenty-one percent of respondents are between the ages of 25 – 34, followed by 17.9% between the ages of 35 – 44, 16.6% between the ages of 18 – 24, and 15.6% between 55 – 64 years of age. The rest of the age categories combined comprised less than 15% of surveys collected.

TABLE 47: ETHNICITY/RACE - WEEKEND

Ethnicity/Race		
White/Caucasian alone, non-Hispanic	3604.0	60.4%
Hispanic, any race	1389.0	23.3%
Black/African American alone, non-Hispanic	339.0	5.7%
Mixed Race, non-Hispanic	224.0	3.8%
American Indian/Alaskan Native alone, non-Hispanic	140.0	2.3%
Native Hawaiian/Pacific Islander alone, non-Hispanic	87.0	1.5%
Asian alone, non-Hispanic	77.0	1.3%
Prefer not to say	109.0	1.7%
Grand Total	5969.0	100.0%

More than half of respondents (60.4%) identify themselves as White/Caucasian alone, 23.3% identify as Hispanic, any race, 5.7% Black/ African American alone, and 3.8% identify as Mixed Race.

TABLE 48: HOUSEHOLD INCOME - WEEKEND

Household Income		
Less than \$10,000	860.3	14.4%
\$10,000 - \$14,999	297.1	5.0%
\$15,000 - \$19,999	462.3	7.7%
\$20,000 - \$24,999	355.4	6.0%
\$25,000 - \$29,999	449.7	7.5%
\$30,000 - \$34,999	518.2	8.7%
\$35,000 - \$39,999	565.2	9.5%
\$40,000 - \$44,999	246.3	4.1%
\$45,000 - \$49,999	193.3	3.2%
\$50,000 - \$74,999	460.7	7.7%
\$75,000 - \$99,999	71.9	1.2%
\$100,000 - \$149,999	5.0	0.1%
Refused/No Answer	1484.1	24.9%
Grand Total	5969.4	100.0%

When asked “Which of the following BEST describes your total household income in 2024 before taxes?” 14.4% of surveyed riders indicated their annual household income was less than \$10,000 dollars per year.

TABLE 49: HOUSEHOLD SIZE - WEEKEND

Household Size		
One (1)	1544.8	25.9%
Two (2)	1508.9	25.3%
Three (3)	1013.7	17.0%
Four (4)	994.4	16.7%
Five (5)	412.2	6.9%
Six (6)	283.3	4.7%
Seven (7)	126.3	2.1%
Eight (8)	28.5	0.5%
Nine (9)	6.5	0.1%
Ten or More (10+)	50.7	0.8%
Grand Total	5969.4	100.0%

The largest group of respondents (25.9%) indicated they live alone while 25.3% of respondents shared that they live in a household with one other person. A combined 33.7% of respondents lived in a home with 3-4 members.

TABLE 50: AGE 16+ HOUSEHOLD SIZE - WEEKEND

Age 16+ Household Size		
One (1)	1987.3	33.3%
Two (2)	1889.0	31.6%
Three (3)	1212.7	20.3%
Four (4)	544.3	9.1%
Five (5)	169.0	2.8%
Six (6)	88.4	1.5%
Seven (7)	20.2	0.3%
Eight (8)	15.0	0.3%
Ten or more (10+)	43.5	0.7%
Grand Total	5969.4	100.0%

The percentage of respondents living in a household in which they are the only person 16 years old or older is 33.3%. Households that include two individuals 16 years of age or older make up 31.6% of the responses.

TABLE 51: ADULTS EMPLOYED IN RESPONDENTS HOUSEHOLD

Adults Employed in Household		
None (0)	1318.7	22.1%
One (1)	1857.8	31.1%
Two (2)	1775.2	29.7%
Three (3)	675.2	11.3%
Four (4)	269.0	4.5%
Five (5)	26.6	0.4%
Six (6)	30.1	0.5%
Seven (7)	7.5	0.1%
Eight (8)	2.0	0.0%
Ten or more (10+)	7.1	0.1%
Grand Total	5969.4	100.0%

Nearly one-third (31.1%) of the respondents revealed one person within their household is employed either part-time or full-time; 29.7% of surveyed riders came from households with two employed individuals; 11.3% indicated they had three working people in their household; 22.1% of riders live in households with no employment.

TABLE 52: EMPLOYMENT STATUS - WEEKEND

Employment Status		
Employed full-time (at least 35 hours per week)	2675.7	44.8%
Employed part-time (less than 35 hours per week)	1112.9	18.6%
Retired	913.8	15.3%
Not currently employed, but seeking work	785.1	13.2%
Not currently employed, and not seeking work	456.6	7.6%
Homemaker	25.3	0.4%
Grand Total	5969.4	100.0%

Almost half of respondents (44.8%) indicated that they are employed full-time while 18.6% said they are employed part-time.

TABLE 53: PRIMARY WORK LOCATION-WEEKEND

Work Location		
Only one work location outside my home	3342.6	88.5%
Work location is outside the home and regularly varies (different offices, job sites)	298.7	7.9%
Telework some days and travel to work the remainder	63.7	1.7%
Work only from home	43.8	1.2%
Drive/Bike/Travel for work (driver, sales, deliveries)	27.1	0.7%
Grand Total	3775.9	100.0%

Most employed respondents (88.5%) have only one work location outside of the home.

TABLE 54: STUDENT STATUS - WEEKEND

Student Status		
Not a student	5141.9	86.1%
Yes - 9th-12th grade	344.5	5.8%
Yes - Part-time college/university	271.1	4.5%
Yes - Full Time college/university	211.9	3.5%
Grand Total	5969.4	100.0%

Approximately eighty-six percent of respondents indicated that they were not students. Those in college or university either full or part time make up 8.0%, and respondents who attend grades 9-12 made up 5.8%.

TABLE 55: LANGUAGES SPOKEN AT HOME OTHER THAN ENGLISH - WEEKEND

Other Language at Home		
No	4783.6	80.1%
Yes	1185.7	19.9%
Grand Total	5969.4	100.0%

Approximately 80% of respondents speak only English in their home and about 20% speak a language other than English at home.

TABLE 56: LANGUAGES SPOKEN AT HOME - WEEKEND

Other Language Spoken at Home		
Spanish	990.4	83.5%
Russian	29.7	2.5%
Filipino (Tagalog)	25.0	2.1%
Korean	15.6	1.3%
Chinese - Cantonese	9.6	0.8%
French	8.8	0.7%
Chinese - Mandarin	2.8	0.2%
Other	103.9	8.8%
Grand Total	1185.7	100.0%

Respondents who indicated they did speak another language besides English were asked which specific language they spoke. Most of these riders (83.5%) indicated they speak Spanish in their home.

TABLE 57: ENGLISH SPEAKING ABILITY – WEEKEND

English Speaking Ability		
Very well	550.9	77.3%
Well	106.5	14.9%
Not very well	36.3	5.1%
Not at all	19.0	2.7%
Grand Total	712.7	100.0%

Of those who indicated that they speak a language besides English at home, 77.3% said that they speak English very well.

TABLE 58: AVAILABLE VEHICLES - WEEKEND

Vehicles Available to Household		
None (0)	3776.7	63.3%
One (1)	1207.7	20.2%
Two (2)	618.6	10.4%
Three (3)	302.1	5.1%
Four (4)	53.8	0.9%
Seven (7)	10.4	0.2%
Grand Total	5969.4	100.0%

More than half of respondents (63.3%) indicated that they do not have a vehicle available to them at their household while 20.2% said that they have one available vehicle at their household.

TABLE 59: ABILITY TO USE HOUSEHOLD VEHICLE FOR TRIP - WEEKEND

Could Have Used Vehicle For Trip		
No	1719.7	78.4%
Yes	473.0	21.6%
Grand Total	2192.6	100.0%

Only 21.6% of respondents who indicated that they have at least one available vehicle at their household said they could have used it for their trip.

TABLE 60: VALID DRIVER'S LICENSE - WEEKEND

Valid Driver's License		
No	3871.4	64.9%
Yes	2098.0	35.1%
Grand Total	5969.4	100.0%

About 65% of respondents indicated that they do not have a valid driver's license.

Weekend Trip Profile

This section lists tables of weekend data for trip characteristics across all Cherriots routes.

Origin

- 51.0% of surveys were conducted with riders who started their trip at home.
- 11.6% of riders began their one-way trip at their usual workplace.
- 11.5% of riders began their one-way trip at a shopping location.

Previous Transfers

- 86.1% of riders were surveyed on the first or only bus of their one-way trip.
- 13.9% of respondents had transferred from one other bus before getting on the transit vehicle on which they were surveyed.

Fare Category

- 78.0% of respondents purchased a Full Fare for the trip in which they were surveyed.
- 16.8% of respondents purchased a Reduced Fare for their one-way trip.
- 4.0% of riders utilized the Youth fare for their one-way trip.

Destination

- 42.2% of riders were making a trip home when they were surveyed.
- 15.9% of riders were on their way to their usual workplace when they were surveyed.

Next Transfers

- 86.3% of riders were surveyed on their final or only bus of their one-way trip.
- 13.6% of riders would transfer to one more bus after they were surveyed before reaching their destination.

Boarding Time

- 25.9% of riders were surveyed on a bus that they boarded between 12:00 pm and 2:59 pm.
- 22.3% of riders were surveyed on a bus that they boarded between 9:00 am and 11:59 am.

TABLE 61: ORIGIN - WEEKEND

Origin		
Your HOME	3041.8	51.0%
Your usual Workplace/Place of employment	693.2	11.6%
Shopping	683.8	11.5%
Personal Business (bank, post office)	584.0	9.8%
Social Visit (friends/relatives)	291.6	4.9%
Restaurant/Dining	254.1	4.3%
Other work-related place	135.3	2.3%
Recreation/Sightseeing/Sporting Event	131.2	2.2%
Medical/Hospital Services	86.8	1.5%
College / University (students only)	38.3	0.6%
School K-12 (students only)	25.0	0.4%
Greyhound/Amtrak/etc. (travelers only)	4.3	0.1%
Grand Total	5969.4	100.0%

Respondents indicated that their home or usual workplace are the most common places of origin for their trip at 51.0% and 11.6% respectively.

TABLE 62: DESTINATION - WEEKEND

Destination		
Your HOME	2516.2	42.2%
Your usual Workplace/Place of employment	948.0	15.9%
Shopping	730.9	12.2%
Personal Business (bank, post office)	717.2	12.0%
Social Visit (friends/relatives)	372.8	6.2%
Restaurant/Dining	192.1	3.2%
Recreation/Sightseeing/Sporting Event	180.9	3.0%
Other work-related place	105.9	1.8%
College / University (students only)	87.0	1.5%
Medical/Hospital Services	79.4	1.3%
Hotel/Convention Center	39.0	0.7%
Grand Total	5969.4	100.0%

Likewise, 42.2% of respondents stated that their home was the destination of their trip and 15.9% stated that their usual workplace was their destination.

TABLE 63: ACCESS MODE - WEEKEND

Mode of Access		
Walk	5581.4	93.5%
Used personal bike	242.7	4.1%
Wheelchair or other mobility device (e.g. scooter, etc)	106.3	1.8%
Rode with others and was dropped off	24.3	0.4%
Rode in an Uber/Lyft/Taxi/etc vehicle	11.6	0.2%
Drove alone and parked	3.1	0.1%
Grand Total	5969.4	100.0%

Most respondents (93.5%) said that they walked from their Origin to the first bus of their one-way trip.

TABLE 64: BOARDING TIME - WEEKEND

Boarding Time		
Before 6:00am	3.1	0.1%
6:00 am - 7:00 am	51.6	0.9%
7:00 am - 8:00 am	336.4	5.6%
8:00 am - 9:00 am	284.9	4.8%
9:00 am - 10:00 am	546.1	9.1%
10:00 am - 11:00 am	496.9	8.3%
11:00 am - 12:00 pm	290.8	4.9%
12:00 pm - 1:00 pm	566.3	9.5%
1:00 pm - 2:00 pm	579.2	9.7%
2:00 pm - 3:00 pm	401.5	6.7%
3:00 pm - 4:00 pm	534.6	9.0%
4:00 pm - 5:00 pm	448.6	7.5%
5:00 pm - 6:00 pm	621.2	10.4%
6:00 pm - 7:00 pm	336.4	5.6%
7:00 pm - 8:00 pm	210.0	3.5%
8:00 pm - 9:00 pm	163.2	2.7%
9:00 pm - 10:00 pm	87.1	1.5%
After 10:00 pm	11.3	0.2%
Grand Total	5696.4	100.0%

The highest volume of boarding occurred between 3:00 p.m. and 6:00 p.m. (26.9%) with the peak volume occurring between 5:00 p.m. and 6:00 p.m. (10.4%).

TABLE 65: EGRESS MODE - WEEKEND

Mode of Egress		
Walk	5574.6	93.4%
Use personal bike	223.8	3.7%
Wheelchair or other mobility device (e.g. scooter, etc)	106.3	1.8%
Ride in an Uber/Lyft/Taxi/etc vehicle	31.0	0.5%
Be picked up & ride with others	26.4	0.4%
Drove or rode with others and parked	7.3	0.1%
Grand Total	5969.4	100.0%

93.4% of respondents said that they walked to their destination after deboarding their bus.

TABLE 66: FARE CATEGORY - WEEKEND

Fare Category		
Full Fare	4653.7	78.0%
Reduced	1003.3	16.8%
Youth Fare (free)	236.4	4.0%
Group Pass (free)	76.0	1.3%
Grand Total	5969.4	100.0%

Most respondents indicated that they paid the Full Fare category for their trip (78.0%).

TABLE 67: FARE TYPE - WEEKEND

Fare Type		
One Day Pass	2394.0	40.1%
Monthly Pass	1899.6	31.8%
One Ride	681.2	11.4%
30 Day Pass	530.3	8.9%
Annual Pass	453.9	7.6%
Universal LIFT Monthly Pass	10.5	0.2%
Grand Total	5969.4	100.0%

Approximately forty percent of respondents indicated they used a One Day Pass for the trip in which they were surveyed.

TABLE 68: PREVIOUS TRANSFERS - WEEKEND

Previous Transfers		
(0) None	5137.8	86.1%
(1) One	831.6	13.9%
Grand Total	5969.4	100.0%

The majority of respondents (86.1%) were surveyed on the first or only bus of their one-way trip, and 13.9% of respondents had ridden one bus prior to transferring to the bus on which they were surveyed.

TABLE 69: NEXT TRANSFERS - WEEKEND

Egress Transfers		
(0) None	5150.6	86.3%
(1) One	810.6	13.6%
(2) Two	8.3	0.1%
Grand Total	5969.4	100.0%

Approximately 86% of respondents were surveyed on the final or only bus of their one-way trip and 13.6% of respondents would transfer to one more bus after they completed a survey.

TABLE 70: TRIP IN OPPOSITE DIRECTION - WEEKEND

Trip in Opposite Direction		
No	3716.5	62.3%
Yes	2252.8	37.7%
Grand Total	5969.4	100.0%

More than 60% of respondents indicated that they did not/will not make the exact trip in which they were surveyed in the opposite direction at some point that day.

TABLE 71: PREVIOUS SCHOOL TRIP - WEEKEND

Go to school prior		
No	316.6	97.7%
Yes	7.6	2.3%
Grand Total	324.2	100.0%

At the time they were surveyed, 97.7% of student respondents said they had not made a trip to school since leaving their home.

TABLE 72: WILL YOU MAKE A SCHOOL TRIP - WEEKEND

Go to school after		
No	438.7	95.0%
Yes	23.1	5.0%
Grand Total	461.8	100.0%

Most student respondents did not plan to make a trip to school before arriving at their home (95.0%).

APPENDIX A: Survey Instrument (Paper)

FIGURE 28: CHERRIOTS ON-BOARD PAPER SURVEY PT. 1

CHERRIOTS 2025 Bus Passenger Survey

(for office use only) Route Code: _____ Dir: N S E W Time: _____ am / pm Interviewer: _____ Serial #: _____

Please take a few moments to help plan for your transit needs by filling out this survey.

All personal information will be kept strictly confidential and **WILL NOT** be shared or sold.

Please provide the city, state, and ZIP code of your personal residence (even if you do not live in the Salem / Keizer area) below.

Address/Intersection: _____ City: _____ State: _____ ZIP Code: _____

COMING FROM?

1. What type of place are you **COMING FROM NOW?**
(the starting place for your one-way trip) (select one)

☐ Your usual Workplace/Place of Employment

☐ Other work-related place

☐ Social Visit (friends/relatives)

☐ Personal Business (bank, post office)

☐ College / University (students only)

☐ K-12 school (students only)

☐ Medical/Hospital Services

☐ Hotel/Convention Center

☐ Shopping

☐ Restaurant/Dining

☐ Recreation/Site Seeing/Sporting Event

☐ Airport (passengers only)

☐ Greyhound / Amtrak / etc. (travelers only)

☐ Your HOME

☐ Other: _____

2. What is the **NAME** of the place you are coming from now?

3. What is the **EXACT STREET ADDRESS** of this place? (OR nearest intersection)

City: _____ State: _____ ZIP: _____

4. How did you **GET FROM** the place described in Questions #1-3 **TO THE VERY FIRST** bus you used for this one-way trip?

☐ Walked - How many minutes? _____

☐ Used personal bike -- Did you place it on the bus? O Y O N

☐ Wheelchair or other mobility device (e.g. scooter, etc)

☐ Rode in an Uber / Lyft / Taxi / etc. vehicle (answer 4a)

☐ Rode with others and was dropped off (answer 4a)

☐ Drove or rode with others and parked (answer 4a)

☐ Drove alone and parked (answer 4a)

☐ Other (specify): _____

4a. Where did you park/get dropped off **before the FIRST** bus you used for this one-way trip (Nearest intersection / Park & Ride lot below):

GOING TO?

5. What type of place are you **GOING TO NOW?**
(the ending place for your one-way trip) (select one)

☐ Your usual Workplace/Place of Employment

☐ Other work-related place

☐ Social Visit (friends/relatives)

☐ Personal Business (bank, post office)

☐ College / University (students only)

☐ K-12 school (students only)

☐ Medical/Hospital Services

☐ Hotel/Convention Center

☐ Shopping

☐ Restaurant/Dining

☐ Recreation/Site Seeing/Sporting Event

☐ Airport (passengers only)

☐ Greyhound / Amtrak / etc. (travelers only)

☐ Your HOME

☐ Other: _____

6. What is the **NAME** of the place you are going to now?

7. What is the **EXACT STREET ADDRESS** of this place? (OR nearest intersection)

City: _____ State: _____ ZIP: _____

8. How will you **GET TO** the place described in Questions #5-7 after you get off the **VERY LAST** bus / train you will use for this one-way trip?

☐ Walked - How many minutes? _____

☐ Used personal bike -- Did you place it on the bus? O Y O N

☐ Wheelchair or other mobility device (e.g. scooter, etc)

☐ Rode in an Uber / Lyft / Taxi / etc. vehicle (answer 8a)

☐ Rode with others and was dropped off (answer 8a)

☐ Drove or rode with others and parked (answer 8a)

☐ Drove alone and parked (answer 8a)

☐ Other (specify): _____

8a. Where will you get your car/get picked up after the **LAST** bus you are using for this one-way trip (nearest intersection / Park & Ride lot below):

9. Did you transfer FROM another bus **BEFORE** getting on this bus? ☐ Yes ☐ No

10. Where did you GET ON **THIS** bus? Please provide the nearest intersection / Park & Ride lot: _____

11. Where will you GET OFF **THIS** bus? Please provide the nearest intersection / Park & Ride lot: _____

12. Will you transfer TO another bus **AFTER** getting off this bus? ☐ Yes ☐ No

13. Please list the public transit route(s) in the exact order needed to complete this one-way trip.

START OF MY TRANSIT TRIP → [] → [] → [] → [] END OF MY TRANSIT TRIP

1st Transit Route 2nd Transit Route 3rd Transit Route 4th Transit Route

FIGURE 29: CHERRIOTS ON-BOARD PAPER SURVEY PT. 2

14. What time did you GET ON this bus? _____ a.m. / p.m. (circle one) (programming time breaks: before 6:00am, every 30 minutes until end of AM peak (6:00 AM until 9:00 AM), hourly from 9:00AM to beginning of afternoon peak (3:30 PM), every 30 minutes from 3:30PM until end of PM peak (6:30 PM), hourly until end of service)

15. Will you (or did you) make this same trip in exactly the opposite direction today?
☐ Yes - At what time did/will you leave for this trip in the opposite direction? _____ am/pm ☐ No

Fare and Passes 

16. What type of fare did you use for this trip?
☐ Full Fare ☐ Youth Fare (Free) ☐ Reduced ☐ LIFT Universal ☐ Group Pass (Free)

17. How long is your fare/pass good for?
☐ One Ride ☐ One Day Pass ☐ 30 Day Pass ☐ Monthly Pass ☐ 30 Day Pass ☐ Annual Pass ☐ Universal Lift Monthly Pass

Demographics *The following questions are voluntary but will help us meet the needs of future riders.*

18. How many vehicles (cars, trucks, or motorcycles) are available to your household? _____ vehicles
 18a. [If #18 is ONE OR MORE] Could you have used one of these vehicles to complete this trip? ☐ Yes ☐ No

19. Including YOU, how many people live in your household? _____ people

20. Including YOU, how many people age 16 and over live in your household? _____ people

21. Including YOU, how many people age 16 and over in your household are employed full/part-time? _____ people

22. What is your employment status? (check the one response that BEST describes you)
☐ Employed full-time (at least 35 hrs/week) ☐ Employed part-time (less than 35 hrs/week)
☐ Not currently employed, but seeking work ☐ Not currently employed, and not seeking work
☐ Retired ☐ Homemaker

23. [If Employed in #22] Which of the following best describes your current work location?
☐ work only from home ☐ telework some days and travel to work the remainder ☐ only one work location outside my home
☐ drive/bike/travel for work (driver, sales, deliveries) ☐ work location is outside the home and regularly varies (different offices/job sites)

23a. Did you make a trip to work since you left home? ☐ Yes ☐ No

23b. Will you make a trip to work before you arrive home? ☐ Yes ☐ No

23c. [If #23a or #23b is YES] Provide work name /address _____

24. What is your student status? (check the one response that BEST describes you)
☐ Not a student ☐ Yes - Full-time college/university ☐ Yes - Part-time college/university ☐ Yes - Other
☐ Yes - K - 8th grade ☐ Yes - 9th-12th grade ☐ Yes - Vocational/technical/trades school

24a. Did you make a trip to school (students ONLY) since you left home? ☐ Yes ☐ No

24b. Will you make a trip to school (students ONLY) before you will arrive home? ☐ Yes ☐ No

24c. [If #24a or #24b is YES] Provide school name _____

25. Do you have a valid driver's license? ☐ Yes ☐ No

26. In what year were you born? _____ year

27. What is your Race / Ethnicity? (check all that apply)
☐ American Indian / Alaska Native ☐ Asian ☐ Black / African American ☐ Hispanic/Latino ☐ Prefer Not to Say
☐ Native Hawaiian / Pacific Islander ☐ White ☐ Other: _____

28. What is your gender? ☐ Male ☐ Female ☐ Another gender : Write in Optional _____ ☐ Prefer Not to Say

29. Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?
☐ less than \$10,000 ☐ \$20,000 - \$24,999 ☐ \$35,000 - \$39,999 ☐ \$50,000 - \$74,999 ☐ \$100,000 - \$149,999
☐ \$10,000 - \$14,999 ☐ \$25,000 - \$29,999 ☐ \$40,000 - \$44,999 ☐ \$75,000 - \$99,999 ☐ \$150,000 or more
☐ \$15,000 - \$19,999 ☐ \$30,000 - \$34,999 ☐ \$45,000 - \$49,999

30. Do you speak a language other than English at home? ☐ No ☐ Yes - Which language? _____
 30a. [If #30 = Yes] How well do you speak English? ☐ Very well ☐ Well ☐ Not very well ☐ Not at all

31. Would you be willing to participate in future transportation surveys? ☐ No ☐ Yes > Your Name: _____
 Phone Number: (____) _____ E-mail address: _____

ENTER TO WIN \$500
 People who submit an accurately completed survey will be entered in a random drawing for one of FIVE \$500 each prizes. You must provide your home address to be eligible.
 Your Name: _____ Phone Number: (____) _____ E-mail address: _____
 Home Street Address: _____ City: _____ State: _____ ZIP Code: _____

APPENDIX B: Survey Instrument (Tablet)

FIGURE 30: CHERRIOTS ON-BOARD SURVEY - ROUTE SELECTION

Salem OR Cherriots OD 2025 © ETC Institute GPS

*Select the ROUTE and [DIRECTION] you are working:

☐ 001X Wilsonville / Salem Express - Wilsonville	☐ 16 Wallace Road - Downtown TC
☐ 001X Wilsonville / Salem Express - Salem	☐ 17 Edgewater Street - West Salem
☐ 01X Wilsonville / Salem Express - Wilsonville	☐ 17 Edgewater Street - Downtown TC
☐ 01X Wilsonville / Salem Express - Salem	☐ 18 12th / Liberty - South Salem
☐ 02 Market / Brown - Chemeketa CC	☐ 18 12th / Liberty - Downtown TC
☐ 02 Market / Brown - Downtown TC	☐ 19 Broadway / River Road - Keizer TC
☐ 03 Portland Road - Chemeketa CC	☐ 19 Broadway / River Road - Downtown TC
☐ 03 Portland Road - Downtown TC	☐ 20X North Marion County / Salem Express - Woodburn
☐ 04 State Street - Pennsylvania	☐ 20X North Marion County / Salem Express - Salem

[Exit and clear survey](#) [Previous](#) [Next](#)

FIGURE 31: CHERRIOTS ON-BOARD SURVEY - RANDOM NUMBER

Salem OR Cherriots OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

*Please choose a number between 1 and 6:

1 2 3 4 5 6

☒ THIS ROUTE: 02 Market / Brown - Downtown TC

[Exit and clear survey](#) [Previous](#) [Next](#)

FIGURE 32: CHERRIOTS ON-BOARD SURVEY - PARTICIPATION

Salem OR Cherriots OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

Hello. My name is 999

We're doing a quick survey on transit services in the Salem Area. Do you mind if I ask you some questions about the trip you are making?

Survey data helps transit providers plan and provide bus service fairly for all customers, without regard to race, color, national origin, income, and language spoken or ability to speak English.

● This question is mandatory

☒ Yes I can participate in the survey (have 5 min+)

☐ Yes (but no time for full survey)

☐ No (refused)

☐ No (but OK to send link to Self-Administered Version of Survey)

☐ Do not speak the interviewers language

☒ THIS ROUTE: 02 Market / Brown - Downtown TC

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FIGURE 33: CHERRIOTS ON-BOARD SURVEY - EMAIL OPTION

Salem OR Cherriots OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

What's your name and telephone number?

We can send you a link to finish the survey via email, if you have to leave before we are done.

Name

Phone

Email

☒ THIS ROUTE: 02 Market / Brown - Downtown TC

Exit and clear survey Previous Next

FIGURE 34: CHERRIOTS ON-BOARD SURVEY - DEMOGRAPHIC OBSERVATIONS

Salem OR Cherrits OD 2025

02 Market / Brown - Downtown TC

© ETC Institute

GPS

***OBSERVED AGE**

☐ 16 to 17
 ☐ 50 to 64
 ☐ 85 and older

☐ 18 to 24
 ☐ 65 to 74

☐ 25 to 49
 ☐ 75 to 84

***OBSERVED GENDER**

☐ Male
 ☐ Female
 ☐ Not sure

***OBSERVED RACE / ETHNICITY (check all that apply)**

☐ Hispanic or Latino
 ☐ American Indian / Alaska Native / Indigenous

☐ Asian or Asian American
 ☐ Middle Eastern or North African

☐ White or Caucasian
 ☐ Other:

☐ Black or African American

Exit and clear survey

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FIGURE 35: CHERRIOTS ON-BOARD SURVEY - LANGUAGE SELECTION

Salem OR Cherrits OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

*Select your language • Selecciona su idioma • 選擇您的語言 • 選擇您的語言 • Piliin ang iyong wika • Chọn ngôn ngữ của bạn • Choisissez votre langue • 언어를 선택하세요 • 言語を選択してください • Выберите ваш язык

If you choose "Other," please also specify your choice in the accompanying text field.

☒ Español (SPANISH)

☐ 한국어 (KOREAN)

☐ 普通话 (CHINESE - MANDARIN)

☐ 日本語 (JAPANESE)

☐ 廣東話 (CHINESE - CANTONESE)

☐ pyccck (RUSSIAN)

☐ Tagalog (FILIPINO)

☐ Other:

☐ Tiếng Việt (VIETNAMESE)

☐ Français (FRENCH)

THIS ROUTE: 02 Market / Brown - Downtown TC

Exit and clear survey Previous Next

FIGURE 36: CHERRIOTS ON-BOARD SURVEY - OTHER LANGUAGE OPTION

Salem OR Cherrits OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

*Estamos haciendo una breve encuesta para Cherrits transit para ayudar a planificar mejoras en el transporte. ¿Desea realizar la encuesta por teléfono más tarde?

We're doing a short survey for Cherrits transit today in order to help plan transportation improvements. Would you like to do the survey over the phone later?

● This question is mandatory

☐ Telefono (PHONE)

☐ No acepta hacer la encuesta (NO, DOES NOT WISH TO DO THE SURVEY)

THIS ROUTE: SAL_1_02_01|02 Market / Brown - Downtown TC

Exit and clear survey Previous Next

FIGURE 37: CHERRIOTS ON-BOARD SURVEY - HOME ADDRESS

Salem OR Cherriots OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

*What is your home address? (please be specific, ex: 123 W Main St)
(Even if you do not live in the Salem/Keizer area)



02 Market / Brown - Downtown TC

Exit and clear survey Previous Next

FIGURE 38: CHERRIOTS ON-BOARD SURVEY - ORIGIN PLACE TYPE

Salem OR Cherriots OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

*What type of place are you COMING FROM NOW? (the starting place for your one-way trip)

☐ Your HOME	☐ Hotel/Convention Center
☐ Your usual Workplace/Place of employment	☐ Shopping
☐ Other work-related place	☐ Restaurant/Dining
☐ Social Visit (friends/relatives)	☐ Recreation/Sightseeing/Sporting Event
☐ Personal Business (bank, post office)	☐ Airport (passengers only)
☒ College / University (students only)	☐ Greyhound/Amtrak/etc. (travelers only)
☐ School K-12 (students only)	☐ Other:
☐ Medical/Hospital Services	

THIS ROUTE: 02 Market / Brown - Downtown TC

Exit and clear survey Previous Next

FIGURE 39: CHERRIOTS ON-BOARD SURVEY - ORIGIN NAME

Salem OR Cherrits OD 2025 02 Market / Brown - Downtown TC ETC Institute GPS

*What is the **NAME** of the place you are coming from now [College / University (students only)]?

• This question is mandatory

☒ THIS ROUTE: 02 Market / Brown - Downtown TC

Exit and clear survey Previous Next

FIGURE 40: CHERRIOTS ON-BOARD SURVEY - ORIGIN LOCATION

Salem OR Cherrits OD 2025 02 Market / Brown - Downtown TC ETC Institute GPS

*What is the EXACT STREET ADDRESS of this place [College / University (students only)]? (or nearest intersection or landmark)

• This question is mandatory

• Please complete all parts.

Chemeketa Community College, 4000 Lancaster Dr NE, Salem, OR 97305-1453, United States

Chemeketa.com

Clear Me

Exit and clear survey Previous Next

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FIGURE 41: CHERRIOTS ON-BOARD SURVEY - PREVIOUS TRANSFERS

Salem OR Cherrits OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

*How many buses/trains did you travel on BEFORE you boarded [02 Market / Brown - Downtown TC] since leaving [College / University (students only)]?

☐ (0) None ☐ (2) Two ☐ (4+) Four or more

☒ (1) One ☐ (3) Three

*Which bus/train did you board FIRST on this one-way trip?

(Click the "Not Listed" button for routes other than listed)

Please choose... Not listed

Type here to search:

Please choose...

001X Wilsonville / Salem Express

01X Wilsonville / Salem Express

02 Market / Brown

03 Portland Road

Exit and clear survey Previous Next

FIGURE 42: CHERRIOTS ON-BOARD SURVEY - ACCESS MODE

Salem OR Cherrits OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

*How did you GET FROM your origin [College / University (students only)] TO [02 Market / Brown - Downtown TC] on this one- way trip?

☒ Walk ☐ Rode with others and was dropped off

☐ Used personal bike ☐ Drove or rode with others and parked

☐ Wheelchair or other mobility device (e.g. scooter, etc) ☐ Drove alone and parked

☐ Rode in an Uber/Lyft/Taxi/etc vehicle ☐ Other, please specify:

☒ THIS ROUTE: 02 Market / Brown - Downtown TC

*How many minutes? (Walk)

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FIGURE 43: CHERRIOTS ON-BOARD SURVEY - DESTINATION PLACE TYPE

Salem OR Cherriots OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

*What type of place are you GOING TO NOW? (the ending place for your one-way trip)

☐ Your HOME	☐ Hotel/Convention Center
☐ Your usual Workplace/Place of employment	☐ Shopping
☐ Other work-related place	☐ Restaurant/Dining
☐ Social Visit (friends/relatives)	☐ Recreation/Sightseeing/Sporting Event
☐ Personal Business (bank, post office)	☐ Airport (passengers only)
☐ College / University (students only)	☐ Greyhound/Amtrak/etc. (travelers only)
☐ School K-12 (students only)	☐ Other:
☐ Medical/Hospital Services	

 THIS ROUTE: 02 Market / Brown - Downtown TC

Exit and clear survey Previous Next

FIGURE 44: CHERRIOTS ON-BOARD SURVEY - NEXT TRANSFERS

Salem OR Cherrits OD 2025

02 Market / Brown - Downtown TC

ETC Institute

GPS

*How many buses/trains will you ride AFTER you get off [02 Market / Brown - Downtown TC] on your way to [Your HOME]?

☐ (0) None

☐ (2) Two

☐ (4+) Four or more

☐ (1) One

☐ (3) Three

Exit and clear survey

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FIGURE 45: CHERRIOTS ON-BOARD SURVEY - EGRESS MODE

Salem OR Cherrits OD 2025

02 Market / Brown - Downtown TC

ETC Institute

GPS

*How will you GET TO your destination [02 Market / Brown - Downtown TC] after you get off [02 Market / Brown - Downtown TC] ?

☒ Walk

☐ Be picked up & ride with others

☐ Use personal bike

☐ Get in a parked vehicle & drive/ride w/others

☐ Wheelchair or other mobility device (e.g. scooter, etc)

☐ Get in a parked vehicle & drive alone

☐ Ride in an Uber/Lyft/Taxi/etc vehicle

☐ Other, please specify:

☒ THIS ROUTE: 02 Market / Brown - Downtown TC

*How many minutes? (Walk)

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FIGURE 46: CHERRIOTS ON-BOARD SURVEY - BOARDING LOCATION

Salem OR Cherrits OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

*Where did you GET ON [02 Market / Brown - Downtown TC] for this one-way trip?

Chemeketa College - Bldg 2 - Bay C

User stop

Enter a location here

Clear Me

Map showing the boarding location at Chemeketa College - Bldg 2 - Bay C. The map includes labels for Northgate, Bush, North Gate Park, Fisher Road, Lancaster Dr NE, Ward Dr NE, Silverton Rd NE, Middle Grove, and Cordon Rd. A blue line indicates the route from the boarding location to the destination.

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FIGURE 47: CHERRIOTS ON-BOARD SURVEY - ALIGHTING LOCATION

Salem OR Cherrits OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

*Where will you GET OFF [02 Market / Brown - Downtown TC] on this one-way trip?

Downtown Transit Center - Bay M

Enter a location here

Exit and clear survey Previous Next

FIGURE 48: CHERRIOTS ON-BOARD SURVEY - SUMMARY PAGE

Salem OR Cherrits OD 2025 02 Market / Brown - Downtown TC © ETC Institute GPS

You LIVE OR are currently staying at Salem TRANSIT Center, 253 Church St NE, Salem
 You began this trip at [College / University (students only)] called [Chemeketa], located at: Lancaster Dr NE, Chemeketa Community College,
 4000 Lancaster Dr NE, Salem, Oregon
 You Walk from there to THE VERY FIRST bus/train YOU USED FOR THIS ONE-WAY TRIP

Before getting ON THIS bus/train you used these routes:
 []
 and then
 []
 and then
 []
 and then
 []

You boarded THIS bus/train [02 Market / Brown - Downtown TC]
 at [Chemeketa College - Bldg 2 - Bay C] and will get off at [Downtown Transit Center - Bay M]

After THIS bus/train 02 Market / Brown - Downtown TC you will transfer to
 []
 and then to
 []
 and then to
 []
 and then to
 []

After that, you will [Walk] from THE VERY LAST bus/train YOU ARE USING FOR THIS TRIP to get to your destination which is [Your HOME]
 called [], located at: [, ,]

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FIGURE 49: CHERRIOTS ON-BOARD SURVEY - BOARDING TIME

Salem OR Cherrits OD 2025
02 Market / Brown - Downtown TC
© ETC Institute
GPS

*What time did you GET ON this bus [02 Market / Brown - Downtown TC]?

☐ Before 6:00 am	☐ 3:00 pm - 3:30 pm
☐ 6:00 am - 6:30 am	☐ 3:30 pm - 4:00 pm
☐ 6:30 am - 7:00 am	☐ 4:00 pm - 4:30 pm
☐ 7:00 am - 7:30 am	☐ 4:30 pm - 5:00 pm
☐ 7:30 am - 8:00 am	☐ 5:00 pm - 5:30 pm
☐ 8:00 am - 8:30 am	☐ 5:30 pm - 6:00 pm
☐ 8:30 am - 9:00 am	☐ 6:00 pm - 6:30 pm
☐ 9:00 am - 10:00 am	☐ 6:30 pm - 7:00 pm
☐ 10:00 am - 11:00 am	☐ 7:00 pm - 8:00 pm
☐ 11:00 am - 12:00 pm	☐ 8:00 pm - 9:00 pm
☐ 12:00 pm - 1:00 pm	

Exit and clear survey
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FIGURE 50: CHERRIOTS ON-BOARD SURVEY - FARES

Salem OR Cherrits OD 2025
02 Market / Brown - Downtown TC
ETC Institute
GPS

*What type of fare did you use for this trip?

☐ Full Fare
☐ Youth Fare (free)
☐ Reduced
☐ LIFT Universal
☐ Group Pass (free)

*How long is your fare/pass good for?

☐ One Ride
☐ One Day Pass
☐ 30 Day Pass
☐ Monthly Pass
☐ Annual Pass
☐ Universal LIFT Monthly Pass

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FIGURE 51: CHERRIOTS ON-BOARD SURVEY – HOUSEHOLD VEHICLES

Salem OR Cherrits OD 2025
02 Market / Brown - Downtown TC
ETC Institute
GPS

*How many vehicles (cars, trucks, or motorcycles) are available to your household?

☐ None (0)
☐ One (1)
☐ Two (2)
☐ Three (3)
☐ Four (4)
☐ Five (5)
☐ Six (6)
☐ Seven (7)
☐ Eight (8)
☐ Nine (9)
☐ Ten or more (10+)

*Including YOU, how many people live in your household?

Exit and clear survey
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FIGURE 52: CHERRIOTS ON-BOARD SURVEY – HOUSEHOLD SIZE

Salem OR Cherrits OD 2025

02 Market / Brown - Downtown TC

© ETC Institute

GPS

*Including YOU, how many people live in your household?

☐ One (1)

☐ Two (2)

☐ Three (3)

☐ Four (4)

☐ Five (5)

☐ Six (6)

☐ Seven (7)

☐ Eight (8)

☐ Nine (9)

☐ Ten or More (10+)

*Including you, how many people aged 16 and over live in your household?

Exit and clear survey

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FIGURE 53: CHERRIOTS ON-BOARD SURVEY – EMPLOYMENT STATUS

Salem OR Cherrits OD 2025
 02 Market / Brown - Downtown TC
 ETC Institute
 GPS

*What is your employment status? (Check the one response that BEST describes you)

☐ Employed full-time (at least 35 hours per week)

☐ Employed part-time (less than 35 hours per week)

☒ Not currently employed, but seeking work

☐ Not currently employed, and not seeking work

☐ Retired

☐ Homemaker

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FIGURE 54: CHERRIOTS ON-BOARD SURVEY - EDUCATION STATUS

Salem OR Cherrits OD 2025
 02 Market / Brown - Downtown TC
 ETC Institute
 GPS

*What is your student status? (check the one response that BEST describes you)

☐ Not a student

☐ Yes - Full Time college/university

☐ Yes - Part-time college/university

☐ Yes - K-8th grade

☐ Yes - 9th-12th grade

☐ Yes - Vocational/technical/trade school

☐ Yes - Other

Exit and clear survey
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FIGURE 55: CHERRIOTS ON-BOARD SURVEY – AGE/ RACE/ ETHNICITY/ GENDER

Salem OR Cherrits OD 2025
02 Market / Brown - Downtown TC
ETC Institute
GPS

***Do you have a valid driver's license?**

☐ Yes

☐ No

***In what year were you born?**

Your answer must be between 1900 and 2024

Survey participant must be 16 or older.

☒ (The survey is intended for ages 16 years or older)

***What is your race / ethnicity? (check all that apply)**

☐ American Indian / Alaska Native

☐ Asian

☐ Black / African American

☐ Hispanic / Latino

☐ Native Hawaiian / Pacific Islander

☐ White

☐ Prefer not to say

Exit and clear survey
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FIGURE 56: CHERRIOTS ON-BOARD SURVEY -HOUSEHOLD INCOME

Salem OR Cherrits OD 2025 02 Market / Brown - Downtown TC ETC Institute GPS

*Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?

☐ Less than \$10,000	☐ \$40,000 - \$44,999
☐ \$10,000 - \$14,999	☐ \$45,000 - \$49,999
☐ \$15,000 - \$19,999	☐ \$50,000 - \$74,999
☐ \$20,000 - \$24,999	☐ \$75,000 - \$99,999
☐ \$25,000 - \$29,999	☐ \$100,000 - \$149,999
☐ \$30,000 - \$34,999	☐ \$150,000 or more
☐ \$35,000 - \$39,999	☐ —

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FIGURE 57: CHERRIOTS ON-BOARD SURVEY – OTHER LANGUAGE

Salem OR Cherrits OD 2025 02 Market / Brown - Downtown TC ETC Institute GPS

*Do you speak a language other than English at home?

☒ Yes

☐ No

*What language do you speak at home?

☐ English	☐ French
☐ Spanish	☐ Korean
☐ Chinese - Mandarin	☐ Japanese
☐ Chinese - Cantonese	☐ Russian
☐ Filipino (Tagalog)	☐ Other (please specify):
☐ Vietnamese	

How well do you speak English?

☐ Very well	☐ Not very well
☐ Well	☐ Not at all

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APPENDIX C: Weekday Sampling Plan

ROUTE_SURVEYED[Code]	ROUTE_SURVEYED	Sample Goal					Route Total
		1 = E AM [Before 9:00 am]	2 = AM [9:00 am - 12:00 pm]	3 = MID [12:00 pm - 3:00 pm]	4 = PM [3:00 pm - 6:00 pm]	5 = EVE [After 6:00 pm]	
SAL_1_01X	01X Wilsonville / Salem Express	2	0	2	2	1	5
SAL_1_02	02 Market / Brown	11	19	23	26	13	91
SAL_1_03	03 Portland Road	11	12	16	18	12	69
SAL_1_04	04 State Street	9	13	20	15	9	67
SAL_1_05	05 Center Street	11	21	23	29	17	102
SAL_1_06	06 Fairview Industrial	5	2	2	3	2	13
SAL_1_07	07 Mission Street	5	4	6	6	4	24
SAL_1_08	08 12th / Liberty	7	12	15	12	9	55
SAL_1_09	09 Cherry / River Road	11	12	14	15	9	60
SAL_1_10X	10X Woodburn / Salem Express	2	0	0	2	0	5
SAL_1_11	11 Lancaster / Verda	33	64	85	85	65	332
SAL_1_12	12 Hayesville Drive	3	3	6	5	3	21
SAL_1_13	13 Silverton Road	8	15	14	18	14	68
SAL_1_14	14 Windsor Island Road	2	3	1	3	3	12
SAL_1_16	16 Wallace Road	3	1	4	2	3	12
SAL_1_17	17 Edgewater Street	8	13	27	16	6	69
SAL_1_18	18 12th / Liberty	6	9	12	11	6	43
SAL_1_19	19 Broadway / River Road	24	37	48	38	12	160
SAL_1_20X	20X North Marion County / Salem Express	1	1	2	1	0	5
SAL_1_21	21 South Commercial	21	39	39	56	29	184
SAL_1_22	22 Kuebler Link	7	7	7	7	7	35
SAL_1_23	23 Lansing / Hawthorne	3	4	4	6	3	19
SAL_1_26	26 Glen Creek / Orchard Heights	0	1	0	2	1	4
SAL_1_27	27 Glen Creek / Eola	1	2	1	1	1	6
SAL_1_30X	30X Santiam / Salem Express	1	2	1	1	0	6
SAL_1_40X	40X Polk County / Salem Express	6	5	7	8	3	29
SAL_1_45	45 Central Polk County	0	0	0	1	0	2
SAL_1_50X	50X Dallas / Salem Express	1	0	0	1	0	2

SAL_1_80X	80X Wilsonville / Keizer Express	0	0	0	0	0	2
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APPENDIX D: Fixed Route Data Dictionary

FIELD NAME	DESCRIPTION	CODE VALUES
ID	Unique Identifier for each record	Actual Value
DATE_COMPLETED	Date survey was marked completed on	Actual Value
DATE_TYPE	Whether the record is weekday or weekend collection	Actual Value
ROUTE	Route survey was conducted on	Actual Value
ROUTE_DIRECTION	Route/Direction survey was conducted on	Actual Value
HOME_ADDRESS [CITY]	Respondent's home city	Actual Value
HOME_ADDRESS [STATE]	Respondent's home state	Actual Value
HOME_ADDRESS [ZIP]	Respondent's home zip code	Actual Value
HOME_ADDRESS [LAT]	Respondent's home latitude	Actual Value
HOME_ADDRESS [LONG]	Respondent's home longitude	Actual Value
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	1 = Your usual Workplace/Place of employment
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	2 = Your HOME
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	3 = Other work-related place
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	4 = Greyhound/Amtrak/etc. (travelers only)
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	5 = College / University (students only)
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	6 = School K-12 (students only)
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	7 = Medical/Hospital Services
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	8 = Shopping
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	9 = Personal Business (bank, post office)

ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	10 = Hotel/Convention Center
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	11 = Restaurant/Dining
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	12 = Airport (passengers only)
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	13 = Recreation/Sightseeing/Sporting Event
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	14 = Social Visit (friends/relatives)
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	98 = Other
ORIGIN_PLACE_TYPE	What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	99 = Refused/No Answer
ORIGIN_ADDRESS [CITY]	Respondent's origin city	Actual Value
ORIGIN_ADDRESS [STATE]	Respondent's origin state	Actual Value
ORIGIN_ADDRESS [ZIP]	Respondent's origin zip code	Actual Value
ORIGIN_ADDRESS [LAT]	Respondent's origin latitude	Actual Value
ORIGIN_ADDRESS [LONG]	Respondent's origin longitude	Actual Value
PREV_TRANSFERS	How many buses did you travel on BEFORE you boarded	0 = (0) None
PREV_TRANSFERS	How many buses did you travel on BEFORE you boarded	1 = (1) One
PREV_TRANSFERS	How many buses did you travel on BEFORE you boarded	2 = (2) Two
PREV_TRANSFERS	How many buses did you travel on BEFORE you boarded	3 = (3) Three
PREV_TRANSFERS	How many buses did you travel on BEFORE you boarded	4 = (4+) Four or more
PREV_TRANSFERS	How many buses did you travel on BEFORE you boarded	98 = Other
PREV_TRANSFERS	How many buses did you travel on BEFORE you boarded	99 = Refused/No Answer
TRIP_FIRST_ROUTE	First transfer respondent took from origin	Actual Value
TRIP_SECOND_ROUTE	Second transfer respondent took from origin	Actual Value
TRIP_THIRD_ROUTE	Third transfer respondent took from origin	Actual Value
TRIP_FOURTH_ROUTE	Fourth transfer respondent took from origin	Actual Value
ORIGIN_TRANSPORT	How did you GET FROM your origin	1 = Walk

ORIGIN_TRANSPORT	How did you GET FROM your origin	2 = Used personal bike
ORIGIN_TRANSPORT	How did you GET FROM your origin	3 = Wheelchair or other mobility device (e.g. scooter, etc)
ORIGIN_TRANSPORT	How did you GET FROM your origin	4 = Rode in an Uber/Lyft/Taxi/etc vehicle
ORIGIN_TRANSPORT	How did you GET FROM your origin	5 = Rode with others and was dropped off
ORIGIN_TRANSPORT	How did you GET FROM your origin	6 = Drove or rode with others and parked
ORIGIN_TRANSPORT	How did you GET FROM your origin	7 = Drove alone and parked
ORIGIN_TRANSPORT	How did you GET FROM your origin	98 = Other
ORIGIN_TRANSPORT	How did you GET FROM your origin	99 = Refused/No Answer
ACCESS_BIKE	Did you place it on the bus?	1 = Yes
ACCESS_BIKE	Did you place it on the bus?	2 = No
ACCESS_BIKE	Did you place it on the bus?	98 = Other
ACCESS_BIKE	Did you place it on the bus?	99 = Refused/No Answer
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	1 = Your usual Workplace/Place of employment
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	2 = Your HOME
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	3 = Other work-related place
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	4 = Greyhound/Amtrak/etc. (travelers only)
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	5 = College / University (students only)
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	6 = School K-12 (students only)
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	7 = Medical/Hospital Services
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	8 = Shopping

DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	9 = Personal Business (bank, post office)
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	10 = Hotel/Convention Center
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	11 = Restaurant/Dining
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	12 = Airport (passengers only)
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	13 = Recreation/Sightseeing/Sporting Event
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	14 = Social Visit (friends/relatives)
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	98 = Other
DESTIN_PLACE_TYPE	What type of place are you GOING TO NOW? (the ending place for your one-way trip)	99 = Refused/No Answer
DESTIN_ADDRESS [CITY]	Respondent's destination city	Actual Value
DESTIN_ADDRESS [STATE]	Respondent's destination state	Actual Value
DESTIN_ADDRESS [ZIP]	Respondent's destination zip code	Actual Value
DESTIN_ADDRESS [LAT]	Respondent's destination latitude	Actual Value
DESTIN_ADDRESS [LONG]	Respondent's destination longitude	Actual Value
NEXT_TRANSFERS	How many buses will you ride AFTER you get off	0 = (0) None
NEXT_TRANSFERS	How many buses will you ride AFTER you get off	1 = (1) One
NEXT_TRANSFERS	How many buses will you ride AFTER you get off	2 = (2) Two
NEXT_TRANSFERS	How many buses will you ride AFTER you get off	3 = (3) Three
NEXT_TRANSFERS	How many buses will you ride AFTER you get off	4 = (4+) Four or more
NEXT_TRANSFERS	How many buses will you ride AFTER you get off	98 = Other
NEXT_TRANSFERS	How many buses will you ride AFTER you get off	99 = Refused/No Answer
TRIP_NEXT_ROUTE	First transfer respondent took to destination	Actual Value
TRIP_AFTER_ROUTE	Second transfer respondent took to destination	Actual Value
TRIP_3RD_ROUTE	Third transfer respondent took to destination	Actual Value

TRIP_LAST4TH_RTE	Fourth transfer respondent took to destination	Actual Value
DESTIN_TRANSPORT	How will you GET TO your destination	1 = Walk
DESTIN_TRANSPORT	How will you GET TO your destination	2 = Use personal bike
DESTIN_TRANSPORT	How will you GET TO your destination	3 = Wheelchair or other mobility device (e.g. scooter, etc)
DESTIN_TRANSPORT	How will you GET TO your destination	4 = Ride in an Uber/Lyft/Taxi/etc vehicle
DESTIN_TRANSPORT	How will you GET TO your destination	5 = Be picked up & ride with others
DESTIN_TRANSPORT	How will you GET TO your destination	6 = Get in a parked vehicle & drive/ride w/others
DESTIN_TRANSPORT	How will you GET TO your destination	7 = Get in a parked vehicle & drive alone
DESTIN_TRANSPORT	How will you GET TO your destination	98 = Other
DESTIN_TRANSPORT	How will you GET TO your destination	99 = Refused/No Answer
EGRESS_BIKE	Did you place it on the bus?	1 = Yes
EGRESS_BIKE	Did you place it on the bus?	2 = No
EGRESS_BIKE	Did you place it on the bus?	98 = Other
EGRESS_BIKE	Did you place it on the bus?	99 = Refused/No Answer
STOP_ON [ADDR]	Respondent's boarding address	Actual Value
STOP_ON [CLNTID]	Stop ID of respondent's boarding address	Actual Value
STOP_ON [LONG]	Longitude for respondent's boarding address	Actual Value
STOP_ON [LAT]	Latitude for respondent's boarding address	Actual Value
STOP_OFF [ADDR]	Respondent's alighting address	Actual Value
STOP_OFF [CLNTID]	Stop ID of respondent's alighting address	Actual Value
STOP_OFF [LAT]	Latitude for respondent's alighting address	Actual Value
STOP_OFF [LONG]	Longitude for respondent's alighting address	Actual Value
PREV_TRAN_1_ON_BUS [LAT]	Latitude of respondent's boarding location for their first transfer from origin	Actual Value
PREV_TRAN_1_ON_BUS [LONG]	Longitude of respondent's boarding location for their first transfer from origin	Actual Value

PREV_TRAN_1_OFF_BUS [LAT]	Latitude of respondent's alighting location for their first transfer from origin	Actual Value
PREV_TRAN_1_OFF_BUS [LONG]	Longitude of respondent's alighting location for their first transfer from origin	Actual Value
PREV_TRAN_2_ON_BUS [LAT]	Latitude of respondent's boarding location for their second transfer from origin	Actual Value
PREV_TRAN_2_ON_BUS [LONG]	Longitude of respondent's boarding location for their second transfer from origin	Actual Value
PREV_TRAN_2_OFF_BUS [LAT]	Latitude of respondent's alighting location for their second transfer from origin	Actual Value
PREV_TRAN_2_OFF_BUS [LONG]	Longitude of respondent's alighting location for their second transfer from origin	Actual Value
PREV_TRAN_3_ON_BUS [LAT]	Latitude of respondent's boarding location for their third transfer from origin	Actual Value
PREV_TRAN_3_ON_BUS [LONG]	Longitude of respondent's boarding location for their third transfer from origin	Actual Value
PREV_TRAN_3_OFF_BUS [LAT]	Latitude of respondent's alighting location for their third transfer from origin	Actual Value
PREV_TRAN_3_OFF_BUS [LONG]	Longitude of respondent's alighting location for their third transfer from origin	Actual Value
PREV_TRAN_4_ON_BUS [LAT]	Latitude of respondent's boarding location for their fourth transfer from origin	Actual Value
PREV_TRAN_4_ON_BUS [LONG]	Longitude of respondent's boarding location for their fourth transfer from origin	Actual Value
PREV_TRAN_4_OFF_BUS [LAT]	Latitude of respondent's alighting location for their fourth transfer from origin	Actual Value
PREV_TRAN_4_OFF_BUS [LONG]	Longitude of respondent's alighting location for their fourth transfer from origin	Actual Value
NEXT_TRAN_1_ON_BUS [LAT]	Latitude of respondent's boarding location for their first transfer to destination	Actual Value
NEXT_TRAN_1_ON_BUS [LONG]	Longitude of respondent's boarding location for their first transfer to destination	Actual Value

NEXT_TRAN_1_OFF_BUS [LAT]	Latitude of respondent's alighting location for their first transfer to destination	Actual Value
NEXT_TRAN_1_OFF_BUS [LONG]	Longitude of respondent's alighting location for their first transfer to destination	Actual Value
NEXT_TRAN_2_ON_BUS [LAT]	Latitude of respondent's boarding location for their second transfer to destination	Actual Value
NEXT_TRAN_2_ON_BUS [LONG]	Longitude of respondent's boarding location for their second transfer to destination	Actual Value
NEXT_TRAN_2_OFF_BUS [LAT]	Latitude of respondent's alighting location for their second transfer to destination	Actual Value
NEXT_TRAN_2_OFF_BUS [LONG]	Longitude of respondent's alighting location for their second transfer to destination	Actual Value
NEXT_TRAN_3_ON_BUS [LAT]	Latitude of respondent's boarding location for their third transfer to destination	Actual Value
NEXT_TRAN_3_ON_BUS [LONG]	Longitude of respondent's boarding location for their third transfer to destination	Actual Value
NEXT_TRAN_3_OFF_BUS [LAT]	Latitude of respondent's alighting location for their third transfer to destination	Actual Value
NEXT_TRAN_3_OFF_BUS [LONG]	Longitude of respondent's alighting location for their third transfer to destination	Actual Value
NEXT_TRAN_4_ON_BUS [LAT]	Latitude of respondent's boarding location for their fourth transfer to destination	Actual Value
NEXT_TRAN_4_ON_BUS [LONG]	Longitude of respondent's boarding location for their fourth transfer to destination	Actual Value
NEXT_TRAN_4_OFF_BUS [LAT]	Latitude of respondent's alighting location for their fourth transfer to destination	Actual Value
NEXT_TRAN_4_OFF_BUS [LONG]	Longitude of respondent's alighting location for their fourth transfer to destination	Actual Value
TIME_ON	What time did you GET ON this bus	98 = Other
TIME_ON	What time did you GET ON this bus	99 = Refused/No Answer
TIME_ON	What time did you GET ON this bus	PM9 = 5:30 pm - 6:00 pm
TIME_ON	What time did you GET ON this bus	PM8 = 5:00 pm - 5:30 pm

TIME_ON	What time did you GET ON this bus	PM7 = 4:30 pm - 5:00 pm
TIME_ON	What time did you GET ON this bus	PM6 = 4:00 pm - 4:30 pm
TIME_ON	What time did you GET ON this bus	PM5 = 3:30 pm - 4:00 pm
TIME_ON	What time did you GET ON this bus	PM4 = 3:00 pm - 3:30 pm
TIME_ON	What time did you GET ON this bus	PM3 = 2:00 pm - 3:00 pm
TIME_ON	What time did you GET ON this bus	PM2 = 1:00 pm - 2:00 pm
TIME_ON	What time did you GET ON this bus	PM15 = After 10:00 pm
TIME_ON	What time did you GET ON this bus	PM14 = 9:00 pm - 10:00 pm
TIME_ON	What time did you GET ON this bus	PM13 = 8:00 pm - 9:00 pm
TIME_ON	What time did you GET ON this bus	PM12 = 7:00 pm - 8:00 pm
TIME_ON	What time did you GET ON this bus	PM11 = 6:30 pm - 7:00 pm
TIME_ON	What time did you GET ON this bus	PM10 = 6:00 pm - 6:30 pm
TIME_ON	What time did you GET ON this bus	PM1 = 12:00 pm - 1:00 pm
TIME_ON	What time did you GET ON this bus	MID7 = 8:00 am - 8:30 am
TIME_ON	What time did you GET ON this bus	MID6 = 11:00 am - 12:00 pm
TIME_ON	What time did you GET ON this bus	MID5 = 10:00 am - 11:00 am
TIME_ON	What time did you GET ON this bus	MID4 = 9:00 am - 10:00 am
TIME_ON	What time did you GET ON this bus	MID3 = 8:30 am - 9:00 am
TIME_ON	What time did you GET ON this bus	MID2 = 7:30 am - 8:00 am
TIME_ON	What time did you GET ON this bus	MID1 = 7:00 am - 7:30 am
TIME_ON	What time did you GET ON this bus	AM3 = 6:30 am - 7:00 am
TIME_ON	What time did you GET ON this bus	AM2 = 6:00 am - 6:30 am
TIME_ON	What time did you GET ON this bus	AM1 = Before 6:00 am
TIME_PERIOD	Time period respondent boarded this bus	98 = Other
TIME_PERIOD	Time period respondent boarded this bus	99 = Refused/No Answer
TIME_PERIOD	Time period respondent boarded this bus	Actual Value
TIME_PERIOD	Time period respondent boarded this bus	Actual Value
TRIP_IN_OPPO_DIR	Will you (or did you) make this same trip in exactly the opposite direction today?	1 = Yes
TRIP_IN_OPPO_DIR	Will you (or did you) make this same trip in exactly the opposite direction today?	2 = No

TRIP_IN_OPPO_DIR	Will you (or did you) make this same trip in exactly the opposite direction today?	98 = Other
TRIP_IN_OPPO_DIR	Will you (or did you) make this same trip in exactly the opposite direction today?	99 = Refused/No Answer
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	98 = Other
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	99 = Refused/No Answer
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM9 = 5:30 pm - 6:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM8 = 5:00 pm - 5:30 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM7 = 4:30 pm - 5:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM6 = 4:00 pm - 4:30 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM5 = 3:30 pm - 4:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM4 = 3:00 pm - 3:30 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM3 = 2:00 pm - 3:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM2 = 1:00 pm - 2:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM15 = After 10:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM14 = 9:00 pm - 10:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM13 = 8:00 pm - 9:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM12 = 7:00 pm - 8:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM11 = 6:30 pm - 7:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM10 = 6:00 pm - 6:30 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	PM1 = 12:00 pm - 1:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID7 = 8:00 am - 8:30 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID6 = 11:00 am - 12:00 pm
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID5 = 10:00 am - 11:00 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID4 = 9:00 am - 10:00 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID3 = 8:30 am - 9:00 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID2 = 7:30 am - 8:00 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	MID1 = 7:00 am - 7:30 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	AM3 = 6:30 am - 7:00 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	AM2 = 6:00 am - 6:30 am
OPPO_DIR_TRIP_TIME	At what time did/will you leave for this trip in the opposite direction?	AM1 = Before 6:00 am

FARE_TYPE	What type of fare did you use for this trip?	1 = Full Fare
FARE_TYPE	What type of fare did you use for this trip?	2 = Youth Fare (free)
FARE_TYPE	What type of fare did you use for this trip?	3 = Reduced
FARE_TYPE	What type of fare did you use for this trip?	4 = LIFT Universal
FARE_TYPE	What type of fare did you use for this trip?	5 = Group Pass (free)
FARE_TYPE	What type of fare did you use for this trip?	98 = Other
FARE_TYPE	What type of fare did you use for this trip?	99 = Refused/No Answer
HOW_LONG_PASS	How long is your fare/pass good for?	1 = One Ride
HOW_LONG_PASS	How long is your fare/pass good for?	2 = One Day Pass
HOW_LONG_PASS	How long is your fare/pass good for?	3 = 30 Day Pass
HOW_LONG_PASS	How long is your fare/pass good for?	4 = Monthly Pass
HOW_LONG_PASS	How long is your fare/pass good for?	5 = Annual Pass
HOW_LONG_PASS	How long is your fare/pass good for?	6 = Universal LIFT Monthly Pass
HOW_LONG_PASS	How long is your fare/pass good for?	98 = Other
HOW_LONG_PASS	How long is your fare/pass good for?	99 = Refused/No Answer
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	0 = None (0)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	1 = One (1)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	2 = Two (2)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	3 = Three (3)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	4 = Four (4)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	5 = Five (5)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	6 = Six (6)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	7 = Seven (7)

COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	8 = Eight (8)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	9 = Nine (9)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	10 = Ten or more (10+)
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	98 = Other
COUNT_VH_HH	How many vehicles (cars, trucks, or motorcycles) are available to your household?	99 = Refused/No Answer
USE_VEHICLE	Could you have used one of these vehicles to complete this trip?	1 = Yes
USE_VEHICLE	Could you have used one of these vehicles to complete this trip?	2 = No
USE_VEHICLE	Could you have used one of these vehicles to complete this trip?	98 = Other
USE_VEHICLE	Could you have used one of these vehicles to complete this trip?	99 = Refused/No Answer
HHSIZE	Including YOU, how many people live in your household?	1 = One (1)
HHSIZE	Including YOU, how many people live in your household?	2 = Two (2)
HHSIZE	Including YOU, how many people live in your household?	3 = Three (3)
HHSIZE	Including YOU, how many people live in your household?	4 = Four (4)
HHSIZE	Including YOU, how many people live in your household?	5 = Five (5)
HHSIZE	Including YOU, how many people live in your household?	6 = Six (6)
HHSIZE	Including YOU, how many people live in your household?	7 = Seven (7)
HHSIZE	Including YOU, how many people live in your household?	8 = Eight (8)
HHSIZE	Including YOU, how many people live in your household?	9 = Nine (9)
HHSIZE	Including YOU, how many people live in your household?	10 = Ten or more (10+)
HHSIZE	Including YOU, how many people live in your household?	98 = Other
HHSIZE	Including YOU, how many people live in your household?	99 = Refused/No Answer
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	1 = None (0)
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	2 = One (1)
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	3 = Two (2)
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	4 = Three (3)
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	5 = Four (4)

HH_16_OVER	Including you, how many people aged 16 and over live in your household?	6 = Five (5)
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	7 = Six (6)
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	8 = Seven (7)
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	9 = Eight (8)
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	10 = Nine (9)
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	11 = Ten or more (10+)
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	98 = Other
HH_16_OVER	Including you, how many people aged 16 and over live in your household?	99 = Refused/No Answer
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	1 = None (0)
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	2 = One (1)
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	3 = Two (2)
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	4 = Three (3)
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	5 = Four (4)
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	6 = Five (5)
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	7 = Six (6)
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	8 = Seven (7)
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	9 = Eight (8)
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	10 = Nine (9)
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	11 = Ten or more (10+)
HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	98 = Other

HH_16_EMP	Including YOU, how many people age 16 and over in your household are employed full/part-time?	99 = Refused/No Answer
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	1 = Employed full-time (at least 35 hours per week)
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	2 = Employed part-time (less than 35 hours per week)
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	3 = Not currently employed, but seeking work
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	4 = Not currently employed, and not seeking work
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	5 = Retired
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	6 = Homemaker
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	98 = Other
EMPLOYMENT_STATUS	What is your employment status? (Check the one response that BEST describes you)	99 = Refused/No Answer
WORK_LOCATION_TYPE	Which of the following best describes your current work location?	1 = Work only from home
WORK_LOCATION_TYPE	Which of the following best describes your current work location?	2 = Telework some days and travel to work the remainder
WORK_LOCATION_TYPE	Which of the following best describes your current work location?	3 = Only one work location outside my home
WORK_LOCATION_TYPE	Which of the following best describes your current work location?	4 = Drive/Bike/Travel for work (driver, sales, deliveries)
WORK_LOCATION_TYPE	Which of the following best describes your current work location?	5 = Work location is outside the home and regularly varies (different offices, job sites)
WORK_LOCATION_TYPE	Which of the following best describes your current work location?	98 = Other
WORK_LOCATION_TYPE	Which of the following best describes your current work location?	99 = Refused/No Answer
DID_MAKE_WORK_TRIP	Did you make a trip to work since you left home?	1 = Yes
DID_MAKE_WORK_TRIP	Did you make a trip to work since you left home?	2 = No

DID_MAKE_WORK_TRIP	Did you make a trip to work since you left home?	98 = Other
DID_MAKE_WORK_TRIP	Did you make a trip to work since you left home?	99 = Refused/No Answer
WILL_MAKE_WORK_TRIP	Will you make a trip to work before you arrive home?	1 = Yes
WILL_MAKE_WORK_TRIP	Will you make a trip to work before you arrive home?	2 = No
WILL_MAKE_WORK_TRIP	Will you make a trip to work before you arrive home?	98 = Other
WILL_MAKE_WORK_TRIP	Will you make a trip to work before you arrive home?	99 = Refused/No Answer
WORK_ADDRESS [CITY]	Respondent's workplace city	Actual Value
WORK_ADDRESS [STATE]	Respondent's workplace state	Actual Value
WORK_ADDRESS [ZIP]	Respondent's workplace zip code	Actual Value
WORK_ADDRESS [LAT]	Respondent's workplace latitude	Actual Value
WORK_ADDRESS [LONG]	Respondent's workplace longitude	Actual Value
STUDENT_STATUS	What is your student status? (check the one response that BEST describes you)	1 = Not a student
STUDENT_STATUS	What is your student status? (check the one response that BEST describes you)	2 = Yes - Full Time college/university
STUDENT_STATUS	What is your student status? (check the one response that BEST describes you)	3 = Yes - Part-time college/university
STUDENT_STATUS	What is your student status? (check the one response that BEST describes you)	4 = Yes - K-8th grade
STUDENT_STATUS	What is your student status? (check the one response that BEST describes you)	5 = Yes - 9th-12th grade
STUDENT_STATUS	What is your student status? (check the one response that BEST describes you)	6 = Yes - Vocational/technical/trade school
STUDENT_STATUS	What is your student status? (check the one response that BEST describes you)	7 = Yes - Other
STUDENT_STATUS	What is your student status? (check the one response that BEST describes you)	98 = Other
STUDENT_STATUS	What is your student status? (check the one response that BEST describes you)	99 = Refused/No Answer
DID_MAKE_SCHOOL_TRIP	Did you make a trip to school since you left home?	1 = Yes
DID_MAKE_SCHOOL_TRIP	Did you make a trip to school since you left home?	2 = No
DID_MAKE_SCHOOL_TRIP	Did you make a trip to school since you left home?	98 = Other

DID_MAKE_SCHOOL_TRIP	Did you make a trip to school since you left home?	99 = Refused/No Answer
WILL_MAKE_SCHOOL_TRIP	Will you make a trip to school before you arrive home?	1 = Yes
WILL_MAKE_SCHOOL_TRIP	Will you make a trip to school before you arrive home?	2 = No
WILL_MAKE_SCHOOL_TRIP	Will you make a trip to school before you arrive home?	98 = Other
WILL_MAKE_SCHOOL_TRIP	Will you make a trip to school before you arrive home?	99 = Refused/No Answer
SCHOOL_ADDRESS [CITY]	Respondent's school city	Actual Value
SCHOOL_ADDRESS [STATE]	Respondent's school state	Actual Value
SCHOOL_ADDRESS [ZIP]	Respondent's school zip code	Actual Value
SCHOOL_ADDRESS [LAT]	Respondent's school latitude	Actual Value
SCHOOL_ADDRESS [LONG]	Respondent's school longitude	Actual Value
DRIVER_LICENSE	Do you have a valid driver's license?	1 = Yes
DRIVER_LICENSE	Do you have a valid driver's license?	2 = No
DRIVER_LICENSE	Do you have a valid driver's license?	98 = Other
DRIVER_LICENSE	Do you have a valid driver's license?	99 = Refused/No Answer
YEAR_BORN	What is your year of birth?	Actual Value
RACE_6	What is your race / ethnicity? (check all that apply)...American Indian / Alaska Native	Actual Value
RACE_2	What is your race / ethnicity? (check all that apply)...Asian	Actual Value
RACE_4	What is your race / ethnicity? (check all that apply)...Black / African American	Actual Value
RACE_1	What is your race / ethnicity? (check all that apply)...Hispanic / Latino	Actual Value
RACE_5	What is your race / ethnicity? (check all that apply)...Native Hawaiian / Pacific Islander	Actual Value
RACE_3	What is your race / ethnicity? (check all that apply)...White	Actual Value
RACE_8	What is your race / ethnicity? (check all that apply)...Prefer not to say	Actual Value
YOUR_GENDER	What is your gender? (select one that best describes your current gender identity)	1 = Male
YOUR_GENDER	What is your gender? (select one that best describes your current gender identity)	2 = Female
YOUR_GENDER	What is your gender? (select one that best describes your current gender identity)	3 = Prefer not to say

YOUR_GENDER	What is your gender? (select one that best describes your current gender identity)	98 = Other
YOUR_GENDER	What is your gender? (select one that best describes your current gender identity)	99 = Refused/No Answer
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	1 = Less than \$10,000
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	2 = \$10,000 - \$14,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	3 = \$15,000 - \$19,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	4 = \$20,000 - \$24,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	5 = \$25,000 - \$29,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	6 = \$30,000 - \$34,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	7 = \$35,000 - \$39,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	8 = \$40,000 - \$44,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	9 = \$45,000 - \$49,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	10 = \$50,000 - \$74,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	11 = \$75,000 - \$99,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	12 = \$100,000 - \$149,999
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	13 = \$150,000 or more
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	99 = Refused/No Answer

INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	98 = Other
INCOME	Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2024 before taxes?	99 = Refused/No Answer
HOME_LANG_SPOKEN	Do you speak a language other than English at home?	01 = Yes
HOME_LANG_SPOKEN	Do you speak a language other than English at home?	02 = No
HOME_LANG_SPOKEN	Do you speak a language other than English at home?	98 = Other
HOME_LANG_SPOKEN	Do you speak a language other than English at home?	99 = Refused/No Answer
HOME_LANG_OTHER	Language respondent speaks at home other than English	Actual Value
ENGLISH_ABILITY	How well do you speak English?	1 = Very well
ENGLISH_ABILITY	How well do you speak English?	2 = Well
ENGLISH_ABILITY	How well do you speak English?	3 = Not very well
ENGLISH_ABILITY	How well do you speak English?	4 = Not at all
ENGLISH_ABILITY	How well do you speak English?	98 = Other
ENGLISH_ABILITY	How well do you speak English?	99 = Refused/No Answer
ROUTE_DIR_TIME_CODE	ID given for specific route/direction/time period	Actual Value
UNLINKED_WGHT_FCTR	Weight factor given to each record based off expansion	Actual Value
SYSTEM_TRANSFERS	Total number of in-system transfers	Actual Value
LINKED_MULTP	Multplier used to get the linked weight factor	Actual Value
LINKED_WGHT_FCTR	Linked weight factor given to each record based off unlinked weight factor and multiplier	Actual Value

Board Meeting Memo – Item 7.A

To: Board of Directors
From: Kiki Dohman, Commuter Options Coordinator
Shofi Ull Azum, Chief Planning and Development Officer
Thru: David Trimble, Interim General Manager
Date: September 24, 2026
Subject: Fiscal Year 2026 (FY26) Annual Commuter Options Program Report

Issue

Shall the Board receive the FY26 Annual Commuter Options Program Report?

Background And Findings

The Cherriots Commuter Options (CO) Program advanced its mission in FY26 through targeted employer outreach, community engagement, and safety education, in alignment with the District's work plan developed with the 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:

Employer and Community Outreach: Recorded 178 organization engagements across the four quarters and reached 3,174 participants through 25 outreach events, connecting employers and communities with transportation options.

Safety Education and Active Transportation: Delivered a regional Bike Month campaign that distributed more than 200 safety kits and generated 113 completed Bingo cards. Partnered with Safe Routes to School on community events, provided helmets at four bike rodeos, and supported pedestrian safety activities at Keizer Blast Camp.

Vanpool Program Performance: Subsidized 40 vanpools during FY26, supporting 103,989 passenger trips and 507,457 vehicle revenue miles. The program earned the Transportation Options Group of Oregon Program Spotlight Award and continued targeted employer outreach to expand participation and impact.

Shared Micromobility Planning: Completed the Shared Micromobility Feasibility Study and Implementation Plan, which the Board unanimously accepted in February 2026, establishing a foundation for decisions about Salem Area Mass Transit District's role, funding, and implementation.

Further explanation and details of activities and tasks can be found in [Attachment A: FY26 Commuter Options Program Report](#).

Overall, FY26 saw strengthened regional partnerships, expanded mobility options, and increased public engagement, laying the groundwork for continued growth in sustainable transportation initiatives in FY27.

Financial Impact

None

Recommendation

For information only.

Proposed Motion

None.

Cherriots Commuter Options Program

Annual Work Plan Report

Fiscal Year 2026

July 2025 – June 2026

The Cherriots Commuter Options (CO) Program serves Marion, Polk, and Yamhill Counties as the regional Transportation Options program, promoting safe and sustainable alternatives to driving alone. Funded through a statewide formula grant administered by the Oregon Department of Transportation (ODOT) in partnership with the Mid-Willamette Valley Council of Governments (MWVCOG), the program delivers education, outreach, and coordination to support walking, biking, transit, carpooling, and vanpooling. Key focus areas include program management, vanpool expansion, safety education, construction mitigation outreach, and behavior-change initiatives such as transportation options challenges.

Executive Summary

In FY26, the Cherriots Commuter Options (CO) Program strengthened regional transportation options through employer engagement, vanpool and transit pass development, safety education, active transportation campaigns, construction mitigation planning, and innovative mobility work. The program served Marion, Polk, and Yamhill Counties under a statewide formula grant administered by ODOT in partnership with MWVCOG.

The year combined steady program delivery with several major milestones. Cherriots completed the Shared Micromobility Feasibility Study and Implementation Plan and received unanimous Board acceptance in Q3; the regional vanpool program earned the Transportation Options Group of Oregon Program Spotlight Award; staff led regional Bike Month activities and supported the statewide Get There challenges; and the program advanced new transit pass, mobility wallet, and transportation education concepts for future implementation.

Employer and community outreach remained central to the work. The program documented outreach with 178 organizations, developed tailored materials for Woodburn-area worksites, enrolled a nonprofit in the Group Pass Program, established an employer as a Umo transit pass merchant, and prepared three additional vanpools for early FY27. At the community level, the program distributed more than 200 Bike Month safety kits, received 113 completed Bingo cards, and coordinated youth and public-facing safety video initiatives.

Get There platform FY26 results:

- approximately 14,000 alternative trips logged
- 338,274 alternative-mode miles tracked
- 129.4 tons of avoided CO2 emissions

Progress Across the Year

<u>Quarter</u>	<u>Period</u>	<u>Distinctive Progress</u>
Q1	July – Sept 2025	Prepared the statewide 2025 Get There Challenge; began youth safety campaign development; advanced Center Street Bridge coordination; continued the micromobility study.
Q2	Oct – Dec 2025	Completed the Shared Micromobility Feasibility Study; earned a TOGO Program Spotlight Award for vanpool; developed employer-specific Woodburn materials.
Q3	Jan – Mar 2026	Secured unanimous Board acceptance of the micromobility plan; prepared the April Commute Challenge and Bike Month; expanded employer engagement.
Q4	Apr – Jun 2026	Promoted the April Commute Challenge and delivered the Bike Month Bingo campaign; advanced transit pass options; prepared two new vanpools; developed mobility wallet and education-video concepts.

Annual Work Plan Accomplishments

1. Program Management and Planning

The CO Program maintained coordination with ODOT and MWVCOG, tracked activities against the approved work plan, completed all four quarterly reports, and updated the reporting format. The CO Coordinator also worked with internal staff to develop the FY27 budget and define future program goals and activities.

- Completed quarterly work plan reporting in FY26 and maintained grant-aligned program oversight.
- Supported Districtwide communications by overseeing design and production of the FY25 Annual Performance Report.
- Developed FY27 concepts, strategies, and goals to implement in the future.

2. Employee Commute Programs

Transit Pass Programs

The CO Coordinator collaborated closely with District Planning staff to research and develop a new framework for Cherriots Transit Pass offerings and incorporate the proposed changes into the Fare Ordinance. The framework includes two employer options: a tier-based program offering discounts of 25% to 90% based on enrollment and a usage-based program that bills employers monthly for transit use, with no minimum participation requirement. Both options would allow employers to enroll their entire organization or selected departments and would be managed through an electronic system for enrollment, payments, reporting, and customer support. A targeted employer survey was also developed to gather public input before the ordinance's anticipated adoption in October 2026.

Following extensive outreach, the CO Coordinator enrolled SOS, Inc., a recovery-focused nonprofit, in the existing Group Pass Program. Open Dental was also enrolled as a transit pass merchant in Umo, allowing the employer to track employee transit usage before committing to a transit pass program. Open Dental also expressed interest in vanpooling, and a meeting was scheduled to explore available options.

3. Vanpool Program Services

Annual Overview

The regional vanpool program supported a total of 40 vanpools throughout FY26. New vanpools were launched during the second half of the year, lower-performing routes in the Santiam Canyon and Yamhill County were discontinued, and three additional vanpools were prepared to enter service in July or August 2026.

- Earned the TOGO Program Spotlight Award for measurable contributions to reducing drive-alone travel and advancing Oregon's Transportation Options Plan.
- Contributed program data and operational expertise to Oregon Metro's Regional Vanpool Strategy case study.
- Promoted established program outcomes, including 216 average daily riders, 66,995 annual vehicle trips eliminated, 1.65 million commuter miles reduced, and 1.26 million pounds of CO2 emissions prevented.
- Conducted targeted employer outreach with Commute with Enterprise, including onsite commuter connection meetings.

Key Performance Indicators by Quarter:

<u>KPIs</u>	<u>FY26 Q1</u>	<u>FY26 Q2</u>	<u>FY26 Q3</u>	<u>FY26 Q4</u>
Max Operating Vanpools	39	38	38	38
# of Passenger Trips	26,384	26,132	25,765	25,708
Vehicle Revenue Miles	129,047	125, 045	127,388	125,977
Vehicle Revenue Hours	3,316	3,233	3,282	3,246
Average Occupancy Rate	71%	70%	68%	69%

4. Transportation Options Challenge Events

Get There Campaigns

The CO program promoted the 2025 statewide Get There Challenge through employer communications, worksite events, public presentations, District channels, and Service Integration Team materials. It then prepared and promoted the April 2026 Commute Challenge with Alta and regional employer networks.

Active Transportation Campaign

For Bike Month 2026, the CO Coordinator led a partner planning team and delivered a self-guided Bingo campaign across six pickup locations. More than 200 starter kits with safety resources, tools, and Get There materials were distributed; 113 completed Bingo cards were

returned; and two participants received sponsored safety and bicycle-accessory prize packages.

5. Community Outreach

Outreach Totals

- Organizations engaged throughout the year: 178
- Total outreach events: 25
- Total participants engaged in transportation options: 3,174

Safety Education

Community outreach combined employer-focused information, event participation, and safety education.

- Partnered with the City of Salem on grant-funded K-12 transportation safety content, developing short videos for elementary, middle, and high school audiences and coordinating a Cherriots bus and operator for production.
- Partnered with Safe Routes to School on community events, including the Monster Cookie bike ride; attended four bike rodeos and provided helmets; and supported pedestrian safety activities at Keizer Blast Camp.
- Expanded awareness of safe, accessible, and sustainable transportation choices across the Salem-Keizer area.
- During FY26, staff partnered with the Salem Police Department to develop a safety campaign for the October 2026 Halloween Dress Rehearsal.

6. Transportation Options Statewide and Regional Coordination

Cherriots remained active in statewide transportation options networks and professional forums. Staff attended TOGO Board and statewide Transportation Options meetings, exchanged practices with peers, and presented program experience to regional and statewide audiences.

- Helped plan two sessions for the Association for Commuter Transportation TDM Forum and facilitated a policy-focused panel with elected officials and Oregon's Head Economist.
- Presented on a shared micromobility panel at the Oregon Active Transportation Summit.
- Shared vanpool, employer outreach, and regional mobility management practices with partner agencies.

7. Construction Mitigation

The CO Coordinator supported several regional transportation planning efforts. For the Center Street Bridge Seismic Retrofit Project, the Coordinator served on the Transportation Options planning team throughout the design phase, helping assess potential transit and traffic impacts—particularly to West Salem routes—and develop a coordinated campaign promoting transit, vanpooling, park-and-ride use, walking, and bicycling during construction.

The CO Coordinator also joined the Stakeholder Advisory Committee for the OR-22 Pedestrian Overcrossing Planning Study, which is evaluating potential locations, costs, community impacts, public engagement strategies, and alignment options for a bicycle and pedestrian crossing over North Santiam Highway between Lancaster Drive SE and Cordon Road.

In addition, the CO Coordinator served on the advisory committee for the City of Dallas Transportation System Plan and was invited to participate on the City of Salem's Transportation System Plan committee in FY27.

8. Innovative Mobility Projects (IMP)

The Shared Micromobility Feasibility Study and Implementation Plan progressed from technical analysis to completion and public acceptance. Work covered existing conditions, visioning, community outreach, operating and financial models, program guidelines, regulatory considerations, performance measures, and implementation strategy. The Cherriots Board unanimously accepted the study and plan in February 2026; next steps include a Board work session to clarify Cherriots' role and potential funding sources.

The CO Coordinator also researched a mobility wallet pilot focused on low-income residents and veterans, with nonprofit partners envisioned to verify eligibility and support equitable participation. A separate transportation options education video concept was scoped to help employers, nonprofits, and residential properties connect people with available mobility resources. More to come on this effort in FY27.

Priorities Entering FY27

- Launch the three vanpools developed through FY26 employer outreach and continue targeted employer recruitment.
- Advance the proposed employer transit pass framework and employer survey through the Fare Ordinance process.
- Define Cherriots' role, funding strategy, and implementation pathway for a regional shared micromobility program.
- Continue Center Street Bridge transportation options planning and prepare employer, commuter, and service-continuity outreach.
- Continue service on the OR-22 Pedestrian Overcrossing Stakeholder Advisory Committee and broaden community engagement.
- Develop a plan to launch a mobility access pilot and transportation options education video for potential implementation.
- Sustain Get There, Bike Month, safety education, and employer outreach campaigns using FY26 participation results as a baseline.

FY26 Annual Commuter Options Report

Presented by:

Kiki Dohman

Commuter Options Coordinator



Presentation Overview

- Commuter Options Program
- FY26 Activities
- FY27 Priorities



CHERRIOTS COMMUTER OPTIONS

Planning & Development Division



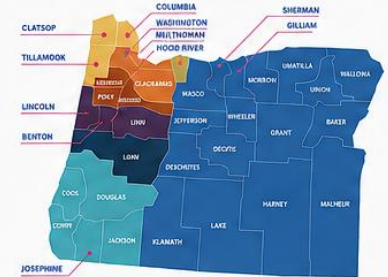
Helping people find the best,
most affordable transportation
options for their lifestyle.

Serving Marion, Polk & Yamhill counties



1 FTE

\$
100%
GRANT FUNDED
Federal grants through
the local MPO and ODOT



OPTIONS WE PROMOTE



Transit



Carpool



Vanpool



Bike



Walk



Telework

WHAT WE LEAD



Group Pass
Program



Employer Outreach
& ETC Network



Get There



Active Transportation
& Bike Map



Congestion Mitigation
Comms.



Safety Campaigns



Vanpool

WHO WE REACH



Employers



Commuters



Residential
Communities



Schools &
Universities



Students



Community-Based
Organizations



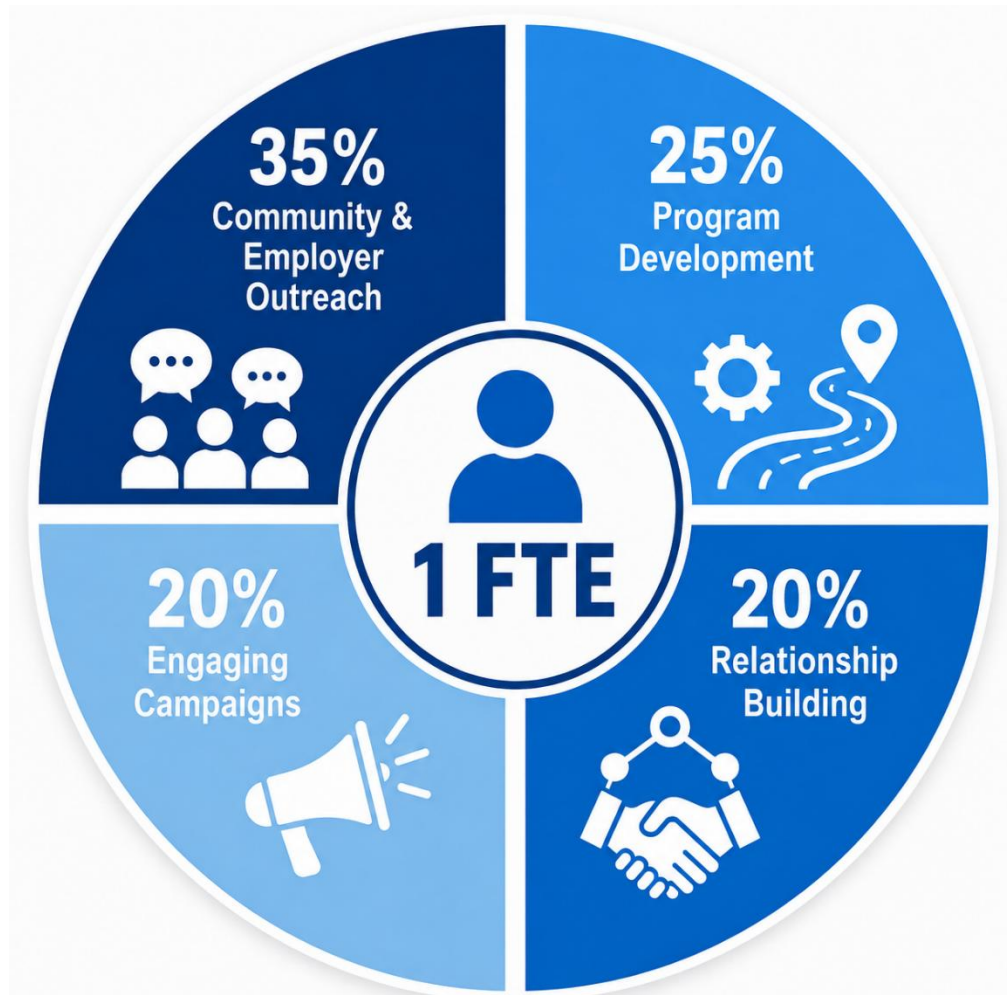
OUTREACH IN ACTION

Worksite events • Resource fairs • Wellness & sustainability events • Community events • Safe Routes walks

Building strong partnerships through outreach and education

Commuter Options Program

How Staff Time is Allocated



FY26 Activities and Accomplishments



CHERRIOTS COMMUTER OPTIONS

Planning & Development Division

FY26 OUTREACH IMPACT

ORGANIZATIONS ENGAGED

178

Organizations engaged across FY26



QUARTERLY BREAKDOWN



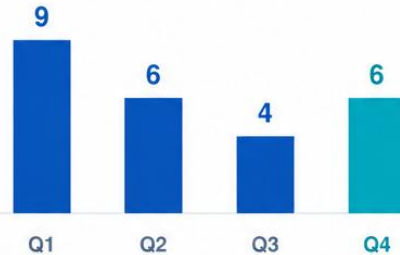
OUTREACH EVENTS

25

Events across FY26



QUARTERLY BREAKDOWN



PARTICIPANTS REACHED

3,174

Participants reached across FY26



QUARTERLY BREAKDOWN



A STRONG FINISH IN Q4

1,450 participants reached through 6 outreach events.

46%

of FY26 participant reach

CHERRIOTS COMMUTER OPTIONS

Planning & Development Division

HOW WE CONDUCT OUTREACH



PRESENTATIONS | TABLING | CONVERSATIONS

At every interaction, the CO Coordinator promotes all available Cherriots services and programs, with messaging tailored to the individual or organization.

ALL OPTIONS PROMOTED

Transit | Carpool | Vanpool
Bike | Walk | Telework



The Coordinator connects people with services, programs, and transportation choices.

CUSTOMIZED MESSAGING

For each individual
or organization



Guidance reflects their needs and helps identify the best viable option or transportation solution.

TAILORED MATERIALS

Materials tailored to
each audience



Handouts and flyers
New hire packets
Resident welcome packets

EXAMPLES OF OUTREACH MATERIALS

Materials support conversations about transportation options and available programs.



Rethink your ride
Transit information



Commuter benefits
Travel Training



Vanpool & commuter perks
Shared commute options



Bikes on transit
Bike + bus connections



THE GOAL

Help each person or organization find a transportation solution that works for them.



SALEM-KEIZER SAFE ROUTES TO SCHOOL AND SCOTT'S CYCLE & FITNESS PRESENT

A BIKE RODEO

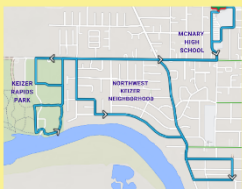
AT THE SALEM BICYCLE CLUB'S 50TH MONSTER COOKIE BIKE RIDE






START WITH SBC'S MINI COOKIE FAMILY BIKE RIDE & END BY PRACTICING SAFETY SKILLS AT THE BIKE RODEO

MINI COOKIE ROUTE



EVENT DETAILS

- SUNDAY, APRIL 26TH, 2026**
- FREE FOR ALL AGES**
Free while supplies last. Use discount code at checkout: SBR26
- MINI COOKIE: 10:00AM**
- BIKE RODEO*: 11:30AM TO 2:00PM**
- START/END: McNARY HIGH SCHOOL**
595 Chemawa Rd N, Keizer, OR 97303

BRING YOUR OWN BIKE AND HELMET OR BORROW OURS!



QUESTIONS? INTERESTED IN VOLUNTEERING? SCAN TO CONNECT WITH US!



SCAN TO REGISTER FOR THE MONSTER AND/OR MINI COOKIE

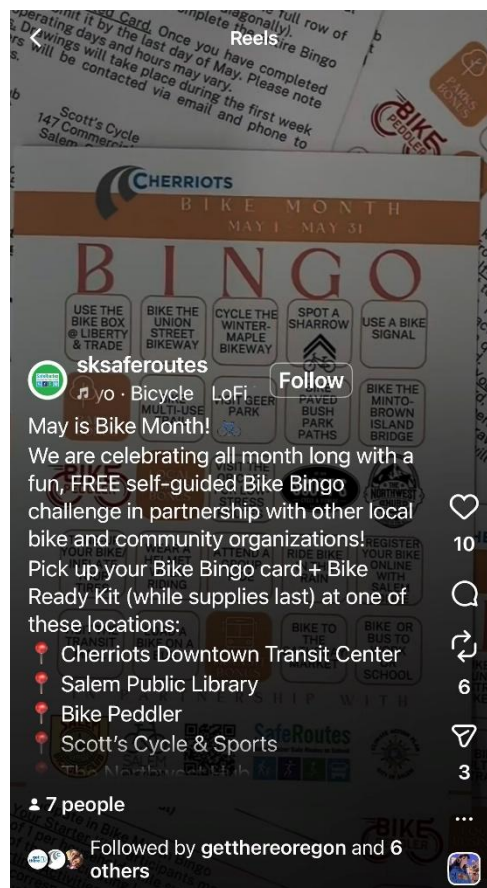


SCAN TO REGISTER FOR THE MONSTER AND/OR MINI COOKIE

*NO REGISTRATION NEEDED FOR BIKE RODEO



Bike Month Campaign







2025 ACT TDM Forum



Speaking Policy's Language: Making TDM Resonate in the Public ...

By Kiki Dohman

Tuesday October 28, 2025 / 01:10 PM - 02:30 PM

Powered By Whova






APRIL 22-24, 2026

BUILDING PROSPERITY THROUGH COMMUNITY MOBILITY >>>>









The Marion County Climate & Health Adaptation Plan

July 2025 – June 2030

Creating a vibrant, healthy, and prepared Marion County community that is resilient to periods of extreme heat, extreme cold, and poor air quality.

CHERRIOTS VANPOOL PROGRAM UPDATE

Partnership • Recognition • Regional Reach



STRONG PARTNERSHIP



Joint employer outreach with Commute with Enterprise, including onsite commuter connection meetings.



WINNER TOGO PROGRAM SPOTLIGHT

Transportation Options Group of Oregon

Recognizing exemplary programs that reduce drive-alone trips or advance Oregon's Transportation Options Plan.

3

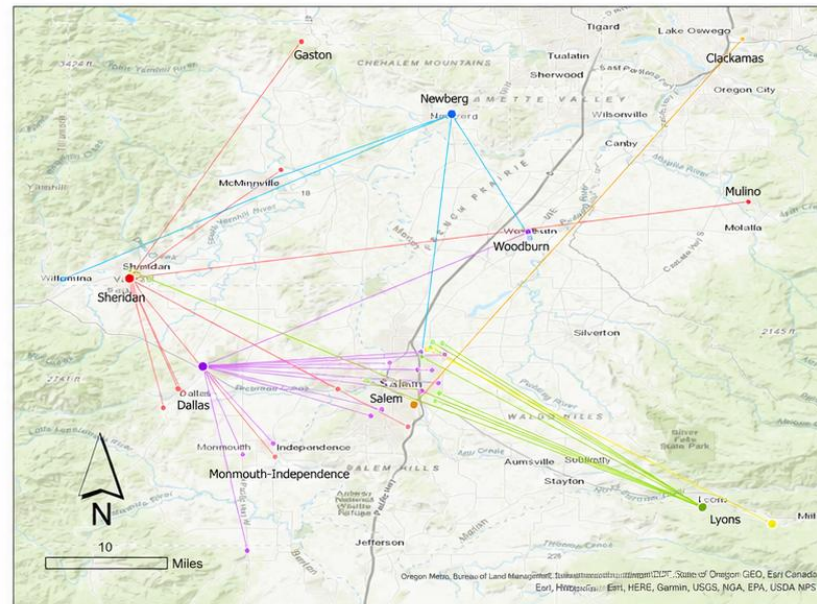
NEW VANPOOLS



Already launched in FY27
Result of targeted employer outreach

REGIONAL REACH

Cherriots Vanpool Program Footprint Map



Connecting commuters and employers across the region

FY26 VANPOOL PERFORMANCE

Annual & Quarterly KPI Overview

FY26 ANNUAL AT A GLANCE



40

Total Vanpools Subsidized



103,989

Passenger Trips



507,457

Vehicle Revenue Miles



13,077

Vehicle Revenue Hours



69.5%

Average Occupancy*

Trips, miles and hours: Q1–Q4 totals. *Occupancy: simple average of quarterly rates.



FY26 Q1

Max Operating Vanpools **39**

Passenger Trips **26,384**

Vehicle Revenue Miles **129,047**

Vehicle Revenue Hours **3,316**

Average Occupancy Rate **71%**



FY26 Q2

Max Operating Vanpools **38**

Passenger Trips **26,132**

Vehicle Revenue Miles **125,045**

Vehicle Revenue Hours **3,233**

Average Occupancy Rate **70%**



FY26 Q3

Max Operating Vanpools **38**

Passenger Trips **25,765**

Vehicle Revenue Miles **127,388**

Vehicle Revenue Hours **3,282**

Average Occupancy Rate **68%**



FY26 Q4

Max Operating Vanpools **38**

Passenger Trips **25,708**

Vehicle Revenue Miles **125,977**

Vehicle Revenue Hours **3,246**

Average Occupancy Rate **69%**

Looking Ahead FY27



FY27 TRANSPORTATION OPTIONS PRIORITIES

Cherriots • Program Development & Community Engagement

1		VANPOOL GROWTH	Continue to expand program and impact through targeted employer outreach
2		EMPLOYER TRANSIT PASSES	Advance the proposed employer transit pass framework and employer survey through the Fare Ordinance process.
3		REGIONAL SHARED MICROMOBILITY	Define Cherriots' role, funding strategy and implementation pathway for a regional shared micromobility program.
4		CENTER STREET BRIDGE	Continue transportation options planning and prepare employer, commuter and service-continuity outreach.
5		OR-22 PEDESTRIAN OVERCROSSING	Continue serving on the Stakeholder Advisory Committee and broaden community engagement.
6		MOBILITY ACCESS & EDUCATION	Develop a plan for a mobility access pilot and transportation options education video for potential implementation.
7		OUTREACH CAMPAIGNS	Sustain Get There, Bike Month, safety education and employer outreach campaigns, using FY26 participation results as the baseline.

Board Meeting Memo – Item 7.B

To: Board of Directors
From: Shofi Ull Azum, Chief Planning and Development Officer
Thru: David Trimble, Interim General Manager
Date: September 24, 2026
Subject: Fiscal Year 2026 (FY26) Annual Performance Report

Issue

Shall the Board receive the FY26 Annual Performance Report?

Background And Findings

The FY26 Annual Performance Report encompasses data from July 1, 2025, to June 30, 2026. This report details District initiatives and achievements in delivering a safe, reliable, and high-quality service to our customers. The performance report includes key performance indicators (KPIs) for all District services.

FY26 major Accomplishments and Highlights:

FY26 results reflect stronger reliability, access, technology, and regional connectivity, with few areas requiring continued attention:

- **Planning and community connections** - Advanced the Comprehensive Operational Analysis (COA), Microtransit feasibility study, and East Salem Transit Center site selection project. Route 80X expanded to seven-day service, the District strengthened connections with SMART and Woodburn Transit service, and Route 22 added transit access to Corban University.
- **Ridership and productivity** – The District provided **3.65 million rides**, up 0.3% from FY25, including 3.32 million Local and 118,407 Regional boardings. Cherriots Local core corridor routes remain the strongest performers: on weekdays, Routes 21 and 19 exceeded the 20-boardings-per-revenue-hour corridor target, while several coverage routes also exceeded their 10-boardings-per-hour target. Regional routes productivity remains a challenges and route 40X was the best performing regional routes.
- **Reliability and customer experience** - System-level fixed-route on-time performance exceeded the 85% agency goal: Cherriots Local achieved 88.6%, improving 4.5 percentage points from FY25, and Cherriots Regional achieved 88.7%. Notably, all Cherriots Regional routes exceeded the 85% agency target.
- **Youth and fare access** - Youth access remains strategically important, with youth riders accounting for approximately **one-fourth of total ridership**. In FY26, Youth Zero Pass ridership on Cherriots Local totaled 897,244, approximately 1% below FY25 levels, indicating relative stabilization. In contrast, Cherriots Regional youth ridership declined 28%, suggesting a need for a focused outreach and further review of school, community, and regional travel patterns to better understand the factors contributing to the decline.

Umo e-fare use increased to 42.7% of Local and 39.8% of Regional trips, compared with 35.0% and 33.4% in FY25. Rising e-fare adoption shows that more riders are using convenient digital payment options.

- **Capital and technology** - 12 new battery-electric buses (BEBs) entered service, bringing the BEB fleet to 22 and supporting the District's first Zero Emissions Corridor. Fare collection replacement and maintenance software projects began in December 2025; Swiftly/HopThru pilot delivered stop-level Local ridership data; and 11 ADA bus stop improvements were completed.
- **Commuter Options** - The vanpool program received Oregon's 2025 Transportation Options Program Spotlight Award. The program supported 39 active vanpools, 215 unique riders, and 103,989 passenger trips across Marion, Polk, and Yamhill counties, with 70% average occupancy.

FY26 and beyond: District is moving in the right direction

Ridership remained stable while service availability and system reliability improved. The District achieved all safety targets, increased digital fare use, and expanded regional and weekend connections. These gains make the system more useful and dependable even where ridership growth remains modest.

Cherriots transit service is connecting communities beyond ridership: seven-day Route 80X service improves weekend access between Keizer and Woodburn; coordinated transfers with SMART and Woodburn Transit strengthen regional mobility; Route 22 now connects Corban University.

The key FY27 aspiration is converting improved reliability, access, technology, and service availability into stronger productivity and ridership. Other areas to focus include explore new funding opportunity to expand weekend service and implement short term service enhancement recommendations from the COA.

For more on these and other performance indicators, please see the [Attachment A: FY26 Annual Performance Report](#).

Financial Impact

None.

Recommendation

For information only.

Proposed Motion

None.



FISCAL YEAR 2026

ANNUAL PERFORMANCE REPORT

July 1, 2025 – JUNE 30, 2026

Fiscal Year 2026 in Review



JULY
2025

- Planning staff presented the **Bus Stop Accessibility Report** at the July Board Work Session.
- Board awarded the contract for **fare collection system replacement**

AUGUST
2025

- The **Existing Conditions Report** for the **Comprehensive Operational Analysis** was finalized.
- **East Salem Transit Center site selection** solicitation has been issued.

SEPTEMBER
2025

- District hosted four **open house** events to present the **Service Enhancement Plan** and provide residents with the opportunity to offer feedback.
- District recognized its first-ever **"Million Mile Club"** operators.

OCTOBER
2025

- District hosted a **Keizer Greeters** event to present the **Service Enhancement Plan**, during which attendees actively provided feedback.
- The **Swiftly/Hopthru** project was formally kicked off.

NOVEMBER
2025

- District was recognized with the **TO Program Spotlight Award for its Vanpool** program at the OTA Conference.

DECEMBER
2025

- Board approved the **East Salem Transit Center Site Selection** and **Title VI Analysis projects**, authorizing staff to move forward with evaluating potential locations.
- **"Fare collection system replacement"** and **"Maintenance shop software"** project kicked off.
- **10 Cherriots BEBs** entered production at Gillig and anticipated delivery in early 2026.

Fiscal Year 2026 in Review



JANUARY 2026

- District implemented a **redesign of Route 80X**, expanding service to include both Saturday and Sunday operations.
- Planning staff presented the **Regional Route 30X overview** to the Stayton City Council.
- **East Salem Transit Center Site Selection** Study was formally kicked off.

FEBRUARY 2026

- The "**Talk with a Planner**" outreach initiative was conducted to gather input from transit operators and inform service improvements.
- Board accepted **Shared Micromobility Feasibility Study** at the meeting.
- District Received **12 Battery Electric buses (BEBs)**.

MARCH 2026

- The **Fare Analysis Project** launched to explore sustainable and accessible fare strategies.
- **Stop-level ridership data** for local routes is now available in HopThru.
- Under the Group 6 bus stop improvement projects, **11 ADA bus stop improvements** have been completed.

APRIL 2026

- **East Salem Transit Center open house** was held to gather public feedback.

MAY 2026

- **East Salem Transit Center survey** data collection was completed, and topline tables and the summary report are underway.

JUNE 2026

- **Microtransit outreach initiative** was conducted to gather community input and feedback.
- **New 12 BEBs** are in service.

System Summary FY26



The table below provides a high-level summary of boardings, revenue miles, and revenue hours in Fiscal Year 2026 (FY26) compared to the same period of the previous fiscal year (FY25). Total boardings reached 3.65 million, a 0.3% increase from FY25, with Cherriots Local bus service accounting for the largest share. Revenue hours increased by 3.5% and revenue miles rose by 1.2% compared to FY25.

Key Indicators	Fixed-Route		Paratransit (LIFT)	Dial-a-Ride (Shop and Ride)	Vanpool	FY26 Total	% Change from FY25
	Local	Regional					
Total Boardings	3,318,346	118,407	105,754	4,204	103,989	3,650,700	0.3%
Percent of Total Boardings	90.9%	3.2%	2.9%	0.1%	2.8%	--	--
Revenue Miles	2,697,479	533,492	598,529	27,171	507,457	4,364,128	1.2%
Boardings per Revenue Mile	1.2	0.2	0.2	0.2	0.2	0.8	-0.8%
Revenue Hours	220,921	24,258	55,944	2,623	13,077	316,823	3.5%
Boardings per Revenue Hour	15.0	4.9	1.9	1.6	8.0	11.5	-3.1%

Service Changes Summary



LOCAL | REGIONAL | LIFT | SHOP AND RIDE

Increases:

- None

Reductions:

- None

Modifications:

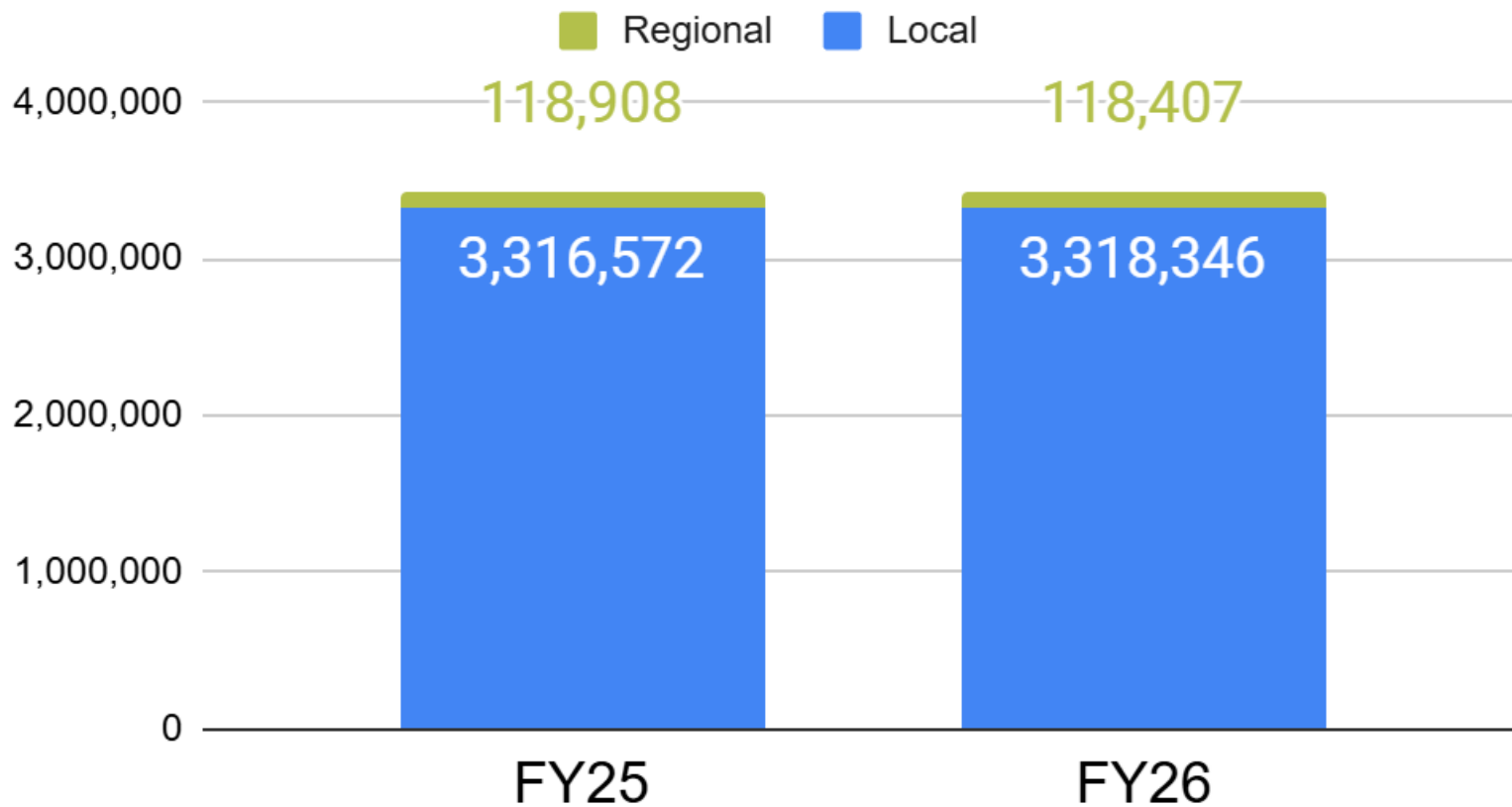
- September 2025 Service Change:
 - Route 5: The stop on Walker Rd. @ Swegle (Stop ID 1588) was updated to meet ADA requirements and resumed service, replacing the temporary stop on Swegle @ Princess (Stop ID 501), which was removed.
 - Route 9: The outbound trip served a new stop on Cherry @ Johnson (Stop ID 1991) on Cherry Ave NE near Johnson St. NE.
 - Route 14: Minor schedule adjustments were made to weekday service.
 - Route 22: Eastbound trips were adjusted to serve Corban University. A new stop on Mill Creek Dr @ Deer Park Dr (Stop ID 1990) was established on Mill Creek Dr. Eastbound trips no longer served the stop on Mill Creek Dr @ Logistics (Stop ID 1974).
 - Route 10X and 20X: A new stop on Mt. Hood Ave @ N. Pacific Hwy (Stop ID 1992) was added on the north side of Mt. Hood Ave in Woodburn. The stop was served by both Woodburn Transit routes and became a timepoint and the final outbound stop for both Cherriots Regional routes.
- January 2026 Service Change:
 - Route 17, 21, and 27: Some timepoints were adjusted throughout the day to help the routes' on time performance.
 - Route 80X: The route was renamed to Route 80X - Woodburn/Keizer Express, expanded to seven-day service, and adjusted to serve Woodburn Premium Outlets.
 - Service from Woodburn to Wilsonville was transitioned to SMART, while Woodburn Transit provided service to the new Amazon facility. Connections between SMART, Cherriots, and Woodburn Transit were made at the Woodburn Memorial Transit Center.
 - Route 30X: Stayton Park and Ride - Cascade Hwy @ Golf (Stop ID 1787) was removed from service. Outbound timepoints were adjusted to avoid the need to mark time at the State @ Capitol Bldg stop (Stop ID 707).
- January 2026 Service Change:
 - Route 6: Minor schedule adjustments were made to improve on-time performance.

Eliminations:

- None



Total Fixed-Route Boardings



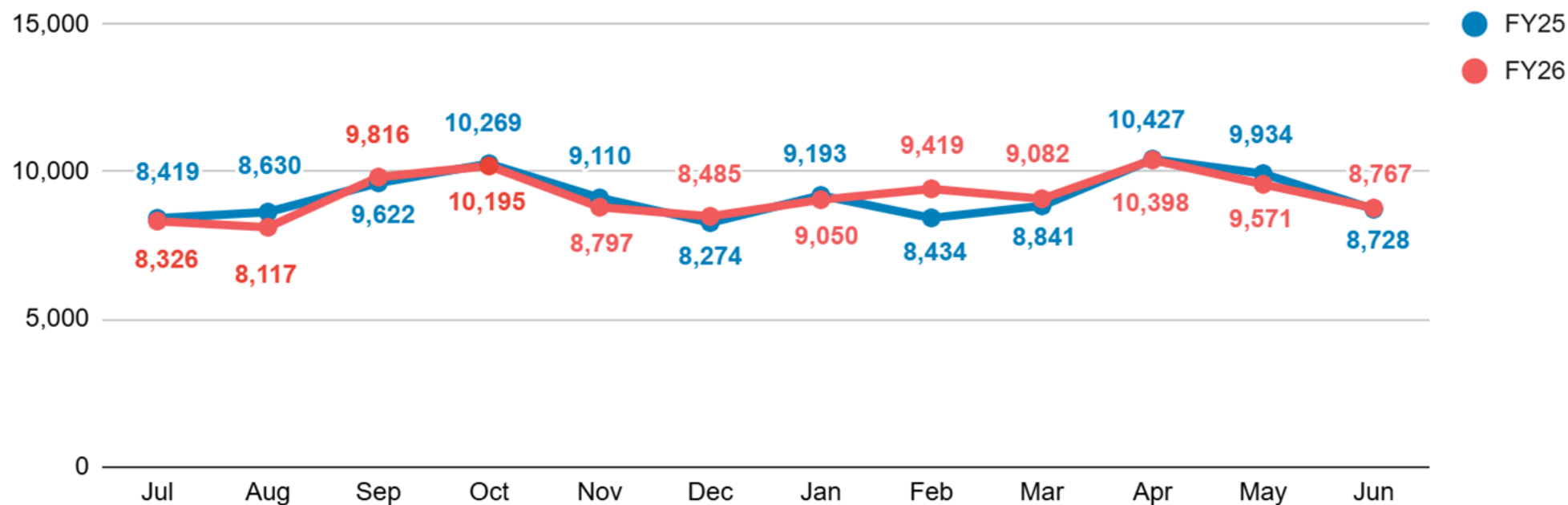
Ridership Trends FY26 | Local Average Daily Rides Per Month



Cherriots Local service ridership remained stable during FY26, with minimal variance between FY25 and FY26. In February, average daily boardings increased by roughly 11.7% year-over-year.

Local Average Daily Boardings per Month

Comparing FY25 and FY26



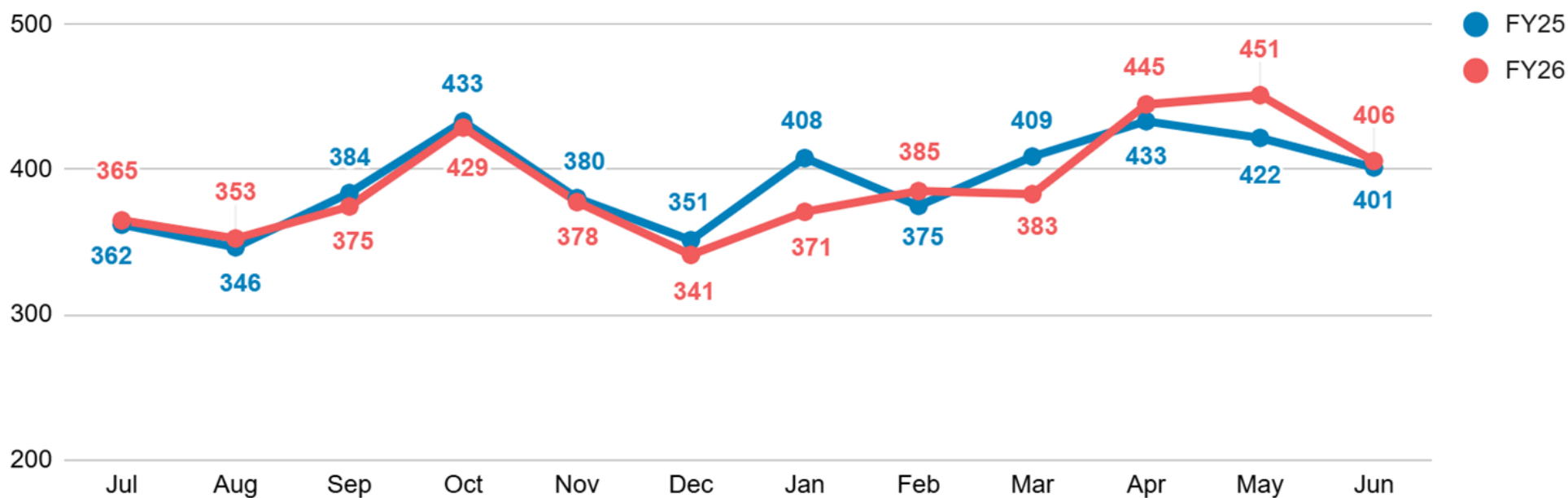
Ridership Trends FY26 | Regional Average Daily Rides Per Month



Regional ridership varied between FY25 and FY26, with average daily boardings higher in FY26 during the fourth quarter but lower during the second quarter.

Regional Average Daily Boardings per Month

Comparing FY25 and FY26



Route Productivity FY26



The District measures a route's productivity using boardings per revenue hour. Each type of route is assigned a specific target, as listed below. Once the target is exceeded, additional frequency may be considered to maintain a suitable level of passenger comfort and service for the system.

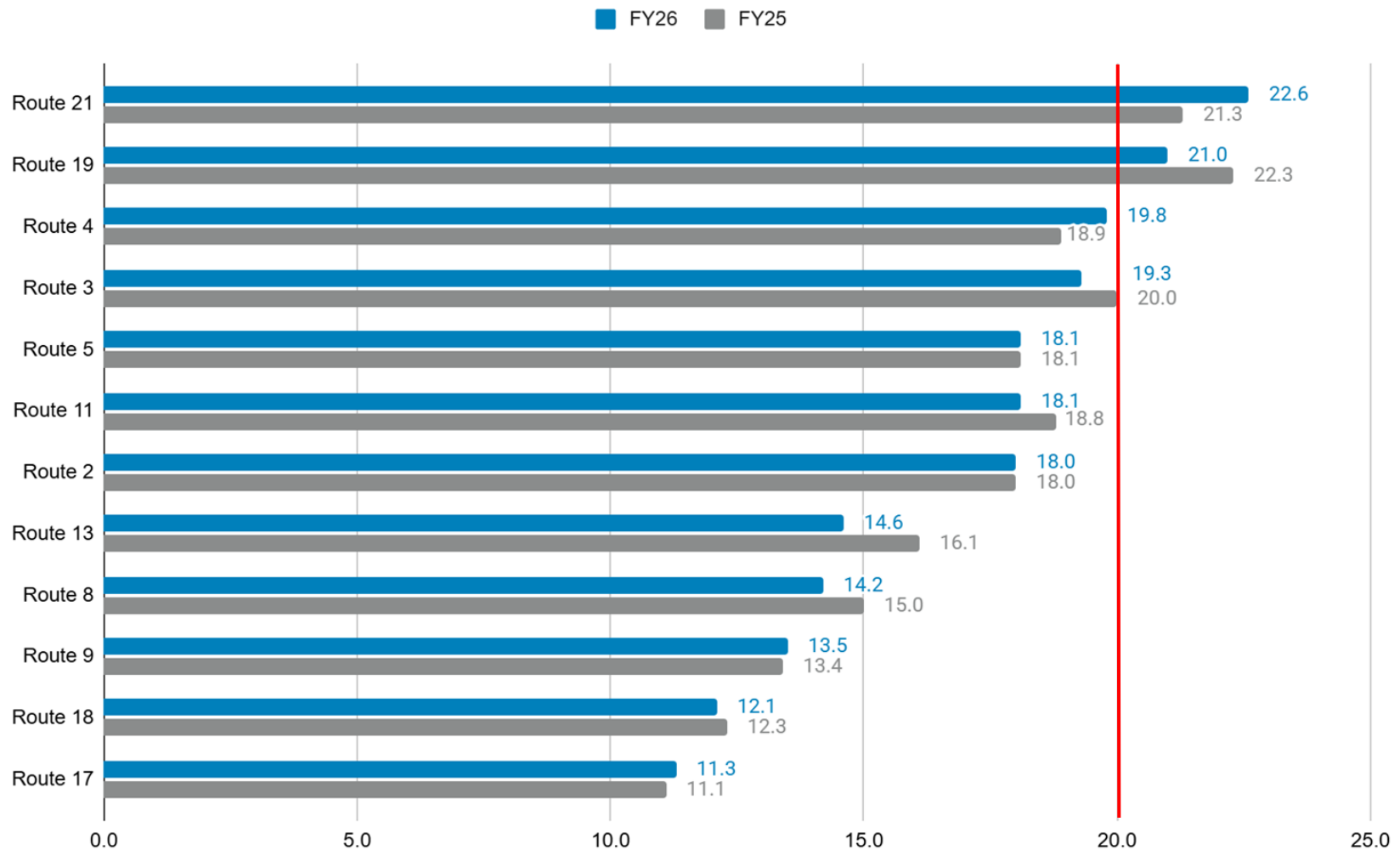
- Corridor routes – Routes that operate on major transit pathways, including the **Core Network**, that connect to areas of major growth, employment, and activity centers. They typically operate at higher frequencies than Coverage routes.
 - Target: 20 boardings per revenue hour
- Coverage routes – Routes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

Route Productivity FY26 |

Weekday Boardings per Revenue Hour
Local Bus Service - Corridor Routes



Target: 20 Boardings

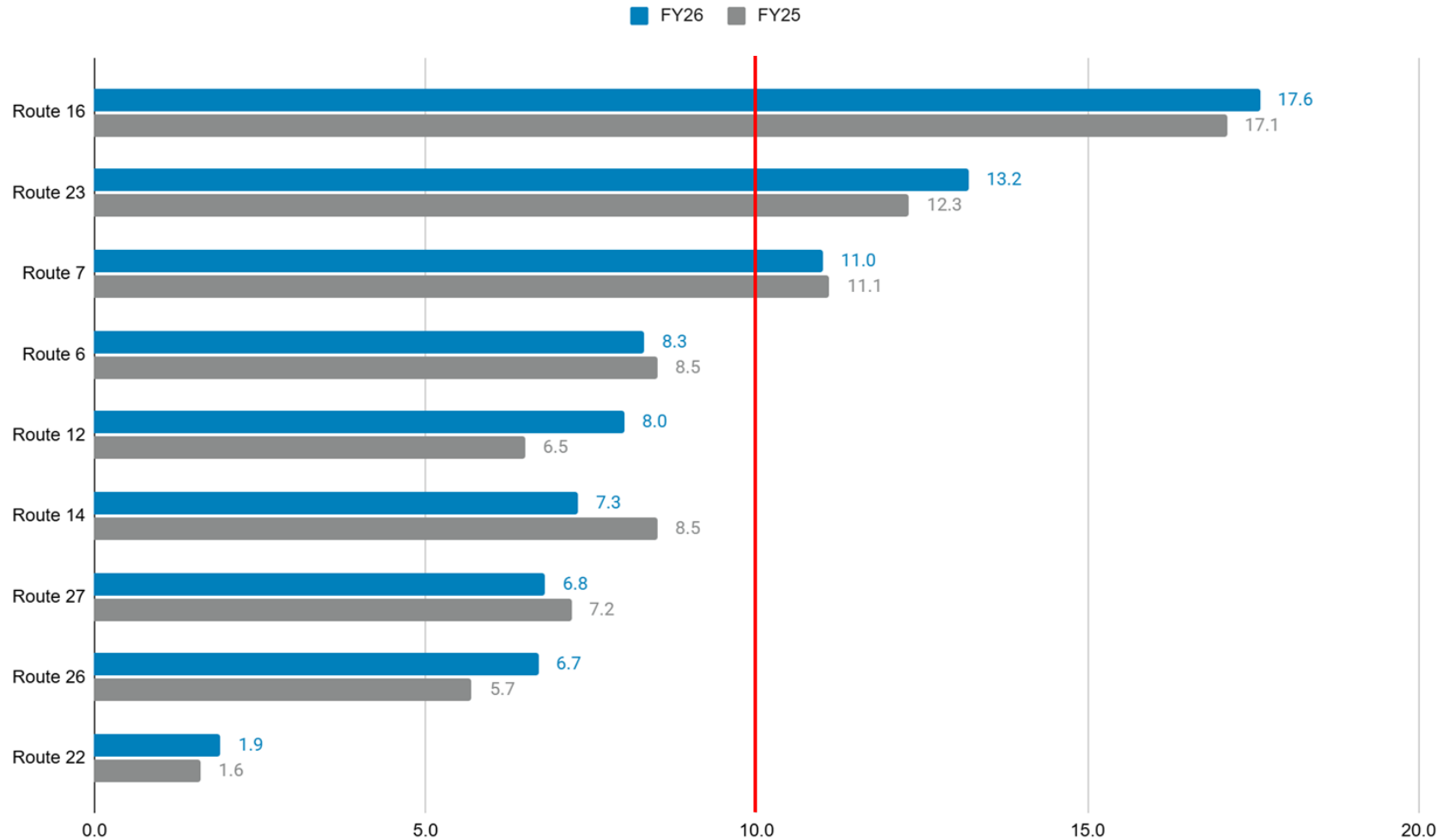


Route Productivity FY26 |

Weekday Boardings per Revenue Hour
Local Bus Service - Coverage Routes



Target: 10 Boardings

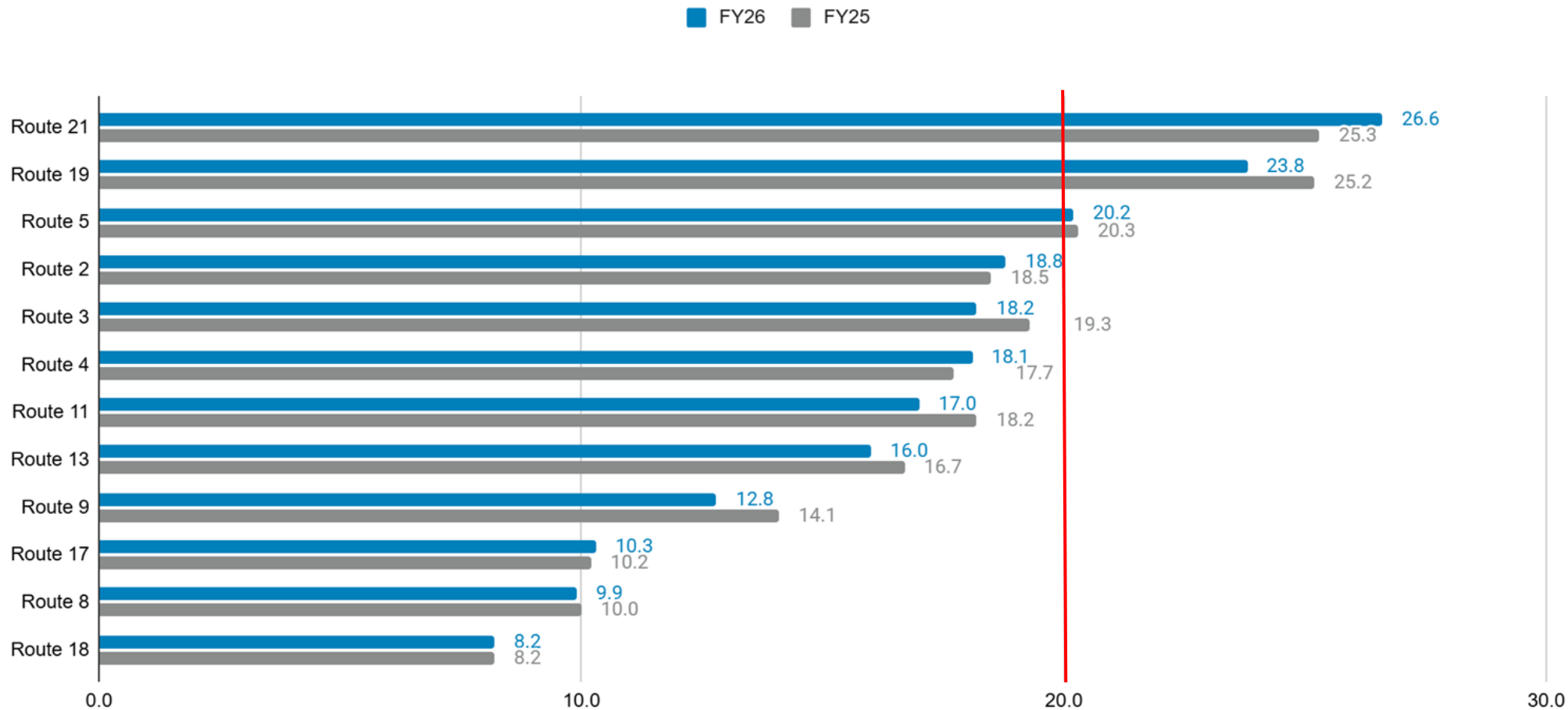


Route Productivity FY26 |

Saturday Boardings per Revenue Hour
Local Bus Service - Corridor Routes



Target: 20 Boardings

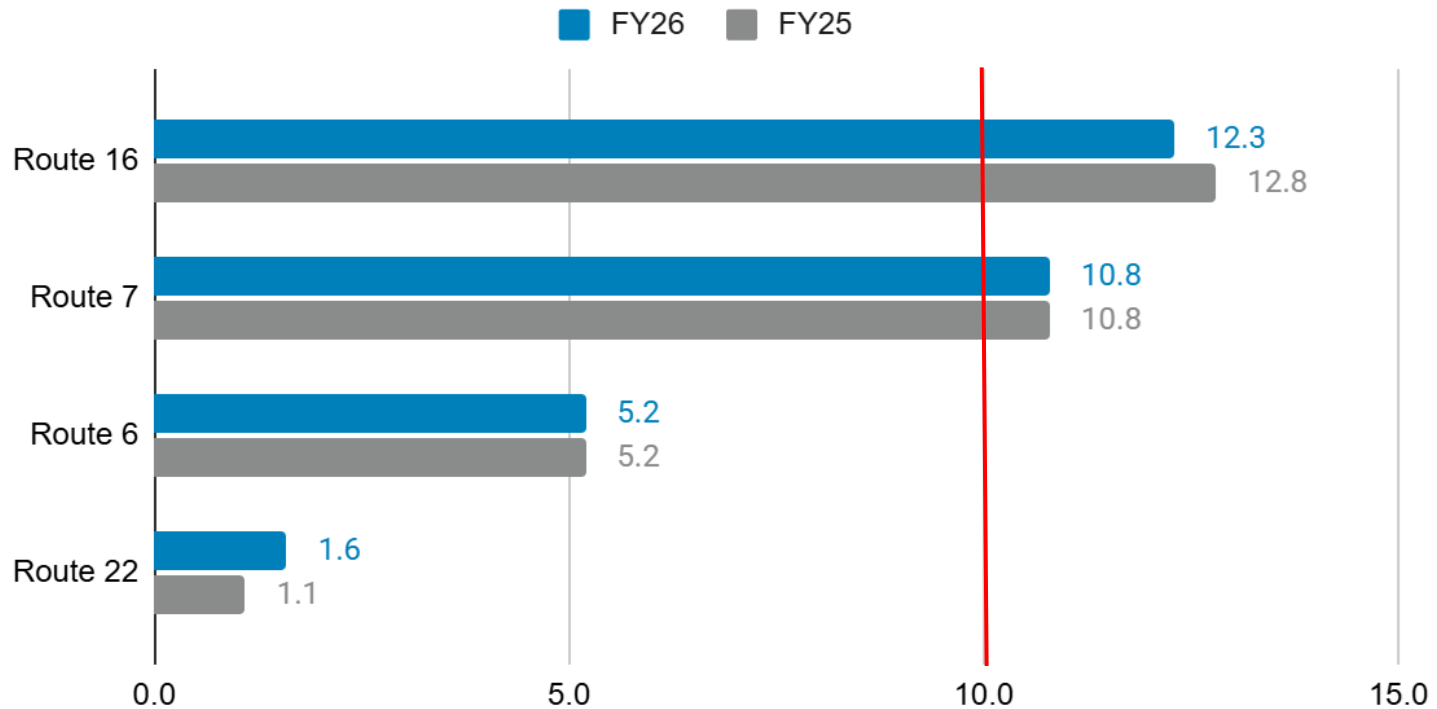


Route Productivity FY26 |

Saturday Boardings per Revenue Hour
Local Bus Service - Coverage Routes



Target: 10 Boardings

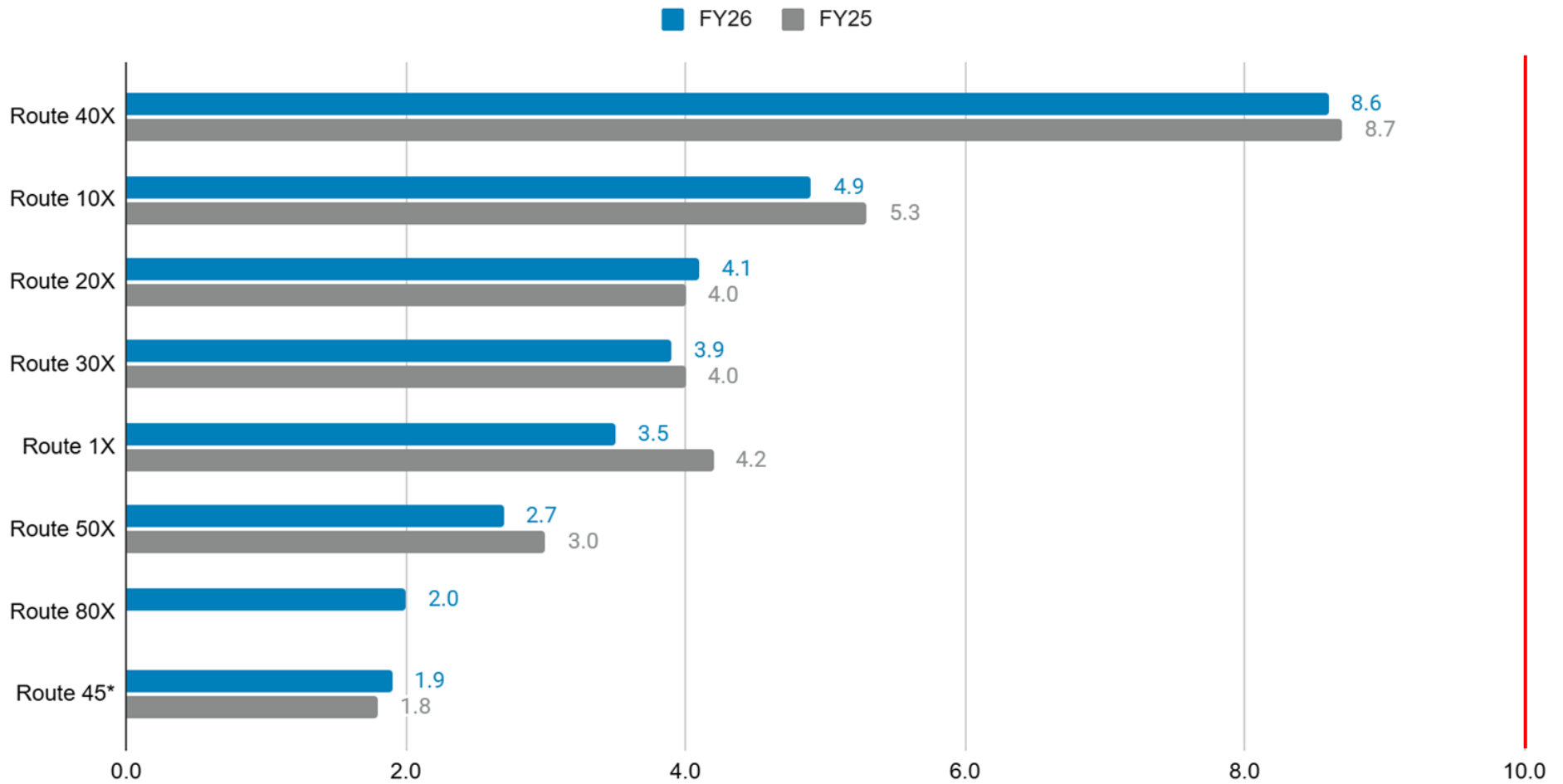


Route Productivity FY26 |

Weekday Boardings per Revenue Hour
Regional Bus Service



Target: 10 Boardings (*Target: 5 Boardings)

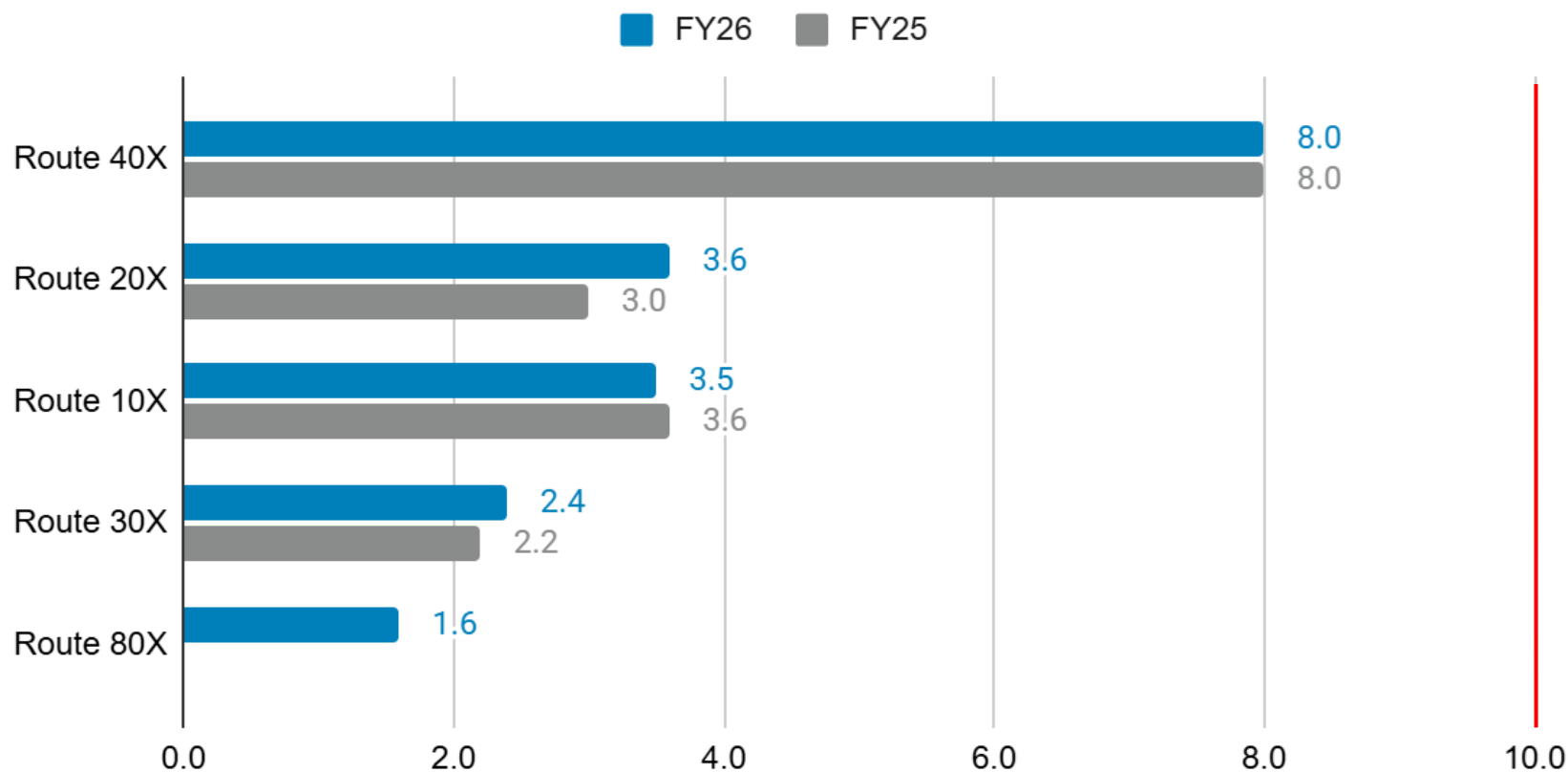


Route Productivity FY26 |

Saturday Boardings per Revenue Hour
Regional Bus Service



Target: 10 Boardings

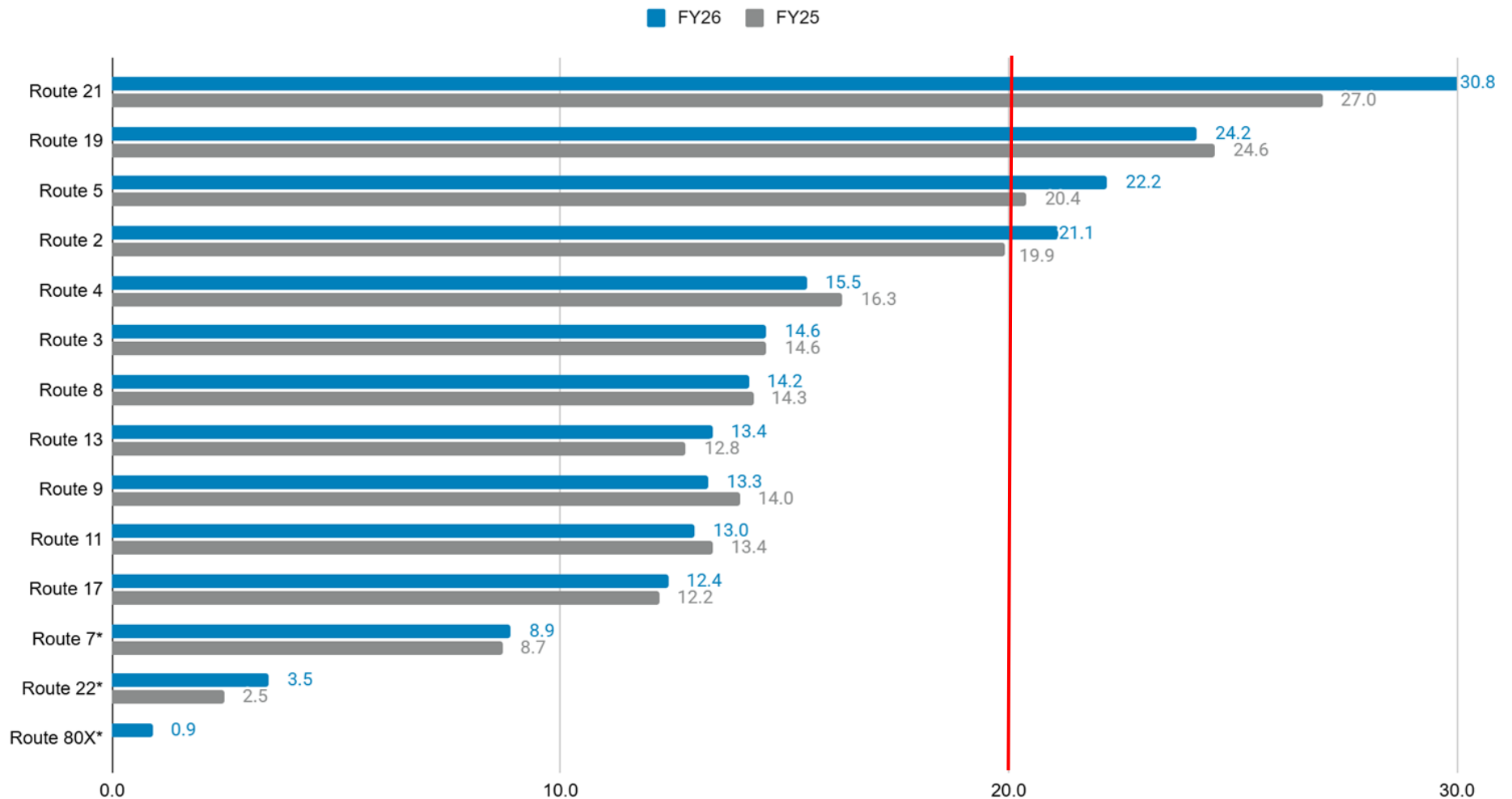


Route Productivity FY26 |

Sunday Boardings per Revenue Hour
Local Bus Service - All Routes



Target: 20 Boardings (*Target: 10 Boardings)

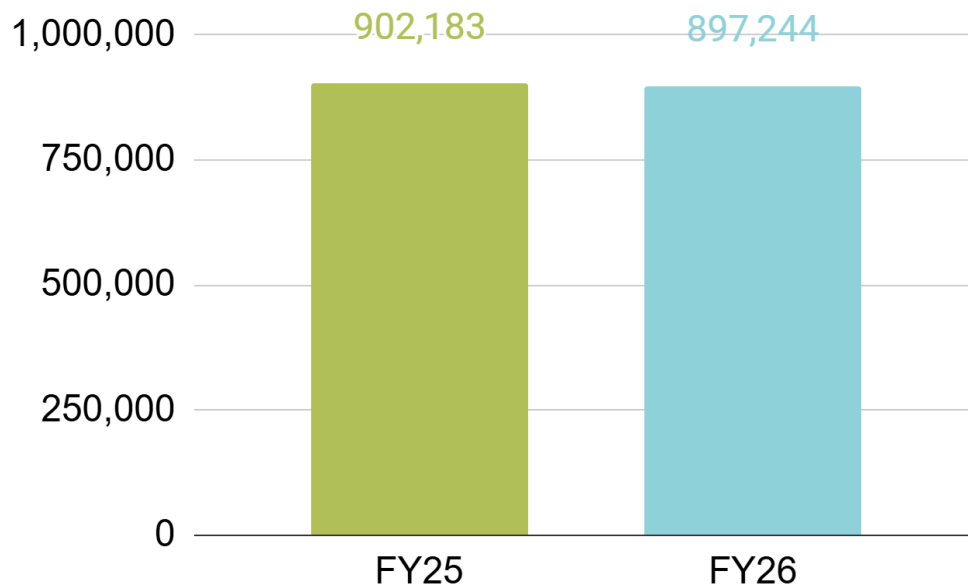


Snapshot of Youth Zero Pass Program FY26

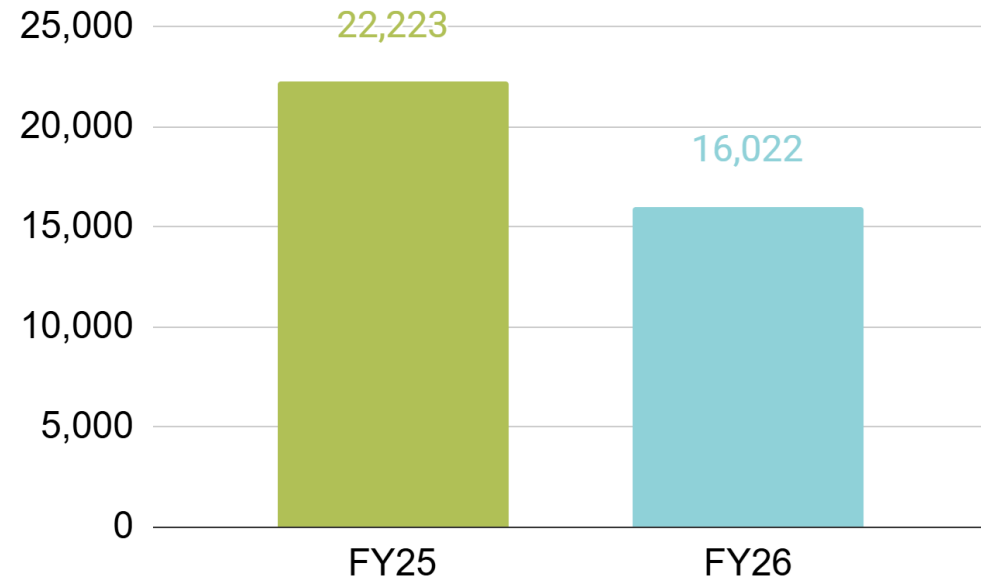


Cherriots provides rides to youth ages zero to 18 at no cost to them. In FY26, youth ridership reached 897,244 on Cherriots Local buses and 902,183 on Cherriots Regional buses. Compared to FY25, youth ridership declined on both services, with an 1% decrease on Cherriots Local and a 28% decrease on Cherriots Regional. The program will cultivate the next generation of Cherriots riders, ensuring future growth and sustainability.

FY26 YOUTH RIDERSHIP CHERRIOTS LOCAL



FY26 YOUTH RIDERSHIP CHERRIOTS REGIONAL



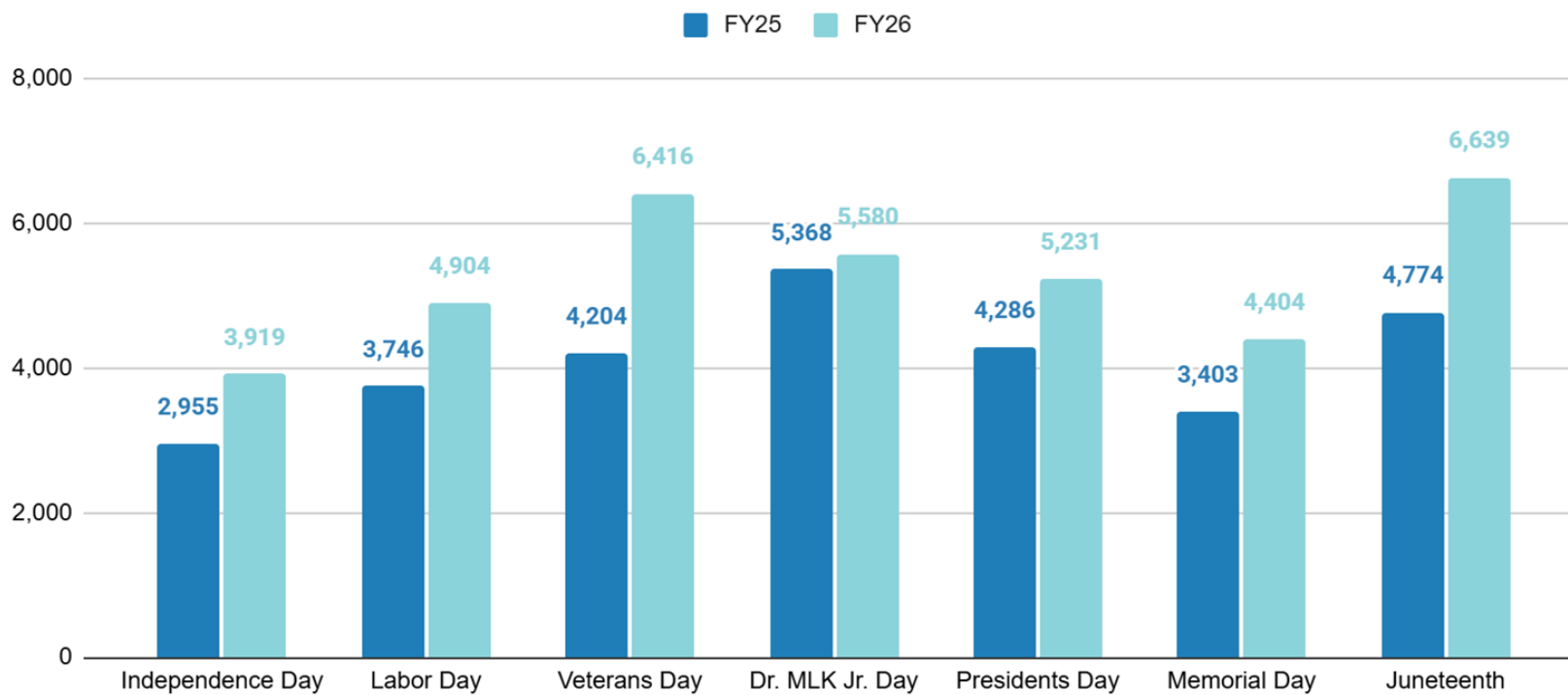
Holiday Service Ridership FY26



Holiday service began in 2021 as part of the A Better Cherriots service change plan made possible by the Statewide Transportation Improvement Fund. Holiday service in FY26 provided a total of 37,093 rides across the seven different days. Beginning in FY26 Q1, most holidays have operated at the Saturday service level, compared to the Sunday service level in the prior year. Dr. MLK Jr. Day has consistently operated at the Saturday service level. As a result, holiday ridership increased across all holidays compared to FY25, with 8,357 additional boardings.

Total Holiday Boardings

Holidays have been operating at the Saturday service level since FY26 Q1.





On-time performance (OTP) measures how closely a bus adheres to its schedule. It is measured only at bus stops with scheduled departure times, known as timepoints. There are three categories of OTP:

- **Early** - when a bus departs from a time point anytime before the scheduled time.
Goal: 0%
- **On time** - when a bus departs from a time point anywhere between 0 to 5 minutes after the scheduled time.
Goal: 85% or higher
- **Late** - when a bus departs from a time point more than 5 minutes after the scheduled time.
Goal: 15% or lower

On-time Performance | FY26 System Level OTP



In FY26, the Cherriots Local system achieved 88.6% on-time performance, exceeding the 85% target and improving 4.5 percentage points from FY25. Late departures were 7.8%, and early departures decreased to 3.6% from 8.6%. The Cherriots Regional system achieved 88.7% on-time performance, 3.7 points above target, with only 6.6% late and 4.7% early departures.

FY26 Local OTP



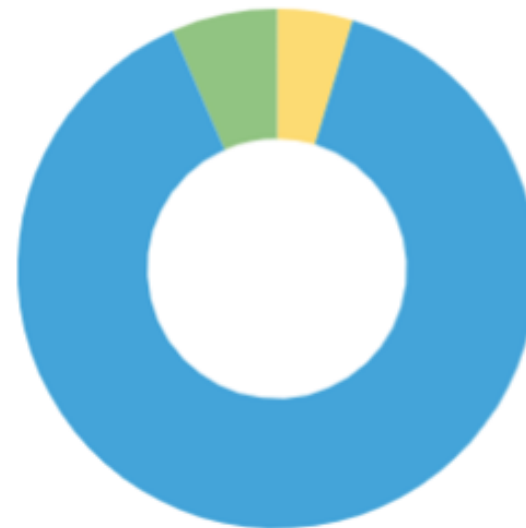
● Early:3.6%
● On-Time:88.6%
● Late:7.8%

FY25 Local OTP



● Early:8.6%
● On-Time:84.1%
● Late:7.3%

FY26 Regional OTP



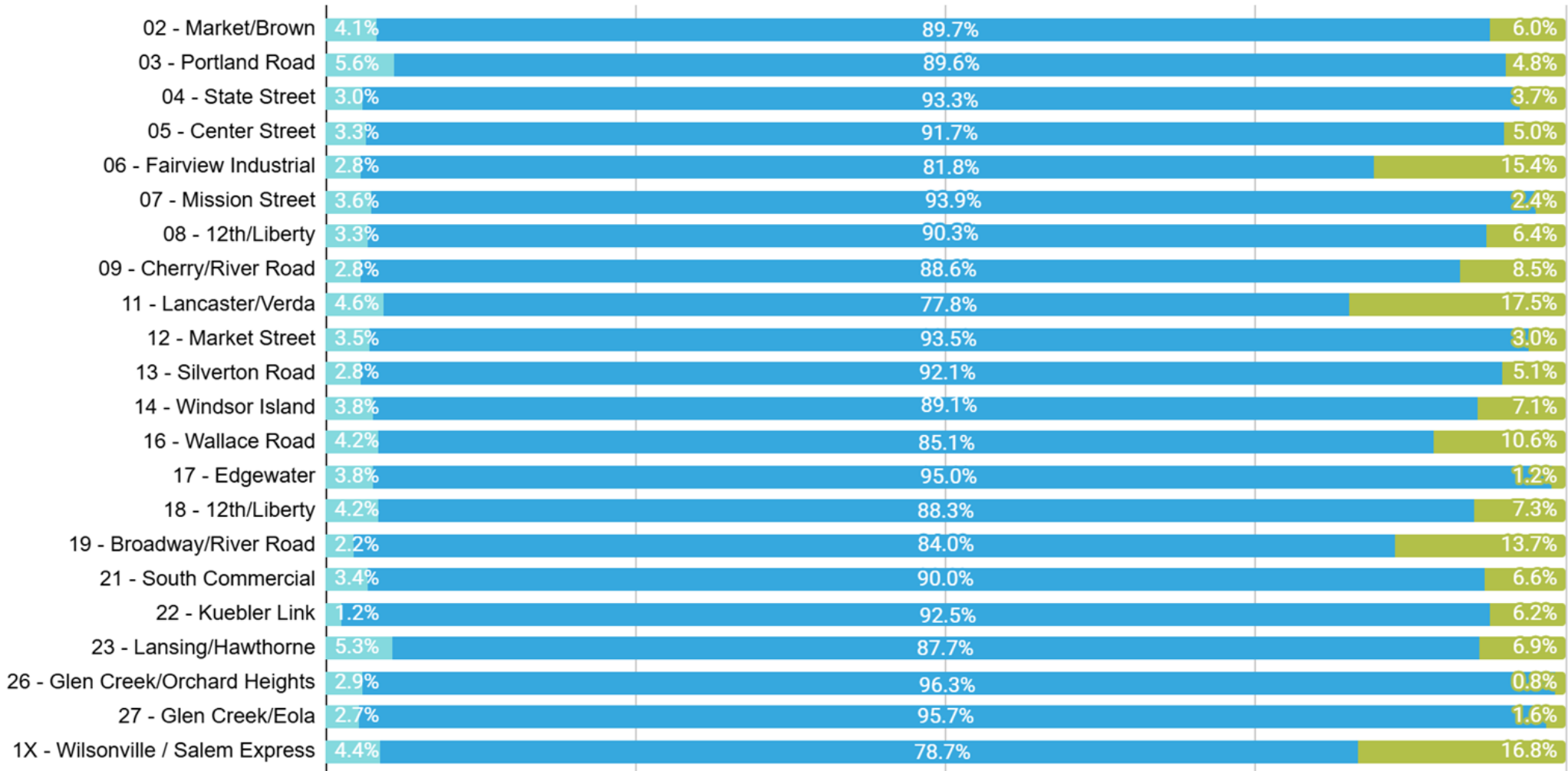
● Early:4.7%
● On-Time:88.7%
● Late:6.6%

On-time Performance |

FY26 Route Level OTP for Cherriots Local



Early On-Time Late

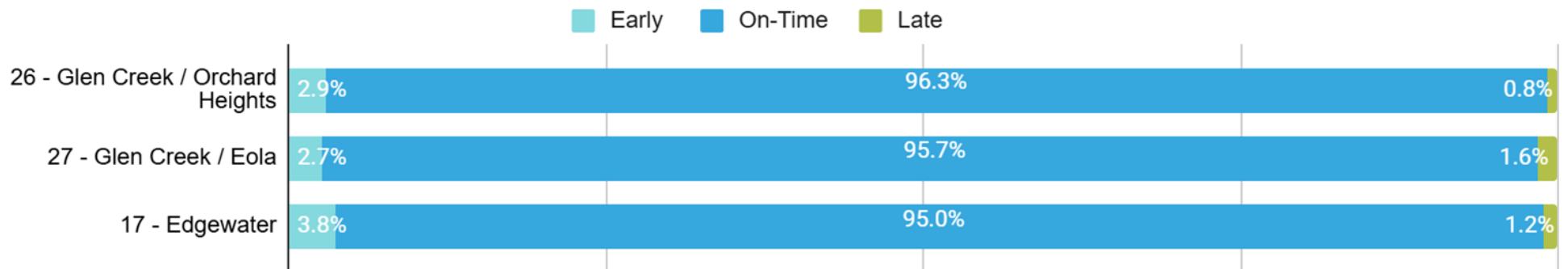


On-time Performance |

FY26 Route Level OTP for Cherriots Local

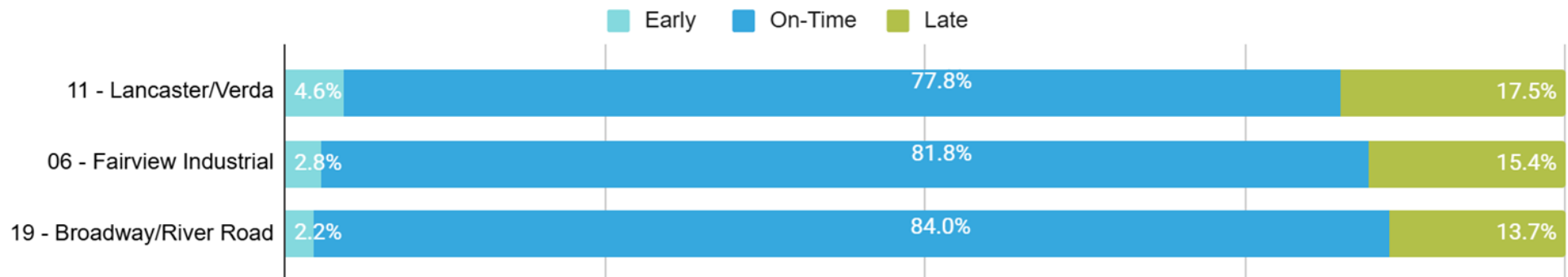


The top three performing Cherriots Local routes in FY26 were Route 26 Glen Creek/Orchard Heights ; Route 27 Glen Creek / Eola; and Route 17 Edgewater.



The bottom three performing Cherriots Local routes in FY26 were Route 11 Lancaster / Verda; Route 6 Fairview Industrial; and Route 19 Broadway/River Road. Although on-time performance (OTP) on these routes remained below target, each showed improvement compared to FY25. Specifically, OTP increased by 1.8 percentage points on Route 11, 1.8 percentage points on Route 6, and 2.0 percentage points on Route 19. These gains indicate progress, and continued efforts are needed to further reduce early and late departures.

*Route 1X is excluded, as it operates as a local commuter express route.

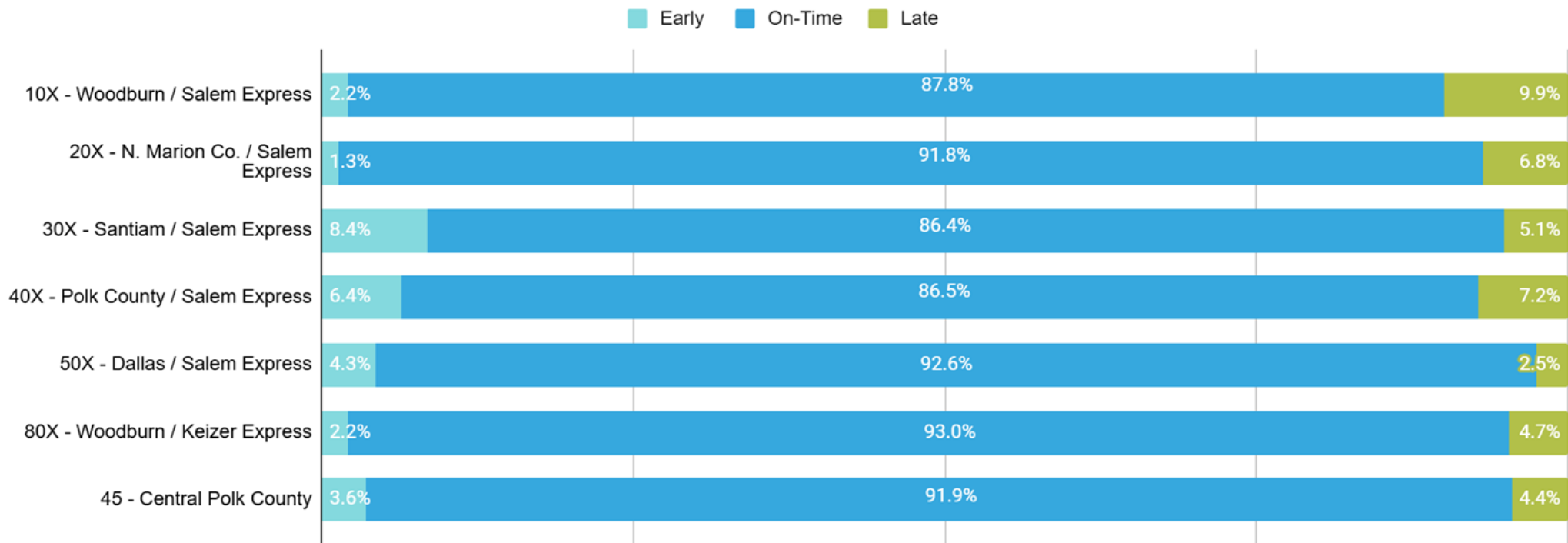


On-time Performance |

FY26 Route Level OTP for Cherriots Regional



In FY26, on-time performance across Cherriots Regional routes showed limited variation, with all routes exceeding the 85% target. Route 80X Woodburn/Keizer Express had the highest performance at 93.0%, while Route 30X Santiam/Salem Express had the lowest at 86.4%.



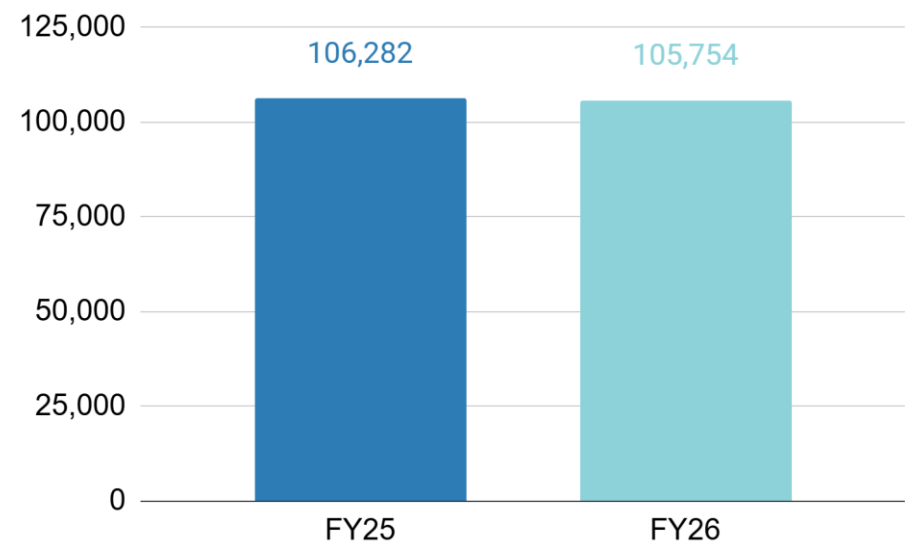
Cherriots LIFT Trends: FY26



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

The table below presents Key Performance Indicators (KPIs) for FY26. LIFT rides per revenue hour were 2.11, below the target of 2.75. LIFT achieved a high OTP of 90%, close to the 91% target. All other performance goals were met or exceeded, and riders awarded LIFT an exceptional average satisfaction rating of 4.8 out of 5.0.

Total LIFT Boardings



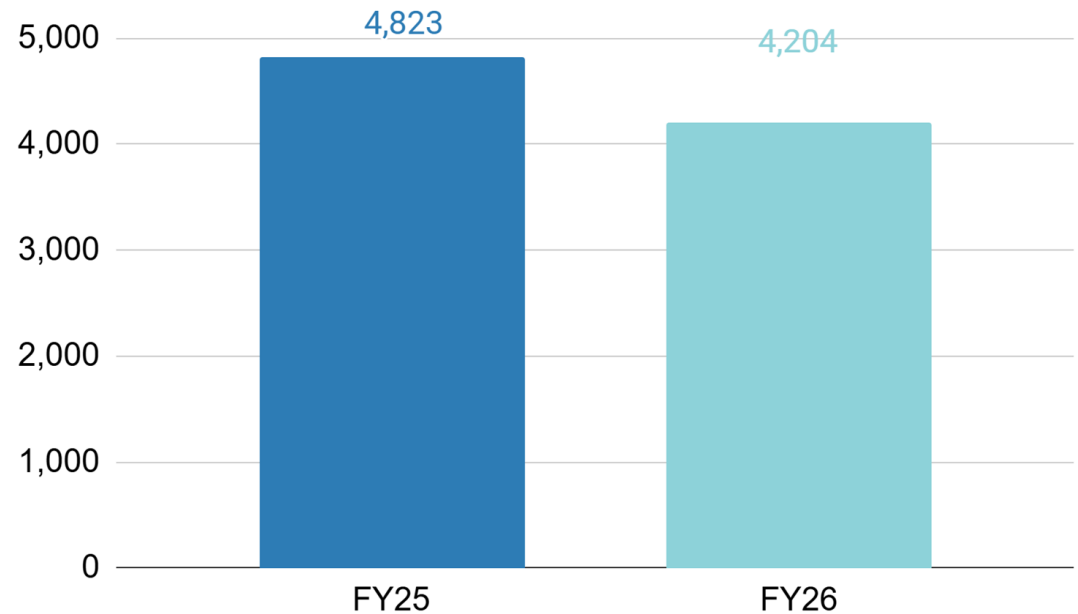
Cherriots LIFT - Key Performance Indicators	On-Time Performance (Goal: 91%)	Rides/Rev Hr (Goal: 2.75)	ADA Trips Denied (Goal: 0)	Complaints / 1,000 trips (Goal: < 2)	ADA Complaints (Goal: 0)	% Rides < 60 minutes (Goal: 75%)	Shared Rides Rate	Average Ride Rating
FY26	90%	2.11	0	1.02	0	100%	61%	4.8

Cherriots Shop and Ride Trends: FY26



Seniors and people with disabilities who don't qualify for Cherriots LIFT complementary paratransit service can rely on Cherriots Shop and Ride, which is a door to door dial-a-ride service that can be used for shopping, appointments, and more. These trips require a reservation made through the Cherriots Call Center, and it only runs Monday through Friday from 8:00 a.m. to 5:00 p.m. Trips are not guaranteed on Cherriots Shop and Ride as they are on Cherriots LIFT. Shop and Ride ridership in FY26 was slightly below the level observed in FY25.

Total Shop and Ride Boardings



Snapshot of Customer Engagement: FY26



Cherriots Call Center provides a world class customer experience for LIFT, Shop and Ride, and Regional deviated-fixed route (Route 45) customers. As shown in the table below, the Call Center is meeting or exceeding most customer experience goals. The only exception was Shop and Ride average call length, which slightly exceeded the three-minute target.

Cherriots Call Center - Key Performance Indicators	Total calls received	% Calls Answered in < 3 minutes (Goal: 97%)	% Calls Answered in < 5 minutes (Goal: 100%)
FY26	44,827	98%	100%

Cherriots Call Center KPIs by Service			
Service	Avg Speed of Answer (Goal: < 3 minutes)	Avg hold time (Goal: < 3 minutes)	Length of Call (Goal: < 3 minutes)
Shop and Ride	23 seconds	3 seconds	3:17
LIFT	22 seconds	3 seconds	2:39

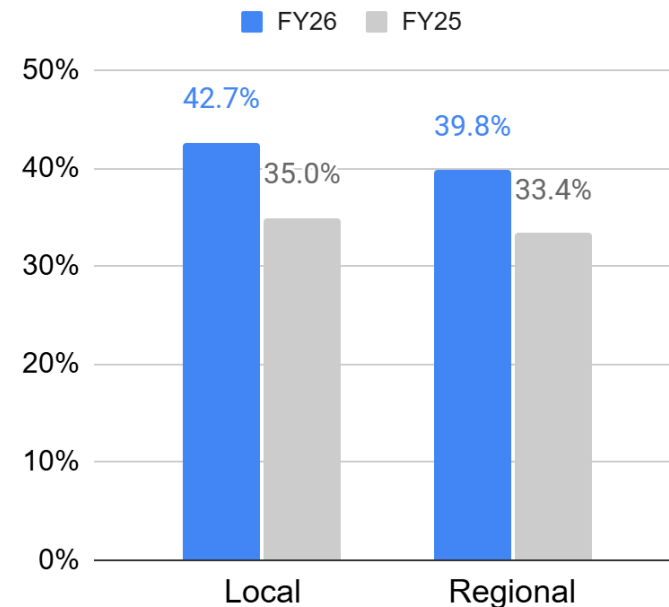
Snapshot of Marketing Engagement



Cherriots launched Umo, a reloadable electronic fare payment system, in August 2023. Rider adoption continues to grow as the system is promoted across the service area. In FY26, Umo was used for 42.7% of local bus trips and 39.8% of regional trips, up from 35.0% and 33.4% in FY25, reflecting the success of staff-driven outreach efforts.

Cherriots actively promoted its services and events through social media during FY26, using platforms such as Facebook, Instagram, LinkedIn, and X. A total of 1,170 posts were published, reaching 1,148,034 impressions and generating 4.64% engagement rate—including likes, comments, and shares. These outreach efforts help increase public awareness of Cherriots services and strengthen community connection.

E-fare Trip Percentage



FY26 Social Media Engagement Metrics			
	Posts	Impressions	Engagement Rate
Q1	216	222,671	5.60%
Q2	319	317,126	3.40%
Q3	249	257,171	4.07%
Q4	386	351,066	5.48%
Total	1,170	1,148,034	4.64%

Snapshot of Vanpool Program: FY26



The Cherriots Commuter Options (CO) program organizes and subsidizes vanpools for individuals with similar commuting patterns. These vanpools are available to groups of employees who work together or travel similar routes regularly. Eligible groups can apply to receive a van for daily use through the CO program. Cherriots staff provide training, rider support, and access to the Guaranteed Ride Home program to ensure reliable service.

Vanpools qualify for subsidies if the worksite is located within the CO program's service area (Polk, Marion, or Yamhill County). In FY26, Cherriots supports and subsidizes 39 active vanpools, serving a total of 215 commuters across Polk, Marion, and Yamhill counties. Vanpool participants represent a diverse range of industry sectors, including agriculture, industrial trades, and federal government. In FY26, Cherriots provided \$255,128 in subsidies, covering approximately 39% of the total operating cost per vanpool.

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

FY26 Vanpool Performance Metrics	
Max Operating Vanpools	39
# of Unique Riders	215
# of Passenger Trips	103,989
Vehicle Revenue Miles	507,457
Vehicle Revenue Hours	13,077
Average Occupancy Rate	70%
Percentage of Subsidy per Vanpool (Goal is less than 50%)	39%

Safety and Reliability Trends: FY26



Safe and reliable service is important for Cherriots to deliver and for customers to experience. Two measures used to evaluate the safety and reliability of Cherriots services are the frequency of mechanical failures resulting in a road call (i.e., while the bus is in service) and the frequency of preventable bus collisions. Cherriots services met or exceeded performance targets across all measures in FY26, demonstrating strong overall safety and reliability performance.

Preventable Accidents per 100,000 Miles Traveled (Goal: < 2 per 100,000 miles)

Service	FY26 Total Preventable Accidents	FY26 Total Miles*	FY26 Preventable Bus Collisions per 100,000 Miles
Local	32	2,833,054	1.13
LIFT	8	596,526	1.34
Shop and Ride	0	27,167	N/A**
Regional	8	533,462	1.50

*Local = Total Revenue Miles + Deadhead Miles. Other services = Total Revenue Miles.

**Total miles did not exceed 100,000; calculation is not applicable.

Road Calls per 10,000 Miles Traveled (Goal: < 1 per 10,000 miles)

Service	FY26 Count of Road Calls	FY26 Vehicle Miles Traveled	FY26 Road Calls per 10,000 Miles
Local	210	2,965,027	0.71
LIFT	24	671,819	0.36
Shop and Ride	0	37,850	N/A**
Regional	26	635,462	0.41

**Total miles did not exceed 100,000; calculation is not applicable.

Preventive Maintenance and Major Bus Cleanings: FY26



Additional factors contributing to the reliability and safety of Cherriots services are preventive maintenance (PM) inspections and clean buses. Cherriots goal for completing PM inspections on time and cleaning all available Local buses each month is 100%. In FY26, all Regional and Shop & Ride buses were inspected on time, while one Local bus and one LIFT bus missed the inspection target. Additionally, 777 local buses scheduled for cleaning were completed, resulting in a 95.3% completion rate.

FY26 Preventive Maintenance Inspections On-time Performance (Goal: 100%)			
Service	# Completed	# Completed Outside Limits	Percent On-time
Local	511	1	99.8%
LIFT	117	1	99.1%
Shop and Ride	6	0	100.0%
Regional	107	0	100.0%

FY26 Major Bus Cleanings* (Goal: 100%)			
Service	Total # of Buses Available**	Total # of Cleanings Completed	Percent Completed
Local	815	777	95.3%
<i>*This metric is only tracked for Cherriots Local buses.</i>			
<i>**Anywhere from 60 to 66 buses were available to clean every 30 days</i>			

Battery Electric Bus Trends: FY26



The Battery Electric Bus (BEB) fleet has been introduced on Route 11 Lancaster / Verda to create Cherriots first Zero Emissions Corridor. The BEB fleet initially included 10 buses and expanded with 12 additional buses entering service in June 2026, bringing the total to 22 BEBs. In the fiscal year 2026, the fleet of battery-electric buses (BEBs) collectively traveled 326,216 miles. On average, each battery-electric bus traveled 69 miles per day, reflecting stable utilization levels throughout the year. The average regeneration rate for the BEBs was 34.8%, exceeding the typical range of 10%–30%. The average fuel economy for this quarter was 2.20 kWh per mile, which reflects strong energy efficiency and is well within the expected performance range (typically 1.5–2.5 kWh/mi).

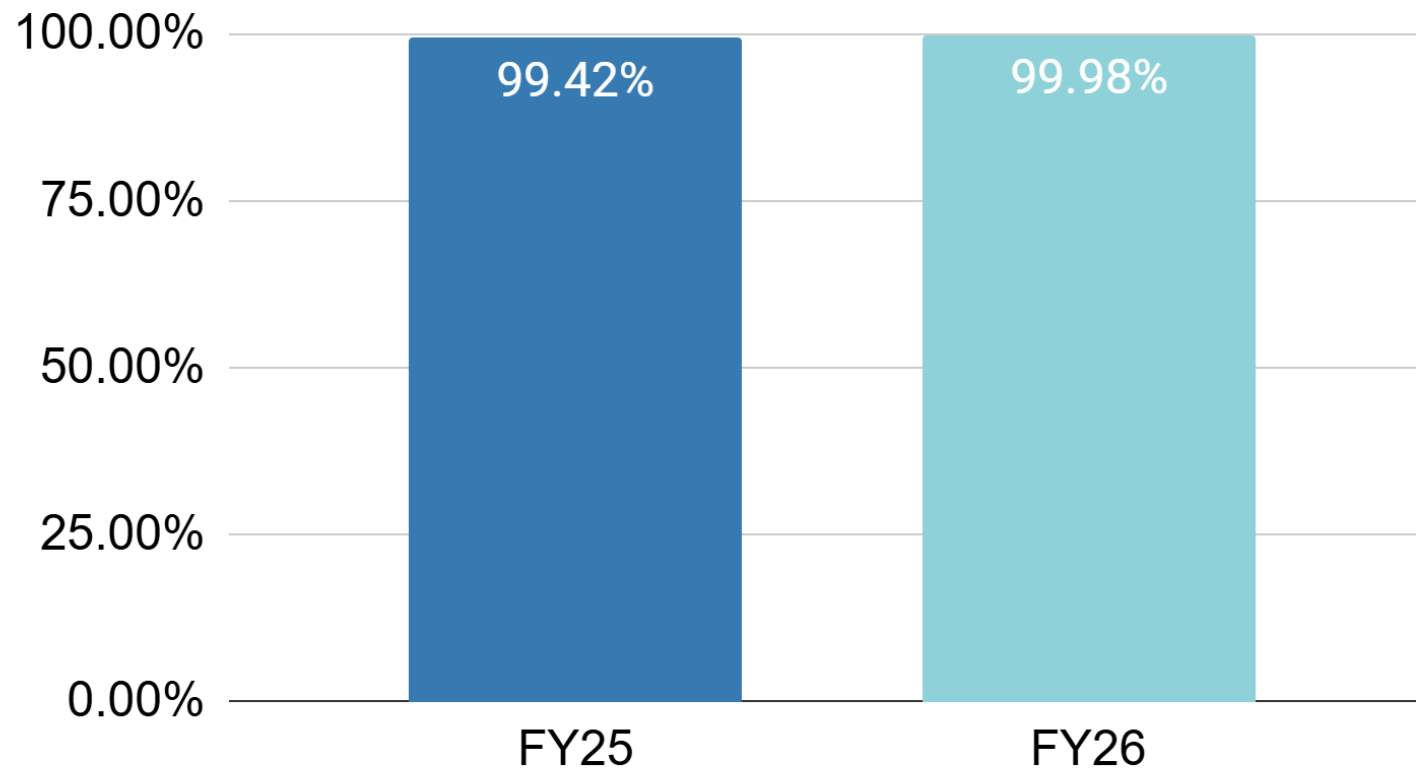
FY26 BEB Performance Metrics	
Total Distance Driven (mile)	326,216
Average Distance Traveled per Bus per Day (mi/day)	69
Average Regeneration Rate	34.8%
Average Fuel Economy (kWh/mi)	2.20

Local Service Delivery Performance: FY26



In FY26, the planned vehicle revenue hours for Cherriots Local service amounted to 54,014, with actual vehicle revenue hours recorded at 220,921, representing 99.98 percent of the planned Local service. The result is higher than the 99.42 percent achieved in FY25. This indicates consistent and reliable service delivery performance in FY26.

Percentage of Scheduled Service Delivered



Appendix A. FY26 Data Tables



Cherriots Quarterly Performance Report for FY 26 (July 2025 - June 2026)

Route	On-Time Performance (OTP)	Ridership / Revenue Hour	Ridership	Weekdays			Ridership / Revenue Hour	Ridership	Saturday			Ridership / Revenue Hour	Ridership	Sunday			Preventable Accidents per 100K miles (Target: <2)	Roadcalls per 10K miles (Target: <1)
				Changes from FY 25 to FY 26					Changes from FY 25 to FY 26					Changes from FY 25 to FY 26				
				Revenue Hour	Ridership / Revenue Hour	Ridership			Revenue Hour	Ridership / Revenue Hour	Ridership			Revenue Hour	Ridership / Revenue Hour	Ridership		
LOCAL BUS SERVICE																		
2 - Market / Brown	89.69%	18.0	272,914	1.2%	0.1%	1.4%	18.8	26,774	0.6%	1.5%	2.1%	21.1	14,267	0.0%	5.9%	5.9%	1.13	0.71
3 - Portland Road	89.61%	19.3	156,840	0.8%	-3.6%	-2.8%	18.2	14,205	0.0%	-5.6%	-5.6%	14.6	9,841	0.0%	-0.3%	-0.3%		
4 - State Street	93.28%	19.8	164,821	0.8%	4.9%	5.8%	18.1	14,402	0.0%	2.2%	2.2%	15.5	10,767	0.0%	-4.8%	-4.8%		
5 - Center Street	91.67%	18.1	268,277	1.2%	0.2%	1.5%	20.2	28,782	0.5%	-0.8%	-0.3%	22.2	15,018	0.0%	9.0%	9.0%		
6 - Fairview Industrial	81.82%	8.3	48,157	2.9%	-2.1%	0.7%	5.2	5,711	0.0%	0.1%	0.1%							
7 - Mission Street	93.92%	11.0	68,643	0.8%	-0.6%	0.3%	10.8	8,185	0.4%	0.4%	0.8%	8.9	5,760	0.0%	1.8%	1.8%		
8 - 12th / Liberty	90.30%	14.2	93,985	1.5%	-5.4%	-4.0%	9.9	11,273	0.9%	-1.0%	-0.2%	14.2	9,625	0.0%	-0.7%	-0.7%		
9 - Cherry / River Road	88.63%	13.5	105,086	0.8%	0.3%	1.1%	12.8	10,265	-0.1%	-9.6%	-9.7%	13.3	9,289	-0.1%	-5.2%	-5.3%		
11 - Lancaster / Verda	77.80%	18.1	496,024	-0.3%	-3.7%	-4.0%	17.0	48,610	-0.8%	-6.3%	-7.0%	13.0	33,401	-0.9%	-3.5%	-4.4%		
12 - Hayesville Drive	93.49%	8.0	29,787	0.7%	23.5%	24.3%												
13 - Silverton Road	92.08%	14.6	119,286	0.7%	-9.3%	-8.7%	16.0	11,451	1.4%	-3.7%	-2.3%	13.4	8,870	0.0%	4.3%	4.3%		
14 - Windsor Island Road	89.09%	7.3	27,735	0.5%	-15.1%	-14.6%												
16 - Wallace Road	85.14%	17.6	44,963	2.0%	2.9%	4.9%	12.3	5,582	0.0%	-3.7%	-3.7%							
17 - Edgewater Street	95.02%	11.3	147,924	1.3%	1.9%	3.2%	10.3	14,444	0.7%	1.2%	1.9%	12.4	8,401	0.0%	1.6%	1.6%		
18 - 12th / Liberty	88.32%	12.1	79,393	2.7%	-1.1%	1.6%	8.2	9,276	0.0%	-0.6%	-0.6%							
19 - Broadway / River Road	83.99%	21.0	303,431	1.3%	-5.9%	-4.7%	23.8	33,096	0.2%	-5.5%	-5.3%	24.2	16,349	-0.1%	-1.6%	-1.7%		
21 - South Commercial	89.95%	22.6	332,759	1.2%	6.5%	7.8%	26.6	36,984	0.3%	5.0%	5.3%	30.8	20,817	0.0%	13.9%	13.9%		
22 - Kuebler Link	92.51%	1.9	23,867	2.1%	21.5%	24.0%	1.6	3,519	-0.1%	39.2%	39.1%	3.5	2,338	0.3%	42.9%	43.3%		
23 - Lansing / Hawthorne	87.68%	13.2	49,265	0.6%	6.8%	7.4%												
26 - Glen Creek / Orchard Heights	96.27%	6.7	13,074	0.7%	16.6%	17.4%												
27 - Glen Creek / Eola	95.66%	6.8	14,290	0.6%	-5.2%	-4.6%												
Total	88.59%	15.3	2,860,521	1.0%	-0.9%	0.2%	14.3	282,559	1.0%	-2.4%	-1.4%	15.4	164,743	-0.2%	2.0%	1.8%		
LOCAL COMMUTER EXPRESS ROUTE																		
1X - Wilsonville / Salem Express	78.69%	3.5	10,523	0.6%	-16.7%	-16.2%											1.50	0.41
Cherriots Local Totals	88.55%	15.1	2,871,044	1.0%	-0.9%	0.1%	14.3	282,559	1.0%	-2.4%	-1.4%	15.4	164,743	-0.2%	2.0%	1.8%		
REGIONAL SERVICE																		
10X - Woodburn / Salem Express	87.82%	4.9	20,844	-1.2%	-7.2%	-8.3%	3.5	1,312	-1.0%	-4.1%	-5.1%							
20X - N. Marion Co. / Salem Express	91.80%	4.1	14,115	0.5%	2.8%	3.3%	3.6	1,711	-0.2%	21.7%	21.4%							
30X - Santiam / Salem Express	86.41%	3.9	11,053	0.3%	-3.5%	-3.2%	2.4	891	0.0%	8.0%	8.0%							
40X - Polk County / Salem Express	86.47%	8.6	49,303	1.2%	-0.4%	0.8%	8.0	5,950	-0.4%	-0.1%	-0.5%							
50X - Dallas / Salem Express	92.56%	2.7	4,029	0.5%	-10.0%	-9.5%												
80X - Woodburn / Keizer Express	92.99%	2.0	1,767	NA	NA	NA	1.6	273	NA	NA	NA	0.9	164	NA	NA	NA		
Cherriots Regional Express Totals	88.17%	5.3	103,373	0.5%	-1.9%	-1.5%	4.7	10,137	8.4%	-2.6%	5.6%							
Regional Deviated Fixed Route																		
45 - Central Polk County	91.92%	1.9	4,733	0.3%	7.8%	8.2%												
Cherriots Regional Totals	88.62%	4.9	108,106	0.4%	-1.5%	-1.1%												
Dial-a-Ride (Cherriots Shop and Ride Totals)	NA	1.6	4,204	-9.4%	-3.8%	-12.8%											NA**	NA*
Cherriots LIFT Totals	90%	1.9	93,522	16.4%	-15.4%	-1.5%	1.9	6,559	18.6%	-7.8%	9.4%	1.9	5,673	25.7%	-15.6%	6.0%	1.34	0.36
																	*Total miles did not exceed 10,000; calculation is not applicable	
																	**Total miles did not exceed 100,000; calculation is not applicable	



FISCAL YEAR 2026

Annual Performance Report

JULY 1, 2025 – JUNE 30, 2026



CONNECTING
PEOPLE



STRENGTHENING
COMMUNITIES



BUILDING A
BRIGHTER TOMORROW



A MORE CONNECTED
REGION FOR
EVERYONE

FY26 at a glance

Stable ridership alongside stronger reliability, access, technology and regional connectivity

3.65M

TOTAL RIDES

+0.3%

88.6%

LOCAL OTP

+4.5 pts

88.7%

REGIONAL OTP

>85% all routes

42.7%

E-FARE LOCAL

35.0% FY25

22

BEB FLEET

12 added

Agency accomplishments

- Advanced COA, microtransit feasibility and East Salem Transit Center site selection.
- Route 80X redesign and expansion
- APC Data Cleansing pilot: reliable stop-level Local ridership data.

Customer & access

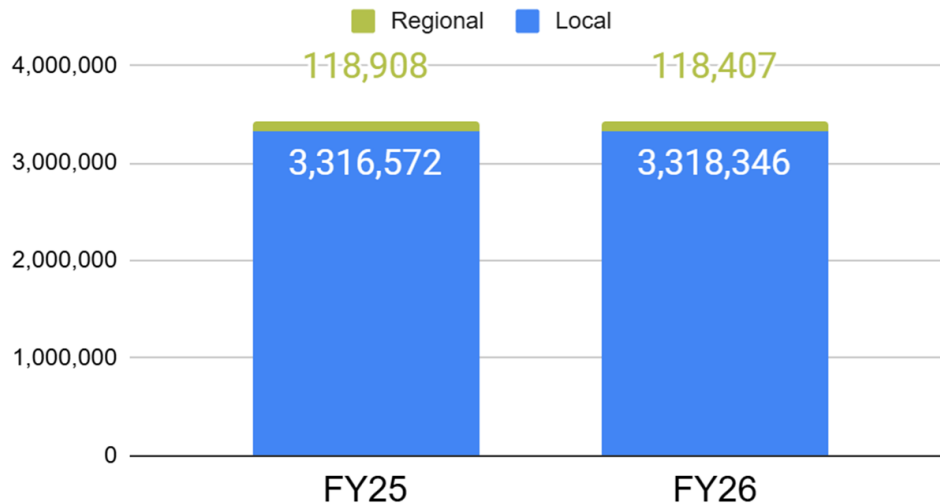
- Youth riders remain about one-fourth of total ridership.
- LIFT riders rated service 4.8/5; zero ADA trip denials and complaints.
- 26 simme-seats installed

FY27 Aspirations

- Convert improved reliability and availability into stronger ridership and productivity.
- Focus Regional youth outreach and low-productivity Regional routes.
- Additional funding & implement COA recommendations

Ridership is stable; productivity is the key opportunity

Total Fixed-Route Boardings



11.5

SYSTEM BDGS / REV HR

-3.1%

15.0

LOCAL BDGS / REV HR

Productivity strengths

- Weekday: Routes 21 (22.6) and 19 (21.0) exceeded the 20-boardings/hour target.
- Coverage Routes 16 (17.6), 23 (13.2) and 7 (11.0) exceeded the 10-boardings/hour target.

Regional productivity remains below target

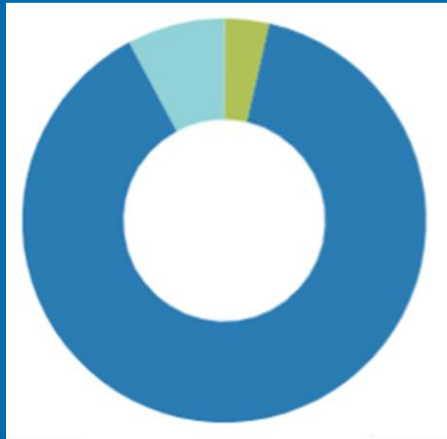
- Route 40X led Regional weekday productivity at 8.6 boardings/revenue hour; all other Regional routes were 4.9 or lower.



Reliability Improved Materially

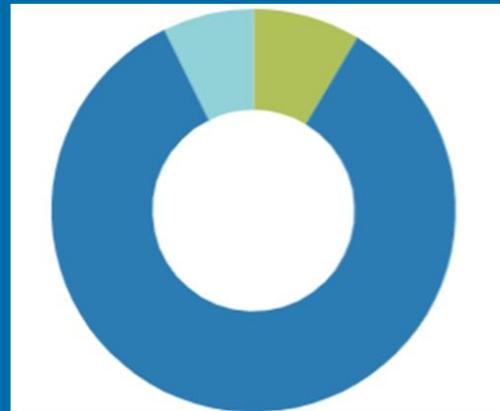
Fixed-route system exceeded the 85% on-time performance goal

FY26 Local OTP



● Early:3.6%
● On-Time:88.6%
● Late:7.8%

FY25 Local OTP



● Early:8.6%
● On-Time:84.1%
● Late:7.3%

3.6%
LOCAL EARLY
8.6% FY25

7.8%
LOCAL LATE

Route-level story

- All Regional routes exceeded 85%; Route 80X was highest at 93.0%.
- Top Local OTP: Routes 26 (96.3%), 27 (95.7%), 17 (95.0%).
- Routes 11, 6 and 19 remained below target, but all improved vs. FY25.



Accessibility and customer experience

11

ADA STOPS

4.8 / 5

LIFT RATING

90%

LIFT OTP

2.11

RIDES / REV HR

0

ADA DENIALS

Customer service performance

- 44,827 calls received; 98% answered within 3 minutes and 100% within 5 minutes.
- Average answer speed: 23 sec Shop & Ride; 22 sec LIFT.
- Shop & Ride average call length was 3:17, slightly above the <3:00 goal.

Mobility for riders with disabilities & seniors

- LIFT: 105,754 boardings; 1.02 complaints per 1,000 trips.
- Shop & Ride: 4,204 boardings, slightly below FY25.
- Group 6 bus stop project delivered 11 ADA stop upgrades.



Technology deployment is improving operations and rider access

Investments for reliable data, fare modernization and zero-emission transition in FY26

22

BEB FLEET

12 added

326,216

BEB MILES

34.8%

REGENERATION

2.20 kWh/mi

ENERGY USE

Zero Emissions Corridor

- BEBs deployed on Route 11 Lancaster/Verda.
- Fleet expansion supports Cherriots' first Zero Emissions Corridor.

Data & operations

- Swiftly/HopThru delivered stop-level Local ridership data.
- Maintenance shop software project kicked off in December 2025.

Fare modernization

- Fare collection replacement project began.
- Fare Analysis launched to explore sustainable, accessible fare strategies.



Special services and programs

Programs extend mobility beyond fixed-route service and reduce barriers to travel

103,989

VANPOOL TRIPS

39

ACTIVE VANS

70%

OCCUPANCY

897,244

YOUTH LOCAL
RIDERHSIP

16,022

YOUTH REGIONAL
RIDERSHIP

Vanpool

- 2025 Transportation Options Program Spotlight Award.
- \$255,128 in subsidies
- 215 riders

Youth Zero Pass

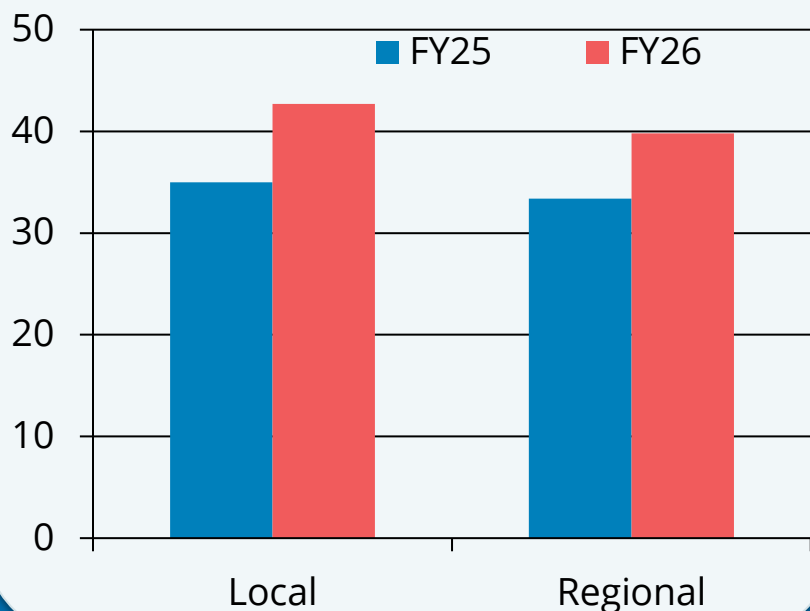
- Free rides for youth ages 0-18.
- Local youth use stabilized; Regional declined 28%

Holiday & Other Access

- Holiday service: 37,093 rides, +8,357 vs. FY25.
- Saturday level service



E-fare adoption and community connections are expanding



**1.15M social media impressions •
1,170 posts • 4.64% engagement**



E-fare

- Local adoption rose 7.7 percentage points; Regional rose 6.4 points.
- Growing digital payment use reflects staff outreach and rider adoption.

Regional mobility

- Route 80X expanded to seven-day service and serves Woodburn Premium Outlets.
- Coordinated transfers with SMART and Woodburn Transit at Woodburn Memorial Transit Center.
- Route 22 now provides access to Corban University.

FY27 focus: turn system improvements into stronger use

Grow ridership

Target demand

- Use stop-level data to identify growth opportunities and weak segments.
- Focus Regional and youth outreach where gaps are largest.

Implement COA

Optimize service

- Implement short-term COA service recommendations.
- Continue schedule work that improved FY26 OTP.

Expand Access & Connections

Build the network

- Explore funding to expand weekend service.
- Continue East Salem Transit Center, fare modernization and connection initiatives.



Board Meeting Memo – Item 7.C

To: Board of Directors
From: Cliff Carpentier, Chief Safety Officer
Thru: David Trimble, Interim General Manager
Date: September 24, 2026
Subject: Fiscal Year 2026 (FY26) Annual Safety and Security Division Report

Issue

Shall the Board receive the FY26 Annual Safety and Security Division Report?

Background And Findings

Each fall, the Board receives the annual report on the District's safety, security and emergency management activities, provided by District staff, Allied Universal, and DPI Security. Cliff Carpentier, the Chief Safety Officer will facilitate the report with support from various Division staff. The report is shown in [Attachment A](#).

Financial Impact

None.

Recommendation

For information only.

Proposed Motion

None.

Safety and Security Division FY 2025–26 Annual Report

Board Meeting – September 24, 2026

Cliff Carpentier
Chief Safety Officer



FY26: Strengthening the Foundation

FY25–26 focused on building durable systems, stronger partnerships and clearer accountability across the division.

System Security: More stable staffing increased visible presence, supported more security bus rides and strengthened the platform for employee training.

Risk & Safety: New SMS tools, clearer risk ownership and improved internal processes strengthened how hazards, claims and workforce readiness are managed.

Emergency Management: Plan maintenance, exercises, real-world activations, partner training and the StormReady designation advanced organizational readiness.

Partnerships Support the Work

- The division continued building relationships with partners whose work directly affects transit safety, security and emergency readiness.
 - Keizer Police Department
 - Salem Police Department
 - Marion County Sheriff's Office and Juvenile Department
 - Salem-Keizer Public Schools
 - Regional fire, emergency management and public-sector partners

System Security



Presented by:
Justin Kinyon, Security Coordinator



Security's Role in the System

Maintain a safe and secure environment for riders, employees and the public.

- Provide a visible deterrent to unwanted behavior and unauthorized access.
- Support riders and employees when safety or security concerns arise.
- Coordinate contracted security coverage across major facilities.
- Strengthen employee awareness through security-focused training.

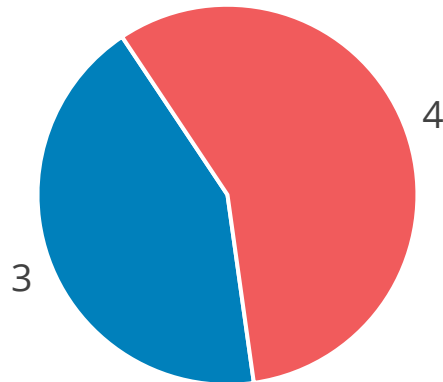
FY26 Security Achievements

- The transition from PPC to Allied Universal improved officer retention and stabilized transit-center staffing.
- Security bus rides increased 48.9% over FY25, with 404 rides completed on Local routes.
- Purchased the AVADE online platform to deliver employee de-escalation and workplace violence training.

Threats & Assaults Involving Transit Workers

Physical assaults by worker type

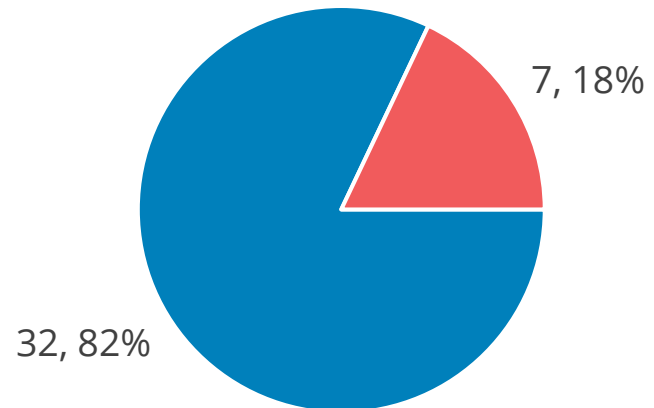
Total Physical Assaults: 7



■ Transit Operator - (LIFT)
■ Other Transit Worker

NTD-reportable threats and physical assaults

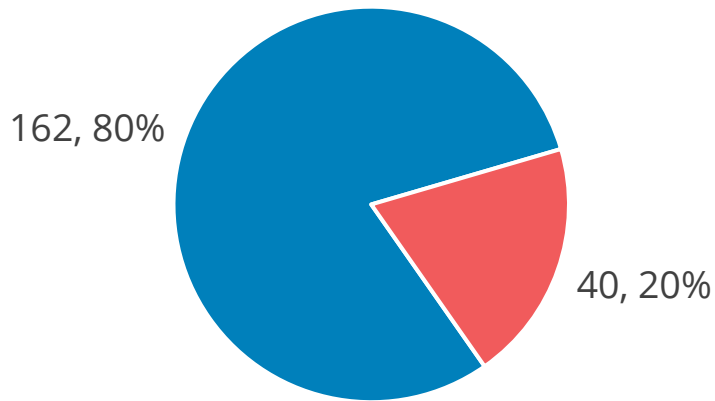
Total Threats and Assaults: 39



■ Threats (non-physical) ■ Assaults (physical)

Public Conduct Incidents

Total Events: 202

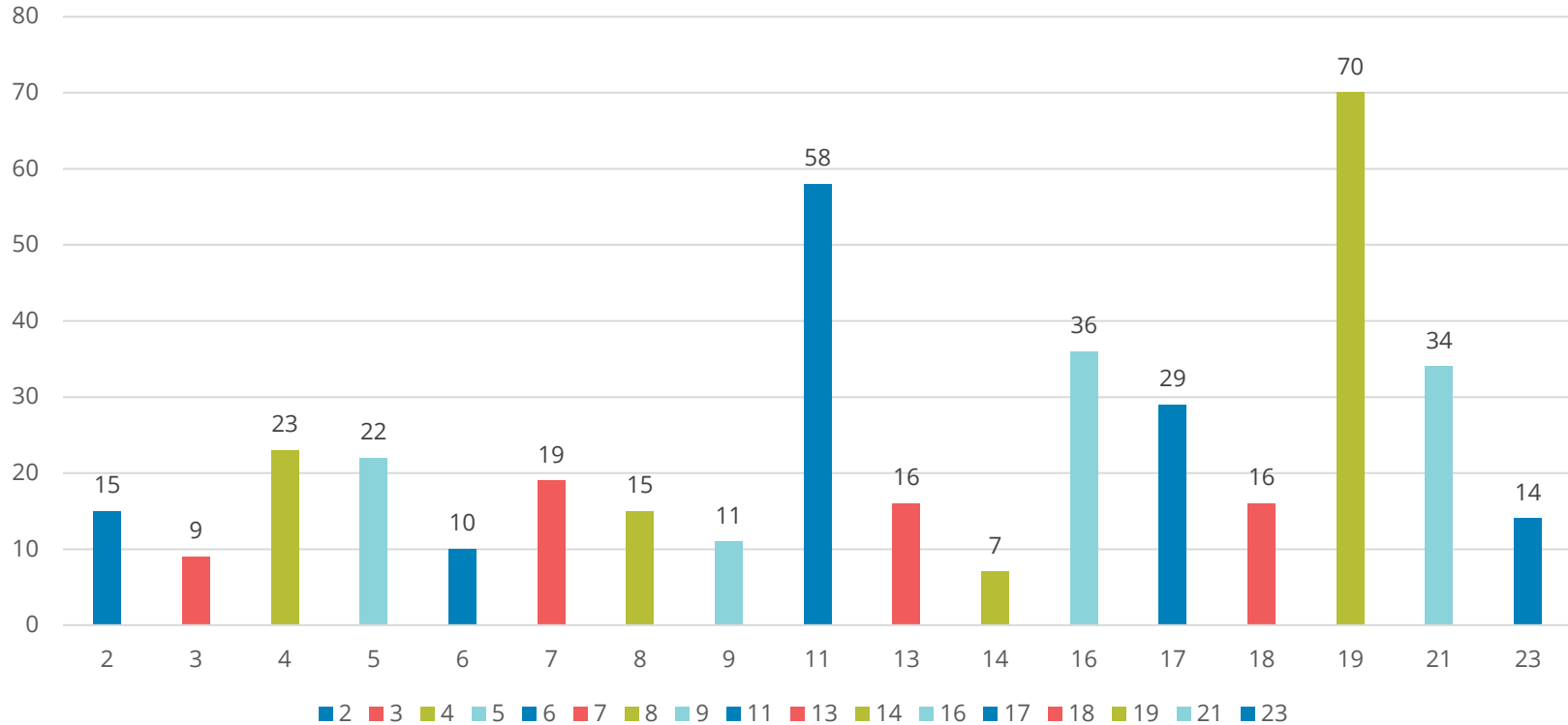


- Disorderly Conduct (non-physical)
- Assaults (physical)

Local service rates

- 5 events / 100k revenue miles
- 4 events / 100k boardings

Security Bus Rides by Route



Note: 404 security bus rides were completed. Rides are conducted when staffing permits and only on Local service routes.

Contracted Security Coverage

- The Del Webb Operations Headquarters
 - Contractor: DPI Security Inc.
 - 24 hours per day, 365 days per year.
 - One officer is assigned
- Transit Centers
 - Contractor: PPC Solutions Inc. (July 2025–March 2026)
 - Contractor: Allied Universal Services (April 2026–present)
 - Assigned during all hours of Local service
 - Downtown Transit Center: 2–3 officers
 - Keizer Transit Center: 1–2 officers

Challenges Requiring Shared Solutions

- Security challenges require shared solutions and resources:
 - Shelter monitoring, loitering, criminal conduct and property damage require sustained attention.
 - Youth behavior includes fighting and assaultive conduct at transit locations.
 - High Street sidewalk activity affects transit operations and community perceptions.
 - Community partners face resource limitations that affect available response options.
 - Stakeholder engagement has resulted in improved visibility and joint problem solving efforts.

FY27 Security Priorities

- Deliver de-escalation and workplace violence training to employees.
- Complete security contract transitions and add mobile patrol coverage to focus on bus stop security and visibility.
- Advance Del Webb fence and exterior security upgrades through environmental review, engineering and procurement.
- Provide security planning and support for newly acquired property and the future South Salem Transit Center.

Risk & Safety

Presented by:
Deborah Grant, Risk Manager



System Safety Foundations Strengthened

- Expanded the role of the Safety & Security Committee.
 - Educated committee members on SMS and hazard identification.
 - Introduced the Safety Risk Rating Matrix.
 - Formalized intake and review of safety and security concerns.
 - Hired the Safety & Training Administrator.
- Established Safety Performance Targets.

SPT: Fixed Route Bus - Local

SAFETY PERFORMANCE MEASURES	CY 25 SAFETY PERFORMANCE TARGETS	3 YR AVERAGE SAFETY PERFORMANCE TARGETS	CY 26 SAFETY PERFORMANCE TARGETS
Vehicle Revenue Miles	2,672,095	2,586,165	--
Major Events Rate (S&S 40)	0.30	0.43	0.43
Collision Rate	0.26	0.28	0.28
Pedestrian Collision Rate	0.04	0.04	0.04
Vehicular Collision Rate	0.22	0.23	0.23
Fatalities Rate	0.04	0.01	0.01
Transit Worker Fatalities Rate	0.00	0.00	0.00
Injury Rate	0.52	0.55	0.55
Transit Worker Injury Rate	0.00	0.04	0.04
Rate of Assaults on Transit Workers	1.61	1.91	1.91
System Reliability	126.0	122.0	122.0

SPT: Non-Fixed Route – Demand Response – ADA Paratransit

SAFETY PERFORMANCE MEASURES	CY 25 SAFETY PERFORMANCE TARGETS	3 YR AVERAGE SAFETY PERFORMANCE TARGETS	CY 26 SAFETY PERFORMANCE TARGETS
Vehicle Revenue Miles	601,983	590,834	--
Major Events Rate (S&S 40)	0.17	0.22	0.22
Collision Rate	0.17	0.22	0.22
Pedestrian Collision Rate	0.00	0.00	0.00
Vehicular Collision Rate	0.17	0.22	0.22
Fatalities Rate	0.00	0.00	0.00
Transit Worker Fatalities Rate	0.00	0.00	0.00
Injury Rate	0.00	0.12	0.12
Transit Worker Injury Rate	0.00	0.00	0.00
Rate of Assaults on Transit Workers	0.50	0.38	0.38
System Reliability	21.00	13.00	13.00

A Stronger SMS Process

FY26 foundations

Expanded committee responsibilities

- Educated members on SMS and hazard identification
- Introduced the risk matrix and hazard/inspection tool
- Implemented an SMS dashboard

Why it matters

More consistent hazard analysis and mitigation

- Clearer risk ownership and accountability
- Stronger alignment with FTA requirements

FY27 emphasis

Implement tracking District-wide

- Standardize the Agency Safety Plan adoption cycle
- Embed SMS in training and daily operations
- Launch online employee safety reporting



Integrated Risk Management

FY26 achievements

- Revamped preplacement screening and the employee disability process
- Improved public records and claims processes
- Hired and onboarded the Safety & Training Administrator
- Redesigned Risk Committee and Safety Risk Management review

Key impacts

- Better workforce readiness and qualifications
- More safety visibility in daily operations
- Clearer risk information and cross-division collaboration

FY27 focus

- Strengthen SMS analytics and reporting
- Advance the District-wide training initiative
- Develop claims and qualification tracking
- Create a customer-facing channel for claims and security concerns

Emergency Management

Presented by:

Randy Navalinski,
Emergency Coordinator



FY26 Emergency Readiness Achievements

- Continued monthly maintenance for the Continuity of Operations Plan.
- Implemented the Continuity & Emergency Planning Advisory Committee.
- Completed the annual Winter Operations Plan review.
- Maintained the NOAA–National Weather Service StormReady designation.
- Implemented and exercised Del Webb emergency procedures.
- Delivered preparedness and response training to employees and partners.

Exercises and Real Events Tested Readiness

- **Preparedness exercises**
 - Quarterly communications checks and semiannual fire-evacuation exercises with Marion County
 - Great Oregon ShakeOut, Winter Operations and active-threat exercises
 - Real-world activations
 - Courthouse Square power-outage response

Partnerships Expanded Readiness

- Formalized a mutual aid agreement with the City of Keizer.
- Sustained monthly coordination through the Courthouse Square Joint Safety Workgroup.
- Participated in local, county and state advisory and planning groups.

FY27 Emergency Management Priorities

- Implement the Standard Response Protocol agency-wide.
- Align employee training with NIMS and Incident Command System requirements.
- Formalize primary and secondary alternate operating sites.
- Finalize and adopt the Emergency Operations Plan.

Looking Ahead

Division Priorities for FY27

- Strengthen employee safety through training, reporting and consistent follow-through.
- Expand visible security coverage and complete priority facility improvements.
- Embed SMS, risk information and accountability into everyday decisions.
- Complete the emergency plans, training and agreements needed for resilient operations.

Training Joins Safety and Security

- Moving training into Safety & Security creates one point of accountability for agency-wide strategy and coordination.
- Current phase: inventory onboarding, annual, regulatory, role-specific and refresher training across the agency.
- Next phase: define standards, ownership, delivery, scheduling, records and measures of effectiveness.
- Long-term horizon: implement the enterprise framework in phases over two to three years.

Board Meeting Memo – Agenda Item 8.B

To: Board of Directors
From: David Trimble, Interim General Manager
Date: September 24, 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	Director Rosenau	West Salem Business Association
2	Director Navarro	State Transportation Improvement Fund Advisory Committee (STIFAC) Mid-Willamette Area Commission on Transportation (MWACT)
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	Mid-Willamette Valley Council of Governments (MWVCOG)
6	Director Duncan	Community Advisory Committee (CAC) Diversity, Equity, and Inclusion Subcommittee
7	Director Holmstrom	

Financial Impact

None.

Recommendation

For informational only.

Proposed Motion

None.