Salem Area Mass Transit District
Board Of Directors Work Session Agenda Packet

Thursday, November 12, 2026 at 5:30 p.m.

Members: Spencer Rosenau, Ramiro Navarro Jr., Sadie Carney, Maria Hinojos Pressey, Ian Davidson, Sara Duncan, Bill Holmstrom

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Available meeting formats:

- In Person: Senator Hearing Room, 555 Court Street NE, Salem, Oregon 97301
- **Join the Board Work Session via ZoomGov**
  - Meeting ID: 161 821 3987
  - Passcode: 200746
- Phone: (669) 254-5252

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.

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Formatos de reunión disponibles:

- En persona: Senator Hearing Room, 555 Court Street NE, Salem, Oregon 97301
- **Únase a la sesión de trabajo de la Junta Directiva a través de ZoomGov.**
  - Meeting ID: 161 821 3987
  - Código de acceso: 200746
- **Teléfono:** (669) 216-1590

Subtítulos (CC): El subtitulado en directo está disponible a través de ZoomGov.

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Copias electrónicas: Descargar paquetes de la agenda.

Lista de distribución por correo electrónico: Para unirse a la lista de distribución de reuniones públicas del Distrito, envíe un correo electrónico al secretario de la Junta a clerkoftheboard@cherriots.org.

Agenda

1. **Call To Order**
    A. Note of Attendance for a Quorum
    B. Safety Minute – GM/DGM
    C. Announcements |Changes to Agenda
2. **Presentations**
    None
3. **Discussions**
    A. East Salem Transit Center 3
    B. Fare Ordinance Overview 26
4. **General Manager Comments**
    A. Upcoming Board Agenda Items 28
    B. Board Calendar 29
5. **Adjourn**

Next Meeting: January 14, 2027
Access the full agenda packet by scanning the QR Code below:

Work Session Memo – Item 3.A

To: Board of Directors

From: Shofi Ull Azum, Chief Planning and Development Officer

Thru: David Trimble, Interim General Manager

Date: November 12, 2026

Subject: East Salem Transit Center- Site Selection Project Update

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Purpose

District staff and the Parametrix consultant team will update the Board on the major milestones of the East Salem Transit Center (ESTC) Site Selection Project. Staff will also present the latest prototype design and the draft Site Screening Report, including the top candidate sites, and request for the Board's feedback before these are finalized.

Background

The District hired Parametrix to help with the ESTC site selection project. The project started in January 2026 and is scheduled to be completed by February 2027. Its goal is to find a site for a new transit center and mobility hub in East Salem that can handle existing and planned service, since the current four-bay facility at Chemeketa Community College is already over capacity.

Milestones Completed

- **Current and Future Transit Market Analysis:** Identified the service needs the new facility must meet, including up to ten routes meeting at the same time.
- **Public Engagement:** In spring 2026, outreach included a survey, tabling, and an open house at Chemeketa Community College. The survey received 268 responses. Respondents put a high priority on easy transfers, being close to frequently visited places, and amenities such as shelter, seating, and restrooms.
- **Fatal Flaw Analysis and Site Screening:** Screened potential sites by property size, land-use compatibility, first/last-mile access, and how well each site works in the transit network. This led to the top candidate sites in the draft Site Screening Report.

Work in Progress

Staff and Parametrix are finishing the Title VI analysis and the prototype design. The prototype includes up to ten bus bays, an indoor waiting area and restrooms, passenger amenities, and accommodation for electric bus charging.

Board Feedback Requested

Staff is requesting Board input on the latest prototype design, the draft Site Screening Report, and the top candidate sites.

Next Steps

Staff will incorporate the Board's feedback and share the concepts with the public, and bring a preferred site recommendation to the Board in January 2027.

East Salem Transit Center – Site Selection

November 12, 2026

Agenda

- Project Overview – Quick Reminder
- Transit Center Precedents
- Siting Study and Concepts
- Next Steps

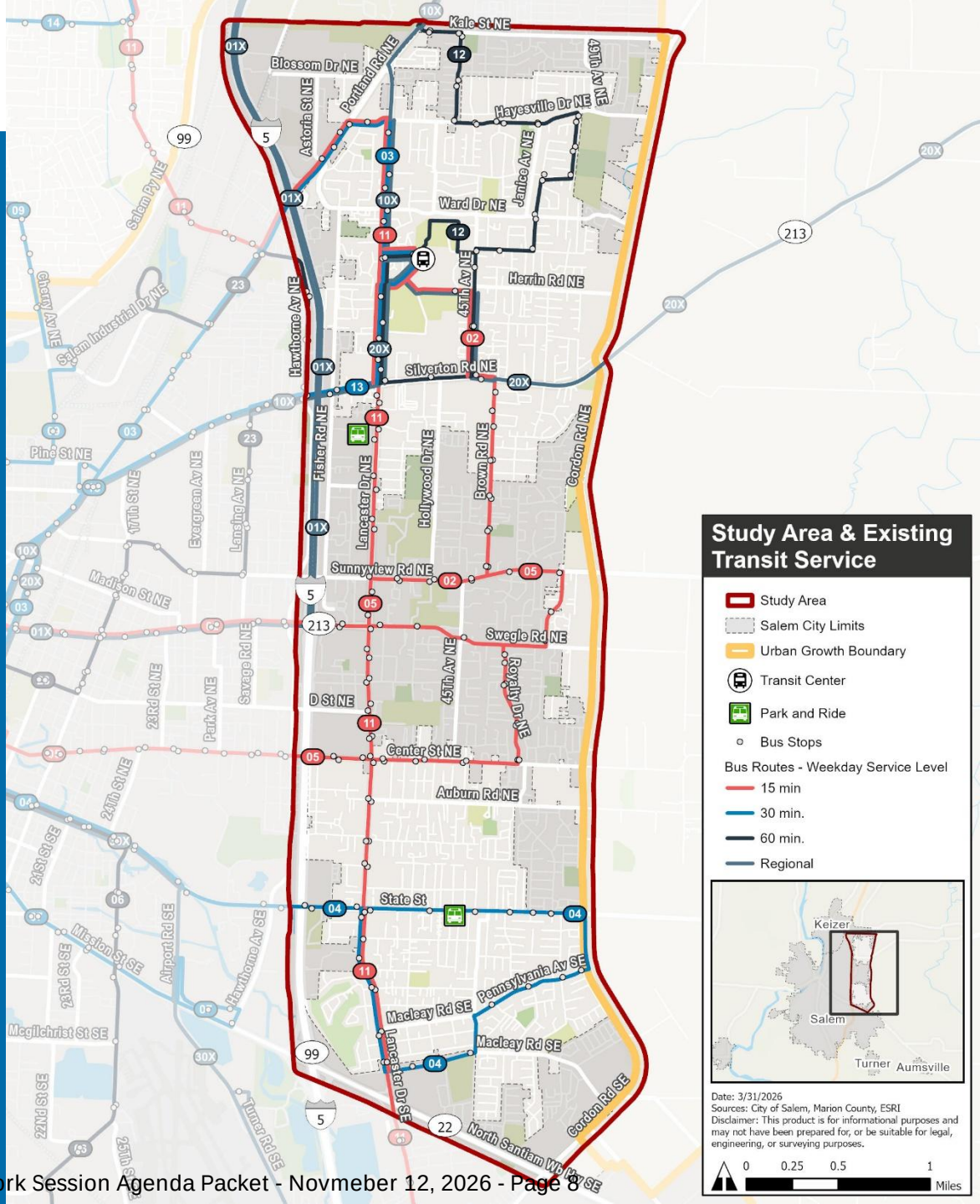
Project Overview

Project Overview

- Locate and evaluate candidate sites for a transit center and mobility hub in East Salem
- Analysis based on current and future transit market
- Develop the “program” for a new transit center
- Develop a recommendation for a preferred sites to advance to design

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Study Area



- 4 Bus bays; parking on Satter Drive; 8 Routes
- Over capacity
- Access to restroom inside college
- One bay has a shelter
- Bike racks available
- College interested in new plan for current TC location

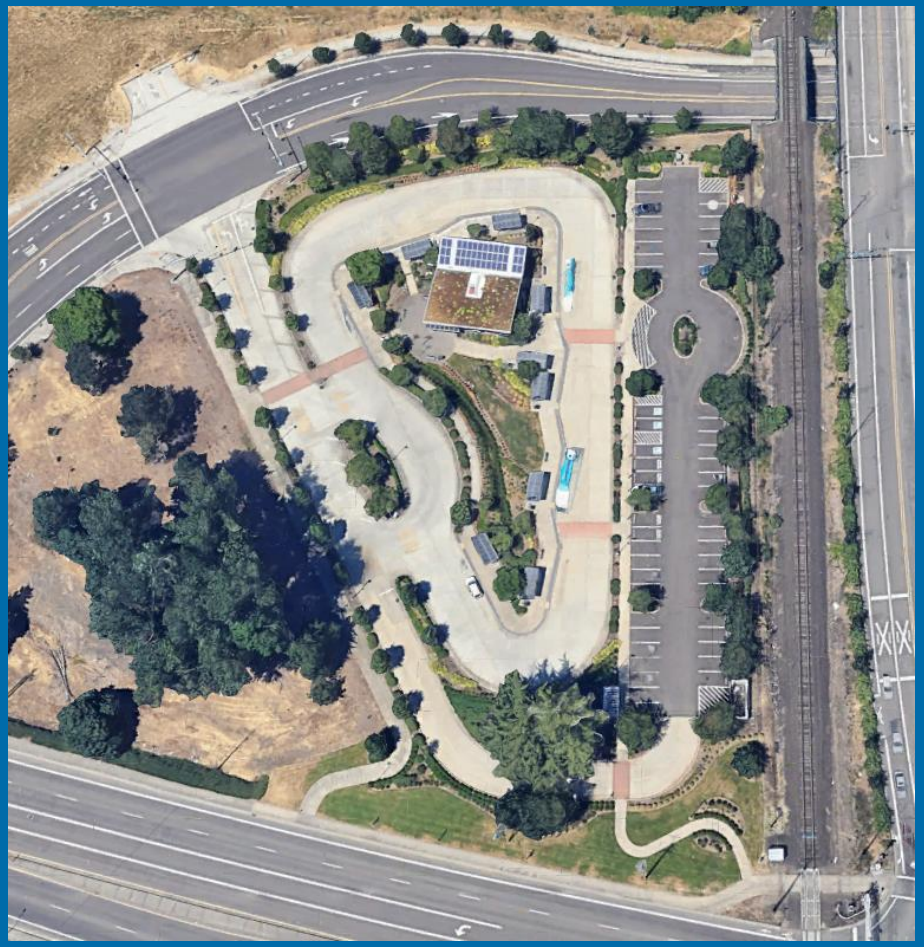


Existing Transit Center

Transit Center Precedents

Keizer Transit Center

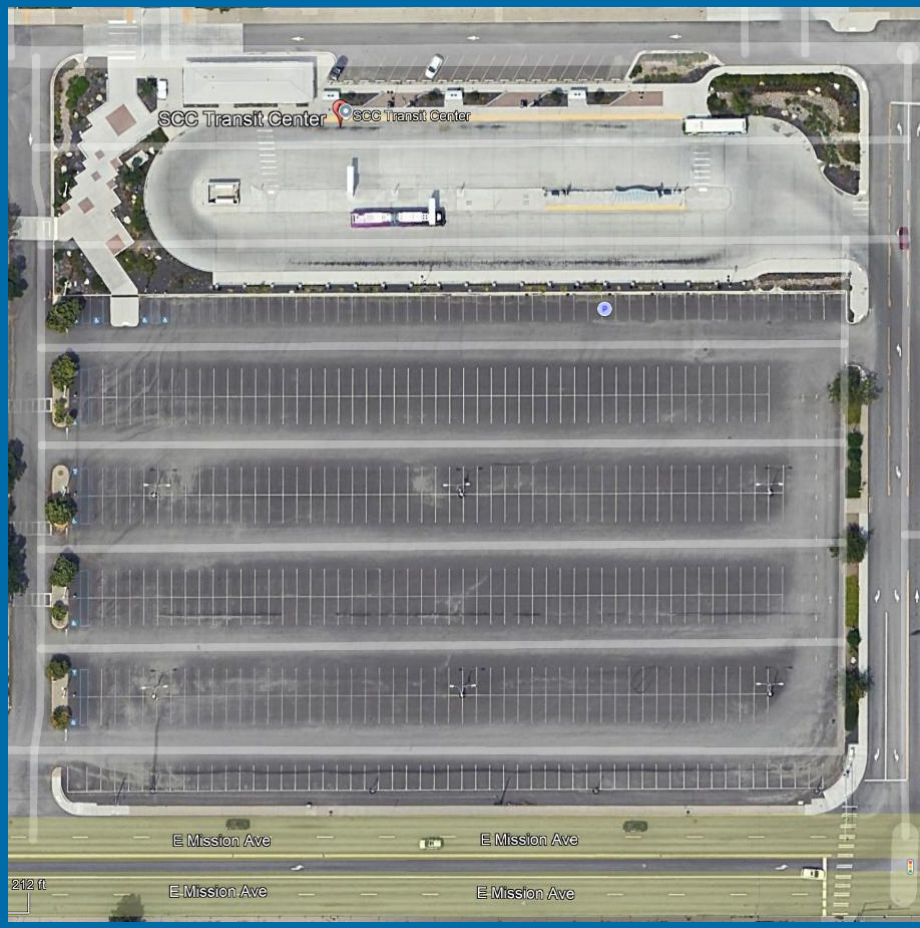
- **# of Bus Bays**: 5
- **Approx Size:** ~2.5 acres



Spokane Community College Transit Center

- **Location:** Spokane, WA
- **# of Bus Bays:** 4
- **Approx Size:** ~5 acres w/ parking

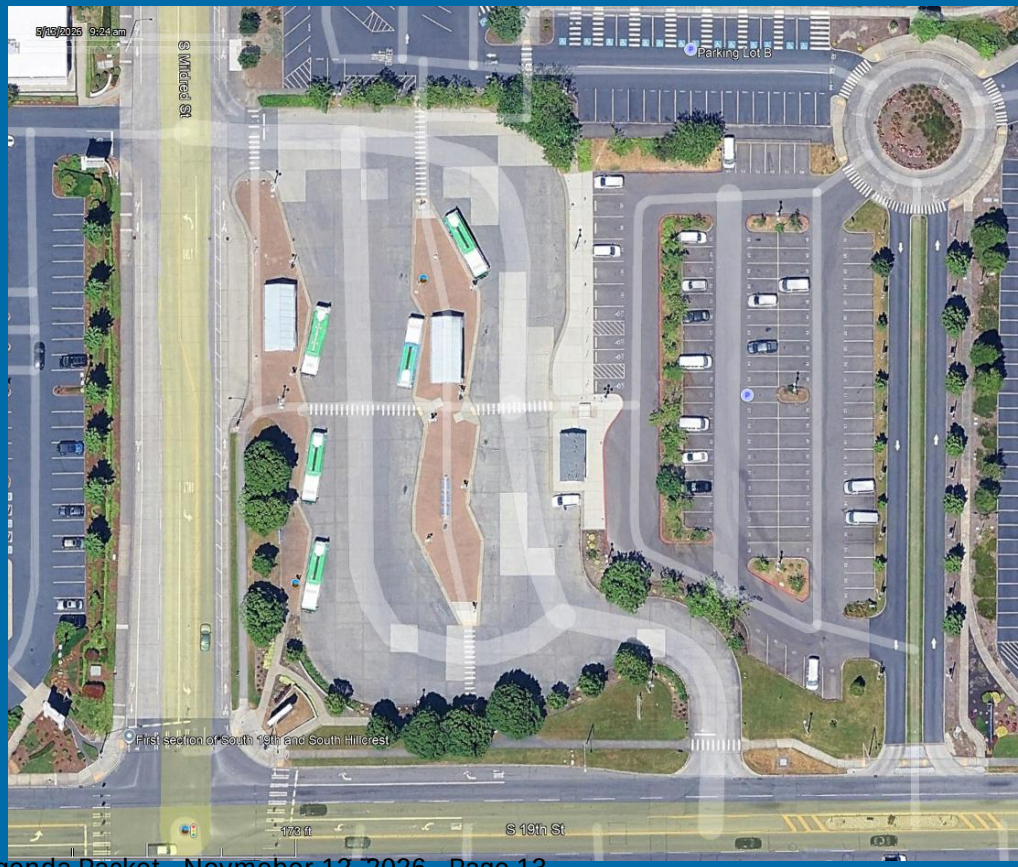




Tacoma Community College

- **Location:** Tacoma, WA
- **# of Bus Bays:** 12
- **Approx Size:** ~4 acres



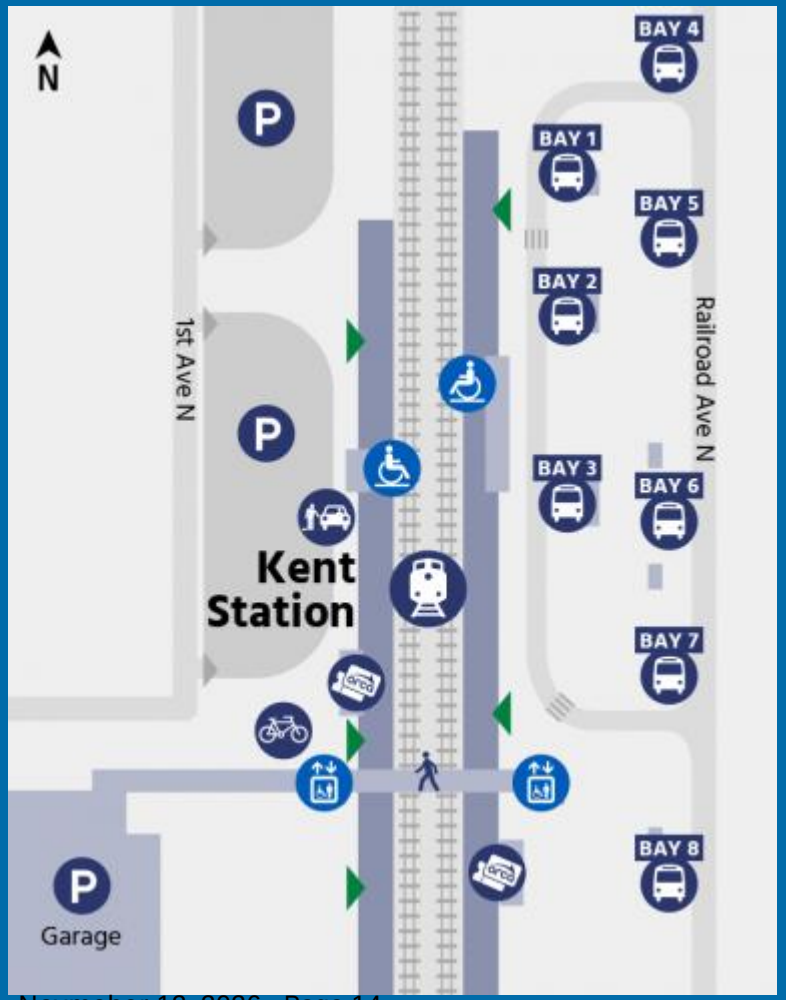


Kent Station

- **Location:** Kent, WA
- **# of Bus Bays**: 9
- **Approx Size:**

~2 acres w/o parking

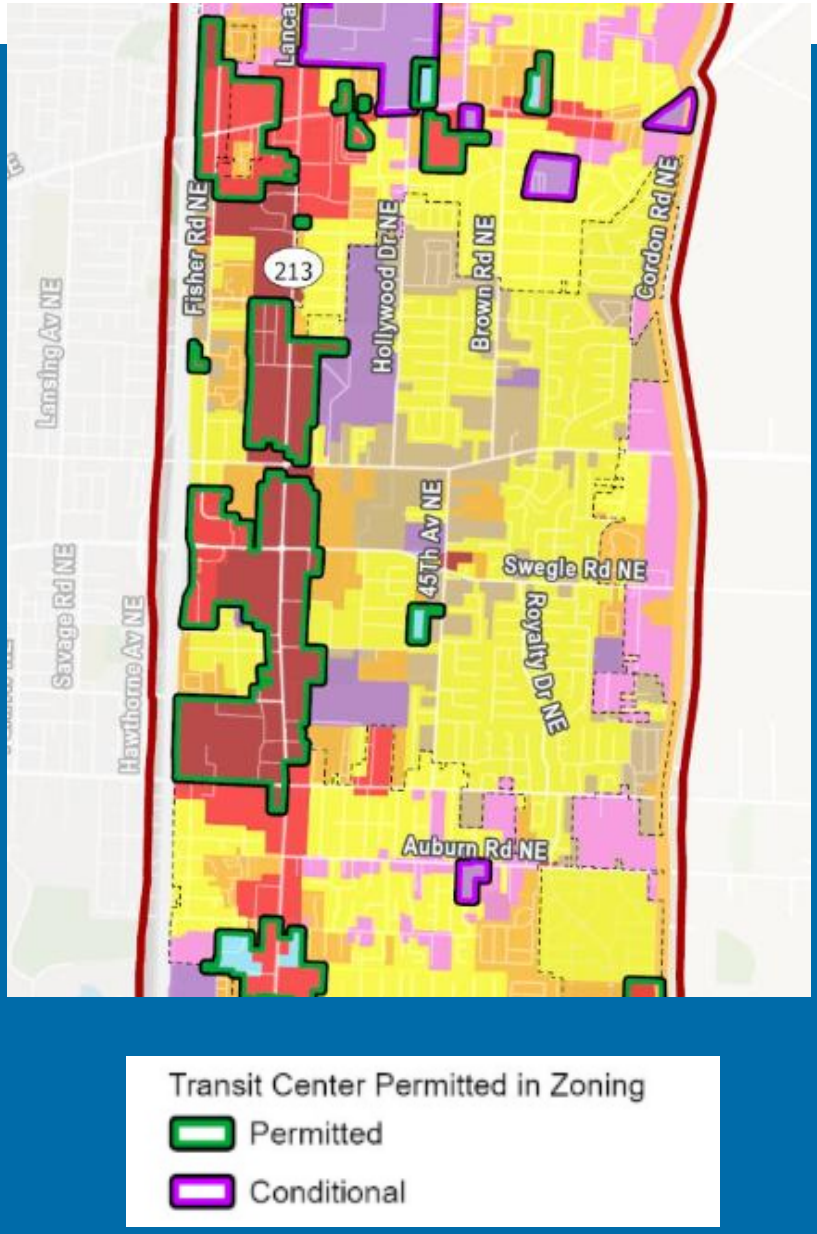




Siting Study and Concepts

Siting Study

- Applying criteria to find suitable sites
  - Property size
  - Land use compatibility
  - First/last mile access
  - Transit network function
- Considering site at CCC as well
- Goal: identify 2-3 viable sites
- Target site size: 2-3 acres

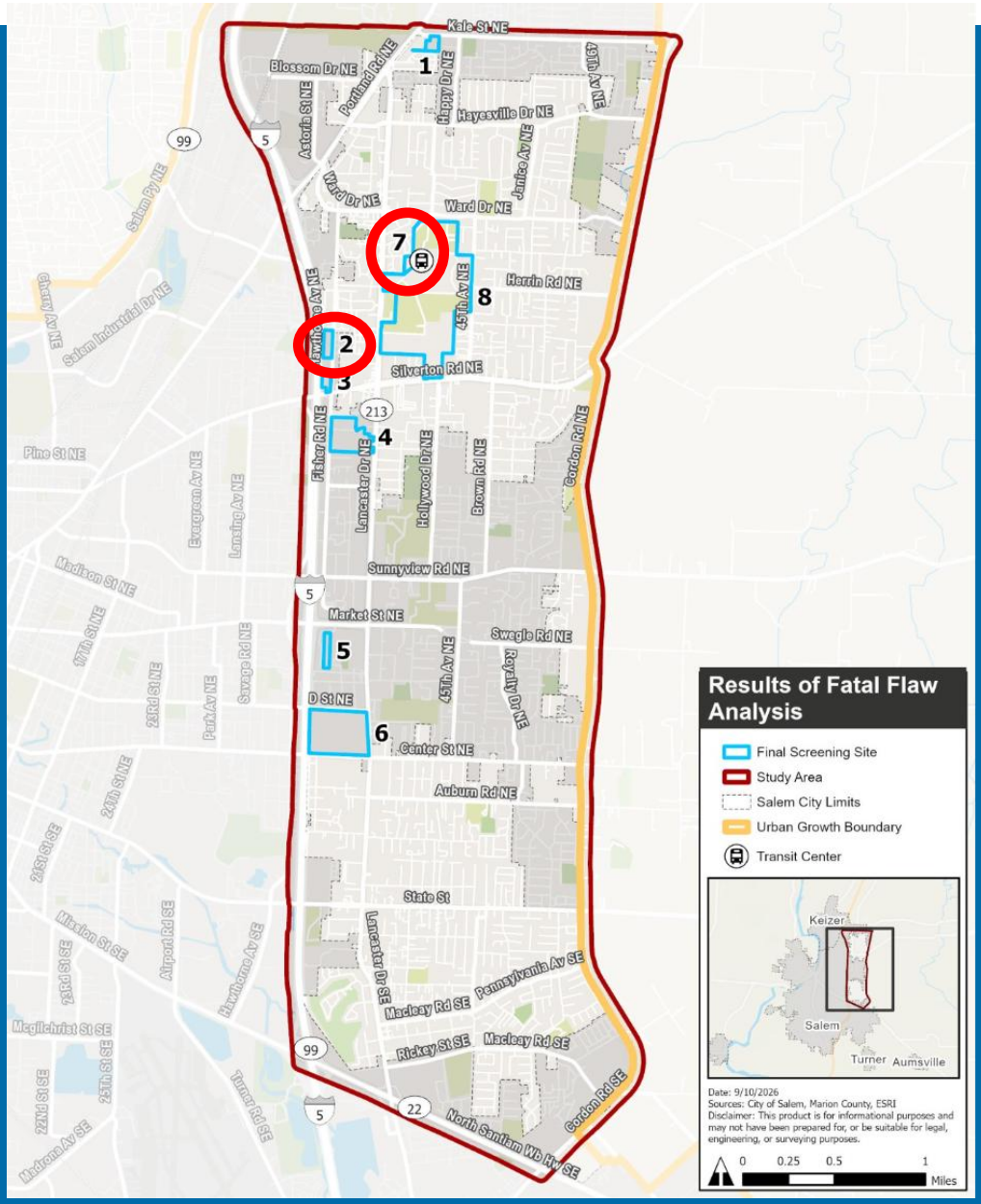


Key Considerations

- How are we affecting the transit network for riders with a new location?
- Is a transit center a permittable use?
- Is the site accessible by buses and for people? Are we adding travel time?
- How difficult would it be to acquire property?
- Substantial student ridership at existing transit center

Results

- ~8 sites emerged from initial data-driven review
- Narrowed to 2 sites after applying other criteria
- Continuing concept design on both sites



Site 2: Near Fisher/Silverton Rd

- Private property, currently vacant
- Large site
- Would require potentially significant changes to bus routing to serve
  - Impacts to those trying to reach Chemeketa Community College
- Concerns about security/safety at this location
- Good access of arterial roadway

Site 7: Chemeketa Comm. College

Reviewed options with the College: Site 7 is preferred

- 10 total bays
- Direct access to main entrance
- Avoid removal of significant trees
- Shared use of college parking



Concept Design



Chemeketa Site

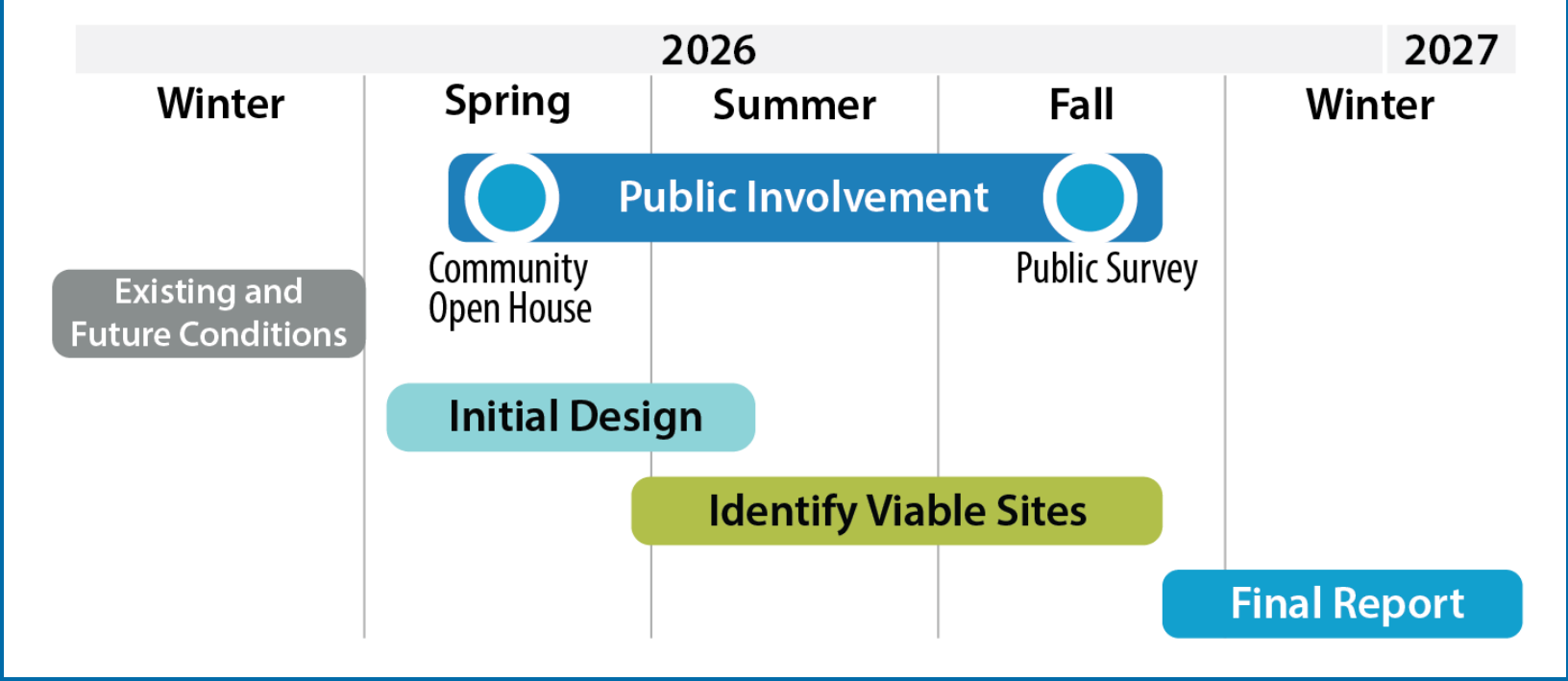
- Cherriots team reviewed both sites in depth
- Chemeketa College site - key considerations:
  - Adequate parking on-site for staff
  - Logical pedestrian pathways
  - Preventing private vehicle access
  - Ability to phase improvements at the site
- Fisher/Silverton site – key considerations:
  - Access to/from the site off Fisher Road
  - Safety/security

Next Steps

Next Steps

- Develop costs
- Select finalist sites
- Finalize concepts designs, costs, and recommendations later this year
- Engage further with the community college
- One more public outreach period

Schedule


2026
2027
Winter
Spring
Summer
Fall
Winter
Public Involvement
Community Open House
Public Survey
Existing and Future Conditions
Initial Design
Identify Viable Sites
Final Report

Work Session Memo – Item 3.B

To: Board of Directors

From: Jolynn Franke, Transit Planner II
Chris French, Service Planning Manager

Thru: David Trimble, Interim General Manager

Date: November 12, 2026

Subject: Fare Ordinance Overview

The purpose of this discussion is to review the proposed Fare Ordinance 2027-01 and host a Q&A session regarding the following proposed changes to the existing Fare Ordinance 2023-01:

- Incorporate Fare Equity Day (Board Resolution 2026-01).
- Add open fare payment language.
- Convert calendar month passes to rolling 30-day passes (Month Pass, LIFT Universal Pass).
- Replace the One-Ride fare with a 2-Hour Pass. The proposed cost for the 2-Hour Pass is $1.75 for Full Fare and $0.85 for Reduced Fare.
- Update the Day Pass fare from $3.25 to $3.50 for Full Fare and from $1.50 to $1.75 for Reduced Fare.
- Expand Reduced Fare eligibility to include veterans, active-duty military, and those enrolled in income-based programs.
- Incorporate existing Discounted Passes program.
- Incorporate existing Retail Partners program.
- Implement a tier-based and usage-based Transit Pass program for businesses and organizational entities.

The 2026 Fares Analysis Report also includes a Title VI equity analysis of the proposed changes to the Full and Reduced fare rates. The analysis concluded that the proposed changes would not have disparate impacts on minority populations. However, the proposed changes could disproportionately burden low-income populations.

According to District Policy 712 (Disproportionate Burden for Fare Changes), should a disproportionate burden be identified, "SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action." Therefore, staff has proposed the following four mitigation strategies.

- Expanding eligibility for Reduced Fare to include veterans, active-duty military, and those enrolled in income-based programs.
- Implementation of a 2-Hour Pass, eliminating the existing transfer penalty.
- Incorporating the existing Discounted Passes program, which reaches low-income customers through non-profit and government agencies that distribute passes to their clientele at no cost to the customer.
- Introducing the Transit Pass program, which aims to reach others needing transportation assistance through employers or other organizational entities.

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Proposed Fare Ordinance 2026-01 What's Changing and Why

FOR BOARD DISCUSSION & Q&A

A proposed update to the current Fare Ordinance 2023-01: simpler passes, fairer transfers, more people eligible for Reduced Fare.

1 Fares at a glance: today vs. proposed

FARE (full / reduced)	TODAY	PROPOSED
2-Hour Pass replaces One-Ride	$1.60 / $0.80	**$1.75 / $0.85**
Day Pass	$3.25 / $1.50	**$3.50 / $1.75**
Month & LIFT Pass	Calendar month	**Rolling 30 days**

Example: one trip with a transfer

Today (pay two one-ride fares)

$3.20 $1.60 + $1.60

Proposed (one 2-Hour Pass)

$1.75 covers the transfer

Rider saves $1.45 · no transfer penalty

$ **Revenue outlook.** Staff estimates no net loss in fare revenue from the proposed changes, while riders who transfer would pay less.

2 All nine proposed changes

Fares & passes

- Replace One-Ride fare with a **2-Hour Pass** ($1.75 / $0.85)
- Update **Day Pass** to $3.50 / $1.75
- Convert Month Pass and LIFT Universal Pass to **rolling 30-day** passes

Who qualifies & equity

- Expand **Reduced Fare** to veterans, active-duty military, and people enrolled in income-based programs
- Incorporate **Fare Equity Day** (Board Resolution 2026-01)

Programs & payment

- Add **open fare payment** language
- Incorporate existing **Discounted Passes** and **Retail Partners** programs
- New tier- and usage-based **Transit Pass** program for businesses and organizations

3 Equity review: Title VI analysis (2026 Fares Analysis Report)

✓ Minority populations

The proposed Full and Reduced fare changes would **not** have disparate impacts on minority populations.

›

! Low-income populations

The changes **could disproportionately burden** low-income riders.

›

District Policy 712

If a burden is found, "SAMTD will take measures to **minimize or mitigate** the adverse impact."

MITIGATION 1

Broader Reduced Fare

Veterans, active-duty military, and people in income-based programs now qualify.

MITIGATION 2

2-Hour Pass

Eliminates the existing transfer penalty; one fare covers connecting trips.

MITIGATION 3

Discounted Passes

Non-profit and government agencies give passes to clients at no cost to them.

MITIGATION 4

Transit Pass program

Reaches others needing help with transportation through employers and organizations.

Sources: Proposed Fare Ordinance 2026-01 staff summary; 2026 Fares Analysis Report; current fares from cherriots.org/fares. "Today" prices reflect Fare Ordinance 2023-01. Month Pass and LIFT pass prices are not shown as changing in this summary

Questions? Q&A at the Board discussion

Work Session Memo – Item 4.A

To: Board of Directors
From: David Trimble, Interim General Manager
Date: November 12, 2026
Subject: Upcoming Work Session and Board Meeting Agenda Items

Upcoming Work Session and Board Agenda Items

November

12th - Work Session

Safety Minute – GM/DGM
Discussions/Presentations

- ESTC – SA
- Fare Ordinance Overview - SA

December

10th - Board Meeting

Safety Minute – Operations
Action Items

- BC Appointments* - RN
- CAC Appointments* - TD
- CAC Officer Appointments* - TD
- CAC CY27 Work Plan* - TD
- STIFAC Appointments* - SA
- STIFAC Officer Appointments* - SA
- Q1 NTD Reportable Assault Data* - CC
- Approve STIFAC Recommendation – SA
- Authorize Contract With XX for DW Shop Roof Replacement – TD
- 1st Reading of Ordinance 2027-01, Establishing Fares, Rates & Effective Date - SA

Informational Items

- Service Change Briefing for January 2027 – SA
- Q1 Strategic Plan Report – JR
- Q1 Performance Report – SA
- Q1 Finance Report - RN

Presentations

- OTA System Innovation Award – SA
- OTA Lifetime Achievement Award – DT
- COA – SA
- Microtransit - SA
- Outgoing AC Member Recognition

January

14th - Work Session

Safety Minute – Planning & Development
Discussions/Presentations

- 2027 Draft Legislative Agenda - DT

28th : Board Meeting

Safety Minute – Planning & Development
Action Items

- 2027 Legislative Agenda – DT
- Authorize Contract With XX for District Website Improvement Project – DT
- 2nd Reading of Ordinance 2027-01, Establishing Fares, Rates & Effective Date -

Informational Items

- Customer Satisfaction, Community Value & Employee Engagement Survey Results – JR

Presentations - None

Work Session Memo – Item 4.B

To: Board of Directors
From: David Trimble, Interim General Manager
Date: November 12, 2026
Subject: Board Calendar

Board Calendar

Board & Committee Meetings

Date	Time	Event
Nov 12	5:30p	Board Work Session
Nov 16	4:00p	Board Recruitment Subcommittee
Nov 18	4:00p	Board Legislative Subcommittee
Nov 30	4:00p	Board Recruitment Subcommittee
Dec 8	5:30p	Community Advisory Committee
Dec 10	5:30p	Board Meeting
Dec 14	4:00p	Board Recruitment Subcommittee
Dec 28	4:00p	Board Recruitment Subcommittee
Jan	TBD	Board DEI Subcommittee Meeting
Jan 11	4:00p	Board Recruitment Subcommittee
Jan 14	5:30p	Board Work Session
Jan 25	4:00p	Board Recruitment Subcommittee
Jan 28	5:30p	Board Meeting

District Events & Initiatives

Date	Time	Event

Community, Regional, & Industry Events

Date	Time	Event

Key Dates & Holidays

Date	Event
Nov 2	Fall Back - Daylight Savings Time
Nov 4	General Election Day
Nov 11	**Veterans Day:** Administrative Offices Closed & Saturday-level Bus Service
Nov 26	**Thanksgiving Day:** Administrative Offices & Customer Service Closed & No Bus Service
Nov 27	**Day After Thanksgiving:** Administrative Offices & Customer Service Closed & Weekday Bus Service
Dec 25	**Christmas Day:** Administrative Offices & Customer Service Closed & No Bus Service
Jan 1	**New Year's Day:** Administrative Offices & Customer Service Closed & No Bus Service
Jan 19	**Martin Luther King Jr. Day:** Administrative Offices Closed & Saturday-level Bus Service