



Salem Area Mass Transit District
CITIZENS ADVISORY COMMITTEE

Tuesday, June 18, 2019, 5:30 PM

Senator Hearing Room at Courthouse Square
555 Court Street NE, Salem, Oregon 97301

MINUTES

PRESENT: Members	Rick Hartwig, Chair; Roberto Coto, Vice-Chair; and Members - Mark Knecht, Laurie Dougherty, Patrick Schwab, John Hammill, and Mary Sarabia
ABSENT: Members	Davis Dyer and Tealah Meyer
Board	Steve Evans, Liaison (arrived 5:49 p.m.)
Staff	David Trimble, Chief Operating Officer; Steve Dickey, Director of Transportation Development; Chris French, Senior Planner; Gregg Thompson, Maintenance Manager; Karen Garcia, Security and Emergency Management Manager; Mark Poulson, Transportation Manager; SueAnn Coffin, Contracted Services Manager; Melissa Kidd, Operations Programs Administrator; Allan Pollock, General Manager; Linda Galeazzi, Executive Assistant
Guests	No guests

1. CALL TO ORDER AND ROLL CALL 5:30 PM

Chair Rick Hartwig called the meeting to order. A quorum was present.

a. Safety Moment

David Trimble said the ‘safety moment’ focus for June has been on the heat and hot weather. He advised that hydration is important so people should remember to drink lots of water, wear light clothing, use sunscreen and a head covering when outside; and remember to take care of your pets that are exposed to the heat.

2. ANNOUNCEMENTS 5:33 PM

Mr. Trimble reminded the committee of the Del Webb facility tour that will take place on Thursday, June 20. Members should meet at the Downtown Transit Center by 5:15 p.m. where they will take the bus to Del Webb. After the tour, members will be brought back to the Downtown Transit Center by 7:00 p.m.

3. PUBLIC COMMENT - None 5:33 PM

4. APPROVAL OF MINUTES

5:33 PM

a. Minutes of March 19, 2019

Motion: Moved to approve the meeting minutes of March 19, 2019.

Motion by: Member Mark Knecht

Second: Member Patrick Schwab

Discussion: None

Vote: Motion passed with six votes in favor; Absent: Davis Dyer and Tealah Meyer

5. PRESENTATIONS

5:35 PM

a. Board Governance and FY2020 Budget Priorities

General Manager, Allan Pollock gave a presentation on the District's new Board governance that began with State legislation in 2018 through Senate Bill 1536. Salem Area Mass Transit District ("SAMTD") is a mass transit district, like Lane Transit District and TriMet. SB1536 eliminates restrictions on methods of financing for SAMTD and directors will be appointed by the Governor in accordance with ORS 267.108(2). Four current board members' terms end June 30, 2019 and in their place, four new board members have been appointed. Three of the remaining board members will finish out their terms to June 30, 2021.

b. FY2020 Budget Priorities

Mr. Pollock shared highlights from his Budget Message for the fiscal year 2020 budget. He explained how the budget is prepared, and how the District is able to plan for new service with the Statewide Transportation Improvement Fund (STIF) that is funded by an employee payroll tax and is administered by ODOT for public transit use through a grant process. He spoke about how the District shares STIF funding with providers of transit service in Marion and Polk County. In addition, the District's budget is based on Guiding Principles that includes five strategic priorities and a brand promise 'to deliver a world class customer experience.'

Mr. Pollock identified the budgeted items needed for the new service to include staffing, bus expansion and upgrades to Operations' maintenance facilities and customer service. Enhanced service for 'A Better Cherriots' began on June 1 with reduced youth fares. Beginning September 3, 2019, there will be later weekday service; and on September 7, the District will provide Saturday service. In May 2020, Sunday and holiday service will be implemented.

c. Customer Education / Schedule Design

Marketing Coordinator Jonah Hanson provided an update on the proposed schedule designs for the Take Ones and new shelter schedules. The schedules have a smaller font size with added bus information. Header cards have replaced the old ones with a

consistent new look; and there are ads on the monitors at both the Downtown and Keizer Transit Centers.

Director Evans noticed that the cost of the fare was not on the schedule. Mr. Hanson said there would be supplementary fare information.

Mr. Hanson spoke about the customer education campaign that was launched on May 15th. There is a “teamwork” page on the Cherriots website. The first phase of the campaign will be messaging about efficiencies. The second phase will be about safety; the third phase will be about currency and policy.

Mr. Hanson thanked the committee for their input and feedback about the design work from their March 19 meeting. He said their next steps include a new tagline for Cherriots. They have a new positioning statement but they need a new tagline. There are six choices that are included in their packet for the committee to review. He asked that they send him their feedback about which ones they like or don't like.

Member Knecht left the meeting at 6:27 p.m.

Member Coto was glad to see that Spanish was added to the schedules, and asked if there will be a test group to read the translation. He noticed that the translation was monolingual and not multilingual. Mr. Hanson responded that they've used a professional translation service and several staff members to review the draft. Mr. Trimble asked Member Coto if he would be willing to meet with the marketing staff before they finalize the schedules. Member Coto said he would come and invite a couple of others to help with the translation.

d. Service Quarterly Reports

Senior Planner Chris French reported on FY2019 third quarter service performance from January to March 2019. He noted that the report was shared with the Board at their May 23rd board meeting.

Member Coto asked how the District will measure 'World Class Experience' and how will the District know that goals have been met. Mr. Pollock explained that performance measures will be established through the use of customer surveys, feedback, and efficiencies, such as on time performance, which will be entered and evaluated in quarterly reports to determine different approaches, if needed.

e. Service Enhancement Update

Senior Planner Chris French provided a handout with an update on the progress of the service enhancements and the routes that would be effected.

Member Dougherty asked why the 1X route to Wilsonville doesn't directly connect to TriMet service. Mr. Dickey explained that there is not a good place for transfers to take

place in Wilsonville, however, the 1X route from Salem to Wilsonville does connect to the SMART 2X, which connects to the Westside Express Service (WES) which is TriMet service at Barbur Transit Center.

6. DISCUSSION ITEMS

6:44 PM

Chair Rick Hartwig opened up the discussion for committee members to discuss service concerns that they have either encountered or heard through community stakeholders; that have been addressed, or will be addressed by staff:

a. Committee Concerns/Discussion

- Not so friendly driver
- Training for transit operators on the use of shoulder straps in new buses
- Properly securing tie-downs for wheel chairs
- Pedestrian safety at the Center 50+ - not all pedestrians ride the bus but all bus riders are pedestrians. Flashing lights at pedestrian crossings will be a big help.

Mr. Trimble said the District has ongoing training for transit operators and he thanked the members for their input. He reminded them to contact customer service when they encounter a service concern. They can call or send an email to info@cherriots.org so that staff can respond and follow up.

7. ACTION ITEMS - None

8. FUTURE AGENDA ITEMS

6:51 PM

Chair Hartwig asked the committee if they had ideas for future presentations. They responded with the following ideas.

- A report on the City of Salem's transit task force efforts
- The Salem Comprehensive Plan that involves transit-friendly neighborhoods with bikes and pedestrian access to Cherriots.
- Latino youth group with a transit focus
- Market Street widening – bus shelters were taken out on Market and Lancaster Streets behind the Les Schwab that were used for Bus #5.

9. ADJOURNMENT

6:57 PM

Motion: Moved to adjourn the meeting.

Motion by: Member Mary Sarabia

Second: Member Patrick Schwab

Discussion: None

Vote: Motion passed with six votes in favor; Absent: Davis Dyer and Tealah Meyer

The next CAC quarterly meeting will be September 17, 2019