



**MINUTES OF THE
February 15, 2022
CITIZENS ADVISORY COMMITTEE MEETING
5:30 PM – 7:30 PM**

Present Members:	Patrick Schwab, Chair; John Hammill, Vice-Chair; Laurie Dougherty, Member, Davis Dyer, Member; Rick Hartwig, Member; Mark Knecht, Member; Erin Ross, Member
Absent Members:	Michele Roland-Schwartz, Member; Maria Hinojos-Pressey, Cherriots Board of Directors Liaison
Board:	
Staff:	David Trimble, Deputy General Manager, Steve Dickey, Director of Technology/Project Management, Tom Dietz, Director of Operations, Patricia Feeny, Director of Communication, Ben Sawyer, Contracted Services Manager, Chris French, Planning Services Manager, Don Clifford, Transportation Manager; Gregg Thompson, Maintenance Manager, Seth Hamlin, Assistant Transportation Manager
Guests:	Jonah Hanson, Cherriots Marketing Coordinator; Ted Stonecliffe, Cherriots Transit Planner II; Christina Healy and Ben Cavaletto – Sign Interpreters

1. CALL TO ORDER AND ROLL CALL

Chair Patrick Schwab called the meeting to order. A quorum was present.

a. Safety Moment

David Trimble opened our meeting with a safety message. February is Cancer Prevention Month so today's message was about cancer prevention tips to help you and your family stay healthy.

- Please try not to use tobacco products. These products have been linked to many different kinds of cancer. It's never too late to quit.
- Protect your skin. Prolonged exposure to the sun can cause skin cancer. Make sure you use sun protection year round and do not use indoor tanning beds.
- Make sure you eat healthy and wholesome foods.
- Keep active. Exercise or walk 30 minutes a day.
- Get all your immunizations – beyond Covid-19.
- Make sure you know your family medical history and get screenings, especially when you reach certain age groups.

b. Additions/Changes to the Agenda

Member Mark Knecht would like to discuss the new buses, type/size, and whether he will be able to get his scooter turned around in them. This will be added to our discussion items on the agenda.

2. ANNOUNCEMENTS

None at this time.

3. PUBLIC COMMENT

None at this time.

4. APPROVAL OF MINUTES - Minutes of December 14, 2021

Member Erin Ross asked that under the list of organizations to connect with regarding the Long Range Transit Plan, the organization "Oregon Center for the Deaf and Blind" be changed to "Oregon School for the Deaf" as that is the correct name of the organization. Noted and changed.

Motion:	Motioned to approve the meeting minutes of December 14, 2021 with mentioned changes.
Motion by:	Vice-Chair John Hammill
Second:	Member Rick Hartwig
Discussion:	None
Vote:	Motion passed with seven votes in favor. Member Michele Roland-Schwartz excused.

5. PRESENTATIONS

a. CAC Marketing Campaign – Patricia Feeny, Director of Communication and Jonah Hanson, Marketing Coordinator

Ms. Patricia Feeny and Jonah Hanson joined the committee to discuss some upcoming marketing campaigns and discuss how members of the CAC can participate. Jonah discussed the campaigns and projects. He first wanted to ask a few questions. How many of the committee members are familiar with the Cherriots Regional service, where it travels and how many have actually rode Cherriots Regional? More were familiar than what was expected. Marketing has found the majority of the community is not aware of this service. In the spring we will launch a campaign centered on Cherriots Regional Service. This service runs to areas in the Salem/Keizer/Polk counties that are outside the urban growth boundaries. Our 1X service goes up to Wilsonville. There is service through Brooks, Gervais and Woodburn; another service through Silverton and Mt. Angel to Woodburn and the 30x that services Turner, Aumsville, Stayton, Mehama, Lyons, Mill City and Gates. Three routes in Polk County serve Independence, Monmouth and Dallas. This campaign will start with these last three areas, Independence, Monmouth and Dallas. These are the areas where we see the greatest demand for service and an opportunity to serve riders. There will be digital, printed advertising, ads playing in movie theaters, flyers and we will reach out to potential community partners and give them brochures to share with those that don't know about, or are not utilizing this service. Questions: Vice-Chair John Hammill

mentioned it would be a good idea to partner with restaurants in each of those areas who would like to promote their business. Part of the campaign is to utilize connections with each city's Chamber of Commerce to work with local businesses to help promote destination places riders might like to go. Another area Vice-Chair Hammill mentioned was partnering with Woodburn Transit. Member Mark Knecht asked about the route to Albany that has been discussed before. A feasibility study has been done, but there are still a number of items that need to be considered before that route is put in service.

Planning Services employee, Ted Stonecliffe, addressed the committee regarding the Salem/Albany route. The feasibility study did show a lot of interest in this service. There are still other factors involved. Cherriots is the qualified entity for Salem and Linn County is the qualified entity in Albany. Both would need to come together to determine and create funding for this service. Our first funding opportunity will be when STIF is ready to accept grant applications for funding. We will then be able to take a more serious look at making this route a possibility.

For additional marketing projects, Cherriots may be asking committee members for their help. Ms. Feeny asked Cherriots CAC members if they would help with telling the Cherriots story with testimonies and quotes to be used in promotional materials. These materials may even be placed on the side of our buses. We may have opportunities for acting, doing voice overs and our hope is, since it appears the pandemic is slowing down, we will return to in-person outreach and would love to have committee members out in the community with us. Besides the Regional marketing campaign, there will be one for the new battery electric bus initiative led by Tom Dietz, Director of Operations. We will also be implementing a new service, the 80x that will service Keizer, Woodburn and Wilsonville. Ms. Feeny and Jonah will be asking Cherriots CAC members to help Cherriots promote various services and initiatives.

Chair Patrick Schwab asked about how is Cherriots letting the community know that Cherriots is running and safe to ride. David Trimble answered with an explanation on how these new campaigns will be in line with where we are in the pandemic and will let the community know we are safe, we have air purification systems on the buses, etc.

b. Long Range Transit Plan Update – Chris French, Service Planning Manager and Ted Stonecliffe, Transit Planner II

Chris French, Planning Service Manager and Ted Stonecliffe, Transit Planner II gave the committee an update on the Long Range Transit Plan. Last meeting, the consultants on this project met with the committee to give the existing conditions snapshot report and what the plans were for public outreach. Tonight will be an update on what outreach activities took place. The outreach took place from December 21 through January 31. There were eight (8) in-person tabletop events, nine (9) virtual community presentations and 28 community meetings attended by Cherriots employees where an invitation was extended for an online survey regarding the LRTP. There was advertising at ten (10) different organizations. Spanish language fliers were placed at food pantries and emails were sent to all the Salem/Keizer neighborhood associations. Contact was made with at

least 1,000 individuals in the outreach effort and 12,500 postcards were mailed in the Salem/Keizer area, plus 5 regional cities. We received over 400 completed surveys. We are proud of our outreach to our underserved communities. Eight (8) surveys were collected in Spanish. Nine (9) different stakeholder meetings were held. There was also a virtual workshop to give public the opportunity to give feedback to Cherriots staff. There was also incentives in the form of \$20 Fred Meyer gift cards. Survey results will be shared at the next CAC meeting in April. The consultant will be working with SKATS on a model along with using Cherriots ridership modeling software called TBEST. This will come up with various alternatives to present. This will be done during a second round of outreach events. There were many responses from individuals that utilize Cherriots LIFT and Cherriots Shop and Ride services, too.

Member Rick Hartwig discussed an underserved area on Battlecreek around Reed Rd. near the new Costco. That is a service gap area Cherriots is aware of and will be working on a plan to get this area served in the future.

c. COVID-19 Service Update – Tom Dietz, Director of Operations

Mr. Dietz addressed the committee. Cherriots is continuing to run at a 90% service level, which means we are not out as late for the last pulse. This is due to staffing shortages and we were not comfortable going back to a 100% service level in case we needed to fall back to 90% again. We are still under the federal mandate for face coverings on transit vehicles and transit properties. 100% of our fixed route fleet that is in service have the activated air purification systems installed on them. This equipment neutralizes germs and COVID transmission is negated in the air ensuring the safety of our employees and our riders. Cherriots LIFT vehicles will have this equipment installed as well. The company is dealing with some supply chain issues on some equipment. The customer service lobby will not be opened yet as we are waiting for guidance from federal entities.

d. Battery Electric Bus Project Update – Gregg Thompson, Maintenance Manager

It was requested that Cherriots give routine updates on the battery electric bus project. Mr. Thompson shared a presentation with the committee. Questions are welcome at any time during the presentation. Cherriots started applying for Low-No grants in 2015 and was awarded a grant in 2020 and another 2021 for a total of ten (10) electric buses, including depot charging and on-route charging (inductive.) These were federal grants, which are open to everyone and are very competitive, so receiving two (2) grants is something to be proud of. Energy consumption was modeled for route 11. All ten (10) buses have been ordered with an expected delivery date of December 2022. One goal is to have all the charging infrastructure in and tested by November 2022. Cherriots was able to lease the batteries on the first five buses, but by the time we applied for the second set of five buses, the battery leasing option was not available and hence the reason for the difference in the bus prices. The latter five (5) buses come equipped with batteries. Chairman Schwab asked how long a bus will hold a charge and will more than one bus be needed at a time? Route 11 will be electrified and in that route, there are a total of eight (8) blocks, and each block is covered by an individual bus. We did route modeling based on these blocks and with the inductive/on route charging at Keizer Transit Center, the bus will

run all day. Vice-Chairman Hammill asked if the buses have solar panels on the top of them. That is not an option right now. Current solar technology could not charge the batteries quick enough.

6. DISCUSSION ITEMS

a. Scooter Loading Issues

Member Mark Knecht asked if scooter size is being taken into consideration on the new buses. Mr. Knecht has a new scooter that he can maneuver in the larger buses, but in the older (red) buses, he cannot. Member Knecht will meet with Mr. Dietz and Ben Sawyer, Contracted Services Manager, to go over this issue. Mr. Dietz did let Mr. Knecht know the newer CNG buses that should be delivered in the fall, will have the same footprint as the larger buses, which Mr. Knecht can maneuver his scooter in.

A bus will be available at the transit center when the meeting with Mr. Knecht takes place to ensure he is able to maneuver his scooter. This is something we will take into consideration with our new procurements in the future. More than likely the diesel buses, which are the older model buses and are the ones the scooter does not fit in, be going out of service when the new CNG buses are on-site.

b. New Member Applications

We have two new applicants to review and make a recommendation to the Board for them to join the CAC. The first applicant is Mr. Joe Tilman, who works as a bridge drafter for ODOT. He represents people with disabilities and uses the Cherriots Local service. He's been a transit rider in many different states/areas and is connected to cycling clubs. His top three public transportation issues of concern are sustainability, citizen perception and oversight to help ensure good data becomes good information, thus helping to provide good decision making.

The second applicant, Lucinda (Lucy) Edwards, identifies as a disable individual. Her areas of group perspectives are Transportation Options, Cherriots Local and Cherriots LIFT service. Her top three public transportation issues of concern are safety at bus stops; making sure they are well lit after dark, how visible the stop is from the road for the bus, a place to stand out of the way of cars at each stop; handicap accessibility at bus stops and safety at the transit mall. Although she is not currently part of any community groups, she is a disabled rider and uses a wheelchair to get around town. She would be an advocate to see improvements are made at some of the stops.

7. ACTION ITEMS

a. New Member Recommendations to the Board

After hearing about the new applicants, there was no further discussion. The committee was ready to make a motion to recommend to the board the committee's approval of both these candidates.

Motion:	Motion to recommend to the board both Joe Tilman and Lucinda Edwards as new members of the Citizens Advisory Committee.
Motion by:	Member Rick Hartwig
Second:	Vice-Chair John Hammill
Discussion:	None
Vote:	Motion passed with seven votes in favor. Member Michele Roland-Schwartz excused.

8. FUTURE AGENDA ITEMS

- a. Committee Work Plan - April 19, 2022 meeting
- b. Performance Reports – April 19, 2022 meeting
- c. South Salem Transit Center – April 19, 2022 meeting
- d. Updated options to the LRTP – April 19, 2022 meeting

9. ADJOURNMENT

Motion:	Motion to adjourn meeting at 6:48 p.m.
Motion by:	Member Rick Hartwig
Second:	Vice-Chair John Hammill
Vote:	Motion passed with seven votes in favor. Member Michele Roland-Schwartz excused.