



# FISCAL YEAR 2024

## *ANNUAL PERFORMANCE REPORT*

*JULY 1, 2023-JUNE 30, 2024*



# Fiscal Year 2024 in Review

**JULY**  
2023



Planning staff held a kickoff meeting with consultant Kittelson & Associates for the Coordinated Plan update project.

**AUGUST**  
2023



The new contactless fare payment system - Umo - was launched to the public as well as the unification of the Local and Regional fare structures.

The Cherriots Board of Directors awarded the contract for a new CAD/AVL system to Avail Technologies.

Planning staff kicked off the 100% Ride Check project. This ride check is a crucial part of the National Transit Database reporting process.

**SEPTEMBER**  
2023



Two new bus stops were constructed as part of developments in the Mill Creek Corporate Center area. These stops are now served by Route 22 - Kuebler Link.

The Cherriots Board of Directors adopted the updated Title VI Plan for the District.

**OCTOBER**  
2023



Planning staff attended the Board Retreat and presented on unmet transit needs in the community and ideas for future service enhancements.

Outreach events were held in Salem and surrounding communities for the Coordinated Plan update project.

**NOVEMBER**  
2023



Planning staff attended a coordination meeting with the City of Salem to plan for bus stops to be included in the City's Marine Drive project in West Salem.

**DECEMBER**  
2023



Consultant firm Kittelson & Associates delivered the first draft of the updated Coordinated Plan.



# Fiscal Year 2024 in Review

**JANUARY**  
2024



Staff kicked off the Cherrits Intelligent Transportation System (CITS) project with new CAD/AVL vendor Avail Technologies.

**FEBRUARY**  
2024



A multi-family development including two new bus stops in northeast Salem, between Kale Street and Hazelgreen Road, was approved by the City of Salem.

**MARCH**  
2024



The Cherrits Board of Directors adopted the updated Coordinated Plan and 5310 Program Management Plan, wrapping up the project.

Planning staff kicked off the Rider Survey project. This on-board survey will provide origin-destination data and inform the next Needs Assessment.

**APRIL**  
2024



Cherrits staff completed the Preliminary Design Review of the new Avail CAD/AVL system.

**MAY**  
2024



The City of Salem approved a new bus stop to be included with street improvements on the corner of High Street and Chemeketa Street.

A new route in south Salem was launched, Route 22 - Kuebler Link.

Cherrits staff completed the Final Design Review of the new Avail CAD/AVL system.

Planning staff coordinated with City of Salem staff to include bus stops in the City's McGilchrist Improvement Project.

**JUNE**  
2024



Planning staff held their inaugural Talk With A Planner events. These events provide opportunities for Operators to engage directly with Planners after each service change.

Planning staff completed implementation of the Swiftly planning tool.

The Rider Survey project for origin-destination data was completed.



# System Summary

The table below provides a high-level summary of boardings, revenue miles, and revenue hours in Fiscal Year 2024 (FY24) compared to the previous fiscal year (FY23). All metrics have increased compared to FY23.

	Fixed-Route		Paratransit (LIFT)	Dial-a-Ride (Shop and Ride)	Vanpool	Total	% Change from FY23
	Local	Regional					
Total Boardings	3,228,778	106,952	100,063	4,849	84,902	3,525,544	16.4%
Percent of Total Boardings	91.6%	3.0%	2.8%	0.1%	2.4%	--	--
Revenue Miles	2,521,526	522,268	552,193	34,229	496,912	4,127,128	3.9%
Boardings per Revenue Mile	1.3	0.2	0.2	0.1	0.2	0.9	12.1%
Revenue Hours	205,727	24,220	46,437	3,101	12,189	291,674	7.1%
Boardings per Revenue Hour	15.7	4.4	2.2	1.6	7.0	12.1	8.7%



# Service Changes Summary

Local | Regional | LIFT | Shop and Ride

## Increases:

- ⦿ May 2024 Service Change:
  - Route 22 Kuebler Link: new route connecting south Salem to southeast Salem

## Reductions:

- ⦿ None

## Modifications:

- ⦿ September 2023 Service Change:
  - Keizer Transit Center: buses were assigned to new bays during construction of the underground conductive chargers
  - Route 11: schedules were modified in preparation for BEB deployment
  - Routes 19 and 21: schedules were adjusted to improve on-time performance
  - Routes 40X and 45: resumed regular routing at WOU after a long-term detour
  - Routes 40X, 45, and 50X: Jefferson @ Oak (Stop ID 1523) was moved one block south to Mill Street in Dallas
- ⦿ January 2024 Service Change:
  - Route 1X : last outbound timepoint in Salem was moved to Market @ Savage (Stop ID 942) after the City of Salem closed the Market Street Park and Ride
  - Route 11: Runtime was increased on the 6:24 p.m. trip
- ⦿ May 2024 Service Change:
  - Route 6: rerouted from Barnes to Baxter due to implementation of Route 22; trip times adjusted due to new routing
  - Route 21: timepoint added for Commercial @ Baxter (Stop ID 230) to allow for connections with new Route 22
  - Route 11: Lancaster @ Denver (Stop ID 1149) moved far side of intersection

## Eliminations:

- ⦿ None

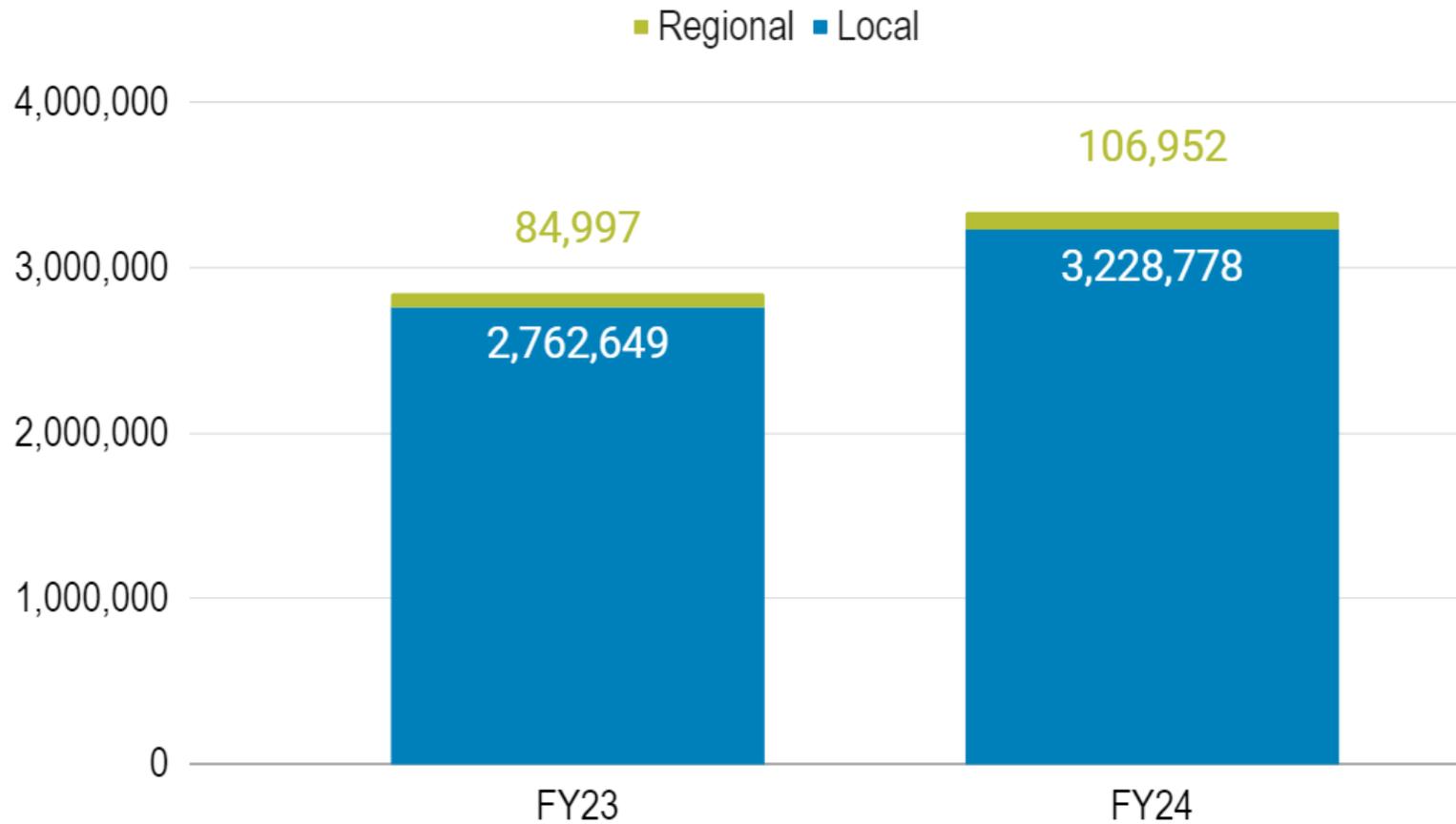


# Local and Regional Ridership Trends



## TOTAL FIXED ROUTE BOARDINGS

Ridership for both Regional and Local services increased in comparison to FY23, Regional by 25.8% and Local by 16.9%.



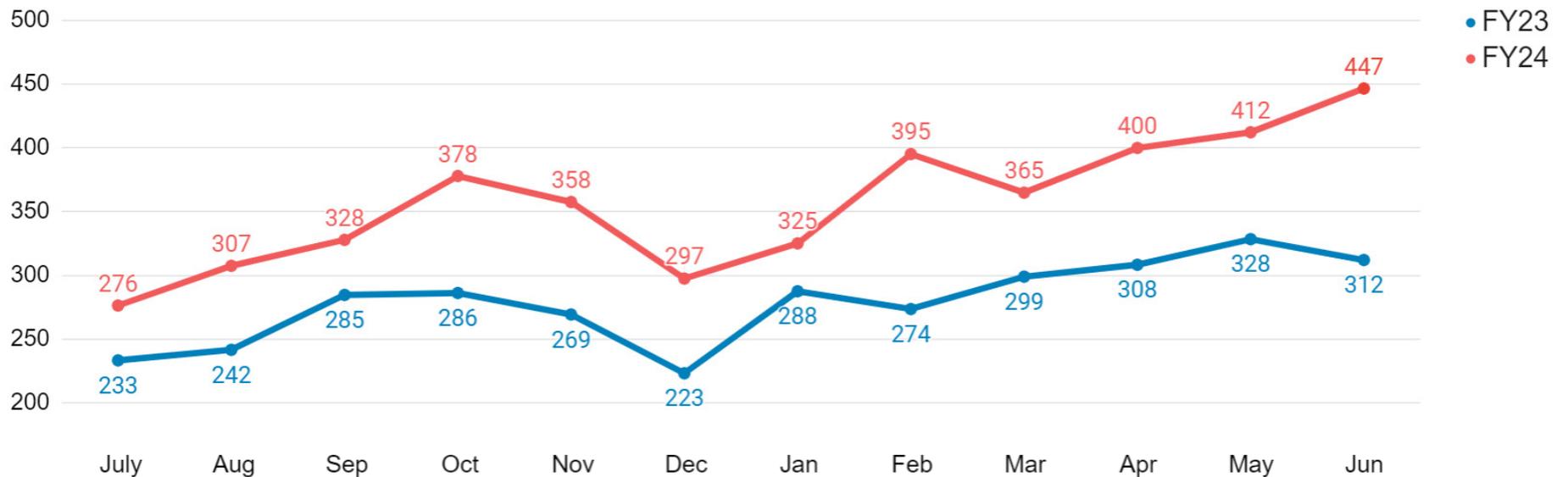
# Local and Regional Ridership Trends



LOCAL AVERAGE DAILY RIDES PER MONTH



REGIONAL AVERAGE DAILY RIDES PER MONTH

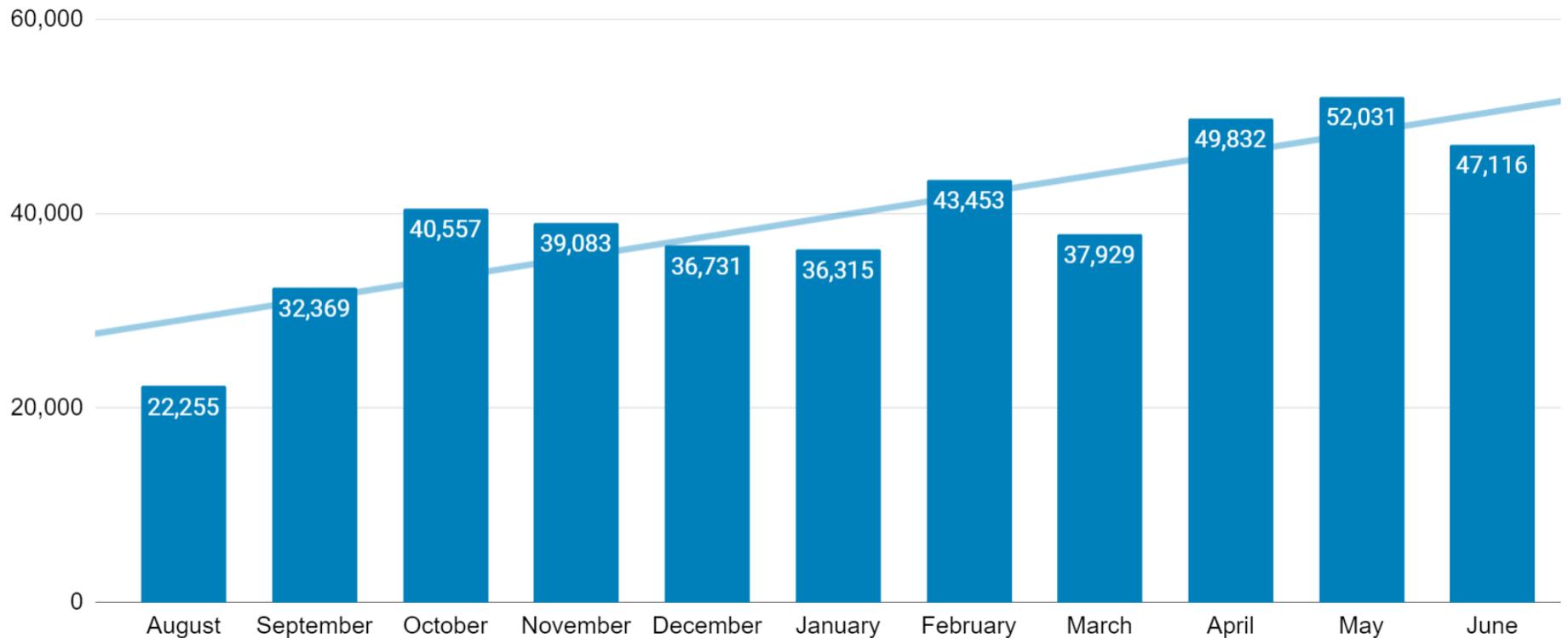


# Local and Regional Ridership Trends



Other ridership trends of note in FY24 reflected improvements to Cherriots fare structure and payment system. In August 2023 Cherriots implemented a new contactless fare payment system called Umo and introduced a new unified fare structure. Adoption of the Umo system by riders has more than doubled since it was launched and the most notable impact of the unified fare structure was for riders using the reduced fare month pass on Regional routes.

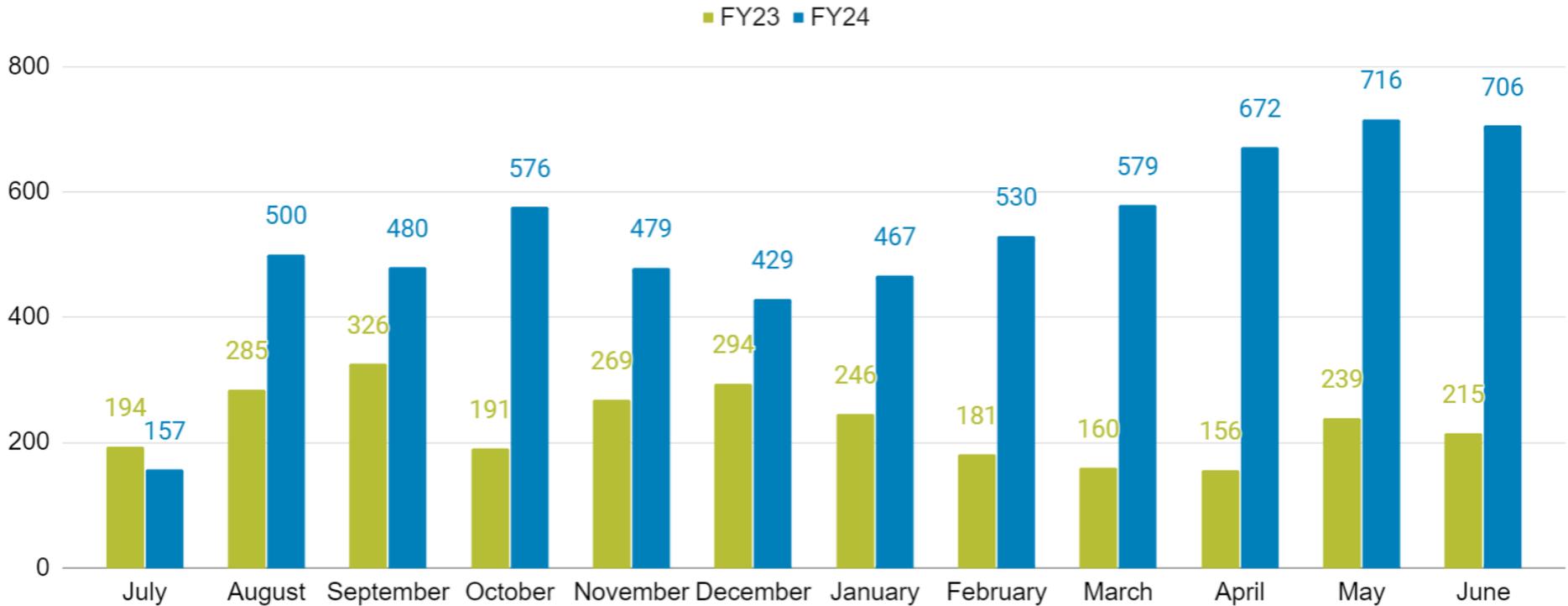
FY24 UMO TRANSACTION TOTALS



# Local and Regional Ridership Trends



REGIONAL REDUCED FARE MONTH PASS USAGE



# Route Productivity

Cherriots uses rides per revenue hour to measure a route's productivity. Each type of route is assigned a specific target, as listed below. Once the target is exceeded, additional frequency may be considered for that specific route in order to maintain a suitable level of passenger comfort and service level 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 rides 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 rides per revenue hour
- Commuter express routes – Routes that connect metropolitan areas with no stops in between.  
Target – 10 rides per revenue hour
- Regional express routes – Routes that provide service between towns, cities, and communities in Marion and Polk counties.  
Target - 10 rides 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 rides per revenue hour

Based on these targets, additional frequency on Saturdays and Sundays should be considered for Route 19 Broadway / River Rd and Route 21 South Commercial. Sundays would be the higher priority as Route 21 is exceeding the target by 7.4 rides per revenue hour and Route 19 by 4.9. On Saturdays, Routes 19 and 21 are exceeding the target by 2.8 and 4.6 rides per revenue hour, respectively. Route 19 could be considered for additional frequency on weekdays as well. However, it is only 1.4 rides per revenue hour above the target, so it would be a lower priority compared to weekends.

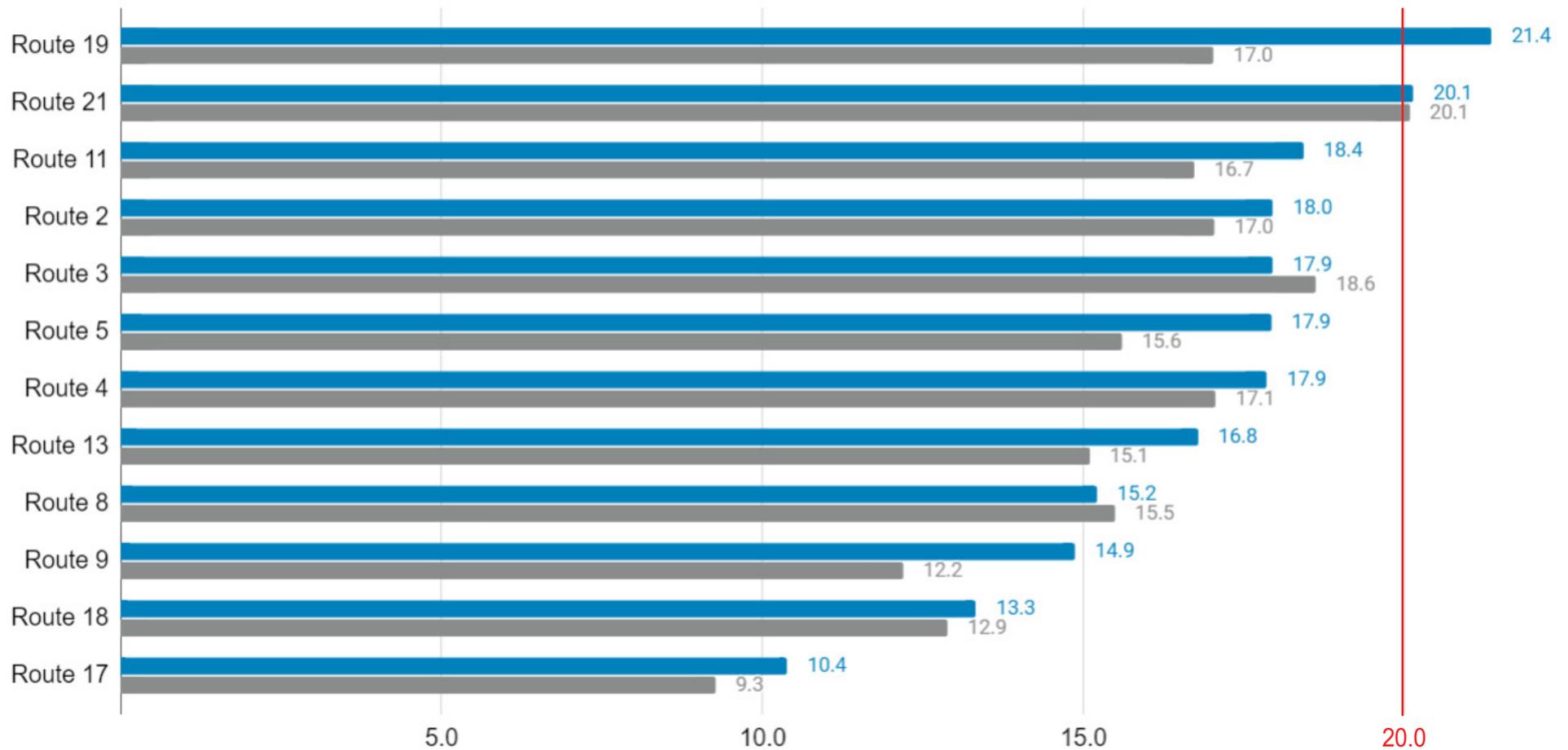
Additional frequency should also be considered for Route 16 Wallace Road on weekdays and Saturdays. This coverage route is exceeding its target by 6.6 rides per revenue hour on weekdays and by 2.2 rides per revenue hour on Saturdays. Another coverage route that could be considered for more frequency is Route 23 Lansing / Hawthorne. This route is exceeding its target on weekdays by 2 rides per revenue hour.

# Route Productivity

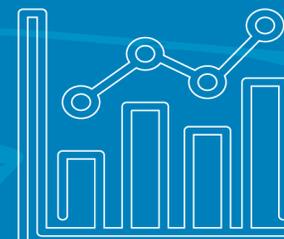


WEEKDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - CORRIDOR ROUTES  
 Target: 20 Boardings

■ FY24 ■ FY23



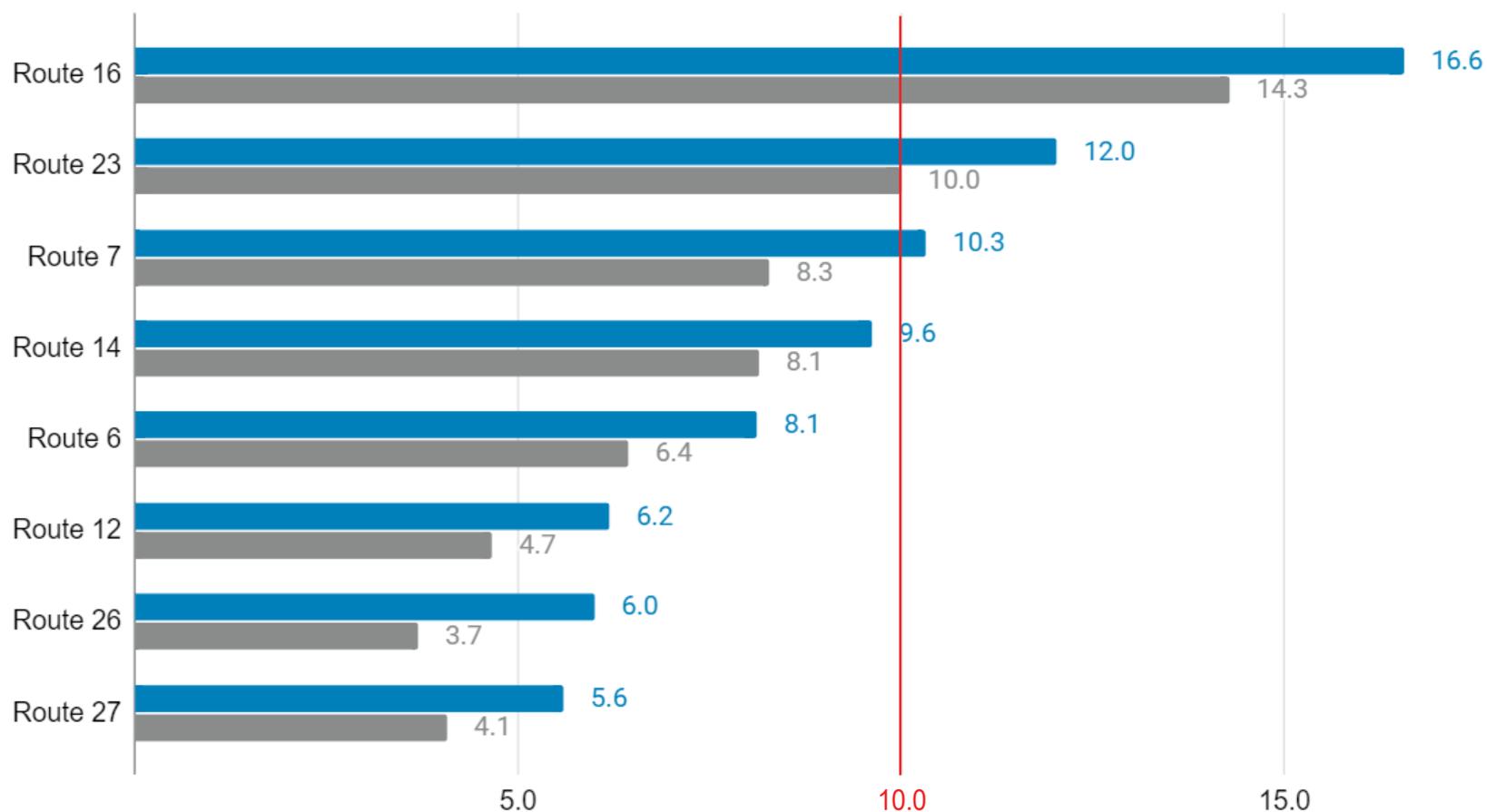
# Route Productivity



## WEEKDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - COVERAGE ROUTES

Target: 10 Boardings

■ FY24 ■ FY23

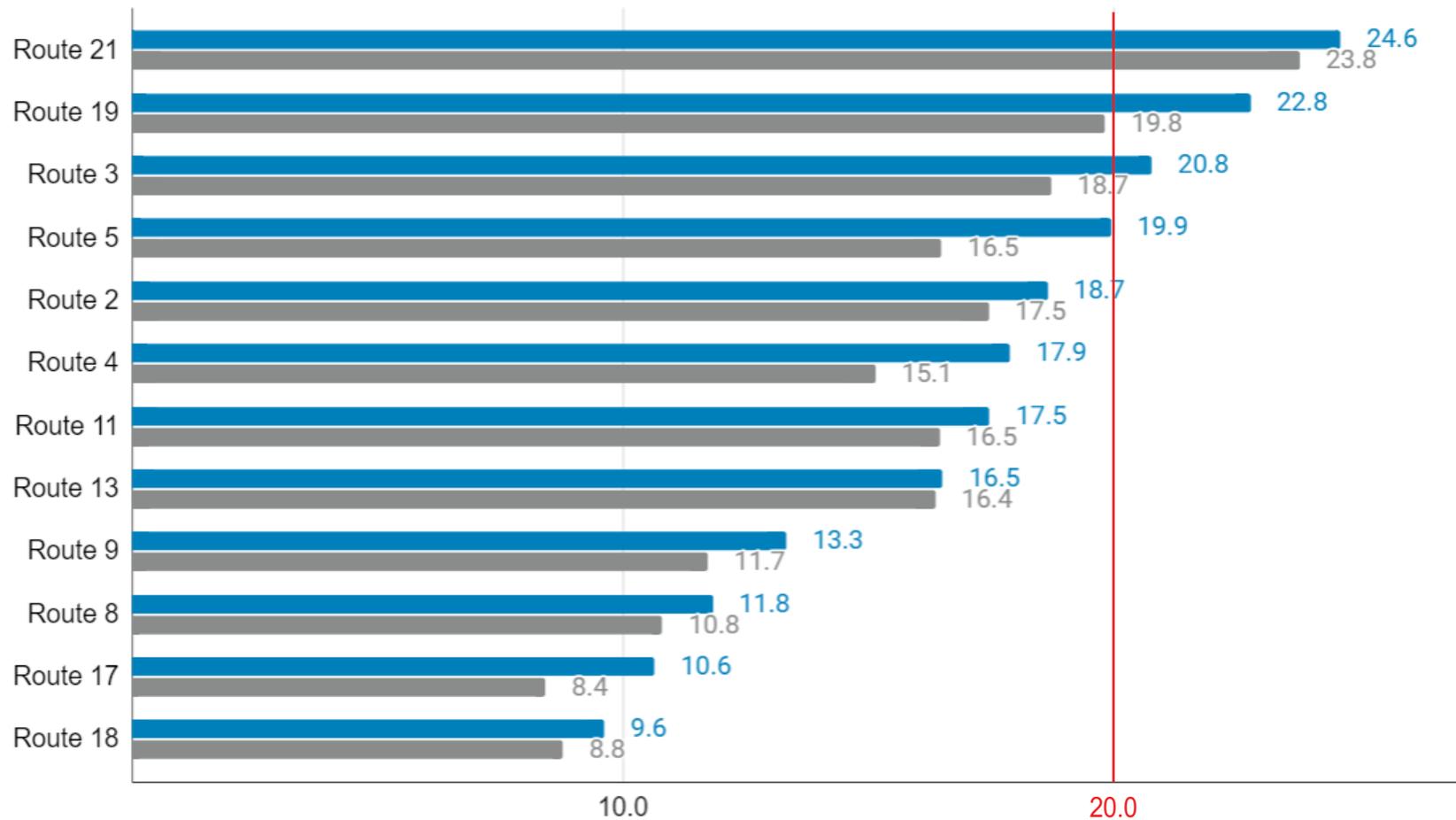


# Route Productivity



SATURDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - CORRIDOR ROUTES  
Target: 20 Boardings

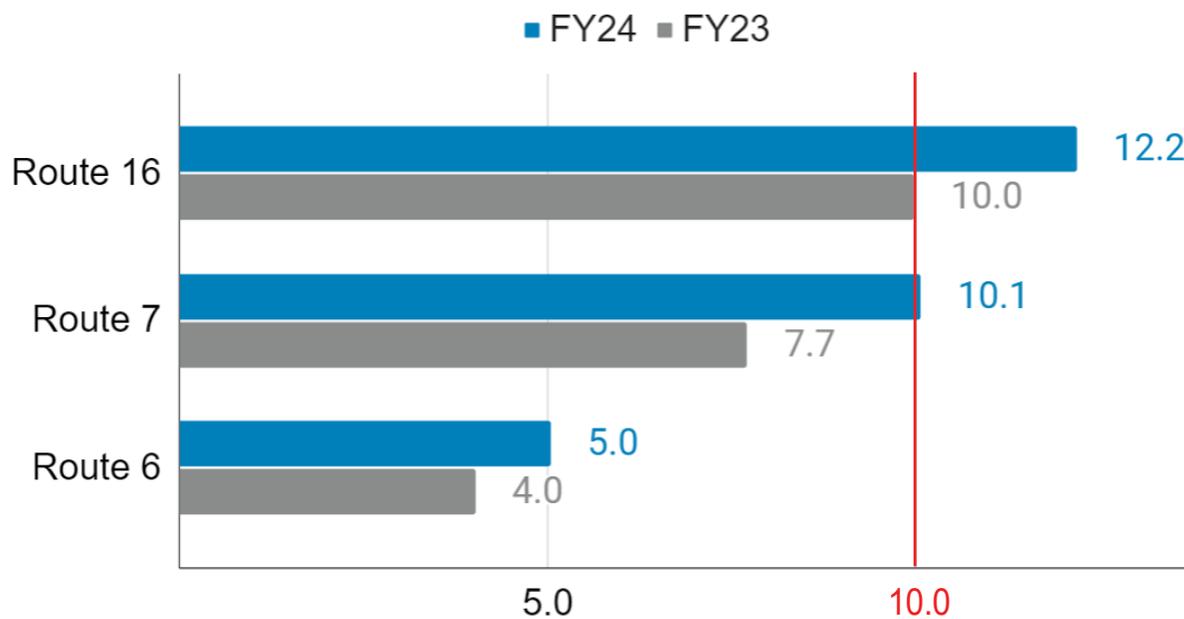
■ FY24 ■ FY23



# Route Productivity



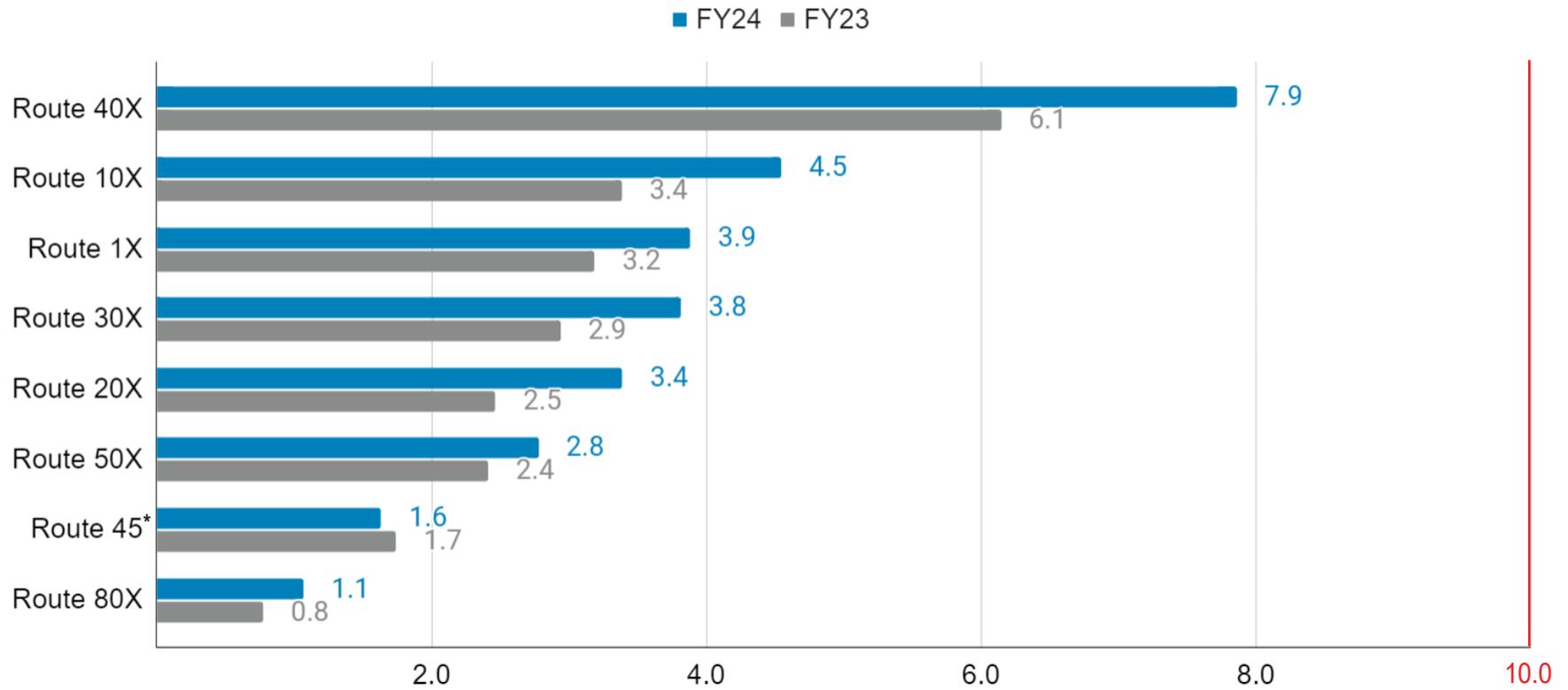
SATURDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - COVERAGE ROUTES  
Target: 10 Boardings



# Route Productivity



WEEKDAY RIDES PER REVENUE HOUR REGIONAL BUS SERVICE  
Target: 10 Boardings (\*Target: 5 Boardings)

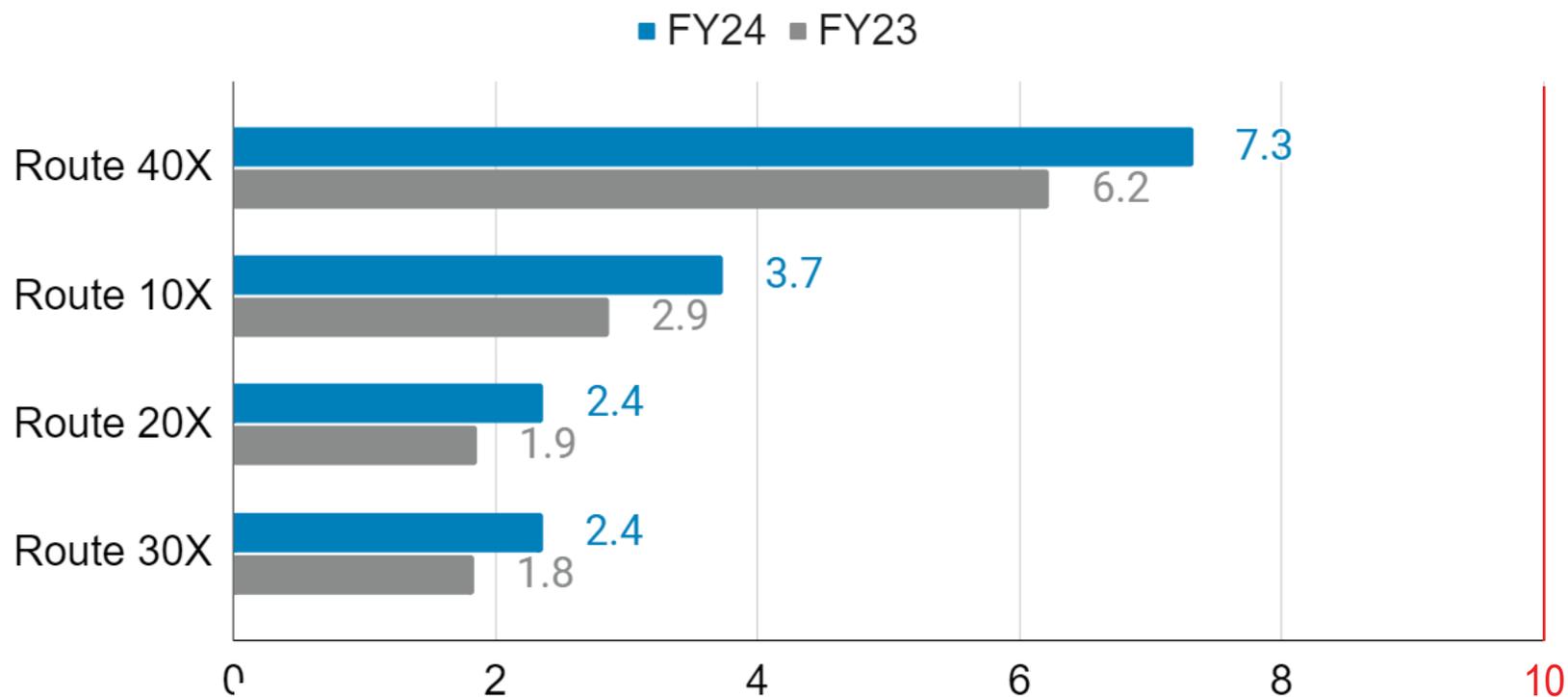


# Route Productivity



SATURDAY RIDES PER REVENUE HOUR REGIONAL BUS SERVICE

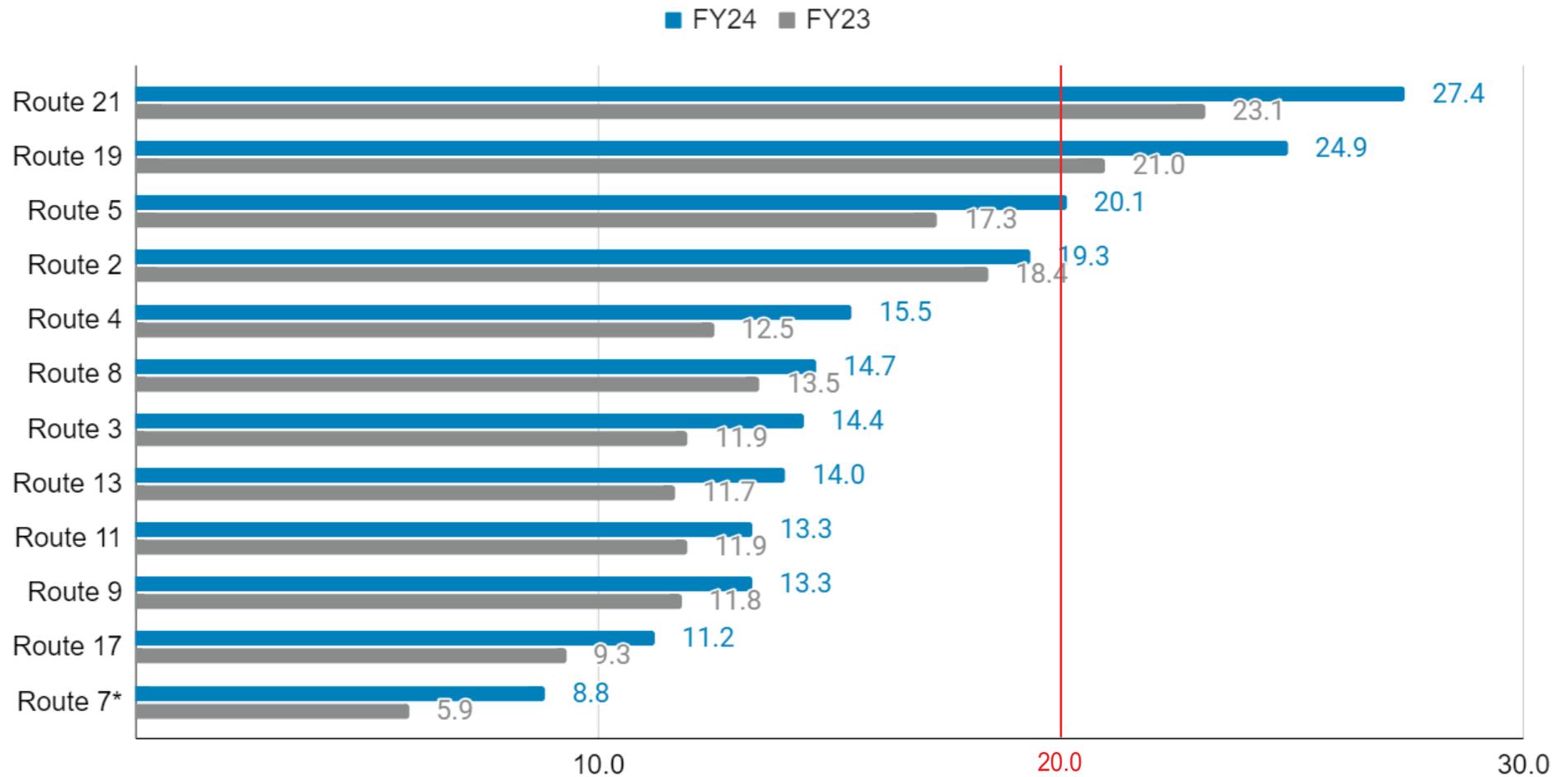
Target: 10 Boardings



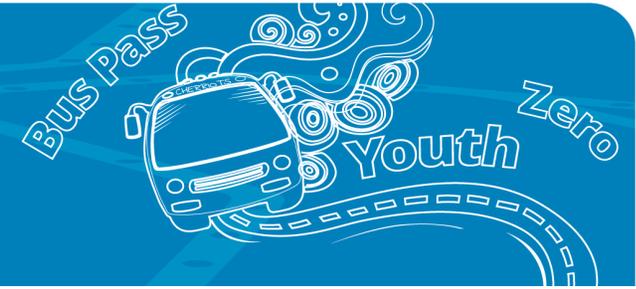
# Route Productivity



SUNDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - ALL ROUTES  
 Target: 20 Boardings (\*Target: 20 Boardings)

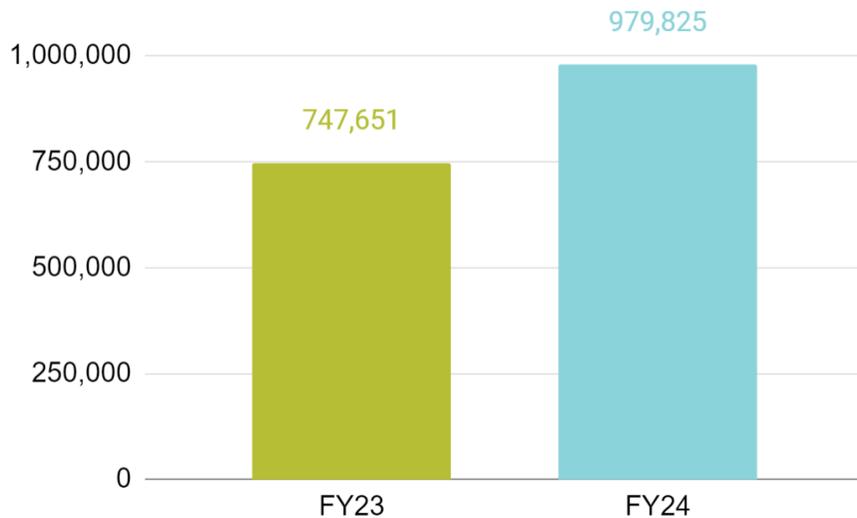


# Snapshot of Youth Zero Pass Program

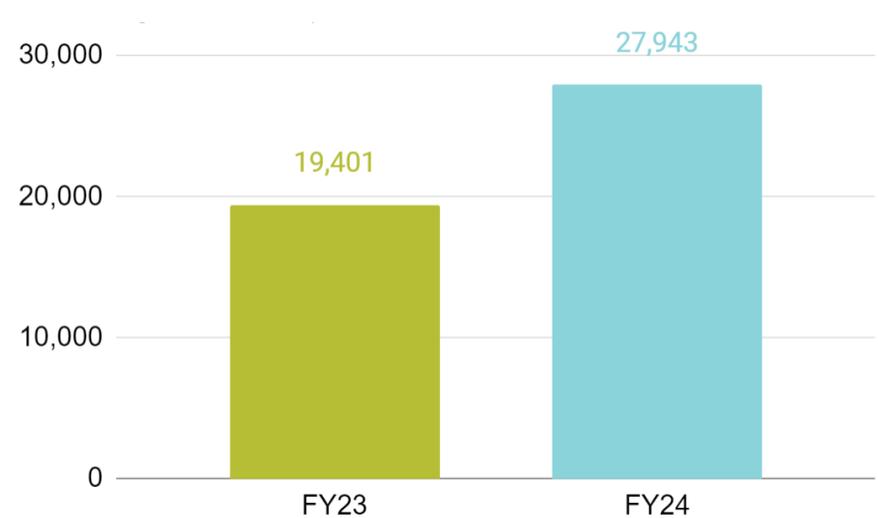


Youth ridership has been tracked since the Youth Zero Pass program began on September 4, 2022. This program provides rides to youth ages 0-18 at no cost to them and is subsidized by the Salem-Keizer Public School District and the Statewide Transportation Improvement Fund. Youth ridership has grown impressively since the program began on both Cherriots Local and Cherriots Regional services. Youth ridership on Cherriots Local is up 31 percent in FY24 over FY23 and Cherriots Regional youth ridership is up 44 percent. The total increase in youth ridership in FY24 was 240,716 rides over FY23.

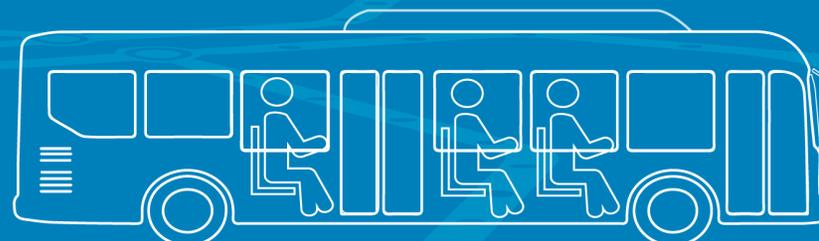
### FY24 YOUTH RIDERSHIP CHERRIOTS LOCAL



### FY24 YOUTH RIDERSHIP CHERRIOTS REGIONAL



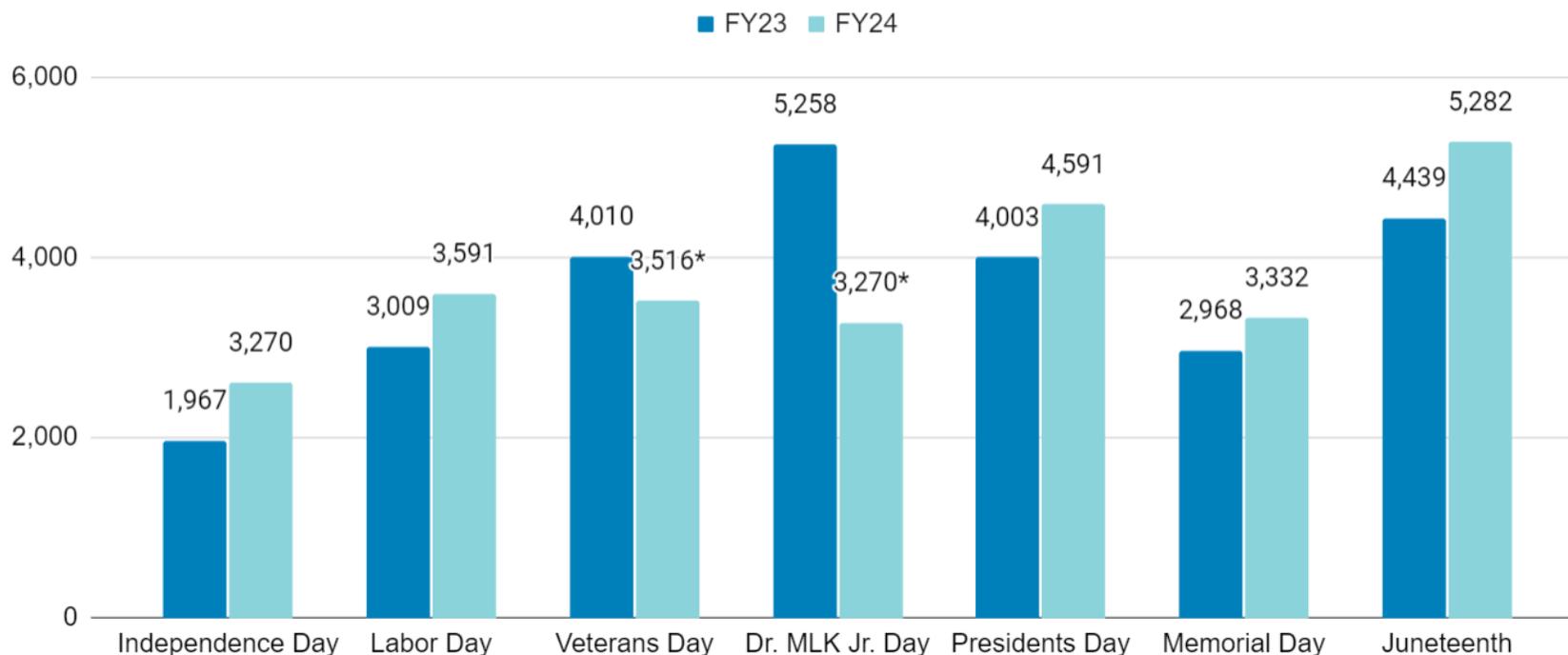
# Holiday Service Ridership



Holiday service began in 2021 as part of the A Better Cherrits service change plan made possible by the Statewide Transportation Improvement Fund. Holiday service in FY24 provided a total of 26,194 rides across the seven different days. Ridership on all holidays increased over those in FY23, except for Veterans Day, which fell on a Saturday, and Dr. Martin Luther King, Jr. Day, due to an ice storm that disrupted service levels for several days. Because of these circumstances, lower ridership is expected on these two holidays.

## FY24 HOLIDAY BOARDINGS

\*FY24 Veterans Day fell on a Saturday; FY24 Dr. MLK Jr. Day fell during an ice storm



# Cherriots Local On-time Performance



For the first time in many years, this report includes on-time performance (OTP) data for the Cherriots Local system (OTP data for Cherriots Regional is forthcoming). Onboarding new technology to be able to provide OTP data was a major focus for the Planning Department in FY24. This data is made available through a new cloud-based software tool called Swiftly. Swiftly has been deployed under a one year pilot project as a bridge during the District's transition from one bus technology provider (GMV) to another (Avail Technologies).

OTP is the measure of how close a bus adheres to its schedule and is measured only at bus stops with scheduled departure times, known as time points. There are three categories of OTP:

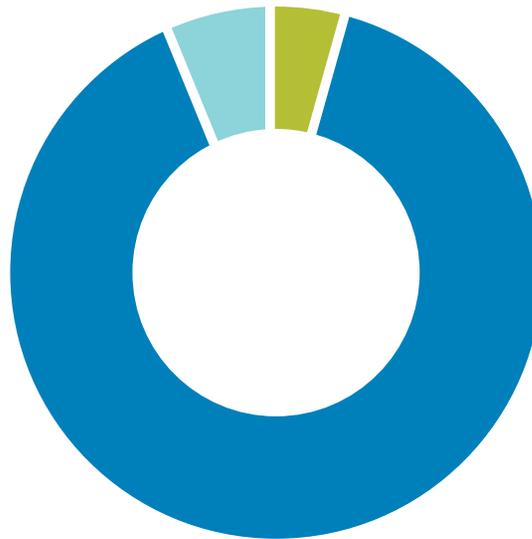
- **Early** - when a bus departs from a time point anytime before the scheduled time.  
Goal: 0%
- **On time** - when a bus departs from a time point anywhere between 0 to 5 minutes after the scheduled time.  
Goal: 85% or higher
- **Late** - when a bus departs from a time point more than 5 minutes after the scheduled time.  
Goal: 15% or lower



# Cherriots Local On-time Performance



FY24 System level OTP for Cherriots Local

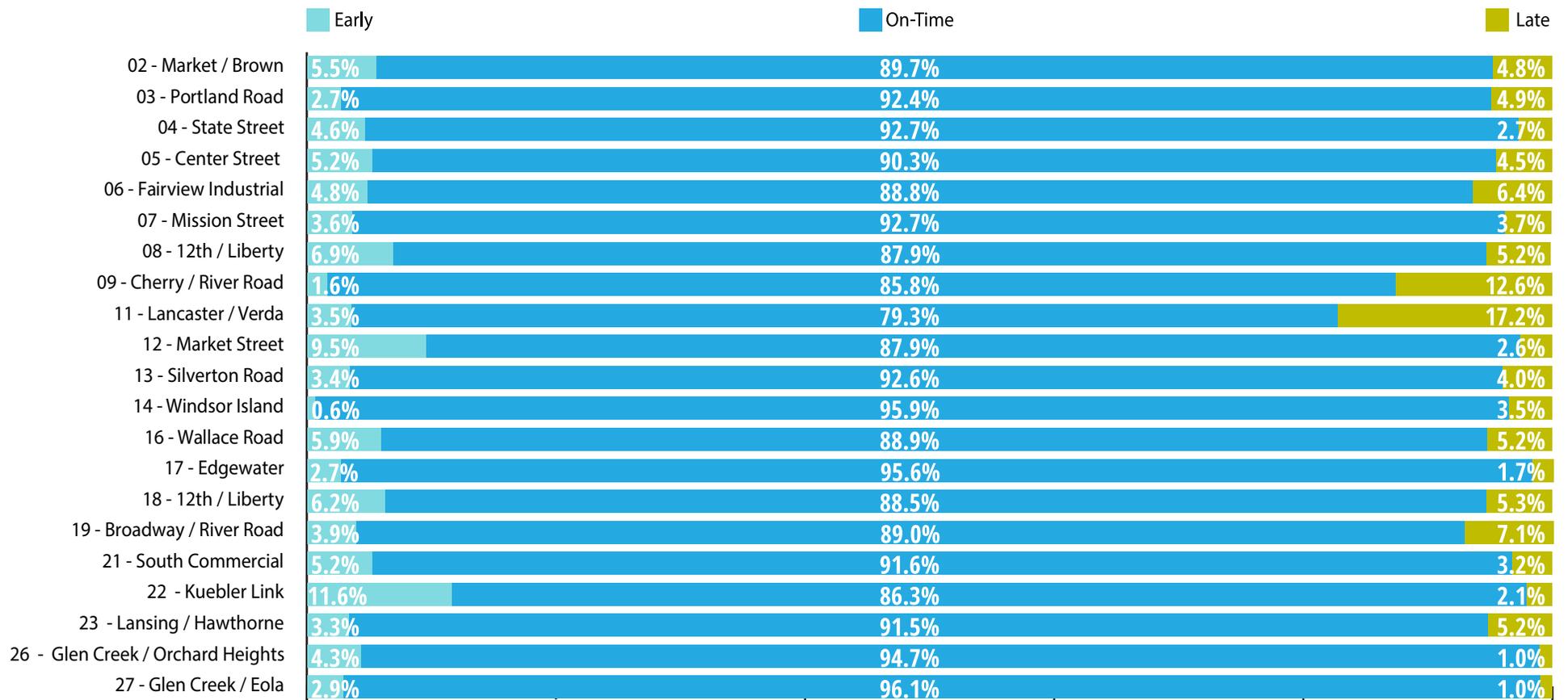


- Early: 4.2%
- On-Time: 89.4%
- Late: 6.3%

# Cherriots Local On-time Performance



FY24 Route level OTP for Cherriots Local

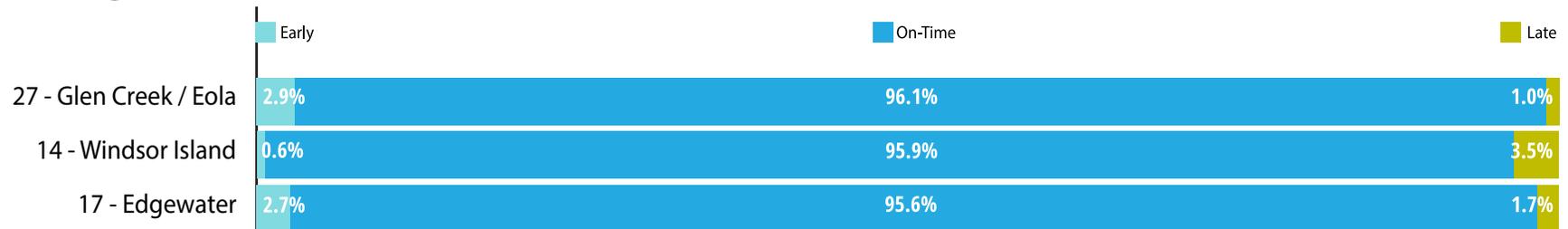


# Cherriots Local On-time Performance

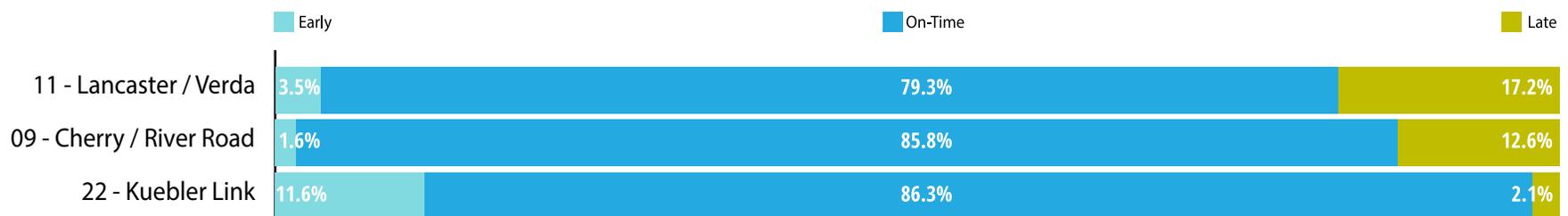


Over the coming months Planning staff will be able to analyze this OTP data and look for ways to make improvements using the tools Swiftly provides. Analysis will continue into future years using the tools that come with the Avail Technologies platform. One example of how this data could be used to analyze OTP is by looking at the top three and bottom three performing routes, as shown in the charts below.

The top three performing Cherriots Local routes in FY24 were Route 27 Glen Creek / Eola; Route 14 Windsor Island Road; and Route 17 Edgewater Street.



The bottom three performing Cherriots Local routes in FY24 were Route 11 Lancaster / Verda; Route 9 Cherry / River Rd; and Route 22 Kuebler Link\*. Although these were the bottom three routes in terms of OTP, two of the three were within our on-time metric of 85%.



\*Route 22 only operated during the last two months of the fiscal year.

# Cherriots LIFT Trends



The Americans with Disabilities Act (ADA) is a civil rights law that requires public transportation 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 displays Key Performance Indicators (KPI) from FY24. Improving OTP for LIFT was a major focus for Contracted Services during FY24 as they onboarded a new reservations software, Via. while LIFT OTP was just below the target at 89.5 percent for the year, it has shown steady increases month over month. Rides per revenue hour are also approaching the target (2.75) at an average of 2.3 for the year. All other goals were met or exceeded.

## KEY PERFORMANCE INDICATORS

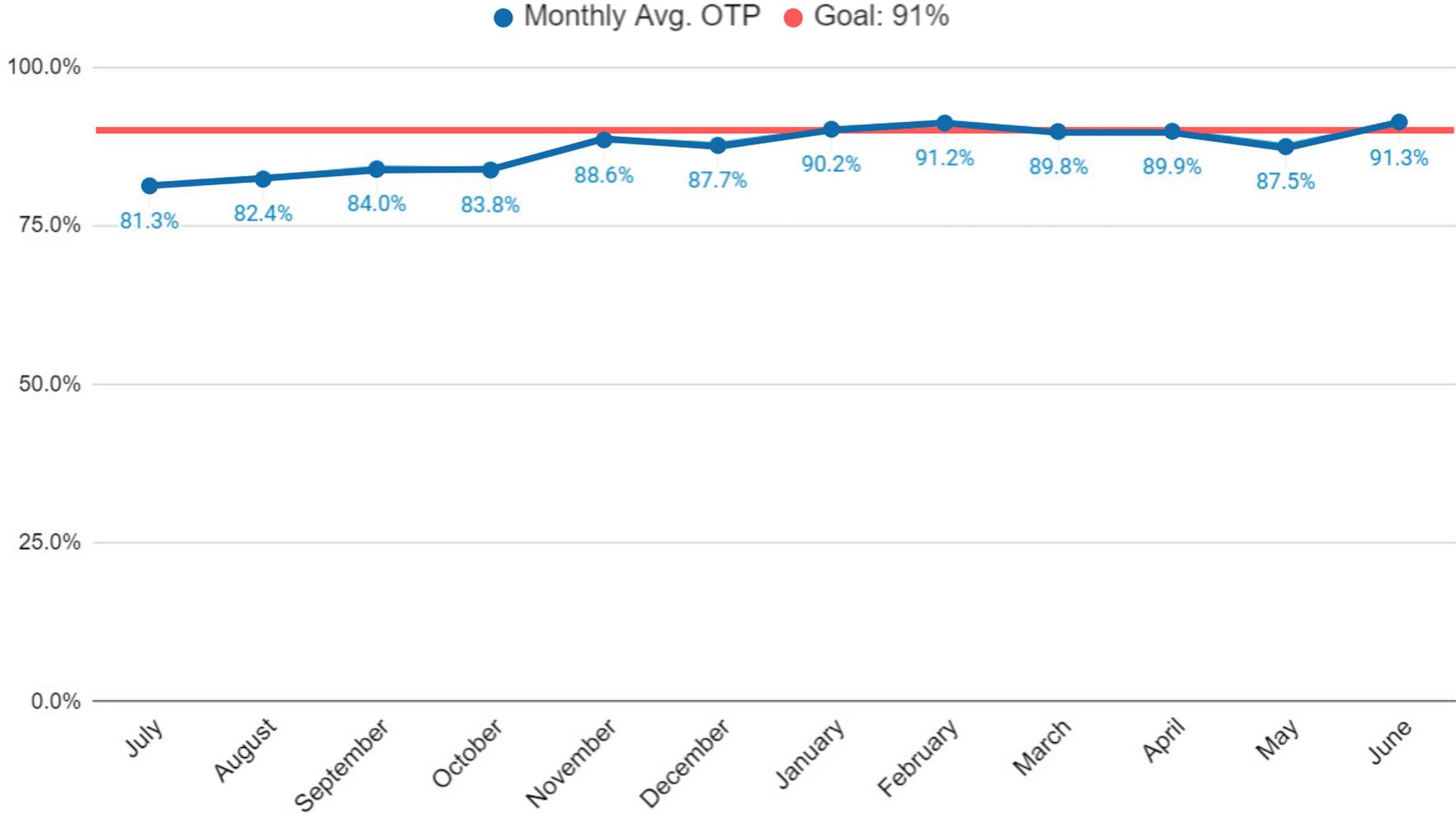
Cherriots LIFT - Key Performance Indicators	On-Time Performance (Goal: 91%)	Rides/ Revenue Hours (Goal: 2.75)	Trips Denied (Goal: 0)	Complaints/ 1,000 trips (Goal: < 2)	ADA Complaints (Goal: 0)	% Rides < 60 minutes (Goal: 75%)
<b>FY24</b>	<b>89.5%</b>	<b>2.30</b>	<b>0</b>	<b>0.4</b>	<b>0</b>	<b>100%</b>



# Cherriots LIFT Trends



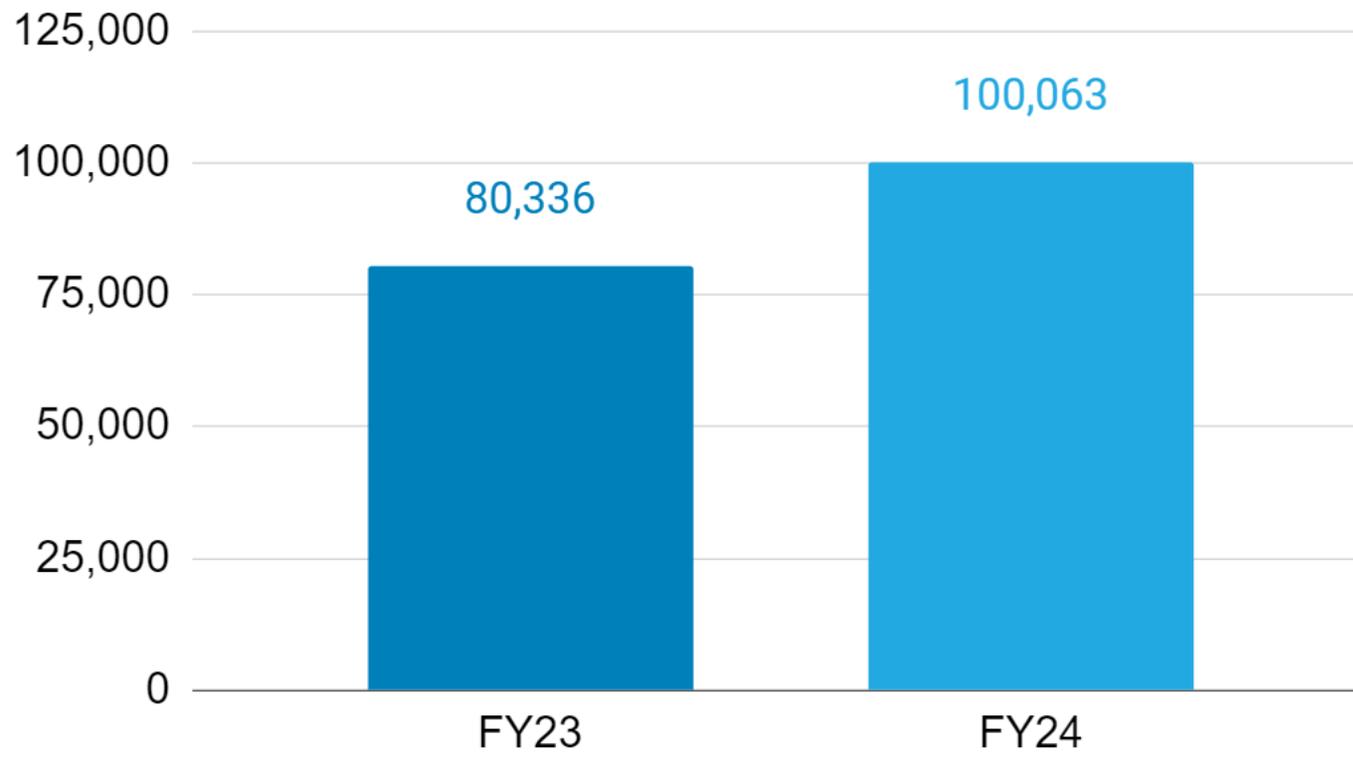
AVERAGE MONTHLY ON-TIME PERFORMANCE



# Cherriots LIFT Trends



TOTAL LIFT BOARDINGS

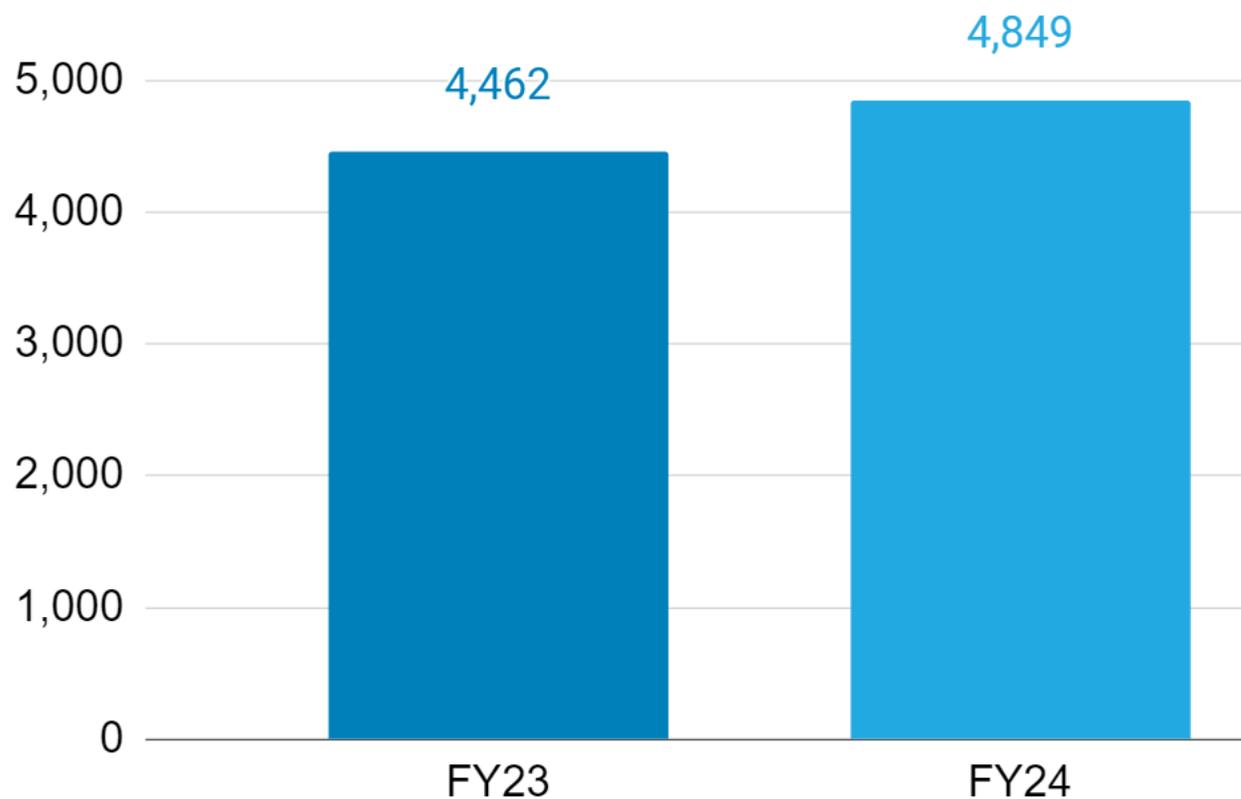


# Cherriots Shop and Ride Trends



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 a.m. to 5 p.m. Trips are not guaranteed on Cherriots Shop and Ride as they are on Cherriots LIFT. Shop and Ride provided 387 more rides in FY24 than in FY23.

TOTAL SHOP AND RIDE BOARDINGS



# Customer Engagement Snapshot



Cherriots call center provides a world class customer experience for LIFT, Shop and Ride, and Regional Route 45 customers. In FY24 the call center was just three percent below its targets for calls answered in less than three minutes and calls answered in less than five minutes. Average speed of answer exceeded the target at just 35 seconds.

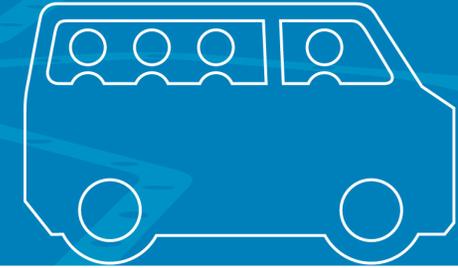
## CHERRIOTS CALL CENTER - KEY PERFORMANCE INDICATORS

Cherriots Call Center - Key Performance Indicators	Total calls received	% Calls Answered in < 3 minutes (Goal: 97%)	% Calls Answered in < 5 minutes (Goal: 100%)
FY24	45,471	94%	97%

## CHERRIOTS CALL CENTER - KEY PERFORMANCE INDICATORS BY SERVICE

Service	Avg Speed of Answer (Goal: < 3 minutes)	Avg hold time (Goal: < 3 minutes)	Length of Call (Goal: < 3 minutes)
LIFT	0:00:35	0:06:00	0:03:34
Shop and Ride	0:00:35	0:06:00	0:03:25

# Vanpool Program



Vanpools are organized and subsidized for those with similar travel patterns, facilitated by the Cherriots Commuter Options (CO) program. Groups who work together or who have similar regular travel patterns can apply to the CO program to obtain a van and use it on a daily basis. Training and support for riders, including a Guaranteed Ride Home program, is provided by Cherriots staff.

Cherriots supported and subsidized 40 vanpools filled with 211 commuters traveling throughout Polk, Marion, and Yamhill counties. Current industry sectors served include agriculture, industrial, federal and state government, manufacturing, and military. A vanpool is eligible for a subsidy as long as the worksite is located within the three counties served by the Commuter Options program. Subsidies provided in FY24 totaled \$179,615.33. The average monthly subsidy per van was \$413.16 for the year.

The following key performance indicators and success metrics are reported to Cherriots leadership on a quarterly basis.

FY24 Vanpool Performance Metrics	
Max Operating Vanpools	40
Max # of Unique Riders	211
# of Trips	84,033
Vehicle Revenue Miles	492,347
Vehicle Revenue Hours	12,055
Average Occupancy Rate	62%

# Safety and Reliability Trends



Safe and reliable service is important for Cherrits to deliver and for customers to experience. Two of the measures used to evaluate the safety and reliability of Cherrits 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. In FY24, Cherrits LIFT was the only service not to have met or exceeded the goal for preventable accidents. All services exceeded the goal for road calls.

PREVENTABLE ACCIDENTS PER 100,000 TOTAL MILES TRAVELED  
(GOAL: < 2 PER 100,000 MILES)

ROAD CALLS PER 10,000 MILES TRAVELED  
(GOAL: < 1 PER 10,000 MILES)

Preventable Accidents per 100,000 Miles Traveled (Goal: < 2 per 100,000 miles)			
Service	FY24 Total Preventable Accidents	FY24 Total Miles*	FY24 Preventable Bus Collisions per 100,000 Miles
Local	32	2,696,771	1.19
LIFT	13	552,193	2.35
Shop and Ride	2	34,229	N/A**
Regional	9	522,268	1.72

\*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	FY24 Count of Road Calls	FY24 Vehicle Miles Traveled	FY24 Road Calls per 10,000 Miles
Local	171	2,760,479	0.62
LIFT	17	631,125	0.27
Shop and Ride	1	39,991	0.25
Regional	11	604,386	0.18

# Safety and Reliability Trends



Other practices that contribute to safe and reliable service are performing preventive maintenance and major cleanings on Cherriot's buses. These activities were a major focus of the Maintenance Department in FY24, as demonstrated by the high percentages in the tables below.

**PREVENTIVE MAINTENANCE INSPECTIONS  
ON-TIME PERFORMANCE  
(GOAL: 100%)**

FY24 Preventive Maintenance Inspections On-time Performance (Goal: 100%)			
Service	# Completed	# Completed Outside Limits	Percent On-time
Local	491	1	99.8%
LIFT	115	0	100.0%
Shop and Ride	7	0	100.0%
Regional	101	1	99.0%

**MAJOR BUS CLEANINGS  
(GOAL: 100%)**

FY24 Major Bus Cleanings* (Goal: 100%)			
Service	Total # of Buses Available**	Total # of Cleanings Completed	Percent Completed
Local	752	746	99.2%
*This metric is only tracked for Cherriot's Local buses.			
**Anywhere from 60 to 66 buses were available to clean every 30 days			



# Appendix A. Cherriots Annual Performance Report for Fiscal Year 2024 (July 2023 - June 2024)

Route	On Time Performance (% on-time)	Weekdays				
		Ridership / Revenue Hour	Ridership	Changes from FY23 to FY24		
				Revenue Hour	Ridership / Revenue Hour	Ridership
<b>LOCAL BUS SERVICE</b>						
2 - Market / Brown	89.7%	18.0	268,695	4.8%	5.4%	10.5%
3 - Portland Road	92.4%	17.9	144,660	12.4%	-3.6%	8.4%
4 - State Street	92.7%	17.9	147,139	12.3%	4.7%	17.6%
5 - Center Street	90.3%	17.9	261,989	6.9%	14.9%	22.9%
6 - Fairview Industrial	88.8%	8.1	45,877	-0.4%	26.1%	25.5%
7 - Mission Street	92.6%	10.3	63,731	5.9%	24.7%	32.1%
8 - 12th / Liberty	87.8%	15.2	99,101	12.3%	-1.8%	10.3%
9 - Cherry / River Road	85.8%	14.9	114,921	-1.2%	22.0%	20.5%
11 - Lancaster / Verda	79.3%	18.4	506,314	4.2%	10.2%	14.8%
12 - Hayesville Drive	87.9%	6.2	22,817	-1.0%	32.8%	31.4%
13 - Silverton Road	92.6%	16.8	135,963	14.6%	11.2%	27.4%
14 - Windsor Island Road	95.9%	9.6	36,584	-1.0%	18.1%	16.8%
16 - Wallace Road	88.9%	16.6	41,434	3.3%	16.0%	19.8%
17 - Edgewater Street	95.7%	10.4	133,807	9.4%	12.0%	22.6%
18 - 12th / Liberty	88.5%	13.3	84,852	10.1%	3.4%	13.9%
19 - Broadway / River Road	89.1%	21.4	308,389	-1.3%	25.4%	23.8%
21 - South Commercial	91.6%	20.1	292,242	7.2%	0.3%	7.5%
22 - Kuebler Link*	86.3%	1.2	2,178	N/A	N/A	N/A
23 - Lansing / Hawthorne	91.5%	12.0	44,674	-1.1%	20.3%	19.0%
26 - Glen Creek / Orchard Heights	94.7%	6.0	11,669	-0.9%	62.2%	60.8%
27 - Glen Creek / Eola	96.1%	5.6	11,651	-1.1%	37.2%	35.7%
<b>LOCAL COMMUTER EXPRESS ROUTE</b>						
1X - Wilsonville / Salem Express	No reliable data	3.9	11,530	-1.0%	21.8%	20.6%
<b>Cherriots Local Totals</b>	<b>89.4%</b>	<b>15.6</b>	<b>2,790,217</b>	<b>6.4%</b>	<b>10.0%</b>	<b>17.1%</b>
<b>REGIONAL SERVICE</b>						
10X - Woodburn / Salem Express	No Reliable Data	4.5	19,470	-0.2%	34.3%	34.1%
20X - N. Marion Co. / Salem Express		3.4	11,668	-1.0%	37.4%	36.1%
30X - Santiam / Salem Express		3.8	11,108	-4.8%	29.8%	23.5%
40X - Polk County / Salem Express		7.9	45,704	-3.5%	27.9%	23.4%
50X - Dallas / Salem Express		2.8	4,150	4.3%	15.1%	20.1%
80X - Keizer / Wilsonville Express*		1.1	1,930	27.2%	38.1%	75.6%
<b>Cherriots Regional Express Totals</b>		<b>4.8</b>	<b>94,030</b>	<b>0.2%</b>	<b>27.3%</b>	<b>27.6%</b>
<b>Regional Deviated Fixed Route</b>						
45 - Central Polk County		1.6	4,092	2.3%	-6.2%	-4.0%
<b>Cherriots Regional Totals</b>		<b>4.6</b>	<b>98,122</b>	<b>0.5%</b>	<b>25.3%</b>	<b>25.9%</b>
Dial-a-Ride (Cherriots Shop and Ride Totals)	NA	1.6	4,849	8.0%	0.6%	8.7%
<b>Cherriots LIFT Totals</b>	<b>89.5%</b>	<b>2.2</b>	<b>89,826</b>	<b>23.9%</b>	<b>2.1%</b>	<b>26.6%</b>

\* Route 22 only operated in May and June of FY24.



