

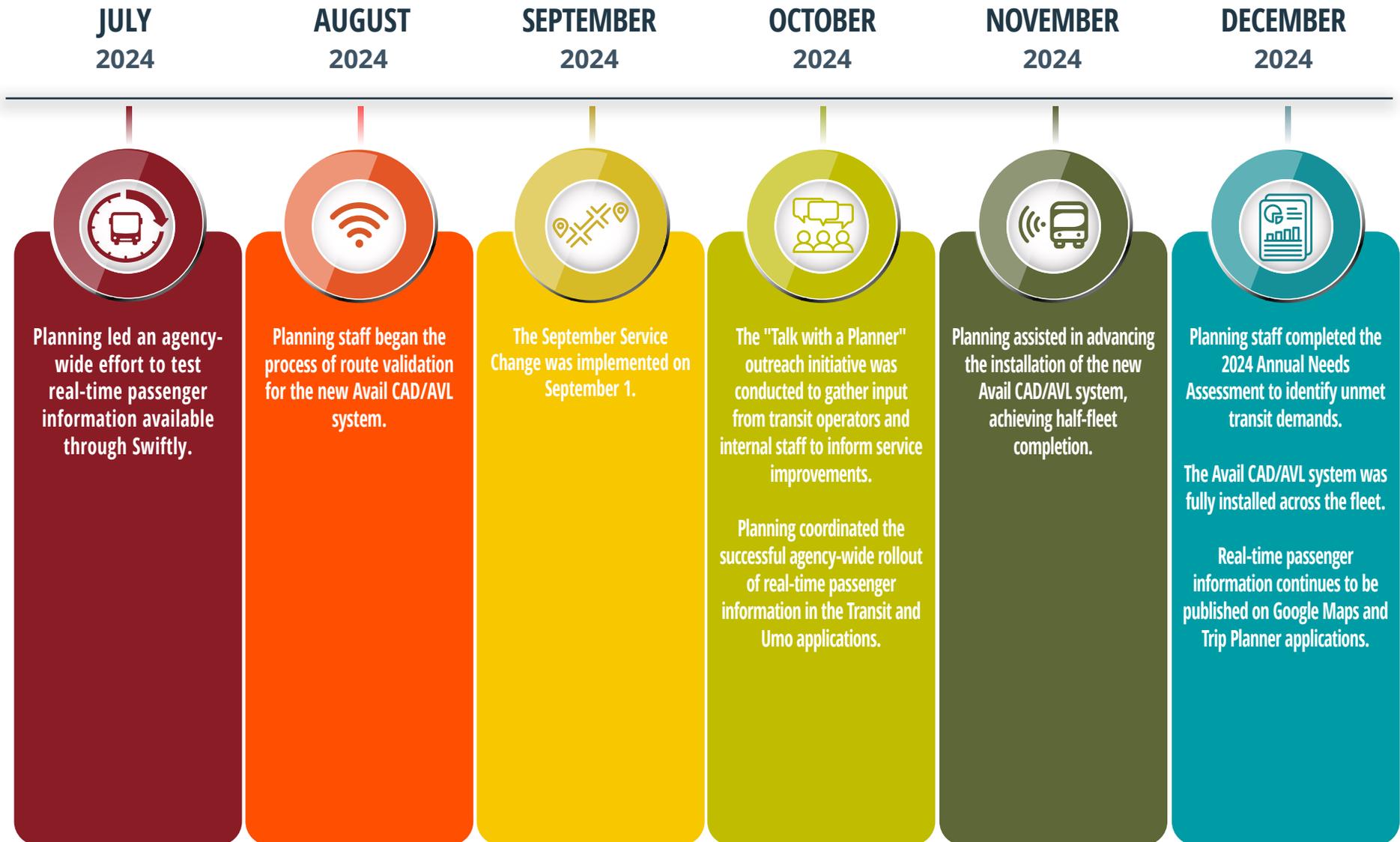


FISCAL YEAR 2025

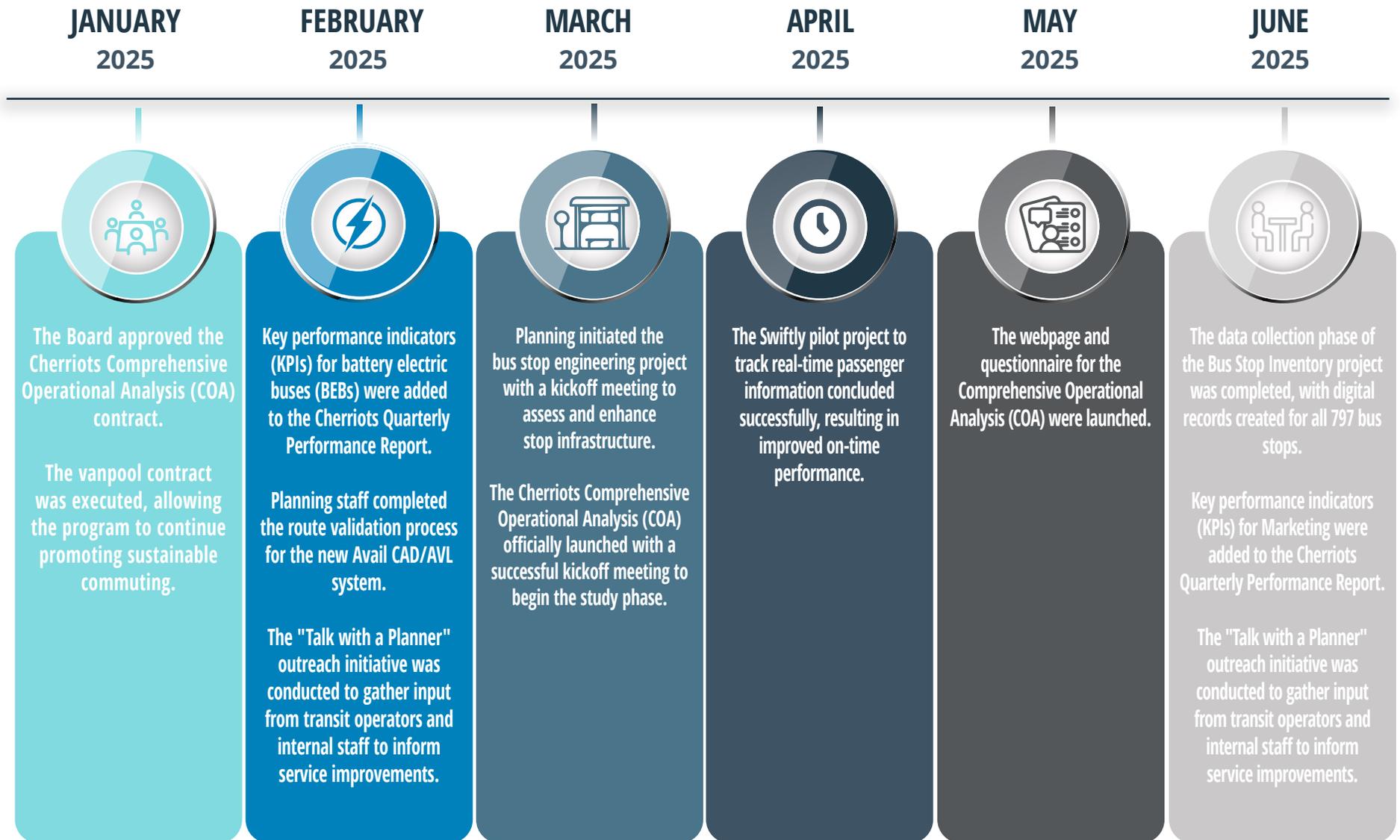
ANNUAL PERFORMANCE REPORT

JULY 1, 2024 - JUNE 30, 2025

Fiscal Year 2025 in Review



Fiscal Year 2025 in Review



System Summary

The table below provides a high-level summary of boardings, revenue miles, and revenue hours in Fiscal Year 2025 (FY25) compared to the previous fiscal year (FY24). Total ridership increased by 3.3% and has surpassed pre-pandemic levels. Revenue hours and miles have also increased due to the implementation of Route 22 Kuebler Link in May of 2024. While this new route contributed substantially to the increase in revenue hours and miles, it did not generate a comparable rise in ridership. Therefore, rides per revenue hour and mile system wide declined slightly compared to FY24.

	Fixed-Route		Paratransit (LIFT)	Dial-a-Ride (Shop and Ride)	Vanpool	Total	% Change from FY24
	Local	Regional					
Total Boardings	3,316,572	118,908	106,282	4,823	92,837	3,639,422	3.3%
Percent of Total Boardings	91.1%	3.3%	2.9%	0.1%	2.6%	--	--
Revenue Miles	2,666,114	521,252	594,928	31,551	500,308	4,314,153	4.3%
Boardings per Revenue Mile	1.2	0.2	0.2	0.2	0.2	0.8	-1.0%
Revenue Hours	218,794	23,816	47,797	2,894	12,788	306,089	4.8%
Boardings per Revenue Hour	15.2	5.0	2.2	1.7	7.3	11.9	-1.5%



Service Changes Summary

Local | Regional | LIFT | Shop and Ride

Increases:

- ⦿ No service increases made.

Reductions:

- ⦿ No service reductions made.

Modifications:

- ⦿ September 2024 Service Change:
 - Route 6: inbound stop nearest to Aviation Loop on 25th St., 2790 25th (Stop ID 1793) and the outbound stop, 2775 25th (Stop ID 726), were renamed 25th @ Aviation Loop. These stops replaced Madrona @ 22nd as the new timepoints.
 - Route 12: a new outbound stop at Hayesville @ Lisa (Stop ID 1975) and a new inbound stop Hayesville @ Harlan (Stop ID 1976) were added. The outbound stop at Hayesville @ Harlan (Stop ID 318) and the inbound stops at Hayesville @ Patricia (Stop ID 1408) and Hayesville @ Lisa (Stop ID 1409) were moved.
 - Route 50X: an inbound stop (Stop ID 1761) and outbound stop (Stop ID 1524) were placed on Lacreole Dr. near Barberry Ave.
- ⦿ January 2025 Service Change:
 - Keizer Transit Center: buses were assigned to new bays with Cherriots battery electric bus fleet going into service.
 - Route 11, 14, and 19: Some timepoints on weekdays were adjusted throughout the day to help the routes' on time performance.
 - Route 45: the stop located at 888 Monmouth Cutoff Rd. (Stop ID 1891) was removed.
- ⦿ May 2025 Service Change:
 - Minor schedule adjustments were made to improve on-time performance on the following routes: Routes 6, 7, 8, 9, 11, 18, 19, 21, 40X, and 50X.

Eliminations:

- ⦿ No routes were eliminated.

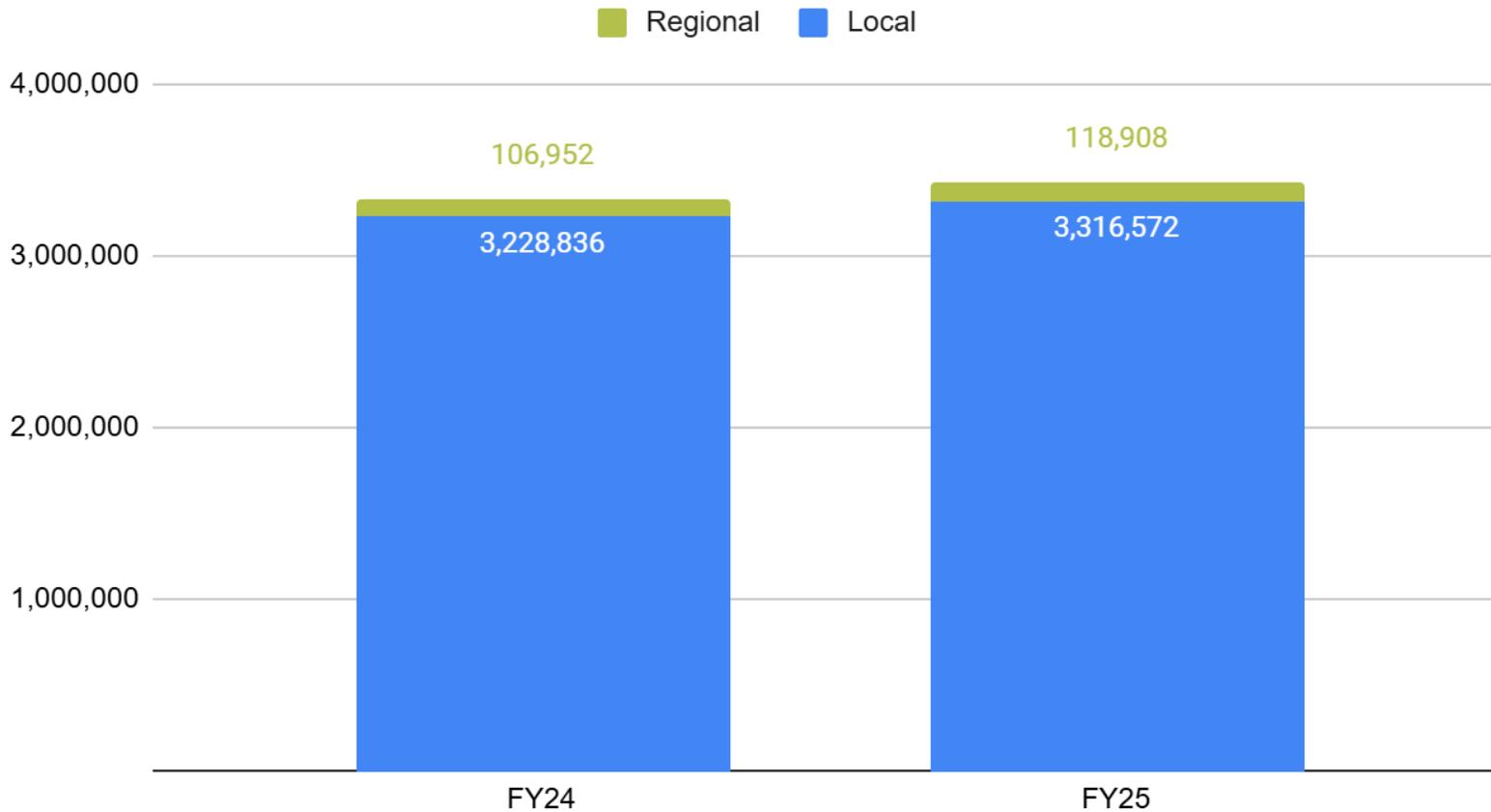


Local and Regional Ridership Trends



TOTAL FIXED ROUTE BOARDINGS

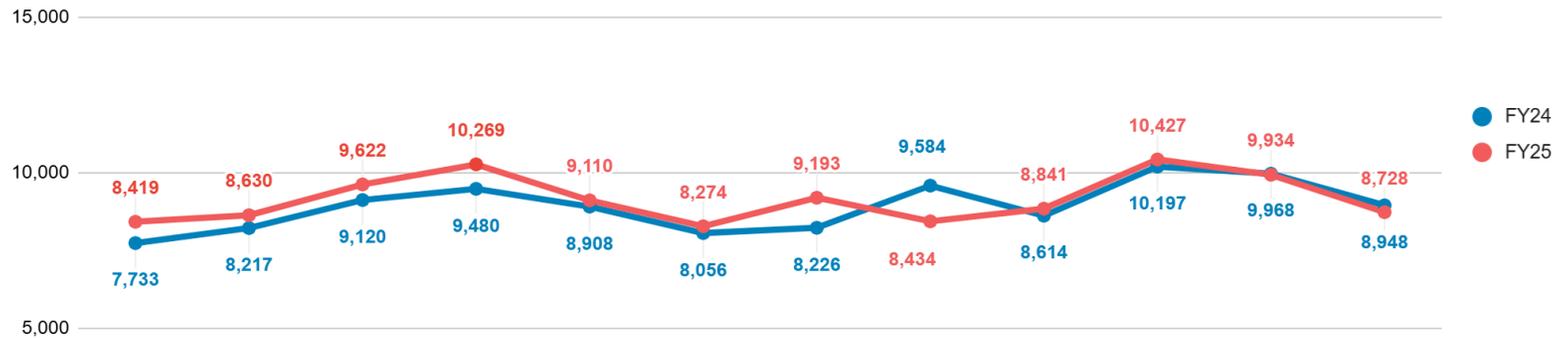
Ridership for both Regional and Local services increased in comparison to FY24, Regional by 11.2% and Local by 2.7%.



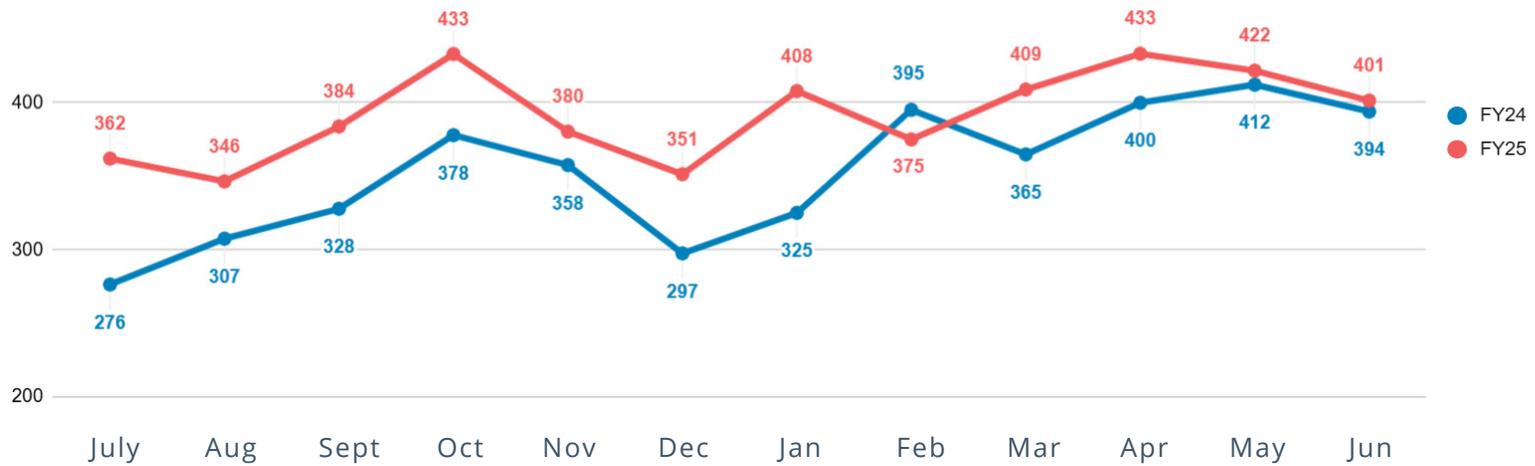
Local and Regional Ridership Trends



LOCAL AVERAGE DAILY BOARDINGS PER MONTH



REGIONAL AVERAGE DAILY BOARDINGS PER MONTH



Route Productivity

Cherriots uses boardings 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 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

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 boardings per revenue hour and Route 19 by 4.6. On Saturdays, Routes 19 and 21 are exceeding the target by 5.3 and 5.2 boardings per revenue hour, respectively. Route 19 and 21 could be considered for additional frequency on weekdays as well. However, Routes 19 and 21 exceed the target by only 2.3 and 1.3 boardings per revenue hour, making this a lower priority relative 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 7.1 boardings per revenue hour on weekdays and by 2.8 boardings 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 2.3 boardings per revenue hour.

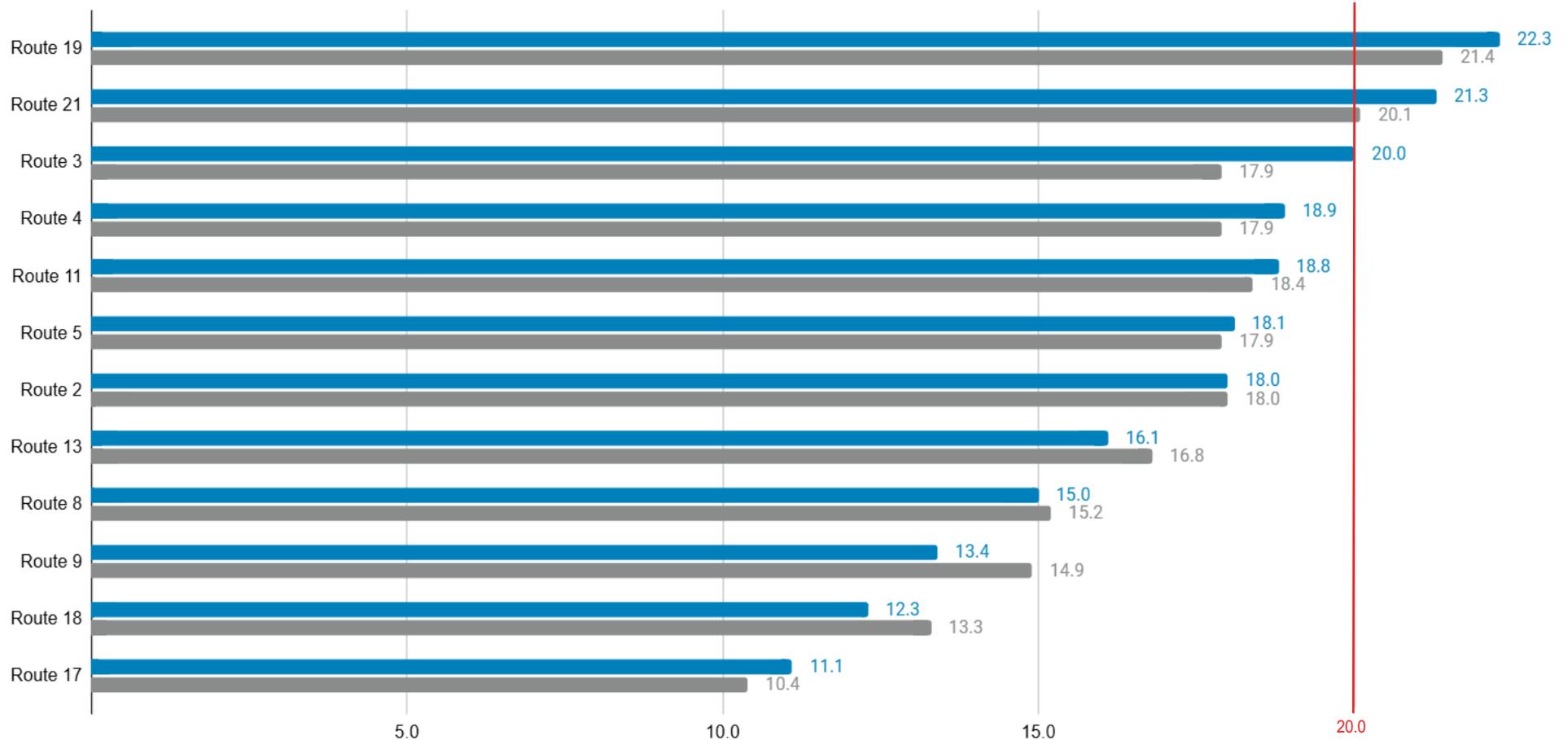


Route Productivity



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

FY25 FY24

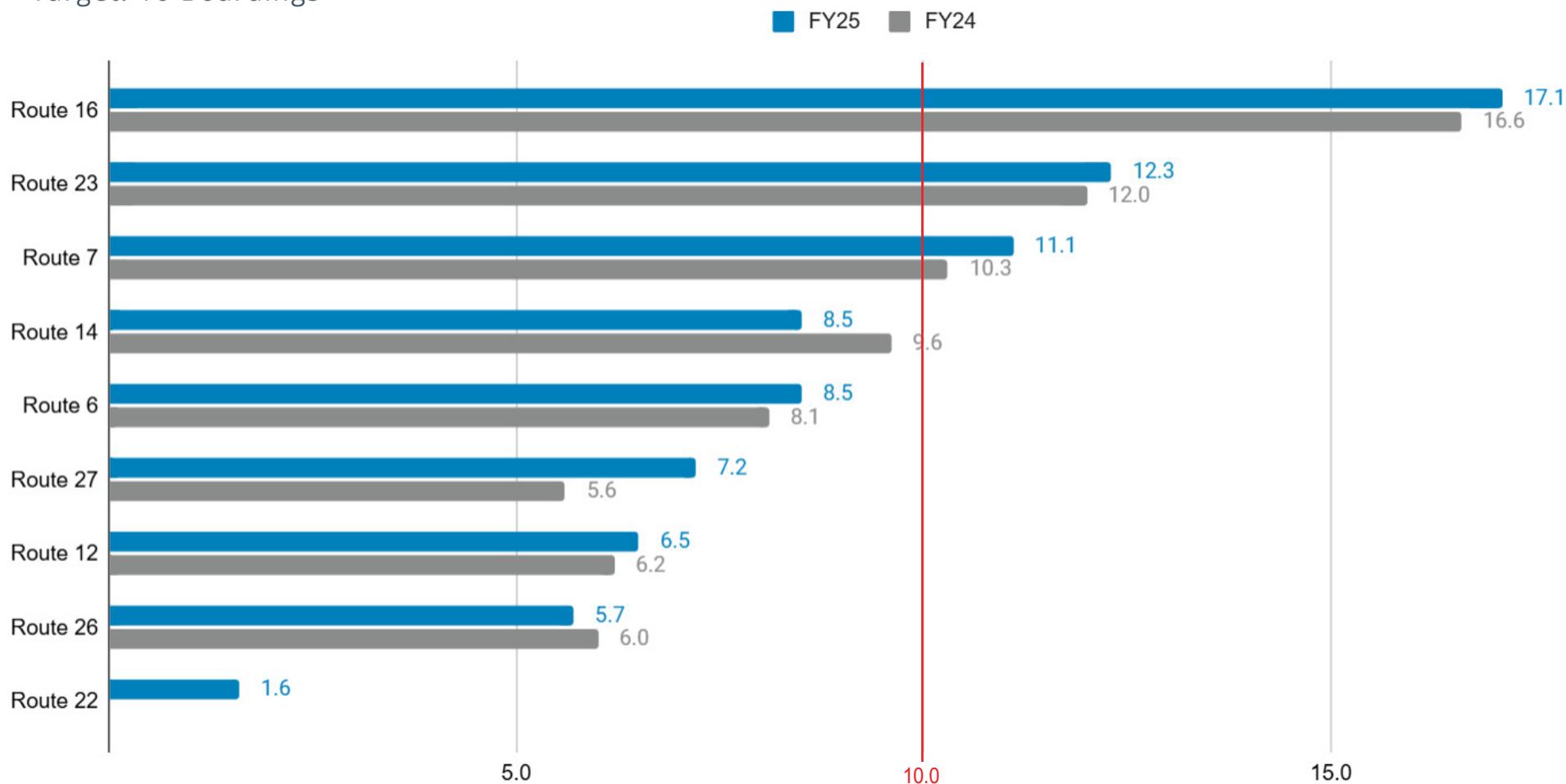


Route Productivity



WEEKDAY BOARDINGS PER REVENUE HOUR LOCAL BUS SERVICE - COVERAGE ROUTES

Target: 10 Boardings

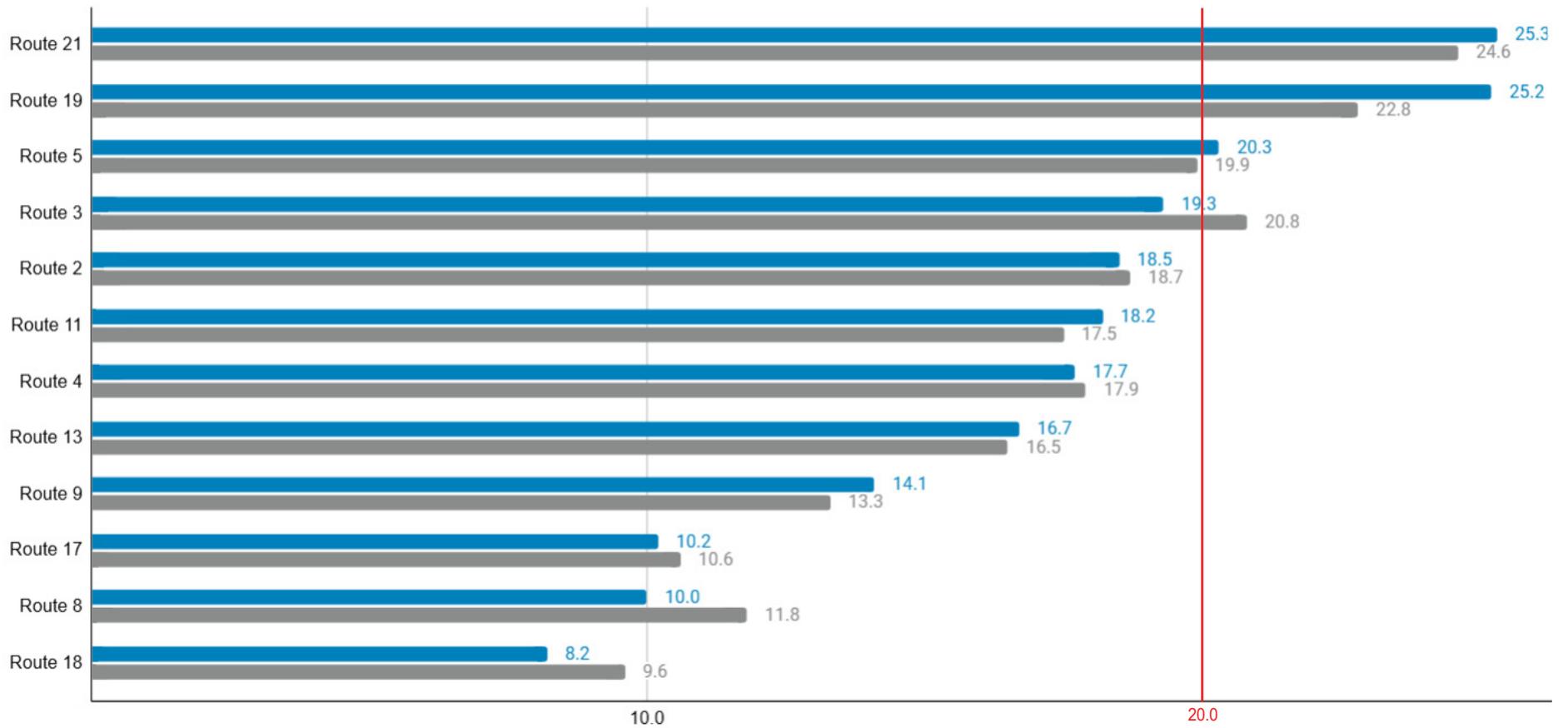


Route Productivity



SATURDAY BOARDINGS PER REVENUE HOUR LOCAL BUS SERVICE - CORRIDOR ROUTES

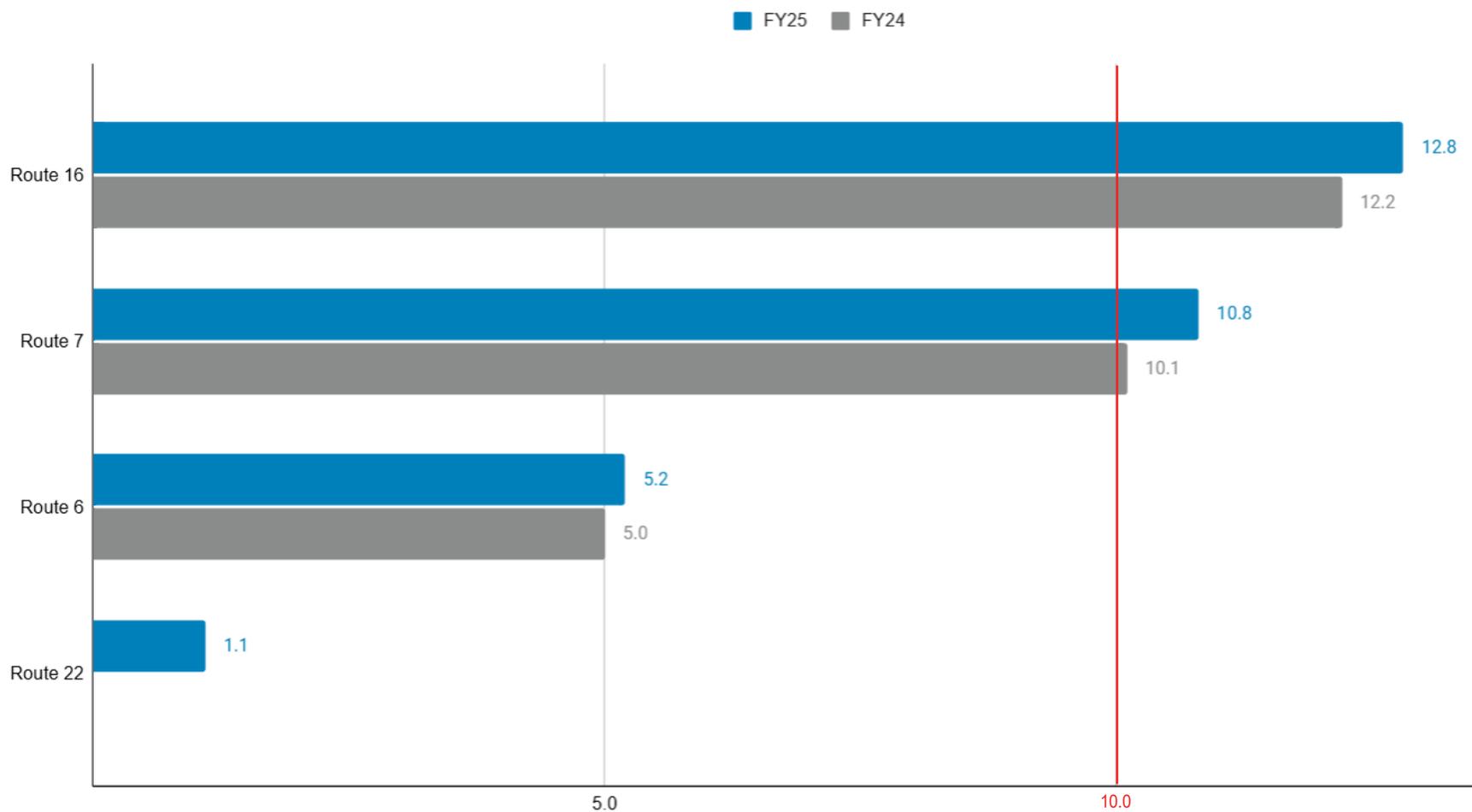
FY25 FY24



Route Productivity



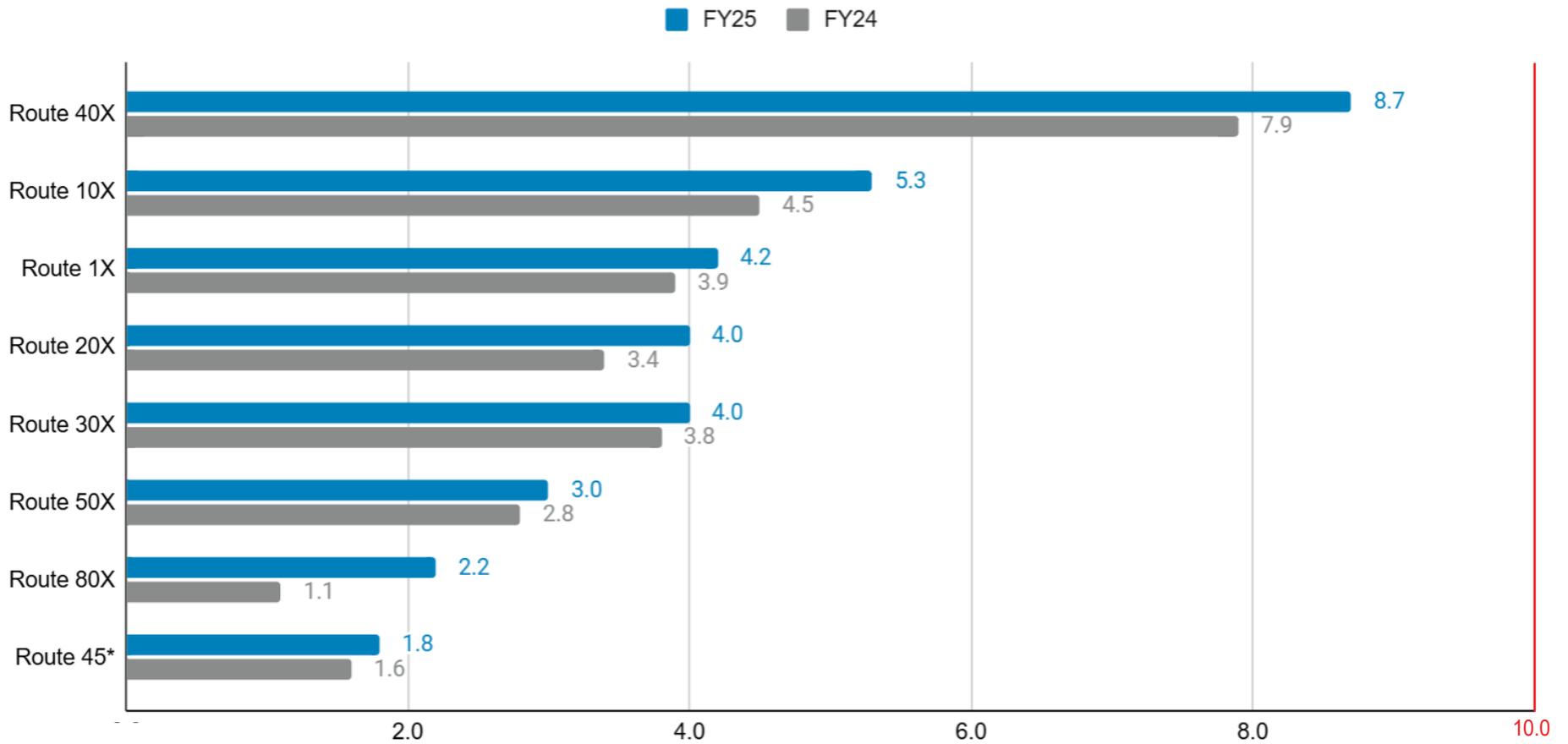
SATURDAY BOARDINGS PER REVENUE HOUR LOCAL BUS SERVICE - COVERAGE ROUTES
Target: 10 Boardings



Route Productivity



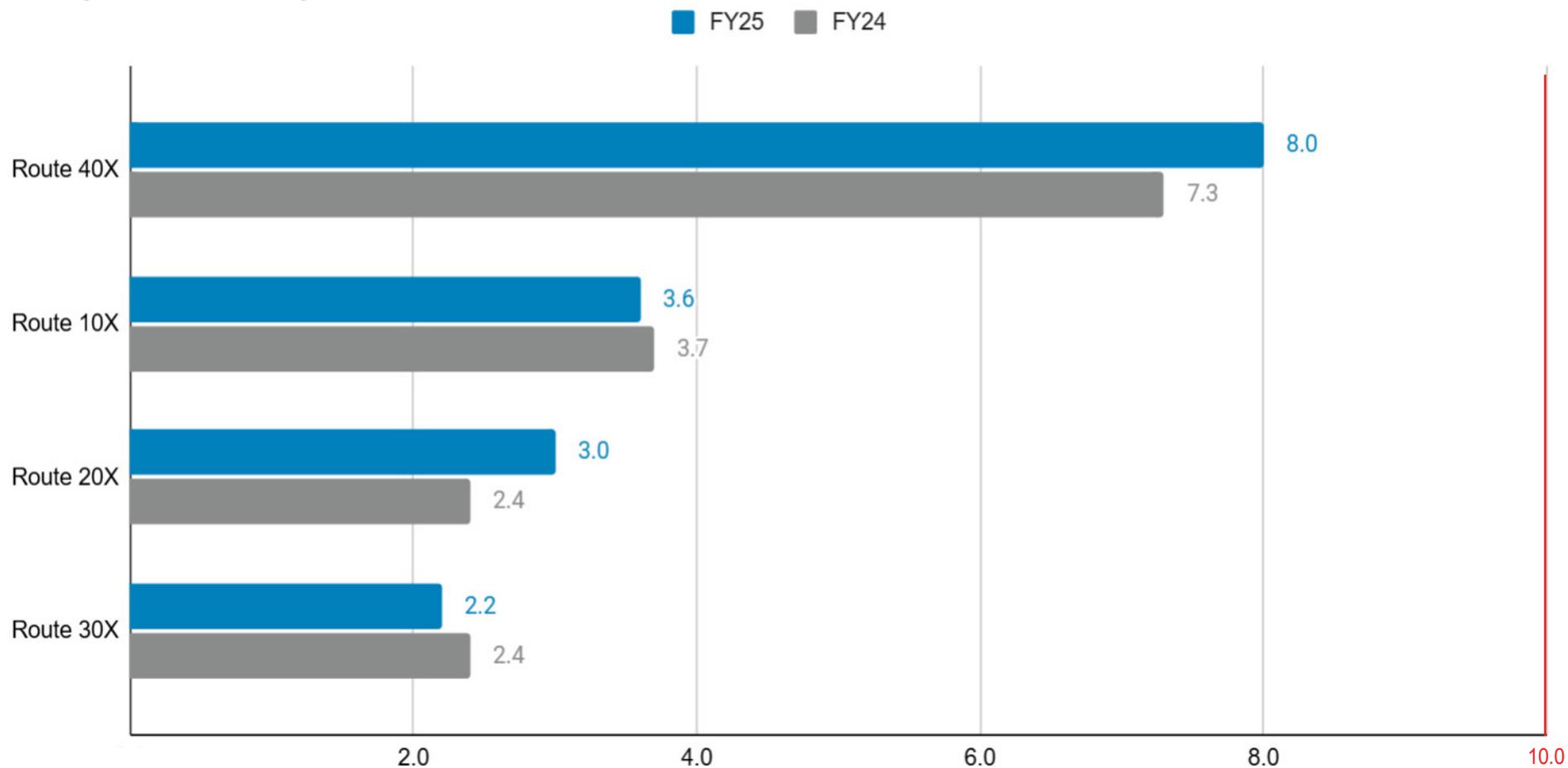
WEEKDAY BOARDINGS PER REVENUE HOUR REGIONAL BUS SERVICE
Target: 10 Boardings (*Target: 5 Boardings)



Route Productivity



SATURDAY BOARDINGS PER REVENUE HOUR REGIONAL BUS SERVICE
Target: 10 Boardings

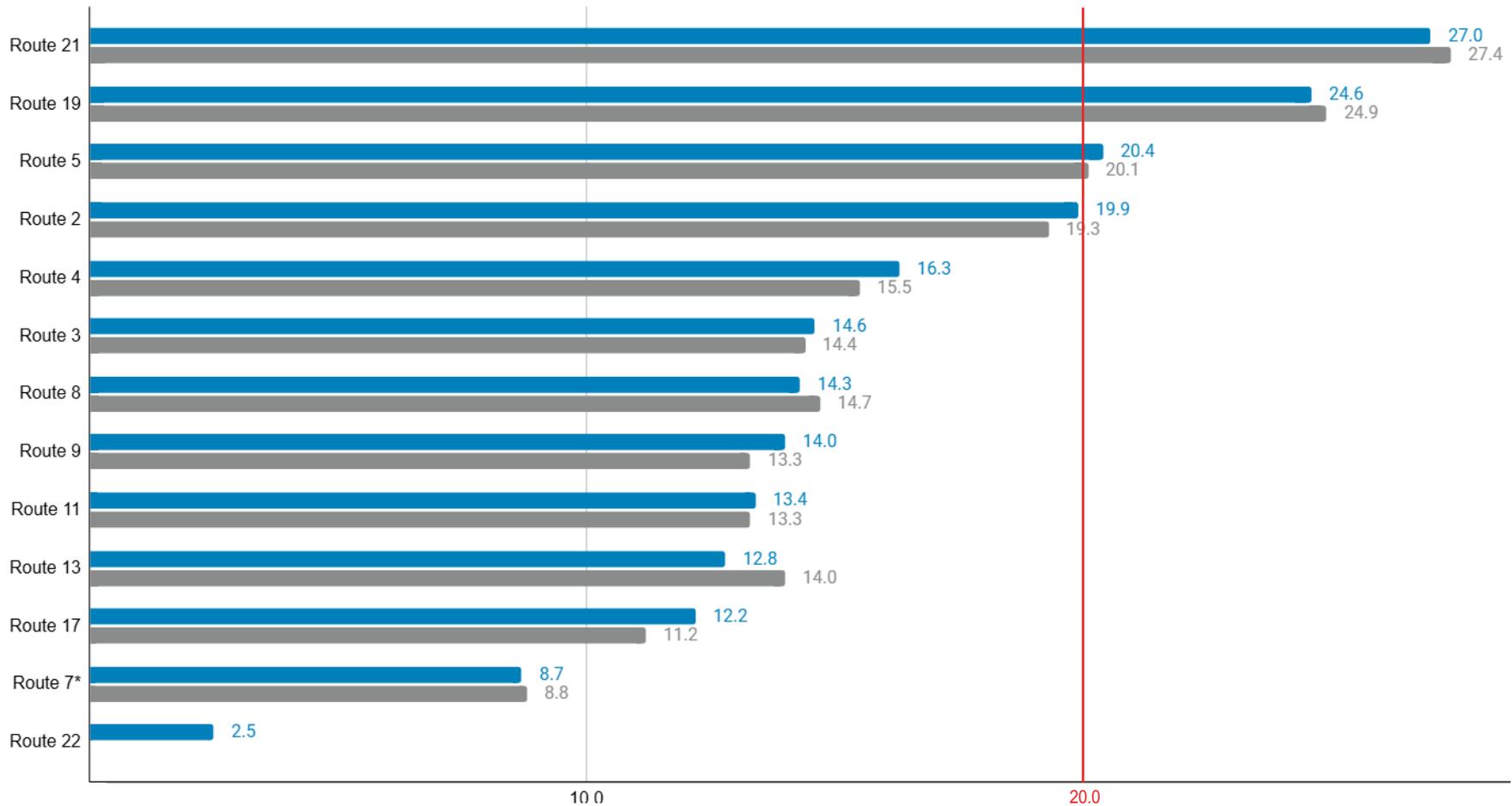


Route Productivity



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

FY25 FY24

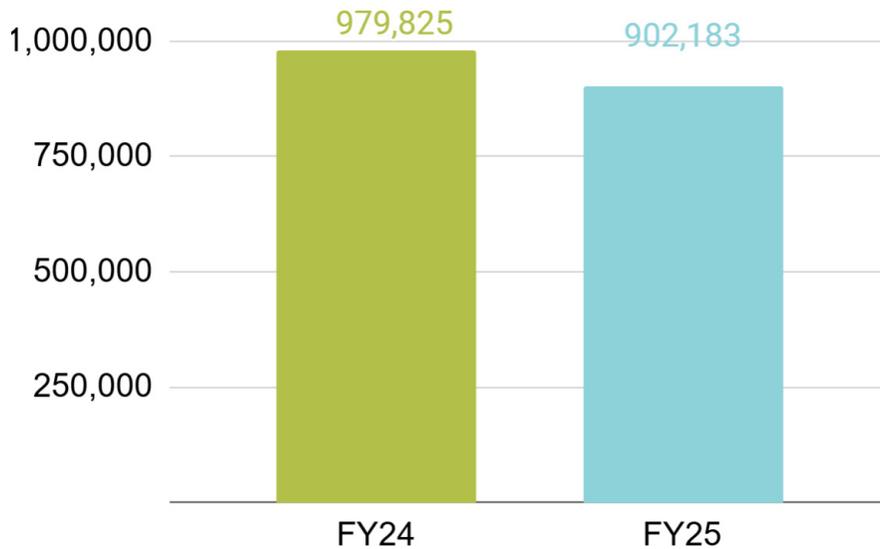


Snapshot of Youth Zero Pass Program

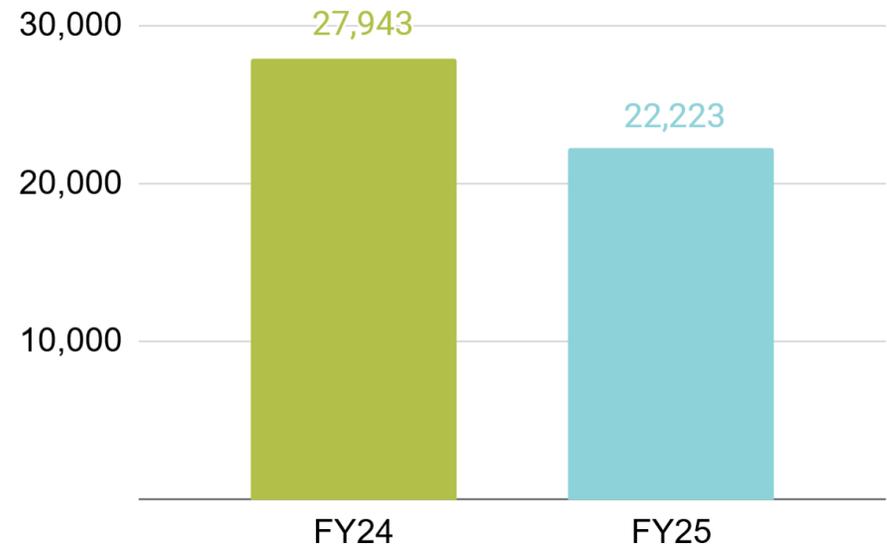


Cherriots provides rides to youth ages zero to 18 at no cost to them. In FY25, youth ridership reached 902,183 on Cherriots Local buses and 22,223 on Cherriots Regional buses. Compared to FY24, youth ridership declined on both services, with an 8% decrease on Cherriots Local and a 20% decrease on Cherriots Regional. This decrease follows the implementation of a new policy, introduced in October 2024, that requires verification of youth identification. While this policy may have temporarily affected ridership, it is a strategic measure that will support the long-term success of the Youth Zero Pass Program.

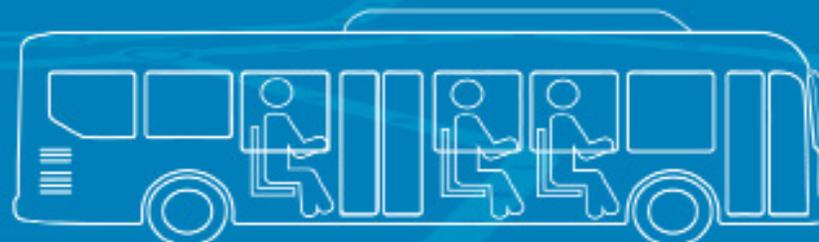
FY25 YOUTH RIDERSHIP CHERRIOTS LOCAL



FY25 YOUTH RIDERSHIP CHERRIOTS REGIONAL

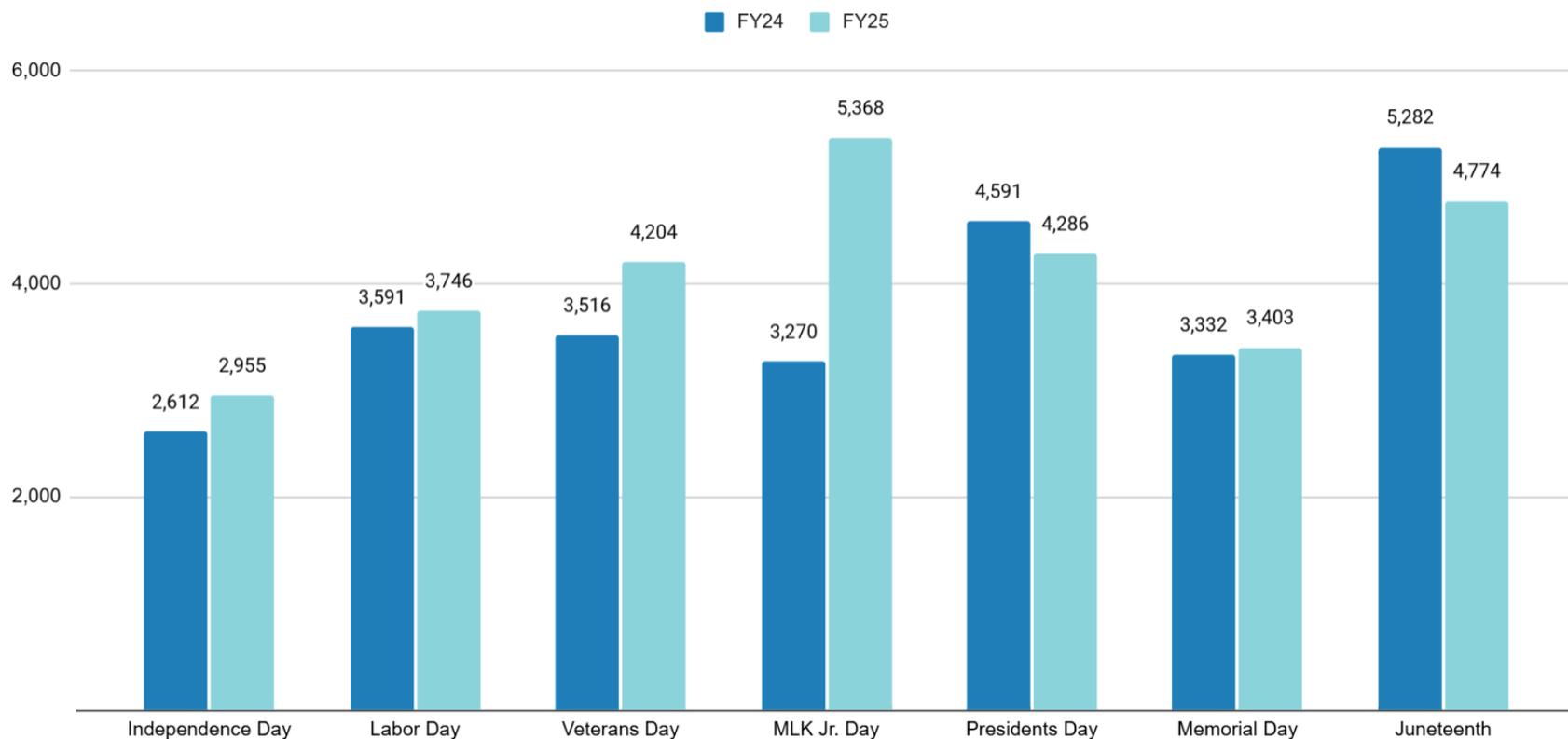


Holiday Service Ridership



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 FY25 provided a total of 28,736 rides across the seven different days. Ridership on all holidays increased over those in FY24, except for Presidents Day, due to an ice storm that disrupted service levels for several days, and Juneteenth.

FY25 HOLIDAY BOARDINGS



Cherriots Local On-time Performance



On-time performance (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:

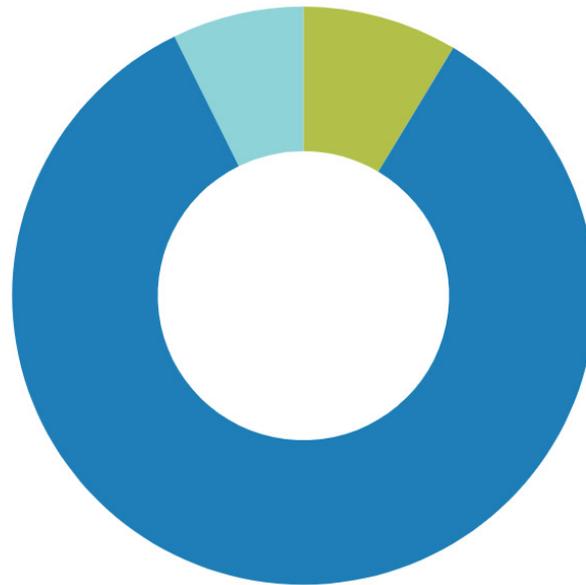
- **Early** - when a bus departs from a time point anytime before the scheduled time.
Goal: 0%
- **On time** - when a bus departs from a time point anywhere between 0 to 5 minutes after the scheduled time.
Goal: 85%
- **Late** - when a bus departs from a time point more than 5 minutes after the scheduled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

Only OTP data is currently available for Cherriots Local buses.

Cherriots Local On-time Performance



FY25 System level OTP for Cherriots Local



- Early: 8.6%
- On-Time: 84.1%
- Late: 7.3%

Cherriots Local On-time Performance



FY25 Route level OTP for Cherriots Local

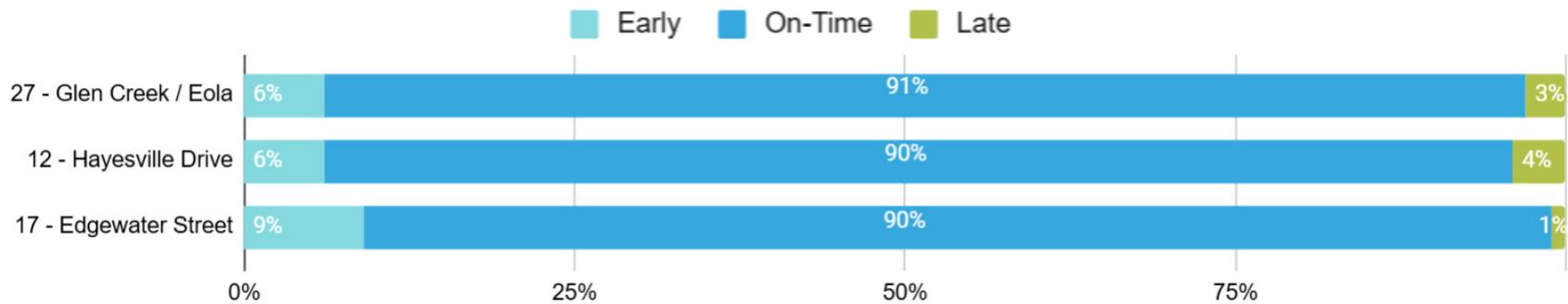


Cherriots Local On-time Performance

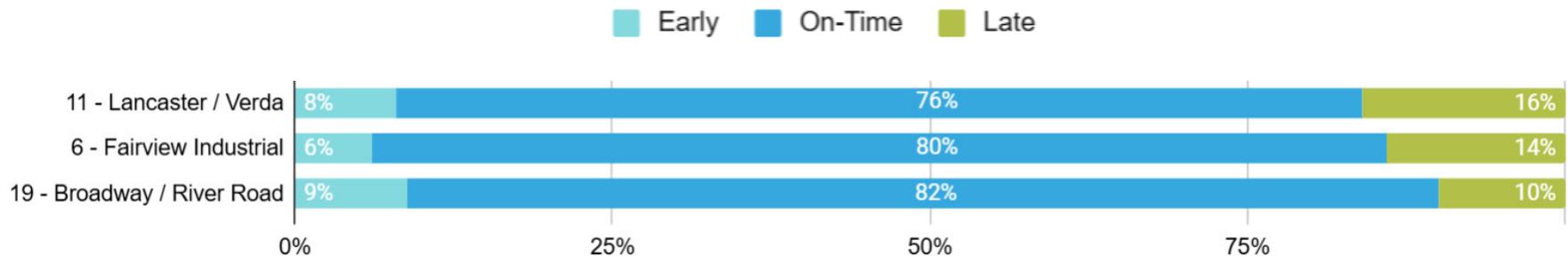


Over the coming months Planning staff will be able to analyze this OTP data and look for ways to make improvements using the tools Avail provides. One example of how this data could be used to analyze OTP is by looking at the top three and bottom three performing routes, as shown in the charts below.

The top three performing Local routes in FY25 were Route 27 Glen Creek / Eola; Route 12 Hayesville Drive; and Route 17 Edgewater Street.



The bottom three performing Local routes in FY25 were Route 11 Lancaster / Verda; Route 6 Fairview Industrial; and Route 19 Broadway/River Road.



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 highlights Key Performance Indicators (KPI) from FY25, showcasing meaningful improvements over FY24. LIFT on-time performance (OTP) has reached 89.4% for the year, higher than the national average OTP 84.7%. Productivity also advanced, with 2.4 boardings per revenue hour in FY25, an increase of 4.3% compared to FY24.

Beyond these gains, Cherriots LIFT continued to excel in customer experience. All other performance goals were met or exceeded, and riders awarded LIFT an exceptional average satisfaction rating of 4.8 out of 5.0. Importantly, LIFT’s shared ride rate averaged 64%, far surpassing the national benchmark of 48.3%. These results reflect both operational progress and strong community confidence in LIFT services, underscoring a year of growth, efficiency, and rider satisfaction.

KEY PERFORMANCE INDICATORS

Cherriots LIFT - Key Performance Indicators	On-Time Performance (Goal: 91%)	Boardings/ Revenue Hours (Goal: 2.75)	Trips Denied (Goal: 0)	Complaints/ 1,000 trips (Goal: < 2)	ADA Complaints (Goal: 0)	% Boardings < 60 minutes (Goal: 75%)	Shared Ride Rate	Average Boarding Rating (Goal: 5)
FY25	89.4%	2.4	0	0.62	0	100%	64%	4.8

Cherriots LIFT Trends



Cherriots LIFT provides quality transportation that makes a difference in riders' lives.

I am blind, Jason was very helpful taking me to the door and giving me specific instructions for getting to the street sidewalk. Thank you, Jason!

-Rider 6982, 4/29/2025



4.8 Average Ride Rating
(Sept 2024 - July 2025)

The driver came after hours (by minutes) and took us home when it was storming and raining out. The fact that she took the time to come get us and we didn't have to walk home in the rain on the side of the road at night means the world to me.

-Rider 253, 5/2/2025

LIFT Service Impact Since March 2024

1,800+

Riders using service

~230,000

Trips served through Via

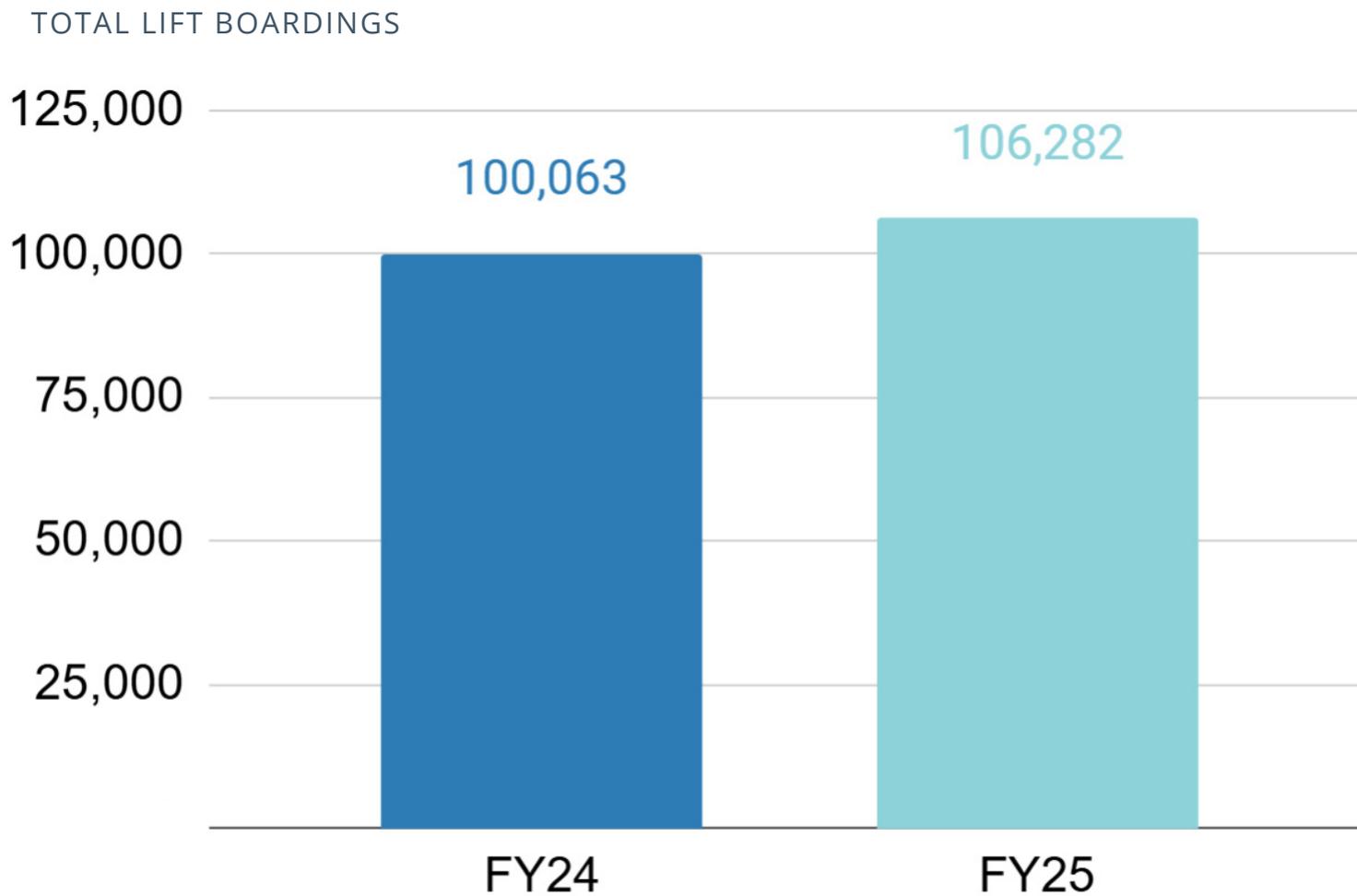
15%

Productivity improvement

4.8

Average ride rating

Cherriots LIFT Trends

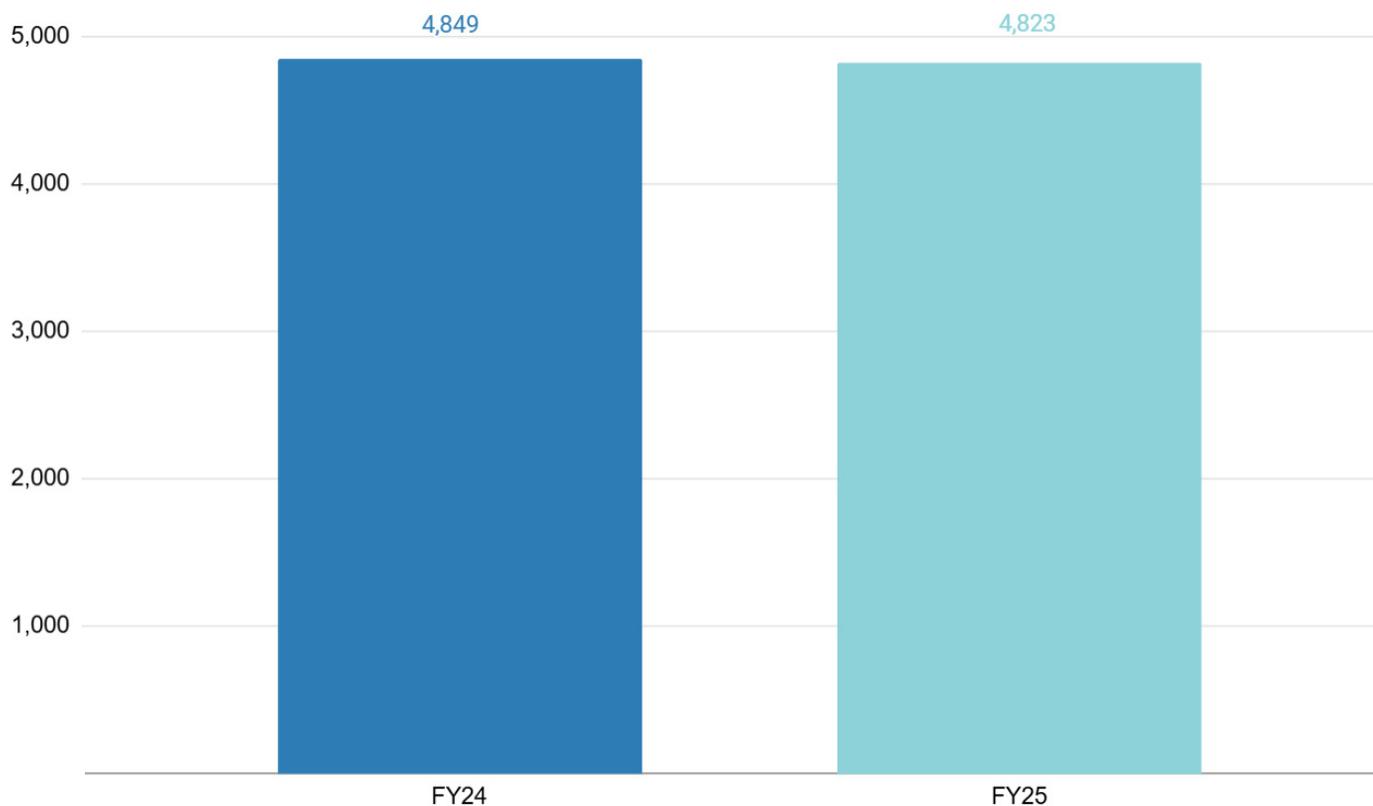


Cherriots Shop and Ride Trends



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 a similar level of ridership FY25 as in FY24.

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. As shown in the table below, the Call Center is currently exceeding most of its customer experience goals with the exception of “length of call,” which is slightly above the three minute goal in FY25.

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%)
FY25	48,611	98%	100%

CHERRIOTS CALL CENTER - KEY PERFORMANCE INDICATORS BY SERVICE

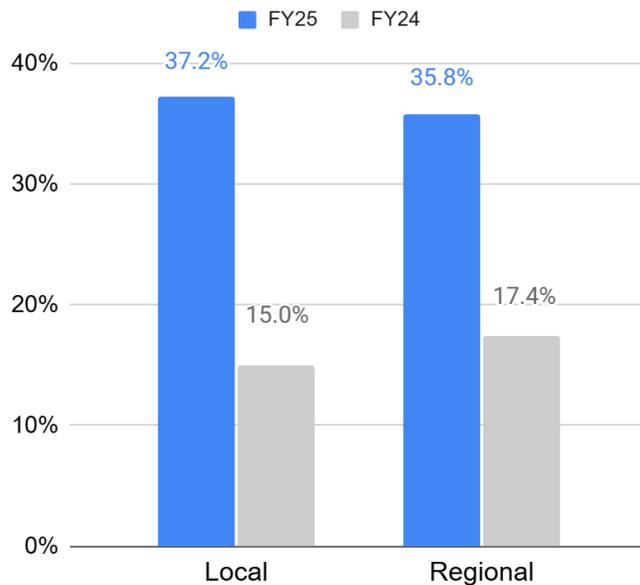
Service	Avg Speed of Answer (Goal: < 3 minutes)	Avg hold time (Goal: < 3 minutes)	Length of Call (Goal: < 3 minutes)
LIFT	0:00:27	0:00:03	0:03:15
Shop and Ride	0:00:28	0:00:03	0:03:22

Marketing Engagement Snapshot



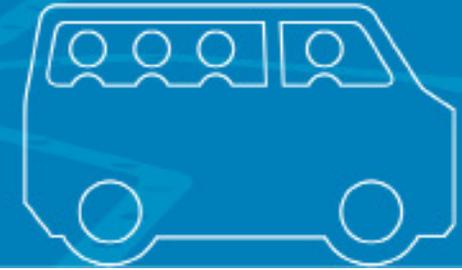
Cherriots launched Umo, a reloadable electronic fare payment system, in August 2023. Umo offers riders a convenient way to pay their fare by tapping a reloadable card or using a mobile app with an onboard electronic fare reader. Cherriots continues introducing and promoting Umo across its service area, and rider familiarity with the system is steadily increasing. In FY25, 37.2% of local bus trips and 35.8% of regional bus trips were paid using Umo—up from 15% and 17.4% in FY24, reflecting the success of staff-driven promotional initiatives.

Cherriots actively promoted its services and events through social media during FY25, using platforms such as Facebook, Instagram, LinkedIn, and X. A total of 553 posts were published, reaching an audience of 409,033 views and generating 12,195 engagements—including likes, comments, and shares. These outreach efforts help increase public awareness of Cherriots services and strengthen community connection.



FY25 Social Media Engagement Metrics			
	Posts	Impressions	Post Engagement
Q1	141	52,706	2,554
Q2	151	124,651	2,918
Q3	151	89,601	3,255
Q4	110	142,075	3,468
Total	553	409,033	12,195

Vanpool Program



Cherriots Commuter Options (CO) organizes and subsidizes vanpools for employees who share similar travel patterns. Groups of co-workers or commuters with consistent routes can apply through the CO program to receive a van for daily use. Cherriots staff provide training, rider support, and access to the Guaranteed Ride Home program to ensure reliability and convenience.

In FY25, Cherriots supported 39 active vanpools serving 216 commuters traveling across Polk, Marion, and Yamhill counties. By strategically combining riders with overlapping routes, efficiency and occupancy improved, even as the total number of vanpools expanded. For example, in the Santiam Canyon, three new vanpools were launched and later consolidated into two, ensuring higher productivity and better resource use.

Eligibility for subsidies is tied to worksites located within the three counties served by the CO program. In FY25, Cherriots provided \$209,169.21 in vanpool subsidies, covering an average of 37% of operating costs per vanpool. This investment continues to make vanpooling an affordable, sustainable, and efficient commute option for regional workers.

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

FY25 Vanpool Performance Metrics	
Max Operating Vanpools	39
# of Unique Riders	216
# of Passenger Trips	92,837
Vehicle Revenue Miles	500,308
Vehicle Revenue Hours	12,788
Average Occupancy Rate	67%
Percentage of Subsidy per Vanpool	37%



Safety and Reliability Trends



Safe and reliable service is important for Cherrriots to deliver and for customers to experience. Two of the measures used to evaluate the safety and reliability of Cherrriots 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 FY25, Cherrriots LIFT was the only service not to have met or exceeded the goal for preventable accidents. However, its performance was closer to the target than in FY24. 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	FY25 Total Preventable Accidents	FY25 Total Miles*	FY25 Preventable Bus Collisions per 100,000 Miles
Local	44	2,856,741	1.54
LIFT	12	594,928	2.02
Shop and Ride	0	31,551	N/A**
Regional	2	521,261	0.38

*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	FY25 Count of Road Calls	FY25 Vehicle Miles Traveled	FY25 Road Calls per 10,000 Miles
Local	159	2,968,790	0.54
LIFT	16	666,119	0.24
Shop and Ride	0	39,026	N/A**
Regional	27	604,188	0.45

**Total miles did not exceed 100,000; calculation is not applicable.

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 FY25, as demonstrated by the high percentages in the tables below.

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

FY25 Preventive Maintenance Inspections On-time Performance (Goal: 100%)			
Service	# Completed	# Completed Outside Limits	Percent On-time
Local	505	0	100.0%
LIFT	109	1	99.1%
Shop and Ride	8	0	100.0%
Regional	101	8	92.1%

MAJOR BUS CLEANINGS
(GOAL: 100%)

FY25 Major Bus Cleanings* (Goal: 100%)			
Service	Total # of Buses Available**	Total # of Cleanings Completed	Percent Completed
Local	827	736	89.0%
*This metric is only tracked for Cherriot's Local buses.			
**Anywhere from 60 to 66 buses were available to clean every 30 days			



Battery Electric Bus Trends



The Battery Electric Bus (BEB) fleet has been introduced on Route 11 Lancaster / Verda to create Cherriot's first Zero Emissions Corridor. Cherriot's has encountered operational challenges with its battery electric buses (BEBs), including having to remove BEBs from service mid-day due to low charge and intermittent charging issues at KTC. These factors have required additional staff support and affected overall fleet availability. To address these concerns, the Planning team has been tasked with reviewing and optimizing the blocking for Route 11 as part of the upcoming September 2025 service change.

Despite ongoing challenges, there has been progress in deploying the BEB fleet. The 10 BEBs entered service in the second quarter of FY25 and collectively traveled 189,758 miles by the end of the fiscal year, including all operator training activities. The distance traveled increased steadily each quarter. The average regeneration rate for the BEBs was 29.98%, which is close to the maximum of the typical range of 10%-30%. In FY25, the use of BEBs reduced greenhouse gas (GHG) emissions by approximately 105,709 pounds—the equivalent of eliminating 9,893 car trips.

FY25 BEB Performance Metrics				
	FY25Q2	FY25Q3	FY25Q4	FY25
Total Distance Driven (mile)	31,320	67,254	91,184	189,758
Average Regeneration Rate	27.9%	26.6%	35.4%	30%
Net GHGs Avoided (lbs)	11,338	21,397	72,974	105,709
Equivalent Car Trips Avoided	1,061	2,003	6,829	9,893

Note: BEB was in pilot phase in FY25 Q1



Appendix A. Cherriots Annual Performance Report for FY25 (July 2024 - June 2025)

Route	On-Time Performance (OTP)	Weekdays				
		Ridership / Revenue Hour	Ridership	Changes from FY 24 to FY 25		
				Revenue Hour	Ridership / Revenue Hour	Ridership
LOCAL BUS SERVICE						
2 - Market / Brown	85%	18.0	269,208	0.1%	0.1%	0.2%
3 - Portland Road	88%	20.0	161,334	0.1%	11.4%	11.5%
4 - State Street	89%	18.9	155,840	0.2%	5.7%	5.9%
5 - Center Street	83%	18.1	264,426	0.1%	0.8%	0.9%
6 - Fairview Industrial	80%	8.5	47,828	-0.1%	4.4%	4.3%
7 - Mission Street	86%	11.1	68,450	0.2%	7.1%	7.4%
8 - 12th / Liberty	83%	15.0	97,896	0.2%	-1.4%	-1.2%
9 - Cherry / River Road	84%	13.4	103,985	0.2%	-9.7%	-9.5%
11 - Lancaster / Verda	76%	18.8	516,739	0.3%	1.8%	2.1%
12 - Hayesville Drive	90%	6.5	23,956	-0.1%	5.0%	5.0%
13 - Silverton Road	87%	16.1	130,662	0.2%	-4.1%	-3.9%
14 - Windsor Island Road	84%	8.5	32,494	0.0%	-11.2%	-11.2%
16 - Wallace Road	84%	17.1	42,870	0.0%	3.5%	3.5%
17 - Edgewater Street	90%	11.1	143,284	0.1%	7.0%	7.1%
18 - 12th / Liberty	83%	12.3	78,127	0.0%	-7.9%	-7.9%
19 - Broadway / River Road	82%	22.3	318,466	-1.2%	4.6%	3.3%
21 - South Commercial	85%	21.3	308,769	0.1%	5.6%	5.7%
22 - Kuebler Link	86%	1.6	19,253			
23 - Lansing / Hawthorne	82%	12.3	45,853	0.0%	2.6%	2.6%
26 - Glen Creek / Orchard Heights	88%	5.7	11,137	0.0%	-4.6%	-4.6%
27 - Glen Creek / Eola	91%	7.2	14,985	0.2%	28.4%	28.6%
Total	85%	15.4	2,855,562	5.8%	-2.9%	2.8%
LOCAL COMMUTER EXPRESS ROUTE						
1X - Wilsonville / Salem Express	63%	4.2	12,563	0.0%	9.0%	9.0%
Cherriots Local Totals	84%	15.2	2,868,125	5.7%	-2.8%	2.8%
REGIONAL SERVICE						
10X - Woodburn / Salem Express	78%	5.3	22,724	0.2%	16.4%	16.7%
20X - N. Marion Co. / Salem Express	86%	4.0	13,670	-0.9%	18.2%	17.2%
30X - Santiam / Salem Express	84%	4.0	11,423	-1.9%	4.8%	2.8%
40X - Polk County / Salem Express	77%	8.7	48,901	-3.1%	10.5%	7.0%
50X - Dallas / Salem Express	78%	3.0	4,451	-2.1%	9.5%	7.3%
80X - Keizer / Wilsonville Express	93%	2.2	3,766	-3.2%	101.5%	95.1%
Cherriots Regional Express Totals	82%	5.4	104,935	-1.7%	13.6%	11.6%
Regional Deviated Fixed Route						
45 - Central Polk County	72%	1.8	4,376	-2.8%	10.1%	6.9%
Cherriots Regional Totals	81%	5.0	109,311	-1.9%	13.5%	11.4%
Dial-a-Ride (Cherriots Shop and Ride Totals)	NA	1.7	4,823	-6.7%	6.6%	-0.5%
Cherriots LIFT Totals	89%	2.2	94,933	3.4%	2.2%	5.7%



