

**Citizens Advisory Committee
Virtual Meeting Via ZoomGov
March 16, 2021
5:30 PM – 7:30 PM**

Pursuant to Governor Brown's Executive Order 20-16 issues in response to the COVID-19 pandemic, this meeting will be online only. Go to:

ZoomGov ID:

<https://cherriots-org.zoomgov.com/j/1602301772?pwd=Z04yZmxxais0c3FqS0xOTU9FNElzd09>

Phone Number:

(US)+1 669.254.5252

Meeting ID: 160 230 1772

Passcode: 670304

CAC AGENDA

1. CALL TO ORDER AND ROLL CALL

- a. Safety Moment
- b. Additions/Changes to Agenda

2. ANNOUNCEMENTS

3. PUBLIC COMMENT

(Citizens who wish to provide comment will be given three (3) minutes to comment on any transit-related matters regardless of whether it is an agenda item or not. To offer comment, please email your comments to: cac@cherriots.org by 5:00 p.m. 24 hours prior to the meeting date/start time; or mail them to Attn: Citizens Advisory Committee, Cherriots Administration Office, 555 Court Street NE, Ste. 5230, Salem, OR 97301.)

4. APPROVAL OF MINUTES

- a. Minutes of Meeting; December 15, 2020

5. PRESENTATIONS

6. DISCUSSION ITEMS

- a.** Unmet Needs Discussion, Chris French, Service Planning Manager (Document Attached)
- b.** South Salem Transit Center Discussion, Steve Dickey, Director, Technology/Project Management and Parametrix
- c.** Electronic Fare Discussion, Steve Dickey
- d.** Intelligent Transportation Programs (CAD/AVL) Discussion, Steve Dickey, Stephen Custer, Digital Marketing Coordinator
- e.** Member Recruitment, David Trimble, Deputy General Manager

7. ACTION ITEMS

8. FUTURE AGENDA ITEMS

- a.** Committee Work Plan
- b.** Performance Reports

9. ADJORNMENT

*· Turn all conversation devices to noiseless · Save all questions until the end of presentations
· When asking for the Chair's recognition, raise hand*

SPECIAL ACCOMMODATIONS

In order to ensure the broadest range of services to individuals with disabilities, we may need lead time to make the necessary arrangements. Persons requiring a sign language interpreter, assistive listening device, large print material, or other accommodations, please call or contact us at least two working days (48 hours) in advance at 503-588-2424.



Salem Area Mass Transit District
CITIZENS ADVISORY COMMITTEE
VIRTUAL MEETING

Tuesday, December 15, 2020, 5:30 PM

Meeting ID

meet.google.com/mdt-ggrs-qqm

Phone Number:

(US)+1 304-621-9847; PIN: 566 427 879#

MINUTES

PRESENT: Rick Hartwig, Chair; Roberto Coto, Vice-Chair; Laurie Dougherty, Member;
Members John Hammill, Member; Mark Knecht, Member; Mary Sarabia, Member;
Patrick Schwab, Member; Erin Ross, Member.

ABSENT: Davis Dyer, Member; Mitchell Juul, Youth Member; Maria Hinojos-Pressey,
Members Member

Board Colleen Busch, Liaison

Staff David Trimble, Deputy General Manager/COO; Karen Garcia, Security and
Emergency Management Manager; SueAnn Coffin, Contracted Services
Manager; Gregg Thompson, Maintenance Manager; Chris French, Planning
Manager; Kathy Martens; Executive Assistant

Guests Sign Interpreters: Halene Anderson and Ben Caveletto

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

The Safety Moment presented by Deputy General Manager/COO, David Trimble. During this time of COVID-19 with hospital admissions rising here in Marion County, please remember to practice the three (3) **Ws**: **W**ear your Mask, **W**ash your hands, and **W**atch your distance. Work towards maintaining a 6' distance from others. With the holidays upon us, please watch your social gatherings and

keep them to a minimum, if at all. We are seeing a light at the end of the tunnel, but we are nowhere out of the woods yet.

b. Additions/Changes to Agenda

Member Mark Knecht would like to add a topic to the discussion portion of the agenda.

2. ANNOUNCEMENTS:

Member Colleen Busch would like her name spelled correctly in the minutes from July 21, 2020.

This concludes announcements and additions to the agenda.

3. PUBLIC COMMENT – None at this time.

4. APPROVAL OF MINUTES

a. Minutes of July 20, 2020

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

Motion by: Member John Hammill

Second: Member Patrick Schwab

Discussion: None

Vote: Motion passed with eight votes in favor; Absent: Members Davis Dyer, Mitchell Juul, Maria Hinojos-Pressey

5. PRESENTATIONS

a. COVID-19 Related Activities

Presenter: David Trimble, Deputy General Manager/COO

Mr. Trimble gave an update on all that has taken place at Cherriots during the Pandemic thus far. We have not met as a committee since July and it has been challenging during these past 10 months, not just business-wise, but also in our personal lives. There is a work plan for this committee and we had high hopes of getting a lot done, but with the pandemic and the wild fires, we were not able to accomplish much work on it. The work plan developed by our Chair and Vice-Chair will be addressed in the coming year. Our ridership is still down and our Planning Manager, Chris French will give us an update on our ridership and our service. For those that are riding our buses, we strive to give them the service they deserve. We are continuing to sanitize our buses and are doing so more than the recommended 4-hour timeframe. We are not yet charging fares and that is mainly due to our required rear door boarding, which we implemented to help keep our operators safe. We continue to display 'Limited Seating' with our overhead signs and through social media channels. Masks are required to use our

services and employees must wear masks as well. We are running at 95% for our local weekday service and 100% for our Saturday service and will continue to do so as long as ridership dictates the need. Our internal COVID-19 Task Force still meets to ensure we are meeting the demands the pandemic requires in regards to making sure our sanitizing supplies and PPE are at appropriate inventory levels, which is currently at many months' supply. We are sharing best practices with local and national transportation districts. We are hoping to start collecting fares again after the first of the year, but we will give plenty of notice and have campaigns to help with the transition back to fare collection. Chair Hartwig thanked the district for all that has been done and continues to do during this difficult year.

Member Hammill asked how is employee morale? He works more with Cherriots Lift and for the most part, morale seems fine. Mr. Trimble said for the most part employees seem to be doing fine. Like most there are days that are more frustrating than others and it seemed in the beginning with the fear of the whole situation, people in general were tenser. That does seem to be better, too, especially around wearing masks. We've discussed COVID fatigue and although our employees feel it, they still want to come in and do their best.

Representative Busch thanked Cherriots for the hard work they are doing in helping our community still get to where they need to be in a safe manner.

b. Ridership and Service Changes Update

Presenter: Chris French, Planning Manager

The report Mr. French will discuss is during the period of July – September of this year, which is the first quarter of FY21. Cherriots is down 50% of overall ridership. Cherriots Local did provide 325,162 rides during this first quarter. Cherriots Regional did a total of 12,337 rides, Cherriots Lift a total of 10,534 rides and Cherriots Shop and Ride a total of 934 rides. Shop and Ride is only operating the dial-a-Ride portion due to capacity allowances. Saturday totals were as follows: Cherriots Local 37,103, Cherriots Lift 968 and Cherriots Regional 754 rides. Mr. French went on to discuss Ridership Averages. As you can see by the lines, we've had a significant drop in ridership. The large dip in March/April was when we had to suspend service for about a week due to the pandemic. Our local weekday routes are currently up over an average of 5,000 daily rides per month, which is up from our last quarter of FY20. Saturday totals for both our local and lift services, had their highest ridership in August and Regional's highest month was July.

Service Changes: We usually do three service changes a year and January is when we would do our next change. After reviewing the current ridership, we have decided to

keep our service level at 95% for our local service routes. We feel we could not go back to 100% with the number of operators we currently have. We are at 100% for our Regional weekday service and will remain at such. Although there are many factors involved with service levels, we will be looking forward to 2021 and being able to start our Sunday and Holiday service levels, as well as going back to 100% weekday service, which was Cherriots pre-COVID service level.

Member Dougherty asked about Route 45. Mr. French said for a few years now Cherriots has been working on what is called Cherriots Route 45. This will replace the Polk County Flex, which is an on-demand service route. Route 45 will be a deviated-fixed route. There will be some fixed stops with time points, but if someone is unable to use these stops, the route would allow for a 24-hour advanced reservation and the bus would pick up at that deviated point. This route will begin service on January 4, 2021. Cherriots wanted to do big fan fair to announce the new service, but the timing was not appropriate and Cherriots wanted to make this service available for the communities it will serve.

6. DISCUSSION ITEMS

a. Committee Work Plan

Vice-Chair Coto presented, saying he, Mr. Trimble, and Chair Hartwig, worked on a work plan over 6 months ago, but with COVID it was put on the back burner. The reason for the work plan was last year we received presentations regarding outreach, ridership, safety and a variety of other topics. We have been receiving information from experts on how transportation affects our community and it was decided a work plan was needed. The work plan's timeline was 2020-2021, but we are going to need to push this timeline. We came up with five (5) categories to work towards; 1. Local Services, 2. Capital Projects & Facilities, 3. Cherriots LIFT Program, 4. Services and Financial Plans, and 5. Regional Services. Vice-Chair Coto then went over what aspects were under each category. Category number 5, Regional Services, is very pertinent to today as not only have services been affected by COVID, but regional services were greatly affected by the wildfires this past fall. This is a service much needed for our rural communities. The work plan will need to be reviewed by the committee and see if other areas need to be added. This is a tool and resource to be used as we move forward and this can be viewed as a template.

Member Dougherty would like to see consideration towards sustainability and climate change addressed in this work plan. Cherriots board has initiatives regarding this topic and President Davidson is also involved with the city on this initiative. Cherriots does also have a voice regarding this and is seen, according to NorthWest Natural, as the cleanest running transit fleet in Oregon. Mr. Trimble

agrees this is a topic that can be added. Cherriots has projects that will require sustainability considerations. This work plan was done over a year ago, before President Davidson and the board had sustainability initiatives. Member Hammill asked about the timeframe on these categories. It was to be a plan for 2020, but as mentioned, it will now have a 2021 start date.

Member Knecht asked about the ODOT and VA grant around transporting rural area veterans to a VA clinic. Is Cherriots involved with this? Mr. Trimble addressed this topic. This is an ODOT program, not a Cherriots program. ODOT created this program around helping veterans in Marion and Polk County get transportation to area VA clinics. Cherriots did not apply for this, but since we are the STF agency, we did send out notification to other rural agencies to apply for this grant, of which Woodburn did apply. It is a small program that may expand in the future, but that remains to be seen.

Chair Hartwig asked how members were doing and the groups they represent. Member Schwab works with the blind community and he said there are items they struggle with while utilizing the bus system, especially trying to figure out routes, but he was glad to see items pertaining to this in the work plan we just discussed. Social distancing is also a challenge within any disabled population as that connectivity is missed. People in general are challenged with this as well.

Member Knecht asked about the shelters on Center St. near Lancaster. There is a shelter on one side of the road, but not on the other and he thought there used to be one and asked if there would be one again. Mr. French addressed this question. There has been only the one covered shelter, but Cherriots is working on adding another one. The right of way has just been agreed upon so there will be a covered shelter in that location in the near future.

7. ACTION ITEMS

Mr. Trimble went over the decision back in 2018 regarding staggered terms for members since this was a new committee. Those whose terms are ending at the end of 2020 will need to acknowledge they would like to continue on as a member with new term dates. Those whose terms are ending are: Rick Hartwig, Laurie Dougherty, Mark Knecht, Mary Sarabia, Mitchell Juul (Youth member is a one-year term, cannot renew), Roberto Coto (Mr. Coto has already indicated he will not renew his term.) The following members acknowledged their desire to continue for another term: Rick Hartwig, Laurie Dougherty, Mark Knecht and Mary Sarabia.

Mr. Trimble then discussed the ending terms for Chair and Vice-Chair and how these terms, at this time, were not renewable and the committee will need to nominate a member for each position.

a. Committee Chair Selection

Motion: Moved to nominate and approve Patrick Schwab as Chair of the Citizens Advisory Committee with a term ending 12/31/2021.
Motion by: Chair Rick Hartwig
Second: Member John Hammill
Discussion: None
Vote: Motion passed with eight votes in favor; Absent: Members Davis Dyer, Mitchell Juul, Maria Hinojos-Pressey

b. Committee Vice-Chair Selection

Motion: Moved to nominate and approve John Hammill as the Vice-Chair of the Citizens Advisory Committee with a term ending 12/31/2021.
Motion by: Member Patrick Schwab
Second: Member Erin Ross
Discussion: None
Vote: Motion passed with eight votes in favor; Absent: Members Davis Dyer, Mitchell Juul, Maria Hinojos-Pressey

c. Member Terms

Motion: Moved to approve the acknowledgement by members Rick Hartwig, Laurie Dougherty, Mark Hammill and Mary Sarabia of their intent to serve another term on the Citizens Advisory Committee with those terms ending 12/31/2022.
Motion by: Member John Hammill
Second: Member Patrick Schwab
Discussion: None
Vote: Motion passed with eight votes in favor; Absent: Members Davis Dyer, Mitchell Juul, Maria Hinojos-Pressey

8. FUTURE AGENDA ITEMS

a. Committee Work Plan

It is the intent to have an executive committee meet monthly. There will need to be one more member added and that can be decided at the next meeting.

b. Performance Reports

Before adjournment, kudos were given by Board Liaison Colleen Busch regarding all the good work this committee has done and the time donated. This committee represents the community to the Board with community needs. Since there are currently a few open spots on this committee, she asked for members to access their networks to let individuals know of these openings in case there is anyone interested that can bring their talents and time to the committee.

Member Knecht also thanked Mr. Trimble for the signs that were added to the buses regarding reserved seats and space for our seniors and those with disabilities. Mr. Trimble said it was not him, that Cherriots has a great Marketing team that helps with items such as this.

9. ADJOURNMENT

6:40 PM

Motion: Moved to adjourn the meeting.
Motion by: Member Patrick Schwab
Second: Member Erin Ross
Discussion: None
Vote: Motion passed with eight votes in favor; Absent: Members Davis Dyer, Mitchell Juul, Maria Hinojos-Pressey

DRAFT

Cherriots Planning Staff are preparing to conduct a needs assessment of our service. The needs assessment allows planners and the general public to look at the service area on a more granular level to determine how the service area has changed since the previous needs assessment and what new or changing needs exist. This evaluation will help the District make informed plans for future service changes as funds become available and determine whether the current service is still meeting the needs of our customers. It will also inform the Long-Range Transit Plan (LRTP) project and assist with justifications for future grant applications.

The needs assessment process is part of how we prepare for the biennial STIF funding cycle, which gives Cherriots the opportunity to meet unmet transit needs in our service area. In order to determine current needs, Cherriots assesses current demographics, locates new and shifted development and businesses, and gathers input from current riders, community partners, and frontline employees.

From there, staff determine whether Cherriots bus service, other Cherriots services, and public and private transportation services in the region meet all transit needs. For any transit need determined to be unmet, Cherriots evaluates whether those needs can be met using current resources.

Staff are asking members of the CAC to provide feedback on what they see as unmet community needs for Cherriots. This feedback will be used to help inform the questions that we will ask as we engage with the riders and stakeholders to ensure that your questions are answered as it pertains to your work on the CAC.

Possible topics, but not limited to:

- Local Service (i.e., route changes, additions, and span of service)
 - Is there a current route that should travel on a different path? (route changes)
 - Are there locations that should have services that are currently not served? (additions)
 - Are the hours that are currently operated adequate? (span of service)

- Regional Service (i.e., route changes, additions, service days, and span of service)
 - Is there a current route that should travel on a different path? (route changes)

- Are there locations that should have services that are currently not served?
(additions)
- Are the hours that are currently operated adequate? (span of service)
- Are the service days of the week adequate? (service days)
- Technology
 - Digital signs and screens at bus stops
 - Passenger information
- Transit amenities
 - Shelters
 - Trash cans
 - Lighting
 - Information at stops