

Salem Area Mass Transit District
Board of Directors

~ **WORK SESSION** ~

April 10, 2017

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

MINUTES

PRESENT: Directors John Hammill, Steve Evans, Kathy Lincoln, Marcia Kelley, and Colleen Busch
Board ABSENT: President Bob Krebs and Director Jerry Thompson

Staff Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Patricia Feeny, Director of Communication; Paula Dixon, Director of Administration; Linda Galeazzi, Executive Assistant; Ted Stonecliffe, Long Range Planning Analyst; Chris French, Senior Planner; Lorna Adkins, Marketing Coordinator; Chip Colby, Information Technology Manager; Wendy Feth, Accountant; and Susie Primmer, Technology Services Support Analyst

Guests Citizen, Mark Knecht

1. CALL TO ORDER 5:30 PM

President Bob Krebs called the work session to order.

2. DISCUSSION

a. Service Change Updates for January and May 2017 5:30 PM

Staff report: Pages 1-14 of the agenda

Presenter: Chris French, Senior Planner

The Board was apprised of the results of feedback received in February after the January 2017 service changes. Feedback from riders, customer service staff and transit operators was largely positive. On-time performance checks had also been conducted in March at the Downtown Transit Center on all routes. Routes were considered “on time” if buses arrived up to five minutes past their scheduled arrival time at the Downtown Transit Center.

Board members reviewed the service changes to occur on May 8, 2017 –

- Route 12/Hayesville will extend farther south forming a one-way loop on 45th Avenue, Silverton Road, Lancaster Drive, Winema Place, South Campus Loop, and

Fire Protection Way to give riders easier access to stores along the Silverton Road and Lancaster Drive, and easier access and transfers to and from Chemeketa Community College.

- Bus parking changes will occur at the Downtown Transit Center; and the
- Cherriots Regional service will launch with new express routes to replace the deviated-fixed routes.

During a question and answer period, discussion ensued about the length of time scheduled for layovers, how the weather affects the schedule and what it means for a bus to run "hot." There were questions about the completion of the signalization project at Keizer Transit Center. Staff advised that the District's master plan includes a project manager to coordinate with the city on projects such as one on Lancaster Drive where a pilot project is being considered to relieve congestion.

Follow-up: Planning staff will get an answer for Director Kelley regarding passengers having to wait in the dark during the winter season at a Chemeketa Community College stop. Staff will continue to update the Board on additional service changes. The next one will take place on September 5, 2017.

b. Route 2X Grand Ronde Express Service and Funding Update

5:55 PM

Staff report: Pages 15-18 of the agenda

Presenter: Steve Dickey, Director of Transportation Development

Mr. Dickey reported that Cherriots' as the contractor provided for the operation of Route 2X/Grand Ronde Express since 2009. The route was paid for by the Confederated Tribes of Grand Ronde (CTGR) to address the casino's employee retention issues when fuel prices were high. Since then, ridership dropped by 27% over the last three years.

An evaluation of the District's operational costs in comparison to revenue received from the CTGR was conducted to prepare for a service renewal contract. It was discovered that CTGR revenue covered only 59% of the fully allocated cost of operations. It was also clear that the District could not continue to subsidize Route 2X in the future at an annual fully allocated cost of \$180,600. Kim Rodgers, the CTGR Planning & Grants Development Manager received options from the District for consideration to address the cost coverage. If a solution cannot be reached by the beginning of May 2017, the District will need to make an independent decision from the options presented to address the budget and scheduling impacts.

Follow-up: The District will continue to operate the 2X service at its current level through August 2017. A change will be implemented with the September bid cycle to address the cost overage unless a mutually acceptable solution is agreed upon between the CTGR and the District.

c. Fare Analysis Update

6:20 PM

Staff report: Pages 19-22 of the agenda

Presenter: Ted Stonecliffe, Long Range Planning Analyst

At the Board's direction, staff evaluates fares every two years. District staff proposed a change to the evaluation process. A fare analysis was done prior to January 2017. Staff concluded a fare change may not be beneficial to the District during the current cycle. The new evaluation process would begin in September 2017. Changes to the Cherriots system will have stabilized, resulting in ridership increases. The farebox ratio will improve which reduces the cost per boarding. Implementation of any potential fare change would occur in July 2018. A level of complication for annual budget revenue projections would be eliminated and potential fare changes could be coordinated with the annual budget cycle. With consistent, stable data, the Board will have a better basis to make decisions about the fares.

Follow-up: Staff provided a proposed fare change calendar on page 22 that showed a summary of steps that would lead to any potential changes in fares effective July 1, 2018.

d. Advertising RFP

6:30 PM

Staff report: Pages 23-24 of the agenda

Presenter: Lorna Adkins, Marketing Coordinator

Ms. Adkins reported that the District received two proposal after extending the RFP deadline of March 21 to March 31, and then to April 7 to provide additional information to one interested vendor; and finally to April 12, 2017. There were 19 hits on the State's ORPIN site. The District's former vendor for bus advertising did not respond.

In the discussion among Board members, disappointment was expressed at the weak response. There were suggestions about advertising the RFP through other sites like public relations associations in Portland and through the Chamber of Commerce where the District is a member. Lots of people don't go to ORPIN except those in government. It is not a natural place to look for advertising RFPs. Staff advised that they reached out to other parties.

Follow-up: The District will present a formal recommendation at the April 27 Board meeting after the April 12 RFP submittal deadline when staff reviews the proposals submitted.

e. Continued Strategic Planning Discussion

6:37 PM

Staff report: Pages 25-34 of the agenda

Presenter: Allan Pollock, General Manager

Board members reviewed the updated strategic priorities in Attachment A and B on pages 27-32 of the agenda. Directors Lincoln and Hammill submitted written comments.

3. GENERAL MANAGER COMMENTS

6:53 PM

Staff report: Pages 35-40 the agenda

Presenter: Allan Pollock, General Manager

Time was spent reviewing the draft agenda for the March 23rd board meeting, the Board's calendar, the budget process, monthly talking points and upcoming agenda items that will be brought to the Board for their consideration.

Board members will attend Transit Day at the Capitol on April 11, 2017. Kick off starts at 8:00 a.m. with 11 visits scheduled to speak with local legislators about District needs and priorities. Board members will then meet as a small group with the District's legislative advocate at the end of their visits.

4. WORK SESSION ADJOURNED

7:10 PM

Recorded and Submitted by: Linda Galeazzi, Executive Assistant/Clerk of the Board