



**MINUTES OF THE  
December 14, 2021  
CITIZENS ADVISORY COMMITTEE MEETING  
5:30 PM – 7:30 PM**

<b>Present Members:</b>	Patrick Schwab, Chair; John Hammill, Vice-Chair; Laurie Dougherty, Member, Davis Dyer, Member; Rick Hartwig, Member; Mark Knecht, Member; Erin Ross, Member, Michele Roland-Schwartz, Member
<b>Absent Members:</b>	Maria Hinojos-Pressey, Cherriots Board of Directors Liaison
<b>Board:</b>	Ramiro Navarro, Cherriots Board of Directors
<b>Staff:</b>	David Trimble, Deputy General Manager, Steve Dickey, Director of Technology/Project Management, Tom Dietz, Director of Operations, Christina Connor, Chief Human Resources Officer; Ben Sawyer, Contracted Services Manager, Don Clifford, Transportation Manager; Gregg Thompson, Maintenance Manager, Karen Garcia, Security and Emergency Management Manager,
<b>Guests:</b>	Jamey Dempster, Jacobs; Brandy Steffen, JLA Public Involvement; Tracie Heidt, JLA Public Involvement; Ted Stonecliffe, Cherriots Transit Planner II; Jeremy Jorstad, Transit Planner II; Dana Walls and Brandon Heaps – Sign Interpreters

**1. CALL TO ORDER AND ROLL CALL**

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

**a. Safety Moment**

David Trimble opened our meeting with a safety message. Today's message was on Winter Weather. Winter weather storms can make the road and sidewalks tricky places to navigate, but being an informed and prepared pedestrian and driver can ensure that you stay as safe as possible.

Here are a few tips for pedestrians:

- **Phones:** if at all possible, don't use your smartphone when you're walking so you can pay attention to your surroundings.
- **Visibility:** Try to wear clothing that makes you visible when you're outside. You can use brightly colored tape to add visibility stripes to your jacket sleeves or on the sides of your pants. You can remove them later.

- Shoes: The shoes that you wear should be supportive for winter walking. Even if you don't expect to walk on snow or ice, cold temperatures can sometimes make your feet hurt. Supportive shoes can often decrease this feeling, making it easier to walk longer distances.

Here are a few tips for drivers:

- Check weather reports for any areas that you will be driving through before leaving home. Knowing what to expect can help you prepare and help you decide whether you should reschedule your plans instead of taking the risk of driving in a dangerous situation.
- Keep spare blankets and coats in your trunk at all times.
- Your headlights should be used during any situation with lowered visibility, even during the day.
- Never use your phone or other device that could be distracting while driving.
- Alert a friend or family member when you leave home, and when you arrive at your destination when driving in bad weather.
- If you begin to feel uncomfortable behind the wheel, you should pull over as soon as you can safely do so.

#### **b. Additions/Changes to the Agenda**

None at this time.

### **2. ANNOUNCEMENTS**

None at this time.

### **3. PUBLIC COMMENT**

None at this time.

### **4. APPROVAL OF MINUTES - Minutes of September 21, 2021**

<b>Motion:</b>	<b>Motioned to approve the meeting minutes of September 21, 2021</b>
<b>Motion by:</b>	<b>Member Mark Knecht</b>
<b>Second:</b>	<b>Member Rick Hartwig</b>
<b>Discussion:</b>	<b>None</b>
<b>Vote:</b>	<b>Motion passed with eight votes in favor.</b>

### **5. PRESENTATIONS**

#### **a. Long Range Transit Plan – Jamey Dempster, Jacobs; Brandy Steffen, JLA Public Involvement; Tracie Heidt, JLA Public Involvement and Ted Stonecliffe, Cherriots Transit Planner II.**

Ted Stonecliffe introduced the consultant team who is working with Cherriots on the 20-year long range transit plan. We are starting our public engagement period on this project. The committee will be heavily engaged with this plan. Jamey Dempster is the Project Manager from Jacobs and Brandy Steffen and Tracie Heidt from JLA Public Involvement.

Mr. Dempster shared a PowerPoint presentation to cover the following topics: Introduce the Cherriots Long Range Transit Plan (LRTP), Share existing conditions findings, Share Public Involvement Plan and ask for Committee participation in the LRTP. The team and committee went around and shared who they are and their current/past position(s).

Mr. Dempster then went over the presentation. All of the research and findings will be done under Cherriots' Vision, Mission and Values. They will take into consideration the upcoming Climate Action plans, be consistent and compatible with local, regional and state transportation plans, provide a thorough long-range market analysis, adapt to new trip generators, transit network changes and new technologies. All this will all help guide our future vehicle procurements.

The question, "What should the LRTP achieve for the organization and the region?" was asked to the committee members.

- Additional and attractive public transit options to get people out of their own vehicles, especially if those vehicles burn fossil fuels.
- A bus from Salem to PDX, like the Salem Express, should be included.
- The biggest challenge is the carbon neutral plan and it has to be more than planting more trees, but as Salem grows a lot, and with all the housing developments going up, achieving a carbon neutral state will be challenging.
- Make sure the consultants are aware of Cherriots Trip Options program and how this will complement the City's Climate Action plan.

The consultants went over the existing conditions. This addressed the population growth that is expected through 2050 and how we need to have affordable transportation for all. More questions were proposed to the committee members, "What opportunities or trends, will most influence public transportation?"

- Cherriots needs to be a leader and a feature organization that shows reducing carbon emissions is important and doable.
- It will be imperative that routes will need to be reviewed and all the houses being built on Cordon road will need to be addressed. With that, reduced carbon emissions will be a challenge. Determine the greatest need in our growing areas, which are more outer city limits.
- A good opportunity is the removal of the parking minimum, which is being addressed. This leaves Cherriots with the opportunity to recruit more people to riding the bus instead of just getting in your car. With all the growth, do we know where these families will be working and where our current riders work? The committee was informed there is a rider survey that will help gather this information.
- Concern about accessibility with the current service. Our stops are too far apart and more stops would help. Much of the new housing is on the peripheral of Cherriots current network, routes will need to be out that way.

The consultants are starting the Public Involvement portion of the project. They want the outreach to be broad, convenient and flexible, include rural communities, be clear and in

plain language that easily translates to Spanish. Public involvement will include an online open house and survey, stakeholder interviews, tabling “pop-up” events, presentations and online workshops, website, social media, email, and postcards will also be mailed. Two lists were shared of organizations that will receive presentations and those that will be interviewed. Are there other organizations that the committee would like to include? Are there ways committee members can help get the word out?

- Veterans outpatient clinic
- High Schools
- Involve rural organizations where Cherriots has regional service
- Organizations with high ridership; Latino club
- Local public safety councils
- Center for Hope and Safety
- Marion County Sexual Assault team led by the District Attorney’s office
- Oregon Council for the Blind, Willamette Chapter
- Boys and Girls Club
- Arches
- Oregon School for the Deaf
- Western Oregon University
- Latinos Unidos Siempre (LUS) Local youth organization
- Sports Venues – Cordon and State street for an example (Large soccer fields)
- Volcanoes Stadium
- Pacific Source. The Community Care Organization for this region with clients who use a variety of health services in Marion and Polk counties.

Committee member Dougherty mentioned she would be interested and would like to help at any tabling events. If you have any other ideas, please send them to [cac@cherriots.org](mailto:cac@cherriots.org) or you may contact Kathy Martens. Next steps: Online Open House and survey (Dec.-January), Public Engagement events (January), Strategy and Alternatives development (Winter-Spring), and Public Engagement phase 2 (Spring).

**b. Performance Update – Jeremy Jorstad, Cherriots Transit Planner II**

Mr. Jorstad gave the first quarter report covering July through September, 2021. Total weekday ridership during this quarter was 453,949. Total Saturday ridership was 47,139 and Sunday was 4,653. This included four (4) Sundays. Total overall we had 505,741 rides. Mr. Jorstad went on to break these totals down across the various services offered by Cherriots. Ridership was comparatively higher in 2020 vs current, is there a plan to get the word out to get more riders, was asked by Chair Schwab. Mr. Trimble let the members know there are plans for more messaging from our marketing department, which has been curtailed by COVID as we have not yet seen the total return to the office by other organizations. Ridership is still down nationally. In the spring, Cherriots will begin a new campaign for our Regional routes. Also asked, was how Cherriots is being sustained financially. Mr. Trimble answered this question as well. Cherriots relies on property taxes for revenue, as well as what we receive by collecting fares. Districts that rely on payroll and/or sales tax for their revenues were hit harder than Cherriots was. We also have

received some government appropriations, which has helped us sustain our business model.

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

Mr. Dietz addressed the committee. We are currently holding steady with no new positive Covid cases within the district. With the new variants coming out, we are in a ‘wait and see’ mode. We are now ready to install the active air purification systems within our buildings in the common spaces. We are ready to have the board approve the systems that will go in our revenue vehicles. These should be installed and working by February. They don’t just purify the air, they neutralize anything on any surfaces within the buses. This will help protect our riders and employees. Committee member Knecht asked about when we may be able to start providing later service. Although our driver roster is stable, we are operating at 80% of service to protect us from having too many drivers out ill at the same time. In January we will go to 90% service coverage and we will maintain that until we are confident the COVID virus and variants are stabilized enough we can go back to 100% service.

**6. DISCUSSION ITEMS**

**a. Committee Members Concerns/Discussion**

Vice-chair Hammill wanted the committee to know a community member asked him about the Salem to Albany commuter and how state workers would benefit from this service. This corridor has been discussed and a study has been completed, but no firm decisions have been made. This topic has come up before and it is confirmed there will be a marketing campaign to notify the community.

**7. ACTION ITEMS**

**a. Proposed Meetings in 2022**

Per last meeting when begin addressed by Keen Independent, it was decided this committee would like to meet every other month vs once a quarter. Listed below are the proposed meeting dates:

- February 15, 2022
- April 19, 2022
- June 21, 2022
- August 16, 2022
- October 18, 2022
- December 13, 2022

<b>Motion:</b>	<b>Motion for the Citizen Advisory Committee to begin meeting every other month – six (6) times per year, beginning in February 2022</b>
<b>Motion by:</b>	<b>Member Rick Hartwig</b>
<b>Second:</b>	<b>Member Davis Dyer</b>
<b>Discussion:</b>	<b>None</b>
<b>Vote:</b>	<b>Motion passed with eight votes in favor</b>

**b. Member Additional Terms**

This committee has been hindered for a while now due to COVID and the committee is just now getting some momentum on the current work plan. In order to keep this momentum, the members whose terms were up in 2021, Cherrlots would like to extend those terms for one additional year, expiring on 12/31/2022. The committee does have 3 open positions and Cherrlots is actively recruiting for those positions, which includes a high school student.

<b>Motion:</b>	<b>Motion to extend terms of members whose term expired 12/31/2021, to one more year with a new term expiration of 12/31/2022</b>
<b>Motion by:</b>	<b>Member Rick Hartwig</b>
<b>Second:</b>	<b>Member Laurie Dougherty</b>
<b>Discussion:</b>	<b>None</b>
<b>Vote:</b>	<b>Motion passed with eight votes in favor</b>

**c. New Chair and Vice-Chair**

This is also the time where we nominate and vote in a new Chair and Vice-Chair. Our current Chair and Vice-Chair have only served one term and are eligible to serve one more term. Nominate Schwab for one more year.

<b>Motion:</b>	<b>Motion to nominate committee member Patrick Schwab as Chair of the Citizen Advisory Committee</b>
<b>Motion by:</b>	<b>Vice-Chair John Hammill</b>
<b>Second:</b>	<b>Member Michele Roland-Schwartz</b>
<b>Discussion:</b>	<b>None</b>
<b>Vote:</b>	<b>Motion passed with eight votes in favor</b>

<b>Motion:</b>	<b>Motion to nominate committee member John Hammill as Vice-Chair of the Citizen Advisory Committee</b>
<b>Motion by:</b>	<b>Member Erin Ross</b>
<b>Second:</b>	<b>Member David Dyer</b>
<b>Discussion:</b>	<b>None</b>
<b>Vote:</b>	<b>Motion passed with eight votes in favor</b>

**8. FUTURE AGENDA ITEMS**

- a. Committee Work Plan**
- b. Performance Reports**
  - i. Feb 2022 – 2<sup>nd</sup> Qtr '22**
  - ii. June 2022 – 3<sup>rd</sup> Qtr '22**
  - iii. Aug 2022 – 4<sup>th</sup> Qtr '22**
  - iv. Dec 2022 – 1<sup>st</sup> Qtr '23**
- c. South Salem Transit Center – February meeting**

- d. Update on "Our Salem" comprehensive plan
- e. City of Salem's "Transportation System" plan

**9. ADJOURNMENT**

<b>Motion:</b>	<b>Motion to adjourn meeting at 7:16 p.m.</b>
<b>Motion by:</b>	<b>Member Rick Hartwig</b>
<b>Second:</b>	<b>Vice-Chair John Hammill</b>
<b>Vote:</b>	<b>Motion passed with eight votes in favor</b>