



**MINUTES OF THE  
April 19, 2022  
CITIZENS ADVISORY COMMITTEE MEETING  
5:30 PM – 7:30 PM**

<b>Present Members:</b>	Patrick Schwab, Chair; Laurie Dougherty, Member; Davis Dyer, Member; Lucy Edwards, Member; Rick Hartwig, Member; Mark Knecht, Member; Michele Roland-Schwartz, Member; Erin Ross, Member; Joe Tilman, Member;
<b>Absent Members:</b>	John Hammill, Vice-Chair
<b>Board:</b>	Maria Hinojos-Pressey, Cherriotics Board of Directors Liaison
<b>Staff:</b>	Steve Dickey, Director of Technology/Project Management; Tom Dietz, Director of Operations; Ben Sawyer, Contracted Services Manager; Chris French, Planning Services Manager; Don Clifford, Transportation Manager; Gregg Thompson, Maintenance Manager; Karen Garcia, Security and Emergency Management Manager; Seth Hamlin, Assistant Transportation Manager
<b>Guests:</b>	Jonah Hanson, Cherriotics Marketing Coordinator; Ted Stonecliffe, Cherriotics Transit Planner II; Melissa Kidd, Cherriotics Customer Service Manager; Alicia McIntire, Parametrix; Brandy Steffen and Tracie Heidt, Jacobs Engineering, Inc.; Christina Healy and Audrey Loudenback – Sign Interpreters

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

Chair Patrick Schwab called the meeting to order at 5:31 p.m. A quorum was present.

**a. Safety Moment**

Tom Dietz opened our meeting with a safety message, which tonight was on transit safety. Here is a list of tips around walking, taxi and ridesharing, and using public transportation:

**Walking:**

- Walk with purpose
- Keep your purse or bag close to your body and hide valuables
- Take care using cell phones in public

**Taxi and Ridesharing:**

- Confirm Taxicab “seal”
- Check for taxi medallion on the dashboard, note ID number
- Choose the back seat
- Cash is never required in a rideshare

- Report incidents
- And there is an actual number where you can report taxi complaints: call 311  
**Public Transportation:**
- Plan your route ahead of time
- Find arrival times
- Have money or card ready
- Stay awake and alert
- Hold bags in your lap or under your arm
- Report any incidents to the driver
- And, report incidents regarding the operator to the district in which you are riding.

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

None at this time.

**2. ANNOUNCEMENTS**

The two new members were asked to introduce themselves to the committee. Mr. Joe Tilman works for ODOT in the bridge division. He’s been an alternative transportation kind of a guy for a long time. Ms. Lucy Edwards is retired, but a bookkeeper by trade and rides the buses locally every day. She would like to make sure someone is watching out for the disabled and addressing safety issues on the buses.

**3. PUBLIC COMMENT**

None at this time.

**4. APPROVAL OF MINUTES - Minutes of February 15, 2022**

<b>Motion:</b>	<b>Motioned to approve the meeting minutes of February 15, 2022.</b>
<b>Motion by:</b>	<b>Member Rick Hartwig</b>
<b>Second:</b>	<b>Member Erin Ross</b>
<b>Discussion:</b>	<b>None</b>
<b>Vote:</b>	<b>Motion passed with six votes in favor. Member John Hammill excused and two new members Lucy Edwards and Joe Tilman abstained.</b>

**5. PRESENTATIONS**

**a. South Salem Transit Center Update – Steve Dickey, Director of Technology/Project Management, Alicia McIntire, Parametrix**

Alicia McIntire gave a presentation to the committee on the South Salem Transit Center and Mobility Hub study. The purpose and need for this transit center was discussed to remind members why this was being done. A new transit center/mobility hub will facilitate better cross-town transit, service growing neighborhoods, and integrate “mobility options”.

A few months ago, Ryan Farncomb from Parametrix shared a presentation regarding the starting efforts of this study. Today’s presentation will bring you work-to-date. A

prototypical design was done and this was needed to determine the size of property that would be needed. Public outreach has been done along all the steps of this study. A fatal flaw analysis was done, which reduced the number of potential sites and zoning permits needed. Approximately three and one-quarter acres will be needed for this project. There are three candidate sites. They need to have willing sellers, meet the minimum criteria and determine what tradeoffs, if any, might be needed. There is additional due diligence to be done. The final report should be delivered in June of this year. It was asked if the areas of the sites could be shared with the committee. Not at this time due to lack of contact with current owners. It was asked how much of an impact on routes will this have? The sites we are looking at would have minor deviations to current routes and we are also looking at this from the perspective of 20+ years out and how expansion will be more into the southern portion of the city. Member Dougherty has been following the Our Salem Project and wondered if this study was following the city's process. Alicia mentioned they met with the city and those changes were taken into consideration when the parameters were done in this study. Member Knecht brought up the construction that is going to take place on McGilchrist and wanted to know if the District and the City are in conversation together regarding this when it starts to take place. Mr. Dickey ensured Mr. Knecht that both entities are in conversations.

**b. Mobility Report – Melissa Kidd, Customer Service Manger**

Melissa Kidd joined to give a presentation overview on Cherriots Transportation Services and Programs:

**Local Service:**

- Includes 21 local routes.
- ADA features are on all the buses to accommodate riders with mobility devices.
- Passes can be purchased at customer service, Roth's and Safeway Salem stores and Chemeketa Community College book store.

**Travel Training:**

- This is a free transportation program that is for everyone.
- Builds confidence and understanding of riding the bus.
- Teaches bus etiquette.
- How to read bus maps and travel brochures.
- Training is available for both local and regional services.
- Individual or group training available.

**Regional Service:**

- Covers 17 communities outside the Salem/Keizer service area.
- Passes can be purchased at the Silverton Roth's, Chemeketa Community College book store, Cherriots Customer Service. 1X requires a monthly pass.
- Route 45 is our newest regional fixed schedule, with service to Dallas, Monmouth and Independence.

**Planning Your Trips:**

- Use the "Transit" app on your phone (either an Android or Apple device.) This is a free app.
- Cherriots web site.
- Call Customer Service.

### **Cherriots LIFT:**

- Paratransit service for Salem/Keizer area.
- Service is for those with functional limitations.
- An origin-to-destination service.
- Operates the same dates and hours of service as the Local service.
- Reservations must be made in advance.
- Eligibility process is needed through Cherriots.

### **Cherriots Shop and Ride:**

- Dial-a-Ride – picks the rider up at home and will take the rider anywhere within the Salem/Keizer urban growth boundary. Appointment needed and medical appointments take priority.
- Shopper’s Shuttle – Currently not in service since the pandemic, but will pick up at home and take the rider shopping at designated stores based on your living location.
- Shopper’s Shuttle is for seniors 60 years of age, or older and people with disabilities. No application is needed.
- Both are scheduled through Cherriots Call Center. May be booked up to 14 days in advance, but no later than 5:00 p.m. the day before.

### **Cherriots Customer Service:**

- Fiscal Year-to-date sales are \$503,273, July 1, 2021 – March 31, 2022.
- Sales in the previous two years are lower/none due to the pandemic.
- 6,583 fares were purchased with a card January – March 2022.1,732.
- 1,732 individuals/agencies contacted, information tables hosted and presentations given on Cherriots Services and Programs.

### **Volunteer Opportunities:**

Cherriots is holding a Career Fair on Tuesday, April 16, from 11:00 a.m. - 7:00 p.m. at the Downtown Transit Center in the Senator Hearing room. We are in need of volunteers for the “Just Ask” campaign. Volunteers would spend 30 minutes at a time (you can sign up for as many 30-minute slots as you are available for) answering questions and handing out flyers regarding the upcoming Career Fair.

### **Cherriots Educational Campaign**

- Informs riders the best way to ride the bus.
- Have fare and belongings ready before the bus arrives.
- Make yourself visible so the bus knows you are wanting to ride.
- How to keep priority seating open.
- Don’t run along the side of, or try to stop a bus once it has left the bus stop.
- Wear reflective clothing if it is dark outside.
- No eating on the bus.
- Animals must be in a carrier.
- It takes teamwork to remain safe.

## **c. Long Range Transit Plan Survey Results – Chris French, Service Planning Manager, Ted Stonecliffe, Transit Planner II, Brandy Steffen and Tracie Heidt from Jacobs Engineering, Inc.**

Ted Stonecliffe, Cherriots Planner, introduced Brandy Steffen and Tracie Heidt from JLA. They are going to discuss the long range transit plan and after that Chris French and Ted Stonecliffe will finish up the discussion.

Brandy and Tracie gave a presentation on the current status of the LRTP. We are currently in Task 4 almost ready to start the next round of outreach. Over 400 individuals responded to the survey for the long range transit plan because of all the advertising done through various platforms. Next step is to prioritize strategies then go back to do more public engagement. The two questions for the next round of public engagement will be; 1. How can investments in transit services benefit communities in Marion and Polk counties; and 2. How do stakeholders respond to differences in coverage and frequency networks? From the last outreach, the two top priorities from the survey were more frequent bus service and new transit routes. The five strategy categories that will be looked at are transit networks, transportation options, customer amenities, capital and safety, and organizational. Cherriots will be looking at increased frequency, what that would look like, modeling more routes and what tradeoffs would that require. Ted Stonecliffe went over the evaluation measures, which can include efficiency of cost, improve or maintain cost per revenue hour, and increase low-income households, to name a few.

JLA will be coming back to this committee and are there any questions or comments the committee would like to share today. One question was how is Cherriots doing revenue-wise given all that has happened the last year and all the electric vehicles we are bringing on? The study is being done within the revenue stream parameters. The plan will look at what can be done within these financial considerations. Member Michele Schwartz asked if any of the cities sub-committees have been brought into the picture on the LRTP, like the ones working on public safety or pedestrian safety. This may help getting the correct infrastructure to help make bus stop access easier. This 20-year plan will be used by Salem, Keizer and surrounding cities for their future plans that will involve a transit portion. This will help them to develop how they will improve their infrastructure to make it easier to take transit, or to even just bike or walk.

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

Mr. Tom Dietz gave an update in regards to Covid-19. The State lifted the mask mandate, but TSA wanted the mask mandate intact until later in May, but there was a judge that struck down that ruling so TSA dropped the mask mandate. Masks are no longer mandated to ride the bus, but you are more than welcome to continue wearing them if you'd like. We have installed air purification systems on all the buses, but there were some complaints made to OSHA regarding throat irritation so we had to turn the purification systems off pending further testing. OSHA came out and we did some air quality tests. We came in under the permissible chemical air levels. Cherriots was not fined. A question was asked about the economic impact and the lower ridership. We did suspend service for seven (7) days the end of March/beginning of April, 2020 and we have received some of the Covid Federal funds. We did not lay off or furlough any employees. The Cherriots LIFT program was impacted the most. Ridership is currently going up every month. We are still maintaining a 90% service level to make sure we are delivering reliable service. Service

changes are done three times a year and at that time a review is done and the decision will be made to either stay where we currently are, 90% service levels, or go forward with 100% service levels.

**e. Battery Electric Bus Charging Infrastructure – Gregg Thompson, Maintenance Manager**

Gregg Thompson shared an update presentation on the Battery Electric Bus project. Cheriots has ten (10) battery electric buses in the queue to be manufactured. These were made possible through two (2) grants; one awarded in 2020 and one in 2021. These grants include the buses, charging infrastructure at Del Webb and Keizer Transit Center, and project management of each grant. Chargepoint is the vendor for the charging infrastructure at Del Webb, which is a plug in-type station and Momentum Dynamics the vendor for Keizer, which is an in-ground magnetic inductive charger. Mr. Thompson was able to show us how each charging unit would work. Questions: Has inductive charging become more efficient and yes, the creation of a magnetic field has been optimized, which makes them more efficient. Keizer is usually a layover point and the bus will be able to charge for 15 or so minutes. Riders can stay on the bus while charging, this is totally safe. Some battery lifespan can be affected by the number of charges it receives. How will these batteries last with so much charging? These buses have a charge management system and they regulate how much of the batteries can be used. They have a 10% on the upside and downside so charging happens in a 'sweet spot', not totally depleting or over charging. At the end of work day buses are plugged in so they are ready to go the next morning. The inductive charging is like a mid-day boost so the bus doesn't need a 3-hour charge.

**6. DISCUSSION ITEMS**

Cheriots Advertising was on the agenda, but deferred until another meeting.

A field trip to the maintenance facility and the call center would be good especially since there are so many new members.

What about meeting in person or meeting virtually for the future? There is still some trepidation regarding the new variants that are coming around. Even June might be too soon, so the committee will meet virtually in June and then make a decision at that time regarding meeting in person in August. There are even a few members that like the convenience of doing the meetings remotely.

Is there a way to extend a one-way pass? Not currently. Director Steve Dickey discussed the fact that we are in the works of implementing a contactless fare payment system that will have features for capping fare for a day pass and a 30-day rolling pass. Once fare for the cost of those passes has been met, the rest of the fare for the day/month won't be taken from your account. This will need to go to our board because anytime we change a fare cost or method, it needs to go through a process, which includes the board. There will also be a period of time transitioning from the way we do fares now to the new way. Implementation won't be until early 2023. Integrating Cheriots LIFT will still need to be determined.

**7. ACTION ITEMS**

No action items to discuss at this time.

**8. FUTURE AGENDA ITEMS**

- a. Committee Work Plan -
- b. Performance Reports – Ridership Update
- c. Meeting virtually in June; Discuss meeting in person in August
- d. Tour of Call Center and Maintenance Facility in the summer/fall time

**9. ADJOURNMENT**

<b>Motion:</b>	<b>Motion to adjourn meeting at 7:31 p.m.</b>
<b>Motion by:</b>	<b>Chair Patrick Schwab</b>
<b>Second:</b>	<b>Member Rick Hartwig</b>
<b>Vote:</b>	<b>Motion passed with nine votes in favor. Vice-Chair John Hammill, excused.</b>