



**MINUTES OF THE
June 21, 2022
CITIZENS ADVISORY COMMITTEE MEETING
5:30 PM – 7:30 PM**

| | |
|-------------------------|--|
| Present Members: | Patrick Schwab, Chair; John Hammill, Vice-Chair; Laurie Dougherty, Member; Lucy Edwards, Member; Rick Hartwig, Member; Joe Tilman, Member; |
| Absent Members: | Davis Dyer, Member; Erin Ross, Member; Mark Knecht, Member |
| Board: | Maria Hinojos-Pressey, Cherrlots Board of Directors Liaison |
| Staff: | Tom Dietz, Director of Operations; Chris French, Planning Services Manager; Don Clifford, Transportation Manager; Gregg Thompson, Maintenance Manager; Karen Garcia, Security and Emergency Management Manager |
| Guests: | Patricia Feeny, Director of Communication; Ted Stonecliffe, Cherrlots Transit Planner II |

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 regarding summer heat. You can become dehydrated and not even know it. Here are some tips while out in the heat:

- If you start to feel cold it's time to get out of the heat.
- Heat exhaustion and heat stroke can sneak up on you.
- Protect yourself with sunscreen and sun clothing.
- Make sure you are shielded from the sun especially while you are around bodies of water as the sun can reflect off of the water.

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 April 19, 2022

| | |
|--------------------|--|
| Motion: | Motioned to approve the meeting minutes of April 19, 2022. |
| Motion by: | Member Rick Hartwig |
| Second: | Member John Hamill |
| Discussion: | None |
| Vote: | Motion passed with six votes in favor. Members Davis Dyer, Erin Ross and Mark Knecht excused. |

5. PRESENTATIONS

a. Ridership Performance Report; Chris French, Planning Manager

Chris French reported on the FY22 Quarter 3, which covers January – March, 2022. He went over the total rides and although ridership is continuing to grow, we are not quite to where we were pre-pandemic. February 2021 showed a dip in ridership and that was due to the ice storm that hit the area and we had to suspend service for a while. Route 21 continues to be the top performer of all the routes we provide. Local bus service hasn't quite reached our targeted boardings of 20 per revenue hour, but Route 16 has reached the targeted boardings of 10, with an average of 10.2 rides per revenue hour. There were two holidays during this quarter. On MLK day we provided 3,661 rides, which was done on a Saturday-level service and on President's Day we provided 2,776 rides and that was doing a Sunday-level service. Chair Schwab said with rides continuing to increase, should we expect to see levels back to pre-pandemic levels soon, or by when. Mr. French did not want to speculate on a particular time/date. There are many factors to take into consideration. State workers are not 100% working back in the office, or they are using a hybrid model of working at home/office. Weekday ridership was around 13,000 boarding per day pre-pandemic. It will be interesting to see next quarter if the price of gas has an effect on ridership. We are not yet at 100% service and this is due to lack of operators to carry out that level of service. We are planning on going to 93% service level in September, if we have the operators. We are not the only district that is dealing with this shortage of operators.

b. Rider Survey Results; Chris French, Planning Manager

Chris French presented the survey results from a survey taken in October, 2021. This was to be done in April of 2020, but that was the time we actually shut down service due to the pandemic. This is an origin-to-destination survey with an open-ended question at the end. We collected 1,096 surveys in total with the majority coming from the Cherriots Local system. Here are some of the questions with answers/percentages:

- Where did you begin this bus trip: 37% - home, 19% - workplace and 19% - other.
- How did you get to the bus stop to board this bus? 89% - walked to their bus stop.
- Where are you going? 37% - home, 23% - other, which was a variety of places included medical, family, friends, an appointment, etc. and 18% - workplace.

- Some people traveled within a single zip code. A map showed the majority traveled within the 97301 zip code.
- After getting off your LAST bus on this trip, how will you get to your final destination? 87% - walk.
- What is the purpose of your transit trip today? The most common answer was going to work or home.
- Do you have a valid driver's license? 72% of the passengers did not have a license. This showed how important our service was during the pandemic.
- Do you have a vehicle you could have used to make this trip either as the driver or as a passenger? 84% do not have a vehicle available to them.
- How often do you ride the bus? 64% - four or five days a week.
- What is your race/ethnicity? (Mark all that apply) Although this question was voluntary, 933 of respondents answered the question. 53% - White, 20% - Latino, 6% - Multi Racial.
- What is your gender? They were equal between male and female, which is a bit surprising. Usually females make up the majority of riders on transit buses.
- What is your age? Riders from all age groups were approached. The largest group was aged 18-24 with 21% of riders from that group. Then aged 25-34 - 18% and 35-44 - 16%.
- How many are in your household, including yourself? The largest percentage was a one person household with 264 respondents stating such.
- Current employment status? This was a little surprising to us. The largest percentage came from those working part-time - 35%, not currently employed and not seeking employment - 20%, retired - 17%.
- Are you a student? 75% - no. 10% - high school, 8% - full-time college.
- If you are a college student, which college? 67% - Chemeketa CC followed by Western Oregon University and Willamette University.
- Language primarily spoken in home? English - 83%, Española - 9%, English, Española - 4%.
- How well do you speak English? 88% - Very well, 8% - Well, 9% - Not well.
- What was the annual gross income for your household before taxes in 2020? Keeping in line with the highest percentage of our riders working part-time, the highest percentage of riders made less than \$25,000/yr.

At the end of the survey, we asked an open-ended question, "If you could name one thing to make Cherriots service better, what would it be?" Here is a sampling of what was requested:

- Increase frequency
- Fares (Lower/cheaper, eFare, free, etc.)
- Span of service - later
- Operator Friendliness
- Coverage - more stops

We had just come off a more reduced service and not charging fares for over a year, which might play into some of these responses. How had the survey differed from last time

regarding the question around valid driver's license and if they owned a vehicle? Cherriots has not asked those particular questions in the past.

c. Long Range Transit Plan Survey Results – Ted Stonecliffe, Transit Planner II

Ted Stonecliffe presented the results from a survey that was taken last December/January. He'll share some modeled results of four scenarios, and what our next steps will be. The public involvement survey was done in the middle of December/first of January. The survey asked about current transit usage, what elements are most important, and how could transit improve. Here are some results:

- More frequency
- Low or no-emission buses
- New routes and service areas
- Faster or more reliable bus trips
- Reduced fares
- Safe and comfortable bus stops

Here is what we heard:

- Frequent service
- Fast, reliable service
- Reduce greenhouse gas emissions
- Improve access to transit
- We need better customer information

Working with SKATS and using the TBEST software (Transit Boardings Estimation and Simulation Tool) we worked four different scenarios; No Build 2019, No Build 2043 – Existing and Planned, 2043 Scenario A; Core Network – Frequency, 2043 Scenario B; Coverage Network – Local and Regional. Ted went into more details on what each scenario would include. Ted then compared the various modeled scenarios against certain measurements such as, increase in ridership per day, increase in travel time, increase in access to jobs w/in one-quarter mile, increase in operating cost per day and increase in passengers per revenue hour.

Our strategy concepts include our continued excellence, making future investments and organization growth. In July and August we will be moving into another online open house and survey phase. In September and October the draft Long Range Transit Plan document will be prepared and it will be taken to the Board in November for approval. For clarification, the modeling and scenarios are not necessarily plans we are putting into place. They are extremes we put in place so you could see the difference in scenarios. We are hoping to be somewhere in the middle. Does this planning take into consideration any planning towards more electric buses? Our Board has committed to a zero-emission fleet by the year 2040.

d. Battery Electric Bus Transit Center Update – Gregg Thompson, Maintenance Manager

Gregg Thompson addressed the committee regarding the battery electric bus project.

There are two distinct projects to electrify these buses. One is at our Keizer Transit Center

where we are working with PGE and their Fleet Partner Program, which takes on a lot of the infrastructure costs. Gregg shared an aerial view of Keizer Transit Center and where the power would come from and where it will go in the transit center to the three charging bays. The Board has approved two of the three charging pads, but with the cost savings we will see with the PGE Fleet Partner Program, we can now afford the third charging pad. Gregg then showed what we can expect from our Del Webb location. We are working with Salem Electric on this property. Gregg shared a 3-D rendition of what the power will look like for Del Webb. There will be charge point dispensers a bus will back up to and then be hooked up to charge. Although we will only have a portion of the charging units to start, we will build the infrastructure for 25 charging stations. We are limited with what we can do at our transit mall downtown because of the underground parking. Momentum Dynamics, who we are working with at Keizer, is working on a sturdier indoor charging unit that we may be able to use outdoors.

6. DISCUSSION ITEMS

a. CAC Advertising – Patricia Feeny, Director of Communication

Patricia Feeny discussed bringing the committee back together as a group for new headshots and to gather testimonials. This is the first step to start telling our members' stories and testimonials. Patricia shared a story that just took place out in Dallas about a parent reaching out to Cherriots regarding any bus service that could be used to get her two daughters to and from a summer camp. In exchange for their story, Patricia gifted them a regional and local bus pass to help with transportation. This is just an example of what we are trying to put together for promoting the District. We would like to have our members recommend riders they know that might have stories we can tell.

b. Committee Work Plan – Tom Dietz, Director of Operations

We've been talking about revisiting the work plan, which was recently sent out to all committee members. If there is something on the work plan that stands out to you as a committee member, please email either Tom and/or Kathy and in August we will get tasks and timelines determined. Recruiting our new members is critical to this work plan. If there is anyone that knows someone that would be a good fit to the committee, please recommend they fill out an application. It was recommended to advertise for the youth member position at the Boys and Girls club. The youth member does need to be 18 years of age. Putting a notice on the buses might also help with recruitment. Member Lucy Edwards mentioned how she found out about the CAC position she filled on our website. Member John Hammill also mentioned a place he can recruit as well.

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

Should we begin meeting in person for our August meeting? Should we consider a hybrid meeting scenario? We could not do the tour virtually, but we can host the meeting in a hybrid fashion. When in person we can schedule Patricia and her team to take the needed head shot photographs of each member. President Schwab would like all to be together in August and do the tour. In October we should still do a hybrid meeting for those that maybe cannot join in person.

d. Tour of Call Center and Maintenance Facility in the summer/fall time

Should we augment our meeting in August with the tour or do a stand-a-lone tour? The tour is accessible for those using a mobility device. We will do the tour in August and augment our regular meeting.

9. ADJOURNMENT

| | |
|-------------------|---|
| Motion: | Motion to adjourn meeting at 7:00 p.m. |
| Motion by: | Chair Patrick Schwab |
| Second: | Member John Hammill |
| Vote: | Motion passed with six votes in favor. Members Davis Dyer, Erin Ross, and Mark Knecht excused. |