



Salem Area Mass Transit District
Board of Directors
and
Members of the Senior Leadership Team

Strategic Planning Session

Saturday, October 21, 2017

Chemeketa Center for Business & Industry (CCBI)
Room 115, 626 High Street NE, Salem OR 97301

AGENDA

- 8:30 AM Welcome - Coffee, tea, and pastries
- 9:00 AM Opening Remarks - President Robert Krebs and General Manager Allan Pollock
- House Bill 2017 Overview
- Public Transportation Improvement Plan Requirements
- Discussion on Enhancement Priorities
- Order of Implementation
- Public Outreach
- HB 2017 Advisory Committee
- Next Steps
- Adjourn

PARKING: Free parking is available at the Marion Parkade kitty-corner from the CCBI building.

SPECIAL ACCOMODATIONS For individuals that need special accommodations such as sign or other language interpreters to participate in this Board session, please make your request for such services at least 48 hours prior to the meeting. Direct your request to the Executive Assistant in the General Manager's Office at 503-588-2424. For those with a hearing impairment, please call the Oregon Telecommunications Relay Service, 711.

Service Expansion Draft Plan

Introduction

Planning staff have developed a draft plan for the Service Expansion Project. Our focus was on using the additional funds to provide a baseline level of service on Saturdays, Sundays, holidays, and weeknights so we can serve those who rely on our bus service the most. Our first priority was to provide better service to our current riders, with a secondary goal of making our service more useful to those who do not ride or currently ride infrequently.

Expansion Options

Urban Services

- Saturdays
- Sundays
- Weeknights
- Holidays
- Buss Pass Programs
- Downtown Circulator
- Increased Weekday Frequency
- Additional Coverage
- Special Event Service
- Shop and Ride Expansion
- Other

Regional Services

- Woodburn Transit
- Silverton Trolley

Service Versus Other Options

- Low Income Fare
- Reserve Fund for Stability of Service
- Equipment

Weekends and Weeknights

When it comes to service expansion, our main focus is expanding service to Saturdays, Sundays, and weeknights in order to provide service to those who need the bus to get to work, school, etc. Service would likely need to be phased in. Planning proposes expanding to Saturdays, Sundays, and holidays in January 2019 and weeknights in May 2019. Table 1 and Maps 1 and 2 show the proposed route spans and frequencies.

- ***Weeknights***

On weeknights, some routes would continue to run until around 9:30 p.m., some routes would see a span increase of one hour, and some routes would see a span increase of two hours.

- ***Saturdays***

Not all routes would run on Saturdays. Generally, those running on Saturday would operate every 30 minutes if they're on the Core Network. Otherwise, most routes will run every hour. Span of service would be the same on Saturdays as weekdays.

- ***Sundays***

Fewer routes would operate on Sundays. Of those operating, all would run every hour except Route 11, which would run every 30 minutes. Generally service would run from 7 a.m. until 8:30 p.m.

Note: *Our proposal assumes Route 9 will take a different path than today (see Maps 1 and 2), although that plan is not finalized. Our proposal also assumes Route 14 would serve the Parkmeadow loop, but that service would not operate on weeknights, Saturdays, or Sundays.*

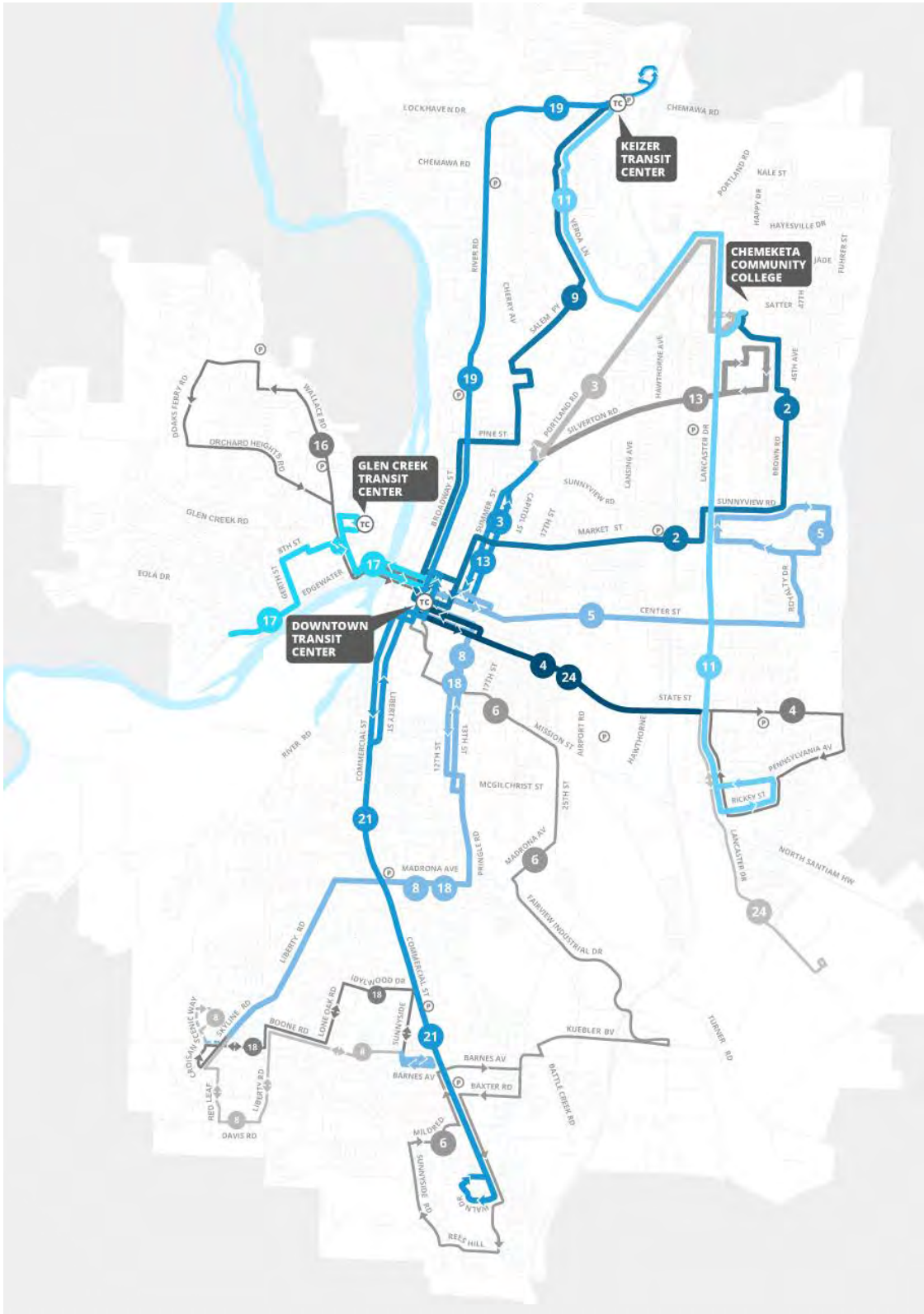
Table 1. Proposed Route Frequency on Weekdays, Saturdays, and Sundays

	<i>WEEKDAY</i>		<i>SATURDAY</i>	<i>SUNDAY</i>
Route 2	15 min 6a-7p	30 min 7-11:30p	30 min 6a-11:30p	60 min 7a-8:30p
Route 3	30 min 6a-11:30p		60 min 6a-11:30p	60 min 7a-8:30p
Route 4	60 min 6a-11:30p		60 min 6a-11:30p	60 min 7a-8:30p
Route 5	15 min 6a-7p	30 min 7-11:30p	30 min 6a-11:30p	60 min 7a-8:30p
Route 6	60 min 6a-10:30p		60 min 6a-10:30p	60 min 7a-8:30p
Route 7	60 min 6a-10:30p		—	—
Route 8	60 min 6a-11:30p		60 min 6a-11:30p	60 min 7a-8:30p
Route 9	30 min 6a-10:30p		30 min 6a-10:30p	60 min 7a-8:30p
Route 11	15 min 6a-7p	30 min 7-11:30p	30 min 6a-11:30p	30 min 7a-8:30p
Route 12	30 min 6a-9:30p		—	—
Route 13	30 min 6a-10:30p		60 min 6a-10:30p	—
Route 14	30 min 6a-9:30p		—	—
Route 16	60 min 6a-10:30p		60 min 6a-10:30p	60 min 7a-8:30p
Route 17	15 min 6a-7p	30 min 7-11:30p	30 min 6a-11:30p	60 min 7a-8:30p
Route 18	60 min 6a-11:30p		60 min 6a-11:30p	—

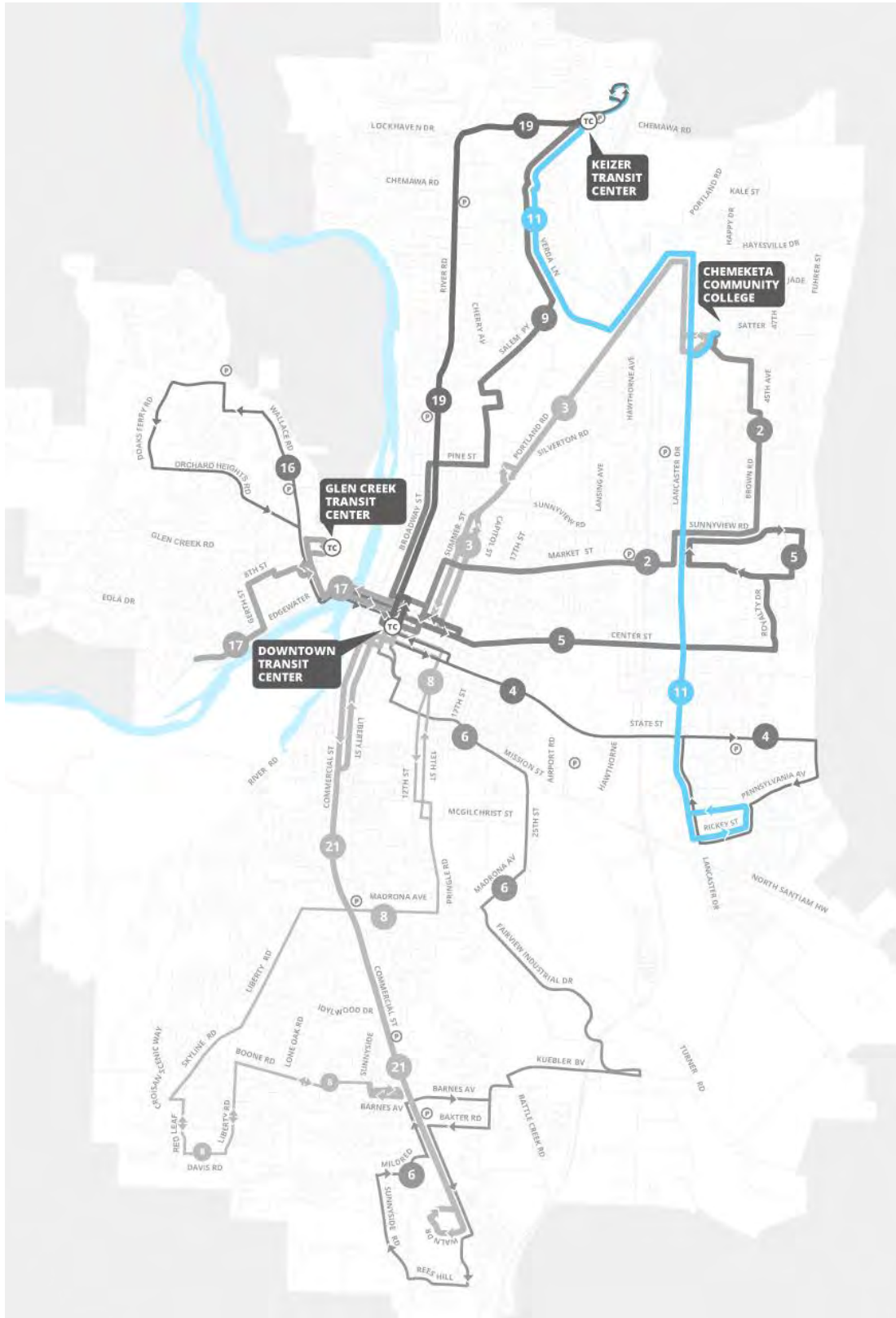
For the Board Planning Retreat on October 21, 2017
Agenda Item No. BR.5

Route 19	15 min 6a-7p	30 min 7-11:30p	30 min 6a-11:30p	60 min 7a-8:30p
Route 21	15 min 6a-7p	30 min 7-11:30p	30 min 6a-11:30p	60 min 7a-8:30p
Route 22	30 min 6a-10:30p		—	—
Route 23	30 min 6a-9:30p		—	—
Route 24	60 min 6a-11:30p		60 min 6a-11:30p	—
Route 26	60 min 6a-9:30p		—	—
Route 27	60 min 6a-9:30p		—	—

Map 1. Proposed Saturday Service Levels (Grey = Hourly; Blue = 30 Minute)



Map 2. Proposed Sunday Service Levels (Grey = Hourly; Blue = 30 Minute)



Holidays

Planning proposes expanding service to all days of the year. This would give those who need service most access to family, friends, and jobs, even on holidays.

We recognize offering service on these days will have an impact on those employees who need to work those days. However, we believe the benefits to our riders will offset the costs.

Level of service would differ based on expected ridership.

<i>WEEKDAY LEVELS</i>	<i>SATURDAY LEVELS</i>	<i>SUNDAY LEVELS</i>
Martin Luther King Jr. Day* Presidents' Day Veterans Day	Memorial Day Independence Day Labor Day	Easter* Thanksgiving Day Christmas Day New Years Day

* Not a Cherriots holiday

Free Youth Rides

We also are proposing to provide free fares for youth 18 and younger. It would amount to eliminating our youth fare and expanding our free fare category to include riders up to 18 years old.

This fare change would benefit students trying to get to school, after-school activities, and summer events. Additionally, it would benefit families who currently have to spend a lot of money to travel together on Cherriots. This proposal would have a positive impact on low-income families, and it would make riding Cherriots more cost-competitive for families currently driving.

Our current schedule for analyzing fares would begin in September 2017, with new fares launching the first service day of FY19 (July 2, 2018). This would mean students could ride for free during the tail end of the summer, and we could promote the free service leading up to the beginning of school in September 2018.

Proposed Timeline

Below is the proposed timeline for service planning and implementation.

- **Sept-Nov 2017** - Data Gathering and Draft Plan Development
- **Dec 2017** - Outreach Materials Creation
- **Jan-March 2018** - Public and Internal Outreach
- **March-April 2018** - Plan Revisions and Finalization
- **May 2018** - Board Consideration
- **July 2018** - Implementation, Phase I (Fare Changes)
- **May-Dec 2018** - Implementation, Phase II (Saturday, Sunday, Holidays)
 - **Jan 6, 2019** - First Day of Bid
 - **Jan 6, 2019** - First Day of Sunday Service
 - **Jan 12, 2019** - First Day of Saturday Service
 - **Feb 20, 2019** - First day of Holiday Service (Presidents Day)
- **Jan-May 2019** - Implementation, Phase III (Weeknights)
 - **May 6, 2019** - First Day of Bid and Service
 - **May 6, 2019** - First Day of Extended Weeknight Service

Proposed Outreach Plan

The following draft plan will be presented to the Board at the August Board meeting. Any feedback received from the Board will be taken to a Board retreat in November or December for further discussion.

Event	Location
Downtown Transit Center table	On center island of Downtown Transit Center and/or in the Customer Service Lobby
Take-one flyers on buses	On board buses
Website survey advertised on homepage and via social media outlets	Cherriots.org and Facebook/Twitter
Keizer Transit Center table	In Keizer Transit Center conference room
Chemeketa Community College	Free speech table
Center 50+ table	Center 50+
South Salem Senior Center table	South Salem Senior Center
South Commercial Winco Foods table	South Commercial Winco
West Salem Starbucks table	West Salem Starbucks
Presentation to the Latino Business Alliance	Latino Business Alliance monthly meeting (in Spanish)
Event	Location
Presentation to the City of Salem Human Rights and Relations Advisory Commission	City of Salem Human Rights and Relations Advisory Commission November meeting
Table outside Walmart on Lancaster Dr. (near Devonshire Ave)	Walmart store at 3025 Lancaster Dr NE
Table outside ShopKo on Rickey St (near Lancaster Dr.)	ShopKo store at 1230 Lancaster Dr SE

Salem Area Mass Transit District

STRATEGIC PLANNING SESSION

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OPENING REMARKS
Board President Robert Krebs
General Manager Allan Pollock


 







**PUBLIC
TRANSPORTATION
IMPROVEMENT PLAN
REQUIREMENTS**


 **Public Transportation Improvement Plan Requirements**

- Increased service frequency and expansion
- Bus procurement
- Reduced fares for low income households
- Improved frequency and reliability of service connections
- Coordination between public transportation service providers to reduce fragmentation of services

 **Discussion of Enhancement Priorities**

- Urban Services
- Regional Services
- Service Versus Other Options
- Order of Implementation



 **Public Outreach**

- Community
- Stakeholder
- What information do you want to know?



HB 2017 Advisory Committee



Community Connection
of Northeast Oregon, Inc.





Next Steps

- STIF Rules Advisory Committee
- Public Outreach
- Board Workshop
- Service Plan Development
- Staffing Plan
- Service Rollout



FINAL THOUGHTS